

INSIDE:

Spring Ratings Results

Los Angeles (Birch): KIIS, KLOS, KALI Climb
Philadelphia (ARB): WUSL Widens Urban Edge
Detroit (ARB): WJOI Gains On WJR
Boston: WBZ, WHDH Lead ARB; WBCN Takes Birch Title
Houston (ARB): KSRR Up Three, Nears Top
Washington (ARB): WKYS Soars To Big Lead
St. Louis (ARB): KMOX On Top; KHTR In Double Figures
Pittsburgh (ARB): KDKA Leads; WBZZ, WHTX Both Up
Baltimore: WXYV Wins ARB, Birch Honors
Cleveland (ARB): WMMS Back On Top Plus results from Hartford, Providence, San Bernardino, San Francisco, and San Jose.

For the Record: Last week's San Diego Arbitron summary should have read KGB Ties 91X; both stations had 5.6 ratings.

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Adding On The Metros

Jhan Hilber has the official list of additions and deletions to the nation's metropolitan areas, straight from the **Office of Budget & Management** — information that could be vital to your ratings performance.

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- Regional concentration ownership rule modified
- FCC proposes quarterly issues log
- Record rental bill passes Senate
- NPR rescue in sight

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Country AMs On Comeback Trail

KLAC's Charlie Cook and WPLO's Jim Clemens recall the glory days of their stations and reveal plans to restore them.

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- Ed Hardy WCII's Station Manager
- Larry Solters VP at MCA
- Bill Craig LARC Vice Chairman
- Rick Gillette PD at KSFM
- Bob Allen hijacks WUWU again
- Jeff Ayeroff VP at WB
- Seymour Gartenberg heads CBS operations

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Consultants Grapple With AOR Today

AOR is in a state of flux, and John Sebastian, Bob Hattrik, Rick Carroll, and Lee Abrams have different ideas on what needs to be done. Plus a look at the evolution at WPLJ.

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\$3.50 Single Copy

**DURNEY NEW KHOW GM****Schwartz Heads Broad Street FMs**

KJYO/Oklahoma City VP/GM Mark Schwartz has taken on the additional duties of Executive VP for Broad Street Communications' FM division. Schwartz replaces WQUE/New Orleans VP/GM Tom Durney as FM head; Durney joins Metromedia's KHOW/Denver next week as GM.

Broad Street President Fred Walker said, "Mark has accomplished, with amazing speed, an extremely successful turnaround at KJYO. His phenom-

enal track record at KJYO, along with his outstanding success at other stations within the past ten years, prompted Broad Street to have him helm the corporation's FM division."

Headquartered in Oklahoma City, Schwartz will temporarily commute to New Orleans and supervise WQUE until a GM is named. Prior to joining KJYO six months ago, he was Sr. VP/GM at KTKT & KLPX/Tucson. He told R&R, "I'm real pleased about this situation. WQUE is one of the most profitable and prestigious stations in New Orleans. I don't anticipate any staff changes. I am 99.99% sure we will remain New Orleans's only Adult/Contemporary."

At KHOW, Durney replaces Sam Sherwood, who resigned to pursue station ownership. Durney told R&R, "I hate to leave New Orleans because it's been a great place for broadcasting, and I don't think I'll ever work for people who are as nice as Fred Walker and (Chairman) Richard Geismar. I'm going to KHOW because of the city, the company, and because the sta-

SCHWARTZ/See Page 30

Gaylord Broadcasting Buys Entire Opryland Complex**WSM-AM & FM, Opryland, Opryland Hotel, Nashville Network In \$250 Million Package**

Gaylord Broadcasting has agreed in principle to purchase American General Corp.'s Nashville Opryland complex for a reported \$250 million. The acquisition includes Country stations WSM-AM & FM/Nashville; Opryland, the 120-acre theme park; the Opryland Hotel, a 1068-room convention hotel; and the Nashville Network, an advertiser-supported cable TV net distributed by Group W.

Gaylord owns television stations in seven major markets, radio stations WKY/Oklahoma City and KYTE & KLLB/Portland, and a newspaper in Colorado Springs. The firm also owns and produces the syndi-

cated TV show "Hee Haw." Although the agreement is not binding, Harold Hook, Chairman of American General, told a July 1 press conference, "We both knew what we wanted, we shook hands on it and there is no doubt that it will become final within 30 to 60 days."

Also answering questions at the media briefing, Gaylord Chairman/President Edward Gaylord indicated there were no plans to spin off any of the properties; while it would be possible to distribute radio's Grand Ole Opry nationally, there were no such plans at present; Gaylord headquarters would remain in Dallas; and there were no plans for any

STEELE RETURNS TO HOUSTON**Casey Named To Program WPGC**

Al Casey, Operations Manager of SBI's KOGO & KPRI/San Diego for the past seven months, has resigned to become Program Director of First Media's WPGC-AM & FM/Washington. Casey will take over on July 18, replacing Jerry Steele, who will return to KFMK/Houston in a sales position.

"I've really hit it off well with (WPGC GM) Jean Oates, and feel the same chemistry with her that I felt with (WHB/Kansas City GM) Jim Erwin," Casey told R&R. "She's very open and wants to win. I feel better mentally, physically, and spiritually than I've ever felt, so I'm ready to go into Washington and put together the best radio station that town has ever heard. I'm really up for this position." Denying rumors of a format switch back to CHR, Casey said, "We are 100% committed to winning with A/C at WPGC."

The 20-year radio veteran Casey's past programming experience includes a tour as Na-

tional PD for Charter Broadcasting, as well as local PD posts at WHB and KCMO (both Kansas City), KSQL and KXOK (both St. Louis), 99X/New York, WMYQ/Miami, and WHBQ/Memphis. No immediate replacement was named for Casey in San Diego.

Baker Becomes E/A's Senior VP/A&R

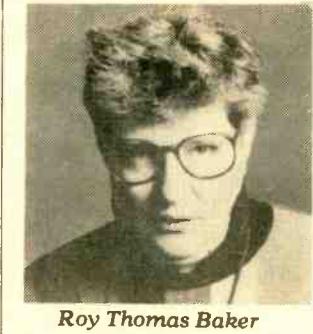
Elektra-Asylum has officially confirmed its long-anticipated appointment of producer Roy Thomas Baker to the position of Senior VP/A&R. Baker, who has produced Queen, the Cars, Journey, Foreigner, and many others, will be based in Los Angeles reporting to E/A Chairman Bob Krasnow.

Krasnow commented, "Roy's had a longstanding relationship with E/A and WEA because of the major artists he's worked with as a producer. And equally important, he's a great communicator. With our street-

Q105/Tampa afternoon drive personality Mason Dixon has been promoted to Operations Director. He replaces Operations Manager/PD/morning man Scott Shannon, who was named PD at WHTZ/New York last week (R&R 7-1).

Q105 GM Michael Osterhout told R&R, "When Shannon left, he left big shoes to fill, and Mason is the man to take on that overall responsibility. He's been here for a number of years and will insure that things continue to run smoothly. Now we still need a PD to assist Mason, and we're also looking for a partner to work with Cleveland Wheeler in the morning show."

Dixon, a five-year veteran and former PD of the station,



Roy Thomas Baker

savvy but extremely young A&R staff, this will be especially valuable." BAKER/See Page 30

remarked, "This is my second chance to program Q105. When Scott came here, he took over those duties and I went back to school being his assistant. Apparently I have learned my lessons well enough for another go at it. Ideally, I'd like to be able to hire a person to be PD and part of the morning show in one person, but that would be a pretty rare find. Q105 will continue in the winning tradition set up by Scott over the last two and a half years."

DIXON/See Page 30

Sayre New KLOL PD

Michelle Robinson Sayre has been promoted from Asst. PD to Program Director of KLOL/Houston. Sayre replaces Chris Miller, who departed last month. She had been Asst. PD for 2½ years, previously serving as MD at WSHE/Ft. Lauderdale and ZETA 4/Miami and Promotion Director at WLUP/Chicago.

Sayre told R&R, "I couldn't have asked for anything better. This is phenomenal. I'm indebted to GM Hal Kemp for placing his confidence in me. This company (Rusk Corp.) is wonderfully supportive, and it'll be a pleasure to serve them in this new capacity."

Sayre added that KLOL midday personality Nick Van Cleve has been named Music Director.

VICTORY!

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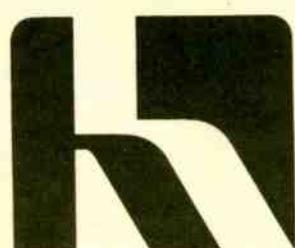
WBLS, tied for #1 in the market, Urban Contemporary
WHN, increased, remained Country leader

CHICAGO

WCLR, dominant Adult Contemporary 25-54
WXRT, huge 25-34, great adult rock, 12+ double a year ago

It's great to see our New York and Chicago clients up again — congratulations to all concerned.

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**Street Talk Strikes Fast**

The last-minute news you want to know — every week in R&R's Street Talk column. This week: KPKE/Denver will switch to CHR; Birch enters Canadian ratings market; NBC offers record companies \$1000 per video airing . . . and much more.

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HARDY WCIF's SM**Perryman GM At WCII & WKJJ**

Tom Perryman has been named General Manager of Great Trails stations WCII & WKJJ/Louisville, while Ed Hardy becomes Station Manager for WCII. Perryman was most recently GM at WKY/Oklahoma City; Hardy had been GM at KLZ/Denver. Walt Broadhurst, who had been acting GM for WCII & WKJJ, returns to his previous position of WKJJ Sales Manager.

Perryman told R&R, "I'm delighted to be with such a great company. Having worked in this market several years ago, it is most refreshing to return to the vibrant city Louisville has become. Both stations have been making consistent progress, and we anticipate nothing but good things ahead."

Commenting on Hardy's appointment, Perryman said, "Ed is very experienced, having worked in several previous management positions. He's extremely qualified to

come in and assist in running the AM station. He is going to be a great asset to Great Trails."

Craig LARC's Vice Chairman

Bill Craig has been elevated to Vice Chairman of LARC Records, supervising all Black radio promotion as well as the label's A&R activities. Craig was most recently VP/R&B Promotion for LARC. He earlier served as VP of ABC Records' black division, and worked at Columbia and in independent promotion.

LARC Chairman Joe Isgro told R&R, "I think Bill is one of the finest promotion men in the country. His track record is outstanding, and he's a tremendous asset to our company. He has been very instrumental in the success of LARC Records, and I'm sure he'll continue to be instrumental in our future success."



Bill Craig

Gillette Rejoins KSFM As PD

Former KSFM/Sacramento MD Rick Gillette has returned to the station as Program Director, replacing Billy Manders, who resigned to pursue television interests. Gillette had served two years as KSFM's MD before leaving 18 months ago for other opportunities.

KSFM President/GM A.J. Krisik commented, "Rick knew our ways and format, so he fits in very well. He's a nice, bright young man, and we felt he was right for the position. We're confident Rick will do a very fine job for us."

Before rejoining KSFM, Gillette spent a year as Assistant PD/MD at 13K/San Diego, plus an additional six months as an air personality and music assistant at KWSS/San Jose. He told R&R, "I'm really excited and the management is happy to have me here. It should be a smooth transition and I'm just looking forward to programming in Sacramento." Regarding KSFM's A/C format, Gillette noted, "We're not making a format change, but are restructuring the approach more toward a CHR direction than it's been in the past."

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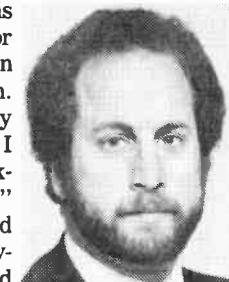
A division of Hart-Hanks Communications

WFAA Drops Talk For Rock

from KZEW. A new airstaff will be announced in four to six weeks.

Solters Joins MCA As Vice President

Front Line Management partner Larry Solters has been named VP/Artist Development at MCA Records. Solters's former Front Line boss and current MCA Records Group President Irv Azoff said, "Larry's knowledge of the artist's point of view is unparalleled, and he is the perfect choice for this key position on the new MCA team. Larry will have my total support and I look forward to working with him closely."



Azoff also indicated that the creative services, publicity, and video departments of Larry Solters MCA would all report directly to Solters. Prior to his six years at Front Line, Solters was an account executive at Solters/Roskin/Friedman, Inc. He begins his new duties at MCA immediately.

