

I N S I D E:

**WOMEN IN MANAGEMENT:
A PROGRESS REPORT**

Gary Kaplan summarizes a Korn/Ferry survey on women in senior executive management positions, comparing their standing with men in similar jobs.

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**PEOPLE IN THE NEWS
THIS WEEK**

- Jerry Schubert Eastman's President
- Barbara Crooks President of Selcom
- Bill Burton Vice Chairman at Eastman
- Donn Winther Selcom Exec. VP
- David Recher, Carl Butrum Eastman Exec. VPs
- Pat Evans PD at KOME
- Bill Mayne KZLA-AM & FM PD
- Don Wasley National AOR Promotion Director for EMI/Liberty
- Andy Frances Exec. VP at Solid Gold
- Bill McGathy Solid Gold VP
- Richard Gray KHTR GSM
- Tom Roper GSM at KATZ & WZEN
- Brian Baumann WLZZ & WZUU GSM

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MCA/WEA DEAL SET

WEA will distribute MCA internationally in a deal announced at midweek. Plus Malrite goes public, "60 Minutes" tackles radio phone-in shows, and much more in "Street Talk."

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**AP'S NEW COMPUTERIZED
NEWS OPERATION**

Facts and photos for AP's new Washington news setup, computerized to the max; plus radio reactions to the FCC's call letter decision.

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BEST QUOTES OF 1983



"(CHR offers) the relief and variety missing from a Country, AOR, or Black station" — Todd Chase, KBEQ/Kansas City



"The burial of Beautiful Music is a public relations farce" — George Burns

"Reports of AOR's death are greatly exaggerated" — Denton Marr, WEBN/Cincinnati

"Most AORs just plain blew it" — John Gorman, WMMS/Cleveland



R&R's columnists present their annual collections of controversial, outrageous, or intriguing remarks from notable industry figures interviewed throughout the year. There's something for everybody in this annual R&R event.

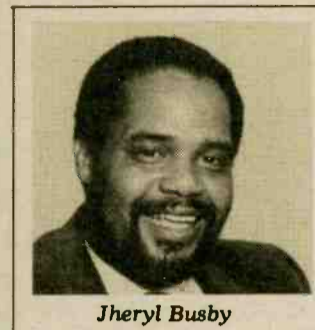
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**MCA Names Busby
VP/Black Music**

Jheryl Busby has been appointed to the newly-created position of VP/Black Music for MCA Records. The former A&M VP/R&B Promotion & Marketing will supervise all black music-related projects for MCA, including A&R, marketing, and promotion.

In announcing the appointment, MCA Records Group President Irving Azoff commented, "Jheryl Busby is among the brightest, most professional individuals in this business, and his talent and expertise will add greatly to the



Jheryl Busby

new MCA team."

Before his three-year stint at A&M, Busby was a VP in Casablanca's black music department for two years, and worked in promotion there for three years before becoming VP. Earlier he did promotion for Columbia and Atlantic.

**Salvadore
KFOG's New
Station Mgr.**

Tony Salvadore has been promoted from GSM to Station Manager at KFOG/San Francisco, as new owner Susquehanna Broadcasting took over the AOR station Monday (12-12). Salvadore fills the gap created by the November departure of GM John Gaston to join KMJM/St. Louis as GM.

Salvadore, who was previously Station Manager and GSM at WTWR (now WCXI-FM)/Detroit and GSM at WIXY & WDOK/Cleveland, told R&R, "I've been in the business for 16

SALVADORE/See Page 24

ARB Under Fire On Two Fronts

**Arbitrends To "Roll Out" Despite ARAC Veto;
Miami Broadcasters Oppose Winter Book**

Arbitron weathered an embattled week, as the Radio Advisory Council came out unanimously against the monthly Arbitrends ratings proposal, while South Florida broadcasters threatened legal action to stop a new winter sweep in their area.

Advisory Council Chairman Ted Dorf told R&R, "We unanimously resolved that the issuance of ratings information on a monthly basis, in any form, has the potential of causing severe market confusion resulting in grievous harm to the entire radio industry. The Council therefore unanimously opposes the issuance of Arbitrends and requests that Arbitron cancel its plans to release Arbitrends." Dorf told R&R, "Never has the Council ever agreed to any form of monthlies — we have always been against monthlies of any variety."

Arbitron Ratings President Rick Aurichio was "amazed and surprised" at the Council's action. He told R&R, "We've been discussing monthlies with the Council for three years, and I thought we had things worked out." Aurichio stated that the Council's resolution "will not stop us from rolling out Arbitrends," and he wondered,

"Why is it all right for the industry to support Birch's monthlies but not right for us to get into that business?"

At the Florida meeting of the Council and Arbitron, Ed Geller, President/GM of WFBG/Altoona, was elected new Council Chairman, with Marv Dyson, VP/GM of WVON & WGCI/Chicago, named to the Vice-Chair position. Carol Mayberry of Katz is the new Research Advisor.

**Miami Says
"No Winter Book"**

An Arbitron plan to add a winter sweep for Miami aroused

strong broadcaster reaction. Stan Cohen, VP/GM of WINZ-AM & FM/Miami and President of the South Florida Radio Broadcasters Association, told R&R, "We've hired an antitrust law firm and had them send a letter to Arbitron hoping to stop the introduction of this sweep. To my knowledge no broadcaster is supporting the winter book, and Arbitron is being heavy-handed in forcing it on the market."

Arbitron's Aurichio had a different perspective. "We made a decision last July to go ahead with the winter sweep based on what we thought were com-

ARBITRON/See Page 24

CHR'S FM SHARE JUMPS

**Adult Contemporary Edges
Country In NRBA Survey**

Four percent of the nation's radio stations switched to Country in 1983, putting the format in a virtual dead heat with A/C in the National Radio Broadcasters Association's (NRBA) second annual format survey. Of 3497 stations surveyed, A/C remained unchanged at 30%, while Country surged into a near tie for first place, with

29.5% of stations, compared to 25.5% last year.

Other formats picking up strength were CHR and News/Talk, while Beautiful Music and Urban Contemporary suffered the biggest losses (see chart, Page 26).

Behind A/C and Country, the most popular formats are CHR (10.3%), Beautiful Music 6.0%,

Religious (5.5%), News/Talk (4.8%), Oldies (4.3%), AOR (4.1%), Big Band (1.9%), Urban Contemporary or Black (1.3%), and Classical (.5%).

This year's CHR resurgence was evident among FMs, 17% of which air the format, up from 12.5% last year. On the other hand, Beautiful Music declined from 18% to 12% of FMs surveyed. The biggest change among AMs was in N/T, now at 8.6% of stations from last year's 5.1% level, possibly aided by new affiliations to network services.

AM stereo stations were up from none last year to 4% in 1983, with those still planning to go stereo remaining constant at 23%. There was also a surge of 9% in network affiliations among AMs, for a total of 83%, compared to a nearly level 58% for FMs.

In other findings:

• Half of all stations own a satellite dish, about one-third are affiliated with a satellite service, and one-quarter plan to affiliate in the future.

• Cable leasing remained level at about 6%, with one-quarter having future cable plans.

NRBA/See Page 26

**CKLW & CKJY Shift Programmers
But Formats Stay In Place**

Holiday To CKJY As VP; Shafer New CKLW PD

CKLW/Windsor (Detroit) PD Pat Holiday has been named VP/Programming for Big Band sister outlet CKJY, and market veteran Dave Shafer has been named PD of CKLW. Both stations plan to retain their current programming, although the AM will "lean softer, taking on a more A/C approach." Persistent rumors that CKJY would switch to CHR, defying a recent CRTC ruling, are being denied by station management.

CKLW & CKJY VP/GM Gary Mercer told R&R, "There are no plans at present to change the current Big Band format of

CKJY. I've seen Big Band work well in other markets, and I believe in it for this one as well. Pat is being moved to the FM to replace former PD Ron Bergoy, and I know he will fine-tune and adjust the format to perfection.

"We brought in Dave to take CKLW in a more full-service direction, and I've got a lot of confidence in both his and Pat's abilities." Mercer denied the move toward a more full-service format was a result of the recent short-term license renewal given to CKLW by the CRTC (R&R 12-2).

Shafer, who worked as a CKLW air personality twice before, rejoins the outlet after programming stints at competitors WOMC and WCZY. He told R&R, "After a lot of years, it's become apparent that CKLW has got to be softened to recapture the position in the market it once had. For lack of a better term, CKLW will be a 'soft Adult/Contemporary,' concentrating on personality and an expanded news profile. I want this to be the music choice for 25-plus listeners on AM in Detroit."

CKLW/See Page 24

“KRAK and KEWT: tough turn-arounds.”

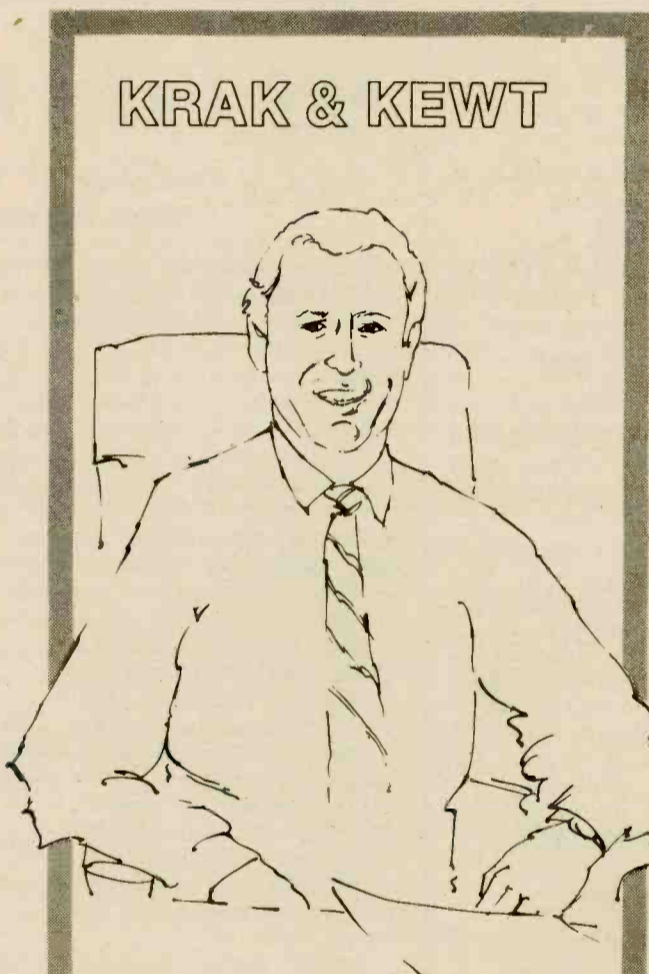
“I’d had a chance to work with The Research Group in another market where they helped us find a hole and soar from a 2.3 to an 11.2 share. It was a *great* success.

But here in Sacramento the situation was different. At KRAK — an AM country station being attacked by a “more music” country FM — and KEWT — a beautiful music FM which had fallen off to a 5.5 — we were dealing with two *tough* turn-around situations.

The Research Group — and our good team of people here at the stations — worked as usual: hard and smart. Today, we’re coming back pretty nicely. KRAK is up from a 4.8 to a 6.7 (beating the FM country) and KEWT is #1 in Sacramento with an 8.2.

We couldn’t have done it without good people . . . and The Research Group.”

*John Winkel
Senior Vice President
and General Manager
KRAK and KEWT*



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Foreign Invaders Taking Over Charts?

Records by artists hailing from outside the U.S. made up almost 60% of 1983's AOR hits and nearly 50% of the CHR hits — the highest totals in R&R history.

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Evans Named KOMA PD

Pat Evans has been promoted to PD at KOMA/San Jose following the departure of PD Les Tracy. Evans was most recently Director of Advertising & Promotion for the station, following a PD stint at KSFJ/San Francisco and the MD position at WMET/Chicago.

CROOKS PRESIDENT, WINTHER EXEC. VP

KOMA GM Dan Tapson commented to R&R, "I'm delighted that she accepted the position. I'm delighted to have someone with her talents direct our programming efforts. She's a terrific person to have run our radio station."

Selcom Management Restructured

Selcom Radio VP/Western Region Barbara Crooks has been promoted to President of the company, becoming the first woman president of a major rep firm. Additionally, Selcom's VP/Midwest Region Donn Winther was upped to Executive Vice President.

Lou Faust, President of Selcom, Inc., commented on the promotions, "Barbara's incredible personal sales record in the Southwest, her tireless efforts, and her inspired leadership in Selcom's Western Division makes her eminently qualified to



Barbara Crooks



Donn Winther

lead Selcom. Donn has contributed significantly to our company's explosive growth with his tremendous leadership capabilities, challenging thinking, and quest for excellence."

Crooks joined Selcom in 1973 as Dallas Office Manager. She became a Vice President in 1980 and VP/Western Region two years later. With Selcom since 1977, Winther began as Manager of the Chicago office. He became VP/Midwestern Region in 1981.

Wasley Heads EMI AOR Promotion

Don Wasley has been promoted to National Album Promotion Director for EMI America/Liberty, as previewed last week in R&R. Wasley, who was AOR Regional Promotion Director based in Dallas for the label, takes over the position after Ken Benson was reassigned to the AOR Regional Promotion Director position for the West Coast.

EMI/Liberty VP/Promotion Dick Williams commented, "It is with great pleasure that I welcome Don to our national staff. His contributions to EMI as well as to the other record companies he's served have always set a standard of excellence."

Before joining EMI last spring, Wasley was National Album Promotion Director at MCA, and earlier worked in promotion at Casablanca.



Don Wasley

Schubert Promoted To Eastman President

Burton Upped To Vice Chairman; Recher, Butrum Exec. VPs

Jerry Schubert has been promoted to President of the Eastman Radio rep firm, as President Bill Burton is upped to Vice Chairman. Schubert was most recently Exec. VP/Sales for the company. In addition, David Recher moves up from Senior VP to Exec. VP/Administration, and Carl Butrum has been elevated to Exec. VP/Sales from VP/Western Regional Manager.

Eastman Chairman Frank Boyle told R&R, "Client response to the naming of Jerry Schubert as President is, 'He de-

KZLA-AM & FM Set Mayne As New PD

Bill Mayne has been named PD at KZLA-AM & FM/Los Angeles, replacing Tom Casey, who exited last week after three years with the station and nine years with parent company Capital Cities. Mayne had been PD at KVET & KASE/Austin for the past 2 1/2 years.

Mayne told R&R, "I'm tremendously excited about the new position at KZLA. I'm

MAYNE/See Page 26

Fire Destroys WNAX Studios

A mysterious fire destroyed the studios of WNAX/Yankton, SD last Friday (12-9). Two employees who were in the building at the time of the fire (12:05am) managed to escape and alert the fire department, but the flames, which reached 65 feet at one point, consumed the station's entire record library and all its equipment. Music Director Paul Shay, who watched the fire from his home across the street, described the damage as "utter devastation."

The Country-formatted station was able to return to the air in just five hours at its transmitter site in nearby Mission Hills, using a couple of extra turntables and a spare board. New equipment has been borrowed

WNAX/See Page 24

Frances, McGathy Upped At Solid Gold



Andrew Frances

Bill McGathy

Andrew Frances and Bill McGathy, appointed in October to head Canadian-based Solid Gold Records' U.S. operations, have been promoted. Frances moves up from Director of Marketing & Production to Executive VP, while McGathy, who was Director of National Promotion — U.S., becomes VP/National Promotion in this country.

SOLID GOLD/See Page 26

R&R Marks Holiday Season

As in years past, R&R will observe a two-week publishing hiatus over the Christmas holidays. Our next edition will be dated January 6, 1984.

Although we won't be publishing, our Los Angeles, Nashville, and Washington, DC offices will remain open to serve you during this holiday period. However, R&R will celebrate Christmas Day and New Year's Day by closing on Monday, December 26 and Monday, January 2.



Jerry Schubert

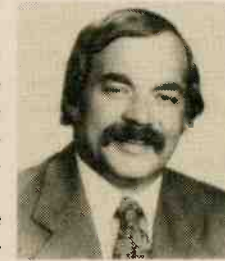


Bill Burton

serves it. He's the right guy for it." Discussing the promotions generally, he commented, "We are taking the best advantage of each person's prime talent. Fortunately, we are blessed with executive riches. We now have the best-balanced sales force we have ever had across the country."

Commenting on 17-year Eastman veteran Schubert, Burton stated, "Jerry is eminently qualified for the presidency of our company and will do an outstanding job." Discussing his own move, Burton, who will also continue as President/COO of Eastman's parent company ERI Communications Group, explained, "Although I love New York, I miss Motown. So, approximately February 1 I will be going home and headquarter in Detroit. I will continue to be deeply involved in sales, client contact, solicitation, and other key areas."

Burton concluded, "The above management changes have been in the planning stages for some time. It's a very positive move for Eastman."



David Recher

TRANSACTIONS

Knight Quality Buys WEZF For \$4 Million

Knight Quality Stations has agreed to purchase WEZF/Burlington, VT from Martin Broadcasting for \$4 million.

Beautiful Music-formatted WEZF is a Class B facility, operating with 37kw on 92.9 mHz and an antenna height of 2700 feet. WEZF's signal additionally covers Plattsburgh, NY and Montreal, Quebec.

Knight Radio, Inc. will be the licensee for WEZF, which represents Knight Quality Stations' eighth broadcast acquisition, all in the Northeast. KQS also owns WSRS/Worcester, MA, WEIM/Fitchburg, MA, WSAR/Fall River-New Bedford, MA, WGIR-AM & FM/Manchester, NH, and WHEB-AM & FM/Portsmouth, NH. Martin Broadcasting has no other broadcast properties.

Format or staff changes are not expected, and no broker was involved in the November 29 agreement.

Keymarket Picks Up WTBC & WUOA

Keymarket Communications of Alabama, Inc. has purchased WTBC & WUOA/Tuscaloosa, AL from Tuscaloosa Broadcasting Co. for \$1,312,500, pending FCC approval.

WTBC operates with 1kw days and 250 nights on 1230 kHz. WUOA broadcasts on 95.7 mHz with 100kw and antenna height of 500 feet.

Tuscaloosa Broadcasting is owned by Bertram Bank, which has no other broadcast interests. Principals of Keymarket are Kerby Confer and Paul Rothfus. They also own WMSI & WJDX/Jackson, MS; WIZK & WIGL/Orangeburg, SC; and WGVL & WSSL/Greenville-Gray Court, SC. Confer is also a principal in WGKX/Memphis and KSSN/Little Rock.

Blackburn & Co. brokered the sale.

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Washington Report

AM Subcarriers Set For New Uses

Currently, AM subcarriers may only be used for utility load management. But the FCC has proposed opening them up to new services, such as highway information displays or synchronization of traffic lights or irrigation devices. FCC Chairman Mark Fowler calls the proposal "a small break for AM broadcasters."

Specifically, the Commission is seeking comments on allowing secondary use of the AM carrier for non-broadcast purposes, allowing transmission of signals not audible on regular radios, and not setting technical standards for AM subcarriers on grounds that broadcasters have ample incentive to avoid interference to their primary signals.

Stations could only run subcarrier services during their authorized operating hours. And broadcast-related ventures, such as subscription services, would have to be under the licensee's control, although not subject to the same rules as true broadcast services.

WFMS, WLRS Hit With EEO Conditions

WFMS/Indianapolis and WLRS/Louisville are among eight stations ordered to submit periodic EEO reports to the FCC. Their licenses, and those of 12 other stations, were challenged by the National Black Media Coalition (NBMC), but all 14 won renewals.

However, EEO reporting conditions were attached to the renewals of WFMS, WLRS, WLAP-AM & FM/Lexington; WVLK-AM & FM/Lexington; and WHIN & WWKX/Gallatin, TN. Two of the stations - WHIN & WWKX - were also ordered to submit revised EEO programs on female and minority recruitment within 30 days.

The Commission found no fault with several other stations cited by NBMC - WCMR & WFRN/Elkhart, IN; WAKY & WVEZ/Louisville; and WDEF-AM & FM/Chattanooga.

Aspirin Group Claims Anti-PSA Success

The Committee for the Care of Children claims to be winning its war against Food and Drug Administration PSAs warning that children may develop deadly Rye's syndrome if given aspirin for flu symptoms. The committee, which is funded by the aspirin industry, recently mailed letters to 8000 radio and 750 TV stations disputing the FDA claim and asking that the government PSAs not be aired.

Now the group says a questionnaire enclosed in the mailing shows that broadcasters are heeding its message. A total of 238 responding stations said they won't carry the PSAs, 24 said they would, and eight reported taking the spots off the air after getting the committee's letter.

FM Certification Draws Bronx Cheers

The FCC's plan to stop reviewing FM applications for technical and interference purposes has drawn overwhelmingly negative reviews from broadcasters filing comments in the proceeding. The Commission suggests letting applicants merely certify that their proposals comply with all engineering rules.

Typical of the comments was ABC's assertion that "self-certification promises benefits that are largely either illusory or inconsequential while threatening to im-

pose penalties that will be substantial and potentially disabling, particularly for small market broadcasters."

Most applicants aren't qualified to make the kind of reviews now conducted by the FCC, ABC claims. And it says existing stations would be forced to make costly analyses of every new station, minor, or major change application that might affect their signal. ABC also predicts nightmarish problems if the FCC tries to shut down a station built on engineering data that turns out to be incorrect.

Other Key Developments:

- FCC Commissioner Dennis Patrick was sworn in December 2 after receiving a "recess appointment" from President Reagan. Patrick must still be confirmed by the Senate for his term to extend beyond the end of 1984.

- The Commission was set to rule this week (12-14) that obscene ads planned by protected candidate Larry Flynt are not protected by the law that bars stations from censoring commercials for legally qualified candidates for federal office.

- A federal court has fined Victor Alcorn of Sayville, NY \$750 and sentenced him to 18 months probation for operating a pirate FM station that interfered with the instrument landing system at MacArthur Airport in Islip, NY.

- The NRBA has proposed a radio-only debate of the Republican and Democratic party presidential nominees next September 16 at its annual convention to be held in Los Angeles.

NRBA PLANS CHALLENGE

Broadcasters Cool To New Call Letter Freedom

Industry reaction to the FCC's complete overhaul of its call letter rules (R&R 12-9) seems to be mixed, but leaning towards the negative. Latest word from the Commission is that the changes will probably take effect January 20.

Under the new system, FCC attorney Bob Hayne says it will take stations only one day to get new calls approved. After a quick check to make sure the letters aren't already in use, the Commission will approve new calls by telegram, with no regard for "good taste" or phonetic similarity to other calls in the market.

Obscene Calls Too Risky, Say PDs

Program directors contacted by R&R weren't disturbed by the prospect of suggestive or obscene calls. The PDs seem convinced few stations are likely to risk hurting their position in the market by obtaining off-color call letters. "They'll receive too much aggravation from community leaders if they try something cutesy," KEZO/Omaha PD Greg Gillespie forecast.

Also unworried about good taste is WKFM/Syracuse Operations Manager Chuck Lakefield. He's more concerned about similar-sounding call letters which could result in "screwed-up Arbitron tabs and diaries and really messed-up listeners."

WHYY/Montgomery PD Mark St. John commented, "Let the community decide what calls are proper or not. The broadcasters should have that on their minds." KZEL/Eugene PD Ken Martin agreed that blatantly obscene calls aren't likely, although more subtle "double entendres" may arise. He added, "All this deregulation is starting to get out of hand. I think they've opened up a can of worms and they're going to be sorry they let this get out of their control."

NRBA President Bernie Mann said his group will immediately file for partial reconsideration of the FCC action. Calling the shift of disputes to local courts "extremely distressing," Mann said, "The vagaries and delays, the widely varying standards inherent in local litigation are a poor substitute for a function which rightfully rests with the Commission."

KZEL's Ken Martin agreed, saying, "Local courts aren't familiar with the types of problems that come up between broadcasters. And the courts are so overcrowded it could take months or years to settle something."

Instant Calls Change Popular

In general, the broadcasters seems to like the idea of being able to pick up new calls almost instantly, with no 30-day delay. WKFM's Lakefield speculated, "That could open a lot of new radio wars."

One of the most controversial aspects of the FCC decision was abolition of the 180-day waiting period before dropped calls can be adopted by another station in the same market. But Arbitron spokesman Alison Conte didn't seem overly concerned. "While we see no immediate impact... there is a strong potential for isolated instances of listener confusion. These will require that Arbitron stay in closer touch with stations to be aware of call letter changes so we can continue to reliably and accurately record listening."

Conte expressed confidence that diary data like slogans and frequencies, plus close attention to the date of call changes, will enable Arbitron to credit listening accurately even under the new FCC rules.

COMPLETELY COMPUTERIZED NEWS CENTER

AP Broadcast Completes Washington Move

Settling In — The consolidation of AP's radio network and broadcast wire operations in Washington, D.C. was completed at the end of November, when VP/Director/Broadcast Services Roy Steinfort and other administrative staff left New York for 1825 K St. Thirty broadcast wire positions made the same move over Labor Day weekend, joining AP Radio. The AP Broadcast News Center houses nearly 100 employees in 10,000 square feet of space and features full computerization, with the radio net and wires sharing 26 terminals.

Deputy Director/Broadcast Services Jim Hood puts the cost of the move at "under \$1 million," which includes two new studios (for a total of five), a \$100,000 air condition-



Writer/producer Meagan Cassidy edits audio tape for AP Radio news.



Dave Melendy anchors a newscast from one of the AP Broadcast Center's five Washington studios.



Newsroom clerk Etta Solomon handles closed circuit news feeds as writer/producer Pat Hazan prepares a script on one of 26 computer terminals in the AP Broadcast News Center.

ing system, new furniture, a 64-channel digital audio switcher, and an extensive video distribution system for monitoring the television networks.

Washington's cheaper office space and a need to centralize broadcast operations prompted the move. Says Hood, "You should have people writing the broadcast wires in

a broadcast environment." He adds, "It works great. It's been a success since day one." The wire reporters have benefitted enormously from hearing AP Radio reports as they come in, according to Hood. A prime example came when the Soviets shot down Korean Airlines Flight 007, during the new center's first few days of operation. Having instant access to AP Radio material gave the broadcast wires a lead of several hours they wouldn't have had in New York.

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**Aaron Daniels VP/GM,
WPRO-AM,
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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.

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Radio Still Moves The Music

Fears that video and other alternatives may be replacing radio as the prime motivator in record purchases are apparently unfounded. A recent study in trend-conscious **USA Today** ranked radio exposure as the number one influence on record and tape buying. In fact, the second major influence on music buying was having heard other music by the same artist on the radio. Word of mouth was third. Hearing the music was fourth, followed by the reason "buy everything artist records." And it seems buyers don't put much stock in record reviews, either. They ranked seventh.

Female DJs Emulate Male Peers

Female broadcasters are consciously lowering their voices to achieve the deep, mellifluous tones of their male counterparts, claims Arizona State University's Dr. **Carol Valentine**. Why? She contends that longtime male dominance in the broadcasting industry has Americans associating knowledge and credibility

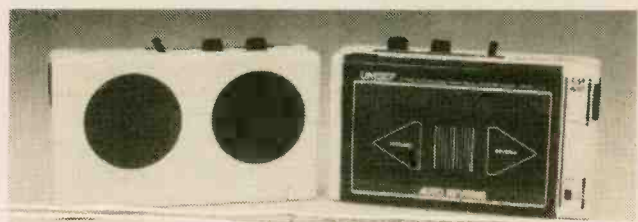
with lower-pitched voices.

Valentine did tell **Wireless Flash** that as more women aspire to broadcasting careers, their higher-pitched tones will become more acceptable. She also warned that constant voice lowering can seriously damage vocal chords.

Smoking, Ulcers Don't Mix

Nicotine is a common, if not constant companion to radio and records personnel. Another familiar friend is the ulcer. But recent medical research indicates that cigarette smoking significantly hampers the healing of ulcers. Ulcer-ridden smokers treated with cimetidine (Tagamet) were healed 63% of the time vs. nonsmokers with an 80% healing rate. About 50% of nonsmokers suffered a recurrence within a year compared to 84% of the smokers.

Compact Player Packs Full Sound



Unisef Model H-2P

When personal stereos came in, the "boom box" went out. The large, clunky radio/cassette players whose music you shared with everyone else (whether they wanted to hear it or not) was replaced by more discreet receivers whose sounds you kept to yourself. Now **Unisef** has introduced its new "HP Series" personal stereos that carry like the portable cassette players but blare like a much larger unit. Besides auto-reverse tape playback, AM/FM stereo radio, and built-in loudspeakers, additional features include headphones, a DC jack, high-impact plastic case, and shoulder strap.

Direct further information inquiries to the **UCM Corporation** at (213) 540-7723, or (800) 821-1550 outside Southern California.

Burns Slates

"Megaseminar"

When **Burns Media** holds its 13th Media Radio Studies Seminar in Los Angeles next month, the participants will be looking for megatrends. Focusing on the theme "A Megatrend Approach To Radio Management," and applying author **John Naisbitt's** "Megatrends" to modern commercial radio, seminar sessions will encompass management problems, advertising, promotions, personnel, communications, and changing audience perceptual values. Among the special offerings are a management psychologist-led training workshop and new views on radio station positioning.

The seminar will be held January 16-18 at the Miramar Sheraton Hotel. Registration and other details are available through Burns Media Consultants at (213) 985-8522.

'83 Ad Spending Outlook

Generally, this time of year is given over to reflections and predictions, and the communications industry is no exception. **Advertising Age** recently printed the 1983 ad spending-by-medium predictions of **Robert Coen**, Sr. VP/Director of Forecasting, **McCann Erickson**. He shows network radio with a 20% increase over 1982. Spot radio sports a nine percent growth from the previous year. Magazines and network television are tied at 11%.

Fall '83 RADAR Previewed

National Radio Profile Unchanged; Usage In Cable, Noncable Homes Identical

Although the complete findings of the Fall 1983 RADAR radio audience reports won't be released until February, initial results indicate the continuing broad reach of both national and network radio. Weekly, radio reaches 95% of the population which includes over 180 million persons 12+. In comparison, network-affiliated facilities claim 80% of the population, or over 155 million. According to **Statistical Research, Inc.**, this RADAR report is the first "based upon the full-year continuous measurement from November 1982 through October 1983."

FM audience share slightly increased, 66% of overall usage vs. 65% in the spring '83 RADAR. Once again, women employed full or part-time outside the home listen to radio more than all women, accounting for 55% of female radio usage. However, they only comprise a 49% share of the population. And radio usage in cable and noncable households was practically identical — there was less than one percent difference in usage between both categories.

Dial Cards Map Radio Territory

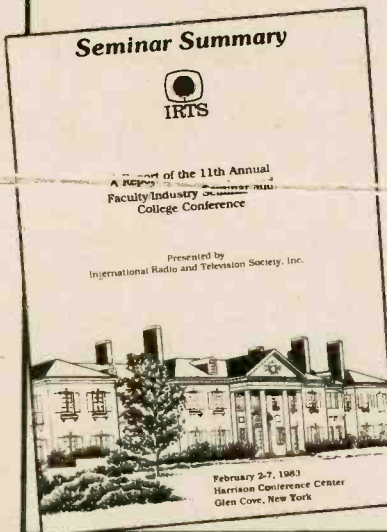
A year ago Detroit-based **RADIOGUIDE** debuted the "Country Music Radioguide," at that time the latest addition to its guide family. Now the firm is steering its efforts in the direction of car rental customers, helping them dial up their favorite formats. Each 3 1/2 x 8 1/2 card may be hung on the radio knob and contains a listing of all AM and FM outlets for a particular city, including frequency, call letters, and format. For added convenience slogans are used (when possible), while local stations are emphasized in bold type.

This new **RADIOGUIDE** offshoot has been launched in 24 major markets serviced by co-sponsor **Northwest Orient Air-**



lines. The venture is also being conducted in cooperation with **Budget Rent-A-Car** and local radio stations, which are "billboarded" on the front of the cards. Plans call for the promotion to continue until early spring, when it's estimated all the 1,320,000 dial cards will have been distributed. Contact **Arthur Vuolo** (313) 434-2712 or **Barry Grant** (313) 559-7970 for further details.

