

I N S I D E :

**Easy Listening
In Transition**

■ "The days of saccharine strings and banal cover versions by interchangeable vocal groups are rapidly fading." Gall Mitchell's new Easy Listening Radio section debuts with a pointed commentary on the rapid evolution of Beautiful Music by guest commentator Fred Seiden.

Page 65

**Hire Principles:
Be Prepared**

Proper interviewing techniques and preparation can save managers much future grief in hiring the right people for the job, and Bruce Johnson provides the proper pointers.

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**People In The
News This Week**

- Mike Elliott PD at WIOD
- Dave Ross PD for WGNB
- Bill Adkins PD at WDIA
- Tunc Erim promoted at Atlantic
- Dave Nichols PD at WJYN

Page 3

**RKO Stations
Open For Bids**

Potential competitors for 12 RKO radio licenses have 90 days to file applications, following court ruling . . . and the FCC isn't happy about it.

Page 4

Latest Birch Results

Houston: KLOL, KKBO Soar
Miami: WHYI Vaults To Double Figures
St. Louis: KMOX-FM Triples
Seattle: KYYX Up Sharply
Plus Birches from Boston, Dallas, Pittsburgh, and Washington.

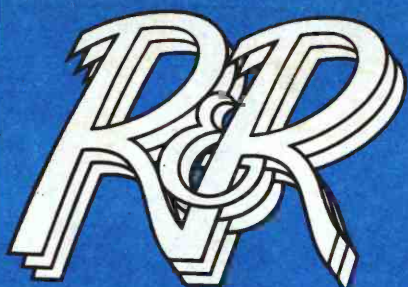
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**The Changing Face
Of Country**

Past history, present states of affairs, and future ratings prospects come together in R&R's 32-page pullout Country Radio Seminar supplement . . . plus the top country artists as voted by the Country radio stations themselves.

Page 33

83 50 Single Copy



RADIO & RECORDS

KDAY MAY SUE

**Low Black Diary Return
Stirs L.A. Arbitron Turmoil**

A drastic drop in the number of diaries returned by blacks in Arbitron's fall '82 Los Angeles survey has aroused the ire of area Black stations. The ratings firm does not plan to reissue the book or publish an explanation of the circumstances, but KDAY/Los Angeles is considering legal action.

Even using Arbitron's Differential Survey Treatment (DST) technique, aimed at boosting black diary return, the black percentage of overall metro in-lab (usable diaries) dropped from 9.9% in the summer book to 5.2% in the fall. The total number of black diaries returned dropped in half, from 393 to 197. Diary

values for certain black demos skyrocketed - male 18-24 diaries were worth approximately 1600 people apiece in the summer within L.A.'s High Density Black Area, but were valued at 7300 in the fall. Outside the HDBA, the value shot from 1400 to 8900, as just ten diaries were returned from 18-24 black males.

**KDAY Unhappy,
Arbitron "Surprised"**

KDAY GM Gary Price told R&R, "We have contacted Arbitron officials from (President) Ted Shaker on down to get them to acknowledge the problem. If Arbitron doesn't put out some kind of explanation . . ."

ARBITRON/See Page 71

**Brandmeier's Early Exit
Causes Phoenix Flap**

**KZZP Seeks Injunction;
Brandmeier Bows New WLUP Show**

KZZP/Phoenix morning man Jonathon Brandmeier made his debut on WLUP/Chicago's morning show Friday (2-11) amid a flurry of controversy, as KZZP sought an injunction preventing him from doing his WLUP shift until his KZZP contract expires March 31. The station is also contemplating suing Brandmeier and WLUP for breach of contract.

In November last year (R&R 11-5), Brandmeier announced his intention to join WLUP on April 1. However, earlier this month at a free farewell concert by his satirical band Johnny & the Leisure Suits in front of 10-15,000 people, he publicly announced his last day at KZZP would be Tuesday (2-8). Brandmeier told R&R he decided to announce his move after asking KZZP VP/GM Bill Phalen the previous week to release him from his contract. Brandmeier stated that Phalen refused to discuss the matter.

BRANDMEIER/See Page 71

**MCA Shifts
Froelich Back
To Corporate**

Gene Froelich, President of the MCA Records Group, will return to "other corporate responsibilities," according to Sid Sheinberg, President of parent company MCA Inc. The move comes as a result of Froelich having "completed his assignment" as head of the records group. The company did not specify Froelich's new responsibilities. Under the new structure, MCA Records President Bob Siner and MCA Distributing President Al Bergamo will now report directly to Sheinberg.

Commenting on Froelich, Sheinberg said, "We are most grateful for Gene's contributions to the organization, particularly in connection with the

MCA/See Page 71



Ron Jones

grammed it for seven years before becoming Station Manager in 1981.

Malrite Exec. VP Gil Rosenwald told R&R, "Ron's progression has been great to watch, because I first met him when he was an announcer prior to coming to WHK. He is one of the hardest-working and most conscientious individuals I know, and he's truly dedicated to his station and his staff."

Jones commented, "It's a heck of a vote of confidence for

JONES/See Page 71

**Hattrik Returns
To Doubleday**

Bob Hattrik has signed an agreement to consult Doubleday Broadcasting's seven AOR outlets, rejoining the company he once served as VP/Programming. Hattrik resigned from Doubleday to form his own consultancy last April (R&R 4-23-82), at which time KDWB/Minneapolis PD Dave Hamilton was named Group PD. Three weeks ago, Hamilton returned to program KDWB as Doubleday President Gary Stevens eliminated the Group PD position.



Bob Hattrik

Commenting on Hattrik's return, Stevens told R&R, "It's clearly the right thing to do at this time. To get the stations headed in the right direction again, Bobby can provide us with needed central control."

Noting his disappointment with the recent ratings performances of the stations, Stevens said, "I'm satisfied that we've not been as directed as we should have been. I want to put these stations back on course, and I think the appropriate person to do it is the guy who helped conceive them."

Indicating that any problems Doubleday and Hattrik might have had at his departure last year have been resolved, Stevens added, "There was some contention when Doubleday and Bobby first parted ways last April, but we put that behind us a few months ago."

Hattrik told R&R, "It's great to be back working with one of the best radio groups in the country. I have some good friends within Doubleday, and I'm looking forward to big successes in all seven markets."

Hattrik will continue his limited consultancy, but will give up current client DC101/Washington in order to accommodate Doubleday's Washington outlet WAVA. In addition to KDWB and WAVA, Doubleday's stations are WAPP/New York, KPKE/Denver, KWK-AM & FM/St. Louis, WLLZ/Detroit, and pending final FCC approval, WMET/Chicago.

At presstime, WLLZ PD Dave Mariano told R&R that he was exiting the station after six weeks as PD owing to "funda-

HATTRIK/See Page 71

**KMPS To Broadcast
Computer Data**

KMPS-AM & FM/Seattle has announced plans for what it claims to be the first main channel broadcast of computer data on a commercial radio station. On March 6 at 7:30am, as the two stations simulcast, computer data will be translated into audio signals which can be readily broadcast and received at home. A home computer user then records the information on cassette or reel-to-reel tape to be translated later by the listener's computer.

Technically, high speed data from the computer is reduced to 300 baud frequency shifted keying by means of a modem (telephone hookup for computers). On the receiving end, the data is translated back to digital form and brought up on the user's computer screen.

The project was created by KMPS-AM & FM News Director George Garrett, who thought of the idea while working on a book. Several local computer groups are cooper-

KMPS/See Page 71



Which radio network puts you "On A Country Road" with Lee Arnold?

Nobody knows country music better than Lee Arnold. And now, Mutual's got him "On A Country Road" — the innovative, new radio music magazine with a fresh weekly mix of country news, profile features and behind the scenes interviews, on top of the hottest hits and all-time country classics.

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Produced for Mutual by Broadcast International, a division of Osmond Entertainment, "Lee Arnold On A Country Road" is the latest addition to the long line-up of programming choices that make Mutual the one full-service network.

For "Lee Arnold On A Country Road" and your share of the growing country audience, the answer is Mutual.

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MUTUAL BROADCASTING SYSTEM



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Yours First Every Week in R&R.

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WMPS Converts To "Contemporary Black"

Country-formatted WMPS/Memphis will change to a "Contemporary Black" approach early next month, becoming the fifth Black/Urban-formatted station in the market. WMPS also plans to change call letters and bring in a new lineup of air talent, as well as a new PD.

Explaining the changeover, GM Craig Scott told R&R, "Our FM (WHRK) is a highly successful seven-year-old Black station, and there are 38 shares of Black listening in Memphis. It's a 38% black metro, the highest percentage in America. We'll have

the best signal, and further, we'll have the advantage of selling in combination."

Scott added, "Needless to say, our current airstaff and PD Walt Jackson will be departing, but I don't expect this group to have any problems relocating. Our morning man Bob Dayton is going to work for Plough's WJEZ/Chicago, our evening guy is a weather reporter on Channel 3, and Walt is already negotiating with another station." Scott said new personnel announcements would be forthcoming.

STEELE UPPED TO MD

Adkins New WDIA PD

Bill Adkins and Larry Steele have been promoted to Program Director and Music Director, respectively, at WDIA/Memphis. Better known as the station's popular morning team "Steele & Bill," the two begin their new duties immediately and also retain the AM shift.

Prior to joining forces at WDIA, Adkins worked at crosstown rival WLOK and Steele held an on-air slot with KMJM/St. Louis. Concerning the team's promotion, Adkins told R&R, "I look at it as a challenge. We were given a lot of latitude to do what we could in that morning slot to win. And win we have. We are trying to figure out what other creative things we can do to combat the heavy FM penetration. We don't contemplate any changes in personnel or station direction. I think everybody's happy and we have a rejuvenated spirit here at the station."

The two appointments follow the resignation of PD Carl Consors. His future plans have not yet been announced.

Erim Adds New Atlantic Duties

Tunc Erim has been named Executive Assistant to the President of Atlantic Records, while continuing as a Vice President of the label. Erim was most recently VP/Artist Development for Atlantic. In his new position he will serve as liaison between company President Doug Morris and the remainder of Atlantic's staffers, while retaining an active involvement in A&R and artist development.

Morris commented, "In his 17 years with Atlantic, Tunc has been intimately involved with the tremendous growth of the label, and he is an invaluable member of our executive team. Tunc's past experience has encompassed a variety of vi-



Tunc Erim
ERIM/See Page 24

Mike Elliott Takes WIOD PD Position

Mike Elliott has been appointed Program Director for A/C-formatted WIOD/Miami, joining the station from the GM position at WAWA & WLUM/Milwaukee. Before entering NEW CALLS WLAC-FM

Nichols Named WJYN PD

Dave Nichols has been named Program Director at WJYN/Nashville, which recently announced plans to discontinue its Schulte 2 programming in favor of Adult/Contemporary March 1 (R&R 2-4).

Nichols brings to WJYN substantial Nashville experience, having served four years as Assistant Program Manager at crosstown WSIX. He was previously an air personality at former A/C competitor WSM-FM. As part of the appointment, WJYN Operations Manager Dave Walton will now report to Nichols in his new capacity as Assistant PD.

Newly-appointed WLAC & WJYN GM Lee Dorman commented, "With the goals we have set for WJYN, we feel Dave's the right man for the job. His A/C background and programming experience in the Nashville market make him the type of person we feel can take the station to a position of prominence. We're thrilled."

Nichols told R&R, "I'm very excited. With the various changes that've been going on in Nashville, we've got an excellent opportunity to fit right into the void in this market. We're going to have a good time."

At the same time it was announced that WJYN has applied for a call letter change to WLAC-FM, but will be known only as "The New 106 FM," except for legal IDs. FCC approval for the new calls is expected within 45 days.

ing the managerial ranks, Elliott was PD at WTMJ/Milwaukee for 7 1/2 years.

Joel Day, who recently became GM of WIOD and sister station WAIA (R&R 1-7), commented, "I know that Mike's background and experience will add to the professional growth of WIOD. We're sure he will be an asset to our broadcasting family."

Elliott stated, "Knowing Joel Day and knowing WIOD and (owner) Cox Communications, the opportunity to join that combination is probably the most exciting thing to happen to me in my broadcasting career."

WGNG Taps Ross As PD

Dave Ross has been named PD at WGNG/Providence, joining the Country station from WOKQ/Dover, NH, where he was Production Director. During the course of a 13-year radio career, Ross was Operations Manager at WLOB-AM & FM/Portland, ME, and also worked on-air in Springfield, MA and Brunswick, ME.

Ross told R&R, "I feel super about this new job. I've inherited a radio station with a good solid base, and an incredible staff. All we need is a little fine-tuning and good on-the-street promotion. We don't have an FM Country here, and our frequency is just super - we're at 55, the first station on the dial."

Ross added that the station is dropping its Cestary 21 "Super Country" format for an all-local approach, and has hired veteran Providence air personality Mark Wayne for mornings.

DJ's Fast Sparks Oregon Town's Charity Drive

KVAS's John Mykels Electrifies Astoria With 14-Day Ordeal

John Mykels, evening air personality at Country station KVAS/Astoria, OR, concluded a 14-day fast for charity Monday (2-14). His highly-publicized foodless regimen raised approximately \$4000 and about 20 bags of food that will go to the Ministerial Association, a local group representing area churches, to establish an emergency fund.

Mykels told R&R, "Having lived here for the last three years, I watched the economy slide, hitting the people I know in the community. One day you decide you just have to do something." Describing the reaction, he said, "People wrote from all over, Wash-

ton, L.A. . . . people who couldn't afford to give and gave anyway. There were times I was near to tears on some of the letters." He expressed satisfaction about the funds
FAST/See Page 71

TRANSACTIONS

Beasley Sells WKBX & WSGF

Beasley Broadcast Group has sold WKBX & WSGF/Savannah for \$2.2 million to Burbank Broadcasting and Garrett Radio, subject to FCC approval. The Pittsburgh-based buyers own WCKC & WEYZ/Erie, PA; WXIL/Portersburg, WV; and WKRT & WOKW/Cortland, NY. Beasley retains 11 radio stations, including WDMT/Cleveland and WBLX & WMOO/Mobile.

WKBX has 5000 watts at 630 kHz, while WSGF has 100kw at 95.5 mhz and an antenna height of 400R. The transaction was brokered by Cecil L. Richards, Inc.

LBJ Co. Donates WEEL To University

Subject to FCC approval, WEEL/Fairfax, VA has been donated by the LBJ Co. to George Mason University in Fairfax. The Country station just outside Washington, DC is valued at about \$1.5 million. The university plans to operate WEEL to raise funds for the school.

WEEL operates on 1310 kHz with 5kw days and 500 watts nights. LBJ Co., which is held by the family of the late President Lyndon Johnson, retains ownership of KLBJ-AM & FM/Austin, and has partial interests in other radio and television properties in Texas and Oklahoma.

Al Perkins Fatally Shot

Former WJLB/Detroit personality Al Perkins died from a bullet wound in the chest Sunday night (2-13). According to a Detroit News article, the 50-year-old Perkins was discovered lying face down in the lobby of his local record outlet, Perk's Music. Details regarding motive and the person(s) involved were unknown, pending further police investigation.

Perkins began his ten-year tenure at WJLB in 1968. During that period he served as morning personality, Music Director, and Program Director, and became one of the most prominent Black radio personalities and programmers in the nation. Following

PERKINS/See Page 24

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Executive Editor: JIM DEWITT
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Computer Services Director: DAN COLE
Traffic Director: ADRIANNE RIDOLE
Circulation: JUDY LUCARELLI
Washington Bureau: 818 Connecticut Ave., NW, Suite 300, Washington, DC 20008, 202-462-4890
Bureau Chief: JONATHAN HALL
National Sales Director: BARRY GIBSEN
Washington Editor: BRADLEY WOODWARD
Sales Representative: VIVIAN FURN
Office Manager: CHERYL BOWERS
Legal Counsel: JASON GIBBNEY
Headquarters: One 1711th St., Nashville, TN 37217, 615-753-6271, 753-6281
Bureau Chief: SHARON ALLEN
Production Director: RICHARD AGATA
Assistant Art Director: MARILYN FRANDSEN
Photography: ROGER ZURMALT
Typography: KENT THOMAS, LUCIE MORRIS, SANDRA GUTERREZ
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Washington Report

Radio Deregulation Clears Senate Commerce Committee

By a 16-0 vote, the Senate Commerce Committee this week (2-15) approved Sen. Barry Goldwater's (R-AZ) broadcast deregulation bill (S. 55), clearing the measure for action by the full Senate.

The only change was adoption of an amendment by Sen. Fritz Hollings (D-SC) placing a one-year limit on language directing the FCC to encourage new technologies. Also, although he voted for the bill, Sen. Frank Lautenberg (D-NJ) expressed reservations about abolishing comparative renewals, which he said have been "an important tool to make New Jersey's complaints known to licensees and the FCC."

S. 55, which is nearly identical to a bill that passed the Senate last year, would codify the FCC's radio deregulation and establish a system of "cost of regulation" fees for broadcasters to pay to the FCC.

Harris Rules Out AM Stereo Changes

Harris Corp. has abandoned thoughts of changing its AM stereo pilot tone to permit reception on Motorola receivers. Harris initially felt making the two systems compatible could be "the catalyst to get AM stereo going," according to spokesman Roger Burns. Now he admits, "We were wrong."

After extensive testing, Burns says the switch was ruled out because "the Motorola decoding system does not perform to our expectations or standards."

Harris, which claims to have 120 stations lined up, will put 15 to 18 on the air in February, including KOMO/Seattle, WGN/Chicago, WING/Dayton, and KFRE/Fresno. Predicting that Harris will soon prevail in the marketplace, Burns said, "We know that a number of major receiver manufacturers are on the verge of announcing that Harris Synchronous detection will be incorporated into new AM stereo receivers."

EEO Shortfalls Snag Eight Renewals

Eight radio stations last week received license renewals conditioned on showing the FCC how they're complying with its Equal Employment Opportunity (EEO) rules. Petitions to deny the licenses of all eight had been filed by the National Black Media Coalition (NBMC).

Setting conditional renewals were WGUL & WPSO/New Port Richey, FL; WTMC/Ocala, FL; KLCL & KHEZ/Lake Charles, FL; WXLK/Roanoke, VA and WPTW-AM & FM/Piqua, OH. NBMC alleged each station failed to employ a fulltime black worker since 1977, even though at least five percent of the local workforce is black.

NBMC made that same charge against six other stations. But the FCC took no action against them and granted unconditional renewals to WCRB/Waltham, MA; WNRS & WIQB/Ann Arbor, MI; WVNO/Mansfield, OH; and WFAH & WDJQ/Alliance, OH.

New Rules For Group Owners In Hearing

The FCC has altered its so-called Grayson Enterprises policy, in which it has reserved the right to prevent a group owner from selling any of its stations if a single property has been designated for a renewal hearing.

Instead of letting a cloud hang over an entire broadcast group, the FCC will now tell multiple owners up front whether or not they can sell their other stations. When one station is designated for hearing, the Commission says it will either set all other commonly-owned licenses for hearing at the same time, or permit them to be sold freely.

The deciding factor will be "whether there is substantial likelihood that the allegations warranting designation of one station for hearing bear upon operation of other stations," the FCC said.

Other Key Developments:

- At the request of Bonneville International, the deadline for filing reply comments in the Daytime-Only AM proceeding has been extended three weeks to March 8.

- A closed-circuit (not for broadcast) test of the Emergency Broadcast System (EBS) has been slated for March 28 on the ABC, MBS, NPR, APR, CBS, NBC, UPI Audio, and Intermountain radio networks.

- NAB has scheduled a two-day session, "Effectively Representing Broadcasters: A Practical Workshop for Lawyers," April 9-10 in Las Vegas, cosponsored by the ABA. Topics include leasing cable channels and newsroom issues.



ANSWERS BLOWIN' IN FROM WIND — WIND/Chicago overnight talk host Ted Lauterbach recently journeyed to Washington to personally deliver over 2000 letters from listeners to members of the Illinois congressional delegation. The project was prompted by a caller who expressed concern that letters sent individually to Washington would have little impact.

Lauterbach said most of the letters dealt with the economy, unemployment, and Social Security. "However, the letters are not an indictment of President Reagan," he added, "but rather a call to end partisanship and politicking, so these crucial problems may be dealt with quickly."

Lauterbach made hand deliveries to House Ways and Means Committee Chairman Dan Rostenkowski (D-IL) (shown at right) and Senators Charles Percy (R-IL) and Alan Dixon (D-IL).

12 RADIO STATIONS AT STAKE

RKO Challengers Win Chance To Compete

The FCC last week opened a 90-day window (through May 12) for parties to file competing applications for RKO's 12 radio stations and its Memphis television outlet. Estimates of the radio properties' value range from \$95 to about \$150 million (see box).

The FCC action, which an RKO spokesman said was expected and contained "no surprises," was necessary to comply with a court order that challengers be allowed to file. Although dozens of applications are expected, nobody at the FCC or RKO knows what happens next. The only point of agreement is that this is another step in a long process that will drag on for years to come.

Before it does anything else, the Commission wants to first decide how RKO's loss of WNAC-TV/Boston last year for lack of candor affects its basic qualifications to own other stations.

To keep things as simple as possible, the FCC had wanted to postpone challenges until that central issue was resolved. But last August the U.S. Court of Appeals ruled that potential competitors could no longer be kept away (R&R 8-22-82). Further delay, the court ruled, would unfairly "prolong for months and even years licensee RKO's immunity from competitive challenge and comparative evaluation."

When the FCC failed to appeal that setback to the Supreme Court by a December deadline, it had no choice but to obey the Appeals Court's order and allow challengers to file.

If RKO is ultimately ruled unfit, only those who file in the next 90 days will be able to compete for the vacant channels. If RKO is found qualified, it will still have to slug it out in each case with those who file.

Procedural Nightmare

In a five-page statement, Commissioner Steve Sharp made clear his unhappiness that the courts had forced the FCC to allow competitors into the game at this early stage. Predicting over 100 challenges, Sharp pointed out that each party will have a right to take part in whatever process is set up to judge whether RKO is qualified to remain a licensee.

The RKO Lineup

Here's the list of RKO Radio stations for which the FCC will be accepting competing applications through May 12. The estimated values reflect the range of appraisals supplied by two experienced industry analysts:

WRKO & WROR/Boston	\$15-20 million
WFYR/Chicago	\$8-15 million
WAXY/FL Lauderdale	\$7-8 million
KHJ & KRTH/Los Angeles	\$13-25 million
WWSB/Memphis	\$3-6 million
WOR & WRKS/New York	\$30-50 million
KFRC/San Francisco	\$8-12 million
WGMS-AM & FM/Washington	\$10-15 million
Total	\$95-151 million

Said Sharp, "The procedural nightmare of numerous parties participating at the qualifications stage was obvious to the Commission and should have been obvious to the court."

Illegal overseas payoffs by parent firm General Tire & Rubber began RKO's legal problems in the 1970s. The Ferris Commission in 1980 took the extraordinary step of denying license renewals for WNAC-TV/Boston, WOR-TV/New York, and KHJ-TV/Los Angeles.

Eventually, the courts struck down the New York and Los Angeles denials but upheld the WNAC action on a single issue — RKO's lack of candor with the FCC. RKO handed in WNAC's license last year. WOR-TV's license has been renewed under special legislation protecting any station moving to New Jersey, and a comparative hearing for KHJ-TV is pending.

From The Washington Bureau

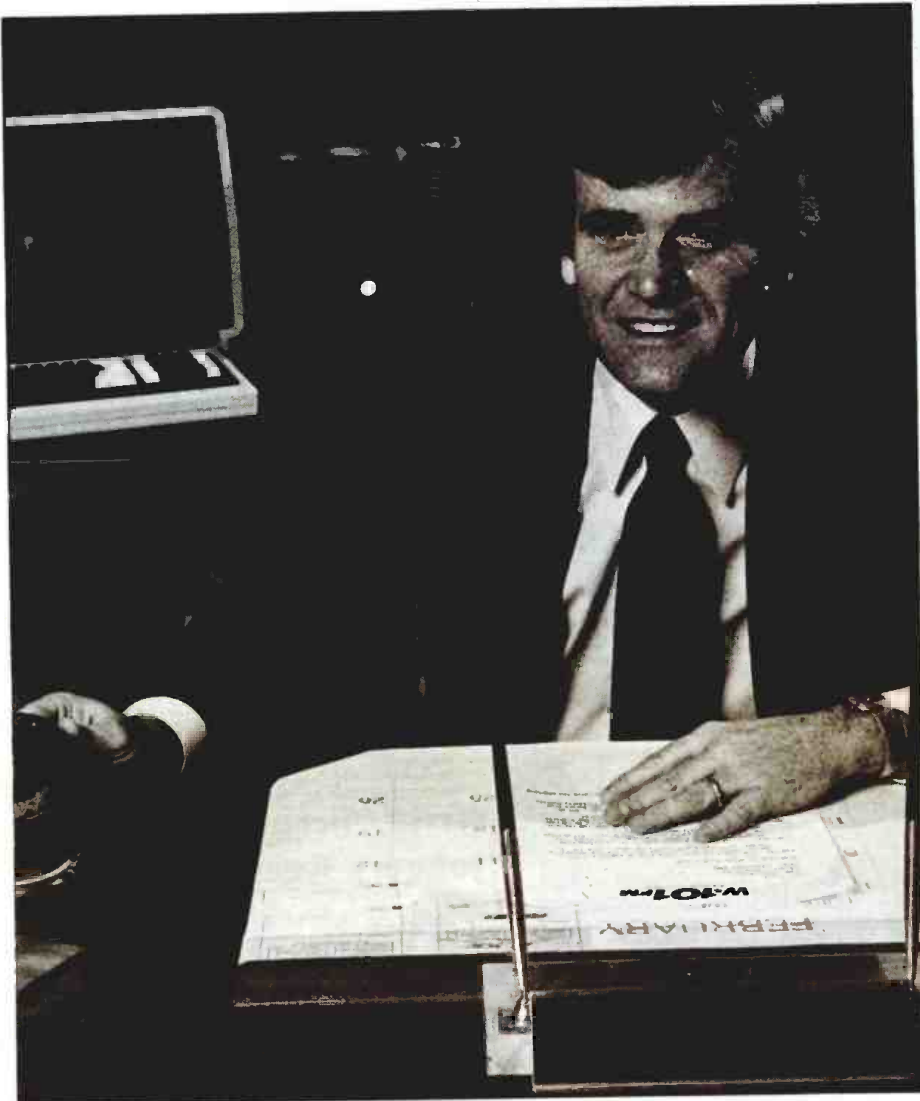
Transtar, SMN Join Sales Efforts

Transtar and Satellite Music Network (SMN), both fulltime program services, have formed a joint sales venture to be called Katz Satellite Network. Katz, the national rep firm, will combine stations for purposes of pitching national advertising. Programming remains separate. Representatives of the nets noted that the Transtar/SMN combination of 250 affiliates represents seven of the top 10 markets, 46 of the top 50 markets and 83 of the top 100 markets.

Transtar President Dwight Case told R&R, "There are really only two companies delivering fulltime formats. By combining them, there should be a clarity of thinking for the buyer and an increase in our ability to get to advertisers."

Katz President Ken Swetz commented, "I'm excited. I think we're going to make some noise. We'll be able to go against any network." Asked how Katz was chosen, Case indicated that its experience repping SMN and commitment of people made them most qualified.

Jay Cook gives you 3 good reasons why AutoSelect is the best choice for scheduling music at the Gannett stations.



Jay Cook is Vice President and National Program Director of Gannett Radio Division, and President and General Manager of W-101, Tampa/St. Petersburg.

It's affordable. We shopped around for the system that would give us the most for our money. We found that AutoSelect™ from Station Research Systems was the most cost-effective buy. And, because we wanted AutoSelect at most all of the Gannett stations, Station Research Systems gave us a healthy group discount.

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It's complete. When we decided to go to computer-assisted scheduling of music, we specified that the system must handle all of the rotations, dayparting and protections we do now. AutoSelect gave us this and more: up to 16 categories with 255 sub-categories in each, 26 characteristics with 8 values in each, and up to 99 format clocks at all times.

But don't take my word for it. Investigate the area of computer-based music scheduling for yourself. I think you'll find there *is* a difference."

AutoSelect

Join the other stations and broadcast groups that have chosen AutoSelect for scheduling music:

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 WPLO/WVEE — Atlanta
 WBT/WBCY — Charlotte
 WJJD/WJEZ — Chicago
 WLAK — Chicago
 WUBE/WMLX — Cincinnati
 KAAM/KAFM — Dallas/Fort Worth
 KSCS — Dallas/Fort Worth
 KOAQ — Denver
 WCZY — Detroit
 WAIV — Jacksonville
 Magic 105 — Little Rock
 KIIS-AM/FM — Los Angeles
 KZLA — Los Angeles
 WMPS/WHRK — Memphis
 WISN/WXLP — Milwaukee
 KTAR/K-Lite — Phoenix
 KGW/KINK — Portland
 KSD-AM/FM — St. Louis
 KSDO-FM — San Diego
 KYA/KLHT — San Francisco
 KING — Seattle
 WFLA — Tampa/St. Petersburg
 W-101 — Tampa/St. Petersburg
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What's New

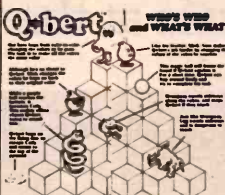
Edited by Gail Mitchell



Following in the footsteps of FM receivers and cassette players is Audio-Technica's "Mister Disc," a personal portable phono system that lets record enthusiasts take their favorite jams right along with them. A high fidelity product powered by three "C" cells or an optional DC adapter, Mister Disc is only 11 inches long, four inches wide, two and a half inches high, and weighs two and a half pounds. A cartridge with diamond stylus plays both LPs and 45s through a foldable stereo system. There is also a "line-out" jack to accommodate disc playing through any standard stereo system.

Besides the stereophones, the belt-driven Mister Disc comes equipped with a protective carrying pouch and a compliant rubber chuck that serves as an LP disc stabilizer and spindle adapter. It retails for \$189.95. For details call (216) 686-2600.

New Video Game Cues Promotion



New to the video arcade world is "Q-bert," a video game currently being offered to radio stations as the basis for an on-air promotion. Taking its cue from the popular Rubik's puzzle, Q-bert hops from cube to cube, attempting to make them all the same color. But his efforts are constantly thwarted by a crafty cast of characters that includes Colly, Wrongway, and Ugg. Two more characters, Slick and Sam, make Q-bert's job tougher by changing back the cubes' colors. Aiding Q-bert in his quest are a flying "escape" disc that returns him to the top of the pyramid, and a magic ball that freezes the board, giving him time to complete his mission.

Stations have the option of deciding how to implement an on-air promotion that best fits their particular sound. They are provided with a full-size arcade game, Parker Bros.' home cartridge versions, T-shirts featuring station calls and logos, plus frisbees patterned after the flying escape disc. To help stations in planning an on-air promotion, a list of thought-starters accompanies the package. Interested stations can contact William L. Clark & Associates, Inc. at (805) 254-0705.

Radio News Salaries Improve Slightly

According to the Radio-TV News Directors Association's (RTNDA) annual survey, radio news directors' median salaries rose 10% to \$275/week in 1982 from \$250 in 1981. However, the pay scale for other staff positions, notably anchor and reporter, showed little change. In fact, a five-year radio news veteran drew only a 2% median salary increase.

The earnings of radio news directors in medium markets closely paralleled those of their small market peers, \$261 as compared to a \$250 median. Not surprisingly, large market salaries were one third larger at \$351 per week, with major market news contemporaries earning two-thirds more at \$575/week. Generally speaking, news directors heading a fulltime staff of two make a \$275 median while those responsible for staffs of three or more rack up \$410. Radio news staffs in medium markets also have the added distinction of posting the slightest salary increases from 1981.

CBS Charts Increased Revenue, Low Earnings

Affected by declines in operating divisions, its discontinued CBS Cable venture, and the sale of the 83 Pacific Stereo outlets, CBS's net income for the year ending December 31 dropped

31% to \$112.5 million from 81's \$162.8 million. Annual revenues were up slightly from \$3.96 billion to \$4.12 billion, representing a 4% improvement.

Miller Lite Tops Commercial Faves

The results of Video Storyboard Tests/Monitor's most recent survey of viewer-popular commercials puts Miller Lite at number one, followed by Burger King, Atari, and Federal Express, gaining popularity through its "Fast Talking Man" campaign. Parental poll toppers Coca-Cola, McDonald's, and Pepsi Cola weren't as strong in the last quarter of 1982, positioned at numbers five, seven, and eight respectively. Rounding out the top ten were Toys 'R Us (6), AT&T/Bell Telephone (9), and MCI (10).

Last year's economics-related layoffs among the sales and marketing staffs of the music division as well as the closing of records/tape manufacturing plants contributed to the 62% profit decline of the CBS Records Group. Revenues fell 12% from \$1.22 billion to \$1.07 billion while operating profits spiraled downward to \$22.2 million from \$58.9 million. Company spokesmen pointed to weak sales and startup costs for CBS's radio and network service plus expanded news/sports television coverage when explaining the 12% slip in operating profits (\$274.1 million from \$311.5 million) for the Broadcast Group. Revenues for that particular division, though, rose 13% (\$2.17 billion from \$1.92 billion).

The jingles England hears on

BBC RADIO 1 & 2

are from JAM Creative Productions.



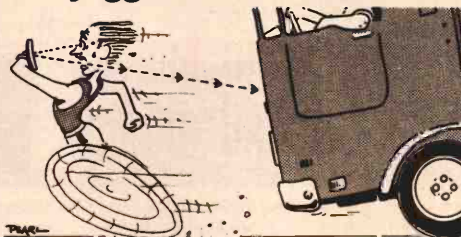
4631 Insurance Lane
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Hear what we can do for you... call today!

Capitol, EMI Radio Ads Win Recognition

The Hollywood Radio and Television Society's 1983 International Broadcasting Award committee has selected radio commercials for J. Geils Band and the Plasmatics as certificate winners. "The Salesclerk," on behalf of the Geils LP "Freeze Frame," and the Plasmatics' "Coup D'Etat" LP spot, in which lead vocalist Wendy O. Williams takes over the U.S. government, were both produced by L.A. Trax President Joe Klein. Both commercials are now finalists in the Trophy and Sweepstakes Awards competition, the winners of which will be announced March 15.

Wrist Mirror Gives Joggers Rear View

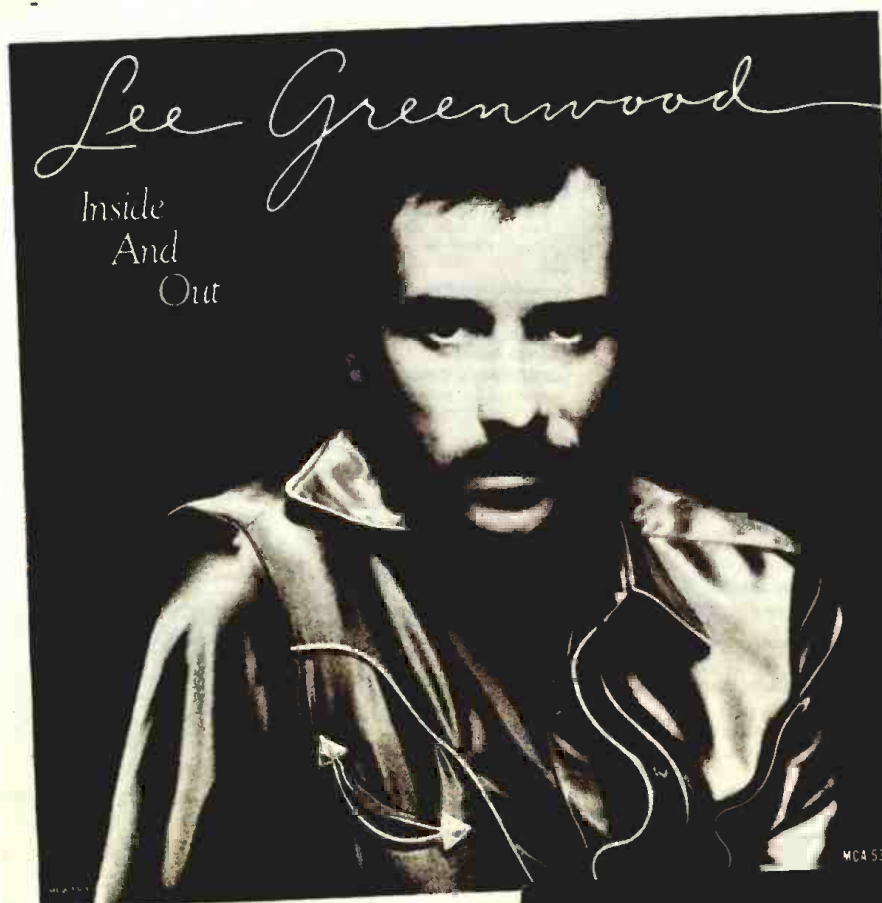


Besides its obvious health advantage jogging also offers a hazardous disadvantage — pitting runners against the sometimes merciless auto driver. Georgia is currently considering the possibility of fining its jogging nightowls \$1000 unless they wear bright orange and yellow garb or another form of attire to which tiny lightbulbs are attached. However, for ten dollars, Idea Works has developed a "wrist view" mirror that consists of a convex reflector/wrist band and arms joggers against surprise attacks from the rear. Wearers can now see what's behind them without turning all the way around.