Operations Director Tom Bender said of the target demo, "These people are only partially served by the stations in the area. We'll be playing music from the late '50s, 'roots' rock, through the '60s classics, as well as some of the album rock from the early '70s."

Belo VP/Radio Marty Greenberg commented, "It was a very difficult decision to make. The station had a strong core following; however, the economics of being able to sell a compatible format with KZEW have become more and more attractive with the recent development of AM stereo capabilities. We are also excited about the opportunity to develop a new format that is non-existent in the market."

Bender and Director/Advertising & Promotion Sharon Warantz remain, but the entire News/Talk staff has left. Air duties are now being handled by borrowed parttimers

Allen Hijacks WUWU Again**Arrested For Trespassing After 8 Hours Of Heavy Metal**

Bob Allen, who was dismissed as Station Manager of WUWU/Wethersfield (Buffalo) in late May (R&R 6-3), took over the station's transmitter site for the second time, broadcasting for eight hours Saturday night (7-2) until being removed and arrested for trespassing. Allen's latest takeover was another protest against his removal as manager of the AOR station, following his May 27 "hijacking."

Allen told R&R, "All I want is to be paid my fair market value for the station. If there's a restraining order put on me, I'll certainly abide by the courts. But right now I'm a free agent."

TRANSACTIONS:**WRKO GM's Group Buys WHJJ & WHJY**

A new company formed by Boston financial investment firm TA Associates and WRKO/Boston GM Bob Fish has reached an agreement in principle to purchase WHJJ & WHJY/Providence from Franks Broadcasting for \$8.85 million. The agreement is subject to a final contract and FCC approval.

WHJJ is a News/Talk station with 5kw at 920 kHz. WHJY programs AOR at 94.1 mHz with 50kw. The transaction was brokered by Robert O. Mahlman, Inc.

Davis/Weaver Group Purchases KGO-FM

The Davis/Weaver Group has reached agreement to buy KGO-FM/San Francisco and three booster stations from ABC for an undisclosed price. The station will be owned by KLOK Radio, a limited partnership of Davis Fowler Corp. and Weaver Broadcasting.

Davis/Weaver Exec. VP Bill Weaver told R&R the station's Talk format will be dropped immediately and its call letters changed to KLOK-FM when the group takes over, which he hopes will occur by December. Weaver said a "void in the market" is now being researched to determine the new format.

KGO-FM operates on 103.7 mHz with 7.8kw and an antenna height of 1470 feet. Davis/Weaver already owns California stations KARM & KFIG/Fresno, KLOK/San Jose, and KWIZ-AM & FM/Santa Ana. Weaver says additional properties are being sought.

WPTR & WFLY Sold To Chrismol For \$4 Million

WPTR & WFLY/Albany have been sold by Rust Communications Group to Chrismol Communications of Poughkeepsie for \$4 million. The purchasing company, owned by Robert Dyson, also holds WEOK & WPDX/Poughkeepsie.

Country-formatted WPTR operates with 50kw fulltime on 1540 kHz. WFLY is a CHR station with 13kw at 92.3 mHz and an antenna height of 850 feet.

Following expected FCC approval of the deal, Rust's remaining stations will be WHAM & WHFM/Rochester, WSOM & WQXK/Salem, OH, and WNOM & WQXA/York. Negotiations were handled by Cecil L. Richards, Inc.

Rau Sells Annapolis And Dover Stations

Rau Radio Stations has sold WNAV & WLOM/Annapolis for \$2.8 million to ABW Broadcasting, Inc. The buyer is principally owned by J. George Cuccia, an Annapolis businessman, and has no other broadcast properties.

Rau has also sold its WDOV & WDSD/Dover, DE for \$2.3 million to Dover Broadcasting, Inc., an investment banking firm specializing in broadcasting.

Rau continues to hold WBBB & WPCM/Burlington, NC; WATO & WETQ/Oak Ridge, TN; and WPDX-AM & FM/Clarksburg, WV.

WNAV operates on 1430 kHz with 5kw days and 1kw nights. WLOM is on 99.1 mHz with 47kw and an antenna height 360 feet above average terrain. WDOV is on 1410 kHz with 5kw; WDSD has 50kw at an antenna height of 360 feet and operates on 94.6 mHz. Blackburn & Company brokered both transactions for Rau.



Washington Report

NPR Bailout On Fast Track

It now appears an emergency loan rescuing NPR from its \$9.1 million deficit is headed for approval next week (7-13) at a board meeting of the Corporation for Public Broadcasting (CPB). NPR member stations resoundingly approved the plan in an informal survey last week, although they raised concerns about CPB's plan to funnel money to stations and away from NPR.

Meanwhile, internal feuding over the NPR financial crisis continues unabated. Former Board Chairman Myron Jones, who was forced to resign two weeks ago, addressed member stations Tuesday (7-5) by satellite to charge that the network's interim managers had improperly made major decisions without board approval.

And NPR's woes were the subject of heated discussion last week in the House Commerce Committee, which voted to ban any transfer of CPB funds until NPR takes strong measures to avoid further mismanagement.

Some committee Republicans called in vain for a cutoff of federal funds for NPR, with Rep. William Dannemeyer (R-CA) denouncing the network's staff as "trendies and leftists."

Global Affirmed As WHBI Interim Operator

On a narrow 3-2 vote, the FCC last week agreed with its Review Board that Global Broadcasting should be named interim operator of WHBI/Newark, which lost its license due to false advertising, lottery violations, and lack of control. Global will take over until the FCC can choose from among 30 applicants for permanent operation.

The losing group, Newark Radio Broadcasters Association, argued it didn't get enough credit for its minority partners, which include the National Black Media Coalition (NBMC). But the FCC disagreed, saying Global had a stronger case because of the past broadcast experience of its owners.

The Commission said past experience, which isn't usually important, takes on added significance in the WHBI case. It reasoned, "In view of the limited duration of an interim operation, an experienced broadcaster is at a decided advantage because of the difficulty interim operators have in attracting experienced, competent staff to run the station."

Daytime Power Cap On Way Out For Some New AMs

Some applicants for new fulltime AM stations could get much higher daytime power under a rule change proposed last week by the FCC. Currently, in any town with two or more daytime services, anyone proposing a new fulltime AM is barred from applying for higher power during the day than at night.

Now the FCC says the rule hasn't worked. That's because the limit, while applying to new AMs, doesn't affect existing ones. So, after receiving licenses, new stations can apply for higher daytime power as a facilities change. Abolishing the rule would only end the practice of forcing stations to go through the two-step procedure, according to the Commission.

Renewal Hearing Set For WCTN

WCTN/Potomac-Cabin John, MD has been thrown into a comparative renewal hearing against a challenger, Celebrity Broadcasters, Inc. WCTN is operated by Seven Locks Broadcasting, owned by Christ Church of Washington. The FCC said both groups appear qualified to run the station.

In addition to its competing application for WCTN, Celebrity had also filed a petition to deny the station's renewal on grounds that two unauthorized transfers of control took place. It charged that FCC approval was needed when the majority of Christ Church's Board of Deacons was replaced, and when a new pastor was named.

Rejecting the petition, the FCC said there was no evidence of bad faith or intent to deceive by WCTN. Rules on transfers by licensees controlled by elected governing boards are hazy, the FCC ruled, and there was no evidence the pastor controlled the station as Celebrity alleged.

Senate Passes Record Rental Curb

Legislation to restrain the practice of record rentals continues to move quickly through Congress. Last week the full Senate unanimously adopted the bill, which had moved swiftly and without objection through the committee process.

The bill lets copyright holders either collect royalties when their records are rented, or prohibit rentals outright. So far there's been no action in the House, where movement on copyright issues has been held up until after the Supreme Court rules on the legality of home taping in the pending Betamax case.

Other Key Developments:

- At the request of Group W, NPR, and the Consumer Electronics Group, the FCC has extended for two months – until August 30 – the deadline for comments on whether any interference would be created by letting FM stations boost modulation above 100% to offset a loss of main channel loudness when using two SCAs at the same time.
- New York City, owner of WNYC, has filed an appeal in federal court, seeking to overturn the FCC's denial of its application for nighttime operation, a power hike, and a change of antenna site.
- The sale of WDLW/Waltham, MA to Action Communications by the station's bankruptcy trustee has been challenged in the U.S. Court of Appeals by former owner Anthony Martin-Trigona.
- Opportunity Broadcasters of Bethesda, MD has had its applications for all six of RKO's AM radio properties turned away by the FCC because they weren't filed before a May deadline.

- The Reagan Administration's new lead man on Radio Marti was confirmed last week by the Senate. Langhorne Motley replaces Thomas Enders as Assistant Secretary of State for Inter-American Affairs.

REP. BROYHILL TO THE RESCUE

House Panel Passes Amendment To Help Suburban Radio Group

An amendment that passed the House Commerce Committee last week could save Suburban Radio Group from being forced to sell one of its nine stations involuntarily.

At issue is the FCC's regional concentration of control rule, adopted in 1977. It prevents a group from owning three stations if any two of them are within 100 miles of each other, and if any of the primary signal contours overlap.

When the rule was adopted, groups in violation at the time were "grandfathered" in as exceptions – with a major catch. They would lose the exemption and be forced to sell a station if they ever made any technical changes in the facilities of a station in the prohibited combination.

Suburban ran afoul of the catch in 1978, when it applied for permission to increase the power of WPEG/Concord, NC from 20 to 50kw. That would cost Suburban its exemption from the rule, forcing it to sell either WPEG, WEGO/Concord, WCGC/Belmont, NC, or WSVM/Valdese, NC.

Knowing that it might lose a station, Suburban accepted the power increase for WPEG on June 1. The FCC then told the group it must divest one of its stations within a year.

Legislative Clout

However, Concord's local Congressman is Rep. Jim Broyhill (R-NC), ranking minority member of the House Commerce Committee, which oversees the FCC. At his request, the panel last week unanimously amended the FCC Authorization bill to take care of Suburban's problem.

The language adopted by voice vote prohibits taking away a grandfathered exemp-

tion "solely by reason of changes made in the technical facilities of the station to improve its service."

Various FCC officials said they have no idea how many combinations were grandfathered under the rule in 1977. They said no study was ever made to determine the number. Audio Services Division Chief Larry Eads said the FCC had a "neutral" stance on the rule change.

Eads and Suburban President Bill Rollins pointed out that the action could be helpful when Docket 80-90, authorizing FM drop-ins, takes effect. In that proceeding, the FCC ordered FM stations to upgrade to minimum power and antenna height levels for their class within three years, or be reclassified downward. That means groups like Suburban could be forced into facilities changes that would cost them their exemptions.

But the Broyhill amendment would relieve them of having to make that difficult choice. Before becoming law, the language still must survive on the House floor, and in a House-Senate conference committee that will be assembled to resolve any differences between the House and Senate versions of the FCC authorization.

FCC Proposes Quarterly Issues Log For Radio

Under court order to reconsider the 1981 abolition of radio logs, the FCC last week proposed requiring radio stations to keep a record of all issue-oriented programming aired. The lists, which would have to be placed in the station's public file every three months, would include only:

- Date of program
- Time aired
- Duration
- Issue addressed

Stations would still have to keep the issues/programs lists now required, but which the court termed "a woefully insufficient substitute for program logs." Those lists, which are placed in the public file annually, must include five to ten issues a station gave particular attention, a narrative description of how each issue was determined to be important to listeners, and illustrations of programming aired to address each issue.

Since most stations didn't change their logging procedures in 1981, last week's action could result in many broadcasters keeping three sets of records – their own logs used mainly for advertising proof of performance, issues/programs lists, and the new issue-oriented programming lists.

The Notice of Proposed Rulemaking (NPRM) adopted last week will be released shortly, and is expected to include a 30-day period for public comments. The FCC made clear that it has a "tentative preference" for the quarterly issue-oriented program-

list. But it asked for comments on various other options.

Specifically, it is seeking comments on:

- Whether listings should be required for all non-entertainment programming, rather than just issue-oriented shows.
- Whether brief statements should be required, describing each issue listed.
- The lists should be placed in public files weekly, monthly, quarterly, or yearly.
- Estimated costs of keeping the new logs.
- Benefits to stations from keeping the logs.

When it deregulated commercial radio in 1981, the FCC abolished program log requirements altogether. But the U.S. Court of Appeals struck down that action in May (R&R 5-13) as "inadequately explained."

