

I N S I D E:

**DOCKET 80-90 FMs  
ASSIGNED BY FCC**

The Commission listed 684 communities for new low-power FM stations last week, but a deluge of counterproposals could cause changes in the final lineup.

Page 4

**THE GREAT "LEAP" FORWARD  
IN SALES**

What better time than a Leap Year to reemphasize the importance of leaping ahead in your planning for sales opportunities? Dwight Case stresses the point.

Page 12

**CRS SUCCESS IN NASHVILLE**



The biggest-ever Country Radio Seminar concluded this week. Direct from Nashville, Lon Helton provides commentary and photo coverage (including artists Earl Thomas Conley and Dolly Parton with WWW/Detroit PD Barry Mardit above) of a most educational event.

Page 43

**TRANSACTION ACTION**

Taft buys WSUN from Plough; Viacom buys WEAM; Maltz buys KCKC.

Pages 3, 27

**AMENDING THE  
DRIVETIME MYTHS**

While drivetime is a key daypart for radio station listening and sales, Jhan Hiber analyzes evidence that stations neglecting their non-drivetime dayparts are drastically limiting their growth.

Page 10

**PEOPLE IN THE NEWS  
THIS WEEK**

- Miller London VP/Marketing at Motown
- Larry Coates WXTU's PD
- Gary Hoffmann PD at WNAP
- John Coulter Station Manager at WLUP
- Chris Miller KZAP PD
- Keith Newman PD/MD at WWIN-AM & FM
- Jeff Peck GM for KNAC
- Harry Valentine WNCI's PD
- Kris Phillips PD at WQRC
- Dan Maxwell WLTY & WTAR GSM

Pages 3, 27

Newsstand Price \$3.50



**RADIO & RECORDS**

**MCA/Nashville Names  
Hughes VP/Promotion**

Gene Hughes has been appointed VP/Promotion for MCA Records in Nashville, as previewed in R&R. Hughes, who replaces the exiting Erv Woolsey, headed independent promotion firm Gene Hughes Promotions for six years.

MCA Records Group President Irving Azoff commented, "It is a great pleasure and MCA's good fortune to announce the addition to our team of the considerable talents of Gene Hughes. He brings to MCA intelligence, drive, experience, and, because of his background as a recording



Gene Hughes

artist, a unique and valued artist perspective."

Before entering the promotion field, Hughes was lead singer of the Casinos, remembered for their 1967 hit "Then You Can Tell Me Goodbye." Hughes told R&R, "While the decision to leave my own company started out as a

HUGHES/See Page 27

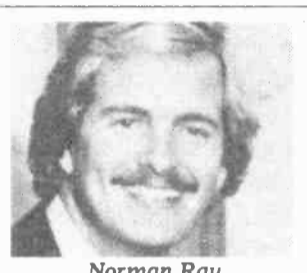
**Brooks Back To Denver  
In Sandusky Radio Switch**

Rau KEGL VP/GM; Hardy Moves To KWFM

Sandusky Radio President Toney Brooks has announced the relocation of corporate headquarters back to Denver from its present location at KEGL/Dallas. Additionally, Brooks will relinquish the KEGL VP/GM duties and title to current KEGL VP/Operations Norman Rau. Further, Brooks will now become VP/GM of Sandusky's KBPI & KNUS/Denver, shifting current VP/GM Jim Hardy to KWFM/Tucson. KWFM is set for



Toney Brooks



Norman Rau

transfer to Tucson broadcaster Dennis Behan later this month. Brooks indicated that his move back to Denver, where

he'd been manager prior to becoming Sandusky President, was linked to the recent loss of KBPI morning team Steven B & The Hawk to crosstown rival KPKE (R&R 3-2). Implying that his takeover of KBPI & KNUS was not temporary, Brooks also said the change was necessary because "market conditions changed dramatically after I left."

Commenting on his promotion to VP/GM at KEGL, Rau told R&R, "I'm extremely happy. The success that Toney Brooks's leadership has created for Sandusky is a model that I look forward to maintaining. We're already winning in Dallas/Ft. Worth, and my goal is to make it even better."

Other changes within Sandusky included the promotion of Craig Cochran, Station Manager of KBPI and Business Manager of KNUS, to VP/Administration of KBPI & KNUS, and upping KNUS Operations Director Carl Gardner to KNUS Station Manager.

**LICENSE HEARING SET**

**FCC Charges Y100 Lied  
On EEO Record**

The license of WHYI (Y100)/Ft. Lauderdale has been placed in jeopardy by charges that the Metroplex Communications station lied to the FCC about its equal employment opportunity (EEO) policies and its treatment of a former employee who complained of sex discrimination.

"We think the station lied to us, the station lacked candor," Mass Media Bureau Chief Jim McKinney told the Commission last week. It then took the rare step of designating Y100's license for a renewal hearing on the candor issue and its handling of female and black employees.

Y100 was admonished for its EEO performance in 1979. The Commission says EEO information submitted for its most recent renewal conflicted in five areas with data provided later in response to staff inquiries.

Metroplex President Norman Wain said he was "disappointed" Y100 was designated for hearing "because of an EEO filing discrepancy." He pledged, "We will vigorously defend our long and exemplary broadcast record before the Commission and we will use the hearing to demonstrate that WHYI has always followed the highest standards of broadcast service to the public. It is this record of

public service that has made WHYI the most listened-to station in Florida."

The hearing could last for years, cost tens of thousands of dollars to defend, and, if the allegations are verified, result in loss of license for the Miami-Ft. Lauderdale market's top-ranked CHR outlet.

The FCC also charges that initial station responses to an informal license objection filed by former employee Linda Silverstein "were not consistent with responses subsequently submitted." Silverstein accused Y100 of misclassifying female em-

Y100/See Page 27

**Craven Appointed  
WMMR VP/GM**

Michael Craven has been named VP/GM at Metromedia's AOR-formatted WMMR/Philadelphia, filling the vacancy created when Hal Smith became VP/GM at sister station WIP three weeks ago. Craven, who most recently was Vice President of Sportsplex Marketing in Philadelphia, previously spent 15 years with WFIL & WUSL/Philadelphia in various positions, including GSM and Assistant GM.

Craven told R&R, "I'm delighted about the opportunity. WMMR is a premier radio station in one of the finest radio markets in the country, and I'm looking forward to the challenge. Metromedia is the most progressive broadcast company that exists today, and I look forward to great things from the company."

Craven officially joins WMMR on March 12.

**WGRX  
Bows EOR**

Former Easy Listening outlet WTTR/Westminster-Baltimore officially switched to consultant John Sebastian's EOR format this week (3-5). Coinciding with the programming change, the station also adopted the new call letters WGRX.

WGRX VP/GM Ken Stevens, who also doubles as VP/Programming for parent Shamrock, told R&R, "I don't want to knock basic AOR at all. I think it's viable for years into the future. But the 25-34 year-old has unfortunately become a casual listener to the standard AOR, and we saw an opportunity here in Baltimore to capture that listener. The EOR concept of doing a more adult version of AOR is tremendously viable. Everything is similar except that we've taken the demos up one notch."

When asked about his latest EOR convert, Sebastian remarked, "It's been frustrating waiting as long as I've had to, but it feels awfully good today. Ken and the company are extremely supportive, Alan (Lawson, WGRX's PD) is terrific, and the airstaff is the best in

WGRX/See Page 41

**Bench New  
VP/GM  
At WRFM**

WRFM/New York VP/Sales Mark Bench has been appointed VP/GM of the Easy Listening outlet. He succeeds former President/GM John Moler.

Commenting on the promotion, Bench said, "I'm delighted with the challenge of managing WRFM, the top Easy Listening station in the nation. We're enormously blessed with an outstandingly talented staff that produces an exceptional product for our large listening audience and loyal advertisers." Bench added that he would retain his prior sales duties, with no other format or staff changes expected.

# “Together our two stations now have a 37 share in Arbitron!”\*

“When we first started working with The Research Group, our stations WIKY and WROZ in Evansville were doing pretty well. We had ratings that a lot of stations would envy. But we wanted to do even better!

What was even more important to us was the fact that we knew we needed a strategy for *defending* our position in the market. And that’s why we turned to the people at The Research Group. With their Strategic Market Studies we were able to develop strategies for both stations based on the needs of their respective audiences. The Research Group’s professional staff helped us develop a plan of action based on the findings from the studies. We then had a clear picture of how to market WIKY and WROZ to increase our Arbitron dominance . . . and we also learned what *not to do*. We discovered that some of the programming improvements we had planned to make were not things that our listeners were interested in.

The results of our work with The Research Group have been great. Both stations WIKY and WROZ are stronger than ever.

Some people think that when you’re number one you don’t need research and strategic planning. Well, we disagree. Working with The Research Group is our insurance for *staying number one.*”

*John Engelbrecht  
President  
South Central Communications*



\*(Spring 1983 Arbitron. M-S 6a-12m 12+ Metro.)

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## Radio Picks The Grammy Winners

Who in the radio and record world has the Grammy mentality psyched out? Find out this week when the winners of the On The Records Grammys Handicap contest are announced.

Page 22

Washington Report	4	Country: Lon Helton	43
What's New	6	Nashville: Sharon Allen	46
Ratings & Research: Jhan Hiber	10	Black/Urban Radio: Walt Love	47
Sales: Dwight Case	12	Marketplace	48
Networks: Reed Bunzel	14	Opportunities	49
Street Talk	18	National Music Formats	51
On The Records: Ken Barnes	22	Jazz Chart	54
News/Talk: Brad Woodward	26	Country Chart	55
Picture Pages	28	A/C Chart	80
CHR: Joel Denver	32	AOR Chart	80
AOR: Steve Feinstein	36	Black/Urban Chart	80
Calendar: Brad Messer	40	CHR Chart	80
A/C: Jeff Green	41		

## WXTU Goes Country With Coates As PD

Beasley Broadcasting's WXTU/Philadelphia switched formats from Urban Contemporary to Country last week, appointing WUSY/Chattanooga afternoon personality Larry Coates as PD. Coates, whose pro-

gramming experience includes WWOK/Miami and the conversion of WCAO/Baltimore from A/C to Country, took over at WXTU immediately. Former PD Doug Weldon has been named Operations Director.

Explaining the format shift, WXTU GM Dennis Dougherty told R&R, "We felt there was too much competition in the 18-34 demo with 14 stations penetrating this market all aiming for that target. With virtually no Country stations here, the hole was obvious. We are a modern contemporary Country station; we've gone on the air with the Burns/Somerset Continuous Country format. We're keeping the call letters, but we're pushing the identity '92FM, Philadelphia's Only Country Station.'" WXTU/See Page 27



Larry Coates

## WWIN Names Newman PD

Keith Newman has been promoted to PD/MD of WWIN-AM & FM/Baltimore. A five-year station veteran, he was most recently Promotion Director.

"Although I've been in promotion for two years, I feel I'm ready for the job," Newman told R&R. He indicated the Black AM and Urban FM would remain status quo. Newman replaces former PD/MD Curtis Anderson, who stays on board the FM as afternoon personality.

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## London Promoted To VP/Marketing At Motown

Miller London Jr. has been elevated from VP/Sales to VP/Marketing at Motown, taking on responsibility for the label's marketing and sales efforts. London replaces Dick Sherman, who exited last week. London has been with Motown since 1969, starting as Regional Album & Tape Sales Manager and moving up steadily in the company's sales department.

In making the announcement, Senior VP/Director of Operations Skip Miller commented, "Miller London's wealth of knowledge about Motown and its products makes him one of the most valuable members of the Motown Machine. Miller is a veteran of 14 years with Motown, and has worked faithfully in a variety of positions within the sales and marketing structure of the family."



Miller London

## STATION RETURNS TO CHR

### Hoffmann Segues To WNAP PD Post

Gary Hoffmann, PD at WZPL/Indianapolis for the past year, has been hired by crosstown competitor WNAP as Program Director. Gary fills the vacancy created when Bob Christy left WNAP last November. Under Hoffman, WNAP will return to a CHR format, switching from the A/C direction adopted in 1983.

WNAP & WIBC VP/GM Roy Cooper commented to R&R about Hoffmann's arrival and the format change: "Since Chris's departure, we've been held on course by Assistant PD Larry Mago, who will stay on with us as Gary's assistant. I'm very excited to have Gary join us. I've gotten to know him quite well over the past 60 days. He's bright, perceptive, and understands what has to be done. He fits in real well with



Gary Hoffmann

HOFFMANN/See Page 27

## WLUP Ups Coulter To Station Manager

WLUP/Chicago National Sales Manager John Coulter has added Station Manager duties to his present responsibilities. WLUP VP/GM Jim DeCastro commented, "John has continued to demonstrate incredible loyalty and managerial skills, as well as write a great deal of business in national sales. I'm thrilled he will be helping me in the overall management of WLUP."

Coulter joined WLUP as NSM in December 1981 from a Chicago-based TV sports network. Earlier he had worked as an Account Executive at the Loop, preceded by four years with ABC-TV sales and four years with ABC Sports. He told R&R, "In a competitive market like Chicago, it's exciting to be given an opportunity and responsibility with a radio station like the Loop, which we feel is on the threshold of really taking off in 1984."

## Peck KNAC GM Under Flagship

Flagship Broadcasting, headed by realtor Fred Sands, has purchased KNAC/Long Beach from the Wright Communications Group for \$1.7 million. Neither company owns any other broadcast properties.

As part of the ownership change, veteran management executive Jeff Peck has been

appointed GM. Most recently, Peck was serving as a consultant to KIFM/San Diego and XHZ/Tijuana, having previously worked as GM at KOGO & KPRI/San Diego for a year. Before that, he held a variety of sales management positions at KHJ/Los Angeles for nine years. Peck told R&R, "I'm very happy to be with Fred Sands, whose success speaks for itself. Fred's always done everything in a first-class manner, and he now wants to use his successful ideas to build a first-rate radio station."

PECK/See Page 27

## STATION LEANS A/C

### Valentine Joins WNCI As PD

Harry Valentine, Operations Director of WXGT(92X) & WCOL/Columbus and a 12-year veteran of the stations, is the new Program Director at WNCI/Columbus. He replaces Tom Watson, who left the station last month.

WNCI VP/GM Art Ortega told R&R, "The station is a lot more concise than it has been for a long time now that Harry's with us. He's a very organized person, as

witness what he's done across the street for a number of years. Harry seemed to have the edge over all of the people we brought in to interview for the job. He's well known in the community and will be able to get us where we want to go the quickest."

Commenting on his new position, Valentine told R&R, "As a competitor I've had a chance to observe this station, and the biggest problem has been consistency. The budgets, people, equipment, and physical facility are all here for this to be a winning operation. The objective, historically, has been to position this station between 92X and WSNY, but the problem has been trying to serve too many people at one time. Over the last couple of weeks we've restructured the station to lean more toward females, with a bright A/C sound, as this is where the void in the market exists."

## KOB-FM PD Hatley Dies

KOB-FM/Albuquerque PD Steve Hatley was killed February 29 when the motorcycle he was driving collided with an automobile. He was 36.

KOB-AM & FM VP/GM Art Schreiber said, "Steve was a tremendous talent... you don't replace somebody like him. Steve was a terrific 'people' person who worked beautifully with everyone. He put an outstanding staff together here, and was always a pleasure to work with."

In 1981, Hatley transferred from Hubbard Broadcasting sister stations KSTP-AM & FM/Minneapolis to the PD post at KOB-FM. There he converted the station's block

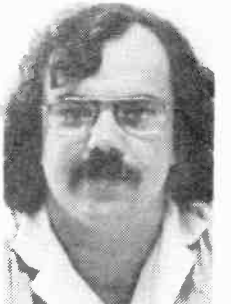
HATLEY/See Page 27

## Miller Returns To KZAP As PD

Chris Miller has been named PD at KZAP/Sacramento, returning to the position he held from December 1978, when the station went AOR, to June 1980. Miller replaces Chuck Browning, who became Operations Manager at KLZ & KAZY/Denver last week.

KZAP VP/GM Tom Weidle told R&R, "We're absolutely delighted to have Chris returning. He really knows album rock from every angle, and has developed a lot of additional skills and talents since he was last with us. It's an ideal situation - Chris is a fellow we know, with a proven track record, who knows the market."

Miller, who most recently worked as an Account Executive at the Houston-based ad agency Allen & Dorward, after serving



Chris Miller

MILLER/See Page 27

## TRANSACTIONS

### Plough Sells WSUN To Taft

Taft Broadcasting last week reached an agreement in principle to purchase WSUN/Tampa from Plough Broadcasting for an undisclosed price. WSUN operates with 10 kw days/5 kw nights at 620 kHz.

A definitive agreement of the proposed sale TRANSACTIONS/See Page 27



# Washington Report

## WWWW/Detroit Renewed With EEO Reporting Conditions

Four stations whose licenses were challenged on EEO grounds by the National Black Media Coalition (NBMC) last week won renewal, but WWWW/Detroit was ordered to make periodic reports on its progress in recruiting and hiring women and minorities.

Stations renewed without strings attached were WWJ/Detroit; WKNT & WNIR/Kent, OH; and WDBN/Medina, OH. Although all the stations fell below the Commission's EEO processing guidelines, the FCC found that each was making good-faith efforts to recruit minorities.

Most of the debate focused on a futile bid by Commissioner Henry Rivera to attach reporting conditions to WWJ's license. Despite a warning in 1979 to improve its EEO record, WWJ showed little or no improvement until its next renewal was drawing near, said Rivera. But Chairman Mark Fowler countered that the station is now making "steady, solid, and good progress" and even fired its GM for moving too slowly to shore up WWJ's EEO posture.

## \$20,000 Fine Upheld For WSEZ

Triad Broadcasting's explanation that "bad advice" from its attorney/engineer was responsible for serious problems at WSEZ/Winston-Salem failed to win any believers at the FCC last week. The Commission voted unanimously to uphold a \$20,000 fine it imposed against the station last June.

WSEZ failed to shut down after program test authority was discontinued, neglected to apply for a license within ten days of beginning equipment and program tests, and upped power without first submitting antenna impedance tests for the effect on co-owned AM WAIR.

Triad pinned the blame on "deliberate deception and incorrect advice" from its consultant, and claimed it had no knowledge of the shortcomings. But the Commission said licensees cannot be excused when errors are made by employees or independent contractors. "I'm satisfied that justice was done in this case," Chairman Mark Fowler remarked.

## NAB, Leland Resume EEO Talks

Representatives of NAB and Rep. Mickey Leland (D-TX) held their first session in several weeks Monday (3-5) to discuss what equal employment opportunity (EEO) standards should be contained in any House broadcast deregulation.

Leland aides Larry Irving and Gene Locke met for about an hour with NAB Executive VP/Government Relations John Summers and Sr. VP/General Counsel-designate Jeff Baumann. No deal was struck, but Irving called the meeting "cordial." The NAB officials were to take up the issue with the association's Executive Committee later in the week. In return for somewhat stiffer EEO percentages, NAB reportedly wants the reporting exemption raised from its current level — stations with fewer than five employees — raised to include all stations with staffs of less than ten.

Pending resolution of the EEO dispute, the Telecommunications Subcommittee had still not released a draft deregulation bill by early in the week. A hearing on broadcast reform, previously set for Thursday, was indefinitely postponed.

## KWOD Asks Court For Antenna Reprieve

KWOD/Sacramento has gone to the U.S. Court of Appeals seeking permission to resume use of its main transmitter. KWOD was ordered to switch to its auxiliary transmitter on February 8.

Apparently the signals of KWOD and KEWT/Sacramento are mixing somehow, creating a "spurious transmission" on a third frequency. KWOD has a CP to take care of the problem by raising its antenna, but has been holding off on the change because it appears KEWT will resolve the situation by raising its antenna.

The court refused to grant a stay of the FCC's order for KWOD to revert to its auxiliary transmitter, but the station's appeal is still pending. Commented KWOD attorney Frank Fletcher, "We think they're being a little unreasonable with us." He said the FCC appears anxious to settle the problem because, although the channel experiencing interference is now vacant, it may come into use under Docket 80-90.

## WNCN Challenger Gets Second Chance

Classical-formatted WNCN/New York is once again facing a license challenge. The FCC Review Board has overturned a law judge's initial decision granting renewal to GAF Broadcasting. At the same time, the board reinstated the competing application of Classical Radio, Inc.

The law judge threw out Classical's bid last August after its President and proposed GM Ralph Jennings abruptly left the witness stand while testifying on his group's financial qualifications. The next day, Classical's attorneys said Jennings was suffering from ulcers and would be unable to testify for several months.

The presiding judge refused to let another Classical officer testify, dismissed the group's application and granted WNCN's renewal. But the Review Board said there was ample evidence that Classical was meeting its responsibilities under the hearing process.

## Other Key Developments:

- President Reagan, via satellite, will address the closing session of this year's NAB Convention (5-1) and answer questions from the audience.

## Quarterly Filing Of Issues/Programs Lists Adopted

Radio stations must now place issues/programs lists in their public files every three months, rather than annually. The change was voted last week by the FCC, which also:

- Abolished the rule that stations could address no more than ten issues in their lists.
- Eliminated the requirement that stations provide a brief description of how each issue was determined to be important. "We are not concerned with how an applicant or broadcaster becomes aware of community issues so long as such issues are identified and adequate responsive programming is offered or proposed," the FCC explained.

When it deregulated radio in 1981, the Commission dropped the rule that made stations keep detailed programming logs. But last May the U.S. Court of Appeals struck down that part of deregulation and

## 684 FM SITES PROPOSED

# FCC Braces For Thousands Of Docket 80-90 Counterproposals

As expected, the FCC last week released its omnibus rulemaking proposing 684 sites for FM drop-ins under Docket 80-90. Most of the sites are in the South and Midwest, and over 70% are small communities that now have no local FM station.

States with the most drop-in sites are Texas (45), California (41), Ohio (32), New York (32), Illinois (31), Pennsylvania (29), Mississippi (28), Louisiana (27), Kentucky (24), Indiana (23), Georgia (21), Virginia (21), Missouri (21), and Minnesota (20).

Several major markets showed up on the FCC list, among them Phoenix, Little Rock, Sacramento, Orlando, Honolulu, Indianapolis, Louisville, Rochester, and Columbus.

For the next two months the Commission will accept "counterproposals" to its selected sites, and the agency is bracing for thousands of alternate suggestions.

Counterproposals must:

- Be in conflict with a drop-in site named by the FCC
- Include a statement of intention to file for the channel
- Name at least one of the four categories of need being used to pick drop-in sites: first local service, first fulltime local service, minority service, or public radio service.

The prospect of being buried by counterproposals clearly worried the Commis-

## Drop-In List Available

For a complete list of the 684 proposed Docket 80-90 FM drop-in communities and channels, feel free to call the Publisher's Office at R&R, (213) 553-4330. A copy will be sent to you free of charge.

sioners last week. But Mass Media Bureau Chief Jim McKinney assured them that computerization will make picking station sites "a very simplified process compared to processing applications." He added, "I have no intention of creating another low-power TV nightmare, believe me."

The FCC is seeking comments on how, once the sites are finalized, it should stagger applications to avoid a mass filing. The available channels may be sorted into smaller, more manageable categories either alphabetically, or by criteria such as region, community size, or channel number.

## Daytimer Preference Weighed

Nothing has been decided yet, but the FCC is thinking of giving daytimers an advantage when competing for FM drop-ins in their present communities of license. The Commission issued a Notice of Proposed Rulemaking (NPRM) asking for comments on what preference daytimers might be given.

When applicants for the same facility are compared, the party with the fewest other media interests has an edge. Thus, under present rules, daytimers seeking drop-ins in their cities of license would be assigned a "diversity demerit" unless they promise to sell their AM property if awarded the FM license.

The NPRM looks towards possibly wiping out that demerit, putting daytimers on an equal footing with other applicants. And, at the urging of FCC Chairman Mark Fowler, comments are also being sought on going even further by giving daytimers an actual preference.

"The marketplace is shifting to FM rather dramatically," Fowler commented. A daytimer preference might help establish some "equity" for AM, he suggested.

## 10-Mile Buffer For Class C's

The FCC last week turned down six petitions, most of them aimed at relaxing the Docket 80-90 provision that Class C stations

have antennas at least 984 feet above average terrain within three years, or be downgraded to a lower class. Backing down from the upgrade order "would merely prolong less intensive use of valuable spectrum," attorney John Karousos warned the Commission.

But some relief was granted. Class C's were given a 10-mile "buffer zone" around their outer signal contours for the next three years. The extra space provides room to move their antennas if that's necessary for upgrading. During the three-year period, the Commission won't place new stations in the buffer zones because that might unfairly prevent an upgrade requiring a move.

Stations not upgrading won't lose any power or height, but a drop-in may be squeezed into the outer areas that are now protected, but aren't actually used by the stations because of their lower antenna heights.

Since Docket 80-90 became effective March 1, Class C's will have until March 1, 1987 to upgrade. It's estimated that 80% of C's are facing the upgrade-or-else ultimatum.



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Page 22

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## WXTU Goes Country With Coates As PD

Beasley Broadcasting's WXTU/Philadelphia switched formats from Urban Contemporary to Country last week, appointing WUSY/Chattanooga afternoon personality Larry Coates as PD. Coates, whose pro-

gramming experience includes WWOK/Miami and the conversion of WCAO/Baltimore from A/C to Country, took over at WXTU immediately. Former PD Doug Weldon has been named Operations Director.

Explaining the format shift, WXTU GM Dennis Dougherty told R&R, "We felt there was too much competition in the 18-34 demo with 14 stations penetrating this market all aiming for that target. With virtually no Country stations here, the hole was obvious. We are a modern contemporary Country station; we've gone on the air with the Burns/Somerset Continuous Country format. We're keeping the call letters, but we're pushing the identity '92FM, Philadelphia's Only Country Station.'" WXTU/See Page 27



Larry Coates

## WWIN Names Newman PD

Keith Newman has been promoted to PD/MD of WWIN-AM & FM/Baltimore. A five-year station veteran, he was most recently Promotion Director.

"Although I've been in promotion for two years, I feel I'm ready for the job," Newman told R&R. He indicated the Black AM and Urban FM would remain status quo. Newman replaces former PD/MD Curtis Anderson, who stays on board the FM as afternoon personality.

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A Division of Harte-Hanks Communications

## London Promoted To VP/Marketing At Motown

Miller London Jr. has been elevated from VP/Sales to VP/Marketing at Motown, taking on responsibility for the label's marketing and sales efforts. London replaces Dick Sherman, who exited last week. London has been with Motown since 1969, starting as Regional Album & Tape Sales Manager and moving up steadily in the company's sales department.

In making the announcement, Senior VP/Director of Operations Skip Miller commented, "Miller London's wealth of knowledge about Motown and its products makes him one of the most valuable members of the Motown Machine. Miller is a veteran of 14 years with Motown, and has worked faithfully in a variety of positions within the sales and marketing structure of the family."



Miller London

### STATION RETURNS TO CHR

## Hoffmann Segues To WNAP PD Post

Gary Hoffmann, PD at WZPL/Indianapolis for the past year, has been hired by crosstown competitor WNAP as Program Director. Gary fills the vacancy created when Bob Christy left WNAP last November. Under Hoffman, WNAP will return to a CHR format, switching from the A/C direction adopted in 1983.

WNAP & WIBC VP/GM Roy Cooper commented to R&R about Hoffmann's arrival and the format change: "Since Chris's departure, we've been held on course by Assistant PD Larry Mago, who will stay on with us as Gary's assistant. I'm very excited to have Gary join us. I've gotten to know him quite well over the past 60 days. He's bright, perceptive, and understands what has to be done. He fits in real well with



Gary Hoffmann

HOFFMANN/See Page 27

## WLUP Ups Coulter To Station Manager

WLUP/Chicago National Sales Manager John Coulter has added Station Manager duties to his present responsibilities. WLUP VP/GM Jim DeCastro commented, "John has continued to demonstrate incredible loyalty and managerial skills, as well as write a great deal of business in national sales. I'm thrilled he will be helping me in the overall management of WLUP."

Coulter joined WLUP as NSM in December 1981 from a Chicago-based TV sports network. Earlier he had worked as an Account Executive at the Loop, preceded by four years with ABC-TV sales and four years with ABC Sports. He told R&R, "In a competitive market like Chicago, it's exciting to be given an opportunity and responsibility with a radio station like the Loop, which we feel is on the threshold of really taking off in 1984."

## Peck KNAC GM Under Flagship

Flagship Broadcasting, headed by realtor Fred Sands, has purchased KNAC/Long Beach from the Wright Communications Group for \$1.7 million. Neither company owns any other broadcast properties.

As part of the ownership change, veteran management executive Jeff Peck has been

appointed GM. Most recently, Peck was serving as a consultant to KIFM/San Diego and XHZ/Tijuana, having previously worked as GM at KOGO & KPRI/San Diego for a year. Before that, he held a variety of sales management positions at KHJ/Los Angeles for nine years. Peck told R&R, "I'm very happy to be with Fred Sands, whose success speaks for itself. Fred's always done everything in a first-class manner, and he now wants to use his successful ideas to build a first-rate radio station."

PECK/See Page 27

### STATION LEANS A/C

## Valentine Joins WNCI As PD

Harry Valentine, Operations Director of WXGT(92X) & WCOL/Columbus and a 12-year veteran of the stations, is the new Program Director at WNCI/Columbus. He replaces Tom Watson, who left the station last month.

WNCI VP/GM Art Ortega told R&R, "The station is a lot more concise than it has been for a long time now that Harry's with us. He's a very organized person, as

witness what he's done across the street for a number of years. Harry seemed to have the edge over all of the people we brought in to interview for the job. He's well known in the community and will be able to get us where we want to go the quickest."

Commenting on his new position, Valentine told R&R, "As a competitor I've had a chance to observe this station, and the biggest problem has been consistency. The budgets, people, equipment, and physical facility are all here for this to be a winning operation. The objective, historically, has been to position this station between 92X and WSNY, but the problem has been trying to serve too many people at one time. Over the last couple of weeks we've restructured the station to lean more toward females, with a bright A/C sound, as this is where the void in the market exists."

## KOB-FM PD Hatley Dies

KOB-FM/Albuquerque PD Steve Hatley was killed February 29 when the motorcycle he was driving collided with an automobile. He was 36.

KOB-AM & FM VP/GM Art Schreiber said, "Steve was a tremendous talent... you don't replace somebody like him. Steve was a terrific 'people' person who worked beautifully with everyone. He put an outstanding staff together here, and was always a pleasure to work with."

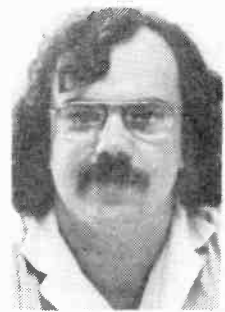
In 1981, Hatley transferred from Hubbard Broadcasting sister stations KSTP-AM & FM/Minneapolis to the PD post at KOB-FM. There he converted the station's block

HATLEY/See Page 27

## Miller Returns To KZAP As PD

Chris Miller has been named PD at KZAP/Sacramento, returning to the position he held from December 1978, when the station went AOR, to June 1980. Miller replaces Chuck Browning, who became Operations Manager at KLZ & KAZY/Denver last week.

KZAP VP/GM Tom Weidle told R&R, "We're absolutely delighted to have Chris returning. He really knows album rock from every angle, and has developed a lot of additional skills and talents since he was last with us. It's an ideal situation -



Chris Miller

Chris is a fellow we know, with a proven track record, who knows the market."

Miller, who most recently worked as an Account Executive at the Houston-based ad agency Allen & Dorward, after serving

MILLER/See Page 27

### TRANSACTIONS

## Plough Sells WSUN To Taft

Taft Broadcasting last week reached an agreement in principle to purchase WSUN/Tampa from Plough Broadcasting for an undisclosed price. WSUN operates with 10 kw days/5 kw nights at 620 kHz.

A definitive agreement of the proposed sale

TRANSACTIONS/See Page 27



# Washington Report

## WWWW/Detroit Renewed With EEO Reporting Conditions

Four stations whose licenses were challenged on EEO grounds by the National Black Media Coalition (NBMC) last week won renewal, but WWWW/Detroit was ordered to make periodic reports on its progress in recruiting and hiring women and minorities.

Stations renewed without strings attached were WWJ/Detroit; WKNT & WNIR/Kent, OH; and WDBN/Medina, OH. Although all the stations fell below the Commission's EEO processing guidelines, the FCC found that each was making good-faith efforts to recruit minorities.

Most of the debate focused on a futile bid by Commissioner Henry Rivera to attach reporting conditions to WWJ's license. Despite a warning in 1979 to improve its EEO record, WWJ showed little or no improvement until its next renewal was drawing near, said Rivera. But Chairman Mark Fowler countered that the station is now making "steady, solid, and good progress" and even fired its GM for moving too slowly to shore up WWJ's EEO posture.

## \$20,000 Fine Upheld For WSEZ

Triad Broadcasting's explanation that "bad advice" from its attorney/engineer was responsible for serious problems at WSEZ/Winston-Salem failed to win any believers at the FCC last week. The Commission voted unanimously to uphold a \$20,000 fine it imposed against the station last June.

WSEZ failed to shut down after program test authority was discontinued, neglected to apply for a license within ten days of beginning equipment and program tests, and upped power without first submitting antenna impedance tests for the effect on co-owned AM WAIR.

Triad pinned the blame on "deliberate deception and incorrect advice" from its consultant, and claimed it had no knowledge of the shortcomings. But the Commission said licensees cannot be excused when errors are made by employees or independent contractors. "I'm satisfied that justice was done in this case," Chairman Mark Fowler remarked.

## NAB, Leland Resume EEO Talks

Representatives of NAB and Rep. Mickey Leland (D-TX) held their first session in several weeks Monday (3-5) to discuss what equal employment opportunity (EEO) standards should be contained in any House broadcast deregulation.

Leland aides Larry Irving and Gene Locke met for about an hour with NAB Executive VP/Government Relations John Summers and Sr. VP/General Counsel-designate Jeff Baumann. No deal was struck, but Irving called the meeting "cordial." The NAB officials were to take up the issue with the association's Executive Committee later in the week. In return for somewhat stiffer EEO percentages, NAB reportedly wants the reporting exemption raised from its current level — stations with fewer than five employees — raised to include all stations with staffs of less than ten.

Pending resolution of the EEO dispute, the Telecommunications Subcommittee had still not released a draft deregulation bill by early in the week. A hearing on broadcast reform, previously set for Thursday, was indefinitely postponed.

## KWOD Asks Court For Antenna Reprieve

KWOD/Sacramento has gone to the U.S. Court of Appeals seeking permission to resume use of its main transmitter. KWOD was ordered to switch to its auxiliary transmitter on February 8.

Apparently the signals of KWOD and KEWT/Sacramento are mixing somehow, creating a "spurious transmission" on a third frequency. KWOD has a CP to take care of the problem by raising its antenna, but has been holding off on the change because it appears KEWT will resolve the situation by raising its antenna.

The court refused to grant a stay of the FCC's order for KWOD to revert to its auxiliary transmitter, but the station's appeal is still pending. Commented KWOD attorney Frank Fletcher, "We think they're being a little unreasonable with us." He said the FCC appears anxious to settle the problem because, although the channel experiencing interference is now vacant, it may come into use under Docket 80-90.

## WNCN Challenger Gets Second Chance

Classical-formatted WNCN/New York is once again facing a license challenge. The FCC Review Board has overturned a law judge's initial decision granting renewal to GAF Broadcasting. At the same time, the board reinstated the competing application of Classical Radio, Inc.

The law judge threw out Classical's bid last August after its President and proposed GM Ralph Jennings abruptly left the witness stand while testifying on his group's financial qualifications. The next day, Classical's attorneys said Jennings was suffering from ulcers and would be unable to testify for several months.

The presiding judge refused to let another Classical officer testify, dismissed the group's application and granted WNCN's renewal. But the Review Board said there was ample evidence that Classical was meeting its responsibilities under the hearing process.

## Other Key Developments:

- President Reagan, via satellite, will address the closing session of this year's NAB Convention (5-1) and answer questions from the audience.

## Quarterly Filing Of Issues/Programs Lists Adopted

Radio stations must now place issues/programs lists in their public files every three months, rather than annually. The change was voted last week by the FCC, which also:

- Abolished the rule that stations could address no more than ten issues in their lists.
- Eliminated the requirement that stations provide a brief description of how each issue was determined to be important. "We are not concerned with how an applicant or broadcaster becomes aware of community issues so long as such issues are identified and adequate responsive programming is offered or proposed," the FCC explained.

When it deregulated radio in 1981, the Commission dropped the rule that made stations keep detailed programming logs. But last May the U.S. Court of Appeals struck down that part of deregulation and

## 684 FM SITES PROPOSED

# FCC Braces For Thousands Of Docket 80-90 Counterproposals

As expected, the FCC last week released its omnibus rulemaking proposing 684 sites for FM drop-ins under Docket 80-90. Most of the sites are in the South and Midwest, and over 70% are small communities that now have no local FM station.

States with the most drop-in sites are Texas (45), California (41), Ohio (32), New York (32), Illinois (31), Pennsylvania (29), Mississippi (28), Louisiana (27), Kentucky (24), Indiana (23), Georgia (21), Virginia (21), Missouri (21), and Minnesota (20).

Several major markets showed up on the FCC list, among them Phoenix, Little Rock, Sacramento, Orlando, Honolulu, Indianapolis, Louisville, Rochester, and Columbus.

For the next two months the Commission will accept "counterproposals" to its selected sites, and the agency is bracing for thousands of alternate suggestions.

Counterproposals must:

- Be in conflict with a drop-in site named by the FCC
- Include a statement of intention to file for the channel
- Name at least one of the four categories of need being used to pick drop-in sites: first local service, first fulltime local service, minority service, or public radio service.

The prospect of being buried by counterproposals clearly worried the Commis-

## Drop-In List Available

For a complete list of the 684 proposed Docket 80-90 FM drop-in communities and channels, feel free to call the Publisher's Office at R&R, (213) 553-4330. A copy will be sent to you free of charge.

sioners last week. But Mass Media Bureau Chief Jim McKinney assured them that computerization will make picking station sites "a very simplified process compared to processing applications." He added, "I have no intention of creating another low-power TV nightmare, believe me."

The FCC is seeking comments on how, once the sites are finalized, it should stagger applications to avoid a mass filing. The available channels may be sorted into smaller, more manageable categories either alphabetically, or by criteria such as region, community size, or channel number.

## Daytimer Preference Weighed

Nothing has been decided yet, but the FCC is thinking of giving daytimers an advantage when competing for FM drop-ins in their present communities of license. The Commission issued a Notice of Proposed Rulemaking (NPRM) asking for comments on what preference daytimers might be given.

When applicants for the same facility are compared, the party with the fewest other media interests has an edge. Thus, under present rules, daytimers seeking drop-ins in their cities of license would be assigned a "diversity demerit" unless they promise to sell their AM property if awarded the FM license.

The NPRM looks towards possibly wiping out that demerit, putting daytimers on an equal footing with other applicants. And, at the urging of FCC Chairman Mark Fowler, comments are also being sought on going even further by giving daytimers an actual preference.

"The marketplace is shifting to FM rather dramatically," Fowler commented. A daytimer preference might help establish some "equity" for AM, he suggested.

## 10-Mile Buffer For Class C's

The FCC last week turned down six petitions, most of them aimed at relaxing the Docket 80-90 provision that Class C stations

have antennas at least 984 feet above average terrain within three years, or be downgraded to a lower class. Backing down from the upgrade order "would merely prolong less intensive use of valuable spectrum," attorney John Karousos warned the Commission.

But some relief was granted. Class C's were given a 10-mile "buffer zone" around their outer signal contours for the next three years. The extra space provides room to move their antennas if that's necessary for upgrading. During the three-year period, the Commission won't place new stations in the buffer zones because that might unfairly prevent an upgrade requiring a move.

Stations not upgrading won't lose any power or height, but a drop-in may be squeezed into the outer areas that are now protected, but aren't actually used by the stations because of their lower antenna heights.

Since Docket 80-90 became effective March 1, Class C's will have until March 1, 1987 to upgrade. It's estimated that 80% of C's are facing the upgrade-or-else ultimatum.

# Judge us by the companies we keep.

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We at the Broadcast Services Division of AP are proud to be Associated with all of them.



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## Viacom Posts '83 Revenue Increase

During 1983's fourth quarter, **Viacom International** reported revenues of \$72.6 million and earnings of \$14.8 million. This contributed to year-end totals of \$315.6 million in revenues, plus net earnings of \$28.1 million. In 1982, the company posted revenues of \$281.4 million and net earnings of \$26 million. According to Chairman **Ralph Baruch** and President/CEO **Terrence Elkes**, both the broadcasting and cable TV divisions handed in favorable reports to help Viacom mark a 13th consecutive year of record performance.

