

I N S I D E:

LATEST RATINGS RESULTS

- **San Francisco:** KGO, KCBS Extend N/T Dominance
- **Philadelphia:** WEAZ Whizzes To First
- **Detroit:** WJR Down, WJOI, WWJ, WMJC Up
- **Dallas:** KVIL-FM Gains 3 For Big Lead
- **Houston:** KKIQ-FM Holds Off Country Onslaught
- **Pittsburgh:** WDVE, WTAE Gain Ground On KDKA
- **Baltimore:** WBAL Increases Edge
- **Cleveland:** WMMS Triumphs In Arbitron, Birch
- **Denver:** KPKE Doubles As New CHR Plus Arbitron and Birch figures from Anaheim, Boston, Buffalo, Chicago, Cincinnati, Hartford, Milwaukee, Minneapolis, Phoenix, Riverside, St. Louis, San Diego, Seattle, and Washington.

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NEW YORK RADIO ROOST

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- Todd Chase WHTX's PD
- Jim Maddox PD for WKDJ & WHRK
- Larry Daniels heads KNIX-AM & FM programming
- Erik Foxx KNIX-FM PD
- Don Cristi PD at KNIX
- Bill Byram GM for WKDA & WKDF
- Alan Furst WIRE PD
- Bill Weaver, Judy Currier, Rick Sadle run KLOK-FM
- John Burns Sr. VP/MCA Distributing
- Dan Wilson OM, Gary Isaacs GSM at KJYO
- Anthony Rudel WQXR Op. Dir.
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CHARITY BEGINS AT RADIO

Nobody's better than A/C stations at raising funds for charitable purposes, and Jeff Green consults the experts for the most effective techniques.

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Newsstand Price \$3.50

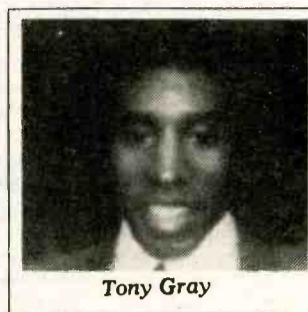


RADIO & RECORDS

Gray Becomes PD At WDRQ

Tony Gray has joined WDRQ/Detroit as PD, transferring from sister Amarturo Group outlet KMJM/St. Louis. Gray held the PD/MD post there for almost a year.

Monte Lang, President/Radio Division, told R&R, "I felt that Tony was ready for a move to a larger market. He understands our company and he works well with our people. I'm really very pleased for him." Lang also indicated that he and consultant Don Kelly have narrowed the number of candidates for the KMJM PD slot down to



Tony Gray

two; an announcement is expected shortly. In the interim, both Gray and KMJM/Houston PD Jim Snowden will oversee KMJM's programming.

Ozmon Tapped As WROR PD

After just seven months as PD at WOMC/Detroit, Lorna Ozmon has been named PD at WROR/Boston. Ozmon, who begins her new position February 6, fills the vacancy left seven weeks ago following the departure of former Manager/Programming & Operations Gary Berkowitz.

WROR VP/GM Joe Kelly commented, "I was struck by Lorna's attitude and demeanor. She's a bright, classy lady who's done a heck of a job in Detroit. Lorna comes with a fine pedigree of credentials from top people in the business."

Before WOMC, Ozmon spent six and a half years at WKQX/Chicago as an air personality, including the last two as Assistant PD. Ozmon told R&R, "I'll miss WOMC, as the people here, particularly VP/GM Elaine Baker, have been great to work for. However, I'm terrifically flattered to have somebody like Joe Kelly come and ask me to be his number one pick at WROR. We hit it off right away. It's a thrill to have the opportunity to go to Boston, as it's one of my favorite cities."

No replacement for Ozmon was named at WOMC.

WMJI Appoints Popovich PD

KKCI-AM & FM/Kansas City PD Dave Popovich has resigned to accept the PD post at Robinson Broadcasting's WMJI/Cleveland, beginning January 25. Popovich takes over the programming duties for departing VP/Station Manager Mike McVay, who announced the formation of his private consultancy last week.

In making the appointment, McVay commented, "Dave is an excellent manager of people, and brings a good, mature business sense to the programming department. I'm thrilled to have been able to find someone of Dave's caliber who can come into a successful station and continue the winning tradition. He's perfect for the team."

DUFFY BUYS KRZN FOR \$1 MILLION

Teeson Set As VP/GM For KLIR & KRZN

Jim Teeson has been named VP/GM for Duffy Broadcasting's KLIR/Denver. Teeson will also oversee the operations of forthcoming AM acquisition KRZN, which Duffy is purchasing from KWBZ Broadcasting Corp. for \$1.05 million, pending FCC approval. Licensee KWBZ, owned by NBA athletes Magic Johnson, Mark Aguirre, and Isiah Thomas, has no other broadcast interests.

Teeson's appointment at KLIR fills the opening left last month by the departure of former VP/GM Lou Campbell, who resigned to become a part-

NEW WCLS CALLS, MOORE TO CONSULT

WABX Promotes Carey To Operations Director

Following last week's announcement that WABX/Detroit was switching formats from CHR to A/C, morning personality Peter Carey has been promoted to Operations Director. As part of the change, Carey's airshift moves to afternoons, while former consultant Paul Christy is now handling the morning show.

It was also announced that

ner with former KLIR owner Roger Anderson, head of the Denver-based radio group Crystal Management, Inc. Current KRZN GM Brad Lusk will exit next week to join Eagle, Inc., which produces television commercials for radio stations.

A 20-year radio veteran, Teeson most recently served five years at crosstown KLAQ & KPPL, first as President/GM and later as Station Manager following Malrite's takeover of the stations last year. Teeson told R&R, "I'm extremely excited to work with Duffy Broadcasting. (President) Marty

NEW WCLS CALLS, MOORE TO CONSULT

WABX Promotes Carey To Operations Director

WABX has applied for new call letters WCLS. That change is not expected to occur until January 20, but WABX debuted its new image slogan "Class FM" January 9 along with the switch to A/C. In addition, WVOY & WKHQ/Charlevoix, MI President/GM Tim Moore has been signed as WABX's new consultant.

Commenting on Carey's appointment, WABX VP/GM Grant Santimoro said, "I have CAREY/See Page 28

Shannon Named Meredith's VP/Staff Operations

Longtime KCMO-AM & FM/Kansas City VP/GM Steve Shannon has returned to the stations' former owner Meredith Corporation as VP/Staff Operations.

Shannon, a 28-year Meredith executive, spent the last several months supervising the KCMO-AM & FM transfer from Meredith to Fairbanks Broadcasting. He will now oversee the Meredith Broadcast Group's seven TV stations and its radio SHANNON/See Page 28

Greenberg is one of the finest broadcasters in the country. I feel very honored to be selected to run the Denver stations."

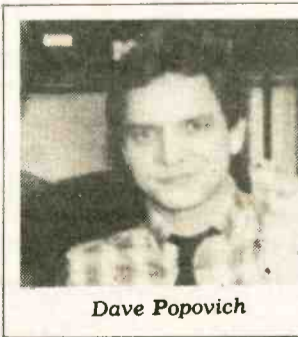
Greenberg told R&R, "When the job opened up, my first thoughts were of Jim. His ten years in Denver and his achievements in putting KPPL on the air and running it made him a uniquely qualified candidate. I'm delighted to have him with us."

Melrose New Brown Group GM

KXOA-AM & FM/Sacramento GM Phil Melrose has been named to the newly-created position of Brown Broadcasting Group GM. Melrose will be responsible for the overall management of Brown's KGB & KPQP/San Diego, KXOA-AM & FM, and newly-acquired KYNO-AM & FM/Fresno (see Page 28).

Brown Broadcasting VP/principal Michael Brown told R&R, "Phil has been doing an outstanding job for us for the past nine years. He's one of the most outstanding young broadcasters I can think of. He will be responsible for the day-to-day duties, helping the other managers coordinate their efforts. As we expand, his responsibility will grow as well."

Melrose commented on his new duties, telling R&R, "Our founder (Brown President) Willet Brown always called me an ambassador without portfolio, so now I'm being given that portfolio. I'll be working closely with (GM) Tom Baker in San Diego, as well as the folks at KYNO, and of course my own operation here in Sacramento. I'll serve as a focal point to funnel ideas and input to the owners directly. As we grow, this will serve to streamline the operation of the company."



Dave Popovich

Popovich leaves KKCI-AM & FM after two years as PD. His programming background also includes stints at WWYZ/Hartford, WWWE/Cleveland, and WFFM/Pittsburgh (now WHYW). Popovich told R&R, "Leaving KKCI has been truly POPOVICH/See Page 28

ONE OF THESE PEOPLE WOULD BUY YOUR RECORD



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Country Goes Current

Now R&R offers the most comprehensive Country airplay information available, and the most up-to-date music data too. New for 1984 in R&R Country.



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PALL EXITS

Chase Programs WHTX

After a year of programming KBEQ/Kansas City, Todd Chase has joined Hearst's WHTX/Pittsburgh as PD, replacing Cary Pall, who leaves the organization over philosophical differences.

WHTX & WTAE VP/GM Ted Atkins told R&R, "It was a mutually-agreed-upon move for Cary to leave. We were both unhappy with the present situation, and I felt it was in the best interest of the radio station to bring in a seasoned veteran like Todd to help us both internally and on the air. I've known Todd for over 20 years and feel fortunate to have found someone in whom I have so much faith."

Regarding his new affiliation, Chase said,



Todd Chase

"Ted and I worked together at KSO/Des Moines, and he has offered me other positions over the years, all of which I had turned down, regretfully. This time when the opportunity arose to work with him, I decided not to pass it up. I spent a great year in Kansas City at KBEQ and leave a lot of friends behind." Chase's programming background also includes seven years at WPJB/Providence.

CHASE/See Page 28

Byram Promoted To WKDA & WKDF GM

WKDA & WKDF/Nashville GSM Bill Byram has been promoted to GM. Byram replaces former VP/GM Vic Rumore, who departed last week to become Executive VP/COO at crosstown WLAC-AM & FM.

WKDA & WKDF President James Dick commented, "Bill has just done a super job here as GSM, and Nashville broadcasters hold him in high regard. Bill did not politic for the job; rather, the people here stepped forth and said they wanted him, leaving no doubt that Bill was the man. We just feel great about him, and are excited about the future."

Byram, who will also handle the GSM's duties, joined WKDA & WKDF in that position four and a half years ago. Prior to that, he served 13 years in sales at WLAC-AM & FM, including the last several as GSM. Byram told R&R, "I feel as if I have a vote of confidence from everybody here, and am very fortunate to have such high-caliber people working with me."

Burns Upped To Sr. VP At MCA Distrib

As previewed last week in R&R, John Burns has been elevated to Senior VP for MCA Distributing. Burns, who has been VP/Branch Distribution since 1980 and has been with the distribution arm since 1973, now supervises all MCA distribution activities in the U.S.

MCA Records Group President Irving Azoff commented, "Burns has long been a most valuable asset to MCA, and his skills, experience, and knowledge will provide strong leadership."



John Burns

Deuschman WPLJ's GSM

Three-year WPLJ/New York Sales Manager Roy Deuschman has been elevated to General Sales Manager. Deuschman fills the vacancy left last week when former GSM Marc Morgan departed to become GM at WXFM/Chicago.

WPLJ VP/GM Joe Parish stated, "I was very happy that we were able to promote from within. Roy has surpassed every objective and goal given to him. He has an outstanding reputation in the marketplace, the local staff respects him, and overall he's just a tremendous asset to WPLJ." Parish added he will name a new sales manager shortly.

Prior to becoming Sales Manager, Deuschman was an Account Executive at WPLJ for three years. He previously spent

FOXX & CRISTI BECOME PDs

KNIX-AM & FM Elevate Daniels

KNIX-AM & FM/Phoenix Operations Manager Larry Daniels has been promoted to General Program Manager for the two outlets. As a result of Daniels's promotion, new PDs have been named for each of the Country-formatted stations. FM midday personality and Assistant MD Erik Foxx will now become PD of KNIX-FM, and KNIX afternoon personality Don Cristi will program the AM.

Commenting on the promotions, KNIX-AM & FM VP/GM Michael Owens told R&R, "I know of no harder working individual in broadcasting than Larry Daniels. His loyalty and dedication are unprecedented. This promotion gives Larry a chance to concentrate on the creative end of programming."



Larry Daniels

DANIELS/See Page 28

Furst Becomes PD At WIRE

WCAW/Charleston, WV PD Alan Furst has been named PD at WIRE/Indianapolis, succeeding Gary Havens, who resigned last month to become Exec. VP of Composite Communications (R&R 12-2-83). Furst, who previously programmed WEEP/Pittsburgh and WBAX/Wilkes-Barre, told R&R, "I'm really sorry to be leaving Charleston, but this is a great opportunity. WIRE is a legendary station, and they provide the tools necessary to continue with the tradition of winning, showing that AM radio is alive and well. The station is involved and established, and that is the type of radio I want to be affiliated with."

WIRE VP/GM Jack Hobbs indicated the station had conducted a nationwide search for Havens's replacement and Furst had emerged as the top contender. "We're very fortunate to get him," Hobbs said. "One of Gary's last jobs as PD and first jobs as our consultant was to help in hiring his own replacement. Also, it was important to find a guy who was philosophically in tune with Gary. Alan is the right guy for the job."

Furst will join WIRE on February 1.

TRANSACTIONS

Metroplex Pays \$7 Million For WJYO & WORL

Metroplex Communications has purchased WJYO & WORL/Orlando for \$7 million from Sudbrink Broadcasting, subject to FCC approval. A Metroplex spokesman says the group will keep A/C-formatted WJYO, but will immediately spin off Black-formatted WORL in a deal probably to be announced later this week. The group is also looking for other properties in the Southeast.

WJYO operates on 107.7 MHz with antenna

TRANSACTIONS/See Page 28

three years as an Account Executive at crosstown WPIX after 18 months in sales at neighbor WXLO (now WRKS).

Deuschman told R&R, "I'm thrilled at this opportunity to manage the station at this level. I appreciate Joe's support and am looking forward to the challenge."

Maddox Moves To PD At WKDJ & WHRK

Black radio programming veteran Jim Maddox is joining WKDJ & WHRK/Memphis as PD. He was most recently affiliated with Houston-based Starstream Communications, holding the GM/Urban Programming post.

"We're very excited about Jim coming with us," WKDJ & WHRK VP/GM Don Boyles told R&R. "I think he's bringing a tremendous Urban and Black radio background to our two stations. Plus his experience goes beyond Black radio." Boyles said that former WHRK PD Lawrence Jones and WKDJ PD Bill Adkins (one half of the "Steele & Bill" morning show) will both remain at the stations.



Jim Maddox

MADDOX/See Page 28

WEAVER, CURRIER,

SADLE RUN STATION

KLOK-FM "Builds" New A/C Format

Davis/Weaver Broadcasting's newly-acquired KLOK-FM/San Francisco debuted January 3, using GM/PD Bill Weaver's unusual "Build Your Own Radio Station" A/C concept. The station previously carried News/Talk as KGO-FM. As part of the change, Rick Sadle was named Operations Manager, while 12-year GSM of sister station KLOK/San Jose Judy Currier was set as Station Manager.

KLOK-FM started off by featuring continuous music by Neil Diamond, adding one A/C superstar every day or two. The format features extended-length jingles describing the approach, and artists joining the playlist are then chosen primarily from listener requests. The full music roster is expected to be completed within the next 60 days. Weaver explained, "It's an artist-oriented superstar concept targeted to 25-44 adults. We say, 'KLOK is you,' and we're building it on that basis. Since then, we've added Kenny Rogers, Barry Manilow, and Barbra Streisand, and a few others. The number of positive phone calls we're getting is unbelievable."

Regarding Currier's promotion, Weaver added, "Judy's worked her way all the way up through the ranks. She's an outstanding sales executive, and a real creative thinker."

Currier, who will handle GSM duties for KLOK-AM & FM, as well as corporate national sales, said, "I was a bit nervous making the move after being in the San Jose area for so long. But now I know it's the most correct decision I've made in my career. I feel really good about it."

Commenting on Sadle's appointment, Weaver said, "Rick is one of the best people I've ever met. He's so excited about this, and we're just having a ball."

A Bay Area veteran, Sadle previously worked as Operations/Creative Director at KMET/Los Angeles for three years. Prior to that, Sadle spent eight years as Creative

KLOK-FM/See Page 28

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Washington Report

FCC's Jeff Baumann Named NAB Sr. VP/General Counsel

Deputy FCC Mass Media Bureau Chief Jeff Baumann has been named to succeed outgoing NAB Sr. VP/General Counsel Erwin Krasnow. Because of potential conflicts were he to stay at the FCC, Baumann will join NAB immediately, although he won't assume his new title until Krasnow departs March 1 to enter private law practice.

In disclosing the appointment to R&R, NAB President Eddie Fritts commented, "We think Jeff's 14 years with the FCC brings to the GC's office the degree of experience we were looking for to fill Erwin Krasnow's shoes. Jeff is an outstanding attorney and administrator who is well liked by everybody who has worked with him. And he's well liked by the broadcasting community."



Jeff Baumann

Baumann has been the Mass Media Bureau's number two man for the past two years. Although he was a top candidate to succeed Bureau Chief Larry Harris last year, Baumann was passed over when FCC Chairman Mark Fowler picked Private Radio Chief Jim McKinney for the job.

FCC Begins Taking SCA Paging Applications

After many months of delay, the FCC announced on Tuesday (1-10) that it is finally ready to accept applications for common carrier services, primarily paging operations, on FM subcarriers. The Commission's long delay in getting ready to regulate those services has prevented some stations from entering the paging business.

This week's public notice includes detailed instructions on how stations should fill out their applications, which are to be filed on FCC Form 401. Even if the service is to be provided by an outside firm leasing a subcarrier, the application must be filed by the station, which remains responsible for assuring that the service complies with the Commission's technical rules. Further questions can be addressed to the Mobile Services Division (202) 632-6450 or Domestic Facilities Division (202) 634-1860.

Harris AM Stereo Gets FCC Clearance

The Harris AM stereo system, pulled off the air for a few weeks in late summer for violating its type acceptance, has been granted a formal waiver of FCC rules. That means Harris won't have to make any changes in exciters now in use at about 70 stations, which have been operating with special FCC permission for the last several months.

Although the Harris system doesn't meet FCC rules, the Commission said it could find no evidence that the problem creates co-channel or adjacent channel interference, although occasional distortion may be heard on certain receivers. In granting the waiver, the FCC said it's counting on stations having "significant economic interests in using an effective AM stereo system." It was impressed that "stations using Harris's system have received no complaints from the public, either with regard to monophonic compatibility or stereo quality."

Daytimers Seek Merger With NAB Or NRBA

Officials of the Daytime Broadcasters Association (DBA) journeyed to Washington last week for merger talks with both NAB and NRBA. DBA put identical proposals to both groups and is now waiting to see which will come back with the better offer.

DBA's terms include assumption of its \$70,000 debt, establishment of an autonomous "Daytimers Committee," and publication of a monthly daytimer newsletter. DBA is insistent that the new committee have total independence, with no need to consult the parent group's board on policy matters and the freedom to take stands at odds with the sponsor organization's other members.

The NAB and NRBA Boards will consider the proposal in the next few weeks, and the DBA is planning to accept an offer from one or the other when its board meets in Washington in March. DBA President Jim Wychor says no merger will take place before the FCC acts on the group's request for broader post-sunset operating authority. DBA was unhappy with the low evening power levels granted to many daytimers by the FCC last fall, and has filed a partial petition for reconsideration of the action.

INITIAL RULING REVERSED

KROQ-FM License Awarded To Willie Davis

All Pro Broadcasting President Willie Davis won a major victory last week when an FCC law judge reversed a 1982 ruling and named him the winner of a three-way contest for the license of KROQ-FM/Los Angeles (Pasadena).

In his latest decision, Judge John Conlin continued to hold that Burbank Broadcasting is unfit to have KROQ's license renewed. However, he changed his mind about who should get the station. Initially he had awarded the license to San Mateo Broadcasting, headed by former KLRO/San Diego owner James Gates.

But, after reopening the case to hear new evidence, the judge concluded that Gates's record was tarnished by the use of misleading coverage maps. He granted the valuable FM license to the second competing applicant, AWARE Communicators. The firm is 49% owned by Davis, and 33% owned by KWVE/San Clemente, CA Chairman Cliff Gill. The two have been associated for some years, and Davis was appointed by the NAB Board last April when Gill resigned his seat.

KACE To Be Divested

One reason AWARE lost in 1982 was Davis's ownership of KACE/Los Angeles. At the time, his promise to divest wasn't sufficient to steer clear of the FCC's one-to-a-market rule. But the rules have now been changed in order not to penalize an applicant who promises to sell an existing station upon winning a second license in the same market. In his latest ruling, Judge Conlin called AWARE "a basically impressive applicant with an unblemished background."

Davis told R&R, "I am, of course, delighted at the judge's decision, and I do feel it was a proper decision. Hopefully, it

LOS ANGELES, SEPTEMBER 16-19

NAB And NRBA Plan Joint Radio Convention

The number of major radio conventions will drop from four to three this year, with last week's surprise announcement that the NAB Radio Programming Conference and the annual NRBA Convention will be combined.

The joint conference, scheduled for the Bonaventure Hotel in Los Angeles, September 16-19, will be called "The Radio Convention." The two groups agreed to use NRBA's planned location and dates, rather than hold an Atlanta convention in late August, when NAB's RPC was set to take place. Virtually no other details have been worked out, and the plan still must win approval from the NAB and NRBA Boards of Directors.

A unified convention "is the greatest

thing we can do for radio," said NAB Chairman Gert Schmidt. "We are very bullish on getting the industry totally united as free over-the-air broadcasters." NRBA Sr. VP/GM Tom McCoy commented, "It provides an opportunity for radio to have its day." However, officials of both associations took pains to avoid saying the meetings were being "merged," and they downplayed speculation that their cooperative efforts could ultimately lead to a merger of the groups themselves.



RIVALS UNITE — Last week's agreement to combine this year's NRBA Convention and NAB Radio Programming Conference was hammered out by (seated) NAB Board Chairman Gert Schmidt; NRBA President Bernie Mann; NAB Radio Board Chairman Marty Beck; (standing) NRBA Sr. VP/GM Tom McCoy; NAB Board member and Mutual President/CEO Marty Rubenstein; NAB President Eddie Fritts; NAB Radio Board Vice Chairman Ted Snider. Also active in the discussions were NRBA Sr. VP/Government Relations Abe Voron and NAB Board member Gary Stevens, President/Doubleday Broadcasting.

Fritts Springs Surprise

Apparently last week's agreement had its roots in a series of get-acquainted meetings held in Washington late last year by new NRBA President Bernie Mann. A unified convention was discussed informally at that time with NAB President Eddie Fritts.

NRBA officials were caught by surprise last Friday, however, when Fritts formally proposed the joint conference during a meeting that had been set up for NRBA officials to discuss legislative strategy with the NAB Executive Committee. The NRBA delegation quickly agreed, pending board approval and the working out of logistical details.

The NRBA Convention is traditionally aimed at radio managers, while the NAB meeting has focused on subjects of interest to radio programmers. "The Radio Convention" will likely be a hybrid of both meetings. NAB, for instance, would like to continue its tradition of having big-name musical entertainment as a draw for programmers.

Last week's spirit of cooperation was in marked contrast to an exchange of letters last spring between Fritts and then-NRBA President Sis Kaplan. Upon hearing that talks were underway about merging the RPC with RAB's annual Managing Sales Conference, Kaplan proposed that all three groups discuss a joint convention. The initiative made no headway when Fritts responded by proposing a total NAB-NRBA merger, an idea flatly rejected by Kaplan.

Legislative Cooperation

In a carefully-worded statement, the associations also said last week they'll undertake "a cooperative effort to work together on legislative matters including, but not limited to, deregulation." Sharply divided on the issue of deregulation strategy, the groups traded bitter accusations in 1983. NRBA's McCoy said that, under the new informal arrangement, "We'll talk with each other and see when it makes sense to go up to the Hill together. We'll work together to have a combined front for radio as need be."

will be upheld in total, although I'm sure there will be attempts made to further contest the matter." If he ultimately takes over KROQ, Davis said he'll replace the New Music format with "Urban/Contemporary and far more community involvement." Davis also owns KYOK/Houston, WLUM & WAWA/Milwaukee, and KQIN/Burien, WA.

Fatal Coverage Maps

The coverage map problems that weighed against Gates occurred at KLRO and at KMJC/El Cajon, CA, for which he is now a sales representative. Judge Conlin said Gates improperly tried to hide the full extent of his relationship with KMJC and showed "callous indifference" to the FCC's rules, which were changed last year to drop coverage map accuracy as a matter of Commission concern. He added, "San Marco is at best a marginally qualified applicant, offering little assurance that it can be relied on to comply with Commission rules and policies."

Early in 1982 Judge Conlin denied license renewals for commonly-owned KROQ-FM/Pasadena and KROQ/Burbank. The AM license was awarded to Royce International. Conlin held that Burbank Broadcasting lacked control over the stations, allowed rampant technical violations, maintained an incomplete public file, and offered a "sham" financial showing when it bought the FM in 1973.



EASTMAN RADIO

proudly announces
its appointment
as national sales rep

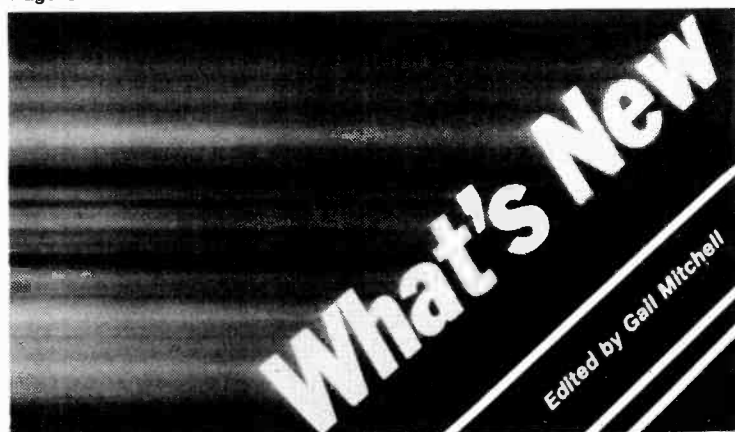
WSIX-AM/FM

Nashville

The Sky Stations



Selling spot for 25 years.



MCA Launches San Andreas Label

"If it's a hit, it's our fault!" That's the motto of **San Andreas Records**, a new label inaugurated by **MCA Records**. The label bows on January 18 with a six-song mini-LP by **Dean Ray**; producer is **Stephen Sinclair**. According to MCA, San Andreas will direct its efforts toward the development of young, new talent.

NAB Reviews Political Broadcasting

Election year is here once again, and to help radio and television broadcasters comply with federal guidelines, the **NAB** is conducting a nationwide satellite teleconference on February 23. Recent requirement changes and marketing strategies will be addressed through such topics as equal time, lowest unit charge, independent political action committees, candidate access, and how to handle employees who are candidates.

Guests will be drawn from the **FCC**, **NAB**, marketing firms, and private communications law firms. Two-way audio interaction with the audience is planned, with communications lawyers stationed at each of 28 broadcast sites to answer questions. Admission prices include an advance copy of NAB's "Political Broadcast Catechism." For more details and registration forms, call (800) 368-5644.

Presley Becomes A World Doll

Brooklyn-based **World Doll, Inc.** will introduce **Elvis Presley**, in doll form, at the February 1984 New York Toy Fair. Elvis joins "Collectible Series" counterpart **Marilyn Monroe**, complete with custom designed white mink coat and priced at a not-too-childish \$6500.

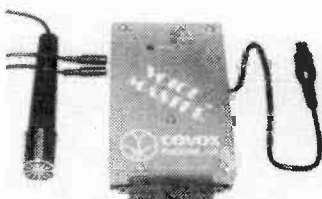
For those Elvis fans on your gift list, you can choose from three lesser-priced models which all "depict the singing idol in his prime." The \$90 vinyl model is 19" high, wearing a gold-trimmed white suit, white boots and colored scarf. Or there's the numbered \$225 edition with soft, poseable body and porcelain head, hands, and legs. It's 17" tall and sports a gold lame suit and matching boots. Like the aforementioned vinyl model, this "Collectible" includes a ring and hand-held microphone.

The all-porcelain \$2500 replica also stands 17", dressed in a rhinestone-studded "Aloha Hawaii" ensemble with a diamond in the belt buckle and a scarf from Elvis's personal wardrobe. Only



750 of these will be issued, packaged together with one of 1100 tickets from Presley's last concert (June 26, 1977). The remaining 350 will be given away in a year-end drawing to those enthusiasts who return their collector registration forms.

Giving Computers Your Personality



Voice Master

We all know the cliché about the computer geniuses who don't have any friends. Now they don't need any. Oregon-based **Covox Corporation** has developed the "Voice Master" module, allowing Commodore 64 computers to talk or sing in their user's voice for about \$120. Individual words or phrases are spoken through a microphone and then played back in any order with easy BASIC instructions. Covox also plans to develop models for other popular computers in the near future. Additional information, or a demonstration in your own voice, is available from Covox at (503) 342-1271.

Taxing Problems Of The Rich

As always around this time of year, we must all begin thinking about the inevitable — taxes. They can be a problem unless you happen to be a member of that illustrious group the IRS otherwise labels as "wealthy individuals." And what do you need to secure a position in this affluent society? Just assets of \$300,000 or more.

A recent **American Demographics** article pointed out that although the wealthy only numbered 4.5 million, or two percent of total population, they represented a significant 23% of the population's net worth. The majority of them were married, male, and under 50 years of age. While women accounted for one-third of the group, they had more money: averaging \$637,000 as compared to \$471,000 for men.

Business Mail Tab Updated

What costs double what it did ten years ago and 15 times what it cost in 1930? "Everything" would seem to be the appropriate response. But in this instance, the answer is the average business letter. Chicago-based Dartnell Institute of Business pegs the cost at \$7.60. Besides postage, the tabulation takes into consideration the salaries of both the dictating executive and the secretary.

College Student Buying Power On Increase

If you always thought everybody at college spent more money than you did, you were probably right. In what's being touted as the first study of the college market ever, **Simmons Market Research Bureau** has tagged student spending as far ahead of non-student spending, especially when it comes to discretionary items.

Simmons' research of fulltime students at four-year colleges found that collegians significantly lead 18+, 18-24, and 18-34 adults in leisure spending. Areas where college students outspent their non-scholastic counterparts include sporting goods, computers, typewriters, clothing, and health/beauty products. In addition, college students were strong purchasers of the traditional youth items: records & tapes, movie tickets, stereo equipment.

Simmons describes students' radio listening as "prominent but dispersed over many different formats and stations." Unsurprisingly, the bulk of radio monitoring is done between 6 and 10pm. TV viewing peaks out even later, between 11-11:30pm, with favorite shows including "Saturday Night Live," "Wide World of Sports," "Dynasty," and "Hill Street Blues." The study found that college students watch less TV than other 18+ adults.

Among some of the more popular products among college consumers: cola (74.6% usage), movies (84.2% saw one in the last three months; 32.9% saw more than one film a month), sweaters (41.2% brought more than two in the past year), camera flash equipment (56.1%), motor oil (53.4%), and car wax/polish (48.9%).

Teleconferencing Posts Slow Takeoff

High price and lack of personal contact are the apparent obstacles to video teleconferencing's expected takeoff. Research indicates only one in 20 major companies uses the telephone/closed-circuit TV system. Four percent employ one-way teleconferencing, wherein one location is on camera and additional participants are plugged in via audio conversations.

However, according to a **USA Today** article, the slow start doesn't hamper predictions for a successful future. Projections place revenues at \$1.6 billion by 1992, a substantial increase over 1983's \$50 million. Interestingly, the aforementioned research also shows the old standby conference call firmly entrenched at 40% of the surveyed companies.

Webster's Word List Expands

The next time you have trouble spelling words like scuzzy and humongous or determining whether or not phrases like pig out are hyphenated, just consult the ninth edition of "Webster's Collegiate Dictionary." Grungy, sleaze, zit, nerd, piece of cake, and beefalo are among the words and phrases that will make the

list this time around. According to **Rip 'N' Read**, word fanciers will also get a kick out of a section that will detail when various popular words were first coined. Gunslinger, for instance, didn't appear until the '50s, and clone debuted in 1903. Meanwhile, folks were talking about energizing way back in 1752.

BPA Stages Awards Competition

"Recognizing excellence in the marketing of electronic communications" is the purpose of the 1984 BPA International Gold Medallion Awards Competition. Entrants may choose from four major categories. Under radio alone, there are nine subdivisions. These range from 60-second or less TV announcements to special projects and sales presentations.

Judged according to market size, competitors' entries must have appeared for the first time between March 2, 1983 and December 31, 1983. Entrants aren't required to be members of the Broadcasters Promotion Association. Fees are \$45 for members, \$80 for non-members. As long as a fee accompanies each entry, there's no limit to the number



entered in any category.

The deadline is set for February 15; the awards presentation is held on June 15. For more details contact Dr. **Hayes Anderson**, Dept. of Telecommunications and Film, San Diego State University, San Diego, CA 92182; (619) 265-6570.

W

WESTWOOD ONE

STARTRAK

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

Networks/Program Suppliers

NEWS & INFORMATION FEATURES

MUSIC FEATURES

Global Satellite Network

Rockline:

Flxx/Eddie Money (January 16)
Ozzy Osbourne/TBA (January 23)

London Wavelength

BBC Rock Hour:

Streets (Week of January 29)

Rock Over London:

Mark Hollis of Talk Talk (January 29)
Alarm (February 6)

MJI Broadcasting

Metalshop:

Blue Oyster Cult/Motley Crue's Vince Neil/Manowar/Ian Gillan (January 27-29)
Randy Rhodes tribute (February 3-5)

RKO Networks

Countdown America w/ John Leader (IS INC):

Ray Parker Jr. (January 14-15)
Christopher Cross (January 21-22)

Live From The Record Plant:

Kim Carnes (January 29)

Solid Gold Saturday Night (Dick Bartley):

Paul Revere & the Raiders (January 28)
The day the music died (February 4)

Rolling Stone Magazine Productions

Guest DJ:

Blg Country (January 30)
Huey Lewis (February 6)

Strand Broadcast Services

Music & Memories:

The Diamonds/Butch Patrick,
"Munsters"/Paul McCartney/Daws Butler, "Yogle Bear" (January 28)

Syndicate It, Inc.

Radiorobics w/Jayne Kennedy (daily)

Music of Black America

w/J.J. Johnson:

"King: A Musical Tribute" w/Brock Peters (January 15)
Four-part "Legend of the Apollo" w/Robert Guillaume, Marilyn McCoo (Week of January 16, 23, 30 & February 6)
Eight-part "Story of a People" w/Brock Peters, Denise Nicholas-Hill (February 1)

United Stations

Dick Clark's Rock, Roll & Remember:

Anne Murray (January 28-29)

Rick Dees' Weekly Top 40:

Irene Cara (January 28-29)

The Great Sounds:

Debbie Reynolds (January 27-29)

Solid Gold Country:

Cristy Lane (January 27-29)

Weekly Country Music Countdown:

Razzy Bailey (January 27-29)

Westwood One

Earth News:

Blue Oyster Cult/Pretenders/Elton John (January 23-27)

In Concert:

The Tubes (January 30-February 5)

Off The Record Specials:

Police (January 23-29)
Pat Benatar (January 30-February 5)
38 Special (February 6-12)

Pop Concerts:

Kool & the Gang (February 6-12)

Star Trak Profiles:

Billy Joel (January 23-29)

ABC

Contemporary Net/Spotlight Special:

The Motels (February 19)

Entertainment Net/Silver Eagle (DIR):

Bill Monroe (January 28)

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

Blues Rock (January 29)

Rock Net/King Biscuit (DIR):

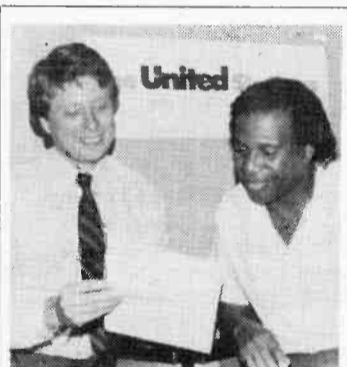
Robert Plant/Pt. I (January 29)



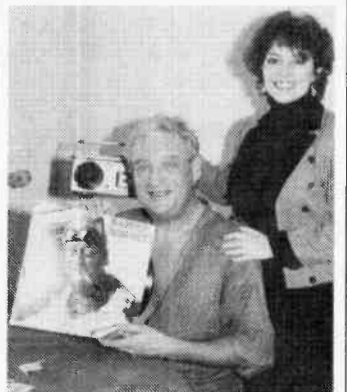
LEGEND OF THE APOLLO — That's what Syndicate It Productions will be exploring in a four-part special aired as part of its weekly "Music Of Black America" series, beginning the week of January 16. Putting the finishing touches on the project are (l-r) Syndicate It President Bob Dockery Jr., co-host Marilyn McCoo, production manager Joe Garner, engineer Al Ramirez, and cohost Robert Guillaume.



AIMING IN THE RIGHT DIRECTION — Don Rutt (c), News Director of ABC Direction affiliate WSAW/Allentown, travelled to New York to meet with network personnel. While there, he discussed morning drive promotional campaign strategy with (l) Doug Limerick, "Direction Digest" host, and (r) Fred Davis, Director of News.



A ROADRUNNER REMINISCES — Together with his All-Stars, Junior Walker hit the road on many a tour and, in the process, racked up several hits, including "Shotgun" and "(I'm A) Roadrunner." He took time out recently to walk down memory lane on "Dick Clark's Rock, Roll & Remember." He's shown here rehearsing promotional announcements with (l) United Stations VP/Programming Ed Salamon.



RAPPIN' RODNEY — In his ongoing quest for respect, comedian Rodney Dangerfield visited with Source Rock Reporter Rona Elliot and taped a one-hour special, "From Here To Obscurity." Among the discussion topics was Dangerfield's current LP "Rappin' Rodney."

ABC

Rock Net:

"America's Best" cookbook/National Soup Month/US TV Commercials Festival on "Lifelines" (Fantini Prod.) (January 16-20)

AP

"Tax Break" series (January 28)

CBS

Winter Olympics Preview reports (January 8-February 6)
Newsmark (January 27)

Narwood Productions

Minding Your Business:

"Ada" computer language/People Express Airlines/Pt. I (January 16)
Russian technologies/Pt. I (January 17)
People Express Airlines/Pt. III (January 18)
Telephones/Pt. I (January 19)
Telephones/Pt. II/Changing workforce (January 20)

Progressive Radio Net

Computer Program:

Keyboards/monitors/ROMs & RAMs/bits & bytes/Improved memory (Week of January 16)

Laugh Machine:

Robert Klein/Bill Cosby/Smothers Brothers/Woody Allen/Bickersons (Week of January 16)

News Blimp:

New coffee ads misleading?/divorce/vacation co-travellers/relocation (Week of January 16)

Sound Advice:

Turntable turnoffs/wow & flutter/rumble/turntable drives/chassis (Week of January 16)

Radio Entertainment Net

The Olympic Minute:

Games of peace (January 16)
Snapshot settles victory (January 17)
MacArthur's words shall return (January 18)
Olympic fathers adopt winter (January 19)
One man stops French team (January 20)

RKO Radio Networks

Two series of "sportSpecials" geared toward Super Bowl XVIII with Curt Chaplin (RKO ONE), John Madden (RKO TWO) (January 16-20)

Strand Broadcast Services

Something You Should Know:

Intuition (January 16)
Getting married (January 18)
Indoor pollution (January 19)

Westwood One

Brad Messer's Daybook:

Roller skates/Ma Barker (January 16)
Lost A-bomb/Siamese twins (January 17)
Daniel Webster/US WWI rationing (January 18)
Edgar Allan Poe/James Watt (January 19)
Federico Fellini/river ice (January 20)

Playboy Advisor:

Girlfriend's daughter hates him/cold weather skin tips/best friends who sleep together (January 16-20)

Spaces & Places:

People and their pets (January 16-20)

Off The Record:

Blue Oyster Cult/Yes (January 16-20)

Star Trak:

Olivia Newton-John/Kool & the Gang/Deborah Allen (January 16-20)

PEOPLE

● **Bruce Kan-**ner appointed National Manager/Group Broadcast Sales at UPI. The five-year network veteran formerly held a regional sales executive post for Illinois, Iowa, and Nebraska. He succeeds **Richard Boggs**, now VP/GM for UPI. In related activity, Capitol Hill correspondent **Rob Navias** has been transferred to UPI's West Coast Bureau. He joins another network veteran, **Bob Fuss**.



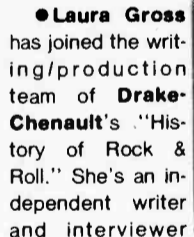
Rob Navias

● **Thom Ferro** has been upped to VP/Director of Station Sales at **Westwood One**. He was most recently Director of Station Sales, having initially joined the syndication firm in 1980 as regional station sales manager. In his new position, Ferro will oversee and direct all sales of Westwood One-produced and distributed radio programs, concerts, and specials to U.S. radio stations.



Thom Ferro

● **At Rob Lynn Promotions, Inc.**, **Michael Weiss** will handle affiliate relations and **Robin Milling** will host the half-hour music/interview syndicated offering "On Tour."
● **Mutual taps Tony Roberts, John Hamilton, and Pete Weber** as its broadcast team for the Winter Olympics in Sarajevo.



Laura Gross

● **Adolph Coors** picks up option to sponsor the "Coors Rock Concert Classic" for a third consecutive season. **London Wavelength** is the distributor.

● **Boston-based Continental Recordings** is now the exclusive national syndicator of "For Your Money." The personal financial series is hosted by **Jerry Buckley**.



Jerry Buckley

● **National Review** publisher **William Rusher** and political analyst **Mark Shields** have begun delivering commentaries on the **AP Network**.



Aidan Day



Chris Nevil

● **ABC Youth Networks** have signed five **Doubleday** radio stations as affiliates. They are **WAVA/Washington** and **KPKE/Denver (ABC Rock Net)**, **WLLZ/Detroit (ABC FM Net)**, and **KDWB-AM & FM/Minneapolis (ABC Contemporary Net)**.

● **Westwood One** has established a London branch, with **BBC** and **Capital Radio** programmer/producer **Aidan Day** as the firm's exclusive rep in the U.K. WWI has also launched a Hispanic Division directed by **Chris Nevil**. Nevil is the former West Coast Manager of New York-based **Caballero Spanish Media**.

