

# Radio & Records

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JULY 16, 1982

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## ROBERTS PROMOTED

### Solar Sets Harris As President

Ray Harris has been named President of Solar Records and Executive VP of Dick Griffey Productions, coming from the Division VP/Black Music position at RCA. At the same time, Virgil Roberts has been promoted to President of Dick Griffey Productions, from Executive VP/General Counsel of the Griffey companies. Both Harris and Roberts report to Chairman Dick Griffey.



Ray Harris

Griffey commented, "I am proud to announce the appointment of Ray Harris... In his new post, Harris's primary responsibility will be to coordinate and supervise the day-to-day marketing and administrative operations of the DeCARO EXITS

## AFTER 16 YEARS

### Holberg Named VP/GM At WFIL & WUSL

Bruce Holberg has been named VP/GM at LIN's Country-formatted WFIL & WUSL/Philadelphia, following 2½ years as VP/GM at AOR WMET/Chicago. Holberg replaces longtime VP/GM Jim DeCaro, who leaves the station after 16 years. DeCaro cited "philosophical differences" as the reason behind his exit.

LIN Group VP Dick Verne told R&R, "Bruce has had a very successful career in the Metromedia chain. We're delighted to have him join LIN Broadcasting and we're expecting terrific things in Philadelphia."



Bruce Holberg

HOLBERG/ See Page 22

## WINS APPROVAL FOR 48-STATION SHIFT

### Cuba Poses New AM Threat

An international broadcasting agency has stunned U.S. officials by tentatively approving Cuba's bid to shift frequencies of 48 stations, many of which will cause severe new interference to American stations.

The approval is a shock because the U.S. delegation to last fall's Western Hemisphere AM conference in Rio de Janeiro won a vote killing the Cuban shift. Cuba was so angry it stormed out of the conference and refused to sign the resulting Region II AM treaty.

"The U.S. didn't just smile and

record company, as well as to assist in various activities of Dick Griffey Productions. These corporate changes were necessitated in order that I may remain closer to the creative aspects of Solar/DGP." Griffey will continue to oversee Solar's A&R operations.

Harris stated, "Dick Griffey is one of the most dynamic and talented individuals I have known... His unflinching commitment to music and the community has been phenomenal. It is particularly rewarding to know that in the past I have had the opportunity to... somewhat contribute to the

SOLAR/ See Page 22

## STATION TO GO AOR IN AUGUST

### U.S. Broadcasting Takes Over KMPX

U.S. Broadcasting officially became the new owner of KMPX/San Francisco last Friday (7-9), as the \$5.5 million transaction between USB and Golden Gate Radio was completed with FCC approval. USB principal and Chief Operating Officer Les Elias will serve as KMPX's new VP/GM. Charlie Warner, another principal, as well as CEO of the company, will be interim GSM at the station.

Both Elias and Warner have extensive broadcasting experience, with Elias having been GM of WLUP/Chicago, Central Division Manager of Arbitron, Station Manager/GSM of WKQX/Chicago, and GSM at WCLR/Chicago. Warner managed WNBC/New York, as well as WKQX & WMAQ/Chicago.

## New PD, New Format

Elias told R&R that Bob Heymann would be KMPX's new PD. "I've worked with Bob since WKQX," Elias said. "He also did research for us at the Loop. I respect his programming skills and his ability to do the job."

Heymann, who programmed WQDR/Raleigh and WKQX

## SNAKESKIN NEW PD, CARROLL CONSULTS

### KROQ's Carroll Taking Format Nationwide

KROQ/Los Angeles PD Rick Carroll relinquished that position this week to establish his own consultancy built around the wide-ranging "new music" AOR format at KROQ. KROQ is the new firm's first client, and Assistant PD/air personality Freddie Snakeskin (Scott Campbell) becomes the station's new PD. Carroll's firm, of which KROQ is a part-owner, is called Carroll, Schwartz & Groves, with former Elektra/Asylum National Album Promotion Director Marty Schwartz



Rick Carroll Freddie Snakeskin

coming in as a partner and handling sales, and KROQ MD Larry Groves named National MD for the company in addition to his present duties.

Carroll, PD at KROQ for over three years and former programmer at KEZY/Anaheim, KKDJ/Los Angeles, plus KNDE and KROY/Sacramento, told R&R, "It's a dream come true. After 20 years in this business, I'm eager to get into this new aspect of my career. Radio has gotten pretty boring; so many of the artists AOR plays are physically dead and others are inactive. Where is tomorrow's music going to come from? How long can you keep that stuff in key rotations before you reach a point of diminishing returns?"

## ROQ Music "Pop Music"

"We've developed a format that I call 'ROQ music.' It's a cross-over format that's more than just AOR. We want to share it with the rest of the country. The music is basically pop music. It's not really new wave, AOR, or Top 40."

Along similar lines, Schwartz told R&R, "Now the time is right to explode this music and the ROQ format nationally. As our audience grows up, so does the longevity of the format. We also feel it's perfect for CHR — it's the best of

KROQ/ See Page 22

## Wolfson New VP/FM At WKHK

George Wolfson has been appointed VP/GM at Viacom's New York Country station WKHK, replacing Don Boyles, who resigned last week. Wolfson was most recently Executive VP/GM of Blair Radio.

Viacom Broadcasting President Paul Hughes told R&R, "I think George is a terrific guy. He's very knowledgeable about the radio business. I George Wolfson think he'll be an asset to the radio station."



Wolfson asserted, "Let me kill any rumors about us getting out of the Country format. I just went out and bought a pair of boots. We're not changing formats. We've got a pretty good staff of people as it is now. I think they're showing great progress and I hope to stimulate them more. I'm extremely excited to be with Viacom, which I think is a very aggressive, growth-oriented company. I'm thrilled to be with the radio station, which I think is on the verge of a tremendous growth period."

## BUTTICE, FIELDS EXIT

### Four Executives Depart E/A

Four ranking executives at Elektra/Asylum Records exited the label this week. Departing are Sr. VP/A&R Kenny Buttice, VP/Special Products Oscar Fields, East Coast General Manager Mel Fuhrman, and East Coast Artist Development Director Ralph Ebler. The positions have not been filled as yet. An E/A spokesperson said, "We're facing the realities of the marketplace and the economy, and we're adapting to them. At Elektra/Asylum that just means that we're getting leaner and meaner."

# “We expected the Research Group to be helpful, but the results even surprised us.”

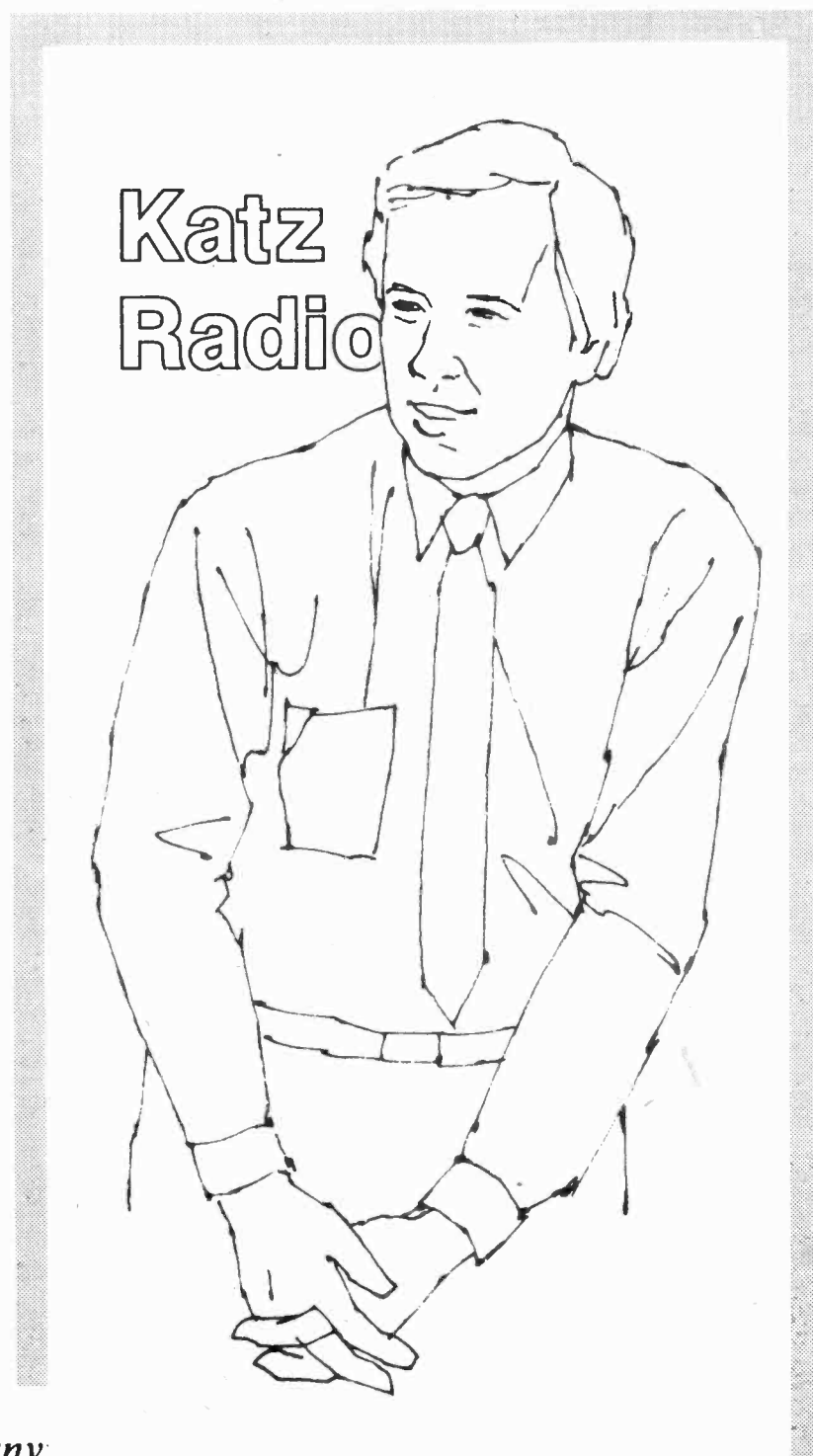
“Before we started working with the Research Group at our station — about 3 or 4 years ago — I honestly thought they just did perceptual research like other research firms. We’ve found since then that what has made their clients — and our Katz stations — successful was not just the research; it goes far beyond that.

The Research Group is the only company that has the grasp of marketing warfare to work with each one of our management team — and all of us at the corporate office — to take the information and develop it into a winning strategic team.

I had heard that the Research Group was excellent and we expected them to be helpful, but the results even surprised us. Not only in Arbitron shares (like our WZZK in Birmingham going from a 5.3 to a 17.7), but in *bottom line dollars* . . . It’s been tremendous.

Now we have the Research Group on an exclusive long term basis in all of our markets — for all our formats. We consider them partners in the management of the Katz radio station. I wouldn’t want them against me at a competing station.”

*DICK FERGUSON, President  
The Katz Broadcasting Company*



In almost every field there is a company that has *earned* a reputation as the leader.

# The Research Group

*Radio's Strategic Research Team*

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**What's New For You**

Meaningful studies, useful services, new products of interest, and lighter items just for the fun of it... each week in R&R's one-of-a-kind What's New page.

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**ABERLE UPPED TO RAR VP POST**

**Balthrop Becomes WPNT VP/GM**

Connie Balthrop has been appointed VP/GM at Group W's WPNT/Pittsburgh, succeeding Jim Aberle, who moves to VP/Marketing & Development for the company's RAR rep firm. Balthrop was most recently Controller for Group W's WINS/New York.

**LETTER**

**ASCAP "Double Dipping" Reduces Radio Sympathy On Home Taping**

Dear R&R:

As a radio broadcaster, I find it difficult to support the music industry's attempt to obtain blank tape royalties while highly significant parts of the music industry are committing acts inimical to the interests of all radio broadcasters.

I refer, of course, to the Gap case in which ASCAP maintains that retail merchants must pay license fees for playing radio stations for in-store customers.

While the Supreme Court decided that ASCAP (and presumably BMI and SESAC) could legally collect such license fees, the licensing organizations' pursuit of this revenue stream will undoubtedly result in lower radio listening levels to the detriment of the entire radio industry.

Therefore, I am not inclined to look very favorably on the "Coalition to Save America's Music" campaign for blank tape royalties until the music licensing organizations are willing to give radio relief from this obvious double-dipping. Having been paid once for the right to broadcast music, it does appear rather unreasonable that the licensing organizations should collect a second time for the right to listen to what is broadcast.

Julian Breen  
 VP/Radio Programming  
 Greater Media, Inc.

**United Stations Sued By Air Personality**

Former WHN/New York air personality Dana Lauren has filed a \$200,000 lawsuit against United Stations claiming that she was hired for the firm's satellite format (Country Music Network) "when they knew full well that they weren't going to be able to make the thing work." CMN was postponed just a few days before its scheduled mid-May start-up.

Lauren told R&R that she gave up her job at WHN and turned down an offer of employment at another station in order to join CMN. She further charged, "They were using names like mine and Mike Fitzgerald's to pull the whole thing together. They weren't ever really ready to go at all, and I don't think they should be able to get away with treating people like that." Lauren also indicated that she would not be the only one filing legal action against United Stations. "As far as I know, I am the first air personality to file, but I do believe there's more coming," she said.

United Stations President Nick Verbitsky told R&R that Lauren's suit was "absolutely without merit." As an example of United's good faith, Verbitsky said, "(United VP/Programming) Ed Salamon has been attempting to help (Lauren) find employment, but to date she has chosen not to accept."

Dick Harris, President of Group W Radio, commented, "With WPNT now showing strong signs of growth, Jim Aberle has successfully completed the assignment he undertook in 1979... We appreciate the job Jim has done and are delighted he will once again bring his considerable talents to bear on our national sales effort. Connie Balthrop's experience as VP/GM of WAMO & WYJZ/Pittsburgh and her recent service as Controller at WINS make her ideally suited for her new post. We're extremely pleased she has accepted the challenge of building on the promising beginning made by Jim Aberle and the entire WPNT staff."

Aberle became VP/GM at WPNT in April 1979 and supervised its Beautiful Music format. He was previously VP/Marketing Services at RAR and spent ten years there following TV sales work in the midsixties. Balthrop was Controller at WINS for slightly under a year, after serving as VP/GM at Sheridan's WAMO & WYJZ and as VP/Finance & Administration for the corporation.

**FRESH FROM VICTORY**

**OVER AFTRA**

**Tuesday Productions Takes On SAG**

Less than two months after winning a \$9.3 million judgment against AFTRA, Tuesday Productions has filed a similar action against the Screen Actors Guild (SAG). The new suit charges that SAG engaged in a group boycott directed at the San Diego-based jingle and commercial production company.

The original suit against AFTRA was an antitrust action based upon illegal provisions in AFTRA's national television and radio recorded commercials contracts. SAG's contracts for the years 1975, 1979, and 1982 are identical to AFTRA's. All commercials recorded on film fall under the auspices of SAG, while all commercials recorded on audio or videotape fall under AFTRA's jurisdiction.

Last week, U.S. District Court Judge Judith Keep denied three AFTRA motions designed to overturn the jury award in the original action. At the same time, Judge Keep awarded Tuesday over \$1.1 million in attorneys' fees, bringing the total award to over \$10.5 million (R&R 7-9).

No figure was stated in the Tuesday complaint against SAG, but the company is seeking damages for lost profits in the past, future profits and increased marketing expenses incurred in fighting the alleged boycott.

**MUSIC OF YOUR LIFE LABEL**

**Al Ham Sets Record Deal With CBS**

Al Ham, creator and syndicator of the widespread Music Of Your Life pre-rock/Big Band radio format, will now take that approach to the record medium via a newly-created record label, also called Music Of Your Life. The label will be distributed and packaged by CBS Records Special Products, and will feature middle of the road music in line with Ham's radio format.

Ham, who was a producer at Columbia for many years, working with Tony Bennett, Johnny Mathis, and the original cast albums of "My Fair Lady" and "West Side Story," commented, "We're proud of our valued new association with CBS and happy that we'll be able to make this timeless music readily available to our family of stations for use within their markets."

**BASED IN NASHVILLE**

**Lovelace Capitol/EMI's New Country Promotion Director**

Paul Lovelace has been appointed National Country Promotion Director for Capitol/EMI-Liberty Records, based at the label's Nashville offices. Lovelace replaces Gerrie McDowell, who returns to Dallas to do regional country promotion, reporting, along with Atlanta-based Steve Powell, to Lovelace.

Lovelace most recently handled West Coast Regional Country Promotion duties for MCA, previously earning extensive promotion experience during his industry career. He told R&R, "I've really enjoyed my time with MCA. I have every warm feeling for those folks; they are the best. At the same time, I'm really looking forward to my duties at Capitol/EMI/Liberty, and know that I've got a great staff to work with."

EMI/Liberty VP/Promotion Dick Williams told R&R, "Speaking on behalf of everyone at the company, we are all delighted to have Paul join our staff. His 15 years experience in country music will be welcomed by both Capitol and EMI/Liberty."

**Le Mel Promoted To Sr. VP At Boardwalk**

Gary LeMel has been promoted to Sr. Vice President of Boardwalk Records, moving up from VP/A&R and Publishing and taking on a broader role in managing the label's West Coast office.



Gary LeMel

Boardwalk President Irv Biegel commented, "Gary's position has always been a pivotal one at Boardwalk, and this new title reflects the depth as well as the breadth of his importance to us." Company principal Joyce Bogart added, "The rapport he's built with Boardwalk's artists has led to some wonderful collaborations. Because he's also had experience as a recording artist and producer himself, he's got a wide perspective. He's a great asset across the board."

**LAPA HEADS "GRID 1"**

**Burkhart/Abrams Forms New Sales Consultancy**

Steve Lapa has been tapped to head up a news sales consultancy, GRID 1, to be offered by the Burkhart/Abrams & Associates organization. The emphasis, according to Lapa, will be on customized help.

The difference between this service and others is the usual "emphasis on training versus our stress on actual performance of street people and offering analytical assistance to management," Lapa told R&R.

Lapa was formerly GSM at WVCG & WYOR/Miami, GM at WYNF/Tampa, and Station Manager of WGRQ/Buffalo.

# Washington Report

## NPR Slams Administration's Public Broadcasting Stance

When the special commission looking into alternatives for funding public broadcasting submitted its final report to Congress last week, the Reagan administration attached a statement questioning whether public television and radio are worth saving.

NPR President Frank Mankiewicz said he was dismayed by the views of the National Telecommunications and Information Administration (NTIA). "They are singularly at variance not only with the facts, but with the broad bipartisan consensus developed by the rest of the Commission," said the NPR chief. "We cannot be saved by abstract theories of how telecommunication services might be provided. Our stations would be dark long before such theories could be proved."

The commission, headed by FCC Commissioner Jim Quello, said only continued federal funding can preserve the public broadcasting system in the near future.

### INTERVENES IN LICENSE CASES

## ALF Slams Citizens' Groups

The American Legal Foundation launched a blistering attack on the National Black Media Coalition and other citizens' groups challenging radio and TV licenses. General Counsel Daniel Popeo, stating the ALF will intervene on behalf of 17 radio stations and six TV outlets under challenge by the NBMC, asserted, "The time has come to put an end to vociferous special interest groups harassing broadcasters and dictating programming and hiring decisions." He said the ALF will "vigorously oppose" tactics used by the NBMC, the Media Access Project, United Church of Christ, and the National Citizens' Committee for Broadcasting "to pressure broadcast stations to comply with their whims." The ALF is a nonprofit legal research center "dedicated to limited government intrusion in the communications industry."

## Wirth Subcommittee Ready To Move On Radio Deregulation

An aide to House Telecommunications Subcommittee Chairman Tim Wirth (D-CO) predicts radio deregulation is the next item on the panel's agenda. Roberta Weiner told R&R the subcommittee will begin serious consideration of deregulation

as soon as it completes work on a common carrier rewrite — possibly by the end of this week. According to Weiner, the likely starting point for action will be NRBA's proposal for 50-year radio license leases. Weiner says the idea has "a lot of support" on the subcommittee.

### STATION BACK ON AM

## Radio Marti Advances In House

The \$17 million bill creating Radio Marti to broadcast into Cuba cleared the House Commerce Committee Tuesday (7-13). It's expected to go to the House floor for a vote before Congress begins its August break.

In a major victory for the Reagan Administration, the committee knocked out a provision that would have kept Radio Marti off the AM band. On a 22-18 vote, the committee adopted an amendment by Rep. Matthew Rinaldo (R-NJ) giving NTIA, in consultation with the FCC, authority to put the propaganda station on whatever band and location it chooses. Rep. Tim Wirth (D-CO) lost his attempt to give that authority to the FCC in order to give AM broadcasters some input. When the bill goes to the House floor, a serious effort will be mounted to reverse the Rinaldo amendment.

### MOVE STIRS CONTROVERSY

## Fritts Entry Jolts NAB Search

Citing the "limited field of candidates" and his family's new willingness to move to Washington, NAB Joint Board Chairman Eddie Fritts announced his candidacy to become NAB President.

His surprise announcement came just as the search committee was about to begin interviewing five candidates. Fritts resigned as head of the panel and was interviewed himself. He told R&R, "As a candidate I would feel more comfortable if two or three names are submitted to the full board."

Because Fritts had a hand in appointing the search committee, at least two NAB Board members demanded that a new search process be undertaken and that Fritts resign as Joint Board Chairman.

But an R&R spot check of board members turned up general confidence that the process has not been compromised, and that presenting more than one name for the board's consideration would remove any suspicion.

TV Board member William Dunaway and

### QUESTIONS RECEIVER QUALITY

## Industry Group Tries To Stall FM Drop-Ins

A group of broadcasters, engineers, and attorneys who advise the FCC on radio matters this week (7-12) asked the Commission to wait at least five months before voting on a proposal to create a large number of new FM stations (Docket 80-90).

The Advisory Committee on Radio Broadcasting petitioned the FCC to reopen the record, closed for over a year. The committee wants to submit new studies showing that the proposed FM expansion would create severe new interference problems. In one of the studies, the panel warned, "potential increases in new stations must be balanced against the full range of costs they impose upon the public and the industry."

However, the radio group was careful to avoid the appearance of merely attempting to protect broadcasters from new competition, a charge that was made when the industry opposed 9kHz spacing last year.

### FM's Already Too Close?

One of the group's studies focused on the quality of FM receivers now in use. It concluded that sets are of poorer quality than previously believed, stating that at the outer edge of an FM station's protected signal, most sets produce programming of only "listenable but poor quality."

Committee member Wally Johnson of the engineering firm Moffet, Larson & Johnson

told R&R, "What the report does is question the quality of FM service we're getting because of the mileage separations we have now. I think you can draw the conclusion based on that study there's a real question whether mileages between stations can be reduced."

Docket 80-90, which the FCC has reportedly been preparing for a vote within several weeks, proposes to shoehorn more FM stations onto the dial by reducing the mileage separation between many stations, creating two new classes of FM's, using directional antennas, and permitting small Class C outlets on channels now reserved for B and C stations.

It's uncertain whether the FCC will agree to the request that the record be reopened 90 days for additional comments and 60 days for replies. Several FCC Commissioners have reportedly been under pressure to move ahead from groups eager to begin competing for the new FM's. Docket 80-90 would open up. Also, some broadcasters support the plan because it might permit them to move their FM antennas a few miles to better locations.

for presentation to the Board of Directors meeting in Chicago August 9. Stakelin said the "door has been left open" for other possible candidates to be interviewed. Indeed, Fritts said he believes Rep. Marc Marks (R-PA) will appear before the committee.

### Directors Praise Fritts

Here are some other reactions from members of the NAB Radio Board:

- Chuck Cooper, WKOR/Starkville, MS: The search has not been compromised, Fritts enjoys strong grass roots support among broadcasters, who feel he "has been baptized in fire" by carrying a rate card on the streets.

- Edward Giller, WFBG/Altoona, PA: "I'm glad that he did announce his candidacy. He's certain on a par with the other candidates and is worthy of serious consideration."

- Robert Hiker, WCGC/Belmont, NC: Fritts is "very qualified," although his 11th hour bid "puts the search committee on the spot."

- Doug Stephens, KDEN/Denver: Fritts is "an appropriate candidate to consider." The NAB Board should pass judgment on the integrity of the search process when it meets August 9.

- Cullie Tarleton, Jefferson-Pilot VP/Radio: The search process is "not tainted." He added, "Had there been a candidate that the industry had really rallied behind, I don't think that he would have done it."

- Dick Oppenheimer, KIXL & KHFI/Austin questions whether Fritts' timing was "judicious" and believes the search committee should present at least three names. Single recommendations would be a "wrong approach."

- Hal Close, WKNE/Keene, NH: "This has complicated and politicized the process." Many New England broadcasters are concerned "about the way it was handled."

- One director who preferred anonymity believes the Fritts flap will aid the candidacy of NAB Exec. VP/GM John Summers.

a Radio Board member who prefers to remain unidentified believe the search committee should be disbanded. "The committee is operating under a real cloud," said Dunaway, while the other member said Fritts, while an effective Chairman, lacks the depth to be NAB President.

### Final Choice August 9

Radio Board Chairman Bill Stakelin, who now heads the search committee along with TV Chairman Gert Schmidt, told R&R, "I have no doubts about us going forward with what we feel is the best recommendation. I feel the search committee consists of men of very high integrity."

He expects the group to complete its recommendations August 3 in Washington,

the deal was carefully scrutinized because of Burden's past record. The staff was satisfied with a carefully planned arrangement to assure that DeSmidt, and not Burden, would remain in control as the licensee.

The Star Stations taken away from Burden in 1975 were WIFE-AM & FM/Indianapolis, KOIL-AM & FM/Omaha and KISN/Portland. Burden's misconduct included attempting to bribe zoning officials, intimidating and harassing ex-employees who testified against him in the FCC proceedings, hyping ratings and using misleading audience surveys, slanting news for and against candidates, and giving thousands of dollars in free airtime to a U.S. Senator and then covering up the arrangement.

## Don Burden Returns To Radio

Seven years after the FCC found him guilty of a "reprehensible course of misconduct" and took away his licenses for five Star Stations, Don Burden has returned to radio station ownership and management.

R&R has learned that in April Burden quietly acquired 49% of the stock of KPEN/Los Altos, CA and became General Manager. Since Burden didn't buy a controlling interest in the station, the move didn't require FCC approval.

Originally, Burden applied to buy 100% of KPEN, which would have needed the Commission's okay. Troubled by Burden's past record, the Commissioners personally heard oral arguments on the purchase in January. They decided more information

was needed and designated the application for hearing.

Burden told R&R that KPEN's "financial condition was deteriorating" so rapidly that owner Frank DeSmidt couldn't hold out through a lengthy FCC inquiry. "He got to the point where he wasn't going to be able to make payroll," Burden explained, "so rather than have the whole thing go down the drain, I acquired 49%."

Although the transfer didn't need FCC approval, several Commission officials said

# “WE CAN GET ‘EM TO LISTEN”

—Chuck Blore and Don Richman

Our “Remarkable Mouth” commercials gained more audience for more radio stations than any television commercial in radio history! Since then, we have become even more expert in “getting ‘em to listen.” Considering the cost of television advertising, you want to be damn sure your commercials are gonna work.

These work.

Our “Chimps” campaign gets immediate, irresistible, talk-of-the-town type of impact wherever it plays.

Our incredibly provocative “Deborah” campaign, already tested and proven on ‘Adult Contemporary’, ‘Beautiful’ and ‘Country’ music formats brings undeniable taste and quality to a station’s image.

And now, our “Janitor’s Fantasy” is making broadcast history by becoming the fastest selling spot ever made. It’s consistently #1 in focus groups on “Most Entertaining” and “Call Letter Recall.”

We get people to listen. Your programming keeps them. Let’s do it together.

Call Gary Stone at . . .

*Chuck Blore & Don Richman Incorporated*  
*1606 N. Argyle, Hollywood, California 90028 (213) 462-0944*

# What's New

Edited by Gail Mitchell

## Firm Debuts Direct Mail Promos

The concepts of forced listenership and direct mail marketing aren't new, but more and more stations are capitalizing on the tandem benefits of both with increased station awareness and improved ratings the targeted goals. **American Advertising Service** has worked with direct mail marketing for 40 years and is ready to begin producing direct mail promotional packages for radio stations.



Pictured above is a sample of its work, a "Ticket To Ride Sweepstakes" in conjunction with **YES 95(WYYS-FM)/Cincinnati**. AAS claims its one advantage over its competition is cost; it's inexpensive in comparison because the prices are dependent upon the needs of each individual client and stations can sell space to clients, too. The firm offers a station the opportunity to design its own piece or take advantage of its full-service art department. A market analyst team determines the demographic characteristics of the market, with AAS guaranteeing total market saturation through access to resident files. A checks and balances system complete with control numbers has been devised to eliminate errors and keep the contest running efficiently. And, as part of the promotion, listeners must tune into the station to win the various prizes.

For more details contact **Michael Eisele**, Sales Consultant Radio/Cable, at (513) 542-7700.

## ABC, CBS, RCA STILL TOP 3

### Top 100 Media Companies Ranked

Once again, **Advertising Age** has compiled its second annual list of the "100 Leading Media Companies" for 1981. The top ten stayed essentially the same with several minor positioning shifts. Maintaining their 1980 1-2-3 punch are **ABC, CBS, and RCA Corp. (NBC)**. ABC's media revenues rose only 4.3%, representing the smallest increase among the top 25. CBS, however, doubled that with a revenue rise of 8.7%, while RCA Corp. posted a revenue hike of 6.5%.

The remaining top ten are 4) **Time Inc.** (4 in 1980); 5) **Times Mirror** (7); 6) **Gannett** (6); 7) **S.I. Newhouse & Sons** (5); 8) **Knight-Ridder Newspapers** (9); 9) **Hearst Corp.** (8); and 10) the **Tribune Co.** (10). Others in the top 25 with radio holdings include the **New York Times Co.**, number 11; **Capital Cities Communications**, 15; **Metromedia Inc.**, 20; **Cox Communications**, 21; **Meredith Corp.**, 23; and **Westinghouse Electric Corp.** at 24.

## Inflate Station Visibility



For this summer and when you're planning for next summer's promotions, you may want to consider Wham-O's "Super Balloon." It's 10 feet of break-resistant polyethylene inflated by running with it, holding it in the wind, shaking it up and down, or whirling it around. The Super Balloon can be folded into animal sculptures, thrown, or bounced off walls while at the same time your logo bounces repeatedly into the players' minds.

Direct inquiries to **Pat Kuthe**, Box 4, 835 East El Monte St., San Gabriel, CA 91778-0004; (213) 287-9681. Minimum orders start at 5000 pieces.

## Business Letter Costs Up

It seems nothing is immune from the clutches of the present-day economy — even your typical business letter. So the next time you call your secretary in for some dictation, remember this bit of trivia. The **Dartnell Institute of Business Research** states the average business letter now costs \$7.11, a 7.2% boost over 1981. Breaking that down further you have dictator's time, \$1.86; secretary's time, \$2.03; non-productive labor, 58 cents; fixed charges, \$2.02; material costs, 24 cents; and mailing cost, 38 cents.

## BUDGETS UP 11%

# BPA Surveys Promo Directors

Forty-two percent of the radio and television stations across the country averaged promotional budget increases of 11% over the previous year. But the other side of that story also indicates the majority of these stations' budget hikes didn't keep in step with inflation, while 11% posted budget reductions. These figures stem from a survey of 1100 radio/TV stations conducted by the **Broadcasters Promotion Association** and the Center for Communication at San Diego State University.

Other notable findings:

- Larger-market commercial radio and TV stations believe they have adequate budgets for the job; the reverse predominated in smaller markets.
- Educationally, a 1976 poll showed 39% of the broadcast promotion directors group as being college graduates; current survey shows rise to 75%.
- In 1976 25% of the promotion directors were women; now that stands at 36%.
- 90% like or love their jobs.
- Salarywise, many women are reaching a par with their male counterparts. More promo people stated they earned upwards of \$35,000 with a small yet significant percentage attaining \$50,000 or more annually.

Coincidentally, in a study done by **R&R**, promotion directors' salary ranges in the various radio markets were as follows: 1-10, 50%, \$15-25,000 and 50%, \$25,000+; 11-30, 75% fell in the \$15-25,000 range; 31-50, 54% also hit the aforementioned wage bracket; 51-100 it was evenly distributed with 50% at \$12-15,000, 50% in the \$15-25,000; and 100+ found the majority (50%) bringing home \$12-15,000.

## Arista, RCA Form Video Team

**Arista Records** and **RCA Selection** have entered into a video partnership with RCA producing/distributing projects featuring the label's artists. Desiring to branch out rather than limiting themselves to just the videodisc medium, both firms are directing their joint efforts at the cable, syndicated TV, and homevideo markets in the U.S. and overseas. The non-exclusive agreement is touted as the first between a record company and a non-affiliated video software company.

Under the initial contract, Arista and RCA will develop three to six projects during the next year, at least one of which will appear within the next six months. **Rick Dobbis**, Arista's Sr. VP/Artist Development, pointed out the only label-sponsored venture currently on the drawing board is by the **Kinks**. However, that's been postponed until the group completes the recording of their next album. Besides making a profit, Dobbis said the label also hopes to promote its artists' careers.



NO-ANTENNA RADIO

## Club Ignites Fun Frequency

One "radio station" in Atlanta has set up shop in a unique location — a restaurant/bar. Under the direction of programming consultant **Lanny West**, former PD of **Y102/Montgomery** and MD of sister station **WHHY**, Atlanta's Confetti will stop playing programming tapes from 4-9pm this week to begin live operation of "Confetti Radio," or radio with no antenna. Capitalizing on its customer-drawing potential plus the idea that clubs do sell records, the "foodrinkery" (as described by West) offers record companies the chance to gain additional exposure for their product.

The way Confetti Radio proposes to do that is by playing oldies, reissues, LP cuts, and new releases for its patrons, just like any other run-of-the-mill radio station, including weekly additions and drops to the playlist. There will be an announcer, weather reports, concert updates, commentaries, and contests as well as a jingle package produced by Dallas-based **Jam Productions**. If Confetti-Atlanta takes off as hoped, other Confettis within the **McFaddin-Kendrick** chain will adopt the same format.

# WE NOSE OUT THE NOOZ.

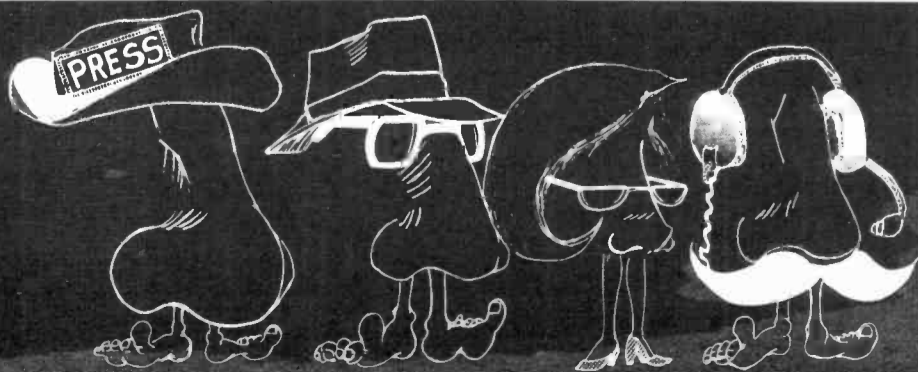
WIRELESS

# FLASH

FIND OUT MORE!

Try a two-week sample at no obligation.  
Call collect, **Patrick Glynn: (714) 293-1818.**

In Australia, call **Greg Smith, 3XY Radio, Melbourne, (03) 329-5777.**



Get On

# THE INSIDE TRACK

## And Spend 90 Minutes With **ROBERT PLANT**

Robert Plant, the voice of Led Zeppelin, reveals the story behind their breakup, discusses his solo album and his image as a rock & roll sex symbol.

**The Inside Track**, in its first five shows has brought you exclusive interviews with the legends—Mick Jagger, Keith Richards, Rod Stewart, Ray Davies, Pete Townshend and now, rock's premier vocalist, Robert Plant.

Robert Plant on **DIR's The Inside Track** with Lisa Robinson, broadcast the week of July 19th.

**The Inside Track**, a 90-minute monthly special



Produced by  
DIR Broadcasting

**DIR**

Brought To You By  
**BUDWEISER**

# Networks/Program Suppliers

## MUSIC FEATURES

### DIR Network

#### Inside Track:

Robert Plant (All during July)

#### Earth News

Kansas (August 2-5)  
Dave Edmunds (August 6-8)

#### Global Satellite

#### Rockline:

Billy Squier (August 16)

#### Mutual

From Australia With Love/Dick Clark (August 28-29)

### Narwood

#### Country Closeup:

Alabama (August 2)  
Razzy Bailey (August 9)  
Tammy Wynette (August 16)  
Bobby Bare (August 23)

#### Music Makers:

Mills Brothers (August 2)  
Harry James (August 9)  
Connie Francis (August 16)  
George Shearing (August 23)  
Larry Elgart (August 30)

### NBC

#### Country Sessions:

Dottie West (August 7)

#### Source:

Robert Plant/Part I (August 6-8)  
Robert Plant/Part II (August 13-15)  
Quarterflash Concert (August 20-22)  
Loverboy Concert (August 27-29)

### RKO

#### Hot Ones (IS, Inc.):

REO Speedwagon (August 9)  
Supertramp (August 23)

#### Musicstar Specials (IS, Inc.):

Alabama (August 2)  
Elton John (August 16)

### Rolling Stone

#### Magazine Productions

#### Rock Star Guest DJ:

Asia's John Wetton (August 2)

### Rock Star Guest DJ:

Jon Anderson/Phil Ehart of Kansas (August 9)  
Charlie Daniels (August 16)  
Thin Lizzy's Phil Lynott; Genesis's Phil Collins (August 23)  
Cheap Trick's Rick Neilson (August 30)

### Continuous History Of Rock & Roll:

Greatest Drummers/Part II (August 2)  
Producers: Eddie Offord (August 9)  
Styx Profile (August 16)  
Heavy Metal/Part II (August 23)  
Greatest Live Albums (August 30)

### United Stations

#### Dick Clark's

#### Rock Roll And Remember:

Herman's Hermits (August 6-8)  
Hollies (August 13-15)

### Weekly Country Music Countdown:

Sylvia (August 6-8)  
Hank Williams Jr. (August 13-15)

### Watermark

#### Soundtrack Of The 60's:

Billy Preston/Concert Promoter Don Berrigan/  
Dancing Songs (August 7-9)  
Harry Nilsson/Lou Galliani/Bee Gees  
(August 14-15)

### Westwood One

#### In Concert:

Sammy Hagar (August 6-8)  
Cheap Trick (September 20-22)

#### Live From Gilley's:

Kieran Kane (August 6-8)

#### Off The Record:

Ted Nugent (August 6-8)

#### Rock Years:

1966 (August 6-8)  
1967 (August 13-15)  
1968 (August 20-22)

#### Rock & Roll Never Forgets:

Brian Jones (August 13-15)

#### Special Edition:

Johnny Bristol (August 6-8)

### CBS

#### RadioRadio

On Stage Tonight: Sheena Easton (August 7)

### Clayton Webster

#### Country Calendar:

Porter Wagoner (August 9)  
John Conlee (August 10)  
Elvis Tribute with Mae Axton (August 11)  
Elvis Tribute with Chet Atkins (August 12)  
Elvis Tribute with Neil Matthews (August 13-14)  
Elvis Tribute with T.G. Sheppard (August 15)  
Elvis Tribute with Ronnie McDowell (August 16)

#### Rarities:

The Who (August 9)  
Fleetwood Mac (August 10)  
Bad Company (August 11)  
Powerhouse (August 12)  
Beck, Bogart, & Appliance (August 13)



**ROBERT PLANTS HIMSELF AT DIR** — The week of July 19 DIR's "Inside Track" airs a special segment devoted entirely to Robert Plant. Discussion topics include his new solo LP, his career thus far, and the breakup of Led Zeppelin. Laughing between takes are Plant and host Lisa Robinson.

