

Radio & Records

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Devlin Exits WOR

Rick Devlin, VP/GM of WOR/New York for nearly six years, has left because of "personality difficulties" with RKO Radio Division President and Acting TV Division President Bob Williamson. Devlin told R&R he's leaving the station operationally in tiptop condition. "We are the most involved radio station in the country," Devlin commented. Williamson refused to comment on Devlin's departure, and said he has no timetable in mind for naming a successor. He did indicate that he'd allow time for people within the company to come forth and apply for the VP/GM job.

Sources within RKO hinted that Devlin's flamboyant style of operation probably led to the personality conflicts between him and Williamson. Others singled out a recent book published in honor of WOR's 60th anniversary, which they felt appeared to be a tribute to Devlin while omitting references to RKO, as a source of conflict.

McNally To Manage WAPP

E. Patrick McNally, Station Manager of WAVA/Washington and Director of Sales for the Doubleday Broadcasting group, has been named General Manager of Doubleday's new acquisition WAPP/New York (formerly WTFM). McNally joined Doubleday as GSM of WLLZ/Detroit in 1980, shifting to WAVA as manager in February of this year.

McNally told R&R, "My stay in Washington, although brief, was very rewarding. WAVA is well on its way to becoming a major factor in the market. I appreciate the confidence that (Doubleday Broadcasting President) Gary Stevens and the company have expressed in me. I'm very excited about the challenge of manning a station in the New York market. I look forward to working with (Doubleday National PD) Dave Hamilton and his staff in making WAPP an incredible radio station."

The actual air date for WAPP's debut has not been firmly set, but should be sometime shortly after June 1. Sources within Doubleday indicated the format of the station would be AOR, contrary to other published reports.

In a related promotion, KDWB-AM & FM/Minneapolis-St. Paul General Sales Manager Gregory Boen has assumed the additional duties of Director of Sales for Doubleday Broadcasting.

There was also speculation that Devlin was spending too much time in London. In his defense, Devlin noted that both the book and the station's sponsored trips to London were money-makers.

Devlin serves on the NAB Board of Directors, from which he will have to resign, and as VP of the New York State Broadcasters. Devlin was GM of sister station WXLO (now WRKS)/New York for two years prior to joining WOR. Before that, he was GSM at WWDJ/Hackensack, NJ and at the CBS Radio Network.

Fiddick New Multimedia President

After three months as General Manager of Multimedia Radio, Paul Fiddick has been named President of the 12-station group. Fiddick, 32, assumes the presidency after one year as Senior VP of Multimedia before being upped to GM in February. Prior to that he served as VP/GM of the company's WEZW/Milwaukee, a station he joined in 1972 as an account executive.



Paul Fiddick

Multimedia Broadcasting Company President James Lynch commented, "Paul Fiddick is an extraordinarily well-rounded and experienced broad-

Errors Discovered In L.A. Winter Arbitron

A post-survey diary review has uncovered 22 diaries that should not have been used to compile estimates for the winter Los Angeles Arbitron report. The diaries were located in the High Density Hispanic Area, and the subtraction of the 14 Hispanic and eight non-ethnic diaries may cause at least five stations to drop in total week total persons share. 17 stations in all may lose average quarter-hour audience, and overall listening in the market will drop slightly if the book is republished.

The diaries in question were placed through the Expanded Sample Frame technique. However, according to Arbitron VP Rip Ridgeway, "ESF diaries are supposed to be culled from the HDHA by the Field Operations department." Apparently that was not done in this instance.

Arbitron is conducting an impact study to see how much damage the 22 diaries did to the integrity of the estimates. According to calculations by Hiber & Hart, Ltd., who discovered the problems, KFWB, KIQQ, KLOS, KMET, and KZLA-FM would all slip in 12+ share if the book was corrected, while others might gain. Arbitron VP Mike Membrado told R&R, "If their calculations are correct, a reissue of the book would be probable." Arbitron will make a decision in the next few days.

WBBM-FM Debuts "Hot Hits"

Chicago officially received another CHR station Monday (5-3) as WBBM-FM converted to Mike Joseph's "Hot Hits" format. The "Hot Hits" name had been the subject of considerable market controversy when WLS/Chicago had tried a preemptive move using the "Hot Hits" term (R&R 4-16). The station later dropped the slogan at the request of Joseph.

New WBBM-FM Program Director Buddy Scott told R&R, "We are on and the battle has begun. We feel very positive and there is an incredible amount of positive momentum. Everyone here is very psyched for it. I've never seen such enthusiasm."

Consultant Joseph commented, "We are most excited about the early reaction from the listeners. People are becoming aware of the station by word of mouth at an incredible rate. It's been a lot of hard work, but I'm most confident that this station will make a big mark in Chicago."

The staff lineup at WBBM-FM includes: 5-9am Steve Davis (from Z93/Atlanta); 9am-noon Joe Dawson (92X/Columbus); noon-3pm Gary Spears (92X); 3-7pm Bob Lewis (WRVQ/Richmond); 7pm-midnight Dave Robins (92X); overnights Frank Foster (formerly Steve Garrett at 96KX/Pittsburgh); swingshift Tony Taylor (WFBL/Syracuse).

Cole Chosen As KIX106 PD

Bob Cole, PD and morning man at KOKE-AM & FM/Austin since 1978, has been named Program Director at KIX106(WPKX-FM)/Washington, DC, replacing Dennis Day, who resigned. Cole, a former CMA DJ of the Year, is an 11-year radio veteran at the age of 25.

KIX106 GM Bill Sherard told R&R, "Our former PD Dennis Day resigned over some operational differences, but I still consider him a major talent. However, I'm real happy to have Bob Cole. His success in Austin is legend. Bob had reached a career fork in the road, and I understand he wants to focus more on programming and less on being a major air talent, and it was a question of timing. He has leadership abilities, the capacity to follow through, and one of the



Bob Cole

most analytical and imaginative programming minds I've met in country music. Bob will also be on the air in an as-yet-undetermined airshift, but he will not be doing the morning show; he will be focusing his attentions on programming."

Cole commented, "Leaving Austin not only affects me on the usual business level, but also even more on the personal level. The great staff of KOKE and the people of Austin provide me with the fondest memories of my lifetime. It is with great optimism, however, that I look ahead to the future and working with Bill Sherard and the brilliant crew at KIX106. I'm super-impressed with Bill, and the resources available with a company (Metroplex) and a station like that are much more than even KOKE is able to offer. It was a hard decision, but I'm very excited about it." Cole starts his new duties in mid-May. No replacement has been named at KOKE.

The HEART of Radio Is Hit Music

“This Man Is Mine”



HEART

KEARTH	WKEE	WGH	K96	WCGQ	KRNA
KFI	KROK	WZZR	KRQ	WISE	KENI
KEZR	BJ105	WVIC	KHYT	WYKS	KKLV
B100	WDOQ	WJXQ	WGUY	KKQV	KSLY
KYYX	WMAK-FM	KSTT	WACZ	KKXL-FM	KCBN
KUBE	WOKI	KZ93	WFBG	WSPT	KATI
3WT	WRQK	WMEE	WOMP-FM	WAZY-FM	KYYA
K104	WCSC	KJRB	WCIR	KWLO	KOZE
		KNBQ	WFOX		

Produced by Connie and Howie



Management: Ken Kinnear
Albatross Productions

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The Music Section

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NEW CALLS WTKN

WWSW Turns To Talk

Hailing itself as the city's "first and only all-Talk radio station," AM outlet WWSW/Pittsburgh has announced it will drop its A/C simulcast hours with sister WWSW-FM June 1 to join forces with the ABC Talkradio Satellite Network. The change includes the new call letters WTKN, translating to the slogan "Talkin' Pittsburgh." WWSW-AM & FM Program Director Tom Daren will be promoted to Program Director, while News Director Dave Berner will be promoted to Program Director for WTKN. He will continue to supervise both the AM and FM news departments.

In making the announcement, WWSW Inc. President/General Manager Michael Harvey commented, "Talkradio is a natural extension of what has already proven to be successful on the AM. We're moving our host Scott Cassidy from mid-days to mornings, and are conducting a na-

KIRKPATRICK, MARCUS TAKE OVER

KXXY & KOCY Switching To Country

Summit Communications' KOCY & KXXY/Oklahoma City will both convert to Country formats within the next 30 days under the leadership of new VP/GM Bill Kirkpatrick. AM KOCY, which currently runs Al Ham's "Music Of Your Life" format, will change May 15, with KXXY dropping its AOR format around June 1.

Kirkpatrick commented on the format change, "It comes as a result of the enor-



Bill Kirkpatrick Charlie Marcus

mous amount of research we have been gathering over the past few months in the marketplace. Looking at the amount of AM and FM signals here, Country is where we feel that the long-range multimillion dollar investment in this market is best placed. It really has nothing to do with our competition, nor our ability to compete in

Transactions

THREE BIRMINGHAM STATIONS SOLD

Newhouse Broadcasting has sold three of its radio properties, **WAPI-AM & FM/Birmingham, AL**, and **WTPA/Harrisburg**. At the same time, another Birmingham station, **WRKK** (like WAPI-FM an AOR) was sold by Brennan Properties to Mack Sanders for \$2.6 million. WAPI-AM & FM were sold for a combined price of \$4 million to Bernard Dittman, owner of **WABB/Mobile**. A/C-formatted WAPI has 50kw days, 5kw nights on 1070 kHz, while the FM has 100kw at an antenna height of 980ft; dial position is 94.5 mHz. WTPA was sold to the Foster Group, headed by Danny Israel, for an undisclosed price. The Foster Group also owns stations in Syracuse, New Mexico, and Long Island. Located at 104.1 mHz, WTPA has 24kw and an antenna height of 670ft. WRKK is expected to switch format to Country, according to Brennan Properties' Dan Brennan. Buyer Sanders, among other properties, owns **WVOK/Birmingham**, formerly WRKK's sister station. WRKK has 100kw horizontally, 50 vertically, an antenna height of 870ft, and a dial position of 99.5 mHz.

Robert Ingstad has sold **WTNT & WLWV/Tallahassee** to Palmer Communications for \$2.6 million subject to FCC approval. Palmer also owns **WHO & KLYF/Des Moines, WOC & KLIK/Davenport**, and **WMOG & WCVU/Naples, FL** plus several TV properties. Ingstad owns **KBUF-AM & FM/Garden City, KS** and **WGFY/Pierre, SD**. WTNT has 5kw at 1270 kHz, while WLWV has 51kw at 94.9 mHz, with a 490ft antenna height. Blackburn & Co. brokered.



Tom Daren Dave Berner

tionwide hunt to find a suitable afternoon talent."

Daren told R&R, "This format change is something that needed to be done. We have the second-best AM signal in Pittsburgh, and it was a shame to see it just sitting on the coattails of the FM. This is a very good opportunity, considering the way AM stations across the country are going. Now our AM can stand on its own two feet to find its niche in the marketplace."

(either) format."

New PD Charlie Marcus, who joins the stations from **WNOE-FM/New Orleans**, told R&R, "This is the most exciting thing I've ever done, and I know that's said a thousand times. Bill is such an extraordinary person. It's going to be great... we've got a lot of good stuff planned."

Marcus will program both stations separately, although he declined to comment on which direction each would take. No call letter changes are planned.

As to the disposition of the current KOCY & KXXY staffs, Kirkpatrick said, "I called them in 30 days ago and gave them 60 days notice." Summit Communications has found spots for some of the displaced staffers, while others will remain in Oklahoma City to make the transition to Country. Current KXXY PD Bill Bruun is exiting, and has not yet announced his future plans.

Mirsky Resigns At WSHE & WSRF

Neal Mirsky has resigned as Operations Director of **WSHE & WSRF/Ft. Lauderdale**, stating he "couldn't handle the vibes at the top." Mirsky, who joined **WSHE** as PD in 1980 and was named Operations Director for both stations a year ago, also told R&R, "I had a dispute with the ownership. It wasn't over the direction of the station. I think the world of my GM Steve Dinetz. He's the nicest guy I've ever worked for, and one of the most together managers around. The staff and (**WSHE PD**) Sonny Fox have been a real joy to work with."

Dinetz told R&R, "Neal did a fine job while he was here. This is strictly a home office decision. There have been no replacement decisions made yet."

Station owner John Tenaglia declined comment.

McGavren Guild Buys Bernard Howard

McGavren Guild formally announced the completion of its purchase of fellow rep firm **Bernard Howard & Co.** from **Viacom International** for an unspecified price. The new acquisition will continue to operate independently under President & CEO **Bernard Howard**, who formed the company 23 years ago, and will retain the Viacom stations as clients.

Howard commented, "I am thrilled about returning to the ranks of the independent representatives," adding that he would be in competition with "all other companies, including McGavren Guild. **Ralph Guild**, President of McGavren Guild, added, "By... helping older businesses return to independent repping, we believe we are putting some of our profit dollars where they belong - back into national ra-

CBS Nashville Names Blackburn Senior VP/GM

Rick Blackburn has been promoted to Senior VP/GM for **CBS Records Nashville**. Blackburn, who has been Nashville VP/GM since 1980, first joined CBS in 1966 as Midwest Regional Sales Manger for Epic, following a brief period as a radio air personality in Cincinnati. Blackburn also worked for **Ode and Monument Records**, rejoining CBS in 1976 as VP/Marketing in Nashville.



Rick Blackburn as VP/Marketing in Nashville.

As Sr. VP/GM, Blackburn will continue to oversee the marketing and A&R activities of the CBS Nashville operation. This includes directing all phases of marketing, including promotion, product management, artist development, publicity and creative services. He will report to CBS Sr. VP/GM of Marketing Paul Smith.

Padden Becomes VP At Metro Traffic

J. Ray Padden, formerly President/General Manager of **Gannett's KIIS/Los Angeles**, has joined **Metro Traffic Control** as Executive Vice President. Metro Traffic Control currently operates in 12 cities providing radio stations with comprehensive traffic information through its network of reporters.



Padden indicated that based on the three-year growth pattern of the company, Metro Traffic anticipates operations in the top 25 markets by the end of 1983.

Prior to his five years at **KIIS**, Padden worked for **Metro Radio Sales** as West Coast Manager.

BELL & WOODWARD NEW MANAGERS

Gantman Leaves WAKY & WVEZ

After 14 months as VP/GM of **Multimedia's WAKY & WVEZ/Louisville**, Allen Gantman has resigned, citing "philosophical differences." He did not announce his immediate future plans.

Replacing Gantman at **WAKY** is current **WAKY & WVEZ** General Sales Manager **Howdy Bell**, who assumes the new position of **WAKY** Station Manager.

Named Station Manager of **WVEZ** is **Christine Woodward**, who was most recently at **WQLR/Kalamazoo**. **WQLR** and **WVEZ** are both **Beautiful Music** stations. **WAKY** recently converted its format from **CHR** to **Oldies**.

Bernard Howard

dio representation. The trend away from group broadcaster-owned rep companies continues, and we believe it will accelerate in 1982."

Supporting that contention, Howard said, "Group broadcasters just don't understand the rep business. Their day-to-day business problems are centered around the operation and maintenance of their stations, and a rep company is only a thorn in their side. The constant conflict between owned and operated stations and contract stations is a distraction to the rep sales team, and all in all it just doesn't work." Viacom President **Al Greenfield** remarked, "Running radio stations and running a rep company require two totally different management approaches. We want to devote 100% of our management time to our broadcast properties."

Washington Report

United's WINX Designated For Hearing

WINX/Rockville, MD has been added to the growing list of United Broadcasting stations involved in renewal hearings. Last week the FCC ordered a hearing to compare United's bid for renewal against a competing application from Community Airwaves.

Ironically, the FCC's action came just as WINX announced that a unique anti-drunk driving campaign the station is airing will be featured May 21 on NBC's "Today Show."

As it has done with other United stations, the FCC said WINX's fate will depend largely on the outcome of a proceeding involving WOOK (OK100)/Washington. In that case, the FCC hopes to establish how misconduct by the United and its late owner, Richard Eaton, affects the group's basic qualifications to remain a licensee.

In the 1970's, United misconduct caused the FCC to revoke the licenses of WFAN-TV/Washington and WMET-TV/Baltimore, and to deny renewal to WFAB/Miami and WOOK/Washington.

Jesus Is My General Manager

Broadco Inc. probably didn't know just how stiff the competition would be when it applied for a new FM in Lawton, OK. Although the only other applicant is a man named James McCuiston, he claims powerful support in his bid for the license.

McCuiston has told the FCC, "Jesus is alive and well and will, by the Holy Spirit, exercise ultimate license control and management of the proposed station."

Citing the constitutional separation of church and state, McCuiston has asked the Commission to drop an inquiry into his financial qualifications to build and operate the station. That was one of the issues raised by the FCC when it designated the two applications for a comparative hearing. Not to worry, says McCuiston, Jesus will furnish all necessary funds.

And, lest there be any doubt about whether he'll run a tight ship, McCuiston predicted the Commission will find "that the standards exacted by Jesus with mercy are greater than their own."

RECORD INDUSTRY HAS LESS CLOUT

Broadcasters Help Friends In Congress

Gearing up for this fall's elections, broadcasters have already donated nearly \$60,000 to Congressional campaigns, according to the latest records on file at the Federal Elections Commission (FEC) in Washington. During the same period, the record industry contributed less than \$10,000.

Meanwhile, separate from any campaign contributions, more than 20 members of Congress who spoke at last month's NAB Convention personally received speech fees ranging from \$1000 to \$2000.

TARPAC Targets \$130,000 War Chest

FEC records show that broadcaster contributions come through NAB's Television and Radio Political Action Committee, (TARPAC), headed by Spencer Denison. TARPAC gave \$43,832 to candidates in the 1981-82 campaign period and another \$15,840 in the first quarter of this year.

Denison says he hopes TARPAC can give \$130,000 to candidates in the 1981-82 campaign period, up from the \$108,000 it contributed in 1979-80. He says the majority of TARPAC funds come in broadcaster



BROAD STREET GOES TO WASHINGTON — Executives of Broad Street Communications were in Washington, DC last week for the company's annual Management-Congressional Conference, meeting with Congressmen from states in which Broad Street owns stations. A White House briefing also took place. Pictured at a reception are (l-r) Broad Street Chairman Dick Geismar, President Fred Walker, and legal counsel Bill Perry of the Dow, Lohnes & Albertson firm.

Lottery, Deregulation, Radio Marti On Wirth Agenda

After paying scant attention to broadcast issues in recent months, the House Telecommunications Subcommittee headed by Tim Wirth (D-CO) planned a burst of activity this week. After postponing action on a minor FCC bill last week, the panel was scheduled to take up the measure Wednesday (5-5). As reported last week in R&R, a compromise enabling the FCC to use a lottery was expected to pass. However, Wirth has reportedly backed away from a controversial amendment to cut the number of FCC commissioners from seven to five.

On Thursday the panel slated a hearing on deregulation bills by Rep. Collins (R-TX) and Broyhill (R-NC) and on Rep. Al Swift's (D-WA) bill to kill off comparative renewals. And, next Monday, the subcommittee will take up the bill, already passed by the House Foreign Affairs Committee, to spend \$10 million on anti-Castro propaganda station Radio Marti.

Fowler Rallies Publishers In First Amendment Cause

"What's needed is a united front formed by newspapers and broadcasters to straighten out the First Amendment mess that a half century of broadcast regulation has spawned," FCC Chairman Mark Fowler told the American Assn. of Newspaper Publishers in San Francisco last week. Pointing out that teletext and other technologies will cause the print and electronic media to merge, Fowler warned the publishers, "There's a direct stake in the First Amendment fight in broadcasting for you."

contributions under \$200, which don't have to be reported to the FEC.

Of the 27 Congressmen who have received TARPAC donations this year, 20 sit on the Commerce and Judiciary Committees, which write communications and copyright legislation. Denison says the PAC gives mostly to incumbent Congressmen, basing decisions on votes on broadcast issues and, sometimes, on the wishes of local broadcasters who are active in TARPAC.

Denison confirmed that speech fees of \$1000 to \$2000, plus travel expenses, were paid to Congressmen who spoke at the NAB Convention. But he stressed the honoraria came from convention funds and had no connection with TARPAC's political kitty.

So far in 1982, TARPAC's biggest contribution of \$1500 went to Rep. Tom

Harris Takes Early Lead In Oregon AM Stereo Poll

Many In Oregon Adopt "Wait And See" Stance; Canadians Favor Harris, Kahn, Magnavox; Sales Slow Since Dallas; Delco in Kokomo Test

Harris Corp. has jumped to an early lead as the favored AM stereo system among stations expressing a preference in a poll by the Oregon Association of Broadcasters (OAB).

While returns are still arriving and no official tabulation has been made, OAB General Manager Verne Mueller says Harris is "leading rather substantially." However, he reports many stations are taking a "wait and see" approach, especially in smaller markets.

Meanwhile, the Canadian Association of Broadcasters (CAB) says a poll of its nearly 300 AM members shows about equal support for the Kahn, Magnavox and Harris systems and "less interest" in Motorola. CAB VP/Engineering Services A.G. Day says Canadian broadcasters clearly want the industry or the government to choose a single system.

According to Day, the industry may be able to rally around a single system because Canada's antitrust laws are not as strict as the U.S. rules that are preventing American broadcasters from taking any collective action on AM stereo.

Sales Dull Since NAB

Since the inconclusive AM stereo discussion at the NAB Convention in Dallas last month, sales of transmitting equipment have not been brisk. Harris reports selling 17 new units, some in foreign countries, and says its U.S. total is now 105 stations. Leonard Kahn pegs his firm orders at 80 — the same figure he was using immediately after the NAB Convention. Motorola and Magnavox won't say how many stations they've signed up.

Objecting to a comparison of numbers of

COPYRIGHT UPDATE

Congress Weighs Fees For Off-Air Taping

Bills pending in both the House and Senate would reimburse record companies and other copyright owners whose works are aired on radio and television and then taped by listeners and viewers. However, people who make such audio and video tapes for personal use would be exempt. Instead, the fees would be paid by manufacturers and importers of recording equipment and blank tape.

The problem was outlined for the Senate Judiciary Committee recently by Jack Goldner of the AFL-CIO: "Taping off the air, taping recordings and copying tapes is fast becoming a common practice. Audio tapes are being stockpiled, loaned, ex-

changed and given away. Personal libraries of copyrighted sound programming are being built. Knowing this, the producers of this material have only two choices: stop producing or raise the price of the original tape or record to compensate for the loss in sales."

Impetus for the latest Hill action was the recent Supreme Court "Betamax" decision, which held that home videotaping of television shows violates copyright laws. Responding to the resulting public clamor, Sens. DeConcini (D-AZ) and D'Amato (R-NY) introduced a bill (S. 1758) to exempt anyone who tapes a TV show for personal use from having to pay royalties.

Radio entered the picture when Sen. Charles Mathias (R-MD) offered an amendment to extend that exemption to people who engage in off-air audio taping. Mathias proposes that the makers and importers of recording devices and blank tape pay fees to the Copyright Royalty Tribunal (CRT). It would then divide the money among copyright owners.

A bill similar in intent to the Mathias Amendment was offered in the House by Rep. Don Edwards (D-CA) and now has 68 cosponsors. An Edwards aide says the congressman is "optimistic" about winning Congressional action on the issue before year's end. Meanwhile, a member of Sen. Mathias's staff says S. 1758 and the Mathias Amendment could come before the Senate Judiciary Committee by late May.





Record Industry Spends Less

FEC records show that the record industry's political presence is felt primarily through the Recording Arts Political Action Committee (RAPAC). It was set up by executives of the Recording Industry Association of America (RIAA).

In 1981, the group's donations to federal candidates amounted to \$8825. In the first quarter of this year, it gave only \$1800.

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Quiet Lies
Juice
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HEARTBREAKER!



JUICE NEWTON

"Love's Been A Little Bit Hard On Me"

CHR

A/C

JUICE NEWTON

Love's Been A Little Bit Hard On Me (Capitol)

67% of our reporters on it. Moves: Up 9, Debuts 39, Same 26, Down 0, Adds 64 including WKBW, WBEN-FM, WIFI, B104, WXKS-FM, PRO-FM, CFTR, WLOL-FM, KRLA, KIIS-FM, KCNR, KYYX, KUBE, KIMN, Q103. See Parallels, debuts at number 27 on the CHR chart.

JUICE NEWTON

Love's Been A Little Bit Hard On Me (Capitol)

56% of our reporters on it. Rotations: Heavy 2/0, Medium 45/23, Light 29/16, Extra Adds 4, Total Adds 43 including WBEN, WTAE, KFMK, WFYR, WZUU, KEX, KGW, KJR, KPLZ, WAFB, WBT, WRVR, WQUE, WOMC, KSL, and 28 more. Debuts at number 25 on the A/C chart.

From The Forthcoming Album

QUIET LIES

Produced by RICK PRELSTON for Quincy's Productions



What's New

Edited by Gail Mitchell

LSI System Collars Counterfeiters

No two fingerprints or snowflakes are alike—so why can't the same hold true for record labels and other products? That's the premise behind Los Angeles-based **Light Signatures, Inc.'s (LSI)** anti-counterfeiting system, which "reads" the unique fiber patterns found on paper and beats would-be copiers at their own game. Among the first to test the anti-counterfeiting waters are jeans manufacturer **Levi Strauss** and **Chrysalis Records**, who'll be protecting its investment in the fall-scheduled **Pat Benatar** album.



LSI System

The LSI system operates via a computer-generated light beam that converts the pattern of ordinary paper to a numerical code which is cryptographically printed on the paper, thereby creating a "fingerprint." With the Benatar LP, Chrysalis is packaging a consumer reply/warranty card inside the jacket; the card's fiber pattern has been read and encoded. (In the case of tapes, the paper pattern will be read from a tear-off piece of the tape's paper packaging). Record buyers are urged to fill in the card, listing their names and addresses as well as that of the store where they purchased the product. These are mailed to LSI, whose system scans the cards. If the paper pattern and printed code don't coincide, the label is notified. After that the label contacts the **RIAA**, which then alerts the **FBI**.

However, the success of the system depends significantly on the buyers' return ratio. **J.F. DeLuna**, President/CEO of LSI, does concede that research involving warranty card returns by small appliance buyers shows that only 10% actually return the cards for purchases priced about twice as much as albums. But he believes that if only 2% of the Benatar fanciers return the card, the system will still be more beneficial than the current label tactics being used to thwart counterfeiters. In an effort to stimulate card returns, Chrysalis plans extra incentives like the possible giveaway of fan club items. The anti-counterfeiting campaign will also be tied into the label's consumer advertising.

Kentucky Fried Chicken Holds Songwriting Contest

Attention all Country composers. **Kentucky Fried Chicken** is once again sponsoring its National Country Music Songwriting Contest. The two top songwriters win the opportunity to watch **Brenda Lee** record their songs in Nashville. The resulting 45 will then be sent to Country-formatted stations across the country. Additional prizes

include radios, stereos, tape recorders, and TV's.

To enter, send a cassette of your original song, along with its written lyrics and a statement declaring its originality, to Box 1014, Tinley Park, IL 60477. Entries must be postmarked by July 2.

MCA Mines Vaults For Vintage Material

Recognizing the existence and potential of today's collector's market, **MCA Records** dug into its treasure trove of metal masters on behalf of its new \$4.98 Collectibles series. Slated to be in the stores by mid-May, the series features vintage as well as previously unreleased recordings running the gamut from **Rick Nelson** and **Marlene Dietrich** to **Gale Storm**, **Deanna Durbin**, and **Red Nichols**.

The initial series comprises 20 releases. These were tapped from the label's vaults housing metal masters circa 1918 and totalling about 500,000 songs. As in the case of other labels, MCA didn't turn over its metal masters during WWII. Therefore, since most of the masters are the originals in most cases, the sound quality is very good. MCA's Collectibles series was developed by the label's marketing VP **Vince Cosgrave** and **Steve Hoffman**, its Catalog Research/Development Coordinator, record collectors in their own right. Plans are for the series to be expanded twice a year.



Pac-Man Campaign "Eats Up" Competition

During its scant 15-month old existence, Pac-Man has jumped out of its arcade nest and branched out into some 200 offshoots ranging from designer jeans to home cartridges. **Buckner & Garcia's** "Pac-Man Fever" captured the craze in song. Now, with the help of Pac-Man and the newest family addition, Ms. Pac-Man, you can transform your station to an "A-Mazing Radio Station."

Applied Marketing Services and **Creative Technology** have licensed, through manufacturer **Bally/Midway**, a syndicated advertising campaign that utilizes the popular yellow creature, the maze design, and game sound effects in a variety of ways to help promote and position your station.

The "A-Mazing Radio Station" slogan derives itself from the game's maze pattern. Three different versions of :30 and :10 television commercials are available — one shows Pac-Man gobbling up monsters who

represent station competition. Each are produced and customized with the individual station in mind, including station logos, dial position and so forth that become part of the animation.

Official Pac-Man stations can choose from outdoor and print layouts, on-air promotions including a "Pac-Man Prize Package," and sales promotions that open the doors to new business opportunities. To introduce the concept, Applied Marketing is mailing out 1500 brochures to various radio stations across the country.

Applied Marketing Services is overseeing radio sales; for further details contact VP **Lon Hurwitz** at 1250 Stephenson Hwy, Troy, MI 48084; (313) 583-1051.

WIP Whips Spilt Coffee Problem

*It's one of those mornings, eh? You overslept and don't have time for breakfast, much less a hot cup of java. So to save time you decide to drink it during the drive to work. Invariably some bozo, who is still half asleep and in a rush too, performs a brilliant maneuver which forces you to slam on the brakes. And you arrive at work ready to be booked on "That's Incredible!"—as a human dunking doughnut. But your cup won't runneth over when it's a mug from **WIP/Philadelphia**. Featuring the likeness of*



longtime morning personality **Ken Garland**, this 12 oz. mug comes equipped with a holder that can be tightly attached to any smooth surface in your car, boat, camper or whatever. The cup itself slides into the holder, kept in place by two retainers. And to keep the coffee from spilling all over you, there is a non-splash lid that fits securely over the cup. For further details you can reach the station at (215) 568-2900.

Maxell Markets 2 1/2 Hour Video Tape

maxell
PROFESSIONAL
INDUSTRIAL
PRODUCTS

Epitaxial VHS
VIDEOCASSETTE

T-150 is the new two-and-a-half hour VHS tape cassette being marketed by the **Maxell Corporation**. It's designed specifically for high-quality duplication of long feature length movies for home entertainment.

Principal advantages of the T-150 cassette tape is its low dropout rate when compared to similar market product. Plus it claims a higher signal-to-noise ratio and lower chroma noise than most of its counterparts. The tape should be available in the next several weeks in limited quantities. For additional information regarding T-150 contact the Professional/Industrial Division, 60 Oxford Dr., Moonachie, NJ 07074; (201) 440-8020.

WESTWOOD ONE

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

LOS ANGELES

NEW YORK



San Jose-San Francisco

INTRO SOMETHING RADIO P OFA TELEW

ABC Superadio knows that if you want to get to the top of your market you need great programming and promotion. That's why we have Rick Sklar and Pat Pantonini, the best in the business, doing ours.

But today, even that's not enough to succeed in major markets. Because if you want to be a big hit in radio, you've got to be a big hit in television too. And a big hit in newspapers, magazines, billboards and everywhere else.

In other words you need a complete pro-

gram that not only includes great programming but great marketing too.

And that's exactly what you get with ABC Superadio. A complete program that not only includes great programming and promotion on the air, but great advertising support off the air as well. And, most important, you'll get it all at no extra cost.*

Superadio gives you a complete marketing package from one of the nation's leading advertising agencies, The Marschalk Company.

*Applies only to stations in the top 1 through 89 Arbitron TVADI's. Terms for other markets will vary. © 1982 ABC Radio Enterprises, Inc.

PRODUCING NO OTHER PROGRAM ERS. VISION.

Their award-winning creative staff will customize ads and commercials for your station, research test them, and make sure your advertising is seen and heard in all the right places.

Only Superadio gives you the best on-air talent available today, like Paul Barsky, Bruce Bisson, Dan Ingram, Larry Lujack, Ron Lundy, Carol Mason, Robert W. Morgan,

Dick Purtan, Dr. Don Rose and Jay Thomas. In short, Superadio gives you all the programming, promotion, advertising and total marketing support you need to build bigger audiences and keep them.

Now, all that's left for you to do to be a major voice in your market is call Dave Pollei collect at 1-(212) 887-5051.

SUPERADIOTM **RADIO ENTERPRISES** 

Networks/Program Suppliers



SOARING WITH THE SILVER EAGLE — Popular country duo Frizzell & West were interviewed recently by DIR for the May 22 installment of the Silver Eagle airing over the ABC Entertainment Network. Taking a break to smile for posterity are (l-r, standing) the duo's manager Jack Brumley, SESAC's Jim Black, and DIR's Bob Kaminsky; (l-r, sitting) Shelly West, David Frizzell, and WB's Frank Jones.

NEW PROGRAMMING

• The Milwaukee-based **Warren/Van Pelt Association** is a radio programming/research firm that supplies a music syndication service guard to small market stations. In an effort to address the needs these stations have in terms of securing record service and maintaining a balanced yet competitive playlist, Warren/Van Pelt supplies stations with music playlists, rotation instructions, and copies of all new records added to the list. For more information contact Steven Warren or Katie Van Pelt at 3345 N. Main Street, Racine, WI, 53402; (414) 681-1866.

PEOPLE

• **Joe Biedrzycki** has signed to host eight 90-minute shows slated to air via **CBS's RadioRadio** network. The series kicks off May 15.

• **William Torrey** promoted to full-time **Mutual News** Correspondent.

Transtar Switches Satellites To Cut Costs

The **Transtar** satellite network announced Tuesday (5-4) that it had completed negotiations with **Western Union** to switch from the Westar IV satellite to Westar III. Whereas clients would have had to spring for a \$14,000 downlink on Westar IV, now Transtar programming will be available on any dish receiving **AP** or **UPI**, and links will cost under \$7000, according to company sources. In addition to the savings, a substantial reduction in the time required to establish the links was cited as a reason for the switchover.



Z.Z. ZAPS ROCKLINE — Global Satellite Network's "Rockline" welcomed Texans Z.Z. Top on a recent broadcast. Relaxing after the interview are (l-r) WB's Patti Oates; WB's Larry Butler; group's Dusty Hill and Billy Gibbons; Rockline's Cindy Tollin; group's Frank Beard, WB's Robin Rothman, and KLOS/Los Angeles personality and Rockline host Bob Coburn.

NEWS & INFORMATION FEATURES

Narwood Productions

Outlook with David Lampel:

Richard Pryor Spotlight (May 24)
Interview with actress Liz Torres (May 27)
Research grants discussed (May 28)

Westwood One

Spaces And Places:

Whatever Happened To Solar Energy (May 28)
The Cable Revolution (June 4)

MUSIC FEATURES

Innerview

Innerview:

Z.Z. Top/Part I (May 31)
Z.Z. Top/Part II (June 7)

Narwood Productions

Country Closeup:

Tom T. Hall (May 31)
Barbara Mandrell (June 7)
Ray Stevens (June 14)

Music Makers:

Helen Forrest (May 31)
Mitch Miller (June 7)
Johnny Mathis (June 14)

NBC

Country Sessions:

Tom T. Hall (May 29)
Michael Murphey (June 5)
Terri Gibbs (June 12)

Source:

Alan Parsons (May 28-30)

RKO

Hot Ones:

Ray Parker Jr. (May 31)
Dr. Hook (June 14)

Musicstar Specials:

Neil Sedaka (June 7)

Rolling Stone Magazine Productions

Continuous History Of Rock And Roll:

Where Rock Began/II (May 31)
The Greatest Live Albums (June 7)
East Coast Rock/Part II (June 14)
The Producers: Jimmy Iovine (June 21)
Greatest American Bands (June 28)



LET'S DO THE BUNNY HOP — KROQ/Los Angeles is among the 200 stations nationally carrying "The Playboy Advisor," syndicated by Westwood One. The series of ten weekly 27-minute installments provides counsel/consolation on a myriad of topics. Receiving a "hands on" explanation are (l-r) KROQ personality Jed The Fish, Bunny Linda, PD Rick Carroll, and Westwood One President Norman Pattiz.

United Stations

Dick Clark's Rock Roll And Remember:

Elton John (May 28)
Johnny Rivers (June 4)
Gladys Knight & Pips (June 11)
David Gates & Bread (June 18)
Bobby Vinton (June 25)
Beach Boys (July 2)

Weekly Country

Music Countdown:

Ronnie Milsap (May 28-30)
Mickey Gilley (June 4-6)
Gary Morris/Lee Greenwood/Kieran Kane (June 11-13)

Watermark

Soundtrack Of The 60's:

Aretha Franklin/Howard Hesseman/
Creedence Clearwater Revival
(May 29-30)

Westwood One

In Concert:

Go-Go's (June 28)

Live From Gilley's:

Moe Bandy (May 28-30)
Mel McDaniel (June 4-6)

Off The Record:

Stevie Nicks (May 28-30)

The Rock Years:

1973 (May 28-30)
1974 (June 4-6)

Special Edition:

Con Funk Shun (May 28-30)

ABC

King Biscuit

Flower Hour:

(prod. by DIR)

Aldo Nova/George Thorogood & Destroyers (May 30)

Silver Eagle:

(prod. by DIR)

George Jones/George Strait (May 29)

Words & Music

(prod. by Narwood):

Dionne Warwick (June 13)

CBS

RadioRadio:

On Stage Tonight: Little River Band (June 5)

Al Jarreau (July 17)

Summer Beach Special: Six-hour presentation of summer hits during last 15 years (July 3-5)

Clayton Webster

Country Calendar:

Don Williams (May 28-29)
Bellamy Brothers (May 30)

Rarities:

Rod Stewart/Peter Green (May 28)

Who (May 31)

Cream (June 1)

Jimmy Page (June 2)

Jimi Hendrix (June 3)

Dale Krantz (June 4)

Retro Rock:

Jimmy Buffett (May 31)

Steppenwolf (June 14)

Global Satellite

Network

Rockline:

Jethro Tull (May 31)

WE'RE SETTING NEW STANDARDS IN THE MESSENGER/LIMOUSINE COMMUNITY!

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RECORD TIME

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Music On TV

Glen Campbell, Judy Collins, Kool & the Gang, Poco, Cliff Richard, Rex Smith, and Paul Williams guest on a "Solid Gold Classics" edition the week of May 7 . . . Atlantic Starr and Karla Bonoff appear on "American Bandstand" May 8 . . . Ronnie Dyson stars on "Soul Train" May 8 . . . Lindsey Buckingham makes an appearance on a "Saturday Night Live" repeat May 8 . . . Blue Oyster Cult play on MTV May 8, with the Dave Clark Five's "Having A Wild Weekend" movie spotlighted May 9 . . . Cheap Trick are featured in concert May 12 on PBS's "Soundstage."

ABC In Overnight Video Scramble

ABC Video Enterprises will be offering a new service to video taping enthusiasts, sending movies and other forms of programming over a scrambled signal for a four-hour period during overnights (2-6am Eastern and Pacific, 1-5am Central and Mountain). Subscribers to the proposed Home View Network would pay \$19.95 monthly for a Sony decoder, and would be able to lease Sony video recorders for about \$30 a month or buy them through ABC at low prices. The advantage lies in ABC's ability to reach the 70% of American homes that cable doesn't serve. A potential disadvantage for subscribers is that scrambling changes will limit the life of tapes, preventing the building of libraries (which is ABC's intention but a potential detriment to the collector). Tests will be run over an unspecified ABC O&O this summer, with full operation scheduled for 1984, covering 98% of TV households.

5
YEARS AGO
TODAY

Radio & Records

● STEVE DIENER NAMED ABC RECORDS PRESIDENT

● COMBINED COMMUNICATIONS BUYS GLOBE BROADCASTING FOR \$13.8 MILLION

● DAVE PARKS NAMED PD AT WNDE/INDIANAPOLIS

● NUMBER ONE FIVE YEARS AGO: "When I Need You" — Leo Sayer (WB) (third week)

● NUMBER ONE COUNTRY: "Some Broken Hearts Never Mend" — Don Williams (ABC/Dot) (second week)

● NUMBER ONE LP: "Rumours" — Fleetwood Mac (WB) (11th week)

Pro:Motions

Kampmeier New GM At WPLR, WSCR

Chris Kampmeier has been elevated to General Manager of WPLR/New Haven and sister AM WSCR/Hamden, moving up from his position as PD of WPLR. Before his WPLR PD stint, Kampmeier programmed WDAE/Tampa and Y106/Orlando. Kampmeier has named Rick Allison to succeed him at WPLR.

Kravitz Upped At Arista

Robyn Kravitz has been promoted to Associate Director, AOR Promotion at Arista Records. A two-year label veteran, Kravitz most recently served as National Album Promotion Coordinator.



Robyn Kravitz

Hazlewood Launches HitCom

Noted writer/producer Lee Hazlewood, writer of "These Boots Were Made For Walkin'" among others, has formed HitCom Music, a firm designed specifically to create music for radio and TV commercials. The offices are located at 256 S. La Cienega Boulevard, Beverly Hills, CA; (213) 657-0645.



Charles Martin

Martin Heads Local Sales At KPRZ, KIIS

Charles Martin, former General Sales Manager of KPRZ/Los Angeles, has been tapped as Local Sales Manager for KPRZ and sister FM KIIS. During 1970-75, Martin acted as Station Manager/General Sales Manager at KIIS.

A&M Realigns A&R Dept.

A&M Records recently restructured its A&R Department with VP/A&R Jordan Harris named head of the division, overseeing both the creative and administrative efforts, following VP David Kershenbaum's resignation. David Anderle, Director/New Talent for the label, retains that position but will also assist Harris in all A&R functions.



Jordan Harris

Bolan To Nat'l Sales At I.R.S.

Barbara Bolan has been named National Director of Sales at International Record Syndicate, Inc. She moves up from her post as Sales Director/Western United States for I.R.S.

Crawford To GSM at KBPI, KNUS

Weezie Crawford has been appointed General Sales Manager of KBPI & KNUS/Denver. Prior to her promotion, Crawford served as Local Sales Manager at KBPI and handled national sales for both stations.

Ferguson Elected At Katz

Richard Ferguson, President of the Katz Broadcasting Company, was elected to the Board of Directors of Katz Communications, Inc. Ferguson has been President of Katz Broadcasting since 1981 when Park City Communications merged into Katz.

Matthews Tapped For Nat'l Promo At Faulty

Michael Matthews has been named National Promotion Director at Faulty Products Records. He was most recently Director of Marketing at Regency Records.

KRNA, Inc. Elects Directors, Officers

KRNA, Inc., owner and operator of KRNA/Iowa City, recently held elections for its new lineup of Directors and Corporate officers. Re-elected officers are: KRNA GM Elliot Keller, President; KRNA Sales Manager David Haney, Exec. VP; PD Robert Norton, Jr., VP; Robert Downer, Secretary; and station News Director Elizabeth Hoehne, Assistant Secretary. Steven Richardson was newly-elected as corporate Treasurer as well as Chairman of the Executive Committee of the Board of Directors. Downer, Haney, Keller, Norton and Richardson were also re-elected as KRNA, Inc. Directors.

Hamowy, Haas New WCI VP's

Edwin Hamowy was recently elected VP/Strategic Planning at Warner Communications. Hamowy first joined the company in July 1981 as Senior Planning Executive. In related activity David Haas, Corporate Controller of Warner Communications since February 1979, has been named a VP of the company. He will retain his current position in addition to expanding his duties.

Hendricks Named KVI Sales Manager

John Hendricks has been upped to Sales Manager of KVI/Seattle. He moves in-house from a two-year stint as the station's National Sales Manager.

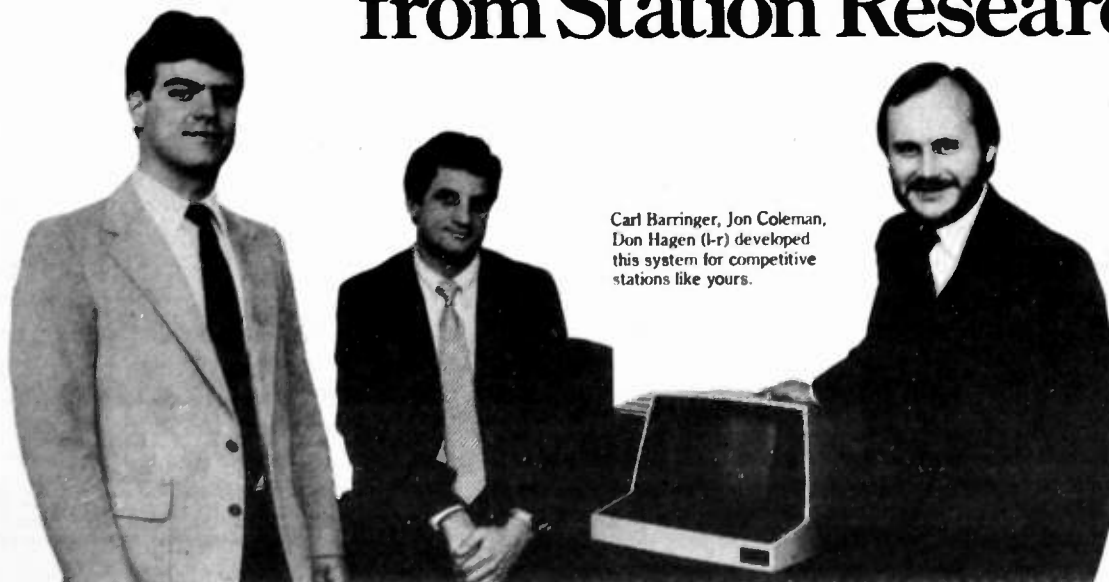
Marks Manages Mktg. At Chrysalis

Gary Marks has been promoted to Manager of Marketing at Chrysalis. Marks, a three-year label veteran, was most recently Sales/Merchandising Manager.



Gary Marks

At Last. The affordable music computer from Station Research Systems.



Carl Barringer, Jon Coleman, Don Hagen (l-r) developed this system for competitive stations like yours.

AutoSelect™ is the industry's most cost efficient and flexible system for music inventory and scheduling. AutoSelect allows you to achieve more strategic control over your music programming.

MusicTrack™ is a complete music research computer package. It quickly tabulates the results of any type of music research in the most accurate and meaningful way.

MarketTrack™ is a Station Research Systems innovation in perceptual research. A complete system for measuring your station's image and the listening behavior of your audience.

The Most Economical System Available

Station Research Systems' software runs on low cost, efficient microcomputers such as Apple II, Radio Shack TRS-80, North Star Horizon II and soon, IBM's new personal computer. Each package is significantly less expensive than other software available. The complete system is priced for your budget, and a three-year payment plan is available.