## Marketing Firm Matches Up Radio With Retail

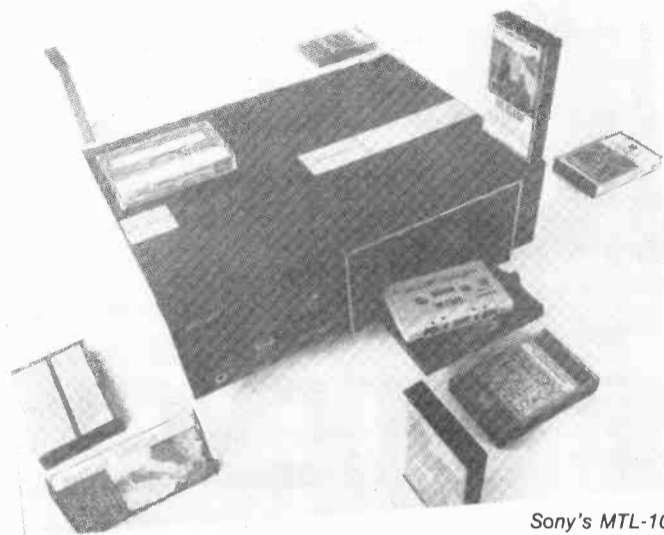
Marketing knowledge is an important aspect of any business, especially radio. Determining a station's rightful place in its market's retail structure means having access to qualitative data on audience characteristics. **Management Horizons, Inc.** supplies that information through its newly-created **Management Horizons Media Marketing System**.

The division's bottom line goal is "finding the best match-ups between potential advertisers and targeted markets of radio stations." That, in turn, serves a two-fold purpose — building a foundation for longterm schedules and attracting the attention of the top decision-makers at firms which are current and potential advertisers. MHMMS achieves this by researching three key areas:

- **Situation Analysis** — Identifying station's current and most likely future ad clients
- **In-Depth Consumers Market Survey** — Describing the audience in detail, from age/income to shopping behavior/retail loyalties
- **Marketing Plan** — Developing the data into a high-yield sales campaign.

Management Horizons also conducts a seminar for advertisers focusing on the consumer market results and the importance of radio as a "high match-up medium." For more information contact **Gary Drenik** at (614) 846-9555.

### Let The Music Play And Play And . . .

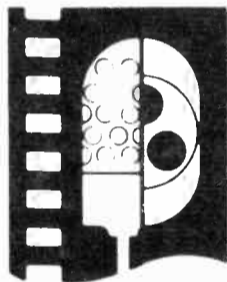


Sony's MTL-10

Since the introduction of auto-search and greater portability for cassette players, one of the few remaining advantages to phonographs has been continuous music via the stacking function. Now **Rolling Stone** reports that **Sony's** new MTL-10 playback-only deck will consecutively play up to ten cassettes in any chosen order. If C-90s are used, for example, the auto-reverse cassette changer can arrange up to 15 hours of uninterrupted music. The MTL-10 comes equipped with Dolby B noise reduction. List price: \$250.

## AERho Convention Scheduled

**NBC** Entertainment President **Brandon Tartikoff** will be the keynote speaker at **Alpha Epsilon Rho's** forthcoming convention. The national broadcasting society's 42nd annual meet, entitled "Prospects '84," convenes in Los Angeles April 4-8.



Topics during the four-day seminar run the gamut from TV/radio/cable sales and the news business to sports broadcasting and programming. Panelists include **WNIC-AM & FM/Detroit** Executive VP/GM **Ed Christian**, **RTNDA** President **Ed Godfrey**, **KBIG/Los Angeles** President/GM **Jack Adamson**, and "American Top 40" 's **Casey Kasem**. Featured as luncheon speakers are **Group W Communications** President **William Baker** and **Motion Picture Association of America** President **Jack Valenti**. Direct inquiries to VP/Public Information **Sue Rozman** at (212) 887-6426.

### REACH OUT AND TOUCH

## Videos Venture Into 3-D Realm

Taking rock 'n roll to the next dimension — 3-D — was proposed quite a while ago (**R&R** 12-17-82), with **Aerosmith** as the video subject. The outcome of that particular project is unknown. But music video producer **Picture Music International** has contracted **Murray Lerner**, director of Disney Epcot Center's 3-D "Magic Journeys," to produce/direct multi-dimensional videos. Lerner promises these features will be somewhat more complicated than those in the early "hurl things at the viewer" 3-D movie phase. The end result? To capture the excitement of a live concert, inviting viewers to reach out and touch the starring rock per-



former(s). One thing stays the same, however: You'll still need special glasses to watch. And though he won't divulge which acts would like to board the 3-D bandwagon, Lerner has been collaborating with **Peter Gabriel** on a feature-length 3-D project.

## Junking Natural Food Claims

Do health food enthusiasts really practice what they preach? Well, ac-

ording to a **Wall Street Journal** article, what comes out of consumers' mouths is often not what they put in.

### Dial-A-Rocker

If music marketing continues at its present pace, "Hangin' On The Telephone" may replace "On The Road Again" as the national touring anthem. **MTV** has already supplanted live appearances in some smaller cities, and now one merchandiser has run what's been billed as the first nationwide call-in in-store appearance.

Taking a cue from "Rockline" and other nationwide interview shows, California-based telemarketer **Rockbox** prepared a live appearance by **EMI-America's Dwight Twilley**, who talked to callers (via a toll-free 800 number) and took their orders for autographed copies of his new "Jungle" LP. The company promises a string of similar events in the future.

In a recent study, the **NPD Group** asked families to maintain a two-week diary of all snacks and meals. Subjects were divided into five groups: meat and potato eaters, families with children (sodas, sweetened cereals, etc.), natural food eaters, and sophisticates (mineral water and the like). Analysis revealed that only eight percent were orthodox natural food enthusiasts. Naturalists, while eating far less sugar than most of their counterparts, frequently indulged in chocolate chips, jello, pretzels, homemade cakes, and French toast.

Sophisticates, on the other hand, were above-average junk food hounds, scarfing down doughnuts, Twinkies, and Sara Lee cakes. They also ranked first in the cream cheese division. Why? **NPD** theorizes this group eats the most bagels!

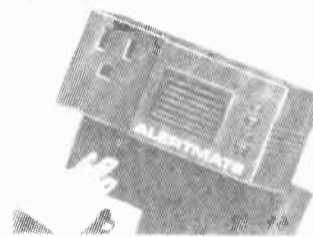
## Noting What TV Shows Sell Music

"General Hospital" and other non-music TV shows have certainly boosted the popularity of various songs. Now, a recent survey by New York-based **Street Pulse Group** indicates that spots placed on such shows could

prove more sales-effective than on certain music programs. A poll of 1229 record buyers found the syndicated "M.A.S.H." and "Hill Street Blues" shows were watched more by potential music consumers than were music-

oriented programs such as "Saturday Night Live" or "American Bandstand." **SPG** President **Mike Shalett** told **Advertising Age** that the non-music series possess high appeal for the CHR and album/adult-oriented radio audiences.

## Safeguarding Your Computer



The Alertmate

Computers may help you keep the billing current and the rotations straight, but they're also another piece of equipment that attracts

thieves to your station. Ithaca, NY-based **Sutton Designs** has introduced "Alertmate," an alarm which provides theft protection for computers, peripherals, and related equipment. Alertmate's 85-decibel alarm sounds if the computer is unplugged or if its cord is cut. It's also set off in the event of power failures or if an unauthorized user tries to dismantle the alarm. The unit may be deactivated by the user through a four-digit combination code.



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**abc rock radio network**





**STEVENS DRIVES ON AIR** — WBBQ/Augusta's Bruce Stevens is shown here getting ready to take his first ride in the Mercedes Benz 380SL he won in the AIR competition. Shown handing over the keys is AIR VP/GM Alan Smith.



**KHTX WARMS UP RENO WINTERS** — KHTX/Reno responded to a winter of record cold temperatures by giving away the value of a listener's monthly electric bill. Shown (l-r) heating things up: KHTX jock Belen Newsome, newsman Art Craft, the winner, and KHTX OM John Chomme.



**WLS SHOWS HAND FOR LISTENERS** — WLS/Chicago's Steve Dahl (l) and Larry Lujack recently staged a poker game for a recent TV commercial to promote WLS's eight-week "Winning Songs" contest. Lujack is displaying the \$1000 bills that listeners can win after hearing two selected songs back to back.



**MISS LAWTON AND MR. MAYOR** — When Lawton, Oklahoma celebrated their 82nd birthday KMGZ/Lawton was there to make it special. Shown here (l-r) is Miss Lawton, Maya Walker, in her KMGZ T-shirt and Mayor Wayne Gilley.

# Pro:Motions

## Major Market Ups McKinley

**Tom McKinley** has been named Executive VP/Stations at **Major Market Radio**. He is an 11-year veteran of the firm, having held positions as an Account Executive, in Sports and Business Development, and in managing the Philadelphia and San Francisco MMR offices. During the last four years, McKinley served as Senior VP/East Coast Regional Manager.



Tom McKinley

## Biviano Named At WGAR

**WKSX(KS100)/Cleveland** General Sales Manager **Mark Biviano** has assumed additional responsibilities as National Sales Manager of sister outlet **WGAR**.

## Chisholm Trail Announces Changes

**John Swords**, VP/GSM of **Chisholm Trail Broadcasting's KCRC & KNID/Enid, OK**, assumes additional duties as Executive VP/Corporate Development for parent company **DeLier Group LTD**. In other related company activity, **KCRC** Operations Director **Milton Mason** and PD **J. Michael Weeks** are promoted to VP/Operations and Program Director, respectively, for Chisholm Trail. Also, **KCRC** News Director **Richard Scott** adds on similar responsibilities for **KNID**.

## Interep Taps O'Neill, La Bonte

**Frank O'Neill** has been appointed Director/Research Division at **Interep**, moving over from his Research Director's post with **McGavren Guild Radio**. Former **KFKF-AM & FM/Kansas City GM Bob La Bonte** comes aboard as Northwest Manager for Interep's radio marketing division.



Frank O'Neill

## Dussling Shifts To RAB

**John Dussling** has moved to the **RAB** as a Regional Manager, serving Indiana, Ohio, Kentucky, West Virginia, parts of Pennsylvania, and western New York. He previously was National Sales Manager with **KalaMusic**, a subsidiary of **Fairfield Broadcasting**. Dussling's background also includes a stint as Regional Manager for the **NAB**.

## Palo Alto Launches TBA

**Palo Alto Records** has announced the debut of its second label, **TBA**. Guided by Executive Director **Herb Wong**, **TBA** plans to specialize in urban/black contemporary, progressive, and dance music. Its first release is saxman **George Howard's** LP "Steppin' Out."

## Purpose Label Premieres

Columbus, OH is the home of newly-created **Purpose Records**. Primary distribution is being handled by **Spring Arbor**, with **Tim Coulter & Associates** overseeing marketing, radio promotion, and publicity. The label's first artist is **Dave Fullen**. Purpose may be reached at (614) 279-2300.

## CBS Elevates Edwards

**Wayne Edwards** has been appointed Marketing Director/ West Coast for **Columbia Records**. He first joined CBS Records in 1978 as staff writer in the Black Music Marketing department, later moving up to Manager/Jazz-Progressive Publicity. Since 1980 Edwards had been Product Manager/West Coast.



Wayne Edwards

## Capitol Raises Gelber, Weaver

**Stephen Gelber** has been named Creative Director/Advertising & Merchandising at **Capitol Records**. Prior to this appointment, he served as Senior Manager/Press & Publicity. Also at Capitol, **Pat Weaver** has been tapped as Manager/Press & Publicity. She was most recently Press Coordinator.

## Indigo Music Appoints Two

**George Harper** has been named Executive VP of Nashville-based **Indigo Music Corp**. He was most recently Corporate VP of Administration. Concurrently, music promoter **Mike Kelly** has been appointed National Promotion Director. His background includes national promotion positions with **Amherst, Cachet, and Roulette Records**.

## Zeitler Joins New York Music

Formerly in independent promotion, **Denny Zeitler** has joined the **New York Music Company** as Director of National Promotion.

## Branson New WGSP Sales Manager

**Jim Branson** is the new Sales Manager at **WGSP/Charlotte**. He has been in broadcasting since 1962, when he began with **WCYB/Bristol, VA**. Prior to joining **WGSP**, Branson was an Account Executive at neighboring **WAYS**.

## Cox Names Rouse, Swanson VPs

At **Cox Communications**, **John Rouse, Jr.** has been upped to Broadcast Division VP/Controller, while **John Swanson** has been elevated to Broadcast Division VP/Engineering. Rouse had served as Controller of Cox's broadcast division since 1974; Swanson had directed the company's broadcast engineering arm since 1981.

## Stevens Elected At William Morris

**Lee Stevens** has been elected President/CEO of the **William Morris Agency**. He currently serves as the agency's Executive VP and COO of the firm's New York Office. Stevens will succeed **Sam Weisbord** who, along with Chairman of the Board **Morris Stoller**, will take over the newly-created Office of the Chairman post. Stevens's appointment becomes effective June 1.



Lee Stevens

## Hill Segues To Torbet

**Steve Hill** has joined **Torbet Radio** as Detroit Regional Manager. During the past four years, he held the National Sales Manager's post crosstown at **WWWW**. Hill succeeds **Betty Pazdernik**.

## KLEMMKORNER

Klemm takes pride in our broadcast consulting with program directors, sales people, general managers, owners.

Our services are in demand because we provide genuine results. All 1983 clients were up!

We are strict disciplinarians. We work rigorously for our stations — and we mean rigorously, not 9 to 5!



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Win with Klemm Media. (203) 927-3581  
Kent, Connecticut 06757



**MEDIA, INC.**  
RADIO PROGRAMMING  
BOX 647, KENT, CONNECTICUT 06757  
(203) 927-3581

LOOKING FOR HITS?

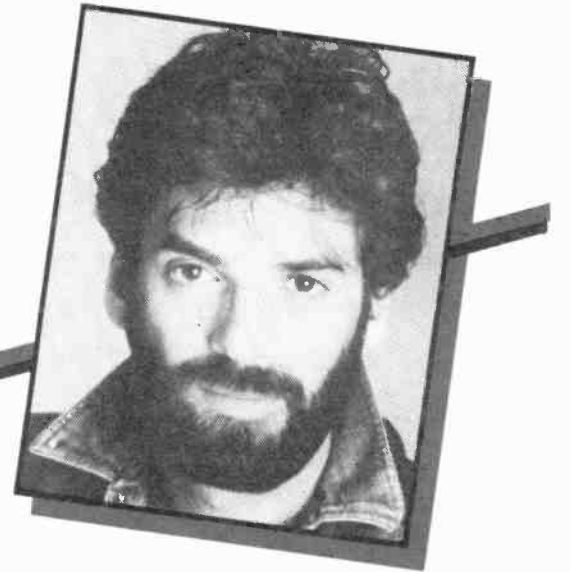
Columbia's Got The Music From The #1 Movie In The Country

*Footloose*

# KENNY LOGGINS

"FOOTLOOSE"

CHR Chart: **3**



# BONNIE TYLER

"HOLDING OUT FOR A HERO"



Now On Over 130 Stations! 56%

Including:

WHTT  
WBEN-FM  
WPHD  
WBLI  
CKGM  
CKOI  
Z100

WCAU-FM  
WHTX  
CFTR  
CHUM  
WASH  
KAFM  
93FM

Q105  
WGCL  
WKTI  
KIMN  
Q103  
KS103  
XTRA

# SHALAMAR

"DANCING IN THE SHEETS"

**Black/Urban BREAKERS**

Black/Urban: **37**

CHR SIGNIFICANT ACTION

CKOI  
B94  
WASH  
93FM  
Y100  
WNVZ

WGCL  
WMAR  
K104  
KC101  
WPST  
WHTF  
KZZB  
WNOK-FM

WOKI  
WSFL  
WRVQ  
KITV  
Z98  
WKDD  
WHOT-FM  
KQMQ

WQCM  
OK100  
95XIL  
WJAD  
Q104  
WFOX  
WPFM  
WIXV  
KCDQ  
KHTX  
KZOZ





# Drivetime Listening — A Small Part Of Radio's Story?

It's time to shatter a few myths here. For example, we all know that if our stations don't score well in drivetimes, then our programming and sales stories will be lackluster. We might think that there are huge numbers of folks who just tune to radio during AM drive, our "primetime." Yet both of these beliefs ain't necessarily so. Let me show you how important the entire broadcast week needs to be in your marketing/programming planning and in your sales efforts.

On a recent trip to New York City Steve Elliot, Research Director for Group W, showed me some interesting perspectives on radio listening by daypart. Group W Radio Sales conducted an 11-market study into cuming by daypart, and with the firm's permission I'll share some of the findings with you. The results that follow may open your thinking about the impact of non-drivetimes in developing and selling a successful radio station.

## Radio: Minus Drivetime

First, let's review a few facts regarding overall radio usage, by daypart.

- In a typical week, 96 of every 100 adults listen to radio, for an average of 90 quarter hours. Since we're talking about 18+ demos here, keep in mind that your station can be successful if it doesn't achieve the 90 QH average, since that figure is probably skewed by older listeners who are extremely devoted to radio. Also, we have an overall parameter here of 90 quarter hours (or 22.5 hours) spent weekly with the *medium*. Thus, since the average listener (or diary-keeper at least) tunes to between two and three stations weekly, your station could expect — on average — to acquire between 30-45 quarter hours each week from adults.

- How much time do people spend with radio during the combined 6-10 and 3-7 periods Monday-Friday? According to the Group W information 92% tune in during drivetimes, averaging 38 quarter-hours (9.5 hours) with radio in a week.

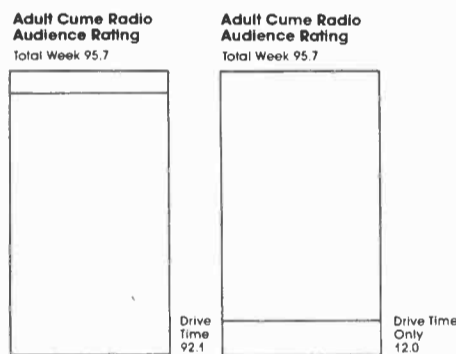
However, 84% of the adults surveyed tuned to radio during either middays and/or evenings, averaging 61 quarter-hours (just over 15 hours) weekly with radio.

As you can see, stations that don't try to appeal to listeners in non-drivetimes are putting a ceiling on their growth. Likewise, stations that design sales packages that just push the drivetimes are unnecessarily strangling that inventory and perhaps under-utilizing the non-drive dayparts.

## Drivetime Only: A Small Part

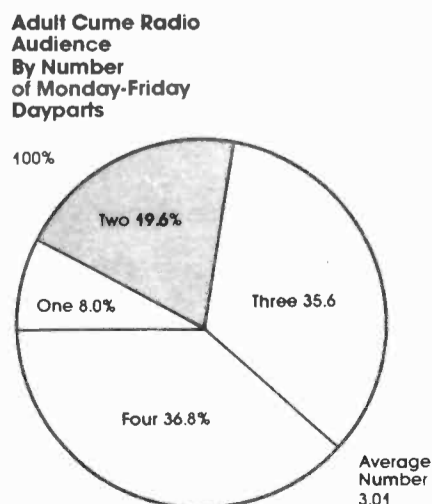
There is an interesting set of statistics from this study that portray the various

levels of devotion to the combined drivetime dayparts. As you can see on the charts below, almost every adult who listens to radio tunes in during drivetime — but those who try radio *only* during drivetime are actually a small portion of the total adult radio cume (the percentage figures represent what portion of the population cumes radio overall and within the various dayparts).



This startling set of figures shows how much audience — either from a programming or advertising perspective — is missed if drivetimes only are considered in station or sponsor planning. Radio is clearly not just a drivetime medium.

The pie chart below offers additional focus on this multi-daypart phenomenon. The typical adult radio user generally listens to the medium either in three or four dayparts Monday-Friday, with the average just over three . . .



# Week In Review

## Arbitrends: Online In May

After several delays, and some controversy, the Arbitrends rolling three-month averages will apparently be in working form in two months. According to Arbitron Sales/Marketing VP Bill Livek, "We'll debut Arbitrends at the NAB. Then, by mid-May we'll be installing the system and making it available for radio stations to interact with." Livek indicated that the first three-month compilation plugged into the system will be a February-March-April summary for those stations that have winter sweeps in their markets.

## Final Mediation Panelist Named

Electronic Media Rating Council Executive Director John Dimling has announced the fifth and final member of the panel that will hear an upcoming mediation case against Arbitron. Bill McCormick, President of McCormick Broadcasting, was nominated by the NAB for the mediation panel and has been approved by both Arbitron and the EMRC.

**DIRECTION '84 REMINDER:** I'm looking forward to seeing many of you at the upcoming R&R seminars. I'll be talking about budgeting for research and promotion, then we'll get you ready for the spring sweep by fine-tuning your marketing plans for the upcoming survey. See you here in L.A.!

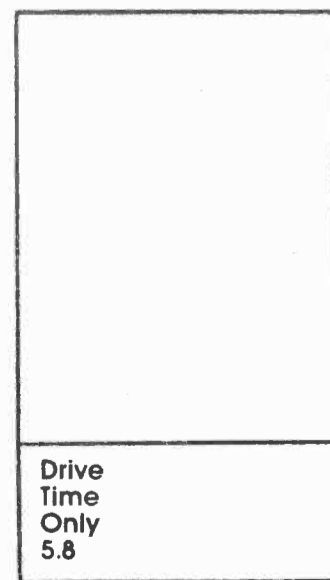
More than 70% of radio's adult users come to our sound in three or more dayparts. This makes it imperative for programmers to keep this in mind when setting up playlists, rotations, etc. AEs and advertisers should keep it in mind too when setting up schedules for maximum reach and effectiveness.

## Station Perspective

So far we've looked at usage of *radio* by adults 18+. But what about an individual station? Did the 11-market study show any significant impact for drivetimes, different from what the implication for radio overall might have been? Not really. As illustrated below, the typical station in the tested markets reached over 23% of the local populace 18+, with the drivetime only fans amounting to just under 25% of each station's cume.

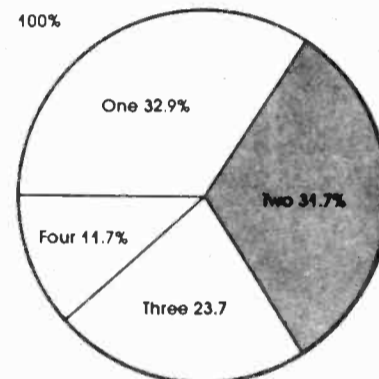
## Average Station Adult Cume Rating

Total Week 23.6



Even within the cume of individual stations the typical listener tunes in during at least two Monday-Friday dayparts.

## Average Adult Cume Audience By Number of Monday-Friday Dayparts



Average Number of Dayparts Listened 2.1

## Sales, Operational Implications

Putting the Group W data in perspective, the following points are most noteworthy in my opinion:

- Sales management and account executives should keep in mind the value of the so-called non-primetime hours; middays and nights (not to mention weekends). In terms of reach and frequency effectiveness, stations can maximize their total inventory, and advertiser impact, by paying attention to more than just the drives. This can allow more sponsors into drive rather than having a few congest this precious timeframe.

- Programmers and promotion staffs need to keep in mind the impact of a multi-daypart listening pattern. While it's true that almost a third of a station's cume try that station during just one daypart, more than half listen during two or three Monday-Friday segments.

- Specifically, recycling announcements, contest bits, record rotations, and newscasts need to be planned keeping in mind the overview shown here. Study your listener patterns as reflected in the Arbitron or Birch data, see how your station's listeners compare to the items shown in this column, then plan your on-air events accordingly.

As shown so well by the Group W results, drivetimes are important — but not the whole picture. As Paul Harvey might say, now you have the rest of the story.

LOOKING FOR HITS?

Columbia's Inserted 2  
Brand New Singles In This  
Week's Issue Of R&R!

# BILLY JOEL

"THE LONGEST TIME"

The New Single From  
The Platinum Plus Album

"AN INNOCENT MAN"



# DAVID GILMOUR

"BLUE LIGHT"

Words & Music: David Gilmour  
The First Single

From The Columbia LP:

"ABOUT FACE"



On Columbia Records



# Sales



DWIGHT CASE

## Leap Year

The vernal equinox (March 20) is almost upon us, and since it is a day early, I'm sure all of you enjoyed the extra billing on February 29th.

If it wasn't enough to make your annual bonus skyrocket, then let me visit with you about the rest of 1984.

March and April are strange months to the general manager, because the sales revenues are beginning to go up as a result of the natural business curve in radio . . . However, at the same time the "collections" (that is, "money coming through the door") are dropping substantially.

It seems that we always forget that in January and February we are receiving the money for our "great" December billing, but March and April is when we receive the payment for January and February, which are normally a shake this side of fiscal disaster.

My point here is that when little

"Now is the time to leap forward."

or no cash is arriving, we tend to make short-term decisions that slow sales.

We don't spend on printing those package plans, we accept long-term deals that will hurt our peak June through August periods, and we really hurt ourselves because we press our regular customers beyond the pale to "get on the air" right away.

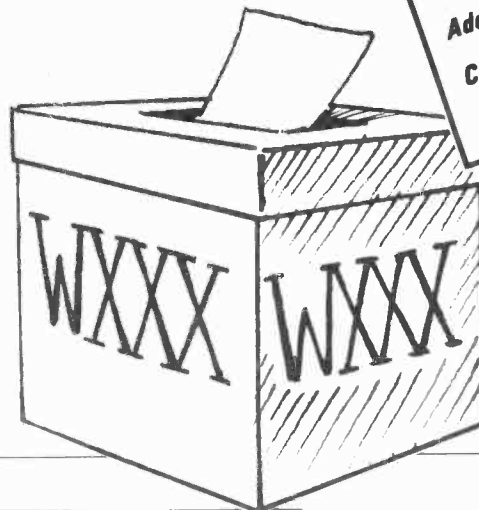
## Ideas Of Profitability

Every city in America has two or three "Grand Openings" in the course of any given week.

How about having a really neat banner (15-20 feet long) painted that says:

Grand Opening  
WXXX 93.3

and . . . an entry box (12 inches square) with a slot on the top and call letters painted all over it:



and . . . a thousand entry blanks:

WXXX/93X

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_

and . . . a prize — radio, Walkman Radio, or something out of your prize closet. Put all four items in your car and sell the customer a "50 spot package" for \$500, \$1000 (whatever your rate card plus 20% would deliver.)

Every "Grand Opening" has a budget, usually for: banner, drawing, prizes.

It would only be sensible to allow them to participate with that money in . . . Radio!

## A very polished Assistant Program Director



## AutoSelect

Smooth, strategic, consistent programming. It gives your station a polished sound. One that attracts and keeps an audience — as well as your advertisers.

That's why AutoSelect, Jefferson-Pilot's computerized music rotation system for radio stations, is the perfect candidate for a position on your staff.

Organize your music library by mood, tempo, gender — any characteristic, degree or value you wish. Once you define your format clocks, AutoSelect picks and

arranges the playlist based on your programming criteria. AutoSelect puts you in total control.

AutoSelect does the checking, sorting and scheduling automatically — freeing you and your people for more creative, more productive work.

So call Sandy LaCasse collect, 704/525-3901. Find out how a very polished Assistant Program Director can help to improve your programming — and give your station a more competitive sound.

Jefferson-Pilot Data Systems  
Executive Plaza  
501 Archdale Drive  
Charlotte, NC 28210  
704/525-3901

Computer systems  
for broadcasters,  
by broadcasters.

Jefferson  
Pilot  
Data Systems

"Leap year" may be the title of what you might consider, whether GSM or salesman . . .

### Leap Forward To "Back To School"

The department/fashion stores have been to market in February and know what and how much they have for Easter, Back To School, and Christmas.

Even if you did not work with the department/fashion store buyer last November (as you should have!), now is the time to talk Back to School . . . not March and April. A really great presentation for "Back To School" could get you an order for Easter.

### Leap Forward To New Car Showings

Now is the time to see your auto district manager to begin plans for your inclusion and cooperation for the debut of the 1985 models. (Have you ever thought about a dinner for dealers and their number one salesperson? Giving

which means we only get one day off . . . which means no one can leave for a long weekend . . . which means your promotion has to have different timing.

It also means local promotions and activities have a higher percentage of participants and attendees than a weekend that is 3½ days long!

Raft Race?

Chili Cookoff?

Concert?

Fireworks Show?

Nothing?

### Leap Forward To Memorial Day

May 28 is a Monday! Folks are going to hit the highway at 2pm and return late and tired on Monday night. This makes Friday 2-10pm AAA time and Monday 2-10pm AAA time . . . and gives you a completely different audience mix over the weekend.

Properly packaged, and with special commercial copy, you should have no trouble getting premium rate for all of the Memorial Day weekend!

"When little or no cash is arriving, we tend to make short-term decisions that slow sales."

awards for the salespeople? Having a casino night? Getting to know your local Edsel dealer?!

It is at least time to do a mailing offering help with interviews, speculative commercials, audio endorsement help, assistance in organizing the dealer radio push.

### Leap Forward To The 4th Of July

This year it's on a Wednesday,

### Leaping Forward Is The Same Thing We Should Do Every Year!

When we leap over a month, or even a complete quarter, we are better serving our customer base. They need to plan ahead, and your assistance will cause them to be closer to your station, and closer is more profitable.

LOOKING FOR HITS?

From Romance To Rock & Roll  
Columbia's Got What  
You Need

# JULIO IGLESIAS & WILLIE NELSON

"TO ALL THE GIRLS I'VE LOVED BEFORE"

A/C **BREAKERS** Chart: 25

One of the Most Added  
A/C Records



## CHR NEW & ACTIVE

94Q 23-13  
Z93 24-10  
Y100 deb 19  
Q105 add 29  
WKTI add  
WKEE add  
WHTF add  
WDOQ add  
KAMZ add  
WRQK add  
WHHY-FM 26-20  
KRGV 10-4  
KTFM 28-8

KKXX add  
KQMQ add  
KO93 add 32  
WIKZ add  
KYA add  
KCAQ add  
KDZA add  
KBIM add  
B104 27  
WKBW deb 21  
WBBQ deb 26  
94TYX 26-23  
FM100 28-25

G100 34-28  
KITY 29-21  
KIKI deb 40  
WZON deb 36  
WTSN 33-26  
13FEA deb 28  
Q104 deb 30  
Z102 deb 37  
KTRS 37  
KIST deb 39  
93FM  
Q103  
KZZP

WLAN-FM  
KC101  
KXX106  
WOKI  
KBFM  
WSFL  
KROK  
KIIK  
WHOT-FM

KSKD  
KHYT  
WFBG  
WKHI  
WISE  
WJAD  
WCGQ  
KISR  
WFOX

KILE  
WAEV  
KFYR  
KKXL-FM  
KSLY

# EDDIE MONEY

"CLUB MICHELLE"

## CHR NEW & ACTIVE

WXKS-FM add  
WPHD 35  
WCAU-FM on  
PRO-FM on  
WGCL add  
Q103 on  
KFRC on  
K104 34-30  
WKFM add  
WKDD deb 29  
WGRD 33  
WZPL 39

WJXQ 19-17  
Z104 33  
WHOT-FM deb 40  
KBBK 37-32  
KQMQ deb 35  
KDON-FM add  
OK100 deb 40  
WFOX add  
WXLK 29-22  
WIXV 34-26  
WCIL-FM add  
KYTN 32-28

KSLY add  
WYCR  
WSPK  
WRCK  
WKRZ-FM  
WSSX  
KSET-FM  
WOKI  
WRQN  
KYNO-FM  
KLUC  
KSKD

KTKT  
WFBG  
WGUY  
WIGY  
WERZ  
WKHI  
95XIL  
WJBQ  
WSQV  
Q101  
WBNO  
WBWB

99KG  
KCDQ  
KHTX  
KBIM  
KZOZ  
KIST



On Columbia Records



# NETWORKS

## PROGRAM SUPPLIERS



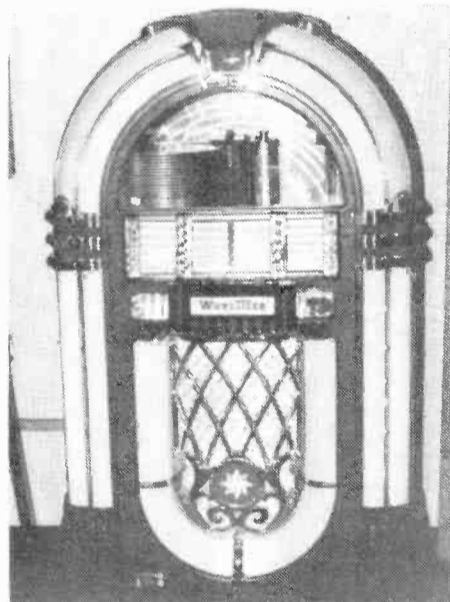
REED BUNZEL

## Double Feature: Rare Records, New Net

Stop for a minute and take that old 45 out from under the unbalanced corner of your file cabinet. A bit scratched or warped, perhaps? Bet you didn't even know you had a copy of "The Banana Boat Song" by the Tarrriers, did you? Just toss it in the circular file along with the releases and demos from the new syndicators and networks, and you're set, huh? Well, in case you think old scratchy records don't belong in your station's extensive library, or haven't heard of the latest radio programming network to sprout from the fertile radio field, this week's column covers one of each: "Rare & Scratchy Rock 'n Roll," and the new Creative Radio Network.

### "Rare & Scratchy Rock 'n Roll"

"Rare & Scratchy Rock 'n Roll," a new three-hour weekly syndicated oldies show that features a variety of music from the '50s, '60s, '70s, and '80s, is slated to debut next weekend (March 17). Produced by Program Services Group in Chicago, the show is designed to sound locally-produced in each station's market.



"We wanted to create something that sounded like it was a station's own show," producer Alan Mitchell told R&R. "When I was a programmer I was always a bit frustrated by the way a lot of syndicated shows sounded, so we decided to give each station the opportunity to customize it for its own market. There is no mention in the program of 'You are on the worldwide hookup' and we don't mention the other stations that carry it." The show comes with a supply of jingles for re-intros, or a station can use custom-produced jingles designed especially for the show. "Of course, they can use their own station jingles, liners, or whatever they want," Mitchell added.

What separates this fledgling program from other attempts to mix baby-boom history and memories with music dating back to the early days of rock and roll? "We've built a mostly-music show, not a nostalgia show," Mitchell explained. "This isn't one of those 'do you remember when these were the headlines' things. We're not going for memories; we're producing it as a contemporary show that doesn't leave out everyone who wasn't born at a particular time. The primary demo target is 20-40, and a lot of those listeners weren't even born when some of this music was released.

"What we've done is incorporate theme segments, like famous commercials that

became a hit song. We'll play 'I'd Like To Teach The World To Sing,' 'When You Say Love,' and 'Times Of Your Life.' The next segment might be songs dedicated to real people, with Jan and Dean's 'Linda,' for Linda McCartney; or Joe Cocker's 'Delta Lady,' for Rita Coolidge; or 'You're So Vain,' which is still being disputed."

The "Rare & Scratchy" title comes from the vintage of the music, not the audio quality. Mitchell continued, "We're talking about very rare originals, such as the Big Mama Thornton version of 'Hound Dog,' or the Who's first debut 'hit,' which lasted a total of two weeks. Of course, the whole program doesn't consist of songs where people are going to say 'My God, what is that?' We use mostly mainline and recognizable music, wrapped around the obscure or unknown cuts."

The program is designed for an Adult Contemporary audience, but Mitchell reported some interest from CHR and Oldies stations. "It has a very broadbased appeal. The important thing from a targeting aspect is that it can be good for the younger demos — that audience which isn't normally picked up by an oldies show. It is constructed in a way that the 'I wasn't even born' reaction doesn't keep them from tuning in."

"Rare & Scratchy Rock 'n Roll" is available on a barter basis, and contains a spot load of 12 minutes per hour — six national and six local. In addition, it is designed so stations can accommodate a five-minute newscast. The program is distributed on tape, and comes with weekly modular promos and custom instrumental themes.

For more information, contact Program Services Group in Chicago at (312) 276-1111.

### The Creative Radio Network

A new production-distribution company, the Creative Radio Network, has been formed as a representative for syndicators and radio program suppliers to obtain na-



tional advertising and placement of independent programming. The network, a joint venture between Tom Shovan and Darwin Lamm, is based in Van Nuys, CA, and will distribute long and short-form programming designed for all radio formats.

Shovan is former VP/GM of the Creative Factor, and Lamm is president of Creative Radio Shows, which was founded in 1971 with Dick Clark.

"We're using Creative Radio Shows as a

## CBS Announces 1984 Programming Changes

CBS RadioRadio has announced some programming additions and changes, including new sports and entertainment features, for its 1984 lineup. According to network VP/GM Robert Kipperman, "The changes reflect our primary charter of being a service to stations who choose to program our product. The addition of sports features comes directly from the wishes of our affiliates; likewise, stations told us what they liked and did not like in the rest of our features schedule."

The changes announced include:

- "Sportsbreak," a daily morning sports summary, anchored on weekdays by New York sportscaster Jim Hunter, and on Saturdays by CBS veteran reporter Bill Schweizer. The program is designed to keep listeners on top of what happened in sports overnight, and to keep them posted on weekend sports scores.

- "Entertainment Update" will be hosted by Los Angeles-based Frank Andrews, and highlights the latest in music, film, television,

and entertainment news. "Update" incorporates "an exciting sound, bright sounders, and music beds to maintain the 'up' pace throughout the spot," according to CBS PD Frank Murphy.

### CBS RAD

- "Music Memories" is a music trivia feature, hosted by entertainment expert Michelle Roth in Los Angeles. "Memories" is being updated with new sounders and a tighter presentation, and will continue to draw on material from the last 25 years of rock history — placing special emphasis on the 1970s.

In addition, five specials are marked on the 1984 RadioRadio music calendar. These tentatively include:

Date	Special
Memorial Day Weekend	Rolling Stones Music Special
July 4th Weekend	Great American Summer
Labor Day Weekend	Beatles Music Special
New Year's Weekend	Top 30 USA (year-end edition)

programming nucleus, and we've added 14 different distributors and producers to our roster," Shovan told R&R. "Our programming covers everything from Country to AOR to CHR and Adult Contemporary, from health and nutrition short features to weekly music series such as Harry Newman's 'Country Music Radio Magazine.'

"We've designed the Creative Radio Network to be a full-service company. We either create and produce a program, or take one from an outside producer. We match it with national sponsors, clear it to fit the advertiser's specifications, and distribute it to the stations. One buy, one invoice, one contract."

In the constantly-fluctuating arena of radio programming, Shovan is emphatic that the little guy in the studio or garage doesn't have much of a chance at achieving success. "The days when a person with a concept — however brilliant — could produce a show and try to sell it for cash are just about over," he continued. "For most purposes cash is all but dead. We're now in the barter age, and the way to make a show work is to offer it in exchange for spot time in major markets."

In addition to servicing a variety of national advertisers, the company does engage in some cash transactions — depending on market size and program content. "If there is a really superb program that warrants cash, such as a holiday special, we do go cash. It is not economically feasible for the small guy to do cash, but a bigger company with a lot of inventory can do the legwork and make it possible."

Shovan views the Creative Radio Net-



Tom Shovan

work as an outgrowth of the Creative Factor, which dissolved last year after suffering financial troubles. "On the record, the Creative Factor was topheavy with creative people and really lacking in business minds. As a result they put out a lot of great shows, but they also greatly overextended themselves. They spent more than they made, and when the company folded I took a majority of the staff and merged with (Darwin) Lamm."

The company expects to sign a major rep firm to handle the marketing aspects of an unwired network. In addition, Shovan has arranged with Gary Owens to produce a new rock history program. "We've also just signed to take over a 26-week series called 'Country U.S.A.,"' he added. "We're trying to get as much programming as we can to provide as much as a radio station needs, and to balance the spot load within the inventory so it all will be profitable."

## Shave And A Haircut . . . 8 Bits

Have you got a really peculiar but possibly catchy name or phrase running through your head, bugging the daylight out of you? Just jot it down and, with a little luck, you can win instant notoriety and immortality. Haircut 100 has announced that its next LP, due out in April, will be named by listeners of "Rock Over London," the weekly British import program distributed by London Wavelength.

Haircut will select the winning entry from thousands already received from its American and European audience. The final selection will be based on "creativity and the title's ability to best capture the consensus of the other entrants." In addition to naming the new album, the winner will be treated to a concert performance, VIP treatment, autographed albums, and — get this — a group caricature painted by Haircut 100 members.

So . . . get those entries in and win your place as part of music history.





