

# Radio & Records

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\$3.50 Single Copy

## Biernacki Promoted To WOR VP/GM

WOR/New York VP & Assistant GM Bob Biernacki has been promoted to VP/GM replacing Rick Devlin, who exited the position last month (R&R 5-7). Biernacki served as Devlin's assistant at the RKO station for the past four years.

"Naturally, I'm excited," Biernacki told R&R. "It's an absolutely marvelous, exquisite radio station. WOR is a magnificently complex station. It has evolved through the years . . . not like other stations where you copy a format and make some changes, etc. Overall, I would say the station is perfectly positioned right now for the times we live in and the competitive factors in the marketplace. There will be no changes of any great significance. We will just try to make an excellent product a little bit better, a little bit bigger, and a little more profitable."

BIERNACKI/ See Page 36

## Kaufman Named WCCO Station Manager

After 30 years with WCCO/Minneapolis, Clayt Kaufman has been appointed to the newly-created position of WCCO Station Manager.

Most recently National Sales Manager & Director/Broadcast Operations, Kaufman is now responsible for several broadcast areas, including sales, programming, marketing, promotional/research, and traffic. He reports to WCCO VP/GM Phil Lewis, who continues to supervise overall operations.

"It's been a Clayt Kaufman dream and goal of mine for a long, long time," said Kaufman. "I'm very enthused about helping maintain the great tradition of this fine station. To be one of the top people at one of the top stations in the country is very exciting."

Kaufman indicated the station plans to hire a new national sales manager, but that he will continue to handle the operations duties.

In announcing the appointment, Phil Lewis commented, "We have the utmost confidence in Clayt's ability to carry on in these areas. He's very capable, competent, and definitely fits in with our long-range goals."

After joining WCCO in 1951 as a news writer, Kaufman worked his way to National Sales Manager in 1969, becoming Director/Broadcast Operations in 1976.



## SHAKER OFFER CALLED "A FIRST"

## Arbitron Ready To Discuss Rates With RAB

Arbitron President Ted Shaker has told NAB President Miles David he would "appreciate the opportunity to meet with you and your committee" (the All-Industry Radio Ratings Committee) to discuss Arbitron rate matters. Shaker's mailgram, which was also sent to all members of the RAB Committee and to members of the Arbitron Radio Advisory Council, mentioned that he and Executive VP Rick Aurichio would like to explain Arbitron's attempts to update its pricing policy.

When asked why the message was sent, Arbitron spokesperson Connie Anthes replied, "We are rarely invited to discuss items of interest to us and the broadcasters. We wanted to make it clear that we are ready to talk about the pricing ideas we have presented so far to the Advisory Council and other groups."

However, Arbitron will not discuss specific dollars-and-cents issues with the RAB committee. "We are part of a big company and we can't say how much we want to take out of each market," Anthes said. "We want our revenues to remain the same but we

## TYLER EXITS AT WFIL

## Chandler Heads WFIL And WUSL Operations

WFIL & WUSL/Philadelphia have combined their programming and sales operations, with Kris Chandler taking over as Operations Manager for both Country outlets from the PD position at WUSL. WFIL PD Dean Tyler is departing the station, as are four sales staffers, including WUSL Sales Manager Francis X. Murphey (who resigned earlier). WFIL Sales Man-

## Media General Acquires William B. Tanner Co.

Media General, Inc. of Richmond, VA has agreed to purchase all the outstanding stock of the William B. Tanner Company of Memphis for an undisclosed amount. The agreement stipulates that Bill Tanner will remain as President/CEO of the company and that no other changes in the management group will be made as a result of the sale.

Tanner has 450 employees operating from both the company's Memphis headquarters and field offices in Boston, Chicago, Cleveland, Los Angeles, New York, and San Francisco. The firm is engaged in the acquisition and sale of

MEDIA/ See Page 36

are willing to discuss a different way to divide up the costs among subscribers."

## Mixed Reaction

Reaction to the Shaker letter was mixed. Miles David told R&R, "We have turned the letter over to our legal people to see what they feel we should do." He indicated that the legal advisors might suggest that no such meeting take place. However, David saw the communication from Arbitron as "a very positive sign."

## MARTELLE, WHITE RESIGN

## Bacarella Joins WJR As Operations Manager

WDRQ/Detroit GM Joe Bacarella will join Capital Cities' WJR/Detroit as Operations Manager on July 6. Bacarella's appointment followed the resignation of current WJR Program Manager Joe Martelle.

WJR GM Ron Pancratz commented, "With the sale of his station to an urban contemporary chain, Bacarella became avail-

This is a first - they apparently are ready to talk about rates and how much is being extracted from the industry."

Members of the committee held various feelings about the Shaker message. Some felt that it was "an indication that Ted knows we mean business," while others felt the tone of the message was "obnoxious."

David told R&R that he expects to hear from his legal staff in the next few days and decide how to reply to Shaker soon thereafter.

able." Charter Broadcasting sold WDRQ to the Amatore Group in April (R&R 4-30). Pancratz continued, "We are extremely pleased to have someone with his long experience and intimate knowledge of this highly competitive market joining us to help further growth of our leadership position."

Bacarella, whose Detroit experience includes 12 years as PD of WXYZ, told R&R, "I am really looking forward to joining WJR. It's something that I've wanted to do for a long, long time."

Pancratz also indicated that WJR News Director Dave White had resigned. "He was presented with an excellent opportunity in another field, and has elected to make a career change," Pancratz said. WJR Assistant News Director Ron Hansen will serve as acting director of the department following White's June 22 departure. No immediate replacement was named for Bacarella at WDRQ.

## Jones WLYT'S New GM

Zemira Jones has been appointed General Manager of United's WLYT/Cleveland, joining the station from WJZ-TV/Baltimore. CHR-formatted WLYT had been managed by Curtis Shaw, who simultaneously served as GM of Black-formatted sister station WJMO, a position he retains.

Jones explained, "The increased ratings posture at WLYT warrants a fulltime General Manager. Curt has done a sensational job in the Cleveland market when you consider that the two stations are not even located in the same build-

JONES/ See Page 22



CHANDLER/ See Page 22



# FLEETWOOD MAC

The first single

"Hold Me"

From the forthcoming album

*Mirage*

Produced by  
Lindsey Buckingham  
Richard Dashut  
Ken Caillat  
Fleetwood Mac

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BREAKERS**



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**Jazz On The Radio**

At last, an airplay chart for jazz, reflecting the records radio stations are actually playing. The Jazz National Airplay/30, every week in R&R.

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**KIERNAN HEADS CBS SPOT SALES**

**Ewing Becomes CBS Radio VP/GM**

Michael Ewing has been named to the newly-created position of Vice President/General Manager for the CBS Radio Network. Replacing Ewing as VP/GM for CBS Radio Spot Sales is Ed Kiernan, Director of Sales for WCBS/New York. Ewing will report to CBS Radio Networks Sr. VP Dick Brescia, while Kiernan reports to VP/CBS Owned AM Stations Gene Lothery.

In making the announcements, CBS Radio Division President Bob Hosking stated, "These appointments are positive steps in positioning CBS Radio for the future, as well as reflective of the strength



Michael Ewing Ed Kiernan

of management talent in our division. In creating Mike Ewing's new position, we are addressing the growing complexities of networking while freeing Dick Brescia from many day-to-day activities in order to focus on the longterm needs of both our radio networks. Ed Kiernan, like Mike, brings wealth of radio management experience to his new assignment which will serve him well."

Ewing started with CBS Radio Spot Sales as an account executive, later becoming Station Manager of KMOX/St. Louis and

**Castle Takes  
WDVE PD Position**

Howie Castle has been named Program Director at WDVE/Pittsburgh, replacing Dave Lange, who became WSHE & WSRF/Miami's Operations Director last week (R&R 6-4). Castle was PD at WSYR/Syracuse for the last 2½ years.

WDVE GM Bob Schutt told R&R, "Howie's got 17 years of broadcast experience in different markets with different formats. He's running a winning operation in Syracuse. You add all those things together and he became the number one choice."

Castle commented to R&R, "There are certain limits you reach in any medium-sized market. It was a good career move for me. It's also nice because it's an off-air PD position, which I prefer. I'm sorry to be leaving WSYR. The people at Newhouse Broadcasting, in particular (WSYR GM) Hugh Barr, have been super to work with." Castle added that WSYR's recent sale to Katz had "absolutely no bearing on my decision to leave."

Castle joins WDVE June 21. Before coming to WSYR, he was PD at WOLF/Syracuse, WLCY/Tampa, WIFE/Indianapolis, and WABB-FM/Mobile.

**Law To Consult  
NBC's New York,  
Chicago Stations**

Al Brady Law has been retained by NBC Radio to consult its WNBC & WYNY/New York and WMAQ & WKQX/Chicago. Law, President of Surrey Communications Research for the last two months, was previously VP/Programming & Audience Development for NBC Radio's eight stations, and also served as VP/GM at WYNY.

According to NBC Exec. VP/Radio & TV Michael Eskridge, who made the announcement, Law will advise the stations in all phases of program operations for at least a year.

Director of Sales for WEEI/Boston. He became New York Sales Manager for CBS Radio Spot Sales in 1980, moving to VP/GM later that year.

Kiernan was an account executive at both EWING/ See Page 22

**BMA Planning  
Positive Changes**

The Black Music Association (BMA) held its annual conference in New Orleans last weekend (June 3-6), and the conference was viewed as successful in many areas by observers and BMA officials. A change in the organization's direction toward more "grass-roots" responsiveness was a key theme, with more involvement from Black radio and retail called for.

Atlantic/Cotillion VP Everett Smith, a member of the BMA's Executive Council, stated that he hoped "through communicating with each other we will be able to work out all the differences we have about the direction of the BMA. We hope to have more Black radio representation than we've had in prior years. One of our major goals is for the BMA to be involved in trying to help program/music directors with their problems and also help record industry personnel with some of their day-to-day problems. We want to see the BMA be the clearinghouse to help disseminate important information to both Black radio and the music business - retailers, distributors, artists, etc."

BMA/ See Page 22

**Ives Appointed  
KMJK's New GM**

Victor Ives is the new General Manager at Harte-Hanks Radio's KMJK/Portland. Ives, who has been with Golden West Broadcasters for the past 13 years, was most recently General Manager of WTWR/Detroit and Vice President/FM Stations for GWB.

Harte-Hanks Radio President Gary Edens told R&R, "Vic Ives brings to KMJK a wealth of broadcast talent. His track record as Golden West's Program Director for KSFO/San Francisco and KEX/Portland is as impressive as the outstanding job he did most recently in leading WTWR as GM and as VP of Golden West's FM group. We know it will be just a matter of time before KMJK turns into another Vic Ives success story."

Ives commented to R&R, "I'm delighted

IVES/ See Page 22

**FEIG EXEC. VP/GM**

**De-Lite Restructures**

De-Lite Records has restructured its executive staff, with four promotions and two new appointments. Marty Feig moves from VP/Business Affairs to Exec. VP/GM for the label, while Tony Valor moves up within the A&R department to Exec. VP/A&R. Stan Price, VP/Promotion for the past five years, has been elevated to Sr. VP/Promotion, and Tom Barresi enters the record industry (from the airline business) as VP/Special Projects. Judy Crossley moves from Chief Accountant to Comptroller and Karol Quinn comes aboard as special assistant to Valor.

De-Lite Chairman/President Gabe Vigorito commented, "De-Lite Records has been successful in the past by not being afraid to change and try new ideas, and I believe these individuals will provide the leadership necessary to the success of the company. In the time they have been with

DELITE/ See Page 22

**OM JERRY JOHNSON RESIGNS**

**Swanson Directs  
KGO-AM & FM  
Programming**

Jack Swanson has been appointed Director of Programming Operations for KGO-AM & FM/San Francisco. Most recently News Director of the AM operation, Swanson succeeds Operations Manager Jerry Johnson, who resigned to pursue as yet unannounced interests. Swanson's appointment is part of a management structure realignment that follows in the wake of KGO-FM's recent transition to Talk (R&R 4-23).

Michael Luckoff, VP/GM of both stations, told R&R, "This affords us the opportunity to better coordinate the many aspects of talk, news, promotion, and research opportunities than ever before. We are very pleased to make this promotion and to implement the vital areas of coordination needed in this complex operation."

Swanson remarked, "To come here as News Director was a very exciting challenge. Now that we've added FM, I'm in charge of the programming for two different radio stations with very complex formats. It's an awesome prospect, but it's one I'm very excited about. We have the stability of AM and the opportunity to learn new lessons on FM. The goals are to keep the AM number one and to make it a bigger number one than ever and to do a lot of surprising, creative high-energy kinds of things on FM that, hopefully, have never been done before."

Swanson's News Director post has been absorbed into the position Director of News Programming, who will, along with the Director of Talk Programming, report directly to Swanson. These two appointments will be announced soon.

Swanson has been News Director since 1979 when he first joined KGO. Prior to that he worked at sister station WLS/Chicago. His background includes experience as a reporter, anchor, and news director for a number of other Midwest and East Coast radio stations.

**MICHAELS NEW KJJO PD**

**Shore Named GM  
At KWJJ & KJIB**

Don Shore has joined management ranks by moving from Operations Manager at Park Broadcasting's KJJO/Minneapolis to GM at the chain's KWJJ & KJIB/Portland. Shore replaces Jim Opsitnak, who departed to buy a station in Salem, OR. KJJO MD Don Michaels has been promoted to PD/MD to replace Shore.

Park Broadcasting VP/Radio William Fowler told R&R, "Park Broadcasting is a little innovative in using a strong sales manager in combination with a strong GM from the programming ranks, because we feel that at a station like KWJJ and some of our other properties programming is the ultimate open door to sales. We have to have good programming and keep our ratings up, and programming is the first step towards making the thing fly as a sales vehicle."

Shore said, "This is the best thing that's ever happened to me. What a great staff they've got here! The station's on an upswing, and I hope to help it continue. You know how many programmers make it into the GM chair... not many! So it's marvelous that they've given me this opportunity. Our Syracuse station, WHEN, has massive numbers, and the GM there came from programming and he's just a killer, Bob Caroline. Park does reward you if you work hard."

Commenting on taking over KJJO's programming reins, Michaels told R&R, "I'm terribly excited. We feel we're offering an alternative to country music listeners in

SHORE/ See Page 22

# Washington Report

## Revenue Forms To Be Mailed In Early August

The Broadcast Industry Revenue Reporting Committee (BIRRC) decided in Washington this week to send reporting forms to every station in the country during the first week of August. Since the FCC has stopped gathering financial data via Form 324, BIRRC is asking all stations to report their 1981 totals for local and national sales, network compensation, trade and barter. To assure confidentiality, the figures will be tabulated by the accounting firm Deloitte, Haskins & Sells.

The estimated \$45-58,000 cost of the project will be shared by the four trade groups still participating in the project: NAB, NRBA, RAB, and Broadcast Financial Management Association (BFM).

Three television-oriented groups have dropped out. They are the Television Advertising Bureau (TvB), Independent Television Assn., and the Station Representatives Assn. (SRA). In part, these groups object to helping fund the project when the vast majority of stations to be surveyed are radio outlets.

## IRS Pulls Plug On Worker Radios

The Internal Revenue Service (IRS) has won the right to prevent workers from listening to radios on the job, the Washington Post reports.

In 1979 a group of IRS workers in Ogden, UT complained the Muzak they were forced to listen to was "outdated and grated on their nerves." They asked permission to play their own radios instead, pointing out that workers elsewhere in the complex already enjoyed the same right.

IRS responded with a decree that, henceforth, nobody would listen to the radio. Calling that ruling an unfair labor practice, the National Treasury Employees Union appealed to the Federal Labor Relations Authority.

An administrative law judge has ended the dispute by siding with the government against the workers. He ruled that the IRS had a management right to ban radio listening in its offices.

## Daytimer Gets Congressman's Attention

WCIL/Carbondale, IL has bought space in two area newspapers to publish an open letter urging Rep. Paul Simon (D-IL) to support legislation (HR 6306) to end skywave protection. That would let many daytimers such as WCIL stay on the air at night for the first time.

PD Matt McCann told R&R he placed the ads after Simon failed to answer three letters and a phone call. The ads denounced clear channel stations as "big city monopolies" that are "blocking local stations from serving their local service areas."

In addition to generating inquiries from readers, McCann says the ads prompted one Illinois television station to question Simon on the daytimer issue, producing what McCann called a "wimpy statement of support" from Simon.

Simon's office told R&R he'd support HR 6306 if he could be assured stations adding nighttime service would definitely program local news and weather, and not simply "turn on their computers and go home for the night."

## NCPAC Asks Court For Fairness Doctrine Relief

The National Conservative Political Action Committee (NCPAC) has asked the U.S. Court of Appeals to overturn an FCC ruling that its paid ads, when aired outside campaign periods, may trigger an obligation for stations to furnish free air time to opposing groups under the Fairness Doctrine.

NCPAC apparently decided not to challenge an even more significant FCC decision. In a recent ruling, the Commission also held that independent groups like NCPAC have no affirmative right of access to broadcast their views.

Only candidates for federal office enjoy such a right, the FCC said. The ruling came about after NCPAC became upset with stations that refused to accept its ads attacking Democratic officeholders.

## Sawyer Pledges "Fresh, Aggressive" NAB Leadership

To acquaint broadcasters with candidates for the NAB presidency, R&R this week continues a series of interviews that began with last week's profile of Rep. Marc Marks (R-PA). This week we feature another active candidate for the position, Ohio Association of Broadcasters Executive Vice President Tom Sawyer.

When NAB was looking for a new Sr. VP/Government Relations last year, it offered its top lobbying job to Tom Sawyer, 37, who since 1975 has run the 331-member Ohio Association of Broadcasters (OAB) as its Executive Vice President.

Although he declined NAB's offer because the "management situation wasn't fully defined" and Washington housing prices are "horrible," Sawyer is now lobbying to win the NAB presidency.

Sawyer stresses his Capitol Hill and trade group experience, an absence of ties to NAB's past style of management, and educational credentials that include a master's in journalism and a doctorate in communications.

*"Unlike other candidates I'm not tied to past association approaches or styles."*

—Tom Sawyer



His campaign has been underway for two months, Sawyer says, and will soon begin producing carefully orchestrated endorsements from broadcasters at all levels of the industry and from "major government figures."

Before joining OAB, Sawyer spent more than two years on the staff of the House Communications Subcommittee under the late Rep. Torbert McDonald (D-MA). Previously, he spent several years working political campaigns and marketing legal publications.

### Not Tied To Past

"As you look at where we're going at NAB, I don't think we need more of the

# Radio Deregulation Bills Declared Dead

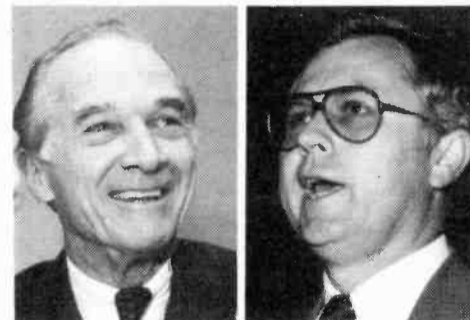
## Cannon, Collins Bills In Trouble; Kaplan and Tarleton Exchange Barbs; Collins Says Wirth Misunderstands Fundamentals

Two of the main pieces of radio deregulation legislation pending in Congress have no chance of passing the House, an aide to Telecommunications Subcommittee Chairman Tim Wirth (D-CO) told R&R this week.

The statement came as leaders of NRBA and NAB exchanged sharp words over their difference of opinion on how to get deregulation through Congress. NRBA President Sis Kaplan accused NAB of backing "unattainable" bills while NAB Radio Board Chairman Cullie Tarleton said NRBA's proposed alternative is "short-sighted."

### Cannon, Collins "Do Not Have A Chance"

Referring to Rep. Jim Collins's HR 5242 and Sen. Howard Cannon's S. 1629, Wirth press aide Roberta Weiner told R&R,



Jim Collins

Cullie Tarleton

"Chairman (John) Dingell and Wirth have been outspoken in saying that they're not going to pass legislation which they feel gives away the store." Weiner continued, "The Cannon and Collins bills are such bills. So you could say those particular bills do not have a chance of winning our support."



Sis Kaplan

The viability of those bills goes to the heart of the dispute between NAB and NRBA. NAB has put its full weight behind both, and continues to believe one or the other can pass the House. NRBA, while supporting both, believes it's "extremely unlikely" either could pass given the stands of Reps. Wirth and Dingell. On that basis, NRBA has been pushing an alternative in which radio stations would get deregulation and 40 to 50-year leases on their licenses. In return, they'd pay the government a rental fee of 1% of gross revenues each year, which would be used to fund public radio.

This is the idea NAB's Tarleton calls "shortsighted." NRBA claims Chairman Wirth "has indicated possible support" for the scheme, but his press aide, Weiner, will only say it's "under discussion."

Kaplan criticized NAB's opposition this week in NRBA's "Monday Memo" newsletter. She wrote, "Given the political realities, rejecting this plan out of hand and instead relying totally on bills that may be unattainable would be, in our view, chasing a pipe dream."

Says NAB's Tarleton, "I just don't feel it is the responsibility of commercial broadcasters to fund public broadcasting. It is just fundamentally not fair." Further, he says trying to "buy" deregulation with a gift for public radio amounts to holding commercial radio "hostage." And he slams the yearly license rental as an unacceptable "tax or fee."

### Collins Blames Democrats

When R&R asked Rep. Collins whether his bill could pass the House this year, he replied, "That's just going to be entirely up to Tim. The deregulation bills have 100% support on the Republican side but the Democrats control the committee."

Collins added, "Tim's a real bright guy. He just doesn't understand the fundamentals. He is one of the most intelligent people I have ever met, but when you come back down to the basics, I never can understand how he arrives at his conclusions."

On NRBA's license leasing idea, Collins told R&R, "I am completely, entirely, and unalterably opposed to that fee business. You open the door on that type of taxation and there isn't any top to it."

same or more business as usual," Sawyer declares. "We need fresh, aggressive leadership."

He can provide fresh leadership, Sawyer asserts, because "unlike other candidates I'm not tied to past association approaches or styles." Later he adds, "I do not come with the baggage of being tied to any one segment of broadcasting like some of the candidates. I would bring successful experience and an ability to work with all kinds of broadcasters and understand their special sensitivities."

Sawyer emphasizes that Ohio is a "true microcosm of U.S. broadcasting" where he has worked with major market radio and television stations, nationally headquartered broadcast groups and dozens of "mom and pop" radio stations.

### Wants Stronger NAB Lobbying

If he becomes NAB President, Sawyer says a top priority will be beefing up the association's government relations arm. "They have some excellent people there now," he concedes. "But when you look at an organization that has a staff of well over a hundred, and then look at the number who are engaged in active lobbying, I think we need a greater organizational focus on the lobbying operation."

In his view, the "ingredients of successful lobbying" for NAB would be more emphasis on daily personal contacts on Capitol Hill, vastly increased field organization of broadcasters at the grass roots level, and more attention to political fundraising.

### Sees NAB In "Working Partnerships"

Another key to NAB's future, Sawyer believes, is the need to build "working partnerships" with other trade groups on such issues as First Amendment rights, access and journalistic rights.

As he puts it, "I think we're already seeing that we will have what I call a wider community of interest with some of the folks we've fought with in the past."



NBC Radio's Young Adult Network

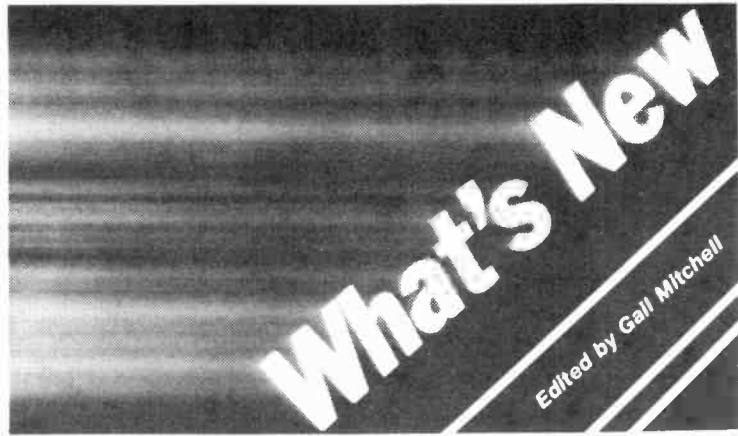
# PAUL MCCARTNEY HAPPY BIRTHDAY.

**Y**ou're all invited to a very special birthday party. Paul McCartney is turning 40! Hard to believe, isn't it? In this exclusive Source special, taken from the Today Show, Paul talks candidly with Bryant Gumbel—about family life; working with Linda; the Beatles' years; Lennon's death; Stevie Wonder and their new album; and, how he feels about turning 40. Plus music. "She Loves You," "Ticket To Ride," "Band On The Run," "Venus And Mars Rock Show." And "Ebony And Ivory," "Take It Easy," and "Here Today," from the new album, "Tug Of War," on Columbia Records. Produced by Denny Somach Productions. Join us for this very special celebration and help wish Paul McCartney, "Happy Birthday!"

**The weekend of June 18,  
19 & 20.**



Brought to you, in part, by The U.S. Army and by Sun-In Gentle Hair Lightener.



## Forecasting The Midlife Demo

According to this month's issue of "American Demographics," the number of families headed by persons falling in the 45-64 age group will decline during the 80's. Why? Mainly because the baby-boom generation is heading smack dab into its family-forming period and will head a larger proportion of all U.S. families. Breaking it down even further, people ranging from 45-54 years of age and heading a family will rise 1.5 million (14%) as those 55-64 decrease by almost 400,000.

Although persons in this particular age bracket are said to experience midlife crises, money shouldn't have anything to do with it (if the economy doesn't get any worse). The proportion of wage earners between 45-54 bringing home \$50,000 or more, will increase 94%. Meanwhile, because of the early retirement factor, the number of 55-64 year old workers earning the same amount is projected to rise only 59%. As 1990 rolls around close to one-third of the 45-54 year old headed families will earn \$50,000 or more as compared to one-fourth of those 55-64 at the same income level.

Individuals not living with families will grow 25% in the 45-54 slot only to fall 1% in the 55-64 group. Where earnings are concerned, they should rise to \$25,000+ for 25% of those 45-54 and 15% of those 55-64. These unrelated persons comprise 18% of consumer units (45-54) and more than 25% of consumer units (55-64).

## Treatment Keeps Records In The Groove

There's nothing worse than putting on a good record, only to have snap, crackle, and pop blare out at you through the speakers instead. **Gruv-Glide**, a dry record treatment, promises to clean records, reduce friction, stamp out static electricity, improve tracking, and maximize record fidelity. It sounds almost too good to be true. However, its manufacturer, Las Vegas-based **Rozoil Lubricant Co.**, claims one 4.5 oz. can protects over 200 albums since one treatment, applied with a velvet pad, lasts indefinitely. Gruv-Glide contains no silicone, fluorocarbons, or oils, but the chemical ingredients that are used don't harm the records. Should you at any time desire to remove the treatment, you can do so by repeatedly applying liquid cleaners.

Gruv-Glide retails for \$21.95 and is distributed by **Trego Sales Co., Inc.**, 2239 Benedict Canyon Dr., Beverly Hills, CA 90210.



## Midwest Music Exchange Slated For July

The **Midwest Music Exchange**, a three-day symposium, is set for July 25-27 at Chicago's Bismarck Hotel. More than 75 music industry panelists are scheduled to be on hand including **Ron Alexenburg**, President, **Handshake Records**; **Al Abrams**, branch manager for **WEA Distributing/Chicago**; and **Murray Allen**, President, **Universal Recording Corp.** Live talent showcases will be presented as well, with the winner receiving a performing slot at ChicagoFest.

Described as the first in a series of annual music business-oriented conferences based in Chicago, the Midwest Music Exchange offers speakers, panel discussions, and workshops to those individuals currently working or aspiring to work in the music industry while living in the Midwest. Through personal interaction with industry professionals across the country, it's hoped that this networking will strengthen the music profession in the Midwestern region.

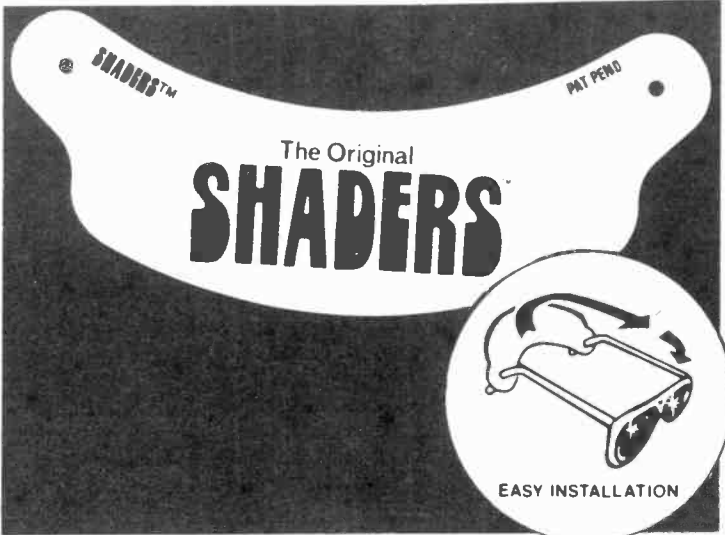
For registration information contact MMX at 704 N. Wells St., Chicago, IL 60610; (312) 440-0860.

## Happy Workers An Extinct Breed?

According to a recent article in **Psychology Today**, happy workers are following in the footsteps of the dinosaur and the mirage of the American Dream. When comparing 1955 and 1980 Gallup Polls of working adults, researchers discovered that only 34% in 1980 liked their jobs so much that they had difficulty in putting them aside versus 52% who answered yes in 1955. And 40% in 1955 preferred being on the job, while 1980 saw that figure cut almost in half to 24%.

These changes were similar for both men and women. Those who were 25-39 in the '55 survey fell into the 50-64 age range in 1980, and their enthusiasm for work hadn't diminished. Slackening enthusiasm occurred in the younger demographics. Another interesting facet is that more of the people who enjoyed their work came from farm backgrounds, leading a couple of researchers to believe that farming predisposes an enjoyable work ethic, even after moving on to something else. So it looks like happy workers may be relics of the past. After all, how are you gonna keep 'em down on the farms? Even they're becoming a rarity.

## Visor Voids Sun, Vends Station



Ever been caught in the sun and your glasses weren't strong enough to ward off the rays? Yet you didn't want to be bothered with a hat or a visor with its headband trappings? Well, you've got it made in the shade with "Shaders," lightweight foam rubber visors that fit on any pair of sun/eyeglasses.

Besides letting your eyes bask in cool shadow, Shaders protect your nose and mouth, too. They can be imprinted with various designs or logos, are available in assorted colors, and can be stored conveniently until you're ready to face the great outdoors. And should your glasses accidentally fall into any water, the floating Shader buoys them up until you come to the rescue.

Contact President **Bruce Tricinella** at the **Greater Shader Co.**, 15201 Transistor Lane, Huntington Beach, CA 92649; (714) 894-5516 for information regarding quantity/price.

## Bikes Pedal Pounds And Pleasure

Physical fitness fever is infecting young and old alike. Witness the popularity of exercise buffs **Jane Fonda** and **Richard Simmons**. But as you while away the minutes pedalling away those unwanted pounds, that dreaded demon named boredom can attack, tempting you with pleasure instead of pain. Two exercise bikes, "Pedalvision" and "Heart Mate," strike a compromise between those extremes.

The premise behind "Pedalvision" is simple. It's hooked up to a generator which in turn is hooked up to a television set. And how do you make the TV work? You got it. The more you pump those pedals, the more you can watch — if you don't pass out first.

On the other hand, "Heart Mate" simplifies matters. As you pedal to the fantasy island of "Slim and Trim," you can sweat through the umpteenth rerun of "I Love Lucy" on its built-in color TV or listen to your favorite strains of music via the built-in stereo. This bike also comes equipped with a computer that takes cyclers through simulated courses. A digital counter keeps a running tab on the burned calories.

For additional details concerning either bike, call Pedalvision inventor **Jim Holmes** through **Paul Engleman** at (312) 751-8000; Heart Mate's **Jackie Lapin** at (213) 700-1257.



# WESTWOOD ONE

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

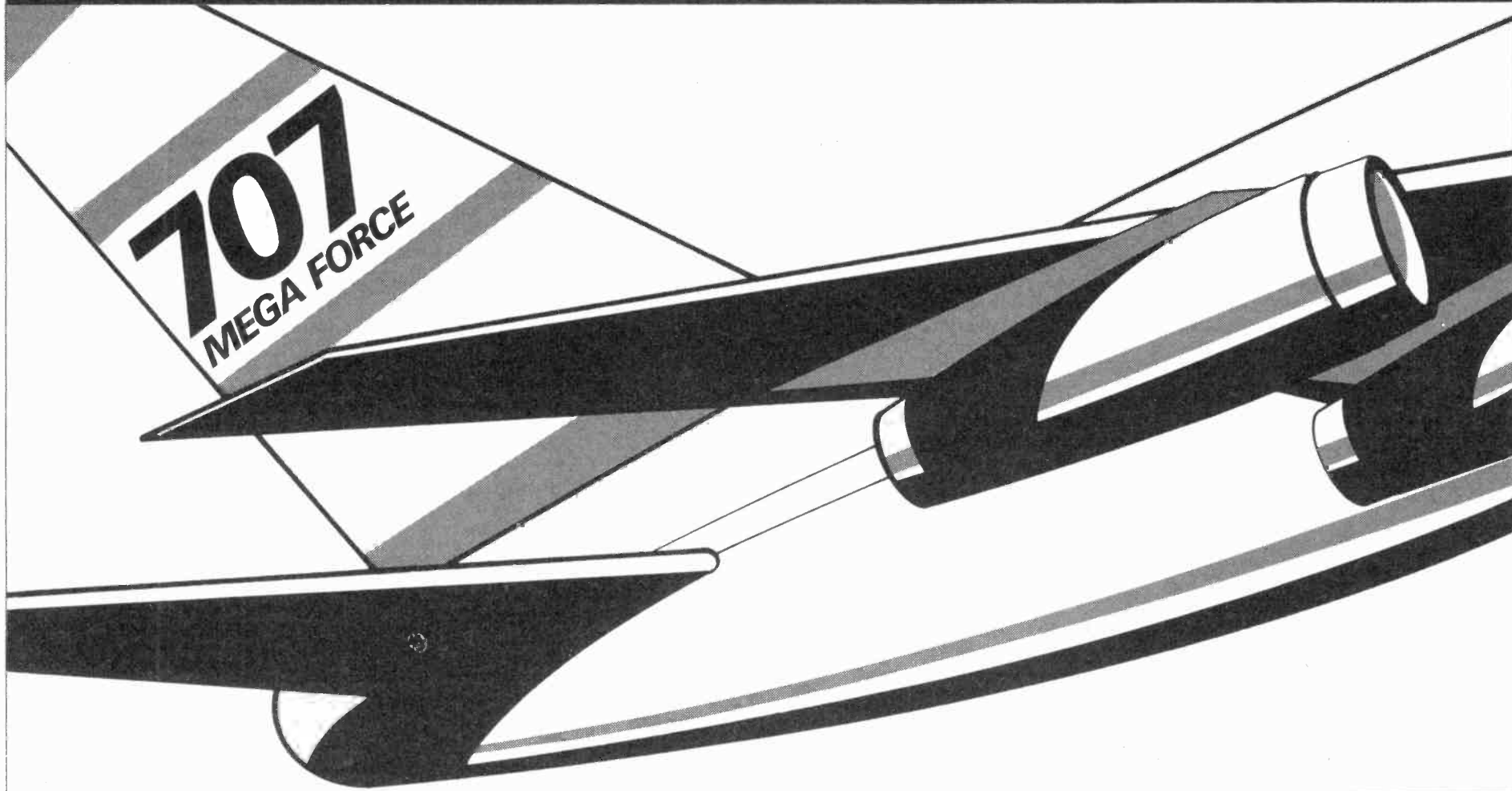
LOS ANGELES

NEW YORK

# WJLB

Detroit

# 707's "MEGA FORCE" IS FLYING!



**THEIR POWERHOUSE SINGLE HAS TAKEN OFF  
AND ITS DESTINATION IS NUMBER 1!**

## "MEGA FORCE" NB7-11-146

The awesome AOR cut has now shipped as a single

Radio & Records	20-17
Album Network	26-20
Bill Hard	Debut 23
Sebastian, Casey	13-11
Superstars	16-14
The Doubleday Chart	17-8

**"MEGA FORCE"**  
*Produced by  
Keith Olsen*



**From the Boardwalk  
Debut Album by 707**

Management: Warren & Warren

(NB1 33253)



# Networks/Program Suppliers

# MUSIC FEATURES



**COUNTRY MUSIC IN LIVING SOUND:** A joint venture between WSM/Nashville and AP Broadcasting, Music Country Network is spreading country music sounds across the nation via satellite. Getting a first hand look behind the scenes during an on-air interview are (l-r) Gaylen Adams, RCA Records; labelmates Steve Wariner and Sylvia, and host Chuck Morgan.



**MANILOW MAGIC ON RADIORADIO:** Artist Barry Manilow helped RadioRadio kick off its live listener music phone-in special on May 22. Produced at the Los Angeles studios of Creative Factor, "Barry Manilow: Live Coast-To-Coast" featured a 30-minute retrospective of his career followed by an hour of open phone lines. A second special is scheduled for August. Enjoying the fruits of their labors are (l-r) Jim Hampton, President/Creative Factor; Bob Kipperman, VP/GM, RadioRadio; Manilow; Leslie Corn, Director/Programming, RadioRadio; and host Dave Prince, a WCZY-FM/Detroit DJ.

## PEOPLE

● **Ruth Meyer** adds Director/Programming duties at the **ABC Direction Network**; she maintains her post as Director/Programming, **ABC Entertainment Network**.

● **Alan Walden** named morning drive anchorman at **NBC Radio Network**. Since November 1978 he had been Director/Radio News, **NBC News**.

● Two new members have joined the **NBC Radio Affiliate Board**: **Michael Faherty**, GM of **WSB-AM & FM/Atlanta**, and **Craig Scott**, VP/GM of **WMPS & WHRK/Memphis**.



**LIKE A ROLLING STONE:** When he recorded a forthcoming stint on *Rolling Stone Magazine Productions'* "Guest DJ," Asia lead vocalist **John Wetton** decided he'd dress for the occasion by donning a "Rolling Stone" T-shirt. **Wetton's** guest appearance is scheduled for August 2. Pictured (l-r) are *Rolling Stone's* **John McGhan** and **Wetton**.

## NEW PROGRAMMING

● The **Real Radio Company**, producers of the "Real Country Foremat," have developed the weekend-long special, "The Country Chronicles." Set to air July 3-4, the program is a historical look at country music, featuring **Jimmy Rodgers's** first recording session. For more information call **John Price**, (213) 795-4900.

● **Westwood One** is gearing up with two new series debuting next month. The first is "Buffalo Dick's Radio Ranch," which focuses on comedy, music, and zany parodies. "The Countdown" features **R&R** Black Editor **Walt Love**, who hosts a run-down of the hottest R&B tracks. For

additional details call (213) 204-5000.

● A September 1 release date has been set for the "Very Special Country Music Month Edition" of "Country Star Quiz." For station promotional use during October, Country Music Month, this special edition is comprised of 26 programs, 1 to 1½ minutes long. Among the country stars saluted are **Loretta Lynn**, **Kenny Rogers**, **Charley Pride**, and **Jerry Reed**. The purchase price is \$34.95, but stations can buy it for the pre-release price of \$26 if their prepaid orders are received before August 1. To order, write **Richard Pinkham**, 2011 Richard Jones Rd., A-5, Nashville, TN 37215.