Station Research Systems

Microcomputer Strategy for the Broadcast Industry

14677 Midway Road, Suite 204, Dallas, Texas 75234. 214/239-5331

Ratings & Research



JHAN HIBER

Week In Review

Birch To Close DC Office

"In order to improve operating efficiencies" the Birch Report will soon close its Washington, DC area office and relocate the duties to the firm's Coral Springs, FL headquarters. According to Tom Birch "Eastern clients will soon be served by a New York office."

Arbitron Names Christine Mueller

Arbitron has added Christine Mueller to its Atlanta office in the capacity of Manager, Advertiser/Agency Sales for the southeast. Ms. Mueller came from radio jobs in Milwaukee and Dallas, and has served as an account executive at WKLS-AM & FM/Atlanta. Her appointment is effective immediately.

New Arbitron Diary Debuts

As I mentioned last week, there have been many Arbitron methodology changes in recent years that have created a "new reality" in the radio ratings world. What you see below is another example of that old axiom "Just when you learn the answers, they change the questions." This is the industry's first look at a revised version of the Arbitron diary, set to debut in this summer's survey or whenever your next sweep is scheduled thereafter. It's important to understand that the prototype you see here courtesy of Arbitron, when polished and introduced officially, should mean major changes in the way many of you promote, advertise and identify your stations, on-air and externally.

Call Letters Only

If you've been a faithful reader of this page for the last three years you may know Hiber's Law No. 1: "Thou shalt use your call letters." I've been on this kick not only because the only unique thing about any station is its call letter set (making it easier for diarykeepers to know what they are listening to), but also because I was aware that Arbitron has been moving in this direction. As you can see when looking at the instruction page below, *only call letters* are shown as examples of entries — not dial positions or program names as in the past. Just to be sure that people don't think "Q95" equals call letters, point number two spells out clearly what call letters are.

Please start recording your listening on the date shown on the front cover.

Thursday					
TIME		STATION		PLACE	
FROM—	TO—	Fill in station CALL LETTERS (If you don't know them, fill in dial setting)	Check One (✓)		Check One (✓)
Check One (✓) AM PM	Check One (✓) AM PM		AM	FM	
PLEASE CHECK HERE <input type="checkbox"/> IF YOU DID NOT LISTEN TO RADIO TODAY.					

Each time you listen to radio, please be sure to use a new line, and write in the station "call letters".

either at home, in a car, or away from home elsewhere.

Place Lugar		
Check one (✓) Marque una (✓)		
At home En su casa	Away from home Fuera de su casa	
	In a car En un auto	Some other place En otro lugar

• **Working Women Information.** The final diary page, where people note their age and gender will now be made more useful. By adding the boxes shown below, Arbitron will be capturing data on working women (and men for that matter), a much sought-after group in advertisers' eyes.

4 Please check (✓) the box that applies to you.

I work away from home.

Hours I usually work per week away from home (check one):

Less than 20 20-29 30 or more

I do not work away from home.

Stations that are interested could do other breakouts from the information provided in the "Working" section. It

might be interesting for stations with heavy teen appeal to show that more of their teens work than the teens that listen to other stations (thus having more spendable income). Likewise, stations with a better profile among women working full-time could push that fact against stations that have better part-time (20 hours or less) makeup. The various sales and programming implications of the data from this new diary are mind-boggling.

Why Change?

Those who may view the new diary developments with some alarm might wonder, "Why did Arbitron change the diary?" I think there are three major reasons — more information, better diarykeeping, thus less editing (and less human error).

If the diary is kept correctly, the information on in-car and working profiles will be illuminating to advertisers. This additional information can only help as it gives our medium new selling points to use against other media.

In order to make diarykeeping easier, and coincidentally reduce problem entries that require editing (human error potential), the instruction page has been clarified. Call letters have been stressed because they are unique and because the Arbitron system can process call entries quickly. Your books can get out faster and with fewer problems if the number of non-call letter entries is reduced. According to research tests at Arbitron, the new diary does greatly reduce the number of entries other than call letters recorded by the public.

Sales, Programming Access

Assuming the information is correctly recorded, how can stations break out the in-car and working profiles? There are some limitations because there are no plans to include either of these items in the printed reports until '83 at the earliest.

The only way to derive the new data from the summer results will be through a post-survey diary review at Laurel. In the fall reports the figures will be available on the AID system that Arbitron sells, or can be gleaned from a mechanical diary. But what if you don't want to pay extra for a mechanical or for AID? Arbitron's Rick Aurichio tells me, "We won't deny stations the information," but the specifics of how that will work have not been communicated to me. Stay tuned. It may be that the new data will show up in the '83 reports, and I'm sure making your voice heard on this matter will influence Arbitron's thinking as to whether or not to publish the vehicular and working data.

All in all the new diary is another step in the ratings revolution. Just shows that programming, selling and buying radio today is much, much different than it was a few years ago.

This is your Arbitron diary. Please fill it in yourself. Throughout the seven days of the survey, beginning on Thursday, please keep this diary with you...

Each time you listen to radio (whether you yourself turn it on or not), fill in the following information:

- Time**
Fill in starting and ending times.
Check AM for morning listening, and PM for afternoon and evening listening.
For NOON, check PM. For MID (midnight), check AM.
- Call Letters**
Fill in the station call letters — the three or four letter identification beginning with "W" or "K" in the United States ("C" in Canada, "X" in Mexico).
Start a new line each time you change stations.
- AM or FM**
Check whether AM dial or FM dial.
- Place**
Check At Home or Away From Home.

TIME		STATION		PLACE	
FROM—	TO—	Fill in station CALL LETTERS (If you don't know them, fill in dial setting)	Check One (✓)		Check One (✓)
Check One (✓) AM PM	Check One (✓) AM PM	AM	FM	At Home Away From Home (Including in a car)	
6:40	7:30	WWTM	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
10:10	NOON	KABS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
NOON	1:45	WJL	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
6:30	8:30	WTJN	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
10:50	MID	KASP	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

PLEASE CHECK HERE IF YOU DID NOT LISTEN TO RADIO TODAY.

On days when you do not listen to radio, check the box at the bottom of the page.

Important: Many stations broadcast on both AM and FM. For this Arbitron survey, it is important to correctly identify whether you are listening on AM or FM (even though the station may use the same call letters and broadcast the same thing on the air).

To keep your Arbitron diary from getting mixed up with others in your household — please fill in your initials (or first name) here...

Final Version Changes

There will be three major refinements added to the final diary that will be in the field this summer. Those changes will affect the instruction page, each diarykeeping page, and the final page where the respondent records demogra-

Also note our compressed example shows that on the first survey day, Thursday, not only will there be a stress on calls in the middle of the diary page format, but there will be an additional reminder (to create a diarykeeping habit) that the respondent is to write in "call letters."



**I heard what
my dad said about
me on your radio
show...and I don't
think I ever want to
see him again**

Talknet

FROM NBC RADIO

**A one-of-a-kind programming service
that can cut costs and brighten up
nighttime sales. Bruce Williams and
Sally Jessy Raphael weeknights.
Bernard Meltzer weekends. So distinc-
tive you have to hear it to believe it.
Call Meddy Woodyard at NBC Radio
collect today (212) 664-4745.**

VAN HALEN IS THE TALK OF THE "STREET"

KFRC add
CHUM add
KEGL add
WPHD 30-23
WPST add
K104 on
WKEE add
WBBQ add

WOKI add
WSSX add
WVIC add
WJXQ add 13
FM103 add
KHYT on
WGUY add

WZYQ add
Q104 add
WXLK add
WYKS add
KSEL-FM add
KSLY add
KYYA add



THE NEW SINGLE
"DANCING IN THE STREET"
VAN HALEN



Produced by Ted Templeman
ON WARNER BROS. RECORDS

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.

Davenport-Rock Island-Moline METRO RANK **95**
POP(00): 3164

Share Trends		Persons 12+		Mon-Sun 6AM-Mid	
Fall '80	Spring '81	Fall '80	Spring '81	Fall '80	Fall '81
1 WHBF-AM	14.0	15.9	15.5	12.3 (R)	12.3 (R)
2 KSTI-AM	12.2	14.1	11.9	11.9 (G)	11.9 (G)
3 KRVR-FM	10.5	10.8	11.5	11.5 (A)	11.5 (A)
4 KLIK-FM	10.0	10.4	10.8	10.8 (B)	10.8 (B)
5 WQJA-AM	8.5	10.2	10.0	10.0 (D)	10.0 (D)
6 WOC-AM	7.5	9.3	7.0	7.0 (C)	7.0 (C)
7 WHBF-FM	6.2	4.7	6.5	6.5 (A)	6.5 (A)
8 WRLP-FM	6.0	4.7	5.7	5.7 (B)	5.7 (B)
9 WZCC-FM	5.7	2.5	4.1	4.1 (AC)	4.1 (AC)
10 WMAQ-AM	2.5	2.1	3.3	3.3 (AC)	3.3 (AC)

Adults 18-34 Mon-Sun 6AM-Mid
Adults 25-54 Mon-Sun 6AM-Mid

RANK	STATION	RANK	STATION
1	WALP-FM	1	KSTI-AM
2	KSTI-AM	2	WHBF-AM
3	KLIK-FM	3	WZCC-FM

Beaumont-Port Arthur METRO RANK **96**
POP(00): 3139

Share Trends		Persons 12+		Mon-Sun 6AM-Mid	
Fall '80	Spring '81	Fall '80	Spring '81	Fall '80	Fall '81
1 KLVI-AM	13.5	11.0	11.0	13.0 (C)	13.0 (C)
2 KYKR-FM	12.3	10.1	10.1	10.0 (AC)	10.0 (AC)
3 KAYU-FM	10.8	9.6	8.7	8.7 (B)	8.7 (B)
4 KQXY-FM	8.7	8.7	8.7	8.7 (A)	8.7 (A)
5 KALU-FM	6.7	6.7	6.7	6.7 (A)	6.7 (A)
6 KZUM-FM	6.3	6.3	6.3	6.3 (A)	6.3 (A)
7 KTRH-AM	6.1	6.3	6.3	6.3 (A)	6.3 (A)
8 KIOC-FM	4.5	5.6	4.3	4.3 (B)	4.3 (B)
9 KHYS-FM	4.0	4.3	4.3	4.3 (B)	4.3 (B)
10 KUGT-AM	3.1	4.3	6.1	6.1 (B)	6.1 (B)

Adults 18-34 Mon-Sun 6AM-Mid
Adults 25-54 Mon-Sun 6AM-Mid

RANK	STATION	RANK	STATION
1	KIOC-FM	1	KYKR-FM
2	KZUM-FM	2	KIOC-FM
3	KYKR-FM	3	KQXY-FM

Fort Wayne METRO RANK **97**
POP(00): 3106

Share Trends		Persons 12+		Mon-Sun 6AM-Mid	
Fall '80	Spring '81	Fall '80	Spring '81	Fall '80	Fall '81
1 WOWU-AM	17.8	21.9	20.5	20.5 (AC)	20.5 (AC)
2 WMEE-FM	14.3	14.1	17.3	17.3 (R)	17.3 (R)
3 WEZV-FM	12.0	12.5	13.5	13.5 (C)	13.5 (C)
4 WQIK-AM	11.3	11.1	13.5	13.5 (B)	13.5 (B)
5 WAKE-FM	11.3	9.5	8.4	8.4 (A)	8.4 (A)
6 WPH-FM	9.6	9.1	8.2	8.2 (B)	8.2 (B)
7 WLYV-AM	4.6	3.8	2.2	2.2 (C)	2.2 (C)
8 WFLV-AM	2.4	2.2	1.8	1.8 (B)	1.8 (B)
9 WKSJ-FM	1.5	2.2	1.6	1.6 (R)	1.6 (R)
10 WIFL-AM	1.5	1.6	1.2	1.2 (AC)	1.2 (AC)

Adults 18-34 Mon-Sun 6AM-Mid
Adults 25-54 Mon-Sun 6AM-Mid

RANK	STATION	RANK	STATION
1	WMEE-FM	1	WQHK-AM
2	WXKE-FM	2	WOWU-AM
3	WOWU-AM	3	WEZV-FM

Shreveport METRO RANK **98**
POP(00): 3078

Share Trends		Persons 12+		Mon-Sun 6AM-Mid	
Fall '80	Spring '81	Fall '80	Spring '81	Fall '80	Fall '81
1 KOKA-AM	17.8	13.8	13.1	13.1 (B)	13.1 (B)
2 KEEL-AM	13.0	12.9	11.1	11.1 (B)	11.1 (B)
3 KCOZ-FM	11.0	10.7	10.5	10.5 (C)	10.5 (C)
4 KLIJ-AM	11.0	10.5	10.0	10.0 (C)	10.0 (C)
5 KWRT-AM	10.0	9.8	8.5	8.5 (B)	8.5 (B)
6 KMBQ-FM	8.6	8.4	8.3	8.3 (B)	8.3 (B)
7 KMBQ-FM	8.6	7.9	8.3	8.3 (C)	8.3 (C)
8 KRMU-AM	7.6	7.2	8.3	8.3 (B)	8.3 (B)
9 KKOK-FM	6.1	6.9	7.6	7.6 (A)	7.6 (A)
10 KASU-AM	2.0	5.6	7.6	7.6 (R)	7.6 (R)

Adults 18-34 Mon-Sun 6AM-Mid
Adults 25-54 Mon-Sun 6AM-Mid

RANK	STATION	RANK	STATION
1	KOKS-FM	1	KRMU-FM
2	KMBQ-FM	2	KOKA-AM
3	KOKA-AM	3	KDKS-FM

The Birch Report

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

Los Angeles

Dodgers Help KABC
Take Lead; KROQ,
KMET Increase; KLOS
Slips; KBIG, KNX,
KFI Rise

	Feb./March	March/April
KABC (T)	5.8	6.9
KMET (A)	6.2	6.9
KLOS (A)	6.5	6.3
KROQ (A)	4.6	5.6
KBIG (BM)	2.9	3.9
KFWB (N)	3.4	3.9
KNX (N)	2.9	3.8
KHIS (R)	2.7	3.1
KFI (R)	1.9	3.0
KJOI (BM)	2.5	2.9
KRTH (R)	3.0	2.6
KIQQ (R)	3.1	2.6
KHTZ (AC)	3.0	2.5
KRLA (R)	2.9	2.5
KNX-FM (A)	2.2	2.4
KLAC (C)	2.2	2.2
KGFJ (B)	1.7	2.1
KHJ (C)	2.3	1.9
KOST (BM)	2.1	1.8
KPRZ (BB)	1.5	1.8
XTRA (R)	1.5	1.7
KTNQ (S)	1.6	1.7
KALI (S)	2.3	1.6
KMPC (T)	1.8	1.6
KZLA-FM (C)	1.4	1.5
KFAC-FM (CL)	.8	1.4
KWST (R)	1.4	1.3
KKGO (J)	1.1	1.2
KACE (B)	1.5	1.1
KUTE (U)	1.9	1.1

Miami-Fort Lauderdale-Hollywood

WHYI Widens Lead;
WINZ-FM Slips;
WQBA Stable;
WINZ Up Two, Snares
News Lead

	Nov./ Dec./ Jan./	Dec. Jan. Feb.
WHYI (R)	9.3 8.2 9.0	
WINZ-FM (R)	8.4 7.7 6.6	
WQBA (S)	6.4 6.5 6.3	
WSHE (A)	7.2 6.3 6.0	
WINZ (N)	2.4 3.9 5.9	
WWWL (A)	5.1 5.5 5.3	
WNWS (N)	6.0 6.2 5.1	
WLYF (BM)	4.4 5.2 4.9	
WAXY (R)	3.5 3.6 4.5	
WCKO (A)	4.0 4.7 4.1	
WIOD (AC)	2.4 3.6 3.7	
WRHC (S)	3.2 2.0 3.5	
WEDR (B)	4.0 3.8 3.1	
WYOR (BM)	1.6 1.3 2.5	
WKQS (C)	1.8 2.1 2.2	
WTMI (CL)	2.3 2.4 2.2	
WAIA (AC)	2.8 2.8 2.0	
WQAM (C)	2.5 1.9 2.0	
WVCG (BM)	1.5 1.6 1.5	
WRBD (B)	.7 1.5 1.4	
WCMQ-FM (S)	1.4 .9 1.2	
WFTL (AC)	1.1 .9 1.1	
WWJF (BB)	1.3 1.3 1.1	
WHTT (S)	1.1 .8 1.0	

Jacksonville

WIVY Grabs First;
WFYV Slips To Third;
WAIV Steady;
WKTZ-FM Gains

	Nov./ Dec./ Jan./	Dec. Jan. Feb.
WIVY (R)	10.5 12.1 15.4	
WAIV (AC)	13.5 12.7 12.7	
WFYV (A)	18.6 15.9 12.4	
WQIK (C)	10.3 12.8 10.4	
WKTZ-FM (BM)	8.0 8.7 9.6	
WJAX-FM (U)	7.3 5.5 5.9	
WAPE (C)	2.1 2.7 5.1	
WPDQ (B)	7.1 5.0 3.5	
WOKV (AC)	2.9 2.7 2.8	
WKTZ (BB)	.6 1.9 2.6	
WVOJ (C)	2.1 2.3 2.5	
WCGL (B)	1.9 1.8 2.2	
WCRJ (RL)	1.5 1.8 2.2	
WCRJ-FM (BM)	1.7 1.3 1.6	
WERD (B)	1.4 1.7 1.3	
WJAX (AC)	1.8 1.8 1.2	

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

In Just 5 Weeks FRANKE & THE KNOCKOUTS Are HITTING Below The Belt

“WITHOUT YOU (Not Another Lonely Night)”

CHR ACTIVITY

“The record is a perfect Philadelphia-sounding record with that great combination Pop & R&B sound which is the key to its success. It's taking off saleswise.”
Debut 32

ROY LAURENCE, PD - WCAU/Philadelphia

“An AOR base has helped Z93 cross this record over to a multi-format hit in Atlanta.”
26-22

JOHN YOUNG, PD - Z93/Atlanta

“Strong 18+ male and female requests. Album sales are stronger than the last LP already.”
24-21

JEFF McCARTNEY, MD - 94Q/Atlanta

“Doing fantastic here! Top 5 sales and good phones. Warrants a hot report this week.”
17-13

TERI NUTTER, MD - 92X/Columbus

“Great programming record backed up with great phones.”
26-19

PHIL HOUSTON, MD - WLOL/Minneapolis

“Great phones - immediate action!!!”
27-16

BILLY HAYES, MD - KEGL/Dallas

“Doing great 18-34 males and females. Top 10 request item and sales are starting strong!”
17-15

JACK REGAN, PD - Q103/Denver

“The perfect mass appeal-sounding record for our target audience.”
7-5

ELVIN ICHIYANA, MD - KYYX/Seattle

R&R CHR NATIONAL AIRPLAY/30 26-22-21-17

AOR ACTIVITY

R&R #18

Bill Hard #15

Album Network #16

John Sebastian #4

Jeff Pollack Communications #11

Doubleday #16

“Franke & The Knockouts’ coffee-break concert had all the air of a championship bout. Raucous fans, banners, the smell of cheap stale beer and of course an incredible performance! Don’t miss them when they barnstorm through your town”
KID LEO - WMMS/Cleveland

- Be sure to see **Franke & The Knockouts** headlining and playing with Sammy Hagar and Loverboy throughout the summer.

- Hear them on the Source May 21st.

STRONG REORDERS EVERYWHERE

Millennium
RECORDS

Distributed by RCA Records

Sales



JONATHAN HALL

THE MORE THEY KNOW, THE MORE THEY SELL

Teaching Sales About Programming

There were some misgivings when former NBC Radio Executive VP Bob Sherman named a television news producer to run WRC/Washington. After all what does the average news person know about being a VP/GM?

To begin with Jerry Nachman appears to be a great deal above average. Prior to his WRC appointment, he was Executive Producer of WCBS-TV news in New York. And before that he was Director of News & Programming for News Radio KCBS/San Francisco following a reporting stint at WCBS Radio and TV.

Jerry's defense is that it's becoming more common for news people to be elevated to the ranks of management, especially at CBS. He also points to NBC President Bob Mulholland, whose background includes broadcast news. But basically it's his philosophy of sales management that captured my interest.

Essentially, Jerry claims, "The best sales people and the best journalists seem



Jerry Nachman

"One thing we do with sales people is bring them in on programming decisions. That doesn't mean they get a veto; it does mean they get a vote."

to have very similar traits. A story, no matter what it is, is only so big. The best reporter is one who brings back the biggest share of the story. That's very similar to what a sales person does when a buy comes down." Furthermore, he noted, "There is no difference between getting scooped as reporters and getting closeted as sales people.

"I've been fascinated with this business, how it works, and how it's priced, and how people can arrange language and conditions to meet immediate needs. A sales person walks into a buyer who says, 'Are you crazy, why would I pay that much money for five morning drive spots when I could have 40 midday spots for that?' And when a sales guy says you're right, take them, it's very similar to what smart reporters do on the streets dealing with cops and district attorneys."

Involving Sales People In Programming

Jerry believes that one means of helping sales people recoil from getting beat up on sales calls is to involve them in programming. "I have a great deal of sympathy for broadcast sales people. I think they have very difficult jobs. If you're a reporter, you might get a report card every day because you go on the air and your piece gets evaluated. If you're a GM, you'll get a report card when the book comes out. Sales people get 35 report cards a day.

"Other than extremely attractive women who want to be New York models, I don't

Transactions

WJLD/Fairfield, AL (in the Birmingham area) has been sold by Media Broadcasting of Birmingham to RFB Radio of Birmingham for \$550,000. RFB President Robert Bell owns WCGL/Jacksonville and WXLL/Decatur, GA, and is part-owner of WRBD & WCKO/Pompano, FL. WJLD has 1kw day, 250w night at 1400 kHz. Blackburn & Co. brokered.

New England Broadcasting has sold WNBPNewburyport, MA to WNBPN Broadcasting Ltd. for \$295,000. WNBPN Broadcasting's principals have no other broadcast interests, while New England's Alvin Yudkoff and Joseph Smith have an interest in WSME-AM & FM/Sanford, ME. WNBPN is a 500-watt daytimer at 1470 kHz. Broker was Keith W. Horton Co.

STATE BROADCAST ASSOCIATION NEWS

NEBA Sets Fifth Scholarship Race



The New England Broadcasting Association has set plans for its fifth annual John Malloy Road Race, named after an active member of the broadcasting/advertising community, now deceased. Where the first four races over a 4.3 mile course raised money to continue the education of Malloy's four children, starting with this year's race in September, an NEBA-Scholarship Fund will be established. Pictured (l-r) are Quinn & Johnson agency VP Mike Simbolist, NEBA Exec. Director Ron Wayland, Mrs. John Malloy, NEBA Pres. and WHUE-AM & FM/Boston VP/GM Paul Kelley, Ingalls Assoc. VP John Verret, and Martha Malloy.

In other association news, NYMRAD's first annual "Golf & Tennis Day" May 13 will feature comedian Henny Youngman at the Sports Awards Banquet. The recreational get-together, to be held at the Westchester Country Club, will bring together radio station, network, rep firm, and advertising executives.

know people who undergo more daily rejection as a routine function of life than broadcast sales people. Of the 35 interactions they may have, chances are that 34 buyers will tell them 'no.' All 35 will say that sales person's station is rotten, and all of them will tell them that other stations are giving a better deal.

"It makes it very, very tough to maintain poise when you're dealing in those kind of gambits on a routine basis. What I try to do with sales people is let them know that because I come from news, I am not a pariah. I understand what they do. And most importantly, I'm here to provide them with a salable product.

"The general manager of a radio station in one sense has no operational duties. He's there to make certain that every department functions, to provide support, and to make sure that people are not engaged in some kind of craziness that sometimes goes on in business with poor relationships building up among departments. I like creative tension. I don't like adversary relationships. So one thing we do with sales people is absolutely bring them in on programming decisions. That doesn't mean they get a veto; it does mean they get a vote."

Staying Alive

Jerry believes a lot of sales people feel disconnected from their stations. He insists it's real important to give sales people a sense of what programming is doing "because they have to be very gifted at the 'yeah, but' that follows an ellipsis. A buyer

might say, 'Well, we're not buying your station, because...' and the sales person must be ready with 'yeah, but's'...

"And I don't think sales people can do that unless they're very plugged into who's doing what and why. So my sales people spend a lot of time with me saying, 'Why do we do this?' and I try to give them answers.

"I talk to them about positioning because it's such an important part of marketing strategy. I talk to them about our

"Other than extremely attractive women who want to be New York models, I don't know people who undergo more daily rejection as a routine function of life than broadcast sales people."

business — the fact that the News/Talk stations in Los Angeles and San Francisco are number one, and that WGN/Chicago and WOR/New York are News/Talk stations. Historically, if you are programming something appropriately and promoting it commensurately, you're going to win. There's just certain rules of nature and business that say that."

RAB's David Attacks Newspaper Comparison Ad

RAB President Miles David jumped to the defense of radio in the wake of a Newspaper Advertising Bureau comparison ad which David labeled "seriously in error." In a letter to Newspaper Ad Bureau President Jack Kauffman asking that the ad be withdrawn, David compared the ad's growth percentages for the four major media with the figures from a McCann-Erickson study on which the ad was purportedly based.

In the original study, radio's growth of 13.8% for 1981 over 1980 exceeded that of magazines, newspapers (at 12.1%), and television, while in the Bureau's figures, radio was second at 12% to newspapers' 14.4%, a change which allowed newspapers to jump from third to first in the standings.

David added, "Your figures on the dollar volume of radio are grossly in error. Radio is four times as large as a medium as your ad states. Your ad misstates that radio is a one billion dollar medium. Radio had its first year at over the \$4 billion mark in 1981 according to McCann-Erickson, putting radio's total volume at \$4.212 billion." He concluded, "Radio is biggest in the

proportionate sales benefits it delivers to advertisers, and I believe that helps explain why we grew more than newspapers, TV, or magazines in 1981." No word on the Newspaper Bureau's response yet.

In other RAB news, the organization announced its second annual Wharton Sales Management School, a four-day "management educational experience" for sales managers only, will be held June 21-24 at the Wharton School of the University of Pennsylvania. \$1250 is the tab, and it's limited to 50 attendees only. And the RAB recently published its largest co-op source book yet, "2700 Radio Co-op Sources," a gain of 1850 from 1978's total of 850 sources.

ARBITRON EROSION NOTICEABLE

McGavren Confirms 25-54 Rise

McGavren Guild Radio's avail analysis of 1982's first quarter dovetails neatly with Blair Radio's study published here last week. The leading demo in desirability to advertisers, 25-54, increased 3% in Blair's survey, while rising 22-26% in the McGavren analysis. 25-49 dropped a bit further (14% to 12%) than in the Blair results, while 18-49 was up 18%-20%. The picture for youthful demographics is flat (19-19%), but not nearly so drastically as Blair's 19.1-13.3% skid.

An interesting sidelight to the study is the figure for McGavren clients' use of Arbitron. Whereas 99% were registered in the ARB column as late as 1979 and 92% a year ago, the figure for the first quarter of '82 is 84%, with 16% listing "other." In other data of interest, a steady, but slight decline in the popularity of :60 spots was confirmed, although they still maintain a 3-1 edge over :30's; the 60-second spots were static at 73% (and down from 80% in second quarter 1981), while :30's were down a trifle from 25 to 24% (but up from 19 in second quarter 1981).

RESERVE A **HOT SPACE** FOR QUEEN



FEATURING THE FIRST SINGLE "BODY LANGUAGE"

E-47452



E1-60128

RADIO & RECORDS
CHR NATIONAL AIRPLAY/30
debut **25**

 Produced by Queen-Mack

WATCH FOR HOT SPACE TOUR THIS SUMMER!

**FOR ALL THE PEOPLE
YOU KNOW
WHO KNOW A HIT
WHEN THEY HEAR ONE:**

THE MONROES

AAE-15015

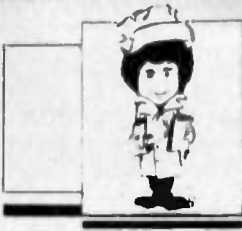


**THE MINI ALBUM WITH
FIVE BIG ONES.**

WHAT DO ALL THE PEOPLE KNOW • SOMEWHERE IN THE NIGHT
HUNGRY STRANGER • BLIND FAITH • PAY PAY PAY

- | | | | | |
|------|------|------|--------|------|
| KZOQ | WQDR | KIDE | KKDJ | KTXQ |
| WDOQ | WWCT | MIO5 | KTCL | WCEV |
| WIDD | WRAS | KLBS | WMAD | WDST |
| KMJX | KZEW | KMOD | KROQ | KSPN |
| KSMB | WCPZ | WEZX | KFMH | WSMI |
| KILO | WYSP | WKWF | KYTX | KTTT |
| WKLC | WXTQ | WQBK | KVRE | KDEY |
| WXUS | KREM | WHFS | KGB-FM | KFMU |
| WAAL | KTCL | WECM | WOXY | WDEK |
| WROQ | KMTN | WAER | KTIM | KDKB |
| WLIR | KBLE | WWWV | KIO4 | WPYX |
| KQDS | KFXZ | WRNW | WBYG | WLSQ |
| WBIV | KKKX | WOUR | KISS | KLBJ |
| | WBAB | | | |

FROM THE PEOPLE AT ALFA™ RECORDS.



STREET TALK

In what's being called "serious negotiations," Westinghouse Radio President Dick Harris told Street Talk that WOWO/Ft. Wayne may be sold to Price Communications of New York. Ted Hepburn is the broker working the deal, which if completed, would make WOWO Price's first broadcast property. No word on the purchase price yet, but you can bet the 50kw signal will be worth a sizable amount.

Is RKO's "American Overnight" all-night satellite talk show about to undergo some major changes?

West Coast rumblings have it that a Monday morning breakfast meeting was held at KMPC/Los Angeles with new Golden West Radio President Bill Ward openly discussing the possibility of returning to music on the flagship station.

Back on the East Coast we hear that the CBS "60 Minutes" investigation into the record business has been "tabled" indefinitely. Apparently the investigators got too few direct answers and too many "brick walls."

Congratulations to longtime industry veteran Dino Barbis on landing the much sought-after West Coast Atlantic Regional promotion position.

As we predicted earlier, KIIS/Los Angeles has indeed hired Mike Schaefer as Music Director. Mike comes from the local Elektra/Asylum promo slot in Chicago, and was formerly PD at KJMO/Jefferson City, MO.

KGU/Honolulu celebrates its 60th anniversary on May 11 by announcing it is joining the ABC Talkradio network, picking up personalities Michael Jackson and Dr. Toni Grant.

Our sincere condolences to the friends and family of Solar Records' Margaret Nash, who was killed Monday evening (5-3) in a Los Angeles auto wreck. Margaret was VP/Creative Services and head of the Solar Records Publishing Division. She was the former wife of singer Johnny Nash, with whom she cofounded Jad Records in the 60s.

Monday (5-3) was the first day that Jerry St. James was to do mornings on WMJC/Detroit after making the controversial move from competitor WNIC-AM & FM/Detroit. He debuted all right, but his former employers sought an injunction to keep him from taking his "funny characters" over to WMJC with him. The outcome of the hearing in Wayne County Court was a compromise with Jerry using some of his characters as they were and having to slightly change others. With all the newspaper coverage this received in the Motor City, it was hardly a quiet debut for Jerry, which must have been just fine as far as WMJC was concerned.

Bill Calder, formerly at WWL/New Orleans, has signed a reportedly big money deal to do mornings at KEY-103/Austin. Bill has also worked at WIOD/Miami, WHN/New York, plus KMOX and KSD/St. Louis.

Now That's Commitment

Arista VP/AOR Promotion Mike Bone was a guest at a recent KMET/Los Angeles staff lunch and, being a promotion man through and through, he proposed a toast to his latest label priority - Haircut One Hundred. Since KMET was not currently playing the Haircut One Hundred LP, PD Sam Bellamy asked Mike what his commitment to the record was. Mike said it was "substantial." She replied, "Substantial enough to have your hair cut into blue mohawk?" Mike said, "Sure."

KMET personality Mary Turner summoned her hair stylist, and the fun began. When Mike emerged from the KMET conference room he looked more like a cockatoo than an Indian, but his hair was swept back on the sides and colored silver, and teased up on the top in a beautiful shade of blue.

Yes, KMET did add Haircut One Hundred, but we can't help but wonder what might have happened if Mike had been promoting A Flock Of Seagulls.

WABC/New York will officially switch to News/Talk and join ABC's Talkradio net at 12 noon Monday (5-10). Ron Lundy and Dan Ingram will do a special three-hour, two-man broadcast from 9am-noon bidding a fond farewell to "Musicradio."

Former WCKX/Tampa PD Johnny Velchoff has found a new home . . . across the street at Q105, where he's doing swing and vacation relief for the present. He is still actively looking for another programming situation.

Mike Collins has announced his resignation as PD for WSPA/Spartanburg in order to join WIS/Columbia, SC as Program Director.

Stanley Hall has stepped down as PD/MD at WDEF/Chattanooga. Interestingly, no new PD was named, but Cecil Ruffin, most recently a sales rep for WRCB-TV/Chattanooga, has been named Operations Director.

After 18 months across town at WSAY/Rochester, Jack Slattery has returned to WHAM as morning personality, a position he held there for over 23 years.

It's official: WJMD/Washington is now WLTT. With the new identity comes a new P.O. Box - 70067, Washington, DC 20088.

Congratulations to the staff of B104/Baltimore, who once again led the nation in dollars pledged for the March of Dimes. In the annual Baltimore Superwalk (4-25), B104 helped to raise \$1.1 million in pledges, making Baltimore the national champions again.

KFRC/San Francisco PD Gerry Cagle did what few golfers ever accomplish . . . he shot a hole-in-one, and there were witnesses! It happened April 24 on the third hole (138 yards) of the Half-Moon Golf Course.

The Street Talk pablum line rings this week with news that KOPA/Phoenix GM Gary Guthrie and his wife Kathy welcomed a new arrival, a baby girl born April 17 - Taylor Lewis Guthrie. Also, congratulations are in order for Columbia National Director of LP Promotion Jim McKeon and his wife Cheryl on the birth of their first child (5-3), a daughter, Erin Christine McKeon.

Communication Graphics inc

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Bob Wilson Explains:



“I’m Joining with the Record Industry To Save the Radio Business”

Why Not Help Wilson Save Your Job. Here’s How:

The record business is weakening. In the past three years, U.S. record labels released 32% fewer new albums.

The trend is clear.

The reason, primarily, is blank tape copying.

THE THREAT, HOWEVER, IS TO US, IN MUSIC RADIO.

If new record releases were to drop down to 40%, then 50%, we suffer.

I urge you to join our colleagues—a coalition ranging from Quincy Jones to Beverly Sills—from AFTRA to the CMA, ASCAP, BMI, SESAC, the Gospel and Black Music Associations, NARM, and on and on.

What can you do?

Join me.

Send for your instruction manual. The cost to you is one postage stamp. To keep records abundant.

To save American music radio.

To: Bob Wilson
Coalition to
SAVE AMERICA'S MUSIC
888 Seventh Avenue, 9th Floor
New York, New York 10106



Send me free information on how I can help save American music radio from home taping.

Name: _____

Station: _____

Street: _____

City: _____

State: _____

Zip: _____

If You Have The Foursight.



Kansas

"Play The Game Tonight"

WBEN-FM add 39
 WIFI add
 96KX deb 22
 B104 on
 CFTR add
 KEGL deb 26
 WLOL-FM add
 KBEQ deb 40
 WGCL add
 WKTI add
 KEZR add
 KYYX on
 Q103 add

KZZP deb 27
 WPHD add
 WHFM add
 92FLY add 30
 WPST add
 Q106 add
 WKRZ-FM add
 KZFM add
 KBFM add
 WJDX add 30
 WABB-FM add
 G100 add 29
 WZYP add
 Y103 add

BJ105 add 40
 CK101 add
 WMAK-FM add
 WSKZ add
 WSEZ add
 WRVQ add
 WZZR add
 WVIC add
 WJXQ add 20
 KIIK add
 KIOA add
 KZ93 add
 WNAM add
 KKXX add
 KIDD add

KNBQ add
 KBBK add
 FM103 add
 K96 add
 KSKD add
 KLUC add
 KIKI add
 WACZ add
 WTSN add
 WCGQ add
 WISE add
 WFLB add
 WGLF add
 KKQV add
 KILE add
 KPUR add
 Q101 add

KKXL-FM add
 WTRU add
 WAZY-FM add 27
 KDVV add
 KSLY add
 KCBN add
 KDZA add
 KATI add
 KOZE add
 3WT 37-33
 K104 40-30
 WKEE deb 29
 KSET-FM deb 27
 KINT deb 21
 WIKS deb 21
 KCPX deb 38
 Q104 deb 35

WYKS 39-30
 KSEL-FM deb 25
 WSPT deb 28
 99KG deb 40
 KENI deb 33
 WRCK
 WDRC-FM
 WYCR
 KROK
 WBBQ
 WSSX
 WGH
 KMGK
 WZOK
 WMEE
 KJRB
 KHYT

WIGY
 WFBG
 WOMP-FM
 WCIR
 95XIL
 WZYQ
 WFOX
 WXLK
 KVOL
 KFVR
 KRNA
 KFMZ



John Schneider

"Dreamin'"

WIFI WZZR
 Z93 WYKS
 Q105

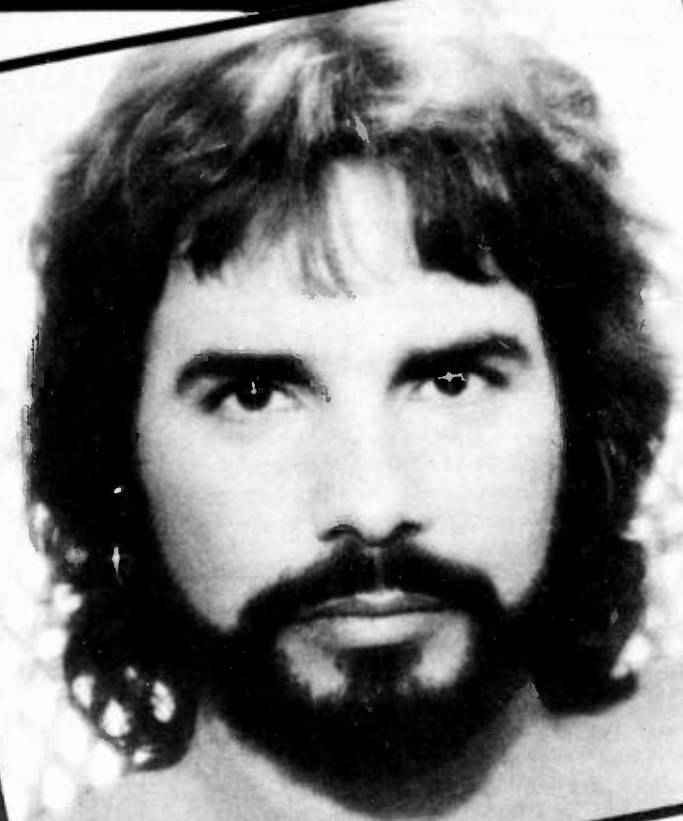


Distributed by

We've Got The Hits

Bertie Higgins

"Just Another Day In Paradise"



KRQ add
 WHEB add 30
 WFEA add
 WCIR add
 WTRU add
 KZZP 29-24
 KC101 28-24
 WKEE deb 30
 V100 deb 29
 KXX106 25-18
 CK101 36-34
 WOKI deb 38
 WCSC 28-25
 WGH 21-15
 KSTT deb 22
 KCPX deb 30

Q104 29-27
 WFLB deb 34
 WXLK 23-21
 WYKS deb 37
 KSLY deb 26
 KCBN 29-22
 94Q
 WGCL
 WFBR
 KZFM
 KBFM
 WAXY
 WDOQ
 WMAK-FM
 WSEZ
 WRQK

KIOA
 WNAM
 WGBF
 WKDQ
 WJBQ
 WTSN
 WFBG
 WAEV
 95SGF
 WFOX
 WISE
 Q101
 KVOL
 KENI
 KKLK
 KATI

G100 add 32
 WBBQ add
 WDCG add 40
 WNOK-FM add
 WKFR add
 WLYT add

JB105 add 33
 KIQQ add
 KINT add
 WTIX add
 KEEL add



Reddings Featuring Otis Redding III

'(Sittin' On) The Dock Of The Bay'

They're Keeping It In The Family With A Remake Of The Classic



JUST SHIPPED

BS Records

Contemporary Hit Radio



JOEL DENVER

Q107'S RICK FOWLER OUTLINES THE BASICS

So You Want To Be A Promotion Director?

The title of Promotion Director means different things to different people. It's sort of nebulous in nature, except that you know the person with the title is in charge of promotions. Q107(WRQX)/Washington Promotion Director Rick Fowler explains what he does below, and this will, I hope, help define and refine the job for others with the title or the duties.

Rick is highly qualified to speak on the subject, since Q107 spends a tremendous amount each year on promotion. The station has given away a house, sent people to foreign countries to see concerts, presented the Beach Boys for free on July 4th twice, and at last count has given away in excess of \$1 million in cash and prizes over the last couple years. This figure doesn't even take into account money spent on outside media (TV and direct mail).



Rick Fowler and Beach Boy Mike Love

Bear in mind that Rick's department is well-staffed and well-oiled with a good many promotional dollars, but the basics he describes are applicable to any market. I hope his comments and the two accompanying promotion checklists will be helpful in planning future successful promotions.

Areas Of Responsibility

A promotion director is basically responsible for the areas of advertising and promotion in the outside media as well as the on-air contesting. I've also got to handle press releases, press relations, and client PR for the station. In essence I have ultimate responsibility for all off-the-air advertising and promotions, while PD Alan Burns and I coordinate on those projects that take up air time.

He and I sit down for a twice-a-week meeting on promotions, more often as the need arises. My promotion calendar is my bible. Most of the promotions from the record companies come straight to me, since I was once Music Director. I then go to Alan and we decide what will fit in and work best.

Alan and I have a very smooth relationship, and if there is something I'm not sure of, I go to him for help and advice. If you are a promotion director, I would recommend that you learn as much as you can from your PD. Otherwise you are nothing more than a marketing specialist without an in-depth knowledge of radio, which you need to do this well. Radio is a unique business.

I keep a schedule of when liners are to be put into the studio, and when they need to be changed, but Alan usually handles putting them in and taking them out, and writing them. I also handle the scheduling of liners for clients that are tied in with promotions and work with traffic on the number of spots and liners needed. I assist him in writing recorded promos.

Another key area of responsibility is the need to coordinate everything with the lawyers. Sure, we have a set of "house rules" for regular call-in-and-win promotions, but each contest may have a variation in it that needs consideration by the legal department. It's necessary to communicate with them in such a manner that the elements of the contest become clear and easy for them to understand. This will speed up approval.

One of the biggest areas of responsibility includes securing prizes. I make the contact with the client after an introduction from the account executive. From here on, I take charge of the prizes from the client. I really prefer to work with them directly on this, as it eliminates a lot of extra legwork, and confusion.

Duties Of A Promotion Director

Here's an easy-to-read rundown of a promotion director's duties. Keep it handy for quick reference as an organizational primer.

- Conceiving and executing all on-air and off-air promotions and contests (including TV campaign, down to album giveaways).
- Obtaining prizes for all promotions, once commitment is made.
- Delivering of prizes to the winner.
- Cultivating relationships with clients, and press relations.
- Providing easily-worded explanations of promotions for expedient legal approval.
- Providing complete explanations of approved rules to all involved.
- Planning, maintaining, and adhering to a promotion budget.
- Conceiving and presenting client proposals to acquire promotions.
- Designing, distributing, and arranging for sales brochures and sales aids dealing with promotions.
- Arranging and coordinating any travel arrangements for winners.
- Maintaining relations with record and concert reps to stay on top of national and international music scene for concert tie-ins.
- Scheduling appearances of on-air talent.
- Seeing to it that photos are taken of all promotional events.
- Administering schedules of subordinates in your department.
- Keeping track of trade agreement with clients.
- Inventorying prizes weekly.
- Coordinating publicity and news releases with local papers and trades.
- Maintaining an updated mailing list for client(s); thank-you letters.
- Keeping track of who your winners are, and where they live for station research.
- Keeping abreast of what local competition is doing, and on top of what's happening in other cities.

The Fine Points Of The Job

I think probably the biggest problem for most promotion directors is getting caught with too many things going at one time. It's really easy to make too many commitments, and the first thing you know, you're in over your head. The whole idea is to think ahead before committing to a promotion, trying to foresee anything on the horizon that might serve the radio station better than what you're about to get involved with.

A lot of radio people feel you've got to do a promotion or contest every hour... that's just not true. We don't do them every hour just to be giving something away. The prize has got to be right for the station. The worst trick bag to get into is getting a prize and then figuring out how to give it away. Have this end done before you secure the prize.

As far as prizes go, make sure you've got commitments from the client. Don't accept someone's word that you don't know. Get it in writing. You can get burned, and cost your station extra dollars. A big part of this job is learning how to say "no" diplomatically, and knowing when to say "yes." Make sure that you have exclusivity with promotions. If you don't understand that fact going in, you'll be in for a rude awakening when dialing around town checking out the competition.

Getting The Promotion Done Your Way

With all of the on-air competition here between us (Q107), WPGC, WAVA, and DC101, the fight for getting promotions is pretty intense too. We try and cultivate a good relationship with the person making the final decision on who gets the promotion. It takes a lot of extra hours preparing presentations for these clients, demonstrating why your station should be getting the promotion. Whatever it takes needs to be done, and excuses don't make it.

If you lose a promotion to another station



it doesn't do any good to go back to the client and beat them up about it. All that's doing is venting your frustration on him and souring your relationship. You've got to believe in your product, and get that across to the client.

When you lock up a big promotion, it's very important that the client, and in particular the agency, understand you need certain things out of it — specifically, getting your call letters represented the way you want them. Get them on T-shirts, tickets, flyers, movie marquees... anywhere there is visibility. You've got to think like the people on the street and make sure they see who's putting this thing on. The idea is to serve the client, the listener, and yourself with a promotion.

When a promotion goes wrong, you've no one to blame but yourself. You can never assume anything... actually you can. You've got to assume responsibility for all of it! You have got to assign things for people to do, but in the end you've got to see that all of it's done. Everyone has got to be aware of every detail of the promotion.

Keep It Simple

One way to assure an on-air contest is going to come off smooth is to keep it simple. If you're in a meeting trying to explain it, and your PD can't understand it, then it's far too complicated. It should be easy to enter, easy to play, and easy to listen to if you don't want to play.