Networks/Program Suppliers



STARR TRIP — In commemoration of its final show, the 26-week "Ringo's Yellow Submarine" broadcast live from the KABC/Los Angeles studios. Some 300 stations carried the ABC-FM Radio Network live feed, complemented by listener call-ins. Discussing last-minute details are (l-r) cohort Gary Owens, ABC Radio Networks' Corinne Baldassano, host Ringo Starr, ABC Watermark President Tom Rounds, and writer Doug Thompson.



IN THE CHIPS — RKO Radioshows has announced Frito-Lay corn chips' 52-week sponsorship of its "Soap Opera Update with John Gabriel." Pictured sampling the sponsor's product are (l-r) Frito-Lay's Roger Adams, Jo Anne Crist, and Patt Korr-Roschke, show host John Gabriel, RKO Radioshows' Nan Heller, and Chicago Account Executive Greg Batusic.

213-553-4330

'The Call That Gets It All'

R&R

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RADIO & RECORDS

Pro:Motions

Buckley Elevates Deeb, Schaefer

After two and a half years as Sales Manager, **Buckley Broadcasting** has promoted **Daniel Deeb** to GM at **WSEN-AM & FM/Syracuse**. Deeb previously served as VP/GM at crosstown **WOLF**. Deeb replaces **Michael Schaefer**, who moves up to VP/GM at the company's newly-acquired **WYNZ-AM & FM/Portland, ME**.



Daniel Deeb

PolyGram Names Petrone Sr. VP

Emiel Petrone has been appointed Sr. VP, Compact Disc, **PolyGram Records**. Prior to this, he served as VP, Compact Disc Marketing for the label. Petrone has been affiliated with PolyGram since 1971, holding such posts as VP/Marketing and VP/Western Sales Region, Distribution.

Badie Directs Black PR At PolyGram

Cynthia Badie has been tapped as National Director of Publicity for **PolyGram's** Urban/Black Music division. She was previously with **RCA** in Black Music Field Promotion and has also held promotion jobs with **MCA, Buddah, and Motown**.



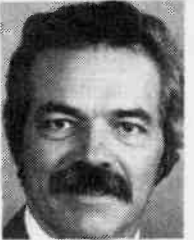
Cynthia Badie

Knight Promotes Juaira, Argereow

The **Knight Quality Group Stations** have named **Edward Juaira** VP/Engineering. A fifteen-year KQS veteran, Juaira was also CE at **WMEX/Boston** (now **WMRE**.) At the same time, **Edie Argereow** has been promoted from Office Manager to VP/Director of Accounting Services.

Peacock Opens Charlotte Guild Office

Jim Peacock has joined **McGavren Guild** as Sales Manager of the firm's new Charlotte office. He was most recently National/Regional Sales Manager of **WSPA/Spartanburg**. Peacock is currently at McGavren's Atlanta office and officially opens the Charlotte branch this month.



Jim Peacock

Hock Forms Video Music Company

Randy Hock has announced the opening of his video-music organization **Randy Hock Productions**. Hock previously worked at **Arista Records** for five years, where he was Director/National Album Promotion and Director/National Promotion Marketing and Video Services. The new firm can be reached at (212) 724-4824.

Wietsma WB's VP/Production

Rick Wietsma has been named VP/Production for **Warner Bros. Records**. Wietsma joined the label in 1979 as Director/Systems & Planning, and was most recently Director of Production. Before coming to WB, Wietsma spent four years with **Arthur Young & Co.** in the management services department.

Holloway Sails To Island

Danny Holloway is the new GM of Los Angeles-based **Island Music** and **Ackee Music**. He was formerly an independent producer, publisher, and songwriter. Holloway will also do A&R work for the newly-created **Liny! Vinyl** label.

Two Promoted At Capitol

Heinz Henn has been appointed Director of European Operations for the International Division of the **Capitol** group. He was most recently Director of A&R/Marketing/Promotion for Holland's **EMI/Bovema**. Additionally, **Gary Tinseth** has been named Divisional VP for the label's Management Information Services division. He's been MIS Director for five years, having joined the company 14 years ago.

Columbia East Coast Ups Three



Phil Sandhaus Bruce Dickinson Jack Rovner

Phil Sandhaus has been appointed Director/Product Development-East Coast for **Columbia Records**. A seven-year company veteran, Sandhaus had been Director/Product Marketing. **Bruce Dickinson** and **Jack Rovner** have both been tapped to succeed Sandhaus on the East Coast. Dickinson joined CBS in 1979 as an inventory specialist and was promoted from Product Manager. Rovner is a three-year staffer who was previously Manager/Artist Development.

Griffith Segues To WFMI

David Griffith is the new Sales Manager at **WFMI/Winchester-Lexington, KY**. He moves crosstown from a sales position at **WBWE/Lexington**, having previously worked in sales at **WAXU/Georgetown**.

Tool New KRNT/KRNQ GSM

Don Tool has been appointed GSM at **KRNT & KRNQ/Des Moines**. Tool moves crosstown from the LSM position at **WHO**. His radio sales background includes stints at competitor **KSO**, a previous term at **KRNT**, as well as the GM post at **KFML/Denver** and **KTOQ/Rapid City, SD**.

TMG Sets Pace As GM

Katherine Pace has been named GM/partner at **Terrace Music Group**. Pace joined the firm in 1981 and has been responsible for catalogue administration and copyright management. Before coming to TMG, Pace worked in catalogue administration at **Coal Miners Music**.



Katherine Pace

SFRBA Elects Officers

WINZ-AM & FM/Miami GM **Stanley Cohen** has been elected President of the **South Florida Radio Broadcasters Association**. Also elected to the board were First VP **Joel Day** (GM **WIOD & WAIA/Miami**), Second VP **Dean Goodman** (GM **WMBM & WWWL/Miami Beach**), Treasurer **Joe Davidman** (VP/GM **WSRF & WSHE/Ft. Lauderdale**), and Secretary **Howard Premer** (GM **WKAT/Miami Beach**.)

ABC O&Os Add Flash To Detroit

Gregory Flash has been named Business Manager for **ABC O&O's WXYZ & WRIF/Detroit**. He's a two-year ABC veteran and previously worked for the company's Internal Audit division.

OLDIES ON TAPE
A/C CHR/TOP 40 COUNTRY
Write: **Burkhart/Abrams/Michaels/Douglas and Associates, Inc.**
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Atlanta, Georgia 30328

Rick DEES' WEEKLY TOP 40

Did You Hear What Rick Dees Said This Week-End?

Now every market can hear what one of America's most creative and successful air personalities is saying.



on some of the hottest radio stations including WHTZ in New York, KIIS in Los Angeles, WKQX in Chicago, KYUU in San Francisco, WASH in Washington, WZGC in Atlanta, WGCL in Cleveland, WRBQ in Tampa/St. Petersburg . . . nine of the top ten Arbitron rated markets and the list grows daily.

RICK DEES' WEEKLY TOP 40, a weekly four hour countdown from The United Stations, is hosted by Rick Dees, Los Angeles' premier morning personality from KIIS.

RICK DEES' WEEKLY TOP 40 is already broadcast

Rick Dees is 1983's biggest success story in personality radio.

His ingenious wit, his irresistible charm, his cast of comedic characters will attract new listeners and keep them coming back week after week.

DON'T MISS THIS UNIQUE PROGRAMMING OPPORTUNITY. CALL THE UNITED STATIONS AT (703) 556-9870 TO RESERVE THIS PROGRAM. AVAILABLE ON A MARKET-EXCLUSIVE BASIS.

The United Stations[®]

AMERICA'S TARGET RADIO NETWORKS

New York · Detroit · Washington, D.C. · Los Angeles



New Metros Lowdown

You may have noticed on this page last week a brief item regarding a shakeup in many of Arbitron's metros. Indeed, 83, or about one-third, of the 257 metros surveyed by Arbitron will be undergoing some changes in boundaries. Some markets will also get new names, others will see the sample sizes in their areas increase.

These changes take effect, in almost all cases, in the fall '84 sweeps, although a few areas have agreed to have their markets surveyed this spring under the new county lineups. Which markets are affected? What impact will the new names or population figures and county lineups (as a result of the 1980 Census data) have? What markets can count on extra sample coming their way, helping the reliability of their Arbitron numbers? Here's the lowdown to help you prepare for this aspect of the new reality.

Market Name Changes

With the government adding and deleting counties, based on 1980 Census data, 20 Arbitron metros will be renamed. Most of the changes involve the deletion of a suburban county name from the title of a market. The list below shows the markets and their new monikers. (* markets are condensed.)

MARKET NAME CHANGES:	
FORMER TITLE	NEW TITLE
ALLEN-TOWN-BETHLEHEM-EASTON, PA	ALLEN-TOWN-BETHLEHEM, PA
ANAHEIM-SANTA ANA-GARDEN GROVE, CA	ANAHEIM-SANTA ANA, CA
BEAUMONT-PORT ARTHUR-ORANGE, TX	BEAUMONT-PORT ARTHUR, TX
CHARLESTON-N. CHARLESTON, SC	CHARLESTON, SC
* FAYETTEVILLE-SPRINGDALE, AR	FAYETTEVILLE, AR
* FORT MYERS-CAPE CORAL, FL	FORT MYERS, FL
KALAMAZOO-PORTAGE, MI	KALAMAZOO, MI
LITTLE ROCK-N. LITTLE ROCK, AR	LITTLE ROCK, AR
LOS ANGELES, CA	LOS ANGELES-ANAHEIM, CA
MELBOURNE-TITUSVILLE-COCOA, FL	MELBOURNE-TITUSVILLE, FL
NASHVILLE-DAVIDSON, TN	NASHVILLE, TN
NEW HAVEN-MERIDEN, CT	NEW HAVEN-MERIDEN, CT
* WEST VENTURA COUNTY, CA	OXNARD-VENTURA, CA
* PASCAGOULA-MOSS POINT, MS	PASCAGOULA, MS
RIVERSIDE-SAN BERNARDINO-ONTARIO, CA	RIVERSIDE-SAN BERNARDINO, CA
SAGINAW, MI	SAGINAW-BAY CITY-MIDLAND, MI
NORTHEAST PENNSYLVANIA, PA	SCRANTON-WILKES BARRE, PA
SEATTLE-EVERETT-TACOMA, WA	SEATTLE-TACOMA, WA
SPRINGFIELD-CHICOPEE-HOLYOKE, MA-CT	SPRINGFIELD, MA
TAMPA-ST. PETERSBURG, FL	TAMPA-ST. PETERSBURG-CLEARWATER, FL

ARBITRON RATINGS
RADIO

Population Changes

With the latest Census estimates plugged into Arbitron's sampling scheme some 21 markets can look forward to population increases (12+) of more than 10%, while another 20 metros will see their overall population decline by more than 10%. As you can see from the chart that follows, the Saginaw, MI area and Charlotte, NC metro were among those that posted notable gains — and will likely move up dramatically in rank as a result.

SIGNIFICANT CHANGES (+10%) IN TOTAL METRO 12+ POPULATION DUE TO DEFINITION CHANGES:

MARKET	CURRENT POPULATION (00)	NEW POPULATION (00)	% CHANGE
BRIDGEPORT, CT	3363	3746	+11.1
CHARLOTTE-GASTONIA, NC	5424	8307	+53.2
* CHARLOTTESVILLE, VA	872	1032	+18.5
COLUMBUS, OH	9201	10478	+13.9
* DANBURY, CT	1239	1456	+17.5
DAYTON, OH	6801	7698	+13.2
* DOTHAN, AL	641	1013	+58.0
* DUBUQUE, IA	769	1401	+81.0
* FT. PIERCE, FL	832	1482	+78.1
* GAINESVILLE, FL	1404	1581	+12.6
JACKSON, MS	2728	3078	+12.8
* JOPLIN, MO	742	1097	+47.8
KNOXVILLE, TN	4173	4970	+19.1
LAFAYETTE, LA	1303	1637	+25.6
LITTLE ROCK, AR	3347	4057	+21.2
* LONG BRANCH-ASBURY PARK, NJ	4295	7507	+74.8
NEW HAVEN-MERIDEN, CT	3566	4267	+19.7
SAGINAW-BAY CITY-MIDLAND, MI	1847	3441	+86.3
SCRANTON-WILKES BARRE, PA	5533	6306	+14.0
SPOKANE, WA	2953	3437	+16.4
WATERLOO-CEDAR FALLS, IA	1150	1360	+18.3

* CONDENSED MARKETS

ARBITRON RATINGS
RADIO

On the other hand the deletion of counties or population out-migration has reduced the 12+ totals of these markets by more than 10%, with Toledo, for example, unlikely to ever climb back into the top 50 rankings.

SIGNIFICANT CHANGES (-10%) IN TOTAL METRO 12+ POPULATION DUE TO DEFINITION CHANGES:

MARKET	CURRENT POPULATION (00)	NEW POPULATION (00)	% CHANGE
* ALEXANDRIA, LA	1270	1128	-11.2
* BATTLE CREEK, MI	1551	1160	-25.3
BINGHAMTON, NY	2521	2202	-12.7
EVANSVILLE, IN	2630	2348	-10.7
FAYETTEVILLE, AR	1618	895	-44.7
FLINT, MI	4211	3626	-13.9
* FT. SMITH, AR	1754	1402	-20.1
HARTFORD-NEW BRITAIN, CT	8001	7917	-1.0
HUNTSVILLE, AL	2594	1645	-36.6
KALAMAZOO, MI	2365	1803	-23.8
LANSING-EAST LANSING, MI	3971	3542	-10.9
* MUSKOGEE, MI	1464	1279	-12.9
SHREVEPORT, LA	3130	2762	-11.8
SOUTH BEND, IN	2325	1997	-14.1
TERRE HAUTE, IN	1486	1157	-22.1
* TEKARKANA, TX-AR	1060	943	-11.0
TOLEDO, OH	6533	5088	-22.1
TOPEKA, KS	1555	1291	-17.0
* WATERBURY, CT	1949	1752	-10.1
WILMINGTON, NC	1217	901	-26.0

* CONDENSED MARKETS

ARBITRON RATINGS
RADIO

Certainly, those markets that gained in population to the tune of 10% or more can look forward to more radio dollars heading their way, all things being equal.

Sample Size Increases

With additional population should

Week In Review

New ARAC Members Named

The six new members of the Arbitron Radio Advisory Council have been announced. They are Jerry Rogers of WZAT/Savannah, representing CHR stations in markets 51+; Bill Sommers, KLOS/Los Angeles, representing AOR/Others; Larry Wexler, WPEN/Philadelphia, for Easy Listening markets 1-50; John Frankhouser, KAMA & KAMZ/El Paso, the Hispanic stations' representative; David Martin, WLW/Cincinnati, who'll speak for MOR/Personality stations in the top 50 markets; and Ray Gardella (formerly Manager of Arbitron's Dallas office and now with WICC/Bridgeport), representing MOR/Personality stations in markets 51+. The newly-elected Chairman of the Council is Ed Geller of WFBG/Altoona, with Marv Dyson of WGCI-AM & FM/Chicago as Vice Chairman.

WLW Flirts With Delisting

According to Arbitron spokesperson Alison Conte, WLW/Cincinnati came close to being removed from the fall '83 Arbitron results for that market. "The station ran several on-air diary promotion announcements that bordered on being diary distortion. However, since the ad-libbed DJ remarks were not previously specified as being a problem in our policies and procedures, the station will just be shown below the rest of the stations in the market report," Ms. Conte told R&R. Subsequently there will be a note on page 5B of all market reports banning DJ remarks that might induce people to write down listening they didn't actually do.

come additional sample, you might think. And you'd be right. But what about a market that, under the new metro definition or population estimates sees itself shrinking — does that mean a reduction in the number of diaries for that metro? No. Here's the scoop.

Markets that are now more populous — either through the metro redefinition or through an influx of new residents to the existing county lineup — will often have additional sample come their way. This can add to the reliability, and the utility, of the Arbitron estimates. The chart below shows which markets will see their sample goals boosted by 10% or more (either this spring if they elect or next fall for all such surveyed markets), and what the new sample sizes will be.

MARKETS WITH +10% CHANGE IN SAMPLE SIZE:

MARKET	CURRENT SAMPLE SIZE	NEW SAMPLE SIZE	% CHANGE	MARKET	CURRENT SAMPLE SIZE	NEW SAMPLE SIZE	% CHANGE
AUGUSTA, GA-SC	610	680	11.5	ORLANDO, FL	900	1000	11.1
CHARLOTTE-GASTONIA, NC	890	1130	27.0	PHOENIX, AZ	1320	1460	10.6
* CHARLOTTESVILLE, VA	250	290	15.0	* REDDING, CA	260	290	11.5
* DANBURY, CT	270	340	25.9	RICHMOND, VA	910	1010	11.0
DAYTONA BEACH, FL	560	630	12.5	SAGINAW-BAY CITY-MIDLAND, MI	550	740	34.5
* DOTHAN, AL	250	280	12.0	SARASOTA-BRADENTON, FL	660	740	12.1
* DUBUQUE, IA	250	340	36.0	SPOKANE, WA	660	740	12.1
* FT. PIERCE, FL	250	350	40.0	TUCSON, AZ	790	880	11.4
GAINESVILLE, FL	320	360	12.5	W. PALM BEACH-BOCA RATON, FL	830	940	13.3
JACKSON, MS	630	700	11.1				
KNOXVILLE, TN	790	880	12.8				
LAS VEGAS, NV	710	820	15.5				
LITTLE ROCK, AR	700	800	14.3				
MALLEN-BROWNSVILLE, TX	710	800	12.7				

EFFECTIVE FALL 1984

* CONDENSED MARKETS

ARBITRON RATINGS
RADIO

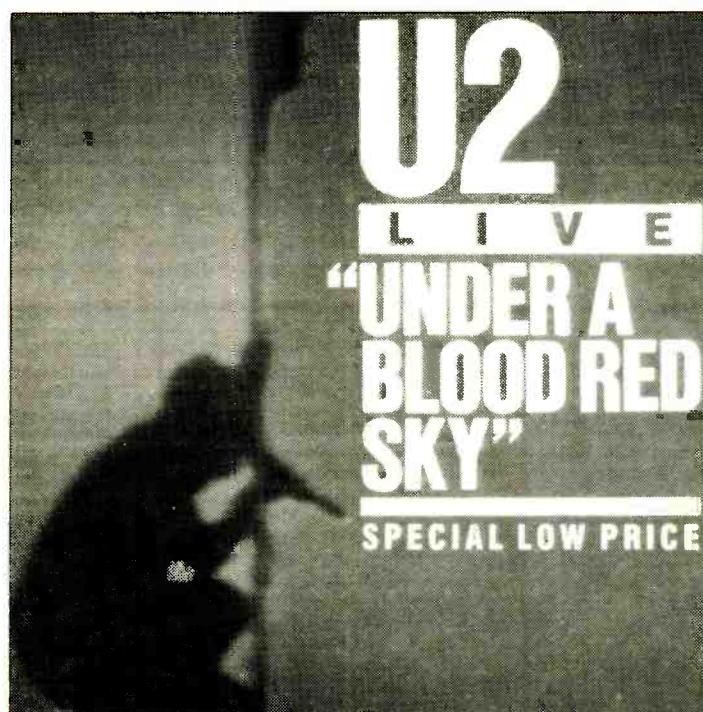
And for those of you in markets that for one reason or another saw some slippage in your metro's 12+ figures,

soon be upon many of you. Somehow seems appropriate in 1984, doesn't it? Make the most of your new metro!

"I Will Follow"

PR 564

The single from **U2**'s
smash mini LP
"Under A Blood Red Sky" 90127
Produced by Jimmy Iovine



Latest Single chart positions:

January 14th Billboard—90*

Single Airplay Stations

WXKS-FM	WRQK	KSKD	WJAD
WPHD	WANS-FM	WFBG	WYKS
WCAU-FM	WFMI	WGUY	KILE
K104	KITY	WERZ	WBNQ
WLAN-FM	KTFM	OK100	KYTN
WHFM	WZPL	95XIL	KCDQ
WRCK	WJXQ	WJBQ	KBIM
WZLD	WRQN	WSQV	KZOZ
	WHOT	KQIZ-FM	

Latest album chart positions:

January 14th Billboard—33* January 14th Cashbox—20*
January 6th Bill Hard—18 January 9th Album Network—16
January 13th Radio & Records—21

LP soon to be certified gold

Island Records  on Cassette

CHR Radio Loves "Sweetheart Like You"



BY

BOB DYLAN

CHR NEW & ACTIVE

WXKS-FM add	KLUC 34	WZZR
KITS add	OK100 28	WZPL
WKEE add	WISE 38	WJXQ
WSPK add	KTDY 37-30	KQMQ
WPST add	KNOE-FM 37	KSKD
WKRZ-FM add	WPFM 29-24	KRQ
WNOK-FM add	WXLK deb 40	WERZ
WRQK add	WIXV 33-30	WKHI
WRQN add	WHSL 19	95XIL
WGUY add	KYTN 35-26	WSQV
103CIR add	KRNA 31-29	KQIZ-FM
13FEA add	KTRS 28	KISR
WJBQ add	KSLY 28	WYKS
WCGQ add	KZOZ deb 35	KILE
WSPT add	WCAU-FM	Q101
KKAZ add	KNBQ	WBWB
KIST add	WFLY	Y94
WPHD 35-32	WYCR	KKLS-FM
K104 28-25	WRCK	99KG
WOKI 31-29	WSSX	KWTO-FM
G100 35-32	WNFI	KGOT
K1IK 34	KROK	KCDQ
KJ103 deb 35		KBIM
WHOT 38-36		



RATINGS REPORT

Fall '83 Quarterly Results Arbitron and Birch

Birch Radio

Chicago

WGN Dips, Stays Ahead
Of Improved WBBM;
WGCI-FM, WBMX Get
Boost; WIND, WKQX,
WLAK Shine

	Summer '83	Fall '83
WGN (Talk)	8.9	7.4
WBBM (News)	4.5	6.3
WGCI-FM (Urbn)	5.5	6.3
WBMX (Blk)	5.4	5.9
WBBM-FM (CHR)	7.0	5.3
WIND (Talk)	4.0	4.7
WMAQ (Ctry)	5.4	4.7
WMET (AOR)	5.6	4.2
WKQX (CHR)	2.6	4.0
WLS (CHR)	3.7	4.0
WLOO (BM)	4.1	4.0
WLUP (AOR)	3.2	3.9
WXRT (AOR)	4.0	3.7
WLS-FM (CHR)	4.7	3.6
WJJD (BBnd)	3.1	3.1
WFYR (AC)	2.9	3.0
WCLR (AC)	3.3	2.9
WLAK (AC)	1.4	2.9
WUSN (Ctry)	3.0	2.9
WFMT (Clas)	2.2	2.5
WJEZ (Ctry)	1.6	1.8
WJPC (Blk)	1.5	1.3

ARBITRON RADIO San Francisco

KGO, KCBS Tighten Hold
On 1-2; KSOL, KSAN
Rebound; KFRC Slips;
KSFO, KNBR Drop
Without Baseball

	Summer '83	Fall '83
KGO (N/T)	7.5	8.7
KCBS (N/T)	5.3	6.8
KSOL (Urbn)	3.6	4.7
KSAN (Ctry)	2.9	3.6
KABL-FM (BM)	3.3	3.3
KIOI (AC)	2.9	3.2
KFRC (CHR)	3.9	3.0
KSFO (AC)	4.2	3.0
KNEW (Ctry)	3.1	2.9
KYUU (CHR)	2.4	2.8
KBLX (Urbn)	2.4	2.7
KNBR (AC)	5.4	2.7
KOIT-FM (Easy)	2.2	2.4
KABL (BM)	2.0	2.3
KDFC & KIBE (Clas)	1.6	2.3
KRQR (AOR)	2.2	2.2
KBAY (BM)	2.5	2.1
KDIA (Blk)	1.8	2.1
KITS (CHR)	2.5	2.1
KFOG (AOR)	1.6	1.9
KQAK (AOR)	2.0	1.9
KKHI-AM & FM (Clas)	1.8	1.7
KMEL (AOR)	1.9	1.7
KOIT (Gold as KYA)	1.8	1.6
KGO-FM (Talk)	1.0	1.3
KWSS (CHR)	1.2	1.3
KIQI (Span)	1.4	1.2
KLOK (AC)	1.2	1.2
KARA (Gold)	.7	1.1
KLIV (BBnd)	.9	1.1
KOME (AOR)	1.8	1.1
KSJO (AOR)	2.1	1.1
KJAZ (Jazz)	1.1	1.0

ARBITRON RADIO Philadelphia

WEAZ Adds Two, Passes
KYW For First; AOR
Contest Draws Closer;
WCAU-AM & FM Slip

	Summer '83	Fall '83
WEAZ (BM)	5.5	7.7
KYW (News)	7.9	7.5
WDAS-FM (Urbn)	6.4	6.8
WMGK (AC)	6.0	6.4
WUSL (Urbn)	5.9	5.8
WCAU-FM (CHR)	6.3	5.2
WMMR (AOR)	4.8	5.2
WIOQ (AOR)	3.8	4.9
WWDB (Talk)	4.1	4.7
WPEN (BBnd)	6.0	4.5
WCAU (N/T)	6.4	4.5
WKSZ (AC)	2.1	3.5
WYSP (AOR)	4.2	3.5
WIP (AC)	3.8	3.4
WSNI (AC)	3.9	3.2
WFIL (Gold)	1.8	2.5
WWSH (CHR)	1.8	2.1
WDAS (Blk)	2.3	2.0
WFLN-AM & FM (Clas)	2.0	1.8
WHAT (Blk)	1.7	1.5
WJBR (BM)	1.1	1.1

ARBITRON RADIO

Detroit

WJR Down Without
Tigers; WJOI, WWJ
Take Healthy Strides;
WMJC Jumps To A/C
Lead; AORs Tie

	Summer '83	Fall '83
WJR (Misc)	14.6	9.6
WJOI (BM)	6.5	7.3
WWJ (News)	4.4	6.3
WMJC (AC)	3.5	6.0
WDRQ (Urbn)	5.8	5.3
WRIF (AOR)	5.2	5.3
WLLZ (AOR)	5.7	5.3
WJLB (Blk)	6.2	5.0
WNIC-FM (AC)	5.2	4.5
WXYZ (Talk)	4.5	3.9
WHYT (CHR)	3.3	3.8
WWWW (Ctry)	2.8	3.5
WCZY (CHR)	3.2	3.1
WOMC (AC)	3.6	2.9
WJZZ (Jazz)	2.1	2.4
WCXI-FM (Ctry)	1.9	2.3
WCXI (Ctry)	1.9	2.2
CKJY (BBnd)	1.4	2.2
WABX (CHR)	2.4	1.9
CKLW (AC)	1.5	1.8
WLBS (Blk)	1.0	1.6
WQRS (Clas)	1.6	1.5
WGPR (Blk)	1.4	1.3
WHND (Gold)	1.8	1.3
WQBH (Blk)	1.2	1.0

ARBITRON RADIO

Boston

WXKS-FM Stable, Cops
First; WHTT Slips,
WBCN Climbs To
Second; WBZ Widens
A/C Lead; WJIB Rises

	Summer '83	Fall '83
WXKS-FM (CHR)	7.8	7.9
WBCN (AOR)	7.2	7.8
WBZ (AC)	7.0	7.6
WHTT (CHR)	8.1	7.0
WHDH (AC)	6.9	6.5
WJIB (BM)	4.1	5.5
WEEI (News)	5.0	5.1
WRKO (Talk)	3.6	4.3
WMJX (AC)	4.6	4.1
WROR (AC)	3.4	3.8
WSSH (AC)	4.0	3.6
WHUE-FM (BM)	3.7	3.5
WCOZ (AC)	3.4	3.3
WVBF (AC)	3.3	3.2
WXKS (BBnd)	2.1	2.4
WMRE (BBnd)	1.6	1.9
WILD (Blk)	1.8	1.6
WCGY (Gold)	1.2	1.1
WCRB (Clas)	1.2	1.1
WBOS (Ctry)	.7	1.0
WAAF (AOR)	1.1	1.0

ARBITRON RADIO

Houston

KKBQ-FM Tops Again;
Country FMs Rebound;
Urbans Lose Ground

	Summer '83	Fall '83
KKBQ-FM (CHR)	7.6	7.7
KIKK-FM (Ctry)	6.9	7.5
KILT-FM (Ctry)	4.4	6.9
KODA (BM)	7.0	6.7
KMJQ (Urbn)	7.2	6.4
KSRR (AOR)	5.8	5.6
KFMK (AC)	5.8	5.2
KPRC (News)	3.8	5.0
KLOL (AOR)	4.6	4.9
KRLY (Urbn)	6.0	4.7
KTRH (Talk)	5.9	4.1
KRBE-FM (AC)	5.0	4.0
KQUE (AC)	4.0	3.8
KILT (Ctry)	2.2	2.1
KKBQ (CHR)	2.4	2.1
KLEF (Clas)	1.8	1.9
KEYH (Span)	1.0	1.7
KGOL (Rel)	.9	1.7
KLAT (Span)	1.5	1.5
KXYZ (Span)	1.3	1.3
KCOH (Blk)	2.0	1.2
KJOJ ()	.3	1.1
KIKK (Ctry)	1.1	1.0
KFRD (Span)	—	1.0
KNUZ (Gold)	1.2	1.0

How to use research to increase profits

Strategic Radio Research explains how market research can help you increase your station's profitability

More than ever before, radio station managers are feeling pressure to produce profits. As prices of radio stations continue to escalate, that pressure is going to increase.

Unfortunately, the task of generating cash flow is now becoming more difficult. You are being faced with more (and smarter) competitors.

Strategic Radio Research wants you to know how you can use market research to achieve more profits in 1984.

In general, market research keeps you in touch with your target audience. You are better able to adjust your programming and marketing to attract the largest possible number of listeners.

Learn your strengths and weaknesses

The most important questions to your radio station are "Why aren't more people listening?" and "Why don't our current listeners listen more?"

Perceptual research is the type of market research that can answer those questions. It tells you both your strengths and weaknesses and your competitors.

Such research can tell you whether your station is *perceived* as playing too many commercials...or if your problem is your music...or if your problem is disk jockeys who talk too much.

Once you learn what listeners think of your station, you are in a position to capitalize on your strengths and correct your

weaknesses. And by learning your competitors' weaknesses, you've learned where they are vulnerable to attack.

Improve your advertising

Which advertising message would attract the largest number of potential new listeners to your station? Research can tell you.

Perceptual research can help you determine what message you need to get across in your advertising.

Focus group research can tell you the type of language people use when they talk about radio—which will help you design the execution of your advertising.

Finally, *pre-testing* of your completed advertisement will insure that you have succeeded in getting your intended message across. (Without pre-testing, you don't find out that your campaign's not working until it's too late to change it.)

Fine-tune your music

In terms of retaining listeners for long periods of time, the most critical element of your station is your music. Play the right music, and your audience will stay with you. Play the wrong music, and you will inevitably lose them.

Good music research tells you how familiar each song is, how popular it is, and whether your audience is getting tired of hearing it. The best music research also gives you clear and detailed information on the demographic appeal of each song.

If you need to test 300 or 600 titles

quickly, an *auditorium test* will work best for you. If you'd like to track the appeal of your current music from week to week, then a weekly *telephone interview-based study* is more appropriate.

Whichever methodology you use, music research can make it easy for you to play exactly the right music, all the time.

Strategic Radio Research gives you actionable research

During the past four years, Strategic Radio Research has been earning a reputation among industry leaders (like ABC, CBS, NBC, Doubleday, RKO, Greater Media, Taft, Bonneville, Heftel, Gannett, Sandusky, and Capital Cities) as the best research firm in the business. Here's why:

(1) We deliver our findings to you in a manner that you can *understand* and *use*. Our reports are designed to be used by programmers, not statisticians.

(2) Our *quality control* is the best in the business. (Whereas most research firms farm out the actual research to a low-bid firm in your market, all SRR interviews are conducted by our own experienced, supervised employees from our Chicago phone center.)

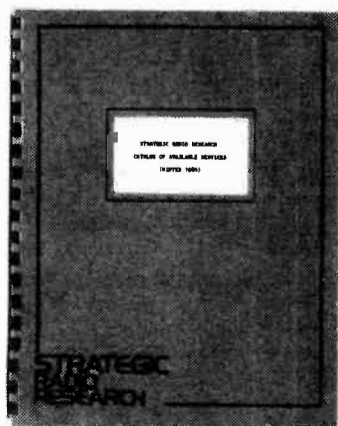
(3) We ask the *right questions*. Because we work with many of the top names in the radio industry we know which issues concern you.

(4) Our prices are *competitive*. You don't have to pay extra to get better research.

Call or write us

If you'd like to know more about market research, call or write Strategic Radio Research.

And you can begin to insure that *your* station makes a healthy profit in 1984.



Unique catalog available

We have recently put together a catalog of the services available from Strategic Radio Research. The purpose, specifications, price, and turnaround time of each service we offer is described in plain English.

Upon receipt of the catalog, you'll be able to determine which research services are most appropriate for your needs.

If you're the GM or PD of a contemporary-music station in one of the top 50 markets, watch your mail. Or you can obtain a free copy by calling or writing Strategic Radio Research.

STRATEGIC RADIO RESEARCH

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Announces

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A new series of small-group, high-intensity meetings

This innovative learning approach begins with a two-day session

DIRECTION '84

Management Tools For The Program Director

You'll expand your knowledge of the techniques of managing people, time, machinery and yourself — for the benefit of all.

Participation will be limited to 400

RATINGS REPORT

Fall '83 Quarterly Results Arbitron and Birch

ARBITRON RADIO

Washington, DC

WKYS Holds Double Digits; WGAY-FM Slips Past WMAL For Second; WAVA, WASH Advance; WRQX Softer

	Summer '83	Fall '83
WKYS (Urbn)	10.7	10.2
WGAY-FM (BM)	7.5	8.5
WMAL (AC)	7.7	8.0
WRQX (CHR)	7.0	6.4
WHUR (Blk)	7.0	5.9
WAVA (CHR)	3.6	4.3
WLTT (AC)	4.7	4.1
WRC (Talk)	4.0	4.1
WASH (CHR)	3.0	3.8
WTOP (News)	3.8	3.6
WMZQ (Ctry)	4.1	3.5
WPGC-AM & FM (AC)	3.5	3.5
WPKX-FM (Ctry)	3.3	3.1
WWDC-FM (AOR)	3.6	3.0
WGMS-AM & FM (Clas)	3.3	2.9
WYCB (Rel)	2.4	2.5
WOOK (Blk)	2.9	2.4
WXTR-FM (Gold)	2.1	2.0
WEZR (AC)	1.2	1.4
WOL (Blk)	1.2	1.3
WUST (Rel)	.8	1.0

Birch Radio

Washington, DC

WKYS Holds First; WMAL Recoups, Takes Runner-up Slot; WGAY-FM, WHUR Rise

	Summer '83	Fall '83
WKYS (Urbn)	10.4	10.4
WMAL (AC)	6.9	8.4
WRQX (CHR)	9.1	8.1
WGAY-FM (BM)	6.3	6.9
WHUR (Urbn)	5.4	6.6
WWDC-FM (AOR)	5.7	5.9
WAVA (CHR)	6.5	5.7
WPKX-AM & FM (Ctry)	4.5	4.0
WRC (Talk)	3.9	3.9
WGMS-AM & FM (Clas)	3.4	3.7
WLTT (AC)	3.8	3.4
WMZQ (Ctry)	3.5	3.3
WOOK (Blk)	1.8	2.8
WPGC-AM & FM (AC)	3.7	2.8
WASH (CHR)	2.9	2.4
WTOP (News)	4.1	2.4
WXTR-FM (Gold)	1.5	1.7
WEZR (AC)	1.2	1.2
WYCB (Rel)	2.4	1.2
WOL (Blk)	1.4	1.1

ARBITRON RADIO Dallas-Ft. Worth

KVIL-FM Hits Double Digits, Widens Lead; KRLD Up With Cowboys; Country Down; AOR Race Tightens

	Spring '83	Fall '83
KVIL-FM (AC)	7.6	10.8
KRLD (News)	6.5	7.7
KMEZ-FM (BM)	6.6	6.0
KSCS (Ctry)	7.4	6.0
KKDA-FM (Urbn)	5.6	5.6
KPLX (Ctry)	5.9	5.5
WBAP (Ctry)	6.0	5.4
KZEW (AOR)	5.0	4.9
KEGL (AOR)	5.4	4.7
KAFM (CHR)	4.5	4.6
KNOK (Urbn)	3.7	4.6
KTXQ (AOR)	4.3	4.5
KOAX (BM)	3.1	3.6
KMGC (AC)	3.0	2.7
KLVU (AC)	2.4	2.4
KPBC (Rel)	1.6	1.9
KJIM (Ctry)	—	1.4
KRQX (Gold)	—	1.4
KSSA (BBnd)	—	1.4
KAAM (Gold)	1.7	1.2
KIXK (Gold)	1.6	1.1
WRR (Clas)	1.3	1.1
KESS (Span)	1.6	1.0
KLIF (Ctry)	.9	1.0
KVIL (AC)	.7	1.0

ARBITRON RADIO

St. Louis

KMOX, KHTR Still Set Pace; KEZK Flexes BM Muscles; KSHE, KWK-AM & FM Remain Tied

	Spring '83	Fall '83
KMOX (Talk)	20.9	20.6
KHTR (CHR)	10.6	8.3
KEZK (BM)	7.0	8.1
KSHE (AOR)	5.5	7.0
KWK-AM & FM (AOR)	5.5	7.0
KMJM (Urbn)	6.8	6.9
WIL-FM (Ctry)	6.2	6.3
KSD-FM (AC)	5.8	5.4
WRTH (BBnd)	4.8	4.4
KSD (Ctry)	4.4	3.5
KYKY (AC)	2.5	3.4
KADI (AC)	2.2	2.1
KXOK (Talk)	1.9	1.9
KATZ (Blk)	1.8	1.8
WZEN (Blk)	2.5	1.6
WESL (Blk)	1.5	1.5
WIL (Ctry)	1.1	1.4
KCFM (Easy)	.9	1.3
WEW (BBnd)	.9	1.1

ARBITRON RADIO

Baltimore

WBAL Rebounds, WLIF Moves To Second; WBSB, WXYV Down; WWIN-FM Soars; WPOC, WYST-FM, WMAR Healthy

	Spring '83	Fall '83
WBAL (AC)	8.0	9.0
WLIF (BM)	6.5	7.4
WBSB (CHR)	7.8	6.8
WIYY (AOR)	6.9	6.5
WPOC (Ctry)	5.8	6.4
WXYV (Urbn)	8.2	5.8
WITH (BBnd)	4.6	4.4
WYST-FM (AC)	2.7	4.2
WFBR (AC)	5.4	4.0
WEBB (Blk)	3.6	3.9
WWIN-FM (Blk)	1.0	3.9
WCBM (N/T)	2.3	3.8
WWIN (Blk)	4.3	3.6
WCAO (Ctry)	4.1	2.9
WMAR (CHR)	—	2.8
WWDC-FM (AOR)	1.3	1.7
WQSR (AC)	1.9	1.6
WRQX (CHR)	2.2	1.6
WHUR (Blk)	1.0	1.5
WRBS (Rel)	1.1	1.1

ARBITRON RADIO

Phoenix

KTAR, KNIX-FM Solid 1-2; KQYT Improves To Third, AORs Drop; KOY, KEZC Grow

	Spring '83	Fall '83
KTAR (News)	7.7	8.5
KNIX-FM (Ctry)	7.4	7.6
KQYT (Easy)	6.7	7.3
KKLT (AC)	6.8	6.5
KME0-FM (Easy)	6.6	6.4
KDKB (AOR)	8.9	6.3
KOY (AC)	4.5	5.5
KEZC (Ctry)	3.3	5.5
KUPD (AOR)	7.8	5.4
KOPA-FM (CHR)	5.0	5.3
KUKQ (Urbn)	3.8	4.3
KZZP-FM (CHR)	3.4	4.3
KOOL-FM (AC)	4.5	3.7
KLFF (BBnd)	2.7	3.1
KJJJ (Ctry)	2.6	2.8
KHEP (Rel)	1.5	2.3
KOOL (AC)	1.4	1.8
KNIX (Ctry)	1.6	1.6
KSTM (AOR)	2.1	1.6
KNNN (Span)	1.2	1.1

Format Legend

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

RATINGS REPORT

Fall '83 Quarterly Results Arbitron and Birch

ARBITRON RADIO

Seattle

KIRO, KBRD Softer, Hold 1-2; KISW Jumps To Third; KNBQ Gains; KLSY Debuts; KMPS Healthier

	Spring '83	Fall '83
KIRO (News)	9.0	8.6
KBRD (BM)	6.4	5.9
KISW (AOR)	5.0	5.9
KUBE (CHR)	5.5	5.8
KOMO (AC)	5.4	5.5
KSEA (Easy)	6.0	5.3
KIXI (BBnd)	4.6	4.9
KNBQ (CHR)	3.4	4.4
KZOK (AOR)	5.0	4.3
KMPS-FM (Ctry)	4.3	4.2
KING-FM (Clas)	4.0	3.8
KLSY (AC)	—	3.8
KMPS (Ctry)	2.1	2.9
KBIQ (Rel)	1.5	2.8
KJR (AC)	3.4	2.8
KRPM (Ctry)	2.4	2.5
KIXI-FM (Ctry)	2.1	2.4
KING (News)	1.7	2.2
KVI (N/T)	3.2	2.1
KEZX (AC)	2.3	2.0
KKFX (CHR)	2.0	1.9
KPLZ (CHR)	3.0	1.7
KYYX (AOR)	2.0	1.7
KWYZ (Ctry)	.6	1.1
KGDN (Rel)	1.0	1.0

ARBITRON RADIO

Denver

KOSI Sets Pace; KOA Moves To Undisputed Second; KPKE Doubles In First CHR Book; KBCO Surges To AOR Title

	Spring '83	Fall '83
KOSI (BM)	9.4	8.9
KOA (Talk)	6.0	7.3
KPKE (CHR)	3.1	6.5
KYGO (Ctry)	6.0	5.9
KBCO (AOR)	3.7	5.2
KBPI (AOR)	6.7	5.1
KOAQ (CHR)	5.4	4.6
KHOW (AC)	4.3	4.5
KLIR (AC)	4.3	4.4
KIMN (CHR)	5.3	4.2
KVOD (Clas)	4.1	4.1
KAZY (AOR)	5.6	4.0
KEZW (BBnd)	5.0	3.8
KPPL (AC)	4.6	3.5
KLZ (Ctry)	4.3	3.3
KNUS (N/T)	1.8	2.6
KRZN (Gold)	2.3	2.2
KBRQ (Ctry)	1.8	2.0
KTCL (AOR)	1.3	2.0
KDEN (News)	1.6	1.3
KDKO (Urbn)	1.2	1.1

