

I N S I D E :

Goldwater Leads New Deregulation Fight

Veteran Senator will sponsor new legislation, but the outlook in the House is still clouded.

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Arbltron Advances

New Orleans: WYLD-FM Doubles And Leads
Indianapolis: WFMS Soars To Top
Kansas City: WDAF Expands Edge
Portland: KINK Gains On KGON
Plus results from Buffalo, Norfolk, Riverside, and Sacramento.

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Abrams & Carroll: The Future Of AOR

"Programmers must understand that the old wave is going to be wiped out... Unless they go through a major musical renaissance, they are the sound of yesterday." That's the latest dictum from "modern music" mogul Rick Carroll, right? Wrong — that quotation's from Superstars architect Lee Abrams, AOR's longtime kingpin of conservatism. And that's just one of many surprises from Carroll and Abrams in two important interviews on a format at the crossroads.

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People In The News This Week

- John Irwin new GM at KOSI
Gene Ashcraft Metromedia VP
Sandy Sanderson PD at CFTR
Jack Alix promoted at Abell

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- A guide to using computers at your station
Which makes more sense — a mini or microcomputer?
R&R surveys stations about their computers
Directory of hardware and software suppliers.

Special 20-page pullout section begins Page 35

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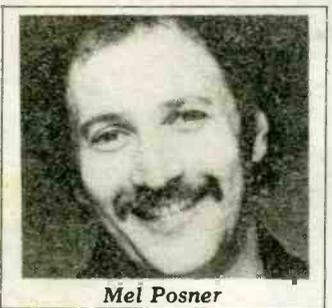
POSNER STAYS; FARACI, SHARELL GO

Elektra/Asylum Shakedown Begins

Elektra/Asylum Records took significant steps this week in establishing its new executive regime, announcing that Vice Chairman Mel Posner would be staying on to head the label's Los Angeles offices as GM/West Coast while retaining his previous title.

At the same time, R&R learned that a number of other top West Coast-based E/A executives would not be staying

earlier this year (R&R 1-7), will remain based in L.A. Commenting on Posner's new role, E/A Chairman Bob Krasnow stated, "Mel Posner's contributions have been integral to the success of Elektra since he joined the E/A/See Page 56



Mel Posner

with the company. Among those departing are Executive VP and marketing head Vic Faraci, Senior VP/Promotion Jerry Sharell, and VP/International George Steele. Posner will become senior executive for international operations following Steele's exit.

Recently-appointed VP/Promotion Dave Urso is set to remain on the West Coast, while promotion VP Burt Stein will stay on for a transitional period. National promotion executives Pat McCoy and Scott Burns are exiting. Tom Werman, named Senior VP/A&R

Doubleday Drops National PD Post

Hamilton Returns To KDWB; WAPP Promotes Krause To PD

Doubleday Group PD Dave Hamilton will return to the programmer's slot at KDWB/Minneapolis following the announcement that the national programming position within the AOR chain had been eliminated. At the same time, WAPP/New York Assistant PD Joe Krause was promoted to Program Director for the New York Doubleday station (a post Hamilton also held), and was given the new title of Group Program Coordinator.

Doubleday Broadcasting Co. President Gary Stevens outlined the changes and Krause's new responsibilities to R&R: "He will conduct the weekly conference calls and help to facilitate the regular dialogue between all the PDs, but we're essentially going away from

the group PD concept to each guy doing his own, like most other groups do." Krause indicated his new group coordinator title meant that "research and everything else will be centralized through New York for the chain. It's an organizational tool." Regarding his promotion to WAPP PD, Krause told R&R, "I'll be working very aggressively in this market. It'll be quite a dogfight in New York. I'm also DOUBLEDAY/See Page 56

PolyGram Sets Five Separate Music Divisions

Jaffe, Haywood, Regan Take On A&R Duties

In a significant restructuring, PolyGram Records has reorganized into five independent music divisions, each of which will control marketing and now A&R functions in its field. VP/Rock Department Jerry Jaffe has been promoted to Senior VP/Rock Division, while VP/GM West Coast Russ Regan moves up to Sr. VP/Pop Division. Sr. VP Bill Haywood heads the Black Music Division, PolyGram Classics President Gianfranco Robulla heads classical, and the Country Division head has yet to be named.

Also established is a new executive staff reporting directly to PolyGram Records President Guenter Hensler on strategic and policy matters. This staff consists of Executive VPs Jack Kiernan and Mel Ilberman and newly-



Jerry Jaffe Russ Regan Bill Haywood

VP/Rock Division, while VP/GM West Coast Russ Regan moves up to Sr. VP/Pop Division. Sr. VP Bill Haywood heads the Black Music Division, PolyGram Classics President Gianfranco Robulla heads classical, and the Country Division head has yet to be named.

With A&R duties being assumed by the music divisions, Senior VP/A&R Chip Taylor will become an outside consultant for PolyGram, while resuming his recording career. A&R Directors Ted Daryll and Stu Fine have exited.

appointed Senior VP/Finance Richard Morris, who joins the company from the Senior VP/Operations position at Teleprompter's cable TV division. In addition, Kiernan will now supervise PolyGram's distribution operation.

"Shortening Decision Lines"

Commenting on the changes, Hensler stated, "The purpose is to provide more autonomy to those who've made PolyGram successful last year and at the same time to strengthen the company by shortening decision lines. With this structure, we will strike an optimal balance between the company's artistic and business needs. The music divisions will be able to provide maximum individual attention to our artists, keep in close touch with the street, and function with the flexibility the times demand — almost like independent companies.

"The music division heads have all distinguished themselves in the critical talent responsibilities, finding, promoting, and developing artists. So they very much deserved to take larger roles in their areas of expertise," Hensler concluded.

Liggett Taps Santimone As New WABX VP/GM

Liggett Broadcasting has moved WFMK/East Lansing VP/GM Grant Santimone to WABX/Detroit, where he takes over the newly-acquired station in a similar capacity. He retains VP/GM duties at WFMK as well, with day-to-day responsibilities delegated among the WFMK staff.

Santimone has been with Liggett for ten years, also serving as VP/GM at WLOL/Minneapolis and WBUF/Buffalo. He told R&R, "I think things are turning around here in the Detroit market. I've never seen a staff in the business that has jelled so quickly. The enthusiasm can't help but come across on the air. I've got so much confidence in (consultant) Paul Christy and what he has done. Everyone is really fired up. "I think we've found our niche in the market," he continued, referring to the station's recent format change from AOR to CHR (R&R 1-7). "We are committed to winning. This is my hometown so I'm glad to be back here. We plan major improvements to our facility in the next year, which include plans to put up a new tower."

Also new to WABX are Joanne Harrelson from CKLW and WNIC-AM & FM/Detroit, who has been appointed General Sales Manager; and Joseph R. Badamao, now National Sales Manager.

Sneed Returns To WKLS As PD

KSRR/Houston Program Director Alan Sneed has resigned from the ABC station to rejoin WKLS/Atlanta as PD. Sneed replaces Max Floyd, who in turn is rejoining the airstaff at KYYS/Kansas City (a station he previously programmed as well).



Alan Sneed

WKLS GM Dick Meeder told R&R, "We had achieved great success with Alan before, and I feel he can do the job again for

us." Sneed commented, "In spite of the fact that KSRR's SNEED/See Page 56

Radio is "STAYING" with The Clash

The Follow-Up Hit Single from the Platinum-Plus Album

"COMBAT ROCK"

"Should I Stay or Should I Go"



THE CLASH

Produced by The Clash

The Epic Records logo, featuring the word "Epic" in a stylized, cursive font.



Duets: Choking Country Charts?

Some Country programmers feel every time they turn around, there's a new superstar duet demanding airplay consideration. Not only can they freeze out other artists, but they can cause drastic rotation problems. Carolyn Parks samples some opinions this week.

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Kenny & Sheena
Dolly & Willie
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Merle & Willie

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Sanderson Takes CFTR PD Post

Eric "Sandy" Sanderson has departed his position as Director of Programming for the ABC-FM Radio Network to become PD at CFTR/Toronto. Former PD Bob Saint has agreed to stay on as Sanderson's Assistant PD and Music Director. MD Rick Hunter has left the station.

In announcing Sanderson's hiring, CFTR Executive VP/GM Tony Viner told R&R, "While our ratings were in good shape, we felt that someone of Sandy's qualities could allow us to take a large leap forward, heading towards the number one spot in the market. Sandy will be the catalyst to take us higher. Bob Saint's experience and knowledge of the station and the market will be of great value to Sandy, so I'm glad he's staying on."

Sanderson, who had been with the network for a little over a year, explained his reasons for leaving: "It was mainly the fact that I missed radio. My time at the network was interesting and I got a chance to learn

how a network functions, but it lacked the day-to-day stimulation and craziness of a radio station. To be able to return to that vitality at a professional outfit like Rogers Radio and CFTR is something I couldn't refuse."

Sanderson previously worked at ABC as Assistant PD at WABC/New York and PD at WLS-FM/Chicago. A native of Toronto, he also has worked at CKGM/Montreal.

Ballard To Program WMAG

Jim Ballard, Operations Manager at AOR-formatted WROQ/Charlotte for the past six and a half years, has resigned to become PD at A/C outlet WMAG/High Point, NC (formerly WMFR). WMAG VP/GM George Francis explained to R&R, "I hired Jim in Charlotte and he's been

Irwin Appointed KOSI VP/GM

John Irwin has been appointed VP/GM of Group W's KOSI/Denver. He joins the station from the Station Manager position at WOWO/Fort Wayne, the former Group W outlet sold last year to Price Communications. Irwin succeeds former KOSI VP/GM Al Perry, who resigned to pursue radio ownership opportunities.

Commenting on Irwin's move to KOSI,

Ashcraft New Metromedia VP

Gene Ashcraft has been appointed a Vice President of Metromedia Radio. Ashcraft has served as General Manager of the Texas State Network since Metromedia acquired it in June 1980.

Metromedia Radio President Carl Brazell commented, "Gene's appointment is in recognition of his outstanding performance in building the Texas State Network to 160 prime affiliates, as well as developing a strong and marketable agriculture network, a 225-station Dallas Cowboys football network, and his integral role in restructuring our Spanish Language News Network into the nation's largest."

Ashcraft left a four-year tenure as News Director of KFJZ/Fort Worth to become TSN's GM in 1967. After ten years in that position, he became GSM at WRR/Dallas and then GM at KJIM/Fort Worth before rejoining TSN.

Bert Wahlen, Group W Radio VP/FM Stations, said, "John Irwin is a knowledgeable broadcaster with a solid record for success in radio station management. Group W Radio President Dick Harris and I are extremely pleased that John has decided to rejoin Group W and work with the winning team at KOSI."

Irwin told R&R, "I'm elated to have the opportunity to come back to Group W and to be here at KOSI. My mission is basically to enhance the product and keep us on top. We're going to increase our visibility and our promotional effort and, hopefully, put some distance between us and number two."

WOWO VP/GM William Latz added, "At the present time we don't have any plans to name a replacement for John. We at Price Communications wanted John to have an opportunity like the one he received because he did such a fine job for us. He's very deserving."

AUERBACH NEW WDOQ GM

Alix Upped To VP At Abell

WDOQ/Daytona Beach GM Jack Alix has been promoted to VP/Programming and Promotion of parent company Abell Communications, Inc. by Radio Division President Stu Frankel. Alix will remain in Daytona Beach to assist his successor, Doug Auerbach, who joins WDOQ as GM from a similar position at WWJF/Ft. Lauderdale.

In announcing Alix's promotion, Frankel said, "Jack will be responsible for furnishing the programming and promotion of WNVZ/Norfolk and WDOQ. Jack is one of the most talented programmers and gifted promoters in the radio business. We will all benefit tremendously by his efforts."

Commenting on Auerbach's arrival and his own promotion, Alix told R&R, "We're really excited about bringing Doug into the team. His background in sales and management make him a great addition to the staff at WDOQ." He went on to say, "I'm extremely pleased with my promotion. My new duties will allow me to concentrate on making further improvements to our newest station, WNVZ/Norfolk, and redouble our efforts here. A couple of new signals are now competing directly against us and we've got plans ready for a counterattack. I'll also have some input in the areas of new acquisition as Abell continues to grow."

Urban Satellite Radio, Cable Networks Formed

The Sunshine Entertainment Network (SEN), the nation's first 24-hour Urban Contemporary satellite radio network, will begin broadcasting next Monday (1-31) from studios in Cocoa, FL.

SEN President James Thompson said programming will include a simulcast of WOL/Washington's AM drive talk show, gospel during middays, reggae and contemporary music in the afternoon, and jazz at night. However, WOL PD Robyn Holden told R&R that the station had not affiliated with SEN, having agreed only to hearing a presentation this week.

"The Urban format has already proven itself to be the hottest format in major and

Woodward, Mitchell Add New R&R Duties

In a move designed to strengthen R&R's radio coverage, Washington Editor Brad Woodward will become News/Talk Radio Editor while retaining his present duties. Gail Mitchell, who is presently News/Talk Editor, will now become Easy Listening Editor, while taking on additional editorial duties in her capacity of News Editor. In addition, longtime Easy Listening programmer Fred Seiden, who earlier served as R&R's Easy Listening Editor, will be contributing articles to the section on a periodic basis. WOODWARD/See Page 56

Forth Becomes ABC Rock Net Director

Dan Forth has been appointed Director of the ABC Rock network, moving over from the Source, where he was Director/Affiliate Relations. In his new position, Forth will be chiefly involved with affiliate relations.

Willard Lochridge, VP/ABC Contemporary, FM & Rock Networks, commented, "Dan's management expertise and overall understanding of young adult radio will prove to be tremendous assets for the Rock Radio Network. His extensive radio sales and marketing background will contribute significantly to the network's growth."

Before joining the Source, Forth was GSM at WLOB-AM & FM/Portland, ME and WAAF & WFTQ/Worcester.

there since I left. He's a man I totally trust, and he's a great detail guy. Jim is 31, married, has a kid, and is outgrowing the AOR format. He lives the lifestyle of the audience we're going to appeal to. I've also hired J.T. Austin from WQDR/Raleigh to become Production Director. He's also from AOR, so he's got some things to learn about A/C. I'm really confident about the team that we're building here at Magic 99.5."

"I think what we will be doing will be very exciting," Ballard told R&R. "I can see why this station will be a real killer for women. There is a tremendous hole that we will be looking to fill in the Greensboro/High Point/Winston-Salem market. We've got all brand-new equipment and a signal that covers all three cities. Going into A/C is something I'll be very comfortable with. The most important thing for me is to direct my thinking towards our target audience. With all the tools we have this will be a lot of fun."

WMAG is under the consultancy of George Johns.

Price Named WSGN PD

After three years as PD for WDNG/Anniston, AL, Steve Price has been appointed Program Director at WSGN/Birmingham. Price, who is from Birmingham, once briefly did weekend air shifts at WSGN after joining WDNG. Previously, he spent three years as an air personality at crosstown WKXX. Price fills the programming vacancy left when former PD Walt Brown stepped down last November to concentrate on his midday show.

Commenting on the appointment, WSGN VP/GM Warren Merrin said, "Steve has made good as a PD in another market and is now coming back. It's always great when someone can return as a department head.

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Radio & Records is published every Friday by Radio & Records, Inc., 1930 Century Park West, Los Angeles, CA 90067 (213) 553-4330. Subscriptions \$195 per year or \$55 per quarter. International subscription rate \$350 per year. All reasonable care taken but no responsibility assumed for unsolicited material. R&R reserves all rights in material accepted for publication. All letters addressed to R&R or its Editors will be assumed intended for publication and reproduction and may therefore be used for this purpose. Nothing may be reproduced in whole or in part without written permission from the Publisher. The terms AOR, Black Page, Breakers, Hot Tracks, Most Added, National Airplay/30, Parallels, Radio & Records, and Street Talk are registered trademarks of Radio & Records. Printed in U.S.A. Mailed first class to the United States, Canada, England, Australia, New Zealand, and Japan. 1983 Radio & Records, Inc. A division of Harte-Hanks Communications

Washington Report

FCC Approves WSEX Calls

Darrell Peters Productions' WTCO/Arlington Heights, IL has won its battle to adopt the call letters WSEX. FCC Mass Media Bureau Chief Larry Harris approved the change last week, setting aside a staff decision that the calls were in "bad taste."

Since the Commission has never tried to define "good taste" and maintains a "highly restricted role with respect to programming content," Harris said denying the request was unwarranted.

Harris said, "Instead, the preferable course of action in this situation is to rely upon the good-faith discretion of the licensee, who is, in all probability, more attuned to what is or is not good taste in the Arlington Heights area."

Besides calling the initial denial unconstitutional, the station claimed it was inconsistent with past grants such as WLAY, WPOT, WSUX, WSUC, WGAY, KDIC, KACA, KINK, KISS, KKKK, KOKE, and KSYN.

Home Taping Battle Begins Anew

As Congress returned to work this week, both sides began gearing up for a repeat of last year's struggle over home video and audio taping. Last week the Supreme Court heard arguments in the case charging Sony Corp. with violating copyright laws by marketing Betamax machines. A ruling is expected by summer.

In Congress, meanwhile, bills declaring home video taping legal (S. 175 and H. 175) are being offered by Sen. Dennis DeConcini (D-AZ) and Reps. Tom Foley (D-WA) and Stan Parris (R-VA). They have the electronics industry on their side.

On the other side, supported by the movie and record industries, is Sen. Charles Mathias (R-MD). He's reportedly ready to introduce three separate bills. One would impose a copyright tax on audio/video hardware and blank tape. The other two bills, one for audio and one for video, would allow copyright owners to control rental of their products.

The audio bill, which would let artists and

record companies profit from the "rent-a-record" trend, is viewed as having the strongest chances of passing.

Grant Of Indianapolis FM Upheld

The FCC Review Board has refused pleas from the four losing parties that it overturn a law judge's decision awarding a new Indianapolis FM to People's Broadcasting Corp. The channel became open when the Commission refused to renew the license of WIFE-FM, one of Don Burden's Star Stations, due to fraudulent billing and political time fraud.

Much of the Review Board's decision centered on the application of Radio Circle City, 61% owned by Richard Kiley. He was President of the Star Stations when its licenses were lost. The Board found that Kiley had an "accessorial role" in some of the Star misconduct, lacked candor in the new proceeding, and should get a "heightened substantial demerit."

People's was given an edge, in part, because stockholders owning 58% of the station, including a black female, will be involved in fulltime management.

Newark AM Challenge Thrown Out

Fidelity Voices, Inc. has failed in its bid to have the FCC reconsider the award of a new AM on 1430 kHz in Newark to Sound Radio. Sound won because it's controlled by minorities and women, proposed a higher percentage of owner/managers and, unlike Fidelity, its owners have no other broadcast interests.

Challenging the grant, Fidelity questioned a settlement agreement between Sound and a third applicant, and said the FCC failed to properly evaluate the Spanish surnames and community involvement of its stockholders.

In refusing to even consider Fidelity's points, the FCC noted that its rules require challengers to be very precise in stating their objections. "Fidelity's petition falls far short of this standard," the Commission ruled.

SWIFT READIES PLAN

Goldwater To Introduce Radio Deregulation Bill

R&R has learned that Sen. Barry Goldwater (R-AZ) and several co-sponsors this week will introduce a radio deregulation bill almost identical to one which passed the Senate last April, but died in the House. Goldwater is Chairman of the Senate Communications Subcommittee.

Because the measure cleared the Senate so easily last year, Commerce Committee leaders plan to bypass hearings. They'll call up the bill for a committee vote and send it to the Senate floor for action.

The bill will be calling for:

- Setting up a schedule of fees for broadcasters to pay to the FCC.
- Banning comparative renewals.
- Preventing the FCC from dictating programming or formats, or requiring ascertainment, program logs, or commercial limits.
- Directing the FCC to approve new communications services where technically feasible.

Annual fees would be \$150 per year for AMs under 1kw; \$500 for Class A FMs and AMs with 1 to 5kw; \$1000 for Class B and C FMs and AMs stronger than 5kw. There are also numerous one-time application and grant fees, such as \$300 for new station, major change, and CP applications (plus \$5000 if a hearing is designated); a CP grant fee set at three times the annual fee for the facility; \$500 for sale and transfer applications (plus \$5000 if a hearing is required).

Last year, the NAB and NRBA reluctantly went along with the fees because of the deregulatory benefits. But they worried that, once established, the fees could be hiked by the FCC.



Barry Goldwater

Slower House Scenario

In the House it appears radio deregulation won't get off to such a fast start. New members will be appointed to the Telecommunications Subcommittee in the next week or two, and most people are waiting for Chairman Tim Wirth (D-CO) to signal his intentions. He is believed to be interested in an NRBA proposal for annual station fees in return for longterm license contracts.

A spokesman for Rep. James Broyhill (R-NC), who authored a major deregulation bill last year, said the Congressman has no immediate plans to offer his bill again. The sponsor of another House bill in the last Congress, Rep. Jim Collins (R-TX), retired to make an unsuccessful run for the Senate.

Meanwhile, a spokesman says Rep. Al Swift (D-WA) will reintroduce within the next few weeks his radio deregulation plan that calls for quantifying the public interest standard. Swift would tell broadcasters precisely what they must do to win a virtually guaranteed license renewal.

Last year Swift proposed a point system for various types of public interest programming. But this year's bill reportedly drops any mention of points in order to focus attention on the concept of quantifying the public interest standard, rather than on the mechanism of how that would be done.

RIVERA UNCONVINCED

NAB Stresses Economic Hardship Of FM Drop-Ins

Building large numbers of new FM stations in small markets could put an unbearable economic strain on existing stations that are already struggling for survival. That's the message the NAB will be taking to the FCC soon.

Meeting last week in Mexico, NAB's Board of Directors voted to name an ad hoc committee of small market broadcasters to lobby the Commission on Docket #80-90. That docket could lead to the creation of hundreds of new FMs by reducing mileage separations and allowing small Class A outlets on channels that are now vacant because there's not room for more powerful Class B and C stations.

NAB Executive VP/GM John Summers said the broadcasters "will visit all seven Commissioners and let them know in their own words the problems with introducing more FM stations in small markets."

In the past, NAB and other industry groups have focused on possible interference in their objections to FM drop-ins. Also, Summers acknowledged some divisions on the issue within NAB ranks "because there are some members of the association who would like to have additional stations in some cases." FCC Deputy Mass Media Bureau Chief Jeff Baumann told R&R this week the item should be

ready for an FCC vote sometime between April and June.

FM drop-ins have at least one strong ally in FCC Commissioner Henry Rivera. "It just doesn't seem to me it would be a wise policy decision for this Commission to refuse the creation of additional outlets if it is feasible to create them," Rivera told R&R in a recent interview.

Asked specifically about the possible economic harm to existing FMs as more stations compete for ad dollars, Rivera responded, "I think that this Commission is not inclined to listen to arguments based on profit-making capability. I think that we are not going to be gatekeepers, as we have been in the past. Past Commissions have been more concerned about the competitive viability of radio and television stations. I think this Commission is more inclined to authorize more outlets and let the market decide which is going to survive. I don't think this Commission sees itself as insuring the profitability of broadcasters."

From The Washington Bureau

Baseball Radio Rights Holders Meet

Owners of radio rights to 24 of the 26 major league baseball teams met recently (1-10, 11) in Cincinnati to discuss common concerns, and hear presentations on research, sales, pregame and postgame programming, and satellite delivery of games. The conference, arranged by Jim Winters of the Cincinnati Reds, may lead to establishment of a formal organization.

Both the Scarborough and Field research organizations proposed to undertake a nationwide survey of major league baseball radio listeners. Possible backers of the study include the radio rights holders or Major League Baseball, Inc., which licenses baseball-related products.

News Directors Post 10% Salary Gain

A survey of 350 radio stations by the Radio-Television News Directors Association (RTNDA) shows that the median news director's salary in 1981 was \$275 a week, up 10% from the previous year's figures of \$250.

However, other radio news personnel didn't fare so well. Top anchors earned a median salary of \$260 per week (up 4%), while the median pay of top reporters remained unchanged at \$240 per week.

Also, meeting last week in Washington, RTNDA's Board of Directors appointed a committee to explore how services can be improved for radio members, who sometimes feel overshadowed by TV. Heading the panel is WOR/New York News Director Lou Adler. Other members are WJBC & WBNQ/Bloomington, IL ND Steve Vogel and WBLN/New York ND David Lampel.

WHEN YOUR RATINGS ARE DOWN WE KEEP YOUR SALES UP

A big drop in ratings is the nightmare of every station manager. It's also the acid test for every rep firm.

Anybody can sell top rated stations.

But not everybody can do what must be done when your ratings are down sharply.

Schedules must be saved. Rates must be maintained. And agencies must be resold.

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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.



WB Markets 6x12 Cross Cassette

Warner Bros. Records inaugurates its 6"x12" special cassette package with **Christopher Cross's** latest release, "Another Page," shipping this week. Designed to make cassettes more visible, accessible, and attractive to the consumer, the 6" wide and 12" long cardboard display board prominently positions the cassette on the front along with album cover artwork. The back is composed of a short artist bio, recording information, and musical credits.

WB will still be offering the Cross release in standard cassette and album form, with both cassette configurations offering "Arthur's Theme" as a bonus track. The 6x12 cassette, however, will also feature a special lyric sheet. Among the new cassettes' advantages: they can adapt to current display modes (hit racks, cassette display trees, bins, pegboard

CHRISTOPHER CROSS Another Page



storage), are less easy for shoplifters to pocket, and cost no more than the standard pack.

Sony Bows "Baby" Camcorder



Sony announced the 'Beta Movie' camcorder, a combination video camera/recorder, to the world in this Japanese newspaper ad.

Sony's "Beta Movie" camcorder is a combination video camera/recorder whose video drum and tape path space is one-third the width of the cassette it uses. Weighing only five pounds, the camera features a reflex optical viewfinder, a noninterchangeable f1.8, 3:1 (14-42mm) manually-zoomed lens, built-in mike, folding pistol grip, and built-in rechargeable nickel-cadmium battery. Similar to a Super 8 camera, the cassette is loaded via a hinged door on the camcorder's side. It adapts to any existing Beta videocassette, taping a maximum three hours on a single L-750 cassette. According to **Video** magazine, the unit won't include self-contained playback. Sony plans to kick off sales sometime this year in Japan, followed by the U.S. and Europe.

COMPUTER-LINKED CONSULTATION

Casey Launches S-Call Global Communications Net

Steve Casey of Sebastian, Casey & Associates, Inc. has designed the S-CALL Global Communications Network, a 24-hour-a-day communications, processing, and information system, now in service. Born out of the firm's AOR consulting efforts and now also aimed at other contemporary-formatted (CHR, A/C, Country) stations, the system offers a wide range of services ranging from weekly updated promotions information and ideas to lifestyle research to electronic mail and internal music information.

As part of the promotional support package, merchandise suppliers — TV spots, bumper stickers, T-shirts, etc. — will explain their services via S-CALL's reference database. And inter station communications lines will be enhanced by a "bulletin" area that lets you alert several or all users to certain information, for instance job openings. Users are assigned an account and access code(s), able to tap into S-CALL by using a standard data terminal or small

computer.

S-CALL is being offered first to current clients of the consulting firm, followed by other stations in non-competitive situations. Casey is also developing varied rating analysis tools and other future applications that will follow the direction of his new consultancy, **Steve Casey & Associates**. For more information regarding fees, discounts, and services, call Casey at (602) 957-2452.

'82 Personal Income Growth Smallest Since 1963

According to a recent Commerce Department study, personal income posted its smallest increase in 20 years, 6.4% in 1982 or a total of \$2.57 trillion. This represents a little over half of 1981's 11.8% gain and is 1.3% higher than 1963's previous low of 5.1%. Although take-home pay rose only 1.1% versus '81's 2.5%, it still shows a marked improvement over 1980's almost nonexistent 0.2% growth. In spite of 1982's personal income staying *barely* ahead of inflation, government officials and private analysts predict that income and spending will undergo moderate growth, spurring some relief from the long recession.

It's interesting as well to see where we are spending our hard-earned

dollars. A recent **Newsweek** article breaks down \$100 in personal expenditures, showing that more than a third is designated for food (\$20.36) and housing (\$16.02). As for the rest of that \$100, the expenditures are as follows:

- Transportation — \$14.15
- Household Operation — \$13.92
- Medical Care — \$10.56
- Clothing — \$7.40
- Recreation — \$6.36
- Personal Business — \$5.41
- Private Education/Research — \$1.59
- Religious/Welfare — \$1.38
- Personal Care — \$1.33
- Tobacco — \$1.25
- Foreign Travel/Other — \$.27

The jingles Washington hears on

WMAL

are from JAM Creative Productions.



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Hear what we can do for you... call today!

Kiss Off

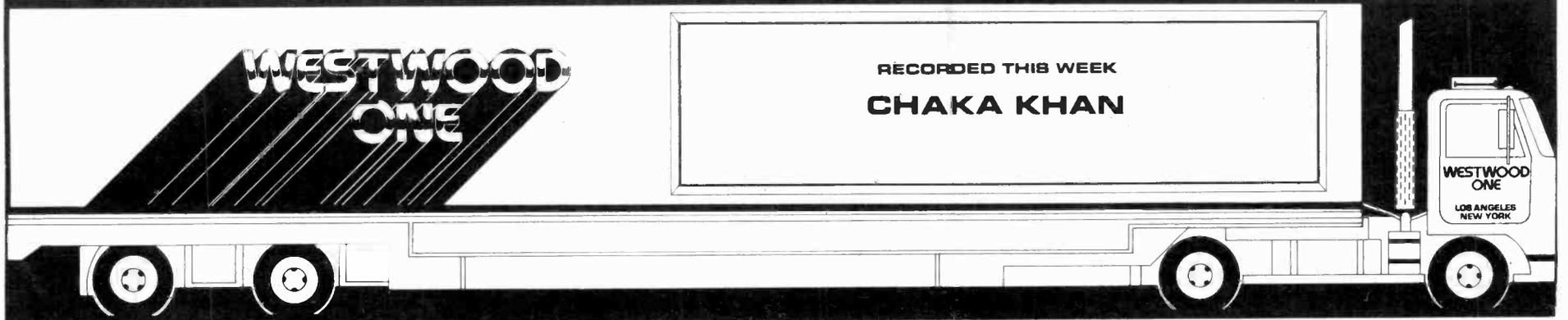
The next time you tell somebody to kiss off, reconsider. It could be more of a threat than you think. The **London Sunday Express** reported that medical researchers in India have determined kissing to be a health hazard, exerting extra strain on the heart and taking away 18 seconds of life per smooch. The study also indicates that mustachioed Romeos put more pressure on the hearts of the Juliets they kiss. It's doubtless anyone is going to give much lip service to these findings anyway. After all, what a way to go.

PolyGram Bytes Into Home Computer Market

Last year one of the more popular crazes was exercise, with enthusiasts grunting and stretching to the turntable calisthenics of **Jane Fonda** and **Richard Simmons**. Now the computer, **Time** magazine's "Man of the Year," has its own LP, thanks to **PolyGram Records**. "Everything You Always Wanted To Know About Home Computers," narrated by television personality **Steve Allen** and his

wife **Jayne Meadows**, offers easy-to-follow instructions and answers those questions most often posed by laymen. A 16-page illustrated booklet includes a glossary of computer terminology, a practice computer keyboard, sample "how-to" programs, computer charts/diagrams, and a self-quiz. The disc is also available in cassette form.

WE'RE THE ONE FOR CONCERTS



WESTWOOD ONE PRESENTS

IN CONCERT

Woods Priest

Airing the weekend of February 4-5, 1983, on over 300 great radio stations throughout America.

Nobody produces more concerts for more stations than Westwood One...not ABC, NBC, CBS, RKO or Mutual...
NBODY!

Coming up in their only 1983 concerts recorded for national radio: JOURNEY, FLEETWOOD MAC, R.E.M., SPEED-WAGON, CROSBY, STILLS & NASH, LOVERBOY, SAMMY HAGAR, QUARTERFLASH. When it comes to concerts, we're the one!

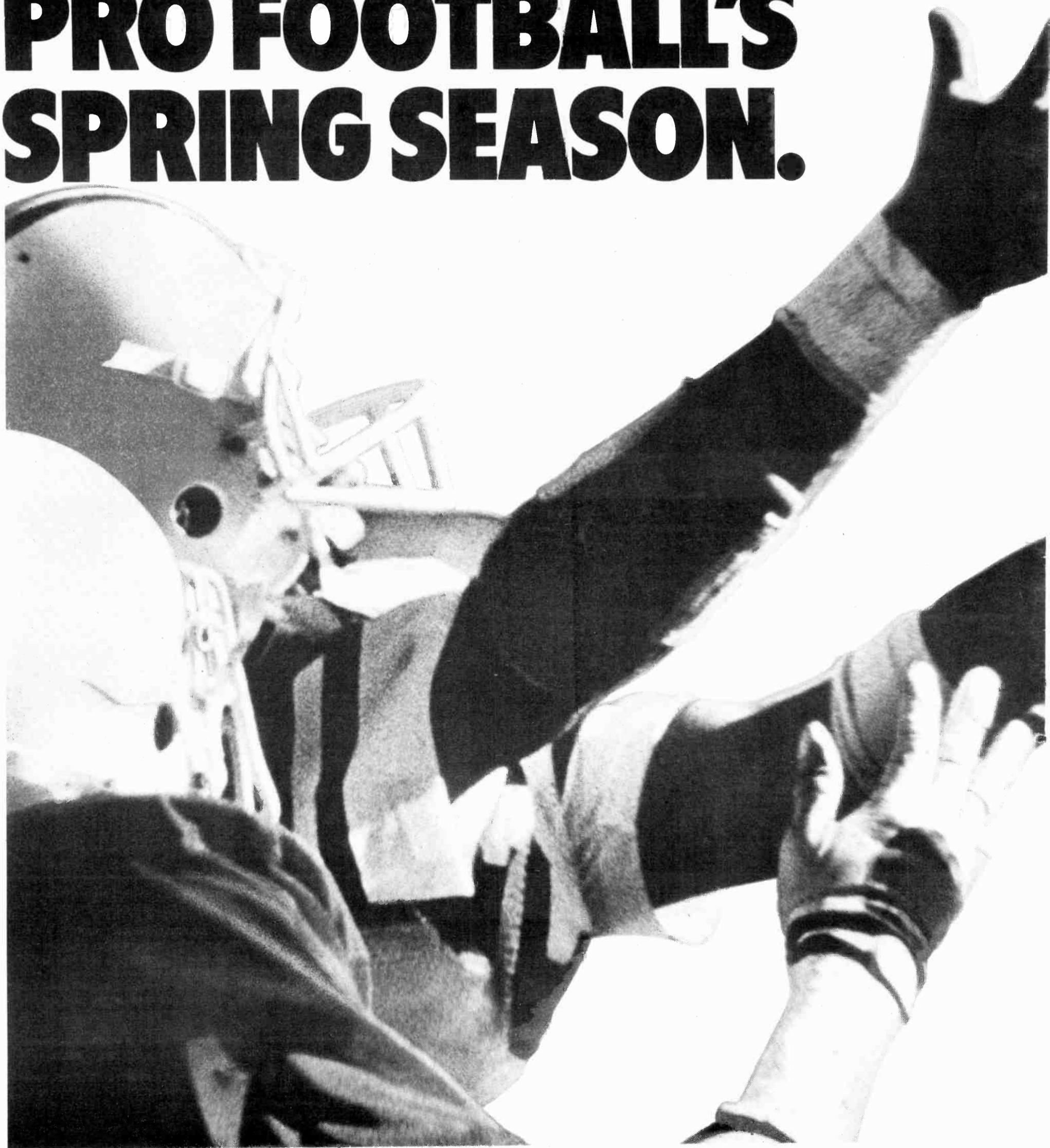
WESTWOOD ONE

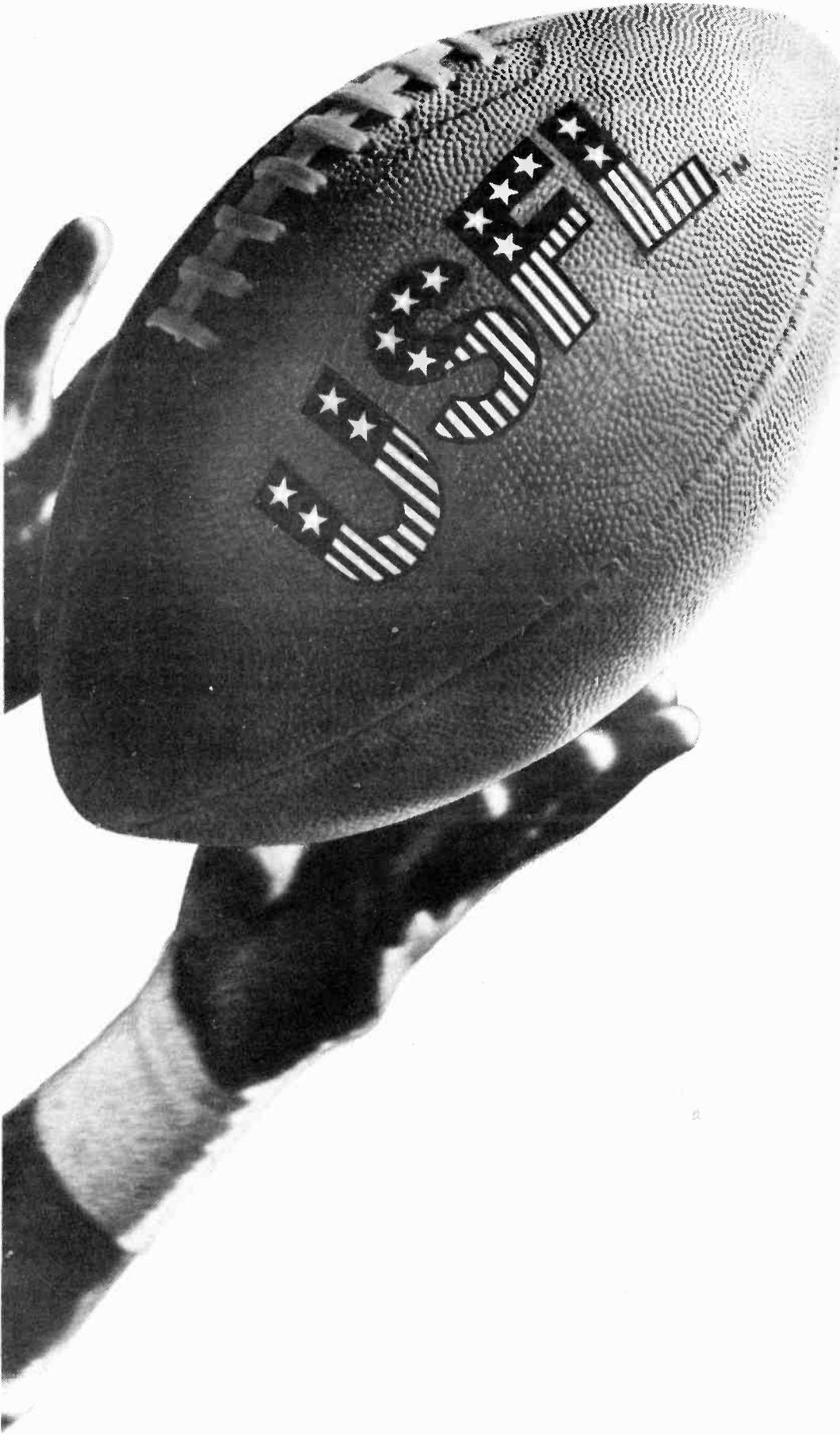
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America's number one producer of nationally sponsored radio programs, concerts & specials.



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INTRODUCING THE UNITED STATES FOOTBALL LEAGUE. PRO FANS WANT IT. YOUR STATION CAN PROFIT FROM IT.

The United States Football League has been created to satisfy the sports fan's thirst for pro football action in the spring.

Never before has a new professional sports league started off so fast. Months before the new 12-team league's first kick-off, season ticket sales are running way ahead of the most optimistic projections. Top coaches have been signed. Games will be played in America's best stadiums, including Denver's Mile High Stadium, Giants Stadium in the Meadowlands and Washington's RFK Stadium.

ABC Radio has won the rights to broadcast a schedule of 36 regular season games on Monday and Saturday nights, starting March 6, plus 2 playoffs and the Championship game on July 17.

Give pro sports fans the Spring Football they want. You'll attract premium advertisers. And you can convert your new audience into regular listeners.

Join the ABC Radio Network's broadcasts of USFL Spring Football. Pro fans want it. Your station can profit from it.

For full details, contact Stuart Krane, Director, ABC Radio Network, at (212) 887-5285.

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Networks/Program Suppliers

MUSIC FEATURES

DIR Broadcasting Net

Inside Track:

Phil Collins & Steve Winwood (February 21)

Narwood

Country Closeup:

Mel McDaniel (February 14)

Lacy J. Dalton (February 21)

Music Makers:

Freddy Martin (February 14)

Robert Goulet (February 21)

NBC

Source:

Supertramp Special (February 11-13)

Novo Combo/Haircut 100 Concert

(February 18-20)

Rockstreet (February 18-20)

RKO Networks

Captured Live!

Ozzy Osbourne (February 19-20)

Countdown America (IS, Inc.):

Toto spotlighted (January 29-30)

Little River Band spotlighted (February 5-6)

Hot Ones (IS, Inc.):

Tom Petty (February 14)

Rolling Stone

Magazine Productions

Guest DJ:

Foghat's Dave Peverett & Roger Earl

(February 14)

Supertramp's Bob Seibenberg (February 21)

Syndicate It, Inc.

Music of Black America:

Ebony & Ivory (February 14)

United Stations

Weekly Country Music Countdown:

Ray Price (February 11-13)

Crystal Gayle (February 18-20)

Dick Clark's Rock Roll

And Remember:

Grass Roots (February 11-13)

ELO (February 18-20)

Great Sounds:

Mel Torme (February 11-13)

Four Lads (February 18-20)

Watermark

Musical!:

Edie Adams/Hello Dolly/Lerner & Loewe

(February 12-13)

Soundtrack of the '60s:

Dean Torrence/Four Tops/Robert Stack

(February 12-13)



DIR ROCKS IN NEW YEAR — 38 Special was the special guest during DIR's live New Year's Eve broadcast from Memphis, emceed by WZXR PD Redbeard. Taking a break during the festivities are (l-r) 38 Special producer Rodney Mills, DIR's Bob Kaminsky, lead singer Donnie Van Zant, and DIR's Paul Zullo.

Westwood One

The Countdown:

Lionel Richie/Ray Parker (February 18-20)

Commodores/Chaka Khan (February 25-27)

Off The Record Specials:

Ric Ocasek (February 11-13)

Judas Priest (February 18-20)

Pop Concerts:

Air Supply (February 21)

Rock Album Countdown:

Jefferson Starship/Adam Ant (February 11-13)

Pretenders/Saga (February 18-20)

Rock Chronicles:

Women in Rock (February 11-13)

Rock Producers (February 18-20)

Star Trak Profile:

Michael McDonald (February 28)

America (March 14)

Specials:

Grammy's 25th Anniversary

(Week of February 14)

ABC

Entertainment Net/

Silver Eagle (DIR):

Tammy Wynette (February 12)

Leon Everette/McGuffey Lane (February 19)

Hank Williams Jr. (February 26)

Rock Net/King Biscuit (DIR):

Saga (February 13)

Kansas (February 20)

Missing Persons (February 27)

Rock Net/Rolling Stone's

Continuous History of Rock & Roll:

Where Rock Began (February 14)

Southern Rock (February 21)

Clayton Webster

Country Calendar:

Jack Greene (February 21)

Brenda Lee (February 22)

Jerry Lee Lewis (February 23)

Sonny James (February 24)

Curly Putman (February 25)

Johnny Cash (February 26)

Mickey Gilley (February 27)

Rarities:

J. Geils (February 21)

Elvis Costello (February 22)

John Lennon (February 23)

Arrows (February 24)

Billy Joel (February 25)

Retro Rock:

J. Geils Band (February 14)

Country Sessions, Inc.

Country Sessions USA:

World of Elvis Presley (February 18)

Creative Factor

Concert Magazine:

George Thorogood/38 Special/Eddie Money

(February 19)

Country Music Specials:

Larry Gatlin & Gatlin Brothers (February 26-27)

Pop Music Specials:

The Lovemakers (February 12)

PEOPLE

● Melinda McIlwain joins the Affiliate Relations Department at DIR, reporting to **Roxy Myzal**. During the past four years, McIlwain served as assistant to DIR President **Bob Meyrowitz**.

● British personality/producer **Mal Reding** signs two-year contract as London rock reporter for the **Source**. He has been a regular contributor to the network's "The Rock Report" for the past two years.

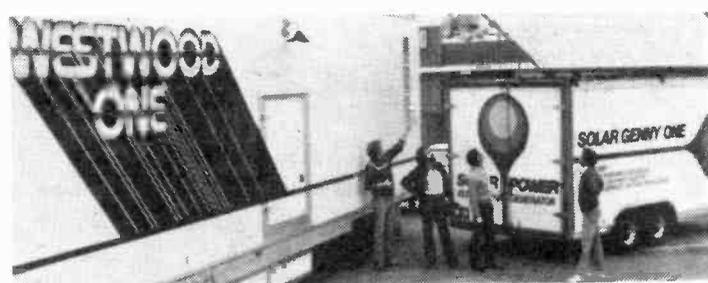
● **Michelle Roth** is host of a new **RadioRadio** "In Touch" 90-second music trivia quiz feature that focuses on the past 20 years in adult contemporary music. Produced by the **Creative Factor**, the program debuts January 31, replacing the **Carl Arrington** "In Touch" segment.

● Four journalists have joined the AP staff: **Parke Brewer**, **Claudia Coates**, **Sam Litzinger**, and **Rich Garcia**.

● **Creative Factor** has created a Project Development Division. Directed by **Randy West**, the department will concentrate on audio/video programs.



Mal Reding



SOLAR-POWERED ROCK 'N' ROLL — Westwood One recently recorded David Lindley for its syndicated "In Concert" series with the help of Solar Genny One, the mobile solar electric generator. Explaining the generator's benefits in glowing detail is (far left) designer Tom Campbell with Westwood One President Norm Pattiz, Westwood VP Richard Kimball, and Solar Lobby's Ty Braswell.



IN CONCERT — The Creative Factor and Patrick Griffith Productions have packed to co-produce "Concert Magazine," a bi-weekly 90-minute series spotlighting the highlights of three rock concerts coupled with various features and backstage interviews. Kicking off last weekend with a special segment that included Toto, Journey, Loverboy, and others, the program begins its regular schedule on February 19 with host Joe Cipriano and will be supported by its own four-color glossy magazine of the same title. Looking over the forthcoming publication are (l-r) Pat Griffith Productions VP Rob Dollinger, President Pat Griffith, and Creative Factor President Jim Hampton.

NEWS & INFORMATION FEATURES

Clayton Webster

Jack Carney's Comedy Store:

The Movies with Nichols & May, Jonathan Winters,

and Lenny Bruce (February 14)

Earth News

Author Daniel Keyes discusses Billy Milligan, man with 24 distinct personalities

(January 31-February 2)

Mutual

"In Focus" with Larry King is a new 2½-minute M-F daytime interview feature, totally different from his nightly talk show (Debuts January 31)

Narwood

Minding Your Business:

Computer passwords (January 31)

High tech telephone credit card (February 1)

Employee moonlighting (February 3)

New computer printers (February 4)

Outlook:

Seven cities of gold (February 1)

James Beckworth (February 3)

Shirley Graham (February 7)

Progressive Radio Network

Laugh Machine:

Rodney Dangerfield/Flip Wilson/Gallagher

(Week of January 31)

News Blimp:

Underwater salvagers/Eligible bachelors/Snoring

(Week of January 31)

Sound Advice:

Selecting speakers/Stereo Imaging/Matching

speaker to amplifier (Week of January 31)

Thirsty Ear Productions

Newsweek-FM:

Former Moonie Chris Carlson & cable TV host Fred

Newman (Week of January 31)

Strand Broadcast Services

Something You Should Know:

Crime prevention author Skip Estrella (February 7)

Dr. Priscilla Laws discusses dangers of unnecessary

X-rays (February 8)

Syndicate It, Inc.

"Black Women: A Portrait Of Dignity," 28 vignettes

exploring the major contributions of black

women throughout history

(Airing during February, Black History Month)

Westwood One

Brad Messer's Daybook:

Pony Express (January 31)

First auto insurance policy (February 1)

Groundhog Day (February 2)

USO/First chimpanzee astronaut (February 4)

Congratulations To ANNIE BENDALIN

"TM Employee of 1982"

The TM staff salutes you, Annie, for being a great person and a dedicated, tireless contributor.

You're terrific!

TM
Companies

Announcing a totally new concept in syndicated radio programming

THE INTERNATIONAL TOP 30™

An exciting and exclusive computerized three-hour countdown of the top hits around the world

COMING SOON FROM MUSIC RADIO LTD.

The Continued **FOUR**ward Progress of **JACKSON, SAGA, FOGELBERG, and "FIRE"**



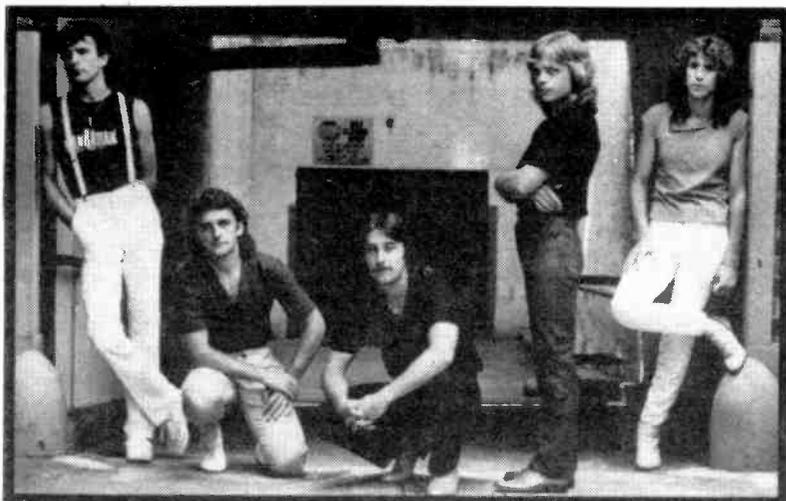
MICHAEL JACKSON "Billie Jean"

Produced by Quincy Jones for **QUINCY JONES PRODUCTIONS**

CHR BREAKERS

MICHAEL JACKSON
Billie Jean (Epic)

68% of our reporters on it. Moves: Up 64, Debuts 45, Same 18, Down 0, Adds 28 including CHUM, KBEQ, WGCL, Q103, WPST, KBFM, BJ105, KMGK, WKAU, KBBK. See Parallels, debuts at number 23 on the CHR chart.



SAGA *Portrait* "On The Loose"

CHR NEW & ACTIVE

Q107 14-11
KEGL 6-5
Z93 30-23
94Q 17-14
WLS add 25
KZZP 11-8

WKFM 16-11
WPHD 18-14
79Q 30-25
KROD add
KHFI 27-19
WHHY-FM deb 17

WANS-FM 23-17
WNOK-FM 24-17
WRVQ 8-5
WGRD 17-11
WZZR 18-13
KZ93 7-3

Z104 20-13
KIDD 17-12
KKFM 15-11
KSKD 10-5
KQMQ 28-17
OK100 15-9
95XIL 10-5
WFLB add
WXLK add
Q101 add
KKRC-FM 17-11
KOZE 13-8



DAN FOGELBERG "Make Love Stay" 1st WEEK!

SIGNIFICANT ACTION

KEARTH	KROK	WCSC	KHOP	KIKI	WFOX	WAZY-FM
KZZP	WABB-FM	WGH	KNBQ	WJBQ	WJAD	KRNA
WSPK	WAXY	KSTT	KBBK	WZYQ	KILE	KENI
K104	Y103	KIKK	KSKD	WKHI	KKLS	KBIM
V100	CK101	KIOA	KLUC	WAEV	WSPT	KCDQ



AFTER THE FIRE "Der Kommissar"

New-Out of the Box Action!

CFTR 17-15	WKDD add	KGHO add	KROQ	KMGN
CKGM deb 2	KIDD add	CHOM-FM	CHEZ-FM	KBCO
KEGL add	KYYX add	KAZY	WLRS	KILO
KIQQ add	WJAD add	KBPI	WKZL	KNX-FM
				WRUF





ROCKIN' AROUND IN CINCI — WB's Marshall Crenshaw (right) was a big hit in Cincinnati, where he was interviewed on the air at WSKS by air personality Geoff Nimmo, and accompanied by WB rep Nancy Oriandella.

PolyGram Prices New Artists

Jon Butcher Axis and Rare Silk will be among the new artists whose LPs will list for \$6.98 instead of \$8.98, under a recently-established PolyGram policy. Should the revamped pricing structure be successful, the label plans to extend the \$6.98 list to other new acts.



FREE MUSIC — WOAY/Beckley-Oak Hill awarded a listener with a free guitar in a promotion cosponsored by Takamine guitars. Pictured with the winner is WOAY MD Tim Parker (right).

Women Have More Brains Than Men

When it comes down to who's smarter, men or women, it's not a black or white but a gray matter. According to University of Pennsylvania neurologists, females possess more of the gray matter which houses intelligence and is found in a quarter-inch layer at the brain's surface. And right-handed males may have grounds for a real inferiority complex. Both male and female lefthanders have more of the gray, brainy tissue as well.



Tamm **HANK WILLIAMS**
DID IT ALL,
DID IT FIRST...

IT TOOK 30 YEARS
TO TELL HIS STORY!

Roy Acosta
Chet Atkins
Bobby Bare
Tony Bennett
Jerry Lee Lewis
Glen Campbell
Roy Clark
Earl Scruggs
Marty Robbins
Tom T. Hall
Willie Nelson
Waylon Jennings

Charley Pride
Hank Williams Jr.
Linda Ronstadt

Call **COUNTRY NEWS** Collect
for a Free Demo of **THE 3-hour**
Broadcasting Event of 1983!

(213) 392-8743

Pro:Motions

Rock 'n' Roll Records Debuts

Rock 'n' Roll Records is the newest addition to the **Scotti Brothers Industries** family, joining **Scotti Brothers Records**. Aimed at discovering and developing new rock talent, the label will be directed by **Tad Dowd**, who reports to President/GM **John Musso**, and will also be part of the current Scotti Brothers manufacturing/distribution agreement with **CBS Records**. Rock 'n' Roll's first release is an LP by **Felony**, featuring the single "The Fanatic."

Nelson To WCFL GSM

David Nelson has been named General Sales Manager of **WCFL/Chicago**. He moves over from a similar post with **WTOP/Washington DC**, which followed stints with **WMAQ/Chicago** and **RKO Radio Sales**.

Columbia Ups Laverty

Marilyn Laverty has been named Director/Press & Public Information, East Coast, **Columbia Records**. She moves up from her most recent post as Associate Director/Press & Public Information, held since 1980.



Marilyn Laverty

Audio Records Bows

Nashville-based producer **Earl Richards** will serve as President of the newly-created label **Audio Records, Inc.** A member of the **Audio International Productions, Ltd.** family, the label has signed singer/songwriter **Michael Cody** as its first artist.

Landers Music Adds Foster-Levy

Jaymes Foster-Levy assumes the VP post at **Jay Landers Music**, a music publishing/production company. Prior to accepting this appointment, Foster-Levy served as professional manager for **United Artists Music**, West Coast.

Kupps Joins Jeff Barry Enterprises

22-year music industry veteran **Marty Kupps** has joined **Jeff Barry Enterprises, Inc.** as VP/GM. Kupps's background includes VP/Sales & Promotion at **Lifesong Records**, co-President of **Gross-Kupps Productions** with **A&M Records**, and VP/National Promotion with **Mums** and **ABC-Dunhill Records**.



Marty Kupps

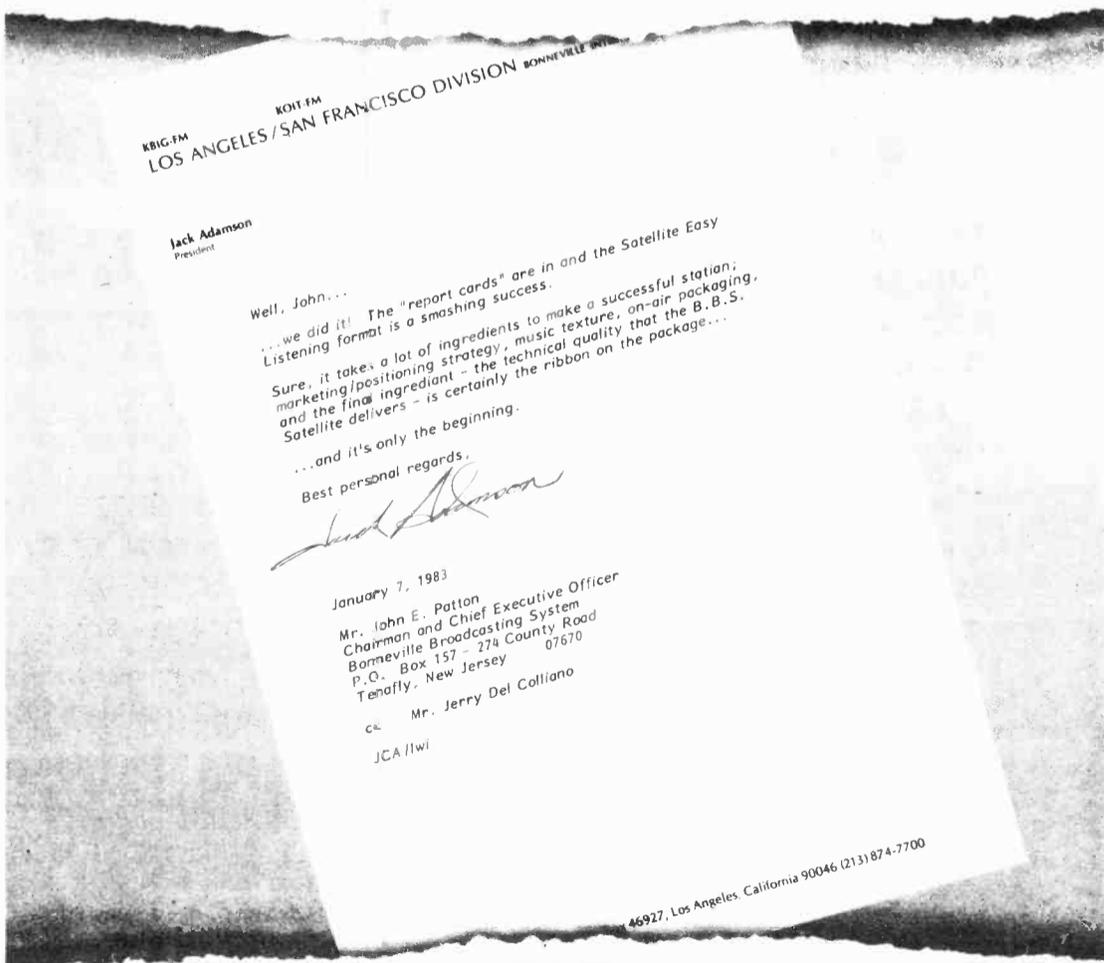
WTAR, WLTY Appoint Two

Thurman Worthington has been appointed General Sales Manager for **WTAR/Norfolk**, moving from his most recent post as National Sales Manager for **WTAR** and sister station, **WLTY**. In other activity, **Ed Johnson** was named National & Regional Sales Manager for both stations. The 19-year **WTAR** veteran previously served as Regional Sales Manager.

HighRise Restructures

Larry Leal, Chairman of the Board of **HighRise Entertainment Co.**, assumes duties as label President following the resignation of **Marc Kreiner**. **Mike Lushka** is also named Executive VP/GM, while **Pat Means** is tapped as VP/Director of Operations in the recent restructuring effort. Coming aboard as VP/Promotion is industry veteran **Bunky Sheppard**, whose background includes similar stints with **Destiny** and **Motown Records** plus three years as Sr. VP of **20th Century Fox Records**. The firm will be headquartered in Dallas at (214) 387-9911, with Sheppard overseeing its Los Angeles office.

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ALBANY-RENSSELAER **WQBK** • BALTIMORE **WCBM** • BOISE **KTOX** • CHARLESTON **WKCN** • CHARLOTTE **WAYS** • CHICAGO **WIND**
 CLEVELAND **WERE** • COLORADO SPRINGS **KVOR** • DALLAS **WFAA** • DENVER **KNUS** • EUGENE **KBDF** • FRESNO **KMJ** • GRAND RAPIDS **WTWN**
 GREENVILLE, SC **WGVL** • HAGERSTOWN, MD **WHAG** • HONOLULU **KGU** • INDIANAPOLIS **WIFE** • JACKSONVILLE **WOKV** • KANSAS CITY **KCMO**
 LANSING **WKHM** • LAS VEGAS **KVOV** • LOS ANGELES **KABC** • MINNEAPOLIS/ST. PAUL **KSTP** • NEW ORLEANS **WGSO** • NEW YORK **WABC**
 NORFOLK **WNIS** • N. MYRTLE BEACH **WGSN** • PALM SPRINGS **KPSI** • PENSACOLA-MILTON, FL **WSWL** • PHOENIX **KSUN** • PITTSBURGH **WTKN**
 PORTLAND, ME **WMER** • PORTLAND, OR **KLIQ** • PROVIDENCE **WEAN** • RENO **KOH** • ROCHESTER **WRTK** • SACRAMENTO **KGNR** • SAGINAW **WSGW**
 SALISBURY **WSBY** • SALT LAKE CITY **KZJO** • SAN DIEGO **KCNN** • SAN FRANCISCO **KGO-FM** • SANTA BARBARA **KTMS** • SPOKANE **KSPQ**
 TOLEDO **WOHO** • TUCSON **KNST** • TULSA **KELI** • WEST PALM BEACH **WJNO** • WHEELING, WV **WOMP** • WINSTON-SALEM **WSJS**

ALL TALK AND NO COMPETITION.

ABC TALKRADIO HELPED THESE STATIONS CONVERT TO A PROVOCATIVE NEW FORMAT.

TALKRADIO can give your station a unique new personality and attract a whole new kind of listener. When you broadcast ABC TALKRADIO in your market, you lock up an advantage on your competition—because no other network or service comes close to matching our 18 hours a day of the best programming in the business.

ABC TALKRADIO personalities know the secret of successful talk shows—informative and provocative programs that make listeners sit up, take notice, and pick up the phone.

ABC TALKRADIO stars include Michael Jackson, the talk radio giant, Dr. Toni Grant, the original radio psychologist, and Ira Fistell, “the human encyclopedia.” They share the spotlight with Ray Briem, “the giant of all-night radio,” psychologist-author Dr. Susan Forward, and Owen Spann, known for his witty, “take-charge” style.

The special skills of these ABC TALKRADIO stars make each program sound like it originates on your station. Because of this compelling immediacy, it’s *your* programming involving *your* listener. And it’s your involved, loyal listener that advertisers like best.

To talk in more detail about how to build some of broadcasting’s most intense, involved audiences, and the ratings and advertising dollars that follow them, call Bob Chaisson, (212) 887-5938 or Al Racco, (212) 887-5638.



Ratings & Research



JHAN HIBÉR

AOR — What's Going Wrong?

In my conversations with numerous folks about the fall '82 Arbitron results, one of the most persistent questions is "What happened to AOR this sweep?" As is so often the case in our industry, a kernel of truth is magnified into a wholesale belief, the demise of AOR in this instance. To paraphrase Mark Twain, however, it seems that rumors about the death of AOR are premature. This is not to say there aren't some choppy seas ahead, though.

To examine the alleged AOR slump, I dug into eight markets of the top 50, selected for geographic randomness and to represent a cross-section of AOR formats nationwide. What I found, to my surprise given the gloomy reactions from many, was that while there has been some AOR slippage in broad terms, the format still holds notable strength in the adults 18-34 demographic. Let's examine some figures that illustrate what I've seen, then discuss some causes for the current state of AOR ratings estimates from Arbitron. An overview of future concerns is also included.

12+, Teen Losses Widespread

Part of what might have created the somber mentality regarding AOR this survey was the pallor of the 12+ advance estimates received. I examined eight markets — Boston, Chicago, Houston, Los Angeles, Louisville, Miami, Portland (OR), and Washington DC. Indeed, when delving into the shares for this sweep, and comparing them to the spring '82 and fall '81 estimates, it appears that the death knell is sounding for AOR:

63% of the markets showed reduced combined 12+ shares for the AOR stations in each metro, compared to the spring '82 sweep . . .

75% of the markets showed reduced combined 12+ metro shares for the AORs in each market, compared to the fall '81 survey findings.

As for the teen picture, it was even less pleasant. 88% of the markets probed showed combined AOR teen share losses when compared to either the spring '82 sweep or the fall '81 version. Clearly, AOR's hold on the teen audience was slipping.

18/34 Story Mixed

How did the AORs in the examined markets do at pulling in the young adults this past sweep? Well, there was good news and bad news. The bad news was that in the markets where a previous AOR entity had not left that

format in the fall book (thus possibly explaining a decline in AOR's stance in the respective market), 60% of the markets registered a decline in the combined 18-34 shares of the AOR properties.

The good news is that in 60% of those stable markets, the actual average quarter-hour audience to the combined AOR format was up. Why then the decline in 18-34 shares? Our recent acquaintance, Black DST, is the culprit here. With DST's impact of boosting 18-34 levels, AOR could acquire a larger audience yet still lose share points in the overall scheme of things. (I'll be discussing this and other aspects of DST at the RAB Managing Sales Conference this weekend.)

"88% of the markets probed showed combined AOR teen share losses when compared to either the spring '82 or the fall '81 version."

Another spot of relatively good news in the 18-34 arena has to do with comparisons of the shares this sweep vs. the two previous major surveys. Only 50% of the markets used for this analysis had combined AOR share declines. What explains the difference between this figure and the 60% cited in a previous paragraph? Of the eight markets examined, three were not what I'd call stable — there was either a loss of an AOR station or a new one blossomed on to the scene. Thus, some of the relatively healthy 18-34 share scorecard was due to new AOR entities popping up, shoring the format by adding a new AOR presentation to the relevant marketplace.

Clouds On The Horizon

While in some ways the AOR scorecard hasn't been as dire as some might think at first glance, there is no

Week In Review

Arbitron Hires Skolnik For Software

Arbitron has hired Dr. Roger Skolnik and his Media Service Concepts firm to develop software for the soon-to-be-available CD 110 microcomputer. According to Skolnik, "Arbitron has already announced what the applications of this minicomputer will be, our job is to write the software to make it happen. We're leading our expertise to a new area for Arbitron, that of the minicomputers," Skolnik beat out six other firms for the Arbitron project, which will be complete later this year.

Birch Hires Jim Yergin

Birch Report President Tom Birch has told R&R that Jim Yergin, former Group W researcher and the father of reach and frequency theory, is now aiding his company. Yergin, who has also worked with Arbitron since he left Group W, "will be working on helping us develop a reliable weekly come. Jim will help us evaluate our current efforts and perhaps offer some alternatives along the way," Birch stated.

Fohr Takes Over FMR

Bruce Fohr, President of FMR Associates, Inc. research firm, has bought out his partners and taken over 100% of the company. According to FMR, the new arrangement means that the firm will place exclusive emphasis in attitudinal and music research for the radio industry. FMR will no longer work with TV clients.

denying that some storm clouds are gathering that may make the future a rocky one for AOR. New formats, Arbitron's methodology, and population shifts are the culprits.

With the advent of recent programming trends, including the Rick Carroll "Rock of the '80s" and other new music-oriented Top 40/AOR fusion efforts, plus the reemergence of the all-current CHR hits approach personified by Mike Joseph, there is increased competition for the 12-34 rock listener's attention. In some markets the reaction has been to expand the AOR choices, as happened in Portland with the switch of KLLB to the format. On the other hand, some longstanding "soft" AORs are segueing to more of a CHR approach, as exemplified by WEEL-FM/Boston. Keep in mind that when format changes are made, the sales potential of the move is a vital factor. In many cases stations are finding the "AOR" demos of 12-24 not as salable as the CHR demos of 12-34.

Arbitron's methodology is a factor also. Besides DST, the amount, or lack, of sample derived from the Expanded Sample Frame portion can be of interest to AOR stations. Often there has been a correlation between more ESF diaries and enhanced AOR numbers. In most of the markets examined for this column, the ESF in-tab figure was up compared to the previous book but the AOR shares were down. It may be that Arbitron's ESF sample is now reaching a portion of the older, upper-socioeconomic stratum that choose not to be listed in the phone books, thus putting a crimp into what had been an ally of AOR in many markets. This will bear analysis on a market-by-market basis through diary reviews.

Lastly, there is the inevitable impact of the post-World War II baby boom

and the aging of that huge demographic bubble. Simply, there are fewer and fewer teens to whom a format can appeal. In all the metros analyzed for this piece, the teenage percentage of the 12+ population declined from the fall '81 sweep to the fall '82 effort. Since each fall Arbitron updates its population estimates by demo and uses those figures to decide sampling and weighting for the next year's worth of sweeps, the teen decline

"The good news is that in 60% of those stable markets, the actual average quarter-hour audience to the combined AOR format was up."

will be evident through '83, and likely beyond if demographic trends are any indicator. A rebound in teens isn't forecast until nearly the end of this decade.

Partly Cloudy/Sunny

To sum up, I guess you could say the AOR picture is either partly cloudy or partly sunny, depending on your perspective. Certainly, there have been many 12+ declines this book, largely fueled by losses among teens. However, there is a healthier setting if the 18-34 demos are examined. Nevertheless, with the flux in station formats, the programming alternatives available to the 12-34 audience, the impact of DST and other Arbitron methodologies, and the aging of the population, AOR has its hands full. Let's hope that the future forecast doesn't get so stormy that the 12+ losses seen this sweep become swamped in a later tide of defections from the AOR scene.

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The world's largest maker of automobile radios has decided that Motorola has the winning AM stereo system for its 1984 model cars. This might make your decision about what kind of AM stereo your station should broadcast a lot easier.

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MOTOROLA AM STEREO. THE WINNING SYSTEM.



RATINGS REPORT

ARBITRON RADIO

Advances, Fall '82 Quarterlies, 12+

Riverside-San Bernardino

KFI, KDUO Remain 1-2; KIIS Jumps; KQLH Doubles

	Spring '82	Fall '82
KFI (CHR)	6.2	6.6
KDUO (BM)	5.3	5.3
KIIS (CHR)	3.0	5.2
KBIG (BM)	3.8	4.8
KMET (AOR)	4.7	4.1
KOLA (AOR)	3.7	3.6
KNX (News)	3.0	3.5
KQLH (AC)	1.8	3.4
KCAL-FM (AOR)	2.1	3.3
KGGI (CHR)	4.1	3.2
KMEN (Gold)	2.7	2.6
KNTF (Ctry)	2.1	2.5
KABC (Talk)	3.3	2.5
KLOS (AOR)	2.4	2.5
KCKK (Ctry)	3.3	2.4
KBON (BM)	2.2	2.3
KOST (AC)	3.7	2.1
KFXM (CHR)	1.9	2.0
KLAC (Ctry)	2.1	2.0
KRTH (CHR)	2.8	1.8
KUTE (Urbn)	2.2	1.8
KNX-FM (AOR)	2.4	1.8
KHSJ (AC)	.8	1.7
KDIG (Ctry)	2.0	1.5
XTRA (CHR)	.9	1.5
KTNQ (Span)	-	1.3
KPRO (BBnd)	1.8	1.2
KROQ-FM (AOR)	.8	1.2
KZLA-FM (Ctry)	.7	1.2
KFWB (News)	1.6	1.1
KMPC (Easy)	1.2	1.0

Norfolk

WCMS-FM, WFOG Improve, Tie For First; WNOR-FM Widens AOR Lead; Black Stations Slip

	Spring '82	Fall '82
WCMS-FM (Ctry)	8.9	10.6
WFOG (BM)	8.6	10.6
WNOR-FM (AOR)	8.6	7.9
WLTJ (AC)	7.7	7.4
WOWI (Blk)	7.4	6.7
WYK (AOR)	8.1	5.7
WTAR (AC)	5.0	5.4
WNVZ (CHR)	1.9	4.4
WWDE (AC)	3.2	4.0
WGH (CHR)	4.5	3.8
WRAP (Blk)	4.0	3.7
WNOR (Blk)	4.2	3.6
WPCE (Blk)	6.2	3.4
WNIS (News)	3.0	2.8
WXRI (AC)	1.3	2.4
WKEZ (Ctry)	1.1	2.0
WGH-FM (Clas)	1.9	1.8
WTJZ (BBnd)	1.3	1.7
WCMS (Ctry)	2.2	1.3
WQKS (AOR)	1.0	1.2

Format Legend

A/C—Adult/Contemporary, AOR—Album-Oriented Rock, BBnd—Big Band, Blk/Urbn—Black/Urban, BM/Easy—Beautiful Music, Easy Listening, CHR—Contemporary Hit Radio, Clas—Classical, Ctry—Country, Gold—Oldies, Jazz—Jazz, Misc.—Miscellaneous, News—News, Rel—Religious, Span—Spanish, Talk—Talk.

