

I N S I D E:

COURTS SET NEW
RENEWAL GUIDELINES

In two important license renewal cases, **KISW/Seattle** survives a tough challenge thanks to strong nonentertainment programming, while a North Carolina case relieves small market simulcasters' worries of losing their licenses to applicants promising separate programming.

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SALES INSURANCE
FOR THE FUTURE

Torbet President **Peter Moore** casts an eye toward the future with some thoughtful suggestions on keeping up with the everchanging national sales situation.

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THE COUNTRY PLAYLIST
BATTLE: THE TROOPS RESPOND

"I think we need a restructuring of the playlist reporting system"

—**Rick Jackson,**
KYGO/Denver

Lon Helton winds up his epic series on the Country chart wars by setting down the responses of readers and reporters on what they think is wrong and how to correct it.

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PEOPLE IN THE NEWS
THIS WEEK

- **Norman Knight** upped to Knight Quality Chairman
- **Scott Knight** President at Knight Quality
- **Paul Wachsmith** WCOL & WXGT GM
- **Randy Rahe** Station Manager at WXGT
- **Sherryl Bacon** KRNB's PD
- **Phil Stout** VP at Leisure Market Radio
- **Gary Havens** starts Composite consultancy
- **Richard Boggs** UPI Radio VP/GM
- **Jim Meltzer** heads Mid America AMs
- **Ed Krampf** GSM at KITS

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THE CHR REVOLUTION
IN PERSPECTIVE

1983 has been CHR's year, and **Joel Denver** outlines the reasons for the format's remarkable resurgence.

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WHAT'S NEW WITH 'NEW-FM

Steve Feinstein talks to **WNEW-FM/New York PD Charlie Kendall** about his plans to modernize the venerable AOR institution.

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RADIO VS. MTV:
CONSUMER ATTITUDES

Jhan Hiber delves deeper into the **Jon Coleman** MTV survey to see how radio's image stacks up against the cable music service's in music, personalities, commercial load, and other key areas... with thought-provoking results.

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R&R

RADIO & RECORDS

Horner Earns KLSY & KJZZ VP Stripes

Longtime Northwest sales executive and **KLSY & KJZZ/Seattle GM Dana Horner** has been promoted to VP/GM. In making the announcement, Sandusky Radio Division President **Toney Brooks** stated, "Dana has done an outstanding job in managing the transition of our Seattle property (KLSY) into its current top-rated A/C position. Dana and his staff deserve much recognition for their splendid execution of our battle plan."

Horner joined **KLSY & KJZZ** 14 months ago as GM following

six years at crosstown **KING**, three as an Account Executive and three as Sales Manager. Prior to that, Horner served three years as an Account Executive at **KING** sister station **KREM/Spokane**. His background also includes a year as GM at competitor **KSPO**. He told **R&R**, "Sandusky is just a super company, as everyone in the group has furnished far more support than I ever expected. The VP recognition was a nice thing to receive, and I really appreciate it."

KFMW KNOCKED OFF AIR IN IOWA STORM

2000-Foot Broadcast Tower Collapses

A severe winter storm blew through **Waterloo, IA** Sunday afternoon (11-27), knocking **KWWL-TV's** 2000-foot broadcast tower down and taking the TV station and Forward Communications' **KFMW**, a tower tenant, off the air. The collapsed tower was expected to keep the **CHR** outlet silent for the remainder of the week. **KWWL-TV** returned to the air at an auxiliary tower site, but it's expected to take from nine months to a year to construct a permanent replacement for the 2000-foot structure.

KWWL-TV Chief Engineer **Jim Ohmstede** explained to **R&R** what happened. "The weather bureau was calling for winds above 50 miles an hour at the 3000-foot elevation, so I imagine the speed was pretty close to that near the top of the tower. Combining the high winds with up to two inches of ice on the guy wires was just too much for it to take." According to **Ohmstede**, the \$3 million tower was a total loss.



TOWER TUMBLED — Severe winter winds toppled the 2000-ft. **KWWL-TV/Waterloo, IA** tower, knocking **KFMW/Waterloo** off the air for more than a week. Above, two **KWWL-TV** staffers view the damage, which will take 9-12 months to repair.

Photo courtesy of Waterloo Daily Courier

When contacted about the damage, **KFMW & KWLO** President/GM **Cliff Thompson** said, "It's just lucky that no one was injured, as engineers come in and out of (that area) all day long. The tower missed the building so the transmitter is OK. We're still off the air and anticipate being back on sometime within the next ten days or so. We're eyeing some possible

antenna sites, but it will take us a bit of time to finalize a location."

Thompson added that being off the air for this long

presented more than an inconvenience. "During the busy Christmas season, this will cause a severe monetary loss

TOWER/See Page 20

Sutter Elevated To 3WS & WTKN VP/GM

WWSW(3WS) & WTKN/Pittsburgh VP/Station Manager **Diane Sutter** has been promoted to VP/GM. Sutter fills the vacancy left by former President/GM **Mike Harvey**, who departed in August to join the **Transtar Radio Network** as VP/Programming.



Diane Sutter

Wilson Named WAIT VP/GM

Allan Wilson has been appointed VP/GM at **WAIT/Chicago**, moving in-house from the Station Manager post he accepted in late July. Indicating there would be no format or staff changes, **Wilson** added, "WAIT has a longstanding reputation for excellence in Chicago. I look forward to the challenge of making a meaningful contribution to the station."

An 11-year veteran of station owner **Century Broadcasting Corporation**, **Wilson** began as a salesman at **WABX/Detroit** and was later appointed VP/GM of the facility. Following its sale in 1982, he remained with **Century** as Corporate VP/Special Assignments.

Sutter joined **3WS** (then **WPEZ**) nearly nine years ago as an Account Executive. Three years later, she was promoted to Sales Manager, and later to GM. For the past three years, **Sutter** has served as VP/Station Manager for both properties, and her first responsibility in her new capacity is to supervise the combo's forthcoming ownership change from the **Pittsburgh Post-Gazette** to **Shamrock Broadcasting**.

Sutter told **R&R**, "This is more of a change in title than in responsibility, as I've been handling most of these duties already. The sale agreement was signed two weeks ago, and I'll be meeting with the **Shamrock** people regularly to brief them on the stations during the transition process."

KIKK DJ Harmon Commits Suicide

Following a period of severe depression, five-year **KIKK (AM)/Houston** morning personality **John McGibbons** (known on-air as **John Harmon**) fatally stabbed himself through the heart with a knife last Saturday night (11-26). During the incident, he also stabbed his wife **Cheryl**, who remains hospitalized but is expected to be released within a few days.

KIKK-AM & FM PD **Charlie Ochs** told **R&R**, "John was a very nice, gentle man who'd been with our station for almost seven years. He served as Acting PD for our AM station, taking care of it when I didn't have time. I never would have guessed this would happen."

Describing the events leading to **McGibbons's** death, **Ochs** began, "Two weeks ago, the people here began noticing there seemed to be a mental problem with **John**. He was very depressed and paranoid."

Ochs said that after spending Thanksgiving weekend in and out of a local psychiatric unit, **McGibbons** remained very distraught. Finally late Saturday night, he attacked his wife with a kitchen knife, stabbing her repeatedly in the back, hands, and upper body. She managed to escape to neighbors next door, who summoned police and an ambulance. **McGibbons** collapsed on his front lawn, and arriving authorities discovered he had stabbed himself. **McGibbons** died at the hospital an hour later.

"We only made one short announcement on the air," **Ochs** said, "which went as follows: 'Over the weekend, **KIKK** morning disc jockey **John Harmon** died under tragic circumstances. We at **KIKK** extend our deepest sympathy to his family and mourn the death of a good friend. We will miss

HARMON/See Page 20

YOUR ADD GOES HERE



JAMES INGRAM

**“Yah Mo B There”
(with Michael McDonald)**

**KIIS-FM add
KIQQ add
WKFM add
WOKI add
KITV add
KQMQ add**

**KLUC add
KHOP add
KSKD add
WGUY add
WJBQ add
KQIZ-FM add
WGLF add**

**KKQV add
99KG add
KWTO-FM add
KCDQ add
KGHO add
KZOZ add**

Produced by Quincy Jones for

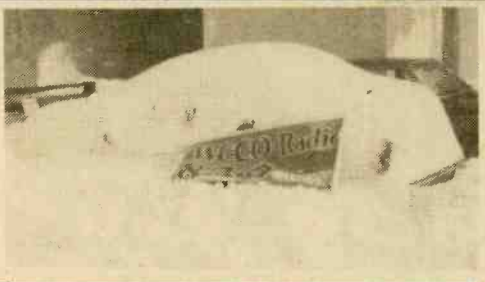


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RADIO WARMS UP FOR COLD WEATHER

Winter weather is serious business for radio, and Jeff Green talks to several full-service A/C stations about their preparations.

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Knight Quality Restructures

In corporate management restructuring at Knight Quality Stations, the Board of Directors has elevated founder/President Norman Knight to Chairman/CEO, while promoting Knight's son and veteran broadcaster Scott Knight from Group VP to President. In his new position, Scott Knight will be responsible for all facets of the company's operations.

In making the appointment, Norman Knight commented, "This decision has been in the making for several years, as we have growth plans involving a larger management team. Scott has been in the business almost 15 years, starting as an announcer in our smallest market station, and has worked his way up through programming, sales, and management. He's highly respected throughout the company for his experience and contributions. In fact, much of the consensus for his becoming President came from our own management field."

The Knight Quality Stations include WHEB-AM & FM/Portsmouth, NH; WGIR-

AM & FM/Manchester, NH; WEIM/Fitchburg, MA; WSRW/Worcester, MA; and WSAR/Fall River-New Bedford, MA. An additional larger Northeast acquisition is expected to be announced shortly.

WILL CONSULT WIRE

Havens Inaugurates New Composite Consultancy Division

WIRE/Indianapolis PD and Mid America Radio Program/Research Director Gary Havens has joined Composite Communications as Exec. VP. Havens will establish a new Indianapolis home base and a consultancy division for the firm, which presently owns WIKS & WNUS/Marietta, OH-Parkersburg, WV. Mid America and its Indiana radio properties, WIRE, sister station WXTZ, and Network Indiana, will be consulted by Havens.

Havens, a 12-year WIRE veteran who has programmed the station since 1978, stated, "It's just ideal to be able to continue the close relationship I have with the folks of Mid America. My new role will still keep me in very close touch with WIRE. Composite will be available to consult only one or

two more clients in addition to Mid America. Ours will be a highly customized and specialized consultancy." He added that he will take a central role in planned station acquisitions by Composite in the near future.

Stout Joins Leisure Market Radio As VP

Phil Stout, longtime VP/Creative Director of Schulke Radio Productions, has joined Leisure Market Radio, the broadcasting operation specializing in resort market radio stations. Stout, who was with SRP since its 1970 inception, will become VP/Creative Director for Leisure Market Radio.

LMR President Robert Richer stated, "Fourteen years ago, when Jim Schulke and I started what was then known as the QMI Music Service, Phil Stout was the first employee I hired. He was the one person I had in mind when we decided to focus on the

STOUT/See Page 20

TRANSACTIONS

Taft Buys KEX & KKRZ For \$8 Million

Golden West Broadcasters has sold KEX & KKRZ/Portland to Taft Broadcasting for \$8 million, subject to FCC approval. KEX operates with 50kw on 1190 kHz, while KKRZ puts out a 100kw signal on 100.3 mHz and antenna height of 900 feet.

Golden West, whose Chairman is Gene Autry, still owns WCXI-AM & FM/Detroit, KMPC/Los Angeles, KVI & KPLZ/Seattle, and KAUT-TV/Oklahoma City. It is selling KSFO/San Francisco to King Broadcasting.

Dudley Taft is President of Taft Broadcasting, which owns WDAE & WYNF/Tampa, KYYS/Kansas City, WGR & WGRQ/Buffalo, WKRC & WKRQ/Cincinnati, and WTVN & WLWQ/Columbus. Taft also owns seven television stations.

approach. Atkins commented that "CKLW's behaving like an American station wouldn't help their format application at all."

CKLW & CKJY VP/GM Gary Mercer was unavailable for comment when contacted by R&R.

RAHE 92X

STATION MANAGER

Wachsmith Named WCOL & WXGT GM

KBFM/McAllen-Brownsville GM Paul Wachsmith has been named GM of Great Trails Broadcasting's WCOL & WXGT (92X)/Columbus. Wachsmith replaces 22-year station veteran Dan Morris, who is going into part-ownership of WBBY/Columbus. Simultaneously, Wachsmith announced the appointment of WBOW & WZZQ/Terre Haute VP/GM Randy Rahe to the newly-created position of Station Manager for WXGT.

Great Trails President Alexander Williams told R&R, "We are very pleased to have Paul with us. He's eminently well qualified for this position owing to his strong and varied background." Wachsmith's prior experience includes managerial and sales positions at New York stations WRVR and WNCN.

Commenting to R&R on his new position and Rahe's appointment, Wachsmith said,

WACHSMITH/See Page 20

Bacon Promoted To KRNH PD

Air personality Sherryl Bacon has been promoted to PD/MD at KRNH (Magic 101)/Memphis. She succeeds Floyd Blackwell, who will transfer to another Dee Rivers Group outlet following a brief leave of absence. Bacon will retain her previous afternoon airshift.

Commenting on the promotion, Kells Rivers, Assistant to the President, told R&R, "Through her years with us Sherryl has exhibited the very highest level of excellence in broadcasting. Her knowledge of music and programming is unparalleled. She was promoted to PD/MD based on her credibility as a broadcaster, the ability to handle staff and personnel problems, and her personality."

"I've been working with the Dee Rivers chain for about seven years now," Bacon

BACON/See Page 20

Outlet Spins Off WSNE

Outlet Broadcasting has sold WSNE/Taunton, MA (Providence) to 2100 Corp. for \$3.6 million, subject to FCC approval. Outlet is being forced to sell the station because the company will lose its grandfathered status under the FCC's one-to-a-market rule this winter when it's acquired by Rockefeller Center, Inc. Outlet has chosen to retain its other station in the market, WJAR-TV/Providence.

WSNE operates on 93.3 mHz with 50kw of power and antenna height of 619 feet.

The principals in 2100 Corp. are WSNE Station Manager Paul Levesque and Providence businessmen Donald Lopes and Thomas DePetrillo. They have no other broadcast interests.

Outlet's stations are KIQQ/Los Angeles, WTOP & WTKS/Washington, WQRS/Detroit, WIOQ/Philadelphia, and four television stations in addition to WJAR.

STAFF

Publisher: BOB WILSON
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Vice President/Managing Editor: JOHN LEADER
Editor: KEN BARNES
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Marketplace Coordinator: NINA ROSSMAN
Office Manager: NANCY HOFF
Administrative Assistant: PAULA PONCE-CHALTS
Controller: MARGARET BECKWITH
Washington Bureau: 818 Connecticut Ave., NW, Suite 300, Washington, DC 20006, (202) 486-4980
Vice President: JONATHAN HALL
National Sales Director: BARRY O'BRIEN
Washington Editor: BRAD WOODWARD
Account Executive: VIVIAN FUNN
Office Manager: CHERYL SOMERS
Legal Counsel: JASON SHRINKEY
Nashville Bureau: 1810 16th Avenue South, Nashville, TN 37212, (615) 292-8982, 292-8983
Bureau Chief: SHARON ALLEN

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Richard Boggs

Richard Boggs has been named VP/GM for the UPI Radio Network, moving up from his position as National Sales Manager/Broadcast Services and Director of Group Broadcast Sales. UPI Exec. VP/Editor In Chief Maxwell McCrohon commented, "Richard brings an extensive professional background and special expertise to the radio network at an important time of growth. We expect some exciting developments in the UPI Radio Network in the months ahead, and he will be a key player in shaping that expansion."

Boggs held his prior position at UPI for two years, previously serving as a UPI regional executive in three Midwestern states. He started with UPI in 1968 as a staff correspondent, later becoming State Broadcast Editor in Texas. He will be based in UPI's new Washington, DC headquarters.

CANADIAN CONTENT LACK CITED

CKLW Receives CRTC Short-Term Renewal

Citing CKLW/Windsor-Detroit for "behaving as though it were an American station," the Canadian Radio & Telecommunications Commission (CRTC) has granted the station a one-year license renewal. CRTC spokesman Jeff Atkins, explaining the short-term renewal, told R&R, "Basically, the Commission felt the station was too heavily oriented towards Detroit and America in its music and news programming."

CKLW's airing of "Canadian content" music (records written or recorded by Canadian artists, published by Canadian firms, or recorded in Canada; Canadian stations are assigned a certain percentage of "Cancon" that must be played) was criticized by the CRTC, which asserted the Cancon music was not played throughout the day but buried after 10pm. The CRTC also felt CKLW had "an unsatisfactorily small amount of Canadian news and public affairs," and that it needed to "do more to promote local (musical) talent." The CRTC urged immediate improvement in these areas.

In a related development, the CRTC disallowed CKLW's proposed swap of its CHR format and FM sister CKJY's Big Band

Washington Report

Daytimer Fights Meager Evening Power Levels

Many daytimers are grumbling about the generally low levels of evening power they've been granted (R&R 11-4). And Lew Latto, President of KXTP/Superior-Duluth, is taking action. Latto has filed a petition for partial reconsideration, telling the FCC he was "absolutely shocked" to get only 26.9 watts after sunset, even though he has 500 watts in the morning.

Saying the FCC relied on "worst-case" interference scenarios, Latto is asking that daytimers be granted waivers for greater power if they can show no interference would result and if the fulltime station being protected on the channel doesn't object.

Latto threw his support behind a Daytime Broadcasters Association petition that stressed the FCC's own marketplace theories by noting, "In other services, the Commission has already acknowledged that broadcasters are the best judges of where the public interest lies on questions of mutual interference and maximum coverage when they can so agree."

Groups Seeks Ban On Alcohol Ads

A coalition of 25 groups last week petitioned the Federal Trade Commission (FTC) to restrict or ban alcoholic beverage ads, especially those aimed at problem drinkers and young people. Beer and wine are now commonly advertised on radio and television, although distillers voluntarily refrain from placing broadcast ads for hard liquor.

The petitioners want either an outright ban on ads or a requirement that broadcasters carry counter-advertising or messages warning of the dangers of alcohol. They say restraint is necessary "to help protect millions of susceptible children from formulating incomplete and inaccurate views on alcohol, based on television and radio commercials that unfairly mislead them about the consequences of alcohol use."

ABC Radio News D.C. Chief Ken Scott Dies

Ken Scott, Director/Washington News Coverage for ABC Radio, died Tuesday (11-29) of cancer at the age of 50. Scott was promoted to the post last year after 16 years as Manager/Radio News in the ABC Washington Bureau.

Scott directed ABC Radio's coverage of dozens of major news events, including the 1980 political conventions, the shootings of George Wallace and President Reagan, four inaugurations, and Watergate. ABC News President Roone Arledge praised Scott as "a dedicated broadcast journalist and talented broadcaster who demanded the best of himself and those who worked for him."

KVI Loses Round Two Of Calls Fight

As the FCC prepared to vote this week (12-1) on a complete overhaul of its call letter rules, it first disposed of a dispute between KVI/Seattle and KPEC/Tacoma, which wants to become KVTI. The staff earlier dismissed KVI's complaint that public confusion would result, and now the full Commission has agreed.

The agency noted that KVI is a commercial AM in Seattle, which KPEC is a non-commercial FM in Tacoma and doesn't provide primary service to Seattle. And it said, "Even though three letters are common to both call signs, the difference between 'VI' and 'VTI' would be, in this instance, sufficient to obviate a significant likelihood of public confusion."

Strings Attached To Kansas City Renewals

The licenses of KPRS & KPRT/Kansas City have been renewed by the FCC on the condition that both stations submit programs/issues lists to the Commission within 30 days. The stations had failed to put the lists in their public files, as required by the FCC's 1981 deregulation of commercial radio.

In renewing the licenses, the Commission rejected petitions to deny filed by several groups, including the Kansas City Black Media Coalition. They focused their fire on Black-formatted KPRS, accusing it of providing only minimal news and public affairs programming for the black community.

The groups also criticized the length and content of commercials on KPRS. But the FCC pointed out that its rules on commercial length have been dropped in favor of marketplace influences, and it doesn't usually review the "content" or "manner" of commercials.

WILD/Boston Goes After WCAS's License

A battle is shaping up between Black-formatted WILD/Boston and Gospel station WCAS/Cambridge. Some time ago, daytimer WILD filed an application to get WCAS's fulltime license on 720 kHz. The FCC has set December 27 as the deadline for petitions to deny the WILD application, indicating it's getting ready to designate the case for hearing.

WCAS GM Earl Jackson says his station adopted a Black format in 1981 "and WILD didn't like the competition. It's political and, of course, business." Jackson says WCAS shifted to a Gospel format in April "and has developed a tremendous following. WILD is going to have trouble."

But WILD President Kendell Nash denies any competitive motive and says the WCAS channel merely presents "the best option" for his station to go fulltime. WILD is also an applicant for the license of RKO's WROR/Boston.

"AUTOMATIC RENEWALS" HIT

AM-FM Format Duplication Upheld

Small market radio operators who duplicate programming on commonly-owned AM and FM stations can breathe easier this week. The U.S. Court of Appeals in Washington ruled last week that "program duplication does not inevitably foreclose a conclusion that the public interest would be served by renewal of the duplicating station's license."

The ruling was handed down in the renewal case of WABZ/Albemarle, NC, which simulcasts the programming of daytimer WWWW. In 1975 Victor Broadcasting filed a competing application for WABZ's license, promising to air original programming. But the FCC renewed WABZ's license, based largely on a finding that it had provided superior programming.

Victor Broadcasting appealed, pointing out that even though the FCC permits 100% simulcasting in markets under 25,000 population, its general policy is that duplication is a "wasteful and inefficient use of two frequencies." Victor also argued that taking away WABZ's license wouldn't hurt the community, since virtually all of its programs would still be heard on WWWW.

On a 2-1 vote, a three-judge panel dismissed the appeal last week, ruling that the FCC acted properly. It's unlikely duplication would have been stopped entire-

SEATTLE AOR VS. ENGINEER

Community Service Decisive Factor In Renewal For KISW

Extensive news and public affairs programming has carried the day for KISW/Seattle in its renewal fight against competing applicant Vincent Hoffart. Citing KISW's "demonstrated commitment to serving the community," FCC law judge Thomas Fitzpatrick last week issued an initial decision renewing Kaye-Smith Enterprises' license for the station. Hoffart told R&R he will appeal, while a KISW official declined comment.

Were it not for KISW's nonentertainment programming, it appears the AOR station would have lost its license. Judge Fitzpatrick found Hoffart fully qualified, and to be superior to Kaye-Smith in two key areas, diversity of ownership, and integration of ownership into daily management. Hoffart, a former engineer for Kaye-Smith, has no other media interests and planned to work at the station fulltime.

KISW Earns Renewal Expectancy

But those preferences for Hoffart were outweighed by KISW's record of community service. As the judge put it, "The Commission has stressed that a substantial record of service is to be translated into a comparative preference to be weighed against other factors and that this preference is entitled to more weight than 'structural factors' such as integration and diversification.

"It is ruled that station KISW's nonentertainment programs were responsive to the needs of Seattle," said Judge Fitzpatrick. "It provided news during the Monday through Friday period of each week and kept its youthful audience informed as to local, regional, and national events. The public affairs programs were aired on Saturday and Sunday mornings at times of active radio listenership in the Seattle area.

The station's other nonentertainment programs included locally produced news of civic, cultural, and recreational events as well as programs which dealt with social, political, economic, and moral problems facing its young audience."

Judge Fitzpatrick was impressed by dozens of affidavits from Seattle community leaders praising KISW. Seattle Mayor Charles Royer, for instance, praised the station's "strong effective commitment to broadcasting in the public interest."