Birch Radio

Seattle

KIRO, KISW, KNBQ Slip, Remain 1-2-3; KOMO, KLSY, KIXI Post Notable Gains

	Summer '83	Fall '83
KIRO (News)	8.8	8.3
KISW (AOR)	7.8	7.2
KNBQ (CHR)	7.1	6.6
KOMO (AC)	4.8	6.1
KUBE (CHR)	5.8	5.5
KLSY (AC)	2.7	5.4
KZOK (AOR)	5.7	5.3
KIXI (BBnd)	2.8	5.0
KING-FM (Clas)	3.8	4.4
KSEA (Easy)	3.7	3.8
KYYX (AOR)	3.6	3.2
KBRD (BM)	3.3	2.9
KKFX (CHR)	1.6	2.7
KJR (AC)	3.3	2.6
KRPM (Ctry)	2.6	2.6
KMPS-FM (Ctry)	3.7	2.4
KVI (N/T)	3.6	2.3
KPLZ (CHR)	1.7	2.1
KBIQ (Rel)	1.7	2.0
KEZX (AC)	2.1	2.0
KIXI-FM (AC)	1.8	2.0
KING (News)	1.1	1.7
KMPS (Ctry)	1.7	1.3
KGDN (Rel)	1.6	1.0

ARBITRON RADIO

San Diego

KJQY, KGB Cop Top Spots; KFSD Surges, KPQP Debuts; KFMB Drops Without Padres

	Summer '83	Fall '83
KJQY (BM)	8.4	8.7
KGB (AOR)	6.6	7.2
KFMB-FM (AC)	5.7	5.1
XTRA-FM (AOR)	5.7	5.1
KFSD (Clas)	2.9	4.8
KSDO (N/T)	4.7	4.5
KBZT (AC)	4.2	4.4
KFMB (AC)	8.0	4.3
XHRM (Blk)	2.5	3.8
KYXY (AC)	3.9	3.7
KSDO-FM (CHR)	2.2	3.5
KMLO (BBnd)	3.3	3.3
KPRI (AOR)	4.0	3.2
KPQP (BBnd)	—	3.1
KIFM (AC)	2.8	2.7
XTRA (CHR)	4.4	2.7
KSON-FM (Ctry)	2.0	2.5
KCBQ (Ctry)	3.2	2.2
KCBQ-FM (Ctry)	2.2	2.1
KNX (News)	2.5	2.0
KOGO (Talk)	2.5	2.0
KEZL-FM (AC)	2.2	1.8
XPRS (Span)	—	1.8
KSON (Ctry)	.9	1.7
XHZ (AOR)	—	1.1

ARBITRON RADIO

Minneapolis-St. Paul

WCCO Steady; KSTP-FM Retakes Second; WLOL Down Three; WLTE (Formerly WCCO-FM) Adds Three

	Spring '83	Fall '83
WCCO (AC)	20.6	20.9
KSTP-FM (AC)	10.3	10.8
WLOL (CHR)	11.0	7.9
WAYL (BM)	7.4	7.2
KEEY (Ctry)	6.5	6.7
WLTE (AC)	3.2	6.0
KDWB-FM (CHR)	5.8	5.0
KQRS (AOR)	5.4	4.6
WDGY (Ctry)	4.7	4.4
KSTP (N/T)	3.8	4.2
KJJO (Gold)	1.4	2.2
KLBB (BBnd)	1.4	1.8
KTWN (AC)	1.6	1.3
WWTC (Gold)	1.4	1.3
KDWB (AC)	1.8	1.2

ARBITRON RADIO

Anaheim-Santa Ana-Garden Grove

KIIS Goes Through Roof; KMET Grabs AOR Lead; KNX Doubles

	Spring '83	Fall '83
KIIS (CHR)	7.6	10.6
KBIG (Easy)	7.6	6.8
KABC (Talk)	5.8	5.5
KMET (AOR)	3.8	5.3
KJOI (BM)	3.3	4.3
KNX (News)	2.1	4.2
KLOS (AOR)	5.8	4.1
KROQ-FM (AOR)	5.3	3.8
KRTH (CHR)	4.0	3.5
KOST (AC)	3.3	3.2
KMPC (Easy)	4.5	3.1
KNOB (Easy)	2.0	3.0
KFWB (News)	2.7	2.5
KFI (AC)	2.5	2.4
KIQQ (CHR)	2.4	2.4
KKHR (CHR)	—	2.4
KHTZ (CHR)	1.4	2.2
KLAC (Ctry)	2.7	2.1
KWIZ-FM (AC)	1.0	2.0
KMGG (AC)	1.1	1.9
KUTE (Urbn)	.8	1.8
KIKF (Ctry)	2.0	1.7
KFAC-FM (Clas)	1.1	1.6
KPRZ (BBnd)	1.9	1.6
KZLA-FM (Ctry)	1.9	1.6
KKGO (Jazz)	1.0	1.5
KWIZ (AC)	2.4	1.5
XTRA (CHR)	2.3	1.0

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RATINGS REPORT

Fall '83 Quarterly Results

Arbitron and Birch

ARBITRON RADIO Cleveland

WMMS Hits Double Digits, Retakes Crown; Beautiful Music Stations Tie; WKSX Adds Two; WWWE Loses Three

	Summer '83	Fall '83
WMMS (AOR)	8.9	10.2
WGCL (CHR)	9.8	8.1
WDOK (BM)	9.4	7.3
WQAL (BM)	5.9	7.2
WBBG (BBnd)	7.0	7.0
WMJI (AC)	5.9	6.6
WZAK (Urbn)	5.2	5.3
WZZP (AC)	4.7	5.3
WKSX (Ctry)	2.6	4.5
WERE (N/T)	3.8	4.2
WDMT (Urbn)	3.6	3.8
WHK (Ctry)	3.9	3.8
WJW (AC)	2.4	3.6
WGAR (AC)	3.5	3.1
WABQ (Rel)	1.9	2.7
WCLV (Clas)	2.4	2.4
WWWE (AC)	4.9	1.9
WJMO (Blk)	2.3	1.6
WRQC (CHR)	.9	1.5

ARBITRON RADIO Pittsburgh

KDKA Slips Again, Still First; WDVE, WTAE Notch Gains

	Spring '83	Fall '83
KDKA (AC)	17.1	15.9
WDVE (AOR)	6.9	8.1
WTAE (AC)	5.9	7.6
WBZZ (CHR)	7.4	6.0
WPNT (BM)	4.8	5.5
WAMO-FM (Urbn)	5.6	5.3
WHYW (AC)	4.2	5.1
WHTX (CHR)	4.8	4.9
WJAS (BBnd)	4.5	4.8
WSHH (BM)	5.5	4.6
WWSW (AC)	6.3	4.4
WDSY (Ctry)	2.3	3.8
WTKN (Talk)	3.1	3.0
KQV (News)	3.1	2.6
WEPP (Ctry)	1.7	2.2
WYDD (AOR)	1.5	2.1
WNUF (BBnd)	1.3	1.0

ARBITRON RADIO Cincinnati

WKRQ Alone In First; WKRC Surges To Second

	Spring '83	Fall '83
WKRQ (CHR)	8.8	8.2
WKRC (AC)	5.6	7.9
WWEZ (BM)	8.8	7.6
WEBN (AOR)	8.8	7.2
WRRM (AC)	6.2	6.6
WCKY (N/T)	6.6	6.2
WLLT (AC)	6.2	5.9
WBLZ (Urbn)	3.7	5.7
WMLX (BBnd)	3.8	5.2
WUBE (Ctry)	7.5	4.9
WSKS (AOR)	2.7	4.5
WKXF (Ctry)	3.0	4.2
WCIN (Blk)	2.3	4.1
WSAI (Ctry)	2.1	2.0
WLYK (BM)	1.4	1.7
WNOP (Jazz)	.9	1.1
WHIO-FM (BM)	.4	1.0

WLW (AC) 7.5 5.4
Found to have conducted diary promotion activities.

Birch Radio

Cleveland

WMMS Extends Lead To Six Points; WZAK Rises To Third; WKSX Adds Two, Corners Country Crown

	Summer '83	Fall '83
WMMS (AOR)	12.4	14.9
WGCL (CHR)	12.3	8.8
WZAK (Urbn)	6.9	8.4
WBBG (BBnd)	6.2	6.5
WDOK (BM)	6.7	5.9
WMJI (AC)	8.0	5.9
WQAL (BM)	5.0	5.7
WKSX (Ctry)	2.4	4.3
WZZP (AC)	4.2	4.1
WERE (N/T)	3.4	3.9
WDMT (Urbn)	4.9	3.8
WGAR (AC)	4.4	3.2
WHK (Ctry)	3.6	2.6
WJMO (Blk)	1.3	2.6
WJW (AC)	3.4	2.6
WCLV (Clas)	2.2	2.5
WABQ (Rel)	1.6	2.2
WRQC (CHR)	1.8	1.7
WWWE (AC)	2.6	1.7

ARBITRON RADIO

Riverside-San Bernardino-Ontario

KIIS Adds Three, Takes Crown; KDUO Up, Claims Runner-up Spot; KLOS Edges KMET For AOR Title

	Spring '83	Fall '83
KIIS (CHR)	5.0	8.2
KDUO (BM)	6.0	6.7
KFI (AC)	5.8	5.6
KLOS (AOR)	2.9	4.6
KMET (AOR)	4.0	4.5
KGGI (CHR)	4.1	4.3
KRTH (CHR)	2.2	4.2
KBIG (Easy)	4.4	3.4
KLAC (Ctry)	2.2	3.3
KOLA (AOR)	2.3	3.3
KNX (News)	3.3	3.2
KABC (Talk)	3.9	3.1
KCAL-FM (AOR)	3.3	2.9
KQLH (AC)	3.0	2.5
KOST (AC)	2.1	2.4
KMPC (Easy)	2.3	2.3
KCKC (Ctry)	4.8	1.9
KCAL (Span)	.7	1.7
KFWB (News)	1.2	1.7
KKHR (CHR)	-	1.7
KNTF (Ctry)	1.6	1.7
KZLA-FM (Ctry)	.8	1.4
KFXM (CHR)	2.1	1.3
KMEN (Gold)	1.4	1.3
KDIG (Ctry)	1.7	1.1
KIQQ (CHR)	.4	1.1

ARBITRON RADIO Milwaukee

WTMJ Rock Solid Atop Market; WQFM Jumps Into Second

	Spring '83	Fall '83
WTMJ (AC)	12.6	12.5
WQFM (AOR)	6.3	8.5
WEZW (BM)	8.4	7.6
WKTI (CHR)	6.5	6.9
WOKY (BBnd)	6.4	6.5
WLUM (Urbn)	4.7	6.2
WBCS (Ctry)	4.8	4.9
WMIL (Ctry)	4.7	4.9
WISN (AC)	4.8	4.2
WMYX (AC)	4.3	3.8
WZUU (AC)	3.3	3.1
WNOV (Blk)	3.0	2.8
WLZZ (Gold)	2.0	2.2
WFMR (AC)	1.8	2.1
WRKR (CHR)	2.0	2.0
WLPX (CHR)	3.2	1.7
WRJN (AC)	1.2	1.7
WEMP (Easy)	1.0	1.6
WMGF (AC)	2.8	1.6
WAWA (Blk)	1.8	1.0

ARBITRON RADIO Buffalo

WJYE Stable On Top; WBEN Rebounds To Double Digits; WYRK, WBUF Notch Strong Advances

	Spring '83	Fall '83
WJYE (BM)	12.3	12.5
WBEN (AC)	9.9	10.8
WYRK (Ctry)	6.2	7.1
WBUF (AC)	4.7	7.0
WECK (BBnd)	6.2	6.9
WGR (AC)	7.3	5.8
WBLK (Blk)	5.4	5.5
WPHD (CHR)	5.7	5.5
WBEN-FM (CHR)	6.1	5.4
WKBW (CHR)	7.2	5.1
WGRQ (AOR)	4.4	4.1
WNYS (CHR)	4.0	3.4
WZIR (AOR)	2.5	3.2
WYSL (AC)	2.3	2.7
WUFO (Blk)	1.7	2.0
WDCX (Rel)	1.2	1.0

ARBITRON RADIO Hartford-New Britain

WTIC-AM & FM Light Years Ahead; WRCH Down Three

	Spring '83	Fall '83
WTIC (AC)	19.7	21.1
WTIC-FM (CHR)	12.5	11.5
WRCH (BM)	11.6	8.6
WHCN (AOR)	5.8	5.7
WKSS (BM)	4.7	5.4
WRQC (BBnd)	3.6	4.5
WCCC-FM (AOR)	4.4	4.1
WDRC-FM (AC)	4.4	4.0
WPOP (News)	2.9	3.5
WIOF (AC)	4.3	3.3
WWYZ (AC)	2.7	3.3
WDRC (AC)	3.0	2.9
WKND (Blk)	2.2	2.5
WAQY (AOR)	1.6	1.5
WKCI (AC)	1.1	1.4
WPLR (AOR)	1.4	1.3

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Sales

Goal Setting — Part I

By Norman Goldsmith

Question: Should you have formalized sales goals?

Answer: Only if you need the money.

Imagine for a moment that you have no sales goals at your station. Everyone involved in the sales operation is conscientious and hardworking. They are all on some form of commission, so they will do their best to earn as much as they can. It's hoped that will be enough to cover expenses and provide an acceptable profit. If not, at least they will come close. "Wait a minute," you say, "that's not the way it works." Okay, then imagine you have one goal, to make station budget. Let's even throw in that each salesperson has a goal, his or her share of that budget. That's more like it, you say. But is it?

There are two basic reasons why we have goals in our business. One is based on the accepted wisdom that people will perform better with goals than without them. The other relates to need. Whatever corporate or ownership needs becomes the goal. An obvious benefit of the second reason is that when the goal is not attained, top management feels totally justified in blaming everyone on down the ladder.

How Effective Are Your Goals?

While neither of these two reasons is wrong, the real question is how meaningful and effective are your goals? Some goals don't have much substance or value, and are really little more than hopes or aspirations. When we meet a nine-year-old kid whose goal is to be the President of the United States, or the leading money winner on the PGA tour, we smile and say, "That's nice, and I hope you make it someday." What we are really thinking is that those are nice dreams, but unless the kid has some more practical intermediate goals, he's going to have to be very lucky. Furthermore, unless he makes the commitment to do the things necessary to have a realistic shot, it probably won't happen.

What about the goal of being

President of one's company? Not bad if you're already Vice President, but if you are a 23-year-old salesperson who has been in the business for six months, that just might not be a realistic next step. Yet, a lot of young salespeople only have long-range grandiose goals. Why? Two reasons. One, they don't understand that the more specifically you can define the short-term intermediate steps to a longterm goal, the better your chance of achieving it. Two, they do understand that longterm goals don't require as much accountability as short-term next-step goals. Longterm goals are not necessarily bad, but in some ways they can be crutches. There is no real sense of urgency, and there is often a tendency to have an "it will probably happen, and if it doesn't, something else pretty close usually will" attitude.

Becoming Goal-Directed

A good example of this lies in one of the basic differences between average salespeople and high-achieving salespeople. All of them are *goal-oriented*. They all have upward-mobility aspirations, whether it be management or simply a lot more money. However, only the high achievers are *goal-directed*. They are willing to make the commitment, and to accept the accountability to set next-

step goals and work to achieve them. The other won't do this, and will rationalize the reasons for not hitting the big goal.

Let's use a sports analogy. All NFL teams have the same big goal, to win the Super Bowl. They also want to win every game, but realize that probably won't happen. However, the most successful teams have clearly defined incremental goals for each game. For example, the offensive team's goals might be to gain 400 total yards, with a good balance between rushing and passing to control the ball 60 percent of the time, and to score 30 points. Some of the specific goals might change depending on the competition or personnel, but there are well-thought-out goals for every situation. The team might not win every game, but the chances for a successful season will be excellent.

Breaking Down The Goals

There is an obvious corollary between this philosophy and a station or a salesperson that has only the one overall goal of making budget. Everyone wants to make it, but even if they think the yearly goal is realistic, what is the true perception? Experienced salespeople assume that they will make the goal because they usually do. Newer salespeople assume that they will make it because they don't want to consider the alternative. Whether it's an experienced salesperson with a \$500,000 goal, or a newer salesperson with a \$100,000 goal, the problem is that the number itself is so big that relating to it is very difficult. Incidentally, this is also true with quarterly or monthly total billing goals. The only difference is that there is less guesswork because the shorter-term picture is clearer.

The key to getting salespeople to relate positively to the big goal is to break it down into a series of smaller, more meaningful goals.

"Many, if not most, salespeople are primarily concerned with making more money, and making it as easily as possible."

"Whether this attitude is a result of inexperience, laziness, or an unwillingness to change, you simply can't afford it."

It's like the old joke, "How do you eat an elephant? One bite at a time." The kinds of questions you want the salespeople to ask themselves are, "Where is this money going to come from? How much will I have to do out of my key agencies? Other agencies? Direct? New business? How much nighttime, overnight, weekend, sports, features, etc. will I have to sell? How can I work smarter? What will I have to learn that I don't know now?" By identifying these intermediate steps, the salespeople start to get a better handle on the most important question of all, "What will I have to do differently to make my big goal?"

Goalsetting Objectives

In my opinion, there are three basic objectives of the goalsetting process. The first is to convert the overall boxcar projections into actionable intermediate goals. The second is the structure of the goals themselves. You may have heard the definition of an effective goal: Specific, Meaningful, Attainable, Challenging, Timebound. Each of these elements is vital, particularly for the incremental goals. The third objective is to establish a covenant between the manager and the salesperson. If the goalsetting procedure is done properly, there will be specific understanding of the goals, agreement to the goals, commitment to the goals, and understanding of the consequences of success or failure.

While it is within the realm of possibility that a slight amount of coercion might be necessary to achieve all of this, remember who is running the store. If each of the goals is consistent with the five elements of an effective goal, then you as the manager have every right to expect the salespeople to commit to the covenant. If some of them resist or refuse, they are resisting accountability, and it's very difficult to succeed when the inmates run the asylum.

Differing Goals

There is another major reason why intermediate next-step goalsetting is often resisted by salespeople, and it illustrates the importance of having such goals. Salespeople and managers have

some significantly different interests. Most managers are vitally concerned with selling all the inventory, maximizing rates and shares, having a balanced sales effort, developing new business, and achieving specific revenue increases. Many, if not most, salespeople are primarily concerned with making more money, and making it as easily as possible. As long as they get well paid for a \$5000 order that is all Wednesday through Friday drive at a low grid, why not sell it (take the order) that way? As long as they can make enough money by working the top 20% of their lists, why make new business calls? If 10% more next year is good enough, why break their backs for 15% just because the station needs more profit?

This may seem like an overstatement, too harsh on salespeople. Certainly there are many conscientious, hardworking salespeople who are concerned with the station's needs as well as their own. These people will be challenged by intermediate goals, and will genuinely want to achieve them because of motivation and competitiveness. However, they aren't the problem. It's the ones who are looking for a warm place to sleep that adversely affect the entire sales operation. While they really need more goals than the high achiever, they invariably resist them to a much greater degree. Whether this attitude is a result of inexperience, laziness, or an unwillingness to change, you simply can't afford it.

In the January 27 issue, we'll examine some ways to deal with this situation, and to make goalsetting a more effective management tool.

Norman Goldsmith heads the sales and marketing consultancy **Radio Marketing Concepts, Inc.**, which numbers most of the top broadcasting groups in the country among its clients. Before forming RMC in 1977, he was GM of the six-station **Curt Gowdy Broadcasting Group**, Director of Sales & Marketing for the ABC-owned AM stations, and Sales Manager at **KGO/San Francisco**. RMC can be reached at (703) 347-3555.

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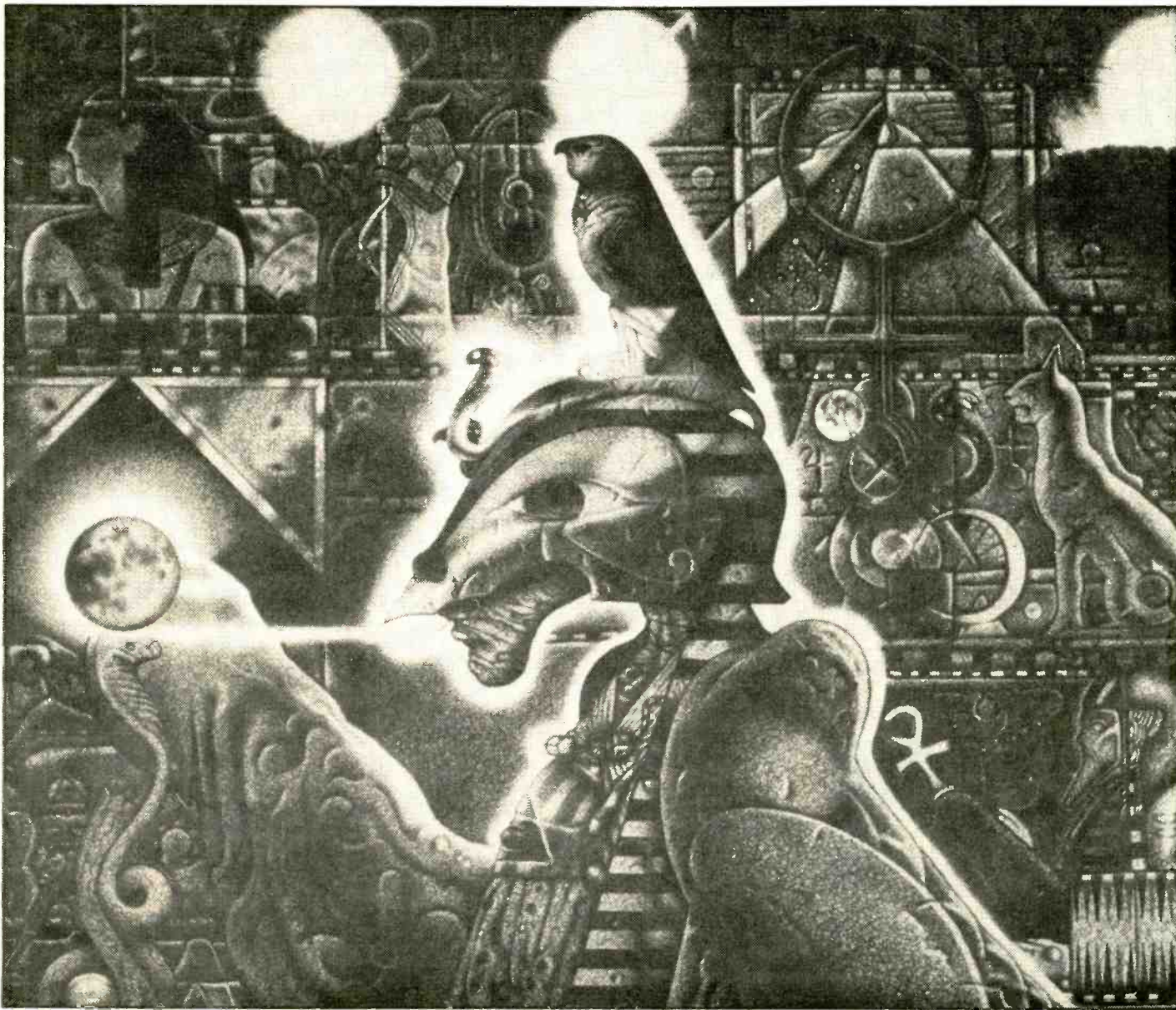
*Taken from the Columbia album "FOOTLOOSE" JS 39242
Watch for the premiere of the Paramount motion picture
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In This Week's R&R!

BLUE ÖYSTER CULT

SHOOTING SHARK



Taken from the Columbia album
"THE REVÖLUTION BY NIGHT" FC 38947



(Advertisement)



MCA TALK

Night Ranger spent a hectic few days in L.A. this past week, headlining a KLOS-FM show at the Santa Monica Civic Center, taping TV's American Bandstand and Rock Palace, and being interviewed by *Billboard*, among others. While here, the rockin' quintet learned that they were nominated as Best Group and guitarist Brad Gillis as Best Guitarist for this year's BMMIES, the California rock magazine's yearly award extravaganza.

Look for MCA Home Video's first music release, *Twist of Fate*, a 6-song EP by Olivia Newton-John including the title current hit and "Physical," on sale shortly for the astoundingly low price of \$19.95. A veritable steal!!

When it comes to Christmas gifts, Barbara Mandrell adds the personal touch. She made 200 lbs. of peanut brittle for friends. Yes, 200. Of course, it dripped all over her kitchen, hardened like cement, and required a "full-time dishwasher," according to Barbara. Now, that's a gift that really meant something.

MCA Country strikes again and again. When George Strait hit Number One with "You Look So Good In Love" last week, it was his fourth consecutive single to reach that magic plateau. When John Conlee's "In My Eyes" climbs that same mountain next week, it too will be his fourth straight.

The new Crusaders' album due in February, to be titled *Ghetto Blaster*, will—amazingly—be their 47th.

As expected, it didn't take Scott Shannon long to bite the Big Apple. Congrats to Scott and his entire Z-100 staff on a fantastic success story... And while we're talking about ratings, congratulations to all ratings winners, all formats, everywhere!

Kudos to Dave Martin, new V.P. Programming for Double-day. Gary Stevens has a knack for finding great radio talent, and he's obviously done it again.

Also congrats to Todd Chase on his new position as P.D., WHTX, Pittsburgh! Bring your long underwear, Todd... It's cold!

Wives and Lovers Dept.: Best wishes to indie Lenny Bronstein and his new wife, Arlene, and the same to indie Bruce Moser and his new wife Mary. Also congrats to R&R's Joel Denver on his engagement to Kathy Nakagawa!

Then there is WPRO-FM P.D. Tom Cuddy's wife who we hear is expected to give birth to their second child in May!

Spyro Gyra's recent Florida concerts produced some very special tapes which will possibly emerge as a live LP in the Spring.

MCA Talk would like to congratulate the other Wednesday Hollywood-based columnist on her Pulitzer Prize for "Accurate Journalism in 1983".

Starting this week, the telephone area code in North Hollywood and vicinity is 818. So, for you folks calling MCA, consider yourself reminded.

Last but not least, this is the final in this series of MCA Talks. We have had fun, and we hope you enjoyed it too. Look for MCA Talk to appear periodically this year.



STREET TALK

All of us at R&R applaud the joint announcement made by the NAB and NRBA last week (see Page 4). The combining of NAB's Radio Programming Conference with NRBA's annual convention is a development that will benefit everyone in our industry.

After months of negotiations, Donnie Simpson has signed a new five-year contract with WKYS/Washington. Donnie will continue to program and do mornings for DC's top-ranked station, and NBC will pay him a reported \$1.5 million over the course of the agreement. If that figure is accurate, it would make Donnie one of the highest-paid personalities in DC radio history.

Miami News/Talk rivals WINZ and WNWS are locked in a legal battle over the services of talk host Neil Rogers, who apparently signed contracts with both stations. Renewing his WNWS contract in July, Rogers later signed a contract to join WINZ in September. The case went to court just before Christmas, and Rogers remained on WNWS until last week, when the station suspended him for allegedly making negative comments "about the station and its management." Rogers says the suspension abrogates his WNWS contract and he wants to join WINZ. WINZ, meanwhile, is ready to put him on the air immediately, replacing current 8pm-midnight host Alan Burke. And while this episode unfolds, WNWS replaced the suspended Rogers by hiring WINZ overnight talk host Bill Calder.

Satellite Music Network's CHR format was all set to debut from Dallas last Sunday (1-8), but technical problems with the uplink have kept the new venture silent. Scientific Atlanta engineers were dispatched to Texas at midweek, and SMN was confident all would be in working order by week's end.

Congratulations to new Elektra/Asylum VP/Sales Eddie Gilreath. Eddie, who was most recently Exec. VP/Sales for Island, will report to E/A Senior VP/Marketing Lou Maglia.

WXTU/Philadelphia GSM Dennis Dougherty has been promoted to General Manager of the Beasley Broadcast Group Urban-formatted station. WXTU, formerly WIFI, also promoted Jo de Groot to Director of National Sales, and hired WCAU-FM/Philadelphia salesman Greg Reed as Local Sales Manager.

While negotiations continue toward a new agreement, BMI has extended its current pact with radio licensees through March 31, 1984. This step will simply keep things status quo until a new contract is finalized.

As hinted last week, former KFI/Los Angeles afternoon man C.K. Cooper takes over mornings at WFYR/Chicago. Cooper's move to the Midwest shifts current WFYR morning man Stu Collins to afternoons.

WBBM-FM/Chicago has tapped KOME/San Jose GSM David Plowden as its new GSM. Plowden replaces Jeff Schwartz, who exited WBBM-FM to open his own sales/promotion firm.

Former WING/Dayton VP/GM Jim Eblin has been named GM at WVBS/Wilmington, NC.

KNWZ/Anaheim, which dumped music for an all-News format a year ago, returns to rock following a disappointing showing in the recent Arbitron. The former KEZY (AM) will most likely change call letters, considering the format shift.

Shifting calls for sure are KPRI/San Diego, asking for KLZZ, and KTCR/Minneapolis, requesting KTWN. KTWN became available when the old KTWN recently switched to KGBB.

Lonnie Simmons's Total Experience Records will be distributed by RCA beginning next month. The label, which had been rumored to be going independent last summer, was most recently affiliated with PolyGram.

KLAC/Los Angeles has demoted News Director Dean Sander to reporter for the station. The 20-year KLAC veteran steps down as the station reportedly goes for a "more aggressive approach" to the news.

WZZR/Grand Rapids has switched formats from CHR to A/C under newly-signed consultant E. Alvin Davis. The station will be changing calls to WLGH, becoming (you guessed it), W-Light.

Pat Martine, formerly with Arista on the West Coast, has set up an independent promotion firm for AOR product. He'll again concentrate on the West Coast, and can be reached at (818) 506-7088.

At KEY103/Austin, PD B.J. Adams has been upped to OM; Chris Alan has joined as MD/midday personality; and staffer Bruce Walden is now Director/Promotions & Research.

Kris Van Dyke has resigned as PD of WQMV/Vicksburg, with no immediate replacement named. Kris did not announce his future plans.

John McNamara is out as RCA's Midwest regional Country promotion man. Dale Turner, currently PD at KSSN/Little Rock, but formerly of WMC/Memphis and WSAI/Cincinnati, is his replacement. John, who'd been with RCA for over five years, can be reached at (312) 364-5448.

At WKAU/Appleton-Oshkosh, longtime MD and morning man Rich Allen shifts to mornings at WGBF/Evansville. Rich Michaels from WMRF/Lewiston, PA takes Allen's WKAU morning show. New to afternoons at WKAU is Don Cook, who will also handle the music duties.

At RCA, John Betancourt's new title is Division Vice President/Marketing & Promotion, not Division VP/Marketing as erroneously stated by the company last week.

Rocshire Records is shuffling things up a bit. Several regional reps are now on the loose, including; Jerry Goodman, Sam Plocido, and John Michael Provenzano. San Francisco rep Bruce Hicks has resigned. Look for Don McGregor to join the Rocshire staff, covering the Southeast from Birmingham.

MORE STREET TALK/Page 39

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On The Records

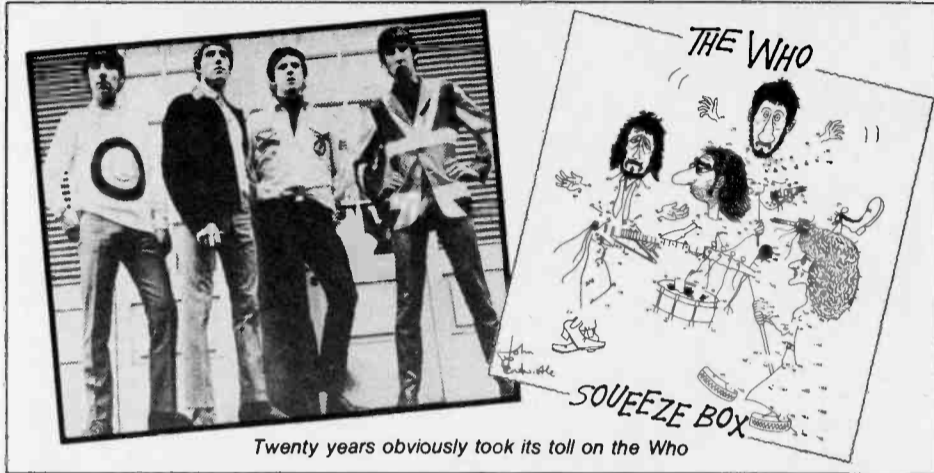


KEN BARNES

A WINNING PHILOSOPHY

For Who The Bell Tolls

Over the Christmas holidays Pete Townshend held a press conference in London to announce that he would not be contributing to any further Who recording projects. That announcement, combined with their 1982 farewell tour, effectively puts a final seal on the career of one of the most influential and prestigious bands in rock history.



Twenty years obviously took its toll on the Who

Over 20 years ago they started as the **Detours**, with Roger Daltrey on lead guitar and one Colin Dawson singing. They became the **Who**, then the **High Numbers**, then the **Who** again, and exploded in England with "I Can't Explain" in January 1965. During the course of their career they established countless trends and firsts — Keith Moon's pioneering rock drumming style, Townshend's equally innovative guitar work, the rock operas "A Quick One" and of course "Tommy," and a level of live showmanship that may not ever be surpassed. They leave 11 albums (plus compilations and other odds and sods), a string of ten hits from "Happy Jack" to "Athena," and a set of unforgettable visual and sonic

images that will probably endure as long as rock itself.

Ring Labelle

Patti Labelle has the first Black/Urban No. 1 record on the Back Page, an honor befitting an artist of her stature and longevity. Labelle's group the **Bluebelles** (no relation to the current Sire group, of course), which also included present solo artists Nona Hendryx and Sarah Dash as well as latter-day Supremes member Cindy Birdsong, had their first hit in 1962, "I Sold My Heart To The Junkman." Several labels and a lot of ups and downs later, they scored a big hit as Labelle in 1975, with "Lady Marmalade." And now Patti is on top again with "If Only



Jon Anderson, from "Never" to "Yes"

A Jon Anderson Fairy Tale

Yes singer **Jon Anderson** is entering his 20th year as a professional rock singer, having started with a group called the **Warriors** in 1964, recording one single. In 1967, not too long before he joined the just-formed **Yes**, he was persuaded to record a British single under the name **Hans Christian Anderson** (after the Scandinavian fairy tale author).

When the single emerged (fleetingly) in the United States, Anderson's pseudonym was somehow edited to **Hans Christian**. This circumstance serves to protect his identity from discovery by all but the most dedicated detectives. And considering the record itself, a rather overlush and commercially pointless cover of the **Association's** then-recent hit "Never My Love," it may be just as well that it remains obscure.

You Knew." Welcome back.

Cyndi Lauper, now establishing herself as a solo artist, is still fondly remembered by some for her 1980 album with a group called **Blue Angel**. From that record comes the quaint picture you see just below.



Neil Sedaka's current A/C hit "Your Precious Love" (with his daughter **Dara**) is the first hit he's had in 25+ years of charting that he didn't write. It's an **Ashford & Simpson** song originally done by **Marvin Gaye & Tammi Terrell** in 1967.

U2: Dublin Or Nothing

Before **U2** was signed to **Island**, the group recorded five tracks on two singles for the Irish branch of **CBS**. The first single included different versions of two songs later showing up on their first album, "Out of Control" and "Stories For Boys," plus a song called "Boy/Girl." The second featured "Twilight" (later on the first LP) plus "Another Day." The two singles were recently made available again through importers in a four-pack which also includes the band's first two **Island** singles, one of which is the studio version of their current AOR hit "11 O'Clock Tick Tock."



U2's Irish Era: Bono (top) and the Edge

Headpins started as a side band to while away the idle time of **Chilliwack** members **Bryan Macleod** and **Ab Bryant**. But the band started doing so well in **British Columbia** that **Macleod** and **Bryant** decided to devote full time to it, leaving **Chilliwack** founder **Bill Henderson** (who goes back to the group's earliest roots as the **Collectors** in 1966-67) to form a new group — which he's done.

Van Halen, rock's latest synthesizer band on the evidence of "Jump," launched their career playing at parties in their native **Pasadena, CA** area. Graduating to **Sunset Boulevard** clubs, they labored playing

Continued on Page 26

For Whom Ma Bell Tolls

What's going on with novelty records these days? The only current hit novelty concerns the **Three Stooges**, who, beloved as they might be, are hardly a topical event of the day. Throughout the past, we've had records about current events, often emerging just days after the crisis. But to the knowledge of the giant **R&R Research Dept.**, there haven't been any records about **Cabbage Patch Kids** to date, and a little earlier no one updated **Allan Sherman's** "Hello Mudduh Hello Fadduh!" to deal with the events at "Camp Grenada."

But a **Bridgeport, CT** radio comedy firm is dealing with one issue of pressing national concern — the breakup of **AT&T**. "Breaking Up Is Hard On You" by the **American Comedy Network** states its point of view forthrightly: "Don't take Ma Bell away from me/I've gotten used to monopoly/When they divest, then I'll be blue/Yes, breakin' up is hard on you." (All this, of course, to the familiar tune of **Nell Sedaka's** "Breakin' Up Is Hard To Do.") The song also predicts difficulties in getting calls through, laments being forced to own your own phone, and forecasts (several times) higher rates. About the only trick they missed was putting **ELO's** "Ma Ma Belle" on the flip side.



ONE YEAR AGO TODAY

- BOB KRASNOW, BRUCE LUNDVALL HEAD E/A
- JIMMY BOWEN HEADS COMBINED WB & E/A NASHVILLE OPERATION
- JAY HOKER VP/IGM AT KZEW/DALLAS
- JIM BOCOCK GM OF WFLA-AM & FM/TAMPA
- NUMBER ONE CHR: "Down Under" — Men At Work (Columbia) (2nd week)
- NUMBER ONE A/C: "Baby Come To Me" — Patti Austin & James Ingram (Qwest/WB) (2nd week)
- NUMBER ONE COUNTRY: "Like Nothing Ever Happened" — Sylvia (RCA) (2nd week)
- NUMBER ONE BLACK: "Bad Boy" — Ray Parker Jr. (Arista)
- NUMBER ONE AOR TRACK: "Your Love Is Driving Me Crazy" — Sammy Hagar (Geffen) (2nd week)
- NUMBER ONE LP: "The Distance" — Bob Seger (Capitol)



FIVE YEARS AGO TODAY

- BOB SINER UPPED TO MCA PRESIDENT
- JOHN YOUNG PD AT Z93/ATLANTA
- DINO BARBIS ABC'S VP/FIELD OPERATIONS
- CHARLIE LAKE, BERT KEANE WB NATIONAL PROMOTION DIRECTORS
- STAN MONTEIRO VP/MARKETING AT E/P/A
- NUMBER ONE CHR: "Too Much Heaven" — Bee Gees (RSO)
- NUMBER ONE A/C: "Too Much Heaven" — Bee Gees (RSO)
- NUMBER ONE BLACK: "Le Freak" — Chic (Atlantic)
- NUMBER ONE COUNTRY: "Tulsa Time" — Don Williams (ABC)
- NUMBER ONE LP: "Blondes Have More Fun" — Rod Stewart (WB)



TEN YEARS AGO TODAY

- JERRY CLIFTON NAMED PD AT WXLO/NEW YORK
- NUMBER ONE CHR: "Time In A Bottle" — Jim Croce (ABC)
- NUMBER ONE COUNTRY: "I Love" — Tom T. Hall (Mercury)

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On The Records



KEN BARNES

Continued from Page 24

cover versions until being noticed by Kiss's Gene Simmons and soon thereafter earning a pact with Warners.

British musician Alexis Korner, who died at 55 last week, was a catalyst for the formation of the Rolling Stones. Mick Jagger and Charlie Watts played in his Blues Incorporated lineups (as did Jack Bruce) and Brian Jones was a close friend. Korner can be heard on several of his own records and most recently on the "Rocket 88" LP put together by original Stones pianist Ian Stewart and also featuring Watts and Bruce.

Record News

Latest Michael Jackson appearance: the ubiquitous vocalist sings on the chorus of Motown's new Rockwell single, "Somebody's Watching Me." You can also find Michael, incidentally, on a 1982 single by Joe "King" Carrasco & the Crowns called "Don't Let A Woman (Make A Fool Out Of You)" . . . A&M is firmly denying Australian reports that the Police will be taking a three-year hiatus from recording and performing. The company says the group's US tour will go on as planned . . . Earning metals: Hall & Oates's "Rock 'N' Soul Part I" went platinum, as did "Genesis" by the group of the same name; gold certifications for the SOS Band's "The Rise" LP and the Motels' "Little Robbers."

TV News

Paul Simon is the musical guest for NBC's "The New Show" Jan. 13 . . . "Solid Gold" for the week of Jan. 13 stars Christopher Cross, Gladys Knight & the Pips, Gordon Lightfoot, Madonna, Olivia Newton-John & John Travolta, the Romantics, and T.G. Sheppard . . . Yes is on "America Rocks" Jan. 13 . . . Chic appears on the syndicated "Hit City" Jan. 13 . . . Nickelodeon's "Livewire" features Little Steven & the Disciples Of Soul Jan. 13, Manowar Jan. 16, the Breaks Jan. 17, Phoebe Snow Jan. 18, and Halcut 100 plus Laurie Anderson Jan. 19 . . . The Nashville Network's "Offstage" stars Roy Acuff Jan. 13 and Boxcar Willie Jan. 17. Madonna and Quarterflash are on "American Bandstand" Jan. 14.

The Everly Brothers' reunion concert debuts on HBO Jan. 14 and reruns Jan. 17 . . . Con Funk Shun and Cheryl Lynn are on "Soul Train" the weekend of Jan. 14 . . . Paul Simon's "Album Flash" repeats on Cinemax Jan. 14 and 17 . . . Carole King acts in Showtime's "Faerie Tale Theatre" presentation of "Goldilocks & The Three Bears" Jan. 15.

Lionel Richie hosts the 11th annual "American Music Awards" telecast on ABC Jan. 16 . . . Frank Sinatra's Showtime concert repeats Jan. 17 . . . Shelly West is on TNN's "Nashville After Hours" Jan. 17 . . . MTV premieres the one-hour documentary "The Making Of Michael Jackson's 'Thriller'" Jan. 19.



TNN AWARDS CONTRACT: The Nashville Network awarded an MCA recording contract to Lang Scott (center), winner of a 13-week competition called "You Can Be A Star." Congratulating the winner are host Jim Ed Brown (left) and cohost Richard Reid.

Datebook

JANUARY 16

McCartney's Last Tour of Japan

Maybe Paul McCartney should have scored "Midnight Express" instead of "Live And Let Die." In 1972, Paul, Linda, and Wings' Denny Seiwell were busted for drugs in Gothenberg, Sweden. On this day in 1980, he was arrested in Tokyo for trying to bring a half pound of marijuana into the country with him. The Japanese detained McCartney for ten days and cancelled his tour.