Kansas City

WDAF Up Two, Widens Lead; KLSI Debuts Impressively; KKCI Tightens AOR Race

	Spring '82	Fall '82
WDAF (Ctry)	10.3	12.5
KBEQ (CHR)	8.7	8.8
KPRS (Blk)	7.5	7.4
KMBZ (AC)	9.1	6.2
KCMO (N/T)	6.9	5.7
KCEZ (BM)	4.4	5.6
KLSI (AC)	-	5.4
KYYS (AOR)	9.6	5.2
WHB (AC)	6.4	5.0
KMBR (BM)	6.7	4.8
KKCI (AOR)	1.2	4.4
KUDL (AC)	6.7	4.3
KJLA (BBnd)	4.0	4.2
KFKF (Ctry)	6.7	3.9
KPRT (Rel)	2.6	2.9
KXTR (Clas)	1.0	1.2
KCCV (Rel)	.6	1.1
KEXS (Rel)	.6	1.1
KRKR (CHR)	-	1.0

Portland

KGON Slips, KINK Gains As AOR Ranks 1-2; KXL-FM Moves Up; KMJK Gains

	Spring '82	Fall '82
KGON (AOR)	13.3	9.1
KINK (AOR)	5.8	7.6
KUPL-FM (Easy)	7.4	6.9
KGW (AC)	6.1	6.8
KXL-FM (BM)	4.9	6.3
KCNR (CHR)	6.6	5.6
KEX (AC)	5.9	5.6
KXL (N/T)	2.7	4.8
KYXI (News)	4.3	4.7
KMJK (AC)	1.5	4.2
KJIB (Ctry)	2.7	4.1
KWJJ (Ctry)	5.4	3.9
KLLB (AOR)	4.7	3.6
KUPL (BBnd)	4.1	3.2
KQFM (AC)	2.2	3.1
KYTE (Ctry)	3.3	3.1
KKEY (Talk)	2.8	2.3
KPDQ-FM (Rel)	1.4	2.3
KSKD (CHR)	1.0	1.8

New Orleans

WYLD-FM Doubles, Grabs Top Spot; WAIL Down Four; WBYU, WAJY Improve

	Spring '82	Fall '82
WYLD-FM (Blk)	6.4	12.9
WAIL (Urbn)	12.9	8.8
WEZB (CHR)	8.6	8.6
WRNO (AOR)	8.5	8.1
WBYU (BM)	5.9	7.0
WAJY (AC)	5.0	6.1
WTIX (CHR)	5.6	5.9
WNOE-FM (Ctry)	6.8	5.5
WQUE (AC)	4.5	4.7
WWL (Talk)	4.8	4.6
WNNR (Blk)	3.3	4.0
WGSO (N/T)	4.4	3.2
WNOE (Ctry)	2.6	3.0
WBOK (Blk)	3.2	2.9
WSMB (AC)	3.7	2.7
WYLD (Blk)	3.2	2.5
WSHO (BBnd)	2.0	1.2
WWIW (BBnd)	2.3	1.1

Buffalo

WJYE Stable, Holds Top Spot; WYRK Adds Three; WGR Improves; CHR Race Tightens

	Spring '82	Fall '82
WJYE (BM)	12.5	12.7
WBEN (AC)	10.6	9.8
WGR (AC)	7.3	8.0
WYRK (Ctry)	4.6	7.5
WBLK (Blk)	7.0	6.2
WBEN-FM (CHR)	8.3	5.7
WGRQ (AOR)	7.7	5.5
WKBW (CHR)	9.7	5.2
WNYS (CHR)	2.8	4.8
WPHD (CHR)	2.7	4.8
WECK (BBnd)	4.7	4.6
WBUF (AC)	1.4	3.2
WYSL (AC)	1.1	2.1
WZIR (CHR)	2.8	2.0
WUWU (AOR)	.7	2.0
WWOL (Ctry)	1.4	1.9
WDCX (Rel)	1.1	1.6
WUFO (Blk)	1.7	1.2

Indianapolis

WFMS Adds Five, Takes Country And Market Lead; WENS Moves Into Third; WIKS Up Sharply

	Spring '82	Fall '82
WFMS (Ctry)	7.9	12.5
WIBC (AC)	14.3	11.1
WENS (AC)	8.1	10.5
WTLC (Urbn)	11.0	9.2
WXTZ (BM)	11.8	9.0
WIRE (Ctry)	8.6	8.8
WIKS (CHR)	6.1	8.7
WFBQ (AOR)	8.8	7.4
WNAP (CHR)	5.2	5.8
WIFE (N/T)	3.4	2.2
WATI (BM)	2.6	2.1
WGRT (Urbn)	.5	1.5
WNDE (AC)	2.1	1.5
WFBM (BBnd)	.5	1.3
WGTC (Ctry)	1.3	1.2

Sacramento

KXOA Moves Into First As KZAP Drops Five; Beautiful Music, Big Band Stations Jump

	Spring '82	Fall '82
KXOA-FM (AC)	9.9	10.2
KZAP (AOR)	13.7	8.5
KCTC (BM)	5.6	7.7
KAER (BM)	3.1	5.7
KEWT (BM)	5.8	5.5
KXOA (BBnd)	3.9	5.3
KSFM (CHR)	4.7	5.2
KROY (AOR)	3.3	5.1
KRAK (Ctry)	5.6	4.8
KFBK (News)	3.9	4.6
KGNR (Talk)	4.2	4.6
KPOP (Urbn)	3.1	3.3
KWOD (AC)	2.4	3.3
KHYL (Gold)	3.3	3.0
KFRC (CHR)	2.0	2.5
KGO (Talk)	2.2	1.5
KNBR (AC)	2.5	1.4
KFIA (Rel)	1.0	1.2
KGMS (Misc)	2.0	1.2
KRLT (AC)	-	1.0

The Hottest Network In Radio.

Albany, NY	WQBK AM
Albuquerque, NM	KOB AM
Altoona, PA	WVAM AM
	WPRR FM
Atlantic City, NJ	WMID AM
Baltimore, MD	WFBR AM
Barstow, CA	KWTC AM
Battle Creek, MI	WBCK AM
Beaufort, NC	WBMA AM
Boise, ID	KGEM AM
Cape Cod, MA	WOCB AM
Chambersburg, PA	WCBG AM
Charlotte, NC	WSOC AM
Cincinnati, OH	WLW AM
Cleveland, OH	WJW AM
Columbia, SC	WIS AM
Dallas, TX	WFAA AM
Danville, IL	WDAN AM
Davenport, IA	WOC AM
Dubuque, IA	KDTH AM
Durham, NC	WDNC AM
Eastland, TX	KVMX FM
Eau Claire, WI	WEAQ AM
El Paso, TX	KTSM AM
Eugene, OR	KPNW AM
Fargo, ND	WDAY AM
Forest City, NC	WAGY AM
Fort Pierce, FL	WIRA AM
Fresno, CA	KMJ AM
Grand Junction, CO	KEXO AM
Grand Rapids, MI	WOOD AM
Greenville, SC	WFBC AM
Harrisburg, PA	WKBO AM
Harrisonburg, VA	WSVA AM
Hartford, CT	WTIC AM
Hazleton, PA	WAZL AM
Hobbs, NM	KHOB AM
Houston, TX	KPRC AM
Hutchinson, KS	KWBW AM
Indianapolis, IN	WIFE AM
Jackson, MS	WSLI AM
Jamestown, NY	WJTN AM
Kansas City, MO	KCMO AM
La Crosse, WI	WCLX AM
Lansing, MI	WJIM AM
Little Rock, AK	KARN AM
Louisville, KY	WAVG AM
Miami, FL	WIOD AM
Milwaukee, WI	WTMJ AM
Minneapolis, MN	KSTP AM
Minot, ND	KKOA AM
Missoula, MT	KGRZ AM
Mystic, CT	WFAN FM
Nashville, TN	WSIX AM
New Bedford, MA	WBSM AM
New Orleans, LA	WGSO AM
New York, NY	WVJ AM
Norfolk, VA	WNIS AM
North Platte, NE	KODY AM
Oklahoma City, OK	WKY AM
Omaha, NE	KFAB AM
Orlando, FL	WDBO AM
Owensboro, KY	WOMI AM
Palm Springs, CA	KCHV AM
Pittsburgh, PA	WTKN AM
Porterville, CA	KTIP AM
Portland, ME	WGAN AM
Portland, OR	KXL AM
Preston, ID	KACH AM
Princeton, NJ	WHWH AM
Providence, RI	WHJJ AM
Redding, CA	KQMS AM
Riverside, CA	KPRO AM
Roanoke, VA	WFIR AM
Rochester, NY	WBBF AM
Sacramento, CA	KFBK AM
Saginaw, MI	WSGW AM
Salt Lake City, UT	KALL AM
San Diego, CA	KSDO AM
Santa Barbara, CA	KTMS AM
Sauk Rapids, MN	WHMH FM
Somerset, KY	WSFC AM
Spokane, WA	KHQ AM
Statesville, NC	WSIC AM
Syracuse, NY	WSYR AM
Tampa, FL	WFLA AM
Terre Haute, IN	WTHI AM
Thousand Oaks, CA	KGOE AM
Toledo, OH	WOHO AM
Topeka, KS	WREN AM
Traverse City, MI	WTCM AM
Tucson, AZ	KTUC AM
Tulsa, OK	KELI AM
Twin Falls, ID	KEEP AM
Valdosta, GA	WVLD AM
Venice, FL	WAMR AM
Vero Beach, FL	WTTB AM
Washington, DC	WRC AM
West Palm Beach, FL	WJNO AM
Wichita, KS	KLEO AM
Williamsport, PA	WRAC AM
Wilmington, DE	WDEL AM
Winston Salem, NC	WSJS AM
Worcester, MA	WTAG AM
York, PA	WSBA AM
Youngstown, OH	WFMJ AM
Yuma, AZ	KBLU AM
Zanesville, OH	WHIZ AM

HOW HOT IS IT?

SO HOT IT HASN'T STOPPED RINGING.

In less than a year over 100 stations have hooked up with a pretty hot number. Talknet. The unique call-in programming service featuring Bruce Williams and Sally Jessy Raphael weeknights, and Bernard Meltzer and Dr. Harvey Ruben weekends. So distinctive you have to hear it to believe it.

We've talked up shares just about everywhere we're heard. Big markets (33 of the top 50!). Small markets. Plus markets in between. And better numbers at night can lead to better numbers in the morning. All told, you might just call us one of the biggest radio success stories around. Just ask the folks to the left.

So if you're not yet on board, give Meddy Woodyard a collect call at (212) 664-4745. And share the wealth.

Talknet
FROM NBC RADIO



Sales



JONATHAN HALL

WSPT & WXYQ's Ad Dividend Plan

The name of the game during the first quarter is obviously boosting sales. WSPT & WXYQ/Stevens Point, WI are using what they've termed an "Ad Dividend Plan." It's basically a bonus to advertisers in the first two months, but the execution merits discussion.

"The time was right for us to demonstrate our willingness to give our local business community assistance in increasing their first quarter business, while presenting a plan that maintained our stations' image as one that will not cut rates to make a sale," Sales Manager Tom Chapman told me.

"We decided on using the term 'dividend' after much discussion. By borrowing the term from the financial community, we felt we were lending extra credibility to our plan," he said. Tom also said he believed that calling it anything else might have left some confusion in the minds of the retailers. "We feared we might leave an

Radio Recall Contest

To demonstrate the effectiveness of its advertising, WPST & WXYQ splice together bits of ten different jingles and commercials without revealing the product of client's identity. Listeners are encouraged to mail in a postcard listing the unidentified sponsors. Winners are awarded radios.

impression that we are either dealing — which we will not do — or that our advertisers could get by with a lower radio advertising expenditure, which would defeat in part the actual purpose of this promotion."

How The Plans Works

Tom told me the plan was created to allow the advertiser to earn additional commercials for purchasing a schedule. The result should give retailers the opportunity to increase traffic and sales utilizing greater frequency. "We wanted our advertisers to realize that the purpose of the free ads was something extra — above and beyond their regular schedule," he noted.

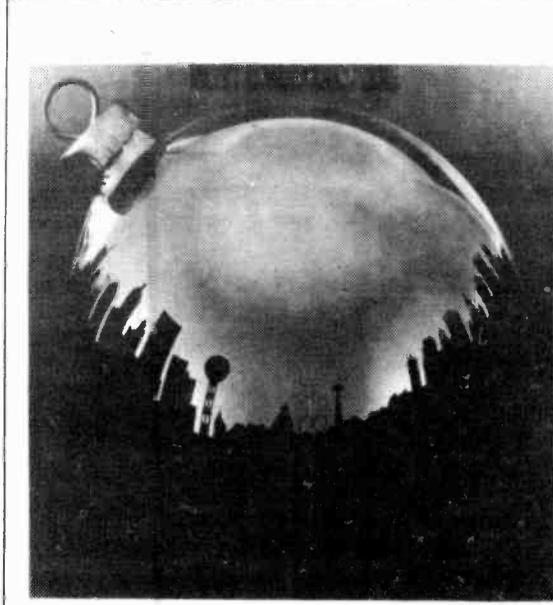
The way it works is that for every increment of 10 ads purchased, the advertiser earns a 30 percent ad dividend which runs R.O.S. Newscasts and special programs do not qualify.

First, clients get 20 percent in daytime (6am to 7pm). Secondly, they receive 10 percent in evenings. The station requires that all ads be used within the duration of the scheduled ads. Ads cannot accrue for use later.

The results have been good, and the 'Ad Dividend Plan' is working to help boost business. "Numerous advertisers have ordered spot schedules, our sales reps have something positive to talk about, and we've developed a lot of good will," Tom concluded.

Next Week In Management:

Bruce Johnson concludes his two-part look at the key area of time management.



KVIL'S LONG-PLAYING CHRISTMAS CARD — KVIL/Dallas adapted the popular hometown-talent AOR sampler album idea to produce "A KVIL Christmas," featuring seasonal standards sung by local artists and choral groups. The station offered 20,000 through local grocery and jewelry stores at \$5 each, and they made attractive Christmas cards for ad clients as well. Album producer FairWest Studios hopes to syndicate the idea nationally this year.

SELLING YOUNGER DEMOS

Radio In Search Of Record Dollars

This issue of R&R will receive extra distribution at RAB's Managing Sales Conference starting Saturday (1-29) in Dallas, where Broad Street Radio President Fred Walker asked me to moderate a panel Monday titled "Selling Younger Demos." Getting ready for the panel, I've uncovered some interesting data.

As we all know, the country is getting older. The population, and even more important, the income bulge is reflected in the 25-54 demo being requested most often in spot radio. Besides the shrinking numbers of potential younger listeners, there's the increased difficulty of selling youth. According to one sales manager, a teen-skewing station with an 8 share will be credited by ad agencies about the same as a 4-share station with stronger older demos.

In preparation for the panel, I did a little research to see how two youth advertising categories are faring in today's economy. The answer for record and movie advertising is that business is generally off.

Furthermore, the movie industry has become adept at getting stations to air promotions while spending advertising dollars in other media. In fact, Jim Di Figlia, VP/GM of Taft's WGRQ/Bufalo, says he's "had it" with movie companies. "We just won't do promotions any longer unless we see some business," he told me.

A problem articulated by several GSMs in my quick survey is that the symbiotic relationship between record companies and radio stations is no longer what it once was. WMMR/Philadelphia GSM Rhody Bosley

makes the point, adding that he's seen an increase in the use of newspapers in Philly.

That's happening because retailers are pushing for it and because there's an emphasis on seeing album covers, he says. Defending radio, he points out, "But we know that young demos don't read newspapers." WCOZ/Boston GSM Bill Wayland confirmed that the Boston Globe is actively pursuing record dollars. "I think we are also losing some business because of the strict formatting restrictions of our Sebastian format," Bill says.

At Sandusky's KWFM/Tuscon, however, record business is brisk. "We have an AOR/CHR hybrid and are playing a lot of new music," GSM Lee Dombrowski told me. "After the format change, we examined the amount of business the KROQs in the industry get and went after it." The result is that KWFM is getting more record dollars. "If you're not playing new music, then advertising it is like promoting a movie not playing in your market," he concluded.

Radio Too Costly

The bottom line, according to Arista Senior VP Rick Dobbis, is that using radio

as effectively as other packaged goods people is too costly for a meaningful record company campaign. "We know now that 12 to 18 spots on a weekend is not the way to go," Rick told me.

"The problem is that our product doesn't have as long a shelf life as other products," he commented. Thus, Rick explains, building a campaign using sufficient reach and frequency with the number of stations needed to advertise a mass appeal act becomes cost-prohibitive.

Rick refuted radio's newspaper objections by saying that retailers have found print effective, especially lifestyle weekend sections. "During our holidays promotion, running October through December, we attempt to maintain as much hit product at sale price and merchandise it as long as possible, and our regional people suggested we use newspaper."

One area where Rick sees an effective radio campaign is NARM's "Gift Of Music" campaign. "The numbers are such that it has to be an industry-wide approach, and we should spend time and work with radio on that."

But in the final analysis, Rick says record companies just don't have the ad budgets to get effective reach and frequency and without that can't increase incremental sales.

"Young America Comes Of Age"

On a brighter note, McGarren Guild's Andrea Simon, who handles research, notes in a new presentation that there is a great success story in the impact of 25-34 year-olds that is often overlooked in the bigger 25-54 category. Some of her conclusions are that the 25-34 demo is:

- 52% likely than all adults to have graduated from college,
- 62% more likely than all adults to be employed in professional or technical positions,
- 32% more likely to have used a tour package for domestic travel in the last year,
- 59% more likely than all adults to be the decision-maker for a new import car purchase, and
- over 30% more likely to have purchased gold jewelry, been a heavy moviegoer, or to have purchased six or more hard-cover books during the past year.

In conclusion, it appears that radio stations will have to develop the kind of categories appealing to this 25-34 audience rather than relying on former big clients like records and movies.

The WSPT/WXYQ Radio Worksheet

Need a way to help advertisers who enjoy designing their own newspaper ads and promotions use radio? Another interesting project undertaken by the WSPT & WXYQ sales department resulted in a worksheet designed to help clients visualize their ads. Sales Manager Tom Chapman credits Walt Bergman of his sales staff with the idea for their new "Radio Worksheet."

According to Tom, they had attended a seminar conducted by Sales Consultant Maurie Webster of the Radio Information Center, who suggested radio salespersons spend more time with individual accounts and demonstrate how radio can be easily used. "We don't expect people to write their own ads," Tom said. "We do hope they will use this form the same way they have used their newspaper layout sheets. In fact, we encourage them to jot their ideas on the radio worksheet before laying out their print ad," he added.

THE POWER WITHOUT THE GLORY

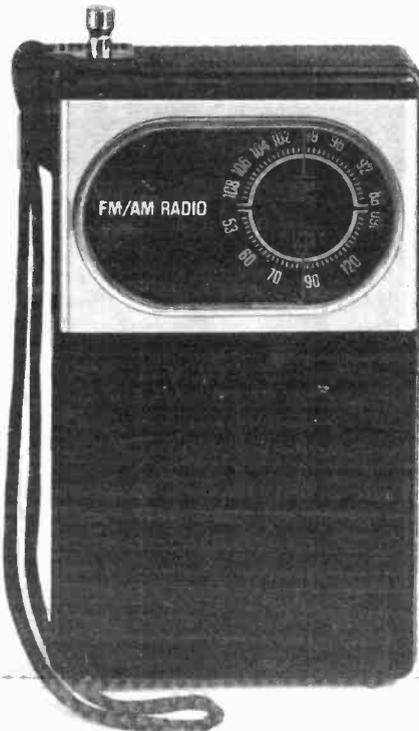
BLAIR CAN SHOW YOU HOW TO USE THE POWER OF RADIO TO BUILD SALES.

Let's be honest. In spite of its proven power, radio remains the most overlooked and undervalued weapon in marketers' arsenals. Television has the glamour. It gets the attention, the glory, and the lion's share of broadcast budgets.

But advertisers have the right to demand the most clout from every dollar they spend. And at Blair, we know that when it comes to sales clout, no medium is more powerful than radio.

Only radio gives advertisers the flexibility to generate both reach and frequency against specifically targeted demographic groups. But radio does much more than help advertisers meet demographic goals.

Radio motivates listeners. It's a closer, more intimate, more personal medium. People trust radio, like a friend. That makes it a more influential and more powerful sales tool. And that's why radio does more than just deliver media numbers. It delivers sales results.



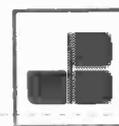
When knowledgeably planned, radio can help make an entire media schedule work more effectively. But radio is a unique, complex medium.

And its proper use requires a specialized understanding of its potential and limitations.

At Blair, we're radio experts. And we can put our knowledge and the power of radio to work for you.

Blair's innovative and experienced marketing team can help you use radio to achieve sales objectives effectively. We use the newest analytical tools and resources to help advertisers target their message. We can show you why radio should be an integral part of your media mix.

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RIC OCASEK

"Something To Grab For" 7-29784



From the Ric Ocasek LP **BEATITUDE** GHS 2022

Produced by Ric Ocasek

CHR SIGNIFICANT ACTION

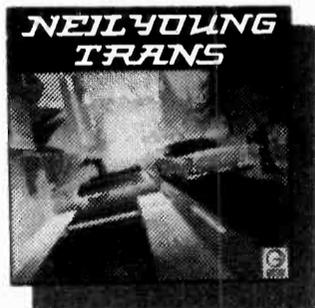
KEGL	KZZB	KMGK	KQIZ-FM
WKFM	WOKI	Z104	KISR
WPHD	WCSC	WKDD	WCIL-FM
WRCK	WGH	KYYX	KFMZ
KTFM	WRVQ	WSQV	KCBN
KITY	WZZR	WZYQ	
KSET-FM	WJXQ	WHSL	

AOR/HOT TRACKS 7

AOR/ALBUMS 10

NEIL YOUNG

"Little Thing Called Love" 7-29887



From the Neil Young LP **TRANS** GHS 2018

Produced by Neil Young, David Briggs, and Tim Mulligan

CHR NEW & ACTIVE

WCAU-FM	KYST	KFI	WHSL
WXKS-FM	KTFM	KHOP	WYKS
JB105	KITY	KBBK	KISR
CFTR	KSET-FM	KSKD	KYTN
CHUM	WABB-FM	WJBQ	WRKR
KEGL	G100	WACZ	WBWB
WGCL	WOKI	WIGY	KRNA
Q103	WSEZ	WTSN	KFMZ
WKFM	WNOK-FM	WERZ	KSLY
WPHD	WGH	WOMP-FM	KIST
WPST	WJXQ	WZYQ	
WKRZ-FM	KSTT	WKHI	
	KMGK	WFOX	
	WNAM	WISE	

AOR/ALBUMS 12



MANUFACTURED BY WARNER BROS. RECORDS



STREET TALK

Now that WAPP/New York has a new PD (see Page 1), is another Gotham FM outlet about to acquire one?

Jerry Boulding is out as Operations Manager of WJPC/Chicago following some discussions on the future direction the station would take. Apparently management, not thrilled with the latest ratings, wants to head WJPC in a direction Jerry did not feel comfortable with; thus the parting of the ways.

Rumors regarding the early departure of KZZP/Phoenix morning man Jonathon Brandmeier to WLUP/Chicago "are totally unfounded," according to KZZP PD Randy Stewart. "I've already reconfirmed this with Jonathon." It seems a Chicago Tribune story, which said Brandmeier would not stay in Phoenix through the end of his current contract (3-31), was wrong.

Elroy R.C. Smith has been tapped as acting PD at WILD/Boston. He steps in behind the exiting Steve Crumbley, who starts February 1 as PD of WQKS/Williamsburg, VA.

Doug DeRoo has resigned from KKXX/Bakersfield, where he'd been MD for more than two years. Replacing him, promoted to Music Director, is morning man Scott Marcus.

As if the ice and snow in Georgia weren't enough last week, WRCG/Columbus's transmitter caught fire, knocking the A/C outlet off the air for a total of four days! Still no known cause for the costly blaze.

Look for KZFM/Corpus Christi to shift formats from CHR to a more CHR/AOR hybrid mix. And there are more changes in Texas as KROD/El Paso drops its CHR stance for Oldies.

After one week, Billy Bass has resigned as Sr. VP of Beverly Glen Records. No hard feelings . . . Billy's getting ready to open his restaurant in Beverly Hills (Billy's Bar-B-Q) and he needs more time to insure that when the doors open (on or about February 14) all will be right.

WRBR/South Bend has switched calls to WXMG, to be known as "Magic 103.9."

For the Super Bowl this Sunday, Redskins flagship station WMAL/Washington has rented the giant Capital Centre, and for the price of parking, will present the game free on giant TVs.

Hats off to WPRO/Providence morning personality Salty Brine, who recently celebrated his 40th anniversary on the air!

KSPL/Seattle (formerly KAYO) has switched formats from Country to A/C. Joining the station are new GM Hank Mann, PD Chet Rogers, and MD Joe Michaels.

Herb Crowe has been promoted from MD to Program Coordinator at 3WS/Pittsburgh.

Bill Thomas, aka "The Birdman," has been promoted into the Program Director's chair at WHHY/Montgomery by VP/Operations Director Larry Stevens. Bill replaces David Beecher, who steps down but will remain on the air in his midday shift. Larry will continue to program Y-102 (WHHY-FM).

Our condolences to the friends and family of Taska Floyd, assistant to Robox Records VP Mark Cooper. Taska was killed in an automobile accident in Atlanta Tuesday (1-25).

Kevin Barrett is no longer PD at KLAV/Las Vegas. He's stepped down to devote more time to Programming Plus, a Vegas-based consulting firm.

John Schoenberger, late of Radio Records, has set up his own AOR indie promo firm in Los Angeles, West-South-West Promotions. He'll be working out of the Pasha Records offices at (213) 466-3507.

Congratulations to WTIC-AM & FM/Hartford VP/Operations Tom Barsanti and his wife Debby on the birth of their new son Matthew Thomas (1-17).

Allentown, PA Mayor Joseph Daddona wants Billy Joel to let some of the profits from his "Allentown" hit "trickle down" to the economically strapped area. The mayor is suggesting Joel set up a scholarship fund for "aspiring young artists who might one day follow in Joel's footsteps." Will the singer go for it? Apparently he's at least mulling it over.



HAPPY BIRTHDAY HERB! — A host of industry and Greater Media execs threw a surprise 40th birthday party for company VP Herb McCord recently. Picture among the many celebrating at an L.A. restaurant were Neil Rockoff, former KHJ/Los Angeles GM and partner with McCord in recently-sold KBZT/San Diego; KHTZ/Los Angeles GSM Jim Freeman; Norm Feuer, former KBZT GM and partner with McCord and Rockoff; KOAK/San Francisco GM Charlie Warner; R&R's Jhan Hiber; Gayle Halebian, KHTZ Local Sales Manager; KHTZ VP/GM Bob Moore. As the photo indicates, it was quite a party! Norm Feuer, who tossed the bash, said, "Thank goodness Herb only turns 40 once in a lifetime!" Incidentally, Herb's the one in the middle wearing the "40 Is Sporty" V-neck.

Communication Graphics inc

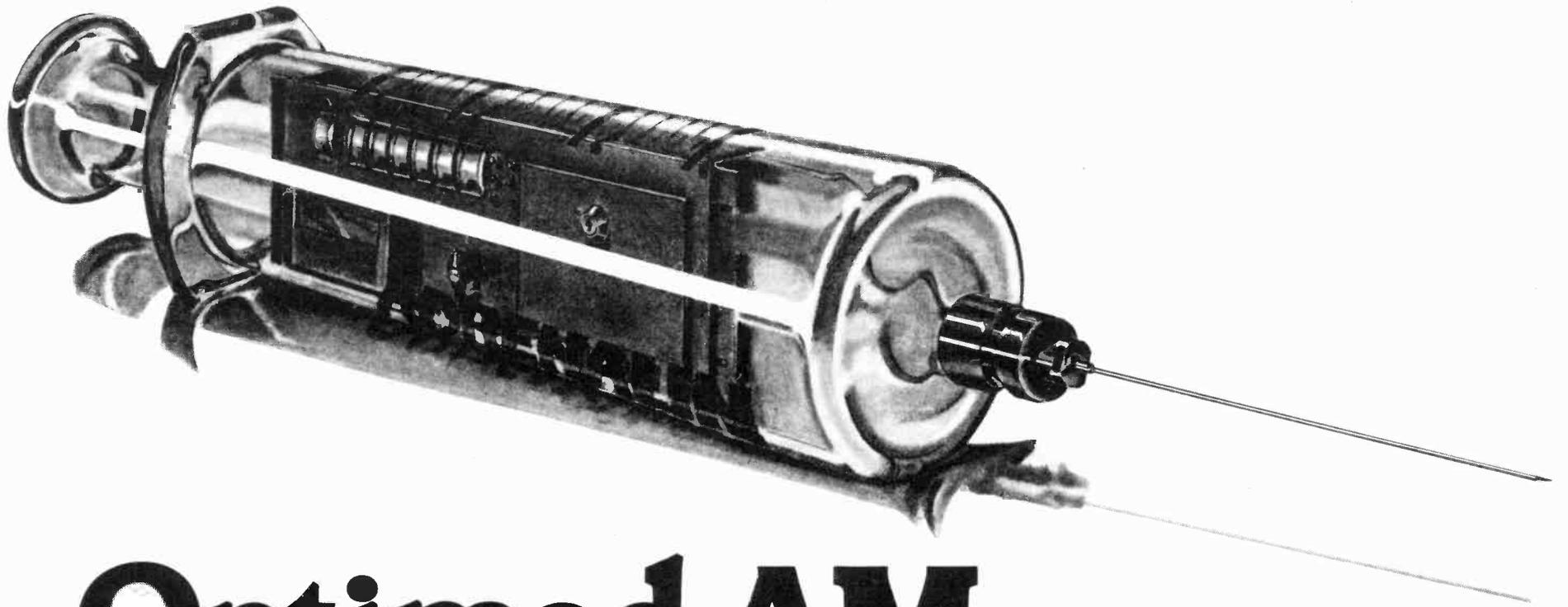
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Optimod-AM. A shot in the arm.

Cheesy AM radios with no highs are driving more and more of your audience to FM. With that handicap, it's hard to win.

It doesn't have to be that way. The new OPTIMOD-AM Model 9100A can inject your listeners' radios with a sound so close to FM that it's hard to tell the difference! By boosting the highs at the transmitter, OPTIMOD-AM compensates for the dullness of most radios. It then applies some *very* sophisticated, patented processing to make sure that the high-end boost doesn't cause problems. There's never any hole-punching, de-essing, pumping, or loudness loss. In fact, loudness is *highly competitive* with the strident, clipped processing that used to be necessary to get loudness.

OK, you say. The older OPTIMOD-AM boosted highs too. How's the new one better?

Simple. Some major design breakthroughs took all fast wideband compression out of the signal path. The new OPTIMOD is fully multi-band where it counts—including the clippers! That means not only FM-like *frequency response*, but also FM-like *openness, definition, and clarity*. A silky high end. No pumping of midrange by strong bass. In short, radically improved sound quality.

The sound is punchy and unsquashed, so it feels *great* when your listeners turn up their radios to hear that special song. And, played loud or soft, this is one AM processor that keeps on sounding like music—a strikingly un-fatiguing sound that can hold an audience quarter-hour after quarter-hour.

The 9100A is available in mono or stereo. Stereo was designed-in—not added on. So it's done *right*. Plus, all mono units are easily convertible to stereo at your station, regardless of the system you choose.

Most everyone is bottom-line oriented these days. So it's important to know that with OPTIMOD, you'll receive the kind of documentation, quality construction, customer service, and long-term reliability that protects your investment.

Shoot some adrenalin into your ratings with OPTIMOD-AM Model 9100A. Contact your favorite Orban Broadcast Dealer for more information, or call us direct.



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ORBAN PROCESSING KEEPS YOU COMPETITIVE

Contemporary Hit Radio



JOEL DENVER

FANTASY GAME SCORES BIG

KRAV's Justice Bowl Balances Football Cravings

What do you do when you've got a football-hungry town, and a winning team that gets passed over for a chance to play in one of the 16 major bowl games? Stage your own fantasy football game, just like KRAV/Tulsa did.

KRAV PD Phil Hall explained to me just how the idea for the "Justice Bowl" was conceived, developed, and carried out. It's truly one of the more imaginative and elaborate production efforts I've heard in years.

Picking Up The Ball

Proving that a great idea can come from anywhere, Phil said, "The idea for the Justice Bowl was originally tossed out in jest by one of our weekenders, Stacy Richardson. Before long our Sports Director Bob Carpenter and Assistant Sports Director Bob Stevens picked up on the idea and literally 'carried the ball' from there.



Phil Hall

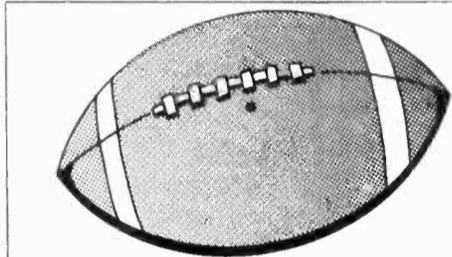
"We thought it was a real shame that the University of Tulsa didn't get invited to any of the 16 major bowl games despite their winning 10-1 record. The Independence Bowl, which we had hoped would give TU an invite, asked a couple of lame teams to be in the game this year. So, we decided to pick out another team that got shafted out of a bowl bid but had a great record. That team turned out to be the University of New Mexico, which also had a 10-1 season. The idea was that creating this game would serve as 'justice' to the fans and teams of both cities for being overlooked this year."

Phil and the sports department went to work to make the Justice Bowl something quite believable to the fans. "We took both teams' stats and fed them into a computer. The results were plays, defensive and offensive probabilities, scoring, rushing, injuries, etc. for the two teams. We then contacted KOB/Albuquerque to see if they were interested in running the Justice Bowl.

"The media reacted more favorably than we even imagined. We got tons of local press. In fact, the local coverage got so heavy that people were calling wanting to know where they could buy tickets. Almost daily, someone was writing something in the newspaper or talking about it on TV. Some people made bumper stickers and T-shirts that were being handed out all over the city."

"They came back with a positive response, and their Sports Director Mike Roberts ended up doing the sideline commentary for us. He was very helpful in putting us together with University of New Mexico Sports Director John Keith, who flew to our studios and did the play-by-play. Naturally, University of Tulsa Athletic Director John Cooper was fantastic to work with, and with his support we were able to pull it off."

Preparation for the creation of the Justice Bowl took several weeks' work. "But we went through the taping in about five hours, and basically went straight through," said Phil. "It only took about an hour and a half to write, once the computer spit out the stats and probabilities. We put together an outline for them to follow. They



brought in a statistician and really ad-libbed all of the plays. It sounded incredible."

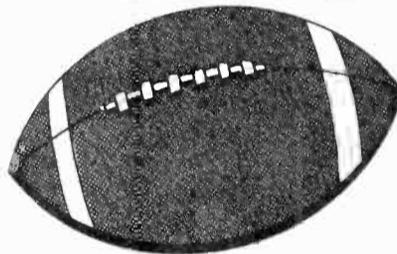
Naturally, a town that suddenly has a team involved in a bowl game (even an imaginary one) really gets behind the hometown boys. "The media reacted more favorably than we even imagined. We got tons of local press. In fact, the local coverage got so heavy that people were calling wanting to know where they could buy tickets. Almost daily, someone was writing something in the newspaper or talking about it on TV. Some people made bumper stickers and T-shirts that were being handed out all over the city.

"If you didn't know it was a created game, you'd swear it was the real thing. You could hear the refs on the field calling the penalties on the plays. You could hear the PA and vendors in the background. Every sound effect you could imagine was used."

"This kind of response prompted us to really stress the fact that the Justice Bowl was nothing more than a creation of a game, and not the real thing, even though it sounded like there was going to be a game. The story even made the *Chicago Tribune*, *Denver Post*, and the *Ft. Worth Star-Telegram*, just to name a few. At a news conference prior to the game we presented both teams with Justice Bowl blankets to commemorate their participation."

The Big Game

Just like any other major sporting event, both teams were on hand for interviews in the pregame shows, as local sportscasters and reporters were summing up the strengths and weaknesses of each side. According to Phil, the game had almost all the hoopla that goes with a real bowl game. "The game was held at Texas Christian University's Amon Carter Stadium, in Ft. Worth, as it was halfway to Tulsa and Albuquerque. The weather was 65 degrees and there was an imaginary crowd of 47,000 people, yelling like they were out of their minds. To add to the authenticity of the broadcast, the Ft. Worth Chamber of



Commerce even supplied brochures so that we could localize the commentary as to where the players were staying and where they ate," Phil added.

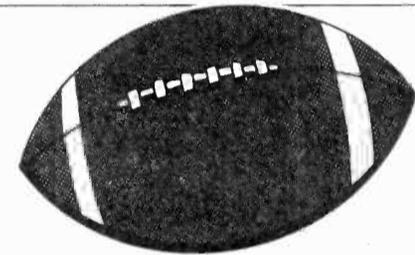
"If you didn't know it was a created game, you'd swear it was the real thing. You could hear the refs on the field calling the penalties on the plays. You could hear the PA and vendors in the background. Every sound effect you could imagine was used. The Justice Bowl aired on KOB on Saturday night (12-18), and on KRAV on Sunday (12-19) afternoon. The game itself went 3 hours and 10 minutes, and marked the first 'sports event' ever broadcast on KRAV. The realism was so incredible that despite our earlier announcements about it being a created event, people were calling the station wondering where the game was being played."

Everyone's A Winner

In a game like this, both teams had to lend a lot of cooperation in order for it to come off successfully. This posed a problem . . . which team should win the game? The answer . . . both teams won! "The Justice Bowl had a surprise ending so that in the very last play the home team won, depending on which city you were listening in."

Phil described the final moments of the Justice Bowl. "New Mexico was deep into Tulsa territory. It was first down and goal to go with only two second left on the clock. The ball was snapped, and a successful pass was completed into the end zone, making it New Mexico 27, Tulsa 24. In Tulsa the same play took place, but the pass was intercepted by a Tulsa player and run back for a touchdown, making the score Tulsa 30, New Mexico 27. Both sides ended up a winner."

The excitement didn't end there. "Channel 6's evening news ran video highlights of file footage that matched some of the plays.



The *Tulsa Tribune* even ran a picture of the TU players carrying another TU player on their backs listening to a radio, with the headline 'TU Wins Justice Bowl.'

"The Justice Bowl was one of the most exciting things I've ever done in radio from a production standpoint," remarked Phil. "I really think that Bob Carpenter and Bob Stevens should win an award for the work they did on this project. It came off better than I ever imagined."



Editor's Comment

There was a time when radio utilized "theater of the mind" programming such as this on a regular basis. Today, with the bulk of CHR programming coming from recorded music, programmers spend very little time thinking of creative ways to capture the imagination of their listeners. While you can't go out and create an event like KRAV's Justice Bowl on a regular basis, a little thought about the next on-air promotion, in terms of theater of the mind, might turn a good promotion into a great one.

The Y100 Nationwide Talent Search

When Y100/Miami PD/morning man Bill Tanner announced his departure to program WASH/Washington (R&R 1-14), it set into motion a nationwide talent hunt to find a new PD and morning personality. But Y100 Executive VP/GM David Ross had only to look up the hall in order to find his new PD, Robert W. Walker (R&R 1-21).

Robert, who has been with Y100 several times over the years, has traditionally done afternoon drive, but with his new responsibilities as PD, that too may change. Still, the task ahead for Robert and David is to find a great air talent who may end up doing the morning show, or conceivably another important time slot.

David commented, "This is the best time for this to happen, actually. We have

Continued on Page 24

The Most Exciting Radio Sales Promotion of the '80s!

the Loop

December 1, 1982

Les Carroll
R&R Entertainment Marketing Group
1930 Century Park West
Los Angeles, CA 90067

Dear Les:

We're really proud to have been associated with "The Great Rock & Roll Time Machine." It's an excellent show-- well researched and produced and professionally run.

The audience enjoyed it immensely; during the evening performances especially people were cheering and clapping and screaming for more. As you can imagine, we love being associated with a show that can move people to cheer!

Your staff was a delight to work with, especially Dick Rubin and Jim Boyd. They helped us to pull together the half-hour intermission so that it ran as smoothly as the show itself.

We're looking forward to our next run of "The Great Rock & Roll Time Machine." I saw it at least 15 times, but I'm eager to see it again!

Best regards,

Sandy
SANDY STAHL
Promotion Director
/ss

cc: J. deCastro

Y-100

December 14, 1982

Mr. Michael Atkinson
R&R Entertainment Marketing Group
1930 Century Park West
Los Angeles, CA 90067

Dear Michael:

On behalf of Y-100-FM and The Broward County Fair, thank you for all your help and personal touch in making the "Great Rock and Roll Time Machine" South Florida debut a big success.

The audience response was unlike any other I have ever seen. Emotions were riding high as the people remembered, applauded, screamed, and just lay silent as the "Great Rock and Roll Time Machine" traced rock and roll from the beginning till the 80's.

"The Great Rock and Roll Time Machine is the most cultural event at the fair this year," said John H. Stengel, President of The Broward County Fair.

The "Great Rock and Roll Time Machine" is a real class act and mass appeal crowd pleaser. We are looking forward to bringing it back to South Florida real soon.

Sincerely,



TONY NOVIA
Promotion Director
WHYI-FM Y-100

TN/cw

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PERFORMANCE LICENSES NOW BEING BOOKED FOR 1983

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Station Profile

KYTN/Grand Forks, ND

"Always Alive - Y95"
 P.O. Box 1638
 Grand Forks, ND 58201
 (701) 772-7197

GM — Justin Hoberg
PD - J.J. Bouley
MD - Tom Fricke

Owner: Peoria Journal-Star
Rep: Torbet

94.7 mHz
100,000 watts ERP

"Grand Forks has accelerated into quite a competitive market since Y95's debut in August 1980. We've always felt we've had the jump on others regarding visibility, promotions, special programming, and most importantly music. Our air talents aren't dependent on liner cards, as they are allowed to develop their own personalities and ad lib their ideas. This makes for a very personable-sounding radio station.

"We play a lot of music, talking over it sparingly. Y95 doesn't rock too hard during the day, yet we tend to be slow in adding softer sounds. At night we mix a few current LP-cuts into our CHR mix of currents and oldies. We daypart the music because we know some people only listen during certain times of the day.



PD J.J. Bouley MD Tom Fricke



"Late Friday night we have a 'Happy Hours' request album rock program which draws enthusiastic response. The show that draws the biggest response and ratings is the 'Hall Of Fame' oldies show. I host the show, which airs Saturdays from 8pm to midnight and features oldies from the '50s and '60s as well as trivia contests.

"Our musical profile makes it fun to listen to Y95, and our contests and promotions complement the sound. In addition to our ongoing 'Cash Call,' we've done everything from hosting Sunday afternoon public parties in the park during the summer, to tracking down Y95 window stickers in our 'Y95 Win Wagon.' We've even passed out free vegemite sandwiches at a local nightclub while **Men At Work's** 'Down Under' was number one locally. Y95 has been the leading FM station in the market for two years, and we intend to keep it that way."

— J.J. Bouley, PD



KHFI SOAPS IT UP — KHFI/Austin recently threw a "Soap Opera Party" for 98 of its listeners. There was food, drink, and the chance to meet some stars from "The Young and the Restless." Shown (l-r) are Steven Ford (ex-President Ford's son), Secret Service agent Terry Smith, MD Ed Volkman, and Dennis Cole. Ford and Cole autographed copies of a Soap Stars Calendar in which they were featured.

The jingles Denver hears on

KIMN

are from JAM Creative Productions.



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 Dallas, Texas 75205
 (214) 526-7080

Hear what we can do for you... call today!

The Y100 Nationwide Talent Search



Davin Ross

Robert W. Walker

Continued from Page 22

reestablished our growth trend with our latest ratings increase. With such a tremendous staff and Robert's leadership, we can afford to look around for what we really want. I'm not really sure whether the shift opening will be for the morning show or not.

"Bill's morning show was unique," he observed, "so whoever ends up doing the show on a permanent basis will have to be able to work with many of the regular bits and characters to maintain the mold that this successful morning show has established." Those characters voices are provided by morning newsman/personality **Jim Reihle**. David also told me that the morning show would "be at least a \$50,000 job for the right person."

Adding his thoughts to the situation, Robert said, "We don't want to discourage anyone from applying. There are lots of talented people out there, and I want to hear from them. As to which show will actually be open, that's still undecided, so people with experience in all shifts should apply. I probably won't be doing the morning show myself, so we may move a few of our existing people around. It's still up in the air."

This is a great opportunity for anyone who's been looking to take a shot at working on one of those "legendary" radio stations. No matter what market size you're in, send a tape and resume to Robert W. Walker's attention today. The address is Y100, 2741 N. 29th Avenue, Suite 300, Hollywood, FL 33020. Good luck.

Bits

- **96-KGBS/Greeley, CO** is offering its listeners the chance to win "One Ton of Cash" by guessing the exact amount of cash on display. The station is providing a bit of a twist to the contest, as it will announce on-air the named of entrants coming within five percent of the exact amount. Those people will have nine minutes and six seconds to become a finalist. Those responding in time are invited to a "Ton Of Cash" party, where the finalist that's closest will be awarded the money.

- **K104/Erie** staged the "Great Gumball Guess" in conjunction with the Erie Day School. The station filled a 3 foot high glass prism with gumballs (33,709 in all) and took it to local malls to let people guess the amount for a \$10,000 cash prize. Two people hit the amount on the head, so the prize money was split. Other runner-up prizes included video tape recorders and video disc systems.

- **FM103(WCCO-FM)/Minneapolis** recently got the chance to put its new "Storm Center" computer to the test as a large blizzard moved through the area. Over 200 local businesses and every local school is coded into the computer with a specific set of instructions regarding closings and schedule changes. Once the business or school calls in, the information is automatically printed for on-air use.

- **WDST/Woodstock** has begun a new feature called the "Bulldog Job-Line," which offers a listing of jobs available in the listening area. Openings are aired twice daily at 7:45am and 5:45pm. Area employers have been urged to participate in the program since the listings are free. It's part of the station's effort to help the local economy. A pretty good idea (no matter how big or small your market) in these times of high unemployment.

- **KJCK-FM/Manhattan, KS**, like many other stations, sent listeners to see the Who on their final tour. KJCK-FM's winners went via private jet to Dallas, where they were picked up in a chauffeur-driven limo and taken to the Cotton Bowl for the show. On the return trip, the winners got an extra bonus, as the airport in Manhattan was fogged in, forcing the winners to spend the night in Dallas too!

Motion

John Alan Murphy exits **KQKQ/Omaha** to do mornings at **KLUC/Las Vegas**, replacing **Craig Hunt**, who moved to mornings at **WABX/Detroit**, as PD **Randy Lundquist** has tapped afternoon driver **Mike O'Brian** to become his Assistant PD... **Don St. John** is promoted from within to the MD chair at **KCDQ/Bozeman**.

WSPK/Poughkeepsie all-nighter **Jim Hartmann** is upped to middays, replacing the exiting **Dean Darling**, as weekender **Susan Marx** moves into all-nights... **Jerry Jennings** departs **WSTO/Owensboro** as MD to do middays at **WKDQ/Evansville**, and **Steve Cooke** is upped to MD... **WKSQ/Ellsworth, ME** welcomes **Tom Shepard** to nights from the morning/PD chair at **WBME/Belfast, ME**... **WIKS/Indianapolis MD Jay Stevens** and wife **Cathy** have added a new baby, **Carrie Catherine**, to the household lineup. Congrats!

The Music Section

CHR's Most Accurate Music Information

- P1 Playlists**... See Page 71
- Adds & Hots**... See Page 73
- Parallels**... See Page 75
- New & Active**... See Page 86



TONI BASIL

Shoppin' From A to Z

The Follow-up Single to the #1 Smash "Mickey"
From the Gold Album
Word of Mouth



Chrysalis
Records & Cassettes

The single VS4 03537 The album FV 41410
Produced by Greg Mathieson with Trevor Veitch
A Radialchoice/Virgin Record



Virgin

THIS WEEK'S BIG WINNERS:

ERIC CLAPTON

"I'VE GOT A
ROCK N' ROLL
HEART"

CHR BREAKERS

ERIC CLAPTON

I've Got A Rock N' Roll Heart

63% of our reporters on it. Moves: Up 2, Debuts 33, Same 39, Down 0, Adds 69 including B104, WBBM-FM, WGCL, WKTI, KUBE, KIMN, Q103, KZZP, WPHD, U93. See Parallels, will debut next week on the CHR chart.

Produced by TOM DOWD
for Tom Dowd Productions, Inc



PRETENDERS

"BACK ON THE
CHAIN GANG"

TOP RECORD

CHR NEW & ACTIVE

PRETENDERS "Back On The Chain Gang" (Sire/WB) 134/25

Moves: Up 65, Debuts 22, Same 21, Down 1, Adds 25 including WNBC, B94, PRO-FM, Q107, WBBM-FM, KBEQ, Q103, K104, 94TYX, WVIC, WKDD, KJRB, OK100, KKXL-FM, KSLY.

AVERAGE MOVE + 4

Produced by CHRIS THOMAS



Manufactured & Distributed by WARNER BROS. RECORDS

CALENDAR



BRAD MESSER

One-Size-Fits-All Newscasts: Phooey!

The first few significant snowfalls have come to my grid section, and the area stations have done their obligatory gear-up-for-winter reports about winterizing vehicles, weatherizing homes, and driving safely in snow and ice.

One station promoted its upcoming Winter Driving report several times so I'd be sure not to miss it, but when it finally came on all they had was one state cop advising us sagely to "slow down when driving conditions warrant" and "don't drive unless you have to in inclement weather." It was the kind of report any one of us could have written off the top of our heads in about two minutes. A total letdown. Didn't deserve any air time and certainly shouldn't have been heavily promoted. Pure airheaded fluff.

Maybe I expected too much. Shouldn't a promoted feature be jammed full of facts? Why didn't they advise that when caught driving in a sudden heavy snowstorm one might try creeping along with the right two tires on the gravel shoulder for better traction? How about not driving right beside another vehicle because one of you might slide into the other? There was no advice on minimizing skids. No word to the wise about not driving with a nearly-empty gas tank so if stranded you can at least keep the engine and heater running. The promoted report offered no factual content beyond "drive slow."

While overcoming the temptation to call the news director with a Bronx cheer, this question kept running through my mind: why are newscasts always a set length when we all know there are slow news days and chaotic news days? When there's no news, why take the full five minutes to say so? And even if it's the time of year to do a Winter Driving feature, what purpose is served by throwing together a report without bothering to find out something worth reporting?

Do I have the wrong idea? Maybe you can help reprogram me by sending a patient explanation of why newscasts should always be the same length no matter what. That would get my expectations back in line with what is obviously the industry consensus and make me blithely satisfied to hear one minute's worth of facts expanded to fill five. I desperately need some silver-tongued broadcasting expert to re-sell me on the concept of fixed-length newscasts because I've forgotten why we all do them. Reminds me of a story vaguely remembered from some old Reader's Digest.

A man buys a used car and drives home happy. The next morning there are oil drips on his driveway and in traffic he feels the automatic transmission slipping a little. When he parks at work he sees, with the sun hitting it that way, that there are a whole bunch of little rust spots he hadn't noticed at the car lot. After a few more days and a few more disappointing discoveries he goes back to the lot, finds the salesman and says, "Y'know that car you sold me last week? Would you please tell me one more time all the good things about it?"

Jesse James The Press Agent

MONDAY, JANUARY 31 — One of Jesse James's most infamous robberies was 109 years ago today (1874) near Gadshill, Missouri. After he and the gang cleaned out the train's safe, James handed the engineer a prepared press release describing the robbery and instructing the victims to forward the information to the newspapers. The pre-written account included a blank for the amount of money taken. The papers later filled the blank with the figure \$22,000.

America stepped into the Space Age a quarter-century ago today with the 1958 launch of our first earth satellite "Explorer 1."

The most massive coordinated military action of the Vietnam war — the Communist's Tet Offensive — began fifteen years ago today with the simultaneous attacks on Saigon, Hue, and about 30 other towns.

Harry Casey of KC & the Sunshine Band is 32. Baseballer Nolan Ryan is 36. Suzanne Pleshette is 46. Actor James Franciscus is 49. Baseball Hall of Fame member Ernie Banks is 52. English actress Jean Simmons is 54. Joanne Dru — a movie star in the 1940s — is 60. Carol Channing is also 60 today, as is author Norman Mailer. Others born this date: the founder of the Pony Express William Russell (1812), actress Tallulah Bankhead (1903), heavyweight champ Jersey Joe Walcott (1914), and the first black big-league ballplayer, Jackie Robinson (1919)

National Freedom Day

TUESDAY, FEBRUARY 1 — By Presidential proclamation this is National Freedom Day, the anniversary of the signing of the Thirteenth Amendment abolishing slavery in the United States. (England's "Anti-Slavery Society" has reported there are still several hundred thousand slaves in several African nations.)

The world's most powerful deep-space telescope was first used 34 years ago today (1949) and is still making important discoveries. The 200-inch Hale 'scope atop Mt. Palomar recently spotted Halley's Comet returning from the void for its 1986 appearance. Three years out and the Palomar tube already sees it coming!

Ray Sawyer of Dr. Hook is 44. Late 1950s rock star Don Everly is 46. Former CIA Director Admiral Stansfield Turner hits 60. Other born on the 1st have included movie director John Ford (1895), and the he-man movie star of the 1930s, '40s, and '50s, Clark Gable (1901)

Groundhog Day

WEDNESDAY, FEBRUARY 2 — It was 96 years ago today (1887) that America's most successful Groundhog day promotion began, when the citizens of Punxsutawney, Pennsylvania trekked out to Gobbler's Knob to observe whether their little animal did or didn't cast a shadow. Sunshine (and thus a shadow) today means six more weeks of winter, while a cloudy February-2 foretells an early spring. The Groundhog Day promoters claim Punxsutawney Phil's shadow forecast "has never been wrong," which sounds like groundhog hogwash to us skeptics. Today's also Candlemas Day, the midpoint of winter.

Farah Fawcett, whose income is estimated at close to three million a year, is 36 today. Musician Graham Nash is 41. Comedian Tommy Smothers is 46. Others born on the second have included the last bare-knuckle heavyweight boxing champ, John L. Sullivan (1858); writer James Joyce (1882); and jazz saxophonist Stan Getz (1927).

Uncle Sam's "User Fee On Income"

THURSDAY, FEBRUARY 3 — No one is sure what America's most-violated law is because there's no way of telling how many people *don't* get caught, but top candidates include the 55mph speed limit, the anti-marijuana statutes, and the law established exactly seventy years ago today, the Sixteenth Amendment authorizing a federal tax on incomes. Elise Watters, Director of Research for the Tax Federation in Washington DC, reports the average American now works two hours and forty-two minutes of every eight-hour day to pay his taxes.

Folk/pop star Melanie is 36 today. Pro footballer Bob Griese is 38, and pro football legend Fran Tarkenton is 43. Writer James Michener is 76. Others born on the 3rd have included America's first female doctor, Elizabeth Blackwell (1821); the real estate promoter who developed Coney Island amusement park, George Tilyou (1862), and artist Norman Rockwell (1894).

USO Observes 42nd Anniversary

FRIDAY, FEBRUARY 4 — This United Service Organization was formed on this date in 1941 to entertain and assist soldiers and their families. USO Information Director Phil Gaffin in Washington says the volunteer citizens group now staffs 170 offices worldwide.

Musician Alice Cooper is 35. Actress Cheryl Miller hits 40. Early movie star Ida Lupino is 64. The woman who became a symbol of the civil rights movement in 1955 by refusing to move to the back of a Montgomery, Alabama bus, Rosa Parks, is 70. Earlier February 4th babies have included aviation pioneer Charles Lindbergh (1902) and golf legend Byron Nelson (1912).

Tomorrow (2-5) Craig Morton will be 40, Roger Staubach will be 41, and homerun champ Hank Aaron will be 49.

Sunday (2-6) President Ronald Reagan will be 72. When he was born in Tampico, Illinois in 1911, cars didn't have starters, and supertanker "Titanic" was just being built, and America consisted of only 47 states.



JEFF GELB

Consultant Comparison: Rick Carroll And Lee Abrams

Every year around this time, over 50 AOR radio stations gather for meetings with the Burkhart/Abrams/Michaels/Douglas & Associates consulting group. At around the same time as this year's conclave took place, another AOR consultant received some very good news: Rick Carroll's flagship client station, KROQ-FM/Pasadena, scored Los Angeles's highest 12+ AOR figure in the fall ratings results. This week, I spoke with both Lee Abrams in Orlando, and Rick Carroll, from San Diego (where he was putting his KROQ-style modern rock format on the air at 91X). Their comments about AOR provided an intriguing look at our format from diverse ends of the musical and programming spectrum (which end up being a bit less diverse than you might expect).

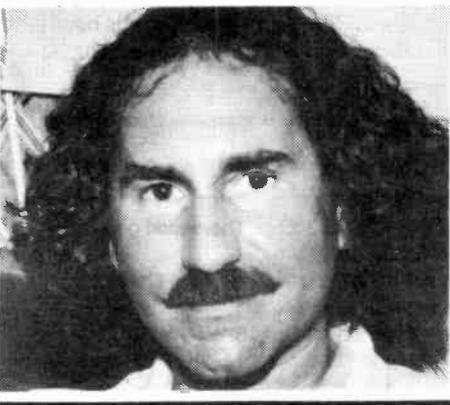
Rick Carroll

R&R: Congratulations on the L.A. numbers. What's the current extent of your involvement with KROQ?

RC: Freddie Snakeskin is the day-to-day PD there, responsible for the jock presentation, and for implementing my music lists. My input is in the music and overall sound of the station.

Freddie and the airstaff certainly deserve a mention for the significant role they have played in KROQ's success. They're all great at their jobs.

R&R: The last time we spoke, you mentioned that you thought the other L.A. AORs were making a mistake by adding KROQ music to their playlists. Since then you have packed with the Sandusky AORs to add your music to their playlists. What's the difference?



"I think I have raised the consciousness of the research-oriented PDs that there's a little more to radio than callouts."

— Rick Carroll

RC: It's all a matter of timing, plus picking the right cuts and playing them in the right rotations. It's a real sensitive area. You have to be incredibly careful in your mix of modern rock with mainstream AOR. At the Sanduskys, modern rock songs are first introduced on the air in their own sets. Later, if research shows that the mainstream audience likes the songs, they're integrated into the regular rock sets.

It's also important to weed through the traditional AOR library to make sure it's compatible with modern rock. Some mainstream AOR just won't work; the traditional Southern rock bands, for instance, or some of the heavy metal bands.

R&R: It's funny how the critically-acclaimed underdog can become the object of criticism when it becomes popular to the masses. For example, I've started to see articles in the local press that criticize KROQ for its high hits rotation. How do you respond to that?

RC: The critics who make statements like that are the "hipper than thou" music fanatics whose radio listening habits aren't the same as our average listeners'. These critics, so concerned with the art of the music we play, forget the science that makes radio successful: the importance of repetition, power categories, burnouts, etc. I can't let the hip people who listen to KROQ influence my determinations of rotations. It's really easy to get caught up in that "too hip" concept.

R&R: Is it still basically just a teen format?

RC: Not at all. We're finding a lot of strength 25-35. It skips 18-24 in some markets for now, but that's just temporary. Kids just getting turned on to radio for the first time, at about 10 years old, seem to gravitate straight to the KROQ-style of music. They'll grow up listening to a KROQ-style station instead of a mainstream AOR.

R&R: How are songs picked for your stations?

RC: It's basically gut feel, as opposed to research. I would add, however, that if a station wants to try and find some modern rock to add to a playlist, be in tune with the local college radio stations, and/or the outlets in college areas that sell music.

R&R: How do you judge the success of songs your stations play? Is it just sales?

RC: It's sales, but it's just as much using my Top 40 background for feeling when it's time to move a record around rotationally. Some KROQ songs are absolute sales stiffs, but they sound great on the radio, so I'll stick with them. Then too, a lot of the songs we play are imports; you can't do any kind of sales research on that. So it gets down to gut. A lot of PDs have the attitude of, "If the listener can't buy it, we won't play it." I say, if the listener can't buy it, he'll listen

Rick Carroll

● The 3 Rs: Right Timing, Right Cuts, Right Rotations

■ Growing Up With KROQ

▶ How To Pick Modern Rock Hits

Lee Abrams

● Why AOR Is In Trouble — And How To Get Out

■ History Repeats Itself

▶ Finding New Format Boundaries

longer to the station that's playing it.

R&R: Do you still program each of your markets song-by-song?

RC: I do that for 91X, KROQ, KMGN, and KYYX. We recommend cuts to the Sanduskys. About 15% of each preprogrammed market's playlist differs, allowing for the variances within that marketplace. The PDs and MDs at those stations help us determine local favorites.

R&R: You may be the only AOR consultant who programs his client stations track by track. Are the results worth the 30 hours a week it takes to do this?

RC: Absolutely. It gives the jock confidence that he'll be playing the very best music available, and frees him to work on what he's being paid for: his on-air personality. I'm sure some jocks feel that they could program the music just as well themselves, once they get the concept down. But they haven't taken into account (as I have when I program the music) things like cume, burnout factors, listening spans, etc. There's more to it than picking the right cuts, as the mediocre ratings showings of some of the other modern rock AORs point out.

R&R: How about some predictions of modern rock artists who you think will do well on AOR playlists this year?

RC: Felony is one, along with the Flirts and the Psychedelic Furs, for starters.

R&R: I don't think anyone would deny your influence on AOR radio in the past six months. What would you say your main contribution to this radio form has been?

RC: I think I have raised the consciousness of the research-oriented PDs that there's a little more to radio than callouts. Plus, KROQ's success has proved that there's no longer room for soundalike AORs in each market. They just melt down the core audience because of the repetition of the same new and old cuts. We feel there's room for a KROQ in every town.

R&R: What do you say to the stations that tell you that their towns are slower than L.A. in responding to modern rock?

RC: I tell them that's not true, because in all forms of radio, a hit's a hit. It's that simple.

Lee Abrams

R&R: Every year your meetings seem to center around one dominant theme. What's this year's?

LA: We feel that AOR is in very serious trouble. We have become our own worst enemy — I'm not worried as much about directly competitive stations as I am about new formats. When you see what stations like KROQ or even WQXI-FM have done, it appears that AOR is in the process of losing touch with its core. That's not surprising; first-generation AOR programmers are now in their 30s, so naturally they're not as in touch with younger listeners as they were in '69, when they were programming for their friends. Now, finally, some of those

great AOR standards seem to have burned out.

What we must strive for is a balance between the correct oldies and the best of the new. Some "dinosaur rock" still works, so we can't abolish it all. In terms of new music, in the last year we nearly missed Duran Duran, Missing Persons, Joe Jackson, Stray Cats, and others. The final indicator that we were off-target was looking at the top ten of national sales charts and seeing bands like the Clash, Men At Work, Stray Cats, and Joe Jackson. A year ago, when these were new records, we were unconvinced they would work for us. But they are undeniably happening, and it's time for us to reflect it.



"Stations that say they can't play a record that's number two in the nation and which has sold two million copies are simply being ignorant."

— Lee Abrams

As for oldies, whereas the Superstars stations have been doing 70% new to 30% old, I'm hoping to switch those percentages around, even perhaps to as much as 80% currents. We won't be turning into KROQ or WLIR, but there is a sensible mix we can achieve. In 1977, I felt no regrets about our stations being oldies-oriented, but the music has changed, and so must we.

R&R: Do you anticipate much resistance to such a dramatic switch in musical priorities?

LA: No, because in their hearts, I believe most of our programmers feel the same way we do: that it's time for such a change. The only hurdle they must get over is the feeling of "How can we drop 'Dream On'?" Well, it's time to.

It reminds me of a Top 40 station I was working at in 1969. I loved bands like Cream and Jimi Hendrix, but the PD said he'd never play those bands because they were "hippie rock." He'd say, "Over my dead body will that music ever get on my radio station." Well, we're seeing that same reaction among ourselves about the new music happening now. These programmers must understand that the old wave is going to be

Continued on Page 29

EVOLUTION

WRXL/Richmond PD Ilyse Gottlieb exits with no replacement set . . . Former WKLS/Atlanta PD Max Floyd joins the airstaff of KYYS/Kansas City. Also joining KYYS is Randy Raley from KPKE/Denver as MD. . . WDIZ/Orlando MD Mike Lyons exits with no replacement set . . . Kerri Wells moves up to evenings from part-time at KFMX/Lubbock . . . Debbi Calton is named 10pm-2am air personality at WMET/Chicago . . . Mike Evans joins KOME/San Jose for mornings from KMET and KROQ/Los Angeles . . . Benoit Dufresne is upped to MD at CHOM-FM/Montreal . . . J.C. Corcoran joins WGRQ/Buffalo from DC101/Washington as morning show co-host . . . KQRS/Minneapolis MD Joe Folger exits to KEGL/Dallas as MD/afternoon drive.



WQWQ HAS HEART — When Epic's Heart played Charleston, WDWQ was there to congratulate the band after the show. Pictured (l-r) behind the band's Nancy and Ann Wilson are WDWQ PD Russ Bradley, Promotion Director David Mars, and air personality Mike Justin.

Readers Please Note: You will be interested in also reading this week's column by Jhan Hiber, which examines some of the early AOR ratings returns for the fall 1982 Arbitron sweep. Jhan points to several areas in which AORs have experienced ratings troubles, and others where the outlook is quite good. For a complete look at AOR's fall 1982 ratings scoreboard, keep watching this column.

AOR Reporter Profile

WUWU/Buffalo
2442 Clinton St.
West Seneca, NY 14224
(716) 827-7000
GM: Bob Allen
PD: Jim Santella
MD: Gary Storm
Owners: Seven Star Stereo Prods.
Frequency: 107.7
Power: 35,000 watts

"WUWU's goals are small: world domination and the opportunity to expose as much music as we can. Locally owned and operated, we went on the air March 27, dedicated to the belief that the 'Superstars' philosophy is for dinosaur radio. We started off with six weeks of commercial-free music, and then aggressively attacked the Abrams-consulted station to get attention in the market. While we label them the 'diaper rock' or 'pimple rock' station, we commit ourselves to adult and young adult music listeners. Recently New York State raised its drinking age to 19, so WUWU raised its listening age from 17-18.

"We have a strong commitment to progressive music, modern rock, imports, and local acts. We judiciously play older rock, mixed with large doses of progressive and modern music. Our impact in the market has been proven in promotions at record stores that sell lots of albums being played only on WUWU. Our music is chosen by a four-person committee that fights, yells, screams, does research and uses statistics, as well as using our gut feelings. Our station is not for listeners who have a limited musical vocabulary. But if you spend an hour with us, you get not only what you want, but what you need."

— PD Jim Santella
(WUWU is a new AOR reporting station.)

Lee Abrams

Continued from page 28

wiped out, just like Tommy James and Paul Revere & The Raiders were wiped out in 1969 the second people started hearing Led Zeppelin, Pink Floyd, and Yes. Of course, certain groups will live through this "purge": the Led Zeppelins, Pink Floyds, Asias. But the Cheap Tricks, Aerosmiths, and Hearts — unless they go through a major musical renaissance, they are the sound of yesterday.

A fault with some callout music research systems is that you can get a positive general response to a song like "Layla," but those same people no longer want to hear that record on the radio.

It marks the return of "ears" to this format. Now, more than ever, our emphasis on a balance between science and emotion seems appropriate.

R&R: What will be your format boundaries?

► **LA:** Melody is critical. And I'd be suspicious of any music with no AOR roots:

I love new groups that have the basic AOR configuration: guitar, keyboards, real drums. There's a whole new "white disco" movement happening, and I'm not convinced that's for us. We'll get input from client stations like WLIR/Long Island and WBRU/Providence, whose programmers live and breathe this music. They can hear a hype a mile away.

R&R: Where does this emphasis on new music and modern rock leave AOR's staple heavy metal acts when they release new albums?

LA: Let me use Aerosmith as an example. The band developed an enormous following for several years, but in time, listeners moved on to other bands and sounds. Meanwhile, the new generation of listeners wanted to hear a different band. In Aerosmith's example, that band may have been Van Halen in 1979. We'll still play bands like these, but the key will be their compatibility to other listener psychographics, and they'll be heavily dayparted.



STEEL BREEZES THROUGH NORFOLK — RCA's Steel Breeze were recent headliners at a WNOR/Norfolk listener concert. Pictured after the show (front, l-r) are WNOR's Henry DelToro, band's Vinnie Pantaleoni, Barry Lowenthal and Ken Goorabian; (back, l-r) band's Ric Jacobs, station's Carol Taylor and Les Wooten, band's Waylin Carpenter, WNOR PD Ron Reger, band's Rod Toner.

UPDATE

Look out for impostors! KBCO/Boulder air personality Jesse Summers was approached by a man claiming to be the drummer of Men At Work. Summers informally checked the fellow's identity, and convinced he was who he said he was, interviewed him on the air. It was later discovered the man was an impostor who had also approached several other AORs for interviews. As of presstime, he had not been apprehended . . . KMEL/San Francisco announced it will no longer track albums in their entirety, forcing the cancellation of the popular "Fresh Kamel Tracks" show. Also in support of the record industry, KMEL is offering special advertising incentives to labels who have reduced the retail price of new albums . . . When WQFM/Milwaukee decided to do a hometown talent album, it made the promotion something special. Aside from producing what may be the first double local talent LP (with the first batch pressed on colored vinyl), the station convinced Elektra records to release nationwide a single from the set. Plus, included in each album sold is a ticket for free admission to a weekend-long outdoor concert featuring all 20 of the records' acts . . . Hap-

py first AOR anniversary to KRQR/San Francisco, celebrating with a month of on-air promotions and a special birthday party for the industry and selected listeners . . . KSJO/San Jose finally awarded a \$5000 prize to the listener who first contacted the station when he heard only four songs in a row. The station started its "Five in a Row or \$5000" music guarantee last October . . . KAOI/Maui played an integral part in raising over \$7000 to aid disaster victims of Hurricane Iwa on the island of Kauai. The station aired live a 10-hour long music festival of islands favorites and took listener pledges in return for airplay of requests . . . KROQ/Pasadena morning show co-host Richard Blade is one of the hosts of a new, nationally-syndicated modern rock TV dance show called "MV3" . . . Congratulations to WKLS/Atlanta morning man Mark McCain and his wife Vicky on the birth of son Grant . . . WRIF/Detroit held a special promotion with Shell Oil that pushed back gasoline prices at five area gas stations to 50 cents per gallon. The special price was good for WRIF "Gold Card" holders who visited the stations for three hours on a recent Saturday morning; thousands of gallons were pumped at the reduced price.

R&R: How will you respond to those clients who say their markets are slower than L.A. or New York, and aren't ready for so much new music?

LA: In 99.9% of the markets throughout America in 1983, everything is the same: the same cable channels, networks, and products. There is no difference. Stations that say they can't play a record that's number two in the nation and which has sold two million copies are simply being ignorant.

R&R: Everyone knows you're putting a lot of energy into the "Superstars Two" format at KFOG/San Francisco. How do you feel about its Arbitron ratings (1.1 12+)?

LA: I think it's a great radio station but it'll take a long time to happen for two reasons: first, it's deliberately low-key. Secondly, we're trying to get lost listeners back into radio, and that takes awhile. These people are burned out on tricks: commercial-free, special shows, big prizes; they don't believe in those gimmicks anymore. I'd much rather be like WYNY/New York, which took three years to build a loyal audience, but now they have a five share in New York. KFOG's owners understand this, and are behind us 100%.

R&R: What do you see ahead for your new clients, WNEW-FM/New York and KMET/Los Angeles?

LA: The challenge at WNEW-FM is to maintain its unique progressive character while modernizing it. If you're a 31-year-old lawyer who grew up listening to Cream and Springsteen but also like the Psychedelic Furs, WNEW-FM will be your radio station. Part of the magic of WNEW-FM will be what you don't hear, like "corporate rock." KMET, on the other hand, I see as a really state-of-the-art 1983 rock and roll radio station. That means less Ted Nugent, more Asia.