The court worried that, without logs, the public would have no way of determining whether a station is meeting its obligation to serve the public interest. In its action last week, the FCC took a suggestion directly from the judges, who recommended a modified log "to collect information about issues and not categories of programming."



Selling spot for 25 years.



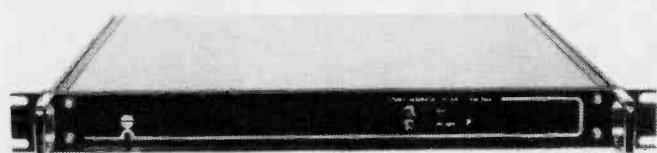
VIDEOTAPES UP

Blank Audio Tape Sales Decline

The U.S. blank audio cassette industry saw unit sales drop six percent last year, \$223.7 million units from 1981's \$238.8 million. Dollar sales were also down, slipping 10.5% to \$258.9 million as compared to \$289.3 million.

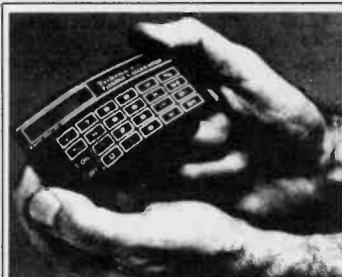
However, sales of blank videocassettes increased to the tune of 28.4 million units in '81 to 38.6 million in '82, a 36% hike indicative of lowered videocassette prices. In dollar volume, the cassettes racked up \$432.23 million a year previous, up from \$341.4 million. Figures for both blank audio and videocassettes were compiled by the International Tape Association.

Stereo Generator Makes American Bow



The Flatpack

Audio + Design Recording, Inc. of Bremerton, WA has contracted with Holland-based **C.N. Rood** for the U.S. distribution rights to the latter's line of digital stereo generators. Each of Rood's three generators feature channel separation in excess of 66dB, a signal to noise ratio greater than 90dB, and less than .03% harmonic distortion. Pictured here is the SC-204 or "Flatpack," a slim-line, rack mount unit.



Flexible Numbers

Have you ever accidentally dropped your pocket calculator? New York City's **Technico** has devised a state-of-the-art calculator which flexes without breaking/cracking its LCD display panel. **FLEX-O-CALC** will also be available in both solar and battery-operated models.

Popular Film Roles Ranked

When it comes to the identity of the movies' most popular character, there's no mystery. It's Sherlock Holmes. The on-camera capers of the super sleuth comprise 175 movies, according to a **USA Today** article based on "The Guinness Book of Movie Facts." Holmes's elementary approach heads the top ten, beating out Napoleon, Dracula, Abraham Lincoln, Jesus Christ, Frankenstein, Tarzan, Hopalong Cassidy, Zorro, and Adolf Hitler.

48% EMPLOY SPECIFIC INDIVIDUAL

Torbet Surveys Station Ad, Promotion Departments

Among 500+ radio station managers polled recently, 48% stated they employed a specific individual to direct advertising and promotion. Of that number, 71% are females averaging 32 years of age, with 82% bringing prior advertising and/or public relations experience to their jobs. Third in a series of six nationwide surveys, this poll was conducted by **Torbet Radio**. Additional highlights include:

- 34% bring home \$15-20,000, 20% make \$10-15,000, and only 14% earn \$30,000+
- Stations without advertising directors spent more on advertising last year than stations with ad directors, \$38,882 versus \$22,280; 52% of ad dollars went to TV, 22% outdoor, 15% newspapers, 5% transit, 3% magazines and 3% direct mail
- 64% feel TV is most effective, 24% chose outdoor; 66% rated newspapers as least effective
- 70% report to the GM, but work most closely with the PD
- 45% have authority to make final decisions, although 68% of GMs have made the agency choice; 27% of GMs conceive basic ad campaign themes, only 6% of promotion/ad directors involved in creative process



Many of us, if given the choice, would naturally opt to spend our afterlife in heaven. But how many of us really believe there is a heaven or, God forbid, hell? A Princeton Religion Research Center survey plots the findings as follows: 71% say heaven exists for the eternally rewarded, while 53% think there is a hell for the eternally damned.

Shiver Me Timbers

Now that the ratings are rolling in, station personnel may be shivering with either delight or dismay. Whatever the case, here's a piece of little-known information. Shivering is actually a quaking caused by body muscles contracting up to 20 times per second.



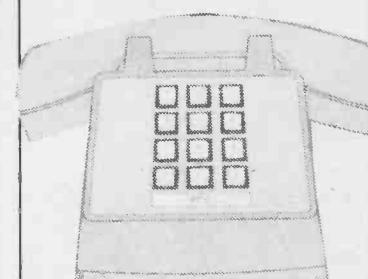
Sports Promo Scores U.S., Canada Run

After tackling a test market last year which included **WHK/Cleveland**, "Football Fortune," is now being offered throughout the U.S. and Canada for the coming fall. This scratch-and-win promotion works at building station audience and generating ad revenues.

Dallas-based packager **FairWest** provides participants with a complete information kit, pricing, and game tickets. Contact **Bob Harris** at (214) 243-7800.

- 87% trade with other ad vehicles
- 88% of stations make efforts to secure media coverage.

NAB Issues FCC Phone Guide



The 1983 edition of **NAB's "FCC Telephone Guide"** is currently available. The 12-page directory lists over 70 of the most respected departments, field locations, and facilities. Priced at two dollars each, the guides may be ordered through NAB Services, 1771 N Street, NW, Washington, DC 20036; (800) 368-5644.

Perking Up Employees

If the office employees have changed from gung-ho overachievers to lazy drones, don't blame them. Blame the boss. So says a North Carolina psychiatrist in a recent **Rip 'N' Read** article. The psychiatrist feels that since the manager is the employees' role model, he/she must also project a hardworking image to achieve the same result from the staff. And to eliminate confusion, bosses should clearly outline employee job descriptions and goals. However, the consulting firm of **Hewitt Associates** thinks the answer to solving morale problems lies in perks, such as in-house barbershops, company-rented apartments in vacation getaways like Hawaii, and free taxis following the annual Christmas or New Year's Eve parties.



SPECIAL EDITION

WITH SID McCOY

ONE OF 28 GREAT RADIO PROGRAMS FROM AMERICA'S NUMBER ONE PRODUCER OF NATIONALLY SPONSORED RADIO PROGRAMS, CONCERTS AND SPECIALS.

Networks/Program Suppliers

MUSIC FEATURES

Westwood One

Budweiser Concert Hour:

Sister Sledge/SOS Band (July 22-24)

In Concert:

Sparks/Marshall Crenshaw (July 22-24)

Live From Gilley's:

Bellamy Brothers (July 22-24)

Off The Record Specials:

Genesis (July 22-24)

Rock Album Countdown:

A Flock Of Seagulls/Men At Work (July 22-24)

Rock Chronicles:

Cover songs continued (July 22-24)

Special Edition:

Gladys Knight & Pips/Pt. I (July 22-24)

Star Trak Profile:

Helen Reddy (July 22-24)

Superstar Concerts:

Genesis (July 30)

ABC

Entertainment Net/

Silver Eagle (DIR):

Con Hunley/Charly McClain (July 30)

FM Net:

"Ringo's Yellow Submarine" (Now thru November 26)

Rock Net/Continuous History Of Rock & Roll (Rolling Stone):

Genesis profile (July 24)

Going solo (July 31)

Rock Net/King Biscuit (DIR):

Phil Collins (July 24)

Capitol Theater 10th Anniversary Show w/Allmans, Gary U.S. Bonds, Edgar Winter (July 31)

Rock Net/Supergroups (DIR):

A Flock Of Seagulls/Culture Club (July 30)

Clayton Webster

Country Calendar:

David Houston (July 25)

Ronnie McDowell (July 26)

Jerry Reed (July 27)

Ray Price (July 28)

Moe Bandy (July 29)

Freddie Hart (July 30)

Tribute to Jim Reeves (July 31)

Rarities:

Cat Stevens (July 25)

ELO (July 26)

Mott The Hoople (July 27)

Quarterflash (July 28)

Ronnie James Dio (July 29)

Retro Rock:

Woodstock special/Pt. I (July 25)

Continuum Broadcasting

On Bleecker Street:

Dritters/The Association (July 22-25)

Tiny Tim/Lovin' Spoonful (July 29-August 1)

Rockweek:

Eric Burdon (July 22-25)

Sheena Easton (July 29-August 2)

Creative Radio Shows

A/C:

Air Supply (July)

Global Satellite

Rockline:

Asia (July 25)

Supertramp (August 1)

Journey (August 8)

London Wavelength

Hard Rock Cafe, a tribute to heavy metal w/Van Halen, Def Leppard, Zebra (July 24)



A WEIRD, DEMENTED TOUR — That describes the pairing of Rock 'n Roll/CBS artist "Weird Al" Yankovic and Westwood One's Dr. Demento on a four-week Northeastern tour. Center stage at the Bottom Line are (l-r) Dr. Demento, vocalist Tress "Lucy" MacNeille, and Weird Al.

In 2 years,
I moved WNY/New York
from #12 to #1
in adult listeners 25-54.
Let's talk about what I can do
for you. Call:
Pete Salant, BROADCAST CONSULTANT
203-847-9171

May Network Ad Revenues Up

May '83 network radio ad revenues were 35% higher than those for May 1982. According to Joseph Larsen, Exec. Director of **Radio Network Association**, this also symbolizes the highest billing month in history for network radio, surpassing the highest previous month, October 1982, by 19%. For the first five months of 1983, sales have been tallied at 24% above the same time last year.

NEWS & INFORMATION FEATURES

ABC

Direction Net:

"Let's Cope," examines hectic schedules/needling more/humility/impossible situations w/Dr. Laura Schlessinger (July 11-15)

Entertainment Net:

Five-part "Lotteries, Lookin' For Lightnin'" w/George Engel (July 11-15)

FM Net:

"Soap Talk" features Gordon Thompson/Marvin Page/Ted Shackelford/Cynthia Sykes w/host Jacklyn Zeman (July 11-15)

Information Net:

"John Stossel Consumer Lookout" discusses summer fruit and tests ads too good to be true (July 9-10)

Rock Net:

Special 13-week series "The Video Report" w/Mike Harrison (Now through September 23)

"Lifelines" explores current TV watching trends, sensitivity to electricity, complainers (Fantini Prod.) (July 11-15)

CBS

Jack Lemmon profile w/Lee Jordan (July 16-17)

RadioRadio:

Michael Sembello/actor Jamie Farr/Chevy Chase/Little River Band on "Kris Erik Stevens — In Touch" (July 11-17)

Clayton Webster

Jack Carney Comedy Show:

Kids (July 25)

Joe Piscopo At Large:

Sports guy interviews Pete Rose/Nikita Grotowski/Andy Rooney on rock and roll/Eddie Murphy (July 11)

Sporting News Report:

Larry Bowa/Joe Buschbaum/Dan Evans/Tony LaRussa (Week of July 18)

Mutual

British Open (July 13-17)

Coverage of U.S. Open Tennis (August 29-September 1)

NBC

"Newsline Extra": "AIDS Spreads Death and Fear" w/anchor Peter Laufer (Week of July 11)

Special report: "AIDS: The Fears and the Facts" w/Peter Laufer (July 10)

Source:

"Rock Chronicle" w/Dan Formento: Rolling Stones debut 1962 (Week of July 11)

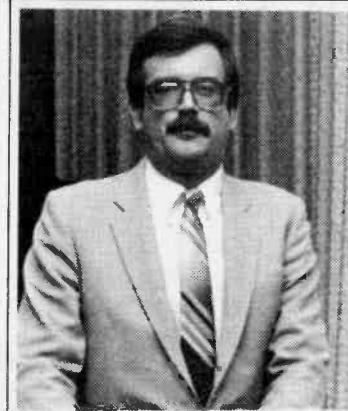
"Mini-View": Kajagoogoo (Week of July 11)

"One Minute With" w/Rona Elliot: Eddie Murphy (Week of July 11)

"Rock Report" w/Rona Elliot: Bow Wow Wow/Marshall Crenshaw (Week of July 11)

"Coping With": Frank Cody copes with the heat (Week of July 11)

"Screen Scenes": Shelley Lewis reviews "Staying Alive" (Week of July 11)



D-C SIGNS WITH LOWRY

— Drake-Chenault Enterprises, Inc. has pacted with Bob Lowry (above) to conduct research centering on D-C's "Hitparade" format. Under-taken to help the firm fine-tune the format's music, the research will take place in Los Angeles, Milwaukee, St. Louis, and other cities.

