

Radio & Records

THE INDUSTRY'S NEWSPAPER

JANUARY 15, 1982

ISSUE NUMBER 415

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Greenberg Joins Belo Broadcasting As VP/Radio

Marty Greenberg, President of ABC's FM stations, has joined Belo Broadcasting as VP/Radio, as previewed in R&R last week. Belo owns KZEW & WFAA/Dallas, and has mounted an expansion drive in the radio area to keep pace with its TV holdings.

Belo President Ward Huey told R&R, "Our goal is to fortify our current radio operation and seek to build a radio division of substantial dimensions. Marty is simply the ideal person — his background, skills, experience, style of business — he ideally fits that goal. The timing of our company's growth and his desire to grow was perfect. It was apparent early on that this could be equally beneficial for Marty and for us."



Marty Greenberg

Greenberg told R&R, "The opportunity Belo afforded me was exactly the kind of work I wanted to do, to be involved with for the next 15 or 20 years. Leaving ABC has nothing to do with any negatives by any stretch of the imagination. I'm one of the great ABC Radio believers. It was my life for 17½ years, and a very successful one. "The Belo opportunity was just so attractive it's almost as though the two of us were put into a com-

GREENBERG/See Page 18

Radio Ready For Cold Crisis

As the North, Northeast, Midwest, and South suffered through the coldest winter temperatures in up to a century, radio stations contacted by R&R seemed to take the big freeze in stride. Not only stations but people in general seemed better prepared than in the past for the extreme cold and snow, even in Southern areas where the phenomenon was almost unknown.

Most stations did not find it necessary to break format, although many stepped up news operations and aired frequent weather reports and news of school and business closings. Stations offered tips on starting cars in cold weather, frostbite treatment, and similar handy information.

In Lafayette, LA, KVOL PD Phil Rankin reported that a severe ice storm drove FM stations off the air, and said the station was informing the public on road closings. A few stations, such as WPHD/Buffalo and (probably

a first) Z93/Atlanta, had staffers boarding at nearby hotels or at the station. One PD, WGCL/Cleveland's Bob Travis, suffered a personal mishap when he totalled his Corvette by slipping on patch ice and running broadside into a truck, but he was able to walk away from the accident.

But most station personnel seemed calm and capable of coping with wintry adversity, and reported that their listeners were still attending sports matches and other public functions. And, as always, some stations looked for the promotional light side. WLS/Chicago gave away hooded sweat-shirts reading "I Survived The Coldest Winter In History, Chicago '82"; and WHK/Cleveland gave away thermal underwear.

Marx, Morley New Katz Sr. VP's

Katz Broadcasting has promoted four of its executives with Steve Marx and Jim Morley new Senior VP's of the corporation. John Marino becomes VP/Engineering and Richard Reis is WFTQ/Worcester's new GM.

Marx continues as GM of WFTQ's FM sister WAAF. Katz Broadcasting President Richard Ferguson, commenting on Marx's and Reis's appointments, said the moves "reflect a combination of the company's increased commitment to both WAAF and WFTQ. With separate full-time General Managers, both stations will be positioned to attain the additional growth we believe possible in the coming years." Reis had been GSM of both stations.

KATZ/See Page 18

SANDS NEW PD

WOKY Switches To "Music Of Your Life"

Longtime contemporary WOKY/Milwaukee will drop its current CHR format in favor of Al Ham's syndicated "Music Of Your Life" on January 16. Charter Broadcasting National Program Director Al Casey's announcement was regarded as surprising in light of Charter's agreement with Surrey Broadcasting to purchase six of Charter's stations including WOKY (R&R 12-11-81).

Casey explained the format shift, telling R&R, "I did a serious evaluation of the market about a month ago and discovered that everyone is A/C or basically playing oldies. This makes too many stations going for the same audience. We explored our options for WOKY and decided that to fix our current contemporary format would be too tough. I flew in to see the corporate people at Surrey as a courtesy to advise them of what we were planning, and they seemed pleased at our proposed direction for the station, even though they will not take over until June."

Harris Replaces Jones As PD At KRLY

KRLY/Houston General Manager John Hiatt replaced Michael Jones as Program Director last week, hiring WGCI/Chicago PD Steve Harris. Citing philosophical differences, Hiatt explained the PD change to R&R. "I felt that Michael and I were not in agreement as to why the station is doing as well as it is. I didn't feel we could maintain our success with the two of us not in sync.

"Steve Harris has an unbelievable feel for music. He's been very successful up in Chicago and came very highly recommended by his mentor, Barry Mayo

HARRIS/See Page 18

Brown Replaced As PD

WOKY Program Director Jim Brown will not stay with the station as it changes format. Brown told R&R, "As far as the Al Ham format goes, I have mixed emotions about it. I've seen it work in other markets, but you just hate to see a great contemporary tradition like WOKY bite the dust. I would like to stay here in Milwaukee, and feel there are some stations in the market that I could help. I leave with the best of feelings toward WOKY and Charter. I wish them the best of luck, but I'm very saddened to see this happen."

Casey announced that Steve Sands would become WOKY's new Program Director. Sands, who comes from KEZL/San Diego, where he had been Operations Director in the recent past as well as KEZL's morning per-

WOKY/See Page 18

Robertson New GM At KJR

Rich Robertson has been named General Manager at KJR/Seattle coming from his most recent position as Local Sales Manager of KSEA/Seattle. Robertson commented on his new appointment, telling R&R, "This has been one of the great radio stations in the Northwest. The advent of FM has caused some problems for AM music stations, so some changes need to be made. There has been some slippage, but this is still a very good radio station. It has some unique capabilities of being a great radio station again and those are the kinds of ingredients that I'm looking to pull together to bring it back."

Prior to his 14 months as Local Sales Manager for KSEA, Robertson served as General Sales Manager and account executive at KVI/Seattle. His appointment at KJR is effective immediately.

First Fall Arbitrons Released

New York:

WRKS Explodes; WOR Edges WKTU For First

Los Angeles:

KLOS Passes KMET As KROQ Hits High; CHR Battle Shows KRLA, XTRA, KIIS Up; KRTH, KIQQ, KFI Down

See Page 10 For Full Results

KCKN/See Page 18

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The Research Group

Radio's Strategic Research Team

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We've Moved The Music

R&R's New Music Section Brings You...

- R&R's comprehensive music information in one location for greater convenience
- Music highlights from every format
- Dan Formento's "Today In Music History"
- National Format Music Adds

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NAUMANN, CATANIA PROMOTED IN AOR

Smith, Becce Take RCA National Promotion Posts

Bill Smith has joined RCA as National Promotion Director/West Coast, with National Singles Promotion Director Mike Becce taking on a similar position for the East Coast. Both report to VP/Promotion John Betancourt. Smith was National Singles Promotion Director at Elektra/Asylum.

Betancourt told R&R, "Basically what I'm going to do is divide the country up, East Coast handled by Mike Becce and Bill Smith on the West Coast. Billy will be my troubleshooter for CHR radio, with Becce handling A/C and the trades as well as personnel. Billy will be responsible for a general upgrading of our West Coast profile, since we're an East Coast-based company."

He added that Bonnie Goldner will continue in her national A/C promotion responsibilities, reporting to Becce. Betancourt continued, "I've also moved Jeff Naumann, who did local promotion in L.A., and Bob Catania (local in Philadelphia) to National Album Promotion Manager under National Album Promotion Director Bill McGathy. Naumann stays in L.A. and Catania moves to New York."

McGathy, commenting on Naumann and Catania, told R&R their addition "will only serve to strengthen an album department which grew by leaps and bounds in 1981."

RCA/See Page 18

NATIONAL SINGLES DIRECTOR

Galliani Promoted At Elektra/Asylum

Lou Galliani has been elevated to National Singles Promotion Director for Elektra/Asylum, replacing Bill Smith, who recently joined RCA (see separate story). Galliani had been National Promotion Director/Field Operations & Information.

Sr. VP/Promotion Jerry Sharell commented, "Lou's here to break records, talk to as many radio people as possible, and to help direct our field staff by scheduling singles and establishing priorities. His job is no different from that of any other national promotion director, but those of us who know Lou know he'll soon be recognized as the very best at it. It's his chance to 'shine.' Galliani is a perfect example of a nice guy finishing first."

Galliani entered the record business in 1965 with Mercury, later working at Capitol, RCA, E/A, ABC, and operating Galliani Bros. Promotion in San Francisco before rejoining E/A recently.

\$350 CONTRIBUTIONS ASKED

RAB Ratings Committee Requests Radio's Support

The Radio Advertising Bureau's Industry All-Radio Ratings Committee developed plans to seek broad-based financial support in meetings this week. The committee also added four prominent broadcasters and received a preliminary report from its law firm exploring options to achieve a more competitive ratings environment.

According to Miles David, President of the RAB and Secretary-Treasurer of the committee, the body will "send a letter to



Lou Galliani

RAB/See Page 18



I can see for miles and miles and miles

The WNEW-FM Calendar Strikes Again

WNEW-FM/New York's calendars are establishing an enviable reputation for imagination and execution. Last year the station's personalities were pictured parodying famous album covers, and this year they turned their attention to well-known lines from historic hits — with a little help from their friends, artists like Billy Joel, Meat Loaf, Joan Jett, Ray Davies of the Kinks, and Clarence Clemmons of Bruce Springsteen's band. In the sample above, a brunette Debbie Harry and Chris Stein from Blondie (left) help the staff illustrate the Who's "I Can See For Miles."

WOLT TAKES OVER AS WJMD GM

San Juan Moves Hess To KLVU From WJMD

San Juan Racing, which recently sold WJMD/Washington to Gulf Broadcasting Group as part of a five-station deal, has transferred WJMD General Manager Gary Hess to KLVU/Dallas (an SJR station). Hess, who has already taken over the GM position at KLVU, told R&R, "I worked for San Juan since its inception — eleven years. Before managing WJMD I was Director of Engineering for SJR for 10 years. I spent two years here in Dallas when I was building the tower complex for KLVU. While I do miss WJMD, which is a

big winner, my plans are to make this station a winner too. We've got the best signal in Dallas... the closest thing to a clear-channel FM I've ever seen."

Gulf Broadcasting announced that WFBQ & WNDE/Indianapolis General Manager Ken Wolt would assume the management duties at WJMD. Wolt, who managed WBBF & WMJQ/Rochester and programmed WRC/Washington prior to joining WFBQ & WNDE, told R&R, "It's nice to come back to Washington. This really is my third time in the market. Before WJMD and WRC I was once an air personality at WPGC/Washington. WJMD is the hottest station in the market. I don't plan any immediate changes... business is good. I do have some regrets about leaving Indianapolis, my friends and associates, but this is a special, unique city and I'm happy to be back."

50 CBS Staffers Laid Off

Approximately 50 employees at Columbia and Epic Records were dismissed last Friday (1-8) in what a CBS spokesman termed a "necessary elimination of some positions" spurred by "conditions prevailing in today's record marketplace." The spokesman added that most of the layoffs were in field positions, although staffers in national promotion, publicity, and other departments were let go. It was reiterated by CBS that the dismissals in no way affected the separate-label structure of Columbia and Epic/Portrait/Associated Labels.

Chandler Returns To KSON As FM PD

Ed Chandler, who programmed KSON/San Diego for four years before joining KCBQ/San Diego as Music Director three years ago, has returned to KSON as Program Director of KSON-FM. Chandler told R&R, "It's been a really unique experience (coming back to KSON). (KSON-AM & FM GM) Don Nelson and I have known each other for a number of years. When we started with KCBQ going Country, he was involved with the switch there, and I'm excited about being able to work with the man again. It's a lot like being in a new radio station because before I was more involved with the AM than the FM. Now, being with the FM, we've purchased a new 50 kw stereo transmitter... and I really think the FM is going to do it."

CHANDLER/See Page 18

Vincelette Joins WYOR As GM

Pete Vincelette has been appointed General Manager of Insilco's WYOR/Miami. The position had been temporarily held by Frank Moore, who assumed the post in addition to his duties as Senior VP/GM of WYOR's sister station WVCG/Miami. Vincelette's appointment enables Moore to devote full time to WVCG, while continuing to oversee WYOR.

Vincelette comes to WYOR from his recent tenure as VP/GM of WJYE/Buffalo. Previously he was General Sales Manager at WLKW-AM & FM/Providence after filling the posts of Local Sales Manager and account executive. Vincelette's appointment, which is effective immediately, was announced by Fred Walker, President of Broad Street Communications, the parent company of Insilco Broadcast Group.

Moll Promoted At Harte-Hanks

William Moll, who was named President of the Broadcast & Entertainment Division of Harte-Hanks last June, now assumes the additional duties as Chief Executive Officer of the division following the retirement of former Broadcast & Entertainment CEO Wayne Kearl.

MOLL/See Page 18

Washington Report

NRBA Adds 400 New Members

Membership in the National Radio Broadcasters Association (NRBA) grew by 396 in 1981. Signing up were 27 radio groups owning 218 stations, 125 independent stations, and 53 radio-related firms. Combined with a 1980 increase that topped 400, last year's sign-ups bring the group's total membership to nearly 1800. The association's 1982 convention will be held at the MGM Grand Hotel in Reno September 12-15.

News Of The Week

• Larry Harris this week took over as FCC Broadcast Bureau Chief, replacing Dick Shiben. Harris was previously an MCI VP and had been a consulting attorney in private practice.

• House Telecommunications Subcommittee Chairman Tim Wirth prepared to announce he would push ahead with a common carrier bill, despite last week's settlement of the government's antitrust suit against AT&T. That means broadcast legislation will continue to be a low priority for the panel.

• AM stereo was pulled from the agenda for this week's FCC meeting (1-13), reportedly because several Commissioners wanted to study the item further. It has been tentatively rescheduled for a vote on January 28. FM Quad won't be considered until later.

• The NAB promoted Barry Umansky, an Assistant General Counsel, to the Deputy GC post opened up when Jim Popham became VP/Government Relations.

• The FCC on January 4 began issuing General Radiotelephone licenses to the holders of expired First and Second Class licenses, both of which are being phased out.

• To further help public radio stations make money, the FCC proposed ending a ban on letting them rent out FM subcarriers for commercial purposes such as background music services.

• Commissioner Jim Quello officially named Kenneth Howard, a lawyer in the FCC Legislative Affairs Unit, as his legal assistant.

Week In Review

- Broadcasters meet to plan tactics for overcoming House opposition to deregulation.
- Vast majority of American AM stations win Region 2 Conference approval.
- Ex-Star Stations head Don Burden enters hearings to determine whether he'll rejoin radio's ranks.

LOST STAR STATION LICENSES IN 1975

Burden's Radio Comeback Goes To FCC Hearing

Don Burden, whose five Star Station licenses were denied in 1975, sat quietly in the FCC meeting room this week (1-12) and heard himself described both as a scoundrel who should be barred from reentering broadcasting, and as a businessman who deserves a second chance.

The Commissioners were hearing oral arguments on Burden's controversial application to get back into radio by buying KPEN/Los Altos, CA. The FCC's closed-door decision in the case had not been released at press time.

Broadcast Bureau attorney Lawrence Bernstein vehemently argued against the application. He charged that Burden had presided over "more than a decade of the most flagrant misconduct in broadcast history" and had presented no evidence that he's been rehabilitated since 1975.

Bernstein also accused Burden, in filing his KPEN application, with improperly failing to disclose numerous business interests, including a six-year \$440,000 contract to consult WIFE/Indianapolis, one of his former stations.

But Burden's attorney, Stanley Neustadt of the firm Cohn & Marks, said the omissions were "technical and rather petty." Denying the purchase of KPEN, he charged, would turn the 1975 action against Burden into "a kind of death sentence." He

argued KPEN is only a small station and that Burden has compiled a clean business record since 1975.

Questions posed by the Commissioners showed they were troubled by to what degree, if any, Burden's past misdeeds should be held against him after the passage of six years, and after he was so severely punished by five license denials.

The Star Stations he lost were WIFE-AM & FM/Indianapolis, KOIL-AM & FM/Omaha and KISN/Vancouver, WA.

His misconduct included slanting news for and against candidates, giving thousands of dollars in free advertising to a U.S. Senator and covering it up with a "sham contract," hyping ratings with misleading audience surveys, intimidating and harassing ex-employees who testified against him, and attempting to bribe local zoning officials.

The Broadcast Bureau's Bernstein told the Commission, "Don Burden has set standards for misconduct that, happily, few broadcasters have ever approached."

FOWLER CALLS FAIRNESS MEETING

Deregulation Push Unites Broadcast Groups

Representatives of nine broadcast groups met in Washington this week (1-12) to plan a joint effort to push deregulation through Congress — especially the House, where powerful opposition exists.

Last week, meanwhile, FCC Chairman Mark Fowler called leaders of several trade groups to his office to discuss legislation to repeal equal time and fairness rules.

"I think everybody feels that together we can accomplish much more," said Sis Kaplan, President/National Radio Broadcasters Assn. (NRBA), which organized the deregulation meeting.

"We've got a battle," Kaplan admitted. "We obviously don't have the support in the House at this time that we have in the Senate. We intend to achieve it." The groups agreed to meet again February 23.

Although seven invited groups declined to attend, several people who did take part said it was a useful session. NAB VP/Government Relations Jim Popham said of deregulation's chances this year, "It's a possibility, but it's very much an uphill battle."

Ernie Schultz, Exec. Director/Radio-TV News Directors Assn. (RTNDA) said he's more optimistic than most other observers as long as broadcasters "can get people to see these rules for what they really are — government interference."

Also represented were National Public Radio, Daytime Broadcasters Assn., Broadcast Financial Management Assn., National Religious Broadcasters Assn., National Assn. of Farm Broadcasters, and the National Assn. of Public TV Stations.

Regarding last week's meeting on First Amendment issues, one participant described Chairman Fowler as being "very hopeful" of persuading the current Congress to repeal the Fairness Doctrine and the Equal Time Provision. Attending were representatives of NAB, NRBA, RTNDA, National Cable TV Assn., and Society of Professional Journalists-Sigma Delta Chi.

INDUSTRY SEEMS SATISFIED

Rio Conference OK's 90% Of U.S. AM's

Over 90% of this country's AM stations won approval for their broadcast patterns from the Region 2 AM conference just concluded in Rio de Janeiro. That was the report given to industry leaders at a briefing by members of the U.S. delegation last week in Washington.

The remaining 10% of American AM's either cause or receive unacceptable levels of interference. The United States will negotiate those problems directly with the countries involved between now and mid-1983, when the Rio agreement goes into effect.

FCC officials were unable to say which stations require negotiation because they're still "unpacking" and the 1500-page list is filled with errors that must be "cleaned up."

Delegation And Industry Both Seem Satisfied

FCC Chairman Mark Fowler opened the briefing by declaring that the U.S. had achieved all of its goals. Industry observers seemed to agree.

"Everything that was possible was accomplished," reported NAB representative Mike Lareau of WOOD/Grand Rapids, who attended part of the conference. He praised the delegation's "great work."

Attorney Vince Pepper served as a senior advisor to the delegation. He termed the agreement "a positive step forward in the

preservation of the existing services of the United States and in the orderly development of future expansion."

Another senior advisor, Wally Johnson of ABES, lauded the American team's "admirable job," and especially the "very excellent leadership" of delegation chairman Konnie Schaefer, who is Chairman Fowler's international advisor.

Major achievements of the Rio meeting, from the American point of view, were the decisions to keep 10 kHz AM spacing and to abandon a Canadian proposal to plan AM allocations five years in advance.

Ball Now In Cuba's Court

Since Cuba stormed out of the meeting and will not sign the interference protection agreement, Schaefer said, "The ball is now in Cuba's court." There was clearly concern by many industry representatives at the briefing about what Cuba will do next.

One clue may come from a message Cuba has sent to the International Telecommunications Union (ITU). The U.S. has not yet seen the message, but Schaefer said he has received word that it's "vague" and "not positive."



REPORT FROM RIO — Briefing radio industry leaders in Washington last week on the recently concluded AM conference in Rio de Janeiro were (l-r) U.S. delegation chairman Konnie Schaefer, FCC Technical & International Branch Chief Wilson La Follette, State Department official Bill Jahn, attorney Vince Pepper, and Broadcast Bureau Attorney Lou Stephens.

**"DON'T LET HIM KNOW"
AN AOR DAZZLER FROM**

PARISM

**DEBUTS AT #33
AOR NATIONAL AIRPLAY/40**

**NOW A SINGLE FOR CHR!
FROM THE ALBUM**



PRODUCED BY CARTER



SMALL CHANGE



Computing The Best Computer Buys

The computer craze is running full tilt — at the office and at home. To prevent you from getting shafted while shifting into computer gear, this month's **Popular Mechanics** compares the six best buys in home computers. They are: the **Apple II**, **Atari 800**, **IBM**, **Commodore Pet**, **Radio Shack's TRS-80 (Model 3)**, and **Texas Instruments' 99/4A**.

All six can be programmed in BASIC, the most popular of the personal computer languages because of two reasons: (1) it's similar to English and (2) it's easy to learn. They each have 48K (48,000 bits) of programmable memory, although Apple and IBM carry the capacity for 64K and 256K, respectively. Other common features include the ability to draw designs, bar graphs, pictures and artistic graphics. With all these similarities as well as notable differences, it's no wonder a potential buyer runs into difficulty.

\$899-\$1995 Price Range

To help customers find their way out of the maze, the magazine put together a chart that eliminates the amateur's fact-finding mission. Prices were determined by including one disc drive (which lets you retrieve and store programs/data better than tape recorders) and the added hardware needed for each computer to use that drive. As a result, Radio Shack's TRS-80, the most popular of the personal computers, clocks in at \$1995 followed by IBM at \$1565. Apple II and Pet are tied at \$1295 with the Atari 800 at \$1280. Texas Instruments brings up the rear at \$925. But not for long. Interestingly enough, Atari recently reduced the suggested retail price of its 800 model by 16% — from \$1080 to \$899.

Searching For Ideal Mate

Depending on what features you feel add up to the perfect personal match, each of the six offers its own unique drawing cards. The Apple II is said to be a leader in the field featuring both color and sound. But its main attraction is ease of expansion; users can choose from a vast assortment of hardware and software. Atari has the best graphic capability in color. Plus its competitive threat strengthens this year with the availability of more software.

IBM's personal computer has color, full-size screen, and a detachable keyboard with six-foot cord. Meanwhile, Commodore Pet owns the distinction of being one of the first personal computers in the industry. It has a good keyboard and optional 80-column screen with 128 special characters. The Pet also comes with a built-in black and white monitor which makes it easier for an operator to program graphically. By the way, color capable computers use home televisions or extra cost color monitors.

Radio Shack's contender also

struments' 99/4 has been succeeded by its 99/4A which features an altered keyboard. In conjunction, the firm has developed what is considered to be the best educational program, the LOGOS language.

Accessories Significant

You can do more with Apple II and Radio Shack primarily because they have a stronger hold on the hardware/software people. Since these two companies have sold the most units and have more users, the secondary manufacturers have catered to them so there are literally thousands of programs for each of these machines.

Add-ons range from printers, modems (which let you communicate on the phone with other computers) and speech synthesizers. Apple II, with eight input/output ports on the main circuit board, leads the pack here, too. This number of slots gives outside suppliers free rein in terms of accessories. Radio Shack ranks second in this category.

For radio applications of computers, see **Jeff Green's** column, Page 23.



operates with a built-in black and white display built into the same case as the computer and drive. Texas In-

Scripto Fires Up Disposable Lighter Line

Hoping to cash in on the \$100 million spent last year on rock and roll paraphernalia, Atlanta-based **Scripto, Inc.** plans to market \$1.99 Star Light disposable lighters. The lighters will be emblazoned with the likes of such popular groups as **REO Speedwagon**, **Journey**, and the **Who** and sold in both convenience and record outlets. Scripto wants to kindle the buying fever of the favored 18-25 age group, which accounts for 30% of the 350 million disposable lighters sold yearly.

Arista Launches Higher Quality Tape Line

Arista Records has unveiled **Qualitape**, a new line of prerecorded cassettes designed to meet consumer demands for higher quality tape.

According to **Aaron W. Levy, Sr.** VP/Finance, Arista is utilizing three types of tape, **AGFA 611**, **BASF DPS-1** and **CRP Ultra-4**. With the advent of improved duplicating equipment and a lower duplication rate of 32:1, Levy says the company is looking ahead to innovations in the duping process which will premiere in February.

Qualitape will be housed in a red cassette case with song titles displayed on the front and the bar code relocated on the back. Credits, liner notes and other vital album jacket information will be listed on an inner flap.

Decibels Distort Rock Lyrics

Why are rock 'n' roll lyrics so difficult to understand? According to Professor **Mario Rossi** of France's **Institute of Phonetics**, normal speech volume (below 80 decibels) gives us a working repertoire of 15 different vowel sounds. But when you electronically sweeten the volume (above 80 decibels), those 15 sounds are reduced to the mono tones of "OO," "EE" and "AH," earlier made famous by **Alvin and the Chipmunks**. Also, lyrics may as well be ignored when recording high-pitched singers. All vowels sound the same once a singer hits an octave above middle E.

February Radio Conference Set

Waters & Co. is sponsoring the "Conference On The Future Of Radio" in Houston, February 26-27. The conference is being touted as the first of its type dealing specifically with the effects of today's burgeoning

technology on radio broadcasting.

Houston's Doubletree Hotel is the planned site for the radio confab. For further registration information, contact **Pamela Shane** at (703) 461-9958.

A&M \$6.98 "Developing Artists" Series Debuts

Bearing in mind that if the price is right, consumers will buy, **A&M Records** has instituted a \$6.98 list price on selected albums by new acts. Four LP's designated for January release will kick off the series. They are: **Doc Holliday's** "Doc Holliday Rides Again," a debut album by **Harari**, **Chas Jankel's** "Questionnaire," and "Let It Rock" performed by **Johnny and the Distractions**.

Prefix numbers for albums (SP-6) and cassettes (CS-6) will differentiate the new series product from the regular \$8.98 series (SP). With the inauguration of the "Developing Artists" line, accounts will have a 120-day billing period versus the usual 60-day terms.

The *Videoscope* column will return next week with full CES details.

Talking Machine Tackles Sexism

Little did the makers of talking clocks realize that their formerly impersonal innovations could become embroiled in a sexist war. But, amazingly enough, it does matter to some people whether they wake up to a male or female voice in the morning.

To circumvent a charge of sex discrimination, **Sears** teamed with Japan and devised the "Sears Talking Machine," an AM/FM clock radio that speaks as either a man or a woman.

The Talking Machine can be adjusted to announce the time automatically at hour or half-hour intervals. Or the more energetic person can press its "Talking Time Bar." It comes equipped with two alarms. One, the message alarm, gives a sleeper the option of choosing a message ("Good morning. It's time to wake up" or "It's time for your appointment") and a male or female voice. The second alarm can be used independently of the message alarm, letting you wake up to the radio only.

For some reason, however, the third message, "It's time to take your medicine" comes only in a male version. The same holds true for the hourly/half-hourly announcements and the response to the Talking Time Bar.



Sears Talking Machine

5 YEARS AGO TODAY Radio & Records

- **BILL MOYES NAMED VP AT FRANK MAGID ASSOCIATES**
- **ROCHELLE STAAB NEW PD AT KIIS-AM & FM/LOS ANGELES: Had been VP/Programming at Bartell**
- **NUMBER ONE FIVE YEARS AGO: "Blinded By The Light" — Manfred Mann's Earth Band (WB)**
- **NUMBER ONE COUNTRY: "You Never Miss A Real Good Thing" — Crystal Gayle (UA)**
- **NUMBER ONE LP: "Hotel California" — Eagles (Asylum)**

WESTWOOD ONE

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

LOS ANGELES

NEW YORK



San Francisco

Networks/Program Suppliers



B.J. Anderson has been upped to the newly-created post of VP/Marketing for **Drake-Chenault Enterprises, Inc.** Formerly Director of Marketing, Anderson has been with Drake-Chenault since 1964, moving from Traffic Director at **KYNO/Fresno** to Regional Manager prior to her most recent post. Her responsibilities include assisting the firm's regional managers in format and feature sales.



"The History Of Country Music," the 52-hour special set to air in April has been postponed. Two significant members of the production staff were ill for an extended period of time, and the company will wait for them to recover. New airdates will be decided upon and announced in the near future.

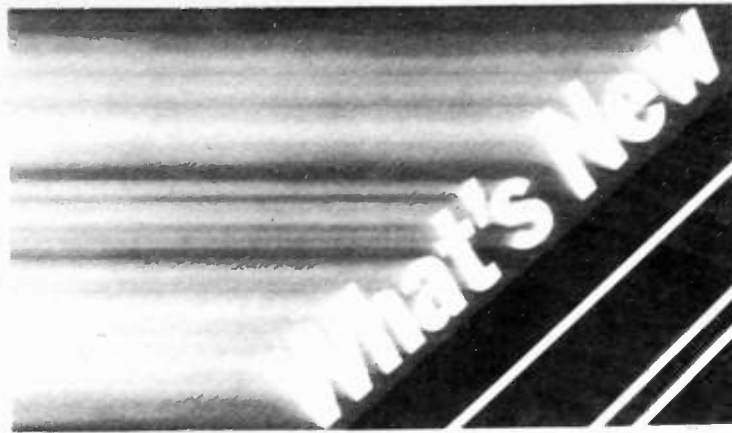


Chevrolet is set to sponsor two new music series, "The Hot Ones" and "Captured Live!" Both programs are targeted at the young adult audience. "The Hot Ones," kicked off January 11-12 featuring **Queen**. The second one-hour music/interview special in the series will air January 25-26 focusing on **Olivia Newton-John**. A live recorded concert format is the basis of "Captured Live!," which runs weekly March through September and spotlights the concert performances of contemporary artists. It includes artists' comments and fan reaction.

"Weekly Music Magazine," a new three-hour series of the week's top hits and an artist close-up, premiered January 9-10 with **Ringo Starr** highlighted. Another RKO Radioshows offering, "Musicstar Specials," debuts January 18-19 with a music/interview blend featuring **Marty Balin**.



CHEVROLET CHECKS IN WITH RKO — Chevrolet recently signed a contract to present two music programs via **RKO Radio Networks**. Pictured circled around Chevy's 1982 Camaro Z-28 are (l-r): **Lou Schultz**, Sr. VP, **Campbell-Ewald** (Chevy's agency); **Thomas Staudt**, Chevrolet's General Marketing Manager; **Thomas F. Burchill**, President, RKO Radio Networks; and **David Martin**, Sr. VP, Campbell-Ewald.



According to **Arbitron** figures, **NPR** listenership rose 40% in 1981 to seven million persons. Factors credited by NPR officials include the popularity of "All Things Considered" and "Morning Edition," plus last year's "Star Wars" special.

Metro Traffic Control

William E. Lyke Jr. has been appointed Executive VP, **Metro Traffic Control**. Lyke moves to his new position from the **Dallas Times-Herald** where he had most recently been Retail Advertising Director. His responsibilities include the overseeing of all marketing and operations for the firm's ten U.S. markets. Lyke will be based in Dallas. **William Lyke Jr.**



Last week, the **Mutual Broadcasting System** cut its remaining ties as a national terrestrial network, completely converting to radio broadcasting via satellite. The move frees Mutual from more than 50,000 miles of **AT&T**-supplied land lines and is part of the process involved in establishing the net's national satellite distribution system. An emergency back-up line between Washington, DC and New York City as well as various local lines are the only remnants of the land line system.



Dan Formento has been named Production Manager with responsibility for nine daily **Source** feeds. He reports to **George Taylor Moore**.

The "Dan Fogelberg Special" airs January 15-17, blending two hours of music and interviews. Next weekend (January 22-24), **Triumph** will be presented in a recorded-in-concert broadcast.

Minnesota Public Radio Goes Digital

St. Paul-based **Minnesota Public Radio (MPR)** has announced it is the first U.S. broadcasting operation to install a multi-track digital recording and editing system. Prior to this, only commercial recording studios came digitally equipped.

The **3M** system has been set up in MPR's state-of-the-art 24-track production studio, famous for the post-production of "Star Wars For Radio." Plans for use of the digital equipment include remote broadcasts featuring the **Minnesota Orchestra** and **Saint Paul Chamber Orchestra**.



Ray Scott, voice of radio's "Countdown to Kickoff" and veteran sportscaster, has signed with the firm to produce and distribute "The Legend-makers." Scheduled to debut the week of January 25, this new show profiles five sports personalities each week. The five-minute segments offer little-known and other unique aspects about the figure, who isn't identified until the very end.

"The Lovemakers '82" special has been expanded by an hour due to numerous station requests. The four hour Valentine program is hosted by **Don Bleu** and includes thoughts about love from such artists as **Rod Stewart**, **Diana Ross**, and **Barry Manilow**.

For more information on either program, call (213) 467-5111.

Radio Arts, Inc.

Format signings include **WLOI/La Porte, IN** with "Encore"; **KLEI/Honolulu** with "The Entertainers"; **KDWD/Burlington, IA**; **KWYX-FM/Jasper,**

TX; **KWYN-FM/Wynne, AR**; and **KAOL/Carrollton, MO** with "Sound 10"; and **KMZU-FM/Carrollton, MO** and **KNZA-FM/Hiawatha, KS** with "Bright 'N Easy Country."



The net introduces two of its latest affiliates: **KSHE/St. Louis** and **WAPI-FM/Birmingham**.

Warner Bros. group the **Doobie Brothers** are scheduled guests next week (1-18) on "Rockline." And, for all you hosers out there in radioland, **Bob & Doug McKenzie** share the same bill.



narwood productions

"The Music Makers," hosted by **Skitch Henderson**, and spotlighting musical stars of the past four decades, is set on the week of January 18 with **Woody Herman** and the following week (1-25) **Helen O'Connell**.

State Radio Nets Meet In Vail

Sales compensation plans, affiliate relations, and negotiation techniques were on the agenda last week in Vail, CO at a meeting of the **National Association of State Radio Networks (NASRN)**. The group represents 18 news and information nets with a total of 1400 affiliates.

A highlight of the conference of network owners and managers was a series of three seminars on negotiation techniques led by Dr. **Marshall Reddick** of **UCLA**.

Georgia Network President **Don Kennedy** says state radio nets have become a "multi-million dollar business" in recent years as their reach and effectiveness have been "discovered" by major ad agencies.

Reps



Madeline Dubrowski has been promoted to Director of Public and Media Relations. For the past 2 1/2 years, she served as Marketing/Media Analyst for the firm.



Madeline Dubrowski



RKO Radio Sales

The firm has handed VP stripes to three of its directors: **Harry Durando**, VP, Director/Station Relations; **Deborah Tassone**, VP, Director/Research; **Jerry Kelly**, VP, Director/Sales.

WMKE & WBCS-FM/Milwaukee have appointed the firm to represent them.



Torbet Radio

William Kehlbeck has been appointed Network Manager. Formerly an account executive in the firm's New York office, Kehlbeck has also worked with **Roslin Radio Sales** and at **WRKO & WROR/Boston** as an account exec.

In other related activity, **Steve McCurdy** is now a member of the company's Dallas radio staff. He had been a VP and cofounder of **RAF Computing** in Chicago.

Hillier, Newmark and Wechsler Radio Sales

The following stations have signed on as clients: **WITH/Baltimore** and **WJAS/Pittsburgh**, both programming **Al Ham's "Music Of Your Life"**; **WLAN-FM & FM/Lancaster, PA** and **WRFY-FM/Reading, PA**, all A/C formatted; and **WHYL-AM & FM/Harrisburg, PA**, contemporary Country.