R&R: It sounds like an exciting year ahead for you, and for AOR radio. How does the future look to you?

LA: I think the future will bring AOR fragmentation, not duplication. You won't see three stations in the same market playing the same records. You'll see one playing Yaz and doing very well, another playing Loverboy and doing very well, and a third playing Tangerine Dream right into Crosby, Stills & Nash and doing very well.

COMING NEXT WEEK: It's not often a brand-new AOR station debuts as the #1 station in its market 12+. It's especially noteworthy when that 12+ figure is a staggering 19.1! That's just what happened in Anchorage at KWHL. Next week, PD Randy Robbins tells how the station achieved these numbers.

CONCERTS & CONVERSATIONS

BROADCASTS: George Thorogood on WDHA/North Jersey.

CONVERSATIONS: Firesign Theatre on KNAC/Long Beach . . . Pete Townshend on WCPZ/Sandusky, WAAF/Worcester . . . Triumph on WIOT/Toledo . . . Steel Breeze on KRKN/Anchorage . . . Kiss, Aerosmith, Pat Benatar on WXLC/St. Albans . . . Night Ranger on WKQQ/Lexington . . . Stix Hooper on KTIM/San Rafael . . . Greg Kihn, English Beat on CITI-FM/Winnipeg . . . Saga on WDFE/Pittsburgh . . . Dexys Midnight Runners, Public Image on WLIR/Long Island . . . Roger McGuinn on KVRE/Santa Rosa.

The Music Section

EXPANDED & UP TO DATE

AOR's Most Accurate
Music InformationStations Listings . . . See Page 67
Hot Tracks & 25+ Chart . . . See Page 82

Adult / Contemporary



JEFF GREEN

WHAT'S THE PROPER NUMBER?

Principles Of Power Rotation

CHR programmers seem to agree that songs in a faster or "power" rotation can determine a station's rating success to a significant degree. In general, at CHR stations, the seven to nine hottest songs rotate approximately every two to four hours. These figures vary somewhat from station to station, but there is a great deal of consistency.

With A/C programming, however, there's no consistency at all. There are winning A/C stations that play anywhere from four to more than 20 songs in power rotation. Some leading A/Cs don't even use a power rotation — every current rotates equally. There is also debate among programmers that do use a power rotation about how much impact it really has.

To get a closer look at the power rotation's variegated nature with A/C radio, four programmers — two from full-service and two from "full music" A/C stations — discuss their applications of its principles and values.

Walt Williams/PD, WSB/Atlanta Power rotation: 20 songs

"With a full-service station like WSB, music is not the primary emphasis. The power records are very important, but no more than our news or personalities. While we want our music to be absolutely as good as possible, we also like a wide variety. That's why we don't isolate five or six songs. Our rotations run longer than the average and we try to keep in mind the broad range of our audience.



Walt Williams

"Determining the powers is very difficult for a station whose audience is based in upper demographics. It's hard to get response. We study the charts, local sales, requests, and most importantly, the sound to see if it fits our overall sound. As a station with a relatively low turnover, we change our powers a little more frequently. Gut feel plays a large part in these decisions.

"We like to run an oldie followed by a power record coming out of the news. Overall, however, with WSB's emphasis on non-musical elements, we can't put total concentration on exactly positioning the powers in the hour. Our rule of thumb is a good, strong record at the best possible opportunity."

Joe Zerhusen/MD, WRRM/Cincinnati Power Rotation: 5 songs

"Our power rotation is reserved for only the very best songs. If we played more than five, we sometimes would be exposing certain records more frequently than necessary, or more often than they should be exposed. Because there are always at least five songs strong enough to deserve power rotation, we're able to avoid compromising just to fill a slot.



Joe Zerhusen

"Still, I don't really know that the powers themselves have that much more bearing on our success than the overall playlist. Sure, those five songs are significant, as far as currents are concerned. Further, I believe the entire new music playlist also weighs more than any five individual records.

"There are no set rules regarding what goes into power rotation, but the primary concern is that each record's image matches the station's. The artist name is also a factor. So is the reaction we get to airplay. We don't have specific minutes in the hour when power records will come up; rather, we set up points within a set.

"Ninety percent of the time, we won't wait for a record to start burning before it's pulled from powers. The idea is to push the song to the limit without taking it too far. We'll slow down hits early and even keep some songs off power rotation altogether just so they will last longer. For example, if we had put Charlene & Stevie Wonder's "Used To Be" into powers, it would have been dead after three weeks. We always try to get the most life out of a record on its way down, as well as on the way up."

Rick Alloway/OM, KFOR/Lincoln Power Rotation: 23 songs

"Part of the reason we play so many powers is because music is not a dominant feature on KFOR. Because we stress news and information, our listeners indicate the high repetition of either currents or oldies is an irritant. Also, with our broad demographic range, there is a big demand for variety. Even with a large list of songs, the power rotation is still important for appealing to those under 40, who are the ones most interested in and attentive to new music.

"The notion that there aren't 23 genuine hits out at any one time doesn't really apply in Lincoln. Our audience doesn't appear to be 'hit-oriented.' They're after a sound to enjoy, more than a specific title or group. This permits us a lot more leeway in selecting music. We're not a big pioneer in breaking new music, but we've done our share of it.

"The placement of the power records is not as critical as the mix between the currents, oldies, and recurrences. What goes into the power rotation is dictated by the wide spectrum of listeners to which KFOR programs. We try to find the most palatable music to the most listeners.

"For this market, I think it'd be a mistake for a full-service station to concentrate on just a few power records. However, that's my view for Lincoln, Nebraska only. The correct move in another market might be very different."



Rick Alloway

Station Profile



KQDI/Great Falls
1026 Central Ave., P.O. Box 6760
Great Falls, MT 59406
(406) 751-2800
Owner: Sun River Broadcasting
Rep: Pro Radio

GM: Wayne Lockhart
PD: Paul Wescott
MD: Rick Alden
1450 kHz
1 kw days/250 watts
nights

"KQDI is many things to the people of Great Falls, but most importantly, we are involved! KQDI is closely involved with charity organizations, such as Easter Seals, the Montana Special Olympics, and the Salvation Army, to name a few.

"For the third year in a row, KQDI successfully gave a helping hand to the needy people of our community during Thanksgiving and Christmas. With the KQDI 'Holiday Food Drive,' we ask for names of needy families who are having a tough time making ends meet, and for those who just can't afford a holiday dinner. We solicit food and money contributions, and help deliver it. Needless to say, with the present state of the economy, our food drive has grown tremendously.

"Formatically, KQDI is heavy on personality. Our morning show is a Great Falls tradition, scoring a 25.1 share in the spring '82 Arbitron.

"KQDI is a radio innovator and usually is the first to try something new. Years ago, KQDI was the first station in this market to offer 24-hour programming, and today continues to lead the way."

— Paul Wescott

Tom Daren, OM and Mike Harvey, President/GM, 3WS/Pittsburgh 16 currents rotating equally

"Why no power rotation? By the time we add a record, we're certain it's already totally familiar in the market. It's also demonstrated its appeal nationally on both A/C and CHR charts. The advantage of having a single group of proven, established hits that rotate equally may be that there's less likelihood of putting in a weaker record just for the sake of filling a hole. It avoids risk. We never have to worry about whether to play one song more than another. Hopefully, with a list as short as ours, all of our currents are being received on an equally positive basis by the listener. One of the most important things we're working on now in our music research is



Tom Daren

learning not when to add a record to our list, but when to get off it.

"Pittsburgh is a killer oldies town, and therefore I'd have to say our currents are not as important as the oldie mix. For the same reason, the placement of these currents during the hour is also not terribly scientific.

"The old adage that 'It's not what you don't play that kills you, it's what you do play' is doubly true when you're talking about power rotations. In this format, there is no such thing as a record you must play. It doesn't exist. Ever. Consequently, you've got to be absolutely certain of what you're doing when you put a song into a power rotation, because it has every chance of driving people away and no chance of attracting listeners. Even with a blockbuster like Lionel Richie's 'Truly,' chances are that if you never played it, the majority of your audience never noticed it."



Mike Harvey

Progress

Personnel

Fred "Chip" Robinson joins the news team at WDBO/Orlando... WTRX/Filint welcomes John Darian and Jay Heathman as news staffers... Michael Sutherland is the new Production Director at KRYS & K99/Corpus Christi... Former WROK/Rockford staffer Tim Larson is now mid-day man/Promotion Director at WKAZ/Charleston, WV... Joanne Salvato is the new Promotion Coordinator at WGBB/Long Island, while Juliet Papa is named Assistant News Director... Congratulations to SM95/Nashville's Iris Wray and husband James, who have a new baby girl Crystal Denise. Also best wishes to KPLZ/Seattle Promotion Director Ellie Knudsen and husband Bill (who's crosstown KSEA's GM) with their new baby boy Matthew Alexander!

Air Personalities

At KFMK/Houston, Steve Gallagher joins for middays, while new late evening talent is Wendell Houston, formerly of sister station KOPA/Phoenix... Mark Ward leaves Magic 108/St. Louis, to do overnights at crosstown KYKY... Kelly McCoy rejoins WZUU/Milwaukee as 10pm-2am jock from WMJC/Detroit... Celeste Friedman is promoted from weekends to all nights at 610TVN/Columbus... WKAZ/Charleston welcomes Mike Birch to evenings from WVSR across town... Pete "The Flying Dutchman" Barry is now morning host at KKAZ/Cheyenne... Steve Table leaves WRAN/Randolph, NJ for middays at WCHV/Charlottes-

ville... Gary Nolan, former WFTQ/Worcester MD, is new morning man at WGBB/Long Island... WIBC/Indianapolis names former WKMI/Kalamazoo PD Don Riley to overnights... Susan Lothrop joins WLAM/Lewis-ton, ME for overnights, from WOXO/Norway, ME... The new evening man at WORG/Orange-burg, SC is Don Vandervort from WCKN/Anderson... New at WQUE/New Orleans are evening man Ron Chatman (Y104/Hattiesburg) and overnight talent Dave Durrence (Z-102/Savannah)... In Savannah, Sharon O'Day jumps from WAEV weekends to evenings at WWSA... Former WHB/Kansas City staffer Wes Cunningham joins competitor KMBZ for evenings... New KOST/Los Angeles lineup: 6-10am David K. Jones (WCFL/Chicago); 10am-3pm Mike Sakellarides (KZLA/L.A.); 3-6pm Jhani Kaye (KFIL/L.A.), 6-10pm Jan Marie (KRTH/L.A.); 10pm-2am Bryan Simmons (KXOA/Sacramento); 2-6am Chris Roberts (KFI/L.A.); weekends John Thomas (DC101/Washington) and Ted Ziegenbusch (KMGG/L.A.).

The Music Section

A/C'S Most Accurate
Music Information
Adds & Hots... See page 66
New & Active... See Page 81



Artist Separation Becomes Pressing Problem

You've no doubt noticed that in recent weeks there has been a proliferation of duet records released, all seemingly by the same three or four artists. Combine this with current singles out by these same artists, not to mention the number of times one of their recurrences or oldies comes up in rotation, and you've got a definite problem keeping these artists separated on the air.

Jeff Goodridge, PD at WNYR/Rochester, was the first to bring this duet duel to my attention with his letter (reprinted below) outlining the problem that has developed at his station and some possible solutions. Since most Country stations seem to be faced with the same dilemma, owing to the "superstar" quality of the artists in question, I decided to talk with several other programmers who offered their own methods of dealing with the artist separation problem. Thanks to Jeff, KRMD/Shreveport OM Tom Phifer, KWMT/Ft. Dodge PD Dale Eichor, and KGEM & KJOT/Boise PD Chris Adams for sharing their thoughts.



Jeff Goodridge

more timely and a song that probably will have a longer life expectancy on our chart. I also wanted to add the new George Jones and finally add Willie Nelson's solo "Last Thing."

Unfortunately, the solutions I present will not solve the real problem. There is a need for better control on product being released — control like radio programmers use to control the product we air. The superstars are definitely the mainstay of our format — but can we afford overkill?

By the way, this problem has not just materialized; it has been getting progressively worse for many weeks. If a solution is not found soon, I'm afraid it will only hurt the record companies, the artists they represent and the people I'm most concerned about — our listeners. Certainly, the protection of these interests is a "Reason To Quit."

Jeff Goodridge
Program Director/WNYR

Tom Phifer

"We're on the Merle & Willie duet but we're not playing either of their singles, which is one way to avoid the problem. For instance, when Dolly & Willie's record started moving, Dolly's other record was just about in its death throes, so I got rid of it immediately.

"I think the duet things are driving themselves into the ground and not necessarily ones with superstar artists. Take, for instance, the Sheppard & Brooks duet which was released before T.G.'s record had peaked. I have added the new Karen Brooks record, but it's on nightplay only; and I do that to separate the two. However, this duet thing is either going to keep a record from peaking out as fast as it possibly could or it's going to hurt the new record which is trying to get started.

"Our music is pretty well regulated so we don't wind up sounding like an all-Willie or all-Merle station. You're going to get a three-to-five hour span in between each artist. We also make sure that these records never get in the same rotation together. Maybe it deserves to be in there, but we just don't let it happen because we don't want the repetition. Again, it'll end up hurting the record because it will not get enough airplay to keep those sales going.

"For a while it looked as if Willie was recording to help sagging careers, but now he's recording with anybody; and I don't understand why. In his case he ends up hurting his own singles because right now I've got two Willie records on; and if he releases another single, they're going to have to wait before I'll add it.

"Actually, I run into more of a problem with so many groups and trying to separate them. It sounds ridiculous playing groups back-to-back, especially if we're playing two or three records in a row. At least with the duets, if I don't feel like playing them, I just don't play them. The only good thing about it is that it's made my disc jockeys think a little more. Now they have to be careful of the way they play these records."



Tom Phifer

Station Profile



PO BOX 1060
Hibbing, MN 55746
(218) 262-3535
1060 kHz
50,000 watts

Owner/GM: Jerry J. Collins
PD: Bob Meyer
MD: Warren Johnson
93.9 mHz Stereo
Simulcast 100,000 watts ERP

WKKQ, which covers the Duluth market handily with its high-powered AM-FM simulcast broadcast, has been pumping out Contemporary Country since its inception in 1975. MD Warren Johnson explains the stations' unique musical approach and the grading system a record has to go through to be put in a regular rotation.

"Our morning man Bill Miller, our GM Jerry Collins, and myself listen to everything that comes in and rate each one based on commercial sound, what we think will sell, and what chart position we feel the record will eventually achieve. A record has to get a minimum grade of 81 in order to get on, and the higher the grade, the higher the rotation. However, a record does not have to be a hit artist to be played. For instance, right now we're playing a new record by Snuff, "Heaven In Your Eyes," which will probably not be super-successful commercially, but we think it blends in well with our station sound and has a very good commercial sound.

"About 50% of everything we play is crossover material, and we take it even one step further by adding acts like Air Supply and Karla Bonoff. We don't play LP cuts on a regular basis; although if something really grabs us, we'll put it on. We play three recurrences an hour plus two an hour out of a category we call super-recurrents, which were monster hits and had been on the charts for weeks. Besides our regular Country oldies, we also make use of solid gold 45s from the '50s, '60s, and '70s, which we play once per hour. These are tunes by Elvis, Gary Puckett, etc. that a lot of today's mainstream Country



THE "Q" CREW — (l-r) former newsman Bruce Erjavec, morning man Bill Miller, early evening jock/MD John Warren (Warren Johnson), all-nighter Betsy Dietz, former weekend personality Jim Borrett, afternoon man Bill Betz, and PD Bob Meyer.

audience was listening to back then. We get a lot of phone response on this aspect of our programming and feel that it's one of the factors which keeps the station #1 in the ratings.

"We have a few big contests every year and a bumper sticker promotion which runs in the summer and is very successful for us, and then we sprinkle in smaller giveaways throughout the year. Basically what we try for is consistency, trying to be very contemporary without offending the older country listener. Personality is very important here and is really what has won the listeners over. The one thing that we do have to watch is not to alienate anyone since our coverage area is so large."

Dale Eichor

"I think this is definitely a problem and a timely one at that. We've had Merle & George and now we've got Merle & Willie. We had Merle by himself, which is now a recurrent for us, but now there's a new George Jones single and a Willie Nelson single, plus the Dolly & Willie duet!

"Keeping them separate is driving me crazy because I don't really have a fool-proof system. What I've done is try and hold off putting them on for a while. For instance, I just got the new Karen Brooks single in. Now she's not Willie or Merle, so there's no way I'm going to play that record until the duet is over with. That's what I've done a lot in the past. We don't get many listener complaints, but when we do get one about our music, it seems like it's always about too much repetition.

"A lot of times the label kills the record just by being greedy and saturating the market. When they've got two solo records out and then they bring out a duet, it's got to hurt, at least the exposure of the one you were already playing. You get the feeling that they must think that one is about over or else why would they ship a new one?"

"This thing goes back to the Conway Twitty and Loretta Lynn days when we'd get a single from Conway, a single from Loretta, which were both doing great, and then they'd ship a duet. I used to complain about it loudly to MCA then, to no avail of course. It's kind of a vicious cycle because we're mostly talking superstars. I don't know what the answer is, but I don't like it, so I just drag my feet as much as possible and try to pick the strongest ones because there's no way I can play them all."



Dale Eichor

Chris Adams

"As far as programming flow is concerned, we take great pains to separate artists. We've got a minimum of a 90-minute turnaround on an artist anyway, and we find that, depending on the artist, we can separate them going by our normal standards of 90 minutes to two hours. However, as far as our listening patterns are concerned we can turn an entire audience around in 45 minutes, so we can get by playing a Willie Nelson tune every 50 minutes or so.

"I think from an artist's standpoint, they certainly must be hurting themselves. What's happening is that these artists are calling in a lot of favors with someone who's more well-known than they are. That's happened with Willie, as in the case of that Webb Pierce album that was released which was just trash! I think Willie's definitely saturating the market a little bit.

"What we have to do is be very careful of how we program the cuts. A lot of times we'll put a record in a limited rotation until another record by the same artist comes out of a power rotation, say, and we can move it up. As far as recurrences and oldies



Chris Adams

Continue on Page 32

The Music Section

Country's Most Accurate Music Information

Adds & Hits . . . See Page 65
New & Active . . . See Page 80

Nashville This Week



SHARON ALLEN

Parton Plagued By Threats

On January 15, Dolly Parton learned she might be the intended victim of a death threat. At about 7pm, when she was preparing to go on stage at the Rivermont Executive Inn in Owensboro, KY, local police received a call from a female who said she knew a man who "hated the ground that Dolly Parton walked on," and was going to do the star bodily harm. The woman would not identify herself but she said, "He has talked about this and he's not where he's supposed to be." Acting on the advice of the police department, Dolly cancelled that evening's performance. Police escorted her to the Tennessee border and gave her about 30 minutes lead time before they announced the cancellation. This incident, in addition to recent threats in two other cities, prompted her management firm to hire a Los Angeles detective agency specializing in investigating threats on the lives of celebrities.

She is also being advised by Gavin DeBecker, a leading adviser to public figures on life and safety from the Department of Justice. DeBecker advised Parton to cancel public appearances she had scheduled for January 20, 21, and 22 in Louisiana and Texas while the investigation is in progress. Security was tightened at Dolly's Brentwood home as well. The iron gate leading to her property is monitored by closed-circuit television, and security officers are stationed on the grounds.

Jerry Reed just barely survived death by carbon monoxide poisoning during a break in the filming of "The Survivors." He collapsed as he opened the door of the motor home where he had been waiting during a break in shooting. A driver outside the unit saw him and called for the staff nurse. Jerry was rushed to Dartmouth University Hospital in Hanover, NH.

A Conlee Chat: You just can't keep John Conlee away from the microphone these days. Here he's pictured during a recent appearance on WSM's "Music Country Network," where he discussed with host Chuck Morgan's listeners the problems of traveling on the road, how he chooses his material, and his anticipation over the arrival of his wife Gale's first child in June.



John Conlee

REMINDER: If you are planning to take advantage of the reduced registration rate for the Country Radio Seminar, your registration form must be postmarked no later than January 31.

BITS & PIECES: Tammy Wynette and Ray Stevens will cohost the third annual Music City News "Top Country Hits of the Year" award show January 24 at 8pm. The show will air from the Tennessee Performing Arts Center in Nashville... Another rocker goin' country! David Clayton Thomas, former lead singer with the group Blood,

Sweat & Tears, recorded country tracks this week at Sound Emporium Studio C for Epic Records... David Frizzell and Shelly West are developing solo careers. Shelly took the first step this week with the release of her first single and the rehearsing of her new band. Last year David released "I'm Gonna Hire A Wino To Decorate Our Home." Now it's Shelly's turn. "Jose Cuervo" shipped to radio last week... Roy Clark will perform free of charge at the KYNN listener appreciation show on February 6 at the Omaha, NE Civic Auditorium... MCA Records just signed former pop singer Sam Neeley. You remember "Loving You Just Crossed My Mind," "I Fought The Law," "Rosalie," and "Sail Away." He will be working with producer Ron Charney... Atlantic America recording artist Sissy Spacek went back into the studio to finish her "Slightly Rumpled" LP with producer Rodney Crowell this week. The album is scheduled for release the first week in March... Rodney is also producing his cousin Larry Willoughby's sessions for Atlantic America Records... Producer Bob Montgomery and Nashville musician Ron Oates formed State Of The Art, Inc., a company whose services will include the leasing out of equipment to various production companies and record labels. For more information regarding the venture, call Tanya at Al Mifflin's office (615) 327-1465... Rumor has it that Mel Tillis is trying to purchase one of Nashville's major publishing companies... T.G. Sheppard is sponsoring a new Corvette in the 24-hour "Pepsi Challenge GT Race" held at the Daytona Speedway February 6 & 7. The car will be driven by the co-owner of the Nashville Raceway, Gary Baker; and Sterlin Marlin, a three-time stockcar champ at the Nashville Raceway... When Soundwaves recording artist Gary Goodnight went deep-sea fishing off the Florida Coast recently, he caught more than he bargained for. Coast Guard official asked Gary and his team to assist them in collecting several bales of marijuana which had been dumped into the sea by smugglers. Mission accomplished, Gary and his friends went on to enjoy their fishing expedition.

Artist Separation Becomes Pressing Problem

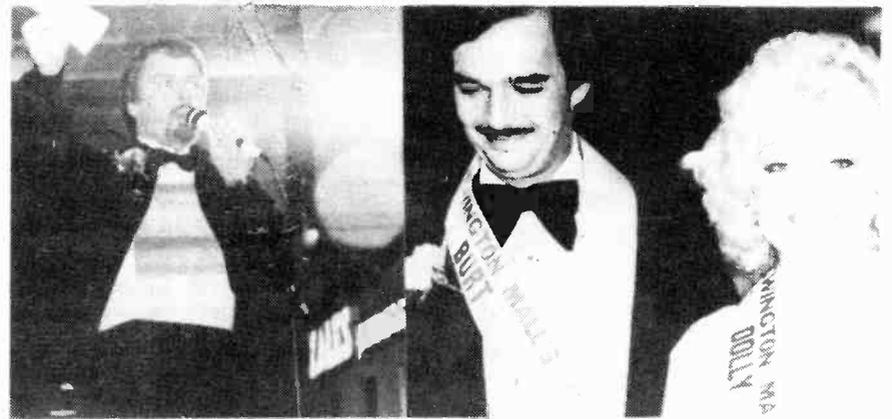
Continued from Page 31

go, sometimes you have to pull something out, let it cool off for a while, and then put it back in when that artist doesn't have two or three current records out. It's just a matter of watching what your music is doing. It takes a bit of juggling, but it's the same old biz as it always has been.

"I've recently noticed that some of the record companies are advising us in advance of their new releases. I like that because if I know where they're coming from and what their priorities are, it helps me to look for those things and then decide what I should do with them for our market. A lot of our research comes from record people,

believe it or not, because we'll get so many independents calling on the same record that I can check the information back and forth, and that helps us tremendously.

"I speak kind of idealistically, but our main goal is to give our audience the best possible blend of country music we can and still not inundate them with 87 Willies and 337 Merles. However, it becomes difficult to do because you know that these tunes are selling well almost anyplace that they are played. So now we've got to put on another hat too. Not only are we trying to play the right music, we're now trying to play the music at the right time, and it's just that much more added work for the programmer or music director."



BEST LITTLE LOOKALIKES IN DOVER: As a tie-in to the movie "Best Little Whorehouse in Texas," WOKQ/Dover, NH sponsored a Burt and Dolly lookalike contest at a local shopping center, which attracted over 5000 fans. Pictured at left is station PD "Cousin" Bob Walker announcing the winners' names, each of whom won \$300 plus the movie soundtrack, and right photo shows winners Michael Terriault and Betty Davis (she not only looks like a star but sounds like one!).



KNOE'S REDNECK GIRL: Recently KNOE-AM/Monroe, LA, in conjunction with the Bellamy Brothers, the Western Store, and Ryan Chevrolet, gave two listeners a complete "Redneck Girl" outfit, including a special Bellamy Brothers belt and buckle, and a \$250 western outfit. Pictured in their new duds are winners Cindy Brown and Jo Fontana with KNOE Promotion Director Mark Rainwater.



A REAL TURKEY PROMOTION: WADC & WIBZ/Parkersburg, WV recently held the First Annual "Gobbler Gallop" for local turkey enthusiasts. Entries were hot and heavy since first prize was a simulated diamond-studded turkey choker... any bird's dream. Pictured giving chase to one entrant who decided choker was not his favorite word are WADC's Susan Tyler (left) and WIBZ's Bob Gitlin, cohosts of the illustrious affair.



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NEW LOOKS...FROM AN OLD FRIEND

B.J. Thomas has been making and selling contemporary music for years. From country to pop, to gospel, B.J. always has had the golden touch. With six, *million* selling singles and over 40 million domestic units to his credit, B.J. Thomas returns to the limelight with his first Columbia/Cleveland International single

"Whatever Happened To Old Fashioned Love". It's a new look, from an old friend.

WATCH FOR B.J.'s SOON TO BE RELEASED ALBUM "NEW LOOKS" FC 38561

Produced by PETE DRAKE



ON COLUMBIA/
CLEVELAND INTERNATIONAL
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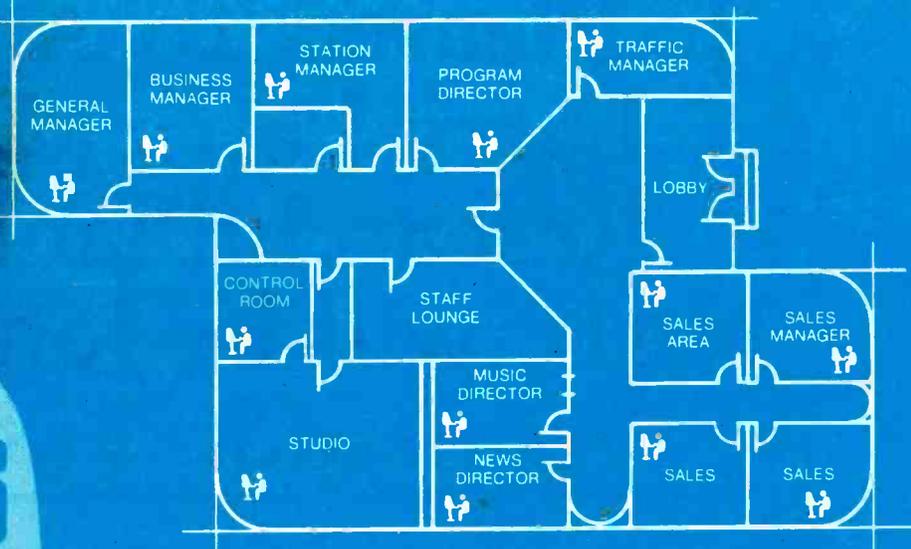
LISA BLINZLER, DIRECTOR OF CLIENT SERVICE



RADIO & RECORDS

COMPUTERS AND SALES

RAB MANAGING SALES CONFERENCE SPECIAL SUPPLEMENT



SALES '83 BLUEPRINT:

A Guidebook Of Computer Sales Functions 37

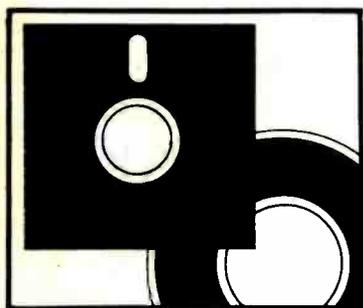
Specifics on what computers can do to save your sales team time and effort.

Survey Foreshadows Radio Computer Boom 46

An exclusive R&R survey of more than 250 stations' opinions on computer usage.

Parlez-Vous Computerese? A Glossary 47

A quick, but comprehensive guide to the computer terminology you need to know.



Micro Vs. Mini: Which Is For You? 48

The differences are considerable and worth considering in this R&R comparison.

Directory 50

An up-to-date guide to minicomputer and on-line suppliers of software and hardware.

One of the hottest topics to be discussed at the 1983 RAB Managing Sales Conference will be the use of the computer, just named Time's "Man of the Year," in radio sales management. Continuing in the tradition of last year's R&R Sales Blueprint, we present for your consideration and discussion the most up-to-date information and thinking regarding how computers can be integrated into your sales department.

R&R Washington Editor Brad Woodward and Editorial Assistant Lisa Spiwak talked to dozens of broadcasters and computer firms looking for trends and helpful information to pass along. R&R spearheaded an industry survey to get a fix on the degree to which computers are already in use and to what extent radio executives have future computer plans.

Although a few sales departments are now getting their own microcomputers, the fact is that sales and business functions are completely intertwined at most stations. So, while focusing on sales management uses of computers, we've also examined some of the key issues broadcasters face when buying a computer for any purpose — questions like designing your own programs, choosing between micro and minicomputers, and the up and down sides of floppy and hard disks, either of which may suit your needs.

We found a broad consensus among broadcasters and computer people that in 1983 there is no reason to spend several thousand dollars and several hundred hours designing your own system. It seems to make far more sense to spend your time studying the dozens of software and hardware packages available and then decide which one is best for your station's current and future needs.

We explore some of the dozens of things computers can do to assist radio sales departments. In many cases we include examples of actual printouts to show you exactly what various systems can do. And we've put together perhaps the most comprehensive directory ever assembled of software and hardware vendors with products designed specifically for the radio industry.

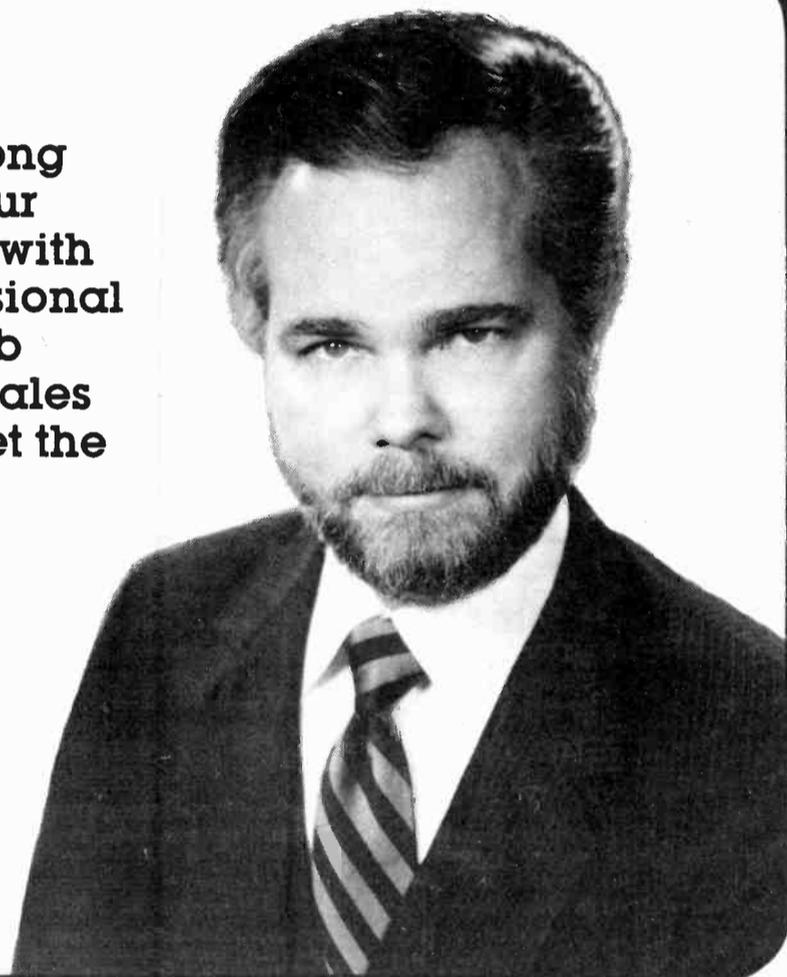
Finally, we would be remiss if we did not state that, philosophically, we continue to believe that the salesperson is still the most important element in a sale. The process of selling is overcoming objections. Computers can't do that. Only skilled account executives can. So we haven't tried to show that computers can be used to "automate" the selling process. Our emphasis is on demonstrating that computers are invaluable tools — but only in the hands of talented salespeople who possess an understanding of both the principles of selling and the technology of the 1980s.

Jonathan Hall, Supplement Editor

Terry Wood deserves the best... and got it!

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Terry Wood
Vice President and
General Manager
WRVR
Memphis, Tennessee



In today's competition, every station manager must look for new ways to build audience and sales, to seize every advantage and expect the most from the people who serve you. Torbet Radio

understands and shares this belief and is committed to increasing your national sales through superior sales data, stronger sales techniques and motivated people.

We do more because you deserve more.



Torbet Radio

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

A Guidebook OF COMPUTER SALES FUNCTIONS

There are dozens of things computers can do to aid a radio station sales department. Of course, functions vary widely according to what system or software package you're using, and new uses are being developed constantly. Lee Factor, VP/Marketing Services for Station Business Systems, which serves over 200 radio stations, says, "I think probably that we're going to see in the future is what is happening in other industries — the computer is essentially going to be a complete information system for the station."

Sales and business functions can no longer be separated, he notes. He foresees the day arriving shortly, for instance, when a salesperson will develop a proposal on computer, incorporating ratings analysis, get client approval, and then "take that proposal and just

"Certainly within the next two or three years any radio station that doesn't have a computer is literally trying to run its business with one hand tied behind its back."

—Lee Factor
Station Business Systems

transfer it directly into the traffic system and generate an order from it. Why do the paperwork twice?"

This section offers descriptions of sales functions already available on the market in most radio station computer systems. Many are accompanied by examples of actual printouts. We've also included comments from broadcasters using these functions, as well as observations from some of those who market various systems.

Order Confirmations

This function enables stations to provide advertisers and agencies with written confirmation of their orders, as well as an advance look at how the computer has scheduled spots.

"When an order's turned in, it's entered in the computer," says Dean Spencer, VP/GM at WBIW & WBIF/Bedford, IN. "We can print out a copy of the client's tentative schedule so he can see in advance the approximate times his spots will run. We can verify with him that that's indeed what he wanted to do. Although we could, we don't do that for all clients. We do it in those cases where they really like to know when a commercial is going to run."



Dean Spencer

Expiring Orders

Most software packages have this feature, which lets stations know when accounts are about to run out. For instance, you might be able to get a report showing all orders expiring in the next month. This advance notice enables the sales department to call on these accounts for renewals well before they're off the air.

This feature can also be useful for alerting stations that they should give preferences to rescheduling missed spots prior to expiration of the advertiser's contract.

CUSTOMER ORDER EXPIRATION LIST JANUARY 5, 1982

ACCOUNT NUMBER	ACCOUNT NAME	EXPIRATION MONTH DAY	SALESMAN
F0100	FIRST NAT BANK	FEBRUARY	1
H0150	HOUSE OF CARDS	FEBRUARY	1

ACCOUNT NUMBER	ACCOUNT NAME	EXPIRATION MONTH DAY	SALESMAN
B0150-01	BAKERS FURNITURE	FEBRUARY 28	2
B0150-02	BAKERS FURNITURE	FEBRUARY 28	2
T0250	TIP TOP USED CARS	FEBRUARY 28	2

ACCOUNT NUMBER	ACCOUNT NAME	EXPIRATION MONTH DAY	SALESMAN
B0150-01	BAKERS FURNITURE	FEBRUARY 28	3
D0100	DOWNTOWN MERCHANTS	FEBRUARY 15	3
R0100	ROARING RIVER HILLS	FEBRUARY 28	3
S0100	SANDY'S EXXON	FEBRUARY 28	3

Dexel Systems of Hagerstown, MD has software that lists expiring accounts by account number, name, day and date, as well as identifying which salesperson handles the account.

KOMS CALENDAR MONTH NET REVENUE PROJECTION					PAGE 10
					3/31/85 12:50
	MAR '85	APR '85	MAY '85	JUN '85	4 MONTH TOTAL
60 KATZ NEW YORK					
K-MART	10419	776	776	388	1,940
GENERAL FOODS	10421	84			84
VICKS CHEMICAL	10462	962			962
NAVY RECRUIT	10596	297	135		432
SEVTRY/HARDWARE	10942	1,050			1,050
LEHN & FINK	11395		120		120
FORX 7	11396	708	100		808
GENERAL FOODS	11487	832			832
K-MART	11619	1,008	552		1,560
BRISTOL MYERS	11646	1,935			1,935
COLGATE	11647		768		768
WARNER LAMBERT	11662	240	396	488	1,294
RALSTON PURINA	11663	186			186
BATH PACKING	11664	94	784		878
VISA	11677	136	680		816
GENERAL FOODS	11688	260			260
AMERICAN HOME	11705	129	903		1,032
AMERICAN HOME	11706		340		340
AMERICAN HOME	11707	960			960
AMERICAN HOME	11708	608			608
AMERICAN HOME	11709	150			150
LEHN & FINK	11715	352	736	864	2,624
GENERAL FOODS	11717	2,160	720		2,880
MUDRYA	11728		216		216
VICKS CHEMICAL	01754	248	992		1,240
AMERICAN HOME	01779	1,200			1,200
COLGATE	01814	665			665
PROCTOR SILEX	11831	972		648	1,620
J C PENNEY	11931	232	557	789	2,251
VICKS CHEMICAL	11944		675		675
ACCOUNT EXEC TOTALS	16,244	9,440	3,177	1,525	30,386

This printout from Computer Management Systems of Indianapolis shows revenue projections by account for each of four months, and also provides a four-month total of business already written.

Sales Projections

Most stations find this to be one of the most valuable uses of the computer. Based on the orders entered, it enables sales managers to tell at any moment exactly how much business is on the books, usually as far as six months into the future. Depending on the software used, this information can be broken out in a variety of ways — by salesperson, day, week, month, product type, agency, advertiser, and so on.

"It has made us money in that regard because it's kept us on our toes," says Dave Brown, President/GM at WTVL-AM & FM/Waterville, ME. "If you don't have something like that, whether it's manual or computer, you come to the end of the month and might find that you're 10% below last year. You say, 'What in the world happened?' But it's retrospective. It's too late."

Brown adds, "So many sales analysis software programs look back instead of forward. History is great. But if you're counting on dollars to survive with, it's better to look forward to see how many dollars you anticipate you're going to make, rather than look at the pile of gold behind you."

Dean Spencer at WBIW also runs weekly sales projections. "We use these in sales meetings," he says. "So each salesperson knows exactly where he is for the month." Before getting his system from Snarr/Chase Systems, Spencer recalls, "The only way we could get a projection was for somebody physically to leaf through all the orders and add up the totals. We just did it sporadically because we didn't have the people power to do it on a regular basis."

Today, he adds, "We can tell where we are saleswise for a month or the next several months. Before we didn't know. We were really groping in the dark. We had to go strictly on dark hunches about how we were doing. It wasn't very scientific at all."



Dave Brown

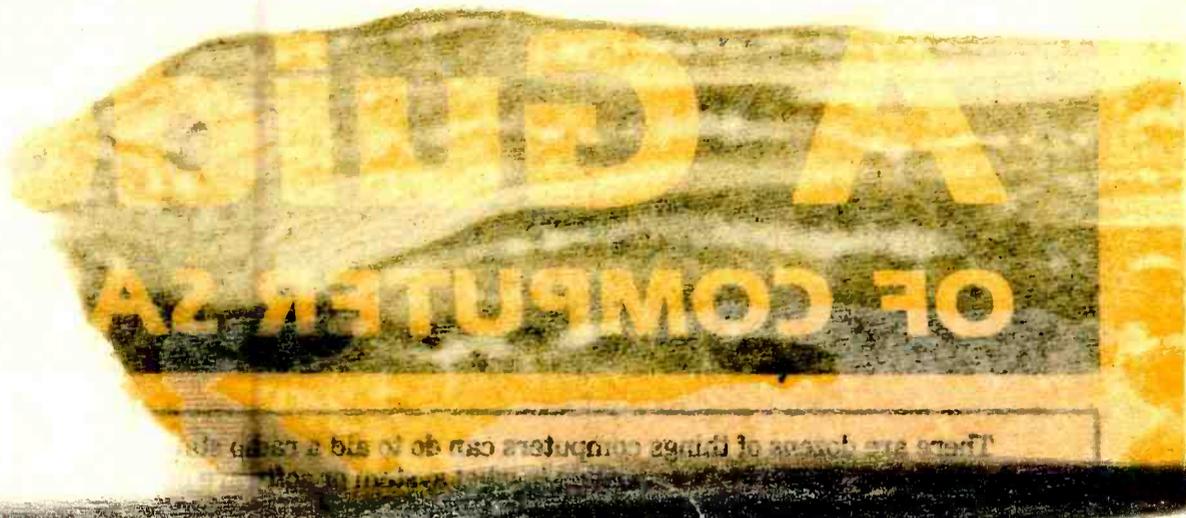
*** ORDER CONFIRMATION ***

KRIS-AM
COMMUNITY BROADCASTING
P.O. BOX 1240
1234 MAIN STREET
RENO NEVADA 87654-1240
ORDER NO. 123091

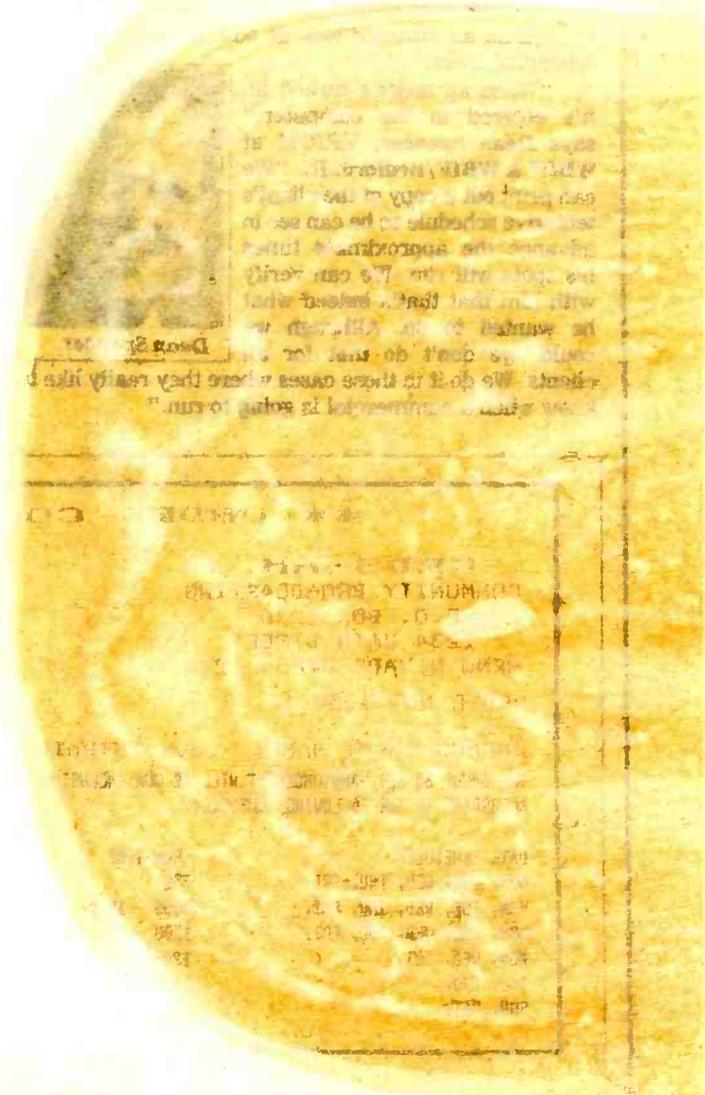
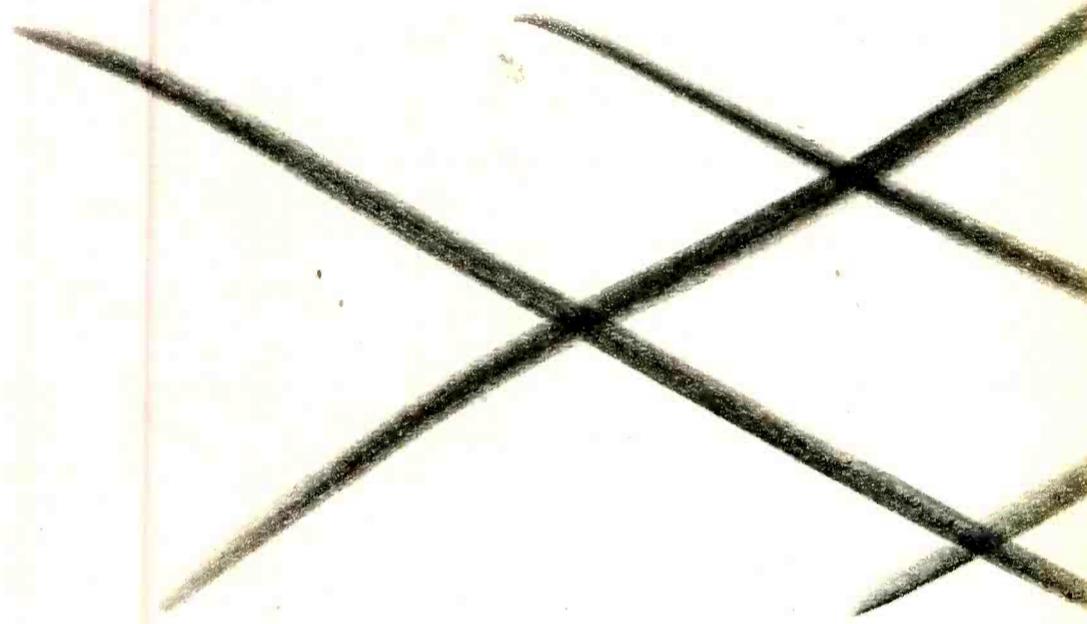
ANNOUNCEMENT NAME: LEVIS/STRATG MEN'S WEAR
THE ABOVE 60 SEC. ANNOUNCEMENT WILL BE RUN INCLUSIVELY FROM 9/16/82 UNTIL FURTHER NOTICE
ACCORDING TO THE FOLLOWING SCHEDULE:

DAYS SCHEDULED	RUN TIME	RUNS/DAY	RATE	STARTING	RUNNING
MON, TUE, WED, THU, FRI,	730	1	\$16.25/RUN	THE FIRST WEEK	EVERY WEEK
MON, TUE, WED, THU, FRI,	1000 - 1500	2	\$12.75/RUN	THE FIRST WEEK	EVERY WEEK
MON, TUE, WED, THU, FRI,	1500 - 1900	3	\$15.75/RUN	THE FIRST WEEK	EVERY WEEK
MON, WED, FRI,	1900 - 2300	1	\$10.00/RUN	THE FIRST WEEK	EVERY SECOND WEEK
TUE, THU,	1900 - 2300	1	\$10.00/RUN	THE SECOND WEEK	EVERY SECOND WEEK
SUN, SAT,	R.O.S.	5	\$8.50/RUN	THE FIRST WEEK	EVERY WEEK

An advertiser who has just placed an order can get a confirmation showing the days and dayparts his spots will run, as well as the frequency and rate. This printout was generated by Register Data Systems of Perry, GA.



There are dozens of things computers can do to aid a teacher.



A GUIDEBOOK OF COMPUTER SALES FUNCTIONS

LIBRA Programming, Inc.

DATE: 82/01/19
TIME: 10:51:03

MONTHLY SALES REPORT		LESS AGENCY COMM	NET SALES	PLUS INTEREST CHARGES	LESS INTEREST CREDITS	NET TOTAL
TOTAL SALES						
AM	50,817.58	1,880.25	48,937.33	473.07	3.15	49,407.25
FM	105,130.40	5,151.39	99,979.01	861.02	25.19	100,814.08
TOTALS	155,947.98	7,031.64	148,916.34	1,334.09	28.10	150,221.33

SALESPERSON	AM SALES	FM SALES	TOTAL SALES	COMMISSIONS ON SALES
Richard Wilson	6,213.80	10,833.04	17,046.84	2,422.69
Marry Harris	4,601.80	14,650.60	19,252.40	2,887.86
Mason Baldwin	8,400.80	16,279.72	24,680.52	2,658.47
James Tilton	2,500.60	15,884.60	18,385.20	2,658.47
Henry Adams	4,156.41	6,312.85	10,469.26	1,570.39
William Frazier	21,201.91	24,113.19	45,315.10	6,436.22

This monthly sales report from Libra Programming is one of dozens of various sales analysis reports available from radio computer systems on the market today.

"Our past-due accounts have been reduced as much as \$40,000-\$50,000 on a carry-over every month."

—Bill Sanders
KICD/Spencer, IA

KICD/Spencer, IA. The station uses a minicomputer by Columbine Systems of Golden, CO.

"Our past-due accounts have been reduced as much as \$40-\$50,000 on a carryover every month," he told R&R. In the pre-computer days, when the station was billing \$700,000, Sanders says fully 10% of its revenues or \$60-\$70,000 was overdue each month. "Now we are carrying over less than \$30,000," he recounts, "and we are doing twice the business."

Sales Analysis

Many systems marketed for radio stations will do comparisons with previous years, months, weeks or days, as well as year-to-date reports. At WCUB/Manitowoc, WI, Executive VP Lee Davis uses his Computer Concepts system to run monthly comparisons to see how each salesperson is doing in relation to the same month in the previous year. That lets him see whether people are reaching their goal of a 25% increase. Previously, he says, such comparisons would have been impossible.



Larry Edwards



Lee Davis

With its Columbine 34 system, WMT/Cedar Rapids does an "after-the-fact" analysis each month by daypart, the number of :60s, :30s and :10s, and by the average price of spots by daypart. This analysis yields what GM Larry Edwards calls "a come-dollar amount by daypart."

"The reason this is significant," he explains, "is that we have adjusted our rate card to more truly reflect what the demand of the station is. We actually lowered our afternoon drivetime two years ago by \$14 a spot and we raised morning drive times."

Previously, rates were raised in all dayparts "without any rhyme or reason." Now, he says, "We truly are getting closer and closer to having a rate card that is reflective of what the advertising public wants to buy. It is our goal to have a level inventory in all dayparts and we price accordingly. The computer gives you a really good way to look at that."

Co-Op

Many systems are designed specifically to eliminate much of the paperwork burden of co-op. The computer's ability to print affidavits can save a huge amount of manual labor.

Some software, such as the Cetec MAPS, goes even further. According to Cetec in Carpinteria, CA, "A retailer receiving co-op support from manufacturers can plan a bulk or package buy in advance and then receive separate bills with detailed affidavits for up to 99 different manufacturers in a single order. MAPS will rotate these spots among the manufacturers by number, percentage, or sequentially — all automatically.

"Distributors or manufacturers working with dealers can similarly rotate or distribute dealer tags with individual invoices and/or affidavits for each dealer."

Cetec also says, for instance, its software will let a movie theater receive individual billing or affidavit information for each movie it schedules. Or a department store could get separate billings for individual departments with a single time order.

Avails Reports

Systems used for traffic and logs offer the sales department the opportunity to look into the future and see exactly what avails are open for a specific category such as daypart or program.

John McDonald, Sales Manager for Jefferson Data Systems in Charlotte, NC, says his firm's software goes

YOUR CORPORATE NAME HERE		DATE 06/01/82								
A/R AGING ANALYSIS		PAGE 2								
CUST #	CUSTOMER	TOTAL BAL	CURRENT	30 DAY	60 DAY	90 DAY	120 DAY	LAST PAY	SALES YTD	
CUST: 422	J. WALTER THOMPSON CO. (404) 266-2828	199.33	89.96	0.00	0.00	0.00	109.37	40.58	695.00	
CUST: 392	JACKSON SMITH ADV. INC. (404) 562-3685	387.60	387.60	0.00	0.00	0.00	0.00	0.00	977.10	
CUST: 215	KEYSTONE BROADCASTING (604) 236-5989	545.80	0.00	216.00	86.70	0.00	243.10	120.00	362.70	
CUST: 227	LEWIS TRUCK & TRACTOR CO (912) 987-1716	292.50	162.50	130.00	0.00	0.00	0.00	0.00	710.00	

Aging accounts are tracked in detail by many systems, as in this printout from Register Data. This report, listed by customer, shows unpaid balances by month, a year to date total, and gives the customer's telephone number for each telephone follow-up. Register's system will also produce an aging analysis by each salesperson's accounts.

Aging Accounts

Many stations told R&R this feature has enabled them to significantly improve their cash flow. At WCUB, where bills are due on the 15th, Lee Davis gets a printout of unpaid accounts on the 16th. Then the sales staff gets on the phones and starts working on collections.

Before the computer arrived, Davis says WCUB's accounts receivable list was two months old, and only showed clients who hadn't paid their bills for three months.

A similar story is told by Bill Sanders, Station Manager of



Bill Sanders

"We not only tell you what you have to sell and where you have to sell it, but we tell or suggest to you how much you have to sell it for to make budget."

—John McDonald
Jefferson Data Systems

one step further by letting you determine "exactly what isn't sold or what is sold and to whom and the amount of inventory you have remaining to sell. It will even tell you the rate you have to achieve on each piece of remaining inventory to achieve your budget for that particular program or time period."



John McDonald

LIBRA PROGRAMMING, INC.		*** AVAILABLE COMMERCIAL MINUTES ***						
		DATE: 82/01/19						
		TIME: 11:09:05						
AVAILABILITY PERIOD	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	
01 Early Morning	15:00	14:30	15:30	16:00	15:30	16:00	16:00	
02 Morning Drive	SOLD	SOLD	SOLD	SOLD	SOLD	1:30	1:30	
03 Noonday Report	SOLD	SOLD	1:15	1:30	SOLD	1:30	1:30	
04 5PM to 8PM	SOLD	1:00	1:45	2:00	SOLD	2:30	4:30	
05 8PM to Midnite	3:30	3:30	4:30	4:00	1:30	5:00	6:30	
06 Cowboy Football	n/a	n/a	n/a	n/a	n/a	n/a	7:00	

A printout from Libra Programming of Salt Lake City showing avails by day and daypart.



IS YOUR RADIO MESSAGE FALLING ON DEAF EARS? QUANTIPLEX CAN OPEN THEM UP.

Radio is an extraordinarily effective medium for local advertising. Because it's a station select medium rather than a program select medium, radio can be a far more cost effective media buy than television, or even print.

You know that and we know that. But trying to get that message through to your potential customers can be like talking to a wall.

Now, for all you station managers and reps, here's good news. You can prove it with Radio Audience Profile.

RAP is an audience measuring service that goes a lot further than Arbitron in pinpointing a radio market. In addition to age and sex, RAP tells you exactly who your audience is, how big their families are, their education and their income, how and how often they travel, what they buy, from blue jeans to furs, from soft drinks to wines and where they buy it.

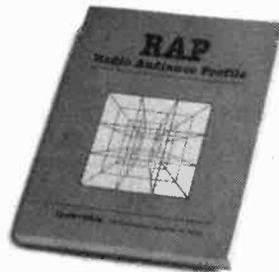
But, what's more important, we can prove it. To you

 A DIVISION OF JOHN BLAIR & COMPANY.

and your media customers.

The RAP cross media comparison clearly shows the indisputable position of radio in a media mix—up front when the planning begins. With RAP your sales staff can now fully target an audience for a customer with a precision never before possible, resulting in more sales for you and more sales per advertising dollar for the customer. Station clients have increased their sales by as much as 20 times using Quantiplex data.

What they've done, you can do. Find out more about RAP. Call Bill Morris at Quantiplex.



RADIO AUDIENCE PROFILE

c/o Quantiplex,
919 Third Avenue,
New York, N.Y. 10022 (212) 980-7117

**AT THE RAB SEE US AT THE AMFAC HOTEL.
GO TO THE EAST TOWER, EXECUTIVE LEVEL, 13TH FLOOR.**

A GUIDEBOOK OF COMPUTER SALES FUNCTIONS

Tracking Sales Calls

Systemagic, a firm started by WDZ/Decatur, IL President/GM Steve Bellinger, has just introduced what may be the first computer tracking system for sales calls. After calling on a client, an account executive fills out a form listing the client, type of call (service vs. sales), results (dollars sold), and a callback date. These data are all entered into the computer (30-45 seconds per form), which can break it out in a number of useful ways.

For instance, a sales manager could see which accounts haven't been called on for 90 days, or



Steve Bellinger

"We feel that no call is complete until you know when you're going back."

—Steve Bellinger
Systemagic

which clients have been called on four times but haven't bought anything. The computer will also calculate what Bellinger calls "cancellation quotients" by client or salesperson, showing the relationship of cancellations or non-renewals to number of sales calls made.

This is the call report filled out by salespeople at WDZ/Decatur, IL after each sales call for entry into the Systemagic sales call tracking program developed by WDZ President Steve Bellinger. The arrow highlighting the call-back date reflects Bellinger's strong belief that no sale is complete until the account executive knows when he or she will return.

Other features of the system include keeping track of sales appointments for up to a year in advance. Says Bellinger, "We feel that no call is complete until you know when you're going back and that no sales report can be accomplished without a separate sheet for each call."

The program also tracks copy changes because, as Bellinger puts it, "A big reason radio stations lose local business is for lack of copy changes."

Ratings Research

Computers also enable radio salespeople to make the best possible use of ratings data. For many years this was done primarily via on-line systems, such as Marketron and Telmar, in which stations access a central bank of the latest Arbitron data or other research by telephone.

But recently several firms have begun marketing software that lets stations do the same kind of ratings



Dave Carlisle, Jim Christian

breakouts in-house on microcomputers. One of these companies is TAPSCAN in Birmingham, AL. Its President is Jim Christian, who writes most of the software.

Vice President Dave Carlisle explains that TAPSCAN works with Apple and Radio Shack TRS-80 hardware and costs a station from \$200 to \$375 a month, depending on factors like market size and length of contract. Carlisle claims his price is more than \$1000 a month under what a station might pay for some on-line systems.

A TAPSCAN client receives a diskette containing complete, updated Arbitron figures for the market. The company may soon furnish computerized Birch data as well.

The ratings figures can be broken out to show frequency and reach for a proposed spot schedule, station rankings, cost per thousand (CPM), gross rating points (GRPs), and penetration profiles. These breakouts can be done for 17 dayparts and 80 demos, which will soon be upped to 96.

"There's a lot of difference between saying we're number one and showing them a picture."

—Dave Carlisle
TAPSCAN

Carlisle believes one of TAPSCAN's biggest advantages is its ability to print out graphic displays. An example might be a bar graph depicting how a station's reach in a particular demo compares to other stations in the market.

"There's a lot of difference between saying we're number one and showing them a picture," says Carlisle. "There's just a world of difference when it comes to comprehension on the part of the client."

At WLTA/Atlanta, which has been using TAPSCAN for six months, GSM Joe Pedicino estimates the software has brought in \$160,000 in sales that otherwise would definitely have been lost, or were "borderline." In fact, he says during his staff training on the first day TAPSCAN was installed, he used as an example a major account that WLTA had just pitched and lost. The TAPSCAN breakouts revealed strengths of WLTA that had been overlooked in the station's presentation. The buyer agreed to look at the new information, was impressed and gave WLTA the \$11,000 contract. "It paid for itself on the first day," says an enthusiastic Pedicino.

WLTA account executive Vicki Hall has been helped by an experimental TAPSCAN program that provides breakouts of psychographic data such as the occupation, incomes, and lifestyle attributes of listeners.

Hall explains, "Sometimes they don't make the buy just on numbers, which has really helped us a lot, because sometimes we're not the number one station in their demographic. But they might buy us because our listeners are in the right income bracket. That has put us on the buy in many cases where we probably wouldn't have made it if they'd made just a quantitative and not a qualitative buy."

The Metroplex Sales Machine

One radio group now using TAPSCAN successfully is Metroplex. The group's President, Norman Wain, told R&R, "I think it's paid for itself many times over from the day it was installed." He's using TAPSCAN at KEZK/St. Louis, WPXK & WRMR/Washington,

"It's the first time I've ever seen salesmen sneaking back into the office at 5 o'clock or giving up their lunch hours to fool with a machine."

—Norman Wain
Metroplex

WMGG/Tampa, and WHYI/Ft. Lauderdale-Miami.

"I've been in the business 33 years and it's the first sales aid I've ever seen that's actually used on a daily basis by the salesmen," says Wain. "Overnight it's become an indispensable part of every salesman's presentation and pitch material."

Wain continued, "It's the first time I've ever seen salesmen sneaking back into the office at 5 o'clock or giving up their lunch hours to fool with a machine. Heretofore they had to get on an expensive phone line and go to some master computer bank somewhere. It was just an annoyance. With TAPSCAN they have everything they need right at their fingertips and it's about as easy to operate as a typewriter."

Fingertip accessibility is important to Wain. "We've located the hardware in the sales bullpen, at the salesmen's desks. So they can go over and use it any time of the day or night, without interrupting anyone else." He adds, "If you have to pick up the phone and call somebody or ac-



Norman Wain

GET THE RIGHT SALES INFORMATION AND GET IT NOW!

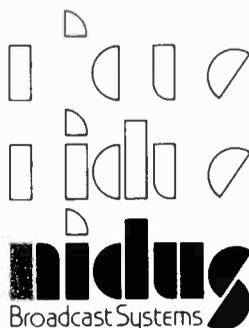
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Steal new dollars from TV and newspaper! Birch Media Usage tables consistently prove radio's strong delivery of light TV viewers and newspaper non-readers!



Target the real product buyers and users! Show your delivery of heavy beer drinkers . . . the 20% market segment that buys 80% of the product!



Demonstrate your delivery at the point of purchase! If you're selling fast food, show them your audience in car!



Get your station on buys using Cume Duplication. Prove your station delivers more new listeners to the schedule . . . or adds frequency!

There's only one Radio sourcebook that has it all.
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Book or on tape.

The Birch Report

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To be the #1 Radio Rep you need experienced management, effective salespeople and innovative sales and research tools. Katz Radio has them all.

Katz Radio has the most stable management team, the most aggressive sellers and the most productive research operation in the business.

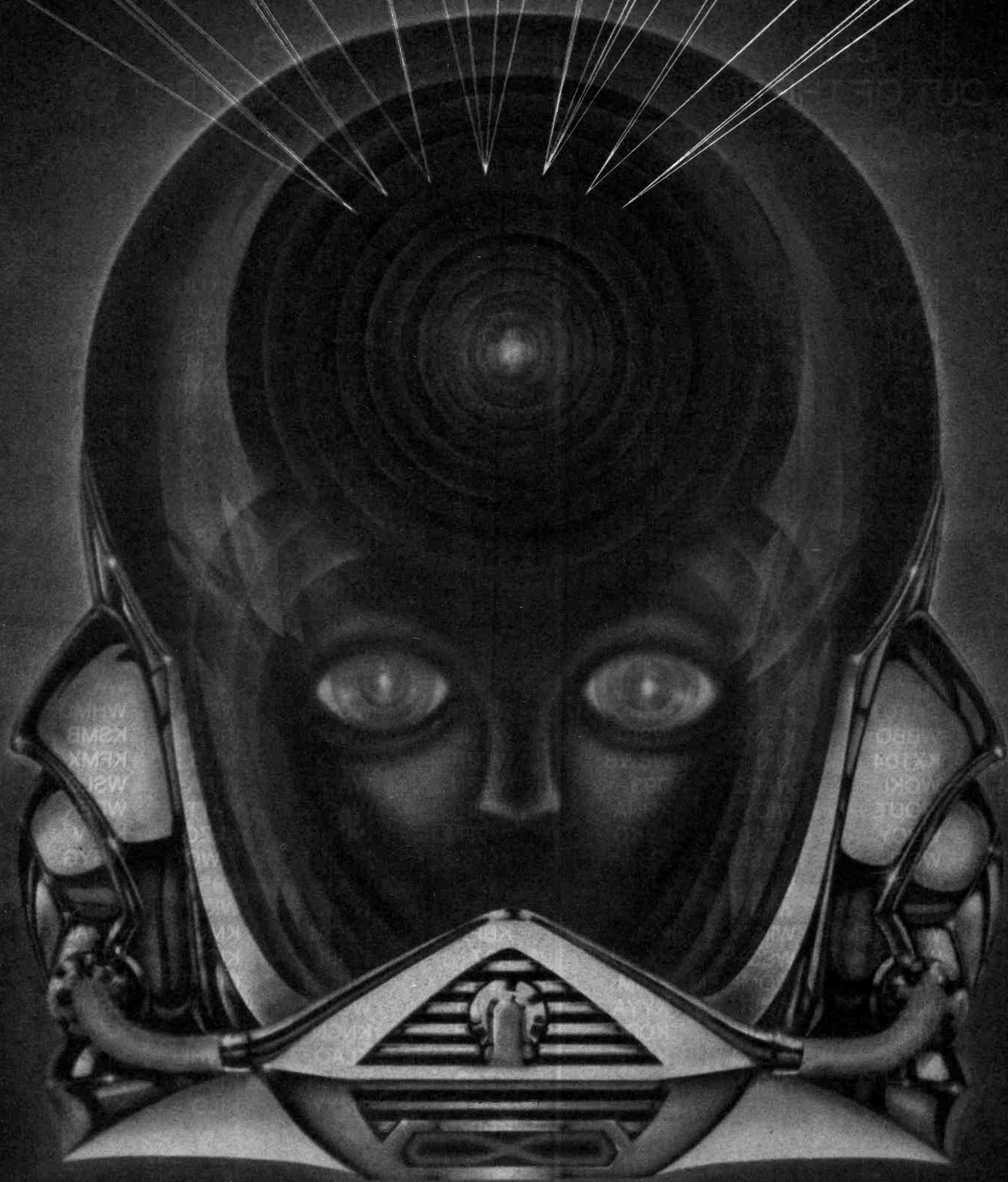
Katz Radio is the best because we have the best people—people who are dedicated to the Radio Industry. People who are committed to radio's present and future.



Katz Radio. The best.

KATZ RADIO / A DIVISION OF KATZ COMMUNICATIONS INC

OVERWAVE



FRONTIERS

FIRST WEEK OUT!

"SEPARATE WAYS (WORLDS APART)"

CHR

OUT OF THE BOX

131 STATIONS

WBEN-FM	WYCR	KZ93	Q104
B94	WKRZ-FM	WZOK	WSGF
B104	K104	Z104	WFOX
Q107	WKEE	WNAM	WJAD
CHUM	79Q	WKAU	WCGQ
CKGM	KTFM	WMEE	WISE
KEGL	KITY	WKDD	WHSL
Z93	KZFM	92X	WFLB
94Q	KHFI	KFI	WPFM
I95	KZZB	KHOP	WXLK
Q105	B97	KIDD	FM99
WLS	KROK	KGGI	WGLF
WLS-FM	WFMF	KNBQ	WYKS
WBBM-FM	WJDX	KKFM	KILE
WLOL-FM	WABB-FM	KBBK	KQIZ-FM
KBEQ	WZYP	KRSP	KNOE-FM
WGCL	WHHY-FM	KSKD	KISR
Q102	CK101	KLUC	KKRC-FM
WKTJ	WBBQ	KQMQ	WSPT
KEARTH	KX104	KIKI	WBWB
KIIS-FM	WOKI	WACZ	D93
KIQQ	WQUT	WIGY	KRNA
XTRA	WBCY	OK100	99KG
KIMN	WSFL	WTSN	KFMZ
KZZP	WCSC	WERZ	KDVV
WKFM	WSSX	WFBG	KGHO
WPHD	WANS-FM	WIKZ	KSLY
WHFM	WRVQ	WSQV	KCBN
WTRY	WZZR	WOMP-FM	KBIM
WFLY	WJXQ	WCIR	KYYA
WRCK	WKFR	95XIL	KCDQ
WPST	KMGK	WZYQ	KOZE
WLAN-FM	KEYN-FM	WKHI	

AOR

AOR/TRACKS DEBUT **9**

137 STATIONS

WIYY	KGB	WKQQ	KPKE
WBCN	KMEL	KMJX	KZEL
WGRQ	KRQR	WLRS	KBOS
WBAB	KSJO	WQMF	KKDJ
CHOM-FM	KISW	WMYK	KDUK
WAPP	KZOK	WNOR	KROY
WMMR	CFOX	WDIZ	KRSP
WYSP	WPYX	WTKX	KOME
WDVE	WZZO	WQDR	KVRE
WHJY	WZIR	KISS	KLPX
CHUM-FM	WTPA	KMBQ	WQBK
Q107	WCCC	WKZL	WOAY
WKLS	WHCN	WAPL	WRKI
KTXQ	WPLR	WMET	WBLM
KZEW	WDHA	WXLP	WGIR
KLOL	CHEZ-FM	KQDS	WIZD
WSHE	WPDH	WXKE	WRUF
WQXM	WCMF	WFBQ	WHMD
WYNF	WMJQ	KKCI	KSMB
WLUP	WEZX	WILS	KFMX
WEBN	WAQY	WIBA	WSLQ
WRIF	WAQX	KATT	WDEK
WQFM	WOUR	KEZO	KLYV
KQRS	DC101	WWCT	WBYG
KWK	WAAF	Y95	KFMQ
KAZY	WYMX	WIOT	KFRX
KBPI	KZOM	KMOD	WMAD
K97	WAPI	KICT	WCPZ
KLOS	WROQ	CITI-FM	KFMG
KMET	WOWE	KWXL	KFMF
KDKB	KNCN	KEZY	KZOQ
KUPD	KLAQ	KWHL	KOZZ
KZAP	WCKN	KIDQ	KZOZ
KOLA	WZXY	KILO	KTYD
KPRI			



SURVEY FORESHADOWS

RADIO COMPUTER BOOM

An R&R survey of radio sales managers conducted for this special issue shows that computers are already widely used in sales departments. Of the more than 250 stations surveyed in markets of all sizes, 53% said they've already incorporated computers into their sales efforts.

Perhaps more significant, however, was the finding that the vast majority of those not currently using computers in sales have plans to do so in the future. Fully 83% of the non-users indicated they definitely intend to employ computers in their sales departments at a later date. Put another way, only 7% of the stations don't use computers for sales and have no intention of doing so in the future.

Clearly, computers are most prevalent in larger market stations. However, in the smaller markets where computers are less common, a far higher percentage of non-

users say they'll go to computers in the future. 10%. On the other hand, savings were more modest at many stations: 11-20 hours per week (20%); 21-30 hours (7%); 6-10 hours (7%); 1-5 hours (2%).

One reason most stations consider their computers very reliable can be seen in the responses to a question on how long they have to wait for repairs when a breakdown occurs. An impressive 40% said they receive service in one to four hours. Another 31% said they have to wait 24 hours, but only 6% said service takes any longer than that. The remaining 23% reported that repairs take from 5 to 15 hours.

	Mkts.	1-10	11-30	31-50	51-100	100+	AVG.
Use computers in sales		76%	78%	53%	40%	47%	53%
Non-users with future computer plans		33%	50%	75%	81%	91%	83%

users say they'll go to computers in the future.

Explosion In '80

According to our survey, only 5% of stations that have computerized sales capabilities today had their systems in place by 1977. Installations began to pick up slightly over the next two years, but the pace quickened dramatically in 1980. That year 26% of today's users went to computer. In 1981 another 22% converted and the all-time high of 29% was reached in 1982.

The degrees to which computers are a relatively new phenomenon in most sales departments is also seen in the finding that 84% of the systems in place today are the stations' first.

In the constantly changing computer field, it appears many stations are planning improvements. While 61% intend to keep their units during the next two years, a sizable 32% reported plans to trade up to a newer or better system. Another 7% will stay with their current computers while expanding or improving their capabilities.

High Satisfaction Rate

Among those using computers in sales, the survey seems to indicate a high level of satisfaction.

