

Radio & Records

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Sabo Returns To ABC As VP

Walt Sabo was named Tuesday (1-26) to the new position of VP/Network Operations for ABC Radio. Announcement of the former NBC Executive VP's return to ABC, where he'd served prior to 1978, was made by ABC Radio Networks President Ed McLaughlin. It was the fifth VP assignment following McLaughlin's reorganization of the company's structure last week (R&R 1-22).

"The new management team brings some really great strength" to nets, commented ABC Director of Creative Services Mike Winter. The former triangular structure didn't work any longer, he said. This team will enable ABC to consider, for example, how an action in affiliate relations might affect sales, Winter explained.

As reported last week, other VP's in the new network team are



Walt Sabo

Lou Severine, VP/Sales; Bob Chambers, VP/Market Development; Kent Coughlin, VP/Engineering; and Bill Battison, VP/Planning, Finance, Administration.

RATE HIKE CITED

WHDH, WCOZ Drop Arbitron

WHDH and WCOZ, consistently the two most highly-rated stations in Boston, have decided not to renew their contracts with Arbitron. David Croninger, President/GM of the stations, confirmed to

Birch Buys Mediastat

The Birch Report will absorb all contracts and services of the Media Statistics, Inc. ratings firm, establishing Birch as the chief challenger to Arbitron's radio ratings dominance. Birch Report President Tom Birch and Mediastat President John Landreth agreed this week that Mediastat will cease to exist March 1. Purchase price was undisclosed, but was reliably pegged at less than \$1 million. Landreth will be bound by a five-year non-compete clause from starting another ratings service, and Birch

will now survey 246 markets, virtually the entire country.

Birch told R&R, "These talks were underway prior to the recent death of Mediastat founder and President Jim Seiler. We're delighted to finally be able to put this together. This is an example where the whole is greater than the sum of its parts. This gives us more national clout."

Landreth commented, "Just as Jim Seiler and I passed the diary methodology to Arbitron, now we have passed the mantle of the telephone methodology to a vigorous firm, the Birch Report."

With the acquisition of Mediastat's clients and markets, Birch aims to expand into larger and smaller markets than have been

BIRCH/See Page 26

Colombo Takes Number Two Post At Christal

Former 16-year Eastman Radio executive Charlie Colombo joined the Christal rep company Monday (1-25) as Executive Vice President and Chief Operating Officer. Colombo commented to R&R that he's "delighted to be with an aggressive company." He noted that his forte has been as an operations person, a reputation that should help with one perceived weakness at Christal — "Who's minding the store when the boss is out?"

Christal President Bob Duffy and Colombo are both alumni of what Colombo describes as the

COLOMBO/See Page 24

LINEUP SET; WATKINS HEADS PRODUCTION

Transtar Debuts February 1

The Transtar Radio Network, Sunbelt Communications' 24-hour satellite operation, will go on the air February 1, and has set its lineup of personalities. They are Steve McFarland (4-9am) from KSFX/San Francisco, Jack Fitzgerald (9am-2pm) from WLEE/Richmond, Mark Cardaronello (2-7pm) from KFYE/Fresno, Jed Jackson (7-midnight) from KSPZ/Colorado Springs, and John Sommers (midnight-4am) from KOAQ/Denver. All times are Mountain Standard, corresponding to Transtar's Colorado Springs base.

Sunbelt Sr. VP E. Karl commented, "I had to look for a very special kind of talent for the network, not just a communicator but someone keenly aware of what's going on around him so that he can contribute to our program-

ming by writing and producing special features. It's taken us literally months to find the right team — now we're ready to go on the air with the best." Sunbelt's 24-hour programming includes 30,

TRANSTAR/See Page 26

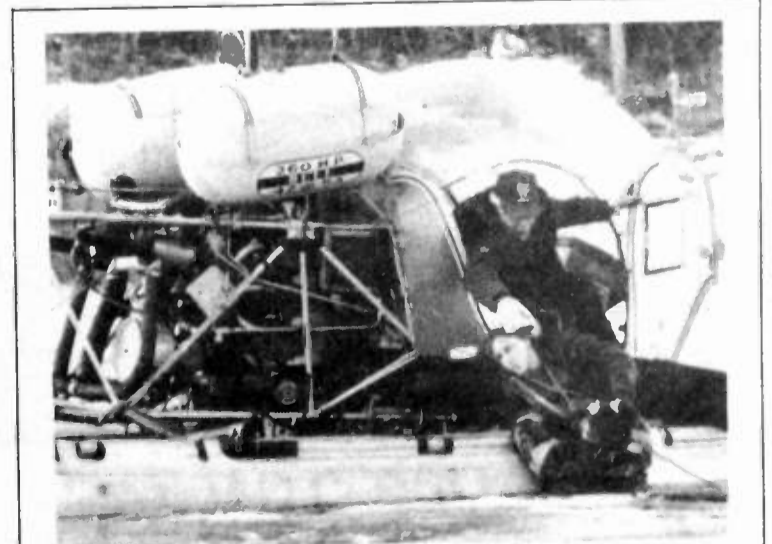
Garland Joins MTV As VP/Programming



Les Garland

Les Garland has been named Vice President/Programming for Warner/Amex Satellite Entertainment Company's Music Television (MTV). Garland, who had been Atlantic Records' West Coast General Manager since May 1980, previously programmed KFRC/San Francisco, WRKO/Boston, CKLW/Detroit, and KIQQ/Los Angeles. Garland told R&R, "Joining MTV is without question the most stimulating career opportunity ever afforded me. I am looking forward to working with someone as dynamic and innovative as (WASEC Senior VP/Programming) Bob Pittman and the staff he has assembled in New

GARLAND/See Page 26



WHDH Traffic Reporter In Icy Rescue

WHDH/Boston Skyway Patrol traffic reporter Bill Connell was instrumental in the rescue of a 16-year-old boy who fell through thin ice on the Charles River near Waltham, MA. Connell, a police officer of the Metropolitan District Commission, was diverted by the MDC to the scene of the accident, where a Waltham firefighter had fallen through the ice in an effort to save the boy. The firefighter was holding the boy's head above water as Connell hovered above the river and pulled the two from the ice. Above, Connell is pictured in the midst of his rescue operation pulling firefighter Robert Upham (in water) and young Barry Russo.

Casey Named VP/Promotion For CBS/Nashville

Joe Casey has been promoted to Vice President/Promotion for CBS Records/Nashville. Casey, who had been Promotion Director for the operation, reports directly to VP/Marketing Roy Wunsch in Nashville and will oversee all country promotional efforts.

CBS Nashville VP/GM Rick Blackburn commented, "Joe Casey has played an important role in bringing CBS Records/Nashville to its current level of success. I am confident that in his

CASEY/See Page 26

THE HUMAN

LEAGUE

SINGLE

"... FINALLY... A NEW BAND FROM ENGLAND WITH SOMETHING TO SAY. REVIEWERS WILL RAVE, RADIO WILL LOVE PLAYING IT, AND THE KIDS WILL EAT IT UP..."



DON'T YOU WANT ME

THE SINGLE DON'T YOU WANT ME AM 2397 FROM THE FORTHCOMING ALBUM DARE SP-6-4892

PRODUCED BY MARTIN RUSHENT AND THE HUMAN LEAGUE



MANAGEMENT: TUNENOISE

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The Human League A Phenomena Of Good Taste



For some time now, the music scene has been whipping back and forth with such dullness and trendy trappings that it's refreshing to see a *new* young group, comprised of members of both sexes, making music that is qualitative and at the same time positively exploitative.

The Human League, since the release of their newest album, *Dare*, have become somewhat of a *cultural phenomena* in the United Kingdom. They've sold millions of singles and albums. Their fourth single from the album in England (The first one in America), the *classic* "Don't You Want Me," was number one in England for two months and sold over one million records. Not bad for a *depressed market*!

Their demeanor, as seen in their tasteful *pop-videos*, is somewhat ambiguous. It smacks of a kind of "Cabaret" meets "Some Like It Hot" at a "Shindig" show. There is something that is very captivating about them, something that pushes all the right buttons, in all the right places.

What more could a record company ask for these days? And where better suited in America than at A&M Records, the company that, in recent years, seems to have a monopoly on the *good* new music (The Police, Squeeze, Split Enz and I. R. S.'s darlings, Go-Go's, etc.).

With all the competition for the consumer dollar and radio airplay, The Human League album, *Dare*, could, *dare* I say it, breathe some *breathy life* into the music industry and get a lot of kids away from mindless *Pac-Man Mania* and back to their stereos listening to radio and buying records.

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We've Moved The Music

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

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

The Music Section

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MARKETS CNN RADIO

Gillespie Named Chairman Of Turner Program Sales

Henry Gillespie has been appointed Chairman of the Board for Turner Program Sales, as well as Corporate VP of Turner Broadcasting System. His responsibilities include marketing the newly formed CNN Radio network and Turner's second all-news TV channel, CNN2, as well as TBS syndication efforts.



Henry Gillespie

TBS Chairman Ted Turner commented, "Hank Gillespie's expertise in marketing, program development, and syndication will be a great asset as TBS expands its efforts in these areas."

HEADS PROGRAMMING

Goodman Promoted At KARZ

Burt Goodman has been appointed Programming Operations Manager of KARZ/Phoenix. He had been News Director at the station, dating back to when it was known as KOOL.

KARZ GM Al Lobeck commented, "Burt's vast background and 22 years of experience will be a tremendous asset. He grew up in Scottsdale, and his knowledge of the area has provided him with valuable insight as to what the people of Phoenix want in a radio station."

Goodman told R&R, "It certainly feels good to be promoted. I don't plan any major changes. I like a challenge, and this is a good one. My specialty is in taking people with potential and giving them the opportunity and encouragement to become the best they can be. We have a really dedicated staff of good people, and I think we'll be able to implement the format concept with a certain amount of style." Goodman described the format as "MOR with a Country flavor."

LETTER

Praise For U.S. Region 2 Delegation

Dear R&R:

The U.S. broadcasting industry has reason to be proud.

Last month, as Chairman of NAB's Radio Allocations Task Force, I attended the Region 2 Conference in Rio. The U.S. delegation unerringly fought for and held firm in assuring American broadcasters an orderly long-range plan for AM radio allocation that is clearly in our best interest.

The expertise, professionalism and diligence of our delegation was truly impressive. A strong bond developed between delegation members from the FCC, the State Department, and the broadcasting community. Eighteen-hour days were the rule, rather than the exception. They were a remarkable team.

As the industry representative, I was afforded every courtesy. I attended plenary sessions, received all materials, and was continually apprised of negotiation and conference progress.

We achieved our two major objectives in preserving what we had and making provisions for future expansion of the AM band.

Broadcasters owe a debt of gratitude to Konnie Schaefer and the entire U.S. delegation for their selfless efforts on our behalf.

Gillespie stated, "Turner Broadcasting is in the forefront of technical achievement and programming development. With the vision of Ted Turner and the foundation of a top-notch organization, this is the future."

Gillespie served as President of Viacom Enterprises, and President of Columbia Pictures TV Distribution. Earlier in his career he was Southeast Sales Manager for NBC Radio.

Baxter Becomes PD At KPKE

KPKE/Denver morning personality Alan Baxter has been promoted to Program Director of the Doubleday AOR station. Baxter, who has been with KPKE since the station debuted last August, told R&R, "I feel really good about it. The station is very strong...it's already carved a notch for itself in this market and things are looking excellent."

Doubleday VP/Programming Bob Hat-trick told R&R, "I'm happy to announce that Alan Baxter will be our new PD. He's shown the mature administrative skills I'm looking for. With Alan's promotion, Chuck Geiger, who has done an outstanding job as MD, is being upped to Assistant PD, and he'll be taking on greater responsibilities at the station."

Also, Mike Schmidt, formerly of KBEQ/Kansas City, has been elevated to Assistant Music Director, with Geiger continuing as MD.

Before joining KPKE, Baxter was an air personality at KBPI/Denver, Assistant PD and personality at KAZY/Denver, and a PD at various smaller market stations. All promotions are effective immediately.

Parsons Upped To Operations Manager For WTAR & WLTY

Dale Parsons, most recently Program Director of WLTY/Norfolk, which debuted its new Adult Contemporary format with a 7.312+ share, has been promoted to Operations Manager/Program Director for WLTY and sister-AM WTAR. Both stations are A/C.

Parsons told R&R, "I'm excited about it. This is a great organization and I'll be in charge of the overall sound of both stations. No immediate changes are planned except that I'm looking for an afternoon drive talent to replace myself on WLTY."

Concurrent with Parsons' promotion, WTAR Music Director Tom Looney was upped to Assistant PD for the AM station and WLTY MD Nick O'Neil was elevated to Assistant PD for the FM. Parsons commented on his two new assistants: "Tom has been with WTAR for 15 years. He's very knowledgeable about music and as an air personality, he has one of the best PARSONS/See Page 24

Transactions

Surrey Purchases KATT-AM & FM

The Surrey Broadcasting Company agreed Tuesday (1-26) on a definitive purchase agreement to buy Sun Broadcasting Co., which currently owns KATT-AM & FM/Oklahoma City for \$3.65 million. The transaction is subject to appropriate regulatory approval, including the FCC's. Broker was Richter-Kallil & Co.

Surrey currently operates KAIR & KJYK/Tucson in addition to the radio-oriented qualitative research firm Surrey Communications Research. Surrey recently (R&R 12-11-81) announced agreement in principle to purchase from Charter Broadcasting KIOI/San Francisco,

Sandusky Elevates Three GM's To VP

Sandusky Radio has promoted three General Managers to Vice Presidents: Louise Heifetz, KNUS/Denver (formerly KERE); Bob Sharon, KJZZ & KZAM/Seattle; and Jim Hardy, KWFM/Tucson. The appointments were made by Sandusky Radio President Toney Brooks.

Heifetz told R&R, "I feel terrific. Sandusky is a company that meets all of my personal and professional goals. They're the best company that I could ever hope to be a part of."

Sharon commented to R&R: "It's great to be a part of a company as responsive to its people as Sandusky is. I feel honored."

Hardy echoed Heifetz and Sharon, saying, "It's another thrill in a continued line of thrills I've gotten from working with Sandusky. It's a vote of confidence in me from Toney and everyone else connected with the company. It gives me a great deal of confidence to do my best job."

All three promotions are effective immediately.

Knesz New General Manager For Atco

Margo Knesz has been named to the newly-created position of General Manager at Atco Records. Knesz was most recently Director of National Pop Promotion for MCA Records, prior to which she held the same position at RCA. From 1973 to 1978 Knesz was a member of the Atlantic promotion staff, where she advanced to Director of National Secondary Promotion. Knesz told R&R, "It's really great to be back. I'm thrilled to be working with (Atco Records Vice President) Reen Nalli and all my other friends here."



Margo Knesz

In her new position Knesz will be responsible for overseeing Atco's day-to-day operation, including coordination of the label's activities with the various departments within the Atlantic organization. In making the announcement, Nalli said, "It is a true pleasure for me to be able to welcome Margo back into the Atlantic/Atco family."

Beville resigned his post as Executive Director of the Broadcast Rating Council. The BRC annually audits the operations of major ratings services Arbitron, Nielsen, and RADAR. Beville tendered his resignation well in advance of its May 30 effective date in order to allow the BRC's board time to search for a replacement. BRC Board BEVILLE/See Page 24

Beville Resigns From Broadcast Rating Council

Hugh M. (Mal) Beville, a leader in the broadcast research field for 50 years, has resigned his post as Executive Director of the Broadcast Rating Council. The BRC annually audits the operations of major ratings services Arbitron, Nielsen, and RADAR. Beville tendered his resignation well in advance of its May 30 effective date in order to allow the BRC's board time to search for a replacement. BRC Board BEVILLE/See Page 24

KCBO-AM & FM/San Diego, KSLQ/St. Louis, and WOKY & WML/Milwaukee.

Golden East Acquires KSAS & KLDY For \$2.35 Million

Golden East Broadcasting has purchased KSAS & KLDY/Kansas City for \$2.35 million from Southwest Radio. Golden East owns WWDE & WPEX/Norfolk. KSAS is a 100,000-watt FM at 108.5 MHz, while KLDY has 500kw at 1140 kHz; both are licensed to Liberty, MO.

Sanders Buys WNOX From Scripps-Howard

Mack Sanders, owner of WJRB/Nashville and WVOK/Birmingham, AL, has agreed to purchase TRANSACTIIONS/See Page 24

Sincerely,
Michael O. Lareau

Washington Report

Commission On Broadcasting To Cuba Named

President Reagan last week named a 9-member Commission on Broadcasting to Cuba. It will oversee Radio Marti, the AM propaganda station the U.S. wants to point at Cuba. Heading up the panel is F. Clifton White, who ran Barry Goldwater's 1964 presidential campaign. The only broadcaster named was WINZ/Miami news commentator William Bouren Bayer. Legislation to create the station is pending in Congress.

Other members of the board are Charles Wick, Director, International Communication Agency; Coors Brewers President Joseph Coors; Jorge Mas, President & CEO/Church and Tower; Mobil Oil VP/Public Affairs Herb Schmertz; former Florida Senator Richard Stone; California GOP Chairman Tirso Del Junco; and George Jacobs, ex-Director/Engineering at the U.S. Board for International Broadcasting.

FCC Superbureau On Drawing Board

FCC insiders say informal discussions are underway on forming a single new bureau to combine regulation of video and audio services. Included would be radio, television, cable, direct broadcast satellite (DBS), multi-point distribution services (MDS), and any new technologies that fit the same pattern.

Broadcast Bureau Chief Larry Harris's reaction? "It's a good idea, if done properly."

Station Operators Fined In New Jersey, Missouri

Michael Senkeleski has been fined \$750 by the FCC for illegally rebroadcasting the signal of WVRM/Hazlet, NJ on another FM frequency. Senkeleski held a commercial operator's permit, but no station license. He was caught after another station complained that his spotty, low-powered broadcasts were causing interference with its signal.

At KWRT/Boonville, MO the FCC slapped operator Theodore Bleil with a \$75 fine for repeatedly failing to maintain proper power.

Supreme Court To Get Crack At RKO Case

The fate of RKO's WNAC-TV/Boston will soon be in the hands of the Supreme Court. That's because the U.S. Court of Appeals last week refused to take a second look at the FCC's denial of the station's license.

Until RKO files its appeal and the Supreme Court decides whether to take the case, RKO wants the appeals panel to postpone the yanking of WNAC's license. The FCC has agreed that's fair, although a challenger for the Boston station opposed the delay.

As for RKO's 13 radio stations, the FCC has told the appeals court it wants to refrain from taking any action until the WNAC case is resolved. If RKO lost in the Supreme Court, then the FCC would like to hold a hearing on the company's basic qualifications to remain a licensee.

If RKO were found qualified, the many pending challenges to its radio stations would be handled as comparative renewals. If RKO were ruled unfit, its licenses would be pulled and the challengers would be handled as competing applicants for vacant frequencies.

USA Call Requests Raise "Suitable Clearance" Issue

If a station wants call letters that pose an obvious conflict of some kind, such as ones that match the names of government agencies or a U.S. President's initials, FCC rules require the securing of "suitable clearance."

But what is suitable clearance? "We have no idea," says Broadcast Bureau attorney Bob Hayne. The question was dropped into his lap last week when Gannett asked to switch WWWE/Cleveland to WUSA and KPRZ/Los Angeles to KUSA (R&R 1-22). In the same vein, First Media has applied to change WEFM/Chicago to WUSN.

In one of the few precedents for the cases, a Kentucky station once got Harry Truman's permission to become WHST. "Clearly, that was suitable clearance," Hayne said.

News Of The Week

In these other Washington developments:

●An FCC law judge reaffirmed a 1978 decision to deny license renewal to West Jersey Broadcasting Co. for WJJZ/Mt. Holly, NJ. The company made an improper \$25,000 payment to get a competing applicant to withdraw, and misrepresented facts to the Commission.

●FCC Commissioner Mimi Dawson named Steven Zecola from the Common Carrier Bureau to become a special assistant on her staff.

●The FCC announced that its broadcast license files for 1971-76 have been placed in 1000 boxes which are headed for storage at the Federal Records Center in Suitland, MD. The files won't be ready for public inspection again before March 1.

●NAB's Board of Directors voted to bestow this year's Distinguished Service Award on CBS newsman Walter Cronkite. Radio personalities Edgar Bergen and Don McNeill were voted into the Radio Hall of Fame.

HARRIS WANTS VOTE WITHIN 60 DAYS

AM Stereo Delay Frustrates NAB Radio Board

NAB's Radio Board met last week in Hawaii and vented frustration at repeated FCC delays on AM stereo. The board explored ways to prevent introduction of the technology from being dragged out even further in court once the FCC finally makes up its mind.

AM stereo was pulled off FCC agendas twice in January for further work, and Broadcast Bureau Chief Larry Harris told R&R this week (1-26) his goal now is to have a final vote within 60 days.

"You've got AM stations literally dying on the vine," Radio Board Chairman Cullie Tarleton told R&R. "While AM stereo isn't going to be a great panacea, I think we'll get the spotlight back on AM for a while and we need that desperately," said the Jefferson-Pilot Sr. VP/Radio.



Cullie Tarleton

Years Of Court Delays Feared

Acting on the widespread assumption that the FCC will choose only one of five competing systems, Tarleton said the board discussed asking the four losing companies "to accept the Commission's decision and to go forward without seeking relief in the courts."

As an individual broadcaster, Tarleton said he would plead with the losers "to make arrangements with the company that is selected to buy the patent and get into the business of manufacturing that system if you want to. But, please, don't drag this out through the courts. Because if you do, we're all going to suffer - we're all going to lose."

Regarding the latest 60-day postponement, Tarleton told R&R, "Frankly, I don't understand that. And I would urge Chairman Fowler and the other Commissioners to deal with AM stereo as quickly as possible."

ble because AM stations in this country are getting desperate."

Board Eyes Cable

Another topic in Hawaii was the impact on local stations of cable TV's importation of distant radio signals and all music channels. Tarleton said there was "general agreement" that failure would befall any attempt to enact "must-carry" rules forcing cable companies to carry all local radio signals.

The NAB staff was directed to monitor cable's impact on radio closely so action can be initiated if it becomes necessary.

Other topics for the 31-member NAB Radio Board were Cuban interference, the Region 2 AM conference in Rio, and the targeting of First Amendment issues, including elimination of fairness and equal time rules, for a major NAB push in 1982.

Leadership Changes

Tarleton is ineligible for another board term and will retire as Radio Board Chairman at midyear. Running unopposed for the job is current Vice Chairman Bill Stakelin, VP/Bluegrass Broadcasting and President/GM at WHOO/Orlando.

Four candidates are vying for the number two job: Marty Beck, Beck-Ross Communications, Rockville Centre, NY; Dick Osburne, Osburne & Reynolds, Ft. Worth; Bob Pricer, WCLT/Newark, OH; Chuck Cooper, WKOR/Starkville, MS.

Expected to be unopposed for a second one-year term as NAB Joint Board Chairman is Eddie Fritts, President of Fritts Broadcasting, Indianola, MS.

STATIONS, REPS AGREE

Radio Sales Look Solid In January

Following a poor fourth quarter of 1981 and an especially miserable December, radio sales in January have picked up briskly, according to an R&R spot check of stations and rep firms. The result may be a surprisingly strong first quarter.

"We're having a helluva January," reports KILT/Houston President/GM Dickie Rosenfeld. "I don't know if people are pulling dollars out of television or what."

WOKY/Milwaukee Sales Manager Bill Hurwitz told R&R, "January is not turning out to be a bad month as it has in the past," and WAYS/Charlotte President/GM Sis Kaplan commented, "We're having an excellent January. There's some hope for this quarter."

In the smaller market of Dubuque, IA, the severe winter was blamed for a slow start in sales activity by WDBQ GM Loras Sabers. He said sales are running about even with 1980, but a lot more work is required to bring in those dollars. "I think most stations would be happy to be doing about the same as 1980 right now," Sabers told R&R.

Doubleday Broadcasting President Gary Stevens reported, "All of my stations are ahead of budget." But he added, "Sales are going to be nip and tuck this year. It doesn't look good. You have an economy right now

that's in a tailspin." February is not shaping up well, according to Stevens, and many advertisers will do "seat-of-the-pants buying" that may rise and fall sharply throughout the year.

At WLUP/Chicago, National Sales Manager John Cutler told R&R that while local sales are off somewhat, national sales are nearly double in the first quarter. Credit for the hefty increase, he says, goes to Major Market Radio Sales.

Reps Report Strong National Sales Rebound In January

Several rep firms are talking about January increases as high as 40% over 1981 in national ad dollars. But other reps and some broadcasters are skeptical about those claims.

A 40% jump was cited by Christal Executive VP/Station Relations Bruce Blevins. "January looks excellent. It started a little earlier than last year and it's much stronger than the December that just finished."

All parts of the country are doing well, but Sunbelt markets such as Houston, Miami and Dallas are "hot," according to Blevins. February and March are a bit behind so far, but Blevins expects them to pick up.

At the Bernard Howard rep firm, VP/National Sales Manager Bob Weiss says billings are up 31% over last year. He says those dollars are going into the top 25 markets and have yet to "trickle down" to smaller markets. The "wait-and-see attitude" most people expected from national advertisers just didn't materialize after a disappointing December, which Weiss termed a "disaster area."

But another major rep firm, McGavren Guild, weighs in with a much more modest increase for January of 5 to 10%. Executive VP Ellen Hulleberg attributes at least part of that increase to improvements in the agency's roster of client stations. She says March is shaping up very well at McGavren Guild and she expects the first quarter to balance out as a good one for national sales.

One trend Hulleberg sees developing is that national advertisers want to be more certain than ever before that their dollars are being spent wisely. Consequently, McGavren Guild account executives are relying more and more heavily on Simmons demographic data about product users.

WE
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THE
BEST

Every competitor knows that winning takes something beyond the ordinary, a unique combination of qualities which in total produce a consistent winner. Whether it's running or repping, you can't win without it.

In our business we call it:

THE TORBET EDGE

Our larger, more experienced sales staff, in-depth radio research, high quality client stations and state-of-the-art computer communications facilities, all combine to give us superior sales strength. We call it "The Torbet Edge."



Torbet Radio

New York Philadelphia Boston Chicago Detroit St. Louis Atlanta Dallas
Denver Los Angeles San Francisco Seattle Portland Salt Lake City

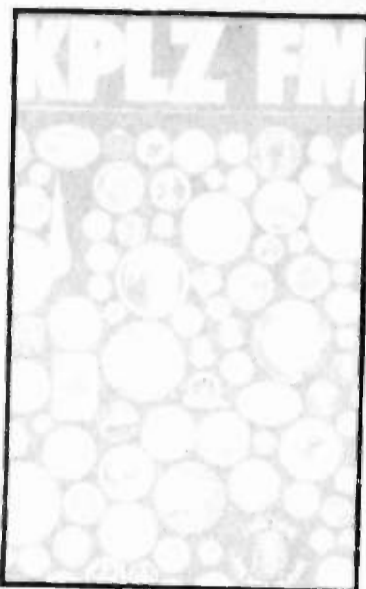
Puzzle Buttons Up Station Promotion

Puzzled about creating another inspired, eye-catching promotion? Take a page out of **KPLZ-FM/Seattle's** promotional handbook. The station found its way out of the T-shirt/bumper sticker maze by coming up with a puzzle of its own — jigsaw, that is.

According to the station's **Ellie Knudsen**, the puzzle did great business during Christmas. KPLZ also obtained more promotional mileage when a local paper presented 100 of the buttons in a 2 1/4 page spread.

The idea actually began as a poster which was commissioned as a memorabilia tribute to the city. KPLZ located three avid button collectors who together produced some 200 buttons depicting Seattle's history. They range from the 1903 button celebrating Seattle's 50th anniversary held during the Midsummer Carnival to 1979's button commemorating baseball's 50th All-Star game at Mariner stadium. Other curios include the "I Was There" Space Needle button circa 1962 (World's Fair) and the "Exterminate These 3 Rats" button featuring the likenesses of **Hitler, Mussolini, and Tojo** which was distributed at WWII patriotic rallies. Radio wasn't ignored, either. There's the button for the now-defunct **KOL** with a comic portrayal of the "Keep On Truckin'" theme and the "I Heard It On The Radio," part of a major media campaign adapted for use by most of the area radio stations during the late 70's.

quency. They sell in local retail outlets for between six and seven dollars. Ac-



For its part, the station was given 1500 puzzles for its use. One recent promotion was a trivia contest with participants asked to identify four buttons. Done in conjunction with the same local newspaper, the contest offered correct entries a puzzle reward and the chance to vie for a trip for two to Sun Mountain Lodge. But alas, the identities behind the four buttons confounded even the most conscientious Sherlock Holmes — no one won.

Fate intervened in the shape of **Northwest Corner, Inc.** Although the poster was out of print, the firm approached the A/C formatted station about transforming it into a jigsaw puzzle. The 550-piece puzzle is 13" x 20" and prominently displays the buttons as well as KPLZ's call letters and fre-

MOST DESIRABLE U.S. CITIES

Home Is Sweet Home — Or Is It?

Wherever you hang your hat is home, they say. However, some people say they wouldn't be caught dead in particular cities — certainly Cleveland, Pittsburgh, and others have received their share of razzing. But hold on to your hats, folks. According to the "Places Rated Almanac," Pittsburgh is the 4th most desirable U.S. city with Cleveland ranking a not-too-shabby 14. The remainder of the top ten follows: 1) Atlanta 2) Washington 3) Greensboro/Winston-Salem/High Point 4) Pittsburgh 5) Seattle-Everett 6) Philadelphia 7) Syracuse 8) Portland, OR/Clark County, WA 9) Raleigh-Durham and 10) Dallas-Ft. Worth.

The 386-page four-year study relied basically on hard-core statistics like climate, housing, crime, transportation, education, recreation, taxes, jobs, and the arts. So, although crime and the second worst water pollution problem constitute major drawbacks, Atlanta still ranks number one chiefly because of high scores in transportation, health care, schools, cultural facilities, and weather (with the recent cold wave, that may be questionable). Like its counterpart, the Washington, DC/Maryland/Virginia region measures high in the same categories except crime.

Pittsburgh's attractive aura comes not from the steel mills but favorable features such as low crime rate, reasonable housing costs, easy access to recreation outlets as well as the arts and a temperate climate. San Francisco-Oakland tied with Cleveland sharing leisure, health care and the arts elements. But again the former area offers residents high crime and spiralling housing costs. Other interesting sidenotes: El Paso has the best all-around climate (many 90° days), the lowest priced housing (\$26,279 average) is in Terre Haute, the most expensive (\$169,571) is in the paradise city of Honolulu. Chicago isn't one of the 12 windiest cities; Charleston, WV is the foggiest (111 days per year); and Seattle isn't one of the rainiest cities (39" annually, less than Boston).

If you're a long-range thinker and are contemplating your retirement future, forget the obvious choices of Florida, California, Texas or Arizona. Housing and crime are both high while you have to consider the added burden of air conditioning bills. Asheville, NC and Knoxville, TN lead the retirement pack. Meanwhile, Reno, Las Vegas and Dallas/Ft. Worth are said to offer the almost perfect blend of economic opportunities and outdoor activities for you young, wild & crazy single people out there.



WEATHERING THE 80's

Handbook Prescribes Station Management Formula

Given today's economic climate, radio is as susceptible as others to inflationary pricing. To help station managers cope and still turn a profit in these changing times, a booklet titled, "The Six Million Dollar Manager," is now available.

The title derives itself from a premise set up early on in the pamphlet. A new kind of radio station manager will emerge in the 80's, who must juggle with several concepts in his profit/loss balancing act: 1) Radio station prices will rise higher in the next several years; major market stations will run at least \$6 million; 2) to pay for these purchases, you need considerable cash flow, in most cases much more than the pre-purchase cash flow; 3) radio station management can expect more pressure to meet higher profit goals; 4) less individually-owned stations; more intensified competition from groups; 5) radio station groups are "one of many spokes in a conglomerate's wheel" causing increased pressure on performance; 6) stations are looking at audience shares not over 6% and 7) more and more programming will be available via Federal Express or satellite.

Despite these predictions, the bottom line still remains — a radio station can be profitable. With that in mind, the 40-page booklet outlines the preparations radio managers must take to stay ahead of the game. Included are tips on pricing and promotion strategy, inventory management, sales promotion, the 1980's model sales manager, plus audience promotion and measurement.

"Six Million Dollar Manager" is the fourth in a series written by **Kevin Sweeney**, former radio station owner and President of **RAB (Radio Advertising Bureau, Inc.)** for ten years, now overseeing the operations of two consulting firms, **Young Adult Marketing Inc.** and **MRS Development Inc.** The first three books are "Radio: The Nickel Medium?", "Radio: When You're #4 You Have To Try Really Hard," and "Radio: The 15%

RADIO:

The Six Million Dollar Manager

A commentary on radio station management in the 1980's by Kevin B. Sweeney

Problem." Sweeney's current publication costs \$3.50. For further information, call (213) 889-1760 or write Box 1673, Thousand Oaks, CA 91360.

Cookie Chips Way Into Telegram Biz

Using dough to make dough, **Cookie Courier** has created a different kind of fortune cookie. This company, the brainchild of **Linda Blumenthal**, hopes to bake its own niche in the crowded cookie industry by delivering giant "cookie grams" to practically any city in the U.S. For \$25 all big-hearted people plagued with bad memories can now be rescued from otherwise tight spots. Every cookie is guaranteed to arrive on time and unbroken. And it's large enough to handle the cravings of 20 sweet teeth. Call (516) 349-8500 or (212) 767-2404 for more info.

5 YEARS AGO TODAY **Radio & Records**

- **WTAE-FM / PITTSBURGH GOES CHR AS 96KX.**
- **PETER MCLANE EXITS AS KIAO / DES MOINES PD AFTER 13 1/2 YEARS — JOINS KFJZ / Ft. Worth as PD.**
- **KEN CURTIS EXITS 99X / NEW YORK PD POSITION.**
- **MICHAEL KLENFNER UP-PEPED TO VP/PROMOTION AT ARISTA.**
- **NUMBER ONE FIVE YEARS AGO: "Blinded By The Light" — Manfred Mann's Earth Band (WB)**
- **NUMBER ONE COUNTRY: "Let My Love Be Your Pillow" — Ronnie Milsap (RCA)**
- **NUMBER ONE LP: "Hotel California" — Eagles (Asylum)**

WESTWOOD ONE

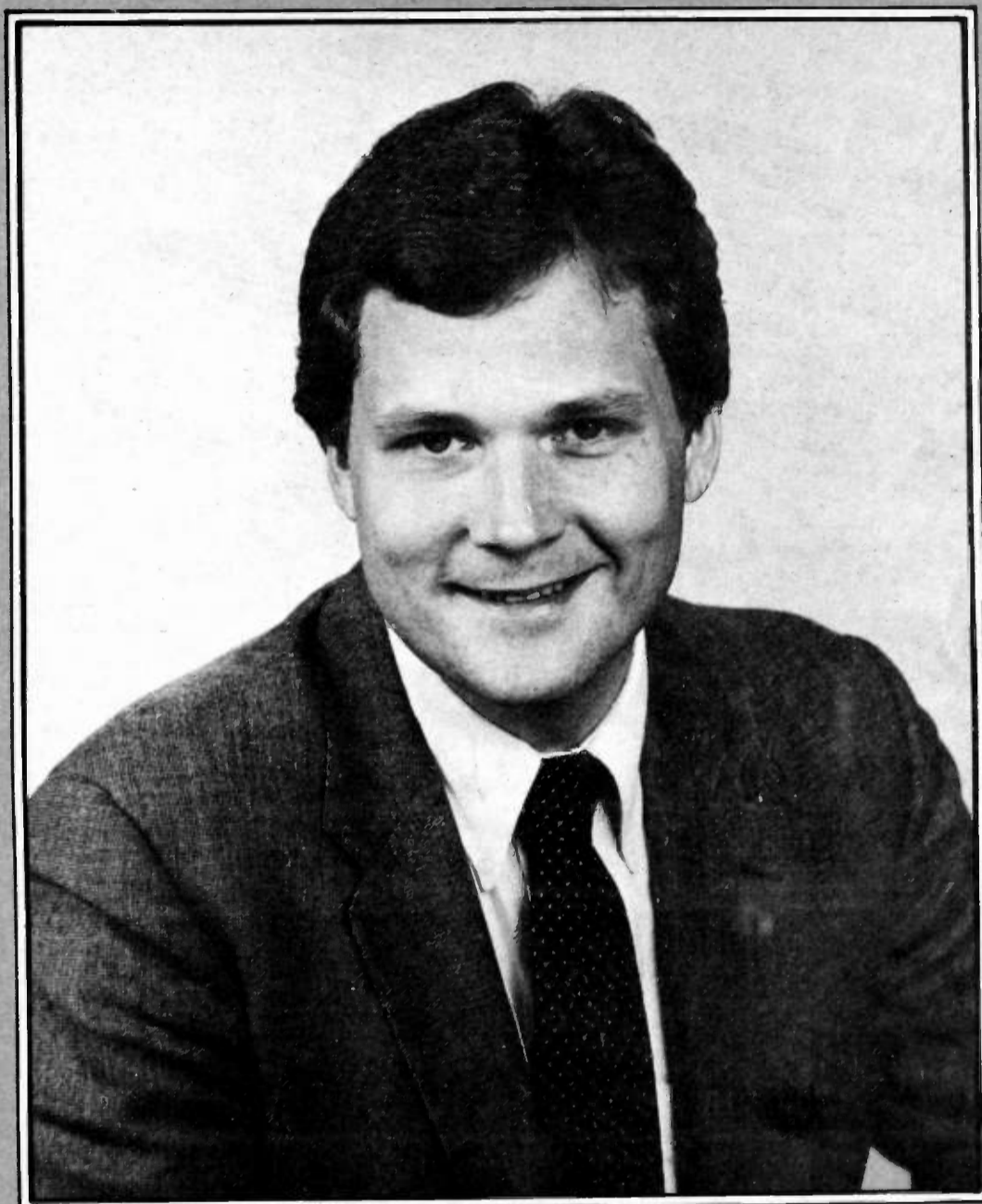
AMERICA'S NUMBER ONE PRODUCER/DISTRIBUTOR OF NATIONALLY SPONSORED RADIO PROGRAMS, CONCERTS & SPECIALS SALUTES . . .

LOS ANGELES

NEW YORK

KZOK
102 1/2 FM Seattle

**“Before MMR, Sales Were Off 16%.
Now We’re Setting Records!”**



Kim E. Colebrook
President—General Manager
WERE/WGCL—Cleveland



MAJOR MARKET RADIO SALES
“Your Success Is Our Success”

NEW YORK • CHICAGO • LOS ANGELES • PHILADELPHIA • ATLANTA • DETROIT • BOSTON • SAN FRANCISCO • DALLAS



RKO RADIO SHOWS

**RKO Radioshows...not a newscast network...not a 24-hour network...
but the 3rd RKO Radio Network...consisting of dynamite programming
blocks for various formats...to enhance your station sound.**

- Six new entertainment series built in response to the results of our 1981 National Managers study of over 500 radio stations.
- Available cash-free to stations for premium local sale beginning in January 1982.
- Broadcast in stereo —via satellite—using RKO's extra space segment on Westar III to give you a highly promotable sound by the hottest names in the music industry.

FOR HIT CONTEMPORARY STATIONS

The Hot Ones—26 one-hour specials blending the music and interviews of today's chart toppers in hit contemporary music such as Jackson Browne, Pat Benatar, Bob Seger and Styx. Co-produced by RKO and NKR Productions and hosted by John Leader, Executive Editor of **Radio & Records**.

Weekly Music Magazine—Three dramatic hours of a Top 30 Countdown plus a review of the week's music news with behind-the-scenes interviews and observations... hosted by RKO-owned WRKO, Boston's Charlie Van Dyke. Co-produced by RKO and Drake-Chenault, the nation's largest producer of specialized programming.

FOR ADULT CONTEMPORARY STATIONS

Musicstar Specials—26 one-hour in-depth portraits of top contemporary music artists or groups such as America, George Benson, Seals & Croft and Diana Ross — their music, words and personal reflections on their careers. Co-produced by RKO and IS, Inc. and hosted by Dave Roberts.

Solid Gold Saturday Night—Five live stereo hours (7PM—12 Midnight EST) of music that deserves the title "gold"—from Chuck Berry to the Everly Brothers, Elvis Presley to John Lennon. With a **live call-in request** 800-line to keep listeners involved in every aspect of the show. Co-produced by RKO and RKO-owned WFYR, Chicago and hosted by WFYR's "Oldies King," Dick Bartley.

FOR ROCK STATIONS

Captured Live!—The music and extraordinary stage presence of performers such as Foreigner, REO Speedwagon, Jefferson Starship and The Kinks are **Captured Live!** in 26 one-hour rock specials recorded in the electric environment of a live concert. A backstage glimpse of the artist before curtain and fan reaction after the performance heightens the inherent tension and excitement of each show. Co-produced by RKO and Reel Time Productions.

FOR COUNTRY STATIONS

Kenny Rogers and NKR Present Country Star Countdown—A three-hour countdown of country favorites hosted on a rotating basis by country favorites such as Larry Gatlin, Ronnie Milsap, Dottie West, Loretta Lynn, Merle Haggard, Charlie Price, Eddie Rabbitt, Barbara Mandrell and Mac Davis. Co-produced by RKO and NKR, a Kenny Rogers Company.

FOR ALL STATIONS

RKO's two overnight shows.
Night Time America—five live hours of broad-based adult contemporary music with Bob Dearborn.
America Overnight—six live hours of all-night telephone and talk with Ed Busch and Eric Tracy.
RKO Radioshows...73 hours a week of long-form entertainment programming...in stereo from RKO.
Call (212) 575-6144 and lock up a Radioshow today.



Networks/Program Suppliers



Mutual

Trendex, Inc. recently completed a telephone survey at **Mutual's** request, measuring the audience for the company's four regional football networks. Results showed a national audience of 3.8 million adult listeners 18+ per quarter-hour or 8.2 million cumulatively each game. The average quarter-hour rating was 4.3 while the cumulative weekly rating was 9.3. Men 18+ represented 2.6 million listeners per quarter hour, a 6.0 national rating, while women in the same age group constituted 1.3 million, a national rating of 2.7.

The "Forbes Magazine Report," a capsule of economic/business information from "Forbes Magazine," celebrated its first birthday on the broadcasting system this week (January 26).



ABC Information

WABC/New York has signed with the **ABC Information Network**. Its affiliation began January 25.



Approximately 51 million adults 18+ heard the net's coverage of the 1981 World Series, a six-year high and one million over the 1980 World Series listenership. Since **CBS Radio** began airing the series in 1976, the audience has increased by 10 million.

Beginning February 1, actress **Tammy Grimes** will replace **E.G. Marshall** as host of the "CBS Radio Mystery Theater."



NBC Radio

Commentator **Henry Morgan** has returned to **NBC** with "Here's Morgan Again," which examines the human race as seen through his witty point of view. Morgan, who hosted the net's "Monitor" in the late 1960's, succeeds **Mark Russell**.

WSLI & WXYL-FM/Jackson, MS will be affiliates effective February 1. **WSLI** programs A/C while **WXYL-FM** features Country. Last week, A/C formatted **WYSS-FM/Saegertown, PA** joined the client roster.

On January 30-31, the host of "Country Sessions" will be **Johnny Rodriguez**.



The net's radio news department is scheduled to broadcast a 30-part series titled "The Roosevelt Legacy." Set to air on all six ABC radio networks, these special reports explore the life and politics of **Franklin Delano Roosevelt**. The broadcasts run January 25-29 and overnight on January 30.

Samuel Patterson has been upped to Director/Advertising and Sales Promotion, ABC Radio Networks. He had served as Manager/Advertising and Sales Promotions for the nets.



WINS/New York, formerly affiliated with **ABC Information**, has joined the ranks of the **Direction Network**. Also, 15 other stations have become clients, bringing the net's affiliate total to 62. They are: **WPBM-AM & FM/Aiken, SC**; **WHMA-FM/Anniston, AL**; **KRKE/Albuquerque; WFHQ/Bristol, VA**; **WKAZ/Charlestown, WV**; **WIDD-AM & FM/Elizabethton, TN**; **WKGR/Gainesville, FL**; **KOKK/Huron, SD**; **WWZE-FM/Johnstown-Altoona, PA**; **WIVK/Knoxville**; **KTIM-AM & FM/San Rafael**; and **WCVS/Springfield, IL**.



David Frizzell and **Shelly West** headline the third installment of **RKO Radioshows' "Country Star Countdown"** on February 7.

On "America Overnight" fashion expert **Mr. Blackwell** unveiled his 10-Worst Dressed List. It marked the first time he discussed 1981's controversial list on national radio.



This weekend (January 29-31) "The Pat Benatar Event" will be broadcast. The two-hour special blends interviews with the artist's hit music. The following weekend (February 5-7) **Blue Oyster Cult**, in a concert performance, will be featured.

Three new affiliates have been announced: **WIOG-FM/Saginaw (CHR)**; **KJJR/Whitefish, MT (A/C)**; and **WZXY-FM/Kingsport, TN (AOR)**.



Bruce Testory has assumed the post of Director of Network Relations at **INNERVIEW, Inc.** He moves over from a similar position at **Watermark**.

O'Connor Creative Services

Orion Samuelson, Director/Farm Services Department at **WGN/Chicago**, has joined the company as writer/voice of "The National Farm Report." The weekly two-minute program will complement agribusiness reports by local stations.



Orion Samuelson



Broadcast International Debuts With Stones Anthology

Dallas-based Broadcast International (BI), a recent newcomer to the radio syndication field (R&R 12-18-81), has inked an agreement to produce a 12-hour anthology on the **Rolling Stones** for April airing.

BI President Gerard Ferri also stated that "a major radio network" will soon contract with the firm for a music specials package. In the meantime, **BI** has signed a pact with the **NFL** for a planned weekly quarter or half-hour show, running from July through the Super Bowl for a total of 26 weeks. **CBS-TV "NFL Today"** anchor **John Facenda** is set to host. Other future projects in-



Merrill Osmond & Gerard Ferri

clude supplying rep firms and national advertisers with specials they can market, airline audio programming, daily vignettes, weekly series, and live concerts.

Programming will be produced at the **Osmond Entertainment Center** owned by **BI Chairman Merrill Osmond**. According to **Osmond** he plans to negotiate radio rights for the company as artists utilize the studios for album/video tapings. In addition, he has acquired the broadcast rights to the 1982 lighting of the national Christmas tree, while **BI** is also slated to produce/market radio coverage of portions of the forthcoming **Knoxville** and **New Orleans World Fairs**. **Osmond** hopes to land a portion of the **GOP's** multi-million national media account as well.



In addition to his recent assignment as a management consultant, **Bob Harris** has also assumed the post of Director of ID Sales.

L.A. AIR FORCE

"Supertrax," on three custom discs with 90 60-second stereo music beds, is now available for commercials, promos and other radio production. This music library sells for a one-time cost of \$69.95. For more information or a sample audio soundsheet, contact Box 944, Long Beach, CA 90801, or call (213) 433-5020.



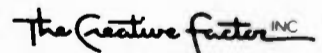
Bruce Wolpe has been named Director/National Affairs. For the past seven years he was an aide to Rep. **Henry Waxman (D-CA)**, member of the **House Telecommunications Subcommittee**.