NBC NETS SCIENTIFIC-ATLANTA — **NBC Radio** has signed an agreement with **Scientific-Atlanta, Inc.** for digital satellite earth stations. These stations are slated for use by the **NBC Radio Network** and the **Source** as well as any future networks or program services of **NBC Radio**. The three-meter earth stations are being installed immediately at affiliate stations (dishes will be owned by stations). Interim analog service starts on March 1 with full digital service available in January, 1983. Shown at the signing are (l-r) **Scientific-Atlanta VP Allen Ecker**, Director, Engineering, **NBC Radio**; **Richard Verne**, **NBC Radio** President; and **Alan McBride** of **Scientific-Atlanta**.



Rolling Stone Magazine Productions

The firm has two programs scheduled for March debut. "Rock Star Guest D.J." features rock artists who serve as disc jockeys. The company stresses there is no "stiff" music, with 90% of it on national music charts. Guest DJ's planned for the AOR-targeted show include **Phil Collins**, **Billy Squier**, and **Southside Johnny**.

"Solid Gold Radio" is a spinoff on the popular television show, "Solid Gold TV." This joint venture with **Paramount Television** is aimed at A/C and CHR-formatted stations.

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Ratings & Research



JHAN HIBER

NEW TECHNOLOGIES' IMPACT

Can Cable Radio Capture Your Ratings?

The new technologies are coming, the new technologies are coming! The cry is heard from coast to coast, and many of you are undoubtedly wondering, "What does this all mean to me? How might my ratings and revenues be affected?" In order to give you some perspective on what's happening and what it could do to your method of operation, I interviewed Larry Patrick, Senior VP/Research for the NAB. Larry is the NAB official most involved in assessing the impact of the new technologies, so I think you'll find his comments worthy of note.

What Technologies?

I began the interview in Larry's Washington, DC office by asking, "What do you mean when you discuss 'new technologies'?" Patrick: When I talk to radio broadcasters I say, "You'd better learn about cable, especially cable radio, and you'd better learn about satellites." These are the systems we most often think of when referring to new technologies. Broadcasters need to learn how to use them and how to combat them.



Larry Patrick

R&R: Does the NAB have a clearinghouse that deals with sorting out the new technology confusion?

LP: As a matter of fact, we have a new booklet (pictured elsewhere on this page) entitled *New Technologies for Radio and Television Broadcasting* which we are making available. This outlines the key issues involved. The book is \$10 to NAB members, \$30 for non-members. Contact Judy Meehan at the NAB.

Cable Radio

R&R: Could you explain cable radio in more detail?

LP: I'm referring to the use of cable to import distant radio signals into your market, as well as making stations already in your market available through the local cable hookup.

R&R: How might this affect the current state of the radio industry?

LP: When you talk about cable radio, you're talking about stereo units at home where the local cable TV company has come in and attached a wire not only to the TV but also to your stereo. Many, if not all, local stations might be available on this cable hookup. However, increasingly, these systems are carrying distant radio service into a community. For example, classical WFMT/Chicago is now carried on dozens of cable systems. But we could be looking at having cable radio

import 24-hour-a-day music service, either advertiser-supported or just a pay service.

The impact can be manifold. If you are a local station and you are not linked up with the cable system, you may not get into a significant number of homes in your area. You could be totally destroyed.

Even if you are on the cable delivery system there could still be outside signals imported into your market. That would have the impact of fractionalizing the at-home listening patterns in your area.

Small Market Problems

R&R: Do you see the potential impact more damaging in certain size markets?

LP: Yes, I think the smaller markets — with three or four signals at most — could have a real dilemma. If the cable system brings in a distant signal it could import a format not being aired in the vicinity.

R&R: Such as WFMT's classical sound?

LP: Yes, that's an example. If the outside signal captures even 10% of your market you now have some competition that you never had before.

Check Cable Carry

R&R: Stations then should check with the local cable companies to see if they are being carried?

LP: They should check every cable system within their coverage area to see if they are offering cable radio — and if so, make every attempt to get on that cable delivery system. There is no law saying they must carry your local signal — it's at the discretion of the cable operator. Being cut out of such a system could hurt at-home listening severely.

R&R: How pervasive is cable radio now, and what's the likely future?

LP: Currently we estimate that approximately 8-10% of the homes in the U.S. are reached with cable radio. In the next five to ten years we expect that figure will jump to 30% of all homes. With that kind of penetration, fractionalization of the local radio audiences may be on the rise.

Week In Review

Phillips Wins Advisory Council Seat

The sixth and final new member of the Arbitron Radio Advisory Council is Wayne Phillips of WBIZ/Eau Claire, WI, representing Contemporary stations, markets 51+.

BRC To Restructure

At what was described by participants as a "historic meeting," the Futures Committee of the Broadcast Ratings Council made some key decisions regarding the organization. The committee, chaired by George Hatch of Standard Communications, established two task forces which are to tackle projects before the next meeting of the committee, in March. One team will review the present BRC structure, while the other will project what its future scope and makeup might be. According to BRC spokesperson Marilyn Dimling, "The BRC will likely be renamed and restructured to serve the totality of the electronic communications industry."

Spring Arbitron Forms Mail

Arbitron has mailed the facility form package for the spring survey to stations across the country. The forms are vital, in that editing decisions are based on information submitted by the stations through the forms. The facility form packet for the spring sweep, which begins March 18, needs to be returned to Beltsville no later than February 1.

Birch Starts Top Three

The Birch Report has just begun measuring radio listening in the top three markets. The monthly Birch data will be based on three weeks worth of measurement.

The move into New York, L.A., and Chicago is part of the Birch game plan to measure the top 50 markets by midyear. Birch currently measures approximately 35 markets on a monthly basis, with quarterly data also now offered.

Audience Measurement Headaches

R&R: With the advent of the new technologies, what challenges do you see ahead for the ratings companies in trying to measure local radio?

LP: I think Arbitron and the others will have one of the most massive headaches ever.

R&R: Why is that?

LP: When a system such as the ones in Boston or Denver promises to deliver 200 channels of video entertainment — and some 30 more channels for radio — the diary may not be the appropriate way to record all that. Arbitron may have to go to meters. It is a huge headache and it is compounded — oftentimes the stations may not be aired at their regular dial positions.

R&R: So it could be tough for listeners to properly record a station's actual frequency?

LP: That's right. A 98.7 imported from a distant city might not show up as 98.7 on that stereo system. The cable delivery may place the signal at 103.5 or wherever there is an open spot on the dial.

R&R: So this can create massive

facility form and editing problems for the ratings firms?

LP: There are going to be lots of problems in trying to properly determine radio audiences — those are among them.

Sales, Programming Threat

R&R: Do you think the cable industry has any inkling of what it's doing to the radio industry?

LP: I think it's just starting to dawn on them. I think that increasingly there is a realization that selling against the radio industry can have big impact. In the Midwest recently I saw an example where the local cable TV operator was selling two minutes an hour, but at rates competitive with radio, not the local TV costs.

R&R: What about cable programming that might hurt radio?

LP: Bringing in distant signals can have a large impact. Also, look at offerings like Music Television — they are programming MTV the way you or I might program an AOR station, but with video. These people want to draw audiences away from radio. If I was a rock station and Music Television came to town I'd be a little concerned. Am I losing listeners and dollars?

R&R: Maybe radio can take advantage of the opportunities offered by new technologies.

LP: By all means. Local radio stations and the local cable system might get together to promote and air a concert. Likewise, a daytime station might at night use the cable to air sports coverage or some programming that can extend its franchise.

R&R: Where does this leave the radio industry?

LP: I think broadcasters have to get over a fear of new technology and their "siege mentality." They should be looking for ways to expand their markets and make money using the new systems.



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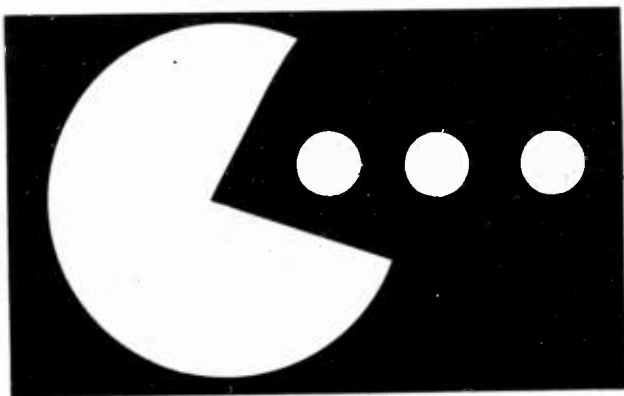
LOVERBOY "Working For The Weekend"

| | | | |
|---------------|----------------|------------|---------------|
| WBEN-FM 15-10 | KIQQ 20-16 | WBCY 8-4 | WOMP-FM 20-17 |
| WIFI 29-27 | KFRC 22-16 | WJXQ 3-3 | WZYQ add |
| 96KX 28-23 | KYYX 29-26 | KZ93 20-15 | Q104 3-3 |
| B104 on | Q103 deb 25 | Z104 23-22 | WXLK 20-7 |
| Q107 deb 24 | KOPA 30-27 | WIKS 14-13 | WGLF 39-36 |
| CFTR 20-17 | KZZP 5-5 | WNCI 28-23 | KSEL-FM 3-2 |
| CHUM 8-10 | WPHD 6-4 | KJRB 17-12 | WSPT 13-11 |
| CKGM 18-14 | WPST 15-13 | KNBQ 9-6 | 99KG 30-26 |
| KEGL 3-3 | WKRZ-FM deb 17 | FM103 add | KFMZ 20-14 |
| Q105 18-15 | K104 21-18 | KSKD 8-6 | KENI 16-12 |
| WLS-FM deb 36 | KZFM 18-14 | KLUC 13-8 | KSly deb 25 |
| WGCL deb 30 | KXX106 18-16 | KRQ 3-3 | KCBN 28-23 |
| Q102 34-25 | WZYP 25-22 | WJBQ 37-31 | KATI 21-18 |
| WKTI on | WHHY-FM 30-27 | WFBG 16-10 | KYYA 21-18 |
| | | | KOZE 4-3 |



EARTH, WIND & FIRE "Wanna Be With You"

| | | |
|-------------|----------------|-------------|
| WCKX add | WGH add | KCPX deb 31 |
| KRLA add | KYNO-FM add 35 | CKLW |
| KIIS-FM add | KJRB add | KEZR |
| KIQQ add | KBBK add | WTRY |
| WKEE add | WGUY add | WMAK-FM |
| KBFM add | Q104 add | KIDD |
| KEEL add | KPUR add | KNBQ |
| KLAZ add | WXKS-FM deb 24 | WFLB |
| BJ105 add | WHFM deb 28 | KVOL |
| WDOQ add | KZFM deb 20 | KQDI |
| WCSC add | KINT deb 30 | |



BUCKNER & GARCIA "Pac-Man Fever"

| | | |
|---------------|----------------|-------------|
| WXKS-FM add | WIFI 5-3 | WJDX deb 30 |
| KEARTH add | Q107 deb 5 | WAAY 20-18 |
| KFRC add | WPGC 18-11 | WSEZ 35-29 |
| 13K add 27 | Y100 15-5 | Z104 10-2 |
| WDRC-FM add | I95 10-9 | WHOT deb 27 |
| KEEL add | WCKX 12-7 | WZYQ 14-5 |
| KXX106 add 30 | KBEQ 27-25 | Z102 17-8 |
| Y103 add | WLAN-FM deb 21 | Q101 deb 29 |
| WAYS add | WAEB deb 23 | KELO 30-23 |
| KHYT add | WKRZ-FM 18-13 | WRKR 20-12 |
| WACZ add | KBFM 14-13 | KIQQ 31 |
| WOMP-FM add | B97 13-7 | WMEE |
| 99KG add 38 | WPMF 26-24 | KJRB |
| KDZA add | | 95SGF |

AVERAGE MOVE +5



TOMMY TUTONE "867-5309/Jenny"

| | |
|-------------|---------------|
| KEZR add | KSKD 26-24 |
| KZZP add | WOMP-FM 35-32 |
| WGH add | KYYX |
| KRQ add | BJ105 |
| KEGL 20-15 | WJXQ |
| KIQQ 15 | KSEL-FM |
| KNBQ deb 30 | |



COLUMBIA RECORDS:
WE'RE TUNED INTO YOU IN '82



RATINGS REPORT

ARBITRON RADIO

The data contained on this page is copyrighted by the respective ratings services. Non-subscribers to the respective ratings services may not reprint or use this information in any form.

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

New York

Average persons 12+
Monday-Sunday 6am-midnight

WOR Stable, Cops Top Spot; WKTU Slips To Second; WRKS Surges; WINS Strong; WNBC Top CHR

Los Angeles

Average persons 12+
Monday-Sunday 6am-midnight

Dodgers Triumph Helps KABC; KBIG Slips; KLOS Passes KMET; KALI, KROQ Jump; KWST Slips To .8

The Birch Report

Miami-Ft. Lauderdale

Average persons 12+
Monday-Sunday 6am-midnight
Rolling Averages

WHYI Widens Lead; WINZ-FM Up To Third; WQBA Jumps; WAXY Still Rising

| | Summer '81 | Fall '81 |
|-------------------|------------|----------|
| WOR (T/AC) | 6.2 | 6.2 |
| WKTU (U) | 7.5 | 6.1 |
| WBLS (U) | 6.1 | 5.9 |
| WRKS (U) | 3.3 | 5.6 |
| WINS (N) | 4.4 | 5.6 |
| WPLJ (A) | 4.1 | 4.5 |
| WNBC (R) | 3.9 | 4.5 |
| WRFM (BM) | 4.5 | 4.4 |
| WYNY (AC) | 4.1 | 4.4 |
| WCBS (N) | 4.5 | 4.2 |
| WPAT-FM (BM) | 2.7 | 3.8 |
| WABC (R) | 3.7 | 3.1 |
| WNEW (BB) | 4.0 | 3.0 |
| WCBS-FM (O) | 3.7 | 2.7 |
| WJIT (S) | 1.9 | 2.5 |
| WNEW-FM (A) | 2.5 | 2.4 |
| WMCA (T) | 3.0 | 2.2 |
| WADO (S) | 1.9 | 2.1 |
| WHN (C) | 2.8 | 2.1 |
| WPAT (BM) | 1.8 | 2.0 |
| WKHK (C) | 1.5 | 1.5 |
| WTFM (AC) | 1.5 | 1.5 |
| WQXR-AM & FM (CL) | 1.3 | 1.3 |
| WVJN-FM (BM) | .9 | 1.0 |

| | Summer '81 | Fall '81 |
|-------------|------------|----------|
| KABC (T) | 6.6 | 8.0 |
| KBIG (BM) | 6.0 | 5.0 |
| KLOS (A) | 4.5 | 4.7 |
| KMET (A) | 5.7 | 4.5 |
| KFWB (N) | 3.7 | 4.4 |
| KJOI (BM) | 4.5 | 3.7 |
| KNX (N) | 3.2 | 3.2 |
| KRTH (R) | 3.5 | 3.1 |
| KHTZ (AC) | 3.1 | 3.0 |
| KRLA (R) | 2.6 | 2.8 |
| KLAC (C) | 2.9 | 2.7 |
| KNX-FM (A) | 3.0 | 2.6 |
| KOST (BM) | 2.1 | 2.6 |
| KALI (S) | 1.7 | 2.5 |
| KIQQ (R) | 2.9 | 2.5 |
| KZLA-FM (C) | 2.0 | 2.5 |
| KGfJ (B) | 2.1 | 2.4 |
| KROQ (A) | 1.8 | 2.4 |
| KTNQ (S) | 2.7 | 2.4 |
| KFI (R) | 2.9 | 2.2 |
| KWKW (S) | 1.5 | 2.1 |
| KIIS (R) | 2.0 | 2.1 |
| KMPC (T) | 2.3 | 2.0 |
| KHJ (C) | 1.3 | 1.8 |
| KUTE (U) | 1.9 | 1.8 |
| KDAY (B) | 1.1 | 1.4 |
| KLVE (S) | .8 | 1.1 |
| KJLH (B) | 1.3 | 1.0 |
| KKGO (J) | 1.0 | 1.0 |
| XTRA (R) | 1.8 | 2.4 |

Pittsburgh

Average persons 12+
Monday-Sunday 6am-midnight
Rolling Averages

KDKA Still Dominant; WJAS On The Rise; WAMO Moves Into Third; WBZZ Doubles

| | Sept./ Oct. | Oct./ Nov. |
|-----------|-------------|------------|
| KDKA (AC) | 20.9 | 19.2 |
| WJAS (BB) | 7.7 | 8.4 |
| WAMO (B) | 7.1 | 8.1 |
| WTAE (AC) | 8.3 | 6.9 |
| WDVE (A) | 7.3 | 6.4 |
| WBZZ (R) | 3.1 | 6.1 |
| WXKX (R) | 4.6 | 5.6 |
| WYDD (A) | 5.4 | 5.4 |
| WSHH (BM) | 4.1 | 5.2 |
| KQV (N) | 4.8 | 4.2 |
| WPNT (BM) | 2.3 | 2.9 |
| WEPP (C) | 3.2 | 2.5 |
| WFFM (AC) | 2.9 | 2.1 |
| WWSW (AC) | 3.2 | 2.0 |
| WDSY (C) | 1.3 | 1.6 |
| WBVP (R) | 1.3 | 1.8 |

Memphis

Average persons 12+
Monday-Sunday 6am-midnight
Rolling Averages

WHRK Holds Top Spot; WZXR Up Three; WMPS Rebounds

| | Sept./ Oct. | Oct./ Nov. |
|------------|-------------|------------|
| WHRK (B) | 18.7 | 17.9 |
| WZXR (A) | 12.3 | 15.7 |
| WMC-FM (R) | 11.4 | 11.6 |
| WMC (C) | 9.5 | 8.5 |
| WRVR (AC) | 7.4 | 7.1 |
| WEZI (BM) | 6.5 | 6.4 |
| WMPS (C) | 4.5 | 6.1 |
| WHBQ (R) | 5.8 | 5.9 |
| WLVS (C) | 5.4 | 4.3 |
| WLOK (B) | 3.1 | 4.0 |
| WREC (AC) | 2.8 | 3.7 |
| WDIA (B) | 4.6 | 3.3 |
| WWEE (T) | 1.3 | 1.1 |

| | Sept./ Oct. | Oct./ Nov. |
|-------------|-------------|------------|
| WHYI (R) | 8.8 | 10.5 |
| WSHE (A) | 7.8 | 8.1 |
| WINZ-FM (R) | 6.7 | 7.5 |
| WRHC (S) | 7.4 | 7.1 |
| WQBA (S) | 4.3 | 6.7 |
| WAXY (R) | 5.3 | 6.4 |
| WNWS (N) | 5.0 | 5.2 |
| WWWL (A) | 5.5 | 5.0 |
| WEDR (B) | 2.9 | 3.9 |
| WCKO (R) | 3.0 | 3.6 |
| WLYF (BM) | 3.2 | 2.8 |
| WAIA (AC) | 3.5 | 2.5 |
| WQBA-FM (S) | 2.2 | 2.3 |
| WHTT (S) | 1.3 | 2.1 |
| WQAM (C) | 3.3 | 2.1 |
| WCMQ-FM (S) | 2.4 | 1.9 |
| WCMQ (S) | 1.3 | 1.8 |
| WINZ (N) | 2.5 | 1.7 |
| WTMI (CL) | 2.1 | 1.7 |
| WIOD (AC) | 2.0 | 1.5 |
| WVCG (BM) | 1.5 | 1.5 |
| WFTL (AC) | 1.2 | 1.4 |
| WLQY (BM) | 1.1 | 1.4 |
| WWJF (BB) | 1.6 | 1.3 |
| WOCN (S) | 1.2 | 1.2 |
| WYOR (BM) | 1.5 | 1.2 |

MEDIASTAT

New York

Average persons 12+
Monday-Friday 6am-midnight
Rolling Averages

WOR, WKTU Stay 1-2; WBLS, WYNY Post Notable Gains; WPLJ Slips

| | Oct./ Nov. | Nov./ Dec. |
|--------------|------------|------------|
| WOR (T/AC) | 6.7 | 6.9 |
| WKTU (U) | 6.1 | 6.2 |
| WBLS (U) | 5.4 | 6.1 |
| WINS (N) | 5.4 | 5.7 |
| WPLJ (A) | 6.7 | 5.7 |
| WRKS (U) | 5.4 | 5.0 |
| WYNY (AC) | 3.8 | 4.5 |
| WCBS (N) | 4.7 | 4.4 |
| WNBC (R) | 4.5 | 4.1 |
| WADO (S) | 3.0 | 3.8 |
| WPAT-FM (BM) | 4.3 | 3.8 |
| WRFM (BM) | 3.7 | 3.6 |
| WABC (R) | 3.0 | 3.3 |
| WNEW (BB) | 2.7 | 3.0 |
| WMCA (T) | 2.3 | 2.6 |
| WNEW-FM (A) | 2.7 | 2.3 |
| WCBS-FM (O) | 2.1 | 2.2 |
| WHN (C) | 2.4 | 1.9 |
| WJIT (S) | 2.1 | 1.9 |
| WTFM (AC) | 1.9 | 1.8 |

Los Angeles

Average persons 12+
Monday-Friday 6am-midnight
Rolling Averages

Top Four Stations Hold Positions; KJOI Gains On KBIG; KNX Slips

| | Oct./ Nov. | Nov./ Dec. |
|------------|------------|------------|
| KABC (T) | 8.0 | 8.0 |
| KMET (A) | 5.3 | 5.3 |
| KLOS (A) | 5.2 | 5.2 |
| KFWB (N) | 4.9 | 4.6 |
| KBIG (BM) | 3.6 | 3.9 |
| KJOI (BM) | 2.7 | 3.8 |
| KNX (N) | 4.3 | 3.6 |
| KTNQ (S) | 3.3 | 3.0 |
| KHTZ (AC) | 3.0 | 2.8 |
| KRLA (R) | 2.6 | 2.8 |
| KIIS (R) | 2.7 | 2.7 |
| KLAC (C) | 2.5 | 2.6 |
| KRTH (R) | 3.0 | 2.6 |
| KGfJ (B) | 2.9 | 2.5 |
| KIQQ (R) | 2.4 | 2.5 |
| KUTE (U) | 2.3 | 2.5 |
| KMPC (T) | 2.1 | 2.3 |
| KLVE (S) | 2.3 | 2.2 |
| XTRA (R) | 2.2 | 2.2 |
| KNX-FM (A) | 2.7 | 2.1 |
| KROQ (A) | 1.9 | 2.1 |
| KWKW (S) | 1.6 | 2.1 |

Chicago

Total persons 12+
Monday-Friday 6am-midnight
Rolling Averages

WGN, WGCI Lead Pack; WIND, WLAK Boost Shares; WFYR Doubles

| | Oct./ Nov. | Nov./ Dec. |
|------------|------------|------------|
| WGN(T/AC) | 10.2 | 10.5 |
| WGCI (B) | 8.3 | 8.6 |
| WLOO (BM) | 4.9 | 6.5 |
| WIND(N/T) | 4.5 | 6.2 |
| WLAK (BM) | 5.3 | 6.2 |
| WBBM (N) | 6.5 | 5.5 |
| WLUP (A) | 4.3 | 4.7 |
| WLS (R) | 4.6 | 4.2 |
| WLS-FM(R) | 5.0 | 4.1 |
| WMAQ (C) | 5.0 | 3.8 |
| WMET (A) | 3.7 | 3.8 |
| WJPC (B) | 2.7 | 3.5 |
| WKQX (AC) | 4.0 | 3.3 |
| WXRT (A) | 2.6 | 2.8 |
| WFYR (AC) | 1.3 | 2.5 |
| WCLR (AC) | 2.5 | 2.4 |
| WJEZ (C) | 2.8 | 2.4 |
| WBMX (B) | 2.4 | 2.2 |
| WBBM-FM(R) | 1.7 | 1.8 |
| WEFM (AC) | 1.2 | 1.3 |

R&R's Marketplace has moved . . .



Check Marketplace, page 27

CHR BREAKERS

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| WBEN | WKRC | WIP | WCCO | WRBQ | WRRM |
| WFBR | WGN | KREM | WBT | KCEE | WAKR |
| WGAC | WNOE | WAYS | WBBQ | WTVN | BJ-105 |
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| WSKY | WORG | WKEE | WISE | WFLB | WHHY |
| KCSW | KAFY | WFBG | KOLE | WDEF | WIS |
| WTQR | WNKB | KRLC | KKLS | KINT | WKBC |
| WWWC | WKBC | WKGX | WHEN | WJON | WPTF |

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STREET TALK

The battle of Washington, DC doesn't seem to have cooled off any, even after some of the coldest weather in the century. Q107 may have stolen WPGC's morning team of Elliott & Woodside (R&R 1-8), but WPGC PD Steve Kingston retaliated by pulling off his own "quarterback sneak." He grabbed Washington Redskins QB Joe Theisman to do the vacant morning drive slot until a permanent replacement can be found. Theisman had been doing "Redskin Wrap Up" each Monday morning on Q107 during the regular NFL season, but his contract with the ABC station expired and Kingston signed him to a three-year deal.

Meanwhile, over at Q107, PD Alan Burns checked in on the Street Talk Fun Phone to say, "I'd hate for the notion that strife within our organization exists against Elliott & Woodside. There is clearly a problem between AFTRA and them over past differences. No one on my staff wants anything but success for them, and there has been equal support on the staff of WMAL from some union hardliners."

Promotion Promotions

Early congratulations to Frank Dileo and Gordon Anderson, who will both be elevated to VP's of National Promotion at the CBS convention in Puerto Rico January 18. Frank becomes VP/National Promotion for Epic/Portrait and Gordon gets a similar title for the CBS Associated Labels.

Two Canadian CHR's have new PD's this week. Bob Saint takes over the programming at CFTR/Toronto. He had been doing some air work at the station as well as consulting Joint Communications. Assistant CFTR PD John Keogh has left the station. CKGM/Montreal has promoted afternoon drive personality B. Beau Dean to PD. He will reportedly continue his airshift. So, that's like the latest from Canada for this week, right?

Margo Knesz, National Promotion Director for Atco Records, looks like she's in line for a promotion. Street Talk hears that label President Reen Nalli will promote Margo to Atco General Manager within the next couple of weeks.

Inside The Source

Look for Dan Forth, Affiliate Relations Director for the Source, to be moved to a similar position on the West Coast following the vacancy left by Steve Epstein's departure to Radioradio late last year. Who will take over the New York post? Perhaps Frank Cody?

Also, Jim Cameron, who has headed News and Public Affairs for the Source since it began, did not renew his contract with NBC and looks to be headed in the direction of opening his own consulting firm.

WAKY/Louisville PD Jack Petrey has resigned to take a job outside of radio. No immediate replacement was named.

South Florida veteran and national favorite Moe Preskell joins Radio Records in Ft. Lauderdale doing national promotion.

We've heard that former WQFM/Milwaukee PD Brent Alberts has returned to Y95/Rockford as PD. Y95 was Brent's location prior to joining WQFM.

Two new sets of call letters became official this week: WMAR-FM/Baltimore was granted WRLX, apparently over the protestations of Q107 (WRQX)/Washington... and KCBS-FM/San Francisco received the governmental nod to become KRQR.

ABC Radio Networks General Manager Bob Chambers is rumored to be getting reassignment within the net. Former ABC exec Walt Sabo, who's still holding forth at NBC, is said to be pitching Ben Hoberman for Marty Greenberg's job as head of ABC's FM's (see Page 1).

KFI/Los Angeles midday personality Sonny Melendrez has left the staff, but just what that does to the current KFI lineup is unclear. Steve Mitchell has joined KFI for weekends and swing from KIQQ/Los Angeles. Also, WFI/Philadelphia PD Liz Kiley, who recently resigned, will be joining the airstaff at KFI, but in exactly which shift is still unknown.

A Nonsensical Kinda Guy

Gary Owens will star in his own one-hour comedy special set for syndication within the next 60 days. Titled "The Gary Owens All Nonsense News Network TV Special," the show is being produced by Emmy winner Arnie Kogen with Tom Pezutti as Executive Producer. Look for lots of big stars in cameo appearances with Gary.

Bill Thomas of WRVQ/Richmond may have been the first choice to fill Gary Guthrie's vacated programming slot at FM100/Memphis, but apparently Bill passed on the job and will stay with Harte-Hanks in Richmond.

KZZX/Albuquerque PD Chuck Morgan has left the station citing those familiar "philosophical differences," and John Michaels will now take over the programming at KZZX, as well as continue to program AM-sister KQEO.

The Go-Go's Said It Best

Okay, "60 Minutes" is indeed sniffing around the radio and record industries. Staff producer Steve Glauber has talked to a few disgruntled former record company folks and he's reportedly heard about some, shall we say, questionable business practices used to secure airplay. Just in case you want to turn yourself in, Steve's number is (212) 975-3218.

And finally, in case you still don't believe America is getting older, demographically speaking, look at the list of those turning 40 in 1982: Mac Davis, Isaac Hayes, Graham Nash, Jerry Garcia, Brian Wilson, Paul McCartney, Wayne Newton, Aretha Franklin, and (gasp!) Annette Funicello.



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Rubens, and Marv Dorfman.

Contemporary Hit Radio



JOEL DENVER

WCAU-FM Winning With The Basics

Several months ago I learned that a new CHR station was going on the air in Philadelphia to take the place of WFIL, which had gone Country. To my surprise, I found that the station turned out to be WCAU-FM, a CBS O&O.

I then procured some airchecks from outside sources, and discovered this station was doing something unusual on the air... it was a station having a good time. Not only did the station sound like fun, but it used jingles... lots of jingles... jingles for everything from names to the weather.

All of this combined with just a hint of reverb reminded me of WFIL in the late '60's or early '70's, only WCAU-FM was playing current hits, with air personalities communicating on a contemporary, and relatable basis.

To find out how WCAU-FM (consulted by Mike Joseph) was built, I talked to Director of Programming Roy Laurence (a five-year station veteran), and VP/GM Vince Benedict (a five-year CBS veteran who joined the station in April 1981).

The Change Begins

"WCAU-FM did very well in the ratings at one time," remembered Roy, "but that was from 1976 to 1979 when it was a Disco station. The strength of the format faded, and the station evolved into a popular R&B/Jazz sound we called 'Mellow Rhythms.' This format failed because we just couldn't do as good a job as WDAS-FM in serving the black community. This station has an incredible signal, but we felt it only had a ratings potential of a 4 share and

so we decided to make a change."

Vince explained, "Mike Joseph was brought in to research the market. He did all of it himself, and then presented us with what he felt were our options. This took place in May of last year. Two of the three options we didn't like, but the third was what we felt most comfortable doing. Mike and Roy started working to evolve the station slowly over the summer.

"We tried to maintain as much of our base along the way as possible, yet move towards what we are doing now in a steady manner. As a result, when we really kicked the WCAU-FM Hot Hits format in on September 22, 1981, many of our old listeners stayed with us," recalled Vince.

Reflecting on a bit of irony, Roy remarked, "It was exactly 15 years to the day that Mike Joseph debuted his new format on WFIL and in one book crushed WIBG."

Choosing The Airstaff

"Summer was definitely a busy time for me and Mike, as we were trying to build the air staff. We solicited tapes from the people we thought were the best in the country, and flew those finalists in one at a time for an interview. The main criteria other than how they sounded was the ability to communicate with intelligence, energy, and the enthusiasm to win," Roy stressed.

"I feel strongly about the importance of air talent, especially in Philadelphia. I think Vince will agree that this is a personality-oriented-type of town, and these guys are looked upon like entertainment personalities, similar to local TV talent in most other markets."

How do you go about orienting an entire airstaff of outsiders to the market? Vince answered, "The first day they were all in town, I took a big 12-passenger van, and we all piled in. I took them from downtown out to Valley Forge and up into Bucks County. They needed to see the good and bad sides of town. Years ago outsiders like George Michael and Dr. Don Rose came to WFIL, and they learned the town, and these guys are going to be just as successful.

"One of the interesting sidelights of an entire staff starting together is that they are really a family. This was enhanced by the fact that they were all put up together at some nearby apartments, so it became like a college dorm atmosphere. All of them are equals, and they have a common goal, to win."

Only The Hot Hits

The station bills itself as playing the "Hot Hits," and carries the message into the logo. "I do the music at the station along with my assistant Elaine Delciotto, and I then talk with Mike Joseph about the music after it's done. Mike's input is more structural than telling me what to play. We only play Hot Hits, it's what we call ourselves," said Roy.

"One thing about this station, is that we play the mass appeal hits, and don't lock ourselves into a specific sound as some stations do. We have the most professional on-air people available, and they really know how to blend the music together." Vince added, "As far as the station's sound and its day-to-day activities go, it's up to Roy. If I



"... We target for the 18-34-year-old and find we have a great deal of appeal on both sides... We've grown up with rock music, and so have our kids, which makes this music universally appealing."

— Vince Benedict, VP/IGM



"One of the problems is that programmers have drycleaned the fun out of radio, and Mike Joseph stresses using basics, and the basics mean fun."

— Roy Laurence, PD



Scott Walker, 5-9am



Richard Hawkins, 9am-noon



Bob Garrett, noon-3pm



Todd Parker, 3-7pm



Terry Young, 7pm-midnight



Bill Burke, midnight-5am



Glenn Kallna, weekends



Mike Joseph Creates A Winner

The name Mike Joseph has been around for a good number of years in radio, and has generally been associated with such success stories as WTIC-FM/Hartford, CK101/Cocoa Beach, WFIL/Philadelphia, and now WCAU-FM, among many others.

According to the monthly Arbitron figures, and those of Mediastat, it seems as if WCAU-FM will easily debut as the number one or number two-ranked music station in Philadelphia with its Hot Hits format.

Mike Joseph is a man of few words, and tends to be very secretive in his work and how he goes about putting his stations together. He will not discuss details of any of his methods, which are not limited to CHR radio. He is currently undertaking a new project for CBS, WBBM-FM/Chicago, which attests to his success in Philadelphia. What the format will be is anyone's guess at this time.

He claims to do all of his own market monitoring, research, talent hunts, creation of jingles, slogans and station contests, and imagery, keeping in touch on a daily basis with his station PD's via phone calls and airchecks. While he sets music policy, he doesn't dictate titles for current music. Look for more success stories in the near future from Mike, who relies heavily on the basics of good radio.

didn't think he was the guy, he wouldn't be here."

"Musically the station plays only a small amount of oldies," clarified Roy. "The station is totally familiar all the time, operating on the same principles as a News station. They are all-News all the time, and we are Hot Hits all the time. They don't run old news, and we don't play old hits. People will always come in to hear the hits."

"It's amazing how the taste of my own kids runs parallel with my own," said Vince. "While I'm 41 years old, we target for the 18-34-year-old, and find we have a great deal of appeal on both sides of the demographic target. We have grown up with rock music, and so have our kids, which makes this music universally appealing."

Energy & Jingles

The use of jingles on a CHR station, with the exception of one standardized logo signature, has all but gone the way of stations using time tones, but WCAU-FM has revived their use. "Many stations stopped using jingles because the PD didn't think it would sound 'hip' on FM. CHR started chasing adults, and the format became a bit like everything else out there. We are showing that jingles are an important element of this format," commented Roy.