IRTS Publishes New Tech Booklet



Earlier this year, the **International Radio and Television Society** sponsored a Faculty/Industry Seminar and College Conference. The events have since been published in a 48-page booklet titled "Seminar Summary," edited by **Dan Rustin**. This report highlights the issues/comments discussed during the five-day meeting, which explored the future of communications options. Among the 40 communications experts in attendance were **Viacom's Ralph Baruch** and **Warner Bros.' Edward Bleier**. Copies are priced at \$20 for members, \$30 for nonmembers. Call (212) 867-6650.

Cologne Climbs Corporate Ladder

Any would-be corporate executive knows clothes help make the man. But in these changing times it might help to smell like one, too. That's the sales hook behind "C.E.O." Co-developer **Dudley Taw**, a retired chief executive officer, describes the scent as "gracious" and told the **Wall Street Journal**, "When you get in this class you want something that whispers."

What you can't whisper is the price. At \$45 per four-ounce bottle, C.E.O. should most certainly be in a class by itself. However, it's facing competition from the Italian cologne "Wall Street," touted as "a fragrance for the man who does more than trade stocks and bonds." But Taw is already working on another marketing edge — "Ms. C.E.O."

M

THE COUNTDOWN

WITH WALT LOVE

WESTWOOD ONE

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



NBC Radio's Young Adult Network

RODNEY DANGERFIELD FROM HERE TO OBSCURITY

We all know the "get no respect" Dangerfield, the hysterical Dangerfield, the debonair Dangerfield, but are you ready for the rappin' Rodney Dangerfield? It's Rodney like we've never heard him before. Rapping throughout this one hour special, Rodney shares with Source Rock Reporter Rona Elliot some of his classic comedy cuts, plus a rare glimpse at his more serious self. We'll hear some "inside the biz" stories, and then some cuts from the new album "Rappin' Rodney," on RCA Records. After this exclusive Source special, you'll have to agree. Rodney may get no respect, but the man sure has rhythm.

The week of December 19-26.

Produced at NBC by Chuck Schwartz. Check your local radio listings for time and station.

Sponsored, in part, by Heineken, Levi Strauss & Co., and Spalding.



**TO AVOID
BEING
MISLED,
READ THE
FINE PRINT.**

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



We bring you the music
that brings in your audience.

Networks/Program Suppliers

PEOPLE

Continued from Page 8

● **Glen Campbell** is host of **Narwood Productions'** "Country Closeup Christmas Special," while **Skitch Henderson** will handle the same honors for the company's "Music Makers Christmas Special." And **WNEW/New York** personality **William B. Williams** will emcee Narwood's four-hour "Big Band Salute."

● The National Division of the **Connecticut Radio Network** has announced plans to create and produce the **Villanova Basketball Radio Network**. Broadcasting of all Villanova basketball games commences with the 1984-85 season, with the possibility of the network starting up with this year's '84 Big East Conference Tournament. CRN is the developer and producer of the National Ski Watch.

● Starting with the 1985 season, **CBS Radio Network** has extended its major league baseball broadcast contract for five years. This agreement

is in addition to the network's previously announced one-year extension of broadcast rights, covering 1984's All Star Game, League of Championships, and the World Series.



STONES OUT FROM UNDERCOVER — The Rolling Stones are the focus of a two-part Westwood One "Off The Record" special (second installment to air December 19). Host **Mary Turner**, above with **Mick Jagger**, interviewed the Stones about their new LP and videos, new record company affiliation, and future projects.

● **UPI** has transferred its satellite uplink from Glenwood, NJ to its communications center in Dallas.



SHOW MUST GO ON — Although **Heart's Howard Leese** fell on stage during the group's Greenville, SC concert, he continued on through two encores. **Heart's** performance was broadcast live exclusively on the Source network, produced by **Starfleet Blair**. Shown comforting **Leese** are (l-r) **Frank Cody**, Source Executive Director/Programming; **Heart's Mark Andes**, **Denny Carmassi**, and **Nancy Wilson**; **Starfleet Executive Director/Programming Joseph Mirabella III**; group's **Ann Wilson**; **Starfleet President Sam Kopper**, and Source Programming Manager **Andrew Denmark**.

Pro:Motions

Gilmer VP At CBS Songs

Jimmy Gilmer is named VP/Southern Region at **CBS Songs**. He had been VP at **United Artists Music's** Nashville operation, which he opened in 1969. Gilmer is also well-known as former lead singer for the **Fireballs** (of "Sugar Shack" fame).



Jimmy Gilmer

Two Join Allegiance

Michael Mathews has been appointed National Promotion Director at **Allegiance Records**. He formerly headed the **M.M.L.A.** independent promotion firm and was National Promotion Director at **Faulty Products**. **Scott Bergstein** has also joined the company, as Director of Artist Development. Besides heading his own management firm, Bergstein has worked with **Casablanca's** international division.

Shields Upped At WELI As Getz Heads BSC Cable

Broad Street Communications has named **Larry Getz** Sr. VP/Cable Program Development, basing out of the company's **WELI/New Haven**. Getz, a four-year station veteran, had been **WELI's** Sr. VP/General Manager. **WELI** **GSM Stanley Shields** has been promoted to Station Manager, replacing Getz, who will supervise **BSC's** cable program development with special attention to the company's **Radiovision** service.

Sloan Joins Kat Family

Sue Sloan has been promoted to National A/C Promotion Director at **Kat Family Records**. She had served as Special Projects Coordinator for the label and in various positions at sister law firm **Katz, Weissman and Cherry**. Sloan will also serve as the A/C liaison between the label and **E/P/A**.



Sue Sloan

EMI Taps Khoury For New Operations

Capitol/EMI has appointed **Edward C. Khoury** VP/Business Development for **EMI Music Worldwide**. In addition, he will serve on the newly-created **Worldwide Management Board** and will also supervise the company's new **Worldwide Business Development Group**. He has also been named President of the new **Capitol Data Systems** division, which will expand on the company's present magnetic products operations.

McMillan Named KNX National Sales Manager

Tom McMillan is the new National Sales Manager for **CBS O&O KNX/Los Angeles**. He was formerly **GSM** at **KSDO-AM & FM/San Diego** and has worked in sales at Los Angeles stations **KFI & KOST** and **KRTH**, among others. He previously owned the **Peterson, Masters and McMillan** advertising agency.

ARBA Seeks Veteran Broadcasters

The **Armed Forces Broadcasters Association** has been formed to assist military broadcasters and electronic media personnel who previously served in the military. Besides offering professional services for members, the **ARBA** is planning awards for producers of **PSAs**. More information is available from Executive President **Sandra Starkweather** at (202) 965-7510.

Rand Manages In Bozeman

KCDQ/Bozeman, MT names **Jon Rand** General Manager. He spent the last two years as Sales Manager of **Golden West's KPLZ/Seattle** and has also served three years as Western Regional Manager for the **Radio Advertising Bureau**.

McAley Moves To Peoria

David McAley has been appointed Station Manager for **Midwest Television's WMBD & WKZW/Peoria**. He comes to the stations from the VP/Station Manager's job at **WMRO & WAUR/Aurora, IL**. McAley has also been Executive Director of the **Northern Illinois University** sports network and done air work at **WIND/Chicago** and **WOWO/Ft. Wayne**.



David McAley

RAB Appoints Two

William Shriftman has been upped to Senior VP/Finance and Administration at **RAB** (Radio Advertising Bureau). Since May 1981 he had been serving as VP/Finance. Prior to joining **RAB**, he was Controller at **Empire Savings** in White Plains, NY. In related activity, **Bonnie Rarick** comes aboard as Office Manager of **RAB's** Chicago office. She was previously affiliated with the **One Forty Four Corporation**.

Sparrow Eyes Taylor

John Taylor has been named National Promotion Manager for California-based **Sparrow Records**. He joins the label from the **Benson Company** in Nashville, where he had been employed in a similar position for five years. He was also copublisher and editor of the gospel-oriented tipsheet **Radio Report**.



John Taylor

Katz Ups Two In Birmingham

Katz Broadcasting's WZZK/Birmingham has promoted **Tina Johnson** to National Sales Coordinator and **Jim Whisenhunt** to Local Sales Manager. Both were previously Account Executives at the station.

Hahn Heads A&M Studios

Don Hahn has been appointed VP/GM of **A&M Recording Studios**. He joined the label in 1977 as a Senior Engineer and was most recently Director of Operations for the studio. Previously, he had been with **New York-based A&R Recording**.

Harder Upped By Eastman

Jim Harder has been named VP/Manager of **Eastman Radio's** Chicago branch. He's a six-year company veteran and was most recently Manager of the Philadelphia office.



Jim Harder

Drexler to MCA A&R

MCA appoints **Marcy Drexler** to Manager of East Coast A&R. She joins the label from **Arista**, where she was A&R Talent Coordinator for the past seven years. Drexler also worked for **WCBS-FM/New York** as an engineer.



Marcy Drexler

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A/C CHR/TOP 40 COUNTRY
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40 TOP SATELLITE SURVEY



**WITH DAN
INGRAM**

Something new and unique in contemporary hit radio.

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

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

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

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

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



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Now music hits the big screen — in
Dolby stereo — 7 days a week.

CONCERT CINEMA — the new music
network that matches the performer with
the specific movie audience begins in
January.

Look for DAVID BOWIE, OLIVIA
NEWTON-JOHN, and BOB DYLAN in
widescreen stereo concert performances
immediately preceding the main feature
at first-run theaters across America.

Exciting opportunities for radio station
promotional tie-ins are available.

Check with your local theater operators
to find out when CONCERT CINEMA
will begin in your market.

Watch Radio & Records for more details
. . . as CONCERT CINEMA puts music in
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CONCERT CINEMA

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A Division of Harte-Hanks Communications



JHAN HIBER

Quotable Notables

Last week we looked at the year in review via the chronology of events. Now let's take a look at the year's happenings in the words of the movers and shakers in the ratings and research biz. We'll read comments relating to **Arbitron**, **Birch**, perceptual research, and miscellaneous items such as qualitative research and the impact of new technology.

Have fun wading through the words of wisdom that made 1983 a memorable year. Quotations not specifically attributed are mine.

Arbitron Ratings

Revenues: According to the magazine **Advertising Age**, "Arbitron's 1982 revenues were estimated to be \$80.3 million, up almost 21% over 1981. The radio division accounted for approximately \$37 million." Arbitron officials would neither confirm nor deny the figures.

Promotion Policy: "There's no way we can restrict how stations promote the fact that they have done well in past ratings surveys."

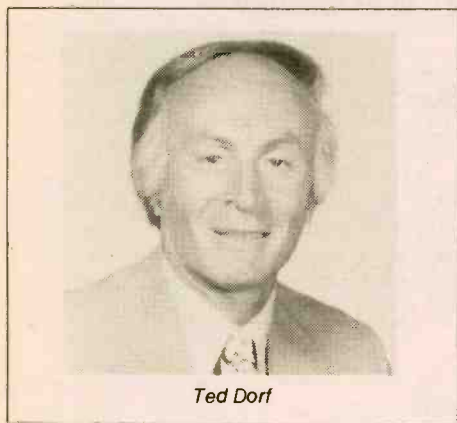
—Tony Kelsey,
General Counsel for Arbitron

Beautiful Music Wanes & Waxes: "One reason 63% of the combined Beautiful Music shares have slipped is that listeners have devoted more and more of their precious quarter-hours to other alternatives such as Big Band."

(February 4)

"Some of the formats (such as BM) that were supposed to be dying only a few months ago are looking awfully lively."

(July 22)



Ted Dorf

New Demos: "Some of the Advisory Council members are concerned about five-year demo cells, but most of us feel the stability will be adequate."

—Ted Dorf,
Radio Advisory Council Chairman

The Arbitron Radio Advisory Council: "It's damn perplexing and maybe it's a communications problem, but I get the feeling that many broadcasters just don't pay attention to what we're doing. That's one major frustration."

—Ted Dorf, ARAC Chairman

Arbitron Hardware: "We'll be offering rolling monthly averages on an IBM/PC, not the CD110. Our customers have made it clear they do not want us in the hardware end of the research business."

—Bill Livek, VP
Arbitron Sales/Marketing

New Slogan Policy: "Fewer than 3% of the diary entries have anything to do with an identifier that is not the station's call letters or exact frequency."

—Claire Kummer,
Radio Product Manager, Arbitron

Arbitrends — for sales or not for sales? "Since the sample size in a rolling monthly is as large as it is in a local market report, there should be no suppression of demos."

—Carol Mayberry,
Research VP, Katz Radio



Kent Burkhart

George Green

"I've always felt that three-year demo spreads were best."

—Kent Burkhart, consultant

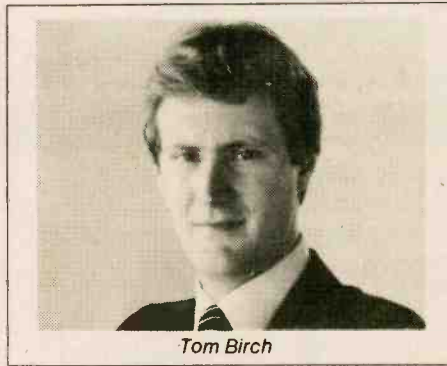
"Arbitrends is supposed to be a programming tool. It's not supposed to be a sales tool."

—George Green, past Chairman and member of the Arbitron Radio Advisory Council

Differential Survey Treatment: "While the jury is still out on DST it is clearly a better approach than Telephone Retrieval for measuring listening by blacks."

—John Dimling, Executive Director,
Electronic Media Rating Council

Birch Radio



Tom Birch

Ad Agency Perceptions: "The ad community was a skeptical audience but indicated that they will use us now as long as we can interface with their Arbitron data. Our monthly reports and qualitative reports will thus become most important to them."

—Tom Birch, President, Birch Radio

Cume Problems: "We're considering two-day recall as compared to our current methodology. We feel the sensitivity of telephone recall is so much better than the seven-day diary that the industry will find our cume levels, even though they will be projections, extremely useful."

—Tom Birch

"Birch is still trying to come up with decent weekly daypart cume projections. It's disappointing that Birch hasn't solved its cume problems, and this is still an Achilles heel for the service."

(April 22)

"Birch, with **Jim Yergin's** help, has apparently come up with reliable cume projections for five and seven-day levels."

(December 2)

Focus Groups



"Stations are much more active with the various kinds of research — perceptual research especially — that are now available."

—John Dimling,
Executive Director, EMRC

"If you look at ten years ago there was no such thing as focus groups. They were an unknown quantity and no one was using them to measure performance. Now look at the growth."

—Tom Birch

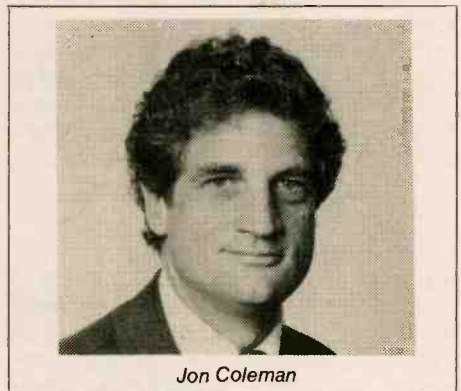
New Tech/Qualitative

"There is a growing demand for the Quantiplex audience research data in the radio industry and we intend to make a strong move in that market."

—Jim O'Neill,
new Chairman of Quantiplex (June 17)

"While we think the industry will in the long run support this type of research, it just doesn't appear that the revenues are there now."

—Jim O'Neill
on the folding of Quantiplex (November 25)



Jon Coleman

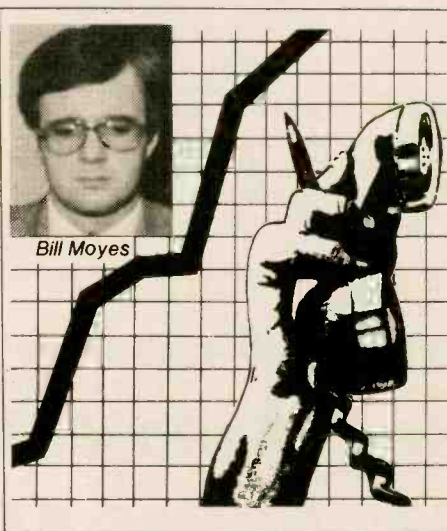
"While the younger demos are being wooed successfully by **MTV**, they're still spending a significant time daily with radio."

—Excerpt from Jon Coleman's study of MTV

"The most important thing to point out is that there is no credible measurement of cable audiences, while the radio industry has ratings that are very useful in selling."

—Larry Patrick,
Senior VP, Hiber, Hart & Patrick

Telephone Research



Bill Moyes

"I think the programmer has become more confused. They want to reach out and use telephone methods to measure results, while the real scorecard is Arbitron."

—Bill Moyes, President,
The Research Group

And In Conclusion . . .

Let me close with a notable quote concerning how any research — be it ratings or perceptual research — should be used. "Research should be used to give station management credible guidance, not to make bottom-line decisions."

Given those words of wisdom, let me also close by wishing you the happiest of holiday seasons. Thanks for all your support — and let's have a great 1984!

Management

WOMEN EXECUTIVES ON THE RISE

You've Come A Long Way, Lady

By Gary Kaplan

The best man for the job is a woman. No doubt you've seen that bumper sticker staring back at you in rush hour traffic. You may have even found it humorous. However, without question, one of the most important developments of the past decade has been the rise of women executives to positions of power in the corporate suites of American business.

Women were once virtually foreclosed from true upward mobility. But over the past two decades the number of women executives in U.S. business has been increasing steadily, with many rising to senior-level positions. Do these women share common characteristics or career paths? Do those paths differ from their male counterparts? What specific traits propelled them to the top? No academically sound data existed to answer these and other meaningful questions about women senior executives in U.S. business.

Recently, Korn/Ferry International and the Graduate School of Management at UCLA collaborated to develop a comprehensive study documenting the background and characteristics of the woman senior executive, highlighting how truly important the woman executive has become — both in positions held and compensation earned. Not only does the study indicate how fast and how far women have risen in the upper echelons of management, it shows the path to the top hasn't been entirely free of obstacles, and that women have made significant personal sacrifices to achieve their positions of authority.

Senior Executive Profile

• Business Career

The composite woman senior executive at a large U.S. company holds the title of Vice President and earns annual compensation of \$92,159. She aspires to a higher position in the company, although she believes that barriers to women's advancement at the senior level still exist.

When evaluating the traits she feels are most important in attaining success, she lists "concern for results," "desire for responsibility," and "positive attitude." Other traits she feels are important are "persistence," "ambition," and "integrity." She doesn't believe that the "who you know, not what you know" theory of career development is valid, although many of her female peers do. She feels that her greatest obstacle to success was being a woman.

She began her career in either

marketing/sales, finance/accounting, or professional/technical positions. She is now in general management. For the present, she defines the fastest "route to the top" as marketing/sales, finance/accounting, and professional/technical. However, she predicts that ten years from now, general management will supersede all of these.

The composite respondent didn't have a career goal when she started out, but considers strategic job changes of value to a career. While she did not have a role model, she did have a male mentor and now serves as a mentor to both lower-level men and women.

She has been with her current employer for 13 years and has worked for three different companies during her career. Her average work week is 53 hours, which she feels is comparable to the number of hours her male counterparts work. (However, a sizable minority of her female peers feel that they work longer hours than do male executives.) She spends 33 days a year out of town on business. While she hasn't been asked to relocate during her career, about a third of her peers have been. Most of those who didn't relocate felt that refusal to relocate had not had a negative effect on their careers. She takes three weeks of vacation per year and has never taken a leave of absence.

Our average woman executive plans to retire before the traditional age of 65. She does not serve on a corporate board of directors, but does belong to women's groups and private clubs. Overall, she seems satisfied with her position because, if she were to start over, she would pursue the same or a similar career.

• Early Background and Education

The profile's composite respondent was born in 1936, the firstborn child in her family. She grew up in an urban setting in the Northeast in a city with a population under 100,000. She had one brother, one sister, and lived with both parents. As she was growing up, she was closer to her father, who was employed in a professional/technical/managerial capacity. Her mother did not work outside the home.

Keeping Up With The Boys

The following chart illustrates how female executives stack up against their male counterparts, who were polled in the 1979 Korn/Ferry and UCLA study, "Making It To The Top: A Career Profile of the Senior Executive."

	FEMALE	MALE
Average years on job	13	19
Number of companies worked for	3	3
Work week hours	53	53
Days out of town on business	33	52
Annual vacation days	16	16
Relocation rate	21%	81%
Believe it's who you know, not what you know	42%	16%
Have achieved career goals	24%	67%
Would pursue similar career path	80%	88%
Average annual salary	\$92,159	\$116,000
Plan to retire before 65	50%	50%
Average age	46	53
Hold graduate degrees	30%	43%
Married	41%	95%
Moderate drinkers	72%	79%
Never smoke	66%	59%
Use tranquilizers	13%	12%

She went to a public high school before attending a large, coed college where she earned a Bachelor of Arts degree. While an undergraduate student, she worked to provide one-third of her college expenses. Although she didn't obtain a graduate degree, many of her peers did in business or law.

• Personal Data

The typical woman senior executive is a 46-year-old white Protestant, who drinks moderately but never smokes or uses tranquilizers. She is not currently married and has no children.

If she is divorced, she cites her career as "a factor in the divorce." If married, she has a spouse who is employed fulltime, working in a professional/technical capacity and earning 44% of their household income. Her career is not only more rewarding financially, but has progressed better and faster than her spouse's.

If she is married and has children (approximately two), she takes primary responsibility for the care of her children as well as for the household tasks. Although she feels she has adequate time to spend with her husband and children, she believes that time spent at work or travelling for her job has a negative effect on her social life.

Our composite respondent is a Republican and considers herself "moderate" on social issues and "conservative" on economic issues. She does not believe that women face more antagonism now that they have become more realistic job competitors, but agrees that women do not receive equal pay for equal work. She favors the ERA and the right to abortion, but opposes government-sponsored child care centers.

Although the radio industry hasn't been researched comprehensively, several observations can be made in light of the preceding study. More women have indeed entered the radio business, holding down positions ranging from air personality to music director, program director, and station/general manager. Several years ago, for example, only a handful of women attended RAB's Managing Sales conference. Last year well over a hundred participated, with RAB sponsoring its first professional women's breakfast.

On the other hand, not very many women are serving in top management posts, while a disproportionate number still tend to enter radio's professional ranks through the traditional sales/marketing route. This radio (and records) situation should change, however, as the number of women in the sales/marketing arena and the general workforce increases. Then odds are great that more women will enter the general management and consulting levels, ultimately branching into group management.

Copies of the "Profile of Women Senior Executives" are currently available. To receive a copy, mail your business card to Gary Kaplan c/o Korn/Ferry International, 1900 Avenue of the Stars, Los Angeles, CA 90067.

Gary Kaplan presently serves as Managing VP/Partner of search firm Korn/Ferry International. Based in the Los Angeles corporate offices, he also heads the company's international entertainment specialty practice.

**Make Sure You're Among the Best and
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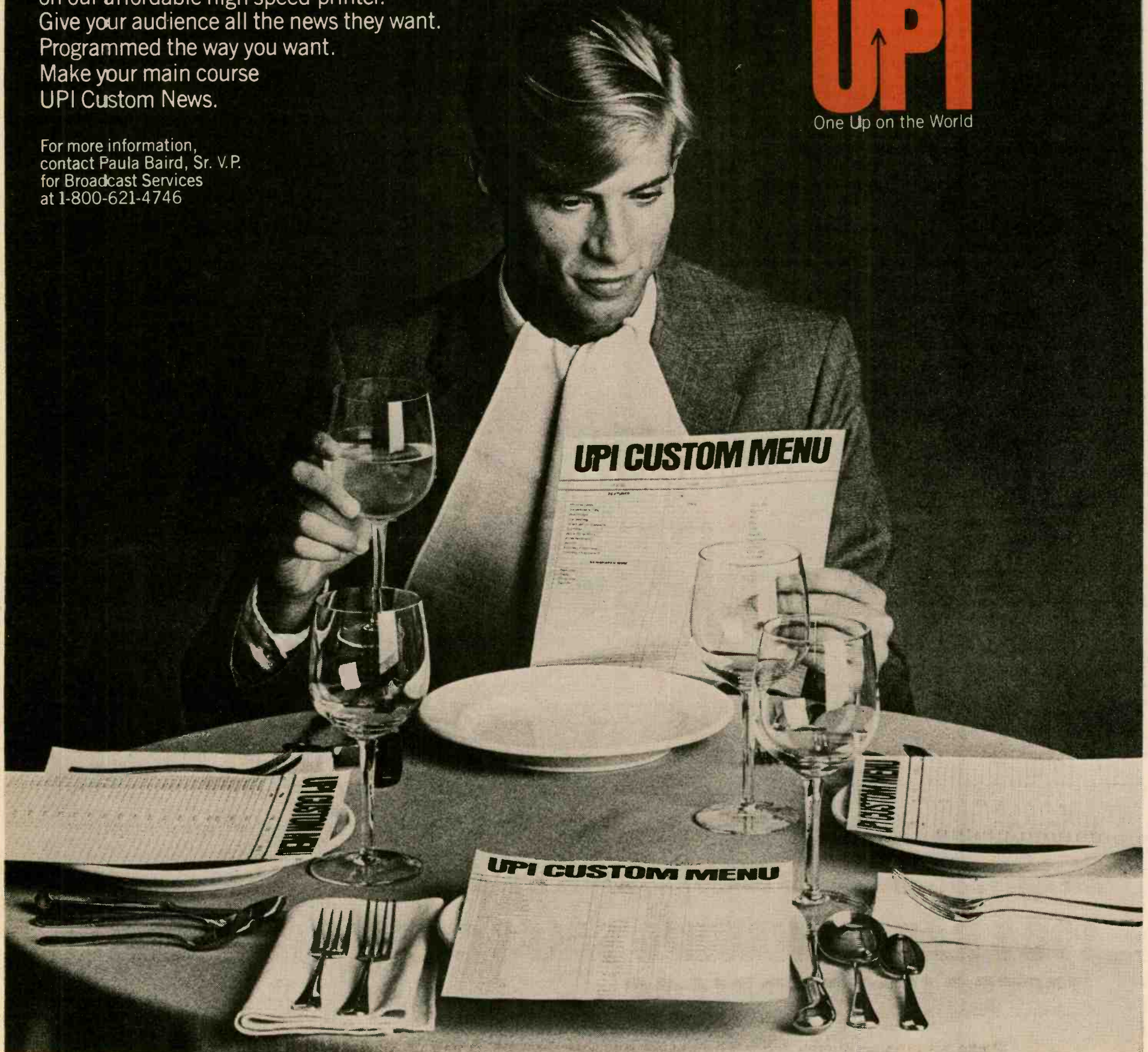
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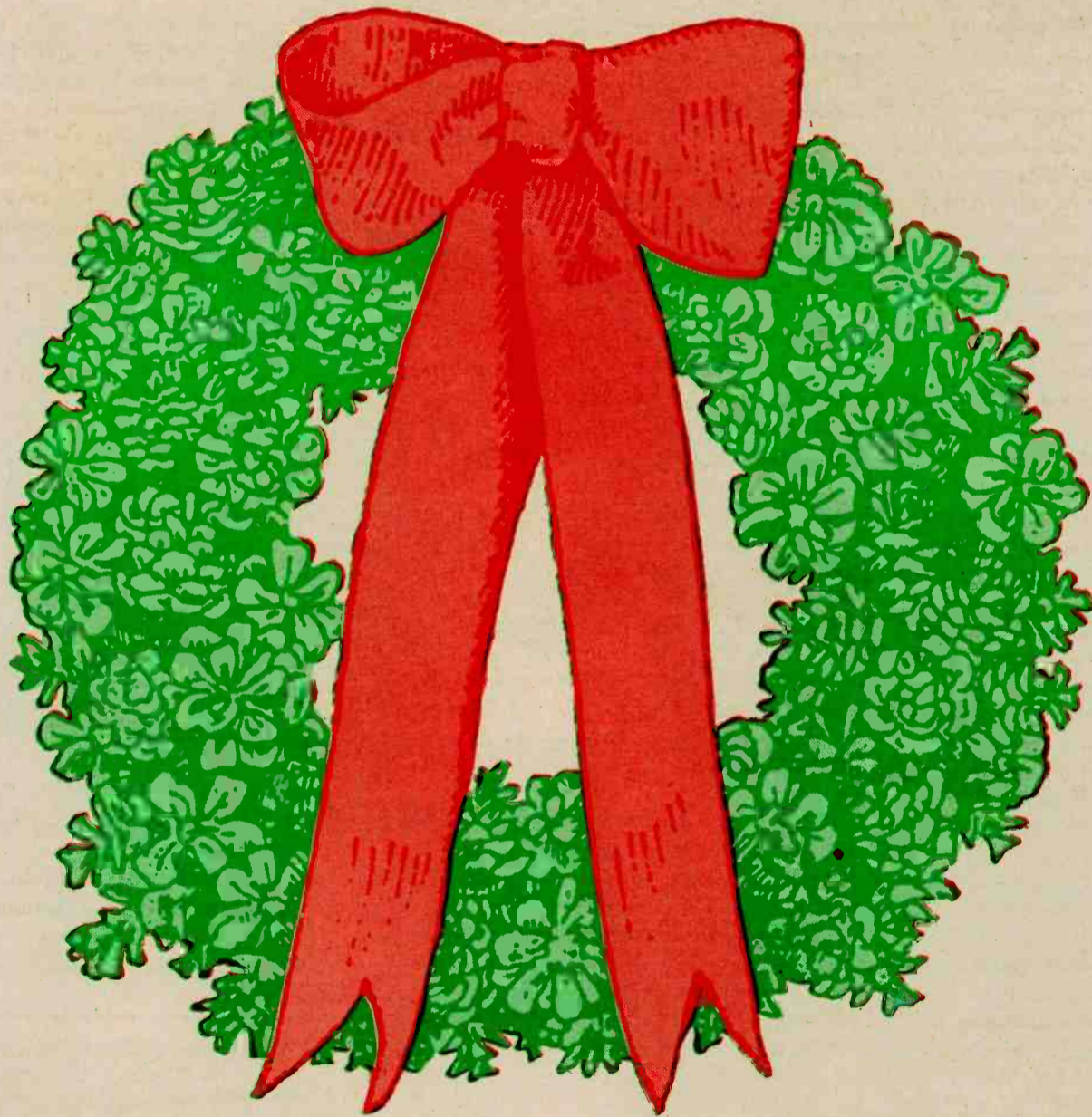
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Warm Holiday Wishes

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STREET TALK

It was expected that MCA Music Group President Irving Azoff and WEA International President Nesuhi Ertegun would announce at a Wednesday (12-14) press conference in L.A. a licensing agreement for WEA International to distribute MCA product worldwide, except in the U.S., Canada, the U.K., and Ireland. The deal is to take effect January 1 generally, although specific expiration dates of existing agreements could cause a later startup in certain territories.

CBS's "60 Minutes" is currently wrapping up a segment on radio talk hosts and air personalities who take phone calls on the air. No broadcast date has been set, but the second week of January is a possibility. Those interviewed include Alan Berg and Peter Boyles, KOA/Denver; Steve Kane, WNWS/Miami; WPKX/Washington morning man Gary D and VP/GM Bill Sherard; and Research Group VP Dick Springfield. Interestingly, WNBC/New York afternoon jock Howard Stern will be heard but not seen on the broadcast, since NBC would not grant CBS permission to bring the "60 Minutes" cameras into WNBC.

Following Jheryl Busby's move to MCA as VP/Black Music (see Page 1), it looks as if A&M Texas regional rep Step Johnson will shift to L.A. and direct black promotion for A&M.

Is KQAK/San Francisco (you should pardon the expression) on shaky ground? Word on the street in the Bay Area is that the station may be in some financial difficulty and/or up for sale. GM Les Elias said, regarding the financial situation, "Everything's under control." What about the talk of a sale? "We've had a lot of offers to sell," he explained; "if we get the right deal, absolutely." We hear one of those "offers" may have been made by KPRI/San Diego owner Southwestern Broadcasting, but nothing is official at this point.