## NEWS & INFORMATION FEATURES

**Clayton Webster**  
**Sporting News Report:**  
Exclusive interview series with **Sugar Ray Leonard** (July 5)

**Earth News**  
Carl Weathers of "Rocky III" (June 24-27)

**Narwood**  
**Minding Your Business:**  
Business Insurance/MBA Program (June 18)  
Shopping Tips for Copiers/Getting Most Out of Copiers (June 21)  
Robots/"Bead" Business (June 22)  
Employee Theft/Collecting on Overdue Bills (June 24)

**Outlook:**  
Calvin Murphy Interview (June 23)  
Black Head Coaches (June 27)

**RKO**  
**America Overnight:**  
From **Los Angeles**: **Mitchell Austin**, MD discusses arthritis research and Oralflex drug; humorist **Dan Greenburg** (June 18-19)

**Watermark**  
**TV Tonite:**  
Last Roundup of Elephants/CBS (June 18)  
Bosom Buddies/ABC (June 17)  
Benson/ABC (June 18)

**United Stations**  
**Dick Clark's**  
**Rock Roll And Remember:**  
Beach Boys (July 2)  
**Weekly Country Music Countdown:**  
Conway Twitty (July 2-4)  
Lacy Dalton (July 9-11)  
Ed Bruce (July 16-18)

**Watermark**  
**Soundtrack Of The 60's:**  
Dionne Warwick/Phil Proctor/Crosby, Stills & Nash (July 3-4)  
Jimmy Webb/Theodore Bikel/Stevie Wonder (July 10-11)

**Westwood One**  
**Budweiser Concert Hour:**  
Millie Jackson/O'Jays (July 5)  
Pointer Sisters (July 19)  
**In Concert:**  
Quarterflash/Prism (July 12)  
**Live From Gilley's:**  
Johnny Lee (July 2-3)  
**Off The Record:**  
REO Speedwagon/Part I (July 2-3)  
REO Speedwagon/Part II (July 9-10)  
**Rock Years:**  
1978 (July 3-4)  
**Special Edition:**  
LTD (July 2-3)

**ABC**  
**Rock Net/Supergroups:**  
Jethro Tull (DIR) (July 3)  
Billy Squier/Triumph (DIR) (July 10)  
Sammy Hagar/Emerson, Lake & Palmer (GK) (July 17)  
Loverboy (DIR) (July 24)  
Supertramp (GK) (July 31)

**Toby Arnold**  
**Rolling Stones**  
**20th Anniversary Special:**  
Tragedy at Altamont (July 4)  
Around The World (July 11)  
North American Tour of 1981 (July 18)

**CBS**  
**RadioRadio:**  
**Great American Summer Countdown:** Top summer songs during last 16 years (July 3-5)  
**On Stage Tonight:** Al Jarreau (July 24)

**Clayton Webster**  
**Rarities:**  
Paul McCartney (July 5)  
Becker & Fagen (July 6)  
Police (July 7)  
Genesis (July 8)  
Graham Gouldman (10cc) (July 9)

**Retro Rock:**  
Creedence Clearwater Revival (July 5)  
**Country Calendar:**  
Johnny Lee (July 3)  
Jerry Lee Lewis (July 4)  
Narvel Felts (July 5)  
Jeannie Seely (July 6)  
Jerry Reed (July 7)  
Jack Greene (July 8)  
Johnny Duncan (July 9)

**Earth News:**  
Point Blank (July 5-8)  
Little Roger & Goosebumps (July 9-11)  
Loverboy (July 12-15)  
Split Enz (July 16-18)  
The Dregs (July 19-21)  
Ambrosia (July 22-25)

**Inner-View**  
Pat Benatar (July 5)  
Crosby, Stills & Nash/Part I (July 12)  
Crosby, Stills & Nash/Part II (July 19)

**Mutual**  
From Australia With Love/Dick Clark (August 28-29)

**Narwood**  
**Country Closeup:**  
Moe Bandy (July 5)  
Emmylou Harris (July 12)  
Bellamy Brothers (July 19)  
Charly McClain (July 26)

**Music Makers:**  
Helen O'Connell (July 5)  
Tony Bennett (July 12)  
Woody Herman (July 19)  
Mei Torme (July 26)

**NBC**  
**Country Sessions:**  
Moe Bandy (July 3)  
Jerry Reed (July 10)  
Gary Morris (July 17)  
**Source:**  
Doors (July 2-4)  
AC/DC (July 2-4)  
Stevie Nicks (July 9-11)  
Ozzy Osbourne Concert (July 16-18)

**RKO**  
**Hot Ones (IS, Inc.):**  
Toto (July 26)

**Musicstar Specials (IS, Inc.):**  
Dionne Warwick (July 5)

**Rolling Stone**  
**Magazine Productions**  
**Rock Star Guest DJ:**  
Heart's Ann Wilson (July 5)  
Ozzy Osbourne (July 12)  
Jefferson Starship's Mickey Thomas (July 19)

Our thanks to St. Louis's  
#1 Adult Contemporary station

# FM-KMOX

for choosing the #1  
music selection system.

## Select



TWO DEAN DRIVE  
TENAFLY, NEW JERSEY 07670

(201) 567-3263



**TICKLE MY FANCY** — **Rochelle Friedman**, associate producer of *United Stations'* "Weekly Country Music Countdown," tried a new interview approach when **Gary Stewart** and **Dean Dillon** visited the studios recently. Experimenting with the "tickle and tell" technique are (l-r) **Friedman**, **Dillon**, and **Stewart**.



# Hits From Epic Records

# REO SPEEDWAGON "KEEP THE FIRE BURNING"

*A Two Week Breaker!*

**CHR BREAKERS**

**REO SPEEDWAGON  
Keep The Fire Burning (Epic)**

69% of our reporters on it. Moves: Up 15, Debuts 44, Same 35, Down 0, Adds 52 including WBEN-FM, Q107, Q105, WKTI, KEZR. See Parallels, debuts at number 29 on the CHR chart.



# CHEAP TRICK "IF YOU WANT MY LOVE"



WBEN-FM  
96KX  
KEGL  
WLS-FM  
KFI  
KIQQ  
KEZR  
KYYX  
WPHD

WRCK  
WKRZ-FM  
K104  
KZFM  
KSET-FM  
KINT  
BJ105  
WVIC  
WJXQ  
KZ93  
Z104

WNAM  
WIKS  
WKDQ  
KKXX  
KJRB  
KNBQ  
KCPX  
WGUY  
WIGY  
WFBG  
WOMP-FM

95XIL  
WZYQ  
WYKS  
KSEL-FM  
KVOL  
WRKR  
WSPT  
WAZY-FM  
KRNA  
KENI  
KSLY



## Music On TV

Ashford & Simpson, Calamity Jane, Paul Davis, Elton John, the Motels, and Quarterflash guest on "Solid Gold" the week of June 11, with Charlie Daniels serving as cohost . . . Ashford & Simpson are on "American Bandstand" June 12 . . . Huey Lewis & the News are featured in concert on MTV June 12, while a repeat of an ELO concert is set for June 13 . . . Eddie Rabbitt is on "America's Top 10" June 12 . . . Shaun Cassidy stars in his first musical TV special, simply entitled "A Shaun Cassidy Special" and airing on NBC June 26.

### "Inner City Buying Transponder For TV Music Format

Inner City Broadcasting is set to purchase a satellite transponder from RCA, and intends to use it for a new music-oriented cable format called "Apollo Entertainment TV." The programming, described as having a radio format, would feature live concerts from the recently-renovated Apollo Theater in Harlem, showcase for black stars for decades. Videos, interviews, and dance shows are also planned.

### Attention To Commerical Wanders

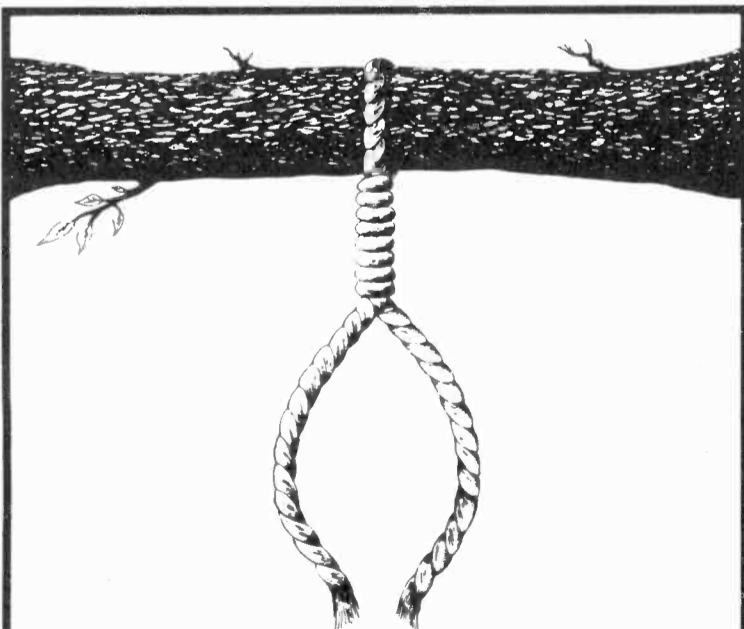
Up to half of all TV viewers are missing one or more commercials per half-hour show, according to a study by **Television Audience Assessment Inc.** The study, as excerpted in the *Wall Street Journal*, focused on what people do when watching TV. It found that when viewers were unexcited about the quality of the show they were watching, 48% missed one or more spot. When total attention was given, only 31% missed a commercial.

5

YEARS AGO  
TODAY

## Radio & Records

- **PAUL DREW RESIGNS AS RKO VP/PROGRAMMING** — Forms Paul Drew Enterprises
- **RICH FITZGERALD NAMED VP/PROMOTION FOR JOINT RSO/ISLAND EFFORT**
- **BRUCE HOLBERG BECOMES PD AT WIP/PHILADELPHIA** — Moves from WCBM/Baltimore
- **NUMBER 1 FIVE YEARS AGO: "Dreams"** — Fleetwood Mac (WB) (3rd week)
- **NUMBER 1 COUNTRY: "Luckenbach Texas"** — Waylon Jennings (RCA) (3rd week)
- **NUMBER 1 LP: "Book Of Dreams"** — Steve Miller Band (Capitol) (3rd week)



*Tom Dooley was not...*

## Pro:Motions

### Barbis Joins Atlantic

**Dino Barbis** moves to **Atlantic Records** as West Coast Regional Pop Promotion Director, based in Los Angeles. Barbis began his music career in the late 60's as a local promotion rep and worked his way up to VP/Promotion and Field Administration at **ABC Records**. Before joining Atlantic Barbis operated a production/music publishing/promotion firm with his brother **John**.



Dino Barbis

### Lear Named WZZD GM

**Jennifer Lear** has been promoted from Station Manager to General Manager at **WZZD/Philadelphia**. She has been with the station since 1975.

### Neighbors, Broomfield Promoted At WAOK

**Charlette Neighbors**, for 12 years hostess of **WAOK/Atlanta's** "Basic Black," has been upped to Executive Director at the station. In other station activity, Community Affairs Director and account executive **John Broomfield** has been appointed Sales Manager. He's been with the station for 14 years.

### Taylor Takes WIZE GM Post

**Joseph Taylor** has joined **WIZE/Springfield, OH** as General Manager. He brings along 21 years' experience including management stints at **WPEN/Philadelphia**; **WDDL/Lancaster, PA**; and **WRRO/Warren, OH**.

### Rader To WKWM GM Helm

**G. Scott Rader** has been appointed General Manager of **WKWK-AM & FM** and **MUZAK** in Wheeling, WV. He was most recently Operations Manager of **WVAQ-FM/Morgantown, WV**.

### Bordonaro Joins KKG0

**Bob Bordonaro** has been named General Sales Manager of Jazz-formatted **KKG0/Los Angeles**. He will also serve as National Sales Manager for sister outlets **KSHO-FM** and **KSHO-TV** in Honolulu; the television station debuts September 1. For the past three years Bordonaro was Sales Manager at **RKO Radio Sales'** Los Angeles office.

### KCCW, KLLS Name GSM's



Phil Johnson



Sandy Mack

In two new sales promotions at **KCCW & KLLS/San Antonio**, **Phil Johnson** becomes General Sales Manager at KCCW, moving crosstown from **KMOL-TV**, and **Sandy Mack**, most recently General Sales Manager at **WHRK/Memphis**, assumes the same post at KLLS.

### Miller New Taft VP

**Nicholas Miller** has assumed the post of VP/Research at **Taft Radio**, succeeding **Mark Hubbard**, who transferred to the VP/GM position at Taft's **WKRQ/Cincinnati**. Prior to joining Taft, Miller was Marketing Manager at the company's Kings Island theme park.

### Starks To MCA Promotion

**Bradley Starks** has been appointed Regional Black Product Promotion Manager at **MCA Records**. Based in Baltimore/Washington, D.C., Starks worked previously with **Atlantic Records**.



Bradley Starks

### Capitol Promotes White, Lee, & Citro

**Dennis White** promoted to President of **Capitol's** Magnetic Products Division and Music & Retail Corp. from VP/Marketing. He now reports to the company's CEO **Bhaskar Menon**. **Walter Lee** replaces White as VP/Marketing from VP/Sales, reporting to **Capitol Records Group** Pres. **Don Zimmermann**. **Sam Citro** replaces Lee as VP/Sales, upped from National Field Marketing Manager.

# WICHITA IS GONE.

Wichita's gone Superadio. KBRA-FM has just signed with us.

So if you were thinking about being the Superadio station in Wichita, don't give it any further thought.

But there are other major markets still available, so call David Pollei at (212) 708-8172. Before it's too late.

## SUPERADIO™

RADIO ENTERPRISES abc

© 1982 ABC Radio Enterprises, Inc.

## "WHY I HAVE BECOME A SALESMAN"

Nearly twenty years have passed since I first began broadcasting news features on rock-and-roll radio stations. I remember a meeting I had with one of the field reporters at KRLA a few days before I started work at the station. I wanted to know what kinds of stories drew the most positive audience response, what the listeners to the station seemed most interested in. The reporter responded that he never even considered that question, that he and the other KRLA newscasters simply covered the same stories that everybody else in town was covering.

The response floored me. Here, I thought, was a radio station, specializing in broadcasting rock music in order to attract a sizeable audience of young people (it was the #1 radio station in Los Angeles in those days), and here was the news department ignoring the special interests of that audience. When I began broadcasting features on the station aimed directly at that audience, I was treated as some kind of trend setter--a reaction which I regarded as ludicrous. I was doing nothing more than what alternative newspapers and magazines had done for years.

Clearly, however, people were taking note of the news on KRLA. NEWSWEEK magazine featured a lengthy story about it. A few years later when I integrated topical satire and music in the news at the station ("The Credibility Gap"), there was more national attention--a story about us in TIME, a spot on the Walter Cronkite news program. The approach clearly had a commercial payoff. The news hours at KRLA had the highest ratings on the station.

Beginning in 1972 I began syndicating my features to other stations, joining forces with Jim and Judy Brown of "Earth News". By then, many rock radio stations were directing their news programs at young people, and soon other syndicated programming came along aimed at the teen and young-adult market. And that's when things began getting out of hand. Few, if any, journalists--broadcast or print--controlled the content of the material on the new programs. Disc jockeys, program directors, salesmen--even record company publicists--did. No longer was the merit of the story deemed paramount; in fact, traditional journalistic standards and ethics were often ignored. Record companies began rewarding syndicated broadcasters with interviews with their top performers if the broadcaster, who was almost always a disc jockey on a major-market station, gave the performers an enthusiastic endorsement. Record or her station. Interviews were conducted in a here-we-are-the-best-of-friends manner with only the desires of the performer for self promotion in mind; rarely was a challenging or embarrassing question put forth. Interview subjects were selected the way program directors often select music for their stations, on the strength of "image".

Through it all, I resisted pressures from strictly sales and commercial interests to alter my program. Indeed during my very first week of syndicated broadcasts in 1972, I presented an interview with Lawrence Welk that I thought was hysterically funny--funny only, perhaps, to listeners of rock radio stations. And I continued to present interviews with people who are not generally regarded as part of the so-called youth counter-culture; those interviews, however, always had the interests and consciousness of that audience in mind. By February of this year, however, the pressure to compromise basic journalistic principles was so great that I ended my association with my syndicator and began selling the program myself.

I am still convinced that my program (which is now called "Lew Irwin Reports" for reference purposes, but which has no special i.d. on the air) offers stimulating, challenging, and entertaining reports that have special appeal to the audiences of contemporary-music radio stations. I would like them to be judged on the merit of their content, not on how audiences might react to the image of the interview subject. After all, if ROLLING STONE can feature the likes of David Cassidy, Donny Osmond, and Bob Hope on its cover, then I can certainly follow suit. As I said, I have been doing nothing more than what alternative newspapers and magazines have done for years.

The initial response to my solo effort has been gratifying. More than one hundred stations now carry the show twice daily on a barter basis. Dr. Pepper has just agreed to sponsor us nationally, opening up new potential markets for the program. In a few months, the show will be distributed by satellite to major-market stations in the country, allowing me to include a short news summary featuring items of special interest to a younger audience as well as invest the interviews with the strength of topicality. I will thus become the only independent producer distributing a daily program by satellite. I hope that does set a trend. I also hope that it will encourage other independent broadcast journalists to flex their muscles a bit and create programs to counter the dull, promotional "clutter" that suffuses syndicated feature programming today.

To all those stations who have supported me during the recent, difficult transition, my deepest thanks. I hope we will continue to enjoy a long relationship.

LEW IRWIN

# Ratings & Research



JHAN HIBER

## Quarterly Comparison: Arbitron vs. Birch

Last week I introduced the industry to the Birch Report's first Quarterly Summary Report (QSR), from the Chicago market. I used examples of some of the obvious innovations Birch has debuted with the QSR — items like come duplication data, figures on in-car tuning, and product consumption and qualitative profiles.

This week I'd like to examine some of the less glamorous but still important aspects of the Birch QSR. In order to put it all in perspective it might be interesting to compare the Birch winter quarterly to Arbitron's book from the same months. Some fascinating insights emerge, but let me emphasize that this is only a one-book, one-market comparison. If I ever get another Birch QSR (the mail service must be ransoming them), I'll do a multi-market comparison in the near future. At any rate here's how the Chicago comparison broke out.

### In The Beginning . . .

Why not begin an Arbitron versus Birch comparison by looking at the data in the front of each report? I was interested to contrast the metro geographies measured by the two firms, the populations (used to project ratings), and the sample sizes and returns.

Both firms claim to use the government's Standard Consolidated

*"Of the stations that achieved a one share or more 12+ in the winter Arbitron, nine had statistically similar overall shares in the Birch, nine had lower shares, and eight had higher figures."*

Statistical Area (SCSA) to define their metros. However, the Birch report included Kenosha County, Wisconsin (24 usable interviews) while Arbitron did not. Arbitron's Rip Ridgeway told me, "We exclude Kenosha from our SCSA definition." However, the total 12+ populations for the two metro books were exactly the same — which shouldn't happen if Birch had an extra county in its metro configuration. Very interesting.

The populations used by both firms are developed by MSI (Market Statistics, Inc.). Since the populations represented by the surveys are identical, it's interesting to look at how many people were actually used to compile each set of estimates, and how the return varied by demographic.

Arbitron's January-March sweep covered 10 weeks, while the Birch effort measured three weeks per month for a total of nine in the first quarterly

survey. Arbitron achieved usable diaries from 3425 diarykeepers while Birch obtained 2412 usable telephone interviews. You might think that's a big edge for Arbitron, but keep in mind that Arbitron measures all persons in a home 12+ while Birch talks to just one person per household. In reality then Birch surveyed 2412 homes while Arbitron probably got diaries back from about 1427 (about 2.4 people per home). If you're a fan of a broad geographic sample you might feel that the Birch approach is best — if you want absolute numbers overall, Arbitron is tops. Each has its reliability strong points.

What about diary return by demo versus phone interview cooperation by demo? Using Arbitron as the basis for comparison, Birch, on a percentage basis, was almost identical to Arbitron's male 18-34 in-tab achievements, but had problems among men 35-49.

### Percent Of Raw In-Tab Returned, By Demo

	Arbitron	Birch
Men 18-24	6.5%	6.7%
Men 25-34	11.7%	11.9%
Men 35-44	7.2%	6.1%
Men 45-49	3.0%	1.7%
Men 50-54	2.6%	2.0%
Men 55-64	4.8%	4.0%
Men 65+	3.4%	2.7%
Women 18-24	8.3%	8.6%
Women 25-34	13.0%	15.4%
Women 35-44	8.6%	9.5%
Women 45-49	3.4%	3.6%
Women 50-54	3.1%	4.1%
Women 55-64	6.7%	6.8%
Women 65+	5.9%	6.2%
Teens	11.8%	10.6%

As you can tell from the chart above, while there were some male and teen shortfalls compared to the Arbitron, the Birch methodology did a very good job obtaining useful interviews from women 25-44, a not uncommon achievement when phone techniques are used.

### Format, Station Differences

Given the sample return comparisons, how did the numbers in the Birch quarterly come out? Did they make sense when compared to the Arbitron data from the same period? Accounting for explainable methodology differences, the answer largely is yes.

Of the stations that achieved a one

share or more, 12+ in the winter Arbitron, nine had statistically similar overall shares in the Birch, nine had lower shares, and eight had higher figures. Four of the stations that slipped notably in the Birch compilation were programming an Urban or Black format. As Arbitron introduced DST in this winter sweep with an immediate impact on the listening levels of blacks, it's not surprising that a non-DST method such as Birch's would show those stations with a smaller piece of the pie.

Four of the stations that had significantly higher Birch shares were AOR entries. Since the telephone method is better (compared to the seven-day intrusion of the diary employed by Arbitron) at capturing the mobile young male, who may be an AOR brand-loyalist, it is not surprising to see such a result. As Tom Birch puts it, "We are perhaps a bit too high when it comes to the AOR's, and Arbitron is a tad too low. Reality is probably somewhere in between."

Another interesting showing was posted in the Birch by Talk stations WGN and WIND. Again perhaps because of notable loyalty to such a station, Birch may pick up more listening to this format than does Arbitron. Both WGN and WIND scored better in the Birch than in the winter Arbitron. It will be interesting to examine other Talk stations nationwide and see if this situation recurs.

### Daypart Differences

How do the two ratings services stack up in terms of measuring listening by daypart? As shown in the Chicago book, at least, Arbitron is slightly higher overall (after the inception of DST), with notable leads in midday and PM drive, Monday-Friday. Birch appears to have an edge on capturing weekend tune-in.

### Market Listening Levels, Average Quarter-Hour

	Arbitron Edge Over Birch
Total Week	5%
M-F, 6-10am	8%
M-F, 10am-3pm	18%
M-F, 3-7pm	17%
M-F, 7-midnight	10%

When discussing this result with Tom Birch he was at a loss to explain the midday difference but had a theory about the PM drive disparity. "Since PM drive is the 'oldest' daypart we capture in terms of respondent recall in our interview, it may be that we are losing some quarter hours there." This variance will be worth taking a look at in additional markets. Most worthy of note will be what differences, if any, exist between Birch and Arbitron in markets where Arbitron does not use Differential Survey Treatment. Since DST has been seen to boost black listen-

## Week In Review

### Valerie Philos Joins Hiber & Hart

Valerie Philos, who has been Client Service Director for Mediastat and more recently the Birch Report, will soon be joining the Laurel, MD office of Hiber & Hart, Ltd. Ms. Philos, who will assume the title Vice President at H&H, will be in charge of the firm's operations in the Arbitron building office as well as helping H&H implement perceptual studies.

ing levels about 40%, it has inflated overall listening in Arbitron's surveys, such as Chicago. Markets without a high black population may provide a more realistic comparison between Birch and Arbitron.

### Problems Too

Any major step by a new ratings service encounters problems, and the Birch QSR is no exception. Tom Birch comments, "We are now out of the crawling stage and are beginning to feel comfortable in the walking stage." As the Birch efforts mature, perhaps problems can be addressed along the way.

Some problems are relatively minor in nature. In Chicago WFMT was listed as a Contemporary station rather than the Classical format the station has featured for years. Likewise the folks at Mutual are probably not happy that their 50,000-watt station (WCFL) was listed as having a power output of just 6000 watts.

Other areas are of more concern. The problem in getting enough men 35-49 in the data base is a real challenge for Birch. It can manifest itself in many ways, one being the case of WCLR. The A/C station is shown as having a nice male 18-24 audience middays, but with no men 25-54, a most unlikely occur-

*"We are now out of the crawling stage and are beginning to feel comfortable in the walking stage."* — Tom Birch

rence, especially compared to the relevant Arbitron data. Such gaps may hinder the credibility of Birch, thus making this sampling problem a possible priority for Tom Birch and his crew.

Finally, there is the area of the qualitative and product usage figures. As mentioned last week, I've already gotten some feedback from sales managers who are less than thrilled with the Birch effort here. Percentages and indexing are most often suggested as needed improvements. However, Tom Birch tells me, "There will be no indexing. Instead we will, in the second quarterly reports, provide market totals so stations will be able to have flexibility in how they present their sales material." We'll see how that works out when the next round of QSR's, taken April-June, are delivered.

This is only an early overview of one market's Birch vs. Arbitron results. More markets will be examined and material compiled as they come in. I'll do another more extensive column on the Birch vs. Arbitron comparison in the next month or so. In the meantime, if you have any questions or comments on the Birch QSR's, please don't hesitate to call or write.

Thanks to these rock 'n' roll stars  
and stations, "Captured Live!"  
is burning up the airwaves.  
And RKO Radio Networks say thanks.

CAPTURED LIVE!

WTBF-AM  
WLSQ-AM  
WDAR-AM  
WENK-AM  
KSEK-AM  
KYSM-AM

WBAB-FM  
WWDC-FM  
KBPI-FM  
KSAS-FM  
WNOR-FM  
WAHG-FM  
KKRQ-FM  
WJXQ-FM  
WAAL-FM  
WBLM-FM

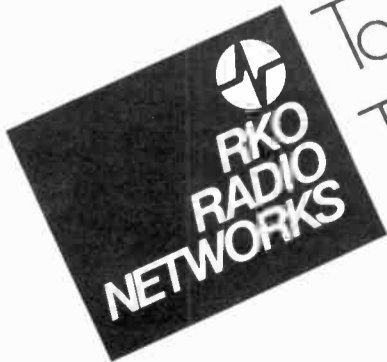
KZOO-FM  
WIBS-FM  
WMEQ-FM  
KATK-FM  
WDIZ-FM  
KLOS-FM  
WKGO-FM  
KFMU-FM  
KOWN-FM  
WSPI-FM  
WMJQ-FM  
WZXY-FM  
WZEE-FM  
KVMX-FM  
WYKS-FM  
KICX-FM  
KQMQ-FM  
WECM-FM  
WMET-FM  
WMMS-FM  
KVLE-FM  
WKTJ-FM  
WSEZ-FM  
WJLP-FM  
WIFX-FM  
WYFE-FM  
WHAJ-FM  
WRNW-FM

KCDQ-FM  
WWXL-FM  
KHOK-FM  
WZZO-FM  
KLOL-FM  
KGBS-FM  
WGRQ-FM  
KROK-FM  
WAOR-FM  
KMRJ-FM  
KSEL-FM  
KELS-FM  
WDHA-FM  
WPGU-FM  
WHSY-FM  
KRQR-FM  
WVAQ-FM  
KXBQ-FM  
WANS-FM  
WWWV-FM  
KJAQ-FM  
WYER-FM  
KJCK-FM  
WPST-FM

KYLO-FM  
KIOB-FM  
KBLQ-FM  
WRIF-FM  
WSMI-FM  
WSKS-FM  
WSYR-FM  
KCRK-FM  
WKZW-FM  
WZYZ-FM  
KXXI-FM  
KAYY-FM  
WCKO-FM  
WJAT-FM  
WVBS-FM  
WBCN-FM

WOAY-AM/FM  
WPRT-AM/FM

Triumph  
Donnie Iris  
Le Roux  
The Michael Stanley Band  
The Marshall Tucker Band  
Tommy Tutone  
The Joe Perry Project  
Franke & The Knockouts  
The Greg Kihn Band



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# CHR Lives On Van Halen's "Street"

WBEN-FM 36-28	WKEE 27-22	KZ93 20-17
WIFI 28-27	KITY add	Z104 17-15
WCAU-FM deb 33	KSET-FM 9-8	WKDQ add
B104 on	KINT 15-14	WLYT 28-24
WXKS-FM 21-18	WJDX add	KKXX 21-17
JB105 28-26	WABB-FM 22-17	KNBQ 29-25
CHUM 15-11	G100 27-24	KCPX 34-31
KEGL 17-14	WHHY-FM 29-22	KSKD 36-29
Z93 on	BJ105 24-19	KLUC 29-25
Y100 23-20	CK101 40-36	KHYT 19-16
Q105 24-22	WBBQ 22-17	WJBQ add 29
KBEQ 25-19	WMAK-FM 29-27	WOMP-FM 34-25
WGCL 21-20	WOKI 28-24	Q104 14-7
KRLA add	WDCG deb 29	WXLK 21-18
KFI on *	WSSX 18-16	KSEL-FM 6-5
WPHD 9-6	WANS-FM 19-13	KVOL 20-18
WRCK 22-17	WRVQ 22-17	WSPT deb 30
3WT 26-23	WVIC 29-27	WAZY-FM deb 26
WPST 23-20	WJXQ 2-2	WCIL-FM 19-12
WLAN-FM 29-26	KMGK deb 30	KFMZ 22-14
WKRZ-FM deb 21	KOFM 30-27	KENI 31-24
K104 29-24		KYYA 21-16



## "Dancing In The Street"

# VAN HALEN

Produced by Ted Templeman



Manufactured and Distributed by Warner Bros. Records

## The Birch Report

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

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

### San Francisco

**KGO Tops 11;  
KMEL Second;  
KRQR Debuts  
With 4 Share**

	January/ March
KGO (T)	11.4
KMEL (A)	8.5
KCBS (N)	5.2
KFRC (R)	5.2
KBLX (M)	4.3
KSFO (AC)	4.2
KRQR (A)	4.0
KSOL (B)	3.6
KIOI (AC)	2.9
KNEW (C)	2.9
KFOG (BM)	2.6
KNBR (AC)	2.6
KDIA (B)	2.3
KSAN (C)	2.2
KABL-FM (BM)	2.2
KSJO (A)	2.0
KDFC (CL)	1.9
KYUU (AC)	1.8
KABL (BM)	1.7
KKHI (CL)	1.5
KLHT (AC)	1.5
KOIT (BM)	1.5
KOME (A)	1.5
KYA (O)	1.3
KJAZ (J)	1.1
KLOK (AC)	1.0

### Miami-Ft. Lauderdale-Hollywood

**WHYI Tops Market;  
WSHE Edges  
WINZ-FM For  
Runner-up Slot**

	January/ March
WHYI (R)	8.4
WSHE (A)	6.9
WINZ-FM (R)	6.3
WINZ (N)	5.4
WQBA (S)	5.0
WLYF (BM)	4.7
WNWS (N)	4.6
WCKO (A)	4.5
WAXY (R)	4.3
WWWL (A)	4.1
WRCH (S)	3.8
WIOD (AC)	3.7
WEDR (B)	3.1
WQAM (C)	2.5
WAIA (AC)	2.3
WYOR (BM)	2.2
WTMI (CL)	2.1
WWJF (BB)	1.9
WRBD (B)	1.7
WKQS (C)	1.5
WCMQ (S)	1.4
WQBA-FM (S)	1.4
WVCG (BM)	1.3
WHTT (S)	1.2
WOCN (S)	1.2
WCMQ-FM (S)	1.1
WLQY (BM)	1.1
WFTL (AC)	1.0
WKAT (T)	1.0

### Dallas-Ft. Worth

**KKDA-FM, KTXQ,  
KSCS Bunched At Top;  
KVIL-FM In Fourth**

January/  
March

	January/ March
KKDA-FM (B)	8.1
KTXQ (A)	8.0
KSCS (C)	7.9
KVIL-FM (AC)	6.9
KZEW (A)	6.1
KRLD (N)	5.8
KPLX (C)	5.1
KEGL (R)	4.8
WFAA (N/T)	4.8
WBAP (C)	4.7
KMEZ (BM)	4.6
KNOK (B)	4.0
KMGC (AC)	3.8
KFJZ (BB)	3.2
KBOX (C)	3.0
KOAX (BM)	2.7
WRR (CL)	1.8
KLUV (AC)	1.6
KAFM (AC)	1.5
KLIF (C)	1.4
KVIL (AC)	1.2
KIXK (C)	1.1

### Atlanta

**WKLS Tops WZGC  
By Three;  
WSB, WVEE,  
WQXI-FM In  
Tight Race**

January/  
March

	January/ March
WKLS (A)	13.6
WZGC (R)	10.5
WSB (AC)	8.8
WVEE (U)	8.5
WQXI-FM (R)	8.2
WGST (N)	6.5
WKHX (C)	6.4
WPCH (BM)	5.4
WPLO (C)	5.3
WLTA (AC)	4.9
WSB-FM (AC)	3.9
WAOK (B)	3.3
WRNG (T)	3.0
WYZE (RL)	1.7
WQXI (R)	1.6

### Phoenix

**KDKB Takes  
Market Lead;  
KNIX-FM, KTAR  
Finish 2-3**

January/  
March

	January/ March
KDKB (A)	12.1
KNIX-FM (C)	9.6
KTAR (N)	8.4
KZZP-FM (R)	7.9
KQYT (F)	7.0
KMEO-FM (BM)	5.8
KOPA (R)	5.3
KUPD (A)	4.9
KOY (AC)	4.6
KUKQ (U)	4.3
KOOL (AC/O)	4.0
KKLT (AC)	3.3
KSTM (A)	2.4
KJJJ (C)	2.1
KHEP (CL)	2.0
KJJJ-FM (C)	1.9
KNIX (C)	1.7
KARZ (AC)	1.4
KZZP (R)	1.3
KLFF (BB)	1.1
KMEO (BM)	1.0

### Seattle-Tacoma

**KISW, KIRO  
Dominate; KOMO,  
KUBE Tie For Third**

January/  
March

	January/ March
KISW (A)	11.8
KIRO (N/T)	10.6
KOMO (AC)	5.7
KUBE (R)	5.7
KZOK (A)	5.3
KSEA (BM)	5.0
KVI (T)	4.4
KJR (AC)	3.9
KBRD (BM)	3.7
KZAM (A)	3.3
KMPS-FM (C)	3.1
KING-FM (CL)	3.0
KNBQ (R)	2.9
KING (AC)	2.8
KPLZ (AC)	2.8
KBIQ (RL)	2.6
KIXI (BM)	2.6
KMPS (C)	2.5
KIXI-FM (AC)	1.7
KKFX (AC)	1.6
KJZZ (J)	1.4
KYYX (R)	1.4
KEZX (AC)	1.1
KGDN (RL)	1.0

### Los Angeles

**KABC Tops;  
KLOS Closes  
In On KMET;  
KNX Jumps;  
Beautiful Music  
Stations Slip**

March/  
April  
April  
May

	March/ April	April/ May
KABC (T)	6.9	8.2
KMET (A)	6.9	6.8
KLOS (A)	6.3	6.6
KNX (N)	3.8	5.2
KROQ (A)	5.6	5.0
KIIS (R)	3.1	3.9
KFWB (N)	3.9	3.8
KFI (R)	3.0	3.1
KBIG (BM)	3.9	3.0
KRTH (R)	2.6	2.9
KRLA (R)	2.5	2.8
KMPC (T)	1.6	2.7
KHTZ (AC)	2.5	2.6
KJOI (BM)	2.9	2.5
KPRZ (BB)	1.8	2.5
KLAC (C)	2.2	2.2
KNX-FM (A)	2.4	2.2
KGfJ (B)	2.1	2.1
KIQQ (R)	2.6	2.0
KKGO (J)	1.2	2.0
XTRA (R)	1.7	1.7
KACE (B)	1.1	1.6
KWST (R)	1.3	1.6
KUTE (U)	1.1	1.5
KHJ (C)	1.9	1.4
KOST (BM)	1.8	1.4
KALI (S)	1.6	1.4
KJLH (B)	.9	1.3
KZLA-FM (C)	1.5	1.3
KTNQ (S)	1.7	1.1

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

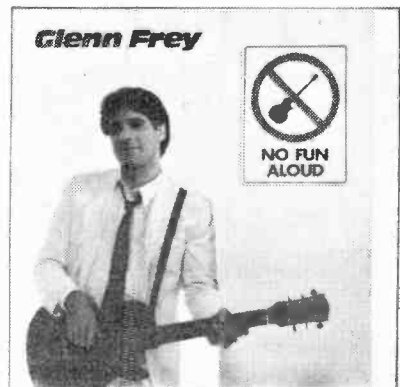


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**AOR BREAKERS**

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Direction: Irving Azoff & Front Line Management  
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E1-60129

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## Another Terrific Week For "Right Kind Of Love"

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CKGM	Q103	WOKI	WJBQ
WLOL-FM	WHFM	WANS-FM	WFBG
WGCL	KZFM	WRVQ	WAEV
KRLA	KLPQ	WZZR	WFLB
KIQQ	WBBQ	KCPX	WGLF

### Plus Action At These Majors

96KX	WKEE	WKFR	WYKS
WXKS-FM	KSET-FM	KZ93	KKQV
KEGL	KINT	KKXX	KKXL-FM
94Q	KHFI	KJRB	KKLS
KFI	G100	KNBQ	WRKR
KEZR	WAXY	KBBK	WTRU
XTRA	BJ105	KSKD	WAZY-FM
KCNR	CK101	KRQ	KRNA
KYYX	WMAK-FM	WGUY	KFMZ
WPHD	WQUT	WIGY	KENI
WRCK	WSEZ	WFEA	KKLV
3WT	WSSX	WOMP-FM	KCBN
WPST	WNOK-FM	WCIR	KYYA
WYCR	WGH	Q104	KOZE
WKRZ-FM	WJXQ	WFOX	

# QUARTERFLASH

## "Right Kind Of Love"



Produced by John Boylan



GEFFEN RECORDS

Distributed by Warner Bros. Records



# STREET TALK

### Cougar Roars To Rescue

Earlier this spring when Ft. Wayne, Indiana was reeling under the devastating flood waters which turned the town into a disaster area, WMEE helped to mobilize the town's youth to help in the massive sandbagging effort. When the waters receded, and many homes and businesses were saved by the mammoth artificial dikes, WMEE PD John Curry thought a "thank-you concert" would be just the ticket.

Well, we're happy to report that after several weeks of asking for help and being turned down, WMEE has its thank-you concert attraction: John Cougar. Cougar, an Indiana boy himself, will play the Ft. Wayne Coliseum Saturday, July 3 in a free concert for all those who pitched in to literally help save the town.

The city is so thrilled with the effort of WMEE that officials are now planning a daylong "Flood Festival" to surround the concert. And if you're wondering how WMEE knows who helped fill the sandbags and who was just "sandbagging" (we were wondering too), all those who answered the city's call for volunteer help had to sign waivers. WMEE has the names and addresses of those good samaritans, who will now get first crack at the John Cougar free concert tix.

Say goodbye to M105/Cleveland. Hey, we warned you last week, and now it's happened. Cleveland's "number two — we try harder" AOR for the past six years switched to A/C on Friday (6-11) and will switch calls to WMJI. Station sources are playing it very mum, but Street Talk hears that Mike McVay (formerly WABB-AM & FM/Mobile GM and WWWE/Cleveland PD) is the new PD. Exiting on Friday were PD Phil DeMarne and the six-member M105 AOR airstaff.