"One of the problems is that programmers have drycleaned the fun out of radio, and Mike Joseph stresses using the basics, and the basics mean fun. These jingles have helped to transform the station from a non-

entity into something recognizable. They have helped to cut us out from the pack.

"The use of jingles is strikingly familiar to adults," continued Roy, "as the networks use them too. They all promote and their promotion is full of color and excitement... it's basically a CHR approach and it works. They aren't afraid of blowing off adults, and we aren't either."

Vince confessed, "When we first went on the air, I got comments that we were too loud and energetic. As people listened to what we were doing, and the music we were playing, they soon sheepishly changed their minds about us. Many ended up saying that we sounded alive, while the other station they used to listen to sounded asleep.

"This format is basically aimed at the middle-class, average person in the Philadelphia market. Our listeners are the silent majority that reflects the non-elitist trends taking place in this country today. They are the listeners that pay the majority of the taxes and get up and go to work day after day to meet the bills."

Roy pointed out another old standby that WCAU-FM uses that many stations have since shelved. "We use reverb on the air. Not a lot of it, but just enough to add some depth, and again to make us stand out. Many argue that reverb detracts from the quality of FM, and we've made sure through experimentation with several different units, that ours doesn't detract from the signal's quality."

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MINNEAPOLIS

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PHOENIX

ATLANTA

ALREADY ON THESE STATIONS

WXKS-FM add

WKTU add

KIIS-FM deb 29

13K deb 20

KZZP add

WICC add

WPST add

WKRZ-FM add

KLPQ add

WCSC add

WSSX add

KNBQ add

KRQ add

WACZ add

WFOX on

WCIL-FM add

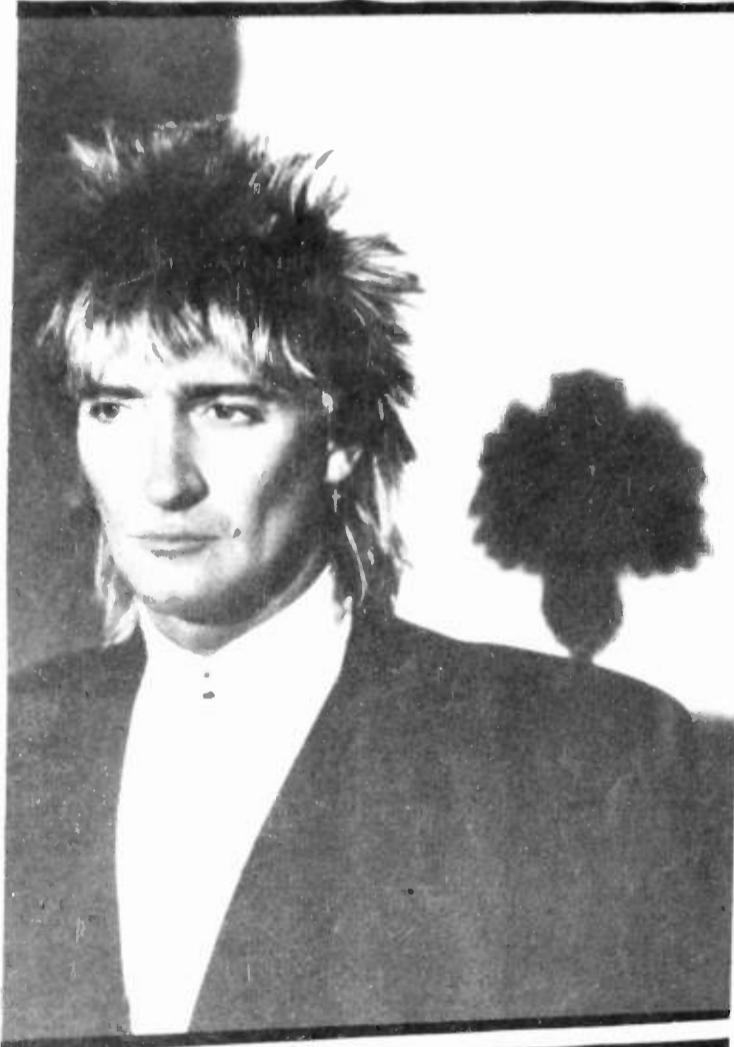
KRNA add

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Rod Stewart



The Smash Follow-Up

"Tonight I'm Yours
(Don't Hurt Me)"

Produced By: Rod Stewart
Co-Produced By: Jim Cregan

on Warner Bros. Records



Motion

Dale O'Brien has resigned his position as MD at Z93/Atlanta, but will stay on as afternoon drive personality . . . Mike Schmidt exits as KBEQ/Kansas City MD, with PD Maja Britton taking over those duties. Speaking of KBEQ, former Y103/Jacksonville PD Scott Sherwood takes over PM drive, and former Y103 personality Bobby Mitchell is hired for morning drive . . . CK101/Cocoa Beach MD Ray St. James departs, leaving the music duties to Mike Lowe.

David Perkins is the new Program Manager at WJDX-MISS103/Jackson, replacing Bob Rall . . . Dave Cole is on the move again, this time as PD at WWNR/Beckley, WV from the WGUY/Bangor music slot. Dave replaces

Frank Kelly . . . WAKX/Duluth MD Jon Armstrong reports that he moves from nights to middays, with PD Dave Strandberg moving to mornings joining R.J. for a two-man morning show. All-nighter Ted McKay is promoted to fill Jon's vacated night show . . . Ed O'Brian is the new MD at KTEM/Temple, and will take music calls from 8am-5pm at either (817) 939-6112, or (817) 773-5252.

KILE/Galveston promotes Chris Alan to the position of Assistant MD . . . Chris Andrews is the new PD at WZYP/Huntsville as former PD Chuck McCartney leaves for an as-yet-undisclosed new position . . . KQIZ-FM/Amarillo welcomes new morning man Mark Shannon, who was doing mornings at B94/Pittsburgh . . . and KPUR/Amarillo midday man Eric Stevens has been made Production Director.

While we're in Amarillo, congratulations to PD Dan Wilson and wife Susan on the birth of their third child, Katie Elizabeth . . . A couple of weddings to mention too, 94Q/Atlanta MD Jeff McCartney and his new bride Salley Tyler got married New Year's Day, and WHBQ/Memphis PD Mike Scatzi married Leslie Reo (1-2), belated congratulations to all.

Bits

- WMEE/Ft. Wayne gave 97 listeners the chance to win 97 gallons of gas. All they had to do was send in postcards, and call within 97 seconds of hearing their names announced.

- The audience helped KFMZ/Columbia tabulate the Top 98 of All Time by sending in their three favorites on a postcard. As incentive, a winning card was drawn and the winner given a \$650 stereo system.

- V100/Charleston recently completed the "Mystery City Contest" in conjunction with Lee Jeans. Listeners were given clues, and had the chance to call in to identify the city, and win an all-expense-paid trip for two. This idea, or any idea involving travel, is a great adult image prize.

- WOKI/Knoxville also did a travel promotion with Delta Airlines, but this time the listeners could write their own tickets. Written entries of 10 words, yes 10 words or less, were accepted telling where and why they wanted to go. Originality and creativity were definite musts.

- KZZP/Phoenix morning man Jonathan Brandemeir and afternoon man Steve Goddard, better known as Johnny & the Leisure Suits, have now sold in excess of 4200 copies of their hit single "The Snowbird Song" b/w "Did The Stones Show Up." The record goes for \$1.04, and proceeds are going to benefit a charity for retarded citizens.

WCAU-FM

Continued from Page 14

Getting The Message Across

Putting a new station format on the air is something similar to introducing a new car line. Care must go into the planning of the marketing campaign. "We took advantage of the fact that we knew where we were headed over the entire summer to map out our strategy. We developed our Hot Hits logo, and the print, outdoor and TV campaign with the help of the Sonder-Levitt Agency," Vince said.

"We used :30's and :10's on VHF and UHF stations, buying about 275 GRP's per week, which really helped to spread the word. We ran only a few boards in some prime locations as backups, mainly relying on TV. The spots were bold, bright, and exciting, and told the audience who, what, and where we were."

Roy went on to explain, "This market is actually divided into two parts, the Philadelphia side, and the South Jersey side. You've got to treat them as one, which means you've got to make appearances on both sides of the river. All of our guys are extroverts, and are really out to draw blood in the market."

"They all do personal appearances at store openings, dances, nightclubs, and some have made a few TV appearances on some local dance shows. All of these elements, combined with our on-air sound and promotions, are keys to our winning."

Promotion And Philosophy

Mike Joseph is known for creative promotions, and together he and Roy put together "Family Fortunes" as the station's first contest. "It's really a spinoff of the 'Pass It On' contest," Roy remarked. "Each hour, we call out a surname, and encourage our listeners to call any of their friends with that surname, and get them to listen. We then announce a jackpot amount and later that hour we place a phone call to someone with the announced surname. If they know the amount, they win. Response has been incredible."

"One thing we try to do is to get involved with only one promotion at a time," said Vince. "We tend to listen to the station a lot more than our listeners do, and if each time they tuned in and heard a different promotion, it would tend to become confusing to them."

Elaborating further, Roy commented, "The main thing we go for is consistency. We play about 50 current records, and strive to keep the station identical in all dayparts. Although we do daypart records, the changes are so imperceptible that it gives the station a real well-rounded sound."

Vince concluded, "Putting this station together has been an incredible experience for Roy and me. It wouldn't have happened with the success it's going to realize without the help of Mike Joseph, and without some incredible support from CBS FM VP Robert F. Hyland. This format is a real first for CBS, and a real break from tradition. Without his support, this wouldn't have happened."

Next Week

As markets have become more competitive, consultancies have grown in almost all formats. Next week, I'll be talking to E. Alvin Davis, of E. Alvin Davis & Associates, based in Landen Farms, OH, and to Jerry Clifton of New World Communications based in San Diego. These two former programmers will share some thoughts on how they operate, and why consultancies are important in today's radio marketplace.

McCabe Promoted To PD At KY102

Joe McCabe has been promoted from Music Director to Program Director at KYYS (KY102)/Kansas City, retaining his MD duties at the AOR station. PD Dick Wilson resigned to concentrate on his morning airshift, done in tandem with Jay Cooper.

McCabe told R&R, "I feel real good about it. It's great to be able to grow within an organization, and to be recognized for your work, and have your efforts rewarded in this way."

KYYS is the only station McCabe has worked at in a six-year radio career. He joined in 1976 while in college. His appointment is effective immediately.

Tom Tradup Upped To OM At KCMO

Tom Tradup has officially been named Operations Manager/News Director at KCMO/Kansas City by VP/GM Steve Shannon. He had served as acting OM/News Director since July when current WGSO/New Orleans GM (R&R 12-18-81) Mike McGee left to assume the PD post at WCAU/Philadelphia.

Tradup first joined KCMO in 1980 when McGee hired him as a producer. During that time he worked his way up to the Assistant PD position before being tapped as interim replacement. Tradup told R&R, "It's been a weird six months. Two days before I was appointed acting Operations Manager, VP/GM Steve Shannon was held hostage by a state prison escape. Two days after I was appointed, and took over the news department, the Hyatt Regency Hotel collapsed, and when Steve appointed me permanent Operations Manager, we were hit with the worst snowstorm we'd had in about five years. I don't know if that foretells what's to come, but it's been a momentous year and this is a tremendous opportunity. It's indicative of how this place is run . . . that a producer could even be considered to be an Operations Manager."

CBS Net Names Murphy Director Of Programming

Frank Murphy has joined the CBS Radio Network as Director/Programming. CBS Vice President/Programs Frank Miller, who made the announcement, said, "Frank brings to CBS a tremendous background in radio programming, both at the network and station level. We're proud to have him on board."

Murphy's background includes nine years with Bonneville Broadcasting, where he had been VP/Client Relations since 1979. From 1976-1979 he served as Director of Creative Services for Bonneville Broadcast Consultants. He joined Bonneville in 1973 as Music Director. Murphy also programmed WADB/Point Pleasant, NJ from 1971-1973.

The Music Section

CHR's P1 Playlists,
Parallels &
Adds & Hots
Begins Page 51

Presenting
"WHEN ALL IS SAID AND DONE,"³⁸⁸⁹

the first single from
"THE VISITORS,"^{SD 19332}
the new album from

ABBA[®]



WOKY

Continued from Page 1

sonality, told R&R, "I'm naturally very excited to be making this move to WOKY. I'm familiar with the format and I think it will be a real winner for us. I will start as PD in about two weeks."

Casey summed up, "WOKY has had many firsts in Milwaukee. It was the first locally programmed station in the market many years ago and it was the first to play rock and roll. We feel this is still another first for the market and for WOKY."

Charter's WMIL/Milwaukee, which is also part of the Surrey acquisition, should be on the air around February 1. Casey would not officially comment on the format for WMIL, but reliable sources indicate the station will debut with a Country format similar to Charter's KCBQ-FM/San Diego.

Greenberg

Continued from Page 1

puter to see what we were both looking for, and the computer spat out Marty Greenberg and Belo Broadcasting. They're committed to radio and want to do things. I'll be operating both WFAA and KZEW and will be in charge of acquisition."

Before taking up his national ABC duties, Greenberg was VP/GM at WLS/Chicago for six years, and served as General Sales Manager at WXYZ/Detroit and KXYZ/Houston.

Katz

Continued from Page 1

Morley continues as GM of WEZN/Bridgeport and as National Sales Manager for the corporation. Ferguson stated, "The appointment of Jim Morley recognizes the substantial contribution he has made in the rapid expansion of the company."

Marino has been Technical Director of the company (formerly Park City Communications) since July 1978. Ferguson said, "John's appointment is a well-earned promotion reflecting the excellent work done by John and his staff in upgrading the physical plants of all our stations."

Harris

Continued from Page 1 (WRKS/New York Assistant PD). We're very excited because he's exactly what we were looking for. He will be able to implement everything we need to do in order to solidify our success."

Harris will officially take over the programming at KRLY on January 18. Jones has not announced his future plans.

Chandler

Continued from Page 3

Nelson commented on his reteaming with Chandler: "I think he's a dynamite air personality and he will be doing afternoon drive for us over here. Everybody here is excited about Ed being back, particularly the people who worked with him before. He is one of the top air personalities in the market and an excellent programmer."

Chandler started at KSON-FM on January 4. In addition, Dex Allen, former VP/GM of KOGO & KPRI/San Diego, has joined KSON as General Sales Manager.

KCKN

Continued from Page 1

as KR-1340 and will be a place where you can hear all of the rock hits, just like it used to be.

"This entire process has been a gradual transition over the past few months. We are positioning it as the only AM rocker in town and we plan to have a ball. The staff is up and ready, and they sound great. This will be a real fun-sounding, uptempo radio station."

Prior to joining KRKR, Sebastian was PD at WKTM/Charleston for a short time and PD of WAPE/Jacksonville for over three years before WAPE changed ownership and formats from CHR to Country.

Moll

Continued from Page 3

Kearl will continue with the company in an active advisory capacity as Assistant to Harte-Hanks President & CEO Robert Marbut. The Broadcast & Entertainment Division of Harte-Hanks includes the company's four television stations, 11 radio stations, and entertainment production facilities.

Moll, who was Harte-Hanks Television Group President prior to becoming President of the newly formed Broadcast & Entertainment Division, joined Harte-Hanks in 1972.

Kearl became Broadcast & Entertainment CEO in early 1981, having previously served as President of the division. Kearl has been affiliated with Harte-Hanks since 1962.

RCA

Continued from Page 3

Smith said, "I'm really excited about this opportunity to work with not only the promotion aspects of RCA but with A&R and other areas of direct artist contact. I'd like to thank everyone at E/A for supporting me over the last three years. I'm moving from one class company to another, and that's a pleasure."

RAB

Continued from Page 3

everyone in the industry asking for financial backing. We are asking for stations to contribute \$350 each, which we think is a small investment in order to improve the current ratings situation." David would not specify a goal for the fund-raising effort but told R&R, "We anticipate widespread participation in this movement." The letter will be mailed within a week, and the committee asks that checks be mailed to RAB.

Alan Weinschel, the attorney heading up the examination of the radio ratings arena, presented a status report. David stated, "There were no surprises in Mr. Weinschel's presentation. We approved his report and authorized further analysis, which we expect will be complete by the latter part of February." Upon receipt of the legal and factual examination, the committee will determine how to proceed.

Added to the committee were the following group executives: Martin Beck of Beck-Ross Communications, Herb McCord of Greater Media, James Wesley Jr. of Cox, and Bob Williamson of RKO.

BRAD MESSER



After The Who What Where When

Newly hatched newshawks may have graduated at the top of the class, but the first few weeks in a real-life news operation are frustrating to some. First they have to make the call to the morgue to get the dead guy's name and address, then make a second call to pick up the other facts about which they forgot to inquire, and perhaps even a third call when the boss innocently asks for some additional information like "what was the cause of death?"

Several months into the job the rookie knows to ask the who, what, where and when. He may even allow himself a delicious feeling of mild superiority when he sees a story written by someone else, in which a basic fact or two have been omitted.

Then follow in rapid succession about five or ten years of doing essentially the same things over and over. Some promotions come along, bigger stations offer more lucre, and the now-seasoned news pro finds himself drilling basics into fledgling newshawks and trying to be patient when they forget to ask whether the dead person was male or female.

When the newsperson becomes what most people consider a pro, one of two things will then happen. Most probably he will continue to do the same things the same way, and never get a new hairstyle even if his wife insists, and become stuck at one long final level of job performance. Or least probably he will mature into the kind of reporter who goes the next step beyond who, what, where and when: the reporter who is able to say, with some degree of accuracy, why.

The reporter who can explain why is the cream of the crop. It is he who defines issues for a community, exposes motivation, makes cause-and-effect clear. Give a town just one seasoned news reporter who can tell the why of the news, and that town will benefit from the best our profession has to offer: accurate information on which thinking people can base their own judgments and opinions. Real pro reporting has five W's, not merely four.

CALENDAR

The No Sliced Bread Law

MONDAY, JANUARY 18: Thirty-nine years ago today Americans were told that, to conserve equipment and energy resources, commercial bakeries would no longer slice bread. The no-sliced-bread campaign which began on this date in 1943 continued until the end of World War II two years later.

The first nylon fishing line was introduced 43 years ago this week in 1939.
Cary Grant 78. Danny Kaye 69. Muhammad Ali 40.

What Frightened Bob Lee's Mama

TUESDAY, JANUARY 19: One universal phobia is the fear of being buried alive, which is something that happened to a Virginia woman named Lee about a century and a half ago. Coming out of a catatonic trance only to find herself in the darkness of a coffin, she screamed and scratched and was rescued. The event inspired a spate of inventions to prevent premature burial, such as bells that could be rung from inside a coffin. The woman never got famous, but the son she bore exactly 175 years ago did: he was Robert E. Lee, who led the Confederate Army during our Civil War.

George Claude got the patent for the neon sign on this date in 1915.
Desi Arnaz Jr. 29. Jean Stapleton 59.

It Could Have Been Boxball

WEDNESDAY, JANUARY 20: This isn't the most pleasant time of year for outdoor sports, so in late 1891 James Naismith made up a game suitable for indoor competition in winter. After marking off a court inside the YMCA gym at Springfield, MA, he asked the janitor to bring a couple of boxes to be used as goals. There were no boxes, but two peach baskets were found. On January 20, 1892, townspeople and YMCA members played the first known competitive game of (not boxball but) basketball, 90 years ago today.

George Burns, born Nathan Birnbaum, is 86. Joan Rivers 45. Edwin "Buzz" Aldrin, the second man to walk on the moon, is 52.

Anthony Rogers Becomes Space Hero

THURSDAY, JANUARY 21: Just as the stock market was crashing and the Great Depression beginning in 1930, a comic strip depicting a space-traveling hero appeared in print 52 years ago today. The star was Anthony Rogers, whose adventures became part of the American culture. No one knows him by his given name. Everyone uses his nickname "Buck" Rogers.

The first time you could buy an airline ticket and get a faster-than-sound flight was six years ago today, when Air France and British Airways opened the Transatlantic "Concorde" SST route in 1976.
Telly Savalas 58. Jack Nicklaus 42. Billy "White Shoes" Johnson 30.

St. Vincent's Day

FRIDAY, JANUARY 22: One of the legends about today is that if the sun is shining, the year's grape crop will be excellent. Actually the saying is "sunshine on St. Vincent's Day means the year's wine will be more plentiful than water."
Linda Blair 23. Joseph Wambaugh 45. Bill Bixby 48.



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ON EPIC RECORDS



JEFF GELB

AOR's Response To Outside Programming

Last week I ran a partial list of new network and syndicator programming geared directly to AOR radio. A complete list of such programs would easily fill a column page and then some. AOR radio now has its choice of several full networks looking for their support, along with a line of full-service syndicators. But which are the most successful outside programs; what works best, when and why? These are the questions I put to ten AOR PD's in various market sizes. Their responses provide programming tips as well as hints as to what essential shows your schedule might be missing.

Andy Beaubien WCOZ/Boston PD

"We have no official network affiliation. We consider ourselves basically a music-oriented station that originates its own programs. There's never been a need on our part for network news or special features.

"We have done some concert specials in the past, but only on a truly special basis. We did the Rolling Stones, for example. We do very few live concert broadcasts, and I'm shying away from doing any more of them, because technically they're so iffy. Things can go wrong with them at any time. The likelihood of having nothing at air time, and being very embarrassed, is much too great. You also have to consider the quality of the broadcast; you have no control over it. If that night's group decided they wanted to do a half-hour tribute to Fats Domino, you're caught playing it.

"We do use some syndicated programming. The most successful show we've had in recent history here at COZ is Dr. Demento. He does very well for us, showing up very strong in the Sunday night ratings. We run Mary Turner's long and short interview shows, because I don't have the time to chase major artists around the country just for interviews. We've also run specials like 'The Rock Years,' though we usually prefer to produce our own special programming."

Carey Curelop WABX/Detroit PD

"We're the official Source station for Detroit. Primarily we use its audio for our newscasts; to date we have not used any of their long-form programming, including the concert programming. That's because our competitors do use much of that material.

"I'm getting away from the idea of running longer shows . . . I don't believe they're as effective as in small doses."

— WQMF/Louisville PD Tom Owens

It breaks up our consistency and I don't feel it gives us an advantage.

"We don't use syndicated shows either. It's a decision dependent on the competitive situation. If you have a lot of stations in

your market doing these shows, as we have here, I think it's to your advantage not to do them. Conversely, if no one's doing them and you have access to good quality shows, then by all means you should use them."

Jeff Sattler KDKB/Phoenix PD

"We're tied in with the Source for the newscasts, the 'Rock Report,' 'Jaco's Journal,' 'Coping With' (run overnights), and 'Unexplained Phenomena' (at 12:50am; it seems to work well there as a kind of a spooky thing).

"We run lots of outside programming Sunday nights. We run Mary Turner, Jim Ladd, and simulcasts with ON TV of 'Backstage Pass.' This kind of programming saves us a lot of production time. We've produced our own specials but not often, because it takes too long, whereas these companies are geared up like machines to put out this stuff regularly. They know what they're doing and can do it right for us."

"Why pay X dollars a year in commercial time when we can pay a full-time employee to create features and localize them?"

— WIOT/Toledo PD Lee Randall

Ilyse Gottleib WRXL/Richmond PD

"We're not officially affiliated with any network right now, though we do run some Source programming. We're looking into several networks right now, listening to demo tapes. Of primary importance to us in a network's offerings is news, which

I feel is becoming increasingly important for AOR's. We have an excellent news staff here which concentrates on local and regional material. The network's national news could be the perfect complement, so

- Concert Specials In Great Demand
- Sunday Nights Still Most Popular Time
- Sound Quality A Major Concern
- Saving Slots For Spots A Sore Spot

long as it is targeted 25+, which is where we want it aimed.

"We use 'King Biscuit,' some 'BBC Rock Hour' shows, and 'Rock Album Countdown.' I pass on a lot of concerts. The record companies figure why spend money on spot buys in the top 20 market stations, when they can pay one lump sum for the exposure a Source or other concert gives them on every AOR in the country. We'd prefer to see that money going to spot schedules.

"Also, some concert offerings from the networks plug in six minutes per hour of their own commercials. Our station policy is to run eight minutes per hour. That means we have only two spots left to fill, and that's not enough. We end up losing money running the shows."

shows. We're pretty tied in with Westwood One, running 'In Concert,' 'Off The Record,' and 'Rock Album Countdown.' "

Steve Runner WAPI-FM/Birmingham PD

"We're Birmingham's Source affiliate. We use 'Today In Rock History,' 'Coping With,' and the 'Rock Report,' mostly in morning drive or during the lunch hour, plugged in at the end of stop sets. We run the newscasts in mornings and overnights. They present the only national news we

" . . . Major bands now find it easier to do one network concert special and several syndicated interviews, and then make themselves totally unavailable for local interviews."

— WAQX/Syracuse PD Ed Levine

Bill Stambaugh KWXL/Albuquerque PD

"We are with the ABC Rock Radio Network. I'm looking for hourly newscasts relevant to our listeners; news I can program without fear that it isn't speaking their language. Plus, I'm looking for the nationally produced rock news-type of shows, because it's tough to come up with the same leads they get for stories. I'm also interested in lifestyle-oriented featurettes.

"We take several Westwood One shows and an occasional Source special as well. I'm a firm believer in outside programs. There's plenty of well-produced stuff coming out that I can program without the station sounding too cluttered."

carry. We have a News Director who covers local and state news for us.

"As for syndicated stuff, we only take the 'BBC Rock Hour.' The only other show I really want is 'King Biscuit' and WRKK has that at this point. We use the special programming on Sunday nights in a block called 'Sunday Night Party.' "

Tom Owens WQMF/Louisville PD

"We're not tied in with a network right now. You have to compromise your inventory so much; when the Source is sold out, they require more than 120 spots a week — that's a lot of spots.

"I used some Source stuff as PD in Dallas at KZEW. We never used any of the newscasts, nor any of the features as they were fed, because I had a big problem with music-related features being fed over a 5kc line; they sound like shit over the air. So we would record all the things we wanted ('Rock Report,' 'Today in Rock History'), and then the newsguy would transcribe the script, dub the actuality, and use our own music and jocks. That way it would sound like our own production. We did that with all of their material. They didn't like that a lot, but they wouldn't feed us the stuff in component form, so we had to do it ourselves. I always felt the Source was a tremendous resource, as we used it accordingly.

"We run 'King Biscuit,' and 'In Concert.' We have an arrangement with the 'Inner View' people to give me raw interview tape in return for our running the show's normal commercials. It's extra work, there's no question about it. But I think that the perceived gain is worth the extra effort.

"I'm getting away from the idea of running longer shows, like the 48-hour histories. I don't believe they're as effective as in small doses. I don't think people can take even 36 or 48 hours of the Beatles. And when you stop playing music and start talking on the air, no matter what it's about, you're automatically alienating a lot of people. Then subtract from that even further the people who aren't interested in what is being said — it's very risky. What I'd prefer to do is get it, strip it, and use it over twenty weeks, and then have the reuse value of the material."

Pat Evans KSFY/San Francisco PD

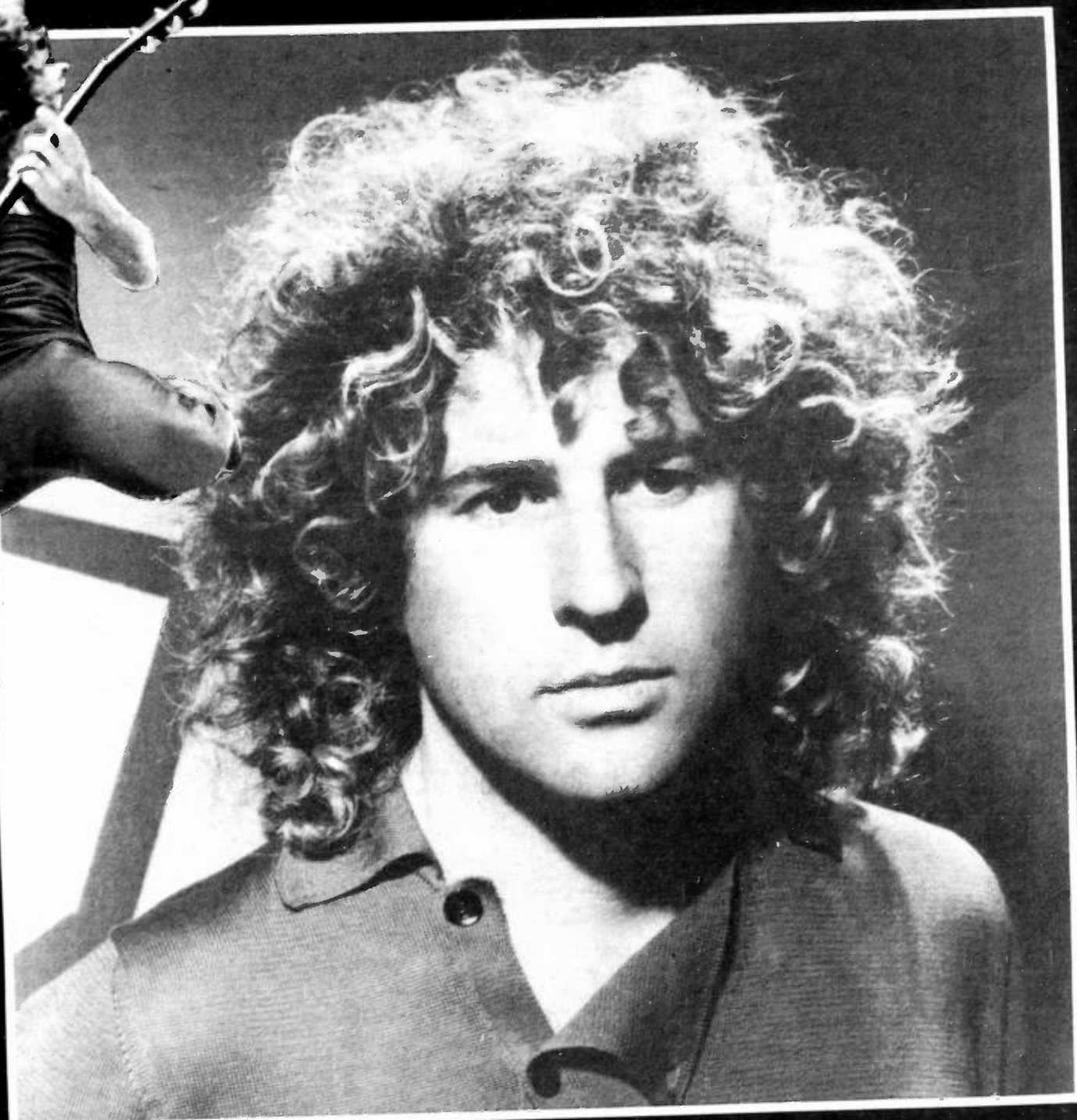
"We're the ABC Rock Radio Network affiliate here. We're real interested in concert broadcasts. We find we get both our loyal fans listening as well as those specifically interested in rare live shows for taping purposes, as collectors.

"As with most other AOR's, we run these special shows on Sunday nights. We find it to be the night of the week when we find most of our listeners at home or sitting around with friends. It's the time the shows are best received.

"I like the concept of 'Rockline,' but I feel the show works better for people on the East Coast, where it runs later. It's a little tough to get people to sit down at 8:30 and listen to an hour-and-a-half interview program.

"I'm a big believer in great syndicated

SAMMY HAGAR



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AOR BREAKERS

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Manufactured by Warner Bros. Records

AOR

EVOLUTION

WVUD/Dayton switches from AOR to CHR... Under new ownership, WBIV/Buffalo switches from Religious to AOR in mid-February. Gary Storm is set as MD for this 32,000-watt 24-hour live AOR, which announces its PD choice soon (no consultant) ... Neil Lasher gets PD nod at WKLC/St. Albans as Doug Burton shifts to Asst. PD ... Les Cook joins WMAD/Madison as Asst. PD ... Dick Sheppard exits KZOZ/San Luis Obispo as PD ... Greg Stevens gets MD post at WYNF/Tampa from airstaff ... KTIM/San Rafael MD Belle exits for airshift at KRQR/San Francisco ... Dave Kallaway is upped to MD from airstaff at KOLL/Gillette ... Paul Michaels gets MD post for WEZX/Scranton ... Steve Huntington is named MD from airstaff at LOVE 94/Miami ... Johnny Young departs KZEL/Eugene for KZAP/Sacramento airshift ... Bob London exits WCCC/Hartford airstaff for airwork at WAQY/Springfield ... Marie Lucidi is named Promotion Director for WYSP/Philadelphia ... Buzz Kilman gets News Director post at WLUP/Chicago ... Earl Bailey joins WNEW-FM/New York from WMMR/Philadelphia for morning news ... Jim Cameron exits news for Source ... Rick Pantelio joins WYDD/Pittsburgh for part-time airwork.

AOR Reporter Profile

KOLL Gillette, WY
93 rock.

PD: Mike Berry
MD: Dave Kallaway
Power: 3000 watts
Consultant: none
("Consulted by guts")

"Our idea is to make radio something more than just another jukebox. Gillette is known as a fun and partying town, so 93 Rock makes sure it has fun and adds to the party. We're personality-oriented, promotion-oriented, and musically-oriented only to Northeast Wyoming. Our overall programming philosophy is smile, have fun, and snicker that you're getting paid for this."

"Our music policy is basically, 'if it sounds good play it,' then find out if the audience likes it or not. We check to see if they're buying it, requesting it, singing it, humming it, whatever it is."

If they like it then we continue to play it; if they don't like it we get rid of it. We've found that our audience at least gives us credit for playing more than just Bob Seger recurrents. All of our current music is played at least four times a day; heavy rotation is every five hours, medium rotation is every six hours. An album can be anywhere from 1-3 cuts deep, and since we are the only contemporary station in town, we make sure we are playing the current single off the album. We have no backlash from playing Earth Wind & Fire or George Benson in a current rotation. We have found that even macho-cool minors like to 'get down.' We daypart our music based on softness or loudness. We don't play AC/DC in the morning and we don't play Neil Diamond late at night. We found that our audience loves oldies, so we spiced the music list with what we call Classic Gold from the late 60's to the early 70's and it has proved very popular."

— Mike Berry



WRVU MAKES WINNERS — WRVU/Vanderbilt University, Nashville in conjunction with CBS, offered a recent contest winner tickets to three area concerts by ELO, Journey, and Dan Fogelberg. Pictured (l-r) at the ticket presentation are CBS's John Pervola, WRVU Promotion Director Jannette Huey, winner, WRVU Station Manager Bob Lipman and PD Catherine Tubbs.



IMMORAL MINORITY MEETS — "WKRP in Cincinnati"'s Les Nessman (Richard Sanders, right) joined KMET/Los Angeles morning air personality Jeff Gonzer (center) and News Director Ace Young (left) for the station's latest breakfast meeting of the "Immoral Minority." The show, which attracted 1200, was broadcasted live.



ROSE TATTOO ASSAULTS WLIR — Mirage's Rose Tattoo were interview guests at WLIR/Long Island, touring in support of their recent album release, "Assault & Battery." Pictured (l-r) are Atlantic's Alan Wolmark, group's Angry Anderson, and WLIR PD Denis McNamara.



WCOZ'S VAN-TASTIC ROCKTOBER — WCOZ/Boston just gave away its grand prize in the station's Rocktober celebration, a fully customized van. Pictured (l-r) are van winner, WCOZ Promotion Director Jane Morris, and Ron Bresnahan WCOZ merchandise coordinator.