WE'RE THE ONE FOR CONCERTS



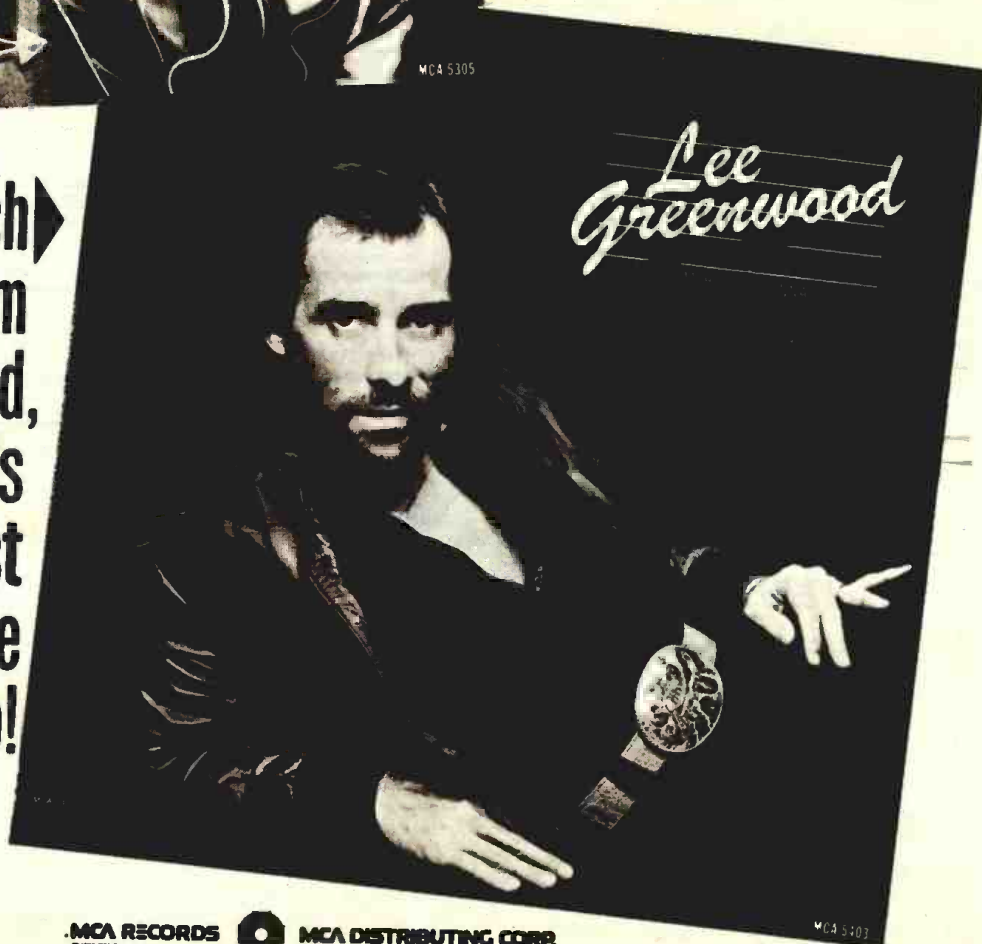
WE SHOULD HAVE CALLED HIS FIRST ALBUM "LEE GREENWOOD'S GREATEST HITS"!!



◀ Featuring
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Time On Her Hands
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Ain't No Trick
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that count...radio!



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MUSIC FEATURES

Narwood

Country Clipper:
Anne Murray (March 7)

Music Makers:
Kathy Smith (March 7)

NBC

Source:
Tom Petty Special (March 5-6)
Police (March 10-12)

RKO Networks

Solid Gold Saturday Night!
Dick Bartley:
Paul Arkin (March 5)
Turtles (March 12)

Rolling Stone Magazine Productions

Guest DJ:
Sage's Michael Studer (March 7)
Marty Rubin (March 14)

United Stations

Dick Clark's Rock Roll
And Remember:
Turtles (March 4-8)
Little River Band (March 11-13)

Great Sounds:

Four Aces (March 4-8)
Portia Laine (March 11-13)

Weekly Country Music Countdown:

Fitzell & West (March 4-8)
George Strait (March 11-13)

Watermark

Musicall:
Lena HomeSound of Music/Stephen Son-
shine
(March 5-6)

Soundtrack of the '60s:

Peter Noon/Jay & Americans/Jerry Mathers
(March 5-6)

Westwood One

Budweiser Concert Hour:
Chaka Khan (March 4-6)
Smokey Robinson (March 18-20)

The Countdown:

Peabo Bryson/Bros. Johnson (March 4-6)
Ray Parker/Margie Joseph (March 11-13)

In Concert:

Night Ranger/Frank Marino (March 4-6)
Men At Work (March 18-20)

Off The Record Specials:

Phil Collins (March 4-6)
Billy Squier (March 11-13)

Pop Concerts:

Karla Bonoff/Jesse Colin Young (March 11-13)

Rock Album Countdown:

Phil Collins/Bonny Hagar (March 4-6)
Golden Earring/Duran Duran (March 11-13)

Rock Chronicles:

Solomon (March 4-6)
Cover Songs (March 11-13)

Special Edition:

Rock James (March 4-6)
Leon Sylvers (March 11-13)

Star Trak Profiles:

Michael McDonald (March 4-6)
America (March 18-20)

ABC

Entertainment Net!
Silver Eagle (DR):
Best of Silver Eagle w/Charle Daniels Band
(March 5)
Rocky Stage/The Whites (March 12)
Terry Gibbs/TBA (March 18)

Rock Net/Rolling Stone's

Continuous History of Rock & Roll:
Ozzy Osbourne (March 7)
Rock Books (March 14)

Clayton Webster

Country Calendar:
Larry Gatlin (March 14)
Eddie Rabbit (March 15)
Melba Montgomery (March 16)
Vern Gosdin (March 17)
Charley Pride (March 18)
Dolly Parton (March 19)
Jerry Reed (March 20)

Rarities:

Talk Talk (March 14)
Bob Seger (March 15)
Thin Lizzy (March 16)
Moody Blues (March 17)
Art B (March 18)

Reino Rock:

Eric Clapton (March 14)

Creative Factor

Concert Magazine:
Ted Nugent/Randy Matson/Hal & Oates Con-
certs (March 5)
Billy Squier/Ozzy Osbourne Concerts
(March 18)

Country Music Specials:

Eddie Rabbit (March 29-31)

Pop Music Specials:

Chicago (March 18-20)

PEOPLE

Marvin
Burke has been appointed VP/Mid-
west Sales for United Stations. He joins the network following his stint as VP/Manager of Satellite Representatives, Marvin Burke
Inc.'s Detroit office. He can be reached at (313) 259-6466.

Paula McDaniels appointed Manager/Logistics in Mutual's broadcasting and communications services division. She's upped from Supervisor/Administrative Services in the same department.

"Great American Cowboy" host Bob Tallman has been selected as the "World Champion Rodeo Announcer" by the Professional Rodeo Cowboys Association.

Westwood Acquires Earth News Radio

Westwood One has announced its acquisition of Earth News Radio, immediately assuming production/distribution responsibilities. The young adult news/lifestyle features series was established in August 1972 with host Law Irwin. Earth News is currently hosted by Joel Denver, who will continue in that role.

Westwood One President Norm Pattiz commented, "We've been interested in the program for some time. When you think of short features, you automatically think of Earth News — after all it was the first! It's the most visible young adult news and lifestyle feature on contemporary radio."

NEWS & INFORMATION FEATURES

ABC

"John Stossel Consumer Lookout" explores brand-name firms which produce "no-name" products. (February 26)

CBS

Correspondent Doug Poling anchors 10-part "Tex Special" (February 21-25) and 10-part "Your Taxes '83" (February 26-27)

Clayton Webster

Jack Carney's Comedy Store:
"A Look At Doctors" (March 7)
Irish Humor for St. Patrick's Day (March 14)

Narwood

Minding Your Business:
Binyon Wright ranks up 75% annual growth (February 21)
Economic Development Agency (February 22)
Mid Entrepreneurs (February 24)
State Contractors' Collections/Writing a sales pitch (February 25)

NBC

David Horowitz produces/hosts series of 20 one-minute vignettes concerning tax tips (March 1)
"The Rock Report," now in its fourth year, becomes joint production venture between Benny Somach Productions and NBC

Progressive Radio Network

Laugh Machine:
The Bickersons/Bob Hope/Gallagher
(Week of February 21)

News Sitings:

Making housing easier/Consumerism
(Week of February 21)

Sound Advice:

Tape recording/Choosing right tape/Tape storage
(Week of February 21)

Strand Broadcast Services

Movie CloseUps:
Linda Ronstadt interviewed (February 21)
Review of "Vidocrome" (February 23)
Review of "Lords of Discipline" (February 25)

Syndicate It, Inc.

Black Women: Portrait Of Dignity:
Rosa Parks (February 23)
Marian Anderson (February 25)
Gwendolyn Brooks (February 27)
Shirley Chisholm (February 28)

Black History Notes:

Robert Dett (February 22)
Paul Robeson (February 24)
Jesse Owens (February 25)
Granville Woods (February 27)
Alexander Pushkin (February 28)

Thirty Bar Productions

Newsweek PM:
Author Alfred Gingsold/dancer Mercedes Gingleson/author Tony Schwartz
(Week of February 21)

Watermark

TV Topics:
"Rage of Angels" — NBC (February 21)
"Real People" — NBC (February 22)
"Fame" — NBC (February 24)
"Starlight One" — ABC (February 25)

Westwood One

Spaces & Places:
Truth about private eyes (February 25-27)
Brad Messer's Daybook:
George Washington the first President
(February 21)
Lynch assassination plan (February 23)
Voice of America (February 24)
Income tax (April February 25)



IN TOTAL CONTROL — Artist Eddie Money demonstrated his versatility recently when he hosted Global Satellite's "Rockline," subbing for the vacationing Bob Coburn. Totally in control of the situation, Money goes over his notes with producer Cindy Tollin.



A PORTRAIT OF DIGNITY — In commemoration of Black History Month, Syndicate It, Inc. has produced "Black Women: A Portrait Of Dignity." The series of 90-second vignettes is hosted by Ruby Dee, Lena Horne, Jayne Kennedy, and Dionne Warwick, the last of whom is pictured above with (l-r) President Robert Dockery, Jr., engineer Al Ramirez, and Production Manager Janet Humber.

DRAGNET

"Just the facts ma'am"

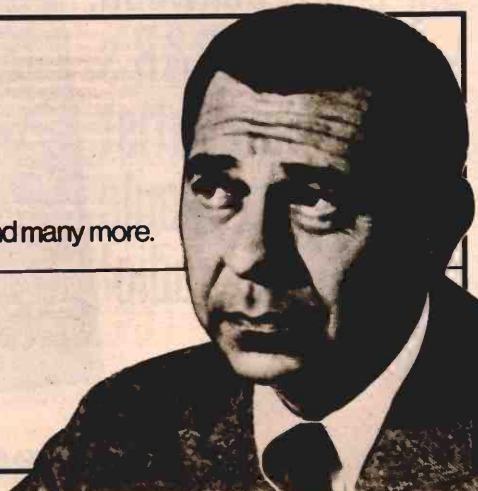
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“WTIC-AM has an Arbitron share that is something most folks would relax with...a healthy 21.1 (12+) share. But we think *defending* that share is just as important as making money on it. So for four years now we’ve invested in The Research Group’s Strategic Market Research to keep us strong. Now, on our FM, using their Comprehensive Music Test and special targeting developed through market analysis, Tom Barsanti, Steve Goldstein and the FM folks have worked to become the #1 FM in the market with an 11.1 (12+) share. That’s the best we’ve ever been.

At WTIC, we believe in using the *best* – people like Katz Radio and The Research Group. You know there are all sorts of rep firms and all sorts of people doing research today, but we believe there is a *big* difference when you go with the leaders. It keeps *you* a leader.”

WTIC
AM & FM



PERRY URY
*President and General Manager
WTIC-AM & FM Radio
Hartford, CT*

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

The Research Group

Radio's Strategic Research Team

Exploring Country Music Folklore

Prior to and during his tenure as Manager/Artist & Press Relations for RCA Records/Nashville, Paul Randall began collecting stories about the people and legends behind country music. His collection eventually evolved into book form, "Country Music: Facts, Fallacies and Folklore."

Among its many anecdotes, this 73-page paperback tells the story of a former railroad telegraph operator who quit his job for a singing career on the advice of a stranger. The fledgling vocalist was Gene Autry, the stranger humorist Will Rogers. Then there's Johnny Carson, "Fiddlin'" John Carson, that is, who found fame as a hillbilly recording artist with his rendition of "The Old Hen Cackled and the Rooster's Going to Crow." Interspersed throughout the book are photographs of noted country artists and personalities.



"Country Music: Facts, Fallacies and Folklore" is available through Union Confederacy Inc., Box 11, College Grove, TN 37046.

Beta Format Goes Stereo

By midyear manufacturers plan to market Beta hi-fi, a recently-developed system that records stereo sound on videocassettes. Software, however, will precede hardware's debut. Among the first movies to be made available in Beta stereo are Warner Home Video's "Lord Warrior" and Paramount's "An Officer and a Gentleman."

Other principal software producers pledging their support are Thorn-EMI,

MGM/UA and CBS/Post Video. Manufacturers claim that "Beta hi-fi provides sound quality approaching the latest digital audio systems and superior to LP records, audio cassettes, and FM broadcasts." Its dynamic range is placed at 80+dB; a standard home VCR is about 40dB, while fine analog high fidelity media is rated at 80+dB. In addition, no special type of blank tape is necessary. Specific price information hasn't been released as yet.

Pay Radio, Cable Audio Seminar Scheduled

"Pay Radio and Cable Audio: Programming and Profits" is a two-day seminar designed to help radio broadcasters and others in radio-related industries understand and prepare for the competition brought on by the burgeoning pay cable audio services field. Seminar leader Dennis Waters, President of Waters & Co., and other guest speakers will cover such topics as cable and satellite audio

technology; programming cable audio and pay radio; the impact on traditional broadcast radio, cable audio and the music industry; and the revenue potential of pay radio.

Slated for March 14-15 at the Marbury House, Georgetown, Washington, DC, the conference costs \$595, which includes luncheons and course materials. For more information call (301) 986-0866.

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Pro:Motions

Layton Named Larc VP

Stan Layton has been appointed VP/Sales & Marketing of Larc Records, distributed by MCA. Layton was most recently VP/Sales with Chrysalis Records. His background also includes a marketing VP stint with MCA.



Stan Layton

IRS Taps Two

Three-year Epic veteran Kyle Hetherington has been named Associate Director Promotion/West Coast at IRS Records. Handling the same position for the East Coast is Keith Attmore, who's promoted from his previous college director post. While at Epic Hetherington served as West Coast Promotion Coordinator.



Kyle Hetherington

WCXI Promotes Miller

Dennis Miller has been upped to Local Sales Manager at WCXI-AM & FM/Detroit. She moves in-house from a two-year account executive stint.

Riddleberger Segues To Bonneville

Stephen Riddleberger has been named Manager/Finance & Administration for the Bonneville Broadcasting System. He comes to the programming firm from the Radio Advertising Bureau (RAB), where he was Director/Special Projects.



Stephen Riddleberger

KSDO, KS103 Up McMillan

Tom McMillan moves up from General Sales Manager to National Sales Manager at KSDO & KS103/San Diego. Prior to joining the stations last May, McMillan held sales management posts at Los Angeles stations KRTH, KFI, and KOST.

Daniels New WDCR, WFRD GM

Daniel Daniels has been appointed General Manager of WDCR & WFRD/Manover, NH.

Delaney To KNCN GM

Dick Delaney has been named General Manager of KNCN/Corpus Christi. Most recently the station's General Sales Manager, he first joined the outlet in July 1982. Former GM Ken Schupbach has relocated to KGUL/PL, LaVaca, TX.

H & H Marketing Bows

H & H Marketing is a marketing/sales/consulting company aimed at the music, video, and film industries. It's headed by Marv Hefner and Mitch Huffman. The Los Angeles-based firm may be reached at (213) 277-4711.

Carpin Moves To Arista

David Carpin has joined Arista Records as Director/East Coast A&R. Before this appointment, Carpin spent 2 1/2 years in the A&R and staff production departments of RCA Records.



David Carpin

Sherman Joins WRC

Radio veteran Max Sherman has moved to WRC/Washington, DC as Sales Development Consultant after 12 years as Sales Development Manager at neighboring WMAL. Prior to that, he held the General Sales Manager position at local outlet WWDC for 25 years.

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HERE'S WHY YOU SHOULD BE PLAYING MALCOLM McLAREN'S "BUFFALO GALS."

The madman, brainchild manager behind the Sex Pistols, Bow Wow Wow, and Adam & the Ants steps out on his own with his outrageous new song, "Buffalo Gals."

Play both sides! "Buffalo Gals" is guaranteed to drive you batty! Not to mention guaranteed retail response and listener reaction!

KROQ/Los Angeles

"At KROQ it's blowing the phones out! #1 requests for weeks. A record for the 80's to be dealt with now!!"

—Larry Groves, M.D.

WLIR/Long Island, N.Y.

"Malcolm McLaren and the Supreme Team do-si-doed a smash with 'Buffalo Gals'. The phones won't stop!!"

—Rosie Pisani, M.D.

WYDD/Pittsburgh

"Based on local club success, we took a shot with the record. It's been a heavy hitter on the phones since the second time we played it."

—Dan Kelley, P.D. and Operations Director

KFOG/San Francisco

"The buzz in the clubs gave us an indication that this record was happening. At KFOG, we strive for that 'different sound.' Malcolm McLaren certainly fills the bill. We think our audience is 'itchin'' for something new."

—Dave Logan P.D.

WBCN/Boston

"Malcolm McLaren: the madman/genius gives us yet another dose of inspiration. On it out of the box."

—Oedipus P.D.

Neal Levy, District Manager, Strawberries, Commonwealth Ave., Boston:

"We're doing very well with it. It's a very good record; it's in our Top 5. We've had steady action since the first week it's been out. WBCN should help sell the record; it'll definitely have a very strong effect on the market."

Nilda Rodriguez, manager, The Wiz, Jamaica, Queens, NY:

"Selling very well, it's in our Top 10. Last weekend was our 'boom period', when we sold out of the record; we had to order more! Now that WLIR is on the record, sales should pick up even more."

Mike Williams, 12" buyer, Tower Records, Westwood, LA, CA:

"Doing real well. Two weeks ago, when we had it on sale for \$2.98, they just flew out of the store! Almost all of our sales have come from KROQ airplay KROQ has the biggest influence on our sales."

Dave Druse, The Record Outlet, Pittsburgh:

"WYDD, with their new format, is becoming the station to watch right now. Now that they're playing the record, it should really take off. I hope we have enough in stock."

Alan Levites, manager, Record Factory, Polk St., San Francisco:

"'Buffalo Gals' has definitely stirred some interest in the Bay Area. Airplay on KFOG will help this record take off; they've come a long way in a few months."

John Doe:

It's driving me batty!!!!

Ratings & Research



JHAN HIBER

Country Radio Ratings Review

With the Country Radio Seminar imminent in Nashville it seems like an appropriate time to look at the Country radio scene, as measured by the fall Arbitrons. In a nutshell the picture is a mixed one — not as gloomy as the overall AOR landscape, not as rosy as some have portrayed the Beautiful Music aura this sweep. As I note in the special included with this issue, I feel generally good about the prospects for Country radio, and the fall Arbitrons show nothing to persuade me differently.

Eight Markets Probed

For the purposes of this column I delved into the figures included in eight of the top 50 market reports for the fall '82 survey. The markets, a cross-section geographically and with varying amounts of Country tradition, are

- Buffalo
- Norfolk
- Oklahoma City
- St. Louis
- Salt Lake City
- San Diego
- Tampa-St. Petersburg
- Toledo

Among the items examined in each market — on a fall book to fall book basis, for an apples to apples comparison — were the combined 12+ shares for the Country stations; the combined 25-54 adult shares for those same stations; the diary return fluctuations, overall and by demo; the Expanded Sample Frame (ESF) impact (non-listed homes); and the possible effect of Differential Survey Treatment (DST). Four of the markets selected were surveyed using the new ethnic retrieval methodology (DST).

12+ Down, 25-54 Up

Taking into account many of the ingredients that make up ratings results, the outcome showed that in this cross-section of markets most of the Country stations' combined 12+ shares were down from the fall '81 survey.

On the brighter side, and of more salable note, the combined Country shares 25-54 improved notably. Here are the details.

1. In 63% of the markets selected the 12+ metro shares, total week, for the combined Country stations were down from the fall '81 sweep. The silver lining in this cloud is that of those markets where an overall Country slippage was seen, the average amount lost in the last year was 9%. This is not too bad when you consider that of the four DST markets used here, three saw Country erosion — the damage could have been worse percentagewise, as other formats have seen.

"The average increase within the 25-54 demo was still a significant 15%."

2. In the key adults 25-54 demo the story flipped. 63% of the markets examined increased in combined Country shares for this vital audience. The biggest improvement was in Buffalo, where GM Al Fetch took Stoner's WYRK to Country in the last year in a most successful way — Country's 25-54 share rose more than 400% in Buffalo since fall '81. Looking at the other improved Country markets, where the lineup was more stable than seen in Buffalo, the average increase within the 25-54 demo was still a significant 15%. As for the performance in the DST markets there was a 50-50 split, with Country's 25-54 showing equally improved and softer.

Q&A

Seth Mason, General Manager of WXRT/Chicago, recently inquired, "Why is it Arbitron lists on page three the numbers of homes contacted to participate in the survey, the number of homes to which diaries were sent, but not the number of homes that returned diaries?"

A good question, Seth. It may be that it's less substantial to say diaries came back from approximately 1600 homes in the Chicago metro this sweep than to list that 3855 people returned usable diaries. According to Arbitron no record is kept by household number after the diaries are placed.

Week In Review

Birch Does N.Y. Focus Groups

The Birch Report recently sponsored a series of focus groups to tap perceptions of key agency media decisionmakers in New York City. Two groups were done with media buyers, one with media directors or VPs. According to Tom Birch, the research "gives us the hot button on selling the agencies. The ad community was a skeptical audience, but indicated that they will use us now as long as we can interface with their Arbitron data. Our monthly reports and qualitative reports will thus be most important to them."

Ohio Broadcasters Launch New Research Service

The Ohio Association of Broadcasters has launched a new audience measurement and research service, using Tom Myers and Associates of Atlanta. The service, starting as a pilot study in smaller markets, will provide traditional data, with customized research available for each station. Interviewing and analysis is being conducted by the Myers firm, which has previously worked with the OAB on ascertainment and other research projects.

New Number For Moyes

Due to phone line problems, the Research Group's Colorado office has a new number. Bill Moyes can be reached at (303) 630-7811, effective immediately.

ESF Impact Notable

With overall listening boosted in the DST markets, and with Country not an especially likely recipient of assistance from DST, it's not surprising to see the 12+ shares show some slippage. Likewise, it is heartening to see that in the key sales demo the format looks alive and well.

There's another factor to consider when evaluating the results from this sweep, however. The effect of the Expanded Sample Frame and its recruiting of potential diarykeepers whose phones are not listed in the local phone books has been notable this sweep — affecting not just Country but other formats, as written in recent weeks.

Although ESF has often been successful at obtaining cooperation from hard-to-measure groups, including men 18-24 and ethnics, it can also swing to the other polar extreme — in this case, the acquisition of diarykeepers who are 35+ and reside in the more affluent neighborhoods in the metro. An examination of zip code return can determine where the ESF sample came from, and such an examination often justifies the effort of a post-survey diary review. If the ESF sample lands in certain zip areas (neighborhoods), various formats can be affected, with programming that appeals to 35+ or upscale folks having a better chance to show respectively in the book. With ESF the sample can tip towards either pole, and in this sweep it seems to have hit a good portion of potential Country listeners.

The ESF improvement this book was dramatic. In some of the markets chosen for this analysis the amount of sample desired from the ESF homes (a figure shown on page 5B of your market report) was down from the previous fall, yet the number of actual returned diaries from the ESF sample (shown at the bottom of page 3 in your reports) was up. In Norfolk, the ESF return was up 46%; in Salt Lake City the ESF in-tab (number of usable diaries) doubled the count for the fall '81 tally.

The boost in ESF sample seen in many markets was not solely responsi-

ble for the rise or fall of any format — but it was a factor that had varied impact by format. Certainly, ESF did not seem to do Country any great harm — and may have been instrumental in some of the Country success stories. Unfortunately, since this was the first fall sweep with DST, Arbitron may have oversampled in certain areas so as not to have a sampling problem this first fall go-round. The increase in ESF diaries seen in a number of markets may be withdrawn in subsequent surveys, with unpredictable impact on formats and ratings results. It will all depend on where the ESF homes sampled are located.

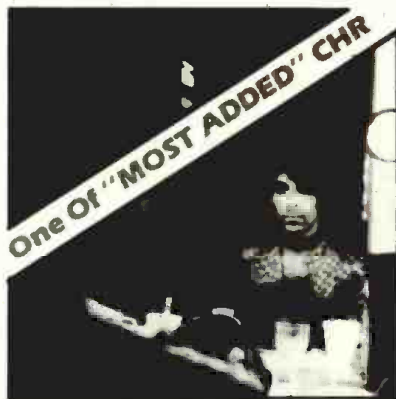
So Far, So Good

The bottom line then, with regard to Country's performance this sweep, is that the format seems to have emerged from the "new reality" of Arbitron's methodology, changes relatively unscathed. In most of the markets where DST is a factor, the format scored better 25-54 numbers than a year ago, no mean feat for a format not targeted to the Black/Urban audience. The first fall DST survey may have had some ESF oversample, but while Country may have benefitted from this in some markets the ESF issue is a volatile one that can ebb and flow. It's to Country's credit that its widespread appeal probably gives it a good chance to successfully ride out any sampling adjustments made by our friends in Beltsville, even though 12+ shares may slip due to heightened non-Country listening picked up by DST.

I'll be talking on these and other issues at the Country Radio Seminar in Nashville. Hope to see you there!

Editor's Note: It has come to our attention that portions of Jhan Hiber's column of January 7, 1983 could have been misconstrued. It was Mr. Hiber's intention to relay Arbitron concerns about some on-air promotional announcements. Any inference that Burns Media Consultants, Inc., George Burns, or WRCH was in violation of Arbitron's policies and procedures is incorrect. R&R and Jhan Hiber regret any confusion or misunderstanding caused by the January 7th article.

Solid Hits On CHR's Wide-Ranging Targets:



PRINCE "Little Red Corvette"

WCAU-FM add	WPHD add	KITY add	KNBQ add	WJAD add
WXKS-FM add	WFLY add	KROK add	WJBQ add	WFLB add
PRO-FM add	WRCK add	WBBQ add	WGUY add	WGLF add
WLOL-FM deb 39	WPST add	WSEZ add	WIGY add	Q101 add
WGCL add	WIFI add	WGH add	WERZ add	WBWB add
KIQQ add	WKRZ-FM add	KFI add	WFBG add	KBIM add
KFRC add	K104 add	KYNO-FM add	Z102 add 38	KDZA add
WKFM add	KTFM add	KYYX add	WSGF add	KCDQ add

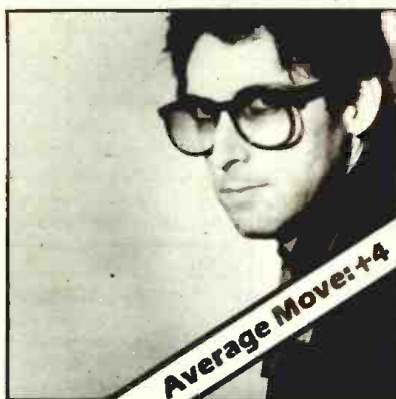
Produced, Arranged, Composed and Performed by PRINCE



JOHN ANDERSON "Swingin'"

94Q add	WAEV add
Q105 add 25	WFLB add
WKFM add	WSPT add
KITY on	KDVV add
WHHY-FM deb 17	KCBN deb 40
WFBG add	KCDQ add

Produced by FRANK JONES with JOHN ANDERSON



STEPHEN BISHOP "It Might Be You (Theme from Tootsie)"

WCAU-FM deb 38	Y94 add	Y103 20-16	KOKO deb 28	WFLB 36-27	KENI 28-21
B104 deb 27	XTRA add	FM100 10-8	WKDD add	FM99 add	KGHO 32-27
JB105 31	WSPK 30-28	WIBC add	KO93 add 33	WGLF deb 27	KSLY add
Q107 17	WTRY deb 19	KIHK 26-19	KHOP add	KILE 20-12	KIST add
CFTR add	WAEB 14-9	KIOA 7-5	WBEN-FM deb 38	Q101 deb 29	KCDQ 33-29
Z93 deb 30	K104 34-29	KOPM 27-20	FM102 add	KYTN add	
94Q deb 29	V100 24-17	KRAV deb 20	KJRB 18-16	KKRC-FM 17-15	
CKLW 29-27	KITY 30-22	WNAM deb 23	WAEV deb 28	WRKR 21-17	
WKTI 16-14	KROK 29-26	WKDQ 22-9	WFOX 26-21	D93 27-19	
KIQQ on	WHHY-FM deb 23				
B100 deb 25					

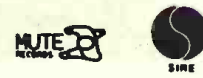
Produced by DAVE GRUSIN from the Columbia Motion Picture Release "TOOTSIE"

A/C CHART
17-10



YAZ "Only You"

KEGL on	KIOA 30-21	95XIL add	KGHO deb 35
WLOL-FM 15-10	KMGK on	WFOX on	KOZE 26-23
KIQQ 21-20	KYYX 30-28	WJAD on	
WKFM on	KJRB 21-18	WPFM 30-24	
K104 add	KNBQ on	FM99 add	
KITY deb 38	WACZ add	KYTN add	
WZZR deb 37	OK100 add	KENI on	



Produced by E.C. RADCLIFFE & YAZ

Manufactured and Distributed by Warner Bros. Records

EVERYBODY'S
LOOKING AT

"I KNOW THERE'S
SOMETHING GOING ON!"
7-89984



The sensational single from
FRIDA's lp,
"Something's Going On."

80018

On Atlantic Records and Cassettes.



Produced by Phil Collins and assisted by Hugh Padgham

WXKS-FM add 30	WTIX-18-11	WFOX add
Q107 21-18	B97 add	WJAD add 38
KEGL 2-1	WDOQ add	WISE re-add
Z93 add	CK101 18-12	WGLF deb 28
94D 28-19	KX104 4-2	KQOV deb 20
Y100 deb 19	WSKZ add	KISR 14-9
I95 18-15	WOKI-18-15	KYTN add
WLOL-FM 13-11	WBCY add	KDWB 1-8
KBEQ deb 27	WRVO 18-15	KDWB 1-8
KIMN 17-13	WRVO 18-15	KDWB 1-8
Q107 21-18	WRVO 18-15	KDWB 1-8
WKI 1-8	WRVO 18-15	KDWB 1-8
WTR 1-8	WRVO 18-15	KDWB 1-8
WFL 1-8	WRVO 18-15	KDWB 1-8
KC10 1-8	WRVO 18-15	KDWB 1-8
WPST 1-8	WRVO 18-15	KDWB 1-8
WKRZ 1-8	WRVO 18-15	KDWB 1-8
WKEE add	WQVY re-add	XTRA on
KTFM 29-19	WACZ 18-15	WRCK 25-22
KITY 5-2	WIGY 6-5	WTIC-FM 26-23
KZFM 2-6	WOMP-FM re-add	WIFI deb 30
YHFI add	Q104 add	KSET-FM 4-7
KMGK 5-9	Z102 add 37	WABB-FM 25-23
KFI on	WZZR 16-15	WDCG 28-26
	KIR 18-17	WSEZ 18-14
		WNOK-FM 33-28

**CHR
BREAKERS**

**RATINGS
REPORT**

The Birch Report

Fall '82 metro shares, 12+

Boston		Washington, D.C.		Houston				
Summer '82	Fall '82	Summer '82	Fall '82	Summer '82	Fall '82			
WXKS-FM (CHR)	13.3	13.1	WKYS (Urban)	10.7	10.7	KLOL (AOR)	8.5	10.0
WCOZ (AOR)	10.1	10.0	WHUR (Blk)	8.1	8.1	KKBQ (CHR)	3.9	9.1
WBCN (AOR)	7.8	9.0	WMAL (AC)	8.2	7.9	KFMK (AC)	7.4	7.6
WBZ (AC)	9.1	8.7	WRQX (CHR)	7.9	7.4	KRBE (AC)	5.5	7.0
WHDH (AC)	7.6	8.0	WAVA (AOR)	6.2	5.9	KIKK-FM (Ctry)	7.2	5.9
WJIB (BM)	5.0	4.6	WWDC-FM (AOR)	4.1	5.2	KRLY (Urban)	5.0	5.3
WEEI-FM (CHR)	3.8	4.5	WPCC-AM & FM (CHR)	5.2	5.1	KILT-FM (Ctry)	7.3	5.0
WEEI (News)	3.9	4.4	WGAY-FM (BM)	4.4	4.8	KODA (BM)	3.9	4.9
WRKO (Talk)	3.6	3.9	WLTT (AC)	3.8	3.7	KSRJ (AOR)	5.4	4.8
WROR (CHR)	3.7	3.5	WRC (Talk)	3.5	3.7	KMJQ (Urban)	6.1	4.7
WMJX (AC)	3.9	3.5	WPKX (Ctry)	4.9	3.6	KQJE (AC)	3.8	4.6
WHUE (BM)	2.2	2.6	WASH (AC)	3.2	3.5	KPRC (News)	3.0	4.4
WVBF (AC)	2.3	2.0	WMZQ (Ctry)	3.7	3.0	KYND (BM)	3.1	4.0
WSSH (BM)	1.6	1.9	WOOK (Blk)	3.1	3.1	KTRH (Talk)	4.4	3.9
WXKS (BBnd)	1.4	1.9	WGMS-AM & FM (Clas)	3.1	3.0	KIKK (Ctry)	3.4	3.1
WBOS (AOR)	2.1	1.6	WXTR-FM (AC)	1.5	1.8	KLEF (Clas)	2.2	2.5
WCRB (Clas)	1.3	1.0	WYCB (Rel)	1.0	1.7	KILT (Ctry)	3.0	2.2
			WHFS (AOR)	1.9	1.6	KENR (Ctry)	2.7	2.0
			WEZR (BM)	1.1	1.1	KLAT (Span)	1.9	1.9
			WOL (Blk)	.5	1.0			

Dallas-Ft. Worth		St. Louis		Seattle				
Summer '82	Fall '82	Summer '82	Fall '82	Summer '82	Fall '82			
KVIL-FM (AC)	9.9	9.9	KMOX (Talk)	24.7	23.1	KIRO (News)	8.5	8.9
KSCS (Ctry)	7.4	7.3	KMOX-FM (CHR)	2.8	8.6	KISW (AOR)	10.3	6.6
KTXQ (AOR)	6.5	7.3	KMJM (Urban)	6.9	7.9	KOMO (AC)	5.4	6.3
KEGL (CHR)	6.2	6.8	KSHE (AOR)	7.8	7.2	KZOK-FM (AOR)	8.1	6.0
KZEW (AOR)	8.0	6.6	KSD-FM (AC)	5.3	6.8	KUBE (CHR)	6.0	5.8
KKDA-FM (Urban)	5.9	6.3	KWK-FM (AOR)	11.2	6.6	KNBQ (CHR)	4.6	4.9
KPLX (Ctry)	5.1	5.5	WIL-FM (Ctry)	5.8	5.9	KYYX (CHR)	1.2	4.1
KNOK-FM (Urban)	5.2	5.2	KSD (Ctry)	3.9	4.3	KSEA (BM)	3.7	4.0
KRLD (News)	4.5	5.2	KYKY (AC)	4.2	4.1	KMPS-FM (Ctry)	3.5	3.7
KMEZ (BM)	4.6	4.2	KEZK (BM)	2.9	3.4	KING-FM (Clas)	2.8	3.6
WBAP (Ctry)	5.8	3.9	WRTH (BBnd)	3.2	3.3	KBRD (BM)	3.3	3.3
KAFM-FM (CHR)	1.8	3.6	WZEN (Blk)	3.9	3.3	KIKI-FM (AC)	1.9	3.3
KMGC (AC)	3.5	3.5	KADI (AC)	2.4	2.4	KZAM (AOR)	2.9	3.1
WFAA (N/T)	3.4	2.5	KXOK (AC)	3.4	1.9	KVI (N/T)	5.1	3.0
KOAX (BM)	2.9	1.9	WEW (BBnd)	.4	1.2	KKFX (Blk)	3.9	2.8
KFJZ (BBnd)	2.3	1.8	WIL (Ctry)	1.0	1.2	KPLZ (AC)	2.6	2.7
WRR (Clas)	1.1	1.7	KATZ (Blk)	.9	1.0	KBQ (Rel)	1.8	2.5
KLVU (AC)	2.5	1.6	KIRL (Ctry)	.7	1.0	KJR (AC)	3.9	2.5
KIKK (Ctry)	1.1	1.1			KIXI (BM)	1.9	2.4	
KLIF (Ctry)	.8	1.1			KMPS (Ctry)	2.1	2.4	
KPBC (Rel)	.8	1.1			KRPM (Ctry)	1.9	2.4	
KVIL (AC)	.8	1.1			KEZX (AC)	1.7	2.2	

Miami-Ft. Lauderdale		Pittsburgh			
Summer '82	Fall '82	Summer '82	Fall '82		
WHYI (CHR)	9.8	11.6	KDKA (AC)	23.7	22.6
WQBA (Span)	5.5	7.2	WBZZ (CHR)	8.3	8.6
WINZ-FM (CHR)	8.1	6.6	WDVE (AOR)	9.8	8.3
WSHE (AOR)	7.2	5.8	WAMO-FM (Urban)	7.7	6.9
WINZ (News)	3.4	4.6	WHYW-FM (AC)	1.6	6.0
WRHC (Span)	3.8	4.4	WTAE (AC)	4.4	5.1
WNWS (News)	5.7	4.2	WJAS (BBnd)	5.2	5.0
WWWL (AC)	4.7	3.9	WXXK (CHR)	5.8	4.3
WIOD (AC)	3.3	3.8	WSSH (BM)	3.8	4.2
WLYF (BM)	5.4	3.8	KQV (News)	3.7	4.0
WAXY (CHR)	4.0	3.4	WSW (AC)	2.8	3.4
WCKO (AOR)	3.3	3.1	WPNT (BM)	2.1	2.7
WQGS (Ctry)	2.7	2.9	WYDD (AOR)	2.6	2.3
WALA (AC)	4.1	2.8	WDSV (Ctry)	2.7	2.1
WEDR (Blk)	3.3	2.7	WEEP (Ctry)	2.5	1.8
WCMQ-FM (Span)	3.4	2.4	WTKN (Talk)	1.5	1.4
WTMI (Clas)	1.6	2.3	WIXZ (Ctry)	1.1	1.3
WYOR (BM)	2.2	2.1			
WCMQ (Span)	1.4	1.9			
WQAM (Ctry)	1.5	1.8			
WWJF (AC)	2.2	1.7			
WVCG (AC)	1.0	1.6			
WLQY (BBnd)	.7	1.5			
WFTL (AC)	1.1	1.3			
WRBD (Blk)	1.0	1.2			