	Yes	No
Are breakdowns a major problem?	19%	81%
Have you saved manpower?	67%	33%
Is your sales department noticeably more efficient?	96%	4%

96% Cite Efficiency Gains

Those who cited manpower savings were asked to estimate the number of hours per week their computers save. The largest group, 34%, pegged the savings at between 31 and 40 hours per week. Some, however, reported even higher figures. The computer saves 41-50 hours a week in 19% of the stations surveyed, and over 50 hours in another

Most Important Functions	1st Choice	2nd Choice	3rd Choice
Sales Orders	28%	15%	2%
Billing	15%	28%	15%
Inventory Control	11%	12%	12%
Accounts Receivable	6%	10%	17%
Avals	5%	6%	9%
Revenue Projections	5%	8%	10%
Affidavits	4%	8%	13%

In a related question, stations were asked to name the main advantage of installing a computer. Mentioned most often was billing (27%), better inventory control (24%), monitoring account activity (17%), improved collections (15%), tracking salespeople (12%), and traffic (5%).

IBM, Marketron Dominate

When we asked stations what computer hardware or software system they use, we found that five companies command over 50% of the market, with IBM and Marketron out front. Interestingly, all of the market leaders are mini rather than microcomputers.

IBM	17%
Marketron	12%
Computer Concepts	9%
Station Business Systems	7%
Cado	7%

Others named were Radio Shack (5%), Custom Business Systems (4%), Cetec (4%), Datapoint (4%), Wang (3%), Columbine (2%), Jefferson Data (2%), Register Data Systems (2%), Apple (2%), Honeywell (2%).

70% of the responding stations bought their computers, while the other 30% are leasing. Purchase prices were generally on the low end of what the market offers. 47% paid less than \$25,000 for their computers, 29% paid \$26,000-\$50,000 and 19% have more expensive models in the \$51,000-\$75,000 range. Only 5% paid more than \$75,000 for a system.

While almost one-third paid cash, a larger group representing 40% of the stations acquired their computers on five-year terms. Also reported were terms of two years (6%), three years (17%), and seven years (6%).

We also asked what monthly charges stations pay for their computers. This could include monthly purchase payments, lease payments, or software/hardware repair or maintenance contracts. The largest group (35%) said they spend \$1000-\$3000 a month, followed by a smaller group (27%) in the \$500-\$1000 category. Other figures mentioned were under \$200 (8%), \$200-\$500 (19%), \$3000-\$5000 (4%), and \$5000-\$7000 (8%).

Staff Enthusiasm

If you're thinking of installing a computer but worried about a staff revolt, you might take comfort in our finding that only 8% of surveyed stations reported a frightened/negative reaction from their employees. Over three-fourths encountered a positive attitude. 39% said their employees greeted the computer with enthusiasm, with another 39% rating the staff response as positive but hesitant.

Order Entry Rates Highest

When we listed 14 radio computer functions and asked sales managers to rate them in order of importance, the responses were quite fragmented. Every function was picked as most important by at least a few broadcasters, with the top choice - entry of sales orders - named by only 28%.

BURNS / SOMERSET COUNTRY

CONGRATULATES

Abell Communications

WCRJ AM FM JACKSONVILLE FLORIDA

#1 FIRST BOOK! 12+

WCRJ switched to the BURNS/SOMERSET 'CONTINUOUS COUNTRY' format consultancy from beautiful music on April 29, 1982, half-way through the Spring ARB. In the just released Fall '82 ARBITRON, WCRJ AM/FM jumped to NUMBER ONE 12+, M-S, 6am-12m, metro AQH, with a 10.6 share, up from a 2.0 share in the Fall '81 book.

Does your radio station need us? A good ARBITRON could be as near as your phone. Call Jim West, Al Mangum or Bob Harris at (214) 243-7800.

FairWest

3341 TOWERWOOD DRIVE • SUITE 204
DALLAS, TEXAS 75234 • (214) 243-7800

Parlez-Vous Computerese?

**SALES '83
BLUEPRINT:**

GLOSSARY

BYTE — The standard unit of computer information. Each byte is subdivided into eight bits of data. It's by reading the configuration of these bits that the computer can determine what letter, number or other symbol the byte represents. 1024 bytes = 1 kilobyte or 1K. 1 million bytes = 1 megabyte or 1 MB.

CRT — Cathode ray tube. The electronic screen on which computer information is displayed (also VDT).

DATA BASE — Any collection of information on floppy or hard disks.

DISK DRIVE — This is the device that spins a memory disk much like a turntable so computer information can be read via a head. Disks can usually be removed from and inserted into the same disk drive. With some hard disks, the drive and disk are a single unit.

FLOPPY DISK — Also called a diskette. This contains the software and data storage for many types of computers, especially small microcomputers. The flexible disks are made of mylar and are coated with oxide. Usually 5¼" or 8" in diameter, the disks are spun like a record and information inserted or read via a movable magnetic head.

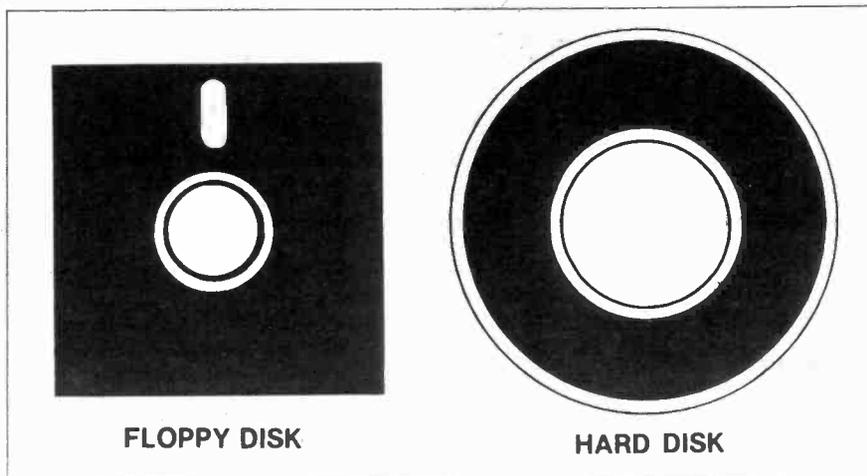
HARD DISK — Highly polished, rigid aluminum disk with oxide coating that rotates many times faster than a floppy disk. Has greater memory capacity, speed, and durability than floppy disks for computer software and data storage.

HARDWARE — The tangible elements of a computer system, including memory, disk drives, terminals, printers, and modems.

IN-HOUSE — When all of a computer's functions and memory are at the user's location.

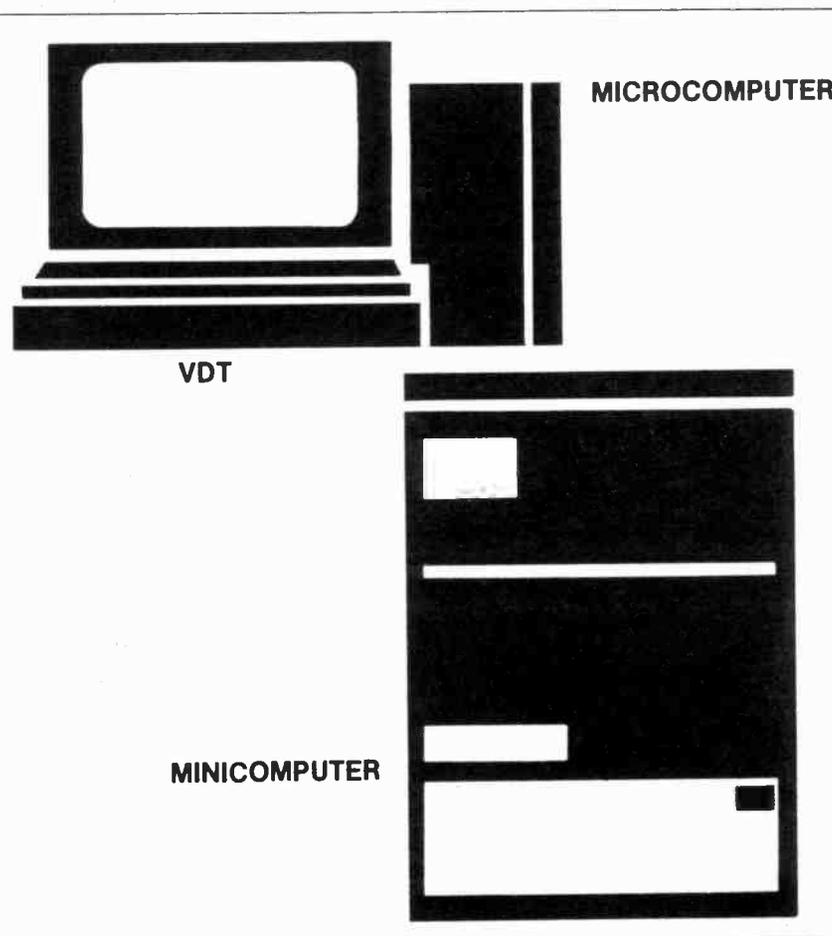
MAIN FRAME COMPUTER — Very large, speedy computers that can support up to several hundred terminals. Used primarily by the government, large corporations, scientific organizations, and firms that provide central computer access for many clients.

MENU-DRIVEN — A computer system that's easy to use because at every step the operator is given a "menu" of several options and needs only to select one to proceed.



FLOPPY DISK

HARD DISK



MICROCOMPUTER — These are also known as personal, home, hobby, or desktop computers. They generally sell for \$2500-\$7000. Some of the most popular microcomputers for radio station use are the Apple II and the Radio Shack TRS-80.

MINICOMPUTER — Much larger and faster, more expensive than microcomputers. They generally have more memory, and can accommodate up to 20 or more terminals working from the same memory depending on the model. Mini systems sell in the \$20,000-\$100,000 range.

MODEM — Comes from modulator/demodulator. Allows computer to communicate over telephone line. Converts electrical computer impulses to audible signals to be transmitted over phone line to a modem that demodulates.

MULTI-TASKING — Using a computer system to do more than one thing at the same time.

ON-LINE — A system where the user has only a "dumb terminal" and must connect with (access) a memory or data base via a phone link to a central source. In radio on-line systems are often used for accessing ARB research data.

SOFTWARE — The computer program and data that comprise the instructions for the computer.

USER-FRIENDLY — Software that's programmed in plain English rather than codes and languages that take special skill and training to understand.

VDT — Video display terminal (see CRT).

Micro Vs. Mini :

One of the most basic decisions a station must make when investing in a computer is whether to get a small micro unit or a larger, more expensive minicomputer. *We found many broadcasters who are completely satisfied with both types of systems, so here we'll try to explore some of the pros and cons of each.* We'll also touch on some issues, such as servicing, that are crucial no matter what kind of system you get.

If initial cost is a big factor or you have a single station with relatively simple needs, then the micro may be your answer. Micros are also known variously as home, hobby, personal, or desktop computers.

Micros cost anywhere from \$2500 to \$7000, compared to a pricetag for minis in the \$20,000-\$100,000 range. Also, both types can be leased, cutting down your initial capital outlay. With micros, don't forget that since they don't come with any software, you may well end up spending at least another several thousand dollars for the programming of your new system. Minis, on the other hand, usually come with a basic software package, such as traffic and logs.

If you choose a micro, you'll find that a number of firms now market a wide variety of micro software designed specifically for radio stations. In addition to traffic and billing, you can get software for sales projections and analysis, as well as reach and frequency calculations and other ratings and research tools.

Electronic Spreadsheet Software

Since micros are used in hundreds of thousands of businesses besides radio stations, you'll also find a vast amount of more general business and financial planning software on the market. With a mini, you're generally limited to the software designed for that system by the vendor from whom you bought or leased.

Currently, the most popular micro program is **VisiCalc**, the "electronic spreadsheet." Many radio managers have found this an invaluable tool in their budgeting. If you're projecting profit and loss, for instance, a spreadsheet program will show how just a single change, such as the addition of an employee or a price increase, affects every other number in the program.

Floppy Vs. Hard Disk

With microcomputers, inconvenience can be a factor, especially if your system uses floppy disks, which have to be changed frequently because of their limited storage capacity. Hard disks, which are used in some micros and virtually all minicomputers, don't require changing.

Because it has many times more storage capacity than a floppy, a hard disk can handle virtually all of a radio station's needs. Hard disks are a standard part of most mini packages, but can add over \$1000 to the cost of a micro system.

Microcomputers and their software are getting faster all the time, but some — especially first generation models that haven't gone through a series of improvements — still tend to be much slower than minis.

As mentioned earlier, minicomputers generally begin at about \$20,000 and can run as high as \$100,000. Sometimes these systems come with some basic software. Additional packages for functions such as general ledger, accounts payable, and word processing can usually be purchased for a few hundred to a few thousand dollars each.

Leasing Is Practical

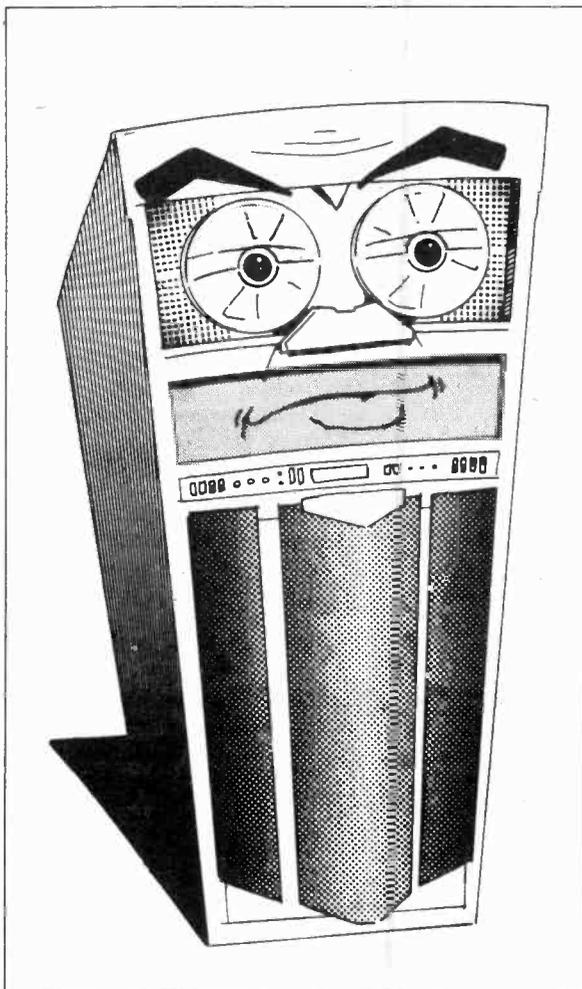
With some mini systems you buy the hardware yourself and then purchase or lease the software separately from a different vendor. However, there are firms that can provide both hardware and software for "one-stop" shopping.

Also, with most of the mini systems and micro software packages, you can expect to pay a monthly or yearly "maintenance" fee that entitles you to service in the event of a software breakdown, plus any improvements that are made in your software package.

Some firms, such as **Jefferson Data Systems** in Charlotte, NC, lease rather than sell software for minicomputers. Sales Manager **John McDonald** explains, "The company that does not charge a monthly licensing fee does not have the cash strength to constantly improve and pull money into research and development to come up with a better product." Lease fees for Jefferson Data software range from \$1000 to \$3000 a month.

Multi-Tasking

One of the main advantages of minicomputers over micros is their capacity to accommodate a number of separate terminals. This enables the various departments of a radio station to use the computer at the same time in what is called multi-tasking. For instance, one person might be printing co-op invoices while another is entering new orders. Microcomputers are generally



limited to a single function at a time, although some people foresee several micros working from a single memory within a few years.

Also, proponents of minicomputers will tell you they're more reliable than micros, have more sophisticated software, and are more likely to have professional service available in the event of a hardware failure.

"Toy Computers"

Micro fans counter that, because they're so widely used, these computers have actually forced micro programmers to be more innovative, thus producing more diverse software. And, they point out, virtually every city these days has an **Apple** or **Radio Shack** dealership for quick service. In fact, some stations say that because micros are so cheap they can afford to keep an extra unit on hand as a backup.

One strong advocate of minicomputers, which his firm markets, is **Walter Dean**, Production Manager of **Computer Concepts** in Shawnee Mission, KS. Dean refers to micros as "toy computers." He explains, "Our



Walter Dean

"Our philosophy is that the floppy disk does not have an important function in a professional environment."

—Walter Dean,
Computer Concepts

philosophy is that the floppy disk does not have an important function in a professional environment."

Even among minicomputers, Dean contends, "there's such a thing as too cheap." A mini system that costs \$20,000 won't

be sophisticated enough for most stations, according to Dean. He believes stations must be prepared to spend at least \$30,000 "if they want to reduce personnel, save money, and want their logs to look good."

Small Business Consideration

Taking the opposite point of view is **Pete Charlton**, owner of **The Management** in Aledo, TX. The firm markets radio business and traffic software for the Radio Shack TRS-80.

"The differences between minis and micros are becoming negligible," he says, "in terms of operating speed, capacity, and capability." He points out that 90% of radio stations are small businesses and "cannot really justify the hardware cost for minicomputers even if they are better, and that's debatable."

Charlton continues, "I don't have any argument with minicomputers. They're certainly nice. But they tend to be very

"The differences between minis and micros are becoming negligible in terms of operating speed, capacity, and capability."

—Pete Charlton,
The Management

specialized. There's not a great deal of other software for them." By contrast, he claims there's an enormous amount of software being made for micros.

Charlton believes those who say micros are too slow simply haven't kept up with changing technology. "Just in the last year, without increasing the speed of the computer, we have increased the speed of our programs about 200 percent," he claims, asserting that his systems are speedier than some mini systems.

WTVL's Micro Story

One broadcaster who's perfectly happy with a microcomputer is **Dave Brown**, President/GM at **WTVL-AM & FM/Water-ville, ME**. He uses two Radio Shack TRS-80 III's, with software from several companies, including The Management.

When the headache of daily logs drove him to explore computers five years ago, Brown says mini systems were running from \$40,000 to \$100,000. "I decided, based on what we were already paying for computer payroll and billing, that was disproportionate just for logs," Brown recalls.

The first thing Brown's new micro accomplished was reducing the preparation of WTVL's two logs from a one-day to a one-hour task. Now Brown also uses the system for music rotation, business accounting (via VisiCalc), scheduling of sports events, and sales functions such as revenue projections, client lists and histories, and calculating sales commissions. Brown is looking into having his computer take on the new task of doing invoices and billing, now that it's costing him over \$300 a month to have that done by an outside computer firm.



Dave Brown

Different Strokes For Different Companies

Ken Maness, VP/GM at **WJCW & WQUT/Johnson City, TN**, uses a microcomputer for account lists, word processing, and station research. But he also has a **Cetec** mini system, which cost between \$60,000 and \$70,000, for logs and billing.

"I don't expect the desktop computers to take over the realm of doing station business," Maness told **R&R**. "They'll do it, for sure. But they're not really designed to handle the volume. A big system just does it so much better. It sits there all day and churns away. The terminals stay on-line. You don't have to interrupt it for anything. Once you start trying to use a system like that



Ken Maness

for a lot of individual uses, you slow it down." Maness continues, "So I see a station of the future having two kinds of computers. It'll have a big system that'll be used for traffic and billing and accounts payable and payroll and all those

Which Is For You?

"I see a station of the future having two kinds of computers. It'll have a big system used for business. Then you'll see small desktop computers at different strategic locations."

—Ken Maness,
WJCW & WQUT/Johnson City, TN

business uses that relate to the financial portion of a radio station.

"Then you'll see small desktop computers sitting around at different strategic locations: one, perhaps, in engineering for mathematical calculations and things of that nature; one in the sales department to do reach and frequency, to maintain mailing lists and do word processing; one in the general manager's office to use VisiCalc and perhaps the word processor for writing memos, maintaining data bases and things of that nature; one back in the programming department on which they'll run their music and market research.

"Each one of these systems, then, stands alone and operates at its pace and doesn't slow down the others and you don't have to maintain such a central storage of data. We have three TRS-80s and we exchange programs, but we do it through the medium of floppy disks."

Merging Technology

Another broadcaster who uses both types of computers is **Norman Wain**, President of **Metroplex**. All of the Metroplex outlets have units from **Station Business Systems** of Greenwich, CT for their accounting, traffic, and billing needs. However, each sales department recently got its own TRS-80. Using **TAPSCAN** software, these units are applying **Arbitron** data to proposed schedules for determining reach, frequency and other statistics.

But Pete Charlton of The Management doesn't foresee minis and micros coexisting in the same station. Instead, he predicts a hybrid developing or a trend towards micros that are inter-connected. Referring to stations now using both, Charlton comments, "The only reason that happens is that there is software available for microcomputers that will never be available on minis."

Buyer Beware

Whether you ultimately choose a micro or a minicomputer, there are some other points that should be considered carefully when buying. One of these is repair service. You don't ever want to be caught with a system breakdown on a Friday afternoon during the Christmas rush with three days of logs for an AM-FM combination screaming to be printed.

When you talk to hardware and software vendors, find out what service is available. Many of the major suppliers have ser-

vice shops around the country. Is there one near you? Will they guarantee same-day repair? Do you pay per job or is there a monthly or yearly fee that covers all maintenance?

At least one firm specializing in broadcast minicomputers, **Computer Concepts**, maintains a fleet of four aircraft and a team of pilot/technicians who can provide same-day repairs anywhere in the continental United States.

Some of the biggest suppliers of micros, such as Radio Shack and Apple, have service centers even in small communities. If you're buying a less well-known model, find out where the closest repair center is.

Another factor to look at closely is whether or not you're counting on the computer to cut personnel. If that savings is mandatory to make the computer pay for itself, be wary of sweeping claims of potential payroll savings. Some companies virtually promise payroll cuts, while others are extremely reluctant to make any guarantees.

Although several broadcasters told us they've been able to eliminate one person in the traffic and billing area, most said they've maintained their previous staffing levels — but with one big difference. That is the ability to use staff more efficiently and profitably. For instance, one station was able to transfer a traffic person directly into sales.

Also, several stations reported that while the computer hasn't allowed them to cut personnel, it has helped hold the line on the need for hiring additional staff, particularly during the hectic Christmas season.

After You've Chosen A Micro: Floppy Vs. Hard Disks

If you decide to get a microcomputer, you'll have to also choose whether to get a system using floppy or hard disks. Many people also refer to floppy disks as diskettes.

Probably the most important thing to do is carefully assess your station's needs. Determine exactly what you want the computer to do and what your future needs might be. Then talk to other broadcasters, look at many of the systems on the market and find one, whether it uses floppy or hard disks, that does just what you need. With literally dozens of systems on the market there's no need to settle for a computer that forces you to adapt your procedures to its needs.

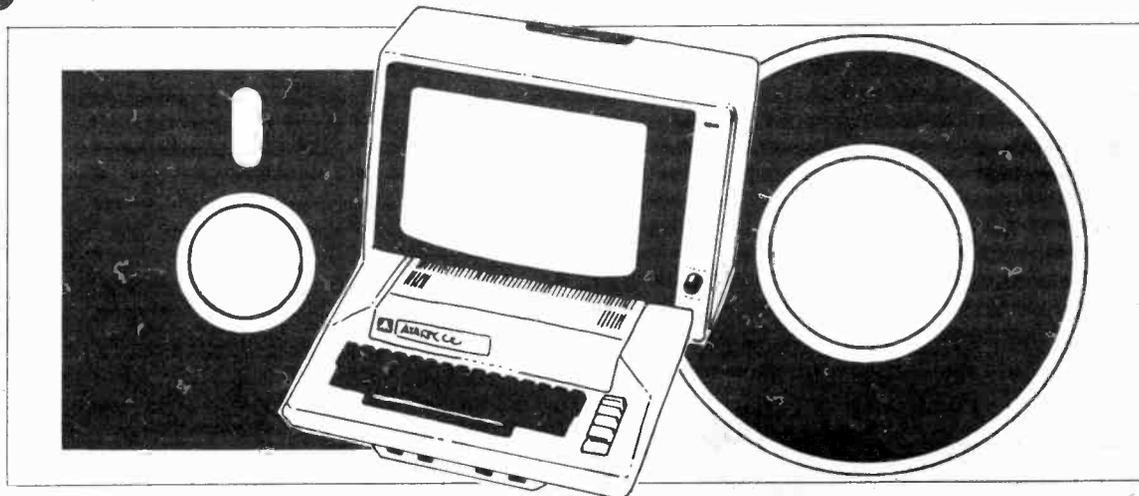
As a general rule, floppy disks might work for you if your station's needs are relatively uncomplicated. If, however, you have to do two sets of logs for an AM-FM combination, then hard disk may be for you.

Also keep in mind that small stations don't necessarily have the simplest requirements. For instance, some small stations run more spots, send out more invoices, and have more complicated programming and logs than major market outlets.

On the other hand, larger stations in more competitive markets may have more need for the various sales analysis reports that a well-organized, aggressive sales staff can put to profitable use.

A floppy disk is somewhat like a combination of audio tape and a flexible 45rpm record. It's the same size and shape as a record, but it's coated with oxide, just like recording tape.

Once inserted into a computer, the floppy disk is rotated on a disk drive while a head either transmits information onto it, or reads off previously encoded data.



Floppy disks are usually 5¼" or 8" in diameter and, in what many see as their biggest advantage, they're cheap: approximately \$7 apiece. Each has a capacity of about 1 megabyte (1 million bytes).

The main disadvantage of floppies is inconvenience. Because of their limited storage capacity, floppy disks must often be exchanged for other disks containing different programming or stored data. Also, floppy disks are rotated at a relatively slow speed, making them between 10% and 15% slower than hard disk units.

Another down side of floppies is that they're handled a great deal and can be harmed by fingerprints, dust, and even smoke. This can lead to a momentary failure, loss of a portion of information on the disk, or loss of the entire disk due to wear and tear.

Hard disks, on the other hand, are much more than just a rigid version of the floppies. First of all, they look more like a small box than a 45rpm record. And they're substantially more expensive, adding over \$1000 to the pricetag of a micro system.

Because of their greater capacity, there's no

changing of disks for different functions. No-matter what function it's asked to do, the computer can search out the necessary information on the same disk. Besides being more convenient, this feature also eliminates the floppy problem of damage occurring when an operator puts the wrong disk in the wrong place at the wrong time.

Since hard disks contain many times the storage capacity of floppies, a single disk is often enough to handle virtually all of a radio station's needs.

Some hard disks come attached to their own disk drive, in a single unit, hermetically sealed against air and contaminants and the touch of grubby fingers on the actual memory surface. Thus, they're much less likely to break down or wear out.

However, as a backup against fire or other disaster, many companies that market mini systems — almost all of which use hard disks — recommend that stations duplicate all of their records on floppy disks each night and store them off the station premises. Even those who don't believe in floppy disks for day-to-day business use admit that, because of their low cost, they're ideal for longterm, mass storage of data, such as past years' station records.

DIRECTORY

MINICOMPUTER AND ON-LINE SOFTWARE/HARDWARE SUPPLIERS

BIAS (Data Communications Corp.)

3000 Directors Row
Memphis, TN 38131
Nancy Jefferies, Sales Manager
(901) 345-3544

BIAS provides an on-line system primarily for television stations, but also services approximately 60 radio stations, mostly those that are co-owned with TV outlets. Clients can use Data General Micro, Nova, or Eclipse hardware. There is a flat monthly fee for the BIAS program, no matter how many hours the client is on-line. BIAS provides traffic, billing, order entry, rotations, log avails, sales projections, and electronic mail exchange with other stations on-line.

Computer Concepts Corp.

8001 W. 63rd St.
Shawnee Mission, KS 66202
Walter Dean, Production Manager
(800) 255-6350 (913) 677-4000

This system uses Wang 2200 CPU hardware. Options include complete traffic, billing, logs, invoices, avails and trend reports, expiring contract reports, revenue projections, customer purchase histories, daily and monthly sales reports, cash receipts details, bulk order progress reports, accounts receivable, aging accounts, accounts payable, payroll, general ledger, word processing, data base management system, music management system for playlists and 65,000-title music library, total station automation. Four pilot/technicians on staff provide same-day servicing in continental USA.

Computer Concepts
CORPORATION

Columbine Systems

Seven Jackson Building
Level Three
Plaza of the Presidents
Golden, CO 80401
Susan Thompson, Vice President/Marketing
(303) 279-4000

Columbine provides a complete broadcast information system in conjunction with discounted IBM hardware. The system consists of all applications for the broadcast industry, including traffic, sales analysis, media/cart inventory, music inventory and rotation, automation interface, general ledger, accounts payable, payroll, and cash management.

COLUMBINE

Cetec Broadcast Group

1110 Mark Avenue
Carpinteria, CA 93013
Gary Persons, Systems Sales Manager
(805) 684-7686

Cetec offers a full radio station business system marketed under the name MAPS (Management, Accounting, Programming, Sales). It handles all aspects of traffic, logs and billing, avails reports, make goods, sales projections, co-op billing and affidavits, rate analysis, billing and sales reports, P&L statements, cash flow control, management planning, accounts receivable and payable, payroll, general ledger, asset depreciation, etc.



Cetec Broadcast Group

Computer Management Sys. Inc.

6610 N. Shadeland Avenue
Indianapolis, IN 46220
Myron L. Keeney, Vice President
(317) 842-1830

This firm markets the Broadcast Management Information System (BMIS). Features include agency-client master list, log preparation, contract confirmations, current contract listings, non-scheduled or missed spot listings, detail inventory listings, revenue projections and budget comparisons, avails summary, product sold summary, log summary by advertiser, spot analysis by time of day or source, inventory analysis, revenue recaps, invoices and affidavits, cash receipts and bank deposits, credit and debit memo audit lists, accounts receivable status, aging accounts, monthly commission statement, client statements. Also has a music rotation system that operates on Lexitron, the Raytheon Data Systems word processor.

CMS

Custom Business Systems, Inc.

PO Box 67
Reedsport, OR 97467
Steve Kenagy, Vice President/Marketing
(800) 547-3930 (503) 271-3684

Software operates on Wang computers, in either floppy or hard disk mode. System assembles and prints logs, bills, provides standard RAB/ANA co-op affidavits with actual copy broadcast, avails reports, sales projections up to 14 months in advance, aged accounts receivable, five-year history, contract sales, accounts payable, general ledger, payroll, music library. Hard disk version starts at \$23,250, which includes hardware, software, installation, and on-site training. System now serves 185 radio stations.

cbsi
Custom Business Systems, Inc.

Chase Media, Inc. (now Snarr/Chase Systems)

232 W. 800 South
Salt Lake City, UT 84101

Randal S. Chase, Exec. Vice President
(801) 532-7259

Snarr/Chase software operates on hardware by CADCO, the firm's parent company. Programming includes logs and traffic, order verification, avails and sales reports, affidavit invoicing, statements, aging reports, receivables, payables, payroll, monthly financial statements, automation interface. Snarr/Chase also offers Music Format Control, with such features as music rotations, computer-assisted chart updating and maintenance, music inventory control, automatic ASCAP/BMI log preparation.

chase
media inc.

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Dexel Systems Corp.

479 N. Potomac Street
Hagerstown, MD 21740
Clifton Hall
(301) 790-1177

Billing and traffic system, including IBM hardware and Dexel software, is priced at \$14,200. Features include agency commissions, co-op invoicing, automatic posting, broadcast month billing, end of flight billing, bill on demand, aging reports, finance charges optional, sales projections, log generation including 99 product codes, 26 scheduling priorities, unlimited log skeletons and user defined dayparts. Also expiring order reports, sales journal, affidavits, customer order master list, client list, rescheduled commercials report, fix commercials scheduling report, variable commercials scheduling report, pre-log commercial screen, accounts receivable by salesman, sales analysis report, sales journal, cash receipts and credits reports, statements, affidavits of performance.



DIRECT

MINICOMPUTER AND ON-LINE

Fisher Business S

340 Interstate North
Atlanta, GA 30307
Larry Fis
(404) 525-1111

4-6

11-13 ★ **THE**

18-20 ★ **ELECTRIC**

25-27 ★ **PETER & GORDON**

New York • Los Angeles • Wash

Systems
 Suite 140
 39
 ner, President
 53-1717

Provides national marketing for the Radio Station Management System. See listing under Management Solutions, Inc. for details.

FBS

Gancom Inc.

PO Box 1459
 Harrisburg, PA 17105-1459

William C. Ehresman, Vice President
Harold W. Reinert, Director of Marketing
 (717) 763-7226

Gancom's Business Management Software Package operates on Data General Corp. CS series hardware. Features include traffic order entry, additions, order or schedule additions and deletions, long and short order confirmations, daily log and pre-log generation, special programming, pre-log edit capabilities, variable separation by product, delinquent accounts by salesman, order expiration by client or salesman, avails, active order listings, revenue projections by client or salesman, aged trial balance, cash receipts and adjustments, billings, combination invoice/affidavit, co-op.



Integrated Technology, Inc.

5725 Tokay Boulevard
 Madison, WI 53719
Terry Kelly, President
Chris Alvord, VP/Sales
 (608) 274-5786

IT, a Kansas City firm purchased this month by ColorGraphics Systems of Madison, WI, specializes in computerizing radio newsrooms. Major market all-News clients are KIRO/Seattle, KCBS/San Francisco, WRC/Washington. IT has just begun marketing a system for smaller station newsrooms for under \$30,000. Functions include word processing and wire service reception. These systems will also be usable for sales management, accounting, and billing and will be capable of handling up to 200 terminals. IT will also be moving into computerizing television newsrooms, integrating the graphics now marketed by ColorGraphics.

Jefferson Data Systems

Executive Plaza
 501 Archdale Drive
 Charlotte, NC 28210
John McDonald, General Sales Manager
 (704) 525-4271

Operates on IBM System/34 hardware. Hardware costs approximately \$40,000 and software leases for \$1000-\$3000 per month. Provides client lists, sales forecasts and summaries, avails, payroll, accounts payable, check writing, payment confirmations, general ledger, departmental operating expenses, prior year actuals, accounts receivable, logs, contract confirmations, missed spots, commissions, cash receipts, aging accounts by item or salesperson, pricing index analysis, competitive product distributions, weekly and monthly revenue analysis by program or time period, product, salesperson, or advertiser. Jefferson Data also has a smaller on-line system that accesses the main computer in Charlotte, and special software to assist in running contests by determining odds and picking winners.



Kaman Broadcasting Systems

1500 Garden of the Gods Road
 PO Box 7463
 Colorado Springs, CO 80933
George Beattie, Marketing Manager
 (303) 599-1450

Kaman provides on-line, in-house systems for radio and television stations and groups. Features include full traffic, accounting, billing, automation switching, news archival, rep interface, word processing, music rotation. Operates on IBM Model 38 hardware. Because hardware and software are costly, this system is most practical for broadcast groups, with each station accessing a single centralized memory.

Libra Programming, Inc.

1945 East 7000 South
 Salt Lake City, UT 84121-3094
Judy R. Husted, Marketing Representative
 (800) 453-3827 (Continental USA)
 (800) 453-7750 (Alaska and Hawaii)
 (800) 943-2084 (Utah)

Libra software is designed for the IBM System/23 Datamaster with 64K, two disk drives, printer, and sort features. Libra can supply both hardware and software. System schedules spots and generates daily logs, accommodates up to 1250 customers, automatic affidavit printing from logs, order confirmations, billing, revenue projections by salesperson or customer, expiring order reports, credit management, charging interest to overdue accounts, aging accounts reports, customer statements, commissions reports, customer master lists, accounts receivable transaction listing, monthly sales report, sales journal, cash receipts journal, general ledger, delinquency notices.



1983

FEBRUARY

★ THE SHIRELLES

THE GRASS ROOTS

NIGHT ORCHESTRA

ON

Every weekend is Special on

DICK CLARK'S

Rock Roll & Remember

The United Stations

AMERICA'S TARGET RADIO NETWORKS ©

SALES '83 BLUEPRINT:

Management Solutions, Inc.

Box 332
Sanford, ME 04073
Charles Smith, President
(207) 324-5205

Radio Station Management System operates on IBM System/23 hardware. Order entry, logs, audit trail, weekly pre-log, expiring orders, confirmations, monthly/quarterly projections, client master list, traffic, schedule proof list, avails, automation system load sheet, FCC program log, billing and accounts receivable, edit list, receivables journal, detailed receivables aging, sales reports by week or month, down list, contract report, aging report, sales performance recap. Stations can also purchase the Financial Management System with general ledger, accounts payable, and payroll. Stations purchase software and also pay a yearly fee covering service and updates.

MANAGEMENT SOLUTIONS, INC.

Marketron

2180 Sand Hill Road, Suite 270
Menlo-Park, CA 94025
Bonnie Ballou, Mike Rooney, Sales Mgrs.
(415) 854-5301

Marketron offers three packages for radio stations. ACT I is designed for stations, rep firms and agencies. It provides an on-line service enabling clients to access a central computer for mixed media reach and frequencies, rankings and graphics and analyzes strengths/weaknesses across stations and dayparts. ACT II provides complete radio traffic and accounting. Features include sales projections by time sold, priority, salesperson, contract, billing cycle, calendar month, standard broadcast month, week-by-week, daily or user-defined periods. Provides avails, expiring orders, spot scheduling and logs, billing, accounts receivable and payable, general ledger. ACT IV Music Scheduler produces playlists and sound analysis reports.



Nidus Broadcast Business Syst.

4090 Youngfield
Wheat Ridge, CO 80033
Bill Myers, Sales Manager
(800) 525-0331 (303) 422-6889

The Nidus Broadcast Management System is a combination package of hardware and software ranging from \$19,000-\$45,000. Features include complete traffic and logs, spot scheduling and rotations, financial management, billing, various sales reports including avails, revenue projections, past performance, advertiser activity.



Radio Computing Services

177 N. Dean Street
Penthouse Level
Englewood, NJ 07631
Andy Economos, President
Larry Miller, Operations Director
(201) 567-3263

The firm markets software that operates in Digital minicomputers. Options include Selector (music selection system), Traffic 2000 (traffic and billing), Sampler (music survey callout analysis), and Storm Center (school and business closings). Sales plan system is under development. Depending on size and station needs, software is in \$10,000-\$20,000 range and hardware runs from \$25,000-\$75,000. Various purchase and lease options are available. Traffic 2000 enables stations to enter Arbitron data as needed for calculations of reach, frequency, GRPs, CPM, etc. System includes memory data base going back two years to facilitate extensive pricing, performance comparisons, etc.

Register Data Systems

PO Box 1246
Perry, GA 31069
Lowell Register, President
(912) 987-2501

Package includes 64K hardware built for Register by Tandy Electronics. System provides start orders, spot scheduling (up to 48 per hour) order confirmations, log generation and editing, billing, invoices, statements and affidavits, sales projections and performance analysis, avails reports, accounts receivable, aging accounts, service charges, customer activity reports and files, statements, mailing labels, accounts payable, vendor files, payroll, general ledger. Register Data 5000 system introduced this month cross-references all client files with word processing to allow merging of file information into letters and proposals.

RDS

REGISTER DATA SYSTEMS

Station Business Systems

600 West Putnam Avenue
Greenwich, CT 06830
Joe Barbieri, VP/Sales
(800) 243-5300 (203) 622-2400

Serving over 200 radio stations, SBS software provides avails and order processing, scheduling and daily logs, sales projections and analysis by customer, salesperson, revenue type, product type or billing cycle, invoicing and billing, accounts receivable, aging reports, accounts payable and payroll, general ledger. SBS also markets the Music Playlist and Inventory System. It provides a music library, creates playlists, maintaining files of playlists for historical analysis.

 STATION BUSINESS SYSTEMS
a Control Data Company

Systemagic

c/o WDW Radio
337 N. Water Street
Decatur, IL 62523
Steve Bellinger, President
(217) 423-9744

Most Systemagic software operates on Wang and MTU (Micro Technology Unlimited) minicomputers and Commodore micros. The sales tracking program charts sales calls, appointments and results (in dollars) by account executive and account. It also tracks copy changes and calculates cancellation percentages by account and salesperson. Systemagic also has a traffic and billing package and a total station automation system that uses cassettes, rather than cartridge tapes.

Telmar Group, Inc.

90 Park Avenue
New York, NY 10016
Ronald L. Stern, National Sales Manager
(212) 949-4640

Telmar is an on-line system that enables stations to access by telephone a wide variety of ratings and research data bases. Works with many different types of "dumb terminals" at station, which is charged by amount of on-line time. Stations must buy or subscribe to a service in order to access its data via Telmar. Functions available include audience ranking analysis, reach and frequency, schedule comparisons, goal-directed reach and frequency, multi-market/network reach and frequency. Data bases that can be accessed via Telmar include Arbitron, Birch, BBM, Simmons, MRI, Target Group, ACORN, PRIZM, VALS and others.



1983

FEBRUARY

4-6

★ CHARLEY PRIDE

11-13

★ RAY PRICE

18-20

★ CRYSTAL GAYLE

25-27

★ MOE BANDY

New York • Los Angeles • Washington, D.C.

Every weekend is Special on

THE WEEKLY COUNTRY MUSIC COUNTDOWN

The United Stations

AMERICA'S TARGET RADIO NETWORKS

DIRECTORY

MICROCOMPUTER AND ON-LINE SOFTWARE/HARDWARE SUPPLIERS

CLARCOMputer Services

P.O. Box 100
Vandalia, IL 62471
Neil Clark, President
(618) 283-2325

CLARCOMputer Services markets R-TABS (Radio Traffic, Accounting Billing System) software for Radio Shack TRS-80 Model 16 hardware. Spot scheduling and separation up to two years in advance, log generation, account status reports listing financial information including aging, handles 1175 advertising accounts, statements, affidavits, schedule confirmations, avails, income projections, sales commissions, account lists, mailing label printer, etc.

CLARCOMputer Services

Media Service Concepts, Inc.

1713 N. North Park
Chicago, IL 60614
Dr. Roger Skolnik, President
(312) 951-2680

Offers three Arbitron ratings analysis report packages that operate in Apple II microcomputers. Market data is supplied on disks to licensed Arbitron subscribers. Each package sells for \$850 individually or less if all three are bought. REACH AND FREQUENCY package gives summary of spot buy, schedule of statistics detail, schedule of summary totals and graphics summary. SUPER RANKER package will rank all stations, top stations, or selected combinations of stations by more than a dozen dayparts and statistical ranking choices. RECALL package gives in-depth analysis of ratings data. In addition, Media Service Concepts markets the APPLELOG system for traffic, billing and sales analysis, produced by Generic Computer Services of Butler, PA. Also available for \$350 is the Snowatch package to computerize school and business closings. Snowatch is available for many microcomputers, including Apple II, TRS-80, IBM Personal, North Star, Vector, Altos, Zenith, Dynabyte, and Exidy.

Generic Computer Services

Box 151
Butler, PA 16001
Joel Rosenblum, President
(412) 283-1500

The firm markets the APPLELOG radio business system which operates on the APPLE II microcomputer with hard disk. System does logs, bills, affidavits, sales reports, revenue projections, expiring orders and receivables by salesperson, avails. Package costs \$6000, including installation and training. There are no further charges. Service consultations available free by telephone and any software updates will be free.

Media Service Concepts

Nordic Software

P.O. Box 82871
Lincoln, NE 68501
Jim Wrenholt, President
(402) 475-5467

Provides custom programming for Apple and other microcomputers. Complete log and billing system. Software modules include logs, billing, sales recap, affidavits, client master, transaction, traffic orders, and scheduling.

Station Research Systems

14677 Midway Road, Suite 204
Dallas, TX 75234
Don Hagen, Vice President/General Manager
(214) 239-5331

The firm's software operates in a variety of microcomputers. Three current packages are AutoSelect, for music inventory and scheduling; MusicTrack, for tabulating music research; MarketTrack, enabling a station to do its own perceptual research to measure station's image and listening behavior of the audience. The company will soon introduce BreakOut, a package to help stations break out Arbitron data in various ways and generate tables, bar graphs, line graphs and pie charts for understandable sales presentations.

Station Research Systems

14677 Midway Road, Suite 204, Dallas, Texas 75234. 214/239-5331

Systemagic

c/o WDZ Radio
337 N. Water Street
Decatur, IL 62523
Steve Bellinger, President
(217) 423-9744

See directory listing under Minicomputers.

TAPSCAN

2100 Data Park
Riverchase, AL 35244
Jim Christian, President
Dave Carlisle, Vice President
(205) 987-7456

TAPSCAN software operates on TRS-80 Model II & III, and Apple microcomputers. Programs allow stations to break down Arbitron data to determine frequency and reach, rankers, CPM, GRPs, penetration profiles, etc. Information and comparisons are displayed and printed out graphically for easy comprehension.

TAPSCAN

The Management

Box T
Aledo, TX 76008
Pete Charlton, Owner
(817) 441-8045

The Management services over 130 radio stations with complete traffic and billing systems. Software packages starting at \$1000 are designed for Radio Shack TRS-80s. Simple Log, Electric Log, and Super Log are available. In addition to spot scheduling and log generation, features include aging analysis report, sales and receipts, journals, labels, management and collection reports.

The Management

P.O. BOX T • ALEDO, TEXAS 76008 • (817) 441-8045

The Program Manager

P.O. Box 45
Inglefield, IN 47618
Chet Behrman, Owner
(812) 867-3524

Offers the Radio II software package for Radio Shack TRS-80 Model II microcomputers. Handles orders, logging, billing, accounts receivable, avails, sales summaries, and projections. Also available are audience and music research programs for the TRS-80 Model II and III.



THE PROGRAM MANAGER

WIRELESS FLASH[®] Maximum Strength Programming Aid

Copley Radio Network ▲ 350 Camino de la Reina San Diego, CA 92108 714 293-1818

Black Radio



WALT LOVE

CBS'S VERNON SLAUGHTER SPEAKS OUT

Accurate Music Reporting — Helping The Entire Industry

A new year is here, but we still have some of the same problems we've had in previous years. As that statement applies to our society, it also applies to our personal lives and our professions.

There are many of you out there who not only practice accurate, cost-effective, and time-saving approaches to your radio and record occupations, but you expect the same from those you interact with as well. With this in mind, I've chosen to address a serious problem that not only affects Black radio and black music in general but other segments of our industry — accurate music reporting.

I know, you've heard it before! But it's still a problem. Those of you in radio would be surprised to see how many individuals just can't get it right, or in some cases, just don't care. As broadcasters, we should be the best at communicating and we should certainly be the best at "gettin' it right" — i.e., being accurate.



Vernon Slaughter

Misinformation from the radio level is devastating to those in the music industry. Not saying you're playing a piece of product that you truly are playing hurts just as much as saying you are playing something that you're not. Everyone gets hurt from misinformation, starting with the record manufacturer, the distributor, the local retailer, and — you guessed it — the radio station which gave the incorrect info.

A "Mutually Beneficial Relationship"

I spoke to Vernon Slaughter, Vice President of Black Music & Jazz Promotion for Columbia Records, on the subject. I think you'll find his comments interesting, honest, and most definitely informative.

I wanted to know what a record executive ideally expects from a radio station and its programming staff. "I expect an honest, open, and mutually beneficial relationship. We are in an industry where we must coexist? Each side feeds off the success of the other. Outside of the radio industry it-

"In order for us to make money, we must have good hit product, coupled with radio airplay, accurate and precise reporting, distribution and finally sales to the consumers. If one element is out of sync, it can be disastrous."

self, we in the music business understand the problems radio GMs/PDs have on an ongoing basis. We do understand that the



WRKS WELCOMES WASHINGTON — Elektra/Asylum recording artist Grover Washington Jr. took time out of his schedule to visit WRKS/New York. Washington (left) is pictured prepping for an on-air interview with air personality Mary Thomas (center) as WRKS Music Director Sonny Taylor goes over their cues.

primary attraction to most Black/Urban Contemporary stations is the type of music they feature. If radio attracts audience, advertisers will then hopefully buy time, which means they make money for their owners, investors, and themselves.

"In order for us to make money, we must have good hit product, coupled with radio airplay, accurate and precise reporting for strong showings in the trade publications, distribution of that product around the country, and finally sales to the consumers. If one element is out of sync, it can be disastrous for that piece of product. I think that some programmers have lost touch of the fact that we all depend on each other in this business. We need their reports and their honest feedback about our product in order to do our jobs better."

Vernon mentioned that he has noticed the number of stations R&R utilizes for our research (73), which since there are fewer significant stations in the Black/Urban formats, is a lower number than formats like CHR and AOR. Vernon commented, "These 73 Black radio stations control the destiny of every black record that's released. Your publication is very influential, so these select facilities must not only accept this huge responsibility seriously, but with morality and professionalism. This is an awful lot of responsibility, and we would like to see black programmers take that responsibility more seriously. If you as a programmer tell us that we must prove our records to you — fine, we'll do that if we believe a record has the potential to be a hit. But once we've done that, we think it's only fair that you (the programmer) then not only add the record but expose it through airplay and report it to the proper outlets (trades, distributors, and local retail stores). I think that this approach is not

only fair, but it's the correct thing to do on a business level and on a personal level."

Let me point out here that accurate music reporting is not only a problem with Black/Urban Radio. CHR, A/C, AOR, and Country have the same problems we do, but over the years ours have been more blatant.

Answers To The Problem

I asked Vernon what might help rectify this problem. "First of all, we as blacks in the record/radio industry must quit talking about unity and really unite. We need to come together and agree on a 'Creative Standard of Integrity' that we can all accept and live by."

"We have a large responsibility and obligation to protect the music. We are also obligated to protect the integrity of the art form and in essence, protect the integrity of our culture!"

"We must learn to work together because there's a broader issue than just the business aspect. Black music stations, regardless of what they call themselves, must also understand that what we're all depending on to help us earn our livings is black music. We are all selling black music and that should transcend everything else. I've said this many times before, any race or civilization is ultimately judged by its culture — arts and sciences. Dick Griffey, Chairman of Solar Records, likes to say, and I agree with him, 'Black music is really our #1 natural resource.' That's why I'm involved with the Black Music Association, and why I think all blacks in our industry should be involved with the BMA. Black music is bigger than any of our own personal business concerns — Columbia Records or any individual radio station. We are all fortunate enough to make our livings as part of this industry — what that says to me is that we also have a large responsibility and obligation to protect the music. We are also obligated to protect the integrity of the art form and in essence, protect the integrity of our culture!"

STATION PROFILE

KNOW

1490 AM · AUSTIN RADIO

P.O. Box 2197
Austin, TX 78768
(512) 477-9841

Station Owner: Hicks Communications
National Sales Rep: Torbet

GM: Joe Abernathy
PD: Selby Edwards
MD: Ken Rush
1490 kHz
1000w days, 250w nights

"There is nothing in the Austin area that even closely resembles KNOW's fresh approach to music. KNOW is a total music-formatted AM radio station. Commercials, talk, and news are purposely limited for the more music approach. The station is smooth and slick with an emphasis on music sweeps of at least three of the best contemporary hits in a row. Our music blend runs from Bobby 'Blue' Bland to Teddy Pendergrass to Men At Work. KNOW also relives the greatest R&B hits of the past 30 years on 'Back to the Basics,' a three-hour show produced by our morning jock T.C., which runs every Sunday.

"The KNOW air staff is solid and has been together for the past two years, and since the fall '81 Arbitron, KNOW has more than doubled its numbers.

"KNOW keeps its growing body of listeners involved in the station and in Austin with many highly visible promotions and community activities, which always cause plenty of talk around town.

"So roll this all together and you have Austin's newest radio success story . . . KNOW 1490 — Austin's #1 AM."

— Bonnie Startrek, Promotions Director



OLD FRIENDS? — While in New York recently as part of his debut solo tour, Atlantic recording artist Phil Collins (left) stopped by the headquarters in Inner City Broadcasting to visit with WBSL General Manager Charles Warfield.

The Music Section

Black Radio's Most Accurate Music Information

Adds & Hots . . . See Page 64
New & Active . . . See Page 78

This Week In Music History

DAN FORMENTO

Busted Down On Bourbon Street

MONDAY, JANUARY 31 — Just after 3am on the morning of January 31, 1969, Jerry Garcia of the Grateful Dead returned to his New Orleans hotel room after a post-concert visit with friends, to find a local narcotics officer waiting to take him to jail. Jerry was the last. Already arrested were group members Bob Weir, Phil Lesh, and an assortment of roadies, groupies, and hangers-on . . . 19 persons in all. "They sent a plant back to my hotel room with me," as Bob Weir tells it, "a guy with a whole bunch of dope. The party raged for about a half-hour, then they kicked the door in and took us all to jail. We were set up. 'Set up like a bowling pin,' as the line goes."

Elvis's Heir Born

TUESDAY, February 1 — At 8:30am the morning of February 1, 1968, Mr. & Mrs. Elvis Presley were driven to Baptist Memorial Hospital in Memphis. Two hospital guards were waiting there to usher Priscilla Presley into the maternity ward. Eight and a half hours later, at 5:01pm, Lisa Marie Presley was born, weighing in at 6 pounds, 15 ounces. She arrived exactly nine months to the day after Elvis and Priscilla's wedding. As the King's only child, Lisa Marie is heir to most of the Presley fortune. She cashes in on her 24th birthday.

Van Halen Signed

WEDNESDAY, FEBRUARY 2 — "It was the day I signed my life away," group drummer Alex Van Halen once described it, but was quick to add, "I wouldn't change it for anything in the world." Hard-rockin' California band Van Halen signed to Warner Brothers Records on February 2, 1978, and is going strong on that label still. Their debut release, issued later that same year, caught quite a bit of attention right out of the box, with tracks like "Runnin' With The Devil" and the Kinks classic "You Really Got Me." Now six albums deep, Van Halen is currently touring South America.

The Day The Music Died

THURSDAY, FEBRUARY 3 — One of the worst tragedies in rock history occurred on February 3, 1959, when rock 'n' roll legend Buddy Holly, along with Ritchie Valens and the Big Bopper (J.P. Richardson), were killed when the small aircraft taking them to the next concert on a grueling U.S. tour crashed in icy weather shortly after takeoff from Mason City, Iowa. The airplane went down in a corn field in Ames, killing its three distinguished passengers instantly. Buddy was just 22 years old.

EXTRA FACTS: Bob Dylan's earliest recordings made, 1961 . . . Elton John is U.S. #1 with "Crocodile Rock," 1973.

Alex Harvey Died

FRIDAY, FEBRUARY 4 — Scottish-born guitarist and singer Alex Harvey was felled by a fatal heart attack in Belgium on February 4, 1982, the day before his 47th birthday. Though making little impression in America, his Sensational Alex Harvey Band was once one of the most popular and consistent touring acts in the UK, attracting a sizable cult following through their use of outrageous theatrics. Alex's failing health caused him to collapse in 1976 during a European tour, forcing him to take a break, during which time he'd compiled an album of interviews about the Loch Ness Monster, a constant obsession.

EXTRA FACTS: Happy birthday Alice Cooper, 1948.

Music On TV

Crystal Gayle makes an appearance on "SCTV Network" January 28 . . . Rosanne Cash, Ronnie Milsap, Eddie Money, Saga, Frank Stallone, Steel Breeze, and the Temptations are on "Solid Gold" this week of January 28 . . . The Bus Boys join ex-SCTVers Rick Moranis and Dave Thomas (Bob and Doug Mackenzie to record followers) on "Saturday Night Live" January 29 . . . Con Funk Shun and Yarbrough & Peoples guest on "American Bandstand" January 29 . . . Phil Collins is on "Laugh Trax" January 29 . . . Blancmange are interviewed over MTV February 1 . . . Oro Productions and Coca-Cola are behind a forthcoming syndicated TV series spotlighting Latino music. The series, to be called "Bravisimo," goes into nationwide syndication in April.

MTV ADDS THIS WEEK:

STYX "Mr. Roboto"
JOE JACKSON
"Breaking Us In Two"
GREG KIHN BAND "Jeopardy"
TRIUMPH
"A World Of Fantasy"
MOTLEY CRUE "Live Wire"
HAYZI FANTAYZEE
"John Wayne Is Big Leggy"
UTOPIA
"Feet Don't Fail Me Now"
INXS "The One Thing"
LINDA RONSTADT "Lies"



- WMJX/MIAMI'S LICENSE DENIED
- JIM SMITH NAMED WOKY/MILWAUKEE PD
- NUMBER ONE FIVE YEARS AGO: "Stayin' Alive" — Bee Gees (RSO)
- NUMBER ONE A/C — "Just The Way You Are" — Billy Joel (Columbia) (3rd week)
- NUMBER ONE COUNTRY: "Out Of My Head And Back In My Bed" — Loretta Lynn (MCA)
- NUMBER ONE LP: "Running On Empty" — Jackson Browne (Asylum) (3rd week)

Sneed

Continued from Page 1
ratings have risen from a 2.0 to a 4.1 in just over a year, I have been told that more was expected, and have learned that my General Manager and a consultant have either talked to or actively approached at least five programmers concerning the possibility of re-

Doubleday

Continued from Page 1
looking forward to working with Gary Stevens on a daily basis."

Commenting on the chain's generally disappointing performance in the fall ratings, Stevens said, "We didn't do as well as we should have, but we're grappling with our own enormous growth. We've more than doubled our size in a year. What we're doing now is coming to grips with managing a company that has ballooned in size in the last 12 months. It's just too big a task for one person to handle."

Price

Continued from Page 3
Steve's got a fine track record, and we feel very good about him." Price told R&R, "I feel very honored and flattered, having grown up listening to WSGN. Warren and I share the same programming philosophy and outlook for the station, and everything looks like it will go well. I'm really excited."

Price, who will report to Operations Manager Frank Giardina, begins his new position February 7.

Woodward

Continued from Page 3
Woodward, who served as a press and radio aide to President Carter before joining R&R two years ago, also has experience in radio news, having been News Director at WLNH and WEMJ in Laconia, NH. Mitchell, a four-year R&R veteran, worked in RKO Radio's national music department before joining the newspaper, and was R&R's Beautiful Music Editor prior to her promotion to News Editor.

Commenting on the changes, R&R Publisher Bob Wilson stated, "We're delighted to be able to give Brad Woodward this chance to make use of his radio news background and interest. And with Gail Mitchell's past Easy Listening experience and Fred Seiden's commentaries, we've got the right combination to bolster our coverage of the Big Band, nostalgia, and Beautiful Music format areas."

Hit Us With Your Best Shot

R&R wants you . . . to send us your station's pictures. Any format, any size market, whether you're a reporter or not, we're here to give your station's promotions, contests, activities, and staff changes the kind of widespread exposure only the industry's most-read publication can provide. Send photos (preferably black & white) to the editor of your format, or to Ken Barnes, Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.

placing me. I do not intend to continue to function in a situation where I do not feel comfortable or appreciated."

Sneed continued, "I have enjoyed ABC as a company and have learned a great deal. I will be taking that knowledge back to WKLS and look forward to the opportunity of working there again."

KSRR GM Jeff Trumper, while declining to comment on Sneed's statement, told R&R that the station is searching for a new PD.

E/A

Continued from Page 1
label in 1958, and I'm pleased that he's chosen to contribute to E/A's future successes as well." Label President Bruce Lundvall added, "With so many of our important artists located in California and our senior A&R executive in place there, Mel will have a major role in E/A's continuing presence on the West Coast."

Urban

Continued from Page 3
midsize markets," Thompson told R&R. "Look at Washington, Atlanta, Houston, New York, Chicago, Philadelphia, and Cleveland. From a network point of view, we will be able to service radio stations in areas that Urban formats are not available."

The airstaff assembled for SEN includes Otis Gamble of WJAX/Jacksonville as VP/Programming; Reggie Henry of WYLD/New Orleans; Hank Brown, formerly of WAIV/Jacksonville; Donna French of WMEL/Melbourne, FL; and Nel Spencer, formerly of WOKB/Orlando. Reggae artist Jimmy Cliff is serving as reggae consultant and former WPDQ/Jacksonville GM Willie Martin is chief marketing consultant.

Thompson said he expects to have 10 affiliates by the end of next week, with an ultimate goal of 350 stations. Affiliates will be charged a flat fee beginning at \$1000 per month. The network will reserve two minutes per hour for national sale, while stations are given 12-14 minutes per hour to sell.

In two to three months Thompson said he will also launch the Sunshine Cable Network, providing a similar service to cable systems, which will be charged a penny per subscriber each month. Radio affiliates, who must buy their own earth stations at an estimated cost of \$10,500, can receive SEN over RCA's Satcom III-R or Satcom IV. Cable systems will take their feeds only from Satcom IV.

**TONY MUSCOLO & FRIENDS
PRESENTS
SOUTHEAST RADIO/RECORD CONFERENCE**

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THE BIRMINGHAM HILTON**

**February 10•11•12, 1983
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PANELS, MEETINGS, VIDEO PRESENTATIONS BY MTV,
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DON BENSON



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JOEL DENVER



LES GARLAND



JEFF GREEN



**RICHARD
PALMESE**



JOHN YOUNG



JOHN SHOMBY

CHRIS ANDREWS P.D. WZYP	JERRY CLIFTON New World Comm.	SCOTTY GRIFFITH M.D. G-100	ROGER GAITHER P.D. Q-104
BOB KAGHAN P.D. WBCY	KEVIN McCARTHY OP. MA. KXX-106/WERC	BILL McCOWN P.D. WANS	MICHAEL ST. JOHN P.D. KX-104
LARRY STEVENS OP.MA. Y102/WHY	BILL THOMAS P.D. WMJJ	JIM MORRISON P.D. 94Q	BOB TRAVIS P.D. WGCL
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THE PICTURE PAGE

Capitol/EMI Plot Strategies



Capitol/EMI America/Liberty executives met in Los Angeles recently to plan strategies for 1983. Pictured (l-r rear) are EMI/Liberty VP Mark Levinson, Capitol VP Varnell Johnson, EMI/Liberty VP Dick Williams, and Capitol VPs Pete Goyak, Sam Citro, Bobby Colomby, Bruce Garfield, Walter Lee, Bruce Wendell, Lynn Shults, and Robert Young; (l-r front) Capitol VP Don Grierson, EMI/Liberty President Rupert Perry, Capitol/EMI COO Don Zimmermann, Capitol President & EMI/Liberty Chairman Jim Mazza, and EMI/Liberty VP Gary Gersh.

Arista Touts Thompson Twins



Arista's Thompson Twins played the Ritz in New York, and were joined backstage by label executives. Pictured (l-r rear) are Arista's Abbey Konowitch, group's Tom Bailey, Arista President Clive Davis, group's Joe Leeway, Sr. VP Rick Dobbis and VP Mike Bone; (l-r front) Arista Sr. VP Richard Palmese and group's Alannah Currie.

Dexys' Rowland Meets PolyGram



Kevin Rowland, leader of Mercury/PolyGram's Dexys Midnight Runners, visited New York recently and met with PolyGram executives at a luncheon. Pictured (l-r rear) are PolyGram VP Jerry Jaffe, and company's Derek Shulman, Randy Roberts, and Harry Palmer; (l-r front) VP Bill Levy, Director/International Phonogram UK Graham Fletcher, PolyGram Sr. VP Harry Losk, VP Jim Lewis, Rowland, PolyGram's Bill Levenson, manager Paul Burton, PolyGram President Guenter Hensler, company's Sue DeBenedette, and Sr. VP Chip Taylor.

Jones Joins RCA



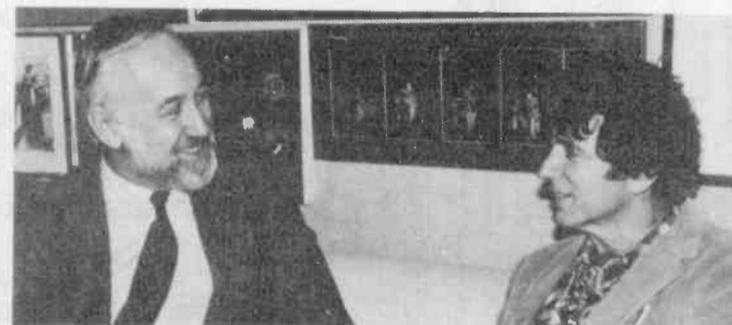
Glenn Jones has been signed by RCA Records, with his first single, "I Am Somebody," just out and an album to follow in February. Pictured at a reception for the new artist are (l-r) RCA's Robert Wright, Jones, manager Louise West, and RCA VP/USA & Canada Jack Craig.

Miller Signs To Scotti Bros.



Roger Miller has signed with Scotti Brothers Records, and is recording a single and an album. Pictured (l-r) are SBR President Johnny Musso, co-manager Herb Nanas, Miller, co-manager Stan Moress, and Scotti Brothers Industries President Tony Scotti.

Amram Inks With Elektra/Musician



David Amram has signed with Elektra/Musician, with the veteran multi-instrumentalist jazzman's label debut scheduled for March. Pictured (l-r) are E/A President Bruce Lundvall and Amram.



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Opportunities

Openings

EAST

WOBM-AM & FM, immediate openings. #1 A/C. Cooking CHR, T&R: Jay Sorensen, Box 927, Toms River, NJ 98753. EOE M/F (1-28)

Crazy, humorous, and very creative morning drive personality wanted. T&R: Dave Allan, PO Box 1850, Montego Bay Station, Ocean City, MD 21842. EOE M/F (1-28)

FIRST BLADE needed for New York based Network Technical Producer for national show. Part/fulltime. Send T&R to Radio & Records, 1930 Century Park West, #436, Los Angeles, CA 90067.

#1 AOR needs one-to-one conversational, street-smart personality. We sound great! If you do, rush T&R: Bob Buchmann, WBAB, Box J, Babylon, NY 11702. No calls. EOE M/F (1-28)

Need bright, experienced dj for all night modern Country. #1 in Northern NH. Rush T&R: R. Parmelee, WMOU-AM & FM, Box 489, Berlin, NH 03570. (1-28)

Expanding talent bank for possible future openings in A/C, AOR, CHR. T&R: Box 1632, Buffalo, NY 14216. EOE M/F (1-28)

Fulltime openings at Portland area station. T&R: Pat McDonald, WKXA, PO Box 900, Brunswick, ME 04011. EOE M/F (1-28)

Openings

CQ 102, #1 in New York Fingerlakes, looking for experienced newperson. No calls please. No beginners. T&R: Randall Bliss, WECC, Box 213, Geneva, NY 14456. (1-21)

50,000 watt AOR is actively seeking talented communicators. T&R only: WCCC-FM, 243 S. Whitney St., Hartford, CT 06105. EOE M/F (1-21)

Hartford's coastal ME's top CHR needs part-time help yesterday. Females encouraged to apply. Rush T&R: Tim Moore, KISS-94-FM, 45 High St., Ellsworth, ME 04605. EOE M/F (1-21)

WZOZ needs ND, duties include writing anchoring newscast. T&R: Joe Moss, WZOZ, Box 1030, Oneonta, NY 13820. EOE M/F (1-21)

PM news anchor. Decent voice. Able to read. 1 yr. minimum experience. T&R: Bruce Allen, MD, WECK, 2900 Genesee St., Buffalo, NY 14225. EOE M/F (1-21)

MOR overnights. 1 yr. minimum experience. Smooth delivery. T&R: J.R., Russ, PD, WECK, 2900 Genesee St. Buffalo, NY 14225. EOE M/F (1-21)

SOUTH

Shane Media Services is looking for CHR PDs. Send resume, station tape and supported materials to Ed Shane, 7703 Windswept, Houston, TX 77063. EOE M/F (1-28)

WYDE-85/Birmingham, AL 50,000 watt AM rock oldies has two openings. T&Rs: Jim Powell, PO Box 3326-A, Birmingham, AL 35255. EOE M/F (1-28)

Openings

KTEM/KPLE seeks PD for A/C-Country operation. Must be self-motivated and promotion-minded. T&R: George Franz, Box 1230, Temple, TX 76503. EOE M/F (1-28)

Looking for morning man with Richard Pryor-type personality and a night jock. T&R: Barry Richards, PD, WAIL, 1639 Gently Blvd., New Orleans, LA 70119. (1-28)

Experienced ND needed. Medium market. T&R: Jeff Davies, KXLR, PO Box 3014, Little Rock, AR 72203 (501) 945-4501. EOE M/F (1-28)

KVET/KASE is seeking experienced, aggressive professional for position of ND. T&R: Bill Mayne, OM, PO Box 380, Austin, TX 78767. No calls please. EOE M/F (1-28)

WAPI-FM-95ROCK/Birmingham has an immediate opening for a creative morning personality. Send T&R: Steve Runner, 2146 Highland Ave South, Birmingham, AL 35205. EOE M/F (1-28)

LOVE94/Houston looking for UC morning communicator. No calls please. T&R: Steve Harris, LOVE 94, 2630 Fountain View, Houston, TX 77057. EOE M/F (1-28)

Recording studio looking for Production Engineer. 24 track near Las Colinas, Dallas/Ft. Worth. Send resume and salary: Ken Townson, 7879 Riverfall, #249, Dallas, TX 75230. EOE M/F (1-28)

Thanks for all response. Door still open in major market if you can do a solid hour in four. Entertainers-zanies only please. Kenny B', Box 986, Virginia Beach, VA 23451. The largest city in VA. (1-28)

K92FM #1 in VA, looking for relatable morning news personality. Rip and readers need not apply. T&R: Russ Brown, Box 92, Roanoke, VA 24022. EOE M/F (1-21)

Openings

WXBQ needs bright up-tempo people for future openings on 24 K Country. Research, CHR experience preferred. T&R: Steve Taylor, Box 1389, Bristoe, VA 24203. EOE M/F (1-21)

Possible future opening for morning personality at a soon to be 100kw CHR-FM. 5 yrs. experience. T&R: Denny Ainsworth, PO Box 3010, Hattiesburg, MS 39403. EOE M/F (1-21)

Country AM in VA needs night announcer. Fulltime immediate opening. T&R: PO Drawer 902, Lexington, VA 24450. (703) 463-2161. EOE M/F (1-21)

Strong morning anchor for News/Talk WKGN. T&R: Kent Scott, OP, 2900 Southerland, Knoxville, TN 37919. EOE M/F (1-21)

WZXR, Superstars AOR, searching for top morning entertainer. Outrageous, controversial, and a team player. No beginners! T&R: Redbeard, 1385 Lamar, Memphis, TN 38104. EOE M/F (1-21)

Morning man needed, FM rocker, major market in Florida. Good production a must. T&R to Radio & Records, 1930 Century Park West, #435, Los Angeles, CA 90067.

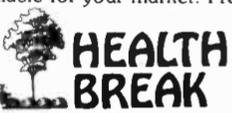
Central SC station seeking announcer. News/information/music station. Some production. T&R: Bob Allen, 2580 North Road, Orangeburg, SC. 29115. No calls please. EOE M/F (1-21)

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Opportunities

Openings

KLAZ/Little Rock has immediate opening for a creative CHR morning talent. T&R: KLAZ, Rhonda Curtis, 1501 N. University, Little Rock, AR 72207. EOE M/F (1-21)

Radio can be fun; promotion, appearances and Country music. 5 yrs. Top 100. T&R: Stewart McRae, WJBR, PO Box 1226, Baton Rouge, LA 70821. EOE M/F (1-21)

ND Needed for small market station in West Tx. P-B-P helpful. T&R: KPET, Box 1188, Lemasa, TX 79331. EOE M/F (1-21)

Immediate opening for evenings. West TX, New facilities, great atmosphere. T&R: Jeff Piersol, PD, KVOP, Box 1420, Plainview, TX 79072. EOE M/F (1-21)

MIDWEST

KKXL/Grand Forks is looking for a ND/Anchor. Strong airwork a must. T&R: Don Nordine, Box 997, Grand Forks, ND 58206. EOE M/F (1-28)

Afternoon drive opening, **WCSI/Columbus**. No beginners, or time and temp jocks. Want a personality. T&R: Mike King, WCSI, Box 709, Columbus, IN 47201. (1-28)

Top rated AOR in Top 50 market has an opening for a talented jock. On-air and production experience required. Good \$ and benefits for the right person. An equal opportunity employer. Send T&R to Radio & Records, 1930 Century Park West, #433, Los Angeles, CA 90067.