WFBQ SAYS YES TO SQUIER — Capitol's Billy Squier (left) was an interview guest of WFBQ/Indianapolis's Jim Pemberton (right) prior to Squier's recent area concert appearance.

AOR's Response To Outside Programming

Continued from Page 20

Lee Randall WIOT/Toledo PD

"We've chosen not to affiliate with a network. We're not impressed with their programming and we have a bigger news department than most secondaries. So we do a lot of the same things as the Source but on a localized basis. Why pay X dollars a year in commercial time when we can pay a full-time employee to create features and localize them?"

"We do run 'Inner View,' 'Off The Record,' and 'King Biscuit.' We're real impressed with the Rolling Stone 'Continuous History of Rock.' We're not averse to outside programming, just selective. I think it's not only a valuable service to the regular audience, but a great image-builder and potential audience-grabber."

Ed Levine WAQX/Syracuse PD

"With the advent of the two additional 18-34 networks, some of the syndicated programming we're running now will probably bite the dust. The services that will really crumble are the cash-exclusive services. Not that they don't produce fine shows, it's just that a lot of their programming is being duplicated by the networks on a barter basis."

"The barter services are okay. You have

to leave commercial time in for them which can be a problem, but we've had a lot of success with them. We run 'Inner View,' 'BBC Rock Hour,' 'Rolling Stone Rock Review,' and 'Rock Quiz.' 'Robert Klein' was probably my favorite of all syndicated shows, but that was just cancelled.

Outside programming has stopped us from doing some in-house production, which means less work but also stifles creativity. But if an established radio veteran like Dave Herman is interviewing someone, the chances of one of our air personalities getting such an interview, or doing as good a job as Dave, is shaky. So that's an important consideration.

"The negative I see is that major bands now find it easier to do one network concert special, and several syndicated interviews, and then make themselves totally unavailable for local interviews. These are, in some cases, the same bands who were begging for time on your radio station two years ago."

COMING NEXT WEEK: Without question, the one market all eyes are turned to as the initial Arbitron fall results arrive is Seattle, where three major consultants are battling each other through their respective stations: KISW (Abrams), KZAM (Pollock), and KZOK (Sebastian). Next week, in a Seattle AOR Market Summary, I'll speak with the PD's of each of these three stations about this especially heated AOR competition.

The Music Section

AOR's Most Accurate
Music Information

Begins Page 35

UPDATE

Early numbers from the fall Arbitron brought great news to WPLJ/New York, back up to a 4.5 (matching its best book ever). Congratulations to the whole crew

... Just in is the L.A. book, showing an interesting ratings upset from KMET, which slipped behind KLOS in 12+ figures for the first time in over four years. It was also KROQ's best L.A. numbers ever ... Also, great news from San Diego, where KGB-FM enjoyed its best book ever, and also a market-dominant one. 91X (consulted by Noble Broadcast Consultants' Frank Felix) was also up. In Chicago, Sebastian-consulted WLUP took a nice rise to dominate the market's AOR's for the first time in several books ... Happy second AOR anniversary to WSYR/Syracuse ... QFM96/Columbus delivered pizzas and beverages to Christmas parties from addresses on cards submitted during the station's seasonal promotion ... WCMF/Rochester's sponsoring the Rochester Electronic Olympics, with listeners testing their skills on three video machines. Grand prize is \$1000 in quarters!

... WLUP/Chicago has a rare opening for a dynamic morning air personality. Send tapes and resumes to PD Tim Kelly at WLUP, 875 N. Michigan, Chicago, IL 60611 ... AOR pronunciation guide: CAR-MINE A-PEACE ... Blue Oyster Cult and Todd Rundgren's Utopia are the first two bands to be featured in concert in the Concert Satellite Network, tying in with clubs and AOR radio for the shows. AOR stations will help promote the shows with ticket and album giveaways, spots, interviews with featured acts and MC'ing ... Steve Leeds's SLIC organization has moved. Temporary headquarters are at 157 W. 57th, New York, NY 10019. New phone is (212) 489-1731 ... It's a bird, it's a plane, it's Marc Parenteau: The WBCN/Boston air personality drew the winner in a contest held in conjunction with Elektra's Cars while suspended 100 feet above city traffic. The station gave away the Le Car in which Marc was perched when he chose the winner ... WCOZ/Boston just released its "Concert Guide" for New England, featuring seating locations for concert halls, along with staff photos and important area phone numbers.

Adult / Contemporary



JEFF GREEN

How To Set Up A Computer System

Computers are rapidly becoming an integral part of radio operations. Their time-saving, convenience, and organizational abilities justify investment for practically every broadcast facility.

Today the use of computers, once restricted to the sales department, is gradually expanding into programming applications. One radio station committed to maximizing its computer use beyond sales, billing, and accounting is KPAT/Sioux Falls, SD. With its \$40,000+ Texas Instruments hardware and customized software, this outlet has generated programs that help coordinate playlists, music flow, and much more.

Craig Metz, Operations Manager for A/C-formatted KPAT, answered many common questions about 1) setting up a basic computer system, 2) what it can do for you, and 3) how he and his staff have enlarged its capacity to handle programming as well as front office duties.



Craig Metz

R&R: Why did your station invest in a computer system?

CM: The reason we bought ours was for accounting, billing, and traffic. It was getting hard for us to keep track of avails inventory, and we also wanted it to operate our accounting system. In its business duties, the computer creates program logs, takes care of the inventory, and sends out the bills, plus a lot more.

R&R: What convinced management it was worth the expense?

CM: With the accounting and billing load caused by our two stations (KPAT's sister AM is KSOO), we felt that we'd eventually need to employ not one, but two accountants, plus two to three additional people doing traffic. The computer affords us the ability to use only one accountant and one other person to oversee the traffic. We view ourselves as being able to recoup our costs

- What computers can do for your station
- What it costs to get started
- Finding the right software

within one year due to salary savings. We now have more reliability and new capabilities, such as sales reports. Our sales manager can order 10-day reports, one-day summaries, specific sales people on specific accounts, each station's performance - anything he wants, within minutes.

R&R: Can the average station get by with a smaller system?

CM: Yes, it's possible, but not necessarily realistic, especially if you want to include music features, expand duties, or increase speed. Expansion capability is extremely important. You'll find the more you use a computer, the more you'll want from it. The worst way to go is to buy a "maximum" system, which you'll soon outgrow and have to sell at a loss. The best way is to invest in a "minimum" system that can be continuously enlarged. Remember, with everything changing and improving so quickly, some people buy a computer that's obsolete the minute they plug it in. The computers with the longest-lasting value are those with the ability to be modified with technological advances or features you foresee you'll need.

R&R: What comprises a minimum system for a radio station?

CM: The essentials are the computer itself, CRT or display monitor, cassette or disk drive apparatus, printer, plus any other accessories, known as peripherals. This hardware setup will run at a minimum \$5-\$10,000. Next come your ongoing expenses: paper, ribbons, and disks or cassettes. These are relatively minor costs. Then there is upkeep: preventive maintenance

and breakdowns. Figure to spend 10% of your hardware system cost per year. Finally, you need software - the cost of which depends on your uses. If you're going to do accounting, billing, and traffic only, on a simple method, I've seen software available starting around \$4-\$5000.

R&R: Do you recommend programming yourself or buying a software package?

CM: There are tradeoffs either way. You definitely want to only buy software that specifically meets your needs. The basic accounting software for an average business may not be the same for radio. Also remember that programs written for one computer don't necessarily work on another. The best arrangement is to buy a computer hardware system from the company you're purchasing the software system from, because you know they're developing software specifically for those computers they're selling. If you already own a computer and need software, don't buy any expensive program unless someone representing it can come in and demonstrate that its capability can do exactly what you want. Buying software without seeing it work first, like anything else, is a mistake.

Without buying a prefabricated package, and unless you have a good programmer in-house, you'll need to look outside to get custom software. Perhaps your community has a company that does this. Also consider university computer wizards who can help. That might save you a lot of money. Our FM engineer, Gerry VanLoh, happens to be a computer programmer. Because of radio's unique needs, I think you'll see more stations writing their own software within a few years.

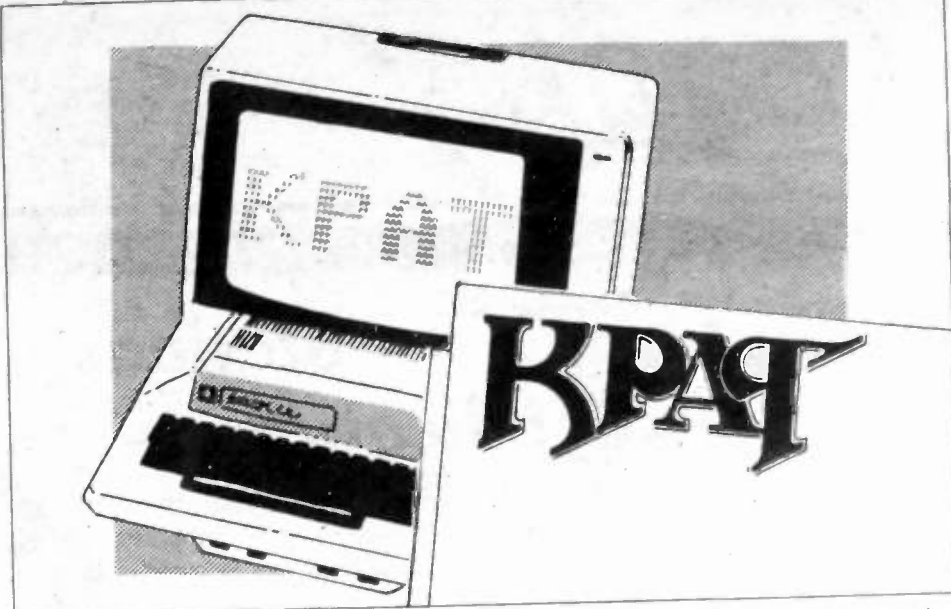
R&R: How does your computer assist with the music?

CM: The timesaving factor is a real advantage. It used to take me 2-3 hours a day to generate a manually-rotated music system. Our computer does it in ten minutes! It remembers what's been played, in what order, the last time it came up, etc. It's far more accurate than we can be ourselves. Moreover, the computer maximizes our music inventory use. Sometimes air personalities psychologically skip over songs because they don't like or simply forget about them. The computer's unbiased nature won't permit that and eliminates the human error. The computer can also generate random flow without disturbing the intentions of our basic sound. This prevents predictability.

R&R: What conveniences does it offer the air talents?

CM: I believe doing the music in advance relieves the personalities of the drudgery of having to pick songs, remembering what was played the day before, and so on. We've increased the time they can use to develop content, smoothness, and overall professional on-air sound.

Currently we provide printouts for our air talents, but plan to install computer terminals in several station locations. With additional disk drives, and word processing, we will be able to offer an instant display in



the control room of not only music, but PSA's, copy changes, spot additions/cancellations, election returns, school closings, engineering data, news, and that's just the beginning.

In spite of all these wonderful programming benefits, there's still a bottom-line priority. That is, if it was up to me to convince our upper management to buy a computer strictly for radio programming, I probably couldn't persuade them. The broadcast use is still incidental to the business end. The reason all the stations I know that have computers acquired them is for accounting, billing, and traffic. In most cases, it's not realistic for the average PD to have a \$15-\$25,000 computer system just for on-air programming. But prices will continue to drop over the next five years, and for those stations with a good-sized computer, you can see what an asset it can be to a PD and staff.

R&R: Give us your closing philosophy about computers.

CM: A computer is not an answer to great programming questions. All it can do is serve as a tool. It's not able to analyze a song to tell if you should add it. A computer is just the logical extension of man's ability to use tools. In most cases, computers don't replace people. They assist you, and overall only shape not what you do, but the way you do your job.

Editor's note: R&R is aware of a number of companies and individuals offering computer hardware/software services to radio stations. If you or your company would like to be included in a Computer Services Update appearing in a future column, please send information to Jeff Green, care of Radio & Records, 1930 Century Park West, Los Angeles, CA 90067. For more information about small computers, see this week's "What's New" section.

Progress

George McManus is appointed News Director at KLHT/San Francisco, most recently across town at KCBS. David Cokely is named News Director at WBZ/Boston, coming from the Executive Editor's desk at WEAN/Providence. Kevin Brown joins the news team at WCBM/Baltimore after two years reporting for the city's WJZ-TV. WMAL/Washington names Milagros Ardin as a reporter. David H. Shoup has become part of KOMO/Seattle's news staff, formerly a Senate Correspondent for AP Radio in Washington, D.C. Eric Jylha, most recently News Director at WJOX/Bay City, MI, is now a news reporter at WSGW/Saginaw. CKRD/Red Deer, Alberta appoints Steve Legault to its news staff.

The Music Section

A/C's Most Accurate Music Information

Begins Page 46



CHICKEN DELIGHT - The San Diego Chicken flew south this winter to visit KMAC/San Antonio. From left, PD Steve Gallagher, the chicken with its escort, and air talent Keith Smith.

Country

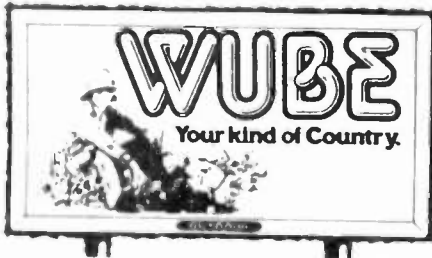


CAROLYN PARKS

Radio On TV — Stations Discover Syndication

Remember that old riddle which asks whether a falling tree makes a sound if no one is around to hear it? It can aptly be applied to many radio stations which claim to have an excellent on-air sound but devote little or none of their budget towards advertising that fact. After all, if no one knows where you are or what you're doing, how successful can you expect to be? Contests and promotions have long been the staple of many Country stations which realized the value of self-promotion. However, until recently, advertising has taken a back seat or has been thought of only in terms of "the new billboard campaign."

When there was only one Country radio station in town, a few carefully placed billboards may have served the purpose. Today, with Country coming into its own as an emerging dominant format in many markets, the level of competition necessitates a closer look at the advertising options currently available. This week and in subsequent articles we'll highlight some of the companies that have responded to this need by offering full-service advertising campaigns to Country radio which incorporate the use of that other medium... television.



One such company is Nashville-based booking agency Top Billing, Inc., which last April created a Media Marketing Service arm headed by Lance E. Simpson, former National Sales Manager for American Image Productions (another well-known TV syndicator). Although the division produces syndicated television campaigns for all formats, its initial thrust has been towards Country-formatted radio stations with five spots already in the can or nearing comple-

tion, including a domino dynamo called "Knockin' You Over" and a clay figure animation for full-service stations entitled "The Great Radio Bake-Off."

In the past many stations found the concept of TV advertising attractive but felt the benefits gained could not possibly be worth the high price tag involved. Lance feels that attitude is now changing. "It used to be that Country stations would be struggling in the marketplace with a very small target audience. Now, with all the crossover, they've got a real wide demographic target, and the best way to reach them is via television. The 25-54's that are watching television are also listening to radio, and in a lot of markets Country radio owns that demographic."

Avoiding The Trade-Out Trap

Although Lance naturally advocates the use of promotional dollars for TV advertising, he cautions his clients not to fall into the tradeout trap. "When I'm in a strange city I can always find the radio spots... all you've got to do is wait until Johnny Carson is over and turn on the TV. The stations that are trading get all jammed up in a time when nobody's watching. I would suggest buying reach rather than frequency. I think it's much better to budget your money and buy some Barbara Mandrell or early and late news when people are watching."

Some stations have been quite successful



Rose Bowl Revenge

When air personalities Kevin Lane of KXEL/Waterloo, IA and Chuck ("The Chucker") Urban of KAYO/Seattle first made their little bet on the outcome of the Washington Huskies vs. Iowa Hawkeyes Rose Bowl game, they had no idea it would grow to such enormous proportions. The original idea was that the winning city would send the losing city's mayor a dozen red roses. Then local merchants started getting into the act, donating items indigenous to their particular areas (Washington salmon, Iowa steaks, etc.). The end result is that Seattle's mayor is now one dozen roses richer (Washington, you'll remember, was the 28-0 victor), while Waterloo's mayor can soon be heard doing a two-hour airshift on "The Chucker's" show. KAYO, meanwhile, awaits the delivery of one case of Vinton popcorn, two cases of Iowa Sports Beer, one case of Highland potato chips, one dozen Iowa pork chops, four Rath hams, ten Iowa sirloin steaks, a 1/20 scaled-down version of a John Deere tractor, and a 400-lb. concrete pig (don't ask me, folks, I just write 'em!). Looks like the only thing missing is a partridge in a pear tree.

at producing their own television spots (as we'll spotlight in a future article). However, Lance feels that many stations which get into the production end in an effort to either save money or utilize the "talent" they already have at the station, wind up with results that oftentimes "end up looking like used car lot spots. If you look at the top stations in many markets they are using syndication or really high-quality custom production. We do both, but I prefer to do

stantly reinforcing that the listeners have made the right decision. We believe that there's a real need for cost-effective advertising, and there's not many people out there filling that need."

\$4000-\$5000 Average Price

By cost-effective Lance is referring to an average price tag of between \$4000-\$5000 for a basic syndicated TV spot such as his company's debut campaign "Your

"The 25-54's that are watching television are also listening to radio, and in a lot of markets Country radio owns that demographic."

— Lance E. Simpson

syndication since it's a lot more cost effective for the station. One problem with syndication is that often it forces a station to pigeonhole itself into the syndicator's idea of what Country is all about or what radio is all about. We've tried to build into our spots enough flexibility where you're not caught up in that. A station that owns a position in the marketplace has a tougher job than anybody else because they've got to be con-

Kind Of Country," which also includes some 10-second spots that can be pulled out of the original commercial. When used in conjunction with an existing station slogan, this type of advertising campaign can be utilized year-round to reinforce a station's image in the marketplace.

Lance described "Your Kind Of Country," now running in 15 markets.

"It was filmed in Utah in a western setting and features an Olympic equestrian riding a beautiful horse across the skyline. He pulls into his camp, takes out a radio and turns it on to an aircheck the station has supplied us with. As the mesas turn into the skyline of the city we bring the call letters up and use the tagline 'Your Kind Of Country.' However, we can use any kind of tagline that the station uses if they've got their own slogan. For example, the Great Empire Stations use 'Nobody Does It Better,' which is a Toby Arnold jingle package, and we also incorporate their jingle into the commercial. We have a standard skyline, although we can do a custom skyline through animation. The call letters are also animated, so it's a combination of live action and animation."

The number of companies producing Country-formatted television spots has increased dramatically in the past several years, and next week we'll explore some others and what they have to offer the station unable to spend the \$20,000 on up for a custom commercial.

The Music Section

Country Radio's Most Accurate Music Information

Begins Page 42

COUNTRY CLOSEUP

The CRS Wants You!

Once again the Country Radio Seminar agenda committee is in full swing preparing for the 13th annual workshop scheduled for February 26-27 in Nashville. Even if you cannot attend, your station can still be among those represented by sending air checks, video tape spots and slides, and station promotional materials (bumper stickers, T-shirts, printed matter, etc.) to the following committee members.

Air Checks: Joel Raab, WHK, Euclid Ave. at E. 12th St., Cleveland, OH 44115. **Deadline:** 1-15. **Video Tape Spots & Slides:** Dave Gerard, WKSX-FM, One Playhouse Square, Cleveland, OH 44115. **Deadline:** 1-15. **Promotional Materials:** Frank Mull, Mull-Ti-Hit Promotions, 50 Music Square West, Suite 604, Nashville, TN 37203. **Deadline:** 2-15.

Holiday Movement

Several key changes were made over the holidays as Barry Mardit moves into the WWWW-FM/Detroit PD position from a similar post at WEEP/Pittsburgh, while Asst. PD/MD Alan Furst assumes Barry's job (R&R 1-8). Alan is now looking for an Asst. PD/midday person, a job that has certainly proved to be a great stepping-stone... WCXI/Detroit PD Dan Dixon is stepping down to devote himself to his airshift, and the station is actively looking for a replacement... KFJH/Wichita's "Lady Outlaw" MD Jessica James departs for WRJZ/Knoxville for MD/afternoon drive. 16-year KFDI-AM vet Don Walton moves across town to fill Jessi's jeans (uh, shoes)... KSD-AM/St. Louis is dropping the Larry King show and has a possible on-air opening for a strong air talent (which, as we all know, means no beginners). Contact Bill Coffey for details... KSON/San Diego has some new staff changes as Dex Allen joins as Regional Sales Manager from VP/GM of KOGO & KPRI in town. Also, former KSON

PD and most recently KCBQ MD Ed Chandler is rejoining KSON-FM in his old position as well as doing afternoon drive. (See Page 3). Rod Hunter remains as PD of KSON-AM... Dale "Bozo" Sommers upped to MD at KCBQ... Alan Jones named PD at WKYG/Parkersburg from WTCR/Huntington... Chris Gable upped to Operations Manager at WRKZ-FM/Hershey, and CMA DJ Of The Year nominee Dandalion moves into overnights from WIOV/Ephrata... Byron Ray promoted to PD at KKAL/Arroyo Grande, CA, replacing Bill Penney who now does morning news at the station... Rich Abrams is Station Manager of KOKC/Guthrie, OK, coming from syndicated weather service Weather Station, Inc... Reggie Neel officially named MD and moves to middays at WXBQ/Bristol, VA, as Bill James takes over as Promotion Director and morning drive personality. Filling Bill's old 6pm-midnight slot is Marty Osborne from sister station WFHG... Dave "Fig" Newton joins WWWE/Cleveland as midday man from seven years at WGAR... Two KPPL staffers join KYGO-FM/Denver; Larry Martin on overnights and Greg Rivers for weekends... New morning man at WRKT-AM & FM/Cocoa Beach is Chuck Deal from WMEL in town. Also new is ND/morning anchor Ken McKenzie.



NOW WE'RE SMOKIN'! — Louise Mandrell and R.C. Bannon, having just released their debut RCA single "Where There's Smoke There's Fire," are joined on the "Barbara Mandrell Show" set by Los Angeles Country stations for some hot times on the old set tonight! Pictured are (rear, l-r) KLAC MD Cathy Hahn, KZLA MD Denise Galvin, KIKF-FM MD John Dzima, and KLAC PD Don Langford; (front, l-r) RCA's Carson Schreiber, Bannon, Mandrell, KLAC Asst. PD Rudy Uribe, KHJ Asst. PD Lon Helton, and RCA's Jeff Naumann.



A TULSA TURNAROUND — Tulsa's newest Country station K95FM recently hosted an advertiser party to introduce its new format. Enjoying the event are (l-r) CBS's Jay Jenson, K95FM PD Dan Spice, EMI/Liberty's Pat King, MCA's Roger Ramsey, and K95FM MD Rob Ryan.



RAZZY LEAVES LOVE ALL OVER NYC — Razy Bailey (pictured second from left), after taping a segment on his latest single "She Left Love All Over Me" for the "Weekly Country Music Countdown," is greeted at New York's Sundown Club by United Stations VP Ed Salamon (left) and WKHK-FM's air personality Tim Byrd and MD John Brejot.



AH, SWEET SUCCESS — 55 years of broadcasting is certainly reason enough to celebrate, and that's just what WWVA/Wheeling did with a black tie dinner for 300 to mark the momentous occasion. Pictured enjoying the fruits (or cakes) of their success are (l-r) WWVA's Jamboree U.S.A. GM Mike Hopkins, Columbia Pictures Radio Group President Ed Boyd, and WWVA VP/GM J. Ross Felton.

Inside Nashville



BIFF COLLIE

SPARKLE PLENTY: Stars making news this week include Conway Twitty, who received tradesters' compliments and good wishes galore at that Elektra reception celebrating his first album in the new label association after many years with Decca/MCA... Willie Nelson starts production next month on "The Man Who Owed Everyone," with a little help from friends Hank Cochran, Jeannie Seely, and others who'll have

parts in the picture... Ray Price on the "Tonight Show"... Barbara Mandrell's People magazine entry into the "25 Most Intriguing People of 1981" sweepstakes puts her in the company of Elizabeth Taylor, Ronald Reagan, Princess Diana, et al... ABC-TV will show the "Coal Miner's Daughter" movie starting in March or April, (followed by May and June)... Kenny Rogers's new movie "Six Pack" will film 10 weeks in and around Braselton and Buford, GA starting this week... Eddie Rabbitt filmed TV spots for the National Mental Health Association to help spread the message "Mental Health is for Every...Body"... June Carter and Johnny Cash named Chairmen of the 1982 National Kidney Foundation Country Music Festival Radiothon, to be held the weekend of April 3 & 4, 1982... Larry Gatlin produced music tracks in Nashville to be overdubbed in Hollywood on a Johnny Mathis album... Willie Nelson and Merle Haggard made tracks in Austin for a "Merle & Willie" or "Willie & Merle" album... Kenny Rogers did it again with his "Lucille" producer Larry Butler at Sound Emporium in Nashville... Bob Neal, who "retired" and sold his Neal Agency in the 70's to William Morris, is at it again (he was Elvis Presley's manager before Col. Tom Parker). Bob started by taking on Johnny Rodriguez last year. Now he's got Mayf Nutter, and just took on Jeanne Pruett's management. Get 'em Bob!... The first annual Music City "Sunshine Golf Classic" is set for February 15-17 at Rolling Hills Lodge and Country Club, Ft. Lauderdale. It'll benefit the Hank Snow International Foundation for the Prevention of Child Abuse and Neglect of Children, Inc. Local coordinators include Bob Jennings, Walter & Bill Haynes. For information, call or write Bob, Walter, or Bill at (615) 244-7519 or 1302 Division St., Nashville 37203... Jeff Wald (Helen Reddy's husband-manager) and film producer Julia Phillips ("Taxi Driver," "The Sting," "Close Encounters") have writers working on a book for a Broadway musical based on Jesse James and the Civil War, which they hope will star such well-knowns as Johnny Cash, Waylon Jennings, Emmylou Harris and Charlie Daniels. Wald, I understand, plans to open this fall either at the World's Fair in Knoxville or in Nashville and possibly Atlanta before a Broadway opening.

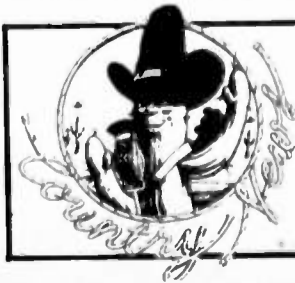
QUOTEBOARD: "925,849 is 65,476 more than 1981's total attendance at the Grand Ole Opry. We may hit a million in '82, with help from next summer's weather and economy." — Opry House Manager Jerry Strobel... "It was Kelly Foxton's decision to leave." — Hank Snow... "After I stop smoking, I'll probably grow a foot taller." — Little Jimmy Dickens (he's 4'11" tall)... "I want someone to help me write my autobiography. Not for the money. I just want to see that it gets done." — Bill Monroe... "If my invitation arrives on time, I'll

be driving in the Indianapolis 500 this year. If not, I'll be playing with my Atari set." — Marty Robbins... "Accordion players are not the 'dinosaurs of the music industry!'" — Accordionist Vic Willis, the new Secretary of AFM Local #257 in Nashville... "Being 50 is not bad... if you can handle it." — Skeeter Davis... "I made my first record 30 years ago in the old KWKH/Shreveport studio, with David Houston standing in for me while I checked the control room levels." — Slim Whitman.

1982 MUSIC ROW PREDICTIONS: 1) Larry Butler will get married... 2) Tree Publishing will cut its staff to 30,000 writers... 3) Eddie Kilroy will cut a Tree song... 4) Larry Butler will get divorced... 5) George Jones will be managed by Marlon Brando and neither one of them will show up for anything... 6) Ronnie McDowell will cut a song called "Minority Women"... 7) "Group of the Year" — Johnny Russell... 8) Cocaine will be declared a vegetable... 9) Tom Collins will no longer record outside material... 10) "Comeback Artist Of The Year" — Kenny Rogers... 11) A number of Music Row stars will have an "upliftin' year" (look at their hands)... 12) A number of "stars" will record "I'm My Favorite Star"... 13) A well-known girl singer will receive a large refund from her voice instructor.

UPDATE: Tammy Wynette got preliminary approval to become the second country star to locate a tourist attraction in "Twitty City" or "Music Village USA." Tammy's will cover about 10,000 square feet of space each, residence and office... Darryl C. Langley and Darrell W. Bailey, both of Hampton, GA were given 20-year terms after being found guilty "of assault with intent to commit murder, resulting in bodily harm" to Gary S. Paxton in December 1980. Paxton filed a \$2 million civil damage suit against Langley, Bailey and Vern Gosdin, the man who, Langley told police, offered him \$200 to come to Nashville and "beat up" Paxton. Police said they never found enough evidence to justify charging Gosdin with the crime... Mac Sanders purchased WNOX Radio in Knoxville, one of the first 10 radio stations in the nation, which went on the air in 1921 and served as the spawning base for such country giants as Chet Atkins, Carl Smith, Archie Campbell, Don Gibson, etc... Julie Henry rejoins the MCA office staff in Nashville; Martha Haggard shifts to Polygram.

AIRLINE: "Send your name and address now to Box K, Picayune, MS. Send no money, pay postman \$5.98 upon delivery. Or pay \$5.98, send postman, keep your name; to Box K, Picayune, MS. Or keep box, send your name to postman, Picayune, MS. Or send box, get postman, spend money, change name. Or drive down I-55 from Meridian to Picayune and drop them all off. Or mail I-55 to your name..."



Coors Country News

This Week's Guest:
SONNY JAMES

Call Pete Howard (213) 399-4949
131 Ocean Park Blvd. Santa Monica, CA. 90405

Black Radio



WALT LOVE

JAZZ — A LOST ART FOR RADIO?

Let's Talk Jazz

Dorian Paster, an eleven-year veteran of the radio industry and now Program Director of WJZZ/Detroit, will be our authority this week as we discuss the ups and downs of Jazz radio. Dorian has been doing Jazz radio for the past five years; prior to that, he worked in AOR radio. "I fell into this job and I am very grateful that I did, because I would much rather work at a station playing music that I like, rather than a station playing music that I don't like and be doing it simply because it's radio."

Why are there so few Jazz-formatted stations in America today? "One of the main reasons is because broadcasters are afraid of the format. They have seen various negative things occur over the years, like WRVR/New York's folding or the recent change of format at KADX in Denver — so, they feel why try a format that you might have to change later.

What's the point of going through all that; after all, broadcast companies are in business to make money. The real problem stems from what I think is the lack of a scientific approach to Jazz radio. Jazz covers a lot of



Dorian Paster

ground. For example, there's bebop, Dixieland, neo-bebop, swing (big band), and fusion, plus other things in between. The second thing that I believe has hurt jazz radio has been air personalities playing their favorites — which is only one narrow aspect of jazz music."

Do you think there's a jazz audience out there? "I think the jazz audience is quite large; I feel that it continues to grow. Jazz is a mainstream art form again; it's on college radio stations, and to me that indicates growth. For a long time during the late 60's and the middle 70's, AOR was the dominant form at college stations.

"At that time AOR was called Progressive Rock, it was the popular trend. Now the popular trend is Jazz radio. One of the interesting things about jazz and its percentage of sales is that it sells (proportionately) better than any other music category in a record company's catalog. Jazz tends to sell consistently and tends to do relatively well in relationship to the

number of pieces put out for sale. There's a tremendous amount of product put out in other musical formats, and very little of it sells."

● I mentioned to Dorian that we as a society seem to be putting jazz on a shelf. "I agree one hundred percent — what we need to save Jazz radio and the music itself is not to allow program directors/music directors to take an artistic viewpoint of the art form. These people need to understand that jazz is a commercial commodity and must be treated with professionalism. We need to bring new listeners into the art form — not chase them away. If some programmers would let the art form speak for itself instead of trying to put it down the audience's throats, the formats would be better served."

I asked Dorian what kind of share WJZZ presently had. "We had a 2.4 (12+) in Arbitron but we've been as low as a 1.8; as you see, we've rebounded somewhat. We have two WBLS-type programmed stations here in Detroit, so they're taking some audience away, but those types of stations tend to sound a little jazzy." What's your audience makeup like? "The numbers that come from Arbitron say we have approximately 60% black and 40% white — it varies from book to book."

Variety The Key

■ What do you think is the key to programming Jazz? "I feel that jazz is not something a programmer will know about unless he's done it before. My background was in rock radio, so I had an understanding of how to do segues and texture programming, but I never understood the innuendos of Jazz until I became involved in the programming of the music. It took me a while to understand what was really necessary — what it was is variety. Unlike

- Is Jazz a vanishing format?
- Professional approach, not personal, advocated for Jazz radio success.
- ▶ Memphis market heats up as KWAM debuts.

Bell Celebrates 25th



The Bell Broadcasting Co. of Detroit is now celebrating its 25th anniversary. On November 7, 1956, Doctors Wendell Cox and Haley Bell built the first owned and operated Black station in the United States (WCHB — WC for Wendell Cox and HB for Haley Bell). Mr. Bell is deceased, but his wife now carries on. Presently, the BBC has an exhibit on display at the Detroit Historical Museum through April '82. The company also owns WJZZ, which is located in Detroit (WCHB is located in Inkster, MI). Pictured in this photo taken at the opening reception at the Detroit Historical Museum are WJZZ staffers (l-r) Cliff Russell (News Director), Jim King, Billy Walden, Rosetta Hines, Peter Werle, Robert Bass (Asst. to the President), Cliff Coleman, Dorian Paster (Program Director), Tony Weaver, and John Hill (Music Director).

a rock format, which discourages variety, a Jazz format works better where there is variety... but not too much. For example, no one in his right mind would put an AOR station that's playing 2000 tunes on the air anymore. You can't have a successful Jazz format playing the entire library, because the sound is not going to be cohesive enough for listeners to continuously want to hear it."

What type of jazz does WJZZ play? "We start with things by Basie, Ellington, things from the 40's, and we get into things by Sarah Vaughan, right up to present-day fusion. We also play material such as Jean-Luc Ponty. Some things we even daypart,

things like cerebral jazz, things that are spacy. The new John McLaughlin is a good example. We never play music of that nature in drive time because it's not appropriate, but we do play it in the evenings. One must always take the approach when programming Jazz radio of 'Jazz For The Unhip.' You must take yourself out of the picture, realizing that you may be hip to a lot of jazz music but most people are not. When you find out what these people are hip to, then that's the music, the sound, the feel that you need to maintain to make them loyal listeners."

Finally, I asked Dorian to tell me his definition of jazz. "I think jazz is 'the classical sound of black music.'"

ACTION

KWAM Hits Memphis Airwaves

▶ A lot of action in the Memphis market, starting with the appointment of a new Music Director at WHRK. Sharon Smith has left the station and has been replaced by Robert V. Across the street at WLOK, Melvin Jones returns to the airwaves. Melvin was once PD at WLOK. There's more — KWAM-FM hit the air Monday (1-4) as a new Black format in the Memphis area. This now gives Memphis four Black-formatted stations (counting Urban Contemporary WHRK). KWAM-FM is being programmed by Floyd Blackwell, known throughout the South as Floyd B. Floyd was transferred from WEAS-FM/Savannah. His title is Operations Manager, and he told us that the station will be known as "Magic 101." You can reach the station by calling (901) 323-2679. I think it's going to get hot in Memphis, and I don't mean the weather.