## NEW PROGRAMMING

• "The Golden Age of Radio Theatre" is now available through the **Nostalgia Broadcasting Corporation**. This nightly series features original vintage shows from radio's heyday, such as "Fibber, McGee and Molly," "The Great Gildersleeve," "The Life of Riley," and "The Aldrich Family." Hosted by **Victor Ives**, GM of **KMJK/Portland**, the one-hour program is being offered to the top 100

market stations on a no-cash basis in exchange for national spots in the show. For a demo and details call (319) 366-1418.

• July 23-25 marks the premiere of "The **Source Music Magazine**." The monthly one-hour program focuses on the music of and conversations with rock's top acts. The debut installment comprises five interview segments: the **Rolling Stones** (featuring an exclusive interview with **Mick Jagger**), **Elton John**, **Robert Plant** (a preview of a forthcoming Source special), **Ozzy Osbourne**, and **David Johansen**. August's issue spotlights **Ian Anderson** and **Van Halen**. For more information contact **George Taylor Morris** at (212) 664-4193.

## NPR Receives \$250,000 IBM Grant

National Public Radio's Arts and Performance Fund has been awarded a \$250,000 grant from IBM. The grant will be used over a two-year period to support various programs, including "The Sunday Show." According to NPR President **Frank Mankiewicz**, this brings to more than half a million dollars IBM's total contribution during the past three years.

## NEWS & INFORMATION FEATURES

### ABC

The ABC Information Network presents "The Business of Pleasure: Theme Parks." (July 26-30)

### Clayton Webster

#### Sporting News Report:

Al Davis, owner of Oakland Raiders (August 9)

#### Earth News

Director Richard Brooks (August 2-4)  
Author Joseph Wambaugh (August 5-8)

#### Narwood

#### Minding Your Business:

Microcomputer Tips/Banking services and brokerage news from Merrill Lynch (July 21)  
Sreetighting: Smart Business Sense Tips (July 22)  
Buckstoppers/Rehab Tax Credits (July 23)

#### Outlook:

Roots of Soul: discussions about black folk expressions (July 27)  
College Entry (July 28)  
Eradicating racism, sexism in textbooks (July 29)  
Wilma Rudolph, Olympic track star (July 30)

#### Watermark

#### TV Tonite:

Best of the West/ABC (July 19)  
The Choice/CBS (July 20)  
Simon & Simon/CBS (July 22)  
Kangaroos in the Kitchen/NBC (July 25)



**WESTWOOD NABS MCCARTNEY** — On July 26th Westwood One will broadcast its exclusive two-hour interview with ex-Beatle Paul McCartney narrated by **KMET/Los Angeles** personality **David Perry**. Above, Paul shares career insights and reflections with interviewer **Bert Kleinman**.



**CHECKIN' IN AT ROCKLINE** — Members of **Franke and the Knockouts** and the **Motels** recently ran into each other during a taping of **Global Satellite Network's "Rockline."** Relaxing during a taping break are (l-r) **Marty Jourard** and **Martha Davis** of the **Motels**, **Rockline's Cindy Tollin** and **Eddie Kritzer**, **Motels' Brian Glascock**, **RCA's Kelly Summers**, **Franke Previte** and **Billy Elworthy** of **Franke and the Knockouts**. Seated in front is program host **Bob Coburn**.

# WESTWOOD ONE

AMERICA'S NUMBER ONE  
PRODUCER/DISTRIBUTOR OF NATIONALLY SPONSORED  
RADIO PROGRAMS, CONCERTS & SPECIALS SALUTES . . .

LOS ANGELES

NEW YORK

# KZEW

Dallas



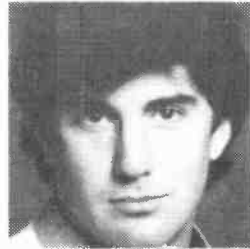
# Music On TV

John McLaughlin, Larry Coryell, and Paco DeLucia are featured in a musical special called "Meeting Of The Spirits" July 16 on the USA Network cable channel . . . For the week of July 16 "Solid Gold" features cohost Mel Tillis and artists Scott Baio, Bertie Higgins, the Greg Kihn Band, Melissa Manchester, Missing Persons, and Sister Sledge's Kathy Sledge plus duet partner David Simmons . . . MTV spotlights the Doors on July 17 and 18 . . . "Nashville Palace" July 17 stars Roy Clark as host plus guests Helen Cornelius, Larry Gatlin & the Gatlin Brothers Band, and Tom T. Hall.

Showtime Entertainment continues its musical positioning trend with "Country Goes To England," a Hot Ticket special taped at the 14th annual Wembley country music festival. Featured are Boxcar Willie, Terri Gibbs, Kris Kristofferson, Jerry Lee Lewis, Roy Orbison, Billy Swan, Mel Tillis, and Don Williams. The special premieres August 28 over the cable outlet.

# Pro:Motions

## Capitol Appoints Burks, Davis



Bill Burks



Dan Davis

Bill Burks has been named Director/Creative Services, Merchandising & Advertising at Capitol Records, moving over from the Art Director post at EMIA/Liberty Records. Burks succeeds former VP/Creative Areas Dan Davis, who has been tapped as VP/Video Marketing for the label.

## Liberatore Joins Mirus

Arthur Liberatore has joined Mirus Music as National Director of Sales and Marketing. He was most recently Regional Marketing Director for Ariola Records.



Arthur Liberatore

## Polymedia, Inc. Debuts

Polymedia, Inc. and its subsidiary, Polymedia Productions, has been created under the guidance of Executive Producer/A&R Chief Jeffrey Jampol and engineer/co-producer David Goldstein. Also lending their expertise are Earth, Wind & Fire's Al McKay and Was (Not Was)'s David Weiss. Polymedia can be reached at 8500 Wilshire, Suite 931, Beverly Hills, CA 90211; (213) 652-6165.

## Turner Takes MCA Atlanta Post

Frank Turner becomes Regional Promotion Manager for MCA Records in Atlanta, having previously held the same position for EMI/Liberty. Earlier he was GM of Bang Records and served for 8½ years at Warner Bros.

## Backman New Katz VP

Robert Backman has been appointed VP of Katz Broadcasting, retaining his duties as GM of K95FM (KWEN)/Tulsa. He's been with the firm since July 1981.

## Downes To WAPI GSM

Richard (Dick) Downes has been named General Sales Manager of WAPI-AM & FM/Birmingham. Prior to this appointment, Downes was National Sales Manager of KSHE/St. Louis.



Dick Downes

## Blum Segues To WNEW

Gary Blum has been appointed National Sales Manager at WNEW/New York. Prior to this he worked at neighboring WKTU during the past six years, most recently as National Sales Manager.



- JERRY LYMAN HEADS RKO FM DIVISION
- BILL MOYES FORMS THE RESEARCH GROUP
- ROGER SKOLNIK NAMED PD AT WDAI/CHICAGO — Bill Todd resigns.
- NUMBER ONE FIVE YEARS AGO: "I'm In You" — Peter Frampton (A&M)
- NUMBER ONE LP: "Crosby, Stills & Nash" — Crosby, Stills & Nash (Atlantic) (2nd week)



For the Best in Bumper Strips and Window Labels, call Byron Crecelius, person to person, COLLECT 314-423-4411

Where Talent Meets Opportunity



Check Marketplace, page 38

# At Last. The affordable music computer from Station Research Systems.



Carl Barringer, Don Hagen (l-r) developed this system for competitive stations like yours.

AutoSelect™ is the industry's most cost efficient and flexible system for music inventory and scheduling. AutoSelect allows you to achieve more strategic control over your music programming.

MusicTrack™ is a complete music research computer package. It quickly tabulates the results of any type of music research in the most accurate and meaningful way.

MarketTrack™ is a Station Research Systems innovation in perceptual research. A complete system for measuring your station's image and the listening behavior of your audience.

### The Most Economical System Available

Station Research Systems' software runs on low cost, efficient microcomputers such as Apple II, Radio Shack TRS-80, North Star Horizon II and soon, IBM's new personal computer. Each package is significantly less expensive than other software available. The complete system is priced for your budget, and a three-year payment plan is available.

## Station Research Systems

Microcomputer Strategy for the Broadcast Industry

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

# Ratings & Research



JHAN HIBER

## Needed, A Marketing Plan

As the spring advances start to come from Arbitron and the all-important book hits the desks, one interesting trend is already becoming apparent. The stations that have a marketing plan — written down, reasonable, and agreed upon by the station department heads — are doing well.

Recently I was hired by a major Midwestern station, and upon making my initial consultation visit discovered that the station had no idea of where it was going or how it was going to get there. Oh, sure, they knew they wanted a higher share of their target demo, but there was no strategic approach laid out to achieve the desired results. Since the station in question has a well-respected set of call letters, I wondered if a station with the stature of this property was wandering around relatively aimlessly, what must be taking place at stations in smaller markets or with fewer resources than the facility I was consulting?

In order to fill what might be a large void in our business, I thought I'd lay out for you this week some of the key points to keep in mind as you begin to develop your own marketing plan. The idea of such a plan may be foreign to many broadcasters, and some have tried the approach with mixed results. Let me try to deal with what needs to be taken into account and how such a plan can help your station be more successful.

### Is A Plan Needed?

There are those in our business who say, "I don't need a plan — I run my station (or department) by the seat of my pants." Another oft-heard remark is, "This is such a rapidly changing business that I don't want to be locked into an inflexible plan." Both comments are valid, but a good marketing plan deals with each.

What do I mean by a marketing plan? Basically, I am suggesting that like most consumer products in America — and radio is a consumer product that the public can choose to use or not use at any given time — a radio station should lay out these items to guide efforts in the future . . .

- Where are we now?
- Where do we want to be (audience share in target demo)?
- What time frame is reasonable for achieving our goals?
- What impact will the competitive environment have?
- What about other external factors (changes in Arbitron methodology, for example)?
- What budgetary framework and resources do we have?
- How will we track whether or not we are on-target?

- What sales impact will this plan have?

The bottom line here is to develop strategy that builds a station, in accordance with its resources. The marketing plan is not an iron maiden that restricts your movements and decisions. Rather, it's a dynamic outline that gives you boundaries, defining what you will — and won't — consider on your stairway to success. There should be room within the plan for the gut-feel operator, and there should be enough flexibility built in to accommodate the unforeseen changes that all too often occur. Without such a plan, however, stations may find their efforts overlapping, misdirected, or counterproductive. Coordination and a sense of mission are two key reasons why a station should, in my opinion, have a written marketing plan. Let's examine in detail some of the key ingredients in that approach.

### Where Are We Now?

Before you can determine where you want to go you'd better know where you *really* are now. This may be one of the most difficult parts of setting up the marketing outline because it requires a long, hard look at what's been going on at the station. What have you tried to do in the last year or two? What sort of advertising and promotions have been tried, and what was the reaction to them? How have the ratings been, and have you looked at the diaries to see if perhaps hidden problems not apparent in the book are helping or hurting your numbers? What has happened to the makeup of your market? Has the competitive situation gotten more complicated? Has the new Census data, reflected in Arbitron's population estimates, caused a need to rethink the station's programming approach, perhaps with the goal of earning a larger ethnic share? How have sales been, and what is the trend in that department? And so on.

Asking yourself these tough questions, and answering them as objectively as possible, is part of the foundation for your future plans. If you don't ask these questions at this stage, your plans for future success may be doomed.

### Where Do We Want To Be?

Other than dreaming about having a 30 share in your target demos, what goals can you realistically foresee? For example, one station with which I am familiar is in a top ten market, locked in

## Week In Review

### Birch Signs D'Arcy McManus

The Birch Report has scored its first major ad agency deal. D'Arcy McManus Masius has agreed, according to Birch's David Gingold, "to subscribe nationally (in all offices) to Birch quarterlies for all markets so measured." Also, according to Gingold, "Young & Rubicam and Ted Bates are looking positively at us and we hope to soon sign up all their offices too."

### Fall Facility Forms Mail

As the spring numbers start coming out, and as the summer sweep is underway, it's time to think about the fall survey. Arbitron is mailing facility forms to stations this week. Stations will have several weeks to fill out these vital pieces of paperwork before they are due to be returned to Beltsville.

### Arbitron Reissues Poughkeepsie Book

Subscribers to the Poughkeepsie, NY Arbitron report have been told their spring book had to be reissued. According to Arbitron a production problem caused the wrong time zone to be used when compiling sign-on/sign-off data, thus affecting estimates in the drive times. The revised book mailed this week.

### Katz Debuts Reach/Frequency System

Carol Mayberry, Research VP at Katz Radio, has authored a new Reach/Frequency Planner. The Katz system gives guidelines on the "effective frequency" needed to be used to properly target a commercial schedule.

a very competitive four-way battle. We agreed that this station, which was at the mid-three share level in its target 25-49 demos, would strive to go to the mid-four share range within one year. Arbitron's spring quarterly for that market would be used to gauge the results next year.

There are several important considerations to be kept in mind when establishing goals. First, are they realistic — has the station been growing or slipping, and what has the competition been up to? Do you have the staff and monetary resources necessary to pull off the feat you have in mind? Lastly, be sure to get everybody on the same wavelength for goals.

*"Getting the key station personnel on the same wavelength regarding goals is vital."*

This last item can be crucial. When I was at the large Midwestern station recently, it became apparent, as I queried staffers about where they wanted to grow, that the goals of the GM were much different from what the PD thought was possible. Had it not been for my session they might have proceeded down divergent paths, each wondering why the station wasn't doing as well as it could. Getting the key station personnel on the same wavelength regarding goals is vital — failure to do so can undermine the best-laid plans. The GM, PD, and sales manager should have vigorous discussions about the station's future, then go along with what the GM feels is the right course of action. Without the key players all pulling in the same direction, no marketing plan will reach its potential.

### What Time Frame Is Reasonable?

Yes, I know you'd like to have the station double its share tomorrow. However, what is *realistic*? If your station has been creeping up half a share at a time, don't expect gigantic leaps into double digits — unless you've

discovered a pot of gold usable for advertising/promotion purposes.

One of the major problems with putting a time frame on the accomplishments of a reasonable goal is the question of whether or not the station has the tools to do the job. Especially with the advent of Quarterly Measurement, it is imperative that a station that aspires to higher ratings be able to spend enough for proper research, on-air product, and advertising/promotion, and do so on an ongoing basis.

Normally I'd suggest not setting your marketing plan timetable or goals for a period of anything less than one year. Ideally a marketing plan should be established for a three-year period, and evaluated after every Arbitron comes out (and after the diary review is done).

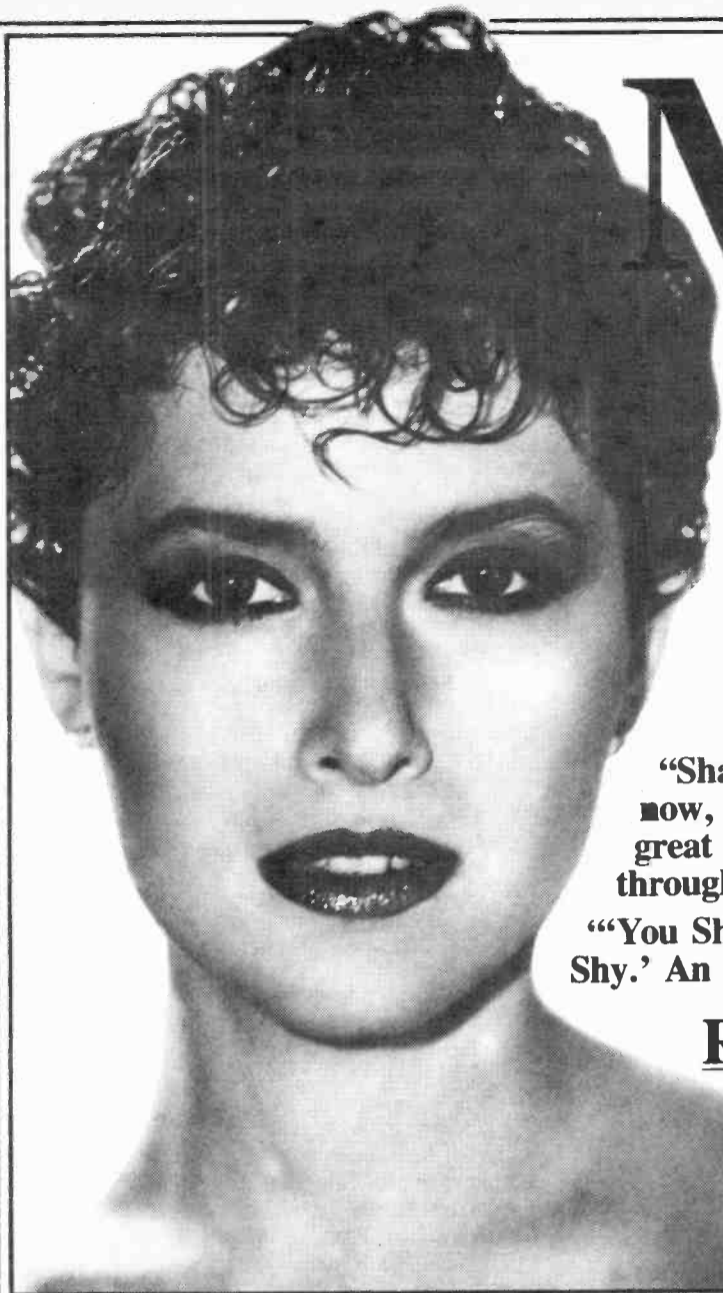
### What About "Them"?

What will "They" do to affect your plans? "They" in this case can be anyone from your competitors — or a station that might become your competitor — to a ratings service that changes methodology. Such methodology changes, such as Differential Survey Treatment at Arbitron, can have (and is having so far this spring) significant impact, plus and minus, on the fates and fortunes of many stations. Without taking such instances into account when initially developing your strategy, you might be rudely awakened one day.

Given that you'll never be fully able to anticipate what "They" are up to, you need to build flexibility into your plan. One key item here is a contingency fund — perhaps 10% of your advertising/promotion budget set aside for quick reactions to competitor moves.

### May The Plan Be With You

Even though it may be difficult at first, please try to look at your station and devise a written marketing plan. It will take some getting used to but you'll find that in most cases your operation will benefit from a strategic battle outline. Review your progress, as measured by Arbitron, and continue on the road to success. May the plan be with you.



# MELISSA. MASS APPEAL.

**“You Should Hear How She Talks About You.”** AS 0676

“Shaping up to be one of the biggest mass appeal records available right now, and possibly the biggest single for Manchester thus far. It sounds great on the air and elicits requests and positive comments from teens through adults.”—*Breneman Review*, June 28

“‘You Should Hear How She Talks About You’ is this year’s ‘He’s So Shy.’ An irresistible, gossipy girl-group anthem.” *Rolling Stone*, July 22

**Radio & Records - 30\*(Breaker)-21\***

Everyone is talking about the unique magic of  
Melissa Manchester.



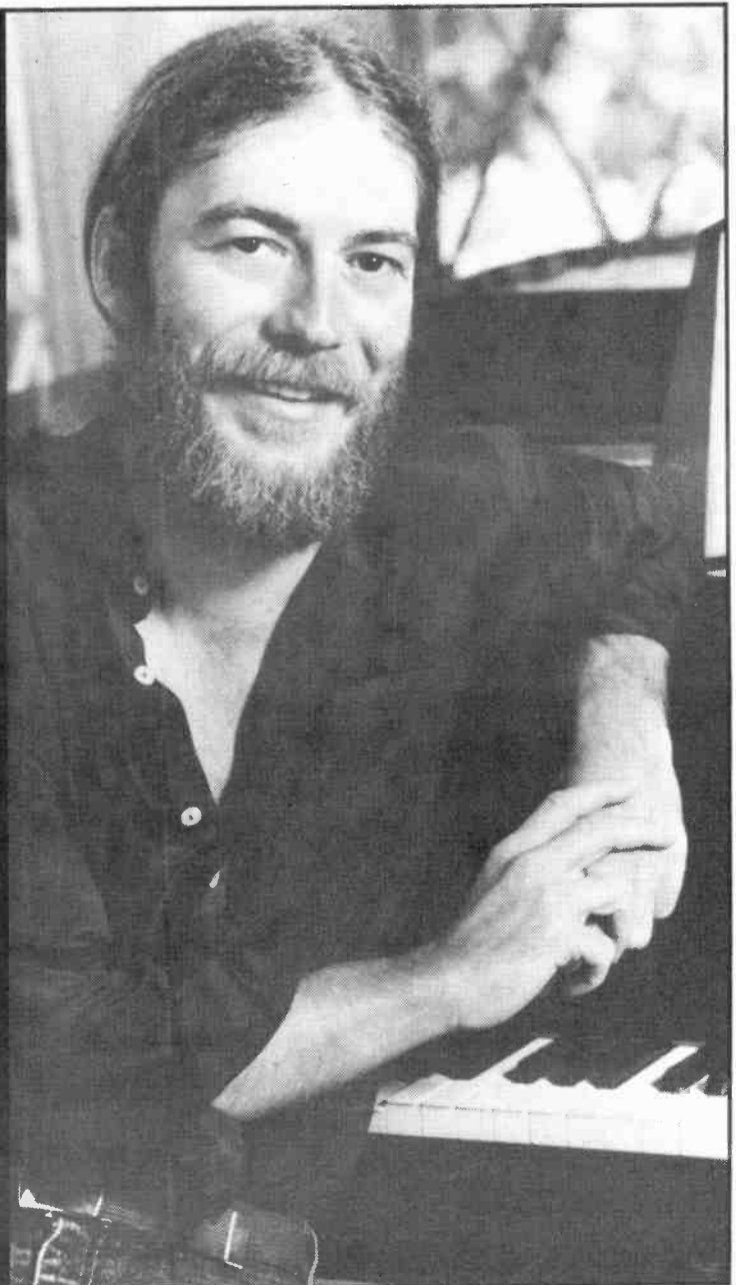
# Paul Davis. The Hitmaker.

**“Love Or  
Let Me Be Lonely.”** AS 0697

Paul Davis scores a third consecutive bullseye with the newest single from his album *Cool Night*. After two top 5 hits with “Cool Night” and “’65 Love Affair,” Davis has been racking up dozens of stations every day for his latest solid pop smash. The Hitmaker is on his way again.

**RADIO & RECORDS A/C BREAKER**

**Paul Davis.  
An artist who never misses.**



Get the job done  
with

**MEN AT  
WORK**

WBEN-FM add  
Z93 add  
WGCL add  
XTRA add  
Q103 add  
WPST add  
WKRZ-FM add  
KSET-FM add  
KROK add  
G100 add 31  
WBBQ add  
KX104 add  
WBCY add  
WSEZ add  
WRQK add  
WANS-FM add  
WNOK-FM add  
WMEE add  
WOW add  
KBBK add  
KLUC add  
KRQ add  
WJBQ add  
WGUY add  
WFBG add  
WOMP-FM add 40  
WFOX add  
WFLB add  
KKQV add  
KILE add 38  
KSEL-FM add  
KQIZ-FM add  
KKLS add  
WRKR add  
WAZY-FM add  
99KG add  
KFMZ add  
KDZA add  
WXKS-FM deb 28  
CKGM 3-1  
94Q deb 30  
KCNR 24-22  
WKEE deb 35  
KZFM 30-21  
KINT 31-22

WTIX deb 39  
WHHY-FM 15-11  
WZZR deb 37  
WJXQ 21-18  
KZ93 22-19  
KKXX 32-29  
KJRB 23-19  
KCPX deb 38  
Q104 deb 32  
WAEV 15-9  
Z102 40-38  
95SGF deb 26  
WISE deb 35  
KCBN deb 38  
KYVA 8  
WIFI  
CKLW  
WLOL-FM  
KFI  
KIQQ  
KEZR  
KYYX  
WPHD  
WHFM  
WRCK  
WABB-FM  
WZYP  
BJ105  
CK101  
WGH  
WIKS  
KNBQ  
FM103  
KSKD  
KHYT  
KIKI  
WACZ  
WIGY  
WCIR  
WCGQ  
WYKS  
WSPT  
KRNA  
KENI  
KKLV  
KSLY

**“Who Can It  
Be Now?”**

From The Columbia LP

**“BUSINESS AS USUAL”**

ARC 37978



**RATINGS  
REPORT**

**ARBITRON RADIO**

**Houston**

**KMJQ, KIKK-FM, KILT-FM  
Remain 1-2-3;  
KFMK, KLOL, KRLY Gain,  
Tie For Fourth**

KMJQ (U) retained its narrow lead by rising 8.1-9.1 while runner-up KIKK-FM (C) gained 7.8-8.8. KILT-FM (C) held its third place position by advancing 6.9-7.5. Three stations tied for fourth: KFMK (AC) rebounded 5.5-6.5, KLOL (A) rose 5.9-6.5, and KRLY (U) jumped 5.3-6.5. KRBE (AC) slipped 6.0-5.7, KTRH (T) was soft 5.3-4.7, and KPRC (N) went 5.3-4.6. Like many similarly-formatted stations around the nation, KODA (BM) dropped 5.5-4.2, but competitor KYND improved 3.5-3.9.

Other Houston metro stations that garnered at least a one share were KCOH (B) 1.2-1.3, KENR (M) 1.4-1.9, KEYH (S) 1.0-1.5, KHCB (RL) 1.0-1.1, KIKK (C) 9-1.5, KILT (C) 2.7-2.4, KLEF (CL) 2.4-1.4, KLVV (S) 2.1-1.6, KQUE (AC) 3.0-3.3, KSRR (A) 3.4-3.5, KULF (AC) 1.7-1.3, and KXYZ (S) 2.9-1.3.

**St. Louis**

**KMOX Tops 21;  
KWK-FM Holds Second,  
KSHE Slips;  
WIL-FM Moves Into Third**

KMOX (T) remained dominant with a 20.0-21.1 improvement. KWK-FM (A) retained its runner-up slot with a 7.5-7.4 showing, as competitor KSHE dropped 6.3-4.5. WIL-FM (C) moved into third place with a 6.0-6.7 growth, while KEZK (BM) had a steady 6.5-6.6 performance. KMJM (U) recouped 5.9-6.1. KSD-FM (AC) held steady with a 5.5-5.4 share. KSLQ (AC) improved 3.2-4.1, tied with KSD (C) which moved 5.0-4.1.

Others garnering at least a one share included KADI-FM (AC) 2.1-2.2, KATZ (B) 3.2-2.7, KMOX-FM (AC) 3.2-3.4, KWK (A) 1.1-1.3, KXOK (AC) 3.1-3.5, WESL (B) 2.1-1.9, WIL (C) 2.2-3.0, WRTH (E) 4.7-3.9, and WZEN (B) 2.0-2.8.

**Baltimore**

**WBAL, WXYV Remain 1-2;  
WIYY Takes Third;  
WFBR, WITH, WRLX Jump**

WBAL (AC) slipped 10.6-10.0 but remained the only Baltimore station in double digits. WXYV (U) moved 8.9-8.7 to hold onto second place, and WIYY (A) improved 7.1-7.7 to move into third. WPOC (C) was softer 7.9-7.5. WLIF (BM) dropped notably 6.8-5.3. WBSB (R) rose 4.5-4.8, WFBR (R) used baseball to rise 3.4-4.5, and WWIN (B) had a steady 4.3 performance. WITH (BB) jumped 3.5-4.2. WRLX (BM) climbed 2.8-3.7.

Others with a one share or better were WCAO (R) 2.6-2.4, WCBM (AC) 4.0-3.7, WEBB (B) 2.0-2.8, WKTK (AC) 8-1.2, WRBS (RL) 1.2-1.5, WSID (B) 2.5-2.3, and WYST (AC) 4.1-3.2. D.C. stations that achieved a one share included WHUR (B) 1.1-1.2, WPGC-FM (R) 4-1.0, WRQX (R) 7-1.4, WTOP (N) 1.0-1.2, and WWDC-FM (A) 1.9-2.1.

**Dallas-Ft. Worth**

**KVIL-FM Moves Into First;  
WBAP Takes Country Lead;  
KZEW Passes KTXQ In AOR Battle**

KVIL-FM (AC) took the market lead with a 7.9-8.4 boost. WBAP (C) jumped 6.7-7.7 to move into second while former leader KSCS (C) slipped 8.4-7.5. KZEW (A) took the AOR lead with a 4.9-6.4 rebound while KTXQ (A) had a stable 6.4-6.3 showing. KNOK (B) gained notably 4.9-6.3, KRLD (N) inched up 5.2-5.4, and KKDA-FM (B) dropped 6.6-5.2. KEGL (R) improved 4.1-4.7, KMEZ (BM) was soft 6.3-4.6, and KPLX (C) was down two, 6.4-4.5. KMGC (AC) gained 3.7-4.0.

Others in the metroplex with at least a one share were KAFM (AC) 1.7-2.3, KBOX (C) 1.7-1.5, KFJZ (BB) 1.8-2.0, KIXK (C) stable at 1.2, KKDA (B) 1.0-1.5, KLIF (C) 8-1.0, KLVU (AC) 1.4-2.0, KOAX (BM) 3.4-2.5, KPBC (RL) 1.9-1.3, KSAX (J) 1.0-1.4, WFAA (N/T) 3.8-3.0.

**Miami-**

**Ft. Lauderdale-Hollywood**

**WLYF Tops First  
South Florida Report;  
WHYI Wins CHR Contest;  
WINZ Tops News Rivalry**

In the first syndicated book for the South Florida combined metro, compared to the combined special report from the Fall '81 sweep, WLYF (BM) became the number one station, up 6.5-6.9. Runner-up was WRHC (S), which topped the special last fall with a 9.1 overall share but slipped to a 6.4 this time. WHYI (R) copped third place with a 5.2-6.0 improvement. WINZ-FM (R) was next with a 5.5-5.4 showing, while WINZ (N) followed, moving 4.8-5.0. WNWS (N) slipped 4.9-4.7, WSHE (A) rose 3.7-4.4, and WYOR (BM) advanced 3.1-4.4. WQBA (S) grew 4.1-4.3 and WEDR (B) softened 4.3-4.0.

Other stations that showed with a one share or better in the combined South Florida metro included WAIA (AC) 2.9-3.4, WAXY (R) 3.3-3.7, WCKO (A) 1.6-2.3, WCMQ (S) 3.6-3.0, WCMQ-FM (S) 4.1-3.6, WFTL (AC) 1.1-1.3, WGBS (AC) 1.4-1.0, WHTT (S) 1.6-1.0, WIOD (AC) 3.6-3.1, WLQY (BM) 1.9-2.0, WOCN (S) 7-1.6, WQAM (C) 2.2-1.6, WQBA-FM (S) 1.3-2.0, WRBD (B) 1.3-1.5, WTMI (CL) 1.6-1.7, WVCC (AC) 1.5-1.2, WWJF (BB) 2.2-2.9, WWVL (A) 2.4-1.9, and WKQS (C) 2.9-2.5.

**Pittsburgh**

**KDKA Stronger With Baseball;  
AOR's Down, CHR's Up;  
Beautiful Musics Flip-Flop**

KDKA (AC) went back over the 20 threshold with a 19.3-20.2 rise. The new number two station in the market was WAMO-FM (B), up for the second straight book, 5.8-6.1. WDVE (A) slipped 6.5-5.9, WBBZ (R) gained 5.0-5.9, and WSHH (BM) improved 5.0-5.6. WTAE (AC) moved 6.7-5.5, WXKX (R) was up one 4.2-5.2, and WPNT (BM) was soft 5.6-5.0. KQV (N) went 4.7-4.3 while WWSW-FM (AC) posted a level 4.3 showing.

Others in the metro with at least a one share were WDSY (C) 1.9-2.3, WEEP (C) 3.4-2.8, WFFM (AC) 2.0-1.6, WJAS (BB) 5.3-3.7, WWSW (now WTKN with a Talk format) was an A/C for most of this sweep and notched a steady 1.7 share, and WYDD (A) was down 3.6-3.0.

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

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**FANDANGO**  
 ON THE ROAD TO #1



"Route 101" Herb Alpert music touched with the feeling and style that made him the biggest selling instrumental musician in the history of the recording industry.

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KIQQ  
 KEZR  
 B100  
 KYYX  
 Q103  
 WFBR  
 KC101  
 WLAN-FM

WAEB  
 Q106  
 WKEE  
 V100  
 KITY  
 WTIX  
 KXX106  
 WHHY-FM

BJ105  
 WDOQ  
 CK101  
 WBBQ  
 KX104  
 WBCY  
 WAYS  
 WSEZ

A/C CHART 11 — 7

WRQK  
 WCSC  
 WNOK-FM  
 WGH  
 WZZR

WVIC  
 WAKX  
 KSTT  
 KIOA  
 WNAM

WNAP  
 WGBF  
 WLYT  
 KEEL  
 KOFM  
 KGGI  
 KJRB  
 KBBK

KCPX  
 KHYT  
 KIKI  
 WJBQ  
 WGUY  
 WTSN  
 WFEA  
 WFBG

WCIR  
 WAEV  
 WFOX  
 WCGQ  
 WISE  
 WFLB  
 WXLK  
 WYKS

KPUR  
 KELO  
 KKLS  
 WAZY-FM  
 99KG  
 KKLV  
 KSLY  
 KDZA  
 KATI

# RATINGS REPORT

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## Seattle-Tacoma

**KIRO, KISW Keep First, Second;  
KZOK, KVI, KMPS-FM Surge;  
KOMO, KSEA, KUBE Soft**

KIRO (N) continued to dominate the Puget Sound market with a steady 11.0 share. Number two KISW (A) also repeated its winter share, a 7.5. KOMO (AC) slipped 7.9-6.6, KZOK (A) bolted 3.9-5.4, and KSEA (BM) dropped 6.1-4.9. KVI (N/T) rode baseball interest to a nice 3.1-4.3 jump. KUBE (R) was down 5.2-4.1, while KMPS-FM (C) almost doubled, 2.0-3.6.

Others with at least a one share in the metro included KBIQ (RL) 1.6-2.1, KBRD (BM) 3.7-3.0, KEZX (AC) 2.5-2.2, KGDN (RL) 1.9-2.3, KING (AC) 2.0-2.4, KING-FM (CL) 3.9-3.1, KIXI (BM) 2.7-2.0, KIXI-FM (AC) 2.7-1.6, KJR (AC) 3.2-3.3, KJZZ (J) 1.4-1.7, KKFX (AC) (now Black) .5-1.6, KMPS (C) 1.7-2.2, KNBQ (R) 3.6-2.6, KPLZ (AC) 2.4-2.6, KRPM (C) 1.8-2.6, KTAC (AC) 1.0-1.1, KTNT (AC) .7-1.2, KXA (O) 1.7-1.2, KYYX (R) 2.8-1.7, and KZAM (A) 3.0-3.2.

## Anaheim

**KWIZ Tops  
Orange County Stations;  
KBIG, KMET Tie  
For Overall Lead;  
KLOS, KLAC Slip**

KWIZ (AC) became the top Orange County station in the Anaheim market, with a 1.6-2.0 rise while KEZY-FM (A) slipped 2.2-1.9. Among Los Angeles stations, KBIG (BM), which slipped 7.1-6.7, tied with KMET (A), which rebounded 5.8-6.7. KABC (T) was down 6.1-5.7, KROQ (A) spurted 3.2-5.4, and KRTH (R) was healthy with a 4.4-5.1 showing. KLOS (A) fell 6.1-4.8, while KLAC (C) went 3.4-1.9.

Other local stations with a one share or higher included KEZY (A) which went 1.1-1.2, KIKF (C) 1.6-1.7, and KYMS (RL) level at 1.1.

Remaining L.A. stations with at least a one share included KBRT (RL) .9-1.0, KFAC (CL) 1.2-1.1, KFI (R) 3.6-2.7, KFVB (N) 2.7-3.0, KHJ (C) 1.2-1.7, KHTZ (AC) 3.8-2.8, KHIS (R) 2.4-2.7, KIQQ (R) 2.7-2.2, KJOI (BM) 2.7-2.3, KKGO (J) .9-1.6, KMPC (Talk for the first half of the sweep, "Hitparade" (E) for the second portion) went 2.3-3.1, KNOB (E) 1.7-1.5, KNX (N) 3.0-3.3, KNX-FM (A) 3.6-2.8, KOST (BM) 3.4-3.5, KPRZ (BB) showing up at 2.0, KRLA (R) 1.7-1.4, KWST (R) 1.2-1.1, KZLA-FM (C) stable at 2.1, and XTRA (R) 2.8-1.7.

## Providence

**WLKW-FM Clings To First;  
WHJY Close Second;  
WPRO-FM Rebounds;  
WPJB Gains**

WLKW-FM (BM) slipped 11.9-10.7 but still held a slim lead. Jumping into the runner-up spot with a vengeance was WHJY (A), which came close to topping the market 8.8-10.4. WPRO-FM (R) rebounded with a nice 8.6-9.2 rise, while WPRO (AC) lost one, 8.6-7.6. WPJB (R) had its best book in recent sweeps with a 5.9-7.3 boost.