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

I N M I L W A U K E E

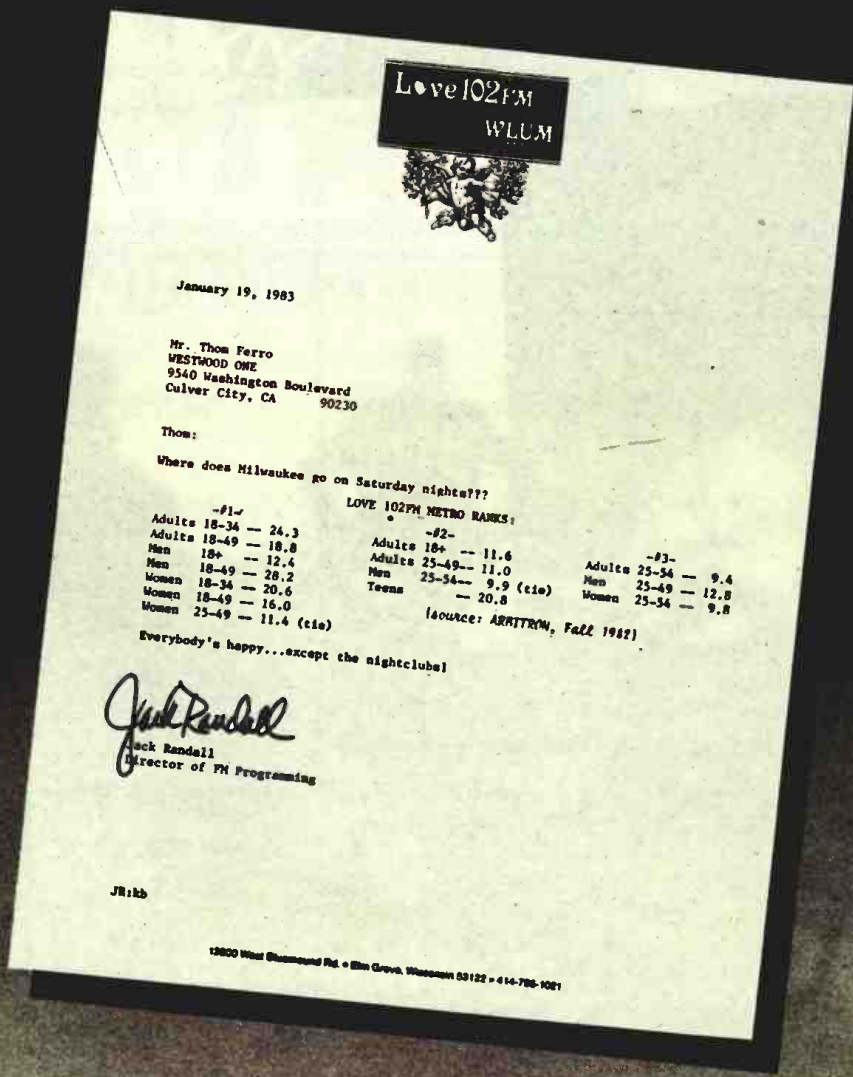
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with WALT LOVE

SPECIAL EDITION
with SID MCCOY

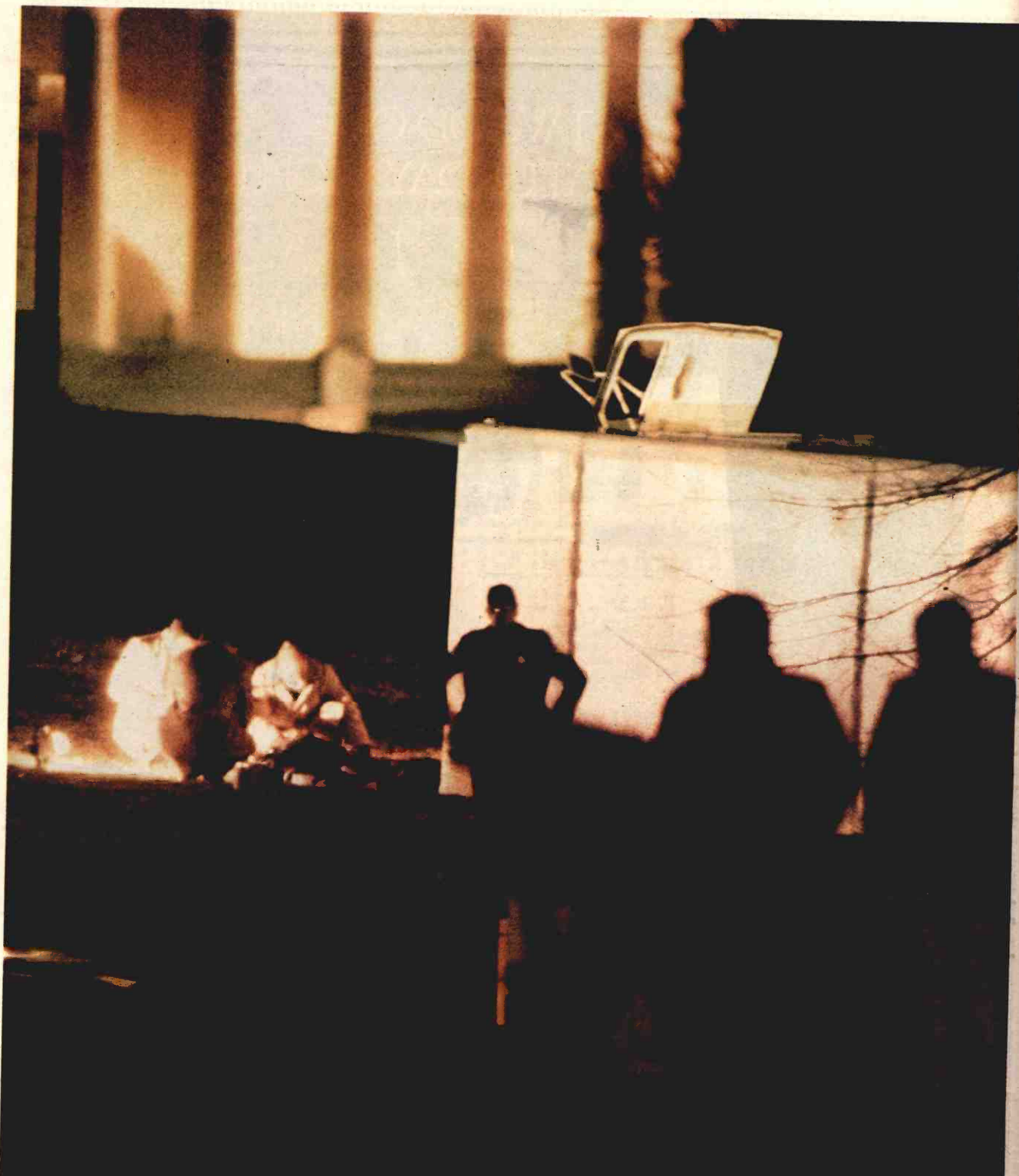
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"This is Mary Dorman reporting live for
NBC Radio from the Washington Monument."

NBC RADIO NEWS.

**OUT OF THE STUDIO.
ON THE SCENE.**

NBC Radio News Hotline Report 12/8/82, 8:18PM EST

"The very latest thing to happen is that the van tipped over with a man in it and we think perhaps he's unconscious. The police are taking a big box out of there, whether that's the supposed bomb or not...they're taking it away and looking at it. There are three or four helicopters hovering...right now the police are crawling all over this area."

For radio reporting that's live and "in color" count on the unique sound of NBC Radio News.

We take your audience to the scene of history-making events, anchoring newscasts live.

On a day-to-day basis, NBC provides consistent, high-quality, "full color" radio news, offering more actualities and newscast feeds than anyone else.

We take the story—big or small—and bring it to life for your listeners.

NBC Radio News. We're there when you need us the most.



For stations committed to news.



STREET TALK

TOM PETTY
AND
THE HEARTBREAKERS

"CHANGE OF HEART"

CHR NEW & ACTIVE

WBEN-FM	WJDX	WFBG
KEGL	WQID	WIKZ
Z93	G100	WKHI
WLOL-FM	WZYP	WCGQ
WGCL	KX104	WISE
WKTI	WQUT	WPFM
XTRA	WSEZ	
KIMN		

#1 Most Added This Week:

Q103	WRVQ	WGLF
WKFM	WJXQ	WYKS
WPHD	Z104	WQIZ-FM
WHFM	WKAU	Q101
WIFI	WIKS	WSPT
Q106	WMEE	WBWB
WKRZ-FM	KKQK	WAZY-FM
WKEE	WKDD	D93
KZFM	KFI	KWTO-FM
KZZB	KLUC	KBIM
	WJBQ	KCDQ
		KOZE

THE NEW SINGLE FROM THE ALBUM

"LONG AFTER DARK"



The search for someone to head the radio division of Viacom is reportedly nearing an end. Viacom President Paul Hughes hired recruiter Joe Sullivan to find suitable candidates for the New York-based position, and the field is now down to three. CBS and NBC personnel may be in the running, along with CBS alumnus and ex-KBZT/San Diego GM Norm Feuer.

Don't look for a new PD anytime soon at WMJQ/Rochester, which is dropping its contract with Sebastian, Casey & Associates and which has already reoriented its programming toward a Rick Carroll "ROQ Of The '80s" style. Station insiders say WMJQ is currently being programmed by committee, and management seems in no particular hurry to find a replacement programmer for Tom Hunter, who split last month to take over JBI05/Providence.

KRLA/Los Angeles PD Jack Roth dialed the Street Talk "Fun Phone" this week to let us know that MD Rick Stancato, a station veteran of four years, has split. That new Urban/Oldies sound we alluded to last week will come to pass on KRLA under the direction of consultants Bert Sherwood & Bill Hennes, newly signed to handle the station.

More format flux? Okay. The latest rumors out of Texas had Rick Carroll client KEGL/Ft. Worth abandoning its "modern rock" format, but PD Randy Brown says, "no way" to that notion. The competitive climate has gotten a bit warmer in the Texas "metropolex," but KEGL is still doing its hybrid-CHR thing. Joe Folger has joined "The Eagle" from KQRS/Minneapolis for afternoons and music duties.

K101/San Francisco has replaced Bobby Ocean, who was doing mornings for the A/C outlet, with former KYUU and KFRC personality Big Tom Parker. Meanwhile, Ocean has segued back to KFRC for weekends until a full-time gig comes along.

It seems as if there is trouble with the morning team at WPGC/Washington. Dude Walker has apparently exited over problems with the news half of the show, J. Robert Howe. So, who takes over? It's the return of Washington Redskins QB Joe Theismann (this time sporting a new super bowl ring), who did mornings before Walker and Howe teamed. For obvious reasons, Theismann can't do mornings indefinitely... eventually he'll have to pass. (Sorry.)

Art Wander has resigned as Operations Manager of WJJD & WJEZ/Chicago and will announce his future plans in about ten days. John Charleston and Denny Farrell were named acting PDs of the FM and AM respectively.

In Miami, WSHE Operations Manager Dave Lange has assumed the programming responsibilities following former PD Sonny Fox's walk across town for mornings at Y100. A new WSHE morning man should be announced later this week.

Jay Stone is out at WXXK/Pittsburgh and has already relocated to Los Angeles. As he put it, "I'd rather look for a job in the sunshine."



NICE OUTFIT! — K1IS-FM/Los Angeles morning personality Rick Dees had the dubious distinction of being named "absolutely the worst" by noted fashion expert Mr. Blackwell. The celebrity watcher actually dropped by the K1IS-FM studios in Hollywood to double-check the recipient's qualifications, and, as the photo shows, he was not disappointed. You can imagine what Rick had to say about Mr. B's plaid sportcoat.

Street Talk has learned that WHAS/Louisville has appointed its new PD, but the name will not be revealed until next week. Hint: the new programmer will be able to drive to his new gig in about four hours.

How's this for heavy? Motown Records will celebrate its 25th anniversary this year with a two-hour NBC television special all its own. What other label could pull that off?

Our condolences to the friends and family of WNYS/Buffalo air personality Randy Kramer, 33, who died Monday (2-14) following a series of epileptic seizures. In his long radio career, Randy worked at WPEZ and WDVPE/Pittsburgh, KPRI/San Diego, KAFY/Bakersfield, and WHAM/Rochester.

Bill Smith is exiting his West Coast National Promotion slot at RCA and will return to Atlanta. Bill plans to set up an independent promotion and marketing firm. No immediate replacement for him at RCA.

Jim Kent celebrated his 41st anniversary with WSIX-FM/Nashville February 2. Jim's son Beau Kent is MD at the station.

For ten years an AOR mainstay in Norfolk, WMYK switched to "modern rock" on February 1 according to Benno Group PD John Heimerl. Bill Simmons remains as PD.

KABC/Los Angeles will add a female personality to its very popular afternoon "Sports-talk" program, but just who that woman will be has not yet been determined. You see, the station is running a talent search all over Southern California, with the winner to receive a one-year contract with the station worth at least \$25,000. Interested ladies are being encouraged to send in cassettes or audition live at several shopping center locations throughout the area. The winner will be announced March 28.

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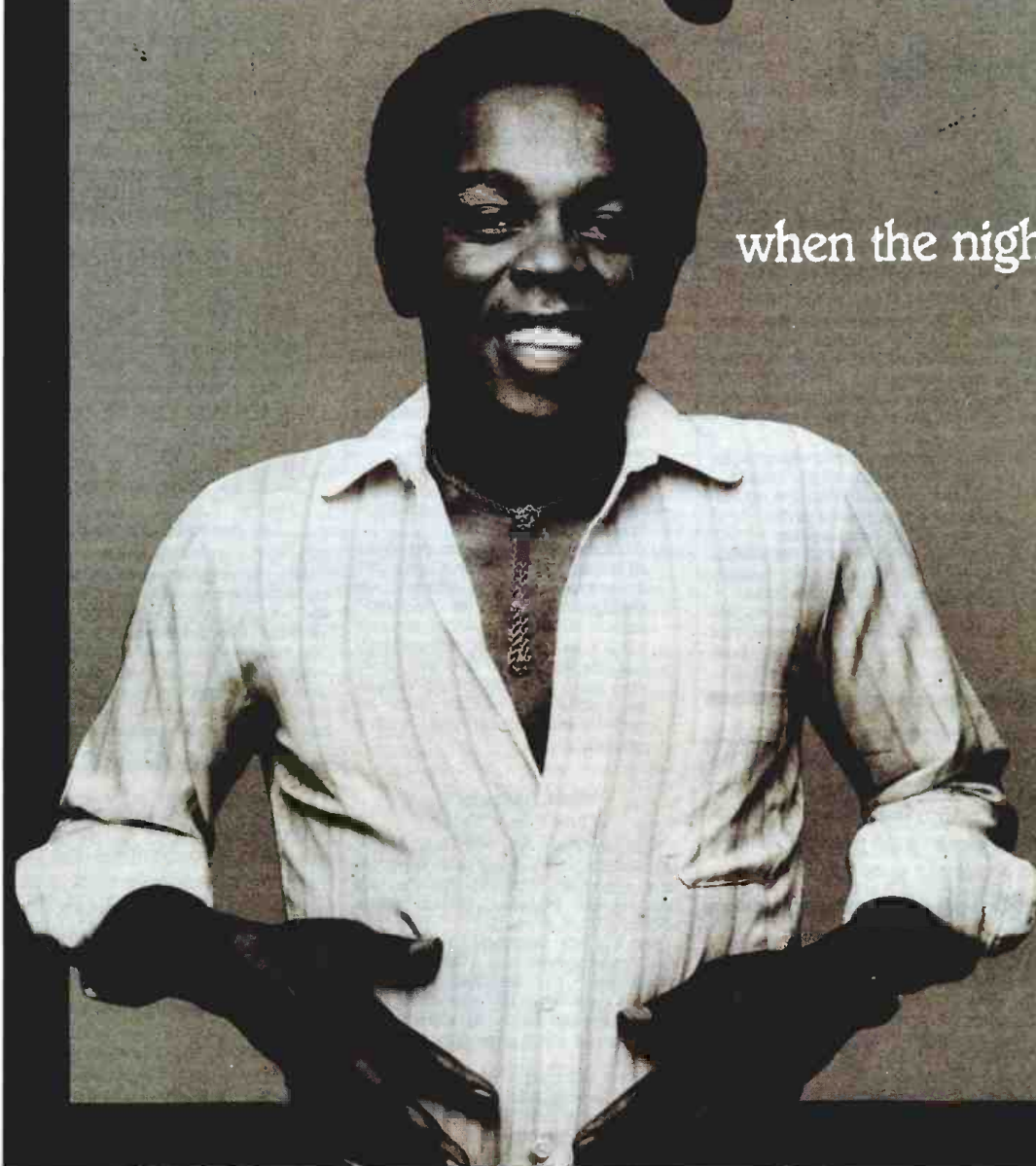
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Lou Rawls



when the night comes

Introducing Lou Rawl's New Epic Single Release:

"THE WIND BENEATH MY WINGS"

From His Forthcoming Album:

"When the Night Comes"

Producer And Musical Direction: Ron Haffkine

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

Management



BRUCE JOHNSON

Hiring: Interview Techniques

If you don't believe that the ability to find and hire the right people is the most important talent a manager can possess or acquire, then I suggest you contact a couple of recent Presidents of the United States to see if the position of personnel director is still open.

Radio is a "people" business, as evidenced by the fact that a station with an inferior physical signal can many times defeat a powerhouse competitor.

Moreover, you can go out and hire the services of a program consultant, syndicator, or satellite network with a hot format, and still fail to achieve success because of a lack of competent people to properly execute at the local level.

"Hire Smart Or Manage Tough!"

Red Scott, President of Intermark, a highly diversified and successful company, effectively defines the problem when he says, "Hire smart or manage tough." What Red means, of course, is that if we don't acquire the right people, we must engage in "hands-on management" (further defined as an ulcer or cardiac condition for you, the manager).

If you will accept the premise that hiring is the ultimate duty of a manager, then we can isolate its four basic elements:

1. Development of a clear picture of what you are looking for - in writing.
2. Finding or identifying the candidates.
3. The interview.
4. Reference-checking.

Since "finding" the right candidates will be the subject of a future column and "reference-checking" is, in my view, so heavily influenced by face-to-face meetings with the prospect, we will concentrate this column on the "interview."

The very first thing you want to do is define the talents, background, and experience you are looking for. Most managers, going into the search, have a rough idea of what they want, but few will take the time to sit down with pen or paper to sketch it out.

Controlled Chaos

I'm not a believer in specific and detailed job descriptions for radio, since some people take them literally and refuse to do anything other than what is written in their box on the chart. Further, it is my belief that radio thrives on synergism, or for those of you with a sense of humor - a little bit of "controlled chaos."

I do think, however, that constructing a definition of the type of person you are after is necessary if you really want to find an achiever.

In reviewing my own career I found that almost all my mistakes in hiring could be

traced to the interview, and the prime causes of a faulty interview were inadequate preparation and insufficient time given to the process.

The reasons for not giving the interviews enough time are many but among them are:

- a. You rely on the recommendation of someone whose judgment you respect.
- b. You assume that since the person worked for a successful station, he or she also will be success-prone.
- c. You make a decision that the position has to be filled immediately (usually salespeople and air personalities).
- d. Your candidate is a "professional job-getter," putting on a performance that is so impressive that you forget to ask questions or investigate further.

"Look for people with character and intelligence, for they will be the ones that you can make into winners, no matter how shallow their experience may be relative to the job in question."

"Find The Truth"

The goal of an interview is simple, singular and absolute - you want to find the truth. To get at the truth, you've got to combine the cunning of a detective, the charm and grace of an ambassador, the intuition of a psychic, and the instinct of a mountain lion.

How do you accomplish the above sans magnifying glass, tuxedo, crystal ball, and cat's whiskers? The following outline, developed over the years, with the help of people like Red Scott, should be of assistance:

The First Face-To-Face Interview

- a. You do most of the listening and very little of the talking.
- b. Do not begin selling your station, or yourself, since it will put you in a tough negotiating position later on.
- c. Do not take notes while the candidate is present. The practice is intimidating and your candidate will not open up. Make your notes after the person leaves.

The best way to evaluate the prospect is to make a list of the ten most important requirements of the job and then memorize them. Assign each requirement a value of 1 to 10 and then grade your candidate on a scale of 1 to 10. Then multiply the grade times the value, add it all up, and compare the score against the other candidates.

IMPORTANT! Use the above only as a guide to separate the superior from the mediocre. I haven't yet met anyone who has been able to develop the "perfect" system.

INTERVIEWING EFFECTIVELY

- Define what you're looking for
- Prepare for the interview
- Conduct three separate interviews
- Get at the truth

d. Listen for verbs in your candidates' speech as opposed to nouns. Verb users tend to be action-oriented.

e. How much do they talk about the past vs. the future? If they are really on the ball they will start working in something about what they are going to do for you.

f. Avoid any discussion of compensation in the first meeting. If you are pressed, give them a range, but do not be too specific. Remember, they will be inclined to ask for more than your first offer when the time comes to negotiate.

g. Look for a person who accepts responsibility for results and does not lay blame at the feet of others for things that went wrong.

h. Avoid people with a history of being "unlucky." Do not think that your brilliant management ability is going to change their streak.

i. Your candidate should have a healthy view of authority; i.e.: understand the chain of command. One must learn to follow before one can lead.

j. You want someone who has experienced failure, has lived with it, overcome it, and is willing to admit it (as distinguished from the "unlucky" ones).

k. Finally, look for people with character and intelligence, for they will be the ones that you can make into winners, no matter how shallow their experience may be relative to the job in question.

a. What would your former or current employer say about you?

b. What would your former employer have liked to see you do differently? Why? Why didn't you?

c. What would your former subordinates say about you?

d. What qualities and abilities should I be looking for in this position? (You will be surprised to find that few candidates really prepare for an interview.)

e. How do you recognize incompetence? What would you do about it?

f. What things would your old boss say about you that need improving?

g. Tell me about the last employee you fired. What were the circumstances? Why did you do it? Were you ever wrong in firing somebody?

h. In what areas would you most like to improve?

i. Tell about any failures in your career. (If they can't think of any, you've either got a problem or the "second coming.")

The Second Face-To-Face Interview

Here you are going to do most of the talking, getting very specific about the information you gleaned from the first interview and your reference checks. Whereas in the first interview a degree of stress existed (only natural in a first meeting), you now want to do everything possible to get your prospect to relax and gain confidence. The truth now has a better chance of surfacing.

What Happens If They Won't Talk?

What happens if they won't talk? If they are candidates for sales or on-air work, you have a problem. But let's say they are humbled and frightened in your august presence. What do you do?

Here's a little technique I learned from Kurt Elastein, who runs a large and successful search firm headquartered in New York. It's a question that should really get people going and may be the key to unlocking the box in which a secret or two might be hiding.

Ask the following: "Please identify the three achievements in your career of which you are most proud?" Give them some time to think about the question, since they probably won't be prepared for it. Don't ask them to explain each achievement at this point - just identify each one.

When the answers have been given, you then pick one of the achievements and ask: "Please take me through that event in detail from start to finish. Don't leave anything out even though you think I might consider it trivial."

This question produces one of three different results:

- a. Silence, accompanied by staring at the floor or ceiling.
- b. A rather non-specific account of the event, which includes several changes to the story as they go along (it's difficult to compose fiction on the spot).
- c. A specific and fairly orderly resume of the details.

If you get results "a" or "b," you either dig deeper or terminate the interview. Keep in mind that how they act in a stress situation, such as an interview, is more than likely to resemble how they will perform in moments of stress while on the job.

Here are some other questions you can ask which usually bring interesting answers:

"The goal of an interview is to find the truth. To get the truth, you've got to combine the cunning of a detective, the charm and grace of an ambassador, the intuition of a psychic, and the instinct of a mountain lion."

Be very specific in your questioning. If candidates gloss over something that is important to you, go back over the point again and again until you get the answer (especially if it's one you didn't want to hear).

If at this point you determine that this is the person for you - start selling (if you feel you have to). This is also the point at which you can start comfortably discussing money and benefits.

The Third Interview

If the job is important, you will not be doing yourself or the candidate any favors if you take the shortcut route. The third interview could be a lunch, dinner, game of golf or tennis, and, if the candidate's spouse is going to ultimately mix with your clients, it's a good idea to include her or him.

I once almost made what would have been a disastrous mistake on a prospect who had been thoroughly screened by a search firm, had outstanding references and recommendations, and who charmed the socks off everyone in our organization. At dinner the "real" Mr. Terrific stood up. What undid him was that his spouse told the truth. He apparently forgot to coach her.

GOOD HUNTING!

Sales Next Week

Bruce Johnson, currently a management consultant, has served as President of RKO, Starr, and SRO Broadcasting's radio operations, and held executive positions with top rep firms in the course of a 30-year broadcast career. He can be contacted c/o R&R, 1930 Century Park West, Los Angeles, CA 90067.

This column will alternate with Jonathan Hall's Sales & Marketing column.

CALENDAR



BRAD MESSER

Newspeople's Friend Retreats To A Farm

Remember your first visit to a radio station? Of course you do, and you recall exactly how you-the-nobody got treated by those who were important people in your eyes at the time.

By now, to some people in this profession, you yourself are important. Oh, I don't mean they're gonna put a statue of you in front of the statehouse or anything like that. We both know better than to think we'll end up in the annals of broadcasting as one of America's truly great newsmen. Murrow, Winchell, Cronkite, and maybe Harvey, they've already worked for it and have that sort of thing sewn up tight.

Although I and probably you will be forgotten by history, we're remembered to some extent by fellow average folks whose lives we have directly touched in some small way. People we don't even know. Girl Scouts who visited the stations once. A fellow who got in the news only once, whose story we handled with balance and fairness.

Of course it is guaranteed that if you've been around awhile, every up-and-coming great reporter you ever met will remember whether you were helpful and considerate or otherwise.

That's really what sticks. Not how fast we type or how skillfully we splice tape. How we treat people.

I'm thinking about this because our industry is losing a man who, although across twenty years certainly blazed a few trails in broadcasting, never became a household word, but who became known in the industry for treating others with great kindness, particularly when they needed it most. He had that reputation as Pacifica Radio GM, built on it as GM of the San Francisco-based NewScript news service, and most recently became the job lifeline for even more newsmen while associated with the "Rip 'n' Read" service's biweekly newsmagazine Earshot.

Bob Rogers has made himself a real friend to newsmen, who learned they could call anytime, flat broke and out of work, to get not only encouragement and reassurance but some solid help in locating a new gig. Not just talk. Actual phone calls and action.

As he departs two decades in radio to become a farmer nurturing seedlings into Christmas trees in North Carolina, Rogers leaves a legacy of many people whose careers he has nurtured. He in my opinion typifies the best among us not-exactly-famous broadcasters: he hasn't chased fame, he has just quietly helped a whole lot of radio people — some whom he probably doesn't even remember — without expecting any thanks.

People don't forget kindness. Those whose lives he touched in radio won't forget Bob Rogers.

Not George Washington's Birthday

MONDAY, FEBRUARY 21 — George Washington's birthday really gets jerked around. We're observing the holiday today, a day early. "When he was twenty years old in 1752," says Dr. Gary Meckler of Kitt Peak National Observatory, "America accepted the new calendar reform, which meant adding 11 days: immediately from then on, Washington's birthday fell on the 22nd, not the 11th!"

The Washington Monument was dedicated on this date in 1885 after 37 years of construction.

Texas lawyer and politician Barbara Jordan is 47. Fashion designer Hubert Givenchy is 56. Humorist Erma Bombeck also is 56. Rudolph Schaefer, born today in 1863, squeaked into the history books by introducing the first glass-bottled beer in 1891.

Where's Our Atomic Plane?

TUESDAY, FEBRUARY 22 — The Atomic Energy Commission and U.S. Air Force jointly announced on this date in 1951 that America was designing an atomic-powered airplane. It would be capable of flying around the world eighty times on just one pound of nuclear fuel. So where is it? Fear killed the project, says former Pentagon Director of Research & Development Herb York. "Consider all the problems that are associated with nuclear power plants that are firmly situated on terra firma and protected by enormous containers, and then imagine flying a nuclear reactor," says York. "It just creates political and social questions that have no answer!"

"Doctor J" Julius Erving is 33. Senator Edward "Ted" Kennedy is 51. Gran Prix driver Niki Lauda is 34. Charlie O. Finley hits 65, and Robert Young turns 76. Also born on this date: Amerigo Vespucci (1454), whose name tags this continent and South America; the father of our country, George Washington (1732); physicist Heinrich Hertz (1857), after whom radio frequencies are named; and the world's tallest man, Robert Wadlow (1918), who stood 8'11".

The Baltimore Plot To Assassinate Lincoln

WEDNESDAY, FEBRUARY 23 — This is the date Abe Lincoln did not get assassinated, thanks to some detective work and a disguise. While on his way to Washington to be inaugurated in 1861, Lincoln was told by security man Allen Pinkerton that a would-be assassin was waiting in Baltimore. When the plot was confirmed, the President-Elect disguised himself in an oversized coat and soft hat and snuck into town several hours ahead of schedule. "He was in the Baltimore (railroad) station for some time," says Lincoln scholar Dr. James Hickey, "but because no one expected him to be there he wasn't recognized."

The group that opposes medical experiments on animals, the Anti-Vivisection Society, is 100 today: The Rotary Club is 73. The Battle of the Alamo began in Texas in 1836: within a week and a half the defenders would become the most unfortunate kind of heroes . . . dead ones.

Ed "Too Tall" Jones is 32. Peter Fonda is 44. Also born on this date: William Horlick (1846), who invented malted milk; and civil rights pioneer W.E.B. DuBois (1868), who founded what became the NAACP.

Bluebeard: Get Their Money, Rub 'Em Out

THURSDAY, FEBRUARY 24 — Mass murderer Bluebeard was executed in France on this date in 1922. He said his motto was "win a woman, get her money, rub her out!" He was convicted of ten murders, but said at his trial that he had planned another 250 or so.

The first time anything manmade left Earth was 34 years ago today (1949) when America launched a rebuilt German V-2 rocket into space.

James Farentino is 45. Barbara Lawrence is 54. Mark Lane hits 56. Actor Abe Vigoda is 61. People born on earlier February 24ths have included German folk-tale collector Wilhelm Carl Grimm (1786), Baseball Hall of Famer Honus ("the Flying Dutchman") Wagner (1874), Admiral Chester Nimitz (1885), and actress Marjorie Main (1890).

Cattlemen Amazed By Barbed Wire Fence

FRIDAY, FEBRUARY 25 — When the barbed wire fence came along, some Old West types began fencing off federal land for their own use. Congress passed a law on this date in 1885 prohibiting that. Barbed wire had been made popular by promoter Bet-a-Million Gates, who introduced it by fencing off the Alamo in San Antonio, and inviting cattlemen to see its effectiveness. Butch Verring of Northwestern Steel & Wire says, "The cattlemen were amazed that cattle couldn't get out of the barbed wire enclosure!"

Former Beatle George Harrison is 40. Former U.S. tennis champ Bobby Riggs is 65. Others born on this date have included news service pioneer Baron Paul Reuter (1816), artist August Renoir (1841), opera star Enrico Caruso (1873), and actor Jim Backus (1913). Tomorrow (2-26) Johnny Cash will be 51, Fats Domino will be 55, and Jackie Gleason will be 67. Sunday (2-27) Ralph Nader will be 49 and Elizabeth Taylor will be 51.

RIC OCASEK

"Something To Grab For"

7-29784

From the Geffen LP BEATITUDE
GHS 2022

Produced by Ric Ocasek



- Q103 add
- WTIX add
- KROK add
- G100 add
- WRVQ add
- KZ93 add
- KQMQ add
- FM99 add
- KKQV add
- KQIZ-FM add
- KWTO-FM add
- KDVV add
- KGHO add
- KKAZ add
- KEGL 33-28
- WL0L-FM 38-34
- WKFM 30-28
- WPHD 21-18

- KTFM 39-33
- KSET-FM 20-12
- WGH 30-23
- WZZR 37-30
- WVIC 28
- WJXQ 24-21
- KMGK 18-16
- KYYX 16
- WJBQ 40-33
- KKRC-FM 34-29
- KCBN 28-23
- WCAU-FM deb 39
- WXKS-FM deb 30
- WPST deb 39
- WKEE deb 29
- WSEZ deb 33
- WCSC deb 30
- WSSX deb 29
- Z104 deb 30
- WIGY deb 39
- WFBG deb 38
- WOMP-FM deb 36
- KBIM deb 37

MAC McANALLY

"Minimum Love"

7-29736

From the Geffen LP
NOTHING BUT THE TRUTH

GHS 2033

Produced by Terry Woodford & Clayton Ivey for Wishbone, Inc.



ADDED FIRST WEEK:

- | | |
|---------|------|
| KITY | Q104 |
| WZYP | WQLT |
| WHHY-FM | WAEV |
| WOKI | WFOX |
| WQUT | WJAD |
| WSFL | WISE |
| WCSC | WPFM |
| WGH | KISR |
| KIOA | WSPT |
| WFBG | |



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Contemporary Hit Radio



JOEL DENVER

HIT MUSIC AND POSITIVE ENERGY

WHYT Scores Big Debut In Detroit

At a time when few companies would be willing to make any bold new moves, Capital Cities Communications bucked the tide and decided to get aggressive with WJR-FM/Detroit, an old-line A/C-Beautiful Music station. WJR-FM was reborn at 5pm on September 15, 1982 as WHYT, sporting Mike Joseph's "Hot Hits" format. The station thanked its listeners for support over the years, played Frank Sinatra's "Fly Me To The Moon," then segued to the Gap Band's "You Dropped A Bomb On Me," and the phones began to ring off the wall.

Detroit is a city that brings to mind definite images. Naturally, there is the automotive industry. General Motors, Ford, and Chrysler are all headquartered in Detroit. But there is also the Motor City's long heritage in the music industry. Motown Records elevated the city's musical importance to an international level in the '60s with its slick, stylized brand of R&B.

As people's musical tastes expanded, Detroit also became known for its rock influences as well, boasting such notables as Bob Seger, and Ted Nugent. Unfortunately, over the last several years, there was a rapid decline in the number of Detroit stations exposing this young, vibrant, and exciting brand of music. Along with the decline in youth-oriented music stations, the city's economy also took a plunge as the auto makers fell upon hard times.

WHYT has reversed the radio trend, while remaining keenly aware of the city's economic problems. The station has positioned itself as entertaining relief. To complete this scenario, and to explain why the station has become such a big influence in the market so quickly, I talked with PD/morning man Lee Malcolm and Station Manager Maureen Hathaway.

Jumping In With Both Feet

After listening to a tape of the transition from the old format to Hot Hits, the best description of it would be "jumping in with both feet." After the Gap Band finished, the station proceeded to go into a replay of the top three songs in Detroit as if WHYT had been there all along. "You can't imagine the excitement we all felt around the station," recalled Lee.

"The only thing that could match the initial excitement was when the Arbitron came in with a 4.9 debut, and a cume of over 680,000. We're number one in teens, and placed well with both men and women, but we see more growth in almost all demos. We're pleased with our debut, but naturally we want more."



Lee Malcolm

Analyzing WHYT's Big Impact

There is a bit of irony involved with the success of WHYT, as Lee explained. "It's funny because Mike Joseph was at WKNR (then-legendary Detroit Top 40 station; now the call letters have migrated to Battle Creek) years ago with a similar format. Somehow over the years people lost sight of the fact that CHR could do well on FM in Detroit. Up until recently the only CHR choice has been CKLW, which is still pumping away, but a victim of being on AM. No matter how good they sound, they've got to overcome that obstacle. We just simply plugged up a big hole in the Detroit market. I'm so surprised that no one had done this before."

"WHYT is a different-sounding radio station. There is a nostalgia value to adults who remember the old Top 40 days of CKLW and WKNR. For the teens, it is brand new." Lee added, "I've also got to give a lot of credit to the media in this town. The press and TV have been very helpful to us. Even before we went on the air, they were talking about us and doing pieces on us. All of this pre-hype helped considerably. When WHYT went on the air, the heightened awareness was very beneficial."

Reviving CHR In Detroit

One of the first things I wanted to find out from Lee was why he felt that such a music-oriented market had nearly abandoned CHR, especially on FM. "I don't think that CHR ever died, it simply got put on hiatus for a while as everyone scrambled for those 25+ demos. Now, CHR has found itself a new hole. Radio is full of cycles, and we're seeing everyone jump on the CHR bandwagon again. It will no doubt thin out a bit, and who knows what shape it will eventually take? I do think this station will be there to serve the changing needs of the market."

What kind of initial reaction did the station get? "The city has really embraced what we're doing. I've talked to listeners who've expressed amazement that this type of fun radio hasn't been around for a long while. They can't be expected to understand the whys and wherefores of what we do in

Management's View Of Hot Hits

WHYT Station Manager Maureen Hathaway is by no means a stranger to the market. With eight years of radio experience in Detroit, she spent time at both CKLW and WWJ in research, and as National Sales Manager for WJR-AM & FM.

In a market that's depressed, both economically and psychologically, Maureen feels WHYT was almost a breath of fresh air. "The market met our new format with admiration. Capital Cities isn't known for taking bad risks. They felt that in order to succeed in a poor economy, they had to be aggressive. It was time to make a move with WJR-FM, and convert it to something more contemporary. The timing wasn't a deterrent and so we made the move with Mike Joseph. I'm happy to say,

"I think the format is really a winner, and we've been out there supporting it with aggressive promotion. The format could be the best thing in the world, but if it's not promoted properly, then you've got nothing to show for it. The market has been ripe for this. Outside of stations changing to Country, or going A/C, there has been little or no movement toward a younger contemporary music format. I think the town got into the 25-54 box, and everyone went for it the same way. There is a lot of room in that box, but everyone totally ignored the younger audience."



Maureen Hathaway

Favorable Sales Impact

What has it been like selling WHYT on the cume? "I think we've gotten some dollars out of this market that I don't think we would be getting with any other format right now. Now that we have numbers, they reflect a good demo skew, and it has allowed us not only to get some of the younger dollars, but some good adult dollars too. Our sales team is very aggressive, and we've positioned ourselves accordingly. Before we had Arbitron numbers we did pretty good, but we were also realistic in our expectations.

"We've had good feedback, even from the advertisers who felt that people in town are more interested in buying a loaf of bread than a pair of jeans or a record. That theory is not quite true. While the discretionary dollars of the listeners aren't as plentiful, I think this type of format will get more out of them than many others in the market."

