

WKTU, KROQ Pull Big Numbers In NYC, L.A. During Winter Arbs

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continued to slump, from 3.1 to 2.9. WNEW-FM continued to make modest gains, moving from 2.1 to 2.2 after a 2.0 in the summer. Rick Carroll-consulted WLIR's new music format has not been faring well, apparently, as the Long Island station went to .5, the same as Island AOR outlet WBAB.

The lone Top 40 outlet on the AM band in N.Y.C., WNBC, rebounded slightly to a 4.1 after dropping from 4.4 to 4.0 in the Fall book, while sister station WYNY continued to hold onto the A/C crown in the city, despite a fall from 5.0 to 4.7. Easy listener WPAT-FM registered a 3.9.

In Los Angeles, all-talk KABC was once again the overall market leader, this time leaping from 5.6 to 6.2, while easy listening and Top 40 stations outpaced AOR to lead all music outlets. Easy listener KBIG strengthened its grip on the #2 overall spot in the market, swelling from 5.1 to 5.3, while Top 40 station KIIS also improved, from 4.4 to 4.7.

New wave "Top 40"/novelty station KROQ-FM pulled away from the AOR pack, stretching from 3.9 to 4.6, while KLOS hung in the race with a jump from 3.7 to 4.0. Meanwhile, onetime AOR powerhouse KMET plummeted from 3.7 to 3.0, widening the gap in what was until very recently a tight race between the three stations.

All-news outlets KFVB and KNX remained level with their fall performance, the former moving up a bit from 4.2 to 4.3 and the latter holding at 3.7.

Among the most improved stations were Top 40 outlet KRTH, which hopped from 2.6 to 3.5, and Golden Oldies-formatted KRLA, which climbed a full share from 1.5 to 2.5. Mellow KOST also made gains in its first book as an A/C station, going from 2.4 to 2.8.

On the country front, KZLA-FM overtook KLAC, as the former moved from 2.1 to 2.3, while the latter went in the opposite direction, from 2.4 to 2.1. KHJ, which recently switched back to Top 40 after two years as the only AM country radio station in L.A., slid from 1.4 to 1.2 (see separate story).

Black Contemporary FMR KACE showed some upward movement, from 1.4 to 1.6, but not quite enough to beat out competitor KJLH, which went from 1.3 to 1.7. AM counterpart KDAY remained level at 1.0.

Further south, in San Diego, beautiful music continued to reign in the Winter '83 Arbs, as Group W's KJQY led the market with a whopping 9.8. The surprise victor among the AORs was XTRA-FM, which scored heavily with its "new music" format,

taking a mammoth leap from 3.5 to 6.2, making it second overall.

As a result, the two established AORs, KGB and KPRI, both dropped, the former more than a share, from 6.6 to 5.4 and the latter from 5.1 to 4.6.

Like beautiful music, adult contemporary also found favor in San Diego's Winter Book as KFMB was up on the upswing, to 5.5 from 4.7. FM A/Cs advanced as well, with KFMB-FM moving from 4.2 to 4.6, KXYX pulling from 3.7 to 4.5, KBZT and KSDO-FM both notching up .6 moves, from 3.4 to 4.0 and 2.8 to 3.4, respectively.

AM News/Talker KSDO also improved, from 4.8 to 5.4.

On the Black Contemporary side, XHRM dropped from 5.7 to 3.3 after improvements in three straight books. Country leader KSON-FM fell back to 2.4 after a 3.1 in the last book, overtaken by rival KCBQ-FM, which pulled to a 3.6 after posting a 2.2 in the last sweep. Its AM sister also moved ahead, from 3.0 to 3.5.

Variety Rules Detroit

Variety programming continues to rule in the Motor City, as Detroit's WJR led with a 9.1, although dipping slightly from the fall sweep's 9.3. Runner-up in the market was beautiful music station WJOL, which also slipped, from a 6.6 to 6.1. A/C station WNIC-FM staged a comeback, from 4.8 to 6.1, to capture the third spot in the market, followed by AOR WRIF, which increased from 5.4 to 5.9. Competitor WLIZ slid from 4.3 to 3.9.

Former AOR station WWWW-FM continued to drop with its country format, from 4.0 to 3.4, as did WCXI-FM, which went from 2.2 to 1.3. WCXI's AM sister, also country formatted, however, posted a gain of .6, from 2.3 to 2.9.

New Top 40 entry WABX posted a 3.5 in its first book, seemingly affecting fellow Top 40s WHYT and CKLW, which went from 4.9 to 4.0 and 2.9 to 2.0, respectively.

Urban Contemporary station WDRQ came back with a 5.9 after a 5.1 in the last book, but Black Contemporary didn't fare so well. WGPR tripped to 1.3 from 1.8, while WLBS backed up to 1.8 from 1.9.

News station WWJ remained constant with a 5.5.

Figures represent average quarter hour listening, all persons, 12 plus, Monday to Sunday, 6:00 a.m. to Midnight. Forthcoming are figures from the Baltimore, Boston, Chicago, Cleveland, Detroit, Houston/Galveston, Kansas City, Louisville, Philadelphia, Pittsburgh, St. Louis, San Francisco, San Jose, Seattle/Everett/Tacoma, Tampa, St. Petersburg and Washington D.C. markets.