Pro Rodeo Network

As part of its "Great American Cowboy" programming, the firm covered the first World Cup Rodeo held January 2-18 in Sydney and Melbourne, Australia. Forthcoming air dates for the tape-delay programs are January 30 and February 8, 10 and 12.

More Music Programming

The firm has moved to a new location. Its new address is 4515 Angeles Crest Hwy., La Canada-Flintridge, CA 91011. The phone number remains the same.



The firm has announced the production/distribution of a **Willie Nelson** pop-country special plus three rock musician profiles hosted by **Dave Sholin** and sponsored in part by **Honda**. On February 27, the two-hour Nelson special will air; the three artist profiles are scheduled as follows: **Journey** (March 27), **Police** (April 24), and **Bob Seger** (May 29).

Reps



The firm announces three new clients. **WJCW/Johnson City-Bristol-Kingsport, TN** features contemporary Country and is a **CBS** affiliate. Sister station **WQUT-FM** plays contemporary music. Another contemporary formatted station, **WKDD-FM/Akron**, has signed as well.

WESTWOOD ONE



SATIN SOUL SERENADE — **Westwood One's Richard Kimball** paid his respects to the Queen of Soul recently following her appearances at the **Roxy** in Los Angeles. **Aretha Franklin** will headline an upcoming edition of the company's "Concert of the Month." Pictured (l-r): **Aretha Franklin** and **Richard Kimball**.

We Congratulate You FRAN SHARP

on your new appointment

MINNEAPOLIS REGIONAL MANAGER

National Radio's Best Trained, Most Professional And Experienced Sales Team.

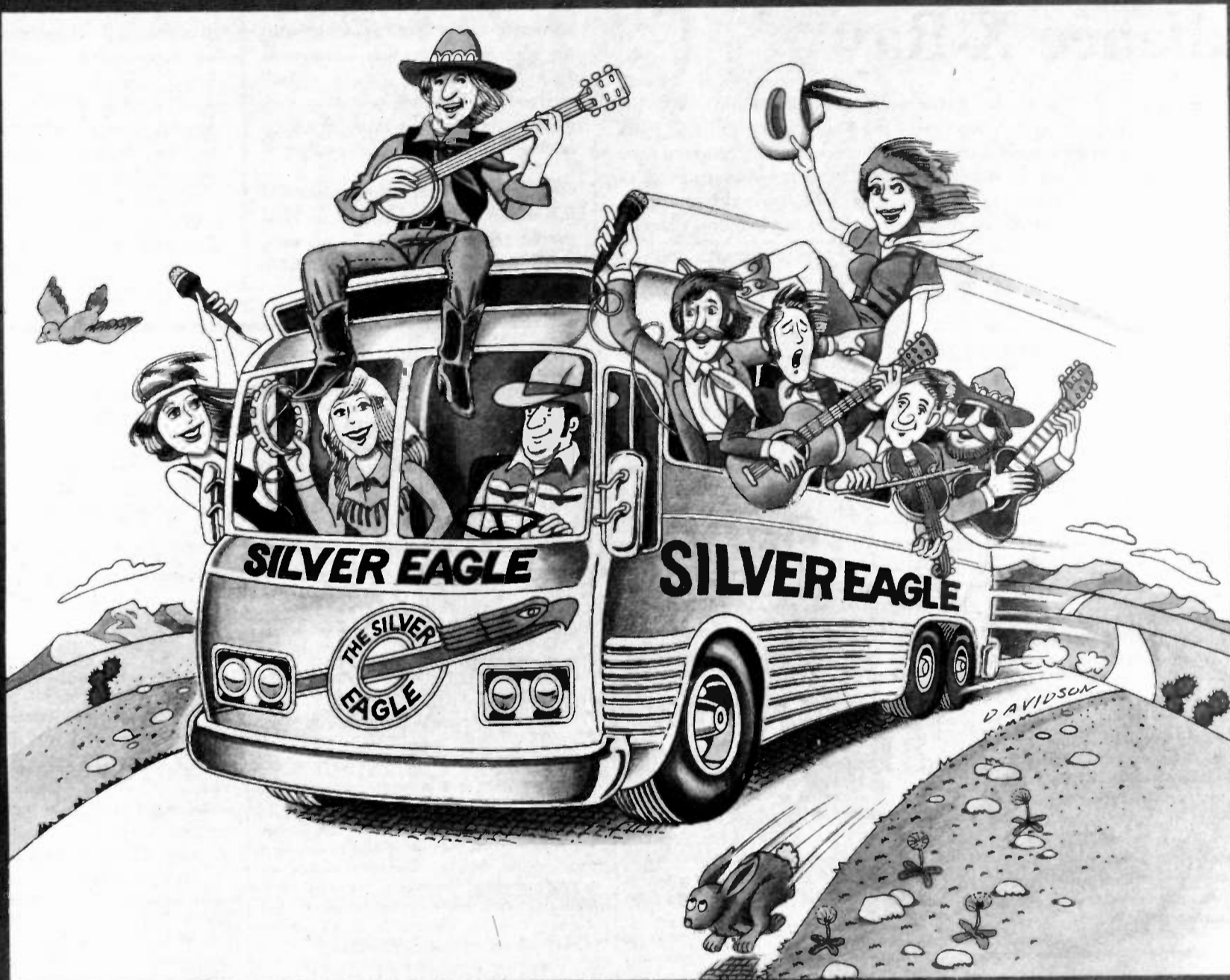


Credentials: Radio Account Executive; **KEEY/Minneapolis**, **WGMS/Washington**, **WWDC/Washington**, **Xerox Sales Training**.



McGAVREN GUILD RADIO
Tuned in for tomorrow...today

Go where country is happening with the Silver Eagle.



**52 weeks of the hottest concerts
recorded live—with all the sounds and color
from country's finest venues.**

Eddie Rabbitt. Merle Haggard. Crystal Gayle. Tammy Wynette. George Jones and The Marshall Tucker Band. Ronnie Milsap. Oak Ridge Boys. Alabama. Mel Tillis, Gail Davies. Charlie Pride/Earl Thomas Conley/Sylvia. Loretta Lynn. The legends, the comers—the greatest names in country. All on the Silver Eagle. Every week. The hot concerts—from where they're happening. 52 Very Special 90

minute programs—now available for your station. So get on the bus and come with us to the best in country—The Silver Eagle.

For complete details on the opportunities The Silver Eagle Cross Country Music Shows offer your station, contact Maria La Porta, ABC Entertainment Radio Network (212) 887-5341.

ABC Entertainment Network

RADIO abc
Networks



Ratings & Research



JHAN HIBER

Urban Contemporary Audience X-Ray

One of the earliest trends in the fall Arbitron results is that stations with Urban Contemporary formats are doing well. In New York, Chicago, and Washington, for example, there have been notable success stories. This trend may lead some to wonder what makes Urban tick? What is the demographic appeal of such a format? What is the ethnic appeal — when we talk about Urban are we talking about just a code word for Black, or is there a difference in ethnic makeup between the two?

Because I've been involved with an Urban-formatted station lately, it occurred to me that possibly I could shed some light on these topics. Let's look at the three markets mentioned above — and the Urban Contemporary stations in those metros — and see what such an x-ray might tell us.

New York

Most of this column will focus on the Urban Contemporary battleground in New York. Not only is New York the benchmark for measuring anything urban in this country, but there are currently three highly-rated Urban stations in Gotham, the most of any U.S. market.

WKTU, the former Disco trendsetter, has segued to a more mass-appeal Urban Contemporary format. WBLS, home of Frankie Crocker, has been a major factor in this arena for several years. Finally, RKO's WRKS-FM (Kiss), formerly WXLO, moved to the new format and calls mid-1981 and has now jumped to a 12+ share in the same league as WKTU (6.1) and WBLS (5.9) with a 5.6 in the fall Arbitron.

What demos are pulled by a station with an "Urban" format? I'll leave it to our format editors, to describe the music played on such stations, but whatever the magnet, the appeal seems to be targeted 18-34.

Most successful radio stations have at least 55% of their average-quarter audience fall into their target demos. As you can see from the Market-Buy-Market© printouts below, each of the stations in New York meets that criterion...

Approximately 56% of WKTU's overall audience is 18-34. Just under 64% of WBLS's total falls into the young adult cell. WRKS scores 59% in the 18-34 category.

Teens are an important aspect of the Urban appeal in New York. Approximately one-fourth of

"Urban Contemporary is not a code word for Black."

the WKTU and WRKS audience is comprised of teens, while WBLS's profile in that demo is just over 14%.

What helped WRKS improve in this sweep? Keep in mind that the station adopted its new calls and marketing campaign in the midst of the summer sweep, then look at the overall time spent listening figures that follow...

Fall '81		*MINS/DAY LISTENED
RANK	STATIONS	
1	WBLS - FM	96
2	WRKS - FM	93
3	WKTU - FM	84

Summer '81		*MINS/DAY LISTENED
RANK	STATIONS	
1	WBLS - FM	102
2	WKTU - FM	88
3	WRKS - FM	83

NOTE: FIRST LINE IS PCT. DISTR. SECOND LINE IS INDEX TO THE POP.

*STATION RANK ORDER BASED ON PERSONS 12+								
STATIONS/POP	12+	12-17	18-24	25-34	35-44	45-54	55-64	65+
POP DISTR	100.0	11.2	13.9	19.6	15.3	13.0	12.8	14.2
1 WKTU-FM	100.0	23.4	36.3	20.0	11.0	5.1	3.5	0.8
		209	261	102	72	39	27	5
2 WBLS-FM	100.0	14.2	31.7	32.9	11.8	7.7	1.2	0.6
		127	227	168	77	59	9	4
3 WRKS-FM	100.0	24.8	30.6	28.3	9.6	4.0	1.3	1.3
		221	220	145	63	31	10	9

Q&A

Bob Badger, General Manager of WANM/Tallahassee, wrote in to ask, "Does Arbitron use (as they've told me) the earliest signoff time (in the 12-week sweep period) when computing the afternoon drive estimates?"

Yes, Bob, that's the case. Even though later in the sweep your daytimer may not sign off until 8:30pm, an earlier sign off in March, for example, at 6:45, will mean that as far as Arbitron is concerned that's when you sign off for the entire Quarterly Measurement sweep. You'd get no credit for entries after your earliest signoff time.

Week In Review

Arbitron Adds Working Women, In-Car

In a major move to improve diary data, Arbitron will soon be capturing information on working women and listening away from home in a vehicle. According to Arbitron spokesperson Connie Anthes, the diary revisions will take effect beginning with the summer survey that commences June 24th. Markets without a summer sweep will see the new diary, and the new information in their ratings books, utilized in their next sweeps.

The revised diary's appearance and the information's presentation in local market reports are yet to be released. Stay tuned for more as it's available on this major advance.

Providence Book To Be Redone

The fall '81 Arbitron report for Providence-Warwick-Pawtucket will have to be reissued owing to a call letter crediting problem. According to Arbitron, the call letter change by WJAR to WHJJ was not picked up properly. In 35 diaries, entries to WJAR were inadvertently credited to WSAR, another station in the metro. The error was discovered internally by Arbitron during a quality control check. The reissue is set for the week ending February 8. The non-metro numbers for the New Bedford-Fall River report will also have to be redone.

No stations other than WHJJ and WSAR will be affected by the reissues. According to Arbitron's Bill Livick, "No rank change is involved in the recalculations."

Not only was WRKS able to increase its time spent nicely, perhaps at the expense of WKTU, but the station was also able to increase its cume about 300,000, a 50% jump. It will be interesting to see what happens to these stations in forthcoming Arbitron scorecards.

What is the ethnic appeal of an Urban station? Contrary to what some might suspect, Urban Contemporary is not a code word for Black. At least in

To summarize the New York situation, here's what you can keep in mind...

1. The target demo for successful Urban stations is 18-34 with a strong secondary teen appeal.
2. It is not unreasonable to see Urban stations show well among the non-ethnic and Hispanic public.
3. The Urban Contemporary scene in New

NOTE: FIRST LINE IS PCT. DISTR. SECOND LINE IS INDEX TO THE POP.

*STATION RANK ORDER BASED ON PERSONS 12+

STATIONS/POP	12+	12-17	18-24	25-34	35-44	45-54	55-64	65+
POP DISTR	100.0	12.1	15.7	21.2	15.3	12.4	11.5	11.9
1 WGCI-FM	100.0	20.1	31.5	32.1	11.1	3.3	1.7	0.3
		166	201	151	72	26	15	2

New York there is a good diversity of appeal generated by the three leading stations.

Along with others like the Research Group, I've been working with the WRKS management team over the last year. One aspect of my consulting involved analyzing Arbitron and Mediastat data. While I've not yet seen the fall diaries, I have information from recent Mediatrend reports that may shed light on the ethnic appeal of the stations.

WKTU and WRKS were very similar in their audience appeal. Both stations had approximately one-third of their audience made up of non-ethnics. The remainder was comprised of a fairly even split between Hispanics and blacks.

York is now an even more exciting and competitive one. Keep an eye on the Big Apple to see how this develops.

Chicago And D.C.

In looking at the leading Urban stations in these metros it can be seen that WKYS and WGCI fall into the demographic pattern set in New York. Like WBLS, Chicago's WGCI has about 63% of its audience fall into the 18-34 adult demos...

while WKYS shows the highest 18-34 profile of any of the top Urban stations, 68%. As you can see below, the percent of audience that comes from the 25-34 demo for WKYS (just under 38%) is tops among the stations examined here...

NOTE: FIRST LINE IS PCT. DISTR. SECOND LINE IS INDEX TO THE POP.

*STATION RANK ORDER BASED ON PERSONS 12+

STATIONS/POP	12+	12-17	18-24	25-34	35-44	45-54	55-64	65+
POP DISTR	100.0	11.9	16.3	24.5	17.1	12.2	9.0	8.5
1 WKYS-FM	100.0	12.7	30.0	37.8	10.2	5.3	2.8	1.2
		107	185	154	60	43	29	15

In the case of WBLS, the audience makeup, at least as shown in the Mediatrend data, differs. WBLS had approximately 62% of its audience made up of blacks, with the balance split between Hispanics and non-ethnics.

It appears that while blacks are a major component of Urban, they do not necessarily make up the majority of its audience appeal. In the case of WRKS, blacks were the first to react to the new format and marketing campaign, but the Hispanics and non-ethnics have now made their presence known. I imagine the same happened when WKTU came on so strongly a few years ago. The black dominance in the WBLS audience may be due to special appeal of their personalities rather than a conclusive statement about what Urban offers listeners — and advertisers.

Urban Possibilities?

If you have a station in a market with a significant ethnic mix, and you're not doing too well, why not go Urban? That may make sense, but I'd advise you to do extensive research — both marketing research and ratings research — before you take the plunge. WRKS was not built in a day, and your station won't be either. However, if you can program music with a mass appeal to your ethnically diverse community, if you can target 18-34, and if you can sell a sales story that blows away the myth that Urban Contemporary is for blacks only, you might make it.

At any rate, Urban Contemporary is a major new factor on the radio scene. Radio station operators, and advertisers seeking the young adult marketplace, should pay keen attention.

The Secret of Arbitron Success.

All of our clients are very good. They prepare for the book in advance utilizing The Research Group's *Strategic Research and Planning*. Together we organize a comprehensive plan and we work together to make it happen. Across a wide variety of formats their results in Arbitron are outstanding. Consider, for example:

WRKS	New York	URBAN
WZZK	Birmingham	COUNTRY
WAIV	Jacksonville	ADULT CONTEMPORARY
KGB-FM	San Diego	AOR
WYMU	Knoxville	SOFT ROCK
WEZN	Bridgeport	BEAUTIFUL MUSIC
KDKB	Phoenix	MASS ROCK

The Research Group's Strategic Research and Planning expertise provides your team with the ammunition you need to do battle in your market when the real war is being fought — *before* and *during* Arbitron's Survey Periods . . . *before* the book comes out. At The Research Group we concentrate on identifying your best competitive strategy, at a time when you can put it to work for you.

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| KZZP | KGGI | KKXL |
| WPHD | KJRB | KRNA |
| KHFI | KBBK | KENI |
| KROK | KSKD | KSLY |
| G100 | KGW | KCBN |
| WAAY | KLUC | KQDI |
| WHHY-FM | KRQ | KYYA |
| WDOQ | WJBQ | |
| KX104 | WGUY | |
| KJ100 | WIGY | |
| WJXQ | WCIR | |
| Z104 | Q104 | |



"Here To Love You"

THE DOOBIE BROTHERS

Produced by Ted Templeman



ON WARNER BROS. RECORDS

RATINGS REPORT

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ARBITRON RADIO

Washington, DC

WMAL Up Two, Holds Top Spot; WKYS Scores Best Book Ever; WPGC Tops WRQX; WWDC-FM Slips; WHUR, WTOP Up

WMAL (AC), perhaps buoyed by the Redskins, gained 8.8-10.6 to increase its lead in the capital. WKYS (U) garnered its best book ever with a 7.9-8.1 rise, while WGAY-FM (BM) had a stable 7.9-7.8 showing. WHUR (B) notched a 5.7-6.2 boost. On the CHR front, WPGC-AM & FM rose from 4.9-5.2 while WRQX fell 5.2-3.8. WTOP (N) scored its best book in recent surveys, 2.3-4.0.

Other Washington area stations with a one share or more included WASH (AC) 5.4-4.6, WAVA (A) 3.7-3.3, WEAM (BB) 1.1-1.3, WEZR (BM) 3.1-3.2, WGMS-AM & FM (CL) 3.5-4.2, WHFS (A) .8-1.4, WJMD (AC) stable at 4.4, WMZQ (C) 3.1-3.3, WOL (B) .6-1.4, WOOK (B) 4.2-3.5, WVXK (C) 3.6-3.2, WRC (T) 3.2-3.5, WWDC-FM (A) 6.0-5.1, and WYCB (RL) 1.7-1.0.

Dallas-Ft. Worth

KSCS Almost Caught By KVIL-FM; KZEW, KRLD Up Strong

KSCS (C) remained top station with an 8.9-8.3 move. KVIL-FM (AC) was right behind with a 7.9-8.2 score. WBAP (C) went 6.5-6.8; KRLD (N), boosted by the Cowboys games, rose 5.6-6.4; and KZEW (A) jumped 5.0-6.5. KKDA-FM (B) slipped 6.9-6.5.

Others in the area with a one share or higher were KAFM (AC) 1.4-1.0, KBOX (C) 2.7-2.4, KEGF (R) 4.9-5.0, KESS (S) 1.0-1.3, KIXK (C) .9-1.6, KFJZ (AC) 2.2-2.3, KLIF (C) 1.4-1.2, KMEZ (BM) 5.9-5.0, KMGC (AC) 2.8-4.4, KNOK-FM (B) 4.7-4.3, KLVU (formerly KNUS) (R) debuted 1.8, KOAX (BM) 4.7-4.0, KPBC (RL) 1.4-1.2, KPLX (C) 5.1-3.4, KTXQ (A) stable at 4.6, WFAA (N) 2.7-4.1, and WRR (CL) 1.2-1.5.

Baltimore

WBAL Rebounds, Leads Market; WIYY Stronger; WLIF Gains; WXYV Down Two; WBSB Up Again

WBAL (AC) garnered its best share in recent sweeps with a 9.5-12.6 score. WIYY (A) also recouped with an 8.3-9.7 showing, while WXYV (B) slipped 7.7-5.8. WLIF (BM) rose 7.8-8.5 and WBSB (R) was up for the fourth consecutive survey, 4.9-5.8. WPOC (C) had a stable 6.3-6.1 effort this book.

Other Baltimore metro stations with a one share or more included WBKZ (AC) 2.1-1.0, WCAO (R) 3.4-3.1, WCBM (AC) 6.6-5.3, WEBB (B) .7-1.3, WFBR (R) 5.6-3.9, WITH (AC) 2.4-3.4, WMAR (BM) 4.8-3.9, WRBS (RL) 1.1-1.5, WSID (B) .6-1.7, WWIN (B) 3.8-3.2, and WYST (AC), formerly WLPL, debuted with 1.9.

Washington stations with at least a one share were WASH (AC) 6-1.0, WMAL (AC) up to 1.7, WPGC-FM (R) 1.5-1.1, WRQX (R) 1.1-1.2, WTOP (N) 9-1.5, and WWDC-FM (A) 1.3-2.0.

Atlanta

WZGC Up Two To First; WKLS-FM Down Two; WVEE Jumps; WKHX Debuts Solidly

WZGC (R) took the top spot in Atlanta by rising 10.6-12.6, while WKLS (A) was slipping 10.7-8.7. WSB (AC) moved 10.5-10.2, WVEE (U) surged 8.9-10.3, and WQXI-FM (R) went 8.9-8.6. WLTA (AC) dropped 7.4-7.0. WKHX (C), formerly WBIE, opened with a 5.3 share.

Others with a one share or more included WAOK (B) 2.2-3.0, WGST (N) 4.4-5.0, WPCH (BM) 6.1-5.3, WPLO (C) 6.5-5.5, WQXI (R) 2.0-1.8, WRNG (T) 3.0-1.8, WSB-FM (BM) 4.3-3.8, and WYZE (RL) .8-1.2.

Houston

KMJQ Stumbles But Still No. 1; KIKK-FM Retakes Country Lead; KFMK, KRLY, KRBE All Up

KMJQ (U) dropped several shares 11.2-7.7 but narrowly remained tops overall. KIKK-FM (C) recaptured the lead among Country stations with a 5.9-7.4 rise, while KILT-FM (C) slipped 8.8-6.7. KRLY (U) posted its best book in recent years 5.8-7.3, and KLOL (A) was up 6.6-7.0. Two CHR stations also saw worthwhile gains - KFMK rose 4.0-6.0 and KRBE went 4.8-6.3.

Other Houston area stations with a one share or higher were KENR (C) 2.8-2.0, KEYH (S) 1.5-1.9, KGOL (RL) 1.0-1.2, KILT (C) 2.3-2.2, KLAT (S) stable at 1.9, KLEF (CL) 1.9-1.8, KLVU (S) 1.5-1.4, KODA (BM) 5.2-5.6, KPRC (N/T) 6.5-5.5, KQUE (AC) 2.9-3.4, KSRR (A) 2.0-2.8, KTRH (T) 6.4-6.1, KULF (AC) 2.1-1.6, KYND (BM) 4.9-4.1, KYOK (B) .7-1.2.

St. Louis

KMOX Slips Two, Still Sets Pace; KSD-AM, FM Both Move Up; KEZK Gains; WIL-FM Rebounds; KSHE, KWK-FM Softer

KMOX (T) eroded slightly 23.6-21.8 but still outdistanced the rest of the market. KEZK (BM) became the new number two with a 5.9-6.7 rise, while KWK-FM (A) slipped 7.9-6.5, and KSHE (A) went 7.8-6.5. KSD-FM (AC) moved up 3.8-6.0, while KSD-AM (C) made a 3.7-5.2 move. KMJM (U) was down 6.7-6.1, WIL-FM (C) up 5.3-6.3.

Other St. Louis metro stations with a one share or higher were KADI-FM (AC) 1.9-2.5, KATZ (B) 1.1-1.6, KMOX-FM (AC) 3.0-2.8, KSLQ (R) 4.6-4.8, KWK (A) 1.1-1.4, KXOK (AC) 5.1-3.1, WESL (B) 1.4-1.6, WIL (C) 2.5-2.8, WRTH (E) 4.2-3.6, and WZEN (B) 1.2-2.4.

Minneapolis-St. Paul

WCCO Up, Holds First; KSTP-FM Up Again For Solid Second

WCCO (AC) remained dominant with a 20.2-22.9 improvement. KSTP-FM (R) held a solid second with its third consecutive rise, 12.4-14.8.

Other Twin Cities stations with a one share or better were KDWB (R) 2.6-1.8, KDWB-FM (A) 6.3-6.6, KEEY-FM (BM) 5.9-4.2, KJJO (C) debuting 1.8, KQRS-FM (A) 5.6-6.0, KRSI (E) stable at 1.0, KSTP (N/T) 3.5-3.3, KTCR (C) 2.8-1.6, WAYL (BM) 1.0-1.6, WAYL-FM (BM) 4.8-4.1, WCCO-FM (AC) 3.8-4.4, WDGY (C) 7.1-6.4, WLOL (R) 4.4-4.2, and WWTC (AC) 3.2-2.5.

Miami-Ft. Lauderdale

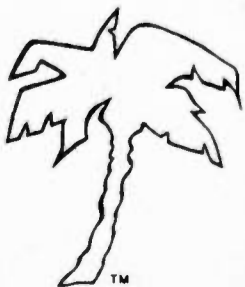
WRHC Zooms to Big Lead; WINZ-FM Passes WHYI; WLYF Rebounds

WRHC (S) took the lead with a 5.7-9.1 spurt. WLYF (BM) regained vigor and captured second with a 4.8-6.5 increase. WINZ-FM (R) edged (5.0-5.5) past WHYI (R), which slipped 6.6-5.2. WNWS (N) dropped 6.4-4.9 into a virtual tie with WINZ (N) 4.4-4.8. WEDR (B) rose 3.2-4.3, WCMQ-FM (S) advanced 3.2-4.1, and WQBA (S) moved 4.6-4.1.

Others with at least a one share were WAIA (AC) level at 2.9, WAXY (R) 3.5-3.3, WCKO (R) 1.9-1.6, WCMQ (S) 2.0-3.6, WFTL (AC) 2.0-1.1, WGBS (AC) 2.0-1.4, WHTT (S) 2.3-1.6, WIOD (AC) 3.7-3.6, WKAT (T) stable at 1.1, WLQY (BM) level at 1.9, WQAM (C) 3.1-2.2, WQBA-FM (S) 1.7-1.3, WRBD (B) 2.2-1.3, WSHE (A) 4.0-3.7, WTMI (CL) 1.8-1.6, WVCG (BM) 2.4-1.5, WWJF (BB) 1.5-2.2, WWWL (A) 3.1-2.4, WYOR (BM) 2.9-3.1, and WKQS (BM) 3.3-2.9.

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Format: Adult Contemporary

Target: 25-49

Debut: April 1982



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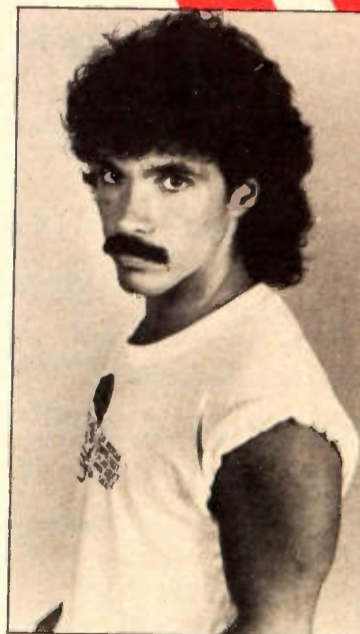
Format: AOR

Target: 18-34

Debut: April 1982



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'Event Programming' has never seen a brighter 48 hours! Labor Day Weekend 1982: This will be the biggest rock History Lesson ever presented by radio.

Format: AOR

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A daily 90-second feature that provides a mini-history lesson in rock and roll. Plus... every weekend an hour special delves deeper into rock history with exclusive comments from the artists themselves. 85% music.

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Target: 18-34

Debut: October 1981



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WDRC-FM add	KKXX add	KVOL add
WPST add	KJRB add	WAZY-FM on
WLAN-FM add	KNBQ add	WCIL-FM add
WAEB add	KHYT add	KRNA add
WKRZ-FM add	WGUY add	KFMZ add



"Pretty Woman" VAN HALEN

Produced By: Ted Templeman



ON WARNER BROS. RECORDS

RATINGS REPORT

Continued from Page 14

Milwaukee

WTMJ Recaptures First; WISN, WEZW Down Two; WBCS Climbs

WTMJ (AC) slipped 10.7-9.8 but became the leader once again. WEZW (BM) was down two 11.4-9.4, as was WISN (AC) 10.1-8.1. Most notable gain was posted by WBCS (C) with a 8.3-9.2 jump. WZZU-FM (R) improved 5.3-6.6.

Other Milwaukee area stations with a one share or higher included WAWA (B) .6-1.0, WBKV-FM (AC) .8-1.5, WEMP (AC) .9-2.8, WFMR (CL/J) 2.3-2.9, WKTI (R) 3.9-3.4, WLPX (A) 6.3-5.8, WLUM (U) 2.6-4.0, WMKE (C) level at 2.0, WMYX (AC) 3.6-3.8, WNOV (B) .5-1.0, WOKY (R, now BB) 4.0-2.7, WQFM (A) 6.0-5.5, WRJN (AC) 1.1-1.2, WRKR (R) 2.8-1.7, WXJY (BM) 1.8-2.0, WZUU (R) 1.9-2.0.

Chicago stations with a one share or better included WBBM (N) 1.1-1.0, WIND (N/T) 1.8-1.3, and WMAQ (C) 1.3-1.4.

Kansas City

WDAF Solid In First; KYYS Slips; KUDL Up; KMBZ Down Three; KBEQ Up Strongly

WDAF (C) remained dominant with a 13.8-13.6 share. WHB (AC) stayed in second with a 9.5-9.1 move, while KYYS (A) slipped 9.0-7.9. KUDL (A) gained 6.0-7.6, KBEQ (R) rose 5.9-7.4, and KCKN-FM (C) jumped 3.5-5.5.

Others with at least a one share overall were KCEZ (BM) 7.6-4.9, KCMO (N) 5.7-5.6, KJLA (BB) 1.1-3.7, KLDY (O) debuting at 1.7, KMBR (BM) 9.0-7.9, KMBZ (AC) fell 8.7-5.6, KPRS (B) 7.5-7.4, KPRT (RL) 2.0-1.6, KSAS (A) 1.0-1.6, and KXTR (CL) 1.1-2.0.

Buffalo

WBEN Takes First; WJYE Drops Four; WGRQ Up Two; WPHD Loses Two; WECK Surges

WBEN (AC) had a stable 13.4-13.1 showing, good enough for first overall as WJYE (BM) dropped 15.5-11.6. WGRQ (A) had a healthy 7.6-9.7 increase, while WBEN-FM (R) was up 7.1-8.8. WKBW (R) was soft 9.7-8.4, WPHD (R) slipped 6.4-4.3, but WECK (BB) surged with a 1.6-5.1 tally.

Others with at least a one share were WACJ (O) 1.7-2.2, WBLK (B) 6.2-5.0, WDCX (RL) level at 1.1, WGR (AC) 7.0-7.6, WUFO (B) 1.0-1.4, WWOL (C) 3.5-3.3, WYRK (AC) 2.6-2.8, WYSL (AC) 1.4-1.1, and WZIR (R) .5-2.2.

Sacramento

KZAP Lead Unchallenged; KEWT Moves To Second; KGNR Rebounds

KZAP (A) retained its position as the only double-digit station with a 13.1-12.0 book. KEWT (BM) moved to second place with a 6.3-8.3 jump, while KRAK (C) had a stable 8.3-8.2 showing. KSFM (R) scored a steady 7.9, while KGNR (N/T) moved 5.2-6.2.

Other Sacramento area stations with a one share or more were KAER (BM) 2.7-3.1, KAHI (BB) .7-1.0, KCTC (BM) 5.1-4.2, KEBR (RL) stable at 1.1, KFBK (N) 3.7-3.8, KGMS (M) 3.0-2.1, KHYL (O) 4.3-4.0, KPOP (B) 3.6-3.4, KROY (A) 2.2-1.4, KROY-FM (A) 4.2-3.4, KWOD (R) stable at 3.1, KXOA (O) 1.9-1.2, KXOA-FM (AC) 6.1-5.8, and KYLO (C) 1.0-1.2.

San Francisco stations with a one share or better were KCBS (N) 1.1-1.0, KFRC (R) 1.2-1.8, KGO (N/T) 3.1-2.2, KNBR (AC) 1.8-1.0.

FOR THE RECORD: In our summary of the Cleveland Arbitron results last week, market leader WMMS was accidentally listed as WMMR. In the San Diego summary, KIFM was credited with a 1.4-1.3 move which actually belonged to KJFM/Oceanside. KIFM scored a 2.3-3.0 rise in the fall book.

Phoenix

KDKB Takes First Place; KTAR Down One; KUKQ Up 50%; KMEO-FM, KOY, KZZP-FM Slip

KDKA (A) emerged as the new number one with a 6.5-8.5 jump. Former leader KTAR (N), was softer 9.2-8.2. KMEO-FM (BM) also slipped 9.0-7.7. KOY (AC) had its worst showing in recent years 6.4-5.5, and KZZP-FM's (R) share dropped 5.8-4.4. KNIX-FM (C) remained strong with a 7.5-7.7 stance, while KQYT (E) was stable, 6.8-6.7.

Other Phoenix metro stations that scored a one share or better were KARZ (AC) 2.6-2.1, KBBC (AC) 3.3-3.0, KHEP-FM (CL) 1.8-1.7, KIFN (S) 1.5-2.1, KJJJ (C) 2.0-2.6, KJJJ-FM (C) 1.0-2.9, KLFF (BB) 3.2-2.4, KMEO (BM) 1.3-1.0, KNIX (C) 2.7-1.8, KOOL (AC/O) stable at 4.2, KOPA (R) 5.9-5.4, KPHX (S) 2.7-2.9, KUPD (A) 4.4-5.2, and KZZP (R) stable at 1.0. KSTM, outside the metro, scored a 1.8 debut with its AOR format.

San Jose

KBAY Becomes Top San Jose Station; KGO Best Overall; KSJO More Than Doubles; As KOME Drops Three; KCBS, KFRC Climb

There's a new number one in San Jose as KBAY (BM) rose 6.2-7.0 while former leader KOME (A) fell 7.6-4.8. KSJO (A) swelled 2.0-4.9. KLOK (AC) saw a 4.8-5.2 nudge.

Among San Francisco stations KGO (N/T) gained 7.9-8.8 and led the overall market. KCBS (N), perhaps propelled by the 49ers, advanced 3.3-4.9. Tying KCBS was KFRC (R) with a 3.7-4.9 increase. KSOL (B) slipped 5.6-5.1.

Other San Jose stations with a one share or better were KARA (O) 3.3-2.8, KEEN (C) 3.4-2.5, KEZR (R) 5.6-4.5, KFAT (C) 1.9-1.2, KDFC (CL) 1.5-1.3, KLIV (BB) 1.6-3.0, KNTA (S) .5-1.6, and KPEN (AC) 1.5-1.2.

Additional San Francisco stations above the one share figure were KABL (BM) 1.6-1.1, KABL-FM (BM) 1.0-1.5, KBLX (B) 1.9-2.5, KDIA (B) .8-1.0, KFOG (BM) 2.4-1.3, KIOI (AC) 2.4-2.9, KMEL (A) 1.1-1.3, KNBR (AC) 3.3-2.9, KNEW (C) 1.4-1.1, KOIT (BM) 3.1-2.3, KSAN (C) 1.4-2.0, KSFO (AC) 2.8-1.1, KSFX (A) 1.9-1.1, KYA (O) .7-1.7, and KYUU (AC) 2.6-2.3.

New Orleans

WEZB Adds To Lead; WAIL Up Two; WNOE-FM, WYLD-FM Rise; WTIK, WRNO Slip

WEZB (R) added to its leading share with a 10.3-11.5 boost. WAIL (U) advanced strongly, 8.4-10.6. WNOE-FM (C) was up 6.7-8.4, and WYLD-FM (B) climbed 5.6-6.8. WTIK (R) slipped 7.8-5.0, WRNO (A) 8.1-7.3.

Others with at least a one share were WAJY (AC) 5.9-5.7, WBOK (B) 1.8-1.7, WBYU (BM) 7.7-7.5, WGSO (N) 3.0-5.1, WNNR (B) level at 2.3, WNOE (C) 2.0-2.8, WQUE (R) 6.2-5.2, WSHO (BB) 2.8-2.4, WSMB (AC) 5.2-3.5, WVOG (RL) 1.4-1.7, WWIW (BB) 2.4-1.4, WWL (T) 3.9-4.8, and WYLD (B) 1.6-1.9.

Louisville

WVEZ New Leader; WRKA Takes A/C Lead; WCII Heads Country Stations; WLOU, WQMF Notch Solid Gains

WVEZ (BM) became the new number one with a 10.4-9.3 showing, while former leader WAMZ (C) slipped 10.6-7.9. WRKA (AC) continued climbing 6.8-9.2, while WHAS (AC) moved 9.7-8.4. WCII (C) gained 6.7-8.4, and WLOU (B) rose again 6.3-8.0. On the AOR front WQMF remained the leader with a 6.1-7.7 gain as WLRS slipped 6.0-5.1. WKJJ (R) fell for the second straight book 8.7-6.9, as WAKY (R) rebounded 5.0-6.2. WAVE (AC) went 8.2-7.2.

Other Louisville metro stations with a one share or better included WFIA (RL) 1.3-2.2, WINN (M) 3.6-3.3, WTMT (C) 2.3-1.7, and WXLN (RL) 1.2-1.7.

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"I Love Rock 'N Roll"

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- | | | |
|----------------|----------------|---------------|
| WBEN-FM add 39 | Q106 add | WDJX on |
| B104 deb 28 | WKRZ-FM deb 25 | KJRB on |
| WXKS-FM add | K104 add | KCPX add |
| JB105 on | KZFM add | FM103 on |
| Q107 deb 19 | KINT add | WACZ add |
| WPGC add 25 | KBFM add | WFBG add |
| CHUM deb 25 | KROK add | WOMP-FM add |
| KEGL 25-19 | KLPQ add | 95XIL add |
| Y100 add 23 | KXX106 add | WZYQ deb 27 |
| I95 deb 16 | KX104 add | Q104 deb 24 |
| Q105 add 17 | WSKZ add | KKQV on |
| WLS-FM add | WBCY on | KILE add |
| Q102 deb 28 | WSSX add 30 | KSEL-FM add |
| KIQQ add | KZ93 add | KVOL add |
| WRCK 30-21 | WIKS deb 19 | KKRC-FM 25-22 |
| WPST 32-29 | WMEE on | KRNA add |
| | | KFMZ add |

The **Number One** song in the **FMQB Album Report**
 The **Number One** request wherever played
 From the album that's already sold 400,000 copies
I LOVE ROCK 'N ROLL (NBI-33243)

Produced By **Ritchie Cordell** and **Kenny Laguna**
 for **Jett Lag Productions**



STREET TALK

We've picked up more than a couple of rumors that **WDRQ/Detroit** would be the first major affiliate of the **Satellite Music Network's** Black format (now being developed by **Jim Maddox**). But all those rumors seem to be unsubstantiated, especially in light of the fact that **WDRQ** has hired a new PD. **Brian White**, formerly of **WEFM/Chicago**, will be **WDRQ's** replacement for **Rick Torcasso**, who segued to **KSLQ/St. Louis** recently.

Word out of **New York** is that the ratings-beleaguered **WPIX** has switched from **AOR** to **CHR**. Meanwhile, **WNEW-FM** has made format modifications of its own — away from the more progressive slant toward a more mainstream, structured **AOR** sound.

So Soon?

Rege Cordic, who came out of radio retirement late last year to replace **Art Laboe** in morning drive at **KRLA/Los Angeles**, has announced his resignation. **Rege** cited the long hours as being the primary culprit in his decision. He will remain with **KRLA** until a suitable replacement is found, but he wants to return his full professional attention to television.

KEGL/Dallas has added the **KULF/Houston** morning team of **Stevens & Pruett** to its lineup. **Mark Stevens** and **Jimmy Pruett** were among the many **Hudson & Harrigans** during **KILT/Houston's** **CHR** days. Current **KEGL** morning man **Billy Hayes** moves to afternoons, replacing **Doc Morgan**, who has left the station.

CJCL/Toronto PD **Jim Brady** has raided **John Donabie** from competitor **CHUM-FM**. **Donabie** will move from **CHUM-FM's** **AOR** afternoon venue to the same time period on **CJCL's** relatively new **A/C** approach.

Ladies And Gentlemen, Johnny Rubik!

KBLE-FM/Seattle, **First Media's** newest ratings success story, will have new call letters, pending **FCC** approval. **Michael O'Shea's** competitive new **CHR** will become **KUBE**. It's no puzzle where those call letters came from.

Congratulations to **WLYT/Cleveland** PD **Scott Howitt** on being promoted to **Operations Director** and on becoming a daddy. **Scott's** wife **Joanna** recently presented him with a new daughter, **Brynne**.

Ed Shane, consultant to **KBFM/McAllen-Brownsville**, has just signed on to assist **KHFI/Austin**.

Russ Garrett has been upped from **MD** to **PD** at **WNAB/Bridgeport**, but his boss, **Tiny Markle**, got the big promotion from **PD** to **Station Manager**. Our best wishes to both.

Larry King, formerly with **MCA** and **Atlantic** in national promotion positions, has returned to his home in **Atlanta** to open up an independent promotion firm. He's currently working out of **Tara Distributing** and can be reached there: (404) 875-8272.

Stepping Down

More than the usual share of resignations this week in the radio programming ranks: **Marc Damon**, PD of **WMAK-FM/Nashville**, has dropped his programming duties, but will remain on the air in afternoons. **Chris Romer** will now handle programming for both **WMAK-AM & FM**. **WQUA/Quad Cities** PD **Jack McKay** resigned, along with his wife, **WQUA MD Bonnie McKay**... and after five years at **WMEE/Ft. Wayne**, **Steve Christian** has left the station and his PD post there. **WMEE MD John Curry** has been promoted to PD, and he will continue to handle music for the time being.

KABC/Los Angeles all-night talk personality **Ray Briem** hooked his listeners up live with **Radio Moscow** commentator **Vladimir Posner** this week. No big deal, you say? Well, **Vladimir** wasn't in **Los Angeles**. He was live from **Moscow**.

WROR/Boston came to the aid of its country this week by coming up with the \$4000 necessary to pay for **Paul Revere's** annual ride through **Beantown**. Since the citizens of the **Commonwealth of Massachusetts** voted "yes" on **Proposition 2 1/2**, a budget-restricting tax-cutting proposal, **Paul's** annual historic reenactment wasn't going to happen until **WROR** galloped to the rescue.

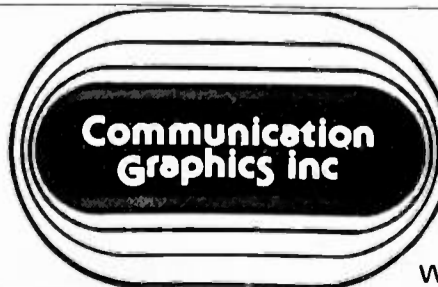
Chris Turner has been promoted from **Program Director** to **Operations Manager** at **WGIV/Charlotte**.

Radio At Its Best

Our hats are off to all the **Oklahoma City** stations that willingly gave up air time to announce blood donation information in the aftermath of the tragic explosion at suburban **Spencer Street School** last week. Five students and one teacher were killed and 34 people were injured in the explosion of a water heater near the school cafeteria. The broadcasters in **Oklahoma City** quickly came to the aid of the injured by informing their listeners where to donate much-needed blood. The **Red Cross** had more than enough within hours. Bravo!



THE FIRST FAMILY GOES HOLLYWOOD, AGAIN — In support of the **Boardwalk** comedy release **"The First Family Rides Again,"** **KIIS/Los Angeles** participated in what had to be a first — an in-store appearance by the **President**. Now if the **President** looks a bit like **Rich Little**, and **Mrs. Reagan** resembles **Melanie Chartoff** (from **ABC-TV's "Fridays"**), that's okay. The entire bit was reinforced by **Foster-Grant** clad "secret service" types and a presidential motorcade. It was a busy day for **Little**, who also appeared on the **"Tonight Show"** that evening with **KIIS/Los Angeles** morning personality **Rick Dees** as his "press secretary." Shown amid the crowd at the **Hollywood Tower Records** store are (l-r): **Michael Richards** (playing **Ron Jr.**), **Chartoff**, **Little**, and **Dees**.



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*Thank you, Anne Murray
for making Words and Music one of the
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On Sunday, December 13th, Anne Murray starred in a two-hour pre-Christmas special on the ABC Radio Network.

It was a blockbuster!

Survey results by R.H.

Bruskin Associates show that the program was listened to by almost 14 million adults 18 and over.*

That's the power of a superstar like Anne Murray on the superpower network—ABC!

The line-up in 1982 for *Words and Music*, which originates from the ABC Entertainment Radio Network, consists

of six specials selected from a list of superstars that includes Olivia Newton-John, Linda Ronstadt, Diana Ross, Dionne Warwick, Paul Simon, Melissa Manchester, Bette Midler, Neil Diamond, James Taylor, and Barry Manilow.

Words and Music is the 2 hour special that explores the most exciting performers in music, reaches deep to capture their music and what makes them tick. These very special programs give affiliates an excellent opportunity to build audience share and big local sales.

For complete details on clearance contact Maria La Porta at the ABC Entertainment Radio Network (212) 887-5341



Words and Music



ABC
Entertainment
Radio Network



Produced by Narwood Productions, Inc.

127
Radio abc
Networks

Contemporary Hit Radio



JOEL DENVER

NARROWCASTING REPLACING BROADCASTING

The Lack Of Black Crossovers On CHR

Each week as I look at the new records CHR stations are adding, it has become apparant that over the past year, resistance to playing black records seems to have increased to an alltime high among programmers. Is this part of the evolution of CHR? Is it due to a lack of mass appeal black product? Are black artists still suffering the negatives of disco?

With the recent fall Arbitron numbers flying in, I've noticed some significant increases for stations calling themselves Urban Contemporary. Some of the gains are due to increased ethnic weighting, as discussed in Jhan Hiber's column (R&R 1-8).

In that article, he pointed out there are now 67 markets getting "special attention" from Arbitron, since they have HDDBA population centers. These cities have also seen metro population increases of ethnic audiences of as much as 30% in recent years.

Is CHR Missing Listeners?

The many CHR stations playing no black product at all might be cutting themselves off from the white listeners who still like to hear Earth Wind & Fire, Rick James, the Commodores, Kool & The Gang, etc. Is it possible that CHR is narrowcasting, instead of broadcasting?

It's A Jingle Jungle Out There

Jonathan Wolfert, President of JAM Creative Productions in Dallas, TX wrote a letter after reading the column on WCAU-FM. I thought I'd share the letter with you.

Dear R&R:

I read with interest your article in the January 15 edition of R&R, which concerned itself with WCAU-FM. In it, you make the passing statement, "The use of jingles on a CHR station . . . has all but gone the way of stations using time tones . . ."

Come on Joel. For years I have read statements like that in the trades, and then glanced up towards our production schedule on the wail only to see it crammed full of major market stations waiting in line for us to produce their next jingle package. How much longer is this trade-publication-generated myth going to persist?

JAM specializes in the creation of custom and syndicated jingle packages for stations of all formats. I can name major stations in almost every market using our jingles right now, (WABC, WYNY, WLS, WFYR, WGY, WPRO, KIMN, WMAL, etc., etc., etc.) This week we finished a new country package for KHJ. JAM didn't do the jingles used by WCAU-FM, but the point of my letter is that our jingle business is doing just fine. So somebody out there must be keeping us busy!

Several years ago there were a few PD's who were against the use of jingles, and made a lot of noise about it. I think that they attracted most of the press coverage, while the majority of music stations went right on using jingles. I'll be happy to explain the value and use of jingles for you, but that's not my aim today. I just think you owe your readership a mention of the fact that it isn't so unusual or daring to use jingles in the 80's. We stay up very late at night, as do our competitors, trying to make ID's which are contemporary and effective. And judging from our client list, we must be doing something right! Thanks . . .

Sincerely,
Jonathan Wolfert

President, JAM Creative Productions, Inc.