Visibility Helps Sales

WHYT has really gone all out to promote its product both on TV and in personal appearances. The station logo is showing up everywhere. "I feel it is very important to be out there with the public and be visible. Even local TV smacks of the network image. Radio has the immediacy and local feel that TV cannot have. It is important to put action and faces behind what you do.

"Our graphics are all bright red and yellow. They match the image of Hot Hits, but also have an uplifting, positive effect. This town in winter is cold and gray, and the mood in town can also be cold and gray due to the economy. CHR has always meant a fun time. If listeners want to be serious, then they should tune to something soft, or listen to all-News radio. We are trying to project a fun image," Maureen said.

Hard Work is Paying Off

You might think that WHYT has a small army at its command to set up promotions, and attend to the detail work. After all, it is a major station in a major market, right? Maureen proudly stated, "This is the hardest working staff in town. We number 18 people including myself, so we all do double duty. Everyone is really putting a lot into the station. I think that our success has as much to do with the quality of people delivering Mike's format as the format itself. I have Mike to thank for helping me choose the staff. We stick very close to Mike Joseph, and enjoy a very good relationship with him. I see us staying with Mike for a long time. I'm not saying how long he will be with us, but I'd like to have him for as long as he wants to work with WHYT."

our industry. Radio is always going to change, but I think we got into trouble when research became the overriding decision maker. We soon began researching the research, and when you only feed an audience soft music, that's what they will tell you they like. We are going back to the basics. We play the hits, say what needs to be said, and then close the mike. We sell the music, limit the spots to eight minutes, and work to maintain consistency."

No Oldies,

Just Playing The "HYTS"

If you've never heard Joseph's format in action, Lee's description should be helpful. "The sound of WHYT is your basic Mike Joseph Hot Hits station, but I would describe us as a continuous loop of positive energy for Detroit. We are up and happy-sounding, hopefully transferring some of these feelings and emotions to the audience. "We are very active, both internally and externally. The things industry people most

often criticize is our repetition of music, and the heavy usage of our jingles. As you look back over the years, this is what Top 40 used to get criticized for, but it helped the format to be successful. Today, we call it CHR, but it's really Top 40 all over again. In this particular format we try and expose positives before we worry about excluding negatives. The format is based on details and subliminal audience response to the emotions we try and project."

As most people are aware, the Hot Hits format uses no oldies at all, relying exclusively on current records. "It really depends on what you'd call recurrences, who you talk to, and their definition of the word. Anything you see on our printed playlist is getting current rotation. Once it leaves the playlist, it's gone." I then asked if he planned any format modifications to eventually include oldies. "We plan to keep the format pure and do exactly what Mike wants us to do with it. Any evolutions of the format will come about naturally, under Mike's direction," he responded.

How does the station handle listener requests for oldies? "We still get requests for oldies and things that we are no longer playing. We just try and suggest something else as an alternative for them to listen for. Taking the time to communicate with a listener on a person-to-person basis on the phone for something as simple as a request can really make a difference in how that listener perceives you and the radio station."



Bob Ransom

Tom Triplett

Bob Brown

Craig Novak

Jack Scott

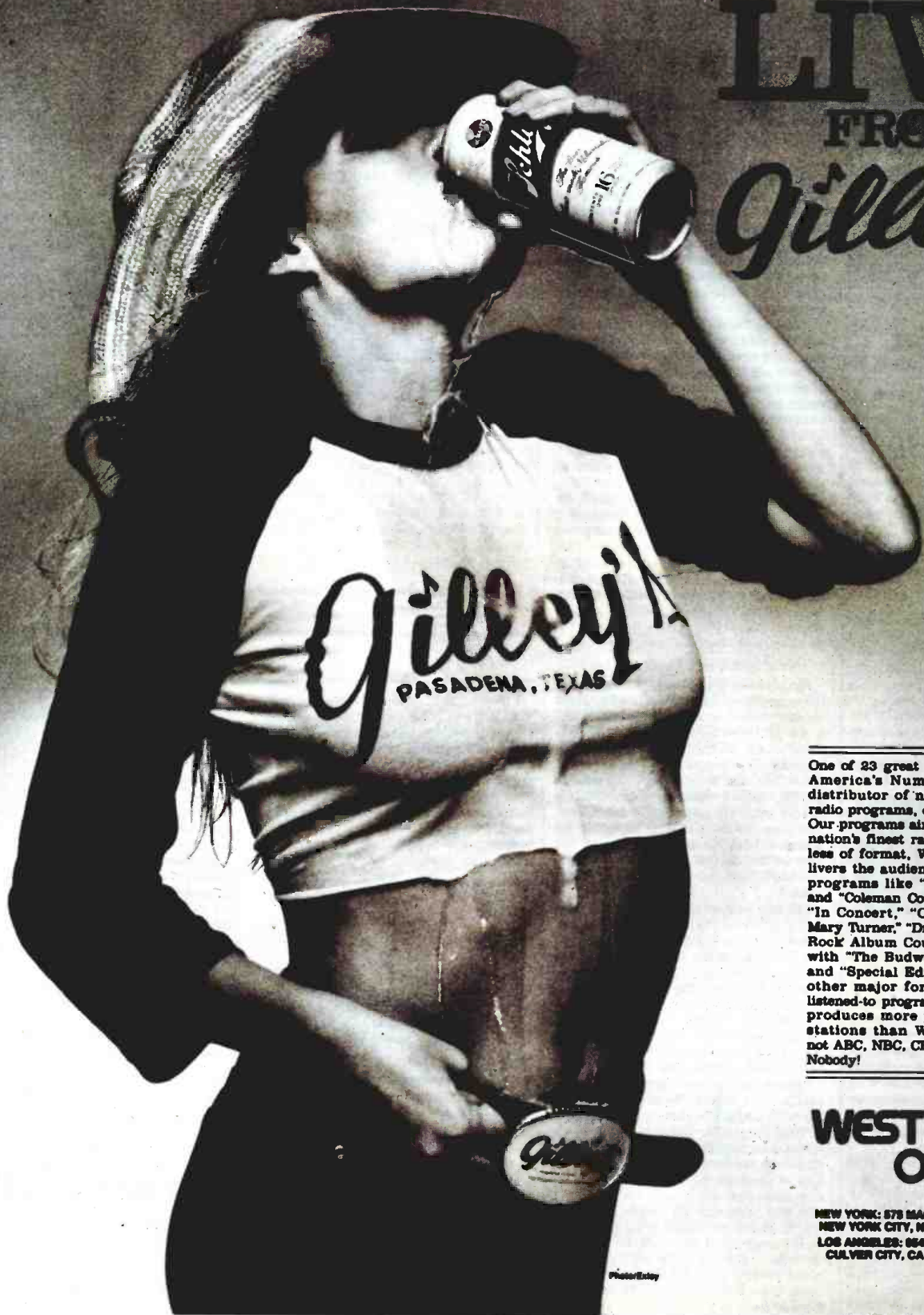
Michael Stone

Mike Hudson

Continued on Page 24

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Photo/Esley

WHYT Scores Big Debut

Continued from Page 22

Usually, a new youth-oriented radio station will begin its life with a "hip" image. It's new, it's fresh, and the kids pass the word. Is WHYT still considered hip? "I think CHR stations have always been hip, until AM radio sort of dragged the format down with it. The hits have always been popular, and will always be. If you play what the people want to hear, then you will win. The format of this station is self-explanatory... we play the hottest hits in town, over and over and over again. We aren't designed for long listening spans, but we do offer high curves, which turn into high quarter hours. When someone wants to hear the most popular music in Detroit, they will turn to WHYT."

Brightening A Depressed Economy

While Detroit is a depressed market with unemployment running about 20%, it's not as bad as Flint, MI (immediately north of Detroit) where unemployment is over 25%, the highest in the country. "People don't have a lot of money, but are still looking for fun things to do, and our radio station is fun. This is a major reason for our overwhelming success. As I mentioned earlier, the energy is positive at all times."

To get things rolling, WHYT started out with the "Name Game," which has been run at all the other Hot Hits stations, and acts as an initial name builder. Lee told me about WHYT's newest contest. "We're get-

ting ready to run another contest called 'The \$10,000 Call Letter Countdown.' We urge the listeners to pay attention to the songs we play. We will eventually play four tunes in a row that will spell out our call letters using the first letter of the first word in each title.

"When they hear them, they make a note of the time they heard them start, and mail the entry to us, listing the songs." An example would be "Winds Of Change," "Hungry Like The Wolf," "Your Love Is Driving Me Crazy," "Tied Up." He continued, "The person with the earliest post-marked correct entry will be the winner. In case of a tie, we'll split the money. Response to this contest is pretty heavy, and we're finding people are listening around the clock."

No Choice In Staff

Joining the staff at WHYT was, as Lee put it, "an interesting situation for all of us. I think I can speak for everyone when I say that we're all happy that it turned out this way. Everything has jelled. Mike was our leader, he brought us together and we all became friends. Most of the staffers came from either an A/C or AOR background, but all had some CHR experience in their past.

"Mike conducted his search with over 200 applications for a base, and sorted through them for a specific sound and voice quality. Then he and Maureen sat down and listened to every single tape that came in and narrowed the field. After we did dry runs and were on the air for a while, they asked me if I would like to become PD, and naturally I said yes. I really don't care that I didn't have a choice in the staff; they are all great," he said proudly.

Lee, who also does mornings, was most recently PD at WIRL/Peoria. He ran the staff lineup down to me: Bob Ransom 9am-noon (KLPQ/Little Rock), noon-3pm Tom Triplett (from WJR-FM), Bob Brews 3-7pm (WNDR/Syracuse), Craig Novak 7pm-midnight (WNTQ/Syracuse), overnights Jack Scott (WNFY/Daytona Beach), swing Michael Stone (KMGK/Des Moines), and morning news Mike Hudson (WJR-FM).

New FM CHR Competition?

While no one really likes to acknowledge the competition, I decided to ask Lee about another recent entry into the FM CHR arena in Detroit, Paul Christy's WABX. Christy calls his format "Hot Rock," and admitted in a recent story about WABX (R&R 1-7) that he was going directly at WHYT. "I don't think that WABX is doing exactly what we are doing," Lee stated. "We may feel some of their impact in the ARB monthlies, but then again they haven't been on the air that long. I'm not feeling that much from them on the phones at this point."

Lee then went on to point out some of the major differences between the two stations. "Their music is not dayparted at all, and the jocks are pretty laid back. They are playing a very high percentage of new material right out of the box, while we are a bit more cautious. I think we do share some demographic targets, but their slant is toward some of the more AOR crossover cuts, while we concentrate on records that become hits, whatever the origin.

"I don't think we are really in direct competition with anyone. We are sharing with the AORs and A/C's, as no one else has really tried to go after the 12-34 marketplace with a mass appeal format. The others have won those numbers in the past because of a lack of competition. We are looking for a nice demo spread across the board with our Hot Hits approach. We can only look at WABX as another signal trying for a piece of the audience. I think the best way to describe them would be somewhere between WHYT and WRIF. Personally, I think there are some excellent radio stations in town, but for hit music, you can't beat us."

Hot Hits!
WHYT 96

Hot Hits!
TOP 9 SINGLES

TR	TR
1	"Smiling Face with Apple Blossoms"
2	"The Winner Takes It All"
3	"The Winner Takes It All"
4	"The Winner Takes It All"
5	"The Winner Takes It All"
6	"The Winner Takes It All"
7	"The Winner Takes It All"
8	"The Winner Takes It All"
9	"The Winner Takes It All"

TOP 6 ALBUMS

TR	TR
1	"The Winner Takes It All"
2	"The Winner Takes It All"
3	"The Winner Takes It All"
4	"The Winner Takes It All"
5	"The Winner Takes It All"
6	"The Winner Takes It All"

WHYT 96 FM

Hot Hits!
WHYT 96 FM

Hot Hits!
WHYT 96 FM

Hot Hits!
WHYT 96 FM

Station Profile

95 KOZE

KOZE/Lewiston "95 KOZE"
PO Box 936
Lewiston, ID 83501
(208) 743-2502
OWNER: 4-K Radio, Inc.
GM: Mike Ripley
Acting PD/MD: Jay McCall
REP: none
950 kHz
5 kw day, 1kw night

Progressive programming, personality, and promotion, all with the listener in mind, is what KOZE is all about. With a recent frequency change and resulting increase in coverage, KOZE is making radio in the Inland Empire worth listening to.

We have a fulltime news staff that works around the clock to cover the region with the help of the ABC Contemporary Network. Our expanded sports coverage has gone over very well in view of the fact that Lewiston had two state-rated teams in football and basketball this year.

Promotions are another way of saying "95 KOZE gets involved." Whether it be a skate-a-thon, or tickets to a basketball game or concert, we're right on top of it. We recently got involved with some non-profit promotions for charity, and some successful sales promotions as well. We've found you don't need loads of money to be visible... just attract the listeners with a creative idea.

Musically KOZE has the advantage of small market loyalty, and big market tastes. We lean to a liberal playlist, but our large and loyal audience quickly lets us know if they are enjoying a new song or not. I feel that taking a few chances keeps the station fresh-sounding. We mix a some gold for variety, but rely mostly on current product of all types. We may be in Lewiston, ID, but we strive to display major market ideals and concepts.



Jay McCall

—Jay McCall

Bits

Motion

• WFOX/Gainesville in conjunction with Taco Bell and Delta Air Lines offered a trip for two to Nassau, Bahamas for eight days of fun in the warm weather, plus \$400 in spending money. Listeners had to register at point of entry locations, or by postcard, with guesses as to the location of the vacation. Clues were given on the air on a daily basis. PD Alan DuPriest reported great response and long listening spans as a result of the clues.

Pam Day is leaving her MD slot at KKQV/Wichita Falls to join KAFM/Dallas for the midday show and new KKQV PD Chuck Beck will handle the music duties... Jeff Serr moves across town from weekends at KHS-FM/Los Angeles to middays at KMGK... KHYT/Tucson welcomes Ken Bass to mornings from rival KWFM, replacing Stephen C. Brown... WQUT/Johnson City PD Rod Hampton is taking music calls 3-5pm daily.

KGQ/Riverside reports a new lineup: Gary Butterworth from KOCM/Newport Beach is doing mornings, Mary Price from KAWZ/Santa Ana does middays, PD Steve O'Neil handles afternoons, Craig Hubbs from XTRA/San Diego (and currently a KOST/Los Angeles weekend) is doing nights, and Lori Gasson from KPPO/Riverside is on overnights... KYOS/Mesa weekend Tom Hedtke is promoted to middays, as Beaver Brown moves to news, and Dave Landon becomes the new weekendender... Our condolences to the staff of WKW/Ocean City on the loss of afternoon man John Herrick in an auto crash. Although jock Jim Hart was with him, but escaped with only minor bruises.

Erim

Continued from Page 3

tal areas, making him ideal for this new position."

After joining Atlantic in 1966 as Assistant Studio Manager, Erim worked in artist relations and promotion, becoming VP/National AOR Promotion in 1979 and moving to the VP/Artist Development position in early 1982.

Perkins

Continued from Page 3

FCC allegations that he was using his position to promote the records of groups in which he had a financial interest, Perkins resigned from the station in 1978. He was also a singer and performer with several late '60s singles top his credit, and was manager of MCA artists One Way at the time of his death.

Services were held Thursday (2-17) in Detroit. Perkins is survived by his wife, a son, and a daughter.

The Music Section

CHR's Most Accurate Music Information
P1 Playlists... See Page 79
Adds & Hits... See Page 81
Parade... See Page 83
New & Active... See Page 94



62 UP, 103 DOWN

AOR Fall ARB Scoreboard

How bad was it? Well, the fall Arbitron books are all accounted for, and it was the first AOR sweep in a few years where we showed more 12+ losers than winners. The raw statistics showed 62 stations up in 12+ figures, 103 down, and seven stations holding their last book share (or no last book share available). However, it was hardly the bloodbath that the usual format doomsayers claimed. This is not the end of Album-Oriented-Rock radio; it is, however, indicative of a format at an important crossroads.

The Older The Better

Actually, this book's results should have come as no great surprise to anyone who's been paying attention to these columns in the past several months. Indeed, it was over a year ago when I began writing about stations that were no longer interested in achieving inflated 12+ figures if those figures were the result of listening by unwanted demographics. In scores of cases, down 12+ figures are directly accountable to stations gearing up in upper demo listeners, and leaving teens behind (which is why it is essential to look at demographic breakdowns as well as 12+ wins for the true picture of the state of the AOR format today). In scores of other cases, down 12+ figures were only down by as little as a tenth of a point — and that down figure still put many stations in a most desirable market position. Some examples include market-dominant if down 12+ fi-

gures for stations like WBBN/Cincinnati, WMMS/Cleveland, KILQ/Colorado Springs, WRKI/Danbury, KLAQ/El Paso, WLAV/Grand Rapids, KGON/Portland, WXLN/Quad Cities, KOZZ/Reno, KSJO/San Jose, and WIOT/Toledo. These supposedly down figures still left Denver with 20.7 percent total AOR listenership, and San Diego with 18.3. These listeners have not abandoned their favorite radio stations, and aren't about to.

Some things have not changed: AOR radio remains chiefly an 18-34 demo format (with 53 rated stations #1 in their markets in this attractive demo). Teens also account for a large percentage of our audiences, with 43 stations #1 in their markets in this demographic. This figure is down, by the way, from our spring showing of 60 #1 Teen wins, which again indicates AOR radio's interest in gearing its music and presentations to older listeners. AOR's appeal to 25-49s re-



"Don't panic - things aren't as bad as they seem."

mains in its infancy stage, (only KINK/Portland and WRKI/Danbury were #1 in this attractive demo, though nine stations were number two in their markets in 25-49 listenership).

Consultants: Time For A Change

It was, in general, not a good book for the AOR consultants, though again, I urge you to look beyond 12+ figures for their clients' wins in strategic demos. All the same, some raw numbers are intriguing. AOR's most-used consultants, Burkhardt/Abrams, WXLN/Michaels/Deaglas, took the biggest beating, with 41 down 12+ figures and only 15 up, and one the same as last book. They did score 11 market-dominant 12+ figures.

Pollack Communications, second largest organization in terms of client stations during the fall sweep, fared better, with eight up, eight down, four number ones, and one whopping new signal debut (KWEL/Anchorage's 19.1). Pollack commented on this book's results, "The virtual stampede toward adding more modern music in the last few weeks is a reaction to AOR showing its sweep. AOR music was predictable and tired, as most AOR consultants have not responded to the shift in musical tastes. We have evolved over the past year, playing what we felt was the most compatible

new music. It has been clear to us for some time that research cannot be the only element in deciding what music is appropriate to play."

Sebastian, Casey and Associates registered four up books, nine down, two the same, and two number ones. John Sebastian commented, "We did not lose to a

Continued on Page 26

LEGEND: (A)—Abrams Superstars client; (C)—Carroll client; (H)—Hatrisk client; (N)—Noble client; (P)—Pollack client; (S)—Sebastian client; (CS)—Clark Smidt client; *—Not Available.

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25-34 adult figures have been substituted in markets where no 25-49 sample was available.

Stations that were #1 in their markets show 12+ figures in bold. #1 or #2 demo market positions have been so noted. Ties noted in italics.

Burkhardt-Abrams has special, research-oriented consultation agreements with WMNR/Philadelphia, WMMS/Cleveland.

Station/Market	Last	Current	10-12-25-49	Teen
WPKX/Albany (A)	11.6-10.8	1	1	1
WQSK-FMA/Albany	3.3-4.7	—	—	—
KFMG/Albuquerque	7.4-5.5	—	2	—
KWXL/Albuquerque	9.0-9.5	2	1	—
WZZO/Albiontown (A)	10.1-9.1	1	1	—
KEZY-FMA/Anheim	1.9-1.6	—	—	—
KRKN/Anchorage	10.5-2.9	—	—	—
KWHL/Anchorage (P)	*-18.1	1	2	1
WAPL/Appleton (A)	9.1-9.6	1	1	—
WKLS-FMA/Atlanta (A)	6.2-7.9	—	2	—
KLBN/Austin	13.4-10.3	1	2	—
KMGH/Bakersfield (C)	2.9-2.0	—	—	—
WYYV/Baltimore (A)	7.7-6.4	1	—	—
KZOM/Beaumont	5.7-6.6	1	—	—
WAPF-FM/Birmingham	4.4-7.4	—	—	—
WBCH/Boston	6.3-5.6	1	—	—
WBOS/Boston (CS)	2.5-1.0	—	—	—
WCOZ/Boston (S)	7.5-4.9	—	2	—
WGRO/Buffalo (A)	7.7-5.5	—	1	—
WUWU/Buffalo	.7-2.0	—	—	—
WZLW/Buffalo	2.6-2.0	—	—	—
WDWG/Charleston	3.8-2.5	—	—	—
WKTM/Charleston (A)	5.5-4.7	—	—	—
WROQ/Charlotte (A)	10.7-8.5	—	—	—
WLUP/Chicago (S)	4.2-3.4	—	—	—
WMET/Chicago (A)	2.2-2.0	—	—	—
WXRT/Chicago	2.1-2.3	—	—	—
WBBN/Cincinnati (S)	9.8-8.5	1	2	—
WKSZ/Cincinnati	2.4-2.1	—	—	—
WMMS/Cleveland (A) (P) (S)	9.6-8.4	1	2	—
WRQC/Cleveland	1.5-2.6	—	—	—
KILO/Colorado Springs	19.3-14.5	1	2	—
WLVO/Columbus (A)	11.0-12.8	1	2	—
KNCN/Corpus Christi	10.7-14.3	1	—	—
KTXQ/Dallas (A)	5.3-3.4	—	—	—
KZEW/Dallas (P)	6.4-4.9	2	—	—
WRKI/Danbury (A)	13.6-13.5	1	1	—
WTUE/Danbury	14.4-13.3	1	1	—
KAZY/Denver	6.2-5.9	1	1	—
KBCD/Denver-Sandifer	3.1-4.2	—	—	—
KBPD/Denver (P)	7.2-5.5	2	2	—
KPKD/Denver	5.8-3.9	—	—	—
KTCL/Denver-PL Collins	*-1.2	—	—	—
KGGD/Des Moines (A)	12.9-10.3	2	2	—
WABX/Detroit (S)	4.0-2.8	—	—	—
WLLZ/Detroit	4.7-4.3	—	2	—
WDFD/Detroit	5.6-5.4	1	—	—
KLAQ/El Paso (A)	13.0-19.2	1	1	—
KZEL/Eugene (A)	16.3-11.6	1	2	—
WWCK/Flint (A)	14.3-10.2	1	1	—
WKKR/Flint Wayne (S)	6.8-10.0	—	—	—
KBOB/Fresno	4.5-4.2	—	2	—
KKDJ/Fresno (A)	5.5-4.8	—	2	—
WRUF-FM/Gainesville	18.0-14.1	2	2	—
WLAV/Grand Rapids (A)	14.3-12.3	1	1	—
WKZL/Greensboro (A)	9.2-6.1	—	2	—
WCKN/Greenville	4.4-5.9	—	—	—
WTPA/Harrisburg (A)	9.5-13.7	1	1	—
WCCC-FM/Hartford (A)	5.0-5.9	2	1	—
WHCN/Hartford	6.9-5.4	—	2	—
KDUK/Honolulu (A)	7.2-7.9	2	2	—
KLOL/Houston (S)	6.9-6.9	1	—	—
KBRN/Houston (A)	3.4-4.1	—	—	—
WFBQ/Indianapolis (P)	8.8-7.4	2	—	—
WYVV/Jacksonville (A)	8.8-7.0	2	2	—
WZXY/Johnson City	4.1-3.3	—	—	—
KCCI-FM/Kansas City (H)	1.2-4.4	—	—	—
KYYB/Kansas City (A)	9.6-5.2	—	2	—
WIMZ-FM/Knoxville (A)	11.3-9.9	2	2	—
WLS-FM/Lansing (A)	7.6-6.1	—	—	—
KOMP/Las Vegas (A)	10.4-11.4	2	2	—
WKQA/Lexington	15.5-15.2	1	2	—
KMJK/Little Rock	4.5-9.3	2	—	—
KLOB/Los Angeles (P)	4.7-3.7	2	2	—
KMET/Los Angeles	3.4-3.7	1	—	—
KNX-FM/Los Angeles	1.6-2.5	—	2	—
KROQ-FM/Los Angeles (C)	3.7-3.9	—	1	—
WLRN/Louisville (A)	5.8-4.9	—	—	—
WOMF/Louisville (S)	7.9-7.8	—	1	—
KFMD/Lubbock (A)	12.1-8.1	—	1	—
WIBA-FM/Madison (N)	11.6-10.6	1	1	—
WMAJ/Madison (A)	6.3-4.9	—	—	—
WZXR/Memphis (A)	10.7-7.1	—	—	—
WCKM/Miami	2.3-1.6	—	—	—
WHEW/Miami (A)	4.4-3.5	—	—	—
WLPX/Milwaukee (A)	5.6-4.1	—	2	—
WOFM/Milwaukee (S)	6.5-5.5	1	1	—
KQWB-FM/Minneapolis	6.0-4.9	—	—	—
KQRS-FM/Minneapolis (P)	4.6-5.7	—	2	—
WKDF/Missoula (A)	12.4-12.8	1	1	—
WAPP/Missoula-Suffolk	2.9-3.9	2	1	—
WBAJ/Missouri-Suffolk	3.6-3.2	—	—	—
WLRN/Missouri-Suffolk (A)	1.2-1.9	—	—	—
WRCH-FM/Missouri-Suffolk	7.9	—	—	—
WPLN/New Haven	7.1-8.0	—	—	—
WRNO/New Orleans	8.5-8.1	2	—	—
WAPP/New York	4.9-3.1	—	—	—
WNEW-FM/New York	2.0-2.1	—	—	—
WPLN/New York	3.5-4.3	—	1	—
WNOR-FM/Norfolk	8.6-7.9	1	2	—
WZAM/Norfolk	9.9	—	—	—
WNYK/Norfolk	8.1-5.7	—	1	—
WEZLNLE, PA (A)	7.1-7.3	2	1	—
KATT-FM/Oklahoma City (P)	9.1-14.2	1	2	1
KEZO/Omaha (A)	11.6-11.6	2	2	—
WDOZ/Orlando (A)	10.8-11.4	1	—	—
WWCT/Ocala	9.9-12.5	1	2	—
WIOQ/Philadelphia	3.1-4.1	—	—	—
WMAN/Philadelphia (A)	8.5-4.5	2	—	—
WYSP/Philadelphia (P)	4.4-4.8	—	—	—
KDKB/Phoenix (P)	6.8-7.6	1	1	—
KUPD/Phoenix	5.9-5.5	—	2	—
KSTN/Phoenix-Huaz	2.4-1.6	—	—	—
WVEP/Pittsburgh (A)	5.9-6.7	1	1	—
WYDD/Pittsburgh	3.0-2.6	—	—	—
KGON/Portland (A)	13.3-8.1	1	1	—
KINK/Portland	5.8-7.6	2	1	—
WBRU/Providence (A)	1.3-2.7	—	—	—
WHYJ/Providence (P)	10.4-8.9	1	1	—
WXLN/Quad Cities	13.2-13.1	1	1	—
KFMH/Rosemead	.4-1.6	—	—	—
WQDR/Raleigh (A)	8.7-7.5	2	2	—
KOZZ/Reno (A)	16.1-15.5	1	2	2
WXLN/Richmond (P)	8.6-6.8	—	—	—
KCAL/Riverside	2.1-3.3	2	2	—
KOLA/Riverside	3.7-3.6	—	1	—
WBLQ/Rosemead	6.9-7.6	—	2	—
WCMF/Rochester (P)	9.9-10.8	1	1	—
WILQ/Rochester (S)	8.2-7.2	—	2	—
KROY/Sacramento	3.3-5.1	—	—	—
KZAP/Sacramento (A)	13.7-8.5	2	1	—
KSHZ/St. Louis (S)	4.5-5.7	1	—	—
KWK-AM/St. Louis	1.3-8	—	—	—
KWK-FM/St. Louis	7.4-4.8	—	2	—
KLBN/Salt Lake	3.0-2.5	—	—	—
KCPX-FM/Salt Lake City (A)	7.6-6.3	1	—	—
KRSP-FM/Salt Lake City (H)	5.8-7.0	—	1	—
KISS/San Antonio (P)	11.1-12.2	1	2	1
KGB/San Diego	5.5-6.6	1	2	—
KFMN/San Diego	3.4-3.1	—	—	—
KPRN/San Diego	5.8-5.1	2	—	—
XTRA-FM/San Diego (H)	4.7-3.5	—	—	—
KFOG/San Francisco (A)	2.7-1.1	—	—	—
KMEL/San Francisco (S)	3.3-3.3	1	—	—
KQAK/San Francisco	.9-1.6	—	—	—
KRON/San Francisco	3.7-2.7	—	1	—
KOME/San Jose	5.3-4.2	—	2	—
KSJO/San Jose	8.5-8.3	2	1	—
KTMS-FM/Santa Barbara	8.1-4.5	—	—	—
KTYD/Santa Barbara	8.6-9.4	1	—	—
KVRE/Santa Rosa	3.5-2.5	—	—	—
KISW/Seattle (A)	7.5-6.2	1	2	—
KJET/Seattle	.5-8	—	—	—
KZAM/Seattle (P)	3.2-3.6	—	—	—
KZOK/Seattle (S)	5.4-6.2	2	1	—
KMQB/Spokane	10.9-5.6	—	—	—
KEZE/Spokane (A)	12.9-8.3	1	2	1
KREB-FM/Spokane	4.8-5.1	—	—	—
WAQY/Springfield	7.4-6.5	1	1	—
WAQX/Syracuse	4.4-6.2	—	—	—
WSTN/Syracuse (A)	11.6-12.9	1	1	—
WQXM/Tampa (A)	4.2-3.0	—	—	—
WYNF/Tampa (S)	4.1-5.0	—	—	—
WIOT/Toledo (A)	13.6-11.7	1	1	—
KLPX/Tucson (A)	7.9-5.3	2	—	—
KWFM/Tucson (P)	10.0-10.7	1	2	—
KMOD/Tulsa (P)	11.7-10.4	1	2	—
WAVA/Washington	3.9-4.0	—	—	—
WVDC-FM/Washington	3.1-2.9	—	—	—
KICT/Wichita (A)	10.1-8.3	2	2	—
WZDZ/West Palm Beach (S)	4.0-3.7	—	2	—
WAAF/Worcester (A)	12.3-10.2	1	1	—

EVOLUTION

Dana Jang is upped to Asst. PD at KOME/San Jose, where Karla Nakimura is upped to MD, Mark Goldberg is named News Director, and Scott Elliott joins for late-nights... WMET/Chicago's new Music Assistant is Susan Bax... Tasha Simms exits mid-days at Q107/Toronto to pursue an acting career... Y5/Rockford hires Marie Stage for mornings and promotions from WSP/T Stevens Point... Tom Stevens is upped to Promotion Director of WIZD/West Palm Beach... WSHE/Miami hires Randy Thomas for airwork... George Meier rejoins PolyGram's Rock Department... KLOL/Houston hires B/A/M/D for consultation... Terry Gladstone exits KEZY/Anaheim weekends to pursue a music career... WFRD/Hanover, NH picks Robert Cutler as PD.



ZZ'S TOPS WITH LISTENERS — WB's ZZ Top took part in a promotion with KSMB/Lafayette that awarded a guitar to a winning listener. Pictured at the prize presentation (l-r) are KSMB Promotions Director Jeannine Bergeron, PD Scott Segraves, winner, and band's Billy Gibbons.

Coming Next Week: One of the Fall Arbitron AOR wins that deserves special attention was KINK/Portland's rise to second place in the market with an up 7.6. It's an impressive figure for a 25+ AOR, with great demo wins to match, and next week, PD Rick Scott explains how to make an upper demo AOR a winner.

AOR Reporter Profile

KMOD/Tulsa
5350 East 31st St., Ste. 200
Tulsa, OK 74135
(918) 684-2810

PD: Charlie West
MD: Jeremy Whitworth

Owners: Clear Channel Communications
Rep Firm: CBS Sales

Frequency: 97.5
Power: 50,000 watts

"Targeted 18-34 adults, KMOD has a current, up tempo sound with a rock and roll image. We fill a large void between an A/C and a teen-sounding CHR station here by playing the best music possible, determined by research and by what we feel sounds in tune with the station's musical image. We're very visible, with a great deal of promotions that are geared and departed for different demographics. The input we receive from Pollack Communications is invaluable in the evolution of the station's overall air sound.

"We determine library tracks by research, while current tracks, after they've been in here for two or three weeks, are moved around or out of the system partially by callout research. However, I don't believe callouts are gospel. Brand-new music is added after conversations with Pollack's organization, based on the station's sound and whether the track would fit in. This kind of input keeps the station fresh at all times; we never sound stale."
PD Charlie West



WATCH MY MOUTH — That's the theme of the new TV spot for KBPI/Denver, running through the Spring sweep. The spot, produced by Chuck Blom and Don Richman Inc., is a variation of the "remarkable mouth" theme. Pictured with model Kelly Harmon are Sandusky President Toney Brooks (left) and director Don Richman (right).



GRANT TINKERS WITH SOURCE — Grant Tinker, Chairman and Chief Executive Officer of NBC, addressed a recent gathering of regional Source affiliates, discussing satellites and the network's plans for long and short form programming. Pictured with Tinker (left) is Marvin Rosenberg, National Sales and General Manager of KAZY/Denver.



TATTOO ON TOUR — Mirage recording artists Rose Tattoo have embarked on their debut concert tour of America, stopping in New York for a show and a celebration. Pictured (l-r) are WPLR/New Haven PD Rick Allison, MD Mike Kirven, band's Angry Anderson, Mirage President Jerry Greenberg, and Atlantic's Associate Director of National Album Promotion Alan Wolmark.



TRUMPHANT DEBUT — Mike Levine (center) of RCA's Triumph made a recent L.A. visit for a "Rockline" debut of the new Triumph lp, and then a visit with RCA's J.F. Neumann (right) to KMET, where MD Hugh Surratt (left) was hand-delivered a copy of the lp by the band's bass guitarist/keyboard player.



SHE'S A RUNNER FOR SQUIER — When Capitol's Billy Squier (right) headlined recently in Columbus, WLVO air personality Wendy Steale was on hand as a station rep to greet Squier.

UPDATE

Apparently WQFM/Milwaukee's double album of hometown talent was a real winner, because Elektra/Asylum Records couldn't decide which track from the LP should be distributed to AORs nationwide. As a result, the company will release three of the double-set's songs on a 12" in the coming weeks... KSHE/St. Louis just held its sixth annual "St. Valentine's Day Massacre" concert, featuring the Outlaws and Poco... WKLC/St. Albans held a three-day Rock Expo of lifestyle-oriented goods and live rock sets by Steel Breeze, the Producers, and the John Hall band... Cleveland mayor George Voinovich declared February 16th "Buzzard Day" in honor of WMMS's fourth straight win in the Rolling Stone Readers' Poll for favorite radio station... This past week's "Rockline" show with Loverboy originated from KZOK/Seattle's air studios... WRIF/Detroit celebrated its 12th AOR anniversary with a write-in drawing to win 12 catalogues of 101 of the past 12 years' best rock albums... WLPX/Milwaukee air personality Craig Kilpatrick went on tour with Judas Priest for four days and brought back a report on life on the road, along with an exclusive interview with the band... WKLS/Atlanta is giving away the pace car in the upcoming Atlanta Coca Cola 500, in a write-in drawing... KWXL/Albuquerque celebrated its third AOR anniversary with a free listener party that included free champagne and birthday cake.

AOR Fall ARB Scoreboard

Continued from Page 25

single Burkhardt/Abrams station. Other than WCOZ and WMJQ, where we had poor books, we had a strong sweep: KSHE was able to beat KWK during the first book of our involvement, KLOL continues to dominate Houston, etc. In general, I think there are some real problems ahead, which we're already addressing with our stations by adding more new music. But to go 80% new to 20% old is ludicrous. In just the few short weeks since Lee's stations have made these changes, in the audience measurements I've seen they've gone down to nothing. They're going to blow their whole network. It's a total overreaction to their disastrous sweep, and the record companies' excitement over their new music (and rightfully so; it may salvage the record industry)."

John also explained why he isn't yet offering his current clients the new format he perceives as filling a gap in the current radio marketplace: "It's so radically different from what I'm doing with the stations right now that, for 90% of them, it wouldn't be the answer they're looking for. The demos will be so different that, while I hope some will go for it, the vast majority aren't ready to take that radical a step."

The new consultant on the block (and also the one receiving the most press), Rick Carroll and Associates, registered one up book (KROQ/Pasadena) and one down (KMGN/Bakersfield), with similar results for its two CHR-oriented clients (KYYX/Seattle was up and KEGL/Dallas was down).

Rounding out the consultant list are Noble Broadcast Consultants (programmed by Frank Felix), with one up (KRSP-FM/Salt Lake City) and two down (WIBA-FM/Madison and 91X/San Diego); Hattrik Communications Inc., with one up client (KKCI/Kansas City), and Clark Smidt with one down book (WBOG/Boston).

Of course, in the end, numbers are only as good as what can be sold, and whether you've beaten your direct competitor(s) (down book or not). With that in mind, I present the fall ARB AOR Scoreboard.

CONCERTS & CONVERSATIONS

Presentations: Steel Breeze presented by KKCI/Kansas City for \$1.06... Vandenberg presented by WMAD/Madison for \$1.92.

Broadcasts: Greg Kihn on KMEL/San Francisco... Savoy Brown on WMMS/Cleveland.

Conversations: Aerosmith on KZOK/Seattle... Triumph, Neal Schon on KSJO/San Jose... Judas Priest, Heaven on WIOT/Toledo... Judas Priest on WLS-FM/Lansing... Jerry Garcia on KVRE/Santa Rosa... Nantucket on WODR/Raleigh... Huey Lewis on KBCO/Boulder, KLOL/Colorado Springs... Pat Travers on KWHL/Anchorage... Neil Schon on KROY/Sacramento... Journey on WLS/Los Angeles... The Bangles on KNAC/Long Beach... RED Speedwagon, Red Rider on WXKE/FL Wayne... Vandenberg on WMAD/Madison... Scandal on WQMG/Albany... Night Ranger on WZZO/Allentown... Phil Collins on WMMS/Cleveland... Little Steven on KSHE/St. Louis... NRBQ on WCCC/Hartford... Saga on WOVE/Chattanooga.