Laudatory Affidavits Assailed

A major element of Hoffart's case was the charge that KISW employees improperly notarized affidavits that were not signed in their presence. Although finding the charge to be true, Judge Fitzpatrick assessed only a slight demerit against Kaye-Smith. While saying "this unfortunate incident should never have happened," he found it was "the result of ignorance rather than design."

Hoffart, who was dismissed by Kaye-Smith in 1976, has filed numerous petitions against the group's stations, KXL-AM & FM/Portland, KJRB & KEZE/Spokane, and KISW. Lester Smith is Executive Director and 20% owner of Kaye-Smith. The other 80% is owned by entertainer Danny Kaye and Sylvia Fine Kaye.

revenue necessary to ensure the quality service of the originating station."

Judge Mikva wrote, "The strongest support for WABZ's renewal expectancy is that policy which reflects concern over replacing an acceptable level of service with possibly inferior service. That policy deserved special weight in this case because WABZ's past performance was 'superior' — as opposed to average or substantial — and because Victor's proposal had to be examined against its previous inattention to FCC rules. The possibility clearly existed that the public would be harmed if WABZ lost its license."

But Mikva warned the FCC that the ruling "does not sound a retreat from our concern about automatic license renewal." In his dissent, Judge Richard Wilkey said, "It is evident to me that the Commission has abrogated its responsibility to renew broadcast licenses on the basis of the public interest and not that of the incumbent licensee . . . Clearly, the public stands to lose: it is assured of the continued reception of virtually all of WABZ's programs whether WABZ continues broadcasting or remains forever silent; it is now also assured that no new programming will be heard."

ly had the FCC lost the case. But commonly-programmed stations would have become far more vulnerable to license challenges.

Writing for the majority, Judge Abner Mikva cited many factors in backing the FCC:

- Even though the programming originated on the AM, "the public perceived the benefits as flowing from WABZ's broadcasts."

- WABZ's "superior record of past performance to the community," entitling the station to "a heavily-weighted renewal expectancy."

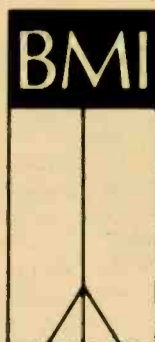
- The uncertainty of "replacing a known-quality service with a greater amount of possibly inferior service. Simply, quantity may not always be better than quality."

- Numerous violations of FCC rules by Victor Broadcasting at its other stations.

- Acknowledgement that "the duplicating station may be a source of

Why not look at
the big picture?

**This year, again,
most of the music
played on radio
is licensed by
BMI.**

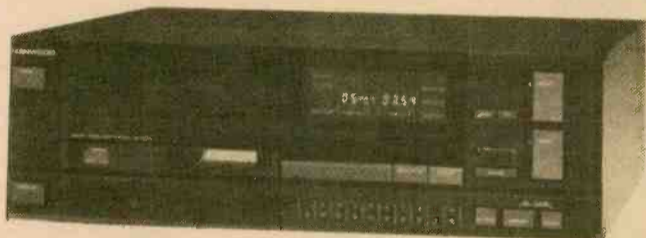


We bring you
the music
that brings in your audience.



Compact Disc Update

Sales Slow, But Boom Expected

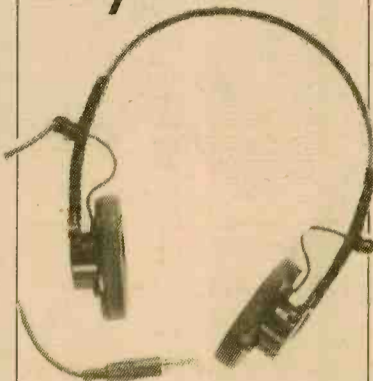


While only an estimated 55,000 compact disc players will be sold in the U.S. this year, manufacturers and retailers predict sales will take off once prices drop and player/disc supplies increase. Player prices currently range from \$589 to \$1500, while the discs themselves retail between \$17-\$20.

Besides cost, another bone of contention has been disc availability. A spokesman for the **Compact Disc Group** told **USA Today** that disc titles currently number 450 (from last summer's 250) and should reach 1000 by spring. Despite expanding the title lists to include different musical forms, the emphasis remains on classical music. A Record Bar manager equates this again with money: "People buying the players are more into classical music. People who tend to buy rock don't have that kind of money."

"We're just in the introductory, educational stage," says **Sony**, which is opening its Terre Haute manufacturing outlet next year. According to projections by **Sony** and **North American Philips Corp.**, worldwide sales of compact disc players will hit the nine million mark in 1990, while the U.S. will see 250,000 sold in 1984.

Adult Christmas Toys



Christmas is right around the corner. If you're stumped on what to give that hard-to-buy-for friend or if you just want to splurge on yourself, here are several suggestions.

Music lovers will no doubt enjoy **Sony's** digital headphones. Priced at \$120.99, model MDR-CD7 can also be used on analog recordings. For those who like a little libation with their music, there's **Chantal's** musical tea kettle — its spout houses a Hohner harmonica. And executives can keep up to date with the "WorkSlate," a lightweight unit that's a computer calendar, telephone list, memo pad, and telephone answering machine all in one.

Or give everyone you know "Diamond Jacks." Chicago-based Hot Rocks is marketing this adult version of Cracker Jacks. A certified sapphire, ruby or emerald is hidden in most of the one-pound boxes, which sell for \$12.95. And a \$1000 diamond is in every 2000 boxes. On each package there's also a riddle that guides treasure hunters to the whereabouts of a \$10,000 gem.

CROSSING THE COLLAR LINE

Gov't Devises New Job Classification System

Say goodbye to those traditional occupation categories, white and blue-collar. They're old hat. To keep up with the changing times and standardize occupational definitions, the government has drawn up a new job classification system.

According to 1970 census statistics, the majority of the country's labor force fell into one of four major categories: white-collar (managers, professionals), blue-collar (craft, nonfarm laborers), service (private household), and farm workers. These definitions became outmoded, however, when compared against data from the 1980 census and the 1983 Current Population Survey. To compensate there are now six summary groups:

- Managerial and professional specialty
- Technical, sales, and administrative support
- Service occupations
- Precision production, craft, and repair
- Operators, fabricators, and laborers
- Farming, forestry, and fishing

The first two categories comprise what was once known as white-collar occupations, while the fourth and fifth subdivisions comprise many of the former blue collar jobs. As reported in **American Demographics**, a 550-page manual provides a detailed outline of the system; under the

heading of manager alone, 148 different types are listed. And to present a more accurate reflection of the labor force each of the classifications is based on what the employee does rather than on how much education he/she has or how much money is earned. Just how quick people will be to embrace the new job classifications, though, is another story.

Whatever Makes You Happy

The dollar doesn't seem to buy too much nowadays, not even happiness. An **R.H. Bruskin Associates** national survey finds people opting instead for personal achievement as their route to happiness. Nearly as many said good health; only five percent felt wealth would be their means to a happy end.

Nashville's History In Song

Would-be warblers and country music fans alike will get a kick out of "The Songs That Made Nashville Music City U.S.A." Aka "The Music City Handbook," this 320-page paperback contains arrangements (melody line, lyrics, guitar chord symbols) for 100 country songs. Included are such standards as "Your Cheatin' Heart," "Make The World Go Away," and "I'm So Lonesome I Could Cry," as well as newer songs like "You Needed Me" and "He Stopped Loving Her Today."

Besides Nashville's rich song history, the book explores Music City's other facets: the Grand Ole Opry, the **Country Music Association**, "Music Row," nightlife, restaurants, and other local attractions. There's also a directory of professional music organizations/associations, music publishers, record companies, recording studios, CMA award winners, and Country Music Hall of Fame nominees. Rounding out



the offering are maps, photos, and quotes from various community members.

The \$4.95 paperback is from **J. Aaron Brown & Associates, Inc.**, in association with the **Hal Leonard Publishing Corporation**. For copies, call (414) 774-3630.

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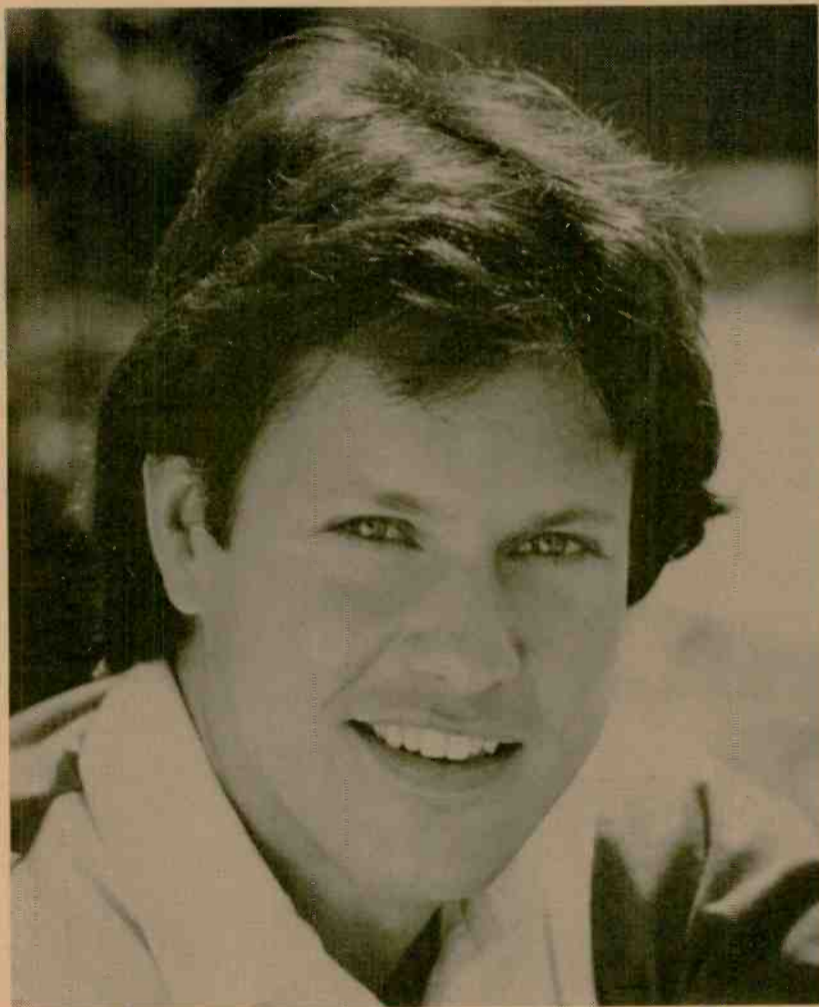
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BUDWEISER CONCERT HOUR

Rick DEES' WEEKLY TOP 40

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

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



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

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

RICK DEES' WEEKLY TOP 40 is already broadcast

Rick Dees is 1983's biggest success story in personality radio. His ingenious wit, his irresistible charm, his cast of comedic characters will attract new listeners and keep them coming back week after week.

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**“With ABC Direction
you have access to all
the resources of a
great network,
with the flexibility
you need to manage
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**David C. Fuellhart
General Manager,
WPOC-FM,
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When you join Direction, your station has access to the world's largest radio news-gathering organization. With its hourly three minute newscasts, daily and weekend sports reports, exclusive Olympic coverage, and personal health and fitness features, Direction will help you build your station's position in the local marketplace. And will provide you with many new local sales opportunities... all with a surprisingly low network inventory.

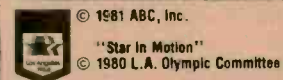
Direction's dynamic programming relates to adult listeners in a warm, personal manner. It doesn't just tell listeners what's happening in the world today, but how it will affect their lives.

Best of all, you keep the flexibility you need to control your station's programming and sales. You choose which programs and sales opportunities give your station the greatest competitive edge.

Put Direction to work for you.
Call Vincent A. Gardino, Director,
ABC Direction Radio Network,
(212) 887-5636.

 **ABC Direction Radio Network**

Exclusive Radio Broadcasters of the 1984 Summer Olympics.





KKFM LISTENER BID FOR RICK — In a recent station promotion, KKFM/Colorado Springs listeners bid for a trip to see RCA recording artist Rick Springfield, and the proceeds went to Jerry's Kids. Pictured (l-r) are contest winner Roseanne Maier, PD Chuck Finney, Rick, RCA sales rep Phill Karakawa, and local RCA rep Bob Myers.



ELEPHANT BECOMES WSTO'S BIGGEST FAN — When the Bentley Brothers International three-ring circus came to Evansville, Indiana, WSTO and air personality "Fast Eddie" were there. Fast Eddie was the ringmaster, and his duties included parading on the African elephant "Churchill." Churchill became one of Fast Eddie's biggest fans.



CASEY KASEM'S AT-40 TO KIQQ — KIQQ/Los Angeles has picked up ABC Radio Contemporary Network's "American Top 40" with host Casey Kasem. Shown at the signing (l-r) are Kasem, KIQQ PD Paula Matthews, and ABC Radio Network's Willard Lochridge.

For the Best in a **TRAVELING BILLBOARD**® (Bumper Strip or Window Label) call Byron Crecelius, person to person, COLLECT (314) 423-4411.

Pro:Motions

Shadow Traffics Two Upward

The New York-based **Shadow Network**, originator of the **Shadow Traffic** service, has promoted **Jerry Levy** from President to the new post of Chairman. Levy has been with the company since its inception four years ago, as has **Roy Schwartz**, who advances from Executive VP to President.

Katz Names Two VPs

Katz Radio has appointed **Mike Marshall** and **Bob McCurdy** Divisional VPs. Marshall and McCurdy were Managers of the firm's St. Louis and Minneapolis offices respectively, and will maintain those duties. Marshall joined Katz's Detroit office in 1978, while McCurdy started with the firm in Chicago three years ago. Both were promoted to their previous positions and offices in 1981.

Wolter To President Of Columbia House

Richard Wolter has been appointed President of **CBS's Columbia House** Division. Wolter, who joined the direct-marketer in 1966 while still attending college, had served as Division Executive VP for the past two years.



Richard Wolter

Millard Heads MBA

Gene Millard is the new President of the **Missouri Broadcasters Association**. Millard also serves as GM of **KFEQ/St. Joseph**. The MBA's new President-elect is **KDEX-AM & FM/Dexter** President/GM **Leon Steinbrueck**, while the new Secretary-Treasurer is **KTVO/Kirksville's Alvina Britz**.



Gene Millard

RAB Taps Flamberg

At the **Radio Advertising Bureau**, **Daniel Flamberg** is appointed to the newly-created position of Senior VP/Communications. He was previously Director/Public Relations for **Mutual** and has also served as the American representative for **Aga Khan**.



Daniel Flamberg

Kooper Joins Polygram A&R Team

Veteran rocker/producer **Al Kooper** has been named Director/West Coast A&R for **PolyGram Records**. He had recently been working as an independent producer. As an artist, Kooper is best known as a charter member of **Blood, Sweat & Tears** and for his "Super Session" LP with **Mike Bloomfield**, along with numerous studio credits. His other corporate experience includes A&R at **CBS** and heading the **Sounds Of The South** label through **MCA Records**.



Al Kooper

Draper & Hampton Form Own Company

Ken Draper and **Jim Hampton** have developed **Draper & Hampton**, a new multi-media partnership. Both were previously principals of **The Creative Factor**, a specialized-programming house. The new firm can be reached at (213) 467-5111.

Resnikoff Joins MCA

Bruce Resnikoff has been appointed Associate Director of Business and Legal Affairs for **MCA Records**. He joins the record industry from the L.A. offices of national lawyers **Sidley & Austin**, where he was an associate.



Bruce Resnikoff



HAVIN' A PARTY — The Stray Cats recently taped an edition of DIR Broadcasting's "House Party." On hand following the Cats' guest stint were (l-r) DIR's Ken Williams, Ogilvy & Mather's Kristy Allen, Stray Cat Brian Setzer, House Party host Lisa Richards, Stray Cats Lee Rocker and Slim Jim Phantom, DIR President Bob Meyrowitz, and House Party producer Charles Kaplan.



YOUNG STARS ON ROCKLINE — Among this year's featured guests on Global Satellite Network's "Rockline" series was artist Neil Young, who did the show live from KRQR/San Francisco's studios. Celebrating his successful appearance are (l-r) Lookout Management's Elliot Roberts, Geffen Records' Marko Babineau, Rockline's Cindy Tollin, Young, KRQR's Nancy Walton and PD/MD Jon Russell.

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**“PINK
HOUSES”**

**FROM THE ALBUM
‘UH-HUH’**



Manufactured and Marketed by
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MTV: Implications For Radio

Music Television — and its video clones — bane of our existence or new marketing opportunity for radio? This issue was addressed last week as we took a look at the study done this past summer by Jon Coleman into the impact of MTV. Upon examination of the just-released written findings, it was apparent that . . .

- Most of those called in Coleman's survey of markets around the country had not watched MTV.
- Of those who had watched MTV it was becoming a more habitual choice the longer the viewer was exposed to the medium.
- The older the demos, 25+ for example, the lesser the impact of MTV. 12-24 year-olds saw MTV as a preferred media option to radio, with almost 70% saying they tune to MTV during times formerly reserved for radio listening.
- However, even among the 12-24 year-olds, the vast majority spent 1-6 hours daily with their radios.

Given this background let's move on to other aspects of the MTV phenomenon, as seen by Coleman and in research done by me.

Image Differences

When probed for feedback regarding the images — positive and negative — of radio vs. MTV, there was some useful data obtained from the survey. Some of the findings were predictable, but others were perhaps surprising.

The chart shown here displays how the 400 respondents related images to media (figures are percentages).

Upon scanning these results it seems that there is hope for radio after all — at least among the overall 12-40 year-olds surveyed. However, I'd imagine that among the younger demos some of these results would be skewed differently.

Still, it's great to see that radio is perceived as having a better variety of music, better music, and personalities who add to the appeal of the medium. As a sidelight, the data on the "VJs," or MTV hosts, was that they really had little impact — verified by the numbers seen on this chart. Hang on, radio — all is not lost to the MTV onslaught.

Video Turnoffs

In research that I've been involved in around the country, some other findings regarding videos have come to

Radio Vs. MTV Images

	Radio	MTV	Both	Neither
Best Variety	65	28	5	1
Too Many Commercials	65	11	13	9
Too Much Talk & Interruptions	63	13	10	12
Best Music	58	18	22	1
Personalities With A Good Sense Of Humor	45	22	28	4
Most Music	40	48	9	1
Most Enjoyable	39	47	11	2
Best Contests	37	40	7	8
Repetitious Music	36	33	18	12
Most Music Related News & Information	35	55	6	2
Best New Songs That I Haven't Heard Before	34	52	10	2
Boring After A While	22	51	15	10
Less Talk & Interruptions	17	69	5	7
Fewer Commercials	15	71	5	6
No Variety Of Music	14	28	4	49

light. Focus group responses have shown that while women often enjoy the "modern music" often played on CHR and AOR stations, they are turned off by actually seeing some of these groups on MTV or some other video show. This visual shock can translate into problems not only for viewing levels for MTV et al., but also for stations playing the types of music featured on such videos.

Women who earlier could have enjoyed the "theater-of-the-mind" image of recordings now are potentially turned off by the orange-hair-with-purple-stripes syndrome and the video antics of certain groups/artists. Thus, stations may want to consider this point. Are female listeners, who may be revulsed by some group videos, tuning out when they hear that group/song on your station?

Implications For Radio

Given that the music video explosion is not going to drift away, what can

Week In Review

Arbitron: No Reissue Policy

At recent meetings with the RAB GOALS Committee and other industry observers, Arbitron officials have stated that the company does not have a consistent policy pertaining to the re-issue of ratings reports. Bill Livek, Arbitron's Sales/Marketing VP, told R&R, "We have concluded that it's too tough to try and have a policy that covers all reissue situations. However, we have decided that we will probably not reissue books due to errors by diary editors or key-entry operators."

Birch: Weekly Daypart Cumes Coming

Tom Birch has announced that, with assistance from mathematical consultant Jim Yergin, Birch Radio will soon be debuting "reliable weekly daypart cumes. Tests in San Francisco, Washington, and Minneapolis-St. Paul have produced cume projections very close to Arbitron's five and seven-day levels," says Birch. The data is partially the result of a methodology change wherein Birch will query listeners about their listening from 5am-1am "yesterday," as opposed to a mixture of yesterday and current-day recall. The new interviews and data will show up in the Winter Quarterly Summary Reports from Birch.

stations do to protect their franchises? The data that Coleman and I have unearthed could lead to the following action items:

- Examine your current market situation. Is there cable in your area, and if so is MTV on that system? If MTV is not available, do other music videos such as NBC's "Friday Night Videos" penetrate your metro?
- If there is some form of music video shown in your market, what are you doing to assess its impact? Have you done focus groups or a phone survey to gauge the reaction to videos among your target audience (assuming you have notable listeners among the 12-40 groups)?
- If your research shows that the impact of MTV et al. is of concern, then try to work with your local cable operator or TV station to become associated with the video phenomenon. Commercials in MTV features are relatively inexpensive, and in some

viewers/listeners? You may want to be careful about playing such groups/artists in hot rotations.

"Are female listeners, who may be revulsed by some group videos, tuning out when they hear that group/song on your station?"

- Finally, if some of these options are precluded and your station is not winning a CHR/AOR battle now — and you're in a market influenced by MTV — you may want to consider moving your target demos upward. As Coleman's study indicated, the 25+ demos were notably less affected by MTV than the 12-24s. Since the bulk of the population is in the 25-44 cells it may make sense to target that way.

These are just some of the possible implications of the MTV/music videos' impact on today's media choices. While it is relatively certain that such videos make things more competitive for the local radio broadcaster, it is also true that such videos are nothing to run from. Either make this new marketing tool work for you, or reposition so that your ratings and revenues are not hurt by such a new medium.

The bottom line is that MTV et al. add weight to the need for good local perceptual and music research. The station that neglects such research will probably find itself near the bottom of the Arbitron/Birch standings. Stations that do their homework can, however, make beautiful music with MTV.

"Either make this new marketing tool work for you, or reposition so that your ratings and revenues are not hurt by such a new medium."

competitive AOR/CHR markets being connected with the MTV/videos image can be a definable difference between your station and the competition.

- Watch the playlist of MTV and other video shows and compare to yours. Are there "far-out" artists/groups that might be unacceptable for the majority of female

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So, since November 21, the new AP Broadcast News Center has been home to all of the people who make AP Broadcast Services an important part of the broadcasting industry.

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When you're ready to join the biggest and the best, call Glenn Serafin at Associated Press Broadcast Services.



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IRENE CARA**"The Dream
(Hold On To Your Dream)"**

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From Her Debut
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WRQK	KFYR
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NETWORK

Sales

Sales Insurance For The Future

By Peter Moore

The national sales arena is indeed a fast-changing world . . . some of it good and some not so good.

I can recall the days when a national account bought 13-26 weeks of advertising in 25-30 markets. Today the average national account buys three weeks and 4-5 markets, rather than 25 or more.

The radio accounts that were the staples of the '60s and '70s — tobacco, automotive, airlines, gasoline and oil companies — have all but gone by the wayside or are shadows of their volume in earlier years. They have been replaced by many new account categories, from tacos and beer to banks and insurance.

The advent of numerous new demographically-targeted networks and increased regionalized buying has also had tremendous impact upon us. Additionally, buying services have brought about an era of negotiations which has been further fueled by the expanded number of radio stations. These expanded numbers of stations are now competitive with each other for a very specific segment of the listening pie.

Closer to home for our organization, Torbet Radio, the rep industry has undergone a number of changes in recent years. Some of the major happenings include the growth of unwired networks, the decrease in the sheer number of reps, and the buyout of a number of rep companies. (I'm a new expert on that subject!)

Coping With The Changes

A certain amount of change is inevitable, much of which we have little control over. However, if you simply remember that we're not in the business of



Peter Moore

selling spots but moving product . . . you'll be better off.

We must know and understand the what, why, and how of our market's economic pulse from both a national and local vantage point. You'll have a leg up on your competition if you know how goods come to your market for distribution and their general flow after they arrive, right down to watching them leave the shelf at the local supermarkets.