JANUARY 17

R&B Loses Two

In 1970, Billy Stewart and two band members died when their car plunged off a bridge in North Carolina. Stewart's big hit was a revved-up overhaul of George Gershwin's "Summertime," but he also wrote "I Do Love You" and "Sitting In The Park," both remade by GQ.

Birthdays: Brian Jones's replacement Stone Mick Taylor 1948, Hat-layer Paul Young 1956.

JANUARY 18

Macon On & Off The Map

A few months ago, Smokey Robinson remarked that most cities probably had as much local talent as Detroit; they just needed a record company nearby to notice them. For ten years, Macon, GA had Capricorn Records to serve that purpose. Headed by Phil Walden, who's also credited with discovering Otis Redding, Capricorn brought the Allman Brothers and the Marshall Tucker Band to national attention and signed a slew of regional acts. Walden's fortunes declined at roughly the same time as those of his friend Jimmy Carter. On this date in 1980, Capricorn filed for bankruptcy.

Birthdays: Another boxer and sometime-rocker, Muhammad Ali 1942. Haysi Fantayzee leader Jeremiah Healey 1942.



JANUARY 19

Born To The Kozmic Blues

Janis Joplin was born January 19, 1943 in Port Arthur, TX. At age 17 she'd run away from home. She sang folk and blues in Texas and San Francisco for a few years, and joined Big Brother & The Holding Co. The Monterey Pop Festival brought her to national attention, and a cover of "Piece Of My Heart," an R&B hit by Aretha Franklin's sister Erma, was her breakthrough. Joplin only managed the release of one solo LP before her death in 1970; her more successful "Pearl" LP came a year later.

Birthdays: Phil Everly 1939, Dolly Parton 1946, Robert Palmer 1949.

JANUARY 20

Moondog's Final Days

WINS and WABC/New York DJ and concert promoter Alan Freed, probably the person most responsible for moving rock & roll into the pop mainstream, died January 20, 1965 of uremia in Palm Springs. Freed's policy of musical desegregation and the power structure's fears of juvenile rebellion provoked by rock & roll probably made him a prime target. By 1962 his career had been destroyed in the payola scandals and he died awaiting trial for tax evasion.

Birthdays: King of the TV albums Slim Whitman 1924, Joan Rivers 1937, and Kiss's Paul Stanley 1950.

JANUARY 21

George Harrison Weds Layla

If you have a VCR with a pause button, you can probably find Pattie Boyd at the beginning of "A Hard Day's Night." That's where the former actress/model met George Harrison, whom she married this day in 1966. The marriage lasted almost a decade until she left Harrison for Eric Clapton, who, unbeknownst to most at the time, had immortalized her in "Layla." George, incidentally, was apparently a good sport about this; he was a member of the all-star jam team that played at Patti & Eric's wedding in 1979.

Birthdays: Richie Havens 1941, Edwin Starr 1942.

JANUARY 22

Sam Cooke's Birthday

Chicago-born Sam Cooke would have been 49 today. He began singing gospel with the Soul Stirrers, a group that also included Lou Rawls and Johnnie Taylor at various points. Starting with 1957's "You Send Me" he ended up with a string of hits until his death, under controversial circumstances, in late 1964. Many of Cooke's hits have been covered during the last decade: "Another Saturday Night" by Cat Stevens, "Cupid" by the Spinners and Tony Orlando & Dawn, "Only 16" by Dr. Hook, and "Wonderful World" by Art Garfunkel. One song that remains Cooke's alone is "A Change Is Gonna Come," a gospel-inspired track that became one of the anthems of the civil rights movement.

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YOKO ONO's

"Milk and Honey" Album

John Lennon Yoko Ono
Milk and Honey



***Thank You Radio --
It's A Great Tribute***



Manufactured and Marketed by
PolyGram Records

LEANS TOWARD CHR

KSAQ Signs On As "Contemporary Adult"

C & W Wireless, which purchased KSAQ/San Antonio from Classic Media for \$4.1 million last November, signed the station back on the air last week with a new Contemporary Adult format, "similar to WCOZ/Boston," ac-

cording to President/GM Hal Widsten.

Widsten, who was most recently VP/GM at WMBD & WKZW/Peoria, continued, "Our format is right in between CHR and A/C." Explaining why KSAQ was off the air for the last two months, he said, "When we purchased the station there were a number of equipment problems to be rectified, and we also wanted to put a bit of distance between the old format (Contemporary Religious) and what we're presently doing. We're known as Q96, and according to our extensive market research there is a wide opening in this market for what we're offering."

PD Neal Hunter, who most recently worked with Widsten as PD of WMBD, amplified on the format. "Our entire airstaff is now complete. Q96 leans toward CHR, but with a definite emphasis for 25-49. As a result, Q96 has an uptempo feel about it, but we avoid some of the heavier metal records. Promotions are going to be an integral part of our plans, as we intend to become very involved with San Antonio and the surrounding community."

Popovich

Continued from Page 1
one of the most difficult decisions I've ever made. (Owner) Golden East Broadcasting has given me all the tools and resources one could want, and we've accomplished a lot here. But Mike McVay and (WMJI

Rudel
Appointed
WQXR-AM &
FM Operations
Director

Anthony Rudel has been promoted from Associate PD to Director of Operations at Classical-formatted WQXR-AM & FM/New York. He first joined the stations in 1977 as host of the ongoing Saturday show, "Campus Beat," later assuming duties as Program Coordinator and then Assoc. PD.

Commenting on his promotion to this newly-created position, Rudel said, "It couldn't be a more exciting time for me personally. To work for a place like WQXR, which has the history and track record that it does, is incredibly flattering for me. I'm also delighted to be working for President/GM Warren Bodow. We'll be reshaping a little bit, making some changes, and looking forward to classical music broadcasting remaining as important or becoming even more important than it has been to all generations." Rudel added that no replacement would be named for him as Assoc. PD.

principals) Larry Robinson and Larry Pollock have built a great radio station in Cleveland, and it's an honor and challenge joining their team to make WMJI even better."

No replacement for Popovich at KKCI was named.

LAWRENCE STAYS ON

Clark Tapped To Program WFLY

WPDH/Poughkeepsie programmer Pete Clark has transferred to WFLY/Albany as PD. WPDH owner Five Star Tower Corp. recently completed its purchase of WFLY from Rust Communications. Music Director Jack Lawrence, who served as acting PD during the transition, will continue his music duties and afternoon airshift.

WFLY & WPTR GM Dave Leonard told R&R, "I wanted to hire Pete even before we became part of the same company, so I'm thrilled he's joined us. We feel very good about staying CHR, mainly because of Jack Lawrence's performance during an extended period of time as acting PD. Pete will add the needed depth to take us from being a good station to a great station."

Shannon

Continued from Page 1
properties WGST & WPCH/Atlanta, as well as the company's affiliated broadcast services, the Georgia Radio News Service and the Meredith Radio Syndication Service.

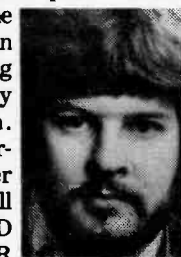
Meredith Corporation Radio President W.C. McReynolds commented, "We're delighted to have Steve back with us. His vast experience and management background will be of great service to us."

Prior to KCMO, Shannon served as VP/GM for WOW & KEZO/Omaha, which were sold by Meredith last year. Shannon told R&R, "I look forward to re-joining Meredith in this exciting new position, as I've always been one who enjoys breaking new ground."

Clark, who makes his debut as a CHR programmer, commented, "I'm very satisfied with what Jack has accomplished up to this point, and all I intend to do is learn the market and fine-tune our sound." Before programming AOR outlet WPDH, Clark was an air personality at WSPK/Poughkeepsie.

VP/GM AT GLOBAL
COMMUNICATIONSLucifer Resigns
KSDO-FM Post
For Consultancy

Jeff Lucifer has resigned as PD at KSDO-FM/San Diego to devote full time to his position as VP/GM of broadcast marketing/management/investment firm Global Communications Corp. Lucifer is a principal of the Los Angeles/San Diego firm along with attorney Mark Olson. KSDO-FM Operations Manager Dave Parks will absorb the PD duties at the CHR station.



Jeff Lucifer

Lucifer commented, "All aspects of our organization are now in place. I feel we have created one of the finest broadcast companies in the country. I will miss working with the talented staff at KSDO-FM. However, Global's client list continues to grow, and a fulltime commitment on my part is now required."

Carey

Continued from Page 1

the utmost confidence in Peter's abilities. He's a very mature guy with an excellent grasp of what we're trying to accomplish."

Carey joined WABX a year ago as morning personality and moved to afternoons last July. His radio background includes four years as an air talent at crosstown WMJC and WCZY (AM) (now WLQV), as well as a stint as PD at WILS/Lansing. Carey told R&R, "Ever since I started working here, the management has valued my opinion on many issues. Their genuine confidence in me has made me feel very comfortable, and I'm excited about it."

Carey described the new A/C format as "very similar to Ron Chapman's approach to KVIL/Dallas... a foreground, promotion, and personality-oriented presentation."

As part of the changes, former WCZY midday personality Tom Dean has joined WABX in the same position.

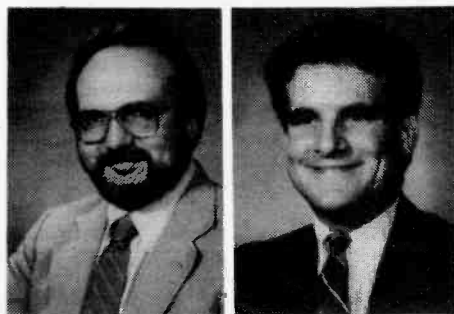
ISAACS NAMED GSM

Wilson Upped To KJYO OM

Insilco Broadcast Group's KJYO (KJ103)/Oklahoma City has promoted PD Dan Wilson to Operations Manager, and elevated Gary Isaacs to General Sales Manager of the CHR outlet.

In announcing the promotions, Executive VP/GM Mark Schwartz told R&R, "Dan has done a fabulous job over the past year in positioning KJ103 into a market and industry leader. He's made sure everything has been as perfect as humanly possible. I'm totally comfortable with his abilities when I'm away from the station, so his promotion is well deserved."

"I've known Gary for years when he was managing Lotus's New York rep office. He's originally from Dallas, so this is a



Dan Wilson

Gary Isaacs

return to a part of the country he's very familiar with. It's his first experience at a local radio level, but with all of his experience in opening Lotus rep offices in Chicago and New York, he'll bring a new form of selling to this market. Dan and Gary are fine examples of the quality people we're looking for in this company."

Wilson, who left KPUR/Amarillo a year ago to convert KJYO from Easy Listening to CHR, told R&R, "I really want to thank Bob Elliot, who consults KJ103 for Burkhardt/Abrams/Michaels/Douglas & Associates, for recommending me for this job a year ago. Without his help I might not have been here to enjoy this success, which is to be shared with everyone at KJ103." Wilson noted that Mark Shannon has been promoted to Assistant PD to help him with the programming duties.

Isaacs, who joined KJ103 in May as an Account Executive, commented, "Having been on a national sales level for a number of years, it's refreshing to work directly with clients on a local level, seeing a project through from start to finish."

Daniels

Continued from Page 3

"Erik is an excellent individual and a great person to work with; Don, who's been with us for over four years, is a hard worker and knows the Phoenix market. We're very excited about having both men as part of our management team."

Daniels has been with KNIX-AM & FM for 13 years. Foxx was formerly PD of WOW/Omaha, and Cristi has programmed KUPD/Phoenix, as well as stations in Detroit and Seattle.

KLOK-FM

Continued from Page 3

Services Director at KSAN/San Francisco. Saddle told R&R, "Much of radio's creativity has been formatted out over the years. New ideas are at a premium, and I'm thrilled to be able to match personality and new concepts to the pulse of this area and the listeners in it."

Maddox

Continued from Page 3

Maddox's radio career includes a stint as PD of KDAY/Los Angeles, as well as GM posts at KMJQ/Houston and WBMX/Chicago. He remarked, "I look at this appointment as a unique opportunity in that it is Plough Broadcasting. That makes it especially nice. WHRK will remain the same with only minor adjustments, basically to sharpen up and maybe do it better, if that's possible. There's been some discussion in terms of things we'd like to do with the AM, but the plans aren't all set."

TRANSACTIONS

Continued from Page 3

height of 829 feet and power of 100kw. WORL broadcasts on 1270 kHz with 5kw, daytime only.

President of Metroplex is Norman Wain. The group's other stations are WPKX-AM & FM/Washington, WFYV/Jacksonville, WMGG/Clearwater, and WHYI/Ft. Lauderdale.

Brown Broadcasting
Acquires KYNO-AM & FM

Brown Broadcasting has reached agreement with KYNO Inc., owner of KYNO-AM & FM/Fresno, to purchase the two stations for a price reported to be \$2.5 million.

Commenting on the purchase, Brown principal Michael Brown told R&R, "We like the West Coast a lot, and Fresno is forecast to be one of the boom markets over the next decade, so we feel fortunate to be going in there. We've been good friends with KYNO owner Gene Chenault over the years, so no broker was involved in this transaction. I don't anticipate any format changes, since both operations are doing very well." Sources expect FCC approval within 45 days.

Principals in the purchase of KYNO-AM & FM include Brown President Willet Brown, VP Michael Brown, and KXOA-AM & FM/Sacramento GM Phil Melrose. The acquisition expands Brown Broadcasting beyond its present holdings of KGB & KPQP/San Diego and KXOA-AM & FM.

KYNO(AM) is a Big Band outlet at 1300 kHz with 5kw days and 1kw nights. KYNO-FM is formatted CHR with 50kw ERP at 95.5 mHz.

Chase

Continued from Page 3

Before programming WHTX, Pall was WTAE's Production Director. Commenting to R&R on his departure, he said, "You can't program by committee unless everyone is on the same wavelength. It became increasingly evident over the past three months that we were pulling the station in too many directions, which, as everyone knows, results in no direction. As it turned out WHTX made significant increases in audience despite these internal problems. I'm thankful for Hearst's support over the past three years and I'm pleased that my programming concepts proposed a year ago are being proven valid again and again across the country."

**Epic, Portrait & The Associated Labels
#1 In 1983 RIAA Gold/Platinum
Certifications!**

RIAA Facts:

8 PLATINUM ALBUMS!

13 GOLD ALBUMS!

7 GOLD SINGLES!

E/P/A

**Where collecting precious metals
is an everyday affair**

RADIO & E/P/A

Together we make the hits SHINE!

/A--E/P/A--E/P/A--E/P/A--E

EAKER--BREAKER--BREAKER



MICHAEL JACKSON "Thriller"

One Of The
MOST ADDED

CHR BREAKERS 189/83 83%

MICHAEL JACKSON Thriller (Epic)

83% of our reporters on it. Moves: Up 55, Debuts 30, Same 21, Down 0, Adds 83 including WKBW, PRO-FM, CHUM, WLS, WGCL, KIMN, KUBE. See Parallels, debuts at number 23 on the CHR chart.

**12 GRAMMY
NOMINATIONS!**

Heavy Rotation MTV **One of the largest-selling albums in recording history**



CYNDI LAUPER "Girls Just Want To Have Fun"

CHR NEW & ACTIVE 106/37

WHTT 20-14	PRO-FM 27-20	Q105 30-22	KEARTH add 30
WXKS-FM 15-13	Z93 add	B96 32-25	KIIS-FM 36-17
WPHD add	KAFM add	WGCL add 13	KIQQ 11-7
Z100 on	93FM 28	WHYT add	KZZP add
WCAU-FM 25-20	I95 add 23	KHTR on	XTRA 23-15
WHTX 26	Y100 add	Q103 add	KITS add
			KWSS add
			KNBQ on

Heavy Rotation MTV



QUIET RIOT "Bang Your Head (Metal Health)"

CHR NEW & ACTIVE 120/46

WHTT add	CFTR add	B96 on	KOPA add	WRCK 39-30
WXKS-FM add	Z93 add	WGCL add	KZZP add	WBBQ add 29
WPHD 39-23	KAFM 25-18	KBEQ 21	KMJK add	KZZB 32-23
WCAU-FM on	93FM 22-15	KHTR deb 28	XTRA deb 22	WJXQ 16-11
WHTX add	I95 on	KIIS-FM on	KNBQ on	KKXX 30-25
PRO-FM on	Q105 add 28	KIQQ 25-20	WLAN-FM 4-3	KKFM 27-22
			WHFM 11-10	KRSP 23-16
				KQIZ-FM 34-18

Heavy Rotation MTV



Album sales now over 4 million!

ADAM ANT "Strip" ON YOUR DESK THIS WEEK!

/A--E/P/A--E/P/A--E/P/A--E/

BREAKER--BREAKER--BREAKER



NENA

"99 Luftballons (99 Red Balloons)"

CHR BREAKERS 151/44

NENA 99 Luftballons (99 Red Balloons) (Epic)

66% of our reporters on it. Moves: Up 51, Debuts 22, Same 31, Down 3, Adds 44 including WPHD, WCAU-FM, 94Q, WHYT, KHTR, KZZP, KWSS. See Parallels, debuts at number 38 on the CHR chart.

Watch On MTV



B104 add	94Q add 19	WHYT add	WKRZ-FM add	WKDD 29-21
WHTT 40-20	Z93 27-14	WKTI 28-20	WQID add	WKAU add
WXKS-FM 31-26	KAFM deb 30	KHTR add	WSKZ add	WKDQ 28-21
WBEN-FM 35-13	I95 deb 19	WLOL-FM 32-25	WDOQ add	WMEE add
WPHD add	Y100 deb 21	KIMN add	KSET-FM 8-4	WGRD 10-9
WCAU-FM add	B97 16-8	KOPA 29-25	WRQK add	ZZ99 add
B94 deb 30	Q105 19-13	KZZP add	WZYP add	WVIC 21-15
PRO-FM add	B96 add 38	KFRC add 27	WABB-FM add	Z104 2-2
Q107 deb 29	WGCL deb 11	KWSS add	KX104 add	KQKQ add
				WRKR 2-2
				KKXX 12-9
				KYNO-FM add 21
				KIDD add
				K96 add
				KHYT 6-1
				KRQ 1-1



PATTI LABELLE

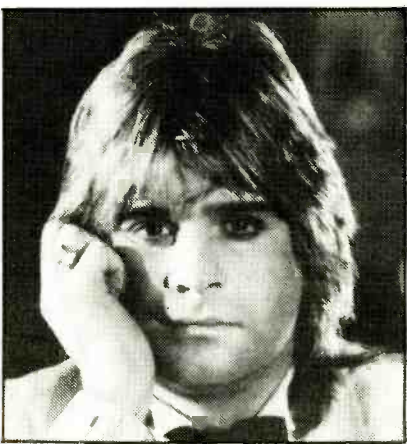
"If Only You Knew"

CHR
SIGNIFICANT ACTION

#1 Black Chart Second Week In A Row!!

Now Crossing At:

Z100 add 18	WBBQ add 36	KX104 add	KHYT add	Z102 37-34
Z93 35-25	KAMZ add	WNVZ 30	WGUY add	WXKS-FM on
I95 add	94TYX add	KQMQ add	WERZ add	WJAD on



OZZY OSBOURNE

"Bark At The Moon"

CBS ASSOC.
RECORDS

AOR Albums: 11 AOR Tracks: 14

Billboard: 22* Cashbox: 17*

Heavy Rotation MTV

Distributed by CBS Records

P/A--E/P/A--E/P/A--E/P/A--E/P

Contemporary Hit Radio



JOEL DENVER

Z100 — From Worst To First

"Rockin' America from the top of the 'Gorilla Building,' the flame-throwin' Z100," announces one of many cleverly-worded recorded promos heard on a recent aircheck of New York's new number one radio station. This is indeed a "Cinderella" story of how Z100, in PD Scott Shannon's words, went from "worst to first."

Achieving number-one ratings in New York is something many programmers dream about, and Scott's dream came true. In his first full Arbitron, Z100 took top honors with a 6.2 share, up from a 2.0 in the summer book. Grabbing a cumé of over 2.2 million, Z100 is ranked first with 18-34 adults. In teens, Z100 scores better than a 25 share, doubling WAPP's youth audience. Scott's reaction? "I'm thrilled, but I was so busy that when I heard the advances, I didn't even have time to celebrate; I had to wait until the weekend to party!"

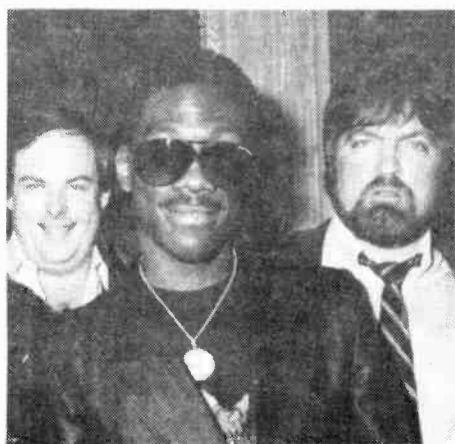
Underdog Psychology

Z100's August 2 debut caught only the tail-end of the summer sweep, so Scott used some shrewd "underdog" psychology to help insure victory in the fall. "I started our 'From Worst To First' campaign when the summer book showed us with a 2.0 share, or 20th in the market. I told the listeners I had never been last before in my career and it was breaking my heart. One day I got so carried away with it, they carried me out of the studio ranting and raving, and did the rest of the show without me! Well, it worked. New York (and for that matter, Long Island) got behind us and made us number one. This is the first time a station has been number one in both markets."

While Scott had a lot of fans in the media, probably the sweetest victory was finally winning the approval of New York Daily News columnist George Maksian. "When Z100 came on the air, George said we were the worst station he'd ever heard. He added I should have a plane ticket for Tampa standing by. As a result, we issued a bumper-sticker which read, 'Caution: I brake for George Maksian.' After the ratings came out, he phoned to apologize."

Mostly By Word Of Mouth

Scott was quick to share his secrets of success. "All we've done is give the people what they want, and stay humble about it. Now we've got to work our butts off to make Z100 better. We won this book with little advertising — mostly by word of mouth. Our 10-second TV spots didn't air until the last third of the book, and we only bought



Ross Brittain, Eddie Murphy, and Scott Shannon

\$80-90,000 in time, which doesn't go far in New York. The only thing the commercial said was, 'There's a brand new radio station that plays hit music 24 hours a day. It's at 100.3 FM, Z100.' I didn't want to run the spots because I wanted to show if you did radio correctly, people will find out about it on their own."

But Scott cautioned against such a spartan advertising program for other stations looking to save a few bucks. "What worked here doesn't hold true in all markets and in all situations. Quite frankly, we'd have a 6.2 without the spots. Our image was so great, I was actually afraid the TV spot might color people's impression of us. Outside of a few promotions in and around New Jersey, we didn't do anything in Manhattan. Z100 was what you heard, and everyone heard something different."

A Strong Emotional Base

To Scott, winning was simply a matter of filling a hole in the market. "People sought us out because Z100 was offering something no one else was, even though WPLJ was on the air a month before us with their CHR format. It wasn't just the music we're playing, the difference was the presentation. I used every weapon in the arsenal this book, the most powerful being emotion. (Consultant) Mike Joseph called me yesterday and described what we did as the 'greatest radio attack he'd ever seen.' That

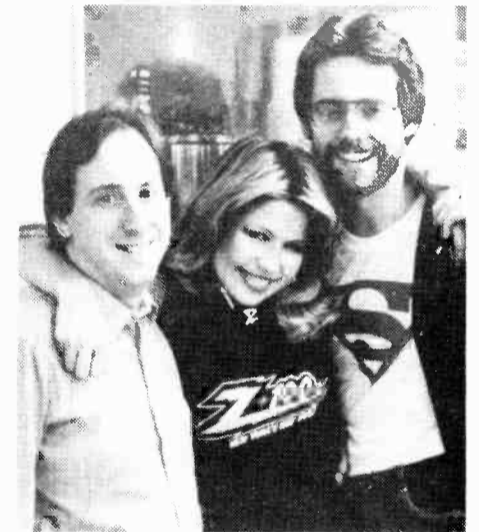


really made me feel proud."

During the book, Z100 didn't give away mountains of cash, either. Scott told me they handed out \$15,000 in \$100 bills, and had some album and Z100 T-shirt winners. "Again, this is an unusual situation," he said. "We just had so much street awareness. This market is very emotional, and so is Z100. New York is a city of passion, and Z100 can make you laugh, cry, or feel like dancing. Z100 motivates feeling, while so many stations are flat. I'm a very emotional person and so is the staff. I hired the hungriest group I could find; they were all eager and desperate to win."

Victory Is Sweet

In Scott's 12-year career, he's programmed many winners, including WMAK/Nashville, WERC/Birmingham, WQXI/Atlanta, WPGC/Washington, and Q105/Tampa. So Z100 simply follows the course of Scott's track record, and for him this vic-



Operations Manager Dr. Christopher Reed, Pia Zadora, and MD/Assistant PD Michael Ellis

A Word From The Dean

Z100/New York GM Dean Thacker and Scott Shannon virtually built Z100 from the ground up. I asked Dean for his views on the station's development.

"We've had tremendous backing from Malrite, who helped us achieve our goal to be number one in the city. This project started in May with only a license to broadcast, and a construction permit for an antenna on the Empire State Building. We didn't even have a toilet. So from June 1 until now, we've built studios, changed transmitter facilities, hired a staff which now numbers over 40 people, and managed to do what we did in the ratings."

Keeping a manageable commercial inventory is an important factor for continued success. I asked Dean if the present spot limit of seven minutes/eight units would remain, considering the tremendous ratings. "For the present I would say yes. We may eventually add an additional minute, but we plan to keep it at four spots an hour to avoid sounding cluttered."

"I'm really proud of the job everyone has done in such a short period of time. It's been a real pleasure to see a station grow from infancy to a giant overnight. Our pace and dedication to good radio will not wane. In fact it grows stronger with our success. Scott and I



Dean Thacker

came in here to build an institution, and we're here to stay."

Dean added, "Our visibility will increase dramatically, as we've just launched a merchandising program similar in scope to sister station WMMs. We've already got our Z100 T-shirts out there, which can be bought through any 'Crazy Eddie's' (stereo equipment) outlet or through the mail. This is just the beginning for us. As Shannon was quoted in a New York newspaper on our success, 'It's a place to start!'"

tory is especially sweet. "Not only did we win in New York and Long Island, but we beat WNBC morning man Don Imus. Imus has never been beaten 12+ by another music station before. His attitude is this is the first of a 15-round fight. If so, he's been knocked out already."

By Scott's own admission, he stylized Z100's sound to be different from the typical spit-and-polish of New York radio. "My jocks aren't all seasoned pros, because I wanted Z100 to sound natural and familiar. Mistakes are human, and so are my jocks. The energy here is unbelievable! Z100 is the fastest-paced, most uptempo station I've ever built. This is the first time I haven't played any downtempo oldies, such as those by Jimmy Buffett or Bread. In fact, we play very little Beatles music."

Programmer's Passion

Part of the winning attitude which permeates Z100 comes from the top. Scott said, "My GM Dean Thacker is a sales-oriented manager who is also a very good listener. He'd never worked with CHR before, so the morning show sounded pretty alien to his ears. I just told him to give me one Arbitron and then we'd talk about it. The rest is history, because he's never mentioned it since. Dean's great because he and I complement each other's personality. He hired me to program the station, and aside from offering input when I need it, he does his job and lets me do mine."

Continued on Page 34

**JUST ADDED-Z100 NEW YORK,
THE #1 STATION IN THE #1 MARKET!**

40 TOP SATELLITE SURVEY



**WITH DAN
INGRAM**

Something new and unique in contemporary hit radio.

Fresh from the explosive success of our A/C TOP 30 USA countUP, **RADIORADIO** now brings stations a new super-lively CHR countUP program—TOP 40 SATELLITE SURVEY. This new innovative weekly program gives you:

- Outstanding nationally known host, Dan Ingram...
- Three exciting hours of music weekly in our exclusive countUP format...
- An opportunity for your station to actively participate in the research and development of the weekly playlist...
- As a member station, "appearances" in the program on an on-going, rotating basis, and make...
- Your station's air personality a part of the program's actual sound.

TOP 40 SATELLITE SURVEY with Dan Ingram will be delivered by satellite (or high quality discs for stations using them).

It all starts in April 1984 and has already been cleared on major stations in Los Angeles, Chicago, Philadelphia, Boston and St. Louis.

Be sure your station is the one to carry it in your market. Don't miss out. Call Susan Jacobi 212-975-6917 for details.



BECAUSE WE'RE TWICE AS GOOD!

Z100 — From Worst To First

Continued from Page 32

"Because my real passion is programming, I am fortunate to have Christopher Reed as my midday personality and Operations Manager. He really runs the radio station. He critiques my jocks, does the scheduling of air talent, contests, promos, etc. Christopher knows exactly what I want, and delivers it for me. I am the 'architect' of Z100 and he is the 'construction manager.' I need the time to free up my brain to be on the air and serve as the creative impetus.

"Having the freedom to think," Scott continued, "allows Z100 to evolve and change every day. I spend a lot of time here, and see almost every jock every day. We are all friends and work very well together. I frequently get ideas while at home or in a car, and I'll call up the jocks on the air for their thoughts. Being on the air every day gives me a unique feel for the audience. I talk with more people in one day than the average PD does in a whole month. We discuss what they like and don't like about Z100. If you aren't doing that, then all the research in the world won't help you."

Finger On The Pulse Of New York

While Scott may use his guts to help interpret the research, he admits that careful analysis of the music has been a major factor in Z100's success. "We do extensive retail sales studies; in fact, it's the most intensive retail research I've ever done. We call between 100-150 stores weekly. Because

of this market's size and the volume of work, this is the first situation I've ever been in where I needed to have a fulltime, off-air MD/Assistant PD.

"I'm lucky to have (former WKTU MD) Michael Ellis working here. The music is so important to our survival, and he knows what this town is about. Michael handles the music scheduling and research, and has a lot of input into what goes on the radio. We don't do callouts, but conduct extensive request line surveys. We ask what they like and what they don't, their demo, and what they're tired of hearing."

Role Model

I mentioned to Scott that he and Z100, along with Gerry DeFrancesco and KIIS-FM/Los Angeles, possibly represent the most impressive models of success in CHR radio today. He responded by saying, "We are just running an old-fashioned CHR station in New York City. I'm just angry that Gerry went up again, and I'm determined to catch him. This just makes me work harder! Gerry, I'm coming after you!"

"Seriously, I enjoy the role of teacher. Everyone's learned their lessons, and I've learned from them as well. I love what I do, so for me this is fun. What scares me is those that hear us or KIIS-FM and say to themselves, 'That's what my station should sound like.' You must tailor your station for your market, not for the ears of other programmers! Your listeners are the ones you have to impress."

Armed with his new slogan "We're gonna bust our butts to stay number one and make Z100 even better," Scott remarked, "There are no radio geniuses. I'm just a programmer who relies on his heart, his brain, and the fear of failure to work harder than the other guy. I do not want to lose... I always want to be on the winning team.

"I'm out to make Z100 the greatest radio station ever. The PD who wants to win the most will win, and you can't do it by imitation. You have to have your own ideas. If broadcasters worked at being the best instead of worrying about money, then the money would come."

I asked Scott if he'd look into his crystal ball for some thoughts on future ratings. "I'm not ready to make any predictions for Z100's next book, but I believe those who adjusted attempting to stop me got hurt. Those who stood by their game plan were hurt the least. WRKS is a good example, since they suffered the least drop among the Urbans, which we greatly affected. For WPLJ to take a dip at the height of CHR's popularity is a bad sign. They'll take another dip before it's all over. WKTU will come back, while WRKS will remain strong."

Sharing The Credit

The music heard on Z100 is nothing but the current hits, mixed with certain oldies and recurrents. Taking a slight Urban lean because of the market, Scott plays a wide spectrum of music from Kenny Rogers to



Sports Director J.R. Nelson, News Director Claire Stevens, Baby D.J. Kevin Smith

Quiet Riot to Grand Master Flash. "I'm a very independent PD, and what I do today may not be valid tomorrow. We've got very loose rotations for a number-one station, and I'll vary them from time to time to mess up the competition. Great radio stations aren't built on hot clocks and contests; they're built on heart.

"I must give a lot of credit to Dean Thacker for his support, and to Malrite National PD Jim Wood. He's really left me alone to program Z100 as only a local PD can, but has always been there to help me when we need him. Originally we were going to call this station 'Hits 100.' I argued with everyone about it, and finally won my point. Even in the early stages of Z100 they took a gamble with me and we won. And now we're going to keep on winning."

"Christmas Bits"

• The Hottest Hit of the Holidays? Cabbage! "Cabbage Patch Dolls," that is. Radio stations from Maine to Hawaii gave them away in all sorts of ways. KEYN/Wichita flew 18 dolls in from Dallas complete with a limo ride to the bank vault. KUBE/Seattle opened an adoption service. Listeners wrote in and described why their families would make a good home for the dolls. WKTU/Milwaukee morning men Riteman & Mueller even threatened to drop them out of a B52 airplane over Milwaukee County Stadium, and B94/Pittsburgh offered to buy people's Cabbage patch dolls back for \$94 each, and then gave them away on the air. Y100/Miami, in conjunction with Coleco, donated a "cabbage kid" to the Miami Children's Hospital every time a listener won the doll for being the 100th caller after hearing a Christmas song.

• Another Hot Christmas Doll? WZPL/Indianapolis sent air personality Johnathan Doll out to office parties to help begin the celebrations. It also gave away turkeys to lucky listeners who heard the humorous song "The 12 Turkeys Of Christmas."

• From the "Christmas Wish Department" (or) the "Santa Isn't The Only One Granting Wishes" file: listeners kept stations like WTIC-FM/Hartford and KRSP/Salt Lake City busy with wishes for everything from new cars to Rick Springfield's underwear. WTIC-FM, like many other stations, had the true meaning of the holiday by granting listeners wishes for someone else.

• Oh Silent Night! Never in radio! So to replace that celebrating staff, special Christmas programming has become a part of the holidays and this year showed a wide variety. KEARTH/Los Angeles began playing 24 hours of continuous holiday music on Christmas Eve. KIQQ/Los Angeles presented an adaptation of Charles Dickens's "A Christmas Carol" with actors from the "General Hospital" series, including Tony Geary. KRLA/Los Angeles highlighted Christmas songs from the '50s and '60s.

• Segueing from 1983 to 1984: WHYT/Detroit hosted a live audio and video simulcast from a local club where it counted

down the biggest hits of 1983. CFRW/Winnipeg also hosted a live broadcast, from the Winnipeg Convention Center, on New Year's Eve, ending it all with a countdown.

• Yes, There Is A Santa Claus: With the help of some dedicated stations many children now believe in Santa. Q107/Washington held a screening of MGM's new movie "A Christmas Story" to benefit the Marine Corps' "Toys For Tots." Admission was free with the donation of a new toy, and combined with two smaller promotions, the station raised \$3000 in new toys. In conjunction with WJLA-TV/Washington, Q107 encouraged listeners and viewers to donate food, bringing in enough food for 800 families and \$6000 in cash contributions.

Z104/Frederick, MD held its 9th annual "Christmas Cash For Kids Drive," the most successful fundraiser in the area to help buy needy children toys, clothing and blankets. Q104/Gadsden, AL PD Roger Gaither asked every listener to send in \$1.00 in hopes that 10% of the station's 200,000 listeners would send in that dollar and create \$20,000 worth of Christmas cheer. KZ93/Peoria, IL held its annual "Share Fest '83" canned food drive for the Salvation Army. KCNR/Portland along with local co-sponsors held the annual toy drive for the Memorial Hospital for children and gave away the toys during the Portland Holiday Parade. KEARTH/Los Angeles gave away a Toys R Us gift certificate to the favorite children's charity of every listener who phoned in to win one of the certificates. And WNBC/New York's "N-cop-ter" filled in for Santa's sleigh when it

assisted the "Toys For Tots" drive. During the copter's normal traffic reporting routine, the crew made consecutive two-hour stopoffs for toy pickups at three locations. A member of the USMC played Santa, and the toys were delivered to nearby Fort Schuyler, where they would be distributed to needy children.

• Too Much Christmas Cheer? Q105/Tampa offered the "Safe-Ride Line" from December thru January to anyone who felt too cheerful to drive. KAFM/Dallas, along with the Safety Council of Dallas, celebrates the one-year anniversary of the "D.W.I. Hotline." The hotline receives calls from people who suspect someone on the road of being drunk. The hotline is manned by volunteers from the radio station, police department, and shut-ins from convalescent centers.

Motion

WAVA/Washington welcomes Marc Mitchell to do afternoons from WDCG/Durham-Raleigh, NC as Tom Kent leaves the PD chair at WNOK-FM/Columbia to do nights and Jon Anthony, last at KX104/Nashville, comes in to do late-nights

Bobby Knight, most recently from WKDD/Akron and WDOK/Cleveland, becomes PD at CK101/Cocoa Beach... Beau Davis joins WIKZ/Chambersburg's morning show from WKWK-FM/Wheeling, WV, and Chris Edwards moves from weekends to nights... KHTR/St. Louis appoints Kevin McCarthy MD/weekends. Craig Roberts moves into nights, replacing KC Van Allen, who becomes Production Director, and Bobby Day moves into middays, with Lori Thompson from WCIL/Carbondale, IL on overnights and Tom Kramer doing weekends.

Russ Williams, former PD WNSL-FM/Laurel, MS, moves to middays at WLCS/Baton Rouge... Newsman Max Cacas joins WXTR-AM & FM/La Plata, MD from WAMU-FM/Washington, DC... Q101/Meridian promotes Tom Kelley to PD/MD, Brother John Moore moves from Q104/Gadsden, AL to do mornings, and Wayne Woods exits Q101 to do mornings at WKDA/Nashville... WAZY-FM/Lafayette, IN welcomes Dr. Dave to middays and Thomm Kristl to all nights with nightman Fred Sparrow adding MD to his duties... Catherine Woods joins

WFTQ-FM/Worcester as Promotion Director... WRQC/Cleveland promotes Jan McKay to News and Public Affairs Director... WJKC/St. Croix, WI debuts as "Isle 95," the Virgin Islands' first 24-hour FM CHR station, with Johnathan Keyes as PD.

Dean Lambert has been named MD at KXSS/Lincoln... At WKAU/Appleton-Oshkosh, Rich Michaels joins mornings and Rich Allen leaves the MD post for mornings at WGBF/Evansville... Kim Thorne is named News Director at 95XIL/Parkersburg from WKKW/Clarksburg, WV... WZZO/Allentown hired WSQV/Wilkesport's Sally Sherman for mornings weeks after she was hired to overnights from X103/State College, PA... Beau Reyes, formerly PD at 13K/Bakersfield, is now doing mornings at KBOS/Fresno... KLUC/Las Vegas Assistant PD Randy Lundquist exits... Greg Rolling has been named MD at B95/New Orleans... WPLJ/New York appoints Bob Ortiz as special news reporter and J.J. Kennedy joins as midday personality... Rick Van Zandt exits WTRY/Albany, NY for Promotion Director at WHTT/Boston... M.J. Ryan goes from WZOK/Rockford to swing at WCAU-FM/Philadelphia as Mike Kelly.

Lonnie Perkins exits WSTO/Evansville, IN and Brian Jackson joins mornings from WAVG/Louisville, KY... At KMGX/Fresno MD Carey Ed-

wards moves to nights, Rik McNeil takes on overnights, and Jim Kirk is promoted to Production Director... WDCG/Durham-Raleigh, NC promotes sales assistant Cindy Wright to Assistant PD... WBNQ/Bloomington, IL welcomes new morning man/MD Scott Robbins from WKQA/Peoria, IL... New at WYKS/Gainesville, FL mid-days is Harold Minch from across town at WRUF... KJ103/Oklahoma City expands its staff to include Denise Evans mornings from KENI/Anchorage, AK and promotes Mark Shannon to Assistant PD... Mark Todd moves to KWSS/San Jose nights from KREO/Santa Rosa... Bill Kelly rejoins nights at WFMI/Lexington, KY from KSTT/Davenport, IA... Harley Davidson moves from WSHE/Ft. Lauderdale to overnights at Y100/Miami... KTRS/Casper, WY appoints Rick Lane MD.

At WSIX-AM/Nashville, former WJDQ/Meridian, MS PD Chuck McCartney signs on afternoon drive and Fran Morley has been promoted to overnights... Rick Danzant moves from WPYX & WTRY/Albany to become Promotion Director at WHTT/Boston... At WHFM/Rochester, Pete Kennedy is promoted to overnights and Kimberly Wynn takes on weekends... WSPK/Poughkeepsie PD Chris Leide is the proud father of Gregory David Leide... KWKR/Garden City, KS has signed on the air with a CHR format, and needs service. Send it to Rick Nulton... Radio Luxembourg is looking for CHR, AOR and A/C product. Send your product to Francis Zegut, RTL, 22 Rue Bayard, 75008 Paris, France.

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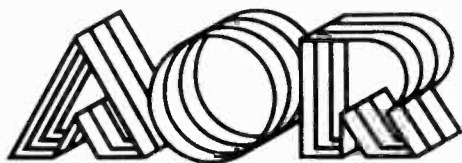
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- Learning Sales
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MAKING THE MOVE

From Programming To Management

If you're in the programming ranks and aspire to managing a radio station, your chances of realizing that goal may seem slim. It's no secret that sales, rather than programming, is generally the quickest route to upper management. Take heart, though — there are several AOR GMs who started in programming, and whose successful transitions offer hope to those of us who know what it's like to slave over a hot microphone. For those of you with dreams of upward mobility, here's a look at how the chosen few got there and what it's like having the big office with a window.

Tony Berardini WBCN/Boston

Tony Berardini climbed the ladder at WBCN/Boston almost reluctantly. Hired in the summer of 1978 as the 10pm-2am jock, he was quickly appointed MD, and then promoted to PD in May of 1979. When Infinity Broadcasting offered him the GM post in December of 1980, he turned it down initially. Berardini didn't want to "get away from the music, which will always be my first love and the basis for why I'm in radio."



Tony Berardini

He eventually accepted the job, influenced in part by the memory of probably the first AOR PD to segue to the GM chair, the late Tom Donahue. "I admired his programming innovation, and also his ability to take over KSAN/San Francisco and be sensitive to the sales aspects, too."

As Berardini explains it, his own lack of management experience was appealing to his employers. They felt he'd bring a fresher perspective to the job than a seasoned GM, and avoid mistakes by his willingness to ask a lot of questions.

He wasn't one for false pride, either. "When I first took over, I would say I'm the General Manager, but not a general manager. I never made the pretense of knowing everything. If you're telling everybody you know the answers and you really don't, you're trying to cover up and

"I don't know how to make a sales pitch, and I don't think it's necessarily important that I do."

