

Radio & Records

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\$3.50 Single Copy

Schulte To Manage KKBQ

Harte-Hanks Regional VP Pete Schulte has been named to the additional post of GM for KKBQ/Houston (formerly KULF). Schulte replaces Dick French, who resigned to pursue other interests.

Schulte, who will continue to oversee the Harte-Hanks stations in Tampa (WRBQ & WSNI) and Birmingham (WSGN), told R&R, "I'm just tremendously excited to be in a dynamic market like Houston, and with the hottest radio station in the country. I'm also delighted to be reunited with John Lander, who I think is the premier PD in the country," Schulte and

Lander previously worked together at WLCY/Tampa (now WSNI).

Harte-Hanks Radio President Gary Edens commented on Schulte's appointment: "Under Peter Schulte's guidance, WRBQ has become one of America's most successful radio stations. We're excited about having his leadership in Houston for KKBQ."

WNBC Elevates Metheny

Kevin Metheny has been promoted to the new position of Director of Programs & Operations for WNBC/New York. Metheny had been Program Manager for the station since September 1980. His new duties include responsibility for news and community affairs activities in addition to programming. At the same time, Program Operations Coordinator Jim Collins has been named Administrator of Programs & Operations, and Music Coordinator Lyn-



don Abel moves up to Administrator of Programming.

WNBC VP/GM Domenick Fioravanti stated, "With this appointment, all the 'sound' elements of

METHENY/ See Page 16

Fowler Joins WGBS As Operations Manager

Veteran broadcaster Lee Fowler has been named Operations Manager at WGBS/Miami. In his new capacity, Fowler will also assume the programming duties held by former PD Larry Knight, who resigned last week.



Prior to joining WGBS, Fowler was President of his own consultancy, having previously served as Program Manager at KDKA/Pittsburgh. Fowler's 22 years in broadcasting also include programming stints at WGY/Schenectady and KSD/St. Louis.

Commenting on the appointment, WGBS & WLYF VP/GM

Reich Adds B94 GM Duties

Manages EZ's New Orleans, Pittsburgh Stations; "Will Get To Know Airlines"

In an unusual move, Bob Reich, VP/GM of EZ Communications' B97 (WEZB)/New Orleans, has also been appointed GM of sister station B94 (WBZZ)/Pittsburgh, and will actively manage both stations. Former B94 GM Garry Eaves has exited.

EZ Exec. VP/GM Alan Box remarked, "Bob's ability to manage both stations and coordinate the sales and programming efforts has been clear to me for some time. I know he can handle the extra time and travel. I'm viewing this as a permanent position."

Reich explained to R&R, "We are not looking for anyone to take Garry's place. I'll be devoting my time on a 50-50 basis between Pittsburgh and New Orleans. We're fortunate to have a strong GSM, Al Murdoch, to be second in command in Pittsburgh when I'm in New Orleans."

"Garry did a good job for us," Reich continued, "but we mutually decided to sever relationships when there seemed to be a big difference in the philosophy of where the station was going. I came back

FOWLER/ See Page 16

Allen Heads R&R's Nashville Office

Sharon Allen has joined R&R in the newly-created position of Nashville Bureau Chief, and will head the company's new office in Nashville.

Allen was most recently with Billboard in an editorial/sales capacity, and has freelanced widely in country-oriented publications. She is a member of the Country Music As-



Sharon Allen

ALLEN/ See Page 16

Campbell Promoted To VP/GM At WMJX

WMJX/Boston General Manager Bill Campbell has been promoted to Vice President. Campbell joined parent company Greater Media a year ago to direct the conversion of former Westinghouse property WBZ-FM to WMJX.

Lauding Campbell's efforts to successfully launch WMJX since the station's debut in January, Greater Media Group VP/Radio Herb McCord stated, "In building audience, billings, and a superb all-around radio station, including the excellent staff this kind of effort takes, Bill has done a magnificent job in one of the toughest competitive situations I've ever seen. This new title acknowledges these accomplishments."

Campbell told R&R, "It's a great honor. Normally in this business you become a VP and GM at the same time. This promotion is interesting because I didn't have any guarantee that it would happen. I think they made me earn it, and I feel pretty good about that. Greater Media has not only been kind enough to give me the chance in Boston, but they've also given me a lot of help. I'm just glad to be here."

Prior to joining Greater Media, Campbell had been Managing Director of WHAS & WAMZ/Louisville for 2½ years. Before that, he worked with Capital Cities Communications for 12 years, six as General Sales Manager for WPRO/Providence.

into the picture, since (EZ VP/Programming) Dan Vallie and I helped change B94 into a CHR station, and I wanted to make sure all our bases were covered.

"I'll get to know the airlines very well, and at the same time be able to keep this operation philosophically in line with our corporate policies. I'm looking forward to working closely with (B94 PD) Steve Kingston, who's doing a great job, along with the rest of the staff. I think this is a positive move that will help us maximize the potential of B94."

Reich has managed B97 since 1979 and has been consulting B94 since its format switchover in May 1980.

Greenwald, Mendelson Move Up At Katz

Jim Greenwald has been elected Chairman of Katz Communications, moving up from the presidency of the radio/TV/rep company while retaining the CEO title. At the same time, Dick Mendelson becomes President, succeeding Greenwald. Mendelson was formerly Exec. VP, and continues as Chief Operating Officer.

Commenting on Mendelson's advancement, Greenwald stated, "Dick's promotion is a recognition of his abilities and contributions, and more accurately describes his responsibilities. This structure assures solid management for our



company by enabling our divisional executives to continue channeling their energies to their specific areas of concentration."

Greenwald joined Katz in 1956 as a radio sales staffer, and became President of Katz Radio in 1970. He was named Exec. VP for the parent company in 1974, and President in 1975. Mendelson came to Katz in 1975 as Director of Corporate Development, moving up to VP that same year. He became Sr. VP/Operations in 1977, Chief Financial Officer in 1979, and Exec. VP in 1981.

Katz Communications has eight divisions, including three TV and one radio rep operation; Katz Marketing; and Katz Broadcasting, which owns nine radio stations.

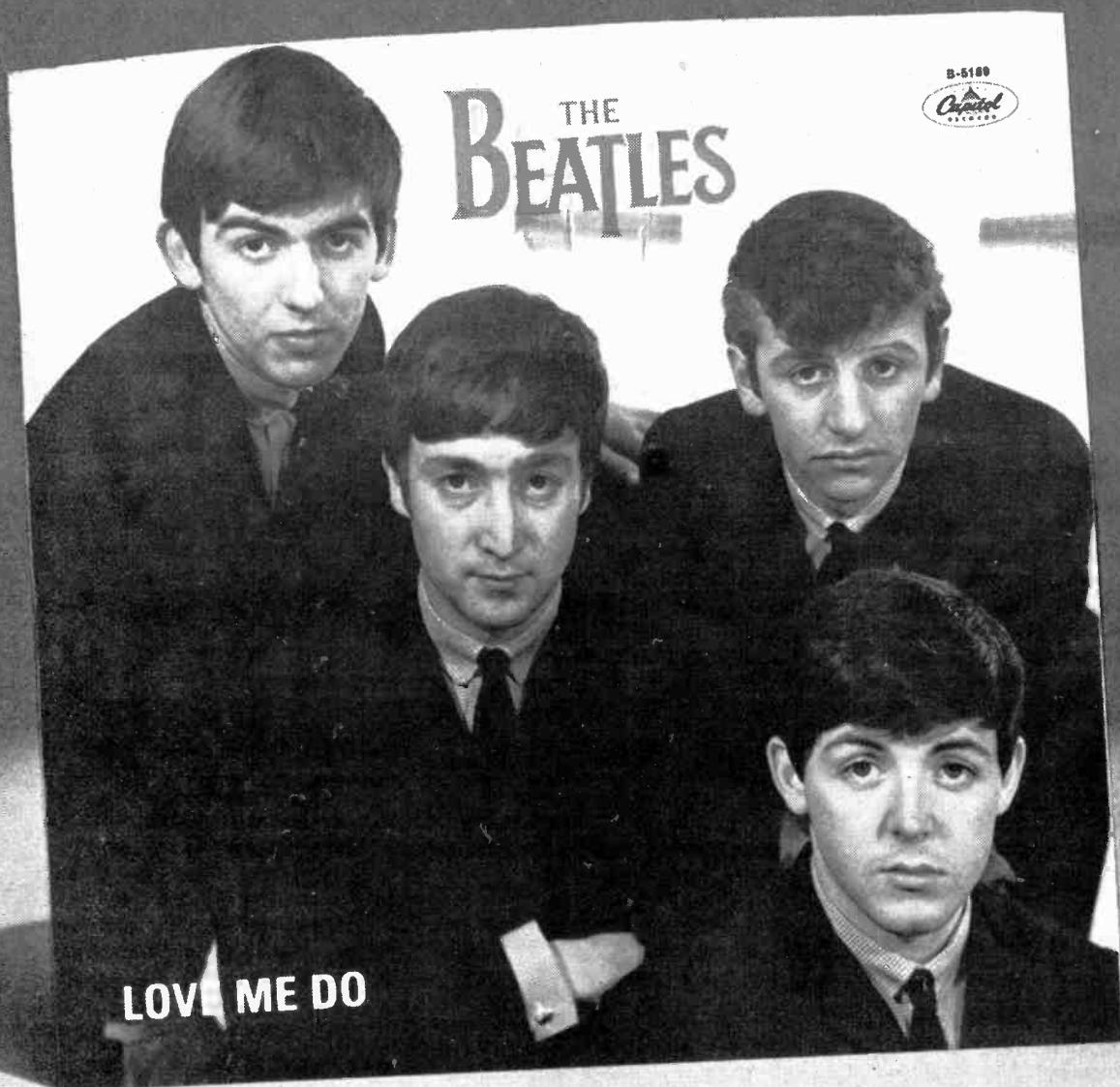
A Classic Becomes A Contemporary Smash!

"LOVE ME DO" the special single release from THE BEATLES 20 GREATEST HITS

HISTORY does more than just repeat itself. On October 5, 1982, twenty years to the day after The Beatles first appeared on vinyl in England, EMI re-released the Fab Four's initial single, "Love Me Do," on the original red Parlophone label.

The next night, a special "Love Me Do" video featuring rare vintage clips of The Beatles was aired on Britain's influential music TV show, *Top Of The Pops*.

The next week, "Love Me Do" debuted on the British singles charts at #14. Fourteen days later, the record had rocketed to #4. Several weeks hence, "Love Me Do" remains a fixture in England's Top 10.



Now once again the British invasion reaches America as Capitol makes a special single release of "Love Me Do" from the new album *The Beatles 20 Greatest Hits*. Today, the classic song sounds remarkably contemporary, and together with its memorable video (airing on MTV and subsequently on all network, independent and cable video outlets) provides unparalleled promotional visibility for the most special Beatles album in recent memory.

Listen and watch as history goes itself one better.

"Love Me Do" from the new album
THE BEATLES 20 GREATEST HITS



ON RECORDS AND HIGH QUALITY XDR CASSETTES FROM CAPITOL



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OUTLET TO EXPAND

GE Selling Eight Radio Stations

General Electric Broadcasting announced this week it plans to sell all eight of its radio stations and two of its three television properties. The only station GE will keep is KOA-TV/Denver. No deals have been set, but GE is actively seeking buyers for all ten stations. GE VP/Radio Randy Bongarten told R&R, "We've decided to focus on those businesses that have a better fit within our immediate plans." He declined to specify those plans.

Bongarten said he expects the selloff to take between one and two years to complete. He will continue to oversee the stations through the transition.

General Electric entered broadcasting in 1922 when it put WGY/Schenectady on the air as one of the country's first five radio stations. In addition to WGY, GE properties now on the block are KFOG/San Francisco, KOA & KOAQ/Denver, WJIB/Boston, WSIX-AM-FM & WNGE-TV/Nashville, and WGFM & WRGB-TV/Schenectady.

GE/OUTLET/ See Page 16

Moffitt Promoted At Doubleday

New Assistant National PD Retains KPKE PD Duties

Larry Moffitt, Program Director of Doubleday's KPKE/Denver for six months, has been given the additional title of Assistant National PD for the chain. He will continue to program KPKE in addition to his national programming duties.

Doubleday National PD Dave Hamilton told R&R, "KPKE is market-dominant, and Larry's done a great job with it, so I felt he was the right choice for the job. Geographically, it makes a lot of sense to have him help me out, particularly with the Midwest stations. With the company growing, it's a perfect time to do this. He's been functioning in this capacity for a month now. We're just making it official with this title."

Moffitt commented to R&R, "I'm excited and elated to continue to work with the best broadcasting company in the industry. (Doubleday President) Gary Stevens and Dave Hamilton are both very classy guys."

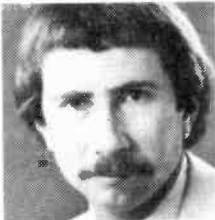
TOWN NEW FM PD

KJJJ Ups Morgan To Operations Director

KJJJ-AM & FM/Phoenix Program Director Mike Morgan has been promoted to the newly-created position of Operations Director for both stations. In addition to his operational and managerial responsibilities, Morgan will continue the day-to-day programming of KJJJ (AM). He has been with the stations since 1980.



Mike Morgan



Jon Town

Set as the new KJJJ-FM PD is former KAJA/San Antonio programmer Jon Town, who joins the Phoenix outlet immediately. KJJJ-AM & FM GM Gary Fries said the promotion of Morgan and hiring of Town were "part of the continuing plan of the Broadcast Group, Inc. to upgrade its staff and facilities."

KJJJ programs Country Gold, while KJJJ-FM runs "a heavily researched EZ Country format."

KIRO Broadcasts AM Drive From Russia

KIRO/Seattle took its morning drive show on the road last week, originating live from Russia. With the aid of Radio Moscow, News and Program Manager Vic Bremer, morning host Bill Yeend, and reporters Carolyn Duncan and Jim Meyer broadcast their morning show from Moscow to Seattle listeners over a five-day period, November 8-12.

Planning for the project began nine months ago with Bremer and KIRO VP/GM Joe Abel travelling to the Soviet Union

Silverman Cable Venture Using "Radio Principles"

Citing radio's ability to target its programming, former ABC, CBS, and NBC programming head Fred Silverman announced plans for a new 24-hour cable network using "all the principles of radio." Speaking before the National Cable Television Association programming conference in Los Angeles Saturday (11-13), Silverman said the network would feature music audio and video, contests, comedy, daytime programming aimed at women, and information segments. The network will be hosted primarily by radio personalities, Silverman added.

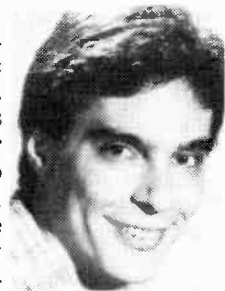
Silverman asserted that specifically-targeted TV programming will become more important because of the number of television alternatives available, and pointed to radio as leading the way in that respect. He also praised MTV as a TV pioneer in specialized programming, calling it "by far the most revolutionary idea to come around."

The new network, scheduled for a fall 1984 debut, will be targeted at the 18-34 audience. To provide a constant source of research, the network will conduct telephone polls two or three times an hour on issues of interest and programming desires.

97AIA Names Gable Program Director

Chris Gable has been appointed Program Director for 97AIA (WIAA)/Miami, replacing former 97AIA and sister AM WIOD PD Alan Anderson, who resigned two weeks ago to accept the same post at WPIX/New York (R&R 10-29). No new PD for WIOD has been named yet.

Gable joins 97AIA from WRKZ & WPDC/Hershey, PA, where he served as Operations Manager for the past two years. Previously, Gable worked as the morning personality at WMGK/Philadelphia for over three years, while handling a weekend shift on WYNY/New York at the same time.



Chris Gable

GABLE/ See Page 16

KLLB Shifts To AOR

KLLB/Portland, OR has switched to an AOR format from its previous Adult/Contemporary-CHR blend. KLLB & KYTE Operations Manager Robin Mitchell continues to supervise both stations, and KLLB will now be consulted by John Sebastian. The station is using the new ID "Rock 101." Four air personalities were let go in the transition, with Bob Brooks coming in from KJIB/Portland to take over MD/Assistant PD duties. Other new recruits to the station are afternoon man Charlie Bush from cross-town KINK, morning man Michael Bailey from the same station, and night personality John Walker from KMJK, also in Portland.

KLLB/ See Page 16

in September. Outlining the reasons behind the broadcast, Bremer told R&R, "Our original intent was to go over and try to understand Russian people better. There was no intent to get political. Because of the nature of the relationship between our two countries, there was always a certain amount of tension. The people we worked with were pleasant but extremely diplomatic. It was an amazing experience. To my knowledge, it's the first time a station has done anything of this sort."

The station brought along 75 pounds of its own equipment and used the technical facilities of a Montreal firm. Two lines ran from Moscow to Seattle and two more from Seattle to Moscow, so the group could receive local data, weather reports, lead-ins to network features, etc. Each morning segment ran from 6-9:30am (Seattle time), comprising regular newscasts interspersed with feature reports of the group's observations. Following the morning program, a 30-minute call-in show allowed Seattle listeners the opportunity to call and talk directly with the reporters and/or a Radio Moscow representative.

Broadcast highlights included coverage of the 60th anniversary celebration of the October Revolution, a national holiday commemorated by a military parade in Red Square and other festivities; observations of the Soviet way of life as compared to the U.S.; a look at Russian radio; and the unforeseen death of Soviet leader Leonid Brezhnev.

KIRO/ See Page 16

Severino Tapped As Mid America Radio VP

WXTZ/Indianapolis Station Manager Tom Severino has been elected a VP of Mid America Radio, Inc. Concurrent with that appointment, Severino was also named Director/FM Stations for parent company Mid America Media.

Commenting on his promotion, Severino told R&R, "I'm real pleased with the promotion and the additional responsibility. At this point in time I really don't see any change of direction other than what we are doing. Working with the Easy Listening format is a challenge in itself."

Severino retains his post at WXTZ, also overseeing the sales and operational activities of WSWT/Peoria, KRVR/Davenport, and KBEZ/Tulsa. He first joined the Indianapolis station in 1979. Two years later he assumed additional responsibilities as Director of Operations for Mid America's Easy Listening stations.

TRANSACTIONS

KDON-AM & FM Sold For \$3.3 Million

KDON-AM & FM/Salinas have been sold by Forrest Communications to Grace Broadcasting for \$3.3 million, subject to FCC approval. Blackburn & Co. brokered. Forrest retains ownership of KBBY & KBBQ/Ventura, CA, while Grace's principal stockholder, Harvey Grace, is a part-owner of WTTV-TV/Indianapolis.

KDON operates on 1460 kHz with 5000 watts, while KDON-FM has 18.5kw on 102.5 mHz from an antenna height of 2270ft.

Mid America Media Sells KIOA & KMGK

Mid America Media has sold KIOA & KMGK/Des Moines to a newly-formed subsidiary of Midwest Communications for \$2.5 million. Broker was Ted Hepburn Co., and the sale is subject to FCC approval, with Midwest's new lowa-based corporation anticipating takeover in the first quarter of 1983. Midwest is currently based in Wisconsin and owns WGEE & WIXX/Green Bay and WRIG & WDEZ/Wausau. Mid America retains ownership of eight radio stations and a cable company.

KIOA has 10kw days and 5kw nights on 940 kHz, while KMGK has 100kw at 93.3 mHz and an antenna height of 420ft.

Washington Report

AM Stereo: Delco Delay, Motorola Gets FCC Nod

Delco now says its long-awaited AM stereo test results should be released around the first of December. Earlier, a November decision had been discussed, and there were persistent reports that Delco's choice would be made known this week. But a Delco spokeswoman says the analysis of tests over WIRE/Indianapolis isn't complete and the company wants to conduct a few additional tests.

And, in a change from Delco's original intention to give its recommendation only to General Motors, the spokeswoman said a statement will be issued to system proponents and the media.

Meanwhile, Motorola last week became the last of the four active system proponents to get FCC type acceptance. Spokesman Chris Payne says Motorola has "a small number of firm orders" but its first goal is to get on the air in markets where receivers are manufactured — Indianapolis, Detroit, and Los Angeles.

NRBA Clarifies Deregulation Stance

Seeking to dispel any notion that it supports spectrum fees, NRBA has issued a "White Paper" detailing its stand on radio deregulation. Congressional action is essential, said NRBA, because "the sad fact of life is that all of the FCC's recent actions could very well be reversed by the courts and/or the next FCC and regulation could once more be imposed on our industry with a vengeance."

NRBA said it dislikes spectrum fees because they could be raised. The group favors a 50-year license contract in return for a rental fee of not more than 1% of gross revenues. The benefits, as outlined in the white paper, are that "all government regulation of radio would end except for technical management of the spectrum."

Without specifically mentioning NAB, NRBA observed that foes of the contract proposal "may very well be challenging it because they didn't have the idea in the first place."

Hollings Leads Commerce Committee Democrats

Sen. Ernest Hollings (D-SC) has decided to become ranking minority member of the Senate Commerce Committee, which oversees communications. He replaces Sen. Howard Cannon (D-NV), who was defeated two weeks ago.

Hollings, who is exploring a 1984 presidential run, is less supportive of deregulation than Cannon, and could be more troublesome for committee Chairman Bob Packwood (R-OR).

Meanwhile, Packwood has another headache. The White House is trying to dump him as Chairman of the Republican Senate Campaign Committee because of his outspoken criticisms of the Reagan administration. The group raises millions of dollars to help GOP Senate candidates. When Republican senators vote on the chairmanship in January, Packwood will square off against Sen. Richard Lugar (R-IN), who has the backing of the new national GOP Chairman, Sen. Paul Laxalt (R-NV).

Fowler Denies Resignation Rumor

FCC Chairman Mark Fowler told R&R this week a rumor circulating in Washington that he'll resign in the spring is "not true. It amazes me." The rumor says Fowler will quit to become legal counsel to the Reagan reelection campaign. Commissioner Steve Sharp, whose term ends next June, would be named to Fowler's seat and be designated as FCC Chairman, according to the reports.

In denying the story, Fowler said of his work at the FCC, "We have a long way to go." Asked if he intends to serve until his term expires in 1986, Fowler replied, "Absolutely."

Commissioner Sharp also told R&R he knows nothing about the reports. He said they first surfaced last summer when his nomination was pending on Capitol Hill.

Although no substantiation of the widespread reports could be found, several reliable sources close to Fowler acknowledged to R&R that the Chairman is growing increasingly frustrated with his job. They said he's especially discouraged with his inability, owing in part to the rigid Civil Service system, to make the FCC bureaucracy more efficient and its employees more accountable.

NAB LEADERS REACT

NRBA Throws Cold Water On Merger Talks With NAB

NRBA said this week it has no wish to merge into NAB, but hinted it would be happy to absorb NAB's radio activities. NRBA President Sis Kaplan issued a statement responding to a vote of the NAB Medium Market Radio Committee two weeks ago urging the NAB Board to open a dialogue with NRBA aimed at possible merger talks in the future.

Citing a doubling of NRBA's membership in the past three years, Kaplan said, "NRBA is dedicated to one goal, serving the best interests of radio broadcasters. If NAB or any other organization wishes to join us in that effort we will welcome it, but NRBA acting on behalf of its 2000 members has no interest in or intention of being merged into a multi-interest organization with a divided constituency."

Kaplan added, "The nearly 2000 radio broadcasters who support NRBA constitute concrete evidence of their need and their wish for the existence of a separate, independent, radio-only organization."

NAB Leaders Call For Unified Voice

William Hansen of WJOL/Joliet, Chairman of NAB's Medium Market Committee, was out of the country and unavailable for comment. Other panel members seemed dismayed by NRBA's reaction, but continued to cite the benefits of a unified lobby voice on Capitol Hill, plus fewer dues to pay and conventions to attend were the two groups to merge.

"It doesn't sound like Sis wants to do much talking," commented Bob Pricer, President of WCLT/Newark, OH and Vice Chairman of NAB's Radio Board.

"I have heard from stations who belong to both organizations who feel that, perhaps, they didn't have an adequate voice as radio broadcasters. And some of them have indicated they think that time has passed."

Pricer said the idea of NAB's radio functions moving over to NRBA doesn't appeal

More Sales Of Stations Likely As 3-Year Rule Ends

The FCC appeared ready this week (11-18) to abolish the anti-trafficking rule, which prevents broadcasters from selling stations at a profit unless they've owned them for at least three years.

The rule was adopted in 1962 after Congress became concerned about the high turnover of radio stations for a quick profit. During its first year, the rule cut the number of station sales by 20%.

Station brokers predict abolition of the rule will cause a modest, but not huge, increase in the number of stations available for sale. "I don't think it'll mean a rush," said Dick Blackburn of Blackburn & Co. in Washington. "I can think of five or ten instances where people who could make a lot of money want to sell and don't want to wait three years."

Keith Horton, President of Horton Associates of Elmira, NY, said, "I don't know that it's going to make a great deal of difference." Predicting somewhat more new activity was J. William Chapman, VP of Chapman Associates in Atlanta. "We anticipate more business," he commented. "We have had people already call us and say if this restriction is lifted they'll buy more stations."

The FCC staff is estimating that abolition of the rule will result in an additional 130 sales of radio and television properties a year. In recent years there have been about 1200 radio station sales a year.

Many Sales Slip Through Loopholes

The reason brokers don't expect a flood of additional stations hitting the market is that many are already sold in less than three years under loopholes in the rule. Exceptions are granted if there are severe financial problems, the death of an owner, or other "changed circumstances." A waiver can also be granted if a broadcaster can show "good cause."

Since stations losing money usually qualify for exceptions and most successful owners don't want to sell, Blackburn said the properties most likely to surface when the three-year rule ends are ones that were bought cheaply and built up so quickly that they could be sold at a substantial profit in only a year or two.

As Keith Horton put it, "As a rule, most people who buy properties don't turn them around in a year. Usually if a person has bought a station and wants to build it up, it's going to take him three years to do it, to really maximize his gain."

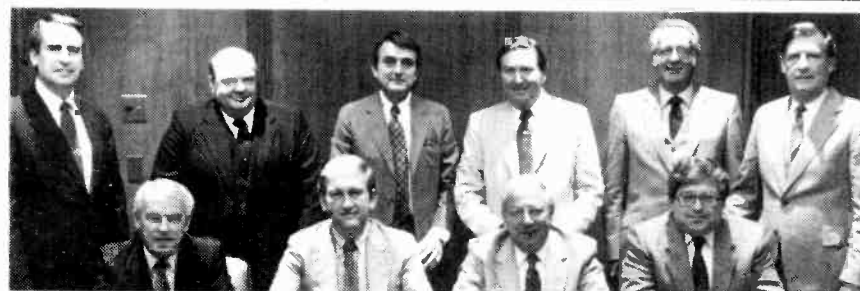
According to FCC figures, between 1962 and 1979 a total of 697 radio and television stations were sold under exceptions or waivers to the trafficking rule. That's slightly more than 3% of the 21,000 station transactions during that 17-year period.

Both NAB and NRBA have done "an effective job and collectively we can do an even better job," Eure asserted. He noted that NRBA started out as the National Association of FM Broadcasters. Now that AM is struggling, Eure told R&R, "I would certainly hate to see a National Association of AM Broadcasters pop up."

Another Medium Market Committee member, Osburn/Reynolds Group President Dick Osburn, said Kaplan's statement struck him "as being a little bit too firm."

Osburn acknowledged, "I think most people feel NRBA originated during a time when maybe NAB wasn't giving as much attention to radio as it should have. But since that time I think NAB has certainly made a very strong effort to correct that position. They do a great deal for radio."

Osburn believes the fact that many NRBA members also belong to NAB is proof that a lot of radio people favor what he called "a unified industry voice."



NAB'S MEDIUMS SEND THE MESSAGE — The NAB's Medium Market Radio Committee advanced a recommendation that the NAB explore avenues of mutual interest and possibly merger with the NRBA, a proposal which the NRBA greeted with scant enthusiasm (see story this page). Pictured at the Medium Market meeting are (l-r standing) NAB Radio VP Wayne Cornils; WCLT/Newark, OH President Robert Pricer; WSSV/Petersburg, VA President William Eure Jr.; Osburn & Reynolds Stations President Dick Osburn; WACT/Tuscaloosa President/GM Clyde Price; and NAB Sr. VP/Broadcasting Jim Hulbert; (l-r seated) KNUU/Las Vegas President/GM Joseph McMurray; WVLC/Lexington VP/GM Ralph Hacker; WJOL & WLLI/Joliet, IL GM William Hansen (Chairman); and Sterling Recreation Organization PD Cliff Hunter, substituting for SRO President Frederic Danz.

ARE YOU GOING TO BROADCAST THE KIND OF AM STEREO THAT NO ONE LISTENS TO?

Motorola's AM Stereo system has one attribute you can't afford to overlook. It's designed to deliver superb quality sound to the most modestly priced receivers.

And after all is said and done, your ratings may be entirely dependent on how many people can listen to you on AM Stereo radios. AM Stereo is a lot more than a promotional opportunity — it's a chance to pull ahead of your competition, if you jump on the right bandwagon.

Motorola is really rolling on AM Stereo. FCC type acceptance has been granted. Call Chris Payne at (202) 862-1549 or Dick Harasek at (312) 576-3591.



AM Stereo. A system designed to be heard.



Caroling Christmas Cards

As with most businesses, Christmas for the radio industry generally means traditional presents of turkeys, liquor, date books, poinsettias, candy, and, of course, cards expressing wishes for a happy holiday season. **P & Y Products Company** opts for a different approach. Instead of the usual gifts, stations can spread holiday cheer with the firm's singing Christmas cards.

Activated merely by opening, these musical cards play two familiar carols, "We Wish You A Merry Christmas" and "Silent Night." There are no visible switches or other playing mechanisms. The music is released by means of a microchip which allows the card to play from the beginning every time it's opened. Shelf life is a minimum of six months to a year. Currently the "Musical Mementos" line features four types of yuletide cards as well as get-well and happy



Musical Mementos.

birthday cards. Each card comes with an easel-backed holder for prominent display plus a mailing envelope.