When I first read Jonathan's letter, I detected anger, so I picked up the phone to explain to him that the intent of the article wasn't to promote or point out the oddity of the use of jingles, but that the liberal use of jingles by WCAU-FM is indeed a bit unusual as compared to other CHR radio stations.

In his letter's opening paragraph, Jonathan has lifted a quote from the article. Unfortunately, he took it out of context, as it should read, "The use of jingles on a CHR station, with the exception of one standardized logo signature, has all but gone the way of using time tones."

I haven't heard too many stations using weather, name, and more music jingles anymore. Sure, there are exceptions, but I still maintain that most CHR radio stations today use only a standardized logo signature, versus a complete package. Personally, I think the use of a creative jingle package can add an element of excitement, provided your competitive situation warrants its use.

Welcome To New CHR Reporters

As the fall Arbitron numbers become public, it becomes necessary to examine them to find emerging new CHR stations that are wielding considerable influence in their marketplace. In the past, we have waited to make all of the changes at one time, but feel this time that our music information will be more consistent and up to date if we make these changes as they occur.

In the weeks ahead, more changes will take place as the numbers reflect changes within marketplaces. As reporter updates happen, I will highlight them right here.

Welcome to the following new P-1 reporters:



XTRA/San Diego



WCAU-FM/Philadelphia



B94(WBZZ)/Pittsburgh



KBLE-FM/Seattle



B100(KFMB-FM)/San Diego

Total CHR reporting
stations: 223.

Foreigner. These are white artists for sure, but the listeners like their hits.

The Conservative Midwest

Some markets and stations over a period of years have developed traditions for being very selective on black product. One such station is WLS/Chicago, and PD Richard Lippincott shared his thoughts with me.

"We just added the George Benson record, but we had to make sure it was truly mass appeal before playing it. The Midwest is extremely conservative, and Chicago, as big as it is, is very picky about the music it wants to hear," he explained.

"Disco never caught on in Chicago, and in fact this is where the big anti-disco craze started with Steve Dahl when he was at the Loop. The campaign got a lot of publicity and has further helped to shape people's thinking on black records.

"It is the job of WLS to play the music our audience wants to hear, stations like WGCI do a very good job of serving the black listeners. In a way, a vicious cycle has been set up. Do stations reject black music more because of their own programming, or because of what their listeners want to hear? It's like what came first, the chicken or the egg.

"Personally, I'm very concerned with the increased black weighting, and wonder if we aren't missing some listeners, but in the end I think we've got to take a stance, and just stick to what is most mass appeal. If we go too much to one side or the other, we might end up losing on both ends. I think Chicago radio has been giving listeners what they want to hear; otherwise we wouldn't have the ratings we do," Richard reasoned.

Over Opinionated PD's

One thing for sure, PD's are certainly vocal regarding their opinions on music, and Q105(WRBQ)/Tampa PD Scott Shannon agrees on that point. "I have my own opinions, but try to keep them off the air at the radio station. So many PD's will say 'I'll never play that record' and two weeks later end up eating their own words.

"Programmers shouldn't be so concerned whether it's black, white, or country. They should be concerned with the record's hit potential for the station and market."

— Scott Shannon

"This problem of not playing black records is not isolated to one type of music. Look at how many CHR stations won't touch country crossovers either, even when they are in the right market for it," remarked Scott. "Programmers shouldn't be so concerned whether it's black, white, or country. They should be concerned with the record's hit potential for the station and market. Programmers are going to hurt

themselves in the end with narrow thinking."

Scott has always played black crossovers, but said, "Many PD's have played black records and seen their ratings go down. They reason that the black records turned the audience off. They're right, because they played the wrong black records. Playing the wrong white records will do the same thing to your ratings.

"Look at Hall & Oates. They are number one with CHR, but have scored well on Black stations too. George Benson and Diana Ross are both black, but do they make black records? No, they make hits. Unfortunately, some artists jumped on the disco bandwagon and rode it too long, and have now got to reposition their image," Scott concluded.

A Station In Transition

KJ100(WKJJ)/Louisville at one time was very much like WLS in its musical posture of playing few, if any, black records. Over the last year or so, the station has gone through a slow evolution, as MD Kevin O'Neil explained. "At one time, our core target was the 15-24 age cell, and basically, this group of people have a low tolerance for anything but rock music.

"Basically, I think black music is getting better with such recent choices as Diana Ross, Stevie Wonder, George Benson, and Al Jarreau to pick from."

— Kevin O'Neil

"Also, we were considered a familiar CHR station that played the hits, but leaned towards album product by the audience. As a result, we were able to satisfy this audience very easily. Now the market has two AOR stations, WLRS, and more recently WQMF, so we have evolved, and are targeting for the 18-34-year-old now.

"Black records are being aired now with more consistency, but we are still very cautious about them, he noted. "Despite the fact that Louisville has a sizeable black population, I don't think we have hurt ourselves by not playing these crossovers up until now.

"Basically, I think black music is getting better with such recent choices as Diana Ross, Stevie Wonder, George Benson, and Al Jarreau to pick from. In talks with other programmers, I find they still have a lot of inhibitions about black records from the disco days. It all gets down to just how well the available product relates to what you are doing on your radio station," Kevin summarized.

An Advocate Of Consistency

During the last year or so, 96KX(WXKX)/Pittsburgh programmer Bobby Christian has dabbled with a black crossover record occasionally. He's recently taken a less ex-

Continued on Page 24



HALL & OATES "I Can't Go For That"

The Second #1 Single From The Album "PRIVATE EYES"

5TH WEEK NUMBER 1

Management: Champion Entertainment Organization



DIANA ROSS "Mirror, Mirror"

January 22, 1982 **CHR BREAKERS**

CHILLIWACK "I Believe"

CHR NEW & ACTIVE

CHILLIWACK "I Believe" (Millennium/RCA) 99/24

Moves: Up 24, Debuts 21, Same 30, Down 0, Adds 24 including JB105, KFI, Q103, WAEB, WJDX, CK101, WBBQ, WNAM, KLUC, KRQ, Q104, WCGQ, WGLF, WTRU, KDVV.



ALABAMA "Love In The First Degree"

CHR NEW & ACTIVE

ALABAMA "Love In The First Degree" (RCA) 114/28

Moves: Up 50, Debuts 14, Same 21, Down 1, Adds 28 including WBEN-FM, WIFI, B104, WPGC, WGCL, WZUU, KRLA, KC101, WBCY, WMEE, K96, WIGY, KQWB, KATI.

SKYY "Call Me"

WXKS-FM 1-1
Y100 deb 19
I95 add
CKLW 12-8

KEARTH 19-15
KRLA 9-7
KFI 23-15
KIIS-FM 26-13

KIQQ 19-9
KFRC 7-6
13K deb 21
XTRA add 14

WTIC-FM 31-28
WDRG-FM add
Q106 add
KSET-FM add
WTIX add
B97 add

WDOQ deb 28
WSEZ add
WCSC on
WANS-FM add
WVIC on
KYNO-FM 15-10

KIDD add
FM102 24-19
KGGI 20-5
KBBK add
KHYT 1-2
WGUY add

95SGF on
WFLB on
KVOL add
KSLY on



PLAYER "If Looks Could Kill"

Just Some Of The Action!

WBEN-FM add 37
B104 on
WXKS-FM add

94Q add
KBEQ 30-26
KIQQ on

KFRC deb 33
KEZR deb 25
KYYY on
Q103 on

WPHD add
WRCK add
WICC add
WPST deb 34

WLAN-FM add
WKEE add
KINT add
KHFI deb 29

KEEL add
WAAY add
BJ105 add
CK101 add

WOKI add
WCSC deb 27
WNAM add
WNCI 30-28

KCPX 38-33
WJBQ add
WLAM add
WCIR add
Q104 deb 26
WFOX add

WGLF add
Q101 add
WSPT add
KDZA add
KQDI deb 28
KOZE add

RCA



The Lack Of Black Crossovers On CHR

Continued from Page 22

pansive viewpoint on black records, as he said, "I'm not prejudiced, but I'm more than ever a believer in consistency of sound.

"We have played everything from the Commodores to Foreigner at times, and after analyzing the Arbitron numbers, it has become apparent that our audience needs to know what they want to hear every time they punch in 96KX. We have played some black crossover material in the past, but now I'm wondering if that was correct programming."

Bobby elaborated, "People listen more

"In the sixties, the Supremes and Four Tops sang about things that fit everyone's lifestyle. Today's black lyrics just don't appeal to as many people living in a suburban environment as they used to. The terminology relates more to an urban setting."

— Bobby Christian

and more to different radio stations instead of one favorite. Why? Because they pick out a radio station by their moods. If they are in the mood to rock, they don't want to hear Anne Murray or Air Supply, and the same goes for their desires to be mellow. They don't want to hear Pat Benatar or REO Speedwagon.

"In town we have WAMO, which is an Urban Contemporary station that plays Olivia Newton-John and Hall & Oates. Somehow, I just don't see that fitting on the station, followed by something really funky like a Rick James or Parliament. I'm not criticizing them, as they've done very well in the ratings, but that isn't consistent programming. I don't think today's black product is as relatable as it used to be.

"In the sixties, the Supremes and Four Tops sang about things that fit everyone's lifestyle. Today's black lyrics just don't appeal to as many people living in a suburban environment as they used to. The terminology relates more to an urban setting." Bobby added, "I think for radio to survive, each station will find it more important to narrow their programming for more consistency."

Ft. Wayne Is Used To Black Records

"We only have about a 10% black population here," said WMEE/Ft. Wayne MD & Assistant PD John Curry, "but the market has been very used to hearing them for years on WOWO. They are oriented to accept them. I'm really not too worried about losing any listeners, either. Like anything else, too much of anything will lose listeners for you.

"I think the trick is to play the right records, whether white or black in the right rotations, and in the right dayparts."

— John Curry

"I think the trick is to play the right records, whether white or black in the right rotations, and in the right dayparts. Programmers have become a bit too image-conscious lately, and have gotten far too caught up in this type of thinking. The audience listens to radio a lot differently than we think they do."

John continued, "I think in some markets there is some resentment to black records, especially among 12-24 males, but I reason that there is resentment of some sort from

every demographic cell to everything on the radio. You can't please everyone with everything you program."

Think It Out Carefully

To play black crossovers is a very touchy programming decision to make in certain competitive situations, and in others, it becomes a clearcut advantage to play them. The choice is up to you. In recent months, the struggle for established black acts to get hits has grown harder in many cases.

Each week, I see black records that are bonafide hits get passed over, and by the same token, see rock hits get passed over too. There was a time when playing something you knew was a hit that your competition didn't play was an advantage to your station. Have the rules changed that much? Your comments are welcome.

Bits

- WKRZ-FM/Wilkes-Barre sent in a poster which it's placed in all of the homerooms at the junior and senior high school level, promoting its snow emergency information. This can make for some great come-in, and helps to establish a good flow of information, which is important to parents of the teens that are tuning in.

- KSKD/Salem helped to present Geffen recording act Quarterflash, and Columbia's Loverboy in concert at the Salem Armory, selling it out with 3500 people attending the two nightly performances.

- WJBQ/Portland morning man Joe McMillan was on the air (1-12) talking with Vice President George Bush, who called as part of the celebration of Portland's 350th birthday.

- WPGC/Washington is offering heavy dollars with its \$25,000 Music Guarantee. If listeners catch the station playing less than 51 minutes of music an hour, they can call up and claim the cash.

- Q104/Gadsden celebrated its sixth birthday (1-19) with RCA recording artists Alabama on hand. The station also gave away six packs of albums containing the number one album of the year for the past six years as prizes to listeners.

- Q107/Washington kicked off 1982 with a perfect "10." For 10 days, the station ran commercial-free, backing it up with a flight of TV commercials for full effect.

Motion

Ralph Caldwell is named Operations Manager at WOW/Omaha, replacing Don Davis, who went to DC101/Washington some months ago . . . Alan DuPriest is the new PD at WFOX/Gainesville, GA replacing Hank Dole . . . WZYP/Huntsville PD Chris Andrews names midday man Scott Mitchell as MD.

Randy McCauley is promoted to PD at KFMI/Eureka, and KATA/Arcata, from the Assistant PD slot . . . Tom Kelly leaves the afternoon show at WDJX/Dayton to do mornings at 92X/Columbus, replacing Chris Shebel who recently went to do middays at WLS/Chicago . . . J.J. Randolph will be calling the music shots at WYCR/York.

Doug Nevell leaves WOKY/Milwaukee to do afternoons at K104/Erie . . . WRVQ/Richmond PD Bill Thomas informs that weekend John Station is now doing 10pm to 2am, and replacing him is Jim Payne from WCHL/Chapel Hill . . . Bill Andrie leaves WCIL-FM/Carbondale to become Assistant PD at WMIX-AM & FM/Mt. Vernon, IL . . . KWLO/Waterloo PD Drew Bentley tells of a new facility and address for the station: 514 Jefferson St., Waterloo, IA 50703, but would like mail to go to PO Box 1330, Waterloo. The phone number stays the same.

The Music Section

CHR's Most Accurate Music Information
Begins On Page 55

Australian Ratings Firm Eyes U.S.

An Australian ratings firm, McNair Anderson, is exploring the possibility of entering the U.S. radio ratings market. The firm, which has been surveying radio in Australia for 40 years, according to Broadcast Media Director Don Neely, relies on a diary technique in which the document is personally placed in homes and personally picked up at the end of the seven-day survey week. This technique is equivalent to what Arbitron has been doing for years in High Density Hispanic Areas.

According to Neely, "We're not overconfident, but we feel that our methodology lends itself to the American market. We think there is room for two or three viable services in the U.S. and we hope to be one of them."

Neely will be attending the RAB's Managing Sales Conference in Dallas and will then tour the country for several weeks, trying to drum up support. "If we get enough support we'd like to begin to survey 10-20 markets by summertime. We'll most likely try to enter small and medium-size markets where our methodology will pose no problems. In larger markets like New York or L.A. we'd probably have to make some methodology adjustments."

Teaming With Hooper

Recently McNair Anderson tried to enter the Charlotte market. Neely told R&R, "We offered to survey their area for a fee of \$65,000 total, for an in-tab of 1500 to 2000 individuals. The fee would be split among the subscribers as they saw fit. In Australia every station pays the same flat rate." Although McNair made a presentation to the Charlotte broadcasters, the proposal was not adopted.

Colombo

Continued from Page 1

Bob Eastman school of reps, having worked together a great deal before Duffy started Christal.

Commenting on the management structure at Christal, Colombo complimented Duffy for his streamlined and uncomplicated approach. One area Colombo hopes to be tackling initially is Christal's unwired net. Also, Colombo noted that Christal will be adding staff, in addition to opening a Minneapolis office.

In a related move, Executive VP/Station Relations, Bill Froelich has left Christal to explore other areas, according to Christal Executive VP/Station Sales Bruce Blevins.

At Eastman, Jerry Schubert has been named Executive VP/Sales, Dave Recher moves in as Senior VP/Administration from running the Midwest operations for Eastman, and Jerry Donovan has replaced Recher in Chicago.



HOW COLD IS IT? — Cold may be a state of mind, but try telling that to the scantily-clad lady standing beside KZIO/Duluth midday personality Ross Holland. The unidentified young lady came to station in only a bikini to win season passes and lift tickets to a local ski resort.

If the McNair Anderson effort receives any encouragement, the firm will likely enter into an agreement with the Hooper organization. Hooper would implement the surveys and provide the supervisory personnel, although Hooper VP Lee Morganlander said speculation about the viability of McNair and a possible joint venture "is premature at this time." Morganlander did say that if an arrangement was reached between his company and the Australian firm, "we could handle the production" of radio ratings generated by the McNair effort.

Beville

Continued from Page 3

Chairman Daniel Kops, of Kops-Monahan Communications in New Haven, will be heading a search committee in the quest to fill Beville's post.

Beville joined NBC half a century ago and was responsible for making the broadcast industry conscious that research was a necessary ingredient in the business. After his retirement he plans to devote full time to completing a book on the history of research and audience measurement in broadcasting. He will also be available for consulting.

When asked what qualifications would be needed by a would-be successor to Beville, BRC spokesperson Marilyn O'Connor stated, "The major qualification would have to be substantial experience in the audience measurement field. Potential candidates should contact Dan Kops for more information."

Parsons

Continued from Page 3

deliveries in the business. Nick is super-dedicated and knows a great deal from his programming experiences. He really understands the ins and outs of the business. Both of these people certainly deserve these promotions. They have the exact qualities I'm looking for."

Parsons's background includes programming WLTY, which switched formats from Beautiful Music and call letters from WKEZ in August 1981. Prior to WLTY Parsons was PD of WTAR. He's spent 5 1/2 years with WTAR & WLTY owner Landmark Communications. Before joining Landmark, he was an air personality at WGH/Norfolk for three years.

Transactions

Continued from Page 3

WNOX/Knoxville from Scripps-Howard Broadcasting for \$1.2 million. WNOX is a CHR-formatted AM with a 10kw signal at 990 kHz.

Sentry Purchases WYBR

Sentry Broadcasting has upped its station total to 11 with the purchase of WYBR/Belvidere, IL from the Broadcasting Corp. of Belvidere-Rockford for \$1.11 million. WYBR is a Class A FM with 3kw stereo on 104.9 MHz. Sentry also owns six AM's and four FM's in Illinois, Iowa, and Wisconsin.

WBOW & WBOQ-FM To Contemporary

Contemporary Media has bought WBOW & WBOQ-FM/Terre Haute, IN for \$750,000 from Quincy Newspapers. The AM broadcasts with 1kw days and 250 watts at night on 1230 kHz. The FM has 46kw at 107.5 MHz. Contemporary also owns KFMZ/Columbia, MO.

Cowan Buys KGAB

KGAB-FM/Camarillo-Oxnard, CA has been sold by Chester Coleman to Kenneth Cowan for \$735,000. Coleman retains a 20% interest in the new company. William A. Exline, Inc. and Hogan-Feldmann, Inc. brokered. KGAB has 3kw at 95.9 MHz.

A SURE...

B

ERTIE HIGGINS "Key Largo"

A/C CHART # 15

WIFI add
WGCL add 29
KYYX add
WCAO add
G100 add 29
FM100 add
KJ100 add
KIDD add
13FEA add
WCIR add

KQIZ-FM add
WCIL-FM add
KWLO add
PRO-FM deb 19
Z93 4-4
94Q 2-2
WCKX 14-11
CKLW deb 26
KBEQ 28-25
WZZP deb 19

KEZR 27-19
KJR deb 20
KOPA 25-22
KZZP 17-13
WBBF 23-21
WHFM 23-21
WVBF deb 28
WDRC-FM deb 30
KC101 29-26
Q106 23-21
V100 22-16
KBFM 15-11
WTIX 31-28

KEEL 15-14
KROK deb 30
KLPQ 28-24
WJDX 35-28
WSGN 5-3
BJ105 20-17
CK101 14-11
WHBQ 17-16
KX104 5-2
WSKZ 9-8
WOKI 5-3
WAYS 13-9
WCSC 13-10

WANS-FM 13-10
WRVQ deb 24
WAKY 11-10
WZZR 23-21
WVIC 32-28
KIIK 28-25
KIOA 23-15
KOFM deb 30
WOW 14-12
WNCI 15-14
KJRB 24-20
KCPX 22-19
KLUC 25-22

WLAM 24-21
WTSN 20-18
WHEB 17-13
WFBG deb 27
Q104 6-5
95SGF 29-16
WFOX 21-14
WFLB 12-9
WXLK 7-7
WGLF deb 38
KILE 22-19
Q101 10-3
KKXL 23-18

KFYR 12-9
KELO 35-33
KDVV 28-24
KSLY 19-18
KCBN 24-22
KDZA 15-13
KATI 5-5
KQDI 1-1
KYA 12-8
KOZE 22-18



E

LO "Rain Is Falling"

WPHD on
K104 add
WTIX 34-26
KROK on
WDOQ on
CK101 38-35

WMAK-FM on
WSSX 26-24
WNAM on
KSKD 36-31
WACZ on
WOMP-FM on

KEGL add
95XIL add 38
Q104 33-30
WFOX on
WGLF add
KKQV on

KILE add 39
KSEL-FM on
KQIZ-FM deb 28
Q101 on
KFYR on
KQWB add

WRKR on
KENI 37-34
WCIR on



T

EDDY PENDERGRASS "You're My Latest, My Greatest Inspiration"

KRBE add
WCAO add
WFMF add
KCPX add

Z93 23-18
KIQQ 32-24
KFMK 28-20
KZFM 24-19

B97 28-26
WJDX 21-16
KXX106 30-26
WSGN 29-25
BJ105 39-35

FM100 18-16
WANS-FM deb 30
KYNO-FM 12-6
KHYT 26-24
WGUY 19-17

WFOX deb 29
WFLB 24-21
KILE 28-24
KVOL 28-25
WIFI on

WCAU-FM on
B104 on
KRLA on
KFI on
KBFM on

KEEL on
WDOQ on
WBBQ on
WMAK-FM on
WNOX on

WCSC on
WVIC on



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Birch

Continued from Page 1 served. New major markets that have not been served by the Birch Report's monthly surveys but were covered by Mediastat include New York, Los Angeles, Houston, Philadelphia, St. Louis, Denver, and Minneapolis-St. Paul. Birch will also survey approximately 200 smaller markets that were measured on an annual or semiannual basis by Mediastat.

According to Birch it is likely that the Silver Spring, MD headquarters of Mediastat will be closed and key employees may be relocated to Birch's Florida base. Plans are on the drawing board for the Birch Report to open regional offices in the next year in order to serve its new national constituency.

Casey

Continued from Page 1



Joe Casey

new position Joe will continue to provide exceptional leadership to the promotional efforts of CBS Records/Nashville."

Casey joined CBS in 1966 as Atlanta Local Promotion Manager for Columbia. He became Southeast Regional Country Promotion Manager in 1974, and was Director/Sales & Promotion for Columbia in Nashville before taking on his CBS responsibilities.

Garland

Continued from Page 1

York for this revolutionary project. At the same time I will always be especially grateful to (Atlantic President) Doug Morris and the Atlantic Records family for giving me the opportunity of broadening my experience in the music industry."

In his new position Garland will be responsible for all the programming on MTV. He will oversee production, on-air promotion, music programming, artist

Transtar

Continued from Page 1

60, and 120-second features written and produced by the air talent, which may or may not be supplanted by local commercials on client stations.



Chick Watkins

Watkins Joins Team

In addition to the air staff, Transtar announced that longtime WGAR/Cleveland PD Chick Watkins has been named Production Operations Coordinator, supervising the production of the features and the overall flow. Karl stated, "Because of the unique nature of Transtar... with absolutely no 'dead air,' feature production is extremely significant... so we went after the most creative production person in radio... Chick Watkins."

Watkins, who had been at WGAR for 12 years, the last seven as PD, commented, "I'm really excited. Satellite technology for radio is a completely new field to explore, and it's not often you get a chance to join an organization of such high caliber at the ground floor level. It's tough to leave WGAR and Ohio, but this was an opportunity I couldn't pass up."

relations, acquisitions, and program operations. Pittman commented, "We are pleased to have someone of Les's caliber joining MTV. His extensive programming experience in radio has given him an understanding of this firm and his managerial experience in the music industry gives him the skills necessary for this position."

No immediate replacement was named for Garland at Atlantic. He will be relocating to New York sometime in February.

BRAD MESSER



Forgetting How To Actually Work

A pal called to shoot the breeze, and the conversation drifted around to light complaints about his News Director, who keeps coming up with sensational ideas about how my friend can whip out great news stories and accomplish journalistic wonders. This constant flow of brilliant suggestions is a one-way street, with the ND never having brainstorms about what work he himself can tackle, only projects suitable for everyone else.

I don't know his boss but I surely know the syndrome. "Let me guess," I said. "He sits in a little cubbyhole office almost all day shuffling papers, right? He's on the phone a lot, uses the typewriter a little, and almost never comes up with anything you can use on the air?"

"You're describing my man!" said my pal.

Yeah, I know the type. There have been times when I have been that exact type myself because it's easy to get carried away by the paperwork, while losing sight of the fact that a News Director ideally should exist to pitch in where help is most needed, rather than withdrawing from the everyday routine of (ugh!) actual work. It is a heck of a lot easier to type memos and reports than to create on-the-air stuff to help the station staff. Much more convenient to gaze off into the blue contemplating long-range policy (or that ND opening in Bigtown) than to check yesterday's file to find a story that should be followed up.

"He's a nice guy, don't get me wrong. It's just that he is getting more and more useless. I'll be working on a story and he'll come in to say I ought to be working on exactly the same story!"

My friend has no ground for complaining. That is what News Directors are for, isn't it?

CALENDAR

National Freedom Day

MONDAY, FEBRUARY 1: By Presidential proclamation, today is National Freedom Day, marking the anniversary of the signing of the Thirteenth Amendment abolishing slavery. England's Anti-Slavery Society reports slavery still exists in some African nations, where several hundred thousand people remain in bondage.

Why is February so short? Augustus Caesar took a day from this and added it to the month he named for himself. Admiral Stansfield Turner is 59.

Groundhog Day

TUESDAY, FEBRUARY 2: German settlers who populated Pennsylvania transplanted the tradition of Groundhog Day, and this is it. For the 95th year, the Punxsutawney Groundhog Club gathers at the modest home of Punxsutawney Phil, to see whether his furry little body casts a shadow. Tradition says the next six weeks' weather will be the opposite of today's so clouds (preventing a shadow) are supposed to indicate the end of winter weather. Sunshine makes a shadow and foretells another month-and-a-half of harsh winter. "He's very accurate," asserts Carol Dale of the Chamber of Commerce. "He's always right!" Oh sure.

Farrah Fawcett is 35. Tommy Smothers is 45.

Getting Beaned In Japan

WEDNESDAY, FEBRUARY 3: "The traditional Festival of Setsubun, officially marking the end of winter, is observed annually in Japan on this date," says the book "What Happened When." People "spend the day joyfully throwing dried beans at each other, symbolizing an old legend when brave warriors drove away wicked demons by throwing dried soybeans in their eyes. The 'wicked demon' in today's festival is lingering winter."

The plane crash in which Buddy Holly died was 23 years ago today. James A. Michener is 75. Fran Tarkenton 42. Bob Griese 37.

The One-Dance Hit Song

THURSDAY, FEBRUARY 4: Unlike the Hustle — which can be danced to any suitable tune — the Charleston was strictly a one-song dance, and it was the national craze about a half-century ago. On this date in 1926 New Yorker John Giola set the marathon record when he danced the Charleston nonstop for 22 hours 30 minutes.

Patty Hearst was kidnapped in 1974. The USO was formed in 1941. Cheryl Miller is 39. Ida Lupino 63. The woman who sparked the civil rights movement in 1955 by refusing to surrender her bus seat to a white man, Rosa Parks, is 69.

Join The Navy, See The Waves

FRIDAY, FEBRUARY 5: The men aboard the "USS Ramapo" saw the world's largest storm wave 49 years ago this weekend, when they were caught in a Pacific typhoon. It was 112 feet from trough to crest (taller than a ten-story building) and is the world's record sea wave.

Fred Newman set the world record for blindfolded free throw shooting in 1978 by sinking 88 baskets in a row. Hank Aaron is 48. Roger Staubach hits 40 and Craig Morton is 39.

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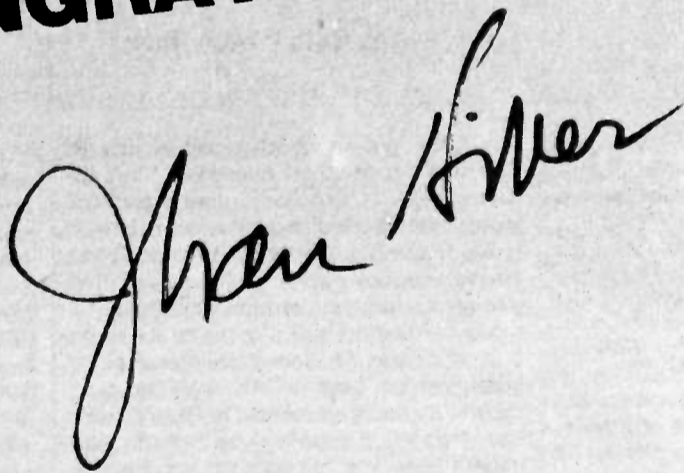
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News/Talk



GAIL MITCHELL

Sex Therapy On Radio: How Far Can It Go?

Since radio first opened its airwaves to psychologists, the door has opened even wider to include sexual help shows. Like their psychological counterparts, these hosts must not only tread the fine line between advice/actual diagnoses but also between the realm of good taste/cheap thrills.

I discussed the implications and benefits of such shows with WYNY/New York's Dr. Ruth Westheimer and WPBR/Palm Beach's Terry Garrity. Though each handles her show differently, both women share the same goal — to educate.

With both clinical and academic experience, Dr. Ruth also spends her time as an adjunct associate professor at New York Hospital-Cornell Medical Center, teaches at Adelphi University and maintains a private sex therapy practice. However, she emphatically cautions, "I am not doing therapy over the air." Her "Sexually Speaking" program first began as 15-minute taped segments (12:15-12:30am Mondays). That lasted a year. Then in September 1981, due to enthusiastic response, she went live, presently running in the Sunday 10-11pm slot. In honor of go-

orgasm to anything that people ask me or that I think ought to be discussed," she replies. "But I also get a lot of relationship questions. At the same time I love to put humor in because sex should be for recreation and not only procreation." She refers frequently to planned parenthood and other types of clinics.

Real People

The "real" people Dr. Ruth talks to include a "beautiful cross-section" — professional, non-professional, teens, college students and middle-agers. She says she receives more calls from younger people and others who wish she'd been around 30 years ago. In one instance a teenage boy wrote in concerning a masturbation problem, but in his note he referred to the act in slang terms. I asked the doctor if there are

"I love to put humor in because sex should be for recreation and not only procreation."

— Dr. Ruth Westheimer

ing live, WYNY distributed T-shirts proclaiming, "Sex On Sunday, You Bet" on the front with "Thanks to Dr. Ruth Westheimer On 'Sexually Speaking' Only At WYNY 97.1 FM" on the back. More than 3000 requests poured in. Soon, according to Dr. Ruth, her show will be on both the AM (WNBC) and the FM.

Tremendous Obligation

The idea for the program was spawned at an area broadcasters' meeting at which Dr. Ruth was asked to speak. She recalls, "I said 'You broadcasters have a tremendous obligation to get a program like this on the air so people who don't have an opportunity can get good sound advice and good sound talk about sexuality in terms of all the scientific knowledge that we do have.'" Each show usually begins with one or more letters being read on the air followed by a usual barrage of phone calls. One Sunday alone, the count was around 256.

As a rule, Dr. Ruth doesn't feature any guest speakers. She explains why. "I was advised not to have other sex educators or sex therapists on because I can do that. I'm not interested in consultations, which means I'm not looking for people who would disagree in order for us to have a good show or good fight. Let other people do that." An admitted stickler about contraception, Dr. Ruth Westheimer covers a wide range of subjects, too. "I discuss very explicit sexual matters, masturbation to premature ejaculation to



Dr. Ruth Westheimer

any limits put on what people ask her or how they phrase their questions. "No, absolutely not. If somebody (uses a certain) word, I don't repeat that same word. In sexuality it's very important to be sensitive to people's feelings so I would answer that young one in terms of masturbating but I would not correct him. I'm not on the air to correct people. I believe there should be no censoring as long as it's done in good taste." By the same token, Dr. Ruth doesn't use four-letter words — neither do her callers. However, she does get her share of gigglers whom she handles just as seriously. Dr. Ruth continues, "Because of the atmosphere I'm creating and because of the style and the way I'm handling it, I've not had to use that dump button even once. If I can hear the person who talks to me, even if I hear giggles in the background, I don't care. I don't know if there isn't somebody out there who has the same question."

"The reason for the program is to educate people in a palatable way. People can have the sex life they are entitled to, and the key in nearly all cases is knowledge."

— Terry Garrity

Dr. Ruth feels very strongly that "Sexually Speaking" really helps listeners and that other stations should contemplate doing something like this on a regular basis. "I don't think it's therapy, but I do think that it gives information," she concludes. "I think of myself as an educator on the air. People

- Education — not titillation
- Anything pertinent is fair game for discussion
- People are interested in other people's problems — "It's not a soap opera."

are interested in other people's problems; this isn't a soap opera. These are real people who call in with real problems. If I can prevent one pregnancy that is unwanted, then I have fulfilled a function."

Terry Garrity considers her expertise stems from her nonacademic approach. The author of "Sensuous Woman," "Sensuous Man" (with "M"), and "Total Loving," she first became involved in this type of work as part of a woman's group which decided to get together to talk about their sex lives and how to improve them. She then decided these discussions were excellent book material.



Terry Garrity

She was first approached last year by a television station to do a show patterned after "Phil Donahue." When that deal fell through, she was asked by President/GM Everett Aspinwall and PD Valerie Aspinwall to do a radio show based upon a sexual help theme. "Let's Talk About Sex" debuted in September and still occupies its original Saturdays, 4:05-6:00pm time period, despite an unpleasant reaction from the county's older, conservative element. Many were shocked and upset, and before long there was a concerted effort to force her off the air. However, the Aspinwalls backed her up 100%, telling its audience, "You can complain but the program stays." According to Terry from that point no other "get rid of Terry Garrity" movements have surfaced.

Traffic Cop

Terry compares her talk host role to the job of a traffic cop. She explains further, "In the beginning people would call up and ask my credential. I'd tell them I had no credentials, which flustered them no end, especially the belligerent ones who were ready to tear me apart. I am unique in that I am a lay person so I can have a feeling about what the lay person would like to know. But I also have enough knowledge from having access to doctors and medical literature to be able to get competent people on, steer them, and clarify their confusing answers for the generalist. I make no pretensions to being a doctor nor would I answer their questions myself."

Generally, Terry always begins her show with a main subject and guest. She converses for about half an hour to 45 minutes depending on the subject to give the audience an opportunity to learn more and have something "to feed on." Then she opens up the phones. "Their questions must pertain to the subject," she points out.

determine how much they actually knew about sex as a whole, including contraception. One extremely popular guest is Dr. Everett McClintock, an OB/GYN who has worked with Masters and Johnson. When he's on, listeners' questions and topics run the gamut, including what physically happens to the body during sex, advising one man afraid to have sex because of a recent heart attack, and also what sex therapy is and isn't ("people still have the idea that you have to go in, take your clothes off, and people watch you having sex").

Nuts And Bolts

Terry emphasizes that her show offers "more than the nuts and bolts." It's how sex affects all walks of life. For example, her subject one week was "Women's Romance Novels... Do They Influence Our Sexual Attitudes and Expectations?" This show featured a panel of romance novel fans who shared their reading experiences. It seems most read these novels for escapism and that any unreal expectations concerning their lovers and sex depended on the woman involved — although one reader was moved enough by the books to want to embark on a camping trip so she and her husband could make love in every state.

As to how graphic/technical her weekly discussions become, Terry said, "There are no four-letter words, of course. But any description or any name of body parts and any name that's the scientific name of a sexual act we go right for. I'm quite clear on it because I think people ought to start hearing that. We certainly will mention oral sex, anal sex... we'll mention all of that if it is pertinent. It has to be in the context of what we are discussing. Nothing to titillate."

Though pleased with the response thus far, Terry does wish more teens would call in. Right now she primarily receives calls from average, middle class persons, blue-collar and white. And, in spite of the relative wealth in her listening community, she gets very few calls from the higher-income bracket, possibly because she feels they would rather go to clinics than call in, though she concedes that may be a generalization. Like Dr. Ruth she is very conscious of the strength it takes to call into such a program. "I make sure no one is left hanging because I think that's cruel. Even when we go off the air, I make them answer all the calls. You set yourself up as a program to help people; you just don't use them."

Terry also agrees wholeheartedly about the good such shows can do for the listeners. "It helps in the most important way," she adds. "The overall premise and reason for the program is to educate people in a palatable way. It's put them on to learning more. And that's the whole point — to widen people's horizons. People don't have to settle for terrible, boring, or inadequate sex lives. They can have the sex life they are entitled to, and the key in nearly all cases is knowledge."

In terms of other stations following suit, she is all for it but touches on the scarcity of specially talented hosts. "Community-oriented shows are very helpful to those people. They appreciate it. But I don't think we can overdo it at the moment because they're going to be hard put to find enough people who are competent to do it and be honest. I couldn't do it on a daily basis — there aren't enough experts who would be willing to leave their offices and do this every day. I would say a once a week program could be invaluable."

"They just can't call in generally. They can have a question or a comment."

Topics range through venereal disease, sexual dysfunctions, children and sex, rape, sex education, teenage pregnancy, incest, and female orgasms. She even went so far as to give a 50-question test to listeners to



JEFF GELB

LOS ANGELES GETS TOO HIP

The KLOS Success Story

The first big news from the fall Arbitron sweep results was the 12+ victory of KLOS/Los Angeles in a close race with competing KMET. It's the first 12+ ratings win for the ABC-FM over Metromedia's AOR in over four years, and it caught many in the industry by surprise, but not KLOS PD Tommy Hedges: "My first reaction was a sigh of relief and a feeling of 'At last!' Actually, Mediastats were showing a flip-flop battle and our own in-house research indicated it would be an extremely close book."

KLOS did especially well in teens, rising 10.7-13.5. This wasn't the station's target demo, but Hedges wasn't complaining: "We were programming for 18-34 with an emphasis 18-24. But there's no overwhelming favorite CHR station here, and teens are traditionally the volatile segment of the audience, and the least loyal. They switch to the station they perceive as being the hippest, and I'm glad we fit that bill."

Musical Consistency

The "hipness" battle is an ongoing one between KLOS and KMET, which are next to each other on the dial. Hedges commented on the musical differences between the two stations: "KMET is a very well-programmed station; I'm glad we were able to beat them. Musically there are many similarities in our music. We may play more nationally-prominent tracks for a longer period of time. And, by using our music systems we achieve, I feel, a greater degree of show-to-show musical consistency. We're aiming to recapture the preeminence the station used to have for playing the most significant rock cuts in Southern California."

KLOS's music library, which Hedges admitted was smaller than KMET's, includes only smatterings of new wave and local music. Hedges explained, "To a certain segment of our listening audience, new

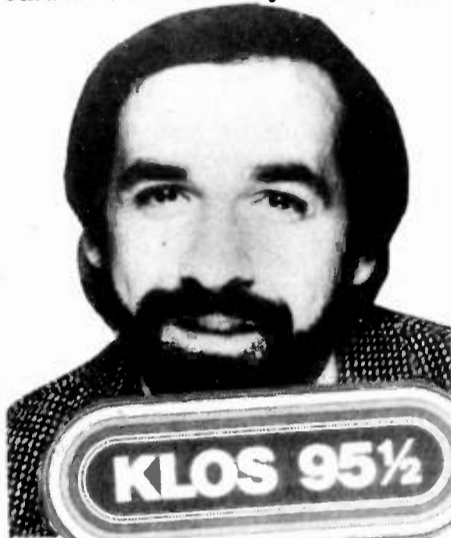
AGE	KLOS-FM :
12-17	26.0%
18-24	37.8%
25-34	28.1%
35-44	3.0%
45-54	2.8%
55+	2.3%
12+ TOTAL	60,800

wave (or whatever it's called) is quite important. That segment is served very well by KROQ. I think Rick Carroll is doing an incredibly good job in dealing with the major problem with this music: its lack of familiarity. By putting it in strong rotations, he helps give the song familiarity and generates sales. When we see something happening saleswise we may choose to jump on it. We have to keep in mind, though, that this segment, while vocal, is not that large.

"We have instituted weekly hourlong shows for both new music and local music, giving people the chance to tune in at a specific time if they're into those kinds of music."

Callouts

KLOS's music is chosen at weekly music meetings, and later researched by a callout system created and designed by Steve Casey (now with Sebastian-Casey & Associates). Hedges stated, "I feel the music research has been really important in what we've done here. It helps us fine-tune what we're doing, hopefully putting us in a situation where we'll be able to hold our lead.



"We test everything in the library except new stuff. It's impossible to get any sort of opinion from someone who doesn't know the music being played. One survey answer they can give when we play a song is 'I don't know that song.' We're not asking them to

"Music is our friend on the radio but it's the personality we can really look to for inspiration."

react to what they hear over the phone; we're playing the songs to give them a reminder beyond the song title. Callouts give us a sense of how familiar a song is becoming, and hints as to when to rest a song that may be burning out.

"The important thing to remember," he continued, "is that music research (to my thinking) does not attempt to achieve a statistically significant sample of an entire population. We're looking for a sample of a population that is apt to answer the type of call that might lead to them receiving an Arbitron diary. It's certainly possible to achieve a statistically significant sample of that subset of the population."

No music may be added to KLOS's music system unless it adheres to certain ABC corporate policies. Hedges explained, "It's a series of requirements we must meet for musical objectivity. In the past year there have been some relaxations in the policy's strictness, so I certainly don't feel like my hands are tied. There's a certain amount of paperwork involved and there have been times when I haven't been able to add some records as quickly as I wanted to. But it would never keep me from playing something like the next AC/DC album, for example."

Taming The Wild Frazer-Beast

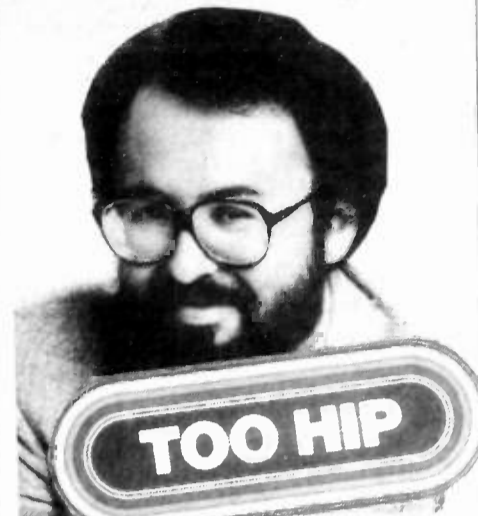
There's more to KLOS than music. For starters, there's irreverent morning man Frazer Smith. Hedges said, "Frazer has epitomized (even beyond his actual airshift) the redefinition of KLOS as a hip place on the dial. We had lost that for awhile, but now 'Too Hip' has gone beyond being a drop-line of Frazer's to become a decal we

Promoting KLOS

"I'd like to think we were equally responsible as the programming department for the success of this radio station." That's Steve Gaspar's summation. As KLOS's Director of Creative Services, Gaspar heads a staff of three and controls a whopping annual promotional budget of nearly \$600,000.

"Most stations spend promotional money in conventional advertising (TV, billboards, print)," Gaspar said. "We spent \$125,000 last year in decals and another \$125,000 in T-shirts. We take dollars and convert them into forms of direct advertising (similar to direct mail) which puts a low-cost item into the hands of a known KLOS listener."

KLOS staffers have passed out well over a million rainbow decals with group names and the station's call letters and slogans in the year-and-a-half since the promotion's inception. Most of those are given away from the back of a mobile home by staffers referred to as the "KLOS Cool Patrol" (a slogan used by morning show host Frazer Smith) at area rock concerts. Gaspar reported, "We do swap meets, auto shows, and other functions, but you can't beat rock concerts for getting together so many people you know listen to your radio station. You can hand them a decal and by the end of the night, our research has shown that half of them are on their



cars. It makes our listeners into advertising vehicles for us."

Gaspar added, "It's not any one promotion that has been the success of the station. It's the consistency of seeing us in the parking lot at every rock show in Los Angeles. We're always there."

see all over Southern California."

He continued, "Generally we meet daily after his show to discuss what he's up to. I'm also in touch with his writers to discuss possible ideas for future shows. He is a tremendous talent; basically a stand-up comedian who is modifying his style to work on a music radio station. I'm very pleased with the progress we've made toward that end; we've achieved a balance between his humor, which is incredibly good, and the music."

Personalities

Frazer Smith is daily proof of Hedges's

everyone. Once something is decided on, Steve Gaspar and his crew can be depended upon to get the job done.

"Certainly a lot of credit must go to our ongoing relationship with Jeff Pollack's organization. He's been terrific as our consultant from day one, and we work together very well. We talk often.

"Newspeople Larry Jacobs and Michael Benner help keep the station in balance. There's no benefit in our trying to go head on against people as funny as KMET newspeople Parquat Kelley or Ace Young; they're hilarious. Plus there's a segment of our audience which, although they can appreciate humor, don't want it in their news. There are a lot of serious things going on out there and those are the topics we want to deal with. That doesn't mean we can't have fun elsewhere, such as in features like Darrell Martinie's daily astrology reports.

He continued, "I'm a big believer in special programming. We take a lot of the Rock Radio Network material, plus the 'BBC Rock Hour' and a number of Source and RKO shows (though not as their primary L.A. affiliate). Plus we do TV simulcasts with two VHF and two pay-TV services. Every Tuesday on the air we play two songs by the same artist back-to-back. We do weekend specials like A-Z's and block parties. It's real important to offer people different things to listen to and think about. Day to day we promote internally as much as possible to keep the energy level up. Music is the meat and potatoes of KLOS, but we have to keep other stuff coming as well."

Hedges is well aware that KLOS's ratings edge over KMET was a slight one, and knows that his chief AOR competitor will be working hard to regain those few ratings points in the upcoming sweep. When asked how he intends to keep KLOS on top he responded, "We need to remain consistent. For four years KMET defined the sound of

belief that radio isn't complete without personalities. "I was a DJ myself for 12 years," he recalled. "I think of what Stan Freberg has always stood for: making radio magical. Music is our friend on the radio but it's the personality we can really look to for inspiration."

When his jocks seek inspiration, Hedges advises them to keep in mind the image of a typical KLOS listener: "a 20-year-old guy who's totally into music," Hedges reported. "When a jock sits down at the board, he's heard every record, done every rap; he's already seen the show. The typical listener tunes in for maybe an hour a day. We have to remember the need to be actors and actresses in terms of on-air delivery. It's just like being in a Broadway show. Every time you see a show it's as if they're doing it for the first time. That's exactly how I want the jocks to be on the air, and I must say, the entire airstaff has performed wonderfully."

Other Success Factors

Hedges discussed other factors that he felt contributed to KLOS's ratings success

"Callouts give us a sense of how familiar a song is becoming, and hints as to when to rest a song that may be burning out."

this book: "No doubt our image reversal, which was our first hurdle, was dependent on the efforts of our promotion department. We have weekly meetings to determine future promotions, with ideas coming from

success in L.A. AOR radio. Hopefully what we have done here in the last year or so is to redefine what will become the AOR standard for the '80's. We'll try to perpetuate that."

AOR

EVOLUTION

KGUR/San Luis Obispo is a new AOR. GM is Ron Finn, PD Ric Stratton and MD Willie Bardelli... KXFM/Santa Maria PD Ed Ryba transfers to Production Director... KYTX/Amarillo PD Don Siltton steps down but retains MD title. New KYTX PD is airstaffer Phil Couloudon. Joining for mornings is Chris Manning from Q107... Harlan Winslow is named Acting PD from

the airstaff at KZOZ/San Luis Obispo... Marsha Cumming is the new MD for KSMB/Lafayette from the airstaff... Oscar Medina exits as Co-MD of KLBJ/Austin... Meg Griffin is upped to full-time nights at WNEW-FM/New York... Jim Herron exits the Jeff Pollack Organization to return to radio as PD of WXTR/Washington... Michele Robinson Sayre elects to remain with KLOL/Houston as MD... KZOK/Seattle hires Greg McClure from neighboring KZAM as News Director... Gerri Wells is upped to Public Affairs Manager at WLUP/Chicago... Beth McBride joins KFMH/Muscataine from KRNA/Cedar Rapids for part-time airwork... Blake Brodersen joins KLPX/Tucson from neighboring KWFM for weekends.