NBC Radio's Young Adult Network

# MEN AT WORK

## CONCERT SIMULCAST



**G**rammy Award winners Men At Work. Recorded live at the Greek Theater in Berkeley, California. Simulcast exclusively on The Source and HBO. Hear all their best.

"Down Under."  
"Who Can It Be Now?"  
"Be Good Johnny."  
"Dr. Heckyll And Mr. Jive."  
"Highwire."  
"Overkill."  
And more.  
Plus a pre-concert  
mini-interview hosted by  
Source Rock Reporter  
Rona Elliot. Don't miss it.

**Broadcast Saturday, March 10**  
9:45 PM Eastern  
8:45 PM Central  
10:45 PM Mountain  
9:45 PM Pacific  
Broadcast via satellite  
with HBO.

**HBO**

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Budweiser and  
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# Networks/Program Suppliers

## MUSIC FEATURES

**ABC**  
**Contemporary Net/Spotlight Special:**  
 John Cougar Mellencamp (April 15)  
**Entertainment Net/Silver Eagle:**  
 T.G. Sheppard (March 24)  
 Merle Haggard (March 31)  
**Rock Net/Continuous History of Rock and Roll:**  
 David Bowie/Sting/Mick Jagger (March 25)  
**Rock Net/King Biscuit (DIR):**  
 Manfred Mann (March 25)  
**Clayton Webster Country Calendar:**  
 Charly McClain (March 26)  
 Leon Everett (March 27)

Reba McEntire (March 28)  
 Conway Twitty (March 29)  
 Ronnie Milsap (March 30)  
 David Frizzell (March 31)  
 Mel McDaniel (April 1)  
**Rare Trax:**  
 Genesis (March 26)  
 David Bowie (March 27-28)  
 Eric Clapton (March 29)  
 Clapton/Page (March 30)  
**Retro Rock:**  
 38 Special (March 26)  
**Creative Radio Network Country Music Radio Magazine:**  
 John Conlee/Deborah Allen (March 24-25)  
**Country Special of the Month:**  
 Barbara Mandrell (March 24-25)

**Innerview**  
**Innerview:**  
 Huey Lewis & the News (March 28)  
**London Wavelength**  
**Rock Over London:**  
 Roger Daltrey (March 25)  
 Ultravox (April 1)  
**Mutual**  
**Lee Arnold On A Country Road:**  
 Larry Gatlin & the Gatlin Brothers (March 17-18)  
**Narwood Productions**  
**Country Closeup:**  
 Earl Thomas Conley (March 26)  
**Music Makers:**  
 Julie Styne Pt. 1 (March 26)



**RAGGED TO RICHES** — Duran Duran recently staged a "press conference" for their fans live via satellite from Chicago. The conference, produced by D.I.R. Broadcasting, featured a live performance of the song "Reflex," from their latest album "Seven & the Ragged Tiger." During the phone-in segment the group received 212,000 telephone calls from some of their friends — making everyone (including Ma Bell) pretty excited. Pictured after the conference are (seated) Nick Rhodes of Duran Duran, and (standing l-r) DIR's Peter Kauff, group manager Paul Berrow, International Talent's Wayne Forte, DIR's Paul Zullo, and Duran's Simon LeBon.



**McVIE FROM THE RECORD PLANT** — Christine McVie was the guest on a recent edition of "Live From The Record Plant," where she revealed that her artistic career began with painting — not music — and that a McVie-designed record album may appear in the not-too-distant future. Standing (l-r) are "Live" host Jo Interrante, McVie, publicist Sharon Weisz, exec. producer Patrick Grif-fith, producer Laurie Gorman, RKO VP Dave Roberts, and associate producer Michelle Levick.

## THE CBS RADIO STATIONS NEWS SERVICE PRESENTS

Fourteen enterprising reports with the CBS track record. Byline Magazine offers that competitive edge of quality feature programming for listeners and sponsors.

REPORT ON MEDICINE Mel Granick	INSIDE BUSINESS William S. Rukeyser	REPORT ON SCIENCE Dr. Allen Hammond
LIFESTYLE REPORTS Anna Mae Sokusky	ON FITNESS Dr. Gabe Mirkin	SPEAKING OF HEALTH Dr. Steven Andrew Davis
ON RECORD Peter Bekker	AROUND THE HOUSE Bob Blachly	REPORT ON RELIGION Richard Ostling
REPORT ON TRAVEL Steve Birnbaum	IN THE LYONS DEN Jeffrey Lyons	FOOTNOTES Rolland Smith
THE LEARNING CENTER Dr. Lonnie Carton	LOOKING AT THE LAW Neil Chayet	

"The series (Byline Magazine) has brought very positive comments from our listeners and excellent sales results for our advertisers."  
 Mr. Ray Watson, Gen. Mgr. KXL News Radio 75, Portland, Ore.

"We can't find any feature package that comes close to Byline Magazine in both quality and price."  
 Richard W. Osborne, President/Gen. Mgr., WKXL Concord, NH

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## NEWS & INFORMATION FEATURES

**ABC**  
**Rock Net:**  
 "Lifelines" w/Bill Fantini: cigarette warning labels/pet researchers Alan Beck & Aaron Katcher (March 12-16)  
 "Rocknotes" w/Pat St. John: Martha Davis/Motels (March 12-16)  
**Clayton Webster Jack Carney Comedy Show:**  
 Work (March 26)  
**Sporting News Report:**  
 Carl Peterson/Cheryl Miller/Calvin Smith (March 26)  
**Donnelly Media**  
**Hiney Wine:**  
 Hiney in the White House (March 12)  
 Hiney in the morning (March 13)  
 Lowering the cost of Hiney (March 14)  
 Matching Hineys (March 15)  
 Green Hineys (March 16)  
**Narwood Productions**  
**Minding Your Business:**  
 Venture capital (March 12)  
 Cutting corporate taxes (March 13)  
 Tax planning (March 14)  
 Political consultants (March 8)  
 Job opportunities index (March 16)  
**Progressive Radio Net**  
**Computer Program:**  
 Computer add-ons/line plotters/volts & jolts/bubble memory (week of March 12)  
**Laugh Machine:**  
 Robert Klein/Burbank jokes/Gallagher/David Steinberg/Bob Hope (week of March 12)  
**News Blimp:**  
 Gourmet chocolate/space debris/jog guard dogs/casket-grams (week of March 12)  
**Sound Advice:**  
 Tape saturation/cassette deck maintenance/tape backcoating/pirate tapes/car antennae (week of March 12)

**Public Interest Affiliates**  
**PIA Public Affairs:**  
 Plight of the underemployed (March 11)  
**Health Care:**  
 "Agent Orange" w/ Hope Daniels (March 11)  
**Medscan:**  
 Medicine on trial (March 12)  
 Chronic hostility (March 13)  
 The cold war (March 14)  
 Adrenal shock (March 15)  
 Ultra sound for stones (March 16)

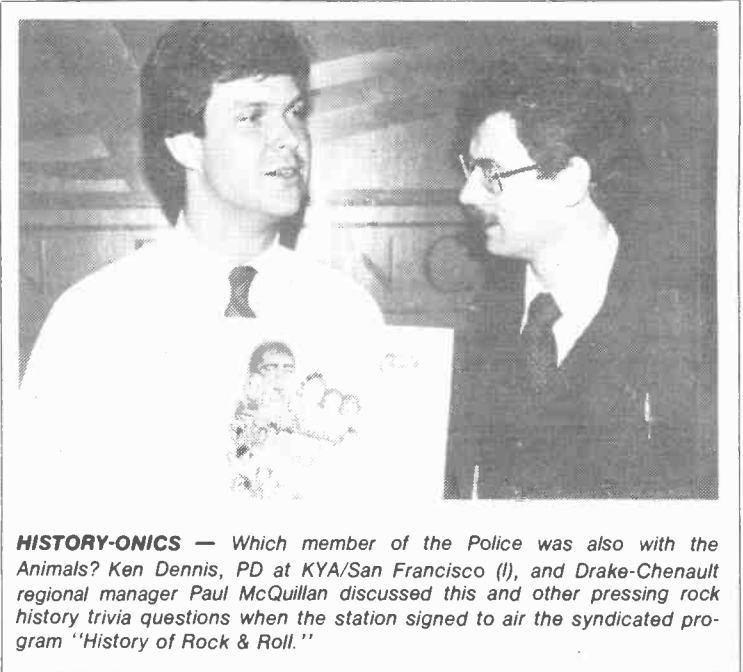
**Radio Entertainment Network**  
**Olympic Minute:**  
 They earned last place (March 12)  
 Fear ten meters high (March 13)  
 The modest medalist (March 14)  
 The winner was unknown (March 15)  
 Swede borrows Irish luck (March 16)

**Strand Broadcast Services**  
**Something You Should Know:**  
 Eye care (March 12)  
 Effective management (March 14)  
 Games lovers play (March 16)

**Syndicate It**  
**Radorobics:**  
 Exercising the calves (March 12)  
**Westwood One**  
**Brad Messer's Daybook:**  
 Wonder Woman (March 12)  
 Blacks in Civil War (March 13)  
 US wildlife refuges (March 14)  
 Presidential press conferences (March 15)  
 Income taxes (March 16)  
**Playboy Advisor:**  
 She flirts in public/herpes & childbirth/loud snoring/domineering husband/nasal congestion (March 12-16)  
**Spaces & Places:**  
 Lights, camera, action (March 12-16)

**NBC**  
**Source:**  
 Culture Club concert (March 23-25)  
 The Fixx (March 30-April 1)  
**RKO Networks**  
**Captured Live (PG Productions):**  
 Triumph (March 24)  
**Countdown America w/ John Leader (IS Inc.):**  
 Christine McVie (March 10-11)  
 38 Special (March 17-18)  
**Solid Gold Saturday Night (Dick Bartley):**  
 The Dave Clark Five (March 24)  
 Dusty Springfield (March 31)

**Rolling Stone**  
**Magazine Productions**  
**Guest DJ:**  
 Eric Burdon/Animals (March 26)  
 Jim Messina (April 2)  
**"The Spirit" Productions**  
**American Christian Countdown:**  
 Karen Voegtlin/Michael W. Smith/Wendell Burton (March 17-18)  
**Strand Broadcast Services**  
**Music & Memories:**  
 Eddie Albert/Bozo/B.J. Thomas (March 24-25)  
**United Stations**  
**Dick Clark's Rock, Roll & Remember:**  
 The Temptations (March 23-25)  
**The Great Sounds:**  
 Chris Connor (March 23-25)  
**Rick Dees' Weekly Top 40:**  
 The Clash (March 23-25)  
**Solid Gold Country:**  
 Charly McClain (March 23-25)  
**Weekly Country Music Countdown:**  
 The Kandalls (March 23-25)  
**Syndicate It**  
**Music Of Black America:**  
 Return To The Apollo (March 26)  
**Westwood One**  
**Earth News:**  
 Dean "Footloose" Pitchford/Harry "Spinal Tap" Shearer (March 26-30)  
**In Concert:**  
 Mick Fleetwood's Zoo (March 26-April 1)  
**Live From Gilley's:**  
 Johnny Lee (March 19-25)  
**Off The Record:**  
 Pretenders/John Cougar Mellencamp/Motley Crue (March 19-23)  
 Queen/April Wine/Dan Fogelberg (March 26-30)  
**Off The Record Specials:**  
 Loverboy (March 26-April 1)  
**Rock Album Countdown:**  
 Judas Priest/Dan Fogelberg (March 23-April 1)  
**Rock Chronicles:**  
 Rock celebrates rock (March 23-25)  
 Opening acts (March 30-April 1)  
**Special Edition:**  
 Tom Browne (March 19-25)  
**Star Trak Profiles:**  
 Air Supply (March 26-April 1)  
**Superstars Rock Concert:**  
 Pat Benatar (March 30-April 1)  
**The Countdown:**  
 The Dells/Tyrone Brunson (March 23-25)



**HISTORY-ONICS** — Which member of the Police was also with the Animals? Ken Dennis, PD at KYA/San Francisco (l), and Drake-Chenault regional manager Paul McQuillan discussed this and other pressing rock history trivia questions when the station signed to air the syndicated program "History of Rock & Roll."

## PEOPLE

● **Jerry Stiller and Anne Meara**, the husband-and-wife comedy team, have created two original fundraising appeals for **National Public Radio** member stations. The two promotional pieces — one featuring Stiller and Meara as a psychiatrist and his patient, and the other with the couple portraying themselves — will urge listeners to make a contribution to public radio.

● **Linda Daileader and Kirk Stirland** have joined the **ABC Radio Networks** as account executives for the Special Program Sales Unit. Daileader joins the network from **KATZ Radio Network** in New York, where she served as account executive since 1981. Prior to that she was a client service representative for **Arbitron Radio** in New York, and she was also a media buyer for **Hill, Holiday, Connors & Cosmopolous** in Boston. Stirland comes to ABC from **NBC's The Source**, where he served as regional director of affiliate relations. Previous-

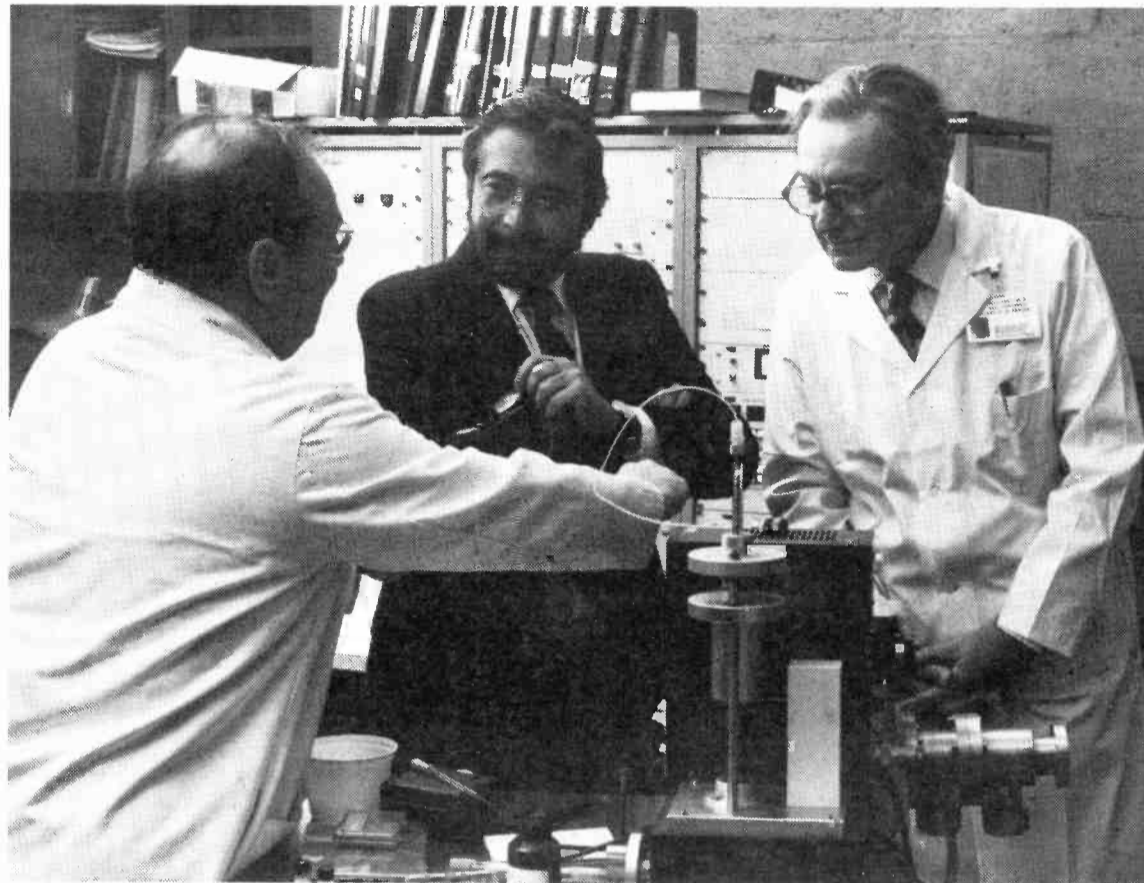


Jerry Stiller & Anne Meara

ly he was sales manager for **Warner-Amex Satellite Entertainment Co.** in Denver.

● **Joanne Lovelace** has been appointed VP/Product Development and GM of "Odyssey File" for **Jim Brown Productions**. In her new position Lovelace will oversee station clearances and serve as client liaison for "Odyssey File" in addition to developing talent and productions for the parent company. She was previously GM of "Earth News," produced by **Westwood One**.

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PHOTOGRAPH: DAVID GAFFR

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Both research centers are supported solely by the entertainment industry. And you're invited to participate at the annual T.J. Martell Foundation Humanitarian Award dinner in honor of CBS/Records Group President Walter R. Yetnikoff, on Saturday, April 14, 1984, at The New York Hilton.

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# ANOTHER POLYGRAM RECORDS

**BREAKER**

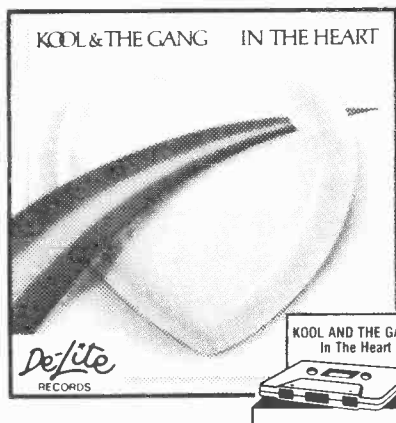
# KOOL & THE GANG

# “Tonight”

# From The Album

# ‘IN THE HEART’

*DeLite*  
RECORDS



Manufactured and  
Marketed by  
PolyGram Records

# Street Talk

The Federal Trade Commission has challenged the proposed joint venture of U.S. record operations of **PolyGram** and **Warner Communications**. Although this action was expected, PolyGram has vowed to “defend vigorously against the FTC lawsuit and expects to prevail,” according to a company spokesperson.

**Inner City's WLBS/Detroit** has a new PD. **Sergio**, formerly of sister station **WBSL/New York**, has shifted to the Motor City as PD/MD for the CHR outlet, replacing **Al Roberts**, who has exited. **Lee Abrams** is consulting.

Twenty-four staffers were released from the **Mutual Network** last week. **Mutual President/CEO Marty Rubenstein** indicated soft sales for the network was the culprit. He also said, “It’s sad when you must release dedicated, hard-working people,” but he stressed “these decisions will have absolutely no impact upon Mutual’s strengths in news, sports, and music programming.” In addition to the staff trimmings, Mutual has made other budget cuts in expenditures “across the board.”

**Neil Diamond** has filed suit against **Columbia Records**, claiming the company refuses to release his latest album because the label allegedly doesn’t feel it’s “commercial enough.” Diamond’s contract apparently calls for his label to release each new LP within 45 days of delivery. He’s asking the Superior Court of Santa Monica to order CBS to comply.

By now you must have seen the Pepsi commercial featuring the **Jacksons** in concert, right? Wondering whose voice brings the group on stage? It’s none other than **WPLJ/New York** morning man **Jim Kerr**.

Talk about being fast on the rebound . . . **Mary Tydings** lost her job as Associate Producer of the “**Larry King Show**” in the Mutual layoff last Friday. Monday morning she was named Press Secretary to **Lee Hart**, wife of presidential candidate Sen. **Gary Hart (D-CO)**.

**Mike Joseph** scores again. **Malrite's Z100/New York** is now using the slogan “Hot Hits” under a licensing agreement similar to one struck with **Gannett's KIIS/Los Angeles** and **KSDO-FM/San Diego**.



And speaking of the **Hot Hits** consultant, look for **Mike** to announce a new top 15 market station as a client within the next three weeks.

## WHYT Snakes Are Hiss-tory



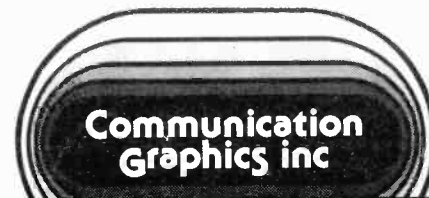
When **WHYT/Detroit's** television campaign, featuring a scientist among a bunch of large snakes, first aired in the Motor City, it caused a lot of talk. It also got more than a few people crazy . . . crazy enough to complain that the sight of those snakes made *their skin crawl*. The commercial claimed that even giant slithering reptiles were calmed down by the great music on **WHYT**. Well, out with the old and in with the new. This week **WHYT's** new media campaign debuted with a different TV spot which makes reference to the former commercial. However, this time the scientist tosses the old snake spot into the trash, telling the audience that **WHYT** is working on an even scarier commercial. When the camera pulls back there is our scientist holding a ferocious puppy. The response to this one may be much easier to take.

**Ted Habeck** will join **Bob Burch** at **KWK-AM & FM/St. Louis** as Production Coordinator. The two worked together when Ted programmed **KSHE/St. Louis** and **KWST/Los Angeles**, while Bob was **Century Broadcasting** National Program Director. Rumor has it that **KWK** interim PD **Scott Alexander** has the inside track on becoming the permanent PD. Scott was PD at **KHTR/St. Louis** for a short period, and if **KWK** gets any more mainstream, it could easily be called CHR.

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**WESTWOOD ONE**  
PRESENTS



# BIG EVENTS

*BARBRA STREISAND in her first national radio interview of the '80s, ASIA live from Tokyo, the US FESTIVAL '83, HBO Simulcasts with KENNY ROGERS, DOLLY PARTON, OLIVIA NEWTON-JOHN, HALL & OATES, WILLIE NELSON, and BILLY JOEL, 1984 concert exclusives with JOURNEY, STEVIE NICKS, THE PRETENDERS, JOE WALSH, CHRISTINE McVIE, MICHAEL McDONALD, CHRISTOPHER CROSS, and FLEETWOOD*

*MAC, The Royal Albert Hall benefit concert featuring JEFF BECK, ERIC CLAPTON, KENNEY JONES, ANDY FAIRWEATHER LOW, JIMMY PAGE, CHARLIE WATTS, STEVE WINWOOD and BILL WYMAN, the exclusive NARAS GRAMMY AWARDS SPECIAL ... all from America's largest producer and distributor of nationally sponsored radio programs, concerts and specials. Over 3,000 U.S. radio stations carry our events and programs ... pro-*

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# DIRECTION '84

## Management Tools For The Program Director

### THURSDAY

Morning

Registration

- **Listening Skills**  
*Dr. Elliott Ross, Director of Organizational Development Sperry Computer Corporation*
- **Age Of The New**  
*Patricia Aburdene, Contributor to "Megatrends" and co-author with James Naisbitt of "Age of the New"*
- **What Makes A Champion**  
*Dr. Charles Garfield, Psychologist President, Performance Sciences, Inc.*

Midday

All-Morning Speakers Available  
For One-On-One Sessions

- **Recruitment — How to interview without the underground connection**  
*Gary Kaplan, Managing VP Korn/Ferry International*
- **Skills For Success — Time Management**  
*Adele Scheele, Author and Career Strategist*
- **Budgeting For Research And Promotion**  
*Jhan Hiber, President, Hiber, Hart & Patrick*

Evening

Cocktail Party.

Case study team meetings and solution planning.

### FRIDAY

Morning

- **How To Manage The Creative Ego**  
*Ron Saltzburg, Sr. VP Group Creative Director N.W. Ayer Advertising*
- **Relating To The Egos Around You**  
*Dr. Sharon Crain, Psychologist*
- **Management Training And Organization**  
*Don Payne, VP Employee Relations Mattel Electronics*

Midday

All-Morning Speakers Available  
For One-On-One Sessions

- **Identifying Programming Trends**  
*John Parikhal, VP Joint Communications*
- **Venture Capital — What, how, and why**  
*Art DeIvesco, General Partner, Wind Point Partners*
- **Everything You Always Wanted To Know About Buying A Station But Were Afraid To Ask**  
*Robert O. Mahlman, President The Robert O. Mahlman Co.*

Evening

Wine & Cheese Party  
Case study team meetings and solution planning.

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1984**

**Century Plaza Hotel,  
Los Angeles**

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### SATURDAY

Morning

- **Case Study Solution**  
*Team Response Dwight Case, President, R&R Companies*
  - **Where Is Cable Going In Relation To Radio**  
*Paul Bortz, Brown, Bortz, Coddington*
- Wrap-Up  
*Dwight Case, Jonathan Hall*



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# Street Talk

The new PD at **KEZO/Omaha** is **Bruce McGregor**, formerly of **KQDS/Duluth**, where he'd been PD until the end of '83.

Get-well wishes to **Q107(WRQX)**



**Washington VP/GM Ernie Fears**, who underwent heart bypass surgery and is recuperating at home.

Also, you can send get-well cards, but stay off his back . . . **Arista VP/Promotion Don Jenner** is laid up at home with a couple of bad discs in his back. He won't be down for long.

Resting comfortably at St. John's Hospital in Santa Monica, CA is independent promotion man **George Furness**. George is the proud owner of a new pacemaker and is fast on the road to recovery. We wish him the best.

**Mike McVay's McVay Media** consultancy has added **KMGC/Dallas**, **KLOL/Houston**, and **KWK-AM & FM/St. Louis** as client stations.

After sitting out a 90-day no-compete clause in his **WMMR/Philadelphia** contract, **Steve Sutton** has joined crosstown **WYSP** for mornings (3-5). The event was marked by an elaborate staged release from "radio jail," which connected with the way **WYSP** had been promoting Steve's radio absence during the 90-day waiting period.

There were some raised eyebrows when **KUPL-AM & FM/Portland** shifted formats to Country a few weeks ago in spite of their top ratings. The AM gave up **Al Ham's "MOYL,"** which was immediately scooped up by competitor **KYTE**.

Much talk circulating in Chicago about **Infinity's** interest in purchasing **WJJD & WJEZ** from **Plough**. It's true the companies are talking to each other, but no agreement has been reached yet.

**Mike Button** will exit the MD's post at **KSDO-FM/San Diego** to join **Programming Plus** in San Diego as VP/Research & A/C Programming. He will also assume responsibility for the firm's Gold-formatted stations. Before moving to San Diego, Mike was Program Director at **KNBR/San Francisco**.

**Brent Alberts** is out as PD of **WYFE/Rockford**.

**Z95(WZUU)/Milwaukee**

has hired **Buck & O'Connor** to do morning drive. **Chris O'Connor** and **Buck McWilliams** have most recently been with **WRQN/Toledo**.

**Peter Boyles** has joined **KNUS/Denver** in mornings from crosstown rival **KOA**. He replaces exiting **KNUS** morning host **Pete Wehner**.



**Bo Donovan**  
San Diego.

**Tuesday Productions** VP **Bo Donovan** has exited the music production firm to form his own creative services company. Arranger/producer **Lars Clutterham** also leaves Tuesday to become a principal in Bo's new **Silvertree, Inc.**, which, like Tuesday, will headquarter in

Former **WCSN/Tallahassee** PD **Robert Conrad** has joined crosstown **WBGM (FM99)** as PD. Robert replaces **Al Brock**, who became PD at **KMGK/Des Moines**.

At **WMDK/Peterborough, NH**, **Wayne Bradley** has been promoted from PD to General Manager. Coming in as new PD is **Jim Olsen** from **WMGX/Portland, ME**.

**WEBC/Duluth** is celebrating its 60th Anniversary this summer and wants all its former employees to take part in the festivities. Call (218) 728-4484 and ask for PD **Dick Johnson**.

**Kevin Gossett** segues from evenings at **KZZP(AM)/Phoenix** to afternoon drive at **KEYN-FM/Wichita**.

Congratulations to **WTUE/Dayton** MD **Bob Clark** on his February 11 marriage to **Marie Frey**.

**Atlantic Records** Associate Director/National Singles Promotion **Andrea Ganis** will marry **Barry Wendroff** Saturday (3-10) in New York.



**Stork Stops: KAZY/Denver** personality **Jamie Durkee** and his wife **Sonja** had a baby girl, **Roxanne Nicol**, March 1.

## RCA Packs Image Awards



RCA brought its executives and artists in strong numbers to the recent NAACP Image Award presentation in Los Angeles. Shown here with RCA's **Basil Marshall** (third from left) and **Leroy Little** (second from right) are artists **Afie Silas** (left) and **Shirley, Brenda, and Valerie Jones** of the Jones Girls.

# BORDERLINE

## THE NEW SINGLE FROM

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| WHYT    | WRQN    | WCGQ    |
| KMJK    | KELI    | KISR    |
| FM102   | WHOT-FM | WFOX    |
| WFLY    | 13K     | Q101    |
| WNYS    | KKXX    | KNOE-FM |
| WVSR    | KQXR    | WPFM    |
| K104    | KYNO-FM | WAEV    |
| WTIC-FM | KIKI    | WIXV    |
| WKEE    | KQMQ    | WGLF    |
| KC101   | KO93    | KKQV    |
| FM106   | KSKD    | WBWB    |
| WSPK    | KCPX-FM | WAZY-FM |
| 98PXV   | KHYT    | 99KG    |
| WPST    | WFBG    | KGOT    |
| WSSX    | WGUY    | KCDQ    |
| WJZR    | WIGY    | KKAZ    |
| WNOK-FM | WERZ    | KHTX    |
| KAMZ    | WQCM    | KBIM    |
| WZYP    | OK100   | KSLY    |
| WOKI    | WKHI    | KZOZ    |
|         | 95XIL   |         |



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# On The Records



KEN BARNES

## HANDICAPPING CONTEST RESULTS

### Radio Picks The Grammys (More Or Less)

The Grammys have come and gone, Michael Jackson has swept all before him, and the results are in for the On The Records Handicapping The Grammys competition. To recap, I asked readers to send me their picks in seven important Grammy categories. These were:

- Record Of The Year: winner, "Beat It" — Michael Jackson
- Best Pop Vocal, Duo Or Group: winner, "Every Breath You Take" — Police
- Best Pop Vocal, Female: winner, "Flashdance" — Irene Cara
- Album Of The Year: winner, "Thriller" — Michael Jackson
- New Song Of The Year: winner, "Every Breath You Take" — Police
- Best New Artist: winner, Culture Club
- Best Pop Vocal, Male: winner, "Thriller" — Michael Jackson

The contest generated a great turnout, especially considering the usual lavish prize at stake — namely the chance to see your name in this column if you guessed all seven winners. I'd like to thank everybody who took the time to send an entry. Your enthusiasm was gratifying.

Your guesswork, on the other hand, was a little less than Amazing Kreskin-level — not many of you should consider becoming a psychic for the National Enquirer just yet. Only two entrants, one from radio, one from records, managed to preselect all seven winners. About two-thirds of you scored four or five right, and another 20% made three correct guesses. Reassuringly, no one struck out completely; in fact, everyone got at least two right.

#### Trouble Categories

Most everyone picked "Beat It" for record of the year, with a few scattered votes for the other contenders. Best Pop Duo Or Group had more spread-out guesses, while Best Pop Female had the widest range, votes split almost equally among the five contenders.

Only one entry failed to vote for "Thriller" as top album, but a lot of people blew their chance at 7-for-7 from a conviction that Michael Jackson was bound to win Song of the Year too. Most entrants picked Culture Club for Best New Artist, but a large-scale inclination toward Lionel Richie for Best Male Pop Vocal cost several other people a chance for the big prize.



## Record News

**DOGGIN' AROUND:** Allegiance artist Mary Wells, more famous for her Motown '60s hits, is reportedly opening a chain of hot dog stands, featuring "My Guy" hot dogs, "Motown" chili dogs, and, of course, "You Beat Me To The Punch" punch... Motley Crue's "Shout At The Devil" LP just went platinum.

## England's Hippest Hitmakers

(Part IV)



BRITISH INVASION  
20TH ANNIVERSARY

This week the British Invasion acts in the 20th anniversary spotlight include two that are still active, plus one long vanished into the mists of rock & roll oblivion.

**Hollies:** England's most consistent '60s hitmakers (next to the **Beatles**) attained that stature by taking **Everly Brothers** harmonies and adding a third part. They started covering U.S. R&B hits in 1963, but didn't score big in America until 1966's "Bus Stop," followed by the originals "Stop Stop Stop" and "Carrie Anne." They resiliently came back in 1970 with "He Ain't Heavy He's My Brother" and again in 1974 with "The Air That I Breathe," and continued to record and tour around the world, although lead singer **Allan Clarke** tended to leave every few years. Both Clarke and original co-founder **Graham Nash**, who left in 1968, were back on board for their most recent hit, "Stop In The Name Of Love."

**Honeycombs:** Their chief claim to notoriety was a female drummer named **Honey Lantree**, but their most memorable aspect was the unusual sound of their big 1964 hit, "Have I The Right," with its phased, spacy guitar sound. That came courtesy of their producer, **Joe Meek**, an eccentric but brilliant studio whiz known as Britain's **Phil Spector**. Meek also produced the otherworldly "Telstar" by the **Tornados** in 1962 and many other fascinating records, but, following a lifelong obsession with **Buddy Holly**, committed suicide on the eighth anniversary of the singer's death. The Honeycombs folded soon after.

**Jonathan King:** King (real first name **Kenneth**) was a Cambridge University student in 1965 when he wrote and recorded "Everyone's Gone To The Moon." That was the end of his American hitmaking, although he became one of England's top pop producers and scored countless hits under false identities like **Sakkarin**, the **Weathermen**, and **Bubblerock** (plus many hits under his own name). He also headed the **UK** label, which introduced **10cc** to the world (earlier he discovered **Genesis**), and became a newspaper columnist and TV personality — and even a talk show host on **WMCA/New York** for a while. Currently he presents the top American hits on a segment of the **BBC's** weekly music show "Top Of The Pops."



Hollies' triangular approach



Honeycombs: You should hear their beesides



Jonathan King: Multimedia star

In the never-ending quest for more Michael Jackson-related material (you'll recall I was dusting off old Joe "King" Carrasco material in that pursuit), WIVI/

Christiansted, Virgin Islands MD Tom Plant has unearthed a 1980 Dave Mason single, "Save Me" (also on his "Old Crest On A New Wave" LP on Columbia), on which Mr. Jackson's vocals are prominently displayed.



### ONE YEAR AGO TODAY

- BILL CLARK NAMED PRESIDENT AT SHAMROCK RADIO
- ED WODKA NEW VP/GM AT KJR/SEATTLE
- STEVE CASEY BECOMES OM AT WLS-AM & FM/CHICAGO
- JOEL RAAB NAMED PD AT WHN/NEW YORK
- JIM HEATH APPOINTED PD FOR KHOW/DENVER
- BILL GARCIA NEW PD AT WFLA-AM & FM/TAMPA
- #1 CHR: "Billie Jean" — Michael Jackson (Epic)
- #1 A/C: "You Are" — Lionel Richie (Motown) (6th week)
- #1 COUNTRY: "Swingin'" — John Anderson (WB)
- #1 BLACK: "Billie Jean" — Michael Jackson (Epic) (7th week)
- #1 AOR TRACK: "Separate Ways" — Journey (Columbia) (5th week)
- #1 LP: "Frontiers" — Journey (Columbia) (4th week)

### FIVE YEARS AGO TODAY

- ABC RECORDS ABSORBED BY MCA
- JOHN SCHWARTZ NAMED OD AT KUPD & KKKQ/PHOENIX
- #1 CHR: "Tragedy" — Bee Gees (RSO)
- #1 A/C: "I Just Fall In Love Again" — Anne Murray (Capitol) (2nd week)
- #1 BLACK: "Got My Mind Made Up" — Instant Funk (Salsoul)
- #1 COUNTRY: "Golden Tears" — Dave & Sugar (RCA)
- #1 LP: "Dire Straits" — Dire Straits (WB) (3rd week)

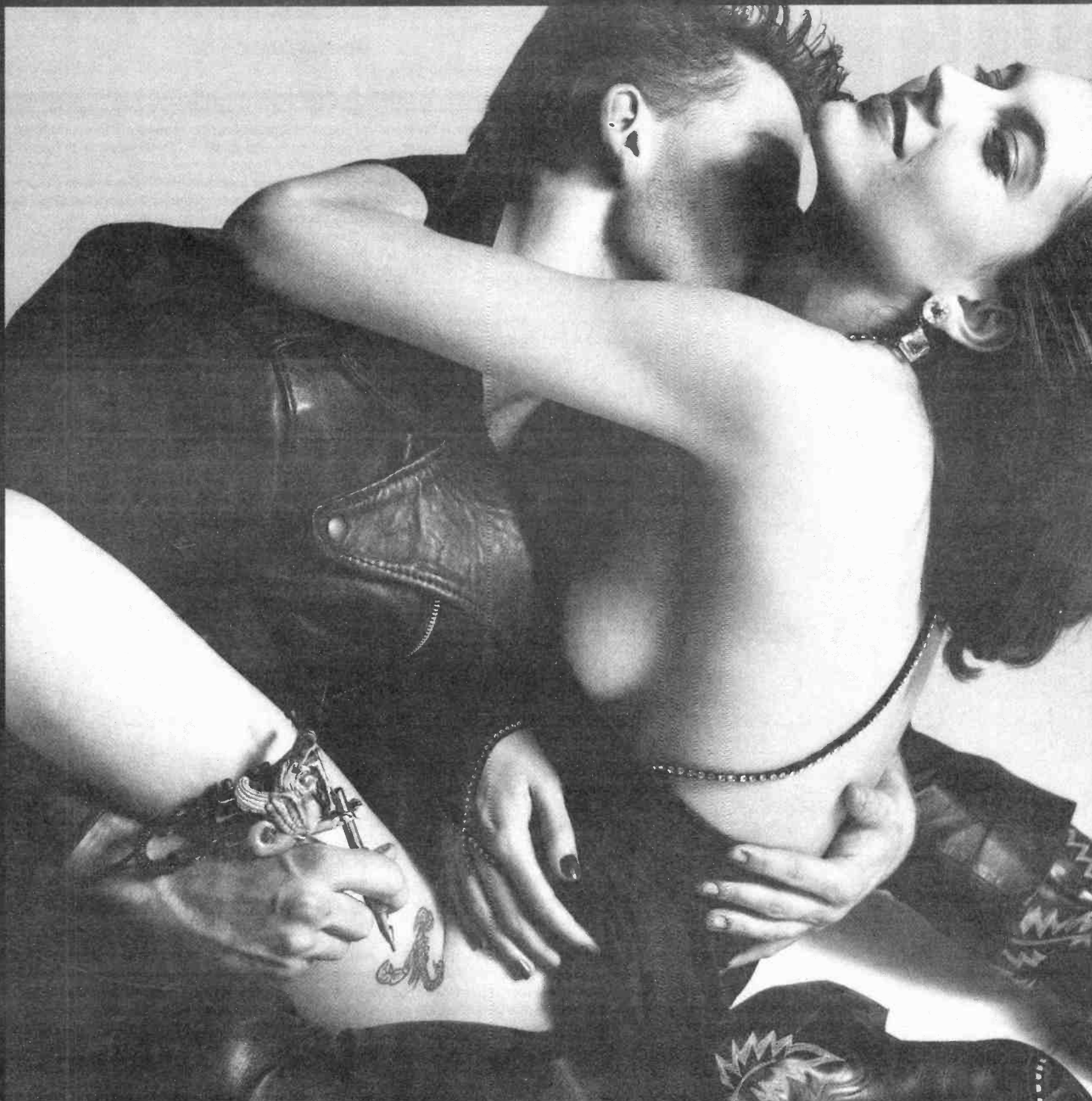
### TEN YEARS AGO TODAY

- #1 CHR: "Seasons In The Sun" — Terry Jacks (Bell) (5th week)
- #1 A/C: "The Lord's Prayer" — Sister Janet Mead (A&M)
- #1 COUNTRY: "Would You Lay With Me (In A Field Of Stone)" — Tanya Tucker (Columbia)

## TV News

**Men At Work** are showcased in an HBO concert (with a **Source** simulcast) Mar. 10, repeating Mar. 12... **Mick Fleetwood's Zoo** and **Grace Slick** are on "American Bandstand" Mar. 10... **Cyndi Lauper** and **Madness** guest on **Showtime's** "Rock Of The '80s" Mar. 10 and Mar. 15... "Solid Gold" for the week of Mar. 10 stars **James Ingram & Michael McDonald**, **John Cougar Mellencamp**, **Eddie Money**, **Jeffrey Osborne**, **Survivor**, **B.J. Thomas**, and **Bonnie Tyler**... **MTV** postponed its "Video Music Countdown" a week, so it debuts Mar. 13, with a repeat Mar. 16... **Lena Horne** stars in a **Showtime** concert Mar. 15... Starting Mar. 15, the syndicated "Black Gold Awards" special will air across the country. Hosts are **Gladys Knight**, **Lou Rawls**, and **Deniece Williams**, with performers including **Angela Bofill**, **Evelyn "Champagne" King**, **Klique**, **Patti LaBelle**, and **Jeffrey Osborne**.