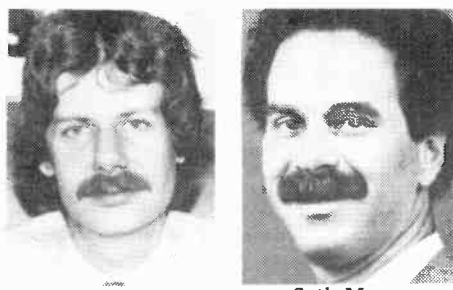
—Tony Berardini

you're going to hurt the radio station. To a certain extent, I'm just beginning to feel now as though I'm coming into my own as a general manager."

Berardini also took the smart approach to getting some sales smarts. "I told the sales staff I didn't know what I was doing, but I learn fast and if they tried to fool me I'd find out about it and they'd be in a lot of trouble."

Wanting to redress the animosity that often exists between sales and programming, Berardini went on sales calls and got to know the sales staff better. His primary

objective, though, was "learning how to organize the station so that the individual departments interact well with each other. I don't know how to make a sales pitch, and I don't think it's necessarily important I do.



Jeff Chard

Seth Mason

It's more important that I understand the process of what goes on in sales so that I can interweave that with my understanding of programming, promotion, engineering, and finance. I see the GM as the grease in the mechanism, providing the tone and the image that's projected on both a programming and sales level."

When problems arise between sales and programming, he expects the department heads to "solve it between themselves. If they can't, then they come to me and I act as referee. My job is to balance the short-term and longterm goals of the station."

Berardini avoids the easy trap of second-guessing his PD, Oedipus. "If you hire someone for his ability, don't get involved in the day-to-day stuff. I told Oedipus that the only time he'd get in trouble is if his ego wouldn't let him ask me what my experience was so that he wouldn't make the same mistakes I did when I was PD."

Since he still pulls a regular airshift ("Heavy Metal From Hell" Sunday nights), he continues to attend airstaff and music meetings, but as a jock, not as "a GM who would overrule the PD's policies. If Oedipus were to tell me to hit the call letters four times and the dial position once in every break when I'm on the air, I damn well better do it."

Though you're likely to find him hanging out with the airstaff at clubs and concerts, Berardini is nonetheless aware "you have to create some distance from the staff, and they've got to understand when you're in the role of disk jockey and friend, vs. when you're in the role of general manager."

Seth Mason WXRT/Chicago

Seth Mason's initial foray into radio sounds like the kind of horror story your parents cite to discourage you from entering this wild and wacky business. In less than two years, format changes at three straight stations he worked for left him out on the street. Rather than take a sensible

job like selling encyclopedias, he joined John Platt and Bob Shulman in 1973 during the early stages of WXRT/Chicago. They brokered the overnight slot for their progressive rock shows on what was at that time a foreign language station, splitting many of the duties among themselves.

Seth's Salad Days

As the venture became more successful, they decided to divide the jobs in a more traditional fashion. Out to dinner at a restaurant, it was agreed that Platt would be PD and Shulman MD. The waitress told them their meals came with a choice of soup or salad, and Mason asked how much each side dish cost a la carte. Informed that soup was 35 cents and the salad 40 cents, a hungry Mason ordered the salad with the meal and the soup on the side for a net savings of 5 cents. Having demonstrated this financial wizardry, Mason was tabbed as Business Manager.

"Trial by fire and learn by doing" is how Mason describes his indoctrination into the sales arena. "I didn't know anything about a gross rating point or cost per thousand when I started." As the operation expanded its amount of hours on the air, Mason was hiring and training a sales staff while at the same time teaching himself to sell.

When he fired Platt, one of his closest friends, in 1979, it became clear that Mason was no longer one of the boys and would do what the business needed. "That showed that the buck stopped here. The airstaff said, 'If he could fire John, he could fire any of us. We're really not equals; he is the boss.'"

How does he resolve the inevitable conflicts between sales and programming over running promotions that programming objects to, but may determine whether a station gets a major buy? Mason says he's fortunate to have an owner who shares his longterm point of view. "We want to make a good buck this year, but also next year and the year after. If we cheapen the product this year, it'll hurt us next year. We just

"If we cheapen the product this year, it'll probably hurt us next year."

—Seth Mason

passed on a \$16,000 beer campaign with a promotion you had to do that didn't fit the sound of the station."

Mason also won't "sacrifice the integrity of a rate. We won't sell the station cheap in the first quarter just to put some money on the books. Some people might think it's crazy to turn business down for that reason, or because of the sound of a spot or a promotion. They tend to be the kind of people who are accountable on a quarter-by-quarter basis. So are we, but at the same time I can point to things I'm glad we didn't do because we still have control over what we do in marketing and promotion areas."

A programming-based management or salesperson is able to sell "conceptually. You're able to be very lucid about your format and every other station's in the market. There are a lot of buyers who pride themselves on buying conceptually, buying to match the product they're buying for. A strictly sales-oriented person is often going to be limited to quantitative considerations."

It's probably no coincidence that at both WBCN and WXRT, two of the country's premier old-line AORs, the GMs come from programming. Where others might have opted for quick fixes during ratings droughts by radically overhauling programming, Berardini and Mason chose to maintain their stations' images and legacies. Mason feels, "Having a general manager who comes from programming helps you tremendously in keeping the integrity of your radio station." He's sure there would've been major changes in WXRT's direction if "I wasn't here in 1981 to convince the owner that I had faith in the concept of the programming and we could turn it around with some modifications."

Having struggled as a jock himself gives Mason the "grasp of what it's like to be in the trenches. Salespeople who become GMs usually do well right away, and don't know what it's like to be making \$125 a week for six shows. I try to remember that."

Jeff Chard WOUR/Utica

Jeff Chard's transition to VP/GM at WOUR/Utica was a gradual one that prepared him well. He came to the station in 1973 as the programming half of a management team, with a partner who handled most of the business affairs. Chard wore two hats from the outset, out on the street

"Someone from a sales or finance background understands the numbers, but not the heart and soul of the operation."

—Jeff Chard

a couple of days a week selling his own programming. When the partner left in 1979, Chard's combination of sales and programming experience made him an ideal choice to be elevated to the GM slot.

Taking on the new position still wasn't a bed of roses, though. He spent many a 12-14-hour day just getting on top of the job, with the greatest challenges being "cash flow management, accounting procedures, and corporate procedures. You learn the existing systems already in place, and as you become more comfortable, you modify the systems to suit your own style and needs."

Chard avoids conflicts between sales and programming because of his "credibility with both sides to be able to effect compromises and come up with creative solutions." If sales is formulating an idea that he feels isn't strong enough for programming, he suggests looking for other elements to tie in to make it more attractive.

"People who want to get into management should go out on sales calls so they understand how it's done and what the considerations are," he advises. "Often the programming people perceive the sales staff as a separate department that's not important to what the programmers are doing." Chard offers this astute observation on why programmers can make first-class GMs: "A radio station is really a small business, and in a small business the more you know about how your product is manufactured, the better qualified you are to make important management decisions."

Continued on Page 38



Most Requested
Video



"ROCK SCHOOL"

AOR Hot Tracks #41

AOR Albums #33



Paul Young

"COME
BACK
AND
STAY"

On Your Desk
This Week

KENNY LOGGINS

Footloose

The Title Song
From The Movie
Soundtrack

On Your Desk
This Week



On Your Desk This Week

WIRE TRAIN



"We've already had success with WIRE TRAIN's 'Chamber of Hellos' as an import — They are another of the great new bands keeping San Francisco music fresh and exciting." — KFOG PD DAVE LOGAN

"WIRE TRAIN offers an irresistible opportunity to start off the new year with a fresh new sound. The album lends depth and credibility to stations expanding the definition of their format." — WXRT PD NORM WINER



UPDATE



A MOVABLE FEAST — KZAP/Sacramento offered listeners "Breakfast On The Mayflower" with the station's morning team Thanksgiving Day. The Mayflower wasn't seaworthy, of course — it was a moving van. Among the winning entries that finished the line "I should have breakfast on the Mayflower because . . ." was one from "Indian Girl Whining Gales" who wanted to "spendum heap big Thanksgiving feast snuggled up to warm Pilgrim deejays and check out totem poles." No word yet from the Indian Anti-Defamation League. Pictured above are morning types Chris Davis (l) and Kevin "Boom Boom" Anderson (r).



KQDS NEWS DEPARTMENT HONORED — KQDS/Duluth received a first place award in the Public/Community Service category, and an honorable mention in the News Documentary category, from Columbia University's Armstrong Memorial Research Foundation. From left, reporters Lisa Rundell and Susan Barr, News Director Mike Simonson, reporter Carol Smith, and Senior Reporter Cindy Hoefling.



MICHAEL STANLEY GOES TO THE WALL AT WRIF — Michael Stanley leaned on WRIF/Detroit for some airplay recently. From left, Assistant PD Tom Dalton; Stanley; PD Mark Passman; EMI's Linda Vitale; and EMI Midwest AOR Director Tony Smith.



RHINO DUMPS ON KROQ — Rhino's Rich Schmidt delivers Rhino's "The World's Worst Records" to KROQ/Pasadena's Raechel Donahue. Note the regurgitation receptacle that Schmidt wisely attached to the album held by Raechel, who can barely contain herself.

Buffalo hasn't seen the Police since 1979, and WGRQ/Buffalo is aimin' to do something about that. Drummer Stewart Copeland made an on-air promise when he was through town to promote his "Rumblefish" soundtrack, but when the latest itinerary was released, the town that put chicken wings on the map wasn't included. So on Tuesday the 3rd, jock Snortin' Nortin vowed to stay on the air until a local date is announced. (A vow from Snortin', by the way, is nothing to snort at — a few years back, he set a McGuinness record for staying on the air for three weeks straight . . . and he was just doing it for the heck of it then.) Wednesday night, calls of protest from station listeners blew out the phone system at FBI, the booking agent for the band. The agency's President, Ian Copeland, called the station on the air the next night to say the band was intrigued with Snortin's stunt, and there's now a chance the Police will be booked in Buffalo. 'GRQ is airing a tape hourly of Stewart Copeland's promise, and the whole shebang has netted the station coverage on MTV, Cable News Network, and from local media outlets.

KBCO/Boulder blew some hot air on its listeners during the record cold spell over the holidays. They warmed the audience's ears, if not their hearts, by playing an evening of "tropical tunes" ("Hot Stuff," "Heat Wave," Beach Boys, Jimmy Buffett) and talking about nothing but warm weather.

KATT/Oklahoma City called FM100, the radio station that serves US forces in Lebanon, and found out that the troops love to get letters and packages. KATT is encouraging listeners to send mail in care of Joint Public Affairs Bureau, 22 MAU, Fleet Post Office, NY 09502.



GREASE HIS PALMS — R&R is proud to report exclusively the newest contender in the 1984 Presidential race. WWDC/Washington's Greaseman has entered the fray on the Rock and Roll Party ticket, attempting to appeal to young voters who are discontent with "noxema laden leadership." When finished with his morning duties, Greaseman can often be found campaigning at Washington landmarks, extolling the virtues of something he calls Hobbledogee. His first pledge is that if elected, he will "make sure that all ugly people can get a date."

From Programming To Management

Continued from Page 36

Someone from a sales or finance background understands the numbers, but not the heart and soul of the operation. So often, that's the kind of station that changes format every couple of years."

The most important step in making the jump from programming to management is perhaps simply committing to venture into territory unfamiliar to most programmers — sales. Programmers are lucky in that they have the opportunity at their fingertips to learn the "business" side of "show business." Radio stations, unlike many businesses, are usually run loosely enough so that a programmer can soak up knowledge by just spending time on the sales side. Going on sales calls can't help but increase your understanding of the radio business overall, and even cast your own efforts in a new light.

The journey from programming to management is more difficult than getting there from the sales ranks, but the few who make it seem to possess a particularly keen understanding of the need for longterm commitment to both a station's format and the people who deliver it. I'm looking forward to writing more stories of the people that make the trip.

SEGUES

KGON/Portland retains the services of B/A/M/D while adding Beau Phillips as a consultant . . . KYYX/Seattle and KPOP/Sacramento have shifted their Rock Of The 80s to a CHR direction . . . WZIR/Buffalo is now WRXT . . . KZOM/Beaumont is sticking with AOR and not switching to CHR.

At WPDH/Poughkeepsie, Stew Schantz is upped to PD and Rick Buser steps into the MD post . . . Les Cook replaces Randy Z as PD at WIQB/Ann Arbor . . . WMYK/Norfolk owner Robert Bennis takes over the PD and MD positions from John Helmerl and James Scott, respectively . . . Brian Taylor is upped to PD at KQDS/Duluth, replacing the exiting Bruce McGregor, while Dan Culhane gets the nod as MD.

Mike Beck has stepped down as MD at WIMZ/Knoxville and Mike Richards has relinquished that spot at WSCY/Syracuse . . . MD Ben Smith leaves WEZX/Scranton to become Assistant PD at WTLQ/Pittstown.

Jane Shayne joins KROQ/Pasadena as Promotion Director from Samuel Goldwyn & Co. . . . WPYX/Albany Promotion Director Rick Van Zandt goes to WHTT/Boston as same . . . Kim Neal is the new Promotion Director at WNOR/Norfolk.

Steve Knoll leaves WYFE/Rockford . . . Robyn Taylor moves to middays at WPDH, with Matt Walsh upped from parttime to replace her on overnights.



AND WAIT UNTIL YOU SEE WHAT HE DOES WITH GUITARS — Iron Maiden's Bruce Dickerson shows that his Oriental drumming style is nothing to sniff at, while WLWQ/Columbus MD Lee Randall (l) and air personality Wendy Steele (c) look on in amused terror.

WPEG MD Norman Dies

From Gunshot Wound

Les Norman, Music Director at WPEG/Charlotte, died under mysterious circumstances, apparently from a gunshot wound, last week. The 29-year-old Norman was last seen alive at a local nightclub last Tuesday (1-3) morning. His car was found abandoned later that day, and searchers discovered his body in a wooded area in Charlotte the next day. He had suffered a gunshot wound in the leg and had apparently bled to death.

An investigation into Norman's death by local police is going on, but no further details have been officially released. A reward fund

has been established by the station, which is running announcements to make listeners aware that donations can be made to the Les Norman Reward Fund at any branch of the Wachovia Bank of Charlotte.

WPEG Station Manager Nancy Cooper commented, "What I would most like for all who knew him to remember was his great charm. At the same time, he took life very seriously and his job very seriously. He was a pleasure to work with, and he'll be sorely missed." Norman is survived by his wife Trenice, his mother, and four sisters. Funeral services were held Sunday (1-8).



STREET TALK

Continued from Page 22

KREM/Spokane is packing up the automation equipment for a run at live A/C radio. The new calls will reportedly be KLHT.

B97/New Orleans's former MD/Assistant PD Jerry Lousteau has resigned to become PD at KBIU & KLOU/Lake Charles, LA. KBIU is a 100kw CHR; KLOU is running the Transtar A/C format.

Steve O'Brien has been named PD at WKFM/Syracuse, replacing Chuck Lakefield, who had the position for only three weeks, but returned to Buffalo for a shift at WGR.

Gary Ballard has left the GM slot at WIBQ/Peru, IL to become Station Manager at WFXZ (FOXY101)/Saginaw, and Ross Holland, most recently PD at KZIO/Duluth, has been named PD at WFXZ, a new CHR station.

Dan Martin has left the PD chair at WFLY/Albany after a decade to do afternoons at WELI/New Haven. His replacement is WPDH/Poughkeepsie PD Pete Clark.

Houston-based consultant Ed Shane has signed WCOL & 92X(WXGT)/Columbus as

his newest clients.

Gary Michaels assumes the PD slot at WQCM/Hagerstown again. He'd taken a year away from the position to concentrate on his morning show.

Mark McKay has exited the airstaff of KFRC/San Francisco with no immediate replacement named.

Q105(WRBQ)/Tampa is playing super host for the Super Bowl! The station is offering free live phone updates to other CHRs on Super Bowl XVIII activities 24 hours a day. Just call (813) 870-6343 through January 22.

Congratulations to KDKA/Pittsburgh evening talk host Roy Fox and Promotion Director Mary DeRoss, who've announced their engagement.

More pre-nuptial news this week as Epic VP/West Coast Larry Douglas wraps up his whirlwind courtship of Diana Emole with a planned September 30 wedding.

More happy news from Epic . . . Larry & Barbara Hamby had a new baby boy, David Thomas, on December 31. Larry's Senior A&R Director for E/P/A.

CALENDAR



BRAD MESSER

The Sin We Don't Discuss

The word "plagiarize" comes from the Latin *plagium*, which literally translates as "man-stealing" or kidnapping. Plagiarism is the act of stealing a plot or passage or idea from someone else's work, and passing it off as one's own.

Ever lift a story from the morning paper and air it without attribution? Radio journalists borrow a great number of phrases and ideas during a routine day's work, but the subject of stealing stories seems hardly ever to come up for discussion. One veteran broadcaster tells me cynically that *plagiarism* is "stealing from only one source" whereas "stealing from two sources elevates it to *research*."

It appears to be accepted as a simple fact of life that AP and UPI subscribers will broadcast wire copy without crediting the source. In journalism classes we might hear lively arguments

about the ethics of that, but despite even the fine-print written agreements to the contrary, I've heard virtually no serious complaints about it in the working world. Likewise there are few objections when the reverse happens and a wire service, in accordance with its own bylaws, exercises its right to use spot news stories from subscribers complete with direct quotes.

Just as there's no ironclad definition of "news," there is no clear borderline beyond which borrowing becomes plagiarism, and little if any ongoing industry dialog about it.

Florida writing coach Roy Peter Clark of the Modern Media Institute (St. Petersburg) wrote in the *Washington Journalism Review* (March '83) that in the newspaper industry, "editors seem loath to define it, especially in marginal cases. Plagiarism is the skeleton in journalism's closet."

Skating Craze Moves Indoors

MONDAY, JANUARY 16 — Clamp-on roller skates were patented in 1866. Irwin Rosee of the Roller Skating Foundation of America says the sidewalk skaint craze of a few years ago has been replaced by a preference for lavishly-decorated indoor rinks with powerful sound systems and large-screen video. The world record skating speed is only 25mph.

The USA outlawed alcohol in 1920, beginning nearly 14 years of Prohibition. "Bonanza" folded after 14 seasons in 1973.

Four-time Indy-500 winner A.J. Foyt 49. Others born on the 16th have included singer Ethel Merman (1909) and baseball player Dizzy Dean (1911).

America Loses Hydrogen Bomb

TUESDAY, JANUARY 17 — The USA accidentally dropped four hydrogen bombs in 1966 when a refueling plane and a B-52 collided near the Spanish coast. Two bombs were recovered almost intact, the third broke apart and scattered plutonium near Palomares, and H-bomb #4 was lost. It was found three months later in the sea just off the coast of Spain. Dr. Stan Norris of the Defense Information Center says there are "several other" atomic bombs still missing, including one in the Atlantic "somewhere off the coast of Georgia."

Muhammad Ali 42. James Earl Jones 53. Hair stylist Vidal Sasson 56. Others born on the 17th: Benjamin Franklin (1706), aircraft pioneer Glenn Martin (1886), and criminal "Scarface" Al Capone (1899).

Ancestors Munched Rocky Bread

WEDNESDAY, JANUARY 18 — To save manpower and machinery during World War II, the U.S. issued an order in 1943 prohibiting bakeries from slicing bread. Only whole loaves would be sold: slicing would be done by individuals at home. The idea was quickly recognized as impractical and was forgotten within a few weeks. Morton Sosland, the Editor of *Milling and Baking News*, says "two or three hundred years ago, bread contained a great deal of rock from millstones used to grind the flour. Most anthropologists would tell you that people who reached an old age [centuries ago] had no teeth left because they ground 'em down eating all the rock that was in the flour used to bake bread!"

Full Wolf Moon. Ex-baseballer Curt Flood 46. Danny Kaye 71. Cary Grant 80.

Others born on this date: "Thesaurus" author Peter Roget (1779), statesman Daniel Webster (1782), and author A.A. Milne, who wrote "Winnie the Pooh" (1882).

Fastest Roller Coaster

THURSDAY, JANUARY 19 — The roller coaster was patented 99 years ago today in 1885, about eight years before George Ferris created the ferris wheel. The world's fastest and longest roller coaster is "The Beast" at King's Island near Cincinnati, with a length of 7400 feet and a top speed of 64.7mph.

George Claude of France patented neon in 1915.

Volkswagen, after building about 19 million bugs, ended its production run in 1978: the last VW Bug was built six years ago today.

Dolly Parton 38. Phil Everly 47. Jean Stapleton 61.

Others born on this date: the man who perfected the steam-engine and became a father of the Industrial Revolution, James Watt (1736), Confederate Army General Robert E. Lee (1807), writer Edgar Allan Poe (1809), and rock superstar Janis Joplin (1943).

"No Return" Ball In 1st Basketball Game

FRIDAY, JANUARY 20 — When the first competitive basketball game was played 92 years ago today (1892) there was one major problem: every time a score was made, the game stopped until someone climbed the ladder to retrieve the ball. The first basketball players — at the YMCA gym in Springfield, MA — used a real peach basket, and hadn't yet thought of cutting out the bottom.

Three years ago today our hostages were released from Iran, shortly after Ronald Reagan was sworn in to succeed Jimmy Carter.

Joan Rivers 47. Edwin "Buzz" Aldrin (2nd man on moon) 54. Slim Whitman 60. Federico Fellini 64. George Burns 88.

Tomorrow (1-21) Billy "White Shoes" Johnson 32. Mac Davis and Richie Havens 42. Jack Nicklaus 44. Telly Savalas 60.



JOAN JETT GIVES 'EM A FINGER — On a recent tour Blackheart/MCA recording artist Joan Jett stopped by KKBQ/Houston to receive a jacket from her favorite team, the Orioles. Shown sharing the moment (l-r) are KKBQ air personality Ron Parker, Jett's manager Kenny Laguna, Jett and KKBQ PD John Lander.

Adult / Contemporary



JEFF GREEN

DIRECT APPEAL, PARTICIPATORY METHODS

How To Raise Money For Charity

Last week's column featured several Christmas promotional efforts by community-oriented A/C stations. If you've been putting off conducting a fundraiser because you're not sure how to go about it, or if you're just interested in the various ways they can be done, this special double column is intended to start your creative juices flowing.

Direct Appeal: Immediate Causes

Profiled in R&R in 1982, WZUU/Milwaukee morning personality Larry "The Legend" Johnson is as famous for his "Love Funds" as he is for stirring up community controversy. Several times yearly, Larry asks listeners to send in money to help unusually disadvantaged individuals: women who've been raped and beaten; blind, broke, and crippled senior citizens; children whose folks can't afford lifesaving surgery; families burned out of house and home; etc.



Larry Johnson

Selecting The Beneficiaries

Larry noted, "The main problem is that after you do one of these successfully, everybody's after you to do one for them! I get 30 letters a week about it, and I write back explaining that I can only pick one cause every couple of months. If you're begging every day, before long you 1) won't get much money and 2) listeners say 'Oh, here he goes again.' I make sure it's local, and that it really touches the heart. Anybody can support a charity, so before you get started, ask yourself, 'If I were listening, would I give money to this?'"

Throwing a Perfect Pitch

Larry doesn't believe in a heavy sell. "If I talked about it after every record, I'd drive people crazy! For a maximum of five days, every half hour I explain it all— what we're doing and why. Except for one campaign to save the Olympic hockey rink, the Love Funds never run more than a week so they don't get old."

Convinced the personal approach is the only way to go, Larry revealed, "I've found it's 100% more effective for the announcer to make a sincere live plea on the air than to use taped spots or liner cards."

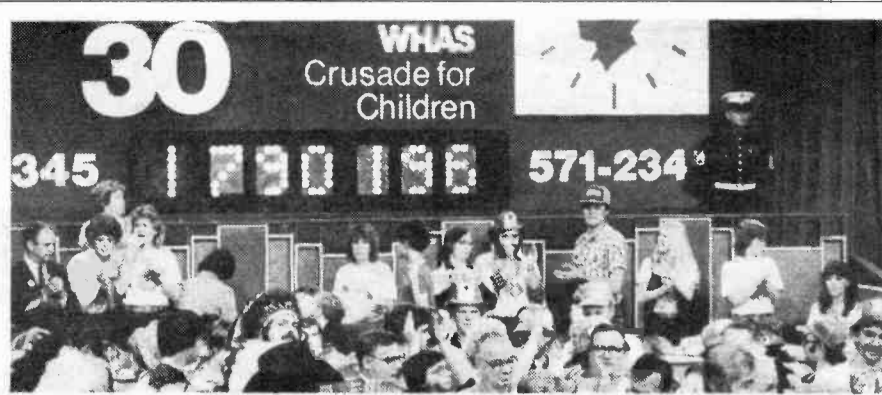
Setting A Specific Goal

"For this kind of fundraising," continued Larry, "it's smart to set a specific financial goal. If you just say, 'We're trying to raise money for so-and-so,' people will think everyone else will send in money. Instead, ask for \$3000 and say, 'I'd like to take him the money next Wednesday, would you help me?' That'll do it." Larry added that for immediate causes, pledges don't work for him. "I don't have the time to follow up each one to get the money. I go strictly for the cash."

Protecting The Investments

Larry detailed the procedure he uses to make sure the funds are handled correctly. "First, I open all the mail, and make a master list of each donor, address, and the amount. I send form thank-you letters to all, and in the beginning, I'll open a few letters and thank people personally on the air. But I want whoever gets the money to be able to write back to everybody. The donor logs also protect me in case anybody wonders where all the money went! WZUU is kind enough to offer the services of our comptroller, who counts the money and types up the list. I have the Love Fund account at a local bank which doesn't charge me a service fee."

What if Larry gets too much money? "If there's any left over from a Love Fund drive, it goes into the general account. I explain to the listeners that I may either save the surplus to use later, or will tell them



CASH CRUSADERS — Entertainers and WHAS, WAMZ & WHAS-TV/Louisville staffers celebrate as they set a new fundraising record for the eighth straight year during the stations' Crusade For Children campaign. Over \$18 million has been contributed in the Crusade's 30-year history. Also shown: WHAS personality Wayne Perkey interviewing a handicapped beneficiary, and members of the Pleasure Ridge Park Volunteer Fire Dept. giving the #1 sign upon learning their \$88,000 contribution topped all other fire department efforts.

who the money's for if I'm going to send it to someone else. This way, when there's a sudden need, I don't always have to go on the air begging for it."

Attracting Newspaper Publicity

Because most stations are very competitive with their local newspapers, the press may not line up to give you publicity, despite your good intentions. Larry explained how he gets around this problem. "My best leads for the Love Funds are the papers, so I'll call the writer of a particular story and tell him how much it touched me. I'll say because it was his story that got the Love Fund going, I'll invite him to join me in delivering the check when the campaign is completed. In nearly every case, that paper will then either write a story about what I'm doing, or they'll go with me and do a full writeup about me presenting the money, 'as first read in our paper, etc.'" Making them feel a part of it works very well."

event. A few years later, a volunteer fire department collected several hundred dollars and challenged all the other fire departments to beat them the following year. Today, the Crusade involves 177 fire departments in 39 Kentucky and Southern Indiana counties which raise money through dances, yard sales, pie-eating contests, etc., and combined account for nearly \$1 million of the grand total.



Bud Harbsmeier



AND WE'RE NOT EVEN SLEEPY—Five WGVA/Geneva, NY personalities each took turns at their own 24-hour shifts to help raise several thousand dollars for MD. From left, Jerry Sherwin, Craig Thomas, Mike Thompson, Terry Clifford, and C.R. Stewart (seated).

Direct Appeal: Established Causes

One of the most knowledgeable broadcasters involved in raising large sums of money for established charities is Bud Harbsmeier, Executive Director for the 30-year-old annual Crusade For Children, a nonprofit agency of WHAS, WAMZ, & WHAS-TV/Louisville benefitting handicapped children. The '83 Crusade netted \$1.84 million. The year-long project, concluding as a 24-hour telethon during the third weekend in May, started as a general fundraising



NO TRAFFIC UP HERE—KQIP/Odessa raised \$4000 for MD by parking two personalities in vans 100 feet in the air in Odessa and Midland. Each \$20 brought them one foot closer to earth until the goal was reached.



FROM DOLLS TO DOLLARS — Rather than just give away Cabbage Patch dolls, WZUU/Milwaukee morning personality Larry "The Legend" Johnson auctioned off this collection. The \$3000 raised went to the "Toys For Tots" charity campaign.

Collecting Pledges

Next to that raised by the fire departments, mailed-in contributions are the Crusade's second-largest source of revenue. Of '83's total, only about \$70,000 came from phone pledges. Bud explained how he collects these funds. "When a person calls in with a pledge, we first call them back to make sure it's legitimate. A computerized reminder card is mailed the following morning. About 90% of those who fulfill their pledges do so within the first six weeks. After that time, we run a second mailing, which brings in an additional several thousand dollars."

Unlike Larry The Legend's method, WHAS's Crusade doesn't set a specific financial goal because of possible negative coverage by most competing media. Bud charged, "If we say we're trying for \$2 million and raise \$1.9 million instead, they'll emphasize the negative and say we fell short."

Promotion & Development

Bud described the steps leading up to the climactic weekend. "We keep the Crusade visible all year 'round on all three stations by promoting the various organizations' fundraising activities. We also solicit taped radio/TV Crusade promos by stars performing in the Louisville area, and most are willing to do them. These promos, which add a bit of glamour, start running a month prior to the telethon. Our air personalities begin their own pitches at the same time, averaging one promo per airshift. If you're just forming your first campaign, an extra month of pre-promotion is a good idea. This month, we'll send out applications to over 130 fund-seeking agencies representing mentally and/or physically handicapped children. These materials are due back the first weekend in April."

Starting Your Own Campaign

To other stations considering launching a large fundraiser for an established charity, Bud gave four pieces of advice. "First, find

a cause people can relate to and will support which just needs an organization to get it going.

"Second, get the backing from a hard-working, civic-minded group already receiving support from the public. This is a good part of the battle. For us, it was the volunteer fire departments. They risk their own lives for others, and therefore are known and trusted in the community.

"Third, watch who gets involved. If you're successful, you'll find a lot of businesses wanting to tie in, which can present some disadvantages. For example, if a hamburger chain donates five cents to the Crusade from each burger sold on a particular day, the public may figure business will take care of the fundraising, and subsequently they won't want to reach into their own pockets. In a bad economic year, you could lose that business participation and find yourself out in the cold. Through the years, we've been successful by keeping it a people-oriented Crusade—going after the little guy's dollars, because they add up much faster than those garnered from pounding on corporate doors.

"Finally, retain control of the program itself. Don't give it all up to an outside professional fundraiser, because then it'll become *their* telethon. You must have the final say about how your campaign will be run, and everybody must abide by those rules."

Bud added, "Another reason not to use an outside agency to run your project is because they'll skim so much money off the top for operating expenses. If people find out you're spending 15-20% of the fund just to conduct it, they won't support you. One of our rules is that we won't spend more than 5% of the total Crusade fund to run it."

Operating Expenses

How does Bud keep his costs so low? "The Crusade involves almost everybody at the stations, because we need a lot of volunteers. Most of the office expenses, as well as my own salary, are paid by WHAS, not by the fund. The security personnel, those in the money room, and computer



ALL FOR THE GOOD TIMES—KNBR/San Francisco is well-known for its entertaining participatory fundraisers. Its annual Bridge To Bridge Run supporting Big Brothers/Sisters is one of the largest races in the nation, while KNBR's colorfully crazy Bathtub Regatta benefits the Oakland Children's Hospital. 1983 saw the debut of yet another wild and wonderful idea, the "Gus" Festival. Featuring morning team Frank Dill and Mike Cleary, the showbiz spectacular included hundreds of tap dancers, mimes, and musicians who performed for five hours to the tune of \$11,000 for local charities.

staff are all station employees. Then there are outside people who are paid, such as the phone company, caterer, etc.

"The biggest expenses are the talent fees and production costs for the telecast. On one hand, you wish the stars would appear out of the kindness of their hearts. On the other hand, if you're not paying them, you don't have control over them, and they might drop out at any time. By having a signed contract, we are also able to say how the material should be scripted."

Participatory Method: General Causes

Among the leading stations in participatory fundraisers is KNBR/San Francisco. From its annual Bridge To Bridge Run and Bathtub Regatta to this year's "Gus" Festival, KNBR does it all "For The Good Times" and for the good of numerous charitable organizations.

Advance Preparation

KNBR Manager of Advertising Isabelle Lemon emphasized that organization and planning are the most critical elements when bringing together large numbers of people. "Too many stations go into these activities without giving thought to covering all the bases, from permits and police clearance to 'Porta-Potties.' We work up to a year in advance, and always leave ourselves leeway, because we don't know when a new promotion will pop up. We may be working on ten to fifteen different things at once, but they're all scheduled."

Getting Support From Outside

"We have only two people in our promotion department so whenever we do a major activity, we need enough volunteer support behind us. We'll choose a children's hospital to receive money because we know they have several branches with staffers whose function is to raise money.

"We seldom utilize advertising dollars to attract attention to our events. Aside from providing posters, these promotions carry themselves largely through on-air mentions, publicity, word-of-mouth, and clients. Many of these clients provide food and drink, which are sold to benefit charity."

Regarding publicity from other media, Isabelle said, "They get behind us if we do something that's interesting to *them*, or is big enough, or has appeal to readers. Then they'll run it."

Advantages Of Participation

Does Isabelle feel participatory events are better than going on the air requesting donations? "We don't really feel comfortable just asking for money, and rarely do it. We always like to feel we're giving people something back. We do so many participatory events because we've found we have an extraordinarily receptive audience which really enjoys taking part in what we do, or even just attending. We gear our promotions so our listeners can take part in some way. It's fun to talk about on the air, it provides us with a great day of entertainment one-on-one with our listeners, and raises money at the same time. It's perfect."



UP ON THE ROOF—WLVA/Lynchburg midday personality Carmen James accepts a donation from a young listener after completing her vigil on the roof of a local shopping center to raise \$5000 for a leukemia-stricken child. Broadcasting live every ten minutes, Carmen collected the cash for the financially-strapped family in just 50 hours.

Running The Show

Bud commented, "The telethon itself tries not to be maudlin. We don't bring extremely handicapped children on the air and say, 'Look, this is what your money is for.' Instead, we show kids being helped by Crusade dollars.

"We also don't auction off items to bring in money. Nor do we give away prizes or incentives, because once these premiums run out, the phones stop ringing. The only thing we offer folks is a better deal for the kids, and we can show them that. We insist that every piece of equipment that Crusade dollars buy, whether it's a bus or an electron microscope, carries a plaque saying it's been provided by the campaign. When people see their baby being saved by some machine, they'll know it's because they contributed to the Crusade For Children."



SLIM FIGURES RAISE FAT FIGURES—Over 2300 WFYR/Chicago listeners participated in the station's "Jazzercise For Leukemia" campaign. Jazzercise instructors in 12 locations led over 50 dance-fitness routines during the four-hour marathon, raising over \$180,000.



A PEOPLE POTPOURRI

Catching Up On The News

It seems as if it's been forever since we've had a chance to really "talk," as Joan Rivers would say. Since the columns of the two previous months have preempted a lot of the normal chitchat (a polite euphemism for gossip) found on these pages, I thought I'd spend this week getting you caught up on the comings and goings of many of our friends.

First, as those of you who read the fine print in the music section already know, we have a new panel of reporters. Joining the R&R panel of Country reporters are WPTR/Albany, NY, PD J.W. Wagner and MD Gary Briggs; WCAO/Baltimore, PD/MD Johnny Dark; KJJY/Des Moines, PD/MD Beverlee Bleisch; WLLR/Davenport, PD Ray Massie and MD Buddy Van Arsdale; KXXY/Oklahoma City, PD Charlie Marcus and MD Scott Jeffries; KEYE (K102)/St. Paul, PD/MD David Malmberg; WKLO/Danville, KY, PD John Randolph and MD Fran Couch; WTVY/Dothan, AL, PD Benjamin Martin and MD Roy Fox; WKQS/Miami, PD Mac Allen and MD Jim Richards; KSSN/Little Rock, PD/MD Dale Turner; KRKT/Albany, OR, PD/MD H.

David Allan; KGHL/Billings, PD/MD Lee Rogers; KFRY/Fresno, PD/MD Bob Mitchell; KQIL/Grand Junction, CO, PD/MD Don Rhea; and KFTN/Provo, PD/MD Charlie Cruz. These people run some of the finest Country radio stations in the United States and the input from their respective markets ensures the information we present to you is more accurate and timely than ever. Welcome aboard!

People On The Go

I've always heard there was never a lot of movement towards the end of the year because people liked to stay put around the holidays. Either the basic premise is untrue or these folks never got the message.

Have you heard that . . .

Angel Alexander, formerly with Z107/Hershey, PA, has a new job and name. She's joined the Dene Hallam crew at WKHK/New York to do evenings under the nom de plume (or is it nom de l'aire?) Rosemary Young . . . PD news includes Dave Edmunds moving up from afternoons at WRKK/Birmingham, Chris Montgomery new to the slot at WUSQ/Winchester, VA, and Brian McNeal just joining KDIG & KBON to head programming for both stations while also doing mornings on the San Bernardino Country outlet, KDIG . . . KRWQ/Gold Hill, OR has promoted midday personality Larry Neal to OD. The station also has a new morning voice, Linda Garnett.

Bill Friday has taken over the music



Encouraged by a 35-foot sign on the roof of the WPVA studios and on-air appeals to help those less fortunate during the holidays, WPVA listeners in and around Petersburg, VA responded by "getting off their cans" . . . their canned goods, that is. The groceries brought to the station were donated to several Central Virginia agencies for distribution to the needy in time for Christmas. Station President/GM Gary Granger is shown peering over just some of the canned goods accumulated in his office.



FROM THE MANHATTAN CABBAGE PATCH

WHN/New York took no chances with the 50 authentic Cabbage Patch dolls it was to receive for an on-the-air promotion. The prospective adoptees were delivered by guards via a Brinks armored truck. Shown accepting the first of the precious cargo are WHN's Creative Service Director Susan Storms and newsman Gene Ladd.



One of the biggest Christmas presents of 1983 had to be the KBRQ/Denver gift to listener Linda Brocklehurst. Ms. Brocklehurst was one of over 18,000 KBRQ listeners to register for the opportunity to receive one of 20 keys — only one of which would open the door to a \$65,000 townhome. Shown presenting her with the deed are KBRQ GM R.W. Schmidt (left) and John Fuchs, Lieberman Homes Marketing Director.

PLAY
WJVL FM-100
100 COUNTRY CROSSWORD

LISTEN TO WJVL DAILY FOR CLUES & DETAILS
When you solve the puzzle... send it to:
WJVL FM-100 Country Crossword, 1 S. Parker Dr., Janesville, WI 53545

WIN ANY OF THESE PRIZES

- Beautiful Timberline Waterbed Complete from
- International Harvester Snowblower from
- MARTINSON IMPLEMENT COMPANY

Send Entries to:
WJVL FM-100 Country Crossword
1 S. Parker Dr., Janesville, WI 53545

Name _____
Address _____
Phone _____
Age _____

WJVL/Janesville, WI recently ran a promotion based on a crossword puzzle developed by station Promotion Director Gene Davis Christianson. The puzzle, based entirely on No. 1 country songs and artists, was printed in local newspapers as well as distributed through the station's advertisers. The on-air tie-in came via clues which were broadcast every half-hour for a couple weeks, followed by a 10-hour No. 1 special during which all the clues were repeated. For those of you interested, Gene will provide you with details, clues, puzzle, etc. free of charge. Call him at (608)752-7895 or write to him at WJVL, One South Parker Drive, Janesville, WI 53545.

duties at KYAK/Anchorage . . . Tweed Scott is new to the post at WXCL/Peoria . . . Cathy Martindale, who recently joined WSM/Nashville as weekend air talent from KLFJ/Dallas, has succeeded longtime WSM MD Janet Fort Soeder. Janet resigned in December to spend time at home with her new family. Congrats to Janet on the birth of her baby! . . . Speaking of extra work, WPAP/Panama City, FL PD Kevin O'Neal has added the MD chores to his schedule of things to do. He asked me to relay a new phone number for music calls, which is (904) 769-5118. Talk to him Tuesday or Wednesday between 1-3pm . . . A couple of things going on at WKIX/Raleigh: Dale Van Horn has been upped to Asst. OM and

Production Director, while Bobby Joe Austin returns to the all-night show and Diane Silcox joins as Promotions Director.

The heat in the battle for Washington DC has gone up a few degrees as another personality "migrates" crosstown. Mary Ball, who has done evenings at WPKX (KIX106) for the past couple years, has moved to WMZQ where she will coanchor the morning show with Jim London, another ex-KIX106 staffer. It seems like only yesterday PD Bob Cole made the same trek . . . "Big" John King has left KJJY/Des Moines for a gig at KWMT/Fort Dodge. Also new to KWMT is Big Red, who joins the station as an air personality and Asst. MD. It sounds like PD Dale Eichor is assembling a football team — or bodyguards. Before you send your T&Rs to KJJY, the midday opening has been filled by J. James Beam . . . There are a couple of airstaff changes at WCAW/Charleston, WV, as Randy Damron has crossed town from WQBE to do mornings while former morning jock Rick Johnson moves to middays. The big sigh you heard from that part of the country was PD Alan Furst, who used to do middays but will now be able to devote all his time to PDing and lunching.

KIKF/Anaheim has filled its first full-time opening in a couple of years as Scot West leaves L.A.'s KUTE to do middays on KIK-FM . . . Another crosstown move has David Bailey signing on with WPOR/Portland, ME for the evening show from WGAN . . . James Holly leaves mornings at KMAK/Fresno for the same airshift at KSON/San Diego . . . Finally, a couple of guys looking for a good situation are KSAJ/San Francisco weekend Myles Cameron and former WDZQ/Decatur, IL PD B.J. Thomas. You can contact Myles at (415) 921-8012 and B.J. at (217) 875-5549 . . . Don't forget — more than ever in '84 — you are my eyes and ears, so always call and tell me what it is you have heard!



WIREing MONEY HOME — Barbara Duncan of Indianapolis is the happy winner of the largest single prize ever given by a radio station in that city. She won WIRE's \$100,000 Cash Give-A-Way and is shown receiving the check from (l-r) WIRE GM Jack Hoggs, Indy Mayor William Hudnut, and WIRE's afternoon personality Ken Speck.

Nashville This Week



SHARON ALLEN

Wrangler & Radio Rate Country Hopefuls

Are you familiar with the Wrangler Country Showdown? If you aren't, Wrangler wants you to be, so it's bringing the contest into its third year with topnotch help.