The Music Section

EXPANDED & UP TO DATE

AOR's Most Accurate Music Information
Station Listings... See Page 75
Hot Tracks & 25+ Chart... See Page 90

Adult/ Contemporary



JEFF GREEN

WINNER'S CIRCLE SERIES, PART TWO

WMJI Sweeps Cleveland In Just Six Months

When it comes to winning radio stations, the talk in A/C programming circles lately has been the "overnight" success of WMJI ("Magic")/Cleveland. The summer '82 Arbitron, described by Operations Manager Mike McVay as "a shaky debut," bestowed impressive figures. However, it was during the fall '82 book that WMJI really created magic, soaring to #3 12+ and easily outdistancing five A/C's in 25-29 adults, including traditionally strong WZZP and WGAR.

WMJI seems to be the kind of radio station almost anybody would enjoy working at. Why? Practically every aesthetic, personal, and financial consideration related to broadcasting is revered. Under Harvard-educated owner Larry Robinson and co-owner Larry Pollock, WMJI has been crafted, creatively and scientifically, to be successful and deep in resources.

What kind of resources? Financial, to start... there are two fulltime promotion people, four staffers for callouts, \$10,000 giveaways, consultants, researchers, incentives, bonuses, and TV advertising. Indeed, WMJI's management seems to take the broadcasting game very seriously.



Mike McVay

Therefore, it's no wonder that Mike, modest as he may be, attributes practically all of WMJI's success to Larry Robinson. Mike told R&R the story of WMJI's "overnight" popularity, and explained how mastering four key programming areas hitched the "Magic" image to WMJI's thoroughbred business management.

Management Leadership

"What it really boils down to is that Larry gave us the tools to win," began Mike. "He is an excellent businessman and you have to admire what he's done considering these are the first radio stations he's owned. (WMJI's AM sister WBBG also debuted strongly, and is already the city's #1 AM 12+.) Financially speaking, many broadcasters are willing to cut corners to get by. Larry, however, spends money to make money."

Apparently money spent wisely, as WMJI has several management people involved as outside contributors. "WROR/Boston PD Gary Berkowitz helped us set up this station," said Mike, "and longtime WMMS Promotion Director Dan Garfinkle is now a promotion consultant to us. Plus there's the Research Group. They did the initial strategic study, which indicated a definite hole for a station positioned between WGCL and WMMS, and slightly more contemporary than the A/C's. Without all these experts," Mike concluded, "it definitely would have been a much more difficult road to the top."

Success Methodology

Discussing his successful programming efforts, Mike said, "If you want to win, you have to look at the four main areas: music, personalities, information, and promotion. We've kept these areas in mind for every decision."

1. Music

"Musically, WMJI is uniquely positioned in that we siphoned women from both WMMS and WGCL because we're a 'hip' A/C. For starters, we play the album versions of everything. The Beatles' 'Golden



ARE YOU SURE I CAN DO THIS ON THE AIR? — WBOW/Terre Haute's morning man Bob Scott proceeds to get drunk on the air to prove to listeners that drinking and driving don't mix. Bob's progressive inebriation did well in driving this point home, and in fact, the attending Indiana State Police trooper did drive Bob home after it was all over!

Slumbers' medley — you'll get all eight minutes of it. That goes for the currents as well. It's been very important in positioning the station from a perception standpoint.

"When it comes to oldies, we're appealing to the old hippie. We'll play 'San Francisco' by Scott McKenzie. Heavy emphasis on mid-'60s and early '70s. Our 'Saturday Night All-Request Oldie Show,' 'Lunchtime At The Oldies,' and 'Midnight Memories' programs specifically look for music that appeals to people who grew up in the mid-'60s."

Regarding music research, Mike said, "We check all music carefully, utilizing the Research Group, plus employing four people to conduct callouts. However, I don't think you can sit down on currents and depend 100% on callouts. Therefore, even though I look at research, I still think programming's an art."

"However," he pointed out, "callout research has helped turn up some valuable currents that most A/C's would not play, such as Men At Work's 'Down Under' and 'Jack & Diane' by John Cougar. We had fantastic success with both songs."

2. Personalities

Mike believes in giving his personalities room to move, but makes sure they're well-trained in order to handle it. "All are former PDs," he said. "I specifically looked for programmers so they would understand the strategy better. They've walked a mile in my shoes. In reality, when the talent's on the air, he's the PD. He is the final decision-maker. For example, I'll put cards in front of our jocks and tell them, 'Don't read this, say it. Get this point across in your own way.' We encourage this method. Because all of our jocks are PDs, they know how to do this well."

"Shortly after we came on the air, we hosted a free Beach Boys concert following a Cleveland Indians home game. It made us legitimate. It somehow said, 'We're for real and we're not going away!'"

—Mike McVay

3. Information

"In building our information services," said Mike, "we hired three highly talented newpeople. Our information is concise and accurate. To counterprogram WZZP, we run four minutes of news at :55, and three minutes at :25. Because one's reliance on radio for information generally decreases as the day progresses, we only run news in morning drive; afternoons get traffic and weather."

4. Promotion

"Unlike the low-profile A/C FM's, our station is everywhere. It really started when, shortly after we came on the air, we hosted a free Beach Boys concert following a Cleveland Indians home game. It made us legitimate. It somehow said to WMMS, WZZP and the others that 'we're for real and we're not going away!'"

"So now, if it's happening in Cleveland, we're there. Among other things, we've given free advertising to businesses that conduct projects to fight unemployment, publicized events that encourage business downtown, staged 'Thank Magic It's Friday' parties — you name it."

"However," maintained Mike, "these promotions are done with a minimum of clutter. One way we manage this is by underwriting the promotions ourselves, thereby eliminating client mentions. We also study promotion schedules just as we do with rate cards. We analyze our own reach and frequency abilities, and these efforts help avoid oversaturation and keep WMJI a very 'clean' radio station."

Maximum Performance

When asked how the WMJI personalities were inspired to perform with such results, Mike said, "We're real positive-minded, an attitude that comes from Larry Robinson. He's well-organized, encourages perfection, and forces you to do the best job you can. But he also takes care of you. When we first brought our personalities in, we paid the moving expenses and put everybody up at a hotel. But we also went out of our way to do things like rent limousines for a tour of Cleveland. We visited the zoo and all of the places we knew the jocks would be talking about on the air. We found a realtor who helped them find houses and apartments. We've built in ratings bonuses and incentives. You see, everybody shares in the success of Larry Robinson."

PROGRESS: Air Personalities

Former KAAY & KLPQ/Little Rock morning man Dan Murphy takes mornings at KNOR/Norman, OK... WGBB/Long Island's new morning host is Gary Nolan from WFTQ/Worcester... KDUO/Riverside PD Gary Campbell is also now weekendender at KHTZ/Los Angeles... Mark Edwards, formerly of the Satellite Music Network, joins WCFL/Chicago for mornings. WCFL's new midday team is Bob and Betty Sanders... KGW/Portland afternoon man Jim Donovan moves crosstown for mornings at KCNR... Former WCAW/Charleston, WV morning talent Casey Cash moves to mornings at competitor WKAZ... Former Columbia School of Broadcasting counselor BIN Bannister takes evenings at WRVR/Memphis... Jon Kernerman moves from WAUR/Aurora, IL to WYEN/Denver. Also new at WYEN is Michael MacDonald, previously of WKQX/Chicago... WMAZ/Macon welcomes WSGA & Z-102/Savannah's Lyndy Brannen for mornings... Chicago Satellite Network's Scott Fischer joins KPPL/Denver for after-

noons... Michele Ista hosts "W-I-People Talk" on WIP/Philadelphia... Robert M. Chenault takes overnights/weekends at KFMB/San Diego... Chris Tyler shifts his evening show from WNCI/Columbus to WSNW/Philadelphia... KMOM/Monticello, MN GM Mike Diem joins WJON/St. Cloud for middays... WQMC/Detroit partimer Kurt Kelly promoted to evenings... WWSN/Philadelphia lineup: 6-10 Dennis Cahill (WIF/PHIL), 10-3 Harriet Coffey (94-Q/A/Nanta), 3-7 PD Jack Acuff, 7-mid Melissa (WKLS/A/Nanta), mid-8 Jay Alan (K-98/Rome, GA), News Director Cynthia Weger (WFIL/Philadelphia).

The Music Section

A/C's Most Accurate
Music Information
Adds & Hots... See Page 74
New & Active... See Page 89

Station Profile

WAAY "1550 Way"/Huntsville
Box 2041
Huntsville, AL 35804
(205) 533-9190
Owner: Smith Broadcasting
Rep: Torbet
GM: Glen Buxton
PD: Jerry Dean
MD: Jim Kendrick
1550 kHz
50 kw



"Over the past 1 1/2 years, we've evolved from a CHR to an A/C approach, for the same reasons many other AMs have moved to A/C. We became involved with the Research Group and their market study results showed the majority of Huntsville's 25-49 year-old listeners tune to AM."

"WAAY has its own TV station (WAAY-TV, Channel 31), which we use heavily for promotion. I've found that the unique and funny TV promos we've produced work very successfully. Another advantage of having your own TV station is that all the TV reporters work for WAAY Radio as well. Having their names and voices on the air helps to create a solid news image. The WAAY news center won UPI's Best State Newscast in '82, along with Best Investigative and Best Sports Reporting."

"WAAY is a full-service station with many promotions, good personalities, news, and most importantly music that's on target. We do weekly callouts on 20 songs, divided between currents, recurrents, and oldies. Sometimes we'll test some oldies we're not playing to see if there's interest from our listeners."

"Our lineup is as follows: Huntsville's only two-man morning show, Rick & Pete; middays Jim Kendrick; afternoons Jerry Dean; 6-10pm Scott Ross; 10pm-2am Dave Stephens, and Greg Sherrod overnights."

—Jerry Dean, PD

Country



CAROLYN PARKS

WHATEVER HAPPENED TO ...

Yesterday's "New Faces"

Each year one of the highlights of the Country Radio Seminar is the Saturday evening closing event, the "New Faces" show. Since the first program back in 1970, this annual event has given the radio and record community a glimpse of many of the stars of the future, as evidenced by the list of alumni who have achieved success following their "New

Faces" appearances (Crystal Gayle, Larry Gatlin, Eddie Rabbitt, Ed Bruce, Earl Thomas Conley, Mel McDaniel, Charly McClain, Janie Fricke, Ronnie McDowell, Gene Watson, John Anderson, Razy Bailey, John Conlee, Gail Davies, Alabama, Lacy J. Dalton, Reba McEntire, Juice Newton, Sylvia Frizzell & West, Gary Morris, Steve Wariner, George Strait, and Ricky Scaggs ... to name a few!)

While those names are familiar to all of you, there are other past new faces who may not be quite as visible on a day-to-day basis but who have carved a niche for themselves outside of the performing arena. I thought this might be an excellent time to reintroduce you to a handful of yesterday's up-and-coming talents who elected to pursue other areas of the entertainment field and have been quite successful in their chosen crafts. Here to fill you in on what life has had in store since their "New Faces" performances are Jack Barlow and Norro Wilson (both from the 1970 show), Jim Mundy (1972), Even Stevens (1976), and Jim Weatherly (1980). A special thanks to OCRB Director of Publicity Dennis Bess for his help in tracking down some of the more elusive past performers!

Jack Barlow

I guess I was a new face in 1970, although apparently more people remember that show than I do! I was with Dot/Paramount at that time and had about half a dozen top 20 records, but never could quite get that number one. I stayed alive in the business but got into commercials, which started getting good for me about six or seven years ago. One that everybody in the country has seen many times is for Big Red chewing gum. I was the guy who said in a deep voice "Big Red." There've been a lot of others like Kraft and Busch Beer and also some regional things like Bob Evans sausage.



"Zoot" Fenster The "Real" Jack Barlow

The biggest-selling record I ever had wasn't even recorded under my name! Do you remember back in 1975 when it seemed like everybody was talking about the goof in the Sears Roebuck catalogue? Well, there was a record about that called "The Man On Page 602" by Zoot Fenster, and it sold about a quarter of a million copies. When I went in to do that session I told all the musicians that I wasn't going to put my name on that piece of trash, so D.J. Fontana, Elvis Presley's old drummer, suggested the name Zoot Fenster, and it clicked. I just may bring old Zoot back to life one of these days ... I think he's been dead long enough!

That was probably the last big chart record I had, although I'm now half-owner of a studio and have started back in recording, just finishing up a new album. The big project I'm involved in right now is through an association with Gordon Stinson and NLT Records, which has just released a collection of special interviews with "Bear" Bryant which have never been heard before, plus excerpts from some of the old network shows. If you watch cable TV, you'll be seeing me on camera doing the album pitch for the project. The album was already cut and we were preparing to cut the TV commercial when the "Bear" up and died on us, so we had to reword things a little bit.

That's what I'm good at ... commercials. That's my business, and I certainly don't intend to quit it. Even if I do go back on the road again, I expect the one career to enhance the other, because I can do both very well.

Norro Wilson

I've probably recorded for just about every label in Nashville except CBS, starting back around 1958. I was on RCA when I

just virtually gave it up in 1974, and the funny thing is here I am working for them again as Director of A&R. I just finished producing Chet Atkins' last album for RCA plus a single and album on Eddy Arnold, and I'm now into a new album project with Charley Pride. My A&R partner here, Tony Brown, and I are busy working with some new people too. For instance, we're co-producing a young lady by the name of Paulette Carlson in an all-out Juice Newton sort of approach.

I'm really back into writing more than I have been in a long time and received two Country/Pop awards last year for writing "Surround Me With Love" for Charly McClain and "Never Been So Loved In All My Life" for Charley Pride. I suppose like anyone else, I still get the old urge for the greasypaint, and now and then I might sing here in town. I still enjoy singing, but I don't envy the road.

When I worked in Las Vegas from '59 to '66, I was fortunate enough to meet Chet Atkins, Jerry Bradley, Frank Jones, and various other people who were heads of everything here then. They were kind enough to let me loaf about, and I kind of earned my apprenticeship by watching recordings go on. That excited me to no end and really turned the tide for me in getting away from pickin' and grinnin' to maybe producing records.

In 1967 I went to work for Al Gallico, and he believed strongly in my production work and in my writing, and encouraged me to get started writing. So, all of a sudden, I was placed in an environment with Glean Sutton, Billy Sherrill, Carmol Taylor, George Richey, and this whole team of people, and we had a lot of good luck writing together.

I was on Smash when I performed "Do It To Someone You Love" at the "New Faces" show, and I think performing on the show did help my career. That show is terribly important because most of the important folks in radio show up to see that individual in the flesh and make some sort of judgment on where they're going or how far they'll go, so a lot of determination takes place at that show. It's a real neat thing for the up-and-coming artist.

Jim Mundy

When I did the "New Faces" show I believe I was on Hickory Records, where I had two or three records that did pretty good. One was "If You've Got It Flaunt It," which was the first record to tie in a T-shirt promotion.

When I left Hickory in 1973, I went with ABC, and stayed with them for about four years until they bought Dot Records and things got a little crazy. That's when I decided to leave to join a little label in Texas. Thought I'd try being a big fish in a little pond, but that didn't work at all, so I got disgusted, got out, and started doing commercials.

I started doing them in the early '70s even before I had my big hit in 1974, "The River's Too Wide." It's a real lucrative profession, especially if you get the national accounts. For instance, the one I did for Hungry Jack biscuits has been running for 11 years, and the Miller Beer commercial I sang on ("When It's Time To Relax...") ran for eight years. I also did both the singing and the voiceover on the Pizza Hut commercial, which was the number one commercial in the nation last February.

I still write a few songs, such as Ray Price's "Forty And Fading" last year and "Yesterday Once More" for Moe Bandy a couple of years ago, but I haven't been doing a lot of writing lately. I kind of miss performing. Just recently I sat in with the guys at Billy Bob's, and boy I felt so good when they started applauding. I don't think you ever get that out of your system. The ego still needs to be fed every now and then!

Even Stevens

I was on Elektra Records when I performed on the show, and it probably did help my career since it made me more

known to the disc jockeys. However, about a year after the "New Faces" show, after I had made an album and gone out on promotion tours and all that, I realized that the unhappiness I was experiencing was from being an artist because I didn't really enjoy being on a schedule. So I asked to be off the label and went back to just writing. Mainly I just enjoy the writing end of it more, and now I'm into producing too.

Lately, Engelbert Humperdinck is the only one I've been producing, although I co-produced one of Stella Parton's albums a few years ago with Jim Malloy. I'm also co-owner of our publishing company, Deb-Dave Music, and David Malloy and I are

partners in Emerald Sound Studios.

Mostly I've been concentrating on writing. I just finished Eddie Rabbitt's last album with him. I've co-written most of Eddie's hits with him and I also co-wrote "Love Will Turn You Around" for Kenny Rogers. I also wrote a lot with Billy Walker, who's one of the better session players in L.A., Steve Davis in Nashville, and Randy McCormick, whom I wrote "Suspicious" with. David Malloy and I even got nominated for a Clio for the Miller Beer commercials we wrote for Eddie, but I'm really not into doing commercials.

I've had some offers to record again, but I'm really not interested in it. The songwriter's life is really the perfect life in the music business ... you have no one to answer to, your time is your own, and you can do your job anywhere in the world. Plus, when you have a hit, it pays well, so I plan on sticking with it.

Jim Weatherly

I've had a strange kind of career actually. I was making records as early as 1972 but what happened was that some of the songs that I wrote took off before any songs that I recorded, so I was known as a writer long before I was known as an artist. Some of the early things I wrote included "Neither One Of Us Wants To Be The First To Say Good-bye," "Midnight Train To Georgia," and "Best Thing That Ever Happened To Me," all number one records for Gladys Knight and the Pips, plus several hits for Ray Price and Charley Pride.

In 1980 I signed with Elektra and they got me to do the "New Faces" show, although I felt like I'd been around too long to be a "new face." The focal point has always been my writing where the industry is concerned. I've always wanted to be an artist, but could never seem to get a record company to hang behind me long enough.

About six months after I did the show, I was released from the label. Now I live in Los Angeles and have formed my own publishing company, Bright Sky Music.

I'm still writing, with a cut on the new Frizzell & West album called "Another Dawn Breaking Over Georgia" plus a cut coming out in the new Bart Reynolds movie "Stand On It." The Marshall Tucker Band recorded that one called "Southern Loving." Ed Bruce also just cut one of mine called "It's Not Over Yet," so there's songs floating out there all over the place. I'm just hoping people pick them up and cut them.

However, by no means have I given up on being a record artist. I'm still in the process of looking for the right record deal with a company that would like to get behind me. 1980 was the last time I had a record out, and I haven't been with a label since.

Editor's Note: Be sure and check out this year's "New Faces" show, being held on Saturday, February 19 during the Country Radio Seminar, with a whole new crop of talent: Karen Brooks, Cindy Hart, Skip & Linda, Tommy St. John, Chantilly, Tom Cartile, the Whites, Keith Stegall, Gary Wolf, Karen Taylor-Good, and the Younger Brothers. Who knows how many will be tomorrow's stars?

The Music Section

Country's Most Accurate
Music Information
Adds & Hots ... See Page 73
New & Active ... See Page 88

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**Nashville
This Week**



SHARON ALLEN

The WORST Is Yet To Come: It's time once again to put on your dancing shoes, practice your jitterbug, and dig out your old school sweater. Yes, the W.O.R.S.T. Rock 'n Roll party is back in town! For those uninitiated, W.O.R.S.T. stands for "World's Oldest Rock Stars Together," a gathering of some of the greats and near-greats of yesteryear, which is sponsored by the Country Promotion Assoc. in association with NARAS. If

you're attending the Country Radio Seminar, make plans to congregate at the Nashville Palace (right across the street from the Opryland Hotel) Friday (2-18) around 9pm when the fun begins. Talent coordinator Gene Hughes (you might remember him as the lead singer of the Casinos . . . and then again, you might not!) has put together a great lineup of talent to get the nostalgia flowing, including Connie Francis, Bruce Channel ("Hey Baby"), Gene Kennedy, Buzz Cason, Jimmy Bowen (hearing the head of WB/Nashville sing "I'm Stickin' With You" is worth the price of admission alone!), a possible guest appearance by Steve Alaimo ("Everyday I Have To Cry"), and of course Hughes with his oldie but goodie "Then You Can Tell Me Goodbye." So, if you'd like a chance to beat Dese Hallam and Joe Galante in the hula hoop contest or an opportunity to hear some of your peers in the radio DJ band (Al Hamilton, Mike Carta, Rob Hough, and Billy Parker so far), let down your hair and join the fun! It's also for a worthy cause, with all proceeds benefitting the Bill Justis Foundation, originator of the show who passed away last year.

The Nashville Songwriters Association International hosts its 5th annual symposium the weekend of March 4-6, 1983 at the Nashville Hyatt Regency Hotel. The symposium titled "The Song Business: A Brand New Ballgame" begins with a general membership meeting of the NSAI at 2pm at the Musician's Union Hall on Music Circle N., followed by a songwriters showcase on Friday evening at 8pm. Business begins on Saturday with a keynote address by Gerry Wood, Editor-in-Chief of Billboard. Panel discussions will take place with nationally-known songwriters, record producers, and music executives throughout the day. The annual awards banquet, where 15 Achievement Awards will be presented and Songwriter of the Year will be named, will wrap up the symposium. For registration information, call the NSAI office at (615) 321-5004, or write NSAI, 803 18th Ave. S. Nashville, TN 37203.

BITS & PIECES: The third annual Merle Haggard Bass Tournament will be held at the Silverthorn Resort on Lake Shasta near Redding, CA, March 9-12. The \$220 registration fee includes both the tournament and all the associated entertainment which includes performances by Merle Haggard, Leona Williams, Mel McDaniel, Wyvon Alexander, Terri Gibbs, Roy Clark, Con Hunley, Little Jimmy Dickens and Porter Wagoner. For more information contact Dienna Gervasi (916) 275-3900 or Jeff Walker (615) 320-5491 . . . Bob Lavender (22), Vice President of Shorty Lavender Talent agency, was killed instantly when the car he was driving overturned and burned just off Hwy. 100 (south of Nashville) Tuesday evening . . . Hank Williams, Jr. was hospitalized for eye surgery recently (due to on-

going constructive plastic surgery as a result of his fall off the mountain in 1975) . . . Dottie West checked into St. Thomas Hospital in Nashville on Wednesday (2-9). Tests revealed she was suffering from fatigue . . . Comedic songsters Sandy Pinkard & Richard Bowden, more commonly known as "The Unnatural Act," opened for Asleep At The Wheel last Wednesday evening at Cantrell's in Nashville. Their brief set proved to be a classic case of "Somebody does somebody's song wrong." Very entertaining (to say the least)! . . . Porter Wagoner sings and



Porter Wagoner (left) with NHBPEP Mass Media Coordinator Bill Morrison.

talks about the need to control high blood pressure in a public service advertising campaign produced by the National High Blood Pressure Education Program (NHBPEP). He stars in several radio spots and shares the public service limelight with Eddy Arnold and Millie Jackson, celebrating the ten-year anniversary of the nationwide high blood pressure campaign . . . Churchhill recording artists Roy Clark, Debbie Campbell, Ronnie Dunn, Clady Hart, and Rodney Lay are performing for five "Listener Appreciation" shows conducted by radio stations under the ownership of Great Empire Broadcasting, Inc. The concerts kicked off February 2 at the Denver Coliseum (KBRQ AM-FM) followed with appearances February 14, Hirsch Auditorium (KWKH-AM) Shreveport; February 15, Hammons Center (KTTS AM-FM) Springfield; February 16, Civic Auditorium (KYNN AM-FM) Omaha; and February 17, the Kansas Coliseum (KFDI AM-FM) Wichita . . . George Jones not only made a concert appearance with Merle Haggard in Winston-Salem, NC recently,

but he gave more than a performance that night. He visited Ms. Sarah Brim (88), a cancer victim and loyal fan at the local Baptist Hospital, then invited her to the concert. She waited in her wheelchair on the front row for over an hour (Jones was late). She wasn't disappointed, however, because right before Jones broke into his current single "Shine On," he stopped his show and went out to the audience where she sat, introduced her and then dedicated the song to her. Who says Jones doesn't care about his fans???



George Jones



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together
But we're livin' alone
We're goin' through the
motions
But the feeling is gone
We smile to hide the sadness
And make believe we care
But we just can't find the
feeling anywhere
So we live the lie together
For the whole world to see
But we know something's
missing*

*When it's just you and me
We can cover up the hurt
But we can find no happiness
Lord, I never thought that we'd
come down to this*

*Chorus
Livin' on memories won't last
long*

*Reliving good times that now
are gone*

*If ain't gettin' better, but then
again we don't try
We're not even close enough
to say goodbye*

*Life didn't always turn out
The way we thought it would*

*Sometimes the bad
outweighed the good
Seems the longer we're
together
The farther we're apart
But still, losing you I know
would break my heart
(Repeat Chorus)*

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EASY LISTENING



GAIL MITCHELL

WSAN PROMOTION UPDATE

Unforgettable House Marathon Enters Day 141

Billy Joel's popular song isn't the only thing adding to Allentown, PA's notoriety these days. Three intrepid adventurers spent their 141st day last week camped out at the base of a local billboard, drawing both national and international attention. Their aim? To claim owner rights to an \$18,000 mobile home being offered by nostalgia-formatted WSAN.

These unorthodox househunters have been calling the WSAN billboard home since September 20 when the station launched the contest to promote its move from country and western to a "modified" unforgettable sound. Chosen from an overwhelming 600,000 entries, the three were given only the necessary rudiments for survival: a tent, radio, sleeping bag, portable toilet, telephone, and an electronic game (plus their own heaters). Television and alcohol are prohibited, while food is delivered by their families via buckets attached to a rope. Brief on-board visits from the immediate family (wife, sweetheart) and press are permitted occasionally.

Still the men show no signs of pulling up stakes, despite enduring a 3 1/2-inch snowfall followed by an additional inch of freezing rain and sleet earlier last week and surprise visits/secret surveillance by station personnel. One reason may be the sweetened prize

pot. According to PD Gene Werley, second and third place now include the use of a one-bedroom apartment rent-free for one year. Free daily meals from McDonald's have also been added: first place wins one year's worth; second, six months of free eats; and third, 13 weeks. And more prizes may be donated as well.

Whatever the outcome, everyone comes out a winner. In fact the station is already wading through various merchandising proposals of quick-thinking entrepreneurs. As Werley summed it up, "I can't remember in my 21 1/2 years in broadcasting ever being involved in any other promotion where the suggestions were even made, let alone followed through. In my humble opinion, it's the most effective broadcast promotion, as far as publicity, that I can relate to."

Looking Ahead

This column marks my return as Easy Listening/Beautiful Music Editor. Below you'll find a current roundup of stations' activities including programming, promotions, and newsmakers. In the weeks to come we'll explore the rumored decline of the Beautiful Music format, visit ratings-successful stations, and talk with various format trendsetters. Bonneville's Fred Seiden will also contribute commentaries from time to time.

Please feel free to write or call me with any station news (staff changes, promotions, photographs, etc.), topic suggestions, or comments. Just forward your correspondence to me c/o Radio & Records, 1930 Century Park West, Los Angeles, CA 90067; or call (213) 553-4330.

PROMOTIONS UPDATE

On March 4, KNPC/Los Angeles will present Harry James and His Big Band, feature performers of the station's four-hour big band dance... Earlier this month WBBQ/Cleveland cosponsored the Jimmy Dorsey Orchestra and Maynard Ferguson in separate local appearances. The station also hosted a lunchtime "Big Band Valentines Party," with air personality Al James as emcee and the American Heart Association on hand to accept contributions in its behalf. Participants were also given the opportunity to register for a sweetheart weekend package for two... Visitors to the recent Detroit Auto Show previewing '84 models were treated to something extra — AM stereo. Local station WJR broadcast Bob Hynes' afternoon show via a Motorola AM stereo system from its booth at the show... In honor of the second anniversary of the return of the "950 Club" with Joe Grady and

Ed Hurst, WPEN/Philadelphia put together a weeklong celebration, featuring interviews with Margaret Whiting and Kay Starr, gift certificate giveaways, and a live, remote broadcast.

A New Home For KFAC

KFAC/Los Angeles is moving to a new address, 6735 Yucca Street, Los Angeles, CA 90028-4691. The telephone number will be (213) 466-9566. This becomes effective February 28.

What's Next For Beautiful Music?

Easy Listening/Beautiful Music stations have gone through a dramatic shakedown period during the last year, leaving most markets with only one or two broadcasters still committed to this format in early 1983. Along with this attrition, there's an awareness that the old tricks simply won't work any longer. The days of saccharine strings and banal cover versions by interchangeable vocal groups are rapidly fading. Research studies have shown repeatedly that today's audiences want and expect more than background music from their favorite Beautiful Music outlets. Even the term "beautiful" has been replaced by "easy listening" or "relaxing."

MOR isn't the same as we defined it ten or even five years ago. Just look at some of the artists now being programmed on leading stations these days — Air Supply, Leo Sayer, Elton John, James Taylor, and Al Jarreau. You'll also hear country star Eddie Rabbitt and Peter Allen in a format that was once called "elevator music." What a surprise it must be for some little ol' ladies to discover any one of these chartmakers singing in elevators or doctors' offices.



Fred Seiden

Resentment Toward Covers

What we've learned through research and listener response via letters and phone calls is that there's a growing acceptance of the "hits" performed by the original hitmakers, and a resentment when vocal cover versions are played instead of the originals. In order to broaden the base, programmers and syndicators are reevaluating their music policies to satisfy the expectations of younger listeners while attempting to hold the older core audience with an overall diet of familiar and melodic tunes. It's a curious tightrope that more and more programmers are learning to walk.

No doubt you've noticed that playing

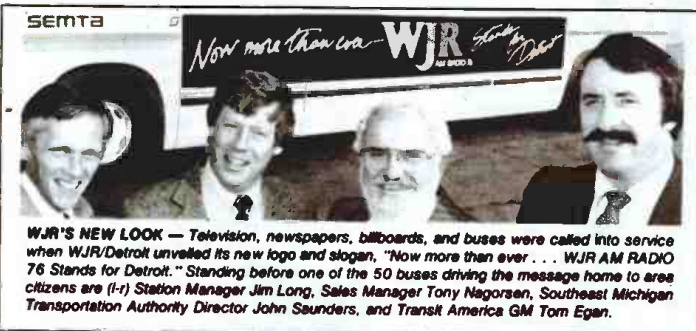
music from discs or open-reel tapes is being replaced by stereo cartridges and satellite transmission. This new wave of sophistication and streamlined delivery will surely have an effect on competitive selling points where audio quality is a factory.

Personality Era Coming?

Along with contemporizing the music mix, and the likely increase from the usual four vocals an hour up to six, or maybe eight, group or solo vocals in an hour, there is one other major change you can expect. That is the emergence of the "personality" or morning team to give this format greater dimension and solid entertainment value. Like the MOR stations of the 50s and 60s, it's a good bet that successful management with real vision will seize the opportunity to make their operations full-service. This means dependable and comprehensive news coverage, including traffic and weather reports, as well as rather casual-sounding and believable air talent to complement the music. Maybe we can say goodbye to dreary written logo lines and sterile pronouncing.

What this forecast adds up to is a return to "real" radio, and I welcome this renaissance at a time when so much around us has become very depersonalized. Why not get rid of the dinosaurs of the days gone by and catch up with the future?

—Fred Seiden



WJR'S NEW LOOK — Television, newspapers, billboards, and buses were called into service when WJR/Detroit unveiled its new logo and slogan, "Now more than ever... WJR AM RADIO 76 Stands for Detroit." Standing before one of the 50 buses driving the message home to area citizens are (l-r) Station Manager Jim Long, Sales Manager Tony Nagorsen, Southeast Michigan Transportation Authority Director John Saunders, and Transit America GM Tom Egan.

PROGRAMMING HIGHLIGHTS

Throughout this month WNEW/New York is airing a series of weekend specials featuring the four-hour tribute, "Before The Fiddlers Have Fied — The Ten Films of Ginger and Fred," to the movie career of popular dance duo Astaire and Rogers, and "The Home Front," an eight-part retrospective of the musical/news events during WWII... Long affiliated with TM Beautiful Music, KDBP/Palm Springs opted recently for TM's Beautiful Rock format. Listeners didn't have to wait long for the void to be filled, however. Rival Classical station KCMS decided to drop its format, picking up TM's BM offering... WBET/Brooklyn, MA adds Narwood's "Music Makers" to its lineup... Joining the Al Ham "Music Of Your Life" family are WIQT/Elmira, NY; WIRA/FL Pierce, FL; WVOY/Charlevoix, MI; WRTR/Two Rivers, WI; WINR/Binghamton, NY; and KOLM/Rochester, MN... New to the Kalamazoo group are KZZL/Beaumont City; KOAS/Kona, HI; and WKOT/Daryville, LA. Kalamazoo clients, following the lead of WOLR/Kalamazoo, paid tribute to Karen Carpenter every half-hour from 4pm-midnight, playing songs from the Carpenters' repertoire.

NEWSMAKERS

Carl Princi has been promoted to VP/Programming & Community Involvement at KFAC-AM & FM/Los Angeles. He first joined the stations in 1953 as an announcer and in 1973 was named to his most recent post as Director/Programming & Community Involvement. Princi was also honored recently by the Pacific Pioneer Broadcasters.

Douglas Hall, former Billboard staffer, has created a radio programming consultancy geared to the 35+ demographic. One offshoot of this venture is his role as associate producer of United Stations' weekly program, "The Great Sounds." Hall's background also includes stints with TM Programming of Dallas and Narwood Productions' "Music Makers." Based in New York, Hall may be reached at (212) 595-2683.

WGAY-AM & FM/Washington has resigned its Sales Department, naming Vasco Bromo and Bruce Supowitz to the newly-formed Retail Sales Division.

KNPC/Los Angeles has appointed Bob Steinbrink as News Director. He's a 20-year station vet, having served as both Assistant News Director and Editorial Director.

Black Radio



WALT LOVE

AM NOT DEAD

WPDQ/Jacksonville Still In The Game

WPDQ is an AM station operating 24 hours a day with 5000 watts. Many AM music stations have had problems increasing their ratings, while others have been lucky just to maintain. Well, WPDQ has maintained quite nicely in Jacksonville. Compare the ratings of WPDQ and its chief competitor, WJAX-FM (all figures MSA, Monday-Sunday, 6am-midnight).

	Total Persons 12+		
	Fall '81	Spring '82	Fall '82
WPDQ	4.8	4.2	5.9
WJAX-FM	5.5	5.3	5.6

	Men 18+	
	Spring '82	Fall '82
WPDQ	2.4	6.4
WJAX-FM	5.4	6.4

	Women 18+	
	Spring '82	Fall '82
WPDQ	5.0	4.8
WJAX-FM	4.5	4.6

	Teens	
	Spring '82	Fall '82
WPDQ	7.7	9.9
WJAX-FM	9.6	7.9

As you can see, both stations are really neck-and-neck in these particular demographics. WPDQ's narrow advantage appears to be in the form of teens.

"What we are telling our listeners is this — look to us for music and anything else your lifestyle might require in the form of information or entertainment."

Three Ingredients Of Success

WPDQ's PD Marc Little is a 10-year veteran of the Jacksonville market. He's isolated three major elements of the station's success. First is General Manager Seretha Summers Tinsley. Marc told me, "Seretha came here in February '82. She changed a lot of things, all for the better. To clarify, she didn't change people but she did change their attitudes. The



Marc Little

togetherness she has instilled in all of us has helped make the station a winner. I became PD about 60 days before Seretha took over as GM, and to see how she handles people is a real positive learning experience."

Marc's second ingredient is the station's staff. "We have some great people here. I'd like to be able to take the credit for our new-found success, but I can't. It's been a team effort."

"My morning man is a guy named Larry Browdy, and he has the most delightful personality. Larry happens to be a white fellow who hasn't worked Black radio, but loves the music. He came to us from an A/C station and he's done a fantastic job. He pulled an 8.4 share total persons 12+."

Delving deeper into the numbers, it turns out Larry's 9.4 share of 18+ men put him in third place overall, and he placed sixth marketwide in women 18+ with a 6.8 share.

Marc went on to say, "We want good people no matter what color, creed, or religion. Larry came on board in January '82 and I'm mighty happy he's here."

I asked Marc to tell me about the third ingredient of WPDQ's resurgence. "Number three is our total commitment to the community. We are involved in a number of things. To us, there's nothing better than the person-to-person approach. WPDQ is the station to listen to if you want to know how to get registered to vote and where to go. We all know how important it is for black folks to get registered to vote, and our emphasis was directed more toward the black community during our voter registration drive.

"A few weeks back, we were involved in a tribute to Dr. Martin Luther King, Jr. — these are the types of things we can do that are positive in nature, but don't get us overly involved on the air. If you get your station too cluttered with civic-oriented things, it can become a tuneout factor. I think we've found a happy medium which gives us the opportunity to be involved with community projects, but still not take anything away from the entertainment factor. This way, we stay within the realm of what's considered good radio."

Celebrating Ten Years

The station's tenth anniversary comes up later this month, and WPDQ is planning quite a celebration. Marc explained, "We've invited a number of individuals back to the station to celebrate with us on our tenth anniversary. The main events of the celebration will be held on the 25th and 26th of February. Saturday the 25th all our on-air alumni will be doing air shifts. This will definitely bring back some fond memories for all of us here in Jacksonville. Friday the 25th there will be a luncheon with a number of city officials in attendance, the mayor and some members of the



THE WPDQ STAFF — Bottom row (l-r): Larry Browdy, Nat Jackson, Al Morgan, Carol Alexander, J.C. Sims, and PD Marc Little. Middle row (l-r): Oscar Williams, Shirley Kerwin, Frankie Washington, Shirley Thrasher, Renee Puzo, and Lynn Hampton. Top row (l-r): Dorian, Freida Harris, Celeste Sanders, GM Seretha Tinsley, Julia Moore, Elvia Singleton, and Joe Bailey.

city council. It's going to be a great weekend for everyone. Incidentally, we'll be finishing things off with a night of dancing at a local club, and the public is invited to attend."

"If you get your station too cluttered with civic-oriented things, it can become a tuneout factor."