We've had a great deal of success with our TV campaigns, and in particular our direct mail contests. They are simple, put the call letters in the listeners' hands, and avoid excess on-air clutter. My role as a promotion director can be simply summed up as the person responsible for stimulating the come, and then recycling the come into

Continued on Page 24

Outdoor Promotion Checklist

Once you leave the confines of the station with a promotion, you've committed yourself and the station to performing on your own. To avoid the embarrassment of showing up at an event unprepared, you might want to organize a checklist similar to the one below. It would be sad to think that a blown fuse or missing extension cord could spoil an otherwise great station appearance.

1. Name of event and date it takes place. A contact's name and phone number.
2. Start and stop times of event, and exact location and directions for staff members.
3. How many people are expected?
4. Will you need extra security? First aid? Insurance?
5. How many personalities? How many promotion staffers for set up?
6. When will promos, liners, and spots run?
7. How many prizes needed? Who provides them, client or station?
8. Is the van tuned and running? Make sure it's clean!
9. Is there room for a station banner?
10. Bring hammer and nails, or tape to hang station banner.
11. Will there be remote broadcasting? Coordinate with phone company and engineering department.
12. Location of power source for sound system. Is a generator needed?
13. Has sound system been checked and in working order?
14. Bring extra microphone, fuses, turntable needles and extension cords.
15. Send out press releases before or after event?



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**OFFERING MORE THAN
\$400,000 IN PRIZES.**

McDonald's® Nights

From One Programmer To Another

LOVERBOY "When It's Over"



JIM FOX, Q102/Cincinnati
"In addition to their usual base, it's
testing very well with females 18-24."
(Moves 17 to 8 this week)



DENIECE WILLIAMS "It's Gonna Take A Miracle" ARC



BOB HAMILTON, KRTH/Los Angeles
"A TRUE Mass appeal record!"



KARLA BONOFF "Personally"



JIM MORRISON, 94Q/Atlanta
"A superstar in Atlanta since her debut
album; national success is imminent."



Columbia Records



So You Want To Be A Promotion Director?

Continued from Page 22

quarter hours, and into other dayparts.

Keep in touch at all times with all people concerned with the promotion, and give yourself plenty of time to pull it together. The free Beach Boys concerts we did for July 4th at the Washington Monument took about five months of planning. With a deal as big as this, be ready to walk through every step yourself, because it falls on your shoulders as to whether it comes off as a successful promotion.

Note: For more tips on organizing your promotion department refer to R&R's Sales Blueprint/1982. On Page 22 there are 25 additional basic rules of radio promotion.

Motion

KFRC/San Francisco hires Lloyd Lindsay Young as weatherman with morning broadcasts. Lloyd does weekend weather locally on KGO-TV. Jeff Morgan, afternoon driver at KVOL/Lafayette, is named Assistant PD by Phil Rankin. KRNA/Iowa City promotes morning news anchor Mike Doocey to Assistant News Director. WCBY-AM & FM/Cheboygan, MI upped PD Del Reynolds to GM, and MD Tim Hartley to PD. KSKD/Salem is now 100kw with a new 950-foot stick which will put a city-grade signal in to Portland.

Bits



• CKSL/London, Ontario has got its "Winner Circles" on the streets for prizes. Cars displaying it are eligible for cash and prizes. Also, a smaller size is now available for wearing. Spotters are on the street, looking for the red, white, and blue smaller-circle stickers too.

• KFRC/San Francisco is taking a line from the current Richard "Dimples" Fields record "If It Ain't One Thing It's Another" and turning it into a contest. At one point in the record, Dimples talks about "an ugly lady named Sadie's having my baby." Well, KFRC is holding an "Ugly Sadie" contest. Participants have got to be pregnant, and according to the PD Gerry Cagle, "the uglier, the better." Photo entries will be judged by Dimples himself, with the winner getting \$100 a month in child support for two years. This is the first time a radio station has ever paid for child support that anyone can remember... although, I know a couple of PD's that are paying child support.

• WVBS-FM/Wilmington, NC is "Talkin' Cash." Contestants call in and have got to talk for seconds about the topic the jock selects. The listeners is paid a dollar a second for the gift of gab.

• Q101/Meridian is giving away a baby grand piano, and an accordion mouth organ in its "Ebony & Ivory" contest. Listeners call in to win copies of Paul McCartney's "Tug Of War" album and register for the musical instruments at a local music store.

The Music Section

CHR's Most Accurate
Music Information
Begins on Page 55



CDB DROP BY — There's nothing like the personal touch, and recently Epic recording artist's Charlie Daniels, and Jimmy Hall paid a visit to WSGA-Z102/Savannah. Shown (l-r) in the front row is WSGA PD Ron Frederick, VP/GM Jerry Rogers, and Sound 70's Ron Huntsman. Pictured (l-r) in the back row is Z102 PD Jonathan Hall, Jimmy Hall, Charlie Daniels, and Sound 70's Bill Deutsch.



A NIGHT ON THE TOWN — KGRC/Hannibal, MO knows the value of showing it's listeners a good time. Recently they took four winners to see Molly Hatchet in concert in a limo, with a good meal and backstage passes included. Shown (l-r) is D/morning man Chuck Yates, four winners, and night jock Jeanner Robinson.



MY MAILBOX RUNNETH OVER — WPST/Trenton air personality Dave Hoefel is shown showering morning man Steve Travelise with hundreds of entries in a recent WPST/Trenton Times Music Poll. The winning entry received a \$1000 stereo system.



NEIL DIAMOND ON TOUR — While on a recent concert tour, Columbia recording artist Neil Diamond took time out to say hi to some radio reps backstage at the Brendan Byrne Arena Meadowlands, NJ. Pictured (l-r) are KBEQ GM Gary Rodriguez, PD Maja Britton, Diamond, and Q105/Tampa morning man Cleveland Wheeler.



DOC HOLIDAY HAS THE CURE — After a recent concert appearance, where Doc Holiday opened for Molly Hatchet, the good Dr. invited some folks backstage to party. Shown (l-r) are KNOE-FM/Monroe MD Sam Shea, Doc Holiday group members John Samuelson and Eddie Stone, and PD Larry Rhymes.



KENNY IN CONCERT — Following a recent appearance at the Capitol Center, Liberty recording artist Kenny Rodgers played host backstage. Shown (l-r) is Mary Schoeberg, Kenny, WPGC/Washington PD Steve Kingston, and EMI-Liberty's Tom Schoeberg.

WGCL 98

CLEVELAND'S MUSIC GIANT



HALL & OATES DID IT IN CLEVELAND — RCA recording stars Daryl Hall & John Oates are everywhere, it seems, touring and promoting their latest record "Did It In A Minute," including a stop at WGCL/Cleveland. Pictured are (l-r) PD Bob Travis, Hall, and Oates.



APRIL FOOLISHNESS — KIXS/Killeen, TX staged a "mass walk out" for April Fools, and invited listeners down to substitute while the station looked for a new airstaff. Hundreds volunteered to man the mike. Shown (l-r) are The Dru, PD Mark Meredith, TV cameraman partially obscured, and a guest jockey.



It's a jungle out there...filled with all sorts of ferocious beasts. You could get lost.
For a professional guide call your **ARBITRON** Representative.



JEFF GELB

AOR Market Summary: Tampa

The winter Arbitron results brought a series of remarkable coincidental figures for Tampa's two battling AOR's, WQXM and WYNF. In 12+ figures, WQXM showed an up 5.2 to WYNF's rising 5.1. Other nearly-matched numbers: men 18+: WQXM 6.8-WYNF 6.6; men 18-34: WQXM 18.4-WYNF 17.8; women 18+ tied at a 1.9; teens: WQXM 21.8-WYNF 21.2.

WQXM has been an AOR since July 1977, and had the market to itself for the format until WYNF switched from CHR to AOR in January 1981. WQXM remained on top until John Sebastian began consulting WYNF in September 1981, which resulted in another very close battle in which WYNF just edged past WQXM 5.0-4.9. WQXM is now back on top and this week I spoke with WQXM PD Mark Stevens and WYNF PD George Hawras about the incredibly competitive market situation.

WQXM: The Basics Work Best

Mark Stevens is an AOR programmer with extensive experience in other formats as well, including CHR and Country. He finds these radio teachings helpful now: "I've always operated under the philosophy that we're in the radio business, not the music business," he explained. "If we played Japanese funeral dirges it wouldn't make a damn bit of difference, because I don't believe music has much bearing on programming. After all, AOR today is doing a lot of things that Top 40 did 10-15 years ago — basic ideas hold true regardless of format.

"What we try to do here," he continued, "is keep ourselves as visible as possible, doing promotions that are geared toward an event instead of a big money blitz. We also do a lot of public affairs promotions.



Mark Stevens

"I can't take sole credit for our success, nor can our consultant. If you use a consultant as just that, you're going to be okay. If you use him as an out-of-town PD, you're in

"The best research is often misrepresented."

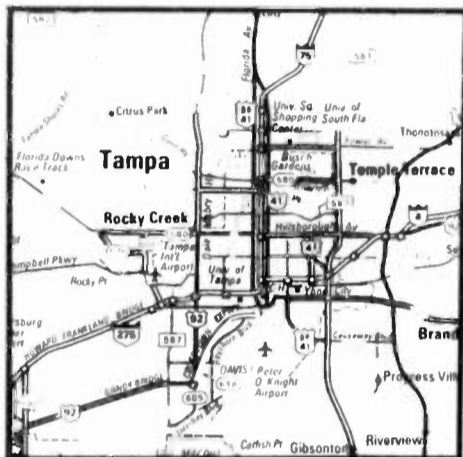
— Mark Stevens

trouble. I use the Superstars group for their music and other research, which I find indispensable. And their own diverse backgrounds as a group (as opposed to any one member) are very useful as well.

"WQXM's success is really due to the efforts of the entire airstaff. We have a fine team here; one of the best working in radio. They're professional enough to understand that you don't have to talk for a minute-and-a-half at a time to be personalities."

Musical Familiarity Breeds Success

Stevens defined his perception of the musical differences between WQXM and WYNF: "Simply stated, we play Jimi Hendrix and Led Zeppelin rather than the groups that sound like them. It's a matter of familiarity vs. unfamiliarity. WQXM's music is 'only rock and roll.' This isn't Los Angeles; things that work there won't work here. But we don't just play crunch rock; we play a lot of older stuff that isn't hard-ass rock and roll, yet still palatable to



18-24's. We still play a lot of music by the Beatles, as well as Hendrix, Led Zeppelin, the Byrds, Fleetwood Mac — these bands cross several demos."

Stevens reported that WQXM's target demo is 16-30, and that the station is beginning to show well in the much-sought-after 25+ demo. "The barrier that is a factor in this market," he admitted, "is the easy rock station, WCKX, which takes away our upper demo women listeners."

Though Stevens has MD experience with research-oriented Top 40 radio, he isn't overly-impressed with callout music research (much in use across the dial at WYNF). "The best research is often misrepresented," he stated. "There's no exact science to any of it, and it still comes down to personal interpretation of the received data. The biggest problem I see with callouts is, who decides what records will be played down the phone lines? And, regardless of what the respondent tells you, does he truly have the time to give you an unbiased opinion of what he thinks of a record?"

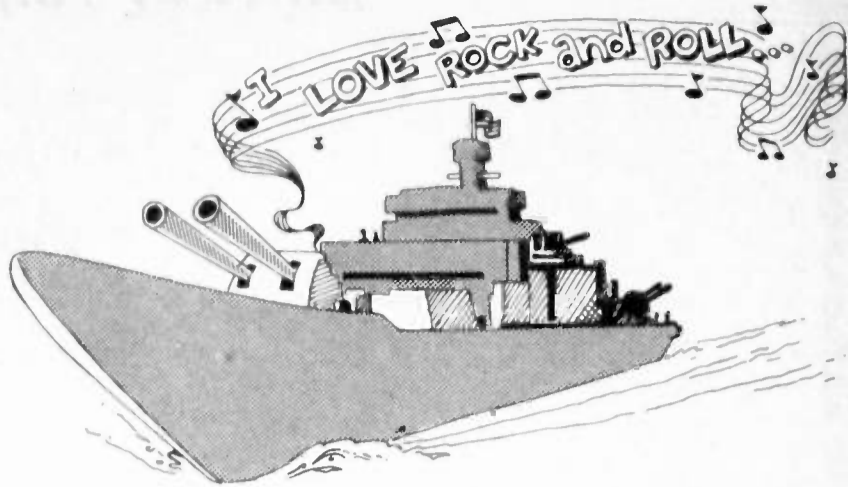
"We use callouts only on occasion. We use the consultants quite a bit for music, plus my background and that of my MD, who has a fine reputation in the business. We also do store calls and in-store questionnaires, hold monthly advisory boards, and tabulate requests."

Takin' It To The Streets

WQXM's overall personality also consists of a heavy promotional commitment. "I shy away from giveaways, and prefer creative events that are talked up on the air but held in the community," Stevens reported. "We just sponsored our second annual 'Street Nationals' car race that attracted 15,000 listeners. And we just completed a 'rock and roll wedding' promotion (see R&R's AOR section for 4-2-82), which awarded a winning couple everything from tuxes and gowns to a reception and honeymoon."

Stevens was reluctant to predict how these promotions and the station's programming would affect future ratings books. "I'm not superstitious but I hate predictions. Besides, I wonder if the numbers simply represent listener confusion. If the average listener tunes in for fifteen

Catchin' Those Waves With AOR



Talk about a captive audience! I just received this letter from Seaman Michael Lusk, who goes by the name of William Glick on his airshifts on WIKE-FM, a live AOR on the USS Dwight D. Eisenhower, "servicing some 6000 crewmembers as we continue our present deployment in the Mediterranean Sea. It came into being originally as a Top 40 and switched to AOR last September. All our music is received directly from American Forces Radio in Los Angeles (we're not allowed to solicit product from record companies).

"Have you ever lived with nothing but the 18-24 male demographic? It's highly educational. I'm amazed at the demand onboard for AC/DC, Ozzy Osbourne, Sammy Hagar, Joan Jett, and other heavy metal acts.

"We're not the only game in town either. '94FM' has direct competition from our shortwave rebroadcast station and a 24-hour automated Easy Listening station that features service from Drake-Chenault. Not to mention our main competition WIKE (TV 2), which broadcasts in excess of 12 hours a day.

"We air a maximum of two minutes of commercial matter an hour, and promote as well. Our last promotion, 'The Key,' let listeners call on the 'Control Phone' to get their four favorite songs on immediately when they heard the song by that hour's 'key' artist or group."

Thanks to Seaman Lusk/Glick for a glimpse at what could be AOR's most distant signal.

TAMPA-ST. PETERSBURG/WINTER,
1982/MONDAY-SUNDAY/AOH ESTIMATES/
6:00AM-MIDNIGHT/PERSONS 12+

AGE	WQXM	
12-17	26.5%	
18-24	51.5%	
25-34	16.9%	
35-44	2.9%	
45-54	0.0%	
55+	2.2%	
12+ TOTAL	13,600	

AGE	WYNF	
12-17	26.3%	
18-24	45.9%	
25-34	21.1%	
35-44	6.0%	
45-54	0.0%	
55+	0.8%	
12+ TOTAL	13,300	

minutes, can he really tell you which station he's listening to?

"All I know is that I came here planning to stay. The company is committed to our programming and they're not going anywhere. We were here when it was hot and we'll be here tomorrow when it's hotter."

WYNF: Winning Through Experimentation

Across the street, WYNF has a new PD: George Hawras, who joined the station after the winter book concluded, as Al Peterson left to join Pollack Communications, Inc. Hawras has an excellent PD reputation as a ratings-builder at WGRQ/Bufalo and WZZO/Allentown, both Superstars affiliates. Now, as PD of a Sebastian station, Hawras hopes to combine both consultation groups' philosophies into a winning game-plan.

Burnin' For You

"I like radio that sounds like it's on fire," Hawras commented. "I like it energetic, fresh, very happening, very involved. I like us to be in touch with the community, on top

of whatever events are going on of psychographic listener interest. I like remotes, live reports, getting out and doing shows backstage or at outdoor events. Sometimes staying in the studios can give you a misreading of your audience — getting out there with them helps keep things burning."

WYNF is very active promotionally, both on and off the air. "We don't do too many

"People's attitudes are changing about new music; What was hip and what's not is evolving."

— George Hawras

contests," he reported, "but when we do them, I like ones with a lot of prizes (not necessarily big prizes, though). They have to be simple, able to be understood in 30 seconds. I'm not so hot on album giveaways; they're too much clutter. I go for stuff with demographic appeal, especially to 25+ listeners; travel is a very popular prize.

"We promote the station itself a lot, both on the air and on TV. The biggest problem in TV advertising is buying the wrong programs. Radio stations often take shortcuts with TV advertising to save money, then complain about not getting listeners when they've bought economy rates in fringe times. You have to look at demographic breakouts and buy 18-34 male shows: 'Sixty Minutes,' 'Dallas,' 'Hart To Hart,' certain Nine O'clock movies, 'M*A*S*H,' 'Hill Street Blues,' 'Saturday Night Live' is history, though the reruns are extremely hot. 'Fridays' is okay. We're also getting into producing our own half-hour video rock TV show."

Hawras is also borrowing on a successful promotional idea he incorporated at WGRQ, that of an all-female promotional squad. "I'm putting together the 12 women who will make up the 'Angels' right now.

Continued on Page 27

EVOLUTION

Steve Feldman is named Director of Programming and Promotion for WERI/Westerly, as former Co-PD Ulysses Gallman steps down but retains airshift . . . John Carter is upped to PD from MD at WAAL/Binghamton as former PD Ray Ross exits . . . Greg Stevens steps down as MD of WYNF/Tampa and Ron Diaz is named his successor . . . Greg Fitzgerald exits nights at KTCL/Ft. Collins as Jim Beers takes his place . . . Jane Purcell is new to overnights at WMJQ/Rochester . . . Doug Podell is exiting as MD of KQRS/Minneapolis for airwork at WLLZ/Detroit.

AOR Reporter Profile



KMTN/Jackson
PD/MD: Todd Cipolla
Power: 50,000 watts
Consultant: none

"As the only local FM station in the market, KMTN has an important responsibility to our community to provide useful information and music that pleases the most people. We're targeting for the upwardly-mobile baby-boom adults of the 40's and 50's, those who grew up with Top 40 and the first versions of AOR. We mix in the familiar with the not-so-familiar old and new.

"We also concentrate on what we call 'brain-food.' We leave the play-by-plays to the AM'er, but have a strong commitment to national and local news and sports, community events, and useful, stimulating information. People, programming, production, and promotion — the 4 P's are very important.

"The format is Adult AOR. The slant is softer, leaning toward acoustic tunes. Jazz is also featured. Our listeners tend to spend a long period of time with us, so we pay close attention to minimizing repetition. We work with music clocks, and use the "20" and "back 20": 40 key cuts determined by jock preferences and strong airplay out of the box, my gut reaction, and AOR, CHR, and even A/C charts. There is a set rotation for the 20: five cuts per shift, with the order left to the jock's discretion. The back 20 are strongly recommended but optional; one per shift suggested. As for the clocks, there are rotations for both old and new music. Song choices are left to the jocks.

"On-air delivery is never forced. A sincere, informative, natural approach is espoused. We do four or five big promotions a year, and a dozen or so lesser ones.

"At KMTN we are a family. Cooperation, respect, initiative and love are essential. In the realm of commercial radio, I feel we're still pretty much free-form. Because of that, I believe the key to our success lies with the jocks. If everyone is psyched, motivated, and behind the station's philosophy 100%, it makes a big difference." (KMTN is a new R&R AOR reporter.) — Todd Cipolla

Market Summary: Tampa

Continued from Page 26

They're paid representatives of the station, attractively outfitted, who will do everything from playing soccer teams at half-time to making appearances at grand openings, from handing out flyers at concerts to showing up at the competition's parties! I found in Buffalo that it was a much more successful idea to send out a dozen women to a promotion than one or two disc jockeys."

On-Air Spontaneity

Lest that lead anyone to believe Hawras is not a fan of his airstaff, he mentioned, "It's 'safe' not to have faith in your DJ's. That's how many consultants feel. I have a lot of faith in my airstaff, and I encourage them to develop themselves, to be creative and spontaneous. I don't mind their throwing out the format for something spontaneous if it's legitimate. Of course, I expect them to use proper judgment so it doesn't come off stupidly. I like intelligent jocks with good work attitudes, as opposed to people on ego trips who need a lot of attention; people who can be extremely creative but who are difficult to work with."

Consultant Comparisons

The John Sebastian organization works with WYNF as consultants. Hawras voiced his approval of the group: "In a market where the PD's are evenly matched and the stations are playing similar music, I think the winning team is the one using Sebastian. His music research system gives us a barometer that measures the music we play, which is 100% more than some of the Burkhart-Abrams stations have. How we choose to use the research results depends on a lot of factors, but at least it's there so there's less guesswork involved."

New Musical Horizons

WYNF's music is not all hard-driving rockers. "We're not afraid to calm down," Hawras reported. "People's attitudes are

changing about new music: what was hip and what's not is evolving. It's easier for people to accept something like a Soft Cell or a Human League this year. I like to experiment with varied musical forms, to keep on top of them."

Hawras claimed that WYNF plays more new music than competing WQXM. "They play a lot of old music; the whole Abrams thinking has moved slightly away from new music. Oldies will get them 25-34 males, but there's the potential there to jeopardize your core audience and I think that's a vulnerability to their programming. WYNF targets 12-34 overall, with primary emphasis on 15-24 men and women. "25-34 women are impossible," he noted, "especially when there's a soft rocker in town, as there is here (WCKX, between WYNF and WQXM on the dial)."

Looking ahead, Hawras admitted, "We still have a lot of work to do. When we're at the point of playing the right records 95% of the time, we'll beat WQXM. I think they're making a lot of mistakes, and I'm here to capitalize on that. I think we can beat them in six months or less."

Hawras, is not, however, an Arbitron fan. "It's the worst thing that's ever happened to radio," he claimed. "We're not program-



ROCKIN' MEXICO WITH COLLINS — Columbia's Paul Collins' Beat visited Juarez, Mexico with KLAQ/El Paso staffers during a recent promotional stopover. Pictured (l-r) are group's Larry Whitman, stereo store manager, group's Paul Collins, KLAQ PD Arin Michaels, Columbia's Bob Conrad.

COLOR

A CAPITOL CONTEST: WCCC/Hartford's just started a major five-week promotion it calls "Capitolize on WCCC." Each day on each jock's shift, a Capitol artist and song is announced. When that song is later played, the seventh caller qualifies for the week's prize. Winners are picked at random from the qualified entrants, with other names remaining in the hopper for future prizes. There are five weeks of prizes: The first week's winner gets a record album a week for a year from the local Capitol Records shop; the second week's winner gets a weekend for two in the state capital, including hotel accommodations, food, a guided tour, concert tickets, and \$107 spending money; the third week's winner is entitled to an expenses-paid weekend in the nation's capital, including airfare, accommodations, and tickets to a concert by a Capitol act; the fourth's week's winner receives every record of every kind released by Capitol for a year; the fifth and final winner will be picked over Memorial Day weekend, when WCCC runs a Beatles BBC special showcasing 37 previously-unreleased Beatles songs. To commemorate the show, two winners will receive complete Beatles album and singles catalogues, plus other special Beatles memorabilia.

GOING TO BAT FOR OZZY: WZXR/Memphis went out of its way to make its Ozzy Osbourne concert kits something special when the Jet/CBS artist came to town for a show. 20 winners in the phone-in promotion received an Ozzy baseball cap, T-shirt, tour book, diary, album, live picture disc, concert tickets, and a real bat — that is, a Louisville slugger with Ozzy's logo burned into the wood!

GO-GO TO HAWAII: Bob Zimmerman Promotions has set up a special travel promotion with several AOR's, including KROQ/

Pasadena, KLOL/Houston, and KRKN/Anchorage. These stations are offering listeners a reduced-price travel package for a week's stay in Hawaii, which includes tickets to a Hawaiian concert with IRS/A&M's Go-Go's.

LEATHER & LACE LOOKALIKES: WROQ/Charlotte pacted with Modern for a Stevie Nicks lookalike contest. 34 contestants competed for the grand prize, gift certificates to leather and lingerie boutiques, plus dinners for two, and Nicks albums and T-shirts.

RIGHT THE FIRST TIME: I95/Bridgeport, in conjunction with Elektra and the Gamma album, held a "Right The First Time" on-air dating contest, with listeners submitting pertinent personal information. Two winners were picked for a night on the town date including limo service, dinner and a show.

UP AGAINST THE WALL: WYSP/Philadelphia obtained a pair of tickets to the world premiere of the Pink Floyd movie "The Wall," in England next month. The station is registering listeners by phone and mail in a random drawing for the tickets, along with airfare and accommodations. Runners-up receive a year's worth of tickets to concerts produced by the Electric Factory, or rock tour jackets.

Coming Next Week: We present our annual Hot Numbers telephone list of the National AOR representatives from all major (and many smaller) record labels. If you need better service, want to set up record-oriented promotions, or just need to know how to reach some VIP's, get set to clip out and save next week's listing.

ming radio for radio's sake, or what it can do for the community or to be creative. We're programming for Arbitron. That's a major mistake on radio's part. We've created a monster and it's really our fault. I like the trend of companies dropping Arbitron, because they could use some competition. I'd love to see Nielsen reenter radio ratings; I think their TV image would give them an easier 'in' than Birch. Birch's problem is that people can't sell it. They don't appear to have anyone working to gain agency acceptance of their system."

One factor that already has an important effect on both WQXM and WYNF, and will undoubtedly continue to do so, is local CHR competition WRBQ, which was market-dominant with a 10.3 for the winter book. More importantly, in traditional AOR men 18-34 demos, WRBQ scored a 21.3, higher than either AOR station. Hawras suggested, "A lot of those are 25+ numbers, since in 18-24 men we beat them. They're certainly close, though, and we do monitor them." Stevens echoed those thoughts, adding, "It indicates that, in this market, there's no place for any one demographic to call home. Many of the contemporaries have recently changed formats, and a large segment of the available audience is left floating around from station to station. We stay pretty consistent, but everyone around us is trying something new every week."

Tampa's a hot competitive market, one which will keep its two AOR PD's and their staffs on their toes as they seek the allegiances of those floating listeners. We'll check back with both stations in upcoming months.

UPDATE

Add M105/Cleveland to the list of stations trying the "Five In A Row Or \$5000" promotion. To date, two listeners have caught the station in slip-ups . . . KISS/San Antonio just held "KISSworld," a weekend-long lifestyle fair six months in the planning. Over 250,000 locals attended . . . KSRR/Houston awarded a Honda 650 Nighthawk to a listener in a random drawing from mail-in registrations . . . KGGO/Des Moines grabbed a market-dominant 18.0 in the latest Birch results . . . Congratulations to WPYX MD Ron Nenni and new bride Carol, who are honeymooning this week in Hawaii . . . WDEK/DeKalb and its sister AM station raised \$14,000 in an 11-hour radiothon for charity . . . KZAP/Sacramento just released its first hometown talent album, pressing an initial 5000 copies for sale at \$2.98 each, with proceeds going to Mothers Against Drunk Drivers . . . WRXL/Richmond produced its own concert of local rock talent, offering free admission to all WRXL "Air Force" cardholders . . . WCOZ/Boston has announced a new weekly show called "Party Out of Bounds." Each Sunday at midnight Cindy Bailen plays tapes from local rockers and recording artists like XTC and Graham Parker . . . KPKE/Denver is looking for an experienced, tight AOR night jock. Send tapes to PD Alan Baxter, 8975 E. Kenyon, Denver, CO 80237.

CONCERTS & CONVERSATIONS

PRESENTATIONS: WEZX/Scranton presented Jimmy Hall for \$2.07 . . . KVRE/Santa Rosa presented Russell Smith, Levon Helm for \$1.01.
BROADCASTS: Girlschool on KGON/Portland.
CONVERSATIONS: Angel City on KZEL/Eugene, KRKN/Anchorage . . . Aldo Nova, Sammy Hagar on WJMQ/Rochester . . . Journey, Greg Kihn, Bryan Adams on CITH-FM/Winnipeg . . . Karla Bonoff, Russell Smith on KTCL/Ft. Collins . . . Russell Smith on KVRE/Santa Rosa . . . Frank Zappa, 20/20, Angel City, Mike Oldfield, John Hiatt on KROQ/Pasadena . . . Jimmy Hall on WEZX/Scranton . . . John Cougar on WIOT/Toledo . . . Cheap Trick, Billy Vera on WNEW-FM/New York . . . Sammy Hagar on WZZO/Albion . . . Flestones on WDHA/North Jersey . . . Le Roux, McGuffey Lane on WBWB/Bloomington . . . Chubby Checker on WLUP/Chicago . . . John Cougar on WMMS/Cleveland.

The Music Section

AOR's Most Accurate
Music Information
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Adult/ Contemporary



JEFF GREEN

Success Through Triangular Management

Continuing R&R's look at consultants, this week we present some very constructive ideas from John Lund, President of the Lund Consultants To Broadcast Management, Inc. John, whose experience encompasses 21 years of programming and management at KHOW/Denver, WISN/Milwaukee, WNEW and WNBC/New York, has designed a consulting firm which specializes in more than fixing programming problems. His company also offers guidance to generating higher station profits, through what he calls better "triangular management."

John explained the principles of triangular management, and how radio stations can grow through its applications.

What Is Triangular Management?

We see a successful radio station as one run from a triangular management point of view. This term refers to the three management areas: ratings (program manager), revenue (sales manager), and profit (general manager). The point is that these managers must work effectively together to successfully operate a radio property.



John Lund

In simple terms, imagine a three-legged stool, with each leg representing one of these managers. When one leg is shortened or taken away, the result is instability. Functioning together, these managers present a well-balanced, communicating, effective team.

Management Versatility

Fundamentally, each manager should be a highly-trained specialist. However, these individuals need a very clear understanding of each other's responsibilities, duties, and goals.

For example, the sales manager should really know about programming, and never be kept in the dark. He should attend all programming meetings. Some sales managers actually believe that listeners love commercials!

Conversely, the program manager must understand sales. We highly encourage them to sit in on sales meetings, and go with a sales person on at least a couple of visits per week. More on the advantages of that later.

Finally, the general manager benefits from truly understanding both sides. In this way, he can better gauge the differences,

and correctly "referee" sales and programming while managing the station.

The Fight Of The Week

Why did I say "referee?" As a program manager for 20 years and a sales rep for five, I really understand what I call the "Fight Of The Week." On one side you have the programmer: high ideals, low commercial load, maximum music count, minimum sales promotion involvement. On the other side is the sales manager, who is essentially out to make money under almost any circumstances.

The typical fight begins when the sales manager announces to the program manager that a retail client has dictated a mediocre sales promotion for the station, which must run or megabucks would be lost. The program manager thinks the sales manager is "out to get him" and responds, "I will not cooperate. This is ridiculous." The decision finally comes down to the GM, who must judge between the purist, idealistic principles of the program manager, and more money from the sales department. In my estimation, that is the easiest call for a "blind" general manager to make. He goes for the money.

By "blind" I mean this: The GM may not understand the implications of his decisions, if he doesn't have a firm grasp of programming. He needs to know the effects of increased commercial loads, true promotional values, etc.

At the same time, if the program manager doesn't fully recognize these factors himself, nor the overall station sales purposes and goals, he's simply pitted himself and his personal beliefs against hard cash. In a realistic business world, he'll rarely win.

To successfully refute that sales manager, the program manager needs to assemble hard evidence. He can only win if he argues that "if we run this sales promotion, adding another three units per hour, we could lose 15% of our Time Spent Listening, which based on our present come, would lower our average-quarter-hour

Listeners Eat Up Promotion All The WAAY

50,000 WATTS
WAAY
1550
GOLDEN
NUGGET BAR

Proving its "bite" is really better than its bark, WAAY/Huntsville, in conjunction with a local record store, sold customized "Goo Goo Cluster" candy bars to raise money for area YMCA's. Each wrapper also featured \$1 discount coupons for record purchasers. Over \$1000 was gathered for the project.

So what does this delicious candy bar look like? We'd show you, but . . . we ate it!

share a full point, translating to X number of dollars lost in the long run." The program manager must understand all of these variables. I myself have gone through countless rounds of such fights, claiming that certain promotions were bad for the station image or interfered with my concept of "pure programming." I eventually realized that I didn't have a very good grasp of sales. Bear in mind that general managers don't just want the programmer to deliver ratings — they want bottom-line profit. Therefore, the program manager and air staff need to better understand what sales is all about.

Closing The Cooperation Gap

Here are two examples, one national and one local, of how the program manager, through knowing sales, can work better with the sales manager to accommodate the GM, without sacrificing his creative integrity:

First, let's say McDonald's approaches a station to renew its \$40,000 ad budget. However, to get it the program manager must run the "Contents Of The Big Mac Contest," in which listeners are asked to scream in ten seconds or less the twelve ingredients of a Big Mac. The sales manager says to the programmer, "We're running it — like it or not." The prize is a free Big Mac, so the idea is putting a listener on the air for 60 seconds to give away a prize worth 99 cents. The programmer says, "Oh, my God, I got killed again," and goes to sulk with the DJ's, bringing down station morale. The contest runs anyway, and probably doesn't affect the ratings, but the morale has been destroyed, and the cooperation gap between programming and sales is widened.

The smart program manager, who is grounded in sales, realizes that not all sales promotions are set in stone. Rather than sulking, the resourceful programmer goes back to the sales manager and says, "Hey, that's a really interesting contest. I'd like to pursue this more. When can I get together with you and the client (or agency) and talk about this? I've got some ideas to make it even better!"

Notice the program manager is not saying, "I hate it and I'm going to try to talk him out of it." Suddenly, the sales manager is saying to himself, "Wow — this guy's on my side! He wants to get more business out of this — I can't believe it."

The programmer then meets with the client, and you know what that client really wanted? Just 12 mentions a day — that's all. So instead of running a poor-sounding promotion, the program manager comes up with a prize of 100 Big Macs for the winner and his 99 closest friends. Now the prize is so unusual and extravagant, the station gets TV/newspaper coverage, and the promotion becomes large-scale. The local

agency says, "This is great," and takes away budget from other stations to apply to this new contest. The agency also gets a gold star from the national office, the programmer gets his way, and the sales manager and GM are happy.

The second example, a local idea, gets back to the point about the PD making sales calls with the sales people:

A furniture dealer wants to move recliners, sofas, etc. The program manager, envisioning an uncreative, bulky ad schedule, offers one of his DJ's to sit in a Lazy-Boy rocker down at the client's store, and via live remote, rock his way to a new Guinness record. The client fantasizes hordes of listeners swarming to his store, ready to purchase marked-up merchandise. Suddenly, he doesn't care about spots. Money becomes no object — he wants that promotion! Then the sales manager, who is also a sharp marketing person, encourages the client to run newspaper ads and TV spots mentioning the event, call letters, and DJ. Now we have the program and sales managers working together, selling competitive media to promote themselves. This is the genius of radio and smart marketing in action.

In summary, the sales and general managers need to be sensitive to the programmer's need for good programming. However, the program manager should be committed to get more money for the station, not just ratings. Not enough programmers think in these marketing terms. Nine times out of ten, if these three managers all operate in terms of sales, promotions, programming, and profit, and remain creatively openminded, they can develop very useful solutions to any management challenge.

For The Record

In a recent column (R&R 4-2), three radio stations within the Salt Lake ADI, but outside the Arbitron metro, were listed as having a 0.0 12+ share in the fall 1981 Salt Lake Metro ratings. To more accurately represent the facts, the following should be noted:

KRLZ was inadvertently listed as KLZR, and is a new station without a ratings track record. Also, KEYY and KDOT are both licensed to Provo, and are not specifically targeting the Salt Lake metro.

The Music Section

AIC's Most Accurate
Music Information

Begins on Page 54



HELLO AGAIN — Columbia's Neil Diamond (left) stops by to greet WSB/Atlanta Music Director Greg Picciano (right) during a recent visit. Introducing the two is (center) CBS rep John Fagot.

AMERICAN
IS HOOKED ON
BIG BANDS

an album by *The*
Frank Barber
Orchestra

VIC-702



featuring
the medleys of
GLEN MILLER
DUKE ELLINGTON
ARTIE SHAW
DORSEY BROTHERS
LOUIS ARMSTRONG
BENNY GOODMAN



VICTORY RECORDS/a division of Sugarhill Records Ltd.
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Country



CAROLYN PARKS

Country Closeup

KENR/Houston PD Jason Williams is interested in hearing from anyone with fresh ideas and/or intriguing guests for the station's pioneering "Radio Magazine Of The Air" format. Still in the infant stage, this short-segment form of programming utilizes both features and music in its approach.

WJCK/Rensselaer, IN PD B.J. Odom would like to institute an album show but is in need of album service from all labels. Call B.J. at (219) 866-4104.

WTWR/Detroit will soon become **WCXI-FM** when the station switches from CHR to Country in a few weeks (R&R 4-30). The FM, which will take a more contemporary approach than its AM sister station is in need of appropriate album service. Please contact **WCXI MD Mark Thomas**, Box 1130, Detroit, MI 48235.

Movement

Bill Mayne upped to Operations Director at **KVET & KASE/Austin**. . . **Lee Logan** joins **WUSN/Chicago** as PD from

KFMK/Houston, replacing **Dan Walker**, who steps down to devote full-time to his airshift. . . **WAJR/Morgantown's Carl Becker** promoted to Operations Director for **WAJR & WVAQ**. . . **Pamela Fox** named Promotion Director at **KOMA/Oklahoma City** from PD at **KWCO & KXXX/Chickasha, OK**. . . **Frank Asbury** promoted to MD for **KNIX AM & FM/Phoenix**. . . **Mike Brady**, formerly of **KBBC/Phoenix**, joins



Bill Mayne

KSON/San Diego as MD and afternoon drive jock. . . New MD at **KUUY/Cheyenne** is **Jennifer Wilde**. . . **Bob Dale**, from **KATK/Carlsbad, NM**, replaces **Joe Thomas** as MD at **KBUF/Garden City, KS**. . . **KCWM/Victoria, TX's** new MD is **Chris Robbins**, formerly of **KWMT/Ft. Dodge, IA**. . . **John Connor** joins **WJCW/Johnson City, TN** as MD from **WIDD/Elizabethton, TN**. . . **Dan Gresham** moves to **KLVI/Beaumont** as producer and host of the station's new sports show, "Sportsline 56". . . New evening personality at **WHK/Cleveland** is **Kris Taylor** from **WHLO/Akron**. . . **WQYK/Tampa** names **Joe Hager** as all-nighter, while **Allan Brady** is upped to the 7-midnight slot. . . **Mike Stone** leaves **KWJJ/Portland** to do play-by-play sportscasting and is replaced by **Eddie Ray Bailey** in the 6-10am shift. . . Two new staffers at **WHBF/Rock Island**, as **Steve Montgomery** takes over the all-night position and **John Christopher** pulls down the 6pm-midnight shift. . . **Anna Hansen** replaces **Byron Ray** in the afternoon drive shift at **KKAL/Arroyo Grande**. **Byron** remains as an off-the-air PD. . . **Ron Christian** rejoins **KBBQ/Ventura** for 1-5pm. . . Former **KIKF-FM/Orange, CA** PD **Steve Thomas** joins **KHJ/Los Angeles** for part-time. . . **KSAN/San Francisco** adds **Myles Cameron** for weekends and fill-ins. . . **WHYL/Carlisle** goes into 24-hour operation and acquires the overnight services of **Joe Ricci**.

Academy Winners Announced



For those of you who missed the 17th annual **Academy of Country Music "Hat"** awards (broadcast live April 29), it should come as no surprise that **Alabama** remains the hottest group in country, picking up honors for Best Vocal Group, Entertainer Of The Year, and Album Of The Year ("Feels So Right"). During the brief time the foursome was not on stage (!), **Merle Haggard** and **Barbara Mandrell** were named Best Male and Female Vocalists, and **Ricky Skaggs** (confirming your faith in him!), and **Juice Newton** walked away as Best New Male and Female Vocalists, "Elvira" was voted Best Single Record, and "You're The Reason God Made Oklahoma" copped the Song Of The Year award.

Top Vocal Duo was **David Frizzell & Shelly West**, which turned out to be the second big event in Shelly's life last week, since she had just given birth to her first child earlier in the week. In fact, cohost **Dottie West** got her first glimpse of her new granddaughter via video tape on the program.

For me, the highlight of the program was seeing **Rex Allen Sr., & Jr.** singing a tribute to "The Last Of The Silver Screen Cowboys," complete with film clips from those memorable days when the only thing a cowboy ever kissed was his horse! And, as long as we're giving out awards, I'd like to nominate **Charo** as "Most Unusual Presenter Ever Seen On A Country Awards Show." Our sincere congratulations to all the ACM winners!

Programming Highlights Spring Season

With the coming of spring (and the accompanying seasonal ratings) many stations are looking to special forms of programming to "freshen up" their sound or image, as evidenced by the following:

- **KZLA/Los Angeles** is running a featured artist series every Saturday afternoon, each week spotlighting a different popular artist's hit tunes.

- **KIKK-FM/Houston** programs total music evenings, beginning at 8pm Saturdays and 7pm Sundays, with no commercial interruptions.

- **KFDI/Wichita** instituted a "Fire Call" series, airing for five minutes every Sunday night, during which fire department officials discuss various methods of prevention and fighting fires in the home as well as related topics.

- **WGNA/Albany** salutes a different local country act each week on its "North-east Country Salute" feature. These mini-profiles are followed by a phone number, encouraging interested parties to get in touch with that week's spotlighted artist(s).

- **WILQ/Williamsport** features two albums each Wednesday night, selecting some of the best cuts from a current and a brand new album to give listeners a chance to hear before they buy. The station would appreciate two copies of each album from labels wishing to participate.

- **WNYS/Rochester** debuted a new bluegrass show on March 21 and is in need of product service. Send to 360 East Ave., Rochester, NY 14604.

- **WGVM/Greenville's "Music Preview"** every hour features two brand new songs.

- **WNRS/Ann Arbor** broadcasts a one-hour weeknight program entitled "Country Star Showcase," featuring a top country artist or group each night. The station requests not only album product but also advance information and bios to incorporate into the program.

- **WHYL/Carlisle, PA** highlights bluegrass and "old-time" country every Sunday night from 9pm-midnight and is holding a bluegrass festival to coincide with the new programming.

- **WBET & WCAV/Brockton**, an Adult Contemporary combo, have begun programming a country block and are in need of appropriate product. Send to **Bill Hess**, PD, 60 Main St., Brockton, MA 02403.

Sports & Networks

- **WMAQ/Chicago** is the official outlet for the 1982 White Sox regular season games, with a play-by-play team consisting of **Don Drysdale**, **Ken Harrelson**, **Joe McConnell**, and **Early Wynn**.

- **WPOC/Baltimore** broadcasts "The Orioles Scrapbook" each weekday at 7:15am and 6:40pm. Producer and host **Ted Patterson** also cover the Orioles' games for the station. **WPOC** also has exclusive area coverage of all the **NASCAR Grand National Auto Race** broadcasts.

- **WWWE/Cleveland** began its tenth year as the flagship station for the **Cleveland Indians Radio Network**, which now includes 33 stations in Ohio, Pennsylvania, and New York. In addition to broadcasting all the Indians' games, the station will also air related programming segments "View From The Top," "Clubhouse Confidential," "Dugout Interviews," and "Tenth Inning" preceding and following the games.

- **WCXI/Detroit** has been awarded the exclusive broadcast rights to the first **Detroit Grand Prix**, June 4-6.

- **KLAC/Los Angeles** joins the **ABC Direction Radio Network**.

- **KCCY/Pueblo** and **WVOJ/Jacksonville** became **CBS Radio Network** affiliates recently.

AOC Sparks Response

Our April 2 article on Album-Oriented Country formats has elicited some interesting response from various programmers around the country who are currently programming album cuts into their formats to varying degrees. The following letters are indicative of the numerous ways this can be done:

Dear R&R:

Interesting to note the ideas and playlist ideas of the three programmers who are using more album cuts these days. We've been doing it for about two years here in the Panhandle, and having quite a bit of success.

Back during the mid-70's, when **Chuck Dunaway** was programming **KAFM** in Dallas and **KOKE-FM** was hitting the progressive country sound in Austin, there were plenty of folks who enjoyed the music of **Rusty Wier**, **Jerry Jeff Walker**, **David Allan Coe**, and the like. Most of these listeners, however, soon made their choice to rock and roll or stay with "Mainstream Country." These artists are still around, though, and we've found that their music is still a big draw for 25-49 men and women.

To be blunt, if you don't dance in the Panhandle, you're left out of virtually the only nightlife in the area. Most counties are dry, meaning just plain bars or clubs are hard to find. This means BYOB joints and private parties are about it. And the radio music is what they're listening to.

Take for example this music sweep:

"Got Lucky Last Night" **Jerry Jeff Walker**

"Big Balls In Cowtown" **Bob Wills**

"Cryin' My Heart Out" **Ricky Skaggs**

"My Favorite Memory" **Merle Haggard**

"Personally" **Karla Bonoff**

Naturally, there is a spot set in there as well. But the music itself is mixed so that there is enough new product there to keep our younger demographics happy, while at the same time giving older listeners music that they remember without rocking their socks off.

It's interesting to read **Ted Sohler's** statement that **Melissa Manchester** and **Nell Diamond**-type songs have been dropped. We found that if you get too far away from country, you're going to drive listeners away as well.

I think that in Country (more than in other formats) it helps to have an area native doing your music rather than keeping such a close eye on the charts.

Stations new to Country formats are sometimes bogging themselves down in too much research, when a simple trip to the local parties and honky-tonks can be a much more successful tool. If you're playing **Dolly's** new song every two hours because it shows well on national charts, but not noticing the dance floors are full when "So Round, So Firm, So Fully-Packed" by **Ricky Skaggs** gets played, then you're hurting yourself. And putting those listeners to sleep with "Through The Years" by **Kenny Rogers** is going to gain you a lot less in listenership than playing "Saturday Night" by the **Eagles**. Same tempo—but different appeal.

What works for us here may not work everywhere. But so far it has meant 60 and 70 shares for us. Our format probably would not show up at all in Detroit or New Orleans. But I think most programmers are missing a good bet if albums aren't investigated a bit more closely. The good product is there. We need to use it.

I'm always happy to trade ideas. Let me know.

J. Craig Glessecko
President and Operations Manager
KLSR/Memphis, TX

Continued on Page 33

The Music Section

Country Radio's Most Accurate
Music Information

Begins on Page 50

Play It. Don't Think About It!