Others with at least a one share in the Providence metro were WADK (AC) 1.1-2.2, WBRU (A) .9-1.3, WBSM (T) 3.0-2.9, WEAN (N) 4.3-4.6, WHIM (C) stable at 3.4, WHJJ (AC) 3.2-4.9, WLKW (BM) 5.2-3.8, WMYS (AC) 2.5-2.2, WSAR (T) 2.5-1.9, WSNE (AC) 3.5-3.2. Outside stations included WBZ (AC) 2.0-1.9, WCOZ (A) 2.0-1.6, WCRB (CL) .3-1.1, and WXKS-FM (R) 2.1-2.7.

## Minneapolis-St. Paul

**WCCO, KSTP-FM Slip, Remain 1-2;  
WLOL Up Six, Hits Double Digits;  
WDGY Adds Two; AOR's Softer**

WCCO (AC) slipped but remained at the magic 20 threshold with a 22.9-20.0 result. KSTP-FM (AC) held second but also slipped, 14.8-12.2. Part of the reason for that slippage may have been the huge growth of WLOL (R), which more than doubled, 4.2-10.0. WDGY (C) profited this time around, 6.4-8.5. KDWB-FM (A) went 6.6-6.0 while KQRS-AM & FM (A) fell 6.8-5.1.

Others in the Twin Cities with at least a one share included KDWB (AC) 1.8-2.0, KEEY-FM (BM) 4.2-4.1, KJJO (C) 1.8-2.0, KSTP (N/T) 3.3-3.1, KTCR (C) 1.6-1.1, KTWN (J) .8-1.6, WAYL-FM (BM) 4.1-3.2, WCCO-FM (AC) level at 4.4, WMIN (M) .9-1.0, and WWTC (AC) 2.5-2.3.

## Cleveland

**WMMS Still Ahead;  
WZZP, WGCL Grow;  
Beautiful Music Race Tightens**

WMMS (A) continued to lead the Cleveland ratings parade with a steady 8.3-8.2 performance. As usual the Beautiful Music battle was tight, with WDOK slipping 9.7-7.6 and WQAL up 6.5-7.3. WZZP (AC) garnered its best book with a 5.9-7.0 jump, WGCL (R) rose substantially, 5.2-6.3, while WDMT (U) fell 7.2-5.9. WBBG (O) improved 5.3-5.6 and WWWM surged 3.1-5.3 in its final AOR book before turning A/C. WERE (N/T) slipped 6.1-4.9. WWWE (C) had a healthy 3.5-4.5 growth while WHK (C) had a level 4.8 score. WGAR (AC) moved 5.2-3.7.

Others with at least a one share were WABQ (RL) 3.0-3.2, WCLV (CL) 2.7-2.4, WDBN (BM) 1.3-1.7, WJMO (B) stable at 2.7, WJW (AC) 2.6-2.4, WKSX (C) 3.7-2.6, WLYT (R) 2.4-2.3, and WZAK (U) 2.9-2.8.

## Denver

**KOSI Retains First, Increases;  
KBPI Moves To Second;  
KLZ Takes Country Lead**

KOSI (BM) improved over its winter showing and held the top spot even more firmly with a 7.1-7.8 gain. KBPI (A) moved into second with a 6.2-7.2 jump, while KAZY (A) was also stronger 5.8-6.2 and KPKE (A) slid 6.6-5.8. KPPL (AC) slipped 6.5-5.9 and KOA (T) dropped 6.6-5.6. KIMN (R) rose 4.1-5.4 and KHOW (AC) slipped 5.4-5.0. KLZ retook the Country lead by surging 3.7-5.1 while KYGO softened 6.0-4.5. KOAQ (R) had a relatively stable 5.0-4.8 performance.

Others in the Mile High City earning a one share or more were KBCO (A) 3.6-3.1, KBRQ (C) .8-1.3, KBRQ-FM (C) .8-1.8, KDEN (N) 1.4-2.0, KDKO (B) 2.3-2.9, KEZW (BB) 4.3-4.4, KJJZ (J) debuts with a 1.2, KLIR (BM) was steady at 4.2, KVOD (CL) 3.7-3.5, and KWBZ (T) 1.8-2.7.

## Cincinnati

**Baseball Helps WLW To Top Spot;  
WEBN Down, Still Second;  
WWEZ, WCKY Fall**

WLW (AC), with the help of Reds baseball, topped the market with an 8.1-10.2 move. Previous kingpin WEBN (A) was right behind with an 11.8-9.8 slip this book. WKRC (AC) rose 7.8-8.2 while WKRQ (R) moved 8.3-8.0. WWEZ (BM) fell 8.9-7.1, WRRM (AC) had a stable 6.3-6.2 score, and WMLX (BB) was steady with a 6.1-5.9 showing. WUBE (C) slipped 5.9-5.6. DST may have had some impact as WCIN (B) jumped 2.6-4.4 and WBLZ (U) grew 2.4-3.9. Not so fortunate was WCKY (N/T), which slumped 6.4-4.5.

Others in the Cincinnati metro with a one share or better were WLYK (BM) 1.3-1.7, WNOP (J) .8-1.5, WSAI (C) 2.6-2.9, WSAI-FM (C) level at 1.9, WSKS (A) 1.3-2.4, and WYYS (AC) 5.5-4.3.

## Atlanta

**WVEE New Leader In Atlanta;  
WKHX Takes Country Title;  
WSB-FM Debuts Strongly;  
WPCH Up**

The new leader in Atlanta radio was WVEE (U), which with the possible assistance of DST, jumped 10.3-11.5. Former market leader WZGC (R) lost three, 12.6-9.5. WSB (AC) dropped 10.2-8.7, while WQXI-FM (R) went 8.6-8.0. WKHX (C) took the lead among Country stations with a 5.3-7.8 jump this book, while WPLD (C) went 5.5-4.1. With no format competition now, WPCH (BM) did well, up 5.3-7.5. On the AOR front WKLS-FM dropped 8.7-6.2. WLTA (AC) dropped also 7.0-4.8, possibly due to the debut of WSB-FM as an A/C station with a 4.1 in its first book.

Others in Atlanta with at least a one share included WAOK (B) 3.0-3.6, WGST (N) 5.0-4.0, WIGO (B) .4-1.1, WQXI (R) 1.8-2.2, WRNG (T) 1.8-3.6, WXLL (RL) .3-1.1, and WYZE (RL) 1.2-1.3.

## Tampa-St. Petersburg

**WWBA Up Three, Retakes First;  
WQYK Lands Second;  
WRBQ, WDAE Up Too**

WWBA (BM) rebounded to double digits and took first with a 7.7-11.0 surge. Right behind was WQYK (C), which also hit double figures with a 9.3-10.9 move. Previous leader WRBQ (R) was up also, 10.3-10.5, good enough for third this survey. WSUN (C) was next, down 7.3-6.6, while WDAE (BB) continued to grow, 5.7-6.5. WFLA (AC) rose 4.5-5.3, WJYW (BM) slipped 6.6-5.2, and WCKX (AC) had a steady 5.2-5.1 showing.

Others in the Gulf Coast market with at least a one share were WFLA-FM (BM) 4.7-3.6, WGUL (BB) 1.8-1.6, WNSI (N) level at 1.9, WPLP (T) 2.9-2.2, WQXM (A) 5.2-4.2, WRXB (B) appearing at 1.4, WTMP (B) 3.9-4.6, WWLF (BB) 2.3-1.8, WYNF (A) 5.1-4.1, and WSRZ (AC) 2.2-1.9.

## Milwaukee

**WBCS-FM Grabs First  
As WTMJ Slips;  
WOKY Up Four With Big Bands;  
WQFM Takes AOR Lead**

WBCS-FM (C) took the lead in Milwaukee with a 9.2-8.5 move while WTMJ (AC) slipped again, 9.8-8.1. WISN (AC) had a stable 8.1-8.0 showing. WOKY (BB) scored a huge gain in its first book under the new format, soaring 2.7-6.6 to tie WEZW (BM), which dropped 9.4-6.6. The AOR battle took an interesting turn, with WQFM up 5.5-6.5 to lead while WLPX slipped 5.8-5.6. WLUM (B), with the first DST use in Milwaukee, rose 4.0-5.1, as WMYX (AC) went 3.8-4.7. WZUU-FM (AC) fell 6.6-4.6, and WKTI (R) improved 3.4-4.1.

Others with at least a one share included WAWA (B) 1.0-2.0, WBCS (C) 2.0-1.2, WEMP (AC) 2.8-1.1, WFMR (CL) 2.9-2.4, WMIL (C) debuted with a 2.4, WNOV (B) 1.0-1.8, WRKR (R) 1.7-2.8, WRJN (AC) 1.2-1.4, WXJY (BM) 2.0-1.1, WZUU (AC) 2.0-2.8, WBBM (N) level at 1.0, and WMAQ (C) 1.4-1.1.

**FOR THE RECORD:** The following stations were inadvertently left out by the stations which originally supplied the unconfirmed Arbitron numbers to R&R last week.

Philadelphia: WJBR-FM (BM) .9-1.4  
Washington, DC: WXTR-FM (AC) .5-2.2  
WYCB (RL) 1.9-2.1

Boston: WROL (RL) steady at 1.3  
WAAF (A) 1.3-1.7

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# ALL-STAR LINEUP

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from the forthcoming lp  
**DONNA SUMMER**  
GHS 2005

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WBEN-FM 8-7	JB105 35-31	WGCL 21-14	KIQQ deb 32	Q103 add
WIFI on	WPGC add 28	WKTI add	KFRC 39-35	WHFM 39-37
WCAU-FM 27-14	CFTR 26-24	KEARTH 22-20	KEZR on	92FLY on
B94 30-27	Z93 on	KRLA deb 30	XTRA deb 22	3WT add
WXKS-FM 9-4	Y100 23-9	KFI 25-23	KYYX on	WTIC-FM 22-21
PRO-FM 12-10	WLOL-FM on	KIIS-FM add	KIMN on	WDRC-FM on

WLAN-FM deb 27	WJDX 24-17	KYNO-FM 15-14	95SGF 22-16
Q106 24-19	G100 25-21	KIDD on	WFOX on
WYCR on	WZYP deb 27	FM102 deb 26	WCGQ 27-24
WKRZ-FM 27-18	WHHY-FM deb 27	KGGI 27-26	WISE on
K104 33-30	WAXY deb 24	KJRB on	WFLB 33-27
WKEE 32-28	BJ105 39-35	KNBQ on	WGLF on
KITY deb 39	WDOQ 17-10	KKFM 18-13	WYKS 34-33
KZFM add 29	CK101 29-25	KBBK 23-22	KQIZ-FM on
KINT add	WBBQ 21-11	KCPX add	KPUR add
KHFI deb 27	WAYS add 30	KSKD 13-8	KVOL 29-21
KBFM deb 30	WSEZ deb 30	KIKI 23-14	KKXL-FM add
WTIX 31-26	WRQK add	WJBQ 27-17	WAZY-FM 28-25
B97 21-19	WCSC deb 28	WGUY 19-12	WCIL-FM deb 23
WFMF add 27	WNOK-FM on	WACZ deb 28	99KG 21-14
	WZZR 35-33	WFEA on	KENI 38-34
	Z104 20-17	WCIR deb 27	KKLV on
	WKDQ on	95XIL 39-36	KSLY 27-24
	WOW add	Q104 26-19	KDZA 36-33
	KQKQ 30-27	Z102 28-26	KOZE 24-19

# Elton John

## "Blue Eyes"

from the lp **JUMP UP**  
GHS 2013

7-29954

Produced by Chris Thomas

B104 add	WMEE add	KCNR 23-21
JB105 add 34	WKDQ add	WFBR 29-26
KFI add	KKXX add	WHFM deb 38
KOPA add	KGGI add	92FLY deb 29
KZZP add	WJBQ add	3WT 31-26
KC101 add 30	WACZ add	WAEB deb 29
Q106 add	WHEB add	WKEE 40-33
KXX106 add	WFEA add	KROK deb 30
G100 add 32	WYKS add	Y103 deb 39
WHHY-FM add	KKQV add	KX104 deb 30
CK101 add	99KG add	WQUT deb 28
WAYS add	KDVV add	WBCY deb 28
WCSC add	KATI add 29	WSEZ deb 31
WNOK-FM add	WKBW deb 25	WSSX 26-24
WVIC add 29	WBEN-FM deb 38	WGH deb 19
KSTT add	WXKS-FM 27-26	WOW 19-14
KRAV add 20	94Q 27-21	KJRB deb 31
Z104 add	KEZR deb 30	KSKD deb 34

KHYT 38-27	WCGQ deb 27	KCBN deb 39	KIOA	WFLB
WTSN 32	WXLK 26-15	WIFI	WNAM	Q101
WFBG 37-30	KKRC-FM 30-28	WLOL-FM	WGBF	KFYR
Q104 9-5	KWLO deb 27	WDRC-FM	KIKI	KKLV
WAEV deb 27	KENI deb 38	WBBQ	WCIR	KYYA
Z102 34-31	KSLY 28-21	WRQK	95SGF	KOZE
WFOX deb 31				

# Jennifer Holliday

## "And I Am Telling You I'm Not Going"

from the Original Broadway Cast Album  
**DREAMGIRLS**  
GHSP 2007

7-29984

Produced by David Foster

WNBC 21-18	KRLA add	WCSC add	WSEZ on
WXKS-FM 17-9	KFI on	WGUY add 30	WFLB deb 34
Y100 19-12	KIQQ on	WTIX 35-33	WGLF deb 26
I95 on	KFRC add 40	BJ105 on	KVOL on
WGCL add	KITY add	WDOQ on	KSLY on

# Adrian Gurvitz

## "Classic"

7-29981

from the lp **CLASSIC**  
GHS 2014

Produced by Adrian & Paul Gurvitz

WLOL-FM		
KEZR	WZZR	WJXQ
KZFM	WVIC	KSLY



GEFFEN RECORDS  
Manufactured exclusively by  
Warner Bros. Records, Inc.

Everybody is seeing "the light."

# JEFFREY OSBORNE

The single from his debut solo album  
"I Really Don't Need No Light"  
Crossing over...



The single  
"I Really Don't Need No Light" AM 2410  
from Jeffrey Osborne SP 896  
On A&M Records and Cassettes



Produced by George Duke for George Duke Enterprises  
Management: Jack Nelson and Associates

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## STREET TALK

Is a changing of the guard coming at Arbitron? Rumors circulating within the company are saying that Arbitron President Ted Shaker will be leaving in the near future. Comments by Shaker at staff meetings have led to the speculation. However, according to Arbitron spokesperson Connie Anthes, "The rumors are not true. Ted is not ready to leave."

Speaking of leaving...Doubleday's WAVA/Washington invited former DC-101 morning personality Howard Stern to air his farewell show to the city on Friday (7-9) morning. Our Washington Bureau says Howard was "outrageous," but ended with a contrite apology to all those he might have insulted over the years. All we can say is, look out New York!

If you've heard that Bruce Bird will be taking over the promotion chores at Boardwalk Records, you heard it right. We picked up that he will become a Boardwalk Executive VP and get a "piece of the action." What remains unclear is the disposition of Bruce's Columbia-distributed Badland label, and the artists signed to Bruce.

John Bogart is the new PD at WFBQ/Indianapolis, replacing Joe Krause, who left the station in June to join WAPP/New York as Assistant PD. Bogart was most recently Production and Promotion Manager at WKLS/Atlanta. He'll take over at WFBQ on July 26.

It looks as though the suit that Century Broadcasting brought against Arbitron, due to problems with the spring '81 St. Louis report, has been settled out of court. Arbitron General Counsel Tony Kelsey told Street Talk, "The suit against Arbitron has been dismissed with prejudice, meaning it can't be brought up again." Kelsey feels this vindicates Arbitron's position in the reissuing of the report, which resulted in Doubleday's WWWK-FM (now KWK-FM) edging out Century's KSHE for the overall 12+ lead by one-tenth of a share point.

We hear that WAYS/Charlotte is going to make a very big announcement within a matter of days. In fact, we should have full details for you next week.

Did someone say the economy was turning around? You can't prove it by looking at our industries. Over the last few weeks Capitol has let a number of secretaries and middle-level employees go, many in the field staff, owing to the continued sluggish economy. The estimates of how many were actually trimmed run from 30 to 50.

Adult/Contemporary programmers itching for a new opportunity have never had a better chance: R&R is aware of at least eight major and key secondary programming positions still available at press time. Markets in search of PD's include Chicago, Denver, Detroit, Providence, Columbus, Toledo, Hartford, and Flint.

After two years at KSDO/San Diego, News/Program Director John Mainelli has resigned to pursue other interests. No replacement has been named yet; management is in the process of mulling through candidate inquiries. Mainelli's last day at the station is July 16.

While morning personality Matt Siegel was away on vacation this past week, was that really filling in on WXKS-FM/Boston? What are all those highly-paid Superadio personalities going to do now?

The FCC has granted Metroplex permission to switch its Tampa call letters from WCKX to WMGG.

The legendary George Hamberger, who built his reputation in Buffalo, but was most recently doing afternoons at CFTR/Toronto, is out looking. He shouldn't be on the loose for long. Reach George at (416)864-2000.

Is it true that WLUP/Chicago's Sky Daniels has now "charged" over \$1500 worth of merchandise on his Network Records Toronto "Get It On Credit" card? Pretty real-looking, eh?

Anyone knowing the whereabouts of Art Thomas, who was an air personality at KIKX/Tucson around 1968, please contact Jonathan Brandmeier at KZZP/Phoenix. We have no idea what this is all about, but if Brandmeier's involved, it's got to be wacko.

With WLOL/Minneapolis's new ARB moving the station from a 4.2 to a 10.0, station consultant Paul Christy has already picked up two new clients: KPLZ/Seattle and KQFM/Portland.

Vance Dillard is the new Assistant PD at WIP/Philadelphia. He joins the station from WWBA/Tampa, where he admittedly "did almost everything." Vance also previously programmed WDAE across town.

Congratulations, once again, to CKLW/Detroit's Production Manager Robert Lusk for yet another Clio Award won in the service of his station. For the third consecutive year Robert has come home a winner. This year's winning entry was a CKLW promo for a Walt Disney World contest.

WCSC/Charleston's "Sky Watch" plane carrying pilot/announcer Randy Scott crashed on takeoff (7-13). Randy was listed in critical condition with head injuries. An investigation is reportedly taking place as to the cause of the crash. Randy has done the traffic reports for WCSC since 1980. We wish him a speedy and complete recovery.

Sherman Cohen has left KRLA/Los Angeles as Music Programmer/Rescheduler (that's *their* title), and was replaced by Randy Summer, who was formerly PD of KMBY-FM/Monterey.

Congratulations to independent promotion man Stan Bly and his wife, Cherie, on the arrival of their new baby boy, Derek Leland Bly.

Communication  
Graphics inc

Outclass Your Competition!

If your competitors use a tape & label type sticker, they'll cringe when they see the screen printed decal you bought from us. It will last a lot longer, too!

...and we can give you references!

WINDOW DECALS - BUMPERSTICKERS

TOLL FREE 1-800-331-4438



# BILLY IDOL

**“Hot In The City”**  
The first single  
from the debut album by  
**Billy Idol**

**CHR BREAKERS.**

**BILLY IDOL**

**Hot In The City (Chrysalis)**

57% of our reporters on it. Moves: Up 17, Debuts 19, Same 45, Down 0, Adds 38 including WCAU-FM, JB105, CFTR, CKGM, Y100, KRLA, XTRA, KIMN, WYCR, KROK, WKDQ, FM103, WHEB, WAEV, KKLV. See Parallels, debuts at number 30 on the CHR chart.



**Chrysalis**  
Records and Tapes

The single CHS 2605 The album CHR 1377  
Produced by Keith Forsey

# Sales



JONATHAN HALL

## DAVE KLEMM & KEY POINTS

### Local Sales — The Advertiser Comes First

Many times sales people get carried away with selling their station's sound, ratings, or personalities — so much so that they sometimes forget to address an advertiser's *real* needs.

What follows are some thoughts along those lines prepared by David Klemm, President of Klemm Media, Inc. of Washington, CT. David went on his own as a consultant last year following a long career at Blair Radio. His clients include numerous stations and a news network.

David hears local sales people asking lots of questions that don't pull out the most important information they need to know. Ultimately, your questions should lead you to learn the advertiser's reasons for considering radio in general and your station specifically.

A key to successful local selling is not so much knowing how to sell but projecting an interest in what the local advertiser wants to tell us, rather than what we want to tell him.



Dave Klemm

Asking questions... finding out about his sales problems... his customer traffic patterns... possible co-op advertising... the local advertiser's problems — all important in the local selling process.

The qualities and advantages your station stresses are not necessarily the qualities and advantages that interest the advertising prospect. People love to talk about what's of interest to them and tune out quickly when your presentation is not on their target. The idea is to take the prospect's "temperature" so you know how to tailor your presentation to match his interest, so that what you're saying really hits home. Find the buyer's "Hot Button."

Local sales people usually ask questions like: "Do you have a radio advertising budget?" "What are you planning to do in the way of advertising?" "Would you like to

know how radio can work for you?" "What other advertising media are you using?"

#### Locating The Primary Motivation

That's all valuable to know but the question you have to ask yourself as a local salesman is: "Is that the most important information you need to make the sale?" You need to find a primary reason to cause the advertiser to consider the purchase of your radio station.

For example, "Of all the radio stations you can choose from in our market, what in particular do you feel about our station?" You can develop a list of specific questions that will help you get better results. Come up with your own individual questions. Be sure the questions lead the advertiser to tell you about his most important reasons for considering radio... and ultimately your station.

You must dig deep; don't just scratch the surface. You need to ask the advertiser to define what he means. When a buyer, for example, says he's looking for quality, he may associate the word quality with things you would never dream of. One advertiser may think quality means the type of music the station plays, the next prospect thinks that quality means the kind of follow-through service you can provide.

# KCMO

## NEWS/TALK 81

### ACTIVE LISTENERS VS. PASSIVE AUDIENCE

1. Seeker and analyzer of information. decision maker, definitely screwed on properly.
2. The great observer, constantly keeps looking on what's happening.
3. Hears all, hangs on every word, and acts upon it.
4. Able to sniff out a bargain, a controversy, fine food, anything hot, and the sweet smell of success.
5. Imparts a veritable cornucopia of information. Knows what's going on in all aspects of current affairs, sports, weather, and things that matter.
6. Categories of species recognized by definitive collar coding: blue, white, frilly, etc. This enables unique target programming to obtain specific responses.

- A. Most commonly in receipt of requests such as "Where's your head at?"
- B. Spends a great deal of time in a closed position for one of two reasons:
  1. Indicates "Groovin' with the tune"
  2. Indicates species is asleep.
- C. Serves a remarkably limited function:
  1. Turns on to the sound of music.
  2. Tunes out the spoken word.
- D. Known to burst into snorts of denision when musical blanket is broken by news, weather, commercials and other strictly verbal communications.
- E. Generally emits high pitched whistles, low hums, and "Do-wup de wops, do-da's, and other sounds.
- F. Not receptive dull grey color, making it difficult to categorize species in order to target specific responses.

### THE POWER OF PROGRAMMING FOR AUDIENCE INVOLVEMENT AND COMMERCIAL SUCCESS.

KCMO CONTRASTS ACTIVE & PASSIVES — On the reverse of its new rate card, News/Talk KCMO/Kansas City provides the amusing comparison of "active" vs. "passive" listeners pictured above, with actives isolated as KCMO listeners and passive unflatteringly categorized as lumpy fans of music radio.

## NEW MAJOR MARKET SURVEY

# Demographic Requests Vary By Region

Major Market Radio Sales' new demographic request survey of over 50 markets for the first six months of 1982 generally follows recent patterns: 25-54 is by far the most requested demo by clients (34.7%). An added element of interest is MMR's breakdown of requests in Miami, Boston, L.A., and Chicago, which shows dramatic variances. In Boston, 25-54 reigns absolutely with 43.1%, three times the figure for 18-44/18-49; while in Miami those demos are locked in a neck-and-neck battle, 28.5 to 27.9. Chicago has a 10.3 figure for 18-34, three times that for Miami; while 25-44/25-49 sinks to about 7% in Chicago and L.A. Full results are shown below:

DEMO	All MMR Markets	Miami	Boston	L.A.	Chicago
Teens	5.1	3.5	4.2	5.0	5.8
18-34	8.4	3.5	8.6	6.1	10.3
18-44/18-49	16.7	27.9	14.4	16.0	17.0
25-44/25-49	11.3	12.2	11.0	7.2	7.1
25-54	34.7	28.5	43.1	39.8	35.7
35+	3.2	1.2	3.9	8.3	3.2
18+	3.9	5.8	2.9	4.4	6
No demo	6.3	4.7	3.4	5.0	6.8
Other	10.2	12.8	8.6	8.3	13.5

### Defining Prospects' Desires

Ask prospects to define what they mean — after they've stated their primary reasons for looking at radio. For example, the prospect says, "I want to have quality advertising on radio." You can ask them to tell you what they mean by quality. Thus, you can link the prospect to your station, once you know exactly what he means with his remarks.

Then you might add, "But tell me, why is quality on top of your list?" You may then get a more detailed answer, like: "Well, I'll tell you. The last time I used radio it gave me all kinds of headaches in terms of getting the commercials on the air when I wanted them."

That kind of clue can help you determine the advertiser's real interest and a key in helping him choose the type of schedule which is best for his needs. Keep referring back to the prospect's own words. That way, when you describe your station's advantages, you'll simply add: "Unlike your present or past experience with radio, you'll save yourself a lot of headaches with WXXX."

Be careful about assuming that all prospects want to know everything you have to say. *Most do not!*

Another interesting approach is to do some kind of informal survey to find out what the advertiser's customers really need in the way of radio programming and when they need it.

### General Sales Tips

Bring professionalism, integrity, and value to the advertising prospect and dedicate yourself to credibility, as well as vitality in your presentation.

Selling is a combination of what local merchants talk about, how they think, and knowing what is foremost on their minds.

Small talk is used a lot locally — to help oil the wheels of daily life and keep you friendly. Search talk is used when you want to test the waters, analyze and gather information.

To become an effective local salesman, you should abandon the goal of agreement and substitute the goal of understanding. Try to picture any relationships, situations, or problems as a giant puzzle. Only when the local advertiser and you as the profes-

sional media maven can get involved and combine your respective solutions can the puzzle be solved via straight talk.

Every local advertiser wants something — either now, tomorrow, or next month. Let the local advertiser know that his success is important to you. Use positive words such as:

- pleased
- satisfied
- surprised
- helpful
- confident
- excited
- happy
- eager
- desired
- results
- fulfilled
- revenue
- creativity

Asking questions is a key... What do you really want? Tell me more about that. Can you fill me in on what you want? Go on.

Position yourself as being an intimate with the local advertisers. Show your prospect he can depend upon you to keep confidences and that you can be helpful in concluding his problem. Show him how you and your station can help him control his traffic flow, his results, his local image.

Be sure you come up with a plan that the local advertiser really needs... not necessarily what you want him to have. You need to provide results first for the local advertiser and on that you build credibility as a viable radio station.

## Boston Globe Changes Radio Direction

The Boston Globe has switched to a two-tier radio approach that will highlight two main selling points: comprehensive news coverage and the expertise of its journalists.

The schedule features morning drivetime ads noting the top stories of the day. Afternoon spots dubbed the "writer's campaign" capture the events of journalists' lives that helped mold their perspectives. About 10 stations are being bought.

# CALENDAR



BRAD MESSER

## How Small News Staffs Find Free Help

People always want something. What they usually want from me is information about where to find hot news talent to hire. These predictably brief conversations are comprised of their inquiry followed promptly by my standard retort, "I don't know." Unfortunately, if I were to list the names of all the real pros I know to be out of work, my column would end with the period at the end of this sentence. The Publisher might become difficult. So let's consider the second most-asked-about subject, how to get more substance from a very small staff working on the most common kind of budget, the shoestring.

The first rule of survival for non-network radio journalism has always been *Get Local News*, and here are some of the proven ways small staff do it with free help.

Street and police news leads are best gathered by continuously listening to radio on the emergency frequencies, which cannot be done fulltime, so one solution is to seek out and enlist the aid of a dedicated person whose hobby is monitoring his scanners. Such people exist in great numbers, and can be found by asking questions of policemen, ambulance drivers, and maybe even the top scanner salesman at Radio Shack. Shut-ins are the traditional free helpers here.

The newspaper tie-in fell from fashion along with short haircuts and U.S. Savings Bonds, and it's overdue for a comeback. Just one phoned-in local story per drivetime from your newspaper, done in the voice of the reporter or City Editor, works toward giving both the station and the paper broader exposure. No cash, no trade, just a straight exchange. Usually easier to arrange in a two-newspaper town.

Free current weather reports are now as near as the National Weather Service radio frequency. The National Oceanic and Atmospheric Administration is charged with disseminating information as widely as possible, so NOAA allows unlimited rebroadcast of its forecasts, watches, warnings, and special statements. It would be courteous to first visit your local NOAA office, and thereafter merely record what you want off the weatheradio.

Ham Radio Clubs and CB Groups are powerful allies in times of emergencies. In the courting stage you may get good results with a one-two combination sales pitch: play down the ego-satisfying air exposure the volunteers will get by making sure you mention it over and over.

If you have been able to stretch a staff by enlisting free help in other ways, I'd appreciate hearing from you so we can share the information.

And if you happen to know where all the hot hireable news talents are hiding, call me right now. I'd be very happy to refer dozens of calls to you!

### Stamps Make Mistakes Pay

**MONDAY, JULY 19** — Back in 1918 Uncle Sam printed some 24-cent airmail stamps upside-down. Before the error was caught, some of the stamps were distributed. It was an enriching mistake, because three years ago today a rare block of four Jenny Airmail stamps set the world price record by drawing \$500,000 at auction.

Today's the 168th anniversary of the birth of Samuel Colt, who introduced his legendary revolver in 1852. After about a century of dominating the handgun market, revolvers have been surpassed by semi-automatic pistols.

Temperamental tennis pro Ilie "Nasty" Nastase is 36. Florencia Bisenta de Casillas Martinez Cardona — show name Vicki Carr — is 40. Politician George McGovern is 60.

### Hitler Bare-Bottomed After "Operation Valkyrie"

**TUESDAY, JULY 20** — A plot to assassinate German dictator Adolf Hitler 38 years ago today (1944) almost succeeded, when a briefcase of plastic explosive was smuggled into his fortress "The Wolf's Lair." But a meeting which had been scheduled inside a concrete building was instead held in a wooden one, where the effect of the explosion was much less. Instead of being killed in Operation Valkyrie, Hitler sustained ear injuries, and his hair singed, and witnesses said his pants were blown off.

Today's the 13th anniversary of Man landing on the moon.

Cheryl Ladd is 31. Diana Rigg is 44. Natalie Wood would have been 44 today.

### Radio Might Have Been Called "Loomis"

**WEDNESDAY, JULY 21** — Mahlon Loomis, who was born on this date in 1826, beat the Marconi Brothers to radio. He gave a public demonstration of broadcasting by sending signals between two kites over Bears Den, VA in 1866, twenty-nine years before the first Marconi broadcasts in 1895. Why ain't he famous? His primitive rig is thought to have sounded no better than static, while the Marconi transmitter put out a clear and powerful signal.

When the Jesse James gang pulled the world's first train robbery 109 years ago today, the Rock Island Express reported a loss of \$6,000. A gang insider later said it had really been \$65,000. Doc Miller explained he thought the railroad had lied so other robbers wouldn't know the trains carried so much loot.

Robin Williams is 27 and Don Knotts hits 58.

### The Hungarian Hat Trick

**THURSDAY, JULY 22** — The scientist who made up the word antibiotic was Selman Wachsman, born 94 years ago today in 1888. He discovered the early "miracle drug" streptomycin in 1943, and at first it was hoped antibiotics could cure nearly all human diseases. But antibiotics eventually lost their power against some germs (which became resistant) and were never useful against viruses like the common cold. No known medicine will cure a cold, so we are left to try folk remedies such as the Hungarian Hat Trick, which works like this: Place hat on bedpost and get into bed. Begin drinking liquor. When you see two hats, stop. Either your cold will be cured or you will no longer care that you have it.

In 1933 Wiley Post completed the first solo around-the-world airplane flight in seven days. After a horse race in Seattle 101 years ago today, winner Tom Clancey was promptly arrested and fined for breaking the town's 6-mile-an-hour speed limit.

Fashion designer Oscar de la Renta is 50. Actor Jason Robards, Jr. is 60. The mother of a President and two U.S. Senators, Mrs. Rose Kennedy, is 92.

### Men Running Naked Entertaining the Gods

**FRIDAY, JULY 23** — That headline sounds like a cheap come-on, but it's true. The first Olympic Games, which were held on this date in the year 776BC, were staged in the belief that human ghosts and the gods themselves like sport and entertainment. "The competition consisted of a single race of approximately 200 yards," says Rochelle Evans of the U.S. Olympic Committee. "The race was called the stade, from which our word stadium is derived. I also understand that they competed in the nude and women were not allowed to watch. They were killed if they did!"

The ice cream cone was invented on this date in 1904, when a concessionaire at the St. Louis Exposition ran out of ice cream cups. The food stand next door sold a kind of waffle, and baker Ernest Hamwi had the creativity to twist his flat pastry into a cone shape as a substitute for the ice cream dish.

Former football hero Walt Garrison is 38. Baseball legend Don Drysdale is 46. (On Sunday the world's first test-tube baby, Louise Joy Brown, will celebrate her fourth birthday).

# The Heat Continues

With



96KX 22-18	Z104 add
CKGM add	WIKS 7-6
KEGL add 28	KKXX 30-28
KYYX add	KJRB add
WPHD add	KNBQ add
92FLY add	KRQ on
WRCK add	KHYT add
3WT add 37	WOMP-FM add
WPST add	WCIR add
WKRZ-FM add	WZYQ add
K104 add	Q104 add
WKEE add	95SGF add
KSET-FM add 25	WISE add
KROK add	KSEL-FM add 26
WFMF add	KKXL-FM add 24
WDOQ add	KKLS add
WSKZ add 19	WRKR add
WBCY add	WSPT add
WCSC add	KRNA add
WSSX 20-17	KFMZ add
WANS-FM add	KCBN add
WJXQ add 10	KOZE add

## "Only Time Will Tell"

7-29970

from the Double Platinum lp ASIA  
GHS 2008

Produced and engineered by Mike Stone,  
for Mike Stone Enterprises, Ltd.



GEFFEN  
RECORDS

Manufactured exclusively by  
Warner Bros. Records, Inc.

# Contemporary Hit Radio



JOEL DENVER

## KYST VS. 79Q IN HEATED AM BATTLE

# CHR Showdown In Houston

Last fall, KRBE/Houston changed formats from CHR to A/C, leaving the town without a true CHR radio station until now. Suddenly, two AM stations, KYST/Texas City and 79Q (KKBQ/Houston, formerly KULF), have emerged with distinctive and exciting CHR formats.

To make this situation even more interesting, former KRBE/Houston programmer Clay Gish is calling the shots at KYST, and John Lander, who's had great success with dying AM's, is running things at 79Q. This is a rare case of a major market with an AM vs. AM CHR battle in progress. Let's take a brief look at each station through the thoughts of their respective programmers.

### Clay Gish KYST/Texas City

**R&R:** As a Houston veteran, why do you think CHR has suddenly become acceptable for the marketplace again?

**CG:** It always has been really. Broadcasters thought it was a format that could only deliver teens, and as a result teens have had to go to AOR for their music. Now, they have discovered again that teens and those important adults like to hear the hits in a good mix. This format is bringing in huge adult numbers in other markets, and I know our approach will work here at KYST.

**R&R:** What does the station sound like?



Clay Gish

**CG:** KYST is high energy rock and roll radio. It sounds much like KRBE did a few years back. We play the hits of all types and keep the momentum rolling strong. I really believe that radio has been lacking in excitement for the last couple of years, especially in Houston. This station is returning that lost energy to the people.

Our jocks, for the most part, are well-known Houston personalities who can really relate to the market. I think this is a decided advantage for us. Most of them have worked with me before, so they understand exactly what we're trying to accomplish with the station.

**R&R:** What about your signal and station facilities?

**CG:** We are licensed to Texas City, but should have dual identity with Houston, pending FCC approval, shortly. We have just finished brand-new stereo studios located in Houston. These studios are state-of-the-art. KYST hasn't been on the air all that long, so the towers are also brand-new. This enhances the ground conductivity, which aids our signal a great deal.

As far as coverage goes, we have some weaknesses like any other AM station does, but nothing major that will hold us back from becoming a major force in the market. In the daytime our signal and 79Q's are comparable, but at night they have a slight advantage in downtown Houston. As far as coverage goes for the bulk of the population, we have no real problems.

**R&R:** How much will AM stereo be a factor in your success?

**CG:** I think AM stereo will really give us an added boost in people's minds. I know it will take some time before the audience in general has access to AM stereo equipment, but once it's ready this station is going to do everything it can to help promote it.

(continued on Column 3)

### John Lander 79Q/Houston

**R&R:** You've had an amazing track record with AM stations. Obviously 79Q is a similar situation...

**JL:** Programming on AM is very different from FM. Most of my staff have been with me before for two reasons. First, they are good, and second, they understand what I'm trying to accomplish. All we are doing is taking my basic principles along with some new twists and fitting them to Houston.

**R&R:** What about your lack of familiarity with Houston?

**JL:** Most of the off-air and sales people have spent lots of time here and are being helpful in our orientation to the market. One thing for sure, Houston isn't suffering from the recession. This a young, vital, and active boomtown.

**R&R:** Didn't it surprise you to find this format void in such a big town?

**JL:** Absolutely. Too many folks got scared of Joan Jett and the Go-Go's. Actually, the format has broader appeal than ever now. AOR in this market is losing its "hipness," and we are making it "hip" to listen to AM again.

**R&R:** In a sense Houston is bucking the national trend, right?

**JL:** With two AM CHR stations going at it, we are. I'm already feeling people switch over from FM. They don't want to listen to 20 minutes of garbage to hear their favorite cut by J. Geils. The audience may not like every song we play, but they will soon know that one of their favorites isn't far away.