Marc mentioned an on-air slogan the station used during the last book — "We're More Than Just Music" — and I asked him to explain what WPDQ meant by that. "It's simple. What we are telling our listeners is

this — look to us for music and anything else your lifestyle might require in the form of information or entertainment.

"Our news, for example: we do what we call 'lifestyle news,' which consists of positive stories. Sure, we must cover the murders, rapes, robberies, etc., but we keep those stories to a minimum and lay heavy on human interest stories.

"One of the big things that's been a positive with our audience has been our information on possible job opportunities. This is accomplished within the framework of our news presentations. We feel it's working well for us." A final note about WPDQ's news department: it was honored by the Florida Bar Association for its weeklong documentary about the plight of black policemen, "Black Badge of Courage."

Jacksonville has heated up and is ready for tenacious competition from all three Black/Urban formatted stations in the market — remember that well-known and successful programmer Chris Turner has become the new GM at Black-formatted WERD, and it's now in the game too. We'll keep you informed.

From all of us here at R&R, congratulations to WPDQ on its tenth anniversary, and thanks to Marc Little for sharing his thoughts.



Seretha Tinsley

STATION PROFILE



WVDM

P.O. Box 28
Sumter, SC 29160
(803) 496-2558

Owner: Gamecock City Broadcasting, Inc.
Rep: Miller, Newmark, Wechsler & Howard
GM: Leroy Durant
PD/MC: Barbara Taylor
101.3 mhz
100 kw
Nickname: "The Big DM"

"Imagine, if you can, driving down a lonely stretch of South Carolina Highway, tuning your radio, and happening upon a station with friendly personalities and Urban Contemporary music. That's WVDM-FM, 101.3, Sumter, SC. PD Barbara Taylor has developed a format for our station that's flexible enough to move from slick vocals and punk-funk instrumentation like those of Rick James to jazzophile bassist Ron Carter to the smoke-filled-room blues of Koko Taylor.

"Kaleidoscope," a public affairs talk show hosted by News Director Brenda Jones, informs as well as entertains and tackles controversial issues and human interest angles. The Big DM offers local and national news. "Morning Inspiration," hosted by Gospel Director O.E. Martin, helps create that 360-degree effect... a full circle of high-energy music and information appealing to a wide demographic and geographic area. With 100,000 watts, DM reaches into three states. General Manager Leroy Durant has assembled a talented crew of young professionals who keep WVDM-FM "South Carolina's Best."
—Barbara Taylor, PD



KOKY GREET'S ROGER — A delegation of fans joined with KOKY/Little Rock to greet WB writer Roger Troutman of Zapp and solo fans at the local airport. Pictured is KOKY PD Paul Todd (left) shaking hands with Roger.

The Music Section

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Add's & Hubs... See Page 61
New & Active... See Page 66

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WQZK has future openings soon. Market's #1 AOR station looking for pros on way up. T&R: Curt Durst, Box F, Keyser, WV 26728. No calls. EOE M/F (2-18)

WAYV/FMSB/Atlantic City, currently updating check library for future openings. T&R: John Barab, WAYV, Chelase Ave. & The Boardwalk, Atlantic City, NJ 08401. (2-18)

Eastern Top 50 station is looking for a very special morning CHR talent in a medium or small market who has been undiscovered. Rush tape, resume and salary requirements (must include) in confidence to Radio & Records, 1930 Century Park West, #448, Los Angeles, CA 90067.

90,000 watt CHR looking for drive-time DJ. T&R: Jack Gillan, WRH-M, Box 768, Ocean City, MD 21842. EOE M/F (1-28)

Openings

WXKW/Allentown accepting T&R's for future openings. T&R: Neal Newman, PO, Box 2727, Lehigh Valley, PA 18001. EOE M/F (2-18)

WQNR/87 ROCK radio in Buffalo has two immediate openings for part-time rock & rollers. T&R: Paul Heine, 59 Virginia Place, Buffalo, NY 14202. EOE M/F (2-18)

Morning News Producer/Anchor — Good, credible voice and delivery a must. One year minimum experience. We want a professional willing to make a two year commitment. We offer competitive salary and benefits. Air check and resume to Dan Fischer, WKSN, P.O. 1199, Jamestown, NY 14701. EOE M/F

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Openings

Newscenter needed at growing CHR station in upstate New York college town. T&R: Joe Moss, WZOZ, Box 1030, Oneonta, NY 13820. EOE M/F (2-18)

95-FM seeks qualified part-timers. T&R: Program Director, Box 95, Danbury, CT 06810. No calls. EOE M/F (2-18)

The position is still open! **WLAM/WWAV** News Director. Sharp writing, energetic delivery, strong leadership skills for Maine's top department. Are you an aggressive person with new ideas? Are you management material? Gary Bruce, WLAM, Box 929, Lewiston, ME 04240. (2-11)

Top notch, community oriented A/C, fast growing market needs part-timers; great voice, schedule flexibility. T&R: Bruce Goldsner, WNE, Box 95, Danbury, CT 06810. EOE M/F (2-11)

SOUTH

KROD, El Paso's Oldies station is taking applications for future openings. T&R: Mike Preston, 4141 Pinnac, #120, El Paso, TX 79902. EOE M/F (2-18)

KMEZ AMB-FM/Dallas looking for bright, experienced announcer with a friendly style. T&R: CM, 9900 McCrea, Dallas, TX 75238. EOE M/F (2-18)

Openings

Rare opening. Q105's first vacancy in 2 years. We need a nighttime personality. T&R's to: Mason Dixon, Q105, 5510 Gray St., Tampa, FL 33609. EOE M/F (2-18)

Program Director

Major southern Black contemporary seeks dynamic Program Director. The right candidate should be schooled in Black contemporary, disciplined, organized and able to motivate a great air staff. All replies will be kept confidential, and no background calls will be made without your permission. Send resume to Radio & Records, 1930 Century Park West, #449, Los Angeles, CA 90067.

94QID is Mississippi's #1 CHR! I am the person we are looking for IF: Priority #1-Production. We need production that listeners turn up not off Priority #2 - A great on air personality. We are looking for someone who can be consistently entertaining to a diverse audience and build 18-34 ARB numbers that are already in the 30s! If the description sounds like you, rush your T&R: Kirk Cliett, WQID, P.O. Box 4806, Biloxi, MS 39531. We offer a very creative working environment and the Gulf coast offers a great living environment. AA EOE M/F (2-18)

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It's a sure way to generate qualified sales leads.
Just call **PAM** at (213) 863-4330 for more information.

Opportunities

Openings

WLVV is looking for experienced midday announcer. A/C. FM station. T&R's only: M.J. Rose, WLVV, 5237 Alameda Rd., Charlotte, NC 28212. EOE M/F (2-18)

Modern Country, outside of Dallas metro looking for weekend air talent, full and fulltime future. T&R: Bucky Albright, KGVL, P.O. Box 1016, Greenville, TX 75401. (2-18)

Production pro needed now with proven skills and good voice. T&R: Mitch Craig, William B. Tanner Co., 2714 Union Extended, Memphis, TN 38112. EOE M/F (2-18)

KYFM rocker looking for nighttime CHR Jocks. Energetic on-air, good production a must. T&R: Consultant, P.O. Box 927, Lexington, KY 40508. EOE M/F (2-18)

When people get to work, are they talking about what you said this morning? If so, we're a 100kw FM A/C station in a rated sunbelt market. And we're looking for a morning personality! Send T&R: Radio & Records, 1930 Century Park West, #442, Los Angeles, CA 90087

WQDR/Raleigh, NC now accepting T&Rs for possible future fulltime opening. WQDR is an Adult Oriented (25+)AOR. Good production skills, personality a must. Must also be knowledgeable in contemporary music. Minimum two years professional experience, not necessarily AOR. Mail to Ron Phillips, WQDR, P.O. Box 1511, Raleigh, NC 27602. No calls. EOE M/F (2-18)

AM&FM looking for talent serious about radio. Competitive 5 station, small market in Central TX. T&R: KBWD, Box 280, Brownwood, TX 76801. EOE M/F (2-18)

Morning man needed, FM rocker, major market in Florida. Good production a must. T&R to Radio & Records, 1930 Century Park West, #435, Los Angeles, CA 90067.

A/C near Dallas looking for weekend bodies and voices. Send T&R: Show me your ability at being personable and human. Bucky Albright, KIKT, P.O. Box 1015, Greenville, TX 75401. (2-18)

FM&B, WYVD going live. Need bright personable announcers who follow directions. T&R: Mike Farley, WYVD, Box 12626, Raleigh, NC 27605. EOE M/F (2-11)

Openings

Dominant news facility seeks experienced, energetic news reporter for #1 AM/FM. Good pay. T&R: Russ Clarkson, WFNC/WQSM, Box 35297, Fayetteville, NC 28303. EOE M/F (2-11)

WAFB/Birmingham accepting applications for possible future openings. Send T&R: Jay Michaels, 2146 Highland Ave., Birmingham, AL 35206. EOE M/F (2-11)

WGLD has an immediate opening in PM drive! If you're a pro at entertaining an adult audience, have sharp production skills, and would like working in a Top 50 market at one of the finest Easy Listening stations in the country, send your aircheck, production samples, and resume to Ed Owens, Box 2808, High Point, NC 27261. I'm particularly interested in talent with A/C experience. EOE M/F (2-11)

CHR personality with top-notch production skills. Midday air shift. T&R: Ron White, KKYK, Box 4159, Little Rock, AR 72214. No calls please. EOE M/F (2-11)

MIDWEST

KKXL-FM/Grand Forks has drive-time opening. Experienced jocks send T&R: Don Nordine, OM KIOX-FM, Box 887, Grand Forks, ND 58206 or call (701) 776-0676. EOE M/F (2-18)

Production Director with swing airshift. T&R: Randy Sherryn, KKLS Radio, Box 460, Rapid City, SD 57708. EOE M/F (2-18)

WNAM/Appleton market looking for night-time co-municator. T&R, salary requirements: Christie Bennett, WNAM, Box 707, Neenah, WI 54956. No calls please. (2-18)

Morning opening, CHR format. No screamers or hype. T&R: Steve Grazano, KFMB, Box 1345, Columbia, MO 65206. No calls. EOE (2-18)

Major market FM is looking for an experienced, mature sounding air talent to host an evening "Pillow Talk" Show. Must be good at personal appearances and able to communicate with female listeners. Send tape, resume and photo to Radio & Records, 1930 Century Park West, #447, Los Angeles, CA 90067.

Place to grow with good salary. A/C news, PBP, sports, talk. T&R: John Karle, WZZY, Box 427, Winchester, IN 47384. EOE M/F (2-18)

Openings

Afternoon drive personality for #1 FM CHR station. T&R: Dwight Douglas, c/o Burkhardt/Abrams, 6500 Riverchase Circle E., Atlanta, GA 30328. EOE M/F (2-18)

97 WZOK
Now accepting tapes & resumes from fun loving, fast paced but disciplined CHR talent for future openings. WZOK's "can do" attitude brought the Rolling Stones to Rockford and has kept us the market leader. Past CHR experience a must! Contact Tim Fox, WZOK P.O. Box 6186, Rockford, IL 61125. No calls. E.O.E.

KFHM/KWPC seeking morning newscaster. Experience helpful. Large coverage station. Devonport area. Contact: Kim Young, 3218 Mulberry, Muscatine, IA 52761 or call (319) 263-2442. EOE M/F (2-18)

Major market morning drive. Fast-moving, leading AOR in 15th largest seeks morning personality/entertainer who can support music format that's on the cutting edge of the '80s. Great chance to have your creativity fully appreciated. Call Dick Poe, (612) 545-5801. KQRS-FM/Minneapolis. EOE M/F

IL opening for sales/news combo at long established branch studio. Commission and base salary. T&R: WSMI, Box 10, Litchfield IL 62556. EOE M/F (2-18)

WZVZ/Kokomo, IN is looking for a bright, creative and mature personality. Do you offer these traits? T&R: Pat Moore, Box 2208, Kokomo, IN 46902. EOE M/F (2-18)

A/C in Blomberg, ND looking for a ND. \$1100.00 Send T&R: Jim Odsey, KJUX, Box 1377, Blomberg, NC 58602. EOE M/F (2-11)

Conversational announcer with excellent production needed at suburban Kansas City A/C FM. No calls. T&R: KEE, 207 E. Pearl, Harrisonville, MO 64701. EOE M/F (2-11)

Openings

CHR rocker fill PM drive with quality. Get in on ground floor. T&R: "New 95-FM," 2517 East Mt. Hope, Lansing, MI 48910. EOE M/F (2-11)

Short Broadcasting needs two experienced NDs, one Country OM. Send T&R: Orv Koch, Box 80209, Lincoln, ME 08501. EOE M/F (2-11)

92X-FM, Columbus, OH has an immediate opening for a fulltime CHR personality, because another one of ours has gone to a Top 10 market. T&R: Harry Valentine, WXGT, 195 E. Broad St., Columbus, OH 43215. No calls. EOE M/F (2-11)

WEST

OPERATIONS MANAGER

NPTL radio in Carson City, Nevada, is looking for an experienced person to direct the operations function of both KPTL-AM and KQBC-FM. This is a newly created position designed for the individual who possesses excellent supervisory, training and operational skills. The person hired will be a member of the NPTL/KQBC management team responsible for structural planning, budgeting, and marketing strategy. If you have a college degree or equivalent and five years of related broadcast experience, send resume and cover letter with salary requirements to Jerry Scheffer, General Manager, NPTL/KQBC, 1937 N. Carson St., Carson City, NV 89701
An Equal Opportunity Employer

KHYY/Tucson is looking for good jocks with production ability. T&R: Sherman Cohen, P.O. Box 26040, Tucson, AZ 85726. EOE M/F (2-18)

KWIZ/Santa Ana, CA accepting T&Rs for future openings. Seeking top professionals for A/C stations. T&R: Dave Armstrong, KWIZ Radio, 3101 West 5th St. Santa Ana, CA 92703. Equal Opportunity Employer

First Media's K96 has openings for air talent. Must be a communicator. Send T&R: Scott Gentry, P.O. Box 960, Provo, UT 84603. EOE M/F (2-18)

Opportunities

Openings

KUZZ/Bakersfield accepting T&R's for future openings. Country format. Buddy Owens, 1208 N. Chester Ave., Bakersfield, CA 93308. No calls please. EOE M/F 2-18

Looking for an entertaining adult morning personality. T&R Photo: Wynn Bradley, KRDO, Box 1479, Colorado Springs, CO 80901. EOE M/F 2-18

PROGRAM MANAGER ORANGE COUNTY CALIFORNIA

Wanted at KWIZ AM/FM Radio (near Los Angeles). Experience in Personality Radio... Contact with resume: Bill Weaver, KLOK Radio, P.O. Box 21248, San Jose, CA 95151

News Director/Talk Show Host. Small market AM, regional FM. 6 day week. Journalism experience required. Women and minorities encouraged. Tape, resume and salary requirements: GM, KBLF, KALF, P.O. Box 1010, Red Bluff, CA 96060. EOE M/F (2-18)

KIMN/Denver has opening for Production Director. Major market experience necessary. No calls. T&R: Doug Erickson, KIMN, 3360 W. 26th, Denver, CO 80214. EOE M/F (2-11)

We've got our straight man... Now we need the funny person for our morning team. Top Adult Rock station in small-medium Rocky Mountain market. Great copy ideas and production skills a must. \$18,000 to start. Tapes to Radio & Records, 1930 Century Park West, #443, Los Angeles, CA 90067

The Mighty 960/Southern CA is looking to fill future openings. Let's hear how you sound. T&R: Jim Richards, XTRA, 4891 Pacific Highway, San Diego, CA 92110. EOE M/F 2-11

Radio Networking. Sell the best and share our revenue. Broadcast/syndication or related sales background. Tom Shover, Creative Factor, 6265 Sunset Blvd., Los Angeles, CA 90028. EOE (2-11)

ND needed for major Los Angeles Contemporary FM station. We're looking for a bright, upbeat presentation with a clear, straight-forward delivery. T&R: Radio & Records, 1930 Century Park West, #444, Los Angeles, CA 90067 EOE M/F

KBJO needs creative, dynamic, tough, rock 'n' roll oriented Promotions Director. Immediately! Resume and references: LeRoy Hansen, KBJO, 1420 Koll Circle, San Jose, CA 95112. EOE M/F (2-11)

KWAV-97 FM/Monterey, looking for air talent for possible future openings. A/C format. T&R: Scott O'Brien, PO Box 1381, Monterey, CA 93940. Minorities encouraged. EOE (2-11)

Program Manager - Orange County California

Wanted at KWIZ AM/FM RADIO (near Los Angeles). Experience in Personality Radio. Contact with resume: Bill Weaver
KLOK Radio
P.O. Box 21248
San Jose, CA 95151

Public Relations/Promotions Representatives wanted for new talent. Part-time, all areas. Good pay. Resume: 1260 S. La Cienega, Los Angeles, CA 90035. (2-11)

KARM/KFJG seeks experienced and aggressive news personality. Strong writing and voice a must. Rush tape, resume and picture: John Katz, Box 4285, Fresno, CA 93744. EOE M/F (2-11)

Positions Sought

Low Sales have caused programming cutbacks — Mel A/C, Country experience. Southeast, please. RUSS BRYANT (206) 798-2607. (2-18)

English time blow, spike. DON SPIKE COSTELLO sent to blow your ratings skywards. (405) 364-1107. (2-18)

BOBBY DEE, 96ROCK, KWIC/Colorado Springs seeks on-air position. Multitask production experience. Neutral sounding talent. Family man. CHR, A/C. (303) 632-4173. (2-18)

Positions Sought

DJ looking to relocate. Prefer small market. For: K. DUBE, 24 Mt. Vernon St., Providence, RI 02907. (2-18)

5 yrs. experience DJ. Third class ticket. B.A., seeks medium market AOR or A/C preferred. For: NELSON METVINER (212) 673-8534. (2-18)

NVC, San Francisco, Detroit. 9 yr. ABC vet available. Call (201) 783-1203. (2-18)

Help a snowbound DJ relocate. Drive-time DJ, great production. Prefer West, Southwest, South, Southeast. Any format. CRAIG (201) 692-2808. Days: (201) 342-0666. (2-18)

8 yr. medium @ major market pro looking now for opportunities in CO area PD/MID experience & currently KYGO/Denver. VC (303) 985-3676, (303) 623-1310. (2-18)

1 Country continuously! JIM MARSHALL from FL's best Country including WCRJ, WVJQ, WVVY. Seeks PD/MID or good on-air position. (904) 241-0132. (2-18)

Talented, versatile, trained comedian. Very humorous, willing to relocate. Sunbelt preferred. AOR/News, good pipes & personality. Let's talk. DAVE (312) 748-7321. (2-18)

Farm ND, degree, experience seeks position. T&R available: 1702 S. West 7th, Plainview, TX, (800) 285-7885. (2-18)

Exceptional small market PD seeking a small or medium market PD position. Worked at O105, MAGIC 96, WDAE. Prefer South. PETE (613) 528-5943. (2-18)

News anchor, 10 yrs. of awards on-air, authoritative yet communicable. Available immediately, seeking stability. Call CRAIG, let's get started. (914) 331-3165. (2-18)

Proven major market performer with PD/MID experience ready to go South. Country, CHR. Top 40. 110% effort. DAVE (412) 921-0314, after 4pm. (2-18)

28 announced. MICHAEL TURNER, 24, 5 yrs. radio. College, commercial, club & multi-task experience. Any hour, location, format. (213) 752-2336; (213) 649-0222. (46) 2-18

If big bands are you "big," I'm your guy. No "gag"! Notalgia (214) 588-4586. (2-18)

1981 college grad seeks position to work hard & progress. Experienced in Country, A/C personality, P-B-P News. NEIL ISAACS (616) 798-4613. (2-18)

Philly morning drive personality seeks PD/OM position with shift possible at heavily promoted Oldies, A/C, CHR powerhouse! (215) 477-6292, after noon. (2-18)

L.A. only. Totally unique newsmen. Retestable, not laid back. Can pull off a laugh helping jokes when he fails. 10 yrs. experience. Mornings (213) 361-4367. (2-18)

Competent veteran female air talent is ready to utilize varied background/expand horizons in Denver. Currently employed with prestigious station. MARY (303) 365-4044. (2-18)

Smooth talking bright L.A. newsmen for full part-time job. Good credentials. RUSS CARLTON (213) 505-4426. (2-18)

CHR, A/C personality seeking full-time long term position. Currently weekendender & fill-in at KBLI. 5 yrs. experience. SCOTT (218) 785-2655, (714) 498-0984. (2-18)

Southern CA major market announcer, at #1 station, looking for programming position. All markets considered. 9 yr. pro. RUSS (714) 833-0125. (2-18)

Multitasked hard worker, excellent references, great attitude, good production. Seeks CHR or A/C, P-2 air or P-3 programming in east. (203) 347-7445. ALAN. (2-18)

Looking for air shift in small to medium Midwest market. Prefer FM CHR or A/C. 2 1/2 yrs. experience. CHRIS HANSEN (414) 738-3746. (2-18)

Major market AOR announcer with "personality" & very strong production abilities. Ready to relocate. TIM (218) 684-8438, (216) 884-9370. (2-18)

12 yr. pro available now. JEFF ROBINS, WIF, B100, V120, KBEQ, KROY. Seeking major market CHR air talent position. (707) 864-3607. (2-18)

LEE NYE aka JOSHUA T. BEAR now available, 14 yrs. radio experience. Nationally syndicated for 4 yrs. (918) 785-3563. (2-18)

San Diego based woman with experience in announcing & news seeks part-time position in San Diego or L.A. or in between. ELISA (619) 688-2029. (2-18)

12 yrs. experience mostly morning slot & programming. LUTHER LYNN HENSLEY, Route 4, Jeanette Camp, Cuba, NH 07013 or (508) 866-4388. (2-18)

Veteran ND & Sports Director seeks step up. This pro is good. References will prove it. Not cheap. KEN (307) 236-1483. (2-18)

Great news! Award winning college grad with small market experience available. Great resume, some P-B-P. (213) 695-2074, (714) 535-5798. BARRY TURNBULL will relocate. (2-18)

Positions Sought

Professional, 9 yr. experience, all facets public, commercial & automated S.A./Music, prefer programming position, western states. CHARLES MARSTON (307) 721-0582. (2-18)

Shannon in the morning!! Formerly 3WT/Binghamton, NY creative upbeat fast tight. 5 yrs. CHR experience all shifts, small, medium markets. (308) 721-0582. (2-18)

Recently moved to Atlanta from Orlando. Looking for part-time position in area. Experienced in A/C & producing talk. BILL (404) 673-1531. (428) 2-18

Hi Syracuse, native wants to return home. ND too cold. Previously worked in Syracuse-Utica markets. (701) 251-2336. (2-18)

Morning man available. Phone bits, character voices, outrageous humor. Major market experience. Big rating increases. Seeks morning in major market. (508) 362-1916. (2-18)

Talented commentator with creative production & experience in Top 50 market needs gig. JOHN ANTHONY, Box 8363, Toledo, OH 43606. (2-18)

Is your medium market station in need of reliable, hard working morning man, production, copywriter, with experience as PD/MID? 14 yrs. experience. LARRY KAY (717) 653-2500, after 3pm EST. (2-18)

Announcer, experienced — professional attitude, follows format, good production. A/C, CHR. Cincinnati (513) 528-5793. (2-18)

Attention Superstars & Pollock PD's. 8 yr. AOR vet looking. Great attitude, dedicated with excellent production. PD/MID experienced. LEE ROBERTS (618) 534-5194. (2-18)

Major market air personality presently at KDWB/Minneapolis. 3 yrs. experience with CHR. Seeking Southern medium markets. All offers considered. SCOTT KRAMER (612) 379-2852. (2-18)

SCOTT THROWER, formerly Portland & Phoenix, looking for drive time position in large or major market. Serious inquiries only. (602) 984-0756. (2-18)

Experience includes Los Angeles market. Female seeking part/full air shift, preferably/not necessarily within 60 min. of L.A. Dedicated, friendly, warm. Humorous. KELLY (213) 884-5883. (2-18)

Looking for the perfect beat. Major market Research Director seeking position as announcer or same. Call 7-10pm CST (313) 543-3366, (313) 398-0570. (2-18)

DJ with 3rd class license, with experience & a great voice, willing to relocate immediately. DON STATEN, (213) 671-5402, (213) 582-6737. (2-18)

Veteran air personality looking for Assistant PD or PD position in small to medium market with A/C or Country format. Will relocate. Contact: BRUCE PINCUS (216) 381-9142. (2-18)

Major market talk host will fill your need for Music/Talk, Talk or News. BOB (413) 446-4688. (2-11)

DJ for 1st job. Good voice & personality, professionally trained. Prefer Chicago area or East Coast NY, NJ, CT or MA. (312) 761-6760 or (312) 642-6022. (2-11)

I just love TX. Former TX DJ now working East coast shore gig. Experienced PD/MID wants to return. (609) 388-1091, 1-4pm; (609) 641-1422, 7-midnight. (2-11)

10 yr. pro looking to relocate from Washington D.C. to San Diego or L.A. area. STEVE MICHAELS (301) 972-4894. (2-11)

Lady seek looking in Springfield/Hartford. Just left mid-day at Orlando's #1 station. 8 yrs. in AOR, A/C, CHR. Good track record. (413) 788-4895. (2-11)

J.J. McKAY — WPGC, WRVQ, WGH available immediately. PD/MID experience and P-B-P. (301) 622-0112. (2-11)

CHR morning duo, currently working and #1. Hilarious, bright, tight, hip one-to-one communicators. Ready for bigger challenges. (914) 763-1784, STEVEN. (2-11)

AOR production w/iz in Top 10 market seeks greater persona. Creative in both writing & technique. TIM (216) 884-8438 or (216) 884-9370. (2-11)

King Arthur sought the Holy Grail. All I seek is a beginning DJ spot at CHR, A/C or Country music station. DOUG (219) 872-1186. (2-11)

I've hung up my headphones. Seeking off air CHR/AOR PD or Research Director position. 10 yrs. experience. References. Let's win together. (313) 853-8025. (2-11)

Increase demos & sales — never fail record — major & medium market, your format my talent. Enthusiastic, creative. Remember me? CHARLIE GREER (315) 493-1636. (2-11)

Positions Sought

Dedicated professional wants to work for same. Creative production, conversational style, hardworking. Write: PO Box 8363, Toledo, OH 43606. (2-11)

Major market experienced broadcaster seeking position with respected major/medium station. Presently working in Minneapolis. Also TV/weather experience. Available now. JEFF (612) 659-5425, (612) 227-7331. (2-4)

I used to be the highest paid rock jock in the 15th largest market, but I'll take less to work modern rock or any West Coast, FL or TX AOR gig. Voted best DJ in two markets and looking to make it three. DAVE (612) 522-6256. (2-11)

Changes

RADIO

Bucky Albright has been promoted to Operations Manager at KGVUK/KT.

Don Kirkland has been named Account Executive at WCFL/Airing, VA.

Kathryn A. Schumacher has joined Noble Broadcast Consultants, Inc. as a sales executive.

Barbara Aderhold, Jeff De Haven, Janice Marshall, Pam Reutlinger, Pam Page, Marie Peace, Tom Tucker and Kim Wise join the sales department at WKIX/Releigh, NC.

RECORDS

Ronald C. Wilcox appointed Senior Attorney, Records Section, CBS Law.

INDUSTRY

Harjinder Atwal appointed VP/General Manager, Columbia House, Canada.

Richard S. Glaser has been appointed to the post of Account Executive at Paper Chase Ink.

Karen Petersen named New York-based Chappell International Repertoire Coordinator.

Miscellaneous

New A/W JYO/Orlando seeks record service from all labels. Contact: George Hochman, Programming Asslt., WJYO, 2001 N. Mercy Drive, Orlando, FL 32808 (305) 298-5510. (2-18)

Wanted to buy: Radio station in Oregon or Northern CA. Write: Dean Carl, Box 431, El Grove, CA 95624 or call (916) 685-3592. (2-11)

Dates appearing at the end of each listing signify first week listed.

R&R Opportunities Advertising

Radio & Records provides free listings (maximum 24 words or 3 lines) in Openings, Positions Sought, and Changes. You may place your free listing by mail or by phone. R&R will accept classifieds by telephone Monday & Wednesday 3-5pm; Thursday & Friday 9am-5pm.

Frequency Rates*		
1 Week	2 Weeks	3 Weeks
\$12.00	\$20.00	\$25.00

*Must run consecutive weeks.

Payable in Advance

Orders must be typewritten or printed and must be accompanied by check.

Blind Box ads or Classified Display ads are \$20 per inch (recommended 50 words) per week, plus \$15 per week for postage handling. \$35 minimum for Blind Boxes.

Deadline for all Opportunities ads is noon (PST) Thursday.

For Opportunities, call (213) 553-4330 or mail to Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.

The Music Section

National Music Formats Added This Week

Satellite Music Network

George Williams (214) 343-9205

The Starstation

FIREFALL "Always"
DIONNE WARWICK "Take The Short Way Home"
MELISSA MANCHESTER "Nice Girls"
JEFFREY OSBORNE "Earle Meenie"

Country Coast-To-Coast

JIM GLASER "When You're Not A Lady"
JERRY REED "Down On The Corner"
BOB SEGER "Shame On The Moon"
RONNIE McDOWELL "Personally"

Tanner Musical Spectrum

Kenny Bosak (901) 320-4433

Bright Blue A/C

BARRY MANLOW "Some Kind Of Friend"
JEFFREY OSBORNE "Earle Meenie"
DIONNE WARWICK "Take The Short Way Home"
MICHEL BERGER & ROSANNE CASH
"Innocent Eyes"
HELEN REDDY "Don't Tell Me Tonight"
B.J. THOMAS
"Whatever Happened To Old Fashioned Love"

Tanner Country

SONNY JAMES & SILVER "The Fool In Me"
B.J. THOMAS "Whatever Happened To Old Fashioned Love"
LORETTA LYNN "Breakin' It"
GARY STEWART & DEAN DILLON
"Those Were The Days"
KAREN BROOKS
"If That's What You're Thinking"

Red Satin Rock

JEFFERSON STARSHIP "Winds Of Change"
GREG KINN BAND "Jeopardy"
NIGHT RANGER
"Don't Tell Me You Love Me"

Peters Productions, Inc.

Debbie Walsh (714) 565-8511

Country Lovin'

KENNY ROGERS & SHEENA EASTON
"We've Got Tonight"
BANDANA "I Can't Get Over You..."
JERRY REED "Down On The Corner"
BOB SEGER "Shame On The Moon"
SHELLY WEST "Jose Cuervo"
JOE STAMPLEY "Finding You"

The Great Ones

ERIC CLAPTON "I've Got A Rock N' Roll Heart"
MICHEL BERGER & ROSANNE CASH
"Innocent Eyes"
B.J. THOMAS
"What Ever Happened To Old Fashioned Love"

Transtar

Chick Watkins (303) 578-0700

LIONEL RICHIE "You Are"
DAN FOGELBERG "Make Love Stay"
CULTURE CLUB
"Do You Really Want To Hurt Me"
STEPHEN BISHOP "It Might Be You..."
KENNY ROGERS & SHEENA EASTON
"We've Got Tonight"

Century 21

Greg Stephens (214) 934-2121

The Z Format

PHIL COLLINS "I Don't Care Any More"
MEN AT WORK "Be Good Johnny"
TOM PETTY "Change Of Heart"
MARTY BALIN "What Love Is"
BARRY MANLOW "Some Kind Of Friend"

The A/C Format

KC & SUNSHINE BAND (with DEB SARNO)
"Don't Run, Come Back To Me"
BARRY MANLOW "Some Kind Of Friend"
DIONNE WARWICK "Take The Short Way Home"

Super-Country

OAK RIDGE BOYS "American Made"
JOE STAMPLEY "Finding You"
MOE BANDY
"I Still Love You In The Same Old Way"
RAY CHARLES "Born To Love Me"
TOM JONES "Touch Me"

Radio Arts

John Benedict (213) 841-0225

Country's Best

OAK RIDGE BOYS "American Made"
GUS HARDIN "After The Last Goodbye"
JOE STAMPLEY "Finding You"

The Entertainers

ROBBIE PATTON "Smiling Islands"
LEE RITENOUR/ERIC TAGG "Keep It Alive"
MICHEL BERGER & ROSANNE CASH
"Innocent Eyes"
TOM JONES "Touch Me..."
JAMES GALWAY & SYLVIA
"The Wayward Wind"
PATSY "Just A Little Imagination"

Sound 10

BARRY MANLOW "Some Kind Of Friend"
GLEN CAMPBELL "I Love How You Love Me"
DIONNE WARWICK "Take The Short Way Home"
B.J. THOMAS

"Whatever Happened To Old Fashioned Love"
ALAN PARSONS PROJECT "Old And Wise"
MICHAEL McDONALD "Playin' By The Rules"
MUSICAL YOUTH "Pass The Ductile"

BPI

John Kee (800) 426-9082

Adult Contemporary

JOE JACKSON "Breaking Us In Two"
DAN FOGELBERG "Make Love Stay"
DIANA ROSS "So Close"

Country Living

JACKY WARD "The Night's Almost Over"
JOHNNY RODRIGUEZ "Foolin' "
JOE STAMPLEY "Finding You"
LOUISE MANDRELL "Save Me"
OAK RIDGE BOYS "American Made"

Concept Productions

Dick Wagner (918) 782-7754

Adult Rock

STYX "Mr. Roboto"
OXO "Whity Girl"
GREG KINN BAND "Jeopardy"
FRIDA "I Know There's Something Going On"
AFTER THE FIRE "Der Kommisar"
BARRY MANLOW "Some Kind Of Friend"
DIONNE WARWICK "Take The Short Way Home"

Brandmeier

Continued from Page 1

Goodbyes Become Monotonous

"I just could no longer entertain," Brandmeier added, explaining why he decided to leave early. "It got to the point where it was embarrassing — all that time the audience, the letters were saying, 'Hey, when you leaving? We don't believe you any more; all you care about is Chicago.'" He maintained that to establish a transition to a new morning man, who would play more music than Brandmeier and avoid trying to duplicate his zany on-air approach, KZZP "put restrictions on me. I had to play a certain number of records an hour, no more wacky records; it was formic city." Summing up, Brandmeier said, "When you announced it months ago, goodbyes become monotonous. I've done the station a service. I just want to go to work and be creative again."

Left "Prematurely"

Phalen contended that KZZP's action was "just the kind of thing you have to do when a contract is broken. Contracts are meaningless to my employees if they were to know there would be no penalty if they abrogated them. We did not make the speedy and logical transition we wanted to make with his replacement. Secondly, it came as a surprise to all of us, including our advertisers and sponsors. Jon just wasn't very professional in the way he handled this. He got antsy."

Phalen indicated that a decision on the injunction was expected imminently, and that KZZP had not decided on a new morning man, although PD Randy Stewart was handling the shift on an interim basis. WLUP officials declined to comment.

Jones

Continued from Page 1

me, and I'm really thrilled by it." He added a cautionary note: "Even though I came up through the programming ranks, I can tell you from experience that to be a successful manager, you'd better become well acquainted with sales. One of the reasons a lot of program directors haven't progressed into management is because so few of them take time to learn the sales area. Really, it's a business, and that's the bottom line."

Hattrik

Continued from Page 1

mental philosophical differences in the style of programming of Doubleday." Garlano, who was Director of Client Relations for the Sebastian, Casey & Associates consultancy before joining WILLZ, is currently examining future options.

MCA

Continued from Page 1 acquisition of ABC Records (in 1979), the restructuring of our record activities, and the application of his management skills during this difficult phase of the record business."

Arbitron

Continued from Page 1

tion to the marketplace, we may consider trying to get an injunction against them. It's terribly unfair to represent the black marketplace with such a small diary return."

Arbitron Vice Presidents Bill Livek and Rip Ridgeway expressed concern over the matter, but gave little indication of any company action. Livek told R&R, "There was a return rate problem there that caught us by surprise; thus, the in-tab isn't in line with the population. However, black listening levels are consistent with previous sweeps." Livek added that he considers the book usable. Ridgeway added, "It may be possible that with this being the first use of DST in the fall, we may have tapped a new cycle of black listening. We'll be watching the winter results to see what happens, but we don't anticipate a similar problem."

Black diary returns in Houston and Dallas, among other markets, also suffered drops in the fall market reports.

KMPS

Continued from Page 1

ating in the experiment. Should this test of main channel transmission work, and the stations receive adequate response, owner Affiliated Broadcasting intends to duplicate the broadcast at its other stations: WFAS & WWYD/White Plains, NY; KRAK & KEWT/Sacramento; WHYN-AM & FM/Springfield, MA; and WAIV & WOKV/Jacksonville.

Because there are several computer languages available to the home market, KMPS plans to broadcast a simple English language text. Listeners participating in the test who are able to bring the message up on their screens will be asked to send a card or letter back to the station. The use of a key word in the message will separate actual participants from the general audience. The station has encouraged home computer users to call in with any questions they might have about preparing for the historic broadcast.

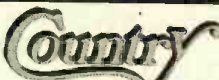
Fast

Continued from Page 3

raised, but added, "The most important thing is that community awareness is at an alltime high, and that was the underlying basis for the fast. Let's us that don't have a lot help those who don't have any."

"During the fast I lost 18 pounds, so now I weigh 132 pounds at six feet tall. Towards the end I was very tired and very, very hungry! In the middle you lose your appetite for about six days. The first three and the last two days are bad. All I had for that whole time was water. My girlfriend joined me in the fast because she said she'd feel guilty if she ate and I didn't, and she wound up losing 15 pounds."

Now recovering, Mykels said he was still a little dehydrated, and added that although his fast is over, "It doesn't mean your giving should stop." Contributions can be sent to "Have A Heart," KVAS, 1480 Marine Dr., Astoria, OR 97103.



Regional Adds & Hits

Table with columns: MOST ADDED, EAST, HOTTEST, MIDWEST, SOUTH, WEST, HOTTEST, MOST ADDED. Includes station names like Oak Ridge Boys (MCA), John Anderson (WB), Conway Twitty (Elektra).

Main grid of regional adds and hits for various stations across the country, including East, Midwest, South, and West regions.

147 Current Reports
All stations reported this week.
IXRB/SouX Falls is now on satellite programming. Sister station KIOV-FM will now report for that market.