RKO Networks

RKO 1 and 2:

"A License To Kill: Drunk Driving," a two-week special series (Now through July 10)

Strand Broadcast Services

Something You Should Know:

Summer fruits (July 11)

Financing a home (July 12)

Dangerous exercises (July 13-14)

Watermark

TV Tonite:

"Family Ties" — NBC (July 11)

"Half Hour Comedy Hour" — ABC (July 12)

"Prime Suspect" — CBS (July 13)

"Benson" — ABC (July 15)

Westwood One

Brad Messer's Daybook:

Wind farms (July 11)

Eastman's "Kodak" (July 12)

Matterhorn (July 14)

Billy the Kid (July 15)

Spaces & Places:

"Making Tracks — America By Train" (July 15-17)

Tellin' It Like It Was:

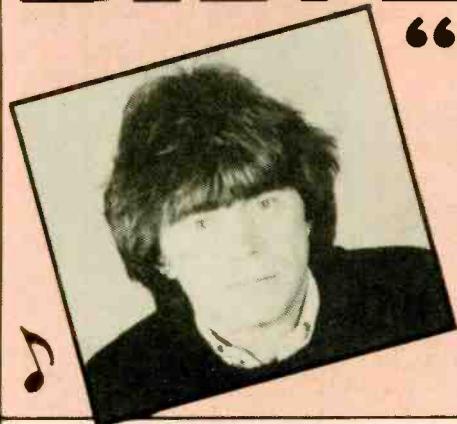
Composer/pianist Phillipa Duke Schuyler/NAACP leader Walter Francis White/Health & slavery (July 15-17)



MUTUAL AFFILIATES — Members of the Mutual Affiliates' Board met recently in Washington with network executives. On hand during the sessions were (l-r, front): Ted Rogers, WQSA/Sarasota, FL; Alan Andrews, WCLL/Corning, NY; Russ Withers, Jr., WMIX/Mt. Vernon, IL; MAB President, Hal Kemp, KTRH/Houston; and Jim Torrey, KUGN/Eugene; (l-r, back) Robert Pricer, WCLT/Newark, OH; net's VP/Station Relations Ben Avery; Lee Morris, WSOC/Charlotte; Rich Wartell, KSOK/Arkansas City, KS; Randy Odeneal, WTMA/Charleston; and Wally Clark, KPRZ/Los Angeles.

BALANCE YOUR PLAYLIST ON COLUMBIA

DAVE EDMUNDS “Slipping Away”



WXKS-FM 15-12 WKQX 30-26 KIMN 38 KNBQ 29
 WBEN-FM 33 WLS-FM 40 Q103 on WROR add
 WNYS add Q102 20-18 KFI 33 WKFM 28-22
 WPHD 11-8 WGCL 23 KIQQ 35 KZZB 17-14
 WNBC add WABX 39 KCNR 29-24 WDOQ add
 WCAU-FM 19 WHYT 40 KMJK 17-15 WDCG add
 KAFM 27-24 KHTR 24 XTRA on WANS-FM 34-30
 WBBM-FM 31 WLOL-FM 26 KYUU on KRGV 7-4

CHR BREAKERS

WSFL 34-28 WOMP-FM 30-25
 WNVZ 34-27 WERZ 10-8
 WRVQ 38-34 WBWB 14-11
 KROK add KFMZ 8
 WKDD 24-20 WAZY-FM add
 WNAM 11-9 KKLS add
 KKFH 23-17 KCDQ 32-25
 KYYX 16-13

RED ROCKERS

“China”

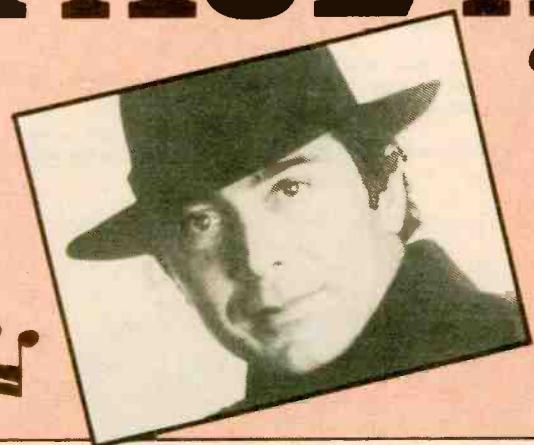
WXKS-FM 26 XTRA 28-25
 WNYS on KFRC add
 WPHD 20 KYUU on
 WCAU-FM 24 WSPK add
 PRO-FM 30-27 WKFM 32-28
 WLOL-FM 35 WPST 36-33
 Q103 on WTIX 18-15
 KMJK 6 WRVQ 39-31

WZZR 4 WHSL 16-12 WHOT 29
 K107 31-29 KYTN 18-16 KBBK deb 30
 KYNO-FM add WHTT 24 KQMQ 35
 KSKD 31-29 KZBZ 33 WGUY 35
 KYUU on WIGY 37-32 WSSX 22 KQIZ-FM 27
 WSPK add WERZ 32-28 WOKI 34 WBWB 28
 WKFM 32-28 13FEA add KRGV 29 KFMZ 22
 WPST 36-33 WJBQ 36-31 KMGK 29 KBIM deb 40
 WTIX 18-15 WYKS 19-16 WJXQ 22
 WRVQ 39-31 KVOL 40-36 WVIC 16

CHR NEW & ACTIVE



PAUL ANKA



“Hold Me ‘Til The Mornin’ Comes”

CHR SIGNIFICANT ACTION

KFI 17-15	OK100 add	KAMZ	WIGY
WKEE add	13FEA 23	WRQK	WERZ
Y103 25-22	WKHI add	FM100	WISE
WNAM 37-34	WAEV add	WTIX	WFLB
WKDQ add	KIST deb 30	WHOT	WQLT
KGGI 25	WNYS	KIKI	Q104
KSKD add	CKGM	WFBG	KVOL
KJRB 30	WKFM	WGUY	KENI

A/C CHART ⑧

THE

MANHATTANS

“Crazy”

BLACK CHART ③

Q107 add

KHYT add 38 KITY 40-34

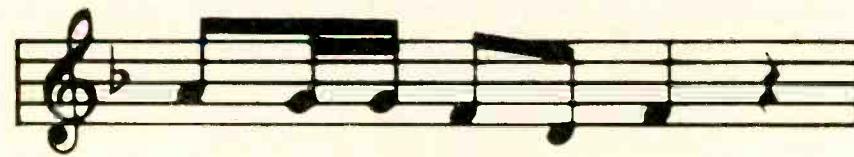
KQM add

KCDQ add

KIIS-FM



WITH THESE HIGH NOTES RECORDS



JOURNEY "After The Fall"



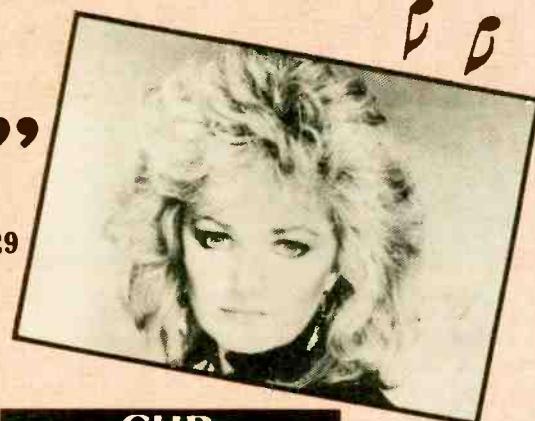
ADDED THIS WEEK:

B104	KMJK	WNOK-FM	WNVZ	KKXX	KISR
Q107	XTRA	WANS-FM	KTSA	KBBK	WFOX
Q105	WFLY	94TYX	WKAU	KLUC	KILE
WGCL	WTRY	WJDX	WNAM	KRSP	WPFM
KBEQ	WKEE	KBFM	KMGK	WGUY	WXLK
KHTR	WBBQ	FM100	WZZR	WZYQ	KRNA
KIMN	WFMF	G100	WKFR	WSQV	WAZY-FM
KEARTH	KXX106	WHHY-FM	WVIC	WCGQ	99KG
KIIS-FM	WCSC	KRGV	Z104		
KZZP	WSKZ	KX104	KQKQ		
		WSFL	KZ93		

132/65
ONE OF THE
MOST ADDED

CHR NEW & ACTIVE

BONNIE TYLER "Total Eclipse of the Heart"



Q102 add 30	KQMQ add	KNOE-FM add	CHUM 25-20
WLAM-FM add	KHYT add	FM99 add	WLOL-FM
WKFM add	WERZ add	WRKR add	KIQQ 37
WOKI add	WJBQ add	KCDQ add	K104 deb 37
KTFM add	WISE add	KCBN add	WPST deb 40
Z104 add	WFLB add	CKGM 6-3	WNOK-FM deb 35
WHOT add	Q104 add	CFTR 38	WNFY deb 19

WSFL 25-7	WGLF deb 29
WJXQ deb 39	WSSX
WIGY deb 40	KRQ
WCIR 20-10	KISR
OK100 deb 34	WFOX
95XIL deb 38	WHL
WNGQ 23-17	WBWB

CHR
SIGNIFICANT ACTION

TOTO "Waiting For Your Love"



CHR
SIGNIFICANT ACTION

KAFM 30-25	KO93 add 35	WSFL deb 36	WBCY	KKXX
Y103 19-16	Q104 30-26	WGRD 28	WQUT	KIDD
KRGV add	KVOL add	WFBG 35	KITY	WZYQ
WTIX add	WBWB add	WLOL-FM	WKDD	WKHI

A/C NEW & ACTIVE

WHAM "Bad Boys"



"KIQQ added this record as an import five weeks ago, after noticing it was Top 10 in a half dozen countries. Since then it has exploded in L.A. at clubs, retail and at KIQQ! Definitely one of the hottest singles in L.A."

Robert Moorhead
KIQQ/Los Angeles

Networks/Program Suppliers

PEOPLE

• **Steve Sandman** is promoted to VP/General Sales Manager for the **Drake-Chenault** Format Division. He's been with D-C since 1980, initially coming aboard as a Special Features Division account executive. Sandman was most recently Regional Manager for the Southeast in the firm's Format Sales Division.



Steve Sandman



Richard Lee



Warren Miller

• **Amy Caplan** appointed Director of Sales for **Radio-Radio**. She moves over from an account executive position with **CBS-FM** National Sales; prior to that Caplan held a similar post with **WEEI/Boston**.



Amy Caplan

• **Richard Lee** is Western Region Sales Manager and **Warren Miller** is Eastern Region Sales Manager for Sacramento-based syndicator **Concept Productions**. Lee is experienced in computer marketing and wholesale food, while Miller has a ten-year radio background.

• **Tom Rowland** is named Director of Creative Services for **United Stations**, replacing **Susan Storms**. He comes to the post from **Cash Box** magazine, where he served as Nashville correspondent.



ROCKIN' WITH DIR — Following DIR Broadcasting's recent fifth annual North American Rock Radio Awards, a party was thrown at Elaine's in New York. Among the celebrants were (l-r): Silver Eagle producer Bob Kaminsky, Alabama's Mark Herndon, Interview magazine's Liz Derringer, Unique Talent Show's Paul Berman, Rolling Stones member Ron Wood, and Billy Idol.



RAISING CAIN — During a recent stopover in New York City, Journey member Jonathan Cain dropped by the ABC Rock Radio Network and taped a "Rocknotes" segment with host Pat St. John. Taking a picture break are (l-r): St. John, Cain, Rock Net's Director/Programming Denise Oliver and Director Dan Forth, and Columbia's Jim Del Balzo.

The *Hot 30* IS HOT!

THE NATION'S MOST COMPLETE ADULT CONTEMPORARY COUNTDOWN

- A recap of the week's hottest A/C hits.
- Feature oldies each hour.
- The latest artist information and music news.
- Completely customized and toned for automation.
- Musical imagery from **OTIS Conner Productions**.