- Vast changes have occurred in the national sales arena
- A new gameplan is needed

You'll begin to understand why your market is on a given account list or possibly why it should be on another. This is not an easy job, and you should be prepared for your competition to try to cash in on the new dollars you may be bringing into your market.

Gameplan For 1984

1) Join your local food association — it can be a great early warning to new ad campaigns.

2) Isolate the general flow of product to, from, and within your market by getting to know the major distributors in your area.

3) Monitor your national rep's activity report to see what markets you see in a pattern. That should show obvious areas for further work.

4) Begin making regional contact with the local district manager of major national ad expenditures in your market regardless of the media they use. You do it for your local business, so why not national — (and before a buy is up)?

Which brings up another subject:

5) Planning — plan with your rep in regularly scheduled meetings — the accounts you both feel are contact targets and prioritizing your targets.

Still under planning — set the team efforts in motion

A) You working on the local man while

B) The sales rep is following up with the account executive planner.

6) Inform each other of your progress.

Getting That Extra Hit

This is a time-consuming project to begin. However, once in operation — maintenance is easy and you have one of the most reliable resources on your side in this everchanging national world — YOU!

Do you realize that the difference in baseball between an OK hitter batting in the .200s and a star .300 hitter is one more hit every other week?

In business as in life, the difference between the winner and the also-ran lies in effort and that extra special "touch."

Peter Moore is President of the Torbet Radio rep firm, which he joined in 1968 after five years with the Interpublic group of companies. Starting in Torbet's research department, he moved into sales and sales management, rising to VP/Eastern Division, Senior VP, and Executive VP before earning his present position.



NBC Radio's Young Adult Network

THE MOODY BLUES

THE PRESENT FOR CHRISTMAS



The Moody Blues Perform

"Nights In White Satin"
"Tuesday Afternoon"
"Gemini Dream"
"Question"
"Just A Singer In
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Plus

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"Blue World"
"Sitting At The Wheel"
"Going Nowhere"
From their latest album,
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PolyGram Records.

Saturday, December 3

Broadcast live via satellite.
From the Los Angeles Forum.
8:30 PM Pacific
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10:30 PM Central
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CHR SIGNIFICANT ACTION

WPLJ 24-21 195 on WNFI add WNVZ add 27
 Z100 19 WVSR add KAMZ add KMGX 35-24

KYNO-FM add 32
 KQMQ on
 KHYT 39-34
 WIXV on

ALBUM SALES OVER 500,000!
 Urban SMASH Now Crossing CHR



NENA
“99 Luftballons”

CHR SIGNIFICANT ACTION

On MTV

HUGE Requests Where Played!

KUBE add	WNFI add	KSKD add	KIQQ on	KJ103 8-5
KNBQ add	KTFM add	KRQ add	WTRY on	WRKR deb 30
WFLY add	WZZR add	KGHO add	KSET-FM deb 26	KMGX 5-4
WSPK add	K107 add	93FM 13	WJXQ on	KZOZ 6-4
KHFI add 35	WHOT add	WABX deb 39	Z104 22-18	

“99 RED BALLONS” explodes the phones
 this week at WABX/Detroit



Watch Out For **CYNDI LAUPER**

“Girls Just Want To Have Fun”

WXKS-FM	WGUY
93FM	WZON
KIQQ	WCIL-FM
KBFM	KCDQ
KIKI	
KHYT	



You're judged by the company you keep.

E/P/A

Distributed by CBS Records



STREET TALK

Gary Berkowitz and WROR/Boston have parted company effective immediately. This one will most likely end up in the "philosophical differences" column, and it would be correct to say that new VP/GM Joe Kelly and Manager/Programming & Operations Berkowitz did not see eye-to-eye. While WROR seeks a suitable programming replacement, consultant Walt Sabo is at the helm. Gary has not announced his future plans, but don't look for him in the unemployment line. He won't be out long.

Meanwhile on the West Coast . . . radio folk are asking why RKO corporate would decide to take KFRC/San Francisco's \$250,000 mobile studio and "loan" it to KHJ/Los Angeles. We hear the 1984 Olympics was the reason given for the "appropriation," but that still leaves KFRC without one of the most effective promotional tools *right now*, and the games are still months away. And there is the apparently unanswered question — will KFRC get the mobile studio back *after* the Olympics are over?

Word is that NBC is negotiating to buy KIXK/Dallas for a reported \$9.2 million. Apparently a letter of intent has been signed, but there are a couple of important "ifs" in the deal. The sale will go through *if* the tower can be moved to the Cedar Hill antenna farm and, naturally, *if* RCA's Board Of Directors approves the sale. Street Talk's corporate ear in a three-piece suit hears the sale may have already been voted down by the RCA board. But look for it to be brought up again sometime within the next 30 days and *passed* if the tower issue is settled.

WFBR/Baltimore air personality Johnny Walker has been fined \$5000 and sentenced to three months work-release and 300 hours of community service after pleading guilty to income tax evasion. Walker entered the plea in Baltimore federal court, admitting he did not report \$34,000 in earnings from a nightclub he owned.

Look for Jeff Pollack Communications to add another programmer to its ranks in the next week. The new staffer will come from a Pollack-consulted station in the Midwest.

KEZR/San Jose Operations Manager Ron Sanchez has exited the station. Serving as interim OM is MD Danny Lemos.

In call letter action at the FCC, WCCO-FM/Minneapolis has switched to WLTE; WLOM/Annapolis is now WHFS.

WYYY/Syracuse PD Bob Neil has been promoted to Operations Manager for WYYY and sister station WSYR.

Q101/Meridian Operations Director Chuck McCartney moves to WSIX/Nashville, and afternoon driver Tom Kelley is promoted to PD/MD.

WRKR/Racine air personality Geoff Davis will become the new PD of WZOK/Rockford in two weeks. Not only is that a great career move for Geoff, but it marks the third (WRKR PD) Pat Martin-trained person to become PD at WZOK. Former WZOK programmers John Larson (now at WMET/Chica-



I THINK IT'S A HIT — Is this the newest member of the Atlantic A&R department going over the latest release from the Rolling Stones? Hardly. It's Atlantic National Singles Director Sam Kaiser's daughter Alexa. Like her dad, she was vaccinated with a phonograph needle and is already getting a taste for what's hot and what's not. Her early ambitions? To be part of the Z100/New York morning show.

go) and Dallas Cole (currently at WKTI/Milwaukee) both worked for Pat at WSPT/Stevens Point, WI. Incidentally, if you'd like to learn from this veteran broadcast trainer, Pat needs to fill Geoff's soon-to-be-vacant afternoon shift at WRKR right now.

Teddy Pendergrass has signed an exclusive recording contract with Elektra/Asylum. In keeping with Teddy's image, his first Elektra LP will be released on Valentine's Day. Luther Vandross is producing.

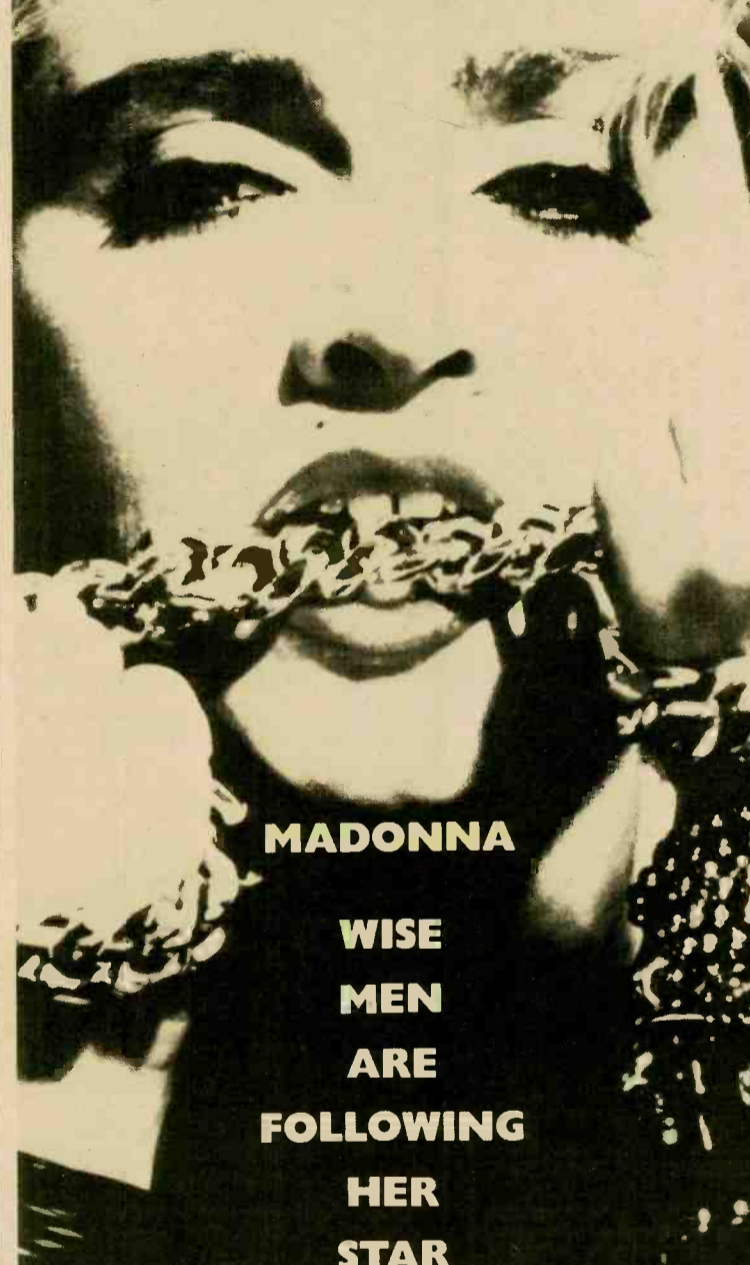
How does a big-time PD hire a new all-night personality? Of course, he hears her on his Walkman as he jets over the city. That's how Z100/New York PD Scott Shannon came to hire Linda Silver. Linda was handling swing at WXLK/Roanoke, and Scott tuned her in while flying over the city on a recent trip to Tampa. Ain't showbiz grand?

If the voice of "Coming Attractions" on HBO sounds familiar, it should . . . it's premier voiceover specialist and former WABC/New York personality Dan Ingram.

MCA and MDJ Records have signed a distribution pact, which means the group Atlanta's first LP will be available through MCA early in the first quarter of 1984.

STORK STOPS: Drake-Chenault programmer Bob Lawrence and his wife Mig are the proud parents of Kevin Adam, who arrived November 26 . . . Small Market Association of Radio Talent (SMART) founder Scott Marcus and his wife Joan welcomed their first child, Daniel Scott, on November 17 . . . J.J. Jordan and his wife Jane had a new baby boy, Patrick Joseph, on November 15 . . . KIIS/Los Angeles Production Director Don Elliott and his wife Birdie became parents of a new baby boy on October 26.

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On The Records



KEN BARNES

Songs For A New Year

As the end of the year approaches, you're probably wondering when I'm going to get around to writing about Christmas records. But frankly, I wouldn't know where to start. There are so many different kinds of Christmas songs that I could probably take up five or six pages of R&R, which means I'd have to swallow up pages reserved for other people's columns, which in turn means that Jhan Hiber, Brad Messer, and the format editors would be after me with machetes.

Anyway, there's a more pressing musical holiday crisis. What do you do for New Year's Eve (I mean on the radio; I can probably imagine what most of you do in real life), or January 1 itself? Playing endless variations on a theme by Guy Lombardo must get tedious (no wonder Dan Fogelberg called it "Same Old Lang Syne"). New Year's has always gotten the short end of the swizzle stick when it comes to theme songs.



EAGLES



But this year should be better. Not only do we have both studio and live versions of U2's "New Year's Day," plus recent contemporary works like Barry Manilow's "It's Just Another New Year's Eve," Abba's "Happy New Year," the aforementioned Fogelberg hit, and the Eagles' ever-memorable "Funky New Year," but . . . next year is 1984. That allows you to play "1984" by both David Bowie and Spirit, a track from Oingo Boingo's latest LP called "Wake Up It's 1984" (soon to become a single in part because of its potential New Year's impact), and anything by Big Brother & the Holding Company. And if it was a rough December 31, there's always the long version of "Love Hangover" for the following day.

I Put A Spell On You

In a Circus magazine interview, Billy Squier asserts that he's so tired of seeing his name misspelled on concert bills that his contracts now include a rider holding promoters liable for an extra 10% of the take if they goof up the spelling. Bet Agnetha Faltskog wishes she'd thought of that.

Linda Ronstadt — What's Old



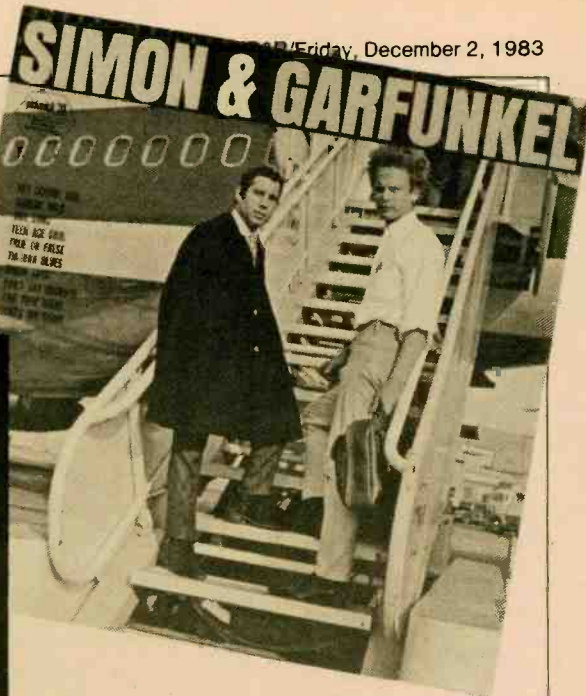
Linda Ronstadt's debut (top); below, she takes top billing.

Linda Ronstadt's "What's New" album of standards is the latest musical shift in a career that's ranged from folk to country-rock to '50s rock revival to new wave to light opera, and more (a future Spanish-language album she's recently proposed, for instance).

Hailing from Tucson, she started out as the female third of a folk trio called the Stone Poneys. They were kind of an impure folk trio, though, as their first single (pictured) was a version of a '50s R&B hit by the Flertas called "So Fine."

Their first album, however, reverted to an artistic vision more in line with Peter, Paul & Mary, and even initially appeared in Capitol's short-lived "Folk World" series (at a dollar higher list price — a whopping \$5.98). But then the Stone Poneys got hold of a song by the Monkees' Mike Nesmith called "Different Drum," and it became a hit in late 1967. Ronstadt was promptly groomed as a solo singing star (see photo of sleeve for "Different Drum" 's unsuccessful follow-up shown above), and the Stone Poneys were put out to pasture — although the group's Kenny Edwards later produced LPs for Karla Bonoff, who wrote a few songs for Ronstadt in 1976-77, and the circle was unbroken.

Simpler Simon



Simon & Garfunkel disembark to find somebody's selling their '50s Tom & Jerry records under their modern identity; (left) Paul Simon rocks out pseudonymously.

When Simon & Garfunkel burst on the pop scene in late 1965, flying in the face of contemporary rock with the pristine and delicate harmonies of "Sounds Of Silence" and "Homeward Bound," you got the impression that sensitive songwriter Simon might be allergic to rock & roll. But such was not the case. Fifties scholars recall Simon & Garfunkel's first hit, recorded under the name Tom & Jerry, a 1958 midcharter called "Hey Schoolgirl." (An album's worth of Tom & Jerry material was collected in 1966 on a budget label and dressed up in the contemporary cover shown above to attract "Parsley Sage Rosemary & Thyme" fans, most of whom — like I was when I bought it — were thoroughly shocked upon playing the record.)

Paul retained his Jerry-built identity for a few solo singles in the late '50s/early '60s using the name Jerry Landis. He also appeared on records by doowop group Tico & the Triumphs, and collaborated on a record by Ritchie Cordell, now Joan Jett's producer, plus writing a girl group record by the unforgettable Cupcakes, etc. Around 1963-64 he and Art reteamed in a brand new folk bag, and cut an album's worth of songs (including "Sounds Of Silence"). Then Paul went to England as a solo folksinger, returning to America to find Columbia producer Tom Wilson had hitched a folk-rock instrumental track up to "Sounds Of Silence," and the hybrid result was a smash. And the rest of Simon & Garfunkel's sometimes stormy career (right on up to Paul's erasing Art's vocal contributions to his new "Hearts And Bones" LP to make it a solo LP instead) is just troubled water under the bridge.

Mail Bag: Regarding my recent piece on songs borrowing characters from other songs (and incidentally, Peter Schilling claims the inspiration for "Major Tom" was not David Bowie's "Space Oddity" but the late '60s film "Marooned"), "Retro Rock" and WDHA/North Jersey's Gary Axelbank cites the Beatles' "Yer Blues," in which John Lennon sings "Just like Dylan's Mr. Jones" — not only a character borrowing but one where proper credit is given.

KEEP/Twin Falls, ID's Mark Capps wants me to credit Bob Dylan instead of Joan Baez for "Love Is A 4-Letter Word" in my recent philosophical investigation into "What Is Love." Mark also thinks Todd Rundgren should get the credit for "Love Is The Answer," not England Dan & John Ford Coley. My excuse is that England Dan had the first hit with the song, and similarly Dylan never officially recorded the Baez number, though he did write it. I was using artists rather than composers on that one.

TV News

"Michael Jackson's Thriller" debuts on MTV December 2. The 14-minute production will then air several times daily for the next three weeks . . . "Solid Gold" for the week of December 2 stars Irene Cara, Lee Greenwood, Jennifer Holliday, Huey Lewis & the News, Paul McCartney & Michael Jackson, Bonnie Tyler, and host Marilyn McCoo . . . Big Country's U.S. TV debut is on "Saturday Night Live" December 3 . . . Anita Baker and the Commodores guest on "Soul Train" the weekend of December 3 . . . Gladys Knight & the Pips, Barbara Mandrell, and Ronnie Mil-sap star on "The Mac Davis Special: The Music Of Christmas" December 3 on NBC . . . America and Romeo Void are paired on the "Pop 'N' Rocker Game" the weekend of December 3 . . . "Undercover With The Rolling Stones," a half-hour documentary on the group's new video, is set for December 4 on MTV. On December 6, the live satellite cablecast of "Asia In Asia" (Tokyo, to be exact) takes place on MTV, with a Westwood One radio simulcast . . . A Randy Newman concert, with guests Ry Cooder and Linda Ronstadt, premieres over Show-time December 8.



5 Years Ago Today

- DICK FRENCH, VICI WILLIAMS NAMED GMs AT KULF, KYND/HOUSTON
- JIM TEESON UPPED TO KPPL/DENVER GM
- EV WREN APPOINTED GM AT KLAK/DENVER
- SONNY TAYLOR NAMED VP/SPECIAL MARKETS AT POLYDOR
- BILL ROCK SET AS INSILCO NATIONAL PD
- NUMBER ONE FIVE YEARS AGO: "You Don't Bring Me Flowers" — Barbra & Neil (Columbia) (2nd week)
- NUMBER ONE A/C: "You Don't Bring Me Flowers" — Barbra & Neil (Columbia) (3rd week)
- NUMBER ONE COUNTRY: "On My Knees" — Charlie Rich & Janie Fricke (Columbia) (2nd week)
- NUMBER ONE LP: "52nd Street" — Billy Joel (Columbia) (5th week)



10 Years Ago Today

- NUMBER ONE TEN YEARS AGO: "Goodbye Yellow Brick Road" — Elton John (MCA)
- NUMBER ONE COUNTRY: "The Most Beautiful Girl In The World" — Charlie Rich (Epic) (3rd week)

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Meltzer Mid America's AM Stations Director

WTRX/Flint VP/GM Jim Meltzer has been appointed Director/AM Stations for Mid America Media. In addition to his responsibilities at WTRX, Meltzer will now oversee the sales and operations at sister properties WMRZ/Quad Cities and WIRL/Peoria. However, two other Mid America AM stations, WIRE/Indianapolis and WKAN/Kankakee, will continue to be supervised from within. Meltzer now reports to Mid America Executive Director/Broadcasting Howard Frederick.

Mid America Chairman/President Reva Small commented, "We are pleased to recognize Jim's achievements and abilities with this new responsibility."

Meltzer joined Mid America Media as GM at WTRX in 1980. His background includes 3½ years as an Account Executive at WABX/Detroit, as well as seven years in sales and management in Cincinnati at WEBN and WKRQ. Meltzer told R&R, "It's really not the promotion, but the challenge and opportunity they're giving me to fully utilize my skills in the en-

vironment of this company. Obviously, I'm really excited about it."

Tower

Continued from Page 1

for us. Our corporate engineers, Don Cochart and Jim Zastrow, are busy examining new sites and getting a new antenna in here. While we probably won't have as high an antenna location on our temporary tower as our previous 1800-foot location on the old tower, I'm confident that we'll be back up as soon as possible. We're going to do everything we can promotionally to turn this big negative into a positive."

Harmon

Continued from Page 1

him as I know you will. John was very much a professional entertainer. We believe the motto of all entertainers that the show must go on, and it will. Goodbye, our friend."

Before becoming KIKK's

Krampf Named KITS GSM

KITS/San Francisco has named K101/San Francisco Local Sales Manager Ed Krampf to the position of GSM, replacing Terry Butler, who leaves the station.

In making the announcement, KITS VP/GM Jerry McKenna told R&R, "Ed comes to us with a lot of market experience from K101 and KYUU. He's worked with some very fine organizations and will add a solid dimension to our sales staff."

Krampf noted, "I've watched KITS grow from the sidelines, and the void in San Francisco radio has been filled by the station. Everyone else in town is trying so hard not to make a mistake, and that is their mistake. KITS is a major force in San Francisco radio and I hope I can add to that as time goes on. As far as I'm concerned this is the springboard of my radio career."

morning man, McGibbons handed middays for two years at the station. He previously programmed KMO/Tacoma and WVOJ/Jacksonville. Besides his wife Cheryl, McGibbons is survived by two daughters Kathy, 15, and Raegan, 5. He was 34.



KX104 TAKES NASHVILLE PROMOTION UP THE RIVER — KX104 recently hosted a party for Nashville record promotion people on the "Forger Three" yacht. Pictured on the boat (front row l-r) are independent promo man Bobby Hurt, Capitol's Sandy O'Connor, A&M's Lee Durham, EMI's Bob Afou, Warner Bros.' Gene Dries, MCA's Mike Steele; (back row l-r) PolyGram's Wade Conklin, RCA's Eddie Mascola, WWKX GM Tex Meyer, PD Michael St. John, Arista's Joannie Lawrence, WWKX MD Bryan Sargent, and Atlantic's Eric McDonald.



KRLA LEGEND MEETS ANOTHER LEGEND — Before his concert at the Beverly Theatre Frankie Valli stopped by KRLA/Los Angeles to talk with midday "Big 11 Countdown" host Johnny Hayes, whose show that day was a salute to the hits of Frankie Valli and the Four Seasons. Shown (l-r) are Valli and Hayes.



TWO OF A KIND — KXSS/Lincoln, NE MD/air personality Susan Carr caught Jonathan Cain, keyboard player for Columbia Records' Journey, on a recent tour through Kansas. Cain and Carr are shown backstage chatting about Journey's new single "Ask The Lonely" from the soundtrack of "Two Of A Kind."



WPST KNEE DEEP IN MUD — WPST/Trenton, NJ's midday man Eric Johnson recently took on the Chicago Knockers female mudwrestling team in an exhibition match. Caught here in a flying scissor leap is a very muddy Johnson.

Wachsmith

Continued from Page 3

"There is a tremendous amount of activity and energy in this market because of the colleges. Being in a market this big and this active means more available business, and I like that. My primary concern will be in watching over (Big Band-formatted) WCOL, but Station Manager Randy Rahe will be handling the day-to-day operations of 92X. WCOL needs some tender loving care from me. Randy is a very tenacious individual with so many great ideas that I don't think Columbus is going to know what hit them. We're very much in tune with each other's philosophy."