Looks like another station is going to swing with Mike Joseph's "Hot Hits" format around July 1. No specifics yet, but we do know that the station is in a top five market!

According to insiders, a group of "militant and dissident" Mariner Communications stockholders is holding up the sale of the Mariner stations (WLW/Cincinnati, WSKS/Hamilton, and KBEQ/Kansas City) to David Chase of WTIC-AM & FM/Hartford. Mariner President Barry Dickstein, apparently miffed over the transfer hassle, resigned his post late Friday (6-4).

There's a PD switch imminent at one of Doubleday's AOR stations ... details next week. And speaking of Doubleday ... WAPP/New York debuts next week and we've got a partial lineup: Ted Cannarozzi from WNBC/New York for mornings; Frank Kelly (former PD of WTFM, WAPP's old calls) mid-days and MD; Michael Stevens of KSFJ/San Francisco for PM-drive; and Chip Hobart from WLUP/Chicago for late evenings. Interestingly, Michael Stevens will go up against his own brother, Pat St. John at WPLJ, in his afternoon airshift, which could redefine sibling rivalry!

If recent stories in the Detroit papers are correct, veteran WJR/Detroit morning man J.P. McCarthy may be heading for the greener pastures of television. Apparently McCarthy was quoted as saying he might be interested in becoming an anchor for Detroit's Channel 2. If that happened, might WJR make a move in the direction of CKLW/Detroit morning personality Dick Purtan?

RCA West Coast VP/A&R Barry Oslander exited the company just as R&R went to press. No replacement named yet.

Does San Francisco need another AOR station? KMPX, which has been AOR in the past, may be about to drop its current Big Band format in favor of a KROQ/Los Angeles-style "modern rock" sound. We even heard that KMPX's new owner, Broadcast Associates, is about to apply for the new call letters KQKE (Quake!).

Moving south from San Francisco is K101 personality Laurie Allen, who has joined the airstaff at KIIS/Los Angeles for early evenings. Laurie had worked with KIIS PD Gerry DeFrancesco at KSD-FM/St. Louis.

WIFE/Indianapolis GM Paul Aaron has resigned, leaving the station looking for a

replacement. Aaron has accepted another position which will be made public within the next two weeks.

Jack Spector, Bob Dayton, and Steve York have all signed with ABC's Superadio as weekend personalities.

KREM/Spokane has dropped its A/C format for a switch to Drake-Chenault's "Hitparade." As part of the change Operations Manager Brad Barrett and MD Karalee Austin are leaving the station. Johnathan Walker from KZZK/Tri-Cities, WA becomes the new KREM OM/PD.

After three years as MD, Bob Russo has left WIP/Philadelphia. The station is now seeking a replacement who can handle a part-time airshift. Also at WIP, 65-year-old John Paul Weber is retiring after serving 45 years on the station. Our congratulations!

J.J. Jordan has exited Unicorn Records and can be reached at (213) 993-8971.

John Gabriel is the new PD at WROV/Roanoke, coming from his OM/PD position at WCHS/Charleston, WV.

Three format changes in one town in one day? That's right. It happened in Orangeburg, SC when WORG (the AM) dropped its simulcast of WORG-FM (A/C) for Religion; Religious-formatted WPJS switched to WIGL and went Country; and sister station WDIX dropped A/C in favor of Black.

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The first single  
from the debut album by  
**Billy Idol**



**Chrysalis**  
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The single CHS 2605 The album CHR 1377  
Produced by Keith Forsey

# Sales



JONATHAN HALL

## The Puppet Generation -Turned Off On Radio?

Addressing the Radio Advertising Bureau/Association of National Advertisers Workshop in New York Tuesday (6-8), ad man Jerry Della Femina labeled today's young advertising and marketing executives the "Puppet Generation." The Chairman of Della Femina, Travisano & Partners told close to 800 advertising and broadcast executives that these "puppets," including product managers, advertising managers, managers, copywriters, and media people, raised on TV's Howdy Doody; Kukla, Fran & Ollie; etc., will next fall into a moronic state he labeled the "Zombie Generation." Della Femina predicted that when the "zombies" take over, "TV will indeed enjoy the million-dollar commercial minute." But he noted that buying the Super Bowl to reach a bunch of drunks will backfire because "the world which doesn't listen to business in advertising will turn on us."

### Expansion/Education An Answer

The creator of one of the most successful campaigns in radio's history - the Blue Nun campaign - Della Femina stressed teaching copywriters to write good radio copy, not just "telling the effectiveness of radio." He further emphasized that his message to clients is to challenge agencies to do good radio.

Della Femina noted that Blue Nun, after a long absence from radio, is returning. He told his audience that now is the time to take chances.

Referring to his new association with former NBC VP Bob Sherman (see my column next week), he discussed branching into the area of producing advertising for radio stations. "My business has never been better. This is the time to be bullish."

### Why Agencies Don't Use Radio

In a panel moderated by Della Femina, John Chervokas, Vice Chairman and Chief Creative Office of Warwick, Welsh & Miller, noted why most advertising agencies are reluctant to use radio. He noted that most ad executives believe that:

- Radio is too easy to write for
- Too many clients want to be talent and their egos get in the way
- Big agencies don't build their reputations with radio
- Radio too often is farmed out.

Additionally, Dick Levy, President of Dick Levy & Associates, said that agencies don't use radio because it doesn't have the glamour of TV and is therefore left to junior people. And the top people are most comfortable with TV because they can get scores detailing the effectiveness of their ads. Nothing like that exists for radio and therefore they play it safe, Levy said.

### More To Come

I'll cover some of the other ideas advanced at this workshop in a later column but pay close attention to the Bruskin study in the accompanying story.



**CBS CELEBRATES KRQR SUCCESS** - CBS/FM National Sales Hosted media buyers in its New York office for a celebration of the ratings success of CBS-owned KRQR/San Francisco, with CBS/FM reps. Pictured (l-r) are CBS/FM's Bob Harleman, firm's Research Manager Maggie Hauck, Ted Bates's Ellie Fields, CBS/FM's Tom Hantzarides and Robin Rednor, MCA/Graham's Cheryl Doucet, CBS/FM's Nancy Dobrow and Amy Caplan, Ted Bates's Jill Gordon, CBS/FM New York Sales Manager Simona McCray, Lawrence Charles & Free's Fred Coty, CBS/FM Sales Promotion Manager Susan Garone, and KRQR GSM Tom Matheson.

## Radio Looks Good In Four-Media Study

Results of a national study of four major media - the first such study in almost 20 years - were previewed Friday (6-11) at the radio workshop co-sponsored by the Association of National Advertisers and the Radio Advertising Bureau.

Marvin Baiman, President of R.H. Bruskin, which conducted the study, said magazines, newspapers, radio and TV were studied in depth simultaneously. "Plus we developed some insights about the possible effects of cable on those media." The study, completed less than three weeks ago, was

conducted in the field between April 20 and May 15. The Bruskin President said the study provides information on specific target audiences within the population.

**Working Women:** Among working women for example, radio's slice of time goes up compared to the overall population and TV's declines.

**Upper Income Households:** The pattern is even more pronounced in households with total incomes of more than \$30,000. Radio gets substantially more time with these individuals than TV, and newspaper time also increases.

**Professional/Managerial Males:** Mr. Baiman said, "There too we see radio as well as print media doing better than among the total population."

### Media Share Of Mind

	Working Women	People in upper Income Households	Professional/Managerial Males
Radio	44%	44%	42%
TV	41%	36%	34%
Newspaper	9%	13%	16%
Magazine	6%	7%	8%

Radio also did well as first source of news until 3pm, when TV took over, eventually dominating radio and newspaper combined by a nearly 4-1 margin.

### First Source Of News

	Persons 12+			
	6-10AM	10AM-3PM	3-6PM	6PM-Mid
Newspaper	16%	13%	16%	9%
Radio	56%	38%	28%	11%
Television	21%	23%	43%	73%

"We found the largest percentage of cable subscribers anticipate regular TV will be used less...radio will be affected least by cable with a net downside difference of only 6%," Baiman reported. "Interestingly, almost 30% report they sometimes hear radio on cable channels which carry radio stations as an accompaniment to certain visual material on the screen."

### Effect Of Other Media On Cable

	Among Cable Subscribers 12+			
	Radio	Newspaper	Magazine	Regular TV
Will do more	9%	2%	2%	10%
Will do less	15%	14%	19%	44%
Net downside difference	-6%	-12%	-17%	-34%

Mr Baiman said the survey also studied marketing characteristics of its subjects from the type of car owned to type of financial services used. "We measured airline trips taken, purchase of soft and hard goods, pet ownership, spending on groceries, furniture, snack foods, jewelry purchases and beverages of all kinds. And measurements of home ownership, education, income, ethnicity, every conceivable demographic." Contact the RAB for further information.

### GROWTH OFF 84%

## Radio Network Billings Grow, But Only Slightly

Radio network billings rose only 5% in the first third of 1982, according to Ernst & Whinney's tabulation of sales figures for the CBS, NBC, ABC, RKO and Mutual radio networks.

That's a dramatic decline of 84% from the growth rate for the same period last year. In 1981, first-third billings rose 31%, while 1980's increase was an even healthier 35%.

Network sales executives contacted by R&R confirmed that sales are generally "flat," but seem optimistic that an upswing in the economy toward the end of the year will brighten the financial picture for network radio.

"It'll come back in the fourth quarter," predicts Mutual VP/Sales Art Kriemelman, who blames the economy for the present slump. He reports seeing advertisers already planning bigger fourth quarter buys in anticipation of a turnaround in the economy.

NBC Radio Networks VP/Sales Kevin Cox also predicts a stronger fourth quarter, with the year finishing perhaps 13 to 14% ahead of 1981. Cox believes radio is suffering because, for most national advertisers, it represents a secondary buy that gets cut first when budgets are tight.

"Very quiet" is how Transtar President Dwight Case describes the network sales picture currently. However, like other network executives, he predicts such stronger third and fourth quarters.

While Satellite Music Network is new and therefore has no prior years for comparison purposes, VP/GM Ivan Braiker says, "sales seem to be off quite a bit from what they were last year" within the industry.

In Braiker's view, there are several reasons for the slowdown. Unlike last year,

he says, television networks are not sold out, resulting in a spillover that benefits radio. This year the television networks have raised prices and preserved some avals, according to Braiker.

In addition, he sees advertising beginning to put "discretionary or opportunistic dollars" into cable for the first time, but maintaining their regular television schedules. Radio loses in that equation.

While network executives are reluctant to discuss their individual figures, NBC's Cox says the Source is "dramatically" ahead of last year, while the NBC Radio Network is "not much ahead."

Cox believes national advertisers are just beginning to fully realize how much easier and economical it is to reach younger demos on radio than on television.

### Slump May Accelerate Network Shakeout

While billings are up 6% and better days may be around the corner, Cox says without a question network expenses have risen at an even greater pace. That could put a squeeze on some networks. "The weaker networks will merge or go away," he forecasts.

The situation lead Mutual's Kriemelman to conclude his network was correct to avoid "overexpanding" while others were starting new networks. Mutual has been successful, he claims, by focusing its efforts on sales winners in the area of special programming.

# An Early Fourth of July **EXPLOSION** From RCA Records

## LESLIE PEARL

### "If The Love Fits Wear It"

#### A/C **BREAKERS**

LESLIE PEARL

If The Love Fits Wear It (RCA)

56% of our reporters on it. Rotations: Heavy 4/0, Medium 40/9, Light 32/13, Extra Adds 1, Total Adds 23 including WCLR, WFYR, KPPL, WRIE, WSGN, WBT, KMGC, WAAY, WSLI, Y106, WPTF, WOMC, WFMK, KKR, K108, and 8 more. Debuts at number 25 on the A/C chart.

CROSSING AT CHR, A/C, & COUNTRY

WIFI	KITY add	KINT	WFBG
WCAU-FM	WOKI add	WJDX	WAEV
WXKS-FM	WNOK-FM add	WBBQ	Z102
WCGL add	WGBF add	FM100	WFOX
KEARTH	KSKD add	WSEZ	WFLB
KRLA	KRQ add	WGH	KVOL
KFI	WGUY add	WZZR	WTRU
KIIS-FM add	WFBR	WVIC	KENI
KIQQ	WPHD	KOFM	KSLY
KEZR	WHFM	KRAV	KYYA
KYYX add	WAEB	KYNO-FM	KVIL
KIMN	Q106	KNBQ	KPLZ
Q103 add	WKRZ-FM	KCPX	WSGN
V100 add	WKEE	WFEA	KMGC
	KZFM		

A/C CHART # **25**

## LARRY ELGART & His Orchestra

### "Hooked On Swing"

**ALBUM SALES NOW  
OVER 250,000!**

The Company That  
Exploded "Hooked On Classics"  
Now Brings You "Hooked On Swing"

WPGC add 29	WVIC deb 39	
Z93 deb 23	WHOT add	
94Q 27-21	FM102 deb 30	
Q105 deb 25	KNBQ add	WTIX
WLOL-FM add	KCPX deb 39	WAXY
KEARTH 17-10	WCGQ add	WBBQ
KFI add	WFLB 33-25	WSEZ
WKBW on	KILE add	WNOK-FM
JB105 on	KVOL add	WZZR
WFBR deb 30	KSLY add	KOFM
BJ105 add	WKEE	KBBK
	KZFM	WJBQ
		WFBG
		WFOX
		WISE
		KELO
		WIP
		KPLZ
		KFMK

"After two weeks, the demographic breakdown on requests show in the 18-24 age group, Elgart moves 19 to 6; in the 25+ group, 19 to 1!"

BOB HAMILTON, KRTH/Los Angeles

## BOW WOW WOW

### "I Want Candy"

WBEN-FM add	KFRC on	KSKD 25-20	
WXKS-FM add	XTRA on	WTSN 38-32	WNOK-FM
WGCL 27-17	WRCK add	WZYQ deb 29	WJXQ
KIQQ 25	WMAK-FM add	WHFM	KMGK
KEZR add	KDZA add	3WT	KNBQ
WIFI on	WPST 32-29	WYCR	KCPX
WCAU-FM on	WKRZ-FM deb 29	KINT	WISE
JB105 on	KZFM 24-19	BJ105	WFLB
		WDCG	WGLF
			KILE
			KVOL
			WCIL-FM
			99KG
			KFMZ
			KENI
			KSLY
			KCBN

Over 90 AOR Stations on the album including KMET, KZEW, KQRS, WCOZ, WAAF, WBCN, WMMR, WMMS, & KBPI

**RCA**  
RECORDS

# Contemporary Hit Radio



JOEL DENVER

## COMMENTS FROM A CHR PERSPECTIVE

### The R&R Back Page Revisited

On October 9, 1981, Radio & Records debuted our first split Back Page. The left side became CHR and the right side became A/C, with the resultant birth of the Inside Back Page.

It's now about eight months since these changes took place, and we feel they've carried out our original intentions . . . to make R&R a more useful programming tool. While in their purest forms CHR and A/C have vast differences, they also share some striking similarities in music.

#### Growing To Help The Industry

In many markets the dominant CHR station shares a good deal of audience, particularly female adults, with the leading A/C station. We took that into account, along with noticeable confusion among programmers as to which format they belonged to.

Radio was going through a bit of an identity crisis. CHR and A/C were becoming homogenized into one gigantic format with only subtle differences between the two. This left a rather large gulf between this CHR-A/C sound and the AOR stations in the country.

At about the same time we split the Back Page, we redefined the qualifications for being either a CHR or A/C reporter. Basically, those stations with strengths in the 12-34 cell programming mass-appeal music for that audience were retained in the CHR section. We moved other stations, which had targeted their music and audience profiles towards a 25-49 demographic, from CHR to A/C.

In a sense, we took into account what a station played more than ever to help decide which format section the station best fit. As a result, the definitions of the two formats became clearer. The CHR chart began to reflect more airplay of rock records again, since the stations that comprise CHR generally play these artists, but still use A/C cross-overs for dayparting and balance. Both formats have received a shot in the arm, as CHR now has a better idea of what its audience wants to hear and A/C is now enjoying its highest profile in history.

All this has had an effect on the record companies as well. They now have a better idea of what specific stations will or will not play. The reps can now promote stations more intelligently with product that has reasonable expectations of getting airplay. The end result, we hope, is that if you as a CHR (or A/C) programmer are playing what your audience wants to hear, your ratings and identity within your marketplace should grow hand in hand.

For some more thoughts on the "R&R Back Page Revisited," I talked with some radio and records notables for their opinions. Further comments are also contained in Jeff Green's A/C column this week.

#### EMI America-Liberty VP/Promotion Dick Williams

Dick Williams is a seasoned veteran of the business whose label has significant artists on both the A/C and CHR sides. "The move to split the Back Page allowed for the growth of A/C as a format, and it allowed CHR programmers to make valid judgments regarding airplay for those rockers which had been missing from their charts for too long," commented Dick.



Dick Williams

"Prior to adjusting the Back Page, and putting those CHR stations which belonged

in A/C in the right place, the only types of records doing well were A/C, or pure pop tunes. There was little difference in the formats," he noted. "Look at all of the new artists like Human League, Soft Cell, Joan Jett, and Tommy Tutone that are now established CHR artists. It's a direct result of this split. J. Geils would never have done as well had the Back Page not been split."

Where do the softer A/C records fit into CHR? "I think A/C radio is a big format today. We promote it effectively, and use it to expand the reach of certain artists. The format is also a great proving ground for these records to become mass appeal, multi-format hits. If they grow and gain programmer acceptance, then they can go on to become big CHR hits too. CHR needs some of these records for balance against the rockers.

"I really think that having the two formats side by side has helped me considerably in promoting product far more efficiently. I think programmers now spend more time studying the records and their strengths on each chart or section than they did before.

"I think it has given CHR a new-found feeling of certainty about what to program and has sparked new creativity within the format. The added exposure it's given us is very healthy for the industry. If the change hadn't been made, I believe the industry would be in some serious trouble."

#### JB105(WPJB)/Providence PD Todd Chase

A winning PD who utilizes both sides of the Back Page is Todd Chase. JB105 plays a mass-appeal list of 35-charted records, with about five extras, and generally three adds a week. He summed up his feelings about the split Back Page when he said, "I think that any programmer with a mass-appeal station like mine who isn't looking at both sides isn't getting the whole picture."

He did however caution, "Every record that becomes a hit for A/C is not right for CHR programming. You've got to make those individual judgments for yourself. I think looking at both sides tends to widen a programmer's scope on what a 25-year-old



Todd Chase

adult wants to hear. I think with programmers now playing more rock again, they have rediscovered dayparting.

"Dayparting is key to making sure those daytime balance records don't get into night programming, and the real hard rockers don't show up in morning drive. A programmer can utilize both charts to help him coordinate this aspect of his programming. I also think the present set-up encourages a PD to look beyond just the Back Page, and investigate the Parallels, since they are so close."

#### A&M Records VP/Promotion Charlie Minor

At one time, A&M Records was overloaded with A/C acts, but now has improved its balance of rockers and softer-styled artists.

## KDAY

1580—Top of the Dial • Greater Los Angeles

**KDAY PICKS OF THE WEEK**

1. Twilight Time... The Platters
2. My Gal and a Prayer... Frankie Laine
3. Chanson D'amour... Art & Dotty Todd

# 35 Top Tunes of the Week!

Hit Tunes Selected by You, the People — Presented by KDAY's 'Knights of the Turntable'

**John Babcock**  
Wake-Up Time  
Get Gone with John

**Earl McRoberts**  
Home-Makers Time  
Take a Whirl with Earl

**Pete Smith**  
Shopping Time  
Get on the Beat with Pete

**Frank Pollack**  
Headin' Home Time  
Frolic with Pollack

**Mark Ford**  
News and Sports  
Get on Board with Ford

**ENJOY THESE 35 TOP-TUNES-OF-THE-WEEK DAILY ON KDAY - 1580**  
WEEK ENDING MARCH 28, 1958

1. Tequila... The Champs
2. Lollipop... Chordettes
3. Oh Julie... Crescendos
4. Oh Oh I'm Falling in Love... J. Rodgers
5. Sweet Little 16... C. Berry
6. Catch a Falling Star... Perry Como
7. Are you Sincere... Andy Williams
8. Corrido Rock... Jim Balcom
9. Sugartime... McGuire Sisters
10. Wonderful Time up There... Pat Boone
11. You are My Destiny... Paul Anka
12. Maybe... Chantels
13. Don't... Elvis Presley
14. Get a Job... Silhouettes
15. Little Blue Man... Betty Johnson
16. Short Shorts... Royal Teens
17. Maybe Baby... Crickets
18. Sail Along Silvery Moon... Billy Vaughn
19. Breathless... J. L. Lewis
20. Book of Love... Monotones
21. At the Hop... Danny & Jrs
22. We Belong Together... Robert & Johnny
23. Twenty-six Miles... Four Preps
24. Ballad of a Teenage Queen... Johnny Cash
25. He's got the Whole World... Laurie London
26. Who's Sorry Now... Connie Francis
27. So Tough... Kuf-Linx
28. Too soon to Know... Pat Boone
29. Don't Let Go... Roy Hamilton
30. Teardrops... Lee Andrews
31. Magic Moments... Perry Como
32. Believe what you Say... Ricky Nelson
33. The Strroll... The Diamonds
34. Billy... Kathy Linden
35. The Walk... Jimmy McCracklin

\*\* DENOTES KDAY PICK OF THE WEEK, AND PREDICTED HITS IN PREVIOUS WEEK  
\*\* FORMER BOWIE BEST BET OF THE WEEK

**BOWIE PIES 'BOWIE BEST BET'..**

KDAY HOME-MAKERS' HITS

1. Swingin' Shepherd Blues... David Rose
2. Witchcraft... Frank Sinatra
3. Blue Birds over the Mts... Ersel Hickey
- Let's Be Lovers... The Playmates
- All The Way... Frank Sinatra

DO I LIKE IT... NAT COLE

KDAY TOP FIVE ALBUMS

1. Music Man... Original Cast
2. Come Fly with Me... Frank Sinatra
3. Warm... Johnny Mathis
4. I Wish you Love... Keely Smith
5. Taboo... Arthur Lyman

**KDAY IN THE OLD DAYS** — Here's a real "oldie but goodie" from March 28, 1958 . . . 24 years ago. These were the top songs in town according to KDAY/Los Angeles and the "Knights Of The Turntable." You may not recognize many of the songs listed, but at this time music was going through a transition from the Perry Como-type artists, to the real rockers like Chuck Berry and Elvis Presley. Thanks to Watermark's Jeff Leonard for sending the survey (scorched by fire) for reprint.

"A perfect example of how you can take an A/C hit and spread it to CHR is with Quincy Jones, or with Vangelis," Charlie said. "It has helped point out the true mass appeal hits, but has also encouraged PD's to play rock again.

"My Human League or 38 Special records wouldn't have ever made Breaker before the split occurred. Programmers in CHR now reflect the variety of hits that once made this format dominant. At the same time, we are now seeing A/C start to sell product for us, which is a positive step. We are working very hard to develop strictly A/C artists into projects that will generate bigger dollars for the company, and the R&R Back Page has helped us.

"This company has worked hard to develop its rock acts, which are now able to crossover from AOR to CHR. The two charts point out the similarities of the two formats, and have helped us to show programmers the value of playing all types of hit music again. Prior to the split, CHR radio was scared of anything with a beat or guitar lick, and was virtually being swallowed by A/C and AOR. I'm glad to see programmers responding in such a positive manner."

#### KEZR/San Jose PD Bob Harlow

Bob is PD of a very mass-appeal CHR that virtually plays all types of hits. His comments focused on the split Back Page specifically and the CHR format in general. "I go back and forth, using both sides of the Back Page," he stated. "This comes in handy for certain records. Toto is a huge CHR record, but is just becoming a Breaker for A/C. Being able to watch its growth in A/C and knowing its strength for CHR is a valuable programming tool. I then can make better use of the record and realize it's increased strengths for my audience."

Bob is in a unique demographic position. "Half of my audience is below 25 and the other half is above 25, so I've got to keep a good balance. That balance now includes rockers more than ever. Programmers have made the mistake of ignoring these records, based on sound, as being unacceptable for the 25+ audience. Today's 25+ listeners are very different from those of five years ago, and the Back Page reflects that difference very well."

#### RCA West Coast National Promotion Director Bill Smith

RCA has become one of the more aggressive labels over the last year or so with a significant diversity in artists. Bill Smith commented, "I think when R&R split the Back Page, it made great strides in the right direction, and assured that the future of both formats (CHR and A/C) would continue to be bright. The lack of distinction between the two was ruining both of them. With this separation, there is a new spirit of enthusiasm for CHR programmers to break new artists, and this is very healthy for the business.

"At the same time, we have learned what a viable format A/C has become, and have enjoyed a great deal of success in crossing records over from A/C to CHR. Prior to the split, it was getting difficult to get anything besides a mid or downtempo record on CHR radio. Now, it's like it was a few years ago. CHR is playing hits of all varieties, and we're seeing CHR radio gain in ratings nationally because of it."

Bill noted that the layout has improved record visibility to programmers. "With the Inside Back Page, programmers are now more likely to take a look at those newer records and be able to compare their growth on both formats at a glance. The

**KFRC**  
**would like to thank the**  
**following people for making**  
**the Viet Nam Veterans Benefit**  
**Concert the most successful**  
**benefit in Bay Area history.**

**JEFFERSON STARSHIP**  
**GRATEFUL DEAD**  
**BOZ SCAGGS**  
**COUNTRY JOE**

**BILL THOMPSON**  
**ZAHN ARTMAN**  
**PAUL KANTNER**  
**CYNTHIA BOWMAN**  
**NADINE CONDON**  
**BILL GRAHAM**  
**DANNY SHEER**  
**BOB BARSOTTI**  
**PETER BARSOTTI**

**JULIE MILBURN**  
**BILL MANDELL**  
**JOEL SELVIN**  
**DICK SCHAF**  
**BILL GRAHAM PRESENTS**  
**ZAHN ARTMAN PRODUCTIONS**  
**BASS TICKET OUTLETS**  
**ROLLING STONE MAGAZINE**  
**BAM MAGAZINE**

*Thank You!*

**PAT NORMAN**  
Vice President &  
General Manager

**GERRY CAGLE**  
Program Director

**610 KFRC**

## Chandler

Continued from Page 1  
tiser and gave us a lot more leverage to combine the audiences of two radio stations to sell. It seems to be working very effectively. We feel now we've got everything locked into place."

Chandler told R&R, "I am absolutely thrilled to be given this opportunity to work with Jim De Caro to make WFIL & WUSL the best radio stations in Philadelphia. Overseeing two radio stations is a challenge and an opportunity, and what more can you ask for in life than to have challenges and opportunities and be given enough support to get the job done? I've been really busy, but you don't mind putting in the work if you're having fun doing it. We've had an awful lot of bad luck at both these radio stations over the past two years, and I think it's about time for Lady Luck to bop on over to Domino Lane in Roxborough and join us for a little ride."

Tyler was philosophical about his departure, telling R&R, "I like Philly and was not unhappy here at all, and I was really enjoying Country, but the move makes a lot

of sense. Certainly Kris has been here longer, and there's no reason why he can't do every bit as good a job as I could, so it's very logical that they've combined. If I had to make the decision, I would have probably made the same one. I'm really going to miss not being a part of it, because although the jury is still out, I think the combined operations have already proven there's a larger segment of the audience that wants to hear Country than was ever anticipated in this market."

## Jones

Continued from Page 1  
ing. Both stations will certainly benefit from the added attention they'll each get by having their own GM's."

United VP/Operations Bill Paris commented, "We've kept close track of Zemira ever since he was with us five years ago. As sharp as he is, we knew we wanted him back in the firm, and this proved to be the perfect opportunity for us to do that."

Jones was with United as an account executive at WSID & WLPL/Baltimore, and moved to WXYV/Baltimore before joining WJZ-TV.

## Ewing

Continued from Page 3

CBS Radio Spot Sales and CBS-FM National Sales, and also served as National Sales Manager and GSM at WCBS-FM/New York before switching to the AM side in 1980.

In a related announcement, Judson Niver was named Director of National Sales for the CBS Radio Network, reporting to Ewing. She takes the new position from the Eastern Sales Manager post at the network. Niver previously served as an account executive for the ABC Radio Network for five years.

## De-Lite

Continued from Page 3

De-Lite, Mr. Feig, Mr. Valor, and Mr. Price have gained an understanding of the company and its needs, and all are highly successful individuals. Mr. Barresi is an experienced and skilled executive who will bring fresh ideas to the company. In her new position, Ms. Crossley will also be able to add more to the continued success of the label."

## Shore

Continued from Page 3

this city. We feel we're on the right track, and I'm looking forward to refining and especially promoting the station. We went on the air last Labor Day, and it takes a long time to make people aware you're there. So we'll be working on promoting the station."

## Ives

Continued from Page 3

to be joining this organization, and I've been hoping for an opportunity to return to Portland for many years. A decision to change companies after 13 years is not an easy one to make, believe me. (Golden West Chairman) Gene Autry is still my personal idol. A move like this is based on the people involved, and even though H-H is a big company, it's obvious to me that it's a people-oriented organization with a management approach 100% conducive to my philosophy."

Golden West did not immediately name a successor in Ives's VP/FM Stations slot. The management of WTWR (soon to be WCXI-FM) was recently taken over by WCXI President/GM John Risher (R&R 4-30), as the station switched formats from CHR to Country.

## BMA

Continued from Page 3

Richard Smith, also an Executive Council member, added, "As the BMA goes more public, because at present it's a trade organization, we hope to involve more retailers across the country. I think in coming months and years the BMA will be behind the moving and shaking of black music in the country and around the world. All the things that are changing within the BMA are necessary for the growth of the organization."

The BMA will hold new elections soon for the Executive Council and Board of Directors. More detailed coverage of the conference will appear in Walt Love's column next week.



**KING COOL COMES TO THE "Q"** — MCA recording artist Donnie Iris, out on tour promoting his current album "King Cool," stopped in for a visit to Q107/Washington. Pictured (l-r) are MCA's Frank Falice, PD Alan Burns, Assistant PD Dallas Cole, Iris, and MCA's Ed Keelan.

## The R&R Back Page Revisited

Continued from Page 20

fuller potential of a record is more easily realized now with the two formats side by side."

### Q105(WRBQ)/Tampa MD Pat McKay

The job of MD Pat McKay at Q105 is to make the right recommendations to PD Scott Shannon. "One thing about the Back Page is that its accuracy has never wavered. It is always on top of what's being played, and we depend on it. With the two charts together, I can look at a glance to see how records are crossing from one format to another. We play all the hits, from black to rock and in between, so the two charts are most helpful to us," commented Pat.



Pat McKay

"I tend to be cautious of those records only having impact on A/C, but when I see a decent spread to CHR, it doubles the value of the record. When I see a record break on the CHR side only, it helps to clue me in to which lifestyle group shows a preference for the record. The close proximity of the Parallels to the Back Page and Inside Back Page have also added to the ease of my use of Radio & Records. All of these things together give me the complete picture of what's happening in music each week."

Radio & Records is most pleased that the split Back Page has been received so well by both sides of the industry. We are always examining new ways of presenting the most accurate music information to you each week. As always, we are open to your comments and suggestions.

### Motion

KRQ/Tucson MD Randy Hart leaves to become Assistant PD at KUDO/Las Vegas... WAKX/Duluth ups Karen Thomas to MD... J. Michael Hawkins joins WLAP-AM & FM/Lexington, KY as News Director... KKRC-FM/Sioux Falls's new MD Greg Fisher is taking music calls Fridays and Mondays from 3 to 5pm... Susan Schumacher-Hill moves from KBCQ/Roswell across town to KBIM to do nights... Bill Garcia, former PD at WDRQ and WOMC/Detroit, is available at (313) 559-2383.

## The Music Section

CHR's Most Accurate  
Music Information  
Begins on Page 55

### Bits

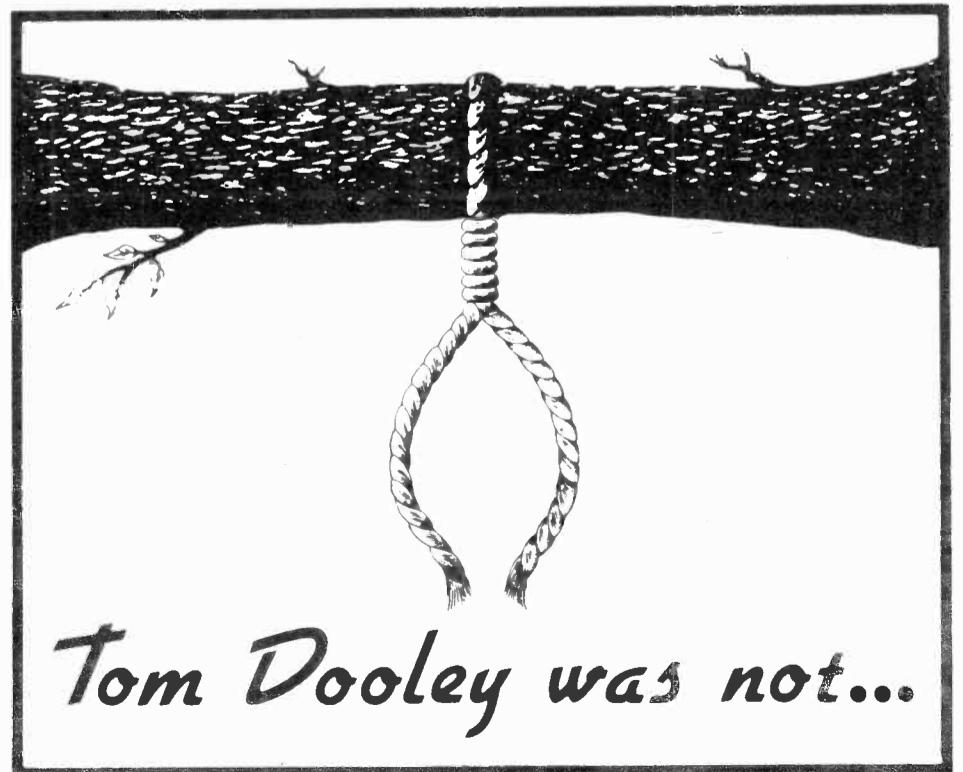
• KFHI/Austin recently got the town "gassed" by pumping gas for only 50 cents a gallon for over an hour. The station originally planned to do it only for 30 minutes, but the demand was so great that the time was extended. Over 1000 cars jammed the streets leading to the station, backing up traffic for over half-mile in either direction. Despite the crowd, 200 cars did get to take advantage of the cheap gas, as over 2000 gallons of it were pumped.

• WFEA/Manchester recently celebrated its 50th year on the air. They kicked off the occasion with a 50-hour oldies weekend, giving away \$50 gift certificates and \$50 bills to listeners who could put the serial numbers together from clues given on the air. PD Johnny Rogers also told me that the station is taking a group of listeners on a minicruise to Nova Scotia.

• OC104/Ocean City, MD recently did a promotion called "Spring Into Summer." It was tied in with Memorial Day weekend, during which an estimated 163,000 visitors came to town. The station gave away an hourly prize package consisting of a station beach towel and a six pack of Mello-Yello soft drink.

• Q107/Washington was also aware of the crowds heading to the beach areas, and posted personality Gary Murphy on the Bay Bridge to hand out free Pepsi, T-shirts, suntan lotion, and passes to the station's premiere of "Star Trek II."

• KWST/Los Angeles is tying in with the "Blue Jean Network" for its summer concert series. The video will be carried on KTLA-TV5, and KWST will simulcast the audio in stereo. The series will feature Journey, Rod Stewart, Little River Band, and Fleetwood Mac, among others.



Tom Dooley was not...

# These Stations Have An 'EYE' For Hit Music:

WKBW add	KITY add	KNBQ deb 30
WIFI add	KZFM 21-17	KCPX 26-23
B94 add	KHFI 21-16	Q104 9-6
CKGM on	B97 add	WAEV 17-11
Z93 21-17	WJDX 24-20	Z102 24-19
94Q 5-4	WZYP deb 29	95SGF 23-17
Q105 22-20	WHHY-FM 17-10	WFOX 34-28
KBEQ on	WBBQ 17-10	WCGQ 24-15
KRLA on	FM100 22-15	WISE 31-28
KFI on	KX104 23-18	WXLK add
KIQQ on	WMAK-FM 23-13	WGLF 24-18
KEZR 19-9	WSKZ 23-20	WYKS add 40
KYYX 30-28	WOKI 26-17	KVOL deb 28
KZZP 26-25	WBCY 5-4	KELO 27-19
WRCK add	WRVQ 11-5	WSPT deb 29
WPST add	WKFR add	WTRU add
WAEB 25-22	KMGK 30-25	WAZY-FM deb 28
WKRZ-FM add	WMEE add	KCBN 23-18
WCSC 27-22	KIDD 30-23	KDZA 30-25
	KJRB add	



## EYE TO EYE

"Nice Girls"

Produced by Gary Katz



# After Only 3 Weeks!

## A/C BREAKERS

### CHICAGO

#### Hard To Say I'm Sorry (Full Moon/WB)

75% of our reporters on it. Rotations: Heavy 8/0, Medium 62/22, Light 32/19, Extra Adds 1, Total Adds 42 including 3WS, KVIL, 97AIA, WISN, WZUU, KPPL, KJR, WTIC, WSBA, KEY103, Y106, WAKR, WENS, K108, KSL, and 27 more. Debuts at number 17 on the A/C chart.

### CHR ACTION:

WNBC add 29	K104 deb 35	WNCI add 25
WKBW add	WKEE deb 24	KKXX 28-22
WBEN-FM deb 39	V100 add	KGGI add
WIFI on	KHFI add	KSKD add
96KX add	KBFM add	KHYT 39-34
CKLW on	WTIX deb 36	WIGY add
KEGL deb 30	KROK add	WFBG add
Z93 30-27	WJDX deb 29	WOMP-FM add
94Q 26-18	G100 deb 30	Q104 28-23
Q105 25-23	WHHY-FM deb 25	WAEV add
WLS on	Y103 40-36	Z102 add 39
KBEQ on	WBBQ deb 26	WFOX deb 32
KEARTH deb 29	FM100 25-19	WCGQ deb 29
KFI on	WMAK-FM 30-21	WFLB deb 31
KIIS-FM add	WOKI deb 39	WXLK deb 21
KIQQ add	WBCY deb 21	WGLF deb 29
KEZR deb 28	WAYS deb 29	WYKS 30-26
KYYX add	WSSX add	KKXL-FM 23-21
WFBR deb 29	WGH deb 15	KELO add 36
WTRY deb 28	WRVQ 27-23	WSPT add
92FLY add	WKFR add	KWLO add
WAEB deb 29	KSTT add	KRNA add
Q106 add	Z104 27-22	99KG add
WYCR add	WNAP add	KENI deb 36
WKRZ-FM deb 30	WKDQ deb 27	KCBN deb 38



## CHICAGO

"Hard To Say I'm Sorry"

Produced by David Foster



Manufactured and Distributed by Warner Bros. Records



JEFF GELB

## AOR Futures: Personality

In this week's look at our format's near-future, I've asked many AOR programmers for their thoughts on the changing role of the air personality in AOR radio. Interestingly, while I sought a diversity in markets, competitive situations, and experiences, all of the people commenting agreed that the perception of AOR radio as a background "jukebox" is a dangerous one which cannot help the format to grow. Read on for their convincing reasonings.