LUNATICS LOOSE IN PHILLY — Philadelphia was the place where the "Lunatic Fringe" hung out backstage after a recent concert by Capitol's Red Rider. Pictured (l-r) are Capitol's Maureen O'Connor, group's Jeff Jones, Ken Greer, Tom Cochrane, Rob Baker and Peter Boynton, WMMR MD Joe Bonadonna, and Capitol's Michael Lessner.



PRIZE-WINNING GUITAR — Barking Pumpkin's Frank Zappa (center) greeted WDEK/De Kalb PD Ward Holmes (left) and WDEK listener Jeff Johnson (right), who won a station contest to fly to a New York City Zappa performance for designing a Marilyn Monroe guitar.

AOR Reporter Profile



Pensacola

PD/MD: Mark Sawyer
Power: 100,000 watts
Consultant: none

"My basic goal as PD is to make TK101 a station you can turn on any-time of the day or night and count on hearing the best music by the major music stars of yesterday and today. I'm lucky to have a staff of announcers who are headed in the same direction, and a manager who's in tune with AOR and who gives me the freedom to do promotions that help sell TK101. You have to have an active promotional outreach if you want your station to touch the listeners, which is what TK101 is all about. For instance, we sponsor a river race, overnight campouts, and do airshifts from the street.

"We play music that feels great and you know it's quality because it affects you emotionally. Basically I go with superstar artists because they sell and get great phone response. The other music that's new or by secondary artists is the key to a well-rounded sound. It's been a challenge to find ways of programming this music while remaining essentially familiar-sounding. This is a very competitive contemporary market, but because we're the true AOR station, we're not restricted to playing only the hits; we go two, three or sometimes four songs deep on an album. Our music is dayparted, becoming more rock and roll as the sun goes down. I wish we could rock out all the time, but while we have to keep the core 18-24 rock listener happy, we also have to be attractive to the 25-plus 'coat and tie' listener. You can do that with the right music at the right time.

"I want TK101 to come in first, and whatever helps is what matters in the long run. It's like Bear Bryant said last year, 'Being number one isn't everything, but it sure beats coming in second.'" — Mark Sawyer

UPDATE

More fall Arbitron AOR success stories arrive daily. Among them: Market-dominant books for WSYR/Syracuse and KGON/Portland; WEBN/Cincinnati and WFBQ/Indianapolis's best 12+ showings ever; WQMF/Louisville's format victory with new PD Tom Owens; WJMQ/Rochester's decisive 12+ victory over competing WCMF (a feather in consultant John Sebastian's cap); KISS/San Antonio's major gain; WYNF/Tampa's squeak past competing WQXM; KDKB/Phoenix's best-ever 12-plus; up books for both KQRS and KDWB-FM/Minneapolis; KFMH/Muscataine's debut in the Davenport Arbitron owing to a new transmitter tower; up books for Pollack clients KATT/Oklahoma City and KWFM/Tucson; WAPI-FM/Birmingham's format-smashing debut book; and many others. We're rolling!... WXRT/Chicago's "Blues Deluxe" album, recorded at the station's soundstage at the 1980 Chicago-fest, is up for a Grammy award in the Traditional and Ethnic category... KSJO/San Jose bet against WEBN/Cincinnati in the Superbowl. WEBN put up 102.7 cases of local beer, while KSJO bet 92 bottles of California wine and 92 loaves of sourdough bread. In a similar competition, KMEL/San Francisco bet Q102/Dallas over the 49ers/Cowboys game. Because the 49ers won, Q102 has to hold a Cable Car Benefit for San Francisco. If Dallas had won, KMEL would have had to hold a blood drive for a Dallas blood bank... AOR's did great in the latest Rolling Stone Reader's Poll: #1 was WMMS/Cleveland, followed by WNEW-FM/New York, WMMR/Philadelphia, KLOL/Houston, and WBCN/Boston... KICT/Wichita's celebrating its third AOR anniversary... KZAM/Seattle's giving away a brand new Camaro in a write-in registration promotion... WLUP/Chicago's holding a videogame tournament with a \$4000 grand prize: a projection TV, an Intelelevision master component and a full set of 25 cartridges.



SPRINGFIELD IS ALRIGHT WITH WMMR — Air personality Steve Sutton (left) and wife Harriett (center) struck a "Luke and Laura" pose when RCA's Rick Springfield (right) visited the offices of WMMR/Philadelphia during a break from his acting on the General Hospital soap opera.



SUPER BOWL OF ROCK — Super Bowl's 49ers helped KMEL/San Francisco and Journey raise money in a benefit for the city's cable cars. Pictured (l-r) are KMEL's Paul Vincent, Journey's Neal Schon, KMEL Promotion Director Kenny Wardell, 49ers Guy Benjamin and Dwight Clark.

COLOR

BURIED TREASURE: WMMS/Cleveland's sponsoring a rock & roll treasure hunt. The station has a map in the local papers and will air clues daily. Winners receive expenses-paid vacation trips to the Club Med resort on Martinique, a complete home stereo system, or a Mattel Intelelevision game unit with cartridges.

BANNER NIGHT: WQXM/Tampa held a banner contest at a Tampa Bay Rowdies vs. Chicago Stings soccer game. The most creative entry wins a 98 Rock satin jacket, while 98 runners-up receive soccer balls, 98 Rock socks, visors, and license plates.

AQUA DREAMS: WLRS/Louisville, in conjunction with McGuffey Lane's "Aqua Dreams" LP, is awarding a waterbed to the listener who phones in the most creative erotic aqua dream!

TAKE OFF: Several AOR's are sponsoring contests that send listeners on expenses-paid vacations. WCOZ/Boston is awarding ten free ski weekends for two at several area mountain resorts, while WVBR/Ithaca

is sending two winning listeners to Jamaica for coming up with the most creative reasons why they deserve to take the trip. WLVQ/Columbus sent two listeners to the Super Bowl for calling the station when they heard songs that made reference to the Bengals or the 49ers. And WPYX/Albany, in conjunction with Bob & Doug McKenzie's Polydor album, is sending listeners on Vermont ski trips for guessing the outcome and score of the Super Bowl competition.

CONCERTS & CONVERSATIONS

PRESENTATIONS: WSYR/Syracuse presented Rods for \$1.94... WXKE/Ft. Wayne presented McGuffey Lane for \$1.04.

GUEST DJ'S: Bob Weir on KBCO/Boulder.

CONVERSATIONS: Pretenders on WDHA/North Jersey... Nils Lofgren, Joan Jett on WEZX/Scranton... McGuffey Lane on WXKE/Ft. Wayne... Shooting Star on WFBQ/Indianapolis... Bryan Adams, Eddie Schwartz, Chilliwack, Toronto on CITI-FM/Winnipeg... Eddie Schwartz on CHOM-FM/Montreal... Kinks, Bryan Adams on WLRS/Louisville... Bob & Doug McKenzie on WXRT/Chicago, KUPD/Phoenix, WMET/Chicago... Ventures on KLAQ/EI Paso... Blasters on KTIM/San Rafael... Del Shannon on KEZY/Anaheim... Joan Jett, Bob & Doug on WMMS/Cleveland.

The Music Section

AOR's Most Accurate
Music Information

Begins Page 42

COMING NEXT WEEK: We interrupt our AOR Arbitron success stories for an interview with consultant Jeff Pollack, whose client stations have fared well this book, ten achieving format dominance. Next week Jeff will discuss upper demo positioning, networking, the symbiotic radio-record company relationships, and lots more.

Adult / Contemporary



JEFF GREEN

Prescription For Upset Ratings? It's "Magic"

The Fall 1981 Arbitron results are returning, with much programmer anticipation, and some surprising results. The battle of AM versus FM continues, and if one conclusion can be made regarding A/C, it's that there is no clear winner either way. Some FM A/C's crushed their AM competitors. In others, AM'ers either continued to dominate or gained ground over erratic FM challengers. Some markets are neck-and-neck, or split among multiple variations.

It's a safe bet that a consistently respectable performance pleases radio management more than a roller coaster ratings ride. WMGK/Philadelphia, known as "Magic," is one such station that not only has been delivering steady, profitable numbers, but has served as a model for many A/C FM's around the country.

20-year veteran PD Bob Craig told the story of WMGK's launch from near last in the market to become the number 1 music station in just one year, and how it's kept the success rolling. Bob also shared a glimpse of what he believes this "magic" station represents:



Bob Craig

chatter. We lay low on cluttering the station, and that's really the key to our success. Any good PD realizes that clutter is bound to do you in one way or another. Clutter is not to be confused with good DJ presentation and programming concepts, however."

Keeping Local, Keeping Comfortable

"Another link to our chain of success is localization. I believe in well-seasoned localized personalities who, on a nice day, suggest a hot soft pretzel and a walk through Center City. That says a hell of a lot more than handing the jock a liner card that reads, 'What a great day to walk around Philly.'"

"We promote through TV primarily, and keep a low on-air profile. We make sure the

"We lay low on cluttering the station, and that's really the key to our success. Any good PD realizes that clutter is bound to do you in one way or another."

Expanding The Potential Audience

"When I first came here, the station was in a 'pop'-soft rock format and appealed to a very limited audience. An experiment in an AOR-soft rock direction proved fruitless owing to a lack of good, familiar product, and so we abandoned it quickly. There was a beautiful opportunity to succeed with an A/C music format on FM, so instead of being a loose soft AOR that relied heavily on soft material by current artists, we began to add more programming formatics and mechanics. You can't beat familiarity, no matter what format you're doing. Therefore, we started to offer the familiar material, and still maintained the presentation of a smooth, professional A/C station. It took off immediately!"

Clutter-Free A/C

"We're not a full-service A/C station, but we do sprinkle in news and information when it's needed. Essentially, we are a music station. If you ask me whether our station is foreground or background, I'd have to say we're in between. The jocks aren't stilted or 'Beautiful Music' announcers. They know where and when to execute conversation and rap. If we were more foreground, we'd be obligated to include full-service features, contests, and

album and ticket giveaways relate to the music we're presenting. We could give away \$60,000 homes and expensive cars, but unless the approach and concept is "magical" and consistent with our sound, we stay away from them.

"What is the 'Magic' philosophy? To run

Progress

Programming/ Operations/Management

C.J. Jones is the new General Manager at WTMA/Charleston, while afternoon personality



Bruce Scott

Ken Moore is promoted to PD/MD... Norm Anderson has been appointed PD at KPAT/Sioux Falls... Former KZZB/Beaumont Operations Manager Don Golden moves across town to accept the PD post at KOLE... Dick Grant leaves the music duties at WRVA/Richmond to be named Operations Manager at WLVA/Lynchburg, VA... William Meyer is the new Program Manager for WGBZ & WGBU/Sharon-Farrell, PA, formerly of WFMG/Youngstown... Greg Williams is promoted from MD of KBOZ/Bozeman to PD of sister KBZN. He retains his KBOZ PD duties... Bruce Scott joins WFUN/Ashabula, OH as PD, formerly PD of WKSU/Cleveland... Steve Popp is upped from Production Director/morning drive to PD at WAZU/Springfield, as the station switches from

Maps of Orangeburg County with Orangeburg, South Carolina

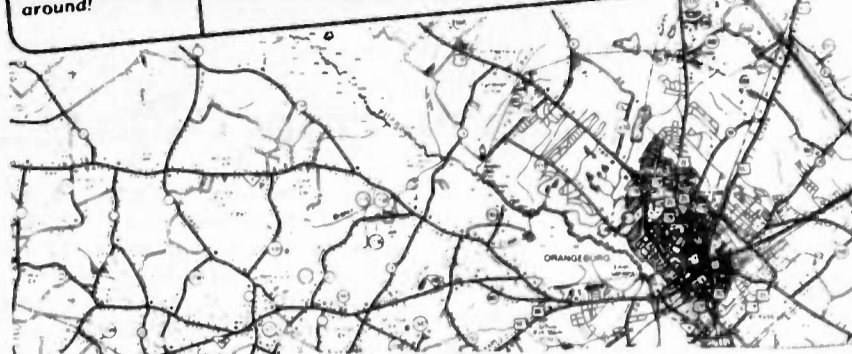
Happy to help you find your way around!

WORG

AM 1580 & FM 104

Phone 803/536-1580

P.O. Drawer 1386 • Cannon Bridge Road
Orangeburg, South Carolina 29115



WHERE AM I? — WORG/Orangeburg, SC participated in an interesting way to help tourists and newcomers find their way around and tune to "Orangeburg's Radio Station." 5000 full-size maps are being handed out to motels all over the county.

a very clean-sounding radio station that is unobtrusive, without clutter, that talks to and entertains the people of this community. Our station makes them feel comfortable. I believe in designing a comfortable-sounding station that appeals to all listeners, whether they join us for three minutes or three hours.

"I realize we have the reputation of being a very tight station musically, but the only guilt I find in myself is when we hold back

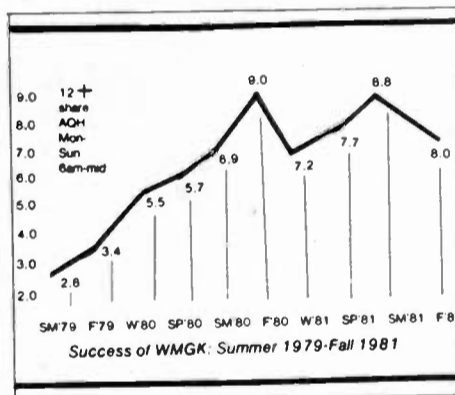
every new record we add. I don't want twenty records to program. I need twenty programming records. Those are hard to find, and that's why I'm considered a conservative programmer. If the records are right, I have no hesitation — in fact, I take a great deal of pleasure in breaking them!"

Readers Suggest Low-Cost Opinion Polls

In the December 1981 issue of R&R, a story on KOMO/Seattle's debut of the Bell System's TeleVote service was featured. At \$20 an hour and 50 cents per call, the system makes sense for large market stations with far-reaching signals and the likelihood of generating thousands of responses.

For secondary markets, Greg Thomas from WCVS/Springfield, IL and Denny Nugent of WTVN/Columbus, OH offered these simple, money-saving alternatives:

Use two separate incoming lines to handle the yes-no or A-B votes. If personnel aren't available to answer the calls, two code-a-phones hooked to incoming lines and equipped with counters can handle the job. Either way, allow extra voting time to account for busy phone lines.



really good records that fit the format. Not just records with chart numbers, but strong, well-defined standards. I'm looking for that standard, that classic quality in

The Music Section

A/C's Most Accurate Music Information
Begins Page 54

AOR to A/C... Lee Tobin is promoted from MD to Assistant PD at WRKA/Louisville. He keeps his MD title... WDEF/Chattanooga appoints former traffic reporter and weekend talent Dean Lewis to PM drive/MD... Jeff Davis steps up from middays and Promotion Director to also become MD at WTRX/Flint.

Air Personalities

Carolyn Poland, known as "Crunch," joins Ron Morgan as part of the morning team on KS94 (KSD-FM)/St. Louis. Carolyn's background includes radio work in several top ten markets... WOMC/Detroit appoints Roy Stephens to evenings, up from part-time and previously Program Manager at WMUZ across town. Also promoted from part-time to overnights is John Wettlaufer, formerly of Detroit's WTWR... Stu Collins moves from afternoons to morning drive at WFYR/Chicago. Also at WFYR, Scott Evans previously PM drive at KFMB/San Diego, is named afternoon drive personality... Mike Scott is the new afternoon talent at KULF/Houston, formerly PD at several major stations, including KLIF/Dallas, KCBQ/San Diego, and KFRC/San Francisco... After recovering from brain surgery, Drewe Phinny returns to WRKA/Louisville's morning show. Also at WRKA, Jeff Crawford takes the overnight show, formerly

MD at WBGW/Bowling Green. Gary Moore, former Continuity Director, is now evening personality... Steve Kerner, previously at WPST/Trenton, is a new weekend host on KHTZ/Los Angeles... WBAL/Baltimore has named Sue Serlo midday personality, the station's first woman to host her own music and news program. She comes from public affairs and evenings at crosstown WMAR... Joe Christopher now handles overnights on KFMB/San Diego. Joe previously spent 13 years at KOY/Phoenix... WROR/Boston welcomes two new announcers: Dave Michaels (weekends) from WCGY/Lawrence, MA, and Neil Jackson (part-time) from WFEA/Manchester, NH... WSYR/Syracuse also appoints two new air personalities: Rick Gary (mornings), promoted from Production Coordinator/swing shift, and Phil Chordas (evenings), formerly part-time and Creative Services Director for WBEN/Buffalo... Lorraine LeDuc is the new evening personality at 14Q/Worcester. She joins 14Q from WGRP/Webster, MA... New lineup at WRIE/Erie: 5:30-10 Ted Abbott, 10-2 Jay Scott, 2-7 Bill Brophy, 7-midnight Dave Labrozzi, overnights Ken Nolan, weekends Pat O'Day, Tom Dibacco, and Eric Chase... Art Sanner joins WDEF/Chattanooga as jazz programmer/personality.

Country



CAROLYN PARKS

COUNTRY CLOSEUP

Bob Wills Documentary Planned

KFDI/Wichita is preparing a 12-hour documentary for its parent company Great Empire Broadcasting to be recorded during February in Dallas. The project, which country historian Hugh Cherry is writing and voicing, is produced under the direction of Dr. Charles Townsend...KECK/Lincoln just signed on as an affiliate for RKO II...

John Lund & Associates will now be consulting WCII/Louisville (as well as sister station KJ100)...Several awards of note as WCXI/Detroit's News Department cops four awards in the 1981 United Press International Michigan broadcast competition, including "Station Of The Year" in its division. Newsman Paul Snider also won for "Best Documentary" and "Best Editorial" as did Sports Director Chris McClure for his program "Beyond The Final Score"...

In other awards, KHJ/Los Angeles Traffic Manager Melida Smith was named as a quarterfinalist in the eighth annual American Song Festival for her entry "Together, You And Me"...KHSL/Chico, CA MD Leon Washburn writes that Santa was very good to the station this year by providing the staff with a brand new 3200-square foot facility, the first move for the station since 1953. New phone number is (916) 893-8926...WHYL/Carlisle, PA is now airing a bluegrass program every Sunday night and requests appropriate product



Melida Smith

from record labels...KYXX/Odessa also needs album service desperately if they are to continue airing album cuts...Charlie Ross, PD of WDDT/Greenville, MS, mentions his singles service could stand some improvement too...KSKX/Topeka just premiered an "Album Hour," which highlights both debut albums as well as past favorites...

So You're Looking For A Job

John Olson, PD at KS100/Cleveland, is looking for an afternoon drive personality. Contact John at (216) 696-2455...WRKZ/Knoxville OM Steve Bridgewater (who just recently joined the staff from KHUT/Hutchinson, KS) needs a morning drive personality. Call (615) 546-6121 if qualified...KTFX/Tulsa has several openings: Full-time DJ, part-time DJ, full-time News Director, and part-time sports announcer. All qualified applicants send T&R to Dwayne Alan Helt, PD, KTFX, 5840 S. Memorial, Suite 103, Tulsa, OK 74145.

Moving Up & Moving On

Congrats to WCUZ/Grand Rapids OM Larry Patton on his appointment to WCXI PD (R&R 1-22)...WITL-FM/Lansing PD J.C. Sears departs for a position with IBM in Florida. Mid-day personality Johnny Austin takes over that position while retaining his airshift. Other changes at the station find Steve Williams moving from the sales department



Johnny Austin

NOTHING SUCCEEDS LIKE...

...WOKQ AND SUCCESS.

WZZK & WOKQ

*** Capture Print Media Attention**

One advertising medium so often overlooked or haphazardly thrown together is print. WZZK-FM/Birmingham and WOKQ/Dover, NH have both put together very impressive promotional pieces that are used for both newspaper ads and as sales tools. Both of these ads demonstrate how effective print can be when carefully thought out and developed with a clever theme and eye-catching copy.

(* Based on Spring 1981 Arbitron figures.)

ment to afternoon drive, Russ Crawford promoted from part-time to overnights, replacing T.J. Daniels, and morning drive personality Tom Carter upped to Promotion Director...WBCS-FM/Milwaukee MD Michael St. James will be moving on, although he has not yet announced where. PD Pat Martin will take on the MD chores...WMAQ/Chicago names Curt Curtis Farm Services Director, the first such position at the station, which also has contracted for White Sox baseball games from 1982-86. The Sox games were previously broadcast over WBBM...Tony Russell, former PD of WMKE/Milwaukee, joins WJEZ-FM/Chicago as an announcer...John Webster joins the WHK/Cleveland staff as News Director and morning news anchor. John is a former PD for the station...Former WBT/Charlotte "All Night Trucker's Show" host Larry James is WYAK-AM & FM/Surfside Beach, SC's new PD...KEEN/San



Jeff Rollins

Jose PD Jay Albright is relinquishing his four-year morning show to former KEEN afternoon Jeff Rollins. Jeff most recently was on the staff of KNBR/San Francisco...KFH/Wichita afternoon drive jock Bill Collins promoted to Promotion Director, while 6-11pm personality Bill Hickman named Public Service Director...KIGO/St. Anthony, ID MD Kipp David moves to a similar position at KLIX/Twin Falls and is replaced by Mike Wood...Dale Mitchell, formerly with KXLR/Little Rock, is WMC-AM/Memphis's new 1-4pm talent, replacing Chris Angel who moves to 4-7pm. Station's Kathy Thurmond also upped to News Director...KEBC-FM/Oklahoma City welcomes John Arnold to the sales staff...Larry Hoefling joins K95FM/Tulsa as morning news anchor from KTMC/McAlester...David Shaw (from KNAB/Burlington, CO) replaces Bill Scott on the 6pm-midnight shift at KVOC/Casper...KATY/San Luis Obispo, CA names Mark Davis to the midnight-6am shift...KHSL/Chico adds two new staffers, Mike O'Shea for sales (from KBLF/Red Bluff) and Jim Swanson for on-air and production (formerly with KUBA/Yuba City and WKKD-FM/Aurora, IL)...

The AM/FM Switch

Last year there were a slew of stations converting to Country. This year is starting off a little differently with several stations

switching formats between the AM and FM frequencies. WTHI/Terre Haute moves its Country format to the FM dial, calling itself HI-99 with heavy emphasis on live personalities, while the AM takes on a music format the station calls Beautiful Contemporary, featuring 70-80% vocals of both MOR and Contemporary artists. The AM staff has also moved en masse to the FM with one new addition, Dave Gibson on all nights...In another AM/FM switch, KYSS/Missoula, MT flips its Country format from AM to FM with the AM now programming soft rock. All of the AM staff has moved over to the FM with the inclusion of all-nighter Monty Turner from KDXT in town...Meanwhile, WOKK/Meridian, MS is flip flopping not only formats but call letters. Effective in early February, WOKK-AM will be WOKK-FM, while WALT-FM becomes WALT-AM (got that?). Both stations retain their original formats...Further developments find Kansas City's "Continuous Country" KCKN-FM changing call letters to KFKF. Now known as "FM 94," the station is awarding at least \$1000 to each caller who catches them playing fewer than three songs in a row...Bet you didn't think there was another way to spell "Kicks" through call letters. Well, you're wrong! Former CHR-formatted KKRC/Sioux Falls has changed to Country and is applying for new calls KXXS. The Sherwood/Hennis consulted facility is looking for an air staff. Contact Jim O'Neill, PD...And yet another "Kicker" emerges as former KDWZ-FM/Grand Forks-Crookston becomes KYCK-FM. The station changed format to Country back in September...Another Country changeover is WCMT/Martin, TN, which abandons its A/C format. Steve Hilton, PD, is in need of record service. Please send to Box 318, Martin, TN 38237 or call (901) 587-9526...WVOJ-AM/Jacksonville, under the direction of newly appointed PD Bill Wise, shifts to a Country Gold format. Former KCBQ/San Diego morning team Charlie & Harrigan are now doing mornings at the station. Other station changes find Tom Allen (from WMEX/Boston) in the noon-4pm slot and Mike Roberts (formerly from BJ-105/Orlando) handling the 4-8pm shift as well as Production Director's duties...

Searching For That Country Star



Gail Zeller & Jay Albright



Blackberry Ridge

Each year many radio stations around the country participate in what is probably the most extensive talent hunt conducted in the country music field...Ray Price's "Wrangler Country Starsearch." Finalists are usually selected from either tapes submitted to sponsoring stations or through weekly "Battle Of The Band"-type promotions. As local winners are chosen from

various areas, they go on to the state finals and ultimately to the national contest, held in Nashville in late April. Each divisional winner is awarded a cash prize, with a grand prize of \$50,000 and a recording contract, a big attraction to many an aspiring artist.

Gail Zeller and her band The Gamblers walked off with the top prize in KEEN/San Jose's "Starsearch" contest. Gail is shown here with KEEN PD Jay Albright. The Penn-

sylvania State Finals are being hosted by WRKZ-FM/Hershey, which is entering its own local winner, the Younger Brothers. WQHK/Ft. Wayne, WKXA-FM/Brunswick, ME, and WIXZ/Pittsburgh are a few of the other stations presently conducting a local talent hunt, as is KKAL/Arroyo Grande, CA, which turned the event into a "Starsearch Dance" (pictured) for its listeners before announcing the winning band, Blackberry Ridge.

The Music Section

Country Radio's Most Accurate Music Information

Begins Page 50

Inside Nashville



BIFF COLLIE

MADE IN THE USA: Walter Bouillet advises NBC taped a 25-year salute to Leroy Van Dyke's entertainment career. Also congratulations to Leroy and his wife Gladys on their new son... They taped that 25th anniversary salute to Jerry Lee Lewis last week for HBO pay TV... Another Loretta Lynn TV special coming up? The first one in November beat out "Lou Grant" and "Monday Night Football" with a 32 audience share... The "Barbara Mandrell Show" TV

salute to Loretta adds luster to "smelling the flowers" for the girl from Butcher Holler, KY... U.S. District Judge John T. Nixon issued a temporary restraining order banning Album Globe Distributing Co. of Hendersonville "from falsely representing that Barbara Mandrell is the artist performing songs on the album 'Barbara Mandrell: Come On, Come On'"... Jimmy Fortune of Charlottesville, VA starts touring with the Statler Bros. on a temporary basis, replacing the ailing Lew Dewitt, who is recuperating at his home in Virginia from regional enteritis. Dewitt, after hospitalization, had a relapse and returned to the hospital... Chet Atkins moved into his own office building at 1013 17th Ave. South, Nashville, but has shelved plans to open a museum, at least temporarily. He is still an employee of RCA, I understand, and will produce some RCA artists, play golf and do some concerts (whenever he pleases)... Congratulations to John Conlee, who announced his engagement and forthcoming marriage to Gale Schauer of Nashville. The vows are set for April... Prayers for Cal Smith, who's undergoing a throat operation that's likely to keep him offstage for up to six months... Congratulations to Kenneth Richardson, named "Bus Driver of the Year" by the Professional Drivers For Entertainers. The award was presented, along with the "Million Mile Award" for safe driving, by his boss lady Jeannie Kendall at the Drivers' annual banquet in Nashville... Will Mickey Gilley bring the Las Vegas Orchestra to Gilley's in Pasadena???... Nat Stuckey announced and sang the United Airlines commercials you may be hearing... George Jones and Hank Williams, Jr. are packed together on early '82 dates in the South... Bill Walker flew home from Hawaii to take care of the music on the Jerry Lee Lewis TV salute, then boarded the plane and returned to Honolulu to wind up his annual holiday there... Hall of Famer Jimmie Davis and wife Anna Gordon lost many original pictures, song manuscripts (like "You Are My Sunshine"), his Hall of Fame plaque, and a rocking chair given him by President John Kennedy in a fire which caused over \$200,000 damage to their Baton Rouge home... Gordon Terry (he was on the Mandrell TV show Saturday night) and Bob Willis inducted into the Fiddler's Hall of Fame... Lacy J. Dalton lives near the Northern California mudslide tragedy, lost friends that horrible week in the disasters... Norma Jean (remember Porter Wagoner's vocalist B.D.) working package shows with another former Wagonmaster Buck Trent and with Claude Gray.

MULTI-MEDIA '82: Those in the industry have known for years that Nashville would be a "boomtown" one day. Many indicators point to cable television and cable radio being instrumental in making Nashville a production center on a par with

New York and L.A. Last month WSM Inc. announced affiliation with Associated Press in the Music Country Network, starting with network all-night programming and ultimately expanding to 24-hour programming service. Last week NLT Corporation, parent company of WSM, announced agreement with GWSC (Group W Satellite Communications) to produce the Nashville Network for cable TV. This will entail 910 hours of programming in seven half-hour shows to air each weeknight on the network. The network is scheduled to begin airing in early 1983, starting with 12 hours of programming a day and later expanding to 24 hours. NLT will be responsible for programming and GWSC responsible for sales, marketing and distributing the network to local cable TV systems. "The Shopping Game," a Nashville-based game show on TV that will allow viewers to purchase items with credit cards by dialing a toll-free number, is the beginning of a new era of marketing. Beginning January 25, "The Shopping Game" will be test-marketed in San Diego, Long Island, NY, Cleveland, and San Francisco. America Video Shopper, the parent company of the project, has already sold syndication rights to Satellite Program Network of Tulsa and will extend to other cable networks. Regular programming is slated to begin in mid-November... Showbiz, the oldest syndication firm in Nashville, now owned by Multi-Media, Inc., just announced a series of nine Country Music Specials for this year, budgeted at \$5 million, the biggest-budgeted package in the history of syndicated TV. Agreements have been concluded with Dick Clark, and with Bob Precht, producer of the Country Music Association's annual awards show, to produce a total of four of the shows. Kris Kristofferson is the first star to be signed for involvement with these specials. Nashville continues to grow as a multimedia center, just like you knew it would.

WHISPERS: Lynn Anderson paid over a million \$\$\$ for a Nashville showplace handy to the tour route of the stars. More on that when it's confirmed... Another Roy Acuff testimonial in his hometown of Knoxville February 1. More on that next week... Chet Atkins, just back from Europe where he produced an album on Roger Whitaker, has finished mixing. Chet was on "Austin City Limits" last week on PBS. He's funny. One of these days he's gonna do a "live" comedy album and surprise the whole world... Ask Eddy Arnold to tell you about his grandson Shannon and his dog Sheb... Floyd Cramer's new Manager is Walter Sills. They're busy preparing a couple of TV pilots.

PLAIN TRUTH: "How'm I doing? Well, I just tied another knot on the end of the rope, and I'm hangin' on."

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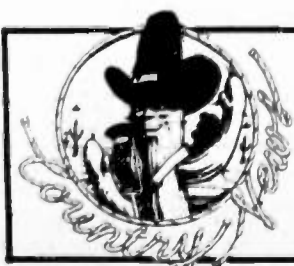
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Black Radio



WALT LOVE

WOL'S "CONTEMPORARY ADULT" FORMAT

Washington's New Black Alternative

Washington, DC, the nation's capital, is one of the most competitive markets in the broadcast world for Black radio. Now there's a dramatic new format approach in town. I spoke with newly-appointed WOL-AM Program Director Robyn Holden. WOL most recently was formatted Black News/Talk, and Ms. Holden has been brought in to install and direct the new music format. We will explore some of Ms. Holden's past broadcast career, plus what she envisions for AM-WOL's future. I also had the privilege of talking to Co-Owner/General Manager Cathy Liggins Hughes, who had some interesting comments about her Program Director, Music Director, News Director, her format, and her sensitivity towards females seeking employment within the broadcast industry.

Robyn is a graduate of City College New York (CCNY) where she obtained a B.S. in Communications, while majoring in radio and television. Her professional career started at WLIB-FM/New York, now WBLS. Robyn came to my attention during a period of time when I was consultant to a group of black Atlantic City businessmen



Robyn Holden

who were about to obtain the license for a radio station which ultimately became WUSS. Robyn was the only female announcer I could find at that time who had that "I'm in charge," entertaining on-air sound. After some hard work and countless critiques of airchecks, she was ready for D.C. She then went on to be a very impressive talent at WHUR.

Robyn set the stage for WOL's decision. "First let me give you some background on the Washington market and why we feel we can accomplish our goal. In the last few years, Washington basically has become a 75% black-populated market. Also, the advertising community is looking for the radio stations which have the adult audience; they are looking for 25-49 year-olds. Most people living in Washington are in that age group and they are working. Next, take into consideration because they are working they have money to spend on houses, cars, new clothes and are major record buyers, because Washingtonians love their music. The final key is the majority of these people are working for the federal government. Whenever other cities have high unemployment Washington doesn't, not like other parts of the country. The DC market consumes whatever is consumable because of the money here.

"We now are going to reflect the new change in Washington's attitude. For example, when the disco craze came about, it took DC by storm, but it also left out a group of people. Everyone didn't want to dance all the time. There was that group of people who wanted to listen to some good music and enjoy themselves. What we're doing here at WOL is moving back to the audience

that wants to listen to good music. We want the people who will listen to Earl Klugh, who will listen to Patti Austin, but who will also listen to Christopher Cross — and remember, this group that I'm talking about is black. I'm 29 years old, I like the theatre, the opera, a festival-style concert by, let's say, Stevie Wonder at the Capitol Center, I like a little Nancy Wilson on my radio in the car. I want a radio station that can take care of my needs. Our research says there's a void here for us to fill and we plan to fill it."

Music Details

I asked Robyn to give some examples of the type of music she plans to utilize. "In the mornings we use things like Rockie Robbins, Jose Feliciano, Freddie Hubbard, the Four Tops, things that will ease you out instead of jamming you out of bed. We want to play things that will help you move around the house and get yourself together and off to work in a very smooth fashion. As we move through the day the pace would pick up some with things by artists like the Jones Girls, Diana Ross, Isley Brothers, Kool & The Gang, Ronnie Laws, and Patti LaBelle. In the late afternoon, 3-7pm, you hear a little bit more of Phyllis Hyman, Angela Bofill, maybe even a Carmen McRae." I noticed those are mostly female artists — is there any formative reason for that? "No, not at all — that was just to give an idea of the approach we are using — we want a soft melodic sound. Male artists who would fit into our 7-midnight hours are Peabo Bryson, Billy Eckstein, Barry Manilow, Nat 'King' Cole, etc. What we are trying to do is like making a good soup. When you're cooking, you sprinkle in different ingredients, like a little garlic for taste and smell. A music format is the same — it must be spiced up a little. Things by the Jacksons, Michael Franks, Ashford & Simpson, and Luther Vandross are all things we use to swoop across our targeted demographics, because we are Contemporary Adult." Robyn added that WOL will play 80% black music.

I asked Robyn if she thought the station has a chance to beat the FM stations in Washington. "No, but we're not trying to beat them, we don't have the power and wattage to beat them. What we know is this — there are contemporary adults out there who don't want to be thumped, bumped and funk'd to death. We also are not trying to be a Jazz station; we have Pacifica (WPFW) for that. Our audience is out there and they're not being served — now we're here to serve them and

KJLH Morning Man Makes Positive Impression On Police Chief

A few weekends ago I heard KJLH/Los Angeles personality Levi Booker talking about crime. Not only was he talking about crime in general, but "black-on-black crime." Rarely in all my days of being connected with broadcasting have I heard anyone really put themselves out there as a concerned citizen and a human being like this message. Obviously, it touched someone who knows more about the subject than any of us in radio. The following is a letter from Joseph T. Rouzan Jr., Chief of Police in nearby Inglewood.

Dear Levi:

Just a note to let you know how much I really enjoyed and appreciated your show on Saturday, January 9th. Your segment on crime and the community participation was outstanding.

It was great to see a person of your influence and following make such courageous statements. My whole family was listening and made very favorable comments.

We have some large mountains to climb and as a product of the east side of Los Angeles and from the streets, I understand both sides. But, as you said, "We are not out there ripping off people stealing and mugging" — crime was not created by poverty or misfortune.

Yes, we must get good, effective, honest and fair law enforcement, and I am happy to say I plan a major role in getting officers to treat people with respect and dignity. I will continue to do that, but as has been said all too often, nobody will/can help us but us.

I applaud your efforts and many young people in the community have talked to me most positively about your Saturday show. As an officer for the Los Angeles Police Department for 21 years, the Chief of Police of Compton for four years, and now the Inglewood Chief of

Police, I know we have some battles to conquer, but we shall overcome. Anytime I can be of service, please call on me — united we can make it work. Dr. King had a dream of brotherhood and equality. He did not live to see it, but the burden is still on our shoulders. We have an obligation to our people to examine the human condition today, and ask how we can make it better.

Keep up the good work — we love you.
Sincerely,

Joseph T. Rouzan Jr.
Chief of Police
Inglewood, CA

For all of you general managers and program directors of Black radio stations around the country, this may be something you can do in your cities. Crime is something we must all be concerned about in all parts of our community. Levi is devoting Saturday mornings to on-air live conversation with his listeners while also entertaining with the music — and he gets in all the commercials! It's just a thought...

I think we'll get our share of the market. Our General Manager, Cathy Liggins Hughes, was my GM at WHUR when it began having successful ratings and she is giving me the same freedom creatively now as she did then. Mrs. Hughes believes, we all do."

GM's Perspective

I realized that at WOL there's a female Owner/GM, a female PD, and a female news director, and I decided to talk to Mrs. Hughes about the new music format and what she hopes to accomplish. "Number one, I'm very excited about the opportunity of working with Robyn because I think she is one of the most gifted broadcasters in this country and I'm happy to be able to provide an opportunity for her to grow in the management end of the industry. I also have been very fortunate to hire William Dennis, our Music Director, as part of our team. William was my MD at WHUR. The three of us functioned efficiently and effectively as a team at WHUR and our effectiveness is still hanging in place there — which is the ultimate compliment that can be paid to anyone in the business. There's a lot of enthusiasm around here because it's like old home week.

"Number two, we have geared our format to appeal to an adult audience. There's a lot of youth-oriented radio in Washington, as in other cities. One of my main criticisms of Black radio is that it really never addresses the black adults in the community. Although there are always certain songs that are popular with both the youth audience and the adult audience, there are

some songs that black adults like to hear that don't appeal to the youth audience, and most Black-programmed facilities kind of ignore that. I think that unfortunately black-owned facilities have picked up a bad habit by continuing to pattern their formats and their direction after white-owned Black-formatted stations. The problem is these stations just ignore the fact that after you're a teenager you become an adult. Your lifestyle, your values, and your preferences change, which is not to say that you necessarily lose an appreciation for a certain musical style, but it is to say that most individuals' preferences and tastes become more refined. This is what I want my new format to address itself to, the adult population of Washington, DC."

Finally, I asked Mrs. Hughes if by design or some other reason she had hired women as department heads at her station? "Well, my News Director Verna Avery has been with me a year, she was our News Director under the News/Talk format. I must say, this is not by design, but I would be lying if I did not tell you I am very sensitive to female professionals, because I'm a woman. I feel the same way that I feel about blacks in responsible positions — having a responsibility to be sensitive to other blacks who are competent. As a black woman I feel we have that same obligation. I am more sensitive but not by any type of structural design. It just happens that the persons most qualified for the positions we're discussing both happen to be women."

As time goes on we'll keep a watchful eye on WOL's progress in the DC market. Can WOL make an impact on the nation's capital similar to the impact it made in 1965 when it first changed to a Black music format? We'll have to wait and see. Yet one thing is quite evident — the owner and staff are professionals utilizing their knowledge and capabilities in a scientific approach.

The Music Section

Black Radio's Most Accurate Music Information

Begins Page 52

THE PICTURE PAGE

Alabama Platinum Jubilee



Alabama's members were awarded platinum albums for their "Feels So Right" LP by RCA executives between shows at New York's Bottom Line. Pictured celebrating are (l-r) RCA VP Joe Galante, group's Randy Owen, RCA President Bob Summer, group's Teddy Gentry, RCA VP Larry Gallagher, group's Mark Herndon and Jeff Cook, RCA VP's John Betancourt and Jerry Bradley, and label's Dave Wheeler.

Doobies' Sydney Success



The Doobie Brothers toured Australia recently, and were given special sales awards by WEA Records in Sydney. Pictured (l-r) are group's Patrick Simmons, manager Bruce Cohn, group's John McFee and Michael McDonald, promoter Kevin Jacobsen, WEA Managing Director Paul Turner, and group's Keith Knudsen, Willie Weeks, Chet McCracken, Cornelius Bumpus, and Bobby Lakind.

Jon & Vangelis & Friendly Platinum



Polygram Canada President Peter Erdmann flew to London to present Jon & Vangelis with a platinum LP for their "Friends Of Mr. Cairo" LP and a gold award for the single of the same name. Pictured (l-r) are Vangelis's manager Jjannis Zlagraphos, Polydor UK's Jim Cook, Jon Anderson, Vangelis, Erdmann, and Polydor UK Managing Director Tony Morris.

Columbia's Streak People



Badland/Columbia artists Streak played the Country Club in Los Angeles recently. Pictured backstage (l-r, standing) are manager Chuck Rozen, Badland President Bruce Bird, Columbia's Wayne Edwards, group's Giovanni Bartolotto and Dan Riccardelli, Columbia VP Ron Oberman, Columbia's Tony Zetland, CBS's Dennis Hannon, and CBS VP Rick Kudolla; (l-r, kneeling) group's Billy DeMartino, Ron Abrams, and Randy Oviedo.

Shannon Fans Backstage



Network's Del Shannon played L.A.'s Country Club in support of his first album of new material since 1968, "Drop Down And Get Me." Pictured after the show are (l-r) Network VP/GM Rich Fitzgerald, Shannon, Network President Al Coury, EIA Exec. VP Vic Faraci, and EIA Sr. VP Jerry Sharell.

Genesis Generation



Atlantic Records hosted a party for Genesis after their Byrne Arena/New Jersey show recently. Pictured at the festivities are (l-r) group's Mike Rutherford and Tony Banks, Pete Townshend, group's Phil Collins (seated), and Atlantic President Doug Morris.

Golden Maze



Capitol's Maze were presented with plaques denoting their fifth gold LP, "Live." Pictured at the presentation following a Santa Monica Civic date are (l-r, front) Capitol VP Bob Young, label's Steve Buckley, group's Sam Porter, and Capitol VP Dennis White; (l-r, rear) group's Roame Lowry, manager Vernon Jones, Capitol VP Varnell Johnson, and Maze's McKinley Williams, leader Frankie Beverly, Billy Johnson, Phillip Woo, Robin Dube, and Robin Smlth.

Renaissance In New York



IRS artists Renaissance returned to the U.S. and played a date at New York's Savoy Theater. Pictured after the show are (l-r) group's Jon Camp and Michael Dunford, IRS's Michael Plenn, group's Annie Haslam, and A&M VP Michael Leone.

Opportunities

Openings

EAST

Are you research oriented with radio background? Send resume and cover letter to Buzz Brindle, MTV, 1133 Ave. of the Americas, New York, NY 10036. EOE M/F (1-29)

New owners seeking adult PD and staff for MOYL in NH. T&R to Mark Enceon, Box 329, Bath, ME 04530. (1-29)

WIGY, 50,000 watt CHR-FM, has news/programming openings for eager people. Send T&R to Scott Robins, Box 329, Bath, ME 04530. EOE (1-29)

Suburban Boston broadcasting group needs full-time personnel in all phases. T&R to Brad Murray, V.P. Group Operations, Box 487, Marshfield, MA 02050. EOE M/F (1-29)

Want to perform in one of North America's most exciting cities? Expo's yourself! T&R to B. Beau Dean, 98 CKGM, 1310 Greene Ave., Montreal, Quebec H3Z 2B5. EOE M/F (1-29)

50,000 watt FM seeks experienced announcer for night shift. T&R to WKHI, Box 758, Ocean City, MD 21842. EOE M/F (1-29)

Future airshift openings at WRKI (195), 50,000 watt Superstars AOR. T&R to Bob Kocak, WRKI, Box 95, Danbury, CT 06810. EOE M/F (1-29)

WORC/Worcester seeks full-time air personality for A/C. T&R to Gary Scott, PD, 8 Portland St., Worcester, MA 01808. EOE M/F (1-22)

Openings

Expanding market, suburban Washington, D.C., A/C seeks experienced AM drive announcer/sales combo. T&R: Jay Rutherford, WAGE, Box 1290, Leesburg, VA 22075. EOE M/F (1-22)

News hustler needed for CHR station. Good delivery/solid news judgment. Minimum 1 year experience. T&R: Bob DiPetro, WHEB, Box 120, Portsmouth, NH 03801. (1-22)

Drive time news anchor needed immediately. T&R to Jeff Howlett, WBBF, 50 Midtown Tower, Rochester, NY 14604. EOE M/F (1-22)

OVERNIGHT OPENING

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Honolulu, Hawaii 96825 (808) 395-9800

Opportunities

Openings

Program Director. Experienced PD needed to hire, train and maintain air staff for FL A/C. Call Tom, (904) 378-1230. (1-29)

Modern Country station needs experienced jock with good production. Send T&R to WYRL, 2221 Front St., Melbourne, FL 32901. (1-29)

Experienced reporter/anchor needed for AM/FM combo in 200,000+market. Contact Larry Hart, MD, KTEM/KPLE, Box 1230, Temple, TX 76503. EOE M/F (1-29)

Operations Director wanted for AM/FM. Management team/excellent benefits. T&R to Joe Warner, President, WCEC-WFMA, Box 4006, Rocky Mountain, NC 27801. EOE M/F (1-29)

Morning Man

Southern medium market station located right on the beach is looking for a dynamic, innovative, creative, talented and mature morning man to work with a successful MOR format. Send tapes, resumes, salary requirements and references to Radio & Records, 1930 Century Park West, #304, Los Angeles, CA 90067.

KLBJ-FM/Austin seeks top-flight announcer with strong production. T&R to John Logan, KLBJ, Box 1209, Austin, TX 78787. No calls please. EOE M/F (1-29)

Y103 (WIVY-FM) looking for slightly crazy morning man with proven track record for AM team. T&R to Robert John, WIVY, 3100 University Blvd. South, #302, Jacksonville, FL 32216. (1-29)

Openings

WBOQ/Daytone Beach, 100,000 watt CHR looking for bright, funny morning man. T&R to Rick Knight, Box Q102, Daytona Beach, FL 32015. No calls. EOE M/F (1-22)

Now accepting T&R for future air talent for Country. Minorities encouraged. Send to: KCCW, GPM Bldg., South Tower, San Antonio, TX 78216. EOE M/F (1-22)

AUSTIN TEXAS - KHFI

Number 1 station in market has opening for a creative and productive Program Director. Applicants must have the desire and ability to win. Send tape and resume to include ideas and concepts and what you have done to make you a winner.