WBGW-FM
WCAW
WOKQ
WPOR-AM/FM
WNYR
WYKR
WWVA
WPLO
KOKE-AM/FM
WBEU
KLVI
KXYL
WSOC-FM
KHEY
WFNC
WESC-AM/FM
KIKK-FM
WQIK-FM
WWOD
WMC-AM
WMPS
WOKK
WKSJ-FM
WLWI-FM
WNOE-AM
KKYX
KRMD-AM/FM
KWKH
WQYK-FM
WCMS-FM
WIRK-FM
WMAQ
WSAI-AM/FM



WHK
WWW-FM
WAXX
KFGO
WKMF
KWMT
WKKQ-AM/FM
WFMS-FM
WITL-FM
WTSO
KEBC-FM
WXCL
KTTS-AM/FM
WIL-AM/FM
KFH
KVOO
KFDI-AM/FM
KKAL
KUZZ
KGEM
KLZ
KEED
KMAK
KRWQ-FM
KLAC
KNIX-FM
KRSY
KRAK
KSOP-FM
KCBQ-AM
KEEN
KMPS-AM/FM
KGA
KBBQ

The Osmond Brothers "I Think About Your Lovin'"

"This record will definitely establish the Osmonds as a country group."
LEN ANTHONY/WPLO, Atlanta

"The Osmonds have come out of the stereotyped mold to find themselves a new image in country music."
BRADY MCGRAW/WQQT, Savannah

"Great production! Great phones! They've musically matured."
RHUBARB JONES/WLWI, Montgomery

"You've grown up listening to the Osmonds. They've proven themselves all along, and now they have a very current sound. A great programmable record."
VAN MACK/WOKK, Meridian, Miss.

"Pulls super phones! Uptempo, bright sound."
J.D. CANNON/WFMS, Indianapolis

"...Pulls immediate phones... should not be overlooked! It is country."
BILL JONES/WKSJ, Mobile

"A very effective record early, got a fast response. All the ranch hands like it."
JIM STRICKLAN/KBRQ, Denver

"My first reaction to an Osmonds country record was to pass. My second reaction was to listen anyway. Third reaction was sounds like a hit, it's an add."
BILL BRADLEY/KLZ, Denver

"As good as any summertime record I'm playing right now. It will be a hit."
KRIS CARPENTER/KDJW, Amarillo

"It is country. We are getting excellent reactions."
RICK STEWART/KRAK, Sacramento

"Before I heard the record, I figured it would be one bad apple. But I listened and it was puppy love and an add at SAI."
JOHN MARKS/WSAI, Cincinnati

"One of the most refreshing sounds today in country music. One of my most requested records."
RON SCOTT/WJMR, Ridgeland, S.C.

"Hopefully, more programmers will abandon their preconceived notions of the Osmonds and give this just one listen; it's as country as the Kendalls with impressive harmonies straight from gospel. Great summertime listening."
MARK ROBERTSON/WBEU, Beaufort, S.C.

"An infectuous record."
ALAN FURST/WEEP, Pittsburgh

"Great record!! Perfect for our target audience. P.S. What's Marie's phone number???"
DENE HALLAM/WHN, New York

"Only thing better than this record is winning the daily double."
CHARLIE COOK/KHJ, Los Angeles

"The Osmonds are country in a big way."
JAY PHILLIPS/WMAQ, Chicago

"Number one phones since the day it went on. What more can I say??"
LES ACREE/WMC, Memphis

"The freshest sounding record on my stations."
JOEL RAAB/WHK, Cleveland

"Who?? Didn't they do Rocky Somethin'? Naw. The record's a hit or I wouldn't be playing it."
JOE LADD/KIKK, Houston

"When I saw OSMONDS on the label, I didn't want to listen, but when I did, I couldn't wait to play it."
STEPHANIE PFLUMM/WDAF, Kansas City



Country Pictures



CRUISING TO JAMAICA — KHAK/Cedar Rapids' mid-morning personality Liz Cavanaugh recently came up with a promotion guaranteed to cure the winter doldrums... a cruise to Jamaica... and it only cost \$16 per person! Of course, it was to Jamaica, Iowa (population 275), and the "cruise" was via bus rather than boat, but the folks in the above picture certainly seemed to enjoy the flowered leis, happy hour, pig roast, and dancing to the best one-man band in the area during their Jamaican holiday.



A WHEELING BREAKFAST — Some 8900 listeners were treated to a free breakfast when WWVA/Wheeling staff and management recently whipped up 17,500 pancakes, 872 pounds of sausage, 86 gallons of maple syrup, 100 gallons of orange juice, 200 gallons of milk, 125 gallons of coffee, and 250 pounds of margarine in preparation for their 6th annual "Free Breakfast" event. Morning man Bud Forte is pictured admonishing the hungry crowd to go easy on the seconds for fear the station's food bill would equal the national debt!



WILQ'S ON A SLIDE — When you broadcast from snow country, you try to find seasonal promotions that will make the winter slide by a little quicker, and WILQ/Williamsport certainly did that with its recent "WILQ-Day at the Eaglesmere Toboggan Slide." The event attracted 1700 tobogganers, and station staffers (back to front) Doug Herendeen, Paul Cavanaugh, Ted Bear, and the WILQ Rooster (that's as close as they could come to an eagle!) joined in the fun by broadcasting live during the 40mph ride.



THERE'S HOPE FOR WMAQ — When Bob Hope visited WMAQ/Chicago recently, he got more than a tour of the station, as nighttime personality Nancy Turner busses the obviously pleased and surprised entertainer following a guest DJ stint on her show.



RAZZY CONCERTS FOR 3WE — WWWE ("Country 11") staged its first concert since converting to Country last December by presenting Jerry Reed and Razy Bailey to its Cleveland audience. Pictured post-concert are (l-r) "Country 11" morning co-host Rick Marron (aka Orville the Janitor), other morning co-host Ron Maguire, Razy, afternoon personality Fig Newton, and MD/Operations Assistant Ray Marshall.



WINGING IT IN SALINAS — Debra Winger, one of the stars of the film "Cannery Row," is interviewed by KTOM/Salinas's Johnny Kansas following the world premiere of the motion picture, held in John Steinbeck's hometown.



SOMMERS "WEEKENDS" WITH CLARK — WFIL/Philadelphia morning personality Barbara Sommers visits backstage with Roy Clark following his appearance at the Valley Forge Music Fair during the station's "WFIL Weekend With Roy Clark."



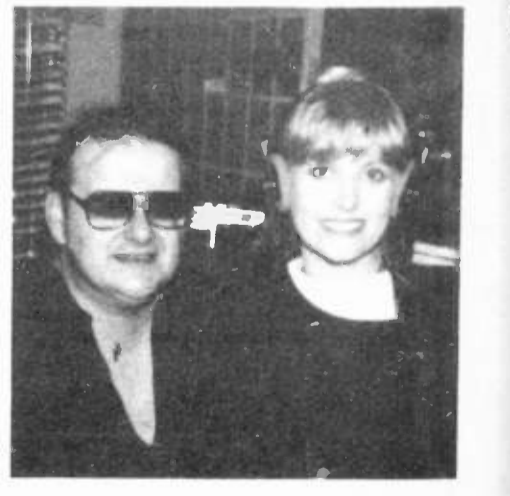
GATLINS GET KPLX WELCOME — During a recent Dallas appearance, Larry Gatlin and the Gatlin Brothers were welcomed by KPLX's Mac Daniels (far right) and two contest winners, who obviously enjoyed seeing the group in person.



LUBBOCK LUMINARIES — Several times a year KLLL/Lubbock sponsors a local talent show, the "KLLL West Texas Saturday Night Opry." Besides the local talent featured, the latest show also spotlighted station staffers (l-r) Jeff Hunter, Johnny Walker, Mike Corbin, and Buddy Howell as the "KLLL Gang," singing their versions of "Elvira" and "Bobbie Sue." Sure am sorry we missed that one!



THE HOBO AND THE DJ — Sammy Jackson's "Coffee With" segments on his morning show at KLAC/Los Angeles have become legendary... almost as legendary as his recent guest, Main Street recording artist (and Country's No. 1 hobo) Boxcar Willie.



SUE POWELL'S AROUND "LOVEABLE" LEE — "Loveable" Lee Lawrick, MD and air personality at WHBF/Rock Island, IL, is always looking for a pretty face to brighten up his program. He found one recently when RCA's Sue Powell stopped by for a visit and two-hour on-air chat.



PFEIFER PLAYS GRANNY'S: Capitol artist Diane Pfeifer recently opened for the Smothers Brothers at Granny's Dinner Playhouse in Dallas. After the performance Diane was surrounded by a group of male admirers, including (l-r) Capitol's Pat King, KLIF MD Danny McDuff, KPLX PD Bobby Kraig, KBOX personality Bobby Dark, and Pfeifer's manager Ted Hacker.



LET THEM EAT CAKE — Would you buy a cheesecake from this woman? Two Baltimore businessmen certainly wanted to, as they fought to outbid one another for the luscious chocolate cheesecake homemade by WPOC's MD Trish Hennessey. Actually, Trish doesn't usually sell her wares on her lunch hour... this was a special auction benefitting the March of Dimes, and Trish's goodie brought in one of the highest prices for items auctioned by media personalities.



THIS HONEYMOON WAS TAYLOR-MADE — KYNN/Omaha MD Chris Taylor and his new bride Monique celebrated their recent honeymoon in a big way by attending Roy Clark's Las Vegas opening. The newlyweds are pictured with Roy at a press conference held between shows.



DAVIES DROPS BY 'DOD — During a recent visit to Chattanooga, Gail Davies dropped by the WDOE studios, where she met with FM PD Charlie Champion (left) and AM Program Director Steve Chappell (right).

Inside Nashville



BIFF COLLIE

AIRLINES AD-LIBS: Charlie Daniels's current tour will take him 34,000 miles, playing 75 cities, including the Knoxville World's Fair on July 10... "The Styles Of Country Music" opened last week at the Country Music Hall of Fame and Museum, showcasing Cowboy, Honky-Tonk, Contemporary, Bluegrass, Western Swing, and Cajun categories of country. Mickey Gilley's original mechanical bull is part of that new exhibit... Gilley, pictured here with Lee Majors, made his



dramatic debut on Lee's ABC-TV series "The Fall Guy" recently... Jeannie Seely brought back her mini-skirt (Time magazine says they're coming back) to the Grand Ole Opry (really!)... Jim Ed Brown makes a rare appearance with the Little Rock Symphony May 21 to benefit the Arkansas Children's Hospital... Johnny Paycheck, perhaps the second-most controversial figure in today's country music, was a protege and front-man for the first-most publicized country star currently, George Jones... You're in trouble when your hometown cancels a "Homecoming Day" planned for you because of lack of interest!... Jim Ed Brown shot the pilot for "I-40 Paradise," a daily situation comedy for cable TV... NO, NO, NO! Grandpa Jones will not buy a new race car. His quail-huntin' buddy, racedriver Cale Yarbrough, will take care of those, Grandpa says... Shelly West and Allen Frizzell announced the birth of their 7 pound, 2 ounce daughter Tess Marie on April 27... Conway Twitty and the Gatlin Bros. are two of the principals in the purchase of Ambassador Travel, one of Nashville's largest travel firms... Remember Autry Inman? The controversial songwriter/record company executive had a severe heart attack and underwent extensive open heart surgery. At last word, Autry remained in serious condition... Joe Garagiola, Conway Twitty, and American League President Lee McPhail join the celebrities on the dais at the George Steinbrenner roast in Nashville May 13. Proceeds go to the Lions Cornea Processing Laboratory at Vanderbilt University in Nashville... Jerry Reed, currently recommitting himself to his recording career through a nationwide promotion tour, will also be seen as host of a two-hour TV special, "Texas and Tennessee—A Musical Affair." The special, distributed for syndication by Multimedia Program Productions, and traces the roots of country music, airs this month.

UPDATE: Ed Bruce's role in "Bret Maverick" ran out, as did the series. Though reports showed not an unhealthy ratings picture, it won't be renewed... Gerald Murray, recently deposed (or retired) manager of George Jones, was quoted as saying he saw too many similarities between his former client and the self-destructive spirit which plagued the life and career of Hank Williams...

Kenny Rogers, the Gatlin Bros. and comic Lonnie Shorr grossed \$357,435 in two shows in Richmond. Two nights later, in Knoxville, they grossed another \$200,000 (before the fair started)... P.S. George Jones missed his first date following his hospitalization. Harold Shedd, producer of Alabama, is building a plush new recording studio/office complex on Music Row (what's the matter with the Music Mill, where you've cut all the Alabama hits, Harold?)... While mixing the final master for pressing of his new record, Ronnie Milsap called WJRB/Nashville PD Don Keith and asked if he would mind playing the song on the air so Milsap and his engineer could see how the mix would sound on AM radio. That was its first time on the air... Amateur songwriters take note! The fifth annual Kentucky Fried Chicken Country Songwriting Contest is looking for your material. Once again Brenda Lee will record the winners' (two will be chosen) songs for a special 45, which will be distributed to Country sta-



tions nationwide. Brenda is shown here with one of last year's winners, Bill Price of Newark, OH, whose song "A Good Love Don't Come That Easy" she chose for her latest album. To enter, send a cassette of the song, along with a lyric sheet and a statement that the work is original to a local participating radio station or directly to KFC Country Music Songwriting Contest, P.O. Box 1014, Tinley Park, IL 60477. All entries must be postmarked by July 2.

INCARNATION: George Jones's recent arrests in Mississippi remind us of a number of country stars who've spent time behind bars: Johnny Paycheck did three years of an 18-year sentence for assault... Merle Haggard did hard time for burglary in San Quentin Prison... Johnny Rodriguez took the rap for his buddies and spent time in the county jail in Sabinal, TX, after they assumed ownership of a couple of goats to have a meal in the park... Johnny Cash did a number of "one-nighters" in local jails for doing pills and booze... David Allan Coe is a veteran of the Ohio State prison system... Freddy Fender spent three years in a Louisiana prison after a marijuana bust in 1960. Who else?

Know Billy Browder? or Bryan Stacey? He is now known as T.G. Sheppard.

AOC Sparks Response

Continued from Page 30

Dear R&R:

One of the things not mentioned in your AOC article is the fact that it is possible to easily use LP cuts heavily when you are mass appeal.

At both WMC (and WMAQ) we screened every album that comes in for possible cuts. If we're in a bind in finding good single product that meets our needs, we go to the well.

With local research we are able to play the cut as we would a single, and as it grows in acceptance, put it in its proper rotation, and then know when to back off. We are also about to squeeze in extra cuts from highly accepted artists between their singles.

This method solves several problems, especially when there's a bad run of single product, and when single product shipments are slowed down. Album play does not have to mean fringe artists or "off the wall" material.

Jay Phillips
Music Director
WMAQ/Chicago

Dear R&R:

I read with interest the R&R article on Album Country Formats. Our company, Sound Idea Productions, syndicates a 24-hour, album-based format for radio. We have had great success with it (for instance, at KYLO in the Davis/Sacramento, CA market... We feel many more stations will soon be successfully programming album country. As the country listener becomes more sophisticated there is a need for an expanded country format. The listener, the artists, and the radio stations all benefit.

Glenn Davidson
Vice President
Sound Idea Productions



Coors Country News

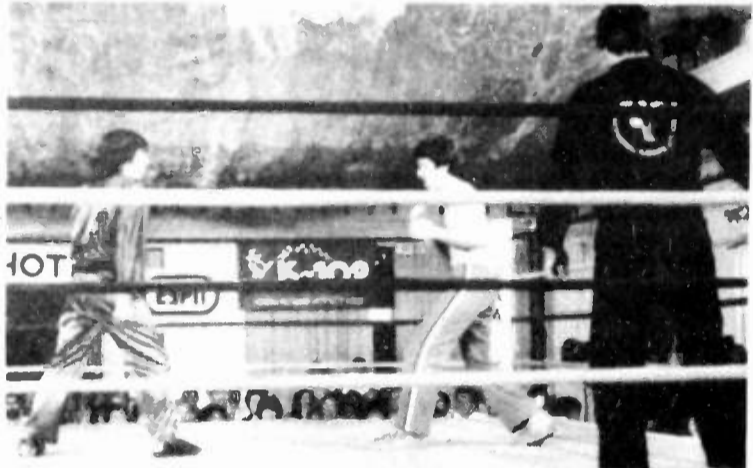
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OFFICE LOVE — Johnston/CBS recording artist Susan Lynch pulled double duty lately when she was recruited for some "Office Love" while visiting WMMR/Philadelphia in promotion of her album. Pictured (l-r) are station's Biff Kennady and John Bloodwell, Lynch, and WMMR's Pierre Robert.



ROCKY III — Actually, that's a karate ring, and WCKO/Miami midday air personality Geoff Allen (right), who mimed a karate fight for the cameras as he introduced a PKA Superfight for broadcast on ESPN.



EGG-CITING CONTEST — WGRQ/Bufalo invited listeners to send a raw Easter egg decorated rock & roll style to the station. The eggs had to arrive in the mail unbroken to qualify for the contest, judged by the morning team. The most creatively-decorated egg won its artist a \$1000 stereo system.



WAITRESSING ON TV — PolyGram/Ze's Waitresses wrote the theme song and appeared in the pilot for a new TV series called "Square Pegs." Also appearing in the pilot episode was KNAC/Long Beach jock Dick Sheppard, typecast as a DJ. Pictured (l-r) are group's Billy Ficca, Patty Donahue, Chris Butler and Dan Klayman, Sheppard, band members Mars Williams and Tracy Wormworth.

CALENDAR



BRAD MESSER

Little Spaceship Newsroom Revisited

Several times during the past year I've mentioned the construction and finally the use of a state-of-the-art "little spaceship" newsroom at my station, where carts have been replaced by remoted cassettes, cart labels outmoded by CRT screens, and the old reliable razor blade replaced by electronic editing. Great equipment in a carefully-planned physical setup.

It has often been said, however, that one should be careful about one's wishes. Now that mine finally has come true after 21 years in radio news, I find the pursuit of the dream may have been more fun than the realization.

I raise the subject because nearly all of us go through some or all of our careers secretly or openly complaining about the equipment. Now that I've miraculously broken through to the land of realized dreams I want to report back to you poor creatures who are still stuck with mundane problems like being out of cart labels.

Yes, having spectacular equipment in a great newroom is wonderful. But it ain't quite as hot as I thought it would be. Is anything ever?

When we have lightning, the computer loses its little mind and sits babbling to itself uselessly. If we hit a wrong key during a live newscast, we wipe out access to all the actualities we'd planned to use. The highly-vaunted super cassette machines we bought seem to be revealing some potentially-fatal circuitry and mechanical glitches, and the company that made 'em (Eumig) has gone belly-up.

That's an interim report from Paradise. Not as spectacular as the travel posters indicated. Enjoy your old-fashioned (reliable) carts and those outmoded (reliable) cart labels while they last. There are unforeseen perils over here in The Future.

Tom Lipton: Tea and Painted Pigs

MONDAY, MAY 10: Thomas Lipton (born this date 1850) was one of the first product promoters to effectively use advertising. When he was 26 he started a chain of shops in Scotland and promoted the first one by having painted pigs driven through the streets of Glasgow carrying the message "I'm Going To Lipton's." He also pioneered Before-and-After cartoons, showing scrawny-looking people entering his shop and well-fed healthy folks coming out. In three years Lipton was a millionaire. In ten years he had 300 shops. We know Lipton's name primarily because he purchased several tea (and coffee) plantations around the world and expanded into the American market.

Frederick Austerlitz is 83. We know him as Fred Astaire. Nancy Walker is 61. The real Johnny Appleseed, John Chapman, was born on this date in 1774.

Big Light Bounces Off Moon

TUESDAY, MAY 11: Some scientists beamed a powerful burst of laser light toward the moon twenty years ago this week, and successfully detected its reflection. The man who pushed the button in 1962, MIT Professor Louis Smullin, says, "Like a lot of things in science, we did it because it seemed like it was fun." Lasers now measure distances on Earth and in near-space with great accuracy, and can detect "moon wobble" and other tiny variations in distance.

Phil Silvers is 70. Others born on May 11 have included artist Salvador Dali, and composer Israel Baline, known by his adopted name Irving Berlin.

"Nice Girls "Didn't"

WEDNESDAY, MAY 12: Florence Nightingale was born in Florence, Italy on this date in 1820. When she got into nursing about a century ago it was a minor scandal; prostitutes often went into that line of work but "nice girls" didn't, says Nancy Perrin of the American Academy of Nursing. "She was quoted as saying the medical profession thought the only qualifications for nurses should be loyalty and obedience, and she felt those were fine attributes for a dog or horse, but a nurse should require something in addition to that, specifically education." Nightingale improved hospital and home medical care through education, and became known as "the mother of modern nursing."

Howard K. Smith is 68. Lawrence Peter "Yogi" Berra is 57. Burt Bacharach is 53. George Carlin is 45 and Steve Winwood hits 34.

Anything Good About Hailstorms?

THURSDAY, MAY 13: One of the world's rare killer hailstorms struck the Lubbock, TX, area on this date in 1930. Crops and small animals were beaten to death, and so was a farmer trying to run from his field to shelter. A couple of years ago a child was struck and killed by a hailstone in Colorado. The largest chunk of hail on record was about the size and weight of a 2-pound can of coffee. What's good about hail? "It provides moisture and melts slowly," says Nancy Knight of the University Ass'n. for Atmospheric Research. "Hail doesn't evaporate as fast as rain and doesn't run off and cause floods."

The world's oldest autonomous air force, the Royal Air Force of Great Britain, is 70 today.

Stevland "Stevie Wonder" was born 31 years ago today in Saginaw, MI. Beatrice Arthur is 56.

Human Body Temp Was To Be 100

FRIDAY, MAY 14: The man who invented the common household thermometer, Gabriel Fahrenheit, made a mistake we're still stuck with almost 300 years later. Michael Baum of the National Bureau of Standards says, "Fahrenheit originally intended 100 degrees to be the average human body temperature," but technology wasn't sufficient in the 1700's and "in later copies of the thermometer human body temperature turned out to be 98.6 instead of the hundred that was originally planned." Fahrenheit was born on this date in 1686, and invented the mercury thermometer when he was 28.

Tomorrow Eddy Arnold will be 64. Richard Avedon hits 59 and Trini Lopez will be 45. On Sunday Henry Fonda will be 77, and Billy Martin will be 54.

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Black Radio



WALT LOVE

ACTION

WANM PD Honored

• Program Director Joe Bullard of WANM/Tallahassee had his own day on the 16th of April 1982, as proclaimed by the Mayor. Mr. Bullard has been so active in the community that they decided to let him know just how much his positive actions have been appreciated by all. A committee was formed and the event planned. The main speaker of the night was Mayor James R. Ford, and when you read all of the things Joe Bullard has been involved in you'll certainly understand why he was honored.



Joe Bullard

Jackie Johnson, who has made her presence felt in the Pittsburgh market by taking over the 18-34 audience 2-6pm with an 11+ share. WAMO management thinks this duo is the only one of its kind in the country - I guess it is unless you include radio stations that have all-female staffs.

•Black Radio Exclusive (BRE) will be holding its annual conference in Los Angeles this week May 6-9 at the Hyatt Regency Hotel. "Positive Moves" is the theme of conference '82, which hopes to bring together radio and recording industry officials who have the mutual goal of solidifying and advancing the institution of Black radio. This year's keynote speaker will be the Reverend Jesse Jackson of PUSH.

•XHRM/San Diego has a familiar face around the control room once again. Program Director Duff Linsey informed us of the return of former PD Gary O'Neal to do the morning drive spot 6-10am. O'Neal was the first programmer to undertake the station's now successful Urban format.

•For record company promotion persons and local retailers in the Chicago area, WBMX/Chicago has announced a music line that can be called at any time to find out what's being played on their station. Program Director Lee Michaels says the information will be available early in the week. Tuesday is the day but sometimes you may be able to get the music playlist on Monday nights if all music decisions have been made for the week. The number is (312) 848-6328.

•KISS-FM(WRKS)/New York had a successful walk-a-thon in New York City with over 36,000 people registering to make the 30-kilometer walk. KISS-FM once again was the official radio station on "WalkAmerica '82." The March of Dimes has been putting on drives against birth defects for years, and it's good to know that broadcasters still get involved for worthwhile causes. The walk route was from Central Park through the streets of Manhattan down to Battery Park and back to the bandshell in Central Park.

•Maurice and Verdine White of ARC/Columbia Records' Earth, Wind &

AJC Honors Black Broadcaster

The American Jewish Committee has chosen James N. Wade, founder and President of Wade Telecommunications, Ltd. and Wade Broadcasting, Inc. to receive its Human Relations Award in recognition of his exceptional professional achievements and distinguished leadership in organizations serving educational, civic and humanitarian objectives.

Mr. Wade has built an impressive record of success in his public and corporate life, serving in key government positions including Secretary of Administration for Pennsylvania, aiding in many humanitarian causes, and running WSSJ/Camden, N.J. R&R congratulates Mr. Wade on being honored by the American Jewish Committee. The testimonial dinner-dance will be held June 9, 1982 at the Franklin Plaza Hotel in Philadelphia.



James N. Wade

RCA's Williams Honored As Achiever

Hilda Williams, Manager Black Music A&R Administration at RCA Records, was named "Black Achiever in Industry" by her company and honored in the 12th annual "National Salute To Black Achievers" recently held by the YMCA of Greater New York. The YMCA program annually recognizes and salutes outstanding career performances by minority persons in supervisory, managerial, or professional positions in business and industry.

Ms. Williams joined RCA in November, 1973 as an Executive Secretary. She went on to work in A&R, in R&B Promotion, Merchandising, and Special Markets. She was promoted to Coordinator/R&B Promotion & Merchandising in 1978. With the expansion of RCA's Black Music department in 1979, Hilda became Black Music Marketing Coordinator, working with Black artists and the Black Music Marketing staff. In May 1981, Ms. Williams was promoted to her current position. She is presently attending Hunter College/ NYC where she's working toward a degree in Mass Communications. Ms. Williams is listed in Who's Who Among Black Americans 1980-81.



Hilda Williams

Fire, helped raise over \$2000 as auctioneers at a celebrity auction in Los Angeles to benefit the Jenessee Center for Battered Women and Children. This event also celebrated the first anniversary of the Jenessee Center, which is supported by the National Black United Fund/Brotherhood Crusade, on which Maurice and Verdine serve as Board Members. Jenessee is



dedicated to helping battered women and their children build new lives for themselves. Located in the South Central L.A. area, the Center's services include a 24-hour hotline, individual and group counseling, and emergency shelter.

Donations ran the gamut from Playboy mogul Hugh Hefner's pipe to singer-actress Bette Midler's shoes from her "Divine Madness" film. Other donations included autographed items - frisbees from Kenny Rogers, an LP from Henry Mancini, and a script from Norman Lear. Pictured here is Verdine White signing an autograph for a fan at the Red Sea Restaurant where the auction took place.

•Program Director Robyn Holden of WOL/Washington, DC asked us to pass along some information about the station's forthcoming "Contemporary Adult Music Festival '82." The festival will be held in the month of July; Washington's famous Carter Barron Amphitheater with a seating capacity of 4000 will be the site of this event. Robyn has asked that if any music industry personnel are interested in showcasing an established or up-and-coming act, to please get in touch with her at WOL. All technical back-up for this event is being paid for by WOL.



•While speaking with Program Director J.C. Floyd of WAMO/Pittsburgh, he informed us of his unique drivetime personalities. WAMO is happy to announce that it has two female air personalities, one doing the 6-10am shift and another the 2-6pm air shows. The mornings are being held down by new addition Debbe Parker, formerly of WIGO/Atlanta and WTMP/Tampa Bay. Afternoons belong to



BACKSTAGE IN WASHINGTON WITH WEBB — WEBB/Baltimore air personality Randy Dennis went backstage to say hello to RCA recording artist Evelyn King at Washington's Warner Theatre. Also backstage were fellow RCA artists Wax, and the Four Tops' Levi Stubbs. Pictured (l-r) are WEBB's Dennis, Stubbs, Wax's Chan Clagget, King, and Bernie Melton and Joe Lattisaw of Wax, whose home base is Washington, DC.

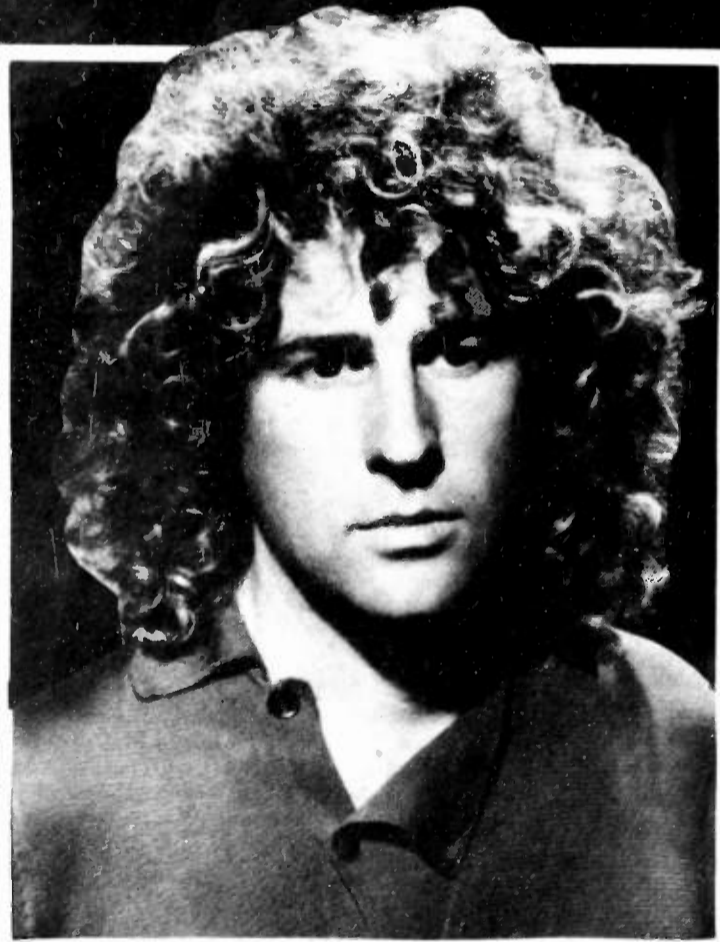
The Music Section

Black Radio's Most Accurate Music Information Begins on Page 52

Another Hearty Week For Hagar:

KEGL	WRVQ	95XIL
WGCL	WVIC	WGLF
KYYX	WJXQ	KILE
WPHD	KZ93	KSEL-FM
K104	KKXX	KFMZ
WKEE	KBBK	KENI
KSET-FM	KSKD	KSLY
BJ105	KHYT	KCBN
WOKI	WIGY	KOZE

SAMMY HAGAR



"Piece Of My Heart"

Produced by Keith Olson



GEFFEN RECORDS

Distributed by Warner Bros. Records

Ellis And Wright Honored



Chrysalis Co-Chairmen Terry Ellis and Chris Wright were the honorees at the annual T.J. Martell Memorial Dinner to support leukemia research. Pictured (l-r) are Ellis; Chrysalis artist Pat Benatar, who sang the National Anthem at the festivities; Chrysalis UK artist Leo Sayer, who did the same for the British anthem equivalent; and Wright.

Quincy Wins City Of Hope Award



Quincy Jones was proclaimed the recipient of the City of Hope's annual "Spirit Of Life Award" at a music industry dinner. Jones will be formally honored July 15 at the music industry's official night for City of Hope. Pictured at the announcement dinner are (l-r) Alfa President and general dinner Chairman Bob Fead, Jones, author Alex Haley, E/A Vice Chairman and President of Music Industry for City Of Hope Mal Posner, and Juhette Music VP Jay Lowy.

Polygram's "Junior" Partner



Mercury/Polygram artist Junior left his native Britain for an American promotional visit, and stopped by Polygram's New York headquarters. Pictured (l-r) are Polygram VP Eileen Garrish, unidentified, Polygram VP Tommy Young, company's Dan Young, Sr. VP's Jack Kiernan and Bill Haywood, Junior Giscoombe, Polygram President Guenter Hensler, label's Bill Cataldo (on floor), Sr. VP Chip Taylor, and label's Luther Terry.

Epic Celebrates With Skaggs



CBS Nashville held a party for Epic's Ricky Skaggs recently. Pictured (l-r) are CBS's Rich Schwan, manager Chip Peay, Skaggs, CBS VP Roy Wunsch, CBS's Jim Kemp, and CBS VP Joe Casey.

THE PICTURE PAGES

Sheena Visits Detroit



EMI America's Sheena Easton, preparing for her first American tour, was guest of honor at a reception in Detroit. Pictured (l-r) are the Capitol Group's Jack Reynolds, Ronnie Rogers of the Angott's chain, Easton, Handelman's Don Handelman, and EMI/Liberty VP Dick Williams.

Di Meola Renews Columbia Pact



Al Di Meola has been re-signed by Columbia. Pictured at the ceremony are (l-r seated) manager Philip Roberge and Di Meola; (l-r standing) attorney Peter Schukat, CBS Records Group Pres. Dick Asher, Columbia Sr. VP/GM Al Teller, and CBS's Gary Casson.

Lorber Lauded In New York



Arista's Jeff Lorber played the Bottom Line in New York, and met with Arista executives at the club's bar between sets. Pictured (l-r) are Arista's Rick Bisceglia, Lorber, Arista's Jeff Becker, label VP Mike Bone, and Lorber's sax player Kenny Gorelick.

Distracting The Warehouse



Johnny Koonce, lead singer of A&M's Johnny & the Distractions, visited Denver's Sound Warehouse recently. Pictured (l-r) are Koonce, chain's Terri Dugan, Branch Manager Gus White (front), RCA/A&M's Len Rokosz, chain's Gary Patton, and A&M's Dick Markle.

Rod Drains Canada Dry Of Platinum



WB's Rod Stewart is pictured expressing his glee at receiving Canadian double platinum, platinum, and gold awards for various albums and singles. Amused at Stewart's attempt to look Canadian are (left) WEA Executive VP Ross Reynolds and (right) WEA Canada's Roger Desjardins.

Allison Musician Lands



Jazz/blues singer/composer Mose Allison, whose songs have been covered by the Who and the Yardbirds among many others, has signed with Elektra/Musician Records. His first album for the label is due in late May. Pictured with Allison (right) is Elektra/Musician President Bruce Lundvall.

Mirus "Exercises Option" On Scandiff



Mirus Music has signed Jayney Scandiff, with an "Aerobic Lifestyle" exercise album due on the company's Our Gang Entertainment subsidiary. Pictured (l-r) are Mirus VP/GM Ron Iefornaro, Scandiff, and Mirus President Ron Schafer.

CBS Distributes Houston Connection



CBS Records has entered into a distribution agreement with the Houston Connection Recording Corp., headed by Harvey Lynch and Jim Stewart. Artist signings are forthcoming. Pictured (l-r top) are CBS VP Chip DeNigris, Houston Connection's Annie Leassear, Houston Connection Exec. VP Carolyn Jackson, and CBS's Jon Birge; (l-r) Houston Connection President Jim Stewart, Houston Connection Chairman Harvey Lynch, and CBS Sr. VP Cal Roberts.

Opportunities

Openings

EAST

Now Accepting T&R's for future air talent openings. New Facility. Highly rated AM & FM. Strong chain. Send To: PD, WKAZ/WQBE, Box 871, Charleston, WV 25323. EOE M/F (5-7)

WYNY (NBC/New York), #1 A/C FM station needs America's best morning drive news anchor/reporter. T&R: Pete Salent, 30 Rockefeller Plaza, New York, NY 10020. EOE M/F (5-7)

WCMF is looking for an experienced AOR morning news personality. T&R: Frank Holler, WCMF, 129 Leighton Ave., Rochester, NY 14609. EOE M/F (5-7)

Katz Broadcasting needs overnight announcer for WFTQ/Worcester, MA. Moving to new facility. T&R only: Cliff Blake WFTQ, 34 Mechanic St., Worcester, MA 01608. EOE M/F (5-7)

Copywriter. Writing and creative skills. Must be exceptional. Send resume and copy sample: Frank Mitchell, WOCB, Box 668, West Yarmouth, MA 02873. EOE M/F (5-7)

WSYR Radio. Promotion Director. To work with PD's of AM and FM in planning and executing on and off air promotion and advertising. Imagination, detail-oriented. Excellent facilities, environment. This is not a clock-watcher opportunity. Send background, salary requirement to: Hugh Barr, GM, 2 Clinton Square, Syracuse, NY 13202. EOE M/F (5-14) •

Openings

WLAD loses afternoon drive announcer to Houston. Immediate opening for A/C personality announcer who can ad lib. T&R: Drew Wilder, 198 Main St., Danbury, CT 06810. EOE M/F (5-7)

PD for A/C New England AM. Must have head on straight. (212) 675-6400. (5-7)

Adult easy listening seeking MOR morning announcer. Only station in major East coast resort. Immediate opening. Call Marilyn WGMD-FM (302) 856-9027 (5-7)

WYCR/York, PA seeks experienced AM drive-time jock. Good Production for CHR 50,000 watt FM. T&R: John Lawrence, Box 234, Henover, PA 17331. EOE M/F (5-7)

Experienced announcer for N.Y.C. resort A/C. Good production & copy. T&R to: Martin Secret, WSUL, 250 Broadway, Monticello, NY 12701. EOE M/F (5-7)

WMJY looking AM/PM/Night personalities. No rookies or drifters. Cassettes only to: Steve Christain, 156 Broadway, Long Branch, NJ 07740. No calls. EOE M/F (5-7)

WEIM/Fitchburg looking for future part-time/weekend announcers. T&R: Jack Raymond or Robbin Barron, Box 727, Fitchburg, MA 01420. EOE M/F (5-7)

Central New York's CHR looking for an upbeat friendly announcer with great production. T&R: Pat Collins, CO 102, Geneva, NY 14456. EOE M/F (5-7)

Experienced copywriter needed to become copy chief at NJ's #1 radio station, WCTC. 30 miles from NY. Call Jay Meyers, (201) 249-2600. EOE M/F (5-7)

Openings

WAPP/New York needs jocks. No beginners. Major market experience preferred. T&R to Frank Kelly, 173-15 Horace Harding Blvd., New York NY 11365. EOE M/F (4-30)

WDRG-AM/FM/Hartford looking to fill fulltime summer vacation shifts. June thru Sept. T&R: Charlie Parker, 869 Blue Hills Ave., Bloomfield, CT 06002. (4-30)

Accepting airchecks for future reference. New studios, TM package. Females encouraged to apply. No calls. T&R: Rod Grant, WHNT, Box 1539, Huntington, WV 25716. EOE M/F (4-30)

All night opening coming soon. WSFM/Harrisburg. Experienced A/C performers preferred. T&R: Bob Paiva, WSFM, Box 3433, Harrisburg, PA 17105. (4-30)

WHCN needs weekend announcer immediately. T&R to Dan Hayden, WHCN, 1039 Asylum Ave., Hartford, CT 06105. No calls please. EOE M/F (4-30)

WNBF/Binghamton updating file of available talent, & talent only! T&R to Tony Russell, Box 414, Binghamton, NY 13903. No calls. EOE M/F (4-30)

SOUTH

WNOC-AM needs midnight-5:30 DJ. All markets considered. T&R: Joe Petrick, 529 Bienville, New Orleans, LA 70130. EOE M/F (5-7)

Looking for a morning pro for A/C formatted FM. Experience = salary. T&R: Wally Sale, WCKX-FM, 51 S. Main, Clearwater, FL 33515. EOE M/F (5-7)

Immediate full and part-time openings. 3 yrs., experience in a rated market preferred. T&R: Scott K. Smith, KRBC, Box 178, Abilene, TX 79604. EOE M/F (5-7)

Openings

Adult communicator, natural delivery, excellent production skills, minimum 2 yrs. experience. 48 market. T&R: Kim Jones, WSJS, Box 3018, Winston-Salem, NC 27102. EOE M/F (5-7)

We're looking for the best production person in the country. If you're at home in the production studio, and can put together some of the hottest promos and enjoy using top-notch equipment while being paid good bucks to do this, rush you aircheck and production samples to Radio & Records, 1930 Century Park West, #330, Los Angeles, CA 90067.

Solid one to one communicator wanted for Gulf coast beautiful music. 3 yrs. experience required. T&R, salary requirements: Box 2212, Mobile, AL 36652.

Must locate pro DJ & PD. T&R: WVOT, Box 2528, Wilson, NC 27893. EOE M/F (5-7)

Central TX stations accepting applications for PD of AM/Contemporary and FM Country stations. Must be self-motivated, promotional-minded, well organized and able to supervise staff of 12 announcers. Send T&R to George Franz, KTEM/KPLE Radio, Box 1230, Temple, TX 76503 or (817) 773-5252. EOE (5-14) •

KSKU/Hutchinson, KN 100kw CHR is looking for part-time weekend on air help. T&R to Bob Walker, 1120 N. Halstead, Hutchinson, KN 67501. EOE M/F (4-30)


Marketplace



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1 Time	\$37.50
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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

Opportunities

Openings

Needed: PD and DJ for 24 hour A/C. Heavy emphasis on oldies. Send T&R: Tom Thies, KLOU, Box 1725, Lake Charles, LA 70602. EOE M/F (4-30)

Growing sunbelt company searching for midday announcer. Experience a must. T&R to Gary King, Box 496, Baton Rouge, LA 70821. EOE M/F (4-30)

KOZA is looking for an experienced MOR announcer. Strong personality and conversational approach. T&R: Woody Stevens, KOZA, Box 351, Odessa, TX 79760. EOE M/F (4-30)

Class "C" FM needs aggressive Country PD. Experience necessary. Top pay, medium college market. T&R: Manager, KXKZ, Box 430, Ruston, LA 71270. EOE M/F (4-30)

WKQQ-FM/Lexington 100,000 watt AOR accepting applications for Production Director position. T&R: Gary Dickson, Box 100, Lexington, KY 40590. (4-30)

Wanted now: Afternoon drive newscaster. T&R: Gary Mitchell, KBIU, Box 3306, Lake Charles, LA 70602. EOE M/F (4-30)

WSPA-AM total radio 95 Greenville/Spartanburg needs midday A/C personality. Production skills. Five-day week. Benefits! T&R: Larry Cook, Box 1717, Spartanburg, SC 29304. EOE M/F (4-30)

WKQQ-FM 100,000 watt AOR looking for part-time air talent. Must be able to commute. T&R: Gary Dickson, Box 100, Lexington, KY 40590. (4-30)

Move to the beach. PM and night shift. 100,000 watt A/C. T&R to Bruce Cotton, 211 N. 2nd St., Wilmington, NC 28401. EOE M/F (4-30)

Air personality with strong production skills. T&R: Tommy Oliver, One Radio Park, Jackson, TN 38301. EOE M/F (4-30)

Openings

WRVQ/Richmond, VA has rare part-time/vacation relief shift. Opening June 1st. T&R: Bill Thomas, Operations Director, Box 1394, Richmond, VA 23211. EOE M/F (4-30)

Southeastern 100,000 watt A/C has openings in all dayparts, plus new positions. If you are creative and self-motivated, we want you! Only pros need apply. Send tape, resume and salary requirements to Radio & Records, 1930 Century Park West, #331, Los Angeles, CA 90067. EOE M/F

Off air Production Director. Major market experience. Send T&R and 10 examples: Joe Conway, KCCW/KLLS, 8401 Datapoint Dr., Suite 900, San Antonio, TX 78229. EOE M/F (4-30)

MIDWEST

New 100kw FM seeks Chief Engineer. All new equipment, good pay. Small market in Northwest Oklahoma. On-air experience helpful. Reply to Radio & Records, 1930 Century Park West, #333, Los Angeles, CA 90067.

Major market A/C needs jox! Target audience 25-44. Must be able to relate in a friendly natural manner. T&R to Radio & Records, 1930 Century Park West, #335, Los Angeles, CA 90067.

Openings

PD who wants to be a GM. Understands small/medium market radio. Invest in your future. WMRN-AM-FM, Box 518, Marion, OH 43302. EOE M/F (6-7)

Thoroughly competent professional broadcast journalist wanted immediately to lead five person news department at one of Midwest's most respected AM/FM combos. Group owned by company with excellent business reputation and firm commitment to news. If you are our candidate you will enjoy excellent salary and live in medium market of 300,000+, where the cost of housing is low and quality of life is high. Start as Assignment Editor/anchor now and replace ND who leaves for new position July 2nd. Send resume, letter, writing samples, salary history and references to Radio & Records, 1930 Century Park West, #334, Los Angeles, CA 90067.

Adult communicator with programming/music experience needed for future openings. T&R to Keith Mason, WDNL/WVAN, 1501 N. Washington, Danville, IL 61832. EOE M/F (5-7)

Needed yesterday. Expanding chain seeks News Director. Life-style, one-to-one news. "Readers" need not apply. Target news 25-44. Should be self-starter. Send tape and resume to Radio & Records, 1930 Century Park West, #332, Los Angeles, CA 90067. EOE

Openings

PD's with air talent. Do I have your T&R in my file? Send to Peter McLane, Stoner Broadcasting System, Inc., 3900 N.E. Broadway, Des Moines, IA 50317. (5-7)



I'm looking for a career-minded, business-oriented announcer and newscaster who can fit in with America's first staff of Satellite announcers. Our people are self-starters who need to be told only once how the job is done. They respond to good pay, benefits, and security with consistent quality performance. If you think you're capable of performing coast to coast with our Chicago-based team of top-flight announcers and affiliates, contact me at America's first 24-hour satellite radio programmers: Robert Hall, Operations Manager, Satellite Music Network, Adult Contemporary Station, P.O. Box 977, Mokena, IL 60442 or call (312) 479-1717.

WDBQ-KIWI/Dubuque, IA wants a creative continuity/Production Director. T&R to: Chuck Bailey, Box 1280, Dubuque, IA 52001. EOE M/F (5-7)

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for more information.

Opportunities

Openings

Immediate opening for morning production pro in personality radio. T&R to: Kent Radcl, WFIN, 101 W. Sandusky, Findlay, OH 46840. EOE (5-7)

Strong personality for community oriented A/C station. Communicator for afternoon drive. Minimum two years commercial experience. T&R: Allen Strike, WTRC, Box 689, Elkhart, IN 46515. EOE M/F (4-30)

Parallel 1 CHR in Midwest looking for killer afternoon man: mature, fun and dynamic. Rush tape, resume and salary requirements to Radio & Records, 1930 Century Park West, #336, Los Angeles, CA 90067.