Rahe told R&R, "This is a great opportunity for me. I'm sorry to leave

(WBOW & WZZQ owners) Contemporary Media, but I'm very pleased to be working for Great Trails in such a vibrant market as Columbus." Rahe was a former GM at KJAQ & KJAS/Cape Girardeau, MO and served as GSM at KFSB/Joplin and KRMS & KYLC/Lake Of The Ozarks, MO.

Stout

Continued from Page 3

Leisure Market Radio stations' programming capabilities, and I'm delighted he has decided to become a member of our team."

Stout commented, "During my many discussions with Bob regarding Leisure Market Radio's programming aims, it became obvious that his goals and my philosophy were the same. Being able to develop new and exciting radio concepts with a growth-oriented broadcasting group like Leisure Market Radio is the chance of a lifetime."

LMR owns WOTB/Middletown (Newport), RI; has just taken over WIVI/St Croix, Virgin Islands; is set to purchase KMTN/Jackson Hole, WY; and plans to acquire a full complement of stations in resort areas. Richer explained the company's goal is "to reach the country's most affluent and influential individuals, and the most logical way to reach them is by a programming mix of information and entertainment while they are relaxing in a favorable environment."

Bacon

Continued from Page 3

remarked, "and I'm extremely pleased that I've been given this opportunity. It's something I've been working for, especially with a major market station. I think we have a top station; I want to keep it that way, and take it even higher. I look forward to working closely with the staff here to make Magic 101 FM the number one station in the market and the nation as well."



If you are a December subscriber to **Newsmaker Interviews**, you can have live phone-in interviews with: **Tom Bosley, Ernest Borgnine, Donna Mills, Lee Marvin, Leroy Neiman, Gilda Radner, Debbie Reynolds, Vidal Sassoon, Leslie Uggams, Dennis Weaver**, and 26 other prestigious leaders in the fields of sports, business, books, and social issues!

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WABX
WSSX
KSET-FM
WZYP
WZZR
WRQN
WIKZ

WKHI
WCGQ
KISR
WHSL
WSFL

... Plus These

WXKS-FM
WPHD
KIQQ
KMJK
WVSR
K104
WKEE
WKFM

WRCK
WKRZ-FM
KZZB
WNFI
WOKI
WFMI
KBFM
KRGV

KTFM
WKDD
WGRD
WZPL
WJXQ
ZZ99
WHOT
KQMQ

KSKD
KHYT
WFBG
WGUY
WIGY
WERZ
WQCM
OK100

WJBQ
KQIZ-FM
WISE
WJAD
WYKS
KILE
WIXV
WBNQ

WBWB
Y94
KYTN
WAZY-FM
99KG
KWTO-FM
KDVV
KCDQ



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Contemporary Hit Radio



JOEL DENVER

A LOOK AHEAD

Cleaning Up Some Odds & Ends

What an incredible year 1983 has been for CHR! They say things go in cycles, and if past history is any indication, then it looks as though CHR should be in great shape for a number of years to come. All over the country, CHRs dominated their respective markets or challenged longstanding leaders in AOR and A/C to cause many major ratings upsets.

Let's quickly review some of the important factors contributing to the resurgence of the format.

- Increased programmer awareness of newer product.
- More willingness to play a wider variety of current music.
- An open mind to new groups and sounds.
- Less emphasis on oldies.
- Reduced dayparting of rock-oriented music.
- Better understanding of what adults want to hear.
- Decreased dependence on callout research.
- Increased reliance on sales, requests, and active audience response.
- Return to a foreground/personality approach.
- Increased on and off-air promotions.

Let's Keep It Up

How can CHR continue to prosper and grow in 1984 and beyond? *Continue to play the hits!* The major reason for CHR's return is an awareness on the part of programmers of the hits that *stimulate the active end of the audience*. Major strides were made in 1983 by programmers in recognizing the hits in their markets. Programmers put aside subjective judgments for not playing hits. The all too familiar excuses, "It's too hard, too soft, too black, etc.," no longer

held water. Programmers simply looked for the hits for the 12-44 audience.

12-44 you say? Right! CHR is the mass-appeal format, and to live up to what people expect out of it, you've got to play a wide range of hits. While every record on your playlist may not hit the mark for every age, the important thing is that it does satisfy a *major segment* of your target. Dominate or score good marks 12-44, and there won't be a lack of business on your radio station. If there is, then the GM needs to talk with the sales manager, not the programming department.

CHR: In The Body Business

CHR is a cume-dependent format. Therefore, a winning CHR station is in the body business. Ideally, you want as many people from as many of your competitors as possible to tune you in. By offering those selections that are "common threads," linking the biggest hits from all the other formats which have a more narrow target, you increase your probability of being a source of relief from one sound. You can't be all things to all people, but you can be a lot of people's favorite radio station, and the *second favorite* of your main competitors. That's how you can become *number one* — by being most of the market cume's second favorite.

Continued on Page 26

A Last Look At The Mailbag

Christmas may be approaching but the mail still rolls in with things besides season's greetings. The first letter comes from B97/New Orleans PD Nick Bazoo, responding to my article "CHR Swells Christmas Season Record Sales" (R&R 11-4).

Dear R&R:

Are poor relationships and lack of communication between record retailers and radio a widespread problem? I need the help and support of the record stores to program my station and I feel like I have a lot to offer them. When we play records they sell records. It sounds simple, but it isn't. Retailers are in their world and we in radio are in ours. The local record promotion reps are in the middle.

As a programmer I have my problems and concerns with the record industry, and retailers have theirs. If we could just work together to try and understand each other's needs and concerns, then we could both

grow and prosper to a greater level.

It's hard for me to understand why a record store has such a major problem giving me 15 minutes of its time each week for a sales report. I don't like to feel I'm bothering them. This information is an important part of my weekly research and plays a major role in the decisions made on rotations and new additions to the playlist. This translates into money in their pockets in the long run! There are stores willing to take the time to prepare an accurate report, but the majority will say or do anything to get you off their backs.

Continued on Page 26



Parting Shots Of 1983

At the last minute some great photos came in the door which were too good to save until 1984. Here's a combination of shots for you . . . "Beauties, A Beast, and Benevolence." Happy Holidays!

Q105/Tampa has put together the "Zooettes." According to Promotion Director **Vonclle Anderson**, "These six lovely ladies are the finest that Tampa Bay has to offer." The Zooettes represent Q105 at all outside appearances, and are known for becoming the center of attention.

B94/Pittsburgh PD **Steve Kingston** sent along this shot of its newly-designed mascot "Mr. Bee." Seems Mr. Bee is the answer to television's "A-Team." According to Kingston, Mr. Bee was recently overheard saying, "B94 FM is the place; listen to it, or I'll break your face!!"

And finally, **KIIS-FM/Los Angeles** morning maniac **Rick Dees** almost put his foot in his mouth to the tune of \$27,000! On Wednesday morning (11-16) Rick announced on-air that he would personally buy up all the remaining seats for the upcoming L.A. Rams versus Washington Redskins game (11-20) to be held at Anaheim Stadium. According to NFL rules, a game must be sold out 72 hours prior to local kickoff to be televised in the home team's market.

The day of the announcement there were \$27,000 worth of seats to be sold. "I really put 'em on the line," admitted Rick. "A few years ago a TV station tried this and was stuck with a \$40,000 bill. Thankfully (President/GM) **Wally Clark** gave me the high sign to go for it." In the end, KIIS-FM ended up having to spend only a little over \$2000, as there were just over 100 pairs of tickets to be sold. What did Rick do with them? They were handed out on the air to charitable, senior citizens', and youth organizations. Rick is pictured ready to hand over the loot and scoot. It was a great image-builder in the community, as every TV station mentioned Rick and KIIS-FM.



JEFFREY



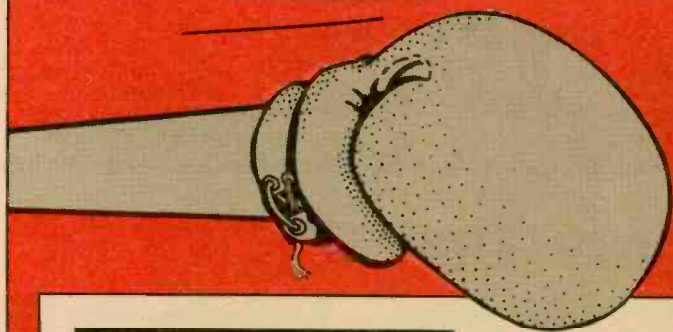
B104 22-17
 WXKS-FM 27-22
 B94 add 31
 WHTX 14-12
 94Q 13-9
 Z93 19-10
 WABX deb 40
 KEARTH 19-17
 KIIS-FM 34-29
 KMJK add
 XTRA 30-27
 KFRC 11-10
 KITS 15-14
 KWSS add 28
 K104 12-10
 WSPK 23-19
 WPST deb 40
 Q106 add
 WBBQ 30-23
 KZZB 31-23
 WQID add 40
 WBCY add
 WDOQ add
 WZYP 28-23
 94TYX 28-24
 WOKI 31-25
 KBFM deb 35
 FM100 33-28
 G100 35-31
 WHHY-FM deb 27
 WSFL 16-13

WNVZ deb 35
 KTFM deb 36
 WNAM add
 WKFR add
 K107 add
 WHOT 30-27
 KMGX 34-30
 KLUC deb 33
 KRSP add
 KHYT 18-14
 KRQ 27-24
 KSKD 22-20
 WTIC-FM 11
 WRVQ 20
 KYNO-FM 20
 WGUY 15-12
 WERZ deb 39
 WQCM deb 38
 OK100 18-13
 95XIL 17-15
 WJBQ 18-16
 WOMP-FM deb 39
 KQIZ-FM deb 37
 KISR add
 WFOX deb 34
 KNOE-FM ra
 WAEV 12-8
 WIXV 2-2
 Z102 19-6
 WGLF add
 WSPT add

KGOT deb 32
 KKAZ add
 KBIM 38-35
 KIST add
 WHTT
 CKGM
 WPLJ
 WCAU-FM
 PRO-FM
 KAFM
 B97
 WHYT
 Q103
 KIQQ
 WVSR
 WYCR
 WKEE
 WLN-FM
 WKFM
 WKRZ-FM
 KXX106
 WNOK-FM
 WZLD
 KAMZ
 WRQK
 WANS-FM
 WFMI
 WABB-FM
 KRGV
 KITY
 KROK

WGRD
 WZZR
 WZPL
 WRQN
 KIKI
 KIDD
 KWOD
 WFBG
 WIGY
 103CIR
 WIKZ
 WTSN
 13FEA
 WKHI
 WISE
 WJAD
 WCGQ
 Q104
 KILE
 KTDY
 WPFM
 WBWB
 KCMQ
 Y94
 WAZY-FM
 99KG
 KCDQ
 KGHO
 KSLY
 KZOZ

OSBORNE



Knock With Programming Punch



BILLY JOEL "An Innocent Man"

INSIDE THIS ISSUE!



BONNIE TYLER "Take Me Back"

CHR NEW & ACTIVE

WXKS-FM	KIQQ	WRCK	KX104	KJ103	WGUY	WJAD	KBIM
WKBW	KMJK	WKRZ-FM	KROK	WRKR	WZON	Q104	KSLY
WPHD	WKEE	WDOQ	WKDD	K107	WIGY	KILE	KZOZ
PRO-FM	WLAN-FM	WRQK	WNAM	WHOT	WERZ	WPFM	KIST
WGCL	98PXY	WZYP	KIIC	KBBK	WZYQ	WHSL	
WABX	WKFM	WOKI	WZZR	KMGX	WQCM	KYTN	
Q103	WPST	KBFM	WZPL	KQMQ	13FEA	WAZY-FM	
				KLUC	WKHI	KGOT	
				KSKD	WJBQ	KCDQ	
				KHYT	KQIZ-FM	KOZE	
				KRQ	WISE	KCBN	



EDDIE MONEY "The Big Crash"

CHR NEW & ACTIVE

KRGV 13-6	KZZB add	KKLS-FM add	WNFI on	ZZ99 deb 29	WQCM on	KYTN deb 35
WPHD 35-28	WSKZ add	WSPT add	WRQK on	Z104 39-34	WJBQ on	WAZY-FM on
WCAU-FM on	WANS-FM add	WFLY deb 33	WOKI on	WRKR 34-32	WHEB on	KXSS deb 35
WABX on	WZYP add	WVSR on	KBFM on	WRQN on	WSQV on	KGOT 23-20
WLOL-FM add 35	WSFL add	WKEE on	WKDD deb 28	WHOT on	KQIZ-FM deb 38	KCDQ on
KIQQ on	WVIC add 28	WLAN-FM on	WNAM on	KQMQ on	WISE on	KBIM on
XTRA 34-31	KHOP add	WRCK 29-25	WGRD 28-25	KLUC on	WYKS deb 30	KSLY on
WKFM add	WKHI add	WKRZ-FM 24-21	WZZR on	KSKD on	KILE 40-38	KZOZ 37-33
	KTDY add	WSSX on	WJXQ 24-21	KHYT on	KNOE-FM on	KIST on
				WFBG on	WXLK on	
				WGUY on	WHSL on	
				WIGY 30-27	WBNQ on	
				WERZ 33-28	WBWB 37-34	

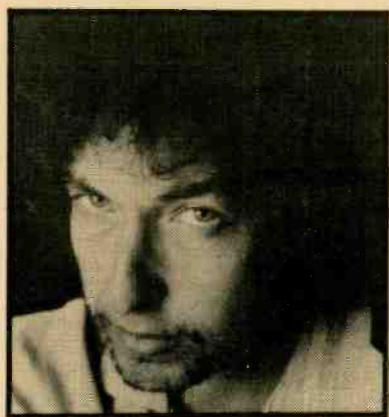
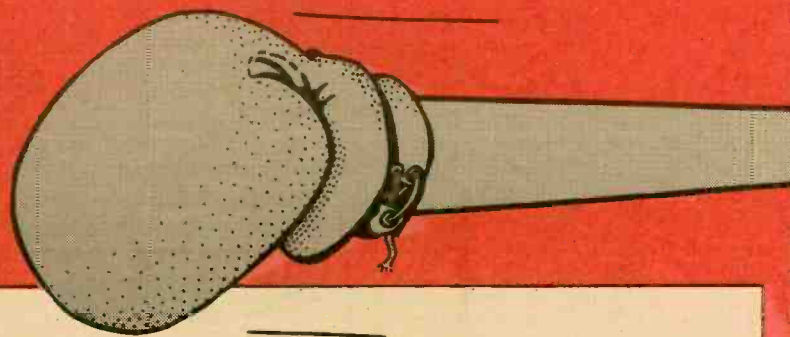


GLADYS KNIGHT

WXKS-FM	WFBG	KVIL-FM	Y97
K104	OK100	WCCO	WGY
WNFI	95XIL	KHOW	KEY103
KTFM	WJBQ	KGW	WAHR
KROK	WIXV	WTIC	WVLK

'Em Out

From Columbia Records



BOB DYLAN

"Sweetheart Like You"

**ON YOUR
DESK TODAY!**

AOR ALBUMS:

18

**PRE-RELEASE
ADDITIONS:**

WPHD KISR
WKFM WPFM
WRCK WHSL
WSSX



BARBRA STREISAND

"The Way He Makes Me Feel"

CHR NEW & ACTIVE

A/C CHART:

3

WNYS 8-7	94Q 25-20	XTRA 33-30	WDOQ deb 39	WEBC on	OK100 on	KKAZ on
KEARTH 11	Z93 32-30	KUBE deb 27	KAMZ on	WZPL on	WKHI 36	KGHO deb 38
KITS 36-18	93FM on	WTRY 15	WRQK 32-28	WKFR on	95XIL on	KDZA deb 33
WFME 13-11	I95 23-20	WVSR on	WANS-FM on	KEYN-FM on	WJBQ on	KBIM 32-29
KTSA 17-14	Q105 29-26	KC101 on	WOKI 28-24	WHOT 26-24	KISR on	KSly on
WTSN 15-10	WGCL 16	WSPK on	WHHY-FM 22-19	KBBK 29-25	WFOX 31-28	KIST 28-26
13FEA 11	KIMN on	WHFM 25-23	KRGV 19	KYNO-FM on	KILE 35-33	
KXSS 13-13	Q103 14	WKFM 16	WNVZ on	KQMQ 20	KTDY on	
WXKS-FM 19-17	KIIS-FM 22-20	WPST on	KITY 36-30	KSKD on	Q101 add	
WCAU-FM 22	KIQQ 19	WKRZ-FM 35-33	KTFM 22-20	KRSP on	WAEV add	
WHTX on	KOPA on	Q106 22-20	WKDD deb 29	WFBG on	WIXV 33	
PRO-FM 21	KCNR 29-26	WBBQ 31	KLIK 16	WGUY 27-25	KFYR deb 20	
				103CIR 20	WSPT on	
				WERZ 25-23	KYYA 26-24	
				WQCM on	KTRS 36-33	



EARTH, WIND & FIRE

"Magnetic"

CHR NEW & ACTIVE

BLACK
CHART:

9

WXKS-FM on	WGCL on	KFRC 24-18	KQMQ 25	WVSR	KITE	KLUC	KCDQ
WNYS add	WABX on	WTIC-FM 32-28	KHYT 23-18	K104	KSET-FM	KSKD	KSly
WCAU-FM on	Q103 on	KZZB 33-31	WGUY deb 32	WYCR	WRQK	KRQ	KZOZ
Q107 33-29	KIQQ 36-34	WNOK-FM deb 28	103CIR 36-28	WKEE	WANS-FM	WIGY	
I95 on	XTRA on	KRGV 17-10	WQCM 40-36	WKFM	WZYP	WERZ	
		KMGX deb 35	WKHI deb 40	WPST	WOKI	OK100	
		KIKI 31	WFLY	WKRZ-FM	KBFM	95XIL	
					WSFL	WJBQ	
					KITY	WIXV	
					WHOT	KGOT	

& THE PIPS "Hero"

WMAZ	WHBY	KOIL	KISN	WKNE	WSKY	WVBS	WHNN	KEXO
WHHY	WHBC	KBOI	KSL	WSKI	WCKQ	WJBC	WJON	KRNO
2WD	WING	KRDO	WWNR	WTNY	WCHV	WCIL	WBOW	KQSW
WRVA	WTRX	KKUA	WEIM	WCPI	WGSV	KFSB	KFQD	KRSB
WSRZ	WENS	KUDO	WTKO	KORQ	KVIC	KEEZ	KTWO	KALE



RICK JAMES AND SMOKEY ROBINSON



"EBONY EYES"



WXKS-FM add
WHTX add
Z93 add
B104 on
KEARTH deb 30
KIIS-FM on
K104 37-34
WKFM add
WBBQ add
WNFI add
KAMZ on
WHHY-FM add
KRGV add
KX104 add

KTFM on
KMGX add
KYNO-FM add 30
KQMQ on
KSKD add
KHYT add 40
KRQ add
WGUY add
OK100 40-33
95XIL on
WOMP-FM add
WIXV on
WAZY-FM add
KZOZ add

From The Rick James' Album
COLD BLOODED 6043

Written, Arranged & Produced by
Rick James



On Motown Records

A Last Look At The Mailbag

Continued from Page 22

As the music industry continues to recover, and we look forward to a great 1984, I would like to see a better line of communication established between retail sales and radio. How about a monthly meeting in each market between programmers, retail, and promotion reps? Here we could examine each other's problems and needs face to face. While this requires some effort on everyone's part, together we can arrive at some solutions. We need each other's help and now is the time to do something about it. I welcome everyone's thoughts on this.

Sincerely,
Nick Bazoo
PD B97/New Orleans

The second letter comes from WPST/Trenton Station Manager Tom Taylor, who has a bone to pick with the record community and MTV.

Dear R&R:

I'm disturbed about what could become a trend — the early release of a song to video channels.

When something as potent as the most recent Duran Duran single premieres on MTV, it creates an instant demand for music that radio can't fill.

Sure, video is a seductive national medium for exposure of new product, but day in and day out radio is what sells music. I'm sure the folks at Capitol feel there's a particular relationship between that particular band and MTV. I want to point out there's even more precedent between labels and radio for those kinds of relationships.

To give MTV or any other video outlet an early release of a major act is dangerous practice which creates further unease between our various communities.

Are selective early releases really worth it?

Sincerely,
Tom Taylor
Station Manager WPST

Bits

- Z100/New York and KITS/San Francisco are the first! Since music videos are not sold to the public, Z100 & KITS decided to give them away. KITS was the first station in the Bay Area to give away videos when a lucky listener won Capitol recording artists Duran Duran's hourlong cassette "Seven And The Ragged Tiger." Z100 gave away 25 copies of Chrysalis artist Billy Idol's "Dancing With Myself" or his "White Wedding" video.

- B96(WBBM-FM)/Chicago wins big for station promotion. B96 and Calico Productions were honored by the 1983 International Film and Television Festival of New York. The station's television spot was given the Silver Award in the "TV Promotional Announcement for Station Promotion" category.

- CFRW/Winnipeg's "Brew Crew" gives you a break. Headed by morning man Barry Wall the "Brew Crew" goes out to metro offices and businesses with coffee and danish from McDonald's and a special gift for the office manager. Listeners send in their business cards or letterhead along with a coffee break schedule and number of employees. As a bonus for having the "Brew Crew" pay them a visit, each employee receives a "CFRW Supercard."

- KRQX/Dallas brightens the state fair with "Lasercast." Along with Coors Beer and Willow Distributors, KRQX presented the laser show each evening for the three weeks of the fair hosted by KRQX air personalities. The laser show was set to the music of Chuck Berry, the Beach Boys, the Doors, and the Who.

- WRQX/Washington's Hawaii trip goes to a "toilet." Q107's third annual Halloween party found some weird costumes on display as the 30,000 masked party goers celebrated the event in blocked-off Washington streets. The grand prize of a trip to Hawaii went to the weirdest costume, a gentleman dressed as a "toilet"; the \$107 (frequency tie-in) second prize went to a pair of "Sony Walkmen" costumes; and the \$50 third prize went to a "bottle and glass of champagne" costume. Q107's Uncle Johnny, dressed as an air personality, broadcast his live show from the party.

Cleaning Up Some Odds & Ends

Continued from Page 22

Think About Being More Creative

During the holidays the phones are a bit slower, and you'll probably have a bit of unused vacation time coming to you. Take this opportunity to do some real planning. Set down some goals and ideas for your radio station. Sure, you've planned your budget and you may have submitted some tentative plans for some of the major promotions for 1984, but now is the time to think about the little things . . . the things that will set your station apart from the crowd.

Many of these ideas might be centered in areas of new technologies. Think about ways you can tie your audience into them. Get involved with CDs by working out giveaways involving hardware and software. Explore the possibilities of more simulcasts with a local cable outlet or MTV. Consider what tie-ins are available to your station from the sagging video-game industry, which is crying for promotional exposure. Research ways of getting your audience into home computers. Instead of sponsoring the usual car or home show this year, include plans to pull together a "new technologies" show.

The CHRs that will be winning this time next year will be playing the hits, having fun on the radio, and keeping aware of what the "leading edge" is into. Radio is the only medium with the advantages of immediacy and theater of the mind. Make 1984 the year that you dare yourself to make your radio station the leader in your market!

A Personal Thanks

This is my final opportunity for 1983 to let you know how much fun this past year has been for me as R&R's CHR Editor. I've taken great pleasure and pride in seeing the format flourish . . . and you are the reason it has. Your renewed interest in new ideas, music, and ways to make your CHR station more exciting and entertaining is the reason why. As people have success with a method, or in this case, format, a lot of people emulate that success. Many have done so very successfully this past year, carving out a winning niche within their markets.

As I go into my fourth year writing this column, my hope for 1984 is to see this flow of information and interest in experimentation continue. Indifference to sharing ideas promotes nothing but stagnation. As in years past this column has served as an open forum for your ideas, successes, and suggestions. It is your active participation in the exchange of information which helps me, and eventually you, to stay on top of what's going on in CHR.