Strong morning drive for **Milwaukee A/C**. Also overnight opening, prefer female. T&R: Dennis Winslow, PD, WFMR, 711 W. Capitol Dr., Milwaukee, WI 53206. EOE M/F (1-28)

63 KDWB/Minneapolis is now accepting T&Rs for future openings. CHR format. Lornin Palagi, PO Box 7630, St. Paul, MN 55119. EOE M/F (1-28)

50,000 watt FM seeking skilled communicator for adult-oriented A/C format. T&R: Mike Kase, WLHN, Box 98, Anderson, IN 46015. EOE M/F (1-28)

Warm, intelligent, morning drive/Production Director for hit A/C. T&R, photo, plus salary: Max Miller, PD, KLOR-FM, Suite 414, Community Bldg., Ponca City, OK 74601. EOE (1-28)

Openings

No beginners, no calls. Adult AOR wants anchor. 2 years local reporting. T&R: Bob Bedi, WCPZ-FM, Box 1390, Sandusky, OH 44870. EOE M/F (1-28)

A/C station looking for news talent. T&R: Fairbanks Broadcasting, 9292 N. Meridian St., Indianapolis, IN 46260. EOE M/F (1-28)

Wanted: Production Director. Must be able to organize two station department. New studios. Please send production samples and resume to Scott Fredericks, Box 1776, Saginaw, MI 48605. (1-28)

Part-timer needed. NBC oldies station in mid-Michigan. Experience preferred. T&R: Scott Fredericks, WSAM Radio Saginaw, MI 48605. (1-28)

OH market looking for creative air talent and outstanding production. Excellent facilities and staff. T&R: Kert Radel, WFIN, 101 Sandusky, Findlay, OH 45840. EOE M/F (1-28)

PD for one of the countries leading Country stations. Rates first or second in its market. Apply to: Dwight Douglas, Burkhardt/Abrams, 6500 River Chase Circle, East, Atlanta, GA 30328. (1-28)

OH market looking for creative air talent and outstanding production. Excellent facilities and staff. T&R: Kert Radel, WFIN, 101 Sandusky, Findlay, OH 45840 EOE M/F (1-21)

KKXL-FM/Grand Forks, future drive time opening. Experience a must. T&R: Don Nordine, PO Box 997, Grand Forks, ND 58206. EOE M/F (1-21)

WWMM (3WM)/Toledo accepting tapes for future positions. Mature, brief and positive personalities only. T&R: Jerry King, 3WM, 2965 Pickle Rd., Toledo, OH 43616. EOE M/F (1-21)

Midwest medium market Country station looking for experienced talent to work primetime in well regulated format with contemporary approach. Want enthusiastic team players. \$13,000 plus benefits to start. Rush T&R to: Radio & Records, 1930 Century Park West, #432, Los Angeles, CA 90067

Immediate fulltime opening for 7-mid. person. Production skill a must. Top 100 A/C. Also need part-timers. T&R: Carolyn Gracie, WXUS-FM, Box 7093, Lafayette, IN 47903. No calls. EOE M/F (1-21)

Openings

The fastest growing FM in Lansing, MI wants to make their hot morning show even better. If you're creative, funny, entertaining, disciplined, hard working and able to entertain an 18-34 target, send me your T&R and ideas on how you'd make mornings in Lansing the best in town.

Mike Hayes, PD
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WEST

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KWIZ/Santa Ana accepting T&Rs for future openings. Seeking top professionals for A/C station. T&Rs: Dave Armstrong, KWIZ, 3101 West 5th St., Santa Ana, CA 92703. EOE (1-28)

KHYT/Tucson needs morning drive DJ/Production Director. T&R/picture: Sherman Cohen, Box 26040, Tucson, AZ 85726 or call (602) 623-7501. EOE (1-28)

Opening for morning news anchor. T&R: Ken Beck, News Director, 610 S. Ardmore, Los Angeles, CA 90005. EOE M/F (1-28)

Our ratings just doubled looking for up-tempo jock to move the music in sunny Santa Rosa. T&R: Bill Richards, KREO, Box 309, Healdsburg, CA 95448. EOE M/F (1-28)

KDZA/Pueblo accepting T&R for part-time announcer. Send to: Rip Avina, Box 93, Pueblo, CO 81002. EOE M/F (1-28)

CHR PM drive opening for experienced talent. T&R: Terry MacDonald, 13XL, Box 3500, Butte, MT 59702. EOE M/F (1-28)

Full and part-time air staff needed for new 100,000 watt Northwest stereo Rock FM. Progressive management. T&Rs: Steve MacKelvie, KMOK, 128 Main #22, Lewiston, ID 83501. EOE M/F (1-28)

Openings

Conversational jock for part-time overnight. Entry level position. Modest pay, great facilities. T&R: Dennis Newhall, KROY, 620 Bercut, Sacramento, CA 95814. No phone calls. EOE (1-28)

Immediate availability for part-time and fulltime experienced Country communicator. T&R: Mike St. James, KIXX Radio, 1608 Riverside Drive, Ft. Collins, CO 80524. EOE (1-28)

96 Rock, Superstars in Tucson is accepting T&Rs for future openings, air and news. Contact: Allan Browning (602) 622-6711 or Box 5585, Tucson, AZ 85703. EOE M/F (1-28)

KEZY/Anaheim, all News as of February 15. Still looking for seasoned anchors, street reporters, writers, and city editors. Contact Dave Forman (714) 776-1191. (1-28)

Program Manager — Orange County California

Wanted at **KWIZ AM/FM RADIO** (near Los Angeles). Experience in Personality Radio. Contact with resume: Bill Weaver
 KLOK Radio
 P.O. Box 21248
 San Jose, CA 95151

NM CHR looking for personality. T&R: Don Chatham, KQNM, 401 E. Coal Ave. Gallup, NM 87301. Small market. EOE M/F (1-21)

COLOR 95 (KLRZ) needs a strong, creative, organized production specialist. Demo to: Eric Rhoads, COLOR 95, 307 W. 200 South, #5002, Salt Lake City, UT 84101 (1-21)

Immediate opening for experienced RF maintenance audio and transmitter person. Send resume: Darby Cunningham, KMAX, 3844 E. Foothill Blvd., Pasadena, CA 91107. EOE (1-21)

The new 13-K is accepting T&Rs for future openings. All shifts. T&R: Dave Skyler, PD, Box 697, Lompoc, CA 93436. (1-21)

K-BEST 96 is looking for one or two weekend people. No calls please. T&R: A.J. Roberts, 7867 Convoy Court, #303, San Diego, CA 92111. EOE M/F (1-21)

KBOS/Tulare/Fresno is looking for experienced part-time announcer for Sebastian AOR. T&R: Jim Pemberton, PD, Box 1101, Tulare, CA 93274. EOE M/F (1-21)

Opportunities

Openings

KIMN-AM seeks America's most outstanding afternoon anchor. Exceptional delivery and writing style. No light-weight. T&R: Phil Boyce, 5360 W. 20th Ave., Denver, CO 80214. (1-21)

Salt Lake City's new COLOR 95 seeks conversational un-newsperson. Females encouraged. New facility, great working conditions. Call Kip Kraddick, (801) 531-1006 after 10 MST. (1-21)

A/C FM in Los Angeles has fulltime and/or part-time openings for you if you're smooth, friendly, bright and can sound naturally enthused about the music you play. T&R in strictest confidence to Radio & Records, 1930 Century Park West, #434, Los Angeles, CA 90067.

KNVR-FM 97/Chico has immediate opening for 7-mid. Adult Rock jock. Experience a must. T&R: Brent Farris, Box 1167, Paradise, CA 95969. EOE M/F (1-21)

KYYA has immediate opening for CHR midday jock. Only pros need apply. The money is right. T&R: Jack Bell, KYYA, 1845 Central Ave., Billings, MT 59102. (1-21)

All night and future morning drive openings. Production a must. Pay negotiable for right persons. T&R: Jack Armstrong, KRLC, 806 Stewart Ave., Lewiston, ID 83501. No phone calls. EOE M/F (1-21)

Weekends at San Diego's leading A/C station. 76-KFMB. Southern CA talent only. Personality format background. T&R: Mark Larson, PD, KFMB, San Diego, CA 92138. No calls. EOE M/F (1-21)

WANTED: Los Angeles-based individual with experience in national telephone sales for radio syndication firm. Position open immediately. Contact Robbie Carroll (213) 652-8710 INNER-VIEW, Inc. EOE (1-21)

Outrageous AOR morning personality wanted for Southern CA FM. Salary commensurate with rating success. Send T&R: J.L. PO Box 11191, Beverly Hills, CA 90213. EOE M/F (1-14)

KIQQ-FM has opening for a part-time air talent. Send T&R: Paula Matthews, PD 6430 Sunset Blvd., Suite 1102, Los Angeles, CA 90028. No calls. EOE M/F (1-14)

Opening for afternoon drive talent. T&R: Bill Minckler, PD, KGW, 1501 S.W. Jefferson, Portland, OR 97201. EOE M/F (1-14)

Accepting T&R for future openings. Minimum 2 years experience. Exceptional production skills. Dave Luce, OM, KMTN-FM, Box 927, Jackson Hole, WY 83001. EOE M/F (1-14)

Opening for midday A/C personality with production skills. Contact: Bennie L. Williams, GM, KALL-AM & FM, 312 E. South Temple, Salt Lake City, UT 84111, (801) 384-3561. EOE M/F (1-14)

Hot AOR in CA searching for creative, fun, rockin' jocks. T&R: C.J. Stone, KFIV-FM, Box 1360, Modesto, CA 95353. EOE M/F (1-14)

Positions Sought

Sportscaster/Sports talk show host seeks challenging position in medium or major market. Good numbers, proven track record. (413) 732-4969. (1-28)

SHANNON, formerly 3WT/Binghamton, NY. 5 yrs. CHR experience. Small/medium market. Available any air shift. Prefer NE, SE, FL. (305) 721-0582. (1-28)

Copywriter/Production Assistant. 2 yrs. experience. College grad. Available S. FL. ANN (305) 785-7819, after 6pm or weekends. (1-28)

Blown out due to automation. Major market experience. Need announcing job quickly. Willing to relocate. STEVE (813) 334-1924. (1-28)

10 yrs. A/C, AOR, Oldies. Written recommendations from every employer. Currently on-air in Nashville. Ready to direct music for mass appeal A/C. (615) 889-7623. (1-28)

Responsible/dedicated 2 1/2 yr. DJ needs to move. Have worked A/C, AOR & Country. Would also like sports. All markets in Midwest, MI preferred. SCOTT (517) 872-3452. (1-28)

1981 college grad seeks position to work hard and progress. Experienced in A/C personality, Country, P-B-P, News. NEIL ISAACS (616) 798-4613. (1-28)

Versatility save dollars. Over 14 yrs. broadcasting includes Production, Copywriting, News, air work in all dayparts. MD, Sales, Programming. All formats. LES MacDILL (813) 494-4366. (1-28)

7 yrs. professional tired of small market programming. Experienced in most formats. Excellent production & references. MIKE (317) 724-7716 days, (317) 282-7558, eves. (1-28)

CHR morning duo, currently working and #1. Bright, tight, fast, funny and hip one-to-one communicators. Ready for bigger challenge. (914) 793-1784 STEVEN. (1-28)

Positions Sought

Low Sales have caused programming cutbacks — mel A/C, Country experience. Prefer 150 mile radius of Birmingham, AL. Call RUSS BRYANT (205) 798-2607. (1-28)

Research & Programming. Experience in phases, with top rank major market facilities. I'm ready to help you now. STEVE (609) 346-0949. (1-28)

Country programmer, air personality, many major-medium markets. #1 success stories, group programmer. Proven, creative promotions, followed through, detailing. DAVE DONAHUE (305) 941-6061 after 9pm EST. (1-28)

USC sports journalism graduate seeks fulltime job as Sports Director/DJ for small-medium market. Solid background, great attitude. For T&R: RON GOODMAN (213) 202-1249. (1-28)

#1 stable jock with personality. All formats. Medium/Medium-major. Prefer West. Help! Being stifled! SEAN (214) 595-4669. (1-28)

Need new blood? PD/MD with promotional ideas, winning attitude, CHR knowledge? I'm ambitious, dedicated, have 7 plus years medium market experiences. SCOTT DAZE (402) 333-5581, afternoons. (1-28)

Consistent, reliable and fun. Don't move much, but now ready. (92X/Columbus, KKRC/Sioux Falls.) GREG FISHER (605) 334-2420. (1-28)

Multi-track production experience. Natural sounding talent. BOBBY DEE, 96Rock, KIIQ/Colorado Springs. Seeks on-air position. Family man CHR, A/C (303) 632-4173. (1-28)

A/C, CHR and AOR's encouraged to apply. (805) 541-8000 days, (805) 772-2263, nights. (1-28)

HARV BLAIN, WLLZ/Detroit, WZUU/Milwaukee available now. Research oriented CHR/AOR programmer. Good track record. References, 10 years experience. (313) 853-6025. (1-28)

Very ambitious, young sportscaster looking for new challenges in a new location. P-B-P experience in four sports with reporting background. TIM HAYS (702) 882-6263. (1-28)

Significant East Coast experience, CHR jock, looking for nice home to grow in and make parent very happy. FRANK VERRONE (212) 445-8741 until 12pm or (212) 886-1818 anytime. (1-28)

Experienced Country DJ, but will consider all formats. Will relocate. Call DARRYL EVANS (213) 783-3521. (1-28)

AOR announcer, copywriter, Promotions Director, programmer. Double figure ARB's. Currently in TV. Seek West Coast major market slot. Call ERIC (916) 484-0860. (1-28)

RON DENNINGTON looking for A/C or Country PD position in medium or major market. 22 years experience. Good references. Call (314) 427-4485. (1-28)

Young, talented air talent looking for a medium market challenge. Willing to take direction and work my way up! MIKE (218) 847-5624. (1-28)

SCOTT THROWER, formerly KMJK, KOPA, KZZP, looking for drivetime position in major market. (602) 894-0756. Serious inquiries only. (1-28)

Economy, weather bad. Can you make up mind on positioning in market? PD/morning 8 years ATL, Cincy, Indy. Good production. Call (304) 727-5959. (1-28)

That volcano in Hawaii is really making an "ash" out of itself, maybe red adair should give it an "earth" control pill!!! Topically humorous and entertaining CHR announcer looking for a small or small/medium market announcing position. I'm a dedicated hardworking professional who has been off the air for a year looking for a break and willing to work for it. Four years small market experience and available immediately. If you're searching for someone who has fun on the air and is different, let's talk. ROB (312) 894-3987. (1-28)

Superb morning act/PD combo. Major market experience & success. All serious permanent offers from quality companies considered. (609) 737-1421, (305) 771-1962. (1-28)

MARTY WILLIAMS looking for PD/MD position in SE. I'm experienced in all phases of programming & music research. Excellent references. (912) 354-9613, (912) 238-5515. (1-28)

Radio personality with over 2 yrs. part-time experience in A/C. Searching for full-time position. DANIEL A. RENTON (517) 485-1671. (1-28)

Morning entertainer available. Major Country only. (502) 425-5874. (1-28)

For a real swell T&R simply send a self addressed stamped envelope to: TAPE, 40 Bearhill Rd., Cumberland, RI 02864 or call MARK (401) 334-3194. (1-28)

Londoner, DON COSTELLO, looking for on-air position. Major market experience. UK/US. Love to relocate. (405) 364-1107. 760 Debar, #1, Norman, OK 73069. (1-28)

Positions Sought

Pure gold. Air personality or street reporter & newscaster. This gal's got what it takes. Ready, willing, able, less talk. 7-10pm. (313) 272-7357, (313) 838-4744. (1-28)

Superb morning act/PD combo. Major market experience and success. All serious, permanent offers from quality companies considered. (609) 737-1421 or (305) 771-1962. (1-28)

Female seeking airshift: Urban, A/C and CHR. Warm, friendly, takes directions, motivated. Humorous. KELLI (213) 684-5833. (1-28)

Female morning driver for AOR, CHR, A/C position. Warm, bright, creative performer. Outstanding copywriting and production. A voice that sells. JACKIE (704) 684-5899. (1-28)

Present medium market PD and morning man looking for new opportunity. If you're looking for a team player, call TOM (414) 539-2670. (1-28)

The smaller the market, the more I like it. Why? Because I like to do everything. 1 1/2 years medium market experience. MIKE (212) 756-2194. (1-28)

Top 40 Country Assist. PD/MD/Production Manager. 4 years experience production/news/sports/some P-B-P. Call BILL (602) 247-7844. (1-28)

MAYHEM IN THE AM
Superb, trend-setting, class act available to stable, quality operation... track record of major market ratings, revenue and listener response. Community involvement and localized entertainment are this act's specialty.
(609) 737-1421 (305) 771-1962

Former #1 team of RYAN & RYAN is leaving O'Day Broadcasting. By or before June 1. Great references & track record, now considering offers. (206) 882-2828. (1-21)

Hardworking & enthusiastic, 2 1/2 yr. pro looking for move up. Have worked A/C, AOR, Country. Personality & production. MI & Midwest only. SCOTT (517) 872-3452. (1-21)

To be announced, MICHAEL TURNER, 24, 5 yrs. — radio. College, commercial, club & multi-track experience. Any hour, location, format (213) 752-2336, (213) 649-0222 #45. (1-21)

Veteran sports announcer, looking for station with sports broadcasting high on list of programming. Size of market not important, dedication to Sports is. Will consider News/Sports combo. PAT (419) 586-3076. (1-21)

I'm looking for live show in the Rockies or on the West coast. RON (518) 561-8319. (1-21)

Got an earache? Don't call a doctor to get rid of it, call me. TOD ALLEN (312) 795-0482. Willing to relocate. (1-21)

Young jockey dedicated, enthusiastic News & Sports with commercial experience looking for work. Any format. Will relocate. ASHLEY SCHARGE (212) 229-2094, evenings. (1-21)

Experienced A/C & AOR announcer. Will relocate anywhere. ROB THOMSON (218) 885-3040. (1-21)

Stable pro seeks Midwest/Great Lakes or sunny FL medium market gig. Great pipes & attitude. MARK (313) 982-2642. (1-21)

Superstars & Pollock AOR vet, former PD/MD. Excellent production & references. Experience in call out research, promotions & sales. LEE ROBERTS (918) 834-5184. (1-21)

Professionally trained with some experience. If that sounds good, just wait 'til you hear my tape & read my resume. ED (312) 849-0742, (312) 389-0742. (1-21)

DJ with 3rd class license, with experience and a great voice, willing to relocate immediately. Call DON STATEN, (213) 671-6402 or leave message, (213) 582-6737. (1-21)

Top 50 CHR and A/C MD, also promotions, looking for medium market PD gig or major market MD slot. Willing to relocate. Call (717) 367-9464. (1-21)

I'm Country continuously! JIM MARSHALL from FL's best Country stations, including WCRJ, WVQJ, WNVY. Seeks PD, MD or good on-air position. (904) 241-0132 anytime. (1-21)

Country stations: if you don't live Country music, read no further. Personality/MD with over 8 years in Country radio seeking medium-market position. Looking for blend of traditional and modern Country, not just "cross-over." New owners coming here. They're bringing own people. My boss is aware of this ad. He'll be happy to tell you how I've worked for him, and how I'll work for you. BRUCE BAKER, KEYL, PO Box 120, Long Prairie, MN 56347. (612) 732-2164. Ask for Jerry (my boss, usually here mornings) or me. I'm here evenings. (1-21)

Positions Sought

LARRY LOMAX, current morning personality at KBBK/Boise looking for AM drive slot. Creative bits, character voices, listener involvement, positive presentation, and just a bit crazy. Can relate well locally and individually. Desire creative challenges to build a winner!! Will consider programming position. (208) 377-4803, (208) 888-0093. (1-21)

Changes

RADIO

Robert J. Reckert has joined the WINS/New York, NY Sales Staff as an Account Executive.

Jo Ann Duke appointed Co-op Coordinator/Account Executive at WINS/New York, NY.

Patrick J. Cantwell named Account Executive at WINS/New York, NY.

Bev Shelby has joined the sales team at KYUU/San Francisco, CA.

Val Oxendine appointed Account Executive at KYUU/San Francisco, CA.

Lee Eugene Hill has joined KPLX/Dallas-Ft. Worth, TX as Account Executive.

Trisha Lee named Local Sales Manager of KSJ/Mobile, AL.

George S. Kalman appointed Independent Salesperson, WNBC Radio/New York, NY.

Dyan E. Nelson named Account Executive at KYW/Philadelphia, PA.

Paula H. Cole has joined the sales department of WMFR-FM (soon to be WMAGIC).

Loyse Leath joins the sales staff at WTAR/Norfolk, VA.

Bob Adkins named Account Executive at KVI-570/Seattle, WA.

Dawn Sessoms Epps appointed Account Executive for WCAU-AM/Philadelphia, PA.

Marlene D. Guss named Account Executive for WCAU-AM/Philadelphia, PA.

Miscellaneous

WERZ/Exeter needs CHR LP and 12" service from all labels. Send to: Scott Mackay, WERZ, Box 1540, Exeter, NH 03833.

Music revision leaves us short on Country Gold. 1958-1975. Service from all labels please! Mike St. James, KHX, 1608 Riverside Dr., Ft. Collins, CO 80524.

Coastal ME's newest CHR needs service, all labels. Send to: Tim Moore, PD, KISS 94-FM, 45 High St., Ellsworth, ME 04805.

Dates appearing at the end of each listing signify first week listed.

R&R Opportunities Advertising

Radio & Records provides free listings (maximum 24 words or 3 lines) in Openings, Positions Sought, and Changes. You may place your free listing by mail or by phone. R&R will accept classifieds by telephone **Monday & Wednesday 3-5pm; Thursday & Friday 9am-5pm.**

Frequency Rates*

1 Week	2 Weeks	3 Weeks
\$12.00	\$20.00	\$25.00

*Must run consecutive weeks.

Payable In Advance

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

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

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

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

The Music Section

National Music Formats Added This Week

Satellite Music Network

George Williams (214) 343-9205

The Starstation

MICHAEL JACKSON "Billie Jean"
JOE JACKSON "Breaking Us In Two"
HALL & OATES "One On One"
SUPERTRAMP "My Kind Of Lady"

Country Coast-To-Coast

RAZZY BAILEY "Poor Boy"
TANYA TUCKER "Feel Right"
ALABAMA "Dixieland Delight"

Century 21

Greg Stephens (214) 934-2121

The Z Format

DONALD FAGEN "New Frontier"
GREG KIHN BAND "Jeopardy"
HALL & OATES "One On One"
DEXYS MIDNIGHT RUNNERS
"Come On Eileen"
ABC "Poison Arrow"

The A/C Format

HALL & OATES "One On One"
JOE JACKSON "Breaking Us In Two"

Super-Country

JERRY REED "Down On The Corner"
RONNIE McDOWELL "Personally"
REBA McENTIRE "You're The First Time..."
BILLY SWAN "Rainbows And Butterflies"

Radio Arts

John Benedict (213) 841-0225

Country's Best

KENNY ROGERS & SHEENA EASTON
"We've Got Tonight"
LARRY GATLIN
"Almost Called Her Baby By Mistake"
JERRY REED "Down On The Corner"

The Entertainers

PHIL EVERLY "Who's Gonna Keep Me Warm"
ERIC MERCURY & ROBERTA FLACK "Our Love..."

Sound 10

JILL COLUCCI "Shot In The Dark"
ERIC MERCURY & ROBERTA FLACK "Our Love..."
SUPERTRAMP "My Kind Of Lady"
HALL & OATES "One On One"
ERIC CLAPTON
"I've Got A Rock N' Roll Heart"

Concept Productions

Dick Wagner (916) 782-7754

Adult Rock

KENNY ROGERS & SHEENA EASTON
"We've Got Tonight"
HALL & OATES "One On One"
SUPERTRAMP "My Kind Of Lady"
ERIC CLAPTON
"I've Got A Rock N' Roll Heart"
EARTH, WIND & FIRE
"Fall In Love With Me"
MICHAEL JACKSON "Billie Jean"
JEFFERSON STARSHIP "Winds Of Change"

Transtar

Chick Watkins (303) 578-0700

CHRISTOPHER CROSS "All Right"

Drake-Chenault

Bob Laurence (213) 883-7400

XT-40

EARTH, WIND & FIRE
"Fall In Love With Me"
HALL & OATES "One On One"
ERIC CLAPTON
"I've Got A Rock N' Roll Heart"
SUPERTRAMP "My Kind Of Lady"

Contempo 300

OLIVIA NEWTON-JOHN "Tied Up"

Great American Country

TANYA TUCKER "Feel Right"
JIM GLASER "When You're Not A Lady"
LEE GREENWOOD
"Ain't No Trick (It Takes Magic)"
RAZZY BAILEY "Poor Boy"

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

HALL & OATES "One On One"
ERIC CLAPTON
"I've Got A Rock N' Roll Heart"
PRETENDERS "Back On The Chain Gang"
JOURNEY "Separate Ways (Worlds Apart)"
SUPERTRAMP "My Kind Of Lady"

TM A-C

CHRISTOPHER CROSS "All Right"
DAN FOGELBERG "Make Love Stay"
KENNY ROGERS & SHEENA EASTON
"We've Got Tonight"
HALL & OATES "One On One"

TM Country

BANDANA "I Can't Get Over You..."
TANYA TUCKER "Feel Right"
REBA McENTIRE "You're The First Time..."
KENNY ROGERS & SHEENA EASTON
"We've Got Tonight"
GLEN CAMPBELL "I Love How You Love Me"
RONNIE McDOWELL "Personally"

Peters Productions, Inc.

Debbie Welsh (714) 565-8511

Country Lovin'

LEE GREENWOOD
"Ain't No Trick (It Takes Magic)"
WHITES "Hangin' Around"
BELLAMY BROTHERS
"When I'm Away From You"

The Great Ones

CHRISTOPHER CROSS "All Right"
JOE JACKSON "Breaking Us In Two"
RANDY NEWMAN & PAUL SIMON "The Blues"

BPI

John Iles (800) 426-9092

Adult Contemporary

CHRISTOPHER CROSS "All Right"
GLENN FREY "That Girl"

Country Living

HANK WILLIAMS JR. "Gonna Go Huntin' "
KENNY ROGERS & SHEENA EASTON
"We've Got Tonight"
BOB SEGER "Shame On The Moon"
JOHNNY LEE "Sounds Like Love"



IT'S A DOG'S LIFE! — The KTTI/Yuma first anniversary celebration brought out over 20,000 country fans who enjoyed beverages, food, and local entertainment, especially the "Kitty Kountry Kittens." Meow.



WHICH WAY IS SAN DIEGO? — KXY 96/Oklahoma City's new mascot, "Chuck The Two-Steppin' Duck," made his debut appearance by dropping in on station afternoon personality Mark Majors for some quick directions South.



"WIN A LITTLE LUV FROM WDGY" — WDGY/Minneapolis's recent "Win A Little Luv" contest not only awarded a lucky listener a Chevy Luv truck, but also the chance to win the mysterious prize contained in the unmarked crate in the back of the vehicle. All listeners had to do was mark down the license number of the truck (which was constantly driven around town), send it in to the station, and be the first correct entry drawn to have a chance at both prizes. Unfortunately, winner Joe Dillner didn't come up with the mystery prize (a Ski-Doo snowmobile), but he doesn't seem too unhappy here as he takes the keys of his new truck from WDGY PD Gary Stone (right). Since Joe missed out on the snowmobile, the station held a second drawing from the 35,000 entries received and gave that prize away the following week.

Tanner Musical Spectrum

Kenny Bosak (901) 320-4433

Bright Blue A/C

HALL & OATES "One On One"
JILL COLUCCI "Shot In The Dark"
SUPERTRAMP "My Kind Of Lady"
RANDY NEWMAN & PAUL SIMON "The Blues"
STRAY CATS "Stray Cat Strut"
DAN FOGELBERG "Make Love Stay"
DONALD FAGEN "New Frontier"

Tanner Country

GEORGE JONES "Shine On..."
BELLAMY BROTHERS
"When I'm Away From You"
EARL THOMAS CONLEY
"I Have Loved You Girl..."
JOHN ANDERSON "Swingin' "
BANDANA "I Can't Get Over You..."
ED BRUCE "My First Taste Of Texas"
KENNY ROGERS & SHEENA EASTON
"We've Got Tonight"

Red Satin Rock

MICHAEL JACKSON "Billie Jean"
GOLDEN EARRING "Twilight Zone"
HALL & OATES "One On One"
NEIL DIAMOND "I'm Alive"
PRETENDERS "Back On The Chain Gang"
DON HENLEY "I Can't Stand Still"

Black Radio Regionalized Adds & Hots

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

EAST

WXYY/Baltimore
Tim Watts

SYSTEM
HALL & OATES
DAZZ BAND
JACKSONVILLE
ELLIS HALL JR
MERCURY & FLACK
BOBBY NUNN
GLENN JONES
SKYY
QUADRANT SIX
FRESH FAC
TRAMPPS
HOT COLD SWEAT
Hottest:
MICHAEL JACKSON
ORBIT
MEN AT WORK
GROVER WASHINGTON
INDEEP

WILD/Boston
Steve Crumley

GWEN MCCRAE
DEBARGE
PETER BROWN
FIRST LOVE
FOUR TOPS
JERRY KNIGHT
MERCURY & FLACK
DIONNE WARWICK
TAVARES
GEORGE CLINTON
Hottest:
INDEEP
MUSICAL YOUTH
MARGIE JOSEPH
ORBIT
LIONEL RICHIE

WKND/Hartford
Jordan McLean

HALL & OATES
FRESH FACE
MERCURY & FLACK
C-BRAND
PEABO BRYSON
WOLF
Hottest:
MARVIN GAYE
MICHAEL JACKSON
INDEEP
NYC PEECH BOYS
ANGELA BOFILL

WNHC/New Haven
James Jordan

STATE OF GRACE
O'BRYAN
CONVENTION
RUFUS
DONALD FAGEN
GEORGE CLINTON
ROUND TREE
GLENN JONES
FRESH FACE
DIANA ROSS
HALL & OATES
Hottest:
MUSICAL YOUTH
MARGIE JOSEPH
INDEEP
CENTRAL LINE
JUNIOR

WVNY/New York

ANGELA BOFILL
SOUL SONIC FORCE
BETTY WRIGHT
MIKE PEDICEN JR
Hottest:
MUSICAL YOUTH
HALL & OATES
FOUR TOPS
SYSTEM
GROVER WASHINGTON
DISCO FOUR
LACE
REGGIE GRIFFIN
Hottest:
MARGIE JOSEPH
GOODIE
EW&F
DEBARGE
MUSICAL YOUTH

WDAZ/Philadelphia
Joe Tamburro

DAZZ BAND
ATTITUDE
C-BANK
O'BRYAN
BOBBY NUNN
JEFFREY OSBORNE
MERCURY & FLACK
Hottest:
YARBROUGH/PEOPLES
RAY PARKER JR.
ANGELA BOFILL
MICHAEL JACKSON
ORBIT

WAMO/Pittsburgh
John Anthony

MICHAEL JACKSON
RUFUS
FOUR TOPS
CHICAGO GANGSTERS
Hottest:
MARGIE JOSEPH
LIONEL RICHIE
SYSTEM
ANGELA BOFILL
MICHAEL JACKSON
ORBIT

WKYS/Washington
Donnie Simpson

CASHMERE
SOS BAND
MELLE & DUKE
RUFUS
KEITH HILLGO
INDEEP
MELBA MOORE
ANDRE CYMONE
JANET JACKSON
TIME
CENTRAL LINE
MARGIE JOSEPH
Hottest:
JACKSON/MCCARTNEY
BAR-KAYS
MARVIN GAYE
MUSICAL YOUTH
GAP BAND

WOKW/Washington
Chris Gardner

none
Hottest:
MICHAEL JACKSON
MARVIN GAYE
YARBROUGH/PEOPLES
GAP BAND
WHRU/Washington
Oscar Fields
GENE VAN BUREN
SCHERRIE PAYNE
MAHOGANY
FUTURA
HOT COLD SWEAT
Hottest:
MICHAEL JACKSON
GROVER WASHINGTON
GAP BAND
MARVIN GAYE
BAR-KAYS

SOUTH

WVEE/Atlanta
Sooty Andrews

TAVARES
SKYY
JANET JACKSON
WILLIAM BELL
HALL & OATES
DISCO FOUR
LACE
REGGIE GRIFFIN
Hottest:
MARGIE JOSEPH
GOODIE
EW&F
DEBARGE
MUSICAL YOUTH

WPEG/Charlotte
Lee Norman

JONZUN CREW
JERRY KNIGHT
SOUL SONIC FORCE
INDEEP
O'BRYAN
STEPHANIE MILLS
CON FUNK SHUN
Hottest:
BAR-KAYS
GAP BAND
CHAKA KHAN
CHOCOLATE MILK
EVELYN KING
GAP BAND

WVAC/Atlanta
Larry Tinsley

WILLIAM BELL
SCHERRIE PAYNE
ANGELA BOFILL
BOHANNON
ZAPP
DISCO FOUR
CENTRAL LINE
DAWSON & DIGGS
Hottest:
PATTI AUSTIN
DEBARGE
LUTHER VANDROSS
MUSICAL YOUTH
MARVIN GAYE

WRDW/Augusta
Teddy Black

none
Hottest:
CHAKA KHAN
MARVIN GAYE
GEORGE CLINTON
MARGIE JOSEPH
MICHAEL JACKSON

KNOW/Austin
Selby Edwards

RUFUS
KEITH HILLGO
INDEEP
MELBA MOORE
ANDRE CYMONE
JANET JACKSON
TIME
CENTRAL LINE
MARGIE JOSEPH
Hottest:
EVELYN KING
GAP BAND
MARGIE JOSEPH
MUSICAL YOUTH
RAY PARKER JR.

WATV/Birmingham

CON FUNK SHUN
BOBBY NUNN
GEORGE CLINTON
WARP 9
CENTRAL LINE
Hottest:
RAY PARKER JR.
MARGIE JOSEPH
CHAKA KHAN
DEBARGE
GAP BAND

WPEG/Charlotte
Lee Norman

JONZUN CREW
JERRY KNIGHT
SOUL SONIC FORCE
INDEEP
O'BRYAN
STEPHANIE MILLS
CON FUNK SHUN
Hottest:
BAR-KAYS
GAP BAND
CHAKA KHAN
CHOCOLATE MILK
EVELYN KING
GAP BAND

WVAC/Atlanta
Larry Tinsley

WILLIAM BELL
SCHERRIE PAYNE
ANGELA BOFILL
BOHANNON
ZAPP
DISCO FOUR
CENTRAL LINE
DAWSON & DIGGS
Hottest:
PATTI AUSTIN
DEBARGE
LUTHER VANDROSS
MUSICAL YOUTH
MARVIN GAYE

WRDW/Augusta
Teddy Black

none
Hottest:
CHAKA KHAN
MARVIN GAYE
GEORGE CLINTON
MARGIE JOSEPH
MICHAEL JACKSON

KNOW/Austin
Selby Edwards

RUFUS
KEITH HILLGO
INDEEP
MELBA MOORE
ANDRE CYMONE
JANET JACKSON
TIME
CENTRAL LINE
MARGIE JOSEPH
Hottest:
EVELYN KING
GAP BAND
MARGIE JOSEPH
MUSICAL YOUTH
RAY PARKER JR.

K104-FM/Dallas

GEORGE HOWARD
DAZZ BAND
HALL & OATES
MAHOGANY
STEPHANIE MILLS
QUADRANT SIX
TAVARES
Hottest:
CASHMERE
COMMODORES
MICHAEL JACKSON
JEFFREY OSBORNE
LIONEL RICHIE

KRLY/Houston
Steve Harris

HALL & OATES
KENNY LOGGINS
INDEEP
MANDRILL
SYSTEM
WAR
Hottest:
GAP BAND
CHAKA KHAN
CHOCOLATE MILK
EVELYN KING
GEORGE CLINTON

KMJO/Houston
Greg Mack

CON FUNK SHUN
HALL & OATES
VALENTINE BROS.
WAR
GROVER WASHINGTON
INDEEP
SPINNERS
CARL CARLTON
JOHNNIE TAYLOR
ZZ HILL
ARETHA FRANKLIN
Hottest:
MICHAEL JACKSON
ZZ HILL
PRINCE
EVELYN KING
PEABO BRYSON

WKXJ/Jackson
Tommy Marshall

MICHAEL JACKSON
RUFUS
JEFFREY OSBORNE
ORBIT
WEATHER GIRLS
AURRA
VAUGHAN MASON
CON FUNK SHUN
Hottest:
TYRONE DAVIS
WUF TICKET
PEABO BRYSON
GRACE JONES
COMMODORES

WJMM/Jackson
Carl Haynes

DAZZ BAND
STEPHANIE MILLS
WILLIAM BELL
MAHOGANY
HOTTEST:
MELLE & DUKE
LIONEL RICHIE
MICHAEL JACKSON
LUTHER VANDROSS
DEBARGE

WPDQ/Jacksonville

RANDY CRAWFORD
TONI BASIL
COMMODORES
DONNA SUMMER
DEBARGE
RICK JAMES
O'BRYAN
SLAVF
SOUL SONIC FORCE
JAMMERS
JANET JACKSON
INDEEP
ISLEY BROS
Hottest:
TYRONE BRUNSON
RAY PARKER JR.
WUF TICKET
PATTI AUSTIN
MELBA MOORE

WJAX(95X)/Jacksonville
Steve Fox

GEORGE CLINTON
CENTRAL LINE
SCHERRIE PAYNE
RANDY CRAWFORD
MERCURY & FLACK
CARL CARLTON
ANGELA BOFILL
DONALD FAGEN
Hottest:
GAP BAND
WUF TICKET
MICHAEL JACKSON
ORBIT
MUSICAL YOUTH

KJCB/Lafayette
Beatrice Evans

O'BRYAN
DAZZ BAND
WAR
ANGELA BOFILL
CENTRAL LINE
MCFADDEN & WHITE
JANET JACKSON
HIGH INERGY
EBONEE WEBB
CON FUNK SHUN
Hottest:
JONZUN CREW
ORBIT
MELLE & DUKE
CASHMERE
SMOKEY ROBINSON

KOKY/Little Rock
Todd Young

INDEEP
BOHANNON
ORBIT
NYC PEECH BOYS
T.S. MONK
LIONEL RICHIE
Hottest:
BOBBY NUNN
MARGIE JOSEPH
MICHAEL JACKSON
SOS BAND
DONNA SUMMER

WLOU/Louisville

Neal D'Ra
JANET JACKSON
Hottest:
KLEFER
REGGIE GRIFFIN
WHODINI
MARGIE JOSEPH
VAUGHAN MASON

WJSS/Lynchburg, VA
Lad Goins

EW&F
INSTANT FUNK
DAZZ BAND
SMOKEY ROBINSON
LIONEL RICHIE
Hottest:
PATTI AUSTIN
MARVIN GAYE
JACKSON/MCCARTNEY
LIONEL RICHIE
TYRONE BRUNSON

KRNB/Memphis
Floyd Blackwell

GLENN JONES
BETTY WRIGHT
TONY TROUTHMAN
YONNIE BROWN
DYNASTY
GLORIA GAYNOR
INSTANT FUNK
DAWSON & DIGGS
CAIN/RED PARROT
Hottest:
MICHAEL JACKSON
RAY PARKER JR.
TYRONE DAVIS
GEORGE CLINTON
LANIER & CO.

WDM/Chicago
Carl Connors

HALL & OATES
GEORGE CLINTON
EBONEE WEBB
REGGIE GRIFFIN
SKYY
Hottest:
JOHNNIE TAYLOR
LUTHER VANDROSS
MICHAEL JACKSON
LIONEL RICHIE
SMOKEY ROBINSON

WHRK (K97)/Memphis
Jimmy Smith

O'BRYAN
QUADRANT SIX
INSTANT FUNK
ROUND TREE
BETTY WRIGHT
WILLIAM BELL
SOUL SONIC FORCE
PATRICK WILLIAMS
Hottest:
LUTHER VANDROSS
RAY PARKER JR.
INDEEP
RICHARD D. FIELDS
MICHAEL JACKSON
YARBROUGH/PEOPLES

WEDR/Miami

Leo Jackson
JANET JACKSON
SPYDER-D
CENTRAL LINE
GEORGE CLINTON
DYNASTY
TRAMPPS
RANDY CRAWFORD
T.S. MONK
MERCURY & FLACK
INSTANT FUNK
LEMELE
TIME
HALL & OATES
JANET JACKSON
Hottest:
MARGIE JOSEPH
CHAKA KHAN
TYRONE DAVIS

WBLX/Mobile
Michael J. Alexander

none
Hottest:
MARVIN GAYE
JACKSON/MCCARTNEY
MARGIE JOSEPH
RAY PARKER JR.

WVLD/Nashville
Fred Harvey

EBONEE WEBB
INSTANT FUNK
HALL & OATES
CULTURE CLUB
BOHANNON
TAVARES
O'BRYAN
OWEN MCCRAE
JANET JACKSON
Hottest:
MARVIN GAYE
GAP BAND
DEBARGE
PRINCE
MICHAEL JACKSON

WTOY/Reno
Francisca Stewart

DEBARGE
ORBIT
LUTHER VANDROSS
NAIROBI
CHOCOLATE MILK
MELLE & DUKE
Hottest:
CHAKA KHAN
EVELYN KING
MARVIN GAYE
GAP BAND
BAR-KAYS

WYLD-FM/New Orleans
Brute Bailey

FRITZ
CON FUNK SHUN
O'BRYAN
CASHMERE
CURTIS MAYFIELD
Hottest:
RAY PARKER JR.
MARGIE JOSEPH
GAP BAND
YARBROUGH/PEOPLES
SLAVE

WPLZ/Petersburg

Richard D. Fields
SMOKEY ROBINSON
JUICY
CARL CARLTON
CASHMERE
CONTACT
MIKKI
PRINCE
SOUL SONIC FORCE
INSTANT FUNK
LEMELE
TIME
HALL & OATES
JANET JACKSON
Hottest:
MICHAEL JACKSON
ORBIT
MARGIE JOSEPH
CHAKA KHAN
TYRONE DAVIS

WANT/Richmond
Kirby Carmichael

MICHAEL JACKSON
NAIROBI
WOLF
INDEEP
LANIER & CO.
ANGELA BOFILL
YARBROUGH/PEOPLES
Hottest:
MARGIE JOSEPH
LUTHER VANDROSS
GAP BAND
MUSICAL YOUTH
ALFIE SILAS

WVDM/Suniper
Barbara Taylor

GLENN JONES
EBONEE WEBB
STEPHANIE MILLS
INSTANT FUNK
ZAPP
RUFUS
KOOL & THE GANG
JIMMY CLIFF
Hottest:
COMMODORES
RAY PARKER JR.
MUSICAL YOUTH
ORBIT
MICHAEL JACKSON

WAIL-FM/New Orleans
Barry Richards

none
Hottest:
MICHAEL JACKSON
MARVIN GAYE
RAY PARKER JR.
TILT
MUSICAL YOUTH

WEST

KACE/Los Angeles
Alonzo Miller

ZZ HILL
DAZZ BAND
ANGELA BOFILL
SMOKEY ROBINSON
JERRY KNIGHT
GEORGE HOWARD
INDEEP
TRAMPPS
CASHMERE
TAVARES
CARL CARLTON
SKYY
GRACE JONES
MANDRILL
NYC PEECH BOYS
PATTI BROOKS
MCFADDEN & WHITE
DONNA WASHINGTON
PEOPLE'S CHOICE
JIMMY CLIFF
Hottest:
MICHAEL JACKSON
MARVIN GAYE
LUTHER VANDROSS
GROVER WASHINGTON
SYSTEM
KDAY/Los Angeles
Jack Patterson

KDAB/Los Angeles
Jack Patterson

DON HENFLY
ANGELA BOFILL
CHERYL LYNN
Hottest:
GROVER WASHINGTON
COMMODORES
MELBA MOORE
RAY PARKER JR.
MARGIE JOSEPH

KPOP-FM/Sacramento
Bill Jeffries

DONALD FAGEN
GREG KINN BAND
STRAY CATS
SKYY
DIONNE WARWICK
WAR
JANET JACKSON
GLORIA GAYNOR
SCAGGS & ROFILL
Hottest:
MARVIN GAYE
COMMODORES
CULTURE CLUB
DONNA SUMMER
KENNY LOGGINS

WVHM/Tallahassee
Joe Bullard

JERRY KNIGHT
RUFUS
MICHAEL JACKSON
ANGELA BOFILL
ROGERS & EASTON
ABC
HALL & OATES
INSTANT FUNK
DAZZ BAND
TAVARES
GLENN JONES
TRAMPPS
STEPHANIE MILLS
MERCURY & FLACK
Hottest:
RAY PARKER JR.
MARGIE JOSEPH
TYRONE BRUNSON
CHAKA KHAN
MARVIN GAYE

XHRM/San Diego
Von Lindsey

DAZZ BAND
YARBROUGH/PEOPLES
GEORGE CLINTON
MADONNA
SYLVESTER
CASHMERE
MELLE & DUKE
Hottest:
DEBARGE
GAP BAND
TIME
VANITY 6
MICHAEL JACKSON

KSOJ/San Mateo, CA
Bernie Moody

LIONEL RICHIE
HOT CHOCOLATE
SKYY
ALFONZO
EBONEE WEBB
Hottest:
WOLF
DEBARGE
MARGIE JOSEPH
MUSICAL YOUTH
MICHAEL JACKSON

MIDWEST

WJPC/Chicago
Jerry Bouding

MERCURY & FLACK
ZZ HILL
HIGH INERGY
TRAMPPS
ANGELA BOFILL
ORBIT
LYNN & CHANDLER
Hottest:
CHAKA KHAN
GRACE JONES
PATTI AUSTIN
GAP BAND
DEBARGE

WDMT/Cleveland
Magie James

SYLVESTER
CHRIS CROSS
VAUGHAN MASON
DEBARGE
ANGELA BOFILL
SOUL SONIC FORCE
SMOKEY ROBINSON
ORBIT
ABC
WOLF
TRAMPPS
LANIER & CO.
SYSTEM
ULTIMATE CHOICE
Hottest:
MICHAEL JACKSON
GEORGE CLINTON
WHODINI
MEN AT WORK
EVELYN KING

WBMX/Chicago
Lee Michaels

MICHAEL JACKSON
GLENN JONES
WILLIAM BELL
LEMELE
ZAPP
ANGELA BOFILL
TONY TROUTHMAN
CAIN/RED PARROT
PARIS HOLLEY
Hottest:
ALFIE SILAS
JEFFREY OSBORNE
EW&F
SHARON REDD
AURRA

WGCI/Chicago
Richard Pegue

MAGNUM FORCE
JUICY
CHERYL LYNN
WILLIAM BELL
RANDY CRAWFORD
MARLENA SHAW
ANGELA BOFILL
WALTER JACKSON
Hottest:
CASHMERE
ZZ HILL
DEBARGE
SMOKEY ROBINSON
INDEEP

WVAC/Atlanta
Larry Tinsley

DYNASTY
AMUZEMENT PARK
PARIS HOLLEY
MONK HIGGINS
CENTRAL LINE
L.V. JOHNSON
INSTANT FUNK
CAIN/RED PARROT
HANDRILL
WAR
O'BRYAN
DIONNE WARWICK
Hottest:
MICHAEL JACKSON
YARBROUGH/PEOPLES
GAP BAND
GROVER WASHINGTON
JEFFREY OSBORNE

WBLZ/Cincinnati

ANGELA BOFILL
CLASH
CLIFF ADAMS
LUTHER VANDROSS
Hottest:
MARVIN GAYE
JACKSON/MCCARTNEY
EVELYN KING
MELBA MOORE
TIME

WDMT/Cleveland
Magie James

SYLVESTER
CHRIS CROSS
VAUGHAN MASON
DEBARGE
ANGELA BOFILL
SOUL SONIC FORCE
SMOKEY ROBINSON
ORBIT
ABC
WOLF
TRAMPPS
LANIER & CO.
SYSTEM
ULTIMATE CHOICE
Hottest:
MICHAEL JACKSON
GEORGE CLINTON
WHODINI
MEN AT WORK
EVELYN KING

WVAC/Atlanta
Larry Tinsley

MICHAEL JACKSON
GLENN JONES
WILLIAM BELL
LEMELE
ZAPP
ANGELA BOFILL
TONY TROUTHMAN
CAIN/RED PARROT
PARIS HOLLEY
Hottest:
ALFIE SILAS
JEFFREY OSBORNE
EW&F
SHARON REDD
AURRA

WGCI/Chicago
Richard Pegue

MAGNUM FORCE
JUICY
CHERYL LYNN
WILLIAM BELL
RANDY CRAWFORD
MARLENA SHAW
ANGELA BOFILL
WALTER JACKSON
Hottest:
CASHMERE
ZZ HILL
DEBARGE
SMOKEY ROBINSON
INDEEP

WVAC/Atlanta
Larry Tinsley

DYNASTY
AMUZEMENT PARK
PARIS HOLLEY
MONK HIGGINS
CENTRAL LINE
L.V. JOHNSON
INSTANT FUNK
CAIN/RED PARROT
HANDRILL
WAR
O'BRYAN
DIONNE WARWICK
Hottest:
MICHAEL JACKSON
YARBROUGH/PEOPLES
GAP BAND
GROVER WASHINGTON
JEFFREY OSBORNE

WDAQ/Dayton

Lankford Stephens
MICHAEL JACKSON
CON FUNK SHUN
HIGH INERGY
JAMMERS
WILLIAM BELL
CENTRAL LINE
JERRY KNIGHT
SUNRIZE
GEORGE CLINTON
DISCO FOUR
TREACHEROUS THREE
CASHMERE
SEKOU BUNCH
Hottest:
WHODINI
RAY PARKER JR.
ORBIT
REGGIE GRIFFIN
LUTHER VANDROSS

WGPR/Detroit
Joe Spencer

DYNASTY
T.S. MONK
DAZZ BAND
LUTHER VANDROSS
JUICY
GENE VAN BUREN
GLENN JONES
FRESH FACE
MAHOGANY
DISCO FOUR
SOS BAND
MURPHEE NESSIAH
Hottest:
ANDRE CYMONE
COMMODORES
CASHMERE
MICHAEL JACKSON
O'BRYAN

WDRQ/Detroit
Brian White

ANGELA BOFILL
SOUL SONIC FORCE
CENTRAL LINE
DAZZ BAND
EBONEE WEBB
VAUGHAN MASON
O'BRYAN
JOHNNIE TAYLOR
DAWSON & DIGGS
Hottest:
BAR-KAYS
MICHAEL JACKSON
DEBARGE
PRINCE
GAP BAND

WJLB/Detroit
James Alexander

SYSTEM
BETTY WRIGHT
FIRST LOVE
MIKE PEDICEN JR
KASHIF
Hottest:
ARETHA FRANKLIN
MICHAEL JACKSON
DEBARGE
PRINCE
ANDRE CYMONE

WLTH/Gary

Dana Huskisson
WAR
OMNI
MERCURY & FLACK
"FIRST LOVE"
NYC PEECH BOYS
SKYY
SONNY CHARLES
DON HENLEY
MAGNUM FORCE
HILLIE JACKSON
Hottest:
LUTHER VANDROSS
WUF TICKET
GROVER WASHINGTON
JOHNNIE TAYLOR
COMMODORES

WKWM/Grand Rapids
Frank Grant

MUSICAL YOUTH
ELLIS HALL JR
CON FUNK SHUN
JERRY KNIGHT
HOT CHOCOLATE
DAZZ BAND
SKYY
SLAVE
Hottest:
MELLE & DUKE
MARVIN GAYE
EVELYN KING
EW&F
PATTI AUSTIN

WTL/Indianapolis
Jay Johnson

OMNI
ONE WAY
JAMIE & GENE
DAZZ BAND
DISCO FOUR
CAIN/RED PARROT
STEVE ARRINGTON'S
INSTANT FUNK
YONNIE BROWN
EBONEE WEBB
Hottest:
TYRONE BRUNSON
ARETHA FRANKLIN
LANIER & CO.
MELLE & DUKE

WLUM/Milwaukee
Jack Randall

WAR
MERCURY & FLACK
DIANA ROSS
HALL & OATES
DAZZ BAND
INDEEP
WILLIAM BELL
FIRST LOVE
Hottest:
GAP BAND
GRACE JONES
MICHAEL JACKSON
LIONEL RICHIE
SMOKEY ROBINSON

WVWS/Saginaw, MI

Kermit Crockett
MERCURY & FLACK
PATRICK WILLIAMS
DAZZ BAND
JERRY KNIGHT
INSTANT FUNK
TAVARES
HALL & OATES
PEOPLE'S CHOICE
Hottest:
MICHAEL JACKSON
DEBARGE
TIME
GEORGE CLINTON

KM.1/St. Louis
Quilby McCoy

RAN Y CRAWFORD
HOT CHOCOLATE
YAF ROUGH/PEOPLES
DEBARGE
PRINCE
GAP BAND
ANDRE CYMONE
GEORGE CLINTON

WZEN-FM/St. Louis
Ajay Kemp

DAZZ BAND
LIONEL RICHIE
GEORGE CLINTON
RICHARD D. FIELDS
MUSICAL YOUTH
CENTRAL LINE
RUFUS
O'BRYAN
ANGELA BOFILL
NYC PEECH BOYS
Hottest:
TYRONE BRUNSON
DEBARGE
GAP BAND
JOHNNIE TAYLOR
MICHAEL JACKSON

WVOI/Toledo
Max Myrick

MICHAEL JACKSON
SMOKEY ROBINSON
LIONEL RICHIE
KLYMAXX
GREG KINN BAND
HOT CHOCOLATE
RUFUS
Hottest:
CHAKA KHAN
EVELYN KING
RAY PARKER JR.
PEABO BRYSON
MELBA MOORE

JAZZ RADIO NATIONAL AIRPLAY/30



Regional Adds & Hots

MOST ADDED EAST HOTTEST MIDWEST HOTTEST SOUTH HOTTEST WEST HOTTEST

Table listing radio stations and their programming across various regions: EAST, MIDWEST, SOUTH, and WEST. Includes station call letters, city, and program details.

Table listing radio stations and their programming across various regions: WEST, SOUTH, and WEST. Includes station call letters, city, and program details.

Hottest Tracks: "Goin' Down Hill" (WB) JOHN ANDERSON. COUNTRY ALBUMS: ALABAMA - Mountain Music - (RCA) "Words At Twenty Paces" "Green River".

CRYSTAL GAYLE - True Love - (Elektra) "True Love" "Our Love Is On The Faultline" "Deeper In The Fire". MERLE HAGGARD - Going Where The Lonely Go - (Epic) "Why Am I Drinking" "Shopping For Dresses".

CONWAY TWITTY - Dream Maker - (Elektra) "A Good Love Died Tonight" "Just When I Needed You Most". 147 Current Reports: All stations reported this week.

CH PARALLEL ONE PLAYLISTS

EAST

ckgm Montreal

PD: Rob Braide

H 1 HALL & GATES/Menaeater
H 2 AFTER THE FIRE/Commissar
H 3 CULTURE CLUB/Do You Really Want...
H 4 TONI BASIL/Mickey
H 5 MUSICAL YOUTH/Pass The Dutchie
H 6 MARVIN GAYE/Sexual Healing
H 7 PATTI AUSTIN/Baby, Come To Me
H 8 KOOL & THE GANG/Let's Go Dancin' (Oh)
H 9 HUMAN LEAGUE/Mirror Man
H 10 GAZELLE/Masterpiece
H 11 JACKSON/MCARTNEY/The Girl Is Mine
H 12 FRINCE/1999
H 13 WAKO/It's A Party
H 14 BILLY JOEL/Allentown
H 15 ADAM ANT/Goody Two Shoes
H 16 LOVERBO/Don't Let Me Be Misunderstood
H 17 TOTO/Africa
H 18 LITTLE DABS/E.T. Everyline
H 19 BOB SEGER/Shame On The Moon
H 20 LISA/Love's A Wonderful Drug
H 21 DON HENLEY/Don't Let Me Be Misunderstood
H 22 SUPERTRAMP/It's Raining Again
H 23 LIONEL RICHIE/You Are
H 24 STRAY CATS/Stray Cat Strut
H 25 LOVERBO/Jump
H 26 DEE'S MIDNIGHT R/Come On Eileen
H 27 PAT BENATAR/Shadows Of The Night
H 28 WEATHER GIRLS/It's Raining Men
H 29 CHEMISE/She Can't Love You
H 30 MICHAEL JACKSON/Billie Jean
H 31 ROUGH TRADE/Lines Of Passion
H 32 STRANGE ADVENTURES/Control's Me
H 33 DIANA ROSS/Muscles
H 34 LIONEL RICHIE/You Are
H 35 DIANNE WARWICK/Hearbreaker
H 36 DORE STRAIN/Industrial Disease
H 37 DONALD FAGEN/I.G.Y. What A Beautiful Day
H 38 TOM PETTY/You Got Lucky
H 39 BELLAIR/Talk About It
H 40 CLASH/Rock The Casbah

ADDS BANANARAMA/Shy Boy
JOURNEY/Separate Ways/Words
BOYS TOWN GANG/Can't Take My Eyes Off Spoons/Selling In Winter

ON SAMMY HAGAR/Your Love Is Driving Me Crazy
KENNY LOGGINS/Heart To Heart
LIONEL RICHIE/You Are
ROGERS & EASTON/We've Got Tonight
PHIL COLLINS/You Can't Hurry Love
SUPERTRAMP/Crazy
EMF/Fall In Love With Me
A FLOCK OF SEAGULS/Space Age Love Song
RAY PARKER JR./Bad Boy
DONNA SUMNER/The Woman In Me
GLENN FREY/All Those Lies
JOE JACKSON/Breaking Us In Two
SAGA/On The Loose
CHILLINACK/Secret Information

JB-105 Providence

PD: Tom Hunter
MD: Doc Holiday

H 1 MEN AT WORK/Down Under
H 2 PATTI AUSTIN/Baby, Come To Me
H 3 MARVIN GAYE/Sexual Healing
H 4 LRB/The Other Guy
H 5 PHIL COLLINS/You Can't Hurry Love
H 6 TOTO/Africa
H 7 KENNY LOGGINS/Heart To Heart
H 8 RABBITT & GAYLE/You And I
H 9 SUPERTRAMP/It's Raining Again
H 10 J. GEILS BAND/I Do
H 11 HALL & GATES/Menaeater
H 12 FLEETWOOD MAC/Love In Store
H 13 JOHN COUGAR/Hand To Hold On To
H 14 BOB SEGER/Shame On The Moon
H 15 JUICE NEWTON/Heart Of The Night
H 16 BARRY MANILOW/Memory
H 17 LINDA RONSTADT/I Knew You When
H 18 GLENN FREY/All Those Lies
H 19 RAY PARKER JR./Bad Boy
H 20 NEIL DIAMOND/I'm Alive
H 21 LIONEL RICHIE/You Are
H 22 TOM PETTY/You Got Lucky
H 23 DONNA SUMNER/The Woman In Me
H 24 AMERICA/Right Before Your Eye
H 25 MICHAEL JACKSON/Billie Jean
H 26 CULTURE CLUB/Do You Really Want...
H 27 STRAY CATS/Stray Cat Strut
H 28 POCO/Shot For The Moon
H 29 ROGERS & EASTON/We've Got Tonight
H 30 STEEL BREEZE/Dreamin' Is Easy
H 31 CHRIS CROSS/All Right
H 32 EMF/Fall In Love With Me
H 33 NEIL YOUNG/Little Thing Called L
H 34 DONALD FAGEN/New Frontier
H 35 DON HENLEY/Can't Stand Still

ADDS NONE

ON NIGHT RANGER/Don't Tell Me I'm Drivin'
SAMMY HAGAR/Your Love Is Driving Me Crazy
UNPOP/MAN I'll Sell I Love
GOLDEN EARRING/It's Raining Men
MUSICAL YOUTH/Pass The Dutchie
DURAN DURAN/Hungry Like The Wolf

B104 WBSB Baltimore

PD: Jan Jeffries

H 1 MEN AT WORK/Down Under
H 2 PATTI AUSTIN/Baby, Come To Me
H 3 TOTO/Africa
H 4 BOB SEGER/Shame On The Moon
H 5 LRB/The Other Guy
H 6 HALL & GATES/Menaeater
H 7 LIONEL RICHIE/You Are
H 8 JACKSON/MCARTNEY/The Girl Is Mine
H 9 STRAY CATS/Stray Cat Strut
H 10 MARVIN GAYE/Sexual Healing
H 11 KENNY LOGGINS/Heart To Heart
H 12 STRAY CATS/Stray Cat Strut
H 13 ADAM ANT/Goody Two Shoes
H 14 DIANNE WARWICK/Hearbreaker
H 15 PHIL COLLINS/You Can't Hurry Love
H 16 GOLDEN EARRING/It's Raining Men
H 17 JUICE NEWTON/Heart Of The Night
H 18 MOVING PICTURES/What About Me
H 19 GLENN FREY/All Those Lies
H 20 CULTURE CLUB/Do You Really Want...
H 21 LINDA RONSTADT/I Knew You When
H 22 RABBITT & GAYLE/You And I
H 23 SUPERTRAMP/It's Raining Again
H 24 JOE JACKSON/Breaking Us In Two
H 25 DURAN DURAN/Hungry Like The Wolf
H 26 MICHAEL JACKSON/Billie Jean
H 27 HALL & GATES/Menaeater
H 28 DONNA SUMNER/The Woman In Me
H 29 ROGERS & EASTON/We've Got Tonight
H 30 SUPERTRAMP/My Kind Of Lady

ADDS ERIC CLAPTON/I've Got A Rock N' Roll
MELISSA MANCHESTE/Nice Girls

ON JOURNEY/Separate Ways/Words
FIREBALL/Always
STEEL BREEZE/Dreamin' Is Easy
SAMMY HAGAR/Your Love Is Driving Me Crazy

(H) indicates one of the five "hottest" records on each Parallel One playlist.

92.1 Providence

PRO-FM

Operations Manager: Tom Cuddy

H 1 PATTI AUSTIN/Baby, Come To Me
H 2 MEN AT WORK/Down Under
H 3 BOB SEGER/Shame On The Moon
H 4 KENNY LOGGINS/Heart To Heart
H 5 MARVIN GAYE/Sexual Healing
H 6 LRB/The Other Guy
H 7 RAY PARKER JR./Bad Boy
H 8 PHIL COLLINS/You Can't Hurry Love
H 9 TOTO/Africa
H 10 HALL & GATES/Menaeater
H 11 BILLY JOEL/Allentown
H 12 ADAM ANT/Goody Two Shoes
H 13 JUICE NEWTON/Heart Of The Night
H 14 MOVING PICTURES/What About Me
H 15 STRAY CATS/Stray Cat Strut
H 16 TOTO/Africa
H 17 SAMMY HAGAR/Your Love Is Driving Me Crazy
H 18 LIONEL RICHIE/You Are
H 19 DURAN DURAN/Hungry Like The Wolf
H 20 CHRIS CROSS/All Right
H 21 MUSICAL YOUTH/Pass The Dutchie
H 22 TOM PETTY/You Got Lucky
H 23 CULTURE CLUB/Do You Really Want...
H 24 ROGERS & EASTON/We've Got Tonight
H 25 A FLOCK OF SEAGULS/Space Age Love Song
H 26 LINDA RONSTADT/I Knew You When
H 27 JOHN COUGAR/Hand To Hold On To
H 28 JOE JACKSON/Breaking Us In Two
H 29 NEIL DIAMOND/I'm Alive
H 30 FLEETWOOD MAC/Love In Store

ADDS HALL & GATES/One On One
PRETENDERS/Back On The Chain...
MISSING PERSONS/Windos

ON DON HENLEY/Can't Stand Still
MICHAEL JACKSON/Billie Jean
ROUGH TRADE/Lines Of Passion
STRANGE ADVENTURES/Control's Me
DIANA ROSS/Muscles
LIONEL RICHIE/You Are
DIANNE WARWICK/Hearbreaker
DORE STRAIN/Industrial Disease
DONALD FAGEN/I.G.Y. What A Beautiful Day
TOM PETTY/You Got Lucky
BELLAIR/Talk About It
CLASH/Rock The Casbah

Q107 Washington, D.C.