Look for Mel Posner to leave Elektra/Asylum Records after 25 years with the label.

Former WJOK/Washington (the all-comedy station) personalities Brad Krantz and Mike Morin have been tapped as the new morning team for WPIX/New York. The pair will start January 2, with current WPIX morning man Dick Summer remaining with the station in an undetermined capacity.

This week's Wall Street story has Malrite Communications Group going public in mid-January, with Prudential-Bache managing the 1.85 million-share offering. Opening price is projected to be between \$14 and \$16 per share, traded on the over-the-counter market.

BPI programming consultant Beau Phillips has added KGON/Portland as a client, along with KISW/Seattle and KEZE/Spokane.

At WELI/New Haven, GSM Stanley Shields has been elevated to Station Manager, while station PD Chuck Gross moves up to Operations Manager.

Alan Lawson at WTTR/Baltimore is putting together a staff for the new rocker, and he's looking for tapes and resumes. Contact him at (301) 848-5511.

It's where they make 'em, and it's where they take 'em . . . WCZY/Detroit GSM Gary Lewis had his brand new Trans Am stolen recently, and when the highly-sought-after car was finally found, the only thing missing was the \$300 security system! Morning personality Dick Purtan was not so lucky. His new Riviera was boosted from a shopping center a few days later, but it has *not* made a return appearance.

Our condolences to the family and friends of Lowery Music Group VP Mary Tallent, 58, who died in an auto accident last week (12-6) in Atlanta. Injured in the crash, but recovering, is Marian Lunt, who heads Lowery's foreign operations.

The WAPP/New York morning team of E.J. Crummey and Mark McEwen is now defunct. Mark split for WNEW-FM a couple of weeks ago, and this week E.J. left WAPP as well. No immediate replacement in the morning drive shift of "The Apple."

WMJC & WHND/Detroit MD Mike Jackson is leaving to become PD at WIVY/Jacksonville, beginning January 3.

KLYF/Des Moines has switched from Beautiful Music to Adult/Contemporary. The new PD is Jim Prigge, with Cal Stout as his new MD.

Atlantic Records National Album Promotion Director Judy Libow will be married this Sunday (12-18) to Dr. Brian Herschorn. Congratulations to the happy couple!

Also marking the 18th as their wedding day will be independent promotion man "Heavy Lenny" Bronstein and his bride-to-be Arlene.

This is a good one . . . KIIQ/Colorado Springs (with its tongue firmly planted in its cheek) offered listeners a chance to win small roles in the first movie to be filmed on the moon! Despite heavy disclaimers that this was all indeed a gag, more than 200 people went for it, wanting to be part of the cast for the upcoming sequel to "2001: A Space Odyssey." By the way, the film will be made, but, naturally, *not* on the moon.

Tom Casey, who was cut loose as PD of KZLA-AM & FM/Los Angeles last week, is anxious to get back into the programming harness. Contact Tom at (805) 496-1309.

Congratulations to Isgro Enterprises principal Joe Isgro on being named to serve on the Executive Committee of the Vietnam Veterans Leadership Program. General William Westmoreland made the appointment personally last week in Los Angeles.

The PolyGram national staff was still mumbling (or was that grumbling?) last week about the memo written by Bill Cataldo listing the company's "Ten Worst Dressed Executives." Ouch. But, never fear . . . the terrible ten got back at Bill by awarding him a lavish plaque as PolyGram's "Animal Of The Year." The inscription said something about Bill's "sexist attitudes, insensitivity, generally sarcastic manner . . ." things like that. The PolyGram troops apparently are having quite a time with this gag. Overall, not a bad way to end a strong year for the company.



MCA TALK

Down Under's Real Life has just finished a whirlwind promo tour of London, New York, and Los Angeles. "Send Me An Angel" was a CHR Breaker last week, and during the tour, the Aussie foursome gave everyone from European TV-er Razzamatazz to KROQ to Solid Gold an early peak at this "Angel's" creator. The group also caught another version of "real life" when they went to see the Broadway version of *The Glass Menagerie*, starring Jessica Tandy.

Newsweek reporter David Gates got a first-hand view of the intense appeal of George Strait when he witnessed a brawl between two ladies elbowing for foot-of-stage position during George's recent Abilene, Texas concert. George and WB's John Anderson will be featured in a forthcoming Newsweek story on the hottest new country singers.

The patriotic twist to Night Ranger's hit song and video of "You Can Still Rock In America" has prompted inquiries from the Marines into a "Join Rock In America" promotional campaign. The Japanese have had Night Ranger for the past two weeks for eight sold-out shows. After Christmas, the Rangers join CBS' Quiet Riot for what should be one rockin' good tour.

New York Jets' Mark Gastineau, who performs his own "Safety Dance" when sacking opposing quarterbacks, recently introduced Men Without Hats to a packed Roseland house in New York City, presenting them with their gold LPs for Rhythm Of Youth.

Touring is tough these days. Those "Doggin'" guys and gal in Klique had their bus snowed-in in Denver and their van turn over in Kansas City. Manager George Murphy wasn't in either vehicle. Think he knows something?

Congratulations to Joe Ely and his wife for giving birth to daughter Maria.

Welcome to L.A. Mr. & Mrs. Lou Simon. Lou is on KKHR morning drive. Wife Marla joins teaching staff of Star-kids School, Oakwood Academy.

Congratulations also go to our David Brenner. He survived dinner with Kal Rudman recently when David and Kal were honored with Golden Entertainment Award from the Golden Slipper Club on November 17. It's not as good as having a baby, but what do you want from a comedian?

MCA TALK hears that Rolling Stone will be shuttering their L.A. editorial office January 1.

Joan Jett will be giving her Los Angeles' hometown fans a Christmas present with a surprise headline show on December 19 at The Palace in Hollywood.

B.B. King is having a full-tuition scholarship given in his name by the Guitar Institute of Technology.

That's that for 1983! Happy New Year! 1983 was a good one for us; we see even better things ahead for '84. We wish all of you the best for the New Year, too!



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On The Records



KEN BARNES

Daryl Hall: Cellar Dweller

Daryl Hall & John Oates as a duo go back as far as 1972, the year their first album, "Whole Oats," was released. They met while hanging around the Philadelphia session scene, occasionally playing and singing on the countless black records produced by Gamble & Huff and the smaller Philadelphia recording organizations.

Occasionally Daryl, at least, sang lead on a session, and even more occasionally a record was released. "The Princess And The Soldier," pictured below, came out in 1968, as much to Daryl's surprise as anyone's, he's said. As for the backing group, the Cellar Door, they were apparently not an actual band, but just the other Philly session musicians who played on the date. So if you're hoping for more basement tapes from the Cellar Door, don't.



SAY IT ISN'T SO — Daryl & John show off the hippest hairstyles of 1972, and Daryl sings in the Cellar.

Shannon, the singer of "Let The Music Play," is a former bookkeeper whose last name is Green.

Manfred Mann's Earth Band's latest album is called "Somewhere In Afrika." The title derives from the necessity of protecting the identities of some of the African chanters on the LP's African-themed side two. South African blacks could be arrested for publicly uttering some of the sentiments they sing on the LP, according to the band's British record label. So the recording locations were simply dubbed "somewhere in Africa." Mann himself, by the way, comes by his interest in Africa naturally — he's South African by birth.

Irene Cara made her Broadway debut in 1967 at the age of eight in a musical called "Maggie Flynn." In 1972 she was a member of the cast of the children's TV series "The Electric Company," playing in a rock band called the Short Circus which musically taught kids how to speak correctly.

Hummin' Nature

Not only did Billy Joel figuratively return to his roots with his "An Innocent Man" LP, saluting the '60s song stylings that influenced him as a kid, but he recently paid homage in a more direct fashion. The 12-inch remix of "Tell Her About It" contains a bonus version of the Sam & Dave song "You Got Me Hummin'" — a song Billy originally recorded in 1967 with his first group, the Hassles.



Trevor Rabin's raw rocker image, and his disco phase.

Rabin & Rockin'

The newest member of the reformed Yes, Trevor Rabin, is a South African guitarist with a previous heavy metal reputation in England derived from a few hard-hitting solo LPs. Hard rock is certainly not Rabin's only forte, however, although his first group Rabbitt was in that mold. He also produced a balladish single for the former lead singer of '70s pop idols Mud, an R&B single for a British artist named Noel McCalla, and produced, wrote, and probably performs on a pure disco record called "Ecstasy" by the Tee Cee's. A versatile kind of guy.

Before she was able to put together the Pretenders in late 1978, Chrissie Hynde endured a variety of less-than-constructive career moves such as writing reviews for the British pop paper New Musical Express, playing in several dead-end bands, and attending Kent State University with R&R's own Jeff Gelb. The Pretenders' first record was an obscure Kinks chestnut, "Stop Your Sobbing," from their first album. Nick Lowe produced it, and it did well enough in England to launch their career. For Pretenders fanatics, a demo version of "Stop Your Sobbing" was released on a plastic disc with a magazine called Flexi-Pop.



FOREIGN ARTISTS TAKE OVER CHARTS

The Invaders Strike

If you thought during this past year that you were hearing more non-American music than ever before, you were right. Artists from the United Kingdom (chiefly), Australia, Canada, and even Switzerland, Ireland, and Guyana (among other locales) scored Top 15 hits in 1983 on the CHR, AOR, or A/C charts. They did so in such numbers that they broke almost all previous R&R records for foreign hitmaking.

AOR, with its strong historical British bias, led the way, with nearly 60% (59.7%) of the Top 15 AOR Hot Tracks by artists originating outside the U.S. UK artists accounted for 43% of the total (compared to Americans' 40.3%), with Australians adding 6% and Canadians 5%. On the AOR LP charts, the figure was 53.6% for foreigners (34% UK).

In CHR, un-American activities in the Top 15 class approached 50%, just missing at 48.8% (35% UK, 7% Australia, 4% Canada, 2.8% other). Meanwhile, A/C, with historically lower levels of foreign penetration, hit a new high of 27.4% (15% UK, 7% Australia, 5.4% other).

For purposes of comparison, here are the five-year trends in CHR, AOR (LPs), and A/C for foreign Top 15 hits.

	CHR	AOR	A/C
1979	30.6%	39.4%	30.3%
1980	24.6	38.4	19.5
1981	32.0	45.5	22.3
1982	25.8	47.7	16.7
1983	48.8	53.6	27.4

The big revolution is clearly in the CHR field, and it will be interesting to see whether the new foreign domination holds up in 1984.

Diana Ross's current single "Let's Go Up" was previously recorded by Helen Reddy on last year's "Imagination" LP.

Responding to a recent column, KQCA/Canton, MO morning man Tim Howe expands on the seemingly infinite qualities of love, pointing out that John Paul Young said it was in the air, Jackie DeShannon felt it was what the world needs now, Edison Lighthouse said it grows where their Rosemary goes, and the J. Geils Band simply insisted that it stinks. And that's quite enough of that.

Wouldn't you know it — just after I devote a chunk of valuable column space to the lack of New Year's records, George Thorogood comes out with a new one, "New Year's Eve Party." Anyway, it sounds like as good a way as any to close out this year's column. See you in January.

TV News

"Solid Gold" for the week of December 16 stars Earl Thomas Conley, Culture Club, JoBoxers, John Cougar Mellencamp, Bette Midler, Melba Moore, and Spandau Ballet. The Dec. 23 show features guest host Andy Gibb along with Kim Carnes, Heart, Waylon Jennings, Little River Band, Jeffrey Osborne, and Shandi... Appearing on the "Pop 'N' Rocker Game" are the Gap Band and the Plimsouls, weekend of Dec. 17; Felony and Tommy Tutone Dec. 24; and Oxo and Frank Stallone Dec. 31... "Loretta Lynn's Christmas Card" special debuts on the Nashville Network Dec. 17... "Hot Spots," on USA Cable, has concert spots set for Pieces Of A Dream (Dec. 17, 23), Tower Of Power (19), Jack Of Diamonds (22), Little Girls (24, 27), Rockets (26), Dexter Wansel (28), Orleans (29), New Grass Revival (30), Renaissance (31).

The Nashville Network's "Offstage" interview show stars the Nitty Gritty Dirt Band (Dec. 19), Hank Snow (20), Barbara Mandrell (27-28), and Con Hunley (Jan. 4)... Randy Newman's Showtime concert repeats Dec. 19 and 25... Tom Waits guests on "David Letterman" Dec. 21... Paul McCartney is interviewed on "Friday Night Videos" Dec. 23, with Michael Jackson's "Thriller" getting its network premiere and a live version of the Rolling Stones' "Undercover Of The Night" also debuting.

"Dick Clark's New Year's Rockin' Eve '84" marks the 12th year of the Dec. 31 special on ABC, and stars Laura Branigan, Culture Club, David Frizzell, Rick James, Barry Manilow, and the Mary Jane Girls... Showtime's "Rock Of The '80s" stars the Blasters, Roman Holiday, and Spandau Ballet Dec. 31... The Nashville Network's "Bobby Bare & Friends" hosts Willie Nelson Dec. 31... Oingo Boingo is on "American Bandstand" Jan. 1.



5 Years Ago Today

- JIMMY BOWEN E/A-NASHVILLE'S VP/GM
- NICK VERBITSKY VP/GM AT WHN/NEW YORK
- LENNY WARONKER, ED ROSENBLATT, MURRAY GITLIN SR. VPS AT WB
- BILL JOHNSON NAMED PRESIDENT/GM OF WDEE/DETROIT
- JOHN HAYES GM AT KYUU/SAN FRANCISCO
- LYNN SHULTS NAMED VP AT CAPITOL/NASHVILLE
- JERRY SHARELL BECOMES VP/CREATIVE SERVICES AT E/A
- NUMBER ONE FIVE YEARS AGO: "Le Freak" — Chic (Atlantic)
- NUMBER ONE A/C: "You Don't Bring Me Flowers" — Barbra & Neil (Columbia) (5th week)
- NUMBER ONE COUNTRY: "The Gambler" — Kenny Rogers (UA) (2nd week)
- NUMBER ONE LP: "52nd Street" — Billy Joel (Columbia) (7th week)



10 Years Ago Today

- JOHN GEHRON NAMED PD AT WLS/CHICAGO
- TOM BIGBY BECOMES OPERATIONS MANAGER AT 13Q/PITTSBURGH
- NUMBER ONE TEN YEARS AGO: "Goodbye Yellow Brick Road" — Elton John (MCA) (3rd week)
- NUMBER ONE COUNTRY: "The Most Beautiful Girl In The World" — Charlie Rich (Epic) (5th week)

R&R

RADIO & RECORDS

1983

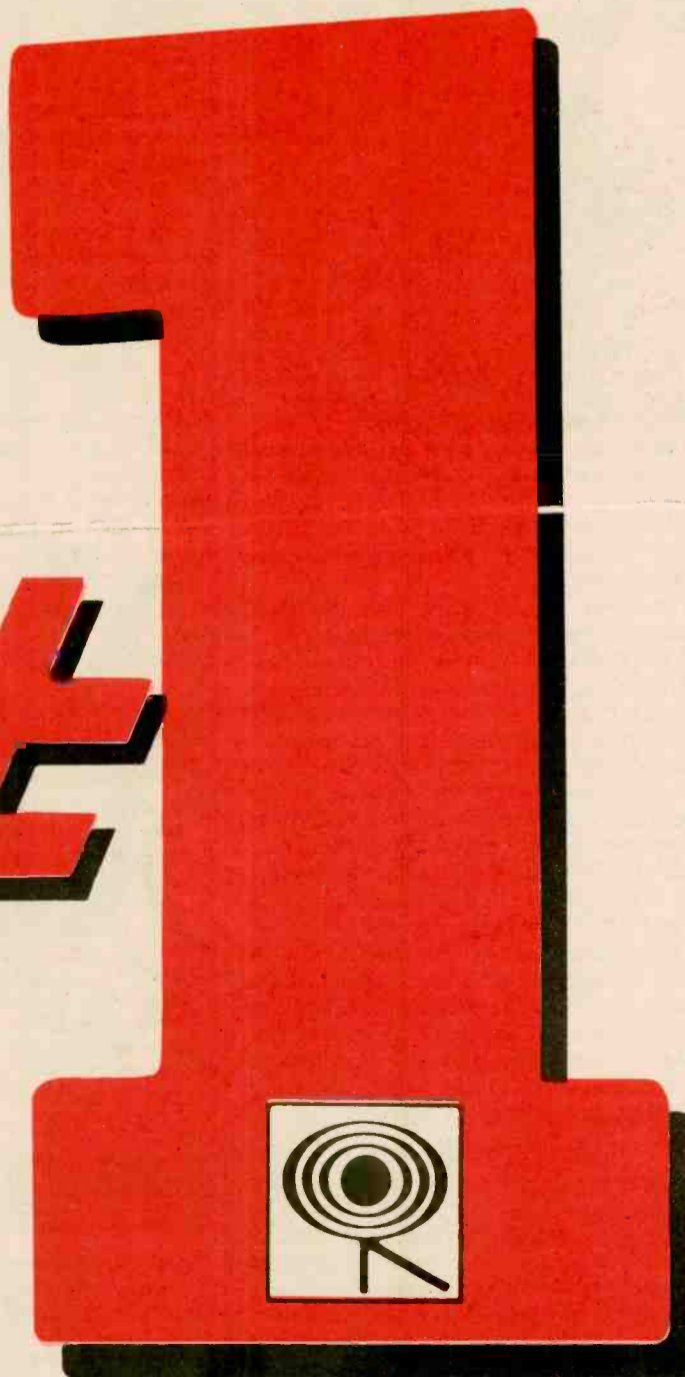
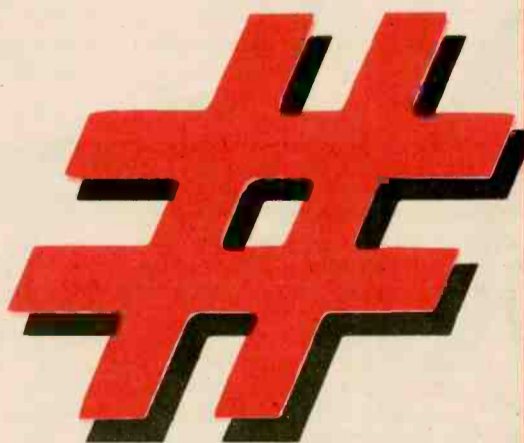
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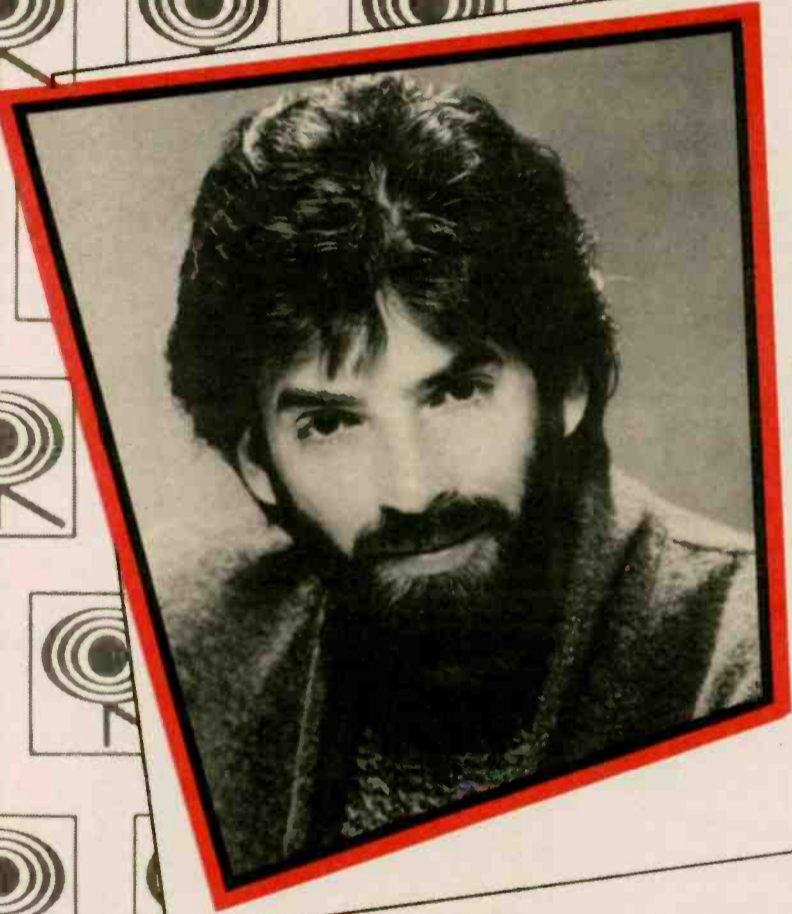
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News/Talk



BRAD WOODWARD

News/Talk: 1983 Perspective

Looking back over the comments of News/Talk executives in this column during 1983, I was struck by several recurring themes. One was an ongoing debate over the relative merits of local vs. network talk programming during the midday and drivetime dayparts. Clearly, the shakedown period for network talk is still underway.

Here are some highlights from the discussion as it unfolded here throughout the year:

"You've got to give your listener a local shot. He must be able to opine about graft in City Hall or the need for a new traffic light at Third and Main, as well as comment on Reagan, Lebanon, or the ill-fated South Korean jetliner."
—Joe Whelan, VP/GM, WAVI/Dayton

"National talk shows have their place; I feel they're all part of the idea. But we feel ours (local format) will continue to be successful. As to theirs, the jury's still out on that."
—Bob Hyland, CBS Regional VP/GM, KMOX/St. Louis

"The fact is, a network program can be more local than a local program. It all depends on the subject matter. If it is something people can relate to and find useful in their own lives, then it will be the kind of programming they will want to hear."
—Dick Penn, VP/GM, NBC Radio Networks

"Nationally syndicated talk radio is not the way to do it, unless your goal is to potentially save some dollars, which you really don't do. I believe talk programming must be local."
—Marty Greenberg, President, Duffy Broadcasting

"The morning show should remain local and compatible with either locally and/or nationally-syndicated product. The station must still be promoted and programmed as if the product was locally produced. Nationally-syndicated product is not a cure-all, especially in major markets."
—Mickey Luckoff, VP/GM, KGO/San Francisco



UPI HONORS WCBS — United Press International has given its 1983 UPI National Award for best major market radio newscast to all-News WCBS/New York. WCBS VP/GM James McQuade (l) accepted the award recently from UPI President Bill Small.

"The one thing we protect above all else is that we are in Cincinnati, Ohio. We try to maintain everything locally."
—Jim Glass, PD, WCKY/Cincinnati

"I'm not sure a Michael Jackson or a Toni Grant can perform in New Orleans and get the striking numbers they can in Los Angeles."
—Fred Walker, President, Broad Street Communications

"Three Killed, Two Seriously"

This year the N/T column in R&R broadened its focus beyond talk programming to treat the concerns of radio news directors as well. Subjects addressed included how-tos on covering business and economics on radio, handling hostage incidents and coping with gunpoint demands for airtime, radio newswriting, managing a radio news staff, and a look at UPI's new CustomCast teleprinter. As a reminder of those columns, I pulled some of the most interesting quotes from each.

When I asked WIND/Chicago's Jim Boutet, winner of a Janus Award for economic reporting, to assess the quality of business coverage on radio, he responded as one might expect of a tough, Chicago street reporter: "An awful lot of economic reporting on radio is utter garbage. Most of the newscasters who put the Dow Jones average on don't know what the hell they are."

For tips on newswriting, I interviewed one of broadcasting's most respected professionals, Ed Bliss. A longtime writer for CBS, broadcast journalism professor and co-author of "Writing News For Broadcast," Ed shared these gems, all heard on radio newscasts: "Police waited outside the hospital and their patience paid off;" "Three peo-

ple were killed, two seriously;" "She was in the office being serviced at the time of the accident."

AP Broadcast Services Deputy Director Jim Hood was unimpressed with the UPI CustomCast system, which allows stations to pre-program the types of stories they'll get on the wire. Said Hood, "We don't think there are many machines that are smart enough to edit news copy in lieu of humans."

One of those interviewed on hostage coverage was Dr. Harvey Goldstein, Director/Psychologist Services for the Prince Georges County, MD Police Department. He made no secret of his contempt for broadcasters who inject themselves into hostage incidents: "I'm very much against the idea of the media calling in to try to get an exclusive with a hostage-taker. It is, in fact, a violation of hostages' rights. To me, it's akin to yelling 'fire' in a crowded theater."

The news directors I talked with about how to manage a radio news staff differed on the importance of salary as a motivator. Underpaid, overworked radio reporters might take some comfort in the words of Mike Ludlum, Executive Editor of the CBS AM Group: "I know people who are making fabulous dollars in radio news who aren't necessarily as happy as they could be."



ROLLING IN CABBAGE — Quick-thinking WBBF/Rochester managed to turn the "Cabbage Patch" doll hysteria into an attention-getting promotion during the final two weeks of the fall Arbitron period. Operations Manager/morning host Jeff Howlett (pictured) badgered a Coleco official until she agreed to sell him 90 of the scarce critters for \$20 apiece for a giveaway. Of course, people could only know when to call in by listening to WBBF. Response was so great that Rochester's downtown phone circuits blew out, forcing a pause in the contest until special lines could be installed to handle the volume of calls. Howlett believes the tens of thousands of new listeners and heavy local newspaper and television coverage will help solve WBBF's image problem. WBBF switched to Talk in February, but is still widely perceived as a music station.

The Long Haul

Another theme running through the remarks of N/T programmers is the expense and slow growth of the format. Similarly, many stressed that the long process of building a successful N/T station requires consistency and gradual change, rather than abrupt shifts.

"It's a very expensive format if you do it right. If you don't do it with a full staff and a full commitment to the idea, it won't succeed."
—Bob Hyland

"Any time you get into a spoken-word format — a News or Talk format — it can be slow-building. It's tougher and slower, but the rewards are there."
—Joe Gillespie, Executive Editor, WINS/New York (now at KOGO/San Diego)

"The pressures against this format are immense. In the first year alone just the cost of equipment was phenomenal. If the expenses outweigh the income, at what point does the commitment of ownership say, 'That's enough?'"
—Jim Glass

"It is my experience that this kind of format takes more time to develop than most others. But once it takes hold, it has the potential to be an incredibly important public service as well as a valuable programming franchise."
—Ben Hoberman, President, ABC Radio

After converting WGSO/New Orleans from News/Talk to CHR: "Our payroll alone will go down about \$750,000 annually."
—Fred Walker

"I can't think of a major market News/Talk radio station started in the last five years that is a success today. They're all butting up against guys who have been doing it for a long time."
—Marty Greenberg

"We don't make drastic and radical changes . . . I don't try to jolt my audience on a regular basis just so I can play radio."
—Pat Rodgers, PD, WOAI/San Antonio

"We stay with what we've been doing very well for 18 years . . . That's the key — we stay the same, we don't deviate from it. We're afraid to touch the success of it."
—John Waugaman, VP/GM, WINS/New York

On The Move

James Newman has survived the collapse of the Satellite News Channel to become financial reporter for KFWB/Los Angeles, which also takes Carol Senor from KMPC/Los Angeles to be Assistant Advertising/Promotion Director . . . Recent substitute on John Gambling's WOR/New York morning show was Gene Klavan, who did PM drive on the station from 1977-1981 after 25 years at WNEW/New York . . . Phil Mueller leaves Bonneville's D.C. Bureau to become News/Program Director at KMBZ/Kansas City, which adopted an "information" format October 13. New PM anchor at KMBZ is Rush Limbaugh of crosstown KUDL, where he was known on the air as Jeff Christie . . . Phil Hulett joins KNWZ/Anaheim



Phil Mueller

as 1-3pm talk host . . . KHTZ/Los Angeles Sports Director Larry Kahn goes to KNX/Los Angeles as weekend sports director . . . Liz Nestel, ex-Gap Corp., is now KGO! San Francisco Research Director . . . WKIS/Orolando puts Sandy Rhodes on weekend anchor duty . . . Taking over as Operations Manager at KRMG/Tulsa is ex-WTMJ/Milwaukee PD Bill Conway . . . WGST/Atlanta ND Lou Giserman leaves to join UPI Radio in Washington. WGST promotes morning anchors Wade Medlock and Dan Dornberg to ND and Assistant ND . . . KUHL/Santa Maria, CA rounds out its afternoon news team with KPRB/Redmond, OR News Director Ritch Wells.



KFWB'S BILL ANGEL RETIRES — KFWB/Los Angeles anchor Bill Angel was recently honored by over 100 well-wishers at a reception marking his retirement after 27 years at the station. Angel, whose career in broadcasting spanned 45 years, received congratulatory messages from President Reagan and Los Angeles Mayor Tom Bradley. Above, KFWB VP/GM Frank Oxarart (r) presents Angel with a cruise to Mexico.

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From The Album



Produced by Jimmy Buffett and Michael Utley

Thank You
A/C Radio For
Your Support!

Roper Becomes GSM At KATZ & WZEN

Tom Roper has been appointed General Sales Manager at Unity Broadcasting's KATZ & WZEN/St. Louis, coming to the station from an Account Executive position at KNDL-TV/St. Louis. Roper, a 17-year sales veteran, was formerly an Account Executive at KWK/St. Louis and worked for CBS TV stations in St. Louis and Chicago.

Commenting on the appointment, KATZ & WZEN GM Bernardine Douglas said, "Tom Roper has shown exceptional talent in media sales, and we are most fortunate to have him with us."

KKAR PLANS MID-1984 START

L.A. Area Set For New All-News Daytimer

The News/Talk fray in Los Angeles will become more complex next year when a new all-News station begins broadcasting on 540 kHz from nearby Hesperia. The FCC has issued a construction permit for a 1kw daytimer on the Mexican clear channel to the sole applicant, KKGQ/Los Angeles owner Saul Levine, who expects to be on the air in mid-1984.

Levine told R&R the station will target Southern California commuters. He has applied for the call letters KKAR and plans to use the slogan "KKAR 54," playing on memories of the 1960s television show "Car 54, Where Are You!" He expects to affiliate with CNN Radio and use the ID Hesperia-Los Angeles.

Levine feels the station could reach an estimated ten million potential listeners, covering all of Orange County and large portions of Los Angeles, San Bernardino, and Riverside Counties. Owing to greater groundwave conductivity at lower frequencies, Levine contends KKAR will have the

equivalent of a signal "in excess of 50kw."

Levine, who first thought of applying for the channel 16 years ago, is convinced there's room for another all-News station in the market and adds, "We have faith in AM." Although all-News KNX covers most of KKAR's new territory, he believes "KKAR 54" will serve many areas not reached by two other News or Talk competitors, KFVB and KABC.

He continued, "I'm not at all unhappy that we have no nighttime authority. It all starts to go over to television in the late afternoon. You can probably shoot a cannon through the audience of most News/Talk stations at night." He expects KKAR to operate from 6am to at least 7pm.

Levine now uses CNN Radio on KSHO/Honolulu continuously from 5-10am and then hourly for the rest of the day. "It seems to be working beautifully at KSHO. I just think it's a sensational product," he commented.

Salvadore

Continued from Page 1
years, and it's always been my goal to run a radio station. To finally get the chance to do it at a great radio station with a great radio company in probably America's premier market makes me very happy.

"We're going to keep on doing exactly what we've been doing. With Susquehanna on board, it's going to make things just that much better. They're a research-oriented company. We see very positive things happening in 1984."

Salvadore added that he has upped Pat Cline to Local Sales Manager from an Account Executive position.

WNAX

Continued from Page 3

and purchased, and the station plans to move back to Yankton this weekend in new studios sited at a home owned by former GM Bill Fowler, now a VP of parent company Park Communications' radio division.

Shay told R&R the cause of the fire was as yet undetermined, and expressed surprise and pleasure about the speed of the station's recovery. He added, however, that owing to the destruction of the record library, WNAX badly needs country record service, particularly Christmas material.