### WBAB/Long Island VP/Programming Bob Buchmann

"There is no one way to do AOR radio. There are many. Programmers need to do strength and vulnerability studies of their competitors before they can fine-tune the positioning of their own station. An ideal way to position an AOR outlet which is up against a tight-playlisted, less-talk competitor is with a combination of slightly looser music and an in-touch, street station personality.

"Personality isn't, 'Heey, how are yoooo today?' Out with announcers and in with real people on the radio! People who are the target demograph and psychograph in every way; people who are made extremely visible by the promotion department; people who occasionally interact on the air with their fellow jocks. Short, punchy breaks with substance — that's the key."

### KISW/Seattle PD Beau Phillips

"There's a growing hunger amongst rock radio listeners for freshness, and I feel it goes beyond just the music. We've created a vicious cycle of formula rock with formula jocks, so it should come as no surprise that listeners surveyed show a preference for less talk. If all the jocks offer is a back-announce, time, name and stale slogan, they're wasting the listener's time.

"In terms of personality radio's future, there's one common element in any winning station: attitude, that undeniable spirit that transforms a jock's shift into a show. I've never been a believer in short-term solutions to long-range problems. There's no invincible rock format that doesn't need talented people who make it exciting, even when the music isn't. Unfortunately, the guts of most jocks I hear have been sapped by rigid formatics, much the same way as music is being homogenized in formula rock.

"Our format has never been 'safe'; it's powered by emotion. I can't expect my staff to sound pumped and creative if the atmosphere isn't conducive. Jukebox radio, with shotgun image liners, was done years ago by Top 40. It has traditionally enjoyed short-term success. Radio has become so sterile and safe in its music that now is the time to light a fire under the airstaff to pick up the slack. This has nothing to do with the longer bit or jokebook humor. It means genuine direction from PD's with positive reinforcement, rather than suppression.

With shorter attention spans, our air talent must learn to create under the new rules. At KISW we live under the adage that what a fair jock can say in three words a good jock can say in two and a great jock in one. There is absolutely no correlation between a long rap and a good one. In fact, it works in reverse. If the best we can offer listeners is cliched slogans, we're digging ourselves a hole we may never get out of."

### KLOS/Los Angeles PD Tommy Hedges

"As competition for the same target demographic intensifies, so does the need to

differentiate between different radio stations with similar formats. Since most call-out research and other audience perception techniques in a given market tend to give similar answers to the question 'what songs do we play,' the station's personalities (as well as other non-music elements) offer programmers the best chance to give their stations their own unique energy and socio-political stance. With two or three AOR's in most markets, the same old 'more rock-less talk' theme won't wash for long. While strong personalities are especially important in morning drive, the need to find air talent who can, in their raps, reflect their listeners' concerns and lifestyles, will increase in all dayparts. The creative jock who has the rare talent of being able to self-edit is going to be in big demand in the years ahead."

### WCMF/Rochester PD Frank Holler

"All radio stations have a personality, though many today exhibit a blandness created by an industry that has gone research-mad, and, in many cases, has lost the human personal touch. As a programmer, I appreciate the security that research allows, and I sleep better at night knowing that what I help present on my radio station is not to be second-guessed by myself. The elements have to be well-researched, and they are. Historically, however, everything else being equal, the stations that present relevant and interesting performers do well (i.e., Howard Stern and Steve Dahl).

**"With two or three AOR's in most markets, the same old 'more rock-less talk' theme won't wash for long."**

— Tommy Hedges

"I am now, and always have been, a personality-oriented programmer. The two biggest concerns I have are that the radio industry does not provide a training ground for personality development, what with so many stations' attempts to be a jukebox, and the fact that the industry as a whole has for years played to an audience that does not have to pay attention to the radio. When your staff does nothing but recite the same old tired elements over and over, the audience can tune out without changing the station.

"I feel the key to personality radio is to train your staff to work with their surroundings in order to find a relevance, and to talk to the audience using the fewest words possible to get their points across."

### KLAQ/El Paso PD Arin Michaels

"I wish we could all sit in my backyard, enjoy the sunshine, sip on a few Mexican beers, and talk about it. Nice thought, huh? Well, that is exactly the role personality plays in AOR: to achieve a comfortable relationship with the listener. At this point I

## NEW ENGLAND ROCK MAP

\$1.07

# WAAF

107FM

CRANK  
IT UP!



WAAF/Worcester has just released its most elaborate promotion item yet: a detailed road map of the New England states, with notations for all major rock concert venues.

The WAAF Rock Map also includes blowups of six New England cities with clear directions on how to reach over fifty clubs. Additional information on dress codes, phone numbers, and age requirements for admission is provided.

Station Promotion Director **Steve Stockman** stated, "One of the reasons it was an attractive promotional idea is because no one gives away road maps anymore. If you go to Howard Johnson's they cost \$1.50. Ours is a very accurate road map that is customized with our listeners' lifestyles in mind." The map is also customized with the WAAF logo, which creates a valuable listener impression every time the map is used.

25,000 maps are available at WAAF outlets throughout New England at a suggested retail price of \$1.07.

believe that a lot of stations fail to execute their magical abilities properly, possibly due to programmers and consultants inhibiting the process. I'm happy to say that the Lee Abrams attitude is to encourage personality, within a brief and concise framework. Jukebox radio doesn't get us anywhere as competitive communicators. For the years ahead I think it is important for all of us to develop our air talent; we owe it to our listeners and to AOR radio, if we want it to survive."

### WLUP/Chicago PD Tim Kelly

"With call out research being used at many AOR's across the country, the AOR programmer can no longer rely on music alone for ratings success. I feel personality adds another dimension to the sound of an AOR station; it personalizes the station for the listener. The listener is not only listening to a music station, but also is listening to somebody.

"Personalities are an essential part of an AOR station; the problem is they're hard to find. I'm fortunate to have one of the country's strongest lineups. Each jock is genuinely into the lifestyle of our listeners, is knowledgeable about the music we play, and can convey that to our listeners in a very concise and personable way. Anybody can play the right records; it's how you deliver and present those records to the audience that makes the critical difference. "Personality is the next stepping stone after music in building a radio station's future. It's been proven in markets like Cleveland, Los Angeles, and elsewhere. Hopefully that's our next step here at the Loop: to delve more into the personality end of the radio station."

### Consultant Jeff Pollack

"AOR has a greater need for entertaining personalities than ever before. As more radio stations in all formats play similar music, having creative and imaginative air talent becomes even more important. It has become fashionable to believe that jukebox radio (which has been the rage for the last two years) is the best way to achieve ratings, by eliminating all talk, news, humor, etc. The problem with this theory is that when radio listeners say they want less talk, they aren't saying they want less personality. They're saying they want less talk

## WAAF Routes Listeners With Rock Map

that doesn't interest them. Spontaneity and entertainment has always been a vital part of good radio, and there's absolutely no reason why a radio station that has a tight

**"... When radio listeners say they want less talk, they aren't saying they want less personality. They're saying they want less talk that doesn't interest them."**

— Jeff Pollack

playlist can't be fun to listen to. Personality has never left us; it just needed to be modified and fine-tuned for the 80's. A radio station that has character and personality, along with an excellent music base, will be a formidable competitor in any market."

Coming Next Week: We'll continue our advance glance into the AOR crystal ball with programmers' thoughts on the future of outside programming and news on AOR radio.



**OZZY EATS WITH WCMF** — WCMF/Rochester held a promotion in conjunction with Jet's Ozzy Osbourne that awarded winning listeners dinner with Osbourne when he came to town for a concert. Pictured (l-r) are winner, WCMF MD Dave Kane, Ozzy, winner, and Epic's Kevin Sutter.



## Jon Anderson Animation

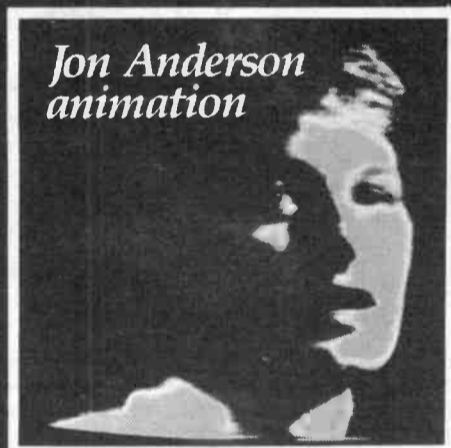
*In the course of modern music, a voice will occasionally emerge that is so distinctive and captivating that it creates a category all its own.*

*Jon Anderson has been such a voice—a pioneering, charismatic figure in the growth of rock music.*

*A brilliant singer and a gifted, adventurous composer, Jon Anderson has brought us a wonderful and unique musical world.*

*It is with great pride we present, "Animation," the brilliant new album from Jon Anderson.*

*Includes the single, "Surrender"<sup>4054</sup>*



*On Atlantic Records and  
Cassettes.*



SD 19355

*Produced by Jon Anderson and Neil Kerner.*

*Jon Anderson on tour:*

- JUN. 21 Kitchener, Canada,  
22–23 Ottawa, Canada,  
24–25 Toronto, Canada,  
26 Montreal, Canada,  
27 Quebec, Canada,  
28 Hamilton, Canada,  
29 London, Canada.
- JUL. 1 Buffalo, NY,  
2 Rochester, NY,  
4 Asbury Park, NJ,  
6 Boston, MA,  
7 Providence, RI,  
8 Radio City Music Hall, NY, NY,  
9 Washington, D.C.,  
10 Pittsburgh, PA,  
12 Norfolk, VA,  
13 Baltimore, MD,  
14 Philadelphia, PA.
- OCT. 8 The Greek Theater, Los Angeles, CA.



**EVOLUTION**

A number of new MD's to report this week: Lisa Richards at WMMR/Philadelphia, Dave Spodell at CHOM-FM/Montreal, Doug Davis at KWXL/Albuquerque, Joanne Peterson at WAPI-FM/Birmingham, and Ted Ziegenbusch at KIFM/San Diego (he retains his consultancy of KOLA-FM/San Bernardino as well) ... WMET/Chicago PD Dave Benson announces his resignation to take the position of Tour Manager for the Pat Metheny band. He'll remain based in Chicago ... Janel Dolan exits as MD of KZEW/Dallas ... Carla Raswysk switches from music to overnights at WBCN/Boston and Dan McCloskey takes over as Asst. MD ... Cindy Johnson is appointed Research Director of KLOS/Los Angeles ... Chuck Geiger joins 91X/San Diego for nights ... CHOM-FM/Montreal Research Director Dan Ziniuk exits ... WRXL/Richmond announces its consultant agreement with Pollack Communications Inc. ... KYTX/Amarillo is sold, pending FCC approval, to Mel Tillis. PD Don Sitton reports there will be no format switch ... Joan Siefert switches from co-morning air personality at WQDR/Raleigh (with Tom Gongaware) to WBT/Charlotte ... Johnny Doyle exits WECM/Claremont mornings for production at KISS/San Antonio ... T.J. Noone and Steve Strom are new to airshifts at KMGH/Bakersfield ... Skip Jackson is named News Director of WHKC/Evansville ... Phoebe exits middays at WSLR/Roanoke as Don Morrison joins for afternoon drive and "R.B." joins for 7.12pm.

**AOR Reporter Profile**

**WHMD/Hammond, LA**  
**PD: Catt Stone**  
**MD: Russ Pottle**  
**Power: 3000 watts**  
**Consultant: none**  
**Slogan:**

*"The Album Station"*

"Hammond is in a unique location, forming the third point of a triangle between Baton Rouge and New Orleans, and is therefore bombarded by 20 signals from these large markets. WHMD competes in this race for the program share by supplying a product unavailable in either Baton Rouge or New Orleans: true Album-Oriented Rock radio.

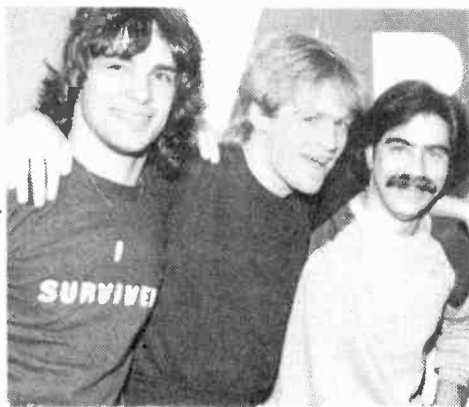
"WHMD showcases a wide variety of musical styles: new wave, classic rock, reggae, jazz, pop and progressive music. We feel the mixture of these musical forms produces a highly unique sound that is also commercially viable. The musical flavor is designed to appeal to the 25-34 age demo but has enough punch to pull in strong response from the 18-24 numbers. WHMD feels that adult tastes are diversified enough to permit an expanded playlist, a hypothesis that local sales research has verified. As FM radio continues to move in a more progressive direction, WHMD is confident that widespread acceptance of many musical expressions will continue to support this type of endeavor. The proper structure and application of AOR is a true art form, and WHMD is continually striving towards achieving this goal."

— Catt Stone

(WHMD is a new R&R AOR reporting station.)

**The Music Section**

**AOR's Most Accurate  
 Music Information**  
 Begins on Page 45



**SPENDING A LONELY NIGHT WITH BRYAN ADAMS** — A&M's Bryan Adams (center) met with WBAB/Long Island MD Ralph Tortora (left) and PD Bob Buchmann (right) to discuss his album during a recent promotional visit.



**HAGAR COMES HOME** — Geffen's Sammy Hagar spent many of his formative years playing in San Bernardino area bands, so his visit to the area's KCAL was especially fun for all concerned. Pictured (l-r) are KCAL MD John Leslie, Hagar, and PD Jim James.



**RICK ROCKS WZZO** — RCA's Rick Springfield visited WZZO during an Allentown concert stopover. Pictured (l-r) are RCA's Bobbi Silver, WZZO PD Tom Kelly, Springfield, WZZO MD Bruce Bond, and air personality Chip Murdoch.



**VALLEY GIRLS** — Moon Unit Zappa, recently-infamous daughter of Barking Pumpkin's Frank Zappa, was a surprise guest at the latest Jon Scott Rock and Bowl-athon in Los Angeles. Pictured (l-r) are KEZY/Anaheim MD Larry Reisman, Moon, KMET/Los Angeles morning air personality Jeff Gonzer, anonymous "valley girl," Scott.



**COUGAR STRIKES IN CLEVELAND** — Riva/PolyGram artist John Cougar swung through Cleveland for a visit with the Buzzards at WMMS while on the road promoting his latest album. Pictured (l-r) are PolyGram's Jack Ashton, WMMS MD Kid Leo, Cougar, PolyGram's Marty Mooney.



**TWINS FOR NICKS?** WROQ/Charlotte pacted with Modern Records for a Stevie Nicks lookalike contest, with the winner receiving gift certificates to local leather and lingerie boutiques, dinner, Nicks albums and T-shirts. Pictured (l-r) are Atlantic rep Mark Diller, WROQ air personality Rick Bellie, runner-up contestant, WROQ jock Michael Donovan, contest winner Sandy McCorkle, and WROQ MD Jack Daniel.

**UPDATE**

Look closely at the inner sleeve of the new Rolling Stones LP and you'll spot photos of concert badges from both WAQX and WSYR in Syracuse ... Speaking of the Stones, WPLJ/New York and KQRS/Minneapolis are two of the latest stations to announce promotions that will send winning listeners to London to see the Stones at Wembley Stadium ... KREM-FM/Spokane helped listeners celebrate Mother's Day by awarding ten listeners free half-hour phone calls to their moms anywhere in the U.S. ... Summer is outdoor concert time: WCMF/Rochester held a free concert on the beach with Duke Jupiter that gathered almost 50,000 fans. City officials were so unnerved by the size of the crowd they've voted to ban outdoor rock gatherings, a decision WCMF plans to fight with editorials and a petition drive. Meanwhile, Y95/Rockford held a free "Mother's Day" rock concert with several local bands. And WRIF/Detroit has pacted again with Dr. Pepper for a second series of free noontime rock concerts outdoors throughout the summer ... KGON/Portland tried its hand at the coordinated fireworks-music-type of show made popular by stations like KGB-

FM/San Diego and WEBN/Cincinnati ... Congratulations to AOR consultant Jon Sinton and new bride Ginger ... And the same to KFMQ/Lincoln nighttime air personality Dale Richards and new wife Sharon ... Q107/Toronto celebrated its fifth AOR anniversary with a party for 400 listeners and 200 industry reps. Bryan Adams provided live music with the help of guest player Mick Ronson and members of Split Enz ... WYNF/Tampa's kicking off its new slogan, "Tampa Bay's Rock 'n' Roll Pirates," with a skull-and-crossbone promotional license plate ... KIDQ/Boise has pacted with Olympia beer to award \$8000 to the person who catches a specially tagged fish that's been set loose in local waters ... KMET/Los Angeles staffers chipped in to fight nukes by volunteering time in a benefit for the Alliance for Survival. Air personality Cynthia Fox spent a day at a convalescent home while ace newsman Ace Young scrubbed the walls of a downtown soup kitchen. Both had collected listener sponsors, who donated over \$7000 to the Alliance organization ... KEZO/Omaha cosponsored with Miller beer a free power boat drag race that attracted 20,000 ... June is "Music and

More" month at KFMQ/Lincoln, which is awarding concert tickets, T-shirts and albums to listeners over the air, at rock nights and via the station van ... KTYD/Santa Barbara pacted with MCA and the Joe King Carrasco record in a "Person to Person" promotion that allowed ten winners to make phone calls anywhere in the world ... KISW/Seattle has moved. The new address is 712 Aurora N., Seattle, WA 98109. The station's new phone number is (206) 285-7625 ... Happy fifth AOR anniversary to KBCO/Boulder ... WHFS/Washington pacted with Mirage/Atlantic and Godley-Creme's "Snack Attack" album for a hot dog-eating contest. The "snacker" who consumed the most dogs in 102 seconds won a 102-second record run.

**CONCERTS & CONVERSATIONS**

**CONVERSATIONS:** Sparks on WDHA/North Jersey ... Richard Simmons, Loverboy, Charlie Daniels Band on WIOT/Toledo ... Noel & the Red Wedge on KFMH/Muscataine ... Ozzy Osbourne on CHEZ-FM/Ottawa ... Jon Anderson on WEZX/Scranton ... 38 Special on WKDF/Nashville ... Asia on KTYD/Santa Barbara.

# AOR Picture Page



**MARY TURNER DAY** — In honor of Mary Turner's 10th anniversary on KMET/Los Angeles, Deputy Mayor Grace Davis (right) presented Mary with a proclamation from the City of Los Angeles proclaiming "Mary Turner Day."



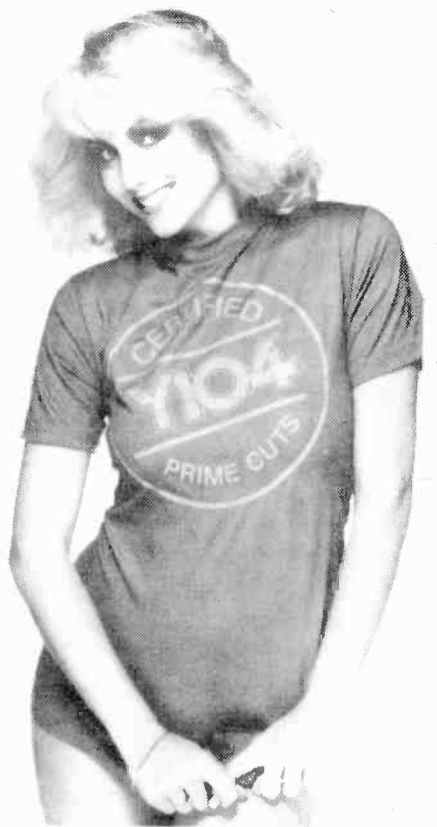
**CHICKEN FLIES NORTH** — The infamous San Diego Chicken was the special guest of KRQR/San Francisco for the Giants-Dodgers game, where the Tubes' Fee Waybill sang the national anthem. Pictured (l-r) behind the Chicken are Waybill, KRQR Asst. PD John Russell, air personality Eileen Duhne.



**TWISTING THE NIGHT AWAY** — MCA's Chubby Checker checked into the WCOZ studios for an interview prior to a Boston concert date. Pictured with Checker (center) are MCA's Roman Marcinkiewicz (left) and WCOZ MD Ted Edwards (right).



**JETT-POWERED WZZO** — Boardwalk's Joan Jett was a recent interview subject at WZZO/Allentown while in town for a concert. Pictured (l-r) are WZZO MD Bruce Bond, Jett, WZZO air personalities Steve McNee and Gene Romano, PD Tom Kelly.



**PRIME OFFERING** — Now that we have your attention, what WYDD/Pittsburgh is actually offering is a new T-shirt, selling briskly throughout town at \$5 apiece.



**DRINKS ON DUKE** — Coast To Coast/CBS band Duke Jupiter partied backstage with WYSP after a Philadelphia concert. Pictured (l-r, top) Coast To Coast's Sandy Fagin, WYSP PD Michael Picozzi, station's Randy Kotz, group's Marshall Styler and Davis Corcoran; (l-r, bottom) WYSP's Dave Newman, group's Rick Ellis, WYSP's Pam Merly, group's Greg Walker, WYSP's Marie Lucidi; in front is the band's manager Peter Morticelli.



**BLASTERS BASH** — Slash/WB's Blasters were greeted backstage by Denver area AOR reps after a recent Boulder performance. Pictured (l-r) are KILo/Colorado Springs MD Art Phillips, group's Phil Alvin, KBCO PD Dennis Constantine.



**SHAWN IN SATIN** — KFRX/Lincoln is so proud of its new promotional merchandise item, a logoeed satin jacket, that it asked mldday jock Shawn Phillips to model it for industry approval. Nice!



**CRENSHAW SIGNS IN AT WDMA OPEN HOUSE** — WDMA/North Jersey celebrated a move to new studios with an open house that attracted 1000 listeners. The day's highlight was a visit by WB's Marshall Crenshaw, who autographed copies of his debut album for giveaways. Pictured is Crenshaw (left) with WDMA air personality Kathy Millar.



**KDKB GOES MULTI-PLATINUM, COURTESY JOURNEY** — Columbia celebrated the multi-platinum achievements of Journey with a special platinum presentation to KDKB/Phoenix. Pictured (l-r) are Journey management's John Villanueva, Columbia's Bob Conrad, KDKB PD Jeff Sattler, MD J. David Holmes, Promotions Director Casey Stangl, Journey management's Pat Morrow.



**\$2300 RECORD RUN** — KFMF/Chico sponsored a record run that netted its winner over \$2000 in albums in three minutes. Pictured (l-r) are night jock Robert Benjamin, engineer Terry Green, afternoon air personality Marty Griffin, winner, PD Ron Woodward, morning man Gary Bennett.



**ONE TO ONE WITH WMET** — Epic's Cheap Trick previewed their new album on the air with the "randy men" of WMET/Chicago. Pictured (l-r) are group's Robin Zander, PD Trip Reeb, MD Dave Benson, group's Rick Nielson, Epic's Eric Heckman.



**MISSING PERSONS TURN UP AT KSTM** — Capitol's Missing Persons greeted KSTM/Mesa air personalities backstage after the band's recent area concert appearance. Pictured (l-r, top) are KSTM PD Jeff Parets, station's Steve Allison, group's Terry and Dale Bozzio, Capitol's Scott Martin and Bob Osborn; (l-r, bottom) Evening Star Productions' Allen Nassau and Dan Zelisko, Capitol's Lew Tolloni, Pro One Stop's Dutch.

# Adult / Contemporary



JEFF GREEN

## THREE PERSPECTIVES

# The Back Page And A/C Radio

Eight months ago, Radio & Records introduced its new Back Page, presenting CHR and A/C Airplay 30's side-by-side. As part of this change, the formats have been tagged with 12-34 and 25-49 demographic orientations, in order to better define the different target audiences of these respective formats.

Why put CHR and A/C charts together? As R&R Executive Editor John Leader stated (R&R 10-9-81), "CHR and A/C playlists have more in common than any other formats. CHR and A/C listeners also generally belong to the same lifestyle group. As CHR and A/C continue to evolve, it is essential that all our readers be able to easily identify which songs appeal to which demographic cells, as well as the songs appealing broadly to several age groups."

The reaction to the new Back Page has been overwhelmingly positive, from both the radio and record communities. Through updated demographic reporter alignment coordinated by CHR Editor Joel Denver,

*"We've found that the records performing strongly on both Back Page charts are the same songs that do the best on our callouts."*

—Rick Brady, KPPL/Denver

CHR stations have found a new and particularly individual representation of successful contemporary music programming. (For a detailed look at this development and additional reaction to the Back Page, please see Joel's column this week).

On the other side of the Back Page, the new placement of A/C has brought new credibility, respect, as well as recognition of A/C music radio's growth impact. In turn, A/C programmers have found several new uses and purposes in utilizing the improved layout.

Two prominent A/C music programmers, KPPL/Denver Program Director Rick Brady, and 3WS/Pittsburgh Music Director Herb Crowe, discuss the new Back Page as it relates to their specific interests.

### Helping Reach

#### Programming Decisions

When asked whether having both charts on the Back Page helps him reach program-

ming decisions, Rick began, "I'm still concerned primarily with the A/C side, as our target is 25-49. However, we spill over to some 18-24 women to help our overall 18-49 numbers. Because of this, and the fact that all songs we play are mass appeal hits — even if they are all adult hits — we also study the CHR chart. Therefore, we're more likely to concentrate most on records doing well on both charts than songs based in one format or the other."



Rick Brady

Herb agreed. "It allows us the luxury of being able to look very quickly at how a record is doing across a total demographic spectrum. We can measure if a record successfully crosses from one format to the other. You see, we target right between the two charts: 25-34. If we're considering a record we feel is right for us, and see that it's moving on both Back Page charts, that lets us know that our gut reactions have been accurate. We're then looking at a record that could be an across-the-board hit, and just right for us."

### Demographic Accuracy

Regarding the 12-34 and 25-49 cell listings, Rick testified the accuracy of the national charts is reflected in the station's own local research. "Callouts are the biggest part of our research," he said, "and we've found that the records performing strongly on both Back Page charts are the same songs which do the best on our callouts. More specifically, the way R&R's demographics are broken down is similar overall to the way our research shows the demographic appeal of these songs." Rick noted, "There are exceptions, of course, which could be attributed to the different markets and degree of exposure those records are receiving."

### Equalizing Format Importance

A/C programmers say one of the biggest improvements since A/C joined the Back



## Take a bite of the goodtimes.

**BEST TASTING RADIO YOU EVER HEARD** — Continuing KNBR/San Francisco's non-stop community efforts, here's a replica of the station's billboard to promote its own brand of chocolate bars. The proceeds from the candy and similar T-shirts go towards charitable causes, most notably S.F.'s endangered cable cars.

Page has been in the increased respect from the record companies. Herb stated, "The new Back Page layout has equalized the importance of the two formats. For a long time, A/C has been looked upon as the 'little brother,' the 'old folks' format — almost as a second-class citizen. Now, thanks to R&R,



Herb Crowe

the record reps recognize us as much as the CHR's. I really feel the difference. Now the label people realize the value of a double Breaker as much as we do. If a record company can move a song up both charts at the same time, they know they're going to have a hit, and more importantly, that it will sell."

Concurring with Herb's view, Rick said, "Before A/C got onto the Back Page, it didn't matter to certain record people if their song was on our station or not. Only the CHR's really counted. The new Back Page display has added a significant amount of prestige to A/C that it didn't have before."

### Convenience & Reputation

Rick concluded his thoughts about the new Back Page benefits by saying, "I certainly like the convenience of having A/C on the Back Page. The whole layout is much better organized, and I can find what I'm looking for in less time."

In summarizing his perspective, Herb commented, "I think the Back Page serves

*"Now the label people realize the value of a double Breaker as much as we do."*

—Herb Crowe, 3WS/Pittsburgh

its purpose pretty well. It shows me the momentum a record has. R&R offers the broadest base while maintaining the best reputation. When I want to know if a record is real or not, I look to R&R. It's the standard."

Arista Records Senior VP/Promotion Richard Palmese also shared his views of R&R's Back Page. "With both CHR and A/C formats listed, the Back Page is simply reflecting the status of radio in 1982," he said, "and the intelligent record executive will market his product accordingly."

### Multi-format Exposure Maximizes Sales

Expanding on this point, Richard continued, "Multi-format hits are the only ones that translate into sales. You can't rely on one format alone to really make money these days. I salute the Back Page because it really does tell us where radio is at any given moment on a record; i.e., it gives us the best representation of our multi-format possibilities."

Richard detailed the process by which he and his staff are able to generate multi-format airplay. "We first ship product to the format where initial positive reaction is expected. Once airplay is achieved and sales begin, we then research the demographic appeal from the established radio base. From this information, we can determine if there's a possibility of spreading the record to one or more additional formats.

"For example, we learned from Black and CHR airplay that Ray Parker's 'The Other Woman' was popular with adult women.

*"It really does tell us where radio is at any given moment on a record; i.e., it gives us the best representation of our multi-format possibilities."*

—Richard Palmese, Arista Records

Therefore, we began servicing and encouraging whatever A/C airplay was possible. Eventually, this research even led to some AOR support."

Richard sees analyzing a station's demographic strengths as instrumental in developing this multi-format clout (and subsequent sales). "Our field is trained to specifically acquire demographic information about all our records,"

he said. "We collect data from every station that reports to R&R, which we can apply to other formats or other competitors. From there," he concluded, "I can examine the sales patterns and then establish the correct priorities."



Richard Palmese

### A&R's Demographic Awareness

Richard added that an awareness of demographics is shared by more than Arista's promotion team. "Our A&R division has a real understanding of R&R's Back Page, and thinks in terms of reaching the different demographics. This is important, because the burden is on the shoulders of the record company to be the creative force, to be dedicated to the art of music, and to have the A&R talent that can discover acts which will appeal to the demographics we want to capture."

### Reading The Marketplace

In closing Richard said, "It all comes down to knowing how to read radio, our main avenue for testing records. R&R is providing us with an intelligent reading of the marketplace that the record industry wants to sell records to. That marketplace is not just the base audience, it's also the uncommitted audience. I love R&R because it's accurate and it does signal to me if we have a hit, regardless of the format. The Back Page design is really logic and common sense. Others might call it brilliant."

On behalf of R&R, I'd like to thank these three professionals for their enthusiastic support for the Back Page. As always, we will continue our efforts to find and develop better ways to serve the industry.

## Progress

The "Spring Fling Sweepstakes" are on at **WGAR/Cleveland**, giving listeners a chance to win \$1000 in cash, all-expenses-paid vacations and video recorders . . . **KOMO/Seattle** commemorated the 20th anniversary of the Seattle World's Fair with a special live broadcast from the Space Needle featuring music and commercials from 1962. Also included was the Center House Free Lunch for anyone showing a business card . . . **Y106/Miami** gave working women (including housewives) a chance to call in and win a \$25 gift certificate . . . Continuing with favor toward the ladies was **WRKA/Louisville**, who hosted "Ladies Night At Louisville Downs," offering the first 1000 women a free WRKA morning mug . . . **WWSA/Savannah** successfully staged its "Green

Machine" promotion, in which it gave away over \$40,000 to listeners with the station's frequency included in serial numbers on their dollar bills . . . **WLAD/Danbury** gave away tickets to the local amusement park to listeners who correctly guessed which ride an air personality was going to be in. In June, the station is giving away a trip to the Bahamas as part of a bumper sticker promotion . . . 18,000 people entered **KEY103/Austin's** "Sail Into Spring" contest to win a sailboat adorned with the station logo . . . **WFTL/Ft. Lauderdale** hosted a "Mother's Day Prom" for 600 of its listeners at a local hotel. Soon to come is a wheelchair bowling tournament between the local veterans' organization and the station's air personalities.

## The Music Section

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



# A Classic Returns

## “(SITTIN’ ON) THE DOCK OF THE BAY”



# THE REDDINGS

June 4, 1982

### A/C

## **BREAKERS**

**REDDINGS**

**(Sittin’ On) The Dock Of The Bay  
(Believe In A Dream/CBS)**

48% of our reporters on it. Rotations: Heavy 5/0, Medium 38/7, Light 22/12, Extra Adds 1, Total Adds 20 including 97AIA, KPPL, KEX, KJR, WKAZ, WWYZ, KEY103, WAAY, WAIV, WVLC, WFDF, KOB, K108, KIXI, KTKT, and 5 more. Debuts at number 27 on the A/C chart.

## **Black Radio**

## **BREAKERS**

**REDDINGS**

**(Sittin’ On) The Dock Of The Bay  
(Believe In A Dream/CBS)**

59% of our reporting stations on it. Rotations: Heavy 2/1, Medium 18/2, Light 15/0, Extra Adds 4, Total Adds 7, WWIN, KMJQ, WJMO, KNOW, WENN, WJJS, KDIA. Debuts at number 25 on the Black Radio Chart.

### CHR

KIQQ	KINT	WZZR	Q104
KFRC	KROD	WGBF	95SGF
WFBR	KHFI	KYNO-FM	WFLB
K104	KBFM	KCPX	KCBN



DISTRIBUTED BY CBS RECORDS





CAROLYN PARKS

## WRNL'S MIKE ANDERSON

## Production Tips From A Pro

To say that WRNL/Richmond PD Mike Anderson wrote the book on production would be quite accurate. His "Radio Production Survival Handbook" has been in print since 1980 and is the working text for many colleges and universities around the country. Mike sent me a copy of the 78-page booklet some time ago, and I found it quite informative. I think you'll find his comments regarding the whys and wherefores of production equally insightful.

**R&R:** Why did you decide to write a production handbook, and for whom is it targeted?

**MA:** I wrote it basically because for the last ten or eleven years I've been working with colleges, universities, and junior colleges which have broadcasting and/or journalism courses. I've taught on a non-regular basis, I've lectured, and I do production seminars for them at their expense. One of the things I've learned is that, with few exceptions, there is very little reality being taught in college-level broadcasting courses. Central Michigan University is a shining example of a school that is doing it right.



My basic philosophy is that if I can get in there and start teaching the way we really do things in the real world, when I start hiring these people, I won't have to retrain them. So there was really a selfish purpose there.

The book was written initially as a course

book and is, in fact, in use in several schools right now as such. Dan O'Day of O'Liners markets it for me for \$16.50 per, and a lot of radio people have bought it also. However, I'm not making a lot of money on it . . . that's not the idea. If I could I would give it away, because it's something I really believe in not only for the educational value I think it has but also because of the simple fact that if a radio station is running 12 minutes per hour of commercials, that's 20% of its broadcast time. If you're going to relegate 20% of your broadcast time to paid commercial messages, those rascals had better be good! Audiences are just too damn sophisticated these days to brook bad stuff, whether it's music or commercials.

**R&R:** What was your introduction into production? For some reason you don't hear much about people who specialize in that field.

**MA:** My very first exposure to media was back when I was a kid and was given a Sears Silvertone tape recorder for Christmas. I spent a lot of time taping President Eisenhower's speeches, cutting the tape up, and making him sound dumb, which if you'll remember, wasn't all that difficult! Taping equipment and audio has always fascinated me, and I've been exten-

## WMZQ Contest Is Capital Promotion

On April 1 WMZQ/Washington began a five-part promotion it's calling the "98 WMZQ Capital Letters Contest." Each segment of the contest features six mystery songs, which listeners can identify by extended station monitoring. Eligibility is via postcards, and winners are chosen at random. The five prize packages each correspond with the station's frequency or one of its call letters — "98" (a 98 point carat diamond ring), "W" (an all-expenses-paid trip for two to Waikiki), "M" (\$3000 worth of audio and visual equipment), "Z" (a 1982 Chevrolet Camaro Z-28), and "Q" (98 pounds in quarters). Janet Broadwell was the first winner of the \$2500 diamond ring and received an additional \$100 gift certificate for holding a WMZQ Capital Flash



Card. She's shown accepting her good fortune with (from left) Thomsen Jewelers' Ralph Wilcox (who supplied the prize), WMZQ midday personality Kevin Cochran, and WMZQ GM Gil Rozzo.

sively involved in audio/visual to the point where I was a recording engineer in the Army. When I got out, I needed a part-time job, so I started working in radio in Central Texas.

You don't hear a lot about production directors, but by and large, they are the unsung heroes of the radio industry. We know, for example, about the phenomenal work that Jack McCoy did with the "Last Contest," but there are a lot of guys who are known primarily as DJ's but who are real good with the razor blade. Two of the best production guys I know are Scott Blake and Mitch Craig of the William B. Tanner Company, but there are just a ton of good production guys, and you don't hear their names very often because most of them aren't on the air and don't get ratings.

**R&R:** What are some of the qualities that make up a good production director?

**MA:** In the book I outline several things

that are very important, such as dedication, patience, efficiency, timing, technical skills, and of course creativity. I think it's also terribly important to be self-motivated. You also have to be pretty good administratively because the job of a production director is really one of coordination between the sales and programming departments. They are that great link between those two departments that so often are at odds with each other, and in many cases they wind up being a mediator.

**"If you're going to relegate 20% of your broadcast time to paid commercial messages, those rascals had better be good!"**

The production director also has to meet clients. I think it's a given in any situation that they have to be able to go out with the sales people and must know something about sales and, most importantly, how to sell themselves. They have to be a reporter in the sense that they have to know who, what, why, where, and when. One section of the book is devoted to the tactics of persuasion, which is your basic psychological point of reference, the bandwagon mentality and all that. All those things have been amalgamated in recent years into one very useful catch phrase, which is positioning. Positioning is saying what you are and being that.

**R&R:** In today's economy all the various forms of media are fighting hard for the available advertising dollars. How can a good production director make the difference?

**MA:** There are still a lot of ad dollars you can get if you can go to a client and show them a good little piece of radio theater, show them that this is a fine way to market a product. Obviously, radio is a very successful advertising medium, but sometimes you've got to squeeze the guy a little bit to get the dollars; and a good spot is a great entry.

For example, we do a lot of research here at the station to find out just how people perceive us. My GM has a favorite saying that image is more important than reality, and it's really true. If you perceive yourself

## Payne Responds To Dismissal Charges

In the May 28 issue of R&R I outlined some of the pros and cons of the "More Music Guarantee" promotions as seen through the eyes of those who have run the contest. One of the "cons" mentioned was the subsequent firing of several air personalities who did not adhere to the guarantee's claim. Susan Payne, who worked for KCBQ-FM/San Diego before her termination, was one of those unfortunate casualties. The following letter is her response to the statements made in the article by KCBQ PD Bob McKay:

Dear R&R:

It was never my intention to air my dissatisfaction with KCBQ-FM in public. Though I thought my dismissal was a bit unfair (especially in light of the fact that I'd just given them some of the best ratings in the city for my time slot — see April Arbitron), I'm a professional and I know radio isn't always fair. I never felt it was right to begin this "promotion" with a job threat and suggested to Bob McKay in front of the entire FM staff that perhaps an incentive would get better results.

The difficulties really began in March, when we began airing the fact that we would purposely make a "mistake" and play only two songs without interruption, therefore giving a listener the chance to win

the \$10,000 . . . we even gave them a deadline date of March 17th. So we would have had to give the money away five days after my dismissal by law. Naturally, people reacted to our statement almost instantly. The telephones in the studio became incessant . . . with folks calling up after every two songs and then hanging up when a third began playing. Well, to say that things got a bit distracting is an understatement. Bob McKay implied in your story that I had a visitor in the studio at the time I erred. True, someone came into the studio briefly, but that someone was Allen Spears, the morning-drive DJ, a station employee. He said he was going to the store and asked me if I wanted anything. The truth is as you wrote it, the song was ending as we were talking and I did what was natural, I opened the mike. I made "The Mistake," gave the money away to the first caller, and called Bob McKay.