Wrangler has hired a new production coordinator, Special Promotions, Inc. of Atlanta, and it's also added a new consultant, Patsy Bruce of the Bruce Agency in Nashville.

The competition, sponsored by Wrangler and Dodge, is designed to select the best country act through local, state, and national contests, and to award the winner the opportunity to achieve stardom in country music.

SPI will coordinate 350 radio stations for local contests, which are scheduled from February 15 to July 15, 1984; the 50-state finals from July to October; and the national Showdown finals November 5, 6, and 7 at the Grand Ole Opry House in Nashville.

Bruce explains her involvement, "My job is to help Wrangler maximize public relations opportunities, maximize exposure at the radio level and in the music business, and to make sure Wrangler is taken seriously by the music business."

★ ★ ★

The Charlie Daniels Band's homecoming concert, widely known as Volunteer Jam X, will happen this year on Saturday, February 4, at the Nashville Municipal Auditorium.

Remember, no one knows who the guest stars are till the night of . . .

Cabbage For Children

KPLX/Dallas personality Terry Dorsey used the Cabbage Patch doll rage to help a lot of kids. Here's what happened . . . For two weeks he appealed to his listeners to help find one of the in-demand dolls for his own little girl's Christmas. Then it hit him. This doll could raise some money for the Oak Ridge Boys-sponsored "Stars For Children" fund. So, instead of giving the doll to his daughter he auctioned it off on the air . . . He did raise money — \$850, which he donated.

★ ★ ★

Ed Bruce helped two companies add new awards to their respective trophy racks. One was the Nashville Network. TNN won the Award For Cable Excellence for its weekly 90-minute show, "American Sports Cavalcade," hosted by Bruce. This award is the highest honor given at the National Cable Television Association's programming conference.

Ed Bruce:
Winner

The other was Coors Beer. Coors won a

bronze medal award in the International Film and Television Festival for its 10-minute video "The Man And His Music," featuring Bruce.

Country Rock In Alaska

Is there another Country format in the making? Country radio and country music are usually categorized as either "traditional" or "contemporary." Now we find a station in Anchorage, KRKN, formerly an AOR station, is changing to yet a third Country format . . . Country Rock. Utilizing such artists as the Allman Brothers Band, ZZ Top, Poco, and Pure Prairie League, the station hopes to emphasize country's rock roots. This could be a timely move on the station's part in view of such newcomers to the country scene as Steve Earle & the Dukes and the Stray Cats. Even Johnny Lee and Eddie Rabbitt have embraced this musical form with recent releases.

If this new format flies in Anchorage and there's enough new product to warrant it, others may also try this Country offshoot. Kent Byus, formerly PD at Country-formatted KYAK/Anchorage, is helming this new project and would be interested in any input from both radio and records. You can reach him at (907) 277-2655.

Another duet should be in your hands before too long. Lee Greenwood has written a song for himself and MCA labelmate Barbara Mandrell. Co-producing the single will be Barbara's longtime producer Tom Collins, and Lee's producer Jerry Crutchfield.



Pictured here are (l-r) Collins, Greenwood, Mandrell, and Crutchfield.

BITS & PIECES: Construction is in progress at "Music City USA" in Hendersonville, TN, on Ferlin Husky's "Wings Of A Dove" museum. It will house sculpted scenes depicting the life of Christ. Husky's museum will be located close to the Marty Robbins Memorial Showcase, also under construction at the site . . . Starting this month, Jimmy Dean will have a new TV show on the air. "Country Beat" is filmed on location in Houston.

There was a lot of response to last week's resolutions column. Naturally, Dene Hallam called wanting to know why he was left out. As I told him . . . some things are just too tacky for print.

Just thought you'd like to know.

RCA's Happy New Year

19 84

BREAKERS

ALABAMA

"ROLL ON
(EIGHTEEN WHEELER)"

PB-12716

KENNY ROGERS

"BURIED TREASURE"

PB-13710

THE JUDDS

"HAD A DREAM
(FOR THE HEART)"

PB-13673

EARL THOMAS CONLEY

"DON'T MAKE IT EASY
FOR ME"

PB-13702

THANKS RADIO!
NOW THIS IS THE WAY
TO START THE NEW YEAR



Country News

Next Week's Guest:

Too Many Cooks Don't Spoil This Broth--
Alabama's **JEFF COOK**
Visits With **CHARLIE COOK**

228 Main St., Suite R Venice, CA 90291 (213)392-8743

Black/Urban Radio



WALT LOVE

DIALOGUE WITH PLURIA MARSHALL

Getting To Know The NBMC

Prior to the holidays, I received a phone call from a person working in a medium market. He wanted to know what I knew about the National Black Media Coalition. At that point, I realized I didn't know very much about the organization. And that prompted me to contact the person in charge, Chairman Pluria Marshall.

It's very important to know who, what, when, where, how, and why, especially if you're going to stay in this competitive business. When I was in radio and felt confused about actions taken by station management, in most cases I didn't know where to go for guidance or help. I don't mean to imply that the NBMC has all the answers. But I hope you will attain a better understanding of who and what the National Black Media Coalition is after reading this article.



Pluria Marshall

Not A Minority Organization

I've known Pluria Marshall since 1969. We met in Houston, his hometown, when I was starting my career at KYOK. At that time he was the Director of "Operation Breadbasket," which was affiliated with Reverend Jesse Jackson's parent Breadbasket operation in Chicago. For the past 15 years, Marshall has been actively involved in civil rights.

He touched upon that background in response to negative comments being made about the organization and its leadership.

Just what makes Pluria qualified to lead the NBMC? "My basic civil rights background says it. This is what I've been doing for the past 15 years. I'm doing it fulltime, getting paid to do it, and I'm successful at it.

"What we do as an organization is work on behalf of blacks in the media to get more of them in the employment ranks at all levels. We also work to get more and better black programming — the type of programming which addresses the black community's needs; we work to increase the ownership of media properties by black people. NBMC is not a minority organization. We're a black organization working on behalf of black people, and if anybody else benefits from it, that's fine. But that's not our audience. Our audience is strictly the black community."

Early on in our conversation, Pluria mentioned that whites know about the organization, but a lot of blacks are uninformed. I asked him to elaborate on that. "We have an ongoing relationship with the FCC in that we maintain contact with all of the commissioners and many key staffers. We make sure they keep us on their agenda. When I say us I mean blacks in broadcasting and the concerns of blacks in broadcasting. We make certain that if there's an issue which might adversely impact on blacks, well,



THE CHICAGO MAYOR'S REPORT — Chicago radio officials met in the mayor's office recently to discuss the final details of the new feature, "Chicago Mayor's Report." On hand (l-r) are WBEE GM Charles Sherrell, WBMX GM Kernie Anderson, Smith/Jones & Assoc. President Lafayette Jones, WJPC VP/GM Charles Mootry, Mayor Harold Washington, Chicago Assoc. of Black Journalists President Lynn Norment, WGCI-AM & FM President/GM Marv Dyson, and WMPP GM Allen Wheeler.

they're going to know where we stand. That's because we're going to be right down on them to make sure they (the commissioners) don't make the wrong decision."

Supplementing Lawyers

Marshall went on to add, "Oftentimes black owners will call lawyers about problems they may have with the FCC. There are times when we have more clout than lawyers do. What I'm getting at is legal fees can sometimes put black owners out of business. We're not in the business of trying

just black students. I will say the problem is more pronounced with black students because many black professors and administrators with whom I've worked are reluctant to really get involved in the industry. If the instructors would get more involved, they could give their students better direction. Hell, sometimes I find that the instructors are as crippled as the students are."

Black Ownership's Black Eye

I mentioned to Pluria that one of the ever-increasing problems I see in Black/Urban radio is that of low salaries. Whether it be black or white ownership, it's a real problem. From what I'm being told by those working in the trenches, black owners are presently wearing black eyes as the biggest offenders. Pluria remarked, "We don't serve as a union-like organization in any sense of the word. When you get into salary structure and that kind of thing, we don't have a whole lot to do with that because of the free enterprise system in this country. I personally haven't experienced this, but yes I continue to hear the same rumblings.

"Let's say there's a brother who owns two or three stations," he continued. "who's known for paying his people very poorly. If he is to be involved in future acquisitions, we'll make sure his raggedy track record of paying becomes an issue when he comes to the table with us. Before he can purchase another station, we will make it a condition of how he's going to operate in the future. Now that's the extent of what we can do at that point. We can identify him, write about him, and embarrass him. But we can't take any direct action against him because of underpaying employees."

Agencies & Racism

Finally, Pluria and I discussed the NBMC's probe at the agency level and the possible allocation of more advertising dollars to Black/Urban stations. Here's what he had to say: "Right this minute we have people researching the situation. We do know that the advertising industry is ten times more racist toward the black community than the broadcast stations. I think the advertising industry really needs to be dealt with because it refuses to recognize and support a medium that's directed at black consumers. The advertising community doesn't give a damn about that medium (Black/Urban), and some of them are so inherently racist that they don't want the medium to succeed and thrive. Even stations like WBLS in New York. As the number one station in town they didn't get the advertising dollar buys they deserved."

If you would like to contact the National Black Media Coalition, the address and phone number are as follows:

NBMC
516 U Street, NW
Washington, D.C. 20001
(202) 387-8155

The NBMC will be celebrating its 11th anniversary during the month of October. There's also a conference planned which will be held at the Shoreham Hotel in Washington, October 11-14. Our thanks to Pluria Marshall for his time and cooperation.

NBMC



to put lawyers out of business, but there are times when we can get the job done quicker and less costly. There are times when legal fees make it impossible for a black owner to purchase a station and keep it. We encourage black owners who may be having some problems to contact us, and see if we might be able to help in some way."

I asked Pluria about the NBMC's relationships with various broadcasting organizations. "We have very good relations with approximately 30-35 group broadcasters, that might include as many as 200 radio stations. In some cases we've been like a clearing house, helping to find quality black people who are broadcasters. We have what we call an Equal Employment Opportunity Resource Center, which serves as a clearing house on a regular basis for organizations that are serious about wanting professional blacks on their staffs. As I said, if there's a particular problem they're having, they need to get in touch with us."

Know The Business

What about those interested in entering the broadcasting industry? What do they need to know, and what can they do to make themselves more professionally attractive to a prospective employer? "First, they need to know enough about the business to really know what they want to do. Youngsters say things like, 'I want to be in management.' There isn't any such thing as management in this business. You either want to be a radio announcer, a salesperson, a sales manager, a public affairs person, a general manager, or whatever. But in most cases they don't understand how the business works. So, one of the first things anyone should do getting into this business is learn how it works — then *specialize!*"

"I find this with students in general, not

Action



Happy New Year

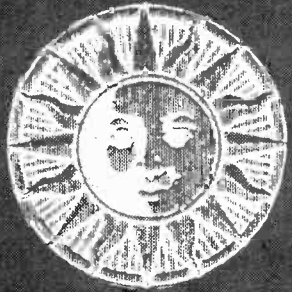
Here's a great picture for the New Year. It's Gregory Bender, son of WBLX/Mobile air personality Carmen Brown. Thanks for the photo, Carmen.

In an unprecedented collaboration with all the Black-formatted radio stations in the city, the Chicago Association of Black Journalists (CABJ) is sponsoring a monthly radio program to provide Mayor Harold Washington with a forum to address the local community. The one hour monthly program, "The Mayor's Report," will be simulcast from 9-10am each fourth Saturday over radio stations WBEE, WBMX, WGCI-AM & FM, WJPC, and WMPP. (See photo top right.)

Staff movement has already started following the release of the fall '83 Arbitron advances. Tony Gray, PD at KMJM/St. Louis, is on his way to Detroit. He will become the new PD of WDRQ. Jim Maddox is back. This time Jim has been appointed PD of both WKDJ & WHRK/Memphis. Informed sources tell us he will begin his duties on January 10.

Congratulations to J.C. Floyd on his new promotion. J.C. is now the National PD for the Sheridan Broadcasting Corp. He will continue his duties at WAMO/Pittsburgh. In Cincinnati, WBLZ PD Brian Castle informed us that Linda Shane became his new MD as of January 1. We're all looking forward to working with you, Linda. Good luck, and we know you'll enjoy it.

Marv Dyson, President/GM of WGCI-AM & FM/Chicago, has become the Vice Chairman of the Arbitron Advisory Council. If you are a subscriber and have a gripe, contact Marv and he may be able to help you in some way.



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R&R Black/Urban Chart: 33

Billboard: 31*



CHERYL LYNN

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60/3 - 80%

R&R Black/Urban Chart: 23 to 12

Billboard: 22* to 14*

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"Trapped"

Black Radio NEW & ACTIVE 37/4

Billboard: 43*



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GENESIS "That's All"

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EXILE "Woke Up In Love"
CONWAY TWITTY "Three Times A Lady"
MICKEY GILLEY "You've Really Got A Hold On Me"
JOHNNY RODRIGUEZ "Back On Her Mind Again"
LYNN ANDERSON & GARY MORRIS
"You're Welcome To Tonight"

TM Programming

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Stereo Rock

DURAN DURAN "New Moon On Monday"
MICHAEL JACKSON "Thriller"
VAN HALEN "Jump"
KENNY ROGERS "This Woman"

TM A/C

STEVIE NICKS w/SANDY STEWART "Nightbird"
GENESIS "That's All"

TM Country

WILLIE NELSON "Without A Song"
EARL THOMAS CONLEY "Don't Make It Easy For Me"

BPI

John Iles (800) 426-9082

Country Living

ALABAMA "Roll On (Eighteen Wheeler)"
MICKEY GILLEY "You've Really Got A Hold On Me"
JANIE FRICKE "Let's Stop Talkin' About It"

Peters Productions, Inc.

Debbie Welsh (619) 565-8511

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ALABAMA "Roll On (Eighteen Wheeler)"
DEBORAH ALLEN "I've Been Wrong Before"
JANIE FRICKE "Let's Stop Talkin' About It"

The Great Ones

GENESIS "That's All"
GLADYS KNIGHT & THE PIPS "Hero"

Concept Productions

Dick Wagner (916) 782-7754

Adult Rock

POLICE "Wrapped Around Your Finger"
HUEY LEWIS & THE NEWS "I Want A New Drug"

Radio Arts

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EARL THOMAS CONLEY "Don't Make It Easy For Me"
GUS HARDIN "Fallen Angel (Flyin' High Tonight)"
LYNN ANDERSON & GARY MORRIS
"You're Welcome To Tonight"

Soft Contemporary

GLADYS KNIGHT & THE PIPS "Hero"
LANI HALL "Send In The Clowns"

Sound 10

KENNY ROGERS "This Woman"
LANI HALL "Send In The Clowns"

Century 21

Greg Stephens (214) 934-2121

The Z Format

JOHN LENNON "Nobody Told Me"
POLICE "Wrapped Around Your Finger"
KENNY ROGERS "This Woman"

The A/C Format

LANI HALL "Send In The Clowns"
DONNA SUMMER "Love Has A Mind Of Its Own"
POLICE "Wrapped Around Your Finger"

Super-Country

EARL THOMAS CONLEY "Don't Make It Easy For Me"
ALABAMA "Roll On (Eighteen Wheeler)"
KENDALLS "Thank God For The Radio"
JOHNNY LEE "Say When"
STEPHANIE WINSLOW "Dancin' With The Devil"

Media General Broadcast Services

Bob Dumais (901) 320-4433

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PEABO BRYSON/ROBERTA FLACK
"You're Looking Like Love To Me"
OLIVIA NEWTON-JOHN "Twist Of Fate"
CAROLE KING "Crying In The Rain"
STEVIE NICKS w/SANDY STEWART "Nightbird"

Country

CONWAY TWITTY "Three Times A Lady"
WILLIE NELSON "Without A Song"
MICKEY GILLEY "You've Really Got A Hold On Me"
JUDDS "Had A Dream (For The Heart)"
LYNN ANDERSON & GARY MORRIS
"You're Welcome To Tonight"
BILL MEDLEY "Till Your Memory's Gone"
EARL THOMAS CONLEY "Don't Make It Easy For Me"

Red Satin Rock

SHANNON "Let The Music Play"
POLICE "Wrapped Around Your Finger"
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Bob Laurence (213) 883-7400

XT-40

MICHAEL JACKSON "Thriller"
KENNY ROGERS "This Woman"
VAN HALEN "Jump"
IRENE CARA "The Dream (Hold On To Your Dream)"
DURAN DURAN "New Moon On Monday"
QUIET RIOT "Bang Your Head (Metal Health)"

Contempo 300

KENNY ROGERS "This Woman"

Great American Country

DAVID WILLS "Miss Understanding"
CONWAY TWITTY "Three Times A Lady"

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Chick Watkins (303) 578-0700

CRYSTAL GAYLE "The Sound Of Goodbye"
OLIVIA NEWTON-JOHN & JOHN TRAVOLTA
"Take A Chance"

Bonneville Broadcasting System

Dave Verdery (800) 631-1600

RONNIE MILSAP "Show Her"
BERTIE HIGGINS "When You Fall In Love Again"



WHAT A WAY TO MAKE A LIVING — KFRC/San Francisco air personality Jack Armstrong couldn't believe he was lucky enough to have been the host of the Freeman Cosmetics "California Girl" contest. Shown here is a happy Jack surrounded by the eight finalists.



Q105 FILLS CHILDREN'S STOCKINGS — Q105/Tampa, in conjunction with Coca-Cola, erected a Christmas tree in a local mall. Each quarter donated by listeners and shoppers put another ornament on the tree. Pictured are Q105 staffers and Santa taking donations to help fill empty stockings.



HOLIDAYS WITH THE HOLLIES — CJOM/Windsor, Ontario caught Graham Nash backstage during the Hollies' recent tour through Canada. Shown (l-r) are Nash and PD Ian Davies.



MOUSKETEER FOUND IN BAKERSFIELD — Former Mousketeer Annette Funicello dropped by Oldies station KGEO/Bakersfield, CA to drop off her new single. Pictured (l-r) are KGEO morning man Bob Watt, PD Mike Evans, Annette, midday personality Dan Beggs, newsmen Pat Flom, News Director Lisa Kimble, and newsmen Len Turonski.



RICK DERRINGER SHOWS 'EM HOW — WPST/Trenton, NJ recently hosted a guitar clinic for 300 people with JEM/Passport recording artist Rick Derringer in the spotlight. Shown joining in (l-r) are Trenton Times pop music reporter Randy Alexander, Derringer and WPST morning man Pat Gillen.

BEST PERFORMERS

IN A SUPPORTING ROLE.



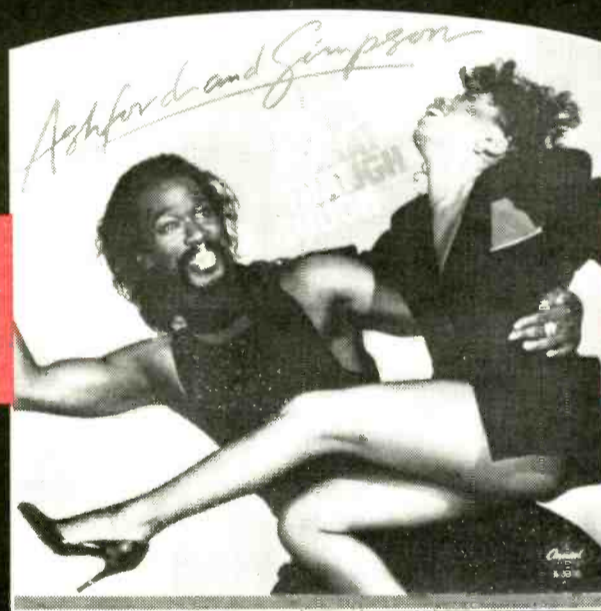
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Capitol

R&R Country NATIONAL AIRPLAY/50

January 13, 1984

Last Week		Total Reports/Adds	Heavy	Medium	Light	
2	1	CRYSTAL GAYLE/The Sound Of Goodbye (WB)	152/0	124	21	7
5	2	RONNIE MILSAP/Show Her (RCA)	154/1	125	24	5
6	3	MERLE HAGGARD/That's The Way Love Goes (Epic)	155/1	118	35	2
8	4	CHARLY McCLAIN/Sentimental Ol' You (Epic)	152/2	116	28	8
12	5	DON WILLIAMS/Stay Young (MCA)	160/3	90	62	8
4	6	JOHN CONLEE/In My Eyes (MCA)	138/1	101	23	14
15	7	RICKY SKAGGS/Don't Cheat In Our Hometown (Epic)	151/2	77	60	14
13	8	ED BRUCE/After All (MCA)	148/4	80	54	14
14	9	GARY MORRIS/Why Lady Why (WB)	152/2	73	63	16
21	10	B.J. THOMAS/Two Car Garage (Clev.Int/Col)	150/12	50	77	23
9	11	RONNIE McDOWELL/You Made A Wanted Man Of Me (Epic)	132/1	83	32	17
16	12	MEL McDANIEL/I Call It Love (Capitol)	147/3	56	76	15
1	13	T.G. SHEPPARD/Slow Burn (WB/Curb)	122/0	85	20	17
23	14	STEVE WARINER/Lonely Women Make Good Lovers (RCA)	151/5	43	83	25
22	15	SYLVIA/I Never Quite Got Back (From Loving You) (RCA)	148/4	39	87	22
18	16	SHELLY WEST/Another Motel Memory (Viva)	130/3	49	57	24
3	17	CHARLEY PRIDE/Ev'ry Heart Should Have One (RCA)	125/0	81	22	22
25	18	LEE GREENWOOD/Going Going Gone (MCA)	147/13	27	91	29
26	19	EXILE/Woke Up In Love (Epic)	146/11	36	77	33
11	20	JOE STAMPLEY/Double Shot (Of My Baby's Love) (Epic)	130/0	66	43	21
32	21	STATLER BROTHERS/Elizabeth (Mercury/PolyGram)	126/13	35	68	23
17	22	LOUISE MANDRELL/Runaway Heart (RCA)	121/4	52	46	23
33	23	EDDIE RABBITT/Nothing Like Falling In Love (WB)	134/10	32	65	37
29	24	GENE WATSON/Drinkin' My Way Back Home (MCA)	130/7	36	64	30
35	25	DOLLY PARTON/Save The Last Dance For Me (RCA)	136/24	22	66	48
20	26	KENNY ROGERS/You Were A Good Friend (Liberty)	116/1	48	44	24
DEBUT	27	ALABAMA/Roll On (Eighteen Wheeler) (RCA)	127/117	22	48	57
7	28	OAK RIDGE BOYS/Ozark Mountain Jubilee (MCA)	98/1	50	36	12
10	29	GEORGE STRAIT/You Look So Good In Love (MCA)	89/3	50	24	15
DEBUT	30	KENNY ROGERS/Buried Treasure (RCA)	132/63	14	52	66
42	31	CONWAY TWITTY/Three Times A Lady (WB)	126/23	15	66	45
45	32	MICKEY GILLEY/You've Really Got A Hold On Me (Epic)	127/44	12	61	54
44	33	WILLIE NELSON/Without A Song (Columbia)	125/18	12	70	43
43	34	RAY CHARLES & GEORGE JONES/We Didn't See A Thing (Columbia)	123/24	16	63	44
38	35	REBA McENTIRE/There Ain't No Future (Mercury/PolyGram)	115/13	20	67	28
39	36	WHITES/Give Me Back That Old Familiar Feeling (WB/Curb)	120/8	17	59	44
24	37	EMMYLOU HARRIS/Drivin' Wheel (WB)	95/2	28	51	16
DEBUT	38	JANIE FRICKE/Let's Stop Talkin' About It (Columbia)	120/55	5	44	71
47	39	JUDDS/Had A Dream (For The Heart) (RCA/Curb)	112/17	7	56	49
50	40	L. ANDERSON & G. MORRIS/You're Welcome To Tonight (Permian)	108/22	16	40	52
DEBUT	41	EARL THOMAS CONLEY/Don't Make It Easy For Me (RCA)	121/50	5	42	74
31	42	DAVID WILLS/Miss Understanding (RCA)	101/4	16	55	30
41	43	RICK & JANIS CARNES/Does He Ever Mention My Name (WB)	95/9	11	49	35
DEBUT	44	JOHN ANDERSON/Let Somebody Else Drive (WB)	97/41	8	33	56
19	45	LARRY GATLIN & GATLIN BROS./Houston (Columbia)	57/2	26	20	11
DEBUT	46	BILL MEDLEY/Till Your Memory's Gone (RCA)	85/12	7	34	44
DEBUT	47	KENDALLS/Thank God For The Radio (Mercury/PolyGram)	88/49	4	20	64
DEBUT	48	CRAIG DILLINGHAM/Have You Loved Your Woman Today (Curb/MCA)	83/14	7	34	42
DEBUT	49	GUS HARDIN/Fallen Angel (Flyin' High Tonight) (RCA)	84/19	3	39	42
28	50	NITTY GRITTY DIRT BAND/Dance Little Jean (Liberty)	48/1	21	16	11

MOST ADDED

- ALABAMA (117)
Roll On (Eighteen Wheeler) (RCA)
- KENNY ROGERS (63)
Buried Treasure (RCA)
- JANIE FRICKE (55)
Let's Stop Talkin' About It (Columbia)
- EARL THOMAS CONLEY (50)
Don't Make It Easy For Me (RCA)
- KENDALLS (49)
Thank God For The Radio (Mercury/PG)
- MICKEY GILLEY (44)
You've Really Got A Hold On Me (Epic)
- JOHN ANDERSON (41)
Let Somebody Else Drive (WB)
- JOHNNY RODRIGUEZ (27)
Too Late To Go Home (Epic)
- MICHAEL MURPHEY (27)
Will It Be Love By Morning (Liberty)

HOTTEST

- RONNIE MILSAP (54)
Show Her (RCA)
- CHARLY McCLAIN (53)
Sentimental Ol' You (Epic)
- CRYSTAL GAYLE (53)
The Sound Of Goodbye (WB)
- MERLE HAGGARD (53)
That's The Way Love Goes (Epic)
- JOHN CONLEE (38)
In My Eyes (MCA)
- DON WILLIAMS (37)
Stay Young (MCA)
- RICKY SKAGGS (34)
Don't Cheat In Our Hometown (Epic)
- ED BRUCE (32)
After All (MCA)
- T.G. SHEPPARD (30)
Slow Burn (WB/Curb)

BREAKERS

KENNY ROGERS Buried Treasure (RCA)

On 82% of reporting stations. Rotations: Heavy 14, Medium 52, Light 66, Total Adds 63 including WWVA, WYNK, WSOC, KSSN, WAMZ, WMC, WKSJ, WSM, WWWW, WQHK, WDAF, KNEW, KSON, KSAN. A Most Added Record. Debuts at number 30 on the Country chart.

ALABAMA Roll On (Eighteen Wheeler) (RCA)

On 79% of reporting stations. Rotations: Heavy 22, Medium 48, Light 57, Total Adds 117 including WHN, WNYR, WMZQ, KPLX, WNOX, WTQR, K102, KTPK, KFDI, KRKT, KRST, KGHL, KYGO, KNIX, KCKC, KMPS. A Most Added Record. Debuts at number 27 on the Country chart.

MICKEY GILLEY You've Really Got A Hold On Me (Epic)

On 79% of reporting stations. Rotations: Heavy 12, Medium 61, Light 54, Total Adds 44 including WCAO, WWVA, WILQ, KRRV, KPLX, WESC, KLLL, WKSJ, WRNL, KKYX, WUSQ, WSLR, WMNI, WWWW, KUZZ, KMAK, KSOP. A Most Added Record. Moves 45-32 on the Country chart.

EARL THOMAS CONLEY Don't Make It Easy For Me (RCA)

On 75% of reporting stations. Rotations: Heavy 5, Medium 42, Light 74, Total Adds 50 including WPTR, WCAO, WHN, WEEP, WNYR, WZZK, WCOS, KSSN, WMC, WKSJ, WIRK, WWWW, WIRE, WBCS, WIL, KUZZ, KMAK, KVEG, KSAN. A Most Added Record. Debuts at number 41 on the Country chart.

JANIE FRICKE Let's Stop Talkin' About It (Columbia)

On 75% of reporting stations. Rotations: Heavy 5, Medium 44, Light 71, Total Adds 55 including WPTR, WNYR, KIX106, KPLX, WAMZ, WKSJ, WKMF, WIRE, WBCS, WMIL, KCJB, WOW, WXCL, WHBF, KYGO, KSON, KSAN. A Most Added Record. Debuts at number 38 on the Country chart.

JUDDS Had A Dream (For The Heart) (RCA/Curb)

On 70% of reporting stations. Rotations: Heavy 7, Medium 56, Light 49, Total Adds 17, WIXY, WPOR, WNYR, KIX106, WMZQ, CHOW, WILQ, KLVJ, KHEY, KSSN, WIRK, WMNI, KWMT, KFDI, KYGO, KSON, KCUB. Moves 47-39 on the Country chart.

LYNN ANDERSON & GARY MORRIS You're Welcome To Tonight (Permian)

On 67% of reporting stations. Rotations: Heavy 16, Medium 40, Light 52, Total Adds 22 including WPOC, WNYR, KASE, KPLX, WFNC, WIRK, KS100, WMNI, WCUZ, WBCS, WTHI, KYAK, KUZZ, KVEG, KCCY, KCUB. Moves 50-40 on the Country chart.

JOHN ANDERSON Let Somebody Else Drive (WB)

On 60% of reporting stations. Rotations: Heavy 8, Medium 33, Light 56, Total Adds 41 including WVAM, WXKW, WEEP, KIX106, CHOW, WWVA, KEAN, WZZK, WOKK, WKSJ, WRNL, WUSQ, WKMF, WGEE, KRKT, KFRY. A Most Added Record. Debuts at number 44 on the Country chart.

DID YOU KNOW THAT CMA:

...Conducts an annual survey of all licensed radio stations to determine the amount of Country Music programmed daily, and compiles a comprehensive list of all of those stations?



For information on joining, write to:
Country Music Association
P. O. Box 22299-R
Nashville, TN 37202



Regional Adds & Hots

Table with columns: MOST ADDED, EAST, HOTTEST, MIDWEST, SOUTH, WEST, HOTTTEST. Lists stations and artists like Alabama (RCA), Charly McClain (Epic), Kenny Rogers (RCA), Crystal Gayle (WB), Merle Haggard (Epic).

Main table listing radio stations across various regions (EAST, MIDWEST, SOUTH, WEST) with columns for station call letters, city, and artist names. Includes stations like WKZZ-FM, WQOW, WYZZ, WYZZ-FM, etc.

The following stations failed to report and therefore their playlists were frozen:

- WIXL/Newton
WBMR/Orlando
WXBQ/Bristol
KRAK/Sacramento
WSEN/Syracuse
KTTS/Springfield
WQYK/Tampa-St. Petersburg
KIKK/Houston
KUGN/Eugene
WHK/Cleveland
WCMS/Norfolk
KFTN/Provo

161 Reports
148 Current Reports
The following stations reported frozen playlists:
WUBE/Cincinnati
KEIN/Great Falls

Adult / Contemporary

Continued from Back Page

BREAKERS

KENNY ROGERS This Woman (RCA)

68% of our reporters on it. Rotations: Heavy 4/2, Medium 39/28, Light 42/35, Extra Adds 5, Total Adds 70 including WFBR, GR55, WTAE, WRMM, WSB, KVIL-FM, 97AIA, WFYR, KUDL, WHB, WCCO, KS94, KKL, KBEST, KFMB, and 55 more. Debuts at number 21 on the A/C chart.

GENESIS That's All (Atlantic)

59% of our reporters on it. Rotations: Heavy 18/1, Medium 41/9, Light 18/11, Extra Adds 2, Total Adds 23 including 3WS, WTAE, WLTT, WSB-FM, WZZP, WHB, B100, KBEST, WRIE, WMJJ, WTMA, WEZS, WHBY, KOFM, K108, and 8 more. Debuts at number 23 on the A/C chart.

JAMES INGRAM with MICHAEL McDONALD Yah Mo B There (Qwest/WB)

59% of our reporters on it. Rotations: Heavy 10/0, Medium 45/7, Light 23/11, Extra Adds 1, Total Adds 19, KVIL-FM, KUDL, KKL, KFMB, V100, Y97, WGY, WTMA, WGOW, WVLK, WMAZ, WHBY, WTRX, WENS, KOFM, KFI, WNGS, WJON, KRNO. Debuts at number 24 on the A/C chart.

CHART EXTRAS

Chart Extras are those songs which have achieved Breaker status, yet do not have sufficient airplay strength to chart.

No songs qualified for A/C Chart Extra status this week.

NEW & ACTIVE

FRANK STALLONE & CYNTHIA RHODES "I'm Never Gonna Give You Up" (RSO/PG) 59/15
Rotations: Heavy 3/0, Medium 30/8, Light 26/9, Extra Adds 0, Total Adds 15, KUDL, KKL, KGW, B100, WICC, WTMA, WVLK, 2WD, KRNT, KOIL, KKPL, WSKY, WVBS, KWEB. Heavy: KWAV, KSL, WEIM. Medium: KBEST, WBT, WMAZ, WRVA, WHBC, KBOI, KRDO, KUGN, KKUA, WNNR, WSKI, WTN, KORQ, WCKQ, WCHV, WAGE, WCIL, KFSB, WHNN, K99, KRNO, KQSW, KRBS, KALE.

JUMP 'N THE SADDLE "The Curly Shuffle" (Atlantic) 57/3
Rotations: Heavy 2/0, Medium 28/2, Light 27/1, Extra Adds 0, Total Adds 3, GR55, KHOW, WMAZ. Heavy: WGY, WJON. Medium: WFBR, WSB, KVIL-FM, WCLR, WCCO, KGW, WRIE, WHHY, WRVA, WHBC, WING, KRNT, 3WM, KRDO, KUDO, WTKO, WSKI, WTN, WPPA, WCKQ, WVBS, WJBC, WHNN, KKJO, KTWO, K99.

POLICE "Wrapped Around Your Finger" (A&M) 51/40
Rotations: Heavy 2/0, Medium 15/8, Light 32/30, Extra Adds 2, Total Adds 40, WSB-FM, WFYR, KOST, V100, WKGW, WAHR, WIVY, WVLK, WRVR, WSRZ, WTRX, WENS, KOIL, KRAV, KBOI, KRDO, KKUA, KFI, WNNR, WEIM, WSKI, WPPA, KORQ, WCHV, WGSV, KRLB-FM, KVIC, WNGS, KFSB, KEEZ, KWEB, WHNN, KKJO, KFQD, KTWO, K99, KRNO, KQSW, KALE. Heavy: WQUE-FM, WGY. Medium: WHHY, WJON, KWAV, WKNE, WSKY, WCKQ, KRBS.

PEABO BRYSON/ROBERTA FLACK "You're Looking Like Love To Me" (Capitol) 45/14
Rotations: Heavy 1/0, Medium 23/6, Light 21/8, Extra Adds 0, Total Adds 14, WRMM, WISN, KHOW, WRVR, WHHY, WHBY, WTRX, WJON, KEX, WCHV, WJBC, KWEB, KALE. Heavy: WCCO. Medium: 97AIA, KEY103, WBT, WMAZ, WRVA, KUGN, KKUA, KSL, WSKI, WCKQ, WAGE, KVIC, WVBS, WJON, KFQD, K99, KRNO.

LANI HALL "Send In The Clowns" (A&M) 44/22
Rotations: Heavy 0/0, Medium 12/5, Light 28/13, Extra Adds 4, Total Adds 22, WCCO, WKGW, WVLK, WMAZ, 2WD, KRNT, KBOI, KEX, KISN, KSL, WNNR, WPPA, KORQ, WCKQ, KCRG, KFSB, KWEB, WHNN, KKJO, KFQD, KTWO, K99, KRNO. Medium: WRVA, WHBY, WHBC, KUGN, WSKI, KVIC, WJON.

RICK JAMES & SMOKEY ROBINSON "Ebony Eyes" (Gordy/Motown) 44/9
Rotations: Heavy 2/0, Medium 17/2, Light 24/8, Extra Adds 1, Total Adds 9, WCCO, WEZC, WMAZ, KBOI, KRDO, KKUA, KSL, WVBS, K99. Heavy: KWAV, WEIM. Medium: WTAE, 97AIA, KGW, WGY, WHHY, KFI, WNNR, WKNE, WSKI, KORQ, WCKQ, WCHV, WAGE, WCIL, KQSW.

OLIVIA NEWTON-JOHN "Twist Of Fate" (MCA) 37/4
Rotations: Heavy 12/0, Medium 16/2, Light 7/0, Extra Adds 2, Total Adds 4, WTMA, WRKA, 3WM, KISN. Heavy: WFBR, KVIL-FM, WAEB, WRIE, WGY, WLAC-FM, KRDO, KFI, WSKI, WPPA, KVIC, KQSW. Medium: WROR, WAXY, 97AIA, WQUE-FM, WFYR, WMJI, KMGC, Y107, KRAV, KUDO, WTN, KRLB-FM, KEEZ, WHNN.

BERTIE HIGGINS "When You Fall In Love" (Kat Family/CBS) 37/2
Rotations: Heavy 4/0, Medium 16/1, Light 17/1, Extra Adds 0, Total Adds 2, KSL, WCIL. Heavy: WAHR, KKUA, WEIM, KRBS. Medium: WCCO, KEY103, WRVR, WRVA, WSRZ, WTRX, KOIL, WNNR, WSKI, WCHV, WGSV, WAGE, WHNN, WBOW, KFQD.

STEVIE NICKS with SANDY STEWART "Nightbird" (Modern/Atco) 30/7
Rotations: Heavy 0/0, Medium 14/1, Light 15/5, Extra Adds 1, Total Adds 7, KPPL, WRIE, WVLK, KRDO, WCKQ, KEEZ, KRBS. Medium: WFBR, WQUE-FM, WHHY, WSRZ, WMGN, KWAV, WKNE, WSKI, WPPA, WSKY, WAGE, WNGS, KQSW.

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of A/C reporters adding the song this week or noting that the song is among their five hottest.

MOST ADDED

KENNY ROGERS (70)
This Woman (RCA)
POLICE (40)
Wrapped Around Your Finger (A&M)
JOHN LENNON (28)
Nobody Told Me (Polydor/PolyGram)
DONNA SUMMER (27)
Love Has A Mind Of Its Own (Mercury/PG)
PAUL McCARTNEY (25)
So Bad (Columbia)
GENESIS (23)
That's All (Atlantic)

HOTTEST

ELTON JOHN (82)
I Guess That's Why They Call It... (Geffen)
CULTURE CLUB (75)
Karma Chameleon (Virgin/Epic)
O. NEWTON-JOHN & J. TRAVOLTA (51)
Take A Chance (MCA)
BARRY MANILOW (49)
Read 'Em And Weep (Arista)
LIONEL RICHIE (46)
Running With The Night (Motown)
MATTHEW WILDER (44)
Break My Stride (Private I/CBS)

SIGNIFICANT ACTION

DONNA SUMMER "Love Has A Mind Of Its Own" (Mercury/PolyGram) 29/27
Rotations: Heavy 1/0, Medium 5/0, Light 21/20, Extra Adds 2, Total Adds 27, WFBR, KUDL, WAHR, WHBY, WHBC, KRNT, KKUA, KWAV, WNNR, WEIM, WSKI, WPPA, KORQ, WSKY, WCKQ, WCHV, WGSV, KVIC, WCIL, KEEZ, WHNN, WJON, WBOW, KTWO, KRNO, KQSW, KRBS. Heavy: 97AIA. Light: WKNE.

EDDIE RABBITT "Nothing Like Falling In Love" (WB) 29/1
Rotations: Heavy 2/0, Medium 12/0, Light 15/1, Extra Adds 0, Total Adds 1, KBOI. Heavy: WHBY, KSL. Medium: WRMM, KGW, WHHY, KRNT, WKNE, WSKI, WSKY, WCKQ, WGSV, WAGE, KWEB, KQSW. Light: WAHR, WTRX, WNNR, KORQ, WJBC, WCIL, WJON, KKJO, WBOW, KFQD, KTWO, K99, KRBS.

JOHN LENNON "Nobody Told Me" (Polydor/PolyGram) 28/28
Rotations: Heavy 2/2, Medium 7/7, Light 18/18, Extra Adds 1, Total Adds 28, WFBR, WTAE, WQUE-FM, WFYR, WHB, KS94, KGW, WAEB, WICC, WRKA, WHHY, WSRZ, KOIL, KRDO, WSKI, WPPA, KORQ, WSKY, WCKQ, KRLB-FM, WNGS, WCIL, KFSB, KEEZ, WJON, KQSW, KRBS, KALE.

ROMANTICS "Talking In Your Sleep" (Nemperor/CBS) 22/7
Rotations: Heavy 6/0, Medium 8/3, Light 7/3, Extra Adds 1, Total Adds 7, WICC, WEZC, WRKA, WSRZ, KRAV, WTN, KQSW. Heavy: WQUE-FM, KPPL, KRDO, WEIM, WSKI, WPPA. Medium: WCZY, WIVY, WSKY, WAGE. Light: 97AIA, V100, Y107, KUDO.

MICHAEL SEMBELLO "Talk" (WB) 21/18
Rotations: Heavy 0/0, Medium 3/3, Light 16/13, Extra Adds 2, Total Adds 18, WMAZ, WHBC, KRDO, KUGN, KKUA, KWAV, WEIM, WSKI, KORQ, WSKY, WCKQ, KVIC, WNGS, WBOW, KFQD, KTWO, K99, KRBS. Light: WKNE, WAGE, KEEZ.

BOB DYLAN "Sweetheart Like You" (Columbia) 21/9
Rotations: Heavy 1/0, Medium 5/0, Light 14/8, Extra Adds 1, Total Adds 9, WCCO, WTRX, KBOI, WCHV, WVBS, KFSB, KEEZ, WBOW, KALE. Heavy: KUDO. Medium: WGY, WSRZ, WSKI, WCKQ, KQSW. Light: WEIM, WKNE, WSKY, WNGS, KTWO, KRBS.

IRENE CARA "The Dream (Hold On To Your Dream)" (Network/Geffen) 16/5
Rotations: Heavy 1/0, Medium 5/0, Light 10/5, Extra Adds 0, Total Adds 5, WHHY, Y107, KUGN, KUDO, KKJO. Heavy: WCKQ. Medium: WSKI, WPPA, WAGE, WJON. Light: WVBS, KEEZ, KTWO, K99, KRNO, KRBS.

MICHAEL JACKSON "Thriller" (Epic) 13/8
Rotations: Heavy 1/1, Medium 4/2, Light 8/5, Extra Adds 0, Total Adds 8, WAXY, WKGW, Y107, KFI, KWAV, WPPA, WSKY, WVBS. Medium: WFBR, WRKA. Light: 97AIA, V100, WCHV.