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AND **RICHIE ZITO**

### CHR AIRPLAY 2ND WEEK!



**74/47**

ADDED THIS WEEK:

WHTT	WVSR	KX104	WKHI
WXKS-FM	K104	KTFM	95XIL
WBEN-FM	WYCR	KROK	WOMP-FM
WPHD	WTIC-FM	KQKQ	WXLK
94Q	WLAN-FM	K107	WIXV
Z93	WSPK	KELI	WHSL
WGCL	98PXY	WHOT-FM	Y94
FM102	WRCK	KLUC	KFRX
XTRA	WBBQ	KDON-FM	WSPT
WFLY	WZLD	KHYT	KGOT
WNYS	KSET-FM	KRQ	KSLY
	WOKI	OK100	KIST

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Produced by **MIKE HOWLETT**

On Your Desk March 12

Personal Management  
**Peregrine Watts-Russell**



on Geffen Records & Cassettes.

Manufactured by Warner Bros. Records.



## Datebook

### MONDAY, MARCH 12

#### James Taylor: Dad Hangs Tough

If the **Velvet Underground** were among the first to exploit emotional disturbance for its maximum shock value, **James Taylor** was one of the first rockers from that period to deal with it straightforwardly. On record, he's contemplated — at various points — the suicide of friends, drug addiction, the breakup of his own marriage, and insanity, without milking the subjects or sounding affected like many who aped him. Taylor was born in Boston on this day in 1948. By age 19 he and **Danny Kortchmar** had formed the **Flying Machine** whose split — depicted in "Fire & Rain" — was probably the most celebrated disbanding of a group that nobody'd heard. Kortchmar had toured with **Peter & Gordon**; that was the link with producer **Peter Asher** and Taylor's first contract with **Apple Records**. Taylor's most recent LP, "Dad Loves His Work," was released to coincide with his birthday in 1981.

Birthdays: **Marlon Jackson** 1957, **Jack Green** 1951.

### TUESDAY, MARCH 13

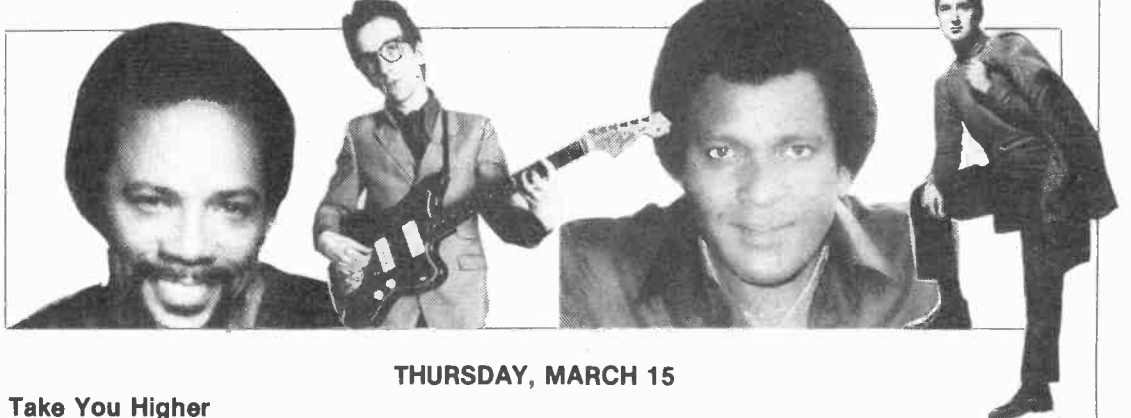
#### Sedaka Steps Out

The first radio station to "break" **Neil Sedaka** was **WQXR/New York**. When Sedaka — born this day in 1939 — was a teenager, **Arthur Rubinstein** got him a recital on the **New York Times**-owned Classical station. Rubinstein wasn't the last unlikely mentor that Sedaka would have, and moving from classical to rock songwriting and performing wasn't the last genre change Sedaka would make either. In addition to his well-known collaboration with **Elton John**, his return as an A/C standard-bearer, "Sedaka's Back," was the composite of three UK albums co-produced by **10cc's Graham Gouldman**. Now he's made his third chart comeback in the space of a decade with daughter **Dara** and the oft-remade "Your Precious Love," which headlines an LP full of R&B covers.

### WEDNESDAY, MARCH 14

#### Birth Of "Q" Format

Just in case he didn't mention it when he picked up his Grammy, **Qwest Records** President and producer **Quincy Jones** turns 51 today. If he'd accomplished things at a normal rate, he'd probably have to worry about being a lot older. At age 14, he met **Ray Charles** and gigged in the R&B clubs of Seattle with him. By the time he was 30, he'd been a jazz composer/arranger/ bandleader in Europe, Music Director at France's **Barclay** label, and VP at **Mercury**. It was in that latter post that **Lesley Gore** became one of his first famous discoveries; others (later) would include **James Ingram** and the **Brothers Johnson**. Jones scored his first film, "The Pawnbroker," in 1965 and won an Oscar for "In The Heat Of The Night." The only thing "Q" did late was getting his first hit record at the age of 45, by putting **Ashford & Simpson** and **Chaka Khan** out front on "Stuff Like That."



### THURSDAY, MARCH 15

#### Take You Higher

If **Michael Jackson** and **Rick James** deserve praise for showing white audiences how much rock and roll there was in black music, **Sly Stone**, who turns 40 today, should be credited with putting much of it there in the first place. The cross-currents of his music are partially explained by his employers in the mid-'60s. He alternated between **Autumn Records**, where he produced the **Beau Brummels** and others, and R&B stations like **KDIA/Oakland** where he worked as an announcer. Fifteen years after the release of Sly's breakthrough, "Dance To The Music," black music sounds more like rock and roll than it does the R&B hits of 1969, something that Sly probably deserves credit for. His most recent LP, "Ain't But The One Way," came out about a year ago on **Warners**.

Birthdays: **Mike Love** 1941, **Dee Snider (Twisted Sister)** 1955, **Ry Cooder** 1947, **Roy Clark** 1933.

### FRIDAY, MARCH 16

#### Costello Vs. Bramlett

In the early years of **Elvis Costello's** career, there hadn't been any question about his racial politics. His first UK single, "Less Than Zero," was an attack on neo-Nazis, and he'd been involved with Britain's "Rock Against Racism" movement. So there was general surprise on this day in 1979 when he was physically attacked by **Bonnie Bramlett** after reportedly making racially deprecatory remarks about **James Brown** and **Ray Charles**. Bramlett was on tour with **Stephen Stills**, and the two musicians' entourages were holed up at a bar in the Columbus, OH Holiday Inn. Costello later claimed he was only trying to get rid of his new drinking buddies by saying the worst thing possible. The incident, which he has thoroughly disavowed, hasn't completely stopped haunting Costello, but it has become rather ironic in light of his US breakthrough with the R&B-flavored "Every Day I Write The Book."

Birthdays: **Heart's Nancy Wilson** 1954, **Jerry Jeff Walker** 1942.

### SATURDAY, MARCH 17

#### Three-Way Heartache

The long radio tradition of the cover battle has pretty much disappeared in recent years, save for an occasional skirmish on the Country charts (i.e. **Joe Stampley** and **Jimmy Buffett** dueling over the "Brown Eyed Girl"). The last major war was officially declared on this day in 1978 when **Bonnie Tyler**, **Julce Newton**, and **Ronnie Spector** all released their versions of "It's A Heartache." Tyler managed to wipe out her competition in about ten days, but Newton had her revenge three years later by launching a string of five top-ten records during a period when Tyler didn't even have an American recording contract.

Birthdays: **John Sebastian** of the **Lovin' Spoonful** 1944, **Ian Gomm** 1947, **Altered Images' Claire Grogan** 1962.

### SUNDAY, MARCH 18

#### Pride & Prejudice-Fighting

When **RCA** took **Charley Pride** away from minor-league baseball in 1965, the label added the word "Country" to his name just to make sure everyone knew that Nashville's first black signee was, in fact, a Country artist. RCA also made sure "Country" was contained somewhere in the title of his LPs until 1968. The following year, he had his first #1 with "Is Anybody Going To San Antonio," and there was no further doubt about his musical leanings. Pride, born in Mississippi on March 18, 1938, remains the only black artist with any sustained success on the Country charts, and the only one whose musical career started there. (Most of the others were genre-switchers like the **Polster Sisters** — temporarily — or **Big Al Downing**.) Despite the hardcore country image, he has branched out occasionally, becoming one of the first country artists, after **Bill Anderson**, to crossbreed country and disco in 1978 with "When I Stop Leavin'."

Also born today **Wilson Pickett** in 1941.

—Sean Ross

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# News/Talk



BRAD WOODWARD

WBBF, WWJ AND KZIA

## Three Winners Travel Different Routes

The dust has now settled following the landing of the fall '83 Arbitrons. Overall, News/Talk ratings were mixed, but leaning more towards the positive side: 56 all-News, Talk or News/Talk stations advanced, 47 slipped, and five remained level.

This week let's look at three stations which posted some of the biggest gains. What I discovered were three strikingly different stories, underscoring the fact that there's no single formula for winning in Information radio. Talk-oriented WBBF/Rochester (4.3-6.2) is a newcomer to the format, still growing and experimenting with new ideas. WWJ/Detroit (4.4-6.3) and KZIA/Albuquerque (2.2-5.5) are both long-established fixtures in their respective markets.

WWJ is a heavily-staffed all-News operation, while KZIA is a family-operated daytimer that seems bent on debunking the prevailing wisdom that huge staff and overhead are necessary evils of N/T success. Executives of both stations see consistency, rather than any recent changes, behind their latest advances.

### Talk & News: Separate Formats

Momentum, aggressive promotion, successful national programming, and a personality approach to Talk all helped WBBF/Rochester gain ground, according to Operations Manager Jeff Howlett. As a dying music station, WBBF began a gra-



dual transition to Talk early in 1982, with guidance from then-WRC/Washington VP/GM Jerry Nachman. Remaining midday music elements were dropped last February. "It was all part of a master plan," Howlett recounts. "Instead of jumping into it all at once, we decided to ease into it, working out the kinks along the way. And it seems to have worked well."

Howlett added that another key early decision was to emphasize Talk. "My belief is that News and Talk are two completely different formats. You can be a News station like a WCBS or a WINS, or you can be a Talk station like a WMCA, WBBF, or WRKO. But I don't think the two mix very well. I think that's where a lot of Talk stations are losing out. They're trying to be two different radio stations. We are a Talk station — heavy on personality, heavy on information."

WBBF starts the day with an information block co-hosted by Howlett and Matt Rinaldi. "The two of us basically provide a warm and friendly approach to the morning," says Howlett. "I think people want to wake up with a smile and that's what we try to provide. Neither of us are stand-up comics, but we try to have a good time, to present interesting live interviews. What we found in this book is that we're number two among women, and this morning show has only been on for 18 months. We're up against a couple of other adult shows that've been on for years, so I think we're making a huge dent in the market with the morning show."

### AM Audience As Promotion Vehicle

"Since we have a very sizable audience in the morning, we use that as a vehicle to promote the rest of the day. If you don't have a morning audience you don't have a radio station. For promos, instead of just saying Bruce Williams tonight at 8, once a week we take clips from Bruce's show and make them into 60-second promos. So they get a good taste of what Bruce is all about. We do the same for Sally Jessy Raphael, Toni Grant, and our own talk show hosts.

"Another way we promote is by having one of our personalities cut a piece each evening, which highlights the next day's guests. He runs down the whole list, and we run that once an hour in morning drive. We also solicit opinions from listeners about what they like, and we use that sound in promos. I think there's nothing better than testimonials from friends and neighbors.

"Just because you're a Talk station with heavy information doesn't mean you have to be dead serious all the time, either. There's nothing that says we can't do things that are fun. I think people are looking to have a good time with radio, looking for entertainment." WBBF had a lot of fun with a Cabbage Patch doll giveaway that blew out Rochester phone circuits in December.

### Mixing In National Talk

Except for a local news block (4-5pm), WBBF relies on ABC Talkradio from noon until 8pm, when NBC Talknet takes over for the rest of the night. Talknet has done extremely well for WBBF, and Howlett observes, "As for Talkradio, we basically doubled our numbers during the day. I'm not saying we went from a 5.0 to a 10.0. It's more like a 2.0 to a 4.0. So it showed good, steady improvement."

After a disappointing billboard campaign two books ago, Howlett put his money into television last fall. "The biggest problem we've had is the old image crisis, the fact that we played music for so many years. It was very clear we had to mount an aggressive campaign which stated in no uncertain terms that we're a Talk station. We can't beat around the bush with any clever catch lines."

I asked Jeff how much WBBF benefitted when WRTK/Rochester switched from Talk to Country in October. "I don't think it made a whole hell of a lot of difference," he replied, "because quite frankly they didn't have great numbers. A lot of their strength came from sports, and they had no morning show to speak of." But that didn't stop Jeff from going after what audience WRTK did have. "I convinced their GM to sell me one spot an hour for their final 72 hours of Talk radio. I even had their voice cut the commercial, telling their listeners to turn the dial left to 950."

Weekends are still evolving at WBBF. ABC Talkradio's new weekend programm-



**THE RIGHT STUFF** — Promotion-minded WBBF/Rochester took over a theater recently for a free showing of the movie "The Right Stuff." Putting their stuff on display at the event are (l-r) Operations Manager Jeff Howlett, VP Nick Nickson, morning co-host Matt Rinaldi, and midday talk host Toby Gold.

ing has just been added and Sunday morning music will soon vanish, which also recently happened to a Saturday "swap shop" program. "It's very clear to me that the show was much more caller-oriented than listener-oriented — the same problem you have with psychics. We're here to program for the 95% of people who never call," Howlett points out. And, of course, WBBF begins promoting its weekend shows a few days in advance. As Howlett puts it, "You can't just plop these networks on the air and expect success. You've got to plug them.

"I think what's happening now is that the format is really gaining momentum. It's really caught on. I'm looking for a super book in the spring and I think in a year or so we could be flirting with a 9." When I asked about WBBF's bottom line, Jeff responded that the station "is just turning the corner. It lost money in the last 18 months. When this first began, LIN Broadcasting and Dick Verne made it clear to us that we had 18 months. A lot of stations don't get that kind of commitment. He stuck to his word and we turned the corner."



### WWJ Rides Consistency To Success

"Consistency is the answer," WWJ VP/GM Lee Leicinger told me. "We've been at this for seven years. We obviously have as good a news crew as there is for radio. We may pick up sometimes because we're doing it better, but when you start talking about big swings, I think it's got more to do with Arbitron than the format. If the diaries fall in the right places, we're going to win. If they don't, it's going to change. In the summertime when our people go on vacation we usually take a drop. Adult formats are very habitual. That's why it takes so long to build an all-News station. You have to develop a new audience and take it away from someone else, and it doesn't happen quickly."

I wondered whether WWJ may have picked up listeners from WXYZ/Detroit, which fell 4.5-3.9 last fall. "It's possible, but doubtful," came the reply. "We have never shared that much audience with them. They're basically News/Talk, and they predominantly have a female audience, where we are much higher geared for males."

WWJ is a straightforward all-News operation that combines material from the CBS Radio Network with extensive local coverage. Leicinger explained, "To be successful in any News station, you've got to do good local news coverage. We have the largest radio news staff in the city. They're all pros, they've been around here a long time. The longevity helps, there's no denying it. Once you establish an image as having the news and having those people tuning to you, that helps. You also have to be a service station. You have to provide good traffic, good weather, good up-to-date features, what's going on in the city."

Leicinger doesn't even think the abundance of news events last fall helped boost his ratings. And how about promotion? "Like every other station we do promote.

We use television, bus cards, some print, but nothing that unusual compared to what other people do."

### Grenada, Lebanon Boost KZIA

The situation is almost exactly reversed at KZIA/Albuquerque. It does virtually no promotion, and Program Manager J. Howard Deme says of last fall's 2.6-5.5 surge, "I think it was news events. Grenada and Lebanon really got a lot of people scared. And when people get scared they turn to the station that's going to give them the most information, more often."

Besides adding CNN Radio, which he feels was a big plus, and getting FCC permission to stay on the air an extra hour until

6pm, Deme says there were no major programming changes at KZIA last fall. And he's remarkably modest for a programmer who more than doubled his numbers in a single book: "I'm not going to blow smoke and say what a great station we are. I didn't do anything different. I don't do anything. I don't promote with contests. I feel either you're going to have an audience or you're not, based upon your product and your presentation."



J. Howard Deme

KZIA carries sizable portions of CNN Radio, newscasts from NBC and Mutual, plus business reports and the Ed Busch weekend talk show from AP Radio. Interns gather much of the local news, the Capital News Bureau covers Santa Fe, and guest experts host many of KZIA's local talk shows. "That's the secret of talk shows, not to have to have a \$35,000 staffer. You're better off looking for local talent — and gigantic egos," Deme chuckles. And apparently KZIA's shoestring approach has worked. "We make a good living," he confides. "You might say a family corporation such as this is recession-proof. You have a quick handle. You can cut costs quickly to fit the need."



Deme, who hosts a morning talk show, is now a candidate for County Commissioner, while the afternoon host narrowly lost a nomination for mayor in 1982. "That involvement also helps," Deme believes. "And our newcomer has been on the air here for six years now. So longevity of your stars makes a difference. I really believe in Talk radio that your people have to stay on the air and know the locale."

### Mounting N/T on FM

KZIA will take another unconventional step this month when it mounts a fulltime N/T format on FM. Licensed to a small suburb, KZIA-FM will simulcast the AM format during the day and possibly use one of the national talk services at night. "It'll give us a combination book reading," Deme explains. "We'll feel our way along financially with Talk because there's a glut of music. I think static-free Talk is really something at night. When you get weather conditions creating static or interference, I don't care how much power an AM station has or where it is on the dial."

## Phillips Appointed PD For WRQC

United Broadcasting's WRQC/Cleveland has named Research Director/midday personality Kris Earl Phillips Program Director. Phillips takes over the programming duties from Operations Manager Scott Howitt, who assumed them when former WRQC PD Tim Spencer joined Satellite Music Network last year.

GM Zemira Jones commented, "Scott will stay on as Operations Manager, but I felt during the

transition from AOR to CHR, he should handle the programming. Now that things are settling down, Kris is the man to handle this area. The thing that convinced me that Kris was right was he's never had a down book in his programming career. He's real analytical, research-oriented, and with our computers he's creating a state-of-the-art programming approach. With Kris's help I think we'll have a big story to tell in the spring book."

Phillips has been with United

Broadcasting for nine years and was PD at WLPL/Baltimore (now WYST) before joining WRQC three years ago. "This will be a station you can count on for the hits," he told R&R, "but it's going to be a tough road to go with all of the format changes we've been through. I'm going to stabilize this station and make some upward ratings progress. WGCL is doing well, almost by default, and we're going to try and cut into them wherever we can. Our only limitation in some areas is our signal."



**THE BOSS IS BACK** — After a recent swing to a Solid Gold format, "Boss Radio" WFIL/Philadelphia welcomed Frankie Valli to the midday show with boss jock Bill Neil. Pictured (l-r) are WFIL PD Jay Meyers, Valli, WFIL's Pres./GM Bruce Holberg and Bill.



**MEN AT WORK GET FREE RIDE** — ZZ99/Kansas City loaned Columbia's Men At Work its ZZ99 Excalibur after their concert. Shown here leaning on their ride (l-r) are ZZ99 personality Kevin Chase, Men Jerry Speiser and Ron Strykert, and ZZ99 owner Connie Wodlinger.

## Maxwell Advanced To WLTY & WTAR GSM

WLTY/Norfolk General Sales Manager Dan Maxwell has been promoted to GSM for both WLTY and AM sister WTAR. Former WTAR GSM Thurman Worthington has become the combo's new Co-op Director and Peninsula Sales Manager, covering the connecting metros of Newport News and Hampton.

WTAR & WLTY GM Wayne Simons commented, "Dan understands my objectives and goals, and therefore has a good feel for what needs to be done. All our other department heads function for both stations, and I felt we needed that one leadership in sales, also. We're delighted to have Dan in this position."

Maxwell joined WTAR in 1977 as an Account Executive, later moved up to Local Sales Manager, and then became GSM of WLTY in 1981 when the station discontinued Beautiful Music for its present A/C format. Maxwell told R&R,

"This appointment comes at a very good time, as WLTY is meeting with a great deal of success while WTAR just became the region's first AM stereo station. I'm excited about this new position and the challenge it brings."

### Y-100

Continued from Page 1

employees and discriminating against her. The FCC is forwarding her complaint to the Equal Employment Opportunity Commission for investigation.

At last week's meeting, FCC Chairman Mark Fowler said in times of deregulation the Commission "must insist on absolute candor and truthfulness." He added, "They seem not to be able to get it right, unfortunately." Commissioner Henry Rivera observed, "We have to rely more and more on licensees to police themselves and the spectrum."

Although he voted for the hearing designation, Commissioner Jim Quello said he would have been satisfied with a \$20,000 fine that "would have taught them a lesson" while saving the time and resources a renewal hearing will expend.

Lack of candor is regarded as one of the gravest forms of misconduct, because FCC rules enforcement relies mainly on station honesty and good faith, as opposed to policing by the agency. It was lack of candor that cost RKO the license of WNAC-TV/Boston.

### Hughes

Continued from Page 1

real tough one, it got easier once I saw the team Irving Azoff was assembling in Nashville. With Irving, the great artist roster, the field guys, and the team, the sky's the limit for MCA/Nashville.

"I'm going to be a working VP. I've made so many friends in radio over the years that I want to stay in touch with them. When you come right down to it, it is because of their support and faith in me over the years that I would even be considered for this job."

### Hoffman

Continued from Page 3

the new Blair Broadcasting Company, and he's got a big future with us."

Hoffmann, who also programmed KKDA/Dallas before returning to his hometown last year, told R&R, "This has been a difficult decision. The relationship with WZPL and H&W Communications has been a fast and steady period of personal and professional growth. (Station Managers) Ken Wolt and Roger Ingram are the best. WNAP, the onetime CHR leader, is currently at a 3.9 share while WZPL has captured a 14.6 in our one-year association. The challenge and the opportunity to join Roy Cooper, Blair Broadcasting, and the Indiana institution of WIBC, has been a dream since I was growing up with these stations."

### Hatley

Continued from Page 3

programming to KSTP-FM's "Sunny" A/C format.

A native of Okemah, OK, Hatley also worked at WZZD/Philadelphia and WHBQ/Memphis. He is survived by his wife Linda, who is imminently expecting a child.

Until a new programmer is named, afternoon drive personality T.G. Lambert is serving as interim PD. Taking over Hatley's half of the morning team with Phil Sisneros is midday talent Peter Benson.

Regarding the format switch from A/C to CHR, Hoffmann said, "The process is already underway, and as the days go by the adjustments which make a radio station great will be implemented. WNAP is really committed to winning with CHR. In a sense I'm almost going to have to go over there and beat myself." No immediate replacement was named for Hoffmann at WZPL.

### Miller

Continued from Page 3

three years as PD of KLOL/Houston, said, "I'm real excited about it. I enjoyed working with Tom before, and all the Western Cities people are good to work with. There are a number of people at the station I admire and respect, including MD Tom Cale. The station's got all the potential in the world to reign supreme over the market."

### Peck

Continued from Page 3

Class A KNAC, which has been running a modern music AOR format for several years, operates with 3 kw on 105.5 MHz at 250 feet. Commenting on the station's objectives, Peck said, "The most important thing we're doing is relocating our antenna to improve our Los Angeles signal coverage." Peck added that no immediate changes in staff or station direction are planned.

### Transactions

Continued from Page 3

must still be negotiated and approved by the Taft Board of Directors prior to FCC filing. No broker was involved.

Taft already owns WGR & WGRQ/Bufalo, WKRC & WKRC/Cincinnati, WTVN & WLWQ/Columbus, WDAF & KYYS/Kansas City, WDVE/Pittsburgh, WDAE & WYNF/Tampa, and will shortly assume ownership of KEX & KKRZ/Portland. As part of the acquisition of WSUN, Taft will be required to sell Tampa AM outlet WDAE.

Plough retains ownership of Tampa FM sister station WZNE, as well as WPLO & WVEE/Atlanta, WCAO & WXYV/Baltimore, WJJD & WJEZ/Chicago, WMLX & WUBE/Cincinnati, and WKBG & WHRK/Memphis.

### WXTU

Continued from Page 3

Regarding WXTU's new PD, Dougherty said, "Larry Coates is a credible Country programmer recognized by most of the people in Nashville. Larry will do morning drive and plan promotions, as well as program. Larry is a player I couldn't let go."

Coates commented, "I am tremendously impressed with (Beasley President) George Beasley and Dennis Dougherty. Their experience and input will be invaluable as I face the biggest challenge of my career, going into a market like Philadelphia. Beasley Broadcasting has made a longterm commitment to Country in Philadelphia."

## Viacom Buys WEAM For \$1.2 Million

Viacom Broadcasting has agreed to acquire WEAM/Arlington, VA (Washington) from Thoms Radio TV Enterprises for \$1.2 million, subject to FCC approval. Viacom Radio President Norm Feuer stated, "This purchase gives us an important opportunity to expand our commitment and service to the listeners and advertisers in the Arlington/Washington metro." He added that Viacom will research the market to determine a format for WEAM, which presently runs Transtar's "Stardust" nostalgia format.

Viacom also owns WLAK/Chicago, KIKK-AM & FM/Houston, WDA & WRVR/Memphis, WLTW/New York, KDIA/Oakland, and WMZQ/Washington. Thoms owns WCOG/Greensboro and WKLM/Wilmington, NC. WEAM is on 1390 kHz with 5000 watts.

## Siegal Sells KCKC

Jack Siegal has sold KCKC/San Bernardino to Southern California real estate developer Jerry Maltz for an undisclosed price, subject to FCC approval. Siegal owns KNTF/Ontario, CA; Maltz has no other broadcast interests.

KCKC VP/GM Jim Markham and Station Manager/PD Bob Mitchell will stay on at the Country-formatted station. KCKC broadcasts on 1350 kHz with 5000 watts days and 500 watts nights. Doug Trenner brokered the sale.

# THE PICTURE PAGES

## Duran's "Ragged" Platinum



Members of Duran Duran were presented with platinum records for their "Seven And The Ragged Tiger" LP before a recent show at the L.A. Forum. Shown (l-r): Capitol President Jim Mazza, DD's Roger Taylor and Andy Taylor, Capitol Chairman Bhaskar Menon, group's John Taylor and Simon LeBon and Capitol Records Group President Don Zimmermann.

## Backstage Klique



MCA brass recently converged on Klique backstage to celebrate the success of their "Stop Doggin' Me Around" and "Flashback" singles. Shown (l-r): MCA's Elmer Hill, attorney Kent Klavens, Klique's Isaac Suthers (kneeling) and Deborah Hunter, producer George Murphy, Klique's Howard Huntsberry, MCA VPs Steve Meyer and Thom Trumbo, and MCA's Billy Brill.

## EMI Displays Coconuts In Hollywood



The saga of Kid Creole & The Coconuts continued to unfold at a recent Hollywood Palace show, where they were visited by a slew of EMI executives. Shown (l-r): Coconuts Cheryl Poirer and Taryn Hagey, EMI America President Rupert Perry, Kid Creole, EMI VP Gary Gersh, manager Tommy Mottola, and Coconut Adrianna Kaegi.

## NYMRAD Seminar For Sales



At NYMRAD's recent sales seminar, a handful of agency executives presented a panel seminar on developing new agency business. Shown here (l-r): McCann-Erickson VP George Hayes; Ted Bates Sr. VP Charles Trubia; Della Famina, Travisano & Sherman CEO Robert Sherman; NYMRAD Chairman & WCBS-FM/New York VP/GM Nancy Widmann; WRKS/New York VP/GM and event chairman Lee Simonson; and Bozell & Jacobs VP John Gudelanis.

## Motown's Moroccan Nights



Motown recently threw a party at a Middle Eastern restaurant in Los Angeles to celebrate the launching of its new Morocco label. Shown during the festivities are (l-r) Motown Sr. VP Skip Miller, MCA President Irving Azoff, Motown Productions President Suzanne DePasse, Motown Chairman Berry Gordy, and Motown President Jay Lasker.

## Rock Down To Ammonia Avenue



Arista recently sponsored listening parties in a number of cities to premiere "Ammonia Avenue," the new Alan Parsons Project LP. Shown (l-r) at the Chicago get-together: Arista Exec. VP/GM Sal Licata, WLS-AM & FM MD Steve Perun, WXRT MD John Mrvos, and Arista's Tom Moran.

## Raven Lands At RCA



Veteran artist/songwriter Eddie Raven has signed with RCA/Nashville. Seen here celebrating (l-r): ASCAP's Connie Bradley, producer Jerry Bradley, Raven, and RCA VP Joe Galante.

## Telling Writers What They Want



For the Songwriters' Guild's second "Ask-A-Pro" session of the year, panelists discussed "What Record Companies Are Looking For." Panelists, shown (l-r) were: Arista's Neil Portnow, Chrysalis's Ron Fair, CBS's Ron Oberman, songwriter Buddy Kaye, and the Guild's Kevin Odegard.

# THE PICTURE PAGES

## Sire Brings Smiths To America



Recent British chartmakers the Smiths have pacted with Sire Records, with an American debut album scheduled for mid-March. Pictured at the signing (l-r): WB Sr. VP Bob Regehr, Rough Trade Records President Geoff Travis, Sire President Seymour Stein, Sire's Suzanne Emil, and Smiths Johnny Marr & Morrissey.

## Kiss Picks Up Gold



Members of Kiss were greeted backstage after a performance at Long Beach Arena by executives from PolyGram bringing them gold awards for their latest LP, "Lick It Up." Shown (l-r): PolyGram's Jeff Laufer, Kiss's Gene Simmons and Vinnie Vincent, PolyGram Sr. VP Jerry Jaffe, Kiss's Eric Carr and Paul Stanley, and PolyGram VP Jeff Sydney.

## Turner Returns On Capitol



Tina Turner recently signed to Capitol, with her first U.S. single in five years already charted and a debut LP due in the spring. Shown (l-r): Capitol VPs Varnell Johnson and Ray Tusken, manager Roger Davies, Turner, Capitol President Jim Mazza, and VP Don Grierson.

## RCA Addresses Mr. Mister



Los Angeles-based rockers Mr. Mister have been inked to RCA with a debut LP imminent. Pictured (l-r): RCA Div. VP Paul Atkinson, band's Richard Page, RCA Div. Exec. VP Jose Menendez, M.M.'s Steve Farris, manager George Ghiz, and the group's Steve George and Pat Mastelotto.

## Atlantic Heralds Carroll



Atlantic recently held a party at Studio 54 to celebrate the release of the Jim Carroll Band's third LP, "I Call Your Name." Shown (l-r): Carroll and Atlantic's David Fleischman, Judy Libow, Michael Alhadeff, and Andrea Ganis.

## Robinson's Pre-View Preview



RCA recently held a pre-performance party to celebrate the release of Baxter Robinson's new "Panorama View" LP. Robinson (c) is flanked by RCA Division VPs John Betancourt and Paul Atkinson.

## Ellis Visits Sons In London



MCA Int'l. Sr. VP Don Ellis recently visited with the label's Sons of Heroes, who are produced by Bill Wyman and signed to Wyman's Ripple label. Shown with Ellis (second from right) are band members Geoff Grange, Terry Taylor, and Carmelo Luggeri.

## RKO Celebrates Boston Ratings



RKO's Boston combo, WRKO & WROR, held a "traditional New England clambake" at a San Francisco RKO Radio Sales meeting to celebrate the 8.1 combined share of the stations in the fall Arbitron. Shown (l-r): WROR VP/GM Joe Kelly, RKO Radio Sales' Kay Korbel, Broadcast Marketing Concepts President John Hoffman, WRKO GSM Bruce Mittman, Tempositions Account Exec. Sandy Baker, and WRKO VP/GM Dan Griffin.

# AT E/P/A, THE BREAKER



**ON MTV**

## MATTHEW WILDER "The Kid's American"

### CHR BREAKERS

**MATTHEW WILDER**

**The Kid's American (Private I/CBS)**

62% of our reporters on it. Moves: Up 62, Debuts 21, Same 54, Down 0, Adds 12 including CKOI, KHTR, KUBE, WNYS, WSKZ, WCIL-FM. Complete airplay in Parallels.



**ON MTV**

## ROMANTICS "One In A Million"

### CHR NEW & ACTIVE 122/21 51%

**Added This Week:**

WBEN-FM	WKTU	WNYS	92X	WIKZ	KGOT
CKOI	KHTR	KHFI	KMGK	KWTO-FM	KCBN
WCZY	KMJK	KSET-FM	KLUC	WSPT	KHTX
			KRSP	KDVV	KIST



**ON MTV**

## ADAM ANT "Strip"

**Now On Over  
100 CHR Stations!**

### CHR NEW & ACTIVE

B97 5-3	B96 34-25	WKEE 21-16	KQXR 7-6	WXKS-FM 30
94Q 8	WKTU 25-17	WLAN-FM add	WIKZ 11-9	WPHD 25
Z93 14	KHTR on	98PXY 10-8	WZYQ add	Z100 on
B97 add	WLOL-FM 30	KZZB 8-4	WOMP-FM 23-14	WCAU-FM 29
WNVZ 17-12	KWOD deb 30	WBCY 14-11	Q104 7-5	Q105 25
	XTRA 16-11	WOKI 5-4	KKQV 8-6	KIIS-FM 33-28
	KWSS add	KX104 10	KYTN 22-16	KITS 38-29
	WNYS 10-5	WVIC add	KDZA add	



**E/P/A '84 Update: March 9--**

**E/P/A continues a record-breaking pace**

**THE STREAK**



# STREAK CONTINUES. . .



**ON MTV**

## 'WEIRD AL' YANKOVIC "Eat It"

**CHR BREAKERS**

**#1 MOST ADDED**

**"WEIRD AL" YANKOVIC  
Eat It (Rock & Roll/CBS)**

76% of our reporters on it. Moves: Up 13, Debuts 44, Same 39, Down 0,  
Adds 87 including WBEN-FM, CKOI, WAVA, 93FM, WLS, FM103, KWSS.  
See Parallels, debuts at number 39 on the CHR chart.

**ROCK'N'ROLL  
RECORDS**



*Virgin*  
RECORDS

## CULTURE CLUB "Miss Me Blind"

**CHR CHART:**

**16**

**NOW ON OVER  
230 CHR  
STATIONS!**



## OZZY "So Tired"

**CHR  
SIGNIFICANT ACTION**

WYCR  
WSPK  
WPST

WKRZ-FM  
WHTF  
KSET-FM

WRNO  
WZPL  
WJXQ

WPFM  
KFMW  
KGHO

**CBS ASSOC.  
RECORDS**

**with 8 CHR Breakers, 22 in all formats!**

# CONTINUES. . .

# Contemporary Hit Radio



JOEL DENVER

*POLISHING DIAMONDS IN THE ROUGH*

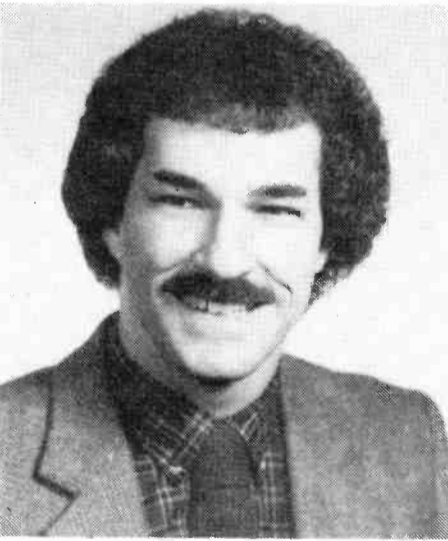
## Personality CHR: Finding And Cultivating New Talent

Let me drop a few names on you: Rick Dees, Scott Shannon, Cleveland Wheeler, Dr. Don Rose, Ron O'Brien, Jack Armstrong, Larry Lujack, Robert Murphy, Don Imus, Steve McCoy, Bill Tanner, Elliott & Woodside, Gary McKee, Robert W. Walker, Dale Dorman. And the list could go on and on. They're all well-known personalities who command large shares of their marketplace.

All of them started out the same way you or I did, with that first job on some small station with a limited signal in a "speck on the map of a town" like Moose Breath, OK. The difference is they were *allowed* to develop their talent into a *personalized* style. That style turned out to have wide appeal, hence big numbers, big-money salaries, and stable futures.

Personality radio is coming back again. All around the country CHR ratings bear witness to this fact. Much of my time is spent talking to CHR stations about their music, programming strategies, and the promotions they're doing. The next most common topic is finding air talent for a vacancy. These conversations begin with the PD and usually end up with the GM and PD asking for leads to fill mornings, afternoons, or whatever. There isn't a lack of applicants; the problem is finding *talent!*

Talent, like anything else precious, can often be elusive. It not only takes time to develop, but it needs the right *environment* as well. Being *allowed* to develop that personality is the first step. I thought it might be time to explore the thoughts of some seasoned CHR programmers on their methods of finding, developing, and cultivating personalities.



"Over the past several years most PDs sterilized radio and severely handicapped the talent pool currently available. But personality is one of the main ingredients of a successful CHR outlet in 1984. If all we have is card-readers out there, then as an industry we're in a bit of trouble."

— Tim Fox

### Why Is Talent So Scarce?

KPKE/Denver PD Tim Fox simply shudders at having to launch a search for a new personality. Recently, he was able to find what he wanted in his own backyard, as he scored the wakeup services of **Steven B. & The Hawk** from AOR competitor KBPI.

Generally speaking, Tim says, "Going through the steps to hire a new personality is one of my *least favorite* things to do. Over the past several years most PDs sterilized radio and severely handicapped the talent pool currently available. But personality is one of the main ingredients of a successful CHR outlet in 1984. If all we have is card-readers out there, then as an industry we're in a bit of trouble."



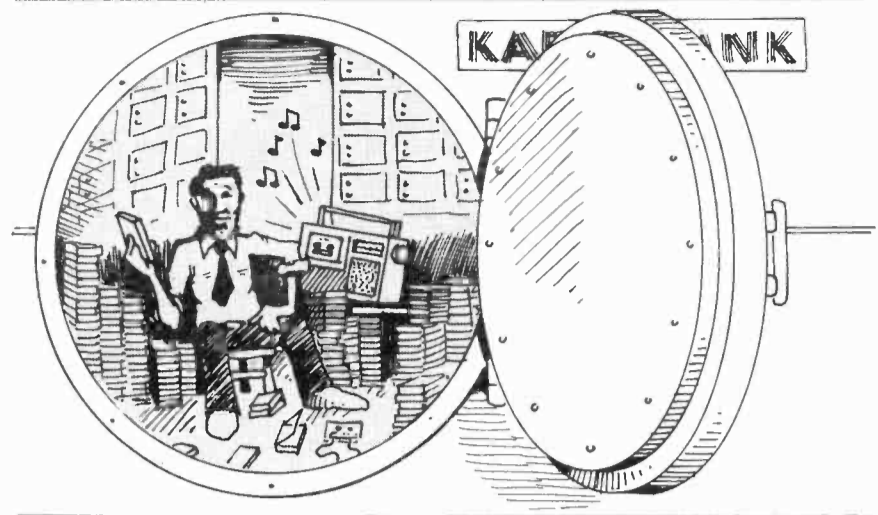
"I spend a good deal of time with my air talent in critique sessions . . . it's a two-way exchange of ideas of what I think and how they feel about their shows."

— John Shomby

### The Tools Of A Personality

Ask five programmers what a personality is and you'll probably get five different answers. However, everyone will agree that you've got to give jocks the tools to be a personality. KAFM/Dallas PD John Shomby said, "There was something I read about four or five years ago that I still keep coming back to. The first thing to establish in a newly-hired jock is an awareness of the community. Read the newspaper, watch local TV news. There are a number of monthly magazines oriented to the Dallas-Ft. Worth area, which provide excellent sources for the air talent, available at the station.

"Another area for air talent to be aware of is the public service file. There are tons



## Talent Bank

When PDs hear a good aircheck from an applicant, they usually send out a form letter saying, "We'll hold on to it for future reference." Translation: "It'll be in a box under my desk gathering dust" or, "Hey, thanks for the tape; we needed a few extra cassettes for production." Unless the person sending the tape is motivated enough to keep in contact, there will be none.

KAFM/Dallas PD John Shomby outlined his ideas on following up on good prospects for future openings. "KAFM has formed a 'Talent Bank' which keeps tabs on people who send us good tapes. We stay in touch via letter sent either by myself or Assistant PD **Pete Thomson**, backed up by a phone call. We let them know we're impressed with their tape and, while there are no openings at this time, they are being put into our talent bank. The talent bank becomes our first resource when an opening occurs."