I encourage everyone to call, write, and communicate even more in 1984. My name may appear at the top of these pages each week, but it is your column. Again, my sincere thanks for an incredible 1983, and my wishes to all for a healthy and prosperous 1984.

Motion

For the record, KITE/Corpus Christi promotes J.D. Gonzalez to MD from Public Service Director, and former MD Todd Tucker is looking . . . WZOZ/Ontario, NY welcomes John Stemplin as middays/Production Director from News Director slot at WCJW/Warsaw, NY, and Allison Truex for weekends from local college outlet WONY.

WZOK/Rockford takes on Charlie Bronson for afternoons from WLVE/Madison, and John St. John rocks at night from WOKI/Knoxville . . . WHYT/Detroit adds Jim Cutler as midday host/Production Director from WTIC-FM/Hartford.

KQ92/Olympia, WA's new lineup includes new midday man Ken Palge from sister station KO93/Modesto, Ron Palmer & Tom Carnes morning drive, Paul Wilson afternoons, Scott Shepard rocking the nights, John Albert overnights, and Dale Zabrlskie weekends.

Country



LON HELTON

Thoughts From The Troops In The Playlist Battle

The response to the columns appearing here over the past few weeks has been tremendous. First off, I want to thank all those who participated. Without their frank and forthright opinions, the goal of the original column (appearing 11-4) could never have been realized. As I said then, the purpose was not to point fingers, find villains, or otherwise deal in the past. The goal was to ask some questions and to get people talking to one another, in a constructive manner, about the problems we all face. If nothing else, I think it is safe to say that a tremendous amount of discussion has been generated. Whether or not it has any lasting therapeutic effect is up to each of us on an individual basis. The record executives have thrown down the gauntlet; will radio pick it up?

As far as R&R is concerned, I want you all to know everything written here is not merely idle rhetoric. The views of the experts have not fallen on deaf ears, and in the first issue of 1984 we will announce a new method of reporting designed to reflect actual airplay more accurately, and faster, than any trade has ever done before. It is our belief that this new system will take a step towards the elimination of pressure for an artificial barometer — the chart number — and supply us all with more information radio needs; i.e., how is a record doing where it is being played.

Another big "Thank You" to all of you who called with your responses and thoughts. Here are excerpts from just a few of the calls and letters I've received over the last few weeks.

Doug McGuire, MD, WPKX/Washington, DC — "My biggest concern is that I can't handle the volume of calls coming in. Right now, I take all the calls that come in, and I don't want to turn anyone away, but I wish these major labels, if they are hiring all these independents, would cut back on the number of people working any one record."

Rick Jackson, MD, KYGO/Denver — "Basically, I think we need a restructuring of the playlist reporting system and a redefining of some of the roles in it. As it stands today, what is the role of the promotion person? Why are they called promotion people if they are calling only to get your chart numbers and give you numbers from around the country? It seems strange to me that if you ask many of them for pertinent information about the artists, or when they will be performing in this area, or what the rack situation might be — if we add the record is it going to be available — very rarely can you get an answer.

"I hate to make a blanket statement, but more often than not it seems to me the promotion people are only concerned whether or not you are going to make the add. If they are not providing any real information and want to know if we are going to add the record, the calls should be kept fairly short and restricted to those songs that really have a valid shot at being played on our station. When I can't get anything from a promotion person I can use, they become a nuisance.

"I think they need to listen to this end of the phone line more. If they did, they would hear what it is we need in the way of information. Promotion people who understand the policy of a radio station save everybody time and effort. In our case, we are not going to listen to a record until it's at a certain point on the charts. Right or wrong, that's how our station works. If they know that, they won't waste our time promoting us on records that have no chance. I don't want them to waste our time, and we won't waste theirs."



Rhubarb Jones

Don Blocker

Dugg Collins

Ted Cramer

Jim Stricklan, MD, KBRQ/Denver — "Some of the pressure being brought to bear on radio stations can be directly related to short playlists. If some of those stations would consider adding a few more records, it would not only help the industry and artist development, but it would take off some of that pressure."

Alan Furst, PD, WCAW/Charleston — "I would really like to see it (the relationship between the radio and record industries) get back to where we could have a reasonable exchange of information. They could benefit from the use of our research information, just as we could benefit from theirs. It has gotten to the point where the



DENE-O YOU LIED — This should teach WKHK/New York PD Dene Hallam to not mess around with Deborah Allen's records! It obviously worked since "Baby I Lied" is No. 1 at WKHK this week.

numbers game has set up an adversary relationship between the two, thus prohibiting a good exchange from happening.

"Hearing 'add this,' 'slow this down,' 'take this No. 1,' is bad enough. But listening to people torpedo other people's records in the battles for No. 1 is ridiculous, and negative promotion has become more and more evident over the past months. Radio must concentrate on doing legitimate local charts and the records will go where they are supposed to go nationally."

Ted Cramer, PD, WMAQ/Chicago — "This whole thing goes back to the owners and managers of radio stations in small and medium markets. Many small and medium market broadcasters, if they are doing OK, have a tendency to be somewhat greedy and just do not put back into the product some of their profits. This cuts programming off at the knees as the PDs in those markets are forced to do it with mirrors, relying on the prizes from record companies to build their promotions around. The record service from the record companies is a must for these stations because programming's budget is so strapped they can't afford to buy product. When you're forced to depend on the record companies for stuff to make your station 'happen,' you find yourself in a situation where they have a hold on you. The grip is even tighter if you are afraid the record companies can affect your reporting status with a trade.

"The PD also gets pressure from another area, as the GM beats up on him to put together a promotion that's not going to cost the station anything. Is it any wonder the PD doesn't want to jeopardize his reporting status? Without the status, he might not get the promotions he depends on and could even lose his job. This is why you see the PDs in these markets bending over backwards to accommodate record people. This type of stuff happens all the time and it just isn't right."

Dave McFarland, PD, WONE/Dayton — "The chart numbers game has been talked about at great length, but no one has talked about the game of manipulation going on in places where radio gets its information. Music stores and record distributors are being pushed by record people to tell us a piece of product is selling, when it may not be. At this point we have erroneous information influencing our playlist decisions."

Don Blocker, Executive VP, Garrett Music Enterprises — "I understand the problems radio has to deal with in terms of intensified promotion and their belief they need short playlists to get ratings. But all of this concern about quality is just baloney. Most people in radio are no more concerned with quality of product or new artists than they are with the man in the moon.

Continued on Page 32

Joe Galante: The Business Side Of Promotional "Pressure"

Another of the people who answered my call for responses was Joe Galante, Division VP/Nashville for RCA Records. Joe offers an economic perspective on the war for your playlist.

"Part of the pressure radio is feeling stems from the economic pressure Nashville is feeling. If the pie isn't growing, you can't increase your share of it unless you take some away from someone else, and now, everybody's scrambling to get what piece of the pie there is left. But I hate to see all this nonsense of the wars coming down the way it is.

"Over the past year, the sales numbers we've enjoyed over the last couple of years have diminished. This can partially be attributed to the growth of contemporary music and the entertainment dollar being split, but the fact remains, country music is the one that suffered. Not in the sense that our music has fallen off — country music is still healthy — but in comparison to where it was a year or two years ago, it's down. When you combine this with other factors; e.g., the change in the music (whichever way it's going), stations in increasingly competitive situations, a lot of new faces in country music emerging and some of the truly great stars not performing the way they did before, you have a real scenario for absolute 'go for the throat' — with radio caught in the promotional middle.

"There are only a few things in life you can influence, and one of them is how many stations you can pick up. You can't influence the fact that people are going to run out and buy your record, but you can certainly influence the massive amounts of promotion on stations that both companies and independents can put together when going for a record. The scary part is I think it's just a matter of time before the whole thing absolutely falls apart. Something's going to have to give; everybody can't keep up at this pace, and this is the fastest pace — with the least productivity — I've ever seen. You have situations where there are 14 different promotion people working a radio station to get a record to No. 1 and you're selling half of what you did a year ago.

"It's a lot like a radio station without ratings," he explained. "You go in there and you say, 'Look, we're No. 1 in this time period.' You may be terrible everywhere else, but you need something to hang your hat on. You also have all these wonderful operations and all these artists' managers and producers saying, 'Well, if we can't sell records we gotta have chart success.' I think there's no difference between that and what's happening in the record business. With record sales and revenues from concert dates down, sometimes the only thing you can point to is chart success. You say, 'I've got a top five record,' or 'I've got a number one record,' even though it doesn't mean anything. Here's a question you should ask of publishers, but from what I see they are spending more money on independents than ever before. I also think they'll tell you they're not making a lot more money, but they certainly are spending it.

"Sooner or later, when everybody adds up what they're making and what they're spending, they're going to figure out what it's cost them to play the game; that's when it will stop. But for now, everybody blames the labels for the increased pressure, when in reality it has increased because the number of independents hired by producers, publishers, and artists has increased



Joe Galante

Nashville This Week



SHARON ALLEN

More Music On Nashville Network

There's a new spinoff series, plus a holiday special, being developed for viewers of the Nashville Network (TNN).

The shows are based on TNN's situation comedy "I-40 Paradise," which is produced by Cinetel Productions of Knoxville, TN.

The spinoff series "Pickin' at the Paradise," is a 30-minute weekly music series featuring the Mighty Notes (the house band on "I-40 Paradise"). Its six-week pilot run will be on December 25 and the following five Sundays.

"Christmas at the Paradise" is a 60-minute holiday special featuring the cast of "I-40 Paradise," and will premiere on December 24.

According to Ross Bagwell Sr., Cinetel's chief executive officer, the new series answers TNN viewers' clamor for music programming.

Emmons Makes Donation To CMF

Buddy Emmons, one of Nashville's premier session musicians, donated his 1957 Sho-Bud steel guitar and signature derby to the Country Music Foundation.

Emmons began his career in '57 when Little Jimmy Dickens persuaded him to bring his talents to Nashville. Since then, his list of session work reads like a list of who's who in the music business. Emmons is also cofounder of Sho-Bud Guitars with Shot Jackson.

The donated items will be placed on display in the Country Music Hall of Fame and Museum. Emmons is pictured below with Dickens (center) and CMF Director Bill Ivey (right).



Holiday Happenings

David Frizzell is set to guest on "Dick Clark's New Year's Rockin' Eve," the ABC-TV 90-minute special that will air December 31. Hosts for the event are Priscilla Barnes of "Three's Company" and Doug Barr of "The Fall Guy."

Ronnie Milsap, Barbara Mandrell, and Gladys Knight and the Pips will be Mac Davis's special guests on "The Mac Davis Christmas Special: The Music Of Christmas." They'll be performing traditional and modern Christmas music with a spiritual feel. The special, filmed in the First Presbyterian Church of Hollywood, is Mac's first Christmas special since 1981, when he hosted Andrae Crouch, the Pointer Sisters, and the Commodores at a church in Pasadena.

Larry Gatlin & the Gatlin Brothers Band just returned from Sun Valley, ID, where they taped "John Schneider's Christmas



WHITE TIME AT ATLANTA RADIO — Columbia's Tony Joe White met with Atlanta radio folks as part of a Southeastern junket in support of his "Lady In My Life" single. Pictured (l-r) are CBS/Atlanta's Tim Pritchett, WPLO's Jim Stewart, White, WSB-FM PD Donna Brake, and Columbia/Atlanta's Alan Oerman.

Holiday" for CBS-TV . . . Tammy Wynette will be featured on the live NBC telecast of the Orange Bowl Parade from Miami on New Year's Eve night. She will ride the float titled, "The Gift Of Music," and sing a number as she floats into camera range.

Bits & Pieces

TSC is the name of Jerry Reed's production, video, and national advertising company. Reed recently purchased a building at 45 Music Square in Nashville to house his new business venture. What does TSC stand for??? **Thompson Station Congregation** (the name of his band!). Their first video is Reed's "I'm A Slave," from his RCA "Ready" LP, produced by Rick Hall . . . Tony Joe White recently sold his place in Memphis and moved to Nashville, settling in the Franklin area. He's also been working on a duet with Waylon . . . Speaking of duets — former Pure Prairie League lead singer Vince Gill's first RCA single (soon to be released) is a duet with his former employer, Rosanne Cash . . . Dolly Parton's brothers, Randy and Floyd, will appear in the movie "Rhinestone" singing a duet "Waltz Me To Heaven" . . . "The Songs of Lee Greenwood" is the title of a songbook now in production that will spotlight each cut from Lee's first two MCA albums, "Inside Out" and "Somebody's Gonna Love You."

A Modern Country "Kicker"

Bandana member Tim Menzies now has an advanced green belt in Kung Fu. However, the smallest member of the group is reluctant to talk about his accomplishment, because he claims that many people (after hearing about his green belt) often expect him to prove it. Tim says he really doesn't like to break boards and kick people and that he only does Kung Fu as a form of recreation. Now, I'm a Missouri girl, and normally I'd say "show me!" But under the circumstances, I think I'll just take his word for it . . .

Just thought you'd like to know!

Galante

Continued from Page 31

so dramatically. What is a label going to do, tell them not to hire independents? If the record doesn't make it, they come back and say 'See, if we had put them on . . . ' So you see, everybody's in the game. Everybody's putting some chips onto the table down here and we're dealing a hand. You have producers, publishers, managers, artists . . . every single part of a record has somebody putting up some money trying to get that record up there. It's a great deal of pressure. I don't think I could take 15 calls a day from 15 different guys . . . I can understand the problem.

"Emerging from this will be a much healthier and deeper artist roster for all the companies. The new talent emerging has obviously learned and has been groomed — not that the artists in the past haven't had the same depth — but I think the artists coming up now will have a wider appeal. We're not down and out here — we're just taking a little breather. In the meantime, everybody has overheads to cover, people have tours to cover and payrolls to meet, and what you're getting is a bit of a crunch. It's not panic, but certainly the crunch is very, very real.

"I really believe it's going to work out. Country has always been a strong format and the industry itself has always been a strong family. I have no doubt it will pull itself together."

The Playlist Battle

Continued from Page 31

"Today there are hit records by new artists being lost and there are records by established artists that are going further up the charts than they should. This is a result of programmers only adding what they believe to be sure things. Promotion people point out success stories to PDs and MDs when trying to convince them a record is viable enough to add. Right now, there are not enough starter stations on trade panels where we can get new artists and product exposed while getting a better idea of how a record will do where it is played."

Rhubarb Jones, MD, WLWI/Montgomery — "My responsibility is to my radio station, the number one station in the Montgomery market, and that responsibility is to keep it number one by playing what this area wants.

"I feel this should not be an 'us versus them' (the record business) situation. Not everyone's record is going to be a hit and I personally don't care if it's a hit in Omaha, Santa Fe, or Cleveland. I want records that will be hits in Montgomery, and I hope that promotion people will realize that WLWI cannot and will not play every piece of product that comes across my desk. I have played records that never got off the ground nationally, but folks in Montgomery and Central Alabama loved it and it was a hit in our market, which is all that matters."

Bill Noyes, PD, WSNO & WORK/Barre, VT — "Why don't record companies divert a lot of the money they spend on all types of minor promotion (T-shirts, jackets and other stuff of dubious value at best), and service the stations (small as well as large) with music?! That's what the companies are all about, and they are doing themselves and the record buyers a severe injustice when they only service big market stations, or reporting stations. Most of America's listeners (and buyers) listen to small market radio stations. Don't they deserve adequate record service too? It would seem the promotion people could save enough money on phone calls alone to service every station from Barre to Bakersfield with no difficulty."

Doug Brannan, MD, KNIX/Phoenix — "I would suggest some of the problems facing our industry begin with a lack of proper training on the part of radio for new music directors. How many MDs got their start by being led to a desk and told, 'You're music director now, have fun'? Then, with the help of dozens of persuasive promotion people, they try to figure out how the system works.

"If everyone whose job is picking music would use the record charts and information received from promotion people only as tools for programming and make an honest attempt to reflect a record's popularity based on some sort of local research, this world of radio and records would be a nicer place in which to live."

Dugg Collins, PD, KMML-FM & KIXZ-AM/Amarillo — "There definitely is a problem; it's called competition. The stronger the competition, the more aggressive everyone in the business has to be.

"In the past several years, there has been a tremendous influx of people getting into independent promotion, but it's just the free enterprise system doing its thing. If you want to call it pressure, you can, but as far as I'm concerned it's just part of the weekly routine you have to go through. However, after a while, I finally figured out it was my own fault that the calls were coming like they were. It wasn't the fault of the labels or independent promoter, it was a simple matter of not setting down any ground rules before starting on a venture like this.

"Another thing that will save some folks a lot of time is being honest with promoters when they call you on a record. If you don't think the record is going to fit what you're doing on the air or if it's just a bad record, tell them right up front and be done with the whole thing. Sure, they're going to call you back if the record starts doing something, but that's to be expected.

"In answer to the question; no, I don't feel obligated to work the record down from No. 1. By the time something comes out of my top nine, I feel I have given the label and artist a good run with their product. When a record hits the top nine here, we have usually been on it at least eleven weeks and it may take as much as 13 weeks to make it to the No. 1 position. It may be good for the label, but after you have been on a record for that many weeks, you're not doing your station any good to continue on and on.

"The problem we get into is we usually add things a couple of weeks before they even chart in the trades. Then, when it comes time to get off the record, the labels start yelling. Sometimes they forget you were one of the first to go with it. They're delighted when you start a record for them, but they want you to stay with it forever."

Nannette S. Posey, PD, WRUS-AM/Russellville, KY — "It saddens me to realize that an industry begun solely for the purpose of providing news, information, and entertainment to a deserving public has become so disgustingly deceitful. Even more so the stations with a Country format; the roots of country music come from wholesome, downhome folks who valued only the basics of life such as love, happiness, and home. This is rarely true any more, for now, instead of the entertainers being humble and deserving of their popularity, it is bought and sold with the radio stations and the public ever in debt.

"If our radio stations mean only chart numbers to the record companies, why should we pad their pockets? It seems to me that every record company should be glad to send a copy of their releases to us in hopes we would play them. Face it, we are every record company's lifeline. Without us the records would not reach the public ear. If the public doesn't hear, they don't buy!

"Therefore, it is time for the record companies to return to their original duties of 'promoting' a record — not pushing, bribing, or buying their way into or up the chart. If a record is good in every aspect of the word, it will make it to the top of the charts; you won't have to buy its way there."



Country News
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Black Radio



WALT LOVE

WWRL's New Format Inspires New York

As the year comes to a close, I thought it might be fun and informative to look at a format most of us dismiss as a non-competitor. At one point in time this format was known as Gospel. However, it's referred to now as "Inspirational" radio.

With its brand of Inspirational format, WWRL/New York has begun the long road back to acceptability in the eyes of broadcasters and advertisers. In the summer book, WWRL went from a .6 to 1.2. Though the station didn't beat anybody in the last Arbitron, it is making positive strides in the areas of target audience and retail advertising. A few weeks back, VP/GM Vince Sanders gave me a call. We discussed the format, the personalities, and station sales.

Clarifying The Format

There seems to be confusion regarding what this format is or isn't. With that in mind, I asked Vince for some clarification. "First, our format isn't considered religious. I have a concept about music as it relates to the roots of African-American people. Gospel is just a part of our cultural



Don Allen & Vince Sanders

expression. We feel we can take the positive message of a gospel tune, mix it with contemporary music's positive message, and become the city's alternative. We felt there was an audience in this city waiting to listen to an alternative. And that alternative is being provided through good, sound technical programming."

When the outlet was a successful R&B-formatted station during its '60s heyday, WWRL's signal wasn't very strong in certain parts of New York's metropolitan area. In describing who the station's listeners are and where they're located, Vince remarked, "Our audience is 18+. The 25+ audience is a very loyal group of listeners we can take to advertisers and tell them these people will buy our products. From our research, nearly 50% of all the African-American population in the New York metro is located in Brooklyn. After that, our audience is located in Harlem and the Bronx. Our signal is very strong in those areas, so we're starting to make our presence felt. We don't think there's much more to draw from in Manhattan as such."

Inspired Sales

"Our sales are up as well. That's why I'm so happy about what we're doing with this new approach. Not only did we increase our numbers by 100%, our sales are up approximately 75% and that's not bad." What types of clients advertise on an Inspirational radio station? Vince responded, "It's the general run-of-the-mill advertiser, who has the foresight and the insight to know that he or she needs that link into the black community to sell more of their products. What little opposition we've come up against relates back again to our being called a religious station. We don't want to be



WWRL tied to religion. If, in fact, anyone listens to us and understands what we're saying based on our experience of being black Americans, they will understand the music isn't religious. It doesn't prohibit or confine them to a non-buying situation.

"To answer your question more directly, I've had very few problems with any particular advertiser not wanting to buy. But I'll tell you this. We didn't rely on the ad agencies when we started this format. We knew if we were going back to the roots of our music, we had to go to the roots of the streets for advertisers. So a good deal of our advertising and sales efforts are targeted at direct retail sales. That's where our success is, and as we grow, we'll begin to attract the big guys with the big bucks."

Praising The Personalities

Vince then told me about WWRL's air personalities. "They sound very good, very enthusiastic about what we're doing. These people have been through two or three changes here, but none more drastic than this one. They don't quiver when one of our listeners calls up and says, 'Praise the Lord, may I hear such and such request?' This is something most of them have heard in their own homes over the years as they were growing up. I can't say they're religious, and I don't want them to be. But I do want them to be professional and use jargon that's compatible with the kind of music we play. They're doing a fantastic job with it."

After speaking with Vince, I talked with PD Don Allen about the music and the type of artists you might hear now on WWRL. "We try and make it as interesting as we can. We do play gospel, but it's mixed with contemporary music. We play music by artists like Shirley Caesar, James Cleveland, Andrae Crouch, the Clark Sisters, and Al Green."

Secular Music Mix

In terms of secular music, listeners may hear the O'Jays with "Put Our Heads Together," Donna Summer's "Unconditional Love," Patti Labelle's "I'll Never, Never Give Up," and Barry White's "Don't Forget - Remember." Don added, "What we're trying to do is give an uplifting, positive message. Those people not into Gospel will still get to hear contemporary music that has a positive message."

My thanks to Vince Sanders and Don Allen for taking time to hip us to Inspirational radio.

YBPC: Maturing On Schedule

Two weeks ago, the Young Black Programmers Coalition held its sixth annual meeting at Houston's Meridian Hotel. It was well attended, as were the workshops. This organization continues to take positive steps forward, and each year the improvement becomes more apparent. I'm sure this year's participants would tell you this is one conference where everybody who wants to, learns a little something.

In The Beginning

YBPC President **Randy Sterling** got things started by introducing Reverend **Ronnie Porte**, who opened the session. Following him with a very nice welcoming address was Judge **Fad Wilson**. Then it was time for keynote speaker **Ray Harris**, President of **Solar Records** and Exec. VP of **Dick Griffey Enterprises**.

Harris Speaks Out

Harris mentioned he grew up in Harlem and, while doing so, learned a very important lesson in life while participating in the annual Rucker Tournament (a famous summer basketball league that's produced several NBA players). The philosophy he learned was "each one, teach one." Harris urged all blacks to help one another achieve upward mobility and take the time to teach industry newcomers so the level of excellence will increase. He also asked programmers and music directors to improve their record reporting habits, which smooths the lines of communication between the manufacturers, distributors, and retailers. He noted that accurate reporting in turn helps radio stations in putting research together and getting accurate national charts.

In other remarks, Harris requested that stations keep jazz and gospel music alive by continuing to air it. He said, "If you in Black radio don't play this music, it will be lost forever, and the people who make this music will lose their livelihoods." Ray ended his opening statement with an emphasis on better salary standards for blacks in broadcasting and other related industries.