Hottest Tracks:
John Anderson - "Goin' Down Her Road"
Merle Haggard & Willie Nelson - "Foncho And Lefty"
Crystal Gayle - "True Love"
Merle Haggard & Willie Nelson - "Foncho And Lefty"
Emmylou Harris - "Last Date"
Johnny Lee - "Sound Like Love"
Louise Mandrell - "Close Up"
Michael Murphey - "Michael Martin Murphey"
Oak Ridge Boys - "American Made"
Hank Williams Jr. - "Strong Stuff"
Eddie Rabbitt - "Radio Romance"
T.G. Sheppard - "Perfect Stranger"
Ricky Skaggs - "Highways & Heartaches"
Gary Stewart & Dean Dillon - "Those Were The Days"
George Strait - "Strait From The Heart"
Gene Watson - "This Dream's On Me"
Hank Williams Jr. - "Strong Stuff"
Curly - "Leave Them Boys Alone"

COUNTRY ALBUMS

Cuts in bold type are receiving the heaviest airplay.
ALABAMA - "The Closer You Get" (RCA)
JOHN ANDERSON - "Wild & Blue" (WB)
BELLAMY BROTHERS - "Strong Weakness" (Elektra)
EARL THOMAS CONLEY - "Somewhere Between Right And Wrong" (RCA)
LEON EVERETTE - "Leon Everette" (RCA)
ALABAMA - "The Closer You Get" (RCA)
JOHN ANDERSON - "Wild & Blue" (WB)
BELLAMY BROTHERS - "Strong Weakness" (Elektra)
EARL THOMAS CONLEY - "Somewhere Between Right And Wrong" (RCA)
LEON EVERETTE - "Leon Everette" (RCA)
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BELLAMY BROTHERS - "Strong Weakness" (Elektra)
EARL THOMAS CONLEY - "Somewhere Between Right And Wrong" (RCA)
LEON EVERETTE - "Leon Everette" (RCA)

Most Requested:
JOHN ANDERSON "Swingin'" (WB)
CONWAY TWITTY "The Rose" (Elektra)
ALABAMA "Dixieland Delight" (RCA)
RICKY SKAGGS "I Wouldn't Change..." (Elektra)

National Airplay/50... See Page 86

MIDWEST Most Added... Hottest

CAR ADDS & HITS

WEST Most Added... Hottest

Tom Petty, Dexys Midnight, Greg Kihn Band, Bob Seger, Lionel Richie, Duran Duran

Music Key (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

Prince, Culture Club, Oxo, Lionel Richie, Tom Petty, Michael Jackson

MIDWEST

PARALLEL TWO

82X/Columbus, OH

Tel Muter

JOE JACKSON, DEXYS MIDNIGHT, GREG KIHN BAND

ROB SEGER 7-1, CULTURE CLUB 9-4, LIONEL RICHIE 13-6, DURAN DURAN 15-10, MICHAEL JACKSON 24-11

KEYV/FM/Wichita, KS

Paranormal

DAN FOZBERG

BOB SEGER 1-1, CHRIS CROSS 7-3, LIONEL RICHIE 10-7, MICHAEL JACKSON 14-10, HALL & OATES 15-11

KMIA/Denver, IA

Jim O'Hara

MELISSA MANCHESTE, BARRY HANLON, DEXYS MIDNIGHT, ROBERT JOHNSON

BOB SEGER 3-1, HALL & OATES 15-7, MICHAEL JACKSON 20-12, ERIC CLAPTON 23-14, DIANA ROSS 29-21

KIOU/Des Moines, IA

Mike Judge

ROBBIE PATTON, GARY PORTNOY, MAC MCANALLY

LIONEL RICHIE 3-1, JOE JACKSON 6-3, ROGERS & EASTON 12-7, MICHAEL JACKSON 14-8, CHRIS CROSS 13-9

WKQI/Indianapolis, IN

Jay Stevens

STEVE NICK, JEFFERSON STARSHIP

PHIL COLLINS 15-9, BOB SEGER 6-1, KENNY LOGGINS 3-2, CHRIS CROSS 9-7, FRIDA 10-8, MOVING PICTURES 13-10

WZDR/Rochford, IL

Wynne Johnston

MEN AT WORK, PHIL COLLINS, CHRIS DENBURG, TOM PETTY, DONNIE IRIS (dp), KELLY GROCUTTY (dp), SINGLE BULLET THE (dp)

WZZR/Grand Rapids, MI

Don Schaefer

BOB SEGER 1-1, STEEL BREEZE 10-13, PRETENDERS 18-13, TRUHIUM 16-10, GREG KIHN BAND 35-22

WKAL/Applenton-Oakbrook, NC

Rosal Allen

DAN FOZBERG, ARC, PHIL COLLINS, TOM PETTY (dp), J. CELLS BAND (dp)

ZIOM/Madison, WI

Jonathan Linger

NIGHT RANGER, TOM PETTY, SUPERTRAMP

ROB SEGER 1-1, LIONEL RICHIE 3-1, STRAY CATS 3-2, CHRIS CROSS 13-6, LIONEL RICHIE 8-6, JOURNEY 17-13

WKDQ/Alton, OH

Matt Patrick

MELISSA MANCHESTE, DEXYS MIDNIGHT, WAKED EYES, TOM PETTY

STEPHEN BISHOP, THOMAS DOBLY, THOMPSON TWINS

MEN AT WORK 2-1, DURAN DURAN 4-2, JOE JACKSON 5-4, HALL & OATES 9-4, JOURNEY 10-9

WKDD/Granville, IN

Heather Payne

TONIA SUMNER, MELISSA MANCHESTE, DIANA ROSS, PRETENDERS

PATTI AUSTIN 1-1, LIONEL RICHIE 4-2, BOB SEGER 12-5, CHRIS CROSS 15-8, STEPHEN BISHOP 22-9

WUPW/Hammond, IN

Sue Chapman

MELISSA MANCHESTE, DEXYS MIDNIGHT, WAKED EYES (dp), ATY (dp)

BOB SEGER 1-1, CULTURE CLUB 5-2, LIONEL RICHIE 7-4, MICHAEL JACKSON 11-7, HALL & OATES 21-12, WALSLEY 21-12

WZZM/Ft Wayne, MI

Tony Richards

GREG KIHN BAND (dp), ORO (dp), TOM PETTY (dp)

CHRIS CROSS 2-1, DURAN DURAN 12-7, HALL & OATES 21-15, JOURNEY 22-16, STYX 24-17

USBB/South Bend, IN

J.K. Deering

BARRY HAGAR, DURAN DURAN, HALL & OATES

PATY HUSTIN 2-1, MEN AT WORK 3-2, BOB SEGER 8-7, CULTURE CLUB 12-9, ROGERS & EASTON 22-19

WBWC/Durham, MN

Dick Johnson

DAN FOZBERG, STYX, STEPHEN BISHOP, THOMPSON TWINS

BOB SEGER 1-1, CULTURE CLUB 3-2, SUPERTRAMP 12-8, HALL & OATES 19-17, STRAY CATS 9-7, HALL & OATES 15-9, JOURNEY 17-17

WGRD/Grand Rapids, MI

J.J. Walker

HALL & OATES

STEVE NICK, PATTI AUSTIN 2-1, BOB SEGER 4-4, ROBBIE PATTON 6-6, LIONEL RICHIE 9-9

WVVC/East Lansing, MI

Hayes/Ogilvie

HALL & OATES, TRIUMPH, ATY

CHILLINACK, THOMAS DOBLY, DAN FOZBERG, REAZER 17

CULTURE CLUB 5-1, SAMMY HAGAR 3-2, PAT BENATAR 10-3, JOE JACKSON 13-12, GOLDEN EARRING 21-16

WYFM/Ypsilanti, MI

Jeff Tobin

JOURNEY (dp), CHRIS CROSS

PHIL COLLINS 2-2, BILLY JOEL 6-5, DURAN DURAN 16-9

WZQR/Rochford, IL

Tim Fox

HALL & OATES, DEXYS MIDNIGHT, GREG KIHN BAND, SUPERTRAMP

BOB SEGER 1-1, STRAY CATS 3-2, CHRIS CROSS 7-3, CULTURE CLUB 8-4, JOURNEY 12-5

WZZR/Grand Rapids, MI

Don Schaefer

STEEL BREEZE, FELONY, THOMAS DOBLY

BOB SEGER 1-1, BOB SEGER 1-1, JOE JACKSON 11-4, ERIC CLAPTON 20-17, DONNA SUMNER 26-20, DON HELEY 27-22

KRWV/Cape Girardeau, MO

Sam Quynhor

FRIDA, ATY

GREG KIHN BAND, ROGERS & EASTON 9-6, SAMMY HAGAR 13-7, LIONEL RICHIE 10-7, JOURNEY 16-10

KBYN/Provo, UT

Genie/McCoy

ATY, GREG KIHN BAND, ROGERS & EASTON 9-6, SAMMY HAGAR 13-7, LIONEL RICHIE 10-7, JOURNEY 16-10

KBYN/Provo, UT

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Genie/McCoy

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WNAM/Applenton-Oakbrook, NC

Chris Caine

OXO, J. CELLS BAND, DEXYS MIDNIGHT, BOB SEGER 1-1, SUPERTRAMP 12-8, HALL & OATES 19-17, STYX 23-14, JOURNEY 24-16

WNAW/Indianapolis, IN

Larry Helgo

HALL & OATES

NEW AT WORK 1-1, PATTI AUSTIN 2-1, BOB SEGER 4-4, ROBBIE PATTON 6-6, LIONEL RICHIE 9-9

WVVC/East Lansing, MI

Hayes/Ogilvie

HALL & OATES, TRIUMPH, ATY

CHILLINACK, THOMAS DOBLY, DAN FOZBERG, REAZER 17

CULTURE CLUB 5-1, SAMMY HAGAR 3-2, PAT BENATAR 10-3, JOE JACKSON 13-12, GOLDEN EARRING 21-16

WYFM/Ypsilanti, MI

Jeff Tobin

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PHIL COLLINS 2-2, BILLY JOEL 6-5, DURAN DURAN 16-9

WZQR/Rochford, IL

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KRWV/Cape Girardeau, MO

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KBYN/Provo, UT

Genie/McCoy

ATY, GREG KIHN BAND, ROGERS & EASTON 9-6, SAMMY HAGAR 13-7, LIONEL RICHIE 10-7, JOURNEY 16-10

KFYR/Sioux Falls, SD

Dan Brunner

DURAN DURAN, MICHAEL JACKSON, DEXYS MIDNIGHT, BOB SEGER 1-1, SUPERTRAMP 12-8, HALL & OATES 19-17, STYX 23-14, JOURNEY 24-16

WNAW/Indianapolis, IN

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NEW AT WORK 1-1, PATTI AUSTIN 2-1, BOB SEGER 4-4, ROBBIE PATTON 6-6, LIONEL RICHIE 9-9

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PARALLELS

Parallel & Selected stations in major markets that are format dominant and/or exert a significant national influence.

Parallel & Selected stations in secondary markets that are format dominant and/or exert a significant local or regional influence. The parallel may also contain some major market stations that do not qualify for parallel one status.

Parallel & Selected stations in smaller markets that are format dominant and/or exert a significant local influence. The parallel may contain some secondary market stations that do not qualify for parallel two status.

★ DENOTES FIRST WEEK IN PARALLELS.

25% REPORTS

JOHN DOE "Hi Song" (Anylabel)
LP: Hi Song

Regional	100/25	44%	National Summary
W	33%	Up	51
E	33%	Down	00
S	21%	Same	0
B	5%	Down	0
N	1%	Down	25

EXAMPLE

100000 - 100 CHR reporting stations on 8th week including 25 new adds

44% - Percentage of the weeks reporting playing

Regional Result - Percentage of reporters playing the song within each region

National Summary

Up 51 - Number of stations moving 1 up on the charts

Down 00 - Number of stations debuting the song this week

Same 04 - Number of stations reporting no movement this week. (On to Chart on Ch. 31-31)

Down 0 - Number of stations moving 1 down on their charts

Adds 25 - Total number of stations adding it this week

MARTY BALIN "What Love Is" (Mercury)
LP: Love

Regional	670	28%	National Summary
W	15%	Up	1
E	15%	Down	15
S	15%	Same	0
B	15%	Down	0
N	15%	Down	0

ABC "Fallen Arrow" (Mercury/PolyGram)
LP: Fallen Arrow

Regional	122/24	57%	National Summary
W	5%	Up	46
E	5%	Down	24
S	5%	Same	0
B	5%	Down	0
N	5%	Down	0

PAT BENTLEY "Little Joe" (Chrysalis)
LP: Got Nervous

Regional	110/12	48%	National Summary
W	5%	Up	10
E	5%	Down	10
S	5%	Same	0
B	5%	Down	0
N	5%	Down	0

PHIL COLLINS "I Don't Care Anymore" (Atlantic)
LP: No No No

Regional	62/22	28%	National Summary
W	5%	Up	10
E	5%	Down	10
S	5%	Same	0
B	5%	Down	0
N	5%	Down	0

AFTER THE FIRE "Dar Karmazyn" (A&M)
LP: After The Fire

Regional	102/20	60%	National Summary
W	5%	Up	17
E	5%	Down	17
S	5%	Same	0
B	5%	Down	0
N	5%	Down	0

STEPHEN SODERQVIST "Night As You..." (WNU)
LP: Soundtrack "Tears"

Regional	108/12	44%	National Summary
W	4%	Up	17
E	4%	Down	17
S	4%	Same	0
B	4%	Down	0
N	4%	Down	0

CHRISTOPHER CROSS "All Right Now" (WNU)
LP: Another Page

Regional	28/3	60%	National Summary
W	5%	Up	16
E	5%	Down	16
S	5%	Same	0
B	5%	Down	0
N	5%	Down	0

THE 3rd "The 3rd" (Mercury)
LP: The 3rd

Regional	102/20	60%	National Summary
W	5%	Up	17
E	5%	Down	17
S	5%	Same	0
B	5%	Down	0
N	5%	Down	0

THE 3rd "The 3rd" (Mercury)
LP: The 3rd

Regional	102/20	60%	National Summary
W	5%	Up	17
E	5%	Down	17
S	5%	Same	0
B	5%	Down	0
N	5%	Down	0

THE 3rd "The 3rd" (Mercury)
LP: The 3rd

Regional	102/20	60%	National Summary
W	5%	Up	17
E	5%	Down	17
S	5%	Same	0
B	5%	Down	0
N	5%	Down	0

CHRISTOPHER CROSS "All Right Now" (WNU)
LP: Another Page

Regional	28/3	60%	National Summary
W	5%	Up	16
E	5%	Down	16
S	5%	Same	0
B	5%	Down	0
N	5%	Down	0

CULTURE CLUB "Do You Really Want to Be a Star" (A&M)
LP: Killing to Be Clever

Regional	21/2	80%	National Summary
W	5%	Up	1
E	5%	Down	1
S	5%	Same	0
B	5%	Down	0
N	5%	Down	0

THE 3rd "The 3rd" (Mercury)
LP: The 3rd

Regional	102/20	60%	National Summary
W	5%	Up	17
E	5%	Down	17
S	5%	Same	0
B	5%	Down	0
N	5%	Down	0

THE 3rd "The 3rd" (Mercury)
LP: The 3rd

Regional	102/20	60%	National Summary
W	5%	Up	17
E	5%	Down	17
S	5%	Same	0
B	5%	Down	0
N	5%	Down	0

THE 3rd "The 3rd" (Mercury)
LP: The 3rd

Regional	102/20	60%	National Summary
W	5%	Up	17
E	5%	Down	17
S	5%	Same	0
B	5%	Down	0
N	5%	Down	0

DEKLE MORGENTHAU "Come On Back" (Mercury/PolyGram)
LP: The Back

Regional	7/23	80%	National Summary
W	5%	Up	4
E	5%	Down	4
S	5%	Same	0
B	5%	Down	0
N	5%	Down	0

CHRISTOPHER CROSS "All Right Now" (WNU)
LP: Another Page

Regional	28/3	60%	National Summary
W	5%	Up	16
E	5%	Down	16
S	5%	Same	0
B	5%	Down	0
N	5%	Down	0

THE 3rd "The 3rd" (Mercury)
LP: The 3rd

Regional	102/20	60%	National Summary
W	5%	Up	17
E	5%	Down	17
S	5%	Same	0
B	5%	Down	0
N	5%	Down	0

THE 3rd "The 3rd" (Mercury)
LP: The 3rd

Regional	102/20	60%	National Summary
W	5%	Up	17
E	5%	Down	17
S	5%	Same	0
B	5%	Down	0
N	5%	Down	0

NEIL DIAMOND "I'm Alive" (Columbia)
LP: Nightingale

Regional	121/8	64%	National Summary
W	5%	Up	32
E	5%	Down	32
S	5%	Same	0
B	5%	Down	0
N	5%	Down	0

THE 3rd "The 3rd" (Mercury)
LP: The 3rd

Regional	102/20	60%	National Summary
W	5%	Up	17
E	5%	Down	17
S	5%	Same	0
B	5%	Down	0
N	5%	Down	0

THE 3rd "The 3rd" (Mercury)
LP: The 3rd

Regional	102/20	60%	National Summary
W	5%	Up	17
E	5%	Down	17
S	5%	Same	0
B	5%	Down	0
N	5%	Down	0

THOMAS DOBLY "Blinded By..." (Harvest/Capitol)
LP: Blinded By Science

Regional	61/23	23%	National Summary
W	5%	Up	7
E	5%	Down	7
S	5%	Same	0
B	5%	Down	0
N	5%	Down	0

THE 3rd "The 3rd" (Mercury)
LP: The 3rd

Regional	102/20	60%	National Summary
W	5%	Up	17
E	5%	Down	17
S	5%	Same	0
B	5%	Down	0
N	5%	Down	0

DURAN DURAN "Happy Life" (Mercury/Capitol)
LP: No

Regional	10/5	80%	National Summary
W	5%	Up	5
E	5%	Down	5
S	5%	Same	0
B	5%	Down	0
N	5%	Down	0

THE 3rd "The 3rd" (Mercury)
LP: The 3rd

Regional	102/20	60%	National Summary
W	5%	Up	17
E	5%	Down	17
S	5%	Same	0
B	5%	Down	0
N	5%	Down	0

THE 3rd "The 3rd" (Mercury)
LP: The 3rd

Regional	102/20	60%	National Summary
W	5%	Up	17
E	5%	Down	17
S	5%	Same	0
B	5%	Down	0
N	5%	Down	0

THE 3rd "The 3rd" (Mercury)
LP: The 3rd

Regional	102/20	60%	National Summary
W	5%	Up	17
E	5%	Down	17
S	5%	Same	0
B	5%	Down	0
N	5%	Down	0

EARTH, WIND & FIRE "Fall In Love With Me" (A&M)
LP: Powerlight

Regional	112/4	80%	National Summary
W	5%	Up	30
E	5%	Down	30
S	5%	Same	0
B	5%	Down	0
N	5%	Down	0

THE 3rd "The 3rd" (Mercury)
LP: The 3rd

Regional	102/20	60%	National Summary
W	5%	Up	17
E	5%	Down	17
S	5%	Same	0
B	5%	Down	0
N	5%	Down	0

THE 3rd "The 3rd" (Mercury)
LP: The 3rd

Regional	102/20	60%	National Summary
W	5%	Up	17
E	5%	Down	17
S	5%	Same	0
B	5%	Down	0
N	5%	Down	0

THE 3rd "The 3rd" (Mercury)
LP: The 3rd

Regional	102/20	60%	National Summary
W	5%	Up	17
E	5%	Down	17
S	5%	Same	0
B	5%	Down	0
N	5%	Down	0

DAN FOGLER "Love Love Love" (Mercury/Capitol)
LP: Love Love Love

Regional	14/30	60%	National Summary
W	5%	Up	15
E	5%	Down	15
S	5%	Same	0
B	5%	Down	0
N	5%	Down	0

THE 3rd "The 3rd" (Mercury)
LP: The 3rd

Regional	102/20	60%	National Summary
W	5%	Up	17
E	5%	Down	17
S	5%	Same	0
B	5%	Down	0
N	5%	Down	0

THE 3rd "The 3rd" (Mercury)
LP: The 3rd

Regional	102/20	60%	National Summary
W	5%	Up	17
E	5%	Down	17
S	5%	Same	0
B	5%	Down	0
N	5%	Down	0

THE 3rd "The 3rd" (Mercury)
LP: The 3rd

Regional	102/20	60%	National Summary
W	5%	Up	17
E	5%	Down	17
S	5%	Same	0
B	5%	Down	0
N	5%	Down	0

THE 3rd "The 3rd" (Mercury)
LP: The 3rd

Regional	102/20	60%	National Summary
W	5%	Up	17
E	5%	Down	17
S	5%	Same	0
B	5%	Down	0
N	5%	Down	0

Private recordings

WFLA 10-12
WFTS 10-12
WTVT 10-12
WWSB 10-12
WXPB 10-12
WFTS 10-12
WTVT 10-12
WWSB 10-12
WXPB 10-12
WFTS 10-12
WTVT 10-12
WWSB 10-12
WXPB 10-12

G

GOLDEN EARRINGS
Twilight Zone (21/P/Green)
LP: Cut

Regional: 854 38% National
1 154
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D1 **P2** **P3**

DON HENLEY
I Can't Stand Still (A&M)
LP: I Can't Stand Still

Regional: 1845 68% National
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D1 **P2** **P3**

D.HALL & J. OATES
One On One (RCA)
LP: 1/2

Regional: 2888 82% National
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D1 **P2** **P3**

JOE JACKSON
Breaking In Two (A&M)
LP: Night And Day

Regional: 2126 89% National
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D1 **P2** **P3**

JEFFERSON STARSHIP
Winds Of Change (RCA)
LP: Winds Of Change

Regional: 1185 82% National
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D1 **P2** **P3**

MELISSA MANCHESTER
New Girl (A&M)
LP: Greatest Hits

Regional: 9428 62% National
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D1 **P2** **P3**

OLIVIA NEWTON-JOHN
Tied Up (MCA)
LP: Greatest Hits Volume 2

Regional: 831 37% National
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D1 **P2** **P3**

BOB DYLAN
The Bootleg Series (Columbia)
LP: Various

Regional: 1000 88% National
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D1 **P2** **P3**

BOB DYLAN
The Bootleg Series (Columbia)
LP: Various

Regional: 1000 88% National
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D1 **P2** **P3**

JOHN HALL BAND
Love Me Again (EMI America)
LP: Beach Party

Regional: 888 27% National
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D1 **P2** **P3**

MICHAEL JACKSON
Billie Jean (A&M)
LP: Thriller

Regional: 18210 88% National
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**THE BRIGHTEST
NEW STAR
IN '83?**

**RADIO HAS MADE
IT'S CHOICE...**

**GUS
HARDIN**

**"AFTER
THE LAST
GOOD-BYE"**

PB-13445

**THE HIGHEST DEBUTING
ARTIST IN BILLBOARD
THIS WEEK!**

BILLBOARD 74 CASHBOX 75****

RADIO & RECORDS

NEW & ACTIVE

63 STATIONS WITH 32 ADDS

**ONE OF THE MOST ADDED SINGLES
IN R & R THIS WEEK!**

**"A lot of artists have hit records because
the song is great, or the groove was great
or the promotion was great....
only occasionally does the artist come
along with a sound so unique and exciting
that they create their own hit records....
GUS HARDIN is that act!"**

Rick Hall, Producer

**RADIO KNOWS A
HIT WHEN THEY
HEAR ONE!**

RCA

Adult / Contemporary

Continued from Back Page

BREAKERS.

BARRY MANILOW

Some Kind Of Friend (Arista)

50% of our reporters on it. Rotations: Heavy 4/0, Medium 34/13, Light 26/20, Extra Adds 1, Total Adds 34 including WLTA, WSB-FM, WHB, WISN, WCCO, KHOW, KGW, KEZR, WBEN, WWSH, WAAY, KRNT, WISM-FM, KOST, and 20 more. Debuts at number 28 on the A/C chart.

KC & THE SUNSHINE BAND (with TERI DeSARIO)

Don't Run (Come Back To Me) (Epic)

49% of our reporters on it. Rotations: Heavy 0/0, Medium 33/5, Light 31/15, Extra Adds 0, Total Adds 20 including WARM98, KPPL, WKAZ, Y97, WBT, KMGC, WRVR, WRVA, WFMK, WISM-FM, KUDO, KCEE, WTNV, WDEF, WJBC, and 5 more. Debuts at number 30 on the A/C chart.

DIONNE WARWICK

Take The Short Way Home (Arista)

48% of our reporters on it. Rotations: Heavy 1/0, Medium 27/10, Light 32/22, Extra Adds 3, Total Adds 35 including GR55, WARM98, WISN, KHOW, KGW, KFMB, KPLZ, WAAY, WHHY, WTRX, WENS, KKRD, KWAV, KS103, KCEE, and 20 more. Debuts at number 29 on the A/C chart.

MOST ADDED

DIONNE WARWICK (35)
Take The Short Way Home (Arista)
BARRY MANILOW (34)
Some Kind Of Friend (Arista)
KC & THE SUNSHINE BAND... (20)
Don't Run (Come Back To Me) (Epic)
ERIC CLAPTON (14)
I've Got A Rock N' Roll Heart (WB)
JEFFREY OSBORNE (13)
Enie Meenie (A&M)

HOTTEST

LIONEL RICHIE (88)
You Are (Motown)
BOB SEGER (73)
Shame On The Moon (Capitol)
CHRISTOPHER CROSS (70)
All Right (WB)
K. ROGERS & S. EASTON (66)
We've Got Tonight (Liberty)
CULTURE CLUB (44)
Do You Really Want To... (Virgin/Epic)
NEIL DIAMOND (28)
I'm Alive (Columbia)

NEW & ACTIVE

JEFFREY OSBORNE "Enie Meenie" (A&M) 43/13
Rotations: Heavy 0/0, Medium 21/3, Light 19/7, Extra Adds 3, Total Adds 13, KGW, KJR, KPLZ, WSLU, KRNT, WENS, WFMK, WMHE, KS103, KBEL, WJON, KODI, KRKK. Medium: WLTT, WLTA, WRVR, WHBC, WTRX, KUGN, KUDO, WAVV, WKZE-FM, WEIM, WTNV, WSKY, WORG, KFSS, KTWO, KRCL, KRNO.
DONALD FAGEN "New Frontier" (WB) 30/3
Rotations: Heavy 2/0, Medium 18/2, Light 10/1, Extra Adds 0, Total Adds 3, KGW, WQJL, KCRG. Heavy: WLTA, WCCO. Medium: WISN, WISM-FM, KJUA, WAVV, WKZE-FM, WEIM, WTNV, WSKY, WCHV, WORG, KFSS, KFOD, KTWO, KRCL, KRKK, KRNO.

BREAKERS are those newer records judged to have the greatest level of station airplay activity on any given week.

NEW & ACTIVE includes songs reported by at least 30 of our A/C reporting stations. The two numbers following the artist/title label designation indicate how many A/C reporters are on the record this week and, of those, how many added it for the first time this week. A/C stations report their playlists by rotations Heavy, Medium, Light, and Addl. The two numbers following each rotational designation indicate how many stations have the record in that particular rotation and, of those, how many added it directly into that same rotation.

SIGNIFICANT ACTION is a quantitative listing of songs below the New & Active level. indicates one of this week's most added new releases.

SIGNIFICANT ACTION

B.J. THOMAS "What Ever Happened To Old..." (Cleve. Int./Columbia) 25/10
Rotations: Heavy 1/0, Medium 14/3, Light 9/4, Extra Adds 1, Total Adds 10, WMB, WCCO, WSLU, WRVR, KSL, WORG, WJBC, KCRG, KVOX, KRKK. Heavy: KFSS. Medium: WSB, KOY, WHBY, WHBC, KRNT, KUDO, WEIM, WDEF, WJON, KVSF.

ALAN PARSONS PROJECT "Old & Wise" (Arista) 25/9
Rotations: Heavy 0/0, Medium 10/2, Light 14/6, Extra Adds 1, Total Adds 9, WLTA, WHB, WKAZ, WGY, WHHY, KRNT, WORG, KVOX, KFOD. Medium: WARM98, WCCO, WRVR, WHBC, KUGN, KSL, WAVV, KFOR.

MICHEL BERGER "Innocent Eyes" (Atlantic) 25/3
Rotations: Heavy 3/0, Medium 9/1, Light 13/2, Extra Adds 0, Total Adds 3, WENS, KEX, WCHV. Heavy: WLTA, WCCO, KRCL. Medium: WARM98, WSLU, WMAZ, WHBY, WHBC, KSL, KFOR, KWEB.

STRAY CATS "Stray Cat Strut" (EMI America) 23/2
Rotations: Heavy 6/0, Medium 7/0, Light 10/2, Extra Adds 0, Total Adds 2, KJR, WTRX. Heavy: KOY, WGY, WAVV, WKBR, KCMQ, KRKK. Medium: WFBR, WQVE, WOWO, WFMK, KYUU, WTNV, KPAT.

LEE RITENOUR BAND with ERIC TAGG "Keep It Alive" (Elektra) 22/11
Rotations: Heavy 1/0, Medium 4/2, Light 15/7, Extra Adds 2, Total Adds 11, WKAZ, WRVR, WHBY, WISM-FM, WMHE, KUGN, KUDO, KWAV, KSL, KTWO, KRKK. Heavy: WCCO. Medium: WEIM, KFOR.

ABBA "One Of Us" (Atlantic) 21/8
Rotations: Heavy 2/0, Medium 9/2, Light 9/6, Extra Adds 1, Total Adds 8, WLTA, KHOW, WKAZ, WHBY, WQJL, KYUU, KCRG, KFOD. Heavy: WFBR, WCCO. Medium: WSB, WHBC, KUGN, KSL, WKZE-FM, KFOR, WJON.

OLIVIA NEWTON-JOHN "Tied Up" (MCA) 21/0
Rotations: Heavy 1/0, Medium 11/0, Light 9/0, Extra Adds 0, Total Adds 0. Heavy: WEIM. Medium: WGY, KEY103, WSLU, KWAV, WTNV, WORG, KFOD, KTWO, KRCL, KRNO, KRKK.

HELEN REDDY "Don't Tell Me Tonight" (MCA) 20/2
Rotations: Heavy 0/0, Medium 5/0, Light 15/2, Extra Adds 0, Total Adds 2, WKAZ, KRCL. Medium: KSL, WAVV, WEIM, KFOR, KVSF.

ROBBIE PATTON "Smiling Islands" (Atlantic) 17/12
Rotations: Heavy 0/0, Medium 4/2, Light 12/8, Extra Adds 1, Total Adds 12, 97AIA, KPLZ, WKAZ, WSLU, WISM-FM, WMHE, WKZE-FM, WTNV, KWEB, KFOD, KTWO, KRCL. Medium: WCCO, KCRG.

PRETENDERS "Back On The Chain Gang" (Sire/WB) 17/7
Rotations: Heavy 5/0, Medium 9/3, Light 6/4, Extra Adds 0, Total Adds 4, WKAZ, KEY103, WOWO, WTNV, WSKY, KPAT, KRKK. Heavy: KPLZ, WGY, WFMK, KUDO, KCMQ. Medium: KGW, KYKY, WKBR.

RANDY NEWMAN & PAUL SIMON "The Blues" (WB) 17/0
Rotations: Heavy 0/0, Medium 12/0, Light 5/0, Extra Adds 0, Total Adds 0, Medium: KHOW, KNBR, WSRZ, KEX, WKZE-FM, WEIM, WSKY, KFOR, KWEB, WJON, KFOD, KRKK.

TANYA TUCKER "Feel Right" (Arista) 17/0
Rotations: Heavy 0/0, Medium 6/0, Light 11/0, Extra Adds 0, Total Adds 0. Medium: WLTA, KRNT, WAVV, KVOX, KFOR, KRCL.

GEORGE FISCHOFF "Carnival Island" (Mbas Music Group) 15/4
Rotations: Heavy 0/0, Medium 4/1, Light 11/3, Extra Adds 0, Total Adds 4, WAVV, KSL, WEIM, KFSS. Medium: WSLU, KRNT, KUGN.

YAZ "Only You" (Sire/WB) 14/6
Rotations: Heavy 1/0, Medium 3/0, Light 9/5, Extra Adds 1, Total Adds 6, KBDI, KUDO, WKZE-FM, WSKY, KTWO, KRCL. Heavy: WFMK. Medium: WCCO, KGW, KPLZ.

EARTH, WIND & FIRE "Fall In Love With Me" (Columbia) 14/1
Rotations: Heavy 1/0, Medium 5/0, Light 8/1, Extra Adds 0, Total Adds 1, WCCO. Heavy: WFMK. Medium: WWSN, WKZE-FM, WEIM, KFSS, KFOD.

GLEN CAMPBELL "I Love How You Love Me" (Atlantic America) 13/2
Rotations: Heavy 2/0, Medium 8/0, Light 5/1, Extra Adds 1, Total Adds 2, WVLX, WJBC. Heavy: KSL, WDEF. Medium: WLTA, WCCO, WMAZ, KUGN, KPPL.

JAMES GALWAY with SYLVIA "The Wayward Wind" (RCA) 13/1
Rotations: Heavy 2/0, Medium 8/0, Light 2/0, Extra Adds 1, Total Adds 1, KVOX. Heavy: WDEF, WJON. Medium: WFBR, WCCO, WHBC, KSL, WTNV, KFOR, KWEB, KVSF.

JOHN STEWART "Queen Of Hollywood High" (Allegiance) 12/2
Rotations: Heavy 0/0, Medium 3/0, Light 9/2, Extra Adds 0, Total Adds 2, WCCO, WCHV. Medium: WSB, WISM-FM, KRCL.

MAC McANALLY "Minimum Love" (Geffen) 11/11
Rotations: Heavy 0/0, Medium 2/2, Light 8/8, Extra Adds 1, Total Adds 11, WARM98, WCCO, WRVR, WHHY, WISM-FM, WEIM, WSKY, KFSS, KFOR, KWEB, KTWO.

DON HENLEY "I Can't Stand Still" (Asylum) 11/1
Rotations: Heavy 0/0, Medium 8/1, Light 3/0, Extra Adds 0, Total Adds 1, WSKY. Medium: KUDO, WEIM, WTNV, WJBC, KCMQ, KPAT, KRKK.

MICHAEL McDONALD "Playin' By The Rules" (WB) 10/5
Rotations: Heavy 0/0, Medium 4/2, Light 6/3, Extra Adds 0, Total Adds 5, 97AIA, WSRZ, WHBC, WISM-FM, KFSS. Medium: WSKY, KRKK.

A/C Adds & Hits... See Page 74

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AOR /HOT TRACKS

This chart compiles data from reporting stations with a majority of listeners aged 18-34.

Weeks Ago	Two Weeks Ago	Last Week	Artist/Track	Total	Heavy	Medium	Add	Total
9	3	1	1 JOURNEY/Separate Ways (Columbia)	161	148	13	0	1
19	5	2	2 DEF LEPPARD/Photograph (Mercury/PolyGram)	145	101	44	0	3
3	2	3	3 BOB SEGER.../Even Now (Capitol)	143	115	28	0	1
7	5	6	4 RIC OCASEK/Something To Grab For (Geffen)	155	69	86	0	3
2	4	4	5 GOLDEN EARRING/Twilight Zone (21/PolyGram)	127	88	39	0	1
-	20	10	6 STYX/Mr. Roboto (A&M)	133	83	50	0	5
1	1	3	7 DURAN DURAN/Hungry Like... (Harvest/Capitol)	119	96	23	0	0
8	7	8	8 MEN AT WORK/Be Good Johnny (Columbia)	127	101	25	1	2
12	10	9	9 TRIUMPH/A World Of Fantasy (RCA)	122	75	47	0	0
16	13	11	10 GREG KIHN BAND/Jeopardy (Beserkley/E-A)	137	68	63	2	5
5	6	7	11 PRETENDERS/Back On The Chain Gang (Sire/WB)	116	87	29	0	4
18	12	12	12 FRIDA/I Know There's Something Going On (Atl.)	120	65	53	1	3
15	14	13	13 PRETENDERS/My City Was Gone (Sire/WB)	114	71	42	1	4
17	15	13	14 SCANDAL/Goodbye To You (Columbia)	122	60	60	2	6
21	18	15	15 TONY CAREY/I Won't Be Home Tonight (Rocshire)	128	38	90	0	4
6	8	15	16 NIGHT RANGER/Don't Tell Me You... (Boardwalk)	102	48	54	0	1
60	25	19	17 DURAN DURAN/Rio (Harvest/Capitol)	104	55	48	1	5
-	40	26	18 BRYAN ADAMS/Take Me Back (A&M)	101	34	64	2	3
13	18	17	19 VANDENBERG/Burning Heart (Atco)	100	35	62	2	4
64	35	33	20 RED RIDER/Human Race (Capitol)	90	35	55	0	1
44	31	28	21 FIXX/Red Skies (MCA)	93	24	65	4	10
26	28	22	22 TRIUMPH/Never Surrender (RCA)	79	42	37	0	0
23	22	20	23 NEIL YOUNG/Mr. Soul (Geffen)	91	28	63	0	0
32	26	24	24 PAT BENATAR/Little Too Late (Chrysalis)	86	48	38	0	1
11	19	21	25 SAMMY HAGAR/Remember The Heroes (Geffen)	75	44	31	0	1
22	24	23	26 N. SCHON/J. HAMMER/No More Lies (Columbia)	88	20	65	3	6
-	55	36	27 DEXYS MIDNIGHT.../Come On... (Mercury/PG)	97	33	47	11	21
35	29	28	28 PSYCHEDELIC FURS/Love My Way (Columbia)	92	19	69	4	7
4	11	18	29 SAMMY HAGAR/Your Love Is Driving... (Geffen)	72	54	18	0	0
-	-	40	30 JOURNEY/After The Fall (Columbia)	73	43	30	0	4
20	21	25	31 RED RIDER/Power (Capitol)	72	27	44	1	3
37	32	32	32 ERIC CLAPTON/I've Got A Rock N' Roll Heart (WB)	77	36	39	1	1
30	33	34	33 TOM PETTY.../Change Of Heart (Backstreet/MCA)	66	43	23	0	3
42	42	38	34 BOB SEGER.../Roll Away (Capitol)	58	45	13	0	0
14	27	30	35 SAGA/Wind Him Up (Portrait/CBS)	70	24	45	1	3
25	33	31	36 PHIL COLLINS/I Don't Care Anymore (Atlantic)	62	35	27	0	1
46	44	36	37 PHIL COLLINS/Like China (Atlantic)	62	30	32	0	3
-	53	48	38 MEN AT WORK/Underground (Columbia)	58	34	24	0	1
43	37	37	39 MISSING PERSONS/Windows (Capitol)	57	30	26	0	1
-	-	58	40 AFTER THE FIRE/Der Kommissar (Epic)	74	12	49	10	23
10	17	27	41 U2/New Year's Day (Island/Atco)	74	9	45	17	28
-	-	55	42 WALL OF VOODOO/Mexican Radio (IRS/A&M)	63	13	44	5	12
-	-	50	43 MODERN ENGLISH/I Melt With You (Sire/WB)	47	11	42	13	20
10	17	27	44 PAT BENATAR/Looking For A Stranger (Chrysalis)	69	29	20	0	0
10	17	27	45 BERLIN/Sex (I'm A...) (Geffen)	59	13	37	7	15
-	-	51	46 DEF LEPPARD/Rock! Rock!... (Mercury/PolyGram)	48	29	19	0	1
-	-	60	47 ART IN AMERICA/Art In America (Pavillion/CBS)	59	6	44	7	11
31	34	44	48 NEIL YOUNG/Little Thing Called Love (Geffen)	47	24	23	0	0
10	17	27	49 THOMAS DOLBY/She Blinded... (Harvest/Capitol)	52	18	28	4	6
10	17	27	50 B'Z/Get Up Get Angry (Epic)	55	9	41	5	7
47	41	43	51 JOHN HALL BAND/Love Me Again (EMI America)	57	13	42	1	2
-	-	56	52 MEMBERS/Working Girl (Arista)	52	13	35	4	7
-	-	58	53 JOURNEY/Rubicon (Columbia)	48	29	16	0	1
46	50	49	54 BOB SEGER.../Boomtown Blues (Capitol)	41	27	14	0	0
38	43	42	55 MISSING PERSONS/Walking In L.A. (Capitol)	40	23	17	0	1
-	-	54	56 CULTURE CLUB/Do You Really Want... (Virgin/Epic)	51	23	21	7	10
10	17	27	57 ROBERT HAZARD/Escalator Of Life (RCA)	57	8	40	6	8
10	17	27	58 THOMAS DOLBY/One Of Our... (Harvest/Capitol)	53	13	36	3	5
53	46	52	59 ENGLISH BEAT/Save It For Later (IRS/A&M)	46	14	30	1	3
-	-	59	60 BRYAN ADAMS/I'm Ready (A&M)	44	18	25	1	1

AOR /ALBUMS 25+

This chart compiles data from reporting stations with a majority of listeners aged 25-plus.