KHFI

1219 West 6th-Austin, TX 78703

Equal Opportunity Employer

WBLQ (96ROCK) Superstars looking for afternoon drive air talent. Good voice, production skills. T&R to Neal McNeal, Box 5000, Montgomery, AL 36192. EOE M/F (1-22)

Newsperson and afternoon drive jock for A/C format. Send T&R to Steve Lake, KBIU, Box 3306, Lake Charles, LA 70601. (1-22)

Openings

Adult personality for morning at Top 50 A/C. No beginners, no calls please. T&R: Bruce Garraway, WQRK, 180 New Town Rd., Virginia Beach, VA 23462. EOE M/F (1-22)

Come live by the sunny sea. Midday opening. Adult who can communicate with adults. T&R to Stanley B., WFMD, 1889 Wilmington, NC 28401. (919) 783-6363. EOE M/F (1-22)

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

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

MIDWEST

Lifestyle news oriented people wanted for future openings. T&R to Mark Elliott, KEYN, 2829 Selina, Wichita, KS 67204. EOE M/F (1-29)

Openings

Opening available for experienced newscaster; full-time, benefits available. Females & minorities encouraged. Call Donen Paster, (313) 871-0590. EOE M/F (1-29)

Stuart Broadcasting needs announcer, also a newscaster. Send T&R to Orv Koch, 625 Stuart Bldg., Lincoln, NB 68501. EOE (1-29)

Needed badly, experienced entertaining morning man for CHR. Top dollar. Send T&R to Garry O'Neil, PD, KTRS, 251 W. 1st, Casper, WY 82601. EOE M/F (1-29)

Opening Soon

for experienced PD at mass appeal FM. Top rated 12-44 station in Top 50 market needs a well-organized Program Director with expertise in planning outside promotions. New equipment, new building. Send tape and resume to Radio & Records, 1930 Century Park West, #302, Los Angeles, CA 90067. EOE M/F

Full-time immediate/future openings. CHR/AOR format. Experienced/excellent production a must. T&R, salary requirements: Steve Grezino, KFMZ, Box 1345, Columbia, MO 65205. (1-22)

WDJX/Dayton CHR needs afternoon or night talent. One-to-one communicator, no whiners just winners! Call Charlie, (513) 429-9090 2-8pm EST only. (1-22)

A natural entertaining, creative personality is being sought by Cleveland's FM Country. T&R to Jon Olson, KS100, 1 Playhouse Square, Cleveland, OH 44115. EOE M/F (1-22)

Marketplace



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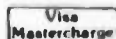
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Opportunities

Openings

WJML/Petoskey, MI needs full and part-time personalities. Live by the bay! Females encouraged! Production a must. T&R: Mike Benson, Box 99, Petoskey, MI 49770. EOE M/F (1-22)

E. Alvin Davis & Associates, looking for a humorous morning talent. Voice, characters, etc. desirable. T&R: E. Alvin Davis & Associates, 3515 Bookmark Place, Landen Farms, OH 45038. EOE (1-22)

KDVF-FM (V-100)/Topeka has immediate opening for morning drive personality. T&R to Tony Stewart, Box 1478, Topeka, KS 66601. EOE (1-22)

MAJIC 108 FM NEWS DIRECTOR

St. Louis Urban Contemporary/Black market leader. Seeks qualified NEWS DIRECTOR/ANCHOR with proven journalistic abilities. Willing to pay for the right person, plus great benefits package. Send tape, resume and photo to:

MAJIC 108 News, P.O. Box 4660, St. Louis, MO 63108. EOE

Are you crazy enough to work in Indianapolis? Are you considered a "Dangerous Character"? Tapes only: WNAP, 2835 N. Illinois St., Indianapolis, IN. EOE (1-22)

WXKE/Ft. Wayne wants to hear your AOR delivery for future openings. Send T&R: Rick West, 4740 Colwater Rd., Ft. Wayne, IN 46806. EOE M/F (1-22)

Musician/Group Coordinator Manager. Perform as a lead vocalist/guitarist and Manager of Business Affairs of a musical group on scheduled performances throughout U.S. and abroad. Coordinate schedules and activities, plan, develop and organize programs and be responsible for completing various arrangements to insure compliance with obligatory and contractual functions including arrangements for foreign TV and Radio appearances and publicity. Confer with other performers in the group and establish individual responsibility. Must travel and work variable hours including weekends. Must have at least 4 years experience as a professional vocalist/guitarist including 2 years experience in managing and supervising performances and travel arrangements. 40 hrs, 5 day week. \$30,000 year. Send resume to Radio & Records, 1930 Century Park West, #306, Los Angeles, CA 90067. EOE M/F

WEST

KFTN/Stockton has opening for a full-time engineer. Send T&R to John Hampton, 2171 Ralph Ave., Stockton, CA 95206 or (209) 948-5786. EOE (1-29)

Future position, DJ/Sales, experienced preferred. Great beginning position. Near Portland. T&R to Debra Clay, KOHI, Box 398, St. Helens, OR 97051. EOE M/F (1-29)

K104/Fresno is in need of competent Music Director. Send T&R or call Tom Saville, PD, KIOY, 1785 N. Fine Ave., Fresno, CA 93727 or call (209) 262-8994. EOE M/F (1-29)

KFMG has possible opening for full and part-time announcers. T&R to John Florence, 5601 Domingo Road N.E., Albuquerque, NM 87108. EOE M/F (1-29)

Station in Major

Western market, looking for an experienced morning air personality. Salary range \$50,000-\$100,000 annually. Send T&R to:

Radio & Records,
1930 Century Park West, #305,
Los Angeles, CA 90067.

Sunny central California medium market Country station seeks mature-sounding, reliable AM drive talent. T&R to PD, Box 797, Modesto, CA 95354. EOE (1-29)

Rock and Roll FM needs air talent. Programming experience a plus. T&R to KXFM, Box 1964, Santa Maria, CA 93456. EOE (1-29)

Metro Traffic Control looking for on-air reporters covering traffic conditions in the L.A. and Orange County areas. 2 years experience required. Rhonda Kramer, (213) 464-8400. EOE (1-29)

Personality wanted at KFKA in CO. Prefer 2 years experience and strong production. T&R to Dave Taylor, Box K, Greeley, CO 80632. EOE M/F (1-29)

KVEL/KUIN is now accepting T&R for future opening in quickly growing station in market. Send to John Bailey, KVEL/KUIN, Box 307, Vernal, UT 84078. EOE (1-22)

Lost my afternoon person to WJJD/Chicago. Who's next? Sking, hunting and great radio. Profit sharing and hospitalization! Call Chuck White, (307) 832-0551. (1-22)

A/C KLUB/Salt Lake City looking for a morning personality. Must communicate with 35+ demo. Send T&R: Scott Gentry, P.O. Box 389, Salt Lake City, UT 84110. (1-22)

Country loving KRSY now accepting applications for future openings. 1 year experience. T&R to Tony Lucero, Box 1981, Roswell, NM 88201. EOE (1-22)

Openings

KGE/Oldies/KGFM seeks open "A-team" salesperson in CA's second fastest growing market. Send resume to Jim Reah, Box 280, Bakersfield, CA 93302. EOE M/F (1-22)

KENI/Anchorage needs creative AM news drive person. Journalistic background, 3-5 years broadcast experience. T&R: Mark Rishie, 1777 Forest Park Dr., Anchorage, AK 99503. EOE M/F (1-22)

Production/copywriter/PM drive. Real pro needed at AM/FM in North San Diego County. No calls please! T&R to Steve Clark, KUDE/KJFM, Box K, Oceanside, CA 92064. (1-22)

Brand new 100kw FM in N.W. Wyoming seeks aggressive newperson. Excellent salary & benefits. Call Jim at (307) 527-8444. EOE (1-22)

Positions Sought

Attention CA AOR station's. Late evening/all night jock looking for a half secure, good paying job. All offers considered. GIL HERNANDEZ, (805) 644-5179. (1-29)

Experienced pro with programming and drive times. Preferable medium to major market. K.C. JONES, (919) 869-2502. (1-29)

5 year jock looking for competitive medium market A/C or CHR outlet to settle down at Midwest, FL or AZ region preferred. MARTY JOHNS, (414) 457-0974. (1-29)

JEFF BLAKE, former PD WCGQ/Columbus, and KSET-FM/El Paso leaves due to economic reasons, and seeks PD/FM position. (915) 581-7238. (1-29)

Top AOR talent with great numbers in nation's 13th market. Also 2 years Chief Engineer experience. All markets considered. Call (304) 383-9004 and leave message for BILL. (1-29)

Seeking medium market sports winner. My scouting report reads: Versatile, super P-B-P entertaining sportscaster and talk show host. Willing to relocate. Call C.W., (213) 679-8558. (1-29)

Creative production specialist, air personality, working 12 station market, available. Inquiries to JIM, 2218 10th St., Two Rivers, WI 54241, (414) 793-2079. (1-29)

7 year pro. Most recently WKOS/Nashville. Air personality, MD, research. JOHN MICHAELS, (502) 683-9834. (1-29)

Enthusiastic and hard-working jock with 3 years DJ/PD experience seeks medium market position. Strong production, great references. Call JONATHAN, (408) 268-2075. (1-29)

Ronald Reagan slashed my department. Air personality/MD seeks medium market PD or major market weekend slot with a West Coast team. JIM, (209) 522-5483. (1-29)

Experienced, consistent DJ wanting to move to another medium or larger market. Familiar with music, production and CHR and A/C formats. Call JEFF, (314) 334-4809. (1-29)

Experienced female personality and/or news seeking employment in L.A. area. (213) 375-4869. (1-29)

TOM MURPHY, formerly WRKO, WVBF and currently WEEI-FM/Boston, looking for major market jock and/or programming position. (617) 762-0173. (1-29)

9 years experience on-air with AOR, A/C and CHR. Prefer West Coast. Call NOLAN CRUISE, (808) 537-5813. (1-29)

Experienced air talent looking for new position with CHR station. Will relocate. For T&R call ROGER KELLY, (913) 762-2003. (1-29)

Experienced AOR, CHR jock. Hard worker, dependable, will take direction. Prefer West. Call (808) 792-4830 or (806) 745-3129. (1-29)

6 year programmer/personality/broadcast instructor looking for assistant PD or drive shift in medium to major market. Available immediately. DOC PHILLIPS, (307) 742-7892. (1-29)

Wolfman Jack? No! DR. JOHNNY FOX 12 year pro, available now. 30K minimum. A/C or Oldies. Only serious need inquire. (817) 274-1984. (1-29)

Air personality with AOR, A/C and management background. 3 years experience as PD/PA. Communications degree. Available in May. Call RAY, (305) 282-5539 or (305) 275-2133. (1-29)

DJ 3 years, seeking CHR/AOR. Currently market 137. Available now. Call BRUCE ARTMAN, (213) 596-6578. (1-29)

DALE REEVES in Cheyenne? Maybe. How about Denver? Write: Mtkus-Wolkenheim, Inc., 2911 W. Vliet, Milwaukee, WI 53208. (1-29)

Major market Assignment Editor/reporter looking for challenge as ND or reporter. 6 years experience. Strong reporting and writing skills. TONY, (313) 584-4959. (1-29)

DENNIS ELLIOT, looking for PD/MD position. Willing to relocate. Experience at 96KX, WPEZ, WFI, WQXI. Call (412) 873-4370. (1-29)

Have tape will travel. Assistant PD and Production Director in small market. 3 year pro, including P-B-P. Call (518) 274-5262. All offers considered. (1-29)

Tired of babysitting a computer. Looking for live format anywhere. Give me a listen and let's help each other. Call KEN, (518) 677-3087. (1-29)

Positions Sought

Want a CHR-A/C jock, that's teen oriented, communicates, excellent production, more powerful than a locomotive? (3 out of 4 ain't bad.) MARK SCOTT, (714) 968-0537. (1-29)

AM drive, relevant and enjoyable approach, incorporating basic. Phases. Humor geared to your market. Community involvement. Major market experience. Succeeding now. (809) 397-8318. (1-29)

Charisma in every market. Medium markets AOR, A/C, CHR air talent. Currently programming small market A/C. Unique adaptable personality. (906) 293-3863 or (906) 293-3221. (1-29)

Award winner in News/Talk, 5 years experience as Chicago producer, WY ND, CA PD. Available now. ART LYNCH, (707) 224-3809 or (312) 848-9263. (1-29)

I am starving in L.A. but a talk show dynamo. 12 year pro. Need work, any market. Call JIM anytime. (714) 821-2272. (1-29)

BILL EVANS, Asst. PD/MD WNOX/Knoxville is looking for medium/major market air slot. 10 years solid experience. Call (615) 523-4395 or (615) 637-9900. (1-29)

Help me keep my New Years resolution! 5 year pro looking for medium or large market A/C or CHR station to call home. JEFF KINGSBURY, (704) 754-4180. (1-29)

DAYNA STEELE, KRBE Asst. PD/MD and air talent now available for similar position. (713) 780-0961. (1-29)

Morning drive crazy/Chief Engineer/production man. Seeking combo position. 10 years experience. All mediums considered. Call MORGAN, (919) 734-5938. (1-29)

Experienced, aggressive, reporter/anchor person. Looking for first real break. Willing to relocate. T&R available. Call NOBLE, (717) 328-7139 mornings only. (1-29)

Automation/music programmer, announcer. 5+ years AOR, Soft Rock and MD experience in medium/major markets. Strong production, tight board, team player. DON (503) 342-7293. (1-29)

Canadian, 6 years experience on-air and programming. Looking for position on either side of the 49th parallel. For tape call (705) 326-1477. (1-29)

Major market personality looking for a change. Currently employed. Only major markets please. Call GARY, (214) 530-8145. (1-29)

Burgeoning talent with experience, savvy, drive. Want to perfect craft at growing CHR/Top 40 station. Client-pleasing production. Reliable. Available pronto! GB, (815) 229-1065. (1-29)

Experienced Program Director in Top 10 market looking for solid management firm in medium market. 13 plus years. Call (714) 657-2684. (2-12) *

Experienced Top 40/AOR jock looking to move West. Hard working and dependable and willing to take direction. Call BOBBY, (806) 792-4830. (1-22)

T. TOMMY needs a job. 6 year vet; MD and afternoon drive announcer. Outstanding production. Call after 6pm, (219) 275-4435. (1-22)

Looking for radio news in Southern CA. 8 years experience. Formerly KCKC/San Bernardino, KFMB/San Diego. JIM RUSSELL, (714) 862-0369. (1-22)

15 year 1st ticket familiar with AOR and CHR. Available full or part-time. All areas. DOUG CORY, (213) 368-1550 or 10435 Lindley, #250, Northridge, CA 91328. (1-22)

Dedicated sportscaster, radio, P-B-P or color commentator in all sports. Anchorman/future reporter ready to relocate. Contact BARRY SACKS, (914) 354-8945. (1-22)

BARRY McCOY, formerly WOHO/Toledo, WDUZ/Green Bay, looking for air position in medium market. Also would consider PD. Call (419) 698-9705. (1-22)

Good pipes, first ticket and 18 months experience in Phoenix and Evansville. Looking for stable CHR. Call WES SILER, (502) 826-5228. (1-22)

8 year veteran looking for new glg. A/C, CHR Midwest or East. No small markets. Call SCOTT, (517) 799-0984. (1-22)

Play-by-play is my game; JOE CORMIER is my name. Motivated and dedicated male seeking a sports directorship or equivalent. Three years radio and TV P-B-P at the high school and major college level. Good public relations person. Excellent references. B.A. degree in communications (1980). Tape and resume available. (318) 261-0821. Can be reached (8am-12noon, Mon.-Fri.) (2-5) *

MICHAEL KEATING, formerly of KWK/St. Louis, WINZ-FM/Miami, 991ZD/West Palm Beach, and WOVI/Ft. Pierce looking for AOR. Programming and former Music Director. Call (305) 484-1401 (WOVI). (1-22)

CLEARANCE SALE! Rock Duo for medium market. Drive. Proven record, stats, tapes; call (618) 985-3379. (1-22)

Positions Sought

I have the skills and the drive. Formerly mornings KIOA, WTVN. Let us win together. You'll be impressed! BRAC, (306) 276-2945. (1-22)

Ambitious and determined! Need DJ/Secretary? Ask for Jasmine. Have associate in radio. Experienced, but willing to learn more. T&R available, call (802) 723-6213. (1-22)

6 years experience. Announcer, PD, MD; Super copy and production. Looking for CHR or AOR. Prefer Midwest, will relocate for "right" position. (715) 234-8673. (1-22)

Announcer with 2 1/2 years experience. Good production dealing work in Rocky Mountain, Midwest region or New England. Call DON, (414) 682-9125. (1-22)

10 years experience. Jock with good pipes seeks CHR station in NY, CT, NJ area or other East Coast locations. Extremely reliable. BILL DALLAS, (516) 423-0187. (1-22)

Excellent news, sports writer, announcer. Solid interviewing, production skills. Various work experience, small stations, San Francisco. I'm mature, intelligent, hard-working. Masters. NEIL, (415) 282-9319. (1-22)

PD and MD experience. I also put together music specials and countdowns. Anything in radio or syndication. Call ANDY, (414) 324-2630 or (414) 324-4441. (1-22)

Changes

RADIO

Robert Tindle, formerly Chief Engineer of KIX/Dallas, TX, has been promoted to corporate Chief Engineer of Hicks Communications, Inc.

Steve Woodburn promoted to midday anchor position with Metro Control/Los Angeles.

Neil Peden upped to Chief Engineer, from assistant at KIX/Dallas, TX.

Robert Cecil named Account Executive at WBAL/Baltimore, MD.

Chet Borowski joins WCFL/Chicago, IL as Account Executive.

RECORDS

Jim Sales added to the promotion staff of AMI Records.

INDUSTRY

Ed Walker appointed Account Executive at Torbet Radio, Los Angeles.

Sandra Crystal named Account Executive for the RKO Radio Networks.

Steve Fret promoted to VP of Finance and Administration for Chappell Music and Intersong Music.

Miscellaneous

WHAU needs A/C record service from all labels. Send to WHAU, 30 How St., Haverhill, MA 01831. (1-29)

WRNL Contemporary Country Richmond, VA needs record service from all labels. Contact Mike Anderson, 7100 Bethlehem Rd., Richmond, VA 23228. (1-22)

R&R Opportunities Advertising

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

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

Frequency Rates *

1 Week	2 Weeks	3 Weeks
\$12 00	\$20 00	\$25 00

* Must run consecutive weeks.

Payable In Advance

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

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

Deadline for all Opportunities ads is noon (PST) Thursday.

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

JANUARY 29, 1982

This Week In Music History

BY DAN FORMENTO OF THE SOURCE

RCA Introduced 45 RPM Single

MONDAY, FEBRUARY 1 — In 1939, RCA Victor initiated "Project X," a comprehensive study of the record and phonograph situation, whose goal was to develop a music system that would eliminate some of the shortcomings of conventional discs of the day. The result was the first 45-rpm system, a smaller lightweight disc in a "single" size, which RCA announced ten years later, on February 1, 1949.

TRIVIA — The Beatles top U.S. charts with "I Want To Hold Your Hand," 1964... Fleetwood Mac tops British charts with "Albatross," 1969... Birthday greetings to Elvis's daughter Lisa Marie Presley, 14... and Don Everly, 45.

Sex Pistol Sid Vicious Dead

TUESDAY, FEBRUARY 2 — The scandalous and often violent story of punk rock pioneer Sid Vicious of the Sex Pistols ended on February 2, 1979, when he was found dead of a heroin overdose in a Greenwich Village apartment. Sid's demise came just 24 hours after he was bailed out of Riker's Island Prison, where he was remanded after being charged with the fatal stabbing of his girlfriend Nancy Spungen. Vicious was 21 years old.

TRIVIA — Warner Brothers signed Van Halen, 1978... Graham Nash born, 1943.

The Day The Music Died

WEDNESDAY, FEBRUARY 3 — Rock & roll greats Buddy Holly, Ritchie Valens, and the Big Bopper (J.P. Richardson) were killed on February 3, 1959, when the light aircraft carrying them to their next concert on a grueling U.S. tour crashed in bad weather shortly after taking off from Mason City, Iowa. The airplane smashed into a cornfield at Ames, IA, killing the 22-year-old Holly and its other distinguished passengers instantly.



TRIVIA — Bob Dylan's first recording session, 1961... Dave Davies of the Kinks and Melanie ("Brand New Key") Safka both turn 35 today... Johnny "Guitar" Watson born in 1935.

"Evita" LP Released

THURSDAY, FEBRUARY 4 — After the overwhelming success of "Jesus Christ Superstar," MCA Records anxiously released the follow-up effort from composer Andrew Lloyd Webber and lyricist Tim Rice on February 4, 1976... "Evita." Again a double-album set, this new "rock" opera chronicled the life of Eva Peron, the first wife of postwar Argentine dictator Juan Peron. "Evita" was later adapted to both London and Broadway stages. Casting for the film version is currently underway.

TRIVIA — Elvis Costello on the "Tomorrow Show," a rare TV appearance, 1981... Happy birthday to Alice Cooper, 34.

Bob Marley's Birthday

FRIDAY, FEBRUARY 5 — Rastafarian reggae superstar Bob Marley was born in Middlesex, Jamaica, February 5, 1945, the son of an English army captain. After starting welding as a trade, Marley turned to music when he met Jimmy Cliff, and recorded his first single, "One Cup of Coffee," in 1962. Two years later he formed the Wailers, writing most of their material. Island Records signed the band in 1971, and on that label they recorded their "Catch A Fire" LP and subsequent efforts.

TRIVIA — Other birthdays today include Al Kooper, 1944... Alex Harvey, 1935... and Nigel Olsson, 1949.

CHR

Hall & Oates No. 1 For 5th Week

Genesis, Stewart, Manilow, Richard Break

Pointers Grab Most Added

If not for the incredible endurance of Hall & Oates, there is little doubt that J. Geils would be a No. 1 CHR chart record. Since R&R's 12-18-81 issue, Hall & Oates have dominated.

Journey is up a healthy nine places, going top 10 in just three weeks. Strong momentum developed for Air Supply, Little River Band, Sheena Easton, Kenny Rogers, Diana Ross, Eddie Schwartz, Stevie Wonder, and Police. A Breaker for Genesis with the title cut from their album, likewise for Rod Stewart. Barry Manilow overcame resistance to break, and Cliff Richard departed from his usual uptempo style to break with "Daddy's Home."

Below the chart, the Pointer Sisters were Most Added, followed closely by the Go-Go's. Newcomers Huey Lewis and Joan Jett, along with a big week for Van Halen and Sammy Hagar, point to more rock playing on CHR station charts.

SEE PAGE 59

A/C

Fogelberg Leads The Band

Breaker For Journey, Jones/Ingram, Cliff Richard

Five New Chart Entries

As the third new No. 1 song in as many weeks, Dan Fogelberg has delivered back-to-back No. 1 hits! With tremendous upward growth, Kenny Rogers is making his move to take the number one spot next.

Journey, ranked Most Added for an incredible third consecutive week, reached Breaker status, along with Quincy Jones featuring James Ingram, and Cliff Richard. All three made large chart strides.

Five songs debuted this week: Cliff Richard, Anne Murray, Stevie Woods, Vangelis (the lone charted instrumental), and T.G. Sheppard. Following Cliff's footsteps, the latter four are all legitimate Breaker contenders.

Strongest of the newer songs include the Oak Ridge Boys, Sister Sledge, and Stevie Wonder. Brand new releases with impressive showings were Rupert Holmes, Meco, and Gene Cotton, all of which had strong early action.

SEE PAGE 54

AOR

Geils Tops In Airplay Prism Album Explodes On Chart

Le Roux Most Added Wabbit, Buffett, Aldo Nova Debut

The J. Geils Band snatched the largest number of reports overall and took another week at the top. Cars caught up in hot reports in what could be a tight race for number one next week. Police converted new hits for an upward climb. Joan Jett soared and Sammy Hagar more than doubled his hot rotations.

Prism burst onto the chart very high as stations were switching from last week's reports on the 12-inch single (already in medium and hot rotation in many areas). Big movers this week included Donnie Iris, Peter Cetera, Bryan Adams, Bob & Doug, and Eddie Schwartz. Chart debuts this week were Le Roux, who also captured Most Added honors, Wabbit, Jimmy Buffett, and Aldo Nova.

SEE PAGE 42

Country

Williams Repeats At No. 1

George Jones Debuts Strong Lacy Has Flipped

Don Williams became the first artist of 1982 to hold onto the top chart spot for two consecutive weeks. However, T.G. Sheppard looked very strong in the runner-up position and could be the one to watch next week.

George Jones's latest hit Breaker, racked up 63 new adds, and debuted at No. 43 on the chart.

Country releases in particular seem prone towards double-sided records. Lacy J. Dalton's "Everybody Makes Mistakes"/"Wild Turkey" single has caused some confusion. Before the holidays "Turkey" had enough airplay to debut on our chart and was clearly the "A" side. But now the situation has reversed and "Mistakes" is charted at No. 28. However, a number of stations are still playing "Turkey" and that side is now listed in Significant Action.

SEE PAGE 60

Black Radio

Six New Breakers George Duke, Sister Sledge Most Added Smokey, Lakeside Gaining

Lakeside, "D" Train, and Roger debuted last week and hit Breaker status this week, along with new chart debuts from the Whispers, Junior, and the new Earth, Wind & Fire. The top three chart positions remained tight with Skyy at No. 1 (for the third straight week), Hall & Oates No. 2, and Bobby Womack at No. 3.

Smokey Robinson made another giant chart jump (21-13), as did Lakeside, moving 30-14. Sister Sledge picked up 12 new adds and came very close to charting. They look like a sure thing for next week. George Duke was Most Added and won't be staying in Significant Action long if his strong activity continues.

As we hoped, the South thawed out this week and all 56 Black radio reporters charted. Only one station reported a frozen list this week.

SEE PAGE 52

**LAST WEEK:
#1 MOST ADDED
THIS WEEK:
BREAKER.**

ROD STEWART
Tonight I'm Yours (Don't Hurt Me) (WB)
60% of our reporters on it. Moves: Up 33, Debuts 52, Same 19, Down 0, Adds 25 including WBEN-FM, CKGM, Z93, Q105, KFI, KEZR, 13K, B100, Q103, WTIC-FM, WJDX, KIKK, KIDD, WZYQ, KFYZ. See Parallels, debuts at number 28 on CHR chart.

AVERAGE MOVE +7



"TONIGHT I'M YOURS (DON'T HURT ME)"

ROD STEWART

**PRODUCED BY: ROD STEWART
CO-PRODUCED BY: JIM CREGAN**



ON WARNER BROS. RECORDS

National Music Formats

Added This Week



JOURNEY "Open Arms" (Columbia)
QUINCY JONES featuring J. INGRAM
"One Hundred Ways" (A&M)
OAK RIDGE BOYS "Bobbie Sue" (MCA)
ANNE MURRAY
"Another Sleepless Night" (Capitol)
POINTER SISTERS
"Should I Do It" (Planet/Elektra)
Country Coast-To-Coast
CONWAY TWITTY "The Clown" (Elektra)
JOHNNY LEE
"Be There For Me Baby" (Full Moon/Asylum)
KENDALLS "If You're
Waiting On Me" (Mercury/PolyGram)
GEORGE STRAIT "If You're
Thinking You Want A Stranger" (MCA)

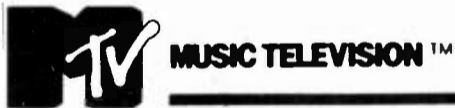


XT-40

CLIFF RICHARD "Daddy's Home" (EMI America)
ALABAMA "Love In The First Degree" (RCA)
SAMMY HAGAR
"I'll Fall In Love Again" (Geffen)
FOREIGNER "Juke Box Hero" (Atlantic)

Contempo 300

JOURNEY "Open Arms" (Columbia)
STEVIE WONDER "That Girl" (Tamla/Motown)
Great American Country
TERRI GIBBS "Mis'ry River" (MCA)
ANNE MURRAY
"Another Sleepless Night" (Capitol)
JOHNNY LEE
"Be There For Me Baby" (Full Moon/Asylum)
CONWAY TWITTY "The Clown" (Elektra)



THE GOODS "All Night"
THE GOODS "Heart Of Hearts"
ALDO NOVA "Fantasy" (Portrait)
ALDO NOVA "Ball And Chain" (Portrait/CBS)
SAXON "Denim And Leather" (Carrere/CBS)
SAXON "Midnight Rider" (Carrere/CBS)
ROD STEWART "Tonight I'm Yours" (WB)
STEVE MARTIN "What I Believe" (WB)



QUINCY JONES featuring J. INGRAM
"One Hundred Ways" (A&M)
OAK RIDGE BOYS "Bobbie Sue" (MCA)
FOREIGNER "Juke Box Hero" (Atlantic)



JOURNEY "Open Arms" (Columbia)
STEVIE WOODS
"Just Can't Win 'Em All" (Cotillion/Atco)



CONWAY TWITTY "The Clown" (Elektra)
EARL THOMAS CONLEY
"After The Love Slips Away" (RCA)
LARRY GATLIN
"In Like With Each Other" (Columbia)
KENNY ROGERS
"Through The Years" (EMI/Liberty)
GEORGE JONES "Same Ole Me" (Epic)
DAVID FRIZZELL & SHELLY WEST
"Another Honky Tonk Night On Broadway"
(Viva/WB)



PLACIDO DOMINGO-JOHN DENVER
"Perhaps Love" (Columbia)
QUINCY JONES featuring J. INGRAM
"One Hundred Ways" (A&M)
JOURNEY "Open Arms" (Columbia)
CLIFF RICHARD "Daddy's Home" (EMI America)

Country Living

CRISTY LANE "Lies On Your Lips" (EMI/Liberty)
ANNE MURRAY
"Another Sleepless Night" (Capitol)
SYLVIA "Sweet Yesterday" (RCA)
KENNY ROGERS
"Through The Years" (EMI/Liberty)
JOHNNY LEE
"Be There For Me Baby" (Full Moon/Asylum)
RICKY SCAGGS
"Crying My Heart Out Over You" (Epic)
LORETTA LYNN "I Lie" (MCA)

Music On TV

Olivia Newton-John stars in a one-woman ABC special February 8 entitled "Let's Get Physical." Featured prominently will be a large part of her forthcoming "Physical" video album, along with special vignettes and interview segments. . . . A new country concert show, "Country On The Road," is set to debut via the syndication route in March, with further two-hour shows planned.



CHUBBY GETS CHUMMY WITH CLARK — MCA artist Chubby Checker, currently launching a comeback, is pictured on the "American Bandstand" set taping his February 13 appearance. Shown (l-r) are Checker's producer Evan Pace, MCA's Leon Tsilis, Checker, "Bandstand" host Dick Clark, and MCA's Barbara Wyatt.



SYLVIA MEETS MARTIN — RCA's Sylvia is pictured taping the "Dean Martin Christmas Special" at Sea World in San Diego, along with none other than Dean Martin.

Alicia Bridges, the Four Tops, Kiss, Ronnie Laws, Mike Love, Olivia Newton-John, and Eddie Rabbitt star on "Solid Gold" January 29. . . . New artists the Innocents and Tom Wopat of "Dukes Of Hazzard" are on "American Bandstand" January 30. . . . Ian Hunter is the featured concert artist on MTV February 6.

MUSIC FOR PROGRAMMERS WITH IMAGINATION



EARTH, WIND & FIRE

"Wanna Be With You"

WXKS-FM 15-12
Y100 add
WCKX 30-26
CKLW on
WGCL add
KRLA on

KFI on
KIIS-FM on
KIQQ 31-25
KEZR on
WHFM 26-25
WTRY on

Q106 deb 30
WKEE deb 39
KZFM 16-8
KSET-FM deb 29
KINT 21-19

KBFM 30-24
KEEL on
G100 add 27
BJ105 on
WDOQ on
CK101 deb 33
WBBQ on
WMAK-FM on
WSEZ add

WCSC on
WGH on
WVIC on
KKXX add
KYNO-FM 25-21
KIDD on
KJRB 29-26
KNBQ on

KBBK on
KCPX 28-25
WGUY 25-23
WFBG on
WCIR on
Q104 28-20
WISE on
WFLB 33-26
WGLF add

KPUR deb 29
KVOL on
KQDI on
KOZE on



TOMMY TUTONE

"867-5309/Jenny"

B100 add
WRCK add
WICC add
KZFM add
KINT add
KKXX add

KKQV add
KENI add
KSLY add
KOZE add
KIQQ 12-11
KYYX 30-28

KZZP deb 27
WJXQ deb 27
KNBQ 28-26
KSKD 22-19
WOMP-FM 29-26
KILE deb 40

KFI on
KFRC on
KEZR on
KBFM on
KROK on
BJ105 on

KBBK on
KRQ on
WIGY on
KSEL-FM on
KQIZ-FM on
WSPT on



GREG GUIDRY

"Goin' Down"

KIQQ add
WTIX add
KX104 on

WMAK-FM on
KGGI add
KYYA add



NEIL DIAMOND

"On The Way To The Sky"

ON YOUR DESK TODAY!



ON COLUMBIA RECORDS



Radio & Records . AOR . NATIONAL AIRPLAY / 40

January 29, 1982

170 REPORTERS

Album cuts are listed in order of airplay preference.

1/8	1/15	1/22	1/29	Artist	Album
1	1	1	1	J. GEILS BAND	Freeze-Frame (EMI America)
5	2	2	2	CARS	Shake It Up (Elektra)
8	8	7	3	POLICE	Ghost In The Machine (A&M)
4	5	4	4	LOVERBOY	Get Lucky (Columbia)
7	7	3	5	AC/DC	For Those About To Rock (Atlantic)
3	4	6	6	GENESIS	Abacab (Atlantic)
21	13	10	7	JOAN JETT	I Love Rock-N-Roll (Boardwalk)
6	6	8	8	QUARTERFLASH	Quarterflash (Geffen/WB)
2	3	5	9	ROLLING STONES	Tattoo You (Rolling Stones/Atco)
9	9	9	10	OZZY OSBOURNE	Diary Of A Madman (Jet/CBS)
-	21	12	11	SAMMY HAGAR	Standing Hampton (Geffen/WB)
16	15	13	12	JOURNEY	Escape (Columbia)
10	11	11	13	FOREIGNER	4 (Atlantic)
-	-	-	14	PRISM	Small Change (Capitol)
17	12	14	15	ROD STEWART	Tonight I'm Yours (WB)
13	16	16	16	HENRY PAUL BAND	Anytime (Atlantic)
33	30	23	17	DONNIE IRIS	King Cool (MCA)
27	22	24	18	PETER CETERA	Peter Cetera (Full Moon/WB)
28	29	22	19	BRYAN ADAMS	You Want It - You Got It (A&M)
11	14	15	20	NEIL YOUNG & CRAZY HORSE	Re-Ac-Tor (WB/Reprise)
36	31	25	21	BOB & DOUG MCKENZIE	Great White North (Mercury/PolyGram)
12	10	17	22	QUEEN	Greatest Hits (Elektra)
15	18	20	23	TRIUMPH	Allied Forces (RCA)
20	17	19	24	STEVIE NICKS	Bella Donna (Modern/Atco)
24	26	27	25	JOHN HALL BAND	All Of The Above (EMI America)
23	25	28	26	BILLY SQUIER	Don't Say No (Capitol)
14	19	21	27	MOLLY HATCHET	Take No Prisoners (Epic)
40	38	32	28	EDDIE SCHWARTZ	No Refuge (Atco)
32	32	30	29	GO-GO'S	Beauty & The Beat (IRS/A&M)
22	23	26	30	KINKS	Give The People... (Arista)
18	20	29	31	BLACK SABBATH	Mob Rules (WB)
-	-	-	32	LE ROUX	Last Safe Place (RCA)
-	-	-	33	WRABIT	Wrough & Wready (MCA)
19	28	31	34	RUSH	Exit... Stage Left (Mercury/PolyGram)
-	-	-	35	JIMMY BUFFETT	Somewhere Over China (MCA)
35	-	37	36	SHOOTING STAR	Hang On For Your Life (Virgin/Epic)
38	35	35	37	BOBBY & THE MIDNITES	Bobby & The Midnites (Arista)
29	27	33	38	LINDSEY BUCKINGHAM	Law And Order (Asylum)
-	-	-	39	ALDO NOVA	Aldo Nova (Portrait/CBS)
31	34	34	40	RED RIDER	As Far As Siam (Capitol)

New Entry

MOST ADDED

Rank	Artist	1/29	1/22	1/15	1/8
1	LE ROUX	80/69	16/16	0/0	0/0
2	PRISM	125/57	101/43	71/59	15/13
3	ALDO NOVA	54/40	18/18	0/0	0/0
4	JANIS JOPLIN	38/29	17/17	0/0	0/0
5	WRABIT	65/25	52/33	27/20	5/3
6	DOC HOLLIDAY	35/25	22/22	0/0	0/0
7	BILL CHAMPLIN	26/18	16/15	0/0	0/0
8	BRYAN ADAMS	92/14	77/21	50/7	41/11
9	BOB & DOUG MCKENZIE	75/14	71/20	52/17	36/18
10	AL DI MEOLA	34/14	22/9	16/12	0/0
11	SAMMY HAGAR	138/13	127/53	97/95	1/1
12	PETER CETERA	98/13	75/7	66/5	44/6
13	CARMINE APPICE	15/13	8/8	0/0	0/0
14	JOAN JETT	141/12	120/13	93/14	56/12
15	DONNIE IRIS	87/12	66/15	43/4	32/4
16	SOFT CELL	33/12	23/16	2/1	1/0

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

MEDIUM

Rank	Artist	1/29	1/22	1/15	1/8
1	SAMMY HAGAR	138/75	127/55	97/1	1/0
2	HENRY PAUL BAND	100/72	101/70	89/64	73/53
3	PETER CETERA	98/60	75/47	66/48	44/33
4	PRISM	125/56	101/48	71/11	15/2
5	OZZY OSBOURNE	126/52	126/53	111/46	86/32
6	BRYAN ADAMS	92/52	77/38	50/30	41/22
7	EDDIE SCHWARTZ	69/50	67/46	52/39	34/26
8	BLACK SABBATH	59/50	62/51	72/55	58/47
9	QUARTERFLASH	142/49	140/41	133/36	96/17
10	ROD STEWART	99/49	99/48	98/46	65/30
11	NEIL YOUNG & CRAZY HORSE	85/49	96/53	94/62	79/58
12	JOHN HALL BAND	70/48	66/46	54/38	44/31
13	DONNIE IRIS	87/45	66/29	43/22	32/21
14	MOLLY HATCHET	65/43	76/51	75/53	65/41
15	STEVIE NICKS	70/38	80/38	75/29	53/24
16	BOBBY & THE MIDNITES	50/38	51/36	51/35	36/26

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

THE HOTTEST

Rank	Artist	1/29	1/22	1/15	1/8
1	J. GEILS BAND	160/138	154/141	143/130	102/97
2	CARS	152/135	149/131	139/120	98/80
3	POLICE	151/126	142/118	126/99	95/75
4	GENESIS	144/115	144/108	137/101	99/78
5	LOVERBOY	151/116	144/109	137/93	100/72
6	AC/DC	138/110	139/113	121/96	91/73
7	ROLLING STONES	129/110	140/123	132/119	98/89
8	JOAN JETT	141/102	120/73	93/45	56/18
9	QUARTERFLASH	142/93	140/99	133/96	96/79
10	OZZY OSBOURNE	126/74	126/72	111/66	86/54
11	FOREIGNER	95/68	100/75	92/68	72/52
12	JOURNEY	92/60	92/58	78/53	59/40
13	SAMMY HAGAR	138/50	127/19	97/1	1/0
14	ROD STEWART	99/48	99/50	98/51	65/34
15	TRIUMPH	68/38	70/38	63/42	50/33

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

TRIPLE PLAY

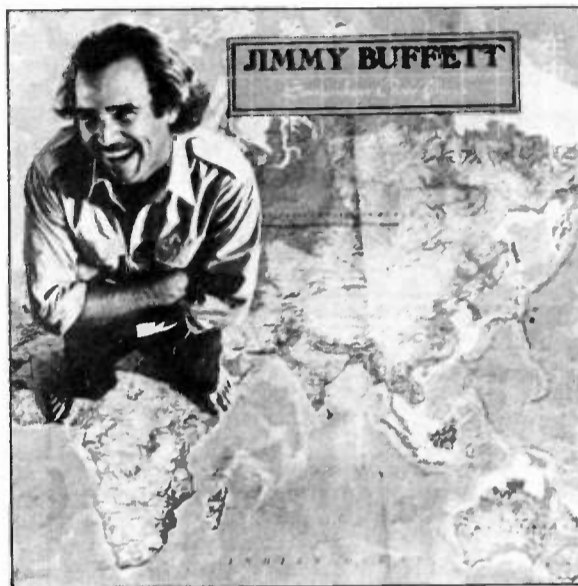
WRABIT



MCA-5268

JIMMY BUFFETT

Somewhere Over China



MCA-5285

Radio & Records
ACR NATIONAL AIRPLAY/40

➔ **33 WRABIT**... *Wrabit* (MCA)

SINGLE SUPPORT
Shipping This Week
"ANYWAY, ANYTIME"

(MCA-52010)

Radio & Records
ACR NATIONAL AIRPLAY/40

➔ **35 JIMMY BUFFETT**
... *Somewhere Over China* (MCA)

SINGLE SUPPORT
Shipping Next Week
"IT'S MIDNIGHT AND
I'M NOT FAMOUS YET"

(MCA-52013)



DONNIE IRIS

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

$\frac{1}{8}$ $\frac{1}{15}$ $\frac{1}{22}$ $\frac{1}{29}$
33 30 23 17 **DONNIE IRIS**... *King Cool* (MCA)

CHR New & Active

DONNIE IRIS "Love Is Like A Rock" (MCA) 86/2
Moves: Up 54, Debuts 6, Same 23, Down 1, Adds 2, CKGM, WLS, 96KX 28-19, WXKS-FM 18-13, KEGL 11-7, WLS-FM 11-9, WGCL 17-5, WRCK 16-12, WKEE 21-11, WOKI 17-13, KZ93 9-8, KKXX 21-16, KSKD 18-10, WIGY on, KFMZ 16-11.

on **MCA RECORDS**

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EAST

105.5 FM WJHA North Jersey
201-328-1055

PD: BOB LINDEN
ASST. PD: BOB LINDEN

Post: JAMES JOPLIN (Capitol)
ALDO NOVA (Portrait/CBS)
JANIS JOPLIN (Capitol)
LORNA BOPP (Portrait/CBS)
MATTRESS (Portrait/CBS)
STEVE MILLER BAND (Capitol)
THE BUREAU (Portrait/CBS)

Post: JAMES JOPLIN (Capitol)
ALDO NOVA (Portrait/CBS)
JANIS JOPLIN (Capitol)
LORNA BOPP (Portrait/CBS)
MATTRESS (Portrait/CBS)
STEVE MILLER BAND (Capitol)
THE BUREAU (Portrait/CBS)

Ottawa
613-563-1919

RENAISSANCE (RCA)
POLICE (A&M)
LORNA BOPP (Portrait/CBS)
JANIS JOPLIN (Capitol)
ALDO NOVA (Portrait/CBS)
JANIS JOPLIN (Capitol)
LORNA BOPP (Portrait/CBS)
MATTRESS (Portrait/CBS)
STEVE MILLER BAND (Capitol)
THE BUREAU (Portrait/CBS)

94 HJY

PD: JIM MURPHY
ASST. PD: BOB LINDEN

Post: JAMES JOPLIN (Capitol)
ALDO NOVA (Portrait/CBS)
JANIS JOPLIN (Capitol)
LORNA BOPP (Portrait/CBS)
MATTRESS (Portrait/CBS)
STEVE MILLER BAND (Capitol)
THE BUREAU (Portrait/CBS)

WMMR Philadelphia
215-561-0933

PD: CHARLIE KENDALL
ASST. PD: BOB LINDEN

Post: JAMES JOPLIN (Capitol)
ALDO NOVA (Portrait/CBS)
JANIS JOPLIN (Capitol)
LORNA BOPP (Portrait/CBS)
MATTRESS (Portrait/CBS)
STEVE MILLER BAND (Capitol)
THE BUREAU (Portrait/CBS)

WVSP 94 ROCK Philadelphia
215-668-9460

PD: MICHAEL PHILLIPS
ASST. PD: BOB LINDEN

Post: JAMES JOPLIN (Capitol)
ALDO NOVA (Portrait/CBS)
JANIS JOPLIN (Capitol)
LORNA BOPP (Portrait/CBS)
MATTRESS (Portrait/CBS)
STEVE MILLER BAND (Capitol)
THE BUREAU (Portrait/CBS)

102.1 FM WJVE Pittsburgh
412-562-5900

PD: DAVID LANGE

Post: JAMES JOPLIN (Capitol)
ALDO NOVA (Portrait/CBS)
JANIS JOPLIN (Capitol)
LORNA BOPP (Portrait/CBS)
MATTRESS (Portrait/CBS)
STEVE MILLER BAND (Capitol)
THE BUREAU (Portrait/CBS)

102.1 FM WJVE Pittsburgh
412-562-5900

PD: DAVID LANGE

Post: JAMES JOPLIN (Capitol)
ALDO NOVA (Portrait/CBS)
JANIS JOPLIN (Capitol)
LORNA BOPP (Portrait/CBS)
MATTRESS (Portrait/CBS)
STEVE MILLER BAND (Capitol)
THE BUREAU (Portrait/CBS)

107.9 FM K99.9 Amarillo
808-359-8581

PD: DON VITTON

Post: JAMES JOPLIN (Capitol)
ALDO NOVA (Portrait/CBS)
JANIS JOPLIN (Capitol)
LORNA BOPP (Portrait/CBS)
MATTRESS (Portrait/CBS)
STEVE MILLER BAND (Capitol)
THE BUREAU (Portrait/CBS)

104 Pittsburgh
412-362-2144

PD: MIKE HARRIS
ASST. PD: MIKE HARRIS

Post: JAMES JOPLIN (Capitol)
ALDO NOVA (Portrait/CBS)
JANIS JOPLIN (Capitol)
LORNA BOPP (Portrait/CBS)
MATTRESS (Portrait/CBS)
STEVE MILLER BAND (Capitol)
THE BUREAU (Portrait/CBS)

106 WPDH Poughkeepsie
914-471-1500

PD: MIKE HARRIS
ASST. PD: MIKE HARRIS

Post: JAMES JOPLIN (Capitol)
ALDO NOVA (Portrait/CBS)
JANIS JOPLIN (Capitol)
LORNA BOPP (Portrait/CBS)
MATTRESS (Portrait/CBS)
STEVE MILLER BAND (Capitol)
THE BUREAU (Portrait/CBS)

94 HJY

PD: JIM MURPHY
ASST. PD: BOB LINDEN

Post: JAMES JOPLIN (Capitol)
ALDO NOVA (Portrait/CBS)
JANIS JOPLIN (Capitol)
LORNA BOPP (Portrait/CBS)
MATTRESS (Portrait/CBS)
STEVE MILLER BAND (Capitol)
THE BUREAU (Portrait/CBS)

94 ROCK Syracuse
315-472-9797

PD: MICHAEL PHILLIPS
ASST. PD: BOB LINDEN

Post: JAMES JOPLIN (Capitol)
ALDO NOVA (Portrait/CBS)
JANIS JOPLIN (Capitol)
LORNA BOPP (Portrait/CBS)
MATTRESS (Portrait/CBS)
STEVE MILLER BAND (Capitol)
THE BUREAU (Portrait/CBS)

WCMF 96 LONG LIVE ROCK! Rochester
716-288-3200

PD: TRIP REED
ASST. PD: BOB LINDEN

Post: JAMES JOPLIN (Capitol)
ALDO NOVA (Portrait/CBS)
JANIS JOPLIN (Capitol)
LORNA BOPP (Portrait/CBS)
MATTRESS (Portrait/CBS)
STEVE MILLER BAND (Capitol)
THE BUREAU (Portrait/CBS)

92.1 FM WJMO Rochester
716-232-7550

PD: TONY HUNTER
ASST. PD: BOB LINDEN

Post: JAMES JOPLIN (Capitol)
ALDO NOVA (Portrait/CBS)
JANIS JOPLIN (Capitol)
LORNA BOPP (Portrait/CBS)
MATTRESS (Portrait/CBS)
STEVE MILLER BAND (Capitol)
THE BUREAU (Portrait/CBS)

102.1 FM WJVE Pittsburgh
412-562-5900

PD: DAVID LANGE

Post: JAMES JOPLIN (Capitol)
ALDO NOVA (Portrait/CBS)
JANIS JOPLIN (Capitol)
LORNA BOPP (Portrait/CBS)
MATTRESS (Portrait/CBS)
STEVE MILLER BAND (Capitol)
THE BUREAU (Portrait/CBS)

107.9 FM K99.9 Amarillo
808-359-8581

PD: DON VITTON

Post: JAMES JOPLIN (Capitol)
ALDO NOVA (Portrait/CBS)
JANIS JOPLIN (Capitol)
LORNA BOPP (Portrait/CBS)
MATTRESS (Portrait/CBS)
STEVE MILLER BAND (Capitol)
THE BUREAU (Portrait/CBS)

107 Scranton
717-961-1842

PD: CHRIS HUNTER
ASST. PD: MIKE HARRIS

Post: JAMES JOPLIN (Capitol)
ALDO NOVA (Portrait/CBS)
JANIS JOPLIN (Capitol)
LORNA BOPP (Portrait/CBS)
MATTRESS (Portrait/CBS)
STEVE MILLER BAND (Capitol)
THE BUREAU (Portrait/CBS)

106 WPDH Poughkeepsie
914-471-1500

PD: MIKE HARRIS
ASST. PD: MIKE HARRIS

Post: JAMES JOPLIN (Capitol)
ALDO NOVA (Portrait/CBS)
JANIS JOPLIN (Capitol)
LORNA BOPP (Portrait/CBS)
MATTRESS (Portrait/CBS)
STEVE MILLER BAND (Capitol)
THE BUREAU (Portrait/CBS)

94 HJY

PD: JIM MURPHY
ASST. PD: BOB LINDEN

Post: JAMES JOPLIN (Capitol)
ALDO NOVA (Portrait/CBS)
JANIS JOPLIN (Capitol)
LORNA BOPP (Portrait/CBS)
MATTRESS (Portrait/CBS)
STEVE MILLER BAND (Capitol)
THE BUREAU (Portrait/CBS)

94 ROCK Syracuse
315-472-9797

PD: MICHAEL PHILLIPS
ASST. PD: BOB LINDEN

Post: JAMES JOPLIN (Capitol)
ALDO NOVA (Portrait/CBS)
JANIS JOPLIN (Capitol)
LORNA BOPP (Portrait/CBS)
MATTRESS (Portrait/CBS)
STEVE MILLER BAND (Capitol)
THE BUREAU (Portrait/CBS)

WCMF 96 LONG LIVE ROCK! Rochester
716-288-3200

PD: TRIP REED
ASST. PD: BOB LINDEN

Post: JAMES JOPLIN (Capitol)
ALDO NOVA (Portrait/CBS)
JANIS JOPLIN (Capitol)
LORNA BOPP (Portrait/CBS)
MATTRESS (Portrait/CBS)
STEVE MILLER BAND (Capitol)
THE BUREAU (Portrait/CBS)

92.1 FM WJMO Rochester
716-232-7550

PD: TONY HUNTER
ASST. PD: BOB LINDEN

Post: JAMES JOPLIN (Capitol)
ALDO NOVA (Portrait/CBS)
JANIS JOPLIN (Capitol)
LORNA BOPP (Portrait/CBS)
MATTRESS (Portrait/CBS)
STEVE MILLER BAND (Capitol)
THE BUREAU (Portrait/CBS)

102.1 FM WJVE Pittsburgh
412-562-5900

PD: DAVID LANGE

Post: JAMES JOPLIN (Capitol)
ALDO NOVA (Portrait/CBS)
JANIS JOPLIN (Capitol)
LORNA BOPP (Portrait/CBS)
MATTRESS (Portrait/CBS)
STEVE MILLER BAND (Capitol)
THE BUREAU (Portrait/CBS)

107.9 FM K99.9 Amarillo
808-359-8581

PD: DON VITTON

Post: JAMES JOPLIN (Capitol)
ALDO NOVA (Portrait/CBS)
JANIS JOPLIN (Capitol)
LORNA BOPP (Portrait/CBS)
MATTRESS (Portrait/CBS)
STEVE MILLER BAND (Capitol)
THE BUREAU (Portrait/CBS)



LIVE CENTERFOLD — Touring in support of EMI's number one airplay J. Geils Band album is Penthouse Pet Sheila Kenner (center), pictured at WROQ/Charlotte with EMI's Terry Lawson (left), WROQ Promotion Director Jim Seville (back), and WROQ MD Jack Daniel (right).