These singing messages are available on a market-exclusive basis for \$9.95 per card. **KMGC/Dallas, WEL/New Haven, KUBE/Seattle, and KOB/Albuquerque** are a few of the stations already signed up. Inquiries can be directed to **Doyle Peterson** at (214) 458-1455.

MCA, Blair, Taft Score Quarterly Gains

The continued record-setting success of **Universal's "E.T."** is credited with pushing **MCA's** third quarter and nine-month earnings to a company high. Quarterly revenues leaped from \$320.7 million to \$469.6 million, a 46% hike. Nine-month revenues rose 16%, \$990.2 million to \$1.15 billion. "E.T." also spurred an almost tenfold gain in operating income for the conglomerate's filmed entertainment division.

The record and music publishing division, however, suffered a 40% decrease in operating profits (\$4.2 million from \$7 million) and a 13% drop in revenues (from \$44.5 million to \$38.8 million) during the third quarter. Operating profits fell 10% for the first nine months, with revenues registering a 6% slippage from \$125.5 million to \$118.3 million.

John Blair & Company showed third quarter revenues up 30%, moving to \$77.7 million from \$59.9 million. Revenues for the period ending September 30 increased 26%, \$230.2 million as compared to \$182.7 million. In reporting its second quarter revenue and earnings gains, **Taft Broadcasting** posted a 1.8% rise in net revenues, \$149.1 million versus

\$146.5 million. For the six months, revenues went from \$236.7 million to \$247.5 million, a 4.6% growth. The Broadcast Group's net revenues increased 13% to \$33.3 million; radio reported a 2% hike to \$8.2 million with television coming in at +17% to \$25.1 million. The total division's operating profit hit +7%, \$11.3 million as compared to \$10.5 million.

Chocolate Lovers Unite!

The latest in a series of getaway weekends offered by Chicago area hotels was a two-day, one night chocolate binge. For \$158 per, couples wallowed in their favorite confection, awakening their palates with a breakfast of chocolate croissants and chocolate-flavored coffee. Lectures on the history of chocolate and the reasons why people crave it were on the agenda, along with tasting sessions and recipe demonstrations of such melt in your mouth dishes as chili with chocolate sauce.

Chocolate addicts must also be entertained, so a screening of "Willie Wonka and the Chocolate Factory" was planned plus games of Cocoa which, for those not in the know, is bingo played with cocoa beans. Individuals also vied for their weight in chocolate during the "best chocolate recipe" competition. Though several diehard fanatics attended, guests were allowed to fudge and eat any of the non-chocolate foods accompanying the meals.

Husbands Of Working Women Studied

Believing that the husbands of working women have been overlooked, ad agency **Needham, Harper & Steers/USA** surveyed the lifestyles of 2000 married men and 2000 married women and found that the men are as diverse as their working spouses. Respondents were divided into three categories: spouse of homemaker, spouse of wife who works for satisfaction, and the largest group, spouse of wife who works primarily to supplement family income. Close to 60% fit that category.

All three subdivisions shared skepticism regarding advertising's messages, but agreed that advertising is a useful informational tool. The buying patterns of husbands with working wives were similar in spite of salaries being lower for those women working only to supplement the income. Although homemakers' spouses tended to be more economy-minded, they also were more likely to purchase brand-name items. Those married to satisfaction-seeking wives frequently sought out information about a particular item before purchasing it.

Drugs Rev Up Brainpower

At one time or another everyone has stood up to do something and in one split second that something was forgotten. A remedy for this annoyance might be available in the not-too-distant future. Several pharmaceutical firms are experimenting with "cognitive drugs" — drugs that directly affect the brain, boosting memory, intelligence, and attention spans.

A recent **Washington Post** article reports one such chemical stimulated human performance on learning tests, with some experiencing a 20% increase. Scientists hope to also parallel the results found in animal experiments: increase/decrease thirst or appetite, induce sleep or dreaming, and pep up a sluggish sex drive.

Health Tops Worry List

Money isn't everything. And if the findings of a recent **Psychology Today** magazine survey are any indication, that saying may be truer than we think. Health concerns (doctors, diet, exercise) superseded those of love, work, and money for over half of the 25,000 respondents.

Females diagnosed minor illnesses and stress as two areas in which they tend to feel less healthy than males. Surprisingly, young people described themselves as being less healthy than middle-aged folks, while former high school and varsity football players estimated that they are sick less frequently than those who didn't play.

Carnes's Talking Book



Kragen & Company, in association with **EMI America Records**, has issued a "talking" press kit on behalf of singer/songwriter **Kim**

Carnes. This novel approach has been adopted in an effort to reach those college radio stations and small newspapers not always covered in major PR blitzes.

The talking portion of the press kit is actually a cassette tape featuring an unrehearsed 16-minute interview with Carnes. Each of the 17 questions deals with a particular aspect of the artist's career: "Voyeur," her current LP; the pressure of following up the multi-platinum "Mistaken Identity" album and Grammy-winning "Bette Davis Eyes," and her video work. Since an initial run of 300 copies, 150 more have been pressed with stations in Canada and Europe expressing interest.

5

YEARS AGO
TODAY

Radio & Records

- CHARTER BUYS OUT DOWNE COMMUNICATIONS FOR \$10 MILLION
- GENE KLAVAN TO LEAVE WNEW/NEW YORK AFTER 25 YEARS AS DJ
- NUMBER ONE FIVE YEARS AGO: "You Light Up My Life" — Debby Boone (WB/Curb) (6th week)
- NUMBER ONE COUNTRY: "Wurlitzer Prize"/"Lookin' For A Feeling" — Waylon Jennings (RCA) (2nd week)
- NUMBER ONE LP: "Aja" — Steely Dan (ABC) (6th week)

WE'RE THE ONE FOR CONCERTS

WESTWOOD
ONE

JUST RECORDED:
JACK MACK & HEART ATTACK
RECORDING THIS WEEK:
MEN AT WORK
AIRING THIS WEEKEND:
REO SPEEDWAGON



SOUND UNEVEN?

Tune Up Your Playlist With The Superhits
On COLUMBIA RECORDS!



MARVIN GAYE "SEXUAL HEALING"

AVERAGE MOVE: +4

CHR NEW & ACTIVE

WBEN-FM 3-2	KIQQ 9-8	WZYP add	WJAD add
Q107 add	KFRC 10-6	WKFR add	WCGQ add
CKGM add 36	KZZP add	Z104 add	WISE add
Y100 4-3	WKFM add 23	WHOT add	WGLF add
I95 9-5	WHFM add	KIDD add	KTRS add
Q105 12-4	92FLY add	KKFM add 20	WNBC 24
KBEQ add 29	WBLI add 28	WJBQ add 40	WCAU-FM 23-16
Q102 add 29	WLAN-FM add	WTSN add	B104 27-18
KEARTH 9-3	WKEE add	WIKZ add	WXKS-FM 24-16
KIIS-FM 21-10	KZZB add	WCIR add	Z93 22-14
KFI 20-10	KGGI 15-8	WQLT add	94Q 26-15
KYNO 24-20	KBBK d-29	KQMQ 16-14	WBBM-FM 30-26
		KIKI 13	CKLW 7-11



WTKI deb 21	WFMF 16-9	WCSC deb 21	WQID
B100 19-12	WJDY 15-10	WGH deb 35	WHHY-FM
XTRA 24-13	94TYX 4-4	WGUY deb 27	WNOK-FM
WTIC-FM 10-5	G100 deb 12	Q104 deb 30	KIOA
KC101 24-18	WAXY 16-13	Z102 37-20	KHOP
WIFI 10-9	Y103 15-12	95SGF 34-29	KNBQ
79Q 13-7	WDOQ 5-3	WFLB deb 38	KSKD
KTFM 4-4	CK101 deb 33	WPFM deb 28	WKHI
KTSA 19-17	WBBQ deb 28	KILE deb 32	WFOX
KZFM 13-7	FM100 30-27	Q101 14-2	KNOE-FM
KBFM deb 30	KX104 25-20	KDZA deb 40	KDVV
WTIX 28-4	WOKI deb 29	B94	KGHO
B97 8-4	WSFL 23-14	KITY	KSLY

SANTANA "NOWHERE TO RUN"

WCAU-FM add	KITY add
96KX 21-19	KSET-FM add 29
KEGL add 38	WOKI add
KEARTH deb 30	WJBQ add
WKFM add	WIGY add



CHR SIGNIFICANT ACTION

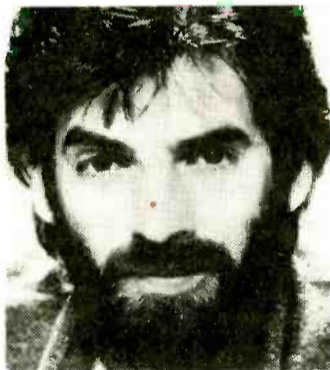
WERZ add	WGH on
WFEA add	KFI on
WJXQ 31-29	KNBQ on
KTFM on	KIKI on
KZFM on	

KENNY LOGGINS "HEART TO HEART"

WBEN-FM add
96KX add 40
Z93 add
WLOL-FM add
KEARTH add
KIQQ add
B100 add
WKEE add
KITY add

CHR SIGNIFICANT ACTION

KHFI add	KX104 add
WFMF add	WSFL add
WABB-FM add	WCSC add
WHHY-FM add	WGH add
CK101 add	WZZR add



One of the
MOST ADDED

KIOA add	KBBK add	WPFM add
KMGK add	WOMP-FM add	KISR add
KFI add	Q104 add	WSPT add
KYNO-FM add 29	WAEV add	KDVV add
KNBQ add	WJAD add	KTRS add
		B104 on
		FM100 deb 29
		KIKI on
		KBIM on

BILLY JOEL "ALLEN TOWN"

96KX add 38
94Q add
WLOL-FM add
KZZP add
WPHD add
WHFM add
WPST add
WYCR add
WKRZ-FM add
KITY add
WTIX add
WABB-FM add

One of the
MOST ADDED

WZYP add	KSTT add
WSFL add	KMGK add
WSEZ add	WKDD add
WCSC add	KFI add
WGH add	KHOP add
WZZR add	



CHR SIGNIFICANT ACTION

KJRB add	WSQV add	95SGF add
KNBQ add	WCIR add	WJAD add
KSKD add	WKHI add	WCGQ add
KIKI add	Q104 add	WHSI add
WIKZ add	WAEV add	WPFM add
		KKLS add
		WSPT add
		D93 add
		KRNA add
		KGHO add
		KDZA add
		WBCY on

Networks/Program Suppliers

MUSIC FEATURES

Mutual

Dick Clark Christmas Party (December 24-25)

Narwood

Country Closeup:

Oak Ridge Boys (December 6)
Johnny Paycheck (December 13)
Christmas Special (December 20)

Music Makers:

Vic Damone (December 6)
Sarah Vaughan (December 13)
Christmas Special (December 20)

RKO Networks

Musicstar (IS, Inc.):

Michael Murphey (December 6)

Rolling Stone

Magazine Productions

Continuous History of Rock & Roll:

San Francisco Rock (December 6)
Traffic Profile (December 13)
Christmas Rocks (December 20)

Guest DJ:

Styx's Tommy Shaw (December 6)
Warren Zevon (December 13)
Peter Gabriel (December 20)

Shepherd Music

The Sounds of Christmas (December 24-25)
The Stories of Christmas (December 24-25)

United Stations

Country Music Countdown:

T.G. Sheppard (December 3-5)
Mel McDaniel (December 10-12)
Reba McEntire (December 17-19)

Holiday Specials:

Xmas With Oak Ridge Boys (Christmas)
Ronnie Milsap's Golden Decade (New Year's)

Watermark

American Country Countdown:

Top 100 Country Hits of '82
(December 25-26, January 1-2)

Musical:

Cyd Charisse/Finian's Rainbow/Astaire & Rogers (December 4-5)
Christmas on Broadway (December 18-19)

Soundtrack of the 60's:

Danny Hutton of Three Dog Night/Duane Eddy/British Invasion (December 4-5)

Westwood One

Budweiser Concert Hour:

Four Tops (December 10-12)
Jeffrey Osborne (December 24-26)

The Countdown:

The Time/Bar-Kays (December 10-12)
Skiy/Spinners (December 17-19)



PAYING TRIBUTE TO DUKE — Coinciding with the current popularity of the Broadway show "Sophisticated Ladies," Narwood Productions' "Music Makers" series is presenting a one-hour commemorative special honoring Duke Ellington the week of November 22. A segment of the program features an interview with his son Mercer (l), shown here with Executive Producer Ted LeVan (c) and host Skitch Henderson.

Live From Gilley's:

Sylvia (December 10-12)

Off The Record:

Warren Zevon (December 10-12)
Rod Stewart (December 17-19)

Pop Concerts & Specials:

"The Great Lost Who Tapes" w/Bill Wyman
(December 17-19)

Rock Album Countdown:

Rush/Billy Joel (December 10-12)
Billy Squier/Pat Benatar (December 17-19)

Special Edition:

Peabo Bryson (December 10-12)
Rick James (December 17-19)

ABC

Contemporary Net/

Spotlight Specials:

Billy Joel (December 19)
Year-end edition of Watermark's "American Top 40" (December 25-26, January 1-2)

Entertainment Net/

Silver Eagle (DIR):

Bellamy Brothers (December 11)
Roy Clark (December 18)

Entertainment Net/

Words & Music:

Anne Murray (December 12)

CBS

RadioRadio:

Great 1's of '82 (December 18)

Clayton Webster

Country Calendar:

John Anderson (December 13)
Charlie Rich (December 14)
Charley Pride (December 15)
Jim Glaser (December 16)
Willie Nelson (December 17)
Ronnie McDowell (December 18)
Janie Fricke (December 19)

Rarities:

Marshall Crenshaw (December 13)
Styx (December 14)
Chuck Berry (December 15)
Bobby Boris Pickett (December 16)
Foghat (December 17)

Retro Rock:

The Who (December 13)

Creative Factor

John Lennon Story (December 8)
Christmas Feelings (Country)
(December 18, 19)
Original Christmas Special (flexible times)
(December 25)

DIR Network:

Inside Track:

John Lennon (Week of December 6)

Drake-Chenault

Christmas At Our House (Christmas)
Country Christmas (Christmas)

Earth News

Saga (December 6-8)
Warren Zevon (December 9-12)
Paul Carrack (December 10-12)

Global Satellite

Rockline:

Peter Gabriel (December 13)

London Wavelength

BBC/London Wavelength:

The Who Special (November 15-December 20)

PEOPLE

● **Nan Heller** promoted to the newly-created post of Sales Manager, **RKO Radioshows**. Prior to this appointment, Heller was a New York account executive with RKO's radio networks.

● **Bethany Gorfine** has been appointed Director/Marketing and Program Development at **Starfleet Blair**. She most recently served as Affiliate Relations/Adult Contemporary for **Rolling Stone Magazine Productions**.

● **UPI Audio** has named **Mike Au-**

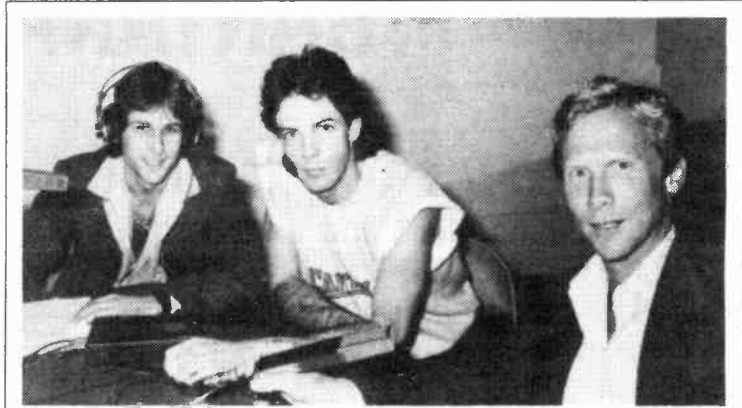


Nan Heller

labough as manager of its new Chicago bureau. He moves over from his previous post as Deputy Director/News and Operations in New York. Also at UPI, **Richard Boggs** becomes Director/Broadcast Group Sales, based in Chicago.

● **Laura Davis** will produce and host "Movie Closeups," a review/interview program distributed by **Strand Broadcast Services**. She spent two years with the **Source** in a similar position.

● **KROQ-FM/Los Angeles** personality **Dusty Street** has been chosen to host "In Search of the New Wave: The Future of Rock 'N Roll." The program is produced by **Good-phone Communications, Inc.** and syndicated by **Westwood One**.



SUCCESS HASN'T SPOILED ME YET — Rick Springfield's recent "Live & Kickin' Tour" included a Universal Amphitheater concert, which was recorded for an in-concert TV special set for November 21. Showtime cable is presenting the show simulcast nationally over the **Source/Starfleet Radio Network**. Taping an interview prior to the simulcast are (l-r) **Starfleet Blair's Joseph Mirabella**, **Springfield**, and **Starfleet Blair President Sam Kopper**.



NUMAN TAKES DIRECT AIM — Currently on a U.S. tour, Gary Numan stopped in Los Angeles to promote his new LP "I, Assassin." While travelling along the media interview route, **Numan (l)** dropped by the **Westwood One** studios to chat with **Steve Downs**.

Outlook:

Actress Nell Carter on being overweight (November 23)
Improved black SAT scores (November 24)
Arlene Offard on United Black Appeal (November 25)
Team labor law (November 28)

Progressive Radio Network

Laugh Machine:

Bill Cosby/Woody Allen/Bob Hope (Week of November 22)

News Blimp:

Love addiction/Adults moving back in with parents/Sex offenders (Week of November 22)

Sound Advice:

Making stereo shopping easy/Bass response/Mid-range marketing (Week of November 22)

Westwood One

Coleman Country:

Stewart Granger/Tanya Tucker
(Week of November 22)

Spaces & Places:

Just for the health of it (Week of November 22)

Tellin' It Like It Was:

Novelist Frank Yerby/Robert Brown Elliott/Religious leader Father Devine (Week of November 22)

Brad Messer's Daybook:

Missing \$400 Million Gold Shipment (November 22)
First Jukebox (November 23)
First Thanksgiving (November 25)
Levi Strauss (November 26)

For the Best in Bumper Strips and Window Labels, call Byron Crecelius, person to person, COLLECT 314-423-4411

The Great Lost WHO Tapes

Hosted By
BILL WYMAN



ROLLING STONE BASSIST, BILL WYMAN, HOSTS AN EXCLUSIVE 2-HOUR RADIO SPECIAL FEATURING RARE WHO TRACKS NEVER BEFORE RELEASED IN THE UNITED STATES...AIRING THE WEEK OF DEC. 13TH TO COINCIDE WITH THE LAST CONCERT OF THE WHO'S FAREWELL TOUR OF AMERICA, ONE OF A KIND... FROM WESTWOOD ONE, DON'T LET THIS UNPRECEDENTED EVENT SLIP THROUGH YOUR HANDS -- CALL YOUR WESTWOOD ONE REPRESENTATIVE NOW AT (213)204-5000.

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Music On TV

Greg Kihn and band guest on "Laugh Trax" November 19 . . . Roberta Flack joins "Merv Griffin" the same date . . . "Solid Gold" 's edition for the week of November 19 stars **Air Supply, Laura Branigan, Kim Carnes, Joe Cocker & Jennifer Warnes, Sheena Easton, Rick James, and Jerry Reed** . . . **Johnny Lee** appears as himself on "Fantasy Island" 's "Everybody Goes To Gilley's" episode on ABC November 20 . . . Canada's **Nylons** are on the syndicated "Evening At The Improv" program . . . **Willie Nelson** is among the guests on "Bob Hope's Pink Panther/Thanksgiving Gala" over NBC November 21 . . . The "IRS Show," featuring British, Australian, and American bands not necessarily affiliated with the IRS label, along with industry profiles, examinations of regional music scenes, and "how-to" segments, is set for November 21 on MTV and will regularly be shown on the third Sunday of each month . . . **Rick Springfield's** "Alive And Kicking" concert special airs over Showtime cable November 23 . . . **Judy Collins** is on PBS's "Over Easy" November 24 . . . **Utopia's** live USA cable broadcast, with DIR stereo FM simulcast, airs November 25.

MTV Music Television Added This Week:

- WHO "Eminence Front"
- J. GEILS BAND "I Do"
- MISSING PERSONS "Destination Unknown"
- AEROSMITH "Lightning Strikes"
- MUSICAL YOUTH "Pass The Dutchie"
- PLASMATICS "The Damned"
- UTOPIA "Feet Don't Fail Me Now"
- BILL NELSON "Flaming Desire"
- BRAINS "Dancing Under the Streetlights"
- YOUNG EXECUTIVES "Body Waves"

16 Years Proven Success

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THE Canadian Radio Promotion

U.S. Debut

MONEY-MAKING
AUDIENCE-BUILDING

60-Seconds on Tape
TAG IT, CART IT, RUN IT.
Custom-printed mini-cards
front & back

MAKE A PROFIT BEFORE YOU START . . .

Guaranteed

MAKE YOUR NEXT CALL MAKE YOU MONEY. . . CALL

Larry Nathan, Peter Powell Assoc., 503-686-0248 NOW.



Pro:Motions

Sheridan Named WREM GM

G. William Sheridan has been tapped as General Manager of **WREM/Orlando**. He joins the station from a prior stint at local TV outlet **WFTV**. Sheridan's background also includes the GM post at neighboring **WDIZ**.

Broeman Joins WIOD & WAIA

Roland Broeman has been named Broward Sales Manager at **WIOD & WAIA/Miami**. During the past four years, he was Local Sales Manager at **WAXY/Ft. Lauderdale**.

Lozea Tapped As RCA VP

RCA Records has elevated **Bernard Lozea** to Division VP/Business Affairs, East Coast. Since 1974, Lozea served as the label's Director, Contract/A&R Administration.



Bernard Lozea

Herbert Named First American President

Dennis Herbert has been promoted from VP/Finance to President of **First American Records Inc.** He succeeds former president **Jerry Dennon**, company founder and now Chairman of the Board.

Parallel Appoints Two

Candace Konowitch and **Debbie diCesare** have joined **Parallel Communications** as General Manager and Director/Project Development, respectively. Prior to this, Konowitch worked at **ATI** as assistant booking agent and assistant to the VP. DiCesare formerly held the Director/Operations post at **CBS-distributed Decent Records**.

WMZQ Ups Fleisher-Wood

Jackie Fleisher-Wood has been elevated to Local Sales Manager at **WMZQ/Washington, D.C.** For the past three and a half years she was an account executive at the **Viacom** station.

Hartong Promoted To Phonogram VP

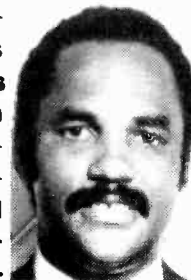
Bas Hartong has been upped to VP/International A&R at **Phonogram International B.V.** (Baarn/The Netherlands). Formerly the label's International Pop A&R Manager, Hartong will now be based out of New York.



Bas Hartong

Holmes Becomes CBS VP

Cecil Holmes has been appointed VP/A&R, Black Music, East Coast at **CBS Records**. Prior to this appointment, Holmes was President of **C. Holmes Entertainment**, a firm handling national independent promotion and marketing. Before that he served as Sr. VP and partner, **Casablanca Record & Film-Works**.



Cecil Holmes

West Becomes Cimarron Broadcasting President

Twenty-nine year television veteran **Ben West** has been appointed President/Chief Operating Officer of **Cimarron Broadcasting Corporation**, whose future plans include the acquisition of broadcast properties. West was most recently President of **Blair Broadcasting of Oklahoma**. Singer/songwriter **Harry Nilsson** serves as Cimarron's Chairman of the Board.

Mason Moves To Atlanta Artists

James Mason becomes Exec. VP/Chief Operations Officer of **Atlanta Artists**, which handles recording, management, and television production. Before joining the firm, Mason served as business manager of the **Bar-Kays**. He is currently managing **Chocolate Milk** and **Bobby DeBarge**.

Maloney Joins WNBC Sales

Jack Maloney assumes the newly-created post of Director of Sales at **WNBC/New York**. A 19-year broadcasting veteran, Maloney had been General Sales Manager at neighboring **WKHK**.



Jack Maloney

Vanity Records Debuts

Vanity Records & Tapes has been established under the direction of **Rick Scott** and **Tom Gomache**. The label's first release is the LP "Hey, Little Girl" by **Jimmy & the Mustangs**. Vanity can be reached at (213) 275-4378.

Rossman Becomes WNDE & WFBQ GSM

Dennis Rossman has been named General Sales Manager at **WNDE & WFBQ/Indianapolis**. This appointment marks Rossman's return to the city: from 1977-80 he was GSM of the aforementioned stations and until earlier this year was VP/GM of neighboring **WIKS**. He was most recently VP/GM of **WWZZ/Sarasota**.

WIRELESS

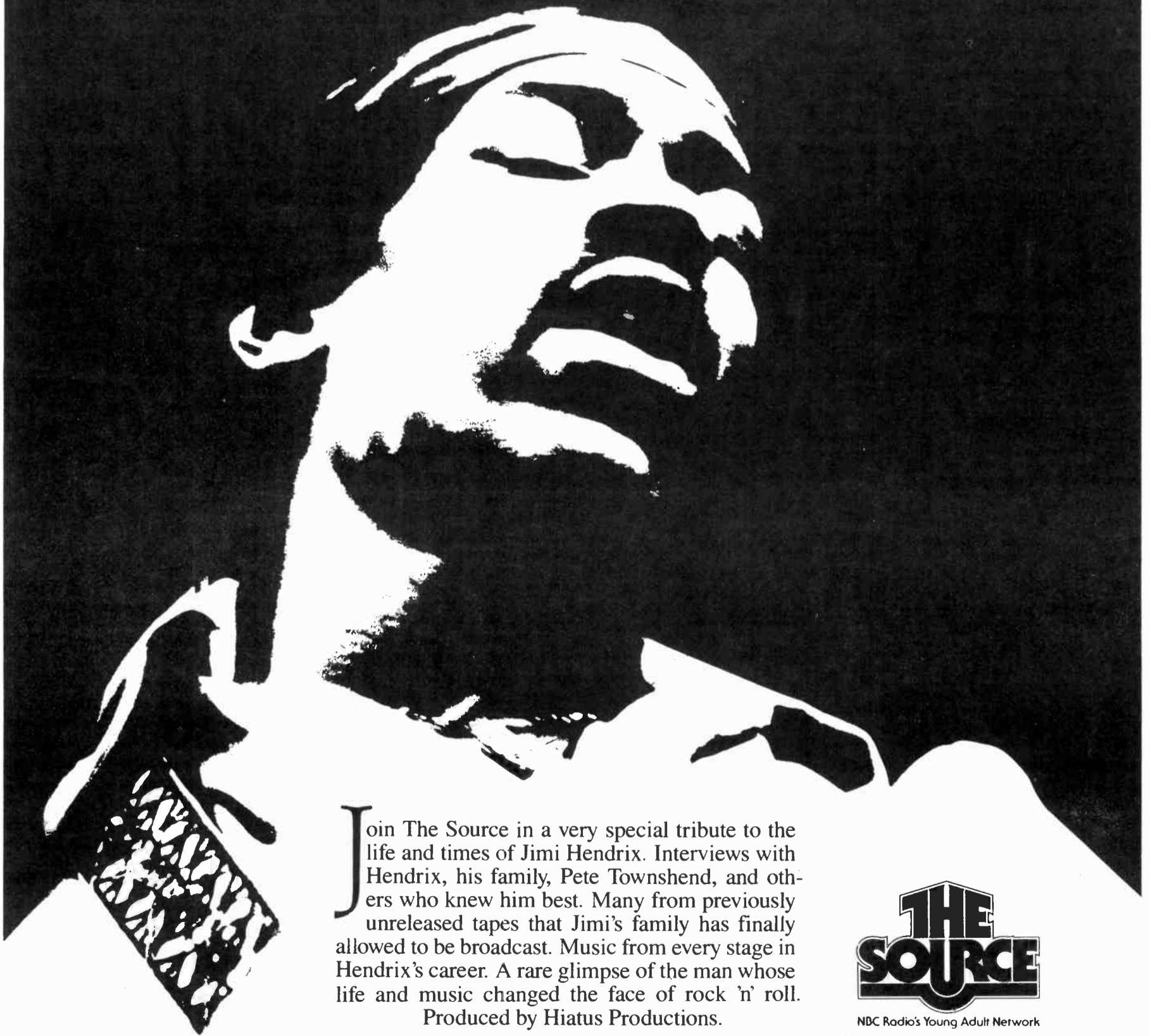
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JIMI HENDRIX

A · T · R · I · B · U · T · E



Join The Source in a very special tribute to the life and times of Jimi Hendrix. Interviews with Hendrix, his family, Pete Townshend, and others who knew him best. Many from previously unreleased tapes that Jimi's family has finally allowed to be broadcast. Music from every stage in Hendrix's career. A rare glimpse of the man whose life and music changed the face of rock 'n' roll. Produced by Hiatus Productions.

The weekend of November 26, 27 & 28.
Brought to you, in part, by Anheuser Busch and Levi's.



NBC Radio's Young Adult Network

Ratings & Research



JHAN HIBER

High Density Ethnic Areas Growing

Depending on which side of the fence your station is sitting, you may either welcome or cringe at the news that Arbitron is redefining its High Density Black/Hispanic Areas. This will be one of the last effects of the 1980 Census data. Revised ethnic population estimates, broken down by zip code based on the latest census, mean that effective with the survey going on currently (or next year if your market doesn't have a fall sweep) some of these ethnic areas are being enlarged.