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Pro:Motions

Bilotti Named WEZG & WSCY GM

Len Bilotti has been appointed General Manager of Sky Corporation's **WEZG & WSCY**(Sky 101)/North Syracuse. His broadcasting background includes GSM/morning personality at **WAQX(95X)**/Manlius, NY, Sales Manager at **WEZG**, and account executive at **WHDH/Boston** and **WOLF/Syracuse**. Bilotti succeeds **E. Kelly Millar**.

Levy Moves To KNJO GM

Stuart Levy has been named General Manager of **KNJO/Thousand Oaks, CA**. Levy is a 23-year veteran of **KLAC/Los Angeles**, most recently serving as VP and Director of Sales.

Jurman Upped At Arista

David Jurman has been named Director, Modern Music Promotion at **Arista Records**, based in New York. He first joined the label in 1979, most recently holding the post of Local Marketing Manager in Los Angeles.



David Jurman

Hillstrom Segues To WGN

Michael Hillstrom moves crosstown to **WGN/Chicago** as National Sales Manager. Prior to this, he served in a similar capacity at **WLAK**.

Pasternak Forms Firm

Peter Pasternak has established **Peter Pasternak International Phonograph Consultants**. This Los Angeles-based independent firm specializes in the management of overseas record product. Prior to this, Pasternak was International Manager for **Motown Records**.

Stotter Segues To Capitol

Michael Stotter joins **Capitol Records** as Creative Director, Merchandising. Before this, Stotter worked as a producer on various motion picture/television projects for **National Lampoon**. His background also includes a stint as Creative Director for **RCA Records** in New York.

E/A Taps Sloane, Krasnow



Robin Sloane



Mitchell Krasnow

Elektra/Asylum has selected **Robin Sloane** to fill the newly-created position of National Video Promotion Director. Before coming to E/A, Sloane was **Epic Records**' Manager, Media Relations. In other label activity, **Mitchell Krasnow** comes aboard as an A&R representative. His background includes a DJ stint with college station **KLC/Portland** and a promotion department internship with **Warner Bros. Records** in New York.

WNYU Names New Managers

WNYU, a college station operated by New York University's Tisch School of the Arts, has announced its new management lineup. They are: GM **John Hrynyzyn**, PD **John Loscalzo**, Business Manager **Barbara Jacobs**, News Director **Kathy Oliver**, Asst. News Director **Mike Kahn**, Traffic Director **Sergio Vasquez**, Engineering Director **Robert Cristarella**, Asst. Engineering Dir. **Frank Berman**, MD **Anne Clark**, and Promotion Director **Judy Lee**.

WB Music Taps Three



Rachelle Fields



George Guim

Michael Sandoval has been promoted from Professional Manager to Director of Professional Activities at **Warner Brothers Music**. Upon assuming his new post, Sandoval appointed **Rachelle Fields** and **George Guim** as Professional Managers. Fields was previously affiliated with **Chrysalis Music**, while Guim was associated with **Cavallo, Ruffalo & Farnoli Management**.

Gasper Joins PolyGram

PolyGram Records taps **Jerome Gasper** as Director of A&R/Black Music Division. He previously held similar positions with **CBS** and **A&M**.



Rod Linnun

MCA Names Linnun

Rod Linnun assumes the position of Branch Manager/Los Angeles and San Francisco with **MCA Distributing**. A four-year veteran of the company, Linnun has served as Detroit and Chicago Branch Manager. He succeeds **Des Moines Green**.

KIXX Appoints Two

Former **KOAX/Dallas** account executive **Robert Bordelon** joins **KIXX/Dallas** as Local Sales Manager. Also at KIXX, **Tom Kinkaid** is promoted to National Sales Manager.



Laura Reitman

Reitman Directs A&M Video

Laura Reitman has been named Director of Video Programming for A&M Records. Before coming to A&M, Reitman was Director/Creative Affairs for **The Entertainment Channel**; prior to that she was Director of Programming for **RCA SelectaVision**.

Atlantic, Elektra Name Kolbrenner, Wakschal



Bruce Kolbrenner



Fran Wakschal

Bruce Kolbrenner and **Fran Wakschal** have been promoted to Assistant VP/Domestic Royalties and Assistant VP/Foreign & Mechanical Royalties, respectively, for **Atlantic** and **Elektra Records**. Kolbrenner comes to the newly-created post from Atlantic, where he served as Director/Domestic Royalties. Wakschal, with Atlantic since 1949, was most recently Director/Foreign & Mechanical Royalties.

I WANT MY NEW MUSIC NEWS!



I WANT MY NEW MUSIC—New Music News plays tons of it. 80% of our programming content is music: the hottest new releases that are breaking: on the radio, in clubs and in stores in America and around the world.

I WANT MY NEWS—New Music News provides the vital statistics on all the exciting, breaking new releases: the artists, the writers, the producers...their songs and their stories.

I WANT MY NEW MUSIC NEWS—12-24s are demanding it, and New Music News helps you manage this demand by featuring the strongest, most proven line-up of new music records and facts for one powerful, promotable hour every week.

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People Make The Difference

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

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



Katz Radio. The best.

KATZ RADIO / A DIVISION OF KATZ COMMUNICATIONS INC



New Metros For Major Markets

As advertised here recently, the Office of Management and Budget (using those terms loosely I assume) has released the final list of revised metros, based on the 1980 Census. Over the last few months I've shown you the first two releases, which mainly dealt with small and medium-sized markets. Now I've got the complete rundown, including the changes that will be taking place (effective immediately according to OMB) in some larger markets.

What I'll show below will be the major markets affected by the metro redefinitions, with the counties (or, in New England, towns) that have been added to or deleted from the former metro setup. However, space won't permit me to list all the changed markets, since it appears that at least one-third of all the 257 Metropolitan Statistical Areas (MSAs, the new nomenclature replacing SMSAs) underwent some sort of metro redefining.

If you are in a market that isn't shown on the page this week, and you're curious what OMB did to your area, either call me (since I now have the complete market-by-market breakdown) or call David Wiggins, with the Population Division of the Census Bureau, at (301) 763-2364.

Let's take a look at the major market changes (see chart), then I'll review the ratings, research and advertising revenue implications of these new boundaries.

Implications For Radio

Since there are not only redefined metros, but new governmental criteria for metros, the broadcast and advertising industries are going to have to sort out what the new lineup means. For example, which metro definition will the ratings services use to measure markets? In some of the key larger markets — Chicago, for instance — the umbrella metro definition is the CMSA (Consolidated Metropolitan Statistical Area), roughly equivalent to the geography now being used to define the metro. However, in Chicago's CMSA there are now six PMSAs (Primary Metropolitan Statistical Areas), each of which is its own separate metro (and three of these are new as of the recent redefinition). What are Arbitron, Birch, and others in-

terested in media measurements to do, and how are they to allocate sample across a metro — whether it's a CMSA, a PMSA, or just an MSA? You can bet your computer chips the ratings folks will be wrestling with this one for a while.

Besides the research and ad revenue implications that go along with that there's also the potential impact new metro boundaries will have on station fortunes. Does it make a difference that a certain county or town has been added to or deleted from your market? It sure

could, depending on the makeup of those who live in that geography, and factoring in your station's coverage of the area in question. Perhaps this is why government officials tell me that although the final OMB list is now published, there may still be court or Congressional challenges that could mean your market might maintain its status quo. If enough broadcasters in an area voiced similar concerns about the new metro

guidelines, not only might the government sit up and take notice, but the ratings services would also probably try to respond.

At any rate, in many markets it's now a whole new ballgame. If you are interested in learning whether or not your playing field has been changed let me (or Mr. Wiggins) hear from you. And don't forget to let the folks at Arbitron and Birch hear from you as well.

Albany-Schenectady-Troy, NY	Greene County (added)	Dayton-Springfield, OH	Clark County (added) (Champaign and Preble Counties (deleted)) Gilpin County (deleted)
Albuquerque, NM	Sandoval County (deleted)	Denver, CO	Litchfield County (part): Barkhamsted town (added) Middlesex County (part): East Haddam town (added)
Atlanta, GA	Barrow County (added) Coweta County (added) Spalding County (added)	Hartford, CT	Lafayette County, MO (added)
Baltimore, MD	Queen Anne's County (added)	Kansas City, MO	Shelby County, KY (added) Harrison County, IN (added)
Birmingham, AL	Blount County (added)	Louisville, KY-IN	Isanti County, MN (added)
Boston, MA	Bristol County, MA (part): Mansfield town (added) Raynham town (added) Middlesex County, MA (part): Ayer town (added) Groton town (added) Hopkinton town (added) Hudson town (added) Plymouth town (added) Worcester County, MA (part): Bolton town (added) Harvard town (added) Hopedale town (added) Lancaster town (added) Mendon town (added) Milford town (added) Southborough town (added)	Minneapolis-St. Paul, MN-WI	Gloucester County (added) James City County (added) York County (added) Hampton city (added) Newport News city (added) Poquoson city (added) Williamsburg city (added) Currituck County, NC (deleted)
Charlotte-Gastonia-Rock Hill, NC-SC	Cabarrus County, NC (added) Lincoln County, NC (added) Rowan County, NC (added) York County, SC (added)	Pittsburgh, PA	Fayette County (added)
Columbus, OH	Licking County, OH (added) Union County, OH (added)	Portland, OR	Yamhill County, OR (added)
		Providence, RI	Providence County, RI (part): Foster town (added) Gloucester town (added) Washington County, RI (part): Exeter town (added) Richmond town (added)
		Richmond-Petersburg, VA	Dinwiddie County (added) Prince George County (added) Colonial Heights city (added) Hopewell city (added) Petersburg city (added)
		Sacramento, CA	El Dorado County (added)
		Scranton-Wilkes-Barre, PA	Columbia County (added) Wyoming County (added)
		Tampa-St. Petersburg-Clearwater, FL	Hernando County (added)
		Toledo, OH	Ottawa County, OH (deleted) Monroe County, MI (transferred to Detroit, MI PMSA)

Q & A

In response to our item last week on the relative demise of PRIZM at Arbitron and the new arrangement with ClusterPlus, a reader called to wonder, "Has Arbitron totally dropped PRIZM, and why didn't they give us more notice?"

Technically PRIZM is still available from Arbitron, as the piece on this page last week mentioned. However, as Sales/Marketing VP Bill Livek put it, "We'll be marketing ClusterPlus much more aggressively than PRIZM."

Week In Review

Arbitron Drops Plans For CD110

In what an Arbitron official termed "a move away from the hardware side of the business," Arbitron has decided not to make its upcoming rolling averages option available on the Control Data micro computer known as the CD110. Instead, according to Arbitron VP Bill Livek, "We'll be offering the rolling monthly averages on an IBM/PC, equipment that is already in use at many stations and businesses." Asked if the switch to different hardware would delay the introduction of the Monitor Service (as Arbitron will call its rolling averages), Livek replied, "We don't feel it should impair the timetable," which was for a debut late this year.

According to the Arbitron VP, "Our customers made it clear they did not want us in the hardware end of the research business, so we are responding to their concerns." Arbitron is owned by Control Data.