CHUM FM Toronto
416-925-6666

PD: RUSS DAVIES
ASST. PD: WYNE WEBSTER

Post: JAMES JOPLIN (Capitol)
ALDO NOVA (Portrait/CBS)
JANIS JOPLIN (Capitol)
LORNA BOPP (Portrait/CBS)
MATTRESS (Portrait/CBS)
STEVE MILLER BAND (Capitol)
THE BUREAU (Portrait/CBS)

WOUR Utica-Syracuse
315-797-0803

PD: DALE EDWARDS
ASST. PD: TONY STAMP

Post: JAMES JOPLIN (Capitol)
ALDO NOVA (Portrait/CBS)
JANIS JOPLIN (Capitol)
LORNA BOPP (Portrait/CBS)
MATTRESS (Portrait/CBS)
STEVE MILLER BAND (Capitol)
THE BUREAU (Portrait/CBS)

WAAF 107 FM Worcester
617-752-5611

PD: DAVID BERTEIN
ASST. PD: BOB LINDEN

Post: JAMES JOPLIN (Capitol)
ALDO NOVA (Portrait/CBS)
JANIS JOPLIN (Capitol)
LORNA BOPP (Portrait/CBS)
MATTRESS (Portrait/CBS)
STEVE MILLER BAND (Capitol)
THE BUREAU (Portrait/CBS)

WAAF 105 Washington, D.C.
703-534-0320

PD: JOHN LARSON

Post: JAMES JOPLIN (Capitol)
ALDO NOVA (Portrait/CBS)
JANIS JOPLIN (Capitol)
LORNA BOPP (Portrait/CBS)
MATTRESS (Portrait/CBS)
STEVE MILLER BAND (Capitol)
THE BUREAU (Portrait/CBS)

Q107 Toronto
416-967-3445

PD: GARY SLIGHT
ASST. PD: BOB LINDEN

Post: JAMES JOPLIN (Capitol)
ALDO NOVA (Portrait/CBS)
JANIS JOPLIN (Capitol)
LORNA BOPP (Portrait/CBS)
MATTRESS (Portrait/CBS)
STEVE MILLER BAND (Capitol)
THE BUREAU (Portrait/CBS)

DC 101 Washington, D.C.
202-828-9932

PD: CARL GAVIS
ASST. PD: BOB LINDEN

Post: JAMES JOPLIN (Capitol)
ALDO NOVA (Portrait/CBS)
JANIS JOPLIN (Capitol)
LORNA BOPP (Portrait/CBS)
MATTRESS (Portrait/CBS)
STEVE MILLER BAND (Capitol)
THE BUREAU (Portrait/CBS)

DC 101 Washington, D.C.
202-828-9932

PD: CARL GAVIS
ASST. PD: BOB LINDEN

Post: JAMES JOPLIN (Capitol)
ALDO NOVA (Portrait/CBS)
JANIS JOPLIN (Capitol)
LORNA BOPP (Portrait/CBS)
MATTRESS (Portrait/CBS)
STEVE MILLER BAND (Capitol)
THE BUREAU (Portrait/CBS)

MOST ADDED

LE ROUX Last Safe Place (RCA) 21/18
PRISM Small Change (Capitol) 28/10
ALDO NOVA Aldo Nova (Portrait/CBS) 11/10
DOC HOLLIDAY Doc Holliday... (A&M) 11/8
WRABIT Wrough &... (MCA) 12/5
JANIS JOPLIN Farewell Song (Columbia) 5/5

MEDIUM

SAMMY HAGAR Standing... (Geffen/WB) 33/20
HENRY PAUL BAND Anytime (Atlantic) 25/19
PRISM Small Change (Capitol) 28/16
OZZY OSBOURNE Diary Of A... (Jet/CBS) 32/16
BRYAN ADAMS You Want It... (A&M) 22/15

THE HOTTEST

ALDO NOVA For Those... (Atlantic) 35/30
LOVERBOY Get Lucky (Columbia) 34/29
CARS Shake It Up (Elektra) 34/28
J. GEILS BAND Freeze... (EMI America) 36/27
JOAN JETT I Love... (Boardwalk) 33/27
POLICE Ghost In The... (A&M) 32/27

WEST

98 Rock Honolulu 808-524-7100

KLOS 95.5 Los Angeles 213-557-7250

KMET 94.7 Los Angeles 213-464-5838

Los Angeles 213-469-1212

Missoula 406-728-5000

Pasadena 213-578-0830

Phoenix 602-833-8888

KUPD Phoenix 602-838-3062

KQON Portland 503-655-9181

link Portland 503-226-5000

KZLX 702-329-9281

KROY Sacramento 916-446-7548

KCAL 96.7 Sacramento 916-925-3700

KCAL 96.7 San Bernardino 714-825-5020

KCAL 96.7 San Bernardino 714-825-9952

KGB-FM 101.5 San Diego 714-292-1380

FM 106 San Diego 714-565-6006

9IX FM San Diego 714-238-9872

San Francisco 415-391-9400

KRQR 97 FM San Francisco 415-765-4036

KSF 104 San Francisco 415-928-0104

KJO San Jose 408-288-5400

San Luis Obispo 805-544-5093

San Rafael 415-456-1510

KTMS-FM Rock 97 Santa Barbara 805-963-1975

Santa Barbara 805-963-1601

99 KXFM Santa Maria 805-922-2156

Santa Rosa 707-544-5873

Seattle 206-624-4305

Seattle 206-454-1540

KZLX 702-329-9281

92.9 KREM-FM Spokane 509-448-2000

KWFM Tucson 602-824-5588

Tucson 602-822-6711

Santa Rosa 707-544-5873

Vancouver 604-684-7221



BREAKERS

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

CONWAY TWITTY The Clown (Elektra)

On 78% of reporting stations. National Summary: Up 18, Same 28, Down 0, Debuts 33, Adds 28. A Most Added Record. R&R Chart: 48-40.

KENNY ROGERS

Through The Years (EMI/Liberty)

On 71% of reporting stations. National Summary: Up 29, Same 10, Down 0, Debuts 15, Adds 41. A Most Added Record. R&R Chart: Debut 41.

HANK WILLIAMS JR.

A Country Boy Can Survive (Elektra/Curb)

On 70% of reporting stations. National Summary: Up 21, Same 20, Down 0, Debuts 24, Adds 30. A Most Added Record. R&R Chart: 50-42.

GEORGE JONES

Same Ole Me (Epic)

On 64% of reporting stations. National Summary: Up 6, Same 8, Down 1, Debuts 8, Adds 63. A Most Added Record. R&R Chart: Debut 43.

CON HUNLEY

No Relief In Sight (WB)

On 60% of reporting stations. National Summary: Up 54, Same 9, Down 0, Debuts 9, Adds 8. R&R Chart: 49-44.

MOST ADDED

- GEORGE JONES
Same Ole Me (Epic)
- DAVID FRIZZELL & SHELLY WEST
Another Honky-Tonk Night... (WB)
- KENNY ROGERS
Through The Years (EMI/Liberty)

HOTTEST

- T.G. SHEPPARD
Only One You (WB/Curb)
- DON WILLIAMS
Lord, I Hope This Day Is Good (MCA)
- CHARLEY PRIDE
Mountain Of Love (RCA)
- OAK RIDGE BOYS
Bobbie Sue (MCA)

NEW & ACTIVE

Recent releases with airplay reported by at least 20 of our reporting stations are listed in order of their activity. The two numbers immediately following each song title indicate how many of our reporters are on the record this week and of those, how many added it this week. The rotational breakdowns which follow indicate how many stations have the song in the respective rotation and of those, how many added it into that particular rotation this week. indicates one of this week's Most Added new songs.

BURRITO BROTHERS "If Something Should Come Between Us" (Curb/CBS) 73/5
National Summary: Up 41, Same 15, Down 1, Debuts 11, Adds 5, WCAW, WWVA, WTQR-FM, KYGO-FM, KWJJ, KPLX-FM d-29, WQIK-FM 31-24, KKYX 20-18, WSAI-AM-FM 32-29, WKKG-AM-FM 21-18, KFH 33-27, KEIN d-29, KSON-AM-FM 33-28, KEEN 19-13, KGA 32-27. R&R Chart: Debut 49.

RICKY SKAGGS "Crying My Heart Out" (Epic) 70/17
National Summary: Up 18, Same 26, Down 0, Debuts 11, Adds 17 including WPOR-AM-FM, WPKX/WVIX, WCOS-AM-FM, WAMZ-FM, WMC-AM, WRNL, WMNI, WHBF, KFH, KBMY, KMAK, KYTE, WSEN-AM-FM 46-38, KIKK-FM 36-21, WHOO d-23. R&R Chart: Debut 50.

CRISTY LANE "Lies On Your Lips" (EMI/Liberty) 63/11
National Summary: Up 30, Same 14, Down 0, Debuts 8, Adds 11, WCOS-AM-FM, KPLX-FM, WSIX-FM, WHOO, WSAI-AM-FM, WTHI, KFH, KYGO-FM, KLAC, KYTE, KSON-AM-FM, WVAM 40-33, WIRK-FM 36-31, KTTS-AM-FM 36-29, KEED 40-35.

GEORGE STRAIT "If You're Thinking You Want A Stranger" (MCA) 61/23
National Summary: Up 3, Same 27, Down 0, Debuts 8, Adds 23 including WCAW, WILQ, KRRV, WXBQ-FM, WESC-AM-FM, WMPS, WLWI-FM, WCXI, WFMS-FM, KOMA, KRAK, KCKC, KEEN, WWOD 45-40, WKSJ-FM 42-35.

SONNY JAMES "Innocent Lies" (Dimension) 61/8
National Summary: Up 34, Same 10, Down 0, Debuts 9, Adds 8, WNOE-AM, WSAI-AM-FM, WFMS-FM, WDGY, WTHI, KFH, KGEM, KSON-AM-FM, WVAM 38-31, WQIK-FM 32-23, WSIX-FM 8-6, KFGO 27-19, KTTS-AM-FM d-20, KVOO 16-11, KRAY 39-32.

JACK GRAYSON "When A Man Loves A Woman" (Koala) 58/6
National Summary: Up 29, Same 18, Down 1, Debuts 8, Adds 6, WCAW, WXBQ-FM, WAXX, WTHI, KCKC, KSON-AM-FM, WEEP, d-33, WPLO d-29, KPLX-FM 25-20, WLWI-FM 20-19, WSIX-FM 20-17, WXCL 26-18, WHBF 47-39, KVOO 17-13, KGA 29-22.

RANDY BARLOW "Love Was Born" (Jarnex) 58/1
National Summary: Up 32, Same 18, Down 0, Debuts 9, Adds 1, WCAW, WVAM 36-30, KIXZ 38-30, WPLO d-30, KHEY 34-29, WQIK-FM 47-38, KKYX 28-21, WCXI 38-33, WTSO 38-31, WDGY 40-35, WHBF 48-40, KVOO 25-17, KEED 33-28, KRAK 26-22, KGA 30-25.

DEBORAH ALLEN "You Look Like The One I Love" (Capitol) 56/4
National Summary: Up 27, Same 17, Down 0, Debuts 8, Adds 4, WYKR, WNOE-AM, WCXI, KCCY-FM, WIXL-FM 30-25, WWVA 38-31, KHEY 50-41, KKYX 37-30, WIRK-FM 39-33, KSO 19-17, KTTS-AM-FM 37-30, KFDI-AM-FM 32-28, KVOO 38-29, KGA 35-30.

VERN GOSDIN "Don't Ever Leave Me Again" (AMI) 54/12
National Summary: Up 10, Same 23, Down 0, Debuts 9, Adds 12, WNYR, WPKX/WVIX, WWVA, WYII, WQIK-FM, WQYK-FM, KWMT, WITL-FM, WTSO, WXCL, WHBF, KFH, KOKE-AM-FM 49-38, KTTS-AM-FM 44-37, KVOO 44-38.

BOBBY BARE "New Cut Road" (Columbia) 54/4
National Summary: Up 19, Same 26, Down 0, Debuts 8, Adds 4, WCXI, WSAI-AM-FM, KWMT, KGA, WGNA-FM 40-34, WSEN-AM-FM 47-43, WQYK-FM 37-33, KFGO 34-29, WFMS-FM 35-27, WTHI 39-34, KGEM 49-44, KWJJ 49-40, KTOM 46-39, KMPS-AM-FM 24-21.

DAVID FRIZZELL & SHELLY WEST "Another Honky-Tonk Night..." (WB) 50/42
National Summary: Up 1, Same 4, Down 0, Debuts 4, Adds 42 including WIXY, WHN, WBAP, WMPS, WSM, KRMD-AM-FM, WIRK-FM, WWWW-FM, WBCS-FM, KEBC-FM, KTTS-AM-FM, KFDI-AM-FM, KEED, KLAC, KNIX-FM, KSOP-FM.

DON KING "Running On Love" (Epic) 48/11
National Summary: Up 14, Same 17, Down 0, Debuts 6, Adds 11, WNYR, WGVM, WKSJ-FM, WNOE-AM, KWKH, KFGO, WITL-FM, WXCL, KVOO, KGEM, KMAK, WVAM 45-34, WTHI 38-32, KFDI-AM-FM 37-30.

SIGNIFICANT ACTION

MERLE KILGORE "Mister Garfield" (Elektra) 35/4
National Summary: Up 10, Same 16, Down 1, Debuts 4, Adds 4, WZZK-FM, KWKH, KSO, KFH, WVAM 42-37, WQIK-FM 42-33, WLWI-FM 17-14, WQYK-FM 22-19, WIRK-FM 37-32, KTTS-AM-FM 38-31.

LACY J. DALTON "Wild Turkey" (Columbia) 35/1
National Summary: Up 27, Same 6, Down 1, Debuts 0, Adds 1, KGFY, WPOC-FM 12-9, WWVA 24-19, KIXZ 15-10, WNOE-AM 19-14, WFMS-FM 11-9, WITL-FM 15-12, WTHI 12-10, KYTE 11-9, KCCY-FM 14-9.

FAMILY BROWN "But It's Cheating" (RCA) 34/7
National Summary: Up 8, Same 17, Down 0, Debuts 4, Adds 7, WWVA, KHEY, WGVM, KWKH, KMAK, KWJJ, KCKC, WCAW 43-37, KKYX 48-42, WXCL 42-35.

JOHNNY PAYCHECK "The Highlight Of '81" (Epic) 33/6
National Summary: Up 11, Same 13, Down 0, Debuts 3, Adds 6, KIXZ, KLVI, WKSJ-FM, WWWW-FM, WITL-FM, KTOM, WGNA-FM 43-37, WGVM 39-19, WSIX-FM d-23, WTSO 35-30.

Radio & Records

NATIONAL AIRPLAY/50

January 29, 1982

Three Weeks	Two Weeks	Last Week		
4	4	1	1	DON WILLIAMS/Lord, I Hope This Day... (MCA)
7	7	3	2	T.G. SHEPPARD/Only One You (WB/Curb)
1	1	2	3	MICKEY GILLEY/Lonely Nights (Epic)
9	9	5	4	WAYLON JENNINGS/Shine (RCA)
11	11	8	5	ED BRUCE/You're The Best Break... (MCA)
10	10	7	6	EDDIE RABBITT/Someone Could Lose A Heart Tonight (Elektra)
18	18	12	7	JANIE FRICKE/Do Me With Love (Columbia)
12	12	10	8	RONNIE McDOWELL/Watchin' Girls Go By (Epic)
24	24	18	9	CHARLEY PRIDE/Mountain Of Love (RCA)
2	2	4	10	JUICE NEWTON/The Sweetest Thing (I've Ever Known) (Capitol)
15	15	15	11	JOHN ANDERSON/I Just Came Home To Count... (WB)
14	14	13	12	LEON EVERETTE/Midnight Rodeo (RCA)
29	29	19	13	ROSANNE CASH/Blue Moon With Heartache (Columbia)
8	8	9	14	REEVES & CLINE/Have You Ever Been Lonely (RCA)
22	22	20	15	REBA McENTIRE/Only You (And You Alone) (Mercury/PolyGram)
33	33	22	16	RAZZY BAILEY/She Left Love All Over Me (RCA)
13	13	16	17	KIERAN KANE/It's Who You Love (Elektra)
17	17	17	18	MEL McDANIEL/Preaching Up A Storm (Capitol)
28	28	21	19	RAY PRICE/Diamonds In The Stars (Dimension)
34	34	26	20	KENDALLS/If You're Waiting On Me (Mercury/PolyGram)
35	35	25	21	CHARLY McCLAIN/The Very Best Is You (Epic)
5	5	6	22	KENNY ROGERS/Blaze Of Glory (EMI/Liberty)
30	30	23	23	BILLY SWAN/Stuck Right In The Middle... (Epic)
37	37	30	24	MERLE HAGGARD/Big City (Epic)
40	40	34	25	OAK RIDGE BOYS/Bobbie Sue (MCA)
6	6	14	26	CONWAY TWITTY/Red Neckin' Love Makin' Night (MCA)
3	3	11	27	RONNIE MILSAP/I Wouldn't Have Missed It... (RCA)
46	46	41	28	LACY J. DALTON/Everybody Makes Mistakes (Columbia)
23	23	24	29	LEE GREENWOOD/It Tums Me Inside Out (MCA)
41	41	35	30	ANNE MURRAY/Another Sleepless Night (Capitol)
42	42	39	31	TERRI GIBBS/Mis'ry River (MCA)
47	47	38	32	EMMYLOU HARRIS/Tennessee Rose (WB)
-	-	42	33	SYLVIA/Sweet Yesterday (RCA)
49	49	44	34	KIN VASSY/When You Were Blue... (EMI/Liberty)
19	19	28	35	GENE WATSON/Fourteen Carat Mind (MCA)
-	-	46	36	JOHNNY LEE/Be There For Me Baby (Full Moon/Asylum)
-	-	47	37	LORETTA LYNN/I Lie (MCA)
48	48	43	38	EDDY ARNOLD/All I'm Missing Is You (RCA)
44	44	40	39	TOM JONES/Lady Lay Down (Mercury/PolyGram)
-	-	48	40	CONWAY TWITTY/The Clown (Elektra)
-	-	49	41	KENNY ROGERS/Through The Years (EMI/Liberty)
-	-	50	42	HANK WILLIAMS JR./A Country Boy Can... (Elektra/Curb)
-	-	49	43	GEORGE JONES/Same Ole Me (Epic)
-	-	49	44	CON HUNLEY/No Relief In Sight (WB)
16	16	27	45	MAC DAVIS/You're My Bestest Friend (Casablanca/PolyGram)
20	20	29	46	DOTTIE WEST/It's High Time (EMI/Liberty)
21	21	31	47	ALABAMA/Love In The First Degree (RCA)
25	25	33	48	EARL THOMAS CONLEY/Tell Me Why (RCA)
-	-	49	49	BURRITO BROTHERS/If Something Should Come... (Curb/CBS)
-	-	50	50	RICKY SKAGGS/Crying My Heart Out (Epic)

New Entry

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate continued upward movement from the majority of our reporters.

ZELLA LEHR "Blue Eyes Don't Make An Angel" (Columbia) 33/5
National Summary: Up 12, Same 11, Down 0, Debuts 5, Adds 5, WGVM, WQIK-FM, WAXX, KEIN, KGA, WIXL-FM 22-13, KHEY 47-39, KKYX 46-40, KTTS-AM-FM 40-33, KSOP-FM 26-22.

HELEN CORNELIUS "Love Never Comes Easy" (Elektra) 32/2
National Summary: Up 18, Same 11, Down 0, Debuts 1, Adds 2, KLVI, WWOD, WIXL-FM 14-6, WXBQ-FM 30-21, WQIK-FM 41-35, WQYK-FM 12-8, KBMR 44-37, WHBF 28-18, KWJJ 40-34, KMPS-AM-FM 12-7.

BRENDA LEE "From Levis To Calvin Klein Jeans" (MCA) 31/14
National Summary: Up 3, Same 8, Down 0, Debuts 6, Adds 14 including WADR, WPLO, KOKE-AM-FM, KHEY, WESC-AM-FM, KFGO, WXCL, KFH, KGA, KCUB.

JENNIFER WARNES "Could It Be Love" (Arista) 31/7
National Summary: Up 13, Same 8, Down 0, Debuts 3, Adds 7, WPLO, KOKE-AM-FM, WGVM, WWOD, KYYX, WIRK-FM, WAXX, WFMS-FM 22-19, WBCS-FM 14-12, KUGR 23-18.

R.C. BANNON "Til Something Better Comes Along" (RCA) 28/8
National Summary: Up 2, Same 18, Down 0, Debuts 0, Adds 8, WGNA-FM, WPLO, KOKE-AM-FM, KHEY, WESC-AM-FM, KLRA, WKSJ-FM, WITL-FM, WQIK-FM 40-34, KTTS-AM-FM 42-35.

BANDANA "Guilty Eyes" (WB) 28/4
National Summary: Up 8, Same 13, Down 0, Debuts 3, Adds 4, WWVA, KWKH, KRAK, KMPS-AM-FM, KOKE-AM-FM 42-37, KKYX 45-39, KRMD-AM-FM 32-28, WTSO 42-38, KVOO 45-39, KUGR 34-31.

PETULA CLARK "Natural Love" (Scotti Bros./CBS) 27/11
National Summary: Up 0, Same 11, Down 0, Debuts 5, Adds 11, WWVA, WQIK-FM, WNOE-AM, KBMR, WGEE, KEBC-FM, KEED, KYTE, KRAK, KTOM, KGA.

LARRY GATLIN "In Like With Each Other" (Columbia) 25/16
National Summary: Up 4, Same 3, Down 0, Debuts 2, Adds 18 including WAJR, WNYR, WPKX/WVIX, WCOS-AM-FM, WMC-AM, WIRK-FM, WJEZ-FM, WFMS-FM, KWJJ, KGA.

RAY STEVENS "Written Down In My Heart" (RCA) 24/9
National Summary: Up 1, Same 11, Down 0, Debuts 3, Adds 9, WADR, WDAK, WMC-AM, KKYX, WQYK-FM, KVOO, KEED, KMAK, KTOM, WIXL-FM 43-34.

DICKEY LEE "Everybody Loves A Winner" (Mercury/PolyGram) 24/7
National Summary: Up 6, Same 7, Down 0, Debuts 4, Adds 7, KOKE-AM-FM, KHEY, WSAI-AM-FM, WAXX, WITL-FM, KTTS-AM-FM, KBMY, WLWI-FM 30-23, WFMS-FM d-35, KVOO 47-43.

EARL THOMAS CONLEY "After The Love Slips Away" (RCA) 23/22
National Summary: Up 0, Same 0, Down 0, Debuts 1, Adds 22 including WGNA-FM, WSM, KRMD-AM-FM, WIRK-FM, KFGO, KTTS-AM-FM, KWJJ, KCCY-FM, KEEN, KMPS-AM-FM.

JOHNNY CASH "The Reverend Mr. Black" (Columbia) 23/2
National Summary: Up 7, Same 11, Down 0, Debuts 3, Adds 2, KHEY, KKYX, KRMD-AM-FM 38-35, WIRK-FM d-35, KSO 37-35, KTTS-AM-FM 39-32, KVOO 41-33, KLAC 41-35, KRAK 44-37.

DAVID ALLAN COE "Now I Lay Me Down To Cheat" (Columbia) 22/2
National Summary: Up 8, Same 9, Down 0, Debuts 3, Adds 2, WESC-AM-FM, KOMA, WIXL-FM 19-9, KOKE-AM-FM 45-41, WAMZ-FM 26-21, WWOD 43-38, WKSJ-FM 26-21, WIRK-FM 23-19, WXCL 23-15.

MEL TILLIS & NANCY SINATRA "Play Me Or Trade Me" (Elektra) 21/2
National Summary: Up 10, Same 6, Down 1, Debuts 2, Adds 2, WADR, WILQ, WVAM 33-27, WYII 50-45, WQIK-FM 34-28, WQYK-FM 27-22, WIRK-FM 20-14, WITL-FM 28-21, KTOM 29-24, KEEN 26-22.

CINDY HURT "Don't Come Knockin'" (Churchill) 18/6
National Summary: Up 3, Same 7, Down 0, Debuts 2, Adds 6, WWVA, WPLO, KOKE-AM-FM, WSOC-FM, KEEN, KGA, KSO 39-37, KVOO 46-40, KSOP-FM 49-42.

JESSI COLTER "Holdin' On" (Capitol) 17/7
National Summary: Up 0, Same 8, Down 0, Debuts 2, Adds 7, WVAM, KOKE-AM-FM, KIKK-FM, WHOO, KEBC-FM, WHBF, KTOM, WADR on, KRMD-AM-FM on, WBCS-FM on.

RODNEY CROWELL "Victim Or A Fool" (WB) 16/13
National Summary: Up 0, Same 2, Down 0, Debuts 1, Adds 13, WESC-AM-FM, KIKK-FM, WAMZ-FM, WWOD, WSIX-FM, KRMD-AM-FM, KBMR, KFDI-AM-FM, KYTE, KCCY-FM, KTOM, KSOP-FM, KGA.

BOB JENKINS "The Cube" (EMI/Liberty) 16/4
National Summary: Up 2, Same 6, Down 0, Debuts 4, Adds 4, WOKK, WSAI-AM-FM, KTTS-AM-FM, KFH, WHK d-38, WXCL 49-48, KFDI-AM-FM 39-34, KUGR d-30.

Black Radio

BREAKERS

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

LAKESIDE

I Want To Hold Your Hand (Solar/Elektra)

80% of our reporters on it. Rotations: Heavy 6/0, Medium 26/1, Light 7/1, Extra Adds 6, Total Adds 8, WAMO, WEDR, WATV, WPDQ, KAEZ, KJLH, KDIA, KUKQ. Moves 30-14 on the Black Radio Chart.

WHISPERS

In The Raw (Solar/Elektra)

71% of our reporters on it. Rotations: Heavy 5/1, Medium 20/1, Light 11/0, Extra Adds 4, Total Adds 6, WAOK, WATV, WPDQ, WLOU, WANT, KJLH. Debuts at number 23 on the Black Radio Chart.

JUNIOR

Mama Used To Say (Mercury/PolyGram)

66% of our reporters on it. Rotations: Heavy 9/2, Medium 13/3, Light 12/3, Extra Adds 3, Total Adds 11, WWIN, WAMO, WOOK, WAOK, WDIA, KDAY, WATV, WKXI, WJAX, KOKY, KACE. Debuts at number 26 on the Black Radio Chart.

"D" TRAIN

You're The One For Me (Prelude)

66% of our reporters on it. Rotations: Heavy 13/0, Medium 15/1, Light 7/2, Extra Adds 2, Total Adds 5, WAMO, WDIA, WAIL-FM, WATV, KJLH. Heavy: WWIN, WAOK, WEDR, WCIN, WJLB, WWWS. Moves 20-17 on the Black Radio Chart.

EARTH, WIND & FIRE

Wanna Be With You (ARC/Columbia)

64% of our reporters on it. Rotations: Heavy 5/0, Medium 23/2, Light 6/1, Extra Adds 2, Total Adds 5, WATV, WKXI, WOWI, WANT, WTLC. Heavy: WXYV, WOOK, WGCI, WWRL, KACE. Debuts at number 27 on the Black Radio Chart.

ROGER

Do It Roger (WB)

61% of our reporters on it. Rotations: Heavy 10/0, Medium 19/0, Light 3/0, Extra Adds 2, Total Adds 2, WSSJ, WJJS. Heavy: WAOK, WBMX, KDAY, WOIC, WBLX, WDAO. Moves 25-24 on the Black Radio Chart.

NEW & ACTIVE

Recent releases with airplay reported by at least 20 of our reporting stations are listed in order of their activity. The two numbers immediately following each song title indicate how many of our reporters are on the record this week and of those, how many added it this week. The rotational breakdowns which follow indicate how many stations have the song in the respective rotation and of those, how many added it into that particular rotation this week. indicates one of this week's Most Added new songs.

- SISTER SLEDGE "My Guy" (Cotillion/Atco) 38/12**
Rotations: Heavy 0/0, Medium 14/2, Light 18/4, Extra Adds 6, Total Adds 12, WAMO, WJLB, KDAY, WATV, WKXI, WJJS, WANT, WKWM, WTLC, KACE, KDIA, KUKQ. Medium: WWIN, WXYV, WDAS, WHUR, WDIA, WHRK, KSOL, WSSJ, WKND, WWRL, WBLX, WVOL.
- CHIC "Stage Fright" (Atlantic) 29/2**
Rotations: Heavy 5/0, Medium 15/0, Light 9/2, Extra Adds 0, Total Adds 2, WDIA, KDAY. Heavy: WOOK, WHUR, WAOK, KDKO, WWRL. Medium: WHRK, WCIN, KSOL, WSSJ, WKND, WGIV, WKXI, WDAO, WKWM, WTLC, KAEZ, KACE, KJLH, KDIA, KUKQ.
- BILL SUMMERS & SUMMERS HEAT "Jam The Box" (MCA) 29/1**
Rotations: Heavy 12/1, Medium 14/0, Light 3/0, Extra Adds 0, Total Adds 1, WATV. Heavy: WVEE, WHRK, WEDR, WCIN, KDAY, WGIV, WKXI, WJAX, WPDQ, WTMP, KACE. Medium: WXYV, WILD, WDAS, WAOK, WDIA, WAIL-FM, KDKO, WSSJ, WJJS, WBLX, WTOY, WTLC, KDIA, KUKQ. Moves 22-22 on the Black Radio Chart.
- KOOL & THE GANG "Steppin' Out" (De-Lite/PolyGram) 28/8**
Rotations: Heavy 2/0, Medium 8/0, Light 14/4, Extra Adds 4, Total Adds 8, WAOK, WYON, WSSJ, WKND, WTMP, WDAO, WKWM, WTLC. Heavy: WWRL, KACE. Medium: WILD, WDAS, WDIA, WEDR, KSOL, KOKY, WJJS, KDIA.
- TOM BROWNE "Fungi Mama/Bebopfunkidiscolypso" (GRP/Arista) 27/1**
Rotations: Heavy 8/0, Medium 17/1, Light 2/0, Extra Adds 0, Total Adds 1, WATV. Heavy: WDAS, WAOK, WEDR, WCIN, KDAY, WKND, WBLX, KJLH. Medium: WXYV, WHUR, WHRK, WBMX, WYON, WDMT, WJMO, WWRL, WGIV, WJJS, WOWI, WTOY, WKWM, WTLC, KAEZ, KACE. Debuts at number 28 on the Black Radio Chart.
- QUINCY JONES featuring JAMES INGRAM "One Hundred Ways" (A&M) 26/2**
Rotations: Heavy 5/0, Medium 10/0, Light 9/0, Extra Adds 2, Total Adds 2, WGCI, WDMT. Heavy: WWIN, WVEE, WEDR, WJLB, WSSJ. Medium: WHRK, KSOL, WJAX, KOKY, WOWI, WANT, WTOY, WDAO, WKWM, WTLC.
- T-CONNECTION "A Little More Love" (Capitol) 25/3**
Rotations: Heavy 2/0, Medium 8/0, Light 12/0, Extra Adds 3, Total Adds 3, WILD, WWRL, WTOY. Heavy: WEDR, WGCI. Medium: WOOK, WBMX, KDAY, WKXI, WJAX, WJJS, WDAO, KUKQ.
- PRINCE "Let's Work" (WB) 24/11**
Rotations: Heavy 4/1, Medium 8/2, Light 7/3, Extra Adds 5, Total Adds 11, WXYV, WVEE, WCIN, KDKO, WKXI, WJJS, WBLX, WOWI, WKWM, WTLC, KUKQ. Heavy: WWIN, WHUR, WHRK. Medium: WDIA, WAIL-FM, WBMX, KSOL, WJAX, KJLH.
- MAZE featuring FRANKIE BEVERLY "We Need Love To Live" (Capitol) 23/8**
Rotations: Heavy 1/1, Medium 6/0, Light 11/2, Extra Adds 5, Total Adds 8, WAMO, WAOK, WJLB, WWRL, WGIV, KOKY, WVOL, WANT. Medium: WHRK, WGCI, WYON, KDAY, WOWI, WDAO.
- TOM TOM CLUB "Genius Of Love" (Sire/WB) 23/5**
Rotations: Heavy 7/0, Medium 7/0, Light 5/1, Extra Adds 4, Total Adds 5, WOOK, WAOK, WGCI, KDIA, KUKQ. Heavy: WWIN, WDAS, WHUR, WJLB, WSSJ, WATV, WKWM. Medium: WXYV, WVEE, WHRK, WCIN, WDMT, KSOL, WJJS.
- AM-FM "You Are The One" (Dakar/Brunswick) 22/4**
Rotations: Heavy 5/0, Medium 10/1, Light 8/2, Extra Adds 1, Total Adds 4, WDAS, WATV, WTOY, WTLC. Heavy: WOOK, WHUR, WEDR, WENN, WLOU. Medium: WWIN, WXYV, WILD, WHRK, WBMX, WGCI, WYON, WJJS, WWWS.
- MIKE & BRENDA SUTTON "We'll Make It" (Sam) 22/2**
Rotations: Heavy 3/0, Medium 11/1, Light 8/1, Extra Adds 0, Total Adds 2, WATV, WKXI. Heavy: WOOK, WAOK, KSOL. Medium: WXYV, WDAS, WHUR, KDAY, WENN, WOIC, WTOY, WTLC, KAEZ, KACE.

Radio & Records NATIONAL AIRPLAY/30

January 29, 1982

Three Weeks	Two Weeks	Last Week		
4	1	1	1	SKYY/Call Me (Salsoul/RCA)
5	3	2	2	HALL & OATES/I Can't Go For That (No Can Do) (RCA)
11	4	3	3	BOBBY WOMACK/If You Think You're... (Beverly Glen)
-	13	8	4	STEVIE WONDER/That Girl (Tamla/Motown)
-	17	11	5	DIANA ROSS/Mirror, Mirror (RCA)
24	12	10	6	SLAVE/Wait For Me (Cotillion/Atco)
13	10	7	7	GROVER WASHINGTON JR./Be Mine (Tonight) (Elektra)
8	6	5	8	TIME/Cool (WB)
-	15	12	9	AURRA/Make Up Your Mind (Salsoul/RCA)
3	5	6	10	PEABO BRYSON/Let The Feeling Flow (Capitol)
1	2	4	11	GEORGE BENSON/Turn Your Love Around (WB)
-	21	15	12	LUTHER VANDROSS/Don't You Know That (Epic)
-	29	21	13	SMOKEY ROBINSON/Tell Me Tomorrow (Tamla/Motown)
-	-	30	14	LAKESIDE/I Want To Hold Your Hand (Solar/Elektra)
-	18	17	15	VERNON BURCH/Do It To Me (Spector/Capitol)
29	16	16	16	CON FUNK SHUN/Bad Lady (Mercury/PolyGram)
-	27	20	17	"D" TRAIN/You're The One For Me (Prelude)
7	8	9	18	TEDDY PENDERGRASS/You're My Latest... (Phil. Int'l./CBS)
21	14	13	19	CURTIS MAYFIELD/Toot An' Toot An' Toot (Boardwalk)
6	9	14	20	BAR-KAYS/Hit And Run (Mercury/PolyGram)
-	28	24	21	SUGAR HILL GANG/Apache (Sugar Hill)
-	-	22	22	BILL SUMMERS & SUMMERS HEAT/Jam The Box (MCA)
-	-	25	23	WHISPERS/In The Raw (Solar/Elektra)
-	-	25	24	ROGER/Do It Roger (WB)
2	7	18	25	EARTH, WIND & FIRE/Let's Groove (ARC/Columbia)
-	-	18	26	JUNIOR/Mama Used To Say (Mercury/PolyGram)
-	-	18	27	EARTH, WIND & FIRE/Wanna Be With You (ARC/Columbia)
-	-	18	28	TOM BROWNE/Fungi Mama/Bebopa... (GRP/Arista)
30	23	23	29	RAY, GOODMAN & BROWN/How Can Love... (Polydor/PG)
19	19	28	30	GAYLE ADAMS/Love Fever (Prelude)

New Entry
→

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate continued upward movement from the majority of our reporters.

MOST ADDED

- GEORGE DUKE (14)
- SISTER SLEDGE (12)
- JUNIOR (11)
- PRINCE (11)
- XAVIER (9)

HOTTEST

- SKYY (39)
- BOBBY WOMACK (37)
- HALL & OATES (26)
- TIME (18)
- STEVIE WONDER (17)

MELBA MOORE "Let's Stand Together" (EMI/Liberty) 22/1
Rotations: Heavy 2/0, Medium 12/1, Light 8/0, Extra Adds 0, Total Adds 1, WATV. Heavy: WXYV, WJLB. Medium: WWIN, WILD, WHUR, WAOK, WBMX, WCIN, KSOL, WENN, KOKY, WOWI, WTLC.

SIGNIFICANT ACTION

- BRANDY WELLS "Watch Out" (WMOT/CBS) 18/4**
Rotations: Heavy 6/0, Medium 8/0, Light 3/1, Extra Adds 3, Total Adds 4, WAOK, WAIL-FM, WKXI, WOWI. Heavy: WWIN, WXYV, WILD, WEDR, WSSJ, WKND. Medium: WDAS, WGIV, WOIC, WBLX, WTOY, WWWS.
- RENE & ANGELA "Imaginary Playmates" (Capitol) 18/3**
Rotations: Heavy 0/0, Medium 8/0, Light 7/0, Extra Adds 3, Total Adds 3, WOOK, WBMX, WSSJ. Medium: WAMO, WHRK, WGCI, KDKO, WKND, WJMI, WJJS, WOWI.
- T.S. MONK "Too Much Too Soon" (Mirage/Atlantic) 18/1**
Rotations: Heavy: 1/0, Medium 10/0, Light 6/0, Extra Adds 1, Total Adds 1, WTOY. Heavy: WXYV. Medium: WWIN, WDAS, WOOK, WHUR, WEDR, WCIN, KDAY, WJJS, WTLC, KACE.
- CHI-LITES "Hot On A Thing Called Love" (20th/RCA) 17/6**
Rotations: Heavy 3/0, Medium 5/0, Light 7/4, Extra Adds 2, Total Adds 6, WDAS, WAOK, WDIA, WKXI, KOKY, WJJS. Heavy: WXYV, WBMX, WYON. Medium: WWIN, WSSJ, WWRL, WJMI, KACE.
- MADAGASCAR "Rainbow" (Arista) 17/3**
Rotations: Heavy 0/0, Medium 4/0, Light 12/2, Extra Adds 1, Total Adds 3, WDAS, WCIN, WTOY. Medium: WXYV, WAOK, WBMX, WTLC.
- JONES GIRLS "I Found That Man Of Mine" (Phil. Int'l./CBS) 17/0**
Rotations: Heavy 7/0, Medium 7/0, Light 3/0, Extra Adds 0, Total Adds 0. Heavy: WOOK, WCIN, WKND, KOKY, WTOY, WTLC, KACE. Medium: WAMO, WJMO, WSSJ, WJAX, WJJS, WOWI, WANT.
- DENROY MORGAN "Sweet Tender Love" (Becket) 17/0**
Rotations: Heavy 2/0, Medium 9/0, Light 8/0, Extra Adds 0, Total Adds 0. Heavy: WGCI, WOIC. Medium: WXYV, WILD, WHUR, WBMX, WJMO, WSSJ, WGIV, WOWI, WTLC.
- MANHATTANS "Honey, Honey" (Columbia) 16/4**
Rotations: Heavy 0/0, Medium 5/1, Light 10/2, Extra Adds 1, Total Adds 4, WBMX, WKXI, WJAX, WTLC. Medium: KDKO, WKND, WOIC, WBLX.
- KANO "Can't Hold Back (Your Loving)" (Mirage/Atlantic) 16/0**
Rotations: Heavy 4/0, Medium 8/0, Light 4/0, Extra Adds 0, Total Adds 0. Heavy: WXYV, WAOK, WHRK, WBMX. Medium: WEDR, WGCI, WCIN, WJMO, WGIV, WOWI, WTLC, KACE.
- GEORGE DUKE "Shine On" (Epic) 15/14**
Rotations: Heavy 1/0, Medium 11/1, Light 4/4, Extra Adds 9, Total Adds 14, WILD, WDAS, WHUR, WAOK, WVEE, WHRK, WGCI, WCIN, WDMT, KSOL, WWRL, WGIV, KOKY, KJLH. Heavy: WAMO.
- XAVIER "Work That Sucker To Death" (Liberty) 15/9**
Rotations: Heavy 2/1, Medium 2/1, Light 7/3, Extra Adds 4, Total Adds 9, WDAS, WEDR, WAIL-FM, WYON, WENN, WGIV, WLOU, WKWM, WTLC. Heavy: WKND. Medium: WWWS.
- GIL SCOTT-HERON "B' Movia" (Arista) 15/0**
Rotations: Heavy 4/0, Medium 10/0, Light 1/0, Extra Adds 0, Total Adds 0. Heavy: WEDR, WWRL, WKWM, KACE. Medium: WWIN, WDAS, WGCI, WCIN, KDAY, WKND, WGIV, WVOL, WOWI, WTOY.
- SYREETA "Quick Slick" (Tamla/Motown) 15/0**
Rotations: Heavy 9/0, Medium 6/0, Light 0/0, Extra Adds 0, Total Adds 0. Heavy: WAOK, WBMX, WGCI, WCIN, WJLB, WKND, WLOU, WDAO, KAEZ. Medium: WILD, WVEE, KDAY, KSOL, WENN, WOWI.
- OLIVIA NEWTON-JOHN "Physical" (MCA) 14/0**
Rotations: Heavy 7/0, Medium 4/0, Light 3/0, Extra Adds 0, Total Adds 0. Heavy: KMJM, KDKO, WSSJ, KOKY, WBLX, WVOL, KTFM. Medium: WVEE, KDAY, WANT, KACE.
- CHOCOLATE MILK "Let's Go All The Way" (RCA) 13/3**
Rotations: Heavy 0/0, Medium 4/0, Light 9/3, Extra Adds 0, Total Adds 3, WDIA, WKWM, KDIA. Medium: KDKO, WSSJ, KACE, KJLH.
- SPINNERS "Love Connection" (Atlantic) 13/0**
Rotations: Heavy 3/0, Medium 7/0, Light 3/0, Extra Adds 0, Total Adds 0. Heavy: WLOU, WBLX, KAEZ. Medium: WXYV, WHUR, WAOK, WBMX, WWRL, WANT, KACE.
- LOWRELL SIMON "Love Massage" (Zoo York) 12/1**
Rotations: Heavy 0/0, Medium 5/0, Light 8/0, Extra Adds 1, Total Adds 1, WTOY. Medium: WXYV, WYLD-FM, WBMX, WYON, KACE.
- WHATNAUTS "Help Is On The Way" (Harlem International) 12/1**
Rotations: Heavy 3/0, Medium 5/0, Light 4/1, Extra Adds 0, Total Adds 1, WHRK. Heavy: WWIN, WWRL, KJLH. Medium: WXYV, WILD, WDAS, WHUR, KACE.
- KOOL & THE GANG "Get Down On It" (De-Lite/PolyGram) 12/0**
Rotations: Heavy 5/0, Medium 5/0, Light 2/0, Extra Adds 0, Total Adds 0. Heavy: WHUR, WAIL-FM, WPDQ, KAEZ, KJLH. Medium: KMJO, WDIA, WHRK, WANT, KTFM.