Gray New GSM At KHTR

Richard Gray has been named GSM at CBS-owned KHTR/St. Louis. He replaces Tom Callahan, who became GSM at sister station KMOX/St. Louis last month. Gray had been an Account Executive at KMOX-TV.

Station Manager Bob Fulstone commented to R&R, "I'm very pleased to have Rich join our staff, and bring his five years-plus experience in this market to KHTR. Rich is well known and well respected in the market, and we look forward to having his expertise put to use at this exciting facility." Prior to joining CBS, Gray had worked in sales at KSD/St. Louis.

Baumann Named WLZZ & WZUU GSM

WLZZ & WZUU/Milwaukee Local Sales Manager Brian Baumann has been promoted to GSM. Former GSM Al Moll was elevated to GM four weeks ago.

Moll commented, "Brian is another example of the aggressive and winning personality that (owner) Malrite displays in its management team. He is a flexible individual who can adapt to any given situation. I'm confident his future performance will enhance our position in the marketplace." Brian Baumann



Baumann joined WZUU three years ago as an Account Executive, and was promoted to LSM last year. Prior to joining Malrite, he served 15 months as an Account Executive at crosstown WBCS. Baumann told R&R, "I believe I've shown them what I can do on a local sales level, and I'm happy I have the opportunity to demonstrate my ability in this position. I appreciate their confidence and welcome the challenge with open arms."

CKLW

Continued from Page 1

Shafer indicated that both Holiday and current CKLW Music Director Rosalie Trombley would be involved in the transition, while day-to-day music responsibilities for CKLW would be handed over to newly named MD Ron Foster. Trombley will turn her attention to CKJY.

Arbitron

Continued from Page 1
mitments from four stations. Now it appears that those stations have been talked out of supporting the survey. At any rate, we are going ahead with the introduction of a winter sweep to the South Florida metro."

Cohen asserted that no stations had been pressured, saying, "I can assure you that there have been no discussions of that nature."

Piracy Suit: No Progress

On a different legal front, the Arbitron suit against the Jack Masla rep firm for allegedly pirating numbers is not yet near resolution, according to Arbitron General Counsel Tony Kelsey. "If you talk to Masla and KALI/Los Angeles, we're getting closer to a settlement. If you ask me and Rick (Aurichio), we're getting farther and farther away from one." According to Kelsey, Arbitron expects to decide in the next few days whether to take Masla and its client KALI to court. The ratings firm is seeking damages in the amount of \$1 million.



NBC Radio's Young Adult Network

THE STRAY CATS LIVE. ON RADIO.

Hear

"Stray Cat Strut"
"Rock This Town"
"Runaway Boys"

Plus

"Sexy + 17"
"I Won't Stand In Your Way"
"Look At That Cadillac"
From their latest album,
"Rant 'n' Rave
With The Stray Cats,"
on EMI America Records

Sunday, December 18

Broadcast live via satellite.
From the Grand Ole Opry
House at Opryland, U.S.A.
in Nashville, Tennessee.

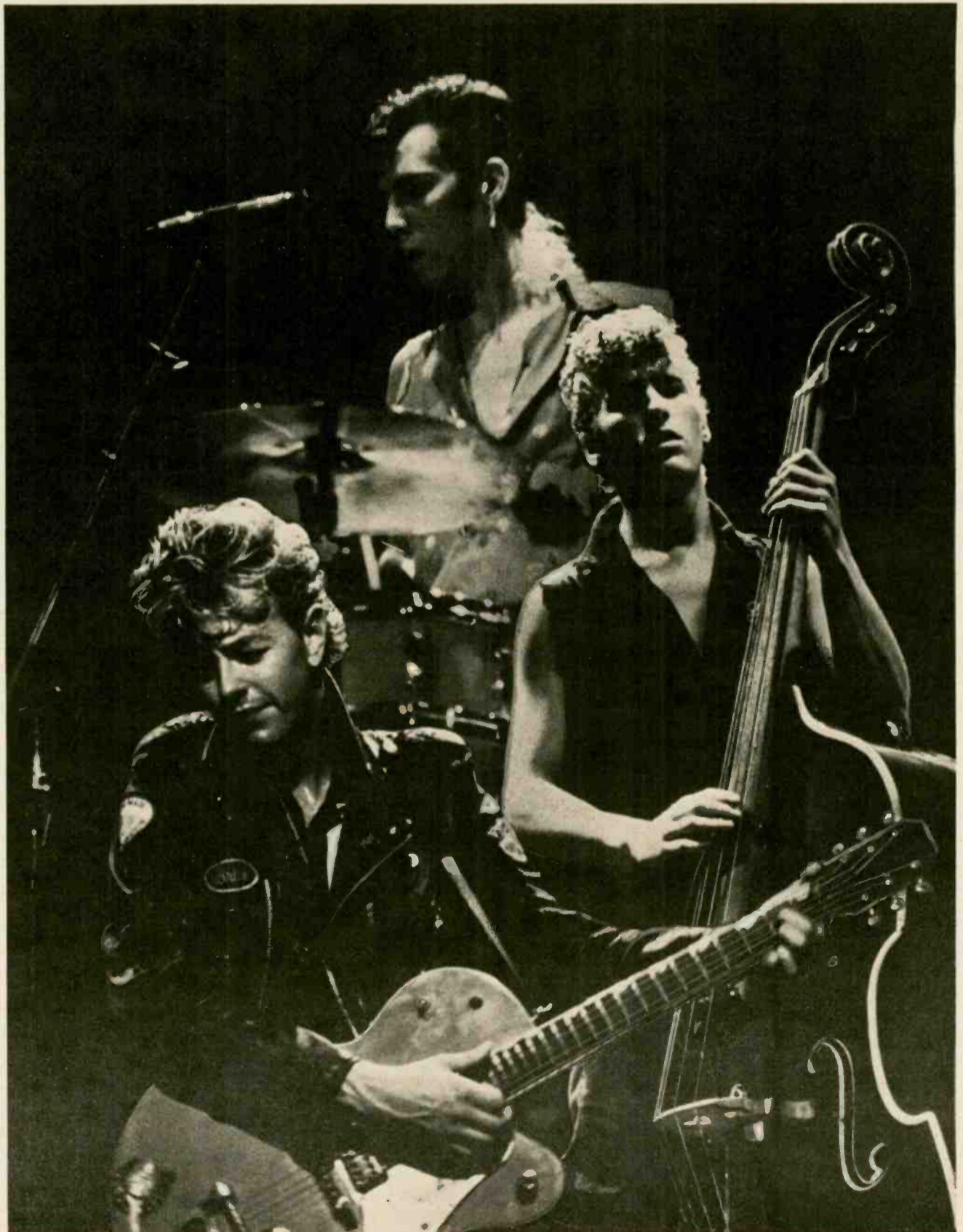
10:30 PM Eastern

9:30 PM Central

8:30 PM Mountain

7:30 PM Pacific

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THE PICTURE PAGE

Tubular Gold In Canada



During a recent stop in Edmonton, the Tubes were presented with their second Canadian gold album for the "Outside Inside" LP. Pictured backstage are (l-r back row) Tubes' Vincen Welnick, Capitol's Steve McAuley, Tube Bill Spooner, Capitol's David Munns, Tubes' Michael Cotten, Capitol's Ziggy Danise, and group's Fee Waybill and Roger Steen; (l-r front) band's Rick Anderson, Michelle Gray, Cheryl Hangland, and Prairie Prince.

Van Hoy & Allen At The Controls



Songwriter Rafe VanHoy has just re-signed with Chappell Music; his wife, Deborah Allen, is scoring with her RCA single "Baby I Lied;" and Allen, VanHoy, and Rory Bourke are co-authors of John Conlee's recent country hit "I'm Only In It For The Love." Understandably, all were celebrating when some Chappell brass met them in the studio. Shown (l-r) standing: Chappell VP/GM Henry Hurt, Bourke, Chappell's Celia Hill, and Intersong VP Pat Rolfe; (l-r seated) VanHoy, Allen, and Chappell's Jody Williams.

Ponty At The Beacon



Shown backstage at New York's Beacon Theatre following Jean-Luc Ponty's recent performance are (l-r): Atlantic's Simo Doe & David Fleischman, Ponty, and Atlantic's Patti Conte.

BMA Salutes Davis



The Black Music Association concluded its recent convention with a concert tribute to Miles Davis, who was honored with an original turn-of-the-century Columbia gramophone and a collection of Louis Armstrong and Bessie Smith records. Pictured on stage are (l-r) Columbia Senior VP Al Teller, Bill Cosby, Davis, Davis's wife Cecily Tyson, and son Erin.

Thompson Comes To Warners



Singer/songwriter Linda Thompson, best known for her albums with ex-husband Richard, has been signed by Warner Bros., with a solo album scheduled for early 1984. Shown at the signing (l-r): WB President Lenny Waronker, WB VP Andy Wickham, Thompson, and manager Richard Vernon.

NRBA Survey

Continued from Page 1

- 34% of FMs and 23% of AMs run commercial-free segments.
- Commercial minutes per hour declined slightly to 10.8 minutes for AM, 9.4 minutes for FM.

- Newscasts were shorter — down 30 seconds to five minutes on AM; down a full two minutes on FM, for an average newscast length of three minutes.
- Music syndication slipped 82-59% on FM; 63-52% on AM.
- Regular feature programs more than doubled on FM. 16-34%, and moved ahead on AM, 26-41%.

This year's return of 3497 surveys was up significantly from last year's 1884 total, and was much more heavily weighted towards medium and large markets. Last year, half of the responses came from small markets. But this year half came from medium markets, and one-quarter each from small and large markets.

NRBA Format Chart*

	A/C	Ctry	CHR	BM	Rel	N/T	Gold	AOR	BBnd	Black/ Urban	CL
Overall											
1983	30.0	29.5	10.3	6.0	5.5	4.8	4.3	4.1	1.9	1.3	.5
1982	30.0	25.5	8.0	7.9	5.6	2.9	3.2	3.5	2.5	2.3	.6
AM											
1983	31.2	33.3	4.9	1.4	7.4	8.6	6.9	0	3.4	1.4	0
1982	32.5	28.6	4.5	0	7.3	5.1	5.0	0	4.4	2.5	0
FM											
1983	28.6	24.6	17.3	12.0	3.0	0	1.0	9.0	0	1.0	1.0
1982	26.8	21.6	12.5	18.0	3.2	0	1.0	7.8	0	1.5	1.5

*Information was submitted for 3497 individual stations. NRBA reports several hundred stations reported airing multiple formats, and were therefore counted more than once under the format breakdowns.

Solid Gold

Continued from Page 3

In the Canadian branch of the company, Lee Silversides has been upped from Director of Promotion & Marketing — Canada to VP in charge of the same areas. And joining the Solid Gold corporate board is Jimmy Jenner, founder of the Millennium label, which he continues to head as President.

Mayne

Continued from Page 3

really looking forward to working with the staff there. (VP/GM) Vern Ore has afforded me the opportunity to join a great company in Cap Cities, and the programming challenge of L.A. is fantastic.

"The decision to leave KVET & KASE was very difficult. (VP/GM) Ron Rogers and all the folks there are among the best. I'm proud to have been a part of their success. KZLA is the No. 1 Country station in L.A., so obviously they are doing things right, and I only hope to strengthen their position."

TO ALL OF YOU FROM ALL OF US

RICHARD AGATA • KRISANN ALIO • SHARON ALLEN • MICHAEL
ATKINSON • CHRISTEE ATWOOD • BARBARA BARNES • ELLEN
BARNES • KEN BARNES • MARGARET BECKWITH • LORRAINE
BRUKIN • PAM BELLAMY • NANCY CONOVER • LES CARROLL •
DWIGHT CASE • BILL CLARK • LEE CLARK • DAN COLE • JOEL
DENVER • STEVE DOTSON • JIM DUNCAN • JOHN ERNENPUTSCH •
STEVE FEINSTEIN • MARILYN FRANDSEN • VIVIAN FUNN • TIM
GANTT • JEFF GELB • JEFF GREEN • SANDRA GUTIERREZ •
JONATHAN HALL • LON HELTON • JHAN HIBER • KATIE
HIRSCHBERG • NANCY HOFF • MILES KAPPER • BOB KARDASHIAN •
DICK KRIZMAN • MIKE LANE • JOHN LEADER • MARCELLA LOPER •
WALT LOVE • BRAD MESSER • GAIL MITCHELL • LUCIE MORRIS •
LINDA MOSHONTZ • BARRY O'BRIEN • DENNIS O'DONNELL • TODD
PEARL • PAULA PONCE CHALTAS • ADRIENNE RIDDLE • RON
RODRIGUES • KEN ROSE • SEAN ROSS • NINA ROSSMAN • DICK
RUBIN • SYLVIA SALAZAR • MARK SHIPPER • CHERYL SOMERS •
DUG SPITZNAGEL • PETER STARR • STEVE STERN • CAROL TAYLOR
• KENT THOMAS • TONY TRAUOGOTT • LARRY TURKHEIMER • GARY
VAN DER STEUR • ED WILLIAMS • BOB WILSON • BRAD WOODWARD
• WENDY YANG • RICHARD ZUMWALT • ROGER ZUMWALT •

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78/33 with This Weeks Adds and Debuts

WNYS add
WBLI add
WCAU-FM add
WGCL add
KIQQ add
WYCR add
WKEE add
WKFM add
WQID add
KXX106 add
WBCY add
WZLD add
WZYP add

94TYX add
G100 add
WSFL add
KROK add
WZZR add
WZPL add
WERZ add
WQCM add
13FEA add
KQIZ-FM add
WISE add
WJAD add
WCGQ add

Q104 add
WFOX add
Q101 add
KKQV add
KFMW add
KCDQ add
KDZA add
WXKS-FM deb 28
WHTX deb 30
Z93 deb 32
WBBQ deb 37
KX104 deb 29
KGGI deb 29

Plus . . .
B104
KEARTH
KIIS-FM
KITS
WFLY
K104
WTIC-FM
WNFI
KAMZ
WRQK
WOKI
KBFM
FM100

WHY-FM
KRGV
KITY
WNAM
WHOT
KMGX
KYNO-FM
KQMQ
KHOP
KSKD
KHYT
KRQ
WGUY

WKHI
95XIL
WJBQ
WOMP-FM
KILE
WAEV
Z102
WGLF
WAZY-FM
KBIM
KSly
KZOZ
KIST

From The Rick James' Album

COLD BLOODED

Written, Arranged & Produced by Rick James



On Motown Records

CALENDAR



BRAD MESSER

Holiday Happenings

MONDAY, DECEMBER 19 — A (penumbral) eclipse of the full moon begins at 6:45 pm EST: only a slight and unspectacular shadow effect, not a complete blank-out.

Jamestown colonists sailed from England 1606 . . . Ben Franklin published Poor Richard's Almanac 1732 . . . Library of Congress burned 1851. Corrugated paper patented 1817.
Cicely Tyson 44. Baseball Hall of Fame member Al Kaline 49.

TUESDAY, DECEMBER 20 — America's first factory workers were employed at the first U.S. cotton mill, which began production in 1790 at Pawtucket, RI. According to Slater Mill Historic Site curator Tom Leary, the workers were children between 4 and 10.

Missouri passed a \$1 bachelor tax 1820 . . . First U.S. YMCA Boston 1851 . . . South Carolina seceded and became first Confederate state 1860 . . . First Boeing 707 jetliner flew 1957.
Psychic Uri Geller 37. Peter Criss, formerly of Kiss, 38.

WEDNESDAY, DECEMBER 21 — The Pilgrims came ashore at Plymouth, MA in 1620 . . . First crossword puzzle published 1913 . . . Walt Disney premiered full-length animated movie "Snow White and the Seven Dwarfs" 1937 . . . World's fastest train, experimental Japanese monorail, went 321mph 1979.

Chris Evert Lloyd 29. Beach Boy Carl Wilson 37. Frank Zappa 43. Jane Fonda 46.

THURSDAY, DECEMBER 22 — Winter begins 5:30am EST. National Weather Service and Old Farmers Almanac both predict mild weather . . . First electric Christmas tree lights 1882.

Steve Garvey 35. Maurice and Robin Gibb 39. Steve Carlton 39. David Pearson 49. Former First Lady "Lady Bird" Johnson 71.

FRIDAY, DECEMBER 23 — Clement Moore's poem "A Visit from St. Nicholas" ("The Night Before Christmas") published 1823 . . . Mass hanging of 38 "renegade" Sioux Indians at Mankato, IL 1863 . . . First NBC coast-to-coast broadcast 1928.

Jorma Kaukonen 43. Paul Hornung 48.

Tomorrow (12-24) runner Bill Rogers 36.

Christmas Day Sissy Spacek 34, Barbara Mandrell 35, Jimmy Buffett 37, Ken Stabler 38.

MONDAY, DECEMBER 26 — Coffee percolator patented 1865: industry PR claims 55% of Americans drink coffee, an average of 3.6 cups daily, one-third of it "instant" . . . New York City gets 26-inch snowfall 1947.

Phil Spector 44. Steve Allen 62.

TUESDAY, DECEMBER 27 — First anesthesia in childbirth (ether) 1845 . . . "Howdy Doody" TV show premiere 1947, ran 13 years . . . Russian invasion of Afghanistan 1979.

Foreigner's Mick Jones 36.

WEDNESDAY, DECEMBER 28 — Children of Bethlehem slain by order of King Herod just prior to year 1AD, but newborn baby Jesus Christ successfully hidden . . . Ohio dentist William Semple patented chewing gum 1869 . . . Pledge of Allegiance to U.S. flag adopted by Congress 1945.

Maggie Smith 49. Martin Milner 52.

THURSDAY, DECEMBER 29 — William MacIntosh born 1766, created rubberized-cloth mackintosh raincoat . . . Battle of Wounded Knee, SD 1890, 500 U.S. troops vs. 350 Sioux men, women, and children . . . First serialized cliffhanger movie "Adventures of Kathlyn" 1913.

Jon Voight 45. Mary Tyler Moore 46.

FRIDAY, DECEMBER 30 — First Los Angeles freeway 1940 . . . First ballistic missile submarine 1950 . . . Real silver ordered removed from U.S. 50c and \$1 coins 1970.

Yvonne Elliman 32. Patti Smith 37. Sandy Koufax 48. Jack Lord 53. Bo Diddley 55. Bert Parks 69.

Tomorrow (12-31) Donna Summer 34, John Denver 39.

New Year's Day (1-1) Country Joe McDonald 40, Sen. Barry Goldwater 73.

MONDAY, JANUARY 2 — Two-night meteor shower (Quadrantids) begins tonight in Northern skies, peaks of 150 shooting stars per hour possible.

Roger Miller 47. Isaac Asimov 63.

TUESDAY, JANUARY 3 — George Washington won Battle of Princeton 1777 . . . Yerba Buena renamed San Francisco 1847 . . . Brooklyn Bridge construction began 1870 . . . Oleomargarine patented 1871 . . . March of Dimes founded 1938 . . . Peak night of Quadrantid meteor shower.

John Paul Jones 37. Stephen Stills 39. Bobby Hull 45. Victor Borge 74.

WEDNESDAY, JANUARY 4 — Christopher Columbus returns to Spain with six Indians 1493 . . . First round-the-world bicycle trip completed, San Francisco 1887 . . . Iowa farmers threaten to lynch bankers over Depression-era farm foreclosures 1933.

Dyan Cannon 47. Floyd Patterson 49. Don Shula 54. Jane Wyman 70.

THURSDAY, JANUARY 5 — First underwater naval mines used against British fleet at Philadelphia, PA 1778 . . . First woman Governor Nellie Ross of Wyoming sworn in 1925 . . . President Nixon signs \$5.5 billion bill to create Space Shuttle 1972.

Walter "Fritz" Mondale 56.

FRIDAY, JANUARY 6 — Joan of Arc born 1412 . . . New Mexico 47th state 1912 . . . First mammal cloned 1981.

Bonnie Gail Franklin 40. Danny Thomas 70.

Tomorrow (1-7) Kenny Loggins 36. William ("The Exorcist") Blatty 56.

Sunday (1-8) David Bowie 37. Yvette Mimieux 42.

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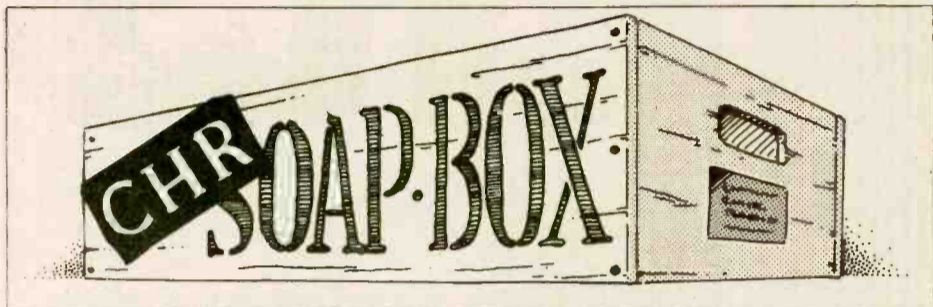
JOEL DENVER

OPEN WIDE, INSERT FOOT

CHR's Most Quotable Quotes

This is always an enjoyable article to put together. Looking back over this year's CHR columns, I pulled out some of the most meaningful comments from programmers and other participants for a second look. Some are prophetic, some are horn-tooters, while others are just interesting statements on the realities of radio and CHR today.

On The CHR Soapbox



"The smarter CHR programmers didn't give up on the format when the AORs came into their own and continued playing rock records. Those that became intimidated by AOR and felt there was no way to beat it ran to A/C and ended up getting hurt."

Consultant Bobby Hatrik

"CHR will continue to be aggressive, and obviously the Hot Hits stations have had a lot to do with it. The format showed people what a good old-fashioned CHR format can really do."

WHFM/Rochester PD Charley Lake

"We all made a bit of a mistake in the past couple of years by becoming too A/C during the week... it was throwing me off on the weekends. We began to sound like two radio stations."

Z93/Atlanta PD John Young

"I want to play new music whether it be rock, black, A/C crossovers or some of the more modern rock hits. The active audience is what we started to recapture and need to hold for CHR to grow."

WKRZ-FM/Wilkes-Barre PD Jim Rising

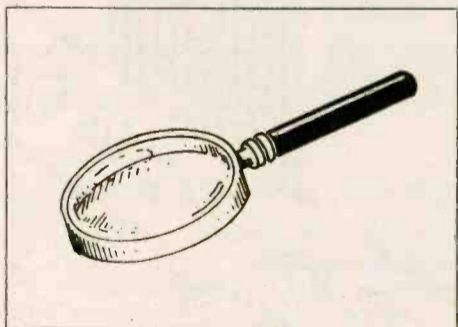
"Those who continued to stick to the basics of CHR and do exciting things to stimulate their audience never had to make a change."

WLS-AM & FM/Chicago VP/IGM John Gehron

"At one time CHR tried to be all things to all people in too broad a sense... we are the relief and variety missing from a Country, AOR, or Black station. CHR got into trouble when we started becoming too narrow and leaned too A/C or too AOR."

KBEQ/Kansas City PD Todd Chase

Renewed Focus On Youth



"Radio suffers from a disease that other businesses don't. This anti-teen thing is a fallacy and totally unnecessary. Stations become too greedy and wanted more and more and more... you can't be all things to all people."

Hot Hits Consultant Mike Joseph

"The minds of many 40-year-olds are only 18, and I've always aimed my programming at the mind vs. the body. You can get adults with rock music since many adults, mentally, are under 25. People like to think young."

Consultant Paul Drew

"Today, rock music is really the only music out there... it is a way of life for the majority of the population."

KFRC/San Francisco VP/IGM Pat Norman

"Management has rediscovered that young people have a lot of disposable income of their own and are tremendous influences on the buying habits of parents."

WASH-FM/Washington PD Bill Tanner

Shaping Careers

"We're destroying a lot of young broadcasters with apathy, and by not giving them the time they need."

WQXI-AM & FM/Atlanta VP/IGM Jerry Blum

"PDs are managers and they have to learn to delegate responsibility. The first rule of delegation is getting the right people. If a jock wants to become a PD, then I say get involved at your radio station."

Q107/Washington PD Alan Burns

"I give my folks the freedom to do what needs to be done. Should a jock go on the air and overstep the boundaries of the format, but pull off a pretty good bit, I've never gone in and jumped on him for it."

B104/Baltimore PD Jan Jeffries

"Motivating people is the trickiest part of re-creating a station for the book."

KZZP/Phoenix PD Charlie Quinn

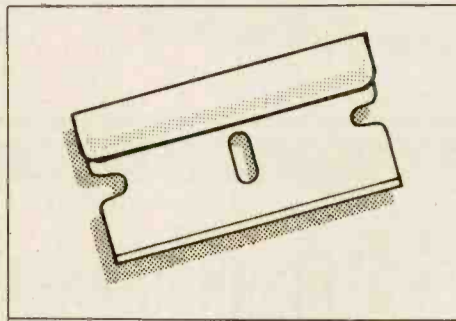
Hot Hits



"I don't foresee Hot Hits burning out... I don't think a format can burn out, but music can. Since we play no oldies or recurrenents, the music is always fresh, so there is little chance of burning out."

KITS/San Francisco PD Jeff Hunter

Staying Razor Sharp



"You can't afford not to listen to your competition and be aware of what they are doing. You're only cheating yourself if you don't."

WBEN-FM/Buffalo MD Roger Christian

"You can't underestimate your competition. I try to give them more credit than they deserve."

B97/New Orleans PD Nick Bazoo

"To be ignorant of your competition is ignorance in itself. It's almost a fact of life that you're going to have competition, so acknowledge that fact and deal with it."

KKXL-FM/Grand Forks PD Don Nordine

"Personally, I welcome competition. When you're in a footrace and you look over your shoulder, then you're going to get caught."

KKHR/Los Angeles PD Ed Scarborough

Records On Radio



"As far as I'm concerned, there are still too many people playing the paper add game. I don't want any paper adds reported to me since they don't do me or anybody any good. If a station is only giving a new record one play a day, then I consider that a paper add."

RCA VP/Promotion John Betancourt

"The effects of paper adds are far-reaching. If there's no airplay, the shipping, display, and accounting procedures are reversed, and whatever slim profit there is gets lost."

Columbia VP/Marketing Bob Sherwood

"You've got to be concerned with where a record is being played and how often, versus just how many stations it's being played on. To judge a record's weekly worth on the number of adds is only half the picture. What's also important is the quality of stations having success with it."

WB National Secondary Director Marc Ratner

CDs



"By this fall there'll be a reasonable selection of CDs available. It is our intention to put as wide a spectrum on the market as we can find. We're not looking to make money on them for the next two or three years, so this is a loss venture until we can stimulate the marketplace."

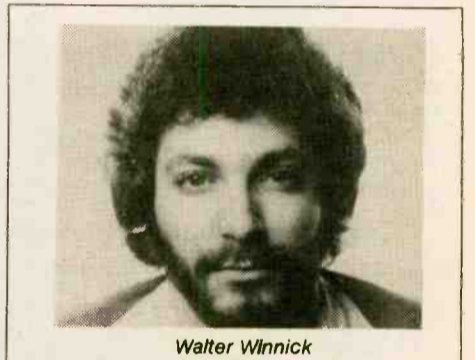
Warner Communications Record Group Sr. VP Stan Cornyn

"I'm really convinced this CD format is the future. We'll be coexisting with records and CDs."

WPST/Trenton Operations Manager Tom Taylor

"CD technology can be likened to the move up from mono to stereo, but the portability combined with the quality will make the difference."

PolyGram VP/Marketing Emiel Petrone



Walter Winnick

"CHR has gone back to being mass appeal and programming to the active audience, as opposed to the passives, which dispels the old idea that once you hit 25 you stop listening to rock."

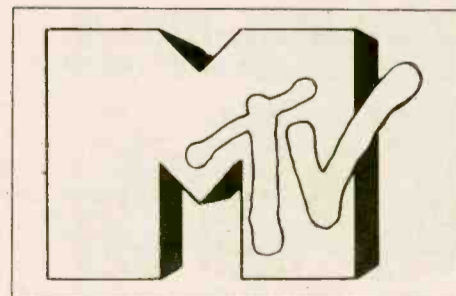
EPIA National Promotion Director Walter Winnick

AM Radio Is Still Alive

"I've spent my career building and protecting AM radio stations... I really believe I can keep AM alive and viable... I don't think AM is dead."

KKSQ-AM & FM/Houston PD John Lander

MTV



"MTV is not being used as a background medium. MTV is obviously a young person's medium. It is not a flare in terms of cume. MTV is much like FM in terms of how it grew. CHR listeners are not as inclined to watch MTV for as long a period of time as AOR listeners, but they do tend to make up a slightly larger percentage of the MTV cume than AOR listeners."

Coleman Research President Jon Coleman



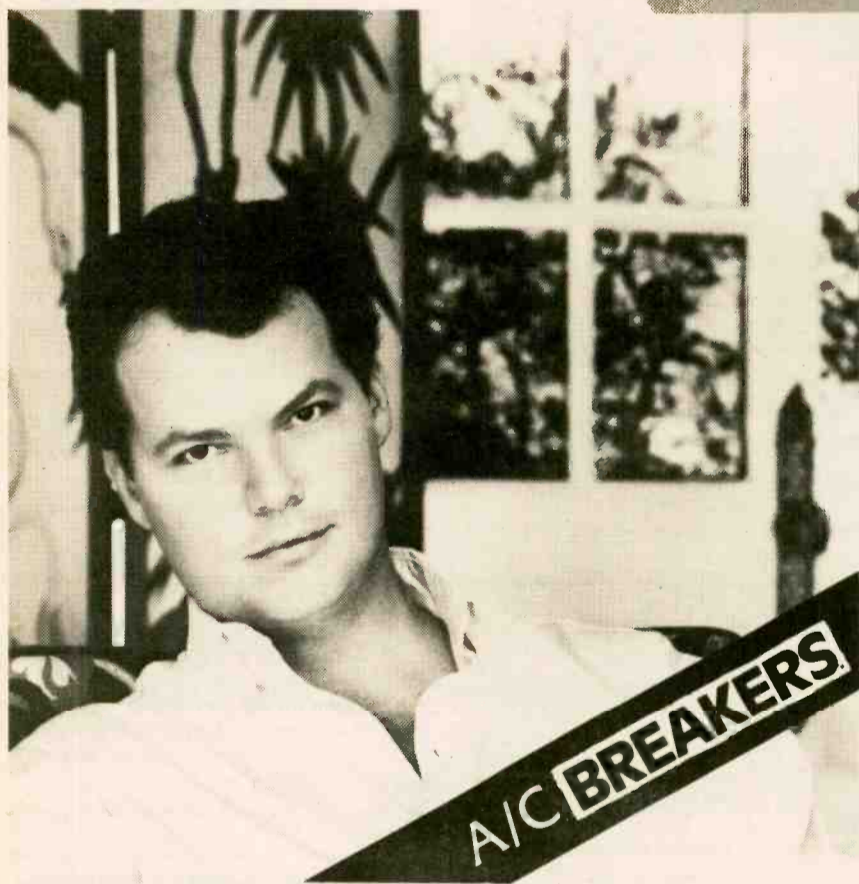
Cecil Heftel

"AM stereo will not become a savior for AM. All of the people who grew up on FM will not have a reason to listen to AM just because it is now stereo."

U.S. Congressman Cecil Heftel, owner Heftel Broadcasting

BREAKERS

CHR



A/C BREAKERS

CHRISTOPHER CROSS

“Think Of Laura”

Produced by Michael Omartian for Free Flow Productions

ON WARNER BROS. RECORDS AND CASSETTES 
MARKETED BY WARNER BROS. RECORDS INC.