John explained why his system is effective. "It's different than putting the tapes on file for future reference because *every couple of months we solicit fresh tapes from these folks*. Right now, we're sitting on tapes from 15 to 20 of what I consider to be real good people who want to work for us. There are people waiting to fill every airshift should an opening occur, even my position.

"The talent bank makes it a lot easier for us to refer these people to other PDs I know. Even though they're part of my talent bank, I also want to see these people do well. Our last opening was over a year ago and through our talent bank we were able to find **Pamela Steele**. She sent us a tape from **KKQV/Wichita Falls** when we first went on the air. When the opening occurred she was still interested in coming here, so we handled the opening quickly and easily. It requires a bit more work up front to organize a talent bank, but it saves time and effort in the end."

of things going on in the market which they can get involved with. I tell my folks if they see something that might work, give it a shot and see what happens. Don't be afraid because you're going to miss occasionally. I only urge my people to keep in mind who they're talking to. They should also be aware if what they're about to do will cause people to turn up the radio and/or cause reaction."

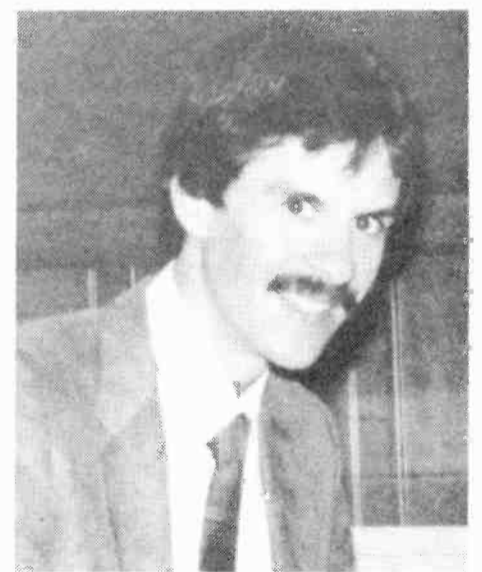
Tim takes it a step further. "We have a localization sheet in the studio which everyone adds to and updates. If there is a new intersection in town, or a big pothole in one, or the Broncos win, whatever, we add it to the list. It tends to open up everyone's mind to what is going on and gives the impression that KPKE is on top of everything in town."

Another name for this localization sheet is what I call a "TOM" sheet, short for top of the mind. While many PDs like to revise this sheet themselves, retaining control over the content, Tim's idea of leaving it open to everyone's input is refreshing. This demonstrates a willingness to allow the staff to be open and communicative without the pressure of having to be funny. After all, *you don't have to be funny to be a personality.*

KXX106/Nashville PD Michael St. John stylizes each daypart to make his personalities stand out. "I always make sure my folks have contests and promotions specific to their dayparts to act as an anchor for the audience to latch on to."

### Give 'Em Freedom

John pointed out earlier that he encourages his folks to try an idea without fear of reprisal for a mistake. This kind of healthy programming philosophy can help you separate your station from the crowd. "In the beginning we hired people with something to say, but we didn't let them say it. Ours was a very structured format with lots of liner cards and specific formatics at



"I always make sure my folks have contests and promotions specific to their dayparts to act as an anchor for the audience to latch on to."

— Michael St. John

certain times. A year has now passed and we've begun to open them up and bring them back to a personality level. It's not that we're talking more, it's that we're talking in a different manner."

Tim observed, "My people are given a lot of freedom. Sure, get the formatics in, but do it in your own manner and style. They're encouraged to have a good time, because CHR is having a good time. I really believe the audience can pick up when the air talent is having fun, and it just rubs off."

Continued on Page 34

# WHAT DOES HOUSTON KNOW THAT YOU DON'T?

93FM - debut 29



## **"RELAX"**—FRANKIE GOES TO HOLLYWOOD

0-96975

Produced by Trevor Horn

#1 in the U.K. for 5 straight weeks—  
Sales over 1,000,000 units  
Also #1 in Germany, Belgium & Switzerland—  
Soon to be #1 in France, Australia, Norway & Lichtenstein  
On MTV—medium rotation



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# Personality CHR: Finding New Talent

Continued from Page 32

"KXX106 is not a card-reading station," said Michael, "as we do allow a certain amount of personality within a structure. The format's parameters dictate certain things, but we want people to exercise those rules in their own ways. The morning guy has more room to move than anyone, but then I've got to worry about how long it takes him to say something."

"Kent Burkhart outlined, in an interview, an interesting principal on brevity. He talked of a professor who asked his class to read a book and summarize it in a paragraph. The following night the assignment was to summarize the paragraph into a sentence, and the third night summarize the sentence into one word. Personalities don't have to spend three minutes talking to get a point across."

## Critiquing Your Talent

Just as everyone has different ideas on what a personality is, our three experts differ on styles of critiquing. John takes this portion of his duties seriously. "I spend a good deal of time with my air talent in critique sessions. I hold three of them a week and rotate who's being worked with. These sessions last from 30-45 minutes, and they're not necessarily focused on breaking things down."

"It's a two-way exchange of ideas about what I think and how they feel about their shows. At most I offer only two real points of concentration, as more than that will cloud their ability to make improvement. Because of this communication with my air talent, they feel better about the results, as they've played a major hand in their own development. George Williams and Dan Vallie were both big helps to me in developing my own skills in this area."

On the other hand, Michael doesn't feel the need to spend a lot of time fine-tuning his folks on a one-to-one level. "I feel more comfortable working with them on an 'as-needed' basis. We're just coming out of a book where we were off a bit, so I'm being

more stringent in my critiques of the air talent. When things are going well, you don't fix what's not broken."

## Finding Fresh Talent

From time to time you'll see advertisements in R&R's "Opportunity" section worded, "Wanted: Tapes for future openings full and parttime." While this is one way of dropping your line into the water to see who nibbles, it can also make the rest of an air talent lineup a bit nervous about their positions. (see "Talent Bank" sidebar).

Michael has another approach. "I've always been notorious for digging around in the boondocks for fresh voices. I'll take a ride around a 150-200 mile radius of this market and scan the dial for someone at a little bitty station. Someone in their formative years. My guy B.J. Harris is a great example. I found him in Cookeville, TN five years ago and he started as a parttimer. He

eventually moved to all-nights, then late-nights, and now he's doing 6-10pm.

"Too many PDs don't advance their folks, and this is a psychologically defeating situation. People want to be successful and recognized for their merits. Every jock should have a goal and work toward it. I try and help people to achieve them. If they're able to do so, then I achieve mine, and so does the station. You've got to give people the carrot to work for."

Tim suggests a personal approach. "I think it's important for every programmer who hears anyone in another market that attracts his attention to let that person know of the interest. It builds relationships, and encourages a blossoming talent into trying harder and keeping in touch with you. Here at Doubleday we've got a wealth of sources to tap into. In addition I'll ask my jocks who they've worked with in the past that they'd like to work with again."

"When I get an aircheck," he continued, "it should be on cassette and about three or four minutes in length. The first 30 seconds should really be a killer. It shouldn't be a tape that's out to try and impress me, but should sound up and bright, giving me the feeling that the applicant is comfortable with himself."

"Neatness counts a lot with me," advised Tim. "A good quality cassette with a nicely-printed label says a lot about the person to me. Also, a resume with all the information included, not a line that says 'references on request,' is important. I also think PDs should have a list of some hot up-and-comers and should keep aware of markets with a lot of hot talent. I just hired two people from two different stations out of Wichita, KS, of all places."

## A Two-Way Street

While the shortage of available talent may not be replenished in the next six months, it's something that everyone can work on. PDs should take more time listening to airchecks and following up on promising people. A few minutes spent in conversation with someone showing promise could make a world of difference in that person's career.

One might ask, "Why invest time and money into building a personality when the person will eventually leave?" That answer's easy. Seldom if ever do people stay at one job forever, but it's imperative you maximize every situation. You owe it to any jocks who work at your station, and the station itself, to make them sound the best you can.

Those of you in on-air positions seeking a lifetime career as an air personality should work hard to improve your skills. Remember, you don't have to be funny every time you open your mouth to be a personality. Seek out opinions from PDs at stations where you'd like to work. By doing so, you not only improve your own skills but you've made your desires for future employment self-evident. A little more time invested by both sides will result in PDs being able to fill openings quicker, and fewer unemployment checks for air talent.

## Motion

Congrats to KHTZ/Los Angeles all-nighter **Benny Martinez** and wife **Carmen** on the birth of **Johnathon Noel**, and to KTFM/San Antonio's night man **Brian Logan** and wife **April** on the birth of **Jeffrey Logan**. . . **Cliff Brothers** moves from KKRD/Wichita to weekends at KPKE/Denver. . . **Bill "The Birdman" Thomas**, from WHHY(AM)/Montgomery, becomes PD at WGLF/Tallahassee and **Chris Bailey**, from CK101/Cocoa Beach, is named MD/midday personality, as PD **Brian Phillips** exits to the WSSX/Charleston programming chair.

For the record, **Michelle Melsner**, former MD at KITS/San Francisco, is currently Music Research Coordinator at KYUU/San Francisco. . . **Steve Williams** takes on weekends at KQMQ & KKUA/Honolulu, HI. . . **Jack Armstrong** exits KFRC/San Francisco for afternoons at KKHR/Los Angeles. . . **WBBM-FM/Chicago** promotes **Diane Jacklyn** to Operations Director. . . At KX104/Nashville, PD/midday man **Bryan Sargent** exits, leaving **Michael St. John** as VP/Programming and **Bobby Cook** MD/middays. . . **KDON-FM/Salinas, CA** welcomes **Denny St. John** to afternoons from **KIDD/Monterey** and **Shelly Rae** to middays from **KNRY/Monterey**.

**Johnny Walker** adds MD to his late-night duties at Z98(WZNE)/Tampa. . . **Kelly O'Brien** exits WFEC/Harrisburg, PA for afternoons at WLAN-FM/Lancaster, PA. . . At KEYN-FM/Wichita, **Terri Springs** exits and **Delain Robbins** moves to KCMO/Kansas City. New to KEYN-FM is **Kevin Gossette** from KZZP/Phoenix. . . **WRNO/New Orleans** has a new lineup: morning man **Michael Costello**, midday host **Hot Rod Glenn**, afternoon driver **"Ya Pal" Al Nasser**, night-rocker **"Weird" Wayne Watkins**, evening host **Duffy Spears** from WAFB/Baton Rouge, LA, and **Warren Montet** overnights.



**DURAN DURAN TAKES OVER RADIO 10** — Radio 10/Brisbane, Australia's Craig Huggins was locked in the broom closet while Capitol recording artist Duran Duran members Nick Rhodes and Simon LeBon took over the first hour of his show to play their favorite hits. Radio 10 held two concerts for Duran Duran with Craig as the host. Pictured here (l-r) sharing t-shirts are Craig and Duran Duran members Nick and Simon.



**PAM ROSSI DANCES BY WPST** — WPST/Trenton has been running a "Solid Gold" trivia quiz relating to that week's broadcast of the TV program. So it follows that they should receive a visit from Pam Rossi of the Solid Gold dancers. WPST PD Tom Tyler is pictured here presenting her with a WPST T-shirt.



**KEWB'S HYPER-KIHN-ETICS** — KEWB(B94)/Anderson, CA recently awarded two listeners the use of a limousine and a backstage pass to see Greg Kihn during a recent show in Redding. Shown (l-r): winner, B94's Steve Sylvester, Kihn, station's Gary Moore, winner, and B94's Dave Shakes.

## Bits

• **Budokan Or Bust!** WPLJ/New York is flying one Grand Prize winner and a guest to Tokyo to see RCA recording artists **Hall & Oates** in concert at the Budokan. The prize includes airfare, concert tickets, and seven days' hotel accommodations. 95 runners-up (frequency tie-in) will receive autographed copies of the new Hall & Oates album.

• **Say It With A "Honeygram."** Just for Valentine's Day, WHND/Detroit broadcast Valentine messages read by the air personalities. Listeners sent the "Honeygrams" to the station identifying both sender and receiver.

• **Play It Again, Sam.** February was declared **Lovers' Month** at WFIL/Philadelphia. The station dusted off all those 45s that you fell in love to and solicited dedications and requests.

• **Are You A "Soap Dope?"** WHYT/Detroit has announced the signing of nationally-syndicated soap opera reporter **Lynda Hirsch** to host the weekday morning look at the soaps and their stars. "Soap Dope" will be part of the **Jim Cutler** program.

• **All You Need Is A Sock To Win.** WBCY/Charlotte, NC, in conjunction with **Bojangles Restaurant**, recently treated 19 listeners and their guests to breakfast, transportation to a nearby ski resort, ski rentals and lift tickets, and finally, dinner. To enter, listeners dropped a stray sock or glove off at the restaurant or station with their names and addresses attached.

# U2

## IN CONCERT

**C**elebrate Saint Patrick's Day weekend with Ireland's hottest concert band. U2.

"Two Hearts Beat As One."

"Sunday Bloody Sunday."

"Out Of Control."

"Gloria."

And more!

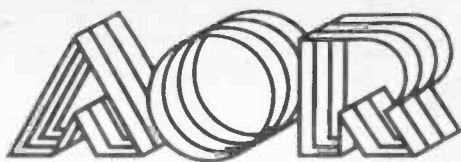
Produced by EDR Entertainment.

**Broadcast Saint Patrick's Day weekend. March 16-18.**

**Sponsored in part by Budweiser, Lee Jeans and Maxi Cosmetics By Max Factor.**



NBC Radio's Young Adult Network



STEVE FEINSTEIN

# AOR Around Your Corner And Up Your Block

Well, folks, no heavy ruminations this week on the state of the format. Just a bit of catching up on some of the goings-on in the rock 'n' roll radio frontier. Stay tuned for next week, when we profile the great unsung heroes of radio — the production directors whose creativity helps to give radio stations wit and character.

• **Flight 90125, Part 2 or Who's On First?** I told you about WMMR/Philadelphia flying listeners to Columbus March 1 for what was billed as the first date on the Yes tour. Crosstown rival WYSP tried to steal the limelight from 'MMR's promotion by busing 44 listeners to an unpublicized Yes date at Millersville College in Pennsyl-

Three Midwest AORs also flew in listeners to the Millersville show. **Jam Productions**, which is promoting the band's Midwest dates, made arrangements to transport pairs of listeners along with station reps from WLUP/Chicago, KKRQ/Iowa City, and WPGU/Champaign. Besides the thrill of seeing Yes play the 3000-seat hall, every-



**WILL THE REAL PARTY ANIMAL PLEASE STEP FORWARD?** — All lined up to celebrate the unveiling of KLOS/Los Angeles's new outdoor advertising campaign are (l-r) air personality Al Ramirez, PD Tommy Hedges, personality Steve Downes, Creative Services Director Steven G. Smith, personalities Bob Coburn, Mark Felsot, Joe Benson, and Linda McInnes, MD Ruth Pinedo, personality Frank DeSantis, Gannett Account Manager Gary Purcell, Research Director Cynthia Johnson, artist Pat Wojciechowski, and personality Frazer Smith, whom the station credits with originating the Party Animal "Fraze."

vania a couple of nights before, on February 28. Attempting to present its own Yes trip as the one for the real first date, 'YSP chided WMMR with thinly-veiled promos saying, "There are some radio stations that try to tell you something they know nothing about . . . Who wants to get on an airplane and go to Columbus, Ohio anyhow? . . . The fact of the matter is the very first American Yes concert is in your backyard." The station also got sound from vocalist Jon Anderson referring to the show as "our first gig in five years."

one received backstage access and a chance to meet the band.

• **Heart On Its Sleeve:** No doubt about it — KZEW/Dallas is one station with a lotta heart, as a couple of Valentine's Day promotions will attest. In a Valentine Billboard contest, the station asked listeners to enter a Valentine's message of 10 words or less to their loved ones. A marriage proposal took top honors, and was posted for a week at a main intersection in Dallas. The tender offer was accepted, thus proving the efficacy of outdoor advertising.



**KANKAKEE CALENDAR** — WBYG/Kankakee's 1984 calendar has air personalities in recreations of album covers. On the left, MD Christle Kayhill strikes a heads-up pose, while midday man Ken Zyer does his Piano Man imitation. Sales of the \$4.00 calendar raised close to \$3000 for the American Cancer Society.



**WRIF SELLS BRUISED MERCHANDISE** — The gang at ABC O&O WRIF/Detroit has found a neat way to enter the record business without incurring the wrath of corporate legal eagles. They've recorded an album of song parodies under the name of the Bruiser Band, with proceeds from its sale donated to a local Special Olympics fund. The band is centered around the character of Dick The Bruiser, who besides being a real-life wrestler (pictured above) who makes personal appearances on behalf of the band, also serves as inspiration for the alter ego of morning crew member George Baier. Over the years, Baier has borrowed the Bruiser persona both when on-the-air and when recording WRIF song parodies, such as "Fattered" ("Shattered") and "Fat Cat Strut" ("Stray Cat Strut"). Other WRIF rockers in the lineup include morning cohost Jim Johnson on vocals, PD Mark Pasman on guitar, and evening man Steve Kostan on guitar. The parodies' popularity led to Detroit-area club appearances by the band and requests for recordings, hence this "Meat The Bruiser Band" debut. Pasman reports that a first pressing of 4000 copies selling for \$2.99 apiece was gobbled up in five days, and that the band has become the top drawing local act in town. Funny thing, though — still no airplay on crosstown WLLZ.

The station also made it easy for its audience to reach out and touch someone. On February 12, 13, and 14, listeners were able to avail themselves of Sprint lines set up at a local club and make free three-minute calls anywhere in the continental U.S. On Valentine's Day, KZEW pulled out all the stops and also offered free champagne to the callers, as well as roses for the ladies and carnations for the guys. Credit Margie Poole, a sweetheart of a Promotions Director, with the nice touches.

• **Have Mouth, Will Travel?** With morning man Terry David Mulligan switching over to its sister AM, CFOX/Vancouver has instituted the "Great Morning Mouth Talent Hunt." On-air auditions are underway for the next month, and so far the mayor, local celebs, rock critics, and artists such as **Headpins, Loverboy, Bryan Adams, and**

**Chilliwack** have been booked for guest appearances while the search is on. PD Don Shafer, vowing to "leave no rock unturned in our quest for the best," will consider bringing in outstanding radio talent from outside the market, too. Send a cassette and resume if you'd like a shot at an air-test in the Great White North.

• **Kinder Care:** WSHE/Miami assisted in a child identification program with Child Find, an organization that helps locate missing children. Over a five-week period, the station helped photograph and fingerprint confidentially more than 12,000 children aged 16 and under at centers set up at supermarkets. The kids' parents were presented with an ID card containing their child's photo, fingerprints, and vital statistics.

Continued on Page 38

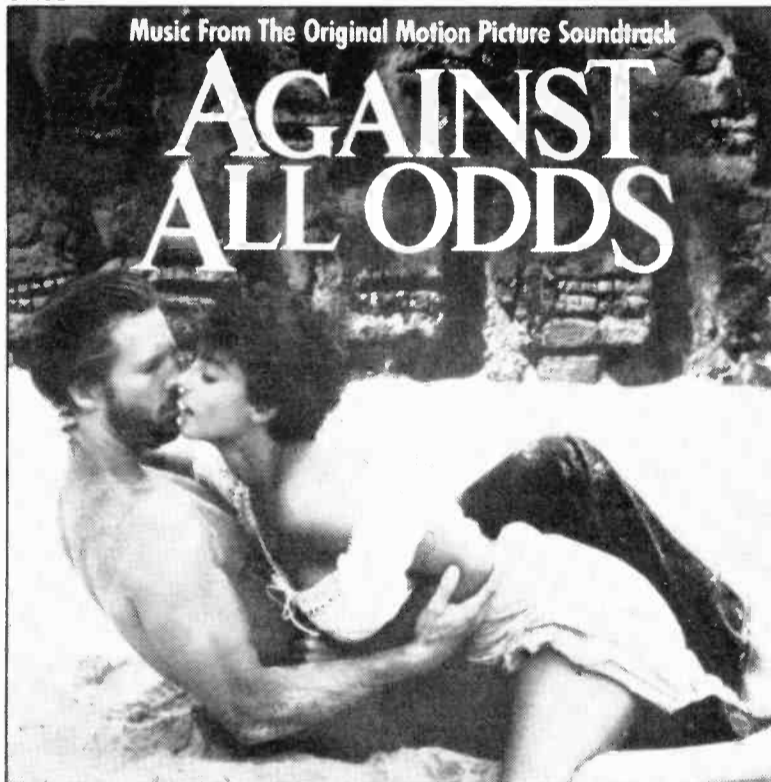


**KMJX TURNS LISTENERS UPSIDE DOWN** — Listeners to KMJX/Little Rock "flipped" over an upside-down billboard promotion. Locating a billboard with air personalities stationed underneath and being the first to stand on their heads netted listeners free concert tickets. Station officials say the promotion left them well-prepared to deal with diary flips in upcoming Arbitrons.

# AGAINST ALL ODDS

Presenting the movie soundtrack event of the season  
From the major motion picture,  
**"Against All Odds"**

80152



Also includes:  
Stevie Nicks' "Violet and Blue"  
Peter Gabriel's "Walk Through The Fire"  
Big Country's "Balcony"  
Mike Rutherford's "Making A Big Mistake"  
Kid Creole & The Coconuts' "My Male Curiosity"

Featuring the first single, "Against All Odds" (Take A Look At Me Now) from Phil Collins  
7-89700

**AOR / ALBUMS**

**BREAKERS**

9



On Atlantic Records and Cassettes

© 1984 Atlantic Recording Corp. A Warner Communications Co.

# AOR Around Your Corner And Up Your Block

Continued from Page 36

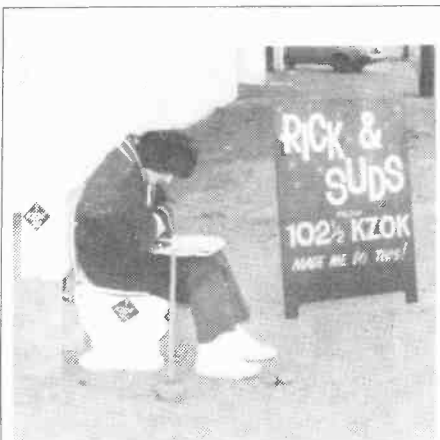
• **Erratum:** In my 2-24 ratings scoreboard, I inadvertently burned Gary Burns, who consults not one but three AORs: KLPX/Tucson and KRIX/Brownsville, in addition to KXZL/San Antonio. KRIX wasn't rated in the winter book, but a glance at the scoreboard will remind you that KLPX rose 6.7-8.4.

• **Local Licks:** When Black Sabbath played the area, WAQY/Springfield arranged for its listeners to select two local bands to open the show. PD Ross McDonald reports that pollwinners Lodestar and Cryer went over so well that Sabbath's label, Warner Bros., requested tapes from the bands.

• **Odds 'n' Sods:** WRKI/Bridgeport is looking for rock 'n' roll memorabilia for an auction to benefit Save The Children. If you've got any goodies, contact PD Buzz Knight at (203) 579-9995. . . KBCO/Boulder sponsored a cash dance contest at a local club, with the top hoofers receiving \$1000, and all finalists waltzing home with a copy of Re-Flex's "The Politics Of Dancing."

And how are things in your town? Got any good goings-on at your station or just interesting gossip or innuendo? Drop me a line.

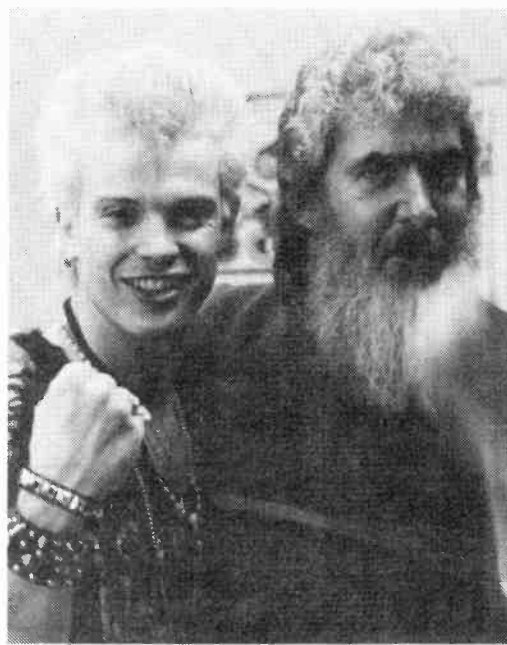
or call anyway except Tuesday. Confidentiality is my middle name.



**NICE WORK IF YOU CAN GET IT** — When KZOK/Seattle morning team Rick Shannon and Sods Coleman asked their audience "What Would You Do For \$102.50?", a listener responded by sitting on a toilet by a busy intersection during rush-hour traffic. Wielding his plunger as a scepter, the "John" was the toast of the evening news.



**MY CUP RUNNETH NOT OVER** — WMMS/Cleveland is distributing 100,000 WMMS/Arby's travel mugs that stick to dashboards and feature spillproof lids. They cost only 59 cents, and are tied in to the introduction of a new croissant breakfast.



**IDOL UP IN ARMS** — Billy Idol is always armed and ready when he stops by AOR stations, as the two photos above illustrate. On the left, WMMS/Cleveland MD Kid Leo and Idol demonstrate a new twist on an old pastime by arm-wrestling while standing up. At right, Idol and WRIF/Detroit personality Arthur Penhallow engage in fisticuffs.

## SEGUES

**Mike Boyle** leaves the MD position at **WMGM/Atlantic City** to become Operations Manager at crosstown **CHR WAYV**. . . **Gordon Atkins** exits the MD post at **KSHE/St. Louis**, where **Al Hofer** is acting MD.

The lineup at Baltimore's new EOR station **WGRX** reads:

**6-10am: Bill Slater (KQFM/Portland)**  
**10am-noon: PD Alan Lawson**  
**Noon-4pm: Production Dir. Bob Payne (WKLC/Charleston)**  
**4-8pm: MD Jim Robinson**  
**8pm-mid: Kevin Malvey (WMJQ/Rochester)**  
**Mid-6am: Paul Nelson (WMET/Chicago)**  
**Weekends: Michael Butscher (WCGL-FM/Morgantown, WV)**

Changes at **WLUP/Chicago: Patti Hayes** goes from middays to 10pm-2am, replacing the exiting **Bob Gelms**, while Production Director **Matt Bisbee** moves into middays. Also, **Bob Stroud** leaves the Production Director slot at **WYSP/Philadelphia** on April 1 for production duties and weekend air work at the Loop. . . **KQRS/Minneapolis** brings aboard **Dan Culhane** as Research/Promotion Director from **KQDS/Duluth**, where he was Assistant PD. **Dave Dworkin** returns to **KQRS** for mornings from crosstown **KDWB**.

**Amir Mansbacher** joins **KSJO/San Jose** for mornings from **KFOG/San Francisco**. . . Morning man **Adrian Bolt** goes to **KZAP/Sacramento** from crosstown **KROY**. . . At **KFMG/Albuquerque**, **Marilyn Pittman** is new to middays while **David Lee White** is upped from overnights to evenings. . . **Paul DeWitt** moves from parttime at **KATT/Oklahoma City** to evenings at **KWFM/Tucson**. . . **Bryan Gallagher** joins **KMJX/Little Rock** for mornings from crosstown **KAAY**. He replaces **Michael P.**, who becomes Production Director.

Workin' for the weekends: Former **WNEW-FM/New York** personality **Meg Griffin** joins **WLIR/Long Island** for parttime work. . . **Larry Sharp** is new to **KISW/Seattle** weekends. . . **Jeff Carrol** joins **KAZY/Denver** for parttime from neighboring **KHOW**.

**Sandusky** Promotion Directors in motion: **KBPI/Denver's Mary Wenke** assumes additional responsibility for sister AM News/Talk **KNUS**, with **Beth Harris** upped to Assistant Promotion Director for both stations. **Terri Denton** is upped to Promotion Director from Promotion Assistant at the company's **KEGL/Dallas**.



**ROMANTICS ROCK RANDALL** — During the Romantics' visit to **WLWQ/Columbus, MD** Lee Randall assured the band he'd do something about his, by comparison, flattop haircut by the next time he sees them. From left, the band's Wally Palmer, Randall, and Romantic Jimmy Marinos.

## AOR Reporter Profile

**WWWV/Charlottesville**  
**"FM 97, 3WV, The Best Music"**  
Box 5387  
Charlottesville, VA 22905  
(804) 971-4057  
Owner: Clay Medla, Inc.  
Rep: Masla  
GM: Mike Ludgate  
PD: Jay Lopez  
Consultant: none  
97.5 MHz, 50kw

**WWWV** first signed on as an automated **Abrams** station in January, 1977. Unsatisfactory ratings combined with a shortage of black ink in the ledger led management to the conclusion that an overall facelift was needed. As time passed, live announcers were brought on board daypart by daypart. The station is now completely live except for overnights.

The station needed to reposition its image, especially if it was to improve the sales picture. A steady diet of heavy metal had brought a hardcore following of young males, but had done nothing to convince local businesses that **WWWV** was doing anything more than playing head-crunching metal for hippies.

Just about three years ago, management said goodbye to **Abrams** and hello to

**Jay Lopez**. In an effort to appeal to 18-34 baby-boomers, Lopez gave midday man **Jay Kiernan** wide latitude in choosing music such as **Beatles, Stones, Motown**, and Top 40 hits of the early '60s. At the same time, out went the heavy metal. It worked — middays were #1 18-34 at the station and in the market. Lopez applied the results of this "midday experiment" to other dayparts, and now **WWWV** is #1 in 18-34 males and #2 in 18-34 females in all dayparts.

Personalities are also a major factor in the station's success. Mornings are handled by the high-energy **Vinnie Kice**, afternoons feature Jay Lopez's good-natured, friendly approach, **Larry (The Legend) Traylor** is the evening entertainer, and **Dave Blevins (The Zoneman)** is on overnights.

Promotionally, **WWWV** was the flagship station for the Ugliest Bartender contest, which in its first year raised \$40,000 for MS. A city bus adorned with the station's logo offers high visibility and free rides to the public.

Ratings are up, and so are sales. Public perception of the station has improved, and seemingly overnight **WWWV** has gone from the bottom to the top.

—Jay Lopez, PD

(WWWV Is a new AOR reporter)



# AOR Picture Page



**DOES HEART GET OVERSIZED DURAN DURANS?** — A KDKB/Phoenix promotion elicited over 6000 valentines for Duran Duran, including hand-embroidered pillows, custom-engraved mirrors, and this 20-foot heart. From left, Promotions Coordinator Cindy Spodek and PD Jeff Sattler, who at 6'1" was dwarfed by the humongous heart.



**ROCK N BOWL MOVEMENT SPREADS** — KTVD/Santa Barbara sponsored a Rock N Bowl night with some special guests on hand. Top row (l-r): PD Jane Asher, Making Tracks' Eddie Humbert, staffers Harlan Winslow and Kenny Crafton, Tommy Tutone's Tommy Heath, Music Vision/Rock N Bowl impresario Jon Scott, Berlin's Terri Nunn, Tommy Tutone's Jim Keller, Backstage USA's Erica Anderson, staffers Tony Chastain and Mark Avery. Bottom row (l-r): Dwight Twilley with manager Robbie Randall.



**LAUPER MEETS BLACK DEATH IN CLEVELAND** — No, it's not a story from the National Enquirer, just Cyndi making the acquaintance of a local heavy metal band while visiting WMMS/Cleveland. From left, the band's Darrell Harris, Lauper, band member Siki Spacek, personality Dia, Black Death's Greg Hicks, Operations Manager John Gorman, and Program Coordinator Rhonda Kiefer.



**MARATHON BROADCAST** — KNAC/Long Beach carried exclusive live reports of the Long Beach Marathon. Pictured are (l-r) PD Jimmy Christopher, color commentator Vic McCarty, and News Director Bill Banks.



**ALARM RINGS IN LA** — IRS/A&M staffers and Los Angeles radio responded when the Alarm was sounded in concert. First row (l-r): KLOS/Los Angeles MD Ruth Pinedo, A&M AOR Director J.B. Brenner, local A&M rep Patti Breedlove, A&M Associate AOR Director Chuck Oliner. Second row: (l-r) KROQ-FM/Pasadena's Rodney Blingenheimer, IRS's Kyle Hetherington, the band's Eddie MacDonald, manager Ian Wilson, IRS Exec. VP Jay Boberg, the Alarm's Dave Sharp. Third row (l-r): KMET/Los Angeles's Cynthia Fox, band members Mike Peters and Nigel Twist, A&M Associate AOR Director Al Cafaro.



**SPOONS FORK UP HONOR TO CHOM-FM** — When the Spoons' "Talkback" album went gold in Canada, the band presented CHOM-FM/Montreal with autographed artwork in appreciation of its support. From left, Promotion Director Ian MacLean, Spoons' Derrick Ross, A&M/Canada's Richard Lafranca, the band's Gordon Deppe, PD Rob Braide, Spoons' Sandy Horne and Rob Preuss.



**NOW THAT WE'VE CAUGHT IT, HOW DO WE COOK IT?** — Pictured pondering their pinata backstage after a Los Lobos concert are (l-r) band members David Hidalgo and Cesar Rosas, KOAK/San Francisco MD Oz, the band's Louie Perez, Los Lobos producer Steve Berlin, and Conrad Lozano of the band.

# CRTC Orders CJMF-FM Off Air

## Rock Format Violates Rules

The CRTC (Canadian Radio & Television Commission) has denied the license renewal of CJMF-FM/Quebec City, ordering the station off the air March 31 because of "provisions of performance violations." According to CRTC Information Officer Pierre Baril, "The renewal of CJMF-FM has been denied for failure to comply with its promise of performance to broadcast 84.1% of its musical programming aimed at an adult audience (called MOR), and only 4.8% rock-oriented music, with the rest to be news & information.

"In the last analysis taken in September 1983, the station was broadcasting 2.2% MOR and 97.8% rock music, which is in violation of our law. We have also warned other stations about such practices, including CJOM-FM/Windsor, and CKOI/Montreal. CJMF-FM never asked for a change of format, and if they had it might have been granted, and this whole thing might have been avoided." Baril added that the station can appeal the ruling before the Cabinet of Ministers in Ottawa or a civil court.

### Contrary To Policy

CJMF-FM PD and co-owner Claude Thibodeau told R&R, "This decision is contrary to CRTC policy. Normally they would force a station such as ours to return to their previous performances and then hear an appeal to change the format to what the operators would like. In this case, there is a very good reason for them not to follow that procedure. If they were to force us back to MOR, we would be competing against two other stations which now broadcast MOR... stations that have become MOR since we were licensed to play MOR. We changed the format because we couldn't make it financially playing MOR. This would force a public demonstration that there is no place for us to survive as an MOR station.

"The CRTC classifies us as a 'Progressive' station with our current format. Rock music is defined as any piece of music with any electronic instruments. So if you're not purely acoustic, then it is rock. If a choir sang 'Jingle Bells' and echo was added, then it would be considered rock. These rules are very antiquated. We're not sure what course of appeal we're going to take, but we're going to challenge it somehow. It will be tough without the financial resources of being on the air.

"It was either change formats or go bankrupt," Thibodeau continued. "We asked for an amendment to the promises of performance and it was never granted. There are few FM stations allowed to play rock music. Give someone a choice between the Police and some French-Canadian record, and it's obvious which will win. The American way of life is here and we've got to acknowledge it.

"The CRTC is getting nervous because of all of this attention," Thibodeau told R&R. "People are asking why they aren't giving us a chance. It's clear they're making

an example of us. We're number one with our format, and they want to ignore what the people want to listen to. We've got to answer their orders this week about signing off the air and decide our course of action."

### Broadcaster Reaction

Many Canadian broadcasters have voiced concern over competitive problems created by the CRTC's format regulations, especially those broadcasters in markets bordering the U.S. CKJY-FM/Windsor, currently Big Band, has been rumored to be eyeing a switch to CHR. But CKJY-FM PD Pat Holiday told R&R, "There are no plans to change the format. I understand the CRTC is scheduled to have a hearing in Windsor about the peculiarities of this market since it's right across from Detroit. They might eventually make some waivers or relief agreement of the present format rules, but we won't know until the hearing takes place."

CJOM-FM/Windsor is another "rock renegade," having originally been licensed as MOR. PD Ian Davies commented, "We've been ordered to change our format back to MOR again, but we've been told this matter will come to a hearing soon. I hope we will be allowed to continue playing rock music to prevent losing our listeners to Detroit radio stations."

Last year CKOI came under CRTC attack over its programming policies. "At the time we were playing all rock and weren't in compliance with the CRTC's 'foreground programming' guidelines," explained Station Manager/PD Bob Beauchamp. "Since then, we've created a department which handles this problem specifically, and we're now clean with the CRTC. It's unfortunate what's happening at CJMF-FM, but they should have seen it coming. After all, you can't just tell the CRTC to go to hell."

### WGRX

Continued from Page 1

Baltimore. The market size and the situation here finally gives people their first opportunity to really hear the format. I think there's going to be a serious impact."

Echoing those sentiments, Lawson added, "We're going to do very well. There is a need for an adult-oriented album rock station that basically spotlights very well-produced music, either from artists who have been around a long time or from new artists who will probably be around for a long time. WGRX is going to be a very effective contemporary station for 25-40 year-old adults."

Joining the station as General Sales Manager is Bill Hopkinson, who has held similar posts with neighboring WIYY and WASH/Washington. Also new to the staff are MD Jim Robinson, former KZOK/Seattle PD, and News Director Jim Reigner, previously PM news anchor at crosstown WYST. Immediate station plans include applying for a new tower site.

# CALENDAR



BRAD MESSER

## Spring Weather: News Opportunity

Spring is just beyond the horizon, and although it is traditionally the season when "a young man's fancy turns to love," most program directors are much more likely to be thinking about the spring book, while news directors in many parts of the nation are nervously eyeing the winter snowpack figures and anticipating unprecedented spring floods.

This is an appropriate time to do a bit of routine homework to prepare for coverage of seasonal weather stories.

Organize a small but reliable network of civilian weather spotters who can accurately report stream and river rises, and give them a standard reporting format and telephoning procedure, specifying exactly what information you'll want and when it should be phoned in. If your news staff is small, perhaps you'll find it desirable to coordinate with programming so incoming reports can be handled by non-airstaff members and shuttled to the airstaff.

Update the phone list for checking street and highway closings. Visit your local National Weather Service office to grease the way for the cooperation your station will need during weather emergencies, both to explain your needs and to develop an understanding of their abilities and limitations.

er emergencies, both to explain your needs and to develop an understanding of their abilities and limitations.

Consider looking through last spring's news copy to refresh your memory regarding special local-coverage problems. The old "practice makes perfect" saw applies here, as weather is a repeat story with the same pitfalls and opportunities each year.

Some NOAA offices will provide PSA copy explaining procedures for coping with seasonal severe weather hazards, and these can either be set aside intact for broadcast during emergencies, or rewritten and prerecorded by your staffers so you'll have customized material when it's most needed.

If your area isn't likely to have its own spring weather emergencies, it can't hurt to make a few friendly calls to newspeople in nearby places where a seasonal severe weather potential exists, to establish a relationship that'll get you preference on feeds when you need them.

It is much easier to prepare in advance, than to play catch-up when all hell is breaking loose.

### Getting Even With The Landlord

**MONDAY, MARCH 12** — The original hardhearted landlord was Charles Boycott, born on this date in 1832. He was a farm property manager in Ireland. When the crops failed and farmers went broke, he unsympathetically gave them the choice of paying rent immediately or being evicted. The farmers retaliated by giving him the cold shoulder. His household staff quit, his field laborers walked off the job, and his family was socially isolated. The farmers' tactic gave us the word boycott.

First US post office 1789. First US parachute jump 1912. Girl Scouts organized 1912. "Wonder Woman" TV premiere 1974. America's #1 mass killer John Gacy convicted of 33 murders 1980.

James Taylor 36. Liza Minelli 38. Barbara Feldon 43. Andrew Young 52. Wally Schirra 61.

### Gutenberg: Good Inventor, Bad Money Manager

**TUESDAY, MARCH 13** — Western civilization's first great printed book, the Gutenberg Bible, was published on this date in 1462. Johann Gutenberg's invention of movable type for printing was the beginning of mass communication, but it didn't make him rich: to settle some debts, he had traded away all rights to his invention. Of the 200 copies printed, 51 Gutenberg Bibles still exist, each valued in excess of \$2 million.

Oxygen discovered 1733. Earmuffs patented by teenager Charles Greenwood 1874. Tennessee outlaws teaching Evolution 1929.

Neil Sedaka 45. Walter Annenberg (TV Guide) 76.