**R&R:** What about AM stereo? Will it help 79Q?

**JL:** It can't hurt, but I'm not depending on it too much. With what Clay is doing at KYST, and with Jim Maddox on AM at KYOK (1590 kHz), this will cause lots of people to check out what's happening on AM before stereo broadcasting gets the green light.

**R&R:** You changed the format for the July 4th holiday, correct?

**JL:** Yes, and it worked out tremendously. We had Q105/Tampa's Scott Shannon come in along with WRVQ/Richmond PD Bill Thomas, and KOY/Phoenix's Charlie Van Dyke. The day before we changed the format, we cut a promo that told the audience that KULF was moving to Tijuana, and gave them a phony toll-free number to call for requests. Then we told



John Lander

(continued on Column 4)

## KYST Vital Statistics

**PD:** Clay Gish. In radio since 1969. Original MD at Z93/Atlanta, and involved in putting WAXY/Ft. Lauderdale on the air as a CHR station. Most recently PD at KRBE/Houston (1974-1980) with eight years in the market.

**KYST:** 920 kHz, 5kw days and 1kw nights directional. Wired for AM stereo using Kahn-Hazeltine system.

**Target Demo:** 12-34

**Commercial load:** 10 minutes/12 units per hour.

**Lineup:** 6-10am Bo Weaver (former KULF, KILT, and KHJ/Los Angeles)  
10am-3pm Chuck Kelly (former PD at KYST and KSET-FM/EI Paso)  
3-7pm C.C. McCartney (KRBE)  
7pm-midnight Dr. Don (KRBE)  
Midnight-6am Steve Bailey (KLVII/Beaumont)  
Weekends: Operations Manager, Hank Moore

## 79Q Vital Statistics

**PD:** John Lander. In radio since 1970. Programming successes at WLOF/Orlando, WLCY/Tampa, and 13K(KGB-AM)/San Diego. Most recently GM/morning man at WCKX/Tampa and mornings at 195/Miami. No prior experience in Houston market.

**79Q:** 790 kHz, 5kw days and 5kw nights directional. Wired for AM stereo using Kahn-Hazeltine system.

**Target demo:** 12-44

**Commercial load:** 8 minutes/10 units per hour

**Lineup:** 6-10am PD John Lander and newsman Brad Edwards (formerly KRBE)  
10am-3pm Chris Caine (formerly 13K)  
3-8pm Assistant PD, Ron Parker (formerly PD WGLF/Tallahassee)  
8pm-1am Gary Knight (13K)  
1-6am John Garcia (KULF)  
Weekends: John W. Smith (KULF) and Ron Haney (KRBE)  
MD: Patty Hamilton (13K)

(continued from Column 1)

(continued from Column 2)

That's probably when the majority of our promotion will really get started. Right now, I'm letting the music do the talking for the station. I'm trying to keep it clutter-free and exciting. Consistency and fun are being generated on a constant basis, and I think contesting could slow things down a bit.

**R&R:** As consultant, you put the station on the air with its present format only a few short weeks ago. What kind of response have you had so far?

**CG:** I think the whole market is really buzzing about what we're doing at KYST. Our audio is better than anyone's because of our new equipment, and we are playing records the market hasn't heard for a long time, so we stand out.

Houston used to be an exciting music market. KRBE used to break records and be active in the town. It's what the market has been missing. I and the staff of KYST can already feel the response on the phones to what we are doing. People say adults don't call request lines, but you couldn't prove it by me.



**R&R:** Do you think that KYST can really compete in a town that is so FM-dominated?

**CG:** I really believe we can be extremely competitive. We are already on TV with 30-second spots and the phones are already telling us people are switching from FM. Frankly, our dial position helps a great deal. We are at 920 on AM, and the bulk of our FM cross came seems to be coming from KSRR at 97, KFMK at 98, KLOL at 101, and KRBE at 104. When they switch over to AM, they hit us first.

**R&R:** You mentioned earlier that you're keeping the clutter to a minimum. Besides TV, how are you going to promote?

**CG:** We plan to be active in the streets with lots of community involvement. I'm not prepared to show my whole hand right now, but believe me, KYST will become more and more competitive with the coming of AM stereo.

**R&R:** What about John Lander and 79Q?

**CG:** They have a good-sounding station. John and his staff will be of great help to me and KYST in helping to reestablish AM radio as a music force in Houston.

them to start listening to the new sound of 79Q beginning tomorrow. We also mentioned that starting at 6am, anyone showing up at the station with their underpants on their head would win \$100.

You wouldn't believe it. We gave away thousands of dollars to people lined up with their underpants on their heads. I've never seen anything like it. All weekend we gave out tickets to see "Rocky III," the soundtrack, and T-shirts, along with \$50 and \$100 bills.

Then we took it to the streets and handed out ice-cold beer on the beaches along with brand new 79Q frisbees. They were flying everywhere. Then a helicopter buzzed the beaches with 79Q emblazoned all over followed by two planes with banner-tows. The first said, "Houston's Best Music and Free Cash" and the second said, "Turn your radio now to 79Q." It was quite effective. We used some :10 TV teasers, and are now running :30 TV spots. Once you start, you can't stop, and we don't intend to.

**R&R:** Your station sounds pretty exciting.



**JL:** I think it is. We sound different than KYST does. Our jocks get into and out of things differently, and while both stations sound musically exciting, the music is very different.

**R&R:** Can you elaborate any further?

**JL:** Not really; you'd just have to listen for yourself. But I can tell you this, we are doing it the right way. On AM you can't afford to make mistakes. 79Q is in this for the long haul and I feel confident even if someone were to go against us on FM. 79Q would still hold its base together.

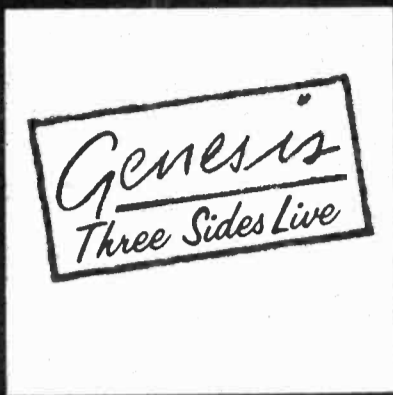
AM has beaten itself in the past, and I know from past experience that AM can and will get listeners. Actually the time I had off from programming while in Miami gave me some time to think and refine my methods, so I feel more confident than ever.

**R&R:** How about your signal?

**JL:** As far as I can tell, there are no major holes that would cause chunks of audience tuneout. Every AM has a few things that aren't 100%, but with our signal

Continued on Page 22

# Four A Winning Summer From Atlantic



## GENESIS "Paperlate"

WBEN-FM 15-14  
WIFI 22-19  
96KX 5-5  
B104 29-26  
Q107 add  
CFTR add 36  
CHUM 4-4  
KEGL 10-7  
WLS 16  
WLS-FM 16

WLOL-FM on  
KBEQ deb 37  
WGCL 11  
KFI on  
KIQQ 33-29  
KEZR 18-17  
KYYX 30-28  
KIMN add  
WPHD 18-12  
WHFM 25-18

WRCK 10-9  
3WT 17-14  
WPST 9-8  
WLAN-FM 27-24  
Q106 add  
WKRZ-FM 25-21  
K104 19-15  
WKEE 28-24  
KZFM 19-15  
KSET-FM 11  
KINT add  
KROD add  
KHFI 25-19  
WTIX add  
WJDX add 30

WZYP deb 30  
WHHY-FM deb 26  
Y103 deb 40  
BJ105 32-29  
WSKZ 23-21  
WSEZ 35-29  
WRQK add  
WSSX 11-7  
WGRD add 19  
WJXQ 4-4  
WKFR add  
KLIK deb 32  
KZ93 8-7  
Z104 deb 28  
WIKS 10-9

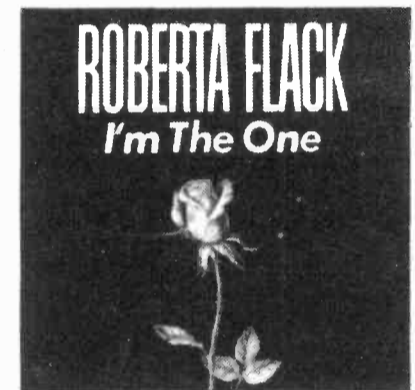
KKXX 5-10  
KJRB deb 30  
FM103 deb 29  
KHYT 25-19  
WIGY 10-6  
WFEA add  
WOMP-FM 9-9  
WRKR add  
WSPT add  
KWLO deb 22  
KRNA 13-7  
KFMZ 4-2

WKBW deb 20  
KIQQ add  
K104 add  
KZFM deb 30  
KINT deb 30  
WDOQ on  
KGGI add  
KCPX deb 40  
WFBG on  
WFLB deb 32  
WCIL-FM deb 16

### A/C 2<sup>nd</sup> "MOST ADDED"

WBEN	WSLI	KMBZ	KWAV	WSKY	KRNO
WCLR	SM95	KKRD	KIXI	WORG	KRKK
KEX	WQUE	KOB	KTKT	KFQD	
KPLZ	WHBY	KBOI	WKZE-FM	KADE	
WICC	WHBC	KUGN	WEIM	KBOZ	
WRIE	WARM98	KKUA	WKBR	KTWO	
WSFM	WHIO	KMJJ	KRBC	KBAI	

## ROBERTA FLACK "I'm The One"



BRANIGAN

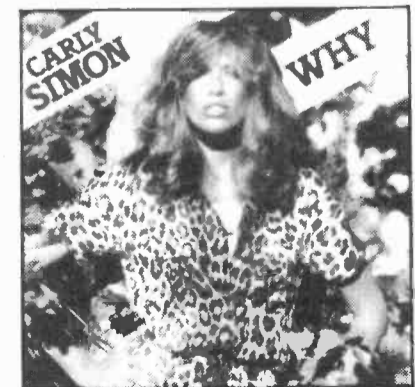


## LAURA BRANIGAN "Gloria"

WBEN-FM deb 40	KINT 24-17	KZFM	WFBG	WCCO
WXKS-FM 29-23	BJ105 add	WDOQ	95XIL	KTWO
KIQQ deb 33	KIKI 29-26	WGH	WFLB	
KFRC 29-25	WAEV add	WJXQ	KVOL	
WFBR 25-21	WRKR 28-25	KIOA	KDZA	
WKRZ-FM add	WLOL-FM	KCPX		
K104 18-16	KEZR	KHYT		

## CARLY SIMON "Why"

WBEN-FM	WTIX	WBEN	WMHE
KIQQ	WGUY	SM95	KWAV
KC101	WFBG	WSRZ	WSKY
KZFM	WFLB	WFMK	WORG
KINT			



MIRAGE

On Atlantic Records and Cassettes.



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# Programming Changes

## At WAAF & WFTQ

New Program Directors were named at Katz Broadcasting's WAAF & WFTQ/Worcester, as David Bernstein moves from AOR WAAF to A/C WFTQ and Rob Barnett moves up from MD to PD to replace him at WAAF. Bernstein in turn replaces Cliff Blake, who moves to Katz's WZZK/Birmingham as Production Director/midday personality. In addition, WAAF Promotion Director Steve Stockman was named National Promotion Director for Katz's nine stations, while retaining this position at the Worcester station.

Commenting on Barnett's move, WAAF Sr. VP/GM Steve Marx told R&R, "It's very exciting to look ahead at what WAAF will be like under Rob. He's extremely energetic and creative. He's one of the breed of young guys in AOR today who grew up with it, so he understands the kind of power and impact a station can have and knows how to make it happen."

Barnett, who has worked at WAAF since he started his professional career almost two years ago, told R&R, "I'm looking forward to a big opportunity at a radio station with lots of enthusiasm, youth, and talent in a city that's all rock & roll."

Bernstein, WAAF's PD for two

### FOR THE RECORD

In the July 2 issue of R&R, a subhead erroneously indicated that Chappell Music had purchased the Intersong music publishing firm. Chappell actually acquired the Interworld Music Group.

years, stated, "I had a good run of success with WAAF, and feel I have the insight on how to make WFTQ the A/C leader in the market. I consider myself to be a radio programmer, not a one-format programmer. I was honored that Katz recognized this ability and gave me the opportunity to tackle the AM station."

Commenting on his new national duties, Stockman told R&R, "Katz is clearly developing a commitment to radio promotion in a way few companies have. I don't know of any other companies that have a National Promotion Director, and I think this is a big step forward in differentiating between stations with similar formats."

## KMPX

Continued from Page 1

KQAK ("K-QUAKE").

Elias also told R&R, "This is something I've been working toward for a long time; I've been working fulltime on it for practically a year. I couldn't be more pleased. All the people involved with USB are great to work with."

Other KMPX staff appointments include: Tom Webb from WLUP as News Director, Mike Koste from KPRI/San Diego as Production Director, and Jim Franklin as Chief Engineer from WYYS/Cincinnati. In the process of the takeover, three KMPX air personalities plus PD Ben Taylor have been let go. Former GM Lou Fox is working with the station during the transition.

## KROQ

Continued from Page 1

both worlds. It allows a station to perfectly position itself in any market. We're going to be a big help to both radio and records. We're going to make it fun again."

Responding to contentions that the KROQ approach is an urban-only format, Carroll said, "I hope they continue to think that way; it will allow us to beat them in those markets. I think it's the crossover format of the 80's, pulling not only from AOR but from CHR and Urban Contemporary as well."

Snakeskin takes on his first PD assignment at KROQ, after 2½ years at the station and previous experience at KWST and KTNQ/Los Angeles plus KRUX and KRIZ in Phoenix. He commented to R&R, "I'm very excited. I've learned a lot from Rick, and I'll be working directly with him, so you can expect more and better of the same. KROQ's in a continuing growth pattern. The dinosaur rockers are a dying breed."

## Solar

Continued from Page 1

success of the Solar family. And once again in my new capacity, I have a chance to participate in its continued growth. I am extremely optimistic and excited about the challenges ahead of us."

Harris was at RCA for eight years, rising from Product Manager to VP in charge of the entire Black Music Department, which until 1981 included Solar (now distributed by Elektra/Asylum).



Virgil Roberts

## Cuba

Continued from Page 1

authority to do that."

### KSL & WHO In Jeopardy

FCC officials describe the 48 Cuban changes as "a mixed bag." While some would eliminate interference, others would create new problems. Most offensive to the U.S. was Cuba's intention to shift to 1160 and 1040 kHz mammoth 500kw transmitters that would obliterate KSL/Salt Lake City and WHO/Des Moines.

"A big problem" is how NAB engineer Mike Rau sums up the situation for American stations. "It's the worst of all worlds," commented Harold Kassens of engineering firm A.D. Ring & Associates. "Cuba could get all the benefits of the Region II treaty without being a signatory."

### A Cuban End Run

Broadcast attorney Jim Weitzman of the firm Shrinsky, Weitzman & Eisen attended the Rio conference as a member of the industry's advisory committee to the FCC. He told R&R, "In its reports to the Commission, Congress, and the industry upon returning from Rio, the U.S. delegation was highly complimentary of its accomplishments and the results of the regional conference for U.S. AM broadcasting. Industry experts were privately skeptical. These latest revelations of a Cuban end run around the U.S. and other Region II countries through legal maneuvering in Geneva further reinforce that skepticism."

### Existing & Future Stations Hurt

If Cuba prevails over the U.S. objections at the IFRB, it's unclear how conflicts between the 48-station shift and American stations such as KSL and WHO would be resolved, especially with Cuba-U.S. relations at a 20-year low.

Another problem would be faced by U.S. stations not yet on the air. The Cuban outlets would be entitled to protection from interference, since they were registered with the IFRB first. Pepper said that means some American stations coming on the air "may find themselves in the position of having to protect some of those Cuban illegal operations." He added, "Some may not be able to do it."

## Holberg

Continued from Page 1

Holberg had been in Philadelphia for almost three years before joining WMET, serving as VP/GM at WMMR and Program Manager at WIP. He told R&R, "The move back is very important to me personally," adding that he has a son in Philadelphia. "I wanted to be closer to my son, and I'm looking forward to working with Dick Verne. He's a very exciting, aggressive, pumped-up results-oriented guy."

"I've been with Metromedia for eight years. It's a company I hate to leave; they're one of the best." Commenting on leaving WMET, he said, "The timing is most unfortunate because there's no question in my mind that we're back on track and on our way back up. I hate to leave before we're back on top again, but for personal reasons it wasn't a decision I could defer."

### DeCaro Reflects

DeCaro commented on his departure: "Basically we just had some philosophical differences on the overall operation. I think that Dick felt I'd been there a long time and wanted to get a change in Philadelphia. Maybe do it from his own perspective and see if there wasn't a different way to approach the market and the radio station."

Reflecting on his 16 years at the stations, DeCaro sketched some highlights: "There are a lot of things that I'd really like to be remembered for. I was there when WFIL first went rock and took off with the pop explosion. I saw the station through the transition from Triangle through LIN. We had one of the biggest outdoor concerts ever for charity, when we had over 250,000 people. Guys like George Michael, Dr. Don Rose, and Jay Cook came through here while I was GM. I convinced them to test AM stereo and go through with it in 1979."

"I'm proud that we went Country in Philadelphia. It was a tough decision and I take full responsibility for it. I believe it will make it; all the ingredients are there." DeCaro concluded, "For 16 years my whole life has been wrapped up in those two stations. I really felt a lump in my throat walking out."



**CHUM ROCKS FOR 25 YEARS** — CHUM/Toronto recently celebrated its 25th year as a rocker, and WEA/Canada presented the station with a plaque showing its first printed survey. Pictured (l-r) are CHUM MD Brad Jones, PD Jim Waters, WEA Ontario Branch Manager Mike Gaitt, WEA Canada National rep Larry Green, CHUM personality Roger Ashby, and WEA Ontario rep Randy Sharrard.

## Motion

KKYK/Little Rock welcomes David Allen Ross to the staff from KRIG/Odessa. Replacing him at KRIG is Larry Morgan. The rest of the KRIG lineup includes: John Welch mornings, John Clay midmornings, Jim Scott middays, Mark Hanson afternoons, Larry Morgan nights, and Kelli Montgomery overnights.

Mark Kath is now doing part-time work at KFOX/Redondo Beach... QV93/Harrisburgh morning man Rich Harris moves to WOYK/York for afternoon drive... KKAZ/Cheyenne personality Phil McKay is moving to KTYN/Minot as MD... WACJ/Bufalo is going live CHR, dropping its automated A/C format, and PD Phil Cordas needs jocks. Call (716) 854-1120... Congrats to WOW/Omaha's Mike Shane and wife Lois on the recent birth of Matthew David... For the record, in last week's column (R&R 7-9), among the Bobby Poe award winners, Doubleday President Gary Stevens should have been listed as Radio Executive of The Year, not Tom Bigby.

KVOL/Lafayette welcomes Mike Donn to afternoon drive... 95XIL/Parkersburg PD Terry Lee Collins is moved within Burbach Broadcasting to program WKRT&WNOZ/Cortland-Ithaca, NY. K104/Erle Assistant PD Paul DeMille is now programming 95XIL. Also, Vickie Hoover is now upped to MD at 98ESA/Charlerol, PA and Doug Nevel is named Assistant PD at 98ESA.

## Showdown In Houston

John Lander, 79Q/Houston

Continued from Page 20

and commitment from the company, we'll do fine.

R&R: Any thoughts on having two AM stations going for the same audience?

JL: I think it can only help that there are two other music stations attracting listeners to the AM dial. Clay is a good programmer, and so is Jim Maddox. This is truly the most exciting and competitive situation I've been in yet. Each day gets better and better for us at 79Q.

## The Music Section

CHR's Most Accurate Music Information

Begins on Page 55

Our thanks to Dallas Texas's



for choosing the #1 music selection system.

Selector



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Do You Wanna Touch Me?  
**Oh Yeah!**

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(Oh Yeah)"**

NB-11-150-7

from the Boardwalk Records album

**Joan Jett**  
**BAD REPUTATION**

NB 33251

Produced by Kenny Laguna and Ritchie Cordell  
for Jett Lag Productions

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Y100  
WRCK  
WPST  
WYCR  
WKRZ-FM  
KITY  
KSET-FM  
KINT  
WJDX  
WZYP  
WDOQ  
CK101  
WNOK-FM  
WJXQ

KBBK  
KSKD  
WACZ  
WZYQ  
WISE  
WFLB  
WXLK  
KILE  
KVOL  
KENI  
KSly  
KCBN  
KMGK  
WOKI



JETT LAG PRODUCTIONS

**707**  
**CLIMBING  
WITH  
"MEGA  
FORCE"**

NB-11-146-7

Produced by Keith Olsen

from the Boardwalk Records album

**MEGA FORCE**

NB 33252

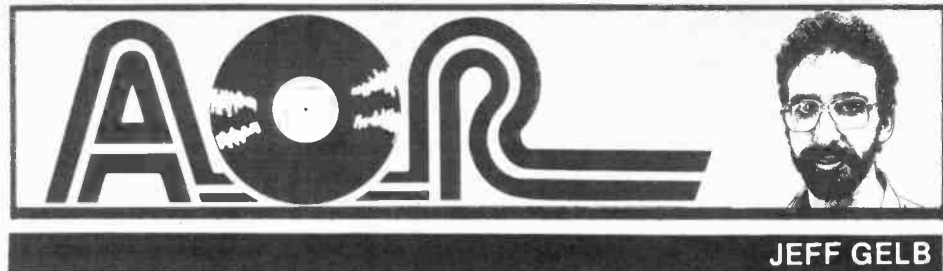
WIFI  
96KX  
B104  
CHUM  
WGCL  
KFI  
KYYX  
WPHD  
WHFM  
WRCK  
3WT  
WPST  
WYCR  
WKRZ-FM  
WKEE  
KZFM  
KSET-FM  
KINT  
WJDX

WABB-FM  
WZYP  
WHY-FM  
BJ105  
WDOQ  
CK101  
WDCG  
WRQK  
WCSC  
WSSX  
WANS-FM  
WRVQ  
WJXQ  
KZ93  
KNBQ  
KBBK  
KSKD  
KIKI  
WIGY

WFBG  
WOMP-FM  
Q104  
KKQV  
KILE  
KSEL-FM  
KVOL  
KKLS  
WSPT  
WAZY-FM  
KRNA  
KFMZ  
KENI  
KKLV  
KSly  
KCBN  
KOZE

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JEFF GELB

# Dave Hamilton: Market-By-Market Programmer

Certainly one of AOR's most powerful chain of stations is Doubleday's. WAVA/Washington, WLLZ/Detroit, KPKE/Denver, KDWB/Minneapolis, KWK/St. Louis — all have had tremendous impact in their markets.

Early this year Doubleday VP/Programming Bob Hattrik parted company with his employers to start his own consultancy. To replace Bob, Doubleday President Gary Stevens appointed then-KDWB-FM PD Dave Hamilton to the Group PD job. He was later announced as the PD for WAPP/New York as well, making him one of AOR radio's most powerful figures.

While at KDWB-FM, Hamilton was a quiet, background-style programmer, content to let his station's strong ratings speak for him to the industry.



Dave Hamilton

Dip into his past and you'll find call letter affiliations that include WEFM/Chicago, WIFJ/Philadelphia, and an earlier stint at KDWB working with John Sebastian and Steve Casey. His diverse background makes him a logical choice for his current job, but he remains fairly faceless to most of the industry. So, this week we shine the spotlight on Dave Hamilton for his first in-depth interview since taking on his new roles for the Doubleday AOR's.

**R&R:** Are you a lifelong radio freak?

**DH:** From the day I discovered radio, all I wanted to do was work in this field.

**R&R:** Your current job as Group PD for Doubleday and WAPP PD must be the fulfillment of a lifelong dream.

**DH:** It is indeed. From the moment I joined Doubleday, I've wanted this job.

**R&R:** Describe your primary functions.

**DH:** In an average week, I'm usually at one of the other stations for a day or two; I may consolidate a trip to include several of the stations. Otherwise, I try to talk to each station daily. Basically, I oversee and coordinate the programming operations of the stations, and report to President Gary Stevens on the stations.

**R&R:** Is Gary a hands-on owner or does he allow you to make your own programming decisions?

**DH:** He's hands-off, though I answer to him, so we talk frequently.

**R&R:** Having dual responsibilities to one station as PD and all the rest as a Group PD sounds like an enormous task. Where did you begin?

**DH:** The one key point I addressed myself to right away was to help give the stations a more human feel. I'm not necessarily an advocate of the 'off-the-wall' approach, but the stations must have a human feel to them. We can't be jukeboxes all the time; this is still an artform as far as I'm concerned.

I'm very fortunate to have an excellent Asst. PD at WAPP, Joe Krause, who handles most of the day-to-day functions of the station. Chip Hobart, our MD, is also helpful. The whole point of running an operation like this is to be able to delegate a lot of these responsibilities. My role is more an overseer or chairman of the board than actually calling the shots moment to moment.

**R&R:** How would you say your program-

ming philosophies differ from those of your predecessor as Group PD, Bob Hattrik?

**DH:** I should start by saying that in my last year as PD at KDWB, I had little if any contact with Bob. We did things differently in Minneapolis, and I think Gary Stevens came to the conclusion that you can't program every station in the chain the same way. There are too many market differences. I tried to pitch that to Bob and he didn't agree. I felt, for example, that it was necessary in Minneapolis to have an outrageous morning show personality. We needed to cause talk, and research showed that was the way to do it. Bob didn't agree but we did it anyway and the guy got great numbers. I'm not saying that's the approach I'd take in every market. But that's the big difference between Bob and I — I believe there are big differences from market to market that need to be addressed individually, and I never knew Bob to work that way.

I would like to think I'm more flexible, and that this company's programming attitudes are more flexible, not as locked into one way of doing things. I'm not saying the basic philosophy has changed that much, but we do have to be sensitive to each market's idiosyncrasies and mold the stations accordingly. We work with each market on a much more localized basis now. We no longer normally make sweeping chainwide decisions.

**R&R:** How about musically; is there such a thing as a Doubleday chain add?

**DH:** I think not, though there are records that will go on chainwide just because they can't be ignored. Shooting Star, for example, is a record that has performed well in all of our markets in the past. That may not be a record that all AOR stations jump on, but because of the type of research we do, and the type of success we've had with them before, we know they're a safe bet.

**R&R:** Are you as firm a believer in callout research as Bob was?

**DH:** At least. We've made some adjustments in the callout research system we use since Bob left; I was using a different system in Minneapolis than the rest of the chain. One big difference is in the way the

**"We can't be jukeboxes all the time; this is still an artform as far as I'm concerned."**

research is now interpreted — we aren't totally dependent on research for programming decisions, and I will never use it as a crutch. But it continues to play an important role in our music selections.

**R&R:** Overall, what's the best reason to do research?

**DH:** To check ourselves, to make sure we're on target. If we're not on target, it'll show up in our research immediately and we can make necessary changes.

**R&R:** I think one of the fears record companies have about research is that it takes

# WDEK's Bingo Bonanza

WDEK/DeKalb's playing games with its listeners: Radio Bingo to be exact. The new promotion runs nightly between 7 and 9, when listeners are asked to listen especially carefully to the station's programming. Customized bingo cards, available free at sponsor outlets, are used by listeners who check off appropriate artists and sponsor names. The first and second players to call the station with a "Bingo" are awarded prizes supplied by various area businesses and major record labels.

Station PD Ward Holmes reports, "The promotion has gone exceedingly well for us; we have sponsor and prize commitments through October on already. I would recommend other stations interested in trying the promotion check with local authorities to make sure it doesn't violate any local laws. I did that here and found that, so long as listeners didn't have to buy anything to participate, we were fine.

"It's great for audience maintenance. It keeps them listening. So long as the prize package is exciting, they'll stay with the contest. That's the key to its success."

**Invite You To Play Radio Bingo**

**DEK-FM**

Willy Nelson	Northern Illinois Phone Commercial Message	Karla Bonnell	Jimmy Hall	MTI
Late Show Phases	Arbitrage Records Commercial Message	Charley Harnick	Urban Trek	Nantana
Kansas	Eric Spread Message	Howard E. Brown	DeKalb (Commercial Message)	Alto News
Little	Masters Actual	Don Lundberg	Bob Dylan	Cleveland Radio Forum
Paul McCartney	Jeff Beck	Have Edmunds	The Ventures	Third World

**How To Play Radio Bingo**

- Listen to WDEK 92.5 FM Monday thru Friday from 7 to 9 pm. Mac Sat 10 thru Mon 10pm.
- Submit all of the above artist names, and WDEK programming information will be heard between these times.
- To win a prize, you must identify both the artist and the song.
- Winning is a 50/50 chance. The first caller to call a name on the card will win. If the name is not called, the caller will win.
- There will be a special prize for the caller who calls the name of the artist and the song.
- Non-winners will be entered into a drawing for a chance to win.

**Listen To WDEK-92.5 FM For Complete Rules!**

music decision-making out of the realm of emotion. How would you respond to that?

**DH:** I don't think so, because, especially in the case of new product, we will not wait till a record tests to play it. We have ears, and all our programmers listen to new product and share information and our personal feelings about records. For example, the SPYS record: all our guys heard it, we spoke about it, agreed we all liked it, and added it at all of our stations because it was a record that sounded the way we want to sound. So there is flexibility there.

**R&R:** What are the other criteria for adding new music to a Doubleday AOR?

**DH:** If it makes musical sense; if there's a musical void that needs to be filled at that time. I look for a void more than anything.

The advantage of having a chain that works this closely together is that we can test things in other markets and then talk over the results. If a record does well in one market it may work in another. That's not always the case, but it works sometimes. We will play new music that is not tested, but the testing process starts right away, so we can find out quickly whether or not we're on track with a new add.

**R&R:** Is there a specific musical sound that defines a Doubleday AOR?

**DH:** It's different from market to market. In some of our markets country rock does very well, and in others, not at all. The same applies for classic rock artists. If you had to say what our sound is more than anything else, it would be mainstream.

**R&R:** Does the balance between oldies, recurrents and new music change from one station to the next?

**DH:** Absolutely. Our clocks are not universal. We have standardized systems, but the actual mechanics are not standardized.

**R&R:** Is there any one station that you like to try out new music on?

**DH:** In St. Louis, we probably play more new music than in our other markets, because of the competitive situation there. Minneapolis, by comparison, is very tight.

**R&R:** Give me an approximate percentage breakdown for the chain of oldies to recurrent to new.

**DH:** Overall, it'd probably be about 55% oldies, 15% recurrent, and 30% new. Again this varies depending on the market. In some markets we're safer playing oldies because they're not yet burned. This format has evolved into a very tight one, and in some markets where we've been tight for awhile, we realize the need now to play more new music to keep those stations viable and fresh-sounding.

**R&R:** There was a controversy awhile back over whether a programmer has any

responsibility to help sell records. How do you feel about that?

**DH:** If we do, great. I hope we can. But we're in the business to get ratings; that's our first and foremost responsibility.

**R&R:** Will you deal directly with record company promotional representatives? Your predecessor admitted he rarely did.

**DH:** I'd say I'm more accessible. When I'm in town I try to return as many phone calls as I can. We're all in this together. It's a sign of goodwill more than anything else; we have systems we work through to

**"We aren't totally dependent on research for programming decisions, and I will never use it as a crutch."**

review new music. But I won't play hermit with anyone; I'm accessible and willing to talk.

**R&R:** What's your feeling about the kind of 'modern rock' that's making waves on stations like KROQ/Pasadena? Is this a style of music you plan to showcase to any great degree on the Doubleday stations?

**DH:** Yes we do. In Detroit and Minneapolis we have overnight shows that expose the kind of new music that doesn't fit our mainstream programming. So far the response has been real good for those shows, and it does a lot for the image of the stations. This could expand into other time periods if our research shows our core audience wants that type of music.

**R&R:** A lot of people say New York is really ripe for that kind of programming. Does any of your own research indicate this might be the case?

**DH:** There is some truth to that. There are records here that would, I guess, fall into those categories that we play here and nowhere else: the Clash, Squeeze, the Pretenders, for example. The Police do much better here than in any of our other markets. We'll continue to survey, and test, and react accordingly.

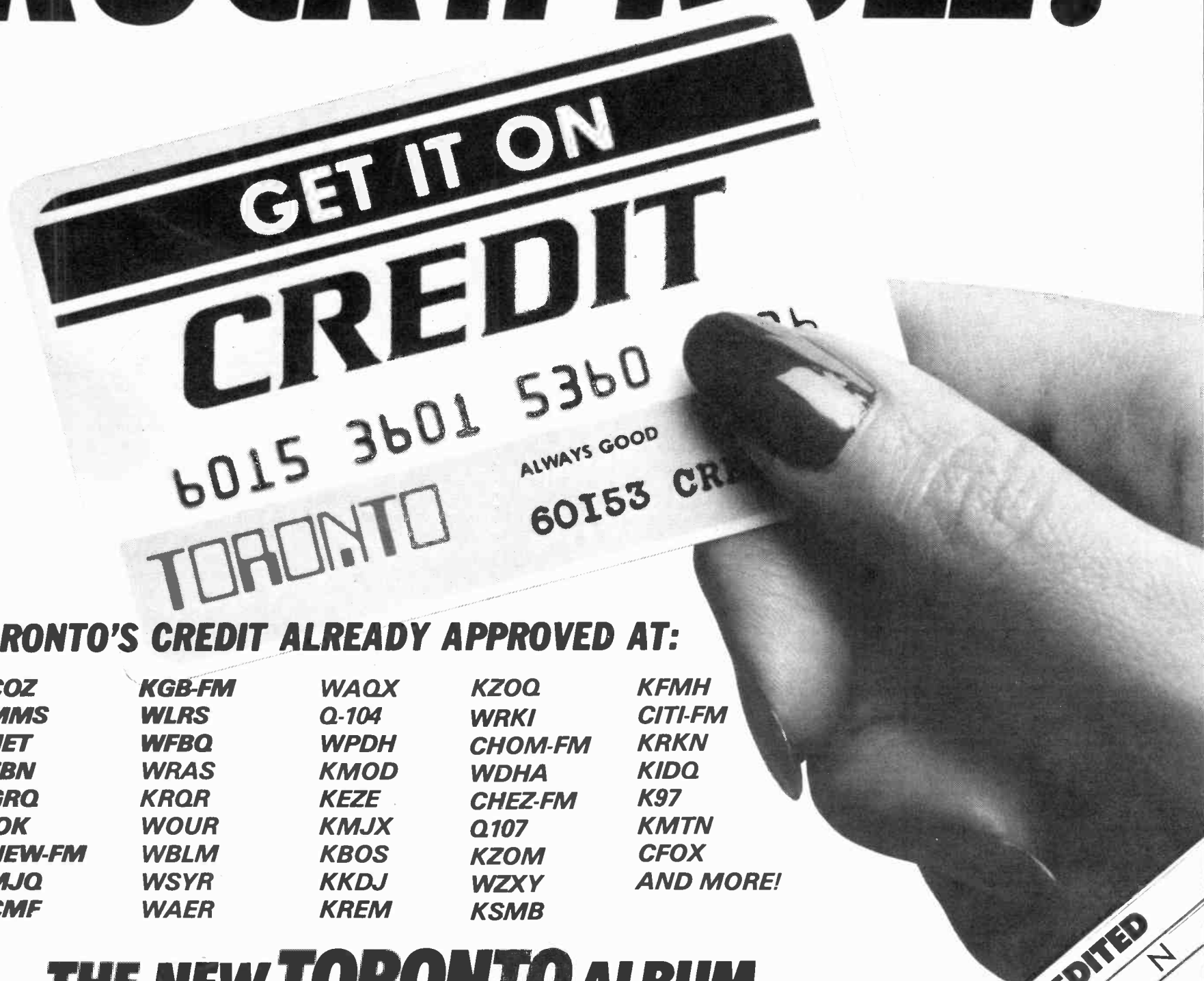
**R&R:** What do you perceive as the difference between WAPP and WPLJ?

**DH:** We take a more straightforward, mainstream approach than WPLJ. They go off on more musical tangents than we do, both to the right and left. According to our research, we're skewing to a much higher median age than theirs. Our target demo right now is 18-34, and it's where we've made the most dramatic gains.

In St. Louis, we've had a problem in the past with huge teen shares at KWK-FM,



# SHORT ON GREAT ROCK n' ROLL?



**TORONTO'S CREDIT ALREADY APPROVED AT:**

- |                |               |              |                |                  |
|----------------|---------------|--------------|----------------|------------------|
| <b>WCOZ</b>    | <b>KGB-FM</b> | <b>WAQX</b>  | <b>KZQQ</b>    | <b>KFMH</b>      |
| <b>WMMS</b>    | <b>WLRS</b>   | <b>Q-104</b> | <b>WRKI</b>    | <b>CITI-FM</b>   |
| <b>KMET</b>    | <b>WFBO</b>   | <b>WPDH</b>  | <b>CHOM-FM</b> | <b>KRKN</b>      |
| <b>WEBN</b>    | <b>WRAS</b>   | <b>KMOD</b>  | <b>WDHA</b>    | <b>KIDQ</b>      |
| <b>WGRO</b>    | <b>KRQR</b>   | <b>KEZE</b>  | <b>CHEZ-FM</b> | <b>K97</b>       |
| <b>KZOK</b>    | <b>WOUR</b>   | <b>KMJX</b>  | <b>Q107</b>    | <b>KMTN</b>      |
| <b>WNEW-FM</b> | <b>WBLM</b>   | <b>KBOS</b>  | <b>KZOM</b>    | <b>CFOX</b>      |
| <b>WMJQ</b>    | <b>WSYR</b>   | <b>KKDJ</b>  | <b>WZXY</b>    | <b>AND MORE!</b> |
| <b>WCMF</b>    | <b>WAER</b>   | <b>KREM</b>  | <b>KSMB</b>    |                  |

**THE NEW TORONTO ALBUM  
CONTAINS THE SINGLE  
"YOUR DADDY DON'T KNOW"**

7-69986

**PRODUCED BY STEVE SMITH**

**NETWORK**  
©1982 NETWORK RECORDS  
DISTRIBUTED BY ELEKTRA/ASYLUM RECORDS  
A WARNER COMMUNICATIONS CO.

**ALREADY ACCREDITED  
CANADIAN  
GOLD.**

## EVOLUTION

AOR loses two stations to CHR this week: KXFM/Santa Maria and WBWB/Bloomington ... WWKK/Ft. Knox PD Thom



**GEILS GUEST** — Among guests at a recent concert of EMI America's J. Geils Band was Lee Michaels of the B/A/M/D and Associates organization. Pictured backstage after the show (l-r) are EMIA's Ken Benson, Michaels, band's Peter Wolf and Seth Justman, EMIA's John Donovan.