• KFML/Denver has changed format from AOR to Jazz. The new Program Director, Ira Gordon, says, "We will be formatted as 'Modern Jazz' and any record servicing would be appreciated." Mr. Gordon can be reached at (303) 751-1390. KFML will also be reporting its jazz music information to R&R.

• Silby Edwards, formerly of KYKR/Port Arthur-Beaumont, TX, has informed us that he is the new Program Director of KNOW/Austin, which has changed format from A/C to Urban Contemporary. Mr. Edwards can be reached at the station at (512) 477-6375.

• Talking to WKWM PD Frank Grant (R&R 12-18-81), he tells us that Arbitron's Rip Ridgeway has contacted him about the ethnic weighting problem not only in Grand Rapids but in other cities. Those cities are Hartford/New Britain, CT; San Antonio; Rochester; Oklahoma City; Denver; and Toledo. Mr. Grant says that Arbitron told him that it will be asking the race question this spring when surveying these cities. The information obtained will influence what happens later with the problem of ethnic weighting for these markets. At least it's a beginning!!

• Steve Harris, presently Program Director of WGCI/Chicago, is headed for KRILY/Houston as of January 18 (see Street Talk 1-8). Steve will be the new Program Director of "Love 94" and it will continue its Urban Contemporary format. Plus, congrats to Steve and his lovely wife Vivian, who gave birth to their new son Adam Nathaniel Leroy Harris, who weighed eight pounds. Pam Wells, Music Director for WGCI & WVON, has been named as the Asst. Program Director of WGCI. No announcement has been made as to who will replace Harris.

• WZAK/Cleveland discontinued its use of the Alpha One format from TM in order to program its own Urban Contemporary approach.

The Music Section

Black Radio's Most Accurate Music Information

Begins Page 44



V-103 WELCOMES EVELYN KING — Pictured on the occasion of Evelyn King's visit to WXYV/Baltimore are (l-r): RCA's Tony Winger, Ms. King, WXYV air personality Bob Scott, and RCA's Lyn Greene.

Opportunities

Openings

EAST

Mature communicators, strong production for future openings at growing regional Country station. 2 years experience. T&R: Tim Akers, WKRT, 292 Tompkins, Courtland, NY 13045. EOE M/F (1-15)

Stable newspaper wanted for small market AM/FM, some experience desired. T&R to Ron Shapley, WDOS, Oneonta, NY 13820. EOE M/F (1-15)

Copywriter/producer with experience to join award-winning creative staff at WPST/WHWH. Resume, reel and samples to Jack Shuster, c/o Nassau Broadcasting, Box 1350, Princeton, NJ 08540. EOE M/F (1-8)

WACZ/Bangor, ME seeks full-time newspaper. T&R to John Marshall, WACZ, Box 921, Bangor, ME 04401. EOE (1-8)

WRUN/WKGV/Utica, looking for ND willing to teach and build news department. T&R: Fred Horton, OD, WRUN/WKGV, Thomas Road, Oriskany, NY 13424. EOE M/F (1-8)

Country WKYG/Parkeersburg, looking for news and on-air heavyweights. Good bucks. Send T&R: Alan Jones, Box 368, Parkersburg, WV 26101, or after 10am (304) 485-4565. (1-8)

Central MA A/C station looking for talented communicator. Medium market experience. T&R with salary requirements to Box 8130, Government Center, Boston, MA 02114. (1-8)

AM 1450 WCTC/New Brunswick looking for someone to join our award-winning 6-person news staff. Experienced pros only. Call WALT SODIE, (201) 249-2600. EOE M/F (1-8)

Afternoon drive personality needed now. Experience, talent necessary. Great opportunity at great Contemporary station. T&R to WENY, Box 208, Elmira, NY 14902. EOE M/F (1-8)

SOUTH

FM99/Tallahassee, FL needs midday personality/strong production. Good money. T&R to AJ Brock, PD, FM99, Box 3168, Tallahassee, FL 32303. EOE M/F (1-15)

AM 1450 WCTC/New Brunswick looking for someone to join our award-winning 6-person news staff. Experienced pros only. Call WALT SODIE, (201) 249-2600. EOE M/F (1-8)

Afternoon drive personality needed now. Experience, talent necessary. Great opportunity at great Contemporary station. T&R to WENY, Box 208, Elmira, NY 14902. EOE M/F (1-8)

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AM 1450 WCTC/New Brunswick looking for someone to join our award-winning 6-person news staff. Experienced pros only. Call WALT SODIE, (201) 249-2600. EOE M/F (1-8)

Openings

Experienced air talent for afternoon drive. CHR-FM in growing East Texas college town. T&R: Mark McLain, KKTJ, Box 192, Kilgore, TX 75662. EOE M/F (1-15)

Y103 (WIBY-FM) looking for slightly crazy morning man with proven track record for AM team. T&R to Robert John, Jacksonville, FL 32216. EOE M/F (1-15)

Production person, Tampa Bay. Write & produce exceptional commercials. Cassette demo to Drew Hayes, WPLP, News Talk Radio, Box 570, St. Petersburg, FL 33565. EOE M/F (1-15)

KRZI has opening for morning personality with mature wit and delivery. Great opportunity for right person. T&R: Clay Steele, Box 8093, Waco, TX 76714. EOE M/F (1-15)

Immediate opening for qualified newspaper. Strong journalism background and interest in investigative reporting. T&R: Brad Houston, KDOK, Box 6340, Tyler, TX 75711. (214) 593-2519. (1-15)

WXAM/Charlottesville looking for a drive-time news anchor/reporter. Top writing skills and personable delivery. T&R: Pam Mason, Box 1294, Charlottesville, VA 22902. (1-15)

Experienced air talent for night shift CHR-FM in growing East Texas college town. T&R: Mark McLain, KKTJ, Box 192, Kilgore, TX 75662. EOE M/F (1-15)

Looking for a newspaper for Southern small market station. T&R to Mike Hedges, 3341 Towerwood Dr., #204, Dallas, TX 75234. EOE M/F (1-15)

WNOE AM/FM needs news/anchor person. Writing background. 2 years minimum. T&R to Joe Patrick, 529 Bienville St., New Orleans, LA 70130. EOE M/F (1-15)

WKQQ, 100,000 watt AOR accepting applications for Production Director position opening first quarter. T&R: Gary Dickson, WKQQ, Box 100, Lexington, KY 40590. (1-15)

KOZA, A/C in sunny West Texas is looking for a real personality for 300,000+ market. T&R: Keith Montgomery, Box 351, Odessa, TX 79760. EOE M/F (1-15)

A/C morning/Production Director. Active contributor. Creative/Cooperative atmosphere. Opportunity/responsibility. Work with us, not for us. T&R: 155AC, Box 70, Ft. Knox, KY 40121. EOE M/F (1-15)

Openings

B100, 100,000 watt FM has immediate opening for News Director. Great place to live. T&R: Greg Bunce, PD, WVBS-FM, Box 4700, Wilmington, NC 28406. EOE M/F (1-15)

Jefferson-Pilot needs production pro for state-of-the-art facility. Experienced only. T&R: Larry Knight, WGBS, 710 Bckell, Miami, FL 33131. EOE M/F (1-15)

WDXY/Sumter, SC's #1 rated CHR AM looking for creative morning man and midday personality. T&R: Chuck Beck, PD, Box 1269, Sumter, SC 29150. EOE M/F (1-15)

Nation's hottest mellow AOR now accepting T&R for possible future openings. Send to: Bob Linden, Love 94, 843 First St., Miami Beach, FL 33139. EOE M/F (1-15)

KOBY has gone Country. Looking for full-time communicators. T&R to Don Rushin, Box 2018, Texarkana, AR 75504. EOE M/F (1-15)

97AIA/Miami-Ft. Lauderdale is looking for an experienced, disciplined, A/C personality. We have the sunshine and music, if you have the on-air presentation. T&R to Alan Anderson, 97/AIA, P.O. Box 1177, Miami, FL 33138. No calls please. EOE M/F (1-22) *

Program Director: Powerhouse AM in Top 50 market wants "take-charge" person to revitalize and give direction to a potentially great personality/A/C radio station. Air shift (preferably morning drive), oversee air staff, production, news personnel, and format. Solid track record with proven ability a must. Send all resumes to Bernie Barker, 2146 Highland Ave. South, Birmingham, AL 35205. EOE M/F (1-29) *

LOVE 94 FM accepting applications for future openings. R&B music and experience in working Urban formats. No calls. T&R: Michael Jones, 2630 Fountainview, Houston, TX 77057. (1-8)

Seeking aggressive talented anchor/reporter. Cover World's Fair '82. 1 year experience. T&R: David M. Lowe, WIMZ-FM, 101 E. Summit Hill, #200, Knoxville, TN 37915. EOE M/F (1-8)

Openings

Need afternoon drive and all-night talent. Experience necessary. Need you by Feb. 1st. T&R to John Chomnie, Y104, Box 2078, Hattiesburg, MS 39201. EOE M/F (1-8)

Opening for a top-quality newscaster at WSB Radio, Atlanta, GA. Must have 3-5 years with major market experience. Salary negotiable, no beginners and no calls please. Send replies to Personnel Director, WSB, 1601 W. Peachtree St., NE, Atlanta, GA 30309 (1-29) *

MIDWEST

KFMQ/Lincoln, NE accepting T&R's from experienced AOR announcers for possible future openings. Send to: Tom Barker, Terminal Bldg., 10th & "O" Street, Lincoln, NE 68508. EOE M/F (1-15)

KBTT/Davenport seeks creative nighttime personality for up-tempo A/C shift. Must be able to do more than the basics. T&R and photo to Jim O'Hara, Box 3788, Davenport, IA 52808. EOE (1-15)

Experienced newspaper/Farm Director. Writing samples. T&R: Randy Holland, KKRC, 1704 S. Cleveland, Sioux Falls, SD 57103. EOE M/F (1-15)

Top sales people needed now. LOVE 97. Send resume to Peter J. Nadel, 3184 Heathstead Place, Charlotte, NC 28210. EOE M/F (1-15)

Break into Top 50. Need talented communicator for overnight/production. T&R: Dave Allen, KLNK, 7301 North Broadway Extension, Oklahoma City, OK 73118. Minorities encouraged. (1-15)

KMAJ-Magic 108 needs adult sounding personality for PM drive. T&R to Dave Waters, Box 4407, Topeka, KS 66604. EOE (1-15)

Need strong morning man/PD for powerful 1000 watt station. Promotion/production, professional sound required. T&R: Robert Dorogl, WKHM, 1700 Glenhire Drive, Jackson, MI 49201. EOE M/F (1-15)

Mature-sounding, adult-oriented personalities needed for Sentry Broadcasting's growing facility in Illinois' second largest city. Strong production required. Call Kelly Carls, (815) 874-7861. (1-15)

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Honolulu, Hawaii 96825 (808) 395-9600

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6 Insertions \$32.50
13 Insertions \$27.50
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Volume Rates Available
Additional \$10.00 per week charge for Blind Box ads
Will include logo or other line art on ads of two inches or more if camera-ready art provided. Deadline for Marketplace ads is Friday noon two weeks in advance of publication date. Marketplace ads are non-commissionable.
Submit to **Marketplace**
RADIO & RECORDS 1930 Century Park West
Los Angeles, Calif. 90067 (213) 553-4330

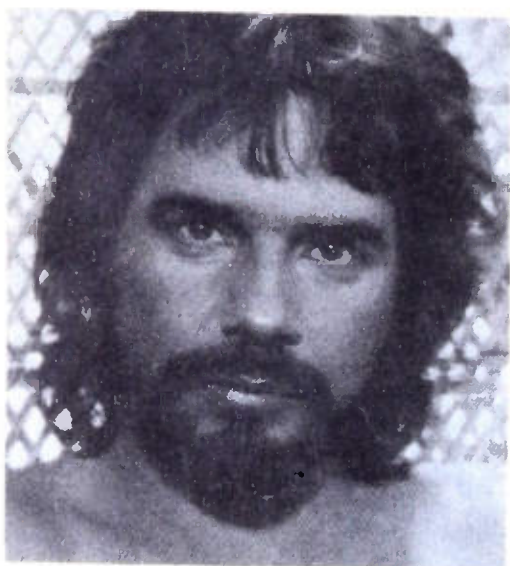
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ELO "Rain Is Falling"

| | | | | |
|-------------|-------------|-------------|------------|------------|
| WKEE add | WNAM add | WCIR add | KFYR add | WCSC on |
| WTIX add | KNBQ add | Q104 add | 3WT 36-33 | WFOX on |
| KROK add | KSKD add | KKQV add | WDOQ on | KENI 39-38 |
| WSSX add 29 | WOMP-FM add | KQIZ-FM add | WMAK-FM on | |



BERTIE HIGGINS "Key Largo"

A/C BREAKER
CHART 28 - 23

| | | | | |
|----------|-------------|---------------|---------------|-------------|
| KBEQ add | WGUY add | KZZP 26-23 | WANS-FM 21-16 | WFLB 19-15 |
| KEZR add | JB105 33-31 | WHFM 27-24 | WGH deb 21 | WXLK deb 16 |
| WFBR add | Z93 11-5 | WDRC-FM on | WAKY 21-14 | WGLF on |
| WBBF add | 94Q 6-4 | Q106 29-26 | WZZR 29-26 | Q101 30-18 |
| WVBF add | Q105 23-19 | WKEE 33-31 | WVIC 38-34 | KKXL deb 25 |
| WICC add | WCKX 23-20 | B97 19-18 | KIIK 34-31 | KFYR 18-16 |
| V100 add | CKLW on | KEEL 30-26 | KIOA 27-25 | KQWB on |
| KROK add | WZZP on | KLAZ 19-18 | WOW 17-16 | WTRU on |
| KSTT add | WKTI 17-16 | KXX106 22-21 | WNCI 21-18 | KSLY 24-22 |
| KOFM add | KFI on | WZYP 26-23 | KJRB 31-29 | KCBN 34-28 |
| KLUC add | KOPA deb 28 | BJ105 25-23 | KCPX 29-25 | KDZA 25-22 |
| | | WDOQ 9-16 | KHYT deb 34 | KATI 14-9 |
| | | WHBQ deb 17 | WJBQ 34-32 | KQDI 3-2 |
| | | KX104 7-7 | WTSN deb 26 | KYYA 25-19 |
| | | WMAK-FM 28-20 | WHEB deb 22 | KOZE deb 25 |
| | | WSKZ 15-13 | WFBG on | |
| | | WOKI 14-8 | Q104 8-8 | |
| | | WAYS 20-16 | Z102 19-14 | |
| | | WSEZ 29-16 | 95SGF on | |
| | | WCSC 23-17 | WFOX 24-22 | |



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|-------------|---------------|-------------|-------------|------------|
| KFI add | BJ105 add | Z93 deb 29 | KX104 23 | WMAK-FM on |
| KIQQ add | WNOX add | KZFM deb 29 | KYNO-FM 15 | WCSC on |
| KFMK add 29 | WANS-FM add | KINT 38-34 | KHYT deb 33 | 95SGF on |
| KBFM add | WVIC add | WTIX 31-26 | WGUY deb 25 | WGLF on |
| KROK add | KDZA add | B97 deb 30 | WFLB 35-30 | KVOL on |
| KXX106 add | WXKS-FM 20-18 | KLAZ 27-23 | KILE 38-32 | KSLY on |
| | | WJDX 33-28 | KEEL on | |
| | | FM100 24-23 | WBBQ on | |



BEACH BOYS "Come Go With Me"

A/C CHART #11

| | | | | | |
|-------------|---------------|-------------|---------------|---------------|---------------|
| WABC add 32 | 94Q 28-26 | KIQQ deb 37 | WBLI 27-19 | KEEL 34-27 | WANS-FM 29-23 |
| WLS add | KS95-FM 16-15 | KFRC 33-31 | WTIC-FM 24-21 | KROK 29-21 | WGH 4-6 |
| WNBC 26-21 | KBEQ 18-15 | KEZR 21-19 | WDRC-FM 26-22 | WFMF 21-20 | WZZR 24-21 |
| WIFI 27-24 | WZZP 17-15 | 13K on | WPST 28-25 | KLPQ 28-21 | WVIC 11-9 |
| B104 27-20 | WGCL deb 27 | KJR 19-13 | WLAN-FM 25-22 | WAAY 15-14 | KSTT 19-14 |
| JB105 25-23 | WZUU 23-21 | KYYX 26-21 | WKRZ-FM 14-12 | WHHY-FM 23-18 | KIOA 23-20 |
| Q107 23-18 | WKTI 15-14 | KIMN 15-8 | K104 33-22 | BJ105 24-21 | Z104 deb 27 |
| WPGC 29-21 | KRLA on | KOPA 22-19 | WKEE 28-26 | WBBQ 22-19 | WNAM 25-21 |
| CHUM 30-25 | KFI 22 | WCAO 21-14 | V100 29-20 | FM100 19-16 | KIDD 29-25 |
| | | WFBR 24-19 | KZFM 15-11 | WAYS 14-11 | KSPZ 24-20 |
| | | WBBF 19-17 | KINT 20-15 | WSEZ 16-12 | KBBK 25-21 |
| | | WTRY 30-27 | WTIX 11-7 | WCSC 15-10 | KCPX 9-7 |
| | | | | | KGW 13-10 |
| | | | | | KLUC 21-18 |



SHEILA "Little Darlin'"

| | | | | | |
|------|---------|------|---------|------|------|
| KFI | WHFM | KINT | WGH | KNBQ | KVOL |
| KIQQ | 3WT | KEEL | WJXQ | KCPX | 99KG |
| KEZR | WLAN-FM | KLPQ | KIIK | KSKD | KCBN |
| KYYX | KZFM | WOKI | KOFM | WFBG | |
| Q103 | KSET-FM | WNOX | KYNO-FM | WCIR | |
| | | | | WISE | |

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Opportunities

Openings

KWLO/Waterloo needs announcer/production. Contact Drew Bentley, KWLO, Box 1330, Waterloo, IA 50704. EOE M/F (1-15)

Air personalities needed for medium market Midwest station. T&R to Mike Hedgus, 3341 Towerwood Drive #204, Dallas, TX 75234. EOE M/F (1-15)

Oldies oriented A/C in MO's 3rd largest market, now accepting T&R for air position. Pros only. Rick Harrington, KICK, 610 College, Springfield, MO 65806. (1-8)

92XFM, CHR leader in Columbus, OH has rare weekend opening. Applicants must be within driving distance. Contact Dave Robinson, (614) 221-7811. EOE M/F (1-8)

WMBD is now accepting applications for future openings. T&R to Neal Hunter, WMBD, 3131 N. University, Peoria, IL 61604. No calls. EOE M/F (1-8)

Utility personality. Full-time position A/C station with supportive atmosphere in a great place to grow. KCRG, Box 816, Cedar Rapids, IA 52401. EOE M/F (1-8)

Creative news personality, able to interact well on-air with morning/afternoon drive personalities. 100,000 A/C. T&R to Dave Allen, KLNK, 7301 N. Broadway Extension, Oklahoma City, OK 73118. EOE M/F (1-8)

Future openings for daytime announcers. Sports experience helpful. T&R to Rich Abrams, KOKC, Box 1490, Guthrie, OK 73044, or call (405) 282-5005. (1-8)

WJML/Petoskey, needs morning personality. Live by the bay and work with good company. Send T&R to Mike Benson, Box 99, Petoskey, MI 49770. EOE M/F (1-8)

Chicago A/C. WCLR accepting tapes for future air personality positions. T&R to J. Kelly, WCLR, 8833 Gross Point Rd., Skokie, IL 60077. EOE M/F (1-8)

PROGRAMMER

Key programmer needed to help make and execute programming decisions and policies. Reason: Midwest station expanding to 50,000 watts. Imagination, experience, good character, stable work record all essential. Send resume to Radio & Records, 1930 Century Park West, #299, Los Angeles, CA 90067

Openings

Swing shift KWPC/Modern Country. KFMH/AOR. Great facility, good market. T&R to Steve Bridges, 3218 Mulberry, Muscatine, IA 52751 or (319) 283-2442. EOE M/F (1-8)

A natural, entertaining, creative personality is being sought by FM Country in Cleveland. T&R to Jon Olson, 1 Pinyhouse Square, Cleveland, OH 44115. (1-8)

WXEZ/Toledo AOR has immediate opening. Young jocks on the move up, we're looking for you. No calls please. T&R's to Jeff McCarthy, WXEZ, 2965 Pickle Road, Toledo, OH 43616. EOE M/F (1-8)

ND. A motivating broadcast journalist needed to lead a four-person department. Send T&R to GM, KSTT/WXLP, P.O. Box 3788, Davenport, IA 52808. (1-8)

WNAM accepting applications for future opening for jocks and news. T&R and salary requirements to Bob Beck, WNAM, Neenah, WI 54956. No calls. EOE M/F (1-8)

K95FM, Tulsa's stereo Country, looking for an exciting overnight personality to join the Katz team. T&R to Dan Spice, 1502 South Boulder, Tulsa, OK 74118. (1-8)

KTFX-FM needs full and part-time announcers/full-time News Director/and part-time sports announcer. T&R: Dwayne Alan Helt, PD, KTFX, 5840 S. Memorial, Suite 103, Tulsa, OK 74145. EOE (1-8)

1230 KICKS needs full and part-time air talent. Females encouraged. T&R to Jim O'Neill, PD, 1704 S. Cleveland, Sioux Falls, SD 57103. EOE M/F (1-8)

100,000 watt CHR Des Moines metro area station is accepting T&R's for future openings. Awesome bucks. T&R: Jamie Grout, KXJX, Box 45, Pella, IA 50219. EOE M/F (1-8)

Need afternoon drive announcer for AM Contemporary Hits station. Send T&R to Orv Koch, Stewart Broadcasting, Box 80209, Lincoln, NB 68501. EOE (1-8)

Northern Illinois small market leader is accepting presentations from adult communicators for possible future openings. 3-5 years experience necessary. T&R's to Randy Rundle, WZOE-AM/FM, Broadcast Center, Princeton, IL 61356. EOE M/F (1-15) •

Openings

KBEQ-FM-Q104/Kansas City has an immediate opening for qualified Chief Engineer with thorough knowledge of studio and transmitter operations. This is a permanent position. Station is located in finest area in Kansas City-Country Club Plaza. Direct inquiries to Gary Rodriguez, GM, 4710 Pennsylvania, Kansas City, MO 64112. (1-22) •

WEST

DJ/Sales. No experience necessary, but helpful. Great beginning position, near Portland. T&R: Debra Clay, KOHL, Box 398, St. Helens, OR 97051, or call (501) 397-1800. EOE M/F (1-15)

KFMJ-97 needs midday/Production Director to replace automation. If you can edit tapes and have interesting voices, call after 10am (PST). Gene Davis, (503) 479-5366. EOE M/F (1-15)

Looking for a night jock who wants to win in Salt Lake City. KLRZ-FM, 307 South 1600 West, Provo, UT 84601. EOE M/F (1-15)

KAFY/Bakersfield A/C needs jocks for weekend shifts. Some experience necessary. Contact Joseph King, Box 6128, Bakersfield, CA 93386. EOE M/F (1-15)

Possible future opening for KUGN-AM/Eugene. T&R: Paul Thorpe, 4222 Commerce St., Eugene, OR 97402. EOE M/F (1-15)

Looking for six maniacs to man the ship. T&R to Buster Bodine, KPRI, 8665 Gibbs Drive, Suite #201, San Diego, CA 92123. EOE M/F (1-15)

KZEL/Eugene Superstars AOR needs evening personality. Superstars experience preferred. T&R to Brad Hoffman, KZEL, Box 70128, Eugene, OR 97401. EOE M/F (1-15)

Experienced broadcaster wanted for Southern OR leading A/C. Some board work also required. T&R: Bob Wood, KAGO, Box 1150, Klamath Falls, OR 97601. EOE M/F (1-8)

Metro Traffic Control looking for on-air reporters covering traffic conditions in the L.A. and Orange County areas. 2 years radio experience required. RHONDA KRAMER: (213) 464-8400. (1-8)

Openings

KHIL Country seeking experienced afternoon announcer with production. Call Terry Clark, (802) 384-4244. (1-8)

Future opening for air talent who wants a home at medium CHR market. Excellent production, 3 years. T&R: Brian Casey, Box 749, Albany, OR 97321. (1-8)

KUDO/Las Vegas looking for experienced, full-time air persons. Send T&R to Craig Parsons, Box 18401-14 B, Las Vegas, NV 89114. EOE M/F (1-8)

ADULT AOR NEWS DIRECTOR for KROY/SACRAMENTO

You must be credible and entertaining. Outstanding opportunity in Capitol City with great people and beautiful new facility. Minimum 3 years experience, preferably Top 50 market. I hate news that puts me to sleep! Send me a great tape, resume and letter.

Richard Irwin, KROY, Box 2424, Sacramento, CA 95811

BOB

Air personality for 100,000 watt adult Rock FM. Efficient, creative production and team orientation a must. T&R: John Brown, Box 117, Windsor, CO 80650, (303) 686-7491. EOE M/F (1-8)

KOZR/Craig, CO needs morning drive immediately with 1 1/2-2 years experience. Call DON, (303) 824-8133 (1-8)

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Experienced ND presently working small market, seeking medium to large market position. 2 years experience in reporting, writing and on-air. CLYDE, (701) 324-2768. (1-15)

2 years solid experience as Production Director, small market blocked A/C, CBW, desires small/medium market. Blind. Have guide dog, will travel. TIM STEWARD, (804) 892-7756. (1-15)

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From the album THE DUDE.

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WBEN-FM 27-24
WXKS-FM add
PRO-FM on
94Q deb 28
KYYX on
WCAO add

CK101 deb 38
KSET-FM 23-21
KROK deb 29
WFMF on
KLAZ add
WDOQ on

WOKI 27-24
WAKY 24-22
WVIC add 39
KIOA on
WNCI 29-27
KJRB 25-22

KNBQ deb 28
KBBK on
KHYT on
WIGY add
WHEB add
95SGF on

WFOX on
WFLB add
WGLF on
KENI on
KQDI 12-9
KYYA deb 30
KOZE on

JANUARY 15, 1982

This Week In Music History

BY DAN FORMENTO OF THE SOURCE

The Stones' Nicaraguan Earthquake Benefit

MONDAY, JANUARY 18 — The Los Angeles Forum was the site of this major 1973 fund-raising concert organized by and starring the Rolling Stones. All proceeds from the show benefit the victims of a devastating earthquake in Nicaragua... a catastrophe in which Bianca Jagger's mother literally had to crawl from the ruins. \$200,000 was raised that night for the Pan American Development Fund. Mick rounded it off to an even \$350,000.

TRIVIA — Wendy O. Williams of the Plasmatics is allegedly brutalized by Milwaukee police as they arrest her for obscene movements on stage, 1981.

Janis Joplin's Birthday

TUESDAY, JANUARY 19 — The little girl from whom this rock legend would grow made her "debut" January 19, 1943, in Port Arthur, Texas. She began singing country and blues music during her late teens in a local bluegrass group. In '66, San Francisco became her home, and Big Brother and the Holding Company her band. The following year she caught the attention of the media during the Monterey Pop Festival and emerged from there a major rock superstar.

TRIVIA — Other birthdays today include Phil Everly, 1939... Dolly Parton, 1946... and Robert Palmer, 1949.

DJ Alan Freed Died

WEDNESDAY, JANUARY 20 — Alan Freed was one of the most innovative and celebrated disc jockeys of the 50's. With his crazy, fast-talking patter he became the role model for today's Top 40 DJ. He not only was one of the first to program black music for a white audience, he even gave it a new name... "rock and roll," a phrase he'd coined from the lyrics of a Bill Haley tune. In 1960, the bubble burst for Freed when he was accused and later found guilty of taking payola. He died in 1965 in a Palm Springs hospital suffering from uremia. Age... 43.

TRIVIA — Birthdays today include Paul Stanley of Kiss, 1949... and country crooner Slim Whitman, 1924.

George Harrison Married Patti Boyd

THURSDAY, JANUARY 21 — The "I do's" were exchanged in a simple, civil ceremony at the Epsom Register Office in England on this day in 1966. The Beatles guitarist and his bride met two years before during the filming of the Beatles' first movie, "A Hard Day's Night." Patti Boyd, a model and actress, played the part of a school girl in the train scene at the start of the film. Their marriage would last ten years.

TRIVIA — "Saturday Night Fever" soundtrack LP tops the American charts, 1978... Bob Dylan is guest to Jimmy Carter for a down-home barbecue, 1974... Birthdays include Edwin Starr, 1942.

The Columbia Phonograph Company Formed

FRIDAY, JANUARY 22 — One of the pioneering firms of America's record industry, the Columbia Phonograph Company, formed in Washington, D.C., on January 22, 1889. From the start, Columbia established itself an innovator and leader in the field. Through aggressive management, by 1891 Columbia had a 10-page catalog boasting 27 marches, including the exclusive recordings of the United States Marching Band under the direction of John Phillip Sousa, 13 polkas, 10 waltzes, and 34 miscellaneous titles. The Columbia Phonograph Company became Columbia Records in the late 1930's.

TRIVIA — Buddy Holly makes his last recording in his New York apartment, 1959... Born this day was Sam Cooke, 1935.



CHR

Hall & Oates Still Tops J. Geils Goes To No. 2 Eddie Schwartz A Breaker

As the second music week of 1982 unfolded, we still find Hall & Oates are still perched at No. 1, with J. Geils right behind. And George Benson could overtake Peter Wolf and the boys. Other impressive chart action from the Stones, Dan Fogelberg, LRB, and Air Supply.

Eddie Schwartz is the only newcomer on the CHR chart, with his first Breaker. Journey is doing well with the third single from the "Escape" album, and Police are off and running with their second single from "Ghost In The Machine." Diana Ross showing great growth again this week, along with impressive early action from Stevie Wonder, Rod Stewart, Chilliwack, Cliff Richard, Pointer Sisters, Abba, and Oak Ridge Boys.

SEE PAGE 51

A/C

Higgins, Alabama Break Journey Most Added Joel, Fogelberg Surge Toward No. 1

Dark horse contenders Bertie Higgins and Alabama, which in their first week scored only one add apiece, reached Breaker status this week together, some 3½ months later!

Embraced by A/C stations as never before, Journey soared to No. 1 Most Added with their ballad "Open Arms." Heavy add support also went to Cliff Richard's "Daddy's Home," Oak Ridge Boys' "Bobbie Sue," Anne Murray's "Another Sleepless Night," and Stevie Wood's "Just Can't Win 'Em All."

A/C giants Billy Joel and Dan Fogelberg moved toward No. 1. More strong movers include Sheena Easton, Barry Manilow, Kenny Rogers, Air Supply, Carpenters, Little River Band, and this week's only chart debut, Abba.

SEE PAGE 46

AOR

Geils Maintains Airplay Lead

Hagar Debuts Strongly

J. Geils Band showed continued super-powerful hits. Cars crashed into second place as hits grew. Queen's "Pressure" cooked up new hits. Rod Stewart and Joan "jetted" upwards in hits. The Journey and Stevie Nicks singles helped those albums rebound this week.

Sammy Hagar debuted with great out-of-the-box adds. Peter Cetera and Donnie Iris singles brought new airplay attention to those LP's. AOR's comedy darlings Bob & Doug McKenzie joked their way upwards, growing in all rotations. Prism's EP debuted healthily. Bobby & the Midnites and Eddie Schwartz showed new airplay interest.

SEE PAGE 35

Country

Gilley Grabs Top Spot Oaks Break Big With 71 Adds

Mickey Gilley moves into the top position this week from No. 3 with Juice Newton, Don Williams, and Kenny Rogers all showing enough strength to make a bid for the No. 1 spot next week.

The Oaks' latest release "Bobbie Sue" could be another "Elvira," say many of our reporters, with 71 adds resulting in a chart debut at No. 40 and Breaker status.

Eddie Rabbitt's pop-sounding "Someone Could Lose A Heart Tonight" seems to have overcome some initial reluctance on the part of Country programmers, who felt the record was too crossover-oriented to play. It moves from 16 to 10 with no signs of peaking yet.

SEE PAGE 42

Black Radio

Seven Breakers Explode Skyy Number One Smokey, EW&F, Whispers Progress

The holiday lull came to an explosive end this week with seven releases achieving Breaker status: Stevie Wonder, Slave, Diana Ross, Aurra, Con Funk Shun, Luther Vandross, and Vernon Burch. Non-Breakers sharing the Most Added honors were Earth, Wind & Fire and the Whispers. D-Train and the Sugar Hill Gang both picked up enough airplay reports to debut on the National Airplay/30. Finally, Skyy dethroned George Benson from the number one airplay position.

SEE PAGE 44

National Music Formats

Added This Week



THE STARSTATION

ABBA "When All Is Said And Done" (Atlantic)
 DIANA ROSS "Mirror, Mirror" (RCA)

Country Coast-To-Coast

MERLE HAGGARD "Big City" (Epic)
 CHARLY McCLAIN "The Very Best Is You" (Epic)
 TERRI GIBBS "Misty River" (MCA)
 R.C. BANNON
 "Till Something Better Comes Along" (RCA)



XT-40

JOURNEY "Open Arms" (Columbia)
 POLICE "Spirits In The Material World" (A&M)
 DIANA ROSS "Mirror, Mirror" (RCA)
 STEVIE WONDER "That Girl" (Tamla/Motown)

Contempo 300

ALABAMA "Love In The First Degree" (RCA)

Great American Country

EMMYLOU HARRIS "Tennessee Rose" (WB)
 TOM JONES "Lady Lay Down" (Mercury/PolyGram)
 EDDY ARNOLD "All I'm Missing Is You" (RCA)
 MERLE HAGGARD "Big City" (Epic)



MUSIC TELEVISION™

U-2 "Gloria" (Island/WB)
 BILLY JOEL "She's Got A Way" (Columbia)
 MARIANNE FAITHFULL "Intrigue" (Island/WB)
 LOOK "We're Gonna Rock" (Plastic)
 BILL WYMAN "Come Back Suzanne" (A&M)
 SNAKEFINGER "Man In The Dark Sedan" (Ralph)



JOURNEY "Open Arms" (Columbia)
 STEVIE WONDER "That Girl" (Tamla/Motown)
 CLIFF RICHARD "Daddy's Home" (EMI/America)



no adds



MEL TILLIS & NANCY SINATRA
 "Play Me Or Trade Me" (Elektra)
 HANK WILLIAMS JR.
 "A Country Boy Can Survive (Elektra)
 EMMYLOU HARRIS "Tennessee Rose" (WB)
 ANNE MURRAY
 "Another Sleepless Night" (Capitol)
 VERN GOSDIN
 "Don't Ever Leave Me Again" (AMI)
 JOHNNY LEE
 "Be There For Me Baby" (Full Moon/Asylum)
 OAK RIDGE BOYS "Bobbie Sue" (MCA)
 CRISTY LANE
 "Lies On Your Lips" (EMI/Liberty)
 LORETTA LYNN "I Lie" (MCA)
 MERLE HAGGARD "Big City" (Epic)



CLIFF RICHARD "Daddy's Home" (EMI America)
 ANNE MURRAY
 "Another Sleepless Night" (Capitol)

The Doobie Brothers



The New Single

"Here To Love You"

Produced by: Ted Templeman

on Warner Bros. Records



Music On TV

GRAMMY NOMINATIONS — Quincy Jones had eight nominations to lead the field as NARAS announced the Grammy candidates Tuesday (1-12) who will be competing for awards on the February 24 CBS telecast. Lionel Richie had six and John Lennon had five. Battling for Record of the Year are "Arthur's Theme," "Bette Davis Eyes," "Endless Love," "Starting Over," and "Just The Two Of Us," with four of the five also nominated for the songwriter's award, Song of the Year ("9 to 5" replaces "Starting Over"). Album of the Year candidates are Al Jarreau's "Breakin' Away," John Lennon & Yoko Ono's "Double Fantasy," "The Dude" by Quincy Jones, Steely Dan's "Gaucho," and "Mistaken Identity" by Kim Carnes. A varied field of Best New Artists features Adam & the Ants, Sheena Easton, the Go-Go's, James Ingram, and Luther Vandross. Perhaps the most groundbreaking nomination is in Best Rock Vocal Performance, where Rick James's "Super Freak" broke down the pigeonholes and is up against Springsteen, Stewart, Springfield and another black artist, Gary U.S. Bonds.