AOR Hot Tracks 10

THE PRETENDERS

“Middle Of The Road”

Produced by Chris Thomas

 ON SIRE CASSETTES AND RECORDS
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JAMES INGRAM

“Yah Mo B There” (with Michael McDonald)

124/70

One Of The “Most Added”

With This Weeks Adds:

- | | | |
|---------|---------|---------|
| WXKS-FM | WKRZ-FM | KYNO-FM |
| WNYS | Q106 | KIKI |
| WPLJ | KZZB | KIDD |
| WCAU-FM | KXX106 | WFBG |
| PRO-FM | WNOK-FM | 103CIR |
| Q107 | WDOQ | WIKZ |
| 94Q | KAMZ | WERZ |
| KAFM | KSET-FM | WQCM |
| Y100 | WZYP | WKHI |
| B97 | KBFM | WISE |
| WLS | G100 | WJAD |
| WLS-FM | WABB-FM | Q104 |
| WGCL | KROK | KILE |
| KIMN | WKDD | KTDY |
| KFRC | KIHK | KNOE-FM |
| KNBQ | KMGK | WPFM |
| WVSR | WZZR | WAEV |
| K104 | WKFR | Z102 |
| WTIC-FM | WRKR | Y94 |
| WKEE | WRQN | WAZY-FM |
| WSPK | K107 | WSPT |
| WKFM | KBBK | KDVV |
| WPST | KKFM | KFMW |
| | | KDZA |

Produced by Quincy Jones for



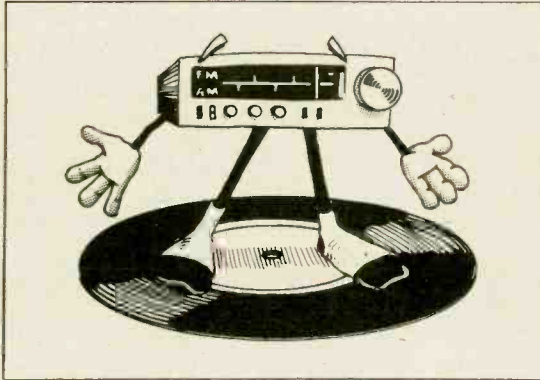
ON QWEST RECORDS AND CASSETTES

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CHR's Most Quotable Quotes

Continued from Page 30

Radio On Records



“One of the main reasons CHR is back is the record companies. We are at their mercy for music and they have provided us with the finest quality music in many years.”

EZ Communications VP/Programming Dan Valle



Jeff McCartney

“Let the local people do their jobs. I can't believe how many people call to promote one record — sometimes four or five people a week.”

94Q/Atlanta MD Jeff McCartney

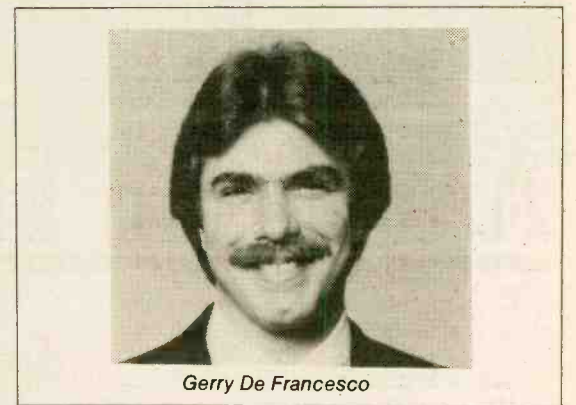
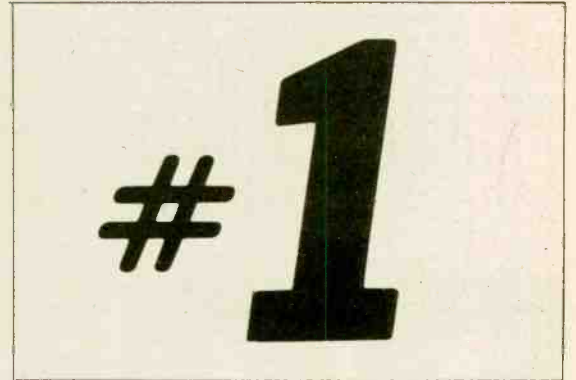
“We shouldn't become arrogant about new music, because in the end it's the listeners who have to decide the fate of a particular record. The programmers are the gatekeepers of the system.”

former WCIR/Beckley MD Jim Martin

“In this day and age you can get hurt by what you don't play. This is the best time for music in the past ten years I can remember. I just hope the new music doesn't fall into the rut of sounding alike, which would repeat the same problem.”

KZZP/Phoenix MD Steve Goddard

Look Ma We're Number One



Gerry De Francesco

“The success of KIIS is that all of the elements — music, promotion, personalities, and even our on-air production are right.”

KIIS/Los Angeles VP/Programming Gerry De Francesco

“I'm disappointed it wasn't an 8-share, but it will be in the fall. Seriously, I think this is an 8-share radio station and we only took it a bit short because of the Dodgers.”

KIIS/Los Angeles President/GM Wally Clark

“It's hot-rockin', flame-throwin', fun-lovin', booty-kickin', free money Z100. We are the WABC of 1983 on FM.”

Z100/New York PD Scott Shannon

“Y100 has a secret of success. We are not a follower, we are an innovator. People have come close, they have edged us, and made us think twice, but we've never been soundly trounced and don't plan on it ever happening.”

Y100/Miami PD Robert W. Walker

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<u>BOSTON</u> Don Masters	<u>CINCINNATI</u> Ross Grierson	<u>DETROIT</u> Dan Zam	<u>NEW YORK</u> John Weston	<u>ST. LOUIS</u> Bob Finot
<u>CHARLOTTE</u> John Foley	<u>CLEVELAND</u> Marty Mooney	<u>LOS ANGELES</u> Jeff Laufer Jean McDonald	<u>PHILADELPHIA</u> David Leach	<u>WASHINGTON, DC</u> Bob McKenzie
	<u>DALLAS</u> Patt Morriss	<u>MIAMI</u> George Luthin	<u>SAN FRANCISCO</u> Jeff Trager	

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ATLANTA ARTISTS



COMPLEAT



KC

IS BACK!

(And That's The Way We Like It)

"Give It Up"

(S1001)

CHR NEW & ACTIVE

55/41

- | | | | |
|---------|-------|---------|------|
| WBEN-FM | WRKR | KNVR | WVMG |
| WPHD | WFBG | WNSI | WECM |
| Z93 | 95XIL | WJAX | WJLA |
| I95 | WJAD | WKAL | WBLZ |
| Y100 | Q104 | WJLK | KFXM |
| KHTR | KILE | WKSP | WDND |
| KFRC | WAEV | WCRO | KIXS |
| WFLY | WGLF | WAGR | KQAA |
| WTIC-FM | WBWB | WOCQ | KHOK |
| KC101 | 99KG | WKPE-FM | WATM |
| 98PXY | KGOT | WKQX | WQBZ |
| WKFM | KZOZ | WOBM | WPCN |
| WRCK | WBLA | WCMG | WEIM |
| WBBQ | WZLD | WKTJ | KSEQ |
| WZLD | WORD | WSKI | WAEO |
| WNFI | WETB | WPAX | KGRC |
| WZYP | WBLU | WNVH | KYYY |
| KITY | WEVA | WMPZ | WDZZ |
| KTFM | KSDN | WDXY | WQBH |
| Z104 | WFTW | WWWZ | |

Featured in the album "KC TEN"



KC

KC TEN

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CHR PICTURE PAGE



HIT RADIO 97X PAYS A BUCK A LISTEN — Recently WLPX/Milwaukee changed its AOR format to CHR, and new morning man Steve York hit the streets to meet his public. Steve strolled up and down Wisconsin Avenue handing out dollar bills and asking the recipients to listen to the new "Hit Radio 97X." Shown here, morning man Steve York trades a dollar for a promise to listen to his show.



MAGIC 107'S MAGIC BUS — KMJK/Portland, also known as Magic 107, has agreed to pick up the fare for all passengers who board the Magic Bus on Fridays. The Magic Bus, which is colorfully painted with pictures of current recording artists such as John Cougar, Portland's own Rindy Ross of Quarterflash, and Boy George of Culture Club, is used in regular service throughout the metropolitan area.



AWAITING THE NEWS AT CHEROKEE STUDIOS — Chrysalis Records recently held a listening party at Cherokee Studios in Los Angeles for Huey Lewis & The News' latest album entitled "Sports." Among the many attending (back row l-r) were Shauna Sickinger of KABC-TV, Chrysalis' Victoria Clare and Steve Brack, Licorice Pizza's Sal Pizzo, Fran Musso of Chrysalis, CBS's Rick Kudolla, KIIS-FM's Gene Sandbloom and bandmember Bill Bigson. (Front row l-r) the group's Chris Hayes, Epic promotion rep Lori Holder, Lewis, and Chrysalis' Ronda Espy.

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

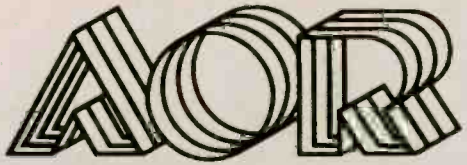
Rick Dees is 1983's biggest success story in personality radio. His ingenious wit, his irresistible charm, his cast of comedic characters will attract new listeners and keep them coming back week after week.

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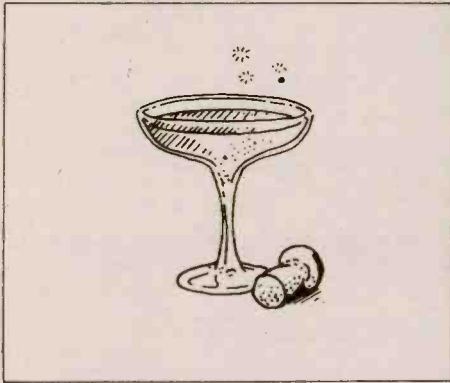


STEVE FEINSTEIN

1983's Quotes Of Note

There were three things that characterized AOR in 1983: controversy, controversy, and controversy. AOR was in transition, if not turmoil, and the fur flew as critics from within and without the format put in their two cents. And it wasn't two cents plain, either; AOR had no trouble filling its quota of quotes both colorful and provocative. Read and remember, folks . . .

Quotemaster General Of The Year



"A year from now, I'm either going to be selling peanuts on Third Avenue, or I'll be some kind of soothsayer, sitting on top of a mountain predicting the future."

WPLJ/New York PD Larry Berger on switching to CHR

80/20 Edict

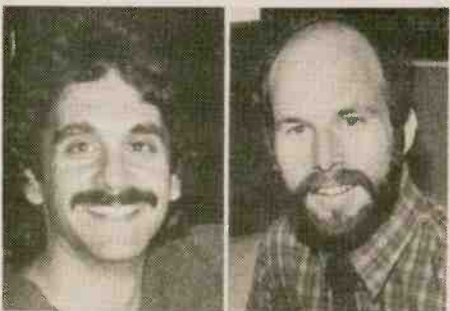
"We feel that AOR is in very serious trouble. We have become our own worst enemy . . . it appears that AOR is in the process of losing touch with its core. In terms of new music, in the last year we nearly missed **Duran Duran, Missing Persons, Joe Jackson, Stray Cats**, and others.

"Whereas the Superstars stations have been doing 70% old to 30% new, I'm hoping to switch those percentages around, even to perhaps as much as 80% currents."

Consultant Lee Abrams

"There can't be a carte blanche changing of music. What scares me is the potential for over-reaction on everybody's part, from the record companies to the radio stations. This thing could explode way beyond the realm of reason."

KISW/Seattle PD Beau Phillips



Beau Phillips

Jeff Sattler

"I think this is the only way to go. A year ago I wouldn't have done this in Milwaukee. But, over the past year, people have come out of the woodwork with, 'We're tired of hearing the same old stuff' . . . This is the most exciting thing on the horizon in years."

WLPX/Milwaukee PD Rick Harris

"People just didn't go to sleep one night saying 'I love **Led Zeppelin**' and wake up preferring **Psychedelic Furs**."

WQFM/Milwaukee PD Lee Arnold



Seth Mason

Bill Bennett

Upper Demo Drive

"No one has successfully dealt with the 25-40 male rock listener who has no one station to listen to for everything he likes. My research proves they're waiting for this format (Eclectic Oriented Rock)."

Consultant John Sebastian

"It takes a long time to get a 25+ audience; they don't come to you overnight. The key is whether the station has ever made a musical or other commitment to teens."

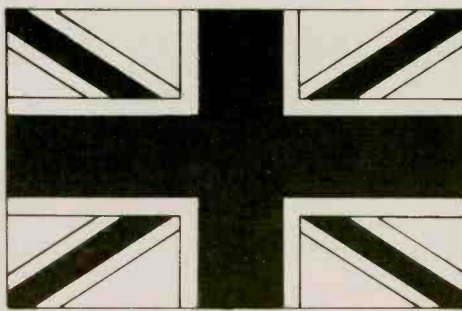
WXRT/Chicago GM Seth Mason

Import Imbroglia

"A lot of PDs have the attitude of 'If the listener can't buy it, we won't play it.' I say, if the listener can't buy it, he'll listen longer to the station that's playing it."

"It's annoying when the record companies ask us to take imports off the air. To this I say absolutely not. If the record's hot, we'd be crazy not to play it. This is just the best way I know how to program."

Consultant Rick Carroll



"If labels want to solve the problem, they have to do a better job of orchestrating international releases with Stateside ones."

KGB/San Diego PD Larry Bruce

Black & White World

"Color barriers are only problems in the minds of 'too hip' programmers."

KTXQ/Dallas MD Drake Hall

"Most of the music blacks make right now has a sound that doesn't fit on AOR stations, just as the Urban stations don't play **Bob Seger** or **Def Leppard**. If a song doesn't fit a station's sound, it shouldn't get played."

KDKB/Phoenix PD Jeff Sattler

The State Of AOR: Healthy Or Hazardous?

"Every station that has switched, with the exception of **WPLJ**, has been the loser in the market. It's very simple — no matter what format, if you're not doing well, you're likely to switch formats."

Consultant Jeff Pollack

"AOR's most pressing challenge is to realize that times have changed. AOR has stayed dedicated to its heritage. Nobody cares, least of all the listeners. AOR radio has simply got to get in touch with the 1980s, and that means more hits, more personality, and more service orientation."

Sandusky Radio President Toney Brooks

"Rock identity is no longer what it used to be. Since currents are the primary meat of the format, the station with market tenure no longer has the kind of credibility they once had with classics in the 'Music Of Your Older Brother's Life.'"

Consultant Bob Hettrik

"Reports of AOR's death are greatly exaggerated. The people who do some serious thinking about it are probably going to survive. There are also going to be a lot of people back in the aluminum siding business, or repaving driveways with the gypsies."

WEBN/Cincinnati PD Denton Marr

"In the 1980s, AORs were overlooking musical and cultural movements that eventually wound up embarrassing them. In doing so, they were putting audience in the laps of CHR and **MTV**."

WXRT/Chicago PD Norm Winer



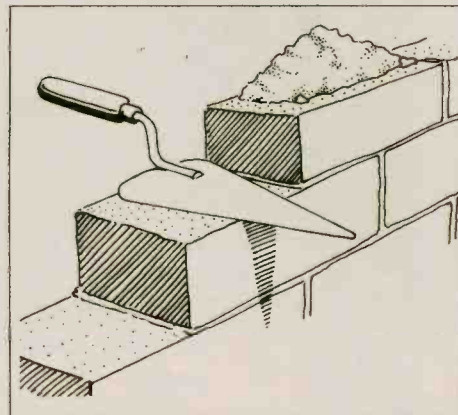
"The best way to be a dominant AOR is to be a pretty pure, core-oriented rock 'n' roll station and be proud of it."

Consultant John Sebastian

"Most AORs just plain blew it. They're locked in a vice, with the life being squeezed out of them by adventurous CHRs on one side and 25-34-oriented A/C's on the other."

WMMS/Cleveland PD John Gorman

Cume-Building



"I don't believe you can score substantially in an **Arbitron** without a high cume. The low-cume/high-quarter-hour station has ceased to exist, as evidenced by the demise of Beautiful Music and, to a lesser degree, some dominant AORs."

Doubleday President Gary Stevens

"Building cume by playing what CHR plays is the exact opposite of reality. You build your cume by being different so they have a reason to come to you. If you play what CHR plays, why should a listener leave a CHR to come to you?"

WQFM/Milwaukee PD Lee Arnold

Constructive Criticism

"The least we could get is some credit for playing the records we play, and not just the bitching and moaning about those we're not playing."

WHCN/Hartford Asst. PD Bob Bittens

"I would simply ask for consistency. When we are told time and time again that **Michael Jackson, Eddy Grant**, and even **Stevie Ray Vaughan** are not right for the format and then two weeks later we're over 100 stations, it says more about radio than the records themselves."

Bill Bennett, Epic Records

And What Do You Want To Be When You Grow Up, Little Boy?

"Never in a million years would I want to be a consultant."

WNEW-FM/New York PD Charlie Kendall

"I've always had a dream of buying a radio station in a market like Poughkeepsie, and getting out of the rat race."

WPLJ/New York PD Larry Berger



"I'd love to learn to paint, and retire to the South Seas like Gauguin."

WEBN/Cincinnati PD Denton Marr

"Outside of the media, I have the abiding desire to open a bookstore in Durango, Colorado."

KGB/San Diego PD Larry Bruce

"There's always the pro golf tour, or being a contestant on 'Jeopardy.'"

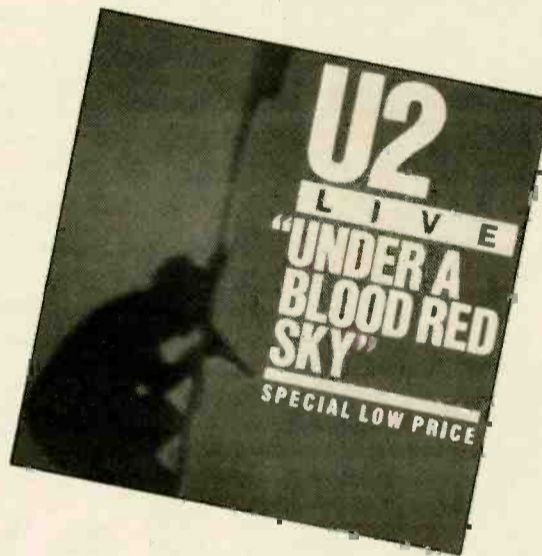
WQMF/Louisville PD Tom Owens

To: **All Programmers**
From: **Island Records**
Subject: **U2 Update #3**

90127

"Under A Blood Red Sky", the specially low priced live mini-LP from U2 is sweeping the country. Recorded during U2's SRO 1983 tour, the album includes two songs never before released in America, "Party Girl," and "11 O'Clock Tick Tock," as well as the current single, **"I Will Follow."**

Produced by Jimmy Iovine



Island Records on Cassette
© 1983 Atlantic Recording Corp. A Warner Communications Co.

-Latest news from the front:-

AOR Album Airplay 40 17 "11 O'Clock Tick Tock" AOR Hot Tracks 28

"Top 20 sales, lots of requests, and it brings to the forefront a lot of older U2 tracks that were undiscovered by a big portion of the audience."

— WMMS MD Kid Leo

"I've always felt that the measure of a great rock and roll band is whether they can play live. With U2, there's no question — this album provides the proof."

— WNEW-FM PD Charlie Kendall

"Extremely strong retail response in L.A. has prompted us to go four cuts deep on this record."

KMET MD Hugh Surratt

"We're not just playing the old tracks as live options — we're playing four tracks as currents. This album has gotten a better response than any live album we've played."

— WMMR MD Erin Riley

"Outside of seeing U2's live performance, our audience couldn't have a finer example of this band's concert quality. 'Under A Blood Red Sky' is the icing on the cake from U2 in 1983."

— KRQR PD Jon Russell



DeBURGH WARMS UP IN WORCESTER — A&M's Chris DeBurgh came in out of the cold to WAAF/Worcester before his area appearance. Pictured (l-r) are DeBurgh, A&M's Peter Wassyn, and the station's Gino Farina and Andrew Woolf.



KANSAS IN SOUTH CAROLINA — Kansas is pictured with staffers from WCKN/Greenville after an area appearance. Top row (l-r): Kansas members Rich Williams, Dave Hope, John Elefante, Phil Ehart, and Kerry Livgren. Bottom row (l-r): station's Nathan Morris, Rick Woodell, and Operations Manager Gary Jackson.



YOU SAID YOU WANTED TO BE IN SHOW BIZ — WGRQ/Buffalo co-sponsored a Buffalo Sabres carnival that raised over \$65,000 to benefit a local children's hospital and Ronald McDonald house. Renowned for his good taste, assistant PD Paul Heine gamely volunteered for the pie throw booth.

SEGUES

WMJW/Wilkes-Barre and WAAQ/Big Rapids have switched to A/C . . . KTYD/Santa Barbara has changed consultants from Paul Christy to Frank Felix . . . Shawn Waters, PD at WEZX/Scranton, will be consulting WWTR/Ocean City.

Dan McColly now programs KIDQ/Boise in addition to doing PM drive and handling production. Former PD Dave Freeman continues in morning drive.

Doug Breyer has added MD responsibilities to his PM drive duties at KKRQ/Cedar Rapids . . . Pat Welsh has been upped to MD at KATT/Oklahoma City.

Promotion Directors in motion: Larry Schuster joins WKLS/Atlanta in that capacity from KSRH/Houston . . . Cynde Slater will handle KRCK/Portland's promotions, coming aboard from Rocshire Records . . . Quay Hays has left KROQ/Pasadena to form his own promotion and marketing company.

On the air: Stephen Capen joins KMEL/San Francisco for mornings . . . E.J. Crummey exits

mornings at WAPP/New York . . . Cary Carigan goes to KRCK/Portland for noon-4 from KGON/Portland, where Brad Dolbeer is new to overnights . . . Scott Douglas climbs aboard KATT/Oklahoma City from KMOD/Tulsa for middays and production duties . . . Chuck Gelger splits KKCI/Kansas City for KFRC/San Francisco . . . Greg Fitzgerald moves to WDIZ/Orlando for middays from KPKE/Denver . . . Upped from part-time to evenings at KGB/San Diego is Kerry McCall . . . Lisa Walker now handles overnights at WSCY/Syracuse . . . Richard Milne is on overnights at WDEK/DeKalb . . . Dean Hill is leaving PM drive at CFOX/Vancouver to travel.

R.D. Steele is producing WYSP/Philadelphia's "Picozzi & Company" morning show . . . Teresa Ryan has been elevated from part-time to News Director at WYER/Mt. Carmel . . . George Robinson returns to WFYV/Jacksonville for production chores . . . The new music assistant at KWHL/Anchorage is appropriately named John Frost.

UPDATE

• KKRQ/Iowa City's "Asian Invasion" had its listeners shooting down Kamikazes of the liquid variety at a bar outfitted with a video screen for the MTV "Asia from Asia" simulcast. When an air raid signal was sounded, everybody had ten minutes to take shelter at the bar and drink for reduced prices. Each drink came with a war bond, six (as in Dec. 6, the date of the show) of which got the drinker an

Asia album. Live remotes during local avails were delivered in Lowell Thomas war correspondent style, and the station reports that everyone got bombed that evening.

• A number of AORs, including WDIZ/Orlando, WHCN/Hartford, and KZAP/Sacramento gave away meals on the Mayflower for Thanksgiving. Listeners didn't have to worry about seasickness; the "Mayflower" was a moving van.

Turkey Day hijinks on WWTR/Ocean City included playing "turkeys" such as Barry Manilow and Paul Anka and having listeners strangle turkeys to the accompaniment of on-air sound effects.

• Mike Reno of Loverboy made an on-the-air call to the morning team at WLVQ/Columbus after Daddy Wags and PD Pat Still had vowed to "keep it up" until the band would personally confirm their upcoming area gig (Loverboy had previously cancelled two scheduled appearances). The duo's marathon broadcast lasted 30 hours.

• While other New York area stations give away cash prizes anywhere from \$100 to \$6666, WLIR/Long Island is spoofing them by awarding the whopping sum of 92.7 cents to a series of listeners, with a grand prize of \$9.27 and 92.7 records. The prizes seem to have brought out a generous streak in the winners — plans for spending the loot include "helping my mother with an operation she needs" and "donating it all to charity."

• WDHA/Dover, NJ backed up its reputation as the "Rock Of North Jersey" with a treasure hunt for a \$3000 diamond. On-air clues lead to a replica hidden in a public place, along with a letter of exchange for the real rock.

• WLLZ/Detroit raised close to \$6000 for the March Of Dimes with a concert featuring Axe and Coney Hatch . . . KLOL/Houston raised over \$2000 for the Olympic Training Center in an auction of rock 'n' roll collectibles . . . Eddie Money is headlining WNEW-FM/New York's annual Xmas concert, which sold out in four hours. The show benefits United Cerebral Palsy . . . KICT/Wichita newsman Jeff Shaw reports he was the only non-local media rep to score interviews with members of the British All Stars during their stop in Dallas for the ARMS benefit shows . . . KLYV/Dubuque threw a Men Without Hats party where they provided hats to hatless men and women . . . KMOD/Tulsa served coffee to 5000 folks waiting in line to buy tickets to see Stevie Nicks and Joe Walsh . . . Consultant Jeff Pollack reports that client SA-FM/Adelaide, Australia is the #1 FM down under with an 18.1 share . . . WKLC/St. Albans, WV claims its new 1600-foot tower is the tallest in the state and increases its reach into Huntington and Charleston . . . Contact Dave Kamper, KKXX/Bakersfield MD, for a copy of his free Heavy Metal Radio newsheet at (805) 322-6267.

AOR Reporter Profile



KFMQ/Lincoln, NE
Terminal Building, 10th and O Streets
Lincoln, NE 68508
(402) 476-8565

"Lincoln's Most Music"
Owner: Woodward Communications, Inc.
Station Manager: Ray Farrington
PD/MD: Tom Barker
Rep: Eastman
101.9 MHz, 100kw

"Q102, Nebraska's first FM radio station, has been rocking for over ten years, and we see no reason to change now. While we have been an AOR station for more than a decade, our sound has kept pace with the changes in contemporary music. Our slogan, 'Lincoln's Most Music,' says it all. Other elements, such as news and features, are kept to a minimum, to keep the music first and foremost.

"Our programming philosophy is to offer both the most and the widest variety of music. We play approximately 70% current and recurrent to 30% oldies. In the final analysis, if a song sounds right for Q102, it will be heard on Q102. This philosophy has paid off as Q102 has been #1 in our target demographic, 18-34, for the past nine years. We were #3 12+, with a 10.5, in the spring '83 Arbitron.

"Our promotions are kept simple, so as not to overpower the music or clutter the air sound. These include listener appreciation parties, the use of our Q102 van, and our Q-Cards for promotional support. Q102 also presents all of Lincoln's rock concerts.

"In recent years, several other stations have occupied the market's #2 position. Through consistently aggressive promotion and programming, Q102 remains at the top of the heap."

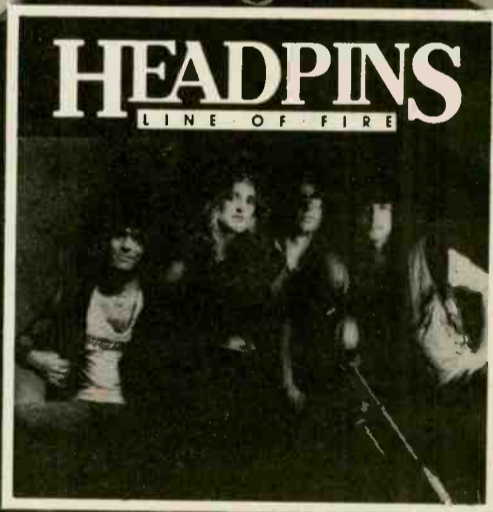
— Tom Barker

HEADPINS

STRIKE THE EXCUSES

SPARE THE BULLSHIT

JOIN A WINNING TEAM



R&R AOR BREAKER 12/9

R&R ALBUM AIRPLAY 40 12/16 33-24

Album Network Hottest Nationwide
48-38

FMQB Album Report Airplay
Index 50-45 Prime Move

Featuring

"Just One More Time"

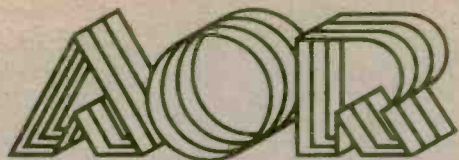
R&R AOR Hot Tracks 34

Album Network Power Cuts 83-49

CHR Significant Action 26/6

Now On Over 100 Stations And MTV!

Distributed by MCA Records



Picture Page



SHARING THE NEWS — Backstage after Huey Lewis & the News's live Source concert from the Park West are (l-r) WXRT/Chicago PD Norm Winer, Starfleet's Director Of Programming Joseph Mirabella, Huey Lewis, Starfleet President Sam Kopper, and the company's Robin Mills.



THE ATLANTA CHAINSAW MASSACRE — Alan Oremen, Columbia's local rep in Atlanta, tries to get a buzz going on Heaven's latest album at WKLS with MD Bob Bailey (l) and PD Alan Sneed (c).



QUARTERFLASH TAKES SPOKANE TO HEART — Pictured on a stop at KREM-FM/Spokane is Quarterflash's Rindy Ross, backed up by (l-r) Promotion Director Bruce Deming, the band's Jack Charles, and MD Tony Miles.



GAG ME WITH A SWAB — DC-101/Washington's Adam Smasher consents to an oral examination by 38 Special's Jeff Carlisle (c) and Jack Gröndin (r) when they stopped by to preview their "Tour De Force" album.



POLLACK CAN PEDAL ON WATER — In an effort to cut travel costs, consultant Jeff Pollack has taken to bicycling to see his clients, even those in Australia. Looking cool as a cucumber in his Foster Grants and hardly breaking a sweat, Pollack is pictured with SAFM/Adelaide GM Paul Thompson after adding a 20 km. bike hike to his track record.



CUTTING LOOSE IN NYC — Atlantic's Paul Rodgers (c) stopped by WNEW-FM/New York recently to discuss his "Cut Loose" album with PD Charlie Kendall (l) and Operations Manager Scott Muni (r).



NIGHT RANGER STRIKES — KMET/Los Angeles pinned down Camel/MCA artist Night Ranger to appear at a station sponsored bowl-a-thon. Bottom row from left: the band's Brad Gillis, KMET's Denise Westwood and MD Hugh Surratt. Top row from left: band manager Bruce Cohn, MCA's John Schoenberger, the band's Jeff Watson and Kelly Keagy, Camel President Bruce Bird, KMET PD Mike Harrison, group member Jack Blades, KMET's Billy Juggs, and the band's Alan Fitzgerald.



SHAKE THE HAND OF THE BIG MAN — WDHA/North Jersey's Halloween party raised \$5000 for a local hospital. Special guest Clarence Clemons (l) is shown congratulating the winner of a local talent contest, with the station's Kathy Millar in the middle.



TRIUMPHANT CELEBRATION — CHUM-FM hosted Triumph's eighth anniversary party at one of the band's early haunts, the Knob Hill Tavern in Toronto. Guests included Rick Derringer and US festival creator Steve Wozniak. At the mike is the station's Gord James, along with (l-r) Triumph's Rik Emmett, Gil Moore, and Mike Levine.

*Carrying A Five-Octave Range,
Singing With The Sweet, Mysterious Voice
Of An Angel In Prayer
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To Announce*

Maxine Watata

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LOVE"*

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"MAXINE WATATA"

(XR22017)

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YOUR CHOICE IN '84!

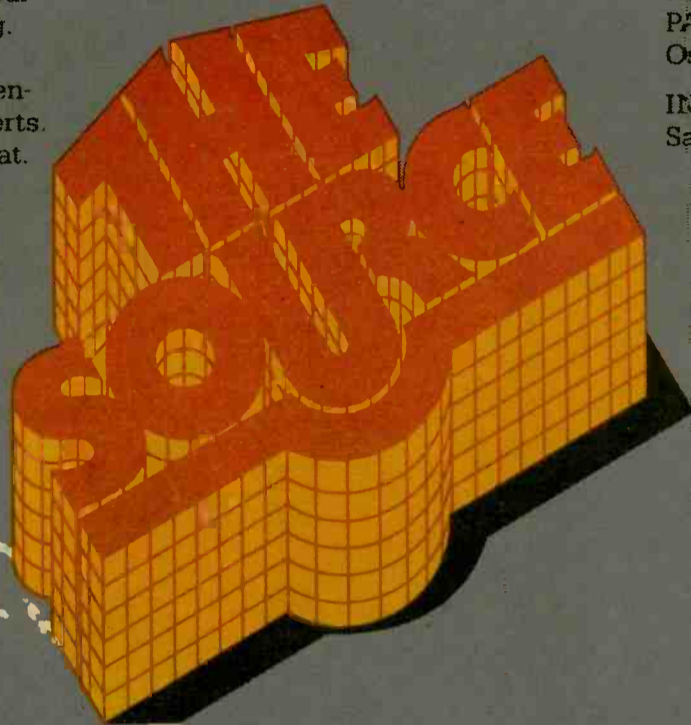
The Source presents four concert series, designed to deliver raves, ratings and revenues. Each is uniquely tailored for specific audiences. All you have to do is pick the combination of series which matches your audience and you're off and running. You'll know everything you need to know to position and sell for the entire year. The exact number of concerts. The talent designed to fit your format. The air dates well in advance of broadcast.