Robinson exits as Kevin Cowan succeeds him ... WTUE/Dayton names Bob Clarke MD from afternoons, as Jeff Curry is upped to full-time mornings from part-time airwork ... Dan Lopez joins WKZL/Winston-Salem for nights from WOWD/Tallahassee ... Mercy Winogard exits as News Directors of KTYD/Santa Barbara and is succeeded by former WBCN/Boston staffer Laura Neff ... John Stewart joins KFRX/Lincoln from neighboring KLMF for part-time airwork ... Katie Manor exits KKDJ/Fresno for KNAC/Long Beach. New to nights at KKDJ is Kathy McCovey from KOZZ/Reno ...

## Dave Hamilton

Continued from Page 24

and problems beating KSHE 18-34. The brand new numbers gave us our best 18-34 showing against KSHE ever. One of the first things I did there was to reevaluate where the music and presentation had been targeted, realizing that KSHE was a well-imaged radio station. To make inroads 18-34

### AOR Reporter Profile

**KKCI/Kansas City**  
**PD: Dave Popovich**  
**Power: 100,000 watts**  
**Consultant: Hattrick**  
**Communications**  
**Slogan: "Kansas City's**  
**New Home of**  
**Rock & Roll"**

"Memorial Day weekend, KKCI became Kansas City's first new rock and roll station in years. 106.5 KCI is programmed to a broader base of AOR listener, with music reflective of the most valuable demographic per day-part. We play a wide variety of music, from James Taylor to Rush (depending on the time of day). It's our feeling, being the new station in town, that a well-promoted, well-imaged station with appeal to more than one target cell can be a viable competitor. Reaction after one month has been tremendous.

"We acquired the services of Bob Hattrick Communications as programming advisor; he's been invaluable. We're presently utilizing local callout systems which help us determine the best music to play on the radio, based on the market's response. Bob has tested literally thousands of records over the years to detect what songs test well based on past performance. We talk daily about new music and cuts to play on the radio. When we test new or classic material using this system, we get a good idea of whether or not people want to hear it on the radio.

"We signed the station on with no commercials for 3½ weeks, and gave the first caller a \$1000 bill after hearing our first paid commercial. We intend to be promotionally visible, with street stickers, outdoor boards, TV, concerts, etc. It's all part of building Kansas City's new home of rock and roll, 106.5 KCI." —Dave Popovich (KKCI is a new R&R AOR reporting station.)

we needed to address ourselves to that problem.

**R&R:** Did this mean you had to dump certain artists to attract older listeners?

**DH:** It depends on the market. In Minneapolis we have a hard time playing Van Halen, for instance, because they have little 18-34 appeal. In some other markets Van Halen is one of our hottest acts for that same age group.

**R&R:** Let's discuss your attitudes on personality.

**DH:** It too differs by market. In Detroit, WRIF had us pigeonholed as a jukebox station, so I made some immediate changes, putting WABX's Jerry Lubin on with a more progressive slant to his music. He's been a fixture in the market for over ten years, and was a name we wanted. We brought in Doug Podell, who is a real Detroit street kind of guy who doesn't just rely on one-liners. We hired Jay Brandow, who'd been at WRIF for many years. It's now a very street-conscious radio station.

The situation here in New York is still evolving. We certainly have people here who are quite capable of doing that approach.

**R&R:** What areas do you concentrate on promotionally?

**DH:** One thing I was very proud of in Minneapolis is that we promoted very aggressively. We were very tied in with the community. We did the kinds of things imagewise that made us very appealing: local albums, tie-ins with the local clubs and bands, free outdoor concerts. That's the approach we'll take with the other stations as well.

Contests will be a part of our promotional game plan in markets that have been preconditioned to accept and want them.

Commercial-free has worked well for us in certain markets. WAPP has been commercial-free since it went on June 14th, and will be till the fall.

In a start-up situation like New York, TV has been helpful. It not only builds come but also helps create the perceived image we're looking for. For the established stations, we evaluate TV's worth market-by-market.

**R&R:** Are any of the Doubleday AOR's affiliated with an AOR network?

**DH:** Not right now. At this point I'd prefer a more local sound on each of the stations.

**R&R:** How do your stations cover news?

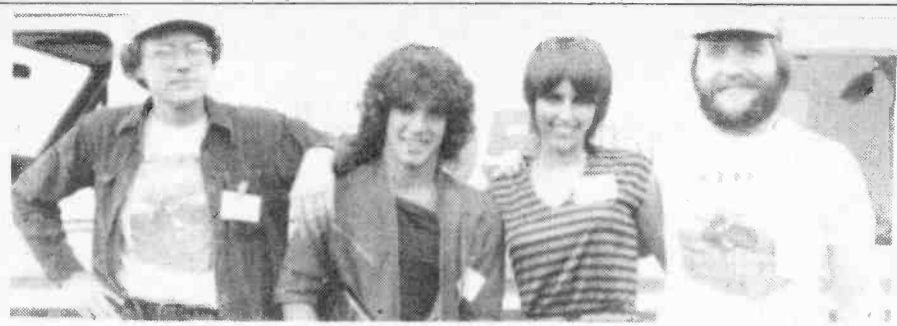
**DH:** Again, it's a market-by-market approach. In Minneapolis our morning guy does the news and it sounds like "Saturday Night Live" 's "Weekend Update." In our other markets, depending on the competitive situation, it runs the gamut from straight to totally bizarre.

**R&R:** What's the most frustrating part of your job?

**DH:** There are never enough hours in a day.

**R&R:** And the most satisfying?

**DH:** Winning the ratings! On a week like this, when the numbers come out and tell us that our work is paying off, it's tremendously fulfilling.



**ROCK STAR LOOKALIKES** — WRKI/Bridgeport kicked off a merchandising program called the I-95 Rock Shop at a local retail outlet with a rock star lookalike contest, with winners receiving gift certificates. Pictured (l-r) are station's Ethan Carey, winner (dressed as Eddie Van Halen), winner (disguised as Pat Benatar), and WRKI PD Buzz Knight.

## UPDATE

WAVA/Washington listeners got a big surprise last week when they heard former DC 101 morning man Howard Stern on WAVA's morning show with Steve Matt. Stern stayed on WAVA for the entire morning show, redoing many of his most popular bits in a "last Washington show" that he'd originally planned for DC 101, before being terminated two weeks ago ... How would you like it if your next outdoor promotion gathered 500,000 fans? That's what happened to KWK-FM/St. Louis, who co-sponsored the city's VP Fair, which included a free outdoor concert of Elton John and Quarterflash, much to the delight of the half million who watched the show. How will KWK-FM ever top that one? ... The latest hit in AOR promotions is the coordinated music and fireworks display. Among the most recent stations to give it a try were WAAF/Worcester, who gathered 300,000 to their "Sky Blast," and KROY/Sacramento, whose display gathered 100,000 fans. KROY also took pride in "presenting" last week's lunar eclipse with accompanying space music and moon-themed tunes for an hour-and-a-half special programming ... KMEL/San Francisco threw a fifth birthday party for its listeners at a concert featuring Greg Kihn, Missing Persons and 415 ... It had to happen: When the entire KROQ/Pasadena airstaff hit Hawaii for a week off last week, morning team Ramon-do & Evans couldn't keep from working; the two did a morning show for KDUK/Honolulu, playing all the current KROQ favorites to enthusiastic listener response ... KLOL/Houston reported great success with its "Rockfest '82," a weekend-long lifestyle fair that gathered a whopping 200,000. KLOL has an excellent "teacher" for the intricate promotion: Jeff Poll, who, as former GM of KZEW/Dallas, helped set up the famous Zooworld fairs ... KBCO/Boulder recently presented the Beatles "At the Bandshell." Come again? The station promoted its airing of the "Beatles at the Beeb" program by having a Beatles clone band play at a local outdoor

## COLOR

**WET SHORTS:** KFMH/Muscataine held a "Battle of the Bulge" wet shorts contest as a benefit promotion for N.O.W. The organization accepted the funds but would not agree to help judge the promotion, which it deemed "sexist to both sexes."

**SATURDAY SUPREME:** WAQY/Springfield's out to make every weekend special for a pair of listeners all summer long, as the station holds its ongoing "Saturday Supreme" contest. Listeners call in to register to win such prizes as jet skiing, amusement park admissions, dinners, limo service, and even helicopter rides to local nightclubs (!).

**MOTELS WEEKEND:** KUPD/Phoenix, in conjunction with Capitol's Motels, asked listeners to write in why they'd like to spend a weekend with the Motels in a motel resort. The winning entry was picked by the band, and the winner and a guest were sent for a weekend to a nearby resort where the band's catalogue awaited them in their suite.

venue. KBCO even gave away free buttons saying "1982 Beatles Radio Tour/KBCO FM 97" ... WFYV/Jacksonville sponsored a listener beach party, complete with tan line and sandcastle building contests, and the giveaway of a \$4000 sailboat ... Congratulations to WAPI-FM/Birmingham PD Steve Runner and wife Sarah on the birth of their second child, Brian Steven ... WRKI/Bridgeport helped raise \$60,000 for MS research as the sponsor station of an area Ugly Bartender competition ... WABX/Detroit held a costume contest to live up a station-sponsored screening of the new "Star Trek" movie. Winners earned free trips to Toronto and plenty of Star Trek paraphernalia ... KILO/Colorado Springs has moved to 707 S. Tejon, Colorado Springs, CA 80903. The phone number remains the same ... WMMS/Cleveland helped usher listeners into the Guinness Book of World Records at a station-sponsored fireworks night with the Cleveland Indians. The station's air personalities led approximately 70,000 fans to beat the "Biggest Cheer" record. After five tries, the fans reached 119 decibals, the loudest cheer ever recorded for an outdoor event ... WAAL/Binghamton sponsored a Pops on the River free outdoor concert that attracted over 30,000 for music and fireworks ... WDHA/North Jersey plans ahead: to accommodate the crowds expected for its annual Halloween Ball, which attracted 20,000 last year and freaked out local police officials, the station has moved this year's site to the New Jersey Meadowlands Arena, and will limit attendance to the first 10,000 listeners ... WBLM/Lewiston-Portland cosponsored Maine's Videogame Championships, giving away arcade video games as grand prizes.

## CONCERTS &amp; CONVERSATIONS

**PRESENTATIONS:** KZOK/Seattle presented Bryan Adams for \$4.

**BROADCASTS:** Marshall Crenshaw on WNEW-FM/New York ... Gary U.S. Bonds on WQFM/Milwaukee.

**CONVERSATIONS:** Foreigner, Loverboy, Ted Nugent on WGRQ/Buffalo ... Santana on WIOT/Toledo ... April Wine, Eric Burdon on CFOX/Vancouver ... Point Blank on KNCN/Corpus Christi ... Marshall Crenshaw on WQDR/Raleigh ... Glenn Frey on CITI-FM/Winnipeg ... Cheap Trick, Krokus on WLWQ/Columbus ... John Cougar on WXKE/Ft. Wayne ... Huey Lewis on WBLM/Lewiston-Portland ... Gary U.S. Bonds on WMMS/Cleveland ... Steel Pulse, Joe Cocker, Toronto, Headpins on CITI-FM/Winnipeg ... Foreigner on WGRQ/Buffalo ... Iron Maiden on Q107/Toronto ... Asia on WKLC/St. Albans ... Motels on WYSP/Philadelphia ... Bonnie Raitt on WAAF/Worcester ... Quarterflash on KSHE/St. Louis ... Sparks, Gary Myrick on KMGV/Bakersfield ... Joe King Carrasco, Slow Children on KNAC/Long Beach ... Cheap Trick on WKQQ/Lexington ... Axe, Ozzy Osbourne on KOZZ/Reno ... Donnie Iris, Triumph, Loverboy, Foreigner on WIOT/Toledo ... Axe on WBAB/Long Island ... Scorpions, Huey Lewis, Loverboy on WTPA/Harrisburg.

## The Music Section

AOR's Most Accurate  
Music Information  
Begins on Page 44

# S.P.Y.S

ST-17073

the new album features  
the single  
"Don't Run My Life"

B-8124



EMI  
AMERICA

KMET	KQRS	KSMB	WEBN	WOUR	WRNW	WGLU
KGB-FM	KDWB-FM	WLUP	WSKS	WAQX	WPLR	WMJX
KRQR	KBLE	WMET	WFBQ	WAAL	WDHA	WQDR
KSJO	KFMH	WWCT	WQMF	WCOZ	WPDH	WROQ
KZOK	KQDS	WQFM	WLVQ	WAAF	WRKI	WYNF
KISW	KKRQ	WDEK	WTUE	WHTY	WAPP	WQXM
KREM	KWK	WBYG	WKQQ	WHCN	WMMR	WCKO
KZEL	KSHE	DC101	WHKC	WQBK	WTPA	WOWD
KZOQ	KLZR	WLLZ	WMMS	WPYX	WEZX	WIZD
KBPI	KZEW	WABX	WDVE	WECM	WMYK	WFYV
KMTN	KLOL	WIOT	WMJQ	WNEW	WKLS	KATT
KBCO	KSRR	WXEZ	WCMF	WLIR	WRAS	KZOM
KILO		WKLT		WBAB	WIMZ	KYTX



# Adult/ Contemporary



JEFF GREEN

STEVE ELLIOT, WBZ RESEARCH DIRECTOR

## Making Ratings Research More Useful

With ratings results flooding the country, this week's interview is with Steve Elliot, Research Director for WBZ/Boston. Many of us would assume that title means Steve handles charts and callouts, but those are just two parts of his job. Using his B.A. in Radio-TV and his Master's degree in broadcast research, Steve is responsible for helping WBZ reach the correct decisions and assemble materials for the management, sales, programming, and promotion departments. Not only that, Steve also works with Boston ad agencies in selecting effective time-buys for WBZ, as well as other Boston stations.

Because his job is relatively unusual in radio, Steve explained exactly what he does each day. Also, for programmers who need to learn more about interpreting their ratings for sales and audience analyses, Steve offered some very useful perspectives and pointers.



Steve Elliot

*"There's a lot of valuable information available in a ratings book that, surprisingly, many broadcasters don't bother dissecting."*

### Assisting The Decision-Makers

Detailing his daily duties, Steve began, "The first half of my job is working as an in-house ratings interpreter to expedite our decision-making. This includes rate card analyses, auditing ad schedules, compiling audience delivery figures, and generating sales promotion information.

"When it comes to the ratings," he continued, "I'm responsible for analyzing what's going on in the marketplace and turning that into actionable information. It might be something as simple as determining we're number one in the mornings, or

more complicated, such as percent of exclusive come. I've learned to dissect every little statistic in the book. Essentially, I'm constantly trying to help everybody else at the station make their decisions."

### Assisting Ad Agencies

Explaining the unique nature of the "other half" of his job, Steve said, "I spend a lot of time assisting the ad agencies. More or less, I market myself as a free consulting service to the agencies, and operate as an impartial reference whom they can talk with about how to best spend their ad dollars."

Steve pointed out that he advises on many time-buys that include WBZ's competitors. "I realize this sounds strange," he remarked, "but WBZ sells itself very well in this market, since we're so strong. The reason I work with the agencies is not because we have a problem selling ourselves against other stations. It's more of a challenge selling against newspapers and television. It's my job to promote radio advertising in general. If that means promoting WBZ in combination with 2-3 other stations, that's fine, because at least we still get a piece of the pie."

Steve indicated that convincing agencies of radio's selling power is a never-ending exercise. "There's a lot of work involved educating the agencies in Boston about properly using and buying radio. We promote the idea that radio advertising shouldn't be bought and sold in terms of ratings points, but rather by reach and frequency. There's no fee for this service or commitment to buy us. We just offer it to the agency community to help it advertise better."

### Getting The Most From Ratings

Stressing a need for more meticulous ratings analysis, Steve stated, "There's a lot of valuable information available in a

## Community Involvement

KING/Seattle has published a free "Pocket Guide To Radio Public Service Announcements" to help nonprofit organizations prepare their PSA's. The station also sponsored a benefit for the Puget Sound Blood Center. . . . WISN/Milwaukee took listeners' phone requests in exchange for pledges for the Easter Seal Society. . . . Broadcasting live from local train stations is WGBB/Long Island's morning show, aiming to meet some of its listeners face to face. . . . WBAL/Baltimore held an on-air auction benefiting its local theater, offering up 525 items ranging from a trip to Jamaica to a day as a bat boy for the Orioles. 'BAL also launched 5000 balloons in a salute to the city's volunteers. . . . Local

businesses joined in with YES95/Cincinnati to sponsor a "Superwalk" benefit for the March of Dimes. As a service to the city's 75,000 softball players, YES95 now broadcasts rainout and field condition information. . . . In conjunction with a local bank, WOWO/Ft. Wayne held an essay competition offering \$3000 towards college to the winning high school student. . . . WOMC/Detroit and its area "PM Magazine" TV show have initiated an awards program to salute individuals whose contributions have in some way improved the quality of life in their communities. . . . In excess of 5000 people turned out for WNGS/West Palm Beach's concert benefiting the city's zoo, raising almost \$10,000.

## Maynard in the Morning



### is hot stuff again!

One reason listeners tune to Maynard in the Morning is the sizzle of Award-Winning News! The WBZ News Team consistently takes top honors in awards competition. Listeners rely on accurate and comprehensive reports from the WBZ News professionals. Just one more reason why Maynard in the Morning is Number One again! Reach all those listeners with your ad on Maynard in the Morning.

#### AMD Shares

WBZ	14.9
WEEI-A	10.7
WHDH	10.7
WBCN	5.6
WXKS-F	3.2

Thanks to Bill Aydelott and Aydelott Associates, who figured out how to put Dave Maynard on a helicopter pontoon, strike him with lightning, and set him on fire!

## WBZ BOSTON RADIO GROUP 1030

Represented Nationally By:  
RADIO ADVERTISING REPRESENTATIVES INC.

\*Source: Arbitron, Winter '82, MSA, 12+ ACH Share. Also: 12+ ACH Share. Audience figures are estimates only and are subject to the limitations of the techniques and procedures used by the service noted.

Part of Steve Elliot's job is to assemble ratings data for eye-catching sales materials like the one above.

ratings book that, surprisingly, many broadcasters don't bother dissecting, such as recycling, audience flow, and time spent listening."

What can a PD do to improve his ratings and research skills? "If you don't know how to figure the statistics mentioned above, that's easy enough to rectify. All you have to do is call your ratings salesperson. Believe me, they'll be happy to sit down and show you how to figure these and other equations. Also, a station could contract with one of the respected ratings consultants available to do the work.

"For strengthening your general research abilities," Steve added, "and assuming you're in an Arbitron-rated market, ask your ARB rep\* to send you their excellent educational video tapes, booklets, and many other references. You're paying for these services, so you should take advantage of them."

### Maximizing Outside Resources

Steve offered some useful tips to getting a better understanding of ratings and your own market. "Aside from the ratings services themselves, I strongly encourage broadcasters not to overlook the resources of the NAB, RAB, NRBA, and other broadcast organizations. These groups are literally gold mines filled with general and published information on doing better research and marketing. Don't forget the free access to your Chamber of Commerce, library, census bureau, planning commission, etc. General college courses in marketing can be helpful, and sometimes colleges and universities will schedule your research and marketing needs as assigned projects at no cost to your station."

### Listening Is A Behavior

Steve views good researchers as those who perceive listeners as people, rather than statistics. "It makes your job as a PD a lot easier if you can translate ratings numbers into faces and lifestyles. Radio listening is a behavior. It's very tough for

people to explain why it is they button-push from one station to another. They may say it's because of commercials, dislike for a song, etc. But when you really get down to it, people are subconsciously flipping around to find something that suits their mood. When one gets overly wrapped-up in the research about why people button-push, one gets away from the main reason why people listen to the radio: the pleasure of entertainment."

### More Meaningful Research

Like many other broadcasters, Steve sees a growing need for more directly applicable ratings research. "I admire what Tom Birch is doing, because he's providing ratings information that's on par with Arbitron, and he's also trying to incorporate some qualitative data. It's so important to be able to access lifestyle information. I appreciate any efforts by ratings services that alleviate the burden of information that takes so long to 'digest' and become meaningful."

### Increased Sophistication

Summarizing his views of broadcasters' research skills, Steve said, "I've observed an increased sophistication in programmer knowledge of audience geography, zip codes, burnout factors, callouts, and other research elements. I'm beginning to see more interest in research, and certainly R&R is to be commended for this. (R&R Ratings & Research Editor) Jhan Hiber has done a super job of opening everybody's eyes to the fact that research is alive and well, and belongs in the business."

\*Or contact Shelly Cagner, Arbitron Communications Office (212) 887-1402.

## The Music Section

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

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# "LOOKING FOR THE SUNSHINE"

by

# THE KINGSTON TRIO

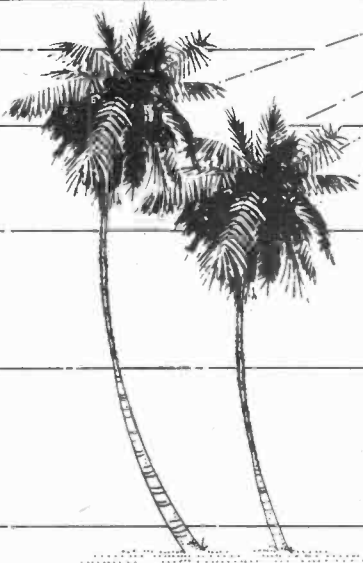
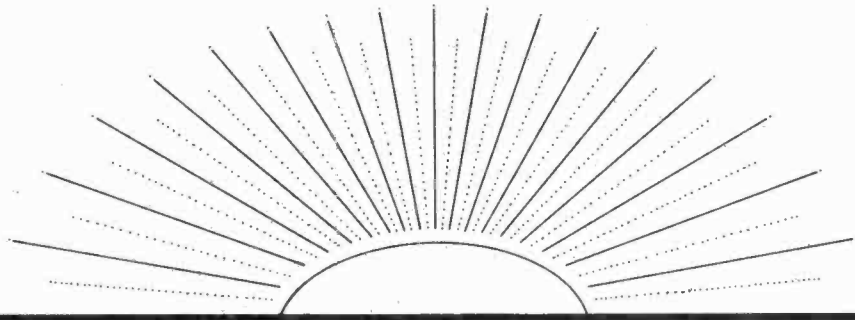
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WTSA  
WIRK

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COUNTRY CLOSEUP

# WPLO Named Station Of The Year

WPLO/Atlanta recently garnered the prestigious Georgia Association of Broadcasters "Radio Station of the Year" award. It's definitely WPLO's year, as the station also was named "Country Music Station of the Year" in April by the Academy of Country Music during its nationally-televised music awards program and earlier

in the year picked up the national "Abe Lincoln Merit Award" for its public affairs efforts in the community. WPLO/WVEE VP/GM C.B. "Rik" Rogers (center) is pictured accepting the "Radio Station of the Year" award from GAB President Larry Lowenstein (left) and GAB Executive Director Bill Sanders (right). Our congratulations on all three honors!



Other honors go to WPOR/Portland, ME, which recently picked up a first place Broderick Award for "superior creative performance in advertising" in the radio services/corporate category. WPOR was the only radio station to win an award in any of the 31 eligible categories, with station copywriter Pamela M. Foster and producer Thomas Hennessey receiving the gold awards.

Hicks Communications, Inc. President



**SOMEONE PLEASE TELL DEANO THE RACE IS OVER!** — When WCXI/Detroit morning man Deano Day gets involved in a station promotion, he really gets involved. WCXI recently had the honor of broadcasting the first Detroit Grand Prix on Sunday, June 6. The station also provided live coverage of the previous day's practice runs, with Deano's show playing to a live audience of thousands who were admitted free to the racecourse. Unfortunately, no one told Deano that the race was over, and here he sits still waiting for his car to arrive!

R. Steven Hicks has been elected the Regional Director of Region 12 (Texas and New Mexico) for the National Radio Broadcasters Association (NRBA).

**WJJK Before and After**

When WJJK/Eau Claire, WI moved into its new state-of-the-art broadcast facility, they didn't hold just the usual advertiser party to commemorate the occasion. Instead the station invited its listeners to the gala open house, with invitations sent out over the air as well as through newspaper advertising. The station also tied in with the local Pepsi Cola bottler to provide refreshments. Obviously, a lot of people wanted to see the inside workings of a radio station, as over a thousand area residents came by to view the two-story, 7000-square-foot facility. Pictured are before



and after pictures, as the old studios (only 200 feet away) were demolished once the new building was completed.

Continued on Page 31

## Station Profile

**WILQ/Williamsport, PA**

GM: Warren Diggins PD: Mark Lindow MD: Paul Cavanaugh

WILQ, located in the Northeast Pennsylvania ADI, tries to live up to its slogan of "Susquehanna Valley's radio station" by being more than just a country music station. The station has been primarily a Country facility for the past ten years, but until a year ago switched formats to rock during the evening hours. Since the changeover to all-Country, PD Mark Lindow notes that "it hasn't hurt us at all. In fact, the numbers went up and now we're the most listened to Country in Northeast PA!

"We have a very unique situation here with people who are into Bertie Higgins and A/C artists and other who think that the entire world came to an end when Hank Williams Sr. died. It's like walking a tightrope trying to keep all these different factions happy, but we've discovered that by taking a chance or two and playing an A/C song, that they usually turn out to be our most requested songs. With Country going more A/C, we're hoping to suck in more A/C listeners.



THE WILQ STAFF—(Top, l-r) Daryl Willow (middles) and Mark Lindow (PD); (bottom, l-r) Paul Cavanaugh (mornings & MD), Ted Bear (nights), and Doug Herendeen (all-nights).

"Being in a small market, we don't have the money to do as much research as we'd like to, although we do have a music committee to send mailout sheets to people we feel are active listeners and solicit their responses on certain songs. We keep a good tally of requests and also use sales figures. I think we have a really good feel for the audience.

"We're personality-oriented and our DJ's are very visible in the community. WILQ is also heavily involved in promotions, such as races, rodeos, public service events, toboggan slide promotions, the national air show, parades, carnivals, etc. Our WILQ rooster mascot is also very visible at these events. Since we cover 11 counties, we have an 800 number, which makes it easier for our listeners to keep in touch. We've also had a lot of good response to our 'Susquehanna Valley Sportsman' show, which runs every weekday afternoon.

"Our music mix is 65% current to 35% oldies, although we only use the cream-of-the-crop gold and don't rotate it often. We do use album cuts once in a while to try and keep ahead of the singles. Although Country is often male-oriented, we do better with females, probably because of our personalities, the A/C crossovers, and the contests.

"Everyone at the station has a say in everything . . . we consult with each other and continue to run our own station with enthusiasm and by working hard. But it's worth it! We've seen the new middle of the road, and it is Country!!"

## Questions From The Mailbag

As Perry Como used to comment (you remember him, don't you?), "Letters, we get letters, we get stacks and stacks of letters." Well, at R&R we get lots of letters too, and the following two present some interesting ideas and solicit your feedback. In the first, WKUL/Cullman, AL PD Steve "Dallas" Lovig poses a promotional and programming question:

Dear R&R:

This summer we'll be giving weekend passes to county parks, and we're planning a music-fest for a weekend some time this summer. Any suggestions on how to keep the costs down & get local talent interested??

One other question . . . How do other markets tend to feel about adding non-country artists to a Country format? I'm on the new Stevie Nicks, Charlene, Charlie Daniels Band, and Karla Bonoff. As far as I'm concerned, they fit just fine with my sound. I'm also playing non-rock hits from the late 50's & early 60's. We play the Shirelles, Lulu, the Drifters, Peter, Paul and Mary, etc., etc.

Any comments?

Thanks again for your valuable time . . .

Steve "Dallas" Lovig  
Program Director  
WKUL/Cullman, AL

(with my boss's consent) reviewed the need for one. No one seemed to miss it! The same people called to track singles & talk about new LP's. Only one person commented that I had not sent out playlist info lately.

Not having to deal with the ordeal of putting out a weekly playlist has freed me to work on other (more important, in my opinion) projects . . . promotions, production, research, etc.

However, if I stop sending out a playlist, will record labels eventually drop me from their mailing list? Do they even look at them?

I have written a letter to everyone on our music mailing list asking for feedback on this. I figure that if enough people get back to me with the attitude that a weekly playlist from this neck of the woods really helps them with their job . . . then it's the least I can do . . . since these people supply us with the music!

I would much prefer to keep in contact with a weekly or bi-monthly letter filled with station news & new album trends. If someone specifically wants numbers, I can supply them by phone or postcard.

These are some of my thoughts, and I am curious to know what other people think!

Thanks,  
Marney Roddick  
Music Director  
KRWQ/Gold Hill, OR

Steve's success with the addition of certain "non-Country" artists to his playlist is not an isolated situation by any means (see accompanying WILQ station profile for additional comments on this). If you are doing or have tried this approach, let us know how it fared for you.

Marney Roddick, MD of KRWQ/Gold Hill, OR also brings up an interesting point regarding stations who take the time to compile, publish and mail out a playlist each week. Are they actually used by anyone or simply a waste of time and money? What do you think?

Dear R&R!

My letter is asking the musical question . . . are playlists really necessary . . . or just an expensive waste of time???

Putting out a playlist (typing, folding, stuffing, running off, licking . . . etc., etc., etc.) takes me at least 10 hours a week! For the past 5 weeks I have not bothered to do a playlist while I

## The Music Section

Country Radio's Most Accurate Music Information

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# Country Closeup

Continued from Page 30

## Personal Notes

WIL/St. Louis MD Nancy Lybarger tied the knot with KWK account executive Patrick Crocker on July 10. Nancy will be using Crocker as her surname from now on since "it's easier to pronounce!"

Our congrats to WCOS/Columbia PD Jim Tice on the birth of a son, Gregory Richard.

And a speedy recovery to KILT/Houston PD Rick Candea, who is out ill with hepatitis.

## Movement

Moving from one job to the next is never an easy transition, but Charlie Cook made it as effortless as possible when he segued right over to KLAC/Los Angeles as PD (R&R 6-25). Replacing Charlie at KHJ as Interim PD is former Assistant PD Lon Helton (congratulations and our apologies to Lon for the incorrect spelling of his name in the original article!) . . . Former KLAC PD Don Langford has also landed a position as PD of KRAK/Sacramento (R&R 6-25)

. . . Don Thompson, formerly with Century 21 Programming, is new PD at KIX106/Dallas (R&R 6-18). He's also holding down the morning drive position there . . . WIXZ/Pittsburgh announces the appointment of Dave Nelson as PD, where he'll also continue to handle his 6pm-midnight slot . . . Jeff Davies becomes PD/MD at KXLR/Little Rock, replacing former PD Don Moore, now with K95FM/Waco . . . Larry Green now PD/MD at KCCY-FM/Pueblo

. . . New PD/MD at WKYG/Parkersburg, WV is Greg Vance, who replaces Alan Jones. Alan is moving to an as-yet-undisclosed station in Allentown, PA . . . KIGO/St. Anthony, ID ups Mike Wood to PD/MD

. . . Don Davis promoted to PD from MD at KLYQ/Hamilton, MT . . . Larry Rohr moves into the MD slot at KXRB/Sioux Falls, SD . . . Kelle Cole takes over as MD of KPET/Lamesa, TX and requests improved record service as the first order of business. Contact Kelle at Box 1188, Lamesa, TX 79331 . . . KWJJ/Portland loses two staff members, OM John Walker and evening personality Jessie Johnson . . . Former air personality/actress Sheila Mayhew is back on the air at WHN/New York as Sheila York, pulling down the 8pm-midnight shift . . . Dave Bogart joins KYGO/Denver for 3-7pm from sister station KIMN . . . KFVH/Wichita overnight man Al Jamieson moves to afternoon drive and also heads the promotion department with the departure of Bill Collins to sister station KB98-FM. Jeff Davis moves from KEYN-FM in town to fill the overnight slot . . . Dennis Cannon is new afternoon driver at KS100/Cleveland from KCDR/Cedar Rapids, IA . . . KKAL/Arroyo Grande, CA acquires Mark Davis for overnights from KATY/San Luis Obispo. Mark replaces Ric Stratton, now doing morning news at the station . . . New afternoon news anchor at WHYL/Carlisle, PA is Joan Murray from WUHY/Philadelphia . . .

## Station Lineups

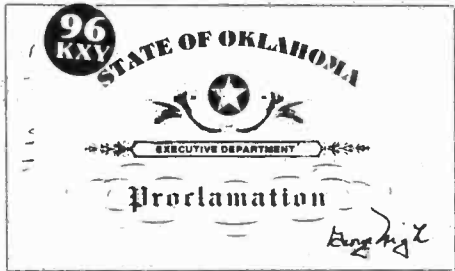
WUSN(US99)/Chicago has gotten its new lineup together, which they send along: 2-6am Ken Cocker, 6-10am Doug James, 10am-2pm Lee Logan (PD), 2-6pm Dan Walker, 6-10pm Nicole Courtney (MD), 10pm-2am Sam Derrence, and Turi Reider and Al Carson (Production Director) on for weekends.

Several lineup changes at KJJO/Minneapolis, as PD Don Michaels moves into mid-days, John Antonelli shifts from 6-10pm to afternoon drive, Dave Anderson joins for 6-10pm from KVOX/Fargo, as does Chris Jackson for weekends and vacations.

Got a short note from Tom Edwards, PD at KEED/Eugene, OR, who wants everyone to know that the Tom Edwards we mentioned as going to Ft. Dodge is not him. As Tom put it, "I am starting my seventh year as PD here at KEED, and I have no intention of moving from such an outstanding community or job situation." Nuff said!

## Conversions

When KXXY/Oklahoma City turned Country on May 27, it did so in a most unusual manner . . . by playing 24 straight hours of "You're The Reason God Made Oklahoma"! Interspersed between playings were congratulatory messages from country music artists (including, of course, David Frizzell and Shelly West) and even one from state Governor George Nigh. Governor Nigh also issued a special pro-



clamation honoring the occasion. However, one wonders just what the burnout factor on "You're The Reason..." is at the moment in that market.

Little Rock's KLPQ changed from CHR to Country under consultants John Lund and Brian Scott on June 30. Scott Howard is new PD, and the station is now known as KFM94 (Street Talk 7-2).

WCAV/Brockton, MA, which formerly broadcast a country block along with its regular A/C offerings, decided to plunge in headfirst and became all-Country on July 6. The station will be programming a 50/50 mix of oldies and currents it's calling "Music Of The Country."

WJQY-FM/Mobile also kicks off with Country July 19 from its present BM format. Present WUNI/Mobile PD Mike Malone will be the new PD at "Q Country," as Larry James joins on as morning drive from WYAK/Surfside Beach, SC. Larry, you may remember, was the CMA's 1978 "DJ of the Year" for medium markets and formerly hosted the all-night trucker's show on WBT/Charlotte. The station is in need of record service, currents and oldies.

## Inside Nashville



BIFF COLLIE

**BULLETIN BOARD:** Nashville nightclub operator Pee Wee Johnson paid the traffic ticket check to that Mississippi traffic court after George Jones's bounced . . . T.G. Sheppard makes the "Today" show August 9 . . . Razy Bailey videotaping 26 segments of his own variety TV show called "Razy"??? . . . Roy Clark hosts the 1982 National Aviation Hall of Fame induction ceremonies in Dayton honoring the famous Blue Angels on July 24 . . .

CMA announced the 1982 Talent Buyer's Seminar, October 8-12 at Nashville's Hyatt-Regency Hotel. This year's study panels are fashioned after hit songs, including the economic climate for fairs & expositions, "If We Make It Through December"; "When You're Hot, You're Hot," the artist panel; a panel on concert logistics called "Help Me Make It Through The Night"; the road manager panel is "King of the Road"; and the promotion panel will be titled "You Can't Be a Beacon If Your Light Don't Shine" . . . CMA mailed its CMA Awards and Post Awards Party ticket forms for the October 11 nationally-televised awards show and post-party to CMA members.

**REBUTTAL:** Paul Shefrin answered our "label-shopping" item on Crystal Gayle with figures: 6 of 8 singles released on CBS by Crystal went Top 3; the last two, "Woman in Me" and "Never Gave Up On Me," went to #1 and #2, Thanks, Paul.

**POTPOURRI:** Porter Wagoner celebrates his first 30 years pickin' for fun and profit (his TV show is the longest-running country show in history) . . . NEJA (National Entertainment Journalists Association) held its first annual Awards and Reception (7-8) . . . Friends gave Darlene Austin a "chart party" honoring her current record . . . Dolly Parton switched from Knoxville World's Fair Date to Cleveland for a tour-opening, to plug her just-premiered movie with Burt Reynolds . . . St. Martin's Press publishing August 16, "Elvis: The Paper Doll Book" on the 5th anniversary of his death "for all those millions of fans who wanted to tear his clothes off." (This doll book should become a staple). Paul McCartney invited Carl Perkins to come to his Montserrat hideaway in the West Indies to join him on an album. While there, Carl wrote a "farewell note" to Paul, in case he was "without words" when he left the next morning. When Paul read it he asked Carl to "sing" it; Carl did, Paul cried; they put it down in the studio; later Paul added strings and full orchestra; now it may come out as McCartney's next single record. Fairy Tale? Nope. True story.

**SMASHVILLE HASH:** Ironic incident that the International Fan Club Organization presented the 9th annual Tex Ritter Award to British promoter Mervyn Conn, who literally launched country music in Europe with his Wembley Festivals in 1968. The ironic thing to me is something Tex said to me one day when we were talking about Wembley; "Mervyn asked me to come at first to help him get it started for free. After he started to pay the artists, he never wanted me back!"

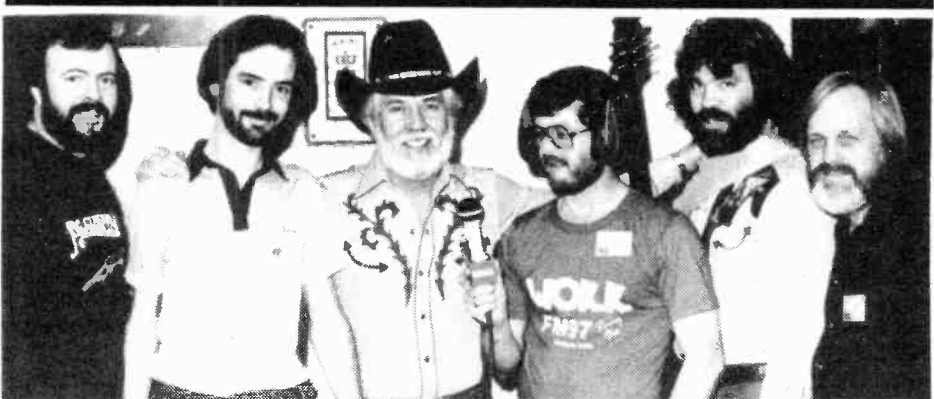
**AIRLINES:** Didja know Conway Twitty was born the son of a Mississippi riverboat captain?? . . . Eddy Arnold came to Nashville as male vocalist for Pee Wee Kind's Golden West Cowboys? . . . The two Grand Marshalls of the 7th annual Gay Rodeo in Reno this summer will be comedienne Joan Rivers and legendary country girl singer Rose Maddox?? . . . One of 1982's hottest new country stars, Lee Greenwood, sang for 17 years on the West Coast and Las Vegas and Reno, and plays saxophone and piano?? . . . Longtime famous music man (producer, writer-record artist) Billy Vaughn is recovering in Nashville from open heart surgery.