When I went in to see Bob the next day, I'd hoped for the best but was ready to accept what the memo of Jan. 21st decreed. I was in shock after reading my dismissal memo, stating to him that I could accept being fired for the contest mistake but that I took great exception to that manufactured reason for my firing.

Several times in print now, Bob McKay has stated that "there were many, many

memos on record prior to this about her specifically not concentrating." This is simply not the case . . . unless he has now gone back to pad my personnel file with reprimands and admonishments that heretofore never took place. Not only is there not one memo that concerns a failure on my part, but indeed there are a few written even after the beginning of the contest that make positive statements about my job performance. My God, if I indeed was doing something wrong in my job performance, I would have been the first to want to know about it . . . so I could correct the problem.

I enjoyed my job at KCBQ-FM and had a great deal of respect for Bob McKay. Personally, this whole episode rather saddens me and sours me a bit towards radio and some of the people in it. But now that my reputation has been placed in doubt, I feel I have no choice but to seek an airing of the truth . . . I love radio as a profession and certainly hope to work again. But what good is being called a tremendous talent who can't concentrate? No PD in their right mind would hire me if that judgment is allowed to stand as true. So in conclusion, all I ask is some space for my side of the story. And let readers come to their own truth.

Susan Payne

Continued on Page 31



**WQJK CELEBRATES 25TH** — In celebration of 25 years of broadcasting country music, WQJK/Jacksonville gave away a "cherry" '57 Chevy. Then it was up, up & away, as the station entered its black and silver balloon in the annual Jacksonville balloon chase.



**STATLER SWEEPSTAKES** — WBEU/Beaufort, SC recently ran a contest asking listeners to name their favorite Statler Brothers song, with nine winners receiving the group's LPs and the grand prize winner gaining admission to a nearby Statler's concert as well as a backstage pass. Interestingly enough, the song with the most votes was "Class Of '57" (seems as if 1957 holds many nostalgic memories... see photo above). Pictured post-concert are (l-r) Statler Don Reid, WBEU morning personality Linda Moran, station PD Mark Robertson, and the group's Jimmy Fortune (filling in for the ailing Lew DeWitt), Phil Balsley, and Harold Reid.

## Production Tips From A Pro

Continued from Page 30

as a purveyor of fine automotive parts, you may in fact be perceived by the general public as a junkyard! So we've got to change that perception, and what better way than with a radio commercial or campaign?

**R&R:** Speaking of image, how do you protect the image of the radio station if a client comes in with a preproduced spot he wants aired which just does not fit into your station sound?

**MA:** We have an interesting situation in that we have not only a Country station in the building, but also an AOR Superstars, so when we have the same client on both stations, it's kind of hard to justify changing a spot to fit our air sound. However, in certain situations, we'd certainly try. For instance, I wouldn't run a beer commercial by Gladys Knight & the Pips on WRNL. There's nothing wrong with Gladys Knight & the Pips, but perceptually they're all wrong for the station. I would rather have, for example, Rex Allen Jr. doing a beer commercial. In a situation like that the first move would be to find out if there's another spot available that will flow better within your format. The second move is to sit down and really argue the merits of running a minute of an R&B song on a Country station, because that's what the commercial will be perceived as.

It depends on what level the radio station's at. If you're in New York City, sometimes you can dictate to the agency what kind of a spot you want. But in Richmond it's a little tougher and in Peckerwood Lake, AR it's impossible. It depends on how good your persuasion is and, obviously, if it's a local client you can have some control over the situation. But on regional and national buys you really don't, so you

have to think ahead. It's real hard to turn down dollars. It's been done, but if you're looking at a \$75 per spot buy, it's hard to say no to that schedule.

**R&R:** You obviously know and value the importance of a good production director. Any closing arguments to persuade those who still may not be convinced?

**MA:** One of my gripes is that over the years I've seen general managers miss the boat in one terrible instance because they have this hours-on-the-air mentality. Since in many instances the production director is

*"If you perceive yourself as a purveyor of fine automotive parts, you may in fact be perceived by the general public as a junkyard! So we've got to change that perception, and what better way than with a radio commercial or campaign?"*

not on the air, the GM doesn't think that it's a very important position as part of the air staff when, in fact, it's as important as the sales manager or program director. In fact, the production director may be contributing even more of what goes on the air than the sales manager or program director!

If it's at all possible, I believe in having a full-time, off-the-air production director, as we do here in the person of Bill Bevins. He writes copy and does some production himself, but his basic job is administrative, and he farms out most of the production work to the disc jockeys. Personally, I think the production director's job is a thankless task that no human being should really have to suffer through, but I've always had fun with production because I'm in love with technology and I love playing with my little toys!

## Inside Nashville



**BIFF COLLIE**

**SUNDAY-GO-TO-MEETIN', SHAPE-NOTE SINGIN', OLD TIME COUNTRY FAIR:** The Oak Ridge Boys bought WPFR-FM in Terre Haute for \$577,000... The "All American Country Games," the final event on the Saturday agenda at Fan Fair '82, with Brenda Lee, Richard Sterban (Oak Ridge Boys), and

Barbara Mandrell heading the three competing teams, and featuring Loretta Lynn, Sylvia, Marty Robbins, Kippi Brannon, Jacky Ward, Stella Parton, Dave Rowland, Margo Smith, Joe Bonsall, Louise Mandrell, Rex Allen, Jr., Misty Rowe, Eddy Raven, Jerri Kelly, and R.C. Bannon, will become a big attraction at Fan Fair in the future. In fact, I predict the likelihood of a TV special spinning off next year's "games"... "Sunday Morning Country," a Sunday Sing-In at Opryland, stars some heavy country music personalities singing their Christian testimonies, taped for broadcast again on the 1500 stations which carry "Country Crossroads"... Dolly and Burt will premiere July 28 with "Best Little Whorehouse In Texas"... June Carter Cash this week is having a "private sale" and showing of jewelry, diamonds, furs, antiques and silver at the Cash homestead... George Jones and Tammy Wynette "rehost" a summer rerun of their "Nashville Palace" show, seen originally last November 14. Their guests include Minnie Pearl, Roy Acuff, Terri Gibbs and Charley Pride... George Jones played to sellout crowds in Frankfort, Wheeling, Bristol and Hager Hill, KY. (See, George Jones is alive and well... at least part of the time). You did hear about the song Jones commissioned his friend super-songwriter Glenn Martin to write which he immediately recorded? It's called "No-Show Jones." Jones says he might as well laugh about it as cry... Ricky Skaggs's cover story on Performance magazine adds more steam to his image as the hottest new Country act in years... The June 25 and 26 meeting of the Board of Directors of the Organization of Country Radio Broadcasters is called for Nashville's Hyatt-Regency.

**NAMES, FACES, PEOPLE, PLACES:** Leon Everette got a new bus (thank goodness!)... Ricky Peoples named Assistant, A&R, Country at Polygram Records/Nashville by VP Jerry Kennedy... Martin Paulson, the U.S. Trust Co. of New York, and Carl Perkins are asking U.S. Bankruptcy Court to put Shelby Singleton Corp. into bankruptcy. Paulson claims Singleton has defaulted on paying a \$50,000 judgment awarded in 1975. The dispute between Perkins and Singleton stems from the contract Perkins had with Sun Records before Singleton bought it... Moe Bandy got caught in the middle of another bankruptcy situation when he did a benefit concert for the then still-solvent Braniff Airlines. Payment was to be several thousand dollars worth of open airline tickets; however, the company folded the following week, making the tickets worthless. Moe's only hope is that they will become collector's items someday!... Alabama football coach Paul "Bear" Bryant taping appearances on "Hee Haw"

for this fall... What's Kenny Rogers gonna do with \$60 million worth of horses???... Anne Murray got a Doctorate Of Letters degree from St. Francis Xavier University... Leon McAuliffe, the legendary "Steel Guitar Rag" member of the original Bob Wills Texas Playboys' Band, recovered from his open heart surgery in time to appear at Fan Fair '82 with the Playboys... Beechwood Music and the writers of the 1962 rock hit "Papa-Oom-Mow-Mow" are asking \$10 million in damages from Dallas Frazier, BMI, Acuff-Rose Publishing and MCA Records, claiming "Elvira" was copied from their song (which, considering "Elvira" was written and recorded several years earlier, I'm told, would be a neat trick)... Moonshine Records' just-signed singer/songwriter Rick Michaels is ready for success, whatever it takes. His philosophy towards country music? "I've never been to prison; but if it helps, I'll go."

**MSMA BIGGEST YET:** 300 members of the record, publishing, radio, management, and performing community attended the fifth annual Muscle Shoals Music Association's (MSMA) "Records and Producers' Seminar" May 19, 20, 21. Jerry Reed and Earl Thomas Conley entertained at concert/banquets at the weekend affair, which included, along with the seminar agenda, golf, tennis and basketball tournaments. Executive Director Buddy Draper says it was the biggest ever, with enthusiasm and productivity at an all-time high.

**TERRI LYNN MILLER,** just signed with Millionaire Productions, spent Fan Fair week in Music City doing demo sessions and says, "A winner is a loser who didn't give up!"



**HELLO DOLLY** — Dolly Parton, who took some time off to recuperate from recent surgery, decided to make the best of her inactive situation by calling radio stations and retail outlets around the country to promote her current RCA album. Surprised a lot of folks, too, when they picked up the line and heard Dolly on the other end!

## The Music Section

Country Radio's Most Accurate Music Information  
Begins on Page 50



**Coors Country News**  
This Week's Guests:  
**LORETTA LYNN & GAIL DAVIES**

Call Pete Howard or Kirt Daniels (213)392-8743  
228 Main St., Suite R Venice, CA. 90291

# Black Radio



WALT LOVE

## The Expanded Record Promotion Checklist

This week we've decided to try and help fill a gap between radio stations and record companies. A number of our reporting stations have requested that we print a list of record companies that handle black music and jazz product.

This year's list is an update and expansion of last year's, and we hope we've collected almost everyone. You'll find the name of the company, address, phone number, and the name of a contact person in charge of promotion. I hope all of you program directors and music directors find it useful.

**A&M**  
Jheryl Busby  
1416 N. La Brea Ave.  
Hollywood, CA 90028  
(213) 469-2411

**Alfa**  
Kevin Keogh  
1015 N. Fairfax  
Los Angeles, CA 90046  
(213) 654-1100

**Arista (East)**  
inc. GRP/Buddah/Jive  
Richard Smith  
6 West 57th Street  
New York, NY 10019  
(212) 489-7400

**Arista (West)**  
Vaughn Thomas  
1888 Century Park East, #1510  
Los Angeles, CA 90067  
(213) 553-1777

**Atlantic (East)**  
inc. Atco/Cotillion/Mirage/Radio/  
Modern/RFC/Emerald City/Swan Song  
Real World/Island/Regency, etc.  
Everett Smith  
75 Rockefeller Plaza  
New York, NY 10019  
(212) 484-8145

**Atlantic (West)**  
Marty Mack  
9229 Sunset Blvd., #710  
Los Angeles, CA 90069  
(213) 278-9230

**BC Records**  
Ben Cekic  
207 Danhill  
Brooklyn, NY 11218  
(212) 851-8338

**Becket**  
inc. Sutra/Sonnyview/Dash  
Jack Kreisberg  
1790 Broadway  
New York, NY 10019  
(800) 221-7085

**Boardwalk**  
Ruben Rodriguez  
200 W. 58th St., #5-A  
New York, NY 10019  
(212) 765-5103

**Bridge**  
Stanley Bethel  
5519 Hermitage Ave.  
N. Hollywood, CA 91607  
(213) 509-0343

**Brunswick**  
inc. Dakar  
Rane Boone  
1995 Broadway  
New York, NY 10023  
(212) 496-0700

**Capitol**  
inc. Goldcoast/Montage/Spectra Int'l  
Rusty Moody  
1750 N. Vine St.  
Hollywood, CA 90028  
(213) 462-6252

**Chi-Sound Int'l**  
Gus Redmond  
8 E. Chestnut St.  
Chicago, IL 60611  
(312) 943-0307

**Chrysalis**  
Jack Forsythe  
9255 Sunset Blvd.  
Los Angeles, CA 90069  
(213) 550-0171

**Columbia (East)**  
inc. ARC, etc.  
Vernon Slaughter  
51 West 52nd St.  
New York, NY 10019  
(212) 975-4321

**Columbia (West)**  
Doug Wilkins  
1901 Century Park West  
Los Angeles, CA 90067  
(213) 556-4934

**Destiny**  
Bunky Sheppard  
301 N. Robertson Blvd.  
Beverly Hills, CA 90211  
(213) 274-9300

**Elektra/Asylum**  
inc. Solar/Musician  
Bill Staton  
962 N. La Cienega Blvd.  
Los Angeles, CA 90069  
(213) 655-8280

**EMI America/Liberty**  
Ronnie Jones  
6920 Sunset Blvd.  
Los Angeles, CA 90028  
(213) 461-9141

**Epic (East)**  
inc. Portrait/Philadelphia Int'l/T-Neck  
Tabu/Pavillion/Coast To Coast,  
other assoc. labels  
Paris Eley  
51 West 52nd St.  
New York, NY 10019  
(212) 975-4321

**Epic (West)**  
Maurice Warfield  
1901 Century Park West  
Los Angeles, CA 90067  
(213) 556-4700

**Fantasy**  
inc. Milestone/Honey/Prestige/Stax  
Riverside/Galaxy  
Quincy McCoy  
2600 10th & Parker  
Berkeley, CA 94710  
(415) 549-2500

**Fountain**  
Sara Melendez  
63 E. Adams, #504  
Chicago, IL 60603  
(312) 987-0994

**Handshake**  
Joel Newman  
8304 Beverly Blvd.  
Los Angeles, CA 90048  
(213) 655-8635

**H.C.R.C.**  
Anne Leassear  
7600 West Tidwell  
Houston, TX 77040  
(713) 462-4142

**MCA**  
Elmer Hill  
70 Universal City  
Universal City, CA 91608  
(213) 508-4010

**Mirage**  
Bob Greenberg  
9229 Sunset Blvd., #707  
Los Angeles, CA 90069  
(213) 278-6350

**Motown**  
inc. Tamla/Gordy  
Don Carter  
6255 Sunset Blvd.  
Hollywood, CA 90028  
(213) 468-3610

**Philadelphia International**  
Phil Ashbury  
309 S. Broad St.  
Philadelphia, PA 19107  
(215) 985-0900

**Polygram (East)**  
inc. Polydor/Casablanca/Spring/De-Lite  
Mercury/RSO/Total Experience  
Tommy Young  
310 7th Ave.  
New York, NY 10019  
(212) 399-7033

**Polygram (West)**  
Ernie Singleton  
1930 Century Park West  
Los Angeles, CA 90067  
(213) 277-1367

**Posse**  
Bill Spitalsky  
161 W. 54th St., #23  
New York, NY 10019  
(212) 581-5398

**Prelude**  
Joey Bonner  
200 W. 57th St.  
New York, NY 10019  
(212) 974-0360

**Prism**  
D. Joseph  
636 11th Ave.  
New York, NY 10036  
(212) 586-3375

**Profile**  
Steve Plotnicki  
250 W. 57th St.  
New York, NY 10017  
(212) 582-3555

**RCA (East)**  
inc. Millennium/Planet/Salsoul  
Patrick Spencer  
1133 Ave. Of The Americans  
New York, NY 10036  
(212) 930-4309

**RCA (West)**  
Lygia Brown  
6363 Sunset Blvd., St. 601  
Hollywood, CA 90028  
(213) 468-4058

**RFC**  
Bert Coleman  
161 W. 54th St., Suite 1001  
New York, NY 10019  
(212) 246-4352

**Sam**  
Earl Sellers/Danny Glass  
1501 Broadway, #1904  
New York, NY 10036  
(212) 869-4410

**Solar**  
Edna Collison  
9044 Melrose Ave., #200  
Los Angeles, CA 90069  
(213) 859-1717

**Spectra Int'l**  
Rick Smuliam  
8232 NW 56th St.  
Miami, FL 33166  
(305) 592-9366

**Sugarhill**  
Sharon Cope  
96 West St.  
Englewood, NJ 07631  
(201) 569-5170

**Vanguard**  
Ray Smith  
71 West 23rd St.  
New York, NY 10010  
(212) 255-7732

**Venture**  
Al Edmondson Jr.  
6430 Sunset Blvd., #816  
Hollywood, CA 90028  
(213) 462-3162

**Warner Brothers**  
inc. Sire/Geffen/Bearsville, etc.  
Cortez Thompson  
3300 Warner Blvd.  
Burbank, CA 91501  
(213) 846-9090

**West End**  
Manny Bella  
250 West 57th St.  
New York, NY 10017  
(212) 757-0695

**WMOT**  
Ms. Penn  
1228 Spruce St.  
Philadelphia, PA 19107  
(215) 985-0606



**ITS A STICKUP!** — Daria Langford, RCA promotion rep in Detroit, pulled a "Holdup" on WGPR/Detroit Program Director Joe Spencer on behalf of War's "Outlaw" LP.



**WBLX/LAKESIDE** — While on a promotional tour in the Deep South, Solar recording artists Lakeside visited WBLX/Mobile. Pictured (l-r) are Lakeside's Marvin Craig and Mark Woods, WBLX Promotions Director Carmen Brown, Otis Stokes of Lakeside, and Bill Magness of Solar-E/A Records.

## Jazz Labels

**Antilles/Island**  
Ron Goldstein  
444 Madison Ave.  
New York, NY 10022  
(212) 355-6550

**Concord**  
John Rogers  
Box 845  
Concord, CA 94522  
(415) 682-6770

**Contemporary**  
Debbie Dumas  
Box 2628  
Los Angeles, CA 90028  
(213) 466-1633

**Crescendo**  
Gene Norman  
8400 Sunset Blvd., #4-A  
Los Angeles, CA 90069  
(213) 656-2614

**Erect**  
Alonzo Kinz  
7520 Broadway  
Merrillville, IN 46410  
(219) 769-0001

**Gramavision**  
Judy Minox  
260 W. Broadway  
New York, NY  
(212) 226-7057

**Headfirst**  
Michael Garvin  
9000 Sunset Blvd., #611  
Los Angeles, CA 90069  
(213) 980-1025

**Jam**  
Richard Spring  
1737 DeSales St., NW, #300  
Washington, DC 20036  
(202) 638-3355

**Jazz Hounds**  
Thais Harcourt  
10581 Ashton Ave.  
Los Angeles, CA 90024  
(213) 470-3355

**Marco**  
11020 Ventura Blvd., #252  
Studio City, CA 91604  
(213) 464-0300

**Muse**  
Joe Fields  
160 W. 71st St.  
New York, NY 10023  
(212) 873-2020

**MMO/Inner City**  
Dave Kratka  
13012 Saticoy St., Unit 4  
N. Hollywood, CA 91605  
(213) 765-6600

**Omni Sound**  
Yoshio Inomato  
Waring Drive  
Delaware Water Gap, PA 18327  
(717) 476-0550

**Pablo**  
Norman Grands  
451 N. Canon  
Beverly Hills, CA 90210  
(213) 274-9831

**Palo Alto**  
Al Evers  
755 Page Mill Rd., #A-160  
Palo Alto, CA 94304  
(415) 856-4355

**Pausa**  
Bill Stilfield  
P.O. Box 10069  
Glendale, CA 91209  
(213) 244-7276

**Polygram Classics**  
inc. Enja/Verve/Emarcy/Mercury Jazz  
Barry Feldman  
137 W. 55th St.  
New York, NY 10019  
(212) 399-3883

**Progressive**  
Gus Stairas  
601 Virginia Ave.  
Tifton, GA 31794  
(912) 382-8192

**Rounder**  
Mary Weber  
186 Willow Ave.  
Summerville, MA 02144  
(617) 354-0700

**Sutra**  
Jack Krelsberg  
1790 Broadway  
New York, NY 10019  
(212) 582-6900

**Theresa**  
Kazuko Ishida  
800 The Arlington  
Berkeley, CA 94707  
(415) 524-4908

**Timeless**  
Joanne Jimenze  
106 Fort Green Place  
Brooklyn, NY 11217  
(212) 625-7505

**Warner Brothers/ECM**  
Ricky Schultz  
3300 Warner Blvd.  
Burbank, CA 91510  
(213) 846-9090

**Windham Hill**  
Jeff Heiman  
Box 4122 Pioneer Square State  
Seattle, WA 98104  
(206) 233-0517

## ACTION

• **WDIA/Memphis** announced the addition of Dewey Marvin to its air-staff. Marvin has worked as an air talent at **KUHL/Santa Maria, CA; WKKY/Paragoula, MS;** and **WYLD and WEZB-FM/New Orleans.** Dewey will take over afternoons 2-6pm.



Dewey Marvin

• Some people continue to wonder if black music can cross over.

Well, for those folks I present an interesting observation. Three or four weeks ago the Miss America Contest was held in Mississippi. This year we did not see any black females representing any state in our union but we did see and hear **Donny Osmond** sing to the audience and the participants. Here's what I found interesting — Donny sang four songs and three were by black artists: **Quincy Jones's** "100 Ways" and "Just Once" and **Al Jarreau's** "We're In This Love Together."

The **Nashville Music Association** has informed us that **Peabo Bryson** and gospel artist **Edwin Hawkins** have been named as hosts of its "SummerSoul '82" black talent search. Bryson will host the black contemporary showcase June 25 at the Tennessee Performing Arts Center, while Hawkins will host the gospel show the following evening in the same venue.

• Down in El Paso at **KELP** there have been some programming changes. Ms. **Estrella Flores** is out as PD and her replacement is **David Reyes.** Reyes says he is reprogramming his music to fit the lifestyle of his West Texas audience.

• New York's **WKTU** did a two-day ticket giveaway for each of the four performances by "Saturday Night Live" 's **Eddie Murphy** to record his first live album at the Comic Strip in New York City.

• **WRBD/Ft. Lauderdale** in conjunction with **Peaches Records** gave away a \$1000 Gibson **B.B. King** guitar as the grand prize of a promotion that was attended by the "King of the Blues" himself. The winner was chosen during the in-store drawing. Commercials on WRBD spotlighted the drawing as well as B.B.'s Miami concert performance.

• **WJMO/Cleveland's** support of a two-day **NAACP** communications workshop was a success, we're told. Panel co-moderator for the second evening's discussions on radio, advertising, and public relations was WJMO General Manager **Curt Shaw.** The media workshop commenced with a keynote address by **Pluria Marshall,** Chairman of the **National Black Media Coalition.** Speakers at the workshop included WJMO News and Public Affairs Director **Linda Kukes** and Traffic Manager **Jacqui Adams.** According to WJMO Public Relations and Community Service Coordinator **Michelle Munn,** "The purpose of the workshops was to examine black roles in the media, with the underlying theme being black involvement and employment in newspapers, television, radio, advertising, and public relations."

## The Music Section

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



**This Dream's For Real.**

**Dreamgirls, the**

(GHSP 2007)

smash Broadway

musical, **winner of 6**

**Tony Awards**

including "outstanding  
actress in a musical,"

**Jennifer Holliday.**

The hit single "And I

**Am Telling You I'm**

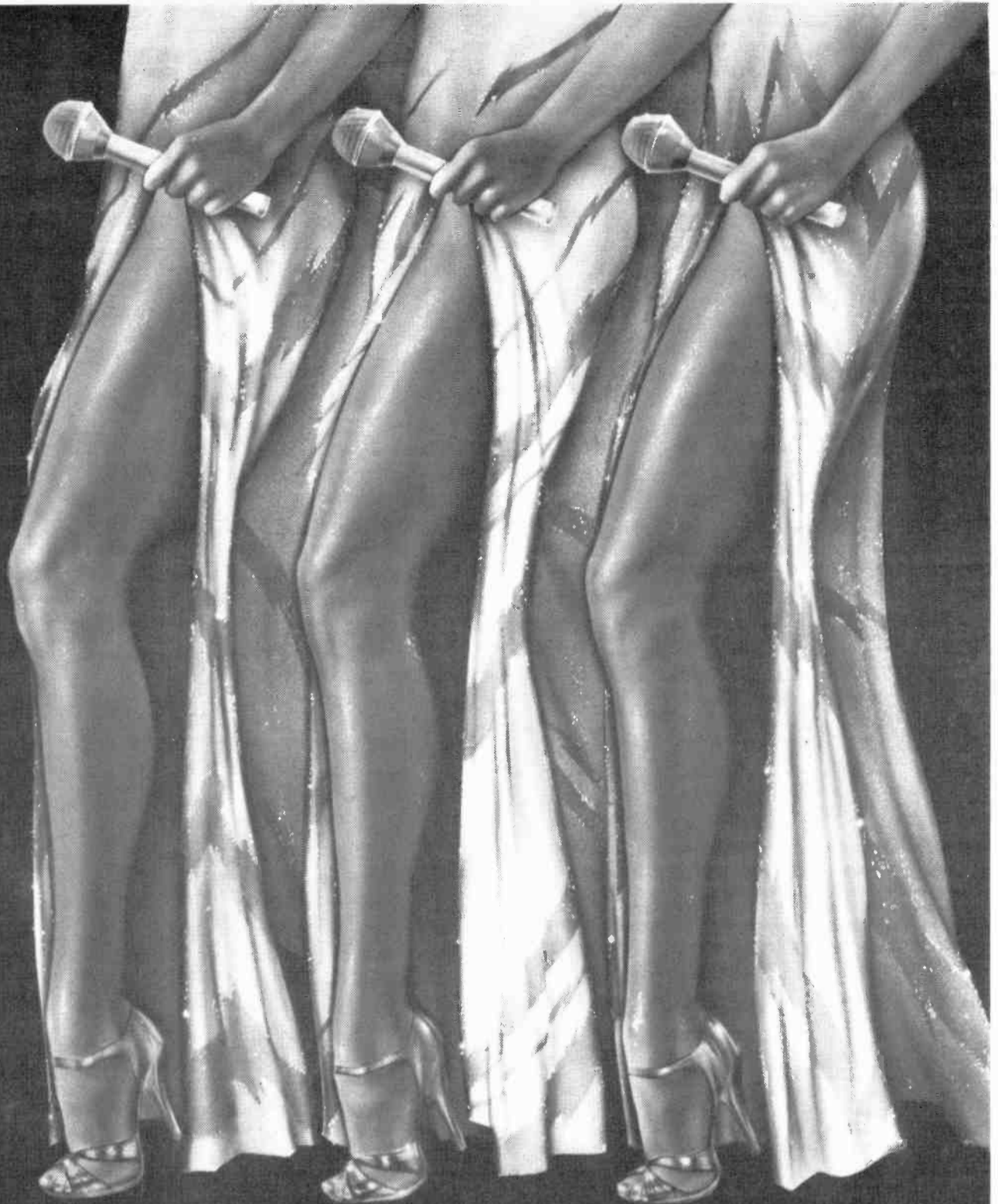
**Not Going"** from the

(7-29983)

original cast album,

sung by **Jennifer**

**Holliday.**



# DREAMGIRLS

Produced by  
David Foster.

**Black Radio**

**BREAKERS**

**DREAMGIRLS**

**And I Am Telling You I'm Not Going (Geffen)**

59% of our reporting stations on it. Rotations: Heavy 7/0, Medium 11/0, Light 15/3, Extra Adds 6, Total Adds 9, WDMT, WOIC, WPDQ, WDAO, WLTH, WTLC, WLUM, WVOI, KUKQ. Debuts at number 28 on the Black Radio Chart.

© 1982 The David Geffen Company  
© 1981 The Dreams Company.

  
**GEFFEN  
RECORDS**

Distributed by Warner Bros. Records

# THE PICTURE PAGE

## Pearl For RCA



RCA recently signed Leslie Pearl, whose debut single for the label, "If The Love Fits Wear It," has been out for several weeks. Pearl's album is expected shortly. Pictured (l-r) are Pearl, RCA's Nancy Jeffries, and label VP's Dan Loggins and Joe Mansfield.

## Loverboy Lucky At Nassau



Columbia's Loverboy recently played Nassau Coliseum in the New York area, and were visited backstage by label executives and fellow Columbia artist Eric Bloom of Blue Oyster Cult. Pictured (l-r) are Columbia VP Bob Sherwood, Loverboy's Matt Frenett, Bloom, Columbia Sr. VP/GM Al Teller, and group's Paul Dean, Mike Reno, Doug Johnson, and Scott Smith.

## Stray Cats Found By EMI



EMI America has signed the Stray Cats, who left New York to become hit artists in Britain almost two years ago. Pictured at the Roxy in L.A. after a recent performance are (l-r) EMI/Liberty's Frenchy Gauthier, label VP Joe Petrone, management's Tony Bidgood, EMI/Liberty VP Mark Levinson, label's Clay Baxter, group's Lee Rocker, Brian Setzer, and Slim Jim Phantom, EMI/Liberty President Jim Mazza, and label VP Don Grierson.

## Backstage Jam In New York



Polydor's Jam were greeted by Polygram executives after the group's Palladium concert in New York. Pictured (l-r) are Polygram VP Len Eband, group's Paul Weller, Polygram President Guenter Hensler, group's Rick Buckler, label's Derek Shulman, group's Bruce Foxton, Polygram VP Jerry Jaffe, and label's Steve Greenberg.

## MCA Distributes Jo-Wes



MCA Distributing Corp. will press and distribute Jo-Wes Records, whose first single, Jack Grayson's "Tonight I'm Feeling You," is already out. The label was formed by independent promotion man Joe Isgro and Koala Records owner Wes Sanborn. Pictured (l-r) are Isgro, MCA's Bonnie Greenberg, MCA Dist. President Al Bergamo, and MCA VP John Burns.

## E/A Pulls In Steel Pulse

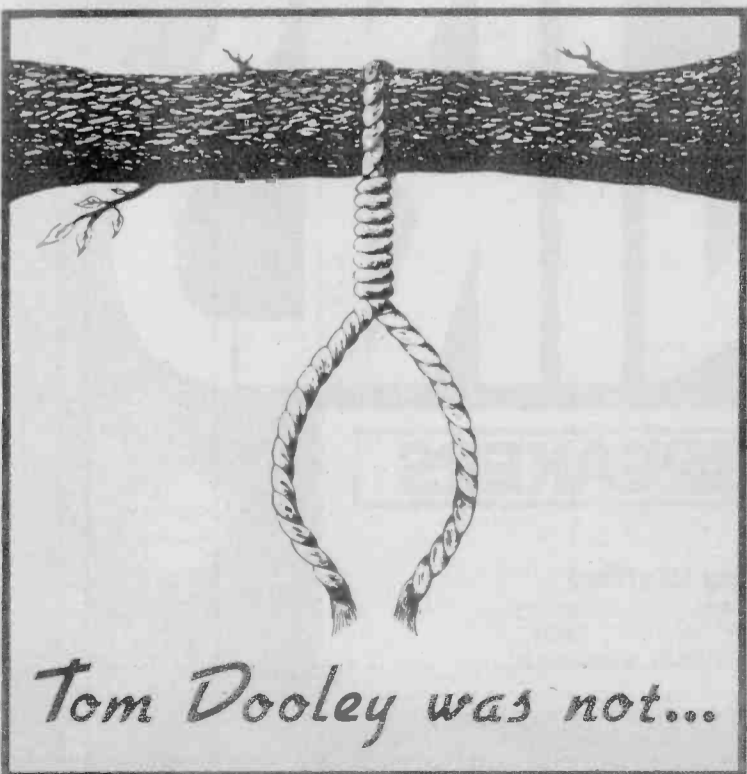


Elektra/Asylum has signed British reggae group Steel Pulse, with an album just out. Pictured (l-r) are manager Andy Bowen, group's David Hinds and Ronald McQueen, E/A Chairman Joe Smith, group's Steve Nesbitt and Selwyn Brown, and attorney Eric Greenspan.

## Weintraub Honored By Israel



Manager/promoter Jerry Weintraub was presented with the Menachem Begin Award from Israel's Bar-Ilan University for work on behalf of Israel. Artists John Davidson, John Denver, and Neil Diamond chimed in by contributing the vase of flowers on their table at the awards banquet. Pictured (l-r) are Diamond, Bar-Ilan President Abe Spiegel, Denver, Weintraub, and Davidson.



# 1982: The Second Half Will Be As Hot As The First

Because Columbia Records will provide you with the same strong music that gave you 5 out of the top 10 singles in Billboard's Hot 100 last week

Here's The Starting Lineup For The Second Half:

**NEIL DIAMOND** "Be Mine Tonight"



**EDDIE MONEY** "Think I'm In Love"



**GREG GUIDRY** "Into My Love"



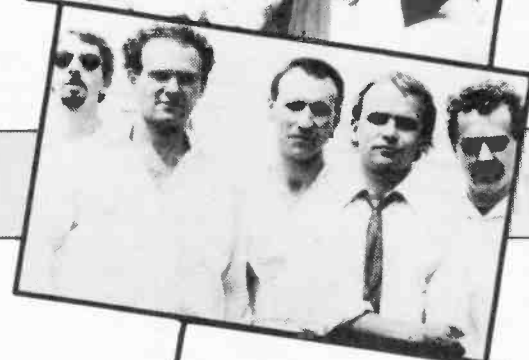
**LARRY LEE** "Don't Talk"



**THE PIN-UPS** "Song On The Radio"



**MEN AT WORK** "Who Can It Be Now"



**ELLISON CHASE** "Do You Want To Make Love"

**Just Shipped**



**COLUMBIA RECORDS**



## Media News Buys UPI

Media News Corp. last week bought financially ailing UPI from the E.W. Scripps Company for an undisclosed sum and immediately announced there would be no major staff changes. Roderick Beaton will remain as UPI President.

Media News Managing Director Douglas Ruhe pledged improved service to UPI customers, vigorous competition with AP, and the launching of new, profitable services.

"We feel that the greatest opportunities for growth lie in the new technologies, cable, direct broadcast satellite service, low-power TV, video disc and tape and computer data bases," Ruhe said. An early priority will be speeding up UPI's conversion to satellite

delivery and more aggressive marketing of UPI services worldwide.

UPI Audio GM Dave Donovan commented, "Since they are broadcasters themselves, they may pay a lot of attention in that direction."

Ruhe and another Media General principal, William Geissler, are partners in Focus Communications, a Nashville-based firm involved in new technologies. Its holdings include WFBN-TV/Chicago, a pay-TV station.

The firm's other two principals are Len Small, editor and publisher of the Daily Dispatch, Moline, IL, and Cordell Overgaard, a Chicago lawyer and President/Community Cablevision.

## Gardner Named VP/Programming For KLLS & KCCW

Bill Gardner has been appointed VP/Programming for SBI's KLLS & KCCW/San Antonio. He comes

to the stations from the morning drive position at WFYR/Chicago, and has actually been working with their programming



Bill Gardner

for a few months. KCCW is a Music Of Your Life station, while KLLS (the FM) is CHR.

SBI VP/Corporate Operations George Johns commented, "We're proud to get someone with Bill's outstanding experience. We are looking for marked improvements in our programming under Bill's leadership."

Gardner told R&R, "When I left WFYR, this is the position that offered me the most opportunity, since I get to work with George Johns again. He and I seem to inspire each other's creativity." Gardner worked with Johns when both were with the Fairbanks group. He also served as PD at WBJW/Orlando before joining WFYR.

## Biernacki

Continued from Page 35

Biernacki also indicated that he would not appoint anyone to fill his vacated Assistant GM slot. "We are giving additional responsibilities to our General Sales Manager, our Program Director, to our news chief, and our technical chief," Biernacki said. "Those four people all have additional responsibility that will take up in essence what I was doing." In addition, Alan Silverman has been promoted from National Sales Manager to Sales Manager, Biernacki announced.

Before joining WOR, Biernacki was GSM of WABC/New York for five years; GM of WWDJ/Hackensack, NJ (serving New York) for two years; and worked for Golden West in New York and Portland. Biernacki's appointment is effective immediately.

## Susquehanna, WKIS Buy Florida Net

Susquehanna Broadcasting and its Orlando News/Talk station WKIS have agreed to purchase the 70-station Florida Network for an undisclosed price. The Florida Network provides news, sports, and weather to its subscribers, and airs Florida's only statewide talk programs.

WKIS VP/GM Larry Kindel commented, "The idea of collaboration with the Florida Network is nothing new. We have already worked closely with them in conducting statewide opinion polls on ERA and gun control." He added that WKIS had "upgraded" its staff with former Mutual, NBC, and CBS Radio personnel and said, "That talent can be infused into the network's programming to bolster their product as it has ours. We plan an expansion not only in the news product, but also in high interest specialty programming."

Kindel added that technical improvements in the Florida Network's delivery system were also being studied.

## Media

Continued from Page 1

advertising time on several thousand radio and television stations nationwide. Tanner acquires time for cash and also in exchange for a broad range of services, products and merchandise.

Alan Donnahoe, Vice Chairman/CEO of Media General, said, "We are very pleased indeed to add to our corporate group this unique and highly innovative company which will continue under the fine leadership of Bill Tanner and his excellent management team."

Tanner commented, "We welcome the opportunity to join Media General and become part of its media group, which will add materially to our resources and future growth potential."

Media General is a diversified communications company with newspaper, broadcast, printing and publishing operations. Media General also has a newsprint subsidiary considered to be the world's largest recycler of newsprint.

# CALENDAR



BRAD MESSER

## BBC News Coverage "Too Fair"?

Although working journalists strive toward the ideal of a truly fair presentation of facts (Pulitzer Prizes are awarded for balance in reporting), the British Broadcasting Corporation came under some fire early in its Falklands coverage for impartiality. "Some people were reminding us that we were the *British* and not the sort of *Argentine* Broadcasting Corporation," says news editor Chris Mason.

I had plunked down a few of my bucks to wire London early last month to say "HEARING MANY SHORTWAVE REPORTS. WELL DONE. SHAMEFUL THAT YOU'RE BEING CRITICIZED FOR BALANCED REPORTING. KEEP UP GOOD WORK." In a follow-up call just before this deadline, Mason's laughter came through clearly over the London lines as he assured me that no pressure has been exerted on the newsroom level, explaining, "The BBC is a strange sort of organization. In fact it's a disorganized organization, in that programs have their own responsibility for what they put out, and it's indeed very difficult for any one person to get control of the output. So one current affairs program may take a certain line, and in an hour's time you'll hear the completely opposite point of view. And I don't think the program makers would have felt any undue pressure at all."

I've never been much of a joiner and am not involved in the several fine professional organizations such as RTNDA, so when a reporter is tossed into jail or otherwise put upon, I can't sit back and rely on someone else to speak up for my viewpoint. The case of the BBC "too-balanced" criticism was too frightening to keep quiet about.

But editor Mason's words reassure me. "All the polls that I've seen have come down on the side of the BBC, saying we've done a good job."

### Fly 'Em If You Got 'Em

**MONDAY, JUNE 14** — This is national Flag Day, commemorating the adoption in 1777 of the first Stars and Stripes. When the Continental Congress authorized the flag, there was no mention of what the colors should represent — no "blood red" or "sky blue" — and the arrangement of the stars was left to the individuals who did the cutting and sewing. "We have had 27 different versions of our national flag," says Dr. Whitney Smith, Director of the Flag Research Center. "There haven't been major changes, but there have been more than in any other country!"

On this date in 1827 the Carpenters Union in Philadelphia demanded shortening the work day to ten hours. They finally got their way 33 years later in 1860.

Speed skater Eric Heiden is 24. Writer Jerzy Kosinski is 49. Burl Ives hits 73.