Next Up: Arbitron

Rip Ridgeway, Arbitron VP, was also a general session speaker. He pointed to findings that we, as blacks, listen to more radio than any other group; "exclusive listening" is what Arbitron says we do more of than whites. As he put it, we use more radio. For example, blacks begin listening at 5am because there



KKDA-FM/Dallas staffers were also on hand. Pictured (l-r) are K104 Research Director Joycelyn Johnson and MD Terri Avery, who won the YBPC's FM Music Director award.



Joining award winner Dave Clark (left) were WKXI/Jackson's Dwain "D.D." Tanner (center), Elektra/Solar's Bill Magness (right), and Bob Reilly (standing).

are more blue-collar and service types who are up and making it to work. The time of day blacks listen least is 10am-3pm. Our heaviest listening period is between 5pm-5am. While listening during the late night and early morning hours, blacks prefer jazz. We listen to FM radio at work and AM radio in the car. And Arbitron's research also shows that blacks prefer radio to television.

Another noteworthy finding dealt with the average number of stations blacks and whites listen to daily. Blacks listen to 2.3-2.5 stations per day. He didn't give the exact figure for whites, but he did say their average is higher. Ridgeway also mentioned how difficult it was to sample 18-24 year-olds. Why? Primarily because this age group is either living in college dorms or military barracks. Arbitron can't measure those living in what it calls "group quarters." Just why dorm students can't be measured wasn't explained, but Ridgeway did say that the Pentagon wouldn't allow any measuring of those residing in military quarters. He added that Arbitron does plan to utilize a larger sample size starting with the fall '84 book.

Three workshops sessions were conducted: "A Look At Radio," "Economics of the Music Industry," and "Relationships Between Retail, Radio, and Promotion." There was very positive response from everyone in attendance. All the feedback I received, plus what I saw and heard for myself, was excellent.

The awards dinner was hosted by singer **Richard "Dimples" Fields**. Performers included RCA's **Jones Girls**, Epic/BID's **Lew Kirton**, and Louisiana Purchase, a new Orleans-based group. They were all enjoyable. In addition to the awards listed in R&R last week, **Sandra Freels** received the Humanitarian Award and the Pioneer Award went to **Malaco Records' Dave Clark**.



KMJM/ST. LOUIS PRESENTS ROSES FROM RICHIE — Pictured from left to right backstage after a recent performance are: Tony Gray, PD KMJM; Majic 108 FM female winner, and Motown's Lionel Richie presenting two dozen red roses.



"SANTA BABY"

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Black Radio Picture Page



WBMX GOES EUROPEAN — Daniel Domo (left), PD of Megahertz, 103FM/Orleans, France, and 103FM air personality JoAnne Telsher (center), a native Chicagoan, stopped by the WBMX studios to see how it's done. Steve Gunn is the WBMX personality in the photo.



WZAK OPENS FOR KOOL — Robert "Kool" Bell of Kool & the Gang is pictured watching WZAK PD Lynn Tolliver Jr. doing his show. Kool is pictured at left, and the other guy is Tolliver before his recent haircut.



FM92 WELCOMES LIONEL TO NASHVILLE — Following a concert at Middle Tennessee State University's Murphy Center, Lionel Richie (middle) posed for this picture with WMAK-FM (FM92) Asst. PD Doug Ellis (left) and 7-midnight personality Kennetha.



WILD PREVIEWS NEW JINGLE PACKAGE — Boston-based Continental Recording has developed a special Urban Contemporary 15-cut jingle package for WILD. Previewing the jingles at the WILD studios are (l-r) Production Manager Jim Julian, PD Elroy R.C. Smith, President/GM Kendell Nash, and Continental Recording's Dan Flynn.



KACE PICK TO KLIQUE — MCA's Klique dropped by KACE/Los Angeles recently. Pictured (l-r) are MCA's Louil Silas, group's Isaac Suthers, KACE PD Alonzo Miller, and group's Debbie Hunter and Howard Huntsberry.

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Current Issue #44 features KIIS/Rick Dees, KLOS/Shana, KPRZ/Gary Owens, KFRC/Dr. Don Rose's 10th Anniversary Show, WLOL-FM/Hines & Bergland, Seattle's AOR KZOK, San Diego's soft AOR KIFM, and Rochester's CHR Battle — WPXY vs. WHFM vs. WMJQ, plus WBBM-FM/Don Geronimo's first night. 90-minute cassette, \$5.50.

Classic Issue #C-37 features KHJ/Charlie Tuna-1978, KMET/Mary Turner-1975, KRLA/Art Laboe-1978, KFWB/Roger Christian-1967, KCBC/Shotgun Tom Kelly & Rich Brother Robbin-1973, WNBC/Cousin Brucie-1976, KRLA/Dick Biondi-1966, and KHJ/Robert W. Morgan-1973. Cassette, \$10.50.

Special Issue #S-24 features Detroit & Kansas City! From Detroit, A/C's WOMC, WNIC, WMJC & WCZY, CHR's WHYT & WABX, AOR's WLLZ & WRIF, Urban WDRQ, & Black WJLB. Kansas City CHR KBEQ, AOR KYYS and A/C's WHB, KMBZ and KLSI. Cassette, \$5.50.

Other recent special issues still available, including #S-20 (Washington/Baltimore) and #S-22 (San Jose-San Francisco) at \$5.50 each. Subscriptions are available to all three services. Write or call for more information.

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Opportunities

Openings

EAST

Update New York's top rated CHR. 50kw WRCK seeks qualified parttimers. Jim Reitz (315) 797-1330. EOE M/F (12-2)

A/C small resort area morning announcer/newscaster. Must be knowledgeable in newswriting. Will consider beginner. T&R: Joe Flard, WRHD, Box 866, Riverhead, NM 11901. (12-2)

Washington's WEZR has rare fulltime on air opening. Join a quality station in a top-10 market. Rush T&R: Chuck Tyler, WEZR, 10380 Democracy Ln, Fairfax, VA 22030. EOE M/F (12-2)

Stephen King's WZON has immediate news opening. Experience preferred. Also accepting T&R's for future CHR jocks. John Marshall, Box 921, Bangor, ME 04401. EOE M/F (12-2)

Dominant station in northern NH seeks experienced morning drive personality. T&R: GM, WMOU-FM, Box 489, Berlin, NH 03570. EOE M/F (11-25)

PM-drive position. Great station & benefits. T&R: WLBR, Box 1270, Lebanon, PA 17042. EOE M/F (11-25)

WDRG/Hartford seeks parttime for winter vacation relief. Light/tight/bright communicators please. T&R: 869 Blue Hills Ave., Bloomfield, CT 06002. EOE M/F (11-25)

Major new 50kw CHR FM looking for ND. T&R: Curt Hansen, 30 Cottage St., New Haven, CT 06511. EOE M/F (11-25)

17.5kw non-commercial FM seeks Manager/Teacher of Broadcasting. Resume/refs.: Raymond E. Clarke, Kent County Public Schools, Washington Ave., Chestertown, MD 21620. EOE (11-25).

WMAJ/State College seeks outgoing, warm & friendly A/C morning man/PD. Beautiful location. Fast growing market. T&R: Joe Trimarchi, GM, Box 888, State College, PA 16804. (11-25)

Openings

SOUTH

Experienced small market ND wanted. Good salary & benefits. Near DC. T&R: 325 Wye Mill Ct., Gaithersburg, MD 20879. EOE (12-2)

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WIXV (195)/Savannah seeks future jocks. Minorities encouraged. T&R: Todd Martin, WIXV, Box 876, Savannah, GA 31498. EOE M/F (12-2)

Openings

KNIN/Wichita Falls, TX seeks anchor/reporter. T&R: Cecelia Mason, Box 787, Wichita Falls, TX 76307. EOE. (12-2)



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News person & overnight air personality needed for north TX top rated CHR. Need both immediately. T&R: Chuck Beck, KKQV, Box 4327, Wichita Falls, TX 76308. EOE M/F (12-2)

KVET & KASE seek an experienced news anchor/reporter. T&R: Larry Clark, Box 380, Austin, TX 78767. EOE (12-2)

Top notch sunbelt operation has opening for experienced personality for evening shift. T&R: Darrell Ward, KYXX, Box 3509, Odessa, TX 79760. (12-2)

New High Power AM, Houston Area, looking for Adult Contemporary Program Director. Must be mature with at least medium market experience, good track record. KTUN, 121 West First, Suite D, Humble, Texas 77338, contact Mike Keller. EOE M/F

New A/C needs middays/production. Good benefits, great company. T&R, salary req.: Bob Payton, Magic 100 FM, Box 1055, Selma, AL 36702. EOE M/F (12-2)

MIDWEST

WKAU Appleton/Oshkosh CHR seeks entertainers with solid production. No beginners. T&R: Ron Ross, WKAU, 1765 Block Rd., Kaukauna, WI 54130. EOE M/F (12-2)

KBMR seeks experienced, good copywriter/production director. Ambitious/creative/good organization. T&R, scripts: Blaine Hellman, Box 1233, Bismarck, ND 58502. EOE M/F (12-2)

Openings

Great small market station need production/personality evenings. Good benefits. T&R: Dennis Conrad, KLIX, Box 1259, Twin Falls, ID 83303. (208) 733-1310. EOE M/F (12-2)

WDAY 970 AM RADIO

Production pro needed for one of America's pioneer stations. If you're interested in showcasing your talent in a highly competitive market, then join the team in Fargo. Rush T&R to: Charlie Harrigan, WDAY Radio, P.O. Box 2466, Fargo, ND 58108. EOE M/F

WTHI-HI99 has opening for mature experienced middle try jock. Good production a must. T&R: Barry Kent, P.O. St., Terre Haute, IN 47808. EOE M/F (12-2)



MIDWEST RADIO GROUP

Looking for program director. Kasselbaum Radio Group is looking for a PD for its Topeka, KS station WREN. The market is 180,000, the station is an Oldies format. The person we seek should have experience, aggressiveness and drive. If he or she is looking for a challenge and wants to be associated with a growing group, please send resume and air check of your work to: Gary Dick, WREN, 1001 Fillmore, Topeka, KS 66604. EOE M/F

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TRANSTAR
is growing

Top air talent sought to grow with our new Los Angeles-based satellite delivered formats. AC/CHR & Modern Country pros should forward tape & resume immediately to: Michael Harvey, Transtar Radio Network, 615 Brookside, Colorado Springs, CO 80907. No calls. EOE M/F

Opportunities

Openings

106.5 KCI

Kansas City's Best Rock . . . is looking for an air person who can entertain within format guidelines. AOR or CHR experience a must! Send T&R to: Dave Popovich, 4722 Broadway, Kansas City, MO 64112. EOE M/F

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Urban Contemporary in one of America's top five radio markets is looking for talented personality for mornings. Potential is as important as experience. Good pay, great benefits. T&R to: Radio & Records, 1930 Century Park West, #585, Los Angeles, CA 90067. EOE M/F

Looking for professional attitude & warmth. Weekends, A/C. T&R: A.J. Morgan, KLYD-FM, Box 1499, Bakersfield, CA 93302. EOE M/F (12-2)

Northern Nevada's Country authority (Reno market) is looking for a morning announcer with minimum 3 years experience. Experience must be in morning drive on Country format. Company offers excellent benefits. Send salary requirements plus T&R to: Stacey Giomi, KKBC-FM, 1937 N. Carson St., #227, Carson City, NV 89701. No calls. EOE

Openings

Central Coast CHR needs an experienced morning man. T&R: Johnny Morgan, KIDD, Box 1799, Monterey, CA 93940. EOE M/F (12-2)

Las Vegas with 22 radio stations can be your home. T&R: Dave Anthony, KLUC, Box 14805, Las Vegas, NV 89114. EOE M/F (12-2)

Unique radio & TV advertising products. Cable media buyer, audio/visual slide presentations, broadcast copywriting. Larry Morris (213)-508-6355. (12-2)

WANT TO DO MORE THAN SPIN RECORDS?



Our nationwide, fast growing and progressive entertainment company affords you the opportunity to grow! With us, "Disc Jockeys" are not a commodity; they're highly paid, highly regarded entertainers who evoke positive interaction with our customers. Personality and on-stage/on-air experience are musts. Sun Belt locations. Excellent compensation and benefits. Paid training program. Send resume, video performance tape or audio air check to: John Brejot, Operations Manager, 1900 Yorktown, Suite 100, Houston, TX 77056.

Openings

Colorado AOR seeks production pro. Take charge position. Great working conditions. T&R: KILO, Rich Hawk, Box 2080, Colorado Springs, CO 80901. EOE M/F (12-2)

COASTAL CALIFORNIA AM/FM

Is looking for two talented people. One person will act as both promotions and production director. The other candidate will act as news director. Send tapes and resumes to: Radio & Records, 1930 Century Park West, #584, Los Angeles, CA 90067.

News reporter, fulltime position open at KJR. Minimum 1 yr. commercial on-air experience. T&R: KJR, Box 3726, Seattle, WA 98124. (12-2)

Positions Sought

Top AOR personality with 8 yrs. major market experience presently at KZAP, p/t. Looking for fulltime MD/on-air. Call BILL ASAP (916) 972-7975. (12-2)

MD, top ratings in 12-station market. CHR. Call mornings, (417) 781-2235. (12-2)

Available now: Air talent with solid production, 4 yrs. experience seeks position in medium, top-100 market. Call DON ELLIOTT, (303) 356-5288. (12-2)

SF Bay newsmen with 7 yrs. experience. Aggressive self-starter committed to quality. Excellent writing, production, ad-lib. (415) 858-0745 evns. (12-2)

College grad. 2 yrs. CHR & AOR experience at medium market leader seeks fulltime in small or medium market. KENT, after 6pm. (806) 383-9338. (12-2)

Announcer with extensive experience in a variety of easy listening/BM formats in majors seeks position in med/major markets. (714) 628-6885. (12-2)

WHATEVER HAPPENED... to all the GM's, and PD's who said "WHATEVER HAPPENED TO ALL THE PERSONALITY-COMMUNICATORS?" 19-yr veteran now available in Chicago. Formerly WIBC, KBEQ, WCOL, WJEZ, KIOA, and Satellite Music Network. Will relocate. (312) 246-5327 Anytime.

Female jock with 3 yrs. experience. Good production, research knowledge. Leave message with PHYLLIS, mornings. (312) 676-3300. (12-2)

Lifestyle feature writer. I write & produce interesting, witty, & informative radio features. Samples available. Call (213) 530-1385. (12-2)

Uptempo female, 3 yrs. Tight board, excellent pipes, humor, creative production & copy. Proven numbers. Loves to work. AC/CHR/AOR. KAZ (317) 962-5258. (12-2)

14 yr. pro: St. Louis, Memphis, Columbus, & Louisville. Uptempo CHR personality. For nights or PM drive in top-50 market. TOM (812) 945-3315. (12-2)

PBP? Don't hire yet. Five yrs. experience. Call collect. FRANK (505) 325-7623. (12-2)

Newsmen, 15 yrs. experience wants medium-major market slot. About \$18g's to start as ND or reporter. Call RON (607) 433-2449. (12-2)

LEE SHANNON

1980 CMA D.J. OF THE YEAR. Experienced PD, MD. Formerly at WIRE (12½ years), WQIK, WHOO and most recently KSON. Looking for personality station. AVAILABLE NOW!!! (317)342-0045 or 342-0383.

Near Oklahoma? Available now! 3 yrs. experience in A/C, Country, CHR. Top-60 weekender. Satellite, computers, programmer. Brian Harwell. (918) 756-0919. (12-2)

Talented newcomer trained as a newsmen & talk show host eager for job in New Orleans, Texas, NM, or AZ area. ELLIE (312) 538-8492. (12-2)

Broadcast graduate seeks fulltime job as announcer. Responsible, dependable, hard worker. Any format acceptable. MW preferred. JEFF ALLEN (312) 389-0882. (12-2)

8 yrs. experience Country air personality with engineering background. Now in top 100 market. Seeks airshift. Call TIM (319) 322-0468. (12-2)

WYNY, NY; KBLX, WOIC Columbia. JAMES WALSTON is available. 7-Mid announcer. #1 in market. 19.1 rating last period. Will consider all markets. (212) 345-3158. (12-2)

Talented sportscaster/news reporter seeks challenging news or sports position. Excellent writing/delivery. Colorful PBP. BA Journalism. KEVIN (913) 827-2383.

Positions Sought

Experienced Portland announcer seeking fulltime employment. Excellent track record. For your team, call (503) 771-9224. GREGG. All offers considered. (12-2)

ATTENTION FLORIDA PROGRAM DIRECTORS!

St. Petersburg, Melbourne, West Palm Beach, Jacksonville and Sarasota. I can bring you ratings in A/C and CHR formats through personality and promotions. I'm a team player that wins! Call GARY PADFIELD after 5:00pm (CST) (715)839-7902.

Radio personality. Experienced with small market morning drive. Seeking medium market station. Receptive to any format & shift. DANIEL A. RENTON (517) 485-1671. (12-2)

Got an opening? I've got the talent and experience for the great northeast. Please help me move up. Call JIM at (518) 346-0442. (12-2)

Changes

RADIO

William L. Conklin named Account Executive, Mutual Broadcasting/New York.

Peggy McCormick joins the sales staff at KMMM/Austin.

Mark Midkiff joins the sales staff at KMMM/Austin.

Stephen Hester joins the sales staff at KMMM/Austin.

Parker Trewin appointed Account Executive at KINK/Portland.

RECORDS

Carol Tumminello has been appointed Manager, Branch Fuirds, CBS Marketing Services/New York.

Peter Baron appointed Manager, Video Services, Arista Records/New York.

Jeanne Irby named Special Project Coordinator/Singles Specialist, WEA/Philadelphia.

Miscellaneous

Fine collection of oldies for sale. Wide range of artists, many over 50 years old. Faye Harris, (213) 653-0223. (12-2)

Dates appearing at the end of each listing signify first week listed.

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 by phone. R&R will accept classifieds by telephone Monday & Wednesday 3-5pm; Thursday & Friday 9am-5pm.

	Frequency Rates*		
	1 Week	2 Weeks	3 Weeks
	\$20.00	\$35.00	\$50.00

*Must run consecutive weeks.

Payable In Advance

Orders must be typewritten or printed and must be accompanied by check.

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

Deadline for all Opportunities ads is noon (Pacific Time) Thursday.

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

New San Francisco Radio Station Needs

PERSONALITIES All Day Parts

If you have fun, communicate one-on-one and don't need liner cards to sell yourself and the music . . . we need you!

Rush

Tapes & Resumes to:

RICK SADLE

c/o **KLOK**

RADIO 1170

P.O. Box 21248

San Jose, CA 95151

(No Calls Please)

EOE M/F

THE
YEAR-END SPECIAL

R&R

RADIO & RECORDS

'83 IN REVIEW



Year-end charts
for every format

Monthly news capsules

GET IT ALL
IN THE
DECEMBER 9th R&R

The Music Section

National Music Formats Added This Week

Peters Productions, Inc.

Debbie Welsh (619) 565-8511

Country Lovin'

NITTY GRITTY DIRT BAND "Dance Little Jean"
RICKY SCAGGS "Don't Cheat In Our Hometown"
DON WILLIAMS "Stay Young"

The Great Ones

O. NEWTON-JOHN & J. TRAVOLTA "Take A Chance"
CULTURE CLUB "Karma Chameleon"
SHEENA EASTON "Almost Over You"
CAROLE KING "Crying In The Rain"

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

CULTURE CLUB "Karma Chameleon"
MOTELS "Remember The Night"
NAKED EYES "When The Lights Go Out"
KOOL & THE GANG "Joanna"

TM A/C

LINDA RONSTADT & N. RIDDLE ORCHESTRA
"What's New"
CULTURE CLUB "Karma Chameleon"
LIONEL RICHIE "Running With The Night"
RAY PARKER JR. "I Still Can't Get Over Loving You"

TM Country

EDDIE RABBITT "Nothing Like Falling In Love"
RICKY SCAGGS "Don't Cheat In Our Hometown"
REBA McENTIRE "There Ain't No Future"
KATHY MATTEA "Street Talk"
DARRELL CLANTON "Lonesome 7-7203"

BPI

John Iles (800) 426-9082

Adult Contemporary

LIONEL RICHIE "Running With The Night"

Country Living

DAN SEALS "You Really Go For The Heart"
DON WILLIAMS "Stay Young"
RICKY SCAGGS "Don't Cheat In Our Hometown"
REX ALLEN JR. "The Air That I Breathe"
DAVID WILLS "Miss Understanding"

Drake-Chenault

Bob Laurence (213) 883-7400

XT-40

DeBARGE "Time Will Reveal"
SPANAU BALLETT "Gold"
STRAY CATS "I Won't Stand In Your Way"
ROBERT PLANT "In The Mood"
FIXX "The Sign Of Fire"

Contempo 300

SPANAU BALLETT "Gold"
GENESIS "That's All"
CULTURE CLUB "Karma Chameleon"

Great American Country

KENNY ROGERS "You Were A Good Friend"
DON WILLIAMS "Stay Young"
LOUISE MANDRELL "Runaway Heart"
CHARLY McCLAIN "Sentimental Ol' You"
RICKY SCAGGS "Don't Cheat In Our Hometown"

Transtar

Chick Watkins (303) 578-0700

ELTON JOHN

"I Guess That's Why They Call It The Blues"
MICHAEL JACKSON "P.Y.T. (Pretty Young Thing)"

Century 21

Greg Stephens (214) 934-2121

The Z Format

GENESIS "That's All"
BARRY MANILOW "Read 'Em And Weep"
MOTELS "Remember The Nights"
CULTURE CLUB "Karma Chameleon"
TALKING HEADS "This Must Be The Place"
NIGHT RANGER "(You Can Still) Rock In America"
REAL LIFE "Send Me An Angel"
FIXX "The Sign Of Fire"

The A/C Format

RONNIE MILSAP "Show Her"
NICK HEYWARD "Whistle Down The Wind"
LIONEL RICHIE "Running With The Night"
CULTURE CLUB "Karma Chameleon"
JIMMY BUFFETT "One Particular Harbour"

Super-Country

REX ALLEN JR. "The Air That I Breathe"
DARRELL CLANTON "Lonesome 7-7203"
EXILE "Woke Up In Love"
EDDIE RABBITT "Nothing Like Falling In Love"
STATLER BROTHERS "Elizabeth"
DON WILLIAMS "Stay Young"

Tanner Musical Spectrum

Kenny Bosak (901) 320-4433

Bright Blue A/C

CULTURE CLUB "Karma Chameleon"
RONNIE MILSAP "Show Her"
STRAY CATS "I Won't Stand In Your Way"

Tanner Country

MERLE HAGGARD "That's The Way Love Goes"
GARY MORRIS "Why Lady Why"
KENNY ROGERS "You Were A Good Friend"
EMMYLOU HARRIS "Drivin' Wheel"
DAVID WILLS "Miss Understanding"
GENE WATSON "Drinkin' My Way Back Home"

Red Satin Rock

ROMANTICS "Talking In Your Sleep"
LIONEL RICHIE "Running With The Night"
RAY PARKER JR. "I Still Can't Get Over Loving You"
GENESIS "That's All"

Radio Arts

John Benedict (213) 841-0225

Country's Best

DON WILLIAMS "Stay Young"
SYLVIA "I've Never Quite Got Back (From Loving You)"
RICKY SCAGGS "Don't Cheat In Our Hometown"

Soft Contemporary

SHEENA EASTON "Almost Over You"

Sound 10

SHEENA EASTON "Almost Over You"
CULTURE CLUB "Karma Chameleon"