Over at the "American Music Awards," the ABC January 25 special will have Glen Campbell, Sheena Easton, and Donna Summer as hosts, with Alabama, Rick James, and Wonderlove added to the performer list and Frankie Smith "rapping" the voting procedures. Del Shannon and Sneaker are on "American Bandstand" January 16; the Go-Go's and Stevie Woods guest on the January 23 edition. MTV's video jock lineup has been shifted and the weekday schedule now runs: Nina Blackwood 4-8am, Alan Hunter 8am-1pm, Martha Quinn 1-6pm, J.J. Jackson 6-11pm, and Mark Goodman 11pm-4am. Barry Manilow will be represented by a live concert for Showtime early this year, a Pittsburgh show recorded last November. Home Box Office's tribute to Jerry Lee Lewis's 25th showbiz anniversary tapes January 19, with Johnny Cash,



OLIVIA ON "SOLID GOLD" — Pictured backstage on the "Solid Gold" set are cohost Marilyn McCoo (left) and Olivia Newton-John.

Kris Kristofferson, the Oak Ridge Boys, Carl Perkins, Charlie Rich, and Dottie West. Air date will be in early spring. Gary Owens tapes his "All Nonsense News Network" special in February; air date and venue not set.

Inner City Broadcasting has purchased the Apollo Theatre in Harlem, showplace for black stars for decades. The company plans to present satellite TV concerts from the theater, as part of a network running from 3pm-1am daily and also featuring video jocks, promotional videos, and lifestyle features. Hot on the heels of the BBC's plans to offer its historical rock concerts to the TV and home video markets, Dave Clark (former leader of the Dave Clark Five) has purchased the three-year run of England's most lauded mid-sixties rock TV show "Ready Steady Go." His first project is to assemble Otis Redding footage from the show for a British TV special, but further developments may follow.

January 15, 1982

149 REPORTERS

Album cuts are listed in order of airplay preference.

Table with columns 1/8, 1/15, and artist names: J. GEILS BAND, CARS, ROLLING STONES, GENESIS, LOVERBOY, QUARTERFLASH, AC/DC, POLICE, OZZY OSBOURNE, QUEEN, FOREIGNER, ROD STEWART, JOAN JETT, NEIL YOUNG & CRAZY HORSE, JOURNEY, HENRY PAUL BAND, STEVIE NICKS, TRIUMPH, MOLLY HATCHET, BLACK SABBATH, SAMMY HAGAR, PETER CETERA, KINKS, SNEAKER, BILLY SQUIER, JOHN HALL BAND, LINDSEY BUCKINGHAM, RUSH, BRYAN ADAMS, DONNIE IRIS, BOB & DOUG MCKENZIE, GO-GO'S, PRISM, RED RIDER, BOBBY & THE MIDNITES, SURVIVOR, GREG LAKE, EDDIE SCHWARTZ, BOB WELCH, STEVE MILLER BAND.

Table with columns 1/8, 1/15, and album titles: Freeze-Frame (EMI America), Shake It Up (Elektra), Tattoo You (Rolling Stones/Atco), Abacab (Atlantic), Get Lucky (Columbia), Quarterflash (Geffen/WB), For Those About To Rock (Atlantic), Ghost In The Machine (A&M), Diary Of A Madman (Jet/CBS), Greatest Hits (Elektra), 4 (Atlantic), Tonight I'm Yours (WB), I Love Rock-N-Roll (Boardwalk), Re-Ac-Tor (WB/Reprise), Escape (Columbia), Anytime (Atlantic), Bella Donna (Modern/Atco), Allied Forces (RCA), Take No Prisoners (Epic), Mob Rules (WB), Standing Hampton (Geffen/WB), Peter Cetera (Full Moon/WB), Give The People... (Arista), Sneaker (Handshake/CBS), Don't Say No (Capitol), All Of The Above (EMI America), Law And Order (Asylum), Exit... Stage Left (Mercury/PG), You Want It - You Got It (A&M), King Cool (MCA), Great White North (Mercury/PG), Beauty & The Beat (IRS/A&M), "Don't Let Him Know" (Capitol), As Far As Siam (Capitol), Bobby & The Midnites (Arista), Premonition (Scotti Bros./CBS), Greg Lake (Chrysalis), No Refuge (Atco), Bob Welch (RCA), Circle of Love (Capitol).

Table with columns 1/8, 1/15, and album titles: "Centerfold" Title, Title "Gone" "Victim" "Cruiser", "Waiting" "Fire" "T&A" "Start", Title "Like" "Reply" "Man", "Working" "Over" "Jump" "Lucky", "Heart" "Fool" "Right", "Get" Title "Evil" "Finger", "Spirits" "Every" "Journey" "Sun", "Flying" "Mountain" "R&R" "Tonight", "Under Pressure", "Hero" "Break" "Waiting" "Night", "Turks" "Tora" Title "Jealous", Title "Crimson" "Bits" "Pain", "Pacific" "Surfer" "Star", "Arms" "Don't" "Stone" Title, "Keeping" "Living" "Hollywood", "Leather" "17" Title "Think", "Power" "Fight" "Goodbye", "Luck" "Reunion" "Power" "Respect", "Turn" "Voodoo" Title "Falling", "Fall" "Metal" "Fire" "Way", "Livin'" "Line", "Destroyer" "Things" "Dial", "Don't Let Me", "Lover" "Dark" "Lonely", "Crazy", "Trouble", "Closer" "Tom" "Spirit", "Lonely Nights", "Love Is Like A Rock", "Take Off", "Beat" "Lips", 45, "Lunatic" "Curtain", "Losers" "Josephine" "Festival", "Poor Man's Son", "Attack" "Love" "Retribution" "Let", Title "Over" "Tomorrows" "Heart", "What" "Two", "Heart" "Get" Title.

The AOR National Airplay/40 chart represents add, medium and hot rotation activity in all musical configurations. Artists' chart numbers are displayed over a four-week period. The artists in larger type registered the most rapid gains in airplay or in rotational conversions for the week. Album cuts are listed in order of popularity; cuts in bold type are also current singles.

New Entry

MOST ADDED

Table with columns 1/8, 1/15, and artist names: SAMMY HAGAR, PRISM, JIMMY BUFFETT, J. BRUCE & R. TROWER, WRABIT, BOB & DOUG MCKENZIE, JOAN JETT, KEITH SYKES, AL DIMEOLA, SAXON, STARFIGHTERS, JIMMY DESTRI, BRYAN ADAMS, LAMONT CRANSTON.

MEDIUM

Table with columns 1/8, 1/15, and artist names: HENRY PAUL BAND, NEIL YOUNG & CRAZY HORSE, BLACK SABBATH, SNEAKER, MOLLY HATCHET, PETER CETERA, ROD STEWART, OZZY OSBOURNE, LOVERBOY, EDDIE SCHWARTZ, JOHN HALL BAND, BOB WELCH, QUARTERFLASH, GREG LAKE, GENESIS, BOBBY & THE MIDNITES.

THE HOTTEST

Table with columns 1/8, 1/15, and artist names: J. GEILS BAND, CARS, ROLLING STONES, GENESIS, POLICE, QUARTERFLASH, AC/DC, LOVERBOY, FOREIGNER, OZZY OSBOURNE, JOURNEY, ROD STEWART, STEVIE NICKS, JOAN JETT, TRIUMPH.

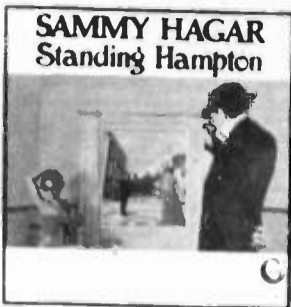
The Added reports of charting artists are displayed over a five-week period. They are listed in order of total reports within the specific rotation for the week. Two numbers follow each album title. The first represents total number of our reporting stations playing the album this week. The second is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

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

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

AOR BREAKERS

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



SAMMY HAGAR
Standing Hampton

SAMMY HAGAR

Standing Hampton (Geffen/WB)

"Fall" "Metal" "Fire" "Way" 65% of our reporters on it. Total album reports: 97. A-95, M-1, H-1. Debuted this week at number 21.

Significant Action

- JIMMY BUFFETT ... Somewhere Over China (MCA)
"Midnight" "Party" Total: 39. A-34, M-3, H-2
- STARFIGHTERS ... Starfighters (Jive/Arista)
"Alley Cat Blues" Total: 37. A-8, M-29, H-0
- DAN FOGELBERG The Innocent Age (Full Moon/Epic)
"Leader" "Moments" Total: 33. A-0, M-16, H-17
- TOMMY TUTONE ... Tommy Tutone-2 (Columbia)
"867-5309/Jenny" Total: 32. A-1, M-24, H-7
- BOB SEGER & SILVER... Nine Tonight (Capitol)
"Number" "R&R" Total: 31. A-0, M-21, H-10
- J. BRUCE & R. TROWER ... Truce (Chrysalis)
"Shut" "Far" Total: 31. A-25, M-5, H-1
- SHOOTING STAR ... Hang On For Your... (Virgin/Epic)
"Flesh & Blood" Total: 29. A-1, M-11, H-17
- SAXON ... Denim And Leather (Carrere/CBS)
"Princess" "Control" Total: 27. A-11, M-16, H-0
- WRABIT ... Wrough & Wready (MCA)
"Anyway" "Home" Total: 27. A-20, M-7, H-0
- LAMONT CRANSTON... Shakedown (Waterhouse)
"Two Trains" Total: 26. A-6, M-13, H-7

Significant Action listings showcase product in all musical configurations that has received significant airplay but which has not garnered sufficient reports to chart on the National Airplay/40 listing. These records are listed in order of airplay. They may be either still on the rise, or former National Airplay/40 chart acts.

JAZZ ON AOR

Last This Week Week

- 1 1 G. WASHINGTON JR. Come Morning (Elektra)
"Reaching" "Jamming"
- 2 AL DIMEOLA ... Electric Rendezvous (Col.)
"Cruisin"
- 7 3 DAN SIEGEL ... Oasis (Inner City)
"Dance" "Babe"
- 2 4 TOM COSTER ... TC (Fantasy)
"Prince" "You"
- 3 6 ROSS TRAUT ... Ross Traut (Headfirst)
"60" "Bird"
- 5 8 JOHN McLAUGHLIN ... Belo Horizonte (WB)
Title
- 4 7 GIL SCOTT-HERON ... Reflections (Arista)
"Jazz" "B' Movie"
- 9 8 CRUSADERS ... Standing Tall (MCA)
"Night"
- 10 9 TIM WEISBERG ... Travelin' Light (MCA)
Title "Away"
- 8 10 AL JARREAU ... Breakin' Away (WB)
Title "Love" "Easy"

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

REGIONAL AOR ACTIVITY

EAST

MOST ADDED

- SAMMY HAGAR Standing... (Geffen/WB) 16/18
- PRISM (12-inch 45) Don't Let... (Capitol) 15/11
- JACK BRUCE & ROBIN TROWER Truce (Chrysalis) 8/6
- JIMMY BUFFETT Somewhere... (MCA) 5/5

Two numbers follow each album title. The first represents total number of Eastern stations playing the album this week. The second is the number of those stations that added it this week.

MEDIUM

- ROD STEWART Tonight I'm Yours (WB) 22/13
- HENRY PAUL BAND Anytime (Atlantic) 20/13
- LOVERBOY Get Lucky (Columbia) 30/12
- NEIL YOUNG & CRAZY HORSE Re-Ac-Tor (WB/Reprise) 21/12
- BLACK SABBATH Mob Rules (WB) 18/12
- MOLLY HATCHET Take No Prisoners (Epic) 17/12

Two numbers follow each album title. The first represents total number of Eastern stations playing the album this week. The second is the number of those stations who reported it in medium rotation this week.

THE HOTTEST

- J. GEILS BAND Freeze... (EMI America) 31/29
- ROLLING STONES Tattoo You (RS/Atco) 29/29
- CARS Sheke It Up (Elektra) 31/28
- GENESIS Abacab (Atlantic) 31/28
- POLICE Ghost In The... (A&M) 28/23

Two numbers follow each album title. The first represents total number of Eastern stations playing the album this week. The second is the number of those stations who reported it in hot rotation this week.

104 WQBK FM Albany 518-482-5555

Hotlist:
J. GEILS BAND (EMI America)
"Freeze"
ALICE (Capitol)
"Lovers"
JANIS JOPLIN (Mercury)
"Nasty"
SANTANA (Arista)
"Samba Paqueta"
THE NOTORIOUS B.I.C. (Capitol)
"Smiling Face with Heartache"
THE NOTORIOUS B.I.C. (Capitol)
"Smiling Face with Heartache"
THE NOTORIOUS B.I.C. (Capitol)
"Smiling Face with Heartache"

98 Rock WYNY Baltimore 301-889-0098

Hotlist:
J. GEILS BAND (EMI America)
"Freeze"
ALICE (Capitol)
"Lovers"
JANIS JOPLIN (Mercury)
"Nasty"
SANTANA (Arista)
"Samba Paqueta"
THE NOTORIOUS B.I.C. (Capitol)
"Smiling Face with Heartache"
THE NOTORIOUS B.I.C. (Capitol)
"Smiling Face with Heartache"
THE NOTORIOUS B.I.C. (Capitol)
"Smiling Face with Heartache"

104 WQBK FM Albany 518-785-9800

Hotlist:
J. GEILS BAND (EMI America)
"Freeze"
ALICE (Capitol)
"Lovers"
JANIS JOPLIN (Mercury)
"Nasty"
SANTANA (Arista)
"Samba Paqueta"
THE NOTORIOUS B.I.C. (Capitol)
"Smiling Face with Heartache"
THE NOTORIOUS B.I.C. (Capitol)
"Smiling Face with Heartache"
THE NOTORIOUS B.I.C. (Capitol)
"Smiling Face with Heartache"

Woz WYNY Baltimore 817-287-9090

Hotlist:
J. GEILS BAND (EMI America)
"Freeze"
ALICE (Capitol)
"Lovers"
JANIS JOPLIN (Mercury)
"Nasty"
SANTANA (Arista)
"Samba Paqueta"
THE NOTORIOUS B.I.C. (Capitol)
"Smiling Face with Heartache"
THE NOTORIOUS B.I.C. (Capitol)
"Smiling Face with Heartache"
THE NOTORIOUS B.I.C. (Capitol)
"Smiling Face with Heartache"

WCCC AM/FM Hartford 203-233-4426

Hotlist:
J. GEILS BAND (EMI America)
"Freeze"
ALICE (Capitol)
"Lovers"
JANIS JOPLIN (Mercury)
"Nasty"
SANTANA (Arista)
"Samba Paqueta"
THE NOTORIOUS B.I.C. (Capitol)
"Smiling Face with Heartache"
THE NOTORIOUS B.I.C. (Capitol)
"Smiling Face with Heartache"
THE NOTORIOUS B.I.C. (Capitol)
"Smiling Face with Heartache"

WBAB 102.3 Long Island 516-587-1023

Hotlist:
J. GEILS BAND (EMI America)
"Freeze"
ALICE (Capitol)
"Lovers"
JANIS JOPLIN (Mercury)
"Nasty"
SANTANA (Arista)
"Samba Paqueta"
THE NOTORIOUS B.I.C. (Capitol)
"Smiling Face with Heartache"
THE NOTORIOUS B.I.C. (Capitol)
"Smiling Face with Heartache"
THE NOTORIOUS B.I.C. (Capitol)
"Smiling Face with Heartache"

97.1 FM ROCK 101 Manchester 603-825-8915

Hotlist:
J. GEILS BAND (EMI America)
"Freeze"
ALICE (Capitol)
"Lovers"
JANIS JOPLIN (Mercury)
"Nasty"
SANTANA (Arista)
"Samba Paqueta"
THE NOTORIOUS B.I.C. (Capitol)
"Smiling Face with Heartache"
THE NOTORIOUS B.I.C. (Capitol)
"Smiling Face with Heartache"
THE NOTORIOUS B.I.C. (Capitol)
"Smiling Face with Heartache"

WZZO Allentown 215-894-0511

Hotlist:
J. GEILS BAND (EMI America)
"Freeze"
ALICE (Capitol)
"Lovers"
JANIS JOPLIN (Mercury)
"Nasty"
SANTANA (Arista)
"Samba Paqueta"
THE NOTORIOUS B.I.C. (Capitol)
"Smiling Face with Heartache"
THE NOTORIOUS B.I.C. (Capitol)
"Smiling Face with Heartache"
THE NOTORIOUS B.I.C. (Capitol)
"Smiling Face with Heartache"

WECM Claremont 603-542-7735

Hotlist:
J. GEILS BAND (EMI America)
"Freeze"
ALICE (Capitol)
"Lovers"
JANIS JOPLIN (Mercury)
"Nasty"
SANTANA (Arista)
"Samba Paqueta"
THE NOTORIOUS B.I.C. (Capitol)
"Smiling Face with Heartache"
THE NOTORIOUS B.I.C. (Capitol)
"Smiling Face with Heartache"
THE NOTORIOUS B.I.C. (Capitol)
"Smiling Face with Heartache"

WHCN 102.9 Hartford 203-247-1060

Hotlist:
J. GEILS BAND (EMI America)
"Freeze"
ALICE (Capitol)
"Lovers"
JANIS JOPLIN (Mercury)
"Nasty"
SANTANA (Arista)
"Samba Paqueta"
THE NOTORIOUS B.I.C. (Capitol)
"Smiling Face with Heartache"
THE NOTORIOUS B.I.C. (Capitol)
"Smiling Face with Heartache"
THE NOTORIOUS B.I.C. (Capitol)
"Smiling Face with Heartache"

WBAB 102.3 Long Island 516-485-9200

Hotlist:
J. GEILS BAND (EMI America)
"Freeze"
ALICE (Capitol)
"Lovers"
JANIS JOPLIN (Mercury)
"Nasty"
SANTANA (Arista)
"Samba Paqueta"
THE NOTORIOUS B.I.C. (Capitol)
"Smiling Face with Heartache"
THE NOTORIOUS B.I.C. (Capitol)
"Smiling Face with Heartache"
THE NOTORIOUS B.I.C. (Capitol)
"Smiling Face with Heartache"

Chem 98 Rock FM Montreal 514-935-2425

Hotlist:
J. GEILS BAND (EMI America)
"Freeze"
ALICE (Capitol)
"Lovers"
JANIS JOPLIN (Mercury)
"Nasty"
SANTANA (Arista)
"Samba Paqueta"
THE NOTORIOUS B.I.C. (Capitol)
"Smiling Face with Heartache"
THE NOTORIOUS B.I.C. (Capitol)
"Smiling Face with Heartache"
THE NOTORIOUS B.I.C. (Capitol)
"Smiling Face with Heartache"

WBLM Lewiston-Portland 207-783-2085

Hotlist:
J. GEILS BAND (EMI America)
"Freeze"
ALICE (Capitol)
"Lovers"
JANIS JOPLIN (Mercury)
"Nasty"
SANTANA (Arista)
"Samba Paqueta"
THE NOTORIOUS B.I.C. (Capitol)
"Smiling Face with Heartache"
THE NOTORIOUS B.I.C. (Capitol)
"Smiling Face with Heartache"
THE NOTORIOUS B.I.C. (Capitol)
"Smiling Face with Heartache"

WPL95.5 New York 212-887-7777

Hotlist:
J. GEILS BAND (EMI America)
"Freeze"
ALICE (Capitol)
"Lovers"
JANIS JOPLIN (Mercury)
"Nasty"
SANTANA (Arista)
"Samba Paqueta"
THE NOTORIOUS B.I.C. (Capitol)
"Smiling Face with Heartache"
THE NOTORIOUS B.I.C. (Capitol)
"Smiling Face with Heartache"
THE NOTORIOUS B.I.C. (Capitol)
"Smiling Face with Heartache"

EAST

105.5 WCHA North Jersey 201-328-1055. Host: GUY FERGUSON. Music: J. GEILS BAND (EMI America), ROLLING STONES, QUEEN, etc.

WYSP 94 ROCK Philadelphia 215-668-9460. Host: JIMMY HOGAN. Music: J. GEILS BAND (EMI America), ROLLING STONES, QUEEN, etc.

WCMF LONG LIVE ROCK! Rochester 716-288-3200. Host: TRIP REED. Music: ROLLING STONES, QUEEN, etc.



"KILLERS" ON THE LOOSE - Capitol's Iron Maiden made quite an impression on the WMMR/Philadelphia staff when the group showed up in stage garb to support their latest release "Killers." Pictured (l-r) are group's Adrian Smith, WMMR Promotion Director John Bloodwell, group's "Eddie," WMMR air personality John Stevens, group's Dave Murray and Capitol's Michael Lessner.

102.1 WDVZ Pittsburgh 412-562-5900. Host: GUY FERGUSON. Music: ROLLING STONES, QUEEN, etc.

107 Scranton 717-961-1842. Host: LARRY WATSON. Music: ROLLING STONES, QUEEN, etc.

Ottawa 613-563-1919. Host: STEVE KAPLAN. Music: ROLLING STONES, QUEEN, etc.

Y104 Pittsburgh 412-362-2144. Host: MIKE PERKINS. Music: ROLLING STONES, QUEEN, etc.

107 Springfield 413-525-4198. Host: MIKE PERKINS. Music: ROLLING STONES, QUEEN, etc.

93X Syracuse 315-882-9538. Host: ED LEVINE. Music: ROLLING STONES, QUEEN, etc.

WERI-FM 104 Westerly 401-596-7728. Host: MARYSHELL. Music: ROLLING STONES, QUEEN, etc.

WIOG Philadelphia 215-687-8100. Host: ALICE GEMAS. Music: ROLLING STONES, QUEEN, etc.

WPDR Poughkeepsie 914-471-1500. Host: MIKE HARRIS. Music: ROLLING STONES, QUEEN, etc.

94.1 Rock 94.1 Springfield 413-525-4198. Host: MIKE PERKINS. Music: ROLLING STONES, QUEEN, etc.

WOUR Utica-Syracuse 315-797-0803. Host: DALL EGBANDS. Music: ROLLING STONES, QUEEN, etc.

FM105 West Virginia 304-722-3308. Host: GUY FERGUSON. Music: ROLLING STONES, QUEEN, etc.

WMMR Philadelphia 215-561-0933. Host: CHARLIE BURNELL. Music: ROLLING STONES, QUEEN, etc.

WYSP 94 ROCK Philadelphia 215-668-9460. Host: JIMMY HOGAN. Music: ROLLING STONES, QUEEN, etc.

94.1 Rock 94.1 Springfield 413-525-4198. Host: MIKE PERKINS. Music: ROLLING STONES, QUEEN, etc.

WAFM Washington, D.C. 105 703-534-0320. Host: GARY CHASE. Music: ROLLING STONES, QUEEN, etc.

FM105 West Virginia 304-722-3308. Host: GUY FERGUSON. Music: ROLLING STONES, QUEEN, etc.

SOUTH

ky99 Amarillo 806-359-8581. Host: GUY FERGUSON. Music: ROLLING STONES, QUEEN, etc.

KMLB Austin 512-474-8543. Host: GUY FERGUSON. Music: ROLLING STONES, QUEEN, etc.

MOST ADDED SAMMY HAGAR Standing... (Geffen/WB) 24/24. PRISM (12-inch 45) Don't Let... (Capitol) 23/21. JIMMY BUFFETT Somewhere... (MCA) 11/9. WRABIT Wrough & Wready (MCA) 8/8.

MEDIUM HENRY PAUL BAND Anytime (Atlantic) 27/20. BLACK SABBATH Mob Rules (WB) 21/17. SNEAKER Sneaker (Handshake/CBS) 18/17. NEIL YOUNG & CRAZY HORSE Re-Ac-Tor (WB/Reprise) 24/18. OZZY OSBOURNE Diary Of A... (Jet/CBS) 32/15.

THE HOTTEST J. GEILS BAND Freeze... (EMI America) 33/31. AC/DC For Those... (Atlantic) 32/29. CARS Shake It Up (Elektra) 35/28. ROLLING STONES Tattoo You (RS/Atco) 30/28. LOVERBOY Get Lucky (Columbia) 34/27. QUARTERFLASH Quarterflash (Geffen/WB) 32/27.

Two numbers follow each album title. The first represents total number of Southern stations playing the album this week. The second is the number of those stations who reported it in medium rotation this week.

SOUTH

Rock Atlanta 404-325-0860
PO: TOM FLOID
PO: NICK DALEY
SANDY HAGAN (Geffen/RS)

WYMX Rock 404-722-1302
PO: MIKE FITZGER
PO: MARY PILLINGER
JIMMY BUFFETT (Epic)

TEXAS ROCK Beaumont 713-727-0228
PO: BILL GEHRE
PO: PAUL GAUTHIER
SANDY HAGAN (Geffen/RS)

94.1 FM Rock 205-870-9900
PO: DAN TAYLOR
SANDY HAGAN (Geffen/RS)

WAPI Birmingham 205-933-9274
PO: STEVE RABBITT
PO: STEVE RESSER
SANDY HAGAN (Geffen/RS)

K94 KSMB Lafayette 318-232-1311
PO: SCOTT SEGARES
BLANK SABBATH (Epic)

KZEW Dallas 214-748-9898
PO: JAMES DEAN
SANDY HAGAN (Geffen/RS)

Rock 404-325-0860
PO: TOM FLOID
PO: NICK DALEY
SANDY HAGAN (Geffen/RS)

KTXQ Dallas-Ft. Worth 214-528-5500
ALBUM ROCK
PO: TOM FLOID
PO: NICK DALEY

The Q KLAQ 94.5 FM El Paso 915-544-8864
PO: ARIN MICHAELS
PO: RUD ROMAN
SANDY HAGAN (Geffen/RS)

TOUGH TALK Houston 713-526-4591
PO: CHRIS MILLER
PO: MICHAEL ROBINSON
SANDY HAGAN (Geffen/RS)

94.1 FM Houston 713-797-0097
PO: ALAN JARED
PO: RICK LAMBERT
SANDY HAGAN (Geffen/RS)

Rock 104 Knoxville 815-525-8000
PO: RICHIE LAMBERT
SANDY HAGAN (Geffen/RS)

Rock 104 Knoxville 815-525-8000
PO: RICHIE LAMBERT
SANDY HAGAN (Geffen/RS)

Rock 104 Knoxville 815-525-8000
PO: RICHIE LAMBERT
SANDY HAGAN (Geffen/RS)

Rock 104 Knoxville 815-525-8000
PO: RICHIE LAMBERT
SANDY HAGAN (Geffen/RS)

MAGIC 105 Little Rock 501-329-3808
PO: TOM FLOID
PO: NICK DALEY

LRS 102 Louisville 502-585-5178
PO: DAVID CURELY
PO: TERRY MEINERS
SANDY HAGAN (Geffen/RS)

WYMX 94.1 FM Louisville 502-589-4400
PO: TOM FLOID
PO: NICK DALEY

FMX 94.1 FM Louisville 502-589-4400
PO: TOM FLOID
PO: NICK DALEY

WZXR Memphis 901-726-0060
PO: DEBARA
SANDY HAGAN (Geffen/RS)

wshc Miami 305-581-1580
PO: JIMMY FOG
PO: NANCY GETTLE
SANDY HAGAN (Geffen/RS)

Love 4 Miami 305-672-2500
PO: DAVE LINCOLN
SANDY HAGAN (Geffen/RS)

Love 4 Miami 305-672-2500
PO: DAVE LINCOLN
SANDY HAGAN (Geffen/RS)

WABB-FM Mobile 206-432-5572
PO: TOM FLOID
PO: NICK DALEY

Z99.9 Norfolk 804-481-1194
PO: JOHN HENRI
PO: BILL SIMMONS
SANDY HAGAN (Geffen/RS)

WYMX 94.1 FM Norfolk 804-623-9687
PO: JOHN HENRI
PO: BILL SIMMONS

WYMX 94.1 FM Norfolk 804-623-9687
PO: JOHN HENRI
PO: BILL SIMMONS

WDIZ Orlando 305-845-1802
PO: MIKE LUCAS
PO: WIRE LEACH
SANDY HAGAN (Geffen/RS)

TKOI Pensacola 904-438-7543
PO: WAVE MASTER
SANDY HAGAN (Geffen/RS)

WQDR Raleigh 919-832-8311
PO: RAY PHILLIPS
PO: BOB WALTON
SANDY HAGAN (Geffen/RS)

WQDR Raleigh 919-832-8311
PO: RAY PHILLIPS
PO: BOB WALTON

XL 102 Richmond 804-282-9731
PO: TOM FLOID
PO: NICK DALEY

WYMX 94.1 FM Roanoke 703-387-0234
PO: RICHIE LAMBERT
SANDY HAGAN (Geffen/RS)

99.5 KISS ROOS SAN ANTONIO 512-223-8211
PO: TIM SPENCER
PO: TERRY LINDSEY
SANDY HAGAN (Geffen/RS)

D103 Tallahassee 904-388-5141
PO: DICK BLANKMAN
SANDY HAGAN (Geffen/RS)

98 Rock Tampa 813-224-0742
PO: MARK STEVENS
PO: DICK BUCKSON
SANDY HAGAN (Geffen/RS)

95FM Tampa 813-878-0455
PO: AL PETERSON
SANDY HAGAN (Geffen/RS)

99.7 FM West Palm Beach 305-481-0099
PO: SCOTT FISHER
SANDY HAGAN (Geffen/RS)

99.7 FM West Palm Beach 305-481-0099
PO: SCOTT FISHER

MIDWEST

MOST ADDED

SAMMY HAGAR
Standing... (Geffen/WB) 28/25

PRISM (12-inch 45)
Don't Let... (Capitol) 16/14

JIMMY BUFFETT
Somewhere... (MCA) 9/8

JACK BRUCE & ROBIN TROWER
Truce (Chrysalis) 8/5

WRABIT
Wrough & Wreedy (MCA) 7/5

Two numbers follow each album title. The first represents total number of Midwest stations playing the album this week. The second is the number of those stations that added it this week.

MEDIUM

ROD STEWART
Tonight I'm Yours (WB) 28/17

HENRY PAUL BAND
Anytime (Atlantic) 22/15

LOVERBOY
Get Lucky (Columbia) 31/13

QUARTERFLASH
Quarterflash (Geffen/WB) 31/13

NEIL YOUNG & CRAZY HORSE
Re-Ac-Tor (WB/Reprise) 18/13

SNEAKER
Sneaker (Handshake/CBS) 15/13

Two numbers follow each album title. The first represents total number of Midwest stations playing the album this week. The second is the number of those stations who reported it in medium rotation this week.

THE HOTTEST

J. GEILS BAND
Freeze... (EMI America) 33/30

CARS
Shake It Up (Elektra) 29/25

GENESIS
Abacab (Atlantic) 31/25

ROLLING STONES
Tattoo You (RS/Atco) 28/24

POLICE
Ghost In The... (ABM) 28/22

Two numbers follow each album title. The first represents total number of Midwest stations playing the album this week. The second is the number of those stations who reported it in hot rotation this week.