PD: Alan Burns
MD: Mary Taten

H 1 TOTO/Africa
H 2 KENNY LOGGINS/Heart To Heart
H 3 MEN AT WORK/Down Under
H 4 MICHAEL MCDONALD/I Gotta Try
H 5 DAN FOGELBERG/Missing You
H 6 PATTI AUSTIN/Baby, Come To Me
H 7 BILLY JOEL/Allentown
H 8 STRAY CATS/Stray Cat Strut
H 9 LIONEL RICHIE/You Are
H 10 MARVIN GAYE/Sexual Healing
H 11 SAGA/On The Loose
H 12 LRB/The Other Guy
H 13 CULTURE CLUB/Do You Really Want...
H 14 BOB SEGER/Shame On The Moon
H 15 PAT BENATAR/Shadows Of The Night
H 16 A FLOCK OF SEAGULS/Space Age Love Song
H 17 DURAN DURAN/Hungry Like The Wolf
H 18 CHRIS CROSS/All Right
H 19 MICHAEL MCDONALD/I Gotta Try
H 20 RACHEL SWEET/Too Doo
H 21 STEPHEN BISHOP/It Might Be You/Them

ADDS JOE JACKSON/Breaking Us In Two
JUICE NEWTON/Heart Of The Night
PRETENDERS/Back On The Chain...
JOURNEY/Separate Ways/Words
FRIDA/I Know There's Someth

WNBC New York

Radio 66

PD: Kevin Metheny
Music Coord.: Babette Stirling

H 1 MEN AT WORK/Down Under
H 2 MARVIN GAYE/Sexual Healing
H 3 PATTI AUSTIN/Baby, Come To Me
H 4 TOTO/Africa
H 5 CLASH/Rock The Casbah
H 6 HALL & GATES/Menaeater
H 7 PHIL COLLINS/You Can't Hurry Love
H 8 BARRY MANILOW/Memory
H 9 BOB SEGER/Shame On The Moon
H 10 BILLY JOEL/Allentown
H 11 LRB/The Other Guy
H 12 JACKSON/MCARTNEY/The Girl Is Mine
H 13 ADAM ANT/Goody Two Shoes
H 14 KENNY LOGGINS/Heart To Heart
H 15 DIANNE WARWICK/Hearbreaker
H 16 RABBITT & GAYLE/You And I
H 17 MOVING PICTURES/What About Me
H 18 SAMMY HAGAR/Your Love Is Driving Me Crazy
H 19 CULTURE CLUB/Do You Really Want...
H 20 SUPERTRAMP/It's Raining Again
H 21 CHRIS CROSS/All Right
H 22 RAY PARKER JR./Bad Boy
H 23 DEE'S MIDNIGHT R/Come On Eileen
H 24 LIONEL RICHIE/You Are
H 25 MARVIN GAYE/Sexual Healing
H 26 STRAY CATS/Stray Cat Strut
H 27 ROGERS & EASTON/We've Got Tonight
H 28 NEIL DIAMOND/I'm Alive

ADDS 19, 23, 26, 27, 30

WBZZ Pittsburgh

PD: Steve Kingston
MD: Chuck Tyler

H 1 MEN AT WORK/Down Under
H 2 MARVIN GAYE/Sexual Healing
H 3 PATTI AUSTIN/Baby, Come To Me
H 4 TOTO/Africa
H 5 BOB SEGER/Shame On The Moon
H 6 MICHAEL JACKSON/Billie Jean
H 7 BOB SEGER/Shame On The Moon
H 8 PETER GABRIEL/Shock The Monkey
H 9 SUPERTRAMP/It's Raining Again
H 10 JEFFREY OSBORNE/On The Wings Of Love
H 11 CLASH/Rock The Casbah
H 12 HALL & GATES/Menaeater
H 13 LRB/The Other Guy
H 14 STRAY CATS/Stray Cat Strut
H 15 FLEETWOOD MAC/Love In Store
H 16 SAMMY HAGAR/Your Love Is Driving Me Crazy
H 17 MICHAEL MCDONALD/I Gotta Try
H 18 RAY PARKER JR./Bad Boy
H 19 LIONEL RICHIE/You Are
H 20 MUSICAL YOUTH/Pass The Dutchie
H 21 STRAY CATS/Stray Cat Strut
H 22 MOVING PICTURES/What About Me
H 23 JOHN COUGAR/Hand To Hold On To
H 24 CULTURE CLUB/Do You Really Want...
H 25 DURAN DURAN/Hungry Like The Wolf
H 26 MICHAEL JACKSON/Billie Jean
H 27 JOE JACKSON/Breaking Us In Two
H 28 CHRIS CROSS/All Right
H 29 DIANNE WARWICK/Hearbreaker
H 30 HALL & GATES/One On One

ADDS 26
PRETENDERS/Back On The Chain...
JOURNEY/Separate Ways/Words

ON SUPERTRAMP/My Kind Of Lady
ROGERS & EASTON/We've Got Tonight

1050 chum Toronto

PD: Jim Waters
MD: Brad Jones

H 1 MUSICAL YOUTH/Pass The Dutchie
H 2 TOTO/Africa
H 3 DEE'S MIDNIGHT R/Come On Eileen
H 4 MEN AT WORK/Down Under
H 5 PETER GABRIEL/Shock The Monkey
H 6 MARVIN GAYE/Sexual Healing
H 7 LRB/The Other Guy
H 8 CULTURE CLUB/Do You Really Want...
H 9 ADAM ANT/Goody Two Shoes
H 10 HUMAN LEAGUE/Mirror Man
H 11 LRB/The Other Guy
H 12 AC/All Of My Heart
H 13 HALL & GATES/Menaeater
H 14 ROUGH TRADE/Lines Of Passion
H 15 BOB SEGER/Shame On The Moon
H 16 RUSH/Subdivisions
H 17 PHIL COLLINS/You Can't Hurry Love
H 18 SUPERTRAMP/Crazy
H 19 RAY PARKER JR./Bad Boy
H 20 SAMMY HAGAR/Your Love Is Driving Me Crazy
H 21 SHERIFF/When I'm With You
H 22 TOM PETTY/You Got Lucky
H 23 DURAN DURAN/Hungry Like The Wolf
H 24 STRAY CATS/Stray Cat Strut
H 25 FALDO/Dr. Tom Sawyer
H 26 BANANARAMA/Shy Boy
H 27 LIONEL RICHIE/You Are
H 28 CHRIS CROSS/All Right
H 29 STRAY CATS/Stray Cat Strut
H 30 SURRENDER/Start Again

ADDS NEIL YOUNG/Little Thing Called L
ERIC CLAPTON/I've Got A Rock N' Roll
JOURNEY/Separate Ways/Words
MICHAEL JACKSON/Billie Jean
NEWMAN & SIMON/The Blues
JOHN HALL BAND/Love Me Again
TOM PETTY/Change Of Heart

ON SAGA/On The Loose

ROCK 102 Buffalo

WBEN-FM

PD: Bob Wood
MD: Roger Christian

H 1 PATTI AUSTIN/Baby, Come To Me
H 2 MEN AT WORK/Down Under
H 3 BOB SEGER/Shame On The Moon
H 4 CLASH/Rock The Casbah
H 5 MUSICAL YOUTH/Pass The Dutchie
H 6 DURAN DURAN/Hungry Like The Wolf
H 7 TOTO/Africa
H 8 SAGA/On The Loose
H 9 CULTURE CLUB/Do You Really Want...
H 10 BOB SEGER/Shame On The Moon
H 11 RAY PARKER JR./Bad Boy
H 12 GOLDEN EARRING/It's Raining Men
H 13 STRAY CATS/Stray Cat Strut
H 14 PRETENDERS/Back On The Chain...
H 15 MARVIN GAYE/Sexual Healing
H 16 SAMMY HAGAR/Your Love Is Driving Me Crazy
H 17 LIONEL RICHIE/You Are
H 18 DONNA SUMNER/The Woman In Me
H 19 RABBITT & GAYLE/You And I
H 20 LRB/The Other Guy
H 21 ADAM ANT/Goody Two Shoes
H 22 CHRIS CROSS/All Right
H 23 ROGERS & EASTON/We've Got Tonight
H 24 JUICE NEWTON/Heart Of The Night
H 25 DON HENLEY/Can't Stand Still
H 26 NIGHT RANGER/Don't Tell Me I'm Drivin'
H 27 GLENN FREY/All Those Lies
H 28 ON/Tied Up
H 29 NEIL DIAMOND/I'm Alive
H 30 YANKEEBERG/Burning Heart
H 31 POCO/Shot For The Moon
H 32 LINDA RONSTADT/I Knew You When
H 33 EMF/Fall In Love With Me
H 34 JOE JACKSON/Breaking Us In Two
H 35 STEEL BREEZE/Dreamin' Is Easy
H 36 DON HENLEY/Can't Stand Still
H 37 NIGHT RANGER/Don't Tell Me I'm Drivin'
H 38 NEWMAN & SIMON/The Blues
H 39 SUPERTRAMP/My Kind Of Lady
H 40 ERIC CLAPTON/I've Got A Rock N' Roll

ADDS 37, 38, 39, 40
JOURNEY/Separate Ways/Words
HALL & GATES/One On One
JEFFERSON STARSHIP/Winds Of Change

HITS 96 Pittsburgh

FORMERLY 96KX

OM: Bobby Christian

H 1 LRB/The Other Guy
H 2 PATTI AUSTIN/Baby, Come To Me
H 3 MARVIN GAYE/Sexual Healing
H 4 TONI BASIL/Mickey
H 5 PHIL COLLINS/You Can't Hurry Love
H 6 BOB SEGER/Shame On The Moon
H 7 PATTI AUSTIN/Baby, Come To Me
H 8 ADAM ANT/Goody Two Shoes
H 9 LIONEL RICHIE/You Are
H 10 MARVIN GAYE/Sexual Healing
H 11 SAGA/On The Loose
H 12 LRB/The Other Guy
H 13 CULTURE CLUB/Do You Really Want...
H 14 BOB SEGER/Shame On The Moon
H 15 PAT BENATAR/Shadows Of The Night
H 16 A FLOCK OF SEAGULS/Space Age Love Song
H 17 DURAN DURAN/Hungry Like The Wolf
H 18 CHRIS CROSS/All Right
H 19 MICHAEL MCDONALD/I Gotta Try
H 20 RACHEL SWEET/Too Doo
H 21 STEPHEN BISHOP/It Might Be You/Them
H 22 RAY PARKER JR./Bad Boy
H 23 CULTURE CLUB/Do You Really Want...
H 24 JOHN COUGAR/Hand To Hold On To
H 25 SAMMY HAGAR/Your Love Is Driving Me Crazy
H 26 PETER GABRIEL/Shock The Monkey
H 27 JEFFREY OSBORNE/On The Wings Of Love
H 28 MICHAEL JACKSON/Billie Jean
H 29 TOM PETTY/You Got Lucky
H 30 CHICAGO/What You're Missing
H 31 SHERIFF/When I'm With You
H 32 DURAN DURAN/Hungry Like The Wolf
H 33 DIANNE WARWICK/Hearbreaker
H 34 JUICE NEWTON/Heart Of The Night
H 35 J. GEILS BAND/I Do
H 36 SUPERTRAMP/It's Raining Again

ADDS 28, 30

WKWB Buffalo

PD: Neil McGinley
MD: Jon Summers

H 1 MEN AT WORK/Down Under
H 2 TOTO/Africa
H 3 KENNY LOGGINS/Heart To Heart
H 4 PHIL COLLINS/You Can't Hurry Love
H 5 BOB SEGER/Shame On The Moon
H 6 PATTI AUSTIN/Baby, Come To Me
H 7 LRB/The Other Guy
H 8 BARRY MANILOW/Memory
H 9 BOB SEGER/Shame On The Moon
H 10 BILLY JOEL/Allentown
H 11 LRB/The Other Guy
H 12 JACKSON/MCARTNEY/The Girl Is Mine
H 13 ADAM ANT/Goody Two Shoes
H 14 KENNY LOGGINS/Heart To Heart
H 15 DIANNE WARWICK/Hearbreaker
H 16 RABBITT & GAYLE/You And I
H 17 MOVING PICTURES/What About Me
H 18 SAMMY HAGAR/Your Love Is Driving Me Crazy
H 19 CULTURE CLUB/Do You Really Want...
H 20 SUPERTRAMP/It's Raining Again
H 21 CHRIS CROSS/All Right
H 22 RAY PARKER JR./Bad Boy
H 23 DEE'S MIDNIGHT R/Come On Eileen
H 24 LIONEL RICHIE/You Are
H 25 MARVIN GAYE/Sexual Healing
H 26 STRAY CATS/Stray Cat Strut
H 27 ROGERS & EASTON/We've Got Tonight
H 28 NEIL DIAMOND/I'm Alive
H 29 DIANNE WARWICK/Hearbreaker
H 30 SUPERTRAMP/Crazy
H 31 RAY PARKER JR./Bad Boy
H 32 SAMMY HAGAR/Your Love Is Driving Me Crazy
H 33 SHERIFF/When I'm With You
H 34 TOM PETTY/You Got Lucky
H 35 DURAN DURAN/Hungry Like The Wolf
H 36 STRAY CATS/Stray Cat Strut
H 37 FALDO/Dr. Tom Sawyer
H 38 BANANARAMA/Shy Boy
H 39 LIONEL RICHIE/You Are
H 40 CHRIS CROSS/All Right

ADDS 29, 30

1050 chum Toronto

PD: Jim Waters
MD: Brad Jones

H 1 MEN AT WORK/Down Under
H 2 PATTI AUSTIN/Baby, Come To Me
H 3 MARVIN GAYE/Sexual Healing
H 4 TONI BASIL/Mickey
H 5 PHIL COLLINS/You Can't Hurry Love
H 6 BOB SEGER/Shame On The Moon
H 7 PATTI AUSTIN/Baby, Come To Me
H 8 ADAM ANT/Goody Two Shoes
H 9 LIONEL RICHIE/You Are
H 10 MARVIN GAYE/Sexual Healing
H 11 SAGA/On The Loose
H 12 LRB/The Other Guy
H 13 CULTURE CLUB/Do You Really Want...
H 14 BOB SEGER/Shame On The Moon
H 15 PAT BENATAR/Shadows Of The Night
H 16 A FLOCK OF SEAGULS/Space Age Love Song
H 17 DURAN DURAN/Hungry Like The Wolf
H 18 CHRIS CROSS/All Right
H 19 MICHAEL MCDONALD/I Gotta Try
H 20 RACHEL SWEET/Too Doo
H 21 STEPHEN BISHOP/It Might Be You/Them
H 22 RAY PARKER JR./Bad Boy
H 23 CULTURE CLUB/Do You Really Want...
H 24 JOHN COUGAR/Hand To Hold On To
H 25 SAMMY HAGAR/Your Love Is Driving Me Crazy
H 26 PETER GABRIEL/Shock The Monkey
H 27 JEFFREY OSBORNE/On The Wings Of Love
H 28 MICHAEL JACKSON/Billie Jean
H 29 TOM PETTY/You Got Lucky
H 30 CHICAGO/What You're Missing
H 31 SHERIFF/When I'm With You
H 32 DURAN DURAN/Hungry Like The Wolf
H 33 DIANNE WARWICK/Hearbreaker
H 34 JUICE NEWTON/Heart Of The Night
H 35 J. GEILS BAND/I Do
H 36 SUPERTRAMP/It's Raining Again

ADDS 28, 30

WXKS-FM Boston

PD: Sonny Joe White
Music Coord: Geni Donaghey

H 1 MEN AT WORK/Down Under
H 2 WEATHER GIRLS/It's Raining Men
H 3 PATTI AUSTIN/Baby, Come To Me
H 4 CLASH/Rock The Casbah
H 5 MUSICAL YOUTH/Pass The Dutchie
H 6 DURAN DURAN/Hungry Like The Wolf
H 7 EVELYN KING/Betcha She Don't Love Me
H 8 TOTO/Africa
H 9 CULTURE CLUB/Do You Really Want...
H 10 BOB SEGER/Shame On The Moon
H 11 RAY PARKER JR./Bad Boy
H 12 GOLDEN EARRING/It's Raining Men
H 13 STRAY CATS/Stray Cat Strut
H 14 PRETENDERS/Back On The Chain...
H 15 MARVIN GAYE/Sexual Healing
H 16 SAMMY HAGAR/Your Love Is Driving Me Crazy
H 17 LIONEL RICHIE/You Are
H 18 DONNA SUMNER/The Woman In Me
H 19 RABBITT & GAYLE/You And I
H 20 LRB/The Other Guy
H 21 ADAM ANT/Goody Two Shoes
H 22 CHRIS CROSS/All Right
H 23 ROGERS & EASTON/We've Got Tonight
H 24 JUICE NEWTON/Heart Of The Night
H 25 DON HENLEY/Can't Stand Still
H 26 NIGHT RANGER/Don't Tell Me I'm Drivin'
H 27 GLENN FREY/All Those Lies
H 28 ON/Tied Up
H 29 NEIL DIAMOND/I'm Alive
H 30 YANKEEBERG/Burning Heart
H 31 POCO/Shot For The Moon
H 32 LINDA RONSTADT/I Knew You When
H 33 EMF/Fall In Love With Me
H 34 JOE JACKSON/Breaking Us In Two
H 35 STEEL BREEZE/Dreamin' Is Easy
H 36 DON HENLEY/Can't Stand Still
H 37 NIGHT RANGER/Don't Tell Me I'm Drivin'
H 38 NEWMAN & SIMON/The Blues
H 39 SUPERTRAMP/My Kind Of Lady
H 40 ERIC CLAPTON/I've Got A Rock N' Roll

ADDS BOB SEGER/Shame On The Moon
EMF/Fall In Love With Me
ROGERS & EASTON/We've Got Tonight
NIGHT RANGER/Don't Tell Me I'm Drivin'
GREG KINN BAND/Jeopardy

ON NEIL YOUNG/Little Thing Called L
ABC/Polson Arrow
ERIC CLAPTON/I've Got A Rock N' Roll
YANKEEBERG/Burning Heart
THOMPSON TWINS/Lies
RACHEL SWEET/Too Doo
BAR-KAYS/Do It (Let Me See You Berlin Airlift/Over The Hill)

CFTR 680 Toronto

PD: Sandy Sanderson
MD: Bob Saint

H 1 MUSICAL YOUTH/Pass The Dutchie
H 2 PATTI AUSTIN/Baby, Come To Me
H 3 MARVIN GAYE/Sexual Healing
H 4 TONI BASIL/Mickey
H 5 PHIL COLLINS/You Can't Hurry Love
H 6 BOB SEGER/Shame On The Moon
H 7 TOTO/Africa
H 8 LIONEL RICHIE/You Are
H 9 CULTURE CLUB/Do You Really Want...
H 10 SHERIFF/When I'm With You
H 11 MEN AT WORK/Be Good Johnny
H 12 LAURA BRANNIGAN/Gloria
H 13 STRAY CATS/Stray Cat Strut
H 14 SPOONS/Yes And Sometimes No
H 15 ATF/Don't Mess With My Man
H 16 TRIO/Do, Da, D, I Don't L
H 17 BILLY JOEL/Allentown
H 18 RUSH/Subdivisions
H 19 DIRE STRAITS/Industrial Disease
H 20 ABC/All Of My Heart
H 21 BOB SEGER/Shame On The Moon
H 22 HUMAN LEAGUE/Mirror Man
H 23 ADAM ANT/Goody Two Shoes
H 24 ROUGH TRADE/Lines Of Passion
H 25 JEFFREY OSBORNE/On The Wings Of Love
H 26 JACKSON/MCARTNEY/The Girl Is Mine
H 27 DON HENLEY/Dirty Laundry
H 28 COCKER & WARRNE/Sure Where We Belong
H 29 STRAY CATS/Stray Cat Strut
H 30 HALL & GATES/Menaeater
H 31 NYLONS/Silhouettes
H 32 SUPERTRAMP/Start Again
H 33 PETER GABRIEL/Shock The Monkey
H 34 RAY PARKER JR./Bad Boy
H 35 TOM PETTY/You Got Lucky
H 36 LRB/The Other Guy
H 37 NIGHT RANGER/Don't Tell Me I'm Drivin'
H 38 DIANNE WARWICK/Hearbreaker
H 39 J. GEILS BAND/I Do
H 40 MEN AT WORK/Down Under

ADDS LIONEL RICHIE/You Are
SAMMY HAGAR/Your Love Is Driving Me Crazy
ERIC CLAPTON/I've Got A Rock N' Roll
ROGERS & EASTON/We've Got Tonight
BRYAN ADAMS/Cuts Like A Knife

ON SAGA/On The Loose
SAMMY HAGAR/Your Love Is Driving Me Crazy
GLENN FREY/All Those Lies
SUPERTRAMP/Crazy
NEIL YOUNG/Little Thing Called L

WOL 103.5 Philadelphia

PD: Scott Walker
MD: Glenn Kalina

H 1 MEN AT WORK/Down Under
H 2 ADAM ANT/Goody Two Shoes
H 3 HALL & GATES/Menaeater
H 4 TOTO/Africa
H 5 BILLY JOEL/Allentown
H 6 MUSICAL YOUTH/Pass The Dutchie
H 7 PHIL COLLINS/You Can't Hurry Love
H 8 MARVIN GAYE/Sexual Healing
H 9 JACKSON/MCARTNEY/The Girl Is Mine
H 10 DON HENLEY/Dirty Laundry
H 11 STRAY CATS/Stray Cat Strut
H 12 AIR SUPPLY/Two Less Lonely People
H 13 DURAN DURAN/Hungry Like The Wolf
H 14 BARRY MANILOW/Memory
H 15 PRETENDERS/Back On The Chain...
H 16 PAT BENATAR/Shadows Of The Night
H 17 PATTI AUSTIN/Baby, Come To Me
H 18 MICHAEL JACKSON/Billie Jean
H 19 TONI BASIL/Mickey
H 20 MICHAEL JACKSON/Billie Jean
H 21 RABBITT & GAYLE/You And I
H 22 SAGA/On The Loose
H 23 CULTURE CLUB/Do You Really Want...
H 24 JUICE NEWTON/Heart Of The Night
H 25 SAMMY HAGAR/Your Love Is Driving Me Crazy
H 26 LINDA RONSTADT/I Knew You When
H 27 LIONEL RICHIE/You Are
H 28 ON/Tied Up
H 29 DURAN DURAN/Hungry Like The Wolf
H 30 ROGERS & EASTON/We've Got Tonight
H 31 DEE'S MIDNIGHT R/Come On Eileen
H 32 LIONEL RICHIE/You Are
H 33 YANKEEBERG/Burning Heart
H 34 NEIL DIAMOND/I'm Alive
H 35 GLENN FREY/All Those Lies
H 36 DONNA SUMNER/The Woman In Me
H 37 MISSISSIPPI/When I'm With You
H 38 STEEL BREEZE/Dreamin' Is Easy
H 39 NEIL DIAMOND/I'm Alive
H 40 DAVID SPAHR/It's A Wonderful Life

ADDS CS&N/Too Much Love To Hide
CHRIS CROSS/All Right
THOMPSON TWINS/Lies
JOURNEY/Separate Ways/Words
SUPERTRAMP/My Kind Of Lady
ABC/Polson Arrow
DEBARGE/ Like It
GREG KINN BAND/Jeopardy
ERIC CLAPTON/I've Got A Rock N' Roll
EVELYN KING/Betcha She Don't Love Me
JEFFERSON STARSHIP/Winds Of Change

ON CHAKA KHAN/Got To Be There
LIMP/Don't Let Me Be Misunderstood
NIGHT RANGER/Don't Tell Me I'm Drivin'
JOE JACKSON/Breaking Us In Two
FIREBALL/Always
WEATHER GIRLS/It's Raining Men
ROGERS & EASTON/We've Got Tonight
ERIC CLAPTON/I've Got A Rock N' Roll
DAZZ BAND/On The One For Fun
EMF/Fall In Love With Me
SURVIVOR/The One That Really H

Z-93 Atlanta

ATLANTA'S RADIO STATION

PD: John Young
MD: Chris Thomas

H 1 MEN AT WORK/Down Under
H 2 ADAM ANT/Goody Two Shoes
H 3 MARVIN GAYE/Sexual Healing
H 4 TOTO/Africa
H 5 BILLY JOEL/Allentown
H 6 MUSICAL YOUTH/Pass The Dutchie
H 7 PHIL COLLINS/You Can't Hurry Love
H 8 MARVIN GAYE/Sexual Healing
H 9 JACKSON/MCARTNEY/The Girl Is Mine
H 10 DON HENLEY/Dirty Laundry
H 11 STRAY CATS/Stray Cat Strut
H 12 AIR SUPPLY/Two Less Lonely People
H 13 DURAN DURAN/Hungry Like The Wolf
H 14 BARRY MANILOW/Memory
H 15 PRETENDERS/Back On The Chain...
H 16 PAT BENATAR/Shadows Of The Night
H 17 PATTI AUSTIN/Baby, Come To Me
H 18 MICHAEL JACKSON/Billie Jean
H 19 TONI BASIL/Mickey
H 20 MICHAEL JACKSON/Billie Jean
H 21 RABBITT & GAYLE/You And I
H 22 SAGA/On The Loose
H 23 CULTURE CLUB/Do You Really Want...
H 24 JUICE NEWTON/Heart Of The Night
H 25 SAMMY HAGAR/Your Love Is Driving Me Crazy
H 26 LINDA RONSTADT/I Knew You When
H 27 LIONEL RICHIE/You Are
H 28 ON/Tied Up
H 29 DURAN DURAN/Hungry Like The Wolf
H 30 ROGERS & EASTON/We've Got Tonight
H 31 DEE'S MIDNIGHT R/Come On Eileen
H 32 LIONEL RICHIE/You Are
H 33 YANKEEBERG/Burning Heart
H 34 NEIL DIAMOND/I'm Alive
H 35 GLENN FREY/All Those Lies
H 36 DONNA SUMNER/The Woman In Me
H 37 MISSISSIPPI/When I'm With You
H 38 STEEL BREEZE/Dreamin' Is Easy
H 39 NEIL DIAMOND/I'm Alive
H 40 DAVID SPAHR/It's A Wonderful Life

ADDS 25
JOURNEY/Separate Ways/Words
DON HENLEY/Can't Stand Still
EMF/Fall In Love With Me
EVELYN KING/Betcha She Don't Love Me
SUPERTRAMP/My Kind Of Lady
ABC/Polson Arrow

ON MICHAEL JACKSON/Thriller
MOVING PICTURES/What About Me
DONNA SUMNER/The Woman In Me
PIA ZADORA/The Clipping Song

SOUTH

WZLZ-FM Miami

PD: Keith Isley
MD: Sandy McBride

H 1 MEN AT WORK/Down Under
H 2 TONI BASIL/Mickey
H 3 HALL & GATES/Menaeater
H 4 PATTI AUSTIN/Baby, Come To Me
H 5 TOTO/Africa
H 6 BOB SEGER/Shame On The Moon
H 7 MARVIN GAYE/Sexual Healing
H 8 STRAY CATS/Stray Cat Strut
H 9 TOTO/Africa
H 10 CULTURE CLUB/Do You Really Want...
H 11 PRETENDERS/Back On The Chain...
H 12 KOO & THE GANG/Let's Go Dancin' (Oh)
H 13 SAMMY HAGAR/Your Love Is Driving Me Crazy
H 14 CULTURE CLUB/Do You Really Want...
H 15 LIONEL RICHIE/You Are
H 16 DURAN DURAN/Hungry Like The Wolf
H 17 DONNA SUMNER/The Woman In Me
H 18 MICHAEL JACKSON/Billie Jean
H 19 GOLDEN EARRING/It's Raining Men
H 20 STRAY CATS/Stray Cat Strut
H 21 HOT CHOCOLATE/We're Getting Enough
H 22 CHRIS CROSS/All Right
H 23 ON/Tied Up
H 24 JUICE NEWTON/Heart Of The Night
H 25 DONNA SUMNER/The Woman In Me
H 26 PIA ZADORA/The Clipping Song
H 27 GLENN FREY/All Those Lies
H 28 DEE'S MIDNIGHT R/Come On Eileen
H 29 INDEEP/Last Night A DJ Saved My Life
H 30 PIA ZADORA/The Clipping Song
H 31 MISSING PERSONS/Windos

ADDS GOLDEN EARRING/It's Raining Men
THOMPSON TWINS/Lies
JOURNEY/Separate Ways/Words
WEATHER GIRLS/It's Raining Men
H 32 DURAN DURAN/Hungry Like The Wolf
H 33 PHIL COLLINS/You Can't Hurry Love
H 34 WEATHER GIRLS/It's Raining Men
H 35 DEE'S MIDNIGHT R/Come On Eileen
H 36 SCANDAL/Goodbye To You
H 37 LIONEL RICHIE/You Are
H 38 YANKEEBERG/Burning Heart
H 39 MEN AT WORK/Be Good Johnny
H 40 HALL & GATES/Family Man
GREG KINN BAND/Jeopardy
ON/Tied Up
SAGA/On The Loose

ADDS 40
PAT/Only You
CS&N/Too Much Love To Hide
PAT BENATAR/Little Too Late
AFTER THE FIRE/Commissar
CATHY ID GIRLS/Boys Can Cry
JOURNEY/Separate Ways/Words
NEIL YOUNG/Little Thing Called L
LENE LOVITCH/It's Only You
NIGHT RANGER/Don't Tell Me I'm Drivin'
FIROUZ/Red Skies
HALL OF VOODOO/Ring Of Fire

ON HUGHES/Thrill/Beg, Borrow Or Steal
JOHN HALL BAND/Love Me Again
GREG KINN BAND/Jeopardy
PRETENDERS/My City Was Gone
HALL & GATES/Family Man

Q105 Tampa

PD: Scott Shannon
MD: Pat McKay

H 1 MEN AT WORK/Down Under
H 2 TONI BASIL/Mickey
H 3 HALL & GATES/Menaeater
H 4 TOTO/Africa
H 5 MARVIN GAYE/Sexual Healing
H 6 JACKSON/MCARTNEY/The Girl Is Mine
H 7 DON HENLEY/Dirty Laundry
H 8 BOB SEGER/Shame On The Moon
H 9 BILLY JOEL/Allentown
H 10 PHIL COLLINS/You Can't Hurry Love
H 11 PATTI AUSTIN/Baby, Come To Me
H 1

CR
Parallel One Playlists

MIDWEST

WLS
Chicago
FM 95

PD: Richard Lippincott
MD: Steve Perun

H 3 2 MEN AT WORK/Down Under
3 TOM BASIL/Mickey
4 HALL & GATES/Maneater
5 TOTO/Africa
6 BOB SEGER/Shane On The Moon
7 CLASH/Rock The Casbah
8 ADAM ANT/Goody Two Shoes
9 STRAY CATS/Stray Cat Strut
10 STRAY CATS/Stray Cat Strut
11 PHIL COLLINS/You Can't Hurry Love
12 LRB/The Other Guy
13 DON HENLEY/Dirty Laundry
14 A FLOCK OF SEAGULS/Space Age Love Song
15 KENNY LOGGINS/Heart To Heart
16 J. GEILS BANDO/You Are
17 PAT BENATAR/Shadows Of The Night
18 JOHN COUGAR/Hand To Hold On To
19 SUPERTRAMP/My Kind Of Lady
20 NIGHT RANGER/Don't Tell Me You...
21 BILLY JOEL/Allentown
22 SAMMY HAGAR/Your Love Is Driving
23 SAGA/On The Loose
24 PAT BENATAR/Shadows Of The Night
25 TOM PETTY/You Got Lucky
26 JOHN COUGAR/Hand To Hold On To
27 SUPERTRAMP/My Kind Of Lady
28 BILLY JOEL/Allentown
29 KENNY LOGGINS/Heart To Heart
30 MEN AT WORK/Who Can It Be Now?
31 JOE JACKSON/Steppin' Out

ADDS JOURNEY/Separate Ways/Worlds
DURAN DURAN/Hungry Like The Wolf

ON LITTLE STEVEN.../Forever
MISSING PERSONS/Windows
MUSICAL YOUTH/Pass The Dutchie
DONALD FAGER/My Kind Of Lady
ANDRE CYMONE/Kelly's Eyes
SCANDAL/Goodbye To You

94FM
WTKI
Milwaukee

PD: Dallas Cole
MD: Danny Clayton

H 1 TOTO/Africa
2 KENNY LOGGINS/Heart To Heart
3 ADAM ANT/Goody Two Shoes
4 BOB SEGER/Shane On The Moon
5 BILLY JOEL/Allentown
6 CLASH/Rock The Casbah
7 PAT BENATAR/Shadows Of The Night
8 PATTI AUSTIN/Baby, Come To Me
9 MICHAEL MCDONALD/I Gotta Try
10 CULTURE CLUB/Do You Really Want...
11 STRAY CATS/Stray Cat Strut
12 FLEETWOOD MAC/Love In Store
13 J. GEILS BANDO/You Are
14 MEN AT WORK/Down Under
15 LIONEL RICHIE/You Are
16 SUPERTRAMP/My Kind Of Lady
17 A FLOCK OF SEAGULS/Space Age Love Song
18 JOHN COUGAR/Hand To Hold On To
19 DURAN DURAN/Hungry Like The Wolf
20 STEPHEN BISHOP/It Might Be You/Theme
21 PHIL COLLINS/You Can't Hurry Love
22 CHRIS CROSS/All Right
23 JOE JACKSON/Breaking Us In Two
24 PRETENDERS/Back On The Chain...
25 GREG KINN BAND/Jeopardy

ADDS HALL & GATES/One On One
ERIC CLAPTON/I've Got A Rock N' Roll
JOURNEY/Separate Ways/Worlds

WGL 98
Cleveland

PD: Bob Travis
MD: Tom Jefferies

H 1 MEN AT WORK/Down Under
2 TOM PETTY/You Got Lucky
3 JOHN COUGAR/Hand To Hold On To
4 SAMMY HAGAR/Your Love Is Driving
5 TOM BASIL/Mickey
6 MARVIN GAYE/Sexual Healing
7 LRB/The Other Guy
8 KENNY LOGGINS/Heart To Heart
9 KENNY LOGGINS/Heart To Heart
10 HALL & GATES/Maneater
11 STRAY CATS/Stray Cat Strut
12 CLASH/Rock The Casbah
13 PAT BENATAR/Shadows Of The Night
14 CLIFF ADAMS/Endlessly
15 MICHAEL JACKSON/Billie Jean
16 FLEETWOOD MAC/Love In Store
17 JOE JACKSON/Steppin' Out
18 RAY PARKER JR./Bad Boy
19 LAURA BRANIGAN/Gloria
20 EVELYN KING/Love Come Down
21 JOURNEY/Separate Ways/Worlds
22 LIONEL RICHIE/You Are
23 DURAN DURAN/Hungry Like The Wolf

ADDS 28, 29, 30

ON MEN AT WORK/Be Good Johnny
MICHAEL JACKSON/Beat It

Q102
Cincinnati

PD: Jim Fox
MD: Tony Galluzzo

H 3 1 TOTO/Africa
2 MEN AT WORK/Down Under
3 TOM PETTY/You Got Lucky
4 JOHN COUGAR/Hand To Hold On To
5 SAMMY HAGAR/Your Love Is Driving
6 TOM BASIL/Mickey
7 MARVIN GAYE/Sexual Healing
8 LRB/The Other Guy
9 KENNY LOGGINS/Heart To Heart
10 EDDIE MONEY/Shook The Monkey
11 LIONEL RICHIE/You Are
12 PHIL COLLINS/You Can't Hurry Love
13 KENNY LOGGINS/Heart To Heart
14 HALL & GATES/Maneater
15 STRAY CATS/Stray Cat Strut
16 CLASH/Rock The Casbah
17 PAT BENATAR/Shadows Of The Night
18 BOB SEGER/Shane On The Moon
19 CLIFF ADAMS/Endlessly
20 MICHAEL JACKSON/Billie Jean
21 FLEETWOOD MAC/Love In Store
22 JOE JACKSON/Steppin' Out
23 RAY PARKER JR./Bad Boy
24 LAURA BRANIGAN/Gloria
25 EVELYN KING/Love Come Down
26 JOURNEY/Separate Ways/Worlds
27 LIONEL RICHIE/You Are
28 DURAN DURAN/Hungry Like The Wolf

ADDS 28, 29, 30

ON MEN AT WORK/Be Good Johnny
MICHAEL JACKSON/Beat It

Q103FM
Denver

PD: Jack Regan
MD: Alan Sledge

H 4 1 BILLY JOEL/Allentown
2 KENNY LOGGINS/Heart To Heart
3 BOB SEGER/Shane On The Moon
4 JUICE NEWTON/Heart Of The Night
5 PHIL COLLINS/You Can't Hurry Love
6 FLEETWOOD MAC/Love In Store
7 MARVIN GAYE/Sexual Healing
8 GLENN FREY/All Those Lies
9 ADAM ANT/Goody Two Shoes
10 CULTURE CLUB/Do You Really Want...
11 PAT BENATAR/Shadows Of The Night
12 LRB/The Other Guy
13 DENNA SUMNER/The Woman In Me
14 CLASH/Rock The Casbah
15 KENNY LOGGINS/Heart To Heart
16 LINDA RONSTADT/I Knew You When
17 STRAY CATS/Stray Cat Strut
18 BARRY MANILLO/Memory
19 MEDICAL YOUTH/Pass The Dutchie
20 LIONEL RICHIE/You Are
21 SAMMY HAGAR/Your Love Is Driving
22 ROGERS & EASTON/We've Got Tonight
23 RABBITT & GAYLE/You And I
24 MICHAEL MCDONALD/I Gotta Try
25 JOE JACKSON/Breaking Us In Two
26 DONNA SUMNER/The Woman In Me
27 CHRIS CROSS/All Right
28 DEBYX MIDNIGHT RU/Come On Eileen
29 JOHN HALL BANDO/Love Me Again
30 HALL & GATES/One On One

ADDS 29, 30
ERIC CLAPTON/I've Got A Rock N' Roll
SUPERTRAMP/My Kind Of Lady
PRETENDERS/Back On The Chain...
GREG KINN BAND/Jeopardy

ON DON HENLEY/I Can't Stand Still
NEIL YOUNG/Little Thing Called Love
STEEL BREEZE/Dreamin' Is Easy
NEWMAN & SIMON/The Blues
GOLDEN EARRING/Twilight Zone

WLS
Chicago
AM 89

PD: Richard Lippincott
MD: Steve Perun

H 1 PATTI AUSTIN/Baby, Come To Me
2 TOM BASIL/Mickey
3 BOB SEGER/Shane On The Moon
4 HALL & GATES/Maneater
5 TOTO/Africa
6 BOB SEGER/Shane On The Moon
7 CLASH/Rock The Casbah
8 ADAM ANT/Goody Two Shoes
9 STRAY CATS/Stray Cat Strut
10 STRAY CATS/Stray Cat Strut
11 LIONEL RICHIE/You Are
12 PHIL COLLINS/You Can't Hurry Love
13 LRB/The Other Guy
14 DON HENLEY/Dirty Laundry
15 A FLOCK OF SEAGULS/Space Age Love Song
16 KENNY LOGGINS/Heart To Heart
17 JOHN COUGAR/Hand To Hold On To
18 SUPERTRAMP/My Kind Of Lady
19 NIGHT RANGER/Don't Tell Me You...
20 BILLY JOEL/Allentown
21 SAMMY HAGAR/Your Love Is Driving
22 SAGA/On The Loose
23 PAT BENATAR/Shadows Of The Night
24 TOM PETTY/You Got Lucky
25 JOHN COUGAR/Hand To Hold On To
26 SUPERTRAMP/My Kind Of Lady
27 NIGHT RANGER/Don't Tell Me You...
28 STEEL BREEZE/Dreamin' Is Easy
29 NEWMAN & SIMON/The Blues
30 JOURNEY/Separate Ways/Worlds

ADDS 25, 27
JOURNEY/Separate Ways/Worlds

ON MICHAEL MCDONALD/I Gotta Try

800/CKLW
stereo am
Detroit

PD: Pat Holiday
MD: Rosalie Trombley

H 1 1 MEN AT WORK/Down Under
2 TOM BASIL/Mickey
3 BOB SEGER/Shane On The Moon
4 HALL & GATES/Maneater
5 ADAM ANT/Goody Two Shoes
6 CLASH/Rock The Casbah
7 FRIDA/I Know There's Someth
8 TOTO/Africa
9 STRAY CATS/Stray Cat Strut
10 PRINCE/1999
11 DURAN DURAN/Hungry Like The Wolf
12 LIONEL RICHIE/You Are
13 MARVIN GAYE/Sexual Healing
14 LAURA BRANIGAN/Gloria
15 DON HENLEY/Dirty Laundry
16 PHIL COLLINS/You Can't Hurry Love
17 A FLOCK OF SEAGULS/Space Age Love Song
18 RAY PARKER JR./Bad Boy
19 ANDRE CYMONE/Kelly's Eyes
20 ABC/The Look Of Love/Part
21 CULTURE CLUB/Do You Really Want...
22 LRB/The Other Guy
23 DIORNE WARM/OK/Heartbreaker
24 MUSICAL YOUTH/Pass The Dutchie
25 MICHAEL JACKSON/Billie Jean
26 KENNY LOGGINS/Heart To Heart
27 EMF/Fall In Love With Me
28 HALL & GATES/One On One
29 LIONEL RICHIE/You Are
30 JUICE NEWTON/Heart Of The Night

ADDS 26
LINDA RONSTADT/I Knew You When
CHRIS CROSS/All Right
STEPHEN BISHOP/It Might Be You/Theme

ON ROGERS & EASTON/We've Got Tonight
SAMMY HAGAR/Your Love Is Driving
NEWMAN & SIMON/The Blues
SUPERTRAMP/My Kind Of Lady

WLS
Chicago
AM 89

PD: Richard Lippincott
MD: Steve Perun

H 1 1 PATTI AUSTIN/Baby, Come To Me
2 TOM BASIL/Mickey
3 BOB SEGER/Shane On The Moon
4 HALL & GATES/Maneater
5 TOTO/Africa
6 BOB SEGER/Shane On The Moon
7 CLASH/Rock The Casbah
8 ADAM ANT/Goody Two Shoes
9 STRAY CATS/Stray Cat Strut
10 STRAY CATS/Stray Cat Strut
11 LIONEL RICHIE/You Are
12 PHIL COLLINS/You Can't Hurry Love
13 LRB/The Other Guy
14 DON HENLEY/Dirty Laundry
15 A FLOCK OF SEAGULS/Space Age Love Song
16 KENNY LOGGINS/Heart To Heart
17 JOHN COUGAR/Hand To Hold On To
18 SUPERTRAMP/My Kind Of Lady
19 NIGHT RANGER/Don't Tell Me You...
20 BILLY JOEL/Allentown
21 SAMMY HAGAR/Your Love Is Driving
22 SAGA/On The Loose
23 PAT BENATAR/Shadows Of The Night
24 TOM PETTY/You Got Lucky
25 JOHN COUGAR/Hand To Hold On To
26 SUPERTRAMP/My Kind Of Lady
27 NIGHT RANGER/Don't Tell Me You...
28 STEEL BREEZE/Dreamin' Is Easy
29 NEWMAN & SIMON/The Blues
30 JOURNEY/Separate Ways/Worlds

ADDS 25, 27
JOURNEY/Separate Ways/Worlds

ON MICHAEL MCDONALD/I Gotta Try

800/CKLW
stereo am
Detroit

PD: Pat Holiday
MD: Rosalie Trombley

H 1 1 MEN AT WORK/Down Under
2 TOM BASIL/Mickey
3 BOB SEGER/Shane On The Moon
4 HALL & GATES/Maneater
5 ADAM ANT/Goody Two Shoes
6 CLASH/Rock The Casbah
7 FRIDA/I Know There's Someth
8 TOTO/Africa
9 STRAY CATS/Stray Cat Strut
10 PRINCE/1999
11 DURAN DURAN/Hungry Like The Wolf
12 LIONEL RICHIE/You Are
13 MARVIN GAYE/Sexual Healing
14 LAURA BRANIGAN/Gloria
15 DON HENLEY/Dirty Laundry
16 PHIL COLLINS/You Can't Hurry Love
17 A FLOCK OF SEAGULS/Space Age Love Song
18 RAY PARKER JR./Bad Boy
19 ANDRE CYMONE/Kelly's Eyes
20 ABC/The Look Of Love/Part
21 CULTURE CLUB/Do You Really Want...
22 LRB/The Other Guy
23 DIORNE WARM/OK/Heartbreaker
24 MUSICAL YOUTH/Pass The Dutchie
25 MICHAEL JACKSON/Billie Jean
26 KENNY LOGGINS/Heart To Heart
27 EMF/Fall In Love With Me
28 HALL & GATES/One On One
29 LIONEL RICHIE/You Are
30 JUICE NEWTON/Heart Of The Night

ADDS 26
LINDA RONSTADT/I Knew You When
CHRIS CROSS/All Right
STEPHEN BISHOP/It Might Be You/Theme

ON ROGERS & EASTON/We've Got Tonight
SAMMY HAGAR/Your Love Is Driving
NEWMAN & SIMON/The Blues
SUPERTRAMP/My Kind Of Lady

WLS
Chicago
AM 89

PD: Richard Lippincott
MD: Steve Perun

H 1 1 PATTI AUSTIN/Baby, Come To Me
2 TOM BASIL/Mickey
3 BOB SEGER/Shane On The Moon
4 HALL & GATES/Maneater
5 TOTO/Africa
6 BOB SEGER/Shane On The Moon
7 CLASH/Rock The Casbah
8 ADAM ANT/Goody Two Shoes
9 STRAY CATS/Stray Cat Strut
10 STRAY CATS/Stray Cat Strut
11 LIONEL RICHIE/You Are
12 PHIL COLLINS/You Can't Hurry Love
13 LRB/The Other Guy
14 DON HENLEY/Dirty Laundry
15 A FLOCK OF SEAGULS/Space Age Love Song
16 KENNY LOGGINS/Heart To Heart
17 JOHN COUGAR/Hand To Hold On To
18 SUPERTRAMP/My Kind Of Lady
19 NIGHT RANGER/Don't Tell Me You...
20 BILLY JOEL/Allentown
21 SAMMY HAGAR/Your Love Is Driving
22 SAGA/On The Loose
23 PAT BENATAR/Shadows Of The Night
24 TOM PETTY/You Got Lucky
25 JOHN COUGAR/Hand To Hold On To
26 SUPERTRAMP/My Kind Of Lady
27 NIGHT RANGER/Don't Tell Me You...
28 STEEL BREEZE/Dreamin' Is Easy
29 NEWMAN & SIMON/The Blues
30 JOURNEY/Separate Ways/Worlds

ADDS 25, 27
JOURNEY/Separate Ways/Worlds

ON MICHAEL MCDONALD/I Gotta Try

800/CKLW
stereo am
Detroit

PD: Pat Holiday
MD: Rosalie Trombley

H 1 1 MEN AT WORK/Down Under
2 TOM BASIL/Mickey
3 BOB SEGER/Shane On The Moon
4 HALL & GATES/Maneater
5 ADAM ANT/Goody Two Shoes
6 CLASH/Rock The Casbah
7 FRIDA/I Know There's Someth
8 TOTO/Africa
9 STRAY CATS/Stray Cat Strut
10 PRINCE/1999
11 DURAN DURAN/Hungry Like The Wolf
12 LIONEL RICHIE/You Are
13 MARVIN GAYE/Sexual Healing
14 LAURA BRANIGAN/Gloria
15 DON HENLEY/Dirty Laundry
16 PHIL COLLINS/You Can't Hurry Love
17 A FLOCK OF SEAGULS/Space Age Love Song
18 RAY PARKER JR./Bad Boy
19 ANDRE CYMONE/Kelly's Eyes
20 ABC/The Look Of Love/Part
21 CULTURE CLUB/Do You Really Want...
22 LRB/The Other Guy
23 DIORNE WARM/OK/Heartbreaker
24 MUSICAL YOUTH/Pass The Dutchie
25 MICHAEL JACKSON/Billie Jean
26 KENNY LOGGINS/Heart To Heart
27 EMF/Fall In Love With Me
28 HALL & GATES/One On One
29 LIONEL RICHIE/You Are
30 JUICE NEWTON/Heart Of The Night

ADDS 26
LINDA RONSTADT/I Knew You When
CHRIS CROSS/All Right
STEPHEN BISHOP/It Might Be You/Theme

ON ROGERS & EASTON/We've Got Tonight
SAMMY HAGAR/Your Love Is Driving
NEWMAN & SIMON/The Blues
SUPERTRAMP/My Kind Of Lady

WLS
Chicago
AM 89

PD: Richard Lippincott
MD: Steve Perun

H 1 1 PATTI AUSTIN/Baby, Come To Me
2 TOM BASIL/Mickey
3 BOB SEGER/Shane On The Moon
4 HALL & GATES/Maneater
5 TOTO/Africa
6 BOB SEGER/Shane On The Moon
7 CLASH/Rock The Casbah
8 ADAM ANT/Goody Two Shoes
9 STRAY CATS/Stray Cat Strut
10 STRAY CATS/Stray Cat Strut
11 LIONEL RICHIE/You Are
12 PHIL COLLINS/You Can't Hurry Love
13 LRB/The Other Guy
14 DON HENLEY/Dirty Laundry
15 A FLOCK OF SEAGULS/Space Age Love Song
16 KENNY LOGGINS/Heart To Heart
17 JOHN COUGAR/Hand To Hold On To
18 SUPERTRAMP/My Kind Of Lady
19 NIGHT RANGER/Don't Tell Me You...
20 BILLY JOEL/Allentown
21 SAMMY HAGAR/Your Love Is Driving
22 SAGA/On The Loose
23 PAT BENATAR/Shadows Of The Night
24 TOM PETTY/You Got Lucky
25 JOHN COUGAR/Hand To Hold On To
26 SUPERTRAMP/My Kind Of Lady
27 NIGHT RANGER/Don't Tell Me You...
28 STEEL BREEZE/Dreamin' Is Easy
29 NEWMAN & SIMON/The Blues
30 JOURNEY/Separate Ways/Worlds

ADDS 25, 27
JOURNEY/Separate Ways/Worlds

ON MICHAEL MCDONALD/I Gotta Try

800/CKLW
stereo am
Detroit

PD: Pat Holiday
MD: Rosalie Trombley

H 1 1 MEN AT WORK/Down Under
2 TOM BASIL/Mickey
3 BOB SEGER/Shane On The Moon
4 HALL & GATES/Maneater
5 ADAM ANT/Goody Two Shoes
6 CLASH/Rock The Casbah
7 FRIDA/I Know There's Someth
8 TOTO/Africa
9 STRAY CATS/Stray Cat Strut
10 PRINCE/1999
11 DURAN DURAN/Hungry Like The Wolf
12 LIONEL RICHIE/You Are
13 MARVIN GAYE/Sexual Healing
14 LAURA BRANIGAN/Gloria
15 DON HENLEY/Dirty Laundry
16 PHIL COLLINS/You Can't Hurry Love
17 A FLOCK OF SEAGULS/Space Age Love Song
18 RAY PARKER JR./Bad Boy
19 ANDRE CYMONE/Kelly's Eyes
20 ABC/The Look Of Love/Part
21 CULTURE CLUB/Do You Really Want...
22 LRB/The Other Guy
23 DIORNE WARM/OK/Heartbreaker
24 MUSICAL YOUTH/Pass The Dutchie
25 MICHAEL JACKSON/Billie Jean
26 KENNY LOGGINS/Heart To Heart
27 EMF/Fall In Love With Me
28 HALL & GATES/One On One
29 LIONEL RICHIE/You Are
30 JUICE NEWTON/Heart Of The Night

ADDS 26
LINDA RONSTADT/I Knew You When
CHRIS CROSS/All Right
STEPHEN BISHOP/It Might Be You/Theme

ON ROGERS & EASTON/We've Got Tonight
SAMMY HAGAR/Your Love Is Driving
NEWMAN & SIMON/The Blues
SUPERTRAMP/My Kind Of Lady

WLS
Chicago
AM 89

PD: Richard Lippincott
MD: Steve Perun

H 1 1 PATTI AUSTIN/Baby, Come To Me
2 TOM BASIL/Mickey
3 BOB SEGER/Shane On The Moon
4 HALL & GATES/Maneater
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13 LRB/The Other Guy
14 DON HENLEY/Dirty Laundry
15 A FLOCK OF SEAGULS/Space Age Love Song
16 KENNY LOGGINS/Heart To Heart
17 JOHN COUGAR/Hand To Hold On To
18 SUPERTRAMP/My Kind Of Lady
19 NIGHT RANGER/Don't Tell Me You...
20 BILLY JOEL/Allentown
21 SAMMY HAGAR/Your Love Is Driving
22 SAGA/On The Loose
23 PAT BENATAR/Shadows Of The Night
24 TOM PETTY/You Got Lucky
25 JOHN COUGAR/Hand To Hold On To
26 SUPERTRAMP/My Kind Of Lady
27 NIGHT RANGER/Don't Tell Me You...
28 STEEL BREEZE/Dreamin' Is Easy
29 NEWMAN & SIMON/The Blues
30 JOURNEY/Separate Ways/Worlds

ADDS 25, 27
JOURNEY/Separate Ways/Worlds

ON MICHAEL MCDONALD/I Gotta Try

WLOL 99.1 FM
St. Paul

PD: Tac Hammer
MD: Gregg Swedberg

H 1 1 SAMMY HAGAR/Your Love Is Driving
2 FLEETWOOD MAC/Love In Store
3 KENNY LOGGINS/Heart To Heart
4 SAGA/On The Loose
5 PRETENDERS/Back On The Chain...
6 JEFFREY OSBORNE/On The Wings Of Love
7 CULTURE CLUB/Do You Really Want...
8 HALL & GATES/Family Man
9 MICHAEL JACKSON/Beat It
10 CHELSEA/Dancing In Heaven
11 DURAN DURAN/Hungry Like The Wolf
12 RACHEL SWEET/You Do
13 FRIDA/I Know There's Someth
14 TOM PETTY/You Got Lucky
15 CHRIS CROSS/All Right
16 BOB SEGER/Shane On The Moon
17 LIONEL RICHIE/You Are
18 LEBER KETON/Cross My Heart
19 JOE JACKSON/Breaking Us In Two
20 PHIL COLLINS/You Can't Hurry Love
21 HALL & GATES/One On One
22 DEVO/That's Good
23 JOHN HALL BANDO/Love Me Again
24 MELISSA MANCOSTE/All The Girls
25 GREG KINN BAND/Jeopardy
26 MICHAEL JACKSON/Billie Jean
27 ON/Tied Up
28 DEBYX MIDNIGHT RU/Come On Eileen
29 MEN AT WORK/Be Good Johnny
30 ERIC CLAPTON/I've Got A Rock N' Roll
31 NEWMAN & SIMON/The Blues
32 LRB/The Other Guy
33 THOMPSON TWINS/Lies
34 STEEL BREEZE/Dreamin' Is Easy
35 DON HENLEY/I Can't Stand Still
36 MELISSA MANCOSTE/All The Girls
37 JOURNEY/Separate Ways/Worlds
38 DIRE STRAITS/Industrial Disease
39 ADDS 38, 39
SUPERTRAMP/My Kind Of Lady
NIGHT RANGER/Don't Tell Me You...
SHERIFF/When I'm With You

ON LITTLE STEVEN.../Forever
MISSING PERSONS/Windows
MUSICAL YOUTH/Pass The Dutchie
DONALD FAGER/My Kind Of Lady
ANDRE CYMONE/Kelly's Eyes
SCANDAL/Goodbye To You

WLOL 99.1 FM
St. Paul

PD: Tac Hammer
MD: Gregg Swedberg

H 1 1 SAMMY HAGAR/Your Love Is Driving
2 FLEETWOOD MAC/Love In Store
3 KENNY LOGGINS/Heart To Heart
4 SAGA/On The Loose
5 PRETENDERS/Back On The Chain...
6 JEFFREY OSBORNE/On The Wings Of Love
7 CULTURE CLUB/Do You Really Want...
8 HALL & GATES/Family Man
9 MICHAEL JACKSON/Beat It
10 CHELSEA/Dancing In Heaven
11 DURAN DURAN/Hungry Like The Wolf
12 RACHEL SWEET/You Do
13 FRIDA/I Know There's Someth
14 TOM PETTY/You Got Lucky
15 CHRIS CROSS/All Right
16 BOB SEGER/Shane On The Moon
17 LIONEL RICHIE/You Are
18 LEBER KETON/Cross My Heart
19 JOE JACKSON/Breaking Us In Two
20 PHIL COLLINS/You Can't Hurry Love
21 HALL & GATES/One On One
22 DEVO/That's Good
23 JOHN HALL BANDO/Love Me Again
24 MELISSA MANCOSTE/All The Girls
25 GREG KINN BAND/Jeopardy
26 MICHAEL JACKSON/Billie Jean
27 ON/Tied Up
28 DEBYX MIDNIGHT RU/Come On Eileen
29 MEN AT WORK/Be Good Johnny
30 ERIC CLAPTON/I've Got A Rock N' Roll
31 NEWMAN & SIMON/The Blues
32 LRB/The Other Guy
33 THOMPSON TWINS/Lies
34 STEEL BREEZE/Dreamin' Is Easy
35 DON HENLEY/I Can't Stand Still
36 MELISSA MANCOSTE/All The Girls
37 JOURNEY/Separate Ways/Worlds
38 DIRE STRAITS/Industrial Disease
39 ADDS 38, 39
SUPERTRAMP/My Kind Of Lady
NIGHT RANGER/Don't Tell Me You...
SHERIFF/When I'm With You

ON LITTLE STEVEN.../Forever
MISSING PERSONS/Windows
MUSICAL YOUTH/Pass The Dutchie
DONALD FAGER/My Kind Of Lady
ANDRE CYMONE/Kelly's Eyes
SCANDAL/Goodbye To You

WLOL 99.1 FM
St. Paul

PD: Tac Hammer
MD: Gregg Swedberg

H 1 1 SAMMY HAGAR/Your Love Is Driving
2 FLEETWOOD MAC/Love In Store
3 KENNY LOGGINS/Heart To Heart
4 SAGA/On The Loose
5 PRETENDERS/Back On The Chain...
6 JEFFREY OSBORNE/On The Wings Of Love
7 CULTURE CLUB/Do You Really Want...
8 HALL & GATES/Family Man
9 MICHAEL JACKSON/Beat It
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MUSICAL YOUTH/Pass The Dutchie
DONALD FAGER/My Kind Of Lady
ANDRE CYMONE/Kelly's Eyes
SCANDAL/Goodbye To You

WGL 98
Cleveland

PD: Bob Travis
MD: Tom Jefferies

H 1 1 MEN AT WORK/Down Under
2 TOM PETTY/You Got Lucky
3 JOHN COUGAR/Hand To Hold On To
4 SAMMY HAGAR/Your Love Is Driving
5 TOM BASIL/Mickey
6 MARVIN GAYE/Sexual Healing
7 LRB/The Other Guy
8 KENNY LOGGINS/Heart To Heart
9 KENNY LOGGINS/Heart To Heart
10 HALL & GATES/Maneater
11 STRAY CATS/Stray Cat Strut
12 CLASH/Rock The Casbah
13 PAT BENATAR/Shadows Of The Night
14 CLIFF ADAMS/Endlessly
15 MICHAEL JACKSON/Billie Jean
16 FLEETWOOD MAC/Love In Store
17 JOE JACKSON/Steppin' Out
18 RAY PARKER JR./Bad Boy
19 LAURA BRANIGAN/Gloria
20 EVELYN KING/Love Come Down
21 JOURNEY/Separate Ways/Worlds
22 LIONEL RICHIE/You Are
23 DURAN DURAN/Hungry Like The Wolf

ADDS 28, 29, 30

ON MEN AT WORK/Be Good Johnny
MICHAEL JACKSON/Beat It

WGL 98
Cleveland

PD: Bob Travis
MD: Tom Jefferies

H 1 1 MEN AT WORK/Down Under
2 TOM PETTY/You Got Lucky
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WGL 98
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ADDS 28, 29, 30

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MICHAEL JACKSON/Beat It

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MICHAEL JACKSON/Beat It

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Cleveland

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MICHAEL JACKSON/Beat It

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8 KENNY LOGGINS/Heart To Heart

EAST
Most Added® Hottest
Journey
Eric Clapton
Hall & Oates
Supertramp

Men At Work
Bob Seger
Billy Joel
Culture Club

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 than re-added.

SOUTH
Most Added® Hottest
Journey
Supertramp
Eric Clapton

Bob Seger
Men At Work
Stray Cats

EAST

PARALLEL TWO

K104/Erie, PA
Bill Shannon
 JOURNEY
 DURAN DURAN
 NIGHT RANGER
 MELISSA MANCHESTE
 RACHEL SWEET
 SEA LEVEL
 PRETENDERS
 DAN FOGELBERG
 CHRIS CROSS
 STEPHEN BISHOP
 Hottest:
 PATTI AUSTIN 2-1
 KIM CARNES 7-3
 SAMMY HAGAR 8-6
 STRAY CATS 13-8
 AIR SUPPLY 15-10

KC101/New Haven, CT
Danny Lyons
 SUPERTRAMP
 DON HENLEY
 DIANA ROSS
 THOMPSON TWINS
 Hottest:
 MEN AT WORK 1-1
 CULTURE CLUB 6-3
 STRAY CATS 19-11
 LIONEL RICHIE 24-13
 CHRIS CROSS 2-18

Q106/York, PA
Dan Steele
 HALL & OATES
 STRAY CATS
 MICHAEL JACKSON
 EW&F
 ERIC CLAPTON
 DEXYS MIDNIGHT RU
 Hottest:
 MEN AT WORK 1-1
 BOB SEGER 10-3
 ADAM ANT 8-6
 CULTURE CLUB 11-9
 BILLY JOEL 17-11

V100/Charleston, WV
Jay Jarvis
 HALL & OATES
 DAN FOGELBERG
 Hottest:
 MEN AT WORK 6-4
 MARVIN GAYE 5-1
 BOB SEGER 9-6
 LRB 8-7
 LIONEL RICHIE 16-9

WAEB/Allentown, PA
Frank Ward
 ERIC CLAPTON
 HALL & OATES
 SUPERTRAMP
 GREG KINN BAND
 TANYA TUCKER
 Hottest:
 KENNY LOGGINS 3-1
 MARVIN GAYE 12-7
 LIONEL RICHIE 19-12
 CHRIS CROSS 25-14
 NEIL DIAMOND 23-16

WBLI/Long Island, NY
Bill Terry
 ROGERS & EASTON
 Hottest:
 MEN AT WORK 1-1
 TOTO 7-3
 PATTI AUSTIN 10-7
 RABBITT & GAYLE 14-12
 PHIL COLLINS 15-13

WHFM/Rochester, NY
Kelly McCann
 HALL & OATES
 JOURNEY
 EW&F
 ERIC CLAPTON
 VANDENBERG
 FRIDA (RA)
 Hottest:
 MEN AT WORK 1-1
 BILLY JOEL 5-2
 KENNY LOGGINS 10-4
 STRAY CATS 19-8
 DURAN DURAN 22-13

WIFI/Philadelphia, PA
Laurence McKay
 ERIC CLAPTON
 SAGA
 JEFFERSON STARSHI
 GREG KINN BAND
 THOMPSON TWINS
 JOHN HALL BAND
 ABC
 NIGHT RANGER
 FIREFALL
 Hottest:
 ADAM ANT 2-1
 BOB SEGER 7-2
 BILLY JOEL 11-3
 LINDA RONSTADT 16-7
 CULTURE CLUB 26-8

WKFM/Syracuse, NY
John Carucci
 JOURNEY
 ABC
 BILLY SQUIER
 RIC OCASEK
 MELISSA MANCHESTE
 Hottest:
 MEN AT WORK 1-1
 BILLY JOEL 11-5
 BOB SEGER 12-7
 DURAN DURAN 15-9
 DON HENLEY 25-15

WKRZ-FM/Wilkes-Barre
Jim Reising
 DEXYS MIDNIGHT RU
 THOMPSON TWINS
 HALL & OATES
 SUPERTRAMP
 JOURNEY
 Hottest:
 BILLY JOEL 3-1
 CULTURE CLUB 5-2
 ADAM ANT 8-3
 BOB SEGER 9-4
 SAMMY HAGAR 12-8

WLAN-FM/Lancaster, PA
Dave Russell
 ROGERS & EASTON
 HALL & OATES
 SUPERTRAMP
 JOURNEY (dp)
 SAGA (dp)
 Hottest:
 MEN AT WORK 1-1
 BOB SEGER 10-3
 CULTURE CLUB 13-10
 SAMMY HAGAR 14-11
 STRAY CATS 18-12

WPHD/Buffalo, NY
Moore/Picilio
 BILLY SQUIER
 JOURNEY
 SEA LEVEL (dp)
 ERIC CLAPTON
 RIC OCASEK
 Hottest:
 MEN AT WORK 1-1
 DURAN DURAN 4-3
 GOLDEN EARRING 16-6
 NIGHT RANGER 17-13
 SAGA 18-14

WPST/Trenton, NJ
Tom Taylor
 Hottest:
 MEN AT WORK 1-1
 CULTURE CLUB 6-3
 STRAY CATS 19-11
 LIONEL RICHIE 24-13
 CHRIS CROSS 2-18

WRCR/Utica, NY
Jim Reitz
 JOURNEY
 HALL & OATES
 JOHN HALL BAND
 RIC OCASEK
 THOMPSON TWINS
 MUSICAL YOUTH (dp)
 Hottest:
 PHIL COLLINS 1-1
 STRAY CATS 9-5
 BOB SEGER 13-8
 DURAN DURAN 14-10
 DAN FOGELBERG
 SAMMY HAGAR 21-18

WSPK/Poughkeepsie, NY
Chris Leid
 GREG KINN BAND
 ERIC CLAPTON
 CSN
 DAN FOGELBERG
 DIANA ROSS
 SUPERTRAMP
 Hottest:
 ADAM ANT 2-1
 CULTURE CLUB 8-2
 BOB SEGER 13-12
 MICHAEL JACKSON 21-16
 JOE JACKSON 26-26

WTIC-FM/Hartford, CT
Mike West
 GLENN FREY
 EVELYN KING
 ONJ
 Hottest:
 MEN AT WORK 1-1
 RAY PARKER JR. 3-2
 DURAN DURAN 10-7
 LIONEL RICHIE 16-9
 MICHAEL JACKSON 19-14

WTRY/Albany, NY
Bill Cahill
 HALL & OATES
 ERIC CLAPTON
 JOURNEY (dp)
 Hottest:
 MEN AT WORK 1-1
 BILLY JOEL 9-2
 TOTO 2-2
 BOB SEGER 6-4
 KENNY LOGGINS 16-8
 CULTURE CLUB 24-18

WYCR/Hanover, NY
J.J. Randolph
 EW&F
 ERIC CLAPTON
 DEXYS MIDNIGHT RU
 Hottest:
 MEN AT WORK 1-1
 MARVIN GAYE 2-2
 PATTI AUSTIN 5-4
 BOB SEGER 8-5
 KENNY LOGGINS 12-7

WROR/Boston, MA
Gary Berkowitz
 BILLY JOEL
 JOE JACKSON
 HALL & OATES
 Hottest:
 MEN AT WORK 1-1
 MARVIN GAYE 5-2
 KENNY LOGGINS 8-4
 RABBITT & GAYLE 14-9

WFLY/Albany, NY
Jack Lawrence
 SUPERTRAMP
 DIANA ROSS
 Hottest:
 MEN AT WORK 1-1
 PATTI AUSTIN 4-2
 MARVIN GAYE 5-4
 CULTURE CLUB 18-15
 STRAY CATS 22-16

PARALLEL THREE

95XIU/Parkersburg, WV
Paul DeMille
 JOURNEY
 DURAN DURAN
 DON HENLEY
 PAT BENATAR
 SEA LEVEL
 RACHEL SWEET
 BILLY SQUIER
 MELISSA MANCHESTE
 PRETENDERS
 NIGHT RANGER
 Hottest:
 PATTI AUSTIN 3-1
 SAMMY HAGAR 7-2
 KIM CARNES 9-3
 SAGA 10-5
 DONNA SUMMER 24-14

OK100/Itasca, NY
Denny Alexander
 DURAN DURAN
 JOURNEY
 PRETENDERS
 RACHEL SWEET
 NIGHT RANGER
 CHRIS CROSS
 MELISSA MANCHESTE
 BILLY SQUIER
 STEPHEN BISHOP
 Hottest:
 BILLY JOEL 2-1
 SAMMY HAGAR 7-2
 HUGHES/TRALL 13-7
 CLASH 17-8
 SAGA 15-9

WACZ/Bangor, ME
Michael O'Hara
 BUSBOYS
 JOURNEY
 DIANA ROSS
 Hottest:
 MEN AT WORK 1-1
 DURAN DURAN 4-3
 GOLDEN EARRING 16-6
 NIGHT RANGER 17-13
 SAGA 18-14

WPST/Trenton, NJ
Tom Taylor
 Hottest:
 MEN AT WORK 1-1
 CULTURE CLUB 6-3
 STRAY CATS 19-11
 LIONEL RICHIE 24-13
 CHRIS CROSS 2-18

Q106/York, PA
Dan Steele
 HALL & OATES
 STRAY CATS
 MICHAEL JACKSON
 EW&F
 ERIC CLAPTON
 DEXYS MIDNIGHT RU
 Hottest:
 MEN AT WORK 1-1
 BOB SEGER 10-3
 ADAM ANT 8-6
 CULTURE CLUB 11-9
 BILLY JOEL 17-11

V100/Charleston, WV
Jay Jarvis
 HALL & OATES
 DAN FOGELBERG
 Hottest:
 MEN AT WORK 6-4
 MARVIN GAYE 5-1
 BOB SEGER 9-6
 LRB 8-7
 LIONEL RICHIE 16-9

WAEB/Allentown, PA
Frank Ward
 ERIC CLAPTON
 HALL & OATES
 SUPERTRAMP
 GREG KINN BAND
 TANYA TUCKER
 Hottest:
 KENNY LOGGINS 3-1
 MARVIN GAYE 12-7
 LIONEL RICHIE 19-12
 CHRIS CROSS 25-14
 NEIL DIAMOND 23-16

WBLI/Long Island, NY
Bill Terry
 ROGERS & EASTON
 Hottest:
 MEN AT WORK 1-1
 TOTO 7-3
 PATTI AUSTIN 10-7
 RABBITT & GAYLE 14-12
 PHIL COLLINS 15-13

WHFM/Rochester, NY
Kelly McCann
 HALL & OATES
 JOURNEY
 EW&F
 ERIC CLAPTON
 VANDENBERG
 FRIDA (RA)
 Hottest:
 MEN AT WORK 1-1
 BILLY JOEL 5-2
 KENNY LOGGINS 10-4
 STRAY CATS 19-8
 DURAN DURAN 22-13

WIFI/Philadelphia, PA
Laurence McKay
 ERIC CLAPTON
 SAGA
 JEFFERSON STARSHI
 GREG KINN BAND
 THOMPSON TWINS
 JOHN HALL BAND
 ABC
 NIGHT RANGER
 FIREFALL
 Hottest:
 ADAM ANT 2-1
 BOB SEGER 7-2
 BILLY JOEL 11-3
 LINDA RONSTADT 16-7
 CULTURE CLUB 26-8

WKFM/Syracuse, NY
John Carucci
 JOURNEY
 ABC
 BILLY SQUIER
 RIC OCASEK
 MELISSA MANCHESTE
 Hottest:
 MEN AT WORK 1-1
 BILLY JOEL 11-5
 BOB SEGER 12-7
 DURAN DURAN 15-9
 DON HENLEY 25-15

WKRZ-FM/Wilkes-Barre
Jim Reising
 DEXYS MIDNIGHT RU
 THOMPSON TWINS
 HALL & OATES
 SUPERTRAMP
 JOURNEY
 Hottest:
 BILLY JOEL 3-1
 CULTURE CLUB 5-2
 ADAM ANT 8-3
 BOB SEGER 9-4
 SAMMY HAGAR 12-8

WOMP-FM/Bellaire, OH
McKenzie
 LIONEL RICHIE
 JOURNEY
 DURAN DURAN
 JEFFERSON STARSHI
 GREG KINN BAND
 HALL & OATES
 THOMPSON TWINS
 SUPERTRAMP
 Hottest:
 BOB SEGER 11-1
 GLENN FREY D-4
 LINDA RONSTADT 18-9
 PRETENDERS 28-18
 GOLDEN EARRING 27-19

WSOV/Williamsport, PA
Frank Bell
 JOURNEY
 BILLY SQUIER
 SUPERTRAMP
 JEFFERSON STARSHI
 RIC OCASEK
 TOM PETTY
 Hottest:
 HYBRID ICE 6-1
 FENNY LOGGINS 4-3
 BOB SEGER 8-6
 GLENN FREY 10-7
 PRETENDERS 12-8

WTSN/Dover, NH
Jim Sebastian
 VIA ZADORA
 DIANA ROSS
 LIONEL RICHIE
 THOMPSON TWINS
 JOURNEY
 Hottest:
 MEN AT WORK 1-1
 PATTI AUSTIN 4-2
 BOB SEGER 12-5
 ADAM ANT 13-9
 SAMMY HAGAR 17-12

WZYQ/Fredrick, ND
Eamosabi Joe
 JOURNEY
 ROBERT JOHN
 DIANA ROSS
 DAN FOGELBERG
 SUPERTRAMP
 PAT BENATAR
 GREG KINN BAND (dp)
 Hottest:
 STRAY CATS 4-1
 SAMMY HAGAR 13-7
 LIONEL RICHIE 19-10
 BILLY JOEL 22-13
 ROGERS & EASTON 23-17

13FEA/Manchester, NH
Rick Ryder
 DURAN DURAN
 MICHAEL JACKSON
 MISING PERSONS
 ONJ
 PIA ZADORA
 ROGERS & EASTON
 MEN AT WORK 1-1
 MARVIN GAYE 4-4
 BOB SEGER 10-7
 TOM PETTY 24-22
 MUSICAL YOUTH D-30

KKYY/Little Rock, AR
David Allan Ross
 JUICE NEWTON
 ERIC CLAPTON
 ROGERS & EASTON
 Hottest:
 TOTO 2-1
 BOB SEGER 3-2
 PATTI AUSTIN 15-5
 KENNY LOGGINS 16-13
 RABBITT & GAYLE 19-15

G100/Mobile, AL
Scott Griffith
 MICHAEL JACKSON
 JOURNEY
 JEFFERSON STARSHI
 NEIL YOUNG
 JEFFERSON STARSHI
 VANDENBERG
 NIGHT RANGER
 MUSICAL YOUTH
 Hottest:
 BOB SEGER 6-1
 BILLY JOEL 10-3
 STRAY CATS 12-4
 LIONEL RICHIE 13-7
 DURAN DURAN 20-12

KBFM/McAllen-Brownsville
Steve Owens
 EW&F
 HALL & OATES
 JOE JACKSON
 EVELYN KING
 ERIC CLAPTON
 MICHAEL JACKSON
 Hottest:
 MARVIN GAYE 1-1
 MEN AT WORK 2-2
 RAY PARKER JR. 3-3
 BOB SEGER 6-6
 CULTURE CLUB 7-7

KHFI/Austin, TX
Ed Volkman
 BILLY JOEL
 MICHAEL JACKSON
 JOE JACKSON
 NEIL DIAMOND
 ROGERS & EASTON
 ONJ
 DEXYS MIDNIGHT RU
 JOURNEY
 Hottest:
 MARVIN GAYE 1-1
 FLEETWOOD MAC 5-4
 CLASH 11-10
 MUSICAL YOUTH 29-15
 SAGA 27-19

KITY/San Antonio, TX
John Steele
 JOURNEY
 ROBERT JOHN
 DIANA ROSS
 DAN FOGELBERG
 SUPERTRAMP
 PAT BENATAR
 GREG KINN BAND (dp)
 Hottest:
 STRAY CATS 4-1
 SAMMY HAGAR 13-7
 LIONEL RICHIE 19-10
 BILLY JOEL 22-13
 ROGERS & EASTON 23-17

13FEA/Manchester, NH
Rick Ryder
 DURAN DURAN
 MICHAEL JACKSON
 MISING PERSONS
 ONJ
 PIA ZADORA
 ROGERS & EASTON
 MEN AT WORK 1-1
 MARVIN GAYE 4-4
 BOB SEGER 10-7
 TOM PETTY 24-22
 MUSICAL YOUTH D-30

KKYY/Little Rock, AR
David Allan Ross
 JUICE NEWTON
 ERIC CLAPTON
 ROGERS & EASTON
 Hottest:
 TOTO 2-1
 BOB SEGER 3-2
 PATTI AUSTIN 15-5
 KENNY LOGGINS 16-13
 RABBITT & GAYLE 19-15

KXX106/Birmingham, AL
Steve Davis
 STRAY CATS
 MICHAEL JACKSON
 HALL & OATES
 Hottest:
 MEN AT WORK 4-1
 TOTO 3-2
 KENNY LOGGINS 10-6
 BOB SEGER 14-10
 BILLY JOEL 20-15

KVST/Houston, TX
Cat Simon
 CHRIS CROSS
 SUPERTRAMP
 HALL & OATES
 MEN AT WORK
 JOHN HALL BAND
 DEXYS MIDNIGHT RU
 FELONY
 Hottest:
 TOM PETTY 2-1
 SAMMY HAGAR 6-2
 DURAN DURAN 17-9
 KISS 25-10
 ROGERS & EASTON 38-16

KZFM/Corpus Christi, TX
Jackie Robbins
 JOURNEY
 GREG KINN BAND
 NEWMAN & SIMON
 NIGHT RANGER
 MEMBERS
 ABC
 JOHN HALL BAND
 Hottest:
 BOB SEGER 21-1
 RAY PARKER JR. 10-3
 TOTO 20-5
 LIONEL RICHIE 75-12
 FRIDA 30-11

KZZB/Beaumont, TX
Mike Murphy
 GOLDEN EARRING
 MUSICAL YOUTH
 ERIC CLAPTON
 SUPERTRAMP
 THOMPSON TWINS
 NIGHT RANGER
 RIC OCASEK
 JOURNEY
 Hottest:
 MEN AT WORK 1-1
 BOB SEGER 8-3
 CULTURE CLUB 22-12
 MOVING PICTURES 19-14
 SAMMY HAGAR 20-15

WABB-FM/Mobile, AL
Bleine Kelley
 JOURNEY
 DAN FOGELBERG
 PAT BENATAR
 SUPERTRAMP
 DEXYS MIDNIGHT RU
 Hottest:
 MEN AT WORK 1-1
 TAVARES 2-2
 BILLY JOEL 5-3
 BOB SEGER 10-4
 LIONEL RICHIE 13-10

WNOK-FM/Columbia, SC
Tom Anderson
 PAT BENATAR (dp)
 DEXYS MIDNIGHT RU
 ABC
 JEFFERSON STARSHI
 THOMPSON TWINS
 JOHN HALL BAND (dp)
 Hottest:
 MEN AT WORK 1-1
 ADAM ANT 13-8
 SAGA 24-17
 MICHAEL JACKSON 32-25

WOKI/Knoxville, TN
Gary Adkins
 PAT BENATAR
 HALL & OATES
 ERIC CLAPTON
 GREG KINN BAND
 NEWMAN & SIMON
 MELISSA MANCHESTE
 RIC OCASEK
 CSN
 Hottest:
 MEN AT WORK 1-1
 ADAM ANT 9-5
 DAN FRY 15-11
 DONNA SUMMER 21-15
 DON HENLEY 31-25

WQID/Bloxx, MS
Kirk Clart
 PRETENDERS
 ABC
 ROGERS & EASTON
 FRIDA
 HALL & OATES
 Hottest:
 MEN AT WORK 1-1
 CULTURE CLUB 13-6
 STRAY CATS 27-15
 MICHAEL JACKSON D-27
 DURAN DURAN 30-73

WQUT/Johnson City, TN
Rod Hampton
 ERIC CLAPTON
 DON HENLEY
 Hottest:
 MEN AT WORK 1-1
 PHIL COLLINS 7-3
 MICHAEL MCDONALD 8-4
 KENNY LOGGINS 13-9
 SAMMY HAGAR 25-17

WRQK/Greensboro, NC
Wes Jones
 ERIC CLAPTON
 SUPERTRAMP
 HALL & OATES
 DON HENLEY
 PAT BENATAR
 MUSICAL YOUTH
 Hottest:
 MEN AT WORK 2-1
 LRB 4-2
 KENNY LOGGINS 8-6
 PHIL COLLINS 10-4
 BOB SPGER 13-10

WRVQ/Richmond, VA
Jeff Morgan
 LIONEL RICHIE
 SUPERTRAMP
 SINGLE BULLET THE
 HALL & OATES
 JOURNEY
 Hottest:
 MOVING PICTURES 12-6
 DURAN DURAN 24-13
 MUSICAL YOUTH 30-19
 STRAY CATS 27-21

WDOOD/Daytona Beach, FL
Rick Knight
 DEBARGE
 SUPERTRAMP
 JEFFERSON STARSHI
 ERIC CLAPTON
 Hottest:
 MICHAEL JACKSON 19-1
 LIONEL RICHIE 14-6
 CULTURE CLUB D-12
 HOT CHOCOLATE 18-13
 SAMMY HAGAR 22-16

WFMF/Baton Rouge, LA
Rica Watkins
 JOURNEY
 HALL & OATES
 DURAN DURAN
 SUPERTRAMP
 NEWMAN & SIMON
 Hottest:
 MEN AT WORK 1-1
 BOB SEGER 5-4
 BOB SEGER 9-5
 MICHAEL JACKSON 19-10
 LIONEL RICHIE 22-17