KDIO/Omaha now accepting tapes for possible future openings. A/C format. Rush T&R to Terry Mason, KOIO, 3000 Farnum, Omaha, NE 68131 or call (402) 345-1290. EOE M/F (4-30)

High energy AOR winner wanted for 99 WNOR/Norfolk, VA. Great beaches, great sun, great station. Send tape and resume to Jim Harper, Group PD, Josephson Radio Stations, 15001 Michigan Ave., Dearborn, MI 48126. (5-7) •

WEST

Riverside/San Bernardino adult CHR FM looking for natural sounding, mature announcers with team spirit. T&R: Steve O'Neil, KGGI, Box 1290, San Bernardino, CA 92402. EOE M/F (5-7)

KRKK is looking for a Production Director/midday personality. Minimum 2 yrs. experience. T&R: Rod Tucker, KRKK, Box 2128, Rock Springs, WY 82901. EOE M/F (5-7)

New Mexico CHR FM looking for conversational communicator. T&R: Don Chatham, KQNM, 401 E. Coal, Gallup, NM 87301. EOE M/F (5-7)

Utah FM seeks jocks. New, innovative ownership. T&R: Jeff Weber, Box 566, Richmond, UT 84333. EOE (5-7)

Chief Engineer needed for AM & FM in Casper, WY. Call Crv Koch, Stewart Broadcasting, (402) 475-4204. EOE (5-7)

Wanted: Enthusiastic sales people to meet challenge of a growing all-news radio station. Commission sales. Resumes to KGUY, Box 1270, Palm Desert, CA 92261 or (714) 348-1270. (4-30)

Promotion wizard wanted. We are ready to be amazed. With or without airshift. Send info to Gaylen Palmer, Box KEY, Provo, UT 84603. EOE M/F (4-30)

Small market Northern California AM-FM seeking PD/Operations Manager. Must have leadership and promotion development experience. Much opportunity. T&R: GM, Box 1010, Red Bluff, CA 96080. EOE M/F (4-30)

Colorado radio looking for good communicator. T&R: Greg Bennett, Box 117, Windsor, CO 80550. No calls please. EOE M/F (4-30)

Middeys in UT. If you're real good you can start tomorrow. T&R to Gaylen Palmer, Box KEY, Provo, UT 84603. EOE M/F (4-30)

Tapes and resumes requested for future openings. News/sports. Call Bob Brill, News Director, KYNO/Fresno. (209) 251-0505 9AM-11AM only. EOE M/F (4-23)

Afternoon drive KIX/Ft. Collins, CO. T&R to: Scot Aber, 1608 Riverside Drive, Ft. Collins, Co 80524. No calls please. EOE M/F (4-23)

Wanted: dynamite production talent for top Chico Adult Rocker. Females encouraged. T&R: Brent Farris, KNVR, Box 1167, Paradise, CA 95969 or call (916) 895-1197. EOE (4-23)

Tapes & resumes requested for future openings. Air personality for adult format. T&R to: Alan Richmond, KYNO-AM, Box 8029, Fresno, CA 93703 or call (209) 255-8383. EOE M/F (4-23)

Aggressive station seeking experienced announcer with production skills. Good bucks for right person. T&R to: Fantasy, 337 W. 12th Ave., Anchorage, AK 99501. EOE (4-23)

Positions Sought

PD of America's #1 college rocker available June 1st. 8 yrs. experience, seeking medium/major market, DJ or PD position. KEITH (814) 226-7112. (5-7)

Available NOW: Experienced AOR/CHR jock. Former Assistant PD & MD. Prefer West. Call BOBBY (806) 792-4830 or (806) 745-3129. (5-7)

Positions Sought

Morning specialist, 7 years experience, A/C, CHR, and telephone talk. Very conversational, opinionated, quick and good. Medium/major only. JOHNNY (419) 389-1550. (5-7)

Sportscaster with ambitious plans. Versatile, enthusiastic, experienced. DOUG (419) 824-2938. (5-7)

Air talent available. Hard working, ready to work at anytime. A.A./Media Technology. Currently employed part-time. Looking for full-time. DANIEL (517) 485-1871. (5-7)

Looking for first job. Professionally trained as jock. Can do CW, MOR, News, Sports. JOE HOOK (312) 588-6665. (5-7)

Looking for me? Here I am, complete with second phone & 12 yrs. experience. Call (801) 398-3529. Ask for BRETT. Quality guaranteed. (5-7)

Looking for a night person? You found one. Evenings, overnight. AOR, CHR. 7 yr. vet. Call KC (206) 876-3350. 1-3pm, 6-midnight, CST. (5-7)

Hard working, experienced announcer seeking part-time air shift in L.A. or N.Y.C. area. Experienced Urban Contemporary, CHR formats. (212) 993-0278 or (212) 704-8948. (5-7)

The beloved JAMES FRANCIS PATRICK O'NEILL most recently with WLW/Cincinnati is looking to relocate after 14 yrs. Call (513) 793-6708. (5-7)

This PD works harder than your present one. Cincinnati's JAN McKAY, M.A./Research, PD/MD, on air, CHR, A/C, AOR (513) 894-0339. (5-7)

If you're looking for a CHR PD/air personality give me a call. 10 yrs. experience programming/DJ. Now doing morning drive. (703) 373-0718. (5-7)

AM drive personality. Friendly, entertaining, informative. More than 12 yrs. experience in markets from small to the 5th largest. Currently A/C in West. (916) 447-0690. (5-7)

Morning drive personality. 10 yr. CHR pro. Looking for large market, morning or afternoon slot. Give me a call. Proven winner. (801)224-6401. (5-7)

Female, 3 yrs. experience in large market. Rock, Oldies, Country, Big Bands. Seeking full-time employment. 15 Dobert Court, Troy, NY 12180. (5-7)

Morning personality with 15 yrs. experience. Medium market PD/MD. Country, Rock, MOR. Outstanding B.B.M.'s. MARK TAYLOR (416) 735-8418 Call NOW!

MARK MCGREGOR. Experienced in all formats. Excellent ratings, natural talent. All response greatly appreciated. (208) 384-5849 or (208) 343-4500.

Black, Talk Show host with strong radio skills (copywriting, production, etc.) humorous, identifies with audience, community participant. Crossover appeal. WILLARD A. WOMACK (413) 532-7079 or (413) 533-7811. (5-7)

Young jock not looking for money just a chance. Prefer small AOR station in CA. Very enthusiastic & will give 110% TIM (714) 296-5621 or (714) 571-5810. (5-7)

Looking for Country or A/C Operations or PD position in medium/major market. Top results & references. Call RON (314) 427-4485. (5-7)

Let's talk money... and more. Small market news & sports pro looking to move up. Call MARK (815) 895-5887. (5-7)

Currently at Austin's KOKE-FM, 2 yrs. part-time with a winning station. Looking for full-time challenge. A/C, CHR or Country. MIKE (512) 472-1829.

Country Programmers: TIM SMITH wants to move to small or medium market. Preferably MN or WI. Call (608) 269-7601 or write Box 436, Sparta, WI 54636. (5-7)

Looking to relocate to Sunbelt or West coast. AOR or A/C 1 yr. experience. Air talent/production. Call BARRY CARPENTER (809) 773-3810 or (809) 773-0347.

Experienced Sports Director seeks college football and basketball P-B-P position in medium to major market. Contact PAT FOSS (612) 251-1450. (5-7)

Enthusiasm, friendliness, confidence, adaptability. Small market MD/DJ looking for medium-major market airshift. Prefer OK, consider anywhere. BRIAN (918) 756-0918. (5-7)

Midwest only, PD with 18 years of experience, wishes to move back, any size market. CHR/AOR or contemporary Country. DON WOODS (303) 249-2150. (5-7)

Talented, aggressive jock learning about cleaning house! Getting married in 3 mos. Available immediately for NY/Tri-State. TOM (317) 364-0481 or (212) 984-3565. (5-7)

To be announced: MICHAEL TURNER, 23, 5 yrs. radio, college, commercial & club experience. Will work all formats, will relocate. (213) 752-2336. (5-7)

18 yr. medium/major market veteran. Excellent ratings. Creative, personable delivery seeking major market move. Call DAVE (715) 634-8557, from 8-12 midnight. (5-7)

Energetic, well trained announcer seeking to move to medium market. Creative, steady, career oriented. 3 yrs. experience. JIMMY (715) 634-8557, before noon or after 7pm. (5-7)

Who d'ye know wants award winning production, copywriting, promotion & a/c Country, CHR true air personality? J.B. GILLES (414) 462-4798. (5-7)

Positions Sought

AM drive personality with good ratings seeks slot with CHR or AOR. Preferably morning drive and/or MD position. LEE GORDON (713) 775-0883. (5-7)

Major market air personality - KMJM/St. Louis, seriously looking. 8 yrs. experience. Urban Contemporary, A/C, CHR. KIIS-FM & KUTE102/Los Angeles, KORK & KLAV/Las Vegas. MARK (314) 361-0866. (5-7)

Seeking CHR air position, also have MD background. Formerly KGGI/Riverside, CA. Call KEN McKAY (714) 884-8367. (5-7)

MIKE MOSS, 3 yrs. experience. Looking for move as jock. Former MD also in Black or Urban format. Call me (704) 865-7186. (5-7)

Male, announcer, new, aggressive, some experience in writing & production, seeks start in San Diego or Orange counties. PHIL (714) 483-4264. (5-7)

8 yr. pro, outstanding production, B.A. Air shift, production, or operations. Management experience. BRYAN ST. PETERS, 6412 Ironbark Lane, Las Vegas, NV 89107. (702) 870-2420. (5-7)

Experienced PD & Assistant PD looking for bigger/brighter market to use their already proven A/C skills. Willing to relocate. GARY (317) 362-8074, BILL (317) 338-7786. (5-7)

HINCKLEY is insane & will assassinate competition. 3 yrs. Country MD/DJ looking to do hockey P-B-P. Have college experience. DAVE (309) 342-4436, (309) 342-5131. (5-7)

It's time you got what's coming to you, in full or part-time. Experience DJ/News/Production/Copywriter, currently broadcast instructor. Available for NYC metro. BARRY RAINES (212) 221-3704. (5-7)

Winning medium market ND with top-notch professional skills and outstanding track record/references seeks return to big city life immediately. Present employer knows I am looking. Let's talk about what I can do for you! Prefer Northeast metro-corrridor. Call (219) 483-5505 and leave message. (5-21) •

WAYNE MAIN Newsman with winning edge. Aggressive, solid writer with strong delivery. Small or medium market. B.S./Journalism. (301) 473-8650. (5-7)

10 yrs. experience in radio. First phone. Looking for A/C or CHR station. Prefer Southwest. Announcer and/or Announcer/sales position acceptable. Call RICKY (201) 992-4881. (4-30)

DJ, MD with 4 1/2 yrs. experience in small markets. Interested in working in established small market station. Will consider all opportunities. Call STEVE (918) 749-3649. (4-30)

Medium market female pro + your frequency = the winning combination. Winning combination: (217) 243-6680. (4-30)

RICH ERICKSON, KJR, KAYO, KTLK, looking for major/medium market air shift. Call (309) 755-7945. (4-30)

Exciting CHR night personality is looking. Available NJ & surrounding states, also FL. 5 yrs. experience welcomes all markets. Call (201) 364-8863. (4-30)

\$\$\$ SALARY BACK \$\$\$

If not completely satisfied with the ratings and revenue this mass appeal morning concept generates. Currently succeeding through community involvement, localized humor, credibility, and no ego problems. This product, major market tested, is available if you meet our criteria for winning. (609) 397-8318 (offer good in the U.S. and Canada).

\$\$\$\$\$ SALARY BACK \$\$\$\$\$

Talented CHR/Top track programmer available. I've worked with Doubleday, Mainite & others. 8 yrs. experience. Degree. Stable family man. (313) 334-4487. (4-30)

Former radio station owner, PD, DJ, Sales Manager looking for PD/DJ/Management position - a new challenge. 10 yrs. experience. RICHARD KAUFMAN (201) 992-4881. (4-30)

6 yr. pro. Excellent ratings & references. Formerly KROK, KIMP, KSET. Ready to leave the market. For a good time call WEIRD BROTHER JERRY (915) 598-2663. (4-30)

I would like to help you grow. Call MIKE at (818) 654-7293 or (314) 781-9195. (4-30)

Experienced small market Country personality ready to move on to right medium market Country station in upper Midwest. Country & must, comfortable at night. TIM SMITH, Box 436, Sparta, WI, (608) 269-7601. (4-30)

AL TAYLOR (AL "T") now part-time Y104 seeks full time W.P.A. or S.C.A. AOR or CHR, air or production. (412) 273-5585. (4-30)

The satellite is coming & I'm going. KSON, San Diego's GREG EDWARDS is looking. PD/MD experience. All offers considered. (714) 464-5670. (4-30)

STEVE SUMMERS, recently MD/afternoons at WDRQ/Detroit. If you're looking for the right person... I'm looking for the CHR challenge. (313) 474-7097. (4-30)

GARY VAN, 26 yr. veteran. Recently OM, A/C, WNDR/WNTQ/Syracuse. Available for medium market OM, small market GM position. Call (315) 662-7453. (4-30)

Positions Sought

WOODY FLOE, formerly of WPPR & PRO-FM, personality type jock looking for same. Character voices & medium to large market only. Will relocate. (814) 231-6282 (4-30)

Contemporary Country talent with WSOC-FM/Charlotte, looking for station that wants to improve ratings & overall sound. Call JIM WALL (704) 366-6771.

JIM MICHAELB, CHR evening personality WTWR/Detroit dumped for Country. Former mktkays WNIC/Detroit, available now! Let's talk (313) 374-2033. (4-30)

Available immediately due to station format change at WGDE/Richmond, VA (804) 365-1791. BOB CAMPBELL, Afternoon drive, excellent production, (804) 368-4166. LEE EDWARDS, middays (804) 365-6762. (4-30)

Young, talented, professional, currently MD and afternoon drive for small AL A/C market. Experienced in A/C, Country, CHR and even AOR. From OH looking to move back or near! Strong in production, copywriting, news/sports, writing/casting can do all! Call MIKE RING for T&R at (205) 876-3377 before 1pm CST. Hurry ready to move now! (5-21) •

Changes

RADIO

RONALD SHOQUIST joins KYXI/Portland, OR sales staff, from KXL-FM/Portland, OR where he was an Account Executive.

GARY "G.E." MALLOW joins NEWS 15/Portland, OR from KWIP/Dallas, OR.

JODI MUSELIN joins the WCLR/Skokie, IL sales team from WUSN.

KEVIN MCCARTHY appointed Sales Manager of 97FM/Houston, TX.

MIKE BRADY joins KSON/San Diego, CA as MD & afternoon drive jock, from KBBC/Phoenix, AZ.

RECORDS

STEVE HOFFMAN appointed Catalog Research & Development Coordinator for MCA Records

HAROLD FEIN appointed Marketing Manager, Eastern Region, CBS Masterworks.

KEN BAUMSTEIN named Manager of Product Management for RCA Records.

Miscellaneous

Single and LP service needed from all labels. Contact Billy DuBois, WSOQ, Box 888, West Columbia, SC 29169 or (803) 796-9060. (5-7)

New FM CHR in coastal New Hampshire needs record service from all labels. Send to Scott MacKay, WERC, Box 1540, Exeter, NH 03833. (603) 772-4757. (5-7)

WARM/Scranton, N.E. PA's leading A/C has new PD/MD. Looking to re-establish old record company contacts and make new ones. Call Steve St. John (717) 822-6161. (5-7)

R&R Opportunities Advertising

Radio & Records provides free listings (maximum 24 words or 3 lines) in Openings, Positions Sought, and Changes. You may place your free listing by mail or phone.

Rate for Opportunities ads exceeding 3-line maximum is \$12 for up to one inch (12 lines; 96 words).

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

Deadline for all Opportunities ads is noon (PST) Thursday

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

THE PICTURE PAGES

Sammy Runs Through Los Angeles



Geffen's Sammy Hagar played the Sports Arena in L.A. recently, and was welcomed backstage by executives of the label. Pictured (l-r) are label founder David Geffen, Geffen President Ed Rosenblatt, Hagar, and producer Keith Olsen.

Hooked At The Country Club



Casablanca's Dr. Hook played the Country Club in Los Angeles, and were met backstage by a large complement of Polygram executives. Pictured (l-r) are Polygram VP John Stainze, Polygram's Jeff Laufer and Cynthia Cox, Polygram President Guenter Hansler, group's Dennis Locorriere, Polygram VP Russ Regan, group's Ray Sawyer, Polygram Distribution's Kenny Hamlin, Polygram VP's Art Dalhuesen and Emiel Petrone, and Polygram District VP Bill Follett.

MCA Distributes Producers Group



Max Youngstein, former President of UA Records, will serve as Chairman of newly-formed label Producers Group Ltd., with longtime Country notable Cliffie Stone and singer Mel Torme on the executive roster along with co-founders Dale Sheets, Norman Schwartz, and Mark Sindeband. The company will be distributed by MCA Distributing Co. Pictured (l-r) at the signing are Producers Group VP Cliffie Stone, MCA's Bonnie Greenberg, MCA Dist. President Al Bergamo, Producers Group COO Norman Schwartz, Youngstein, Producers Group's Suzanne Schwartz, Producers Group President Dale Sheets, MCA Dist. VP John Burns, and MCA Dist. Exec. VP Sam Passamano.

Doug & Slugs Mug Plug



RCA's Doug & the Slugs mugged backstage for the benefit of visiting RCA executives following the group's Bottom Line show. Pictured kneeling in front is RCA's Bob Rifici; (l-r middle row) group's Simon Kendall, RCA's Mike Becce, group's Doug Bennett, RCA VP Joe Mansfield, manager Sam Feldman, and RCA's Pat Kelleher; (l-r rear) group's John Burton, Wally Watson, Richard Baker, and Steve Bosley.

McCartney Tugs CBS Heartstrings



Paul and Linda McCartney stopped by CBS headquarters in New York to commemorate his single "Ebony & Ivory" and the release of his "Tug Of War" album. Pictured (l-r) are Linda McCartney, CBS Records Group President Walter Yetnikoff, Paul McCartney, and CBS Records Group Deputy President Dick Asher.

Ozzy's Platinum Twins



Jet artist Ozzy Osbourne received platinum plaques for both his solo albums after a Madison Square Garden performance. Pictured (l-r) are E/P/A Sr. VP/GM Don Dempsey, Osbourne, and CBS Assoc. Labels VP/GM Tony Martell.

Frankie Miller Capitol's Gain



Capitol/Muscle Shoals Sound Records has signed Frankie Miller, with his first album for the label due this month. Pictured in the studio are (l-r) Capitol VP Bruce Garfield, Miller, and producer Barry Beckett.

Arista Rushes Rushent Deal



Arista Records has concluded a deal for North American distribution of prominent British producer Martin Rushent's Genetic Sound releases. First product under the deal is Pete Shelley's "Homosapien" LP. Pictured (l-r) are Rushent and Arista President Clive Davis.

A TRIBUTE TO QUINCY JONES

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MAY 7, 1982

This Week In Music History

BY DAN FORMENTO OF THE SOURCE

Rolling Stones! Take One!

MONDAY, MAY 10 — The Rolling Stones began their first recording session at Olympic Studios in London on May 10th, 1963. The fruit of their labor was the first Stones single, "Come On," a Chuck Berry song, produced by their new manager Andrew Oldham. "I don't think 'Come On' was very good," Mick Jagger revealed in David Dalton's book "The First Twenty Years." "In fact it was shit. God knows how it ever got into the charts, it was such a hype. In fact we disliked it so much we didn't do it on any of our gigs." In July of '63 the record peaked at #26 on the New Musical Express chart. It wouldn't be issued in the U.S. for ten years.

Cancer Kills Bob Marley

TUESDAY, MAY 11 — 36-year-old Jamaican reggae star Bob Marley died in his sleep at Cedars Of Lebanon Hospital in Miami on May 11th, 1981, just forty hours after his treatment began for lung, liver, and brain cancer.



More than a musician, Marley was a folk hero to many, a preacher of his own Rastafarian philosophies, and a humanitarian. His position of prominence was tragically illustrated in 1976 when he was the victim of an assassination attempt just days before he was scheduled to play a concert organized by supporters of Prime Minister Michael Manley. Two weeks prior to his death, Marley was given the Order of Merit, Jamaica's third highest civilian award.

Mick Married Bianca

WEDNESDAY, MAY 12 — Rolling Stone Mick Jagger and beautiful Nicaraguan fashion model Bianca Perez Morena de Macia married in St. Tropez, France, on May 12, 1971. The couple exchanged vows twice: once in a Catholic ceremony, to please Bianca's family, and the other in a civil ceremony. The British press had a field day covering the event, bannered headlines like "Mick Weds In Hippie Chaos" and "Best Man Shows Up In Nazi Uniform." As the pair exchanged wedding rings, the organist played Bach's wedding march, followed by a medley of themes from the film "Love Story."

Stevie Wonder Born

THURSDAY, MAY 13 — One of the most remarkable figures in contemporary music, Stevie Wonder, was born Stevland (Morris) Judkins on May 13, 1950, in Saginaw, Michigan. Blind from birth, Stevie's singing always exhibited an excitement and urgency that has attracted attention and acclaim. At age 12, Stevie was introduced to Motown Records head Berry Gordy, who signed him to the label instantly. His third single, "Fingertips," put Little Stevie Wonder at the top of American charts at the age of 13. A subsequent string of singles successes in the 60's included hits like "Uptight (Everything's Alright)" and a cover of Bob Dylan's "Blowin' In The Wind" in '66, and "I Was Made To Love Her" in 1967. In 1975 Wonder signed a \$12 million contract, at that time the most lucrative in the music industry.

Yardbirds Singer Killed

FRIDAY, MAY 14 — Keith Relf, vocalist and harmonica player with the Yardbirds, was electrocuted at his home when a guitar he was tuning short-circuited. Relf was one of the founders of the Yardbirds in 1963 (back when they were still the Metropolis Blues Quartet), and saw them through seven albums and hit singles like, "For Your Love" in 1965, before their break-up in 1968. Keith cut two solo singles, and later formed the group Renaissance during his post-Yardbirds career.

	CHR	A/C	AOR	Country	Black Radio
# 1	RICK SPRINGFIELD (5th Week)	McCARTNEY/WONDER (3rd Week)	ASIA (5th Week)	WILLIE NELSON	DENIECE WILLIAMS (2nd Week)
Next Week's #1 Contenders:	McCARTNEY/WONDER (2-2) HALL & OATES (3-3) CHARLENE (6-4)	DAN FDGELBERG (3-2) ROBERTA FLACK (8-4) SIMON & GARFUNKEL (9-5)	VAN HALEN (14-2) RAINBOW (6-5)	WAYLON & WILLIE (3-2) MICKEY GILLEY (9-4)	RAY PARKER JR. (2-2) SHALAMAR (3-3)
Breakers:	JUICE NEWTON (67%) 38 SPECIAL (62%) SHEENA EASTON (58%) LOVERBOY (57%)	JUICE NEWTON (56%)	PAUL McCARTNEY (66%)	JOHNNY LEE (61%) JERRY REED (61%) JANIE FRICKE (61%)	JEFFREY OSBORNE (68%) RICK JAMES (64%)
Most Added:	JUICE NEWTON KANSAS HEART RONNIE MILSAP HUEY LEWIS STEVIE NICKS	JUICE NEWTON RONNIE MILSAP MELISSA MANCHESTER MANHATTAN TRANSFER MECO KARLA BONOFF BILL LaBOUNTY	PAUL McCARTNEY JDHN COUGAR SHERBS ELTON JDHN A FLOCK OF SEAGULLS BLUE OYSTER CULT	JOHNNY LEE M. HAGGARD "Good" JANIE FRICKE JUICE NEWTON	RICK JAMES JUNIOR JEFFREY OSBORNE LARRY GRAHAM CHIC
Hottest:	McCARTNEY/WONDER RICK SPRINGFIELD CHARLENE RAY PARKER JR. HUMAN LEAGUE TOMMY TUTONE	McCARTNEY/WONDER WILLIE NELSON CHARLENE DAN FOGELBERG ROBERTA FLACK PAUL DAVIS	ASIA ALDO NOVA VAN HALEN SCORPIONS RICK SPRINGFIELD	WILLIE NELSON ALABAMA WAYLON & WILLIE T.G. SHEPPARD STEVE WARINER	RAY PARKER JR. DAZZ BAND PATRICE RUSHEN CHERI TEMPTATIONS/JAMES
Biggest Chart Jumps:	TOTO (23-13) ASIA (24-16) JOAN JETT (29-22) DONNIE IRIS (27-21) JOHN COUGAR (30-24)	RDNNIE MILSAP (30-23) ROBERTA FLACK (8-4) SIMON & GARFUNKEL (9-5) CAROLE KING (28-24)	JOHN COUGAR (28-12) VAN HALEN (14-2) BLUE OYSTER CULT (31-21) 38 SPECIAL (20-11)	RAY PRICE (46-31) CHARLEY PRIDE (33-25) CONWAY TWITTY (35-27)	GAP BAND (16-10) BRASS CONSTRUCTION (26-21) WARWICK/MATHIS (28-23)
Debuts:	QUEEN (25) SIMON & GARFUNKEL (26) JUICE NEWTON (27) 38 SPECIAL (28) SHEENA EASTON (29) LDVERBOY (30) CHR	JUICE NEWTON (25) A/C	PAUL McCARTNEY (25) ELTON JOHN (35) KANSAS (45) DAVE EDMUNDS (37) AOR	JOHNNY LEE (44) JERRY REED (45) JANIE FRICKE (46) LACY J. DALTON (47) TERRI GIBBS (48) Country	JEFFREY OSBORNE (26) RICK JAMES (27) REDDINGS (28) Black Radio

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GHS 2013

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| KLBJ | WFBQ | WIZD |
| KLOL | WPLR | WCXZ |
| KMOD | WRXL | WEZX |
| KXFM | WDEK | KMJX |
| WMMR | WROQ | |

JUMPING UP

- | | | |
|------|---------|---------|
| WKDF | LOVE 94 | KFMU |
| WQXM | KVRE | WSRZ |
| M105 | KQWB | WLIR |
| KBPI | WECM | WKQQ |
| WERI | KKRQ | KTKX |
| WQBK | WBLM | KEZY-AM |
| WWCK | KMTN | |

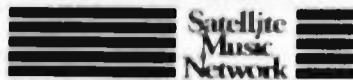


RADIO & RECORDS ALBUM AIRPLAY/40 Debut 35



National Music Formats

Added This Week



George Williams (214) 343-9205

THE STARSTATION
 CAROLE KING "One To One" (Atlantic)
 JUICE NEWTON
 "Love's Been A Little Bit Hard On Me" (Capitol)
 MANHATTAN TRANSFER "Route 66" (Atlantic)
Country Coast-To-Coast
 LACY J. DALTON "Slow Down" (Columbia)
 JANIE FRICKE "Don't Worry 'Bout Me Baby" (Columbia)



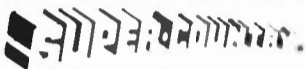
Bob Stevens (214) 934-2121

The 2 Format.

FOREIGNER "Break It Up" (Atlantic)
 KANSAS "Play The Game Tonight" (Kirshner/CBS)
 STEVIE NICKS
 "After The Glitter Fades" (Modern/Atco)

The A-C Format

LARRY LEE "Don't Talk" (Columbia)
 STEVIE WOODS "Fly Away" (Cotillion/Atco)



ROSANNE CASH "Ain't No Money" (Columbia)
 LARRY GATLIN
 "She Used To Sing On Sunday" (Columbia)
 CON HUNLEY "Oh Girl" (WB)
 JOHN SCHNEIDER "Dreamin'" (Scotti Bros./CBS)
 OSMONDS "I Think About Your Lovin'" (Elektra)



Chick Watkins (303) 578-0700

JUICE NEWTON
 "Love's Been A Little Bit Hard On Me" (Capitol)

BPI

John Iles (800) 426-9082



HALL & OATES "Did It In A Minute" (RCA)
 STEVIE WOODS "Fly Away" (Cotillion/Atco)
 DENIECE WILLIAMS
 "It's Gonna Take A Miracle" (ARC/Columbia)

Country Library

JOHNNY LEE
 "When You Fall In Love" (Full Moon/Asylum)
 DAVE ROWLAND
 "Why Didn't I Think Of That" (Elektra)
 OSMONDS "I Think About Your Lovin'" (Elektra)
 RONNIE McDOWELL "I Just Cut Myself" (Epic)
 MERLE HAGGARD
 "Are The Good Times Really Over" (Epic)



Lee Nye (916) 7754

Adult Rock

KANSAS "Play The Game Tonight" (Kirshner/CBS)
 QUEEN "Body Language" (Elektra)
 STEVIE NICKS
 "After The Glitter Fades" (Modern/Atco)
 38 SPECIAL "Caught Up In You" (A&M)



Buzz Brindle (212) 944-5399

GENESIS "Man On The Corner" (Atlantic)
 LOVERBOY "When It's Over" (Columbia)
 WAITRESSES
 "I Know What Boys Like" (Polydor/PolyGram)



Drake-Chenault
 Bob Laurence (213) 883-7400

XT-40

QUEEN "Body Language" (Elektra)
 38 SPECIAL "Caught Up In You" (A&M)
 ROBERTA FLACK "Making Love" (Atlantic)

Contempo 300

RONNIE MILSAP "Any Day Now" (RCA)

Great American Country

RONNIE MILSAP "Any Day Now" (RCA)



Cal Casey (214) 634-8511



ROBERTA FLACK "Making Love" (Atlantic)
 KANSAS "Play The Game Tonight" (Kirshner/CBS)
 RONNIE MILSAP "Any Day Now" (RCA)

JUICE NEWTON
 "Love's Been A Little Bit Hard On Me" (Capitol)



BERTIE HIGGINS
 "Just Another Day In Paradise" (Kat Family/CBS)



JUICE NEWTON
 "Love's Been A Little Bit Hard On Me" (Capitol)

JOHNNY LEE
 "When You Fall In Love" (Full Moon/Asylum)

MERLE HAGGARD
 "Are The Good Times Really Over" (Epic)
 JOHN SCHNEIDER "Dreamin'" (Scotti Bros./CBS)
 BOXCAR WILLIE "Bad News" (Mainstreet)



Kenny Bosak (901) 320-4433

Bright Blue

MELISSA MANCHESTER
 "You Should Hear How..." (Arista)

TANner Country

OSMONDS "I Think About Your Lovin'" (Elektra/Curb)
 KIPPI BRANNON

"If I Could See You Tonight" (MCA)
 GARY STEWART & DEAN DILLION
 "Brotherly Love" (RCA)
 JANIE FRICKE "Don't Worry 'Bout Me" (Columbia)
 CORBIN-HANNER BAND
 "Everyone Knows I'm Yours" (Alfa)
 LACY J. DALTON "Slow Down" (Columbia)
 BURRITO BROTHERS "Closer To You" (Curb/CBS)
 TERRI GIBBS "Ashes To Ashes" (MCA)
 ALLEN TRIPP "Love Is" (Nashville)
 RONNIE McDOWELL "I Just Cut Myself" (Epic)

Here's How to Order

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Radio & Records **AOR** NATIONAL AIRPLAY/40

May 7, 1982

172 REPORTERS

Album cuts are listed in order of airplay preference.

4/16	4/23	4/30	5/7	Artist	Album
1	1	1	1	ASIA	Asia (Geffen)
—	38	14	2	VAN HALEN	Diver Down (WB)
2	2	2	3	ALDO NOVA	Aldo Nova (Portrait/CBS)
9	6	3	4	SCORPIONS	Blackout (Mercury/PolyGram)
—	13	6	5	RAINBOW	Straight Between The Eyes (Mercury/PG)
6	3	4	6	CHARLIE DANIELS BAND	Windows (Epic)
5	5	8	7	JOAN JETT & THE BLACKHEARTS	I Love Rock-N-Roll (Boardwalk)
25	14	11	8	TOTO	IV (Columbia)
3	4	5	9	RICK SPRINGFIELD	Success Hasn't Spoiled Me Yet (RCA)
8	7	7	10	LOVERBOY	Get Lucky (Columbia)
—	—	20	11	38 SPECIAL	Caught Up In You (A&M)
—	31	28	12	JOHN COUGAR	American Fool (Riva/PolyGram)
14	12	12	13	GREG KIHN BAND	Kihntinued (Beserkley/Elektra-Asylum)
36	16	16	14	JETHRO TULL	Broadsword & Beast (Chrysalis)
31	18	15	15	HUMAN LEAGUE	Dare (Virgin/A&M)
7	9	9	16	TOMMY TUTONE	Tommy Tutone-2 (Columbia)
4	8	10	17	SAMMY HAGAR	Standing Hampton (Geffen)
21	15	18	18	FRANKE & THE KNOCKOUTS	Below The Belt (Millennium/RCA)
—	36	23	19	MOTELS	All Four One (Capitol)
10	10	13	20	HUEY LEWIS & THE NEWS	Picture This (Chrysalis)
—	—	31	21	BLUE OYSTER CULT	Extraterrestrial Live (Columbia)
26	23	19	22	POINT BLANK	On A Roll (MCA)
11	11	17	23	GAMMA	3 (Elektra)
34	28	24	24	KROKUS	One Vice At A Time (Arista)
—	—	→	25	PAUL McCARTNEY	Tug Of War (Columbia)
20	19	25	26	POLICE	Ghost In The Machine (A&M)
23	25	22	27	DREGS	Industry Standard (Arista)
12	17	26	28	J. GEILS BAND	Freeze-Frame (EMI America)
19	22	21	29	DUKE JUPITER	1 (Coast-Coast/CBS)
40	34	33	30	OUTLAWS	Los Hombres Malo (Arista)
22	21	27	31	GENESIS	Abacab (Atlantic)
18	27	30	32	CARS	Shake It Up (Elektra)
—	—	35	33	CAT PEOPLE	Moroder & Bowie (Backstreet/MCA)
—	—	36	34	IRON MAIDEN	The Number Of The Beast (Capitol)
—	—	→	35	ELTON JOHN	Jump Up (Geffen)
—	—	→	36	KANSAS	Play The Game... (Kirshner/CBS)
—	—	→	37	DAVE EDMUNDS	D.E. 7th (Columbia)
16	24	29	38	LE ROUX	Last Safe Place (RCA)
17	20	32	39	JAY FERGUSON	White Noise (Capitol)
35	33	39	40	BONNIE RAITT	Green Light (WB)

"Heat" "Sole" "Only" "Dreams"
 "Dancin'" "Woman" "Good" "Secrets"
 "Fantasy" "Love" "Gun" "Foolin'"
 "No One" "Live"
 "Stone Cold"
 "Saigon" "Cajun"
 "Crimson" Title "Victim" "Bits"
 "Rosanna" "Afraid" "Feeling" "Hold"
 "Calling" "Don't"
 "Over" "Take" "Jump" "Working"
12-inch 45
 "Hurts" "Jack" "Hand" "Thundering"
 "Testify" "Happy" "Higher" "Sound"
 "Fallen" "Beastie" "Clasp" "Slow"
 "Don't" "Seconds" "Action" "Things"
 "867-4309/Jenny"
 "Fall" "Only" "Fire" "Can't"
 "Never" "Fighting" "Just" "Without"
 "Lonely" "Mission" "L" "Art"
 "Workin'" "Believe" "Only" "Change"
 "Roadhouse" "Veteran" "Burnin'"
 "Great" "Let" Title
 "Right" "Gone"
 "Stick" "Woman"
 "Ballroom" "Pound" "Ebony" "Take"
 "Secret" "Spirits" "Sun" "Every"
 "Crank" "Chips" "Ridin'"
 Title "Rage" "Centerfold" "Flame"
 "I'll Drink To You"
 "Stop" "Foxtail" "Rebel"
 "Man" Title "Like"
 "Since" "Think" Title
New Entry →
 Title
 "Run To The Hills"
 "Garden" "Ball" "Spiteful" "John"
12-inch 45
 "Small" "Me"
 Title "Nobody" "Addicted" "R&R"
 Title "Tonight" "Empty" "Inside"
 "Keep" "Me" "Willya" "Can't"

MOST ADDED

	5/7	4/30	4/23	4/16	4/9
1 PAUL McCARTNEY	114/96	30/27	0/0	0/0	0/0
Tug Of War (Columbia)	M-8	M-1			
"Ballroom Dancing"	H-10	H-2			
2 JOHN COUGAR	124/36	85/50	14/7	0/0	0/0
American Fool (Riva/PG)	M-45	M-30	M-6		
"Hurts So Good"	H-43	H-5	H-1		
3 SHERBS	50/33	36/36	0/0	0/0	0/0
Defying Gravity (Atco)	M-17	M-0			
"We Ride Tonight"	H-0	H-0			
4 ELTON JOHN	68/27	50/44	1/1	1/1	0/0
Jump Up (Geffen)	M-24	M-4	M-0	M-0	
"Empty Garden"	H-15	H-2	H-0	H-0	
5 A FLOCK OF SEAGULLS	34/24	14/10	2/2	0/0	0/0
A Flock Of... (Jive/Arista)	M-8	M-4	M-0		
"Space Age Love"	H-2	H-0	H-0		
6 BLUE OYSTER CULT	94/21	87/76	0/0	0/0	0/0
Extraterrestrial... (Columbia)	M-56	M-10			
"Roadhouse Blues"	H-17	H-1			
7 HUMAN LEAGUE	112/16	100/13	91/16	69/12	57/11
Dare (Virgin/A&M)	M-41	M-36	M-32	M-35	M-25
"Don't You Want Me"	H-55	H-51	H-43	H-22	H-21
7 MOTELS	107/16	91/25	75/46	41/41	1/1
All Four One (Capitol)	M-86	M-48	M-20	M-0	M-0
"Only The Lonely"	H-26	H-18	H-10	H-0	H-0
7 CHAS SANDFORD	21/16	15/15	0/0	0/0	0/0
Parallax View (Elektra)	M-5	M-0			
"Surrender"	H-0	H-0			
7 JIM CARROLL BAND	17/16	1/1	1/0	2/0	1/0
Dry Dreams (Atco)	M-0	M-0	M-1	M-2	M-1
"Jealous Twin"	H-1	H-0	H-0	H-0	H-0
11 SPLIT ENZ	38/14	33/19	16/15	4/3	1/0
Time And Tide (A&M)	M-17	M-11	M-1	M-1	M-0
"Hello Sandy Allen"	H-7	H-3	H-0	H-0	H-1
12 MONROES	15/13	4/4	0/0	0/0	0/0
The Monroes (Alfa)	M-2	M-0			
"People Know"	H-0	H-0			
13 MAGNUM	22/12	14/10	10/10	0/0	0/0
Chase The... (Jet/CBS)	M-9	M-3	M-0		
"Walking The Line"	H-1	H-1	H-0		
14 ALLIANCE	14/11	3/3	0/0	0/0	0/0
Alliance (Handshake/CBS)	M-3	M-0			
"Leave"	H-0	H-0			
15 DAVE EDMUNDS	57/10	50/15	44/36	13/13	0/0
D.E. 7th (Columbia)	M-39	M-29	M-7	M-0	
"From Small"	H-8	H-6	H-1	H-0	

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.

MEDIUM

	5/7	4/30	4/23	4/16	4/9
1 GREG KIHN BAND	123/82	120/78	119/81	105/61	89/49
Kihntinued (Beserkley/E-A)	A-4	A-5	A-9	A-17	A-28
"Testify"	H-37	H-37	H-29	H-27	H-12
2 POINT BLANK	97/78	101/80	90/64	80/45	72/0
On A Roll (MCA)	A-6	A-8	A-14	A-35	A-72
"Great White"	H-13	H-13	H-12	H-10	H-0
3 FRANKE & KNOCKOUTS	106/75	104/71	108/72	88/63	88/57
Below... (Millennium/RCA)	A-3	A-7	A-15	A-8	A-26
"Never Had It Better"	H-27	H-26	H-21	H-17	H-5
4 JETHRO TULL	118/68	111/64	107/55	88/0	4/0
Broadsword... (Chrysalis)	A-9	A-17	A-29	A-85	A-4
"Fallen On Hard Times"	H-41	H-30	H-23	H-3	H-0
5 RAINBOW	138/67	134/62	85/15	0/0	0/0
Straight... (Mercury/PG)	A-7	A-27	A-64		
"Stone Cold"	H-64	H-45	H-6		
6 KROKUS	83/66	78/58	73/58	69/52	62/41
One Vice At A Time (Arista)	A-3	A-5	A-8	A-11	A-17
"Long Stick Go Boom"	H-14	H-15	H-7	H-6	H-4
7 MOTELS	107/65	91/48	75/20	41/0	1/0
All Four One (Capitol)	A-16	A-25	A-45	A-41	A-1
"Only The Lonely"	H-26	H-18	H-10	H-0	H-0
8 OUTLAWS	65/58	65/54	69/40	68/0	0/0
Los Hombres Malo (Arista)	A-2	A-5	A-26	A-68	
"Don't Stop"	H-6	H-8	H-3	H-0	
9 TOTO	131/56	121/60	110/49	89/41	75/2
IV (Columbia)	A-5	A-9	A-20	A-26	A-73
"Rosanna"	H-70	H-62	H-41	H-22	H-0
Tie BLUE OYSTER CULT	94/56	87/10	0/0	0/0	0/0
Extraterrestrial... (Columbia)	A-21	A-76			
"Roadhouse Blues"	H-17	H-1			
11 DREGS	71/53	88/69	86/68	87/70	90/72
Industry Standard (Arista)	A-3	A-4	A-5	A-4	A-9
"Crank It Up"	H-12	H-13	H-12	H-13	H-8
12 SCORPIONS	137/46	135/53	130/57	121/51	114/64
Blackout (Mercury/PG)	A-1	A-1	A-2	A-9	A-5
"No One Like You"	H-90	H-81	H-71	H-61	H-45
12 CHARLIE DANIELS BAND	124/46	137/49	136/51	126/50	124/56
Windows (Epic)	A-1	A-3	A-2	A-6	A-16
"Still In Saigon"	H-77	H-85	H-83	H-70	H-62
14 JOHN COUGAR	124/46	85/30	14/6	0/0	0/0
American Fool (Riva/PG)	A-36	A-50	A-7		
"Hurts So Good"	H-43	H-5	H-1		
15 GAMMA	81/44	98/55	118/68	120/79	122/78
3 (Elektra)	A-0	A-0	A-0	A-2	
"Right The First Time"	H-38	H-42	H-47	H-41	H-33

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

	5/7	4/30	4/23	4/16	4/9
1 ASIA	164/158	165/153	162/145	158/128	152/113
Asia (Geffen)	A-0	A-1	A-1	A-4	A-8
"Heat Of The Moment"	M-8	M-11	M-16	M-28	M-33
2 ALDO NOVA	139/111	141/109	143/108	139/101	140/99
Aldo Nova (Portrait/CBS)	A-0	A-0	A-2	A-3	A-2
"Fantasy"	M-28	M-32	M-33	M-35	M-39
3 VAN HALEN	145/103	144/11	120/0	0/0	0/0
Diver Down (WB)	A-9	A-126	A-12		
"Dancin' In The Streets"	M-34	M-7	M-0		
4 SCORPIONS	137/90	135/81	130/71	121/61	114/45
Blackout (Mercury/PG)	A-1	A-1	A-2	A-9	A-5
"No One Like You"	M-46	M-53	M-57	M-61	M-64
Tie 4 RICK SPRINGFIELD	116/90	127/89	131/110	134/101	138/91
Success Hasn't... (RCA)	A-0	A-0	A-0	A-1	A-1
"Calling All Girls"	M-26	M-28	M-21	M-32	M-46
6 JOAN JETT...	118/79	122/84	128/97	124/96	135/97
I Love Rock... (Boardwalk)	A-0	A-0	A-1	A-1	A-2
"Crimson & Clover"	M-39	M-38	M-30	M-27	M-36
7 LOVERBOY	111/78	117/85	123/93	118/86	125/93
Get Lucky (Columbia)	A-0	A-0	A-0	A-3	A-0
"When It's Over"	M-33	M-32	M-30	M-29	M-32
8 CHARLIE DANIELS BAND	124/77	137/85	136/83	126/70	124/62
Windows (Epic)	A-1	A-3	A-2	A-8	A-16
"Still In Saigon"	M-46	M-49	M-51	M-50	M-56
9 TOTO	131/70	121/52	110/41	89/22	76/0
IV (Columbia)	A-5	A-9	A-20	A-26	A-73
"Rosanna"	M-56	M-60	M-49	M-41	M-2
Tie 10 TOMMY TUTONE	92/69	107/77	114/81	116/84	119/77
Tommy Tutone-2 (Columbia)	A-0	A-0	A-2	A-0	A-3
"867-5309/Jenny"	M-23	M-30	M-31	M-32	M-39
11 RAINBOW	138/64	134/46	85/6	0/0	0/0
Straight... (Mercury/PG)	A-7	A-27	A-64		
"Stone Cold"	M-67	M-62	M-15		
12 SAMMY HAGAR	96/59	109/70	124/86	128/99	131/108
Standing Hampton (Geffen)	A-0	A-1	A-0	A-0	A-0
"I'll Fall In Love Again"	M-38	M-36	M-39	M-29	M-23
13 HUMAN LEAGUE	112/55	100/51	91/43	69/22	57/21
Dare (Virgin/A&M)	A-16	A-13	A-16	A-12	A-11
"Don't You Want Me"	M-41	M-36	M-32	M-36	M-25
14 HUEY LEWIS & NEWS	94/53	101/58	114/69	119/68	132/72
Picture This (Chrysalis)	A-0	A-0	A-1	A-0	A-0
"Workin' For A Livin'"	M-41	M-43	M-44	M-51	M-60
15 JOHN COUGAR	124/43	85/5	14/1	0/0	0/0
American Fool (Riva/PG)	A-36	A-50	A-7		
"Hurts So Good"	H-45	M-30	M-6		

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.



EAST

DC101/Washington (702) 626-6632
WAOQ/Springfield (412) 636-4186
WAOX/Syracuse (315) 882-6638
WALP/Birmingham (205) 933-9274
WALM/Greenville-Spartan (803) 226-1811
WROQ/Charlotte (704) 362-6191
WAOX/Austin (512) 474-6643
WAOX/West Virginia (204) 722-3308
WAOX/Syracuse (315) 882-6638
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SOUTH MOST ADDED

Paul McCartney (28/26)
John Cougar (27/8)
Blue Oyster Cult (25/7)
Elton John (14/7)
Sherbs (10/7)
Rainbow (31/19)
Franke & KO's (26/18)
Outlaws (21/18)
Point Blank (25/17)
Asia (38/37)
Van Halen (35/29)
Aldo Nova (33/29)
Charlie Daniels (30/23)
Rick Springfield (29/22)

MEDIUM

WAOX/Syracuse (315) 882-6638
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WAOX/Syracuse (315) 882-6638
WAOX/Syracuse (315) 882-6638

THE HOTTEST

NOTE: Two numbers follow each name. The first totals all reports in all rotations in the given region. The second displays the number of reports in that region for the noted rotation.