What markets will be affected by changed HDBA's or HDHA's? What might the impact of these redefinitions be? Has Arbitron given the industry enough notice on this issue to properly prepare you for the possible upheaval? Let's examine these points.

Most Markets Change

Arbitron has been helpful enough to supply me with a list of the markets affected. Over 80% of the High Density Black Areas have been revised, while almost 70% of the High Density Hispanic Areas underwent change. Here's the list of affected markets:

Changes in HDBA's

Atlanta
Augusta, GA
Austin, TX
Baltimore
Beaumont-Port Arthur-Orange
Birmingham
Boston
Charleston-North Charleston, SC
Charlotte-Gastonia
Chattanooga
Chicago
Cincinnati
Columbia, SC
Columbus, GA
Dallas-Ft. Worth
Dayton
Detroit
Erie
Fayetteville, NC
Flint
Greenville-New Bern-Washington, NC
Greenville-Spartanburg, SC
Houston-Galveston
Huntsville, AL
Jackson, MS
Jacksonville
Lafayette, LA
Little Rock-North Little Rock
Long Branch
Los Angeles
Louisville
Macon
Memphis
Miami-Ft. Lauderdale
Milwaukee-Racine
Mobile
Montgomery
Nashville-Davidson
New Orleans

New York
Norfolk-Portsmouth-Newport News-Hampton
Orlando
Pensacola
Philadelphia
Pittsburgh
Raleigh-Durham
Saginaw
St. Louis
San Francisco
Savannah
Shreveport
Tallahassee
Washington, DC
West Palm Beach-Boca Raton
Wilmington, NC

Changes in HDHA's

Bakersfield
Chicago
Corpus Christi
Fresno
Houston-Galveston
Los Angeles
Lubbock
Miami
New York
Phoenix
Pueblo
Riverside-San Bernardino-Ontario
Salinas-Seaside-Monterey
San Antonio
San Francisco
San Jose

Ethnic Areas Grow

Those of you in affected markets might be wondering what impact the changes will have on the makeup of your metro — and on the way Arbitron samples that metro. Although there appears to be some confusion within Arbitron on this issue, the general feeling is that the HDHA's and HDBA's will enlarge in most markets.

In September Arbitron sent a release to stations discussing the topic of the ethnic revisions. That piece stated, "In general, the new population figures show an increase in the total number of zip codes qualifying as high density ethnic areas. This increase is due to the fact that black and Hispanic populations have increased at faster rates than the balance of the population."

Week In Review

"Off-Air" Announcements Banned

According to Arbitron General Counsel Tony Kelsey, and confirmed by Executive VP Rick Aurichio, the ratings service will soon be issuing new guidelines for contests and promotions. The new policy will add a section to the warnings on Page 5 of the reports dealing with "off-air" announcements. These would be messages conveyed through media such as mailers, posters or billboards, or other non-verbal channels. Starting with the winter '83 sweep, it's likely that any stations using such off-air methods to communicate with and possibly influence potential diarykeepers will be treated as though they had run on-air diary announcements — leading to Arbitron sanctions.

However, an internal Arbitron document implies that the increased number of zips may not necessarily mean an expanded population within the newly defined ethnic area. For example, "Exactly the same geography could be used with more zips within it (due to postal subdividing one zip into two or more). Similarly, the same geography could be used, but with fewer zips (perhaps enlarged ones) to cover it. Until we know the percentage of population distribution based on the new definition we will not be able to qualify the direction or magnitude" of the impact on the markets involved.

Arbitron is working internally to determine the effect of the revised ethnic areas on the respective metros involved. Those figures should be available within a month or so, according to Arbitron VP Rip Ridgeway. I'd suggest you make a note on your calendar to check soon with your Arbitron account executive to see how the figures will affect your metro.

"Over 80% of the High Density Black Areas have been revised, while almost 70% of the High Density Hispanic Areas underwent change."

Ridgeway confirmed what the PR release was getting at — that it's likely most ethnic areas will grow. When you think about it, look back 10 years in your market — has there been an influx of or increase in the number of ethnics in your area? Certainly in some Sunbelt markets that has been the case. I've heard from some black broadcasters who feel that Arbitron's HDBA configurations have been far behind the times. Perhaps they'll be more pleased with the new definitions.

Potential Double Whammy

Some non-ethnically oriented broadcasters may be concerned about what I call the "double whammy" impact of enlarged ethnic geographies. Larger HDBA's and HDHA's, coupled with the use of Differential Survey Treatment (which has boosted black levels and starts being used among Hispanics next year), could make things tougher for stations without much ethnic appeal to their formats.

Here's the possible scenario. Take a market where the population updates lead to a 15% increase in the number of ethnics residing in the newly-defined high density area. An increased ethnic population will mean that in order for Arbitron to try and survey propor-

tionately, it will have to boost the amount of sample sent to ethnics. With the help of DST the increased population could return a notably higher number of quarter hours. Conversely, unless Arbitron was to increase the overall sample in the market, the ethnic jump would mean fewer diaries left to survey the non-ethnic population.

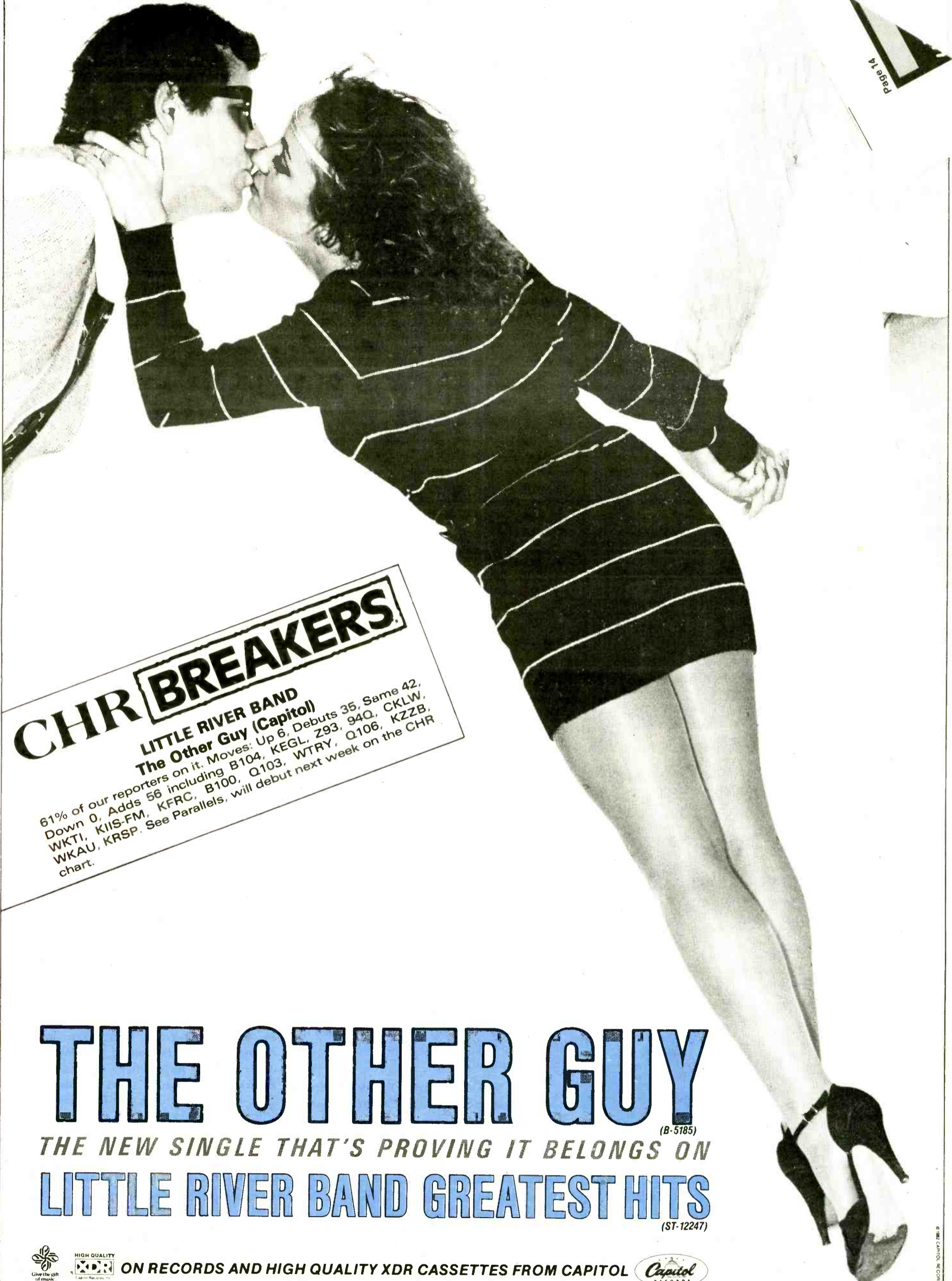
The good news in this scenario is that the ratings service will be doing a better job of proportionately representing the ethnic population in many markets. This will be true not only in Sunbelt areas but also in major urban markets where there has been some non-ethnic flight to the suburbs, making the ethnic impact in the core areas even more notable.

The other side of the coin in this is that these population and zip code updates, needed as they are, are another straw that lands on the backs of stations with little ethnic audience. I'd predict that Adult Contemporary, Beautiful Music, and Country stations would likely not be helped by the type of scenario that could hit a market as I've outlined here. On the other hand Black, News, Talk, and Urban/Contemporary formats may well be pleased with the new arrangement. The outcome in each market will undoubtedly vary depending on the census "catch-up" in that market — which is why it will be vital for concerned station management teams to check soon with Arbitron to see what the revision will mean in each metro.

Lousy Timing

While the move to update the ethnic areas is needed — to catch up with the migration patterns of the 70's — the timing of the announcement is not the best. As I noted, the first PR piece went to stations in September — the start of the survey that was affected by these updates. The internal document quoted was penned in late October — implying that the impact of the ethnic updates was still an unknown. Now, it seems the industry must wait a few more weeks — until almost the end of the important fall sweep — to see what each market's updated population and geography data will mean to that metro.

If I had a station in a market where there was an HDBA or HDHA, I'd sure want to know before almost the end of the affected survey what was going to happen to the sampling in my market as a result of the changes. If you are in a market on the list published here you may have that concern. It's just a shame Arbitron couldn't more fully address that concern prior to the start of an important ratings period.



CHR BREAKERS

LITTLE RIVER BAND
The Other Guy (Capitol)

61% of our reporters on it. Moves: Up 6, Debuts 35, Same 42, Down 0, Adds 56 including B104, KEGL, Z93, 94Q, CKLW, WKTI, KIIS-FM, KFRC, B100, Q103, WTRY, Q106, KZZB, WKAU, KRSP. See Parallels, will debut next week on the CHR chart.

THE OTHER GUY (B-5185)

THE NEW SINGLE THAT'S PROVING IT BELONGS ON

LITTLE RIVER BAND GREATEST HITS (ST-12247)



ON RECORDS AND HIGH QUALITY XDR CASSETTES FROM CAPITOL





STREET TALK

**"BABY, COME TO ME"
BREAKS**

CHR BREAKERS

28

AVERAGE MOVE +5

FORMER A/C BREAKER, NOW

24

18

PATTI AUSTIN
(A DUET WITH JAMES INGRAM)

"BABY, COME TO ME"



PRODUCED BY QUINCY JONES FOR QUINCY JONES PRODUCTIONS



MANUFACTURED & DISTRIBUTED BY WARNER BROS. RECORDS

At YES 95/Cincinnati E. Alvin Davis is back in as consultant, and PD Ken "Eddie" Rogers is out. No new PD has been named yet.

With KMPC/Los Angeles now back to playing music, morning personality Robert W. Morgan has signed a new longterm contract with the station. The "Hitparade" format apparently agrees with him.

Monument Records will officially open its West Coast offices Monday (11-22) at 1800 North Highland Ave., Suite 400, Hollywood, CA 90028. The phone number is (213) 466-9500. Label President Bob Fead, VP Marshall Blonstein, and former Alfa employee Vicki Leben will staff the new Monument location.

Steve Weed has resigned as Operations Manager of KMJM/St. Louis. After his success in the Midwest, he shouldn't have trouble relocating. He can be reached at (314) 225-8532.

Remember those "Boss Radio" jingles that used to punctuate the "more music" sound of a classic Bill Drake station? Well, they're back! That's right, Tuesday Productions, in cooperation with Drake-Chenault, has reprocessed those timeless tracks (some by the Motown rhythm section) and added new vocals. The result is now available from Tuesday in San Diego.

Congratulations to KIIK/Davenport PD Jim O'Hara and his bride-to-be, Gynny Hosmanek. The couple will be wed November 27 in Davenport.

Mary Lyon, who was formerly News Director at KHJ/Los Angeles, and most recently worked as a producer for Cable News Network's L.A. Bureau, is now Manager/News & Public Affairs for KEARTH/Los Angeles.

KBEQ/Kansas City's new PD Todd Chase has promoted MD John Conrad to Assistant PD as of this week.

Congratulations to KDKA/Pittsburgh, which just celebrated its 62nd birthday (11-2). That's a lot of years and a lot of great radio.

Steve Behm has resigned his position as morning drive personality at KEZR/San Jose to accept the Music & Research Coordinator post at KYUU/San Francisco. He replaces Terry Danner, who has left the station.

Chalk up another client station for consultant Paul Christy ... he's just signed KRBE/Houston.

WKAZ/Charleston, WV MD Bill Hagy has stepped up to Operations Manager. He will retain his music duties.

Former WBOS/Boston PD Jack O'Brien is now programming WERZ/Exeter, replacing Mark Ericson.

Radio Seance Meets Spirited Opposition

It seemed like a great idea at the time, or at least that's what KFMH/Muscataine, IA Promotion Director Steve Bridges thought when he scheduled an on-the-air seance for Halloween night.

Local church leaders were not pleased at the prospect of the AOR station possibly contacting the spirits of some dead rock stars. In fact, they professed fear that the radio seance might contact the devil himself (and we're *not* talking Ozzy Osbourne here).

So, rather than risk the public outcry that surrounded KFMH's "Wet Shorts" contest (these guys really do have a sense of humor, don't they?), the station called off the seance, saying the promotion was a "dead issue."

Ooooooooooooo, pretty scary, eh kids?

CBS Records is attempting to stop MCA from marketing its "E.T. Storybook" LP. Why? Because Epic's Michael Jackson appears on the album, and CBS feels that MCA is not living up to the agreement the two labels had over the use of young Michael's services. CBS claims MCA agreed not to release the album before Christmas (avoiding possible conflict with Michael's new LP), but the album is already out. The courts will settle this one.

KMTN/Jackson Hole, WY has officially announced its format switch from AOR to A/C. The longtime AOR had been in transition to the new format for several weeks.

Allan Jackson has been named the new Operations Manager at WGRD/Grand Rapids. Former PD Chuck Bailey stepped down to devote more time to his morning show. Allan comes from the company's sister station WAJX/Titusville, FL.

Congratulations to Robin Wren on being named Director of Concert Programming at Westwood One. The former National Promotion Director at Epic and RSO will be acquiring talent for Westwood One's five nationally broadcast concert series.

If you can get your hands on copies of Friday's (11-19) *Hollywood Reporter* or *Variety*, check out the two-page ad for ABC's "Fantasy Island." To promote Mickey Gilley's appearance on the show, you'll notice a scene that looks very much like "Gilley's" in Texas. Not so. That photograph was taken in Santa Monica, California, and if you look a little closer, you'll notice that the bartender is Backstreet Records' Dino Barbis! What's Dino doing in a promo shot for Epic's Mickey Gilley? He's a friend of the photographer.

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Peter Gabriel



JB105 add 35
CHUM 2-2
KEGL 10
XTRA add
WJDX add
WZYP add
KRQ add 26

WFBG add
WIKZ add
WQLT add
WFLB add
KVOL add
WCIL-FM add
KDZA add

KTRS add
WCAU-FM deb 40
WXKS-FM 17-15
CFTR 34-25
CKGM 24-18
WLOL-FM on
WGCL 20
KIQQ deb 25
KFRC deb 27

WKFM 18-15
WPHD 16
WHFM 38
92FLY deb 27
WRCK 17-15
3WT deb 40
KITY 24-16
KSET-FM 4-4
WTIX deb 38
CK101 deb 22
WNOK-FM 33-24
WVIC 14

WJXQ 9-9
KFI on
KKXX 29-24
KYYX 4-3
KBBK 31
KSKD 34-28
KQMQ 27-23
WGUY 29-23
WOMP-FM 10-6
WSPT deb 30
KFMZ 2-2
KBIM deb 39

"Shock The Monkey" 7-29883

PRODUCED BY DAVID LORD
AND PETER GABRIEL

Joni Mitchell



WBEN-FM
WCAU-FM
WLOL-FM
WKFM
WPHD
WHFM
WRCK

3WT
WPST
WLAN-FM
KITY
KSET-FM
WABB-FM
WOKI

WSEZ
WCSC
WNOK-FM
WGH
WRVQ
WZZR
WVIC

WJXQ
KMGK
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KHOP
KGGI
KYYX
KSKD
KRQ

WFBG
WIKZ
WSQV
WCIR
WZYQ
WKHI
WISE
WHSL
WFLB

KVOL
KNOE-FM
WSPT
WBWB
KRNA
KFMZ
KDVV
KSLY
KCBN
KOZE

"(You're So Square) Baby, I Don't Care" 7-29849

PRODUCED BY JONI MITCHELL

Elton John



CKLW
WKEE
KBBK

KIKI
WJBQ
WACZ

WOMP-FM
95SGF
WFOX
WPFM

KFYR
WBWB
KFMZ
KCDQ

"Ball And Chain" 7-29846

PRODUCED BY CHRIS THOMAS
Recorded by Bill Price

Sammy Hagar

*On Your Desk
This Week!*

"Your Love Is Driving Me Crazy" 7-29816

PRODUCED BY KEITH OLSEN



Manufactured by Warner Bros. Records.

Metheny

Continued from Page 1

WNBC are put under the responsibility of Metheny. This will better allow for consistency in the integration of all our programming elements. Metheny is well qualified to handle these expanded responsibilities."

Metheny told R&R, "Until spring of this year, I don't believe any of the NBC O&O PD's had responsibility for news and public affairs, but they now fall under our programming department. I really appreciate WNBC's gesture of confidence. It is genuinely gratifying to work for and with the talented and committed broadcasters at NBC Radio."

Metheny is a longtime programmer whose career includes PD stints at KSLQ/St. Louis, WEFM/Chicago, 96KX/Pittsburgh, WZZD/Philadelphia, KMJC/San Diego, and WNOE/New Orleans. He also served as Project Manager at RAM Research and as an air personality at KJR/Seattle.

Gable

Continued from Page 3

WIOD & 97AIA acting General Manager Phil Costin commented, "Of course, we hated to see Alan leave. However, we were fortunate that through our relationships within the industry we were able to find Chris. He has a broad background in most areas of broadcasting, is very aggressive, and has already worked with Burkhart-Abrams, who consults 97AIA. Chris fit all of our qualifications, and I felt comfortable with him right from the start. He's going to fit right in."

Gable told R&R, "I'm thrilled, excited, and ready to keep 97AIA on track, as the station is doing well. With a bit of refining, I'm confident we can make it even better. They've commissioned me to bring 97AIA to its peak as quickly as possible, and that's what we're going to do."

GE/Outlet

Continued from Page 3

Outlet Sheds Retail Stores

Outlet has become a broadcast-only company with the sale of its remaining 42 retail women's readywear stores for \$13 million. Dick Rakovan, Sr. VP/Radio for Outlet Broadcasting, told R&R the divestiture completes a long-range plan to get out of the retail business entirely. Three years ago Outlet sold off another 70 stores.

Freed of the drain of unprofitable retail stores, Rakovan said Outlet will now concentrate on acquiring its full complement of seven AM's and seven FM's and "hopefully more" stations if the FCC lifts existing ownership limits. The group now has one AM, four FM's, and five UHF TV's.

According to Rakovan, Outlet still hopes ultimately to merge with another company. Last year a planned merger with Columbia Pictures fell through when Columbia was bought by Coca-Cola, which decided not to enter the broadcast business.

Fowler

Continued from Page 1

radio. Those are real advantages. Lee's maturity is well suited to what we have to get accomplished here in South Florida, and that is to be an adult-oriented, full-service radio station. We're very excited about it."

DiLoreto dismissed current speculation that WGBS might switch from A/C to News/Talk. He said, "The rumors are being caused by our new studios, which are equipped to provide extensive coverage of news and information. Combined with the fact that we have three news openings, that's led some people to jump to conclusions. Besides," DiLoreto added, "we were one of the first stations in the country to go with AM stereo. I'm not about to spend \$20,000 on AM stereo just to send out a red herring."

Fowler was not available for comment at presstime.

KIRO

Continued from Page 3

According to Bremer, there was a question as to whether or not they would be able to broadcast once news of Brezhnev's death was released on Thursday. Instead, they were cautioned against speculating, but allowed to report the facts. Later that night, after the broadcast, the KIRO party was transferred to another hotel located away from central Moscow, which was closed to foreigners.

KLLB

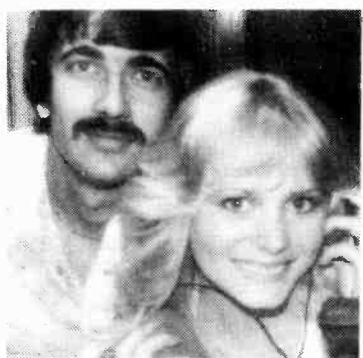
Continued from Page 3

Mitchell explained the format change: "There's been a real hole in the market for a long time. KGON has dominated the area; they're a great radio station, but at the same time we felt they'd gotten away from some of the roots they were based on. We think we have the people to carve a pretty quick niche for ourselves in the market."

Allen

Continued from Page 1

Allen commented, "I feel this new aspect of my career is reflective of the burgeoning Nashville music industry and R&R's commitment to country. I'm hoping for the cooperation and support of the friends I already have and the new friends I'm sure I'll make. To quote Alabama, 'It Feels So Right!'" Allen's appointment is effective in two weeks.



THIS IS WORK? — January 1982 Playboy Playmate Kimberly McArthur, in town for a Road & Track Car Show, dropped by WVM/Bikoxi PD Jim Tabor's program for a live interview. Jim is still recovering.

CALENDAR



BRAD MESSER

The State Of The Union

Now and then an AFTRA crew will strike a station and there'll be a few days of spotty news coverage in local print media, but on the whole it's quite unusual for the American Federation of Television and Radio Artists to surface in trade publication headlines, as it did early this month after filing for protection from creditors under Chapter 11 of the federal bankruptcy laws.

Not being one to ponder the overall implications nationwide, when I saw the headline my first concern was for myself. "Fine!" I thought, "There went my pension money which I knew I'd never see anyway." But the story assured us former and present AFTRA members that the Chapter 11 filing was only a delaying tactic, some legal footwork to prevent the union from being taken over by creditors, a sort of asset-protecting King's X.

This story will continue to be played out in the judicial system and the ending will eventually be written by strangers in some far-off courtroom. I'm awfully skeptical, so I fully expect to pick up a trade journal somewhere down the line and see another headline which — although worded differently — will say "Messer's Retirement Money Vaporizes." Of course I hope I'm wrong, for the sake of all of us AFTRA babies, but I don't have a whole lot of faith in union pension funds in general and the AFTRA one in particular.

I know that by muttering even a few words of doubt I'm getting out of line here. The union is something TV and radio reporters traditionally treat as a sacred cow left to graze quietly in back pastures far from criticism and controversy, perhaps partly because those people who have the privilege of aiming the spotlight of publicity are afraid of our own union and know somewhere deep in our gut that AFTRA might get even with us, like in the military where a private may win one little encounter only to be quietly devastated by the system's revenge later. ("Gosh, Private Messer, we seem to have lost all your shot records and you'll have to run through those needles again.")

When I first joined the union in 1969 I thought it was a collective bargaining unit established by Us (the workers) to negotiate with Them (the employers). Through the years that idealistic image eroded, and I began to believe the workers were still Us but the Them was the union and the employers together. I got that feeling when I witnessed employees being excluded from sitting in on bargaining sessions and deals being made behind closed doors. I've seen a union local go through the motions of asking the employees what they want to go for in upcoming contract negotiations, then turn around and go for something entirely different in the actual talks. One man's opinion of the state of the union? It exists exclusively for its own good with the sole goal of protecting and perpetrating itself and its paid employees. The union members are incidental and not very important. That's my individual opinion, which represents only about one three-billionth of world opinion on the matter, but which I feel now leaves me open to eventual quiet revenge. ("Mr. Messer, it didn't bother us a whit to read about your low opinion of our union because we have always welcomed diverse comment, but in a routine check of our files we don't seem to even have a record of your membership, not to mention your pension money. Are you sure you ever joined?")

MONDAY, NOVEMBER 22 — A British ship loaded with military payroll sank in New York Harbor 202 years ago this week, going to the bottom carrying almost a million gold (guinea) coins. Beth Haskell of the South Street Seaport Museum says the "HMS Hussar" sank in a treacherous area where three currents meet, and it's anybody's guess exactly where the wreckage was deposited on the bottom. "As far as anybody can tell," she says, "it's (now) either buried in the mud or underneath landfill."

On this date in 1906 an international convention established the universal radio distress code SOS. In 1963 President John Kennedy was assassinated in Dallas, and two days later his accused killer Lee Harvey Oswald was himself murdered by nightclub owner Jack Ruby as millions watched on live TV.

Two years ago yesterday almost 42 million people were watching "Dallas" to find out who shot J.R. It was the largest TV audience ever.

Baseball pro Greg Luzinski is 32. Billie Jean King is 39. Robert Vaughn is 50. Geraldine Page is 58.

TUESDAY, NOVEMBER 23 — The forerunner of the modern jukebox came along only a dozen years after Thomas Edison perfected his cylinder phonograph. Eighty-three years ago today (1899) the first one was installed in San Francisco's Palais Royal Hotel, offering a selection of one song.

The machine that makes horseshoes was patented 147 years ago today. Two years ago about 3000 people were killed by major earthquakes in South Italy.

Susan Anspach is 40. People born on this date have included William Bonney, the outlaw better known as Billy The Kid (1859); Boris Karloff (1887); and Harpo Marx (1893).

WEDNESDAY, NOVEMBER 24 — Thanksgiving almost magically kicks off the pre-Christmas shopping season, and if the holiday came a week later the shopping spree would be a week shorter. That almost happened in 1939, before Thanksgiving was legally placed on the fourth Thursday of November, and President Roosevelt responded to pleas from businessmen by ordering the holiday moved a week earlier. A lot of people didn't like having their holiday shoved around the calendar for commercial reasons. Shelly Eickhoff of the FDR Library says some states stubbornly refused to observe the earlier Thanksgiving, others went along and moved it ahead a week, and "some states actually had two Thanksgivings a week apart!"

The world's first ransom skyjacking was eleven years ago, when a man using the name D.B. Cooper commandeered a jetliner, got a \$200,000 payoff, and parachuted alone into the remote forests of Washington state never to be seen again.

Pro basketballer Rudy Tomjanovich is 34. William F. Buckley Jr. is 57. Others born on this date have included ragtime musician Scott Joplin (1868), lawman Bat Masterson (1853), and 12th President Zachary Taylor (1784).

THURSDAY, NOVEMBER 24 — Although everyone knows the Pilgrims ate turkey at the first American Thanksgiving, Laurence Pizar of the Pilgrim Society in Plymouth, Massachusetts, says everyone may be wrong. "The Pilgrims recorded that they ate fowl, and there was an assumption that one of the fowls available to them would have been turkey. Somewhere along the line it was decided that turkey would have been an appropriate dish, and it seems to have caught on." Although there's no proof of turkey, there is written proof that the Wampanoag Indians and the Pilgrims did eat popcorn for dessert.

The world's heaviest bell — 19 feet across and weighing 216 tons — was cast on this date in 1735 in Russia. Just like our own Liberty Bell, theirs cracked when they rang it, and a little 12-ton piece chipped off.

John F. Kennedy Jr. (John John) is 22. Tina Turner is 41. Actress Kathryn Crosby is 49. "Fantasy Island" star Ricardo Montalban is 62. Joltin' Joe DiMaggio — Baseball Hall of Fame member and onetime husband of Marilyn Monroe — is 68.

FRIDAY, NOVEMBER 26 — But for a twist of Fate we'd have the Mack Silk Company today instead of Mack Trucks. Joe Mack (born 112 years ago tomorrow) and his three brothers were in the silk business, but weren't satisfied with their horsedrawn delivery wagon system. In 1899 they began making their own delivery wagons with gasoline engines, in 1900 they created the world's first successful passenger bus, and in 1911 they abandoned silk and formed the Mack Truck Company just in time for a huge market to be created by World War One.

America's first streetcar service began with a horse pulling a car along tracks in New York City 150 years ago today. The fare was twelve cents. On this date in 1925, Ford was advertising a reasonably-priced Christmas gift, a new roadster for \$260.

Impressionist Rich Little is 44. Robert Goulet is 49. Charles Schulz, who created Charlie Brown and Peanuts in 1950, is 60. Eric Sevareid is 70.

Sales



JONATHAN HALL

New Sales Approaches For The Eighties

Successful salespeople... a new generation of the sales process... the components of a sales proposal. These were among the topics discussed at this year's series of RAB Fall Sales Clinics. What became evident when listening to people such as sales consultant **Don Beveridge**, the workshop leader, and RAB's Southwest VP **Jerry Gardner**, is that there will be giant changes in salesmanship in the coming years that promise to alter the sales process.

Vivian Funn of R&R attended the Washington, DC workshop. Because of her enthusiasm for the information she received, I felt some of the ideas might be good thought-starters for a sales meeting.

Today's Salesperson

Selling on emotion is the most antiquated selling skill, Don Beveridge believes. By 1985 most every form of selling will be done primarily on logic and positioning - identifying customers' needs, using marketing plans, relating to customers' buying expertise.