'84 Survey Dates Fixed

Looking ahead into the Arbitron surveys for next year? Here then are the sweep dates:

Winter: January 5-March 28

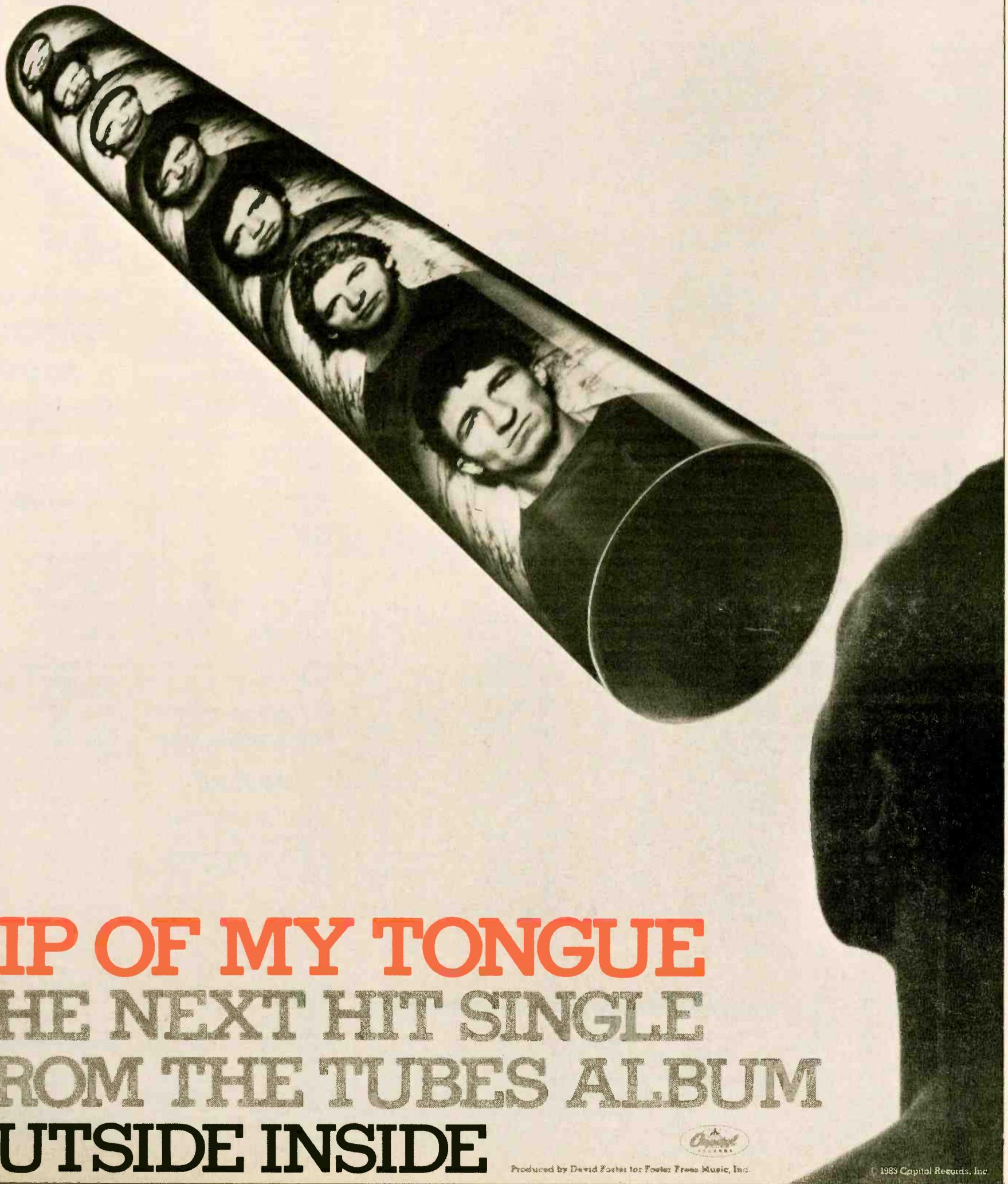
Spring: March 29-June 20

Summer: June 21-September 12

Fall: September 20-December 12

With the return of 12-week winter sweeps all other surveys are pushed later than their comparable dates this year.

**TAKE A LOOK AT
THE NEXT BEAUTY
FROM THE TUBES.**



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THE NEXT HIT SINGLE
FROM THE TUBES ALBUM
OUTSIDE INSIDE**

Produced by David Foster for Foster Freez Music, Inc.



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yet have access to the
resources of a
great network."**

**Aaron Daniels VP/GM,
WPRO-AM,
Capital Cities Communications**

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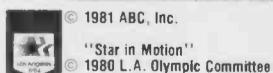
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WLOL-FM 40-36	KITY on
KYUU on	WZZR on
KNBQ 35	KBBK on
WSSX 30	WCIR on
WSFL 35-33	WFBL on
WRVQ add	KISR on
KIDD add	Q104 on
WACZ 35-33	WHSL on
WISE deb 40	KFYR on
WPFM deb 33	WBWB on
KQWB deb 26	WCIL-FM on
KGHO 38	WSPT on
KOZE 27	KBIM on
KCBN 26	KITS
WPDZ 4-1	KDWB

From The Album
'TONY CAREY'



Distributed by MCA Distribution Corp.



STREET TALK

To almost no one's surprise, Motown and MCA reached an agreement whereby MCA will exclusively distribute all Motown product in the U.S. To almost everyone's surprise, the pact became effective *immediately* . . . immediately being July 1.

Expansion, eh? Following up a hint first published here several weeks ago, it is now confirmed that Birch Radio will begin surveys in Canada. According to Tom Birch, "We'll be opening a Toronto office in September and start surveying that market in October. We have the support of every major station in Toronto, and we look forward to becoming a national service in Canada." He also told us that Vancouver, Montreal, and Ottawa would be the next markets surveyed.

Don't be surprised when Doubleday's KPKE/Denver makes a format switch from AOR to CHR. Street Talk says the changes will happen within a month, following the stations' down trend in the just-released spring Arbitron.

Bob English has resigned as GM of WUBE/Cincinnati and will become the new President of Broadcast Programming International in Seattle. BPI, in addition to its syndicated programming services, will branch into consulting in the near future. Look for an announcement on a new WUBE GM very soon.

NBC-TV's late night video music entry has reportedly offered to pay record labels \$1000 per music video shown per week. The money is supposedly to cover the labels' "administrative costs" in dubbing and delivering the product, but could have a much broader meaning as NBC becomes the first to offer payment for what everyone else has been eagerly taking for free. Is this the beginning of a new trend in video music?

There are only a handful of people left at Boardwalk. Those remaining include President Irv Biegel in the New York office, and VP/GM Bruce Bird in Los Angeles. Just about everyone else has been let go.

Look for former KITE/Corpus Christi PD Mark Driscoll to be named PD at WLUM/Milwaukee. Just what

that appointment might do to the current WLUM programming department is not clear.

Congrats to KDZA & KZLO/Pueblo PD Frank Provenza who's been boosted to General Manager. MD Rip Avina is now the Program Director, and will continue to do the music.

Rumor has it that KMGG/Los Angeles morning team London & Engelmann has *not* put a deal together in New York, but the two have been asked to stay on at KMGG past their now-expired contract. They are still available.

Vince Cosgrave has exited his VP/Marketing slot at MCA Records effective immediately. Vince will restart the independent promotion/marketing firm he owned and ran before rejoining MCA in 1981. Vince's company is called SeeHear, and can be reached at (213) 340-2794.

Viacom Radio President Norm Feuer tells us that WKHK/New York is "absolutely and unequivocally *not* changing formats. We had examined possible alternatives, but after this book, we think we're starting to run on all eight cylinders. We're feeling very positive about it and are ready to crank it up and continue to move in that direction. We feel there is progress in the Country field in NYC."

WVGO/Lansing, WVIC's sister AM, will switch from MOYL to CHR July 18. Jay Stevens will program both WVIC & WVGO with Reed Kittredge named new MD.

KFI/Los Angeles is looking for a production director who can, in the words of Operations Manager Jhani Kaye, "produce CHR-styled promos." Could be a good spot for the right individual.

KBHL/Lincoln, NE has become KXSS ("Kiss"), switching from Country to CHR under the guidance of VP/GM/PD/morning man Tim Kelly, formerly of WLUP and WLS in Chicago. Tim and his father, former KHOW/Denver GM Sam Sherwood (see story Page 1), purchased the station, recently taking over and making the changes. Our only question is, with all those titles and duties when does Tim get to sleep?

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AP Laser Photo

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Cold, unabashed fear twisted his gut as AP correspondent Steve Komarow eased toward a nervous bomber and what he believed was 1,000 lbs. of explosives.

Just minutes earlier, the news had electrified the crowd of reporters gathered near the Washington Monument: Mayer wanted to talk to a media representative.

A voice—Komarow's—rose over the din. He pleaded that a wire service representative should have a chance at the guy. A police spokesman recognized him, and singled Komarow out.

Why? Was it his reputation? Was it luck? Or was it his tenacity—his determination not to be swallowed by the faceless wall of newsmen, huddled behind the restraining ropes? Each relating the same story, from the same perspective.

It was all of that. And for five hours, it was Komarow who stepped in and out of Norman Mayer's killing zone.

Suddenly, an engine roared. Shots rang out. And Mayer lay dying.

In the end, one reporter—Komarow—had a headline story. The others were left with sidebars. One reporter knew first-hand what made Norman Mayer tick.

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On The Records



KEN BARNES

Investigating Police Files

The R&R CHR/40 chart is made up of solo artists, duos, quartets, quintets, and sextets, but only one trio . . . the Police. That seems to be one of those apparently random phenomena with a hidden meaning of great significance. Or more likely, it means nothing at all; what is significant is that the Police not only are No. 1 on that chart but topped the AOR Hot Tracks and Album charts simultaneously (and aren't far from the pinnacle on A/C). Deciding to investigate, I delved into the individual Police records and came up with the following findings:

STING: Real name Gordon Sumner, former schoolteacher and singer with a jazz-oriented Newcastle, England group called Last Exit. Cut a single with them and also sang lead on an antinuclear protest number called "Nuclear Waste" by Fast Breeder & the Radio Actors. Soon to be seen onscreen in the science fiction epic "Dune."

STEWART COPELAND: American, son of a CIA official. Drummed with British progressive rockers Curved Air in the '70s. After Police started up, recorded some solo material under the alias Klark Kent. Original organizer of the band.



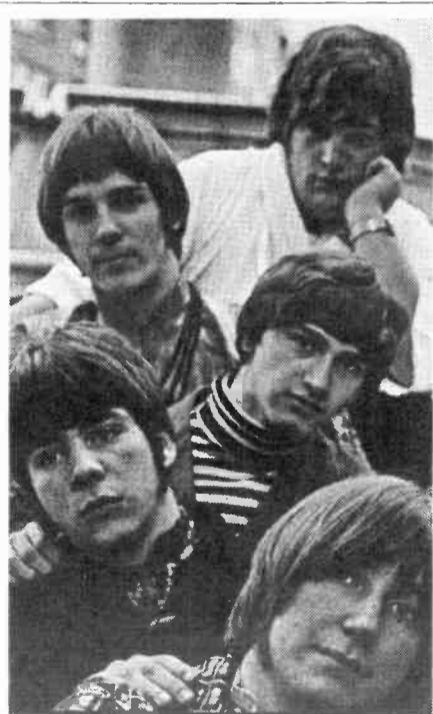
Zoot Money's Big Roll Band "Big Time Operator"



Money's Big Roll Band, stayed with them when they mutated into the psychedelic Dantalion's Chariot, and was the guitarist for Eric Burdon's last pre-reunion Animals album, "Love Is." You can see him in the center of the five Big Roll Banders along with Zoot Money himself on the 1966 45 sleeve pictured.

State Of The Reunion

Hot on the heels of the Hollies reunion and the recently-announced Animals reformation (they've just been signed to IRS), more '60s and '70s notables seem to be catching the fever. Three Dog Night, who reformed a few years ago, finally have a record out through JEM, as do British rockers Atomic Rooster. Now comes word that the Guess Who, including both Burton Cummings and Randy Bachman, got together for a gig in their hometown of Winnipeg, and an album may follow. And there's talk of temporary reunions for the original Manfred Mann band (the "Do Wah Diddy" guys, not the "Blinded By The Light" crew) and Cream.



Mystery Express

We know Joe Walsh started the James Gang, played with Barnstorm, and then joined the Eagles. But before all that, was he a member of the Ohio Express? (On their first album, before they graduated to "Yummy Yummy Yummy," "Chewy Chewy," and other late-sixties classics — and before you laugh, compare the intros of "Yummy Yummy" and the Cars' "Just What I Needed" some time . . .) Anyway, there's a song called "I Find I Think Of You" credited to a J. Walsh on the LP, and R&R's resident Ohio rock scholar Jeff Gelb swears it's Joe singing. Well, here's the photo from the album cover; you be the judge.

RR 5 Years Ago Today



Jerry Jaffe

- JERRY JAFFE NAMED NATIONAL PROMOTION DIRECTOR AT POLYDOR: Jim Collins, Randy Roberts, Andrea Ganis form staff.
- BOBBY COLE NAMED PD AT KWST/LOS ANGELES
- TIM WATTS JOINS WCAO/BALTIMORE
- LLOYD ROACH NAMED VPIGM AT WEFM/CHICAGO
- NUMBER ONE FIVE YEARS AGO: "Baker Street" — Gerry Rafferty (UA) (3rd week)
- NUMBER ONE A/C: "Baker Street" — Gerry Rafferty (UA)
- NUMBER ONE COUNTRY: "Only One Love In My Life" — Ronnie Milsap (RCA)
- NUMBER ONE LP: "Stranger In Town" — Bob Seger (Capitol) (6th week)

Checklist For The New British Invasion

■ **MADNESS:** British stars since 1979. "Our House" was their 16th single, quite a wait for American success. Their 17th UK hit, "Tomorrow's Just Another Day," features a version of the song sung by **Elvis Costello** on the British 12-inch release. Have four albums plus a greatest hits package out in England.