WAOX/Syracuse (315) 882-6638
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WAOX/Syracuse (315) 882-6638

MIDWEST MOST ADDED

Paul McCartney (33/28)
Human League (31/10)
John Cougar (36/9)
Elton John (18/9)
Sherbs (16/9)

MEDIUM

Franke & KO's (36/28)
Greg Kinn Band (40/26)
Point Blank (28/23)
Toto (40/20)
Motels (27/19)

THE HOTTEST

Asia (47/48)
Aldo Nova (39/28)
Rick Springfield (35/28)
Van Halen (39/26)
Charlie Daniels (38/24)

NOTE: Two numbers follow each name. The first totals all reports in all rotations in the given region. The second displays the number of reports in that region for the noted rotation.

WEST

WEST
KBOC/Boulder
(303) 444-8000
PD: OMB'S CELESTINE
RD: BRUCE NEZARET

WEST
KEZY/Anchorage
(907) 774-3666
PD: CARL FORTNA
RD: LARRY BERGSON

WEST
KBYN/Denver
(303) 938-2113
PD: PAUL STRIDER
RD: PAUL STRIDER

WEST
KBSO/Fresno/Tulare
(209) 844-3010
PD: ALAN COLEMAN
RD: ALAN COLEMAN

WEST
KRMN/Anchorage
(907) 277-2656
PD: JIM HAYES
RD: JIM HAYES

WEST
KFMF/Chicago
(312) 343-6461
PD: BOB WICKHAM
RD: BOB WICKHAM

WEST
K97/Edmonton
(403) 428-6807
PD: BILL EDWARDS
RD: BRUCE EDWARDS

WEST
K10/Colorado Springs
(303) 634-8886
PD: BOB HAYES
RD: BOB HAYES

WEST
KMGW/Bakersfield
805-327-0207
PD: BOB ANDERSON
RD: BOB ANDERSON

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RD: BOB HAYES

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KMGW/Bakersfield
805-327-0207
PD: BOB ANDERSON
RD: BOB ANDERSON

WEST
KTUL/Ft. Collins
(303) 671-1232
PD: NICK WHEELER
RD: JOHN WHEELER

WEST
KLOS/Los Angeles
(213) 627-7500
PD: TOMMY HAZEL
RD: TOMMY HAZEL

WEST
KQON/Portland
(503) 855-9181
PD: DAVE TAYLOR
RD: DAVE TAYLOR

WEST
KBSA/Santa Barbara
(805) 963-1078
PD: JAMES LILL
RD: SUSAN CARSTEN

WEST
KISW/Seattle
(206) 424-4306
PD: BOB PHILLIPS
RD: STEVE CARSTEN

WEST
KTVB/Santa Barbara
(805) 963-1601
PD: JAMES LILL
RD: SUSAN CARSTEN

WEST
KZMA/Seattle
(206) 484-1840
PD: JOHN OSTEAD
RD: DAVE SCOTT

WEST
KZKZ/Seattle
(206) 232-9911
PD: JIM REUBENSON
RD: CHRIS BISHOP

WEST
KLPX/Tucson
(602) 924-8711
PD: ALAN BERNHARD
RD: JAMES BISHOP

WEST
KKBK/Phoenix
(602) 897-9300
PD: JEFF SATTLER
RD: JEFF SATTLER

WEST
KCAL/San Bernardino
(714) 824-8020
PD: JIM HANSEN
RD: PETER HANSEN

WEST
KOLA/San Bernardino
(714) 826-9952
PD: AL BARRETT
RD: AL BARRETT

WEST
KQBF/San Diego
(714) 292-1360
PD: LARRY HOLT
RD: JUDY HOLT

WEST
KZOO/Mesa/Scottsdale
(480) 728-5000
PD: YVON ARGO
RD: YVON ARGO

WEST
KZZY/Reno
(702) 328-9281
PD: DANIEL COOK
RD: BRUCE VAN DYKE

WEST
KROQ/Pasadena
(818) 778-0830
PD: LARRY CARROLL
RD: LARRY CARROLL

WEST
KPRV/Santa Rosa
(707) 544-6082
PD: GUYT PALUS
RD: GUYT PALUS

WEST
KZAP/Sacramento
(916) 444-2808
PD: LES TRACY
RD: TRACY RAB ALLER

WEST
KCPK/Salt Lake City
(801) 872-3030
PD: GARY MULLER
RD: GARY MULLER

WEST
K1X/San Diego
(714) 234-9872
PD: JIM GILMAN
RD: JIM GILMAN

WEST
KMLF/San Francisco
(415) 381-6400
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RD: BOB COLE

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Country

BREAKERS

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

JOHNNY LEE

When You Fall In Love (Full Moon/Asylum)

On 81% of reporting stations. National Summary: Up 2, Same 12, Down 0, Debuts 8, Adds 62. A Most Added Record. R&R Chart: Debut 44.

JERRY REED

The Man With The Golden Thumb (RCA)

On 81% of reporting stations. National Summary: Up 40, Same 21, Down 0, Debuts 11, Adds 12. R&R Chart: Debut 45.

JANIE FRICKE

Don't Worry 'Bout Me Baby (Columbia)

On 81% of reporting stations. National Summary: Up 8, Same 18, Down 1, Debuts 22, Adds 38. A Most Added Record. R&R Chart: Debut 48.

MOST ADDED

- JOHNNY LEE (82)
When You Fall In Love (Full Moon/Asylum)
- MERLE HAGGARD (39)
Are The Good Times Really Over (Epic)
- JANIE FRICKE (36)
Don't Worry 'Bout Me Baby (Columbia)
- JUICE NEWTON (28)
Love's Been A Little Bit Hard... (Capitol)

HOTTEST

- WILLIE NELSON (73)
Always On My Mind (Columbia)
- ALABAMA (85)
Mountain Music (RCA)
- WAYLON & WILLIE (84)
Just To Satisfy You (RCA)
- T.G. SHEPPARD (44)
Finally (WB/Curb)
- STEVE WARINER (34)
Kansas City Lights (RCA)

NEW & ACTIVE

Recent releases are listed in order of their activity. The two numbers following the artist/title/label designation (example: 100/25) indicate how many of our reporters are on the record this week (100) and of those 100 how many added it this week (25). "Moves" are broken down for each record and indicate how many stations moved the song up on their charts, held it the same on to on, add to on, 51-51, etc., moved it down on their charts, or Added it this week. Indicated on this week's most added new songs.

LACY J. DALTON "Slow Down" (Columbia) 77/19
National Summary: Up 15, Same 28, Down 0, Debuts 15, Adds 19 including WWVA, KHEY, WBAP, KIKK-FM, WQAM, WKMK, WQHK, WIRE, WITL-FM, WXCL, KVEG, KSON-AM-FM, KIGO, WCMS-FM 40-27, KCKC 34-23. R&R Chart: Debut 47.

TERRI GIBBS "Ashes To Ashes" (MCA) 74/14
National Summary: Up 19, Same 27, Down 0, Debuts 14, Adds 14, WCAW, KIX106, KIXZ, KLVI, WNOE-AM, WHOO, KWKH, WCXI, WIRE, KRST-FM, KKAL, KEGM, KVEG, KSOP-FM, WCMS-FM 44-34. R&R Chart: Debut 48.

MERLE HAGGARD "Dealing With The Devil" (MCA) 71/1
National Summary: Up 34, Same 27, Down 0, Debuts 9, Adds 1, KIDN, WGNA-FM 44-37, WSEN-AM-FM 37-34, WNYR 28-22, WKSJ-FM 32-29, WNOE-AM 49-35, KRMD-AM-FM 35-27, KBMR 42-38, KSO 36-28, KTTS-AM-FM 39-34, KEED 42-37, KRWQ-FM 39-32, KEEN 26-22.

OSMONDS "I Think About Your Lovin'" (Elektra/Curb) 87/21
National Summary: Up 6, Same 24, Down 0, Debuts 18, Adds 21 including WPOR-AM-FM, WNYR, KOKE-AM-FM, WSOC-FM, WESC-AM-FM, WQIK-FM, WNOE-AM, KWKH, WWWV-FM, WKKO-AM-FM, WITL-FM, KFH, KLAC, KNIX-FM, KEEN.

WRIGHT BROTHERS "When You Find Her Keep Her" (WB) 58/5
National Summary: Up 31, Same 12, Down 0, Debuts 8, Adds 5, WWVA, WIL-AM-FM, KUUY, KLAC, KSOP-FM, WLWI-FM 33-28, WSM 23-18, KKYX 39-33, KRMD-AM-FM 21-16, WCMS-FM 43-36, WIRE 16-11, WBSC 27-24, WHBF 18-14, KEED 33-28, KWJ 35-31.

MICHAEL MURPHEY "The Two-Step Is Easy" (Liberty) 58/4
National Summary: Up 32, Same 18, Down 0, Debuts 3, Adds 4, KIX106, KVOC, KNIX-FM, KSON-AM-FM, WBGW-FM 40-36, KLVI 10-8, WWOD 19-17, WNOE-AM 15-14, WCMS-FM 33-26, KEBC-FM 17-15, KFDI-AM-FM 28-23, KFH 21-18, KEED 24-21, KRAK 38-34, KMPS-AM-FM 21-12.

BOXCAR WILLIE "Bad News" (Main Street) 55/3
National Summary: Up 37, Same 10, Down 2, Debuts 3, Adds 3, WCAW, WQIK-FM, WOKK, WWVA 37-28, WESC-AM-FM 32-28, WLWI-FM 15-13, WSM 25-20, WSAI-AM-FM 38-34, WTSO 9-7, KEED 19-15, KLAC 44-38, KWJ 22-19, KRAK 21-18, KGA 9-8.

BURRITO BROTHERS "Closer To You" (Curb/CBS) 54/6
National Summary: Up 22, Same 18, Down 1, Debuts 9, Adds 6, WNOE-AM, KSO, WTSO, WTHI-FM, KBMY, KEIN, WBGW-FM 36-33, KRRV 38-34, WCMS-FM 39-32, KFGO 40-35, KTTS-AM-FM 31-27, KEED 38-33, KRAK 32-27, KEEN 31-24, KMPS-AM-FM 9-7.

MERLE HAGGARD "Are The Good Times Really Over" (Epic) 53/39
National Summary: Up 4, Same 5, Down 0, Debuts 5, Adds 39 including WGNA-FM, KIX106, WMZQ-FM, WPLO, WBAP, WAMZ-FM, WSM, WQYK-FM, WSAI-AM-FM, WHK, WCUZ-AM-FM, WIRE, WDG, WIL-AM-FM, KLAC, KSOP-FM, KEEN.

RONNIE McDOWELL "I Just Cut Myself" (Epic) 47/18
National Summary: Up 17, Same 17, Down 0, Debuts 8, Adds 18, WVAM, WIXL-FM, WNYR, KIX106, WCOS-AM-FM, KHEY, WGVN, WWOD, WLWI-FM, WHOO, WAXX, WGEE, WTSO, KVOC, KFDI-AM-FM, KMAK, KRAK, KIGO.

G. STEWART & D. DILLON "Brotherly Love" (RCA) 45/2
National Summary: Up 20, Same 18, Down 2, Debuts 3, Adds 2, KYXX, KLAC, WIXL-FM 8-8, WYII 43-39, KIXZ 48-41, WWOD 20-14, KRMD-AM-FM 41-34, WIRK-FM 34-24, WTSO 41-37, KEED 40-35, KMAK 38-34, KWJ 36-32, KRAK 30-26, KSOP-FM 23-19, KGA 38-32.

ALLEN TRIPP "Love Is" (Nashville) 44/3
National Summary: Up 23, Same 16, Down 0, Debuts 3, Adds 3, WIXL-FM, WPOR-AM-FM, WAMZ-FM, KIXZ 37-33, WSOC-FM 32-29, WWOD 44-38, WNOE-AM 44-40, KKYX 30-24, KSO 31-25, KOMA 27-24, KVOC 24-17, KRWQ-FM 37-24, KLAC 47-44, KWJ 43-39, KTOM 30-26.

TERRY GREGORY "I Never Knew The Devil's Eyes..." (Handshake/CBS) 44/2
National Summary: Up 29, Same 8, Down 2, Debuts 3, Adds 2, KEIN, KIDN, WVAM 38-34, KIX106 39-32, WYII 41-34, WOKK 29-23, KYXX 19-16, WMNI 13-11, WFMS-FM 13-12, WBSC 16-13, WIL-AM-FM 22-19, KVOC 23-16, KFH 17-15, KRWQ-FM 12-8, KLAC 20-17.

SIGNIFICANT ACTION

CORBIN/HANNER BAND "Everyone Knows I'm Yours" (A&A) 40/5
National Summary: Up 17, Same 14, Down 0, Debuts 4, Adds 5, KIXZ, KLVI, KWKH, WMNI, WTSO, WEEP 9-8, WSIX-FM 16-12, WCMS-FM 28-19, WHBF 41-34, KSOP-FM 42-35.

SUSIE ALLANSON "Wasn't That Love" (Liberty/Curb) 38/8
National Summary: Up 7, Same 19, Down 0, Debuts 4, Adds 8, WCAW, WPLO, WSOC-FM, KHEY, WITL-FM, WTHI-FM, KFH, KRAK, WCMS-FM 42-33, KCBO-AM 4-28.

CHARLENE "I've Never Been To Me" (Motown) 37/4
National Summary: Up 17, Same 13, Down 0, Debuts 3, Adds 4, WMC-AM, WOKK, KWMT, KFH, WNYR 8-4, WILQ 10-6, WQAM 21-13, WHK 4-3, WWWV-FM 11-8, KUGR 30-20.

RANDY PARTON "Oh, No!" (RCA) 38/3
National Summary: Up 9, Same 19, Down 0, Debuts 5, Adds 3, WOKQ, WKSJ-FM, KWKH, WBGW-FM 50-34, WYKR 31-29, KRMD-AM-FM 45-42, KUZZ 49-45, KVOC 38-33, KRWQ-FM 24-18, KSOP-FM 50-47.

SONNY JAMES "A Place In The Sun" (Dimension) 32/9
National Summary: Up 4, Same 13, Down 0, Debuts 6, Adds 9, KRRV, WSOC-FM, KKYX, KECK, WHBF, KFDI-AM-FM, KKAL, KRSY, KCBO-AM, WSIX-FM 23-17.

JERRY LEE LEWIS "I'm So Lonesome I Could Cry" (Mercury/PolyGram) 32/2
National Summary: Up 8, Same 17, Down 0, Debuts 5, Adds 2, KLZ, KTOM, WBAP on, KIKK-FM on, KRMD-AM-FM 37-32, KTTS-AM-FM 46-41, KFDI-AM-FM 49-44, KFH on, KUZZ 39-33, KUUY 47-41.

Radio & Records NATIONAL AIRPLAY/50

May 7, 1982

Three Weeks	Two Weeks	Last Week	
5	3	2	1 WILLIE NELSON/Always On My Mind (Columbia)
8	5	3	2 WAYLON & WILLIE/Just To Satisfy You (RCA)
1	1	1	3 ALABAMA/Mountain Music (RCA)
19	13	9	4 MICKEY GILLEY/Tears Of The Lonely (Epic)
14	11	8	5 STEVE WARINER/Kansas City Lights (RCA)
17	12	10	6 GENE WATSON/Speak Softly (You're Talking...) (MCA)
22	17	11	7 STATLER BROTHERS/You'll Be Back... (Mercury/PolyGram)
29	22	15	8 T.G. SHEPPARD/Finally (WB/Curb)
25	20	18	9 BELLAMY BROTHERS/For All The Wrong... (Elektra/Curb)
18	14	12	10 GARY MORRIS/Don't Look Back (WB)
28	24	18	11 EDDIE RABBITT/I Don't Know Where To Start (Elektra)
2	2	4	12 CRYSTAL GAYLE/You Never Gave Up On Me (Columbia)
10	8	7	13 DOLLY PARTON/Single Women (RCA)
18	15	13	14 EDDY RAVEN/A Little Bit Crazy (Elektra)
9	8	8	15 JOHN CONLEE/Busted (MCA)
33	27	20	16 TAMMY WYNETTE/Another Chance (Epic)
32	25	21	17 MEL McDANIEL/Take Me To The Country (Capitol)
20	18	13	18 MOE BANDY/Someday Soon (Columbia)
26	23	19	19 KIERAN KANE/I Feel It With You (Elektra)
43	34	24	20 DON WILLIAMS/Listen To Radio (MCA)
6	4	5	21 GAIL DAVIES/Round The Clock Lovin' (WB)
40	30	27	22 LEE GREENWOOD/Ring On Her Finger... (MCA)
36	28	28	23 JOE STAMPLEY/I'm Goin' Hurtin' (Epic)
41	31	28	24 LEON EVERETTE/Just Give What You... (RCA)
45	39	33	25 CHARLEY PRIDE/I Don't Think She's In Love (RCA)
44	37	30	26 RAZZY BAILEY/Everytime You Cross My Mind... (RCA)
-	42	35	27 CONWAY TWITTY/Slow Hand (Elektra)
11	18	22	28 GEORGE STRAIT/If You're Thinking You Want... (MCA)
4	7	17	29 RICKY SKAGGS/Crying My Heart Out (Epic)
50	43	36	30 JOHN ANDERSON/Would You Catch A Falling Star (WB)
-	-	46	31 RAY PRICE/Forty And Fadin' (Dimension)
38	32	31	32 JACKY WARD/Travelin' Man (Asylum)
3	9	25	33 GEORGE JONES/Same Ole Me (Epic)
-	-	41	34 BARBARA MANDRELL/'Til You're Gone (MCA)
-	-	39	35 RONNIE MILSAP/Any Day Now (RCA)
7	10	23	36 D. FRIZZELL & S. WEST/Another Honky-Tonk... (WB/Viva)
-	50	40	37 ED BRUCE/Love's Found You And Me (MCA)
48	40	38	38 REX ALLEN JR./Last Of The Silver Screen Cowboys (WB)
-	46	42	39 JOHNNY CASH/The General Lee (Scotti Bros./CBS)
46	38	40	40 FRED KNOBLOCK/I Had It All (Scotti Bros./CBS)
-	-	45	41 BILLY SWAN/With Their Kind Of Money... (Epic)
15	19	29	42 DOTTIE WEST/You're Not Easy To Forget (Liberty)
12	21	32	43 HANK WILLIAMS JR./A Country Boy Can... (Elektra/Curb)
-	-	44	44 JOHNNY LEE/When You Fall In Love (Full Moon/Asylum)
-	-	45	45 JERRY REED/The Man With The Golden Thumb (RCA)
-	-	46	46 JANIE FRICKE/Don't Worry 'Bout Me Baby (Columbia)
-	-	47	47 LACY J. DALTON/Slow Down (Columbia)
-	-	48	48 TERRI GIBBS/Ashes To Ashes (MCA)
13	26	34	49 CONWAY TWITTY/The Clown (Elektra)
27	35	43	50 LORETTA LYNN/I Lie (MCA)

New Entry

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate continued upward movement from the majority of our reporters.

BILLY PARKER "The Last Country Song" (Soundwaves) 31/13
National Summary: Up 1, Same 7, Down 0, Debuts 0, Adds 13, KRRV, KIXZ, WPLO, WDAK, KLRA, WOKK, WQYK-FM, WIRK-FM, WITL-FM, KVOO, KMAK, KWJ, KIGO.

T. HALL & E. SCRUGGS "There Ain't No Country Music..." (Columbia) 30/8
National Summary: Up 5, Same 16, Down 0, Debuts 3, Adds 6, WSEN-AM-FM, WESC-AM-FM, WIRK-FM, KTTS-AM-FM, KYTE, KSON-AM-FM, WIXL-FM 40-29, WTQR-FM 35-33, KFGO 33-29, KRWQ-FM 36-25.

STEPHANIE WINSLOW "Slippin' & Sildin'" (Primer) 29/8
National Summary: Up 8, Same 13, Down 0, Debuts 2, Adds 6, WYII, WKSJ-FM, KBMR, KWMT, WHBF, KEGM, WVAM 45-40, KWKH 40-34, KVOO 45-37, KUUY 37-31.

BANDANA "Cheatin' State Of Mind" (WB) 29/5
National Summary: Up 6, Same 15, Down 0, Debuts 3, Adds 5, WBGW-FM, WPOR-AM-FM, KKYX, WMNI, KVEG, KRRV 33-31, WAMZ-FM 39-36, KRMD-AM-FM 43-40, WCMS-FM 41-28, KMPS-AM-FM on.

CRISTY LANE "Fragile - Handle With Care" (Liberty) 28/10
National Summary: Up 2, Same 13, Down 0, Debuts 3, Adds 10, WYKR, WILQ, WESC-AM-FM, WLWI-FM, KKYX, WMNI, KWMT, WXCL, WTHI-FM, KVEG.

JUICE NEWTON "Love's Been A Little Bit Hard On Me" (Capitol) 28/26
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 26 including WBGW-FM, WMZQ-FM, WAMZ-FM, WRNL, WCMS-FM, WCUZ-AM-FM, WFMS-FM, WBCS, KRST-FM, KSOP-FM.

CONWAY TWITTY "Over Thirty (Not Over The Hill)" (MCA) 28/5
National Summary: Up 7, Same 10, Down 0, Debuts 4, Adds 5, WSOC-FM, WMC-AM, KYXX, KRMD-AM-FM, KIGO, WIXL-FM 50-35, WADR 32-30, WHOO 19-15, WWWV-FM 34-28, KEBC-FM 48-40.

MUNDO EARWOOD "All My Lovin'" (Primer) 28/4
National Summary: Up 13, Same 6, Down 0, Debuts 3, Adds 4, WESC-AM-FM, WCMS-FM, WITL-FM, WXCL, KIKK-FM 37-26, WSM 33-28, KFGO 34-30, KEBC-FM 49-44, KTTS-AM-FM 33-28, KRAK 48-43.

DAVID ALLAN COE "Take Time To Know Her" (Columbia) 25/2
National Summary: Up 10, Same 9, Down 0, Debuts 4, Adds 2, WCMS-FM, WMNI, KLVI 17-15, WAMZ-FM 14-10, WIRK-FM 36-32, WCUZ-AM-FM 26-23, WXCL 50-45, KTTS-AM-FM 28-24, KFDI-AM-FM 44-39, KUUY 49-44.

JOHN SCHNEIDER "Dreamin'" (Scotti Bros./CBS) 24/21
National Summary: Up 0, Same 3, Down 0, Debuts 0, Adds 21 including WGNA-FM, WBGW-FM, WPLO, WBAP, WCMS-FM, WKQ-AM-FM, WFMS-FM, KEBC-FM, KUZZ, KCKC.

MARTY ROBBINS "Some Memories Just Won't Die" (Columbia) 23/22
National Summary: Up 0, Same 1, Down 0, Debuts 0, Adds 22 including WVAM, WADR, WNOE-AM, KRMD-AM-FM, WIRK-FM, KEBC-FM, KTTS-AM-FM, KMAK, KNIX-FM, KGA.

RAY STEVENS "Where The Sun Don't Shine" (RCA) 23/21
National Summary: Up 0, Same 1, Down 0, Debuts 1, Adds 21 including WIXL-FM, WYII, WKSJ-FM, WIRK-FM, KFGO, WFMS-FM, KFH, KEED, KWJ, KSOP-FM.

DAVE ROWLAND "Why Didn't I Think Of That" (Elektra) 22/1
National Summary: Up 7, Same 14, Down 0, Debuts 0, Adds 1, WHBF, WIXL-FM 38-28, WBEU 36-33, WQYK-FM 32-28, KFGO 28-27, WKQ-AM-FM 43-40, KTTS-AM-FM 41-38, KWJ on, KCCY-FM on, KSOP-FM on.

LANE BRODY "He's Taken" (Liberty) 21/4
National Summary: Up 5, Same 9, Down 0, Debuts 3, Adds 4, WWVA, KKYX, KEED, KRSY, WSIX-FM 13-10, WNOE-AM 50-44, WIRK-FM 4-36, KSO 39-33, WXCL 30-25, KMPS-AM-FM 4-30.

DEBORAH ALLEN "After Tonight" (Capitol) 20/5
National Summary: Up 3, Same 8, Down 0, Debuts 4, Adds 5, WOKK, KWMT, KTTS-AM-FM, KVEG, KRSY, WIXL-FM 39-36, WSM 4-36, KKYX 50-46, WTHI-FM 4-34, KUZZ 47-43.

CON HUNLEY "Oh Girl" (WB) 19/18
National Summary: Up 0, Same 0, Down 0, Debuts 1, Adds 18 including WSEN-AM-FM, WBGW-FM, WNYR, WCOS-AM-FM, KLRA, WMC-AM, WSM, KEBC-FM, KMAK, KCKC.

MARGO SMITH "Either You're Married Or You're Single" (AMI/NSD) 17/5
National Summary: Up 0, Same 11, Down 0, Debuts 1, Adds 5, WLWI-FM, KRMD-AM-FM, WMNI, KTTS-AM-FM, KEED, WQYK-FM on, WIRK-FM on, KEBC-FM on, KFDI-AM-FM on, KRAK on.

ROY CLARK "Paradise Knife & Gun Club" (Churchill) 15/4
National Summary: Up 1, Same 9, Down 0, Debuts 1, Adds 4, KRRV, KKYX, WAXX, KTTS-AM-FM, KOKE-AM-FM on, WKMF on, KVOO 48-40, KFDI-AM-FM on, KLAC on, KRAK on.

PAUL OVERSTREET "Beautiful Baby" (RCA) 15/3
National Summary: Up 4, Same 7, Down 0, Debuts 1, Adds 3, WWVA, WFNC, KFGO, WPOR-AM-FM on, WSIX-FM 4-23, KWKH on, KEBC-FM on, WXCL 44-34, KTTS-AM-FM 37-32, KUUY 31-27.

Black Radio

BREAKERS

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

JEFFREY OSBORNE

I Really Don't Need No Light (A&M)

68% of our reporting stations on it. Rotations: Heavy 2/0, Medium 13/3, Light 21/3, Extra Adds 9, Total Adds 15, WXYV, WILD, WAMO, KDKO, WNHC, WATV, WGIV, KOKY, WJJS, WVOL, WOWI, WLTH, WKWM, WVOI, KPOP-FM. A Most Added Record. Debuts at number 26 on the Black Radio Chart.

RICK JAMES

Dance Wit' Me (Gordy/Motown)

64% of our reporting stations on it. Rotations: Heavy 1/0, Medium 9/4, Light 9/6, Extra Adds 23, Total Adds 33, WILD, WAMO, WAOK, KRLY, WDIA, WAIL-FM, WYLD-FM, WBMX, WBLZ, WCIN, WJLB, KDKO, XHRM, WSSJ, WNHC, WWRL, WENN, WGIV, WOIC, WJAX, KOKY, WJJS, WVOL, WOWI, KTFM, WANM, WLTH, WKWM, WTLC, KAEZ, KACE, KDIA, KUKQ. A Most Added Record. Debuts at number 27 on the Black Radio Chart.

NEW & ACTIVE

Recent releases are listed in order of their activity. The two numbers immediately following each song title indicate how many of our reporters are on the record this week and of those, how many added it this week. The rotational breakdowns which follow indicate how many stations have the song in the respective rotation and of those, how many added it into that particular rotation this week. indicates one of this week's Most Added new songs.

PATTI AUSTIN with JAMES INGRAM "Baby Come To Me" (Qwest/WB) 34/1
Rotations: Heavy 6/0, Medium 18/0, Light 11/0, Extra Adds 1, Total Adds 1, KMJQ. Heavy: WJMO, WNHC, KNOW, WOWI, WANM, KAEZ. Medium: WXYV, WAO, WYLD-FM, WBLZ, WCIN, WJLB, KDAY, XHRM, WWRL, WENN, WPDQ, KOKY, WJJS, WBLX, WLTH, WLUM.

CHIC "Soup For One" (Mirage/Atlantic) 32/11
Rotations: Heavy 1/0, Medium 9/2, Light 14/1, Extra Adds 8, Total Adds 11, WXYV, WEDR, WYLD-FM, KSOL, WATV, WOIC, WPDQ, WTMP, WLTH, WKWM, WLUM. Heavy: WGIV. Medium: WHUR, WHRK, WBLZ, KDAY, XHRM, WJMI, WTLC.

NARADA MICHAEL WALDEN "You're #1" (Atlantic) 32/9
Rotations: Heavy 1/0, Medium 10/0, Light 18/4, Extra Adds 5, Total Adds 9, WAMO, WAOK, WBLZ, XHRM, WATV, KOKY, WVOI, KDIA, KUKQ. Heavy: KDKO. Medium: WWIN, WHUR, WDIA, WHRK, WEDR, KSOL, WLOU, WJJS, WTOY, WTLC.

REDDINGS "I Know You Got Another" (Believe In A Dream/CBS) 32/2
Rotations: Heavy 10/0, Medium 13/0, Light 7/0, Extra Adds 2, Total Adds 2, WTLC. KACE. Heavy: WOOK, WVEE, WDIA, WHRK, WEDR, WCIN, KSOL, WATV, WJMI, WJAX. Medium: WWIN, WAO, WJMO, KDAY, XHRM, WENN, WBLX, WVOL, WOWI, WANT, WDAO, WKWM, KDIA. Debuts at number 28 on the Black Radio Chart.

WHISPERS "Emergency" (Solar/Elektra) 31/4
Rotations: Heavy 4/0, Medium 11/0, Light 12/0, Extra Adds 4, Total Adds 4, KDAY, WSSJ, WATV, WTLC. Heavy: WAOK, WPDQ, WANT, KACE. Medium: WWIN, WOOK, KDKO, XHRM, KSOL, KNOW, WJJS, WOWI, WKWM, KUKQ.

AURRA "A Little Love" (Salsoul/RCA) 30/2
Rotations: Heavy 2/0, Medium 18/0, Light 11/1, Extra Adds 1, Total 2, WJPC, WTMP. Heavy: WEDR, WGIV. Medium: WAOK, WHRK, WCIN, WJMO, WJLB, KDAY, XHRM, KNOW, WJAX, KOKY, WBLX, WVOL, WOWI, WTOY, WDAO, WTLC.

WILLIAM "BOOTS" COLLINS "Take A Lickin' And Keep On Kickin'" (WB) 30/2
Rotations: Heavy 3/0, Medium 18/0, Light 9/0, Extra Adds 2, Total Adds 2, WJMO, WPDQ. Heavy: WDAS, WTLC, KUKQ. Medium: WAMO, WHUR, WAO, WGCI, WJLB, KDAY, XHRM, WLOU, WJJS, WOWI, WTOY, WLTH, WKWM, KPOP-FM, KOKY.

JUNIOR "Too Late" (Mercury/PolyGram) 29/19
Rotations: Heavy 1/0, Medium 6/2, Light 7/2, Extra Adds 15, Total Adds 19, WWIN, WILD, WAO, WVEE, WEDR, WBMX, WGCI, KDKO, KDAY, XHRM, WJMI, WKXI, WJAX, WPDQ, WJJS, WANM, WLTH, WTLC, KAEZ. Heavy: WSSJ. Medium: WHUR, WHRK, WJLB, KACE.

BILL SUMMERS & SUMMERS HEAT "At The Concert" (MCA) 29/2
Rotations: Heavy 1/0, Medium 18/1, Light 9/0, Extra Adds 1, Total Adds 2, KNOW, WTMP. Heavy: WOOK. Medium: WWIN, WHUR, WDIA, WHRK, WCIN, WJMO, KDAY, KSOL, WJMI, WJAX, WPDQ, WVOL, WTOY, WLTH, WTLC, KAEZ, KPOP-FM.

DIANA ROSS "Work That Body" (RCA) 29/2
Rotations: Heavy 3/0, Medium 13/0, Light 13/2, Extra Adds 0, Total Adds 2, WXYV, WVOI. Heavy: WJMO, WJMI, WPDQ. Medium: WILD, WVEE, WAIL-FM, KDKO, KDAY, KSOL, WSSJ, KOKY, WVOL, WTOY, WANM, WDAO.

MIGHTY FIRE "Sixth Street (Turn It Up)" (Elektra) 28/8
Rotations: Heavy 0/0, Medium 8/0, Light 14/2, Extra Adds 6, Total Adds 8, WXYV, WAO, WKXI, WLOU, WOWI, WKWM, WVOI, KACE. Medium: WEDR, KDAY, XHRM, KSOL, WENN, WANM, WTLC, KUKQ.

LAKESIDE "Something About That Woman" (Solar/Elektra) 27/7
Rotations: Heavy 5/0, Medium 9/1, Light 7/0, Extra Adds 6, Total Adds 7, WILD, WDAS, WHUR, WBMX, KELP, WTMP, KUKQ. Heavy: WDIA, WHRK, WGCI, WATV, WLTH. Medium: WWIN, KDKO, KDAY, KSOL, KOKY, WLOU, WOWI, WTLC.

LARRY GRAHAM "Don't Stop When You're Hot" (WB) 26/14
Rotations: Heavy 1/0, Medium 9/1, Light 7/4, Extra Adds 9, Total Adds 14, WAMO, WBMX, WCIN, KDKO, KDAY, XHRM, WNHC, WPDQ, WBLX, WANM, WTLC, KAEZ, WVOI, KPOP-FM. Heavy: WAO, Medium: WHUR, WDIA, WHRK, KSOL, WGIV, WVOL, WKWM.

WEST STREET MOB "Sing A Simple Song" (Sugar Hill) 26/2
Rotations: Heavy 6/0, Medium 11/0, Light 7/0, Extra Adds 2, Total Adds 2, WATV, WLOU. Heavy: WDIA, WJMO, WJAX, WDAO, WWWW, KACE. Medium: WWIN, WDAS, WHUR, WAO, WHRK, WAIL-FM, WENN, WGIV, WVOL, WLTH, WTLC.

SHOTGUN "Ladies Choice" (Montage/Capitol) 25/4
Rotations: Heavy 2/0, Medium 7/0, Light 13/1, Extra Adds 3, Total Adds 4, WAO, WVEE, WDIA, WKXI. Heavy: KDKO, WENN. Medium: WDAS, WATV, WLOU, WOWI, WTLC, KAEZ, KDIA.

ONE WAY "Cutie Pie" (MCA) 24/4
Rotations: Heavy 14/3, Medium 5/0, Light 4/0, Extra Adds 1, Total Adds 4, KMJQ, KRLY, KDKO, KUKQ. Heavy: WDIA, WHRK, WGCI, WDMT, WJLB, XHRM, KELP, KOKY, KAEZ, KACE, KPOP-FM. Medium: WWIN, WVEE, KMJM, KDAY, KSOL.

SIGNIFICANT ACTION

DRAMATICS "Live It Up" (Capitol) 22/3
Rotations: Heavy 1/0, Medium 8/0, Light 10/0, Extra Adds 3, Total Adds 3, WXYV, WAIL-FM, WTLC. Heavy: WAO, Medium: WJLB, KDAY, XHRM, WOIC, WJJS, WTOY, WKWM, KAEZ.

TIME "Girl" (WB) 21/4
Rotations: Heavy 6/0, Medium 5/1, Light 8/1, Extra Adds 2, Total Adds 4, WBLX, WTMP, WDAO, WLTH. Heavy: WDIA, WHRK, KELP, WJMI, WKXI, KOKY. Medium: WAO, KMJQ, KNOW, WOWI.

RJ'S LATEST ARRIVAL "(Aerobic Dancin) Keep Dancin'" (Zoo York) 20/7
Rotations: Heavy 1/0, Medium 8/1, Light 8/1, Extra Adds 5, Total Adds 7, WILD, WCIN, KELP, WTMP, WDAO, WKWM, KAEZ. Heavy: WWWW. Medium: WWIN, WEDR, WJMO, WGIV, WTLC.

HERBIE HANCOCK "Lite Me Up" (Columbia) 20/1
Rotations: Heavy 1/0, Medium 8/1, Light 11/0, Extra Adds 0, Total Adds 1, KSOL. Heavy: WTLC. Medium: WXYV, WJLB, XHRM, WGIV, WJJS, WTOY, WLUM.

GREG PERRY "It Takes Heart" (A&M) 20/1
Rotations: Heavy 1/0, Medium 8/0, Light 10/0, Extra Adds 1, Total Adds 1, WLOU. Heavy: WAO, Medium: WWIN, KDAY, XHRM, WKXI, WOWI, WTOY, WLTH, WTLC.

Radio & Records NATIONAL AIRPLAY/30

May 7, 1982

Three Weeks	Two Weeks	Last Week		
6	3	1	1	DENIECE WILLIAMS/It's Gonna... (ARC/Col.)
2	2	2	2	RAY PARKER JR./The Other Woman (Arista)
5	5	3	3	SHALAMAR/A Night To Remember (Solar/Elektra)
4	1	4	4	PATRICE RUSHEN/Forget Me Nots (Elektra)
7	6	5	5	CHERI/Murphy's Law (Venture)
8	8	6	6	CAMEO/Just Be Yourself (Chocolate City/PolyGram)
19	12	9	7	BLOODSTONE/We Go A Long Way Back (T-Neck/CBS)
14	13	10	8	DAZZ BAND/Let It Whip (Motown)
30	16	13	9	TEMPTATIONS/R. JAMES/Standing On... (Gordy/Motown)
-	29	16	10	GAP BAND/Early In The Morning (Total Experience/PGM)
27	19	14	11	ASHFORD & SIMPSON/Street Corner (Capitol)
3	4	7	12	ATLANTIC STARR/Circles (A&M)
29	20	17	13	CHANGE/The Very Best In You (RFC/Atlantic)
9	9	8	14	A TASTE OF HONEY/I'll Try Something New (Capitol)
15	11	11	15	O'JAYS/I Just Want To Satisfy (Phil. Int'l./CBS)
1	7	12	16	RICHARD "D" FIELDS/If It Ain't One Thing... (Boardwalk)
16	15	15	17	SKYY/Let's Celebrate (Salsoul/RCA)
-	25	20	18	P. McCARTNEY/S. WONDER/Ebony & Ivory (Columbia)
21	21	21	19	THIRD WORLD/Try Jah Love (Columbia)
-	-	23	20	SMOKEY ROBINSON/Old Fashioned Love (Tamla/Motown)
28	28	26	21	BRASS CONSTRUCTION/Can You See The Light (Liberty)
-	-	22	22	PLEASURE/Sending My Love (RCA)
-	-	28	23	D. WARWICK & J. MATHIS/Friends In Love (Arista) New Entry
11	14	19	24	O'BRYAN/The Gigolo (Capitol)
26	26	25	25	BAR-KAYS/Freaky Behavior (Mercury/PolyGram)
-	-	26	26	JEFFREY OSBORNE/I Really Don't Need No Light (A&M)
-	-	27	27	RICK JAMES/Dance Wit' Me (Gordy/Motown)
-	-	28	28	REDDINGS/I Know You Got... (Believe In A Dream/CBS)
10	10	18	29	WAR/You Got The Power (RCA)
24	24	29	30	ROBERTA FLACK/Making Love (Atlantic)

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate continued upward movement from the majority of our reporters.

MOST ADDED

- RICK JAMES (33)
- JUNIOR (19)
- JEFFREY OSBORNE (15)
- LARRY GRAHAM (14)
- CHIC (11)

HOTTEST

- RAY PARKER JR. (27)
- DAZZ BAND (26)
- PATRICE RUSHEN (24)
- CHERI (18)
- TEMPTATIONS/R. JAMES (18)

RICHARD JON SMITH "Stay With Me Tonight" (Jive/Arista) 19/5
Rotations: Heavy 2/0, Medium 4/0, Light 9/1, Extra Adds 4, Total Adds 5, WAMO, WYLD-FM, WGIV, WTOY, WTLC. Heavy: WEDR, KSOL. Medium: XHRM, WLOU, WLTH, KPOP-FM.

FAT LARRY'S BAND "Act Like You Know" (WMOT/CBS) 19/1
Rotations: Heavy 0/0, Medium 6/0, Light 12/0, Extra Adds 1, Total Adds 1, WTOY. Medium: WXYV, WILD, WSSJ, WJJS, WDAO, WLTH.

SYLVIA "It's Good To Be The Queen" (Sugar Hill) 19/0
Rotations: Heavy 2/0, Medium 7/0, Light 10/0, Extra Adds 0, Total Adds 0. Heavy: WHUR, WGIV. Medium: WWIN, WJMO, WOIC, WLOU, WOWI, WANM, WTLC.

QUEEN "Body Language" (Elektra) 18/6
Rotations: Heavy 1/0, Medium 8/2, Light 8/3, Extra Adds 1, Total Adds 6, WBLZ, KDKO, KDAY, KELP, WJAX, WBLX. Heavy: WAIL-FM. Medium: WHUR, WHRK, WGCI, KSOL, WNHC, WVOL.

DAVID LASLEY "If I Had My Wish Tonight" (EMI America) 18/1
Rotations: Heavy 4/0, Medium 5/0, Light 9/1, Extra Adds 0, Total Adds 1, WJPC. Heavy: WAMO, WAO, XHRM, WSSJ. Medium: WAIL-FM, WYLD-FM, WLTH, WLUM, KUKQ.

BOBBY CALDWELL "Jamaica" (Polydor/PolyGram) 17/3
Rotations: Heavy 1/0, Medium 10/1, Light 4/0, Extra Adds 2, Total Adds 3, WXYV, WATV, WLTH. Heavy: WSSJ. Medium: WWIN, WAMO, WEDR, WDMT, WJMO, XHRM, WJAX, WOWI, WLUM.

VERNON BURCH "Playing Hard To Get" (Spector/Capitol) 17/1
Rotations: Heavy 2/0, Medium 7/0, Light 7/0, Extra Adds 1, Total Adds 1, WVEE. Heavy: WLOU, WTLC. Medium: WAO, WCIN, WJMO, XHRM, KSOL, WENN, WOWI.

SHARON BROWN "I Specialize In Love" (Profile) 16/2
Rotations: Heavy 4/0, Medium 5/0, Light 5/0, Extra Adds 2, Total Adds 2, WJMO, WDAO. Heavy: WAO, WSSJ, WNHC, WWRL. Medium: WWIN, WILD, WEDR, WOWI, WANM.

SECRET WEAPON "Must Be The Music" (Prelude) 16/1
Rotations: Heavy 7/0, Medium 6/0, Light 2/0, Extra Adds 1, Total Adds 1, KMJQ. Heavy: WWIN, WDAS, WSSJ, WATV, WOIC, KELP, WANT. Medium: WAO, WVEE, WAIL-FM, WJPC, WJMO, KDAY.

ZOOM "Love Seasons" (Polydor/PolyGram) 16/1
Rotations: Heavy 7/0, Medium 8/0, Light 2/0, Extra Adds 1, Total Adds 1, KMJM. Heavy: WAMO, WJLB, WKND, WWRL, WPDQ, WLOU, WANT. Medium: WYLD-FM, XHRM, WATV, WTLC, WLUM, WVOI.

AL JARREAU "Teach Me Tonight" (WB) 16/0
Rotations: Heavy 1/0, Medium 10/0, Light 5/0, Extra Adds 0, Total Adds 0. Heavy: KNOW. Medium: WOOK, WDIA, WDMT, XHRM, WSSJ, KOKY, WJJS, WLUM, KAEZ, KUKQ.

FREDI GRACE & RHINSTONE "Help (...Save This Frantic Heart Of Mine)" (RCA) 15/5
Rotations: Heavy 1/0, Medium 4/0, Light 5/0, Extra Adds 5, Total Adds 5, WXYV, WVEE, WDAO, WTLC, KPOP-FM. Heavy: WAO, Medium: WEDR, XHRM, WLOU, WLTH.

KLIQUE "Dance Like Crazy" (MCA) 15/4
Rotations: Heavy 0/0, Medium 4/0, Light 8/1, Extra Adds 3, Total Adds 4, WAO, WBMX, KDAY, WJAX. Medium: WEDR, XHRM, WENN, WGIV.

L.T.D. "April Love" (A&M) 15/0
Rotations: Heavy 5/0, Medium 5/0, Light 5/0, Extra Adds 0, Total Adds 0. Heavy: WWIN, WEDR, WJLB, WATV, WBLX. Medium: WDAS, WVEE, WYLD-FM, XHRM, WANT.

SISTER SLEDGE "All The Man I Need" (Cotillion/Atco) 14/8
Rotations: Heavy 0/0, Medium 1/1, Light 7/1, Extra Adds 6, Total Adds 8, WAIL-FM, WJPC, XHRM, WGIV, WPDQ, WJJS, WLTH, KPOP-FM.

HIGH INERGY "First Impressions" (Motown) 14/4
Rotations: Heavy 0/0, Medium 6/1, Light 5/0, Extra Adds 3, Total Adds 4, WDAS, WLTH, WTLC, KACE. Medium: WGCI, WDMT, WANM, WLUM, WWWW.

DENNIS BROWN "Love Has Found Its Way" (A&M) 14/3
Rotations: Heavy 1/0, Medium 6/0, Light 5/1, Extra Adds 2, Total Adds 3, WAIL-FM, WJAX, WVOI. Heavy: WLUM. Medium: WHUR, WGCI, XHRM, WGIV, WLTH, KACE.

GENE CHANDLER "Make The Living Worthwhile" (20th/Chi-Sound) 14/3
Rotations: Heavy 1/0, Medium 4/1, Light 8/1, Extra Adds 1, Total Adds 3, WDAS, WDIA, WLTH. Heavy: WAO, Medium: WWIN, WVEE, WWRL.

RITCHIE FAMILY "I'll Do My Best (For You Baby)" (RCA) 14/3
Rotations: Heavy 0/0, Medium 3/0, Light 8/0, Extra Adds 3, Total Adds 3, WEDR, WKWM, KPOP-FM. Medium: WWIN, WSSJ, WOIC.

ALTON EDWARDS "I Just Wanna (Spend Some Time With You)" (Columbia) 14/2
Rotations: Heavy 0/0, Medium 4/0, Light 8/0, Extra Adds 2, Total Adds 2, WXYV, WENN. Medium: WEDR, XHRM, WSSJ, KACE.

HIGH FASHION "Feelin' Lucky Lately" (Capitol) 13/7
Rotations: Heavy 1/0, Medium 1/0, Light 4/0, Extra Adds 7, Total Adds 7, WWIN, WVEE, WEDR, WBMX, WTMP, WTLC, KAEZ. Heavy: WAO, Medium: WNHC.

ROSE ROYCE "Best Love" (Epic) 13/1
Rotations: Heavy 1/0, Medium 5/0, Light 6/0, Extra Adds 1, Total Adds 1, WTOY. Heavy: WAO, Medium: WWIN, WEDR, KOKY, WTLC, KPOP-FM.