Black Radio Hottest

January 29, 1982

EAST	SOUTH	MIDWEST	WEST
Bobby Womack Stevie Wonder Hall & Oates Skyy	Bobby Womack Skyy Hall & Oates Time Sugar Hill Gang	Skyy Bobby Womack George Benson Time Hall & Oates	Skyy Bobby Womack Stevie Wonder

Regionalized Adds & Hots

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

EAST

WXYV/Baltimore
Tim Watta

RUFUS & CHAKA
DEBRA DEJEAN
STEVIE WOODS
LTD
COMMODORES
PRINCE
Hottest:
JONES GIRLS
BOBBY WOMACK
DIANA ROSS
STEVIE WONDER
TOM TOM CLUB

WWIN/Baltimore
Curtis Anderson

STONE
JUNIOR
JOHNNY BRISTOL
DELLS
JIMMY CASTOR
NATURES CREATION
IMAGINATION
MICHAEL WYCOFF
REN WOODS
Hottest:
STEVIE WONDER
TOM TOM CLUB
STONE
JUNIOR
BOBBY WOMACK

WILD/Boston
Steve Crumbley

GEORGE DUKE
T-CONNECTION
TERRI GONZALES
Hottest:
SKYY
BOBBY WOMACK
PEABO BRYSON
HALL & OATES
TEDDY PENDERGRASS

WSSJ/Camden-Philadelphia
Gary Shepherd

KOOL & THE GANG
CROSSTOWN TRAFFIC
BARBRA STREISAND
ROGER
PHYLLIS HYMAN
RENE & ANGELA
L.A. BOPPERS
DUNN & BRUCE
Hottest:
JUNIOR
HALL & OATES
PEABO BRYSON
TOM TOM CLUB
STEVIE WONDER

WKND/Hartford
Eddie Jordan

STARPOINT
KOOL & THE GANG
Hottest:
SKYY
HALL & OATES
BOBBY WOMACK
RAY, GOODMAN & B
LAKESIDE

WWRL/New York
Wanda Ramos

VICKY "D"
T-CONNECTION
AURRA
MAZE
GEORGE DUKE
HUBERT LAWS/LYNN
COMMODORES
Hottest:
BOBBY WOMACK
JUNIOR
LUTHER VANDROSS
SKYY
STEVIE WONDER

WDAS/Philadelphia
Joe Tamburro

VICKY D.
TERRI GONZALES
GRAND MASTER
NIGHT BANDIT
CHI-LITES
CHAS JANKEL
PULSE
SMITHCOX ORGANIZ.
AM-FM
TOMORROWE ADD.
XAVIER
SECRET WEAPON
GEORGE DUKE
MADAGASCAR
BAR-KAYS
Hottest:
HALL & OATES
SKYY
BOBBY WOMACK
GEORGE BENSON
PEABO BRYSON

MIDWEST

WBMX/Chicago
Lee Michaels

MERGE
KENI BURKE
MANHATTANS
RENE & ANGELA
CISSEL & KING
STARPOINT
Hottest:
SKYY
BOBBY WOMACK
GLADYS KNIGHT
SLAVE
GEORGE BENSON

WQCV/Chicago
Pam Wells

REN WOODS
TOM TOM CLUB
EDDIE HARRIS
QUINCY JONES
GEORGE DUKE
ESCORTS
JOHNNY OTIS
ERNIE WATTS
MICHAEL FRANKS
Hottest:
HALL & OATES
SKYY
TIME
GEORGE BENSON
STEVIE WONDER

WVON/Chicago
Pam Wells

XAVIER
KOOL & THE GANG
JOHNNY GUITAR
GLADYS KNIGHT
REN WOODS
Hottest:
HALL & OATES
SKYY
STEVIE WONDER
JUNIOR
GEORGE BENSON

WCIN/Cincinnati
Everett Cork

FOUR TOPS
GEORGE DUKE
MADAGASCAR
PRINCE
BETTYE LAVETTE
SHOCK
Hottest:
LUTHER VANDROSS
SLAVE
BOBBY WOMACK
BILL SUMMERS
SKYY

WDMT/Cleveland
Magic/James

GEORGE DUKE
GRAND MASTER
QUINCY JONES
Hottest:
TIME
SLAVE
SUGAR HILL GANG
CURTIS MAYFIELD
BOBBY WOMACK

WJMO/Cleveland
Erik Stone

SHOCK
SMOKEY ROBINSON
O'BRYAN
VICKY "D"
MIGHTY CLOUDS
Hottest:
EWF
KOOL & THE GANG
GEORGE BENSON
SKYY
PEABO BRYSON

WDAO/Dayton
Turk Logan

KOOL & THE GANG
FOUR TOPS
SWITCH
SHALAMAR
WEST STREET MOB
STONE
Hottest:
AURRA
SLAVE
TIME
ROGER
SKYY

WJLB/Detroit
J. Michael McKay

MAZE
SISTER SLEDGE
EVELYN KING
ONE WAY
Hottest:
DIANA ROSS
HALL & OATES
D TRAIN
AURRA
GROVER WASHINGTON

WKWM/Grand Rapids
Frank Grant

THE FIRST LOVE
KOOL & THE GANG
O'BRYAN
SISTER SLEDGE
PRINCE
CHOCOLATE MILK
HERITAGE
SMOKEY ROBINSON
XAVIER
Hottest:
TIME
SKYY
BOBBY WOMACK
HALL & OATES
GIL SCOTT-HERON

WTLK/Indianapolis
Jay Johnson

PRINCE
MICHAEL HENDERSON
AM-FM
SISTER SLEDGE
MANHATTANS
KOOL & THE GANG
GANG'S BACK
XAVIER
PHYLLIS HYMAN
EWF
Hottest:
SKYY
BOBBY WOMACK
TIME
GROVER WASHINGTON
SUGAR HILL GANG

KAEZ/Oklahoma City
Lee Simpson

O'BRYAN
MCCRARYS
LTD
LAKESIDE
RUFUS & CHAKA
PERRY & SANLIN
FOUR TOPS
Hottest:
BOBBY WOMACK
SKYY
KOOL & THE GANG
SYREETA
STEVIE WONDER

JAZZ RADIO

FUSE ONE
Silk (CTI)
EARL KLUGH
Crazy For You (Liberty)
MICHAEL FRANKS
Objects Of Desire (WB)
RODNEY FRANKLIN
Endless Flight (Columbia)
JOHN McLAUGHLIN
Belo Horizonte (WB)
SPYRO GYRA
Freetime (MCA)
CRUSADERS
Standing Tall (MCA)
DAN SIEGEL
Oasis (Inner City)

EAST: WYBC/New Haven, CT, Tom Strassguth
SOUTH: WTJZ/Newport News, VA, Larry Hollowell
MIDWEST: WBBY/Columbus, OH, Terry Wilson
WEST: WJZZ/Detroit, MI, John Hill
KFML/Denver, CO, Ira Gordon

WEST

KDKO/Denver
Byron Pitts

JERRY CARR
PRINCE
L.A. BOPPERS
DOBBIE BROS
EMPIRE
SKYY
TOMORROWS ADD.
DIANA ROSS
BOBBY WOMACK
CARL CARLTON
GO
CISSEL & KING
SWITCH
COMMODORES
Hottest:
HALL & OATES
ONJ
EWF
STEVIE WONDER
GEORGE BENSON

KACE/Los Angeles
Alonzo Miller

MICHAEL FRANKS
MICHAEL FRANKS
JUNIOR
O'BRYAN
SISTER SLEDGE
IMAGINATION
IMAGINATION
Hottest:
SKYY
KOOL & THE GANG
BOBBY WOMACK
BAR-KAYS
GEORGE BENSON

KJLH/Los Angeles
Levi Booker

GEORGE DUKE
REN WOODS
CHAS JANKEL
EVELYN KING
D TRAIN
WHISPERS
LAKESIDE
Hottest:
STEVIE WONDER
AURRA
KOOL & THE GANG
SKYY
BOBBY WOMACK

KDAY/Los Angeles
J.J. Johnson

SLAVE
JUNIOR
CHIC
LAMONT DOZIER
SISTER SLEDGE
MARY WELLS
Hottest:
SKYY
SLAVE
LAKESIDE
TOM BROWNE
STEVIE WONDER

KDIA/Oakland
Keith Adams

TOM TOM CLUB
CHOCOLATE MILK
LAKESIDE
SISTER SLEDGE
Hottest:
SKYY
TIME
OZONE
AURRA
BOBBY WOMACK

KUKO/Phoenix
Steve Smith

LAKESIDE
TOM TOM CLUB
AURRA
PRINCE
SISTER SLEDGE
Hottest:
SKYY
SUGAR HILL GANG
GAYLE ADAMS
GROVER WASHINGTON
BOBBY WOMACK

KSOL/San Mateo, CA
Bernie Moody

GEORGE DUKE
P-FUNK ALL STARS
NORMAN CONNORS
Hottest:
SKYY
HALL & OATES
BOBBY WOMACK
TIME
VERNON BURCH

SOUTH

WVEE/Atlanta
Scotty Andrews

SHOCK
COMMODORES
GEORGE DUKE
SHEENA EASTON
PRINCE
CARS
LTD
REDD HOTT
Hottest:
SKYY
HALL & OATES
BOBBY WOMACK
BILL SUMMERS
STEVIE WONDER

WAOK/Atlanta
Larry Tinsley

WHISPERS
JUNIOR
BRANDY WELLS
MAZE
MICHAEL HENDERSON
TOM TOM CLUB
KOOL & THE GANG
CHI-LITES
GEORGE DUKE
JOSE FELICIANO
Hottest:
BOBBY WOMACK
AURRA
HALL & OATES
TEDDY PENDERGRASS
TIME

WENN/Birmingham
Gene Wise

XAVIER
KWICK
Hottest:
GAYLE ADAME
LIVE BAND
SKYY
GLADYS KNIGHT
SUGAR HILL GANG

WATV/Birmingham
Stan Granger

BILL SUMMERS
JUNIOR
WHISPERS
VICKY "D"
STARPOINT
EWF
SMOKEY ROBINSON
MELBA MOORE
JONES GIRLS
STEVIE WONDER
LAKESIDE
SISTER SLEDGE
LUTHER VANDROSS
AM-FM
P-FUNK ALL STARS
PATTI AUSTIN
D TRAIN
MIKE & BRENDA
TOM BROWNE
CURTIS MAYFIELD
AURRA
CON FUNK SHUN
AL JARREAU
POUR TOPS
Hottest:
EWF
SKYY
HALL & OATES
TIME
GAYLE ADAMS

WGIV/Charlotte
Chris Turner

MAZE
GEORGE DUKE
RUFUS & CHAKA
FOUR TOPS
XAVIER
TRACY WEBER
Hottest:
SKYY
SUGAR HILL GANG
GRAND MASTER
HALL & OATES
BOBBY WOMACK

WQIC/Columbia, SC
Mickey Arnold

CURTIS MAYFIELD
GO
SMOKEY ROBINSON
FOUR TOPS
JEANETTE LADY DAY
Hottest:
SKYY
TIME
BOBBY WOMACK
HALL & OATES
SUGAR HILL GANG

KMJQ/Houston
Rose Holland

RONNIE LAWS
COMMODORES
DIANA ROSS
TIME
BOBBY WOMACK
ROGER
VERNON BURCH

WJMU/Jackson
Carl Haynes

LAKESIDE
DUNN & BRUCE
HERITAGE
Hottest:
BOBBY WOMACK
TEDDY PENDERGRASS
JERMAINE JACKSON
SUGAR HILL GANG
HALL & OATES

WKXU/Jackson
Tommy Marshall

PRINCE
O'BRYAN
JUNIOR
SISTER SLEDGE
BETTYE LAVETTE
EWF
MANHATTANS
CHI-LITES
MIKE & BRENDA
KWICK
BRANDY WELLS
Hottest:
BOBBY WOMACK
SKYY
SUGAR HILL GANG
BILL SUMMERS
CLARENCE CARTER

WPDQ/Jacksonville
Earl James

LAKESIDE
WHISPERS
DIANA ROSS
Hottest:
SKYY
BAR-KAYS
TIME
BOBBY WOMACK
BILL SUMMERS

WJAX(95X)/Jacksonville
Steve Fox

HUBERT LAWS/LYNN
MANHATTANS
STONE
JUNIOR
Hottest:
SKYY
TIME
PRINCE
BOBBY WOMACK
O'BRYAN

KOKY/Little Rock
Ronda Curtis

GEORGE DUKE
JUNIOR
MAZE
AURRA
COMMODORES
CHI-LITES
PEABO BRYSON
HALL & OATES
GROVER WASHINGTON
SKYY
BOBBY WOMACK

WLOU/Louisville
Neal O'Rea

XAVIER
GO
WHISPERS
Hottest:
TIME
BAD GIRLS
SUGAR HILL GANG
STEVIE WONDER
DIANA ROSS

WJJS/Lynchburg, VA
Art Young

GO
SISTER SLEDGE
CISSEL & KING
ROGER
PRINCE
CHI-LITES
JERRY CARR
Hottest:
TEDDY PENDERGRASS
BAR-KAYS
SKYY
TROUBLE FUNK
RUFUS & CHAKA

WHRK(K97)/Memphis
Robert V.

GEORGE DUKE
HUBERT LAWS/LYNN
SWITCH
STONE
WHATNAUTS
STYLISTICS
KLEEER
ISLEY BROS
LIVE BAND
Hottest:
BOBBY WOMACK
ROCKIE ROBBINS
GEORGE BENSON
TIME
KANO

WDIA/Memphis
Carl Connors

O'BRYAN
XAVIER
D TRAIN
BRANDY WELLS
J. GILS BAND
TWENNYNINE/LENNY
GRAND MASTER
Hottest:
HALL & OATES
SKYY
VERNON BURCH
BOBBY WOMACK
PEABO BRYSON

WYLD-FM/New Orleans
Tony Brown

none
Hottest:
HALL & OATES
BOBBY WOMACK
COMMODORES
GROVER WASHINGTON
QUINCY JONES

WOWI/Norfolk
Chester Benton

PRINCE
DELLS
Hottest:
BOBBY WOMACK
SKYY
LAKESIDE
ONJ
HALL & OATES

WEDR/Miami
Leo Jackson

O'BRYAN
XAVIER
LAKESIDE
RUFUS & CHAKA
Hottest:
OZONE
SKYY
LTD
GIL SCOTT-HERON
D TRAIN

WBLX/Mobile
Michael J. Alexander

PRINCE
DELLS
Hottest:
BOBBY WOMACK
SKYY
LAKESIDE
ONJ
HALL & OATES

WVOL/Nashville
Fred Harvey

LUTHER VANDROSS
MAZE
Hottest:
HALL & OATES
SKYY
TIME
BOBBY WOMACK
DIANA ROSS

WAIL-FM/New Orleans
Barry Richards

KWICK
XAVIER
D TRAIN
BRANDY WELLS
J. GILS BAND
TWENNYNINE/LENNY
GRAND MASTER
Hottest:
HALL & OATES
SKYY
VERNON BURCH
BOBBY WOMACK
PEABO BRYSON

WTOY/Roanoke
Donnie Deane

SOUTH BRONX
JOSE FELICIANO
P-FUNK ALL STARS
AM-FM
LIVE BAND
WEEKS & COMPANY
T-CONNECTION
RONNIE LAWS
BBQ
JERRY CARR
T.S. MONK
BAD GIRLS
LOWRELL SIMON
C.M. LORD
MADAGASCAR
Hottest:
GEORGE BENSON
TEDDY PENDERGRASS
BAR-KAYS
PEABO BRYSON
HALL & OATES

KTFM/San Antonio
Joe Nasty

JOURNEY
TIME
Hottest:
HALL & OATES
SUGAR HILL GANG
QUARTERFLASH

WTMP/Tampa
Jerry Walker

SECRET WEAPON
KOOL & THE GANG
Hottest:
SKYY
GRAND MASTER
BAR-KAYS
CURTIS MAYFIELD
STEVIE WONDER

WANT/Richmond
Ben Miles

SISTER SLEDGE
WHISPERS
BARRY WHITE
SMOKEY ROBINSON
MAZE
EWF
OZONE
Hottest:
BAR-KAYS
SKYY
TIME
EWF
BOBBY WOMACK

WTOY/Roanoke
Donnie Deane

SOUTH BRONX
JOSE FELICIANO
P-FUNK ALL STARS
AM-FM
LIVE BAND
WEEKS & COMPANY
T-CONNECTION
RONNIE LAWS
BBQ
JERRY CARR
T.S. MONK
BAD GIRLS
LOWRELL SIMON
C.M. LORD
MADAGASCAR
Hottest:
GEORGE BENSON
TEDDY PENDERGRASS
BAR-KAYS
PEABO BRYSON
HALL & OATES

WYLD-FM/New Orleans
Tony Brown

none
Hottest:
HALL & OATES
BOBBY WOMACK
COMMODORES
GROVER WASHINGTON
QUINCY JONES

WOWI/Norfolk
Chester Benton

PRINCE
DELLS
Hottest:
BOBBY WOMACK
SKYY
LAKESIDE
ONJ
HALL & OATES

WEDR/Miami
Leo Jackson

O'BRYAN
XAVIER
LAKESIDE
RUFUS & CHAKA
Hottest:
OZONE
SKYY
LTD
GIL SCOTT-HERON
D TRAIN

WBLX/Mobile
Michael J. Alexander

PRINCE
DELLS
Hottest:
BOBBY WOMACK
SKYY
LAKESIDE
ONJ
HALL & OATES

WVON/Chicago
Pam Wells

XAVIER
KOOL & THE GANG
JOHNNY GUITAR
GLADYS KNIGHT
REN WOODS
Hottest:
HALL & OATES
SKYY
STEVIE WONDER
JUNIOR
GEORGE BENSON

WJMO/Cleveland
Erik Stone

SHOCK
SMOKEY ROBINSON
O'BRYAN
VICKY "D"
MIGHTY CLOUDS
Hottest:
EWF
KOOL & THE GANG
GEORGE BENSON
SKYY
PEABO BRYSON

WJLB/Detroit
J. Michael McKay

MAZE
SISTER SLEDGE
EVELYN KING
ONE WAY
Hottest:
DIANA ROSS
HALL & OATES
D TRAIN
AURRA
GROVER WASHINGTON

WKWM/Grand Rapids
Frank Grant

THE FIRST LOVE
KOOL & THE GANG
O'BRYAN
SISTER SLEDGE
PRINCE
CHOCOLATE MILK
HERITAGE
SMOKEY ROBINSON
XAVIER
Hottest:
TIME
SKYY
BOBBY WOMACK
HALL & OATES
GIL SCOTT-HERON

MIDWEST Most Added Hottest

Pointer Sisters J. Geils Band
Cliff Richard Hall & Oates
Alabama Dan Fogelberg

CHR ADDS & HOTS

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

WEST Most Added Hottest

Huey Lewis & The News
Go-Go's J. Geils Band
Rod Stewart Hall & Oates
Pointer Sisters Dan Fogelberg

MIDWEST

PARALLEL TWO

WVVC/East Lansing, MI

PRISM
MIKE POST
KASIM SULTAN
CONDUCTOR
CHINA
NOVO COMBO
Hottest:
BARBRA STRISAND 1-1
HALL & OATES 2-2
BILLY JOEL 3-3
SHEENA EASTON 5-4
JOURNEY 21-15
POLICE 25-20

KIOA/Des Moines, IA

A.W. Pantoja
STEVIE WONDER
ABBA
POINTER SISTERS
Hottest:
HALL & OATES 1-1
SHEENA EASTON 8-5
ROLLING STONES 10-6
BARBRA STRISAND 13-10
HERTIE HIGGINS 23-15

KQFM/Oklahoma City, OK

Chuck Morgan
CLIFF RICHARD
T.G. SHEPPARD
BILL CHAMPLIN
MEXO
VANGELIS
POINTER SISTERS
CHILLIWACK
CARS
Hottest:
J. GEILS BAND 10-1
JUICE NEWTON 7-5
EDDIE RABBITT 8-6
DAN FOGELBERG 15-10
CARS A-15

KRAV/Tulsa, OK

Gary Reynolds
VANGELIS
Hottest:
HALL & OATES 1-1
QUARTERFLASH 3-2
JUICE NEWTON 4-8
DAN FOGELBERG 9-7
ALABAMA 12-9

KZ93/Peoria, IL

Keith Edwards
ALABAMA
JOAN JETT
ROD STEWART
Hottest:
ROLLING STONES 1-1
DAN FOGELBERG 2-2
LOVERBOY 11-7
JOURNEY 15-10
POLICE 18-14

WGRD/Grand Rapids, MI

Sean Stevens
Hottest:
CHILLIWACK 1-1
AIR SUPPLY 3-2
PAUL DAVIS 6-4
EWLF 9-7
JOURNEY 27-17

WHOT/Youngstown, OH

Dick Thompson
POINTER SISTERS
Hottest:
J. GEILS BAND 1-1
CARS 14-6
AIR SUPPLY 15-10
BUCKNER & GARCIA 21-15
STEVIE WONDER 29-25

WMEE/Fort Wayne, IN

John Curry
ALABAMA
BARRY MANILOW
COMMODORES
Hottest:
HALL & OATES 1-1
J. GEILS BAND 3-2
DAN FOGELBERG 9-4
LRB 11-7
KENNY ROGERS 22-16

WNAP/Indianapolis, IN

Paul Mendenhall
AIR SUPPLY
KENNY ROGERS
Hottest:
GEORGE BENSON 2-1
HALL & OATES 8-2
BILLY JOEL 11-8
DAN FOGELBERG 14-10
BARRY MANILOW 20-13

WNCI/Columbus, OH

Steve Edwards
BARRY MANILOW
ROD STEWART
Hottest:
J. GEILS BAND 6-1
CARS 9-3
SHEENA EASTON 10-6
AIR SUPPLY 11-7
JOURNEY 19-13

WOW/Omaha, NB

Ralph Caldwell
CLIFF RICHARD
ALABAMA
GENESIS (dp)
Hottest:
HALL & OATES 1-1
PAUL DAVIS 3-2
EDDIE RABBITT 5-3
KENNY ROGERS 11-6
AIR SUPPLY 10-7

WKDO/Evanston, IN

Hobbs/Payne
POLICE
POINTER SISTERS
VAN HALEN
Hottest:
J. GEILS BAND 1-1
GEORGE BENSON 2-2
HALL & OATES 3-3
CARS 8-6
JOURNEY 25-10

WJXQ/Jackson, MI

Ryan/Cheeks
PRISM
KASIM SULTAN
Hottest:
J. GEILS BAND 1-1
SAMMY HAGAR 11-3
JOURNEY 21-10
BOB & DOUG MCKENZ 20-15
POLICE 23-17

KSTT/Oavenport, IA

Bill Young
OAK RIDGE BOYS
POINTER SISTERS
POLICE
Hottest:
JUICE NEWTON 2-1
RONNIE MILSAP 8-2
SHEENA EASTON 6-3
AIR SUPPLY 12-5
JOURNEY 18-12

WYFF/Youngstown, OH

Jeff Tobin
PAUL DAVIS
CARS
DAN FOGELBERG
Hottest:
J. GEILS BAND 1-1
QUARTERFLASH 7-4
ROLLING STONES 9-7
LINDSEY BUCKINGHAM 10-9
PAUL DAVIS A-14

WAKX/Duluth

Jon Armstrong
CLIFF RICHARD
Hottest:
HALL & OATES 1-1
ROYAL PHILHARMONI 4-2
DAN FOGELBERG 10-6
AIR SUPPLY 15-11
JOURNEY D-16

WNAM/Appleton-Oshkosh, WI

Chris Caine
NOVO COMBO
PLAYER
GO GO'S
CHILLIWACK
Hottest:
HALL & OATES 1-1
J. GEILS BAND 3-2
ROYAL PHILHARMONI 11-6
AIR SUPPLY 22-9
JOURNEY 24-11

WZOK/Rockford, IL

Mr. Ed
EDDIE SCHWARTZ
STEVIE WONDER
QUARTERFLASH
Hottest:
QUARTERFLASH 1-1
DAN FOGELBERG 5-3
LRB 7-5
CARS 8-6
JOURNEY 15-11

Z104/Madison, WI

Little/Hudson
VAN HALEN
DIANA ROSS
HUEY LEWIS AND TH
STEVIE NICKS
Hottest:
J. GEILS BAND 1-1
BUCKNER & GARCIA 2-2
AIR SUPPLY 10-6
DAN FOGELBERG 18-10
JOURNEY 21-11

WIKS/Indianapolis, IN

C.C. Matthews
MCGUFFEY LANE
NOVO COMBO
Hottest:
NICKS & HENLEY 2-1
J. GEILS BAND 5-5
FOREIGNER 7-6
HALL & OATES 9-9
BILLY SCUIER 14-13

US3/South Bend, IN

J.K. Deering
LRB
GO GO'S
Hottest:
J. GEILS BAND 4-1
HALL & OATES 5-3
PAUL DAVIS 8-4
GEORGE BENSON 15-9
AIR SUPPLY 19-13

WDJX/Dayton, OH

Joe Dawson
BILLY JOEL
ABBA
POINTER SISTERS
DOORIE BROS
Hottest:
HALL & OATES 1-1
SHEENA EASTON 6-4
AIR SUPPLY 10-6
CARS 11-8
JOURNEY 21-12

WLOL-FM/St. Paul, MN

Phil Houston
LRB
CLIFF RICHARD
KENNY ROGERS
BARRY MANILOW
POLICE
STEVIE WONDER
Hottest:
GEORGE BENSON 5-1
QUARTERFLASH 6-3
EDDIE RABBITT 8-5
J. GEILS BAND 12-6
DAN FOGELBERG 19-12

KDVT/Topeka, KS

Tony Stewart
BARRY MANILOW
ALABAMA
POINTER SISTERS
CHILLIWACK
Hottest:
DAN FOGELBERG 2-1
LOVERBOY 5-2
BUCKNER & GARCIA 16-9
GENESIS 18-10
JOURNEY 25-13

KELO/Sioux Falls, SD

Marc Elliot
GENESIS
EDDIE SCHWARTZ
DIANA ROSS
NOVO COMBO
Hottest:
HALL & OATES 2-1
PAUL DAVIS 3-2
DAN FOGELBERG 8-4
CARS 12-8
BUCKNER & GARCIA 18-14

KWLO/Waterloo, IA

Drew Bentley
EDDIE SCHWARTZ
CLIFF RICHARD
BERTIE HIGGINS
Hottest:
J. GEILS BAND 1-1
GO GO'S 2-2
JOURNEY 10-3
JUICE NEWTON 14-4
DAN FOGELBERG 13-5

KHK/Davenport, IA

Chuck King
GO GO'S
ABBA
ROD STEWART
CHILLIWACK
POINTER SISTERS
Hottest:
HALL & OATES 1-1
CARS 15-12
LRB 19-16
KENNY ROGERS 33-28
GENESIS 35-31

WZZR/Grand Rapids, MI

Lucian Jay
STEVIE WONDER
OAK RIDGE BOYS
BOB & DOUG MCKENZ
Hottest:
GEORGE BENSON 2-1
HALL & OATES 1-2
PAUL DAVIS 3-3
DAN FOGELBERG 10-5
JOURNEY 30-18

PARALLEL THREE

KFYR/Bismarck, ND
Dan Brannan
ROD STEWART
DIANA ROSS
Hottest:
JUICE NEWTON 2-1
DAN FOGELBERG 8-5
LRB 10-6
BERTIE HIGGINS 12-9
PAUL DAVIS 17-14

KQWB/Fargo, ND

Wayne Hiller
KENNY ROGERS
DIANA ROSS
ALABAMA
ROD STEWART (dp)
ELO (dp)
STEVIE WOODS (dp)
JOHN HALL BAND (dp)
Hottest:
HALL & OATES 1-1
J. GEILS BAND 3-2
PAUL DAVIS 5-4
LRB 7-5
AIR SUPPLY 13-7

KKLS/Rapid City, SD

Harley Worthit
POLICE
HUEY LEWIS AND TH
NOVO COMBO
CLIFF RICHARD
FOREIGNER
Hottest:
ROLLING STONES 1-1
LRB 8-6
AIR SUPPLY 15-10
GENESIS 17-14
JOURNEY 12-17

KKXL/Grand Forks, ND

Jeff Parker
STEVIE WONDER
OAK RIDGE BOYS
DOORIE BROS
BILL CHAMPLIN
Hottest:
PAUL DAVIS 3-1
J. GEILS BAND 6-4
SHEENA EASTON 7-5
DAN FOGELBERG 10-6
AIR SUPPLY 12-8

WRCR/Racine, WI

Steve Warren
CLIFF RICHARD
DAN FOGELBERG
POLICE
Hottest:
HALL & OATES 1-1
BUCKNER & GARCIA 9-4
AIR SUPPLY 20-11
ROLLING STONES 21-14
BOB & DOUG MCKENZ D-30

WSPT/Stevens Point, WI

Bred Fuhr
PLAYER
SAMMY HAGAR
ABBA
Hottest:
DAN FOGELBERG 2-1
J. GEILS BAND 1-2
RICK SPRINGFIELD 14-11
DONNIE IRIS 23-17
SOFT CELL 21-18

WTRU/Muskegon, MI

Mike Stevens
CHILLIWACK
SAMMY HAGAR
OAK RIDGE BOYS
ABBA
Hottest:
HALL & OATES 1-1
GEORGE BENSON 3-2
DAN FOGELBERG 7-3
ROLLING STONES 8-5
LRB 9-6

WEST

PARALLEL TWO

KCPX/Salt Lake City, UT

Gary Waldron
BOB & DOUG MCKENZ
PRISM
PEABO BRYSON
JOAN JETT
TEDDY PENDERGRASS
ALL SPORTS BAND
Hottest:
GEORGE BENSON 1-1
KENNY ROGERS 14-5
DAN FOGELBERG 25-11
ALABAMA 26-21
CHILLIWACK 34-29

KQW/Portland, OR

Janis Wojniak
ALABAMA
DOORIE BROS
Hottest:
BARBRA STRISAND 1-1
BILLY JOEL 6-2
PAUL DAVIS 9-5
DAN FOGELBERG 11-7
RONNIE MILSAP 14-10

KJRB/Spokane, WA

Suds Coleman
BARRY MANILOW
ROD STEWART
COMMODORES
ALABAMA
VAN HALEN
GO GO'S
LOVERBOY
Hottest:
J. GEILS BAND 2-1
LRB 13-8
SHEENA EASTON 14-9
AIR SUPPLY 16-11
VANGELIS 30-21

KRO/Tucson, AZ

Guy Zapoleon
QUINCY JONES
DOORIE BROS
CHILLIWACK
Hottest:
GEORGE BENSON 5-1
PAUL DAVIS 13-7
GREG LAKE 15-9
ALABAMA 18-12
KENNY ROGERS 26-21

Y94/Fresno, CA

Ray Applton
Hottest:
HALL & OATES 1-1
ROYAL PHILHARMONI 2-2
DAN FOGELBERG 5-5
SHEENA EASTON 9-9
AIR SUPPLY 12-12

KLUC/Las Vegas, NV

Randy Lunquist
CHILLIWACK
DOORIE BROS
CHUBBY CHECKER
Hottest:
J. GEILS BAND 1-1
LOVERBOY 5-3
LRB 10-7
DAN FOGELBERG 13-10
BOB SEGER 19-17

KYNO-FM/Fresno, CA

Walker/Davis
SUGAR HILL GANG
GO GO'S
COMMODORES
Hottest:
TEDDY PENDERGRASS 12-6
SKYY 15-10
CLIFF RICHARD 16-12
DIANA ROSS 20-17

KZZX/Albuquerque, NM

Bruce Daniels
DIANA ROSS
JOURNEY
CLIFF RICHARD
Hottest:
GEORGE BENSON 2-1
J. GEILS BAND 6-4
DAN FOGELBERG 11-6
LRB 17-10
AIR SUPPLY 16-11

99KQ/Salina, KS

Denny Collier
NOVO COMBO
ALABAMA
CLIFF RICHARD
Hottest:
J. GEILS BAND 2-1
JOURNEY 26-15
BUCKNER & GARCIA 31-25
STEVIE WONDER 36-27
ROD STEWART 37-28

KKRC-FM/Sioux Falls, SD

Dan Kiley
JOURNEY
Hottest:
J. GEILS BAND 2-1
QUARTERFLASH 3-2
JOURNEY 4-3
DAN FOGELBERG 8-5
CARS 11-9

WEST

PARALLEL TWO

FM102/Sacramento, CA

Manders/Preston
POLICE
STEVIE WONDER
Hottest:
HALL & OATES 1-1
ROYAL PHILHARMONI 2-2
GEORGE BENSON 3-3
DAN FOGELBERG 15-8
SKYY 24-19

KSPZ/Colorado Springs, CO

Mike Daniels
DIANA ROSS
Hottest:
HALL & OATES 1-1
DAN FOGELBERG 4-2
LRB 7-3
AIR SUPPLY 15-8
GEORGE BENSON 21-12

KHYT/Tucson, AZ

Rich Brother Robin
HILLY JOEL
KENNY ROGERS
SISTER FLEDGE
VAN HALEN
PAUL DAVIS (RA)
AIR SUPPLY (RA)
ONJ
ONE WAY
DAN FOGELBERG
JOURNEY
LOVERBOY (RA)
OAK RIDGE BOYS
Hottest:
J. GEILS BAND 5-1
LAKEIDE 18-11
BUCKNER & GARCIA 22-17
MANHATTANS 25-20
JOURNEY A-25

KIDD/Monterey, CA

Brown/Ryan
ROD STEWART
SKYY
BERTIE HIGGINS
SAMMY HAGAR
Hottest:
RICK SPRINGFIELD 1-1
HALL & OATES 2-2
CARS 6-3
BARBRA STRISAND 7-5
DAN FOGELBERG 10-6

KGQI/Riverside-San Bernardino

Chris Roberts
DEL SHANNON
POINTER SISTERS
OAK RIDGE BOYS
MIKE POST
GREG GUIDRY
MADLEEN KANE
HUEY LEWIS AND TH
POLICE
DOORIE BROS
Hottest:
HALL & OATES 1-1
SKYY 20-5
J. GEILS BAND 23-8
JUICE NEWTON 16-11
TIME 21-16

KXXR/Bakersfield, CA

Squires/DeRoo
ONJ
COMMODORES
BOB & DOUG MCKENZ
EWLF
OAK RIDGE BOYS
VAN HALEN
TOMMY TUNONE
Hottest:
HALL & OATES 1-1
GENESIS 6-3
BILLY JOEL 13-6
DONNIE IRIS 21-16
SAMMY HAGAR 25-19

KNBO/Tacoma, WA

Bryan/Roberts
KENNY ROGERS
VAN HALEN
ABBA
OAK RIDGE BOYS
MAXUS
COMMODORES
HUEY LEWIS AND TH
BUCKNER & GARCIA
BOB & DOUG MCKENZ
Hottest:
HALL & OATES 1-1
J. GEILS BAND 2-2
JOURNEY 6-4
FOREIGNER 20-7
EDDIE SCHWARTZ 16-11

WEST

PARALLEL TWO

FM102/Salt Lake City, UT

Lorraine Winegar
STEVIE WONDER
Hottest:
J. GEILS BAND 1-1
ROLLING STONES 4-3
CARR 5-4
JOURNEY 16-14
BOB & DOUG MCKENZ D-23

KBBK/Boise, ID

Bob Lee
PETULA CLARK
HUEY LEWIS AND TH
GO GO'S
SKYY
CONDUCTOR
Hottest:
J. GEILS BAND 1-1
GEORGE BENSON 2-2
ROLLING STONES 3-3
AIR SUPPLY 10-5
DIANA ROSS 23-13

KYYA/Billings, MT

Jack Bell
MIKE POST
GREG GUIDRY
PRISM
GO GO'S
HUEY LEWIS AND TH
Hottest:
J. GEILS BAND 1-1
ROYAL PHILHARMONI 2-2
GEORGE BENSON 5-3
BERTIE HIGGINS 12-8
BOB & DOUG MCKENZ D-23

KATI/Casper, WY

Fred Leemhuls
CHILLIWACK
OAK RIDGE BOYS
ALABAMA
SAMMY HAGAR
Hottest:
HALL & OATES 1-1
EDDIE SCHWARTZ 16-12
KENNY ROGERS 21-14
GENESIS 25-18
DONNIE IRIS 24-19

KEZE/Lewiston, ID

Woe McShay
MIKE POST
HUEY LEWIS AND TH
PRISM
SAMMY HAGAR
PLAYER
TOMMY TUNONE
Hottest:
J. GEILS BAND 1-1
SHEENA EASTON 7-5
POLICE 21-13
DONNIE IRIS 27-23
JOURNEY 28-25

WEST

PARALLEL THREE

KCBN/Reno, NV

Jim O'Neal
QUINCY JONES
OAK RIDGE BOYS
Hottest:
J. GEILS BAND 1-1
QUARTERFLASH 2-2
JOURNEY 31-26
GENESIS 34-29
POINTER SISTERS 39-35

KDZA/Pueblo, CO

Rip Avina
PLAYER
PRISM
SAMMY HAGAR
Hottest:
J. GEILS BAND 2-1
AIR SUPPLY 7-6
BERTIE HIGGINS 15-13
DONNIE IRIS 25-21
JOURNEY 30-25

WMAK-FM/Nashville

Y94/Fresno
THE FOLLOWING STATIONS DID NOT REPORT THIS WEEK:
WFBR/Baltimore
3WT/Binghamton
KLAZ/Little Rock
Y103/Jacksonville
KEYN-FM/Wichita
WGBF/Evansville
Z102/Sevannah

THE FOLLOWING STATIONS REPORTED A FROZEN PLAYLIST THIS WEEK:

WMAK-FM/Nashville
Y94/Fresno

PARALLELS

Parallel I: Selected stations in major markets that are format dominant and/or exert a significant national influence.

Parallel II: Selected stations in secondary markets that are format dominant and/or exert a significant local or regional influence.

Parallel III: Selected stations in smaller markets that are format dominant and/or exert a significant local influence.

Note: (*) Format dominance is based on the Monday-Sunday, 6AM-2Midnight, total persons 12 plus shares as published by Arbitron.

★ DENOTES FIRST WEEK IN PARALLELS.

JOHN DOE "Hit Song" (Anylabel) LP: Hit Song National Summary 100/25 44%

AIR SUPPLY Sweet Dreams (Arista) LP: The One The You Love National Summary 184/5 85%

EXAMPLE 100/25 - 100 CHR reporting station on it this week including 25 new adds.

Regional Reach - Percentage of reporters playing the song within each region.

ABBA When All Is Said... (Atlantic) LP: The Visitors National Summary 90/20 42%

ALABAMA Love In The First... (MCA) LP: Feels So Right National Summary 114/28 53%

BUCKNER & GARCIA Pac-Man Fever (Columbia) LP: Pac-Man Fever National Summary 58/4 28%

BUCKNER & GARCIA Pac-Man Fever (Columbia) LP: Pac-Man Fever National Summary 58/4 28%

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BUCKNER & GARCIA Pac-Man Fever (Columbia) LP: Pac-Man Fever National Summary 58/4 28%

BEACH BOYS Come Go... (Caribou/CBS) LP: Ten Years Of Harmony National Summary 106/0 49%

BEACH BOYS Come Go... (Caribou/CBS) LP: Ten Years Of Harmony National Summary 106/0 49%

BEACH BOYS Come Go... (Caribou/CBS) LP: Ten Years Of Harmony National Summary 106/0 49%

BEACH BOYS Come Go... (Caribou/CBS) LP: Ten Years Of Harmony National Summary 106/0 49%

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BEACH BOYS Come Go... (Caribou/CBS) LP: Ten Years Of Harmony National Summary 106/0 49%

BEACH BOYS Come Go... (Caribou/CBS) LP: Ten Years Of Harmony National Summary 106/0 49%

CARS Shake It Up (Elektra) LP: Shake It Up National Summary 165/3 76%

CARS Shake It Up (Elektra) LP: Shake It Up National Summary 165/3 76%

CARS Shake It Up (Elektra) LP: Shake It Up National Summary 165/3 76%

CARS Shake It Up (Elektra) LP: Shake It Up National Summary 165/3 76%

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CARS Shake It Up (Elektra) LP: Shake It Up National Summary 165/3 76%

CARS Shake It Up (Elektra) LP: Shake It Up National Summary 165/3 76%

CARS Shake It Up (Elektra) LP: Shake It Up National Summary 165/3 76%

CHILLWACK I Believe (Millennium/RCA) LP: Wanna Be A Star National Summary 99/24 48%

CHILLWACK I Believe (Millennium/RCA) LP: Wanna Be A Star National Summary 99/24 48%

CHILLWACK I Believe (Millennium/RCA) LP: Wanna Be A Star National Summary 99/24 48%

CHILLWACK I Believe (Millennium/RCA) LP: Wanna Be A Star National Summary 99/24 48%

CHILLWACK I Believe (Millennium/RCA) LP: Wanna Be A Star National Summary 99/24 48%

CHILLWACK I Believe (Millennium/RCA) LP: Wanna Be A Star National Summary 99/24 48%

CHILLWACK I Believe (Millennium/RCA) LP: Wanna Be A Star National Summary 99/24 48%

CHILLWACK I Believe (Millennium/RCA) LP: Wanna Be A Star National Summary 99/24 48%

CHILLWACK I Believe (Millennium/RCA) LP: Wanna Be A Star National Summary 99/24 48%

CHILLWACK I Believe (Millennium/RCA) LP: Wanna Be A Star National Summary 99/24 48%

DAN FOGELBERG Leader Of... (Full Moon/Epic) LP: The Innocent Age National Summary 196/8 91%

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DAN FOGELBERG Leader Of... (Full Moon/Epic) LP: The Innocent Age National Summary 196/8 91%

DAN FOGELBERG Leader Of... (Full Moon/Epic) LP: The Innocent Age National Summary 196/8 91%

GENESIS
Abacab (Atlantic)
LP: Abacab

131/11 61%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

27

BREAKER

JOHN HALL BAND
Crazy (EMI America)
LP: All Of The Above

58/12 28%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

N&A

GO-GO'S
We Got The Beat (IRS/A&M)
LP: Beauty & The Beat

72/31 33%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

N&A

GO-GO'S
We Got The Beat (IRS/A&M)
LP: Beauty & The Beat

72/31 33%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

N&A

GO-GO'S
We Got The Beat (IRS/A&M)
LP: Beauty & The Beat

72/31 33%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

N&A

SAMMY HAGAR
I'll Fall In Love... (Geffen/WB)
LP: Standing Hampton

62/20 29%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

N&A

BERTIE HIGGINS
Key Largo (Kat Family/CBS)
LP: Just Another Day In Paradise

106/13 49%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

N&A

QUINCY JONES
One Hundred Ways (A&M)
LP: The Dude

58/15 28%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

N&A

BOB & DOUG MCKENZIE
Take Off (Mercury/PG)
LP: Great White North

61/23 28%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

N&A

JOHN HALL BAND
Crazy (EMI America)
LP: All Of The Above

58/12 28%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

N&A

JOHN HALL BAND
Crazy (EMI America)
LP: All Of The Above

58/12 28%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

N&A

HALL & OATES
I Can't Go For That... (IRCA)
LP: Private Eyes

206/1 95%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

1

GO-GO'S
We Got The Beat (IRS/A&M)
LP: Beauty & The Beat

72/31 33%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

N&A

GO-GO'S
We Got The Beat (IRS/A&M)
LP: Beauty & The Beat

72/31 33%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

N&A

SAMMY HAGAR
I'll Fall In Love... (Geffen/WB)
LP: Standing Hampton

62/20 29%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

N&A

BERTIE HIGGINS
Key Largo (Kat Family/CBS)
LP: Just Another Day In Paradise

106/13 49%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

N&A

QUINCY JONES
One Hundred Ways (A&M)
LP: The Dude

58/15 28%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

N&A

BOB & DOUG MCKENZIE
Take Off (Mercury/PG)
LP: Great White North

61/23 28%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

N&A

DONNIE IRIS
Love Is Like A Rock (MCA)
LP: King Cool

88/2 40%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

N&A

DONNIE IRIS
Love Is Like A Rock (MCA)
LP: King Cool

88/2 40%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

N&A

BILLY JOEL
She's Got A... (Columbia)
LP: Songs In The Attic

129/3 60%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

17

BILLY JOEL
She's Got A... (Columbia)
LP: Songs In The Attic

129/3 60%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

17

BILLY JOEL
She's Got A... (Columbia)
LP: Songs In The Attic

129/3 60%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

17

BILLY JOEL
She's Got A... (Columbia)
LP: Songs In The Attic

129/3 60%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

17

BILLY JOEL
She's Got A... (Columbia)
LP: Songs In The Attic

129/3 60%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

17

BILLY JOEL
She's Got A... (Columbia)
LP: Songs In The Attic

129/3 60%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

17

BILLY JOEL
She's Got A... (Columbia)
LP: Songs In The Attic

129/3 60%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

17

OPEN ARMS (Columbia)
LP: Escape

200/9 93%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

10

OPEN ARMS (Columbia)
LP: Escape

200/9 93%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

10

OPEN ARMS (Columbia)
LP: Escape

200/9 93%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

10

OPEN ARMS (Columbia)
LP: Escape

200/9 93%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

10

OPEN ARMS (Columbia)
LP: Escape

200/9 93%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

10

LITTLE RIVER BAND
Take It Easy... (Capitol)
LP: Time Exposure

189/3 88%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

9

LITTLE RIVER BAND
Take It Easy... (Capitol)
LP: Time Exposure

189/3 88%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

9

LITTLE RIVER BAND
Take It Easy... (Capitol)
LP: Time Exposure

189/3 88%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

9

LITTLE RIVER BAND
Take It Easy... (Capitol)
LP: Time Exposure

189/3 88%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

9

LOVERBOY
Working For... (Columbia)
LP: Get Lucky

81/2 38%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

N&A

LOVERBOY
Working For... (Columbia)
LP: Get Lucky

81/2 38%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

N&A

LOVERBOY
Working For... (Columbia)
LP: Get Lucky

81/2 38%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

N&A

LOVERBOY
Working For... (Columbia)
LP: Get Lucky

81/2 38%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

N&A

LOVERBOY
Working For... (Columbia)
LP: Get Lucky

81/2 38%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

N&A

BARRY MANILOW
Somewhere Down... (Arista)
LP: If I Should Love Again

121/11 56%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

BREAKER

BARRY MANILOW
Somewhere Down... (Arista)
LP: If I Should Love Again

121/11 56%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

BREAKER

BARRY MANILOW
Somewhere Down... (Arista)
LP: If I Should Love Again

121/11 56%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

BREAKER

BARRY MANILOW
Somewhere Down... (Arista)
LP: If I Should Love Again

121/11 56%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

BREAKER

JUICE NEWTON
The Sweetest... (Capitol)
LP: Juice

128/0 59%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

16

JUICE NEWTON
The Sweetest... (Capitol)
LP: Juice

128/0 59%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

16

JUICE NEWTON
The Sweetest... (Capitol)
LP: Juice

128/0 59%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

16

JUICE NEWTON
The Sweetest... (Capitol)
LP: Juice

128/0 59%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

16

JUICE NEWTON
The Sweetest... (Capitol)
LP: Juice

128/0 59%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

16

S. BARRY & D. HENLEY
Leather & Lace (Modern/Atco)
LP: Bella Donna

128/0 59%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

15

S. BARRY & D. HENLEY
Leather & Lace (Modern/Atco)
LP: Bella Donna

128/0 59%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

15

S. BARRY & D. HENLEY
Leather & Lace (Modern/Atco)
LP: Bella Donna

128/0 59%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

15

S. BARRY & D. HENLEY
Leather & Lace (Modern/Atco)
LP: Bella Donna

128/0 59%

Regional Summary
Beach: 10
D: 10
M: 10
W: 10

15

DONNIE IRIS "Love Is Like A Rock" (MCA) 86/2
 Moves: Up 64, Debuts 6, Same 23, Down 1, Adds 2, CKQM, WLS, 98KX 26-19, WQXK-FM 18-13, KEGL 11-7, WLS-FM 11-9, WGLC 17-6, WRCK 16-12, WKEE 21-11, WOKI 17-13, KZ93 9-8, KIOX 21-18, KSKD 18-10, WIGY on, KFMZ 16-11