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FOR ROCKERS ONLY SERIES
PAST ARTISTS: AC/DC, Rush, Ozzy Osbourne, Iron Maiden.

IN 1984: Sammy Hagar, Nazareth, Black Sabbath, Saga, plus 8 more.



Country

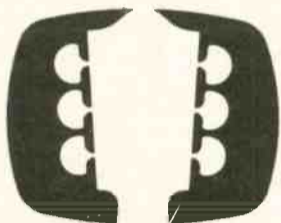


LON HELTON

Country Quotes For 1983

1983 was a year of turmoil and excitement for Country radio. Here's a sample of the wit and wisdom of the Country notables we talked to in this year's columns, addressing the important issues of 1983.

MTV/Nashville Network



THE NASHVILLE NETWORK SM

"As we get into more and more homes, our impact on Country radio will grow because we will be exposing the new acts and their songs to people all over the country. If you look at the success of the CMA and ACM award shows on network TV, you'll see the impact TV has already had on country. This success and impact should only be magnified by a cable network devoted solely to country product."

—Ralph Emery, Host of "Nashville Now" on the Nashville Network

"I think there's always a possibility for a 'Country MTV,' but the impact would not be as great as MTV. Although country music has a great popularity and does well as a radio format, I'm afraid that when the public's enthusiasm and love of that music is stacked up against traditional television, in terms of video, it would lose."

"However, this scenario will change, as in the coming years we'll have a whole new breed of people growing up who enjoy country music and who have also grown up with a TV set. They will have more of a preference for seeing country video than in seeing traditional television programming."

—Bob Pittman, VP/CEO, Warner Amex Satellite Entertainment Company

Personality

"The problem that personality Country has had is that the music base widened out incredibly fast, but the personalities didn't. The overwhelming majority of the personalities continued to sound like country bumpkins, especially on the full-service, personality-oriented operations. I think this is the reason why, even though they play the same songs, they cannot get as broad an appeal as the Continuous Country stations, because their own personalities narrow the personality appeal of the station rather than broadening it. I'm still firmly convinced that a well-done, well-thought-out, very adult personality Country operation can beat a jukebox."

—Carl Cramer, President, Cramer Communications

"You don't need a long setup if the punchline is funny. Since the cycle has swung to a more music approach, this technique is particularly useful."

—Jim London, CMA DJ of the Year, WMZQ/Washington, DC

"What we offer with our Continuous Country format is primarily music with a very low noise ratio. The emphasis is on how our guys say things as opposed to a great deal of content."

—Bill Mayne, PD KASE/Austin



Stan Davis Rhubarb Jones

"My whole philosophy on the radio is a pot-pourri of what I have learned in life. My grandmother, who was the biggest influence in my life, taught me that God is love and that God wants us to spread the joy of His love into as many lives as we can, while filling our own lives with joy. Radio broadcasting is my way of doing that."

—Rhubarb Jones, CMA DJ of the Year, WLWI/Montgomery

"Radio has an advantage in that it is the most personal of all the media. 'Personal' is the key word, as it connotes personality. Radio's future lies in being a warm, personal friend, rather than just a source of information."

—Stan Davis, CMA DJ of the Year, WWVA/Wheeling

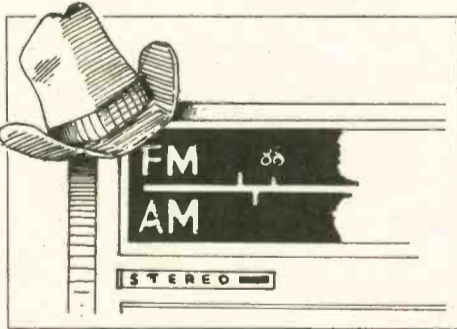
"It is essential that the personality grows right along with the music and the artists who perform that music. This may mean learning new areas of music and following all the new people on their way up, but they have to learn to adapt."

—Lee Arnold, Personality, WHN/New York

"I'm not convinced that all of the people who listen to the radio today don't want to have information, news, etc., delivered by personalities."

—Jim Clemens, OM, WPLO/Atlanta

AM vs. FM



"Although people listen to radio for music, after a while they start to feel that something is missing; they realize that the warmth, the personality, that relationship that develops, is more with the radio station than with the music."

"These three, four, and five-in-a-row stations are succeeding, so I suppose there must be something to be said for boring radio. I'm a firm believer in AM. A lot of AMs have thrown up their hands, said FM has it all, and given up. It sure helps when your opponent quits the match."

—Les Acree, PD WMC/Memphis

"Most AM listeners expect to hear a full-service Country radio station; they don't expect to hear long music floods. The demos skew older on AM, predominantly 35-54 — maybe 25-54 — but basically there is less audience available to AM stations since many of those younger demos have gone to FM."

—Ted Cramer, PD WMAQ/Chicago

Country music with a little less bull.



Continuous Country

"Country radio has been a last bastion of very loose, undisciplined programming. Years and years ago, in CHR, certain disciplines were put in place. Now everybody just accepts there are certain things you do and certain things you don't when you work in that format. We put these simple disciplines into practice and came up with a format called Continuous Country."

—Joe Somerset, Consultant

"If the competition thinks the way to get numbers is to merely play three or more in a row, they are making a very big mistake; looking at the format too superficially. The selection of the music is critical. You can't play any ol' three in a row and expect to win. Continuous Country is not Continuous Country is not Continuous Country."

—Norm Schrutt, GM WKHX/Atlanta

"The problem with country is the word country. It is no longer descriptive of the product. In some cases, it actually causes people to feel turned off."

—Joe Somerset

"Country radio is going through a period of evolution as a result of the three-in-a-row phenomenon. People are now using this type of Country radio as they would have a Beautiful Music station in the past. I don't think the three or four or 97-in-a-row thing is really very good for Country radio because it is robbing it of much of its identity."

—Jim Ray, President, Country Radio Broadcasters

"What we've done is bring a lot more people into the country music universe and it has been a very good and healthy thing. Let the people decide they like this . . . if some other programmers can find ways to beat us, or to challenge us, more power to them. That's what is going to keep us all on our toes."

—Joe Somerset

"An awful lot of guys are getting hurt by Continuous Country. In some markets, I think some of the stations got a little lazy — they weren't serving their audience with very good radio. Quite frankly, some of the old-line AMs were ripe for the picking."

—Tom Casey, former PD, KZL/Los Angeles

Country Radio . . . Today

"We don't see Country as a musical format, but as some Country stations are really A/C stations that just happen to play country songs; and even others are Beautiful Music that just happen to play country songs. I like to think of not calling it Country radio, but good radio . . . that just happens to play country music."

—John Lund, Consultant

"The thing that makes us unique is that we are country. We don't back away from it; we market it, we sell it. The line between country music and A/C or rock has got to be definitive. I'm afraid that today the lines are more blurred than ever. The uniqueness of the music is essential to Country radio."

—Mike Oetman, CEO, Great Empire Broadcasting

"I am now gearing our AM side to the available 35-54. One of the nice things about the 35-54 audience, besides their being a nice set of cumes, is their time spent listening can sometimes be really incredible. So what you can't get in cumes you can sure make up in quarter-hour."

—Ron Norwood, PD KMPS/Seattle

"A problem I see facing Country stations today is one of identity. Programmers today must be careful they don't get carried away with the trend of 'everybody's doing it' to the exclusion of 'what does the listener want to hear?' Lately, it seems that Country is sounding like everybody else and has lost its identity."

—Dan McKinnon, Owner KSON/San Diego

"Knowing the plan isn't enough; you have to execute it and stay with it. You can't use a gimmick promotion to cover up flaws in the basics of your radio station."

"The music is the star of the radio station, and the jocks are the music enhancers. Most jocks have always focused on themselves or a station promotion, but very few focus on how to enhance a song, making it relevant to the listener."

—J.D. Spangler, PD KSN/San Francisco

"I really feel that the country audience feels more deeply about their radio station than your average come into a Magic format."

—Bill Stedman, PD WKHX/Cleveland

"Anything we put on the air can be heard on almost any other station in the market. Because of this, I try and stay a step ahead of the other stations by adding the product early, especially stuff that I'm sure they will be going on."

—Mark Tuder, PD WTGS/Greensboro



Country Radio . . . Tomorrow

"I feel that we are probably entering our greatest era for Country radio. With our broadening the way it has, radio stations that play country music will be getting stronger and stronger. Country encompasses many facets of life; if the listener feels it's country touches him, then it's important."

—Mack Sanders, President, Black Swan

"What is good for the country is necessarily good for Country radio. Our exclusivity."

"A lot of people are trying many things to combat the unbelievable success of Continuous Country. I don't see the ultimate answer for a Country format. I will see a shift as good, well-run Country play country music move from AM to FM band."

—Dan Nelson

Co

EASY LISTENING



GAIL MITCHELL

THE YEAR'S QUOTABLE QUOTES

Reflections On 1983

During this time of year it's customary to reflect on the outgoing 12 months, ideally applying what was learned then to the approaching New Year. With that in mind, this final column is devoted to the noteworthy — and sometimes controversial — comments/insights compiled from 1983's Easy Listening articles.

Death Knell



"The burial of Beautiful Music is a public relations farce."

— George Burns, Burns Media Consultants, Inc.

"There is always some part of the radio industry that's getting picked on. First it was AM and its demise, then it was Beautiful Music's turn."

— Christine Woodward, former GM, WVEZ/Louisville



Bert Wahlen

"I think what went away and died was Beautiful Music and perhaps Easy Listening to a degree for some stations. It all depends on the execution."

— Bert Wahlen, VP/Group W FM Stations

Is It Beautiful Music . . . Or Easy Listening?

Beautiful Music is largely a background, passive format. On the other hand, Easy Listening is a very foreground, active format with a lot of texture and full service material."

— Rob Edwards, VP/Programming, Bonneville/California Division

you call it depends on whether you're semantics or substance. In terms of Beautiful Music is just a convenient industry reference."

— Bill Clark, President/GM, KABL-AM & FM/San Francisco

years ago the terms were interchangeable but I would define Easy Listening as a goodness radio station that does what other radio station does. The old Beautiful Music stations that were totally automated . . . are a

vers, President, Fairfield Broadcasting

Ratings Success

ARBITRON RATINGS

Birch Radio

"My philosophy is not to worry so much about the book. We are just business as usual here. When the numbers are good you smile, and when they're not you just walk down the hall and hope nobody asks you any questions."

— Jim Welch, PD, KMBR/Kansas City

"We're not a revolutionary station, we're an evolutionary radio station. It's becoming a full-service station as opposed to being one of those elevator music jobs. We do very few promotions. One, the 'Listening Post,' currently has about 3000 different businesses; they can win lunch for two or we give them an 'unwind' party at a local nightspot with wine and champagne."

— John Stolz, PD, WQAL/Cleveland

"If there's one single thing that makes us different, it's that we really like the format. We aren't ashamed of Beautiful Music, and we really believe in it. We don't particularly see a need to change it into something else. You can only be one format at a time. In the case of our competition, I believe they really wish they were doing a good Adult/Contemporary."

— OM Todd Shelton, KBRD/Tacoma

Sales

"I don't think Beautiful Music is into so much of a programming problem today as a sales problem. Ten years ago 25-54 was the heart of Beautiful Music, but it's not today. An operator can do a very good job with 35-64. That demo is one that's underused and one that Madison Avenue hasn't fully recognized to date; Beautiful Music is right smack in position to deliver it to advertisers. That's where format operators have to go. You just can't stay with what you had."

— Ted Dorf, VP/GM, WGAY-AM & FM/Washington

"35-64 is becoming recognized as the prime market, as the baby boom ages and the greening of America takes place. I think we're positioned correctly to take advantage of what's happening in the 1980s market."

— Gordon Mason, VP/GM, KJOL/Los Angeles

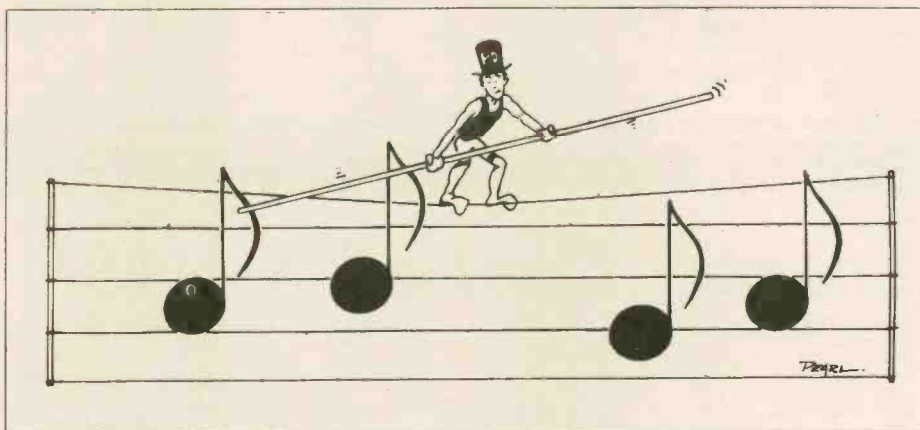
"Ten years ago we really had to be salespeople . . . five years ago we were order-takers. Now, in 1983, we're really back to fundamental marketing of the format. We're able once again to sell the basic strengths of our format and the value of the audience it reaches."

— Stephen Trivers

"Easy Listening stations have nothing more to sell than the latest Arbitron. Classical stations have a qualitative reliable story — we are today what we were yesterday and will be tomorrow."

— Warren Bodow, President/GM, WQXR-AM & FM/New York

Musical Balancing



"The old tricks simply won't work any longer. The days of saccharine strings and banal cover versions by interchangeable vocal groups are rapidly fading. Programmers and syndicators are reevaluating their music policies to satisfy the expectations of younger listeners, while attempting to hold the older core audience . . . it's a curious tightrope that more and more programmers are learning to walk."

— Fred Seiden, Bonneville

"We don't attempt to insert a popular tune by the original artist unless that tune fits into the format. When you forcefeed certain artists into any format, you're making a mistake. Let's take the Joe Cocker/Jennifer Warnes duet. Great song, big hit. It just doesn't fit into the format."

— Ed Winton, Winton Communications

"We knew two to three years ago that we would be facing the day where we would have to bite the bullet and move ahead musically. I don't consider Classical, Big Band, or Nostalgia as Easy Listening: Easy Listening radio will always have the instrumental base, and these others have a high vocal content."

— Rob Edwards

"Initially, I wanted to start off as a good alternative format. Before I had all the imitators, people thought I was crazy. Music Of Your Life is a definite kind of music, rather than just nostalgia. Our number one song is 'New York, New York' by Frank Sinatra. You sure don't call that nostalgia."

— Al Ham, President, Music Of Your Life

"The question is whether you play that music to the exclusion of everything else, whether all the vocals you play have to be the original versions by contemporary artists. A gentleman wanted to know who the hell was that shrieking female voice ruining the beautiful song 'Evergreen' — we were playing Barbra Streisand."

— Bill Clark

"Although we'll never be a format that's breaking the hits, we are using original vocals, rather than just doing covers and having customized music that speaks to today's traditional sounds. But we can't lose sight of the value of standards in the music library. They've got to be played as well."

— Bert Wahlen



Al Ham

Stephen Trivers

"To me, Easy Listening encompasses everything from an Al Ham to a Schulke or a Carson."

— Stephen Trivers

Search For Ideal Personality



"You're not just looking for a staff announcer as you were a few years ago. It's becoming more and more apparent that announcer input is very important as more stations become aware that imaging is also extremely important. You need a person who's satisfied with enhancing the radio station's image as opposed to enhancing his own."

— Ken Mellgren, VP, Schulke Radio Productions

"People come into this format thinking it's going to be a breeze. It's a very difficult format to do right because you have nothing carrying you. I've often said this is Zen radio — it's seeing how much you can do with a little."

— Mike Burnette, PD/OM, KJQY/San Diego, Group W FMs

"There is a deep relationship, more so than any other format, between the personalities and the music."

— Jack London, OM, KORK-AM & FM/Las Vegas

"You have to prove to the listener that you love what you're doing and, in turn, they'll respect you for what you're doing."

— George Conrad, PD, WNNJ/Newton, NJ



Past, Present & Future

"For those stations doing things similar to what they were doing ten years ago or whose sound hasn't really changed, I'd say those facilities are in trouble. What we need to do in the next ten years is keep our ears to the listeners' mouths — find out what they want, what they like and dislike, and evolve with them."

— Tom Moran, VP, Churchill Productions

"I do believe the format has a long-run place, a good future, and it's coming back cyclically with the audience. There have been a lot of moves to try and fix everything but the music to see if that would revitalize it. Generally that hasn't been successful. What has been successful is what's being done and that's fixing the music. That's where its future lies: playing those pieces of music younger people today want to hear."

— Jim Schulke, Chairman, Schulke Radio Productions

"The biggest change I've seen in Easy Listening is that we are the only format that has had to record our own music to play. Virtually all other formats are still being provided with material by record companies. The record companies haven't shown any of us that they have a desire to get back into recording instrumental acts. I think the days of the heavy influx of instrumental artists, outside of the jazz idiom, are pretty much a thing of the past."

— Dave Verdery, VP/Programming, Bonneville

"More and more in every market there will be one good Beautiful Music or Easy Listening station, and they will do well. The days of two or three Beautiful Music stations in a market are gone."

— Christine Woodward

4 UNIQUE CONCERT SERIES

CATCH A STAR SERIES

PAST ARTISTS: Duran Duran, Linda Ronstadt, Kenny Loggins, James Taylor.

IN 1984: Al Jarreau, Air Supply, Donna Summer, Men Without Hats, plus 8 more.

TOP OF THE ROCK SERIES

PAST ARTISTS: Genesis, Joe Walsh, Joe Jackson, REO Speedwagon, Loverboy, Yes.

IN 1984: Billy Idol, Michael Stanley Band, U2, Heart, Quarterflash, The Fixx, plus 6 more.

COMMAND PERFORMANCE SERIES

PAST ARTISTS: The Police, Steve Nicks, Stray Cats, John Cougar Mellencamp, Journey, Elton John.

IN 1984: Moody Blues, Hall & Oates, Culture Club, plus 5 more.



A/C Picture Page



A MATTER OF AHM, TASTE—Radio fans everywhere breathlessly await the results of CFCO/Chatham's world-famous pickled egg-eating contest. The winners, who received trophies and air fresheners, helped raise over \$500 for the United Way. Rooting on the contestants is (right) morning man Dick Bourdeau.



CHOK JOCKS CHICKEN OUT—CHOK/Sarnia, Ontario staffers battled against a team from Big Brothers in a Kentucky Fried Chicken-eating contest, raising \$440 for the United Way. In 15 minutes, (l-r) personality Chris McCarthy, Promotions Manager Dave Curtis, and Sports Director George Heath devoured 44 pieces of chicken to win the championship.



JUST STAY AWAY FROM THE CAR—WAXY/Ft. Lauderdale gave away a new Honda CRX. The lucky name was drawn from registered entries at regional auto dealers. Shaking hands, er, wings with the happy winner is the WAXY Chicken Man.



CHAMP TO CHAMP—Miss America 1984 Vanessa Williams stopped by A/C ratings champion WTNY/Watertown for an interview and to pass her N.Y. title to the state's first runner-up. From left, mid-day personality Toni Harblin, Vanessa, and GM Don Alexander.

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For... Outstanding high frequency sensitivity and headroom

For... The best sound a cart can reproduce
For... The exclusive SGS-4 broadcast mastering tape.
For... Compatibility with all cart machines
For... Stations who care how they sound

THE AUDIOPAK AA-4 IS FOR YOU
The True Blue Cart—From Capitol

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Station Profile

KOST/Los Angeles
"The New Coast 103"
610 South Ardmore
Los Angeles, CA 90005
(213) 385-0101

Owner: Cox Broadcasting Corp.
Rep: Christal
VP/GM: Don Dalton
OM/PD: Jhani Kaye
MD: Jan Marie
Consultant: Mary Catherine Sneed

103.5 mHz
12.5 kw ERP

"The 'New KOST 103' plays 'Soft Hits' for Los Angeles, a format developed by Atlanta-based consultant **Mary Catherine Sneed**. Soft Hits is also heard on Cox Communications' sister station **WSB-FM/Atlanta**.

"Targeting the 25-49 audience, KOST offers L.A. listeners a consistent mix of A/C music with personalities that contribute to, rather than interfere with, the overall flow of the station.

"Emotion is a key element to 'L.A.'s New Coast.' A computer-assisted music system is employed to cement that emotion into the Soft Hits format. This also contributes to the consistency of 'The Coast.'

"KOST 103's personalities entertain without interrupting the music. They include morning man **David K. Jones**, middays with **Mike Sakellarides**, **Bryan Simmons** in afternoons, evening personality **Jan Marie**, nights with **Ted Ziegenbusch**, and **Chris Roberts** overnights. **Liz Killey** handles weekends.

"Practically commercial-free, the New KOST 103 typically features 54 minutes of music per hour."

— Jhani Kaye



RADIO...TIS THE REASON TO BE JOLLY!

T

HE ARTISTS AND
STAFF OF RCA RECORDS
WOULD LIKE TO THANK
ALL STATION MANAGERS,
PROGRAM DIRECTORS,
MUSIC DIRECTORS AND
ON-AIR PERSONALITIES
FOR MAKING 1983
A WONDERFUL YEAR FOR US.

<i>Gandy Brown</i>	<i>Wyonna Judd</i>	<i>Steve Warren</i>	<i>Waylon Jennings</i>	<i>Dean Dillon</i>
<i>Jeff Cook</i>	<i>Naomi Judd</i>	<i>Paul Willis</i>	<i>Michael Dault</i>	<i>Leon Everett</i>
<i>Larry Denton</i>	<i>Sauve Mandrell</i>	<i>Jo Sabate</i>	<i>Carson Schrite</i>	<i>John M. Thomas</i>
<i>Spencer</i>	<i>Tim Mullen</i>	<i>Robert Hawthorn</i>	<i>She Herder</i>	<i>Infira</i>
<i>Deborah Allen</i>	<i>Dolly</i>	<i>Dave Whelan</i>	<i>Randy Tjor</i>	<i>Jenny Fuccal</i>
<i>Paulette Carlson</i>	<i>Penny Miller</i>	<i>Gayle Adams</i>	<i>Margaret Stewart</i>	<i>Janita Butler</i>
<i>Ed Thomas</i>	<i>Randy Fator</i>	<i>Mary E. Kay</i>	<i>Debbie Bellin</i>	<i>Judie Albert</i>
	<i>Charley Pride</i>	<i>Jim McAllen</i>	<i>Wendell</i>	

HAVE A JOYOUS CHRISTMAS AND A VERY HAPPY NEW YEAR!

Baby, I'm telling the truth!

AND NAMING NAMES... THESE ARE THE PEOPLE WHO DID IT...

**GAVE ME MY
FIRST HIT
RECORD!**

**"BABY, I LIED"
AND I JUST
WANT TO SAY**

THANK YOU!

*Deborah
Allen*

**HIT
#4
COUNTRY**

**TOP
10
AC**

**41*
and Rising
CHR**



TO RADIO... ALL THE MUSIC DIRECTORS, PROGRAM DIRECTORS AND AIR PERSONALITIES EVERYWHERE WHO ARE PLAYING MY RECORD.

TO TONY BROWN, JOE GALANTE, JOHN BETANCOURT, BOB HEATHERLY, PHIL QUARTARARO, EDDIE MASCOLO, MILA COLLINS, IMA WITHERS, GLENDA BREAK, GAYLEN ADAMS, MARY RAY, TIM McFADDEN, DEBBIE BELLIN, JACK WESTON, CARSON SCHREIBER, MARY ANN SCHWARTZ, JOHN MacNAMARA, GENE HUGHES, JUANITA BUTLER, LARRY GALLAGHER, TONY MONTGOMERY, PETE JONES, VITO BLANDO, DAVE WEISS, JOHN BOULOS, BOB MEYERS, BONNIE GOLDNER, BRENDA ROMANO, LARRY VAN DRUFF, BUTCH WAUGH, MICHAEL VALLONE, BOB SMITH, TED MUSARRO, TOM BOBAK, MIKE DUNGAN, KERRY WOOD, ANDY ALLEN, MIKE BECCE, BILL KENNEDY, STEVE LEAVITT, ELAINE LOCATELLI, JEFF NAUMANN, MARK NEIDERHAUSER, SUSAN WAX, MIKE WHITENECK, DAVE WHEELER, CHARLIE HALL, JOHN RUCKER, BOB RIFICI, JIM YATES, BILL GRAHAM, MARY BETH CONNORS, CURT SWENDLOW, HARRY FOX, DARYL BOOTH, RICK WILCOXEN, RON HOWIE, JIM GRADY, GEORGE JACKSON, TOM POTTER, JIM BEGO, FRED LOVE, CHARLIE RICE, JERRY SILHAN, JOE WALLACE, LARRY PALMACCI, DOM VIOLINI, BOB BEAN, RANDY GOODMAN, MARGARET MERCER, TERESA RUSSELL, JUDI KRISS, CYNTHIA SPENCER, RANDY LAVIGNE, AND THE ENTIRE SALES, MARKETING AND PROMOTION TEAM AT RCA RECORDS.

**THANK YOU
AND A
VERY MERRY
CHRISTMAS
TO YOU ALL!**

Nashville This Week



SHARON ALLEN

CRS Aircheck Deadlines

First Christmas, then New Year's, and before you know it we'll need to get everything in order for Country Radio Seminar. So to start the ball rolling, the CRS is requesting samples of station airchecks, video spots or slides, and printed materials to be submitted by all participating stations.

Reel-to-reel airchecks (no more than two minutes in length) plus a 60 or 30-second station promo should be submitted to: **Barry Mardit**, WWW Radio, 2930 E. Jefferson, Detroit, MI 48207.

¾-inch video spots or a selection of color slides, labeled with station call letters, address, and the name of the campaign should be sent to: **Erica Farber**, McGavren Guild Radio, 154 East 46th St., New York, NY 10017. Tapes and slides will be returned during the seminar at the registration desk.

Printed materials or station promotional items need to be sent to: **Frank Mull**, Mull-Ti-Hit Promotions, 50 Music Sq. W., Suite 604, Nashville, TN 37203.

The deadline for submitting airchecks, video spots, and printed materials is Friday, January 13, 1984. The 15th Annual Country Radio Seminar is set for March 1-3, 1984, at the Opryland Hotel in Nashville.

Elvis's Musical Legacy Now Available On Compact Disc

RCA just commissioned the manufacture of 5000 copies of the "Elvis-Legend, Volumes I, II, and III" first edition collector's set. However, only 500 copies will be available in the U.S. The remaining 4500 will be marketed worldwide.

Last week, RCA's President **Bob Summer** presented copies of the Elvis Presley limited edition series to the Nashville based Country Music Foundation for display in Studio B (the site where Elvis recorded many of the songs contained on the discs - now a popular tourist attraction operated by the Foundation). Summer also presented an additional set of Elvis CDs for CMF's archives and for its historical research.



ELVIS CDs FOR CMF — RCA President Bob Summer (left) and Nashville VP Joe Galante (right) present Mary Jarvis, wife of longtime Presley producer Felton Jarvis, with the first set of Elvis CDs (see article).

BITS & PIECES: On Thanksgiving day in Las Vegas, **William Lee Golden** of the **Oak Ridge Boys** announced his engagement to **Louetta Calloway** (a model whom he has been dating for nearly a year). The couple has not yet announced their wedding date. Now ladies, that leaves just one bachelor Oak — **Richard Sterban!** ... **George Jones's** upcoming CBS album will be a 10-song compilation of duets with top female country artists including **Barbara Mandrell**, **Terri Gibbs**, **Rosanne Cash**, and **Leona Williams** ... **Dolly Parton's** next album, "The Great Pretender," will be a compilation of pop oldies. **Main Street Records** signed with **MCA** for distribution.



Oak Ridge Boys



Gatlin Brothers

Country Softball One-Upmanship

While the **Gatlin Brothers**, the **Oak Ridge Boys**, and **Lee Greenwood** were appearing in Las Vegas last month, they all agreed to play a charity softball game against the staff of **KRAM** in town. During the course of the game, the Oaks donated \$500 to the fund of medical expenses for a local child. Moments later, **Steve Gatlin** informed the stadium announcer that he and his brothers would give \$499 because "the Oaks have

won more awards than the **Gatlins!**" **Lee Greenwood** quickly picked up the gauntlet and contributed \$501 as the reigning **CMA Male Vocalist of the Year** and the newest award winner in the group. P.S. The game was won by the performers 13-12 ... If you've ever been in Nashville and set aside a couple of hours to go on "the tour of the stars' homes," you've probably heard the saga of **Webb Pierce's** guitar-shaped swimming pool. The latest scoop is — **Pierce's** mansion and pool are up for sale. Asking price?? \$1 million.

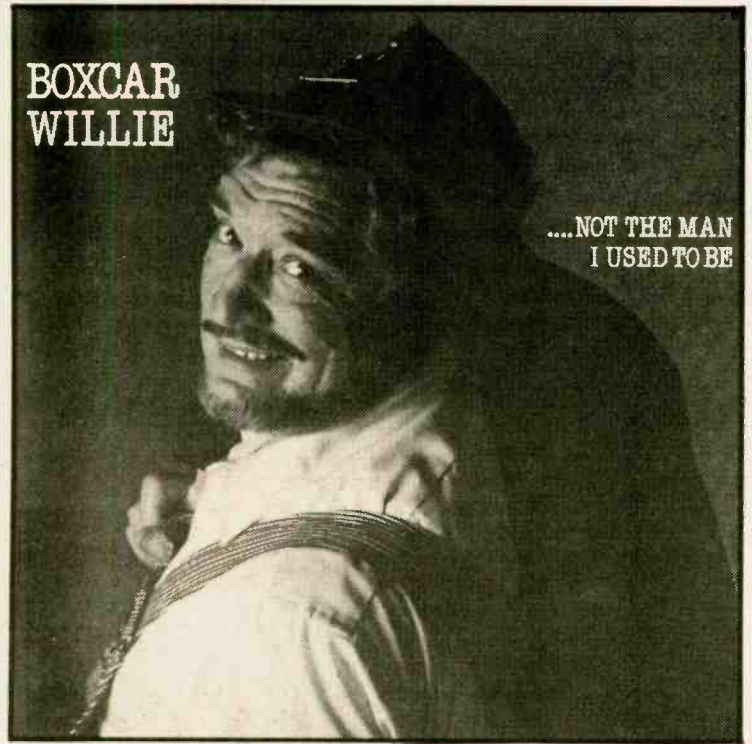
Just thought you'd like to know.

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...Country Music

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WDVA	KLNX	KCLE	KTOM	KVOO
KOPY	WCDS	KLIX	WNST	WLAS
WIRK-FM	WJQS	KTTS	KWKH	KPRT
WAXX	Q-92	WBGW	WDEN	KTON
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Produced by Pete Drake

The Album:

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VOTING RIGHTS CMA Awards, Disc Jockey of the Year Awards, and the election of the Board of Directors.