Weeks Ago	Two Weeks Ago	Last Week	Artist/Track	Total	Heavy	Medium	Add	Total
1	1	1	1 BOB SEGER ... The Distance (Capitol)	161	148	13	0	1
5	2	2	2 ERIC CLAPTON ... Money & Cigarettes (WB)	145	101	44	0	3
2	3	3	3 NEIL YOUNG ... "Even" "Shame" "Roll"	143	115	28	0	1
4	4	4	4 PHIL COLLINS ... "Heart" "Everybody"	155	69	86	0	3
3	5	5	5 TOM PETTY ... "Mr. Soul" "Hold"	127	88	39	0	1
7	7	7	7 GREG KIHN BAND ... Hello, I Must... (Atlantic)	133	83	50	0	5
11	11	11	11 JOURNEY ... "Care" "Carnot" "Walls"	119	96	23	0	0
15	15	15	15 CULTURE CLUB ... "Lucky" "Change" "Stand"	122	75	47	0	0
6	9	9	6 HALL & OATES ... "Jeopardy" "Tear"	104	55	48	1	5
10	10	10	10 RANDY NEWMAN ... "Jeopardy" "Tear"	101	34	64	2	3
19	19	19	19 DIRE STRAITS ... "Send" "Separate"	100	35	62	2	4
8	12	12	8 MEN AT WORK ... "Frontiers" (Columbia)	90	35	55	0	1
9	13	13	9 SUPERTRAMP ... "Jeopardy" "Tear"	93	24	65	4	10
13	14	14	13 RIC OCASEK ... "Send" "Separate"	79	42	37	0	0
13	14	14	13 CULTURE CLUB ... "Something" "Wait" "Jimmy"	91	28	63	0	0
17	17	17	17 JOHN HALL BAND ... "Too Rye-Ay" (Mercury/PolyGram)	86	48	38	0	1
14	17	17	14 GARLAND JEFFREYS ... "Come On Eileen"	75	44	31	0	1
14	17	17	14 THOMAS DOLBY ... "Blinded" (Harvest/Capitol)	88	20	65	3	6
14	17	17	14 THOMAS DOLBY ... "Blinded" (Harvest/Capitol)	97	33	47	11	21
14	17	17	14 THOMAS DOLBY ... "Blinded" (Harvest/Capitol)	92	19	69	4	7
14	17	17	14 THOMAS DOLBY ... "Blinded" (Harvest/Capitol)	72	54	18	0	0
14	17	17	14 THOMAS DOLBY ... "Blinded" (Harvest/Capitol)	73	43	30	0	4
14	17	17	14 THOMAS DOLBY ... "Blinded" (Harvest/Capitol)	72	27	44	1	3
14	17	17	14 THOMAS DOLBY ... "Blinded" (Harvest/Capitol)	77	36	39	1	1
14	17	17	14 THOMAS DOLBY ... "Blinded" (Harvest/Capitol)	66	43	23	0	3
14	17	17	14 THOMAS DOLBY ... "Blinded" (Harvest/Capitol)	58	45	13	0	0
14	17	17	14 THOMAS DOLBY ... "Blinded" (Harvest/Capitol)	70	24	45	1	3
14	17	17	14 THOMAS DOLBY ... "Blinded" (Harvest/Capitol)	62	35	27	0	1
14	17	17	14 THOMAS DOLBY ... "Blinded" (Harvest/Capitol)	62	30	32	0	3
14	17	17	14 THOMAS DOLBY ... "Blinded" (Harvest/Capitol)	58	34	24	0	1
14	17	17	14 THOMAS DOLBY ... "Blinded" (Harvest/Capitol)	57	30	26	0	1
14	17	17	14 THOMAS DOLBY ... "Blinded" (Harvest/Capitol)	74	12	49	10	23
14	17	17	14 THOMAS DOLBY ... "Blinded" (Harvest/Capitol)	74	9	45	17	28
14	17	17	14 THOMAS DOLBY ... "Blinded" (Harvest/Capitol)	63	13	44	5	12
14	17	17	14 THOMAS DOLBY ... "Blinded" (Harvest/Capitol)	47	11	42	13	20
14	17	17	14 THOMAS DOLBY ... "Blinded" (Harvest/Capitol)	69	29	20	0	0
14	17	17	14 THOMAS DOLBY ... "Blinded" (Harvest/Capitol)	59	13	37	7	15
14	17	17	14 THOMAS DOLBY ... "Blinded" (Harvest/Capitol)	48	29	19	0	1
14	17	17	14 THOMAS DOLBY ... "Blinded" (Harvest/Capitol)	59	6	44	7	11
14	17	17	14 THOMAS DOLBY ... "Blinded" (Harvest/Capitol)	47	24	23	0	0
14	17	17	14 THOMAS DOLBY ... "Blinded" (Harvest/Capitol)	52	18	28	4	6
14	17	17	14 THOMAS DOLBY ... "Blinded" (Harvest/Capitol)	55	9	41	5	7
14	17	17	14 THOMAS DOLBY ... "Blinded" (Harvest/Capitol)	57	13	42	1	2
14	17	17	14 THOMAS DOLBY ... "Blinded" (Harvest/Capitol)	52	13	35	4	7
14	17	17	14 THOMAS DOLBY ... "Blinded" (Harvest/Capitol)	48	29	16	0	1
14	17	17	14 THOMAS DOLBY ... "Blinded" (Harvest/Capitol)	41	27	14	0	0
14	17	17	14 THOMAS DOLBY ... "Blinded" (Harvest/Capitol)	40	23	17	0	1
14	17	17	14 THOMAS DOLBY ... "Blinded" (Harvest/Capitol)	51	23	21	7	10
14	17	17	14 THOMAS DOLBY ... "Blinded" (Harvest/Capitol)	57	8	40	6	8
14	17	17	14 THOMAS DOLBY ... "Blinded" (Harvest/Capitol)	53	13	36	3	5
14	17	17	14 THOMAS DOLBY ... "Blinded" (Harvest/Capitol)	46	14	30	1	3
14	17	17	14 THOMAS DOLBY ... "Blinded" (Harvest/Capitol)	44	18	25	1	1

EXPANDED & UP TO DATE

AOR ALBUMS — Compiles album airplay data from stations showing ratings strength 12-24. Includes four-week trend of chart action, plus cuts listed numerically by airplay. Current singles are **BS**. Also listed is present week's number of reports in all rotations, including total adds for all rotations. Symbols represent more (+), less (-), or equal (=) airplay in each rotation compared to last week's figures. Records showing significant airplay growth are listed.

AOR /ALBUMS 25+ — Compiles album airplay data from stations showing ratings strength 25+. Includes two-week trend of chart action, plus cuts listed in order of airplay. Current singles are **BS**. Records showing significant airplay growth are listed.

AOR BREAKERS — Those newer charting records that have reached 50% penetration of the week's reporting stations.

HOT TRACKS — Compiled from 12-24 stations, showcasing songs in configurations including LP, EP, and 45s. Includes four-week airplay trend. Also listed is present week's number of reports in all rotations, including total adds for all rotations. Symbols represent more (+), less (-), or equal (=) airplay in each rotation compared to last week's figures. Records showing significant upward momentum are listed.

MOST ADDED, NOTABLE — National and regional listings by number of station reports (12-24) and 25+ combined. Includes songs in all configurations.

NEW & ACTIVE, SIGNIFICANT ACTION — Albums coming closest to charting on the Airplay/40 12-24 chart. Notational information displayed over a two-week period last week in parentheses, including total reports, reports in each rotation, and adds in each rotation.

PARALLELS — Stations listed by market size and ratings success.

PLAYLISTS — Printed regularly by parallel. An "X" preceding an artist's name indicates all mentions of that record are new to the playlist. An "A" or "R" after an artist's name shows that other tracks from that record can be found in those markets. An artist's name with no abbreviations means all airplay of that artist is in listed rotation. An artist's name appears once per playlist, in the highest reported rotation.

SIGNIFICANT ACTION

ROBERT ELLIS ORRALL/Special Pain (RCA) "I Couldn't Say No"
Total Reports: 221/Total Adds: 81/4; Hots: 0/0/Hot Adds: 0/0; Mediums: 155/6/Medium Adds: 3/3; Extra Adds: 8/11.

SINGLE BULLET THEORY/Single Bullet Theory (Nemperor/CBS) "Keep It Tight"
Total Reports: 181/Total Adds: 87; Hots: 0/0/Hot Adds: 0/0; Mediums: 131/0/0/0; Extra Adds: 0/2; Extra Adds: 0/5.

ABC/The Lexicon Of Love (Mercury/PolyGram) "Poison Arrow"
Total Reports: 141/3/Total Adds: 1/2; Hots: 7/0/Hot Adds: 0/0; Mediums: 7/3/0/0; Extra Adds: 1/1; Extra Adds: 0/11.

CHRISTOPHER CROSS/Another Page (WB) "All Right"
Total Reports: 131/4/Total Adds: 1/2; Hots: 4/0/Hot Adds: 0/1; Mediums: 7/0/0/0; Extra Adds: 0/0; Extra Adds: 1/11.

BILL WRAY/Saves The Moment (EMI America) "She Loves The Radio"
Total Reports: 129/Total Adds: 4/2; Hots: 0/0/Hot Adds: 0/0; Mediums: 7/0/0/0; Extra Adds: 1/0; Extra Adds: 3/2.

STRANGE ADVANCE/Worlds Away (Capitol) "Worlds Away"
Total Reports: 118/Total Adds: 5/1; Hots: 4/4/Hot Adds: 0/0; Mediums: 5/2/0/0; Extra Adds: 3/1; Extra Adds: 2/0.

MARTY BALIN/Lucky (EMI America) "What Love Is"
Total Reports: 109/Total Adds: 7/3; Hots: 0/1/Hot Adds: 0/0; Mediums: 3/2/0/0; Extra Adds: 0/0; Extra Adds: 7/3.

FLIRTS/10 Cents A Dance ("O") "Jukebox"
Total Reports: 101/0/Total Adds: 1/2; Hots: 3/4/Hot Adds: 0/0; Mediums: 7/0/0/0; Extra Adds: 1/1; Extra Adds: 0/11.

TRANSLATOR/Heartbeat & Triggers (415/Columbia) "Everywhere I'm Not"
Total Reports: 97/Total Adds: 1/1; Hots: 11/1/Hot Adds: 0/0; Mediums: 7/0/0/0; Extra Adds: 1/11.

MICHAEL BOLTON/Michael Bolton (Columbia) "Fools Game"
Total Reports: 80/Total Adds: 0/0; Hots: 0/0/Hot Adds: 0/0; Mediums: 2/0/0/0; Extra Adds: 2/0; Extra Adds: 0/0.

MALCOLM McLAREN/(Island/Atco) "Buffalo Gals"
Total Reports: 74/Total Adds: 2/2; Hots: 2/1/Hot Adds: 0/0; Mediums: 4/2/0/0; Extra Adds: 2/1; Extra Adds: 0/11.

SOFT CELL/The Art Of Falling Apart (Sire/WB) "Heart"
Total Reports: 70/Total Adds: 1/7; Hots: 0/0/Hot Adds: 0/0; Mediums: 5/0/0/0; Extra Adds: 0/4; Extra Adds: 1/3.

BLANCHMANGE/Happy Families (Island/Atco) "Living On The Ceiling"
Total Reports: 64/Total Adds: 0/0; Hots: 0/0/Hot Adds: 0/0; Mediums: 4/4/0/0; Extra Adds: 1/0; Extra Adds: 2/0.

DOUG & THE SLUGS/Music For The Hard Of Thinking (RCA) "Making It Work"
Total Reports: 64/Total Adds: 2/0; Hots: 3/1/Hot Adds: 0/0; Mediums: 1/3/0/0; Extra Adds: 0/0; Extra Adds: 2/0.

PRINCE/1999 (WB) "1999"
Total Reports: 64/Total Adds: 2/0; Hots: 2/2/Hot Adds: 0/0; Mediums: 2/2/0/0; Extra Adds: 0/0; Extra Adds: 2/0.

CURE/(Import) "Let's Go To Bed"
Total Reports: 60/Total Adds: 1/2; Hots: 0/0/Hot Adds: 0/0; Mediums: 5/3/0/0; Extra Adds: 1/0; Extra Adds: 0/2.

DEF LEPPARD'S "PHOTOGRAPH"

IS DEVELOPING INTO THE FIRST HIT
FROM THEIR HOT NEW ALBUM

PYROMANIA



AOR HOT TRACKS 2

AOR ALBUMS 4



As Seen On MTV



Manufactured and Marketed by
PolyGram Records
.....

AOR / ALBUMS

This chart compiles data from reporting stations with a majority of listeners aged 12-24.

			February 18, 1983		191 REPORTERS					Total	Total
Weeks	Time	Last			Reports	Heavy	Medium	Adds	Adds	All	Rotations
		Weeks				Rotation	Rotation	Rotation	Rotation	Rotations	
5	2	2	1	JOURNEY/Frontiers (Columbia)	167	152	15	0	1	1	
1	1	2	2	BOB SEGER.../The Distance (Capitol)	165	138	27	0	1	1	
4	2	3	3	DURAN DURAN/Rio (Harvest/Capitol)	162	116	46	0	2	2	
17	16	7	4	DEF LEPPARD/Pyromania (Mercury/PolyGram)	150	102	47	1	4	4	
9	10	4	5	TRIUMPH/Never Surrender (RCA)	157	90	67	0	0	0	
10	8	6	6	RIC OCASEK/Beatitude (Geffen)	161	74	87	0	2	2	
8	9	5	7	MEN AT WORK/Business As Usual (Columbia)	142	110	31	1	2	2	
27	16	12	8	BRYAN ADAMS/Cuts Like A Knife (A&M)	156	45	108	2	5	5	
7	11	13	9	PHIL COLLINS/Hello, I Must Be Going! (Atlantic)	142	83	58	1	5	5	
6	7	11	10	PAT BENATAR/Get Nervous (Chrysalis)	140	89	51	0	0	0	
1	15	15	11	GREG KIHN BAND/Kihnspiracy (Berserker/E-A)	153	69	77	3	9	9	
8	6	8	12	GOLDEN EARRING/Cut (21/PolyGram)	129	90	39	0	1	1	
13	13	14	14	RED RIDER/Neruda (Capitol)	146	52	93	1	3	3	
2	3	9	14	SAMMY HAGAR/Three Lock Box (Geffen)	124	91	33	0	1	1	
3	4	10	15	TOM PETTY.../Long After Dark (Backstreet/MCA)	130	76	54	0	3	3	
19	18	18	16	FRIDA/I Know There's Something Going On (Atl.)	121	65	54	1	2	2	
18	19	19	17	SCANDAL/Love's Got A Line On You (Columbia)	125	60	63	2	6	6	
23	21	20	18	TONY CAREY/Tony Carey (Rocshire)	130	40	90	0	4	4	
11	14	17	19	NEIL YOUNG/Trans (Geffen)	124	44	80	0	0	0	
11	12	16	20	NIGHT RANGER/Dawn Patrol (Boardwalk)	113	53	60	0	1	1	
15	17	21	21	FIXX/Shattered Room (MCA)	115	37	74	4	9	9	
1	26	23	22	ERIC CLAPTON/Money & Cigarettes (WB)	121	45	68	4	8	8	
20	22	24	23	MISSING PERSONS/Spring Session M (Capitol)	94	47	46	0	3	3	
16	23	22	24	VANDENBERG/Vandenberg (Atco)	103	36	64	2	4	4	
22	24	26	25	N. SCHON/J. HAMMER/Here To Stay (Columbia)	93	20	70	3	6	6	
1	39	30	26	DEXYS MIDNIGHT.../Too-Rye-Ay (Mercury/PG)	99	33	48	12	22	22	
29	27	27	27	PSYCHEDELIC FURS/Forever Now (Columbia)	96	20	72	4	7	7	
1	34	28	28	THOMAS DOLBY/She Blinded... (Harvest/Capitol)	90	24	57	6	10	10	
14	20	25	29	SAGA/Worlds Apart (Portrait/CBS)	78	29	48	1	3	3	
1	38	30	28	BERLIN/Pleasure Victim (Geffen)	79	13	52	12	22	22	
1	35	35	31	AFTER THE FIRE/After The Fire (Epic)	74	12	49	10	23	23	
1	39	39	32	B'ZZ/Get Up Get Angry (Epic)	65	12	48	5	8	8	
32	30	32	34	ART IN AMERICA/Art In America (Pavilion/CBS)	69	8	50	9	14	14	
21	25	29	35	JOHN HALL BAND/Searchparty (EMI America)	67	15	50	1	2	2	
1	36	36	37	STRAY CATS/Built For Speed (EMI America)	55	23	32	0	1	1	
25	28	31	37	WALL OF VOODOO/Call Of The West (IRS/A&M)	63	13	44	5	12	12	
33	31	33	38	JEFFERSON STARSHIP/Winds Of... (RCA/Grunt)	52	26	25	1	1	1	
1	40	40	39	TODD RUNDGREN/Tortured Artist... (Brsville/WB)	60	9	48	2	2	2	
1	37	37	38	ROBERT HAZARD/Robert Hazard (RCA)	62	8	45	6	8	8	
1	38	38	39	CULTURE CLUB/Kissing To Be... (Virgin/Epic)	52	24	21	7	10	10	

BREAKERS

This data reflects reporting stations with a majority of listeners aged 12-24.
No records qualified for AOR breaker status this week.

NEW & ACTIVE

This data reflects reporting stations with a majority of listeners aged 12-24.

- MEMBERS/Uprhythm, Downbeat (Arista)** "Working Girl"
Total Reports: 52(47)/Total Adds: 7(6); Hots: 14(12)/Hot Adds: 1(0); Mediums: 34(31)/Medium Adds: 2(2); Extra Adds: 4(4).
- BLANKET OF SECRECY/Ears Have Walls (WB)** "Say You Will"
Total Reports: 51(44)/Total Adds: 9(17); Hots: 5(6)/Hot Adds: 0(0); Mediums: 42(32)/Medium Adds: 5(11); Extra Adds: 4(6).
- JON BUTCHER AXIS/Jon Butcher Axis (Polydor/PolyGram)** "Life Takes A Life"
Total Reports: 46(16)/Total Adds: 35(15); Hots: 3(2)/Hot Adds: 1(2); Mediums: 19(6)/Medium Adds: 10(5); Extra Adds: 24(8).
- ULTRAVOX/Quartet (Chrysalis)** "Reap The Wild Wind"
Total Reports: 45(29)/Total Adds: 24(23); Hots: 2(2)/Hot Adds: 0(0); Mediums: 31(15)/Medium Adds: 14(11); Extra Adds: 10(12).
- THOMPSON TWINS/Side Kicks (Arista)** "Lies"
Total Reports: 41(38)/Total Adds: 10(19); Hots: 6(6)/Hot Adds: 0(1); Mediums: 29(19)/Medium Adds: 5(6); Extra Adds: 5(12).
- JOE JACKSON/Nights And Day (A&M)** "Breaking Us In Two"
Total Reports: 41(43)/Total Adds: 5(8); Hots: 15(12)/Hot Adds: 0(0); Mediums: 24(30)/Medium Adds: 3(7); Extra Adds: 2(1).
- CHRIS DEBURGH/The Getaway (A&M)** "Don't Pay The Ferryman"
Total Reports: 41(36)/Total Adds: 2(11); Hots: 5(4)/Hot Adds: 0(0); Mediums: 35(25)/Medium Adds: 2(4); Extra Adds: 0(7).

MOST ADDED

All Stations

Jon Butcher Axis	(35)
Inxs	(34)
U2	(29)
After The Fire	(25)
Ultravox	(24)

HOTTEST

All Stations

Journey	(160)
Bob Seger	(150)
Duran Duran	(121)
Men At Work	(117)
Def Leppard	(103)

New & Active Continued

- DIRE STRAITS/Twisting By The Pool (WB)** "Twisting By The Pool"
Total Reports: 34(30)/Total Adds: 5(7); Hots: 11(9)/Hot Adds: 0(0); Mediums: 19(16)/Medium Adds: 1(2); Extra Adds: 4(5).
- CALL/Modern Romance (Mercury/PolyGram)** "The Walls Came Down"
Total Reports: 31(19)/Total Adds: 13(7); Hots: 4(0)/Hot Adds: 0(0); Mediums: 21(14)/Medium Adds: 8(3); Extra Adds: 5(4).
- PAUL BARRERE/On My Own Two Feet (Mirage/Atco)** "Sweet Coquette"
Total Reports: 28(27)/Total Adds: 4(14); Hots: 3(2)/Hot Adds: 0(0); Mediums: 20(14)/Medium Adds: 1(3); Extra Adds: 3(11).
- BILLY SQUIER (LIVE)/Emotions In Motion (Capitol)** "She's A Runner"
Total Reports: 27(22)/Total Adds: 3(5); Hots: 8(2)/Hot Adds: 0(1); Mediums: 17(17)/Medium Adds: 1(2); Extra Adds: 2(5).
- FELONY/The Fanatic (Rock & Roll/CBS)** "The Fanatic"
Total Reports: 26(23)/Total Adds: 7(9); Hots: 5(5)/Hot Adds: 0(0); Mediums: 14(12)/Medium Adds: 1(3); Extra Adds: 6(6).
- SIMPLE MINDS/New Gold Dream (A&M)** "Promised You A Miracle"
Total Reports: 26(21)/Total Adds: 5(10); Hots: 3(2)/Hot Adds: 0(0); Mediums: 20(14)/Medium Adds: 4(5); Extra Adds: 1(5).
- HEAVEN 17/Heaven 17 (Arista)** "Let Me Go"
Total Reports: 24(21)/Total Adds: 2(5); Hots: 5(4)/Hot Adds: 0(0); Mediums: 18(14)/Medium Adds: 2(2); Extra Adds: 0(3).
- EDDIE MONEY/No Control (Columbia)** "Take A Little Bit"
Total Reports: 24(24)/Total Adds: 1(0); Hots: 8(7)/Hot Adds: 0(0); Mediums: 18(17)/Medium Adds: 1(0); Extra Adds: 0(0).

RCA



WE JUST GIVE YOU GREAT MUSIC!

TRIUMPH "NEVER SURRENDER"

- SALES POWER — 350,000 SOLD IN JUST 6 WEEKS
- AIRPLAY POWER — TOP 5 AOR AIRPLAY
AOR CHART # 5
- TOUR POWER — EMBARKING ON A 4-MONTH CONQUEST WITH THEIR AMAZING LIVE SHOW
- MULTI-FORMAT POWER — THE SINGLE
"A WORLD OF FANTASY"



ROBERT HAZARD

A CONFIRMED NATIONWIDE HIT!
THESE STATIONS ARE MOVING ON THE

"ESCALATOR OF LIFE"

WBCN	WYSP	WLPX	KROQ	AOR ALBUMS	DEBUT	39
WCOZ	WHJY	KQRS	KUPD	AOR TRACKS	DEBUT	57
WBAB	WKLS	KAZY	KGB			
WLIR	KTXQ	KBPI	KRQR			



ROBERT ELLIS ORRALL "SPECIAL PAIN"

FEATURING "TELL ME IF IT HURTS" AND
"I COULDN'T SAY NO"

WBCN	KDKB	WCMF	KBCO	WBLM	WCPZ
WCOZ	KGB	WMJQ	KILO	WERI	KTCL
WMMR	WAAL	WMYK	KNX-FM	WRUF	KTMS
WEBN	CHEZ-FM	KICT	KVRE	WOWD	KTYD
KBPI	WPDH	KEZY	WECM	WDEK	

PLAY IT TILL IT HURTS!

#1 SIGNIFICANT ACTION



RCA
Records



An Unprecedented Release!

Radio Demands The Third Single From Michael Jackson's #1 Album "Thriller"

"BEAT IT"

MICHAEL JACKSON

"The hottest record we have at the station right now is 'Beat It.' It will debut at #1."

JIM FOX, Q102/Cincinnati

"'Beat It' is not just for kids, but for everybody. It started out 18-24, then built into all demos. Gets stronger and stonger every week!"

GREG SWEDBERG, WLOL/Minneapolis

"'Beat It' crosses all demographic boundaries. A Top 5 record for us in Pittsburgh!"

STEVE KINGSTON, B94/Pittsburgh

"From day one this has been a multi-formatted SMASH! Blowing out the request lines!"

ELVIN ICHIYAMA, KYYX/Seattle

"I can't image any CHR not going with 'Beat It.'"

STEVE GODDARD, KZZP/Phoenix

"If you play the hits you're on it already. If you're not, what are you waiting for?"

KEITH ISLEY, I95/Miami

"'Beat It' appeals to all demos. Definitely the sound of the future. Lots of requests."

SONNY JOE WHITE, WXKS-FM/Boston

Other Believers:

B94 11-6

KEGL 2-2

I95 14

WLOL-FM 7-5

KZZB 18-10

WRVQ 10-7

WZZR 19-8

KMGK 15-5

KYYX deb 9

Y100

Q102

WKRZ-FM

79Q

KYST

KSET-FM

B97

WFME

94TYX

CK101

WKDD

KKXX

WSQV

95XIL

WHSL

KKQV

KYTN



NATIONAL AIRPLAY

February 18, 1983



Contemporary Hit Radio

Three Weeks Chart	Two Weeks Chart	Weeks Chart	Artist/Track
6	4	2	1 CULTURE CLUB/Do You Really... (Virgin/Epic)
2	2	1	2 BOB SEGER.../Shame On The Moon (Capitol)
12	7	4	3 LIONEL RICHIE/You Are (Motown)
17	9	7	4 CHRISTOPHER CROSS/All Right (WB)
18	10	8	5 DURAN DURAN/Hungry Like The Wolf (Harvest/Capitol)
10	6	5	6 STRAY CATS/Stray Cat Strut (EMI America)
23	15	10	7 MICHAEL JACKSON/Billie Jean (Epic)
1	1	3	8 MEN AT WORK/Down Under (Columbia)
28	24	14	9 DARYL HALL & JOHN OATES/One On One (RCA)
22	20	11	10 JOE JACKSON/Breaking Us In Two (A&M)
25	19	12	11 K. ROGERS & S. EASTON/We've Got Tonight (Liberty)
-	23	15	12 PRETENDERS/Back On The Chain Gang (Sire/WB)
4	3	6	13 BILLY JOEL/Allentown (Columbia)
-	30	19	14 JOURNEY/Separate Ways (Worlds Apart) (Columbia)
3	5	9	15 KENNY LOGGINS/Heart To Heart (Columbia)
27	21	18	16 MUSICAL YOUTH/Pass The Dutchie (MCA)
14	13	13	17 SAMMY HAGAR/Your Love Is Driving Me Crazy (Geffen)
-	29	24	18 ERIC CLAPTON/I've Got A Rock N' Roll Heart (WB)
30	28	25	19 SUPERTRAMP/My Kind Of Lady (A&M)
5	8	16	20 P. AUSTIN with J. INGRAM/Baby, Come... (Qwest/WB)
26	25	22	21 DONNA SUMMER/The Woman In Me (Geffen)
7	11	17	22 TOTO/Africa (Columbia)
-	-	29	23 STYX/Mr. Roboto (A&M)
-	-	30	24 DEXYS MIDNIGHT.../Come On Eileen (Mercury/PG)
29	27	26	25 DON HENLEY/I Can't Stand Still (Asylum)
BREAKER	26	FRIDA/I Know There's Something Going On (Atlantic)	
BREAKER	27	STEEL BREEZE/Dreamin' Is Easy (RCA)	
9	14	20	28 PHIL COLLINS/You Can't Hurry Love (Atlantic)
BREAKER	29	GREG KIHN BAND/Jeopardy (Berserkey/Elektra-Asylum)	
BREAKER	30	DAN FOGELBERG/Make Love Stay (Full Moon/Epic)	

N&A Begins on Page 94

Adult / Contemporary

5	1	1	1 LIONEL RICHIE/You Are (Motown)
12	5	3	2 K. ROGERS & S. EASTON/We've Got Tonight (Liberty)
15	8	4	3 CHRISTOPHER CROSS/All Right (WB)
2	2	2	4 BOB SEGER.../Shame On The Moon (Capitol)
13	9	8	5 NEIL DIAMOND/I'm Alive (Columbia)
8	7	6	6 CULTURE CLUB/Do You Really Want To... (Virgin/Epic)
25	17	10	7 DARYL HALL & JOHN OATES/One On One (RCA)
3	3	7	8 JUICE NEWTON/Heart Of The Night (Capitol)
1	4	5	9 KENNY LOGGINS/Heart To Heart (Columbia)
27	22	17	10 STEPHEN BISHOP/It Might Be You... (WB)
-	24	16	11 DAN FOGELBERG/Make Love Stay (Full Moon/Epic)
28	21	18	12 JOE JACKSON/Breaking Us In Two (A&M)
20	16	14	13 POCO/Shoot For The Moon (Atlantic)
7	10	12	14 P. AUSTIN with J. INGRAM/Baby, Come... (Qwest/WB)
4	6	9	15 LITTLE RIVER BAND/The Other Guy (Capitol)
24	23	20	16 DONNA SUMMER/The Woman In Me (Geffen)
11	11	11	17 MEN AT WORK/Down Under (Columbia)
-	-	26	18 ERIC CLAPTON/I've Got A Rock N' Roll Heart (WB)
21	19	19	19 BILLY JOEL/Allentown (Columbia)
-	-	29	20 SUPERTRAMP/My Kind Of Lady (A&M)
-	-	27	21 MICHAEL JACKSON/Billie Jean (Epic)
6	12	15	22 FLEETWOOD MAC/Love In Store (WB)
9	13	13	23 TOTO/Africa (Columbia)
-	-	28	24 FIREFALL/Always (Atlantic)
16	20	22	25 E. RABBITT with C. GAYLE/You And I (Elektra)
-	-	29	26 DIANA ROSS/So Close (RCA)
-	-	30	27 MELISSA MANCHESTER/Nice Girls (Arista)
BREAKER	28	BARRY MANILOW/Some Kind Of Friend (Arista)	
BREAKER	29	DIONNE WARWICK/Take The Short Way Home (Arista)	
BREAKER	30	KC & THE SUNSHINE BAND.../Don't Run... (Epic)	

N&A Begins on Page 89

AOR / HOT TRACKS

Three Weeks Chart	Two Weeks Chart	Weeks Chart	Artist/Track
9	3	1	1 JOURNEY/Separate Ways (Columbia)
19	9	5	2 DEF LEPPARD/Photograph (Mercury/PolyGram)
3	2	2	3 BOB SEGER.../Even Now (Capitol)
7	5	6	4 RIC OCASEK/Something To Grab For (Geffen)
2	4	4	5 GOLDEN EARRING/Twilight Zone (21/PolyGram)
-	20	10	6 STYX/Mr. Roboto (A&M)
1	1	3	7 DURAN DURAN/Hungry Like... (Harvest/Capitol)
8	7	8	8 MEN AT WORK/Be Good Johnny (Columbia)
12	10	9	9 TRIUMPH/A World Of Fantasy (RCA)
16	13	11	10 GREG KIHN BAND/Jeopardy (Berserkey/E-A)
5	6	7	11 PRETENDERS/Back On The Chain Gang (Sire/WB)
18	12	12	12 FRIDA/I Know There's Something Going On (Atl.)
15	14	14	13 PRETENDERS/My City Was Gone (Sire/WB)
17	15	13	14 SCANDAL/Goodbye To You (Columbia)
21	18	15	15 TONY CAREY/I Won't Be Home Tonight (Rocshire)
6	8	15	16 NIGHT RANGER/Don't Tell Me You... (Boardwalk)
50	25	19	17 DURAN DURAN/Rio (Harvest/Capitol)
-	40	26	18 BRYAN ADAMS/Take Me Back (A&M)
13	16	17	19 VANDENBERG/Burning Heart (Atco)
54	35	33	20 RED RIDER/Human Race (Capitol)
44	31	28	21 FIXX/Red Skies (MCA)
28	28	22	22 TRIUMPH/Never Surrender (RCA)
23	22	20	23 NEIL YOUNG/Mr. Soul (Geffen)
32	26	24	24 PAT BENATAR/Little Too Late (Chrysalis)
11	19	21	25 SAMMY HAGAR/Remember The Heroes (Geffen)
22	24	23	26 N. SCHON/J. HAMMER/No More Lies (Columbia)
-	55	36	27 DEXYS MIDNIGHT.../Come On... (Mercury/PG)
36	29	29	28 PSYCHEDELIC FURS/Love My Way (Columbia)
4	11	18	29 SAMMY HAGAR/Your Love Is Driving... (Geffen)
-	-	40	30 JOURNEY/After The Fall (Columbia)

AOR / ALBUMS

-	5	2	1 JOURNEY/Frontiers (Columbia)
1	1	1	2 BOB SEGER.../The Distance (Capitol)
4	2	3	3 DURAN DURAN/Rio (Harvest/Capitol)
17	15	7	4 DEF LEPPARD/Pyromania (Mercury/PolyGram)
9	10	4	5 TRIUMPH/Never Surrender (RCA)
10	8	6	6 RIC OCASEK/Beatitude (Geffen)
8	9	5	7 MEN AT WORK/Business As Usual (Columbia)
27	16	12	8 BRYAN ADAMS/Cuts Like A Knife (A&M)
7	11	13	9 PHIL COLLINS/Hello, I Must Be Going! (Atlantic)
5	7	11	10 PAT BENATAR/Get Nervous (Chrysalis)
-	-	15	11 GREG KIHN BAND/Kihnspracy (Berserkey/E-A)
6	6	8	12 GOLDEN EARRING/Cut (21/PolyGram)
13	13	14	13 RED RIDER/Neruda (Capitol)
2	3	9	14 SAMMY HAGAR/Three Lock Box (Geffen)
3	4	10	15 TOM PETTY.../Long After Dark (Backstreet/MCA)
19	18	18	16 FRIDA/I Know There's Something Going On (Atl.)
18	19	19	17 SCANDAL/Love's Got A Line On You (Columbia)
23	21	20	18 TONY CAREY/Tony Carey (Rocshire)
12	14	17	19 NEIL YOUNG/Trans (Geffen)
11	12	16	20 NIGHT RANGER/Dawn Patrol (Boardwalk)
15	17	21	21 FIXX/Shattered Room (MCA)
-	26	23	22 ERIC CLAPTON/Money & Cigarettes (WB)
20	22	24	23 MISSING PERSONS/Spring Session M (Capitol)
16	23	22	24 VANDENBERG/Vandenberg (Atco)
22	24	26	25 N. SCHON/J. HAMMER/Here To Stay (Columbia)
-	30	30	26 DEXYS MIDNIGHT.../Too-Rye-Ay (Mercury/PG)
29	27	27	27 PSYCHEDELIC FURS/Forever Now (Columbia)
-	34	28	28 THOMAS DOLBY/She Blinded... (Harvest/Capitol)
14	20	25	29 SAGA/Worlds Apart (Portrait/CBS)
-	-	38	30 BERLIN/Pleasure Victim (Geffen)
DEBUT	31	AFTER THE FIRE/After The Fire (Epic)	
-	-	35	32 B'ZZ/Get Up Get Angry (Epic)
-	-	39	33 ART IN AMERICA/Art In America (Pavillion/CBS)
32	30	32	34 JOHN HALL BAND/Searchparty (EMI America)
21	25	29	35 STRAY CATS/Built For Speed (EMI America)
DEBUT	36	WALL OF VOODOO/Call Of The West (IRS/A&M)	
25	26	31	37 JEFFERSON STARSHIP/Winds Of... (RCA/Grunt)
33	31	33	38 TODD RUNDGREN/Tortured Artist... (Brsville/WB)
DEBUT	39	ROBERT HAZARD/Robert Hazard (RCA)	
-	40	40	40 CULTURE CLUB/Kissing To Be... (Virgin/Epic)

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