Don Beveridge

The **Harvard Business Review** reported almost two decades ago a finding only now being discussed among sales managers in our industry. In attempting to put its finger on why mediocrity abounded, the publication noted the following in August 1964 after reviewing the performance of over 7000 salespersons:

"The dynamics of success remain approximately the same in all cases. Sales ability is fundamental, more so than the product being sold. Long before he comes to know the product, mostly during his childhood and growing-up experience, the future salesman is developing the human qualities essential for selling. Thus, when emphasis is placed on experience, and experience counts more than such essentials as empathy and drive, what is accomplished can only be called the inbreeding of mediocrity."

The point I believe both Don and the magazine are making is that while experience is easy to come by, real sales ability doesn't come easy. Indeed, Don's third generation of sales types describes the successful salesperson as one who possesses empathy, expertise, and identity in the marketplace. With the fourth, or best, type of salesperson Don says the client perceives him or her as an unpaid employee of the client's company. Also, in addition to being an information seeker and problem-solver, more importantly the salesperson becomes a problem preventer.

"Experience appears to be less important than a man's possession of two central characteristics of empathy and ego drive... Training can only succeed when the raw material is present."

What Makes An Effective Salesperson

A good salesperson first of all is a counselor who identifies and satisfies customer's needs. That same person measures performance by setting an annual sales objective tracked monthly.

This person preplans his or her activities using an itinerary and establishing an objective for every sales call. On this point, Don suggests that one-third of each day be left unplanned for paperwork, setting up sales appointments, etc., and a half-day during the middle of the week be reserved for unscheduled appointments or sales meetings.

Three additional desirable qualities in professionally-trained salespersons are that they know how to prospect and can generate approximately 60% of their leads, regularly use selling tools such as visuals, and know how to use a proposal.

Sample Itinerary

	M	T	W	Th	F
Preplanned Account Activities					
Objective: Account:		Half Day			
Objective: Account: etc.		Unplanned			
Other Activities:					

Components Of A Proposal

Don begins proposals by describing the results of a specially prepared *needs analysis*. He recommends listing the names and titles of people surveyed, the date the contacts were made, and the objectives of the survey.

Secondly, there should be some market research - for example, a survey of the community around a grocery store - to determine the buying habits or hours of customers. If after reviewing this part of the proposal the client would like additional information or suggests talking to additional people, leave and get the information. Always ask if your information is valid before proceeding with a client.

Next, go into your problem-solving mode. Don suggests another sample beginning statement: "There is a mandatory need for a unique (call letters) system. The components are: (note in detail financing, point of purchase, kickoff of meeting, training of personnel, etc.). In making the presentation, make sure your client agrees.

Blair Caps 3000th Graduate



Blair Radio's "College of Radio Knowledge" went on the road to present intensive role-playing workshops for the St. Louis Radio Association. During the presentations, D'Arcy, MacManus & Masius staffer Leona Dunsmoor became the 3000th graduate of the "College." Pictured during the capping ceremony are (l-r) Blair Sr. VP Bob Lobdell, Dunsmoor, and Blair Sr. VP Bob Galen.

"Never send a proposal in the mail or leave it with a secretary or receptionist. Always hand-deliver a proposal to the recipient after scheduling time to go over it. Always double or triple space, use wide margins, and underline title sections. Using graphics is very important."

In addition to these tips, Don Beveridge suggests using a beginning statement similar to "The programs, products, and systems outlined in this proposal are tailored to the unique needs of (account name) as described and are available through (expiration date of 30 to 45 days)."

The Critical Path

The *Critical Path* is the direction a potential sale will take from the time of the initial interview to when the client's advertising hits the air. Don likes to put that into chart form.

crippling emphasis on conformity rather than creativity.

"...when emphasis is placed on experience, and experience counts more than such essentials as empathy and drive, what is accomplished can only be called the inbreeding of mediocrity."

"Experience appears to be less important than a man's possession of two central characteristics of empathy and ego drive... Training can only succeed when the raw material is present."

Date:	Activity:	Responsibility:
"	Initial Interview	Salesperson's Initials
"	Second Interview	Salesperson's Initials
"	Station Seminar	Station Call Letters
"	Needs Analysis	Salesperson's Initials
"	Proposal	Salesperson's Initials
		(Imaginary Line)
"	Agreement	Customer
"	Deposit	Customer
"	Personnel Training	Customer
"	Point Of Purchase	Customer
"	Jingles	Programming Department

Don notes that if the customer thinks the timing is unreasonable or wants a campaign to have an earlier start date, then it's important to demonstrate how the number of days between the proposal and agreement could be reduced in order to shorten the time span from that point forward.

Finally, he suggests repeating the beginning statement: "The programs, products, and systems described in this proposal are tailored to the unique needs, etc." This should be done under the heading of *Investment*.

Conclusion: What Makes A Good Salesperson

In the final analysis it's important to determine the characteristics of an effective salesperson, then offer him or her training. One of the biggest reasons to do so is to avoid mediocre salesperson and reduce turnover. The **Harvard Business Review** article of 20 years ago summarized it best. It concluded that "industry must improve its ability to select top salesmen. Failure to date has stemmed from such errors as: the belief that interest equals aptitude... and the

Rep Report



Rod Zimmerman

Pat Maxwell

Rodney Zimmerman becomes Sales Manager for CBS Radio Spot Sales in Chicago, transferring from the New York office... **Pat Maxwell** promoted to Director of Research for Christal, from Asst. Research Director... **Selcom** adds **KATT-AM & FM/Oklahoma City** to its station list... **Torbet** has several new stations: **WGBS & WLYF/Miami**, **WZEZ/Nashville**, **KAYI/Tulsa**, **WEZK/Knoxville**, and **WIKY & WROZ/Evansville, IN**.

Contemporary Hit Radio



JOEL DENVER

VP/PROGRAMMING LES GARLAND COMMENTS

MTV's Effect On CHR And Record Sales (Part One)

Never let it be said that American ingenuity couldn't reinvent the wheel. In a sense MTV did just that . . . combining the principles of radio with the added hook of being able to watch the artist perform, all from the comfort of your living room.

Is MTV too good to be true? To Warner Amex originators, Sr. Executive VP John Lack and Sr. VP/Programming Bob Pittman, yes. MTV is growing by leaps and bounds, and goes virtually unchallenged for format/presentation exclusivity. What's becoming increasingly apparent is that MTV's programming is having a profound effect on radio stations and retail record stores in many markets.

According to MTV VP/Programming Les Garland, "MTV is now seen in eight million homes, distributed by more than 800 cable companies. There are 80 million TV homes in this country and at this point about 35% of those homes are wired for cable. That boils down to 29 million homes, and we're in eight million of them right now. We figure that by 1990 about 60% of the homes in America will be wired for cable, which is 50 million households."



Les Garland

Just Like A Radio Station

If Les Garland's name seems familiar, it should. He was formerly PD at KFRC/San Francisco, WRKO/Boston, CKLW/Detroit, and K100/Los Angeles. The many years of programming experience and knowledge that Les, Bob Pittman, and the rest of the staff have has proved valuable in evolving the present on-air product of MTV. What's most apparent is that MTV uses a lot of winning radio formatics applied to the medium of TV.

For those unfamiliar with MTV, Les explained, "It's just like a radio station. We operate 24 hours a day, seven days a week, and we always have a VJ (video jock). Even though MTV appears to be live, we are live on tape, knocking out a five-hour shift for the next day in about two hours."

What's your VJ lineup? "J.J. Jackson was a jock at KLOS/Los Angeles, Mark Goodman came to us from WPLJ/New

"Up until recently we have been totally dependent on record company-supplied video tapes, and in the last year the video product has about doubled. A year ago we were looking at an average of six tapes per week in our music meetings, and now we're looking at an average of 20. We figure out what to add each week just like a radio station does."

York, Alan Hunter was an actor from Alabama, Nina Blackwood an actress from Ohio, and Martha Quinn was working part-time at WNBC/New York. And we're currently looking for the sixth VJ."

Les went on to describe what MTV looks for in a VJ. "Most importantly people that can relate to the music and be communicative, look nice on TV, plus have a human quality about them that complements what they're doing. There isn't really much of a role model for the job, since this is the only operation like it in the country."

More Growth Is Coming

Some of you may or may not have MTV in your area . . . and there are some markets where it's available only in a limited area. Les explained why. "Channel space at the local cable companies is our biggest problem as far as extending our reach. We are far ahead of our projections at this point. We're now in every major market in the country with at least partial coverage. The local cable operators just don't have the room on their boxes to put us on. We've got to wait until space becomes available either through contractual expiration of another

"Programmers are becoming aware of the product that's selling as a result of MTV that their competition isn't playing. They're beginning to capitalize on it. We've also been told by record companies that MTV is becoming almost as influential as the biggest CHR or AOR stations in some markets."

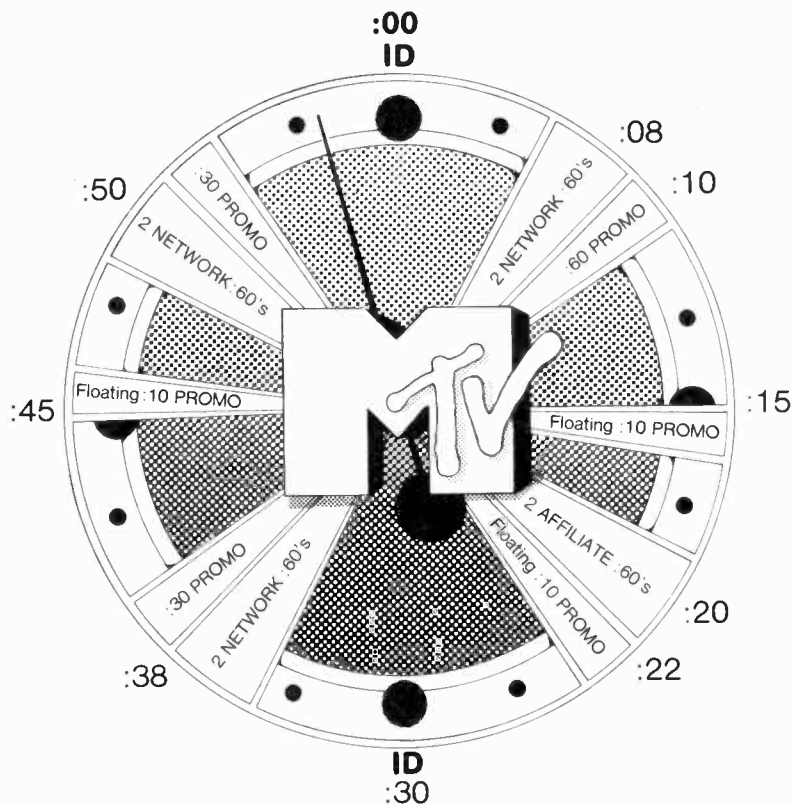
programming source, or expansion of service by that operator.

"We're running commercials on local TV stations with the theme 'I Want My MTV.' The spot features cameos by Peter Dinklage, Mick Jagger, and other superstars combined with some clever animation. These are designed to support the system in a market where we only have partial coverage as in L.A. or San Diego. In New York we weren't in Manhattan, but were in a half-million homes around the city. The spots have generated a lot of phone calls to the cable companies asking when MTV would be available."

Improved Programming

The programming on MTV has improved dramatically over the past six months or so, Les feels, which might give rise to its improved market penetration and influence on record sales. "Up until recently we have been totally dependent on record company-supplied video tapes, and in the last year

MTV Format Clock



If this MTV format clock looks like the one in your control room, it's no surprise. The basic formatics of a winning radio station were used in its development.

The only thing not shown within the clock is a twice-hourly feature where the VJ talks with a guest star, or capsulizes the latest news in the world of music. While three floating :10 promos are indicated on the clock, only two of them air each hour, but all were left in to show their placement.

The top and bottom of the hour ID's utilize voiceovers of the VJ, combined with a music bed and visual. The :60 and :30 second promos are used to promote an upcoming contest, special feature, or MTV concert.

the video product has about doubled. A year ago we were looking at an average of six tapes per week in our music meetings, and now we're looking at an average of 20. We figure out what to add each week just like a radio station does.

"We're now creating some of our own programming, which keeps us from being totally reliant on the record companies. We shoot some of our own concert footage that runs on a regular basis on Saturday nights, and we offer specials on Sunday nights. For Labor Day we produced a show called 'MTV Extra' which had Paul McCartney, Robert Plant, Mick Jagger, and Keith Richards. I'm very proud of it since it's also up for a New York International Film Critics Award."

Judging Audience Response

MTV is now involved in checking the tastes of the audience's reaction to the programming. In the beginning, there was little choice in product, as Les explained, but now with more product becoming available, "We've begun testing the programming for viewer appeal. 5000 calls per week are made from here in New York to all over the country to talk to homes with the cable.

"We know that Tulsa, OK is one of the markets with the highest penetration for MTV. Calls are placed at random, asking if they are familiar with MTV. If a positive response is generated, then we survey their viewing habits by asking how long they've

watched in the last week, on which days, and how much on a daily basis.

"Responses are segregated into light, medium, and heavy viewers. We then ask if they are familiar with a specific list of video clips. We then play an excerpt from the song, and tally up the responses. To measure our impact on the retail record market we also call about 175 of the larger retail operations to find out what's selling. Many of these outlets actually have MTV wired into the store, and keep it running on wide-screen TV. From every indication at the retail level, we are selling a lot of records."



Doing The Job Radio Once Did?

By now you've probably either taken a defensive posture regarding MTV's future effects on your listening audience, or you've come to grips with the fact that it's here to stay and should be looked on as a tool to give you further insight to what the public wants.

"Being that we are virtually the only game in town, MTV has in a sense become a competitor for radio and for TV since we use the principles of both mediums," Les observes. "We're also aiming at the 12-34 audience and I think radio is getting limited in its ability to target in that direction successfully. The results of three Nielsen studies show our audience composition is about 25% between 12-17, 26% 18-24, and 27% 25-35, and 20% over the age of 35, which really blew us away."



The MTV VJ's (back, l-r) include J.J. Jackson, Nina Blackwood, and Mark Goodman. Also shown (front, l-r) are Martha Quinn and Alan Hunter.

Continued on Page 22

Columbia Records thanks radio for a CHRiffic week!



LOVERBOY "JUMP"

CHR SIGNIFICANT ACTION

KEGL add	KKXX deb 39
WKFM add	WKEE
WPHD add	WGH
WRCK add	WKDD
KITY add	KSKD
KSET-FM add 30	KQMQ
WABB-FM add	WJAD
G100 add	WISE
WFLB add	KVOL
FM99 add	KFYR
KNOE-FM add	WCIL-FM
KYTN add	KGHO
KSLY add	KBIM
I95 deb 27	KCDQ
WJXQ 32-30	



SCANDAL "GOODBYE TO YOU"

CHR SIGNIFICANT ACTION

Q103 add	WKRZ-FM
KSET-FM add	KTFM
WSEZ add	KITY
WGUY add	WABB-FM
WQLT add	WSSX
WPFM add	WZZR
D93 add	WVIC
WXKS-FM deb 27	WJXQ
KEGL 28	KMGK
WPST deb 40	KBBK
79Q deb 30	KSKD
WOKI 33-30	WFBG
KYYX 30-28	WFOX
WSQV 26-24	WHSL
KFMZ deb 23	WFLB
WLOL-FM	KNOE-FM
KIMN	KENI
WKFM	KSLY
WPHD	KCDQ



JUDAS PRIEST "YOU'VE GOT ANOTHER THING COMIN'"

CHR SIGNIFICANT ACTION

WCAU-FM add	96KX
KEGL 32-26	3WT
WLS-FM 27	WYCR
WGCL 29	WKRZ-FM
WRCK 30-26	WABB-FM
KYST 31-29	WSSX
KSET-FM 25-22	WGUY
WNOK-FM add	WIGY
WJXQ 3-7	WISE
KBBK add	WHSL
KSKD add	WYKS
WFBG 6-6	D93
KISR 14-12	99KG
KBIM 37	



E/P/A FOURTH

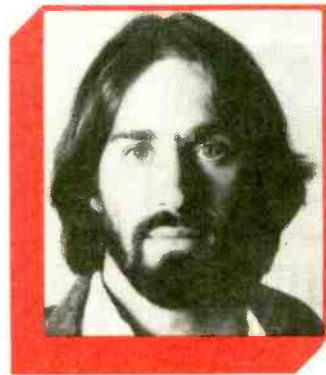
MICHAEL JACKSON/PAUL McCARTNEY



"The Girl Is Mine"

CHR: — 28 18 **13**
 A/C: 23 15 10 **6**
 BLACK: — 21 6 **4**

DAN FOGELBERG "Missing You"



CHR: 21 16 11 **10**
 A/C: 11 9 4 **3**



CLASH "Rock The Casbah"

CHR NEW & ACTIVE



WCAU-FM 4-4	Q105 add 28	KZZP deb 28	KSET-FM 1-1	WERZ 5-5
WXKS-FM 1-2	WBBM-FM add	WKFM 7-3	KX104 add	WXLK add
PRO-FM 11	WL0L-FM 18-15	WPHD 9-7	WRVQ 5-2	KKQV add
JB105 add 34	WGCL 16	WPST 7-5	WKDD add	KYTN add
Q107 20-17	KIIS-FM add 27	WIFI 3-4	KKXX 2-6	WCIL-FM add
KEGL 1-4	KIQQ 4-3	WLAN-FM 10-8	KIDD 7-4	99KG add
94Q deb 26	KFRC add 34	WYCR add	KYYX 1-2	KFMZ 11-6
Y100 7-4	XTRA 13-8	WKRZ-FM 11-8	WJBQ add	B94 30-26
I95 8	KUBE add	KYST add	WGUY 1-2	B104 25-21

REO SPEEDWAGON "The Key"



Already On:

96KX K104 WOMP-FM WXLK
 WSPK WKFR WFOX KBIM

QUARTER FACTS:

ADAM ANT "Goody Two Shoes"



WCAU-FM add	G100 add	WRVQ add	WFBG add	FM99 add	Q105 28-26
B94 add	WZYP add	WNAM add	WCIR add	WGLF add	WLOL-FM deb 30
WTRY add	WHHY-FM add	WKAU add	WZYQ add	WBWB add	KIQQ 25-22
WRCK add	CHR NEW & ACTIVE			KSLY add	XTRA deb 17
Q106 add	WSFL add	KHOP add	95SGF add	KDZA add	79Q 25-20
WYCR add	WSSX add	WJBQ add	WISE add	WXKS-FM on	WMEE 26-19
WKEE add	WANS-FM add	WGUY add	WXLK add	KEGL 21-17	KYYX 11-6
KTFM add				Y100 deb 23	WSPT 27-19
KZZB add				I95 deb 21	KBIM 24-19

SAGA "On The Loose"



Portrait

**CHR
SIGNIFICANT ACTION**

WKFM add	WPHD deb 29	WKDD
KSET-FM add	KTFM deb 25	KNBQ
CK101 add	WJXQ 6-6	WSQV
WANS-FM add	KYYX 32	WKHI
WNOK-FM add	KFMZ 26-17	FM99
WVIC add	WHFM	WYKS
WMEE add	WRCK	KISR
WHSL add	WSKZ	KWTO-FM
96KX 26-22	WRVQ	KGHO
		KCDQ

LUTHER VANDROSS "Bad Boy/ Having A Party"



Now Crossing At:

WXKS-FM deb 30	WTIX deb 36	Z102 24
KIQQ 28	WSFL 38	95SGF on
WSPK on	WNOK-FM on	
KC101 25	KQMQ on	

CULTURE CLUB "Do You Really Want To Hurt Me"



Are YOU Man Enough
To Play Culture Club?

KEGL add	KSET-FM add
KIQQ on	WCSC add
WKRZ-FM add	WJXQ add
79Q add	WGUY add

Virgin

Epic

MTV's Effect On CHR

Continued from Page 18

Les has a theory about the older demos which seem to be making up a nice chunk of the MTV audience. "The older demos are the folks that became the TV generation when they tuned out of radio in the 70's." Why did they leave radio? "It became stagnant because a lot of the product being offered was getting stagnant, and many of the programmers started playing it 'too safe.' Now the fire is being rekindled as these folks are getting interested in music again. For an extra \$2 a month you can get the MTV audio wired through your stereo system, and it sounds better than most FM stations. Watching it in stereo on a wide screen is the only way to fly. This combination of radio and TV together is the next entertainment step of the future. It has excited the people most apt to buy music."

Rotations And Time Spent Watching

Unlike radio, which can burn a hole in a new song rather quickly in an effort to keep the cume high, MTV can afford a less frantic rotation. "The 'powers' come up a maximum of every five and half hours. We run about 750 titles in the library, with about 500 in rotation at any one time . . . letting some product take a rest."

Les went on to note how long the average subscriber watches MTV. "The time spent watching Monday through Friday is 68 minutes a day and on Saturday and Sunday 93 minutes a day. To keep a good balance on music and VJ content, we have music sweeps with three or four clips in a row, and then we insert animation jingles between the clips. It's just like a radio station would do. We run six minutes of national commercial minutes per hour, and there are two local avails" (see MTV Format Clock). Who's advertising on MTV? Kraft Cheese, Chevrolet, Pepsi Cola, Miller Beer, U.S. Army, Levi's Jeans, Coca-Cola, and Kellogg's Corn Flakes.

Breaking Acts?

Record companies are singing the praises of MTV for the impact it seems to be having on their product flow. "We're very proud of the fact that we were instrumental in breaking A Flock Of Seagulls, Human League, Men At Work, Haircut One Hundred, and the Stray Cats. We were on some of these things six to eight weeks before any radio stations had touched them, and have been told by record companies and stores all over the country that we're selling this stuff."

"We don't play any R&B music, but we do feature black artists that are creating mass appeal or rock music. For that matter we don't play Kenny Rogers or Barbara Streisand either. You can categorize this music all you want to, but if it's good rock or mass appeal then it might fit our programming criteria. If it's hit product, MTV will make an impact on record sales."

Effects On Radio?

While Les feels that radio has been a bit on the predictable side, he also feels that



Q96 LANI KAI BEACH PARTY — Q96(WLEQ)/Ft. Meyers, FL recently did a broadcast and beach party from the Lani Kai Resort. Lucky listeners scored albums, pens, visors, tote bags and suntan lotion. Pictured (l-r) in front of the station's mobile studio are personalities Dave Fuller, Bobby Dee, and J.D. surrounded by Panama Jack fashion models.

MTV is having a positive effect on it. "Programmers are becoming aware of the product that's selling as a result of MTV that their competition isn't playing. They're beginning to capitalize on it. We've also been told by record companies that MTV is becoming almost as influential as the biggest CHR or AOR stations in some markets."

"I'm sure that in a growing number of markets our effects are becoming dramatic. In one of those Nielsen surveys we asked what would be instrumental in making your next record purchase. 60% of those responding mentioned MTV."

Working With Radio

Because MTV is having this effect in a growing number of markets, Les has noted where programmers are capitalizing on MTV's strengths to their own advantages. "We've recently gotten into some promotions with radio stations based through the local cable companies. We have regional offices in Los Angeles, Dallas, Chicago, Atlanta, and Denver, and most of them are set up on a local level, but subject to our approval on a national level."

"In the future we are planning on doing more MTV one night stands." Les detailed how they work. "Four weeks in front of Fleetwood Mac playing in Phoenix, MTV promoted the fact that it had entry blanks in record stores in all of our markets nationwide. The viewer could also enter directly by mail. The winners were chosen by draw-

"We're very proud of the fact that we were instrumental in breaking A Flock Of Seagulls, Human League, Men At Work, Haircut One Hundred, and the Stray Cats. We were on some of these things six to eight weeks before any radio stations had touched them, and have been told by record companies and stores all over the country that we're selling this stuff."

ing and picked up by limo on the day of the concert and taken to the airport where a private Lear jet took them to Phoenix nonstop. Another limo picked them up, took them backstage to meet the group, see the show, and have dinner with the group after the concert. They were then returned via the same private jet all within 24 hours. We've also done this with the Rolling Stones, Journey, and in December, the Who.

"We pulled in 223,000 entries in our last contest, and have tested a call in and win line, but ran into problems. The New York telephone company logged 23,000 phone calls on a special 800 number in one hour, which really jammed a lot of equipment, so they're not real happy with us. Right now we're exploring other alternatives."

"I don't see MTV changing a lot, but we will continue to offer more of our own productions and specials. The contests will be new and different, but the overall feel will be very much like a winning radio station," concluded Les. "The future of MTV looks good to me, and its potential to influence the marketplace will also continue to grow. I'm sure that aggressive radio stations will give us feedback as to what's going on, and we will in turn have a similar effect on their programming."

More Next Week

If you think that there's more to be explored next week, you're right. We're going to find out from programmers, record promoters, and even a manager what effects MTV is having on record sales, and people's opinions about what's selling, and to whom.

Motion

KDWB/Minneapolis personality Lorrin Palagl has been named Assistant PD under programmer Jack Hicks . . . **KKAZ/Cheyenne** has named John Ramsey as its new PD . . . **Michael Yardley**, who was News Director at **WFEA/Manchester**, joins **WFTQ/Worcester** in a similar capacity.

WASH/Washington air personality Ed Rodriguez has been named General Manager at **WXAM/Charlottesville, VA** and needs CHR record service . . . **Michael Stone** has resigned his PD slot at **KMGK/Des Moines** and will be leaving as of December 1 . . . **Dave McCann** joins **B97/New Orleans** to do the midday show from **KJ100/Louisville** where he was Assistant PD/MD.

Kilk/Davenport PD Jim O'Hara reports a new line up: 5-9am, Splke "At The Mike" O'Dell; 9-11am, Jim O'Hara's oldies; 11am-3pm, Dave Stark; 3-7pm, Jack McKay; 7pm-midnight, Kevin Michaels; midnight-5am, Ron Evans.

Q101/Meridian has a new lineup for the fall season as reported by Operations Manager Larry O'Neal: 5-9am, "Brother" John; 9am-noon, Chuck McCartney; noon-3pm, Jimmy Boyd; 3-7pm, Tom Kenny; 7pm-midnight, "Coyote" Cooper; midnight-5am, Lisa Landau; with Rob Young and Vickie Watkins in the newsroom.

Tom Walsh is upped from part-time to the all-night show at **KSLY/San Luis Obispo** . . . **KYST/Houston** Operations Manager Cat Simon moves from middays to mornings and Dave O'Neal is promoted from part-time to middays . . . **Mike Manale** aka **Mike Donn** moves from **KVOL/Lafayette** to **B97/New Orleans** . . . **Jacque Walker** has filled the night shift left vacant by Keith Thomas at **WXAM/Charlottesville, VA** . . . And congrats to **WKRZ-FM/Wilkes-Barre** Operations Director Jim Rising and wife Edna on the birth of Robert Charles.

WGRD/Grand Rapids PD Chuck Bailey steps down to concentrate on his morning show, while

Allen Jackson comes in as the new PD from sister station **WAJX/Titusville, FL** . . . **Doc Elliott** has left his Assistant PD slot at **WJZQ/Kenosha, WI** to join **KBIU/Lake Charles, LA** in a similar capacity, with the station changing formats from A/C to CHR . . . **FM102/Sacramento** welcomes **Scott Mitchell** to middays.

CK101/Cocoa Beach brings in Kim Landers to do afternoons from **WQSR/Baltimore**, and **Bobby Sharpe** is now doing overnights from **WLOF/Orlando** . . . **B97/New Orleans** welcomes **Paul Rollins** to do late nights, from **KX104/Nashville's** Assistant PD slot . . . **Karyn Esken** is named Director of Advertising and Promotion at **WLS-AM & FM/Chicago**.

Dick Johnson, who recently became PD at **WEBC/Duluth** from **KQWB/Fargo**, is losing MD/midday personality **Pat Puchella**, who is moving to middays at **KYYY/Bismarck** . . . **OC104/Ocean City** reports that "Morris In The Mornings" is now doing AM drive, while **Dave Allen** moves to afternoons and **Brian Carter** segues to **B104/Baltimore** . . . **Rick St. Clair** is upped to PD at **KBOY/Medford, OR**, and will still handle music.

Kevin Barrett is out as PD of **KLAV/Las Vegas**, and **GM Doug Agnew** has hired (brother) consultant **Roger Agnew** to handle the programming . . . **KGGI/Riverside** brings in part-timers **Gary Butterworth**, who also works at **KOCM/Newport Beach**, **Mary Price** from **KWIZ/Santa Ana**, and **Todd Kelley** from **XTRA/San Diego** . . . **Dwayne Bonds** exits as PD at **AM105/Tampa**, and is available at (813) 988-8152.

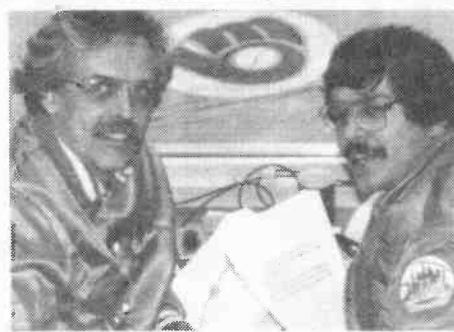
Y103/Jacksonville morning man **Dave Mann** resigns, and is replaced by **Jack Diamond**. Jack was most recently the Baltimore/Washington Atlantic promo rep, and prior to that PD at **WYRE/Annapolis** . . . **KQIZ-FM/Amarillo** PD **Steve Stucker** reports that **Susan Kavanaugh** has joined as News Director from **KUAD/Windsor, CO**, and night rocker **Rick Walker** has been promoted to Promotion Director.

Bits

• **WSEZ/Winston-Salem** is holding its "\$20,000 Best Contest." Once an hour the station will take phone-in guesses as to the weight of a new 767 jet loaded with four of the station's jocks. Grand prize is a first-class roundtrip ticket for four people to any Delta Air Lines destination. Other prizes include a diamond ring, waterbeds, and AM/FM stereo cassette machines.