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Country Music Association
 P. O. Box 22299-R
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Country

Pictures



FOSTER VISITS "NASHVILLE NOW" — MCA artist Lloyd David Foster was among the guests on the Nashville Network's "Nashville Now" show. Pictured (l-r) are "Hee Haw" 's Archie Campbell, Foster, and host Ralph Emery.



EXILED IN L.A. — A number of West Coast radio folk were brought in to the Palomino club in Los Angeles for a showcase by Epic's Exile. Shown after the show are (back row l-r) Tom Newman, KGA/Spokane; Don Langford, KRAK/Sacramento; Exile's Les Taylor, Marlon Hargis, and Sonny Lemaire; Rory Miller, KHSL/Chico; and Exile's J.P. Pennington and Steve Goetzman. Kneeling are Craig Appelquist, CBS Records West Coast Marketing Manager and Eddie Edwards of KGAY/Salem, OR.

Country Quotes For 1983

Continued from Page 48

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."

—Joe Galante, Division VP/Nashville, RCA Records

"It has come down to survival. We have had to go out and ask programmers for specific numbers. Otherwise, our records go away."

—Joe Casey, VP/Promotion, CBS Records/Nashville

"There's more pressure now than ever on the top ten of radio's chart. We as an industry are putting all of our resources into that top ten and I think that's one of the reasons you're not seeing new acts broken."

—Erv Woolsey, VP/Promotion, MCA/Nashville

"We have become an industry of such hype — and maybe this is the key to the whole thing — we have all hyped, hyped, hyped records up there. If everyone would just let reality take place, and not hype stiffs, then it all becomes *real* again, and there won't be the battle for No. 1s because the records that belong there will get there."

—Nick Hunter, VP/Promotion, Warner Bros./Nashville

"Radio has to be strong enough to stand up to the companies and do their music according to the dictates of their respective markets."

—Bob Heatherly, Director of Promotion, RCA/Nashville

"Most people in radio are no more concerned with quality of product or new artists than they are with the man in the moon."

—Don Blocker, VP, Garrett Music Enterprises

"Albums do not a station make; you can't sell your soul for 50 LPs."

—Jay Phillips, MD WMAQ/Chicago

"Basically, I think we need a restructuring of the playlist reporting system and a redefining of some of the roles in it. In dealing with promotion people, I don't want them to waste our time, and we won't waste theirs."

—Rick Jackson, MD KYGO/Denver

"Some of the problems facing our industry begin with a lack of proper training for new music directors."

—Doug Brannan, MD KNIX/Phoenix

"Radio cannot be afraid to say 'no' to people. A promoter may argue a bit if they feel they have legitimate reasons why a record should get more consideration, but nobody is going to beat up on them that badly."

—Carolyn Parks, independent promoter

"If chart success doesn't translate into successful appearances and sales, then what we have really seen is a masterful mirror game go down. An artist whose management team is trying to build a career will go nowhere without a foundation of solid hits."

—Bruce Hinton, independent promoter

"Part of the problem today — one resulting in excess pressure — is promotional overkill. You can't blame radio for being upset about getting five, six, or more calls on the same record."

—Gene Hughes, independent promoter

"The business at hand for the radio and record industries is to work together in closing this credibility gap so that chart positions and reality become synonymous."

—Bob Saporiti, independent promoter

"If people in responsible positions don't have the expertise or professionalism to compete, the Country radio and music business is not going to survive."

—John Curb, independent promoter



Country News

Next Week's Guests:

LEE GREENWOOD @ ATLANTA

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

Radio On, TONY JOE WHITE and "The Lady In My Life"

38-04134

"... makes the ladies go crazy. When Tony Joe gets down, the ladies love it."

— Henry Jay, WGTO

"Tony Joe White is definitely dangerous."

— Debbie Pipia, KILT

"It's a great afternoon record . . . it makes our lady listeners feel appreciated."

— Wiley Carpenter, WWMC

"The most sincere, the most talented, the most overlooked artist of our time . . . whose time has finally come." — Max Gardner, KBUC

"... great female phones. One of the most beautiful ballads of the year. Requests came in the first day we played it!" — Jaxon Riley, WJAZ

"Tony Joe White sings directly to my lady listeners with "Lady In My Life."

— Jerry King, KKYX

"This is mellow country class . . . it's a classy country record. The listeners seem to love it."

— Dan Green, WGUS

"Lady In My Life" could be played on any format; this one should be across the board."

— Mike Carta, WIL

"Our research indicates listeners turn the volume up when this record is played. They want to hear every line. "Lady In My Life" not only appeals to our contemporary listeners, but to our traditional country listeners as well." — Alvin Dick, WIVK

"Tony's done it all and you can tell he's in the business because he loves it. This is the most relatable song I'm playing." — Paul Warner, KSD

"This is truly a great record . . . a beautiful song and an outstanding performance. The number of requests we received when we first started playing "Lady" were surprisingly high for a new add. It hasn't let up and request activity grows every day." — Edd Robinson, WSOC-FM

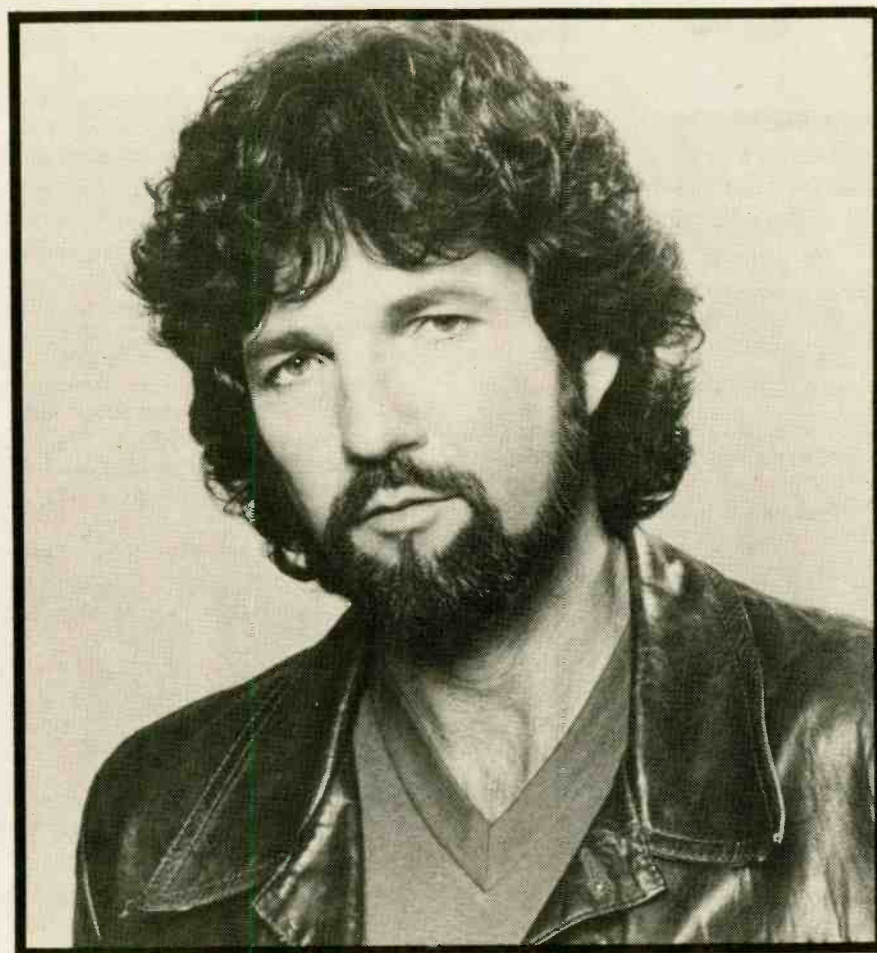
"Having met Tony for the first time, I was very impressed with this country boy's personality and talent." — Billy Parker, KVOO

"Tony Joe White and his music are welcome at this country station, anytime."

— Lynn Waggoner, KEBC

"I love the record. I think it's great for programming and, based on the number of requests, so does our audience."

— Steve Holdbrook, WWKA



"I added the record out of the box and got calls immediately. So far it has reached 20 on my chart and seems to be wearing extremely well. This record will last a long, long time."

— Rhubarb Jones, WLWI

"We've had a lot of success with this record . . . it picks up momentum daily." — Lewis Fryer, WBAM

Produced by
RON "SNAKE" REYNOLDS

ON COLUMBIA RECORDS



Black Radio



WALT LOVE

1983's Quotable Quotes

This is the time of year when we all look back and reflect on the events that have taken place. Once again we'll feature our special edition of "Quotable Quotes," and let me tell you, Black/Urban radio had some great ones in 1983. Some of these quotes will make you laugh and smile, but we also hope they will make you think about the reasons why you chose this industry for your profession. Enjoy!

Programming

"We program to our core audience; obviously that's the black audience, that's who we have to deliver the product to, first and foremost."

Steve Harris, PD, KRLY/Houston

"The number one thing that people mention when talking about WKYS is the variety of music we offer. There aren't many radio stations in the country that can go from Barbra Streisand to Boatsy, then back to Ramsey Lewis, and make it work. This station has been positioned so well that it works here, and people appreciate the variety."

Donnie Simpson, PD, WKYS/Washington, DC



Donnie Simpson

Selby Edwards

"Women admit to being more nostalgic than men. Males seem not to care about oldies — yet they are interested in what is new. Oldies are important because almost everyone identifies with positives or negatives out of their own personal past."

Selby Edwards, PD, KNOW/Austin

"The order in which our music is programmed is based on tempo and flow. We try and create a mood for our audience that will keep them listening. People in our target demographics don't want to be boogied to death."

Hardy Jay Lang, MD WPLZ/Petersburg, VA

"Too much music can most assuredly be detrimental if improperly rotated."

Joe Jackson, MD, WAAA/Winston-Salem

Questionable Lyrics

"Some lyrics have become so explicit that they simply represent an exploitation of the despair of black people. When people cease to have ambition for economic freedom, political liberation, and cultural uplift and simply become sexual animals of the most heathenistic dimension — then we've got to do something. We as black people can't just be reduced to sexual animals that grunt and move on instinct."

Jesse Jackson, Democratic Primary Presidential Candidate

"I've wondered if our nation is having such hard times that those in the music industry decided to take this approach to help stimulate record sales. Did they give a push to create something new and provocative enough to help stimulate sales? Today, (some) artists continue to sing about sex and drugs. Many also use different forms of profanity in their music. I wonder if these people realize that most of their fans are teens and younger. If they think that their audiences are exclusively adults, they're wrong!"

Gaylord Boyd, MD, WXOK/Baton Rouge

"Our position is very simple. We do not intend to program music that is in any way insensitive, offensive, or insulting to our community. We feel that the black community, probably more than any other, has been exposed to all kinds of garbage as a result of so many artists trying to make money and trying to outdo other artists. For some reason, they all have managed to appeal to

the sexual instincts of most of us. By developing these lyrics with suggestive sexual overtones, they knew this music would appeal to a certain segment of our population, and they were right. We have determined, in such cases, that we will not play those particular pieces of music. Understand that we are not censoring, we are just being selective. It's what I call selective programming."

Ken McDowell, Owner/President, KLM Communications, WCIN/Cincinnati

Image

"What we are telling our listeners is this — look to us for music and anything else your lifestyle might require in the form of information or entertainment."

Marc Little, PD/MD, WPDQ/Jacksonville

"We've never made a gangbusters attempt to be number one in this city. Coming into the city as new owners from out of town, we felt the need to get into the community first. However, this is not an excuse: WAIL-FM just flat beat us before because we were in an embryonic stage. WYLD-FM has always been a community-based station. So when we saw what WAIL-FM did, that told us, 'What are you waiting for?' At that time we decided to flex our muscles and take our shot at being the number one station in New Orleans."

Brute Bailey, PD, WYLD-FM/New Orleans



Brute Bailey

Kevin Fleming

"What we're trying to do is make Black radio good radio, and get away from the old worn-out stereotypes. We want to erase all the negative connotations that have been a part of our lives and Black radio for years."

Kevin Fleming, PD/MD, WWDM/Sumpter

"This area of the country has black, white, Cajun, and Creole children who have never heard and seen black people speak articulately. It's important that we set a good image for them now, because they'll remember the first image they have of us for the rest of their lives."

Beatrice Evans, MD, KJCB/Lafayette

"We are what we are and we don't try to be something we're not. When I speak of blackness, I'm talking of awareness and positiveness. We're here for all the citizens of Tallahassee. So when a white listener tunes us in, if they're a local person, they already know what we do. We feel they listen to us to hear our personalities and our unique form of music. We never offend, but we are real!"

Joe Bullard, PD/MD, WANM/Tallahassee

"If you can't be heard and heard clearly, you might as well hang it up."

J.B. Stone, GM, KJLH/Los Angeles

"I decided we needed a good Black station that would get involved and also entertain with energy. I wanted a station with the appeal that KFRC has in the white community."

Ernest James, VP/GM, KDIA/Oakland



Parity

"Parity is always a question when it comes to blacks vs. whites or minorities vs. the establishment in the marketplace. The only way we'll ever achieve such in that area is to draw upon outside sources of strength to put pressure on the institution. That's why I said we need more involvement in the political process."

Congressman Mickey Leland (D-TX), member of the House Telecommunications Subcommittee

Personally Speaking

"We're not one of those outfits promoting their satellite services as one which will cut a station's overhead by eliminating personnel. It's difficult for blacks as it is without someone coming along making it even more difficult for them to remain employed."

Lynn Rogers, former Director/Station Relations & Program Manager, Sheridan Satellite Division

"Experienced people who work together as a team and continue that teamwork will be successful."

Jeff Wyatt, PD, WUSL/Philadelphia

"All right, so you're black. Fine, but are you on time for work every day? How's your language both on and off the air? How do you dress, your appearance?"

Ken Webb, AM Personality, WRKS/New York

"We sit down and talk about what's going right and what seems to be going wrong . . . I don't believe in critiquing announcers and being totally negative about their performance, in a private meeting or collectively."

Mike Roberts, PD, WIGO/Atlanta

"My on-air talent is totally dedicated to being the best, and they've earned the right to be number one in this city."

Tommy Marshall, PD/MD, WKXI/Jackson, MS

"We still believe that all our people want to be involved in making our station better in all ways, not just the air sound. My door is always open for ideas and suggestions."

Scotty Andrews, Program Manager, WVEE/Atlanta

Station Success

"We needed more of a Black identity, so the people wouldn't continue to think they were just being used by K97. What we ended up with was a station playing 90-95% black music and a black staff . . . results, a 10.5 share 12+. We actually got out and hustled for everything we've been able to accomplish."

Lawrence Jones, PD, WHRK/Memphis

"To be totally honest, I think our success has come because we've been consistent with our approach about everything. My philosophy has always been, do for the community and the community will do for you. We've increased our visibility with our citizens. Every employee here, no matter what type of position they hold, gets exposure to the public."

Bill Summers, GM/Management Consultant, WLOU/Louisville

Sales

"The black consumer has become the profit margin for a number of businesses. It's become a whole new ballgame. I've seen for myself that the black consumer is more active than the Caucasian consumer."

Michael Hilber, GSM, WZAK/Cleveland



Rep. Mickey Leland

Michael Hilber

"There are always going to be accounts who won't buy black. However, there has been significant movement towards realism in this area."

Kernie Anderson, GM, WBMX/Chicago

"You need that street talk that you get in your hometown to help you sell locally. In malls, proprietors hear people talk about their favorite station. This kind of endorsement is worth its weight in gold."

Tim McReynolds, GM, WENN & WAGG/Birmingham

"It doesn't make sense to me, if we're number one and two in marketplace audience share, that we should be number six and seven as far as annual gross income."

Tony Gray, former PD/MD, WTLK/Baton Rouge (now PD of KMJM/St. Louis)

Records Raps

"I really think the record industry people should remember the jocks; they should give them more respect. There's a lot of good talented people out there in the radio business and I don't think they get enough credit. They really take the music and radio seriously and don't play any games with people. I just think their dedication should be recognized."

Frankie Crocker, PD, WBSL/New York

"In order for us to make money, we must have good hit product, coupled with radio airplay, accurate and precise reporting, distribution, and finally sales to the consumers. If one element is out of sync, it can be disastrous."

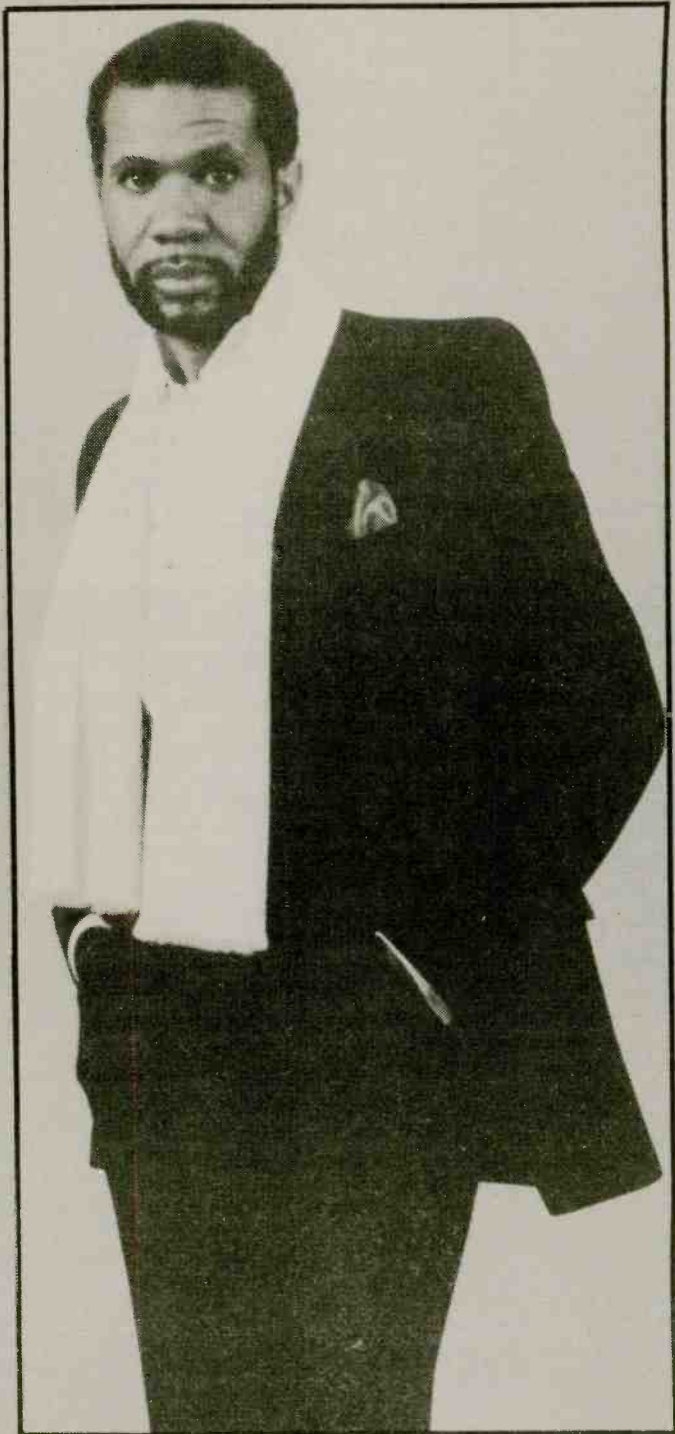
Vernon Slaughter, VP/Black Music & Jazz Promotion, Columbia Records

On-Air Promotions

"No radio station in this city has ever given away a Rolls Royce. What we're doing is what a lot of Black stations around the country are also starting to do. It's the kind of promotion white stations did seven to ten years ago. All we've done is followed their pattern and, quite frankly, we're probably doing it a little better."

Richard Pegue, Program Manager, WGCA-AM & FM/Chicago

Lenny Williams



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WKIE	WSOW	WWDW	WHRK-FM	WBMX-FM	WBLK-FM	KOKY	KJLH
WPAK	WEAS	WEDR-FM	WLOK	WNOV	WUFO	KAPE	KPOO
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Robert W. Morgan, KUTE/Charlie Fox, Hot Hits KITS from
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Harry Harrison-1968, K100/Billy Pearl-1974, KRLA/Johnny
Darin-1969, KHJ/Machinegun Kelly & Dave Sebastian-1976,
WRKO/Shadoe Stevens-1969, & KFI/Kris Eric Stevens & Mark
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CALIFORNIA AIRCHECKS (619) 460-6104
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The Music Section

National Music Formats Added This Week

Satellite Music Network

George Williams (214) 343-9205

The Starstation

SHEENA EASTON "Almost Over You"
CHRISTOPHER CROSS "Think Of Laura"
PAUL McCARTNEY "So Bad"

Country Coast-To-Coast

DARYL CLANTON "Lonesome 7-7203"
EDDIE RABBITT "Nothing Like Falling In Love"
RAY CHARLES & GEORGE JONES
"We Didn't See A Thing"

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

BILLY JOEL "An Innocent Man"
STEVIE NICKS "Nightbird"
CHRISTOPHER CROSS "Think Of Laura"
JEFFREY OSBORNE "Stay With Me Tonight"

TM A/C

BILLY JOEL "An Innocent Man"
SHEENA EASTON "Almost Over You"
JAMES INGRAM w/MICHAEL McDONALD
"Yah Mo B There"

TM Country

WHITES "Give Me Back That Old Familiar . . ."
CONWAY TWITTY "Three Times A Lady"
LEE GREENWOOD "Going Going Gone"
LYNN ANDERSON & GARY MORRIS
"You're Welcome To Tonight"
JUDDS "Had A Dream (For The Heart)"
DOLLY PARTON "Save The Last Dance For Me"

BPI

John Iles (800) 426-9082

Adult Contemporary

RAY PARKER JR. "I Still Can't Get Over Loving You"
SHEENA EASTON "Almost Over You"

Country Living

WILLIE NELSON "Without A Song"
DOLLY PARTON "Save The Last Dance For Me"
WHITES "Give Me Back That Old Familiar . . ."
CRAIG DILLINGHAM "Have You Loved Your Woman Today"
LEE GREENWOOD "Going Going Gone"

Peters Productions, Inc.

Debbie Welsh (619) 565-8511

Country Lovin'

B.J. THOMAS "Two Car Garage"
CONWAY TWITTY "Three Times A Lady"

The Great Ones

RAY PARKER JR. "I Still Can't Get Over Loving You"
ELO "Stranger"
BILLY JOEL "An Innocent Man"
DOLLY PARTON "Save The Last Dance For Me"
NICK HEYWARD "Whistle Down The Wind"

Concept Productions

Dick Wagner (916) 782-7754

Adult Rock

JEFFREY OSBORNE "Stay With Me Tonight"
REAL LIFE "Send Me An Angel"
PRETENDERS "Middle Of The Road"
BILLY JOEL "An Innocent Man"
STEVIE NICKS "Nightbird"
PAUL McCARTNEY "So Bad"

Transtar

Chick Watkins (303) 578-0700

DEBORAH ALLEN "Baby I Lied"
BARBRA STREISAND "The Way He Makes Me Feel"

Century 21

Greg Stephens (214) 934-2121

The Z Format

PRETENDERS "Middle Of The Road"
MADONNA "Holiday"
JAMES INGRAM w/MICHAEL McDONALD
"Yah Mo B There"

JOHN COUGAR MELLENCAMP "Pink Houses"

STEVIE NICKS "Nightbird"

SHANNON "Let The Music Play"

DOLLY PARTON "Save The Last Dance For Me"

SHEENA EASTON "Almost Over You"

The A/C Format

DOLLY PARTON "Save The Last Dance For Me"

CHRISTOPHER CROSS "Think Of Laura"

PAUL McCARTNEY "So Bad"

JAMES INGRAM w/MICHAEL McDONALD
"Yah Mo B There"

STRAY CATS "I Won't Stand In Your Way"

ROBERTA FLACK "This Side Of Forever"

Super-Country

LYNN ANDERSON & GARY MORRIS "You're
Welcome To Tonight"

RAY CHARLES & GEORGE JONES

"We Didn't See A Thing"

LEE GREENWOOD "Going Going Gone"

Media General Broadcast Services

Bob Dumais (901) 320-4433

Bright Blue A/C

CHRISTOPHER CROSS "Think Of Laura"

NICK HEYWARD "Whistle Down The Wind"

BILLY JOEL "An Innocent Man"

JUMP 'N THE SADDLE "The Curly Shuffle"

GENESIS "That's All"

Country

EXILE "Woke Up In Love"

STEVE WARINER "Lonely Women Make Good
Lovers"

REBA McENTIRE "There Ain't No Future"

B.J. THOMAS "Two Car Garage"

SYLVIA "I Never Quite Got Back (From Loving You)"

RICK & JANIS CARNES

"Does He Ever Mention My Name?"

DAN SEALS "You Really Go For The Heart"

STATLER BROTHERS "Elizabeth"

EDDIE RABBITT "Nothing Like Falling In Love"

Red Satin Rock

MADONNA "Holiday"

JEFFREY OSBORNE "Stay With Me Tonight"

ROBERT PLANT "In The Mood"

REAL LIFE "Send Me An Angel"

MOTELS "Remember The Nights"

PRETENDERS "Middle Of The Road"

CHRISTOPHER CROSS "Think Of Laura"

STEVE NICKS "Nightbird"

Radio Arts

John Benedict (213) 841-0225

Country's Best

REBA McENTIRE "There Ain't No Future"

EXILE "Woke Up In Love"

STATLER BROTHERS "Elizabeth"

RICK & JANIS CARNES

"Does He Ever Mention My Name?"

STEVE WARINER

"Lonely Women Make Good Lovers"

LEE GREENWOOD "Going Going Gone"

Soft Contemporary

PAUL McCARTNEY "So Bad"

Sound 10

DOLLY PARTON "Save The Last Dance For Me"

PAUL McCARTNEY "So Bad"

JAMES INGRAM w/MICHAEL McDONALD
"Yah Mo B There"

GENESIS "That's All"

Hot Summer Nights On HBO



HBO's concert special "Donna — A Hot Summer Night," airing through November, was premiered recently at a party in Los Angeles. Pictured after the debut showing are (l-r): Summer's manager Susan Munao, HBO's Gene Kelly, Summer, and PolyGram VP and concert executive producer Len Epan.

Streisand Honored By UJA



The annual dinner dance sponsored by the United Jewish Appeal's Music Industry Division honored Barbra Streisand and raised over a million dollars. Pictured here presenting an ancient terra-cotta jug to Streisand at the dinner are (l-r): UJA Music Industry Division Chairman Eric Kronfeld, dinner Executive Co-Chairman Walter Yetnikoff, Streisand, Coretta Scott King, and Canadian Prime Minister Pierre Trudeau.

New World Of Unlimited Gold



Barry White has announced the signing of L.A.-based trio New World to his Unlimited Gold label, with a debut album scheduled for January. Pictured at the signing are (l-r) New World's Terence Thomas and Mark McGuire, White, group's Eugene Booker, and Unlimited Gold's Sandra White.

Drake-Chenault

Bob Laurence (213) 883-7400

XT-40

JOHN COUGAR MELLENCAMP "Pink Houses"

BILLY JOEL "An Innocent Man"

JEFFREY OSBORNE "Stay With Me Tonight"

MOTELS "Remember The Nights"

PRETENDERS "Middle Of The Road"

Contempo 300

JEFFREY OSBORNE "Stay With Me Tonight"

BILLY JOEL "An Innocent Man"

Great American Country

WILLIE NELSON "Without A Song"

LEE GREENWOOD "Going Going Gone"

MEL McDANIEL "I Call It Love"

(SWRL-3301)



Featuring
"Jealous Girl"/"Popcorn Love"



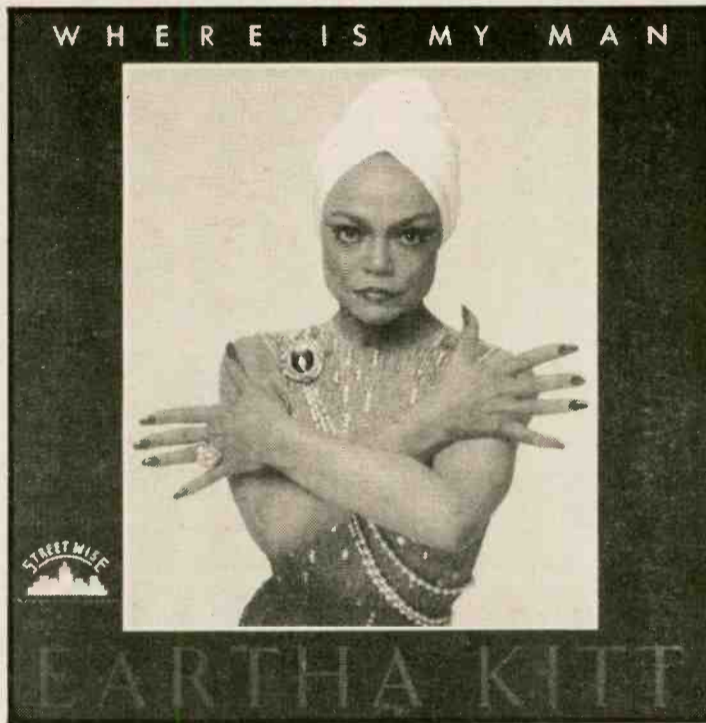
With **BILLY JACKSON**
And The **CITIZEN BAND**

PARTYTIME RECORDS (PT-105)

("The Night Before
Christmas Rap")

(SWRL-2217)

• **DIMPLES D.**
"Sucker D.J." (PT-101)

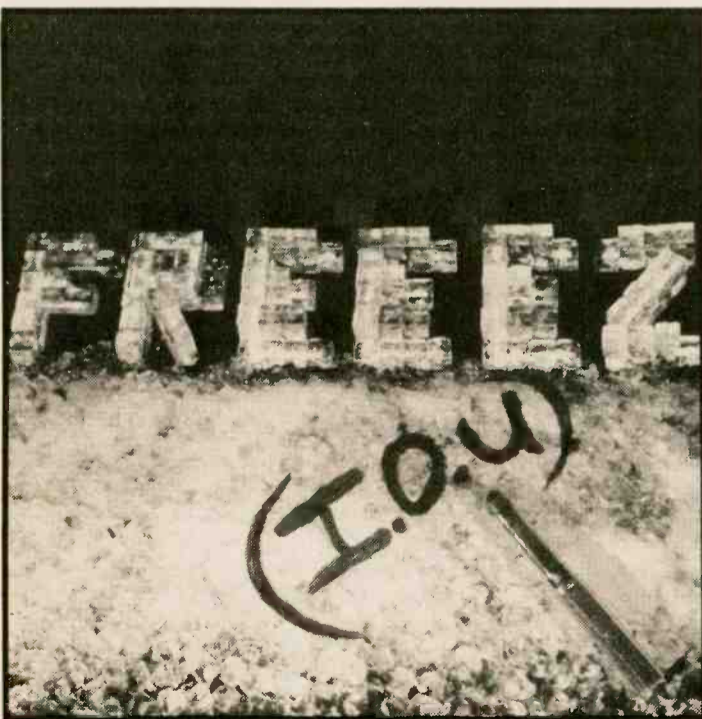


• **ROCKERS REVENGE**
"There Goes My Heart" (SWRL-2218)

• **AL "BABY" GREEN**
"Blockbuster"/
"Coldblooded" (PT-103)

• **CUBA GOODING**
"Happiness Is Just
Around The Bend" (SWRL-2214)

(SWRL-3302)



Featuring "Pop Goes My Love"



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Thank You **Black/Urban Radio**
 For Another Breaker
 In Our Record Breaking Year

**CHERYL
 LYNN**
 "ENCORE"



**Black Radio
 BREAKERS**

CHERYL LYNN
 Encore (Columbia)

67% of our reporting stations on it. Rotations: Heavy 5/0, Medium 22/3, Light 22/9, Extra Adds 2, Total Adds 14, WXYV, WOOK, KRNB, WEDR, WBLZ, WDMT, WJMO, WGPR, XHRM, KNOW, WATV, WENN, WJMI, WPLZ. A Most Added Record. Debuts at number 31 on the Black Radio chart.