Satellite Music Network

George Williams (214) 343-9205

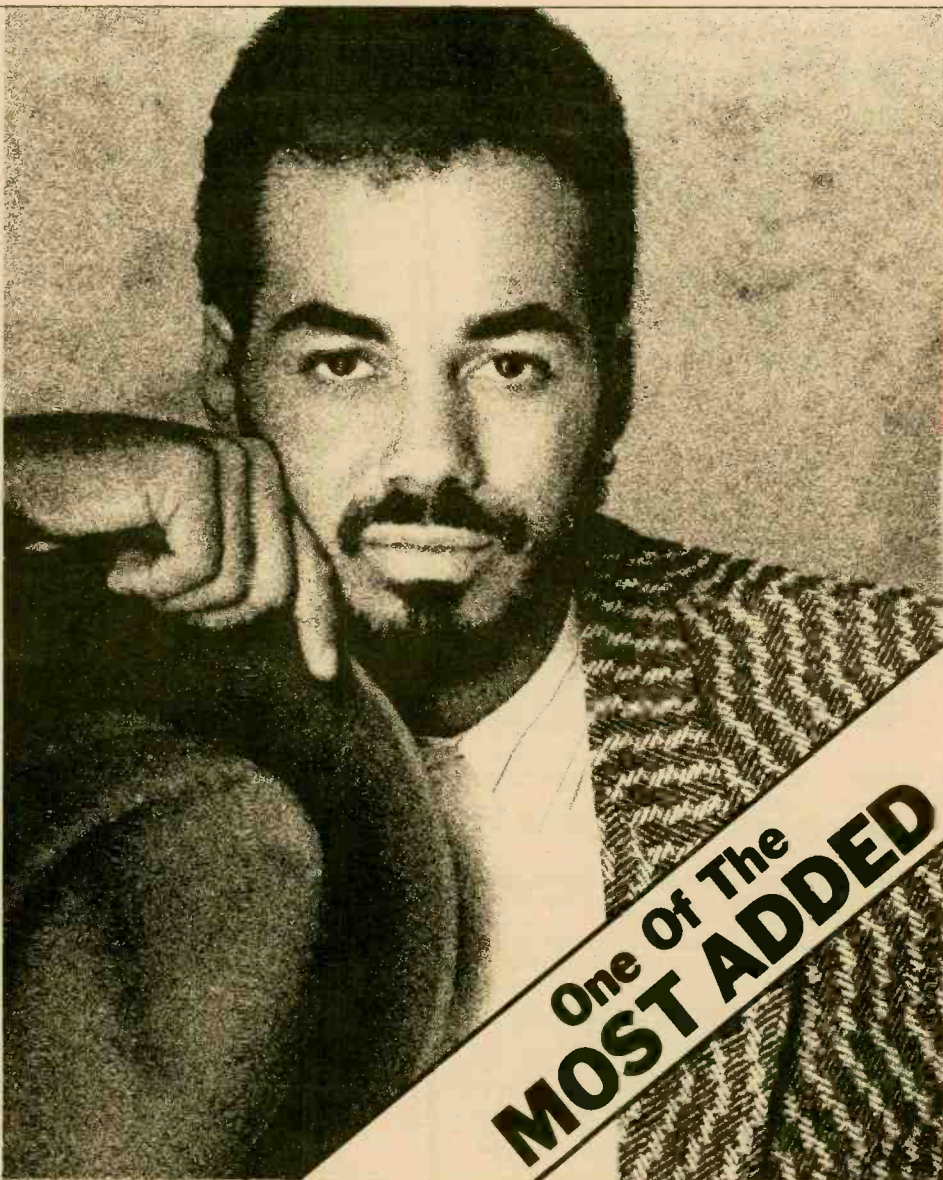
The Starstation

RAY PARKER JR. "I Still Can't Get Over Loving You"
CULTURE CLUB "Karma Chameleon"
NEIL SEDAKA w/DARA SEDAKA
"Your Precious Love"

Country Coast-To-Coast

DAVID WILLS "Miss Understanding"
DON WILLIAMS "Stay Young"
RICKY SCAGGS "Don't Cheat In Our Hometown"
SYLVIA "I've Never Quite Got Back (From Loving You)"
REBA McENTIRE "There Ain't No Future"

THE GREAT ESCAPE




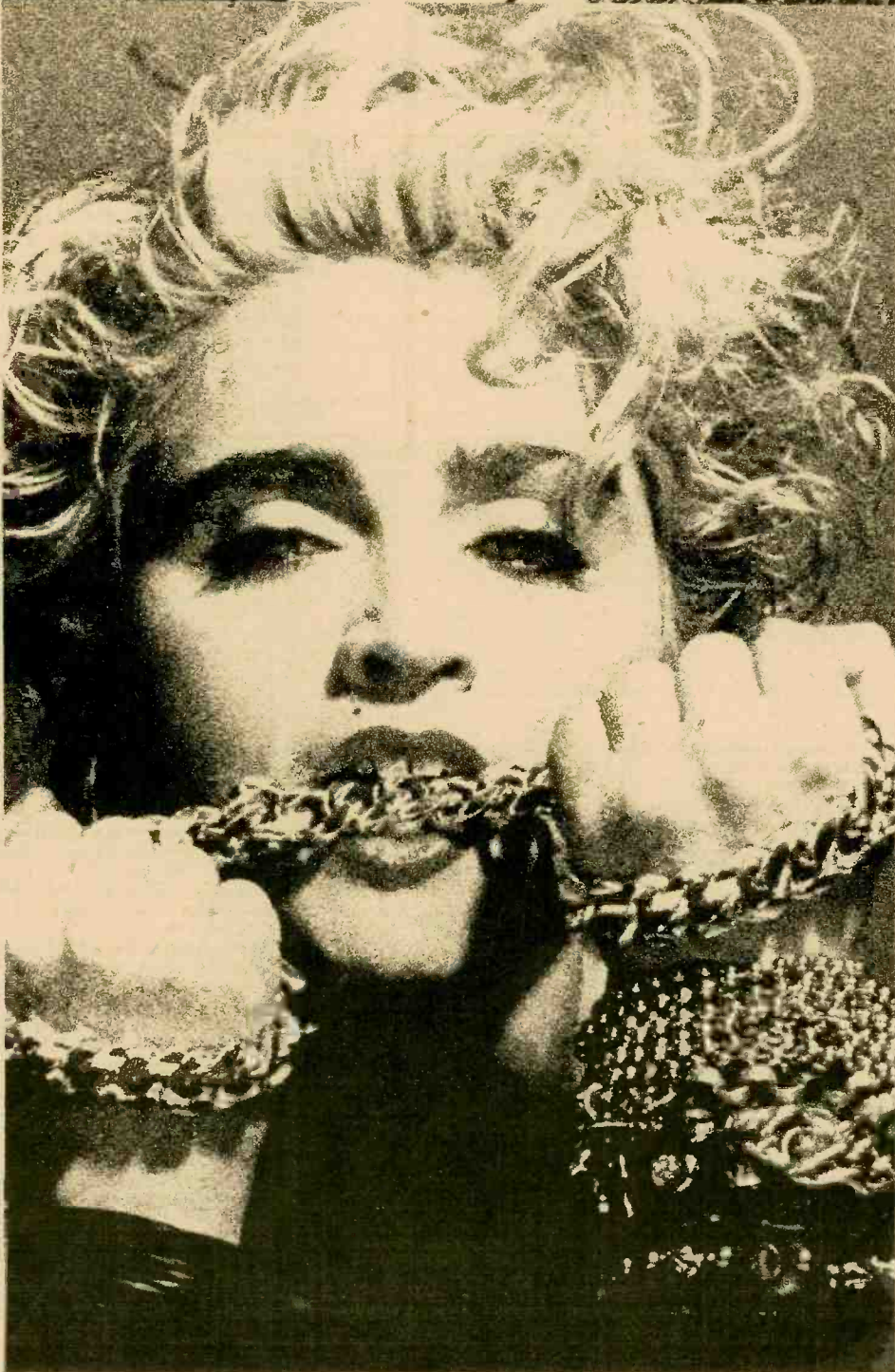
One of The
MOST ADDED

WRAP
THESE
hot
NEW
HITS
AROUND
YOUR
PLAYLIST

JAMES INGRAM

"Yah Mo B There"
(with Michael McDonald)

Produced by Quincy Jones for 



MADONNA

"Holiday"
Produced by John "Jellybean"
Benitez for Jellybean
Productions, Inc.



© 1983 Warner Bros. Records Inc.



Regional Adds & Hots

Summary table with columns: MOST ADDED, EAST, HOTTEST, MIDWEST, SOUTH, WEST, HOTTTEST. Lists stations and their top artists.

Main table of regional adds and hots, organized by region (EAST, MIDWEST, SOUTH, WEST) and station. Lists station call letters, city, and the artist/album.

Table of 149 total reports and 139 current reports. Lists station call letters, city, and the artist/album.

Hottest Tracks: "Radio Lover" (Epic) GEORGE JONES. COUNTRY ALBUMS: JOHN ANDERSON - All The People Are Talkin' - (WB)...

BARBARA MANDRELL - Spun Gold - (MCA) "Overnight Sensation". MICHAEL MURPHEY - The Heart Never Lies - (Liberty)...

Most Requested: JOHN ANDERSON "Black Sheep" (WB). LARRY GATLIN & BROS. "Houston..." (Columbia)...



AOR / ALBUMS

Continued From the Back Page

This chart compiles data from reporting stations with a majority of listeners aged 12-24.

Three Weeks	Two Weeks	Last Week	December 2, 1983		170 REPORTERS				
					Total Reports	Heavy Rotation	Medium Rotation	Adds	Total Adds All Rotations
- 3	2	1	1	YES/90125 (Atco)	167+	163+	4-	0=	0=
3	4	3	2	GENESIS/Genesis (Atlantic)	168+	153+	15-	0-	0-
2	1	1	3	ROLLING STONES/Undercover (Rolling Stones/Atco)	167-	153-	14+	0=	0-
1	2	4	4	JOHN COUGAR MELLENCAMP/Uh-Huh (Riva/PolyGram)	164+	141-	23+	0=	2+
- 7	5		5	38 SPECIAL/Tour De Force (A&M)	159=	133+	26-	0=	0-
6	6	7	6	ROMANTICS/In Heat (Nemperor/CBS)	157+	111+	46-	0-	3-
4	5	6	7	HUEY LEWIS & THE NEWS/Sports (Chrysalis)	147-	108-	38-	0-	3=
-	-	8	8	DURAN DURAN/Seven And The Ragged Tiger (Capitol)	146+	114+	28-	3-	4-
-	10	9	9	BILLY IDOL/Rebel Yell (Chrysalis)	155=	61+	90-	3-	6-
-	34	16	10	TWO OF A KIND/Soundtrack (MCA)	140+	66+	66-	5-	17-
17	12	11	11	BLUE OYSTER CULT/The Revolution By Night (Columbia)	143+	45+	97-	1=	2-
10	9	10	12	EDDIE MONEY/Where's The Party? (Columbia)	141-	47+	91-	2+	9+
18	13	12	13	NIGHT RANGER/Midnight Madness (Camel/MCA)	133-	44+	89-	0-	1-
-	-	22	14	OZZY OSBOURNE/Bark At The Moon (CBS)	139+	39+	87+	9-	26-
28	19	14	15	ALAN PARSONS PROJECT/The Best Of The... (Arista)	136+	37+	97-	2-	2-
26	15	15	16	PAUL RODGERS/Cut Loose (Atlantic)	127+	35+	91-	1-	4=
8	11	13	17	BIG COUNTRY/The Crossing (Mercury/PolyGram)	103-	64-	39-	0-	1=
36	31	26	18	BOB DYLAN/Infidels (Columbia)	128+	27+	90+	7-	21-
25	20	19	19	STREETS/1st (Atlantic)	118+	27+	88-	1-	3-
24	17	17	20	ZZ TOP/Eliminator (WB)	116-	38+	75-	2=	2-
15	14	20	21	PETER SCHILLING/Error In The System (Elektra)	93-	47-	46+	0-	2-
-	37	31	22	U2/Under The Blood Red Sky (Island/Atco)	109+	21+	82+	5-	18-
5	8	18	23	PAT BENATAR/Live From Earth (Chrysalis)	81-	53-	28+	0=	0=
9	16	21	24	RAINBOW/Bent Out Of Shape (Mercury/PolyGram)	84-	33-	51=	0=	1=
14	22	25	25	POLICE/Synchronicity (A&M)	80-	46-	34-	0=	0-
23	23	23	26	DARYL HALL & JOHN OATES/Rock 'N Soul Part 1 (RCA)	93-	43-	49+	1-	1-
33	32	32	27	MOTLEY CRUE/Shout At The Devil (Elektra)	90+	16+	72+	1-	9-
7	18	24	28	MOTELS/Little Robbers (Capitol)	86-	29-	54+	3+	12+
20	26	28	29	DOORS/Alive, She Cried (Elektra)	87-	17-	70-	0=	1=
-	35	34	30	DON FELDER/Airborne (Elektra)	95+	7+	84+	4+	9=
13	25	30	31	ALDO NOVA/Subject... Aldo Nova (Portrait/CBS)	77-	27-	49-	1=	1-
12	24	27	32	QUIET RIOT/Metal Health (Pasha/CBS)	71-	30-	40-	0-	1=
27	27	35	33	CULTURE CLUB/Colour By Numbers (Virgin/Epic)	73-	42+	31-	0-	3+
14	21	29	34	SAGA/Heads Or Tales (Portrait/CBS)	72-	20-	52-	0=	1=
-	-	38	35	MANFRED MANN'S EARTH BAND/Somewhere In... (Arista)	79+	8+	68+	3-	8+
			DEBUT	RE-FLEX/The Politics Of Dancing (Capitol)	80+	4+	58+	17+	31+
22	28	33	37	KISS/Lick It Up (Mercury/PolyGram)	62-	14-	46-	2+	6+
21	29	37	38	SURVIVOR/Caught In The Game (Scotti Bros./CBS)	50-	17-	33-	0=	1+
37	36	39	39	PAUL McCARTNEY/Pipes Of Peace (Columbia)	51-	26+	24-	1+	1=
16	30	36	40	JACKSON BROWNE/Lawyers In Love (Asylum)	47-	20-	27-	0=	1+

BREAKERS

This data reflects reporting stations with a majority of listeners aged 12-24.

DON FELDER
Airborne (Elektra)

"Bad Girls." 56% of our 12-24 reporters on it. Total reports: 95. Hot 7, Medium 84, Extra Adds 4, Total Adds 9. Moves 34-30 on the AOR Albums chart.

NEW & ACTIVE

This data reflects reporting stations with a majority of listeners aged 12-24.

- ✓ HEADPINS/Line Of Fire (Solid Gold/MCA) "Just One More Time"
Total Reports: 61(50)/Total Adds: 13(12); Hots: 3(3)/Hot Adds: 0(0); Mediums: 48(40)/Medium Adds: 6(5)/Extra Adds: 7(7).
- ✓ HEAVEN/Where Angels Fear To Tread (Columbia) "Rock School"
Total Reports: 60(43)/Total Adds: 18(14); Hots: 1(0)/Hot Adds: 0(0); Mediums: 47(35)/Medium Adds: 7(8)/Extra Adds: 11(6).
- SIMON TOWNSHEND/Sweet Sound (21/PolyGram) "I'm The Answer"
Total Reports: 60(58)/Total Adds: 5(11); Hots: 4(3)/Hot Adds: 0(0); Mediums: 54(48)/Medium Adds: 3(4)/Extra Adds: 2(7).
- KIM CARNES/Cafe Racers (EMI America) "Invisible Hands"
Total Reports: 51(45)/Total Adds: 8(12); Hots: 3(3)/Hot Adds: 0(0); Mediums: 42(34)/Medium Adds: 2(5)/Extra Adds: 6(7).
- ✓ ALCATRAZZ/No Parole From Rock & Roll (Rocshire) "Island In The Sun"
Total Reports: 45(37)/Total Adds: 11(11); Hots: 0(0)/Hot Adds: 0(0); Mediums: 35(28)/Medium Adds: 1(5)/Extra Adds: 10(6).

MOST ADDED

- All Stations
- Re-Flex (33)
 - Jump 'N The Saddle (31)
 - "Curly" (31)
 - Ozzy Osbourne (27)
 - Bob Dylan (21)
 - Vandenberg "Friday" (21)

HOTTEST

- All Stations
- Yes (171)
 - Genesis (165)
 - Rolling Stones (161)
 - John C. Mellencamp (148)
 - 38 Special (135)

- RICK SPRINGFIELD/Living In Oz (RCA) "Souls"
Total Reports: 41(41)/Total Adds: 5(4); Hots: 11(10)/Hot Adds: 0(0); Mediums: 26(29)/Medium Adds: 1(2)/Extra Adds: 4(2).
- ✓ FIXX/Reach The Beach (MCA) "The Sign Of Fire"
Total Reports: 38(32)/Total Adds: 10(10); Hots: 10(9)/Hot Adds: 1(0); Mediums: 24(20)/Medium Adds: 5(7)/Extra Adds: 4(3).
- GIRLSCHOOL/Play Dirty (Mercury/PolyGram) "Play Dirty"
Total Reports: 38(36)/Total Adds: 9(18); Hots: 1(0)/Hot Adds: 0(0); Mediums: 29(24)/Medium Adds: 3(8)/Extra Adds: 6(10).
- KROKUS/Headhunter (Arista) "Stayed Awake All Night"
Total Reports: 36(36)/Total Adds: 3(2); Hots: 3(5)/Hot Adds: 0(0); Mediums: 32(30)/Medium Adds: 2(1)/Extra Adds: 1(1).
- ✓ ADAM ANT/Strip (Epic) "Strip"
Total Reports: 34(26)/Total Adds: 11(21); Hots: 5(3)/Hot Adds: 0(0); Mediums: 22(12)/Medium Adds: 6(10)/Extra Adds: 5(11).
- ✓ ABC/Beauty Stab (Mercury/PolyGram) "That Was Then, But This Is Now"
Total Reports: 32(14)/Total Adds: 18(9); Hots: 5(2)/Hot Adds: 1(0); Mediums: 15(6)/Medium Adds: 7(3)/Extra Adds: 10(6).
- TALKING HEADS/Speaking In Tongues (Sire/WB) "This Must Be The Place"
Total Reports: 28(26)/Total Adds: 5(2); Hots: 5(8)/Hot Adds: 0(0); Mediums: 20(16)/Medium Adds: 2(1)/Extra Adds: 3(1).
- DOKKEN/Breaking The Chains (Elektra) "Breaking The Chains"
Total Reports: 28(26)/Total Adds: 3(0); Hots: 11(12)/Hot Adds: 0(0); Mediums: 16(14)/Medium Adds: 2(0)/Extra Adds: 1(0).

Station Listings . . . See Page 48



KDWB/Minneapolis (812) 739-4000
Host: Dave Hamilton
Asst: Pat Jack Hicks

WIBA/Madison (608) 274-5450
Host: Dave Erwin
Notable: Quiet Riot, Police, John Cougar Mellen

WFBO/Indianapolis (317) 257-7565
Host: Alan Demaris
Notable: Peter Schilling, Rolling Stones, Huey Lewis

WFCB/Flint (313) 744-1570
Host: Mark Miller
Notable: Quiet Riot, Police, John Cougar Mellen

WFBQ/Indianapolis (317) 257-7565
Host: Alan Demaris
Notable: Peter Schilling, Rolling Stones, Huey Lewis

WFBQ/Indianapolis (317) 257-7565
Host: Alan Demaris
Notable: Peter Schilling, Rolling Stones, Huey Lewis

WLMV/Chicago (312) 440-5270
Host: Steve Scola
Notable: Peter Schilling, Rolling Stones, Huey Lewis

WVOT/Toledo (419) 248-3377
Host: Terry Sullivan
Notable: Quiet Riot, Police, John Cougar Mellen

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Host: Terry Sullivan
Notable: Quiet Riot, Police, John Cougar Mellen

WVOT/Toledo (419) 248-3377
Host: Terry Sullivan
Notable: Quiet Riot, Police, John Cougar Mellen

WEST MOST ADDED
Ozy Osbourne (9)
VandenBerg "Friday" (8)
Re-Flex (8)
Jump 'N The Saddle "Curly" (7)
Bob Dylan (7)

HOTTEST
Genesis (45)
Rolling Stones (44)
Yes (44)
John C. Mellencamp (41)
38 Special (33)

Parallel One
KFOG/San Francisco (415) 885-1045
Host: Dave Logan
Notable: Peter Schilling, Rolling Stones, Huey Lewis

Parallel Two
WVQI/Columbus (614) 224-1271
Host: Pat Still
Notable: Quiet Riot, Police, John Cougar Mellen

Parallel Three
WYER/MT. Carmel (513) 262-5111
Host: Paul Viton
Notable: Quiet Riot, Police, John Cougar Mellen

WEST MOST ADDED
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VandenBerg "Friday" (8)
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Host: Paul Viton
Notable: Quiet Riot, Police, John Cougar Mellen



KID CREOLE & COON... KZKZ/Seattle (206) 223-3911

KPMI/San Diego (619) 565-8006... KZKZ/Seattle (206) 223-3911

KGON/Portland (503) 855-9181... KZKZ/Seattle (206) 223-3911

KCAL/San Bernardino (714) 825-5020... KZKZ/Seattle (206) 223-3911

Parallel Two... KZKZ/Seattle (206) 223-3911

KEZE/Spokane (509) 448-1000... KZKZ/Seattle (206) 223-3911

KRSP/Salt Lake City (801) 262-5541... KZKZ/Seattle (206) 223-3911

KIDQ/Boise (208) 336-0939... KZKZ/Seattle (206) 223-3911

KSPN/Aspen (303) 925-5776... KZKZ/Seattle (206) 223-3911

KFMF/Chico (916) 343-8461... KZKZ/Seattle (206) 223-3911

KMEL/San Francisco (415) 391-9400... KZKZ/Seattle (206) 223-3911

KROO/Pasadena (213) 578-0830... KZKZ/Seattle (206) 223-3911

KROQ/San Francisco (415) 765-4036... KZKZ/Seattle (206) 223-3911

KZEL/Eugene (503) 484-4304... KZKZ/Seattle (206) 223-3911

KREM/Spokane (509) 448-2000... KZKZ/Seattle (206) 223-3911

KILO/Colorado Springs (303) 634-8896... KZKZ/Seattle (206) 223-3911

KZKZ/Seattle (206) 223-3911... KZKZ/Seattle (206) 223-3911

Parallel Three... KZKZ/Seattle (206) 223-3911

KOZZ/Reno (702) 329-9261... KZKZ/Seattle (206) 223-3911

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KZKZ/Seattle (206) 223-3911... KZKZ/Seattle (206) 223-3911

The following stations failed to report this week and therefore their playlists were frozen: WDAH/North Jersey, WFLR/New Haven, Q107/Toronto, KISS/San Antonio, WNOR/Norfolk, WRXL/Richmond, WYNF/Tampa, KZWB/Minneapolis, WXR/Toronto, WYFE/Rockford, KEZE/Spokane. The following stations reported frozen playlists this week: KTXQ/Dallas, WCPZ/Sandusky, WLPJ/Chicago, CTV/Winnipeg, KGB/San Diego, KPRI/San Diego, KIDO/Boise, KRQR/San Francisco.

(Re-Flex continued)

(Romantics continued)

(Peter Schilling continued)

LIONEL RICHIE
Running Rich... (Motown)
LP: Can't Slow Down

Regional: 191/23 83% National Summary
DEBUTS 7
S 754
M 868
W 968

30

Regional	191/23	83%	National Summary
DEBUTS	7		
S	754		
M	868		
W	968		

LINDA RONSTADT & THE NELSON RIDDLE ORCH.
What's New (Asylum)
LP: What's New

Regional: 50/6 22% National Summary
DEBUTS 5
S 248
M 248
W 228

N & A

SHANNON
Let The Music... (Mirage/Atco)

Regional: 68/25 29% National Summary
DEBUTS 1
S 298
M 298
W 298

N & A

RICK SPRINGFIELD
Souls (RCA)
LP: Living In Oz

Regional: 191/4 83% National Summary
DEBUTS 3
S 784
M 868
W 894

15

TALKING HEADS
This Must Be... (Sire/WB)
LP: Speaking In Tongues

Regional: 65/13 28% National Summary
DEBUTS 3
S 294
M 324
W 324

N & A

BREKKE WILDER
Break My... (Private I/CBS)
LP: I Don't Speak The Language

Regional: 180/22 78% National Summary
DEBUTS 21
S 838
M 838
W 768

24

ROLLING STONES
Undercover Of The Night (Rolling Stones/Atco)
LP: Undercover

Regional: 209/3 91% National Summary
DEBUTS 3
S 934
M 934
W 854

13

RUFUS & CHAKA KHAN
Ain't Nobody (WB)
LP: Rufus & Chaka Live...