• **WPST/Trenton** is getting into the record business by releasing its first album "Unsigned Heroes." The idea came from a twice-weekly feature giving airplay to local artists that aren't signed to a recording deal. All songs on the album must be original material, with no selection longer than four minutes.

• **WSSX/Charleston** is taking advantage of the familiarity of a group and a car for promotion. The station has obtained a vintage Volkswagen Beetle to give away, complete with a Beatles album library. Every time the station plays a Beatles song, listeners call in and register to win the car.



WKTJ GOT "WORLD SERIOUS" — **WKTJ/Milwaukee** got pretty serious as the Brewers got into the World Series by having the morning team of **Reitman & Mueller** (pictured l-r) doing their morning show on October 8, 11, and 15 from **Milwaukee County Stadium**. Pitcher **Don Sutton** was even a guest on the show one morning to be a part of **WKTJ's "Series-Mania."**

The station also sent 40 listeners to Orlando to see the **Who** in concert with each person getting room and board, plus a customized 95SX-Who jacket.

• **WJXQ(Q106)/Jackson** is staging the "Ten Grand Grab" promotion. The station has issued cards (called Grabber's Permits) from which listeners scratch off the silver covering to find the hidden Q106, which puts the contestant in a drawing for \$10,000. Other prizes include Salon Tanning Machines, motorcycles, Nikon cameras, concert trips, etc.

• **KFI/Los Angeles** is in the middle of its "Amazing Letter" promotion, and **94Q/Atlanta** has one going called the "Outrageous Act." **KFI** is reading letters on-air from listeners who are describing what they would do for \$10,000 in cash . . . and some of the stunts are pretty amazing. At **94Q** top prize is \$5000 with a second-place prize of \$3000 and a two-grand third prize. The top 10 contestants picked from letters will perform the act in a local night club. Stunts must be legal, and in good taste.

• **KRSP/Salt Lake City** had over 68,000 people walk through its 1982 Haunted House, which benefitted the March of Dimes to the tune of \$175,000 . . . **WAKU/Appleton-Oshkosh** raised over \$25,000 for the same charity with its haunted house . . . And **WTRY/Albany** added money to help in the fight against MS when "McDougall In The Morning" raised \$1700 while encased in a "Pepsi Prison" at a local shopping mall. It took three days for all 750 cases of the soda to be bought to free McDougall.

The Music Section

CHR's Most Accurate
Music Information
Begins on Page 47

LINDA RONSTADT LIVE. ON RADIO.



Spend Thanksgiving evening at the Reunion Arena in Dallas with Linda Ronstadt. Live. In concert. Broadcast via satellite. Exclusively on The Source. From rock to ballads, from blues to country there's no mistaking the pure physical power of Ronstadt's performance. Hear "You're No Good," "Heat Wave," "Willin'," and "Blue Bayou." Plus "Lies," "Sometimes You Just Can't Win," and "Get Closer," the title track from her new album on Elektra/Asylum Records. Don't miss this very special evening with Linda Ronstadt. **Thursday, November 25. Check your newspaper for local time and station.**



Produced exclusively
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Starfleet Blair Inc.



NBC Radio's Young Adult Network

Brought to you, in part, by



QUALITY NEVER GOES OUT OF STYLE®



JEFF GELB

WNEW-FM Celebrates 15th Anniversary

It's a great time to be listening to New York radio if you're an AOR fan. Aside from the big-budget battle that's ongoing between WAPP and WPLJ, WNEW-FM this month celebrates its fifteenth year of progressive AOR broadcasting. New Yorkers who grew up with WNEW-FM air talents like Zacherle and Alison Steele have had the opportunity to hear these legends and others in reunion airshifts. A local TV channel has turned the spotlight on WNEW-FM for an hourlong retrospective. An on-air promotion has awarded stereos and VCR's to some of the listeners who have been showering the station with congratulatory letters and personal reminiscences of a station that played a major role in shaping the early days of this format of radio.

This week, Operations Manager Scott Muni and PD Richard Neer took time from hectic schedules to talk about the rich history and growth potential of WNEW-FM.

In The Beginning



Scott Muni

As long as WNEW-FM has been playing rock music, Scott Muni has been behind its turntables, turning on New Yorkers to a blend of old and new progressive music. Muni recalled his early WNEW-FM airshifts: "There wasn't anywhere near the amount of product there is today. There were a lot of singles and very little album product. Most of the songs were vocally-oriented, as musicianship was just coming into its own. It was sheer joy back then, pure fun."

WNEW-FM essentially operated as a freeform AOR until 1979, when Richard Neer was appointed Programming Coordinator, and began a process of weeding and shaping of the massive WNEW-FM music library into the beginnings of a structured format. Muni admitted, "In a way, I do miss the freeform days. But there were two kinds of jocks back then: people who programmed their shows adventurously but intelligently, and those who just played whatever they wanted to — they played weird stuff just so they'd get a reputation as off-the-wall. These guys lacked discipline, and I respect discipline. We've learned how to discipline ourselves on the air over the last few years. We no longer take the liberty to play meaningless music because of laziness or carelessness."



Richard Neer

"On the other hand," he noted, "I disagree with the very tight discipline of waiting for a record to be a nationwide bestseller before playing it. Gut still has to come into play. That's how we program, and hopefully it will continue to work for us."

Slicing The AOR Pie

As Muni looked ahead, he guessed that New York would not continue to support

three AOR stations. "I don't even know why Doubleday chose that route," he said, "unless they felt they could take enough listeners from both of us (WNEW-FM and WPLJ) to become the top AOR station in town. But fragmentation is the name of the

"I think it's the organization's general concensus that we could use some help in determining where we should be headed against our competition."

— Scott Muni

game in radio ratings right now, and it'll probably take a good year to a year-and-a-half for the three stations to really settle into their relative positions. Certainly WAPP won't keep the numbers they have, nor will WPLJ. We can't outfight either stations for dollars spent on promotion; but I don't know how much big bucks can buy if the product's not right. If we react at all, what we'll do is continue to hone in on our audience's specific interests through research."

The Consultant Connection

Research on a station that, to date, has programmed by gut? Actually, WNEW-FM has already used the Burkhardt-

Progressive Radio: Alive And Well At WUWU

WNEW-FM is not New York state's only surviving progressive rock station — there's also WUWU, whose signal can be heard equally well in both Rochester and Buffalo. Because this area of upstate New York is already well-served by at least four mainstream AOR's (WCMF, WGRQ, WMJQ, and WZIR), when the powers behind WUWU decided on its format, a more progressive image was chosen. Since March, the station has been living up to a generally off-the-wall image. For example: when the station boosted its power in August, it celebrated by playing "Papa Oo Mow Mow" back-to-back with "Mama Oo Mow Mow" for an entire weekend. It's not unusual to turn on WUWU middays during the week and hear cuts from a *Fever Tree* album, or *Genesis's* 20-minute "Supper's Ready," or other such forgotten classics.

The man behind WUWU's eclectic programming blend is Operations Manager Jim Santella, who has worked at several other Buffalo area stations, including WGRQ and WPHD. He's a first-time PD who was delighted to take on the challenge of programming a modern-day progressive rocker. "Everyone here felt this might be the time for an AOR with a longer playlist. But, we do have rotations and we do play a lot of the same artists as a mainstream AOR. We don't just play anything and everything we want, when we want. But we're skewing our music older, rather than younger. We want 25-34's, rather than the 15-22 males that our competitors get."

WUWU did borrow one idea from its mainstream AOR neighbors: a commercial-free start-up, for 35 days. Santella explained that this was due to the fact that advertisers on

the station's former religious format were not interested in maintaining their schedules on the new WUWU. Advertiser support for the progressive AOR has been growing, with many hours' eight-minute spot loads sold out.

Can WUWU also win listeners? Traditionally, progressive AOR's have had such a tough time in the ratings that the very format seems in danger of going the way of the dinosaur (with some notable exceptions, including *WXRT/Chicago* and *WHFS/Washington*). Santella is convinced that WUWU can hold its own: "We'll make it because we're not self-indulgent, like old progressive stations were. We're very careful to program for available audiences; for instance, we won't play the new *Joni Mitchell* past 6pm, and we won't play the *Dead Kennedys* before 8pm. We're just not as idealistic and naive as the old progressives. And because we're an independently owned station, we're not looking for a 9 in the market. We figure we can live comfortably and please the owners with a 3 or a 4.

"I'd almost given up on radio before WUWU came along," Santella admitted. "But this is really exciting radio, and we're doing it out of love."

Abrams organization for focus group studies on listeners' attitudes about WNEW-FM. This may be the precursor for a more formal consultation agreement in the station's future, according to Muni. "At this point the B-A organization has talked with several of the *Metromedia* AOR's. We've also talked with some other consultants. I think it's the organization's general concensus that we could use some help in determining where we should be headed against our competition. What I would like is to hire someone for market analyses — more than just focus groups or callout research. I need to find out what

mistakes we're making that we may not be aware of."

One thing that Muni assured would not change is the station's reliance on strong air personalities. "Our strength with a 25+ audience is no mistake," he stated. "It's a direct result of our rapport with our listeners. Our jocks are more than voices; they're unique individuals who are intimately involved with their audience, both on the air and off."

OUR PLAY LIST.

THEIR PLAY LIST.

WNEW-FM 102.7
Where Rock Lives

Comparative playlist ad from 1977.



To Air Is Human

That includes Muni, of course, who once took two months' leave of absence from his afternoon airshift to help the station build some structure, only to find panicked listeners phoning and writing the station in droves demanding the on-air return of "the Professor," as Muni has been dubbed. "It's still enjoyable for me to do an airshift," he stated. "In the back of my mind is the thought that someday I'll 'rock out,' but that hasn't happened yet. In fact, I seem to get more into the music as I go along. If the time comes when it's not enjoyable, I'll be off instantly. But I do foresee a time when it may be to the sta-

Continued on Next Page

WNEW-FM Celebrates

Continued from Preceding Page

tion's advantage if I could concentrate on off-air functions." Muni said he's busier than ever in his current role as Operations Manager, dealing with management on commercial policies, and with the programming department on music, promotions, and overall station policies.

Muni is excited about the future of WNEW-FM and the future of radio in general, and AOR radio specifically, but shows less enthusiasm for the record industry. "The music explosions are over," he guessed. "Groups will continue to make it, but I think the heyday of multi-platinum is over. People won't stay home anymore to listen to a 45-minute album, but they will sit still for a video presentation or a concert. Our music will continue to be in demand by a segment of the population, just as there's always going to be a following for classical or country music. So radio should remain healthy, because the key to its success has always been in reaching people who are on the go: at work, play, or on the road. Now that AM radio is mostly talk or sports, people will have to come to FM for musical entertainment. The real media war is a visual one, between the movies, cable, and TV."

"We have to try to balance the most positive elements of our rich tradition with the demands of today's competitive marketplace." — Richard Neer

The Progressive Legacy

WNEW-FM has taken advantage of its audience's increased interest in TV by advertising on MTV; PD Richard Neer said he feels MTV is geared to WNEW-FM's adult audience. Much of that audience grew up listening to the station, which has led to an especially loyal and outspoken legion of fans. Neer noted, "People sometimes write to ask why we no longer play certain artists or do certain programming we used to. If we followed their suggestions, we'd be at a ratings low point again."

WNEW-FM has always had a reputation as a progressive station, but defining "progressive" for a 1982 audience is no easy matter. Neer stated, "We get letters asking us to play more jazz fusion. Others want us to play obscure tracks from popular bands of ten years ago like Derek & the Dominos. Still others want us to play what they call today's 'avant-garde' acts. We have to try to balance the most positive elements of our rich tradition with the demands of today's competitive marketplace."

That's the main reason that, over the last three years, WNEW-FM has added more and more structure to its air sound. Naturally, there were some ruffled feathers on the part of the airstaff, many of whom have worked for the station for most of its AOR history. Neer recalled, "Everyone was a bit uncomfortable when we started to structure the station. We'd worked so many years just getting a yearly memo that said, 'Try to play some familiar music.' So we were sensitive, in structuring the station, to allow for some leeway in musical choices.

"We're still not as structured as 99% of the AOR's in the country," Neer claimed. "Lately research has shown that a lot of people miss some of the things that made progressive radio great; the spontaneity of hearing a side of 'Abbey Road' in the middle of the afternoon, for example. I think the research sciences have taken AOR radio to a certain level, and now, rather than try to outresearch everyone else in

town (and wind up playing the same tunes they are), we'd rather continue taking some chances."

Nevertheless, WNEW-FM has used research in the past to get a handle on audience interests. That research resulted in musical rotations (nine to ten hours is the quickest), and dayparts for the first time in the station's history. "Sometimes it's difficult to see the forest for the trees," Neer admitted, when asked why WNEW-FM hired the Burkhart-Abrams organization to conduct focus groups for the station. "If someone comes along and grasps what the station wants to do, and has better and quicker ways to do it, we'd be foolish not to listen to him."

Other Programming Considerations

As PD, Neer is more involved in the day-to-day programming of WNEW-FM than is Operations Manager Muni. Neer explained, "Scott's role is more conceptual. He has a great sense of what the market wants, and of WNEW's long heritage in that market. He's a strategist, an overseer. There are areas of disagreement, but generally, we agree about 90% of the time."

One area of agreement between the two programmers is that WNEW-FM retain its strong personality image. Neer commented, "WPLJ is a well-researched, perfect-sounding jukebox. Their jocks don't make any mistakes; they play it very safe. If we tried to do what they do, we'd come in second — there's no way we could spend the kind of money they do to promote the station. So we decided to rest with our strengths. One is our personality approach. To shut up Scott, or Dave Herman, or Pete Fornatale, just didn't make sense. So we've continued to be personality-oriented, after having talks with the jocks about what works and what doesn't. Self-indulgency is out, and relevancy is in."

Relevancy includes newscasts, which WNEW-FM runs throughout the day (and overnight as well, courtesy the Source). "We try to gear our news right at our listeners' lifestyles," Neer said. "That doesn't mean just stories on nukes, dope, and rock music. We'll cover any national and international stories that affect our audience."



Celebrations And Beyond

Neer plans to involve the audience heavily in the station's current anniversary celebrations. WNEW-FM's annual Christmas concert for cerebral palsy research will include birthday surprise features, and the anniversary is also well-timed to the release of the ever-popular WNEW-FM calendar. 1983's theme is movies; expect to see such reenactments as Scott Muni playing the cowardly lion to Meg Griffin's Dorothy in the "Wizard of Oz."

But celebrations don't last forever, and Neer and the rest of the staff are already looking ahead to a very competitive 1983. Neer predicted, "I don't think there's room for three AOR's (not to mention the fringe signals from Long Island). It looks

like a continuing dogfight between WAPP and WPLJ; one will win one book and the other the next. They'll have to spend a lot of money to maintain a high profile, and I'm not sure that'll be profitable for either station.

"We're geared for the older AOR listener, so we don't expect to get the kind of 12+ numbers they do. From an ego standpoint a high 12+ figure is nice, but we'll go for that quality 25-54 demographic. If we can grab them and still maintain a rock context, then we'll be fine."

Continued success to WNEW-FM.

NEXT WEEK: MTV has been playing AOR music on TV for over a year now, and both record companies and radio stations have noted the service's impact on artist visibility and record sales. Next week radio and record reps talk about how they're dealing with MTV.

UPDATE

WIBA-FM/Madison cosponsored AOR's best-attended Halloween promotion this year: Halloween '82, an outdoor listener party featuring nine bands and a costume contest, all of which attracted 100,000... WIYY/Baltimore has been working with city government officials to encourage listeners to volunteer time for various projects. This month, the city and station will honor those listeners who have put in 98 hours or more of their time with a 98 Rock T-shirt and a certificate of appreciation from the mayor... WYSP/Philadelphia's morning team of Michael Picozzi and Bill Fantini have taken their show on the road, picking listeners' names from postcard entries for breakfast shows from those listeners' homes, where the morning team not only hosts, but cooks breakfast as well... WPLJ/New York held an exclusive advance screening of the film "Brimstone and Treacle" for listeners, headlined by a personal appearance by the film's star (and Police vocalist) Sting... KGGG/Des Moines staged a "Free-Fall Concert" featuring Head East and the Hawks in a free show for listeners... Happy 10th AOR anniversary to WBLM/Lewiston-Portland... KICT/Wichita awarded four guitars in its current mystery riff contest...

WQDR/Raleigh talk show host Allan Handelman did a recent three-hour show with radio legend Dan Ingram, including surprise appearances by many of Ingram's former radio cohorts. Why a talk show in North Carolina about a New York City area air personality? According to Handelman, WABC beams into Raleigh loud and clear at night, so many WQDR listeners grew up as fans of Ingram's WABC's days... The following new AOR's need album servicing from all labels: WRBA-AM/Bloomington, IL — contact PD Robin Plan at (309) 454-3333; WSWF/Ft. Meyers, FL — contact

PD Pat Deisch at (813) 334-7238... WIMZ/Knoxville cosponsored a contest with Pepsi Cola to give away a brand new Camaro from write-in entries... WSyr/Syracuse awarded 20 listeners with tickets and a bus ride to Rochester to see Geffen's Peter Gabriel in concert... KSHE/St. Louis presented the Who's management with 50,000 signatures in a station-sponsored petition drive to bring the band to St. Louis, and the tactic worked — a show was scheduled, and promptly sold out... WABX/Detroit cosponsored a holiday food drive, offering a free Pepsi to anyone making a contribution... KZEW/Dallas's new T-shirt offering is a special one, advertising S.W.I.T.H., the SouthWest Institute for the Terminally Hip, a new club formed around the morning show team of Labella and Rody... WIQB/Ann Arbor's Halloween Haunted House raised \$21,000 for the United Way.

EVOLUTION

WSWF/Ft. Meyers switches to AOR from Oldies; Pat Deisch programs... Trigger Blue programs KXXI/Ft. Smith, AR, a new AOR switching from automated CHR... KMTN/Jackson Hole switches to AC from AOR... Bob Cox is named PD of WGIR/Manchester... Simon Jeffries is named MD at KBOS/Tulare, while former KBOS PD Joe Collins lands morning show job at KZOZ/San Luis Obispo... Marsha Cummings exits as MD of KSMB/Lafayette... Tony Miles is appointed MD at KREM-FM/Spokane from K102/Modesto... Laura Ashton is named Research Director for WCOZ/Boston... Robin Ericson is new to late-nights at KISW/Seattle from competing KZOK, as Jesse Branden exits... Mark Abel returns to KPRI/San Diego for nights. Dierdre Gentry joins KPRI for part-time airwork... New to the airstaff of WIQB/Ann Arbor is David Harlison from WILS/Lansing.

COLOR

GAS ATTACK: WECM/Claremont awarded 500 gallons of gas to the winner of its latest promotion, which gave away on-air clues to the location of a hidden oil truck. The listener who first guessed the location of the vehicle won the gas.

WHOLLOWEEN: KKCI/Kansas City made Halloween weekend into a "Wholloween" weekend when it held various contests to win cassettes of the band's new LP, plus pins, T-shirts, and tickets for three busloads of winners who saw the Who in St. Louis.

REGGAE RIFFS: WXRT/Chicago put together a mystery riff contest made up of bits of songs by artists who are appearing at the Jamaican World Music Festival. Two listeners who correctly identify the riffs will be sent to the festival.

THE MAGIC NUMBER: Also tying in with that festival for a contest was WAPP/New York, which handed out 12,000 numbered concert patches at a local REO Speedwagon show. WAPP jocks took to the stage during the show to read winning patch numbers, whose owners will fly free to the festival.

TURKEY TIME: WFBQ/Indianapolis invited listeners to have an early Thanksgiving this year, by joining the station for a free party at a local nightclub, with live music, reduced drinks, and door prizes.

MEN OUT OF WORK: WHCN/Hartford tied in with an area appearance of Columbia's Men At Work by giving away hard hats to some of the concertgoers, plus free admission for two to the first 25 unemployed people who showed up at the site with their unemployment papers.

CONCERTS & CONVERSATIONS

CONVERSATIONS: Yoko Ono on WQBK/Albany, KMGH/Bakersfield, KILO/Colorado Springs, WXRT/Chicago... Billy Squier on KICT/Wichita... Bonnie Hayes on KTYD/Santa Barbara... Henry Paul on WQFM/Milwaukee... Clarence Clemons on WDIZ/Orlando... Miami Steve Van Zant, Police on WNEW-FM/New York... Utopia, April Wine, Judas Priest on KRQR/San Francisco... Pat Travers on WZZO/Allentown, WPYX/Albany... Tom Petty on WAQX/Syracuse... Frida on Y95/Rockford... Paul Carrack, Nick Lowe on WMAD/Madison... Billy Squier on WLRS/Louisville... Devo on WBCN/Boston... Gallagher, April Wine, T-Bone Burnett on KFMG/Albuquerque... Police, Psychedelic Furs, P.I.L., Michael Pallin on WXRT/Chicago... Tom Petty, Graham Nash, Yoko Ono on WIOT/Toledo... Rose Tattoo, Pat Travers on WPLR/New Haven... Jefferson Starship on WAAF/Worcester... Pat Benatar, Tom Petty on WMMS/Cleveland... Paul Carrack, Nick Lowe on WLPX/Milwaukee.

Adult/ Contemporary



JEFF GREEN

A/C PD's Play Fantasy Format

Imagine one day your GM walks into your office and says to you, "Mr. (or Ms.) PD, you've done a great job. We're a million dollars ahead of our projections, and the money just keeps rolling in. To show our appreciation, we're going to let you program this station any way you'd like for the next 12 months. We don't care what happens to the ratings. The million dollar surplus? It's yours to spend as you wish!"

The first thing you would most likely do is faint, as the odds of this occurring are about as probable as Social Security lasting long enough to cover our children! But what if you could program your station with such luxurious liberty? What would you do? Just for fun, this week I asked several leading A/C programmers to describe their "fantasy formats."

Jim Sumpter, PD KFMK/Houston

First of all, I would try to get W.C. Fields to handle morning drive - I know he would do a great job. I'd get Laurel & Hardy for afternoon drive, Bugs Bunny in middays, and who else for evenings but Yosemite Sam! Then I'd play AC/DC until the listeners' ears bled. That's what I'd do, no doubt about it.

On a more serious note, if our GM Dan Mason walked in here and proposed that idea to me, it wouldn't be that far off from the environment I'm in right now. Because my goal is to always give the audience exactly what it wants, regardless of the alternative presented to me, I really wouldn't do things much differently. Frankly, I wouldn't want to be commercial-free for an extended period because spots are necessary bits of information.

One thing I might try is opening the phone lines after informing the listeners that our GM has offered to let us do anything we choose. I'd invite them to call or write, telling us what they'd like. In conclusion, I wouldn't satisfy my own little whim - it'd have to be what the listeners want.

David Cole, PD WLVA/Lynchburg, PA

First of all, I'd schedule no more than four commercial minutes per hour, just to keep our financial projections ahead. I'd give the jocks as much individual freedom as they could maintain on the air - even let them raise hell a bit. I'd encourage them to be more humorous and to entertain more as real people. They wouldn't have to worry about what they say or who might be offended by a song or statement. I would insist on two comedy cuts per hour just to keep everybody smiling! The music would be pretty much what we're doing now, with no restrictions on dayparts. Finally, each jock would be given an hour of his show to program any way he or she'd like. It could freshen things up and provide some new ideas. In conclusion, we'd just try to have a lot more fun!

Dave Mason, PD GR55/Buffalo

I do have a lot of control here as it is, and except for that we have too many commercials and budget limitations, I would say I'm already programming my format fantasy. But for starters, I'd buy 50% of all the billboards in town and sponsor every successful TV show. I'd do some off-the-wall

promotions, including moving the mayor's office to our studio for a week. I'd hire the striking football players as chauffeurs for our jocks - they could probably use the money. I'd buy out all the concerts and give the tickets away. Promotionally, we'd just go crazy!

George Lemich, PD KSL/Salt Lake City

The first impact that strikes me would be the potential for a great deal more individual creativity involved. With the kind of signal KSL has, the intriguing prospect of operating in a freeform manner would be the ability to respond to the listeners' whims and desires to even a greater extent than we do now. I'd like to make more use of satellite technology and other innovative approaches to broadcasting. We've done remotes from just about every place possible - from sailboats to snowmobiles - to give listeners the chance at a vicarious experience. To be able to extend that so we could program remotes as daily entertainment would be very exciting. I would also like to bring listeners a greater variety of live entertainment: more comedy, music, and concerts.

My fantasy format provides the ability to be creative without being concerned about imitation from competitive stations or even being worried at all about what another station is doing. The same freedom that allows me to be completely innovative at any moment would also apply to the rest of our staff here. Their creativity could really come to the forefront, and that would have a positive impact on both the listeners and the morale of the staff as a whole.

If I could create the ultimate dream station, I would try to make it so interesting that listeners would always be wondering "What's next? What can they do now to top this?"

Rick Cummings, PD WENS/Indianapolis

For pure pleasure, I would do a Talk format skewed toward listeners between 12-24. We could cover many more interesting topics than a conventional Talk station typically handles. We would do a lot of silly, satirical programming as well as discuss personal issues that programmers normally avoid. We'd call phone booths at random on Hollywood Boulevard at 3am, just to see what kinds of strange people are wandering around. How about taking a nap on the air for four hours? That'd be a first! Perhaps talk with farmers who raise polyester for a living, so the listeners would know how many of these well-known



George Lemich



Bob Craig

creatures are needed to upholster a Buick. Silly ideas like these could work with a youthful audience. Music-oriented issues and interviews would be naturals. Now, I don't think it's the nature of 12-24's to listen to talk shows, but if they would, you could have a lot of fun.

Bob Craig, PD WMGK/Philadelphia

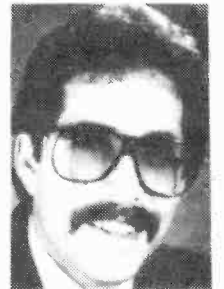
I would probably play the most obscure cult artists I could find that deserve exposure, particularly those in a jazz or personality vein that aren't heard on commercial radio. That would include some personal favorites, such as Blossom Dearie or Boborough. I'd look for the most off-the-wall (but tasteful) jocks that would relate to the music very well. They'd lean extremely to the "left,"

perhaps like the talents on "Saturday Night Live." The idea is that the listener could expect total entertainment.

Bruce Sherman, PD SM95/Nashville

I'd say to our air talents, "Knock yourselves out, guys, and have a good time." I'd encourage a freeform approach.

We'd have a lot of fun promotionally, such as giving away a bunch of nice cars, etc. Musically, our stations would probably change format slightly every daypart, with a soft AOR progressive base. We'd explore a wider selection of album cuts, rather than just playing "all the hits all the time." If you've got the right talent, as I feel we do here, you could have a good sound and really enjoy yourself.



Bruce Sherman

Personnel Progress

WGBB/Long Island recently welcomed Harry Greenberg, who crosses over from sister station WBAB to work as General Sales Manager. WGBB's news reporter Judy Herron has won the James Murphy Memorial Cub Reporter of the

Year Award... Shelle Strauss, former assistant Program Director of KOGO/San Diego, joins KFMB/San Diego as producer of the Hudson & Bauer Show... In the meantime, KOGO/San Diego brings on Perry Allen to present sports commentary... New at WMRO & WAUR/Aurora, IL is Jon Kamerman, who will handle street reporting for the AM, and the 10-noon airshift for the FM... KGW/Portland names Cindy Pelton as Public Affairs Director... Bob Conway expands his morning news anchor duties at WCLR/Chicago to include afternoon news anchor. Joining the station's news team is Val Stouffer, to report traffic and road conditions for its new in-house traffic center... Robin Mansfield comes to WCTC/New Brunswick as copy chief, leaving WBRW/Somerville... WFLA/Tampa appoints Lee Hall as its News Director. He was formerly ND at WSGN/Birmingham for four years... Scott Carpenter joins WLAM/Lewiston to handle the director of production duties and the noon-3pm airshift... KOMO/Seattle welcomes KOMO-TV sportscaster Tony Ventrella to its award-winning Husky Football broadcast team... WKRC/Cincinnati expands Music Director John Phillips's duties to include traffic reporter... Barbara Tymrak leaves WWJ/Detroit to become the News Director for WTRX/Flint...

Community Involvement

WBAL/Baltimore's Elaine Stein, who was Baltimore's official Ambassador of Goodwill to the Royal Wedding, has now donated her color slides of the event to the local Children's Hospital after extended use by the Litzinger School for the Deaf in St. Louis... WASH/Washington, D.C. sponsored the second annual "Bed Races Against Muscular Dystrophy" involving over 70 area businesses... University of Massachusetts senior Les Hellman was sponsored by WORC/Worcester on his "Great Skate" from Portland, OR to Boston to raise money for the American Cancer Society... KYUU/San Francisco, in conjunction with Circus Vargas, sent 175 visually handicapped people to the circus equipped with special radio sets tuned to evening personality Jack Friday, who handled circus play-by-play... In a special salute to the founding of Pennsylvania, KDKA/Pittsburgh sponsored the "1982 Three Rivers Regatta Grand Boat Parade." Prizes were awarded to those boats with the best decorations and themes... CJCL/Toronto has added a new public service feature in the form of the "CJCL-1430 Job Line," designed to aid the city's many unemployed... Local government in Georgia has proclaimed Labor Day as "Bicycle Morning." WSB/Atlanta is cosponsoring the eventful day of bike rides and races, and finally the Southern Cup Bicycle Race for prizes valued at \$1500.

Y106/Orlando slates Steve Taylor as its news Promotions Director... Many changes for KPPL & KLAK/Denver: Glenn Lambertz joins as morning anchorman, coming from KIMN-KYGO/Denver; Dan Ryan is now weekend sports anchor; Marianne Bannister is the new weekend anchor; News Director Terry Zimdars devotes more time to the news operations; and Betsy Greenspan takes on hourly sports updates.