97 B Bloomington

812-332-9292

PD: BETH SHARTE
NO: JOHN McLANE

Hotlist:
Rolling Stones (Capitol)
LARS (Capitol)
Lovers (Capitol)
RED STEWART (WB)

Album:
QUARTERFLASH (Geffen/WB)
J. GEILS BAND (EMI America)
STEVE WILLER BAND (Capitol)
JOURNEY (Capitol)
STEVE NICKS (Meridian/Arc)

Single:
BLUES (Arista)
BLUES (Arista)
PAT BENTON (Capitol)
LARS (Capitol)
NOVIO (Capitol)
SNEAKER (Handshake/CBS)
JOHN HALL BAND (EMI America)
BUB SIEGER & SILVER (Capitol)
ARS (Capitol)
EDDIE SCHWARTZ (A&O)
JOHN McLANE (Capitol)
NEIL YOUNG & CRAZY HORSE (Capitol)

Chicago

312-440-5270

PD: TIM KELLY
NO: SUE SAUND

Hotlist:
Lovers (Capitol)
J. GEILS BAND (EMI America)
QUARTERFLASH (Geffen/WB)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Album:
SHOOTING STAR (Virgin/Epic)
STEVE NICKS (Meridian/Arc)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Single:
SUE SAUND (WB)

Chicago

312-828-9191

PD: TUE TUBER
NO: DAVID BECHON

Hotlist:
LARS (Capitol)
J. GEILS BAND (EMI America)
QUARTERFLASH (Geffen/WB)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Album:
SHOOTING STAR (Virgin/Epic)
STEVE NICKS (Meridian/Arc)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Single:
SUE SAUND (WB)

Chicago

312-777-1700

PD: NINA BAKER
NO: BUB BAKER

Hotlist:
Rolling Stones (Capitol)
J. GEILS BAND (EMI America)
QUARTERFLASH (Geffen/WB)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Album:
SHOOTING STAR (Virgin/Epic)
STEVE NICKS (Meridian/Arc)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Single:
SUE SAUND (WB)

WEEEN Cincinnati

513-871-8500

PD: DANIEL BARR
NO: CURT GARY

Hotlist:
LARS (Capitol)
J. GEILS BAND (EMI America)
QUARTERFLASH (Geffen/WB)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Album:
SHOOTING STAR (Virgin/Epic)
STEVE NICKS (Meridian/Arc)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Single:
SUE SAUND (WB)

Winnies 101fm Cleveland

216-781-9887

PD: JOHN GILBERT
NO: RICK LEE

Hotlist:
Rolling Stones (Capitol)
J. GEILS BAND (EMI America)
QUARTERFLASH (Geffen/WB)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Album:
SHOOTING STAR (Virgin/Epic)
STEVE NICKS (Meridian/Arc)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Single:
SUE SAUND (WB)

Winnies 101fm Cleveland

216-781-9887

PD: JOHN GILBERT
NO: RICK LEE

Hotlist:
Rolling Stones (Capitol)
J. GEILS BAND (EMI America)
QUARTERFLASH (Geffen/WB)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Album:
SHOOTING STAR (Virgin/Epic)
STEVE NICKS (Meridian/Arc)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Single:
SUE SAUND (WB)

105 FM Cleveland

216-391-1280

PD: PAUL DEMARE
NO: MARTY SUBUL

Hotlist:
Rolling Stones (Capitol)
J. GEILS BAND (EMI America)
QUARTERFLASH (Geffen/WB)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Album:
SHOOTING STAR (Virgin/Epic)
STEVE NICKS (Meridian/Arc)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Single:
SUE SAUND (WB)

Q-FM-96 Columbus

614-224-1271

PD: PAT STILL
NO: TIM SMITH

Hotlist:
Rolling Stones (Capitol)
J. GEILS BAND (EMI America)
QUARTERFLASH (Geffen/WB)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Album:
SHOOTING STAR (Virgin/Epic)
STEVE NICKS (Meridian/Arc)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Single:
SUE SAUND (WB)

Wdck 92.5fm DeKalb

815-758-9250

PD: WARD HOLMES
NO: ED ROYCH

Hotlist:
Rolling Stones (Capitol)
J. GEILS BAND (EMI America)
QUARTERFLASH (Geffen/WB)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Album:
SHOOTING STAR (Virgin/Epic)
STEVE NICKS (Meridian/Arc)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Single:
SUE SAUND (WB)

KGGO Des Moines

515-285-8181

PD: LARRY DANSON
NO: JACK LEMMON

Hotlist:
Rolling Stones (Capitol)
J. GEILS BAND (EMI America)
QUARTERFLASH (Geffen/WB)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Album:
SHOOTING STAR (Virgin/Epic)
STEVE NICKS (Meridian/Arc)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Single:
SUE SAUND (WB)

WALBYX Detroit

313-398-1100

PD: CAREY CURELUP
NO: GREG ST. JAMES

Hotlist:
Rolling Stones (Capitol)
J. GEILS BAND (EMI America)
QUARTERFLASH (Geffen/WB)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Album:
SHOOTING STAR (Virgin/Epic)
STEVE NICKS (Meridian/Arc)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Single:
SUE SAUND (WB)

WALKER Detroit

313-855-5100

PD: JOHN LARSON
NO: JOE WARDLE

Hotlist:
Rolling Stones (Capitol)
J. GEILS BAND (EMI America)
QUARTERFLASH (Geffen/WB)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Album:
SHOOTING STAR (Virgin/Epic)
STEVE NICKS (Meridian/Arc)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Single:
SUE SAUND (WB)

Winnies 101fm Cleveland

216-781-9887

PD: JOHN GILBERT
NO: RICK LEE

Hotlist:
Rolling Stones (Capitol)
J. GEILS BAND (EMI America)
QUARTERFLASH (Geffen/WB)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Album:
SHOOTING STAR (Virgin/Epic)
STEVE NICKS (Meridian/Arc)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Single:
SUE SAUND (WB)

WILS 101-FM Fargo

218-236-7900

PD: SHAWN WATERS

Hotlist:
Rolling Stones (Capitol)
J. GEILS BAND (EMI America)
QUARTERFLASH (Geffen/WB)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Album:
SHOOTING STAR (Virgin/Epic)
STEVE NICKS (Meridian/Arc)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Single:
SUE SAUND (WB)

WWCK 105 FM Flint

313-744-1570

PD: MARK MILLER

Hotlist:
Rolling Stones (Capitol)
J. GEILS BAND (EMI America)
QUARTERFLASH (Geffen/WB)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Album:
SHOOTING STAR (Virgin/Epic)
STEVE NICKS (Meridian/Arc)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Single:
SUE SAUND (WB)

Ft. Wayne

219-484-0580

PD: RICH WEST
NO: HAL BRANDT

Hotlist:
Rolling Stones (Capitol)
J. GEILS BAND (EMI America)
QUARTERFLASH (Geffen/WB)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Album:
SHOOTING STAR (Virgin/Epic)
STEVE NICKS (Meridian/Arc)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Single:
SUE SAUND (WB)

LAV-FM 97 Grand Rapids

616-456-5461

PD: DAVID LOGAN
NO: TONY GATES

Hotlist:
Rolling Stones (Capitol)
J. GEILS BAND (EMI America)
QUARTERFLASH (Geffen/WB)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Album:
SHOOTING STAR (Virgin/Epic)
STEVE NICKS (Meridian/Arc)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Single:
SUE SAUND (WB)

WBYG FM 99.9 Kankakee

815-939-4541

PD: BILL TAYLOR
NO: WENDIE KATHILL

Hotlist:
Rolling Stones (Capitol)
J. GEILS BAND (EMI America)
QUARTERFLASH (Geffen/WB)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Album:
SHOOTING STAR (Virgin/Epic)
STEVE NICKS (Meridian/Arc)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Single:
SUE SAUND (WB)

Album Station KALTE Evansville

812-422-5258

PD: DAVID LOMB
NO: JOHN BEATY

Hotlist:
Rolling Stones (Capitol)
J. GEILS BAND (EMI America)
QUARTERFLASH (Geffen/WB)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Album:
SHOOTING STAR (Virgin/Epic)
STEVE NICKS (Meridian/Arc)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Single:
SUE SAUND (WB)

WILS 101-FM Lansing

517-393-1320

PD: FRANK SMITH
NO: JOHN McLANE

Hotlist:
Rolling Stones (Capitol)
J. GEILS BAND (EMI America)
QUARTERFLASH (Geffen/WB)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Album:
SHOOTING STAR (Virgin/Epic)
STEVE NICKS (Meridian/Arc)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Single:
SUE SAUND (WB)

WXUS 93 Lafayette

317-448-1568

PD: STUART NOLAN
NO: BOB McJERSET

Hotlist:
Rolling Stones (Capitol)
J. GEILS BAND (EMI America)
QUARTERFLASH (Geffen/WB)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Album:
SHOOTING STAR (Virgin/Epic)
STEVE NICKS (Meridian/Arc)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Single:
SUE SAUND (WB)

FM 102 Wfmo Lincoln

402-478-8565

PD: TUN BARRELL

Hotlist:
Rolling Stones (Capitol)
J. GEILS BAND (EMI America)
QUARTERFLASH (Geffen/WB)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Album:
SHOOTING STAR (Virgin/Epic)
STEVE NICKS (Meridian/Arc)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Single:
SUE SAUND (WB)

Madison

608-249-9277

PD: GREG DALTON
NO: GAIL MULLEN

Hotlist:
Rolling Stones (Capitol)
J. GEILS BAND (EMI America)
QUARTERFLASH (Geffen/WB)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Album:
SHOOTING STAR (Virgin/Epic)
STEVE NICKS (Meridian/Arc)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Single:
SUE SAUND (WB)

KQ92 Minneapolis

612-545-5801

PD: LARRY SUREMAN
NO: DAVID PULLER

Hotlist:
Rolling Stones (Capitol)
J. GEILS BAND (EMI America)
QUARTERFLASH (Geffen/WB)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Album:
SHOOTING STAR (Virgin/Epic)
STEVE NICKS (Meridian/Arc)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Single:
SUE SAUND (WB)

KFHL Muscatine

319-283-2512

PD: STEVE BRIDGES
NO: LISA CATALANO

Hotlist:
Rolling Stones (Capitol)
J. GEILS BAND (EMI America)
QUARTERFLASH (Geffen/WB)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Album:
SHOOTING STAR (Virgin/Epic)
STEVE NICKS (Meridian/Arc)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Single:
SUE SAUND (WB)

Z92 Omaha

402-592-5300

PD: GREG GILLISPIE
NO: JOE BLOUGH

Hotlist:
Rolling Stones (Capitol)
J. GEILS BAND (EMI America)
QUARTERFLASH (Geffen/WB)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Album:
SHOOTING STAR (Virgin/Epic)
STEVE NICKS (Meridian/Arc)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Single:
SUE SAUND (WB)

106 WLUK Peoria

309-674-2000

PD: RICK PETERSON
NO: WENDY RICE

Hotlist:
Rolling Stones (Capitol)
J. GEILS BAND (EMI America)
QUARTERFLASH (Geffen/WB)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Album:
SHOOTING STAR (Virgin/Epic)
STEVE NICKS (Meridian/Arc)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Single:
SUE SAUND (WB)

WOL 95 St. Louis

314-842-1111

PD: RICK BALES
NO: JOHN GLETT

Hotlist:
Rolling Stones (Capitol)
J. GEILS BAND (EMI America)
QUARTERFLASH (Geffen/WB)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Album:
SHOOTING STAR (Virgin/Epic)
STEVE NICKS (Meridian/Arc)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Single:
SUE SAUND (WB)

WOL 95 St. Louis

314-842-1111

PD: RICK BALES
NO: JOHN GLETT

Hotlist:
Rolling Stones (Capitol)
J. GEILS BAND (EMI America)
QUARTERFLASH (Geffen/WB)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Album:
SHOOTING STAR (Virgin/Epic)
STEVE NICKS (Meridian/Arc)
GENESIS (Atlantic)
JIMMY BUFFETT (MCA)

Single:
SUE SAUND (WB)

MIDWEST

PFR fm 103 Terre Haute 812-238-2687

FM 10 Toledo 419-246-3377

FM 10 Toledo 419-246-3377

KMOD Tulsa 918-664-2810

KMOD Tulsa 918-664-2810

T-95 Wichita 316-722-8123

T-95 Wichita 316-722-8123

92.1 FM Winnipeg 204-776-0371

92.1 FM Winnipeg 204-776-0371

WEST

KFMG Albuquerque 505-285-8811

Aspen 303-925-5778

MOST ADDED SAMMY HAGAR Standing... (Geffen/WB) 31/30 PRISM (12-inch 45) Don't Let... (Capitol) 17/13 JIMMY BUFFETT Somewhere... (MCA) 14/12 JACK BRUCE & ROBIN TROWER Truce (Chrysalis) 10/9 KEITH SYKES It Don't... (Backstreet/MCA) 9/7

MEDIUM NEIL YOUNG & CRAZY HORSE Re-Ac-Tor (WB/Reprise) 31/21 MOLLY HATCHET Take No Prisoners (Epic) 28/20 PETER CETERA Peter... (Full Moon/WB) 24/18 LINDSEY BUCKINGHAM Law And Order (Asylum) 22/17 HENRY PAUL BAND Anytime (Atlantic) 20/16

THE HOTTEST J. GEILS BAND Freeze... (EMI America) 48/40 CARS Shake It Up (Elektra) 44/39 QUARTERFLASH Quarterflash (Geffen/WB) 47/38 ROLLING STONES Tattoo You (RS/Atco) 45/38 POLICE Ghost in The... (A&M) 44/33

94 ROCK Albuquerque 505-765-5400

Bakersfield 805-832-1410

Chico 916-343-8461

Denver 303-694-1080

Fort Collins 303-571-1232

KEZY-100 Anaheim 714-778-3896

Boise 208-344-8383

KILO 94 Colorado Springs 303-634-4896

Denver 303-759-5600

KKDU 209-226-5991

KRKN Anchorage 907-277-2655

KBCO Boulder 303-444-5800

106 KBPI Denver 303-938-2313

Edmonton 403-428-8597

Gillette 307-682-5101

Two numbers follow each album title. The first represents total number of Western stations playing the album this week. The second is the number of those stations who reported it in hot rotation this week.



Regional Adds & Hots

Table with columns: EAST, MIDWEST, SOUTH, WEST. Sub-headers: MOST ADDED, HOTTEST, MOST ADDED, HOTTEST, MOST ADDED, HOTTEST, MOST ADDED, HOTTEST. Station names and artist names listed.

EAST section listing radio stations and their current reports.

MIDWEST section listing radio stations and their current reports.

SOUTH section listing radio stations and their current reports.

WEST section listing radio stations and their current reports.

135 Current Reports

The following stations did not report this week: WWW-FM/Detroit, WAXX/Eau Claire, WZZK-FM/Birmingham, KIKK-FM/Houston, KUZZ/Bakersfield

Hottest Tracks: "Born To Run" EMMYLOU HARRIS (WB), "Feels So Right" (RCA), "Bum George Bum" "Ride The Train" "I'm Stoned" "Fantasy" JOHN ANDERSON - "I Just Came Home To Count The Memories" (WB) "Would You Catch A Falling Star" "Jesse Clay And The 12:06" "Don't Think Twice (It's All Right)" "Stop In The Road" "When Lady Is Cloudin' Your Vision" "Trail Of Time" MOE BANDY - "Rodeo Romeo" (Columbia) "Boredom Boon" "A Loser And A Fool" EARL THOMAS CONLEY - "Fire & Smoke" -

(RCA) "Smoky Mountain Memories" "After The Love Slips Away" "Like Cinderella" CRYSTAL GAYLE - Hollywood, Tennessee - (Columbia) "Uvin' In These Troubled Times" "You Never Gave Up On Me" "Ain't No Sunshine" MERLE HAGGARD - "Big City" (Epic) "Are The Good Times Really Over (I Wish A Buck Was Btill Bliver)" "You Don't Have Very Far To Go" "Good Old American Guest" "I Always Get Lucky With You" "This Song Is Mine" "Texas Fiddle Song" "Stop The World (And Let Me Off)" EMMYLOU HARRIS - Cimarron - (WB) "Born To Run" "Another Lonesome Morning" "Rose Of Cimarron" "The Last Chatterin' Waltz" "Tennessee Rose" "Tennessee Waltz" CON HUNLEY - "Ask Any Woman" (WB) "He Will Break Your Heart" "Table For One" "Tryin' To Love Two" "When It's Over" "Don't It Break Your Heart" "Would You Let A Fool Come In" "I'm Back To Putting Up A Front Again" "Ask Any Woman" "She's Stoppin' Out"

GEORGE JONES - Still The Serna Ole Me (Epic) "Serna Ole Me" "You Can't Get The Hell Out Of Texas" "Together Alone" RONNIE MILSAP - There's No Gettin' Over Me (RCA) "I Live My Whole Life At Night" EDDY RAVEN - Desperate Dreams - (Elektra) "Desperate Dreams" "You're Too Much For Me" DOTIE WEST - High Times - (EMI/Liberty) "Cajun Rage" "You're Not Easy To Forget" "Starting Today - Starting Over" Most Requested: JUICE NEWTON "The Sweetest Thing..." (Capitol) DON WILLIAMS "Lord, I Hope This Day..." (MCA)

Black Radio

Hottest

January 15, 1982

| EAST | SOUTH | MIDWEST | WEST |
|--------------------------------------|---|---|---------------------------------------|
| Hall & Oates Bobby Womack Skyy | Skyy Hall & Oates Bobby Womack Time Teddy Pendergrass | George Benson Skyy Earth, Wind & Fire Time Bobby Womack | Skyy Hall & Oates George Benson |

Stations are listed by region. Hots are listed in order of their airplay activity.

Regionalized Adds & Hots

| EAST | | MIDWEST | | WEST | | | |
|--|---|--|---|--|--|--|---|
| WVHN/Baltimore Curtis Anderson BRANDY WELLS ROGER WHISPERS CHI-LITES EVELYN KING ZOOM WEEKS & COMPANY TWINSYNDALE/LUNNY RARE ESSENCE PURE GOLD Hottest: STEVIE WONDER TOM TOM CLUB TIME PRINCE SKYY BOBBY WOMACK WHATNAUTS | WDAS/Philadelphia Joe Tamburo none Hottest: EW&P HALL & OATES CENTRAL LINE OWEN MCCRAE KOOL & THE GANG WAMO/Pittsburgh J.C. Floyd none Hottest: GEORGE BENSON RUPUS & CHAKA TOM TOM CLUB EW&P CENTRAL LINE | WVON/Chicago Pam Wells EW&P GENE DUNLAP SMOKEY ROBINSON STEVIE WONDER RICK JAMES ANGELA BOFILL ANGELA BOFILL Hottest: LUTHER VANDROSS EVELYN KING GEORGE BENSON AM-PM D TRAIN | WQCI/Chicago Pam Wells WHISPERS ROGER SMOKEY ROBINSON WEEKS & COMPANY XAVIER DIANA ROSS STEVIE WONDER Hottest: D TRAIN SKYY BOBBY WOMACK | WBMX/Chicago Lee Michaels STEVIE WONDER MICHAEL HENDERSON JUNIOR WHISPERS LAMONT DOZIER Hottest: SKYY BOBBY WOMACK EW&P KOOL & THE GANG GEORGE BENSON | WCIN/Cincinnati Everett Cork T-CONNECTION GILL SCOTT-HERON STEVIE WONDER LAKESIDE DIANA ROSS EW&P JUNIOR GANGSTERS Hottest: BAR-KAYS TIME SKYY GEORGE BENSON CURTIS MAYFIELD | WVWS/Saginaw, MI Kermh Crockett STEVIE WONDER MAZE WHISPERS CHOCOLATE MILK EVELYN KING Hottest: BOBBY WOMACK EW&P SKYY HALL & OATES LUTHER VANDROSS | KMUM/St. Louis Dick Edwards STEVIE WONDER SMOKEY ROBINSON Hottest: ONJ DIANA ROSS PRINCE HALL & OATES GEORGE BENSON |
| WXYV/Baltimore Tim Watts SMOKEY ROBINSON STEVIE WONDER GRAND MASTER ISLEY BROCS CHI-LITES MARY WELLS RENE & ANGELA HARITAGE Hottest: KANG BOBBY WOMACK BRANDY WELLS TOM TOM CLUB SUGAR HILL GANG | WVON/Chicago Pam Wells WHISPERS ROGER SMOKEY ROBINSON WEEKS & COMPANY XAVIER DIANA ROSS STEVIE WONDER Hottest: D TRAIN SKYY BOBBY WOMACK | WVON/Chicago Pam Wells WHISPERS ROGER SMOKEY ROBINSON WEEKS & COMPANY XAVIER DIANA ROSS STEVIE WONDER Hottest: D TRAIN SKYY BOBBY WOMACK | WVON/Chicago Pam Wells WHISPERS ROGER SMOKEY ROBINSON WEEKS & COMPANY XAVIER DIANA ROSS STEVIE WONDER Hottest: D TRAIN SKYY BOBBY WOMACK | WVON/Chicago Pam Wells WHISPERS ROGER SMOKEY ROBINSON WEEKS & COMPANY XAVIER DIANA ROSS STEVIE WONDER Hottest: D TRAIN SKYY BOBBY WOMACK | WVON/Chicago Pam Wells WHISPERS ROGER SMOKEY ROBINSON WEEKS & COMPANY XAVIER DIANA ROSS STEVIE WONDER Hottest: D TRAIN SKYY BOBBY WOMACK | WVON/Chicago Pam Wells WHISPERS ROGER SMOKEY ROBINSON WEEKS & COMPANY XAVIER DIANA ROSS STEVIE WONDER Hottest: D TRAIN SKYY BOBBY WOMACK | WVON/Chicago Pam Wells WHISPERS ROGER SMOKEY ROBINSON WEEKS & COMPANY XAVIER DIANA ROSS STEVIE WONDER Hottest: D TRAIN SKYY BOBBY WOMACK |

| WEST | |
|---|---|
| KDKO/Denver Byron Pitts STEVIE WONDER SMOKEY ROBINSON Hottest: none | KDIA/Oakland Keith Adams AURRA BILL SUMMERS BOBBY WOMACK SUGAR HILL GANG WHISPERS GAYLE ADAMS SLAVE SKYY BILL WITHERS Hottest: KOOL & THE GANG SKYY LUTHER VANDROSS GLADYS KNIGHT BOBBY WOMACK |
| KJLH/Los Angeles Levi Booker STEVIE WONDER SMOKEY ROBINSON VERNON BURCH O'BRYAN RAY, GOODMAN & B LAMONT DOZIER Hottest: AURRA KOOL & THE GANG ANGELA BOFILL EW&P WHATNAUTS | KUKQ/Phoenix Steve Smith STEVIE WONDER WHISPERS CRASH CREW MEAN MACHINE SMOKEY ROBINSON Hottest: SKYY GEORGE BENSON HALL & OATES ANGELA BOFILL GAYLE ADAMS |
| KDAY/Los Angeles J.J. Johnson BILL SUMMERS O'BRYAN DIANA ROSS PRINCE AKA BAND ROCKIE ROBBINS LUTHER VANDROSS MAZE STEVIE WONDER T.S. MONK SMOKEY ROBINSON Hottest: HALL & OATES SKYY GEORGE BENSON TEDDY PENDERGRASS GAYLE ADAMS | KSOL/San Mateo, CA Bernie Moody KOOL & THE GANG EW&P OHIO PLAYERS Hottest: GEORGE BENSON SKYY HALL & OATES AL JARREAU BOBBY WOMACK |
| KACE/Los Angeles Alonso Miller none Hottest: SKYY ROGER TIME BOBBY WOMACK EW&P | |

JAZZ RADIO

EARL KLUGH
Crazy For You (Liberty)
RODNEY FRANKLIN
Endless Flight (Columbia)
RONNIE LAWS
Solid Ground (Liberty)
GROVER WASHINGTON, JR.
Come Morning (Elektra)
SPYRO GYRA
Freetime (MCA)
FUSE ONE
Silk (CTI)
JOHN McLAUGHLIN
Belo Horizonte (WB)

EAST: WYBC/New Haven, CT, Tom Stralaguth. SOUTH: WTJZ/Newport News, VA, Lery Holowell. MIDWEST: WBBY/Columbus, OH, Terry Wilson. WJZZ/Detroit, MI, John Hill. WEST: KADN/Denver, CO, John Resbeck. KPMD/Denver, CO, Ira Gordon.

| EAST |
|--|
| WVHN/Baltimore Curtis Anderson BRANDY WELLS ROGER WHISPERS CHI-LITES EVELYN KING ZOOM WEEKS & COMPANY TWINSYNDALE/LUNNY RARE ESSENCE PURE GOLD Hottest: STEVIE WONDER TOM TOM CLUB TIME PRINCE SKYY BOBBY WOMACK WHATNAUTS |
| WVON/Chicago Pam Wells WHISPERS ROGER SMOKEY ROBINSON WEEKS & COMPANY XAVIER DIANA ROSS STEVIE WONDER Hottest: D TRAIN SKYY BOBBY WOMACK |

| SOUTH |
|---|
| WVON/Chicago Pam Wells WHISPERS ROGER SMOKEY ROBINSON WEEKS & COMPANY XAVIER DIANA ROSS STEVIE WONDER Hottest: D TRAIN SKYY BOBBY WOMACK |
| WVON/Chicago Pam Wells WHISPERS ROGER SMOKEY ROBINSON WEEKS & COMPANY XAVIER DIANA ROSS STEVIE WONDER Hottest: D TRAIN SKYY BOBBY WOMACK |

| WEST |
|---|
| KDKO/Denver Byron Pitts STEVIE WONDER SMOKEY ROBINSON Hottest: none |
| KDIA/Oakland Keith Adams AURRA BILL SUMMERS BOBBY WOMACK SUGAR HILL GANG WHISPERS GAYLE ADAMS SLAVE SKYY BILL WITHERS Hottest: KOOL & THE GANG SKYY LUTHER VANDROSS GLADYS KNIGHT BOBBY WOMACK |

Regionalized Adds & Hots

EAST Parallel One

WRE/Erie
Ted Abbott

WCBM/Baltimore
Mel Martin

WKYC/Columbus, OH
Denny Nugent

WQVA/Grand Chise, IA
Jack McKay

WFL/Jackson, MS
Joe Bennett

WWSN/Nashville
Donna Brake

WVNY/Ashville, NC
Shannon West

MIDWEST Parallel One

WYNY/Chicago
John Wetherbee

WTVN/Columbus, OH
Denny Nugent

WQVA/Grand Chise, IA
Jack McKay

WFL/Jackson, MS
Joe Bennett

WWSN/Nashville
Donna Brake

WVNY/Ashville, NC
Shannon West

SOUTH Parallel One

WLA/Atlanta
Alan Saunders

WTVN/Columbus, OH
Denny Nugent

WQVA/Grand Chise, IA
Jack McKay

WFL/Jackson, MS
Joe Bennett

WWSN/Nashville
Donna Brake

WVNY/Ashville, NC
Shannon West

Parallel Three

WVNY/Ashville, NC
Shannon West

WVNY/Ashville, NC
Shannon West

WVNY/Ashville, NC
Shannon West

WVNY/Ashville, NC
Shannon West

Parallel Two

WVNY/Ashville, NC
Shannon West

WVNY/Ashville, NC
Shannon West

WVNY/Ashville, NC
Shannon West

WVNY/Ashville, NC
Shannon West

Parallel Two

WVNY/Ashville, NC
Shannon West

WVNY/Ashville, NC
Shannon West

WVNY/Ashville, NC
Shannon West

WVNY/Ashville, NC
Shannon West

Parallel Two

WVNY/Ashville, NC
Shannon West

WVNY/Ashville, NC
Shannon West

WVNY/Ashville, NC
Shannon West

WVNY/Ashville, NC
Shannon West

Parallel Three

WVNY/Ashville, NC
Shannon West

WVNY/Ashville, NC
Shannon West

WVNY/Ashville, NC
Shannon West

WVNY/Ashville, NC
Shannon West

WEST Parallel One

KPPH/Denver
Rick Brady

KAFY/Bakersfield
Joseph King

KWAY/Monterey
Steve Paristo

KADE/Boulder, CO
Hartley Barry

KFOR/Incline, NB
Patti Moran

KOL/Beaumont
Ron Stafford

WVNY/Ashville, NC
Shannon West

Parallel Two

WVNY/Ashville, NC
Shannon West

WVNY/Ashville, NC
Shannon West

WVNY/Ashville, NC
Shannon West

WVNY/Ashville, NC
Shannon West

Parallel Two

WVNY/Ashville, NC
Shannon West

WVNY/Ashville, NC
Shannon West

WVNY/Ashville, NC
Shannon West

WVNY/Ashville, NC
Shannon West

Parallel Three

WVNY/Ashville, NC
Shannon West

WVNY/Ashville, NC
Shannon West

WVNY/Ashville, NC
Shannon West

WVNY/Ashville, NC
Shannon West

Parallel Two

WVNY/Ashville, NC
Shannon West

WVNY/Ashville, NC
Shannon West

WVNY/Ashville, NC
Shannon West

WVNY/Ashville, NC
Shannon West

Parallel Two

WVNY/Ashville, NC
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WVNY/Ashville, NC
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WVNY/Ashville, NC
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WVNY/Ashville, NC
Shannon West

Parallel Two

WVNY/Ashville, NC
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Parallel Two

WVNY/Ashville, NC
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Parallel Two

WVNY/Ashville, NC
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WVNY/Ashville, NC
Shannon West

WVNY/Ashville, NC
Shannon West

Parallel Two

WVNY/Ashville, NC
Shannon West

WVNY/Ashville, NC
Shannon West

WVNY/Ashville, NC
Shannon West

WVNY/Ashville, NC
Shannon West

110 Current Reports 101 Last Week

The following stations reported frozen playlists this week:

- GR55/Bufallo
- WTFM/New York City
- 3WS/Pittsburgh
- WCLR/Chicago
- WWSA/Savannah

The following stations did not report this week and therefore their playlists were frozen:

- WKZE/Cape Cod
- WRIE/Erie
- WSFM/Harrisburg
- WTIC/Hartford
- 55KRC/Cincinnati
- WOWO/Ft. Wayne
- KLTE/Oklahoma City
- KXOK/St. Louis
- KOLE/Beaumont
- WIS/Columbia, SC
- K108/Sacramento
- KCEE/Tucson

Note: R&R welcomes the following new reporters:

- WVNY/New York
- Q101(WKQX)/Chicago
- KYUU/San Francisco

EAST Most Added Hottest

EAST PARALLEL TWO

WBBF/Rochester, NY Jay Stevens BARRY MANILOW BERTIE HIGGINS ABBA POINTNER SISTERS CLIFF RICHARD GO GO'S CARS (RA) HOTTTEST: HALL & OATES 2-1 NICKS & HENLEY 4-2 QUARTERFLASH 3-3 GEORGE BENSON 8-4 J. GEILS BAND A-10 WKEE/Huntington, WV Gary Miller STEVIE WONDER BILL CHAMPLIN AC/DC CHILLIWACK CLIFF RICHARD POINTNER SISTERS ELO HOTTTEST: EMI 3-1 J. GEILS BAND 2-2 SHEENA EASTON 24-16 AIR SUPPLY 27-18 GENESIS D-25 WPSJ/Trenton, NJ Tom Taylor AC/DC CHILLIWACK GO GO'S JOHN HALL BAND JOAN JETT DEL SHANNON SOFT CELL ROD STEWART HOTTTEST: J. GEILS BAND 2-1 ROD STEWART 4-3 HALL & OATES 6-5 ROLLING STONES 10-7 CARS 12-9 WTRY/Aibany, NY Bill Cahill DIANA ROSS POLICE BARRY MANILOW HOTTTEST: J. GEILS BAND 1-1 GEORGE BENSON 12-7 DAN FOGELBERG 14-8 EDDIE RABBITT 15-9 JUICE NEWTON 21-9 WAEB/Allentown, PA Jefferson Ward ROD STEWART ALABAMA STEVE CARLISLE ABBA BARRY MANILOW HOTTTEST: HALL & OATES 2-1 J. GEILS BAND 9-2 PAUL DAVIS 13-7 ROYAL PHILHARMONI 16-10 AIR SUPPLY 18-12 KC101/New Haven, CT Danny Lyons GIDEA PARK CLIFF RICHARD HOTTTEST: BARBRA STREISAND 4-1 HALL & OATES 7-2 ROYAL PHILHARMONI 8-5 KENNY ROGERS 23-18 AIR SUPPLY 22-19 WFBR/Baltimore, MD Andy Szulinski JOURNEY BERTIE HIGGINS POINTNER SISTERS CHUBBY CHECKER CLIFF RICHARD HOTTTEST: HALL & OATES 1-1 GEORGE BENSON 2-2 NICKS & HENLEY 3-3 ROLLING STONES 16-6 LRB 19-13 WBLI/Long Island, NY Bill Terry J. GEILS BAND QUARTERFLASH LRB HOTTTEST: HALL & OATES 9-1 LINDSEY BUCKINGHA 7-3 GEORGE BENSON 13-9 PAUL DAVIS 17-10 EDDIE RABBITT 22-12 WTIC/Hartford, CT Rick Donahue POINTNER SISTERS POLICE STEVIE WONDER HOTTTEST: J. GEILS BAND 1-1 HALL & OATES 2-2 GEORGE BENSON 3-3 ONJ 4-4 JUICE NEWTON 15-8

Q108/York, PA Dan Steele GENESIS AC/DC JOURNEY CLIFF RICHARD HOTTTEST: HALL & OATES 2-1 GEORGE BENSON 6-5 J. GEILS BAND 13-8 PAUL DAVIS 16-10 AIR SUPPLY 19-12 WHFM/Rochester, NY Aimee Peck CLIFF RICHARD EDDIE SCHWARTZ HOTTTEST: HALL & OATES 1-1 DAN FOGELBERG 15-10 SHEENA EASTON 17-13 AIR SUPPLY 19-15 ROYAL PHILHARMONI 23-18 K104/Erie, PA Bill Shannon DONNIE IRIS AC/DC TRIUMPH CHILLIWACK CHUBBY CHECKER DEL SHANNON GENESIS NEIL YOUNG HOTTTEST: BALANCE 1-1 DAN FOGELBERG 3-2 KENNY ROGERS 8-6 FOREIGNER 24-15 VANGELIS 31-17 V100/Charleston, WV Jay Jarvis JOURNEY JENNIFER WARNES BERTIE HIGGINS HOTTTEST: GEORGE BENSON 1-1 DAN FOGELBERG 8-7 HALL & OATES 7-4 EDDIE RABBITT 13-6 AIR SUPPLY 16-7 WKRZ/FM/Wikee-Barre, PA Jim Rising JOURNEY KENNY ROGERS VANGELIS GO GO'S STEVE MILLER BAND HOTTTEST: HALL & OATES 3-1 GEORGE BENSON 7-5 EDDIE RABBITT 9-7 BARBRA STREISAND 11-8 RICK SPRINGFIELD 15-9 W92FLY/Albany, NY Jack Lawrence POINTNER SISTERS GENESIS BARRY MANILOW HOTTTEST: HALL & OATES 1-1 J. GEILS BAND 11-6 PAUL DAVIS 9-7 EDDIE RABBITT 15-12 SHEENA EASTON 19-15 WWBF/Boston, MA Reg Johns BERTIE HIGGINS STEVE CARLISLE HOTTTEST: RONNIE MILSAP 7-4 BARBRA STREISAND 13-7 BILLY JOEL 17-13 KENNY ROGERS 23-19 DAN FOGELBERG 26-21 WCAO/Baltimore, MD Riley Richards SMOKEY ROBINSON DIANA ROSS BARRY MANILOW QUINCY JONES HOTTTEST: HALL & OATES 1-1 BEACH BOYS 21-14 RICK SPRINGFIELD 24-15 DEL SHANNON 28-16 DAN FOGELBERG 26-21 WDRC/FM/Hartford, CT Paul Roberts JOURNEY BUCKNER & GARCIA (dp) HOTTTEST: J. GEILS BAND 3-1 HALL & OATES 4-2 GEORGE BENSON 7-4 ROYAL PHILHARMONI 17-8 CARS 18-13 WRCK/Utica, NY Jim Reitz JOURNEY ROD STEWART CHILLIWACK JOAN JETT HOTTTEST: J. GEILS BAND 5-1 HALL & OATES 7-4 CARS 13-8 ROLLING STONES 16-9 GENESIS 75-20 WWTB/Binghamton, NY Scott Michaels CHILLIWACK MOLLY HATCHET AC/DC POINTNER SISTERS BOB & DOUG MCKENZ HOTTTEST: HALL & OATES 4-1 GEORGE BENSON 10-7 RICK SPRINGFIELD 12-8 AIR SUPPLY 27-15 DIANA ROSS 26-18

CHR ADDS & HOTS

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

SOUTH Most Added Hottest

WPHD/Bufalo, NY John Piccillo ROD STEWART AC/DC STEVE MILLER BAND CHILLIWACK JOHN HALL BAND STEVIE NICKS LOVERBOY FOREIGNER HOTTTEST: J. GEILS BAND 2-1 LINDSEY BUCKINGHA 5-3 LOVERBOY 6-4 DAN FOGELBERG 8-7 CARS 9-8 WLAN-FM/Lancaster, PA Dave Russell JOURNEY CHILLIWACK STEVIE WONDER ROD STEWART HOTTTEST: HALL & OATES 1-1 J. GEILS BAND 4-2 EDDIE RABBITT 9-5 PAUL DAVIS 12-7 LRB 20-14

WACZ/Bangor, ME Michael O'Hara SAMMY HAGAR PLAYER BUCKNER & GARCIA GO GO'S ROD STEWART AC/DC POINTNER SISTERS HOTTTEST: J. GEILS BAND 1-1 NICKS & HENLEY 2-2 ONJ 3-3 ROD STEWART 5-4 QUARTERFLASH 6-5 WZYQ/Frederick, MD Boss Hoss POINTNER SISTERS OAK RIDGE BOYS LOVERBOY BILLY SOUIER HOTTTEST: HALL & OATES 4-1 BUCKNER & GARCIA 14-5 JUICE NEWTON 13-10 CARS 19-12 ROD STEWART 17-13 WOMP-FM/Bellaire, OH Steve Allen JUICE NEWTON ELO CHARLIE STEWART & GASKIN MCGUFFEY LANE STEVIE WOODS POLICE BOB & DOUG MCKENZ BUCKNER & GARCIA HOTTTEST: HALL & OATES 1-1 EDDIE RABBITT 4-3 DAN FOGELBERG 7-4 JOURNEY 9-5 AIR SUPPLY 11-6