Black Radio

Hottest

May 7, 1982

EAST	SOUTH	MIDWEST	WEST
Patrice Rushen Cheri Atlantic Starr Temptations/R. James Deniece Williams	Ray Parker Jr. Dazz Band Richard "Dimples" Fields Temptations/R. James Bloodstone	Dazz Band Patrice Rushen Cheri Shalamar	Atlantic Starr Dazz Band Ray Parker Jr. Deniece Williams Patrice Rushen

Regionalized Adds & Hots

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

EAST		MIDWEST		SOUTH		WEST	
WXIV/Baltimore Tim Wetts	WAMO/Pittsburgh John Anthony	WJPC/Chicago Jerry Boulding	WGCI/Chicago Pam Wells	WDMT/Cleveland Magic/James	WDAO/Dayton Lankford Stephens	WLTH/Gary Dana Huskisson	KAEZ/Oklahoma City Lee Simpeon
DIANA ROSS CHIC DRAMATICS BOBBY CALDWELL MIGHTY FIRE ALTON EDWARDS FREDI GRACE & RHI SINNAMON JEFFREY OSBORNE B.B.C.S. & A. Hottest: MCCARTNEY/WONDER CAMEO PEABO BRYSON ONE WAY IMAGINATION	TEDDY PENDERGRASS JEFFREY OSBORNE NARADA M. WALDEN LONNIE JORDAN RICHARD JON SMITH LARRY GRAHAM RICK JAMES Hottest: TEDDY PENDERGRASS TEMPTATIONS/JAMES BOOKER T. MCCARTNEY/WONDER MCCARTNEY/WONDER	SKYY WALDO SMOKEY ROBINSON AURRA DAVID LASLEY PLEASURE SISTER SLEDGE Hottest: RICHARD D. FIELDS O'BRYAN CHERI ROBERTA FLACK DAZZ BAND	BRASS CONSTRUCTION KID CREOLE JUNIOR SINNAMON B.B.C.S. & A. Hottest: RAY PARKER JR. SHALAMAR ONE WAY CHAS JANKLF DENIECE WILLIAMS	ASHFORD & SIMPSON TEMPTATIONS/JAMES WARWICK & MATHIS CHANGE LONNIE JORDAN SMOKEY ROBINSON BOBBY WCHACK Hottest: ROBERTA FLACK ONE WAY CAMEO GAP BAND CHANGE	RJ'S LATEST ARRIV BLOODSTONE TIME STEVIE WOODS SHARON BROWN FREDI GRACE & RHI LADY Hottest: CAMEO PATRICE RUSHEN SHALAMAR CHERI RAY PARKER JR.	SISTER SLEDGE BOBBY CALDWELL XAVIER CHIC CHANGE TIME HIGH INERGY JUNIOR JEFFREY OSBORNE RICK JAMES GENE CHANDLER Hottest: PATRICK RUSHEN SHALAMAR DENIECE WILLIAMS ONE WAY THIRD WORL	BOBBY GAINS MARCIA HINES BOHANNON HIGH FASHION RJ'S LATEST ARRIV ANGELA BOFILL LARRY GRAHAM JUNIOR LEVEL 42 LONNIE JORDAN RICK JAMES Hottest: SHALAMAR CHERI ONE WAY TEMPTATIONS/JAMES GAP BAND
WWIN/Baltimore Curtis Anderson	WOKW/Washington Dwight Langley	WBMX/Chicago Lee Michaels	WBLZ/Cincinnati Harry Lyles	WJMO/Cleveland Erik Stone	WJLB/Detroit J. Michael McKay	WKWM/Grand Rapids Frank Grant	WVWS/Saginaw, MI Kermit Crockett
JENNIFER HOLLIDAY SINNAMON L.A. BOPPERS B.B.C.S. & A. HIGH FASHION JUNIOR KENI BURKE STYLISTICS Hottest: SECRET WEAPON CHERI TROUBLE FUNK PATRICE RUSHEN DENIECE WILLIAMS RICHARD D. FIELDS	O'BRYAN LONNIE JORDAN Hottest: RAY PARKER JR. PATRICE RUSHEN CHANGE DAZZ BAND	JUNIOR LAKESIDE CONTROLLERS XAVIER LARRY GRAHAM ROSE ROYCE HIGH FASHION KLIQUE RICK JAMES Hottest: PATRICE RUSHEN TEMPTATIONS/JAMES DAZZ BAND SKYY GAP BAND	RICK JAMES TEDDY PENDERGRASS NARADA M. WALDEN QUEEN Hottest: PATRICE RUSHEN SHALAMAR DAZZ BAND RAY PARKER JR. BLOODSTONE	EDWIN BIRDSONG LADY BOOTSY COLLINS SHARON BROWN RONI GRIFFITH MARY HUNDAY Hottest: PATRICE RUSHEN DAZZ BAND ATLANTIC STARR SHALAMAR RICHARD D. FIELDS	BOHANNON RICK JAMES PEECH BOYS Hottest: LTD ZOOM SKYY TEMPTATIONS/JAMES ATLANTIC STARR	RICK JAMES JEFFREY OSBORNE B.B.C.S. & A. MIGHTY FIRE CHIC RITCHIE FAMILY NOEL POINTER O'BRYAN RJ'S LATEST ARRIV ROSAY Hottest: DAZZ BAND BRASS CONSTRUCTION DENIECE WILLIAMS RAY PARKER JR. PATRICE RUSHEN	none Hottest: J. GEILS BAND O'BRYAN DAZZ BAND CAMEO RJ'S LATEST ARRIV
WILD/Boston Steve Crumbley	WHUR/Washington Oscar Fields	WJPC/Chicago Jerry Boulding	WCIN/Cincinnati Everett Cork	WJMS/Jackson Carl Haynes	WJSS/Lynchburg, VA Art Young	WLMU/Milwaukee Jack Randall	KDKO/Denver Byron Pitts
EDWIN BIRDSONG RJ'S LATEST ARRIV JEFFREY OSBORNE RICK JAMES ST. TROPEZ JUNIOR LAKESIDE Hottest: CHERI RAY PARKER JR. TEMPTATIONS/JAMES DENIECE WILLIAMS ATLANTIC STARR	LAKESIDE SINNAMON CARRIE LUCAS Hottest: STEVIE WONDER CHERI THIRD WORLD PATRICE RUSHEN SHALAMAR	RICK JAMES TEDDY PENDERGRASS NARADA M. WALDEN QUEEN Hottest: PATRICE RUSHEN SHALAMAR DAZZ BAND RAY PARKER JR. BLOODSTONE	RICK JAMES RJ'S LATEST ARRIV LARRY GRAHAM Hottest: REDDINGS DAZZ BAND CAMEO PATRICE RUSHEN CHERI	RONNIE DYSON JUNIOR D TRAIN MILLIE JACKSON JEFFREY OSBORNE JUNIOR TEDDY PENDERGRASS SMOKEY ROBINSON RICK JAMES Hottest: MANHATTANS RAY PARKER JR. WAR DENIECE WILLIAMS MCCARTNEY/WONDER	SISTER SLEDGE MILLIE JACKSON JEFFREY OSBORNE JUNIOR TEDDY PENDERGRASS SMOKEY ROBINSON RICK JAMES Hottest: MANHATTANS RAY PARKER JR. WAR DENIECE WILLIAMS MCCARTNEY/WONDER	SMITH & CLAYTON BERNARD WRIGHT CHIC Hottest: CHERI BLOODSTONE RICHARD D. FIELDS MCCARTNEY/WONDER ASHFORD & SIMPSON	TEMPTATIONS/JAMES ONE WAY DAZZ BAND RICK JAMES LARRY GRAHAM JUNIOR JEFFREY OSBORNE QUEEN TOM TOM CLUB PEECH BOYS TEDDY PENDERGRASS Hottest: CHERI ATLANTIC STARR CAMEO GAP BAND
WSSJ/Camden-Philadelphia Gary Shepherd	WVOC/Columbia, SC Mickey Arnold	WJAX(95X)/Jacksonville Steve Fox	WJMI/Jackson Carl Haynes	WJSS/Lynchburg, VA Art Young	WYLD-FM/New Orleans Tony Brown	WLVN/Milwaukee Jack Randall	KDAY/Los Angeles J.J. Johnson
CHANGE WHISPERS LONNIE JORDAN RICK JAMES B.B.C.S. & A. Hottest: O'JAYS BLOODSTONE SECRET WEAPON TEMPTATIONS/JAMES GAP BAND	CHIC RICK JAMES ANGELA BOFILL FREDERICK KNIGHT L.A. BOPPERS Hottest: SECRET WEAPON DAZZ BAND BLOODSTONE ATLANTIC STARR RAY PARKER JR. O'BRYAN	O'BRYAN JUNIOR DENNIS BROWN RICK JAMES SEARCH QUEEN KLIQUE BONNIE FOREMAN Hottest: RAY PARKER JR. TEMPTATIONS/JAMES THIRD WORLD ASHFORD & SIMPSON DAZZ BAND	RONNIE DYSON JUNIOR D TRAIN MILLIE JACKSON JEFFREY OSBORNE JUNIOR TEDDY PENDERGRASS SMOKEY ROBINSON RICK JAMES Hottest: MANHATTANS RAY PARKER JR. WAR DENIECE WILLIAMS MCCARTNEY/WONDER	SISTER SLEDGE MILLIE JACKSON JEFFREY OSBORNE JUNIOR TEDDY PENDERGRASS SMOKEY ROBINSON RICK JAMES Hottest: MANHATTANS RAY PARKER JR. WAR DENIECE WILLIAMS MCCARTNEY/WONDER	TEDDY PENDERGRASS ANGELA BOFILL RICK JAMES CHIC RICHARD JON SMYTH LONNIE JORDAN Hottest: RICHARD D. FIELDS SHALAMAR ATLANTIC STARR TASTE OF HONEY DENIECE WILLIAMS	SMITH & CLAYTON BERNARD WRIGHT CHIC Hottest: CHERI BLOODSTONE RICHARD D. FIELDS MCCARTNEY/WONDER ASHFORD & SIMPSON	KLIEQUE BETTYE LAVETTE LARRY GRAHAM JUNIOR WHISPERS QUEEN STEVIE WONDER Hottest: ATLANTIC STARR DAZZ BAND DENIECE WILLIAMS SHALAMAR BLOODSTONE
WKND/Hartford Eddie Jordan	KNOW/Austin Selby Edwards	WPDQ/Jacksonville Earl James	WJMI/Jackson Carl Haynes	WJSS/Lynchburg, VA Art Young	WYLD-FM/New Orleans Tony Brown	WLVN/Milwaukee Jack Randall	KACE/Los Angeles Alonso Miller
none Hottest: STEVIE WONDER ATLANTIC STARR SHALAMAR PATRICE RUSHEN THIRD WORLD	SHILOE ROBINSON BILLY SUKERS XAVIER Hottest: PATTI AUSTIN MCCARTNEY/WONDER O'BRYAN DAZZ BAND TIME	CHIC RICK JAMES ANGELA BOFILL FREDERICK KNIGHT L.A. BOPPERS Hottest: SECRET WEAPON DAZZ BAND BLOODSTONE ATLANTIC STARR RAY PARKER JR. O'BRYAN	RONNIE DYSON JUNIOR D TRAIN MILLIE JACKSON JEFFREY OSBORNE JUNIOR TEDDY PENDERGRASS SMOKEY ROBINSON RICK JAMES Hottest: MANHATTANS RAY PARKER JR. WAR DENIECE WILLIAMS MCCARTNEY/WONDER	SISTER SLEDGE MILLIE JACKSON JEFFREY OSBORNE JUNIOR TEDDY PENDERGRASS SMOKEY ROBINSON RICK JAMES Hottest: MANHATTANS RAY PARKER JR. WAR DENIECE WILLIAMS MCCARTNEY/WONDER	TEDDY PENDERGRASS ANGELA BOFILL RICK JAMES CHIC RICHARD JON SMYTH LONNIE JORDAN Hottest: RICHARD D. FIELDS SHALAMAR ATLANTIC STARR TASTE OF HONEY DENIECE WILLIAMS	SMITH & CLAYTON BERNARD WRIGHT CHIC Hottest: CHERI BLOODSTONE RICHARD D. FIELDS MCCARTNEY/WONDER ASHFORD & SIMPSON	MCCARTNEY/WONDER HIGH INERGY RICK JAMES REDDINGS MIGHTY FIRE PHIL UPCHURCH Hottest: ATLANTIC STARR DAZZ BAND ONE WAY PATRICE RUSHEN DENIECE WILLIAMS
WNHC/New Haven James Jordan	WENN/Birmingham Gene Wise	KELPEI Paso Estrella Flores	WJMI/Jackson Carl Haynes	WJSS/Lynchburg, VA Art Young	WYLD-FM/New Orleans Tony Brown	WLVN/Milwaukee Jack Randall	KDIA/Oakland Jeff Harrison
HOT CUISINE JEFFREY OSBORNE MILES WATSON RICK JAMES LARRY GRAHAM CENTRAL LINE Hottest: ATLANTIC STARR CHERI RICHARD D. FIELDS DENIECE WILLIAMS PATRICE RUSHEN	RICK JAMES ALTON EDWARDS Hottest: CHERI CAMEO CONTROLLERS BLOODSTONE DAZZ BAND	SHALAMAR CHERI DAZZ BAND RICK JAMES LIPPS, INC. LAKESIDE COLLAGE QUEEN RAY PARKER JR. RJ'S LATEST ARRIV WHISPERS Hottest: TIME SWITCH ONE WAY SECRET WEAPON RICK JAMES	RONNIE DYSON JUNIOR D TRAIN MILLIE JACKSON JEFFREY OSBORNE JUNIOR TEDDY PENDERGRASS SMOKEY ROBINSON RICK JAMES Hottest: MANHATTANS RAY PARKER JR. WAR DENIECE WILLIAMS MCCARTNEY/WONDER	SISTER SLEDGE MILLIE JACKSON JEFFREY OSBORNE JUNIOR TEDDY PENDERGRASS SMOKEY ROBINSON RICK JAMES Hottest: MANHATTANS RAY PARKER JR. WAR DENIECE WILLIAMS MCCARTNEY/WONDER	TEDDY PENDERGRASS ANGELA BOFILL RICK JAMES CHIC RICHARD JON SMYTH LONNIE JORDAN Hottest: RICHARD D. FIELDS SHALAMAR ATLANTIC STARR TASTE OF HONEY DENIECE WILLIAMS	SMITH & CLAYTON BERNARD WRIGHT CHIC Hottest: CHERI BLOODSTONE RICHARD D. FIELDS MCCARTNEY/WONDER ASHFORD & SIMPSON	O'JAYS T-CONNECTION MCCARTNEY/WONDER NARADA M. WALDEN RICK JAMES STEVIE WONDER Hottest: PATRICE RUSHEN RAY PARKER JR. DENIECE WILLIAMS TEMPTATIONS/JAMES
WVRL/New York Wanda Ramos	WATV/Birmingham Ron January	KRLY/Houston Steve Harris	WJMI/Jackson Carl Haynes	WJSS/Lynchburg, VA Art Young	WYLD-FM/New Orleans Tony Brown	WLVN/Milwaukee Jack Randall	KJZZ/Denver Ira Gordon
RICK JAMES RONNIE DYSON AZYMUTH RICHARD D. FIELDS HIGH INERGY ROY AYERS HERB ALPERT Hottest: DENIECE WILLIAMS BLOODSTONE RAY PARKER JR. TEMPTATIONS/JAMES ASHFORD & SIMPSON	WHISPERS BOHANNON TOM TOM CLUB ROBERTA FLACK CHIC NARADA M. WALDEN WEST STREET MOB TEDDY PENDERGRASS MCCARTNEY/WONDER BAND AKA JEFFREY OSBORNE HIGH INERGY W.A.G.B. BAND BOBBY CALDWELL Hottest: RAY PARKER JR. GAP BAND SECRET WEAPON TEMPTATIONS/JAMES ZZ HILL	ONE WAY RICK JAMES SKYY MCCARTNEY/WONDER Hottest: RAY PARKER JR. SHALAMAR RICHARD D. FIELDS O'BRYAN PATRICE RUSHEN	RONNIE DYSON JUNIOR D TRAIN MILLIE JACKSON JEFFREY OSBORNE JUNIOR TEDDY PENDERGRASS SMOKEY ROBINSON RICK JAMES Hottest: MANHATTANS RAY PARKER JR. WAR DENIECE WILLIAMS MCCARTNEY/WONDER	SISTER SLEDGE MILLIE JACKSON JEFFREY OSBORNE JUNIOR TEDDY PENDERGRASS SMOKEY ROBINSON RICK JAMES Hottest: MANHATTANS RAY PARKER JR. WAR DENIECE WILLIAMS MCCARTNEY/WONDER	TEDDY PENDERGRASS ANGELA BOFILL RICK JAMES CHIC RICHARD JON SMYTH LONNIE JORDAN Hottest: RICHARD D. FIELDS SHALAMAR ATLANTIC STARR TASTE OF HONEY DENIECE WILLIAMS	SMITH & CLAYTON BERNARD WRIGHT CHIC Hottest: CHERI BLOODSTONE RICHARD D. FIELDS MCCARTNEY/WONDER ASHFORD & SIMPSON	none Hottest: CAMEO BLOODSTONE SHALAMAR O'JAYS CHI-LITES
WDAS/Philadelphia Joe Tamburro	KMJO/Houston Rose Holland	KOKY/Little Rock Ronda Curtis	WJMI/Jackson Carl Haynes	WJSS/Lynchburg, VA Art Young	WYLD-FM/New Orleans Tony Brown	WLVN/Milwaukee Jack Randall	KJZZ/Denver Ira Gordon
REDDINGS HIGH INERGY ST. TROPEZ B.B.C.S. & A. BOOKER T. EDWIN BIRDSONG MILLIE JACKSON LAKESIDE GENE CHANDLER LEVEL 42 Hottest: CHERI THIRD WORLD ATLANTIC STARR RICHARD D. FIELDS PATRICE RUSHEN	ONE WAY SECRET WEAPON ASHFORD & SIMPSON ROBERTA FLACK BRASS CONSTRUCTION PATTI AUSTIN RAY PARKER JR. Hottest: ONE WAY O'BRYAN RICHARD D. FIELDS PRINCE GRANDMASTER FLASH	RICK JAMES JEFFREY OSBORNE SANTA ESPERANZA TEDDY PENDERGRASS NARADA M. WALDEN D TRAIN O'BRYAN DREAM GIRLS Hottest: CAMEO RAY PARKER JR. DAZZ BAND BLOODSTONE PATRICE RUSHEN	RONNIE DYSON JUNIOR D TRAIN MILLIE JACKSON JEFFREY OSBORNE JUNIOR TEDDY PENDERGRASS SMOKEY ROBINSON RICK JAMES Hottest: MANHATTANS RAY PARKER JR. WAR DENIECE WILLIAMS MCCARTNEY/WONDER	SISTER SLEDGE MILLIE JACKSON JEFFREY OSBORNE JUNIOR TEDDY PENDERGRASS SMOKEY ROBINSON RICK JAMES Hottest: MANHATTANS RAY PARKER JR. WAR DENIECE WILLIAMS MCCARTNEY/WONDER	TEDDY PENDERGRASS ANGELA BOFILL RICK JAMES CHIC RICHARD JON SMYTH LONNIE JORDAN Hottest: RICHARD D. FIELDS SHALAMAR ATLANTIC STARR TASTE OF HONEY DENIECE WILLIAMS	SMITH & CLAYTON BERNARD WRIGHT CHIC Hottest: CHERI BLOODSTONE RICHARD D. FIELDS MCCARTNEY/WONDER ASHFORD & SIMPSON	none Hottest: CAMEO BLOODSTONE SHALAMAR O'JAYS CHI-LITES
WTOY/Roanoke Donnie Deane	WBLX/Mobile Michael J. Alexander	WJSS/Lynchburg, VA Art Young	WJMI/Jackson Carl Haynes	WJSS/Lynchburg, VA Art Young	WYLD-FM/New Orleans Tony Brown	WLVN/Milwaukee Jack Randall	KJZZ/Denver Ira Gordon
LUTHER VANDROG RICHARD JON SMITH ROSE ROYCE PAT LARRY'S BAND MEL BROOKS ATKINS CONTROLLERS Hottest: RICHARD D. FIELDS KOOL & THE GANG ATLANTIC STARR RAY PARKER JR. TEMPTATIONS/JAMES	QUEEN LARRY GRAHAM TIMP Hottest: RICHARD D. FIELDS RAY PARKER JR. CHERI BLOODSTONE STANS ON 45	BRASS CONSTRUCTION REDDINGS EDWIN BIRDSONG Hottest: DAZZ BAND GAP BAND RAY PARKER JR. ONE WAY RICK JAMES	RONNIE DYSON JUNIOR D TRAIN MILLIE JACKSON JEFFREY OSBORNE JUNIOR TEDDY PENDERGRASS SMOKEY ROBINSON RICK JAMES Hottest: MANHATTANS RAY PARKER JR. WAR DENIECE WILLIAMS MCCARTNEY/WONDER	SISTER SLEDGE MILLIE JACKSON JEFFREY OSBORNE JUNIOR TEDDY PENDERGRASS SMOKEY ROBINSON RICK JAMES Hottest: MANHATTANS RAY PARKER JR. WAR DENIECE WILLIAMS MCCARTNEY/WONDER	TEDDY PENDERGRASS ANGELA BOFILL RICK JAMES CHIC RICHARD JON SMYTH LONNIE JORDAN Hottest: RICHARD D. FIELDS SHALAMAR ATLANTIC STARR TASTE OF HONEY DENIECE WILLIAMS	SMITH & CLAYTON BERNARD WRIGHT CHIC Hottest: CHERI BLOODSTONE RICHARD D. FIELDS MCCARTNEY/WONDER ASHFORD & SIMPSON	none Hottest: CAMEO BLOODSTONE SHALAMAR O'JAYS CHI-LITES

JAZZ RADIO

RAMSEY LEWIS
Live At The Savoy (Columbia)
JEFF LORBER
It's A Fact (Arista)
BEN SIDRAN
Old Songs For The... (Antilles)
FATHERS & SONS
Fathers & Sons (Columbia)
DIZZY GILLESPIE
Musician/Composer... (Pablo)
OSCAR PETERSON
Nigerian Marketplace (Pablo)
LEE RITENOUR
Rio (Musician/Elektra)
SONNY ROLLINS
No Problem (Milestone)

EAST: WYBC/New Haven, CT, Tom Stralsguth.
MIDWEST: WBRY/Columbus, OH, Terry Wilson; WJZZ/Detroit, MI, John Hill.
WEST: KJZZ/Denver, CO, Ira Gordon.

CR
Parallel One Playlist
MIDWEST

WJLA 700 Chicago
PD: Richard Lippincott
MD: Steve Perun

WGL 98 Cleveland
PD: Bob Travis
Asst. PD & MD: Jay Stone

KBEQ Kansas City
PD & MD: Maja Britton

Q102 Cincinnati
PD: Jim Fox
MD: Tony Galluzzo

800/CKLW Detroit
THE AM MUSK STATION
PD: Pat Holiday
MD: Rosalie Trombley

WJLA 700 Chicago
PD: Richard Lippincott
MD: Steve Perun

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MD: Steve Perun

WJLA 700 Chicago
PD: Richard Lippincott
MD: Steve Perun

WJLA 700 Chicago
PD: Richard Lippincott
MD: Steve Perun

WJLA 700 Milwaukee
PD: B.J. Hunter
MD: John Grant

WJLA 700 Chicago
PD: Richard Lippincott
MD: Steve Perun

WGL 98 Cleveland
PD: Bob Travis
Asst. PD & MD: Jay Stone

KBEQ Kansas City
PD & MD: Maja Britton

Q102 Cincinnati
PD: Jim Fox
MD: Tony Galluzzo

800/CKLW Detroit
THE AM MUSK STATION
PD: Pat Holiday
MD: Rosalie Trombley

WJLA 700 Chicago
PD: Richard Lippincott
MD: Steve Perun

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PD: Richard Lippincott
MD: Steve Perun

WJLA 700 Chicago
PD: Richard Lippincott
MD: Steve Perun

WEST
KFMB-FM
San Diego
PD: Glen McCartney
MD: Gene Knight

WEST
KFMB-FM
San Diego
PD: Glen McCartney
MD: Gene Knight

KIQD 100.7 Los Angeles
PD: Paula Matthews
MD: Robert Moorhead

KIQD 100.7 Los Angeles
PD: Paula Matthews
MD: Robert Moorhead

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KIQD 100.7 Los Angeles
PD: Paula Matthews
MD: Robert Moorhead

KIQD 100.7 Los Angeles
PD: Paula Matthews
MD: Robert Moorhead

Phoenix
PD: Steve Rivers
MD: Chaz Kelley

Phoenix
PD: Steve Rivers
MD: Chaz Kelley

Denver
PD: Doug Erikson
MD: Gloria Avila

Denver
PD: Doug Erikson
MD: Gloria Avila

Denver
PD: Doug Erikson
MD: Gloria Avila

San Jose
PD & MD: Bob Harlow

San Jose
PD & MD: Bob Harlow

Los Angeles
PD: Tom Biggy
MD: Roger Collins

Los Angeles
PD: Tom Biggy
MD: Roger Collins

Los Angeles
PD: Tom Biggy
MD: Roger Collins

Los Angeles
PD: Tom Biggy
MD: Roger Collins

Los Angeles
PD: Tom Biggy
MD: Roger Collins

Portland
PD: Richard Harter
MD: Trevlyn Haidkirk

Portland
PD: Richard Harter
MD: Trevlyn Haidkirk

San Francisco
PD: Gerry Cagle
MD: Kate Ingram

San Francisco
PD: Gerry Cagle
MD: Kate Ingram

San Francisco
PD: Gerry Cagle
MD: Kate Ingram

Los Angeles
PD: Gerry De Francesco
MD: Mike Schaefer

Los Angeles
PD: Gerry De Francesco
MD: Mike Schaefer

Denver
PD: Jack Regan
MD: Alan Sledge

Denver
PD: Jack Regan
MD: Alan Sledge

Denver
PD: Jack Regan
MD: Alan Sledge

Denver
PD: Jack Regan
MD: Alan Sledge

Denver
PD: Jack Regan
MD: Alan Sledge

Phoenix
PD: Randy Stewart
MD: Steve Goddard

Phoenix
PD: Randy Stewart
MD: Steve Goddard

Los Angeles
PD: Jack Roth
MD: Rick Stancato

Los Angeles
PD: Jack Roth
MD: Rick Stancato

Los Angeles
PD: Jack Roth
MD: Rick Stancato

Seattle
PD: Gary Ryan
MD: Elvin Ichiyama

Seattle
PD: Gary Ryan
MD: Elvin Ichiyama

Los Angeles
PD: Bob Hamilton
MD: David Grossman

Los Angeles
PD: Bob Hamilton
MD: David Grossman

Los Angeles
PD: Bob Hamilton
MD: David Grossman

Los Angeles
PD: Bob Hamilton
MD: David Grossman

Los Angeles
PD: Bob Hamilton
MD: David Grossman

(H) indicates one of the five "hottest" records on each Parallel One playlist.

EAST
Most Added Hottest
 Juice Newton Paul McCartney
 Stevie Nicks Charlene
 Kansas Rick Springfield
 Ronnie Milsap

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
 Kansas Paul McCartney
 Ronnie Milsap Ray Parker Jr.
 Juice Newton Rick Springfield

EAST

PARALLEL TWO

WKKE/Huntington, WV

Gary Miller
 ROBERTA FLACK
 JUICE NEWTON
 FOREIGNER
 HEART
 STEVIE NICKS
 FOUR TOPS
 VAN HALEN
 LE ROUX
 PATRICE RUSHEN
 Hottest:
 MCCARTNEY/WONDER 1-1
 TOTO 8-5
 ASIA 16-10
 JOHN COUGAR 28-15
 JOAN JETT 36-16

WPST/Trenton, NJ

Tom Taylor

KANSAS
 JUICE NEWTON
 STEVIE NICKS
 SCORPIONS
 VAN HALEN
 Hottest:
 MCCARTNEY/WONDER 2-1
 HALL & OATES 4-3
 ASIA 8-5
 ALDO NOVA 11-9
 TOMMY TUTONE 10-10

WTRY/Albany, NY

Bill Cahill

JOHN COUGAR
 QUEEN
 RONNIE MILSAP
 Hottest:
 VANGELIS 4-1
 MCCARTNEY/WONDER 6-3
 TOMMY TUTONE 14-11
 DAN FOGELBERG 26-16
 LRB 25-17

WAEB/Allentown, PA

Jefferson Ward

STEVIE NICKS
 MELISSA MANCHESTE
 NEIL DIAMOND
 HUEY LEWIS & NEWS
 Hottest:
 CHARLENE 2-1
 SHEENA EASTON 6-4
 MCCARTNEY/WONDER 11-5
 DONNIE IRIS 14-9
 HUMAN LEAGUE 18-11

KC101/New Haven, CT

Danny Lyons

RONNIE MILSAP
 SHEENA EASTON
 CHERI
 Hottest:
 RICK SPRINGFIELD 1-1
 MCCARTNEY/WONDER 2-2
 ELTON JOHN 11-7
 DAN FOGELBERG 14-9
 BERTIE HIGGINS 10-12

WFBZ/Baltimore, MD

Andy Szulinski

KARLA BONOFF
 MELISSA MANCHESTE
 SHEENA EASTON
 Hottest:
 CHARLENE 1-1
 MCCARTNEY/WONDER 2-2
 WILLIE NELSON 8-3
 HALL & OATES 7-7
 DAN FOGELBERG 15-13

WBLI/Long Island, NY

Bill Terry

SHEENA EASTON
 ROBERTA FLACK
 DONNIE IRIS
 Hottest:
 MCCARTNEY/WONDER 1-1
 RICK SPRINGFIELD 5-3
 CHARLENE 8-5
 GREG GUIDRY 9-8
 HALL & OATES 16-13

WTIC/FM/Hartford, CT

Rick Donahue

JUICE NEWTON
 38 SPECIAL
 CHERI
 Hottest:
 CHARLENE 3-1
 MCCARTNEY/WONDER 8-2
 TOMMY TUTONE 6-5
 RAY PARKER JR. 10-7
 HUMAN LEAGUE 19-15

Q100/York, PA

Dan Steele

HUMAN LEAGUE
 KANSAS
 STEVIE NICKS
 JUICE NEWTON
 Hottest:
 RICK SPRINGFIELD 1-1
 MCCARTNEY/WONDER 5-2
 CHARLENE 7-4
 TOMMY TUTONE 12-8
 LRB 19-13

WHFM/Rochester, NY

Almae Peak

STEVIE NICKS
 RAINBOW
 JUICE NEWTON
 RONNIE MILSAP
 SHALAMAR
 KANSAS
 Hottest:
 HALL & OATES 2-1
 RICK SPRINGFIELD 7-3
 CHARLENE 9-5
 RAY PARKER JR. 15-9
 LRB 25-17

K104/ Erie, PA

Bill Shannon

RAY PARKER JR.
 HEART
 JUICE NEWTON
 JOHN COUGAR
 KIM LIDE
 JUNIOR
 Hottest:
 RICK SPRINGFIELD 1-1
 POCO 2-2
 SOFT CELL 3-3
 JOURNEY 4-4
 FOREIGNER 7-5

V100/Charleston, WV

Jay Jarvis

JUICE NEWTON
 RONNIE MILSAP
 KARLA BONOFF
 Hottest:
 HALL & OATES 2-1
 MCCARTNEY/WONDER 4-2
 DAN FOGELBERG 7-4
 ELTON JOHN 10-7
 SIMON & GARFUNKEL 14-10

WKRZ-FM/Wilkes-Barre, PA

Jim Fleming

HAIRCUT 100
 LOVERBOY
 Hottest:
 MCCARTNEY/WONDER 2-1
 HALL & OATES 4-3
 ASIA 8-5
 ALDO NOVA 11-9
 TOMMY TUTONE 10-10

WFLY/Albany, NY

Jack Lawrence

ASIA
 KANSAS
 DENIZCE WILLIAMS
 Hottest:
 RICK SPRINGFIELD 1-1
 CHARLENE 4-3
 TOMMY TUTONE 12-6
 MCCARTNEY/WONDER 9-7
 HUMAN LEAGUE 15-12

WDRF-FM/Hartford, CT

Paul Roberts

WILLIE NELSON
 MOTELS
 TEMPTATIONS/JAMES (dp)
 LOVERBOY (dp)
 Hottest:
 RICK SPRINGFIELD 2-1
 MCCARTNEY/WONDER 5-2
 CHARLENE 7-5
 HUMAN LEAGUE 14-10

WRCK/Utica, NY

Jim Reitz

JOURNEY
 ROD STEWART
 HUEY LEWIS & NEWS
 SCORPIONS
 Hottest:
 RICK SPRINGFIELD 2-1
 MCCARTNEY/WONDER 5-4
 HUMAN LEAGUE 9-5
 ASIA 14-8
 JOAN JETT 20-14

WMT/Binghamton, NY

Scott Michaels

MOTELS
 HEART
 HUEY LEWIS & NEWS
 STEVIE NICKS
 Hottest:
 RICK SPRINGFIELD 1-1
 MCCARTNEY/WONDER 11-3
 HUMAN LEAGUE 15-6
 ALDO NOVA 17-12
 TOTO 27-17

WPHD/Buffalo, NY

Hary Moore

SPARKS
 STEVIE NICKS
 KANSAS
 SCORPIONS
 Hottest:
 MCCARTNEY/WONDER 1-1
 ASIA 3-2
 POLICE 13-8
 QUEEN 25-10
 JOAN JETT 22-12

WLAN-FM/Lancaster

Dave Russell

JUICE NEWTON
 RONNIE MILSAP
 FOREIGNER
 FOUR TOPS
 STEVIE NICKS
 Hottest:
 MCCARTNEY/WONDER 2-1
 KOOL & THE GANG 6-3
 RAY PARKER JR. 12-8
 HUMAN LEAGUE 13-11
 SOFT CELL 14-12

WYCR/Hanover, PA

J.J. Randolph

STEVIE NICKS
 HUEY LEWIS & NEWS
 RONNIE MILSAP
 FOUR TOPS
 SPARKS (dp)
 Hottest:
 RICK SPRINGFIELD 1-1
 KOOL & THE GANG 3-2
 RAY PARKER JR. 9-6
 MCCARTNEY/WONDER 11-7
 LRB 15-11

WQIR/Beckley, WV

Jim Martin

HEART
 JUICE NEWTON
 KARLA BONOFF
 FOREIGNER
 BERTIE HIGGINS
 STEVIE NICKS
 Hottest:
 RAY PARKER JR. 2-1
 WILLIE NELSON 3-2
 MCCARTNEY/WONDER 9-4
 CHARLENE 14-6
 DAN FOGELBERG 17-7

WFBQ/Altoona, PA

Tony Booth

FOREIGNER
 SHAKIN' STEVENS
 DENIZCE WILLIAMS
 JUICE NEWTON
 HEART
 Hottest:
 TOMMY TUTONE 4-1
 MCCARTNEY/WONDER 2-2
 CHARLENE 5-4
 KOOL & THE GANG 9-7
 TOTO 23-15

WQUY/Bangor, ME

Jim Randall

BOW WOW WOW
 VAN HALEN
 THIRD WORLD
 HEART
 SMOKEY ROBINSON
 SISTER SLUDGE
 PATRICE RUSHEN
 Hottest:
 RICK SPRINGFIELD 1-1
 DR. HOOK 10-5
 LOVERBOY 21-15
 RAY PARKER JR. 26-20
 CHARLENE 27-25

WJBO/Portland, ME

Brian Phoenix

KARLA BONOFF
 WARMICK & MATHIS (dp)
 RAINBOW (dp)
 SHEENA EASTON
 ATLANTIC STARR
 FOREIGNER (dp)
 Hottest:
 RICK SPRINGFIELD 1-1
 HALL & OATES 7-2
 ELTON JOHN 6-3
 MCCARTNEY/WONDER 12-5
 RAY PARKER JR. 38-26

WTSN/Dover, NH

Jim Sebastian

ASIA
 JOAN JETT
 STEVIE NICKS
 RAINBOW
 38 SPECIAL
 KANSAS
 RONNIE MILSAP
 CHARLENE
 Hottest:
 RICK SPRINGFIELD 1-1
 PAUL DAVIS 3-2
 MCCARTNEY/WONDER 14-3
 BARRY MANILOW 9-5
 RAY PARKER JR. 15-8
 BERTIE HIGGINS 25-18

WIGY/Beth, ME

Willie Mitchell

LE ROUX
 STEVIE NICKS
 FOREIGNER
 SHEENA EASTON
 SCORPIONS
 Hottest:
 TOMMY TUTONE 2-1
 JOAN JETT 1-2
 RICK SPRINGFIELD 6-3
 CHARLENE 3-3
 MCCARTNEY/WONDER 7-4
 CDB 9-5

95XU/Parkersburg, WV

Terry Lee Collins

JUNIOR
 JUICE NEWTON
 GAMMA
 RAY PARKER JR.
 JOAN JETT
 Hottest:
 DIESEL 4-1
 HALL & OATES 8-2
 CDB 12-5
 RICK SPRINGFIELD 18-8
 ALDO NOVA 34-21

WACZ/Bangor, ME

Michael O'Hara

HEART
 STEVIE NICKS
 KARLA BONOFF
 KANSAS
 Hottest:
 JOAN JETT 1-1
 RAY PARKER JR. 4-3
 VANGELIS 6-6
 MCCARTNEY/WONDER 11-7
 ASIA 21-15

WZYQ/Frederick, ND

Kemosabi Joe

RAY PARKER JR.
 FOREIGNER
 LE ROUX
 VAN HALEN
 Hottest:
 MCCARTNEY/WONDER 5-1
 ASIA 10-7
 WILLIE NELSON 19-11
 TOTO 21-14
 HUMAN LEAGUE D-18

WOMP-FM/Bellaire, OH

Jolene Schreiber

STEVIE NICKS
 HEART
 FOREIGNER
 HAIRCUT 100
 ROBERTA FLACK
 SHALAMAR
 Hottest:
 RICK SPRINGFIELD 1-1
 HALL & OATES 2-2
 DR. HOOK 3-3
 DONNIE IRIS 12-8
 MCCARTNEY/WONDER 19-12

WHEB/Portsmouth, NH

Rick Bean

DONNIE IRIS
 BERTIE HIGGINS
 TOTO
 JUICE NEWTON
 Hottest:
 MCCARTNEY/WONDER 3-1
 HALL & OATES 4-4
 CHARLENE 5-5
 DAN FOGELBERG 10-6
 ELTON JOHN 17-10

WFEA/Manchester, NH

Keith Lambie

FOREIGNER
 RONNIE MILSAP
 BERTIE HIGGINS
 HUEY LEWIS & NEWS
 Hottest:
 CHARLENE 1-1
 DAN FOGELBERG 13-8
 LRB 12-9
 KOOL & THE GANG 19-14
 WILLIE NELSON 20-17

SOUTH

PARALLEL TWO

6J105/Orlando, FL

Tom West

KANSAS
 FOUR TOPS
 HUEY LEWIS & NEWS
 KIM WILDE
 GORDON LIGHTFOOT
 HEART
 Hottest:
 RICK SPRINGFIELD 3-1
 TOMMY TUTONE 7-4
 MCCARTNEY/WONDER 13-6
 CHARLENE 15-9
 ASIA 25-19

KEEL/Shreveport, LA

Tom Kenny

TOTO
 BERTIE HIGGINS
 RONNIE MILSAP
 ASIA
 DONNIE IRIS
 LRB
 HAIRCUT 100
 Hottest:
 WILLIE NELSON 13-1
 MCCARTNEY/WONDER 16-6
 DAN FOGELBERG 28-14
 ROBERTA FLACK 30-20
 RAY PARKER JR. D-23

KTBA/San Antonio, TX

J.L. Rodriguez

ELTON JOHN
 TOTO
 CHARLENE
 Hottest:
 RICK SPRINGFIELD 1-1
 MCCARTNEY/WONDER 13-9
 WILLIE NELSON 19-15
 STARS ON 45 23-20
 RAY PARKER JR. 26-23

KXX106/Birmingham, AL

Chris Trane

ELTON JOHN
 FRANKIE/KNOCKOUTS
 RONNIE MILSAP
 Hottest:
 RICK SPRINGFIELD 1-1
 MCCARTNEY/WONDER 5-2
 DAN FOGELBERG 20-15
 SHEENA EASTON 24-17
 BERTIE HIGGINS 25-18

WAXY/Ft. Lauderdale, FL

Rick Shaw

JOAN & VANGELIS
 KARLA BONOFF
 WILLIE NELSON
 Hottest:
 MCCARTNEY/WONDER 1-1
 RAY PARKER JR. 2-2
 RICK SPRINGFIELD 6-3
 CHARLENE 3-3
 MCCARTNEY/WONDER 7-4
 CDB 9-5

WAYS/Charlotte, NC

Lou Simon

HUEY LEWIS & NEWS
 ATLANTIC STARR
 RONNIE MILSAP
 Hottest:
 GO GO'S 2-1
 JUNIOR 8-6
 HUMAN LEAGUE 9-7
 RAY PARKER JR. 11-8
 TOTO 16-14

WBBQ/Augusta, GA

Bruce Stevens

PATRICE RUSHEN
 SOFT CELL
 BERTIE HIGGINS
 KARLA BONOFF
 VAN HALEN
 STEVIE NICKS
 EYE TO EYE
 Hottest:
 RAY PARKER JR. 1-1
 MCCARTNEY/WONDER 10-3
 CDB 11-6
 ROBERTA FLACK 19-12
 JOHN COUGAR 30-21

WFMM/Baton Rouge, LA

Rica Watkins

JUICE NEWTON
 Hottest:
 RAY PARKER JR. 2-1
 MCCARTNEY/WONDER 4-2
 HUMAN LEAGUE 14-9
 WILLIE NELSON 21-13
 ASIA 24-16

WGH/Norfolk, VA

Bob Canada

HEART
 LE ROUX
 PHOENIX CATER
 DWIGHT THILLEY
 KIM WILDE
 HUEY LEWIS & NEWS
 ATLANTIC STARR
 Hottest:
 MCCARTNEY/WONDER 1-1
 ROBERTA FLACK 7-4
 WILLIE NELSON 9-5
 HALL & OATES 10-6
 AL JARBEAU 15-9

WJDN/Jackson, MS

Sam Crews

PATTI AUSTIN
 JUICE NEWTON
 RONNIE MILSAP
 KANSAS
 Hottest:
 RAY PARKER JR. 2-1
 WILLIE NELSON 3-2
 MCCARTNEY/WONDER 8-4
 ELTON JOHN 7-5
 HUMAN LEAGUE 11-8

WTIX/New Orleans, LA

Gary Franklin

ABBA
 HUEY LEWIS & NEWS
 BERTIE HIGGINS
 RONNIE MILSAP
 PATTI AUSTIN
 LOVERBOY
 Hottest:
 MCCARTNEY/WONDER 5-1
 ELTON JOHN 12-10
 HUMAN LEAGUE 17-15
 RICHARD D. FIELDS 20-17
 DAN FOGELBERG 27-19

Y103/Jacksonville, FL

Robert John

JOAN JETT
 JOHN COUGAR
 RONNIE MILSAP
 KARLA BONOFF
 KANSAS
 Hottest:
 PAUL DAVIS 3-1
 MCCARTNEY/WONDER 13-8
 RAY PARKER JR. 12-9
 TOMMY TUTONE 19-13
 WILLIE NELSON 21-14

WRVQ/Richmond, VA

Bill Thomas

RAINBOW
 KANSAS
 Hottest:
 PAUL DAVIS 1-1
 POLICE 13-9
 JOAN JETT 20-13
 GLASS MOON 21-18
 38 SPECIAL 23-19

FM100/Memphis, TN

Tom Prestigiacomo

HUEY LEWIS & NEWS
 STEVIE NICKS
 MOTELS
 Hottest:
 RAY PARKER JR. 2-1
 MCCARTNEY/WONDER 5-3
 LRB 8-4
 WILLIE NELSON 11-7
 FRANKIE/KNOCKOUTS 11-7-10

WSKZ/Chattanooga, TN

David Carroll

WILLIE NELSON
 KANSAS
 MOTELS
 Hottest:
 MCCARTNEY/WONDER 2-1
 RAY PARKER JR. 10-8
 TOTO 20-13
 DAN FOGELBERG 22-14
 DONNIE IRIS 24-20

KINT/El Paso, TX

Jim Zippo

SHALAMAR
 BERTIE HIGGINS
 SPARKS
 FOUR TOPS
 TOTO
 RONNIE MILSAP
 Hottest:
 RICK SPRINGFIELD 1-1
 MCCARTNEY/WONDER 2-2
 JOAN JETT 10-5
 LOVERBOY 11-9
 QUEEN 18-14

KX104/Nashville, TN

Jon Anthony

38 SPECIAL
 STEVIE WONDER
 RONNIE MILSAP
 Hottest:
 RICK SPRINGFIELD 1-1
 RAY PARKER JR. 5-3
 WILLIE NELSON 10-5
 ELTON JOHN 12-7
 TOMMY TUTONE 14-10

KJ100/Louisville, KY

Dave McCann

KARLA BONOFF
 T.G. SHEPPARD
 DONNIE IRIS
 Hottest:
 PAUL DAVIS 2-1
 MCCARTNEY/WONDER 9-4
 ROBERTA FLACK 13-8
 FRANKIE/KNOCKOUTS 20-

MIDWEST Most Added Hottest

Kansas Paul McCartney
Joan Jett Charlene
Juice Newton Tommy Tutone

CHR ADDS & HOTS

Music Key: (DPI) 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.