■ **NAKED EYES:** "Always Something There To Remind Me" was their first hit, and a British classic via **Sandie Shaw's** 1964 rendition (original version was by American singer **Lou Johnson**, who for a while was **Burt Bacharach** and **Hal David's** male counterpart to **Dionne Warwick**, getting most of their songs written from a male viewpoint). One follow-up single in England, included on their LP; neither of their releases has done well in the UK, a contrast to their instant U.S. success.

■ **TEARS FOR FEARS:** Both members of the duo were in a group called **Graduate** who wore suits and recorded songs like "Elvis Should Play Ska." Now their consuming in-



terest is primal therapy, the same general doctrine which **John Lennon** advocated around the time of his first solo album. Have five single releases in England, of which "Mad World" was the third and "Change" the fourth. The fifth is "Pale Shelter," which was also the second. Confused? Maybe you're ready for primal therapy . . .

■ **U2:** They've had three albums released in this country, but also have a wealth of material not issued on LP. Five tracks on their first album were originally released on two singles in their native Ireland, in distinctly different, rawer versions (these have been reissued by CBS Ireland). And the tradition continues through to their latest single, "Two Hearts Beat As One," which is flipped by a non-LP track called "Endless Deep." Three of the members are committed Christians, a religious interest they share with some of the members of **Duran Duran** and **Kajagoogoo**.



The Name Game: Junior's last name is Giscombe. Bonnie Tyler's real name is Gaynor Sullivan; good Welsh name that it is, it was felt that a pseudonym would be more workable. Talking Heads, back with their first studio album since 1980, were named after the TV term for on-screen newscasters.

World's Shortest 12-Inch?

Remember the vinyl shortage? Lindsey Buckingham's new single "Holiday Road," released promotionally as a 12-inch, qualifies as a vinyl shortfall, lasting just 2:11 with a runoff groove about four times the size of the actual recorded portion. If anyone recalls an LP-sized record with a shorter running time, let me know.

LINDSEY BUCKINGHAM

33-1/3 RPM

Side One

HOLIDAY ROAD 2:11

Side Two

HOLIDAY ROAD 2:11

PRODUCED BY LINDSEY BUCKINGHAM AND RICHARD DASHUT

From the Warner Bros. album

LAMPOON'S VAULT

ORIGINAL MOTION PICTURE SOUND TRACK

(L-23909)

Promotional Copy Not For Sale.

The Prize Is Light

OK, it's your turn. I can't be the only one who's stuffed a headful of hopeless trivia into an inadequate cranial storage area for all these years. In hopes of uncovering similarly obsessive readers, here's an unbeatable offer — the first person to give me the name of an **Outsiders** single produced by none other than Chuck Mangione wins an all-expenses-paid namecheck in this very column. Don't all phone or write in at once!

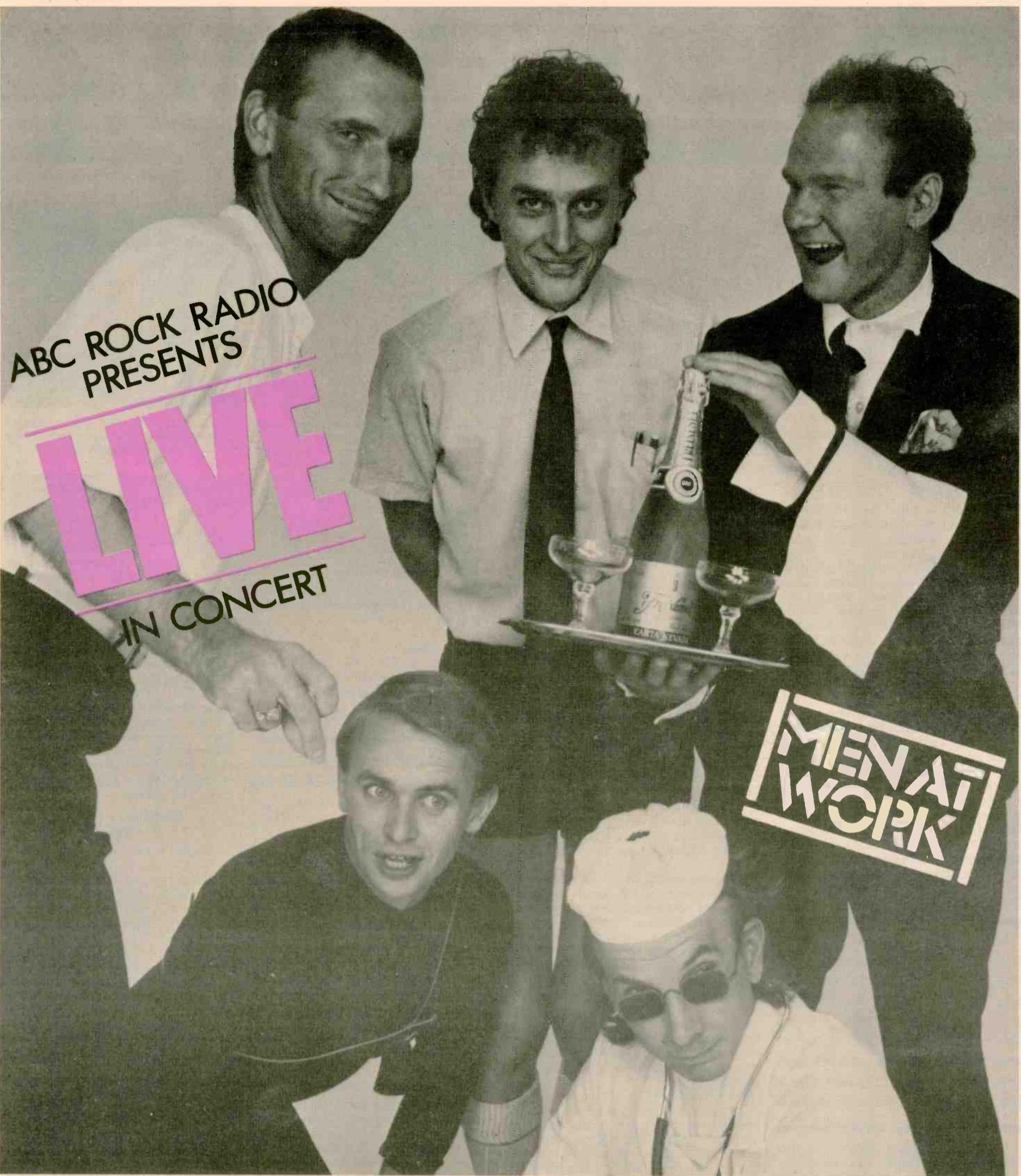
TV News



Talking Heads guest on "Late Night With David Letterman" July 8 . . . "Solid Gold" for the week of July 8 features **A Flock Of Seagulls**, **America**, **George Benson**, **Culture Club**, **Janie Fricke**, **T.G. Sheppard**, and the **Thompson Twins** . . . The **System** are on "Soul Train" July 9 . . . **Champaign** appear on "American Bandstand" July 9 . . . **Norton Buffalo**, **Willie Dixon**, **Walter Egan**, **Graham Nash**, and **Stephen Stills** are on "Rock 'N' Roll Tonight" the weekend of July 9 as the program returns to new programming . . . The **Who's** documentary "The Kids Are Alright" shows over **MTV** July 10, while the fifth "MTV Basement Tapes" installment, featuring unsigned talent, airs July 13.



BRANIGAN GOLD AGAIN — Atlantic's **Laura Branigan** received an Australian gold single for "Gloria" while appearing on the "Countdown" show. Pictured with Branigan is "Countdown" host **Ian "Molly" Meldrum** (right).



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LARGEST ATTENDANCE EVER

Poe Convention Sparks Creative Dialogue

The Atlanta Airport Marriott Hotel once again served as the focal point for over 500 registered attendees (the largest gathering to date) for the 12th annual **Bobby Poe "Pop Music Survey"** Convention, June 24-25. As was the case last year, the meetings were well-attended, but this year a whole new crop of people were getting up to share their views about issues germane to both the radio and record industries. The positive interaction between panel members and the audience was a refreshing change from most meetings, where the floor is usually monopolized by an outspoken few.

Friday June 24 — The PD Panel

The first discussion, the "PD Panel," comprised an eager, active audience and sharp-witted panelists... as did subsequent panels. Moderators Bob Travis (WGCL) and Sunny Joe White (WXKS-FM) led Y100's Rob Walker, 79Q-93Q's John Lander, Z93's John Young, XTRA's Jim Richards, WCAU-FM's Scott Walker, KTFM's Joe Nasty, B94's Steve Kingston, and B97's Nick Bazoo into a spirited discussion concerning their stations' future goals and programming philosophies.

Commenting on where CHR is headed, Sunny Joe remarked, "There is more beat-oriented music showing up all the time on station playlists. A good balance of all types of music will keep CHR a strong format."

The subject then jumped to dayparting, with a lively exchange between panelists and the audience. Almost all the panel members were against too much dayparting. Scott Walker said, "We just play the hits and don't daypart to any great degree. I think the audience wants to hear their favorite records no matter what time of day it is." Jim Richards agreed, adding, "Dayparting seems to make a radio station more inconsistent."

"As far as I'm concerned, there are still too many people playing the paper add game. I don't want any paper adds reported to me since they don't do me or anybody any good. If a station is only giving a new record one play a day, then I consider that a paper add." —John Betancourt

An audience member commented that this is the first generation (up to age 35) that's grown up with rock, and Rob Walker responded, "While I don't think dayparting is needed, I think it would be absurd to play Neil Diamond and Def Leppard back-to-back at night." John Young was the only panel member in favor of dayparting music to any significant degree. "I've learned that in TV they program to the available audience, and it makes sense to do so in radio to some extent. You just can't make a wholesale change in the sound of the station while doing it," he cautioned.

Speaking to younger programmers, Bob Travis said, "What you're learning now in a smaller market is vital to your success as a future programmer in a major market." He encouraged beginning programmers to "learn, explore, grow, and set lofty goals."

And addressing a current controversy, Steve Kingston told the audience, "Despite everyone looking for the 25+ demos, B94 is in the body business. I still think the 12+ share is very important. I want B94 to be the next KDKA."

VP/Promotion Panel

In an effort to make the feelings of the record companies known to radio, I was asked to moderate the VP/Promotion panel along with KEARTH/Los Angeles PD Bob Hamilton. Together, Bob and I had our hands full as Mike Bone (Elektra), Johnny Barbis (Geffen), Frank Dileo (Epic), Bob Edson (PolyGram), Steve Meyer (MCA), John Betancourt (RCA), Charlie Minor (A&M), and Eric Heckman (Chrysalis) traded volleys with members of the audience.

A number of heretofore "sensitive subjects" were open for discussion for the first time, in my memory, at any programming conference. Among them were label priorities, reeducation of the local promotion person, and a favorite subject of mine, paper adds.

It became obvious that a number of programmers were having trouble grasping the reason why certain records received promotional attention from record companies, while records they felt had better programming value were ignored. While no one had a clearcut answer, Steve Meyer explained the priority system. "Often contractual commitments are made to managers in advance of the release of product, and those commitments must be met. I'm very open to hear what you people think of any of our product. Priorities can be changed if we find out original priorities aren't being well received."

Mike Bone noted, "If programmers don't like the product it won't get a chance at bat, and that's the first step to finding out if we have a hit or not." Charlie Minor added, "I talk to lots of radio stations personally to find out what people think of our product. If there is no interest at the programmer level, then that's reality and we've got to move on to something else."

Strengthening and Reeducating Local Staffs

Johnny Barbis took a cue from Bob Hamilton and expanded on a different topic. "I'm in a situation at Geffen where I have a small internal staff, so I rely very heavily on the national and local staffs of Warner Brothers. I can't stress to you how important it is for us to know what you (programmers) think, and that's part of the reeducation process of the local promotion person. We've got to make the local promotion person an integral part of the flow of information again. They are the first line of contact



(l-r) John Young, moderating the Air Personality panel, cracks a quip with Scott Shannon, Gary Corey, and J.J. Jackson.