### Ben Franklin Flies the Kite

**TUESDAY, JUNE 15** — On a late spring afternoon 230 years ago today Benjamin Franklin flew a kite in a thunderstorm, to prove lightning is electricity. The President of the Electrical Historical Foundation says the immediate practical application of that experiment in 1752 was the invention of the lightning rod, which protects structures from being zapped to pieces. "Later on a Russian decided to repeat the (Franklin) experiment," says Dr. Birn Dibner, "and he was killed. He was the first martyr to electrical experimentation."

Charles Lindbergh became a hero for flying the Atlantic nonstop, but the same trip had already been accomplished. On this date in 1919 John Alcock and Arthur Browne completed their direct Atlantic flight, eight years before the Lone Eagle did it alone.

Harry Nilsson reaches 41, and Waylon Jennings is 45.

### First Woman in Space

**WEDNESDAY, JUNE 16** — The first woman in space was Valentina Tereshkova, who rocketed up nineteen years ago today and went around 48 times. When she parachuted down three days later she was a Soviet superstar, receiving the highest decorations including the "Order of Lenin" and "Hero of the Soviet Union." These days, says Michael Lysenko of the Soviet Embassy, "people just like her very much, and she is one of the most popular and respected people in my country!"

Fifty-three years ago today Otto Funk walked into San Francisco, ending a 4165-mile trip from New York City. The 62-year-old Funk had walked for six months, playing a violin every step of the way.

Baseball star Ron LeFlore is 30. Boxer Roberto Duran is 31. Billy Crash Craddock is 43.

### The Second-Rate Burglary

**THURSDAY, JUNE 17** — The act that eventually cost Richard Nixon his job was ten years ago this morning, when five agents of his reelection committee were caught burglarizing Democratic National Committee offices in Washington's Watergate complex. Nixon is the only American President ever forced from office.

George Cormack, born today in 1870, grew up to become a miller. He's credited with inventing Wheaties in 1924. (USDA figures as of 1979 showed Wheaties No. 14 in market share. Cheerios were No. 1).

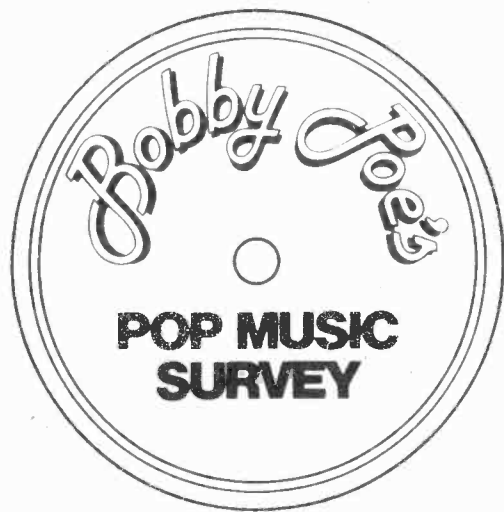
Dean Martin is 65. James Brown is 54. Barry Manilow is 36.

### Father's Day Cards: Gentle Slams

**FRIDAY, JUNE 18** — Father's Day is this Sunday. Although it was proposed almost simultaneously with Mother's Day some eighty years ago, it didn't become an official national holiday until 1972. "No other holiday honoree gets as many putdowns as Dad," reports Eric Mergentern of Hallmark Cards. "Many card buyers believe that Dad might be embarrassed by sentiment. As a result, Dad often gets his loving message in the form of a gentle slam." He says Father's Day is the No. 5 card-selling holiday, behind No. 4 Easter, No. 3 Mother's Day, No. 2 Valentine's Day, and No. 1 Christmas.

Napoleon's final effort to dominate Europe ended 167 years ago today with the defeat of his forces at the Battle of Waterloo in Belgium. Britain lost another chunk of its empire when Egypt became an independent country 29 years ago today.

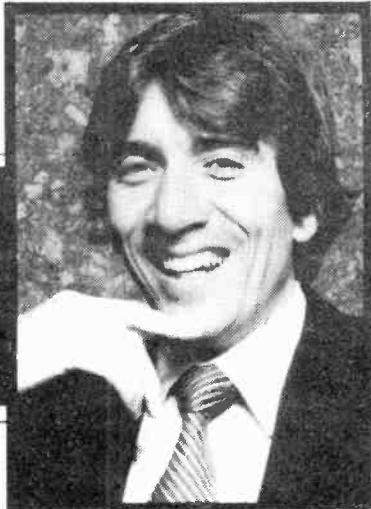
Paul McCartney is 40. Lou Brock is 43. E.G. Marshall hits 72.



Presents  
**The Eleventh Annual  
 Radio/Records Seminar/Awards Banquet**  
 At The  
**Marriott Airport Hotel**  
**Atlanta, Georgia 30337**

**JUNE 25 & 26, 1982**

**This Year's Masters Of Ceremonies:**



**Gerry Cagle**  
(KFRC)



**Kent Burkhart**  
(Burkhart/Abrams)



**George Williams**  
(Satellite Music Network)

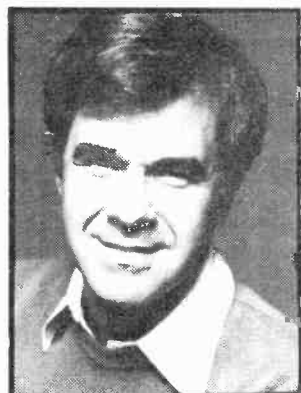


**Bob Hamilton**  
(K-EARTH)

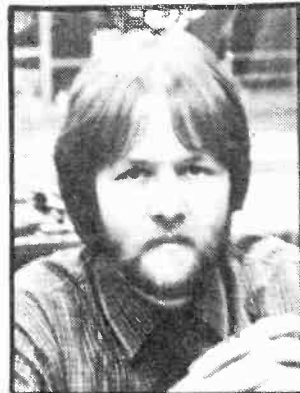
Moderators:



**Joel Denver**  
(Radio & Records)  
Major Market P.D.'s Panel



**John Young**  
(Z-93)  
Air Personalities Panel



**Jim Morrison**  
(94-Q)  
Secondary Market  
P.D.'s Panel



**Kal Rudman**  
(Friday Morning Quarterback)  
V.P.'s Of Promotion Panel

Andy Economos (Radio Computing Services) Special Presentation

Record Presenters:

- GEORGE WILSON
- CHARLES GIDDENS
- TOM BIGBY
- TOM WEST
- JACK ALIX
- JERRY ROGERS
- STEVE RIVERS
- BOB CANADA
- BARRY RICHARDS
- JOHN YOUNG
- JIM MORRISON
- ROY LAURENCE
- STEVE KINGSTON
- JAN JEFFRIES
- HARV MOORE
- MIKE ST. JOHN
- BRUCE STEVENS
- JEFF McCARTNEY
- TODD CHASE

Award Winners For '79 & '80 Were Not Eligible For Nomination.

POP MUSIC SURVEY — SEMINAR/AWARDS BANQUET  
 Registration Fee:  
**\$150.00 Seminar/Cocktail Party/Awards Banquet**  
 make check payable to  
 Pop Music Survey — 4818 Chevy Chase Dr., Chevy Chase, MD 20015

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 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_  
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# Opportunities

## Openings

### EAST

WERZ/WMYF in coastal NH, needs a Sales Manager/General Manager. Excellent financial package for the right person. Call Turner Porter (603) 772-4757. EOE M/F (6-11)

Providence, R.I. AM needs aggressive New England newspaper. T&R: Bob West, WGNG, Route 123, Cumberland, R.I. 02864. EOE M/F (6-11)

Experienced part-time and fill-in airstaff needed. Send T&R: Mark Chernoff, WDHA, 419 Route 10, Dover NJ 07801. EOE M/F (6-11)

WGRQ/Superstars looking for full/part-time rockers. Send T&R: Paul Heine, WGRQ, 59 Virginia Place, Buffalo, NY 14202. EOE M/F (6-11)

### Immediate Midday Opportunity

WBEN Radio 930, rated #6 nationally, seeks experienced adult talent with production voice and community involvement. Tapes, resumes and picture to: BOB WOOD, Algonquin Broadcasting, 2077 Elmwood Ave., Buffalo, NY 14207.

WOBM-FM #1 A/C on New Jersey shore close to NY City, Atlantic City, Philadelphia. Ideal opening for great jock. T&R: Box 927, Toms River, NJ 08753. EOE M/F (6-11)

WANTED, fulltime sales reps. for premium supplier firm, sell/distribute Foot D-Signs. Field experience necessary. Resumes: Bob Hess, Bob Hess & Assoc., 2120 Wisconsin Ave., New Holstein, WI 53061. EOE (6-11)

WOBM-AM/Lakewood, NJ best AM CHR jock. CHR is alive and well on the Jersey shore. T&R: Jay Sorensen, Box 1170, Lakewood, NJ 08701. EOE M/F (6-11)

Midday AOR opening. Competitive salary. T&R: Ilyse Gottlieb, 7100 Bethlehem Rd., Richmond, VA 23228. No Calls. (6-11)

## Openings

74/RNR, an A/C AM updating our files for possible future openings. Entertainment/Information format. No beginners. T&R: Bob Masters, Box 709, Martinsburg, WV 25401. (6-4)

New Portland area Country station WPIG-FM needs talented PD and DJ's. Send T&R: WPIG, Box 567, Saco ME 04072. EOE M/F (6-4)

Chief Engineer for 50,000 watt AM/FM, number one powerhouse in beautiful WV. Top salary and benefits. Resumes: Jim Davis, Box 4318, Charleston, WV 25304. (6-4)

WKZX 95AM/Presque Isle, ME has future opening for mid or morning, must be mature, friendly and brief for this A/C station. Call Fred Martin (207) 769-7611. (6-4)

W100/Carlisle, PA needs news anchor. Females encouraged to apply. Great place to start. T&R: Vince Grand, PD, 180 York Rd., Carlisle, PA 17013 EOE M/F (6-4)

WCLG needs ND. University City in Almost Heaven, WV. We have staff, equipment, ENG, interns, UPI Bureau. Former director moved up to D.C. market. We need strong air newperson with experience and conversational delivery. Ready to take over department. Send T&R: Gary Bowers, WCLG, Box 885, Morgantown, WV 26505. (6-11) •

### SOUTH

WQSM-Q98/Fayetteville, NC needs contemporary air personalities for expanded live-assist. T&R: Terry Jordan, Box 35297, Fayetteville, NC 28303. EOE M/F (6-11)

Major talent search underway. Real people only, send T&R: Kid Curry, Box 18128, San Antonio, TX 78218. EOE M/F (6-11)

## Openings

WDWQ, 100,000 watt FM rocker in Eastern SC, has openings for jocks with experience. T&R: Mike Justin, Box 903, St. George, SC 29477, or (803) 563-4533. EOE M/F (6-11)

50,000 watt KWKH/Shreveport accepting T&R's for possible future opening. Five year minimum-experience. T&R: Bill Knight, KWKH, Box 31130, Shreveport, LA 71130. EOE M/F (6-11)

WINC-FM&AM has opening for all night shift. Mature A/C delivery required. No calls. T&R: Frank Iddings, PD, WINC FM&AM, Box 3300, Winchester, VA 22601. (6-11)

WTBC/Tuscaloosa, AL, CHR station, desires T&R of on-air talent for future openings. Include salary requirements to: Programming Department, Box 2000, Tuscaloosa, AL 35403. (6-11)

WANS-FM/Greenville/Spartanburg, SC CHR looking for possible future openings. T&R: Bill McCown, WANS-FM, Box 211, Anderson, SC 29622. EOE M/F (6-11)

News Anchor person, must originate, gather, write and communicate news. T&R: Wayne Weinburg, ND, WMPS/WHRK, 112 Union, Memphis, TN 38103. EOE M/F (6-11)

Morning Star for FAIR WEST PROGRAM ONE. 2.5 yrs. A/C experience required. T&R: Michael Hedges, 3341 Towerwood Dr. 204, Dallas, TX 75234. (6-11)

Q102 accepting air checks for full and part-time on-air positions. Salary negotiable. All hitters and professionals. T&R: WUUSQ, Box 828, Winchester, VA 22601. (6-11)

WXQR/Jacksonville, NC accepting T&R's for future openings on-air/production, news. Superstars on coast. Kris Kelly, Box 760, Jacksonville, NC 28540. EOE M/F (6-4)

Experienced Country jock, sales people. New Gulf Coast FM seeks cassettes/resumes for immediate openings! Mail to: 11452 Ed Merrins, El Paso, TX 79936. EOE M/F (6-4)

## Openings

Future on-air and news openings at #1 Country powerhouse. Strong production. T&R: Bob Roberts, WDAK, Box 1640, Columbus, GA 31994. EOE M/F (6-4)

WKYX/Paducah, KY has opening for creative Production Director. Good copy writing and organizational skills necessary. T&R: Buddy Scheerer, Box 2397, Paducah, KY 42001. EOE M/F (6-4)

Afternoons, great pay, top company, beautiful coastal area... need bright, mature exciting communicator. T&R: Robert John, Y103, 3100 University Blvd., Jacksonville, FL 32216. EOE M/F (6-4)

G100/Mobile looking for a weekend entertainer. You must sound like a pro. T&R: Scott Griffith, 555 Broadcast Dr., Mobile, AL 36606 or call (205) 479-5555. EOE M/F (6-4)

KOKE/Austin seeking experienced morning air personality. No beginners. T&R: KOKE, Box 1208, Austin, TX 78767. No calls. EOE M/F (6-4)

WXAM/Charlottesville needs ND by Mid-June. Anchor/reporting. Good organizer, upbeat writer, conversational broadcaster. T&R: Steve Reed, Box 1294, Charlottesville, VA 22902. EOE M/F (6-4)

Need aggressive Contemporary news anchor looking to move up to top station in market. T&R: Gary Mitchell, V100, Box 4318, Charleston, WV 25304. EOE M/F (6-4)

Need a PM drive play-by-play combination. T&R: Box 1478, Borger, TX 79007. EOE M/F (6-4)

### MIDWEST

KJJO-FM/Minneapolis Contemporary Country looking for midday or afternoon air talent. T&R: Don Michaels, 11320 Valley View Rd., Eden Prairie, MN 55344. EOE M/F (6-11)

Experienced news pro needed. Concise copy with an understanding of demographics, night delivery. No calls. T&R: Bill Barnes, WQUA, 1801 6th Ave., Moline, IL 61265. EOE M/F (6-11)

# Marketplace

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# Opportunities

## Openings

99 WIKS-FM/Indianapolis searching for afternoon drive personality. Must be tight, bright and occasionally off-the-wall. T&R: C.C. Matthews, WIKS-FM, 1800 N. Meridian St., Indianapolis, IN 46202. (317) 462-7790. EOE M/F (6-11)

Production Director/air shift opening. #1 station in livable Midwest community. T&R: Ron Eric Taylor, KEYN, 2829 Salina Avenue, Wichita, KS 67204. EOE M/F (6-11)

ND needed ASAP. T&R & salary requirements to Charlie Bennett, OM, WNAM, Box 707, Nina, WI 54956. No calls. EOE M/F (6-11)

WGAR/Cleveland has a rare and immediate opening for afternoon drive. Humor, and content a must. T&R: Mike Scott, WGAR, Broadcast Park, Cleveland, OH 44147. EOE M/F (6-11)

KLTE/Oklahoma City looking to expand staff. Fulltime music research experience, swing/production. T&R: Tony Stone, KLTE, 2814 Quail Plaza Drive, Oklahoma City, OK 73120. EOE (6-11)

KDWB will have a weekend opening. T&R: Joe Folger, KDWB, Box 7630, St. Paul, MN 55119. EOE M/F (6-11)

News Director and newsmen sought for Midwest broadcast chain that is expanding rapidly. Investigative reporting skills, one-to-one conversational delivery. We want people who need only to be told once how the job is done. Our staffers respond to good pay, benefits and security with consistent quality performance! Send tape, resume, writing samples and salary history to Radio & Records, 1930 Century Park West, #347, Los Angeles, CA 90067.

Chicago metro A/C accepting applications for individual to head Contemporary news department. No beginners. T&R: Z-107, Box 311, Lowell, IN 46356 Paul Smith (mornings) (219) 738-NEWS. EOE M/F (6-11)

WJML/Petoskey A/C needs Chief Engineer & PD. Contact: Lucy Nalley, Box 99, Petoskey, MI 49770. EOE M/F (6-11)

## Openings

Business conglomerate searching for trainable, talented programming people for our growing radio division. T&R: Tim De Capua, (216) 744-5115, WGFT, 275 Federal Plaza West, Youngstown, OH 44503. EOE M/F (6-11)

WFIN/Findlay, OH has immediate opening for morning pro. Call Curt Radel (419) 422-4545. EOE M/F (6-11)

**Noble Broadcast Consultants wants to interview A/C entertainers for opportunities available now.** T&R: Bob Harper, 4891 Pacific Hwy., San Diego, CA 92110. EOE M/F (6-11) •

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MOR/Personality and Country experience plus music research, promotions, planning skills, ARB expert and a people person with strong administrative skills. Send resume to Radio & Records, 1930 Century Park West, #349, Los Angeles, CA 90067. EOE M/F

WKAU/Appleton-Oshkosh-Greenbay, CHR has news opening. Need experience, voice & writing abilities. T&R: Ron Ross, WKAU, 1765 Block Rd., Kaukauna, WI 54130. EOE M/F (6-4)

WLLZ, Detroit's best rock has immediate opening. Owned and operated by Doubleday, the nation's AOR leader, with new studios in attractive suburban location. T&R: Joe Urbiel, WLLZ, 31555 Fourteen Mile Rd., Suite 102, Farmington Hills, MI 48018. No calls please. EOE M/F (6-11) •

Good money for good morning or midday guy or gal on Modern Country KKOA. Possible MD. T&R: J.J. Cook, Box 10, Minot, ND 58701. EOE M/F (6-4)

## Openings

Flint's news leader has rare opening for anchor/reporter. Minimum 2 years experience. T&R: Art Reid, WTRX, Box 1330, Flint, MI 48501. No calls. EOE M/F (6-4)

Youngstown, OH AM/FM seeking knowledgeable person for ND. No beginners. T&R: Fidelity Communications, ND, 218 Ewingville Road, Trenton, NJ 08638. EOE M/F (6-4)

Rare opening at medium market AOR for jock with production experience. T&R: Rick Peterson, WWCT, 414 Hamilton, Peoria, IL 61602. EOE M/F (6-4)

Q98-FM/Fargo is seeking on-air talent and production pros. T&R: Shawn Waters, Box 2983, Fargo ND 58108. (6-4)

KQWB/Fargo requires experienced professional to join 4 person news staff. Excellent equipment, top ratings. T&R: Linda Hogan, ND, KQWB, Box 2983, Fargo, ND 58108. (6-4)

## WEST

KAFY/Bakersfield opening for FCC 1st. Experience in microwave, FTL transmitter & studio maintenance, plus board shift. T&R: Joseph King, 1527 19th St., Bakersfield, CA 93301. EOE (6-11)

Full-timer needed in America's premier ski resort. No beginners please. T&R: Lee Duncan, KSPN, 400 W. Main Street, Aspen, CA 81611. EOE M/F (6-11)

100,000 watt FM Country station needs jock who can write & produce copy. T&R: KPCQ-FM, 1041 Road 12, Powell, WY 82435

AOR KFMG accepting T&R for full-time and part-time openings. John Florence, 5601 Domingo Rd. N.E., Albuquerque, NM 87108. EOE (6-11)

Incredible drive-time talent needed to crush formidable competition. T&R and goals: Jeff King, PD, KPLZ, Plaza 600, 600 Stewart St., Seattle, WA 98101. EOE M/F (6-11)

## Openings

Full-time announcer opening at Music Of Your Life station in San Diego County. T&R: Mick Ryan, KMLO, Box 1000, Vista, CA 92083. EOE M/F (6-11)

KZEL/Eugene, OR accepting T&R's for future full-time openings. Air talent/production. T&R: Charlie Van Hall, Box 71028, Eugene, OR 97401. No calls please. EOE M/F (6-11)

KJR, Metromedia Seattle looking for top NW personalities. 1 full-time, 1 part-time air position. No phones! T&R: Sky Walker, Box 3726, Seattle, WA 98124. EOE (6-11)

KTYD/Santa Barbara is looking for a newscaster contact. James Lull, KTYD, 1216 State St., Santa Barbara, CA 93101. EOE M/F (6-11)

KIDD/Monterey is looking for eager swing-weekend jock. 2 yrs. preferred. T&R: Barry Brown, Box 1799, Monterey, CA 93940. EOE (6-11)

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KISSIN 105, A/C looking for personalities. T&R: Jim Meeker, Box 2959, Merced, CA 95340. EOE M/F (6-4)

K96/Provo is looking for morning drive talent. Great bucks, and a great company. No calls. T&R: Scott Gentry, KFMV, Box 960, Provo, UT 84603. EOE M/F (6-4)

KLZ/Denver has immediate openings for midnight-6am shift. Tight personality, Country format. T&R: Bill Bradley, 2149 S. Holly, Denver, CO 80222. EOE M/F (6-4)

# Marketplace

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# News/Talk



GAIL MITCHELL

## Hosts Key To News/Talk Future

AM stations will continue to increase their news, information, and talk programming during the next five years. However, the key to that growth lies in the talents and skills of News/Talk personalities. That was the prophetic consensus of the News/Talk Resources panel at the First International Radio Festival of New York last week (6-3). Bill Rock, panel producer and Broad Street Communications VP/National Programming, was joined by Bruce Marr, President, Marr & Associates; Rick Sklar, VP/Programming, ABC Radio Enterprises; Chris Davala, OM, WGST/Atlanta; and moderator Mike McGee, GM of WGSO/New Orleans.

McGee prefaced the discussion by commenting that "the top 20 markets are all News/Talk one way or another." He also added, "Information formats may be the wave of the 80's, but they will be the most expensive to produce . . . stations coming into the format face an especially tough and costly challenge." Part of the cost naturally involves the personalities themselves. Davala noted that the talent pool for News/Talk personalities isn't great yet because of the cost of developing talent. Marr agreed, stating, "There are few qualified people for Talk radio, especially in the area of hosts." He continued by commenting that most News/Talk personalities have a "disc jockey mentality," lacking

research and direction on what they talk about, and talking too much of the time instead of asking targeted, succinct questions. Marr emphasized putting double the amount of time into research for every hour on the air. "Talk radio is the toughest format to produce," he concluded.

ABC's Sklar pointed out that a lot of the strength in the "hook" of the format is in the host and that "skill makes all the difference." In addition, Sklar foresees, "There will be much more satellite radio, (while) a great battle for the advertising dollar will be waged between cable and radio." He also detailed the program operations of the Talkradio Network and conducted a tour of the Superadio studios.



**BLUE RIBBON PANEL** — Shown introducing the News/Talk Resources panel is Bill Rock (standing) flanked (l-r) by Rick Sklar, Mike McGee, Bruce Marr, and Chris Davala.

## News/Talk Personalities

**ON THE MOVE:** Veteran Chicago talk show host Ed "Chicago" Schwartz now chatting up the WGN/Chicago airwaves, M-F 11pm-5am . . . WFAA/Dallas welcomes Sharon Warantz as Director of Advertising/Promotion. She hails most recently from the Promotion Coordinator post at WHN/New York . . . Jeri Love joins KNX/Los Angeles as a writer . . . Anne Brophy to Director of Editorials/Community Affairs at WCAU/Philadelphia, moving from sister station KCBS/San Francisco . . . And speaking of KCBS, several new staff additions have been announced: Robert Font, Stan Bunker, and Mark Howell to the news team; Valli McDougle appointed Public Affairs Coordinator; former NFL quarterback/ex-49er assist. coach Don Heinrich to handle 49er color commentary . . . Leo Holzenthal upped to newly-created Regional Account Executive at WGSO/New Orleans . . . KFVB/Los Angeles named Marion Gittleman Marketing/Research Director . . . Sister station KYW/Philadelphia taps Susanne Whitehead as Promotion Assistant . . . Working alongside KGO/San Francisco Sports Director Joe Starkey will be Jan Hutchins, who'll provide play-by-play action for UC football broadcasts . . . Bob Neal and Steve Holman comprise the 1982 pbp/color analysis team at WGST/Atlanta for Falcons' games . . . Dr. Julia Moore succeeds Jennifer James as PM talk host

on KVI/Seattle. Also at the station, reporter Elisabeth Sommars won a national first place award in the 1982 "Excellence in Journalism" competition . . . WXYZ/Detroit reporter Scott Lewis honored with Detroit Press Club Award for Best Spot News coverage . . . Susan Nixon, Editorial Director at WBBM/Chicago, received first place in American Academy of Family Physicians Journalism Award . . . And Lin Durling, KGO-AM, copped the Peninsula Press Club's top award for outstanding on-scene news coverage . . .

**NOTE:** Former WIFE/Indianapolis GM Paul Aaron has resigned to pursue other interests. Those wanting to apply for the position are requested to call Ken Palmer at (303) 759-8481.

## Programming Highlights

Longtime music veteran WABC/New York premiered its new talk format last month. In addition to carrying the satellite-fed ABC Talkradio Network, and Yankees baseball, the station has brought aboard two new midday features hosted by Peabody Award-winning newsman Art Athens and economic expert Bill Bresnan. Weekend programming includes shows hosted by child psychologist Dr. Lawrence



**KOA MINES NUGGETS** — Following a 12-game winning streak during the regular basketball season, KOA/Denver staged the "Nuggets Playoff Express," a special three-hour installment of the station's Sportstalk show featuring team members, assistant coach, and coach who participated in interviews and answered caller questions. Snapped in the middle of the broadcast from a local shopping center are (l-r) player Glen Gondrezick, KOA's Kent Groshong; player Cedrick Hordges, KOA's Peter Boyles, Nuggets GM Carl Scheer, player Dan Issel, and in the background the station's Ron Zappolo.



**KABC LISTENERS GO EGBOK!** — It all started when KABC/Los Angeles's popular morning team Ken and Bob played the "EGBOK" (Everything's Gonna Be O.K.) song during their shows. Since then it's transformed into a full fledged advertising/sales promotion with 10,000 listeners requesting EGBOK buttons in their quest for the "positive" approach to life. Sifting through the bundles are (l-r) Bob Arthur, Ken Minyard, and Judith Learner, Creative Services Director.



**FOR THE RECORD** — Recently KMOX/St. Louis personality Jack Carney was presented with a special award for his help on the Placido Domingo LP "Perhaps Love." Handing over the award is (r) Gene Denonovich, Columbia Mid-West Division Album Promotion Manager.

Davala, in turn, outlined the syndicated programming that his station will be offering.

Broad Street Communications President Fred Walker underscored the format's cost

when he quipped, "Talk is not cheap!" But although News/Talk is generally costly and a "slow build" situation, the panel members were unanimous in its agreement that their audiences are extremely loyal.

Balter, Dr. Brent Schillinger psychic Shawn Robbins, Alan Colmes, and Larry Bear, who continues his popular talk program . . . Sister station KGO/San Francisco, has shifted Dr. Dean Edell's office hours to M-F 11am-noon with a "Best Of" edition airing Saturdays from 8-11am . . . Across the street at KCBS, regular "Money Monday" financial contributor Bob Kinsman is moving to London. However, he'll still broadcast his reports live from there between 1-3pm, PST . . . Further down the coast, KABC/Los Angeles's Barbara Esensten, part of the "Ken and Bob Company Saturday Special," will now alternate with Tom Hall during the mid-5am slot, replacing Ray Briem . . . Recently WINS/New York aired "A Place To Hide," a five-part series that dealt with civil defense and government plans for evacuation . . . "Matters of the Mind" is the new weekly series launched by WIND/Chicago. Forthcoming topics include stress, self-image, and depression . . . Earlier this month, KIRO/Seattle concluded live broadcasts from Rome, Britain, and Scotland, providing area listeners with coverage of Pope John Paul II's historic visit to Great Britain . . . Among subjects discussed recently by KSTP/St. Paul's Dick Pomerantz were "How To Buy And Sell a Home," and "Youth Employment and Education" . . . Coinciding with the ten-year anniversary of tropical storm Agnes and the hurricane season's start date, WTOP/Washington, DC with host Gordon Barnes presented a four segment program,

"Hurricanes: Weathering the Storm" . . . For the tenth straight year KNX/Los Angeles will air Los Alamitos summer quarter horse races plus USC football/basketball games under a three-year pact beginning this fall . . . KOA/Denver will be carrying Colorado State University football games from 1982 through 1984. Station sportscaster Larry Zimmer has been selected as the "voice of the Rams" . . . WBBM/Chicago presents "The Information Explosion," a 20-part special centering on advanced technologies and new communication approaches. And the station's Walter Jacobson is now heard Tuesday through Saturday on "Perspective" . . . San Diego's KSDO has signed a five-year contract with SD State University to cover all Aztec football/basketball games . . . VP/GM John Lauer of WGST/Atlanta is providing guest commentaries for the Voice of America's "American Viewpoints" . . . WBAL/Baltimore recently dissected the medical controversies over lobotomies and self-healing techniques . . . KGNR/Sacramento's Mary Jane Popp talked recently with Naura Hayden, author of "Astrological Love" . . . Last month KTRH/Houston host Ben Baldwin and executive producer Marsha Carter spent a weekend touring the border followed by a remote three-hour call-in program touching on the issue of illegal aliens as well as the border patrol's experiences . . . Last weekend WXYZ/Detroit covered the first annual Detroit Grand Prix Race with sportscaster George Blaha and reporter Scott Lewis . . .

**A FLOCK OF SEAGULLS.**

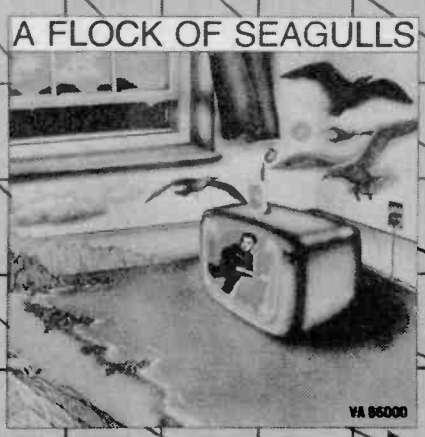
**A FULL-SCALE INVASION.**



**Soaring Up The Charts!**  
**BILLBOARD: 141\* -128\* -89\*\* -74\*\***  
**RADIO & RECORDS: 38\* -33\***

**Rocking On The Radio!**

**ON: WMMS, WBCN, WAAF, KROQ, KMET, WIOT, WSHE, WNEW-FM, WMMR, WYSP, WROQ, WQDR, WKLS, WZXR, KZOK, KISW, KRQR, KOME, KSJO, KGB-FM, KDKB, KYYS, WXRT, WDVE, WLVO, WMJQ, KZEW, KTXQ, WHCN, WPLR.**



**A FLOCK OF SEAGULLS.**  
**A Sense Of Adventure In An Age Of Indifference.**

**Including "I Ran," "Telecommunication" and "Space Age Love Song"**

On Jive Records (Distributed by Arista)

Produced by Mike Hewlett "Telecommunication" Produced by Bill Nelson

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## This Week In Music History

BY DAN FORMENTO OF THE SOURCE

### Elvis's Graduation Day

**MONDAY, JUNE 14** — The boy who would become the King of Rock 'N' Roll, Elvis Presley, graduated from L.C. Humes High School in Memphis on June 14, 1953. In his yearbook photograph, Presley is shown dressed neatly and conservatively, in dark sports jacket, white shirt, and light tie. Still, signs of the teenage rebel creep through, as he's the only member of the class with a large spicurl in the middle of his forehead.  
**EXTRA FACTS:** Also born, Rod Argent, 1945 . . . and Burl Ives, 1909.

### Waylon Jennings Born

**TUESDAY, JUNE 15** — "The Outlaw," Waylon Jennings, was born the son of a truck driver in Littlefield, Texas, on June 15, 1937. A high school dropout at age 14, within months Waylon was the country's youngest disc jockey. His first record was produced by rock 'n' roll legend Buddy Holly and, coincidentally, Jennings gave up his seat on the plane that crashed, killing Holly. His country version of Jim Webb's "MacArthur Park" won Waylon a Grammy in 1969. After a bout with amphetamines and three stormy marriages, Waylon today is known to millions as the balladeer of "The Dukes of Hazzard."  
**EXTRA FACTS:** Jazz guitarist Wes Montgomery died, 1968 . . . Harry Nilsson born, 1941.

### "The Blues Brothers"

**WEDNESDAY, JUNE 16** — John Landis's film "The Blues Brothers," starring Dan Aykroyd and John Belushi as Jake & Elwood Blues, opened in Chicago on June 16, 1980. The movie traces Jake and Elwood's "mission from God," to spread the blues. Fine musical performances were given by Aretha Franklin, Cab Calloway, James Brown and Ray Charles, in addition to the outstanding Blues Brothers Band, featuring Tom Scott, "Duck" Dunn, and Steve Cropper.  
**EXTRA FACTS:** "Grease," starring Olivia Newton-John and John Travolta, premieres, 1978 . . . Monterey Pop Festival begins, 1967.



### Barry Manilow's Birthday

**THURSDAY, JUNE 17** — Jinglemaker turned hitmaker Barry Manilow was born in Brooklyn on June 17, 1946. After becoming rich, if not famous, for composing many catchy commercial jingles, including clients of the stature of McDonalds, Dr. Pepper, and Pepsi, Manilow met singer Bette Midler while both were performing in a gay bathhouse in Manhattan. Together they produced her Grammy Award-winning "The Divine Miss M" before Barry recorded his own monster hit "Mandy." He's since turned out three or four top ten hits every year, garnered two Emmys for his television specials, and a Tony for his one-man Broadway show.  
**EXTRA FACTS:** Also born, Lena Horne, 1917 . . . and "Saturday Night Live" 's Joe Piscopo, 1951.

### Paul Turns 40

**FRIDAY, JUNE 18** — Singer, songwriter, bassist, and family man, Paul McCartney was born James Paul McCartney, the son of a cotton salesman in Liverpool, England, on June 18, 1942. 14-year-old Paul met 16-year-old John Lennon in 1956, and together with school pal George Harrison formed the Quarrymen first, then the Moondogs, the Moonshiners, the Silver Beatles, and finally the Beatles. Of the four "Liverpool Lads," Paul's post-Beatles career is the most successful, with hits like "Maybe I'm Amazed," "Silly Love Songs," and "Ebony and Ivory."  
**EXTRA FACTS:** John Lennon's first play premieres, 1968.

	CHR	A/C	AOR	Country	Black Radio
<b># 1</b>	TOTO	RONNIE MILSAP	ASIA (10th week)	DON WILLIAMS	GAP BAND (2nd week)
<b>Next Week's #1 Contenders:</b>	ASIA (4-4) JUICE NEWTON (6-5)	JUICE NEWTON (3-2) NEIL DIAMOND (4-3)	38 SPECIAL (2-2) JOHN COUGAR (3-3) KANSAS (11-4)	CHARLEY PRIDE (6-3) CONWAY TWITTY (5-4)	JEFFREY OSBORNE (5-2) ASHFORD & SIMPSON (4-3) RICK JAMES (8-4)
<b>Breakers:</b>	REO SPEEDWAGON (69%) FLEETWOOD MAC (67%) GLENN FREY (65%) AIR SUPPLY (62%) J. GEILS BAND (58%)	CHICAGO (75%) LESLIE PEARL (56%) REDDINGS (48%)	REO SPEEDWAGON (12") (80%) GLENN FREY (71%) ALAN PARSONS PROJ. (65%)	SYLVIA (73%) MARTY ROBBINS (66%) MEL TILLIS (61%)	DREAMGIRLS (59%) CARRIE LUCAS (59%)
<b>Most Added:</b>	FLEETWOOD MAC AIR SUPPLY HALL & OATES GARY U.S. BONDS REO SPEEDWAGON GLENN FREY	CHICAGO AIR SUPPLY FLEETWOOD MAC HERB ALPERT LESLIE PEARL REDDINGS	GLENN FREY ALAN PARSONS PROJ. GARY U.S. BONDS	GEORGE STRAIT MOE BANDY EARL THOMAS CONLEY EDDY RAVEN R. MILLER/W. NELSON SYLVIA ROSANNE CASH	CAMEO DAYTON ATLANTIC STARR ISLEY BROTHERS RAY PARKER JR. CHERYL LYNN
<b>Hottest:</b>	TOTO McARTNEY/WONDER HUMAN LEAGUE JOHN COUGAR JUICE NEWTON ASIA	JUICE NEWTON McARTNEY/WONDER RONNIE MILSAP KARLA BONOFF NEIL DIAMOND WILLIE NELSON	ASIA 38 SPECIAL JOHN COUGAR VAN HALEN KANSAS TOTO	C. TWITTY "Slow" RONNIE MILSAP ALABAMA EDDIE RABBITT DON WILLIAMS T.G. SHEPPARD CHARLEY PRIDE	GAP BAND DAZZ BAND ONE WAY JEFFREY OSBORNE McARTNEY/WONDER
<b>Biggest Chart Jumps:</b>	SOFT CELL (19-13) KARLA BONOFF (27-21) ALABAMA (28-22)	AIR SUPPLY (24-13) MELISSA MANCHESTER (20-16) TOTO (22-19)	GENESIS (23-14) KANSAS (11-4) HEART (19-12)	ALABAMA (29-20) OSMONDS (30-22) SYLVIA (50-42)	STEVIE WONDER (15-9) RICK JAMES (8-4)
<b>Debuts:</b>	JOURNEY (27) REO SPEEDWAGON (29) FLEETWOOD MAC (30)	CHICAGO (17) LESLIE PEARL (25) REDDINGS (27)	SURVIVOR (16) ROLLING STONES (18) REO SPEEDWAGON (12") (21) GLENN FREY (23) ALAN PARSONS PROJ. (28) APRIL WINE (35) SOFT CELL (39) GARY U.S. BONDS (40)	R. MILLER/W. NELSON (48) REBA McENTIRE (49) DAVID FRIZZELL (50)	DREAMGIRLS (28) CARRIE LUCAS (29)
	CHR	A/C	AOR	Country	Black Radio

# PAT METHENY GROUP OFFRAMP



## #1 Most Played Album (JAZZ ON AOR)

### AOR

WEEI	WYMX	WDEK	KFMH	KMTN
WECM	WHMD	KQDS	CITI-FM	KINK
WLIR	LOVE94	WXKE	KRKN	KOZZ
WPLR	WAPL	WLAV	KSPN	KTMS
WCMF	WBWB	WIBA	KBCO	KVRE
WKLC	WXRT	WMAD	KTCL	KREM

## #1 Album Jazz Radio National Airplay/30

### BLACK RADIO/JAZZ RADIO

WBMX-FM	WGCI	WHUR	KATZ	KTWN
WVON	WESL	WEDR-FM	WYBC	WDBS
WJLB	KRLY	WRBD	WBBY	KJJZ
WLBS	WOL	WBMX	WJZZ	KJZZ
WWIN				KJAZ



ECM 1216



Manufactured and Distributed by Warner Bros. Records

# National Music Formats

## Added This Week



George Williams (214) 343-9205

### THE STARSTATION

FLEETWOOD MAC "Hold Me" (WB)  
GLENN FREY "I Found Somebody" (Asylum)

### Country Coast-To-Coast

RONNIE McDOWELL "I Just Cut Myself" (Epic)  
ROSANNE CASH "Ain't No Money" (Columbia)  
LARRY GATLIN  
"She Used To Sing On Sunday" (Columbia)  
SYLVIA "Nobody" (RCA)  
ROGER MILLER & WILLIE NELSON  
"Old Friends" (Columbia)



Cal Casey (214) 634-8511



GARY U.S. BONDS "Out Of Work" (EMI America)  
CHICAGO  
"Hard To Say I'm Sorry" (Full Moon/WB)  
REO SPEEDWAGON "Keep The Fire Burning" (Epic)  
ROLLING STONES  
"Going To A Go-Go" (Rolling Stones/Atco)  
AIR SUPPLY  
"Even The Nights Are Better" (Arista)  
D. HALL & J. OATES "Your Imagination" (RCA)



AIR SUPPLY  
"Even The Nights Are Better" (Arista)  
CHICAGO  
"Hard To Say I'm Sorry" (Full Moon/WB)  
LESLIE PEARL  
"If The Love Fits Wear It" (RCA)



BOBBY BARE "If You Ain't Got Nothin'" (Columbia)  
GEORGE STRAIT "Fool Hearted Memory" (MCA)  
DAVID FRIZZELL  
"I'm Gonna Hire A Wino To Decorate Our Home" (WB/Viva)



John Iles (800) 426-9082



MELISSA MANCHESTER "You Should Hear..." (Arista)  
BARBARA MANDRELL "Till You're Gone" (MCA)



JIM REEVES & PATSY CLINE  
"I Fall To Pieces" (MCA)  
MOE BANDY "She's Not Really Cheatin'..." (Columbia)  
EARL THOMAS CONLEY "Heavenly Bodies" (RCA)  
GEORGE STRAIT "Fool Hearted Memory" (MCA)  
REBA McENTIRE  
"I'm Not That Lonely Yet" (Mercury/Polygram)  
KENDALLS "Cheater's Prayer" (Mercury/Polygram)  
EDDY RAVEN  
"She's Playing Hard To Forget" (Elektra)



Leo Nye (916) 782-7754

### Adult Rock

REO SPEEDWAGON "Keep The Fire Burning" (Epic)  
CHICAGO  
"Hard To Say I'm Sorry" (Full Moon/WB)  
GARY U.S. BONDS "Out Of Work" (EMI America)  
AIR SUPPLY  
"Even The Nights Are Better" (Arista)  
ROLLING STONES  
"Going To A Go-Go" (Rolling Stones/Atco)



Buzz Brindle (212) 944-5399

### ROLLING STONES

"Going To A Go-Go" (Rolling Stones/Atco)  
STRAY CATS "Stray Cat Strut" (EMI America)  
BUGGLES "I Am A Camera" (Carrere/CBS)  
BLONDIE "Island Of Lost Souls" (Chrysalis)



PETERS PRODUCTIONS, INC.