... And We Plan To Start The New Year
 By Breaking These Three:



**HERBIE
 HANCOCK**
 "AUTODRIVE"

NEW & ACTIVE

NEW & ACTIVE

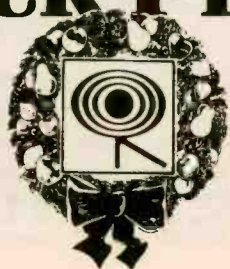
**PHILIP
 BAILEY**
 "TRAPPED"



**GLADYS
 KNIGHT
 & The PIPS**
 "HERO"

NEW & ACTIVE

Season's Greetings From The
Columbia Black Promotion Staff





Regional Adds & Hots

Table with columns: MOST ADDED, EAST, HOTTEST, MIDWEST, SOUTH, WEST, HOTTTEST. Each column lists station call letters and artist names.

Main grid of station call letters and artist names across various regions including EAST, MIDWEST, SOUTH, and WEST.

Table with columns: WEST, listing station call letters and artist names for the western region.

Hottest Tracks: "Radio Lover" (Epic) GEORGE JONES

COUNTRY ALBUMS

JOHN ANDERSON - All The People Are Talkin' - (WB) "Let Somebody Else Drive" "An Occasional Eagle" "All The People Are Talkin'"
EMMYLOU HARRIS - White Shoes - (WB) "On The Radio" "White Shoes" "In My Dreams"
GEORGE JONES - Jones Country - (Epic) "Radio Lover"
MICHAEL MURPHEY - The Heart Never Lies - (Liberty) "Will It Be Love By Morning" "The Heart Never Lies" "Sacred Heart" "Disenchanted" "Maybe This Time"
ANNE MURRAY - A Little Good News - (Capitol) "Come On Love" "Just Another Woman In Love" "That's Not The Way It's Supposed To Be"
WILLIE NELSON - Without A Song - (Columbia) "A Time Goes By" "To Each His Own"

KENNY ROGERS - Eyes That See In The Dark - (RCA) "Eyes That See In The Dark" "Buried Treasure"

RICKY SKAGGS - Don't Cheat In Our Hometown (Sugar Hill/Epic) "Honey (Open That Door)" "Uncle Pen" "I'm Head Over Heels In Love" "Children Go"

GEORGE STRAIT - Right Or Wrong - (MCA) "Right Or Wrong" "I'm Satisfied With You" "Our Paths May Never Cross" "You're The Cloud I'm On (When I'm High)"

HANK WILLIAMS JR. - Man Of Steel (WB/Curb) "Man Of Steel" "Lovesick Blues"

149 Total Reports The following station failed to report this week and therefore its playlist was frozen:
148 Current Reports The following stations reported frozen playlists this week:
WLWI-FM/Montgomery WSNO/Barre, VT

Most Requested:

T.G. SHEPPARD "Slow Burn" (WB/Curb)
GEORGE STRAIT "You Look So Good In Love" (MCA)
NITTY GRITTY DIRT BAND "Dance Little..." (Liberty)
LARRY GATLIN & BROS. "Houston..." (Columbia)
CHARLY McCLAIN "Sentimental Ol' You" (Epic)
CRYSTAL GAYLE "The Sound Of Goodbye" (WB)
JOHN ANDERSON "Black Sheep" (WB)
JOHN CONLEE "In My Eyes" (MCA)



AOR / ALBUMS

Continued From the Back Page

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

December 16, 1983

164 REPORTERS

Three Two Last
Weeks Weeks Week

Total Heavy Medium Adds Total
Reports Rotation Rotation Rotation Adds All
Rotations

2	1	1	1	YES/90125 (Atco)	"Owner" (155) "Happen" (99) "Changes" (86)	161+	156=	5+	0=	0=
3	2	2	2	GENESIS/Genesis (Atlantic)	"That's All" (147) "Job" (117) "Alien" (33)	161-	148=	13-	0=	1+
1	3	3	3	ROLLING STONES/Undercover (Rolling Stones/Atco)	"Undercover" (134) "Hot" (116) "Tough" (87)	160-	145-	15+	0=	0-
5	5	4	4	38 SPECIAL/Tour De Force (A&M)	"If I'd" (149) "Back Where" (95) "Century" (10)	155-	146+	9-	0=	0-
4	4	5	5	JOHN COUGAR MELLENCAMP/Uh-Huh (Riva/PolyGram)	"Pink" (145) "Crumblin'" (58) "Guitar" (53)	158+	137+	21=	0=	0-
7	6	6	6	ROMANTICS/In Heat (Nemperor/CBS)	"Talking" (146) "Rock" (39)	154-	116=	38=	0-	1-
16	10	8	8	TWO OF A KIND/Soundtrack (MCA)	"Ask The Lonely" (151)	151+	112+	38-	1-	1-
8	8	7	7	DURAN DURAN/Seven And The Ragged Tiger (Capitol)	"Union" (132) "Reflex" (47) "New Moon" (24)	140-	112-	28+	0-	2=
9	9	9	9	BILLY IDOL/Rebel Yell (Chrysalis)	"Rebel Yell" (152) "Blue Highway" (10)	153-	77+	75-	1+	1+
6	7	10	10	HUEY LEWIS & THE NEWS/Sports (Chrysalis)	"New Drug" (118) "Soul" (45) "R&R" (21)	140=	97-	43+	0-	1-
22	14	11	11	OZZY OSBOURNE/Bark At The Moon (CBS)	"Bark" (124) "Rebel" (48) "Tired" (27)	139=	59+	80-	0-	1-
12	13	13	13	NIGHT RANGER/Midnight Madness (Camel/MCA)	"Rock In America" (125) "Rumours" (10)	132+	49=	82+	0-	4+
11	11	12	12	BLUE OYSTER CULT/The Revolution By Night (Columbia)	"Take Me Away" (105) "Shark" (75)	136-	48+	86-	1=	5+
10	12	14	14	EDDIE MONEY/Where's The Party? (Columbia)	"The Big Crash" (112) "Where's" (22)	129-	47+	82-	0=	1-
14	15	15	15	ALAN PARSONS PROJECT/Best Of The Alan... (Arista)	"You Don't Believe" (126)	126-	44+	81-	1+	4+
26	18	16	16	BOB DYLAN/Infidels (Columbia)	"Bully" (105) "Sweetheart" (32) "Union" (14)	127+	32+	94-	1=	3-
31	22	17	17	U2/Under A Blood Red Sky (Island/Atco)	"11 O'Clock" (80) "Follow" (28) "New" (20)	110-	35+	75-	0-	1-
32	27	21	21	MOTLEY CRUE/Shout At The Devil (Elektra)	"Looks That Kill" (99) "Shout" (20)	106+	26+	78+	1-	5-
19	19	19	19	STREETS/1st (Atlantic)	"If Love Should Go" (102)	102-	30+	71-	1=	2-
15	16	18	18	PAUL RODGERS/Cut Loose (Atlantic)	"Cut Loose" (103)	105-	28-	76-	0-	1-
17	20	20	20	ZZ TOP/Eliminator (WB)	"TV Dinners" (75) "Sharp" (16)	93-	31-	62-	0=	0=
-	36	26	26	RE-FLEX/The Politics Of Dancing (Capitol)	"The Politics Of Dancing" (99)	100+	14+	84+	2-	9-
38	35	27	27	MANFRED MANN'S.../Somewhere In Afrika (Arista)	"Demolition Man" (71) "Runner" (25)	99+	16+	80+	2-	8-
-	-	33	33	HEADPINS/Line Of Fire (Solid Gold/MCA)	"One More" (82) "Mine" (17)	98+	9+	82+	6-	15-
13	17	22	22	BIG COUNTRY/The Crossing (Mercury/PolyGram)	"Big Country" (47) "Fields" (36)	70-	33-	37-	0-	0-
24	28	29	29	MOTELS/Little Robbers (Capitol)	"Remember" (67) "Suddenly" (14) "Little" (13)	84+	15-	64+	3-	15+
25	25	24	24	POLICE/Synchronicity (A&M)	"Synch. II" (55) "Wrapped" (13)	62-	38-	24-	0=	0-
34	30	28	28	DON FELDER/Airborne (Elektra)	"Bad Girls" (87)	89-	6-	80-	3+	5+
20	21	23	23	PETER SCHILLING/Error In The System (Elektra)	"Major Tom" (66)	67-	35-	32-	0=	1=
-	-	34	34	HEAVEN/Where Angels Fear To Tread (Columbia)	"Rock School" (77)	80+	3+	69+	7-	12-
23	26	25	25	DARYL HALL & JOHN OATES/Rock 'N Soul Part 1 (RCA)	"Say It" (54) "Adult" (21)	64-	32-	32-	0=	2+
35	33	32	32	CULTURE CLUB/Colour By Numbers (Virgin/Epic)	"Karma" (38) "Church" (34)	61-	35-	25+	1+	1=
-	-	40	40	VANDBERG/Heading For A Storm (Atco)	"Friday Night" (74)	75+	3+	63+	9-	17-
21	24	30	30	RAINBOW/Bent Out Of Shape (Mercury/PolyGram)	"Street" (36) "Stranded" (12)	46-	25-	21-	0-	0-
30	31	35	35	ALDO NOVA/Subject... Aldo Nova (Portrait/CBS)	"Monkey" (44)	51-	18-	32-	1+	2+
33	37	36	36	KISS/Lick It Up (Mercury/PolyGram)	"All Hell's" (34) "Lick" (25)	54-	12=	41-	0-	1-
DEBUT	18	23	31	ABC/Beauty Stab (Mercury/PolyGram)	"That's Was Then" (43) "Power" (21)	64+	7+	45+	11-	23+
DEBUT	18	23	31	PAT BENATAR/Live From Earth (Chrysalis)	"Battlefield" (44)	46-	19-	27=	0=	0=
DEBUT	18	23	31	REAL LIFE/Heartland (MCA/Curb)	"Send Me An Angel" (60)	60+	10+	41+	7-	18-
DEBUT	18	23	31	PAYOLA\$/Hammer On A Drum (A&M)	"Christmas" (47)	51+	7+	32+	12-	20-

BREAKERS

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

No albums qualified as AOR Breakers this week.

NEW & ACTIVE

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

ALCATRAZZ/No Parole From Rock & Roll (Rocshire) "Island In The Sun"
Total Reports: 55(46)/Total Adds: 5(8); Hots: 0(0)/Hot Adds: 0(0); Mediums: 52(43)/Medium Adds: 3(5)/Extra Adds: 2(3).

FIXX/Reach The Beach (MCA) "The Sign Of Fire"
Total Reports: 46(42)/Total Adds: 3(11); Hots: 10(10)/Hot Adds: 0(1); Mediums: 33(30)/Medium Adds: 0(8)/Extra Adds: 3(2).

GIRLSCHOOL/Play Dirty (Mercury/PolyGram) "Play Dirty"
Total Reports: 44(39)/Total Adds: 5(6); Hots: 3(2)/Hot Adds: 0(0); Mediums: 38(33)/Medium Adds: 3(3)/Extra Adds: 2(3).

IAN ANDERSON/Walk Into Light (Chrysalis) "Fly By Night"
Total Reports: 41(26)/Total Adds: 18(18); Hots: 4(1)/Hot Adds: 2(0); Mediums: 24(13)/Medium Adds: 6(6)/Extra Adds: 10(12).

STEVIE NICKS/The Wild Heart (Modern/Atco) "Nightbird"
Total Reports: 37(8)/Total Adds: 27(2); Hots: 2(0)/Hot Adds: 2(0); Mediums: 29(8)/Medium Adds: 19(2)/Extra Adds: 6(0).

DOKKEN/Breaking The Chains (Elektra) "Breaking The Chains"
Total Reports: 37(35)/Total Adds: 9(9); Hots: 6(9)/Hot Adds: 0(1); Mediums: 25(19)/Medium Adds: 3(2)/Extra Adds: 6(6).

More AOR Music Information See Page 70

MOST ADDED

All Stations

George Thorogood	
"R & R Christmas" (36)	
Stevie Nicks (29)	
ABC (23)	
Payola\$ (20)	
Real Life (19)	

HOTTEST

All Stations

Yes (165)
Genesis (159)
Rolling Stones (153)
38 Special (149)
John C. Mellencamp (143)

SURVIVOR/Caught In The Game (Scotti Bros./CBS) "Caught In The Game"
Total Reports: 36(34)/Total Adds: 11(3); Hots: 8(12)/Hot Adds: 1(0); Mediums: 25(20)/Medium Adds: 8(1)/Extra Adds: 2(2).

ROBERT PLANT/The Principle Of Moments (Es Paranza/Atlantic) "In The Mood"
Total Reports: 36(33)/Total Adds: 3(1); Hots: 18(16)/Hot Adds: 0(1); Mediums: 18(17)/Medium Adds: 3(0)/Extra Adds: 0(0).

ADAM ANT/Strip (Epic) "Strip"
Total Reports: 34(35)/Total Adds: 4(7); Hots: 6(6)/Hot Adds: 0(1); Mediums: 25(25)/Medium Adds: 1(2)/Extra Adds: 3(4).

PREVIEW/Preview (Geffen) "Red Lights"
Total Reports: 33(21)/Total Adds: 17(12); Hots: 2(0)/Hot Adds: 0(0); Mediums: 18(11)/Medium Adds: 6(2)/Extra Adds: 11(10).

CYNDI LAUPER/She's So Unusual (Portrait/CBS) "Girls Just Want To Have Fun"
Total Reports: 26(24)/Total Adds: 7(6); Hots: 5(3)/Hot Adds: 0(0); Mediums: 18(15)/Medium Adds: 4(1)/Extra Adds: 3(5).

STEWART COPELAND/Rumble Fish Soundtrack (A&M) "Don't Box Me In"
Total Reports: 25(22)/Total Adds: 4(6); Hots: 2(2)/Hot Adds: 0(0); Mediums: 18(17)/Medium Adds: 1(3)/Extra Adds: 3(3).

ENGLISH BEAT/What Is Beat? (IRS/A&M) "Best Friend"
Total Reports: 24(17)/Total Adds: 6(4); Hots: 2(2)/Hot Adds: 0(0); Mediums: 16(11)/Medium Adds: 1(0)/Extra Adds: 5(4).

TALKING HEADS/Speaking In Tongues (Sire/WB) "This Must Be The Place"
Total Reports: 24(24)/Total Adds: 2(1); Hots: 4(6)/Hot Adds: 0(0); Mediums: 19(18)/Medium Adds: 1(1)/Extra Adds: 1(0).

RIOT/Born In America (Quality) "Born In America"
Total Reports: 22(19)/Total Adds: 3(2); Hots: 3(2)/Hot Adds: 0(0); Mediums: 16(15)/Medium Adds: 1(0)/Extra Adds: 2(2).

ELTON JOHN/Too Low For Zero (Geffen) "I Guess That's Why They Call It The Blues"
Total Reports: 22(23)/Total Adds: 1(6); Hots: 9(8)/Hot Adds: 0(2); Mediums: 12(13)/Medium Adds: 0(2)/Extra Adds: 1(2).



"No Parole From Rock 'N' Roll"

Featuring

"Island In The Sun"

#1 NEW & ACTIVE AOR Hot Tracks 53
55 Stations And Rising!

WBAB
WNEW-FM
WDVE
WHJY
WKLS
WMMS
KYYS
WQFM
KSHE
KLOS
KMET
KGON
KRCK
KPRI
KRQR
KOME

KSJO
KZOK
WAAI
WTPA
WDHA
WCMF
WEZX
WSCY
WKLC
WKTM
WFYV



WZXY
KISS
KXZL
WKZL
WROQ
WAPL
WXKE
WLAV
WMAD
WWCT
WIOT

KMOD
KICT
KFMG
KWXL
KZEL
KKDJ
KPOI
KOMP
KZAP
WMGM
WRKI
WBLM
KSMB
KUFO
WYER
KSQY
KOZZ



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AOR /HOT TRACKS

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

Table with columns: Three Weeks, Two Weeks, Last Week, Rank, Artist/Album, Total, Heavy, Medium, Add, Total Adds. Includes 164 reporters and tracks like YES/Owner Of A Lonely Heart, 38 SPECIAL, etc.

AOR /ALBUMS 25+

This chart compiles data from reporting stations with a majority of listeners aged 25-plus.

Table with columns: Last Week, Rank, Artist/Album. Includes tracks like GENESIS, BOB DYLAN, YES, etc.

CHART PARTICIPANTS: WXRT/Chicago, KLYV/Dubuque, WCPZ/Sandusky, KLBK/Austin, WIZD/Ft. Pierce, KSPN/Aspen, KBCO/Boulder, KTCL/Ft. Collins, KINK/Portland, KFOG/San Francisco, KTMS/Santa Barbara, KREM-FM/Spokane.

AOR ALBUMS — Compiles album airplay data from stations showing ratings strength 12-24. Includes four-week trend of chart action, plus cuts listed numerically by airplay. Current singles are BOLD. Also listed is present week's number of reports in all rotations, including total adds for all rotations.

BREAKERS

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

HEADPINS

Just One More Time (Solid Gold/MCA)

50% of our 12-24 reporters on it. Total reports: 82. Hot 8, Medium 68, Extra Adds 6, Total Adds 13. Moves 43-34 on the AOR Hot Tracks chart.

Station Listings . . . See Page 71

SIGNIFICANT ACTION

- LIONEL RICHIE/Can't Slow Down (Motown) "Running With The Night"
BAXTER ROBERTSON/Panorama View (RCA) "Silver Strand"
A NIGHT IN HEAVEN/Soundtrack (A&M) "Heaven"
ECHO & THE BUNNYMEN/Echo & The Bunnymen (Sire/WB) "Never Stop"
NICK HEYWARD/North Of A Miracle (Arista) "Whistle Down The Wind"
SPANDAU BALLET/True (Chrysalis) "Gold"

REGIONAL **AOR** ACTIVITY

EAST

MOST ADDED

George Thorogood
"R & R Christmas" (11)

Payola\$ (7)

ABC (7)

Stevie Nicks (6)

Preview (5)

Cyndi Lauper (5)

HOTTEST

Yes (37)

Genesis (36)

John C. Mellencamp (35)

Rolling Stones (35)

38 Special (34)

Parallel One

WHJY/Providence
(401) 438-6110

WGRQ/Buffalo
(716) 881-4555

WMMR/Philadelphia
(215) 561-0933

WVVE/Pittsburgh
(412) 562-5900

Q107/Toronto
(416) 967-3445

WNEW-FM/New York
(212) 988-7000

WBCN/Boston
(617) 288-1111

CHOM-FM/Montreal
(514) 935-2425

WYSP/Philadelphia
(215) 668-9480

WABD/Long Island
(516) 587-1023

WAXQ/Syracuse
(315) 472-0200

WQXX/Syracuse
(315) 472-4188

WPAH/Harrisburg
(717) 238-1402

WQQB/Albany
(518) 482-5555

WQBL/Albany
(518) 482-5555

WQIC/West Virginia
(304) 722-3308

WRKI/Danbury
(203) 579-9995

WGIR/Manchester
(603) 625-6915

WAZK/Scranton
(717) 951-1842

WZZO/Allentown
(215) 894-0511

WCMF/Rochester
(716) 288-3200

WPXY/Albany
(518) 785-9800

WTPA/Harrisburg
(717) 238-1402

WQXX/Syracuse
(315) 472-0200

WPAH/Harrisburg
(717) 238-1402

WQXX/Syracuse
(315) 472-4188

WQXX/Syracuse
(315) 472-0200

WQXX/Syracuse
(315) 472-4188

WQXX/Syracuse
(315) 472-4188

WQXX/Syracuse
(315) 472-4188

WQXX/Syracuse
(315) 472-4188

WQXX/Syracuse
(315) 472-4188

WDHA/North Jersey
(201) 328-1055

WQXX/Syracuse
(315) 472-4188

WQXX/Syracuse
(315) 472-4188

WQXX/Syracuse
(315) 472-4188

WQXX/Syracuse
(315) 472-4188

WQXX/Syracuse
(315) 472-4188

WQXX/Syracuse
(315) 472-4188

WQXX/Syracuse
(315) 472-4188

WQXX/Syracuse
(315) 472-4188

WQXX/Syracuse
(315) 472-4188

CHEZ-FM/Ottawa
(613) 563-1919

WQXX/Syracuse
(315) 472-4188

WQXX/Syracuse
(315) 472-4188

WQXX/Syracuse
(315) 472-4188

WQXX/Syracuse
(315) 472-4188

WQXX/Syracuse
(315) 472-4188

WQXX/Syracuse
(315) 472-4188

WQXX/Syracuse
(315) 472-4188

WQXX/Syracuse
(315) 472-4188

WQXX/Syracuse
(315) 472-4188

WWTR/Ocean City
(301) 289-4545

WQXX/Syracuse
(315) 472-4188

WQXX/Syracuse
(315) 472-4188

WQXX/Syracuse
(315) 472-4188

WQXX/Syracuse
(315) 472-4188

WQXX/Syracuse
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WQXX/Syracuse
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WQXX/Syracuse
(315) 472-4188

WQXX/Syracuse
(315) 472-4188

WQXX/Syracuse
(315) 472-4188

SOUTH

MOST ADDED

Stevie Nicks (10)

Motels (8)

George Thorogood (8)

ABC (7)

Real Life (6)

HOTTEST

Yes (42)

Genesis (39)

38 Special (38)

Rolling Stones (37)

John C. Mellencamp (34)

Parallel One

WBLM/Lewiston-Port.
(207) 783-2085

WOUR/Utica
(315) 797-0803

WQXX/Syracuse
(315) 472-4188

WSHE/Miami
(305) 561-1580



HOME FOR THE HOLIDAYS



AOR ALBUM AIRPLAY 40 **30**

"ROCK SCHOOL" AOR HOT TRACKS **36**



(Jump 'N The Saddle continued)

Table of record labels and artists including K&M, S&S, W&A, etc. with track numbers and regional data.

(Madonna continued)

Table of record labels and artists including W&A, S&S, W&A, etc. with track numbers and regional data.

(Paul McCartney & M. Jackson continued)

Table of record labels and artists including W&A, S&S, W&A, etc. with track numbers and regional data.

MOTELS Remember The Night (Capitol)

Table of record labels and artists including S&S, W&A, etc. with track numbers and regional data.

(Olivia Newton-John continued)

Table of record labels and artists including W&A, S&S, W&A, etc. with track numbers and regional data.

RAY PARKER JR. / Still Can't Get Over... (Arista)

Table of record labels and artists including W&A, S&S, W&A, etc. with track numbers and regional data.

K.C. & SUNSHINE BAND Give It Up (Epic)

Table of record labels and artists including S&S, W&A, etc. with track numbers and regional data.

BARRY MANLOW Read 'Em And Weep (Arista)

Table of record labels and artists including S&S, W&A, etc. with track numbers and regional data.

JOHN C. MELLENCAMP Pink Houses (Riva/PolyGram)

Table of record labels and artists including S&S, W&A, etc. with track numbers and regional data.

NENA 99 Luftballons (Epic)

Table of record labels and artists including S&S, W&A, etc. with track numbers and regional data.

NIGHT RANGER (You Can Still Rock In America) (Cameo/MCA)

Table of record labels and artists including S&S, W&A, etc. with track numbers and regional data.

ALAN PARSONS PROJECT You Don't Believe (Arista)

Table of record labels and artists including S&S, W&A, etc. with track numbers and regional data.

KOOL & THE GANG Joanna (De-Lite/PolyGram)

Table of record labels and artists including S&S, W&A, etc. with track numbers and regional data.

PAUL MCCARTNEY So Bad (Columbia)

Table of record labels and artists including S&S, W&A, etc. with track numbers and regional data.

EDDIE MONEY The Big Crash (Columbia)

Table of record labels and artists including S&S, W&A, etc. with track numbers and regional data.

OLIVIA NEWTON-JOHN Twist Of Fate (MCA)

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JEFFREY OSBORNE Stay With Me... (A&M)

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DOLLY PARTON Save The Last Dance... (RCA)

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MADONNA Holiday (Sire/WB)

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PAUL MCCARTNEY & MICHAEL JACKSON Say Say Say (Columbia)

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EDDIE MONEY Where's The Party?

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MADONNA Holiday (Sire/WB)

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ROBERT PLANT In The... (Es Paranza/Atlantic) LP: The Principle Of Moments. Regional 162/14 86% National Summary. Includes station call letters and signal strengths.

(Pretenders continued) KNOX 4-34, K107 40-30, K107 40-30, K107 40-30. Includes station call letters and signal strengths.

(Lionel Richie continued) K107 40-30, K107 40-30, K107 40-30. Includes station call letters and signal strengths.

RUFUS & CHAKA KHAN Ain't Nobody (WB) LP: Rufus & Chaka Live... Regional 147/2 64% National Summary. Includes station call letters and signal strengths.

SPANDAU BALLET Gold (Chrysalis) LP: True Regional 167/2 73% National Summary. Includes station call letters and signal strengths.

BONNIE TYLER Take Me Back (Columbia) LP: Faster Than The Speed... Regional 102/20 44% National Summary. Includes station call letters and signal strengths.

POLICE Synchronicity II (A&M) LP: Synchronicity Regional 200/0 87% National Summary. Includes station call letters and signal strengths.

REAL LIFE Send Me An Angel (Curb/MCA) LP: Heart Land Regional 160/22 70% National Summary. Includes station call letters and signal strengths.

ROLLING STONES Undercover Of The Night (Rolling Stones/Atco) LP: Undercover Regional 213/2 83% National Summary. Includes station call letters and signal strengths.

PETER SCHILLING Major Tom... (Elektra) LP: Error In The System Regional 186/2 81% National Summary. Includes station call letters and signal strengths.

TALKING HEADS This Must Be... (Sire/WB) LP: Speaking In Tongues Regional 58/2 25% National Summary. Includes station call letters and signal strengths.

YES Owner Of A Lonely... (Atco) LP: 90/125 Regional 223/7 87% National Summary. Includes station call letters and signal strengths.

RE-FLEX The Politics... (Capitol) LP: The Politics Of Dancing Regional 64/8 28% National Summary. Includes station call letters and signal strengths.

ROMANTICS Talking In... (Nemperor/CBS) LP: In Heat Regional 214/8 83% National Summary. Includes station call letters and signal strengths.

SHANNON Let The Music... (Mirage/Atco) Regional 112/24 48% National Summary. Includes station call letters and signal strengths.

38 SPECIAL If I'd Been The One (A&M) LP: Tour De Force Regional 208/5 90% National Summary. Includes station call letters and signal strengths.

MATTHEW WILDER Break My... (Private/CBS) LP: I Don't Speak The Language Regional 193/6 84% National Summary. Includes station call letters and signal strengths.

PRETENDERS Middle Of The Road (Sire/WB) LP: Learning To Crawl Regional 174/45 78% National Summary. Includes station call letters and signal strengths.

LIONEL RICIE Running With... (Motown) LP: Can't Slow Down Regional 208/8 90% National Summary. Includes station call letters and signal strengths.

SHANNON Let The Music... (Mirage/Atco) Regional 112/24 48% National Summary. Includes station call letters and signal strengths.

38 SPECIAL If I'd Been The One (A&M) LP: Tour De Force Regional 208/5 90% National Summary. Includes station call letters and signal strengths.

MATTHEW WILDER Break My... (Private/CBS) LP: I Don't Speak The Language Regional 193/6 84% National Summary. Includes station call letters and signal strengths.

(Continued on Next Column)

(Continued on Next Column)

(Continued on Next Column)

(Continued on Next Column)

(Continued on Next Column)

PARALLELS

SIGNIFICANT ACTION

SONGS WITH LESS THAN 50 STATION REPORTS

A

HERB ALPERT
Red Hot (A&M)
LP: Blow Your Own Horn

P1	WLANFH 4-37 WKRSPH 6-37	WYBC on 103CIR on WYCN 35-31 WYER on WYRI on WYRP on
P2	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on
P3	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on

BOB DYLAN
Sweetheart Like You (Columbia)
LP: Infidels

P1	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on
P2	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on
P3	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on

I

INDUSTRY
State Of The Nation (Capitol)
LP: Industry

P1	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on
P2	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on
P3	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on

L

CYNDI LAUPER
Girls Just Want... (Portrait/CBS)
LP: She's So Unusual

P1	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on
P2	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on
P3	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on

P

PRINCE
Let's Pretend We're Married (WB)
LP: 1999

P1	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on
P2	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on
P3	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on

S

S.O.S. BAND
Tell Me If You... (Tabu/CBS)
LP: On The Rise

P1	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on
P2	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on
P3	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on

B

P. BRYSON & R. FLACK
You're Looking Like... (Capitol)
LP: Born To Love

P1	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on
P2	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on
P3	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on

F

FIREFALL
Runaway Love (Atlantic)
LP: Mirror Of The World

P1	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on
P2	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on
P3	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on

J

MICHAEL JACKSON
Thriller (Epic)
LP: Thriller

P1	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on
P2	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on
P3	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on

M

MIDNIGHT STAR
Wet My... (Solar/Elektra)
LP: No Parking On The Dance Floor

P1	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on
P2	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on
P3	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on

Q

QUIET RIOT
Bang Your Head... (Pasha/CBS)
LP: Metal Health

P1	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on
P2	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on
P3	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on

U

U2
I Will Follow (Island/Atco)
LP: Under A Blood Red Sky

P1	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on
P2	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on
P3	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on

D

DOORS
Gloria (Elektra)
LP: Alive She Cried

P1	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on
P2	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on
P3	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on

H

DEBBIE HARRY
Rush, Rush (Chrysalis)
LP: Soundtrack Scarface

P1	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on
P2	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on
P3	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on

K

GLADYS KNIGHT & THE PIPS
Hero (Columbia)
LP: Visions

P1	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on
P2	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on
P3	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on

MUSICAL YOUTH

She's Trouble (MCA)
LP: Different Style

P1	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on
P2	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on
P3	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on

R

PAUL RODGERS
Cut Loose (Atlantic)
LP: Cut Loose

P1	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on
P2	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on
P3	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on

W

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

P1	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on
P2	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on
P3	WYBC on WYRI on WYRP on	WYBC on WYRI on WYRP on

(Continued from Page 83)

1983 Was A Record Breaking Year For RCA — THANK YOU RADIO!

CHR

1/28/83	One On One	DARYL HALL & JOHN OATES
3/4/83	Winds Of Change	JEFFERSON STARSHIP
4/8/83	Stranger In My House	RONNIE MILSAP
4/15/83	Affair Of The Heart	RICK SPRINGFIELD
4/15/83	I Couldn't Say No	ROBERT ELLIS ORRALL WITH CARLENE CARTER
4/29/83	Family Man	DARYL HALL & JOHN OATES
6/3/83	Sweet Dreams (Are Made Of This)	EURYTHMICS
7/15/83	Human Touch	RICK SPRINGFIELD
7/15/83	Pieces Of Ice	DIANA ROSS
7/22/83	Puttin' On The Ritz	TACO
9/2/83	Islands In The Stream	KENNY ROGERS WITH DOLLY PARTON
9/30/83	Love Is A Stranger	EURYTHMICS
10/21/83	Say It Isn't So	DARYL HALL & JOHN OATES
10/21/83	Souls	RICK SPRINGFIELD
10/21/83	Just Got Lucky	JoBOXERS
12/16/83	Baby I Lied	DEBORAH ALLEN

A/C

1/28/83	One On One	DARYL HALL & JOHN OATES
2/11/83	So Close	DIANA ROSS
4/1/83	Stranger In My House	RONNIE MILSAP
5/20/83	The Closer You Get	ALABAMA
7/1/83	Puttin' On The Ritz	TACO
8/12/83	Don't You Know How Much I Love You	RONNIE MILSAP
8/19/83	Islands In The Stream	KENNY ROGERS WITH DOLLY PARTON
9/30/83	Baby I Lied	DEBORAH ALLEN
10/21/83	Lady Down On Love	ALABAMA
10/28/83	Say It Isn't So	DARYL HALL & JOHN OATES
10/28/83	I Need You	POINTER SISTERS



YULE ROCK 'N' ROLL!



SEASON'S
GREETINGS
FROM
ATLANTIC, ATCO,
COTILLION, AND
CUSTOM LABELS



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