OAK RIDGE BOYS "Bobbie Sue" (MCA) 84/26
 Moves: Up 17, Debuts 28, Same 14, Down 0, Adds 26 including JH106, KHQ, KJR, WLAN-FM, KXX106, Q100, KX104, WNOX, WANS-FM, KSTT, KNIQ, WISE, KIXL, WTRU, KATI

LOVERBOY "Working For The Weekend" (Columbia) 81/2
 Moves: Up 42, Debuts 3, Same 19, Down 10, Adds 2, WICC, KHYY, WFI 23-19, Q106 9-6, WLS 23-17, KPFC 13-9, KBLE-FM 20-17, WPHD 3-2, WAEB 27-18, KZ93 11-7, KLUC 6-3, Q104 2-2, WSPT 9-6, KQV 5-2, KOZE 3-2

GO-GO'S "We Got The Beat" (IRS/A&M) 72/31
 Moves: Up 13, Debuts 8, Same 20, Down 0, Adds 31 including WFI, WCAU-FM, 804, CHUM, KEGL, Z93, 94Q, 106, KRLA, KFI, WSKZ, WNAM, KJRB, 13FEA

SAMMY HAGAR "I'll Fall In Love Again" (Geffen/WB) 82/20
 Moves: Up 7, Debuts 9, Same 25, Down 1, Adds 20 including WFI, 96KX, CHUM, KEGL, WLS, KFI, WICC, CK101, WBCY, KIDD, WIGY, WCGQ, WISE, WTRU, KOZA

BOB & DOUG MCKENZIE "Take Off" (Mercury/PolyGram) 81/23
 Moves: Up 7, Debuts 14, Same 16, Down 1, Adds 23 including KEGL, KJR, KYX, KBLE-FM, WRCK, WPST, WKEE, KSET-FM, KXX106, WNOX, WSSX, WZZR, KNBQ, KSKD, KILE

PLAYER "If Looks Could Kill" (RCA) 56/25
 Moves: Up 3, Debuts 7, Same 21, Down 0, Adds 26 including WBFN-FM, WXXS-FM, 1M0, WPHD, WICC, WLAN-FM, KEEL, CK101, WOKI, WNAM, KSKD, WCIR, WFOX, WSPT, KZSA

QUINCY JONES featuring JAMES INGRAM "One Hundred Ways" (A&M) 58/15
 Moves: Up 18, Debuts 8, Same 16, Down 0, Adds 15, KRBE, WCKX, WDRQ, KBLE-FM, WHFM, WKEE, V100, KHFI, FM100, WSEZ, KRQ, WJBO, WGU, WISE, KCBN

JOHN HALL BAND "Crazy" (EMI America) 56/12
 Moves: Up 10, Debuts 6, Same 28, Down 0, Adds 12, WKT1, KIMN, Q103, WKEE, KHFI, KBFM, KEEL, WDOQ, WBBQ, WCIR, WISE, KQWB, WBFN-FM 35-29, Z93 4-30, WLS on

BUCKNER & GARCIA "Pac-Man Fever" (Columbia) 58/4
 Moves: Up 30, Debuts 7, Same 12, Down 3, Adds 4, KRLA, Q103, WANS-FM, KNBQ, WFI 3-2, WCAU-FM 4-4, 894 4-1, WPGC 6-6, KIQQ 6-3, WKRZ-FM 11-6, KBFM 11-6, WKDQ 20-16, KHYY 22-17, WOMP-FM 20-13, KKRC 16-10

AC/DC "Let's Get It Up" (Atlantic) 53/5
 Moves: Up 23, Debuts 4, Same 21, Down 0, Adds 5, WGLC, KINT, KLPQ, WSKZ, KVOL, WCAU-FM 4-34, 894 on, KEGL 19-16, WLS-FM 33-27, KXX106 23-20, WSSX 20-17, Z104 19-13, WACZ 30-26, 96XIL 11-6, WCIL-FM 26-14

FOREIGNER "Jukebox Hero" (Atlantic) 50/7
 Moves: Up 14, Debuts 3, Same 20, Down 2, Adds 7, Q106, WGLC, WICC, 897, WOKI, WSSX, KKLS, WKRZ-FM 16-9, K104 9-4, KBFM 18-14, K96 2-2, WACZ 19-14, Q101 1-1, WCIL-FM 7-1, KENI 2-2

STEVIE WONDER "That Girl" (Tamla/Motown) 37/14
 Rotations: Heavy 40, Medium 18/6, Light 12/6, Extra Adds 14, WASH, WARMOR, WQAR, WHYY, WHT, WVLK, WMAZ, WKBN, KBOI, KKUA, KCEE, WCHV, KSEL, WLVA, Heavy: WTFM, WAFB, KWAV, WSKY, Medium: KPLZ, WRLE, WRKA, 96FM, WQUE, KUON, WKZE-FM, WORG, KCHQ, WDAY, KFOR, WJON, KRKK

ROSANNE CASH "Blue Moon With Heartache" (Columbia) 31/2
 Rotations: Heavy 3/0, Medium 11/0, Light 16/1, Extra Adds 1, Total Adds 2, 97AIA, WLVA, Heavy: KWAV, WWSA, Medium: WBB, WARMOR, WCCO, WQAC, KEY103, WRVA, KRNT, WKRN, WSKY, WDAY

SIGNIFICANT ACTION

POINTER SISTERS "Should I Do It" (Planet/Elektra-Asylum) 26/8
 Rotations: Heavy 2/1, Medium 11/2, Light 12/4, Extra Adds 1, Total Adds 8, WQAC, WAFB, KOLE, WHBY, WIIIA, KMJJ, WLEO, KCRQ, Heavy: KKUA, Medium: WCBM, KULF, WCTC, WGY, WHEN, WMAZ, WHBC, WHIO, KRKK

EDDIE SCHWARTZ "All Our Tomorrows" (Atco) 24/4
 Rotations: Heavy 3/0, Medium 12/1, Light 7/1, Extra Adds 2, Total Adds 4, 97AIA, WHEN, WAFB, WSJB, Heavy: 96FM, KWAV, WSKY, Medium: WTFM, WIP, KULF, WGY, WQAC, KEY103, KBOI, WLEQ, KSEL, WORG, KFOQ

DEL SHANNON "See Of Love" (Network/Elektra-Asylum) 23/5
 Rotations: Heavy 1/0, Medium 15/3, Light 6/1, Extra Adds 1, Total Adds 5, WRLE, WVVZ, KBOI, KCEE, WDAY, Heavy: WFMK, Medium: WBEN, WIP, KULF, KOY, WAFB, WSLI, WMAZ, KWAV, WCHV, WORG, WFI, WJON

GIDEA PARK "Seasons Of Gold" (Profile) 22/6
 Rotations: Heavy 0/0, Medium 11/1, Light 9/3, Extra Adds 2, Total Adds 6, WBB, KOLE, KBOI, KKUA, WJBC, WJON, Medium: KEX, WELI, WGY, WQAC, WBT, WDEF, WHBC, WLEQ, WORG, KOLO

BILL CHAMPLIN "Tonight, Tonight" (Elektra) 21/8
 Rotations: Heavy 2/0, Medium 9/1, Light 11/5, Extra Adds 0, Total Adds 6, WRVR, WQUA, KRMQ, WCHV, WDAY, WBOW, Heavy: WSKY, Medium: KULF, WELI, WSLI, WMAZ, WHIO, KKUA, WKZE-FM, KFOQ

POCO "Sea Of Heartbreak" (MCA) 18/13
 Rotations: Heavy 0/0, Medium 8/4, Light 10/6, Extra Adds 3, Total Adds 13, KULF, 97AIA, WCCO, WMAZ, KRKD, KWAV, WSKY, WWSA, WDAY, KPAT, KFOQ, KADE, KRKK, Medium: WJON

SMOKEY ROBINSON "Tell Me Tomorrow" (Tamla/Motown) 18/3
 Rotations: Heavy 0/0, Medium 6/0, Light 10/1, Extra Adds 2, Total Adds 3, WROR, WVVZ, KBOI, Medium: WTFM, KEX, WNAV, WRLE, WORG, KRKK

RUPERT HOLMES "The End" (Elektra) 17/17
 Rotations: Heavy 0/0, Medium 3/3, Light 12/12, Extra Adds 2, Total Adds 17, WLTA, WSB, WCCO, WELI, WQAC, 96FM, WHBY, WHBC, WHIO, KBOI, KUGN, KKUA, WSKY, WORG, KFOQ, KMED, KRKK

LEE GREENWOOD "It Turns Me Inside Out" (MCA) 17/1
 Rotations: Heavy 2/0, Medium 8/0, Light 7/1, Extra Adds 0, Total Adds 1, WQUA, Heavy: WQAC, WDEF, Medium: KULF, KMBZ, WCCO, WHEN, WERC, WHBY, KBOI, WWSA

MECO "Pop Goes The Movies Part I" (Arista) 15/15
 Rotations: Heavy 0/0, Medium 5/5, Light 7/7, Extra Adds 3, Total Adds 15, WCBM, WLTA, WSB, WCCO, WELI, WMAZ, WHBC, WHIO, KLTE, KBOI, WORG, KFOR, WJON, KRKK

GROVER WASHINGTON JR. "Be Mine (Tonight)" (Elektra) 14/2
 Rotations: Heavy 0/0, Medium 6/0, Light 7/1, Extra Adds 1, Total Adds 2, 97AIA, WCHV, Medium: KULF, WDEF, KUGN, WKZE-FM, WSKY, KRKK

ELO "Rain Is Falling" (Jet/CBS) 12/5
 Rotations: Heavy 0/0, Medium 6/1, Light 5/3, Extra Adds 1, Total Adds 5, KULF, KOLE, WORG, WDAY, KFOQ, Medium: KPLZ, WGLC, KWAV, WSKY, KRKK

PLAYER "If Looks Could Kill" (RCA) 12/3
 Rotations: Heavy 0/0, Medium 3/0, Light 9/3, Extra Adds 0, Total Adds 3, WJMD, WHBY, WLEQ, Medium: KULF, WKZE-FM, WSKY

IRENE CARA "Anyone Can See" (Network/Elektra-Asylum) 12/2
 Rotations: Heavy 1/0, Medium 7/1, Light 3/0, Extra Adds 1, Total Adds 2, KULF, WOKV, Heavy: KKUA, Medium: WJMD, WKBN, KSL, WKZE-FM, WSKY, KMED

CHILLIWACK "I Believe" (Millennium/RCA) 11/4
 Rotations: Heavy 0/0, Medium 6/2, Light 4/1, Extra Adds 1, Total Adds 4, WRLE, WHEN, WHIO, KWAV, Medium: KULF, 96FM, WSKY, KRKK

MANHATTAN TRANSFER "Spies In The Night" (Atlantic) 11/1
 Rotations: Heavy 0/0, Medium 8/0, Light 3/1, Extra Adds 0, Total Adds 1, WSLI, Medium: KULF, KEX, WELI, WIS, WMAZ, WIBA, KUGN, WJON

GENE COTTON "If I Could Get You (Into My Life)" (Knoll) 10/10
 Rotations: Heavy 0/0, Medium 2/2, Light 7/7, Extra Adds 1, Total Adds 10, WJMD, WLTA, KULF, KMBZ, WCCO, 96FM, WHBC, WHIO, KUGN, WWSA

DOOBIE BROTHERS "Here To Love You" (WB) 10/4
 Rotations: Heavy 0/0, Medium 3/0, Light 6/3, Extra Adds 1, Total Adds 4, WSLI, WDAY, KFOQ, KRKK, Medium: KWAV, WSKY, KBOZ

CHARLEY PRIDE "Mountain Of Love" (RCA) 10/2
 Rotations: Heavy 1/0, Medium 8/2, Light 1/0, Extra Adds 0, Total Adds 2, WBT, WMAZ, Heavy: WQAC, Medium: WSB, KMBZ, KEX, WDEF, WPTF, WFMK

DIANA ROSS "Mirror, Mirror" (RCA) 9/1
 Rotations: Heavy 1/0, Medium 8/0, Light 2/1, Extra Adds 0, Total Adds 1, KRKD, Heavy: WQUE, Medium: KULF, WAFB, WFMK, WCHV, WORG, WBOW

PETULA CLARK "Natural Love" (Scotti Bros./CBS) 7/4
 Rotations: Heavy 0/0, Medium 3/1, Light 4/3, Extra Adds 0, Total Adds 4, WIP, KULF, KAAY, WTAR, Medium: KEX, WDEF

CHUBBY CHECKER "Running" (MCA) 7/2
 Rotations: Heavy 0/0, Medium 3/0, Light 3/1, Extra Adds 1, Total Adds 2, WHIO, KSEL, Medium: WGY, WCHV, KRKK

EARTH, WIND & FIRE "Wanne Be With You" (ARC/Columbia) 6/1
 Rotations: Heavy 2/1, Medium 3/0, Light 1/0, Extra Adds 0, Total Adds 1, KWAV, Heavy: KKUA, Medium: KULF, WRLE, WKZE-FM

CHINA "You Can't Treat Love That Way" (Epic) 6/1
 Rotations: Heavy 0/0, Medium 3/0, Light 3/1, Extra Adds 0, Total Adds 1, WHIO, Medium: WQAC, WMAZ, WSKY

STEVE MILLER BAND "Circle Of Love" (Capitol) 6/0
 Rotations: Heavy 0/0, Medium 4/0, Light 2/0, Extra Adds 0, Total Adds 0, Medium: KPLZ, WMAZ, KWAV, WKZE-FM

MIKE POST "Theme From 'Magnum P.I.'" (Elektra) 5/5
 Rotations: Heavy 0/0, Medium 2/2, Light 3/3, Extra Adds 0, Total Adds 5, WSB, WCCO, KOLE, KKUA, WSKY

SIGNIFICANT ACTION

JOAN JETT & THE BLACKHEARTS "I Love Rock 'N Roll" (Boardwalk) 49/29
 Moves: Up 4, Debuts 9, Same 7, Down 0, Adds 29 including WBFN-FM, WXXS-FM, WPGC, Y100, Q106, WLS-FM, KIQQ, Q106, KBFM, KX104, WSKZ, KZ93, WFBG, KILE, KRNA

EARTH, WIND & FIRE "Wanne Be With You" (ARC/Columbia) 47/6
 Moves: Up 13, Debuts 5, Same 23, Down 0, Adds 6, Y100, WGLC, G100, WSEZ, KIOX, WGLF, WXXS-FM 15-12, WCKX 30-26, KIQQ 31-26, KZFM 16-8, KINT 21-19, WBBQ on, WGU 26-23, Q104 28-20, WFLB 33-26

VANGELIS "Charlote Of Fire" (Polydor/PolyGram) 46/14
 Moves: Up 15, Debuts 3, Same 12, Down 2, Adds 14, WXXS-FM, WICC, WJDX, WZYP, WBBQ, KX104, WNOX, KOFM, KRAV, KQKQ, WISE, Q101, KVOL, KSLY, KZZP 30-26

DOOBIE BROTHERS "Here To Love You" (WB) 43/15
 Moves: Up 2, Debuts 4, Same 22, Down 0, Adds 15, WBFN-FM, KEGL, KZZP, KHFI, WAAV, KX104, KJ100, WDJX, KGGI, KGW, KLUC, KRQ, WFLB, KQV, KKKL

SMOKEY ROBINSON "Tell Me Tomorrow" (Tamla/Motown) 43/8
 Moves: Up 12, Debuts 6, Same 17, Down 0, Adds 8, WCKX, WICC, WTIK, KRKK, WJDX, G100, WAAV, WLAM, WXXS-FM 27-21, KIIS-FM 29-26, WCAO 30-26, KINT 19-16, WOKI 27-23, KCPX 40-36, 96XIL 28-21

TEDDY PENDERGRASS "You're My Latest..." (Phil. Int'l/CBS) 42/4
 Moves: Up 18, Debuts 2, Same 18, Down 0, Adds 4, KRBE, WCAO, WFMF, KCPX, WFI on, WCAU-FM on, Z93 23-18, KFI on, KIQQ 32-24, KZFM 24-19, WJDX 21-16, KXX106 30-26, WSGN 29-25, KILE 28-24

JENNIFER WARNES "Could It Be Love" (Arista) 39/0
 Moves: Up 20, Debuts 4, Same 12, Down 3, Adds 0, WAEB on, V100 29-27, WSGN 9-7, CK101 24-22, WNOX 26-22, WVIC 19-13, KSTT 15-13, KXXX 30-27, KSKD 32-29, WLAM 29-26, WFLB 18-16, KILE 15-13, KFVR on, KCBN on, KOZE 26-24

AL JARREAU "Breakin' Away" (WB) 37/1
 Moves: Up 17, Debuts 2, Same 14, Down 3, Adds 1, WGLF, 894 20-19, KRBE 4-19, KBEQ 22-20, KFI 28-22, WHFM 19-17, KZFM 2-2, KHFI 30-27, BJ106 34-31, CK101 27-26, KOFM 29-27, WJBO 34-31, 96SGF 21-12, 99KG 39-37, KODI 10-10

HUEY LEWIS AND THE NEWS "Do You Believe In Love" (Chrysalis) 35/31
 Moves: Up 0, Debuts 0, Same 4, Down 0, Adds 31 including WXXS-FM, KRLA, KFRC, KEZR, KYXX, WPHD, WICC, WKRZ-FM, KZFM, WANS-FM, Z104, KBBK, WACZ, KILE, KSLY

PRISM "Don't Let Him Know" (Capitol) 35/16
 Moves: Up 0, Debuts 3, Same 16, Down 0, Adds 16 including KIQQ, WRCK, WSSX, WRVQ, WVIC, WJXQ, KCPX, WFBG, 96XIL, WGLF, KVOL, KFMZ, KDZA, KYA, KOZE

SISTER SLEDGE "My Guy" (Cotillion/Atco) 35/12
 Moves: Up 6, Debuts 7, Same 10, Down 0, Adds 12, WNBC, WBLI, WHYY-FM, WDOQ, CK101, WOKI, KHYY, WLAM, WCIR, 96SGF, KPUR, Q101, WBFN-FM 40-32, WCCS 29-26, KYNO-FM 33-26

BILL CHAMPLIN "Tonight, Tonight" (Elektra) 35/2
 Moves: Up 10, Debuts 2, Same 20, Down 1, Adds 2, KOFM, KKKL, B104 on, KFI on, WCAO 27-26, KZFM 18-12, WZZR on, WLOL-FM on, KSTT 28-26, KIDD 28-26, KCPX 32-28, WCIR on, WFLB 30-27, KKLS on, KODI 24-22

SKYY "Call Me" (Salsoul/RCA) 34/13
 Moves: Up 11, Debuts 3, Same 6, Down 1, Adds 13, 96, XTRA, WDRF-FM, Q106, KSET-FM, WTIK, 897, WSEZ, WANS-FM, KIDD, KBBK, WGU, KVOL, WXXS-FM 1-1, CKLW 12-8

TOMMY TUTONE "867-5309/Jenny" (Columbia) 31/10
 Moves: Up 6, Debuts 3, Same 12, Down 0, Adds 10, B100, WRCK, WICC, KZFM, KINT, KIOX, KQV, KENI, KSLY, KOZE, KEGL 14-12, KFI on, KYXX 30-28, KSKD 22-19, WOMP-FM 29-26

VAN HALEN "Pretty Women" (WB) 30/28
 Moves: Up 0, Debuts 0, Same 2, Down 0, Adds 28 including 96KX, CHUM, KYXX, WPHD, WPST, WSSX, WRVQ, Z104, WKDQ, KNBQ, WOMP-FM, WZYQ, KSEL-FM, WCIL-FM, KFMZ

STEVIE NICKS "Edge Of Seventeen" (Modern/Atco) 30/4
 Moves: Up 7, Debuts 4, Same 15, Down 0, Adds 4, Z104, WGU, KQV, WCIL-FM, 96KX 4-30, Q107 on, KEGL 29-23, 94Q on, WLS on-dp, KZZP 21-19, WPHD 23-20, WIKS 18-8, KLUC 27-24, WOMP-FM 28-23, WXLK 3-3

STEVE MILLER BAND "Circle Of Love" (Capitol) 30/4
 Moves: Up 5, Debuts 7, Same 14, Down 0, Adds 4, WTIK, KJ100, Q101, WCIL-FM, KBEQ 4-30, WPHD 28-26, KZFM 4-30, KINT 25-21, WZYP on, WOKI on, KXXX 31-28, KNBQ on, KCPX 39-36, Q104 32-28, KILE 4-38

PEABO BRYSON "Let The Feeling Flow" (Capitol) 29/10
 Moves: Up 8, Debuts 2, Same 8, Down 1, Adds 10, PRO-FM, WAXY, WOKI, KCPX, WJBO, WIGY, 13FEA, WISE, KQIZ-FM, KENI, WXXS-FM 14-10, CKLW 26-24, KFRC 23-19, KZFM 19-13, WHBQ 11-9

ELO "Rain Is Falling" (Jet/CBS) 27/6
 Moves: Up 8, Debuts 1, Same 14, Down 0, Adds 6, KEGL, K104, 96XIL, WGLF, KILE, KQWB, WPHD on, WTIK 34-26, CK101 38-36, WNAM on, KSKD 38-31, Q104 33-30, KQIZ-FM 4-28, KFVR on, KENI 37-34

STEVIE WOODS "Just Can't Win 'Em All" (Cotillion/Atco) 24/3
 Moves: Up 4, Debuts 6, Same 11, Down 0, Adds 3, KHFI, WAKY, KQWB, KZZP on, WAEB 4-30, WAAV 30-23, WHBO 4-18, WSEZ 32-28, KSKD 4-38, WJBO 4-38, 13FEA on, WOMP-FM 4-33, 96SGF on, WFOG on, KILE 38-36

MIKE POST "Theme From 'Magnum P.I.'" (Elektra) 23/8
 Moves: Up 0, Debuts 4, Same 11, Down 0, Adds 8, KFRC, KSET-FM, WGH, WVIC, KGGI, KILE, KYA, KOZE, B104 on, KZFM on, KEEL on, WBCY on, WHEB on, WFLB on, KVOL on

CONDUCTOR "Voice On The Radio" (Montage/Capitol) 22/6
 Moves: Up 1, Debuts 3, Same 12, Down 0, Adds 6, KEZR, WKEE, KLPQ, WVIC, KBBK, KSLY, WXXS-FM on, KFI on, KIQQ on, WPHD on, K104 4-33, WSKZ on, 96XIL on, WISE on-dp, KVOI on

COMMODORES "Why You Wanna Try Me" (Motown) 20/14
 Moves: Up 1, Debuts 2, Same 3, Down 0, Adds 14, WBFN-FM, B104, Y100, KIQQ, KEZR, KBFM, WFMF, WMEE, KIOX, KYNO-FM, KJRB, KNBQ, WISE, WFLB, WTIK-FM 30-26

MOLLY HATCHET "Power Play" (Epic) 20/10
 Moves: Up 0, Debuts 3, Same 7, Down 0, Adds 10, KEGL, WPHD, WICC, KBFM, BJ106, WOKI, WGU, WFBG, WOMP-FM, WZYQ, KROK on, WZYP on, WJXQ 4-25, KIOX 4-30, KQV on

T.G. SHEPPARD "Only One You" (WB/Curb) 18/4
 Moves: Up 2, Debuts 2, Same 10, Down 0, Adds 4, KEEL, WSEZ, KJ100, KOFM, KIQQ on, KZFM 4-25, KINT 34-26, WSGN on, WHYY-FM on, WBBQ on, WNOX 4-24, WZZR on, WFBG on, KVOL 30-24, WAZY-FM on-dp

QUARTERFLASH "Find Another Fool" (Geffen/WB) 17/5
 Moves: Up 3, Debuts 1, Same 8, Down 0, Adds 5, 96KX, KYXX, K104, WZOK, WOMP-FM, CHUM 4-29, WLS on-dp, WLS-FM on-dp, WSSX 25-18, WRVQ on, WIKS 20-18, KIOX on, KNBQ on, KSKD 26-24, WSPT on-dp

CHR SIGNIFICANT ACTION

SOFT CELL "Tainted Love" (Sire/WB) 17/2
 Moves: Up 11, Debuts 1, Same 1, Down 2, Adds 2, Y100, KENI, CFTR 26-10, CHUM 3-2, CKGM 23-19, WPST 34-31, WKRZ-FM 4-29, WVIC 38-33, KIOX on, WGU 5-3, WACZ 16-13, WRKR 13-12, WSPT 21-18, WCIL-FM 14-10

IRENE CARA "Anyone Can See" (Network/Elektra-Asylum) 15/3
 Moves: Up 3, Debuts 2, Same 6, Down 1, Adds 3, KFRC, KC101, KBFM, Y100 11-10, WCKX 26-22, KZFM on, KINT 4-36, BJ106 28-26, CK101 4-38, KCPX on, WFBG on, WFLB on, WGLF on, KENI on

STEVE CARLISLE "WKRP In Cincinnati (Main Theme)" (Sweet City/MCA) 13/0
 Moves: Up 6, Debuts 0, Same 3, Down 4, Adds 0, WVBF 30-27, WAEB on, WSGN 15-11, KIOA 24-22, WCIR 29-27, 96XIL 14-10, KFVR on, KYA 22-18, KOZE on

NOVO COMBO "Tattoo" (Polydor/PolyGram) 12/6
 Moves: Up 0, Debuts 2, Same 4, Down 0, Adds 6, WVIC, WNAM, WIKS, WOMP-FM, KKLS, 99KG, WPHD 4-30, WJXQ 4-29, WJBO on, WSPT on-dp, KFMZ on

McGUFFEY LANE "Start It All Over" (Atco) 12/2
 Moves: Up 3, Debuts 2, Same 5, Down 0, Adds 2, WIKS, WFLB, WKEE on, KJ100 4-29, 82X on, WDJX 22-20, WJBO 4-38, WOMP-FM 34-28, 96XIL 40-36, WAZY-FM on-dp

KINKS "Destroyer" (Arista) 12/1
 Moves: Up 5, Debuts 0, Same 4, Down 2, Adds 1, WFBG, Y100 9-9, WKRZ-FM on, 897 28-21, WBCY 19-16, WRVQ 12-9, Z104 23-18, WISE on-dp, KQV on, KCBN 40-37

MADLEEN KANE "You Can" (Chalet) 12/1
 Moves: Up 5, Debuts 0, Same 5, Down 1, Adds 1, KGGI, WXXS-FM on, 96 15-13, KIQQ on, KZFM 26-20, WDOQ 13-12, WVIC 40-38, WLLOL-FM on, KHYY 28-23, WFBG on, 96SGF on

CHUBBY CHECKER "Running" (MCA) 11/2
 Moves: Up 1, Debuts 1, Same 7, Down 0, Adds 2, KLUC, WJBO, WDRF-FM on, K104 on, WMAK-FM on-dp, WCCS 4-28, WGH on, WGU on, 96XIL 38-34, WTRU on, KCBN on

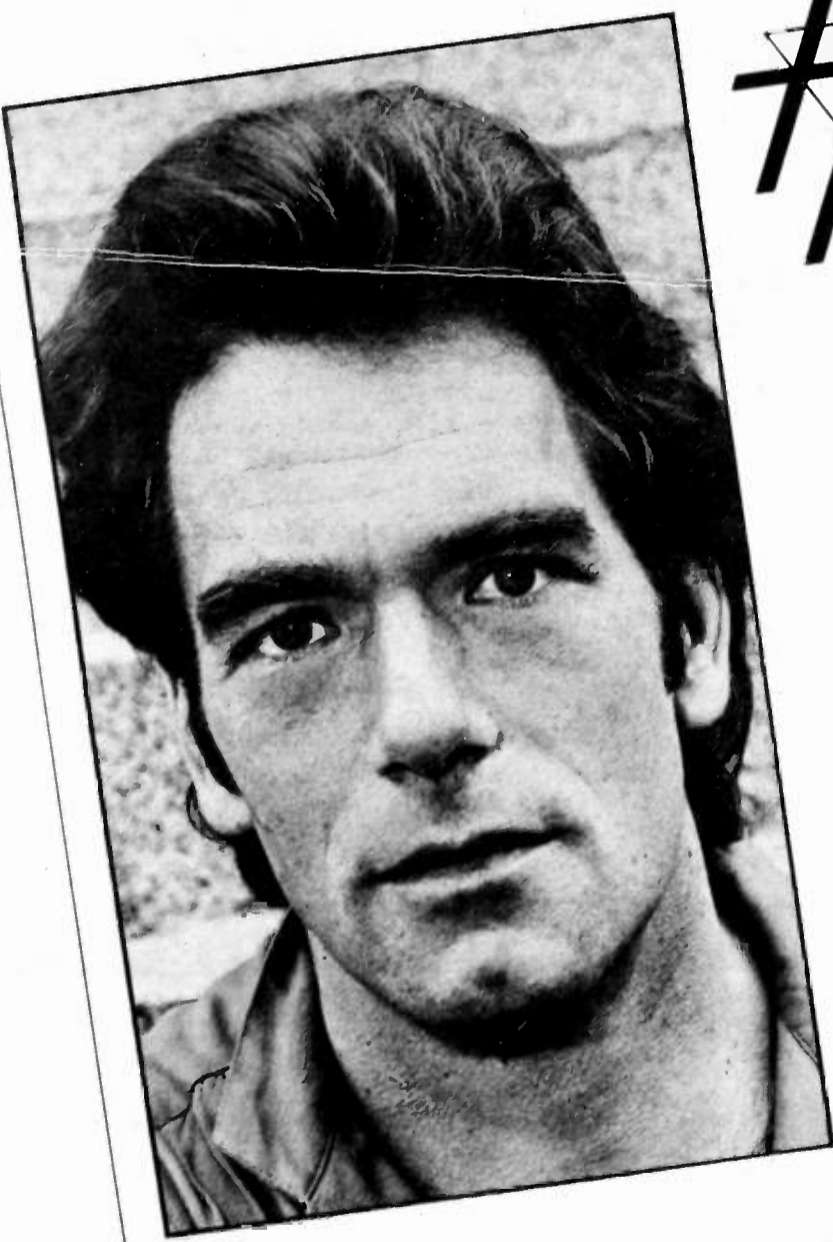
OLIVIA NEWTON-JOHN "Make A Move On Me" (MCA) 10/9
 Moves: Up 1, Debuts 0, Same 0, Down 0, Adds 9, Z93, Q106, CKLW, WSGN, WAAV, KIOX, KHYY, Q104, KPUR, KBEQ 29-24

ANNE MURRAY "Another Sleepless Night" (Capitol) 10/5
 Moves: Up 1, Debuts 2, Same 2, Down 0, Adds 6, KZFM, KSET-FM, KINT, WHBO, WNOX, WSGN 32-29, WSEZ on, WTSN 4-23, WFLB on, KODI 4-30

January 1982

The Chrysalis Chronicle

HOT OFF THE PRESS MORE NEWS!



HUEY LEWIS
AND THE NEWS
PICTURE THIS

"DO YOU BELIEVE IN LOVE"

the first single from the album

"PICTURE THIS"



Chrysalis
Records and Tapes

The single CHS 2589 The album CHR 1340
Produced by Huey Lewis and the News

Contemporary Hit Radio

NATIONAL AIRPLAY/30

Adult/Contemporary

Three Weeks
Two Weeks
Last Week

1	1	1	1	D. HALL & J. OATES/I Can't Go For That... (RCA)
7	2	2	2	J. GEILS BAND/Centerfold (EMI America)
8	6	4	3	PAUL DAVIS/Cool Night (Arista)
17	11	5	4	DAN FOGELBERG/Leader Of The Band (Full Moon/Epic)
5	3	3	5	GEORGE BENSON/Tum Your Love Around (WB)
14	9	6	6	ROLLING STONES/Waiting On A Friend (Rolling Stones/Atco)
24	16	9	7	AIR SUPPLY/Sweet Dreams (Arista)
16	13	8	8	CARS/Shake It Up (Elektra)
23	15	11	9	LITTLE RIVER BAND/Take It Easy On Me (Capitol)
-	28	19	10	JOURNEY/Open Arms (Columbia)
21	18	15	11	SHEENA EASTON/You Could Have Been With Me (EMI America)
4	5	7	12	QUARTERFLASH/Harden My Heart (Geffen/WB)
10	8	12	13	BARBRA STREISAND/Comin' In And Out Of Your Life (Columbia)
11	10	10	14	EDDIE RABBITT/Someone Could Lose A Heart Tonight (Elektra)
2	4	13	15	STEVIE NICKS & DON HENLEY/Leather & Lace (Modern/Atco)
15	14	14	16	JUICE NEWTON/The Sweetest Thing (I've Ever Known) (Capitol)
22	21	17	17	BILLY JOEL/She's Got A Way (Columbia)
30	26	21	18	KENNY ROGERS/Through The Years (Liberty)
28	24	20	19	RICK SPRINGFIELD/Love Is Alright Tonight (RCA)
-	-	29	20	DIANA ROSS/Mirror, Mirror (RCA)
3	7	16	21	LINDSEY BUCKINGHAM/Trouble (Asylum)
25	23	22	22	BEACH BOYS/Come Go With Me (Caribou/CBS)
-	29	27	23	EDDIE SCHWARTZ/All Our Tomorrows (Atco)
-	-	30	24	STEVIE WONDER/That Girl (Tamil/Motown)
-	30	28	25	POLICE/Spirits In The Material World (A&M)
6	12	18	26	FOREIGNER/Waiting For A Girl Like You (Atlantic)
-	-	-	27	GENESIS/Abacab (Atlantic)
-	-	-	28	ROD STEWART/Tonight I'm Yours (Don't Hurt Me) (WB)
-	-	-	29	BARRY MANILOW/Somewhere Down The Road (Arista)
-	-	-	30	CLIFF RICHARD/Daddy's Home (EMI America)

Three Weeks
Two Weeks
Last Week

9	6	2	1	DAN FOGELBERG/Leader Of The... (Full Moon/Epic)
3	2	1	2	PAUL DAVIS/Cool Night (Arista)
10	3	3	3	BILLY JOEL/She's Got A Way (Columbia)
24	17	7	4	KENNY ROGERS/Through The Years (Liberty)
1	1	4	5	BARBRA STREISAND/Comin' In And Out Of Your Life (Columbia)
6	5	5	6	EDDIE RABBITT/Someone Could Lose A Heart Tonight (Elektra)
17	13	8	7	SHEENA EASTON/You Could Have Been With Me (EMI America)
22	18	12	8	AIR SUPPLY/Sweet Dreams (Arista)
19	14	13	9	BARRY MANILOW/Somewhere Down The Road (Arista)
11	10	10	10	D. HALL & J. OATES/I Can't Go For That (No Can Do) (RCA)
5	4	6	11	RONNIE MILSAP/I Wouldn't Have Missed It For The World (RCA)
7	9	11	12	GEORGE BENSON/Tum Your Love Around (WB)
18	16	16	13	JENNIFER WARNES/Could It Be Love (Arista)
4	8	9	14	JUICE NEWTON/The Sweetest Thing (I've Ever Known) (Capitol)
28	23	18	15	BERTIE HIGGINS/Key Largo (Kat Family/CBS)
27	24	19	16	ALABAMA/Love In The First Degree (RCA)
29	25	20	17	LITTLE RIVER BAND/Take It Easy On Me (Capitol)
8	12	17	18	STEVIE NICKS & DON HENLEY/Leather & Lace (Modern/Atco)
12	11	15	19	BEACH BOYS/Come Go With Me (Caribou/CBS)
-	29	24	20	ABBA/When All Is Said And Done (Atlantic)
2	7	14	21	NEIL DIAMOND/Yesterday's Songs (Columbia)
-	-	27	22	JOURNEY/Open Arms (Columbia)
-	-	28	23	Q. JONES featuring J. INGRAM/One Hundred Ways (A&M)
15	15	21	24	SNEAKER/More Than Just The Two Of Us (Handshake/CBS)
-	-	-	25	CLIFF RICHARD/Daddy's Home (EMI America)
-	-	-	26	ANNE MURRAY/Another Sleepless Night (Capitol)
23	22	22	27	CARPENTERS/Those Good Old Dreams (A&M)
-	-	-	28	STEVIE WOODS/Just Can't Win 'Em All (Cotillion/Atco)
-	-	-	29	VANGELIS/Chariots Of Fire (Polydor/PolyGram)
-	-	-	30	T.G. SHEPPARD/Only One You (WB/Curb)

POINTER SISTERS (40)
GO-GO'S (31)
HUEY LEWIS & THE NEWS (31)

JOAN JETT (29)
ALABAMA (28)
VAN HALEN (28)

MOST ADDED

JOURNEY (25)
CLIFF RICHARD (22)
SISTER SLEDGE (21)

VANGELIS (20)
Q. JONES/J. INGRAM (18)
RUPERT HOLMES (17)

J. GEILS BAND (111)
D. HALL & J. OATES (101)
JOURNEY (82)

AIR SUPPLY (77)
DAN FOGELBERG (77)
CARS (57)

HOTTEST

DAN FOGELBERG (62)
PAUL DAVIS (51)
BILLY JOEL (44)

D. HALL & J. OATES (42)
KENNY ROGERS (33)
AIR SUPPLY (29)

GENESIS

Abacab (Atlantic)

61% of our reporters on it. Moves: Up 81, Debuts 11, Same 25, Down 3, Adds 11, WAEB, Q102, KZZP, WAEB, KSET-FM, WSEZ, WOW, KQKQ, KSKD, 95SGF, KELO, KSLY, KEGL 17-13, WGCL 12-8, WKEE 15-5, KKXX 6-3. See Parallels, debuts at number 27 on CHR chart.

ROD STEWART

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

60% of our reporters on it. Moves: Up 33, Debuts 52, Same 19, Down 0, Adds 25 including WBEN-FM, CKGM, Z93, Q105, KFI, KEZR, 13K, B100, Q103, WTIC-FM, WJDX, KIIK, KIDD, WZYQ, KFYZ. See Parallels, debuts at number 28 on CHR chart.

BARRY MANILOW

Somewhere Down The Road (Arista)

56% of our reporters on it. Moves: Up 84, Debuts 8, Same 17, Down 1, Adds 11, WBLI, WLAN-FM, KROK, KXX106, WHHY-FM, WQRK, WLOL-FM, WMEE, WNCI, KJRB, KGW, KDVV, PRO-FM 19-13, KJR 19-13, WIGY 26-19. See Parallels, debuts at number 29 on CHR chart.

CLIFF RICHARD

Daddy's Home (EMI America)

56% of our reporters on it. Moves: Up 37, Debuts 30, Same 30, Down 0, Adds 23 including WKBW, WBLI, WLAN-FM, KXX106, WANS-FM, WQRK, WAKX, KOFM, WOW, KZZX, WLAM, WHEB, KKLS, WAZY-FM, 99KG. See Parallels, debuts at number 30 on CHR chart.

12-34

NEW & ACTIVE

POINTER SISTERS "Should I Do It" (Planet/Elektra-Asylum) 116/40
Moves: Up 28, Debuts 21, Same 27, Down 0, Adds 40 including WKBW, WBEN-FM, WFI, B104, JB105, WKTI, KIIS-FM, 13K, KJR, KIMN, Q103, KOPA, KZZP, WZYP, WHOT.

ALABAMA "Love In The First Degree" (RCA) 114/28
Moves: Up 50, Debuts 14, Same 21, Down 1, Adds 28 including WBEN-FM, WFI, B104, WPGC, WGCL, WZUU, KRLA, KC101, WBCY, WMEE, K96, WIGY, KQWB, KATI.

BERTIE HIGGINS "Key Largo" (Kat Family/CBS) 105/13
Moves: Up 59, Debuts 11, Same 20, Down 2, Adds 13, WFI, WGCL, KYXX, WCAO, G100, FM100, KJ100, KIDD, 13FEA, WCIR, KOIZ-FM, WCIL-FM, KWLO, 94Q 2-2, KEZR 27-19, KX104 5-2.

CHILLIWACK "I Believe" (Millennium/RCA) 99/24
Moves: Up 24, Debuts 21, Same 30, Down 0, Adds 24 including JB105, KFI, Q103, WAEB, WJDX, CK101, WBBQ, WNAM, KLUC, KRQ, Q104, WCGQ, WGLF, WTRU, KDVV.

DEL SHANNON "Sea Of Love" (Network/Elektra-Asylum) 92/1
Moves: Up 57, Debuts 8, Same 23, Down 3, Adds 1, KGGI, WBEN-FM, 30-26, B104 20-18, Q107 on, KBEQ 25-21, B100 27-24, KOPA 21-19, WKEE 31-25, KZFM 15-7, WAAY 15-12, KIIK 34-29, WKDQ 28-25, KBBK 19-16, WHEB 22-18, KDZA 28-23.

ABBA "When All Is Said And Done" (Atlantic) 90/20
Moves: Up 37, Debuts 15, Same 18, Down 0, Adds 20 including WBEN-FM, WFI, WGCL, KJR, WCAO, WLAN-FM, K104, KLPO, WHBQ, KIOA, WDJX, KNBQ, 95SGF, WSPT, WTRU.

BREAKERS

JOURNEY

Open Arms (Columbia)

68% of our reporters on it. Rotations: Heavy 19/0, Medium 47/14, Light 16/8, Extra Adds 3, Total Adds 25 including WCBM, WYNY, WIP, 3WS, KDKA, WASH, WFYR, 55KRC, WARM98, KFMB, KNBR, and 14 more. Moves 27-22 on A/C chart.

QUINCY JONES featuring JAMES INGRAM One Hundred Ways (A&M)

62% of our reporters on it. Rotations: Heavy 12/1, Medium 42/5, Light 21/9, Extra Adds 3, Total Adds 18 including WCBM, WIP, WSB, 97AIA, WARM 98, WHB, and 12 more. Moves 28-23 on A/C chart.

CLIFF RICHARD

Daddy's Home (EMI America)

60% of our reporters on it. Rotations: Heavy 5/1, Medium 45/8, Light 23/11, Extra 2, Total Adds 22 including WROR, 3WS, WPRO, WCLR, WFYR, WARM98, and 16 more. Debuts at number 25 on A/C chart.

NEW & ACTIVE

25-49

ANNE MURRAY "Another Sleepless Night" (Capitol) 65/14
Rotations: Heavy 8/0, Medium 39/6, Light 17/5, Extra Adds 3, Total Adds 14, WRIE, WCTC, WHAM, WGY, 14Q, WOKV, WRVR, WPTF, WIBA, KLTE, WKBN, WSKY, WJBC, KADE. Heavy: WLTA, WOMC, WCCO, WRVA, WQUA, KFOR. Medium: WBEN, WSB, 97AIA, KMBZ, KEX, KFMB, KPLZ, KOB, KBOI, KUGN. Debuts at number 26 on A/C chart.

VANGELIS "Chariots Of Fire" (Polydor/PolyGram) 59/20
Rotations: Heavy 3/0, Medium 27/6, Light 18/8, Extra Adds 5, Total Adds 20, WIP, WTAE, WPRO, 97AIA, KFMB, WNAB, KEY103, WTAR, WRVA, WHBY, KRMG, WKBN, KOB, WKZE-FM, WGIR, WCHV, KSEL, WJBC, KCRG, WHYN. Heavy: WOMC, WGAC, 95FM. Medium: WLTA, WSB, KULF, KEX, WELI, WGY, KSL. Debuts at number 29 on A/C chart.

STEVIE WOODS "Just Can't Win 'Em All" (Cotillion/Atco) 59/16
Rotations: Heavy 3/0, Medium 37/7, Light 18/8, Extra Adds 1, Total Adds 16, WSB, WCLR, WARM98, KFMB, KIXI, WHAM, WHYN, WQUE, WIBA, KRMG, KKRQ, WLEQ, WLVA, WJBC, WSGW, KOLO. Heavy: WSKY, KRKK. Medium: WLTA, KULF, WOMC, KEX, KPLZ, WELI, WERC, WVLK, WRVR, WHIO, KCEE. Debuts at number 28 on A/C chart.

T.G. SHEPPARD "Only One You" (WB/Curb) 57/16
Rotations: Heavy 5/0, Medium 29/3, Light 19/9, Extra Adds 4, Total Adds 16, WBEN, WERC, WVLK, 95FM, WTAR, WIBA, KBOI, WCHV, WLEQ, KSEL, WFIR, KFOR, KADE, KBOZ, KOLO. Debuts at number 30 on A/C chart.

OAK RIDGE BOYS "Bobbie Sue" (MCA) 54/8
Rotations: Heavy 7/0, Medium 28/1, Light 18/4, Extra Adds 3, Total Adds 8, WBEN, WIP, WOKV, WRVR, WKBN, WKZE-FM, WLVA, WSGW. Heavy: KMBZ, WCCO, WERC, WQUA, WDAY, KFOR, WJON. Medium: WCBM, KULF, 55KRC, WOMC, KPLZ, WNAB, WGY, WGAC, WVLK, KAAV, WMAZ, WRVA, WHBY, WHIO, KRMG, KBOI, KCEE.

AL JARREAU "Breakin' Away" (WB) 40/1
Rotations: Heavy 3/0, Medium 28/0, Light 11/1, Extra Adds 0, Total Adds 1, KADE. Heavy: KULF, KCRG, KRKK. Medium: WARM98, WGAR, WOMC, WCCO, WELI, KEY103, WERC, WIS, WSLI, WVLK, WMAZ, WQUE, WTAR, WHBY, WHBC, WKBN, KBOI, KUGN, KWAV, WGIR, WLVA, WORG, KFOR, WJON, KFQD, KMED.

SISTER SLEDGE "My Guy" (Cotillion/Atco) 39/21
Rotations: Heavy 1/0, Medium 20/8, Light 15/9, Extra Adds 3, Total Adds 21, WLTA, WSB, KULF, WHB, WYYZ, WELI, WGY, WGAC, KOLE, WSLI, WMAZ, WRVA, WAKR, WIBA, WQUA, KBOI, WLVA, WORG, KFOR, WJON, KRKK. Heavy: KKUA. Medium: WBEN, WYNY, WJMD, KMBZ, WCCO, KEX, WRIE, WDEF, WHBC, KSL.