JEFFREY OSBORNE "Stay With Me Tonight" (A&M) 11/5
Rotations: Heavy 2/0, Medium 5/2, Light 4/3, Extra Adds 0, Total Adds 5, WEZC, WLAC-FM, WEZS, KORQ, WVBS. Heavy: WQUE-FM, KFI. Medium: KVIL-FM, WPPA, WSKY. Light: Y107.

COMMODORES "Turn Off The Lights" (Motown) 10/9
Rotations: Heavy 0/0, Medium 3/3, Light 7/6, Extra Adds 0, Total Adds 9, WSB-FM, WAHR, WRKA, WHHY, WNNR, WCKQ, WGSV, KVIC, KFSB. Light: 97AIA.

BONNIE TYLER "Take Me Back" (Columbia) 8/0
Rotations: Heavy 0/0, Medium 6/0, Light 2/0, Extra Adds 0, Total Adds 0. Medium: WFBR, KHOW, WGY, WHHY, WSKI, KFQD. Light: WEIM, WAGE.

(J.) BIRD "(You're) That Song" (Bermuda Dunes) 7/1
Rotations: Heavy 0/0, Medium 3/1, Light 4/0, Extra Adds 0, Total Adds 1, WAHR. Medium: WCCO, WEIM. Light: KKP, WSKI, KWEB, WBOW.

MADONNA "Holiday" (Sire/WB) 7/1
Rotations: Heavy 2/0, Medium 3/0, Light 2/1, Extra Adds 0, Total Adds 1, WHHY. Heavy: WQUE-FM, WPPA. Medium: KFI, WAGE, WSKI. Light: WCZY.

MELISSA MANCHESTER "I Don't Care What The People Say" (Arista) 6/6
Rotations: Heavy 0/0, Medium 1/1, Light 4/4, Extra Adds 1, Total Adds 6, WAEB, WPPA, WCKQ, KFSB, KEEZ, KKJO.

RYAN PARIS "Dolce Vita Part I" (Carrere/CBS) 6/6
Rotations: Heavy 0/0, Medium 0/0, Light 4/4, Extra Adds 2, Total Adds 6, WCCO, WEIM, WCKQ, KFQD, KQSW, KRBS.

SHALAMAR "You Can Count On Me" (Solar/Elektra) 6/3
Rotations: Heavy 1/0, Medium 1/0, Light 2/1, Extra Adds 2, Total Adds 3, WCCO, KTWO, KQSW. Heavy: 97AIA. Medium: WAXY. Light: WEIM.

JOHN COUGAR MELLENCAMP "Pink Houses" (Riva/PolyGram) 6/2
Rotations: Heavy 2/0, Medium 2/1, Light 2/1, Extra Adds 0, Total Adds 2, KOIL, WSKY. Heavy: WQUE-FM, WSKI. Medium: KUDO. Light: WCZY.

MOTELS "Remember The Nights" (Capitol) 6/2
Rotations: Heavy 0/0, Medium 3/1, Light 3/1, Extra Adds 0, Total Adds 2, WFBR, KUDO. Medium: WSKI, WVBS. Light: WCZY, WPPA.

PETER SCHILLING "Major Tom (Coming Home)" (Elektra) 6/0
Rotations: Heavy 0/0, Medium 4/0, Light 2/0, Extra Adds 0, Total Adds 0. Medium: WMJI, WSKI, WTN, KEEZ. Light: WQUE-FM, WCZY.

JIM GLASER "If I Could Only Dance With You" (Noble Vision) 5/5
Rotations: Heavy 0/0, Medium 0/0, Light 4/4, Extra Adds 1, Total Adds 5, WCCO, WHBC, WEIM, WTKO, KRBS.

LEE GREENWOOD "Going, Going, Gone" (MCA) 5/1
Rotations: Heavy 0/0, Medium 2/0, Light 3/1, Extra Adds 0, Total Adds 1, WTRX. Medium: WCCO, KKJO. Light: WAHR, KTWO.

NEW & ACTIVE includes songs reported by at least 30 of our A/C reporting stations. The two numbers following the artist/title (label) designation indicate how many A/C reporters are on the record this week and, of those, how many added it for the first time this week. A/C stations report their playlists by rotations (Heavy, Medium, Light, and Add). The two numbers following each rotational designation indicate how many stations have the record in that particular rotation and, of those, how many added it directly into that same rotation.

ALCATRAZ™



"NO PAROLE FROM ROCK 'N' ROLL"

Already Booked At

WBAB	KSHE	WAAL	WSCY	WZXY	WLVQ	WWCT	KROY	KSMB
WYSP	KMET	WTPA	WKLC	KMJX	WTUE	KICT	KZAP	KUFO
WDVE	KRCK	WCCC	KLBJ	KISS	KQDS	KZEL	KLPX	WYER
WHJY	KRQR	WPLR	KRIX	KXZL	WXKE	KKDJ	WMGM	KOZZ
WKLS	KSJO	WDHA	WKTM	WKZL	WLAV	KPOI	WRKI	
WQFM	KZOK	WCMF	KLAQ	WAPL	WIBA	KOMP	WBLM	

R&R 1/13 AOR Albums Debut **40**

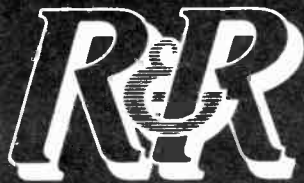
Medium Rotation on MTV



"Home Of The Artists"

Album XR22016
Cassette XRC22016

Distributed by MCA Distr. Corp.



AOR / ALBUMS

January 13, 1984

177 REPORTERS

Total Heavy Medium Total
Reports Rotation Rotation Rotations

- | | | |
|-------|----|-----------------------------------------------------|
| 1 | 1 | GENESIS/Genesis (Atlantic) |
| 2 | 2 | YES/90125 (Atco) |
| DEBUT | 3 | VAN HALEN/1984 (WB) |
| 4 | 4 | 38 SPECIAL/Tour De Force (A&M) |
| 3 | 5 | JOHN COUGAR MELLENCAMP/Uh-Huh (Riva/PolyGram) |
| 5 | 6 | ROLLING STONES/Undercover (RollingStn/Atco) |
| 6 | 7 | TWO OF A KIND/Soundtrack (MCA) |
| 8 | 8 | BILLY IDOL/Rebel Yell (Chrysalis) |
| 9 | 9 | DURAN DURAN/Seven And The Ragged Tiger (Capitol) |
| 10 | 10 | HUEY LEWIS & THE NEWS/Sports (Chrysalis) |
| 11 | 11 | OZZY OSBOURNE/Bark At The Moon (CBS/Associated) |
| 7 | 12 | ROMANTICS/In Heat (Nemperor/CBS) |
| 13 | 13 | NIGHT RANGER/Midnight Madness (Camel/MCA) |
| 19 | 14 | MANFRED MANN'S EARTH.../Somewhere... (Arista) |
| 17 | 15 | MOTLEY CRUE/Shout At The Devil (Elektra) |
| 20 | 16 | MOTELS/Little Robbers (Capitol) |
| 12 | 17 | BLUE OYSTER CULT/The Revolution By Night (Columbia) |
| 14 | 18 | BOB DYLAN/Infidels (Columbia) |
| 21 | 19 | RE-FLEX/The Politics Of Dancing (Capitol) |
| 30 | 20 | REAL LIFE/Heartland (Curb/MCA) |
| 18 | 21 | U2/Under A Blood Red Sky (Island/Atco) |
| 28 | 22 | ABC/Beauty Stab (Mercury/PolyGram) |
| 24 | 23 | HEADPINS/Line Of Fire (Solid Gold/MCA) |
| 15 | 24 | ALAN PARSONS PROJECT/Best Of The Alan... (Arista) |
| DEBUT | 25 | A NIGHT IN HEAVEN/Soundtrack (A&M) |
| 23 | 26 | DON FELDER/Airborne (Elektra) |
| 27 | 27 | POLICE/Synchronicity (A&M) |
| 29 | 28 | VANDENBERG/Heading For A Storm (Atco) |
| 34 | 29 | STEVIE NICKS/The Wild Heart (Modern/Atco) |
| 16 | 30 | EDDIE MONEY/Where's The Party? (Columbia) |
| 35 | 31 | FIXX/Reach The Beach (MCA) |
| 22 | 32 | STREETS/1st (Atlantic) |
| 31 | 33 | HEAVEN/Where Angels Fear To Tread (Columbia) |
| DEBUT | 34 | EURHYTHMICS/Touch (RCA) |
| 33 | 35 | BIG COUNTRY/The Crossing (Mercury/PolyGram) |
| 40 | 36 | QUIET RIOT/Metal Health (Pasha/CBS) |
| DEBUT | 37 | CYNDI LAUPER/She's So Unusual (Portrait/CBS) |
| 25 | 38 | PAUL RODGERS/Cut Loose (Atlantic) |
| 26 | 39 | ZZ TOP/Eliminator (WB) |
| DEBUT | 40 | ALCATRAZZ/No Parole From Rock & Roll (Rocshire) |

"All" (152)	"Job" (99)	"Home" (44)	175+	161+	14-	1=
"Owner" (128)	"Happens" (117)	"Changes" (104)	170+	153-	17+	1=
"Jump" (163)	"Panama" (88)	"Wait" (58)	164+	141+	18-	43-
"If" (124)	"Back" (124)	"Century" (16)	157+	131-	26+	5+
"Houses" (132)	"Guitar" (79)	"Business" (32)	158+	121-	37+	2+
"Hot" (124)	"Tough" (87)	"Undercover" (67)	157+	112-	45+	1=
"Ask The Lonely" (149)			151+	118-	33+	0-
"Rebel" (132)	"Highway" (17)	"Flesh" (10)	138-	78+	60-	2+
"New Moon" (89)	"Union" (70)	"Reflex" (28)	136+	82-	51+	18+
"Drug" (119)	"Soul" (20)	"R&R" (20)	134+	83+	51+	6+
"Bark" (119)	"Rock" (65)	"Tired" (26)	135+	52-	82+	3+
"Talking" (95)	"Rock" (34)		115-	74-	41+	1-
"Rock" (85)	"Rumours" (53)		115+	38-	74+	13+
"Runner" (89)	"Demolition" (49)		124+	27+	89+	29+
"Looks" (106)	"Shout" (32)		115+	35+	75-	7+
"Remember" (95)			102+	54+	47-	13+
"Take" (79)	"Shark" (67)		109-	40-	69-	2-
"Sweetheart" (57)	"Bully" (51)	"Sundown" (20)	102-	33-	69-	4+
"Politics Of Dancing" (97)			97=	29+	66-	4=
"Send Me An Angel" (93)			93+	29+	60+	19+
"11 O'Clock" (73)	"Follow" (18)		87-	25-	62-	3+
"That Was Then" (47)	"Power" (37)		89+	15+	69+	9-
"Just" (78)	"Mine" (16)		92+	10=	80+	7+
"You Don't Believe" (70)			70-	32-	38-	1-
"Heaven" (81)			81+	17+	55+	41+
"Bad Girls" (69)			79-	13+	66-	1-
"Finger" (40)	"Synch. II" (24)		59+	28-	31+	6-
"Friday Night" (79)			81+	5=	72+	7+
"Nightbird" (67)			68+	21+	43-	12=
"Crash" (59)	"Party" (12)		70-	19-	51-	2+
"The Sign Of Fire" (67)			70+	17+	50+	11+
"If Love Should Go" (52)			61-	13-	47-	3-
"Rock School" (65)			68-	1-	67=	2=
"Here Comes The Rain" (60)			59+	15+	30+	31+
"Fields" (33)	"Big Country" (17)		49-	18=	30-	2=
"Bang" (29)	"Cum On" (13)	"Don't" (10)	50+	13+	35+	5-
"Girls" (37)	"Time" (20)		50+	12+	28+	15+
"Cut Loose" (46)			48-	12-	36-	0=
"TV Dinners" (33)	"Sharp" (15)		46-	12-	34-	1+
"Island In The Sun" (51)			52+	4+	44-	7+

CHART EXTRAS

ROBERT PLANT
The Principle of Moments (Es Paranza/Atlantic)

DOKKEN
Breaking The Chains (Elektra)

BREAKERS

VAN HALEN
1984 (WB)

93% of our reporters on it. 164/43, including adds at WBCN, WAPP, DC101, KZEW, KSRR, WLLZ, WQFM, KMET, KDKB, KGB, KISW.

REAL LIFE
Heartland (MCA/Curb)

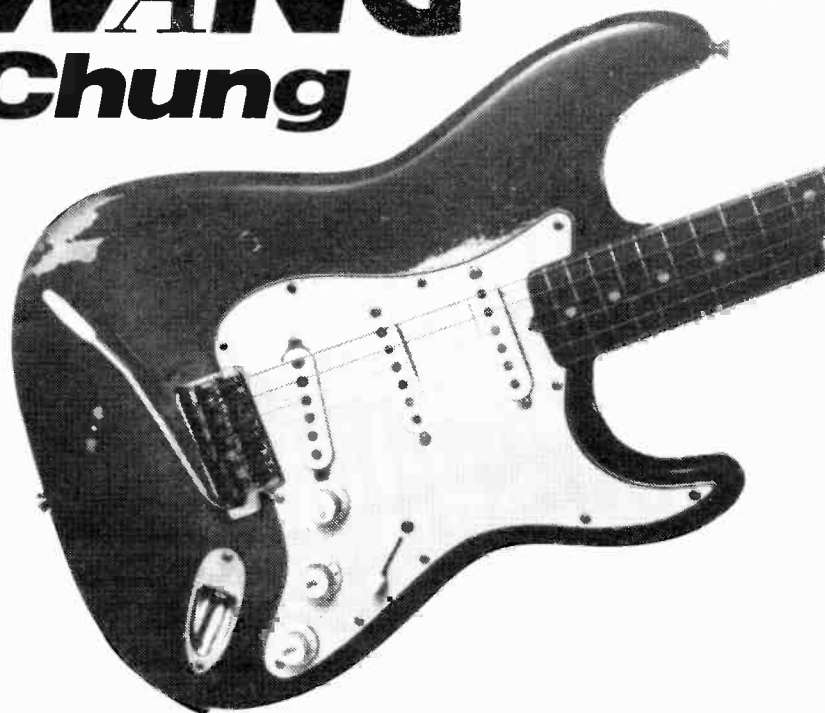
53% of our reporters on it. 93/19, including adds at WDVE, WLUP, KUPD, KMEL, WCMF, WAQX, WYMX, KLBK, WCKN, WZXR, WTUE, WIOT, KRSP.

ABC
Beauty Stab (Mercury/PolyGram)

50% of our reporters on it. 89/9, including adds at KSRR, KBPI, WAPI, WOVE, KNCN, WKQQ, KROY, KZAP, KKRO.

WANG

Chung



The sound of a hand striking strings.

R&R

RADIO & RECORDS

213
553-4330

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AOR ALBUMS

MOST ADDED

- UTOPIA (51)**
Oblivion (Passport)
- VAN HALEN (43)**
1984 (WB)
- A NIGHT IN HEAVEN (41)**
Soundtrack (A&M)
- HYTS (34)**
Hyts (Gold Mountain/A&M)
- EURYTHMICS (31)**
Touch (RCA)
- MANFRED MANN'S EARTH BAND (29)**
Somewhere In Afrika (Arista)

MOST HOTS

- GENESIS (161)**
Genesis (Atlantic)
- YES (153)**
90125 (Atco)
- VAN HALEN (141)**
1984 (WB)
- 38 SPECIAL (131)**
Tour De Force (A&M)
- JOHN COUGAR MELLENCAMP (121)**
Uh-Huh (Riva/PolyGram)
- TWO OF A KIND (118)**
Soundtrack (MCA)
- ROLLING STONES (112)**
Undercover (Rolling Stones/Atco)

NEW & ACTIVE

- UTOPIA/Oblivion (Passport) 57/51 (7/7)**
Adds: 51 including WMMR, WDVE, WKLS, KQRS, KOME, WHCN, WNOR, WWCT, KFMG. Hots: 2 WQBK, KTCL. Medium: 32 including WYSP, WAAL, WPDH, KQDS.
- HYTS/Hyts (Gold Mtn./A&M) 44/34 (14/14)**
Adds: 34 including WEBN, WQFM, KLOS, KGB, WCMF, WKZL, KMOD, KFIV-FM. Hots: 2 KSJO, WCCC. Medium: 31 including KSJO, WCCC.
- PREVIEW/Preview (Geffen) 42/5 (35/6)**
Adds: 5 KCAL, WIMZ, KSMB, WCPZ, KWHL. Hots: 2 WQFM, KRCK. Medium: 39 including WBAB, KZEW, WYNF, KQRS, KLOS, KISW, WPDH, KLAQ, WLAV, KZAP.
- IAN ANDERSON/Walk Into Light (Chrysalis) 41/4 (45/3)**
Adds: 4 WLUP, KFOG, KICT, KLPX. Hots: 9 including WXRT, KBCO. Medium: 31 including CHUM-FM, KZEW, KINK, WDHA, WTKX, KQDS, KILO.
- ENGLISH BEAT/What Is Beat? (IRS/A&M) 32/6 (25/5)**
Adds: 6 including WLUP, KCAL. Hots: 7 including KBCO, KROQ, WAAF. Medium: 22 including WBCN, WCKO, KSHE, KGB, WLAV.
- GIRLSCHOOL/Play Dirty (Mercury/PolyGram) 30/2 (31/1)**
Adds: 2 KNAC, WXKE. Hots: 6 including KZEW, KRCK, KSJO, KZOK. Medium: 23 including DC101, KTXQ, WQFM, KSHE, KGB, WKDF.
- ELTON JOHN/Too Low For Zero (Geffen) 29/3 (27/3)**
Adds: 3 WMMR, WMMS, KSQY. Hots: 15 including WBAB, WAPP, K97, WKZL, WXKE. Medium: 12 including KEGL, KDKB, WZZO, KWFM.
- BAXTER ROBERTSON/Panorama View (RCA) 27/7 (18/6)**
Adds: 7 including WZIR, KUPD, WAAL, KWXL, KROY. Hots: 0. Medium: 21 including WDVE, KSHE, KGB, WPLR, WQMF, KQDS.
- ADAM ANT/Strip (Epic) 26/3 (30/2)**
Adds: 3 WKLS, KLAQ, WCKN. Hots: 9 including WLIR, KROQ, 91X. Medium: 16 including WDVE, WCKO, KBPI, WAQY, WKDF.
- LIONEL RICHIE/Can't Slow Down (Motown) 21/0 (23/4)**
Adds: 0. Hots: 11 including WMET, WMMS. Medium: 10 including KWK, WAMX, WYMX, WRNO, KREM.
- MINK DEVILLE/Where Angels Fear To Tread (Atlantic) 20/6 (14/0)**
Adds: 6 including KQAK, WTKX, KXZL. Hots: 4 including WBCN, WNEW-FM, WXRT. Medium: 10 including KBCO, WQBK, KQDS.
- NICK HEYWARD/North Of A Miracle (Arista) 17/2 (15/0)**
Adds: 2 WKLC, KTMS. Hots: 3 WXRT, KSPN, KTCL. Medium: 13 including KBCO, WQBK, WPDH, WQDR.
- RIOT/Born In America (Quality) 16/2 (16/0)**
Adds: 2 KRIX, KICT. Hots: 1 WQFM. Medium: 13 including KSHE, KMET, KZEL.
- PAUL YOUNG/No Parlez (Columbia) 15/1 (14/0)**
Adds: 1 WBAB. Hots: 3 including WXRT. Medium: 11 including WMMS, WDHA, WWCT.
- MIDNIGHT OIL/10, 9, 8, 7, 6, 5, 4, 3, 2, 1 (Columbia) 13/2 (12/1)**
Adds: 2 CHEZ-FM, WDEK. Hots: 2 KNAC, KDKB. Medium: 10 including CHUM-FM, WXRT, KQDS.
- KIND/Pain And Pleasure (360) 12/5 (9/2)**
Adds: 5 including WQFM, KBCO, KRCK. Hots: 0. Medium: 8 including WLUP, WXRT, KSJO.
- ACCEPT/Balls To The Wall (Portrait/CBS) 11/10 (1/1)**
Adds: 10 including KTXQ, KZEW, KLOL, KMET. Hots: 0. Medium: 8 including KGON.
- UB40/Labour Of Love (Virgin/A&M) 11/0 (11/1)**
Adds: 0. Hots: 8 including CHUM-FM, KBCO, 91X. Medium: 3 including WCKO, CHEZ-FM.
- MATTHEW WILDER/I Don't Speak The Language (Private I/CBS) 10/4 (8/6)**
Adds: 4 including WAPP. Hots: 4 including WMMS, WRNO. Medium: 4 including WMET, KWK.
- LET'S ACTIVE/Afoot (IRS/A&M) 10/1 (8/0)**
Adds: 1 WYER. Hots: 2 WLIR, 91X. Medium: 7 including WBAB, WXRT, WPDH.

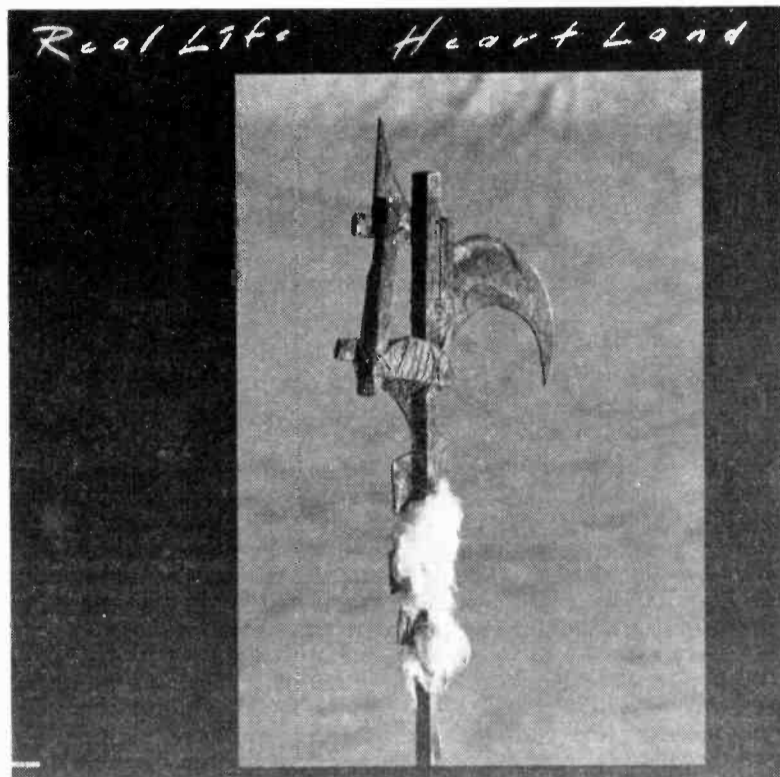
AOR ALBUMS — Compiles album airplay data from all reporting stations. Includes four-week trend of chart movement, plus cuts listed numerically by airplay. Current singles are **BOLDED**. Also listed is present week's number of reports in hot and medium rotations, and total adds. Symbols represent more (+), less (-), or equal (=) number of reports in each rotation compared to last week's figures. Records showing significant upward momentum are bulleted.

CHART EXTRAS — Records that have fallen off the chart but continue to receive substantial airplay.

AOR BREAKERS — Records that are in a reported rotation on at least 50% of reporting stations. Total reports/total adds information listed; for example, 100/50 means 100 total station reports and, of those, 50 added it this week.

From The **HEARTLAND** To
The Shores Of America Comes...

REAL LIFE



MCA-5459 Produced by Steve Hillage

Featuring The Hit Single,
“SEND ME AN ANGEL”

MCA-52287

Bob Kranes—WBCN

“Real Life has been progressing ever since it went on the air. ‘Send Me An Angel’ is extremely strong.”

Erin Riley—WMMR

“Real Life is real music. I’m driving everyone nuts with how much I’m playing it. ‘Angel’ captures my heart, and ‘Heartland’ breaks it.”

Zak Phillips—KBPI

“‘Send Me An Angel’ is a great song. It’s going to be a hit in Denver.”

Gordon Atkins—KSHE

“Good vocals, great production. ‘Send Me An Angel’ is a well-rounded song. The more I listen, the more I like it.”

THE ALBUM STORY!

Album Network

New Action • Hottest Debut 30★ Power Cuts **“Angel”** • 67★—37★

F.M.Q.B.

Airplay Index—Debut 41★ • Single Index **“Angel”**—Debut 54★

Radio & Records

DOUBLE BREAKER! AOR Albums 20 AOR Hot Tracks 25

THE SINGLE STORY!

Billboard

Singles Chart ★ 40

Radio & Records

CHR NATIONAL AIRPLAY/40 30

CURB
RECORDS

MCA RECORDS

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Thirteen years ago,

Jeff Tenenbaum, Ed Grossi, and Marty Scott were college students and music fans with a better idea. They formed a distribution company called JEM Records that employed students to sell albums on campus at discount prices. Taking things a step further, they began importing new rock albums that had been previously unavailable in the United States. JEM soon became the pre-eminent import of rock music. Over the years, JEM introduced to America such classic albums as Elton John's "Empty Sky," Deep Purple's "Live In Japan," Genesis' "Foxtrot," Elvis Costello's "My Aim Is True," Sex Pistols' "Anarchy In The UK," and Cheap Trick's "Live At Budokan," to name a few, before these records were licensed in America.

The Company then became a key distribution source for the new burgeoning American indie labels. You probably first heard "X," "Romeo Void," "B-52's," and "Devo" on JEM distributed records.

JEM has now grown to become America's largest independent distributor, with branch offices and warehouses in N.J., Dallas and Los Angeles. JEM distributes both regionally and nationally to retail and rack locations. Always at the forefront of music trends through its Passport and PVC labels and its manufacturing and licensing arrangements with WEA International and Editions EG, JEM is poised...

In the months

to come, JEM will be releasing albums by some very exciting, very familiar names. Utopia is one. AOR has been playing their music for years, and Passport/Utopia Records is proud to release their newest, "Oblivion." JEM will be backing up the release with a full marketing campaign including posters, flats, contests, video ("Crybaby," already in production), local and national print advertising, etc., etc. After only one week, "Oblivion" is already on...

WYSP, WGRQ, WDHA, WAAL, WQBK, WPDH, WRLN, WKQQ, WCPC, KFMH, KBLE, KQDS, KWHL, KNCN, WNEW-FM, WMMR, KTXQ, KZEW, WMMS, KBCO and more!

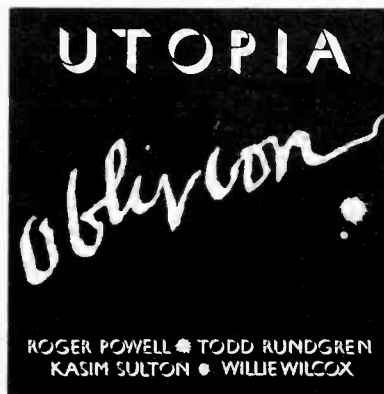
R&R 1/16 NEW & ACTIVE ALBUMS 57/51
NEW & ACTIVE HOT TRACKS 49/43

WYSP * **Mark DiDia**—WYSP has been banging the Upper Darby boy since day one. "Crybaby" is by far the most accessible radio cut since "Something Anything."

WGRQ * **Brian Krysz**—Their best LP since "Oops Wrong Planet" LP which is one of my Top 10 of all time. "Crybaby" and "Welcome To My Revolution" could both be hit singles.

WDHA * **Bob Linder**—From Oblivion to 1984 smash, Todd and the boys are in rare form. "Crybaby" is our lead track, good initial response.

UTOPIA
RECORDS



We don't have to release our product... we want to!

Jem
records

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REGIONAL RADIO ACTIVITY

EAST

Parallel One

* CHUM-FM/Toronto (416) 926-6666

BOB VAN HALLEN (N) JON LERSON BILLY IDOL

* Q107/Toronto (416) 967-3445

BOB VAN HALLEN (N) JON LERSON BILLY IDOL

* WMMR/Philadelphia (215) 561-0933

BOB VAN HALLEN (N) JON LERSON BILLY IDOL

* WYSP/Philadelphia (215) 688-9480

BOB VAN HALLEN (N) JON LERSON BILLY IDOL

* DC101/Washington (202) 828-9932

BOB VAN HALLEN (N) JON LERSON BILLY IDOL

* WZZO/Alentown (212) 894-0511

BOB VAN HALLEN (N) JON LERSON BILLY IDOL

* WBCN/Boston (617) 266-1111

BOB VAN HALLEN (N) JON LERSON BILLY IDOL

* WNEW-FM/New York (212) 866-7000

BOB VAN HALLEN (N) JON LERSON BILLY IDOL

* CHOM-FM/Montreal (514) 935-2425

BOB VAN HALLEN (N) JON LERSON BILLY IDOL

* WGRQ/Bufalo (716) 881-4555

BOB VAN HALLEN (N) JON LERSON BILLY IDOL

* WHYY/Providence (401) 438-6110

BOB VAN HALLEN (N) JON LERSON BILLY IDOL

* WLR/Long Island (516) 485-8200

BOB VAN HALLEN (N) JON LERSON BILLY IDOL

LYRAS ROLLING STONES

* WAPP/New York (212) 357-8000

BOB VAN HALLEN (N) JON LERSON BILLY IDOL

WBAB/Long Island (516) 587-1023

BOB VAN HALLEN (N) JON LERSON BILLY IDOL

CULTURE CLUB

GENESIS (N) JON LERSON BILLY IDOL

* WAAL/Binghamton (607) 772-8850

BOB VAN HALLEN (N) JON LERSON BILLY IDOL

OSTY OBSCURNE (N)

EDDIE MONEY BILLY IDOL

* WDH/North Jersey (201) 328-1055

BOB VAN HALLEN (N) JON LERSON BILLY IDOL

* W7X/Scranton (717) 981-1842

BOB VAN HALLEN (N) JON LERSON BILLY IDOL

* WQBK/Albany (518) 482-5555

BOB VAN HALLEN (N) JON LERSON BILLY IDOL

* WGR/Manchester (603) 826-8915

BOB VAN HALLEN (N) JON LERSON BILLY IDOL

* WBLM/Lewiston-Port (207) 783-2065

BOB VAN HALLEN (N) JON LERSON BILLY IDOL

* WKLK/West Virginia (304) 722-3308

BOB VAN HALLEN (N) JON LERSON BILLY IDOL

* WTPA/Harrisburg (717) 238-1402

BOB VAN HALLEN (N) JON LERSON BILLY IDOL

* WAQY/Springfield (413) 525-8188

BOB VAN HALLEN (N) JON LERSON BILLY IDOL

* WPDH/Poughkeepsie (914) 471-1500

BOB VAN HALLEN (N) JON LERSON BILLY IDOL

* WAMX/Huntingtor. (304) 523-8401

BOB VAN HALLEN (N) JON LERSON BILLY IDOL

* WGMG/Atlantic City (609) 841-1400

BOB VAN HALLEN (N) JON LERSON BILLY IDOL

* WOAY/Beckley-Oak Hill (204) 877-2424

BOB VAN HALLEN (N) JON LERSON BILLY IDOL

* WKTX/Dallas (214) 526-5500

BOB VAN HALLEN (N) JON LERSON BILLY IDOL

* WRKJ/Danbury (203) 579-9955

BOB VAN HALLEN (N) JON LERSON BILLY IDOL

* WSHE/Miami (305) 581-1580

BOB VAN HALLEN (N) JON LERSON BILLY IDOL

* WCMF/Rochester (716) 288-3200

BOB VAN HALLEN (N) JON LERSON BILLY IDOL

* WCPY/Albany (518) 785-9800

BOB VAN HALLEN (N) JON LERSON BILLY IDOL

* WWA/Worcester (617) 752-5611

BOB VAN HALLEN (N) JON LERSON BILLY IDOL

* WWR/Ocean City (301) 288-4545

BOB VAN HALLEN (N) JON LERSON BILLY IDOL

* WCKO/Miami (305) 731-4800

BOB VAN HALLEN (N) JON LERSON BILLY IDOL

* KZEW/Dallas (214) 748-9898

BOB VAN HALLEN (N) JON LERSON BILLY IDOL

* WTR/Ocean City (301) 288-4545

BOB VAN HALLEN (N) JON LERSON BILLY IDOL

Parallel Three

Parallel One

SOUTH

Parallel One

Continued on next page

SOUTH (continued)

* VAN HALEN
HUEY LEWIS
YES
JOHN LENNON
ROMANTICS
DURAN DURAN

* KEGU/Dallas
(817) 457-9700
PO: JERRY ROSS
BOB DYLAN

* KISS/San Antonio
(512) 223-8211
PO: GREG STEVENS
BOB DYLAN
HUEY LEWIS

* KLOL/Houston
(713) 526-4591
PO: MICHELLE SAYNE
BOB DYLAN

* WKLS/Atlanta
(404) 325-0980
BOB DYLAN
HUEY LEWIS
YES

* WKSI/Atlanta
(404) 325-0980
BOB DYLAN
HUEY LEWIS
YES

* KRRI/Houston
(713) 797-0097
PO: ANDY SHERMAN
BOB DYLAN

* WYFN/Tampa
(813) 876-0455
BOB DYLAN
HUEY LEWIS
YES

* WMOU/Charlotte
(704) 392-6191
PO: SCOTT BLAKE
BOB DYLAN

* KXZL/San Antonio
(512) 226-6444
PO: DAVID COLLEY
BOB DYLAN

* WZZY/Kingsport
(615) 246-8131
PO: REGGIE JORDAN
BOB DYLAN

* WZLX/Winston-Salem
919-996-2217
PO: TOM COLLINS
BOB DYLAN

* WKJX/Little Rock
(501) 329-3808
PO: TOM MOOD
BOB DYLAN

* WKQJ/Lexington
(606) 252-6694
PO: DAVID REUSINKIAUS
BOB DYLAN

* WKYI/Augusta
(404) 722-1302
PO: CRICK WHITAKER
BOB DYLAN

* WDIZ/Orlando
(305) 645-1802
PO: RAY HESSIG
BOB DYLAN

* WYFJ/Jacksonville
(904) 642-1055
PO: CHRIS JONES
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* WKXN/Brownsville
(512) 350-9999
PO: GARY STEELE
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* WKRN/Greenville-
Spartenburg
(803) 226-1511
PO: STEVE CHRIS
BOB DYLAN

* KRXX/Brownsville
(512) 350-9999
PO: GARY STEELE
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(919) 832-8311
PO: TOM EVANS
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* WAPI/Birmingham
(205) 933-8274
PO: STEVE RUMER
BOB DYLAN

* WZXR/Memphis
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PO: JOHN RIVERS
BOB DYLAN

* KLBJ/Austin
(512) 474-6543
PO: CLARK RYAN
BOB DYLAN

* WQMF/Louisville
(502) 589-4400
PO: TOM OWENS
BOB DYLAN

* WTKX/Pensacola
(904) 439-7513
PO: MARIE DAVID SLINGER
BOB DYLAN

* WKDF/Nashville
(615) 244-9532
PO: SHERRY RIVERS
BOB DYLAN

* WIMZ/Knoxville
(615) 525-6080
PO: KERRY LAURENT
BOB DYLAN

* WTKM/Charleston
(803) 554-7154
PO: ALICIA BENVENISTE
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* WMVK/Norfolk
(804) 461-1194
PO: JOHN HENRIEL
BOB DYLAN

* KFMM/Lubbock
(806) 747-1224
PO: NANCY LAKE
BOB DYLAN

* KSMB/Lafayette
(318) 232-1311
PO: SCOTT SCHAVER
BOB DYLAN

* KUFM/Odessa
(915) 366-2801
PO: J. MICHAEL SCOTT
BOB DYLAN

* WRUF/Gainesville
(904) 392-0771
PO: HARRY GUSOTT
BOB DYLAN

* WWSM/Cleveland
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* WLU/Chicago
(312) 440-5270
PO: GREG BOLO
BOB DYLAN

* KFCI/Kansas City
(816) 531-3400
PO: DAVE KOPONICH
BOB DYLAN

* KYYS/Kansas City
(816) 753-4567
PO: JOE MCCABE
BOB DYLAN

* WRIF/Detroit
(313) 444-1010
PO: MARK PASHAN
BOB DYLAN

* WLLZ/Detroit
(313) 863-1800
PO: JOE URBEL
BOB DYLAN

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PO: JOHN GORAN
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PO: JOHN GORAN
BOB DYLAN

* WWSM/Cleveland
(216) 781-9667
PO: JOHN GORAN
BOB DYLAN

MIDWEST (continued)

KQRS/Minneapolis (612) 545-5601
PD: DOUG SORENSON
MD: LYNN WELLS

WLWQ/Columbus (614) 224-1271
PD: PAT STILL
MD: LEE RANDALL

WIBA/Madison (608) 274-5450
PD: DAVE ERVIN

WVCK/Flint (313) 744-1570
PD: MARK MILLER
MD: LINDA LANSI

WCPZ/Sandusky (419) 625-1010
PD: BOB REDI

KKHQ/Iowa City-Cedar Rapids (319) 354-9500
PD: TED BURTON JACOBSEN
MD: DOUG BREYER

CULTURE CLUB (M)
PD: JIM JAMES

Light Adda
PD: SCOTT JAMISON
MD: KELLY O'NEAL

KFGQ/San Francisco (415) 885-1045
PD: DAVE LOGAN

KJAZZ/Denver (303) 759-5600
PD: SCOTT JAMISON
MD: KELLY O'NEAL

KMET/Los Angeles (213) 464-5638
PD: KEVIN HARRISON
MD: HIGH SURRATT

Parallel Two

KQDS/Duluth (218) 728-6421
PD: BRUCE NICHOLSON
MD: BRIAN TAYLOR

KATT/Oklahoma City (405) 631-8881
PD: JOHN WILLIAMS
MD: PAT WELSH

WXKE/Ft. Wayne (219) 484-0580
PD: RICK WEST
MD: HAL BRADY

WVCK/Flint (313) 744-1570
PD: MARK MILLER
MD: LINDA LANSI

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MD: DOUG BREYER

CULTURE CLUB (M)
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Light Adda
PD: SCOTT JAMISON
MD: KELLY O'NEAL

KFGQ/San Francisco (415) 885-1045
PD: DAVE LOGAN

KJAZZ/Denver (303) 759-5600
PD: SCOTT JAMISON
MD: KELLY O'NEAL

KMET/Los Angeles (213) 464-5638
PD: KEVIN HARRISON
MD: HIGH SURRATT

WEST
Parallel One
KQAK/San Francisco (415) 474-9100
KROQ/Pasadena (213) 578-0830
KBPI/Denver (303) 936-2313
KQKB/Phoenix (602) 997-9300
KQWB/Fargo (218) 236-7900
KMOD/Tulsa (918) 684-2810
KICT/Wichita (316) 722-5600
KSGY/Rapid City (605) 578-3533
WYER/Mt. Carmel (618) 262-5111
WAPL/Appleton (414) 734-9226

Continued on next page

CHARTER PARALLEL PLISTS

EAST

WCAU Philadelphia

PD: Scott Walker
MD: Glenn Kalina

1. 1. COLUMBIA CLUB/Baroque Chameleon
2. 2. JEFFREY WILSON/Brave My Stride
3. 3. BARRY WILSON/Brave My Stride
4. 4. JAMES BROWN/Hot Pants
5. 5. BILLY JOEL/Only the One
6. 6. JAMES BROWN/Hot Pants
7. 7. JAMES BROWN/Hot Pants
8. 8. JAMES BROWN/Hot Pants
9. 9. JAMES BROWN/Hot Pants
10. 10. JAMES BROWN/Hot Pants

WYNY Buffalo

PD: Ray St. James
MD: P.J. Fox

1. 1. JAMES BROWN/Hot Pants
2. 2. JAMES BROWN/Hot Pants
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WBLU Long Island

PD: Bill Terry
Music Coord: Ruth Tolson

1. 1. JAMES BROWN/Hot Pants
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HITRADIO 96 Pittsburgh

PD: Todd Chase
MD: Keith Abrams

1. 1. JAMES BROWN/Hot Pants
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Q103 Tampa

Ops Mgr: Mason Dixon
MD: Diana Thomas

1. 1. JAMES BROWN/Hot Pants
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WPL 95.5 New York

PD: Larry Berger
MD: Lisa Tonacci

1. 1. JAMES BROWN/Hot Pants
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B104 WBSB Baltimore

PD: Jan Jeffries
Music Coord: Amy Kronthal

1. 1. JAMES BROWN/Hot Pants
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ROCK 102 Buffalo

PD: Bob Wood
MD: Roger Christian

1. 1. JAMES BROWN/Hot Pants
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CFTR 680 Toronto

PD: Sandy Sanderson
MD: Bob Saint

1. 1. JAMES BROWN/Hot Pants
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1050 chum Toronto

PD: Jim Waters
MD: Brad Jones

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WINZ-FM Miami

PD: Keith Isley
MD: Mark Shands

1. 1. JAMES BROWN/Hot Pants
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103 WPHD Buffalo

PD: Harv Moore
MD: John Picillo

1. 1. JAMES BROWN/Hot Pants
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B-94 FM Pittsburgh

PD: Steve Kingston
MD: Bruce Kelly

1. 1. JAMES BROWN/Hot Pants
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WKBW Buffalo

PD: Sandy Beach
MD: Jon Summers

1. 1. JAMES BROWN/Hot Pants
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103 WPHD Buffalo

PD: Harv Moore
MD: John Picillo

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103 WPHD Buffalo

PD: Harv Moore
MD: John Picillo

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SOUTH Miami

PD: Robert W. Walker
MD: Frank Amadeo

1. 1. JAMES BROWN/Hot Pants
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92.1 FM Dallas/Ft. Worth

Ops Mgr: John Shomby
Asst. PD/MD: Pete Thomson

1. 1. JAMES BROWN/Hot Pants
2. 2. JAMES BROWN/Hot Pants
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Q107 Washington, D.C.