Debbie Welsh (714) 565-8511

### CHICAGO

"Hard To Say I'm Sorry" (Full Moon/WB)  
BILL LABOUNTY  
"Never Gonna Look Back" (WB/Curb)



### REBA McENTIRE

"I'm Not That Lonely Yet" (Mercury/PolyGram)  
LARRY GATLIN  
"She Used To Sing On Sunday" (Columbia)  
ROSANNE CASH "Ain't No Money" (Columbia)  
EDDY RAVEN  
"She's Playing Hard To Forget" (Elektra)  
SYLVIA "Nobody" (RCA)



Bob Stevens (214) 934-2121

## The 3 Format.

REO SPEEDWAGON "Keep The Fire Burning" (Epic)  
CHICAGO  
"Hard To Say I'm Sorry" (Full Moon/WB)  
GARY U.S. BONDS "Out Of Work" (EMI America)  
ROLLING STONES  
"Going To A Go-Go" (Rolling Stones/Atco)  
SURVIVOR "Eye Of The Tiger" (Epic)  
FLEETWOOD MAC "Hold Me" (WB)

### The A-C Format

CHICAGO  
"Hard To Say I'm Sorry" (Full Moon/WB)  
REDDINGS  
"(Sittin' On) The Dock Of The Bay" (Believe In A Dream/CBS)  
DR. HOOK "Loveline" (Casablanca/PolyGram)



CHARLY McCLAIN "Dancin' Your Memory Away" (Epic)  
MOE BANDY "She's Not Really Cheatin'..." (Columbia)  
BRENDA LEE "Keepin' Me Warm For You" (MCA)



Chick Watkins (303) 578-0700

TOTO "Rosanna" (Columbia)

### AIR SUPPLY

"Even The Nights Are Better" (Arista)



Kenny Bosak (901) 320-4433

## Bright Blue

### REDDINGS

"(Sittin' On) The Dock Of The Bay" (Believe In A Dream/CBS)  
LARRY ELGART "Hooked On Swing" (RCA)  
GLENN FREY "I Found Somebody" (Asylum)  
BILL CHAMPLIN "Sara" (Elektra)  
B.J. THOMAS "But Love Me" (MCA)  
OAK RIDGE BOYS "So Fine" (MCA)  
MICHAEL MURPHEY "What's Forever For" (Liberty)  
RICK SPRINGFIELD  
"What Kind Of Fool Am I" (RCA)

# Radio & Records NATIONAL AIRPLAY/40

## June 11, 1982

175 REPORTERS

Album cuts are listed in order of airplay preference.

5/21	5/28	6/4	6/11	Artist	Album	Artist	Album
1	1	1	1	ASIA	Asia (Geffen)	"Heat"	"Sole"
12	2	2	2	38 SPECIAL	Special Forces (A&M)	"Caught"	"Chain"
4	4	3	3	JOHN COUGAR	American Fool (Riva/PolyGram)	"Hurts"	"Jack"
-	7	11	4	KANSAS	Vinyl Confessions (Kirshner/CBS)	"Play"	"Face"
2	3	4	5	VAN HALEN	Diver Down (WB)	"Dancing"	"Secrets"
10	9	7	6	MOTELS	All Four One (Capitol)	"Lonely"	"L"
21	11	9	7	QUEEN	Hot Space (Elektra)	"Fire"	"Calling"
3	5	6	8	SCORPIONS	Blackout (Mercury/PolyGram)	"No One"	"Can't"
5	6	5	9	RAINBOW	Straight Between The Eyes (Mercury/PG)	"Cold"	"Power"
8	8	8	10	PAUL McCARTNEY	Tug Of War (Columbia)	"Ballroom"	"Pound"
7	10	10	11	TOTO	IV (Columbia)	"Rosanna"	"Afraid"
-	35	19	12	HEART	Private Audition (Epic)	"City's"	"Man"
27	18	15	13	CHEAP TRICK	One On One (Epic)	"If"	"Tight"
-	-	23	14	GENESIS	Paperlate (Atlantic)	12-inch Single	
6	12	12	15	ALDO NOVA	Aldo Nova (Portrait/CBS)	"Fantasy"	"Hot"
-	-	→	16	SURVIVOR	Eye Of The Tiger (Scotti Bros./CBS)	Title	
-	25	20	17	707	Mega Force (Boardwalk)	Title "Can't"	
-	-	→	18	ROLLING STONES	Still Life (Rolling Stones/Atco)	"Going To A-Go-Go"	
14	14	16	19	GREG KIHN BAND	Kihntinued (Beserkley/Elektra-Asylum)	"Testify"	"Happy"
30	19	18	20	FRANKIE MILLER	Standing On The Edge (Capitol)	"Danger"	"Dream"
-	-	→	21	REO SPEEDWAGON	Keep The Fire Burning (Epic)	12-inch Single	
13	15	13	22	HUMAN LEAGUE	Dare (Virgin/A&M)	"Don't"	"Seconds"
-	-	→	23	GLENN FREY	No Fun Aloud (Asylum)	"Partytown"	"Found"
-	-	27	24	STEVE MILLER BAND	Abacadabra (Capitol)	Title	
31	24	25	25	SHERBS	Defying Gravity (Atco)	"Alive"	"Ride"
11	13	14	26	JETHRO TULL	Broadsword & Beast (Capitol)	"Fallen"	"Beastie"
25	23	22	27	ELTON JOHN	Jump Up (Geffen)	"Ball"	"John"
-	-	→	28	ALAN PARSONS PROJECT	Eye In The Sky (Arista)	"Fingers"	Title
16	17	17	29	LOVERBOY	Get Lucky (Columbia)	"Over"	"Working"
-	34	31	30	MONROES	The Monroes (Alfa)	"People"	
-	-	37	31	AXE	Offering (Atco)	"Party"	"Now"
17	22	26	32	FRANKE & THE KNOCKOUTS	Below The Belt (Millennium/RCA)	"Never Had It Better"	
-	38	35	33	A FLOCK OF SEAGULLS	A Flock Of Seagulls (Jive/Arista)	"I Ran"	"Space"
15	16	21	34	JOAN JETT & THE BLACKHEARTS	I Love Rock-N-Roll (Boardwalk)	"Crimson"	Title
-	-	→	35	APRIL WINE	Enough Is Enough (Capitol)	12-inch Single	
19	21	28	36	POINT BLANK	On A Roll (MCA)	"Let"	"White"
40	36	33	37	AMBROSIA	Road Island (WB)	"How"	"Kid"
22	26	29	38	KROKUS	One Vice At A Time (Arista)	"Woman"	"Stick"
-	-	→	39	SOFT CELL	Non-Stop Erotic Cabaret (Sire/WB)	"Tainted"	
-	-	→	40	GARY U.S. BONDS	On The Line (EMI America)	"Work"	"Hold"

New Entry  
→

## MOST ADDED

Artist	6/11	6/4	5/28	5/21	5/14
1 GLENN FREY	124/109	9/8	0/0	0/0	0/0
2 ALAN PARSONS...	113/105	10/6	5/2	4/4	0/0
3 GARY U.S. BONDS	75/73	8/8	0/0	0/0	0/0
4 ROLLING STONES	32/32	0/0	0/0	0/0	0/0
5 JOHN WAITE	48/27	36/35	3/2	0/0	0/0
6 FRANK ZAPPA	53/26	30/17	14/12	0/0	0/0
7 BLONDIE	25/19	7/7	0/0	0/0	0/0
8 707	96/18	83/59	2/1	0/0	0/0
9 CHICAGO	15/15	0/0	0/0	0/0	0/0
10 HEART	130/14	123/107	16/12	0/0	0/0
11 SURVIVOR	21/14	0/0	0/0	0/0	0/0
12 RIOT	19/13	10/10	1/0	2/0	2/0
12 ROXY MUSIC	13/13	1/0	2/0	1/0	1/0
14 MEN AT WORK	38/11	28/9	25/13	15/7	8/2
15 FRANKIE MILLER	102/10	98/8	102/27	81/43	60/59

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

Artist	6/11	6/4	5/28	5/21	5/14
1 FRANKIE MILLER	102/81	98/79	102/68	81/36	60/0
2 SHERBS	86/72	84/75	86/72	72/55	74/44
3 QUEEN	145/69	136/63	130/67	128/6	1/0
4 HEART	130/69	123/11	16/4	0/0	0/0
5 CHEAP TRICK	110/62	101/63	101/59	100/5	12/0
6 MOTELS	151/60	149/55	140/74	131/72	120/73
7 MONROES	77/58	67/49	60/38	43/21	34/9
8 AXE	67/58	66/38	56/1	1/0	0/0
9 GREG KIHN BAND	90/51	96/57	114/66	116/70	130/79
10 RAINBOW	136/50	144/51	144/47	142/62	147/66
11 JETHRO TULL	82/50	104/65	120/74	120/74	123/71
13 A FLOCK OF SEAGULLS	63/49	59/37	53/35	39/30	38/22
14 PAUL McCARTNEY	143/48	141/40	141/52	142/51	133/44

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

Artist	6/11	6/4	5/28	5/21	5/14
1 ASIA	166/151	162/154	162/153	162/155	166/159
2 38 SPECIAL	160/139	154/133	155/111	144/25	23/3
3 JOHN COUGAR	160/122	157/119	151/104	148/91	139/71
4 VAN HALEN	150/121	146/127	143/117	144/113	147/116
5 KANSAS	159/113	149/33	29/2	0/0	0/0
6 TOTO	127/105	123/102	122/97	135/101	140/89
7 PAUL McCARTNEY	143/95	141/100	141/86	142/81	133/64
8 MOTELS	151/91	149/85	140/63	131/49	120/36
9 SCORPIONS	133/88	134/90	140/98	135/98	140/98
10 RAINBOW	136/86	144/93	144/87	142/80	147/78
11 QUEEN	145/73	136/67	130/50	128/0	1/0
12 HUMAN LEAGUE	83/53	97/61	98/63	102/67	114/66
13 HEART	130/47	123/5	16/0	0/0	0/0
14 ALDO NOVA	90/45	100/60	111/75	129/93	143/108
15 CHEAP TRICK	110/43	101/23	101/24	100/3	12/0

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.











Country

BREAKERS

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

SYLVIA Nobody (RCA)

On 73% of reporting stations. National Summary: Up 24, Same 26, Down 0, Debuts 23, Adds 25. A Most Added Record. R&R Chart: 50-42.

MARTY ROBBINS

Some Memories Just Won't Die (Columbia)

On 66% of reporting stations. National Summary: Up 50, Same 14, Down 0, Debuts 18, Adds 7. R&R Chart: 48-43.

MEL TILLIS

The One That Got Away (Elektra)

On 61% of reporting stations. National Summary: Up 31, Same 26, Down 0, Debuts 12, Adds 13. R&R Chart: 49-44.

MOST ADDED

- GEORGE STRAIT (40) Fool Hearted Memory (MCA)
MOE BANDY (32) She's Not Really Cheatin'... (Columbia)
EARL THOMAS CONLEY (30) Heavenly Bodies (RCA)
EDDY RAVEN (29) She's Playing Hard To Forget (Elektra)
R. MILLER & W. NELSON (28) Old Friends (Columbia)
SYLVIA (25) Nobody (RCA)
ROSANNE CASH (21) Ain't No Money (Columbia)

HOTTEST

- CONWAY TWITTY (65) Slow Hand (Elektra)
RONNIE MILSAP (49) Any Day Now (RCA)
ALABAMA (46) Take Me Down (RCA)
EDDIE RABBITT (36) I Don't Know Where To Start (Elektra)
DON WILLIAMS (35) Listen To The Radio (MCA)
T.G. SHEPPARD (33) Finally (WB/Curb)
CHARLEY PRIDE (30) I Don't Think She's In Love (RCA)

NEW & ACTIVE

Recent releases are listed in order of their activity. The two numbers following the artist: title/label designation (example: 100 25) indicate how many of our reporters are on the record this week (100) and of those 100 how many added it this week (25). "Moves" are broken down for each record and indicate how many stations moved the song up on their charts, held it the same on to on, add to on, 31-31, etc.) moved it down on their charts, or Added it this week. Indicated one of this week's most added new songs.

ROGER MILLER & WILLIE NELSON "Old Friends" (Columbia) 77/28
National Summary: Up 20, Same 17, Down 0, Debuts 12, Adds 28 including WAJR, WNYR, WCOS-AM-FM, WQIK-FM, WMC-AM, WSM, WMNI, WGEE, KVOO, KVEG, KWJJ, KRAK, KCBQ-AM, KSON-AM-FM, WMAQ 22-17. R&R Chart: Debut 48.

REBA McENTIRE "I'm Not That Lonely Yet" (Mercury/PolyGram) 77/16
National Summary: Up 23, Same 24, Down 0, Debuts 14, Adds 18, KIXZ, WPLO, WBEU, KLVI, WFNC, WQIK-FM, WCII, WOKK, WTQR-FM, WUBE-FM, WMNI, WCUZ-AM-FM, WIRE, KECK, WIL-AM-FM, KEEN. R&R Chart: Debut 49.

DAVID FRIZZELL "I'm Gonna Hire A Wino To Decorate..." (WB/Viva) 74/15
National Summary: Up 27, Same 17, Down 0, Debuts 15, Adds 15, WVVA, WPLO, WBEU, WAMZ-FM, WLWI-FM, WSM, WIRE, KOMA, WHBF, KXRB, WIL-AM-FM, KFH, KVEG, KLAC, KIDN. R&R Chart: Debut 50.

BOBBY BARE "If You Ain't Got Nothin'..." (Columbia) 70/10
National Summary: Up 25, Same 24, Down 0, Debuts 11, Adds 10, WCAW, KX106, WCII, WITL-FM, KEBC-FM, WIL-AM-FM, WTHI-FM, KFH, KUZZ, KIDN, WVAM 45-39, WIXL-FM 25-16, WCMS-FM 47-38, KWMT 40-34, KRWQ-FM 21-15.

BILLY PARKER "The Last Country Song" (Soundwaves) 69/1
National Summary: Up 33, Same 28, Down 0, Debuts 7, Adds 1, WTHI-FM, WY11 44-36, WPLO 34-30, KHEY 34-31, WNOE-AM 28-22, WSAI-AM-FM 36-32, WAXX 35-31, WDGY 36-31, KEBC-FM 14-10, KUZZ 44-37, KSON-AM-FM 40-36, KMPS-AM-FM 19-18.

EARL THOMAS CONLEY "Heavenly Bodies" (RCA) 66/30
National Summary: Up 5, Same 19, Down 0, Debuts 13, Adds 30 including WNYR, WMZQ-FM, WVVA, WAMZ-FM, WQYK-FM, WCMS-FM, WSAI-AM-FM, WCXI, WFMS-FM, WBOS, WIL-AM-FM, KBMY, KVEG, KWJJ, KBBO.

JACK GRAYSON "Tonight I'm Feeling You (All Over Again)" (Joe-Wes) 62/9
National Summary: Up 13, Same 25, Down 0, Debuts 10, Adds 9, WGVM, WCII, WOKK, WCMS-FM, WXCL, KTRP-FM, KWJJ, KIDN, KSON-AM-FM, WBGW-FM 48-44, WIXY 33-29, WNOE-AM 47-41, WHBF 48-40, KVOO 32-26, KGA 39-34.

TOMPALL & GLASER BROTHERS "I Still Love You (After All...)" (Elektra) 56/18
National Summary: Up 5, Same 24, Down 0, Debuts 9, Adds 18, WOKQ, WNYR, KIX106, WY11, KRRV, WNOE-AM, WCMS-FM, KWMT, WKKQ-AM-FM, WFMS-FM, WDAF, WITL-FM, KECK, WXCL, WHBF, WTHI-FM, KKAL, KVEG.

KENDALLS "Cheater's Prayer" (Mercury/PolyGram) 52/12
National Summary: Up 10, Same 22, Down 0, Debuts 8, Adds 12, WVVA, KIXZ, WPLO, WCOS-AM-FM, WSM, KWMT, WITL-FM, WTHI-FM, KFH, KVOO, KTOM, KBBO.

GEORGE STRAIT "Fool Hearted Memory" (MCA) 44/40
National Summary: Up 0, Same 1, Down 0, Debuts 2, Adds 40 including WGNA-FM, WPOC-FM, WMC-AM, WSM, WCMS-FM, WIRK-FM, WSAI-AM-FM, WKKQ-AM-FM, KEBC-FM, KFH, KLZ, KLAC, KCKC, KMPS-AM-FM, KBBO.

MOE BANDY "She's Not Really Cheatin'..." (Columbia) 42/32
National Summary: Up 0, Same 7, Down 0, Debuts 3, Adds 32 including WFOR-AM-FM, KIKK-FM, WSM, WCMS-FM, WSAI-AM-FM, WFMS-FM, WDAF, KEBC-FM, WIL-AM-FM, KFDI-AM-FM, KEED, KMAK, KWJJ, KRAK, KEEN.

ALBERT COLEMAN & ATLANTA POPS "Hooked On Country" (Epic) 42/6
National Summary: Up 15, Same 16, Down 0, Debuts 5, Adds 6, WMPS, KWKH, WAXX, KFDI-AM-FM, KCKC, KGA, WVAM 21-15, WHN 17-14, WNYR 30-20, WVVA 16-11, WLWI-FM 11-9, WIRK-FM 15-9, WMAQ d-22, WHK 36-32, KEBC-FM 22-16.

EDDY RAVEN "She's Playing Hard To Forget" (Elektra) 40/29
National Summary: Up 1, Same 7, Down 0, Debuts 2, Adds 29 including WCAW, WNYR, KIKK-FM, WSIX-FM, WCMS-FM, WIRK-FM, WKKQ-AM-FM, KEBC-FM, WXCL, KFDI-AM-FM, KRST-FM, KKAL, KLZ, KRYS, KMPS-AM-FM.

JIM REEVES & PATSY CLINE "I Fall To Pieces" (MCA) 40/4
National Summary: Up 13, Same 20, Down 0, Debuts 3, Adds 4, KIXZ, WESC-AM-FM, WWOD, WTSO, WIXL-FM 42-34, KIX106 38-30, WMZQ-FM 27-22, WMC-AM 26-22, WMPS 21-18, KKYX 48-44, WKMF 48-40, WKKQ-AM-FM 46-41.

SIGNIFICANT ACTION

MAC DAVIS "Rodeo Clown" (Casablanca/PolyGram) 36/6
National Summary: Up 6, Same 16, Down 0, Debuts 8, Adds 6, WMZQ-FM, KIXZ, WQIK-FM, KWKH, KEED, KRAK, KKYX 36-33, KVOO 39-32, KFH 49-42, KKAL 44-41.

STEPHANIE WINSLOW "Slippin' & Slidin'" (Primer) 31/2
National Summary: Up 16, Same 11, Down 0, Debuts 2, Adds 2, WWOD, KWJJ, WVAM 22-18, WPLO 31-24, KWKH 14-11, KVOO 21-18, KFH 43-40, KUUY 16-14, KTOM 17-16, KGA 28-25.

CHARLIE ROSS "The High Cost Of Lovin'" (Townhouse) 29/9
National Summary: Up 4, Same 15, Down 0, Debuts 1, Adds 9, WOKQ, WVVA, WOKK, KWKH, KFGO, WKMF, KUZZ, KRAK, KBBO, WSIX-FM 24-17.

LOUISE MANDRELL & R.C. BANNON "Our Wedding Band" (RCA) 29/3
National Summary: Up 5, Same 21, Down 0, Debuts 0, Adds 3, WIXY, WSEN-AM-FM, KKAL, WGNA-FM 35-31, KYXX 35-33, KWKH on, WTSO 44-40, KFH 41-36, KRAK 46-42, KMPS-AM-FM on.

Radio & Records NATIONAL AIRPLAY/50

June 11, 1982

Three Two Last Weeks Weeks Week

Table with 3 columns: Rank, Artist, Title. Contains top 50 national airplay records as of June 11, 1982.

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.

- STEVIE NICKS "After The Glitter Fades" (Modern/Atco) 26/8
JIM & JESSI & CHARLIE LOUVIN "North Winds" (Soundwaves) 26/3
CINDY HURT "Talk To Me Loneliness" (Churchill) 25/9
CALAMITY JANE "Walkin' After Midnight" (Columbia) 23/11
DEAN DILLON "Play This Old Working Day Away" (RCA) 22/11
TERRY GREGORY "I'm Takin' A Heart Break" (Handshake/CBS) 21/16
MICHAEL MURPHEY "What's Forever For" (Liberty) 21/14
BRENDA LEE "Keeping Me Warm For You" (MCA) 21/11
BILL NASH "Survivor" (Liberty) 21/2
JOE SUN with SHOTGUN "Fraulein" (Elektra) 19/18
BERTIE HIGGINS "Just Another Day In Paradise" (Kat Family/CBS) 18/7
TOM CARLILE "Hurtin' For Your Love" (Doorknob) 17/1
RONNIE ROGERS "First Time Around" (Lifesong) 16/7
LLOYD DAVID FOSTER "Blue Rendezvous" (MCA) 15/7
RICH LANDERS "Pull My String" (AMI/NSD) 14/5
WAYLON JENNINGS "Women Do Know How To Carry On" (RCA) 13/13
CHARLY McCLAIN "Dancing Your Memory Away" (Epic) 13/13
SUE POWELL "Gonna Love Love Ya (Til The Cows Come Home)" (RCA) 13/12



Regional Adds & Hots

Table with columns: MOST ADDED, EAST, HOTTEST, MIDWEST, HOTTEST, SOUTH, HOTTEST, WEST, HOTTEST. Lists artists and labels for each region.

Table with columns: EAST, MIDWEST, SOUTH, WEST. Lists radio stations and their programming details.

Table with columns: WEST, SOUTH, WEST. Lists radio stations and their programming details.

135 Current Reports
The following stations did not report this week:
WEEP/Pittsburgh
KTTS-AM-FM/Springfield
KOKE-AM-FM/Austin
WSOC-FM/Charlotte
KYGO-FM/Denver
KNIX-FM/Phoenix
KSOP-FM/Salt Lake City

Hottest Tracks:
'Mistakes' DON WILLIAMS (MCA)
WAYLON JENNINGS - Black On Black - (RCA)
MEL TILLIS - It's A Long Way To Daytona - (Elektra)
CONWAY TWITTY - Southern Comfort - (Elektra)
COUNTRY ALBUMS
ALABAMA - Mountain Music - (RCA)
BELLAMY BROTHERS - When We Were Boys
JOHN CONLEE - Busted - (MCA)
CHARLIE DANIELS BAND - Windows - (Epic)
GAIL DAVIES - Givin' Herself Away - (WB)

Most Requested:
CONWAY TWITTY "Slow Hand" (Elektra)
RONNIE MILSAP "Any Day Now" (RCA)
ALABAMA "Take Me Down" (RCA)
JOHN ANDERSON "Would You Catch A..." (WB)
RICKY SKAGGS "I Don't Care" (Epic)
LEE GREENWOOD "Ring On Her Finger..." (MCA)
DAVID FRIZZELL "I'm Gonna Hire A..." (WB/iva)



# Black Radio Regionalized Adds & Hots

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

**EAST**

**WXV/Baltimore**  
Tim Watts  
BILLY OCEAN  
CMB  
BILLY ALWAYS  
SUPERIOR MOVEMENT  
ATLANTIC STARR  
ERIC GALE  
RICK JAMES  
HERBIE HANCOCK  
Hottest:  
MCCARTNEY/WONDER  
STEVE WONDER  
HUMAN LEAGUE  
CHANGE  
CHIC

**WVIN/Baltimore**  
Curtis Anderson  
SOUL SONIC FORCE  
PEECH BOYS  
PLUSH  
RICH LITTLE  
Hottest:  
GAP BAND  
WAS (NOT WAS)  
THIRD WORLD  
HUMAN LEAGUE  
SHARON BROWN

**WILD/Boston**  
Steve Crumblay  
none  
Hottest:  
TEMPTATIONS/JAMES  
RAY PARKER JR.  
PATRICE RUSHEN  
MCCARTNEY/WONDER  
DAZZ BAND

**WSSJ/Camden-Philadelphia**  
Gary Shepherd  
SINNAMON  
SEQUENCE  
SMITH & CLAYTON  
CHARLENE  
NATURES CREATION  
HALL & QATES  
DAYTON  
ISLEY BROS.  
RAY PARKER JR.  
CHI-LITES  
Hottest:  
DAZZ BAND  
GAP BAND  
SOUL SONIC FORCE  
JEFFREY OSBORNE  
KID CREOLE

**WKND/Hartford**  
Eddie Jordan  
none  
Hottest:  
CHERYL LYNN  
BLOODSTONE  
ASHFORD & SIMPSON  
TEMPTATIONS/JAMES  
ONE WAY

**WNHC/New Haven**  
James Jordan  
IMAGINATION  
LINDA TAYLOR  
CMB  
CHI-LITES  
SADANE  
Hottest:  
RAY PARKER JR.  
BLOODSTONE  
MCCARTNEY/WONDER  
RICK JAMES  
JEFFREY OSBORNE

**SOUTH**

**WAOK/Atlanta**  
Larry Tinsley  
ISLEY BROS.  
RICHARD D. FIELDS  
ST. TROPEZ  
O'BRYAN  
DEODATO  
J.P. RODGERS  
Hottest:  
ONE WAY  
DAZZ BAND  
JEFFREY OSBORNE  
ASHFORD & SIMPSON  
BLOODSTONE

**WVVE/Atlanta**  
Scotty Andrews  
ISLEY BROS.  
Hottest:  
RICK JAMES  
ONE WAY  
MCCARTNEY/WONDER  
JEFFREY OSBORNE  
DREAMGIRLS

**KNOW/Austin**  
Selby Edwards  
CANDELA  
WAR  
HALL & QATES  
DAYTON  
IMAGINATION  
Hottest:  
GAP BAND  
ONE WAY  
LAKE-SIDE  
STEVE WONDER  
JUNIOR  
JEFFREY OSBORNE

**WATV/Birmingham**  
Ron January  
J.P. RODGERS  
B.B. KING  
GEORGE DUK  
GENE CHANDLER  
O.C. SMITH  
CANDELA  
Hottest:  
MCCARTNEY/WONDER  
JEFFREY OSBORNE  
DAZZ BAND  
STEVE WONDER

**WENN/Birmingham**  
Gene Wise  
none  
Hottest:  
PATRICE RUSHEN  
GAP BAND  
TIME  
JEFFREY OSBORNE  
ONE WAY

**WQIV/Charlotte**  
Chris Turner  
MIKE & BRENDA  
HOWARD JOHNSON  
CARRIE LUCAS  
ROBERTA FLACK  
JEFFREY OSBORNE  
Hottest:  
ASHFORD & SIMPSON  
Z.Z. HILL  
RITCHIE FAMILY  
DAZZ BAND  
JUNIOR

**WJMI/Jackson**  
Carl Haynes  
SHO-NUFF  
CMB  
ATLANTIC STARR  
RICHARD D. FIELDS  
Hottest:  
ONE WAY  
JEFFREY OSBORNE  
CHIC  
EDWIN BIRDSONG  
SOUL SONIC FORCE

**WJJS/Lynchburg, VA**  
Art Young  
CARRIE LUCAS  
CMB  
HUEY LEWIS & NEWS  
QUINCY JONES  
ATLANTIC STARR  
WAR  
TASTE OF HONEY  
HEATWAVE  
KID CREOLE  
Hottest:  
MCCARTNEY/WONDER  
GAP BAND  
RICK JAMES  
JEFFREY OSBORNE

**WJAX(95X)/Jacksonville**  
Steve Fox  
RANDY CRAWFORD  
QUINCY JONES  
RAY, GOODMAN & BR  
RAY PARKER JR.  
TEMPTATIONS  
DREAMGIRLS  
ZZ HILL  
CHERYL LYNN  
Hottest:  
QUEEN  
RAY PARKER JR.  
MCCARTNEY/WONDER  
SMOKEY ROBINSON  
DAZZ BAND

**WPDQ/Jacksonville**  
Earl James  
CMB  
HEATWAVE  
IMAGINATION  
CHERYL LYNN  
HOWARD JOHNSON  
XAVIER  
COFFEE  
RAMSEY LEWIS  
Hottest:  
JEFFREY OSBORNE  
GAP BAND  
JUNIOR  
ST. TROPEZ  
SOUL SONIC FORCE

**WKOK/Little Rock**  
Ronda Curtis  
CMB  
ISLEY BROS.  
RICHARD D. FIELDS  
PLEASURE  
T-CONNECTION  
RANDY CRAWFORD  
MICHAEL WYCOFF  
ZZ HILL  
Hottest:  
GAP BAND  
LARRY GRAHAM  
RICK JAMES  
ASHFORD & SIMPSON  
JEFFREY OSBORNE

**WLOU/Louisville**  
Neel O'Rea  
DAYTON  
VIDEO  
ISLEY BROS.  
PATRICK BAND  
SALSOL ORCHESTRA  
SHOCK  
RAY PARKER JR.  
ELUSION  
Hottest:  
ONE WAY  
JEFFREY OSBORNE  
CHIC  
EDWIN BIRDSONG  
SOUL SONIC FORCE

**WEST**

**KDKO/Denver**  
Byron Pitts  
RICHARD D. FIELDS  
ATLANTIC STARR  
STEVEN & STERLING  
CON FUNK SHUN  
GENE CHANDLER  
MICHAEL FRANKS  
RONNIE DYSON  
Hottest:  
GAP BAND  
TEMPTATIONS/JAMES  
DAZZ BAND  
ADC BAND  
O'BRYAN

**KDVA/Los Angeles**  
J.J. Johnson  
LONNIE JORDAN  
RICH LITTLE  
DAYTON  
KID CREOLE  
IMAGINATION  
RONNIE DYSON  
Hottest:  
ONE WAY  
CHIC  
RICK JAMES  
MCCARTNEY/WONDER  
PATRICE RUSHEN  
RICH LITTLE

**KACE/Los Angeles**  
Alonzo Miller  
HEATWAVE  
BILLY GRIFFIN  
RANDY CRAWFORD  
LARRY GRAHAM  
CHIC  
KLIGUE  
SALSOL ORCHESTRA  
MILES DAVIS  
STEEL PULSE  
Hottest:  
ONE WAY  
PATRICE RUSHEN  
STEVE WONDER  
CMB  
RICK JAMES

**KDIA/Oakland**  
Jeff Harrison  
MURPHY'S  
LIPPS, INC.  
RICH LITTLE  
D TRAIN  
ISLEY BROS.  
SKOY  
ST. TROPEZ  
RICHARD PRYOR  
Hottest:  
CMB  
O'BRYAN  
GAP BAND  
GAP BAND  
ONE WAY

**MIDWEST**

**WJPC/Chicago**  
Jerry Boulding  
LAKE-SIDE  
RITCHIE FAMILY  
PEECH BOYS  
DRAMATICS  
ROBERTA FLACK  
SALSOL ORCHESTRA  
Hottest:  
DAZZ BAND  
ROBERTA FLACK  
MCCARTNEY/WONDER  
PATRICE RUSHEN  
CHERI

**WQIC/Chicago**  
Pam Wells  
DINN & BRUCE  
HUMAN LEAGUE  
VIDEO  
CHI-LITES  
RAY PARKER JR.  
MAGNUM FORCE  
Hottest:  
RICK JAMES  
GAP BAND  
JEFFREY OSBORNE  
HIGH INERGY  
MCCARTNEY/WONDER

**WBMX/Chicago**  
Lee Michaels  
D TRAIN  
DAYTON  
CARRIE LUCAS  
IMAGINATION  
CHERYL LYNN  
ODYSSEY  
BAR-KAYS  
ONE WAY  
CHI-LITES  
JOE SIDON  
Hottest:  
GAP BAND  
GENE CHANDLER  
RICK JAMES  
JEFFREY OSBORNE  
JUNIOR

**WBLZ/Cincinnati**  
Harry Lytle  
none  
Hottest:  
DAZZ BAND  
RAY PARKER JR.  
GAP BAND  
GAP BAND  
MCCARTNEY/WONDER

**WJAO/Dayton**  
Lankford Stephens  
CMB  
ATLANTIC STARR  
MICHAEL WYCOFF  
SMITH & CLAYTON  
DREAMGIRLS  
DAYTON  
Hottest:  
BLOODSTONE  
ONE WAY  
RICK JAMES  
TEMPTATIONS/JAMES  
JEFFREY OSBORNE

**WJLB/Detroit**  
J. Michael McKay  
MIKE & BRENDA  
HOWARD JOHNSON  
CARRIE LUCAS  
ROBERTA FLACK  
JEFFREY OSBORNE  
Hottest:  
ASHFORD & SIMPSON  
ZZ HILL  
RITCHIE FAMILY  
DAZZ BAND  
JUNIOR

**WLTH/Gary**  
Dana Huskisson  
ATLANTIC STARR  
CMB  
DREAMGIRLS  
BOBBY CALDWELL  
REDDINGS  
KID CREOLE  
Hottest:  
STEVE WONDER  
RICK JAMES  
ONE WAY  
GAP BAND  
JEFFREY OSBORNE

**WKWM/Grand Rapids**  
Frank Grant  
RAY PARKER JR.  
ATLANTIC STARR  
CON FUNK SHUN  
JERRY BUTLER  
CARRIE LUCAS  
ADC BAND  
DAYTON  
Hottest:  
BLOODSTONE  
DAZZ BAND  
RAY PARKER JR.  
DENIECE WILLIAMS  
REDDINGS

**JAZZ RADIO**  
**NATIONAL AIRPLAY/30**

**June 11, 1982**

Last Week

- 1 **1** PAT METHENY GROUP/Offramp (ECM/WB)
- 2 **2** JEFF LORBER/It's A Fact (Arista)
- 3 **3** RAMSEY LEWIS/Live At The Savoy (Columbia)
- 4 **4** DAN SIEGEL/Dan Siegel (Elektra)
- 5 **5** PATRICE RUSHEN/Straight From The Heart (Elektra)
- 7 **6** MAYNARD FERGUSON/Hollywood (Columbia)
- 12 **7** LEE RITENOUR/Rio (Musician/Elektra)
- 8 **8** BEN SIDRAN/Old Songs... (Antilles/Island)
- 6 **9** FATHERS & SONS/Fathers & Sons (Columbia)
- 10 **10** MILES DAVIS/We Want Miles (Columbia)
- 11 **11** FREDDIE HUBBARD/Ride Like The Wind (Musician/Elektra)
- 17 **12** PHIL UPCHURCH/Free & Easy (JAM)
- 13 **13** JEAN LUC-PONTY/Mystical Adventure (Atlantic)
- 14 **14** WEATHER REPORT/Weather Report (ARC/Columbia)
- 15 **15** SONNY ROLLINS/No Problem (Milestone/Fantasy)
- 9 **16** HEATH BROTHERS/Brotherly Love (Antilles/Island)
- 26 **17** HERB ALPERT/Fandango (A&M)
- 30 **18** SARAH VAUGHAN/Gershwin Live! (CBS)
- 19 **19** GROVER WASHINGTON JR./Come Morning (Elektra)
- **20** HERBIE HANCOCK/Lite Me Up (Columbia)
- 21 **21** CHARLES EARLAND/Earland's Jam (Columbia)
- 22 **22** ERNIE WATTS/Chariots Of Fire (Qwest/WB)
- 23 **23** MICHAEL FRANKS/Objects Of Desire (WB)
- 24 **24** FUSE ONE/Silk (CTI)
- 16 **25** JUDY ROBERTS/Nights In Brazil (Inner City)
- 18 **26** TANIA MARIA/Taurus (Concord)
- **27** CAPP/PIERCE ORCHESTRA/Juggernaut Strikes... (Concord)
- 28 **28** AL DI MEOLA/Electric Rendezvous (Columbia)
- 29 **29** ERIC GALE/Blue Horizon (Musician/Elektra)
- 27 **30** AL JARREAU/Breakin' Away (WB)

**New Entry** →

**JAZZ REPORTING STATIONS:** WYBC/New Haven, CT, Art Russell; WYRS/Stamford, CT, Rick Petrone; KSAX/Dallas-Ft. Worth, TX, Bob Stewart; WDBS/Durham, NC, Rob Gringle; WBBY/Columbus, OH, Tim Hodges; WJZZ/Detroit, MI, John Hill; KTVN/Minneapolis, MN, Tom Pelissero; WXXM/Chicago, IL, Jim Walsh; KJAZ/San Francisco, CA, Dick Conte; KJZZ/Denver, CO, Ira Gordon; KJZZ/Seattle, WA, Jeff Hanley.

(J) Black reporters also contributing to Jazz chart.













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-12Midnight, total persons 12 plus shares as published by Arbitron.

★ DENOTES FIRST WEEK IN PARALLELS.

212 REPORTS 206 LAST WEEK

JOHN DOE "Hit Song" (Anylabel) LP: Hit Song. Regional 100/25 44% National Summary Up 51 Debuts 20 Same 4 Down 0 Adds 25

EXAMPLE 100/25 - 100 CHR reporting stations on it this week including 25 new adds. 44% - Percentage of this weeks reporters playing it. Regional Reach - Percentage of reporters playing the song within each region. National Summary Up 31 - Number of stations moving it up on the charts. Debuts 20 - Number of stations debuting the song this week. Same 24 - Number of stations reporting no movement this week. Down 0 - Number of stations moving it down on their charts. Adds 25 - Total number of stations adding it this week.