**RADIO ROW:** Don Lane started in radio at KRDR/Gresham-Portland in 1963, was one of the VIP country airmen at KAYO/Seattle for seven years until 1977 when he went back to KRDR, this time in a programming capacity. Community Pacific Broadcasting Corp. has just named Don national PD, calling plays at KRDR/Keed-Eugene, KGA & KDRK/Spokane, KGAA/Kirkland-Seattle, and KANC/Anchorage. New acquisitions are KFIV/Modesto, and KTOM & KWYT/Salinas-Monterey. The originals are all Country operations. The new stations' formats are pending. Congratulations to Don Lane and his influence in Country radio in the great Northwest.

**ODDS AND ENDS:** Pioneer country promotion man Mel Foree is retiring after 36 years. A retirement party is planned; info from Acuff-Rose Publications . . . Congratulations to Oak Ridge Boys road manager Raymond Hicks and his wife Bonnie on the birth of daughter Hilary.

Tom Bunkley from Tampa Bay, while here to complete his first album, left this gem, "All those in favor of conserving gasoline, raise your Right Foot!"

**NOTE:** Many of our readers have expressed an interest in obtaining a list of R&R reporting stations for their files, mailing lists, etc. While we are happy to provide this information, we wanted to make you aware of a more comprehensive service provided by the Country Music Association. The CMA makes available to its members a complete list of all R&R reporters, including the name of the MD or PD, on pressure-sensitive labels. Each label set sells for \$10.00. For an application and additional information, write to CMA Radio List, P.O. Box 365, Brentwood, TN 37027.



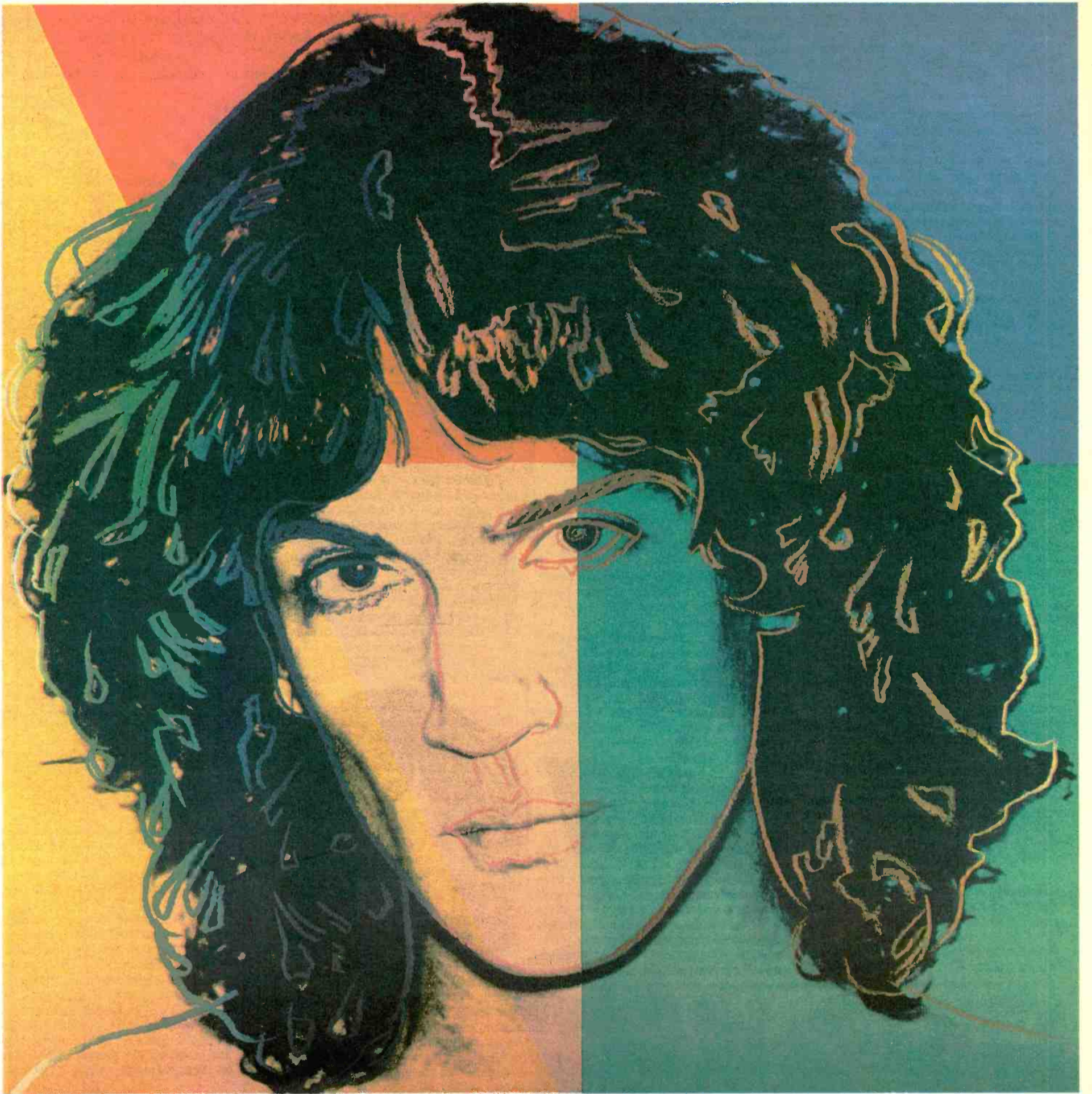
**50 FETE RODGERS** — The annual weeklong Jimmie Rodgers Memorial Festival in Meridian, MS drew over 50 entertainers, there to honor the "Father of Country Music." Pictured during a WOKK broadcast of the event are (l-r) station MD Van Mac, staffer Wayne Sheffield, former Tommy Overstreet, WOKK PD Larry Edwards, artist Gary Morris, and station GM Ken Rainey.



## Coors Country News

This Week's Guest:  
**LARRY GATLIN**

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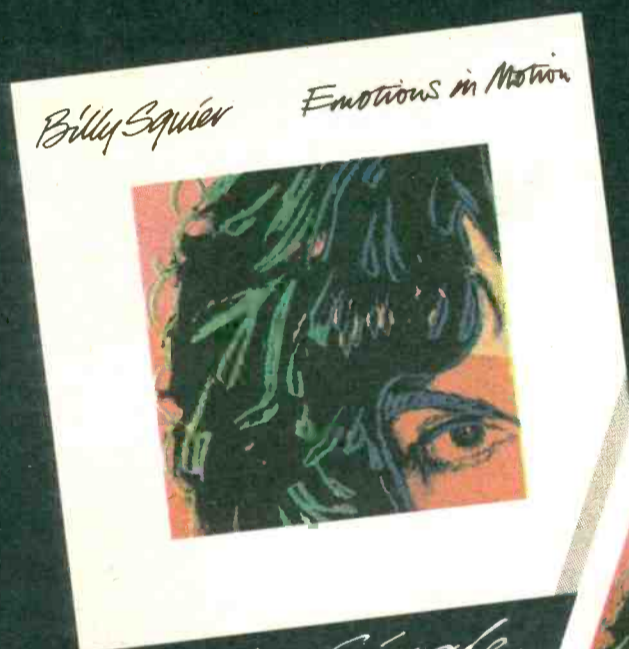


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# Billy Squier

## Emotions in Motion



*The Single*



*The Album*

*Produced by Mack & Billy*



# Black Radio



WALT LOVE

## Detroit's New Heavyweight Champ — WGPR

As the latest Arbitron results become available, I noticed not only increased shares for most Black and Urban-formatted stations, but a tremendous increase in competition. We all know the story about how the Urban format is an outgrowth of the now-defunct "Disco" format popular on FM during the mid-70's. The same movement that took place then is, I feel, beginning to happen again.

For example, in Washington, DC, WKYS dropped 9.5-8.4 but took over number one honors in the city over longtime institution WMAL, which went 9.7-7.5. OK100 advanced 3.9-4.2 and WHUR went 7.6-6.9. In Chicago, WGCI jumped into second place 6.1-6.6, WBMX improved 4.6-5.1, and WGN narrowly held on to its lead after a 9.7-7.8 drop. WLS slipped 4.8-4.5, and didn't dominate the Black-oriented stations in the market, which used to be a given.

What I'm trying to demonstrate in this quick review is that all those former Disco stations — and don't overlook WKTU/New York, which is number one again with a 4.5-6.2 jump — are back, many of them bigger than ever. And the battle for the black/urban audience has become hotter than at any time before.



Joe Spencer

This week, with the new Motor City numbers out, it's my pleasure to share an interview with WGPR-FM-TV/Detroit Program Director Joe Spencer. But before we get into the interview, take a look at a fiercely competitive market situation:

WGPR	(FM)	3.4-4.9
WJLB	(FM)	3.7-3.8
WLBS	(FM)	2.5-2.5
WCHB	(AM)	2.0-1.1
WJZZ	(FM)	3.0-2.4 (Jazz)
WDRQ	(FM)	3.0 (Debuting new Urban format)
WQBH	(AM)	(Starts new Black format later this month.)

As I mentioned in last week's Action column, it is definitely going to get hot in

Detroit this fall and winter. Joe Spencer had some pertinent comments about his market, his station, and his competition.

"WGPR is owned by the International Free & Accepted Moderate Masons, which is the largest black fraternal organization in the country. In fact, it's a worldwide organization with about a half million

**"When I took over as PD/MD, I really searched for exciting music that we were the first to play. The people of Detroit began to know and expect that approach from us."**

members across the U.S. and other countries. WGPR is managed by the head of the International Moderate Masons, Dr. William Banks, who's also President of WGPR Radio/Television and is involved in the day-to-day operation of the organization."

I asked Joe why he thought WGPR has had such success? "This market has been up for grabs for the last couple of years. When Inner City-owned WLBS came to town, they created quite a bit of noise — they were the first ones to give WJLB a 'run for their money.' At about the same time WGPR began changing; we started to broaden our music structure and our entire format. We discontinued a lot of our religious programming. After eliminating some of these things, we began programming more mainstream black contemporary music the entire day — plus we became more aggressive about our music policies. By that I mean we started playing things by artists who were not the so-called big



WHUR GETS TO THE GOOD PART — CBS recording artist Herbie Hancock visited with members of the airstaff at WHUR/Washington. Pictured (l-r) are WHUR Music Director Oscar Fields, air personality Linda Reynolds, Herbie, and air personality Mark Lawrence.



WBMX HAILS BOOTSY — On a recent promotional tour, Warner Brothers recording artist William "Bootsy" Collins stopped by to say hello to old friend Lee Michaels, Program Director of WBMX/Chicago. Pictured (l-r) are Bootsy, WBMX Music Director Marco Spoon, WB's Kirkland Burke, Bootsy's road manager Russel Driver, Michaels, and (kneeling) WB's Derek Smith.

names. What we did was to really start listening for good music that was happening, new music that other stations would not play. That in itself began to get us popularity with the people in the community. When I took over as PD/MD, I really searched for exciting music that we were the first to play. The people of Detroit began to know and expect that approach from us. That kind of programming aggressiveness is really what got people here involved with WGPR."

With six other black music-oriented radio stations in Detroit, counting WJZZ, what about former rocker WDRQ shooting for the black audience now? "Their coming into the marketplace is certainly going to increase the competition. I understand that WDRQ's new ownership is quite aggressive, so I expect them to do all the things they did before to try and become popular again. I'm sure things are going to become pretty damn competitive."

Does WGPR have a large promotional budget? "No we don't. We don't have those large budgets some stations have, giving away \$1000 a day and that kind of thing, but if someone does it, we've got strategies to deal with it and to counteract that approach. We're people-oriented and that can go a long way in a city like Detroit.

"Our biggest asset is our air personalities and our awareness of what's really happening in our city — everything — not just music. Our airstaff is very street-oriented; they know what music people like because they're out there all the time watching to see what makes people react. When you listen to WGPR, it's so full of the correct music, air personalities, news and information, etc., that there's no reason to turn away. We have some terrific personalities like 'The Electrifying Mojo', who's been the hottest jock in the city. Mojo is on from 10pm-3am, and he has had as high as 13-14% of the audience. 'Marvelous Marv' is another one of our super jocks with personality to spare. Larry Bird is another air talent — not an announcer but a talent; we're very personality-oriented. We are very fortunate to have the talented personnel that we have. If there is one thing I know about black folks and white folks in Detroit, they like personality radio. Our guys are down-to-earth people, not pretentious, and I think that helps us tremendously. All of our

jocks have a very street-oriented kind of rap that our listening public can relate to, they appreciate it because it's real."

At this point I wanted to know more about Joe Spencer. Who he is, his background, and how long he's been the PD/MD at WGPR. "I've been the PD/MD for 17 months now. I was the News Director for radio and television. Before that I was Executive Producer for television, which is basically where my background in broadcasting lies. When I was appointed to the position of Program Director it was for television as well as radio. However, don't let my TV background fool you. Prior to all of that I was a writer, producer, and musician for a number of years. I write, compose, produce, arrange, and play music, so I thoroughly understand it. When I hear good music I know it."

**"Our airstaff is very street-oriented; they know what music people like because they're out there all the time watching to see what makes people react."**

As a final statement, Joe commented, "WGPR is a success because it's a street-oriented people-programmed radio station. I believe we are more in tune with the people and the city of Detroit than any other radio station. The challenge still boils down to the music and I think in the long run we're going to edge everybody out based on that alone. Our entire staff is into the music, not just one person. We're not afraid of the music; that's the key. You can't be afraid of the music, you've got to get involved with it, treat it special, and finally, make it work for you by taking an aggressive posture."

Bright, articulate, and confident — Black radio has a "pro" in Joe Spencer.

## The Music Section

Black Radio's Most Accurate Music Information Begins on Page 52

## ACTION

• Two appointments at KATZ & WZEN/St. Louis. Adriane Gaines, Director of Corporate Administration for Unity Broadcasting Network, becomes acting GM for both stations. And air personality Bernie Hayes, who first joined KATZ in 1965 and worked for ABC and MCA Records before coming back to KATZ two years ago, becomes Music Director at the station.

• KDKO/Denver sent us an interesting note. It seems that Mr. Chuck Gary of Denver heard his name mentioned on KDKO while being wheeled out of his room for surgery at Denver's St. Joseph's Hospital and was immediately taken back to his room so he could phone KDKO and become an instant "MagiCard" winner. Mr. Gary won \$90 and is now recuperating from surgery with a smile on his face, thanks to his loyal listening — even in the hospital!

• On the Jazz side of radio, Tim Hodges has been named as Program Director at WBBY/Col-

umbus, OH. Tim was promoted from within the station's organization. Former PD Terry Wilson will remain at the station doing an airshift.

• WCLK/Clark College (Atlanta) is now broadcasting 24 hours per day. Music Director Requaya Ward informed R&R that the station has expanded its music selection to include more mainstream product. The radio station has moved from its old location on campus to the new Robert Woodruff Library Building at the intersection of Chestnut and Beckwith Streets. The station's mailing address and telephone number remains the same.

• The almost legendary Harry "O," formerly of KDIA, KMJQ, KMJM, and WZAK, has rejoined the airstaff of KDIA/Oakland. With things being so tight, it's nice to see a good talent get back on the air. Good luck to you, Harry!

# EASY LISTENING RADIO

FLOW

## Bonneville Enables Cable Pickup

Bonneville Broadcasting is making its Easy Listening services available to cable operators via satellite 24 hours a day. Jeff Mathieu, Director of Special Projects at Bonneville, heads up the new Bonneville Cable Audio Service, and commented, "We will provide premium audio to cable operators in any market not currently served by one of our radio clients." He added that operators can use the services behind alphanumeric channels or as a pay audio service.

The "Unforgettable" adult MOR format, designed by Toby Arnold & Associates, has added KAYO/Seattle to its roster. The former Country station is changing calls to KSPL. Other recent adoptees of the format include WCCR/Champaign, IL; WJQ/Tomahawk, WI; KRGS/Spencer, IA; KGRL/Bend, OR; WAFI/Milford, DE; CJRN/Niagara Falls, Ontario; WJLK/Ashbury Park, NJ; WKKB/Manitowoc, WI; and WCHA/Chambersburg, PA. WJIB/Boston has switched to Bonneville's Easy Listening format after eight years with Schulke, phasing in the change over the summer and fully instituting it in September. Al Ham's "Music Of Your Life" format continues to add stations, among them WABY/Albany; WREC/Memphis; WAFX/Ft. Wayne (formerly WLYV); WBIG/Greensboro, NC; KTXZ/Austin; WYLF/Rochester; and KMND/Midland, TX. WKWK/Wheeling has switched to Music Of Your Life as well, with Bart Allen moving from an air personality position to PD of the station.

### STATION EVENTS

In an intriguing coincidence, two former Program Directors at KGIL/San Fernan-

do, CA have located crosstown at KOST/Los Angeles. Mike Lundy does morning newscasts and Chuck Soughcott is a fill-in announcer. KOSI/Denver played host to the Japan Radio Network's USA Study Team last month. The 32-station AM network dispatched the team to study broadcasting operations in five cities over a two-week period. Big band promotions tend to multiply in the summer as stations grasp the chance for listener get-togethers. WEZO/Rochester presented George Shearing at the Manhattan Square Park as a free concert. KPRZ/Los Angeles is continuing its series of big band dances with a July 31 Palladium show featuring Tex Beneke & the Modernaires. WJJD/Chicago is bringing big bands into town every week, with a recent free concert starring the Glenn Miller Band. The station is also tying in with the city for a summertime festival series which has so far starred Count Basie, Bob Crosby, and others. And KGIL-AM & FM/San Fernando had seven of its personalities appearing at a "Big Band Bash" in Studio City starring Bill Tole's Swinging 17-Piece Great Big Band.



### Whittinghill Cleans Up

KPRZ/Los Angeles air personality Dick Whittinghill participated in the "Great Hollywood Cleanup" as part of a facelifting campaign for the area, and what more natural portion of Hollywood for him to clean up than his own star on Hollywood Blvd? Whittinghill received TV coverage and was cheered on by over 100 onlookers. Pictured in mid-cleansing process are (l-r) former KPRZ VP/Station Manager John McLaughlin, Whittinghill, and Pres./GM Walter Clark.



### WLEE Moves Into Print Journalism

WLEE/Richmond, which converted to Music Of Your Life at the start of 1982, is taking advantage of the full MOYL program, which includes a Music Of Your Life Club for listeners and a MOYL newsletter. Pictured is WLEE's MOYL Club President Cynthia Anderson (left) interviewing Marianne Masterson, daughter of composer George Hoven, who wrote the Four Aces' hit "It's No Sin," for the debut issue of the newsletter.

# KUPL 98 FM

## OPINION CARD

- 1 You can depend on KUPL to play more relaxing music than any other Portland radio station.  
Yes  No
- 2 KUPL 98 FM has the best variety of easy listening, relaxing music.  
Yes  No
- 3 KUPL 98 FM doesn't have a lot of annoying talk, and limits commercial interruptions to bring you more of the relaxing music you want to hear.  
Yes  No
- 4 KUPL 98 FM gives you the information you need. Brief and accurate hourly news and weather forecasts keep you in touch, while our wide variety of relaxing music brightens your day.  
Yes  No
- 5 KUPL 98 FM is the relaxing place to be in Portland.  
Yes  No

Additional comments about KUPL-98 FM:

## 6 ENTRY FORM

NAME \_\_\_\_\_  
 BUSINESS/OFFICE NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ ZIP \_\_\_\_\_  
 PHONE \_\_\_\_\_  
 NO. OF PEOPLE IN OFFICE \_\_\_\_\_



### KUPL Rolls Paradise At Listeners By Mail

KUPL/Portland made a foray into direct mail (not a usual Easy Listening practice) with a contest offering an individual grand prize of a vacation for two in the Bahamas and an office prize of a lunch for up to 25. The contest was tied in with an "opinion card" soliciting comments about the station, with candidates for the drawing announced over the air. The station was extremely pleased with the volume of returns and the phone response on the drawing candidates.



### WPLM Adds Jingles

WPLM/Plymouth, MA's new jingle package isn't designed to make Plymouth rock. Instead, Continental Recordings of Boston designed a custom big band ID package for the station, which has aired a Big Band format for 27 years. Pictured (l-r) are Continental's Dan Flynn, WPLM Station Manager Jane Day, and station Pres./GM Jack Campbell.



### KJYO Joins Damone At Symphony

KJYO/Oklahoma City raised over \$10,000 for the Oklahoma Symphony Orchestra recently, and GM Bernie Thompson was present at the Symphony's "Vic Damone Gala" recently. Pictured (l-r) are Symphony GM Patrick Alexander, unidentified guest, singer Damone, and Thompson.



### WGAY At The Races

The Laurel Racetrack in Laurel, MD (which holds horse races, as opposed to the Arbitron races charted elsewhere in town) celebrated the "WGAY-AM & FM Radio Special" as a feature race recently. Pictured out at the track are (l-r) WGAY account exec Jack Zimmerman, J. Walter Thompson agency's Judi Goodhart, and WGAY VP/GM Ted Dorf along with handler and winning horse.

# THE PICTURE PAGES

## Rick's Spoils Of Success



Members of Rick Springfield's family joined the star and RCA executives for a platinum presentation party in New York following three shows at Carnegie Hall. Pictured (l-r, rear) Rick's aunt Pat Burrows, road manager Dana Miller, management's Tom Skeeter, band members Mike Siefert and Brett Tuggle, RCA VP John Betancourt, band member Jack White, Springfield, RCA's Bill McGathy and Mike Becce, manager Joe Gottfried, and RCA VP's Joe Mansfield and Jack Craig; (l-r, foreground) Rick's girlfriend Barbie Porter and mother Eileen Springthorpe.

## Golden Toto



Columbia's Toto received gold record plaques from label executives at CBS headquarters in New York recently. Pictured (l-r) are Columbia VP's Ray Anderson and Mickey Eichner, Sr. VP/GM Al Teller, group's David Paich, CBS Records Group Dep. President Dick Asher, group's Bobby Kimball, management's Mark Hartley, and Columbia VP Arma Andon.

## Arista Rocks Around The Flock



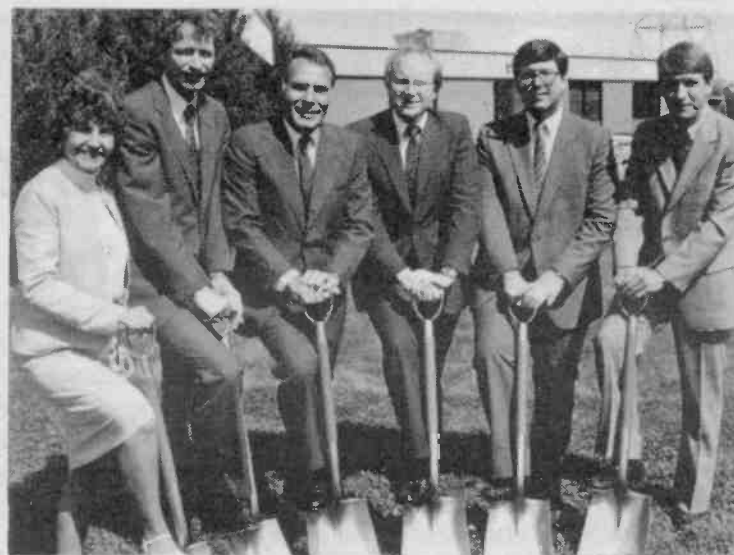
Jive/Arista artists A Flock of Seagulls recently played New York's Madison Square Garden opening for Squeeze. Pictured after the show are (l-r) Arista VP Bob Feiden, group's Frank Maudsley and Ali Score, Arista Sr. VP Rick Dobbs, group's Paul Reynolds, label VP Mike Bone, group's Mike Score, and Arista President Clive Davis.

## Australian Crawl Gets EMI Call



Australian Crawl, who not surprisingly hail from Australia, have been signed to EMI America. Pictured (l-r, front) are group members Guy McDonough, Paul Williams, Bill McDonough, Simon Binks, James Reyne, and Brad Robinson; (l-r, standing) EMI/Liberty VP Don Grierson, label's Clay Baxter and Ken Benson, and management's Ken East.

## Magid Addition Brings Out Shovels



The Frank N. Magid Associates research firm recently celebrated the groundbreaking for a new Communications Sciences Group facility, housing that division headed by VP James Ellis. Pictured digging in are (l-r) Magid VP's Naida Helm and Daniel Bormann, Frank Magid, and VP's Steven Cagle, Richard Haynes, and Bruce Northcott.

## Rainbow Meets Scorpions



Mercury/Polygram artists Rainbow and the Scorpions teamed up at Madison Square Garden recently, and Polygram threw a party for the bands after the show. Pictured (l-r, standing) Scorpions manager David Krebs, Polygram VP's Jeff Brody and Jim Lewis, Scorpions' Matthew Jabs, Polygram President Guenter Hensler, Scorpions' Klaus Meine, Scorpions producer Dieter Dierks, Scorpions' Herman Rarebell, Polygram's Randy Roberts and Fred DiSipio Jr., and attorney Marvin Katz; (l-r, seated) Polygram's Bill Cataldo, Rainbow's Joe Lynn Turner, and Polygram VP Jerry Jaffe.

## Warners Re-Signs Anderson



Country artist John Anderson has been re-signed to Warner Bros. Records. Pictured at a Nashville party celebrating the occasion are (l-r) WB VP Andrew Wickham, Anderson, WB's David Altschul, Anderson's manager Gene Ferguson, and attorney John Lentz.

## Carrasco Crowns Bergamo



MCA artist Joe "King" Carrasco crowned MCA Distributing Corp. President Al Bergamo with his characteristic chapeau after Carrasco & the Crowns played the Music Machine in Santa Monica. Pictured (l-r, rear) are MCA's Leon Tsilis and Bonnie Greenberg, MCA Dist's Bob Zipkin, MCA's Don Wasley, and MCA Dist's Leroy Sather; (l-r, front) Carrasco and Bergamo.

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# NRBA '82

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- Management Roundtables
- The Cable Connection
- Satellite Fever

SALES

- Big Bucks in Small Markets
- Big Bucks with Small Numbers
- Six Most Important Ingredients for Sales Success
- The Winner's Circle: Top Sales Promotions
- Local & Retail Sales

PROGRAMMING

- Format Rooms
- Are Consultants Needed to Win?
- Positioning Your AM in the 80's
- Focus Groups & Attitudinal Research
- Program Director & Talent Recruitment
- Music Computers
- What's New in Audience Research

PROMOTION

- Packaging & Selling Sports
- Top 10 Sales & Audience Promotions
- Promotion Director & Talent Recruitment
- Radio Promotion in Print (Exhibit)
- Radio Promotion via TV (Exhibit)

ENGINEERING

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- The Cable Connection
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- Technical Papers
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# Opportunities

## Openings

### EAST

PD/Morning personality for AC/Country station. Fast growing NE market. T&R & programming philosophy: Mike Harris, WEOK, Box 416, Poughkeepsie, NY 12602. EOE M/F (7-16)

Jersey shores WJRZ needs adult sounding jock for A/C format. Immediate opening. T&R & salary to Mr. Jefferson, Box 100, Manahawkin, NJ 08050. EOE M/F (7-16)

Capitol city AM/FM new facility, looking for hard working street reporter. Announcing skills a must. T&R: ND, Box 871, Charleston, WV 25323. EOE M/F (7-16)

Rare opening at top rated A/C in state capital. Minimum two yrs. experience. Community involvement required. T&R: Rock Steele, Box 871, Charleston, WV 25323. EOE M/F (7-16)

WCMF/Rochester is looking for an aggressive AOR personality. Immediate opening. T&R: Frank Holler, WCMF, 129 Leighton, Rochester, NY 14609. EOE M/F (7-9)

Fulltime air talent needed, possible morning drive, heavy production. T&R: Bruce Biette, WIGY, Box 329, Bathe, ME 04530. EOE M/F (7-9)

WJLK-FM is looking for some great part-time talent for our A/C format. T&R: Dennis O'Mara, WJLK, Ashbury Park, NJ 07712 or call (201) 774-7000. EOE M/F (7-9)

Nighttime personality wanted at N.E. Pennsylvania's #1 Country station. Lots of community involvement, good production. T&R: Mark Lindow, WILQ, Box 1176, Williamsport, PA 17701. EOE M/F (7-9)

## Openings

96rock Superstar AOR needs a morning jock yesterday. If you love the beach rush T&R: Brian Krysz, Box 717, Ocean City, MD 21842. EOE M/F (7-9)

### CHIEF ENGINEER Boston FM/AM

WHUE has an opportunity for an experienced person with strong audio and transmitter background to take charge of technical operations of its Class B-50 kw FM and 5 kw-DA2 AM Beautiful Music stations.

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**WHUE**  
101 FM - AM 1150

200 Clarendon Street  
Boston, Massachusetts 02116  
Equal Opportunity Employer

QV-93/WQVE-FM/Harrisburg looking for communicator for mornings. Good bucks/benefits. T&R: Dan Caruso, 107 E. Main St., Mechanicsburg, PA 17055. EOE M/F (7-9)

## Openings

News Director, 3-5 yrs. experience, totally committed to local news. T&R: Manager, Box 402, Manchester, NH 03105. EOE M/F (7-9)

Major market ABC Talk Network affiliate looking for bright, energetic, creative afternoon drive talk show host. If you've got a minimum of five years experience in talk, take direction well, and think you know what makes an afternoon talk show win, send T&R: Dave Berner, WTKN (formerly WWSW), One Allegheny Square, Pittsburgh, PA 15212. EOE M/F (7-9) •

### SOUTH

Growing pains! Chain expanding to major markets. A/C, CHR - Smooth, warm, reliable, PD, MD, ND. T&R: Steve Stucker, Box 7488, Amarillo TX 79109. (7-16)

Sportstalk personality wanted for leading information station. Some P-B-P. Great benefits. T&R: PD, WIS, Box 21567, Columbia, SC 29221. No calls EOE M/F (7-16)

WYNF/Tampa opening for experienced, zany morning personality. Good bucks. Also need Production Director. Cassette to: George Hawras, 504 Reo St., Tampa, FL 33609. EOE M/F (7-16)

Midday air talent needed with production skills. Prefer female, but will talk to all. T&R: Terry Harris, WAKK, Box 1143, McComb, MS 39648. (601) 684-4116. (7-16)

KVET/Austin, Country music giant is looking for evening personality. Experienced talent only apply. T&R: Bill Mayne, Box 380, Austin, TX 78767. No calls. EOE M/F (7-16)

## Openings

KKQV-FM, #1 CHR has immediate morning drive opening. Must be bright, funny and stable. T&R: Mike Edwards, OM, KKQV-FM, Box 4327, Wichita Falls, TX 76308. EOE M/F (7-16)

Country AM station seeks experienced production person. Duties include air shift. T&R: Tom McCray, WSPF, Box 1709, Hickory, NC 28603. EOE M/F (7-16)

ND needed now! Great town, great company. T&R and writing samples: Joe McKay, WGGG, 1230 N.E. Waldo Rd., Gainesville, FL 32601. (904) 376-1230. EOE M/F (7-16)

Country 91, WRNL/Richmond is looking for midday personality. Production skills and promotional appearances required. T&R only: Mike Anderson, 7100 Bethlehem Rd., Richmond, VA 23228. EOE M/F (7-16)

WZXY/WKIN needs qualified ND. No calls please. T&R: Reggie Jordan, Box 9, Kingsport, TN 37662. EOE M/F (7-16)

WUNI, Country Mobile, AL accepting T&R. Pro's only. Call Kirby Stevens (205) 438-4514. EOE M/F (7-16)

3 City metro in Texas hill country needs AT's with enthusiastic delivery. T&R Danny Moffatt, KTEM/KPLE, Box 1230, Temple, TX 76503. EOE (7-16)

WCSC/Charleston, SC looking for afternoon news anchor. 3-5 yrs. experience. Minorities encouraged. T&R: Harv Jacobs, ND, WCSC, Box 186, Charleston, SC 29402. (7-16)

WABB-FM, the Gulf Coast best rock now accepting T&R's full/part-time. Preferably from the Coast area. Blaine Kelley, 1551 Springhill Ave., Mobile, AL 36601. (205) 432-5572. EOE M/F (7-9)

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# Opportunities

## Openings

Top A/C in Knoxville seeks mature afternoon drive talent. Good bucks and benefits. Contact: Bill Burkett, WMYU, 311 Magnolia, Knoxville, TN 37917. (615) 453-2844. EOE M/F (7-9)

Wanted: PD for KAYD-FM/Beaumont. Need top man to keep us the top Country station. Contact Larry Swikard, KAYD-FM, Box 870, Beaumont, TX 77704. EOE M/F (7-9)

WSPA-FM, Beautiful Music in Greenville/Spartanburg needs production/copy/air person NOW! No calls. T&R: Ed Cohen, 224 E. Main, Spartanburg, SC 29301. EOE M/F (7-9)

KVIL, WNOE, B-94, KJ-100, KKDA, KTLE. These are just some of the stations our jocks have gone to. And we just lost our night jock to Little Rock. If you want to be a part of a professional uptempo CHR station in sunny TX, send tape, resume, and goals to: Mark Hanson, KRIG, P.O. Box 4312, Odessa, TX 76790. No calls please. EOE M/F (7-16) •

Florida East Coast A/C seeking experienced announcers for possible future openings. Mature communicators. Production a must. T&R: WMEL, Box 1318, Melbourne, FL 32935. EOE M/F (7-9)

KTXQ/Dallas AOR has "foot in the door" opening. 2-6am. T&R: Tom Owens, KTXQ, 3626 North Hall, Dallas, TX 75219. EOE M/F (7-9)

## Openings

Q102 building a killer Country station. Looking for pro's who want to grow. Full/part-time. T&R: Bob Schrader, PD, WUSQ, Box 828, Winchester, VA 22601. (7-9)

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Equal Opportunity Employer M/F

## Openings

Needed, combo PD and on the air experienced jock for A/C. One to one communicator. Topical conversation, enthusiastic local involvement. Ability to motivate and train other jocks. Prefer jock or PD from TX medium or large market who wants to make big bucks and enjoy the fun and security of small town life. Station is a solid #1 in cume and shares (Arbitron 1980). Rated annually Top billing station in market for 23 years. No calls, write Winston Wrinkle, President, KBST, P.O. Box 1632, Big Spring, TX 79720. (7-23) •

## MIDWEST

We have to sound good to compete with surrounding large markets and we're doing it! Send T&R: Kevin Kenney, PD, WACI, Box 701, Freeport, IL 61032. EOE (7-16)

Immediate opening for full-time announcer in southern Illinois. T&R: Community Service Broadcasting, 811 Broadway, Mt. Vernon, IL 62864. EOE M/F (7-16)

KKCI/Kansas City's new AOR is looking for experienced, natural sounding communicators. Knowledge of music a must. T&R: Dave Popovich, 4722 Broadway, Kansas City, MO 64112. EOE M/F (7-16)

## Openings

Wanted radio announcer. 3 yrs. experience, write/produce commercials. Sports P-B-P a plus. T&R: Andy Lie, Box 746, Detroit Lakes, MN 56501. EOE M/F (7-16)

## Major Midwest A/C Giant

seeks air personalities and news personnel. Send T&R, picture and salary requirements to Radio & Records, 1930 Century Park West, #357, Los Angeles, CA 90067. EOE M/F

AOR-PD/... ming person for #1 rated station. T&R: Peter McLane, Stoner Broadcasting, 3900 N.E. Broadway, Des Moines, IA 50317. EOE M/F (7-16)

Northern Illinois small market leader searching for a creative, versatile afternoon A/C air personality/production person. You'll join a young, professional team that enjoys above-average salary with benefits, working in a top notch facility. Minimum of 3 years experience needed. Send tape with aircheck and production samples, and resume to: Randy Rundle, PD, WZOE AM/FM, Broadcast Center, Princeton, IL 61356. EOE M/F (7-23) •

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JULY 16, 1982

## This Week In Music History

BY DAN FORMENTO OF THE SOURCE

### Hush, Hush, Deep Purple

**MONDAY, JULY 19** — Britain's heavy metal hit makers Deep Purple disbanded on July 19, 1976. That group was formed in 1968 by keyboardist Jon Lord, drummer Ian Paice and guitarist Ritchie Blackmore, and had an early American hit with "Hush." Purple hit their peak in '72 with the release of the "Machine Head" LP and a soaring single, "Smoke On The Water." Ritchie Blackmore's departure to form Rainbow in '75 signaled a serious weakening of Deep Purple, and the final curtain came less than a year later.

### "Surf City" Is #1

**TUESDAY, JULY 20** — One of the greatest summertime songs ever recorded, Jan & Dean's "Surf City," was leading American pop charts on July 20, 1963, less than two weeks after its release. Beach Boy Brian Wilson contributed this tune to them, the ultimate anthem of teen Utopia with "two girls for every boy." The collaboration triggered the start of a close association between the two surf groups, and put Jan Berry and Dean Torrence on the road to a string of surf and hot rod classics like "Honolulu," "Drag City," and "Dead Man's Curve."

**EXTRA FACTS:** Birthday greetings to Carlos Santana, 1947... John Lodge of the Moody Blues, 1943... and Michael Anthony of Van Halen, 1955.

### Cat Stevens Born

**WEDNESDAY, JULY 21** — Cat Stevens was born Steven Georgiou in London on July 21, 1947, the son of a Greek restaurateur. His two earliest recordings, "I Love My Dog" and "Matthew and Son," put Stevens on the British pop charts and won him touring dates with Jimi Hendrix and Engelbert Humperdinck. In 1968 Cat contracted a case of TB and spent a year recovering. When he returned America was ready to receive him. Hits like "Wild World," "Morning Has Broken," and "Peace Train" put Cat Stevens in the forefront of American popular music. **EXTRA FACTS:** Birthday greetings to Kim "Alley Oop" Fowley, 1942.