WACY/Ft. Lauderdale, FL Rick Shaw ROLLING STONES KENNY ROGERS HOTTTEST: HALL & OATES 2-1 LINDSEY BUCKINGHA 3-3 NICKS & HENLEY 4-4 BARBRA STREISAND 5-5 ROYAL PHILHARMONI 13-10 WAYS/Charlotte, NC Lou Simon BUCKNER & GARCIA HOTTTEST: ONJ 1-1 JUICE NEWTON 4-2 HALL & OATES 6-3 ALABAMA 12-6 DAN FOGELBERG 18-13 WBBQ/Augusta, GA Bruce Stevens POLICE ROD STEWART OAK RIDGE BOYS PLAYER CLIFF RICHARD HOTTTEST: HALL & OATES 2-1 ROLLING STONES 8-3 DAN FOGELBERG 12-4 LRB 13-8 AIR SUPPLY 21-16 WFMF/Baton Rouge, LA Randy Rice JOURNEY HOTTTEST: HALL & OATES 1-1 DAN FOGELBERG 6-3 AIR SUPPLY 15-7 PAUL DAVIS 13-8 RICK SPRINGFIELD 20-17 WGH/Norfolk, VA Bob Canada OAK RIDGE BOYS EMI PLAYEP SAMMY HAGAR TOMMY TUNONE HOTTTEST: NEIL DIAMOND 1-1 ROYAL PHILHARMONI 8-3 BARRY MANILOW 14-5 DAN FOGELBERG 15-7 AIR SUPPLY 13-8

WQW/Memphis, TN Mike Scatzi JOURNEY LRB STEVIE WOODS HOTTTEST: BARBRA STREISAND 1-1 JUICE NEWTON 2-2 GEORGE BENSON 3-3 HALL & OATES 4-4 PAUL DAVIS 5-5 WJDX/Jackson, MS Bill Crews JOURNEY ALABAMA DEL SHANNON KENNY ROGERS POLICE DIANA ROSS HOTTTEST: HALL & OATES 2-1 GEORGE BENSON 3-3 JUICE NEWTON 4-4 J. GEILS BAND 15-6 SUGAR HILL GANG 34-22

WQWK/Norfolk, VA Bruce Garraway ALABAMA OAK RIDGE BOYS HOTTTEST: FOREIGNER 1-1 JUICE NEWTON 5-2 ROYAL PHILHARMONI 9-7 HALL & OATES 13-9 DAN FOGELBERG 17-11 KFMK/Houston, TX Jerry Steele DAN FOGELBERG TEDDY PENDERGRASS DIANA ROSS HOTTTEST: ONJ 1-1 HALL & OATES 20-5 KENNY ROGERS 21-13 LINDSEY BUCKINGHA 23-17 ALABAMA 29-22

WMAK-FM/Nashville, TN Scooter Davis EDDIE SCHWARTZ CLIFF RICHARD STEVIE WONDER CHILLIWACK CHUBBY CHECKER (dp) ABBA (dp) HOTTTEST: HALL & OATES 1-1 ALABAMA 16-12 LEE GREENWOOD 26-17 BERTIE HIGGINS 28-20 AIR SUPPLY 29-21 WANS-FM/Greenville, SC Sam Church DIANA ROSS TEDDY PENDERGRASS POLICE ROD STEWART HOTTTEST: J. GEILS BAND 3-1 HALL & OATES 5-2 GEORGE BENSON 10-9 ROLLING STONES 16-14 GREG LAKE 26-17

WVHYY/FM/Montgomery, AL Neil Harrison POLICE CLIFF RICHARD STEVIE WONDER DOOBIE BROS HOTTTEST: HALL & OATES 3-1 GEORGE BENSON 6-3 PAUL DAVIS 8-5 CARS 7-6 DAN FOGELBERG 20-13 WDOO/Daytona Beach, FL Rick Knight ROD STEWART KOOL & THE GANG OAK RIDGE BOYS SMOKEY ROBINSON PEABO BRYSON POLICE EMI DOOBIE BROS HOTTTEST: ROYAL PHILHARMONI 10-1 AIR SUPPLY 3-2 PAUL DAVIS 6-5 CARS 8-6 LRB 12-10 WZYH/Huntsville, AL Chris Andrews JOURNEY POLICE STEVIE MILLER BAND HOTTTEST: HALL & OATES 1-1 NEIL DIAMOND 3-2 J. GEILS BAND 4-3 GEORGE BENSON 6-4 EDDIE RABBITT 9-6

WQBQ/Autoona, PA Tony Booth T.G. SHEPPARD JOURNEY BARRY MANILOW POINTNER SISTERS AC/DC STEVIE WONDER HOTTTEST: HALL & OATES 3-1 GEORGE BENSON 7-5 EDDIE RABBITT 9-7 BARBRA STREISAND 11-8 RICK SPRINGFIELD 15-9

WJBY/Portland, ME Brian Phoenix DOOBIE BROS STEVIE WOODS JOURNEY POINTNER SISTERS DAN FOGELBERG STEVE MILLER BAND HOTTTEST: J. GEILS BAND 1-1 HALL & OATES 2-2 SOFT CELL 8-6 BILLY SOUIER 12-8 DONNIE IRIS 19-15

WJTB/San Antonio, TX J.J. Rodriguez KENNY ROGERS POLICE JOURNEY DEL SHANNON J. GEILS BAND HOTTTEST: FOREIGNER 2-1 HALL & OATES 16-11 ROD STEWART 19-16 AIR SUPPLY 27-18 JUICE NEWTON 24-19

WVVO/Richmond, VA Bill Thomas RICK SPRINGFIELD HOTTTEST: HALL & OATES 10-1 BILLY SOUIER 17-14 DAN FOGELBERG 21-15 EDDIE SCHWARTZ 22-16 GENESIS 25-21

WVSEZ/Winston-Salem, NC Bob Mahoney ROD STEWART OAK RIDGE BOYS CLIFF RICHARD ABBA HOTTTEST: GEORGE BENSON 1-1 J. GEILS BAND 12-5 ROYAL PHILHARMONI 17-9 EDDIE SCHWARTZ 24-15 BERTIE HIGGINS 29-16

WVLAZ/Little Rock, AR Rhonda Curtis OAK RIDGE BOYS CHILLIWACK EMI T.G. SHEPPARD QUINCY JONES HOTTTEST: BARBRA STREISAND 1-1 HALL & OATES 7-2 DAN FOGELBERG 8-4 PAUL DAVIS 11-5 EDDIE RABBITT 12-6

WVWFLB/Fayetteville, NC Larry Cannon CLIFF RICHARD QUINCY JONES GENESIS DIANA ROSS SMOKEY ROBINSON JOURNEY ARBA HOTTTEST: GEORGE BENSON 2-1 QUARTERFLASH 9-4 ALABAMA 4-4 FOREIGNER 10-7

WVWJBY/Beth, ME Mike Mitchell PRISM KENNY ROGERS QUINCY JONES JENNIFER WARNER (dp) HOTTTEST: JOURNEY 1-1 HALL & OATES 4-2 QUARTERFLASH 9-5 CARS 11-6 AIR SUPPLY 21-14

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PARALLELS

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

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

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

*) Format dominance is based on the Monday-Sunday, 6AM-midnight, total persons 12 plus shares as published by Arbitron. All potential future reporting stations are evaluated and updated twice weekly.

★ DENOTES FIRST WEEK IN PARALLELS.

100/25 44% National Summary

51 Debits

20 Adds

Same 4

Down 0

Up 25

EXAMPLE

25 — 100 CHR reporting stations in this week including 25 new adds.

Percentage of this week's reporters playing it.

100 — Percentage of reporters playing the song within each region.

31 — Number of stations moving it up on the charts.

20 — Number of stations debuting the song this week.

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

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

25 — Total number of stations adding it this week.

ALABAMA
Love In The First... (MCA)
LP: Feels So Right

Regional: 60/15 29%
National: Summary 5/35
Debits: 20
Adds: 15
Same: 1
Down: 0
Up: 15

EXAMPLE

25 — 100 CHR reporting stations in this week including 25 new adds.

Percentage of this week's reporters playing it.

100 — Percentage of reporters playing the song within each region.

31 — Number of stations moving it up on the charts.

20 — Number of stations debuting the song this week.

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

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

25 — Total number of stations adding it this week.

PAUL DAVIS
Cool Night (Arista)
LP: Cool Night

Regional: 177/4 88%
National: Summary 1/136
Debits: 7
Adds: 9
Same: 7
Down: 6
Up: 6

BEACH BOYS
Come Go... (Caribou/CBS)
LP: Ten Years Of Harmony

Regional: 145/2 70%
National: Summary 1/111
Debits: 5
Adds: 7
Same: 3
Down: 4
Up: 7

NEIL DIAMOND
Yesterday... (Columbia)
LP: On The Way To The Sky

Regional: 124/0 60%
National: Summary 1/25
Debits: 5
Adds: 8
Same: 8
Down: 2
Up: 8

NEIL DIAMOND
Yesterday... (Columbia)
LP: On The Way To The Sky

Regional: 124/0 60%
National: Summary 1/25
Debits: 5
Adds: 8
Same: 8
Down: 2
Up: 8

NEIL DIAMOND
Yesterday... (Columbia)
LP: On The Way To The Sky

Regional: 124/0 60%
National: Summary 1/25
Debits: 5
Adds: 8
Same: 8
Down: 2
Up: 8

NEIL DIAMOND
Yesterday... (Columbia)
LP: On The Way To The Sky

Regional: 124/0 60%
National: Summary 1/25
Debits: 5
Adds: 8
Same: 8
Down: 2
Up: 8

NEIL DIAMOND
Yesterday... (Columbia)
LP: On The Way To The Sky

Regional: 124/0 60%
National: Summary 1/25
Debits: 5
Adds: 8
Same: 8
Down: 2
Up: 8

NEIL DIAMOND
Yesterday... (Columbia)
LP: On The Way To The Sky

Regional: 124/0 60%
National: Summary 1/25
Debits: 5
Adds: 8
Same: 8
Down: 2
Up: 8

NEIL DIAMOND
Yesterday... (Columbia)
LP: On The Way To The Sky

Regional: 124/0 60%
National: Summary 1/25
Debits: 5
Adds: 8
Same: 8
Down: 2
Up: 8

NEIL DIAMOND
Yesterday... (Columbia)
LP: On The Way To The Sky

Regional: 124/0 60%
National: Summary 1/25
Debits: 5
Adds: 8
Same: 8
Down: 2
Up: 8

NEIL DIAMOND
Yesterday... (Columbia)
LP: On The Way To The Sky

Regional: 124/0 60%
National: Summary 1/25
Debits: 5
Adds: 8
Same: 8
Down: 2
Up: 8

GEORGE BENSON
Turn Your Love... (WB)
LP: The George Benson Collection

Regional: 165/3 80%
National: Summary 1/100
Debits: 2
Adds: 3
Same: 14
Down: 3
Up: 2

LINDSEY BUCKINGHAM
Trouble (Asylum)
LP: Law And Order

Regional: 167/0 81%
National: Summary 1/43
Debits: 1
Adds: 8
Same: 8
Down: 8
Up: 3

LINDSEY BUCKINGHAM
Trouble (Asylum)
LP: Law And Order

Regional: 167/0 81%
National: Summary 1/43
Debits: 1
Adds: 8
Same: 8
Down: 8
Up: 3

CHILLIWACK
I Believe (Millennium/RCA)
LP: Wanna Be A Star

Regional: 63/30 28%
National: Summary 1/17
Debits: 17
Adds: 3
Same: 4
Down: 5
Up: 2

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I Believe (Millennium/RCA)
LP: Wanna Be A Star

Regional: 63/30 28%
National: Summary 1/17
Debits: 17
Adds: 3
Same: 4
Down: 5
Up: 2

CHILLIWACK
I Believe (Millennium/RCA)
LP: Wanna Be A Star

Regional: 63/30 28%
National: Summary 1/17
Debits: 17
Adds: 3
Same: 4
Down: 5
Up: 2

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Regional: 63/30 28%
National: Summary 1/17
Debits: 17
Adds: 3
Same: 4
Down: 5
Up: 2

DAN FOGELBERG
Leader Of... (Full Moon/Epic)
LP: The Innocent Age

Regional: 177/8 86%
National: Summary 1/11
Debits: 7
Adds: 11
Same: 9
Down: 11
Up: 9

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National: Summary 1/11
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Up: 9

(L. Galle Band continued)

| Region | Station | Program | Time | Rating |
|--------|---------|----------|-------|--------|
| N | WFLA | 10-10-10 | 10-10 | 1 |
| E | WFTS | 10-10-10 | 10-10 | 1 |
| S | WTVT | 10-10-10 | 10-10 | 1 |
| W | WWSB | 10-10-10 | 10-10 | 1 |

BERTIE HIGGINS

Key Largo (Kat Family/CBS)

Regional 80/12 43%

Summary: UP 6
DUPLICATE 5
DOWN 3
ADD 1

Program: 80/12 43%

Station: N & A

Journey continued

Regional 101/20 49%

Summary: UP 6
DUPLICATE 5
DOWN 3
ADD 1

Station: N & A

(L&M continued)

Regional 89/2 43%

Summary: UP 6
DUPLICATE 5
DOWN 3
ADD 1

Station: N & A

JUICE NEWTON

The Sweetest... (Capitol)

LP: Juice

Regional 140/3 68%

Summary: UP 6
DUPLICATE 5
DOWN 3
ADD 1

Station: N & A

HENRY PAUL BAND

Keeping Our Love... (Atlantic)

LP: Anytime

Regional 63/2 30%

Summary: UP 6
DUPLICATE 5
DOWN 3
ADD 1

Station: N & A

GENESIS

Abacab (Atlantic)

LP: Abacab

Regional 101/20 49%

Summary: UP 6
DUPLICATE 5
DOWN 3
ADD 1

Station: N & A

BILLY JOEL

She's Got A... (Columbia)

LP: Songs In The Attic

Regional 139/1 67%

Summary: UP 6
DUPLICATE 5
DOWN 3
ADD 1

Station: N & A

LOVERBOY

Working For... (Columbia)

LP: Get Lucky

Regional 89/2 43%

Summary: UP 6
DUPLICATE 5
DOWN 3
ADD 1

Station: N & A

OLIVIA NEWTON-JOHN

Physical (MCA)

LP: Physical

Regional 121/0 58%

Summary: UP 6
DUPLICATE 5
DOWN 3
ADD 1

Station: N & A

POINTER SISTERS

Should I Do It (Planet/E)

LP: Black & White

Regional 50/26 24%

Summary: UP 6
DUPLICATE 5
DOWN 3
ADD 1

Station: N & A

POLICE

Spirits In A... (A&M)

LP: Ghost In The Machine

Regional 120/53 58%

Summary: UP 6
DUPLICATE 5
DOWN 3
ADD 1

Station: N & A

HALL & OATES

I Can't Go For That... (RCA)

LP: Private Eyes

Regional 204/0 99%

Summary: UP 6
DUPLICATE 5
DOWN 3
ADD 1

Station: N & A

DONNIE IRIS

Love Is Like A Rock (MCA)

LP: King Cool

Regional 83/10 40%

Summary: UP 6
DUPLICATE 5
DOWN 3
ADD 1

Station: N & A

GREG LAKE

Let Me Love... (Chrysalis)

LP: Greg Lake

Regional 70/1 34%

Summary: UP 6
DUPLICATE 5
DOWN 3
ADD 1

Station: N & A

BARRY MANILOV

Somewhere Down... (Arista)

LP: If I Should Love Again

Regional 105/16 51%

Summary: UP 6
DUPLICATE 5
DOWN 3
ADD 1

Station: N & A

S. NICKS & D. HENLEY

Modern/Ac (Capitol)

LP: Bella Donna

Regional 172/1 83%

Summary: UP 6
DUPLICATE 5
DOWN 3
ADD 1

Station: N & A

AL JARREAU

Breakin' Away (WB)

LP: Breakin' Away

Regional 60/7 29%

Summary: UP 6
DUPLICATE 5
DOWN 3
ADD 1

Station: N & A

JOURNEY

Open Arms (Columbia)

LP: Escape

Regional 150/61 72%

Summary: UP 6
DUPLICATE 5
DOWN 3
ADD 1

Station: N & A

AL JARREAU

Breakin' Away (WB)

LP: Breakin' Away

Regional 60/7 29%

Summary: UP 6
DUPLICATE 5
DOWN 3
ADD 1

Station: N & A

LITTLE RIVER BAND

Take It Easy... (Capitol)

LP: Time Exposure

Regional 183/9 88%

Summary: UP 6
DUPLICATE 5
DOWN 3
ADD 1

Station: N & A

S. NICKS & D. HENLEY

Modern/Ac (Capitol)

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Regional 172/1 83%

Summary: UP 6
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DOWN 3
ADD 1

Station: N & A

Friday, January 15, 1982

(Cliff Richard continued)

(Diana Ross continued)

(Del Shannon continued)

BOB SEGER & THE SILVER

BARBRA STREISAND

ARTERFLASH den My... (Geffen/WB) Quarterflash

KENNY ROGERS Through The Years (Liberty) LP: Share Your Love

ROYAL PHILHARMONIC... Hooked On Classics (RCA) LP: Hooked On Classics

ROD STEWART Young Turks (WB) LP: Tonight I'm Yours

BOB SEGER & THE SILVER BULLET BAND Fuel Like A Number (Capitol) LP: Nine Tonight

BARBRA STREISAND Comin' In And Out... (Columbia) LP: Memories

180/2 80% National Summary

138/20 67% National Summary

116/1 56% National Summary

125/0 60% National Summary

72/1 35% National Summary

152/1 73% National Summary

5 DEBUTS 2

26 DEBUTS 35

22 DEBUTS 16

19 DEBUTS 9

N&A

8

10 DEBUTS 17

9 DEBUTS 21

29 DEBUTS 11

24 DEBUTS 2

N&A

N&A

10 DEBUTS 17

9 DEBUTS 21

29 DEBUTS 11

24 DEBUTS 2

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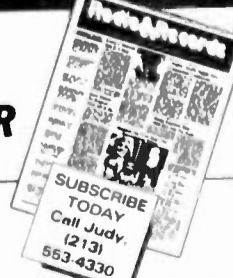
10 DEBUTS 17

9 DEBUTS 21

Continued On Next Column

Continued On Next Column

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ONE YEAR - \$195 First Class Mail

1930 Century Park West, L.A. CA 90067

AMERICA'S PREMIER ROCK BAND

JOURNEY

ANNOUNCES THE RELEASE OF
THEIR LATEST MULTI-FORMAT SMASH

“OPEN ARMS”



CHR **BREAKER**

#1 MOST ADDED (61 ADDS)

AVERAGE MOVE + 5

A/C

#1 MOST ADDED (29 ADDS)

From The Multi-Platinum Album “ESCAPE”

TC 3/408



On Columbia Records



Last Week

- 1 1 D. HALL & J. OATES/I Can't Go For That... (RCA)
- 7 2 J. GEILS BAND/Centerfold (EMI America)
- 5 3 GEORGE BENSON/Turn Your Love Around (WB)
- 2 4 STEVIE NICKS & DON HENLEY/Leather & Lace (Modern/Atco)
- 4 5 QUARTERFLASH/Harden My Heart (Geffen/WB)
- 8 6 PAUL DAVIS/Cool Night (Arista)
- 3 7 LINDSEY BUCKINGHAM/Trouble (Asylum)
- 10 8 BARBRA STREISAND/Comin' In And Out Of Your Life (Columbia)
- 14 9 ROLLING STONES/Waiting On A Friend (Rolling Stones/Atco)
- 11 10 EDDIE RABBITT/Someone Could Lose A Heart Tonight (Elektra)
- 17 11 DAN FOGELBERG/Leader Of The Band (Full Moon/Epic)
- 6 12 FOREIGNER/Waiting For A Girl Like You (Atlantic)
- 16 13 CARS/Shake It Up (Elektra)
- 15 14 JUICE NEWTON/The Sweetest Thing (I've Ever Known) (Capitol)
- 23 15 LITTLE RIVER BAND/Take It Easy On Me (Capitol)
- 24 16 AIR SUPPLY/Sweet Dreams (Arista)
- 9 17 OLIVIA NEWTON-JOHN/Physical (MCA)
- 21 18 SHEENA EASTON/You Could Have Been With Me (EMI America)
- 12 19 ROD STEWART/Young Turks (WB)
- 13 20 NEIL DIAMOND/Yesterday's Songs (Columbia)
- 22 21 BILLY JOEL/She's Got A Way (Columbia)
- 19 22 ROYAL PHILHARMONIC ORCHESTRA/Hooked On... (RCA)
- 25 23 BEACH BOYS/Come Go With Me (Caribou/CBS)
- 28 24 RICK SPRINGFIELD/Love Is Alright Tonight (RCA)
- 20 25 EARTH, WIND & FIRE/Let's Groove (ARC/Columbia)
- 30 26 KENNY ROGERS/Through The Years (Liberty)
- 26 27 RONNIE MILSAP/I Wouldn't Have Missed It For The World (RCA)
- 28 JOURNEY/Open Arms (Columbia)
- 29 EDDIE SCHWARTZ/All Our Tomorrows (Atco)
- 30 POLICE/Spirits In The Material World (A&M)

Last Week

- 1 1 BARBRA STREISAND/Comin' In And... (Columbia)
- 3 2 PAUL DAVIS/Cool Night (Arista)
- 10 3 BILLY JOEL/She's Got A Way (Columbia)
- 5 4 RONNIE MILSAP/I Wouldn't Have Missed It For The World (RCA)
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- 9 6 DAN FOGELBERG/Leader Of The Band (Full Moon/Epic)
- 2 7 NEIL DIAMOND/Yesterday's Songs (Columbia)
- 4 8 JUICE NEWTON/The Sweetest Thing (I've Ever Known) (Capitol)
- 7 9 GEORGE BENSON/Turn Your Love Around (WB)
- 11 10 D. HALL & J. OATES/I Can't Go For That (No Can Do) (RCA)
- 12 11 BEACH BOYS/Come Go With Me (Caribou/CBS)
- 8 12 STEVIE NICKS & DON HENLEY/Leather & Lace (Modern/Atco)
- 17 13 SHEENA EASTON/You Could Have Been With Me (EMI America)
- 19 14 BARRY MANILOW/Somewhere Down The Road (Arista)
- 15 15 SNEAKER/More Than Just The Two Of Us (Handshake/CBS)
- 18 16 JENNIFER WARNES/Could It Be Love (Arista)
- 24 17 KENNY ROGERS/Through The Years (Liberty)
- 22 18 AIR SUPPLY/Sweet Dreams (Arista)
- 14 19 FOREIGNER/Waiting For A Girl Like You (Atlantic)
- 20 20 LINDSEY BUCKINGHAM/Trouble (Asylum)
- 16 21 ROYAL PHILHARMONIC ORCHESTRA/Hooked On... (RCA)
- 23 22 CARPENTERS/Those Good Old Dreams (A&M)
- 28 23 BERTIE HIGGINS/Key Largo (Kat Family/CBS)
- 27 24 ALABAMA/Love In The First Degree (RCA)
- 29 25 LITTLE RIVER BAND/Take It Easy On Me (Capitol)
- 21 26 DON McLEAN/Castles In The Air (Millennium/RCA)
- 13 27 DIANA ROSS/Why Do Fools Fall In Love? (RCA)
- 26 28 LULU/If I Were You (Alfa)
- 29 ABBA/When All Is Said And Done (Atlantic)
- 25 30 COMMODORES/Oh No (Motown)

JOURNEY (61)
STEVIE WONDER (54)
POLICE (53)

DIANA ROSS (39)
ROD STEWART (39)
CLIFF RICHARD (35)

MOST ADDED

JOURNEY (29)
CLIFF RICHARD (23)
OAK RIDGE BOYS (22)

ANNE MURRAY (18)
KENNY ROGERS (18)
STEVIE WOODS (16)

HALL & OATES (139)
J. GEILS BAND (118)
GEORGE BENSON (55)

DAN FOGELBERG (53)
PAUL DAVIS (45)
QUARTERFLASH (44) CARS (44)

HOTTEST

BARBRA STREISAND (56)
PAUL DAVIS (49)
DAN FOGELBERG (43)

HALL & OATES (43)
JUICE NEWTON (38)
GEORGE BENSON (37)

JOURNEY Open Arms (Columbia)

72% of our reporters on it. Moves: Up 28, Debuts 41, Same 20, Down 0, Adds 61 including WKBW, WBEN-FM, WIFI, 96KX, KS95-FM, Q102, WZUU, KEARTH, KFRC, KEZR, 13K, KIMN, Q103, KZZP. See Parallels, debuts at number 28 on CHR chart.

EDDIE SCHWARTZ All Our Tomorrows (Atco)

62% of our reporters on it. Moves: Up 68, Debuts 25, Same 21, Down 1, Adds 13, Y100, 13K, KJR, WHFM, FM100, WMAK-FM, KGGI, KHYT, KQIZ-FM, Q101, KKXL, KQWB, KKLS, KEZR 10-5, G100 20-16. See Parallels, debuts at number 29 on CHR chart.

POLICE Spirits In The Material World (A&M)

58% of our reporters on it. Moves: Up 13, Debuts 25, Same 29, Down 0, Adds 53 including WKBW, WIFI, 96KX, Z93, WCKX, KBEQ, KRLA, KEZR, KIMN, WTRY, WHHY-FM, FM103, WISE, KWLO. See Parallels, debuts at number 30 on CHR chart.

BREAKERS

BERTIE HIGGINS Key Largo (Kat Family/CBS)

63% of our reporters on it. Rotations: Heavy 16/0, Medium 43/10, Light 20/5, Extra Adds 1, Total Adds 16 including WIP, WHB, WSBA, WSLI, WAKR, KOB, and 10 more. Moves 28-23 on A/C chart.

ALABAMA Love In The First Degree (RCA)

63% of our reporters on it. Rotations: Heavy 11/0, Medium 47/6, Light 21/8, Extra Adds 1, Total Adds 15 including WCBM, KIXI, WHAM, WRKA, WTVN, KBOI, and 9 more. Moves 27-24 on A/C chart.

12-34

NEW & ACTIVE

- ✓ DIANA ROSS "Mirror, Mirror" (RCA) 114/39
Moves: Up 23, Debuts 31, Same 21, Down 0, Adds 39 including WKBW, Z93, Y100, Q105, WCKX, WZUU, 13K, KYYX, WCAO, B97, WANS-FM, KIKI, KGGI, 13FEA, WAZY-FM.
- BARRY MANILOW "Somewhere Down The Road" (Arista) 105/16
Moves: Up 55, Debuts 21, Same 12, Down 1, Adds 16 including WNBC, WPGC, WZZP, KYYX, WBBF, WTRY, 92FLY, WAEB, FM100, KSTT, WGBF, KGW, WTSN, WFBG, KPUR.
- GENESIS "Abacab" (Atlantic) 101/20
Moves: Up 48, Debuts 15, Same 17, Down 1, Adds 20 including WIFI, WXKS-FM, WPGC, CKGM, WKTI, KYYX, Q106, KBFM, KEEL, BJ105, FM100, WCSC, KNBO, WISE, KILE.
- DEL SHANNON "See Of Love" (Network/Elektra-Asylum) 94/10
Moves: Up 41, Debuts 13, Same 30, Down 0, Adds 10, WPGC, WPST, K104, KTSA, WJDX, KZ93, WNCI, KJRB, 95XIL, WRKR, B104 25-22, 940 30-27, KEZR 18-13, WTSN 28-22, KVOL 29-25.
- ✓ STEVIE WONDER "That Girl" (Tamla/Motown) 91/54
Moves: Up 5, Debuts 18, Same 14, Down 0, Adds 54 including WBEN-FM, WIFI, Z93, Y100, WDRQ, KEARTH, KJR, KIMN, KOPA, KZZP, WLAN-FM, Y103, WMEE, KRQ, WCIR.
- BERTIE HIGGINS "Key Largo" (Kat Family/CBS) 89/12
Moves: Up 51, Debuts 9, Same 16, Down 1, Adds 12, KBEQ, KEZR, WFBR, WBBF, WVBF, WICC, V100, KROK, KSTT, KOFM, KLUC, WGUY, Z93 11-5, WSEZ 29-18, KJRB 31-29.
- LOVERBOY "Working For The Weekend" (Columbia) 89/2
Moves: Up 54, Debuts 7, Same 25, Down 1, Adds 2, FM103, WZYQ, WBEN-FM 15-10, CKGM 18-14, Q105 18-15, Q102 34-25, KFRC 22-18, KZZP 6-5, WPHD 6-4, KHFI 29-25, WBCY 8-4, WJXQ 3-3, KJRB 17-12, WLXK 20-7, KOZE 4-3.
- DONNIE IRIS "Love Is Like A Rock" (MCA) 83/10
Moves: Up 34, Debuts 13, Same 26, Down 0, Adds 10, CKLW, Q103, K104, KXX106, G100, WSKZ, Z104, KNBO, 95XIL, KQWB, WBEN-FM 36-29, WLS-FM 26-21, WRCK 28-21, WPST 34-30, KINT 25-19.
- BOB SEGER & THE SILVER BULLET BAND "Feel Like A Number" (Capitol) 72/1
Moves: Up 38, Debuts 8, Same 25, Down 0, Adds 1, KBFM, KFI on KEZR 28-23, WPST 30-27, K104 35-28, KZFM 30-26, WZYP 30-26, WJXQ 15-12, WIKS 18-12, KLUC 27-21, WIGY 29-26, WCIR 11-9, WISE 31-28, KVOL 18-15, KENI 22-19.
- GREG LAKE "Let Me Love You Once" (Chrysalis) 70/1
Moves: Up 45, Debuts 5, Same 18, Down 1, Adds 1, KKQV, JB105 19-17, KHS-FM 30-28, KOPA 28-25, 92FLY 27-24, WRCK 22-19, WKEE 9-4, KZFM 19-15, KINT 17-11, KXX106 20-17, WGRD 28-24, WNAM 28-25, KJRB 24-21, WTSN 27-23, WFLB 21-18.

NEW & ACTIVE

25-49

- LITTLE RIVER BAND "Take It Easy On Me" (Capitol) 72/9
Rotations: Heavy 15/0, Medium 41/4, Light 14/3, Extra Adds 2, Total Adds 9, KHOU, WHAM, WERC, WTAR, Y106, WAKR, KRDR, KREM, WSGW, WJMD, WASH, WSB, WNAB, WRVR, WQUE, WRVA, KWAV, WSKY, WCHV, KSEL, WORG, KCRG, KRKK, Medium: WCBM, KDKA, KULF, WARM98, WGAR, KMBZ, KIXI, KPLZ. Moves 29-25 on A/C chart.
- ABBA "When All Is Said And Done" (Atlantic) 67/13
Rotations: Heavy 1/0, Medium 40/3, Light 24/8, Extra Adds 2, Total Adds 13, WCBM, WBEN, WIP, KULF, KOY, WYYZ, WERC, WRKA, WTVN, KAFY, WJBC, WDAY, WBOW, Heavy: KFOR, Medium: 3WS, KDKA, WJMD, WLTA, WSB, 97AIA, KEX, KIXI, KPLZ, WNAB, WVLK, WHBY, WHIO, WFMK, WKBN, KBOI, KUGN, KCEE. Debuts at number 29 on A/C chart.
- AL JARREAU "Breakin' Away" (WB) 40/7
Rotations: Heavy 3/0, Medium 22/2, Light 14/4, Extra Adds 1, Total Adds 7, WHAM, WKBN, WLEQ, WLVA, KFOR, WSGW, WBOW, Heavy: KULF, WQUE, WSKY, Medium: WBCO, KCSW, WERC, WIS, WSLI, WMAZ, WRVR, WHBY, WHBC, KAFY, KBOI, KUGN, KWAV, WGIR, WORG, KCRG, KFOD, KMED, KRKK.
- STEVE CARLISLE "WKRP In Cincinnati (Main Theme)" (Sweet City/MCA) 40/1
Rotations: Heavy 1/0, Medium 30/1, Light 9/0, Extra Adds 0, Total Adds 1, KFOR, Heavy: WDEF, Medium: WSB, 97AIA, KMBZ, WHB, KXOK, KEX, KPLZ, WNAB, WCTC, WELI, WGAC, WERC, WIS, WVLK, WHBC, KLTE, WQUA, WKBN, KCEE, WLVA, WORG, WJBC, KCRG, WDAY, WSGW, KFOD, KBOZ, KMED, KOLO.
- QUINCY JONES featuring JAMES INGRAM "One Hundred Ways" (A&M) 39/12
Rotations: Heavy 5/1, Medium 17/4, Light 18/6, Extra Adds 1, Total Adds 12, WROR, WPRO, WASH, KING, WGY, WAGC, WDEF, WSM-FM, WRVA, WHBC, WCHV, KFOR, Heavy: WBEN, KPLZ, KKUA, WSKY, Medium: WJMD, KULF, WCCO, KEX, WSLI, WMAZ, WHBY, KBOI, KSEL, WORG, WWSA, WDAY, KFOD.
- ✓ JOURNEY "Open Arms" (Columbia) 35/29
Rotations: Heavy 2/0, Medium 14/10, Light 15/15, Extra Adds 4, Total Adds 29, WSB, KULF, KEX, KIXI, KPLZ, WYYZ, WGY, WHEN, KCSW, WSLI, WMAZ, WHBY, WHIO, WFMK, WQUA, KRDR, KAFY, KKUA, WNEU, WCHV, WLEQ, KFOR, KPAT, WBOW, KADE, KBOZ, KMED, KOLO, KRKK, Heavy: WSM-FM, WSKY.
- ✓ ANNE MURRAY "Another Sleepless Night" (Capitol) 33/18
Rotations: Heavy 2/0, Medium 17/8, Light 10/8, Extra Adds 4, Total Adds 18, WARM 98, KOY, KFMB, KIXI, WSBA, WBT, WDEF, WVLK, WMAZ, WTAR, WHBY, WQUA, KRDR, KOB, KAFY, WGIR, KCRG, KOLO, Heavy: WBEN, WCCO, Medium: WLTA, 97AIA, KEX, WGAC, WSLI, WAKR, WHBC, WHIO, WDAY, WJON, KBOZ.
- VANGELIS "Titles" (Polydor/PolyGram) 33/7
Rotations: Heavy 1/0, Medium 17/2, Light 14/4, Extra Adds 1, Total Adds 7, KULF, KING, WBT, WHBC, KBOI, WLVA, WORG, Heavy: WSM-FM, Medium: WSB, WOMC, WRIE, WELI, WGAC, WERC, WQUA, KAFY, KWAV, K108, KSL, KFOR, KMED, KOLO, KRKK.
- QUARTERFLASH "Harden My Heart" (Geffen/WB) 33/1
Rotations: Heavy 9/0, Medium 15/1, Light 9/0, Extra Adds 0, Total Adds 1, WASH, Heavy: WIP, KDKA, WRIE, KCSW, Y106, WSJS, WFMK, KSEL, KADE, Medium: KULF, 56KRC, WARM98, WHEN, WAFB, KOLE, WSM-FM, WQUE, WHBC, WCHV, WFIR, KCRG, WBOW, KFOD.
- ✓ OAK RIDGE BOYS "Bobbie Sue" (MCA) 30/22
Rotations: Heavy 2/0, Medium 8/4, Light 17/13, Extra Adds 5, Total Adds 22, WCBM, WCCO, WNAB, WYYZ, WGY, WGAC, WERC, WSLI, KAAV, WRVA, WHBY, WHIO, KAFY, KBOI, KSL, WNEU, WJBC, KCRG, WDAY, KFOD, KADE, KMED, Heavy: KMBZ, WQUA, Medium: KRMG, WJON.