Barbara Tymrak

Patsy

LOOKING FOR A "BREAKER"

Just A Little Imagination

ON:

WBLA	WKOX	WDXE-FM
WCKB	WZOZ	WHNC
WJRI	WATR	WAGR
WTSB	WONO	WKGR
WJOT	WQLO	KBCQ
WJAD	WKHJ	WMFD
WFLB	WNHV	WQTR
WKAL	WIFX	WSSC
WAGL	WTBF	WOVO
WHSC	WPAX	WRJB
WPUT-AM	WLEC	WENK
WEAC	WKHG	WLYN
WJMX	KCLV	WMIK-AM
WSTN	WMRN-AM	WMIK-FM
WJAY	WGWR	WEVA
WGN	KOB	WGSV
WYEN	KNYN	WMMG
WNNB	WHIR	WATM
WBLU	WOFF	WALI
WIST	WCLB	WOOF-AM
WBSR	WKSP	WKZQ
WGGG	WMMW	WVLV
WKQE	WGBR	WMUF
WIYD	WKYA	WOLS
WTRR	WVPO	WEGP
WPRY	WGCD	WTBC
WDMG	WGMB	WRJN
WPPI	WKTJ-AM	KMLB
FM107	WKTJ-FM	WFMO



Country



CAROLYN PARKS

- Trend Is Away From Personalities
- Economics Influences Personality Growth
- Training Ground Is Small Market Radio
- Personality Now Developing On FM Too

Personality Radio — Still Alive & Kicking?

Two weeks ago I profiled the ever-increasing trend toward "Continuous Country" and the impact it's had on Country radio as a whole. By the very nature of the format (less talk, more music), one of its strongest influences has been to turn the tide away from personalities. Most of today's more well-known personalities grew up listening to "Personality" radio and had one or more DJ's they admired and patterned themselves after. However, with fewer and fewer jocks developing into on-air personalities today (just ask any PD who has looked for a high-profile morning jock recently), where will tomorrow's personalities come from without the examples and direction made available to them in the past? And, in fact, is this format approach rapidly becoming another casualty of the "FM invasion?"

I spoke with several General Managers and Program Directors regarding these questions, and I think you'll find their comments and suggestions quite interesting in this first of a two-part look at "Personality" radio.

Bill Sherard, GM KIX106/Washington

Looking at the personality issue from an announcer's standpoint, an announcer wants to do his best to get the ratings, and his best in many cases means talking more. If in fact the audience wants to hear more music in that particular daypart, it can work to the station's detriment; so the real goal of programming management, if a limited talk personality is called for, is to focus the disc jockey's attention on getting real quality and humanness out of a break that in many cases may be only a fraction of what the announcer did the year before in a looser format.



Bill Sherard

I remember when Jerry Lewis used to sit in on the Johnny Carson show and people were so impressed with the show that he got his own program. On the Carson show Lewis was required to talk in briefer segments, at breaks, and follow certain restrictions, and he shined under the format and under those restrictions. Unfortunately, Lewis's program didn't have a format; and allowed to be totally loose, the Jerry Lewis television show had no appeal at all and was totally disoriented... it was overkill.

"The real goal of programming management, if a limited talk personality is called for, is to focus the disc jockey's attention on getting real quality and humanness out of a break."

I look at personality radio as the same thing. There are few announcers in the country who can say the world in eight seconds, can literally make you feel like you want to know them, that they've touched you in some way, and do it over the intro or outro of a record. I think your criteria get down to the daypart they're in and what the station's priorities are... talk vs. music in a broader sense.

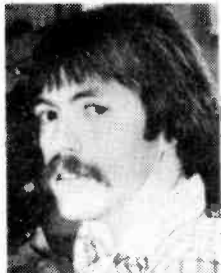
I don't think there's any question that finding good personalities is becoming more and more difficult. I know personally of two or three major market contemporary stations with almost unlimited budgets which have been unable to fill positions. The trend seems to be to try to combine several hopefully above-average talents locally and hope and pray that something will jell, some spark will ignite. It's kind of like writing a TV show. You throw it together and then hope something happens. Look at television, which is the highest-paying media in the world, and how many great shows are there? I see the same problems with morning personalities, because these people are pure talent and they're on the air for 20 hours a week. That's a tremendous amount of material and energy that you're eating up.

Having a farm system to train tomorrow's personalities is highly unlikely considering the attitude of small market broadcasters, but I do see where satellite and syndication for morning personality shows could be a likely way to spread the talent around. I think that in the general sense heavy personality Country is not the most effective way to go where Country is not the dominant format in the market. Take Washington, for example. We have, as does our competitor, a more music profile, but I would not be so foolish as to say that if a Country Howard Stern came along, a strong talent whose humor and personality appealed to a Country target audience, that it wouldn't make all of these rules of format and strategic planning totally invalid as he did at DC101.

The trend in non-dominant Country markets is probably away from personality; but on the other hand, I don't think that money is better spent or the return is as well achieved in any direction as in finding that major market morning person who has the magic. There is no cheaper advertising vehicle than word of mouth.

Doug Vincent, PD KKAL/Arroyo Grande, CA

Country radio today is very similar to the Top 40 stations of the 60's and 70's. That generation has grown up and they're probably listening to country music stations because it's the same kind of music they were used to then. They're used to getting bits and pieces of information, not anything long and drawn out, but current events and things that are hap-



Doug Vincent

pening at the moment, things you can't get with only all-music or an automated station. So I do think that in Country personality is very viable.

However, the type of personality radio I believe in is something a little less obtrusive, not somebody who is doing large comedy bits, but someone who's just a person relating information more than humor. Humor, being a part of everyday life, will naturally get in there, but it doesn't have to be humor. It can be just an observation of some kind maybe related to the song or to something that's happening in the news or in our own community.

"The smaller stations are like the farm league of the bigger markets and if the Program Directors are discouraging any kind of personality, it's not going to be developed, so there is no place that it will come from."

At this level it is difficult to find good personality announcers because the people who are coming in here are still working on that. This is where they're starting and where they're developing. It's a good place to develop new personalities because the pressure isn't as great; they can make the mistakes, roll on, and learn from them to prepare themselves for when they get to a bigger market.

The smaller stations are like the farm league of the bigger markets and if the Program Directors are discouraging any kind of personality, it's not going to be developed, so there is no place that it will come from. Economics plays a part in it too. Managers and owners are looking at ledger sheets and going with automation more or satellite, plus networks are coming in now, so there's nobody that people coming up can listen and relate to. Naturally, somebody who has developed their on-air personality has been around for a while and they're going to be asking more money to work at a station. If economics forces station owners to cut back on the budget as far as salaries go, those people aren't going to work; and I think that listeners, over a period of time, can tell if the person on the air is a local person and can relate to things that are going on locally.

Jessica James, PD WRJZ/Knoxville, TN

I do feel that personality is still alive and well in Country. I hope that its future is secure, because country audiences, unlike in your other formats, seem to be quite a bit closer with the announcer. They become their friend, their confessor, someone to relate to. When we go out on remotes people will come out to see the personality. You become part of their family.



Jessica James

"I think a PD can help the person tremendously if the personality is not built in. A lot of it has to come from the guidance of Program Directors who have personalities themselves."

It probably is more difficult finding good personality jocks today simply because everybody's been told not to be. I think that there are a lot of good ones out there, but they aren't as plentiful as they were, simply because a lot of stations when they hire you only want you to say time and temp.

It's up to small market radio to train tomorrow's personalities plus the PD's who've been on the air for a while. I haven't been in the business as long as a lot of people, but I think a PD can help the person tremendously if the personality is not built in. A lot of it has to come from the guidance of Program Directors who have personalities themselves. I don't feel that people like to just listen to someone give the time and temperature. If you can't be a personality, if you can't be yourself, then something is very wrong.

I really get ticked off when people start touting satellite formats for mornings. I've never worked anything but Country, but even people I've worked with who have worked rock radio are amazed that country audiences are so loyal. They don't forget about you even when you leave a station. In fact, I still get mail from people in Florida, Missouri, and Kansas where I worked. You can't take the personality out of Country, because there's nobody who can tell me that the audience doesn't remember people.

John Risher, GM WCXI-AM & FM/Detroit, MI

Personality radio on AM is really the only way to go. Right now the strong selling points, at least as far as WCXI(AM) is concerned, is the personality, news, and information aspect of the station. Music is secondary only from the standpoint of knowing we can't compete in volume or quality as far as sound with FM. In order to keep or hold the listeners, we feel very strongly that the personalities and news/information aspects of the radio station are what the appeal really is. If it wasn't, they would have all turned to FM a long time ago. If it were only music, you wouldn't have any listeners on AM.

Because personality radio for the most part had kind of gone by the wayside in favor of the more music, less talk approach, there aren't that many people who are developing good personality qualities. As AM personality radio becomes more viable, then I think you'll possibly see more people developing. There's a difference between an announcer and a personality. Per-



John Risher

Continued on Page 29

Inside Nashville



BIFF COLLIE

CRUMBS FROM THE TABLE: Dolly Parton says her recent illness and surgery were related to the stress and perhaps emotional trauma brought on by her involvement in the movie "Best Little Whorehouse In Texas," including the moral aspects of her doing the film, being from a very religious family . . . Glen Campbell's concert at the North Phoenix Baptist Church was his first gospel concert and testimonial since he was "born-again" there recently.

On Jerry Reed's "Bird" record, he voices the "George Jones" lines and Hal Coleman, cowriter of the song, does the "Willie Nelson" lines . . . Fiddle fella Johnny Gimble (former CMA "Instrumentalist of the Year") listed as handpicked to portray his old boss Bob Wills in an upcoming Clint Eastwood film. Merle Travis and music man Tommy Alsup tagged as part and parcel of that celluloid project on the Country Music Hall of Fame fiddlin' man from Turkey, TX . . . Bob Heatherly and his wife Julie are "gettin' acclimatized" to the Music City weather and lifestyle since their move from New York, where Bob was Eastern Regional Director of Sales for RCA before Joe Galante (new Nashville Division VP) named him Director of National Country Promotion. Welcome, Bob! The party honoring Joe Galante last week (11-10) was attended by the executive "biggies" on the label as well as the majority of the label's artist roster, including Waylon, Louise & R.C., Ronnie Milsap, Eddy Arnold, Razy, Steve Wariner, Gary Stewart, and a much healthier-looking Dolly Parton, who resumes touring before the month is out. Her first stop is Atlantic City . . . On October 25 Anne Murray's "Christmas Wishes" album reached "gold record" status according to RIAA . . . Bobby Bare will host a TV pilot for the new Nashville Network which will spotlight new talent and honor a star-guest. (Did you know that Bare was first to record such giants as "The Gambler," "Some Days Are Diamonds," and "I'm Just An Old Chunk Of Coal"???)

MUSIC CITY MERRY GO-ROUND: Jerry Bradley surprised the trade with the announcement that he would be signing an exclusive production agreement with RCA after running the local office the last 12 years . . . Ed Shea, for years Southern Executive Director of ASCAP heading the Nashville office, received his PhD from Loyola University in New Orleans and moved into his new Suite 100 offices at the UA Tower, where he'll perform his services as a corporate consultant in public affairs, marketing, public relations, and music publishing . . . CBS-TV is working on a pilot for a weekly series based on Loretta Lynn's "Coal Miner's Daughter" biography . . . Chet Atkins still hasn't announced his signing with CBS . . . Will Judy Harris be named operations manager of CBS Songs' Nashville operations when Charlie Monk leaves to open his own talent agency and song publishing firm??? . . . Jerry Reed will turn hired killer when he stars in the new movie "The Survivors" with Robin Williams, Joe Bologna, and others. They'll be shooting scenes in New York and Vermont in December and January . . . Boxcar Willie recorded a song written by Elsie McWilliams for Jimmie Rodgers (he died before he could record it) called "A Hobo's Lament." Elsie, who wrote 29 of the songs



BROOKS WALKS ON OVER TO WBAM — Karen Brooks, who recently completed a 10-city promotional tour of the Southeast, is shown here with (l-r) WBAM/Montgomery PD Lewis Fryer, the "Atlanta Journal-Constitution's" Jack Tarver, and WBAM's Jerry Todd.

which Rodgers recorded in his short six-year career, is still active at 87 in her and Rodgers's hometown of Meridian, MS.

ENTERTAINMENT EXPO '82: Enjoyed a tremendous turnout as thousands of the Midsouth populace swarmed over the tired old City Auditorium here to devour the color and class of hundreds of celebrity and music industry booths and watch superstars honor their industry to show the world that Nashville is not country Music City, but Music City USA. It'll be an annual affair of which the city can be proud.

WRAP UP: Hank Williams, Jr. was bush-hogging weeds on his place. He looked so common, neighbor mistook him for a hired laborer, asked him to do his place next . . . so Hank did! . . . Johnny Cash walked in on a Larry Butler-produced Julie Andrews session here and sang a duet with the Broadway beauty (on one of his songs) . . . Jim Stafford and Willie Nelson seen jogging along Music Row streets modeling the jogging clothes I understand are about to be marketed . . . Network TV execs swarming around the girl from Butcher Holler like bees to honey, anxious to sign her for special #3. First two were top-rated shows . . . Steve Wariner writes his songs sitting in the bathtub???? . . . Jacky Ward's birthday cake was four feet wide.

CLOSERS: During the 25th anniversary of the old RCA Studio B, where 40 million-selling hits were made, history showed that Bobby Bare was the last to record a master session there. The last song? "Auld Lang Syne" . . . If you got a questionnaire in the mail recently from the Organization of Country Radio Broadcasters (OCRB), please complete and return it to the organization ASAP so that your station will be included in its listing of key radio station personnel at all Country stations in the nation to be included in the program book for the upcoming "Country Radio Seminar," February 17-19. This will be the first of many scheduled "OCRB Update" 's, covering topics of interest to radio stations on all levels of operation.



WYNETTE WELCOMES DJ's — Tammy Wynette opened her home to the multitude of country music DJ's who attended the second annual CMA-sponsored DJ picnic during Convention Week in October. Tammy is pictured extending a warm welcome to some of those who came to enjoy this special brand of Southern hospitality.



WKUL BECOMES WXXR — WKUL/Cullman, AL, in its last promotion before changing call letters to WXXR, gave away a "Tri-Moto" bike (left photo) on which station PD Steve "Dallas" Lovig is seated. Shortly thereafter WXXR debuted with a birthday celebration, which included a complete advertising campaign of TV, newspaper, bumper stickers, and billboards (right photo).



RAZZY HELPS CLEVELAND ZOO CELEBRATE — As the last in its "Music to the People" series, KS100 (WKSW)/Cleveland staged a concert featuring Razy Bailey to celebrate the 100th anniversary of the Cleveland Zoo. Although the animals didn't get to attend, thousands of Clevelanders enjoyed the outdoor offering. Pictured flanking Razy are (left) PD Jon Olson and (right) GM David Gerard.

Personality Radio —

Continued from Page 28

sonalities are just not as abundant and it's very difficult to train somebody to be a personality. There's a natural instinct or characteristic that some people have where they're able to communicate in the manner that a personality does.

However, if you pay attention to FM, you'll notice that some of the stations are starting to evolve into a personality form of programming. I know a lot of the A/C FM's here in Detroit have gone with morning teams and WRIF, which is an AOR station,

"There's a difference between an announcer and a personality. Personalities are just not as abundant and it's very difficult to train somebody to be a personality."

has morning personalities. Detroit is a strong personality town mainly because people are convinced that personality radio is what's happening. You've got Dick Purtan, J.P. McCarthy, Deano Day, St. James & Elliott, all of whom have really establish-

ed themselves as personalities and not just announcers.

If Detroit is any example of personality being developed on FM, it's happening here; and as they develop them, there's some pretty big salaries laying around this market for those kind of people. They're definitely the ones that are getting the big bucks because you can attribute ratings specifically to a person versus a format or the records.

I think personalities will continue to develop on both AM and FM, but finding the right ones and the very talented ones . . . the Don Imuses of the world, or the Larry Lujaacks, the Deano Days, and the Dick Purtans . . . they're few and far between. There are personalities who have a lot of good qualities but who cannot give you the total concept. They might be funny, but they can't deliver a spot. You need someone who can give you the total package.

The Music Section

Country Radio's Most Accurate
Music Information
Begins on Page 48



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Black Radio



WALT LOVE

ACTION

Each month, we try to keep you informed about a number of different things taking place across the nation. This time there is some good news and some bad news. I'm sad to report that a number of black program directors and music directors have either quit or been terminated from their positions. On the brighter side, we have some very deserving individuals getting their opportunities.

As seen in last week's Street Talk (R&R 11-12), former PD of WAAA/Winston-Salem Ben Jones is out and no new replacement has been named yet. Neither Jones nor any official at the station has been available for comment. Music Director Jae Jackson will continue to handle the music duties.

WDAO/Dayton Program Director Turk Logan told us that differences with management made him decide to resign. At present Turk is continuing on the air doing his afternoon air shift. No replacement has been named to the PD's position as yet, but my gut feeling is — bet on management to promote from within. Veteran Music Director Lankford Stephens is a very competent individual who I think will get the nod!

WTOY/Roanoke, VA announced a change in its programming situation. Since the departure of veteran programmer Donnie Deane some months back, the day-to-day programming had been delegated to acting Program Director Ron Crutchfield. Crutchfield is no longer the acting PD but will continue his on air duties. Ms. Francisca Stewart was named Senior Announcer and will handle the music duties. The programming is being handled by an outside consultant. Speaking of Donnie Deane, I'm happy to inform you that he's back in programming. Donnie is the new Program Director of WWIL/Wilmington, NC. We here at R&R wish him the best in his new position.

KMJQ/Houston is without former Music Director Ross Holland, who also did an air shift. From what I've been able to find out from informed sources, Ross was let go in some "administrative cutbacks." If you're looking for a good man, I know how to reach Ross.

KRLY/Houston has more pleasant news for all of us. Program Director Steve Harris has hired former WVON/Chicago air personality Bobby O'Jay. O'Jay will be taking over the morning show at "Love 94." Former morning personality Mike Caviel will be moved to afternoon drive. Bart

Taylor, who is KRLY's present afternoon jock, has been promoted to Promotion Director. All's well that ends well.

It gives me great pleasure to inform you of the following. Barry Mayo, now Program Director of WRKS/New York, has named longtime radio and record pro Sonny Taylor as his Music Director. Sonny has been with PolyGram Records for the past few years and it's great to see him back where he belongs — in radio! Sonny Taylor will long be remembered for his successful programming days at Chicago's WGRT (now WJPC) and NY's WWRL. Sonny's official title is Music Director/Programming Assistant to Mayo. Sonny started Monday, November 15, 1982.



Sonny Taylor

WBLZ/Cincinnati has a new morning personality. Alyn Guess is the new AM drive voice on WBLZ. Alyn most recently worked at KYKY/St. Louis.

Remember Tom Joyner . . . formerly Program Director of WJPC? Well, I recently talked with Joyner and found out this interesting news. Tom will be hosting a black magazine-type television show starting March 15, 1983. The name of this program is "The Ebony/Jet Celebrity Showcase" and it's a half-hour presentation. There is life after radio!

Dwight Ellis, Vice President/Department of Minority and Special Services at the National Association of Broadcasters, was invited to respond to presentations given at a Canadian government conference on the media, "Visible Minorities in the Media," held last month in Toronto. Ellis and two Canadian media experts commented on the presentation made by Ernest Steele, President of the Canadian Associa-

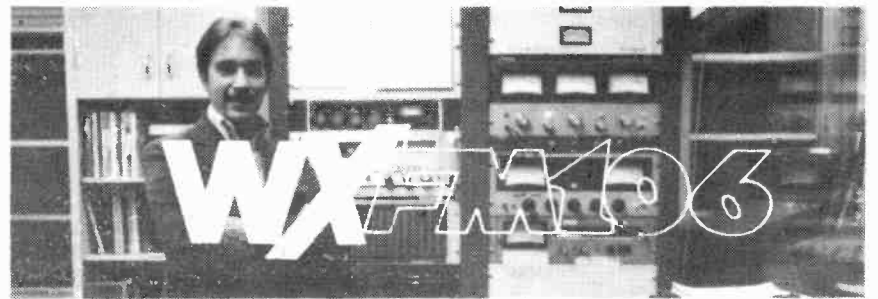
THE GROWING PAINS OF JAZZ RADIO IN CHICAGO

WXFM/Chicago . . . Jazz

After last week's positive exchange with KJAZ in the San Francisco area, I thought we'd take a look at what was happening at a Jazz station in the Midwest. In Chicago, always a hub of activity, I contacted Jim Walsh, Operations Manager of WXFM, a station playing jazz 22 hours a day (the other two hours feature the Big Band sound).

Chicago, as we all know, prides itself as being one of the nation's most sophisticated cities with its restaurants, theater, opera, and jazz. In fact, if jazz is to be successful on radio, it must gain a foothold in cities like Chicago.

WXFM has been doing a jazz format for just over a year. I asked Jim Walsh how long he'd been doing Jazz radio? "About five years," he told me. "I worked downstate Illinois at college and commercial stations — jazz wasn't too well accepted down there. You had to play jazz music where and when you could. When the opportunity arose in Chicago, I quickly



Jim Walsh

took it. When I got here, WXFM was programming some jazz as a weekly feature, but nothing substantial — we kind of grew into a full-time outlet."

The jazz listenership "afterburners" haven't kicked in as of yet in the Windy City, and I asked Jim why he thought that was. "I might mention that we thought we would be doing better by this time. We thought it would be instant success but it hasn't been. We've had success, but it's been slow success. What we have discovered is the Jazz listener is very much like the Classical listener. They love the product (the music and the station) and they support our sponsors and the art form — but they are a passive audience. One of our biggest problems is getting people to understand that jazz doesn't mean four musicians sitting in a cellar playing four different instruments in four different keys in four different tempos at the same time. Jazz is listenable and enjoyable music."

What do you think the future of Jazz radio and jazz music is in Chicago? "I definitely don't see jazz on the decline . . . quite the contrary. I see jazz on the incline in our city. We must educate our listeners to the art form so that they will begin to understand that jazz is easy to listen to. Even though Jazz radio in Chicago doesn't have strong numbers at this time, there are a number of jazz artists, jazz performing clubs and jazz listeners locally. I think it's just a matter of time until the numbers will be there — we've got to establish and maintain a stronger station recognition level with the Chicago listening audience."

tion of Broadcasters, and representatives of the advertising industry and minority media communities of the country.

The invitational conference, conducted by the Minister of State Multiculturalism (MSM) of Canada, consisted of about 150 corporate executives, media owners, and leaders of the advertising industry. The objective was to provide a forum and dialogue on the subject of visible minority representation and opportunity in the Canadian media.

Canada's multiculturalism policy, mandated by the government in 1971, established the MSM, which is responsible for communicating an awareness of the diversity and plurality of the country. The conference also addressed the findings of a three-year study by a 19-member task force consisting of broadcasters, advertisers and members of the Canadian Radio, Television and Telecommunications Commission, finding sex-role stereotyping in Canadian media. Perhaps Dwight can institute a similar seminar for this country.

By the way, Ellis served as a visiting professor in the Communications Department of Langston University in Oklahoma City earlier this month. Dr. Joy Flasch, department chairperson, invited Dwight as part of the National Urban League's Black Executive Exchange Program, (BEEP). The BEEP program is designed to expose black college students attending predominantly black colleges and universities to pertinent instruction provided by selected black executives involved in the private sector.

From the record industry side of things, WB's advertising, merchandising and art department won major recognition at the 1982 Communications Excellence to Black Audiences (CEBA) Awards, sponsored by the World Institute of Black Communica-

tions.

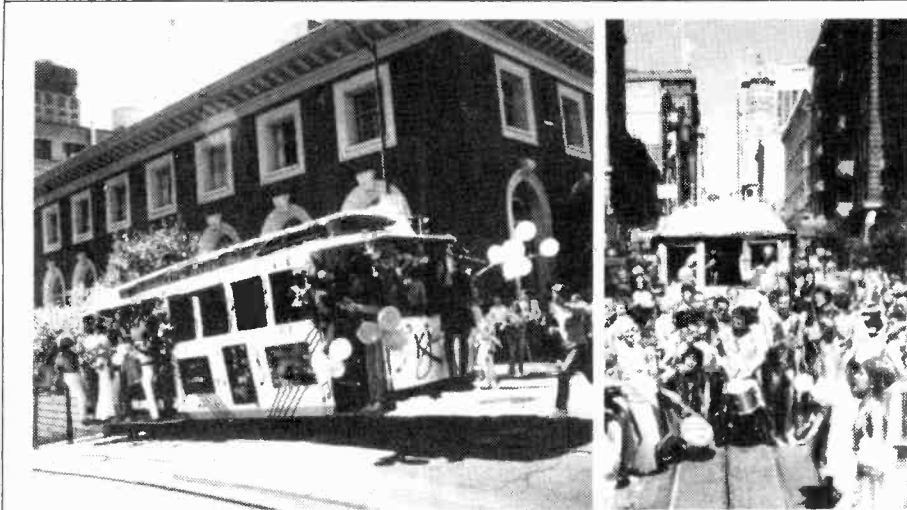
Commenting on the company's showing,



JEFFREY OSBORNE RELAXES IN D.C. — A&M Records' Jeffrey Osborne recently took a break from his national concert tour to visit with members of WHUR-FM/Washington, D.C. Pictured from left to right at a local nightclub, "The Classics," are: Jeffrey, WHUR's Linda Reynolds and Program Director Jesse Fox.

Warner Bros. Vice President of Black Music Marketing Tom Draper remarked, "We're very pleased that the CEBA judging panel chose to honor the creative efforts of Warner Bros. Records. We hope to continue our active involvement within the industry in presenting positive messages that display sensitivity and awareness to and for the black consumer market."

A lot has taken place, and I hope this helps in keeping you informed. Once again, let me invite you to send us your station's news, birthdays, anniversaries, weddings, etc. If you have any photos, send those along too. Plus, if you have a topic that you would like to see covered here, let me know and we'll see if it can be done. Till next time — sa-wau-de!



BACK IN TWO YEARS — San Francisco recently bid farewell to its cable cars, because the entire system is going in for a two-year renovation. KJAZ last year put together the first annual KJAZ Jazz Festival and raised \$100,000 to help save the cable cars. In consideration of this sum, KJAZ was given its own cable car, and it's recognizable by a bronze plaque mounted on car #23.

EASY LISTENING RADIO



WOKY Meets Laine

Frankie Laine made an appearance at Milwaukee's "Festa Italiana," an ethnic celebration cosponsored by WOKY. Pictured (l-r) are WOKY PD/GM Jerry McKenna, Laine, and WOKY morning man Bob Barry.



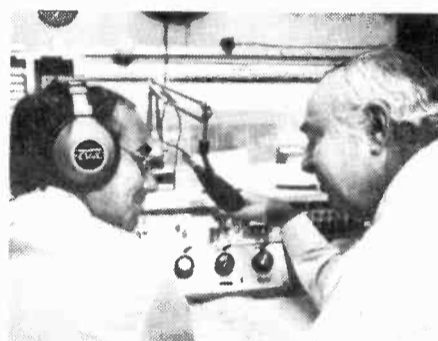
WJR Spares A Diamond

As part of WJR/Detroit's 60th anniversary, the station gave away a \$10,000 diamond following a successful high-volume hourly drawing promotion. Pictured (l-r) are WJR morning man J.P. McCarthy, winner, and jeweler Robert Willens.



WJIB Celebrates 15th

WJIB/Boston held a party to commemorate 15 years as a Beautiful Music station. Among the highlights of the party was a proclamation presented to the station by (outgoing) Gov. Edward King. Pictured (l-r) are WJIB GM Charles Pickering, Gov. King, and GE VP/Radio Randy Bongarten.



Mayor Checks Out WSGA's MOYL Format

When WSGA/Savannah switched recently from CHR to Music Of Your Life, the city's Mayor John Rousakis came down to the station to discuss the change on-air with VP/GM Jerry Rogers. Rogers (left) and the Mayor are pictured.



KPRZ's United Skates

KPRZ/Los Angeles personalities Tom Murphy (left) and Jerry Mason joined together to rollerskate for the Muscular Dystrophy Association in the station's "Love Skate" promotion. A log of the distances skated by the pair was kept, and listeners pledged money by the mile.



Carter Comes To KAKZ

60's hitmaker Mel Carter visited Wichita for a club date, and did guest DJ stints on the station with personalities Johnny Merrell and Bill McClean. Pictured (l-r) are Merrell, Carter, and McClean.



WPNT Dresses Up Bingo Contest

WPNT/Pittsburgh staged a Bingo Party for the winners of its "Mystery Song" contest, with over 850 people competing for \$30,000 in prizes. Afterwards, the entire tuxedo-clad staff of the station surrounded the grand prize winner in her new \$12,000 Pontiac Bonneville Brougham.



KDES On Deck

KDES-AM & FM/Palm Springs, CA gave away a trip to London in a recent computerized listener-participation tennis tournament promotion. To warm up for the trip, the station took the winner for a ride on a British doubledecker bus now used for local transit. Pictured (l-r) are Sunshine Cruise & Travel's Bill Bird, winner, and KDES VP/GM Joe Tourtelot.

FLOW

KSEA Goes Satellite

KSEA/Seattle recently commenced operation of the Bonneville satellite-delivered Easy Listening format as the culmination of a \$500,000 technical improvement program, according to VP/GM Bill Knudsen . . . Bonneville added three more stations for the Easy Listening format — WBYU/New Orleans, KKNG/Oklahoma City, and KORK/Las Vegas . . . KDES/Palm Springs dropped TM's Beautiful Music format in favor of the same company's Beautiful Rock approach . . . KMEZ/Dallas has switched from Bonneville to Churchill . . . The "Lawrence Welk Radio Show" is set to return the famous bandleader to his original medium. Roger Carroll Enterprises is distributor and producer.