Regional: 189/4 73% National Summary
DEBUTS 10
S 804
M 814
W 784

22

SPANDAU BALLET
Gold (Chrysalis)
LP: True

Regional: 152/19 66% National Summary
DEBUTS 29
S 644
M 654
W 654

BREAKER

STRAY CATS
I Won't Stand... (EMI America)
LP: Rant 'N' Rave

Regional: 154/5 67% National Summary
DEBUTS 12
S 564
M 564
W 764

32

BONNIE TYLER
Take Me Back (Columbia)
LP: Faster Than The Speed...

Regional: 65/25 28% National Summary
DEBUTS 3
S 304
M 324
W 324

N & A

YES
Owner Of A Lonely... (Atco)
LP: 90125

Regional: 214/6 93% National Summary
DEBUTS 11
S 934
M 934
W 934

9

ROMANICS
Talking In... (Nemperor/CBS)
LP: In Heat

Regional: 192/6 83% National Summary
DEBUTS 24
S 814
M 814
W 894

21

PETER SCHILLING
Major Tom... (Elektra)
LP: Error In The System

Regional: 193/8 84% National Summary
DEBUTS 14
S 834
M 834
W 894

14

BARBRA STREISAND
The Way He Makes... (Columbia)
LP: Soundtrack YENTL

Regional: 84/2 37% National Summary
DEBUTS 41
S 54
M 54
W 54

N & A

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The Way He Makes... (Columbia)
LP: Soundtrack YENTL

Regional: 84/2 37% National Summary
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M 54
W 54

N & A

BONNIE TYLER
Take Me Back (Columbia)
LP: Faster Than The Speed...

Regional: 65/25 28% National Summary
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S 304
M 324
W 324

N & A

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Owner Of A Lonely... (Atco)
LP: 90125

Regional: 214/6 93% National Summary
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S 934
M 934
W 934

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Owner Of A Lonely... (Atco)
LP: 90125

Regional: 214/6 93% National Summary
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S 934
M 934
W 934

9

AIR

Active Industry Research

TM

"IT ALL STARTS WITH LISTENING"

• P.O. BOX 1136 • COLUMBIA, MARYLAND 21044 • 301-964-5544

ACTIVES IN RADIO

NORTHEAST

KEITH ABRAMS WHTX
 DENNY ALEXANDER WOKW
 RICK ALEXANDER WIKZ
 DALE ANDREWS WFBR
 CHRIS BAILEY WFSB
 RICK BEAN WHEB
 MARIE BONACCI WKWK
 JOHN CARUCCI WKFM
 COLLEEN CASSIDY WASH
 ROGER CHRISTIAN W8EN
 BOBBY CHRISTIAN CONS
 MARC W. CRONIN WHFM
 DAVE DEAN WGMX
 DAVE DILLON WQQQ
 GARY FRANKLIN WMAR
 JEFF FREEMAN WQQQ
 JACK GILLEN WKHI
 BRUCE KELLY WBZZ
 STEVE KINGSTON WBZZ
 CHARLIE LAKE WHFM
 JACK LAWRENCE WFLY
 CHRIS LEIDE WSPK
 SCOTT MacKAY WERZ
 JIM MARTIN WDAY
 BILL MATTHEWS WIKZ
 BOB McNEIL WRVQ
 TOM MITCHELL WPHY
 HARV MOORE WPHD
 MICHAEL O'HARA WACZ
 DON O'SHEA WXLK
 CARY FALL WHTX
 JIM PAYNE WMAR
 JOHN PICCILLO WPHD
 JIM REITZ WRCK
 WAYLON RICHARDS WQSR
 SCOTT ROBBINS WIGY
 PAUL ROBERTS WDRC
 RICK RYDER WFEA
 BOB SAINT CFTR
 RAY ST. JAMES WNYS
 SANDY SANDERSON CFTR
 SCOTT SHANNON WHTZ
 BILL SHANNON WCCK
 PHIL SIMON WEZR
 BOB SPENCER WCIR
 DAN STEELE WQXA
 JAY STONE WKCI
 TOM TAYLOR WPST
 BILL TERRY WBFI
 LARRY WACHS WBFI
 GARY WALL WTIC
 DOUG WELLDON WXTU
 MIKE WEST WTIC

SOUTHEAST

LEE ADAMS WZXQ
 CHRIS ANDREWS WZYP
 SKIP BISHOP WPFM
 AL BROCK WBGH
 LARRY CANNON WFLB
 RALPH CARROLL WCGQ

STEVE DAVIS WZNE
 LEO DAVIS WQEN
 BRIAN DOUGLAS WRFI
 SKIP ELLIOTT WJAD
 STEVE FINNEGAN WSEZ
 DAN FOSTER WHSL
 LESLEY FRAM WABB
 ROGER GAITHER WQEN
 SCOTT GRIFFITH WKRG
 J.P. HUNTER WSGF
 J.J. JACKSON WQXI
 ELLEN R. JAFFE WAXY
 WES JONES WRQK
 BOB KAGHAN WBCY
 STEVE KELLY WNUZ
 SCOTT KERR WSFL
 KENNY LEE WAXY
 MICHAEL W. LOWE WCKS
 BILL MARTIN WSSX
 SCOTT MATEER WTYX
 KEVIN MCCARTHY WKXX
 JEFF MCCARTNEY WQXI
 CHRIS MILLER WIQI
 GARY MITCHELL WBJW
 SCOTT MITCHELL WZYP
 JIM MORRISON WQXI
 J.D. NORTH WAEV
 JOHN PATRICK WHSL
 LOU PATRICK WYKS
 BRIAN PHILIPS WGLF
 BILL PHIPPS WMFZ
 JERRY ROGERS WZAT
 SCOTT ROGERS WAEV
 MARK ST. JOHN WHHY
 DAVE SCOTT WIVY
 EDWARD F. SEEGER WSFL
 RANDI SOMMERS WZAT
 BRUCE STEVENS WBBQ
 CHRIS THOMAS WZGC
 SHANNON WEST WMFZ
 RAY WILLIAMS WZAT
 RALPH WIMMER WDOQ
 DAVE WRIGHT WBJW
 JOHN YOUNG WZGC

SOUTH

GARY ADKINS WOKI
 FAST EDDIE ASHTON WSTO
 NICK BAZOO B97
 CHRIS BLAKE WSKZ
 CHRIS BRYAN WQUE
 DAVE DUQUESNE KOFM
 JEFF EDMAN KVKI
 CHARLIE FOX WFI
 ROGER GARRETT KHFI
 JIM GOLDEN WKJJ
 ROD HAMPTON WOUT
 NEIL HARRISON KZZB
 JOHN LANDER KKBQ
 JERRY LOUSTEAU WEZB
 MARK McCAIN KKYK
 CHIP MOSELY WFI

MIKE MURPHY KZZB
 ERIC PAGE WSKZ
 RON FAYNE WKDQ
 BOB PERRY KRGV
 PHILIP R. RANKIN KVOL
 GARY W. REYNOLDS KRAV
 LARRY RHYMES KNDE
 MICHAEL ST. JOHN WVKX
 MARK SHANDS WKRG
 JOHN SHOMBY KAFM
 PETER STEWART KRQK
 SCOTT TAYLOR KILE
 CHRIS TAYLOR WSTO
 PETE THOMPSON KAFM
 BILL THORMAN KTFH
 ED VOLKMAN KHFI
 FRANK WALSH KITY
 WAYNE WATKINS WRNO
 DAN WILSON KJYO

MIDWEST

MICHAEL AINGER CONS
 SCOTT ALEXANDER WVK-
 RICH ALLEN WKAU
 JACK BELL KYA
 JAY BOULEY WSPT
 DOUG BURTON WLS
 PAUL CHRISTY WABX
 DENNIS D. COLLIER KSKG
 JERRY DEAN KQKQ
 J.K. DEARING WNDU
 J.J. DULING WGRD
 TIM FOX WZOK
 TOM FRICKE KYTN
 BRADLEY FUHR WLS
 PETER J. GEORGESON WZZP
 BART A. GOYNSHOR KRNA
 TAC HAMMER WLLO
 BOB HAMMOND KWTO
 JOHN HEIMANN WBBB
 JACK HICKS KDWB
 MATT HUDSON WZEE
 JOHN HUTCHINSON KWK
 TOM JEFFRIES WQCL
 DICK JOHNSON WBCB
 TRACY JOHNSON KFRX
 CARRIE KANKA WABX
 KURT KELLY WKQX
 TIM KELLY KXSS
 DAN KIELEY KKRC
 CHRIS KOSHIOL KDWB
 GREG MAGNUSON KYTN
 MARK MAROLT WQCL
 PAT McKAY KBEQ
 DON NORDINE KKXL
 GYNNY O'HARA KIK
 LORRIN PALARI KDWB
 MATT PATRICK WKDD
 DAN PEARMAN KEYN
 ROGER PIPER KCLS
 KEVAN RABAT KYTN

TONY RICHARDS WHEE
 RON ROSS WKAU
 DAN SEEMAN WLLO
 RANDY SHERWYN KKLS
 JAY STEVENS WVIC
 GREGG SWEDBERG WLLO
 RON ERIC TAYLOR KEYN
 JAY TAYLOR KQKQ
 DIANE TRACY WSPT
 KATIE VANPELT CONS
 TONY WAITEKUS WCIL
 STEVE WARREN CONS
 PAUL WESTBY KELO

WEST

GLORIA AVILA-PEREZ KIMN
 RIP AVINA KDZA
 JON BARRY KMJK
 SHERMAN COHEN KHYT
 SUDS COLEMAN KZOK
 JEFF DAVIS KYNO
 DOUG DEROD KQXR
 JIM DONOVAN KTRS
 DOUG ERICKSON KIMN
 STEVE GODDARD KZZP
 STEVE GRAZIANO KFHM
 DAVID GROSSMAN KRTH
 GARY GUTHRIE KOPA
 RICHARD HARKER KCRN
 GEINA HORTON CONS
 JEFF HUNTER KITS
 TOM HUTYLER KUBE
 ELVIN ICHIYAMA KYXX
 KIMO KAIUWAILANI KQHQ
 KAMASAMI KONG KIKI
 KIMBERLEE A. LARRABE KENI
 STEVE LARSON KGHO
 CAROL LARSON KYXX
 BOB LAURENCE CONS
 FRED N. LEEHUIS KATI
 JEFF LUCIFER KSDO
 SCOTT MARCUS KATA
 BILL MCBRIDE KTAG
 LILIA MILLER KQHQ
 ART MORALES KOPA
 KELLY NORRIS KRQK
 JAMES O'NEAL KCBN
 STEVE PAOLI KSKE
 DON POTTER KZOO
 MIKE PRESTON KSDO
 JOHN RAMSEY KKAZ
 BILL RICHARDS KREO
 MIKE SCHAEFER KUIS
 JOHN SHERMAN KJRB
 ROB SHERWOOD KTAG
 MICHAEL T. SHISHIDO KIKI
 PAUL THOMPSON KTAG
 DAVE VAN STONE KWSS
 JOHN LEE WALKER KYNO
 GREG WILLIAMS KCDQ
 GUY ZAPOLEAN KRQO

The Actives In Radio listed above represent AIR's participant panel for Competition #2. These active listeners assure AIR's sampled records are the most listened to records in any given week.

The search for the best EARS continues.
 It all starts with listening.

WEEK

2

AIR Response Records

WEEK

2

Listen to the selections listed below. Decide if each has the potential to be Top 25 in the R&R National Airplay Chart. Then, call in your response to AIR at (301) 964-5544. All responses must be in the AIR offices by 6PM, Wednesday, December 7, 1983.

#	TITLE	ARTIST	LABEL
2106	YAH MO B THERE	JAMES INGRAM (with Michael McDonald)	WARNER BROS.
2107	MEMPHIS	JOE JACKSON	A&M
2108	TAKE ME BACK	BONNIE TYLER	COLUMBIA
2109	99 LUFTBALLONS	NENA	EPIC
2110	BAD GIRLS	DON FELDER	ASYLUM

Chart reprinted by permission. AIR is not affiliated with R&R.

Olivia

HOTTER THAN EVER!

TWIST OF FATE

Contemporary Hit Radio 11



B/W

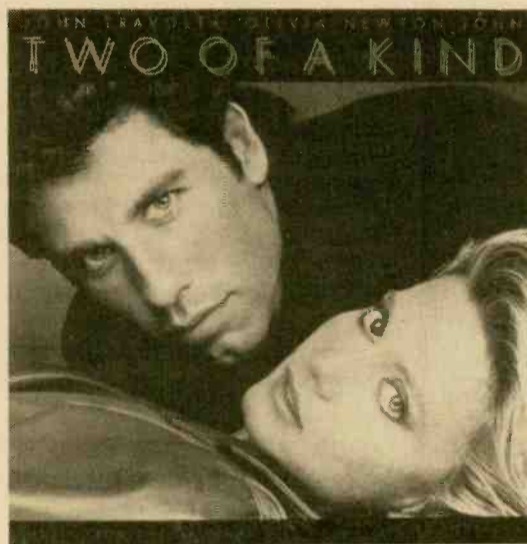
TAKE A CHANCE

Duet with JOHN TRAVOLTA

Adult / Contemporary 17

**All From The Soundtrack
TWO OF A KIND**

AOR / ALBUMS 10



**Contains other Olivia hits and new songs by
PATTI AUSTIN, CHICAGO, DAVID FOSTER
JOURNEY, STEVE KIPNER & BOZ SKAGGS**

MCA RECORDS

See Olivia perform "TWIST OF FATE," "TAKE
A CHANCE," "SHAKING YOU" and
"LIVING) IN DESPERATE TIMES"
AS SEEN FIRST ON
Flash
ONLY ON
Cinemax



Contemporary Hit Radio

Three Weeks Two Weeks Last Week

- 1 P. McCARTNEY and M. JACKSON/Say Say Say (Col.)
2 DARYL HALL & JOHN OATES/Say It Isn't So (RCA)
3 PAT BENATAR/Love Is A Battlefield (Chrysalis)
4 BILLY JOEL/Uptown Girl (Columbia)
5 CULTURE CLUB/Church Of The Poison Mind (Virgin/Epic)
6 DURAN DURAN/Union Of The Snake (Capitol)
7 LIONEL RICHIE/All Night Long (All Night) (Motown)
8 JOHN COUGAR MELLENCAMP/Crumblin' Down (Riva/PolyGram)
9 YES/Owner Of A Lonely Heart (Atco)
10 IRENE CARA/Why Me? (Network/Geffen)
11 OLIVIA NEWTON-JOHN/Twist Of Fate (MCA)
12 POLICE/Synchronicity II (A&M)
13 ROLLING STONES/Undercover Of The Night (Rolling Stones/Atco)
14 PETER SCHILLING/Major Tom (Coming Home) (Elektra)
15 RICK SPRINGFIELD/Souls (RCA)
16 MICHAEL JACKSON/P.Y.T. (Pretty Young Thing) (Epic)
17 BIG COUNTRY/In A Big Country (Mercury/PolyGram)
18 QUIET RIOT/Cum On Feel The Noize (Pasha/CBS)
19 ELTON JOHN/I Guess That's Why They Call It The Blues (Geffen)
20 HUEY LEWIS & THE NEWS/Heart And Soul (Chrysalis)
21 ROMANTICS/Talking In Your Sleep (Nemperor/CBS)
22 RUFUS & CHAKA KHAN/Ain't Nobody (WB)
23 ASIA/The Smile Has Left Your Eyes (Geffen)
24 MATTHEW WILDER/Break My Stride (Private I/CBS)
25 K. ROGERS with D. PARTON/Islands In The Stream (RCA)
26 38 SPECIAL/If I'd Been The One (A&M)
27 JACKSON BROWNE/Tender Is The Night (Asylum)
28 BARRY MANILOW/Read 'Em And Weep (Arista)
29 DeBARGE/Time Will Reveal (Gordy/Motown)
30 LIONEL RICHIE/Running With The Night (Motown)
31 GENESIS/That's All (Atlantic)
32 STRAY CATS/I Won't Stand In Your Way (EMI America)
33 RAY PARKER JR./I Still Can't Get Over Loving You (Arista)
34 KIM CARNES/Invisible Hands (EMI America)
BREAKER 35 KOOL & THE GANG/Joanna (De-Lite/PolyGram)
36 NAKED EYES/When The Lights Go Out (EMI America)
BREAKER 37 CULTURE CLUB/Karma Chameleon (Virgin/Epic)
BREAKER 38 SPANDAU BALLET/Gold (Chrysalis)
BREAKER 39 FIXX/The Sign Of Fire (MCA)
BREAKER 40 JOHN COUGAR MELLENCAMP/Pink Houses (Riva/PolyGram)

N&A Begins on Page 62

Adult / Contemporary

- 1 P. McCARTNEY and M. JACKSON/Say Say Say (Col.)
2 BILLY JOEL/Uptown Girl (Columbia)
3 BARBRA STREISAND/The Way He Makes Me Feel (Columbia)
4 BARRY MANILOW/Read 'Em And Weep (Arista)
5 DARYL HALL & JOHN OATES/Say It Isn't So (RCA)
6 MATTHEW WILDER/Break My Stride (Private I/CBS)
7 ELTON JOHN/I Guess That's Why They Call It The Blues (Geffen)
8 LIONEL RICHIE/All Night Long (All Night) (Motown)
9 DeBARGE/Time Will Reveal (Gordy/Motown)
10 CARPENTERS/Make Believe It's Your First Time (A&M)
11 L. RONSTADT & N. RIDDLE ORCHESTRA/What's New (Asylum)
12 DEBORAH ALLEN/Baby I Lied (RCA)
13 POINTER SISTERS/I Need You (Planet/RCA)
14 D. WARWICK & L. VANDROSS/How Many Times Can... (Arista)
15 K. ROGERS with D. PARTON/Islands In The Stream (RCA)
16 CRYSTAL GAYLE/The Sound Of Goodbye (WB)
17 O. NEWTON-JOHN & J. TRAVOLTA/Take A Chance (MCA)
18 FOUR TOPS/I Just Can't Walk Away (Motown)
19 KOOL & THE GANG/Joanna (De-Lite/PolyGram)
20 J. WARNES/C. THOMPSON/All The Right Moves (Casablanca/PG)
21 COMMODORES/Only You (Motown)
22 LIONEL RICHIE/Running With The Night (Motown)
23 JACKSON BROWNE/Tender Is The Night (Asylum)
24 JOURNEY/Send Her My Love (Columbia)
25 RAY PARKER JR./I Still Can't Get Over Loving You (Arista)
26 MOTELS/Suddenly Last Summer (Capitol)
BREAKER 27 SPANDAU BALLET/Gold (Chrysalis)
BREAKER 28 CULTURE CLUB/Karma Chameleon (Virgin/Epic)
BREAKER 29 PAUL SIMON/Allergies (WB)
BREAKER 30 ELO/Stranger (Jet/CBS)

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Three Weeks Two Weeks Last Week

- 1 YES/Owner Of A Lonely Heart (Atco)
2 38 SPECIAL/If I'd Been The One (A&M)
3 ROLLING STONES/Undercover Of The Night (RS/Atco)
4 JOHN COUGAR MELLENCAMP/Pink Houses (Riva/PG)
5 ROMANTICS/Talking In Your Sleep (Nemperor/CBS)
6 DURAN DURAN/Union Of The Snake (Capitol)
7 GENESIS/That's All (Atlantic)
8 BILLY IDOL/Rebel Yell (Chrysalis)
9 ROLLING STONES/She Was Hot (Rolling Stone/Atco)
10 GENESIS/Just A Job To Do (Atlantic)
11 JOURNEY/Ask The Lonely (MCA)
12 JOHN COUGAR MELLENCAMP/Crumblin' Down (Riva/PG)
13 HUEY LEWIS & THE NEWS/I Want A New Drug (Chrysalis)
14 NIGHT RANGER/(You Can Still) Rock In... (Camel/MCA)
15 ALAN PARSONS PROJECT/You Don't Believe (Arista)
16 PAUL RODGERS/Cut Loose (Atlantic)
17 OZZY OSBOURNE/Bark At The Moon (CBS)
18 EDDIE MONEY/The Big Crash (Columbia)
19 BLUE OYSTER CULT/Take Me Away (Columbia)
20 STREETS/If Love Should Go (Atlantic)
21 ROLLING STONES/Too Tough (Rolling Stone/Atco)
22 PETER SCHILLING/Major Tom (Coming Home) (Elektra)
23 BIG COUNTRY/In A Big Country (Mercury/PolyGram)
24 HUEY LEWIS & THE NEWS/Heart And Soul (Chrysalis)
25 PAT BENATAR/Love Is A Battlefield (Chrysalis)
26 YES/It Can Happen (Atco)
27 YES/Changes (Atco)
BREAKER 28 BOB DYLAN/Neighborhood Bully (Columbia)
29 ZZ TOP/TV Dinners (WB)
30 DOORS/Gloria (Elektra)

AOR / ALBUMS

- 1 YES/90125 (Atco)
2 GENESIS/Genesis (Atlantic)
3 ROLLING STONES/Undercover (Rolling Stones/Atco)
4 JOHN COUGAR MELLENCAMP/Uh-Huh (Riva/PolyGram)
5 38 SPECIAL/Tour De Force (A&M)
6 ROMANTICS/In Heat (Nemperor/CBS)
7 HUEY LEWIS & THE NEWS/Sports (Chrysalis)
8 DURAN DURAN/Seven And The Ragged Tiger (Capitol)
9 BILLY IDOL/Rebel Yell (Chrysalis)
10 TWO OF A KIND/Soundtrack (MCA)
11 BLUE OYSTER CULT/The Revolution By Night (Columbia)
12 EDDIE MONEY/Where's The Party? (Columbia)
13 NIGHT RANGER/Midnight Madness (Camel/MCA)
14 OZZY OSBOURNE/Bark At The Moon (CBS)
15 ALAN PARSONS PROJECT/The Best Of The... (Arista)
16 PAUL RODGERS/Cut Loose (Atlantic)
17 BIG COUNTRY/The Crossing (Mercury/PolyGram)
18 BOB DYLAN/Infidels (Columbia)
19 STREETS/1st (Atlantic)
20 ZZ TOP/Eliminator (WB)
21 PETER SCHILLING/Error In The System (Elektra)
22 U2/Under The Blood Red Sky (Island/Atco)
23 PAT BENATAR/Live From Earth (Chrysalis)
24 RAINBOW/Bent Out Of Shape (Mercury/PolyGram)
25 POLICE/Synchronicity (A&M)
26 DARYL HALL & JOHN OATES/Rock 'N Soul Part 1 (RCA)
27 MOTLEY CRUE/Shout At The Devil (Elektra)
28 MOTELS/Little Robbers (Capitol)
29 DOORS/Alive, She Cried (Elektra)
BREAKER 30 DON FELDER/Airborne (Elektra)
31 ALDO NOVA/Subject... Aldo Nova (Portrait/CBS)
32 QUIET RIOT/Metal Health (Pasha/CBS)
33 CULTURE CLUB/Colour By Numbers (Virgin/Epic)
34 SAGA/Heads Or Tales (Portrait/CBS)
35 MANFRED MANN'S EARTH BAND/Somewhere In... (Arista)
DEBUT 36 RE-FLEX/The Politics Of Dancing (Capitol)
37 KISS/Lick It Up (Mercury/PolyGram)
38 SURVIVOR/Caught In The Game (Scotti Bros./CBS)
39 PAUL McCARTNEY/Pipes Of Peace (Columbia)
40 JACKSON BROWNE/Lawyers In Love (Asylum)

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