### "Introducing The Beatles"

**THURSDAY, JULY 22** — Veejay Records, the first label licensed to issue John, Paul, George and Ringo's music in the United States, released "Introducing The Beatles" on July 22, 1963. The album, like the two Veejay singles that preceded it, went absolutely nowhere. Before long Capitol



Records, which already owned the publishing rights to two Beatles songs, also won the exclusive right to press Beatle discs. The following February Capitol's "Meet The Beatles" shot straight to the top of the charts.

**EXTRA FACTS:** Little Richard denounced rock 'n' roll in favor of Jesus, 1979... Birthday greetings to Don Henley, formerly of the Eagles, 1947.

### Godchaux Dead at 32

**FRIDAY, JULY 23** — Grateful Dead piano player Keith Godchaux died on July 23, 1979, of head injuries sustained in an auto accident two days earlier in Marin County, California. Keith, a former member of the Dave Mason band, joined the Dead in 1971 during a time when regular group keyboardist Ron McKernan was becoming seriously ill with a liver disease. He's survived by wife Donna, a former Nashville session singer and backup vocalist with the Grateful Dead.

**EXTRA FACTS:** Birthday Greetings to Andy MacKay of Roxy Music, 1946... and David Essex, 1947.

	CHR	A/C	AOR	Country	Black Radio
<b># 1</b>	<b>SURVIVOR</b> (2nd week)	<b>AIR SUPPLY</b> (3rd week)	<b>SURVIVOR</b> (2nd week)	<b>ALABAMA</b> (2nd week)	<b>STEVIE WONDER</b> (2nd week)
<b>Next Week's #1 Contenders:</b>	FLEETWOOD MAC (6-2) STEVE MILLER BAND (7-3) CHICAGO (12-4)	CHICAGO (2-2) CROSBY, STILLS, NASH (6-3)	FLEETWOOD MAC (17-2) REO SPEEDWAGON (3-3) ROBERT PLANT (21-6)	RICKY SKAGGS (6-2) MERLE HAGGARD (5-3)	JENNIFER HOLLIDAY (3-2) DONNA SUMMER (11-3) RAY PARKER JR. (6-4) CAMEO (5-5)
<b>Breakers:</b>	ALAN PARSONS PROJ. (61%) BILLY IDOL (57%)	PAUL DAVIS (58%) ALAN PARSONS PROJ. (56%)	NO BREAKERS	JERRY REED (78%) GENE WATSON (75%) JOHN CONLEE (66%) GARY MORRIS (62%)	STACY LATTISAW (64%) POINTER SISTERS (61%)
<b>Most Added:</b>	JOHN COUGAR ALAN PARSONS PROJ. ASIA BILLY IDOL MEN AT WORK ELTON JOHN	ELTON JOHN ROBERTA FLACK PAUL McCARTNEY JOHN DENVER PAUL DAVIS MICHAEL MURPHEY	JUDAS PRIEST 805 JOE JACKSON CLOCKS BALANCE ELVIS COSTELLO	YOUNGER BROTHERS FRIZZELL & WEST GARY MORRIS JOE STAMPLEY BURRITO BROTHERS	JERMAINE JACKSON B B & Q BAND MIDNIGHT STAR GRANDMASTER FLASH ROBERTA FLACK BARRY WHITE DAZZ BAND
<b>Hottest:</b>	SURVIVOR FLEETWOOD MAC CHICAGO STEVE MILLER BAND AIR SUPPLY REO SPEEDWAGON	CHICAGO AIR SUPPLY CROSBY, STILLS, NASH KENNY ROGERS FLEETWOOD MAC JUICE NEWTON	SURVIVOR FLEETWOOD MAC REO SPEEDWAGON 38 SPECIAL ASIA ROLLING STONES JOHN COUGAR	ALABAMA SYLVIA RICKY SKAGGS DAVID FRIZZELL	SOUL SONIC FORCE JENNIFER HOLLIDAY STEVIE WONDER
<b>Biggest Chart Jumps:</b>	MELISSA MANCHESTER (30-21) CHICAGO (12-4) HALL & OATES (22-16)	KENNY ROGERS (13-6) PAUL McCARTNEY (22-16) MICHAEL MURPHEY (26-20) ELTON JOHN (27-21)	FLEETWOOD MAC (17-2) ROBERT PLANT (21-6) MEN AT WORK (35-26) CROSBY, STILLS, NASH (22-14) TED NUGENT (34-27)	KENNY ROGERS (37-27) GEORGE STRAIT (29-20) DAVID FRIZZELL (23-15) WAYLON JENNINGS (27-19)	ZAPP (22-10) DONNA SUMMER (11-3) ARETHA FRANKLIN (17-11) STEPHANIE MILLS (30-24) ATLANTIC STARR (14-9) O'JAYS (27-22)
<b>Debuts:</b>	EDDIE MONEY (28) ALAN PARSONS PROJ. (29) BILLY IDOL (30)	PAUL DAVIS (24) ALAN PARSONS PROJ. (26)	JOAN JETT (34) MARSHALL CRENSHAW (38) JUDAS PRIEST (39)	GARY MORRIS (44) KENDALLS (48) CHARLIE ROSS (49)	STACY LATTISAW (26) POINTER SISTERS (29)
	CHR	A/C	AOR	Country	Black Radio

# National Music Formats

# Added This Week



George Williams (214) 343-9205

### THE STARSTATION

**ALAN PARSONS PROJECT**  
"Eye In The Sky" (Arista)  
**PAUL DAVIS**  
"Love Or Let Me Be Lonely" (Arista)

### Country Coast-To-Coast

**BOBBY BARE**  
"If You Ain't Got Nothing. . ." (Columbia)  
**EDDY RAVEN**  
"She's Playing Hard To Forget" (Elektra)  
**MEL McDANIEL** "Big Ole Brew" (Capitol)  
**GARY MORRIS** "Dreams Die Hard" (WB)

## BPI

John Iles (800) 426-9082

### ADULT CONTEMPORARY

**GLENN FREY** "I Found Somebody" (Asylum)  
**PAUL McCARTNEY** "Take It Away" (Columbia)  
**ELTON JOHN** "Blue Eyes" (Geffen)  
**BILL CHAMPLIN** "Sara" (Elektra)

### Country Living

**BURRITO BROTHERS**  
"I'm Drinkin' Canada Dry" (Curb/CBS)  
**BILLY "CRASH" CRADDOCK**  
"Love Busted" (Capitol)  
**FRIZZELL & WEST**  
"I Just Came Here To Dance" (WB/Viva)  
**JOE STAMPLEY**  
"I Didn't Know You Could Break. . ." (Epic)  
**REX ALLEN JR.** "Cowboy In A Three Piece. . ." (WB)



Kenny Bosak (901) 320-4433

### Bright Blue

**ANNE MURRAY** "Hey! Baby!" (Capitol)

### TANner Country

**BILL "CRASH" CRADDOCK**  
"Love Busted" (Capitol)  
**KIERAN KANE**  
"I'll Be Your Man Around The House" (Elektra)  
**TERRY GREGORY**  
"I'm Takin' A Heart Break" (Handshake)  
**GARY MORRIS** "Dreams Die Hard" (WB)  
**BELLAMY BROTHERS**  
"Get Into Reggae Cowboy" (Elektra/Curb)  
**JERRY REED**  
"She Got The Goldmine. . ." (RCA)  
**MARLOW TACKETT** "Ever-Lovin' Woman" (RCA)  
**YOUNGER BROTHERS**  
"Nothing But The Radio On" (MCA)  
**FRIZZELL & WEST**  
"I Just Came Here To Dance" (WB/Viva)  
**LLOYD DAVID FOSTER** "Blue Rendezvous" (MCA)



Buzz Brindle (212) 944-5399

**PAUL McCARTNEY** "Take It Away" (Columbia)  
**TAXXI** "Girl (New York City)" (Fantasy)



Bob Laurence (213) 883-7400

### XT-40

**STEVIE WONDER** "Do I Do" (Tamla/Motown)  
**BILLY IDOL** "Hot In The City" (Chrysalis)  
**MARSHALL CRENSHAW** "Someday, Someway" (WB)

### Contempo 300

**MOTELS** "Only The Lonely" (Capitol)  
**PAUL DAVIS**  
"Love Or Let Me Be Lonely" (Arista)

### Great American Country

**JOHN CONLEE** "Nothing Behind You. . ." (MCA)  
**EDDY RAVEN**  
"She's Playing Hard To Forget" (Elektra)  
**MEL McDANIEL** "Big Ole Brew" (Capitol)  
**MICHAEL MURPHEY**  
"What's Forever For" (Liberty)



Debbie Welsh (714) 565-8511

PETERS PRODUCTIONS, INC.



**ELTON JOHN** "Blue Eyes" (Geffen)  
**PAUL McCARTNEY** "Take It Away" (Columbia)  
**CAROLE KING**  
"Read Between The Lines" (Atlantic)  
**PAUL DAVIS**  
"Love Or Let Me Be Lonely" (Arista)



**MICHAEL MURPHEY**  
"What's Forever For" (Liberty)  
**STATLER BROTHERS** "Whatever" (Mercury/PolyGram)



Chick Watkins (303) 578-0700

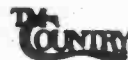
**NEIL DIAMOND** "Be Mine Tonight" (Columbia)  
**JOHN COUGAR** "Hurts So Good" (Riva/PolyGram)



Cal Casey (214) 634-8511



**MEN AT WORK**  
"Who Can It Be Now?" (Columbia)  
**ELTON JOHN** "Blue Eyes" (Geffen)  
**MARSHALL CRENSHAW** "Someday, Someway" (WB)



**CHARLIE ROSS**  
"High Cost Of Lovin' " (Townhouse)  
**REX ALLEN JR.**  
"Cowboy In A Three-Piece. . ." (WB)  
**FRIZZELL & WEST**  
"I Just Came Here To Dance" (WB/Viva)  
**JOE STAMPLEY**  
"I Didn't Know You Could Break. . ." (Epic)  
**GARY MORRIS** "Dreams Die Hard" (WB)  
**BURRITO BROTHERS**  
"I'm Drinkin' Canada Dry" (Curb/CBS)  
**JERRY REED**  
"She Got The Goldmine. . ." (RCA)



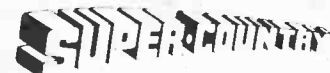
Bob Stevens (214) 934-2121

### The 3 Format.

**MARSHALL CRENSHAW** "Someday, Someway" (WB)  
**MEN AT WORK**  
"Who Can It Be Now?" (Columbia)  
**KIM WILDE** "Kids In America" (EMI America)

### The A-C Format

**ROBERTA FLACK** "I'm The One" (Atlantic)  
**PAUL DAVIS**  
"Love Or Let Me Be Lonely" (Arista)



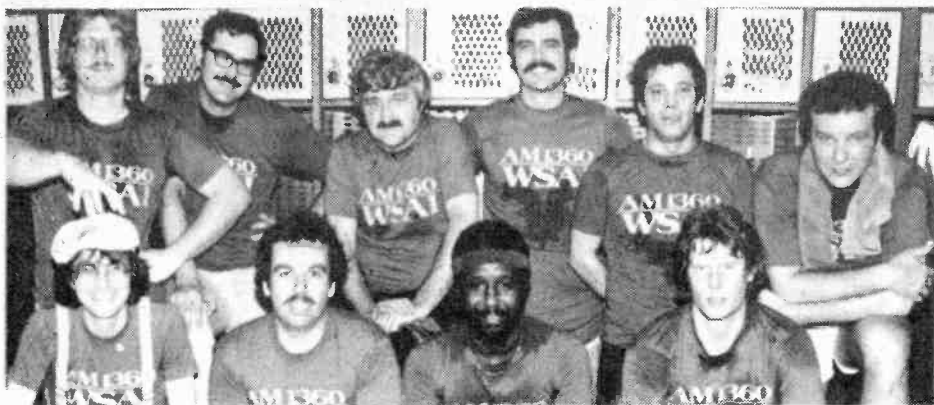
**BURRITO BROTHERS**  
"I'm Drinkin' Canada Dry" (Curb/CBS)  
**BILLY "CRASH" CRADDOCK**  
"Love Busted" (Capitol)  
**MICKEY GILLEY**  
"Put Your Dreams Away" (Epic)  
**DONNA FARGO**  
"Hard To Be The Dreamer" (RCA)



Lee Nye (916) 782-7754

### Adult Rock

**BILLY IDOL** "Hot In The City" (Chrysalis)  
**ROBERTA FLACK** "I'm The One" (Atlantic)  
**FRANKIE MILER**  
"To Dream The Dream" (Capitol/MSS)  
**MEN AT WORK**  
"Who Can It Be Now?" (Columbia)  
**GO-GO'S** "Vacation" (IRS/A&M)  
**APRIL WINE**  
"Enough Is Enough" (Capitol)



**WSAI'S ROUNDBALLERS** — No, this is not the remnants of the old Cincinnati Royals basketball team. What it is is WSAI's station team, which just concluded another successful season of community games. Led under the able auspices of station PD Dale Turner (seated, far left), the team is culled from the best of WSAI's management, DJ's, sales staff, and engineering department.



**SPREADING BROTHERLY LOVE** — Gary Stewart & Dean Dillon, currently touring in support of their RCA debut duet album "Brotherly Love," really spread it around following their show at L.A.'s Palomino Club. Pictured (seated, l-r) are KFGO/Fargo MD Donny Roberts, KVEG/Las Vegas PD Doug Shane, Stewart, Dillon, RCA's John McNamara, and WYTL/Oshkosh MD Mark Lewis; (middle, l-r) RCA's Randy Goodman and Carson Schreiber, KLAC/Los Angeles MD Cathy Hahn, KLAC Asst. PD Rudy Uribe, and WDGY/Minneapolis PD Gary Stone; (back, l-r) KGA/Spokane PD Tom Newman, KEED/Eugene MD Bill Templeton, KSOP/Salt Lake City's Rod Buckle, and KGAY/Salem MD Eddie Edwards.

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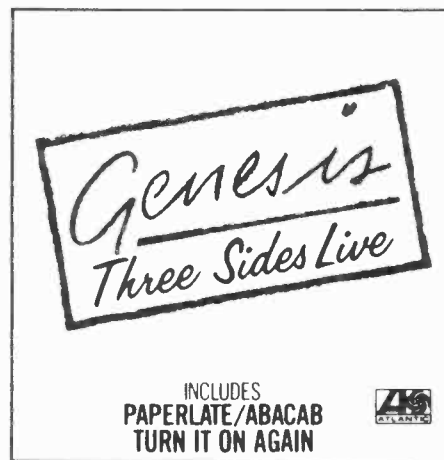
**THURSDAY JULY 29, 1982 11:30 E.D.T.**

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Produced by Eddie Kritzer

**GLOBAL SATELLITE NETWORK**

# Radio & Records NATIONAL AIRPLAY/40

## July 16, 1982

170 REPORTERS

Album cuts are listed in order of airplay preference.

6/25	7/2	7/9	7/16	Artist	Album	Cut
6	3	1	1	SURVIVOR	Eye Of The... (Scotti Bros./CBS)	Title
		17	2	FLEETWOOD MAC	Mirage (WB)	"Hold" "Gypsy" "Empire" "Love"
	16	3	3	REO SPEEDWAGON	Good Trouble (Epic)	"Keep" "Stillness" Title "Follow"
1	1	2	4	38 SPECIAL	Special Forces (A&M)	"Chain" "Caught" "Track"
16	6	4	5	GENESIS	Three Sides Live (Atlantic)	"Paperlate" "Abacab" "Recall"
		21	6	ROBERT PLANT	Pictures At Eleven (SwanSong/Atco)	"Burning" "Dancer" "Detroit" "Pledge"
26	13	7	7	PETE TOWNSHEND	All The Best Cowboys... (Atco)	"Skirts" "Face" "Stardom" "Sea"
3	2	6	8	ASIA	Asia (Geffen)	"Time" "Heat" "Sole" "Dreams"
5	4	5	9	ROLLING STONES	Still Life (Rolling Stones/Atco)	"Going" "Thumb" "Let" "Start"
11	9	9	10	GLENN FREY	No Fun Aloud (Elektra)	"Partytown" "Found" "Give" "Lies"
	20	12	11	EDDIE MONEY	No Control (Columbia)	"Think" "Shakin'" "Runnin'" Title
2	5	8	12	JOHN COUGAR	American Fool (Riva/PolyGram)	"Hurts" "Jack"
	21	13	13	APRIL WINE	Power Play (Capitol)	"Enough" "Kay" "Anything"
		22	14	CROSBY, STILLS & NASH	Daylight Again (Atlantic)	"Wasted" "Turn" "Love" "Cross"
13	12	11	15	ALAN PARSONS PROJECT	Eye In The Sky (Arista)	"Finger" "Psychobabble"
15	14	15	16	STEVE MILLER BAND	Abracadabra (Capitol)	Title "Keeps" "Girl's" "Goodbye"
4	7	10	17	KANSAS	Vinyl Confessions (Kirshner/CBS)	"Game" "Play" "Right" "Diamonds"
8	10	14	18	MOTELS	All Four One (Capitol)	"Lonely" "Mission" "L"
28	27	20	19	A FLOCK OF SEAGULLS	A Flock Of Seagulls (Jive/Arista)	"I Ran" "Space"
9	11	16	20	VAN HALEN	Diver Down (WB)	"Dancin'" "Guitars" "Times" "Woman"
25	19	18	21	GARY U.S. BONDS	On The Line (EMI America)	"Work" "Hold" "Music"
	37	27	22	GO-GO'S	Vacation (IRS/A&M)	12-inch 45
27	26	23	23	AXE	Offering (Atco)	"Party" "Now"
31	30	24	24	JOHN WAITE	Ignition (Chrysalis)	"Change" "Mr." "Heat" "Top"
14	15	19	25	HEART	Private Audition (Epic)	"City's" "Light" "Private" "Man"
	38	35	26	MEN AT WORK	Business As Usual (Columbia)	"Who" "Under"
		34	27	TED NUGENT	Nugent (Atlantic)	"Bound" "No" "Rock" "Tailgunner"
12	17	25	28	QUEEN	Hot Space (Elektra)	"Fire" "Body" "Girls"
22	22	29	29	707	Mega Force (Boardwalk)	Title
21	24	28	30	CHEAP TRICK	One On One (Epic)	"If" "She's" "Want"
20	25	31	31	PAUL McCARTNEY	Tug Of War (Columbia)	"Take" "Ballroom" "That"
18	18	26	32	SCORPIONS	Blackout (Mercury/PolyGram)	"No" Title
23	28	30	33	TOTO	IV (Columbia)	"Africa" "Afraid" "Rosanna" "Believe"
		→	34	JOAN JETT & NAZARETH	Summertime Blues (Boardwalk)	12-inch 45
		39	35	NAZARETH	2XS (A&M)	"Love" "Gatecrash" "Lonely"
19	23	33	36	RAINBOW	Straight Between The Eyes (Mercury/PG)	"Stone" "Power" "Death" <b>New Entry</b>
29	29	32	37	FRANK ZAPPA	Ship Arriving... (Barking Pumpkin)	"Valley Girls"
	39		38	MARSHALL CRENSHAW	Marshall Crenshaw (WB)	"Someday" "Cynical"
		→	39	JUDAS PRIEST	Screaming For Vengeance (Columbia)	"Thing" "Hellion" "Eye" "Chains"
34	34	37	40	SHERBS	Defying Gravity (Atco)	"Ride" "Alive"

## MOST ADDED

Artist	7/16	7/9	7/2	6/25	6/18
1 JUDAS PRIEST	71/69	5/5	0/0	0/0	0/0
2 805	44/28	24/24	0/0	0/0	0/0
3 JOE JACKSON	22/22	1/1	0/0	0/0	0/0
4 CLOCKS	42/19	37/14	32/18	20/15	14/13
4 BALANCE	22/19	5/4	0/0	0/0	0/0
4 E. COSTELLO & ATTR.	25/19	6/6	0/0	0/0	0/0
7 TORONTO	23/17	4/0	6/0	6/0	5/1
8 MEN AT WORK	77/13	61/15	60/18	43/9	41/9
8 SPYS	14/13	0/0	0/0	0/0	0/0
10 ROBERT PLANT	155/12	149/134	23/23	0/0	0/0
10 NAZARETH	60/12	46/13	45/43	0/0	0/0
10 JOSIE COTTON	12/12	0/0	0/0	0/0	0/0
13 CROSBY, STILLS, NASH	147/11	144/122	20/20	0/0	0/0
14 TED NUGENT	70/10	63/18	74/74	1/1	0/0
14 BILLY IDOL	27/10	26/10	19/9	9/9	0/0
14 B.E. TAYLOR GROUP	12/10	9/9	0/0	0/0	0/0

## MEDIUM

Artist	7/16	7/9	7/2	6/25	6/18
1 PETE TOWNSHEND	156/79	151/79	149/67	143/0	0/0
2 A FLOCK OF SEAGULLS	106/76	104/74	92/72	80/53	67/51
3 AXE	91/71	85/71	95/82	85/78	77/58
4 ALAN PARSONS PROJ.	138/70	137/69	149/99	136/85	122/67
5 GLENN FREY	148/68	144/72	150/80	141/83	132/76
5 APRIL WINE	140/68	136/73	132/117	11/4	0/0
7 CROSBY, STILLS, NASH	147/66	144/14	20/0	0/0	0/0
8 GARY U.S. BONDS	96/65	106/78	111/72	100/62	81/40
9 JOHN WAITE	83/64	86/75	90/86	75/55	64/44
10 EDDIE MONEY	144/63	141/60	135/23	16/1	0/0
11 GENESIS	154/53	154/65	161/69	152/26	38/9
11 TED NUGENT	70/58	69/50	74/0	1/0	0/0
12 HEART	84/57	100/82	129/72	126/66	130/70
13 MEN AT WORK	77/51	61/35	60/31	43/25	41/24
14 ROBERT PLANT	155/49	149/7	23/0	0/0	0/0

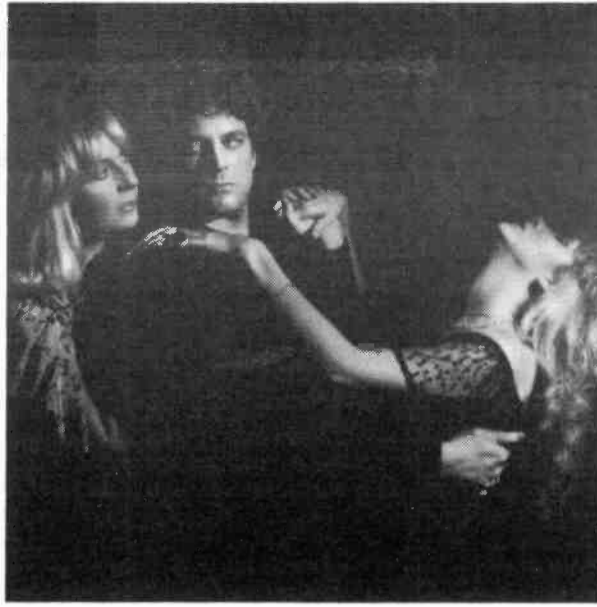
## THE HOTTEST

Artist	7/16	7/9	7/2	6/25	6/18
1 SURVIVOR	151/133	149/133	153/108	141/88	124/29
2 FLEETWOOD MAC	159/120	155/75	4/0	0/0	0/0
3 REO SPEEDWAGON	149/119	152/111	151/20	0/0	1/0
4 38 SPECIAL	145/114	147/129	153/135	154/134	158/140
5 ASIA	135/110	136/111	154/131	153/134	159/140
6 ROLLING STONES	142/108	147/114	154/114	154/107	155/21
7 JOHN COUGAR	134/100	139/108	149/119	152/133	155/126
8 GENESIS	154/96	154/87	161/79	152/23	38/4
9 ROBERT PLANT	155/94	149/8	23/0	0/0	0/0
10 STEVE MILLER BAND	130/88	130/78	131/61	130/41	113/6
11 GLENN FREY	148/79	144/71	150/63	141/68	132/27
12 EDDIE MONEY	144/77	141/49	136/4	16/0	0/0
13 PETE TOWNSHEND	158/75	151/67	149/67	143/1	0/0
14 MOTELS	110/71	126/89	138/53	142/103	142/95
15 CROSBY, STILLS, NASH	147/70	144/8	20/0	0/0	0/0

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

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

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



# FLEETWOOD MAC

## *Mirage*

R&R AOR Chart Debut 17-2

ALBUM NETWORK 12-1

FMQB Debut 13

Key Cuts:

"Hold Me"

"Gypsy"

"Empire State"

"Straight Back"

Produced by  
Lindsey Buckingham  
Richard Dashut  
Ken Caillat  
Fleetwood Mac



On Warner Bros. Records & Tapes

# AOR BREAKERS

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

No albums or singles qualified for AOR Breaker status this week.

# Significant Action JAZZ

Rank	Artist	Title	Label	Weeks
1	PAT METHENY GROUP	Offramp (ECM/WB)	ECM/WB	1
2	DAVID SANBORN	As We Speak (WB)	WB	2
3	CHUCK MANGIONE	Love Notes (Columbia)	Columbia	4
4	CRUSADERS	Royal Jam (MCA)	MCA	3
5	DAVE GRUSIN	Out Of The... (GRP/Arista)	GRP/Arista	7
6	JEFF LORBER	It's A Fact (Arista)	Arista	6
7	NIGHTWIND	A Casual Romance (Pausa)	Pausa	5
8	B. COBHAM'S	Observation (Musica/Elektra)	Musica/Elektra	9
9	DAN SIEGEL	Dan Siegel (Elektra)	Elektra	8
10	CARLA BLEY	Live! (ECM)	ECM	10

These albums, displayed over a two-week period, received significant reports but did not chart this week on the National Airplay/40 listing. This chart represents activity based on a combination of add, medium and hot reports, as well as special jazz programming. The album's preferred airplay cuts are listed; singles are in bold type. Artists in larger type registered significant airplay gains this week.

## REGIONAL AOR ACTIVITY

### EAST MOST ADDED

Judas Priest (21/21)  
805 (16/8)  
Joe Jackson (7/7)  
Spys (7/7)  
Elvis Costello... (8/6)

### MEDIA

Glenn Frey (35/20)  
A Flock Of... (29/20)  
Alan Parsons (35/18)  
Gary U.S. Bonds (26/16)

### THE HOTTEST

Survivor (35/34)  
Rolling Stones (38/32)  
Fleetwood Mac (40/31)  
Genesis (40/31)  
38 Special (35/29)

NOTE: Two numbers follow each name. The first totals all reports in all rotations in the given region. The second displays the number of reports in that region for the noted rotation.

### WYNY/Albany (518) 786-0000

PO: TONY VITO  
PO: NICK REHR

### WYNY/Albany (518) 786-0000

ALAN PARSONS PROJ. (Arista)  
HARRISON CREEKMAN (MCA)  
STEVE NICK (Capitol)  
... (list continues)

### WYNY/Baltimore (301) 984-0011

PO: CAROL DUNN  
PO: TONY VITO

### WZZM/Hennton (313) 964-0611

PO: TOM KELLY  
PO: BRUCE BOND

### WAAJ/Binghamton (607) 772-8850

PO: JOHN CARTER

### WEEI/Boston (617) 282-6000

PO: RICK PETERS  
PO: RUSS DAMA

### WBOS/Boston (617) 286-1111

PO: BOB ROYAN  
PO: BRUCE GOLDEN

### WRKX/Bridgport (203) 879-9995

PO: BOB ROYAN  
PO: BRUCE GOLDEN

### WVCN/Hartford (860) 233-4426

PO: DANIEL F. HAYDEN  
PO: BOB BITTENS

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### WVCN/Hartford (860) 233-4426

PO: DANIEL F. HAYDEN  
PO: BOB BITTENS

### WECM/Cleamont (603) 842-7338

PO: ZIP ZEPPEL  
PO: BILL BOGUE

### WBLM/Lewiston-Port. (207) 783-2088

PO: JOSE DIAZ  
PO: NICK BOWEN

### WVCN/Hartford (860) 233-4426

PO: DANIEL F. HAYDEN  
PO: BOB BITTENS

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PO: BOB BITTENS

### WVCN/Hartford (860) 233-4426

PO: DANIEL F. HAYDEN  
PO: BOB BITTENS

### WBAW/Long Island (516) 587-1023

PO: BOB BULLMAN  
PO: PAUL TORTORA

### WVCN/Hartford (860) 233-4426

PO: DANIEL F. HAYDEN  
PO: BOB BITTENS

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PO: DANIEL F. HAYDEN  
PO: BOB BITTENS

### WVCN/Hartford (860) 233-4426

PO: DANIEL F. HAYDEN  
PO: BOB BITTENS

### WIOQ/Philadelphia (215) 987-8100

PO: ALEX DENNIS  
PO: NELEN LEIGHT

### WDMH/North Jersey (201) 238-1055

PO: BOB LINDER  
PO: MARK CHERNOFF

### WVCN/Hartford (860) 233-4426

PO: DANIEL F. HAYDEN  
PO: BOB BITTENS

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### WVCN/Hartford (860) 233-4426

PO: DANIEL F. HAYDEN  
PO: BOB BITTENS

EAST

WCMF/Rochester (719) 255-3200
PO: FRANK HOLLER
NO: GARY KANE
Added: JUDAS PRIEST (Columbia)
"Another Thing" (Columbia)

WAOX/Syracuse (719) 482-9938
PO: ED LEVINE
ASST. PD: ALAN DULMAN
Added: JUDAS PRIEST (Columbia)
"Another Thing" (Columbia)

WRRW/Westbury (609) 886-7278
PO: STEVE FLEMMING
ASST. PD: BOB COOKEY
Added: None

WRKK/Birmingham (205) 978-8888
PO: GARY BRENNAN
Added: None

WZLX/West Palm Beach (407) 886-0000
PO: RICHARD
Added: None

WZLX/West Palm Beach (407) 886-0000
PO: RICHARD
Added: None

WZLX/West Palm Beach (407) 886-0000
PO: RICHARD
Added: None

WAOX/Syracuse (719) 482-9938
PO: ED LEVINE
ASST. PD: ALAN DULMAN
Added: None

WRRW/Westbury (609) 886-7278
PO: STEVE FLEMMING
ASST. PD: BOB COOKEY
Added: None

WRKK/Birmingham (205) 978-8888
PO: GARY BRENNAN
Added: None

WZLX/West Palm Beach (407) 886-0000
PO: RICHARD
Added: None

WZLX/West Palm Beach (407) 886-0000
PO: RICHARD
Added: None

WZLX/West Palm Beach (407) 886-0000
PO: RICHARD
Added: None

WZLX/West Palm Beach (407) 886-0000
PO: RICHARD
Added: None

SOUTH

MOST ADDED

Ted Nugent (17/5)
Judas Priest (15/15)
Clocks (8/5)
905 (5/5)
Nazereth (14/4)
B.E. Taylor Group (4/4)

MEDIUM

Pete Townshend (35/22)
April Wine (33/21)
A Flock Of... (25/20)
C.S.&N. (33/19)
Alan Parsons (33/19)

THE HOTTEST

Fleetwood Mac (34/29)
REO (33/28)
Survivor (33/28)
38 Special (34/26)
Asia (31/24)
Steve Miller (31/24)

NOTE: Two numbers follow each name. The first totals all reports in all rotations in the given region. The second displays the number of reports in that region for the noted rotation.

WZLX/West Palm Beach (407) 886-0000
PO: RICHARD
Added: None

WRRW/Westbury (609) 886-7278
PO: STEVE FLEMMING
ASST. PD: BOB COOKEY
Added: None

WRKK/Birmingham (205) 978-8888
PO: GARY BRENNAN
Added: None

WZLX/West Palm Beach (407) 886-0000
PO: RICHARD
Added: None

WZLX/West Palm Beach (407) 886-0000
PO: RICHARD
Added: None

WZLX/West Palm Beach (407) 886-0000
PO: RICHARD
Added: None

WZLX/West Palm Beach (407) 886-0000
PO: RICHARD
Added: None

MIDWEST

MOST ADDED

Judas Priest (20/19)
Clocks (11/7)
Balance (7/7)
Robert Plant (39/8)
805 (9/8)
Elvis Costello (9/6)

MEDIA

John Waite (23/19)
Axe (20/18)
Ted Nugent (20/18)
C.S.&N. (37/17)
Patsy Townsend (38/16)
Eddie Money (35/16)
Haart (22/18)

THE HOTTEST

REO (39/35)
Survivor (38/34)
38 Special (36/29)
John Cougar (36/28)
Asia (30/26)

NOTE: Two numbers follow each name. The first totals all reports in all rotations in the given region. The second displays the number of reports in that region for the noted rotation.

WZLX/West Palm Beach (407) 886-0000
PO: RICHARD
Added: None

WRRW/Westbury (609) 886-7278
PO: STEVE FLEMMING
ASST. PD: BOB COOKEY
Added: None

WRKK/Birmingham (205) 978-8888
PO: GARY BRENNAN
Added: None

WZLX/West Palm Beach (407) 886-0000
PO: RICHARD
Added: None

WZLX/West Palm Beach (407) 886-0000
PO: RICHARD
Added: None

WZLX/West Palm Beach (407) 886-0000
PO: RICHARD
Added: None

WZLX/West Palm Beach (407) 886-0000
PO: RICHARD
Added: None





KID/44-6383

ADD: ALAN PARSONS PROJ. (Arista)
GLENN FREY (Elektra)
FLEETWOOD (MCA)
"Eric" (Arista)

KILO/Colorado Springs

ADD: ROBERT PLANT (Swan Song/Arista)
FLEETWOOD (MCA)
"Rock and Roll" (Arista)

K-07/Edmonton

ADD: VAN HELEN (MCA)
JOHN JETT & BLACK LABEL (Arista)

KAZZ/Danver

ADD: ROBERT PLANT (Swan Song/Arista)
FLEETWOOD (MCA)

KBCO/Boulder

ADD: ALAN PARSONS PROJ. (Arista)
GLENN FREY (Elektra)

KFM/Phoenix

ADD: ROBERT PLANT (Swan Song/Arista)
FLEETWOOD (MCA)

KFMB/San Jose

ADD: ALAN PARSONS PROJ. (Arista)
GLENN FREY (Elektra)

KJZZ/Reno

ADD: ROBERT PLANT (Swan Song/Arista)
FLEETWOOD (MCA)

KMEL/San Francisco

ADD: ALAN PARSONS PROJ. (Arista)
GLENN FREY (Elektra)

KMFB/San Francisco

ADD: ALAN PARSONS PROJ. (Arista)
GLENN FREY (Elektra)

KMPS/Santa Barbara

ADD: ALAN PARSONS PROJ. (Arista)
GLENN FREY (Elektra)

KMTR/Jackson

ADD: ROBERT PLANT (Swan Song/Arista)
FLEETWOOD (MCA)

KID/44-6383

ADD: ALAN PARSONS PROJ. (Arista)
GLENN FREY (Elektra)

KILO/Colorado Springs

ADD: ROBERT PLANT (Swan Song/Arista)
FLEETWOOD (MCA)

K-07/Edmonton

ADD: VAN HELEN (MCA)
JOHN JETT & BLACK LABEL (Arista)

KAZZ/Danver

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KMTR/Jackson

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FLEETWOOD (MCA)

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ADD: VAN HELEN (MCA)
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ADD: ROBERT PLANT (Swan Song/Arista)
FLEETWOOD (MCA)

KBCO/Boulder

ADD: ALAN PARSONS PROJ. (Arista)
GLENN FREY (Elektra)

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GLENN FREY (Elektra)

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ADD: ROBERT PLANT (Swan Song/Arista)
FLEETWOOD (MCA)

KMEL/San Francisco

ADD: ALAN PARSONS PROJ. (Arista)
GLENN FREY (Elektra)

KMFB/San Francisco

ADD: ALAN PARSONS PROJ. (Arista)
GLENN FREY (Elektra)

KMPS/Santa Barbara

ADD: ALAN PARSONS PROJ. (Arista)
GLENN FREY (Elektra)

KMTR/Jackson

ADD: ROBERT PLANT (Swan Song/Arista)
FLEETWOOD (MCA)





Regional Adds & Hots

MOST ADDED EAST HOTTEST MOST ADDED MIDWEST HOTTEST MOST ADDED SOUTH HOTTEST MOST ADDED WEST HOTTEST

Table with columns for region (EAST, MIDWEST, SOUTH, WEST) and station call letters, listing artists and song titles.

Hottest Tracks:

Table listing 'Hottest Tracks' with columns for station, artist, and song title.

Country Albums section featuring 'ALABAMA - Mountain Music (RCA)', 'BELLAMY BROTHERS - When We Were Boys', 'ROSANNE CASH - Somewhere In The Stars', 'CHARLY McCLAIN - Too Good To Hurry', 'BARBARA MANDELL - ...In Black & White', 'RONNIE MILSAP - Inside', 'JUICE NEWTON - Quiet Lies', 'DOLLY PARTON - Heartbreak Express', 'KENNY ROGERS - Love Will Turn You Around', 'STATLER BROTHERS - The Legend Goes On...', and 'GEORGE STRAIT - Strait From The Heart'. Includes a 'Most Requested' box for SYLVIA, DAVID FRIZZELL, and ALABAMA.









**64.1** Los Angeles  
The #1 hit station.  
PD: Tom Bigby  
MD: Phil Stanley

**64.1** Los Angeles  
The #1 hit station.  
PD: Tom Bigby  
MD: Phil Stanley

**WGLB 98** Cleveland  
PD: Bob Travis  
MD: Tom Jefferies

**WLS 95.5** Chicago  
PD: Richard Lippincott  
MD: Steve Perun

**WLS 95.5** Chicago  
PD: Richard Lippincott  
MD: Steve Perun

**WLS 95.5** Chicago  
PD: Richard Lippincott  
MD: Steve Perun

**94FM WKTJ** Milwaukee  
PD: B.J. Hunter  
MD: John Grant

**WLS 95.5** Chicago  
PD: Richard Lippincott  
MD: Steve Perun

**WLS 95.5** Chicago  
PD: Richard Lippincott  
MD: Steve Perun

**WLS 95.5** Chicago  
PD: Richard Lippincott  
MD: Steve Perun

(H) indicates one of the five "hottest" records on each Parallel One playlist.