### Sexy Dance Caused Fainting

**WEDNESDAY, MARCH 14** — Dancing in the 18th century consisted mostly of the aristocratic minuet, in which partners had no body contact other than touching fingertips. Johann Strauss, born on this date in 1825, changed that with his Strauss waltzes, which created a sensation because dancers got to embrace. The waltz was initially considered immoral and unhealthy, and was so sexy that some dancers passed out from the excitement. Strauss is reported to have been the first composer to become a millionaire from royalties.

US first wildlife preserve 1903. Jack Ruby convicted of killing Presidential assassin Lee Oswald 1964.

Michael Caine 51. Frank Borman 56. Hank "Dennis the Menace" Ketcham 64.

### Ides Of March: Caesar Murdered

**THURSDAY, MARCH 15** — After Julius Caesar was killed in Rome on this date in the year 44BC, his foreign mistress Cleopatra wasted no time in getting out of town. She immediately sailed back to Egypt, where she created an opening for her son to become king by murdering her own brother.

Maine 23rd state 1820. Woodrow Wilson held first Presidential press conference 1913. American Legion formed 1919. Sly Stone 40. Mike Love 43. Phil Lesh 43.

### One Month To Tax Deadline

**FRIDAY, MARCH 16** — Income tax filing deadline is one month away, on April 16th this year because the 15th is a Sunday. IRS spokesman Larry Batdorf claims "tax rates have been reduced. The tax liabilities this year on the same income with the same deductions will be less." But the medical exemption floor has been raised from 3% to 5% of adjusted gross income, and casualty deductions have been severely limited. With taxes so complicated and confusing, you might think more people are seeking outside help, but Batdorf says "About eight or nine years ago, 54% of taxpayers used preparers other than themselves: the latest figures [show] that's down to about 36%."

West Point military academy authorized 1802. USA joins Red Cross 1882. Vietnam massacre at My Lai 1968. Beatles release "Can't Buy Me Love" 1964.

Nancy Wilson of Heart 30. Erik Estrada 35. Daniel Moynihan 57. Jerry Lewis 58. Former First Lady Pat Nixon 72.

Tomorrow (3-17) Lesley-Anne Down 30. John B. Sebastian 40. Paul Kantner 42. Rudolph Nureyev 46. Sunday (3-18) Wilson Pickett 43. Charley Pride 45. George Plimpton 57. Peter Graves 58.

# Adult/ Contemporary



JEFF GREEN

ARE YOU ONE OF THEM?

## Fall '83's National Ratings Leaders

Because R&R is only permitted to republish Arbitron's 12+ metro shares, it's hard to tell which A/C stations have the biggest shares within their specific target demographics: 25-49 in regular metros, 25-54 in condensed markets. Ranked here are the 76 highest-rated A/Cs in the country, based on Arbitron's fall '83 survey. Only stations measured in that sweep are included. We can't print the specific shares, but to give you a frame of reference, the leader has over a 30 share, and all stations listed have better than a 10.0. For those wishing to separate regular markets from condensed, the "C" symbol next to the metro rank indicates a condensed market.

'83 Fall	Station/Metro	ARB Metro Rank	Net Change From Last Ratings
1	KXRO/Aberdeen, WA	C8	+15.0
2	WJBC/Bloomington, IL	168	-10.5
3	WICC/Bridgeport	87	-1.5
4	KFAB/Omaha	68	+1.2
4	KDES-FM/Palm Springs	C38	-1.4
6	WOWO/Ft. Wayne	97	+3.0
7	KMGQ/Santa Barbara	C21	+6.6
8	WASK/Lafayette, IN	C40	+1.5
9	WHYN-FM/Springfield, MA	63	+1.4
10	KSSK/Honolulu	50	+8.6
11	WVOR/Rochester, NY	40	+0.3
12	KOB-FM/Albuquerque	77	+1.2
13	WMGI/Gainesville, FL	C25	+13.4
14	WEZS/Richmond	58	-2.1
15	WYYY/Syracuse	61	+4.5
16	WHBC/Canton	91	+6.1
17	KSTP-FM/Minneapolis	17	-0.9
18	WHYN/Springfield, MA	63	+3.2
19	WCCO/Minneapolis	17	+1.2
19	WMYS/New Bedford, MA	C2	+3.5
21	WIBC/Indianapolis	36	-1.0
22	WLAD/Danbury, CT	C54	+4.7
23	KULA/Honolulu	50	debut
24	KVIL-FM/Dallas	10	+3.2
25	WTIC/Hartford	39	-1.6
26	WAIV/Jacksonville	53	+0.7
26	WRAL/Raleigh	67	+2.3
28	WHEN/Syracuse	61	+1.9
29	WIVY/Jacksonville	53	+1.3
29	WSBA-FM/York (Lancaster)	93	+2.7
31	WMYU/Knoxville	75	+3.9
31	WPVR/Roanoke	137	+0.3
31	KRNO/Reno	141	-6.8
34	KWAV/Monterey	118	+5.2
35	KRAV/Tulsa	54	-4.3
35	KOB/Albuquerque	77	+0.5
37	WFWQ/Ft. Wayne	97	debut
38	WHBY/Appleton	121	+6.1
39	KKPL/Spokane	102	-4.7
40	WGY/Schenectady	49	-3.6
40	WTRX/Flint	74	+0.9
42	KLSI/Kansas City	29	+1.6
42	WSNY/Columbus	37	+3.3
44	KXOA-FM/Sacramento	35	+0.8
45	WJYO/Orlando	52	+3.1
46	WLTY/Norfolk	34	+0.7
46	WFMK/Lansing	79	-8.0
46	WFIR/Roanoke	137	+7.2
49	WTAE/Pittsburgh	14	+0.8
50	WOOD/Grand Rapids	62	+2.6
50	KGOR/Omaha	68	+1.7
52	WBUF/Bufalo	32	+3.7
52	WIRK/West Palm Beach	55	+10.0
52	WBT/Charlotte	60	-2.0
52	WFTQ/Worcester	94	-0.5
56	KFQD/Anchorage	150	-4.3
57	WRVA/Richmond	58	-3.5
57	KEEL/Shreveport	98	-5.0
59	WMHE/Toledo	51	+1.8
59	WGBI-FM/Northeast PA	56	-2.4
61	KDES/Palm Springs	C38	-1.2
62	KGW/Portland	30	-0.2
62	KSL/Salt Lake City	43	-1.3
62	KZBS/Oklahoma City	46	+0.7
62	WIBA/Madison	105	+4.3
66	WLEV/Allentown	57	-3.0
67	KLYF/Des Moines	104	debut
68	WKBO/Harrisburg	80	+0.5
68	WQLR/Kalamazoo	124	+1.8
70	WMGK/Philadelphia	5	+1.0
70	WTVN/Columbus, OH	37	-1.6
70	WMAS-FM/Spingfield, MA	63	-6.0
70	KSEL-FM/Lubbock	143	+2.1
74	KRMG/Tulsa	54	+3.8
75	KDKA/Pittsburgh	14	-2.1
75	WENS/Indianapolis	36	-2.8

## A/C's Top Improvements

Using the same criteria as for the top-ranked stations, the following are the 25 A/Cs with the largest adult share increases, according to the fall '83 Arbitron sweep.

Rank	Station/Metro	ARB Metro Rank	Share Increase
1	KXRO/Aberdeen, WA	C8	15.0
2	WMGI/Gainesville, FL	C25	13.4
3	WIRK/West Palm Beach	55	10.0
4	KSSK/Honolulu	50	8.6
5	WFIR/Roanoke	137	7.2
6	KMGQ/Santa Barbara	C21	6.6
7	WHBC/Canton	91	6.1
7	WHBY/Appleton	121	6.1
9	WMAG/Winston-Salem	47	6.0
10	KWAV/Monterey-Salinas	18	5.2
11	WLAD/Danbury, CT	C54	4.7
12	KKRD/Wichita	88	4.6
13	WYYY/Syracuse	61	4.5
13	WHP/Harrisburg	80	4.5
15	WIBA/Madison	105	4.3
16	KKLV/Anchorage	150	4.1
17	WMYU/Knoxville	75	3.9
18	KRMG/Tulsa	54	3.8
19	WLTE/Minneapolis	17	3.7
19	WBUF/Bufalo	32	3.7
19	WDAQ/Danbury, CT	C54	3.7

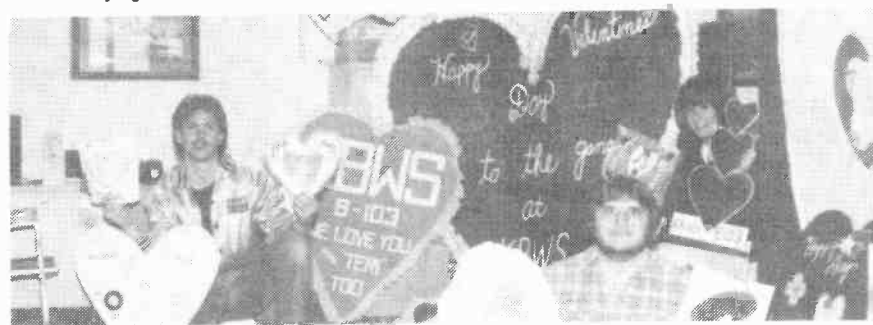
## Love Is "On" The Air



LOVE LETTERS IN THE HANDS — WLAK/Chicago promoted its "Love Songs" format by asking listeners to send in the title of their favorite romantic tune. The winner received a seven-day Hawaiian cruise vacation. Shown tallying the 28,000 postcard entries are (l-r) GM Michael Murphy and PD Jack Taddeo.



BEAT BY THE BUNNIES — For Valentine's Day, WRKA/Louisville played a halftime basketball game against Playboy bunnies representing the Playboy cable TV channel. The girls were in town to promote the Louisville Catbirds basketball team, and had no trouble beating the starstruck 'RKA cagers. Here's morning man Drewe Phinney in the control room with one of the bunnies trying to act as if these visits are an everyday thing!



LOVELY TO SEE YOU — KBWS/Eden, SD's "I Love B-103" contest was a great success, as the station gave prizes for valentines competing in various categories. B-103 provided a grand prize winner with a whopping 25-pound box of candy. From left, morning man Mark Murray, mid-day personality Steve Collins, and PD Teri Struck.

## Progress:

Programming & Management

Steve Hills is named PD/MD at KRBS/Roseburg, OR ... Veteran air personality Lan Roberts appointed PD at KKBG/Hilo, HI ... WNSY-AM & FM/Norfolk announces it is now consulted by Art Wander ... 610TVN/Columbus weekend air talent Mike Evans is appointed to a fulltime spot in Programming. Evans will administer the station's new computer music research system ... Jay Roberts is the new PD at WRNR/Martinsburg, WV ... WUOA/Tuscaloosa applies for new calls WFFX, switches to live A/C, and names Mark Lindow as PD ... Dwight Dingle is promoted from middays to OM at WTRR/Westminster, MD ... Kim Scott is the new MD at WHAS/Louisville ... Glenn Summers moves up from MD to PD at WPOE/Greenfield, MA ... Several changes at KAMP/EI Centro, CA: Mike Taylor became PD/MD, Cal Mandel named acting GM, while Dave Duran was appointed Promotion & Public Service Director ... WJON/St. Cloud MD Tom Scott and wife Carol welcome their new son Aaron Lee ... WCKQ/Campbellsville MD Mark Royce marries Jan Howell ... WSRZ/Sarasota MD Michelle Tellone weds John Skorski ... WAUR/Aurora, IL MD Rick O'Dell announces his engagement to Gina Soranno.

## Top 10 A/C Debuts

Here are the nation's best performances by stations which went through their first Arbitron sweep as an A/C station. As a frame of reference, the top station debuted with nearly a 15-share.

Rank	Station/Metro	ARB Metro Rank	Shares Behind
1	KULA/Honolulu	50	—
2	WFWQ/Ft. Wayne	97	1.8
3	KLYF/Des Moines	104	4.0
4	WSLQ/Roanoke	137	7.3
5	KTSA/San Antonio	38	7.8
6	WCSC/Charleston, SC	84	8.2
7	KFI/L.A. (San Br'dino)	31	8.4
7	KENO/Las Vegas	72	8.4
9	KJRB/Spokane	102	9.3
10	WKEE/Huntington, WV	114	9.4

# THE WEEKLY COUNTRY MUSIC COUNTDOWN

**“T**he Weekly Country Music Countdown”, hosted by Chris Charles, works where other syndicated programs fail by building a solid, stable and loyal audience, thus making it the most listened to country music radio program in America.\*

## Exciting, Exclusive Artist Interviews

Each week “The Weekly Country Music Countdown” has a major country music superstar as a guest throughout each hour of the program. This guest artist tells the listeners the stories behind the hits, reliving the times and the people who helped make it happen. In addition to the guest artist, each week’s program contains other artist

\*Source: R. H. Bruskin/  
October 1982



- ★ Willie Nelson
- ★ Ronnie Milsap
- ★ Barbara Mandrell
- ★ Crystal Gayle
- ★ Eddie Rabbitt
- ★ Waylon Jennings
- ★ Oak Ridge Boys
  - ★ Alabama
- ★ George Jones
- ★ Ricky Skaggs
- ★ Anne Murray
- ★ Conway Twitty
- ★ Janie Fricke
- ★ Dolly Parton
- ★ Lee Greenwood
- ★ Charley Pride

interviews, each one recorded exclusively for “The Weekly Country Music Countdown.” There’s also a look back at hits of the past, a country calendar, and the latest new releases of the top country stars.

## Ed Salamon and Proven Country Music Success

The man who makes it happen on “The Weekly Country Music Countdown” is Ed Salamon, the program’s producer and executive vice president-programming for The United Stations. Ed is widely recognized as the most successful programmer in country radio.



For national sales information call our New York office at (212) 869-7444.

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## The United Stations

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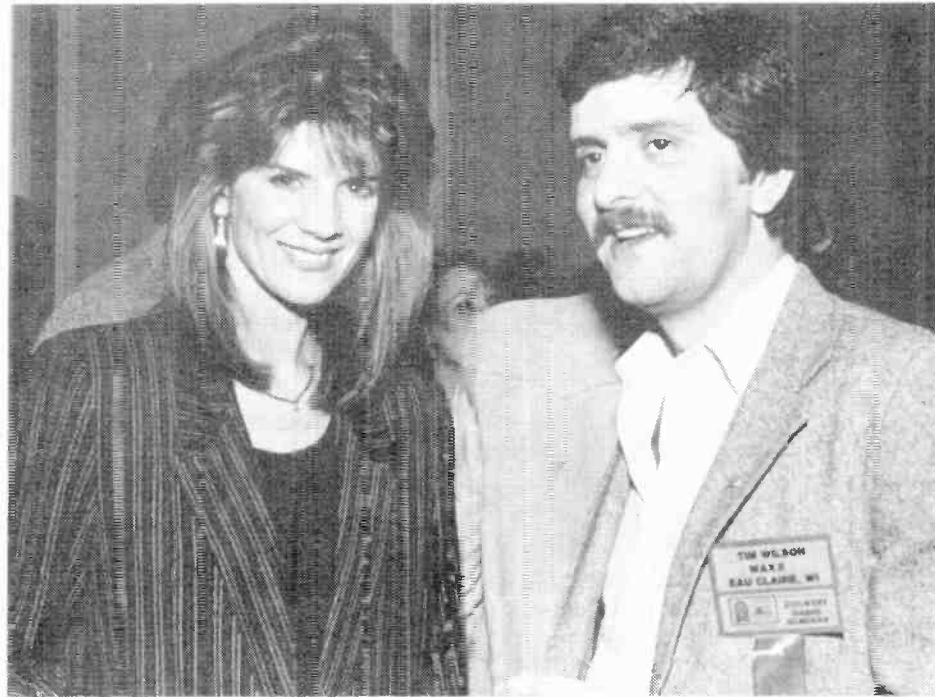
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# Country Radio Seminar Pictures

# Artist/Attendees Cocktail Reception



(l-r) Ron Antill, WDSY/Pittsburgh; Ruth Pressstaff, United Stations; singer Jeanne Pruett; Bobby Sherman, KWJJ/Portland; Grand Ole Opry member and artist Jan Howard.



Recording artist Karen Brooks and Tim Wilson of WAXX/Eau Claire.



(l-r) Robb Strandlund, musician for Pinkard & Bowden; Richard Bowden, Jay Phillips, WMAQ/Chicago; and Sandy Pinkard.



(l-r) Doug Herendeen, WILQ/Williamsport, PA; Johnny Lee, Ron Martin, Weedeck Productions; Debbie Conner, WCAO/Baltimore personality.



(l-r) Lori Pinkerton, United Stations; Jarrett Day, KSO/Des Moines; Cristy Lane, Liberty Records; Lee Stoller, Cristy's husband and manager.



Ed Salamon of the United Stations (l) and the CMA's Ed Benson.

# Country



LON HELTON

## SEMINAR WRAPUP

# CRS '84: A Winner

For the second year in a row the Country Radio Seminar broke attendance records as more than 750 registrants participated in this year's conference; up more than 20% over last year. Perhaps this is an indication that more and more Country stations realize they are in a battle with *all* the other stations in their market and the CRS is a way of better equipping their people for the fray.

At any rate, the activities got under way as usual on Thursday night with the annual artist/attendee cocktail reception where stars mingled with the assembled radio folks. Besides the Alabama extravaganza (see accompanying box), Dolly Parton, Karen Brooks, Ed Hunnicutt, Lee Greenwood, the Judds, Pinkard and Bowden, Johnny Lee, Lane Brody, and Earl Thomas Conley were just a few who rubbed elbows and posed for photos with the crowd. This year's gathering was held in the huge, new Washington room of the Opryland hotel, thus relieving the "overcrowding" problem this party has experienced in recent years.

Even though many stayed around awhile renewing acquaintances, the early morning agribusiness and engineering sessions were well attended, showing people were here to learn — despite bags under their eyes.

Pam Lontos got the proceedings off to a rousing start delivering an inspiring opening address based around the concept "Don't Tell Me It's Impossible Until After I've Done It."



Following Ms. Lontos came a panel which proved to be the theme for the entire seminar: "The Days Of 'Country Vs. Country' May Be Over . . . Stand By For Country Against The World." This well-attended session saw WLW/Cincinnati PD Randy Michaels wind up his presentation by exhorting people not to settle for anything less in their market than number one, 12+. Randy got people psyched and ready to go as the registrants spent the rest of the day attending panels and meetings designed to make us all better broadcasters — in every sense of the word. The panel topics included "Management . . . Did You Do Your Homework?," "The Creative Process



**The Hit Of The Show** — The biggest surprise of the Artist/Attendee Reception was Dolly Parton's appearance. She thanked the radio folks for playing her records and then got out to chat. Shown helping Dolly mingle are (l) Earl Thomas Conley and (r) WWWW/Detroit PD Barry Mardit.

## Live From Huntsville — It's Alabama

One of the classiest events in the history of the Country Radio Seminar occurred during the Artist-Attendee cocktail party on Thursday night. It seems that Alabama wanted to be at the party to express their thanks for a tremendous '83 and a rousing '84 start to the radio folks assembled. However, they also felt a commitment of another kind, this one to the people of Huntsville, Alabama. When their slated Wednesday night Huntsville concert sold out in a matter of hours (over a month ago), the guys in the band decided they owed it to the town to do a second show — on Thursday. Randy Owen of Alabama picks up the rest of the story.

"After we had booked the second Huntsville show, we were on a bus outside of Dubuque somewhere with a couple execs from RCA. We felt bad we couldn't be at the seminar and we were trying to figure out what we could do. The first idea was to do a video but then we decided that if we were going to do it at all we ought to do it first-class and go with a satellite hook-up right from the concert. If we couldn't be there in person, we at least wanted to be there live.

"I couldn't hardly live with myself that day because I was afraid something would happen," Randy told me. "I wanted to do this because it had never been done before by a country act and we had a message we wanted to deliver to the people who play our music on a daily basis."

For those who weren't there, an announcement came to watch the large screen set up on stage of the Opryland hotel in Nashville. Suddenly the group appeared on screen and Randy announced to the crowd in Huntsville that they were being beamed by satellite back to Music City, USA. After expressing their thanks to those assembled in Nashville, the boys from Fort Payne launched into "Roll On."

Those who hadn't heard Randy's introduction thought they were watching a videotape, but there were a lot of mouths hanging open, so obviously most of the crowd knew they were witnessing a truly remarkable event. On behalf of those who were there, I want to thank Jeff Cook, Teddy Gentry, Mark Herndon, and Randy for thinking of us! You guys are a class act.



From A-To-Z . . . Will Radio Play It . . . Will Listeners Buy It?" (a music industry professional seminar), "Outside Programming: The Long & Short Of It," "Pricing Your Station for Profit," "Inside Promotion For Outside Results," and "Rep Rap, An Annual Forum Focusing On The Relationship Between Stations & Reps."

Friday closed out with "Records '84: Shoot Out On Music Row." One of the most well-attended sessions, it featured representatives from Cash Box, the Gavin Report, Billboard, and yours truly from R&R.

Also on the panel were PD Ron Norwood, KMPS/Seattle; Bruce Adelman, Warner Bros. Records; independent promoter Carolyn Parks; and PD Jim Tice of WCOS/Columbia, SC.

Each trade representative outlined the methodology used by his or her respective publication to determine chart numbers. Carolyn and Bruce voiced their thoughts on the business of promotion and "pressure" as it exists today, while Ron and Jim

Continued on Page 46



**All Work And No (Air) Play?** — Hardly, as Kieran Kane has a little fun with guests at the CRS Artist/Attendee reception. Kieran (third from left) is shown clowning with (l-r) John Hart, MD, WUSY/Chatanooga; Nancy Solinski, Warner Bros. Promotion; and Mark Tudor, PD, WTQR/Winston-Salem.

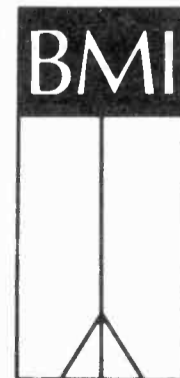
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# Nashville This Week



SHARON ALLEN

## MCA's Musical McEntire Message

When MCA signed Reba McEntire, Irv Azoff described her to Bill Carter (Reba's lawyer) as a "traditional country singer with mass appeal." So, Bill commented, "the label plans to market with the type of resources they would use for a pop act."

It's already started. A 10-minute video introduced her to the entire MCA staff and nationwide retail outlets. Then, February 28-29, singing messengers dressed in tuxedos delivered her newly-released single, "Just A Little Love," to about 120 radio stations and syndicators. Norro Wilson, the album's producer, wrote their message. Although Carter views that kind of introduction as confirmation of MCA's commitment, he believes it's just the beginning. MCA also plans to produce three videos for the first three singles off the album. Point of purchase materials will include standup posters sized both for rackers and full retail and the label has approached several chain outlets with deals designed to convince them to feature the album. And, according to sources, that's just the beginning.

Reba McEntire:  
musical messages

### Osmonds To Nashville?

The Osmonds, who have become frequent visitors to Nashville, are scouting locations to set up permanent facilities here. Marie, in town for the Country Radio Seminar, told R&R that her husband Steven is considering three locations he found when he was in town a couple of weeks ago. Both Marie and her brothers will have offices, perhaps even an apartment. When asked why they perform separately (Marie on RCA Records — current single "Who's Counting"; the Osmond Brothers record for Warner Brothers), she replied, "We're pretty much individual acts. Once in a while though we'll get together. It's great to have a solid country show. With Donny, I'll do a country section . . . he'll do a rock section. The fact that we're independent doesn't mean there are any rivalries or anything. I'm very happy for their success. They've been together 25 years and I think their harmonies are the greatest. It's just . . . well, I told them . . . I was country first."

### Banded About At A Motel

There were several gasps around Music Row recently. The gasps came from persons who casually opened a letter from Moe Bandy. What they received was a motel key with a letter inviting them to a "rendezvous" with Bandy at the Belle Meade Motel . . .

Restaurant. The occasion marked the release of Bandy's 16th solo album, "Motel Matches," which includes his current single, "It Took A Lot of Drinkin' (To Get That Woman Over Me)."



**MATCHED AT MOTEL** — Pictured at Moe Bandy's "Motel Matches" LP preview at Nashville's Belle Meade Motel Restaurant are (l-r) producer Blake Mevis, Bandy, Encore Talent President Ronnie Spillman, Universal Images' Susan Lowe, and CBS/Nashville Sr. VP/GM Rick Blackburn.

**BITS & PIECES:** Dr. Pepper is planning to launch a new image campaign. So whom did they contact? Lacy J. Dalton. You will soon hear her sing the brand's praises in both 30 and 60-second radio spots . . . Vern Gosdin, known to his fans as "The Voice," has some well-known talent helping him on his second album for Compleat Records, "There Is A Season" (early April release). Session veteran Curtis "Mr. Harmony" Young sings harmony on "I Can Tell By The Way You Dance" (first single). Then, Roger McGuinn, ex-lead vocalist for the Byrds, adds 12-string guitar and vocal harmonies to Vern's 1984 update of the old Byrds' tune, "Turn Turn Turn." On another cut, "Love Me Right To The End," it is Emmylou Harris adding her voice to "The Voice."

Bringing a little "country" to the USFL as it starts its second season are B.J. Thomas and the Gatlin Brothers. Thomas will open the New Orleans Breakers' first home game of the season by singing the national anthem and playing his music video, "Two Car Garage," on the Superdome's screen over the scoreboard. Larry Gatlin & the Gatlin Brothers Band recently performed with Wayne Newton at the Los Angeles Coliseum directly following the L.A. Express kickoff game. KLAC/Los Angeles carries all Express games.

Just thought you'd like to see . . . some Country Radio Seminar scenes captured by the camera in this week's Country section.

# CRS '84: A Winner

Continued from Page 43

represented radio's viewpoint in the battle.

Bruce suggested that a primary reason there are battles between record companies for the number one spot on your playlist is that stations don't do enough research to make an accurate determination of what the number one song in their market really is. Bruce received a good amount of applause for that thought and then added, "Chart numbers at Country stations are up for grabs; may the best promotion person win."

Ron pointed the finger directly at radio stations saying that most MDs are not properly trained for their jobs and part of that education must come in the form of learning to say "NO" to promotion people who ask them to play records which do not fit the sound of the station.

Jim Tice, speaking on things radio people are offered, submitted a legal newsletter from the summer of 1981 which posed the question, "If a record company flies a PD and his wife/girlfriend to another city to see an artist in concert, is that considered payola?" The answer, according to the newsletter, is "Probably yes. A trip like this constitutes payola to the powers that be at the FCC. The same would be true if a record company flies station personnel to another city to see a sporting event or to purchase a new wardrobe."

Carolyn pointed out that while promotion people, the trades, and radio all suffer from disparate forms of pressure, they are all bound by one element: credibility. She also said she did not feel it was her job to tell you what your number one record was any given week, but that "Ideally, I want you to tell me what the hits are, but to do that you (radio) are going to have to start doing your job. This means you are going to have to start listening to the new releases that come in and quit giving the songs not on major labels to Goodwill." Carolyn said she views her job as being an informational source to radio. She said that in talking to over 100 stations twice a week, she and other promo people get a feel for how well a song is doing regionally and nationally. That is the kind of info they want to pass along to radio so you can make intelligent decisions about adding records. Carolyn said, "I don't want to program your radio station, but I do want to make it easier for you to do so."

### The Press On The Press

Saturday got off to another early start with a panel entitled "Dealing With The Press While Keeping Your Foot Out Of Your Mouth." This panel presented ideas on how you can get the most mileage out of the press both personally and professionally for you and your station through both the trades and the consumer press in your market.

Following this panel, former major league umpire Ron Luciano delighted the crowd for over an hour with anecdotes from his years in the major leagues. His stories ranged from the worst call he ever made to the roasting of many of baseball's most prominent personalities, including Billy Martin, Chuck Tanner, Dick Williams and, of course, the entire Chicago Cubs team. Ron might have gone on for another hour with stories of how he threw Earl Weaver out of every game they were ever in together, but Agenda Chairman Charlie Cook saved the day by appearing on stage and becoming the first radio person to ever eject Ron Luciano from anything (Ron is 6'4," 310 pounds).

The day continued with one of the most informative panels ever presented at the seminar. Consultant and R&R Editor Jhan Hiber presented videotaped excerpts of an actual focus group conducted with country listeners in Orlando, FL for WHOO. Jay Albright, of Drake-Chenault, acted as a sur-

rogate PD for the audience. Jay, who had not seen the tape before, asked questions of Jhan, ranging from points of methodology to how one would interpret a given answer from a respondent. This inside peek from behind the mirrored glass provided one of the high points of the seminar.

The next panel was "Strategies For Successful People Management," featuring two of the most stimulating speakers I have ever heard, Charles E. Reilly and Bill Brower, discussing methods on how to get the most from you and your people. Both men dealt with the powers of communication on all levels — be it one to one, one to a group, or manager to employee, salesman to client — to name a few.

The rest of the day included "She & He . . . A Management Workshop On Men And Women Working Together," "Small Markets/Big Bucks," "FCC/Legal," and wound up with "The Programming Jungle" and "The Radio Sales Doctor," concurrent Q & A panels focusing on issues and topics brought up during the two days. This hour featured Randy Michaels chastising all in the audience who were not using every means possible to make it to number one in their market.

### Not Just Another Saturday Night

Saturday night ended with the "New Faces" show featuring Lane Brody, Dan Seals, Jim Glaser, Bandana, Gus Hardin, Jan Gray, Atlanta, Kathy Mattea, Exile, and Rick & Janis Carnes. The show, which was taped for television syndication, also featured Janie Fricke, Eddie Rabbitt, and T.G. Sheppard as hosts. While the lineup was spectacular, the show provided the only snag in an otherwise informative and enjoyable few days.

The major problem was that, owing to the TV taping, the normal 2 1/2-hour dinner and show ran to over five hours. This made neither the people in attendance nor those running exhibitors' suites particularly happy.

The problem runs deeper than this, however. The "New Faces" show was designed to be a wind-down period after a couple of information-packed days. The idea was also to give the acts who had broken into the charts the previous year a chance to personally thank those in radio who helped them out. Unfortunately, at this year's show, many radio folks in the audience felt they were treated as second-class citizens who were allowed to watch the show since they happened to be in the area. Not only that, but I think it is safe to say that many of the artists did not perform as well as they would have liked to owing to the length of the show, the erratic sound system, and the interminable pauses in the show.

For all those in attendance griping, there are a couple of things to remember. The revenues for this year's seminar were up 37%, in part because of this show. While this obviously does not excuse what went on, keep in mind the extra money helps the organization put on a better seminar next year. The resultant TV show will also benefit country music by exposing these new faces to more people than ever before.

This was the first year for the TV taping, and the CRS Board Of Directors is more than cognizant of this year's problems. While they work on bringing the show down to a reasonable size, one thing they should keep in mind is the title of the entire event: the Country Radio Seminar.

One final note, for those of you who weren't there, the tapes from every session held are still available for purchase from Beaverwood Recording Studio. Call the studio at (615) 824-2820 and you'll be given full information on how you can listen in on all that went on at this year's seminar.

It was good seeing and talking to everybody there, and I hope to see you at next year's Country Radio Seminar!



**Country News**  
Next Week's Guests:  
**REBA McENTIRE &**  
**JIM GLASER**

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



# Black/Urban Radio



WALT LOVE

WBLZ, WCIN POST BIG INCREASES

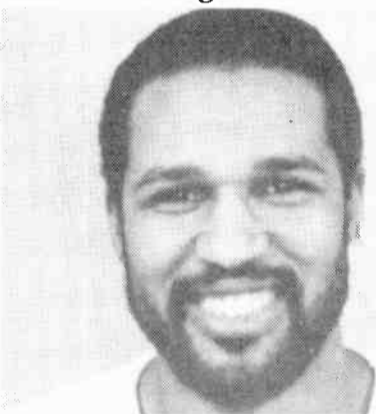
## Positive Forces In Cincinnati

Never known as an "R&B" market, the Cincinnati metro carries an ethnic black weighting of 12.5% by Arbitron. For years, the nation's 28th-largest city had only one Black-formatted station, WCIN, which did quite well.

But several years ago, WCIN became part of BENI (Broadcast Entertainment Network, Inc.), along with FM outlet WBLZ. WBLZ installed an Urban Contemporary format, quickly eroding WCIN's audience, and WCIN was eventually sold to its former News Director, Kenneth McDowell.

For Ken, the acquisition seems to be starting to pay off, as in the fall '83 sweep WCIN climbed from a 2.3 to a 4.5 12+. Meanwhile, WBLZ rebounded from a springtime 3.7 to an impressive 5.7 — two healthy increases in a market where such solid support for Black and Urban formats would not be expected. Let's take a look at what's happening at these two very different and interesting stations.

### The Mystery Of The Missing Listeners



Brian Castle

WBLZ PD Brian Castle, a seven-year man out of Washington, DC, is facing his first programming gig. Brian began by describing his frustration after the spring '83 diary check in Laurel revealed his market had suddenly lost 40,000 black listeners. "That audience just disappeared!" he marveled. "It was a real concern because we went down. In fact, every station in the city with any conceivable black listenership slipped. Now, we all know these people are still here in the area, but no one — including Arbitron — can show us which stations made gains from our losses. According to the diaries, the listeners didn't go anywhere."

So when the fall '83 ratings restored solid numbers to WBLZ, Brian wasn't surprised. "We knew the spring results were off. Now the results have proven we were always correct about our programming."

### WBLZ's Unique Approach

Although Brian feels WBLZ had a larger audience all along, he did make a music change after the spring book. "Quite frank-

ly," he said, "we altered our approach to be a bit more CHR. Last spring, we were playing more black music than crossover product. For us to increase our listener shares, it was necessary to utilize more mass appeal music. Our sound is a fine line between the traditional Urban Contemporary approach and a WXKS/Boston." (For those who don't know, WXKS is a CHR/Urban hybrid that started out several years ago as an Urban Contemporary. WXKS's format was implemented by Afro-American Sonny Joe White.)

### Working On The Mass Appeal

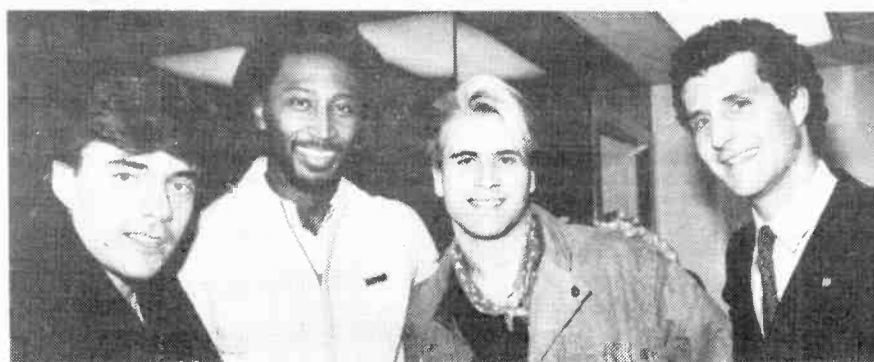
Rumor has it that WBLZ needs work on its image. Brian replied, "Sometimes people wonder if we're trying to appeal to blacks or whites; there is no clear-cut answer. Yes, we have a black base, but we still want anyone who enjoys our approach and the music we play to listen. What we presently do best is offer a mixed bag of music. Our special approach works, and in time people will begin to understand that."

In other words, WBLZ seeks a mass appeal audience? "Right!" said Brian. "In the spring '83 book, we had about a 70/30 mix black-to-white. Last fall was closer to 60/40."

WBLZ carries this mass appeal philosophy into its community involvement. The station has donated funds to the NAACP and the Sickle Cell Anemia Foundation, and has conducted a benefit for the United Negro College Fund. In general, however, WBLZ remains "pretty neutral" about any promotions geared directly at the black community.

### Positive Treatment

Brian particularly wanted to express his appreciation to the WBLZ management for the way he's been treated. "Because this has been my first programming opportunity, I'm thankful for the total support from all of my superiors. In fact, I've been able to experiment in some cases, and I have to compliment management for allowing me this freedom. My GM Peter Eden and President Charles Schwartz have been there to



WBLZ WELCOMES SPANDAU BALLET — Chrysalis artists Spandau Ballet did an on-air interview with WBLZ/New York PD Frankie Crocker recently. From left, group member John Keeble, Frankie, Spandau's Steve Norman, and Chrysalis National Director/Urban & Pop Promotion Daniel Glass.



WPDQ OPENS ITS DOORS FOR A HOMETOWN WELCOME — While working on Jacksonville native Glenn Jones's new album for RCA, producer Leon Sylvers took time out to visit WPDQ. Pictured (l-r) are Sylvers, WPDQ's Lynn Hampton, Jones, and WPDQ PD Marc Little.

help guide me, but they've also let me have complete freedom."

### WCIN's Community Programming Approach



Ken McDowell

Over at WCIN, Ken McDowell utilizes a total community approach. For example, Ken has a community group which meets with WCIN PD/MD Sid Kennedy to decide if any of the music that the station plans to air is offensive to the black community. Most broadcasters said, "Watch 'em self-destruct!" WCIN didn't.

Regarding his station's 2.2 share increase last fall, Ken said, "It's just a matter of time until people realize you're sincere about giving the community quality pro-

gramming. In our case, it happened to be on AM. Most were critical of my initial posture, but in spite of that, we've persisted in our music selectivity and now it's starting to pay off."

Ken continued, "We've geared our programming to the black adult. We're contemporary, but not offensive, insulting, obscene, or profane in any way. Last spring, we fell in the ratings 3.7-2.3 12+. I'm really glad we stuck to our guns, having scored such an improvement this time. We're going to continue this approach because we believe the black community would rather not hear the negative lyrics some songs contain."

### Battling The Sales Challenge

What about WCIN's sales? McDowell said, "The total billing is not to my liking, but I must admit we are doing better than when I first purchased the facility. You see, the previous owners and sales team gave away the AM when selling the FM in combination. Therefore, it's been necessary to overcome the mentality of buyers who thought WCIN wasn't worth anything because they had been getting it virtually free by buying WBLZ. We hope this last ratings increase will improve our revenues."

### A Busy Community Schedule

WCIN takes pride in helping black people. Describing some of the station's activities, Ken said, "Last year, we staged a 12-hour radiothon for the United Negro College Fund, which raised \$20,000 and drew over 20,000 people. We also helped sponsor a 'Miss Black Cincinnati' pageant, presented an Easter parade and show for children, and collected food for the needy during the holidays.

"Our inner city children's Christmas party provided good times for over 3500 kids who enjoyed snacks, a free movie, and a toy. There was also a senior citizens' Christmas party with all the trimmings: music, a movie, refreshments, and gifts."

### Sowing The Seeds Of Positive Karma

McDowell's final words really touched my heart. "Our total orientation is one of community involvement. The raising of revenues for the operation of a radio station is not mutually exclusive to serving our listeners. As long as we can pay our bills, we'll continue striving to be a valuable resource to the black community."

Tell me the last time you heard an owner of a broadcast facility put dignity and humanity before greed!



HERE'S TO GOOD FRIENDS — Following his sellout performance at San Francisco's Wolfgang nightclub, Arista artist Kenny G invited some friends backstage for a photo. From left, KRE & KBLX/Oakland PD B.K. Kirkland, Arista VP/Promotion Richard Smith, Kenny G, Atlantic artist/producer Narada Michael Walden, KBLX air personality Clifford Brown Jr., and Bay Area resident/musician David Sancious.