Frank Dileo (second from left) defends a point about record company priorities as VP/Promotion panelists (l-r) Johnny Barbis, Bob Edson, and moderator Bob Hamilton look on.



XTRA/San Diego PD Jim Richards questioning the Radio/Record Hot Box panel about the role of the local promotion rep.



VP/Promotion panelists (l-r) Mike Bone, Johnny Barbis, Frank Dileo, Bob Edson, moderator Bob Hamilton, Steve Meyer and John Betancourt react to Bone's remarks about programmers' response to new releases.

at a radio station."

Everyone on the panel agreed with Johnny's point, and Bob Edson observed, "It seems to me that programmers are becoming more open than in past years. The secretive ways are being pushed aside, and

"You've got to be concerned with where a record is being played, and how often, vs. just how many stations it's being played on. To judge a record's weekly worth on the number of adds is only half the picture. What's also important is the quality of stations having success with it."

—Marc Ratner

there is more of an open-door policy for communication. When there is a stock problem, it's the programmers we turn to to pinpoint these problems. Hopefully they pass that information on to the local person, who funnels it to us."

Paper Adds

While I've taken a stand in this column in the past on "paper adds," never before have I seen the issue openly discussed in such a forum. Bob Hamilton surprised everyone by broaching the subject for discussion, and panelists and members of the audience alike vented their dislike for the practice. Some programmers even told stories of how they were asked to make paper adds but had refused. Trying to be positive about this persistent problem, Frank Dileo commented, "I think there are fewer paper adds being reported than ever before."

Other members of the panel and audience did not agree with Dileo. John Betancourt remarked, "As far as I'm concerned, there are still too many people playing the paper add game. I don't want any paper adds reported to me since they don't do me or anybody any good. If a station is only giving a new record one play a day, then I consider that a paper add."

Island VP/Promotion Michael Abramson, added from the audience, "If you aren't going to play it, then don't report it. When I see an add, I expect to see sales come in behind it. With a paper add, I won't sell any product. Don't waste everyone's time . . . paper adds don't mean anything. Programmers are much more aware of the same 20 stations that are always adding records first, but in reality seem to be only paper-adding them."

Saturday June 25 — Air Personality Panel

Saturday began with a smile as some of America's top radio talent entered the spotlight. John Young moderated a lineup of Q105's Mason Dixon and Scott Shannon, WPHD's team of Robert Taylor & Harv Moore, 94Q's Gary Corey, WQXI (AM)'s J.J. Jackson, WCAU-FM's Terry Young, and WAIL/New Orleans's Barry Richards, who kept the audience in stitches listening to airchecks of their shows, while sharing their philosophies about what makes a good personality.

Scott Shannon pointed out that uniqueness is important to a morning show and market. "If you have a morning show that can be transferred from one city to another without any modifications, chances are it isn't successful. You've got to be topical to the market, exercise maturity, and be concise. No one can be a good personality until you can learn how to say it quickly."

Gary Corey suggested, "To be funny and come up with original material, first pick a topic. Then write down everything that relates to it, no matter how absurd or ridiculous. Chances are you'll come up with a line or two pretty easily."

"Read as much comedy material as you can," advised Terry Young. "Be regimented about it and spend an hour a day working on your material. Before long, you'll be amazed with the material you'll create and remember."

Medium/Secondary Market PD Panel

Tomorrow's major market programmers were in the spotlight for the Medium/Secondary programming panel moderated by

Continued on Page 24

PARALLELS

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

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

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

★ DENOTES FIRST WEEK IN PARALLELS

225 Reports

(Bryan Adams continued)

JOHN DOE "Hit Song" (Anylabel)

LP: Hit Song

National
Regional Reach
E 33%
M 21%
S 56%
W 19%

Summary
Up 51
Debuts 20
Same 4
Down 0
Adds 25

EXAMPLE

100/25 — 100 CHR reporting stations on it this week including 25 new adds.

44% — Percentage of this weeks reporters playing it.

Regional Reach — Percentage of reporters playing the song within each region.

National Summary
Up 31 — Number of stations moving it up on the charts

Debuts 20 — Number of stations debuting the song this week

Same 24 — Number of stations reporting no movement this week. (On to On, Add to On, 31-etc.)

Down 0 — Number of stations moving it down on their charts

Adds 25 — Total number of stations adding it this week

A

A FLOCK OF SEAGULLS Wishing (If I Had...)(Jive/Arista)

LP: Listen

National
Regional Reach
E 72%
S 66%
M 55%
W 61%

Summary
Up 46
Debuts 5
Same 30
Down 11
Adds 2

BERLIN The Metro (Geffen)

LP: Pleasure Victim

National
Regional Reach
E 36%
S 26%
M 23%
W 23%

Summary
Up 8
Debuts 8
Same 31
Down 3
Adds 7

BRYAN ADAMS Cuts Like A Knife (A&M)

LP: Cuts Like A Knife

National
Regional Reach
E 88%
S 89%
M 85%
W 77%

Summary
Up 138
Debuts 6
Same 41
Down 3
Adds 18

DAVID BOWIE China Girl (EMI America)

LP: Let's Dance

National
Regional Reach
E 79%
S 68%
M 65%
W 68%

Summary
Up 83
Debuts 48
Same 46
Down 0
Adds 19

MARTIN BRILEY The Salt In My Tears (Mercury/PolyGram)

LP: One Night With A Stranger

National
Regional Reach
E 60%
S 59%
M 59%
W 54%

Summary
Up 48
Debuts 5
Same 59
Down 5
Adds 18

JACKSON BROWNE Lawyers In Love (Asylum)

LP: Allies

National
Regional Reach
E 78%
S 50%
M 51%
W 48%

Summary
Up 16
Debuts 48
Same 42
Down 0
Adds 57

DEF LEPPARD Rock Of... (Mercury/PolyGram)

LP: Pyromania

National
Regional Reach
E 64%
S 50%
M 58%
W 48%

Summary
Up 16
Debuts 6
Same 48
Down 0
Adds 6

B

C

D

E

BREAKER!
RECORD BREAKING
NUMBER OF
1ST WEEK ADDS:
90% OF R&R
REPORTING STATIONS!

**JEFFREY OSBORNE'S
DOING WHAT YOU LIKE...
ALL OVER AGAIN.**

HE TOUCHED YOUR HEART WITH "REALLY
DON'T NEED NO LIGHT" AND "ON THE WINGS
OF LOVE." NOW, JEFFREY OSBORNE'S
SECOND ALBUM STAY WITH ME TONIGHT
FEATURING THE FIERY "**DON'T YOU GET
SO MAD?**" WILL WARM YOUR SOUL FOR A
LONG TIME TO COME.

**JEFFREY OSBORNE.
STAY WITH ME TONIGHT,
THE NEWEST SINGLE
"DON'T YOU GET SO MAD?"
ON A&M CASSETTES AND DISCS.**



WB'S ALL-STAR LINEUP:



the B-52's "Legal Tender"

WXKS-FM
WPHD
WCAU-FM

KMJK
WCSC
KSET-FM

WOKI
G100

WZZR
WZPL

WJXQ
WHOT

KHOP
KSKD
KYYX

WERZ
WJBQ
KCDQ

Produced and Engineered by Steven Stanley

JARREAU "Boogie Down"

WXKS-FM 24-21
Q107 30-26
Y100 28-26
94TYX 27-20
FM100 34-28

WSFL deb 35
WNVZ deb 37
KROK 39-36
KHYT deb 40
WERZ deb 40

WJBQ 38-36
WSGF 15-14
KIQQ
WROR
WKFM

KAMZ
KRGV
WSEZ
KYNO-FM
KHOP

Produced by Jay Graydon

ZZ TOP "Sharp Dressed Man"

K104
WRCK
KZZB
WQID

KRGV
WKDD
KIKI
WACZ

WZYQ
OK100
95XIL

WJBQ
WHSI
WBWB
KCDQ

AOR HOT TRACKS:
42-39-29-25

Produced by Bill Ham



LINDSEY BUCKINGHAM "Holiday Road"

WHTX
KMKJ

WZYQ

WPFM

KKQV

KFYR
KCDQ

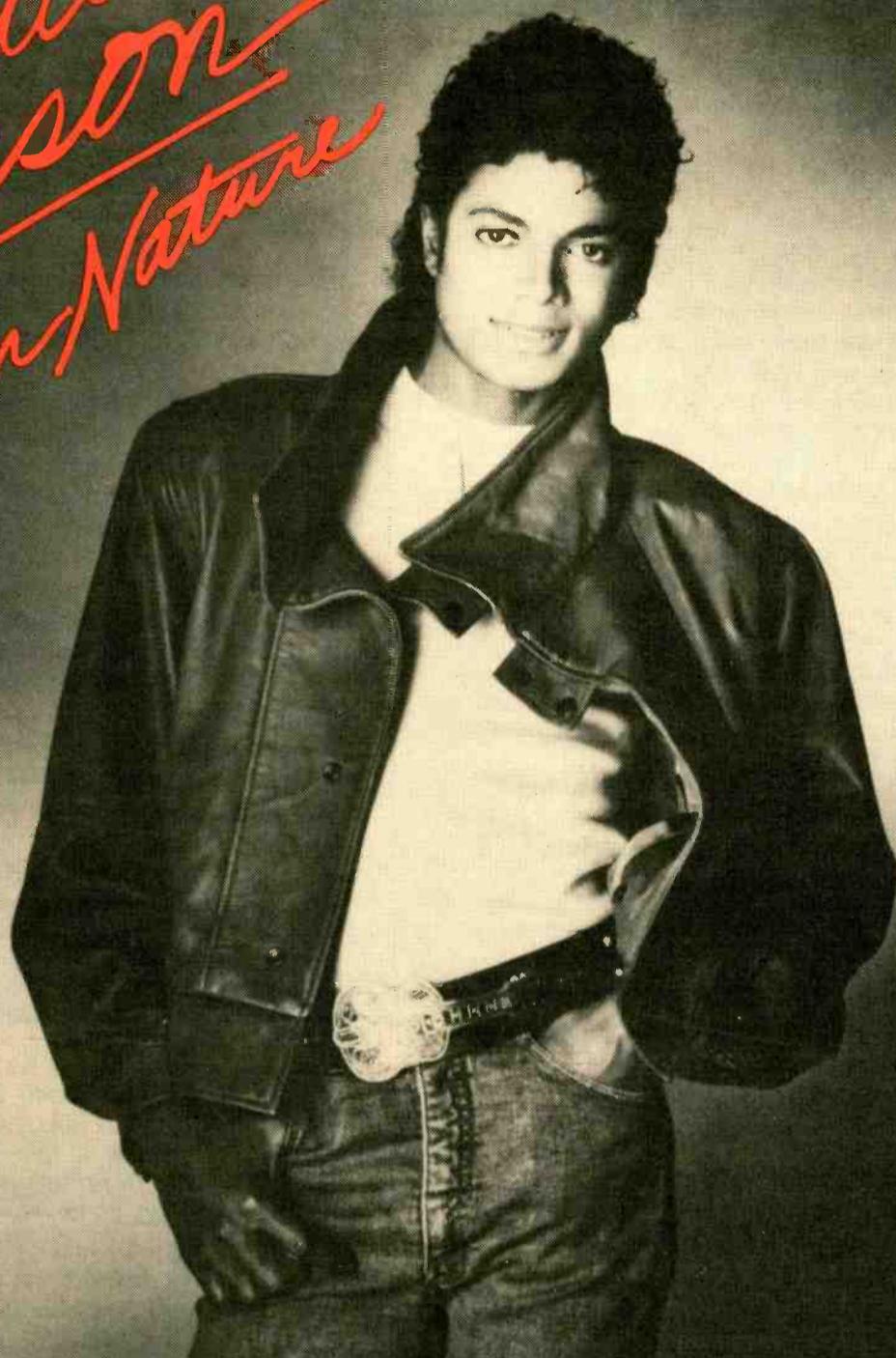
Produced by Lindsey Buckingham and Richard Dashut



Manufactured and Distributed by Warner Bros. Records

Michael Jackson

Human Nature



His new single
taken from the #1 Epic LP
Thriller

Produced by Quincy Jones for