PEOPLE MOVERS — Matt Caesar joins WPEZ/Macon as Operations Manager and afternoon announcer. He was formerly midday personality at WSB/Atlanta and previously served as Operations Manager at WGAU & WNGC/Athens, GA . . . Don Bellisle takes the News Director position at WINN/Louisville from a similar slot at WKED/Frankfort. Connie Troutman and Stratton Hammon join as street reporters. Troutman from WKKX/Paoli, IN and Hammon from WCND/Shelbyville, KY. And Bob Reis transfers within the station to overnight news . . . KMPC/Los Angeles's veteran copter pilot and Airwatch reporter John McElhinney exited the station late in October to relocate to Oregon. The ten-year station fixture is replaced as Airwatch Chief by station fixed-wing pilot/reporter Pamela

McInnes . . . Gwendolyn Young joins WEZN/Bridgeport as News Director from the political arena, while Bill Buchner takes an announcer position, from WMMM/Westport, CT.

THE PROMOTION FILE — WBBG/Cleveland staffers participated in the Heights Six Cities Marathon, including owners Larry Robinson and Larry Pollock. No word yet as to how (or if) they finished . . . WFTL/Ft. Lauderdale staged a "Sinatra Mystery Medley" contest, in which the winner was flown to Las Vegas to see the Chairman. WFTL also held a Halloween Charity Ball with proceeds going to a fund for missing children . . . WNEW/New York repeats its "Month Of Remember" promotion this month, with special days set aside to honor artists like Ella Fitzgerald, Tony Bennett, Sinatra, and big bands, vocal groups, and Broadway musicals of the past. Special interviews are also featured . . . WEZO/Rochester sponsored a benefit wine tasting event for the Association for Retarded Citizens, with music and cheese provided along with the liquid delights . . . KGIL-AM & FM/San Fernando raised almost \$18,000 to combat muscular dystrophy. The station also repeated its successful "Big Band Bash" in Studio City, with seven station personalities hosting the festivities . . . WPNT/Pittsburgh has been running the "Mystery Song Bingo Game" for \$20,000 in prizes including a trip to Hawaii for four and a garden tractor, among other prizes.

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Opportunities

Openings

EAST

WJET-AM in Erie has midday news opening. No beginners. T&R: Craig Warvel, 1635 Ash St., Erie, PA 16503. EOE M/F (11-19)

Midday air opening for Adult/Gold format. No calls please. Rush T&R: Brian Krysz, WETT, Box 717, Ocean City, MD 21842. EOE M/F (11-19)

WCCC, 50,000-watt FM Album Rock looking for T&R's for all shifts. No calls. T&R: Lich, WCCC, 243 S. Whitney St., Hartford, CT 06105. EOE M/F (11-19)

Ski season is almost here. A/C in resort town needs drive-timer with good production. T&R: Jim Ancona, WLTN, Box 349, Littleton, NY 03581. EOE M/F (11-19)

Chief Engineer needed: Aggressive team player with thorough knowledge of RF & audio. Resumes: Jan Jeffries, B104, 7 E. Lexington St., Baltimore, MD 21020. EOE M/F (11-19)

Openings

Full-time announcer needed at Rochester, NY "Music Of Your Life" station. Good job for a pro! T&R: PD, WYLF, Box 25200, Canandaigua, NY 14424. EOE M/F (11-19)

DC area's new all comedy station seeks A/C communicator. T&R: Ron Lewis, WJOK, 20201, Watkins Mill Rd., Gaithersburg, MD 20879. EOE M/F (11-19)

WOBM-AM/Jersey shore needs morning drive jock. T&R: Jay Sorensen, Box 1170, Lakewood, NJ 06701. EOE M/F (11-19)

WDNY/Danville, NY now accepting T&R for announcer/Sales people. T&R: Dave Mance, 129 Main St., Danville, NY 14437. EOE M/F (11-19)

Big Band station looking for full-time announcer with 1 yr. commercial exp. T&R: Pierre Eaton, WINX, Box 1726, Rockville, MD 20850. EOE M/F (11-19)

WMAJ/State College, PA looking for experienced morning/PD with proven track record. T&R and references: Greg Fuller, GM, WMAJ, Box 888, State College, PA 16801. EOE M/F (11-19)

Openings

WINX is looking for an on-air newperson with 1 yr. exp. T&R: Pierre Eaton, WINX, Box 1726, Rockville, MD 20850. EOE M/F (11-19)

WJMI/Jackson's #1 Black station has full-time openings. Females encouraged. T&R: Carl Haynes, Box 3320, Jackson, MS 39207. No calls. EOE M/F (11-19)

KXLR/Little Rock looking for experienced creative, conversational full-time announcer, with good production. T&R: Jeff Davies, Box 3014, Little Rock, AR 72203 or (501) 945-4501. EOE M/F (11-19)

#1 station in Waco now accepting tapes for possible future openings. Country experience a must. Rick May, Box 7912, Waco, TX 76710. EOE M/F (11-19)

Dream Job: Southeast radio chain looking for Production Director. No air/weekends, experienced, must write & produce. Tapes & samples: Dream Job, WKIX/WYYD, Box 12526, Raleigh, NC 27606. EOE M/F (11-19)

Openings

WMIB-AM needs an outstanding personable pro who is familiar with and enjoys "Music Of Your Life." Tapes, resumes, solid references to Roger Bald, GM, WMIB, 950 Manatee Road, Naples, FL 33942. No phone calls. EOE M/F (11-19)

Immediate opening for Production Director/copywriter. Experienced preferred. T&R, ASAP: Jack Armstrong, KJ100, 307 W. Muhammed Ali Blvd., Louisville, KY 40202. EOE M/F (11-19)

Tri-Cities area news person, aggressive with degree in journalism or broadcast journalism. Experienced preferred. T&R: Nad Michaels, WFHG, Box 1389, Bristol, VA 24203. EOE M/F (11-19)

Evening A/C personality. Some production. T&R immediately: Scott Slocum, WTON, Box 1065, Staunton, VA 24401. EOE M/F (11-19)

WXBQ 24 Caret Country needs part-timers now and future full-time. T&R: Steve Taylor, WXBQ, Box 1389, Bristol, VA 24203. EOE M/F (11-19)

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Opportunities

Openings

FL CHR needs experienced pro for future openings. Strong production a must. T&R: Rick Prinkles, WGLF, Box 1815, Tallahassee, FL 32302. EOE M/F (11-19)

Wanted: mature morning personality for Daytona Beach market. At least 5 years experience. WXVQ, P.O. Box 1777, Deland, FL 32720. EOE M/F (11-19)

50,000-watt WMAZ-AM needs a winning personality. Wanted: A 25-54 A/C communicator with warm delivery, sharp production skills, for morning drive. Multimedia Broadcasting provides competitive salary. Excellent benefits. Send T&R: Steve Murphy, PD, WMAZ-FM, P.O. Box 5008, Macon, GA 31213. EOE M/F (11-19)

News Reporter, AM & FM, afternoon anchor. T&R: Martin Dean, WSAC/WWKK, Box 70, Ft. Knox, KY 40121. EOE M/F (11-19)

WOVO-FM will become V106. Need great new jocks for great new Contemporary image. T&R: Todd Belcher, Box 478, Glasgow, KY 42141. EOE M/F (11-19)

WFME seeking future air talent. T&R: Randy Rice, Box 496, Baton Rouge, LA 70821. EOE M/F (11-19)

Bright, entertaining morning personality for FL AM. CBS A/C with strong news community involvement. T&R and salary: Larry Bessier, Box 1318, Melbourne, FL 32935. EOE M/F (11-19)

News Director. Opportunity to move up from reporters position in one of America's most beautiful cities. T&R: Ed Rodriguez, Box 1294, Charlottesville, VA 22902. EOE M/F (11-19)

WTBC/Tuscaloosa, AL needs Sports Director. P-B-P experience required. T&R: Box 2000, Tuscaloosa, AL 35403. EOE M/F (11-19)

T&R from talented natural communicators on the way up. Exciting station in dynamic TX metro. John Walton, Box 6087, Beaumont, TX 77705. (713) 842-2210. EOE M/F (11-19)

WSPB radio in Sarasota, FL is now accepting cassettes and resumes for fulltime announcers. If you are intelligent, conversational, creative, and enjoy working with MOR music, please apply. If you say things like: "That's not my job," "It can't be done," "It'll never work," please don't bother to apply. R. David Graupner, OM WSPB/WML0, P.O. Drawer "Z," Sarasota, FL 33578. EOE/AA/M/F (11-5)

Openings

WXAM/Charlottesville, VA has immediate opening for afternoon drive performer with agency quality production skills. T&R: Ed Rodriguez, Box 1294, Charlottesville, VA 22902. EOE M/F (11-12)

Get in on the ground floor! New AOR WHSP/Mobile needs air talents. T&R: Stuart McRae, 14 N. Church St., Fairhope, AL 36532. (11-12)

FM99/Tallahassee looking for creative up-tempo 7pm-midnight air personality/MD. Good money and benefits. T&R: Al Brock, Box 3168, Tallahassee, FL 32303. No calls. EOE M/F (11-12)

Possible full-time openings at KICKIN', a south TX tradition. Need hard working Production Director/personality. T&R: Paul Van House, KIKN, Box 6809, Corpus Christi, TX 78411. EOE M/F (11-12)

Looking for top flight air personality. Urban & CHR experience helpful. T&R: Mike Gray, WTKL, Box 150, Baton Rouge, LA 70895. EOE M/F (11-12)

KKYK/Little Rock, 100kw CHR needs personality with good production skills. T&R: Ron White, Box 4189, Little Rock, AR 72214. No calls. EOE M/F (11-12)

WSSX CHR is still searching for creative morning jock. Outstanding opportunities, good bucks too. T&R: Bill Martin, Box 31089, Charleston, SC 29407. EOE M/F (11-12)

Morning personality #1 FM Contemporary Jackson, MS. Top pay. T&R: Jim Chick, WTYX, Box 9446, Jackson, MS 39206. EOE M/F (11-12)

Production Director needed. Experience, good pipes. Send samples. Air personalities needed. Experience, A/C. T&R: Barry Grant, WSTU/WHLG, 1000 Alice Ave., Stewart, FL 33494. (11-12)

MIDWEST

Solid Gold WLZZ seeks 7-midnight air talent. Immediate opening. T&R: Steve Schram, WLZZ, 520 W. Capitol, Milwaukee, WI 53212. A Malrite Station. EOE M/F (11-19)

KROC-FM/Rochester, MN seeking dynamic air talent who's a production wiz. Females urged to apply. Contact: Al Malmberg, (507) 286-1010. EOE M/F (11-19)

WIFC-FM/Wausau, WI taking T&R for possible future openings. No phone calls. Box 5595, Wausau, WI 54401. EOE M/F (11-19)

WEBC seeking strong air talent/production people for near-future openings. T&R: Dick Johnson, 1001 East 9th St., Duluth, MN 55805. EOE M/F (11-19)

100 kw C/W FM accepting T&R's for immediate opening. T&R: Ron Sewell, P.O. Box 945, Elk City, OK 73648. No phone calls. EOE M/F (11-19)

Openings

News pro. Quality newspaper for a quality radio station: Upper Midwest powerhouse seeking radio news professional with ND abilities, radio news gathering, editing, writing and on-air communication skills. Must be of highest standards. Salary, working conditions and growth opportunities are very attractive. Call (701) 237-5346. Immediate opening. EOE M/F (11-5)

Promotion person needed for proven potential single. Call Ray Brown at Upscale Records. (617) 775-6800. EOE M/F (11-19)

Top new CHR needs bright, creative morning person. Benefits, great working conditions. T&R: Tim Hartley, WQLZ, 1356 Mackinaw Ave., Cheboygan, MI 49721. EOE M/F (11-19)

Need News Director, morning man, drive-time announcer. Send T&R: Orv Koch, Stuart Stations, Box 80209, Lincoln, NB 68501. EOE M/F (11-19)

WRLO, 100,000-watt A/C needs full-time anchor/Sports Director. Production and writing skills a must. T&R: Tim Roberts, Box 509, Antigo, WI 54409. EOE M/F (11-19)

WLIP/WJZQ is accepting T&R's for future openings in a four person news department. Dave Cole, ND, P.O. Box 659, Kenosha, WI 53141. (11-12)

OM for 100,000 watt Country FM in beautiful Northern MI. T&R: Rick Stone, 334 State St., St. Ignace, MI 49781. EOE M/F (11-12)

Great opportunity available for someone interested in growth with a big company. If you do mornings, send T&R: P.O. Box 1260, Springfield, MO 65805. (11-12)

Central KS CHR/AOR accepting T&R for future openings. Females encouraged. Reply to: Richard Tee, Drawer 101, Hoisington, KS 67544. EOE M/F (11-12)

WBBM-FM looking for energetic CHR-style personality. Send T&R: Buddy Scott, WBBM-FM, 630 N. McClurg Ct., Chicago, IL 60611. EOE M/F (11-12)

Y-93/Bismark searching for two seasoned pros. CHR. Top salary and benefits. Send T&R: PD, KYYY-FM, Box 1738, Bismark, ND 58502. EOE M/F (11-12)

KGGO (AOR), needs morning personality. Minimum three years experience. No calls. T&R: Tom Grier, KGGO, 3900 Northeast, Broadway, Des Moines, IA 50317. EOE M/F (11-12)

Openings

WEST

A/C cldies, FM station seeking experienced air personality/PD. T&R: Box 1840, Sante Fe, NM 87501. EOE M/F (11-19)

Tele-Sales. Are you an unemployed radio type? We need two telephone sales pros with radio experience. (213) 541-5559. EOE M/F (11-19)

92/KGBS expanding. Looking for female air personality with content. T&R: Greg Crawford, Box K, Greeley, CO 80632. EOE M/F (11-19)



LOS ANGELES IS LOOKING FOR A MORNING PERSONALITY AND FULL AND PART-TIME DJ'S

This CBS 0 & 0 — the station where Mellow Rock all began — is expanding its air staff.

Morning Personality

We need a creative, self-motivated, uptempo morning personality who combines a good conversational style with casual humor. No schtick, bells, buzzers, horns, hype, big pipes or speed rap, please. Just a fun natural style.

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We also have a limited number of positions available for full and part-time air personalities. We're looking for self-motivated, natural sounding pros with good music knowledge.

Mid or major market experience required for all of these positions. California candidates preferred. Confidentiality and no background calls without your permission. Send cassette and resume to:

Michael Sheehy
Program Director
KNX/FM
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Los Angeles, CA 90028

Absolutely no phone calls.
Men and women of all races desired.

Opportunities

Openings

WANTED: Male Host for New Television Show:

Attractive charismatic personality for weekly series. Must be mid-twenties to early thirties and be able to conduct on-camera interviews. Must have full knowledge of New Wave music. Speaking voice a must. Photos and resumes should be sent immediately to: "Masquerade Productions", 1541 North Vine St., Hollywood, CA 90028.

We are searching for a midday announcer for our 35+ format. The person we need should have excellent copywriting skills and solid organization. Prefer at least two years of experience. Send an audition tape containing at least four pieces of copy you have both written and produced, plus a brief telescope aircheck. No phone calls please. Send to: GM, KLO Radio, P.O. Box 1430, Ogden, UT 84402. Women and minorities are encouraged to apply. (11-12)

HERE COMES THE SUN! Programmers, Air Talent, News Presenters . . . Please Read.

Top-notch group looking for killer PD and talent staff for major FM in a south sunshine market. If you're on top of what real modern country should be, and want to be part of a station that will be a dominant market force, send composite station tape, airchecks, resumes and salary history. PD candidate must understand research implementation strategy, marketing and how listeners use the product. Talent must be warm and able to have fun on the radio. News presenters must know how to tell short stories. Hurry! Send now to: Radio & Records, 1930 Century Park West, #407, Los Angeles, CA 90067.

New 100,000 watt AOR needs experienced jock. T&R: Randy Robbins, KWHL, 9200 Lake Otis Parkway, Anchorage, AK 99507. (11-12)

Sales Manager for new Country FM in the beautiful Rockies. Need leader to train, motivate and sell. Resume to Manager, KPCQ-FM, Powell, WY 82435. (11-12)



PLAY-BY-PLAY ANCR. for KGO AM/FM



KGO Radio in San Francisco seeks a sports broadcasting professional to handle play-by-play announcing for the new USFL and Oakland Invaders. Qualified candidates should forward their resume, salary history and tape to:

**Jack Swanson
KGO Radio
277 Golden Gate Ave.
San Francisco, CA 94102**

We Are Proud To Be An Equal Opportunity Employer

KOJM/KPQX looking for creative on-air/production talent. Excellent working conditions, benefits. T&R: P.O. Box 7000, Havre, MT 59501. (11-12)

KENI radio currently looking for fulltime air personality. T&R: Dennis Evans, KENI, 1777 Forest Park Drive, Anchorage, AK 99503. No calls accepted. EOE M/F (11-12)

Operations Director with strong management skills and full and part-time air talent needed for major market station. A/C background a must! Excellent salary and living conditions. Send cassette, resume and salary history to: Radio & Records, 1930 Century Park West, #410, Los Angeles, CA 90067.

Positions Sought

IL, IN, OH. Looking for airshift in small/medium market. Also interested in promotions. CHRIS HANSEN (414) 739-3746. (11-19)

Successful night jock at CHR station. I enjoy production & teen audience. Will happily relocate. Available now. RICK (218) 281-3183. (11-19)

Look no further. With your station & my talent, we can bloom. Willing to relocate. JIM O'HARE (312) 895-3893, after 4pm. (11-19)

Talented pro, currently PD/AM drive. Degree, first phone, great production. Build ratings with on-air talent; build sales with creative production. THOM (318) 491-9883. (11-19)

BEN KANTEL seeking air personality position. Presently MD KJOP/Lemoore. Willing to relocate. T&R sent upon request. (209) 584-9459, between 3-7pm. (11-19)

Experienced, disciplined A/C, CHR jock looking for stable medium or major in the East. KEITH (301) 778-1668. (11-19)

Top-rated medium market PD. #1 for 7 yrs., got out of programming, went back in. Call (915) 949-7002. (11-19)

PD, promotion, sales, automation experience. Looking for position in Mid-Atlantic market. DON (919) 552-9035, after 3pm. (11-19)

9 yrs. behind a mike, willing to work like crazy. Good one on one. PD, MD, Engineering experience. Can do it all. ERIC (716) 865-1182. (11-19)

Interface my ability with your availability. THE BUTCHER, formerly of WYDD & FM97/Pittsburgh is ready. (412) 422-5743. (11-19)

PD/Promotion Director/air personality looking for a job. If you want your station to sing with harmony, call MIKE SHANNON (913) 823-8907. Will relocate. (11-19)

College basketball P-B-P announcer available this season. Called the best of 'em. Real pro. Have tape to prove it. (802) 254-4577, leave message. (11-19)

TODD CAVE. 5½ yrs. AOR experience. Seeking air talent/production position with AOR, A/C in Top 50 markets. Unique delivery, creative writing. (618) 549-0047. (11-19)

Wanted: PD and/or air position with promotionally minded, young broadcast group that appreciates innovation. My 12 years in radio can set up a high personality, fusion/rock station for you. No stranger to stiff competition. 5½ years at last station. Minimum salary \$2,000 per month. I can overhaul your lagging AOR and we'll have fun doing it! Inquiries to: Radio & Records, 1930 Century Park West, 1930 Century Park West, #409, Los Angeles, CA 90067.

Bright personable & hard working DJ. 2½ yr. pro, experienced in A/C, Country & AOR. Native of Midwest, will relocate. SCOTT STINE (517) 872-3452. (11-19)

Talented young personality. Looking to move up from small market. "Give me a break." RON SMITH (606) 437-9855, before noon. (11-19)

Enthusiastic, versatile broadcaster seeks position to work hard & progress. Experienced in A/C personality, Country, P-B-P & news. NEIL ISAACS (616) 798-4613. (11-19)

PD/MD winning pro stagnating in Tulsa. Experienced in Superstars & Pollack formats. Excellent production & air work. For a communicator, LEE (918) 834-5184. (11-19)

13 yrs. experience Country & A/C. Currently small market PD. Seek medium market personality position. B.S./Broadcasting. BRIAN (607) 739-4606. (11-19)

Production whiz-bang. Call EVIE (703) 548-6825. Also have experience in copy, traffic, music, on-air & windows. Looking in Baltimore-Washington, DC area. (11-19)

Experienced air personality looking for full-time airshift. Country, A/C. Can start this week! Prefer West, Midwest. Team player. DAVE (503) 257-8343. No majors. (11-19)

Want a pro that's a little crazy. Call me. 5 years experienced, midday and MD at WXLN. Looking for larger market. TERRY (319) 328-2541. (11-19)

Kick those Arbitron blues! Versatile voice, writes well, news and interview experience. B.A., looking for a Midwest, small market start. DEAN SMITH (312) 423-5577. (11-19)

JAY McDONALD formerly with M105/Cleveland available for airwork MD or PD in CA. 8 yrs. experience. All calls answered. (714) 761-4409. (11-19)

JESSIE BRANDON. Street-wise, confident female jock. 11 yr. veteran; KISW, WPLR, WHCN, WAVA, KSJO. (415) 661-4040. (11-19)

Ratings proven PD looking for a new opportunity. Management or on-air. Call MARTY at (208) 378-1086 or write 708½ W. Hayes, Boise, ID 83702. (11-19)

Looking for PD or MD, major market position. Formerly WILD, WJLB, WCIR, PD/MD positions. 8 yrs. experience, excellent references. Call (617) 884-0339. (11-19)

Positions Sought

Rockies or West Coast, if you need an experienced adult personality for A/C or AOR, production, promotions. Call RON (518) 561-8319. (11-19)

On-air/production shift wanted. Experienced DJ seeks on-air/production shift or both. Willing to relocate. Salary negotiable. Contact KEVIN (714) 974-8638. (11-19)

Need a consistently good jock? If you need great numbers, I'm your man. 4½ yrs. experience. Call MIKE LEE (307) 265-2727. (11-19)

Seeking position in CHR, A/C station. Former PD with 8 yrs. experience. Call GARY LEE for results. (812) 886-5451. (11-19)

Formerly J96/Moorehead City, NC. 10 yrs. radio. Wants programming, music and/or daytime airshift. Top 40, A/C. Family man. (919) 223-5376. (11-19)

Experienced, motivated winner seeking OM, PD position with station dedicated to success. Experience in management, sales, programming. Understand bottom line. TERRY (618) 656-3452. (11-19)

A 13 yr. versatile pro seeks jock position with Southern CA station. References & ARB's available. MICKEY SYKES (616) 342-9898, before 2pm EST. (11-19)

Attention Southwest! Albuquerque jock, many years on-air, looking for small market PD position. Security, professionalism mean more than money. JACK MITCHELL (505) 265-9419. (11-19)

Multi-talented, hard worker, good production. P-1 & P-2 references. Seeking P-2 CHR or A/C in East with growth potential. ALAN (203) 347-7445. (11-19)

Announcer, sportscaster, 6 yrs. board experience. P-B-P, CHR, CO, AZ, UT, NM, West Coast states respond. (303) 651-3549. (11-19)

Air, news, programming, sports. Only stations responsive to new ideas need apply. Formerly KGGI/Riverside. KEN McKAY (714) 886-7257. (11-19)

I did it in Mobile I can do it for you. Major increased ratings. 18-34 & 25-54. Programming, MD or middays. GARY HILL (205) 342-0325. (11-19)

Morning team, male/female, humorous with daily bits plus information. Be different. Be number one. 10 yrs. experience. Telescoped aircheck. (914) 331-3166. (11-19)

I just love Thanksgiving, it's the only time of the year that I can give my mother-in-law the bird and tell her to stuff it! I'm an outrageous and funny CHR/A/C announcer with 3 years in a small market. Small and small/medium market stations looking for a break and willing to work for it. If you want someone different (I did all the choreography for "Bonanza") call ROB (312) 894-3987. (11-19)

Need a good PD for your major/medium A/C or CHR-FM? Call me! My credits are: Top 5 market Research Director, Production Director, Top 50 market PD, Promotions Director, I am currently working in America's fourth largest market at one of the nation's leading A/C stations. I also consult a Top 50 market A/C AM and CHR FM. If you're interested, call Bill (713) 975-8483. (11-19)

Experienced news/sports journalist looking for another challenge on West coast. Enthusiastic, local news reporter. MARK ESPINOSA (209) 252-6432. (11-12)

10 yr. pro available for weekends in L.A. or San Francisco. KEN BURKE (805) 489-3409. (11-12)

PAUL H. MEHRTENS, JR., newsmen with 360 hrs. commercial radio experience seeks relocation anywhere in MN. (413) 567-3261. (11-12)

Currently doing Am drive/Production/MD. Still looking for family environment, Midwest, West, Rockies or FL. Male, mature, minority. Serious inquiries only. ED (817) 939-6112. (11-12)

Are you ready for the coco daddy? This chocolate covered freak is habit forming, has been for 8 yrs. Outstanding references. AOR, A/C experience. (904) 778-0036. (11-12)

Waiting for your call: Young, experienced air personality looking for CHR/AOR connection in Northeast. JOE (717) 248-6578. (11-12)

Dancin' DANNY WRIGHT, one of the nation's best, still looking. KCBQ, KJR, KNBC. (206) 838-6821. (11-12)

Telephone work is alright, but radio is A-OK! Ex-KIIS Concord field test assistant seeks on air work. FRANK BUTERA (415) 223-1534, now!

Air personality, 4½ yrs. experience. Seeks medium/major market opportunity in Midwest. DAVE (701) 772-9195. (11-12)

Successful night jock at CHR station. I enjoy production & teen audience. Will happily relocate. Available now. RICK (218) 281-3183. (11-12)

Positions Sought

Dependable, PD/MD/DJ, professional, 29 yrs. A/C, CHR, Urban. Outstanding voice, delivery, production. Greater Cincinnati area. SCOTT (513) 528-5793. (11-12)

FORD MULLINS, 6 yr. pro (WZBC, WCFR, WPOE, WKZE), KIIS grad, B.A. Psychology, seeks swing/production. Southern CA coast. (714) 859-6381. (11-12)

I'll get your station more involved in the community. 15 yr. pro. WITL, prefer Country outlet in Midwest or East. JR. (616) 982-0593. (11-12)

New York City personality seeking position anywhere. 8 yrs. experience, PD, MD. Urban, Black format. LANCE HAYES (212) 993-0276. (11-12)

LISA KAY, former jockette of WPGC, WCAO, KROY, looking for full-time employment in Top 10 market. Available now. (301) 474-6406. (11-12)

DWAYNE BONDS exits as PD of AM-105 in Tampa. Available now for CHR PD/DJ. (813) 988-8152. (11-12)

Let me fill your void! Community Director & half production at last station. Personality, production. Small market. Call GB (414) 272-7409. (11-12)

Experienced AOR, CHR & A/C. Former PD, MD plus music research background. Prefer WI. Will take all calls if offer is right. (419) 693-9796. (11-12)

Denver, Reno, Albuquerque, Rockies, looking for an adult personality for your A/C or AOR. Call RON (518) 561-8319. (11-12)

A/C craftsman with warm one-to-one delivery. Seeks midday or PM drive slot at Mid-Atlantic station. BOB MORGAN (717) 264-9692. (11-12)

My goal is Midwest market. PD in 6 yrs. To get there I need your help. Experienced & educated. MARK (313) 982-2642. (11-12)

Changes

RADIO

Maria Baldini joins the Sales Staff at WAAF-FM/Worcester, MA.

Timothy H. Roberts named PD at WATK/Anigo, WI, as well as morning drive personality.

Jeff Slatkin joins WKHK/New York, NY as Account Executive.

Liz Doyle joins WKHK/New York, NY as Account Executive.

Miscellaneous

CHR KOKX needs record service; current singles/albums, and oldies. Send to: Tim Brown, MD, KOKX, 108 Washington St., Keokuk, IA 52632. (319) 524-5410. (11-19)

WSPK-FM would like any Christmas records past and present from any CHR artists. Send to: Jim Simonetti, WSPK-FM, Box 1703, Poughkeepsie, NY 12601. (11-19)

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

R&R Opportunities Advertising

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

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

Frequency Rates *

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

* Must run consecutive weeks.

Payable In Advance

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

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

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

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

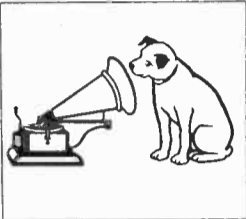
NOVEMBER 19, 1982

This Week In Music History

BY DAN FORMENTO OF THE SOURCE

Elvis Signed To RCA

MONDAY, NOVEMBER 22 — On November 22, 1955, the Memphis Press-Scimitar reported the following: "Elvis Presley, 20, Memphis recording star and entertainer, who zoomed into the big time and big money overnight, has been released from his contract with Sun Record Company of Memphis, and will record exclusively for RCA Victor." RCA reportedly paid Sun a sum of \$40,000, the highest ever for a contract release. For their money, they got the Elvis contract and the rights to his five previous Sun releases.



First Jukebox

TUESDAY, NOVEMBER 23 — The first coin operated "jukebox" was installed at the Palais Royal Hotel in San Francisco on November 23, 1899. The machine, a product of the North American Phonograph Company, had just one record inside, and cost 20 cents-a-play. Within several years' time, the jukebox had become so popular that many manufacturers (including the Columbia Phonograph Company, forefather of today's Columbia Records) were competing to make enough to fulfill demands.

EXTRA FACTS: Rolling Stones banned by the BBC, 1964. . . . Marianne Faithfull arrested for pot possession in Norway, 1979.