WEST Most Added Hottest

Heart Paul McCartney
Kansas Rick Springfield
Juice Newton Charlene

MIDWEST

PARALLEL TWO

BZUC/Columbus, OH

Teri Nutter
RAY PARKER JR.
JOAN JETT
Hottest:
MCCARTNEY/WONDER 4-1
ELTON JOHN 12-6
TOMMY TUTONE 16-9
FRANKE/KNOCKOUTS 17-13
DAN FOGELBERG 25-18

KIOA/Des Moines, IA

A.W. Pantaja

KANSAS
HUEY LEWIS & NEWS
Hottest:
CHARLENE 1-1
RICK SPRINGFIELD 4-2
MCCARTNEY/WONDER 11-4
HALL & OATES 12-5
HARRY MANILOW 16-11

KOFM/Oak Grove, IL

John Jenkins

RAY PARKER JR.
ASIA
LBB
KOOL & THE GANG
JOAN JETT
JUICE NEWTON
Hottest:
MCCARTNEY/WONDER 3-1
PAUL DAVIS 9-3
JOHN DENVER 8-4
CHARLENE 10-5
ALDO NOVA 23-17

KRAV/Tulsa, OK

Gary Reynolds

ROBERTA FLACK
TOTO
Hottest:
WILLIE NELSON 4-1
MCCARTNEY/WONDER 5-3
CHARLENE 8-5
RICK SPRINGFIELD 10-8
DAN FOGELBERG 14-9

KZBZ/Peoria, IL

Keith Edwards

KANSAS
HEART
QUARTERFLASH
Hottest:
RICK SPRINGFIELD 1-1
ASIA 5-3
GENESIS 13-6
POLICE 18-10
JOAN JETT 19-13

WGHD/Grand Rapids, MI

Sean Stevens

CHARLENE
HUMAN LEAGUE
Hottest:
TOMMY TUTONE 4-1
JOAN JETT 2-2
MCCARTNEY/WONDER 5-4
ALDO NOVA 14-8
ASIA 21-16

WHOT/Youngstown, OH

Dick Thompson

JUICE NEWTON
DANNIE IRIS
JOHN COUGAR
Hottest:
CHARLENE 6-1
RAY PARKER JR. 16-8
ASIA 25-16
JOAN JETT 23-18
HUMAN LEAGUE D-23

WMEE/Fort Wayne, IN

John Curry

LOVERBOY
ROD STEWART
SIMON & GARFUNKEL
JUICE NEWTON
HEART
RONNIE MILSAP
Hottest:
MCCARTNEY/WONDER 5-1
KOOL & THE GANG 6-4
RAY PARKER JR. 14-8
HUMAN LEAGUE 16-10
DR. HOOK 18-13

WNAP/Indianapolis, IN

Larry Mago

Hottest:
RICK SPRINGFIELD 1-1
HALL & OATES 2-2
MCCARTNEY/WONDER 7-3
TOMMY TUTONE 6-5
DAN FOGELBERG 14-10

WVIC/East Lansing, MI

Jim St. John

ALESSI
PATRICE RUSHEN
KANSAS
HEART
HUEY LEWIS & NEWS
KIM WILDE
PATTY WEAVER
LE ROUX
VAN HALEN
Hottest:
MCCARTNEY/WONDER 2-1
RICK SPRINGFIELD 7-4
CHARLENE 8-7
GREG GUIDRY 12-8
ROBERTA FLACK 15-9

KSTT/Davenport, IA

Bill Young

MANHATTAN TRANSFER
HEART
RONNIE MILSAP
Hottest:
CDB 2-1
CHARLENE 3-2
MCCARTNEY/WONDER 8-4
DAN FOGELBERG 9-7
RAY PARKER JR. 15-11

WYFM/Youngstown, OH

Jeff Tobin

CHARLENE
Hottest:
JOAN JETT 1-1
MCCARTNEY/WONDER 6-2
RICK SPRINGFIELD 3-3
TOMMY TUTONE 5-4
PAUL DAVIS 14-11

WAKX/Duluth, MN

Deve Strandberg

SHEENA EASTON
Hottest:
CHARLENE 1-1
PAUL DAVIS 2-2
HALL & OATES 4-3
MCCARTNEY/WONDER 8-4
DAN FOGELBERG 11-8

WNAM/Appleton-Oshkosh, WI

Chris Caline

HARWICK & MATHIS
ROBERTA FLACK
KANSAS
STEVE NICKS
CAROLE KING
JOHN & VANGELIS
Hottest:
MCCARTNEY/WONDER 2-1
RAY PARKER JR. 12-6
LBB 19-7
DAN FOGELBERG 17-8
ASIA 26-18

WGBF/Evansville, IN

Kevin Carpenter

FRANKE/KNOCKOUTS
ASIA
JUICE NEWTON
Hottest:
CHARLENE 1-1
MCCARTNEY/WONDER 2-2
DAN FOGELBERG 4-3
HALL & OATES 8-5
WILLIE NELSON 16-9

WZDK/Rockford, IL

Mr. Ed

DAN FOGELBERG
JOHN COUGAR
JOAN JETT
FOREIGNER
Hottest:
RICK SPRINGFIELD 1-1
TOMMY TUTONE 3-3
HALL & OATES 4-4
RAY PARKER JR. 9-6
LBB 11-8

Z104/Madison, WI

Little Hudson

JOHN COUGAR
ROBERTA FLACK
HUEY LEWIS & NEWS
Hottest:
CHARLENE 2-1
TOMMY TUTONE 3-3
HALL & OATES 6-4
KOOL & THE GANG 15-10
JOAN JETT 21-15

WKS/Indianapolis, IN

Jay Stevens

FOREIGNER
LE ROUX
Hottest:
RICK SPRINGFIELD 3-1
LOVERBOY 4-2
GENESIS 6-4
PRISM 8-6
GREG GUIDRY 9-7

US3/South Bend, IN

J.K. Dearing

RAY PARKER JR.
Hottest:
MCCARTNEY/WONDER 9-1
PAUL DAVIS 2-2
VANGELIS 4-3
TOMMY TUTONE 12-7
TOTO 30-18

WOJX/Dayton, OH

Joe Dawson

ELTON JOHN
JUICE NEWTON
Hottest:
VANGELIS 1-1
CHARLENE 5-2
MCCARTNEY/WONDER 8-4
WILLIE NELSON 16-11
RAY PARKER JR. D-21

WKDQ/Evansville, IN

Gabe Hobbs

JUICE NEWTON
HUEY LEWIS & NEWS
38 SPECIAL
RONNIE MILSAP
Hottest:
MCCARTNEY/WONDER 3-2
MCCARTNEY/WONDER 3-2
TOMMY TUTONE 10-5
RAY PARKER JR. 11-7
JOHN COUGAR 30-19

WJXQ/Jackson, MI

Ryan/Chesko

VAN HALEN
KANSAS
MCCARTNEY/WONDER (RA)
FOREIGNER
LE ROUX
HEART
HUEY LEWIS & NEWS
PATTY WEAVER
JOHN & VANGELIS
SOFT CELL
Hottest:
ASIA 1-1
TOMMY TUTONE 17-8
VAN HALEN A-13
38 SPECIAL 22-15
KANSAS A-20

KKQK/Omaha, NE

Jay Taylor

38 SPECIAL
WILLIE NELSON
ROBERTA FLACK
PATRICE RUSHEN
Hottest:
MCCARTNEY/WONDER 3-1
CHARLENE 2-2
TOMMY TUTONE 9-6
HUMAN LEAGUE 10-7
TOTO 20-13

KIKK/Davenport, IA

Chuck King

JOAN JETT
QUEEN
RAINBOW
KANSAS
ALDO NOVA
Hottest:
VANGELIS 3-1
RICK SPRINGFIELD 5-2
MCCARTNEY/WONDER 12-6
CHARLENE 17-10
DAN FOGELBERG 29-20
ASIA 27-24

WZZR/Grand Rapids, MI

Brian Thomas

KANSAS
JOAN JETT
38 SPECIAL
JOHN COUGAR
HEART
STEVE NICKS
KARLA BONOFF
MELISSA MANCHESTE
Hottest:
MCCARTNEY/WONDER 5-1
HALL & OATES 2-2
CHARLENE 6-5
TOMMY TUTONE 10-8
HUMAN LEAGUE 15-11

WKFR/Kalamazoo, MI

Swert/Chapman

JOAN JETT
RONNIE MILSAP
BERTIE HIGGINS
Hottest:
MCCARTNEY/WONDER 3-1
HALL & OATES 6-4
KOOL & THE GANG 10-6
RAY PARKER JR. 25-18
TOTO 26-21

WLYT/Cleveland, OH

Scott "Smoker" Howlitt

KOOL & THE GANG
DAZZ BAND
QUEEN
JOAN JETT
CAROLE KING
WILLIE NELSON
BERTIE HIGGINS
Hottest:
VANGELIS 3-1
MCCARTNEY/WONDER 14-3
CHARLENE 17-10
ALDO NOVA 28-14
HUMAN LEAGUE 29-15

KMGK/Des Moines, IA

Michael Stone

HUEY LEWIS & NEWS
Hottest:
HUEY LEWIS & NEWS 1-1
HUMAN LEAGUE 4-3
ALDO NOVA 5-5
ASIA 10-6
TOTO 12-10

PARALLEL THREE

KFYR/Blair, NE

Dan Brennan

JUICE NEWTON
STEVE NICKS
Hottest:
TOMMY TUTONE 10-1
MCCARTNEY/WONDER 6-4
GREG GUIDRY 13-12
DAN FOGELBERG 19-14
ELTON JOHN 20-16

KKLS/Rapid City

Sherin/Piper

JOHN COUGAR
JOAN JETT
HUEY LEWIS & NEWS
JUICE NEWTON
Hottest:
ELTON JOHN 1-1
CHARLENE 5-2
MCCARTNEY/WONDER 10-5
LBB 14-8
DAN FOGELBERG 23-15

KFMZ/Columbia, MO

Steve Graziano

FOREIGNER
KIM WILDE
SPLIT ENZ
BOW WOW WOW
Hottest:
SOFT CELL 3-1
TOTO 17-8
JOAN JETT 22-16
RAINBOW 23-18
HOTELS D-21

WKRC/Cincinnati, WI

Steve Warren

MCROBS
ROBERTA FLACK
38 SPECIAL
DAN FOGELBERG
Hottest:
GO GO'S 2-1
TOMMY TUTONE 10-5
CHARLENE 14-11
WILLIE NELSON 28-19
KARLA BONOFF D-33

WSPT/Stevens Point, WI

Fuhr/Stage

HEART
FOREIGNER
QUEEN (dp)
SCORPIONS (dp)
ROBERTA FLACK (dp)
Hottest:
MCCARTNEY/WONDER 1-1
CHARLENE 5-2
HUMAN LEAGUE 6-5
HALL & OATES 8-6
DAN FOGELBERG 14-11

WTRU/Muskegon, WI

Larry Olek

JOAN JETT
BERTIE HIGGINS
HOTELS
38 SPECIAL
JUICE NEWTON
DENICE WILLIAMS
KANSAS
KARLA BONOFF
RONNIE MILSAP
FOUR TOPS
Hottest:
MCCARTNEY/WONDER 5-2
TOMMY TUTONE 9-8
RAY PARKER JR. 16-10
TOTO 26-20
ASIA 27-24

KDVV/Topeka, KS

Tony Stewart

HOTELS
RAINBOW
KANSAS
ROD STEWART
Hottest:
RICK SPRINGFIELD 1-1
RAY PARKER JR. 3-2
CHARLENE 8-4
MCCARTNEY/WONDER 11-5
HUMAN LEAGUE 16-8

KELO/Sioux Falls, SD

Marc Elliot

RAY PARKER JR.
LBB
Hottest:
RICK SPRINGFIELD 4-1
MCCARTNEY/WONDER 5-3
HALL & OATES 7-5
TOMMY TUTONE 8-6
ASIA 21-10

KWLO/Waterloo, IA

Drew Bentley

RONNIE MILSAP
ROBERTA FLACK
HEART
JOAN JETT
Hottest:
CHARLENE 5-1
TOMMY TUTONE 4-2
MCCARTNEY/WONDER 8-3
PAUL DAVIS 7-4
ELTON JOHN 12-8

WAZY-FM/Lafayette, IN

Bob Leonard

HOTELS
KANSAS
JOAN JETT
HEART
Hottest:
HALL & OATES 2-1
JOHN COUGAR 17-14
ROD STEWART 19-15
38 SPECIAL 25-18
JUICE NEWTON 28-22

KRNA/Iowa City, IA

Bart Goynahor

HEART
SPARKS
KIM WILDE
KARLA BONOFF
HUEY LEWIS & NEWS
SPLIT ENZ (dp)
PETER NOONE (dp)
SCORPIONS (dp)
Hottest:
HUMAN LEAGUE 2-1
RAY PARKER JR. 4-2
MCCARTNEY/WONDER 6-4
ASIA 16-10
TOTO 19-13

WCIL-FM/Carbondale, IL

Tony Waltekus

QUEEN
RAINBOW
Hottest:
CHARLENE 1-1
JO JO ZEP/PALCONS D-3
RICK SPRINGFIELD 13-6
GREG GUIDRY 29-19
KELLY MARIE 22-20

KFMZ/Columbia, MO

Steve Graziano

FOREIGNER
KIM WILDE
SPLIT ENZ
BOW WOW WOW
Hottest:
SOFT CELL 3-1
TOTO 17-8
JOAN JETT 22-16
RAINBOW 23-18
HOTELS D-21

98KQ/Salina, KS

Danny Collier

RAINBOW
SOFT CELL
HOTELS
Hottest:
MCCARTNEY/WONDER 3-1
CHARLENE 7-4
TOTO 25-16
LBB 26-17
QUEEN 32-22

KKRC-FM/Sioux Falls, SD

Dan Kiley

JOHN COUGAR
QUEEN
38 SPECIAL
Hottest:
RICK SPRINGFIELD 1-1
OMG 3-2
PAUL DAVIS 4-3
HALL & OATES 6-4
TOMMY TUTONE 8-5

KKXU/Grand Forks, ND

Gary Leigh

JUICE NEWTON
HEART
KANSAS (dp)
SPARKS (dp)
Hottest:
MCCARTNEY/WONDER 4-1
HUMAN LEAGUE 9-6
ASIA 17-7
TOTO 11-8
CDB 12-10

KCPX/Salt Lake City, UT

Gary Waldron

ELTON JOHN
SHALAMAR
SHAKIN' STEVENS
FOUR TOPS
ATLANTIC STARR
Hottest:
PAUL DAVIS 1-1
HALL & OATES 10-4
SHEENA EASTON 11-8
JOHN DENVER 13-9
HUMAN LEAGUE 15-11

KJRB/Spokane, WA

Suds Coleman

DONNIE IRIS
HEART
WILLIE NELSON
RAINBOW
PAUL MCCARTNEY
Hottest:
MCCARTNEY/WONDER 8-1
ASIA 10-5
HUMAN LEAGUE 15-7
RICHARD D. FIELDS 23-17
TOTO 28-19

KRO/Tucson, AZ

Guy Zapoleon

STEVE NICKS
BERTIE HIGGINS
JOHN COUGAR
KARLA BONOFF
HEART
Hottest:
MCCARTNEY/WONDER 4-1
MIKE POST 9-5
QUARTERFLASH 20-9
HUMAN LEAGUE 23-16
TOTO 30-17

Y94/Fresno, CA

John McCorkle

RAY PARKER JR.
SIMON & GARFUNKEL
Hottest:
RICK SPRINGFIELD 2-1
MCCARTNEY/WONDER 11-6
CHARLENE 12-9
ELTON JOHN 14-10
TOTO 18-13

KLUC/Las Vegas, NV

Dave Van Stone

ROD STEWART
SIMON & GARFUNKEL
JUICE NEWTON
KANSAS
FOREIGNER
Hottest:
RICK SPRINGFIELD 1-1
MCCARTNEY/WONDER 8-4
HUMAN LEAGUE 12-6
LOVERBOY 18-11
TOTO 25-19

KYNO-FM/Fresno, CA

Walker/Davis

WILLIE NELSON (dp)
Hottest:
JOAN JETT 1-1
JUNIOR 4-2
CHERI 6-4
BERTIE HIGGINS 7-6
SHALAMAR 8-7

FM102/Sacramento, CA

Manders/Preston

Hottest:
RICK SPRINGFIELD 1-1
TOM TOM CLUB 2-2
MCCARTNEY/WONDER 7-7
ATLANTIC STARR 19-19
WILLIE NELSON 25-25

KSPZ/Colorado Springs, CO

Mike Daniels

QUEEN
JUICE NEWTON
RONNIE MILSAP
Hottest:
RICK SPRINGFIELD 1-1
HALL & OATES 2-2
MCCARTNEY/WONDER 4-3
CHARLENE 7-4
LBB 22-11

KHYT/Tucson, AZ

Rich Brother Robbin

J. GEILS BAND
HUEY LEWIS & NEWS
HAIRCUT 100
SAMMY HAGAR
SOFT CELL
HEART
JOHN DENVER
LBB
FOREIGNER
STEVIE WONDER
Hottest:
MCCARTNEY/WONDER 4-1
HUMAN LEAGUE 25-7
GENESIS 29-20
ALDO NOVA 32-24

KIDO/Monterey, CA

Barry Brown

KANSAS
HUEY LEWIS & NEWS
PATRICE RUSHEN
JUICE NEWTON
Hottest:
RICK SPRINGFIELD 1-1
HALL & OATES 6-2
MCCARTNEY/WONDER 10-4
KOOL & THE GANG 17-12
LBB 27-18

KGO/Riverside-San Bernardino

Steve O'Neil

FOUR TOPS
KARLA BONOFF
MELISSA MANCHESTE
Hottest:
VANGELIS 1-1
HUMAN LEAGUE 10-8
PATRICE RUSHEN 21-10
RAY PARKER JR. 26-16
RICHARD D. FIELDS 25-17

KKXX/Bakersfield, CA

Squires/DeRoo

MELISSA MANCHESTE
FOREIGNER
KANSAS
PRISM
SOFT CELL (RA)
Hottest:
SPARKS 5-1
ALDO NOVA 6-4
ASIA 12-5
HUMAN LEAGUE 18-8
QUEEN 24-13

KNBQ/Tacoma, WA

Bryan/Roberts

HEART
WILLIE NELSON
HUEY LEWIS & NEWS
KANSAS
Hottest:
HALL & OATES 2-1
CHARLENE 3-2
MCCARTNEY/WONDER 6-3
RAY PARKER JR. 26-19
QUEEN 30-20

K96/Provo, UT

Kreddick/Ginsberg

JOHN DENVER
HEART
LOVERBOY
KANSAS
Hottest:
MCCARTNEY/WONDER 2-1
CHARLENE 4-2
RICK SPRINGFIELD 3-3
TOMMY TUTONE 6-5
SHEENA EASTON 10-6

FM103/Salt Lake City, UT

Lorraine Winnegar

KANSAS
VAN HALEN
Hottest:
RICK SPRINGFIELD 1-1
TOMMY TUTONE 2-2
ALDO NOVA 9-6
ASIA 19-12
TOTO 20-17

KBBK/Boise, ID

Bob Lee

JUICE NEWTON
FOUR TOPS
KANSAS
PATTY WEAVER
BOW WOW WOW
KIM WILDE
Hottest:
MCCARTNEY/WONDER 15-1
DR. HOOK 3-3
CHARLENE 8-7
KOOL & THE GANG 9-8
DAN FOGELBERG 16-10

THE FOLLOWING STATIONS DID NOT REPORT THIS WEEK: CKGM/Montreal, KHFI/Austin, KKYK/Little Rock, WQUT/Johnson City, WANS-FM/Greenville, KEYN-FM/Wichita, WOV/Omaha, WNCI/Columbus, KQWB/Fargo. THE FOLLOWING STATION REPORTED A FROZEN PLAYLIST THIS WEEK: FM102/Sacramento

PARALLELS

Parallel I: Selected stations in major markets that are formal dominant* for exert a significant national influence.

Parallel II: Selected stations in secondary markets that are formal 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.

Parallel III: Selected stations in smaller markets that are formal dominant* for exert a significant local influence. This parallel may contain some secondary 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 present and possible future reporting stations are evaluated and updated twice weekly.

★ DENOTES FIRST WEEK IN PARALLELS.

207 REPORTS
212 LAST WEEK

JOHN DOE
Hit Song
National Summary
100/25 44%
Debut 20
Same 4
Down 0
Add 25

EXAMPLE

10/25 — 100 CHR reporting stations on it this week including 25 new adds

1% — Percentage of this week's reporters playing it

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.)

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

25 — Total number of stations adding it this week

KARLA BONOFF
Personally (Columbia)
LP: Wild Heart Of The Young
61/19 29%
Debut 12
Same 16
Down 0
Add 19

CHARLIE DANIELS BAND
Still In Saigon (Epic)
LP: Windows
130/0 63%
Debut 0
Same 14
Down 0
Add 0

SHEENA EASTON
When He... (EMI America)
LP: You Could Have Been With Me
120/8 58%
Debut 19
Same 17
Down 0
Add 0

PAUL DAVIS
65 Love Affair (Arista)
LP: Cool Night
187/0 81%
Debut 41
Same 19
Down 90
Add 0

FRANKE & KNOCKOUTS
Without... (Millennium/RCA)
LP: Below The Belt
159/3 77%
Debut 8
Same 12
Down 1
Add 3

ROBERTA FLACK
Making Love (Atlantic)
LP: Soundtrack "Making Love"
97/19 47%
Debut 5
Same 13
Down 1
Add 7

JOHN COUGAR
Hurts So Good (Riva/PG)
LP: American Fool
140/16 68%
Debut 24
Same 27
Down 0
Add 15

FRANKE & KNOCKOUTS
Without... (Millennium/RCA)
LP: Below The Belt
159/3 77%
Debut 8
Same 12
Down 1
Add 3

JOHN COUGAR
Hurts So Good (Riva/PG)
LP: American Fool
140/16 68%
Debut 24
Same 27
Down 0
Add 15

FRANKE & KNOCKOUTS
Without... (Millennium/RCA)
LP: Below The Belt
159/3 77%
Debut 8
Same 12
Down 1
Add 3

JOHN COUGAR
Hurts So Good (Riva/PG)
LP: American Fool
140/16 68%
Debut 24
Same 27
Down 0
Add 15

FRANKE & KNOCKOUTS
Without... (Millennium/RCA)
LP: Below The Belt
159/3 77%
Debut 8
Same 12
Down 1
Add 3

JOHN COUGAR
Hurts So Good (Riva/PG)
LP: American Fool
140/16 68%
Debut 24
Same 27
Down 0
Add 15

FRANKE & KNOCKOUTS
Without... (Millennium/RCA)
LP: Below The Belt
159/3 77%
Debut 8
Same 12
Down 1
Add 3

JOHN COUGAR
Hurts So Good (Riva/PG)
LP: American Fool
140/16 68%
Debut 24
Same 27
Down 0
Add 15

FRANKE & KNOCKOUTS
Without... (Millennium/RCA)
LP: Below The Belt
159/3 77%
Debut 8
Same 12
Down 1
Add 3

JOHN COUGAR
Hurts So Good (Riva/PG)
LP: American Fool
140/16 68%
Debut 24
Same 27
Down 0
Add 15

FRANKE & KNOCKOUTS
Without... (Millennium/RCA)
LP: Below The Belt
159/3 77%
Debut 8
Same 12
Down 1
Add 3

JOHN COUGAR
Hurts So Good (Riva/PG)
LP: American Fool
140/16 68%
Debut 24
Same 27
Down 0
Add 15

FRANKE & KNOCKOUTS
Without... (Millennium/RCA)
LP: Below The Belt
159/3 77%
Debut 8
Same 12
Down 1
Add 3

JOHN COUGAR
Hurts So Good (Riva/PG)
LP: American Fool
140/16 68%
Debut 24
Same 27
Down 0
Add 15

FRANKE & KNOCKOUTS
Without... (Millennium/RCA)
LP: Below The Belt
159/3 77%
Debut 8
Same 12
Down 1
Add 3

JOHN COUGAR
Hurts So Good (Riva/PG)
LP: American Fool
140/16 68%
Debut 24
Same 27
Down 0
Add 15

FRANKE & KNOCKOUTS
Without... (Millennium/RCA)
LP: Below The Belt
159/3 77%
Debut 8
Same 12
Down 1
Add 3

JOHN COUGAR
Hurts So Good (Riva/PG)
LP: American Fool
140/16 68%
Debut 24
Same 27
Down 0
Add 15

FRANKE & KNOCKOUTS
Without... (Millennium/RCA)
LP: Below The Belt
159/3 77%
Debut 8
Same 12
Down 1
Add 3

JOHN COUGAR
Hurts So Good (Riva/PG)
LP: American Fool
140/16 68%
Debut 24
Same 27
Down 0
Add 15

FRANKE & KNOCKOUTS
Without... (Millennium/RCA)
LP: Below The Belt
159/3 77%
Debut 8
Same 12
Down 1
Add 3

JOHN COUGAR
Hurts So Good (Riva/PG)
LP: American Fool
140/16 68%
Debut 24
Same 27
Down 0
Add 15

FRANKE & KNOCKOUTS
Without... (Millennium/RCA)
LP: Below The Belt
159/3 77%
Debut 8
Same 12
Down 1
Add 3

JOHN COUGAR
Hurts So Good (Riva/PG)
LP: American Fool
140/16 68%
Debut 24
Same 27
Down 0
Add 15

FRANKE & KNOCKOUTS
Without... (Millennium/RCA)
LP: Below The Belt
159/3 77%
Debut 8
Same 12
Down 1
Add 3

JOHN COUGAR
Hurts So Good (Riva/PG)
LP: American Fool
140/16 68%
Debut 24
Same 27
Down 0
Add 15

FRANKE & KNOCKOUTS
Without... (Millennium/RCA)
LP: Below The Belt
159/3 77%
Debut 8
Same 12
Down 1
Add 3

JOHN COUGAR
Hurts So Good (Riva/PG)
LP: American Fool
140/16 68%
Debut 24
Same 27
Down 0
Add 15

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Same 12
Down 1
Add 3

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140/16 68%
Debut 24
Same 27
Down 0
Add 15

FRANKE & KNOCKOUTS
Without... (Millennium/RCA)
LP: Below The Belt
159/3 77%
Debut 8
Same 12
Down 1
Add 3

JOHN COUGAR
Hurts So Good (Riva/PG)
LP: American Fool
140/16 68%
Debut 24
Same 27
Down 0
Add 15

JOHN DENVER
Shanghai Breezes (RCA)
LP: Shanghai Breezes
Regional Reach: 66/4 42%
National Summary: UP 40, SAME 34, DOWN 5, ADD 4

DAN FOGELBERG
Run For The Roses (FMEpic)
LP: The Innocent Age
Regional Reach: 157/4 76%
National Summary: UP 130, SAME 13, DOWN 4, ADD 6

J. GEILS BAND
Freeze... (EMI America)
LP: Freeze Frame
Regional Reach: 133/0 64%
National Summary: UP 118, SAME 11, DOWN 0, ADD 0

FRANKE & KNOCKOUTS
Without... (Millennium/RCA)
LP: Below The Belt
Regional Reach: 159/3 77%
National Summary: UP 128, SAME 7, DOWN 1, ADD 3

JOHN DOE
Hit Song
National Summary: UP 51, SAME 4, DOWN 0, ADD 25

EXAMPLE
100 CHR reporting stations on it this week including 25 new adds

EXAMPLE
Percentage of this week's reporters playing it

EXAMPLE
Number of stations moving it up on the charts

EXAMPLE
Number of stations debuting the song this week

EXAMPLE
Number of stations reporting no movement this week

EXAMPLE
Number of stations moving it down on their charts

EXAMPLE
Total number of stations adding it this week

EXAMPLE
National Summary: UP 115, SAME 24, DOWN 1, ADD 7

EXAMPLE
Regional Reach: 166/7 80%

EXAMPLE
National Summary: UP 89, SAME 3, DOWN 3, ADD 4

EXAMPLE
Regional Reach: 180/4 77%

EXAMPLE
National Summary: UP 89, SAME 3, DOWN 3, ADD 4

EXAMPLE
Regional Reach: 166/7 80%

EXAMPLE
National Summary: UP 89, SAME 3, DOWN 3, ADD 4

EXAMPLE
Regional Reach: 180/4 77%

EXAMPLE
National Summary: UP 89, SAME 3, DOWN 3, ADD 4

EXAMPLE
Regional Reach: 166/7 80%

EXAMPLE
National Summary: UP 89, SAME 3, DOWN 3, ADD 4

EXAMPLE
Regional Reach: 180/4 77%

EXAMPLE
National Summary: UP 89, SAME 3, DOWN 3, ADD 4

EXAMPLE
Regional Reach: 166/7 80%

EXAMPLE
National Summary: UP 89, SAME 3, DOWN 3, ADD 4

EXAMPLE
Regional Reach: 180/4 77%

EXAMPLE
National Summary: UP 89, SAME 3, DOWN 3, ADD 4

EXAMPLE
Regional Reach: 166/7 80%

EXAMPLE
National Summary: UP 89, SAME 3, DOWN 3, ADD 4

EXAMPLE
Regional Reach: 180/4 77%

EXAMPLE
National Summary: UP 89, SAME 3, DOWN 3, ADD 4

EXAMPLE
Regional Reach: 166/7 80%

EXAMPLE
National Summary: UP 89, SAME 3, DOWN 3, ADD 4

EXAMPLE
Regional Reach: 180/4 77%

EXAMPLE
National Summary: UP 89, SAME 3, DOWN 3, ADD 4

EXAMPLE
Regional Reach: 166/7 80%

EXAMPLE
National Summary: UP 89, SAME 3, DOWN 3, ADD 4

EXAMPLE
Regional Reach: 180/4 77%

EXAMPLE
National Summary: UP 89, SAME 3, DOWN 3, ADD 4

EXAMPLE
Regional Reach: 166/7 80%

EXAMPLE
National Summary: UP 89, SAME 3, DOWN 3, ADD 4

JOHN DENVER
Shanghai Breezes (RCA)
LP: Shanghai Breezes
Regional Reach: 66/4 42%
National Summary: UP 40, SAME 34, DOWN 5, ADD 4

DAN FOGELBERG
Run For The Roses (FMEpic)
LP: The Innocent Age
Regional Reach: 157/4 76%
National Summary: UP 130, SAME 13, DOWN 4, ADD 6

J. GEILS BAND
Freeze... (EMI America)
LP: Freeze Frame
Regional Reach: 133/0 64%
National Summary: UP 118, SAME 11, DOWN 0, ADD 0

FRANKE & KNOCKOUTS
Without... (Millennium/RCA)
LP: Below The Belt
Regional Reach: 159/3 77%
National Summary: UP 128, SAME 7, DOWN 1, ADD 3

JOHN DENVER
Shanghai Breezes (RCA)
LP: Shanghai Breezes
Regional Reach: 66/4 42%
National Summary: UP 40, SAME 34, DOWN 5, ADD 4

DAN FOGELBERG
Run For The Roses (FMEpic)
LP: The Innocent Age
Regional Reach: 157/4 76%
National Summary: UP 130, SAME 13, DOWN 4, ADD 6

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National Summary: UP 118, SAME 11, DOWN 0, ADD 0

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Without... (Millennium/RCA)
LP: Below The Belt
Regional Reach: 159/3 77%
National Summary: UP 128, SAME 7, DOWN 1, ADD 3

JOHN DENVER
Shanghai Breezes (RCA)
LP: Shanghai Breezes
Regional Reach: 66/4 42%
National Summary: UP 40, SAME 34, DOWN 5, ADD 4

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LP: Below The Belt
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National Summary: UP 128, SAME 7, DOWN 1, ADD 3

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Shanghai Breezes (RCA)
LP: Shanghai Breezes
Regional Reach: 66/4 42%
National Summary: UP 40, SAME 34, DOWN 5, ADD 4

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FRANKE & KNOCKOUTS
Without... (Millennium/RCA)
LP: Below The Belt
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National Summary: UP 128, SAME 7, DOWN 1, ADD 3

JOHN DENVER
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LP: Shanghai Breezes
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National Summary: UP 130, SAME 13, DOWN 4, ADD 6

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National Summary: UP 118, SAME 11, DOWN 0, ADD 0

FRANKE & KNOCKOUTS
Without... (Millennium/RCA)
LP: Below The Belt
Regional Reach: 159/3 77%
National Summary: UP 128, SAME 7, DOWN 1, ADD 3

JOHN DENVER
Shanghai Breezes (RCA)
LP: Shanghai Breezes
Regional Reach: 66/4 42%
National Summary: UP 40, SAME 34, DOWN 5, ADD 4

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Shanghai Breezes (RCA)
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National Summary: UP 40, SAME 34, DOWN 5, ADD 4

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National Summary: UP 40, SAME 34, DOWN 5, ADD 4

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National Summary: UP 128, SAME 7, DOWN 1, ADD 3

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National Summary: UP 40, SAME 34, DOWN 5, ADD 4

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National Summary: UP 40, SAME 34, DOWN 5, ADD 4

DAN FOGELBERG
Run For The Roses (FMEpic)
LP: The Innocent Age
Regional Reach: 157/4 76%
National Summary: UP 130, SAME 13, DOWN 4, ADD 6

J. GEILS BAND
Freeze... (EMI America)
LP: Freeze Frame
Regional Reach: 133/0 64%
National Summary: UP 118, SAME 11, DOWN 0, ADD 0

New & Active Continued from Back Page

MOTELS "Only The Lonely" (Capitol) 88/24
ALDO NOVA "Fantasy" (Portrait/CBS) 88/3
JOHN DENVER "Shanghai Breezes" (RCA) 88/4
ROD STEWART "How Long" (WB) 83/10
RAINBOW "Stone Cold" (Mercury/PolyGram) 78/13
BARRY MANILOW "Let's Hang On" (Arista) 78/0
MIKE POST "Theme From 'Magnum P.I.'" (Elektra) 77/0
GENESIS "Man On The Corner" (Atlantic) 64/0
KARLA BONOFF "Personally" (Columbia) 61/19
DENIECE WILLIAMS "It's Gonna Take A Miracle" (ARC/Columbia) 61/10
BERTIE HIGGINS "Just Another Day In Paradise" (Kat Family/CBS) 59/16
RICHARD "DIMPLES" FIELDS "If It Ain't One Thing..." (Boardwalk) 55/4
FOREIGNER "Break It Up" (Atlantic) 53/32
HEART "This Man Is Mine" (Epic) 50/48

SIGNIFICANT ACTION

SHALAMAR "A Night To Remember" (Solar/Elektra) 43/8
HUEY LEWIS & THE NEWS "Hope You Love Me Like..." (Chrysalis) 41/38
SOFT CELL "Tainted Love" (Sire/WB) 41/16
STEVIE NICKS "After The Glitter Fades" (Modern/Atco) 39/34
DIONNE WARWICK & JOHNNY MATHIS "Friends In Love" (Arista) 29/7
PATRICE RUSHEN "Forget Me Nots" (Elektra) 28/11
JUNIOR "Mama Used To Say" (Mercury/PolyGram) 28/2
FOUR TOPS "Back To School Again" (RSO/PolyGram) 27/14
ATLANTIC STARR "Circles" (A&M) 27/6
SAMMY HAGAR "Piece Of My Heart" (Geffen) 27/5
JIMMY HALL "Fool For Your Love" (Epic) 25/1
PATTI AUSTIN with JAMES INGRAM "Baby Come To Me" (Qwest/WB) 23/3
STARS ON 45 "Tribute To Stevie Wonder" (Radio/Atlantic) 23/0
VAN HALEN "Dancing In The Streets" (WB) 22/19
CHERI "Murphy's Law" (Venture) 22/6
ALESSI "Put Away Your Love" (Qwest/WB) 22/3
ABBA "The Visitors" (Atlantic) 21/1
EDDIE RABBITT "I Don't Know Where To Start" (Elektra) 20/0
SPARKS "I Predict" (Atlantic) 19/12
HAIRCUT 100 "Love Plus One" (Arista) 19/6
CAROLE KING "One To One" (Atlantic) 19/2
PRISM "Turn On Your Radar" (Capitol) 19/2
KIM WILDE "Kids In America" (EMI America) 18/8

SIGNIFICANT ACTION

BARBARA MANDRELL "Til You're Gone" (MCA) 29/8
ALESSI "Put Away Your Love" (Qwest/WB) 21/5
RAY PARKER JR. "The Other Woman" (Arista) 20/3
DONNIE IRIS "My Girl" (MCA) 18/4
MIKE POST "Theme From 'Magnum P.I.'" (Elektra) 18/2
MECO "Big Band Medley" (Arista) 18/16
BOBBY CALDWELL "Jamaica" (Polydor/PolyGram) 18/0
ROD STEWART "How Long" (WB) 15/3
DON WILLIAMS "Listen To The Radio" (MCA) 15/1
STARS ON 45 "Tribute To Stevie Wonder" (Radio/Atlantic) 15/0
PETER NOONE "You Got Me Anyway" (Johnston/CBS) 13/4
TERRY CASHMAN "Talkin' Baseball" (Lifesong) 13/0
FRANKE & THE KNOCKOUTS "Without You..." (Millennium/RCA) 11/0
LEO SAYER "Have You Ever Been In Love?" (WB) 10/6
LESLIE SMITH & MERRY CLAYTON "Before The Night Is Over" (Elektra) 10/4
MOTELS "Only The Lonely" (Capitol) 10/3
JOHN SCHNEIDER "Dreamin'" (Scotti Bros./CBS) 10/3
JIMMY HALL "Fool For Your Love" (Epic) 10/2
ABBA "The Visitors" (Atlantic) 10/0
HEART "This Man Is Mine" (Epic) 9/9
NEIL DIAMOND "Be Mine Tonight" (Columbia) 9/8
LARRY ELGART & HIS ORCHESTRA "Hooked On Swing" (RCA) 8/1
CHARLIE DANIELS BAND "Still In Saigon" (Epic) 8/0
TERRI GIBBS "Ashes To Ashes" (MCA) 8/0
MICKEY GILLEY "Tears Of The Lonely" (Epic) 8/0
JON & VANGELIS "I'll Find My Way Home" (Polydor/PolyGram) 7/7
VIC ASHER "I'll Take Whatcha Got" (Velsi) 7/2
STEVE NICKS "After The Glitter Fades" (Modern/Atco) 6/6
ALABAMA "Take Me Down" (RCA) 6/3
EARL KLUGH "I'm Ready For Your Love" (Liberty) 6/2
HUMAN LEAGUE "Don't You Want Me" (Virgin/A&M) 6/0
DAVID LASLEY "If I Had My Wish Tonight" (EMI America) 6/0
JOSEPH WILLIAMS "That First Night" (MCA) 5/3

CHR SIGNIFICANT ACTION

MELISSA MANCHESTER "You Should Hear How She Talks..." (Arista) 17/10
DAZZ BAND "Let It Whip" (Motown) 17/8
GORDON LIGHTFOOT "Baby Step Back" (WB) 17/1
TEMPTATIONS featuring R. JAMES "Standing On The Top" (Gordy/Motown) 16/3
SCORPIONS "No One Like You" (Mercury/PolyGram) 15/8
BOW WOW WOW "I Want Candy" (RCA) 14/5

Continued on Page 61

A "Long" List Of Winners:

CELEbrate This Action:

WBEN-FM 35-31
 JB105 34-29
 CFTR on
 CKGM on
 KEGL on
 WGCL add
 KFI add
 KIQQ 31-30
 KEZR deb 26
 KZZP 27-23
 WFBR 28-25
 WPHD deb 28
 WRCK add
 3WT 26-22
 WPST 28-25
 WLAN-FM on
 WAEB 28-26
 WYCR on
 WKRZ-FM on
 WKEE 35-27
 KHFI deb 23
 WQUT on
 WANS deb 29
 KZFM add 25
 KSET-FM on
 KBFM add
 KROK on
 KXX106 14-12
 G100 27-26

WZYP on
 WHHY-FM 22-17
 WDOQ deb 30
 WBBQ on
 KX104 on
 WMAK-FM on
 WOKI 27-24
 WAYS 24-22
 WRQK on
 WCSC 21-17
 WSSX 25-23
 WNOK-FM on
 WJXQ on
 WKFR on
 Z104 deb 29
 WMEE add
 KEYN-FM add
 KKXX 17-11
 KNBQ 23-22
 KCPX deb 29
 KLUC add
 KHYT on
 WJBQ 36-25
 WACZ 29-28
 WIGY on
 WTSN 26-22
 WFEA 28-25
 WFBG on
 WOMP-FM deb 38
 WCIR 30-25

95XIL 37-32
 Q104 23-21
 WAEV on
 95SGF deb 28
 WFOX 35-31
 WCGQ deb 28
 WISE on
 WFLB on
 WXLK 12-9
 WYKS add
 KKQV on
 KILE 40-38
 KSEL-FM 25-24
 KPUR 19-14
 Q101 on
 KVOL on
 KKXL-FM on
 WAZY-FM 19-15
 WCIL-FM 28-26
 99KG deb 39
 KFMZ 18-15
 KDVV add
 KKLK add
 KSLY on
 KCBN 37-33
 KDZA on
 KATI 31-28
 KYA 30-27
 KOZE deb 29

KEGL add
 Z93 add
 WLOL-FM add
 WGCL add 17
 B97 deb 27
 G100 add
 WDOQ add
 WBBQ add
 WJXQ add
 KKXX add 23
 KKFM add 23

KHYT add
 95SGF add
 WXLK add
 WGLF add
 99KG add
 WCAU-FM 2-5
 B94 25-18
 Y100 2-2
 Q105 add 26
 KRLA 8-8
 KIQQ 2-2
 B100 13-8
 XTRA 11-6

WLAN-FM 14-12
 WAEB deb 29
 K104 3-3
 KROD 19-13
 KMGK 15-12
 Z104 26-21
 95XIL 15-9
 WYKS on
 KELO 28-27
 KRNA 12-11
 KFMZ 3-1



SOFT CELL

"Tainted Love"

Produced by Mike Thorne



"How Long"

ROD STEWART



Produced by Rod Stewart
 Co-Produced by Jim Cregan

Manufactured & Distributed by Warner Bros. Records



Table with 3 columns: Three Weeks, Two Weeks, Last Week. Lists songs and artists such as RICK SPRINGFIELD, P. McCARTNEY, DARYL HALL & JOHN OATES, CHARLENE, PAUL DAVIS, RAY PARKER JR., TOMMY TUTONE, VANGELIS, HUMAN LEAGUE, ELTON JOHN, J. GEILS BAND, KOOL & THE GANG, TOTO, LITTLE RIVER BAND, DAN FOGELBERG, ASIA, FRANKE & THE KNOCKOUTS, GREG GUIDRY, OLIVIA NEWTON-JOHN, CHARLIE DANIELS BAND, DONNIE IRIS, JOAN JETT & BLACKHEARTS, JOHN COUGAR, QUEEN, SIMON & GARFUNKEL, JUICE NEWTON, 38 SPECIAL, SHEENA EASTON, LOVERBOY.

Table with 3 columns: Three Weeks, Two Weeks, Last Week. Lists songs and artists such as McCARTNEY/WONDER, DAN FOGELBERG, WILLIE NELSON, ROBERTA FLACK, SIMON & GARFUNKEL, CHARLENE, PAUL DAVIS, JOHN DENVER, VANGELIS, BARRY MANILOW, GREG GUIDRY, GORDON LIGHTFOOT, ELTON JOHN, EDDIE RABBITT, CARPENTERS, SHEENA EASTON, D. WARWICK & J. MATHIS, OLIVIA NEWTON-JOHN, AL JARREAU, BERTIE HIGGINS, T.G. SHEPPARD, KARLA BONOFF, RONNIE MILSAP, CAROLE KING, JUICE NEWTON, NEIL DIAMOND, Q. JONES, STEVIE WONDER, BERTIE HIGGINS, JOURNEY.

JUICE NEWTON (64) KANSAS (62) HEART (48)

RONNIE MILSAP (43) HUEY LEWIS (38) STEVIE NICKS (34)

MOST ADDED

JUICE NEWTON (43) RONNIE MILSAP (25) MELISSA MANCHESTER (24)

MANHATTAN TRANSFER (16) MECO (16) K. BONOFF (15) B. LaBOUNTY (15)

P. McCARTNEY/S. WONDER (154) RICK SPRINGFIELD (74) CHARLENE (73)

RAY PARKER JR. (73) HUMAN LEAGUE (52) TOMMY TUTONE (51)

HOTTEST

P. McCARTNEY/S. WONDER (104) WILLIE NELSON (80) CHARLENE (62)

DAN FOGELBERG (60) ROBERTA FLACK (44) PAUL DAVIS (43)

BREAKERS

JUICE NEWTON

Love's Been A Little Bit Hard On Me (Capitol)

67% of our reporters on it. Moves: Up 9, Debuts 39, Same 26, Down 0, Adds 64 including WKBW, WBEN-FM, WIFI, B104, WXKS-FM, PRO-FM, CFTR, WLWL-FM, KRLA, KIIS-FM, KCNR, KYYX, KUBE, KIMN, Q103. See Parallels, debuts at number 27 on the CHR chart.

38 SPECIAL

Caught Up In You (A&M)

62% of our reporters on it. Moves: Up 28, Debuts 31, Same 48, Down 0, Adds 22 including Z93, 94Q, WLS-FM, KEZR, KZZP, WTIC-FM, KX104, WSEZ, WZZR, WKDQ, KQKQ, KSKD, WTSN, KILE, WTRU. See Parallels, debuts at number 28 on the CHR chart.

SHEENA EASTON

When He Shines (EMI America)

58% of our reporters on it. Moves: Up 75, Debuts 19, Same 17, Down 1, Adds 8, KRLA, WFBR, WBLI, KC101, WAKX, WJBQ, WIGY, WCGQ, B104 24-21, JB105 30-25, CKLW 23-20, KBEO 28-22, WAEB 6-4, KZFM 19-14, WJDX 21-15. See Parallels, debuts at number 29 on the CHR chart.

LOVERBOY

When It's Over (Columbia)

57% of our reporters on it. Moves: Up 76, Debuts 6, Same 20, Down 0, Adds 12, WIFI, KFRC, B100, KUBE, KIMN, WDRC-FM, WKRZ-FM, WTIK, KLPO, K96, KIKI, WCGQ, WBEN-FM 18-13, WLS-FM 34-29, Q102 17-8. See Parallels, debuts at number 30 on the CHR chart.

12-34

NEW & ACTIVE

- WILLIE NELSON "Always On My Mind" (Columbia) 112/12
KANSAS "Play The Game Tonight" (Kirshner/CBS) 105/62
RONNIE MILSAP "Any Day Now" (RCA) 101/43
POLICE "Secret Journey" (A&M) 100/1
ROBERTA FLACK "Making Love" (Atlantic) 97/19

JUICE NEWTON

Love's Been A Little Bit Hard On Me (Capitol)

56% of our reporters on it. Rotations: Heavy 2/0, Medium 45/23, Light 29/16, Extra Adds 4, Total Adds 43 including WBEN, WTAE, KFMK, WFYR, WZUU, KEX, KGW, KJR, KPLZ, WAFB, WBT, WRVR, WQUE, WOMC, KSL, and 28 more. Debuts at number 25 on the A/C chart.

NEW & ACTIVE

25-49

- LITTLE RIVER BAND "Man On Your Mind" (Capitol) 55/5
DARYL HALL & JOHN OATES "Did It In A Minute" (RCA) 54/1
MANHATTAN TRANSFER "Route 66" (Atlantic) 53/16
LARRY LEE "Don't Talk" (Columbia) 49/6
RICK SPRINGFIELD "Don't Talk To Strangers" (RCA) 49/1
MELISSA MANCHESTER "You Should Hear How She Talks..." (Arista) 41/24
STEVIE WOODS "Fly Away" (Cotillion/Atco) 41/12
SMOKEY ROBINSON "Old Fashioned Love" (Tamla/Motown) 40/6
DENIECE WILLIAMS "It's Gonna Take A Miracle" (ARC/Columbia) 39/7
TOTO "Rosanna" (Columbia) 35/12
WAYLON & WILLIE "Just To Satisfy You" (RCA) 35/3
BILL LaBOUNTY "Never Gonna Look Back" (WB/Curb) 34/15