AIR SUPPLY Even The Nights... (Arista) LP: Now And Forever. Regional 131/59 62% National Summary UP 14 DEBUTS 39 SAME 19 DOWN 0 ADDS 59

Regional Reach: E 524, S 764, M 311, W 701. National Summary: UP 93, DEBUTS 21, SAME 14, DOWN 0, ADDS 7.

ALABAMA Take Me Down (RCA) LP: Mountain Music. Regional 135/7 64% National Summary UP 31 DEBUTS 14 SAME 14 DOWN 0 ADDS 7

Regional Reach: E 524, S 764, M 311, W 701. National Summary: UP 31, DEBUTS 14, SAME 14, DOWN 0, ADDS 7.

Regional Reach: E 548, S 644, M 311, W 589. National Summary: UP 50, DEBUTS 6, SAME 31, DOWN 0, ADDS 15.

Regional Reach: E 331, S 644, M 311, W 589. National Summary: UP 50, DEBUTS 6, SAME 31, DOWN 0, ADDS 15.

Regional Reach: E 568, S 644, M 311, W 589. National Summary: UP 100, DEBUTS 11, SAME 22, DOWN 22, ADDS 0.

Regional Reach: E 568, S 644, M 311, W 589. National Summary: UP 64, DEBUTS 2, SAME 23, DOWN 16, ADDS 4.

Regional Reach: E 568, S 644, M 311, W 589. National Summary: UP 148, DEBUTS 2, SAME 18, DOWN 4, ADDS 4.

Regional Reach: E 524, S 764, M 311, W 701. National Summary: UP 45, DEBUTS 19, SAME 32, DOWN 0, ADDS 11.

Regional Reach: E 524, S 764, M 311, W 701. National Summary: UP 93, DEBUTS 21, SAME 14, DOWN 0, ADDS 7.

Regional Reach: E 548, S 644, M 311, W 589. National Summary: UP 50, DEBUTS 6, SAME 31, DOWN 0, ADDS 15.

Regional Reach: E 548, S 644, M 311, W 589. National Summary: UP 50, DEBUTS 6, SAME 31, DOWN 0, ADDS 15.

Regional Reach: E 548, S 644, M 311, W 589. National Summary: UP 50, DEBUTS 6, SAME 31, DOWN 0, ADDS 15.

Regional Reach: E 548, S 644, M 311, W 589. National Summary: UP 50, DEBUTS 6, SAME 31, DOWN 0, ADDS 15.

Regional Reach: E 548, S 644, M 311, W 589. National Summary: UP 50, DEBUTS 6, SAME 31, DOWN 0, ADDS 15.

Regional Reach: E 548, S 644, M 311, W 589. National Summary: UP 50, DEBUTS 6, SAME 31, DOWN 0, ADDS 15.

Regional Reach: E 548, S 644, M 311, W 589. National Summary: UP 50, DEBUTS 6, SAME 31, DOWN 0, ADDS 15.

Regional Reach: E 548, S 644, M 311, W 589. National Summary: UP 50, DEBUTS 6, SAME 31, DOWN 0, ADDS 15.

Regional Reach: E 548, S 644, M 311, W 589. National Summary: UP 50, DEBUTS 6, SAME 31, DOWN 0, ADDS 15.

Regional Reach: E 548, S 644, M 311, W 589. National Summary: UP 50, DEBUTS 6, SAME 31, DOWN 0, ADDS 15.

Regional Reach: E 548, S 644, M 311, W 589. National Summary: UP 50, DEBUTS 6, SAME 31, DOWN 0, ADDS 15.

Regional Reach: E 548, S 644, M 311, W 589. National Summary: UP 50, DEBUTS 6, SAME 31, DOWN 0, ADDS 15.

Regional Reach: E 548, S 644, M 311, W 589. National Summary: UP 50, DEBUTS 6, SAME 31, DOWN 0, ADDS 15.

Regional Reach: E 548, S 644, M 311, W 589. National Summary: UP 50, DEBUTS 6, SAME 31, DOWN 0, ADDS 15.

Regional Reach: E 548, S 644, M 311, W 589. National Summary: UP 50, DEBUTS 6, SAME 31, DOWN 0, ADDS 15.

Regional Reach: E 548, S 644, M 311, W 589. National Summary: UP 50, DEBUTS 6, SAME 31, DOWN 0, ADDS 15.

Regional Reach: E 548, S 644, M 311, W 589. National Summary: UP 50, DEBUTS 6, SAME 31, DOWN 0, ADDS 15.

Regional Reach: E 548, S 644, M 311, W 589. National Summary: UP 50, DEBUTS 6, SAME 31, DOWN 0, ADDS 15.

Regional Reach: E 548, S 644, M 311, W 589. National Summary: UP 50, DEBUTS 6, SAME 31, DOWN 0, ADDS 15.

Regional Reach: E 548, S 644, M 311, W 589. National Summary: UP 50, DEBUTS 6, SAME 31, DOWN 0, ADDS 15.

Regional Reach: E 548, S 644, M 311, W 589. National Summary: UP 50, DEBUTS 6, SAME 31, DOWN 0, ADDS 15.

Regional Reach: E 548, S 644, M 311, W 589. National Summary: UP 50, DEBUTS 6, SAME 31, DOWN 0, ADDS 15.

Regional Reach: E 548, S 644, M 311, W 589. National Summary: UP 50, DEBUTS 6, SAME 31, DOWN 0, ADDS 15.

Regional Reach: E 548, S 644, M 311, W 589. National Summary: UP 50, DEBUTS 6, SAME 31, DOWN 0, ADDS 15.

Regional Reach: E 548, S 644, M 311, W 589. National Summary: UP 50, DEBUTS 6, SAME 31, DOWN 0, ADDS 15.

Regional Reach: E 548, S 644, M 311, W 589. National Summary: UP 50, DEBUTS 6, SAME 31, DOWN 0, ADDS 15.

Regional Reach: E 548, S 644, M 311, W 589. National Summary: UP 50, DEBUTS 6, SAME 31, DOWN 0, ADDS 15.

Regional Reach: E 548, S 644, M 311, W 589. National Summary: UP 50, DEBUTS 6, SAME 31, DOWN 0, ADDS 15.

Regional Reach: E 548, S 644, M 311, W 589. National Summary: UP 50, DEBUTS 6, SAME 31, DOWN 0, ADDS 15.

Regional Reach: E 548, S 644, M 311, W 589. National Summary: UP 50, DEBUTS 6, SAME 31, DOWN 0, ADDS 15.

Regional Reach: E 548, S 644, M 311, W 589. National Summary: UP 50, DEBUTS 6, SAME 31, DOWN 0, ADDS 15.

Regional Reach: E 548, S 644, M 311, W 589. National Summary: UP 50, DEBUTS 6, SAME 31, DOWN 0, ADDS 15.

Regional Reach: E 548, S 644, M 311, W 589. National Summary: UP 50, DEBUTS 6, SAME 31, DOWN 0, ADDS 15.

Regional Reach: E 548, S 644, M 311, W 589. National Summary: UP 50, DEBUTS 6, SAME 31, DOWN 0, ADDS 15.

Regional Reach: E 548, S 644, M 311, W 589. National Summary: UP 50, DEBUTS 6, SAME 31, DOWN 0, ADDS 15.

Regional Reach: E 548, S 644, M 311, W 589. National Summary: UP 50, DEBUTS 6, SAME 31, DOWN 0, ADDS 15.

Regional Reach: E 548, S 644, M 311, W 589. National Summary: UP 50, DEBUTS 6, SAME 31, DOWN 0, ADDS 15.

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Regional Reach: E 548, S 644, M 311, W 589. National Summary: UP 50, DEBUTS 6, SAME 31, DOWN 0, ADDS 15.

Regional Reach: E 548, S 644, M 311, W 589. National Summary: UP 50, DEBUTS 6, SAME 31, DOWN 0, ADDS 15.

Regional Reach: E 548, S 644, M 311, W 589. National Summary: UP 50, DEBUTS 6, SAME 31, DOWN 0, ADDS 15.

Regional Reach: E 548, S 644, M 311, W 589. National Summary: UP 50, DEBUTS 6, SAME 31, DOWN 0, ADDS 15.

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Regional Reach: E 548, S 644, M 311, W 589. National Summary: UP 50, DEBUTS 6, SAME 31, DOWN 0, ADDS 15.

Regional Reach: E 548, S 644, M 311, W 589. National Summary: UP 50, DEBUTS 6, SAME 31, DOWN 0, ADDS 15.

Regional Reach: E 548, S 644, M 311, W 589. National Summary: UP 50, DEBUTS 6, SAME 31, DOWN 0, ADDS 15.

**GENESIS**  
*Paperlate (Atlantic)*  
LP: 3 Sides Live

Regional Reach: 55/10 26%  
E 294  
S 248  
M 244  
W 148

**N & A**

**P1** WYCR on WKRP on KIOA 4-37  
WEE on

**P3** WYCR on WKRP on KIOA 4-37  
WEE on

**EAST** WYCR on WKRP on KIOA 4-37  
WEE on

**SOUTH** WYCR on WKRP on KIOA 4-37  
WEE on

**MIDWEST** WYCR on WKRP on KIOA 4-37  
WEE on

**WEST** WYCR on WKRP on KIOA 4-37  
WEE on

**JON & VANGELIS**  
*I'll Find My... (Polydor/PG)*  
LP: Friends Of Mr. Cairo

Regional Reach: 56/7 26%  
E 294  
S 258  
M 244  
W 338

**N & A**

**P1** WYCR on WKRP on KIOA 4-37  
WEE on

**P3** WYCR on WKRP on KIOA 4-37  
WEE on

**EAST** WYCR on WKRP on KIOA 4-37  
WEE on

**SOUTH** WYCR on WKRP on KIOA 4-37  
WEE on

**MIDWEST** WYCR on WKRP on KIOA 4-37  
WEE on

**WEST** WYCR on WKRP on KIOA 4-37  
WEE on

**GREG KINN BAND**  
*Happy Man (Beserkley/E-A)*  
LP: Kihntinued

Regional Reach: 64/7 30%  
E 274  
S 248  
M 244  
W 511

**N & A**

**P1** WYCR on WKRP on KIOA 4-37  
WEE on

**P3** WYCR on WKRP on KIOA 4-37  
WEE on

**EAST** WYCR on WKRP on KIOA 4-37  
WEE on

**SOUTH** WYCR on WKRP on KIOA 4-37  
WEE on

**MIDWEST** WYCR on WKRP on KIOA 4-37  
WEE on

**WEST** WYCR on WKRP on KIOA 4-37  
WEE on

**MELISSA MANCHESTER**  
*You Should Hear... (Arista)*  
LP: Hey Ricky

Regional Reach: 63/13 30%  
E 194  
S 318  
M 244  
W 378

**N & A**

**P1** WYCR on WKRP on KIOA 4-37  
WEE on

**P3** WYCR on WKRP on KIOA 4-37  
WEE on

**EAST** WYCR on WKRP on KIOA 4-37  
WEE on

**SOUTH** WYCR on WKRP on KIOA 4-37  
WEE on

**MIDWEST** WYCR on WKRP on KIOA 4-37  
WEE on

**WEST** WYCR on WKRP on KIOA 4-37  
WEE on

**RONNIE MILSAP**  
*Any Day Now (RCA)*

Regional Reach: 149/4 70%  
E 678  
S 738  
M 714  
W 811

**N & A**

**P1** WYCR on WKRP on KIOA 4-37  
WEE on

**P3** WYCR on WKRP on KIOA 4-37  
WEE on

**EAST** WYCR on WKRP on KIOA 4-37  
WEE on

**SOUTH** WYCR on WKRP on KIOA 4-37  
WEE on

**MIDWEST** WYCR on WKRP on KIOA 4-37  
WEE on

**WEST** WYCR on WKRP on KIOA 4-37  
WEE on

**HUMAN LEAGUE**  
*Don't You Want Me (A&M)*  
LP: Dare

Regional Reach: 170/0 80%  
E 778  
S 818  
M 864  
W 864

**N & A**

**P1** WYCR on WKRP on KIOA 4-37  
WEE on

**P3** WYCR on WKRP on KIOA 4-37  
WEE on

**EAST** WYCR on WKRP on KIOA 4-37  
WEE on

**SOUTH** WYCR on WKRP on KIOA 4-37  
WEE on

**MIDWEST** WYCR on WKRP on KIOA 4-37  
WEE on

**WEST** WYCR on WKRP on KIOA 4-37  
WEE on

**HAIRCUT 100**  
*Love Plus One (Arista)*  
LP: Pelican West

Regional Reach: 59/6 28%  
E 384  
S 224  
M 134  
W 444

**N & A**

**P1** WYCR on WKRP on KIOA 4-37  
WEE on

**P3** WYCR on WKRP on KIOA 4-37  
WEE on

**EAST** WYCR on WKRP on KIOA 4-37  
WEE on

**SOUTH** WYCR on WKRP on KIOA 4-37  
WEE on

**MIDWEST** WYCR on WKRP on KIOA 4-37  
WEE on

**WEST** WYCR on WKRP on KIOA 4-37  
WEE on

**JOURNEY**  
*Still They Ride (Columbia)*  
LP: Escape

Regional Reach: 141/18 67%  
E 634  
S 674  
M 564  
W 654

**N & A**

**P1** WYCR on WKRP on KIOA 4-37  
WEE on

**P3** WYCR on WKRP on KIOA 4-37  
WEE on

**EAST** WYCR on WKRP on KIOA 4-37  
WEE on

**SOUTH** WYCR on WKRP on KIOA 4-37  
WEE on

**MIDWEST** WYCR on WKRP on KIOA 4-37  
WEE on

**WEST** WYCR on WKRP on KIOA 4-37  
WEE on

**HUEY LEWIS & THE NEWS**  
*Hope You Love... (Chrysalis)*  
LP: Picture This

Regional Reach: 150/8 71%  
E 734  
S 774  
M 664  
W 744

**N & A**

**P1** WYCR on WKRP on KIOA 4-37  
WEE on

**P3** WYCR on WKRP on KIOA 4-37  
WEE on

**EAST** WYCR on WKRP on KIOA 4-37  
WEE on

**SOUTH** WYCR on WKRP on KIOA 4-37  
WEE on

**MIDWEST** WYCR on WKRP on KIOA 4-37  
WEE on

**WEST** WYCR on WKRP on KIOA 4-37  
WEE on

**P. MCCARTNEY/S. WONDER**  
*Ebony And Ivory (Columbia)*  
LP: Tug Of War

Regional Reach: 199/0 94%  
E 964  
S 924  
M 914  
W 984

**N & A**

**P1** WYCR on WKRP on KIOA 4-37  
WEE on

**P3** WYCR on WKRP on KIOA 4-37  
WEE on

**EAST** WYCR on WKRP on KIOA 4-37  
WEE on

**SOUTH** WYCR on WKRP on KIOA 4-37  
WEE on

**MIDWEST** WYCR on WKRP on KIOA 4-37  
WEE on

**WEST** WYCR on WKRP on KIOA 4-37  
WEE on

**MOTELS**  
*Only The Lonely (Capitol)*  
LP: All Four One

Regional Reach: 168/4 79%  
E 814  
S 854  
M 744  
W 834

**N & A**

**P1** WYCR on WKRP on KIOA 4-37  
WEE on

**P3** WYCR on WKRP on KIOA 4-37  
WEE on

**EAST** WYCR on WKRP on KIOA 4-37  
WEE on

**SOUTH** WYCR on WKRP on KIOA 4-37  
WEE on

**MIDWEST** WYCR on WKRP on KIOA 4-37  
WEE on

**WEST** WYCR on WKRP on KIOA 4-37  
WEE on

**D. HALL & J. OATES**  
*Your Imagination (RCA)*  
LP: Private Eyes

Regional Reach: 64/58 30%  
E 374  
S 334  
M 184  
W 374

**N & A**

**P1** WYCR on WKRP on KIOA 4-37  
WEE on

**P3** WYCR on WKRP on KIOA 4-37  
WEE on

**EAST** WYCR on WKRP on KIOA 4-37  
WEE on

**SOUTH** WYCR on WKRP on KIOA 4-37  
WEE on

**MIDWEST** WYCR on WKRP on KIOA 4-37  
WEE on

**WEST** WYCR on WKRP on KIOA 4-37  
WEE on

**JOAN JETT...**  
*Crimson & Clover (Boardwalk)*  
LP: I Love Rock 'N Roll

Regional Reach: 155/0 73%  
E 814  
S 854  
M 744  
W 834

**N & A**

**P1** WYCR on WKRP on KIOA 4-37  
WEE on

**P3** WYCR on WKRP on KIOA 4-37  
WEE on

**EAST** WYCR on WKRP on KIOA 4-37  
WEE on

**SOUTH** WYCR on WKRP on KIOA 4-37  
WEE on

**MIDWEST** WYCR on WKRP on KIOA 4-37  
WEE on

**WEST** WYCR on WKRP on KIOA 4-37  
WEE on

**KANSAS**  
*Play Vinyl... (Kishner/CBS)*  
LP: Vinyl Confessions

Regional Reach: 162/4 76%  
E 824  
S 864  
M 754  
W 844

**N & A**

**P1** WYCR on WKRP on KIOA 4-37  
WEE on

**P3** WYCR on WKRP on KIOA 4-37  
WEE on

**EAST** WYCR on WKRP on KIOA 4-37  
WEE on

**SOUTH** WYCR on WKRP on KIOA 4-37  
WEE on

**MIDWEST** WYCR on WKRP on KIOA 4-37  
WEE on

**WEST** WYCR on WKRP on KIOA 4-37  
WEE on

**LOVERBOY**  
*When It's Over (Columbia)*  
LP: Get Lucky

Regional Reach: 140/1 66%  
E 674  
S 714  
M 604  
W 694

**N & A**

**P1** WYCR on WKRP on KIOA 4-37  
WEE on

**P3** WYCR on WKRP on KIOA 4-37  
WEE on

**EAST** WYCR on WKRP on KIOA 4-37  
WEE on

**SOUTH** WYCR on WKRP on KIOA 4-37  
WEE on

**MIDWEST** WYCR on WKRP on KIOA 4-37  
WEE on

**WEST** WYCR on WKRP on KIOA 4-37  
WEE on

**STEVE MILLER BAND**  
*Abacadabra (Capitol)*  
LP: Abacadabra

Regional Reach: 149/25 70%  
E 794  
S 834  
M 724  
W 814

**N & A**

**P1** WYCR on WKRP on KIOA 4-37  
WEE on

**P3** WYCR on WKRP on KIOA 4-37  
WEE on

**EAST** WYCR on WKRP on KIOA 4-37  
WEE on

**SOUTH** WYCR on WKRP on KIOA 4-37  
WEE on

**MIDWEST** WYCR on WKRP on KIOA 4-37  
WEE on

**WEST** WYCR on WKRP on KIOA 4-37  
WEE on

**HEART**  
*This Man Is Mine (Epic)*  
LP: Private Audition

Regional Reach: 145/7 68%  
E 794  
S 834  
M 724  
W 814

**N & A**

**P1** WYCR on WKRP on KIOA 4-37  
WEE on

**P3** WYCR on WKRP on KIOA 4-37  
WEE on

**EAST** WYCR on WKRP on KIOA 4-37  
WEE on

**SOUTH** WYCR on WKRP on KIOA 4-37  
WEE on

**MIDWEST** WYCR on WKRP on KIOA 4-37  
WEE on

**WEST** WYCR on WKRP on KIOA 4-37  
WEE on

**WILLIE NELSON**  
*Always On My Mind (Col.)*  
LP: Always On My Mind

Regional Reach: 139/3 66%  
E 794  
S 834  
M 724  
W 814

**N & A**

**P1** WYCR on WKRP on KIOA 4-37  
WEE on

**P3** WYCR on WKRP on KIOA 4-37  
WEE on

**EAST** WYCR on WKRP on KIOA 4-37  
WEE on

**SOUTH** WYCR on WKRP on KIOA 4-37  
WEE on

**MIDWEST** WYCR on WKRP on KIOA 4-37  
WEE on

**WEST** WYCR on WKRP on KIOA 4-37  
WEE on

**Continued On Next Column**

**Continued On Next Column**

**Continued On Next Column**

**Continued On Next Column**

**Continued On Next Column**

**Continued On Next Column**

Willie Nelson continued)
940 13-16
1010 19-16
195 5-9
0105 9-9

LESLIE PEARL
If The Love Fits... (RCA)
LP: Words & Music
Regional Reach: 53/12 25%
National Summary: UP 10

Rainbow
Stone Cold (Mercury/PG)
LP: Straight Through The Eyes
Regional Reach: 55/0 28%
National Summary: UP 24

Patricie Rushen continued)
WCAUPM 12-10
WGPC 6-17
CGM 26-21

REO SPEEDWAGON
Keep The Fire Burning (Epic)
LP: Good Trouble
Regional Reach: 146/52 69%
National Summary: UP 5

SOFT CELL
Tainted Love (Sire/WB)
LP: Non-Stop Erotic Cabaret
Regional Reach: 150/5 71%
National Summary: UP 10

QUARTERFLASH
Right Kind Of Love (Geffen)
LP: Quarterflash
Regional Reach: 79/20 37%
National Summary: UP 21

Queen
Body Language (Elektra)
LP: Hot Space
Regional Reach: 126/1 59%
National Summary: UP 8

STEVIE NICKS
After The... (Modern/Atco)
LP: Bella Donna
Regional Reach: 134/3 63%
National Summary: UP 9

Rolling Stones
Going To... (Rolling Stone/Atco)
LP: Still Life
Regional Reach: 95/40 45%
National Summary: UP 13

Patricie Rushen
Forget Me Nots (Elektra)
LP: Straight From The Heart
Regional Reach: 93/12 44%
National Summary: UP 48

JUICE NEWTON
Love's Been A... (Capitol)
LP: Quiet Lies
Regional Reach: 187/4 88%
National Summary: UP 16

38 SPECIAL
Caught Up In You
LP: Special Forces
Regional Reach: 169/6 80%
National Summary: UP 13

Toto
Rosanna (Columbia)
LP: Toto IV
Regional Reach: 211/2 100%
National Summary: UP 133

Stevie Wonder
Dee I Do (Tama/Motown)
LP: Original Musiquarium I
Regional Reach: 78/13 38%
National Summary: UP 39

Van Halen
Dancing In The Streets (WB)
LP: Diver Down
Regional Reach: 112/6 53%
National Summary: UP 66

Demetrius Williams
It's Gonna... (ARC/Columbia)
LP: Niecy
Regional Reach: 67/2 32%
National Summary: UP 40

Survivor
Eye Of... (Scotti Bros./CBS)
LP: Eye Of The Tiger
Regional Reach: 99/27 47%
National Summary: UP 20

Van Halen
Dancing In The Streets (WB)
LP: Diver Down
Regional Reach: 112/6 53%
National Summary: UP 66

Demetrius Williams
It's Gonna... (ARC/Columbia)
LP: Niecy
Regional Reach: 67/2 32%
National Summary: UP 40

Survivor
Eye Of... (Scotti Bros./CBS)
LP: Eye Of The Tiger
Regional Reach: 99/27 47%
National Summary: UP 20

Van Halen
Dancing In The Streets (WB)
LP: Diver Down
Regional Reach: 112/6 53%
National Summary: UP 66

REO SPEEDWAGON
Keep The Fire Burning (Epic)
LP: Good Trouble
Regional Reach: 146/52 69%
National Summary: UP 5

SOFT CELL
Tainted Love (Sire/WB)
LP: Non-Stop Erotic Cabaret
Regional Reach: 150/5 71%
National Summary: UP 10

QUARTERFLASH
Right Kind Of Love (Geffen)
LP: Quarterflash
Regional Reach: 79/20 37%
National Summary: UP 21

Queen
Body Language (Elektra)
LP: Hot Space
Regional Reach: 126/1 59%
National Summary: UP 8

STEVIE NICKS
After The... (Modern/Atco)
LP: Bella Donna
Regional Reach: 134/3 63%
National Summary: UP 9

Rolling Stones
Going To... (Rolling Stone/Atco)
LP: Still Life
Regional Reach: 95/40 45%
National Summary: UP 13

Patricie Rushen
Forget Me Nots (Elektra)
LP: Straight From The Heart
Regional Reach: 93/12 44%
National Summary: UP 48

JUICE NEWTON
Love's Been A... (Capitol)
LP: Quiet Lies
Regional Reach: 187/4 88%
National Summary: UP 16

38 SPECIAL
Caught Up In You
LP: Special Forces
Regional Reach: 169/6 80%
National Summary: UP 13

Toto
Rosanna (Columbia)
LP: Toto IV
Regional Reach: 211/2 100%
National Summary: UP 133

Stevie Wonder
Dee I Do (Tama/Motown)
LP: Original Musiquarium I
Regional Reach: 78/13 38%
National Summary: UP 39

Van Halen
Dancing In The Streets (WB)
LP: Diver Down
Regional Reach: 112/6 53%
National Summary: UP 66

Demetrius Williams
It's Gonna... (ARC/Columbia)
LP: Niecy
Regional Reach: 67/2 32%
National Summary: UP 40

Survivor
Eye Of... (Scotti Bros./CBS)
LP: Eye Of The Tiger
Regional Reach: 99/27 47%
National Summary: UP 20

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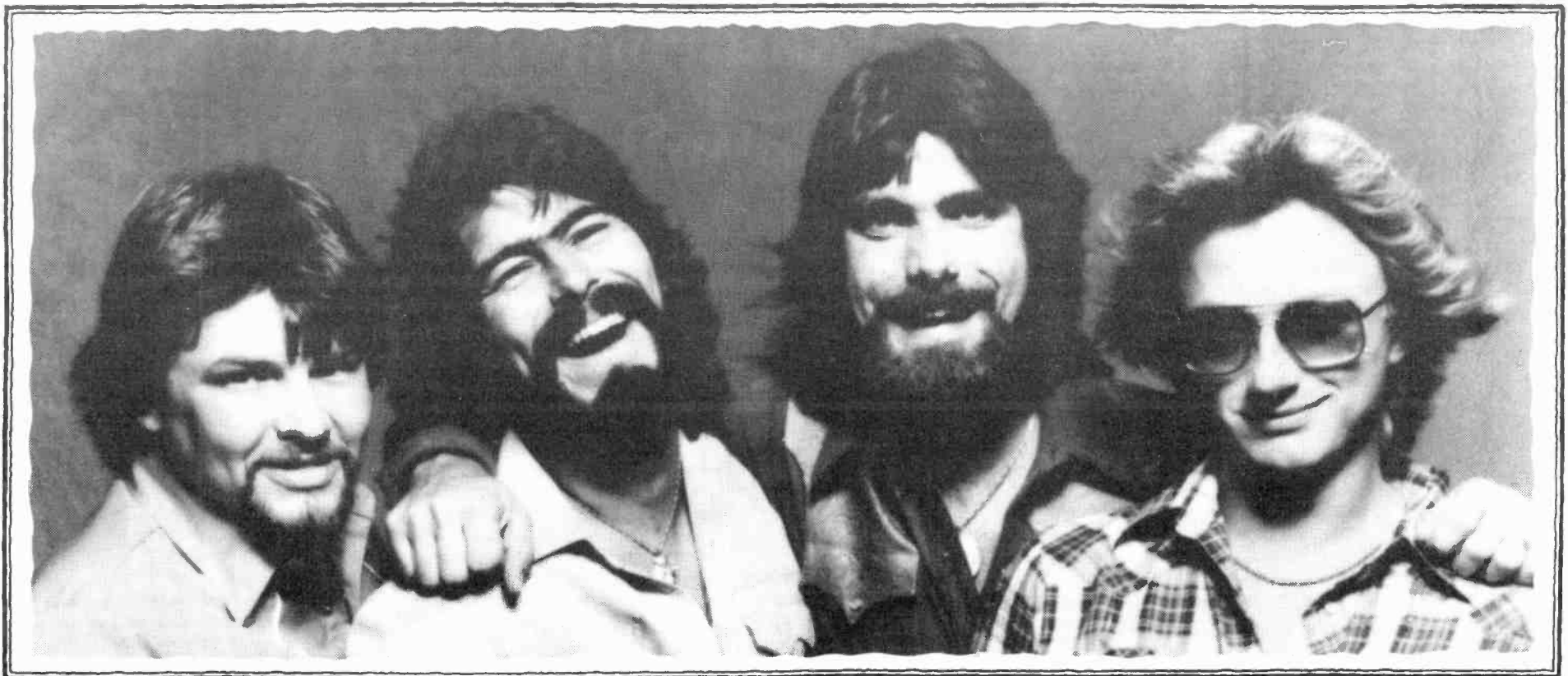
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# TAKE ME DOWN KEEPS MOVING UP!



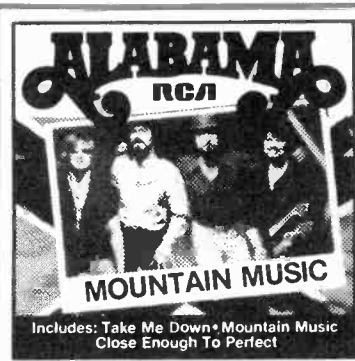
# ALABAMA



**CHR:** — — 28 22 ALABAMA/Take Me Down (RCA)



**A/C:** 26 17 14 10 ALABAMA/Take Me Down (RCA)



**ALBUM NOW  
PLATINUM PLUS  
& STILL CLIMBING!**

**CHR:**

Z93 16-10  
94Q 14-12  
KBEQ 39-34  
WGCL deb 19  
KEZR 23-20  
KYYX 29-22  
KUBE deb 25  
Q103 deb 21  
KOPA 27-23

WFBR 23-16  
WAEB 27-21  
WKRZ-FM add  
V100 25-20  
KZFM 19-14  
WTIX 39-30  
KEEL 24-17  
KROK 27-21  
KXX106 22-16  
WHHY-FM 19-13  
BJ105 32-27

CK101 38-24  
WBBQ 18-11  
FM100 14-10  
WMAK-FM 14-11  
WSKZ 16-11  
WOKI 19-12  
WAYS 20-16  
WNOK-FM 7-5  
WGH 8-4  
WZZR 30-26

WVIC 18-14  
WKFR add  
WAKX add  
KSTT 23-17  
KOFM 14-10  
KEYN-FM 27-22  
WGBF 19-11  
WKDQ 2-1



**RCA**

WOW 14-10  
KQKQ 23-16  
WLYT add  
WNCI 17-13  
KJRB 21-17  
KSPZ add  
KCPX 16-14  
WKBW deb 20  
WBEN-FM 34-29  
WIFI 29-26

B104 26-23  
WPGC 26-23  
Q105 18-15  
KEARTH 28  
KRLA on  
KFI on  
KIQQ on  
XTRA 17  
KIMN on  
KZZP 21  
WTRY deb 29

92FLY deb 27  
WBLI deb 29  
WLAN-FM deb 29  
KBFM deb 28  
WZYP deb 27  
WAXY deb 27  
FM102 deb 29  
KRQ deb 29  
KPLZ on  
KVIL add  
KFMK on

Table with 4 columns: Three Weeks, Two Weeks, Last Week, and Song Title. Lists top 30 contemporary hit radio songs.

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Summary table with 4 columns: Artist (e.g., FLEETWOOD MAC, AIR SUPPLY), Weeks (e.g., 139, 59), and MOST ADDED/HOTTEST categories.

BREAKERS

REO SPEEDWAGON Keep The Fire Burning (Epic)
69% of our reporters on it. Moves: Up 15, Debuts 44, Same 35, Down 0, Adds 52 including WBEN-FM, Q107, Q105, WKTI, KEZR. See Parallels, debuts at number 29 on the CHR chart.
FLEETWOOD MAC Hold Me (WB)
67% of our reporters on it. Moves: Up 0, Debuts 1, Same 1, Down 0, Adds 139 including 96KX, Y100, Q102, KEARTH, KZZP. See Parallels, debuts at number 30 on the CHR chart.
GLENN FREY I Found Somebody (Asylum)
65% of our reporters on it. Moves: Up 16, Debuts 32, Same 45, Down 0, Adds 44 including WIFI, JB105, Z93, KBEQ, KIMN. See Parallels, will debut next week on the CHR chart.
AIR SUPPLY Even The Nights Are Better (Arista)
62% of our reporters on it. Moves: Up 14, Debuts 39, Same 19, Down 0, Adds 59 including WKBW, B104, WPGC, WGCL, KUBE. See Parallels, will debut next week on the CHR chart.
J. GEILS BAND Angel In Blue (EMI America)
58% of our reporters on it. Moves: Up 74, Debuts 16, Same 28, Down 0, Adds 6, WCAU-FM, KZFM, KLIK, KIDD, Q106, WFLB. See Parallels, will debut next week on the CHR chart.

CHICAGO Hard To Say I'm Sorry (Full Moon/WB)
75% of our reporters on it. Rotations: Heavy 8/0, Medium 62/22, Light 32/19, Extra Adds 1, Total Adds 42 including 3WS, KVIL, 97AIA, WISN, WZUU, KPPL, KJR, WVIC, WSBA, KEY103, Y106, WAKR, WENS, K108, KSL, and 27 more. Debuts at number 17 on the A/C chart.
LESLIE PEARL If The Love Fits Wear It (RCA)
56% of our reporters on it. Rotations: Heavy 4/0, Medium 40/9, Light 32/13, Extra Adds 1, Total Adds 23 including WCLR, WFYR, KPPL, WRIE, WSGN, WBT, KMGC, WAAY, WSLI, Y106, WPTF, WOMC, WFMK, KKRD, K108, and 8 more. Debuts at number 25 on the A/C chart.
REDDINGS (Sittin' On) The Dock Of The Bay (Believe In A Dream/CBS)
48% of our reporters on it. Rotations: Heavy 5/0, Medium 38/7, Light 22/12, Extra Adds 1, Total Adds 20 including 97AIA, KPPL, KEX, KJR, WKAZ, WWYZ, KEY103, WAAY, WAIV, WVLK, WDFD, KOB, K108, KIXI, KTKT, and 5 more. Debuts at number 27 on the A/C chart.

12-34 NEW & ACTIVE

VAN HALEN "Dancing In The Street" (WB) 112/6
Moves: Up 66, Debuts 8, Same 32, Down 0, Adds 6, KRLA, KITY, WJDX, WKDO, WJBO, WISE, WBEN-FM 36-28, CHUM 15-11, KEGL 17-14, KBEQ 25-19, WPHD 9-6, WRVQ 22-17, WJBO 2-2, KNBQ 29-25.
BLONDIE "Island Of Lost Souls" (Chrysalis) 107/11
Moves: Up 45, Debuts 19, Same 32, Down 0, Adds 11, WBLI, WPST, WZYP, WAXY, BJ105, WDCG, WAKX, KIKI, KILE, KPUR, KOZE, WXKS-FM 28-20, WLOL-FM 29-24, KEARTH 26-20.
GARY U.S. BONDS "Out Of Work" (EMI America) 105/53
Moves: Up 2, Debuts 9, Same 41, Down 0, Adds 53 including WBEN-FM, CHUM, KBEQ, WGCL, WKTI, KEARTH, KFI, KFRC, KIMN, WLAN-FM, G100, WRQK, WKFR, KZ93, KLUC.
EYE TO EYE "Nice Girls" (WB) 102/15
Moves: Up 50, Debuts 6, Same 31, Down 0, Adds 15, WKBW, WIF I, B94, WRCK, WPST, WKRZ-FM, KITY, B97, WAYS, WKFR, WMEE, KJRB, WXLK, WYKS, WTRU.
SURVIVOR "Eye Of The Tiger" (Scotti Bros./CBS) 99/27
Moves: Up 20, Debuts 28, Same 24, Down 0, Adds 27 including WXKS-FM, CHUM, CKGM, 94Q, Y100, Q105, WLS, WGCL, B100, WYCR, KSET-FM, Y103, KEYN-FM, KSKD, WRKR.
CHICAGO "Hard To Say I'm Sorry" (Full Moon/WB) 98/30
Moves: Up 13, Debuts 27, Same 28, Down 0, Adds 30 including WNBC, WKBW, 96KX, KIIS-FM, KIQQ, KYXX, 92FLY, Q106, KROK, WSSX, WNAP, KGGI, WFBG, Z102, 99KG.

NEW & ACTIVE 25-49

JOHN SCHNEIDER "Dreamin'" (Scotti Bros./CBS) 54/2
Rotations: Heavy 9/0, Medium 34/2, Light 11/0, Extra Adds 0, Total Adds 2, WGY, KCEE. Heavy: WLTA, WCZY, WCCO, WRVA, WHIO, WFMK, KSL, WDEF, WLVA. Medium: KEX, WICC, WFSM, KEY103, WSLI, WVLK, WPTF, WHBY, WHBC, WDFD, KMBZ, WIBA, WMHE, KOB, KBOI, KIXI, WWNR, WNAB, WSB.
LITTLE RIVER BAND "Man On Your Mind" (Capitol) 53/0
Rotations: Heavy 22/0, Medium 27/0, Light 4/0, Extra Adds 0, Total Adds 0. Heavy: WROR, WZZP, KS94, WRIE, WGY, WSGN, SM95, Y106, WSRZ, WOWO, KYUU, KTKT, WWNR, WKZE-FM, WEIM, WCHV, WLVA, KCRG, KPAT, WBOW, KBAI, KRKK. Medium: WLTT, 97AIA, WGAR, WHB, WZUU, KHOW, KPPL, KJR.
STEVIE WONDER "Do I Do" (Tamla/Motown) 44/9
Rotations: Heavy 5/0, Medium 19/1, Light 18/6, Extra Adds 2, Total Adds 9, 97AIA, WGAR, KPLZ, WICC, WAIV, WWNR, WNAB, KTWO, KRKK. Heavy: WBEN, WLTT, Y106, KWAV, WCHV. Medium: WCBM, WCCO, KEX, WRIE, WFSM, WAFB, WBT, WSLI, WHHY, SM95, WQUE, WSRZ, KKRD, KKUA, WORG, KBOZ.
STEVIE NICKS "After The Glitter Fades" (Modern/Atco) 43/8
Rotations: Heavy 7/0, Medium 24/3, Light 12/5, Extra Adds 0, Total Adds 8, WCZY, KNBR, WKAZ, WAFB, WOWO, KUDL, K108, KCRG. Heavy: WHHY, SM95, WWNR, WLVA, WORG, KFOR, KPAT. Medium: WSB, WZUU, WRIE, KEY103, WSGN, WQUE, WSRZ, WHBY, WFMK, WQUA, WMHE, KBOI, KWAV, KSEL, KRKK.
DR. HOOK "Loveline" (Casablanca/PolyGram) 42/11
Rotations: Heavy 2/0, Medium 14/2, Light 25/8, Extra Adds 1, Total Adds 11, WSB, WHB, KJR, KEY103, WARM98, WFMK, KTKT, WNAB, WKZE-FM, WJON, KFQD. Heavy: WLTA, WLVA. Medium: WCZY, WRVA, WHBY, KBOK, KUGN, WWNR, KRBC, WSKY, KSEL, WWSA, WDAY, KBOZ.
HEART "This Man Is Mine" (Epic) 42/5
Rotations: Heavy 4/0, Medium 19/1, Light 19/4, Extra Adds 0, Total Adds 5, WSLI, KAAV, WSKY, Q96, KSEL. Heavy: KJR, KPLZ, KKUA, KWAV. Medium: 97AIA, WICC, WGY, WHHY, WQUE, Y106, WSRZ, KRNT, KIXI, WWNR, WNAB, KRBC, WCHV, WORG, KFOR, KRNO, KISN, KSRO.