ON HIS OWN — Mirage recording artist Paul Barrere recently embarked on a national headlining tour to support release of his "On My Own Two Feet" LP. Before starting the tour, the performer rehearsed in Cincinnati, where he also did interviews, including one with WSKS. Pictured standing are (l-r): Marty Bender, MD, WSKS; Barrere; Mike McConnell, PD, WSKS; (kneeling) Bill Heltemes, Atlantic Records; and Mike Wheeler of Barrere's band.

30,000 Expected For 61st NAB Meet

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Fowler, who is set to deliver his thoughts on deregulation during the closing meeting. Senate majority leader Howard Baker (R-Tenn.) and James C. Miller III, chairman of the Federal Trade Commission, are also slated to give luncheon speeches during the course of the four-day meet.

Other highlights of the NAB gathering include:

- The presentation of the association's Distinguished Service Award to former NAB president Vincent T. Wasilewski, a partner in the Washington, D.C. communications law firm of Dow, Lahnes & Albertson.

- The general session, covering how to increase the nation's productivity rate, moderated by commentator Howard K. Smith. Panelists Tackling the topic are Labor Secretary Raymond J. Donovan and AFL-CIO Secretary-Treasurer Thomas R. Donahue.

- A congressional panel moderated by CBS News Defense Department correspondent Bill Lynch, set to touch on national defense policies such as military spending, arms control and the MX missile system.

- The presentation of the Grover C. Cobb award to Jack Rosenthal, president, Broadcast Division, Harriscope Broad-

casting Corp. of Casper, Wyoming for his unusual dedication to improving broadcasting's relationship with the federal government.

While much of the activity will be taking place at various luncheons and seminars, the exhibit floor of the Convention Center is almost certain to be abuzz with movement and action as well. The center's 350,000 square feet will be stuffed with a record number of exhibitors displaying the world's most extensive roundup of commercial broadcasting equipment. Of all the exhibitors, Sony Corp. is expected to host the most elaborate display booth, said to be nearly 14,000 square feet in size. In the display, Sony will publicly bow its high-definition television system with live demonstrations of the unit and one-inch digital VTR technology. The demo is for educational purposes only, as neither new broadcast innovation is ready for the marketplace.

In addition to the display floor extravaganza, NAB will also hold sessions on digital sound, teletext, Spanish language radio, minority programming, children and television, low power television and sales.

The NAB serves a membership of over 4,500 radio and 690 television stations, including all of the major networks.

NAB Convention Agenda

(All activities are in the Las Vegas Convention Center unless otherwise specified)

April 10 — Sunday

- 9:00 a.m. — Opening of commercial broadcasting equipment display — Exhibit halls
- 3:00 p.m. — Address by NAB President Edward O. Fritts — Pavilion, Las Vegas Hilton
- 3:30 p.m. — Presentation of NAB Distinguished Service Award — Pavilion, Las Vegas Hilton

April 11 — Monday

- 12:30 p.m. — TV Luncheon address by Senate Majority Leader Howard Baker, Jr. (R-Tenn.) — Ballroom, Las Vegas Hilton
- 2:30 p.m. — Congressional broadcast deregulation panel — Room A-4
- 4:00 p.m. — Congressional broadcast deregulation panel — Room A-4
- 4:00 p.m. — Congressional national defense panel — Room A-1

April 12 — Tuesday

- 11:00 a.m. — Conversation with James C. Miller, III, chairman, Federal Trade Commission and NAB Board Chairman William L. Stakelin — Room A-2
- 12:30 p.m. — Radio luncheon address by Congressman Timothy E. Wirth, chairman, House Telecommunications Subcommittee — Ballroom, Las Vegas Hilton
- 12:30 p.m. — Presentation of NAB Engineering Award — Pavilion, Las Vegas Hilton
- 12:30 p.m. — Engineering luncheon address by Dr. George H. Brown, former RCA executive vice president for patents and licensing — Pavilion, Las Vegas Hilton

April 13 — Wednesday

- 8:30 a.m. — Address by Senator Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee — Room B
- 9:40 a.m. — Federal Communications Commission commissioners — Room A
- 10:45 a.m. — Film address by President Ronald Reagan — Room A
- 10:50 a.m. — Productivity panel with Labor Secretary Raymond J. Donovan and AFL-CIO Secretary-Treasurer Thomas R. Donahue — Room A
- 12:30 p.m. — Luncheon address by FCC Chairman Mark Fowler — Ballroom, Las Vegas Hilton



WHEN YOU PHONING IN, RED RIDER — Capitol Records act Red Rider showed up to take calls on the syndicated phone-in program called Rockline, which was broadcast from Chicago's WLUP during the band's tour with Pat Benatar. Pictured here are (l-r): Jay Hart, Capitol AOR; Bob Geims, WLUP jock; Tom Cockrane, Red Rider; Glen Collet, sound engineer; Karen Meuhlhausen, Rockline; Cindy Tollin, producer, Rockline; Kevin Carroll, Capitol; Jeff Jones, Red Rider; Greg Salk, WLUP program director.