WGH/Norfolk, VA
Bob Canford
 ABC
 ROBERT JOHN
 DAN FOGELBERG
 BILLY SQUIER
 SHERIFF
 DEBARGE
 Hottest:
 LRB 1-1
 BOB SEGER 4-2
 LIONEL RICHIE 13-4
 JUICE NEWTON 10-5
 AMERICA 11-9
 POCO 15-11

WHYF-FM/Montgomery
Mark St. John
 JOURNEY
 ERIC CLAPTON
 DIANA ROSS
 ABC
 Hottest:
 STRAY CATS 7-1
 LIONEL RICHIE 18-6
 MICHAEL JACKSON 22-8
 CULTURE CLUB 20-11
 ROGERS & EASTON 27-16

WJDK/Jackson, MS
Bill Crews
 THOMPSON TWINS
 HALL & OATES
 ERIC CLAPTON
 DEXYS MIDNIGHT RU
 JOURNEY
 Hottest:
 MEN AT WORK 1-1
 KENNY LOGGINS 13-6
 MUSICAL YOUTH 16-10
 LIONEL RICHIE 28-18
 DURAN DURAN 29-19

WZYP/Huntsville, AL
Scott Mitchell
 SUPERTRAMP
 JOURNEY
 JOHN HALL BAND
 PRETENDERS
 DIANA ROSS
 Hottest:
 BILLY JOEL 4-1
 BOB SEGER 10-2
 ADAM ANT 8-7
 RAY PARKER JR. 7-5

Q104/Gadsden, AL
Geither/Devlin
 JOURNEY
 DURAN DURAN
 MUSICAL YOUTH
 DER KOMISSAR
 ABC
 Hottest:
 JEFFERSON STARSHI
 PAT BENATAR
 PATTI AUSTIN 1-1
 CLASH 3-2
 FIREFALL 5-3
 BOB SEGER 6-4
 RAY PARKER JR. 7-5

Y103/Jacksonville, FL
Robert John
 DAN FOGELBERG
 STEPHEN BISHOP
 SUPERTRAMP
 JOE JACKSON
 ERIC CLAPTON
 Hottest:
 KENNY LOGGINS 1-1
 MEN AT WORK 5-2
 JUICE NEWTON 7-3
 CULTURE CLUB 10-6
 BOB SEGER 13-8

WAEV/Savannah, GA
J.D. North
 DAN FOGELBERG
 NEIL DIAMOND
 DIANA ROSS
 STEPHEN BISHOP
 Hottest:
 MEN AT WORK 1-1
 ADAM ANT 16-11
 CULTURE CLUB 24-18
 NEWMAN & SIMON 30-24
 LIONEL RICHIE D-25

WCGQ/Columbus, GA
Bob Raleigh
 ERIC CLAPTON
 JOURNEY
 ABC
 PAT BENATAR
 Hottest:
 MEN AT WORK 1-1
 BILLY JOEL 10-2
 ADAM ANT 8-6
 KENNY LOGGINS 14-7
 STRAY CATS 19-10

KILE/Galveston, TX
Scott Taylor
 DAN FOGELBERG
 JOURNEY
 DON HENLEY
 DIANA ROSS
 BILLY SQUIER
 JOHN HALL BAND
 STEEL BREZZE
 NIGHT RANGER
 Hottest:
 PATTI AUSTIN 1-1
 KENNY LOGGINS 4-2
 BILLY JOEL 11-7
 SAMMY HAGAR 13-8
 CULTURE CLUB 22-11

KISR/Ft. Smith, AR
Rick Hayes
 JOURNEY
 ERIC CLAPTON
 GREG KINN BAND
 JEFFERSON STARSHI
 PHIL COLLINS
 Hottest:
 BILLY JOEL 1-1
 LIONEL RICHIE 6-2
 DURAN DURAN 8-5
 CHRIS CROSS 21-11
 FRIDA 24-17

KKQV/Wichita Falls, TX
Pam Day
 ERIC CLAPTON
 JEFFERSON STARSHI
 HALL & OATES
 SUPERTRAMP
 NEWMAN & SIMON
 THOMPSON TWINS
 MUSICAL YOUTH
 Hottest:
 MEN AT WORK 1-1
 BOB SEGER 8-2
 STRAY CATS 19-12
 JUICE NEWTON 18-13
 SAMMY HAGAR 22-16

WSEZ/Winston-Salem, NC
Steve Finnegan
 PAT BENATAR
 JEFFERSON STARSHI
 ABC
 DEXYS MIDNIGHT RU
 MISSING PERSONS
 CSN
 MELISSA MANCHESTE
 Hottest:
 BILLY JOEL 2-1
 MARVIN GAYE 5-4
 BOB SEGER 9-5
 BILLY JOEL 9-6
 JUICE NEWTON 17-11
 SAMMY HAGAR 18-12

WSFL/New Bern, NC
Kerr/Storia
 DIANA ROSS
 SUPERTRAMP
 STEPHEN BISHOP
 JOURNEY
 Hottest:
 MEN AT WORK 1-1
 BOB SEGER 9-5
 KENNY LOGGINS 11-7
 BILLY JOEL 14-10
 CULTURE CLUB 18-13

WSKZ/Chattanooga, TN
David Carroll
 LIONEL RICHIE
 ERIC CLAPTON
 Hottest:
 BOB SEGER 4-1
 BILLY JOEL 10-6
 STRAY CATS 14-10
 CULTURE CLUB 21-13
 CHRIS CROSS 23-14

WSSX/Charleston, SC
Bill Martin
 PAT BENATAR
 JOURNEY
 BILLY SQUIER
 SUPERTRAMP
 Hottest:
 MEN AT WORK 1-1
 BOB SEGER 14-4
 BILLY JOEL 13-7
 DURAN DURAN 24-15
 CHRIS CROSS 30-18

WTIX/New Orleans, LA
Gary Franklin
 HALL & OATES
 DIANA ROSS
 DEXYS MIDNIGHT RU
 PRETENDERS
 PIA ZADORA
 VANDENBERG
 Hottest:
 MEN AT WORK 1-1
 KENNY LOGGINS 13-6
 MUSICAL YOUTH 16-10
 LIONEL RICHIE 28-18
 DURAN DURAN 29-19

WZYP/Huntsville, AL
Scott Mitchell
 SUPERTRAMP
 JOURNEY
 JOHN HALL BAND
 PRETENDERS
 DIANA ROSS
 Hottest:
 BILLY JOEL 4-1
 BOB SEGER 10-2
 ADAM ANT 8-7
 RAY PARKER JR. 7-5

WJDK/Jackson, MS
Bill Crews
 THOMPSON TWINS
 HALL & OATES
 ERIC CLAPTON
 DEXYS MIDNIGHT RU
 JOURNEY
 Hottest:
 MEN AT WORK 1-1
 KENNY LOGGINS 13-6
 MUSICAL YOUTH 16-10
 LIONEL RICHIE 28-18
 DURAN DURAN 29-19

WZYP/Huntsville, AL
Scott Mitchell
 SUPERTRAMP
 JOURNEY
 JOHN HALL BAND
 PRETENDERS
 DIANA ROSS
 Hottest:
 BILLY JOEL 4-1
 BOB SEGER 10-2
 ADAM ANT 8-7
 RAY PARKER JR. 7-5

Q104/Gadsden, AL
Geither/Devlin
 JOURNEY
 DURAN DURAN
 MUSICAL YOUTH
 DER KOMISSAR
 ABC
 Hottest:
 JEFFERSON STARSHI
 PAT BENATAR
 PATTI AUSTIN 1-1
 CLASH 3-2
 FIREFALL 5-3
 BOB SEGER 6-4
 RAY PARKER JR. 7-5

Y103/Jacksonville, FL
Robert John
 DAN FOGELBERG
 STEPHEN BISHOP
 SUPERTRAMP
 JOE JACKSON
 ERIC CLAPTON
 Hottest:
 KENNY LOGGINS 1-1
 MEN AT WORK 5-2
 JUICE NEWTON 7-3
 CULTURE CLUB 10-6
 BOB SEGER 13-8

WAEV/Savannah, GA
J.D. North
 DAN FOGELBERG
 NEIL DIAMOND
 DIANA ROSS
 STEPHEN BISHOP
 Hottest:
 MEN AT WORK 1-1
 ADAM ANT 16-11
 CULTURE CLUB 24-18
 NEWMAN & SIMON 30-24
 LIONEL RICHIE D-25

WCGQ/Columbus, GA
Bob Raleigh
 ERIC CLAPTON
 JOURNEY
 ABC
 PAT BENATAR
 Hottest:
 MEN AT WORK 1-1
 BILLY JOEL 10-2
 ADAM ANT 8-6
 KENNY LOGGINS 14-7
 STRAY CATS 19-10

KILE/Galveston, TX
Scott Taylor
 DAN FOGELBERG

MIDWEST Most Added Hottest

Journey Hall & Oates Eric Clapton Men At Work Bob Seger Billy Joel

CHR ADDS & HOTS

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

WEST Most Added Hottest

Journey Hall & Oates Supertramp Men At Work Culture Club Bob Seger

MIDWEST

PARALLEL TWO

92X/Columbus, OH Teri Nutter

LIONEL RICHIE ROGERS & EASTON HALL & OATES JOURNEY Hottest: MEN AT WORK 1-1 BOB SEGER 10-4 CLASH 14-9 ADAM ANT 19-13 CHRIS CROSS 20-15

KEYN-FM/Wichita, KN Taylor/Pearman

HALL & OATES MICHAEL JACKSON SUPERTRAMP DON HENLEY ERIC CLAPTON JOURNEY (dp) Hottest: BOB SEGER 2-1 BILLY JOEL 9-6 CULTURE CLUB 14-10 STRAY CATS 25-18 LIONEL RICHIE 27-22

KIHK/Davenport, IA Jim O'Hara

SUPERTRAMP HALL & OATES DONALD FAGEN ERIC CLAPTON DAN FOGELBERG Hottest: BOB SEGER 2-1 CULTURE CLUB 12-6 LIONEL RICHIE 14-9 DONNA SUMMER 19-13 CHRIS CROSS 27-16

KIOA/Des Moines, IA Mike Judge

DIANA ROSS ERIC CLAPTON SUPERTRAMP DAN FOGELBERG MELISSA MANCHESTE Hottest: FLEETWOOD MAC 4-1 BOB SEGER 10-4 CULTURE CLUB 11-6 BILLY JOEL 17-10 LIONEL RICHIE 25-15

KMGK/Des Moines, IA Jim Roberts

NEIL YOUNG JOURNEY THOMPSON TWINS MICHAEL JACKSON RIC OCASEK SHERIFF (dp) MELISSA MANCHESTE (dp) DEXYS MIDNIGHT RU (dp) JOE JACKSON Hottest: SAMMY HAGAR 5-1 STRAY CATS 10-2 DURAN DURAN 12-5 UTOPIA 29-15 HALL & OATES 30-16

KOFM/Oklahoma City, OK Dave Duquesne

BILLY JOEL ROGERS & EASTON HALL & OATES JOE JACKSON Hottest: BARRY MANILOW 1-1 KENNY LOGGINS 6-2 LRB 5-3 LINDA RONSTADT 21-13 LIONEL RICHIE 20-14

KQKQ/OMAHA, NB TAYLOR-EVANS

MICHAEL JACKSON HALL & OATES PRETENDERS EW&F SUPERTRAMP Hottest: BOB SEGER 6-1 BILLY JOEL 4-3 ADAM ANT 5-4 KENNY LOGGINS 9-5 STRAY CATS 14-11

KRAV/Tulsa, OK Gary Reynolds

ERIC CLAPTON HALL & OATES STRAY CATS (dp) Hottest: MEN AT WORK 2-1 AIR SUPPLY 6-5 KENNY LOGGINS 8-6 BOB SEGER 10-8 ROGERS & EASTON D-14

KSTT/Davenport, IA Bill Young

NEIL DIAMOND ROGERS & EASTON ADAM ANT ERIC CLAPTON NEIL YOUNG Hottest: MEN AT WORK 1-1 LRB 5-2 BILLY JOEL 7-4 JUICE NEWTON 10-5 STRAY CATS 12-9

KZ93/Peoria, IL Edwards/Maloney

JOURNEY HALL & OATES GREG KIHN BAND ERIC CLAPTON DEXYS MIDNIGHT RU MUSICAL YOUTH Hottest: TOTO 1-1 BILLY JOEL 6-2 SAGA 7-3 KENNY LOGGINS 8-4 CULTURE CLUB 12-8

US3/South Bend, IN J.K. Deering

ROGERS & EASTON ERIC CLAPTON Hottest: MEN AT WORK 2-1 PATTI AUSTIN 6-2 TOTO 5-3 PHIL COLLINS 9-6 BILLY JOEL 20-9

WEBC/Duluth, MN Dick Johnson

HALL & OATES STEEL BREEZE SUPERTRAMP Hottest: MEN AT WORK 1-1 KENNY LOGGINS 4-3 BOB SEGER 7-4 BILLY JOEL 9-6 CULTURE CLUB 11-7

WGRD/Grand Rapids, MI J.J. Duling

KENNY LOGGINS DURAN DURAN Hottest: PATTI AUSTIN 2-1 BOB SEGER 6-2 KENNY LOGGINS A-8 BILLY JOEL 11-9 SAGA 17-11

WHOT/Youngstown, OH Dick Thompson

MUSICAL YOUTH GREG KIHN BAND MICHAEL JACKSON Hottest: MEN AT WORK 1-1 STRAY CATS 20-15 LIONEL RICHIE 23-19 DURAN DURAN 30-21

WIKS/Indianapolis, IN Jay Stevens

LOVERBOY DURAN DURAN CS&N Hottest: HALL & OATES 2-1 MEN AT WORK 3-3 PHIL COLLINS 9-4 SAGA 5-5 TOM PETTY 12-7

WJXQ/Jackson, MI Ryan/Cheeks

JOURNEY NEIL YOUNG RIC OCASEK ART IN AMERICA MARTY BALIN (dp) Hottest: BOB SEGER 1-1 VANDENBERG 14-7 NIGHT RANGER 18-15 PAT BENATAR 31-17 JOURNEY A-21

WKAU/Appleton-Oshkosh Ross/Allen

JOURNEY SUPERTRAMP MICHAEL JACKSON DEXYS MIDNIGHT RU JEFFERSON STARSHI (dp) Hottest: PHIL COLLINS 2-1 BOB SEGER 11-6 STRAY CATS 15-7 CULTURE CLUB 17-12 DURAN DURAN 32-22

WKDD/Akron, OH Matt Patrick

JOURNEY PAT BENATAR PRETENDERS FIREFALL EW&F JEFFERSON STARSHI ATF Hottest: KENNY LOGGINS 6-1 SANTANA 4-2 BOB SEGER 9-3 SAMMY HAGAR 10-8 DURAN DURAN 13-9

WKDQ/Evansville, IN Hobbs/Payne

HALL & OATES STEPHEN BISHOP Hottest: MEN AT WORK 3-1 PHIL COLLINS 4-3 AIR SUPPLY 7-7 KENNY LOGGINS 11-8 LIONEL RICHIE 19-10

WKFR/Kalamazoo, MI Steve Swartz/Chapman

MICHAEL JACKSON DURAN DURAN ERIC CLAPTON JOURNEY Hottest: BOB SEGER 4-1 BILLY JOEL 9-4 CULTURE CLUB 22-13 CHRIS CROSS 24-14 LIONEL RICHIE 27-20

WMEE/Fort Wayne, IN Tony Richards

JOURNEY HALL & OATES ABC ONJ Hottest: CHRIS CROSS 8-5 MEN AT WORK 15-10 LIONEL RICHIE 19-13 ROGERS & EASTON D-16 MICHAEL JACKSON D-22

WNAM/Appleton-Oshkosh Chris Caine

NIGHT RANGER HALL & OATES JEFFERSON STARSHI DON HENLEY STEPHEN BISHOP JOURNEY Hottest: FRIDA 3-1 DURAN DURAN 4-2 CS&N 11-6 MISSING PERSONS 16-10 RIC OCASEK D-15

WNAI/Indianapolis, IN Larry Mago

LIONEL RICHIE ROGERS & EASTON CULTURE CLUB Hottest: MEN AT WORK 3-1 PATTI AUSTIN 4-2 KENNY LOGGINS 9-5 TOTO 11-6 MARVIN GAYE 14-8

WVIC/East Lansing, MI Hayes/Gilligan

JEFFERSON STARSHI PAT BENATAR CS&N THOMPSON TWINS KENNY LOGGINS DEXYS MIDNIGHT RU SUPERTRAMP PRETENDERS Hottest: SAGA 5-1 WHO 9-2 JEFFERSON STARSHI B-4 SAMMY HAGAR 13-6 TOM PETTY 12-9

WYFM/Youngstown, OH Jeff Tobin

BILLY JOEL KENNY LOGGINS Hottest: DON HENLEY 1-1 MEN AT WORK 2-2 BOB SEGER 6-4 CLASH 10-6 PHIL COLLINS 16-8

WZOK/Rockford, IL Tim Fox

CULTURE CLUB JUICE NEWTON JOURNEY Hottest: BOB SEGER 2-1 PATTI AUSTIN 3-3 PHIL COLLINS 4-4 LRB 5-5 MARVIN GAYE 6-6

WZZR/Grand Rapids, MI Don Schueller

SUPERTRAMP MELISSA MANCHESTE RIC OCASEK SHERIFF JOURNEY Hottest: SAMMY HAGAR 4-1 TOM PETTY 5-4 BOB SEGER 15-9 SAGA 18-13 DURAN DURAN 22-16

Z104/Madison, WI Jonathan Little

JOURNEY BOB SEGER THOMPSON TWINS RIC OCASEK ERIC CLAPTON Hottest: MOVING PICTURES 4-1 MARVIN GAYE 8-4 KENNY LOGGINS 10-7 BOB SEGER 11-8 CULTURE CLUB 13-10

PARALLEL THREE

99KG/Salina, KS Denny Collier

MUSICAL YOUTH MELISSA MANCHESTE MICHAEL JACKSON HALL & OATES DEXYS MIDNIGHT RU DON HENLEY JOURNEY (dp) VANDENBERG (dp) Hottest: MEN AT WORK 1-1 BOB SEGER 14-7 JUICE NEWTON 20-14 CULTURE CLUB 27-16 SAMMY HAGAR 27-17

D93/Dubuque, IA Steve Sesterhenn

THOMPSON TWINS (dp) HALL & OATES JOURNEY SUPERTRAMP STEPHEN BISHOP Hottest: TOTO 2-1 MEN AT WORK 3-2 PHIL COLLINS 4-3 POCO 8-5 BOB SEGER 9-6

KDVV/Topeka, KN Tony Stewart

JOURNEY DEXYS MIDNIGHT RU ERIC CLAPTON EW&F Hottest: BILLY JOEL 1-1 BOB SEGER 2-2 STRAY CATS 24-10 LIONEL RICHIE 22-11 DURAN DURAN 25-12

KFMZ/Columbia, MO Steve Graziano

MEN AT WORK PHIL COLLINS DEXYS MIDNIGHT RU JOURNEY Hottest: MEN AT WORK 1-1 DURAN DURAN 4-2 CS&N 11-6 MISSING PERSONS 16-10 ADAM ANT 10-9

KFYR/Bismarck, ND Dan Brannan

POCO JEFFERSON STARSHI Hottest: DON HENLEY ERIC CLAPTON DAN FOGELBERG Hottest: MEN AT WORK 1-1 BOB SEGER 10-4 BILLY JOEL 12-8 PATTI AUSTIN 15-11 A FLOCK OF SEAGUL 23-18

KKKS/Rapid City, SD Sherwin/Piper

DON HENLEY ERIC CLAPTON DAN FOGELBERG Hottest: MEN AT WORK 1-1 BOB SEGER 10-4 BILLY JOEL 12-8 PATTI AUSTIN 15-11 A FLOCK OF SEAGUL 23-18

KKRC-FM/Sioux Falls, SD Dan Kieley

HALL & OATES ERIC CLAPTON JOURNEY ROGERS & EASTON SUPERTRAMP Hottest: MEN AT WORK 1-1 ADAM ANT 6-3 BILLY JOEL 16-10 SAGA 17-11 STRAY CATS 18-13

KKXL-FM/Grand Forks, ND Garry Leigh

GLENN FREY DURAN DURAN DONNA SUMMER PRETENDERS Hottest: MEN AT WORK 1-1 PATTI AUSTIN 2-2 KENNY LOGGINS 9-3 BOB SEGER 8-4 BILLY JOEL 16-e

KQWB/Fargo, ND Craig Roberts

CHRIS CROSS LIONEL RICHIE PRETENDERS SAMMY HAGAR STEEL BREEZE JOE JACKSON ROGERS & EASTON DURAN DURAN Hottest: PATTI AUSTIN 7-1 CULTURE CLUB 12-8 RABBITT & GAYLE 17-10 LINDA RONSTADT 23-15 ADAM ANT 21-16

KRNA/Iowa City, IA Bart Goynahor

JOURNEY DAN FOGELBERG JEFFERSON STARSHI (dp) Hottest: BILLY JOEL 1-1 BOB SEGER 7-2 ADAM ANT 6-3 A FLOCK OF SEAGUL 8-6 STRAY CATS 18-10

KWTO-FM/Springfield, MO Alexander/Hammond

DON HENLEY SUPERTRAMP HALL & OATES ERIC CLAPTON Hottest: KENNY LOGGINS 1-1 BOB SEGER 2-2 BILLY JOEL 6-3 STRAY CATS 12-5 GLENN FREY 16-12

KYTN/Grand Forks, ND Tom Fricke

PAT BENATAR DON HENLEY DEXYS MIDNIGHT RU JEFFERSON STARSHI ERIC CLAPTON MICHAEL JACKSON Hottest: MEN AT WORK 1-1 BOB SEGER 5-2 BILLY JOEL 8-3 PRETENDERS 23-15 LIONEL RICHIE 30-22

WAZY-FM/Lafayette, IN Jim Stacy

ERIC CLAPTON DAN FOGELBERG JOHN HALL BAND SUPERTRAMP Hottest: MARVIN GAYE 4-1 ADAM ANT 12-2 FLEETWOOD MAC 13-5 PETFR GABRIEL 18-8 STRAY CATS 24-15

WBWB/Bloomington, IN John Helman

HALL & OATES LIONEL RICHIE DON HENLEY GREG KIHN BAND EW&F JOURNEY Hottest: MEN AT WORK 1-1 KENNY LOGGINS 5-2 CLASH 14-3 BILLY JOEL 6-5 PRETENDERS 10-6

WCIL-FM/Carbondale, IL Tony Waitekus

AIR SUPPLY ROGERS & EASTON (dp) RABBITT & GAYLE (dp) MICHAEL JACKSON HALL & OATES Hottest: MEN AT WORK 1-1 STRAY CATS 8-3 RAY PARKER JR. 12-6 CLASH 11-7 ADAM ANT 10-9

WRKR/Racine, WI Steve Warren

SUPERTRAMP DEXYS MIDNIGHT RU BILLY JOEL Hottest: MEN AT WORK 1-1 STRAY CATS 14-7 CULTURE CLUB 20-14 DURAN DURAN 22-17 MICHAEL JACKSON 32-26

WSPT/Stevens Point, WI Fuhr/Stage

JOURNEY NEIL DIAMOND ONJ DON HENLEY JEFFERSON STARSHI DAN FOGELBERG Hottest: MEN AT WORK 1-1 MOVING PICTURES 3-2 CULTURE CLUB 9-4 BOB SEGER 14-6 DURAN DURAN 17-9

KFMW/Waterloo, IA Drew Bentley

CS&N THOMPSON TWINS Hottest: ADAM ANT 7-3 MUSICAL YOUTH 14-7 STRAY CATS 19-9 BOB SEGER 20-10 KENNY LOGGINS 24-14

WEST

PARALLEL TWO

FM102/Sacramento, CA Manders/Preston

CULTURE CLUB CHRIS CROSS HALL & OATES Hottest: MEN AT WORK 1-1 PATTI AUSTIN 2-2 BILLY JOEL 14-9 BOB SEGER 20-13 JUICE NEWTON 19-15

K96/Provo, UT Gentry/McCoy

MICHAEL JACKSON SUPERTRAMP HALL & OATES MUSICAL YOUTH PRETENDERS Hottest: PATTI AUSTIN 2-7 KENNY LOGGINS 6-4 STRAY CATS 18-11 LIONEL RICHIE 24-16 RABBITT & GAYLE 23-21

KBBK/Boise, ID Bob Lee

MICHAEL JACKSON HALL & OATES JOURNEY JEFFERSON STARSHI BILLY SQUIER GREG KIHN BAND DAN FOGELBERG Hottest: BOB SEGER 4-1 BILLY JOEL 6-2 SAMMY HAGAR 8-3 CULTURE CLUB 15-5 MUSICAL YOUTH 19-10

KFI/Los Angeles, CA Steve LaBau

ABC JOURNEY EVELYN KING ERIC CLAPTON JEFFERSON STARSHI JOHN HALL BAND FRIDA Hottest: MEN AT WORK 1-1 KENNY LOGGINS 10-4 PRETENDERS 15-7 CULTURE CLUB 21-16 LIONEL RICHIE 34-24

KGGI/Riverside S. Bern. Steve O'Neil

EVELYN KING (dp) JOURNEY (dp) SUPERTRAMP (dp) STRAY CATS (dp) ABC (dp) JEFFERSON STARSHI (dp) MUSICAL YOUTH (dp) ADAM ANT (dp) Hottest: MEN AT WORK 1-1 KENNY LOGGINS 5-2 BOB SEGER 17-13 LIONEL RICHIE 18-14

KHOP/Modesto-Stockton David Kraham

JOURNEY ERIC CLAPTON DAN FOGELBERG DON HENLEY JOHN HALL BAND Hottest: BOB SEGER 3-1 BILLY JOEL 7-4 A FLOCK OF SEAGUL 9-7 JUICE NEWTON 14-9 CULTURE CLUB 19-13

KIDD/Monterey, CA Barry Brown

ATF DONALD FAGEN MISSING PERSONS HALL & OATES NEIL DIAMOND FRIDA JOURNEY Hottest: DEVO 4-2 MUSICAL YOUTH 7-4 STRAY CATS 15-7 GLENN FREY 14-8 JOE JACKSON 19-14

KIKI/Honolulu, HI Kong/Shihido

DON HENLEY JOE JACKSON JANET JACKSON THOMPSON TWINS SANTANA Hottest: MUSICAL YOUTH 1-1 MEN AT WORK 3-3 EW&F 17-10 LIONEL RICHIE 21-16 RAY PARKER JR. 27-18

KJRB/Spokane, WA Sudds Coleman

MELISSA MANCHESTE SUPERTRAMP ONJ ERIC CLAPTON PRETENDERS Hottest: MEN AT WORK 1-1 BOB SEGER 3-2 CULTURE CLUB 13-6 MICHAEL JACKSON 15-7 STRAY CATS 17-10

KKFM/Colorado Springs Jack Hamilton

PRETENDERS DON HENLEY JOURNEY Hottest: MEN AT WORK 1-1 PATTI AUSTIN 2-2 MARVIN GAYE 3-3 STRAY CATS 9-7 SAGA 15-11

KKXX/Bakersfield, CA Scott Marcus

JUICE NEWTON SUPERTRAMP HALL & OATES MICHAEL JACKSON Hottest: DURAN DURAN 1-1 CULTURE CLUB 6-3 KISS 14-10 MEN AT WORK 18-11 PRETENDERS 21-14

KLUC/Las Vegas, NV Randy Lunquist

JOURNEY DAN FOGELBERG HALL & OATES Hottest: BILLY JOEL 3-1 KENNY LOGGINS 9-5 MOVING PICTURES 11-6 STRAY CATS 16-9 BOB SEGER 20-12

PARALLEL THREE

KBIM/Roswell, NM Harry Dierks

HALL & OATES EW&F THOMPSON TWINS MISSING PERSONS ABC JOURNEY DAN FOGELBERG Hottest: ADAM ANT 2-1 GLENN FREY 16-5 JUICE NEWTON 21-13 CHRIS CROSS 34-18 ROGERS & EASTON D-30

KCBN/Reno, NV Jim O'Neal

JOURNEY HALL & OATES MELISSA MANCHESTE DONALD FAGEN DIANA ROSS STEEL BREEZE Hottest: CULTURE CLUB 12-2 MUSICAL YOUTH 13-3 DURAN DURAN 25-16 GOLDEN EARRING 31-21

KCDQ/Bozeman, MT Greg Williams

ABC DON HENLEY STEPHEN BISHOP JOURNEY DAN FOGELBERG BILLY SQUIER HALL & OATES MUSICAL YOUTH Hottest: MEN AT WORK 1-1 KENNY LOGGINS 5-2 CULTURE CLUB 17-8 SAMMY HAGAR 20-14 MICHAEL JACKSON 24-16

KRO/Tucson, AZ Zapoleon/Norris

JOE JACKSON CS&N Hottest: MEN AT WORK 1-1 PRETENDERS 6-3 STREET PAJAMA 5-4 STRAY CATS 9-7 FRIDA 10-8

KQMQ/Honolulu, HI Austin/Vall

CULTURE CLUB RABBITT & GAYLE STEPHEN BISHOP ABC PAT BENATAR PAT BENATAR BILLY SQUIER MEN AT WORK WEATHER GIRLS NIGHT RANGER Hottest: CLASH 2-1 ADAM ANT 3-2 PRINCE 5-3 MUSICAL YOUTH 8-4 PHIL COLLINS 7-5

KRSP/Salt Lake City, UT Carlson/Moll

JOURNEY HALL & OATES JOE JACKSON SUPERTRAMP Hottest: MEN AT WORK 1-1 TOTO 2-2 STRAY CATS 11-7 KENNY LOGGINS 15-11 MUSICAL YOUTH 26-20

KSKD/Salem, OR Len E. Mitchell

JOURNEY HALL & OATES VANDENBERG PAT BENATAR DEXYS MIDNIGHT RU (dp) BILLY SQUIER (dp) DAN FOGELBERG (dp) GREG KIHN BAND (dp) Hottest: MEN AT WORK 1-1 STRAY CATS 14-6 BOB SEGER 26-13 CULTURE CLUB 30-20 PRETENDERS 37-27

KYNO-FM/Fresno, CA John Lee Walker

GAP BAND CHIC WEATHER GIRLS (dp) Hottest: MEN AT WORK 1-1 LAURA BRANIGAN 2-2 MUSICAL YOUTH 6-3 RABBITT & GAYLE 5-4 CHAKA KHAN 9-5

KYYX/Seattle, WA Elvin Ichiyama

WESLEY WILLARD MEN AT WORK GOLDEN EARRING (RA) ATF PHIL COLLINS FIXX ROBERT HAZARD Hottest: CULTURE CLUB 1-1 PRETENDERS 2-2 DURAN DURAN 3-3 MUSICAL YOUTH 4-4 STRAY CATS 7-5

KKAZ/Cheyenne, WY John Ramsey

MICHAEL JACKSON PRETENDERS DON HENLEY HALL & OATES LRB 2-1 BOB SEGER 10-4 KENNY LOGGINS 6-5 CULTURE CLUB 14-9 MARVIN GAYE 11-10

KOZE/Lewiston, ID Jay McCall

JOURNEY SUPERTRAMP NIGHT RANGER YAZ JOHN HALL BAND Hottest: MEN AT WORK 1-1 CULTURE CLUB 10-4 BOB SEGER 12-7 LIONEL RICHIE 16-10 DURAN DURAN 24-16

KSLS/San Luis Obispo Don Potter

MUSICAL YOUTH PRETENDERS DEXYS MIDNIGHT RU EW&F JOURNEY JEFFERSON STARSHI DONALD FAGEN Hottest: MEN AT WORK 1-1 MARVIN GAYE 2-2 STRAY CATS 11-6 CULTURE CLUB 16-11 RAY PARKER JR. 25-20

KTRS/Casper, WY Sears/Donovan

SUPERTRAMP ERIC CLAPTON STEEL BREEZE MICHAEL JACKSON MUSICAL YOUTH Hottest: BOB SEGER 4-1 BILLY JOEL 10-5 CULTURE CLUB 16-8 JUICE NEWTON 17-12 GLENN FREY 18-13

KYYA/Billings, MT Jack Bell

SUPERTRAMP DONNA SUMMER JOURNEY NIGHT RANGER Hottest: MEN AT WORK 1-1 BOB SEGER 10-2 PATTI AUSTIN 3-3 TOTO 2-4 LRB 4-5

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.

★ DENOTES FIRST WEEK IN PARALLELS.

227 REPORTS

JOHN DOE
"Hit Song" (Anylabel)
LP: Hit Song

Regional Reach	100/25	44%	National Summary
E 33%			UP 51
M 21%			DEBITS 20
S 20%			DOWN 4
W 19%			ADDS 25

EXAMPLE

100/25 — 100 CHR reporting stations on this week including 25 new adds

44% — Percentage of this weeks reporters playing it

Regional Reach — Percentage of reporters playing the song within each region.

National Summary
Up 31 — Number of stations moving it up on the charts

Debuts 20 — Number of stations debuting the song this week

Same 24 — Number of stations reporting no movement this week (On to On, Add to On, 31-31, etc.)

Down 0 — Number of stations moving it down on their charts

Adds 25 — Total number of stations adding it this week

ERIC CLAPTON
"I've Got A Rock 'N Roll" (WB)
LP: Money And Cigarettes

Regional Reach	143/69	63%	National Summary
E 62%			UP 3
S 74%			DEBITS 3
M 51%			SAME 39
W 59%			DOWN 0
			ADDS 69

CHRISTOPHER CROSS
"All Right (WB)
LP: Another Page

Regional Reach	203/9	89%	National Summary
E 92%			UP 137
S 78%			DEBITS 45
M 81%			SAME 12
W 80%			DOWN 0
			ADDS 9

NEIL DIAMOND
"I'm Alive (Columbia)
LP: Heardtlight

Regional Reach	122/11	54%	National Summary
E 54%			UP 57
S 58%			DEBITS 31
M 36%			SAME 37
W 44%			DOWN 0
			ADDS 11

DURAN DURAN
"Hungry Like The Wolf (Harvest/Capitol)
LP: Rio

Regional Reach	180/17	79%	National Summary
E 81%			UP 19
S 74%			DEBITS 33
M 73%			SAME 19
W 73%			DOWN 17
			ADDS 17

FRIDA
"I Know There's Something Going On (Atlantic)
LP: Something's Going On

Regional Reach	63/5	28%	National Summary
E 17%			UP 3
S 32%			DEBITS 8
M 33%			SAME 19
W 27%			DOWN 1
			ADDS 5

D. HALL & J. OATES
"One On One (RCA)
LP: H₂O

Regional Reach	169/73	74%	National Summary
E 73%			UP 16
S 78%			DEBITS 52
M 67%			SAME 29
W 77%			DOWN 0
			ADDS 73

ABC
"Poison Arrow (Mercury/PolyGram)
LP: Lexicon Of Love

Regional Reach	50/27	22%	National Summary
E 19%			UP 7
S 36%			DEBITS 2
M 44%			SAME 19
W 25%			DOWN 0
			ADDS 27

CROSBY, STILLS & NASH
"Too Much Love To... (Atlantic)
LP: Daylight Again

Regional Reach	51/13	22%	National Summary
E 25%			UP 7
S 22%			DEBITS 29
M 16%			SAME 29
W 16%			DOWN 0
			ADDS 13

DEXYS MIDNIGHT RUNNERS
"Come On Eileen (Mercury/PolyGram)
LP: Come On Eileen

Regional Reach	92/29	41%	National Summary
E 52%			UP 12
S 39%			DEBITS 15
M 36%			SAME 34
W 32%			DOWN 2
			ADDS 29

EARTH, WIND & FIRE
"Fall In Love With Me (Col.)
LP: Powerlight

Regional Reach	101/16	44%	National Summary
E 46%			UP 7
S 58%			DEBITS 24
M 46%			SAME 33
W 46%			DOWN 16
			ADDS 16

GOLDEN EARRING
"Twilight Zone (21/PolyGram)
LP: Cut

Regional Reach	71/7	31%	National Summary
E 42%			UP 5
S 33%			DEBITS 7
M 30%			SAME 28
W 30%			DOWN 2
			ADDS 7

CULTURE CLUB
"Do You Really... (Virgin/Epic)
LP: Kissing To Be Clever

Regional Reach	204/5	90%	National Summary
E 92%			UP 173
S 88%			DEBITS 14
M 91%			SAME 12
W 91%			DOWN 0
			ADDS 9

PAT BENATAR
"Little Too Late (Chrysalis)
LP: Get Nervous

Regional Reach	50/32	22%	National Summary
E 21%			UP 3
S 32%			DEBITS 3
M 13%			SAME 17
W 16%			DOWN 0
			ADDS 32

NEIL DIAMOND
"I'm Alive (Columbia)
LP: Heardtlight

Regional Reach	122/11	54%	National Summary
E 54%			UP 57
S 58%			DEBITS 31
M 36%			SAME 37
W 44%			DOWN 0
			ADDS 11

DURAN DURAN
"Hungry Like The Wolf (Harvest/Capitol)
LP: Rio

Regional Reach	180/17	79%	National Summary
E 81%			UP 19
S 74%			DEBITS 33
M 73%			SAME 19
W 73%			DOWN 17
			ADDS 17

FRIDA
"I Know There's Something Going On (Atlantic)
LP: Something's Going On

Regional Reach	63/5	28%	National Summary
E 17%			UP 3
S 32%			DEBITS 8
M 33%			SAME 19
W 27%			DOWN 1
			ADDS 5

D. HALL & J. OATES
"One On One (RCA)
LP: H₂O

Regional Reach	169/73	74%	National Summary
E 73%			UP 16
S 78%			DEBITS 52
M 67%			SAME 29
W 77%			DOWN 0
			ADDS 73

CROSBY, STILLS & NASH
"Too Much Love To... (Atlantic)
LP: Daylight Again

Regional Reach	51/13	22%	National Summary
E 25%			UP 7
S 22%			DEBITS 29
M 16%			SAME 29
W 16%			DOWN 0
			ADDS 13

ABC
"Poison Arrow (Mercury/PolyGram)
LP: Lexicon Of Love

Regional Reach	50/27	22%	National Summary
E 19%			UP 7
S 36%			DEBITS 2
M 44%			SAME 19
W 25%			DOWN 0
			ADDS 27

CHRISTOPHER CROSS
"All Right (WB)
LP: Another Page

Regional Reach	203/9	89%	National Summary
E 92%			UP 137
S 78%			DEBITS 45
M 81%			SAME 12
W 80%			DOWN 0
			ADDS 9

NEIL DIAMOND
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M 67%			SAME 29
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CROSBY, STILLS & NASH
"Too Much Love To... (Atlantic)
LP: Daylight Again

Regional Reach	51/13	22%	National Summary
E 25%			UP 7
S 22%			DEBITS 29
M 16%			SAME 29
W 16%			DOWN 0
			ADDS 13

ABC
"Poison Arrow (Mercury/PolyGram)
LP: Lexicon Of Love

Regional Reach	50/27	22%	National Summary
E 19%			UP 7
S 36%			DEBITS 2
M 44%			SAME 19
W 25%			DOWN 0
			ADDS 27

CHRISTOPHER CROSS
"All Right (WB)
LP: Another Page

Regional Reach	203/9	89%	National Summary
E 92%			UP 137
S 78%			DEBITS 45
M 81%			SAME 12
W 80%			DOWN 0
			ADDS 9

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S 78%			DEBITS 52
M 67%			SAME 29
W 77%			DOWN 0
			ADDS 73

JOHN DOE
"Hit Song" (Anylabel)
LP: Hit Song

Regional Reach	100/25	44%	National Summary
E 33%			UP 51
M 21%			DEBITS 20
S 20%			SAME 4
W 19%			DOWN 0
			ADDS 25

ERIC CLAPTON
"I've Got A Rock 'N Roll" (WB)
LP: Money And Cigarettes

Regional Reach	143/69	63%	National Summary
E 62%			UP 3
S 74%			DEBITS 3
M 51%			SAME 39
W 59%			DOWN 0
			ADDS 69

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"All Right (WB)
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Regional Reach	63/5	28%	National Summary
E 17%			UP 3
S 32%			DEBITS 8
M 33%			SAME 19
W 27%			DOWN 1
			ADDS 5

(Culture Club continued) (Earth, Wind & Fire continued) (Golden Earring continued) (Parallels continued on Page 76)

Black Radio

BREAKERS

ANGELA BOFILL Too Tough (Arista)

71% of our reporting stations on it. Rotations: Heavy 2/0, Medium 21/4, Light 26/9, Extra Adds 3, Total Adds 16 including WRKS, WAOK, WBMX, WBLZ, WDRQ, KACE, KDAY. A Most Added Record. Debuts at number 26 on the Black Radio Chart.

INDEEP

Last Night A DJ Saved My Life (Sounds Of New York)
62% of our reporting stations on it. Rotations: Heavy 15/0, Medium 15/1, Light 13/7, Extra Adds 2, Total Adds 10 including WKYS, KMJQ, KRLY, KACE, WLUM, KUKQ. Moves 30-19 on the Black Radio Chart.

VAUGHAN MASON featuring BUTCH DAYO You Can Do It (Salsoul/RCA)

59% of our reporting stations on it. Rotations: Heavy 12/0, Medium 18/1, Light 12/1, Extra Adds 1, Total Adds 3, WDMT, WDRQ, WKXI. Heavy: KRNB, WHRK, WZEN-FM, XHRM. Moves 29-24 on the Black Radio chart.

NEW & ACTIVE

SKYY "Let Love Shine (Salsoul/RCA) 42/8

Rotations: Heavy 4/0, Medium 21/4, Light 15/2, Extra Adds 2, Total Adds 8, WXYV, WVEE, WDIA, KACE, KSOL, WLTH, WKWM, KPOP-FM. Heavy: KRNB, WJLB, KJCB, KUKQ. Medium: WHUR, WGPR, XHRM, WOIC, WAAA. Debuts at number 30 on the Black Radio Chart.

MELLE MEL & DUKE BOOTEE "Message II (Survival)" (Sugar Hill) 42/3

Rotations: Heavy 17/0, Medium 13/0, Light 12/3, Extra Adds 1, Total Adds 3, WKYS, XHRM, WTOY. Heavy: WILD, KRNB, WDMT, KACE, WNOO, KJCB, WWWWS. Medium: WHUR, WEDR, KMJM, WATV, KUKQ. Moves 24-21 on the Black Radio Chart.

GEORGE CLINTON "Atomic Dog" (Capitol) 40/9

Rotations: Heavy 12/0, Medium 8/0, Light 19/8, Extra Adds 1, Total Adds 9 including WILD, WDIA, WEDR, WZEN-FM, XHRM. Heavy: WAOK, KRLY, WDMT, WRDW, WWWWS. Medium: WGPR, WLOU, WWDM, WKWM, KUKQ. Debuts at number 29 on the Black Radio Chart.

DAZZ BAND "On The One For Fun" (Motown) 38/19

Rotations: Heavy 3/0, Medium 12/2, Light 18/12, Extra Adds 5, Total Adds 19 including WXYV, K104-FM, WGPR, KACE, WWDM, WKWM, KUKQ. Heavy: WOOK, WAOK, WYLD-FM. Medium: KRNB, WJPC, WDMT, KSOL, KOKY.

CASHMERE "Do It Anyway You Wanna" (Philly World) 37/6

Rotations: Heavy 12/0, Medium 9/0, Light 15/5, Extra Adds 1, Total Adds 6, WKYS, WYLD-FM, KACE, XHRM, WPLZ, WDAO. Heavy: K104-FM, WGCI, WJLB, WKND, KUKQ. Medium: WDAS, KRLY, WWDM, WTLC. Debuts at number 29 on the Black Radio Chart.

CARL CARLTON "Swing That Sexy Thang" (RCA) 37/4

Rotations: Heavy 10/0, Medium 13/1, Light 13/2, Extra Adds 1, Total Adds 4, KMJQ, KACE, WJAX, WPLZ. Heavy: WHRK, WZEN-FM, WRDW, WLOU, WANM, KUKQ. Medium: K104-FM, KSOL, WNHC, WGIV, WWWWS.

JONZUN CREW "Space Is The Place" (Tommy Boy) 35/1

Rotations: Heavy 12/0, Medium 14/0, Light 9/1, Extra Adds 0, Total Adds 1, WPEG. Heavy: WAOK, WAIL-FM, WCIN, WZEN-FM, KDAY, KJCB, WTMP, WWWWS. Medium: WILD, WRDW, WJAX, WVOL, WKWM, KPOP-FM.

BOBBY NUNN "Got To Get Up On It" (Motown) 34/5

Rotations: Heavy 12/1, Medium 10/0, Light 10/2, Extra Adds 2, Total Adds 5, WXYV, WDAS, WATV, WOIC, KOKY. Heavy: WEDR, WGPR, WGIV, WVOL, WTLC. Medium: WHUR, WDIA, XHRM, WPLZ, WDAO.

SPINNERS "Funny How Time Slips Away" (Atlantic) 32/1

Rotations: Heavy 5/0, Medium 20/1, Light 7/0, Extra Adds 0, Total Adds 1, KMJQ. Heavy: WXYV, WHRK, WJMO, WPDQ, WANM. Medium: WAMO, WOOK, WVEE, KRNB, WBMX, XHRM, WBLX, WAAA, WWWWS.

DONNA SUMMER "The Woman In Me" (Geffen) 31/3

Rotations: Heavy 8/1, Medium 13/1, Light 10/1, Extra Adds 0, Total Adds 3, WNOO, WPDQ, KOKY. Heavy: WAOK, WEDR, WYLD-FM, WVOL, WLUM, KPOP-FM. Medium: WAMO, K104-FM, KSOL, WNHC, KNOW, WDAO.

GOODIE "You And I" (Total Experience/PGM) 31/0

Rotations: Heavy 9/0, Medium 13/0, Light 9/0, Extra Adds 0, Total Adds 0. Heavy: WXYV, WVEE, WEDR, WYLD-FM, WJMO, WATV, WGIV, WAAA. Medium: WOOK, WHUR, WAOK, KDAY, KSOL, WPDQ, WVOL.

O'BRYAN "I'm Freaky" (Capitol) 28/13

Rotations: Heavy 2/0, Medium 7/3, Light 18/9, Extra Adds 1, Total Adds 13 including WDAS, WHRK, WCIN, WZEN-FM, WNOO, KJCB, WVOL, KUKQ. Heavy: KRNB, WGPR. Medium: WJLB, WRDW, KNOW, WWWWS.

JANET JACKSON "Come Give Your Love To Me" (A&M) 27/9

Rotations: Heavy 2/1, Medium 9/3, Light 14/3, Extra Adds 2, Total Adds 9, WKYS, WVEE, WEDR, KNOW, WPDQ, KJCB, WLOU, WVOL, KPOP-FM. Heavy: WJLB. Medium: KMJQ, WGCI, WJPC, KACE, KSOL, WWWWS.

EBONEE WEBB "Too Hot To Be Cool" (Capitol) 26/9

Rotations: Heavy 1/0, Medium 11/2, Light 12/5, Extra Adds 2, Total Adds 9, WDIA, WJMO, WDRQ, KSOL, WKXI, KJCB, WVOL, WWDM, WTLC. Heavy: WAOK, WENN, WAAA, WWWWS, KUKQ.

HOT CHOCOLATE "Are You Getting Enough Happiness" (EMI America) 25/5

Rotations: Heavy 4/0, Medium 10/1, Light 11/4, Extra Adds 0, Total Adds 5, KMJM, KSOL, WNOO, WKWM, WVOL. Heavy: WILD, WAOK, WGPR, WZEN-FM. Medium: KRNB, WAIL-FM, WCIN, WNHC, WVOL, WTLC.

GWEN McCRAE "Keep The Fire Burning" (Atlantic) 25/2

Rotations: Heavy 5/0, Medium 8/0, Light 12/2, Extra Adds 0, Total Adds 2, WILD, WVOL. Heavy: KACE, WKXI, WJAX, KUKQ. Medium: WDAS, WOOK, KRNB, WEDR, WCIN, WZEN-FM, XHRM, WPDQ.

PETER BROWN "Baby Gets High" (RCA) 25/1

Rotations: Heavy 3/0, Medium 12/0, Light 10/1, Extra Adds 0, Total Adds 1, WILD. Heavy: WBMX, WGCI, WJPC. Medium: WRKS, WDAS, WAOK, WVEE, WJLB, KDAY, XHRM, KSOL, WGIV, KJCB, WVOL, WLTH.

CENTRAL LINE "You've Said Enough" (Mercury/PolyGram) 24/11

Rotations: Heavy 2/0, Medium 5/0, Light 14/8, Extra Adds 3, Total Adds 11 including WKYS, WAOK, WEDR, WCIN, WJMO, WDRQ, WZEN-FM, KJCB. Heavy: WHUR, WNHC. Medium: WHRK, WRDW, WTLC, WWWWS, KUKQ.

SOUL SONIC FORCE "Looking For The Perfect Beat" (Tommy Boy) 23/8

Rotations: Heavy 2/1, Medium 7/1, Light 12/4, Extra Adds 2, Total Adds 8, WRKS, WHRK, WDMT, WDRQ, WPEG, WNOO, WPLZ, KUKQ. Heavy: WEDR. Medium: WAOK, WAIL-FM, WENN, WJAX, WWDM, KPOP-FM.

RICHARD "DIMPLES" FIELDS "Don't Ever Stop Chasing..." (Boardwalk) 23/5

Rotations: Heavy 3/0, Medium 7/2, Light 13/3, Extra Adds 0, Total Adds 5, WJMO, WZEN-FM, WENN, WNOO, WPLZ. Heavy: WAOK, WHRK, WPDQ. Medium: WXYV, WOOK, WHUR, WDIA, WDMT.

SYSTEM "You Are In My System" (Mirage/Antilic) 23/5

Rotations: Heavy 4/0, Medium 7/0, Light 11/4, Extra Adds 1, Total Adds 5, WXYV, KRLY, WDMT, WJLB, WOIC. Heavy: WRKS, WAMO, KACE, WNHC. Medium: WHUR, WHRK, WGPR, XHRM, WJMI, WJAX, WWDM.

FOUR TOPS "I Believe In You And Me" (Casablanca/PolyGram) 23/3

Rotations: Heavy 12/0, Medium 6/2, Light 5/1, Extra Adds 0, Total Adds 3, WILD, WAMO, WOIC. Heavy: WRKS, WAOK, WJMO, WZEN-FM, WNHC, WPLZ, WANM, KPOP-FM. Medium: WDAS, KJCB, KOKY, KUKQ.

SYLVESTER "All I Need" (Megatone) 23/2

Rotations: Heavy 4/0, Medium 9/1, Light 10/1, Extra Adds 0, Total Adds 2, WDMT, XHRM. Heavy: WAMO, WHUR, WCIN, WWDM. Medium: WVEE, KSOL, WNHC, WGIV, WPEG, KDIA, KPOP-FM.

SLAVE "Do You Like It..." (Cotillion/Atco) 23/2

Rotations: Heavy 4/0, Medium 10/0, Light 9/2, Extra Adds 0, Total Adds 2, WPDQ, WKWM. Heavy: WYLD-FM, KJCB, WDAO, KUKQ. Medium: KRNB, KACE, XHRM, WRDW, WGIV, WKXI, WJAX, WWDM, WTMP, WLUM.

WARP 9 "Nunk" (Prism) 23/1

Rotations: Heavy 6/0, Medium 9/0, Light 8/1, Extra Adds 0, Total Adds 1, WATV. Heavy: WEDR, WGCI, WJPC, WJMI, WDAO, WLTH. Medium: WRKS, WAMO, WAOK, WVEE, KRNB, WBMX, WLOU.



NATIONAL AIRPLAY/30 January 28, 1983

Three Weeks Last
Weeks Week

10	1	MICHAEL JACKSON/Billie Jean (Epic)
5	1	2 RAY PARKER JR./Bad Boy (Arista)
26	9	3 EARTH, WIND & FIRE/Fall In Love With Me (Columbia)
17	5	4 MARGIE JOSEPH/Knockout (HCRC)
19	7	5 PEABO BRYSON/We Don't Have To Talk... (Capitol)
23	17	6 LIONEL RICHIE/You Are (Motown)
20	10	7 GAP BAND/Outstanding (Total Experience/PGM)
22	11	8 G. WASHINGTON JR./P. LABELLE/The Best... (Elektra)
20	20	9 SMOKEY ROBINSON/I've Made Love... (Tamla/Motown)
18	13	10 YARBROUGH & PEOPLES/Heartbeats (Total Exper./PGM)
4	3	6 11 EVELYN KING/Betcha She Don't Love You (RCA)
22	19	12 MUSICAL YOUTH/Pass The Dutchie (MCA)
20	14	13 LUTHER VANDROSS/Since I Lost My Baby (Epic)
18	8	14 MELBA MOORE/Mind Up Tonight (Capitol)
15	4	3 15 TYRONE DAVIS/Are You Serious (HighRise)
30	19	16 DeBARGE/I Like It (Gordy/Motown)
18	13	17 COMMODORES/Painted Picture (Motown)
3	2	7 18 CHAKA KHAN/Got To Be There (WB)
30	30	19 INDEEP/Last Night A DJ Saved My Life (Sounds Of New York)
23	23	20 WOLF/Papa Was A Rollin' Stone (Constellation/Elektra-Asylum)
30	24	21 MELLE MEL & DUKE BOOTEE/Message II (Survival) (Sugar Hill)
2	6	18 22 MARVIN GAYE/Sexual Healing (Columbia)
28	28	23 AURRA/Such A Feeling (Salsoul/RCA)
29	29	24 V. MASON with B. DAYO/You Can Do It (Salsoul/RCA)
21	21	25 ORBIT with CAROL HALL/The Beat Goes On (RFC/Quality)
DEBUT	26	ANGELA BOFILL/Too Tough (Arista)
14	12	15 27 ARETHA FRANKLIN/Love Me Right (Arista)
DEBUT	28	GEORGE CLINTON/Atomic Dog (Capitol)
DEBUT	29	CASHMERE/Do It Anyway You Wanna (Philly World)
DEBUT	30	SKYY/Let Love Shine (Salsoul/RCA)

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

MOST ADDED

- DAZZ BAND (19)
- ANGELA BOFILL (16)
- HALL & OATES (14)
- O'BRYAN (13)

HOTTEST

- MICHAEL JACKSON (33)
- GAP BAND (22)
- MARVIN GAYE (18)
- MARGIE JOSEPH (16)
- MUSICAL YOUTH (16)
- DeBARGE (16)

RUFUS "Take It To The Top" (WB) 22/11

Rotations: Heavy 1/1, Medium 6/3, Light 15/7, Extra Adds 0, Total Adds 11, WAMO, WKYS, WZEN-FM, WNOO, WOIC, WKXI, WWDM, WANM, WVOL, KUKQ, WNHC. Medium: KRNB, WHRK, KNOW.

JOHNNIE TAYLOR "I'm So Proud" (Beverly Glen) 22/2

Rotations: Heavy 7/0, Medium 9/1, Light 5/0, Extra Adds 1, Total Adds 2, KMJQ, WDRQ. Heavy: WILD, WDIA, WJMO, WZEN-FM, KDAY, WLTH. Medium: K104-FM, WGIV, WOIC, WKXI, WPDQ, WWWWS.

PATTI AUSTIN with JAMES INGRAM "Baby, Come To Me" (Qwest/WB) 21/0

Rotations: Heavy 13/0, Medium 5/0, Light 3/0, Extra Adds 0, Total Adds 0. Heavy: WAOK, WJPC, XHRM, WATV, WJJS, WTMP, WKWM, WLUM, KDIA, KPOP-FM. Medium: WKYS, WAIL-FM, WJAX, KJCB, WTOY.

WHODINI "Magic's Wand" (Jive/Arista) 21/0

Rotations: Heavy 10/0, Medium 8/0, Light 3/0, Extra Adds 0, Total Adds 0. Heavy: KRNB, WGCI, WDMT, WENN, WNOO, WLOU, WTMP, WDAO, WLTH, WWWWS. Medium: WGPR, XHRM, WPEG, KUKQ, KPOP-FM.

KENNY LOGGINS "Heart To Heart" (Columbia) 20/2

Rotations: Heavy 4/0, Medium 10/0, Light 6/2, Extra Adds 0, Total Adds 2, KRLY, KDIA. Heavy: WAIL-FM, WGCI, WJPC, KPOP-FM. Medium: WDAS, WKYS, WBLZ, WDMT, XHRM, KSOL, KNOW, WPDQ, WPLZ, WWDM.

NAIROBI "Funky Soul Makossa" (Streetwise) 20/2

Rotations: Heavy 5/0, Medium 7/1, Light 8/1, Extra Adds 0, Total Adds 2, WANT, WTOY. Heavy: WHUR, WEDR, WGIV, WPLZ, WWDM. Medium: WAOK, K104-FM, WJMO, WGPR, WOIC, KPOP-FM.

SIGNIFICANT ACTION

REGGIE GRIFFIN "Mirada Rock" (Mountain View) 18/3

Rotations: Heavy 6/0, Medium 6/1, Light 6/2, Extra Adds 0, Total Adds 3, WVEE, WDIA, WJMO. Heavy: KRNB, KACE, WLOU, WDAO, WTLC, WWWWS. Medium: WHUR, WEDR, WGPR, KSOL, WNOO.

BOBBY MILITELLO with JEAN CARN "Let's Stay Together" (Gordy/Motown) 18/1

Rotations: Heavy 2/0, Medium 11/0, Light 5/1, Extra Adds 0, Total Adds 1, KUKQ. Heavy: WCIN, WJMI. Medium: WXYV, KRNB, KACE, KSOL, KNOW, WENN, WAAA, WDAO, WLTH, WLUM, WWWWS.

DARYL HALL & JOHN OATES "One On One" (RCA) 17/14

Rotations: Heavy 1/0, Medium 7/5, Light 6/6, Extra Adds 3, Total Adds 14, WXYV, WVEE, K104-FM, KRLY, WDIA, WKND, WNHC, KNOW, WNOO, WVOL, WPLZ, WANM, WLUM, WWWWS. Heavy: WHRK. Medium: WHUR, KPOP-FM.

JAMMERS "Be Mine Tonight" (Salsoul/RCA) 17/3

Rotations: Heavy 0/0, Medium 5/1, Light 12/2, Extra Adds 0, Total Adds 3, WHUR, WPDQ, WDAO. Medium: WJLB, WZEN-FM, WNHC, KJCB.

ELLIS HALL JR. "Every Little Bit Hurts" (HCRC) 17/2

Rotations: Heavy 2/0, Medium 8/2, Light 7/0, Extra Adds 0, Total Adds 2, KNOW, WKWM. Heavy: KMJQ, KRLY. Medium: WAMO, WOOK, WHUR, WYLD-FM, WGCI, WLUM.

RANDY CRAWFORD "Imagine" (WB) 16/7

Rotations: Heavy 0/0, Medium 9/4, Light 6/2, Extra Adds 1, Total Adds 7, WEDR, WGCI, KMJM, WNOO, WJAX, WPDQ, KDIA. Medium: WVEE, KMJQ, WGPR, WENN, WLUM.

LANIER & COMPANY "After I Cry Tonight" (Larc) 15/2

Rotations: Heavy 4/0, Medium 5/0, Light 6/2, Extra Adds 0, Total Adds 2, WDMT, WANT. Heavy: KRNB, WPDQ, WTLC, WPLZ. Medium: WOOK, WHRK, KSOL, WLOU, WTOY.

JERRY KNIGHT "She's Got To Be A Dancer" (A&M) 14/8

Rotations: Heavy 1/1, Medium 4/1, Light 8/5, Extra Adds 1, Total Adds 8, WILD, KACE, WPEG, WNOO, WANM, WDAO, WKWM, WWWWS. Medium: WHUR, WAOK, WHRK.

CON FUNK SHUN "Ms. Got-The-Body" (Mercury/PolyGram) 14/8

Rotations: Heavy 2/0, Medium 4/1, Light 8/7, Extra Adds 0, Total Adds 8, WYLD-FM, WATV, WPEG, WNOO, WKXI, KJCB, WDAO, WKWM. Heavy: KRNB, KACE. Medium: WENN, WJMI, KUKQ.

QUADRANT SIX "Body Mechanic" (RFC/Antilic) 14/5

Rotations: Heavy 1/0, Medium 5/2, Light 6/1, Extra Adds 2, Total Adds 5, WXYV, K104-FM, WHRK, WNOO, KUKQ. Heavy: WZEN-FM. Medium: WGPR, WTMP, WEDR.

NEW YORK CITI PEECH BOYS "Life Is Something Special" (Island/Atco) 14/4

Rotations: Heavy 1/0, Medium 6/1, Light 8/2, Extra Adds 1, Total Adds 4, WZEN-FM, KACE, KOKY, WLTH. Heavy: WKND. Medium: WHUR, WGPR, WKXI.

CHERYL LYNN "Look Before You Leap" (Columbia) 14/3

Rotations: Heavy 3/0, Medium 6/1, Light 5/2, Extra Adds 0, Total Adds 3, WGCI, WJMO, KDAY. Heavy: WOOK, WAAA, KUKQ. Medium: WGIV, WJMI, XHRM, KDIA, KPOP-FM.

JEFFREY OSBORNE "New Love" (A&M) 14/1

Rotations: Heavy 4/0, Medium 4/0, Light 6/1, Extra Adds 0, Total Adds 1, WDAS. Heavy: K104-FM, WBMX, WCIN, KPOP-FM. Medium: WOOK, WGIV, WLTH, WWWWS.

THE TEAM TO BEAT!

Five top players
for your
winning
line-up.



PEABO BRYSON
"We Don't Have To Talk (About Love)" (B-5188)



MELBA MOORE
"Mind Up Tonight" (7" B-5180, 12" #8543)



GEORGE CLINTON
"Atomic Dog" (7" B-5201, 12" #8544)



O'BRYAN
"I'm Freaky" (B-5203)



EBONEE WEBB
"Too Hot To Be Cool" (7" B-5181, 12" #8542)

ON RECORDS AND NEW HIGH QUALITY XDR CASSETTES





BREAKERS

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

MERLE HAGGARD & WILLIE NELSON Reasons To Quit (Epic)

On 76% of reporting stations. National Summary: Up 50, Same 13, Down 0, Debuts 24, Adds 24. A Most Added Record. R&R Chart: 50-41.

KENNY ROGERS & SHEENA EASTON We've Got Tonight (Liberty)

On 73% of reporting stations. National Summary: Up 15, Same 13, Down 0, Debuts 28, Adds 51. A Most Added Record. R&R Chart: Debut 42.

HANK WILLIAMS JR. Gonna Go Huntin' (Elektra/Curb)

On 73% of reporting stations. National Summary: Up 14, Same 32, Down 0, Debuts 31, Adds 30. A Most Added Record. R&R Chart: Debut 43.

ED BRUCE My First Taste Of Texas (MCA)

On 71% of reporting stations. National Summary: Up 29, Same 27, Down 0, Debuts 26, Adds 22. A Most Added Record. R&R Chart: Debut 44.

JERRY REED Down On The Corner (RCA)

On 63% of reporting stations. National Summary: Up 7, Same 31, Down 0, Debuts 12, Adds 42. A Most Added Record. R&R Chart: Debut 45.

BANDANA I Can't Get Over You (Getting Over Me) (WB)

On 62% of reporting stations. National Summary: Up 54, Same 20, Down 0, Debuts 9, Adds 8. R&R Chart: 49-46.

MOST ADDED

- JOHNNY LEE (59)
Sounds Like Love (Full Moon/Asylum)
- K. ROGERS & S. EASTON (51)
We've Got Tonight (Liberty)
- REBA McENTIRE (48)
You're The First Time I've... (Mercury/Pg)
- JERRY REED (42)
Down On The Corner (RCA)
- LARRY GATLIN (34)
Almost Called Her Baby By... (Columbia)
- HANK WILLIAMS JR. (30)
Gonna Go Huntin' (Elektra/Curb)
- KAREN BROOKS (27)
If That's What You're Thinking (WB)

HOTTEST

- CONWAY TWITTY (49)
The Rose (Elektra)
- CRYSTAL GAYLE (47)
'Til I Gain Control Again (Elektra)
- RONNIE MILSAP (46)
Inside (RCA)
- WILLIE NELSON (38)
Last Thing I Needed First... (Columbia)
- RICKY SKAGGS (36)
I Wouldn't Change You If I Could (Epic)
- T.G. SHEPPARD & K. BROOKS (32)
Faking Love (WB/Curb)
- DON WILLIAMS (32)
If Hollywood Don't Need You (MCA)

NEW & ACTIVE

BOB SEGER "Shame On The Moon" (Capitol) 80/21
National Summary: Up 18, Same 24, Down 2, Debuts 15, Adds 21 including WRKZ-FM, WAJR, WPOR-FM, KASE, WNOE-AM, WTQR-FM, WONE, WCXI-AM-FM, KWMT, WFMS-FM, KEBC-FM, KYNN-AM-FM, KVOO, KKAL, KBBQ. R&R Chart: Debut 49.

RAY CHARLES "Born To Love Me" (Columbia) 78/13
National Summary: Up 34, Same 24, Down 0, Debuts 7, Adds 13, WXKW, WIXL-FM, WILQ, WXBQ-FM, KXYL, WUBE-FM, WCXI-AM-FM, WKMF, WDAF, WDG, KGEM/KJOT, KLAC, KRAK, WHN 4-3, WWWW-FM 18-14. R&R Chart: Debut 50.

JIM REEVES "The Jim Reeves Medley" (RCA) 73/5
National Summary: Up 39, Same 21, Down 1, Debuts 7, Adds 5, WWOV/WKZZ, WSM, WTQR-FM, KNIX-FM, KMPS-AM-FM, WVAM 43-35, WNYR 16-13, WSEN-AM-FM 42-31, WPLD 25-20, WLWI-FM 17-13, WHOO 33-25, KSO 25-20, KYNN-AM-FM 36-31, KKAL 46-40, KRWO-FM 22-18.

JOHNNY LEE "Sounds Like Love" (Full Moon/Asylum) 72/59
National Summary: Up 2, Same 5, Down 0, Debuts 6, Adds 59 including WGNA-FM, WIXL-FM, WPOR-FM, WNYR, WPLD, KXYL, WMC-AM, WNOE-AM, WHOO, WIRK-FM, WHK, WKQO-AM-FM, WCUZ-AM-FM, KOMA, KLZ.

REBA McENTIRE "You're The First Time I've Thought..." (Mercury/Pg) 68/48
National Summary: Up 3, Same 8, Down 0, Debuts 8, Adds 48 including KIX106, WYII, KRRV, WSOC-FM, WSM, KYYX, WHOO, KKYX, WKMF, WITL-FM, WIL-AM-FM, KTPK-FM, KKCS, KCKC, KGA.

GLEN CAMPBELL "I Love How You Love Me" (Atlantic America) 68/11
National Summary: Up 21, Same 21, Down 0, Debuts 15, Adds 11, WCAW, WOKQ, WNYR, WIXY, WFNC, WWOD/WKZZ, WQYK-FM, WIRE, WTOS, WXCL, KKAL, KHEY-AM 47-36, WSIX-FM 28-22, WIRK-FM 31-24, KSO 19-17.

SONNY JAMES AND SILVER "The Fool In Me" (Dimension) 67/5
National Summary: Up 27, Same 21, Down 0, Debuts 14, Adds 5, WVVVA, WOKK, WTQR-FM, WSLR, KECK, WGNA-FM 25-22, WVAM 30-24, KHEY-AM 36-28, KRMD-AM-FM 34-28, WQYK-FM 32-26, KSO 17-15, WKQO-AM-FM 35-25, KFGO 32-27, KYNN-AM-FM 15-12, KBYM 21-13.

LARRY GATLIN "Almost Called Her Baby By Mistake" (Columbia) 64/34
National Summary: Up 9, Same 14, Down 0, Debuts 7, Adds 34 including WVAM, WSEN-AM-FM, KASE, WSOC-FM, WFNC, WSM, WSLR, KSO, WTOS, WXCL, KVOO, KYAK, KGEM/KJOT, KUGN-FM, KMPS-AM-FM.

OSMOND BROTHERS "Never Ending Song Of Love" (Elektra/Curb) 64/3
National Summary: Up 39, Same 17, Down 0, Debuts 5, Adds 3, WIXY, WAMZ-FM, KTPK-FM, WGNA-FM 23-20, WVAM 40-32, WSEN-AM-FM 27-24, KASE 28-21, WDAK 25-22, KHEY-AM 34-26, WGVN 50-15, WLWI-FM 19-15, KRMD-AM-FM 27-19, WITL-FM 33-25, WTHI-FM 22-19, KFDI-FM 36-28.

YOUNGER BROTHERS "There's No Substitute For You" (MCA) 60/5
National Summary: Up 32, Same 17, Down 0, Debuts 8, Adds 5, WFNC, WESC-AM-FM, WSLR, WKMF, KGEM/KJOT, KEIN, WVAM 18-15, WSEN-AM-FM 33-26, KHEY-AM 18-15, WNOE-AM 19-17, WQYK-FM 13-7, WIRK-FM 48-41, KXRB 23-18, KYAK d-26, KBYM 31-23.

LORETTA LYNN "Breakin' It" (MCA) 58/11
National Summary: Up 6, Same 26, Down 0, Debuts 15, Adds 11, WVVVA, WPLD, WYNN-FM, WGVN, WWOD/WKZZ, WQYK-FM, WTQR-FM, WONE, WKMF, KTPK-FM, KRAK, WMC-AM 29-25, WSIX-FM d-28, KRWO-FM 40-34, KEEN 39-34.

BILLY SWAN "Rainbows And Butterflies" (Epic) 52/14
National Summary: Up 6, Same 23, Down 0, Debuts 9, Adds 14, WVVVA, WXBQ-FM, WSOC-FM, WESC-AM-FM, WAMZ-FM, KLLL, WLWI-FM, WIRK-FM, KYNN-AM-FM, KYAK, KLZ, KWJJ, KTOM, KIGO, WDAK d-27.

JERRY LEE LEWIS "My Fingers Do The Talkin'" (MCA) 52/4
National Summary: Up 20, Same 18, Down 1, Debuts 9, Adds 4, WYNN-FM, WMNI, KYNN-AM-FM, KTPK-FM, WVAM 37-30, WSEN-AM-FM 35-28, WSOC-FM 33-28, KHEY-AM 35-30, WHOO 11-9, WVVVA 13-10, WCXI-AM-FM 36-31, KFDI-FM 40-34, KYAK d-27, KWJJ 35-30, KEEN 26-20.

JUICE NEWTON "Heart Of The Night" (Capitol) 49/3
National Summary: Up 27, Same 14, Down 4, Debuts 1, Adds 3, KCJB, KNEW, KCKC, WPOC-FM 7-5, WNYR 6-3, WILQ 25-19, KLVI 13-10, WZZK-FM 13-6, WCOS-AM-FM 22-15, WVVVA 5-3, WDAF 18-13, WTOS 24-15, KBYM 6-3, KRWO-FM 4-2, KUGR 12-9.