**KBEQ** Kansas City  
PD: Maja Britton  
MD: John Conrad

**Q102** Cincinnati  
PD: Jim Fox  
MD: Tony Galluzzo

**WIOU 99.1 FM** St. Paul  
PD: Bob Berglund  
MD: Phil Huston

**WIOU 99.1 FM** St. Paul  
PD: Bob Berglund  
MD: Phil Huston

**800/CRLW** Detroit  
THE AM MUSIC STATION  
PD: Pat Holiday  
MD: Rosalie Trombly

**WEST** San Diego  
the MIGHTY 670 amradio XTRA  
PD: Jeff Hunter  
MD: Jim Richards

**KE Rock** San Jose  
106.5 FM  
PD & MD: Bob Harlow

**610 KFRC** San Francisco  
PD: Gerry Cagle  
MD: Kate Ingram

**610 KFRC** San Francisco  
PD: Gerry Cagle  
MD: Kate Ingram

**610 KFRC** San Francisco  
PD: Gerry Cagle  
MD: Kate Ingram

**KISFM** Los Angeles  
102.7  
PD: Gerry De Francesco  
MD: Mike Schaefer

**KISFM** Los Angeles  
102.7  
PD: Gerry De Francesco  
MD: Mike Schaefer

**KCNR 97** Portland  
PD: Richard Harker  
MD: Trevlyn Holdridge

**KCNR 97** Portland  
PD: Richard Harker  
MD: Trevlyn Holdridge

**KUBE 93FM** Seattle  
PD: Charlie Brown  
MD: Tom Hutyler

**64.1** Los Angeles  
The #1 hit station.  
PD: Tom Bigby  
MD: Phil Stanley

**Q103FM KOAQ** Denver  
RADIO Denver  
PD: Jack Regan  
MD: Alan Sledge

**Q103FM KOAQ** Denver  
RADIO Denver  
PD: Jack Regan  
MD: Alan Sledge

**KIQW 100FM** Los Angeles  
PD: Paula Matthews  
MD: Robert Moorhead

**KFMB-FM** San Diego  
PD: Glen McCartney  
MD: Gene Knight

**KRLA 11** Los Angeles  
PD: Rick Roth  
MD: Jack Stancato

**KRLA 11** Los Angeles  
PD: Rick Roth  
MD: Jack Stancato

**KEAR 101 FM** Los Angeles  
PD: Bob Hamilton  
MD: David Grossman







# PARALLELS

**Parallel I:** Selected stations in major markets that are format dominant\* and/or exert a significant national influence.

**Parallel II:** Selected stations in secondary markets that are format dominant\* and/or exert a significant local or regional influence. This parallel may also contain some major market stations that do not qualify for parallel one status.

**Parallel III:** Selected stations in smaller markets that are format dominant\* and/or exert a significant local influence. This parallel may contain some secondary market stations that do not qualify for parallel two status.

**Note: (\*)** Format dominance is based on the Monday-Sunday, 6AM-12Midnight, total persons 12 plus shares as published by Arbitron. All present and possible future reporting stations are evaluated and updated twice annually.

★ DENOTES FIRST WEEK IN PARALLELS.

208 REPORTS  
198 LAST WEEK

**JOHN DOE**  
"Hit Song" (Anylabel)  
LP: Hit Song

Regional	100/25	44%	National	Summary
Reach	E 33%	Up 51	DEBUTS	5
M	21%	Same 4	DOWN	0
S	56%	Down 0	ADDS	25
W	19%			

**HERB ALPERT**  
Route 101 (A&M)  
LP: Fandango

Regional	74/12	36%	National	Summary
Reach	E 33%	Up 20	DEBUTS	9
M	29%	Same 33	DOWN	0
W	42%	Down 0	ADDS	12

**EXAMPLE**

100/25 = 100 CHR reporting stations on it this week including 25 new adds.

44% = Percentage of this weeks reporters playing it.

Regional Reach = Percentage of reporters playing the song within each region.

National Summary  
Up 31 = Number of stations moving it up on the charts.

Debuts 20 = Number of stations debuting the song this week.

Same 24 = Number of stations reporting no movement this week. (On to On, Add to On, 31-31, etc.)

Down 0 = Number of stations moving it down on their charts.

Adds 25 = Total number of stations adding it this week.

**PARALLEL I**

**PARALLEL II**

**PARALLEL III**

**PARALLEL IV**

**PARALLEL V**

**CHICAGO**  
Hard To Say (Full Moon/WB)  
LP: Summer Lovers

Regional	182/22	92%	National	Summary
Reach	E 92%	Up 168	DEBUTS	7
M	91%	Same 14	DOWN	1
W	93%	Down 2	ADDS	2

**PARALLEL I**

**PARALLEL II**

**PARALLEL III**

**PARALLEL IV**

**PARALLEL V**

**PARALLEL I**

**PARALLEL II**

**PARALLEL III**

**PARALLEL IV**

**PARALLEL V**

**PARALLEL I**

**PARALLEL II**

**PARALLEL III**

**PARALLEL IV**

**PARALLEL V**

**JOHN COUGAR**  
Hurts So Good (Rival/PG)  
LP: American Fool

Regional	167/10	80%	National	Summary
Reach	E 88%	Up 49	DEBUTS	1
M	85%	Same 38	DOWN	79
W	65%	Down 0	ADDS	0

**PARALLEL I**

**PARALLEL II**

**PARALLEL III**

**PARALLEL IV**

**PARALLEL V**

**PARALLEL I**

**PARALLEL II**

**PARALLEL III**

**PARALLEL IV**

**PARALLEL V**

**PARALLEL I**

**PARALLEL II**

**PARALLEL III**

**PARALLEL IV**

**PARALLEL V**

**JOHN COUGAR**  
Jack & Diane (Rival/PG)  
LP: American Fool

Regional	87/85	42%	National	Summary
Reach	E 42%	Up 0	DEBUTS	0
M	51%	Same 1	DOWN	0
W	49%	Down 0	ADDS	0

**PARALLEL I**

**PARALLEL II**

**PARALLEL III**

**PARALLEL IV**

**PARALLEL V**

(John Cougar "Jack & Diane" continued)

**WEST**

**EAST**

**SOUTH**

**PARALLEL I**

**PARALLEL II**

**PARALLEL III**

**PARALLEL IV**

**PARALLEL V**

**MARSHALL CRENSHAW**  
Someday, Someway (WB)  
LP: Marshall Crenshaw

Regional	90/27	43%	National	Summary
Reach	E 27%	Up 14	DEBUTS	17
M	43%	Same 32	DOWN	0
W	44%	Down 27	ADDS	27

**PARALLEL I**

**PARALLEL II**

**PARALLEL III**

**PARALLEL IV**

**PARALLEL V**

**PARALLEL I**

**PARALLEL II**

**PARALLEL III**

**PARALLEL IV**

**PARALLEL V**

**CROSSBY, STILLS & NASH**  
Wasted On The Way (At.)  
LP: Daylight Again

Regional	184/5	88%	National	Summary
Reach	E 88%	Up 160	DEBUTS	11
M	88%	Same 7	DOWN	1
W	88%	Down 5	ADDS	5

**PARALLEL I**

**PARALLEL II**

**PARALLEL III**

**PARALLEL IV**

**PARALLEL V**

**PARALLEL I**

**PARALLEL II**

**PARALLEL III**

**PARALLEL IV**

**PARALLEL V**

**PARALLEL I**

**PARALLEL II**

**PARALLEL III**

**PARALLEL IV**

**PARALLEL V**

**PARALLEL I**

**PARALLEL II**

**PARALLEL III**

**PARALLEL IV**

**PARALLEL V**

**PARALLEL I**

**PARALLEL II**

**PARALLEL III**

**PARALLEL IV**

**PARALLEL V**

**DAZZ BAND**  
Let It Whip (Motown)  
LP: Keep It Live

Regional	67/1	27%	National	Summary
Reach	E 21%	Up 20	DEBUTS	0
M	40%	Same 16	DOWN	20
W	13%	Down 1	ADDS	1

**PARALLEL I**

**PARALLEL II**

**PARALLEL III**

**PARALLEL IV**

**PARALLEL V**

**PARALLEL I**

**PARALLEL II**

**PARALLEL III**

**PARALLEL IV**

**PARALLEL V**

**PARALLEL I**

**PARALLEL II**

**PARALLEL III**

**PARALLEL IV**

**PARALLEL V**

**LARRY ELGART**  
Hooked On Swing (RCA)  
LP: Hooked On Swing

Regional	60/2	29%	National	Summary
Reach	E 33%	Up 20	DEBUTS	2
M	28%	Same 32	DOWN	4
W	42%	Down 2	ADDS	2

**PARALLEL I**

**PARALLEL II**

**PARALLEL III**

**PARALLEL IV**

**PARALLEL V**

**PARALLEL I**

**PARALLEL II**

**PARALLEL III**

**PARALLEL IV**

**PARALLEL V**

**PARALLEL I**

**PARALLEL II**

**PARALLEL III**

**PARALLEL IV**

**PARALLEL V**

**PARALLEL I**

**PARALLEL II**

**PARALLEL III**

**PARALLEL IV**

**PARALLEL V**

**PARALLEL I**

**PARALLEL II**

**PARALLEL III**

**PARALLEL IV**

**PARALLEL V**

**FLEETWOOD MAC**  
Hold Me (WB)  
LP: Mirage

Regional	201/2	87%	National	Summary
Reach	E 98%	Up 189	DEBUTS	1
M	95%	Same 8	DOWN	1
W	98%	Down 1	ADDS	2

**PARALLEL I**

**PARALLEL II**

**PARALLEL III**

**PARALLEL IV**

**PARALLEL V**

**PARALLEL I**

**PARALLEL II**

**PARALLEL III**

**PARALLEL IV**

**PARALLEL V**

**PARALLEL I**

**PARALLEL II**

**PARALLEL III**

**PARALLEL IV**

**PARALLEL V**

**GLENN FREY**  
I Found Somebody (Asylum)  
LP: No Fun Aloud

Regional	174/7	84%	National	Summary
Reach	E 79%	Up 139	DEBUTS	6
M	65%	Same 17	DOWN	5
W	64%	Down 5	ADDS	7

**PARALLEL I**

**PARALLEL II**

**PARALLEL III**

**PARALLEL IV**

**PARALLEL V**

**PARALLEL I**

**PARALLEL II**

**PARALLEL III**

**PARALLEL IV**

**PARALLEL V**

**PARALLEL I**

**PARALLEL II**

**PARALLEL III**

**PARALLEL IV**

**PARALLEL V**

**PARALLEL I**

**PARALLEL II**

**PARALLEL III**

**PARALLEL IV**

**PARALLEL V**

**PARALLEL I**

**PARALLEL II**

**PARALLEL III**

**PARALLEL IV**

**PARALLEL V**



POINTER SISTERS American... (Planet/RCA) LP: So Excited. Regional 157/13 75% National Summary UP 87 DEBITS 30 SAME 29 DOWN 0 ADDS 13

707 Mega Force (Boardwalk) LP: Mega Force. Regional 56/8 27% National Summary UP 17 DEBITS 5 SAME 28 DOWN 0 ADDS 6

707 Mega Force (Boardwalk) LP: Mega Force. Regional 56/8 27% National Summary UP 17 DEBITS 5 SAME 28 DOWN 0 ADDS 6

SOFT CELL Tainted Love (Sire/WB) LP: Non-Stop Erotic Cabaret. Regional 137/0 68% National Summary UP 36 DEBITS 1 SAME 27 DOWN 0 ADDS 0

ROLLING STONES Going To... (Rolling Stone/Atco) LP: Still Life. Regional 125/0 80% National Summary UP 82 DEBITS 14 SAME 28 DOWN 9 ADDS 0

REO SPEEDWAGON Keep The Fire Burnin' (Epic) LP: Good Trouble. Regional 176/4 85% National Summary UP 145 DEBITS 3 SAME 20 DOWN 0 ADDS 4

PATRICE RUSHEN Forget Me Nots (Elektra) LP: Straight From The Heart. Regional 128/8 61% National Summary UP 67 DEBITS 6 SAME 26 DOWN 19 ADDS 0

REO SPEEDWAGON Keep The Fire Burnin' (Epic) LP: Good Trouble. Regional 176/4 85% National Summary UP 145 DEBITS 3 SAME 20 DOWN 0 ADDS 4

KENNY ROGERS Love Will Turn... (Liberty) LP: Love Will Turn You Around. Regional 150/5 72% National Summary UP 80 DEBITS 36 SAME 29 DOWN 0 ADDS 5

707 Mega Force (Boardwalk) LP: Mega Force. Regional 56/8 27% National Summary UP 17 DEBITS 5 SAME 28 DOWN 0 ADDS 6

SOFT CELL Tainted Love (Sire/WB) LP: Non-Stop Erotic Cabaret. Regional 137/0 68% National Summary UP 36 DEBITS 1 SAME 27 DOWN 0 ADDS 0

ROLLING STONES Going To... (Rolling Stone/Atco) LP: Still Life. Regional 125/0 80% National Summary UP 82 DEBITS 14 SAME 28 DOWN 9 ADDS 0

REO SPEEDWAGON Keep The Fire Burnin' (Epic) LP: Good Trouble. Regional 176/4 85% National Summary UP 145 DEBITS 3 SAME 20 DOWN 0 ADDS 4

PATRICE RUSHEN Forget Me Nots (Elektra) LP: Straight From The Heart. Regional 128/8 61% National Summary UP 67 DEBITS 6 SAME 26 DOWN 19 ADDS 0

REO SPEEDWAGON Keep The Fire Burnin' (Epic) LP: Good Trouble. Regional 176/4 85% National Summary UP 145 DEBITS 3 SAME 20 DOWN 0 ADDS 4

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707 Mega Force (Boardwalk) LP: Mega Force. Regional 56/8 27% National Summary UP 17 DEBITS 5 SAME 28 DOWN 0 ADDS 6

SOFT CELL Tainted Love (Sire/WB) LP: Non-Stop Erotic Cabaret. Regional 137/0 68% National Summary UP 36 DEBITS 1 SAME 27 DOWN 0 ADDS 0

ROLLING STONES Going To... (Rolling Stone/Atco) LP: Still Life. Regional 125/0 80% National Summary UP 82 DEBITS 14 SAME 28 DOWN 9 ADDS 0

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PATRICE RUSHEN Forget Me Nots (Elektra) LP: Straight From The Heart. Regional 128/8 61% National Summary UP 67 DEBITS 6 SAME 26 DOWN 19 ADDS 0

REO SPEEDWAGON Keep The Fire Burnin' (Epic) LP: Good Trouble. Regional 176/4 85% National Summary UP 145 DEBITS 3 SAME 20 DOWN 0 ADDS 4

DONNA SUMMER Love Is In Control... (Geffen) LP: Donna Summer. Regional 101/14 49% National Summary UP 51 DEBITS 16 SAME 20 DOWN 0 ADDS 14

SOFT CELL Tainted Love (Sire/WB) LP: Non-Stop Erotic Cabaret. Regional 137/0 68% National Summary UP 36 DEBITS 1 SAME 27 DOWN 0 ADDS 0

ROLLING STONES Going To... (Rolling Stone/Atco) LP: Still Life. Regional 125/0 80% National Summary UP 82 DEBITS 14 SAME 28 DOWN 9 ADDS 0

REO SPEEDWAGON Keep The Fire Burnin' (Epic) LP: Good Trouble. Regional 176/4 85% National Summary UP 145 DEBITS 3 SAME 20 DOWN 0 ADDS 4

PATRICE RUSHEN Forget Me Nots (Elektra) LP: Straight From The Heart. Regional 128/8 61% National Summary UP 67 DEBITS 6 SAME 26 DOWN 19 ADDS 0

REO SPEEDWAGON Keep The Fire Burnin' (Epic) LP: Good Trouble. Regional 176/4 85% National Summary UP 145 DEBITS 3 SAME 20 DOWN 0 ADDS 4

PATRICE RUSHEN Forget Me Nots (Elektra) LP: Straight From The Heart. Regional 128/8 61% National Summary UP 67 DEBITS 6 SAME 26 DOWN 19 ADDS 0

REO SPEEDWAGON Keep The Fire Burnin' (Epic) LP: Good Trouble. Regional 176/4 85% National Summary UP 145 DEBITS 3 SAME 20 DOWN 0 ADDS 4

38 SPECIAL Caught Up In You LP: Special Forces. Regional 154/0 74% National Summary UP 38 DEBITS 3 SAME 28 DOWN 86 ADDS 12

SOFT CELL Tainted Love (Sire/WB) LP: Non-Stop Erotic Cabaret. Regional 137/0 68% National Summary UP 36 DEBITS 1 SAME 27 DOWN 0 ADDS 0

ROLLING STONES Going To... (Rolling Stone/Atco) LP: Still Life. Regional 125/0 80% National Summary UP 82 DEBITS 14 SAME 28 DOWN 9 ADDS 0

REO SPEEDWAGON Keep The Fire Burnin' (Epic) LP: Good Trouble. Regional 176/4 85% National Summary UP 145 DEBITS 3 SAME 20 DOWN 0 ADDS 4

PATRICE RUSHEN Forget Me Nots (Elektra) LP: Straight From The Heart. Regional 128/8 61% National Summary UP 67 DEBITS 6 SAME 26 DOWN 19 ADDS 0

REO SPEEDWAGON Keep The Fire Burnin' (Epic) LP: Good Trouble. Regional 176/4 85% National Summary UP 145 DEBITS 3 SAME 20 DOWN 0 ADDS 4

PATRICE RUSHEN Forget Me Nots (Elektra) LP: Straight From The Heart. Regional 128/8 61% National Summary UP 67 DEBITS 6 SAME 26 DOWN 19 ADDS 0

REO SPEEDWAGON Keep The Fire Burnin' (Epic) LP: Good Trouble. Regional 176/4 85% National Summary UP 145 DEBITS 3 SAME 20 DOWN 0 ADDS 4

KIM WILDE Kids In... (EMI America) LP: Kim Wilde. Regional 80/12 38% National Summary UP 38 DEBITS 7 SAME 28 DOWN 2 ADDS 12

SOFT CELL Tainted Love (Sire/WB) LP: Non-Stop Erotic Cabaret. Regional 137/0 68% National Summary UP 36 DEBITS 1 SAME 27 DOWN 0 ADDS 0

ROLLING STONES Going To... (Rolling Stone/Atco) LP: Still Life. Regional 125/0 80% National Summary UP 82 DEBITS 14 SAME 28 DOWN 9 ADDS 0

REO SPEEDWAGON Keep The Fire Burnin' (Epic) LP: Good Trouble. Regional 176/4 85% National Summary UP 145 DEBITS 3 SAME 20 DOWN 0 ADDS 4

PATRICE RUSHEN Forget Me Nots (Elektra) LP: Straight From The Heart. Regional 128/8 61% National Summary UP 67 DEBITS 6 SAME 26 DOWN 19 ADDS 0

REO SPEEDWAGON Keep The Fire Burnin' (Epic) LP: Good Trouble. Regional 176/4 85% National Summary UP 145 DEBITS 3 SAME 20 DOWN 0 ADDS 4

PATRICE RUSHEN Forget Me Nots (Elektra) LP: Straight From The Heart. Regional 128/8 61% National Summary UP 67 DEBITS 6 SAME 26 DOWN 19 ADDS 0

REO SPEEDWAGON Keep The Fire Burnin' (Epic) LP: Good Trouble. Regional 176/4 85% National Summary UP 145 DEBITS 3 SAME 20 DOWN 0 ADDS 4

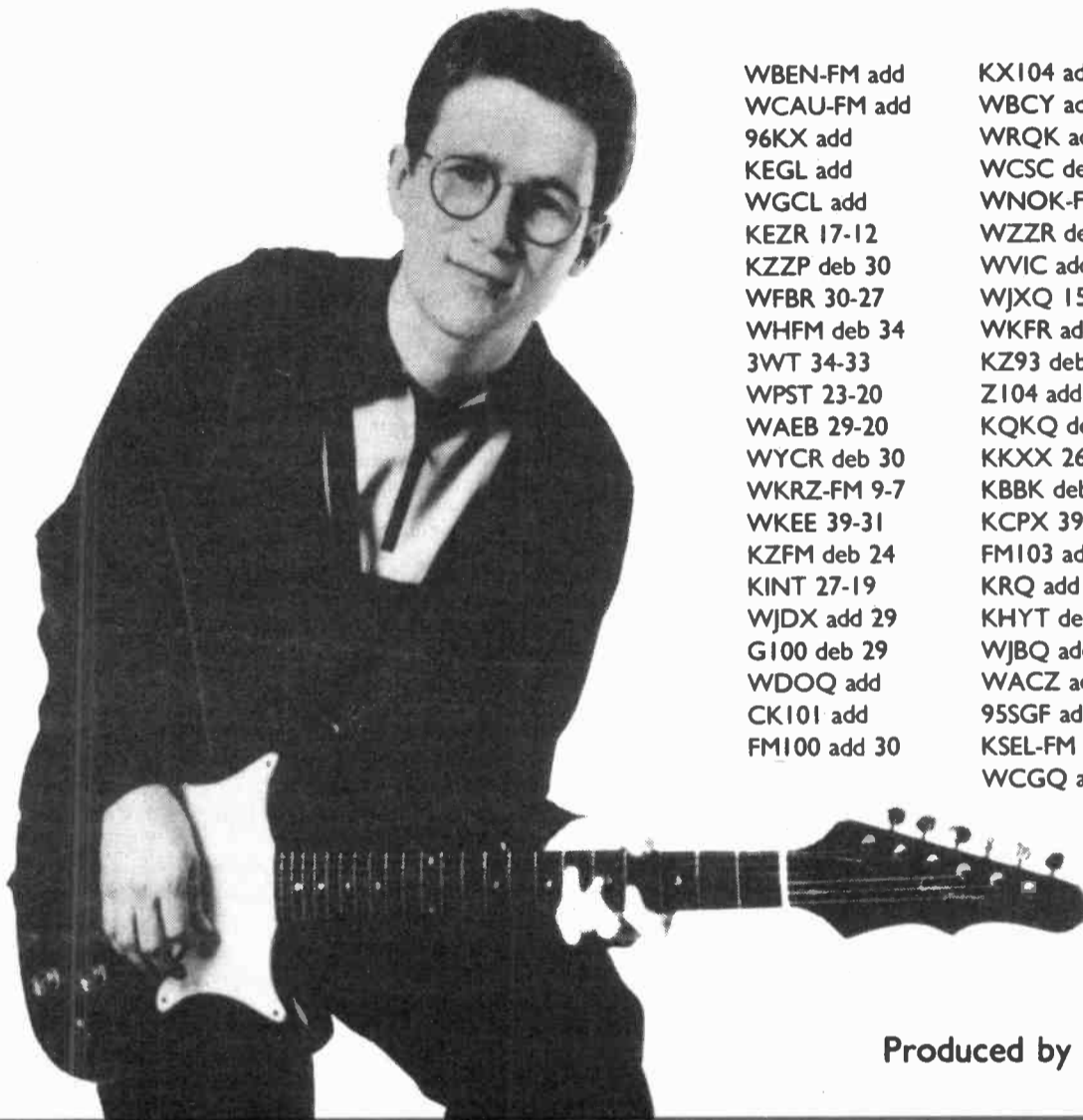
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It Was Some Day For "SOMEDAY":

**"SOMEDAY, SOMEWAY"**

# Marshall Crenshaw



WBEN-FM add  
WCAU-FM add  
96KX add  
KEGL add  
WGCL add  
KEZR 17-12  
KZZP deb 30  
WFBR 30-27  
WHFM deb 34  
3WT 34-33  
WPST 23-20  
WAEB 29-20  
WYCR deb 30  
WKRZ-FM 9-7  
WKEE 39-31  
KZFM deb 24  
KINT 27-19  
WJDX add 29  
G100 deb 29  
WDOQ add  
CK101 add  
FM100 add 30

KX104 add  
WBCY add  
WRQK add  
WCSC deb 29  
WNOK-FM add  
WZZR deb 35  
WVIC add 30  
WJXQ 15-13  
WKFR add  
KZ93 deb 24  
Z104 add  
KQKQ deb 30  
KKXX 26-21  
KBBK deb 30  
KCPX 39-36  
FM103 add  
KRQ add  
KHYT deb 38  
WJBQ add  
WACZ add  
95SGF add  
KSEL-FM add  
WCGQ add

KPUR add  
WAZY-FM add  
KSLY deb 30  
KDZA add  
KYA add  
WLOL-FM

Plus These:

KFI  
KIQQ  
KYYX  
WPHD  
WRCK  
WLAN-FM  
Q106  
WOKI  
WZYP  
WHHY-FM  
WBBQ  
WQUT  
WSEZ  
WSSX  
WANS-FM  
WGH

WNAM  
WIKS  
WMEE  
KSKD  
WFBG  
WCIR  
WZYQ  
WAEV  
WFOX  
WISE  
WFLB  
WXLK  
WYKS  
KKQV  
KVOL  
WSPT  
KRNA  
99KG  
KFMZ  
KDVV  
KENI  
KKLV  
KCBN  
KOZE

Produced by Richard Gottehrer & Marshall Crenshaw

Nicolette Larson's Newest Hit  
is made from Classic Material

**"I Only Want To  
Be With You"**

KIQQ	WFOX	KKRD	KSEL
KEZR	WBEN	KOB	WORG
WAEB	WTAE	WWNR	KCRG
WVIC	KEY103	WEIM	WJON
KKXX	SM95	WSKY	KADE
KHYT	WSRZ	WCHV	KRKK



# NICOLETTE LARSON

Produced by: Andrew Gold Executive Producer: Ted Templeman

Manufactured and Distributed  by Warner Bros. Records

Contemporary Hit Radio

NATIONAL AIRPLAY/30

Adult/Contemporary

Table with 3 columns: Three Weeks, Two Weeks, Last Week. Lists songs and artists such as SURVIVOR, FLEETWOOD MAC, STEVE MILLER BAND, CHICAGO, MOTELS, JOHN COUGAR, TOTO, AIR SUPPLY, RICK SPRINGFIELD, JUICE NEWTON, REO SPEEDWAGON, GLENN FREY, CROSBY, STILLS & NASH, SOFT CELL, DARYL HALL & JOHN OATES, STEVIE WONDER, JOURNEY, PAUL McCARTNEY, PATRICE RUSHEN, MELISSA MANCHESTER, GO-GO'S, GARY U.S. BONDS, KENNY ROGERS, EYE TO EYE, POINTER SISTERS, ROLLING STONES, EDDIE MONEY, ALAN PARSONS PROJECT, BILLY IDOL.

Table with 3 columns: Three Weeks, Two Weeks, Last Week. Lists songs and artists such as AIR SUPPLY, CHICAGO, CROSBY, STILLS & NASH, JUICE NEWTON, ALABAMA, KENNY ROGERS, HERB ALPERT, FLEETWOOD MAC, MELISSA MANCHESTER, LESLIE PEARL, RONNIE MILSAP, NEIL DIAMOND, KARLA BONOFF, POINTER SISTERS, REDDINGS, PAUL McCARTNEY, DR. HOOK, TOTO, DENICIE WILLIAMS, MICHAEL MURPHEY, ELTON JOHN, BILL CHAMPLIN, GLENN FREY, PAUL DAVIS, WILLIE NELSON, ALAN PARSONS PROJECT, BERTIE HIGGINS, P. McCARTNEY/S. WONDER, EDDIE RABBITT, SHEENA EASTON.

JOHN COUGAR "Jack & Diane" (85) ALAN PARSONS PROJECT (42) ASIA (39) BILLY IDOL (38) MEN AT WORK (38) ELTON JOHN (32)

MOST ADDED

ELTON JOHN (27) ROBERTA FLACK (23) JOHN DENVER (22)

PAUL McCARTNEY (22) PAUL DAVIS (21) MICHAEL MURPHEY (20)

SURVIVOR (178) FLEETWOOD MAC (120) CHICAGO (114) STEVE MILLER BAND (101) AIR SUPPLY (53) REO SPEEDWAGON (42)

HOTTEST

CHICAGO (92) AIR SUPPLY (90) CROSBY, STILLS & NASH (64)

KENNY ROGERS (36) FLEETWOOD MAC (34) JUICE NEWTON (32)

BREAKERS

ALAN PARSONS PROJECT Eye In The Sky (Arista)

61% of our reporters on it. Moves: Up 27, Debuts 28, Same 29, Down 1, Adds 42 including WNBC, Q107, WPGC, CFTR, Z93, 94Q, WGCL, WKTI, KIMN, Q103, KOPA, KZZP. See Parallels, debuts at number 29 on the CHR chart.

BILLY IDOL Hot In The City (Chrysalis)

57% of our reporters on it. Moves: Up 17, Debuts 19, Same 45, Down 0, Adds 38 including WCAU-FM, JB105, CFTR, CKGM, Y100, KRLA, XTRA, KIMN, WYCR, KROK, WKDQ, FM103, WHEB, WAEV, KKLK. See Parallels, debuts at number 30 on the CHR chart.

PAUL DAVIS Love Or Let Me Be Lonely (Arista)

58% of our reporters on it. Rotations: Heavy 4/0, Medium 45/11, Light 29/10, Extra Adds 0, Total Adds 21 including WBEN, WLTT, WLTA, WISN, KOY, WHAM, WRVR, WPTF, WSRZ, KRNT, WDFD, KUDL, KLTE, WQUA, KWAV, and 6 more. Debuts at number 24 on the A/C chart.

ALAN PARSONS PROJECT Eye In The Sky (Arista)

56% of our reporters on it. Rotations: Heavy 4/1, Medium 43/5, Light 27/8, Extra Adds 1, Total Adds 15, WASH, KEZL, WTIC, WHEN, WAIV, WQUE, WPTF, WDFD, KMBZ, KLTE, KOB, WROV, KFOR, WSGW, WBOW. Debuts at number 26 on the A/C chart.

12-34

NEW & ACTIVE

GENESIS "Paperlate" (Atlantic) 107/14 Moves: Up 44, Debuts 15, Same 28, Down 6, Adds 14, Q107, CFTR, KIMN, Q106, KINT, KROD, WTIX, WJDX, WRQK, WGRD, WKFR, WFEA, WRKR, WSPT, KEGL 10-7. DONNA SUMMER "Love Is In Control (Finger On The Trigger)" (Geffen) 101/14 Moves: Up 51, Debuts 16, Same 20, Down 0, Adds 14, WPGC, WKTI, KIIS-FM, 3WT, KZFM, KINT, WFMF, WAYS, WRQK, WOW KCPX, KPUR, KKXL-FM, Y100 23-9. MEN AT WORK "Who Can It Be Now?" (Columbia) 91/38 Moves: Up 11, Debuts 10, Same 32, Down 0, Adds 38 including WBEN-FM, Z93, WGCL, XTRA, Q103, WPST, WKRZ-FM, KROK, KX104, WMEE, WOW, KBBK, KLUC, KRQ, WJBO. MARSHALL CRENSHAW "Someday, Someway" (WB) 90/27 Moves: Up 14, Debuts 17, Same 32, Down 0, Adds 27 including WBEN-FM, WCAU-FM, 96KX, KEGL, WGCL, WJDX, CK101, WRQK, WNOK-FM, WKFR, Z104, FM103, WACZ, KSEL-FM, KDZA. JOHN COUGAR "Jack & Diane" (Riva/PolyGram) 87/85 Moves: Up 0, Debuts 1, Same 1, Down 0, Adds 85 including WBEN-FM, WFI, B94, CKGM, Z93, Q105, WGCL, KFI, KIQQ, KEZR, KYXX, KIMN, WRCK, KZFM, KRNA. ELTON JOHN "Blue Eyes" (Geffen) 86/32 Moves: Up 15, Debuts 21, Same 18, Down 0, Adds 32 including B104, JB105, KFI, KOPA, KZZP, Q106, WHHY-FM, WAYS, WCSC, Z104, WMEE, WFEA, WYKS, 99KG, KATI. KIM WILDE "Kids In America" (EMI America) 80/12 Moves: Up 31, Debuts 7, Same 28, Down 2, Adds 12, 92FLY, KHFI, WJDX, WHHY-FM, CK101, WAYS, KIDD, WFEA, WCIR, KPUR, KKRC-FM, KENI, WXKS-FM 10-7, KFI 17-11, K104 6-1. HERB ALPERT "Route 101" (A&M) 74/12 Moves: Up 20, Debuts 9, Same 33, Down 0, Adds 12, WGCL, B100, KYXX, WLAN-FM, KITY, WLYT, WGUY, WFBG, KPUR, 99KG, KKLK, KATI, WKBW 16-11, KEZR d-25, WVIC 17-8. LESLIE PEARL "If The Love Fits Wear It" (RCA) 62/4 Moves: Up 31, Debuts 4, Same 22, Down 1, Adds 4, CKLW, K104, KJ100, WNAF, Q103 25-21, WFBR 17-15, G100 32-28, WVIC 25-10, KSTT 24-16, WNCI 18-13, Y94 25-22, WJBO 33-30, WAEV 25-20, WFOX 34-30. HAIRCUT 100 "Love Plus One" (Arista) 62/3 Moves: Up 23, Debuts 7, Same 25, Down 4, Adds 3, KIJK, KXXX, 95SGF, WLLOL-FM 28-22, KEARTH 4-4, KIIS-FM 24-7, KFRC 37-34, KZFM 18-12, KROD 26-23, WDOQ 30-28, KHYT 40-30, WGUY 8-7, WOMP-FM 22-18, WCIL-FM 20-18, KCBN 18-14. LARRY ELGART & HIS ORCHESTRA "Hooked On Swing" (RCA) 60/2 Moves: Up 20, Debuts 2, Same 32, Down 4, Adds 2, WCAU-FM, KXX106, WFI 29-27, WPGC 12-10, KFI 8-7, KEZR 21-18, WAEV 30-22, WAXY 11-7, WGH 19-14, FM102 28-25, KGGI d-16, KJRB 30-28, WCIR 22-17, Z102 25-22, WXLK 13-8, KSLY 23-20.

INSIDE BACK PAGE

NEW & ACTIVE

25-49

STEVIE WONDER "Do I Do" (Tamla/Motown) 58/2 Rotations: Heavy 11/0, Medium 29/1, Light 18/1, Extra Adds 0, Total Adds 2, WAAV, WRKA, Heavy: WROR, KVIL, WWYZ, WAFB, WBT, SM95, Y106, WSRZ, KKRD, WCHV, WLVA. Medium: WVBF, WYNY, KFMK, WGAR, WZZP, WCCO, KHOW, WICC, WRIE, KMGC, WSLI, WRVR, WHHY, KRNT, KOB, KQUA, WKBR. LARRY ELGART & HIS ORCHESTRA "Hooked On Swing" (RCA) 48/1 Rotations: Heavy 8/0, Medium 24/0, Light 16/1, Extra Adds 0, Total Adds 1, WSGW. Heavy: KFMC, KHOW, WGY, WSBA, WSGN, WVNR, WNAB, WJON. Medium: WIP, KVIL, 97AIA, KEX, KNBR, KJR, WRVR, WQUE, WHBY, WDFD, KBOI, KUGN, WEIM, KRBC, WDEF, WORG, KFQD, KBOZ, KTWO, KRNO, KSRO, WRVA. JOURNEY "Still They Ride" (Columbia) 44/1 Rotations: Heavy 7/0, Medium 21/0, Light 16/1, Extra Adds 0, Total Adds 1, KPPL. Heavy: WSRZ, KSLQ, WVNR, WEIM, WSKY, WLVA, KRKK. Medium: WLTT, 97AIA, KHOW, KEY103, WAFB, WAIV, WHHY, Y106, 610TVN, WDFD, WFMK, WMHE, KOB, KQUA, KMJJ, KWAV, WKZE-FM, WKBR, KRBC, WCHV, WBOW. MOTELS "Only The Lonely" (Capitol) 42/10 Rotations: Heavy 11/0, Medium 15/2, Light 16/8, Extra Adds 0, Total Adds 10, WASH, WGAR, KJR, WICC, KMGC, WARM98, KIXI, KPAT, KADE, KBOZ. Heavy: WRIE, KEY103, WSGN, SM95, Y106, WSRZ, WKZE-FM, WEIM, WSKY, Q96, WBOW. Medium: WROR, WYNY, WFYR, 55KRC, WZUU, WHHY, WMHE, KSEL, WORG. CHRIS CHRISTIAN "Ain't Nothing Like The Real Thing" (Boardwalk) 38/16 Rotations: Heavy 1/0, Medium 19/4, Light 18/12, Extra Adds 0, Total Adds 16, KFMB, WICC, WSFM, KMGC, WHBY, WOMC, WIBA, WQUA, WNAB, WEIM, WKBR, WLVA, WJBC, WDAY, KFQD, KBOZ. Heavy: WLTA. Medium: KEX, WRIE, KEY103, WBT, WHIO, KMBZ, KOB, KUGN, KSL, WVNR, KSEL, WJON, KRKK. ROBERTA FLACK "I'm The One" (Atlantic) 37/23 Rotations: Heavy 1/0, Medium 12/8, Light 22/13, Extra Adds 2, Total Adds 23, WBEN, KEX, WRIE, WSLI, SM95, WQUE, WARM98, KMBZ, KOB, KUGN, KWAV, KIXI, KTCT, WEIM, WKBR, KRBC, WSKY, WORG, KFQD, KBOZ, KTWO, KRNO, KRKK. Heavy: KMJJ. Medium: WCLR, WICC, WHBC, KBOI. FLORENCE WARNER "Only Love" (Mercury/PolyGram) 32/6 Rotations: Heavy 2/0, Medium 17/1, Light 11/3, Extra Adds 2, Total Adds 6, WGAR, WDFD, WQUA, KSEL, WJON, KTWO. Heavy: WLTA, KSL. Medium: WCCO, KEY103, WHBC, KBOI, KUGN, KWAV, WVNR, WNAB, WKZE-FM, KRBC, WLVA, WWSA, WDAY, WSGW, KBOZ. B.J. THOMAS "But Love Me" (MCA) 30/0 Rotations: Heavy 2/0, Medium 20/0, Light 8/0, Extra Adds 0, Total Adds 0. Heavy: WHIO, WLVA. Medium: WLTA, WCCO, KEX, KEY103, WSLI, WPTF, WRVA, WSJS, WHBY, WHBC, KRNT, KSL, WKZE-FM, KRBC, WSKY, WWSA, WDAY, KFQD, KBOZ, KTWO.