FM 103 1/2

ly," he said, "we altered our approach to be a bit more CHR. Last spring, we were playing more black music than crossover product. For us to increase our listener shares,

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# The Music Section

## National Music Formats Added This Week

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#### The Starstation

ALAN PARSONS PROJECT "Don't Answer Me"  
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"To All The Girls I've Loved Before"  
KC "Give It Up"

#### Country Coast-To-Coast

J. IGLESIAS & W. NELSON  
"To All The Girls I've Loved Before"  
MAC DAVIS "Most Of All"  
DAN SEALS "God Must Be A Cowboy"  
DAVID WILLS "Lady In Waiting"  
DAVID ALLAN COE "Mona Lisa Lost Her Smile"  
ED HUNNICUTT "In Real Life"

#### Rock America

LIONEL RICHIE "Hello"  
JOHN COUGAR MELLENCAMP "Authority Song"  
UB40 "Red Red Wine"  
RICK SPRINGFIELD "Love Somebody"  
KOOL & THE GANG "Tonight"  
CARS "You Might Think"

### TM Programming

Cal Casey (214) 634-8511

#### Stereo Rock

CARS "You Might Think"  
ROMANTICS "One In A Million"  
ALAN PARSONS PROJECT "Don't Answer Me"  
BONNIE TYLER "Holding Out For A Hero"  
RICK SPRINGFIELD "Love Somebody"

#### TM A/C

ALAN PARSONS PROJECT "Don't Answer Me"

#### TM Country

RAZZY BAILEY "In The Midnight Hour"  
DAVID WILLS "Lady In Waiting"  
SHELLY WEST "Now I Lay Me Down To Cheat"

### Transtar

Chick Watkins (303) 578-0700

CHRISTINE McVIE "Got A Hold On Me"  
KENNY ROGERS "This Woman"

### Peters Productions, Inc.

Debbie Welsh (619) 565-8511

#### Country Lovin'

EDDIE RAVEN "I Got Mexico"  
MARK GRAY "Left Side Of The Bed"  
ATLANTA "Sweet Country Music"

#### The Great Ones

LIONEL RICHIE "Hello"  
BARRY MANILOW "You're Looking Hot Tonight"  
CRYSTAL GAYLE "I Don't Want To Lose Your Love"  
T.G. SHEPPARD w/c. EASTWOOD "Make My Day"

### Drake-Chenault

Bob Laurence (213) 883-7400

#### XT-40

SHEENA EASTON "Almost Over You"  
BONNIE TYLER "Holding Out For A Hero"  
RE-FLEX "The Politics Of Dancing"  
RICK SPRINGFIELD "Love Somebody"  
CARS "You Might Think"

#### Contempo 300

ALAN PARSONS PROJECT "Don't Answer Me"

#### Great American Country

TOM JONES "I've Been Rained On Too"  
D. FRIZZELL & S. WEST "Silent Partners"  
C. McCLAIN & M. GILLEY "Candy Man"  
MARK GRAY "Left Side Of The Bed"  
J. IGLESIAS & W. NELSON  
"To All The Girls I've Loved Before"

### Century 21

Greg Stephens (214) 934-2121

#### The Z Format

GO GO'S "Head Over Heels"  
MADNESS "The Sun And The Rain"  
MADONNA "Borderline"

#### The A/C Format

CULTURE CLUB "Miss Me Blind"  
DeBARGE "Love Me In A Special Way"  
BARRY MANILOW "You're Looking Hot Tonight"  
TRACEY ULLMAN "They Don't Know"

#### Super-Country

LARRY GATLIN "Denver"  
MERLE HAGGARD  
"Someday When Things Are Good"  
GUS HARDIN "I Pass"  
EMMYLOU HARRIS "In My Dreams"  
VINCE GILL "Victim Of Life's Circumstances"  
KIERAN KANE "Dedicate"  
MEL McDANIEL "Where'd That Woman Go"  
REBA McENTIRE "Just A Little Love"  
EDDY RAVEN "I Got Mexico"

### Media General Broadcast Services

Bob Dumais (901) 320-4433

#### Action

TRACEY ULLMAN "They Don't Know"  
J. IGLESIAS & W. NELSON  
"To All The Girls I've Loved Before"

#### Your Country

WAYLON JENNINGS  
"I May Be Used (But Baby I Ain't Used Up)"  
J. IGLESIAS & W. NELSON  
"To All The Girls I've Loved Before"  
GAIL DAVIES "Boys Like You"  
RONNIE McDOWELL "I Dream Of Women Like You"  
MAC DAVIS "Most Of All"  
JOHN CONLEE "As Long As I'm Rockin' With You"  
DAN SEALS "God Must Be A Cowboy"  
DAVID WILLS "Lady In Waiting"

#### Hit Rock

LIONEL RICHIE "Hello"  
UB40 "Red Red Wine"  
TRACEY ULLMAN "They Don't Know"  
YES "Leave It"  
RICK SPRINGFIELD "Love Somebody"  
MATTHEW WILDER "The Kid's American"

### Concept Productions

Dick Wagner (916) 782-7754

#### CHR

RICK SPRINGFIELD "Love Somebody"  
UB40 "Red Red Wine"  
"WEIRD AL" YANKOVIC "Eat It"

### Radio Arts

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#### Country's Best

JOHN CONLEE "As Long As I'm Rockin' With You"  
MEL McDANIEL "Where'd That Woman Go"  
DAN SEALS "God Must Be A Cowboy"

#### Soft Contemporary

JAMES INGRAM "There's No Easy Way"  
MODERN ROMANCE  
"Just My Imagination (Running Away With Me)"

#### Sound 10

DeBARGE "Love Me In A Special Way"  
PAUL YOUNG "Come Back & Stay"  
J. IGLESIAS & W. NELSON  
"To All The Girls I Loved Before"  
J. MATHIS & D. WILLIAMS "Love Won't Let Me Wait"

### BPI

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#### Adult Contemporary

CULTURE CLUB "Miss Me Blind"  
ALAN PARSONS PROJECT "Don't Answer Me"  
J. IGLESIAS & W. NELSON  
"To All The Girls I've Loved Before"

#### Country Living

JOHN CONLEE "As Long As I'm Rockin' With You"  
VINCE GILL "Victim Of Life's Circumstances"  
EDDY RAVEN "I Got Mexico"  
J. IGLESIAS & W. NELSON  
"To All The Girls I've Loved Before"  
MAC DAVIS "Most Of All"

## "The Earons Have Been Sighted"







# COLUMBIA'S BLACK/URBAN PROGRAMMING CHECKLIST



## SHALAMAR

*"Dancing In The Sheets"*

From the Hit Movie  
"FOOTLOOSE"

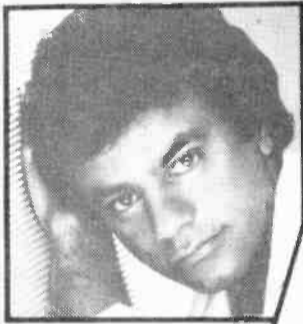
**Black/Urban BREAKERS**

SHALAMAR

*Dancing In The Sheets* (Columbia)

59% of our reporting stations on it. Rotations: Heavy 6/0, Medium 19/0, Light 19/6, Extra Adds 0, Total Adds 6, WILD, WAMO, WHRK, WKND, WJJS, KDIA. Debuts at number 37 on the Black/Urban chart.

**BILLBOARD: 45★**



## JOHNNY MATHIS

WITH

## DENIECE WILLIAMS

*"Love Won't Let Me Wait"*

**BLACK/URBAN CHART: 26**

**BILLBOARD: 42★**



## GLADYS KNIGHT

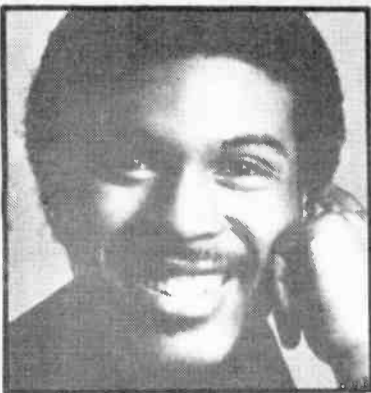
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PIPS

*"When You're  
Far Away"*

**NEW & ACTIVE**

**BILLBOARD: 46★**

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WAOK	WZAK	WRDW	WJMI	WLVW	WKWM
WVEE	KACE	KNOW	WKXI	WQQK	WTLC
KKDA-FM	KDAY	WATV	WJAX	KOKA	WWWS
WGCI	KJLH	WENN	WPDQ	WWDW	KDIA
WCIN	XHRM	WGIV	WLOU	WANM	KUKQ
WDMT	WKND	WPEG	WJJS	WAAA	



## RODNEY FRANKLIN

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**SIGNIFICANT ACTION**

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WGCI	KJLH	WENN	KJCB	KOKA
WJMO	KSOL	WNOO	WBLX	WANM
				WDAO

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# R&R Country's Most Current Music

## NATIONAL AIRPLAY/50

### March 9, 1984

Three Weeks	Two Weeks	Last Week		Total Reports/Adds	Heavy	Medium	Light	
1	1	1	1	ALABAMA/Roll On (Eighteen Wheeler) (RCA)	153/0	132	16	5
4	2	2	2	KENNY ROGERS/Buried Treasure (RCA)	149/0	124	18	7
8	6	3	3	JANIE FRICKE/Let's Stop Talkin' About It (Columbia)	153/0	123	25	5
10	8	4	4	MICKEY GILLEY/You've Really Got A Hold On Me (Epic)	150/0	115	26	9
16	12	7	5	EARL THOMAS CONLEY/Don't Make It Easy For Me (RCA)	153/1	112	34	7
7	7	5	6	DOLLY PARTON/Save The Last Dance For Me (RCA)	141/0	94	32	15
22	15	10	7	DEBORAH ALLEN/I've Been Wrong Before (RCA)	152/1	79	61	12
26	20	14	8	JOHNNY LEE with LANE BRODY/Yellow Rose (Full Moon/WB)	154/5	85	58	11
21	17	11	9	MICHAEL MARTIN MURPHEY/Will It Be Love By Morning (Liberty)	151/1	79	64	8
27	24	17	10	GEORGE STRAIT/Right Or Wrong (MCA)	152/2	74	63	15
31	25	16	11	BARBARA MANDRELL/Happy Birthday Dear Heartache (MCA)	157/1	61	89	7
17	14	12	12	LYNN ANDERSON & GARY MORRIS/You're Welcome To Tonight (Permian)	125/1	78	35	12
25	23	18	13	KENDALLS/Thank God For The Radio (Mercury/PG)	142/3	59	66	17
43	34	22	14	OAK RIDGE BOYS/I Guess It Never Hurts To Hurt Sometimes (MCA)	154/3	47	87	20
38	33	19	15	T.G. SHEPPARD with CLINT EASTWOOD/Make My Day (WB/Curb)	147/4	41	77	29
9	9	9	16	STATLER BROTHERS/Elizabeth (Mercury/PG)	122/0	75	30	17
23	21	20	17	JOHN ANDERSON/Let Somebody Else Drive (WB)	126/5	63	45	18
3	3	6	18	STEVE WARINER/Lonely Women Make Good Lovers (RCA)	107/1	54	39	14
30	28	23	19	JIM GLASER/If I Could Only Dance With You (Noble Vision)	144/2	46	76	22
35	32	25	20	ATLANTA/Sweet Country Music (MCA)	149/3	38	91	20
32	29	24	21	LEON EVERETTE/I Could'a Had You (RCA)	146/1	33	93	20
45	38	29	22	MICKEY GILLEY & CHARLY McCLAIN/Candy Man (Epic)	147/5	18	97	32
47	40	30	23	CRYSTAL GAYLE/I Don't Wanna Lose Your Love (WB)	148/2	19	88	41
40	35	31	24	HANK WILLIAMS JR./Man Of Steel (WB/Curb)	146/6	22	81	43
33	31	28	25	JOHNNY RODRIGUEZ/Too Late To Go Home (Epic)	128/3	19	71	38
2	4	8	26	LEE GREENWOOD/Going, Going, Gone (MCA)	104/0	45	37	22
5	5	13	27	EXILE/Woke Up In Love (Epic)	106/0	53	34	19
28	27	26	28	TOM JONES/I've Been Rained On, Too (Mercury/PG)	111/0	40	55	16
12	10	15	29	CONWAY TWITTY/Three Times A Lady (WB)	107/0	52	37	18
37	36	33	30	DAVID FRIZZELL & SHELLY WEST/Silent Partners (Viva)	132/2	10	78	44
39	37	34	31	MARK GRAY/Left Side Of The Bed (Columbia)	128/9	15	72	41
-	-	41	32	JULIO IGLESIAS & WILLIE NELSON/To All The Girls I've Loved Before (Col.)	124/38	23	42	59
49	43	37	33	JOE STAMPLEY/Brown Eyed Girl (Epic)	113/7	14	66	33
20	18	21	34	JUDDS/Had A Dream (For The Heart) (RCA/Curb)	105/0	27	50	28
-	-	39	35	WAYLON JENNINGS/I May Be Used (But Baby I Ain't Used Up) (RCA)	132/17	4	63	65
-	-	46	36	RONNIE McDOWELL/I Dream Of Women Like You (Epic)	122/23	4	54	64
-	-	42	37	GAIL DAVIES/Boys Like You (WB)	123/20	5	60	58
6	11	32	38	SYLVIA/I Never Quite Got Back (From Loving You) (RCA)	80/1	21	34	25
-	-	45	39	RAZZY BAILEY/In The Midnight Hour (RCA)	116/13	7	56	53
-	-	48	40	JOHN CONLEE/As Long As I'm Rockin' With You (MCA)	116/28	4	45	67
15	13	27	41	WILLIE NELSON/Without A Song (Columbia)	71/1	26	27	18
-	-	50	42	DAN SEALS/God Must Be A Cowboy (Liberty)	103/16	3	52	48
19	22	35	43	RAY CHARLES & GEORGE JONES/We Didn't See A Thing (Columbia)	70/0	25	26	19
-	-	49	44	MOE BANDY/It Took A Lot Of Drinkin' (To Get That Woman Over Me) (Columbia)	99/9	4	48	47
-	-	47	45	MAC DAVIS/Most Of All (Casablanca/PG)	87/9	4	40	43
18	16	36	46	REBA McENTIRE/There Ain't No Future (Mercury/PG)	54/0	16	21	17
DEBUT	DEBUT	DEBUT	47	DAVID WILLS/Lady In Waiting (RCA)	86/11	1	39	46
50	47	44	48	VINCE GILL/Victim Of Life's Circumstances (RCA)	89/2	2	33	54
14	19	38	49	ANNE MURRAY/That's Not The Way (It's S'posed To Be) (Capitol)	68/2	7	34	27
-	-	-	50	WHITES/Give Me Back That Old Familiar Feeling (WB/Curb)	51/1	9	22	20

### MOST ADDED

- EDDY RAVEN (44)  
I Got Mexico (RCA)
- REBA McENTIRE (44)  
Just A Little Love (MCA)
- MERLE HAGGARD (42)  
Someday When Things Are Good (Epic)
- JULIO IGLESIAS & WILLIE NELSON (38)  
To All The Girls I've... (Columbia)
- LARRY GATLIN & THE GATLIN BROS. (29)  
Denver (Columbia)
- JOHN CONLEE (28)  
As Long As I'm Rockin' With You (MCA)
- GUS HARDIN (26)  
I Pass (RCA)
- KIERAN KANE (26)  
Dedicate (WB)
- EMMYLOU HARRIS (26)  
In My Dreams (WB)
- RONNIE McDOWELL (23)  
I Dream Of Women Like You (Epic)

### HOTTEST

- ALABAMA (82)  
Roll On (Eighteen Wheeler) (RCA)
- KENNY ROGERS (54)  
Buried Treasure (RCA)
- JOHNNY LEE with LANE BRODY (38)  
Yellow Rose (Full Moon/WB)
- OAK RIDGE BOYS (34)  
I Guess It Never Hurts To Hurt... (MCA)
- JANIE FRICKE (34)  
Let's Stop Talkin' About It (Columbia)
- T.G. SHEPPARD with C. EASTWOOD (32)  
Make My Day (WB/Curb)
- GEORGE STRAIT (32)  
Right Or Wrong (MCA)
- DOLLY PARTON (29)  
Save The Last Dance For Me (RCA)
- JULIO IGLESIAS & WILLIE NELSON (24)  
To All The Girls I've... (Columbia)
- STATLER BROTHERS (24)  
Elizabeth (Mercury/PolyGram)

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 Country reporters adding the song this week or noting that the song is among their five hottest.

## BREAKERS

The information shown on the National Airplay 50, Breakers, New & Active and Significant Action, is current. The results shown are based on reports taken from our reporters on Monday, 3-5-84.

### JULIO IGLESIAS & WILLIE NELSON

**To All The Girls I've Loved Before (Columbia)**  
On 79% of reporting stations. Rotations: Heavy 23, Medium 42, Light 59, Total Adds 38 including WBGW, WYRK, WKYG, WNYR, WMZQ, WZZK, WEZL, WSIX, WSM, WIRK, WUBE, KS100, KJ-JY, WXCL, K102, KTPK, KVEG, KNEW, KNIX, KRSY, KCBQ, KSAN. A Most Added Record. Moves 41-32 on the Country chart.

### JOHN CONLEE

**As Long As I'm Rockin' With You (MCA)**  
On 74% of reporting stations. Rotations: Heavy 4, Medium 45, Light 67, Total Adds 28 including WCAO, WMZQ, KASE, WNOX, WHOO, WQYK, WSLR, K102, KFDI, KYGO, KVEG, KSAN, KIGO. A Most Added Record. Moves 48-40 on the Country chart.

### DAN SEALS

**God Must Be A Cowboy (Liberty)**  
On 66% of reporting stations. Rotations: Heavy 3, Medium 52, Light 48, Total Adds 16, WIXL, WNYR, WMZQ, WFNC, KSSN, WSIX, WCXI, WKKQ, WKMF, KWMT, WIL, WTHI, KVOC, KVEG, KSON. Moves 50-42 on the Country chart.

### MOE BANDY

**It Took A Lot Of Drinkin' (To Get That Woman Over Me) (Columbia)**  
On 63% of reporting stations. Rotations: Heavy 4, Medium 48, Light 47, Total Adds 9, WQYK, WSLR, WUBE, WHK, KCJB, WIL, WTHI, KVOC, KVEG. Heavy: WPTR, WTVY, KKYX, WDAF. Moves 49-44 on the Country chart.



# LIVE FROM GILLEY'S

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



## NEW & ACTIVE

- VINCE GILL "Victim Of Life's Circumstances" (RCA) 89/2**  
Rotations: Heavy 2, Medium 33, Light 54, Total Adds 2, KRKT, KIGO. Heavy: WTVY, WXCL. Medium: WPOC, WBGW, WAJR, KXYL, WAMZ, WMC, KKYX, WCXI, KTPK, KKCS, KWJJ. Debuts at number 48 on the Country chart.
- MAC DAVIS "Most Of All" (Casablanca/PolyGram) 87/9**  
Rotations: Heavy 4, Medium 40, Light 43, Total Adds 9, WXXW, WIXL, KXYL, KVOC, KRWQ, KVEG, KFTN, KRSY, KTOM. Heavy: WPOC, KIKK, KKYX, WWWW. Medium: WCXI, WTOD. Moves 47-45 on the Country chart.
- DAVID WILLS "Lady In Waiting" (RCA) 86/11**  
Rotations: Heavy 1, Medium 39, Light 46, Total Adds 11, WIXY, WWVA, WFNC, KLLL, KISS-FM, WQYK, WTQR, KWMT, WXCL, WTHI, KNIX. Heavy: Q92. Medium: WSEN, KIK-FM, KMAK. Debuts at number 47 on the Country chart.
- KATHY MATTEA "Someone Is Falling In Love" (Mercury/PolyGram) 72/6**  
Rotations: Heavy 2, Medium 17, Light 53, Total Adds 6, WNYR, WFNC, KLLL, WQYK, WTHI, KWJJ. Heavy: WSEN, WFMS. Medium: WCAO, WEZL, KRMD, WXCL, KUUY, KEIN.
- MEL McDANIEL with OKLAHOMA WIND "Where'd That Woman Go" (Capitol) 66/20**  
Rotations: Heavy 0, Medium 16, Light 50, Total Adds 20 including WIXY, WAJR, KLVI, WTVY, WFNC, WPAP, KRRK, WITL, WXCL, WHBF, KFDI, KKAL, KKCS, KNIX, KFTN.
- EDDY RAVEN "I Got Mexico" (RCA) 62/44**  
Rotations: Heavy 0, Medium 15, Light 47, Total Adds 44 including WPTR, WPOR, WMZQ, KMML, KASE, WLWI, WHOO, KKYX, WHK, WFMS, WXCL, KTTS, KUGN, KMAK, KTOM, KSOP, KCKC.
- MICKI FUHRMAN "I Bet You Never Thought I'd Go This Far" (MCA) 61/8**  
Rotations: Heavy 0, Medium 20, Light 41, Total Adds 8, WGNA, WPOR, KLLL, WHOO, KWMT, WGEE, KTPK, KFDI. Medium: WYII, WESC, WLWI, WCMS, KSO, WCXI, KRKT.
- DAVID ALLAN COE "Mona Lisa Lost Her Smile" (Columbia) 55/22**  
Rotations: Heavy 0, Medium 8, Light 47, Total Adds 22 including WHN, KMML, WSOC, WMC, WRNL, KKYX, WAXX, WFMS, WDGY, KIOV, KTTS, KFDI, KKCS, KFRY, KFTN, KGA.
- REBA McENTIRE "Just A Little Love" (MCA) 54/44**  
Rotations: Heavy 1, Medium 11, Light 42, Total Adds 44 including WMZQ, WSOC, WTVY, KISS-FM, WCMS, KBMR, WFMS, WDGY, WXCL, KTPK, KIK-FM, KFRY, KTOM, KCKC, KGA, KCUB.
- SHELLY WEST "Now I Lay Me Down To Cheat" (Viva) 54/11**  
Rotations: Heavy 0, Medium 4, Light 50, Total Adds 11, WPOR, KHEY, WOKK, WPAP, WITL, WHBF, KFDI, KJOT, KMAK, KEIN. Medium: WHOO, KKYX, KSO, KTTS.
- VICTORIA SHAW "Break My Heart" (MPB) 54/9**  
Rotations: Heavy 0, Medium 12, Light 42, Total Adds 9, WNYR, WKZZ, WSIX, WPAP, WAXX, KWMT, WWJO, WTHI, KUGN. Medium: WBGW, WAJR, KMML, WHOO, WWWW, WXCL, KTOM.
- FAMILY BROWN "Repeat After Me" (RCA) 53/7**  
Rotations: Heavy 3, Medium 15, Light 35, Total Adds 7, WPOR, WKZZ, WTQR, WMNI, WAXX, KIOV, WWJO. Heavy: WTVY, WOKK, WDAF. Medium: KKYX, WXCL, KRKT, KMPS.
- MERLE HAGGARD "Someday When Things Are Good" (Epic) 51/42**  
Rotations: Heavy 1, Medium 7, Light 43, Total Adds 42 including WCAO, WMZQ, WSOC, WTVY, WMC, WCMS, WIRK, WCXI, KTPK, KVOO, KMAK, KWJJ, KTOM, KCKC. Heavy: WNOX.

## SIGNIFICANT ACTION

- ED HUNNICUTT "In Real Life" (MCA) 45/15**  
Rotations: Heavy 0, Medium 8, Light 37, Total Adds 15 including WIXY, KLVI, WXBQ, KXYL, WAXX, WOW, WHBF, KRWQ, KRSY, KSON.
- KIERAN KANE "Dedicate" (WB) 41/26**  
Rotations: Heavy 0, Medium 10, Light 31, Total Adds 26 including WOKQ, WAJR, WFNC, KLRA, WKZZ, WLWI, WCMS, WQYK, WCXI, WAXX, WFMS, WXCL, KCKC, KGA.
- REX ALLEN JR. "Sweet Rosanna" (Moon Shine) 41/10**  
Rotations: Heavy 0, Medium 10, Light 31, Total Adds 10, WGTO, WOKK, WTQR, KWMT, WHBF, KTTS, WWJO, KKAL, KRWQ, KGA.
- GUS HARDIN "I Pass" (RCA) 40/26**  
Rotations: Heavy 0, Medium 8, Light 32, Total Adds 26 including WOKQ, WWVA, KLVI, WSOC, WKZZ, WCMS, WFMS, WXCL, KMAK, KQIL, KSOP.
- PINKARD & BOWDEN "Adventures In Parodies" (WB) 37/7**  
Rotations: Heavy 0, Medium 3, Light 34, Total Adds 7, WPOR, KSSN, WHOO, WXCL, KRKT, KRSY, KIGO. Medium: WPTR, WITL, KRST.
- LARRY GATLIN & THE GATLIN BROTHERS BAND "Denver" (Columbia) 33/29**  
Rotations: Heavy 3, Medium 6, Light 24, Total Adds 29 including WBGW, WSNO, WTVY, WOKK, WDGY, KLZ, KWJJ, KSON, KCUB. Heavy: KASE, WHOO, KFDI.
- STEVE CLARK "That It's All Over Feeling (All Over Again)" (Mercury/PolyGram) 33/1**  
Rotations: Heavy 0, Medium 7, Light 26, Total Adds 1, WXCL. Medium: WKLO, KSO, KFDI, KRKT, KUZZ, Q92.
- LORRIE MORGAN "Don't Go Changing" (MCA) 32/8**  
Rotations: Heavy 0, Medium 4, Light 28, Total Adds 8, WBGW, WIXY, WILQ, WHBF, WTHI, KFDI, KMAK, KRWQ. Medium: KRMD, KUZZ.
- RICKY SKAGGS "Honey (Open That Door)" (Epic) 31/22**  
Rotations: Heavy 0, Medium 10, Light 21, Total Adds 22 including WBGW, KEAN, WHOO, WTQR, WCXI, WMIL, WXCL, KGHL, KNIX, KWJJ, KTOM.
- LARRY WILLOUGHBY "Building Bridges" (Atlantic America) 31/1**  
Rotations: Heavy 1, Medium 13, Light 17, Total Adds 1, KHEY. Heavy: WTVY.

- EMMYLOU HARRIS "In My Dreams" (WB) 29/26**  
Rotations: Heavy 0, Medium 6, Light 23, Total Adds 26 including WPTR, WXXW, WKYG, WIRK, WCXI, WAXX, KNIX, KWJJ, KTOM, KIGO.
- SIERRA "Branded Man" (Awesome) 27/10**  
Rotations: Heavy 0, Medium 4, Light 23, Total Adds 10, WBGW, WOKQ, WOKK, WHOO, WOW, WHBF, KTTS, KFDI, KQIL, KTOM.
- MARIE OSMOND "Who's Counting" (RCA/Curb) 26/5**  
Rotations: Heavy 0, Medium 4, Light 22, Total Adds 5, WPAP, KBMR, WOW, Q92, KFTN. Medium: WSNO, KUZZ, KQIL, KNIX.
- KENNY ROGERS & DOTTIE WEST "Together Again" (Liberty) 24/22**  
Rotations: Heavy 0, Medium 5, Light 19, Total Adds 22 including WPTR, WSNO, KEAN, WSOC, KSSN, WLWI, WSIX, WCXI, KTPK, KRWQ.
- MIKE CAMPBELL "One Sided Love Affair" (Columbia) 22/8**  
Rotations: Heavy 0, Medium 2, Light 20, Total Adds 8, WEZL, WMC, WCMS, KKYX, WAXX, WGEE, KUGN, Q92. Medium: KMPS.
- PAULETTE CARLSON "Can You Fool" (RCA) 21/1**  
Rotations: Heavy 0, Medium 2, Light 19, Total Adds 1, KGA. Medium: KKYX, Q92. Light: WSEN, WLWI, KRMD, KTTS, K102, KUUY, KWJJ.
- MARSHALL TUCKER BAND "I May Be Easy But You Make It Hard" (WB) 18/3**  
Rotations: Heavy 0, Medium 4, Light 14, Total Adds 3, WIXY, KKYX, Q92. Medium: KTTS, KFDI, KRKT. Light: WSOC, WTQR, WOW, KGA.

- DAVID ROGERS "I Am A Country Song" (Mr. Music) 18/3**  
Rotations: Heavy 0, Medium 3, Light 15, Total Adds 3, WESC, KWMT, Q92. Medium: WGNA, KBMR, WOW. Light: WWVA, WLWI, WHBF, WTOD, KFDI.
- LOUISE MANDRELL "I'm Not Through Loving You Yet" (RCA) 15/15**  
Rotations: Heavy 0, Medium 0, Light 15, Total Adds 15 including WPTR, WXXW, WKYG, KMML, KSSN, WIRK, KEBC, KRKT, KMAK, KRSY.
- NARVEL FELTS "You Lay So Easy On My Mind" (Evergreen) 15/3**  
Rotations: Heavy 0, Medium 2, Light 13, Total Adds 3, KMML, WAXX, Q92. Medium: WLWI, WPAP. Light: KHEY, KTTS, KSOP.
- CRAIG DILLINGHAM "Honky Tonk Women Make Honky Tonk Men" (Curb/MCA) 14/10**  
Rotations: Heavy 0, Medium 0, Light 14, Total Adds 10, WPTR, KMML, WFNC, WCMS, WPAP, WKKQ, KRRK, KVOO, KFDI, KQIL.
- JIMMY BUFFETT "Brown Eyed Girl" (MCA) 14/1**  
Rotations: Heavy 2, Medium 4, Light 8, Total Adds 1, Q92. Heavy: WHOO, KSON. Medium: KLLL, WKSJ, KSAN, KIGO.
- CON HUNLEY "Deep In The Arms Of Texas" (Prairie Dust) 13/3**  
Rotations: Heavy 0, Medium 3, Light 10, Total Adds 3, KKYX, WOW, KTOM. Medium: KFDI. Light: WSEN, WYNK, KBMR, KSOP.
- BRENTWOOD "Anything For Your Love" (Hot Schatz) 13/3**  
Rotations: Heavy 0, Medium 1, Light 12, Total Adds 3, WYII, KRRK, KTTS. Medium: WPAP. Light: WSEN, KKYX, KRMD, WTOD, KSOP.
- MAINES BROTHERS BAND "You Are A Miracle" (Mercury/PolyGram) 13/1**  
Rotations: Heavy 1, Medium 2, Light 10, Total Adds 1, WCMS. Heavy: KLLL. Medium: KMML, KRKT. Light: KKYX, KEBC, WOW, KSOP.
- JERRY LEE LEWIS "I Am What I Am" (MCA) 12/7**  
Rotations: Heavy 0, Medium 0, Light 12, Total Adds 7, WPTR, WBGW, WSNO, WYII, KRWQ, KQIL, Q92. Light: WHOO, WRNL, KRMD.
- SLIM WHITMAN "Cry Baby Heart" (Epic) 10/3**  
Rotations: Heavy 0, Medium 0, Light 10, Total Adds 3, WGNA, KFDI, Q92. Light: WGTO, WKKQ, KTOM, KSOP.
- ROD RISHARD "The More I Go Blind" (Soundwaves) 10/1**  
Rotations: Heavy 0, Medium 1, Light 9, Total Adds 1, Q92. Medium: WGNA. Light: WLWI, KKYX, WTOD, KVOO.
- PETER ISAACSON "No Survivors" (Union Station) 10/0**  
Rotations: Heavy 0, Medium 0, Light 10, Total Adds 0. Light: KRRV, KMML, KHEY, WOKK, WCMS, KRMD, WXCL, KTTS, WTOD, Q92.

- DARRELL CLANTON "I'll Take As Much Of You As I Can" (Audiograph) 9/5**  
Rotations: Heavy 0, Medium 1, Light 8, Total Adds 5, KLRA, KKYX, WQYK, KTTS, Q92. Light: KMML, KVOO, KTOM, KSOP.
- SAVANNAH "Matinee Motel" (Mercury/PolyGram) 9/3**  
Rotations: Heavy 0, Medium 2, Light 7, Total Adds 3, WLWI, WPAP, KIGO. Medium: WCXI. Light: WYII, WCMS, KRMD.
- JOHNNY LEE "Say When" (Full Moon/WB) 9/1**  
Rotations: Heavy 2, Medium 1, Light 6, Total Adds 1, Q92. Heavy: WTHI, KCCY. Medium: WXCL. Light: WOKQ, KASE, WKZZ, KWMT.
- JOHNNY TILLOTSON "Lay Back (In The Arms Of Someone)" (Reward/Curb) 9/1**  
Rotations: Heavy 0, Medium 0, Light 9, Total Adds 1, WOW. Light: KMML, KISS-FM, KRMD, WXCL, KTTS, KVOO, Q92.

## COUNTRY ALBUM TRACKS

Cuts are listed in order, with the first cut receiving the heaviest airplay.

ARTIST/Song Title (Label)	Album Title
ALABAMA/If You're Gonna Play In Texas (RCA)	Roll On
GEORGE JONES/Radio Lover (Epic)	Jones Country
JUDDS/Blue Nun Cafe (RCA)	Wynonna And Naomi: The Judds
DOLLY PARTON/Downtown (RCA)	The Great Pretender
DOLLY PARTON/She Don't Love You (RCA)	The Great Pretender
HANK WILLIAMS JR./Lovesick Blues (WB/Curb)	Man Of Steel
ALABAMA/When We Make Love (RCA)	Roll On
ALABAMA/The End Of The Lyin' (RCA)	Roll On
EXILE/Take Me To The River (Epic)	Exile
ALABAMA/Food On Your Table (RCA)	Roll On
MEL McDANIEL/All Around The Water Tank (Capitol)	Naturally Country

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Country's Most Current Music

Regional Adds & Hots

Summary table with columns: MOST ADDED, EAST, HOTTEST, MIDWEST, SOUTH, WEST, HOTTTEST, MOST ADDED. Lists artists like Merle Haggard, Louise Mandrell, John Conlee, Eddy Raven, Reba McEntire, Larry Gatlin, and Kenny Rogers.

MIDWEST section listing radio stations and their current/hot tracks. Includes stations like WSLR, KJYY, KQWB, WWJO, WYAN, WYZZ, WYZZ-FM, WYZZ-FM2, WYZZ-FM3, WYZZ-FM4, WYZZ-FM5, WYZZ-FM6, WYZZ-FM7, WYZZ-FM8, WYZZ-FM9, WYZZ-FM10, WYZZ-FM11, WYZZ-FM12, WYZZ-FM13, WYZZ-FM14, WYZZ-FM15, WYZZ-FM16, WYZZ-FM17, WYZZ-FM18, WYZZ-FM19, WYZZ-FM20, WYZZ-FM21, WYZZ-FM22, WYZZ-FM23, WYZZ-FM24, WYZZ-FM25, WYZZ-FM26, WYZZ-FM27, WYZZ-FM28, WYZZ-FM29, WYZZ-FM30, WYZZ-FM31, WYZZ-FM32, WYZZ-FM33, WYZZ-FM34, WYZZ-FM35, WYZZ-FM36, WYZZ-FM37, WYZZ-FM38, WYZZ-FM39, WYZZ-FM40, WYZZ-FM41, WYZZ-FM42, WYZZ-FM43, WYZZ-FM44, WYZZ-FM45, WYZZ-FM46, WYZZ-FM47, WYZZ-FM48, WYZZ-FM49, WYZZ-FM50, WYZZ-FM51, WYZZ-FM52, WYZZ-FM53, WYZZ-FM54, WYZZ-FM55, WYZZ-FM56, WYZZ-FM57, WYZZ-FM58, WYZZ-FM59, WYZZ-FM60, WYZZ-FM61, WYZZ-FM62, WYZZ-FM63, WYZZ-FM64, WYZZ-FM65, WYZZ-FM66, WYZZ-FM67, WYZZ-FM68, WYZZ-FM69, WYZZ-FM70, WYZZ-FM71, WYZZ-FM72, WYZZ-FM73, WYZZ-FM74, WYZZ-FM75, WYZZ-FM76, WYZZ-FM77, WYZZ-FM78, WYZZ-FM79, WYZZ-FM80, WYZZ-FM81, WYZZ-FM82, WYZZ-FM83, WYZZ-FM84, WYZZ-FM85, WYZZ-FM86, WYZZ-FM87, WYZZ-FM88, WYZZ-FM89, WYZZ-FM90, WYZZ-FM91, WYZZ-FM92, WYZZ-FM93, WYZZ-FM94, WYZZ-FM95, WYZZ-FM96, WYZZ-FM97, WYZZ-FM98, WYZZ-FM99, WYZZ-FM100.

SOUTH section listing radio stations and their current/hot tracks. Includes stations like WYAN, WYZZ, WYZZ-FM, WYZZ-FM2, WYZZ-FM3, WYZZ-FM4, WYZZ-FM5, WYZZ-FM6, WYZZ-FM7, WYZZ-FM8, WYZZ-FM9, WYZZ-FM10, WYZZ-FM11, WYZZ-FM12, WYZZ-FM13, WYZZ-FM14, WYZZ-FM15, WYZZ-FM16, WYZZ-FM17, WYZZ-FM18, WYZZ-FM19, WYZZ-FM20, WYZZ-FM21, WYZZ-FM22, WYZZ-FM23, WYZZ-FM24, WYZZ-FM25, WYZZ-FM26, WYZZ-FM27, WYZZ-FM28, WYZZ-FM29, WYZZ-FM30, WYZZ-FM31, WYZZ-FM32, WYZZ-FM33, WYZZ-FM34, WYZZ-FM35, WYZZ-FM36, WYZZ-FM37, WYZZ-FM38, WYZZ-FM39, WYZZ-FM40, WYZZ-FM41, WYZZ-FM42, WYZZ-FM43, WYZZ-FM44, WYZZ-FM45, WYZZ-FM46, WYZZ-FM47, WYZZ-FM48, WYZZ-FM49, WYZZ-FM50, WYZZ-FM51, WYZZ-FM52, WYZZ-FM53, WYZZ-FM54, WYZZ-FM55, WYZZ-FM56, WYZZ-FM57, WYZZ-FM58, WYZZ-FM59, WYZZ-FM60, WYZZ-FM61, WYZZ-FM62, WYZZ-FM63, WYZZ-FM64, WYZZ-FM65, WYZZ-FM66, WYZZ-FM67, WYZZ-FM68, WYZZ-FM69, WYZZ-FM70, WYZZ-FM71, WYZZ-FM72, WYZZ-FM73, WYZZ-FM74, WYZZ-FM75, WYZZ-FM76, WYZZ-FM77, WYZZ-FM78, WYZZ-FM79, WYZZ-FM80, WYZZ-FM81, WYZZ-FM82, WYZZ-FM83, WYZZ-FM84, WYZZ-FM85, WYZZ-FM86, WYZZ-FM87, WYZZ-FM88, WYZZ-FM89, WYZZ-FM90, WYZZ-FM91, WYZZ-FM92, WYZZ-FM93, WYZZ-FM94, WYZZ-FM95, WYZZ-FM96, WYZZ-FM97, WYZZ-FM98, WYZZ-FM99, WYZZ-FM100.