Adds & Hots . . . See Page 65



NATIONAL AIRPLAY/50

January 28, 1983

Three Weeks Two Last

Three Weeks	Two Weeks	Last Week	Chart
5	4	2	1 RONNIE MILSAP/Inside (RCA)
15	9	4	2 CRYSTAL GAYLE/'Til I Gain Control Again (Elektra)
13	7	5	3 T.G. SHEPPARD & KAREN BROOKS/Faking Love (WB/Curb)
3	2	1	4 MICKEY GILLEY/Talk To Me (Epic)
22	14	10	5 CHARLEY PRIDE/Why Baby Why (RCA)
14	10	8	6 MICHAEL MURPHEY/Still Taking Chances (Liberty)
19	13	11	7 ANNE MURRAY/Somebody's Always Saying Goodbye (Capitol)
25	16	12	8 DON WILLIAMS/If Hollywood Don't Need You (MCA)
16	12	9	9 GENE WATSON/What She Don't Know Won't Hurt Her (MCA)
1	1	3	10 SYLVIA/Like Nothing Ever Happened (RCA)
30	18	14	11 WILLIE NELSON/Last Thing I Needed First Thing... (Columbia)
40	29	17	12 CONWAY TWITTY/The Rose (Elektra)
31	20	15	13 GARY MORRIS/Velvet Chains (WB)
6	5	6	14 OAK RIDGE BOYS/Thank God For Kids (MCA)
42	33	22	15 RICKY SKAGGS/I Wouldn't Change You if I Could (Epic)
39	31	20	16 D. PARTON & W. NELSON/Everything's... (Monument)
35	26	18	17 MERLE HAGGARD & GEORGE JONES/C.C. Waterback (Epic)
4	3	7	18 EMMYLOU HARRIS/(Lost His Love) On Our Last Date (WB)
41	35	29	19 MARTY ROBBINS/Honkytonk Man (WB/Viva)
38	32	26	20 STEVE WARINER/Don't Plan On Sleeping Tonight (RCA)
43	35	27	21 TAMMY WYNETTE/A Good Night's Love (Epic)
26	19	16	22 VERN GOSDIN/Today My World Slipped Away (AMI/NSD)
36	34	28	23 LEON EVERETTE/Shadows Of My Mind (RCA)
7	6	13	24 CHARLY McCLAIN/With You (Epic)
45	40	34	25 WHITES/Hangin' Around (Elektra/Curb)
44	37	31	26 RAZZY BAILEY/Poor Boy (RCA)
47	39	33	27 LEE GREENWOOD/Ain't No Trick (It Takes Magic) (MCA)
46	38	32	28 JIM GLASER/When You're Not A Lady (Noble Vision)
50	45	35	29 TANYA TUCKER/Feel Right (Arista)
29	23	21	30 LOUISE MANDRELL/Romance (RCA)
-	46	42	31 BELLAMY BROTHERS/When I'm Away From You (Elektra/Curb)
2	8	19	32 MERLE HAGGARD/Going Where The Lonely Go (Epic)
-	48	41	33 GEORGE JONES/Shine On (Shine All Your Sweet...) (Epic)
-	-	46	34 JOHN ANDERSON/Swingin' (WB)
17	15	23	35 MOE BANDY/Only If There Is Another You (Columbia)
-	50	44	36 JANIE FRICKE/You Don't Know Love (Columbia)
-	47	43	37 EARL THOMAS CONLEY/I Have Loved You, Girl (RCA)
27	17	25	38 EDDY RAVEN/San Antonio Nights (Elektra)
8	11	24	39 DOLLY PARTON/Hard Candy Christmas (RCA)
28	24	30	40 MEL McDANIEL/I Wish I Was In Nashville (Capitol)
-	-	50	41 MERLE HAGGARD & WILLIE NELSON/Reasons To Quit (Epic)
DEBUT	42	42	42 K. ROGERS & S. EASTON/We've Got Tonight (Liberty)
DEBUT	43	43	43 HANK WILLIAMS JR./Gonna Go Huntin' (Elektra/Curb)
DEBUT	44	44	44 ED BRUCE/My First Taste Of Texas (MCA)
DEBUT	45	45	45 JERRY REED/Down On The Corner (RCA)
-	-	49	46 BANDANA/I Can't Get Over You (Getting Over Me) (WB)
12	27	39	47 REBA McENTIRE/Can't Even Get The Blues (Mercury/PolyGram)
21	28	38	48 GAIL DAVIES/Hold On (WB)
DEBUT	49	49	49 BOB SEGER/Shame On The Moon (Capitol)
DEBUT	50	50	50 RAY CHARLES/Born To Love Me (Columbia)

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

TOM CARLILE "Rainin' Down In Nashville" (Doorknob) 47/8
National Summary: Up 9, Same 24, Down 0, Debuts 6, Adds 8, WXKW, WBGW-FM, WGVN, WOKK, WMNI, WTOS, WHBF, KBMY, WVAM 49-42, KHEY-AM 42-37, KSO 29-27, KYNN-AM-FM 39-35, KTTS-AM-FM 43-38, KVOO 36-33, KFDI-FM 44-37.

TOMMY ST. JOHN "The Light Of My Life" (RCA) 46/1
National Summary: Up 16, Same 21, Down 0, Debuts 8, Adds 1, WYNN-FM, WKSJ-FM 45-42, KXYX 42-39, KRMD-AM-FM 41-36, Q102 35-28, KSO 30-26, WXCL 42-35, KVOO 48-42, KFDI-FM 49-43, KKAL 47-44, KRWO-FM 34-28, KWJJ 44-39, KTOM 47-44, KMPS-AM-FM 30-26, KGA 31-27.

RONNIE McDOWELL "Personally" (Epic) 44/19
National Summary: Up 4, Same 15, Down 0, Debuts 5, Adds 19 including WVAM, WSEN-AM-FM, WXBQ-FM, KHEY-AM, WSM, WQYK-FM, WHK, WONE, WDAF, KEBC-FM, KVOO, KGEM/KJOT, KVEG, KRYS, KGA.

SIGNIFICANT ACTION

KAREN BROOKS "If That's What You're Thinking" (WB) 41/27
National Summary: Up 1, Same 10, Down 0, Debuts 3, Adds 27 including WBGW-FM, WPOR-FM, WYNN-FM, KXYX, WAXX, WIRE, WIL-AM-FM, KKCS, KMAK, KCKC.

GARY STEWART & DEAN DILLON "Those Were The Days" (RCA) 40/4
National Summary: Up 18, Same 15, Down 0, Debuts 3, Adds 4, WILQ, WESC-AM-FM, WITL-FM, WSEN-AM-FM 47-35, WYNN-FM 29-24, WKQO-AM-FM 36-29, KYNN-AM-FM 34-29, KFDI-FM 36-33, KBYM 39-30.

RODNEY LAY "You Could Have Heard A Heart Break" (Churchill) 33/2
National Summary: Up 11, Same 16, Down 0, Debuts 4, Adds 2, WIRK-FM, WHBF, WVAM 39-33, WEZL-FM 48-39, WAMZ-FM 27-19, WTOS 38-32, KYNN-AM-FM 32-25, KFDI-FM 39-30, KRWO-FM 24-17, KSOP-FM 34-31.

CONNIE HANSON "There's Still A Lot Of Love In San Antonio" (Soundwaves) 23/4
National Summary: Up 6, Same 11, Down 0, Debuts 2, Adds 4, KRRV, WAXX, KTTS-AM-FM, KVEG, WGNA-FM d-45, KHEY-AM 50-41, WTOS d-44, KVOO 27-22, KFDI-FM 50-42.

RAY PRICE "One Fiddle, Two Fiddle" (WB/Viva) 22/5
National Summary: Up 8, Same 7, Down 0, Debuts 4, Adds 5, WESC-AM-FM, WITL-FM, KMAK, KVEG, KRYS, WVAM 42-34, WOKK d-39, KXYX 45-40, KSO 27-23, KTTS-AM-FM 36-32.

TENNESSEE EXPRESS "How Long Will It Take" (RCA) 20/9
National Summary: Up 0, Same 11, Down 0, Debuts 0, Adds 9, WGNA-FM, WESC-AM-FM, KXYX, WIRK-FM, KVOO, KKAL, KMAK, KVEG, KSOP-FM, KTTS-AM-FM on.

RICH LANDERS "Take It All" (AMI/NSD) 19/6
National Summary: Up 0, Same 12, Down 0, Debuts 1, Adds 6, WVVVA, KRMD-AM-FM, WQYK-FM, WAXX, KTTS-AM-FM, KEEN, KHEY-AM on, KBMR on, KFDI-FM on, KSOP-FM on.

BOXCAR WILLIE "Country Music Nightmare" (Main Street) 18/3
National Summary: Up 2, Same 11, Down 0, Debuts 2, Adds 3, WIRK-FM, KYNN-AM-FM, WHBF, WGNA-FM 44-41, WYII on, WFNC on, WGVN 37-27, KECK on, KBYM d-29, KWJJ on.

THRASHER BROTHERS "Wherever You Are" (MCA) 16/3
National Summary: Up 5, Same 8, Down 0, Debuts 0, Adds 3, WESC-AM-FM, WOKK, WITL-FM, WGNA-FM on, WVAM 36-31, WZZK-FM 22-20, WLWI-FM 40-34, KRMD-AM-FM 35-27, KVOO on, KBYM 25-17.

BRICE HENDERSON "Lonely Eyes" (Union Station) 16/2
National Summary: Up 2, Same 11, Down 0, Debuts 1, Adds 2, WKSJ-FM, WIRK-FM, WSEN-AM-FM on, WVVVA on, KHEY-AM d-50, KRMD-AM-FM 50-43, KSO 34-30, KWMT on, KYNN-AM-FM on, KTOM on.

VERN GOSDIN "Friday Night Feelin'" (AMI/NSD) 14/14
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 14, WBGW-FM, WSNO, WOKQ, WYII, KRRV, WLWI-FM, KRMD-AM-FM, WKQO-AM-FM, KFGO, KEBC-FM, KTTS-AM-FM, KFDI-FM, KBYM, KCKC.

JUDY BAILEY "Tender Lovin' Lies" (WB) 14/9
National Summary: Up 0, Same 3, Down 0, Debuts 2, Adds 9, WVAM, WSNO, KRRV, KHEY-AM, WESC-AM-FM, KBMR, KTTS-AM-FM, KVOO, KFDI-FM, KUZZ on.

Adult / Contemporary

Continued from Back Page

BREAKERS

DARYL HALL & JOHN OATES One On One (RCA)

58% of our reporters on it. Rotations: Heavy 2/0, Medium 43/21, Light 28/18, Extra Adds 3, Total Adds 42 including GR55, WASH, 97AIA, WCLR, WARM98, WHB, WISN, KS94, KFMB, WRIE, WHEN, WAAY, SM95, KBOI, KOST, and 27 more. Debuts at number 25 on the A/C chart.

JOE JACKSON

Breaking Us In Two (A&M)

58% of our reporters on it. Rotations: Heavy 2/0, Medium 43/8, Light 31/9, Extra Adds 0, Total Adds 17, WPRO, WASH, WISN, KPPL, KJR, WICC, WRIE, WGY, WHEN, WQUE, KUDL, KYUU, WCTC, WCPI, WCHV, WJBC, KFOR. Debuts at number 28 on the A/C chart.

STEPHEN BISHOP

It Might Be You (Theme From "Tootsie") (WB)

54% of our reporters on it. Rotations: Heavy 9/0, Medium 31/7, Light 31/17, Extra Adds 0, Total Adds 24 including WBEN, KFMB, KPLZ, WKAZ, WHEN, KMG, WSLI, WMAZ, WLLT, WOMC, WQUA, KUDO, KSEL, KCRG, and 10 more. Debuts at number 27 on the A/C chart.

DONNA SUMMER

The Woman In Me (Geffen)

53% of our reporters on it. Rotations: Heavy 9/1, Medium 42/7, Light 18/5, Extra Adds 0, Total Adds 13, WSB, 97AIA, WFYR, WZZP, KPLZ, WRIE, WSGN, WSLI, WRVA, KRNT, KUDL, KYUU, KCRG. Debuts at number 24 on the A/C chart.

MOST ADDED

- DARYL HALL & JOHN OATES (42)
One On One (RCA)
- DAN FOGELBERG (37)
Make Love Stay (Full Moon/Epic)
- SUPERTRAMP (25)
My Kind Of Lady (A&M)
- STEPHEN BISHOP (24)
It Might Be You ("Tootsie" Theme) (WB)
- MELISSA MANCHESTER (24)
Nice Girls (Arista)
- ERIC CLAPTON (22)
I've Got A Rock N' Roll Heart (WB)
- DIANA ROSS (22)
So Close (RCA)

HOTTEST

- KENNY LOGGINS (75)
Heart To Heart (Columbia)
- BOB SEGER (63)
Shame On The Moon (Capitol)
- LITTLE RIVER BAND (45)
The Other Guy (Capitol)
- P. AUSTIN with J. INGRAM (44)
Baby, Come To Me (Qwest/WB)
- LIONEL RICHIE (43)
You Are (Motown)
- MEN AT WORK (37)
Down Under (Columbia)
- JUICE NEWTON (37)
Heart Of The Night (Capitol)

A/C Adds & Hits... See Page 66

NEW & ACTIVE

FIREFALL "Always" (Atlantic) 57/9

Rotations: Heavy 2/0, Medium 38/6, Light 17/3, Extra Adds 0, Total Adds 9, WFBR, WBEN, WBT, WMAZ, KUDO, WCTC, KSEL, KWEB, KRNO. Heavy: KFBS, KQDI. Medium: WLTA, 97ZIZ, WARM98, WCCO, WKAZ, WMYZ, WHEN, KEY103, WRVR, WHHY, SM95, WHBY, WHBC, KRNT, WISM-FM, KWAV, KYUU, WWSN, WSKY.

GLENN FREY "All Those Lies" (Asylum) 54/2

Rotations: Heavy 5/0, Medium 31/1, Light 18/1, Extra Adds 0, Total Adds 2, WSLI, WFMK. Heavy: WCCO, KWAV, WWSN, WEIM, KFBS. Medium: WFBR, WZCY, KHOW, KPPL, KNBR, WRIE, WGY, WHEN, KEY103, WAFB, WHHY, SM95, WHBC, WISM-FM, WMHE, KBOI, WAYV, WKBR, WSKY, WCHV, WROV, KCMQ, KRNO, KISN, KVSF.

DAN FOGELBERG "Make Love Stay" (Full Moon/Epic) 48/37

Rotations: Heavy 2/2, Medium 20/12, Light 23/20, Extra Adds 3, Total Adds 37 including WBEN, WLTA, WSB, WHB, WCCO, KPLZ, WKAZ, WSGN, WSBA, KEY103, WBT, Y106, WHBY, WHBC, WHIO, WENS, KMBZ, WMHE, KBOI, KSL, WWSN, WTNV, WCHV, WDEF, KVOX, KFBS, KFOR, KFQD, KTWO, KVSF, and 7 more.

SUPERTRAMP "My Kind Of Lady" (A&M) 48/25

Rotations: Heavy 0/0, Medium 24/8, Light 24/17, Extra Adds 0, Total Adds 25, WFBR, WISN, KFMB, KJR, KPLZ, WICC, WKAZ, WRIE, WGY, KMG, WENS, KMBZ, KYKY, WMHE, KBOI, KUGN, KWAV, KS103, WAYV, WWSN, WEIM, KPAT, KFQD, KISN, KSRO. Medium: WSGN, WSRZ, WISM-FM, WQUA, KUDO.

MARVIN GAYE "Sexual Healing" (Columbia) 36/2

Rotations: Heavy 6/0, Medium 19/1, Light 11/1, Extra Adds 0, Total Adds 2, GR55, WCPI. Heavy: WAFB, WTNV, WORG, KCMQ, KFQD, KRKK. Medium: WTAE, WLTT, WKAZ, WHEN, WSGN, WHHY, WSRZ, WNCI, WTRX, WQUA, KRKD, KKUA, KUDO, WAYV, WWSN, WSKY, WCHV, KFBS.

ERIC CLAPTON "I've Got A Rock N' Roll Heart" (WB) 35/22

Rotations: Heavy 0/0, Medium 17/10, Light 17/11, Extra Adds 1, Total Adds 22, WLTA, WSB, 97AIA, KGW, WKAZ, WGY, KEY103, SM95, WHBY, KRNT, WTRX, WISM-FM, WMHE, KUGN, KWAV, KS103, WKZE-FM, WKBR, WTNV, WCHV, KFQD, KRKK. Medium: WFBR, WFMK, WAYV, WSKY, KCRG, WJON, KRLL.

MICHAEL JACKSON "Billie Jean" (Epic) 32/10

Rotations: Heavy 3/0, Medium 8/1, Light 20/8, Extra Adds 1, Total Adds 10, WTAE, WLTT, WCCO, KJR, Y106, WQUA, KRKD, KKUA, KWAV, WSKY. Heavy: WNCI, WFMK, KYUU. Medium: 97AIA, KHOW, WAFB, WEIM, WTNV, KTWO, KVSF.

JESSE COLIN YOUNG "Ophelia" (Elektra) 31/9

Rotations: Heavy 0/0, Medium 9/2, Light 22/7, Extra Adds 0, Total Adds 9, WFBR, KFMB, KUDO, KWAV, KKPL, WORG, KFOR, KISN, KVSF. Medium: WARM98, WSLI, WHBC, YES95, WEIM, WJON, KRLL.

SIGNIFICANT ACTION

TANYA TUCKER "Feel Right" (Arista) 25/12

Rotations: Heavy 0/0, Medium 7/3, Light 18/9, Extra Adds 0, Total Adds 12, WICC, WKAZ, WSBA, WSLI, WHBY, KMBZ, WKZE-FM, WJBC, KCRG, KVOX, KFBS, KFOR. Medium: KUGN, WAYV, WEIM, WLVA.

JILL COLUCCI "Shot In The Dark" (Casablanca/PolyGram) 25/0

Rotations: Heavy 3/0, Medium 10/0, Light 12/0, Extra Adds 0, Total Adds 0. Heavy: WLTA, KEY103, KUDO. Medium: WOMC, WISM-FM, WWSN, WKZE-FM, WORG, KFOR, WJON, KRLL, KRNO, KVSF.

MELISSA MANCHESTER "Nice Girls" (Arista) 24/24

Rotations: Heavy 0/0, Medium 2/2, Light 21/21, Extra Adds 1, Total Adds 24, WCCO, KPLZ, WRVR, WSRZ, WHBC, WFMK, WQUA, WMHE, KBOI, KKUA, WAYV, WWSN, WEIM, WKBR, WCHV, WORG, KVOX, KFBS, KPAT, KFQD, KTWO, KRKK, KVSF, KSRO.

OLIVIA NEWTON-JOHN "Tied Up" (MCA) 24/4

Rotations: Heavy 0/0, Medium 4/1, Light 8/1, Extra Adds 2, Total Adds 4, Y106, WFMK, KSEL, KTWO. Medium: KEY103, WAFB, WSLI, KMBZ, WAYV, WEIM, WTNV, WLVA, WORG, KFBS, KRNO, KRKK.

DIANA ROSS "So Close" (RCA) 22/22

Rotations: Heavy 0/0, Medium 6/6, Light 14/14, Extra Adds 2, Total Adds 22, WFBR, WLTA, WSGN, KEY103, WSLI, Y106, WHBY, WQUA, KSL, WAYV, WSKY, WCHV, WDEF, WORG, KFBS, KFOR, KPAT, WJON, KRNO, KRKK, KVSF, KSRO.

DONALD FAGEN "New Frontier" (WB) 22/9

Rotations: Heavy 1/0, Medium 6/1, Light 13/6, Extra Adds 2, Total Adds 9, WARM98, WSRZ, WHBC, KBOI, KKUA, WKZE-FM, WEIM, KTWO, KQDI. Heavy: KYKY. Medium: WLTA, WISM-FM, WAYV, WTNV, KFBS.

RANDY NEWMAN & PAUL SIMON "The Blues" (WB) 21/5

Rotations: Heavy 1/0, Medium 14/2, Light 5/2, Extra Adds 1, Total Adds 5, KHOW, KEY103, KCRG, KWEB, KTWO. Heavy: KGW. Medium: KEX, KPLZ, WAFB, SM95, WSRZ, WMHE, KUGN, WKZE-FM, WEIM, WCHV, WORG, WJON.

STRAY CATS "Stray Cat Strut" (EMI America) 21/4

Rotations: Heavy 4/0, Medium 7/2, Light 9/1, Extra Adds 1, Total Adds 4, WKAZ, WQUE, WNCI, WTNV. Heavy: WGY, WSGN, WFMK, WAYV. Medium: WAFB, WMHE, KYUU, KCMQ, KRKK.

RAY PARKER JR. "Bad Boy" (Arista) 17/0

Rotations: Heavy 3/0, Medium 9/0, Light 5/0, Extra Adds 0, Total Adds 0. Heavy: WRIE, WNCI, WAYV. Medium: WAFB, WHHY, Y106, WTRX, WFMK, WKBR, WCHV, KCMQ, KFQD.

KC & THE SUNSHINE BAND "Don't Run (Come Back To Me)" (Epic) 15/15

Rotations: Heavy 0/0, Medium 3/3, Light 9/9, Extra Adds 3, Total Adds 15, WLTA, KGW, WHBY, WHBC, KMBZ, WQUA, KWAV, WAYV, WEIM, WSKY, WORG, KFBS, KFOR, WJON, KTWO.

EARTH, WIND & FIRE "Fall In Love With Me" (Columbia) 14/2

Rotations: Heavy 0/0, Medium 5/0, Light 9/2, Extra Adds 0, Total Adds 2, WAFB, WFMK. Medium: WNCI, WKZE-FM, WLVA, KTWO, KVSF.

GLEN CAMPBELL "I Love How You Love Me" (Atlantic America) 10/2

Rotations: Heavy 0/0, Medium 4/1, Light 6/1, Extra Adds 0, Total Adds 2, WKAZ, KSL. Medium: WCCO, WMAZ, KUGN.

PHIL EVERLY "Who's Gonna Keep Me Warm" (Capitol) 9/0

Rotations: Heavy 0/0, Medium 5/0, Light 4/0, Extra Adds 0, Total Adds 0. Medium: WSB, WCCO, WHBY, KRNT, KFOR.

SPINNERS "Funny How Time Slips Away" (Atlantic) 9/0

Rotations: Heavy 0/0, Medium 5/0, Light 4/0, Extra Adds 0, Total Adds 0. Medium: WRIE, WEIM, KVOX, KFQD, KTWO.

MICHEL BERGER "Innocent Eyes" (Atlantic) 8/5

Rotations: Heavy 0/0, Medium 1/1, Light 7/4, Extra Adds 0, Total Adds 5, WLTA, WARM98, WCCO, WMAZ, KRLL.

MOVING PICTURES "What About Me" (Network/Elektra-Asylum) 8/1

Rotations: Heavy 1/0, Medium 4/0, Light 3/1, Extra Adds 0, Total Adds 1, KKPL. Heavy: 97AIA. Medium: KEY103, WNCI, WMHE, WTNV.

SMOKEY ROBINSON "I've Made Love To You..." (Tamla/Motown) 8/1

Rotations: Heavy 0/0, Medium 3/1, Light 5/0, Extra Adds 0, Total Adds 1, KEY103. Medium: KMBZ, KUGN.

JOHN STEWART "Queen Of Hollywood High" (Allegiance) 7/5

Rotations: Heavy 0/0, Medium 1/0, Light 6/5, Extra Adds 0, Total Adds 5, WSLI, WHBC, KMBZ, KFBS, KRLL. Medium: WISM-FM.

SAMMY HAGAR "Your Love Is Driving Me Crazy" (Geffen) 7/1

Rotations: Heavy 1/0, Medium 2/0, Light 4/1, Extra Adds 0, Total Adds 1, WAFB. Heavy: WNCI. Medium: KCMQ, KRKK.

ADAM ANT "Goody Two Shoes" (Epic) 7/0

Rotations: Heavy 3/0, Medium 3/0, Light 1/0, Extra Adds 0, Total Adds 0. Heavy: WNCI, WAYV, KCMQ. Medium: WFBR, WTNV, KRKK.

PRETENDERS "Back On The Chain Gang" (Sire/WB) 7/0

Rotations: Heavy 2/0, Medium 1/0, Light 4/0, Extra Adds 0, Total Adds 0. Heavy: KPLZ, WFMK. Medium: KUDO.

MUSICAL YOUTH "Pass The Dutchie" (MCA) 6/2

Rotations: Heavy 0/0, Medium 2/0, Light 4/2, Extra Adds 0, Total Adds 2, WAYV, WKZE-FM. Medium: Y106, KYUU.

CHICAGO "What You're Missing" (Full Moon/WB) 6/1

Rotations: Heavy 0/0, Medium 1/0, Light 5/1, Extra Adds 0, Total Adds 1, WKZE-FM. Medium: WTNV.

TOM SULLIVAN "If You Could See What I Hear" (Reward/Curb) 6/1

Rotations: Heavy 0/0, Medium 4/1, Light 2/0, Extra Adds 0, Total Adds 1, KFOR. Medium: WCCO, KVOX, WJON.

GEORGE FISCHOFF "Carnival Island" (Moss Music Group) 5/4

Rotations: Heavy 0/0, Medium 0/0, Light 3/2, Extra Adds 2, Total Adds 4, WCCO, WVLK, KUGN, WJON.

BREAKERS are those newer records judged to have the greatest level of station airplay activity on any given week.

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

SIGNIFICANT ACTION is a quantitative listing of songs below the New & Active level. indicates one of this week's most added new releases.

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

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AOR / HOT TRACKS

This chart compiles data from reporting stations with a majority of listeners aged 12-24.

Three Weeks	Two Weeks	Last Week	Rank	Artist/Track	Total	Heavy	Medium	Add	Total Adds
6	2	1	1	DURAN DURAN/Hungry... (Harvest/Capitol)	152+	128+	27-	3-	5+
8	8	4	2	GOLDEN EARRING/Twilight Zone (21/PolyGram)	144+	93+	57-	0-	5-
10	4	3	3	BOB SEGER.../Even Now (Capitol)	138+	110+	28+	0-	1-
1	1	2	4	SAMMY HAGAR/Your Love Is Driving... (Geffen)	130-	111-	19+	0=	1+
3	3	6	5	PRETENDERS/Back On The Chain Gang (Sire/WB)	131+	101+	30-	0=	1=
9	6	5	6	NIGHT RANGER/Don't Tell Me... (Boardwalk)	127-	75+	51-	1+	2+
44	13	8	7	RIC OCASEK/Something To Grab For (Geffen)	141+	49+	91+	1-	5-
24	12	11	8	MEN AT WORK/Be Good Johnny (Columbia)	113+	81+	31-	1-	4-
DEBUT			9	JOURNEY/Separate Ways (Columbia)	133+	54+	44+	35+	111+
4	7	7	10	PAT BENATAR/Looking For A Stranger (Chrysalis)	103-	75-	27-	1+	1+
13	9	9	11	SAMMY HAGAR/Remember The Heroes (Geffen)	103-	66-	37+	0=	2+
51	18	13	12	TRIUMPH/World Of Fantasy (RCA)	107-	49+	57-	1-	4-
23	15	15	13	VANDENBERG/Burning Heart (Atco)	114+	43+	69-	2=	8=
5	5	10	14	PHIL COLLINS/I Don't Care Anymore (Atlantic)	97-	63-	34-	0=	0-
30	23	16	15	PRETENDERS/My City Was Gone (Sire/WB)	92+	60+	31+	1-	2-
-	42	23	16	GREG KIHN BAND/Jeopardy (Beserkley/E-A)	118+	18+	90+	10-	21-
35	30	19	17	SCANDAL/Goodbye To You (Columbia)	103+	36+	58+	9-	17+
38	27	25	18	FRIDA/I Know There's Something Going On (Atl.)	100+	39+	60+	1-	15+
DEBUT			19	DEF LEPPARD/Photograph (Mercury/PolyGram)	101+	26+	50+	25+	64+
-	44	31	20	RED RIDER/Power (Capitol)	97+	26+	68+	3-	10-
-	48	35	21	TONY CAREY/I Won't Be Home Tonight (Rocshire)	100+	18+	74+	8-	22-
-	29	22	22	N. SCHON/J. HAMMER/No More Lies (Columbia)	101+	13+	81+	7-	15-
55	38	20	23	NEIL YOUNG/Mr. Soul (Geffen)	90+	33+	57+	0-	4-
2	10	12	24	TOM PETTY.../You Got Lucky (Backstreet/MCA)	76-	55-	21+	0=	0=
21	25	26	25	SAGA/Wind Him Up (Portrait/CBS)	83+	35+	47+	1+	5+
20	16	18	26	STRAY CATS/Stray Cat Strut (EMI America)	79+	49+	30-	0=	1-
7	11	14	27	FIXX/Stand Or Fall (MCA)	73-	41-	32-	0=	0=
-	45	36	28	TRIUMPH/Never Surrender (RCA)	73+	27+	45+	1-	4-
25	20	21	29	FRANK MARINO/Strange Dream (Columbia)	75-	21-	54-	0-	3-
27	36	29	30	TOM PETTY.../Change Of Heart (Backstreet/MCA)	65=	39=	26=	0=	3+
49	21	24	31	NEIL YOUNG/Little Thing Called Love (Geffen)	73-	29-	42-	2-	5-
46	60	42	32	PAT BENATAR/Little Too Late (Chrysalis)	67+	40+	26+	1+	1=
14	19	17	33	TOM PETTY.../One Story Town (Backstreet/MCA)	65-	39-	26-	0=	0=
15	24	28	34	MEN AT WORK/Down Under (Columbia)	60-	36-	24+	0=	0=
60	55	55	35	PSYCHEDELIC FURS/Love My Way (Columbia)	64+	10+	51+	3+	15+
31	28	34	36	BILLY JOEL/Allentown (Columbia)	55-	39-	16-	0=	1+
-	-	58	37	ERIC CLAPTON/I Got A Rock N' Roll Heart (WB)	71+	16+	41+	14-	24-
43	51	49	38	MISSING PERSONS/Walking In L.A. (Capitol)	53+	29+	24+	0=	2=
12	17	33	39	SUPERTRAMP/Crazy (A&M)	55-	23-	32-	0=	0=
18	22	32	40	SAGA/On The Loose (Portrait/CBS)	52-	26-	26-	0=	0=
33	33	30	41	BOB SEGER.../Makin' Thunderbirds (Capitol)	47-	31-	16=	0-	0-
34	35	37	42	BOB SEGER.../Roll Away (Capitol)	47-	34-	13-	0-	0-
-	-	59	43	MISSING PERSONS/Windows (Capitol)	55+	24+	29+	2=	8+
DEBUT			44	FIXX/Red Skies (MCA)	53+	15+	36+	2=	12+
54	46	45	45	BOB SEGER.../Boomtown Blues (Capitol)	48+	24=	24+	0-	1-
-	-	57	46	PHIL COLLINS/Like China (Atlantic)	50+	24+	25+	1+	4+
-	57	48	47	JOHN HALL BAND/Love Me Again (EMI America)	62+	10+	45+	7-	22+
11	14	27	48	LED ZEPPELIN/Darlene (Swan Song/Atco)	49-	18-	31-	0=	0=
32	31	40	49	PAT BENATAR/Tell It To Her (Chrysalis)	42-	31+	11-	0=	0=
DEBUT			50	DURAN DURAN/Rio (Harvest/Capitol)	47+	29+	16+	2+	4+
28	37	41	51	ADAM ANT/Goody Two Shoes (Epic)	49-	21-	28-	0-	2=
29	39	46	52	BOB SEGER.../Shame On The Moon (Capitol)	45-	35-	10+	0-	0-
59	-	54	53	ENGLISH BEAT/Save It For Later (IRS/A&M)	50+	9=	39+	2-	5-
DEBUT			54	RED RIDER/Human Race (Capitol)	46+	13+	30+	3=	4-
-	54	44	55	PHIL COLLINS/Thru The Walls (Atlantic)	41-	22-	17-	2=	4=
DEBUT			56	TODD RUNDGREN/Hideaway (Bearsville/WB)	50+	10+	37+	3-	8-
26	26	39	57	DIRE STRAITS/Industrial Disease (WB)	43-	16-	27-	0=	0=
DEBUT			58	TOM PETTY.../Same Old You (Backstreet/MCA)	35+	21+	13+	1+	2=
42	43	50	59	ROBERT PLANT/Far Post (Swan Song/Atco)	39-	15-	21-	3+	3=
37	49	51	60	JEFFERSON STARSHIP/Can't Find... (RCA/Grunt)	36-	23-	13+	0=	0=

AOR / ALBUMS 25+

This chart compiles data from reporting stations with a majority of listeners aged 25-plus.

Last Week	Rank	Artist/Track	Total	Heavy	Medium	Add	Total Adds
	2	BOB SEGER... The Distance (Capitol)	152+	128+	27-	3-	5+
	1	PHIL COLLINS Hello, I Must Be Going (Atlantic)	144+	93+	57-	0-	5-
	5	NEIL YOUNG ... Trans (Geffen)	138+	110+	28+	0-	1-
	4	TOM PETTY... Long After... (Backstreet/MCA)	130-	111-	19+	0=	1+
	3	SUPERTRAMP ... Famous Last Words (A&M)	131+	101+	30-	0=	1=
	10	DARYL HALL & JOHN OATES ... H2O (RCA)	127-	75+	51-	1+	2+
	9	RANDY NEWMAN ... Trouble In Paradise (WB)	141+	49+	91+	1-	5-
	8	DONALD FAGEN ... The Nightfly (WB)	113+	81+	31-	1-	4-
	7	CULTURE CLUB ... Kissing To Be... (Virgin/Epic)	133+	54+	44+	35+	111+
	11	JONI MITCHELL Wild Things Run Fast (Geffen)	103-	75-	27-	1+	1+
	6	DIRE STRAITS ... Love Over Gold (WB)	103-	66-	37+	0=	2+
	13	MEN AT WORK ... Business As Usual (Columbia)	107-	49+	57-	1-	4-
	12	RIC OCASEK ... Beatitude (Geffen)	114+	43+	69-	2=	8=
	19	BILLY JOEL ... The Nylon Curtain (Columbia)	97-	63-	34-	0=	0-
	15	JOE JACKSON ... Night And Day (A&M)	92+	60+	31+	1-	2-
	17	GARLAND JEFFREYS ... Guts For Love (Epic)	118+	18+	90+	10-	21-
	14	TODD RUNDGREN Tortured... (Bearsville/WB)	103+	36+	58+	9-	17+
	16	STRAY CATS ... Built For Speed (EMI America)	100+	39+	60+	1-	15+
	18	LINDA RONSTADT ... Get Closer (Asylum)	101+	26+	50+	25+	64+

EXPANDED & UP TO DATE

AOR ALBUMS — Compiles album airplay data from stations showing ratings strength 12-24. Includes four-week trend of chart action, plus cuts listed numerically by airplay. Current singles are **BOLDED**. Also listed is present week's number of reports in all rotations, including total adds for all rotations. Symbols represent more (+), less (-), or equal (=) airplay in each rotation compared to last week's figures. Records showing significant airplay growth are bulleted.

AOR / ALBUMS 25+ — Compiles album airplay data from stations showing ratings strength 25+. Includes two-week trend of chart action, plus cuts listed in order of airplay. Current singles are **BOLDED**. Records showing significant airplay growth are bulleted.

AOR BREAKERS — Those newer charting records that have reached 50% penetration of the week's reporting stations.

HOT TRACKS — Compiled from 12-24 stations, showcasing songs in configurations including LPs, EPs, and 45s. Includes four-week airplay trend. Also listed is present week's number of reports in all rotations, including total adds for all rotations. Symbols represent more (+), less (-), or equivalent (=) airplay activity in each rotation compared to last week's figures. Records showing significant upward momentum are bulleted.

MOST ADDED, HOTTEST — National and regional listings by number of station reports (12-24's and 25+ combined). Includes songs in all configurations.

NEW & ACTIVE, SIGNIFICANT ACTION — Albums coming closest to charting on the Airplay/40 (12-24) chart. Rotational information displayed over a two-week period (last week in parentheses), including total reports, reports in each rotation, and adds in each rotation.

PARALLELS — Stations listed by market size and ratings success.

PLAYLISTS — Printed regionally by parallels. An 'a' preceding an artist's name indicates all mentions of that record are new to the playlist. An (A) or (M) after an artist's name shows that other tracks from that record can be found in those rotations. An artist's name with no abbreviations means all airplay of that artist is in listed rotation. An artist's name appears once per playlist, in the highest reported rotation.

SIGNIFICANT ACTION

- HEAVEN 17/Heaven 17** (Arista) "Let Me Go" Total Reports: 17 (15)/Total Adds: 5 (8); Hots: 4 (1)/Hot Adds: 1 (0); Mediums: 10 (8)/Medium Adds: 1 (2); Extra Adds: 3 (6).
- SQUEEZE/Singles-45's & Under** (A&M) "Annie Get Your Gun" Total Reports: 17 (13)/Total Adds: 1 (0); Hots: 6 (4)/Hot Adds: 0 (0); Mediums: 10 (9)/Medium Adds: 0 (0); Extra Adds: 1 (0).
- BILLY SQUIER/Emotions In Motion** (Capitol) "She's A Runner" Total Reports: 16 (14)/Total Adds: 5 (2); Hots: 3 (2)/Hot Adds: 0 (0); Mediums: 10 (10)/Medium Adds: 2 (0); Extra Adds: 3 (2).
- WALL OF VOODOO/Call Of The West** (IRS/A&M) "Mexican Radio" Total Reports: 13 (9)/Total Adds: 4 (4); Hots: 3 (2)/Hot Adds: 0 (1); Mediums: 8 (4)/Medium Adds: 2 (0); Extra Adds: 2 (3).
- BLANKET OF SECRECY/Ears Have Walls** (WB) "Say You Will" Total Reports: 12 (7)/Total Adds: 6 (2); Hots: 2 (1)/Hot Adds: 1 (0); Mediums: 7 (4)/Medium Adds: 2 (0); Extra Adds: 3 (2).
- ABC/The Lexicon Of Love** (Mercury/PolyGram) "Poison Arrow" Total Reports: 11 (11)/Total Adds: 5 (2); Hots: 9 (7)/Hot Adds: 0 (0); Mediums: 10 (10)/Medium Adds: 0 (0); Extra Adds: 2 (0).
- PHILIP LYNOTT/The Philip Lynott Album** (WB) "The Man's A Fool" Total Reports: 11 (9)/Total Adds: 1 (1); Hots: 2 (2)/Hot Adds: 0 (0); Mediums: 8 (6)/Medium Adds: 0 (0); Extra Adds: 1 (1).
- ATF/After The Fire** (Epic) "Der Kommissar" Total Reports: 10 (1)/Total Adds: 3 (1); Hots: 0 (0)/Hot Adds: 0 (0); Mediums: 7 (0)/Medium Adds: 0 (0); Extra Adds: 3 (1).
- LENE LOVICH/No-Man's-Land** (Stiff/Epic) "It's You, Only You" Total Reports: 9 (9)/Total Adds: 0 (0); Hots: 1 (1)/Hot Adds: 0 (0); Mediums: 8 (8)/Medium Adds: 0 (0); Extra Adds: 0 (0).
- FELONY/The Fanatic** (Rock n Roll/CBS) "Fanatic" Total Reports: 8 (4)/Total Adds: 7 (2); Hots: 0 (1)/Hot Adds: 0 (0); Mediums: 3 (1)/Medium Adds: 2 (0); Extra Adds: 5 (2).
- PARTY PARTY/Various Artists** (A&M) "Party Party" Total Reports: 8 (9)/Total Adds: 0 (2); Hots: 3 (3)/Hot Adds: 0 (0); Mediums: 5 (4)/Medium Adds: 0 (0); Extra Adds: 0 (2).
- BILL WRAY/Seize The Moment** (EMI America) "Heartbreaker" Total Reports: 7 (5)/Total Adds: 6 (4); Hots: 0 (0)/Hot Adds: 0 (0); Mediums: 2 (1)/Medium Adds: 1 (0); Extra Adds: 5 (4).
- SIMPLE MINDS/New Gold Dream** (A&M) "Someone Somewhere" Total Reports: 7 (2)/Total Adds: 4 (0); Hots: 2 (1)/Hot Adds: 0 (0); Mediums: 2 (1)/Medium Adds: 1 (0); Extra Adds: 3 (0).
- FLIRTS/10 Cents A Dance** ("O") "Jukebox" Total Reports: 7 (8)/Total Adds: 1 (0); Hots: 4 (4)/Hot Adds: 0 (0); Mediums: 2 (2)/Medium Adds: 0 (0); Extra Adds: 1 (0).
- STRANGE ADVANCE/Worlds** (Capitol) "Worlds" Total Reports: 7 (7)/Total Adds: 0 (0); Hots: 5 (5)/Hot Adds: 0 (0); Mediums: 2 (2)/Medium Adds: 0 (0); Extra Adds: 0 (0).
- TRANSLATOR/Heartbeat & Triggers** (415/Columbia) "Everywhere I'm Not" Total Reports: 7 (7)/Total Adds: 0 (1); Hots: 3 (4)/Hot Adds: 0 (0); Mediums: 4 (2)/Medium Adds: 0 (0); Extra Adds: 0 (1).

Station Listings . . . See Page 67

AOR / ALBUMS

Continued From the Back Page

This chart compiles data from reporting stations with a majority of listeners aged 12-24.

Three Weeks	Two Weeks	Last Week	January 28, 1983		188 REPORTERS	Total Reports	Heavy Rotation	Medium Rotation	Adds	Total Adds All Rotations
4	1	1	1	BOB SEGER... /The Distance (Capitol)	"Now" (138) "Boomtown" (48) "T-Birds" (47)	168+	144+	24+	0-	1-
3	2	2	2	SAMMY HAGAR /Three Lock Box (Geffen)	"Crazy" (130) "Heroes" (103) Title (16)	159+	132+	27+	0=	3+
1	3	3	3	TOM PETTY... /Long After Dark (Backstreet/MCA)	"Lucky" (76) "Town" (65) "Change" (65)	162+	118+	44+	0=	1+
7	6	5	4	DURAN DURAN /Rio (Harvest/Capitol)	"Hungry" (152) Title (47) "Lonely" (3)	156+	129+	24+	3=	5+
2	4	4	5	PAT BENATAR /Get Nervous (Chrysalis)	"Looking" (103) "Little" (67) "Tell" (42)	150+	116+	33-	1+	1=
13	9	7	6	GOLDEN EARRING /Cut (21/PolyGram)	"Twilight Zone" (144)	146+	94+	52-	0-	4-
5	5	6	7	PHIL COLLINS /Hello, I Must Be Going! (Atlantic)	"Care" (97) "China" (50) "Walls" (41)	153+	89+	62+	2+	6+
6	7	8	8	MEN AT WORK /Business As Usual (Columbia)	"Good" (113) "Down" (60) "Underground" (24)	138+	102+	36+	0-	2-
27	11	10	9	TRIUMPH /Never Surrender (RCA)	"Fantasy" (107) "Surrender" (73) "Way" (10)	151+	62+	88+	1-	6-
26	13	11	10	RIC OCASEK /Beatitude (Geffen)	"Something" (141) "Jimmy" (20) "Quick" (14)	153+	56+	96+	1-	5-
12	8	9	11	NIGHT RANGER /Dawn Patrol (Boardwalk)	"Don't" (127) "Sing" (24)	133+	79+	53-	1+	2+
24	12	12	12	NEIL YOUNG /Trans (Geffen)	"Soul" (90) "Thing" (73) "Inca" (15)	138+	50+	86+	2-	8-
-	21	14	13	RED RIDER /Neruda (Capitol)	"Power" (97) "Human" (46) "Light" (35)	141+	31+	105+	5-	11-
10	10	13	14	SAGA /Worlds Apart (Portrait/CBS)	"Wind" (83) "Loose" (52)	116+	55+	61+	0=	4+
11	14	15	14	FIXX /Shattered Room (MCA)	"Stand" (73) "Skies" (53)	111+	49+	60+	2+	11+
18	18	16	16	VANDENBERG /Vandenberg (Atco)	"Heart" (114)	119+	44+	73+	2+	8+
-	-	39	17	DEF LEPPARD /Pyromania (Mercury/PolyGram)	"Photograph" (101) "Rock! Rock!" (21)	115+	27+	56+	32+	74+
30	28	22	18	SCANDAL /Love's Got A Line On You (Columbia)	"Goodbye" (103)	105+	36+	60+	9+	17+
20	25	25	19	FRIDA /Something's Going On (Atlantic)	"Something" (100)	102+	41+	60+	1-	15+
17	19	21	20	MISSING PERSONS /Spring Session M (Capitol)	"Windows" (55) "L.A." (53) "Destination" (32)	99+	50+	48+	1-	8=
15	17	18	21	STRAY CATS /Built For Speed (EMI America)	"Stray" (79) "Rock" (27)	92+	53+	39=	0=	1=
-	26	20	22	N. SCHON/J. HAMMER /Here To Stay (Columbia)	"Lies" (101)	102+	14+	81+	7-	15-
-	36	26	23	TONY CAREY /Tony Carey (Rocshire)	"Home" (100)	100+	18+	74+	8-	22=
9	15	17	24	SUPERTRAMP /Famous Last Words (A&M)	"Crazy" (55) "Raining" (18) "Waiting" (15)	77-	36-	41=	0=	2+
14	20	23	25	JEFFERSON STARSHIP /Winds Of... (RCA/Grunt)	"Can't" (36) "Winds" (29) "Widow" (18)	68-	43+	25-	0=	0=
23	22	24	26	FRANK MARINO /Juggernaut (Columbia)	"Strange Dream" (75)	76+	22-	54+	0-	3-
DEBUT			27	BRYAN ADAMS /Cuts Like A Knife (A&M)	"Take" (25) "Cuts" (24) "Ready" (24)	83+	12+	37+	34+	75+
8	16	19	28	LED ZEPPELIN /Coda (Swan Song/Atco)	"Darlene" (49) "Ozone" (32) "Tom" (13)	61-	25-	36-	0=	1=
38	36	36	29	PSYCHEDELIC FURS /Forever Now (Columbia)	"Love My Way" (64)	64+	10+	51+	3+	15+
19	24	30	30	BILLY JOEL /The Nylon Curtain (Columbia)	"Allentown" (55)	55+	39+	16-	0=	0=
22	29	29	31	HALL & OATES /H ₂ O (RCA)	"Family" (36) "Maneater" (24)	58+	27=	31+	0=	2=
-	-	32	32	JOHN HALL BAND /Searchparty (EMI America)	"Love Me Again" (62)	69+	10+	48+	11+	28+
-	-	35	33	TODD RUNDGREN /Tortured Artist... (Brsville/WB)	"Hideaway" (50)	63+	12+	48+	3-	9-
25	30	27	34	ADAM ANT /Friend Or Foe (Epic)	"Goody Two Shoes" (49) "Desperate" (12)	57-	22+	34-	1-	3+
39	39	34	35	ENGLISH BEAT /Special Beat Service (IRS/A&M)	"Save" (50)	52+	10-	40+	2-	5-
21	23	28	36	DIRE STRAITS /Love Over Gold (WB)	"Industrial" (43)	50-	19-	30-	1+	1+
28	31	33	37	CLASH /Combat Rock (Epic)	"Rock" (32) "Stay" (13)	41-	18+	23-	0-	0-
16	27	31	38	J. GEILS BAND /Showtime (EMI America)	"I Do" (34)	41-	13-	28-	0=	0=
29	33	37	39	RUSH /Signals (Mercury/PolyGram)	"Subdivisions" (20) "Analog" (15)	35-	17+	18-	0=	0=
DEBUT			40	BLACK SABBATH /Live Evil (WB)	"Children" (15) "Paranoid" (13) "Neon" (10)	50+	4+	28+	18+	39+

BREAKERS

This data reflects reporting stations with a majority of listeners aged 12-24.

DEF LEPPARD

Pyromania (Mercury/PolyGram)

"Photograph" "Rock! Rock!" 61% of our reporters on it. Total reports: 115, Hot 27, Medium 56, Extra Adds 32, Total Adds 74. Debuts at number 17 on the AOR chart.

TONY CAREY

Tony Carey (Rocshire)

"Won't Be Home." 63% of our reporters on it. Total reports: 100. Hot 18, Medium 74, Extra Adds 8, Total 22. Moves 26-23 on the AOR chart.

NEW & ACTIVE

This data reflects reporting stations with a majority of listeners aged 12-24.

- MICHAEL JACKSON**/Thriller (Epic) "Beat It"
Total Reports: 41 (32)/Total Adds: 3 (3); Hots: 13 (10)/Hot Adds: 0 (0); Mediums: 26 (19)/Medium Adds: 1 (0); Extra Adds: 2 (3).
- BZZ**/Get Up (Epic) "Get Up Get Angry"
Total Reports: 40 (31)/Total Adds: 16 (24); Hots: 3 (1)/Hot Adds: 0 (0); Mediums: 25 (15)/Medium Adds: 4 (9); Extra Adds: 12 (15).
- KISS**/Creatures Of The Night (Casablanca/PolyGram) "I Love I Loud"
Total Reports: 38 (36)/Total Adds: 1 (2); Hots: 4 (5)/Hot Adds: 0 (0); Mediums: 34 (29)/Medium Adds: 1 (0); Extra Adds: 0 (2).
- RANDY NEWMAN**/Trouble In Paradise (WB) "The Blues"
Total Reports: 35 (27)/Total Adds: 12 (11); Hots: 5 (3)/Hot Adds: 2 (0); Mediums: 23 (16)/Medium Adds: 3 (3); Extra Adds: 7 (8).
- MEMBERS**/Uprhythm, Downbeat (Arista) "Working Girl"
Total Reports: 31 (28)/Total Adds: 8 (6); Hots: 4 (6)/Hot Adds: 0 (0); Mediums: 22 (17)/Medium Adds: 3 (1); Extra Adds: 5 (5).
- DEXYS MIDNIGHT RUNNERS**/Too-Rye-Ay (Mercury/PolyGram) "Come On Eileen"
Total Reports: 30 (20)/Total Adds: 11 (8); Hots: 9 (5)/Hot Adds: 1 (0); Mediums: 15 (10)/Medium Adds: 4 (3); Extra Adds: 6 (5).

MOST ADDED	
All Stations	
Journey	(114)
Bryan Adams	(80)
Def Leppard	(74)
Black Sabbath	(39)
John Hall Band	(35)

HOTTEST	
All Stations	
Bob Seger	(157)
Sammy Hagar	(133)
Duran Duran	(131)
Tom Petty	(128)

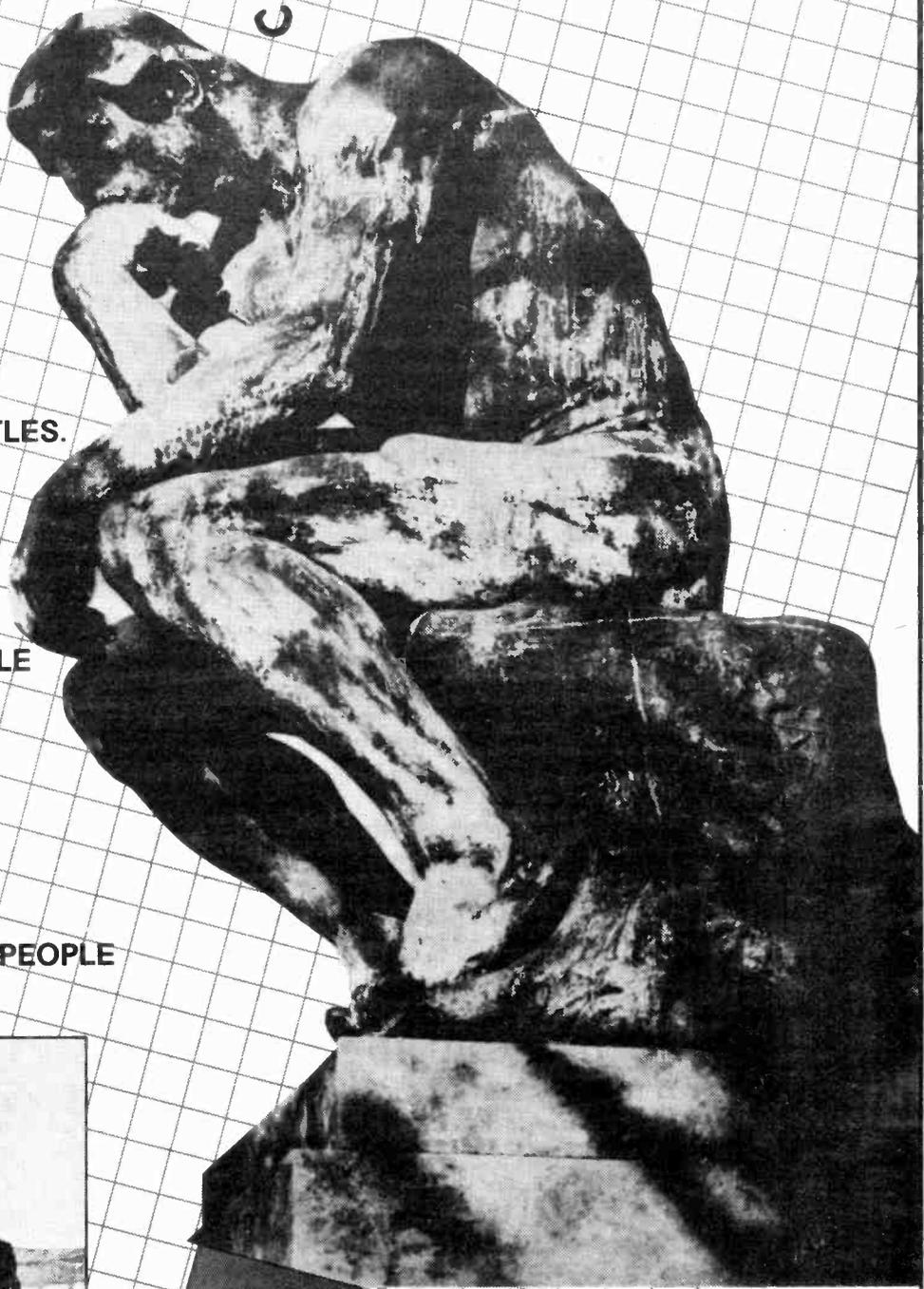
- ROBERT HAZARD**/Robert Hazard (RCA) "Escalator Of Life"
Total Reports: 29 (16)/Total Adds: 12 (7); Hots: 4 (2)/Hot Adds: 1 (0); Mediums: 17 (10)/Medium Adds: 3 (3); Extra Adds: 8 (4).
- JOE JACKSON**/Night And Day (A&M) "Breaking Us In Two"
Total Reports: 29 (22)/Total Adds: 5 (4); Hots: 14 (6)/Hot Adds: 2 (1); Mediums: 14 (16)/Medium Adds: 2 (3); Extra Adds: 1 (0).
- CHRIS DeBURGH**/The Getaway (A&M) "Don't Pay The Ferryman"
Total Reports: 26 (25)/Total Adds: 10 (15); Hots: 3 (4)/Hot Adds: 0 (1); Mediums: 16 (8)/Medium Adds: 3 (1); Extra Adds: 7 (13).
- DON HENLEY**/I Can't Stand Still (Asylum) "Dirty Laundry"
Total Reports: 26 (28)/Total Adds: 3 (2); Hots: 5 (9)/Hot Adds: 0 (0); Mediums: 20 (18)/Medium Adds: 2 (1); Extra Adds: 1 (1).
- GARLAND JEFFREYS**/Guts For Love (Epic) "Real Man"
Total Reports: 24 (24)/Total Adds: 4 (10); Hots: 2 (2)/Hot Adds: 0 (0); Mediums: 20 (15)/Medium Adds: 2 (3); Extra Adds: 2 (7).
- GLENN FREY**/No Fun Aloud (Asylum) "All Those Lies"
Total Reports: 21 (16)/Total Adds: 3 (2); Hots: 5 (3)/Hot Adds: 0 (0); Mediums: 14 (13)/Medium Adds: 1 (2); Extra Adds: 2 (0).
- ROUGH TRADE**/For Those Who Think Young (Boardwalk) "All Touch"
Total Reports: 21 (26)/Total Adds: 1 (3); Hots: 4 (4)/Hot Adds: 0 (0); Mediums: 16 (19)/Medium Adds: 0 (0); Extra Adds: 1 (3).
- PAUL BARRERE**/On My Own Two Feet (Mirage/Atlantic) "Sweet Coquette"
Total Reports: 20 (0)/Total Adds: 20 (0); Hots: 0 (0)/Hot Adds: 0 (0); Mediums: 7 (0)/Medium Adds: 7 (0); Extra Adds: 13 (0).
- MUSICAL YOUTH**/Youth Of Today (MCA) "Pass The Dutchie"
Total Reports: 19 (18)/Total Adds: 0 (1); Hots: 8 (6)/Hot Adds: 0 (0); Mediums: 11 (11)/Medium Adds: 0 (0); Extra Adds: 0 (1).
- ART IN AMERICA**/Art In America (Pavillion/CBS) "Art In America"
Total Reports: 18 (1)/Total Adds: 18 (1); Hots: 1 (0)/Hot Adds: 1 (0); Mediums: 3 (0)/Medium Adds: 3 (0); Extra Adds: 14 (1).
- DIRE STRAITS**/Twisting By The Pool (WB) "Twisting By The Pool"
Total Reports: 18 (4)/Total Adds: 16 (2); Hots: 2 (2)/Hot Adds: 1 (0); Mediums: 6 (2)/Medium Adds: 5 (2); Extra Adds: 10 (0).

More AOR Music Information See Page 82

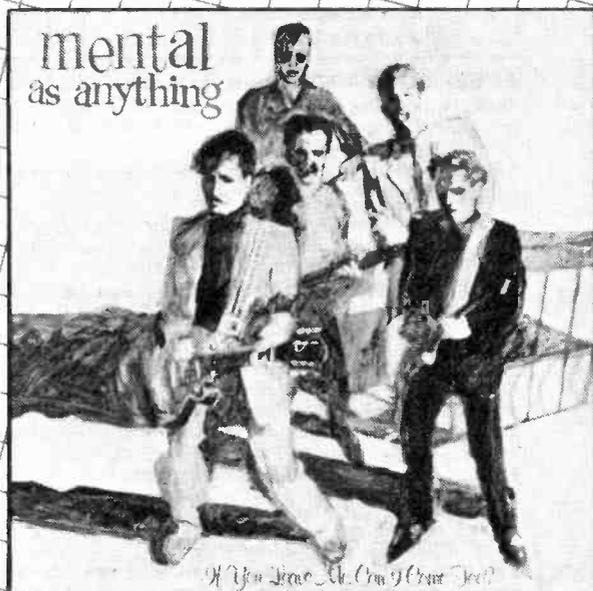
IN CELEBRATION OF AUSTRALIA DAY, COMMEMORATING THE LANDING OF THE FIRST FLEET, WE BRING YOU THE SECOND LANDING... MORE MUSIC FROM THE LAND DOWN UNDER...

mental as anything

I think you'll like Starstruck... coming soon! The soundtrack from the Australian rock and roll comedy smash.



- ▶ THEY WERE ELVIS PRESLEY'S FAVORITE BAND.
- ▶ THEY'VE SOLD MORE RECORDS THAN THE BEATLES.
- ▶ THEY HAVE WON TWENTY GRAMMY AWARDS.
- ▶ THEY HAVE PLAYED IN FRONT OF MORE PEOPLE THAN THE ENTIRE POPULATION OF RED CHINA.
- ▶ THEIR VIDEO WON THE PALME D'OR AT THE CANNES FILM FESTIVAL.
- ▶ THEIR T.V. SPECIAL WAS SEEN BY MORE PEOPLE WORLDWIDE THAN SHOGUN.



Mental As Anything... lying their way through the record business with an album and single that are *truthfully* good! The Album **SP 4921** and the new single **AM 2514** IF YOU LEAVE ME, CAN I COME TOO?



On A&M Cassettes & Records
Produced, engineered and remixed by Bruce Brown and Russell Dunlop for Regular Records Australia
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An Oz Record
Management: Jeremy Fabinyi

5 Reasons Why 1983 Is Going To Be Another RCA Year!

CHR Chart **28**
2 Week Breaker!
A/C Chart **25**
A/C BREAKERS

Hall + Oates "One On One"

CHR BREAKERS

DARYL HALL & JOHN OATES
One On One (RCA)

74% of our reporters on it. Moves: Up 16, Debuts 52, Same 28, Down 0, Adds 73 including WBEN-FM, PRO-FM, Y100, WBBM-FM, CKLW, WGCL, WKTI, KFRC, XTRA, Q103. See Parallels, debuts at number 28 on the CHR chart.



Management + Direction =
TOMMY MOTTOLACHAMPION ENT. ORG.

WBEN-FM 38-35 WHFM deb 35
WCAU-FM deb 34 WRCK deb 30
B104 WPST 36-32
JB105 30 WKEE 33-28
Z93 27 KITY 40-32
WLOL-FM KROD add 27
KBEG add 40 G100 deb 27
WGCL WSEZ 26-22
KEARTH deb 30 WVIC deb 25
KIQQ deb 40 WEBC add
XTRA KMGK deb 29
KIMN KO93 20
Q103 KBBK 30-25

Steel Breeze "Dreamin' Is Easy"

CHR NEW & ACTIVE

KSKD 32-28 KILE add KCBN add
KLUC 22-19 KISR 18-15 KBIM 40-32
WOMP-FM 38-24 KQWB add 23 KTRS add
Q104 29-25 KFMZ 14-11 KCDQ deb 28
WISE 34-31 KDVV 32-27



ONE OF THE
MOST ADDED

Jefferson Starship

CHR NEW & ACTIVE "Winds of Change"

WBEN-FM add	WPST add	WANS-FM add	KO93 add 32	WCIR add	KYTN add
WCAU-FM add	WIFI add	WNOK-FM add	KGGI add	Q104 add 28	KFYR add
KEARTH add	KSET-FM add	WVIC add	KNBQ add	WISE add	WSPT add
KFRC on	G100 add	WNAM add	KBBK add	KKQV add	KRNA add
	WDOQ add	WKAU add	WIGY add	KQIZ-FM add	KGHO add
	WSEZ add	WKDD add	WSQV add	Q101 add	KSLY add
	WCSC add	KFI add	WOMP-FM add	KISR add	KDZA add



CHR
SIGNIFICANT ACTION

Evelyn King "Betcha She Don't Love You"

WCAU-FM add	Y100 17-14	KBFM add	KIDD deb 28	WFMF on
WXKS-FM 9-6	KEARTH 21-16	WBBQ 23-17	KGGI add	WDOQ deb 33
Z93 add	KIIS-FM add	KX104 add	WGUY 18-11	FM100 on
	KIQQ add	WSFL 38-28	Z102 29-15	WSEZ on
	KFRC 30-20	WCSC add	WSGF 10-8	WGH on
	XTRA deb 28	KFI add	KTFM deb 36	KQMQ on
	WTIC-FM add 27	KYNO-FM 25-17	WTIX 39-36	WJAD on



CHR
SIGNIFICANT ACTION
FIRST WEEK ACTION!

Diana Ross "So Close"

KEARTH	KITY	KO93	WSGF
KFRC	WTIX	WACZ	WJAD
XTRA	WZYP	WTSN	KILE
WSPK	WHHY-FM	WZYQ	Q101
WFLY	WSFL	WQLT	KGHO
KC101	KIOA	WAEV	KCBN



NATIONAL AIRPLAY

January 28, 1983



Contemporary Hit Radio

Three Weeks	Two Weeks	Last Week	
1	1	1	1 MEN AT WORK/Down Under (Columbia)
11	7	2	2 BOB SEGER.../Shame On The Moon (Capitol)
10	8	7	3 KENNY LOGGINS/Heart To Heart (Columbia)
14	10	8	4 BILLY JOEL/Allentown (Columbia)
4	3	4	5 P. AUSTIN with J. INGRAM/Baby, Come... (Qwest/WB)
27	16	12	6 CULTURE CLUB/Do You Really Want To... (Virgin/Epic)
2	2	3	7 TOTO/Africa (Columbia)
8	5	6	8 LITTLE RIVER BAND/The Other Guy (Capitol)
5	4	5	9 PHIL COLLINS/You Can't Hurry Love (Atlantic)
29	20	13	10 STRAY CATS/Stray Cat Strut (EMI America)
7	6	9	11 MARVIN GAYE/Sexual Healing (Columbia)
-	30	20	12 LIONEL RICHIE/You Are (Motown)
13	11	11	13 ADAM ANT/Goody Two Shoes (Epic)
26	23	18	14 SAMMY HAGAR/Your Love Is Driving Me Crazy (Geffen)
23	19	16	15 JUICE NEWTON/Heart Of The Night (Capitol)
9	9	10	16 FLEETWOOD MAC/Love In Store (WB)
-	-	26	17 CHRISTOPHER CROSS/All Right (WB)
-	-	27	18 DURAN DURAN/Hungry Like The Wolf (Harvest/Capitol)
18	14	14	19 CLASH/Rock The Casbah (Epic)
28	26	22	20 GLENN FREY/All Those Lies (Asylum)
25	22	21	21 RAY PARKER JR./Bad Boy (Arista)
-	-	29	22 JOE JACKSON/Breaking Us In Two (A&M)
BREAKER	23	23	23 MICHAEL JACKSON/Billie Jean (Epic)
30	27	25	24 LINDA RONSTADT/I Knew You When (Asylum)
-	-	30	25 K. ROGERS & S. EASTON/We've Got Tonight (Liberty)
-	29	28	26 DONNA SUMMER/The Woman In Me (Geffen)
BREAKER	27	27	27 MUSICAL YOUTH/Pass The Dutchie (MCA)
BREAKER	28	28	28 DARYL HALL & JOHN OATES/One On One (RCA)
BREAKER	29	29	29 DON HENLEY/I Can't Stand Still (Elektra)
BREAKER	30	30	30 SUPERTRAMP/My Kind Of Lady (A&M)

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Adult / Contemporary

2	2	1	1 KENNY LOGGINS/Heart To Heart (Columbia)
19	11	5	2 BOB SEGER.../Shame On The Moon (Capitol)
14	8	4	3 JUICE NEWTON/Heart Of The Night (Capitol)
8	3	3	4 LITTLE RIVER BAND/The Other Guy (Capitol)
-	22	12	5 LIONEL RICHIE/You Are (Motown)
12	9	6	6 FLEETWOOD MAC/Love In Store (WB)
1	1	2	7 P. AUSTIN with J. INGRAM/Baby, Come... (Qwest/WB)
23	18	15	8 CULTURE CLUB/Do You Really Want To... (Virgin/Epic)
3	4	8	9 TOTO/Africa (Columbia)
10	7	7	10 PHIL COLLINS/You Can't Hurry Love (Atlantic)
17	13	11	11 MEN AT WORK/Down Under (Columbia)
-	-	18	12 K. ROGERS & S. EASTON/We've Got Tonight (Liberty)
-	24	16	13 NEIL DIAMOND/I'm Alive (Columbia)
20	15	14	14 AMERICA/Right Before Your Eyes (Capitol)
-	-	19	15 CHRISTOPHER CROSS/All Right (WB)
6	6	9	16 EDDIE RABBITT & CRYSTAL GAYLE/You And I (Elektra)
11	10	10	17 BARRY MANILOW/Memory (Arista)
4	5	13	18 AIR SUPPLY/Two Less Lonely People... (Arista)
28	25	21	19 LINDA RONSTADT/I Knew You When (Asylum)
-	-	29	20 POCO/Shoot For The Moon (Atlantic)
-	-	27	21 BILLY JOEL/Allentown (Columbia)
18	16	17	22 TAVARES/A Penny For Your Thoughts (RCA)
21	19	20	23 MICHAEL McDONALD/I Gotta Try (WB)
BREAKER	24	24	24 DONNA SUMMER/The Woman In Me (Geffen)
BREAKER	25	25	25 DARYL HALL & JOHN OATES/One On One (RCA)
27	26	26	26 D. PARTON & W. NELSON/Everything's... (Monument)
BREAKER	27	27	27 STEPHEN BISHOP/It Might Be You... (WB)
BREAKER	28	28	28 JOE JACKSON/Breaking Us In Two (A&M)
5	12	22	29 M. JACKSON/P. McCARTNEY/The Girl Is Mine (Epic)
13	20	24	30 DARYL HALL & JOHN OATES/Maneater (RCA)

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AOR / HOT TRACKS

Three Weeks	Two Weeks	Last Week	
6	2	1	1 DURAN DURAN/Hungry... (Harvest/Capitol)
8	8	4	2 GOLDEN EARRING/Twilight Zone (21/PolyGram)
10	4	3	3 BOB SEGER.../Even Now (Capitol)
1	1	2	4 SAMMY HAGAR/Your Love Is Driving... (Geffen)
3	3	6	5 PRETENDERS/Back On The Chain Gang (Sire/WB)
9	6	5	6 NIGHT RANGER/Don't Tell Me... (Boardwalk)
44	13	8	7 RIC OCASEK/Something To Grab For (Geffen)
24	12	11	8 MEN AT WORK/Be Good Johnny (Columbia)
DEBUT	9	9	9 JOURNEY/Separate Ways (Columbia)
4	7	7	10 PAT BENATAR/Looking For A Stranger (Chrysalis)
13	9	9	11 SAMMY HAGAR/Remember The Heroes (Geffen)
51	18	13	12 TRIUMPH/World Of Fantasy (RCA)
23	15	15	13 VANDENBERG/Burning Heart (Atco)
5	5	10	14 PHIL COLLINS/I Don't Care Anymore (Atlantic)
30	23	16	15 PRETENDERS/My City Was Gone (Sire/WB)
-	42	23	16 GREG KIHN BAND/Jeopardy (Beserkley/E-A)
35	30	19	17 SCANDAL/Goodbye To You (Columbia)
38	27	25	18 FRIDA/I Know There's Something Going On (Atl.)
DEBUT	19	19	19 DEF LEPPARD/Photograph (Mercury/PolyGram)
-	44	31	20 RED RIDER/Power (Capitol)
-	48	35	21 TONY CAREY/I Won't Be Home Tonight (Rocshire)
-	29	22	22 N. SCHON/J. HAMMER/No More Lies (Columbia)
56	38	20	23 NEIL YOUNG/Mr. Soul (Geffen)
2	10	12	24 TOM PETTY.../You Got Lucky (Backstreet/MCA)
21	25	23	25 SAGA/Wind Him Up (Portrait/CBS)
20	16	18	26 STRAY CATS/Stray Cat Strut (EMI America)
7	11	14	27 FIXX/Stand Or Fall (MCA)
-	45	36	28 TRIUMPH/Never Surrender (RCA)
25	20	21	29 FRANK MARINO/Strange Dream (Columbia)
27	36	29	30 TOM PETTY.../Change Of Heart (Backstreet/MCA)

AOR / ALBUMS

4	1	1	1 BOB SEGER.../The Distance (Capitol)
3	2	2	2 SAMMY HAGAR/Three Lock Box (Geffen)
1	3	3	3 TOM PETTY.../Long After Dark (Backstreet/MCA)
7	6	5	4 DURAN DURAN/Rio (Harvest/Capitol)
2	4	4	5 PAT BENATAR/Get Nervous (Chrysalis)
13	9	7	6 GOLDEN EARRING/Cut (21/PolyGram)
5	5	6	7 PHIL COLLINS/Hello, I Must Be Going! (Atlantic)
6	7	8	8 MEN AT WORK/Business As Usual (Columbia)
27	11	10	9 TRIUMPH/Never Surrender (RCA)
26	13	11	10 RIC OCASEK/Beatitude (Geffen)
12	8	9	11 NIGHT RANGER/Dawn Patrol (Boardwalk)
24	12	12	12 NEIL YOUNG/Trans (Geffen)
-	21	14	13 RED RIDER/Neruda (Capitol)
10	10	13	14 SAGA/Worlds Apart (Portrait/CBS)
11	14	15	15 FIXX/Shattered Room (MCA)
18	18	16	16 VANDENBERG/Vandenberg (Atco)
BREAKER	17	17	17 DEF LEPPARD/Pyromania (Mercury/PolyGram)
30	28	22	18 SCANDAL/Love's Got A Line On You (Columbia)
20	25	25	19 FRIDA/Something's Going On (Atlantic)
17	19	21	20 MISSING PERSONS/Spring Session M (Capitol)
15	17	18	21 STRAY CATS/Built For Speed (EMI America)
-	26	20	22 N. SCHON/J. HAMMER/Here To Stay (Columbia)
BREAKER	23	23	23 TONY CAREY/Tony Carey (Rocshire)
9	15	17	24 SUPERTRAMP/Famous Last Words (A&M)
14	20	23	25 JEFFERSON STARSHIP/Winds Of... (RCA/Grunt)
23	22	24	26 FRANK MARINO/Juggernaut (Columbia)
DEBUT	27	27	27 BRYAN ADAMS/Cuts Like A Knife (A&M)
8	16	19	28 LED ZEPPELIN/Coda (Swan Song/Atco)
38	38	36	29 PSYCHEDELIC FURS/Forever Now (Columbia)
19	24	30	30 BILLY JOEL/The Nylon Curtain (Columbia)
22	29	29	31 HALL & OATES/H ₂ O (RCA)
-	-	32	32 JOHN HALL BAND/Searchparty (EMI America)
-	-	35	33 TODD RUNDGREN/Tortured Artist... (Brsville/WB)
25	30	27	34 ADAM ANT/Friend Or Foe (Epic)
39	39	34	35 ENGLISH BEAT/Special Beat Service (IRS/A&M)
21	23	28	36 DIRE STRAITS/Love Over Gold (WB)
28	31	33	37 CLASH/Combat Rock (Epic)
16	27	31	38 J. GEILS BAND/Showtime (EMI America)
29	33	37	39 RUSH/Signals (Mercury/PolyGram)
DEBUT	40	40	40 BLACK SABBATH/Live Evil (WB)

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