PD: Alan Burns
MD: Mary Taten

1. 1. JAMES BROWN/Hot Pants
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103 WPHD Buffalo

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103 WPHD Buffalo

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R&R/Friday, January 13, 1984

7-99 Atlanta PD: John Young MD: Chris Thomas

WKTI Milwaukee Ops. Mgr.: Dallas Cole MD: Danny Clayton

FM 95 Chicago Ops. Mgr.: Steve Casey MD: Steve Perun

WEST KNBQ Tacoma-Seattle PD: Sean Lynch

B-97FM New Orleans PD: Nick Bazo MD: Greg Rolling

WLSW Chicago Ops. Mgr.: Steve Casey MD: Steve Perun

KHLE St. Louis PD: Bob Garrett MD: Kevin McCarthy

KMJK Portland PD: Jon Barry MD: Steve Naganuma

94-6 Atlanta PD: Jim Morrison MD: Jeff McCartney

WGLO8 Cleveland PD: Bob Travis MD: Tom Jeffries

Q12 Cincinnati PD: Jim Fox MD: Tony Galluzzo

KCNR Portland PD: Trevlyn Holdridge Asst. PD/MD: Bill Jackson

MIDWEST 96-WHYT Detroit PD: Steve Goldstein MD: Bob Ransom

B96 Chicago PD: Buddy Scott MD: Dave Robbins

WLOL99FM St. Paul PD: Tac Hammer Asst. PD/MD: Gregg Swedberg

KQ103FM KOAQ Denver PD: Jack Regan MD: Alan Sledge

94.1 Kansas City Ops. Manager: Todd Chase MD: Pat McKay

WLSW Chicago Ops. Mgr.: Steve Casey MD: Steve Perun

Q103FM KOAQ Denver PD: Jack Regan MD: Alan Sledge

Q103FM KOAQ Denver PD: Jack Regan MD: Alan Sledge

R&R RADIO & RECORDS 213 553-4330 'The Call That Gets It All' Opportunities Contemporary Hit Radio Nashville This Week Adult/Contemporary Black/Urban Radio What's New Marketplace Management CALENDAR Pro-Motions Washington Report MUSIC FEATURES NEW & ACTIVE Networks/Program Suppliers On The Records HOTTEST RATES RESEARCH BREAKERS NATIONAL AIRPLAY AIR PARALLEL ONE PLAYLISTS SIGNIFICANT ACTION BREAKERS COUNTRY

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.

Parallel III: Selected stations in smaller markets that are format dominant and/or exert a significant local influence.

228 Reports

JOHN DOE Hit Song (Anylabel) LP: Hit Song. Regional 100/25 44% National Summary UP 51

IRENE CARA The Dream (Network/Geffen) LP: Soundtrack D.C. Cab. Regional 140/16 61% National Summary UP 56

EXAMPLE 100/25 - 100 CHR reporting stations on it this week including 25 new adds. 44% - Percentage of this weeks reporters playing it.

Regional 140/16 61% National Summary UP 56. Includes station call letters and market codes.

DEBORAH ALLEN Baby I Lied (RCA) LP: Cheat The Night. Regional 147/11 64% National Summary UP 28

Regional 140/16 61% National Summary UP 56. Includes station call letters and market codes.

Regional 147/11 64% National Summary UP 28. Includes station call letters and market codes.

Regional 140/16 61% National Summary UP 56. Includes station call letters and market codes.

Regional 147/11 64% National Summary UP 28. Includes station call letters and market codes.

Regional 140/16 61% National Summary UP 56. Includes station call letters and market codes.

Regional 147/11 64% National Summary UP 28. Includes station call letters and market codes.

Regional 140/16 61% National Summary UP 56. Includes station call letters and market codes.

JACKSON BROWNE For A Rocker (Asylum) LP: Lawyers In Love. Regional 51/26 22% National Summary N & A

Regional 140/16 61% National Summary UP 56. Includes station call letters and market codes.

Regional 51/26 22% National Summary N & A. Includes station call letters and market codes.

Regional 140/16 61% National Summary UP 56. Includes station call letters and market codes.

CULTURE CLUB Karma Chameleon (Virgin/Epic) LP: Colour By Numbers. Regional 227/2 100% National Summary UP 189

Regional 227/2 100% National Summary UP 189. Includes station call letters and market codes.

Regional 227/2 100% National Summary UP 189. Includes station call letters and market codes.

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(Duran Duran continued) Regional 227/2 100% National Summary UP 189

Regional 227/2 100% National Summary UP 189. Includes station call letters and market codes.

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Regional 227/2 100% National Summary UP 189. Includes station call letters and market codes.

GENESIS That's All (Atlantic) LP: Genesis. Regional 221/4 97% National Summary UP 63

Regional 221/4 97% National Summary UP 63. Includes station call letters and market codes.

Regional 221/4 97% National Summary UP 63. Includes station call letters and market codes.

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(Michael Jackson continued) Regional 221/4 97% National Summary UP 63

Regional 221/4 97% National Summary UP 63. Includes station call letters and market codes.

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Regional 221/4 97% National Summary UP 63. Includes station call letters and market codes.

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(Parallels continued on Page 74)

(New & Active continued)

PARALLELS

SIGNIFICANT ACTION

SONGS WITH LESS THAN 50 STATION REPORTS

Y

YES Owner Of A Lonely... (Atco) LP: 90125
Regional: 222/2 97% National Summary
Reach: 1000 DEBUTS: 103
S: 994 SAME: 75
M: 958 DOWN: 41
W: 968 ADDS: 2

B

TONI BASIL Over My Head (Chrysalis) LP: Toni Basil
P1 P2 P3
EAST: CKGM on CPTR on
SOUTH: CKGM on CPTR on
MIDWEST: CKGM on CPTR on
WEST: CKGM on CPTR on

I

BILLY IDOL Rebel Yell (Chrysalis) LP: Rebel Yell
P1 P2 P3
EAST: CKGM on CPTR on
SOUTH: CKGM on CPTR on
MIDWEST: CKGM on CPTR on
WEST: CKGM on CPTR on

L

PATTI LABELLE If Only You... (Phila. Inter./CBS) LP: I'm In Love Again
P1 P2 P3
EAST: CKGM on CPTR on
SOUTH: CKGM on CPTR on
MIDWEST: CKGM on CPTR on
WEST: CKGM on CPTR on

T

B. E. TAYLOR GROUP Vitamin L (Sweet City/MCA) LP: Love On The Fight
P1 P2 P3
EAST: CKGM on CPTR on
SOUTH: CKGM on CPTR on
MIDWEST: CKGM on CPTR on
WEST: CKGM on CPTR on

J

HOWARD JONES New Song (Elektra)
P1 P2 P3
EAST: CKGM on CPTR on
SOUTH: CKGM on CPTR on
MIDWEST: CKGM on CPTR on
WEST: CKGM on CPTR on

C

KIM CARNES You Make My... (EMI America) LP: Cafe Racers
P1 P2 P3
EAST: CKGM on CPTR on
SOUTH: CKGM on CPTR on
MIDWEST: CKGM on CPTR on
WEST: CKGM on CPTR on

U

UB40 Red Red Wine (Virgin/A&M) LP: Labour Of Love
P1 P2 P3
EAST: CKGM on CPTR on
SOUTH: CKGM on CPTR on
MIDWEST: CKGM on CPTR on
WEST: CKGM on CPTR on

M

MANFRED MANN'S EARTH BAND Runner (Arista) LP: Somewhere In Afrika
P1 P2 P3
EAST: CKGM on CPTR on
SOUTH: CKGM on CPTR on
MIDWEST: CKGM on CPTR on
WEST: CKGM on CPTR on

S

DONNA SUMMER Love Has... (Mercury/PolyGram) LP: She Works Hard For The Money
P1 P2 P3
EAST: CKGM on CPTR on
SOUTH: CKGM on CPTR on
MIDWEST: CKGM on CPTR on
WEST: CKGM on CPTR on

H

HEADPINS Just One... (Solid Gold/MCA) LP: Line Of Fire
P1 P2 P3
EAST: CKGM on CPTR on
SOUTH: CKGM on CPTR on
MIDWEST: CKGM on CPTR on
WEST: CKGM on CPTR on

K

EVELYN KING Action (RCA) LP: Face To Face
P1 P2 P3
EAST: CKGM on CPTR on
SOUTH: CKGM on CPTR on
MIDWEST: CKGM on CPTR on
WEST: CKGM on CPTR on

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DENNY ALEXANDER WOKW
RICK ALEXANDER WIKZ
DALE ANDREWS WFBR
CHRIS BAILEY WKPE
JOHN BARAB WAYV
RICK BEAN WHEB
MARIE BONACCI CONS
JOHN CARUCCI WKFM
COLLEEN CASSIDY WASH
BOBBY CHRISTIAN CONS
ROGER CHRISTIAN WBEW
MARC W. CRONIN WHFM
DAVE DEAN WMGX
ANGELA FERRAILOLO RKO
GARY FRANKLIN WHAR
JEFF FREEMAN WQQQ
JACK GILLEN WKHI
WILL KAUFFMAN WQCM
BRUCE KELLY WBZZ
STEVE KINGSTON WBZZ
CHARLIE LAKE WHFM
CHUCK LAKEFIELD WKFM
JACK LAWRENCE WFLY
BARRY LUCKOWEC RKO
SCOTT MacKAY WERZ
JIM MARTIN WQAY
BILL MATTHEWS WIKZ
BILL McWREATH WQAO
BOB McNEIL WRVQ
TOM MITCHELL WPHD
HARV MOORE WPHD
JOE MOSS WZON
MICHAEL O'HARA WZON
DON O'SHEA WXLK
CARY PALL WHTX
JIM PAYNE WHAR
BRIAN PHOENIX WJBO
JOHN PICCILLO WPHD
JIM REITZ WRCK
WAYLON RICHARDS WQSR
SCOTT ROBBINS WIGY
PAUL ROBERTS WQRC
RICK RYDER WFEA
BOB SAINT CFTR
RAY ST. JAMES WNYS
SANDY SANDERSON CFTR
SCOTT SHANNON WHIZ
BILL SHANNON WCCK
BOB SPENCER WCIR
DAN STEELE WQXA
JAY STONE WNCI
DON TANDLER WHTF

SOUTHEAST

TOM TAYLOR WPST
BILL TERRY WBLI
HENRY Van DEN HODGEN CFTR
PAGE BEAL WHYV
LARRY WACHS WBLI
GARRY WALL WTIC
DOUG WELLDON WXTU
MIKE WEST WTIC
JEFF WHITEHEAD WFHG

LEE ADAMS WZXQ
CHRIS ANDREWS WZYP
SKIP BISHOP WPFM
AL BROCK WBGW
LARRY CANNON WFLB
RALPH CARROLL WCBO
STEVE DAVIS WZNE
LEO DAVIS WQEN
KENNY DAVIS WNLX
SKIP ELIOT WJAD
STEVE FINNEGAN WSEZ
DAVE FOSTER WHSL
LESLEY FRAM WBBB
ROGER GAITHER WQEN
DAVE HARGROVE WAAY
J.J. HEMINGWAY WORD
J.P. HUNTER WSGF
J.J. JACKSON WQXI
ELLEN R. JAFFE WAXY
WES JONES WRWK
BOB NAGHAN WBYC
STEVE KELLY WNAZ
JIM KENDRICK WAAY
SCOTT KERR WDFL
KENNY LEE WAXY
MICHAEL W. LOWE WCKX
BILL MARTIN WSSX
SCOTT McATEER WTYX
KEVIN McCARTHY WKKX
CHRIS MILLER WQXI
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GARY MITCHELL WBJW
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J.D. NORTH WAUV
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JERRY ROGERS WZAT
MARK ST. JOHN WHHY
DAVE SCOTT WIVY
EDWARD F. SEEGER WSLF
MARK SHANDS WINZ

SOUTH

RANDI SOMMERS WZAT
BRUCE STEVENS WBBU
CHRIS THOMAS WZGU
SHANNON WEST WMPZ
RAY WILLIAMS WZAT
RALPH WIMMER WDOQ
DAVE WRIGHT WRJW
JOHN YOUNG WZGC

GARY ADKINS WDKI
FAST EDDIE ASHTON WSTO
MIKE BAZOO B97
JOHN BETTS KIXY
CHRIS BLAKE WSKZ
CHRIS BRYAN WQVE
DAVE DUGUESNE WQFM
JEFF EDMAN WQMT
CHARLIE FOX WFMJ
TOM FRICKE WMTB
POGER GARRETT WKFJ
JAY GLASS KRIO
JIM GOLDEN WKJJ
PATTY HAMILTON KKBO
POD HAMPTON WQUT
RICHARD HARKER CONS
NEIL HARRISON KZZB
RICK HAYES KISR
JOHN LANDER KKBB
JERRY LOUSTEAU WEZB
MARK McGIN WKKY
JOHN MICHAELS WKDD
CHIP MOSLEY WFMJ
MIKE MURPHY KZZB
ERIC PAGE WSKZ
POB PAYNE WDUQ
BOB PERRY KRBU
PHILIP R. RANKIN KUOL
GARY W. REYNOLDS KRUV
CARRY RHYMES KRQE
MICHAEL ST. JOHN WMMX
MARK SEGER WMMX
JOHN SHOMBY KAFM
PETER STEWART KRQK
SCOTT TAYLOR KRQV
SCOTT TAYLOR WSDO
CHRIS TAYLOR WSDO
DOMINIC TESTA WFMN
PETE THOMPSON KAFM
BILL THORMAN KTFM
ETI VOLKMAN KHFI
FRANK WALSH KITY
WAYNE WATKINS WRNO
DAN WILSON KJYO

MIDWEST

MICHAEL AINGER CONS
SCOTT ALEXANDER KWK
RICH ALLEN WGBF
CINDY BARTON KBUZ
JACK BELL KYVA
MIKE BENSON KZZC
JAY BOULEY WSPT
DOUG BURTON WILS
PAUL CHRISTY WABX
DENNIS D. COLLIER KSKG
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CARRIE KANKA WABX
TIM KELLY KXSS
KURT KELLY WKDX
DAN KIELEY KKRC
KIT KIDREDGE WVIC
DOUG KOEHN KNEN
CHRIS KOSHIOL KQWB
GENE KUNTZ WITZ
GREG MAGNUSON KYTN
MARK MAROLT WJLL
PAT McKAY KQEX
CHUCK MORGAN KXKL
DON MORDINE KILK
DYNNE O'HARA KQWB
LORRIN PALAGI KEYN
DAN PEARMAN KEYN
ROGER PIPER KCLS
KEVAN RABAT KYTN
TONY RICHARDS WHEE
RON ROSS WKAU
DAN SEEMAN WLLO
RANDY SHERWYN KNLS
GREGG SWEDBERG WLLO
RON ERIC TAYLOR KEYN
JAY TAYLOR KQKQ
DIANE TRACY WSPT
KATIE VANFELT CONS

WEST

TONY WAITEKUS WCIL
STEVE WARREN CONS
PAUL WESTBY KELO

GLORIA AVILA-PEREZ KIMN
RIP AVINA KDZA
JON BARRY KMJK
BILL BRADY KZTR
TODD CAVANAH KTAG
SHERMAN COHEN KHYT
SUDD COLEMAN KZOK
GARY CUMMINGS KRPL
JEFF DAVIS KYNO
DOUG DEROO KQXR
JIM DONOVAN KTRS
DOUG ERICKSON KIMN
ERIC GESSNER KATA
STEVE GODDARD KZZP
STEVE GRAZIANO WFMJ
DAVID GROSSMAN KRTH
GARY GUTHRIE KOPA
GEINA HORTON KSKS
TOM HUBBARD KKOS
JEFF HUNTER KITS
TOM HUTYLER KUBE
ELVIN ICHIYAMA CONS
KING KAIUAILANI KQHQ
KAMASAMI KONG KIMI
KIMBERLEE A. LARRABE KEMI
STEVE LARSON KQHD
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WEEK
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AIR Response Records

WEEK
5

Listen to the selections listed below. Decide if each has the potential to be Top 25 in the R&R National Airplay Chart. Then, call in your response to AIR at (301) 964-5544. All responses must be in the AIR offices by 6PM, Wednesday, January 18, 1984.

#	TITLE	ARTIST	LABEL
2121	LOST WITHOUT YOUR LOVE	JACQUI BROOKES	MCA
2122	SOMEONE LIKE YOU	MICHAEL STANLEY BAND	EMI AMERICA
2123	TELL ME IF YOU STILL CARE	S.O.S. BAND	TABU/CBS

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Contemporary Hit Radio

Continued from Back Page

BREAKERS

VAN HALEN Jump (WB)

86% of our reporters on it. Moves: Up 17, Debuts 86, Same 34, Down 0, Adds 59 including WBEN-FM, Z100, Q107, 94Q, WLS-FM, Q103, KMJK. See Parallels, debuts at number 39 on the CHR chart.

JOHN LENNON Nobody Told Me (Polydor/PolyGram)

85% of our reporters on it. Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 192, a new record for most adds in the first week of reported airplay. Adds include WXKS-FM, WPLJ, WHTX, Z93, B96, KMJK, KNBQ. Complete airplay in Parallels.

MICHAEL JACKSON Thriller (Epic)

83% of our reporters on it. Moves: Up 55, Debuts 30, Same 21, Down 0, Adds 83 including WKBW, PRO-FM, CHUM, WLS, WGCL, KIMN, KUBE. See Parallels, debuts at number 23 on the CHR chart.

NENA 99 Luftballons (99 Red Balloons) (Epic)

66% of our reporters on it. Moves: Up 51, Debuts 22, Same 31, Down 3, Adds 44 including WPHD, WCAU-FM, 94Q, WHYT, KHTR, KZZP, KWSS. See Parallels, debuts at number 38 on the CHR chart.

DURAN DURAN New Moon On Monday (Capitol)

66% of our reporters on it. Moves: Up 6, Debuts 34, Same 48, Down 0, Adds 62 including WHTT, WNYS, WBLI, B94, 93FM, WKTI, KEARTH. Complete airplay in Parallels.

SHANNON Let The Music Play (Mirage/Atco)

63% of our reporters on it. Moves: Up 71, Debuts 19, Same 26, Down 6, Adds 22 including PRO-FM, WLOL-FM, KZZP, KMJK, Q100, WBCY, KIKI. Complete airplay in Parallels. Moves 38-29 on the CHR chart.

IRENE CARA The Dream (Hold On To Your Dream) (Network/Geffen)

61% of our reporters on it. Moves: Up 56, Debuts 19, Same 49, Down 0, Adds 16 including CKGM, KOPA, KITS, KIKI, KKF, K093, WIGY. Complete airplay in Parallels.

NEW & ACTIVE

- KENNY ROGERS "This Woman" (RCA) 124/54**
Moves: Up 3, Debuts 20, Same 47, Down 0, Adds 54 including WHTT, WKBW, WNYS, CFTR, 94Q, KAFM, Q105, WGCL, KBEQ, KIMN, KOPA, KMJK, KWSS.
- QUIET RIOT "Bang Your Head (Metal Health)" (Pasha/CBS) 120/46**
Moves: Up 25, Debuts 19, Same 30, Down 0, Adds 46 including WHTT, WXKS-FM, WHTX, CFTR, Z93, Q105, WGCL, KOPA, KZZP, KMJK, WYCR, WZYP, WZPL, WHOT, KSKD.
- HUEY LEWIS & THE NEWS "I Want A New Drug" (Chrysalis) 113/64**
Moves: Up 9, Debuts 22, Same 18, Down 0, Adds 64 including WHTX, PRO-FM, 94Q, WGCL, KIMN, KZZP, XTRA, KITS, KWSS, KNBQ, 98PX, WANS-FM, Z104, KXX, KIDD.
- JUMP 'N THE SADDLE "The Curly Shuffle" (Atlantic) 112/5**
Moves: Up 48, Debuts 12, Same 35, Down 12, Adds 5, WPLJ, WSPK, Q106, WJAD, KYA, WHTT 12-8, Q105 24-17, WLS 1-1, Q102 10-5, KIQQ 4-1, KHFI 34-20, WNFI 27-14, Z104 12-7, WIKZ 14-11, Z102 10-7. Moves 37-38 on the CHR chart.
- CYNDI LAUPER "Girls Just Want To Have Fun" (Portrait/CBS) 106/37**
Moves: Up 30, Debuts 11, Same 28, Down 0, Adds 37 including WPHD, Z93, KAFM, I95, Y100, WGCL, WHYT, Q103, KEARTH, KZZP, KITS, KWSS, Z299, 103CIR, KNOE-FM.
- DOLLY PARTON "Save The Last Dance For Me" (RCA) 104/5**
Moves: Up 40, Debuts 12, Same 47, Down 0, Adds 5, WGCL, KBFM, K TSA, WBWB, KFRX, K104 32-22, WPST 37-34, 94TYX 29-24, WFMi 36-32, KKF 35-32, KYNO-FM 30-27, WZYQ 26-21, OK100 33-26, KFYR 20-17, KCBN 22-1B.
- KC "Give It Up" (Meca) 98/15**
Moves: Up 34, Debuts 19, Same 30, Down 0, Adds 15, WHTT, WGCL, WKEE, WDOQ, KKYK, WSEZ, KMGK, Z299, WRQN, KIDD, K96, WSEZ, KFYR, Y94, KXSS, KGHO.
- SHEENA EASTON "Almost Over You" (EMI America) 92/15**
Moves: Up 24, Debuts 13, Same 40, Down 0, Adds 15, WHTX, Z93, WGCL, KCNR, WFLY, KITE, WFMi, 103CIR, 13FEA, WFO, Y94, KYTN, KDVV, KTRS, KDZA.

MOST ADDED

JOHN LENNON (192)
Nobody Told Me (Polydor/PolyGram)
MICHAEL JACKSON (83)
Thriller (Epic)
HUEY LEWIS & THE NEWS (64)
I Want A New Drug (Chrysalis)
DURAN DURAN (62)
New Moon On Monday (Capitol)
VAN HALEN (59)
Jump (WB)
KENNY ROGERS (54)
This Woman (RCA)

HOTTEST

YES (138)
Owner Of A Lonely Heart (Atco)
CULTURE CLUB (133)
Karma Chameleon (Virgin/Epic)
ROMANTICS (105)
Talking In Your Sleep (Nemperor/CBS)
ELTON JOHN (72)
I Guess That's Why They Call It... (Geffen)
GENESIS (64)
That's All (Atlantic)
MATTHEW WILDER (56)
Break My Stride (Private I/CBS)

RICK JAMES & SMOKEY ROBINSON "Ebony Eyes" (Gordy/Motown) 90/10
Moves: Up 26, Debuts 11, Same 43, Down 0, Adds 10, I95, KFRC, KITS, WPST, KHFI, WNOK-FM, WIGY, KNOE-FM, Y94, KXSS, WKEE 37-31, FM100 32-26, KMGX 14-7, KYNO-FM 14-11, WOMP-FM 7-4.

NIGHT RANGER "(You Can Still) Rock In America" (Camel/MCA) 88/11
Moves: Up 29, Debuts 2, Same 44, Down 2, Adds 11, KAFM, XTRA, KITS, WFLY, WYCR, KHFI, KITE, KBFM, KHYT, Q104, KGHO, WPHD 29-26, WGCL 21-19, WRKR 33-28, KQIZ-FM 24-17.

BOB DYLAN "Sweetheart Like You" (Columbia) 69/17
Moves: Up 12, Debuts 3, Same 37, Down 0, Adds 17 including WXKS-FM, KITS, WKEE, WSPK, WPST, WKRZ-FM, WNOK-FM, WRQK, WRQN, WGUY, 103CIR, 13FEA, WJBO, WCGQ, WSPT, KKAZ, KIST.

RE-FLEX "The Politics Of Dancing" (Capitol) 68/4
Moves: Up 20, Debuts 6, Same 37, Down 1, Adds 4, CFTR, WKDD, KMGX, WAZY-FM, WHTT 34-30, WXKS-FM 34-28, CKGM 38-23, KIS-FM 39-35, KIQQ 35-30, WRCK 32-28, KZZB 23-18, KSET-FM 12-9, WGUY 35-29, WIGY 36-31, WLXK 28-23.

PRINCE "Let's Pretend We're Married" (WB) 54/23
Moves: Up 9, Debuts 2, Same 18, Down 2, Adds 23 including WCAU-FM, WKEE, WZLD, WZYP, KRGV, WZPL, WHOT, KBBK, KQMQ, KLUC, KSKD, WFBG, WKHI, WISE, KWTO-FM.

JACKSON BROWNE "For A Rocker" (Asylum) 51/26
Moves: Up 5, Debuts 6, Same 14, Down 0, Adds 26 including WTIC-FM, WKEE, WKRZ-FM, KZZB, WNFI, WOKI, KROK, Z104, KBBK, KHOP, WFBG, WHEB, KKQV, KFRX, KOZE.

SIGNIFICANT ACTION

- MANFRED MANN'S EARTH BAND "Runner" (Arista) 45/43**
Moves: Up 1, Debuts 0, Same 1, Down 0, Adds 43 including WPHD, CFTR, WLAN-FM, WHFM, WRCK, KZZB, WSSX, WZLD, WNFI, KX104, WJXQ, KJ103, WRKR, WRQN, WHOT.
- JOURNEY "Ask The Lonely" (MCA) 39/5**
Moves: Up 20, Debuts 3, Same 9, Down 2, Adds 5, WKTI, KNBQ, KITY, KXSS, WSPT, Q107 25-24, KAFM 7-5, WLOL-FM 22-19, WMEE 11-19, Z299 11-10, WVIC 18-9, 95XIL 4-2, WHEB 24-19, WSQV 13-10, WIXV 13-7.
- HOWARD JONES "New Song" (Elektra) 38/33**
Moves: Up 1, Debuts 0, Same 4, Down 0, Adds 33 including WPHD, 93FM, WRCK, WBBO, WZLD, WNFI, KSET-FM, WOKI, WHHY-FM, KRGV, WSFL, KTFM, WRQN, KIDD, KRO.
- TINA TURNER "Let's Stay Together" (Capitol) 37/36**
Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 36 including WXKS-FM, WBLI, WCAU-FM, Y100, KIQQ, KFRC, WYCR, KC101, WPST, KXX106, WBCY, WDOQ, WRQK, WRKR, WHOT.
- HEADPINS "Just One More Time" (Solid Gold/MCA) 35/12**
Moves: Up 1, Debuts 2, Same 20, Down 0, Adds 12, WGCL, WZYP, KROK, WKDD, WFBG, WJBO, WOMP-FM, KQIZ-FM, WISE, Q101, WGLF, WBWB, WPHD d-40, WRCK 37-35, KZOZ d-39.
- PEABO BRYSON & ROBERTA FLACK "You're Looking Like Love To Me" (Capitol) 35/5**
Moves: Up 2, Debuts 1, Same 27, Down 0, Adds 5, WKEE, K TSA, KIKI, KHOP, WCGQ, WXKS-FM on, WCAU-FM on, PRO-FM on, Q103 on, KFRC d-33, K093 35-33, KGGI 29-25.
- U2 "I Will Follow" (Island/Atco) 34/14**
Moves: Up 3, Debuts 2, Same 15, Down 0, Adds 14, K104, WLAN-FM, WZLD, WRQK, WANS-FM, WFMi, KITY, WZPL, WGUY, OK100, 95XIL, WJBO, WSQV, WBNQ.
- KIM CARNES "You Make My Heart Beat Faster (And That's...) (EMI America) 33/33**
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 33 including WPHD, WCAU-FM, WZLD, WRQK, WZYP, WOKI, WFMi, KTFM, KROK, WKDD, WGRD, WRQN, KQMQ, KHOP, KSKD.
- DONNA SUMMER "Love Has A Mind Of Its Own" (Mercury/PolyGram) 29/9**
Moves: Up 2, Debuts 3, Same 15, Down 0, Adds 9, I95, WNOK-FM, KITY, KTFM, WKFM, KYNO-FM, WZON, WISE, KGOT, WXKS-FM on, Y100 d-30, WYCR 38-33, KIKI 34-29, WGUY d-34, KXSS d-33.
- MIDNIGHT STAR "Wet My Whistle" (Solar/Elektra) 28/2**
Moves: Up 11, Debuts 2, Same 9, Down 4, Adds 2, Q107, KDZA, WXKS-FM 32-31, KEARTH 23-21, KIQQ 20-18, KFRC 27-24, WTIC-FM 29-22, WZLD 19-16, KMGX 12-8, KGGI 20-16, WGUY 30-22, Z102 22-19.
- MUSICAL YOUTH "She's Trouble" (MCA) 22/2**
Moves: Up 6, Debuts 3, Same 11, Down 0, Adds 2, KITY, KQIZ-FM, WXKS-FM d-35, KIQQ on, KFRC 26-23, WTIC-FM 28-25, WOKI 39-36, KMGX d-35, 95XIL d-38, WJBO 29-27, Q104 30-28, Q101 37-35.
- UB40 "Red Red Wine" (Virgin/A&M) 21/14**
Moves: Up 3, Debuts 0, Same 4, Down 0, Adds 14, WPHD, K104, WRCK, KHYT, KRQ, WFBG, WERZ, OK100, 95XIL, WJBO, WOMP-FM, KTDY, WIXV, KCDQ.
- BILLY IDOL "Rebel Yell" (Chrysalis) 16/7**
Moves: Up 5, Debuts 0, Same 4, Down 0, Adds 7, KMJK, K104, KJ103, OK100, 95XIL, WIXV, KCDQ, CFTR 23-21, B96 20-19, WLAN-FM 38-31, WKRZ-FM 14-11, WRKR 32-26.
- PATTI LABELLE "If Only You Knew" (Philadelphia International/CBS) 15/10**
Moves: Up 2, Debuts 0, Same 2, Down 1, Adds 10, Z100, I95, WBBQ, KAMZ, 94TYX, KX104, KQMQ, KHYT, WGUY, WERZ, Z93, 35-25, Z102 37-34.
- B.E. TAYLOR GROUP "Vitamin L" (Sweet City/MCA) 15/6**
Moves: Up 2, Debuts 1, Same 4, Down 2, Adds 6, WXKS-FM, WGCL, WOKI, KX104, WHOT, KQMQ, WNFI on, WFBG d-40, WGUY on, WOMP-FM 8-7, WSQV 23-15.
- TONI BASIL "Over My Head" (Chrysalis) 14/2**
Moves: Up 3, Debuts 0, Same 7, Down 0, Adds 2, KIS-FM, WRVQ, CKGM on, CFTR on, 93FM 30-29, I95 d-30, WHFM 32-29, KJ103 d-36, WOMP-FM 16-15.
- KENNY LOGGINS "Footloose" (Columbia) 10/10**
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 10, KNBQ, WTIC-FM, WBCY, KIDD, KQIZ-FM, WYKS, WIXV, KDVV, KGHO, KBIM.
- EVELYN KING "Action" (RCA) 10/2**
Moves: Up 1, Debuts 0, Same 7, Down 0, Adds 2, KIQQ, KYNO-FM, I95 on, Y100 on, KFRC 31-26, KRGV on.

New & Active includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by fewer than 50 but at least 10 of our CHR reporters. The two numbers following the artist/title label designation indicate the total number of stations reporting the record this week and, of those, how many added it for the first time this week. Moves indicate the type of activity this week; Up for upward chart movement, Same for sideways or continued uncharted activity, Down for downward chart activity, and Adds for the number of stations adding it this week. Following these numbers is a sampling of individual station activity. Complete activity can be found in the Parallels.

RICK JAMES AND SMOKEY ROBINSON "EBONY EYES"



ADDS: I95, KFRC, KITS, WPST, KHFI, WNOK-FM, WIGY, KNOE-FM, Y94, KXSS.

DEBUTS: WBEN deb 36, WNYS deb 25, WYCR deb 39, WRQK deb 39, WFMI deb 38, 103CIR deb 38, WKHI deb 39, 95XIL deb 36, WAEV deb 29, WGLF deb 37, KDZA deb 40

P-1'S: B104, WXKS-FM, WBLI, WCAU-FM, WHTX, Z93, WGCL, KEARTH, KIIS-FM, KIQQ

MOVES: WFLY 32-29, WTIC-FM 19-17, WKEE 37-31, WBBQ 37-34, FM100 32-26, KMGX 14-7, KYNO-FM 14-11, KGGI 26-23, KHYT 22-20, WOMP-FM 7-4, WCGQ 33-29, Q104 32-25, WFOX 40-34, Q101 29-26, Z102 17-13, KXDQ 40-34, KBIM 37-34

From The Rick James' Album

COLD BLOODED

Written, Arranged & Produced by Rick James

On Your Desk Now!
ROCKWELL
"Somebody's Watching Me"



On Motown Records



Contemporary Hit Radio

- 1 1 YES/Owner Of A Lonely Heart (A&M)
- 6 2 CULTURE CLUB/Karma Chameleon (Virgin/Epic)
- 5 3 ROMANTICS/Talking In Your Sleep (Nemperor/CBS)
- 7 4 ELTON JOHN/I Guess That's Why They Call It The Blues (Geffen)
- 9 5 GENESIS/That's All (Atlantic)
- 4 6 OLIVIA NEWTON-JOHN/Total Eclipse Of The Heart (MCA)
- 11 7 LIONEL RICHIE/Running With The Night (Motown)
- 2 8 DURAN DURAN/Union Of The Snake (Capitol)
- 10 9 MATTHEW WILDER/Break My Stride (Private I/CBS)
- 13 10 KOOL & THE GANG/Joanna (De-Lite/PolyGram)
- 18 11 CHRISTOPHER CROSS/Think Of Laura (WB)
- 17 12 JOHN COUGAR MELLENCAMP/Pink Houses (Riva/PolyGram)
- 15 13 RAY PARKER JR./I Still Can't Get Over Loving You (Arista)
- 8 14 DARYL HALL & JOHN OATES/Say It Isn't So (RCA)
- 3 15 P. McCARTNEY and M. JACKSON/Say Say Say (Columbia)
- 14 16 38 SPECIAL/If I'd Been The One (A&M)
- 20 17 MADONNA/Holiday (Sire/WB)
- 19 18 BARRY MANILOW/Read 'Em And Weep (Arista)
- 24 19 BILLY JOEL/An Innocent Man (Columbia)
- 12 20 ROLLING STONES/Undercover Of The Night (RS/Atco)
- 22 21 DeBARGE/Time Will Reveal (Gordy/Motown)
- 28 22 PRETENDERS/Middle Of The Road (Sire/WB)
- BREAKER** 23 MICHAEL JACKSON/Thriller (Epic)
- 16 24 PETER SCHILLING/Major Tom (Coming Home) (Elektra)
- 27 25 JEFFREY OSBORNE/Stay With Me Tonight (A&M)
- 34 26 STEVIE NICKS w/S. STEWART/Nightbird (Modern/Atco)
- 29 27 FIXX/The Sign Of Fire (MCA)
- 33 28 DEBORAH ALLEN/Baby I Lied (RCA)
- BREAKER** 29 SHANNON/Let The Music Play (Mirage/Atco)
- 36 30 REAL LIFE/Send Me An Angel (Curb/MCA)
- 40 31 PAUL McCARTNEY/So Bad (Columbia)
- 30 32 SPANDAU BALLETT/Gold (Chrysalis)
- 39 33 MOTELS/Remember The Nights (Capitol)
- DEBUT** 34 POLICE/Wrapped Around Your Finger (A&M)
- DEBUT** 35 J. INGRAM with M. McDONALD/Yah Mo B There (Qwest/WB)
- 37 36 JUMP 'N THE SADDLE/The Curly Shuffle (Atlantic)
- 35 37 ROBERT PLANT/In The Mood (Es Paranza/Atlantic)
- BREAKER** 38 NENA/99 Luftballons (99 Red Balloons) (Epic)
- BREAKER** 39 VAN HALEN/Jump (WB)
- 23 40 PAT BENATAR/Love Is A Battlefield (Chrysalis)

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Adult / Contemporary

- 1 1 ELTON JOHN/I Guess That's Why They... (Geffen)
- 2 2 BARRY MANILOW/Read 'Em And Weep (Arista)
- 6 3 CULTURE CLUB/Karma Chameleon (Virgin/Epic)
- 4 4 O. NEWTON-JOHN & J. TRAVOLTA/Take A Chance (MCA)
- 9 5 KOOL & THE GANG/Joanna (De-Lite/PolyGram)
- 10 6 LIONEL RICHIE/Running With The Night (Motown)
- 12 7 CHRISTOPHER CROSS/Think Of Laura (WB)
- 3 8 MATTHEW WILDER/Break My Stride (Private I/CBS)
- 18 9 BILLY JOEL/An Innocent Man (Columbia)
- 11 10 RAY PARKER JR./I Still Can't Get Over Loving You (Arista)
- 5 11 P. McCARTNEY and M. JACKSON/Say Say Say (Columbia)
- 17 12 SHEENA EASTON/Almost Over You (EMI America)
- 8 13 DARYL HALL & JOHN OATES/Say It Isn't So (RCA)
- 7 14 BARBRA STREISAND/The Way He Makes Me Feel (Columbia)
- 13 15 CRYSTAL GAYLE/The Sound Of Goodbye (WB)
- 21 16 SPANDAU BALLETT/Gold (Chrysalis)
- DEBUT** 17 PAUL McCARTNEY/So Bad (Columbia)
- 22 18 N. SEDAKA with D. SEDAKA/Your Precious Love (Curb/MCA)
- 16 19 J. WARNES/C. THOMPSON/All The Right Moves (Casablanca/PG)
- 30 20 DOLLY PARTON/Save The Last Dance For Me (RCA)
- BREAKER** 21 KENNY ROGERS/This Woman (RCA)
- 26 22 NICK HEYWARD/Whistle Down The Wind (Arista)
- BREAKER** 23 GENESIS/That's All (Atlantic)
- BREAKER** 24 J. INGRAM with M. McDONALD/Yah Mo B There (Qwest/WB)
- 28 25 RONNIE MILSAP/Show Her (RCA)
- 14 26 DeBARGE/Time Will Reveal (Gordy/Motown)
- 29 27 GLADYS KNIGHT & THE PIPS/Hero (Columbia)
- 23 28 LIONEL RICHIE/All Night Long (All Night) (Motown)
- DEBUT** 29 JIMMY BUFFETT/One Particular Harbour (MCA)
- 24 30 DEBORAH ALLEN/Baby I Lied (RCA)

AOR / HOT TRACKS

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- 11 1 VAN HALEN/Jump (WB)
- 5 2 PRETENDERS/Middle Of The Road (Sire/WB)
- 1 3 GENESIS/That's All (Atlantic)
- 4 4 JOURNEY/Ask The Lonely (MCA)
- 2 5 YES/Owner Of A Lonely (Atco)
- 3 6 JOHN COUGAR MELLENCAMP/Pink... (Riva/PG)
- 6 7 38 SPECIAL/If I'd Been The One (A&M)
- BREAKER** 8 JOHN LENNON/Nobody Told Me (Polydor/PolyGram)
- 9 9 ROLLING STONES/She Was Hot (RS/Atco)
- 8 10 BILLY IDOL/Rebel Yell (Chrysalis)
- 10 11 HUEY LEWIS & THE NEWS/I Want... (Chrysalis)
- 13 12 YES/It Can Happen (Atco)
- 17 13 38 SPECIAL/Back Where You... (A&M)
- 15 14 OZZY OSBOURNE/Bark At The... (CBS/Assoc.)
- 18 15 YES/Changes (Atco)
- 7 16 ROMANTICS/Talking In... (Nemperor/CBS)
- 14 17 GENESIS/Just A Job To Do (Atlantic)
- 23 18 MOTLEY CRUE/Looks That Kill (Elektra)
- BREAKER** 19 MOTELS/Remember The Night (Capitol)
- 21 20 ROLLING STONES/Too Tough (RS/Atco)
- BREAKER** 21 DURAN DURAN/New Moon On Monday (Capitol)
- DEBUT** 22 VAN HALEN/Panama (WB)
- 24 23 RE-FLEX/Politics Of Dancing (Capitol)
- 19 24 NIGHT RANGER/Rock In America (Camel/MCA)
- BREAKER** 25 REAL LIFE/Send Me An Angel (MCA/Curb)
- 25 26 BLUE OYSTER CULT/Take Me Away (Columbia)
- 31 27 JOHN COUGAR.../Play Guitar (Riva/PG)
- 12 28 ROLLING STONES/Undercover Of... (RS/Atco)
- BREAKER** 29 MANFRED MANN'S EARTH.../Runner (Arista)
- 16 30 DURAN DURAN/Union Of The Snake (Capitol)

Black/Urban

- 1 1 PATTI LABELLE/If Only You... (Phil. Int./CBS)
- 4 2 SHANNON/Let The Music Play (Mirage/Atco)
- 3 3 KOOL & THE GANG/Joanna (De-Lite/PolyGram)
- 7 4 LUTHER VANDROSS/I'll Let You Slide (Epic)
- 8 5 DEELE/Body Talk (Solar/Elektra)
- 10 6 "D" TRAIN/Something's On Your Mind (Prelude)
- 13 7 J. INGRAM with M. McDONALD/Yah Mo... (Qwest/WB)
- 11 8 LIONEL RICHIE/Running With The Night (Motown)
- 6 9 RAY PARKER JR./I Still Can't Get Over Loving... (Arista)
- 2 10 DeBARGE/Time Will Reveal (Gordy/Motown)
- 5 11 CON FUNK SHUN/Baby, I'm Hooked... (Mercury/PG)
- 23 12 CHERYL LYNN/Encore (Columbia)
- 17 13 TWILIGHT 22/Electric Kingdom (Vanguard)
- 15 14 ANGELA BOFILL/I'm On Your Side (Arista)
- 29 15 EVELYN "CHAMPAGNE" KING/Action (RCA)
- 24 16 DAZZ BAND/Joystick (Motown)
- 30 17 JENNIFER HOLLIDAY/Just Let Me Wait (Geffen)
- 26 18 PIECES OF A DREAM/Fo-Fi-Fo (Elektra)
- 19 19 GEORGE CLINTON/Nubian Nut (Capitol)
- 14 20 P. McCARTNEY and M. JACKSON/Say Say Say (Col.)
- 25 21 HOWARD JOHNSON/Let's Take Time Out (A&M)
- 12 22 EARTH, WIND & FIRE/Magnetic (Columbia)
- BREAKER** 23 J. BLACKFOOT/Taxi (Sound Town/Allegiance)
- BREAKER** 24 R. JAMES & S. ROBINSON/Ebony Eyes (Gordy/Motown)
- 18 25 STEPHANIE MILLS/How Come U... (Casablanca/PG)
- 9 26 ATLANTIC STARR/Touch A Four Leaf Clover (A&M)
- 20 27 GAP BAND/Jam The Motha' (Total Experience/PG)
- 28 28 TAVARES/Words And Music (RCA)
- 40 29 MUSICAL YOUTH/She's Trouble (MCA)
- 27 30 MADONNA/Holiday (Sire/WB)
- 35 31 DONNA SUMMER/Love Has A Mind Of Its... (Polydor/PG)
- 32 32 JUNIOR/Unison (Casablanca/PG)
- 39 33 HERBIE HANCOCK/Autodrive (Columbia)
- DEBUT** 34 RON BANKS/Make It Easy On Yourself (CBS)
- BREAKER** 35 PHILIPPE WYNNE/Wait Until Tomorrow (Fantasy)
- DEBUT** 36 GRANDMIXER D.ST./Crazy Cuts (Island/Atco)
- DEBUT** 37 ANITA BAKER/You're The Best Thing Yet (Beverly Glen)
- 38 38 DARYL HALL & JOHN OATES/Say It Isn't So (RCA)
- 16 39 MELBA MOORE/Keepin' My Lover Satisfied (Capitol)
- 37 40 NEW EDITION/Jealous Girl (Streetwise)

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