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159 Reporters
136 Current Reports
The following stations reported no change in their rotations this week:
WSEN/Syracuse
KUZZ/Bakersfield
The following stations did not report this week and therefore their playlists were frozen:
WAMZ/Louisville
WCOS/Columbia
WKIX/Raleigh
WKSJ/Mobile
KIKK/Houston
KPLX/Dallas
KRM/DShreveport
CHOW/Welland
KFGO/Fargo
KECK/Lincoln
WYNN/Baton Rouge
WPOC/Baltimore
WVAM/Altoona
WDAF/Kansas City
WONE/Dayton
WTSO/Madison
WVWW/Detroit
KSD/Des Moines
KRST/Albuquerque
KRAK/Sacramento
The following stations failed to report new playlists for two consecutive weeks and were not used in this week's data:
WBCS/Milwaukee
WQHK/Ft. Wayne







# AOR / ALBUMS

**March 9, 1984**

**175 Reporters**

Three Weeks Last  
Weeks Weeks Week

1	1	1	<b>1</b> VAN HALEN/1984 (WB)
5	2	2	<b>2</b> FOOTLOOSE/Soundtrack (Columbia)
6	4	3	<b>3</b> MANFRED MANN'S EARTH.../Somewhere In... (Arista)
10	10	5	<b>4</b> DAN FOGELBERG/Windows & Walls (Full Moon/Epic)
4	7	7	<b>5</b> YES/90125 (Atco)
8	5	6	<b>6</b> CHRISTINE McVIE/Christine McVie (WB)
2	3	4	<b>7</b> PRETENDERS/Learning To Crawl (Sire/WB)
11	11	8	<b>8</b> DWIGHT TWILLEY/Jungle (EMI America)
			<b>DEBUT</b> <b>9</b> AGAINST ALL ODDS/Soundtrack (Atlantic)
		13	<b>10</b> SCORPIONS/Love At First Sting (Mercury/Pg)
19	14	11	<b>11</b> QUEEN/The Works (Capitol)
7	8	9	<b>12</b> 38 SPECIAL/Tour De Force (A&M)
		18	<b>13</b> ALAN PARSONS PROJECT/Ammonia Avenue (Arista)
15	15	16	<b>14</b> HUEY LEWIS & THE NEWS/Sports (Chrysalis)
		16	<b>15</b> APRIL WINE/Animal Grace (Capitol)
		20	<b>16</b> DAVID GILMOUR/About Face (Columbia)
9	9	10	<b>17</b> GENESIS/Genesis (Atlantic)
20	19	21	<b>18</b> BON JOVI/Bon Jovi (Mercury/Pg)
		23	<b>19</b> ROGER DALTRY/Parting Should Be Painless (Atlantic)
14	13	15	<b>20</b> EURYTHMICS/Touch (RCA)
25	24	24	<b>21</b> WANG CHUNG/Points On The Curve (Geffen)
12	12	17	<b>22</b> A NIGHT IN HEAVEN/Soundtrack (A&M)
28	25	23	<b>23</b> GOLDEN EARRING/N.E.W.S. (21/Pg)
18	17	19	<b>24</b> JUDAS PRIEST/Defenders Of The Faith (Columbia)
		31	<b>25</b> THOMPSON TWINS/Into The Gap (Arista)
3	6	12	<b>26</b> JOHN LENNON & YOKO ONO/Milk And Honey (Polydor/Pg)
30	26	29	<b>27</b> DARYL HALL & JOHN OATES/Rock 'N Soul Part 1 (RCA)
27	29	30	<b>28</b> NIGHT RANGER/Midnight Madness (Camel/MCA)
16	20	26	<b>29</b> MOTLEY CRUE/Shout At The Devil (Elektra)
17	22	28	<b>30</b> JOHN COUGAR MELLENCAMP/Uh-Huh (Riva/Pg)
34	32	33	<b>31</b> BILLY RANKIN/Growin' Up Too Fast (A&M)
38	34	34	<b>32</b> JON BUTCHER AXIS/Stare At The Sun (Polydor/Pg)
		37	<b>33</b> "WEIRD AL" YANKOVIC/In 3-D (Rock & Roll/CBS)
21	21	25	<b>34</b> TED NUGENT/Penetrator (Atlantic)
13	18	27	<b>35</b> DURAN DURAN/Seven And The Ragged Tiger (Capitol)
29	31	36	<b>36</b> BILLY IDOL/Rebel Yell (Chrysalis)
23	27	32	<b>37</b> ACCEPT/Balls To The Wall (Portrait/CBS)
			<b>DEBUT</b> <b>38</b> ALARM/Declaration (IRS/A&M)
			<b>DEBUT</b> <b>39</b> THOMAS DOLBY/The Flat Earth (Capitol)
33	35	38	<b>40</b> ROMANTICS/In Heat (Nemperor/CBS)

	Total Reports	Heavy Rotation	Medium Rotation	Total Adds All Rotations
"I'll Wait" (125) "Panama" (120) "Jump" (119)	164+	155-	9+	2+
"Footloose" (149) "Girl" (58) "Paradise" (11)	160=	145+	15-	0-
"Runner" (155)	157-	126+	31-	0-
"Language" (151) "Gone" (56)	158+	121+	37-	1-
"Leave It" (125) "Happen" (40) "Changes" (35)	160+	104+	53-	10+
"Got A Hold" (126) "Million" (83)	155+	117-	36+	3-
"Time" (112) "Shoe" (61) "Middle" (60)	155+	103-	51+	15+
"Girls" (156)	162+	85+	77-	2=
"Odds" (148) "Violet" (39) "Walk" (22)	157+	90+	58-	28+
"Rock You" (147) "Nights" (15)	147+	74+	70-	6-
"Radio Ga-Ga" (93) "Tear" (54) "Hammer" (24)	144+	62+	78-	4-
"Back" (107) "One Time" (24) "If" (18)	130-	80-	50+	2=
"Prime Time" (108) "Answer" (69) "Let Me" (11)	150+	42+	104+	18-
"Heart" (69) "Drug" (65) "Walking" (18)	130+	58-	68+	11+
"This Could Be..." (124) "Sons" (19)	132-	46+	86-	1-
"All Lovers" (122) "Murder" (32) "Light" (20)	140+	39+	93-	20-
"Home" (68) "Alien" (56) "Job" (20)	119-	63-	56+	3+
"Runaway" (125)	126+	30+	95+	4+
"Walking" (122)	126+	31+	93=	5-
"Here Comes The Rain" (107)	110-	76-	33-	0-
"Dance" (90) "Don't" (48)	126+	34+	92+	11+
"Heaven" (99)	100-	66-	34+	0-
"When" (114)	122=	11-	106+	8-
"Some Heads" (82) "Rock Hard" (29)	106-	29-	75=	3-
"Hold Me Now" (102) "Doctor!" (11)	104+	42+	56-	12-
"Nobody" (72) "Stepping Out" (36) "Time" (13)	91-	46-	44=	3+
"Adult Education" (92)	92+	42+	48-	3-
"Sister" (79) "Rumours" (21) "Rock" (10)	98+	24-	70+	15-
"Looks" (70) "Shout" (30)	82-	27-	54-	2+
"Authority Song" (67) "Houses" (19) "Guitar" (14)	88-	24-	62+	10+
"Baby Come Back" (82) "Rip" (10)	93+	8+	80+	9-
"Don't Say Goodnight" (83)	90+	11+	78+	10-
"Eat It" (91) "Jeopardy" (10)	93+	12+	57+	42-
"Tied Up In Love" (76)	81-	8-	71-	3+
"New Moon On Monday" (66)	68-	39-	29-	1+
"Highway" (39) "Yell" (33)	67+	17-	48+	6-
"Balls To The Wall" (71)	71-	10-	60-	1-
"Sixty Eight Guns" (61)	69+	12+	49+	18+
"Hyperactive" (63)	64+	19+	45+	2-
"One In A Million" (44) "Talking" (17)	62+	11-	47+	9+

# TALK-TALK



**The Word Is Out: TALK-TALK. It's My Life.**  
Produced by Tim Friese-Greene. Available on EMI America Records & High-Quality XDR® Cassettes.



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# BREAKERS

**AGAINST ALL ODDS**  
Soundtrack (Atlantic)

90% of our reporters on it. 157/28, including adds at WIYY, WMMR, WDVE, KZEW, KSRR, KLOS, KDKB, KRCK, KFOG, WCMF, WAAF, WQMF, WAPL. Debuts at #9 on the Albums chart.

**"WEIRD AL" YANKOVIC**  
In 3-D (Scotti Bros./CBS)

53% of our reporters on it. 93/42, including adds at WIYY, WNEW-FM, WMMR, WQFM, KDKB. Moves 37-33 on the Albums chart.

**JON BUTCHER AXIS**  
Stare At The Sun (Polydor/PolyGram)

51% of our reporters on it. 90/10, including adds at KLOL, KLOS, KZAP, WAPL, WTUE, WFBQ. Moves 34-32 on the Albums chart.

**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.

**NEW & ACTIVE** — Records building in airplay and coming closest to charting for the first time. Numbers indicate total reports/total adds for this week and last; for example, 40/20 means 40 total station reports and, of those, 20 added it this week. Figures in parentheses are last week's data. Checked records are those that have more than 10 adds this week.

# BON JOVI



**#33 ALBUM NETWORK RETAIL CONSENSUS  
SALES IN NEW YORK, PHILADELPHIA, MINNEAPOLIS,  
ST. LOUIS, MEMPHIS, LOS ANGELES & SACRAMENTO  
PHONES EVERYWHERE!**

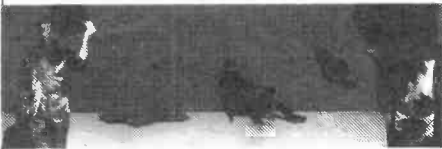
## GOLDEN EARRING

"When The Lady Smiles"

Up in all three trades



*The Jon Butcher Axis  
Stare At The Sun*



## THE JON BUTCHER AXIS

"Don't Say Goodnight" is coming on

R & R #44 to (39) to #37 ALBUMS **BREAKERS**

Album Network #52 to #43

## NEW! THE DICE

"Chayla"

backed with "Lose Your Soul"

on your turntable Monday, Mar. 12



PolyGram Records

# R&R

RADIO & RECORDS

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# AOR / ALBUMS

## MOST ADDED

- “WEIRD AL” YANKOVIC (42)  
In 3-D (Rock & Roll/CBS)
- AGAINST ALL ODDS (28)  
Soundtrack (Atlantic)
- DAVID GILMOUR (20)  
About Face (Columbia)
- ALARM (18)  
Declarations (IRS/A&M)
- ALAN PARSONS PROJECT (18)  
Ammonia Avenue (Arista)
- MODERN ENGLISH (16)  
Ricochet Days (Sire/WB)

## MOST HOTS

- VAN HALEN (115)  
1984 (WB)
- FOOTLOOSE (145)  
Soundtrack (Columbia)
- MANFRED MANN'S EARTH BAND (126)  
Somewhere In Afrika (Arista)
- DAN FOGELBERG (121)  
Windows & Walls (Full Moon/Epic)
- CHRISTINE McVIE (117)  
Christine McVie (WB)
- YES (104)  
90125 (Atco)
- PRETENDERS (103)  
Learning To Crawl (Sire/WB)

## NEW & ACTIVE

- HOWARD JONES/Human's Lib (Elektra) 61/7 (0/0)  
Adds: KBCO, WPDH, WOUR, KMOD, WHMD, WBYG, KTCL. Hots: 16 include WXRT, WIMZ, KMBQ, KQDS, KREM. Mediums: 42 include WBCN, WBAB, WAPP, WYSP, WMET, KMET, WKDF, WOOS, KGGO, KOMP.
- MODERN ENGLISH/Ricochet Days (Sire/WB) 55/16 (39/20)  
Adds include WDVE, KSRR, KFOG, WAQY, WKQQ. Hots: 7 include KBCO, KQAK. Mediums: 42 include WXRT, WPYX, WCMF, WCKN, WTUE, WLAV, KZEL.
- JASON & THE SCORCHERS/Fervor (EMI America) 53/10 (38/6)  
Adds: WBAB, WNOR, KKCI, KRQR, KLBJ, WOVE, KNCN, WDIZ, KISS, WTUE. Hots: 0. Mediums: 46 include WBCN, WNEW-FM, WYSP, WXRT, KYYS, KBCO, WDHA, WKDF, WAPL, WLAV.
- GREAT WHITE/Great White (EMI America) 48/9 (44/5)  
Adds: KLOL, WMMS, KAZY, KUPD, WCCC, WAQY, WAQX, WLAV, KICT. Hots: 3 KLOS, KRCK, KSJO. Mediums: 41 include WIYY, WDVE, KTXQ, KZEW, WQFM, KGB, KISW, WPYX, WTPA, KLAQ, WAPL, WLVO, WTUE, KWXL, KILO.
- MI-SEX/Where Do They Go? (Epic) 47/10 (42/15)  
Adds: WDVE, DC101, KTXQ, KAZY, WOUR, WZXY, WIMZ, WLRS, KWXL, WIQB. Hots: 4 CHUM-FM, KBCO, KBPI, CITI-FM. Mediums: 39 include KZEW, WSKS, KGB, WPLR, WAQY, KLAQ, KMOD, KILO, KWFM.
- SANDY STEWART/Cat Dancer (Modern/Atco) 45/12 (34/8)  
Adds: KTXQ, WQFM, KGB, WZZO, WAQY, WKLC, KRIX, WDIZ, WTKX, KILO, KKRO, KFMF. Hots: 8 WMMS, KBCO, WQBK, KLBK, KIDQ, WCPZ, KSPN. Mediums: 31 include KLOL, KSRR, WAPL, WLVO, WTUE, WLAV.
- MR. MISTER/I Wear The Face (RCA) 43/15 (32/10)  
Adds include WCKO, WCCC, WDHA, WAQY, KRIX, KFMG, KKDJ. Hots: 2 WEBN, WRIF. Mediums: 32 include WDVE, KTXQ, KBCO, KLAQ, WXL, KFIV-FM.
- PAUL YOUNG/No Parlez (Columbia) 41/2 (39/5)  
Adds: WNEW-FM, KILO. Hots: 8 include WMMS, KBCO, KBPI, WQDR. Mediums: 31 include WBAB, WMMR, WLUP, WEBN, WZZO, WHCN, WKDF, KMBQ, WXKE, KFIV-FM.
- ROCKWELL/Somebody's Watching Me (Motown) 39/2 (36/3)  
Adds: KGGO, WWWV. Hots: 19 include WBCN, WMET, KWK, WIMZ, KMBQ. Mediums: 20 include WXRT, WMMS, KDKB, KWXL.
- WIRE TRAIN/In A Chamber Of Hellos (415/Columbia) 36/2 (39/3)  
Adds: WHJY, KZEW. Hots: 7 include KBCO, KROQ, 91X, KQAK. Mediums: 27 include WBCN, WXRT, WMMS, KFOG, KMEL, WTPA, WAAF, KLAQ, WIMZ, WLVO, WTUE, KWFM.
- KIDD GLOVE/Kidd Glove (Morocco/Motown) 33/13 (30/13)  
Adds include KRQR, WEZX, KLAQ, WIMZ, KILO. Hots: 0. Mediums: 24 include WYSP, WDVE, KZEW, WSKS, WQFM, KRCK, KGB, WTPA, WKLC, WLAV.
- SLADE/Keep Your Hands Off My Power Supply (CBS Associated) 30/19 (0/0)  
Adds include WAPP, WNEW-FM, KBPI, KLBK, KQDS. Hots: 6 include WMMS, WDHA, WAQX, KILO. Mediums: 14 include WBAB, WMMR, WDVE, WPYX, WHCN, WPLR.
- SIMPLE MINDS/Sparkle In The Rain (Virgin/A&M) 29/5 (24/3)  
Adds: KTXQ, KSJO, WLAV, WMGM, WRKI. Hots: 11 include CHOM-FM, CHUM-FM, KBCO. Mediums: 15 include WBCN, Q107, WXRT, KROQ, 91X, KFOG, KQAK, CFOX, KILO.
- RATT/Out Of The Cellar (Atlantic) 28/12 (16/10)  
Adds include WBCN, KUPD, WKLC, KNCN. Hots: 0. Mediums: 20 include WDVE, KTXQ, KZEW, KLOL, KBPI, KLOS, KMET, KGB, KILO.
- MADNESS/Keep Moving (Geffen) 24/5 (23/10)  
Adds: WBCN, WQBK, WKZL, KWXL, WYER. Hots: 4 WLIR, WXRT, 91X. Mediums: 17 include WBAB, WMMS, KBCO.
- SAXON/Crusader (Carrere/CBS) 21/12 (12/8)  
Adds include KZEW, WLLO, WQFM, KGON, KSJO, KISS, WXL. Hots: 0. Medium: 19 include KTSQ, WSKS, KLAW, KWXL.
- RAVYNS/Ravyns (RDM/MCA) 20/10 (14/13)  
Adds include KBCO, WAAL, WTKX, WLVO, KWXL, KIDQ. Hots: 1 WIYY. Mediums: 11 include WBAB, WEBN, WTPA, WCMF, KMOD, KILO.
- UB40/Labour Of Love (Virgin/A&M) 20/3 (18/3)  
Adds: WSHE, WKQQ, WKZL. Hots: 6 include WCKO, WMMS, 91X, KQAK. Mediums: 14 include WBCN, WNEW-FM.
- JOEY MOLLAND/After The Pearl (Earthtone) 14/3 (13/2)  
Adds: WYNF, KAZY, WAQX. Hots: 0. Mediums: 13 include WBAB, KBCO, KFOG, WLVO, WTUE.
- CHINA CRISIS/Working With Fire And Steel (WB) 14/2 (12/3)  
Adds: WDEK, KAWY. Hots: 6 include KBCO, 91X. Mediums: 6 include WXRT, KROQ, KQAK, KWXL.
- PAUL BARRERE/Real Lies (Mirage/Atco) 12/2 (10/5)  
Adds: WQBK, WHMD. Hots: 2 KBCO, KSPN. Mediums: 9 include WXRT, KINK, WLAV.
- DEMON/The Plague (Atlantic) 10/5 (6/3)  
Adds: WBCN, WBAB, WNEW-FM, KSJO, WYER. Hots: 1 WQFM. Mediums: 4 include WMMS, KISS.

**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.







# SOUTH

## Parallel One

**KLOL/Houston**  
(713) 526-4581  
PO: BLAKE LAWRENCE  
ASST. PO: LINDA SILF

**KZWE/Dallas**  
(214) 748-9898  
PO: ANDY LACKRIDGE  
PO: JIM OLLIEN

**WNOR/Norfolk**  
(804) 623-9667  
PO: BOB REEBER  
PO: DAVID HILLARY

**WSHE/Miami**  
(305) 581-1580  
PO: DAVE LANGE

**KSRR/Houston**  
(713) 797-0097  
PO: ANDY BEAUBIEN  
ASST. PO: MICHAEL STEVENS

**WTKL/Atlanta**  
(404) 523-0960  
PO: ALAN SHELDON  
PO: BOB BAILEY

**WCKO/Miami**  
(305) 731-4800  
PO: VAN HALDEN (M)  
THOMPSON TWINS  
USAC  
THOMAS DOLBY  
PRETENDERS  
RE-FILE  
EURTNYTHICS  
BIG COUNTRY  
AGAINST ALL ODDS  
GENESIS  
ROGER DALTRY  
QUEEN  
CARS  
ALAN  
A NIGHT IN HEAVEN  
Medium  
DURAN DURAN  
ROMANTICS  
JON LENNON  
WANG CHUNG  
JON COUGAR MCELLEN  
SCORPIONS  
DAVID GILKOUR  
TORY CAREY  
SANDY STEWART  
MICK SPRINGFIELD  
HARD TO HOLD  
ZZ TOP  
Light Advs  
Light Advs  
Light Advs  
Light Advs

**WYNF/Tampa**  
(813) 876-0455  
PO: CAREY OUNELOR  
PO: BOB BLAZ

**WVOW/Chattanooga**  
(615) 267-1050  
PO: TONY DAVIS

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(615) 267-1050  
PO: TONY DAVIS

## Parallel Two

**WAPI/Birmingham**  
(205) 933-9274  
PO: STEVE RUNNER  
PO: DOC HALLIE

**WAPI/Birmingham**  
(205) 933-9274  
PO: STEVE RUNNER  
PO: DOC HALLIE

**WAPI/Birmingham**  
(205) 933-9274  
PO: STEVE RUNNER  
PO: DOC HALLIE

**WAPI/Birmingham**  
(205) 933-9274  
PO: STEVE RUNNER  
PO: DOC HALLIE

## Parallel Three

**WWW/Charlotteville**  
(804) 971-4057  
PO: JAY LOPEZ

**WWW/Charlotteville**  
(804) 971-4057  
PO: JAY LOPEZ

**WWW/Charlotteville**  
(804) 971-4057  
PO: JAY LOPEZ

**WWW/Charlotteville**  
(804) 971-4057  
PO: JAY LOPEZ

# MIDWEST

## Parallel One

**WLLZ/Detroit**  
(313) 863-1800  
PO: JOE UBBELI  
PO: DOOG UBBELI

**WLLZ/Detroit**  
(313) 863-1800  
PO: JOE UBBELI  
PO: DOOG UBBELI

**WLLZ/Detroit**  
(313) 863-1800  
PO: JOE UBBELI  
PO: DOOG UBBELI

**WLLZ/Detroit**  
(313) 863-1800  
PO: JOE UBBELI  
PO: DOOG UBBELI

Continued on next page

















# PARALLELS

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

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

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

### 241 Reports

**JOHN DOE**  
"Hit Song" (Anylabel)  
LP: Hit Song  
National Summary: 100/25 44%  
Regional Reach: 100/25 44%  
Debut: 20  
Same: 4  
M: 23%  
W: 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 Reach — Percentage of reporters playing the song within each region

National Summary  
Up 31 — Number of stations moving it up on the charts  
Debut 20 — Number of stations debuting the song this week  
Same 24 — Number of stations reporting no movement this week (On to On, Add to On, 31-31, etc.)  
Down 0 — Number of stations moving it down on their charts  
Adds 25 — Total number of stations adding it this week

## A

### ADAM ANT

Strip (Epic)  
LP: Strip  
National Summary: 104/8 43%  
Regional Reach: 104/8 43%

### TONY CAREY

A Fine Fine Day (MCA)  
LP: Some Tough City  
National Summary: 126/39 52%  
Regional Reach: 126/39 52%

## B

### BERLIN

No More Words (Geffen)  
LP: Love Life  
National Summary: 74/47 31%  
Regional Reach: 74/47 31%

### CARS

You Might Think (Elektra)  
LP: Heartbreak City  
National Summary: 165/73 68%  
Regional Reach: 165/73 68%

## C

### GO-GO'S

Head Over Heels (IRS/A&M)  
LP: Talk Show  
National Summary: 86/86 38%  
Regional Reach: 86/86 38%

## D

### BILLY IDOL

Rebel Yell (Chrysalis)  
LP: Rebel Yell  
National Summary: 109/9 45%  
Regional Reach: 109/9 45%

## E

### GENESIS

Illegal Alien (Atlantic)  
LP: Genesis  
National Summary: 57/28 24%  
Regional Reach: 57/28 24%

## F

### ROGER DALTRY

Walking In My Sleep (Atlantic)  
LP: Parting Should Be Painless  
National Summary: 54/10 22%  
Regional Reach: 54/10 22%

## G

### DAN FOGELBERG

Language Of Love (Epic)  
LP: Windows And Walls  
National Summary: 223/1 83%  
Regional Reach: 223/1 83%

## H

### D. HALL & J. OATES

Adult Education  
LP: Rock 'N Soul Part 1  
National Summary: 234/1 97%  
Regional Reach: 234/1 97%

## I

### JULIO IGLESIAS & WILLIE NELSON

To All The Girls... (Columbia)  
National Summary: 62/15 26%  
Regional Reach: 62/15 26%

### PHIL COLLINS

Against All Odds... (Atlantic)  
LP: Soundtrack Against All Odds  
National Summary: 226/23 94%  
Regional Reach: 226/23 94%

### BON JOVI

Runaway (Mercury/PolyGram)  
LP: Bon Jovi  
National Summary: 109/18 45%  
Regional Reach: 109/18 45%

### THOMAS DOLBY

Hyperactive (Capitol)  
LP: Flat Earth  
National Summary: 59/5 24%  
Regional Reach: 59/5 24%

### EURYTHMICS

Here Comes The Rain Again (RCA)  
LP: Touch  
National Summary: 234/2 97%  
Regional Reach: 234/2 97%

### CULTURE CLUB

Miss Me Blind (Virgin/Epic)  
LP: Colour By Numbers  
National Summary: 232/16 96%  
Regional Reach: 232/16 96%

### GENESIS

Illegal Alien (Atlantic)  
LP: Genesis  
National Summary: 57/28 24%  
Regional Reach: 57/28 24%

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Head Over Heels (IRS/A&M)  
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### JULIO IGLESIAS & WILLIE NELSON

To All The Girls... (Columbia)  
National Summary: 62/15 26%  
Regional Reach: 62/15 26%

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### PHIL COLLINS

Against All Odds... (Atlantic)  
LP: Soundtrack Against All Odds  
National Summary: 226/23 94%  
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LP: Bon Jovi  
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Hyperactive (Capitol)  
LP: Flat Earth  
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Here Comes The Rain Again (RCA)  
LP: Touch  
National Summary: 234/2 97%  
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### CULTURE CLUB

Miss Me Blind (Virgin/Epic)  
LP: Colour By Numbers  
National Summary: 232/16 96%  
Regional Reach: 232/16 96%

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LP: Genesis  
National Summary: 57/28 24%  
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Head Over Heels (IRS/A&M)  
LP: Talk Show  
National Summary: 86/86 38%  
Regional Reach: 86/86 38%

### BILLY IDOL

Rebel Yell (Chrysalis)  
LP: Rebel Yell  
National Summary: 109/9 45%  
Regional Reach: 109/9 45%

### GENESIS

Illegal Alien (Atlantic)  
LP: Genesis  
National Summary: 57/28 24%  
Regional Reach: 57/28 24%

### JULIO IGLESIAS & WILLIE NELSON

To All The Girls... (Columbia)  
National Summary: 62/15 26%  
Regional Reach: 62/15 26%

(Continued on Next Column)

### PHIL COLLINS

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LP: Soundtrack Against All Odds  
National Summary: 226/23 94%  
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### BON JOVI

Runaway (Mercury/PolyGram)  
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LP: Flat Earth  
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Here Comes The Rain Again (RCA)  
LP: Touch  
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Miss Me Blind (Virgin/Epic)  
LP: Colour By Numbers  
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Illegal Alien (Atlantic)  
LP: Genesis  
National Summary: 57/28 24%  
Regional Reach: 57/28 24%

### JULIO IGLESIAS & WILLIE NELSON

To All The Girls... (Columbia)  
National Summary: 62/15 26%  
Regional Reach: 62/15 26%

(Continued on Next Column)

Table with columns for stations (WCFL, WTVT, etc.), program names (GLESIA & NELSON), and times. Includes a 'BREAKER' logo.

**HOWARD JOHNSON**  
New Song (Elektra)  
Regional: 184/5 76%  
Summary: DEBUTS 10, SAME 3, DOWNS 8, ADOS 5

Table listing stations (e.g., WBNS, WTVT, WKMG) and program names (HOWARD JOHNSON) with associated times.

**KC**  
Give It Up (Meca)  
LP: KC Ten  
Regional: 164/9 68%  
Summary: DEBUTS 7, SAME 18, DOWNS 18, ADOS 9

Table listing stations (e.g., WCFL, WTVT, WKMG) and program names (KC) with associated times.

**KOOL & THE GANG**  
Tonight (De-Lite/PolyGram)  
LP: In The Heart  
Regional: 150/16 62%  
Summary: DEBUTS 27, SAME 19, DOWNS 16, ADOS 16

Table listing stations (e.g., WBNS, WTVT, WKMG) and program names (KOOL & THE GANG) with associated times.

**KOOL & THE GANG**  
Tonight (De-Lite/PolyGram)  
LP: In The Heart  
Regional: 150/16 62%  
Summary: DEBUTS 27, SAME 19, DOWNS 16, ADOS 16

Table listing stations (e.g., WBNS, WTVT, WKMG) and program names (KOOL & THE GANG) with associated times.

(Continued on Next Column)

Table with columns for stations (KROQ, KROX, etc.), program names (Kool & The Gang), and times. Includes a 'BREAKER' logo.

**Kenny Loggins**  
Club Michelle (Columbia)  
LP: Where's The Party?  
Regional: 55/7 23%  
Summary: DEBUTS 8, SAME 36, DOWNS 4, ADOS 7

Table listing stations (e.g., KROQ, KROX, KROV) and program names (Kenny Loggins) with associated times.

**Kenny Loggins**  
Footloose (Columbia)  
LP: Soundtrack Footloose  
Regional: 237/2 98%  
Summary: DEBUTS 214, SAME 18, DOWNS 2, ADOS 2

Table listing stations (e.g., KROQ, KROX, KROV) and program names (Kenny Loggins) with associated times.

**Kenny Loggins**  
Footloose (Columbia)  
LP: Soundtrack Footloose  
Regional: 237/2 98%  
Summary: DEBUTS 214, SAME 18, DOWNS 2, ADOS 2

Table listing stations (e.g., KROQ, KROX, KROV) and program names (Kenny Loggins) with associated times.

**Kenny Loggins**  
Footloose (Columbia)  
LP: Soundtrack Footloose  
Regional: 237/2 98%  
Summary: DEBUTS 214, SAME 18, DOWNS 2, ADOS 2

Table listing stations (e.g., KROQ, KROX, KROV) and program names (Kenny Loggins) with associated times.

(Continued on Next Column)

Table with columns for stations (KROQ, KROX, etc.), program names (Kenny Loggins), and times. Includes a 'BREAKER' logo.

**Christine McVie**  
Got A Hold On Me (WB)  
LP: Christine McVie  
Regional: 227/0 94%  
Summary: DEBUTS 19, SAME 9, DOWNS 8, ADOS 0

Table listing stations (e.g., KROQ, KROX, KROV) and program names (Christine McVie) with associated times.

**John Cougar Mellencamp**  
Authority Song (A&M)  
LP: Uh-Huh  
Regional: 78/74 32%  
Summary: DEBUTS 1, SAME 2, DOWNS 0, ADOS 74

Table listing stations (e.g., KROQ, KROX, KROV) and program names (John Cougar Mellencamp) with associated times.

**John Cougar Mellencamp**  
Authority Song (A&M)  
LP: Uh-Huh  
Regional: 78/74 32%  
Summary: DEBUTS 1, SAME 2, DOWNS 0, ADOS 74

Table listing stations (e.g., KROQ, KROX, KROV) and program names (John Cougar Mellencamp) with associated times.

**John Cougar Mellencamp**  
Authority Song (A&M)  
LP: Uh-Huh  
Regional: 78/74 32%  
Summary: DEBUTS 1, SAME 2, DOWNS 0, ADOS 74

Table listing stations (e.g., KROQ, KROX, KROV) and program names (John Cougar Mellencamp) with associated times.

(Continued on Next Column)

Table with columns for stations (KROQ, KROX, etc.), program names (Motel Crue), and times. Includes a 'BREAKER' logo.

**Christine McVie**  
Got A Hold On Me (WB)  
LP: Christine McVie  
Regional: 227/0 94%  
Summary: DEBUTS 19, SAME 9, DOWNS 8, ADOS 0

Table listing stations (e.g., KROQ, KROX, KROV) and program names (Christine McVie) with associated times.

**John Cougar Mellencamp**  
Authority Song (A&M)  
LP: Uh-Huh  
Regional: 78/74 32%  
Summary: DEBUTS 1, SAME 2, DOWNS 0, ADOS 74

Table listing stations (e.g., KROQ, KROX, KROV) and program names (John Cougar Mellencamp) with associated times.

**John Cougar Mellencamp**  
Authority Song (A&M)  
LP: Uh-Huh  
Regional: 78/74 32%  
Summary: DEBUTS 1, SAME 2, DOWNS 0, ADOS 74

Table listing stations (e.g., KROQ, KROX, KROV) and program names (John Cougar Mellencamp) with associated times.

**John Cougar Mellencamp**  
Authority Song (A&M)  
LP: Uh-Huh  
Regional: 78/74 32%  
Summary: DEBUTS 1, SAME 2, DOWNS 0, ADOS 74

Table listing stations (e.g., KROQ, KROX, KROV) and program names (John Cougar Mellencamp) with associated times.

(Continued on Next Column)

Table with columns for stations (KROQ, KROX, etc.), program names (Motel Crue), and times. Includes a 'BREAKER' logo.

**Christine McVie**  
Got A Hold On Me (WB)  
LP: Christine McVie  
Regional: 227/0 94%  
Summary: DEBUTS 19, SAME 9, DOWNS 8, ADOS 0

Table listing stations (e.g., KROQ, KROX, KROV) and program names (Christine McVie) with associated times.

**John Cougar Mellencamp**  
Authority Song (A&M)  
LP: Uh-Huh  
Regional: 78/74 32%  
Summary: DEBUTS 1, SAME 2, DOWNS 0, ADOS 74

Table listing stations (e.g., KROQ, KROX, KROV) and program names (John Cougar Mellencamp) with associated times.

**John Cougar Mellencamp**  
Authority Song (A&M)  
LP: Uh-Huh  
Regional: 78/74 32%  
Summary: DEBUTS 1, SAME 2, DOWNS 0, ADOS 74

Table listing stations (e.g., KROQ, KROX, KROV) and program names (John Cougar Mellencamp) with associated times.

**John Cougar Mellencamp**  
Authority Song (A&M)  
LP: Uh-Huh  
Regional: 78/74 32%  
Summary: DEBUTS 1, SAME 2, DOWNS 0, ADOS 74

Table listing stations (e.g., KROQ, KROX, KROV) and program names (John Cougar Mellencamp) with associated times.

(Continued on Next Column)

**ALAN PARSONS PROJECT**  
Don't Answer Me (Arista)  
LP: Ammonia Avenue  
Regional: 170/47 71%  
Summary: DEBUTS 16, SAME 15, DOWNS 16, ADOS 47

Table listing stations (e.g., KROQ, KROX, KROV) and program names (ALAN PARSONS PROJECT) with associated times.

**OLIVIA NEWTON-JOHN**  
Livin' In Desperate... (MCA)  
LP: Soundtrack Two Of A Kind  
Regional: 177/7 73%  
Summary: DEBUTS 10, SAME 16, DOWNS 1, ADOS 7

Table listing stations (e.g., KROQ, KROX, KROV) and program names (OLIVIA NEWTON-JOHN) with associated times.

**Pointer Sisters**  
Automatic (Planet/RCA)  
LP: Break Out  
Regional: 214/5 89%  
Summary: DEBUTS 7, SAME 12, DOWNS 2, ADOS 5

Table listing stations (e.g., KROQ, KROX, KROV) and program names (Pointer Sisters) with associated times.

**John Cougar Mellencamp**  
Authority Song (A&M)  
LP: Uh-Huh  
Regional: 78/74 32%  
Summary: DEBUTS 1, SAME 2, DOWNS 0, ADOS 74

Table listing stations (e.g., KROQ, KROX, KROV) and program names (John Cougar Mellencamp) with associated times.

**Night Ranger**  
Sister Christian (Camel/MCA)  
LP: Midnight Madness  
Regional: 58/30 23%  
Summary: DEBUTS 1, SAME 22, DOWNS 3, ADOS 30

Table listing stations (e.g., KROQ, KROX, KROV) and program names (Night Ranger) with associated times.

**Eddie Money**  
Club Michelle (Columbia)  
LP: Where's The Party?  
Regional: 55/7 23%  
Summary: DEBUTS 8, SAME 36, DOWNS 4, ADOS 7

Table listing stations (e.g., KROQ, KROX, KROV) and program names (Eddie Money) with associated times.

(Continued on Next Column)

R&R/Friday, March 9, 1984

QUEEN Radio Ga Ga (Capitol) LP: The Works

38 SPECIAL Back Where You Belong (A&M) LP: Tour De Force

174/180 77% National Summary

15 86% National Summary

127/131 51% National Summary

198/203 82% National Summary

LIONEL RICHIE Hello (Motown) LP: Can't Slow Down

198/203 82% National Summary

195/202 81% National Summary

195/202 81% National Summary

234/232 97% National Summary

ROCKWELL Somebody's... (Motown) LP: Somebody's Watching Me

174/180 77% National Summary

15 86% National Summary

127/131 51% National Summary

198/203 82% National Summary

195/202 81% National Summary

195/202 81% National Summary

195/202 81% National Summary

195/202 81% National Summary

195/202 81% National Summary

195/202 81% National Summary

195/202 81% National Summary

195/202 81% National Summary

174/180 77% National Summary

15 86% National Summary

127/131 51% National Summary

198/203 82% National Summary

195/202 81% National Summary

195/202 81% National Summary

195/202 81% National Summary

195/202 81% National Summary

195/202 81% National Summary

195/202 81% National Summary

195/202 81% National Summary

195/202 81% National Summary

TINA TURNER Let's Stay Together (Capitol)

137/14 57% National Summary

137/14 57% National Summary

200/8 83% National Summary

200/8 83% National Summary

200/8 83% National Summary

200/8 83% National Summary

200/8 83% National Summary

200/8 83% National Summary

200/8 83% National Summary

200/8 83% National Summary

200/8 83% National Summary

UB40 Red Red Wine (Virgin/A&M) LP: Labour Of Love

157/8 65% National Summary

157/8 65% National Summary

157/8 65% National Summary

157/8 65% National Summary

157/8 65% National Summary

157/8 65% National Summary

157/8 65% National Summary

157/8 65% National Summary

157/8 65% National Summary

157/8 65% National Summary

157/8 65% National Summary

172/3 71% National Summary

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172/3 71% National Summary

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172/3 71% National Summary

149/12 62% National Summary

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149/12 62% National Summary

149/12 62% National Summary

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149/12 62% National Summary

149/12 62% National Summary

149/12 62% National Summary

149/12 62% National Summary

New and Active Parallels continued

PARALLELS SIGNIFICANT ACTION

SONGS WITH LESS THAN 50 STATION REPORTS

"WEIRD AL" YANKOVIC Eat It (Rock 'N' Roll/CBS) LP: In 3-D. 183/87 76% National Summary. BREAKER 39. Includes station lists for various regions.

YES Leave It (Atlantic) LP: 90125. 180/19 75% National Summary. Includes station lists for various regions.

BRYAN ADAMS Heaven (A&M) LP: Soundtrack A Night In Heaven. Includes station lists for various regions.

DAVID BOWIE Without You (EMI America) LP: Let's Dance. Includes station lists for various regions.

PAUL YOUNG Come Back And Stay (Columbia) LP: No Parlez. 198/5 82% National Summary. Includes station lists for various regions.

DAZZ BAND Joystick (Motown) LP: Joystick. Includes station lists for various regions.

ENDGAMES Love Carez (MCA) LP: Building Beauty. Includes station lists for various regions.

ANDY FRASER Do You Love Me (Island/Atco) LP: Branded. Includes station lists for various regions.

JON ST. JAMES Oogity Boogity (EMI America) LP: trans-Atlantic. Includes station lists for various regions.

LAID BACK White Horse (Sire/WB) Includes station lists for various regions.

BARRY MANILOW You're Lookin' Hot... (Arista) LP: Greatest Hits Vol. II. Includes station lists for various regions.

MISSING PERSONS Give (Capitol) LP: Rhyme & Reason. Includes station lists for various regions.

MR. MISTER Hunters Of The Night (RCA) LP: I Wear The Face. Includes station lists for various regions.

OZZY OSBOURNE So Tired (CBS Associated) LP: Bark At The Moon. Includes station lists for various regions.

BILLY RANKIN Baby Come Back (A&M) LP: Growin' Up Too Fast. Includes station lists for various regions.

SHALAMAR Dancing In The... (Columbia) LP: Soundtrack Footloose. Includes station lists for various regions.

# AIR<sup>TM</sup>

# "IT ALL STARTS WITH LISTENING"

Active Industry Research • P.O. BOX 1136 • COLUMBIA, MARYLAND 21044 • 301-964-5544

## LISTENING IS DISCOVERING

For weeks on this page, AIR has stated that listening is discovering. Our participants have discovered records earlier thanks to the AIR incentive. Quotes from our participants that have appeared on this page first brought the issue to light.

To illustrate dramatically what we mean, here is a partial list of some of the songs sampled through AIR during competition # 1. All of the songs listed involved either a new act or one that hadn't had CHR success in some time.

All went on to be giant records in 1983:

TITLE	ARTIST
WHIRLY GIRL	OXO
LITTLE RED CORVETTE	PRINCE
STRAIGHT FROM THE HEART	BRYAN ADAMS
ALWAYS SOMETHING THERE TO REMIND ME	NAKED EYES
MORNIN'	JARREAU
TRY AGAIN	CHAMPAIGN
DON'T PAY THE FERRYMAN	CHRIS DeBURGH
ELECTRIC AVENUE	EDDY GRANT
TOO SHY	KAJAGOOGOO
NEVER GONNA LET YOU GO	SERGIO MENDES
SWEET DREAMS (ARE MADE OF THIS)	EURHYTHMICS
OUR HOUSE	MADNESS
ALL THIS LOVE	DeBARGE
SAVED BY ZERO	THE FIXX
PUTTIN' ON THE RITZ	TACO
THE SAFETY DANCE	MEN WITHOUT HATS
TRUE	SPANDAU BALLET
CUM ON FEEL THE NOIZE	QUIET RIOT
MAJOR TOM (COMING HOME)	PETER SCHILLING
BREAK MY STRIDE	MATHEW WILDER
TOTAL ECLIPSE OF THE HEART	BONNIE TYLER

Listening IS Discovering. AIR participants treat AIR records as a listening priority and react when they discover one. results are available within 10 days. AIR works. In the competition for exposure. Your artist wins. Call Alan Smith at (301) 964-5544 for complete information on how AIR can work for you.

Visibility starts with **AIR**.

WEEK

# 13

## AIR Response Records

WEEK

# 13

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, March 14, 1984.

#	TITLE	ARTIST	LABEL
2157	COMMUNICATION	SPANDAU BALLET	CHRYSALIS
2158	TO ALL THE GIRLS		
	I'VE LOVED BEFORE	JULIO IGLESIAS & WILLIE NELSON	COLUMBIA
2159	HEAD OVER HEELS	GO-GO'S	IRS/A&M
2160	UP THE CREEK	CHEAP TRICK	PASHA/CBS
2161	JIMMY LOVES MARYANN	JOSIE COTTON	ELEKTRA

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# THE PRETENDERS

THE NEW SINGLE

“SHOW ME”



B104  
WPHD  
94Q  
Z93  
KBEQ  
KMJK  
KS103  
WFLY  
WYCR

WLAN-FM  
WPST  
WRCK  
WKRZ-FM  
WHTF  
WBBQ  
KZZB  
WSSX  
WBCY

KITE  
WANS-FM  
WZYP  
WOKI  
WFMI  
WHHY-FM  
WGRD  
WZPL  
WKFR

K107  
KELI  
WHOT-FM  
KQXR  
KIKI  
KQMQ  
KSKD  
KDON-FM  
WFBG

WIGY  
WERZ  
WKHI  
WJBQ  
WSQV  
WISE  
WJAD  
WCGQ  
WFOX

WYKS  
KILE  
KNOE-FM  
WPFM  
WAEV  
KKQV  
WHSL  
WNBQ  
WBWB

KCMQ  
KYTN  
KRNA  
99KG  
KWTO-FM  
KDVV  
KFMW  
KCDQ  
KGHO

KOZE  
KCBN  
KBIM  
KSLY  
KZOZ  
KIST

Produced by Chris Thomas. On Sire Cassettes and Records. Marketed by Warner Bros. Records Inc.



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