"In Concert" Debuts

WEDNESDAY, NOVEMBER 24 — Television's first regularly scheduled late-night rock show, "In Concert," first aired on November 24, 1972, on ABC. Creator Don Kirshner conceived the show as a "Fillmore of the Air," a forum for rock acts to perform in concert to a live audience with the same sound quality they would get in a recording studio. The first show was taped at Hofstra University, and starred the Allman Brothers Band, Alice Cooper, Chuck Berry, Bo Diddley, Seals & Crofts and several others. Ten years later, "Don Kirshner's Rock Concert," its successor, can still be seen in many parts of the country.

Lennon Returned M.B.E.

THURSDAY, NOVEMBER 25 — On November 25, 1969, John Lennon composed this letter addressed to the Queen: "Your Majesty, I am returning this M.B.E. in protest against Britain's involvement in the Nigeria-Biafra thing, against our support of America in Vietnam, and against 'Cold Turkey' slipping down the charts. With Love, John Lennon of Bag." The M.B.E.



(Member of the British Empire) was awarded to him along with the other three Beatles in 1965, amid a flurry of protest from British war heroes for whom the medal was generally reserved. But that was nothing compared to the widespread public outrage over his rejection of the honor four years later.

EXTRA FACTS: The Band gives a farewell concert in San Francisco, 1976. . . . Happy Birthday John McVie of Fleetwood Mac, 1945.

Cream's Farewell Concert

FRIDAY, NOVEMBER 26 — Supergroup Cream played an emotional farewell concert at Royal Albert Hall in London on November 26, 1968, ending their part in rock history after just two and a half years. As it happened they did record one final studio album, "Goodbye Cream," released in 1969, featuring "Badge," their last American hit. Group members Eric Clapton and Ginger Baker went on to form Blind Faith with Steve Winwood and Rick Grech, while Jack Bruce took on various solo and collaborative projects.

	CHR	A/C	AOR	Country	Black Radio
# 1	LIONEL RICHIE	LIONEL RICHIE (3rd week)	PAT BENATAR	CONWAY TWITTY	MARVIN GAYE (3rd week)
Next Week's #1 Contenders:	HALL & OATES (4-2) SUPERTRAMP (10-5)	DIONNE WARWICK (2-2) DAN FOGELBERG (4-3) JEFFREY OSBORNE (6-4)	SUPERTRAMP (3-2) SAGA (6-3) MEN AT WORK (7-4) TOM PETTY (22-5)	EDDIE & CRYSTAL (8-2) JANIE FRICKE (5-3)	LIONEL RICHIE (3-2) JACKSON/McCARTNEY (6-4)
Breakers:	J. GEILS BAND (69%) KIM CARNES (61%) LITTLE RIVER BAND (61%) P. AUSTIN/J. INGRAM (61%)	PHIL COLLINS (47%)	PHIL COLLINS (86%) J. GEILS BAND (67%)	RONNIE MILSAP (71%) MICHAEL MURPHEY (65%) DOLLY PARTON (65%) GENE WATSON (63%) JOE STAMPLEY (62%)	BROTHERS JOHNSON (62%) GRAND MASTER FLASH (59%) EVELYN KING (58%)
Most Added:	FLEETWOOD MAC LITTLE RIVER BAND J. GEILS BAND BILLY JOEL P. AUSTIN/J. INGRAM KENNY LOGGINS	KENNY LOGGINS P. AUSTIN/J. INGRAM PHIL COLLINS LITTLE RIVER BAND BARRY MANILOW AIR SUPPLY	PHIL COLLINS TOM PETTY HENRY PAUL BAND JONI MITCHELL ADAM ANT GOLDEN EARRING	CRYSTAL GAYLE OAK RIDGE BOYS RONNIE MILSAP ANNE MURRAY	BROTHERS JOHNSON ARETHA FRANKLIN COMMODORES TYRONE DAVIS EVELYN KING
Hottest:	LIONEL RICHIE HALL & OATES DON HENLEY COCKER & WARNES TONI BASIL LAURA BRANIGAN	LIONEL RICHIE DIONNE WARWICK DAN FOGELBERG COCKER & WARNES JACKSON/McCARTNEY JEFFREY OSBORNE	PAT BENATAR MEN AT WORK SUPERTRAMP RUSH SAGA STRAY CATS	EDDIE & CRYSTAL JANIE FRICKE RICKY SKAGGS	MARVIN GAYE LIONEL RICHIE PRINCE DIANA ROSS LUTHER VANDROSS JACKSON/McCARTNEY
Biggest Chart Jumps:	PAT BENATAR (23-16) TOTO (25-18) MEN AT WORK (28-22)	P. AUSTIN/J. INGRAM (24-18) AIR SUPPLY (25-20) DONALD FAGEN (9-5) JACKSON/McCARTNEY (10-6) BARRY MANILOW (30-26)	TOM PETTY (22-5) PAT BENATAR (15-1) TALK TALK (33-24) GOLDEN EARRING (34-26)	TOM JONES (41-30) JOHNNY LEE (21-14) GEORGE STRAIT (25-18) MOE BANDY (45-38)	CHAKA KHAN (22-11) SKYY (28-17) S.O.S. BAND (21-13)
Debuts:	JEFFREY OSBORNE (24) P. AUSTIN/J. INGRAM (28) J. GEILS BAND (29) KIM CARNES (30)	PHIL COLLINS (29)	PHIL COLLINS (21) J. GEILS BAND (27) ADAM ANT (32) ROD STEWART (35) FRIDA (40)	RONNIE MILSAP (43) MICHAEL MURPHEY (44) DOLLY PARTON (45) GENE WATSON (46) JOE STAMPLEY (47) EDDY RAVEN (49) OAK RIDGE BOYS (50)	EVELYN KING (26) SONNY CHARLES (27) GRACE JONES (28) BROTHERS JOHNSON (29) TYRONE BRUNSON (30)
	CHR	A/C	AOR	Country	Black Radio

CBS's New Network



Network Records will be distributed outside the U.S. and Canada by CBS Records International, according to a recent agreement. Pictured celebrating are (l-r) CBS Int'l VP's Norman Stollman and Bunny Freidus, CBS Deputy Pres. Dick Asher, Network President Al Coury, and CRI VP Tim Bowen.

RCA's New Hazard



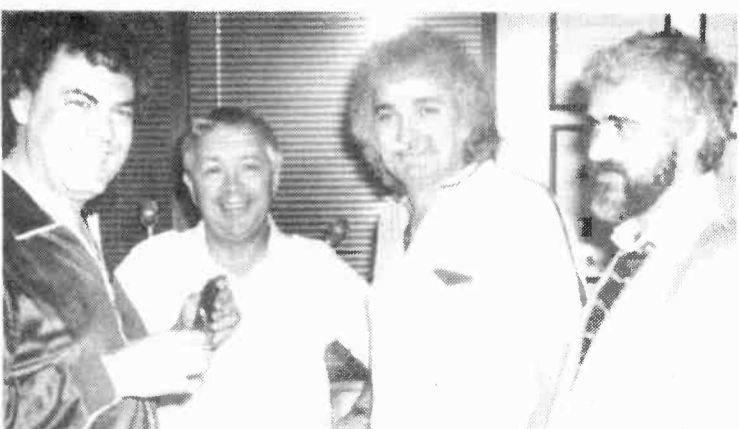
RCA has signed Philadelphia-based Robert Hazard, with a five-cut mini-LP due in late November. Pictured at RCA's New York headquarters are (l-r) attorney Alan Spielman, Hazard, RCA VP Joe Mansfield, and manager Bill Elb.

MCA + Spyro Gyra



Following Spyro Gyra's recent Greek Theatre performance in L.A., MCA's Elmer Hill (right) congratulated group leader Jay Beckerstein backstage.

Felts Helps Compleat Artist Roster



Compleat Entertainment Corp. has signed Narvel Felts, with a single following immediately. Pictured (l-r) are PolyGram's Frank Leffel, Compleat President Charles Fach, Felts, and PolyGram's Joe Polidor.

National Music Formats Added This Week

Peters Productions, Inc.

Debbie Welsh (714) 565-8511

The Great Ones

- TOTO "Africa"
- AIR SUPPLY "Two Less Lonely People In The World"
- BILL CONTI "Theme From 'Dynasty'"
- ELVIS PRESLEY "The Elvis Medley"
- DIANA ROSS "Muscles"

Country Lovin'

- MICHAEL MURPHEY "Still Taking Chances"
- BURRITO BROTHERS "Blue And Broken Hearted Me"
- T.G. SHEPPARD "Faking Love"

Concept Productions

Dick Wagner (916) 782-7754

Adult Rock

- J. GEILS BAND "I Do"
- MOVING PICTURES "What About Me"
- LITTLE RIVER BAND "The Other Guy"
- MARVIN GAYE "Sexual Healing"
- ADAM ANT "Goody Two Shoes"
- A FLOCK OF SEAGULLS "Space Age Love Song"
- ELTON JOHN "Ball And Chain"

Drake-Chenault

Bob Laurence (213) 883-7400

XT-40

- MARVIN GAYE "Sexual Healing"
- J. GEILS BAND "I Do"
- LITTLE RIVER BAND "The Other Guy"
- PATTI AUSTIN with JAMES INGRAM "Baby, Come To Me"

Contempo 300

- LITTLE RIVER BAND "The Other Guy"

Great American Country

- CHARLY McCLAIN "With You"
- JOHN CONLEE "I Don't Remember Loving You"

Century 21

Greg Stephens (214) 934-2121

The Z Format

- BARRY MANILOW "Memory"
- LITTLE RIVER BAND "The Other Guy"
- AIR SUPPLY "Two Less Lonely People In The World"
- GEORGE HARRISON "Wake Up My Love"
- J. GEILS BAND "I Do"
- EDDIE RABBITT & CRYSTAL GAYLE "You And I"
- TAVARES "A Penny For Your Thoughts"

The A-C Format

- BARRY MANILOW "Memory"
- MICHAEL MURPHEY "Still Taking Chances"

Satellite Music Network

George Williams (214) 343-9205

The Starstation

- BARRY MANILOW "Memory"
- LAURA BRANIGAN "Gloria"

Country Coast-To-Coast

- OAK RIDGE BOYS "Thank God For Kids"
- ELVIS PRESLEY "The Elvis Medley"
- GAIL DAVIES "Hold On"
- LINDA RONSTADT "Sometimes You Just Can't Win"

Radio Arts

John Benedict (213) 841-0225

Bright & Easy Country

- DOLLY PARTON "Hard Candy Christmas"

The Entertainers

- AIR SUPPLY "Two Less Lonely People In The World"
- AMERICA "Right Before Your Eyes"
- BARRY MANILOW "Memory"
- AL MARTINO "What Your Love Did For Me"
- RONNIE MILSAP "Inside"
- ANNE MURRAY "Somebody's Always Saying Goodbye"

Sound 10

- PATTI AUSTIN with JAMES INGRAM "Baby, Come To Me"
- LITTLE RIVER BAND "The Other Guy"
- BARRY MANILOW "Memory"
- MICHAEL MURPHEY "Still Taking Chances"

Tanner Musical Spectrum

Kenny Bosak (901) 320-4433

Bright Blue

- ELVIS PRESLEY "The Elvis Medley"
- SPYRO GYRA "Soho Mojo"
- BARRY MANILOW "Memory"

Tanner Country

- ALABAMA "Christmas In Dixie"
- GENE WATSON "What She Don't Know Won't Hurt Her"
- DOLLY PARTON "Hard Candy Christmas"
- OAK RIDGE BOYS "Thank God For Kids"
- RONNIE MILSAP "Inside"
- MICHAEL MURPHEY "Still Taking Chances"

Red Satin Rock

- MEN AT WORK "Down Under"
- J. GEILS BAND "I Do"
- PHIL COLLINS "You Can't Hurry Love"
- TOM PETTY & HEARTBREAKERS "You Got Lucky"
- KIM CARNES "Does It Make You Remember"

BPI

John Iles (800) 426-9082

Adult Contemporary

- SUPERTRAMP "It's Raining Again"
- CHARLENE & STEVIE WONDER "Used To Be"

Country Living

- MARLOW TACKETT "634-5789"
- CRYSTAL GAYLE "Til I Gain Control Again"
- VERN GOSDIN "Today My World Slipped Away"
- OAK RIDGE BOYS "Thank God For Kids"
- RONNIE MILSAP "Inside"
- GLEN CAMPBELL "Old Home Town"
- ANNE MURRAY "Somebody's Always Saying Goodbye"

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

- LITTLE RIVER BAND "The Other Guy"
- PATTI AUSTIN with JAMES INGRAM "Baby, Come To Me"

TM Country

- T.G. SHEPPARD & KAREN BROOKS "Faking Love"
- OAK RIDGE BOYS "Thank God For Kids"
- LEON EVERETTE "Shadows Of My Mind"
- STEVE WARINER "Don't Plan On Sleepin' Tonight"
- GARY MORRIS "Velvet Chains"
- ELVIS PRESLEY "The Elvis Medley"
- RAZZY BAILEY "Poor Boy"

Transtar

Chick Watkins (303) 578-0700

- DARYL HALL & JOHN OATES "Maneater"
- SUPERTRAMP "It's Raining Again"

The weekly additions to MTV's playlist can now be found in R&R's "Music On TV" column on "What's New Page 10."

Radio & Records NATIONAL AIRPLAY/40

November 19, 1982

174 REPORTERS

Album cuts are listed in order of airplay preference

Main chart table with columns for dates (10/29, 11/5, 11/12, 11/19) and artist/album information. Includes entries for Pat Benatar, Supertramp, SAGA, Men at Work, Tom Petty & The Heartbreakers, Rush, Jefferson Starship, Don Henley, Stray Cats, Who, Billy Joel, Clash, Peter Gabriel, Dire Straits, Fixx, Joe Jackson, Missing Persons, Foghat, Donald Fagen, Billy Squier, Phil Collins, Daryl Hall & John Oates, Chilliwack, Talk Talk, Pat Travers, Golden Earring, J. Geils Band, Utopia, Bruce Springsteen, A Flock of Seagulls, Steel Breeze, Adam Ant, Linda Ronstadt, Buck Dharma, Rod Stewart, Kenny Loggins, Bad Company, Judas Priest, Steve Winwood, and Frida.

New Entry

MOST ADDED

Most Added chart table with columns for dates (11/19, 11/12, 11/5, 10/29, 10/22) and artist/album information. Includes entries for Phil Collins, Tom Petty & The Heartbreakers, Henry Paul Band, Joni Mitchell, Adam Ant, Golden Earring, George Harrison, Vandenberg, Brimstone & Treacle, Fixx, Rod Stewart, Riot, John Lennon, Hall & Oates, and Kiss.

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 reporters in other rotations for the week. The album's preferred airplay cut is listed.

MEDIUM

Medium chart table with columns for dates (11/19, 11/12, 11/5, 10/29, 10/22) and artist/album information. Includes entries for Fixx, Foghat, Pat Travers, Chilliwack, Missing Persons, Talk Talk, Dire Straits, Peter Gabriel, Utopia, Jefferson Starship, Golden Earring, Bruce Springsteen, Donald Fagen, Buck Dharma, Hall & Oates, and A Flock of Seagulls.

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

The Hottest chart table with columns for dates (11/19, 11/12, 11/5, 10/29, 10/22) and artist/album information. Includes entries for Pat Benatar, Men at Work, Supertramp, Rush, SAGA, Stray Cats, Don Henley, Who, Jefferson Starship, Tom Petty & The Heartbreakers, Billy Joel, Clash, Joe Jackson, Peter Gabriel, and Dire Straits.

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.

AOR BREAKERS

Breakers are those newer records that have the greatest level of station activity on any given week.

PHIL COLLINS
Hello, I Must Be Going (Atlantic)
 "Care" "Hurry" "Walls" "China." 86% of our reporters on it. Total album reports: 148. A-142, M-1, H-5. Album debuted this week at number 21.

J. GEILS BAND
I Do (EMI America)
12-inch Single
 67% of our reporters on it. Total single reports: 116. A-98, M-12, H-5, S-1. Single debuted this week at number 27.

Significant Action

JONI MITCHELL . . . Wild Things Run Fast (Geffen)
 "Square" Title . . . Total: 66. A-25, M-25, H-14, J-2

DONNIE IRIS . . . The High And The Mighty (MCA)
 "World" Title . . . Total: 54. A-3, M-43, H-8

GEORGE HARRISON Gone Troppo (Dark Horse/WB)
 "Wake" "Greece" . . . Total: 50. A-20, M-26, H-4

SANTANA . . . Shango (Columbia)
 "Nowhere" "Hold" . . . Total: 47. A-0, M-26, H-21

JOHN COUGAR . . . American Fool (Riva/PolyGram)
 "Hand" "Jack" . . . Total: 46. A-3, M-27, H-16

FAST TIMES AT R.H. . . . Various Artists (FM/Asylum)
 "Baby" "Stomp" . . . Total: 46. A-1, M-31, H-14

VANDENBERG . . . Vandenberg (Atco)
 "Heart" "Vain" . . . Total: 45. A-19, M-25, H-1

EDDIE MONEY . . . No Control (Columbia)
 "Shakin'" Title . . . Total: 41. A-1, M-18, H-22

PAYOLA\$. . . No Stranger To Danger (IRS/A&M)
 "Eyes" "Romance" . . . Total: 41. A-3, M-29, H-9

FLEETWOOD MAC . . . Mirage (WB)
 "Gypsy" "Alright" . . . Total: 38. A-0, M-24, H-14

Significant Action listings showcase product in all musical configurations that has received significant airplay but which has not garnered sufficient reports to chart on the National Airplay/40 listing. These records are listed in order of airplay. They may be either still on the rise, or former National Airplay/40 chart acts.

CAZC

Last This Week Week

- 1 1 **SPYRO GYRA** . . . Incognito (MCA)
 "Last Exit" "Oasis" . . . Touchstone (WB)
- 2 2 **CHICK COREA** . . . "Compadre" "Estancia" . . . Kenny G (Arista)
 "Tell Me"
- 3 3 **KENNY G** . . . Various Artists (WB)
 Title
- 4 3 **CASINO LIGHTS** . . . Tour De Force... (Columbia)
 "Cruisin'"
- 5 4 **AL DI MEOLA** . . . Hot Sax (Fantasy)
 Various Cuts
- 6 6 **STEVE DOUGLAS** . . . Rit/2 (Elektra)
 Various Cuts
- 7 7 **LEE RITENOUR** . . . As We Speak (WB)
 Title
- 8 8 **DAVID SANBORN** . . . "Whiplash" "Wes" . . . Moving Target (Arista)
 "Washington" "No Exit"
- 9 9 **KLUG/JAMES Two...** . . . "Whiplash" "Wes" . . . Moving Target (Arista)
 "Washington" "No Exit"
- 10 10 **GIL SCOTT-HERON** . . . "Washington" "No Exit"

These albums, displayed over a two-week period, received significant reports but did not chart this week on the National Airplay/40 listing. This chart represents activity based on a combination of add, medium and hot reports, as well as special jazz programming. The album's preferred airplay cuts are listed; singles are in bold type. Artists in larger type registered significant airplay gains this week.

REGIONAL AOR ACTIVITY

EAST

MOST ADDED

- Phil Collins (38/37)
- Tom Petty (40/13)
- Adam Ant (26/7)
- Fixx (32/6)
- Riot (8/6)
- Henry Paul Band (6/6)

MEDIUM

- Fixx (32/20)
- Utopia (24/20)
- Foghat (25/18)
- Missing Persons (32/17)

THE HOTTEST

- Pat Benatar (38/32)
- Supertramp (40/31)
- Stray Cats (38/30)
- Man At Work (38/29)
- Rush (33/28)
- Who (32/28)

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

MIDWEST

MOST ADDED

- Phil Collins (38/37)
- Tom Petty (40/13)
- Adam Ant (26/7)
- Fixx (32/6)
- Riot (8/6)
- Henry Paul Band (6/6)

MEDIUM

- Fixx (32/20)
- Utopia (24/20)
- Foghat (25/18)
- Missing Persons (32/17)

THE HOTTEST

- Pat Benatar (38/32)
- Supertramp (40/31)
- Stray Cats (38/30)
- Man At Work (38/29)
- Rush (33/28)
- Who (32/28)

SOUTH

MOST ADDED

- Phil Collins (38/37)
- Tom Petty (40/13)
- Adam Ant (26/7)
- Fixx (32/6)
- Riot (8/6)
- Henry Paul Band (6/6)

MEDIUM

- Fixx (32/20)
- Utopia (24/20)
- Foghat (25/18)
- Missing Persons (32/17)

THE HOTTEST

- Pat Benatar (38/32)
- Supertramp (40/31)
- Stray Cats (38/30)
- Man At Work (38/29)
- Rush (33/28)
- Who (32/28)

WEST

MOST ADDED

- Phil Collins (38/37)
- Tom Petty (40/13)
- Adam Ant (26/7)
- Fixx (32/6)
- Riot (8/6)
- Henry Paul Band (6/6)

MEDIUM

- Fixx (32/20)
- Utopia (24/20)
- Foghat (25/18)
- Missing Persons (32/17)

THE HOTTEST

- Pat Benatar (38/32)
- Supertramp (40/31)
- Stray Cats (38/30)
- Man At Work (38/29)
- Rush (33/28)
- Who (32/28)

WPXI Albany (617) 788-0800

ADD: PHIL COLLINS (Atlantic)
 "Hello, I Must Be Going"
 PHIL COLLINS (Atlantic)
 "Hello, I Must Be Going"
 PHIL COLLINS (Atlantic)
 "Hello, I Must Be Going"
 PHIL COLLINS (Atlantic)
 "Hello, I Must Be Going"

WZLX Albany (617) 482-5555

ADD: PHIL COLLINS (Atlantic)
 "Hello, I Must Be Going"
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WZLX Albany (617) 482-5555

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 "Hello, I Must Be Going"



BREAKERS

RONNIE MILSAP
Inside (RCA)

On 71% of reporting stations. National Summary: Up 21, Same 31, Down 0, Debuts 18, Adds 33. A Most Added Record. R&R Chart: Debut 43.

MICHAEL MURPHEY
Still Taking Chances (Liberty)

On 65% of reporting stations. National Summary: Up 18, Same 38, Down 0, Debuts 14, Adds 25. A Most Added Record. R&R Chart: Debut 44.

DOLLY PARTON

Hard Candy Christmas (RCA)

On 65% of reporting stations. National Summary: Up 36, Same 28, Down 0, Debuts 16, Adds 15. R&R Chart: Debut 45.

GENE WATSON

What She Don't Know Won't Hurt Her (MCA)

On 63% of reporting stations. National Summary: Up 35, Same 32, Down 0, Debuts 14, Adds 11. R&R Chart: Debut 46.

JOE STAMPLEY

Backslidin' (Epic)

On 62% of reporting stations. National Summary: Up 48, Same 28, Down 0, Debuts 6, Adds 8. R&R Chart: Debut 47.

MOST ADDED

- CRYSTAL GAYLE (34)
Til I Gain Control Again (Elektra)
- OAK RIDGE BOYS (33)
Thank God For Kids (MCA)
- RONNIE MILSAP (33)
Inside (RCA)
- ANNE MURRAY (29)
Somebody's Always Saying... (Capitol)

HOTTEST

- E. RABBITT & C. GAYLE (79)
You And I (Elektra)
- JANIE FRICKE (59)
It Ain't Easy Bein' Easy (Columbia)
- RICKY SKAGGS (49)
Heartbroke (Epic)

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.

EDDY RAVEN "San Antonio Nights" (Elektra) 84/8
National Summary: Up 27, Same 37, Down 0, Debuts 12, Adds 8, WNYR, WDAK, WFNC, KSSN, WAMZ-FM, WIRE, KCJB, KFJ, WRJZ 40-34, WSIX-FM 27-21, KRMD-AM-FM 45-38, KFDI-FM 50-39, KUZZ 50-39, KWJJ 50-44, KTOM 48-41. R&R Chart: Debut 49.

OAK RIDGE BOYS "Thank God For Kids" (MCA) 82/33
National Summary: Up 13, Same 19, Down 2, Debuts 15, Adds 33 including WYRK, WSEN-AM-FM, WSOC-FM, WDAK, KHEY-AM, WSLR, KSO, KWMT, KOMA, KYNN-AM-FM, KVOO, KGEM/KJOT, KLZ, KLAC, KGA. R&R Chart: Debut 50.

CRYSTAL GAYLE "Til I Gain Control Again" (Elektra) 78/34
National Summary: Up 7, Same 23, Down 0, Debuts 14, Adds 34 including WAJR, KIX106, WXBQ-FM, WSOC-FM, KIKK-FM, Q102, WCUZ-AM-FM, WIRE, KCJB, WXCL, KRST-FM, KVEG, KWJJ, KTOM, KSOP-FM.

MEL McDANIEL "I Wish I Was In Nashville" (Capitol) 78/11
National Summary: Up 31, Same 29, Down 0, Debuts 7, Adds 11, WWVA, WPLO, WFNC, KSSN, WCXI, WKKQ-AM-FM, KECK, KTKP-FM, KRST-FM, KSON-AM, KBBQ, WIXL-FM 36-24, KRMD-AM-FM 46-37, Q102 26-19, WTHI-FM 29-23, KTOM 43-36.

KIERAN KANE "Gonna Have A Party" (Elektra) 78/4
National Summary: Up 38, Same 27, Down 0, Debuts 9, Adds 4, KASE, WWWV, WMNI, KYAK, WIXL-FM 20-18, KHEY-AM 44-36, KRMD-AM-FM 36-31, WIRK-FM 38-30, WFMS-FM 35-26, WTSO 30-22, WTHI-FM 33-27, KKCS 41-36, KWJJ 36-29, KMPS-AM-FM 22-17.

VERN GOSDIN "Today My World Slipped Away" (AMI/NSD) 73/4
National Summary: Up 41, Same 29, Down 0, Debuts 7, Adds 11, WWVA, WPLO, WFNC, KSSN, WCXI, WKKQ-AM-FM, KECK, KTKP-FM, KRST-FM, KSON-AM, KBBQ, WIXL-FM 36-24, KRMD-AM-FM 46-37, Q102 26-19, WTHI-FM 29-23, KTOM 43-36.

LOUISE MANDRELL "Romance" (RCA) 72/7
National Summary: Up 24, Same 32, Down 1, Debuts 8, Adds 7, KIX106, WFNC, WNOE-AM, WMNI, KCJB, KTKP-FM, KSSN, WVAM 46-37, WIXL-FM 34-22, WSIX-FM 18-11, WIRK-FM 48-39, WTSO 25-20, WXCL 43-37, KUZZ 41-33, KSOP-FM 40-33.

ANNE MURRAY "Somebody's Always Saying Goodbye" (Capitol) 70/29
National Summary: Up 7, Same 27, Down 0, Debuts 7, Adds 29 including KIX106, WWVA, KRRV, WSOC-FM, WNOE-AM, WCMF-FM, KRMD-AM-FM, WKKQ-AM-FM, WXCL, KKCS, KNIX-FM, KWJJ, KEEN, KGA, KBBQ.

MARLOW TACKETT "634-5789" (RCA) 65/7
National Summary: Up 30, Same 23, Down 1, Debuts 4, Adds 7, WIRE, KCJB, KUZZ, KBYM, KEIN, KLAC, KBBQ, WKXW 32-26, WIXL-FM 2-1, WYNK-FM 27-21, KHEY-AM 48-39, WCMF-FM 20-17, KKYX 41-36, WHBF 48-43, KRAK 45-40.

T.G. SHEPPARD & KAREN BROOKS "Faking Love" (WB/Curb) 64/26
National Summary: Up 10, Same 16, Down 0, Debuts 12, Adds 26 including WGNA-FM, KASE, KXYL, WAMZ-FM, WSM, WCXI, WFMS-FM, WIRE, WTSO, KYNN-AM-FM, KRST-FM, KKAL, KLZ, KVEG, KRAK.

TERRI GIBBS "Baby I'm Gone" (MCA) 59/11
National Summary: Up 16, Same 26, Down 0, Debuts 6, Adds 11, KHEY-AM, WESC-AM-FM, WKSJ-FM, WSM, WTQR-FM, WITL-FM, WTSO, KUZZ, KBYM, KGEM/KJOT, KNIX-FM, WIXL-FM 43-35, WQIK-FM 43-33, WIRK-FM 46-40, WWWV 40-34.

GLEN CAMPBELL "Old Home Town" (Atlantic America) 59/5
National Summary: Up 19, Same 27, Down 0, Debuts 8, Adds 5, WWVA, WILQ, WWWV, WMNI, WHBF, WPOR-FM 35-31, KHEY-AM 34-26, WSIX-FM 14-7, WSM 39-34, WNOE-AM 33-28, WCMF-FM 45-39, KKYX 39-35, KRMD-AM-FM 29-22, WTSO 37-33, KUZZ 39-34.

CON HUNLEY "Confidential" (WB) 52/3
National Summary: Up 25, Same 17, Down 3, Debuts 4, Adds 3, WILQ, WTHI-FM, KYAK, WVAM 14-12, WSEN-AM-FM 43-35, WWVA 40-31, WYNK-FM 17-16, WSOC-FM d-39, WKSJ-FM 18-15, WSM 34-29, WHOO 19-17, WITL-FM 36-30, KRST-FM 39-31, KSOP-FM 30-25.

TOM CARLILE "Green Eyes" (Doorknob) 50/4
National Summary: Up 19, Same 22, Down 0, Debuts 5, Adds 4, WCII, WSIX-FM, WNOE-AM, KBYM, WVAM 48-40, WWVA d-39, WPLO on, WEZL-FM 47-37, KHEY-AM 39-34, WIRK-FM 43-36, KYNN-AM-FM 25-20, KFDI-FM 32-27, KKAL on, KRSY on, KEEN on.

SIGNIFICANT ACTION

BURRITO BROTHERS "Blue And Broken Hearted Me" (Curb/CBS) 42/7
National Summary: Up 15, Same 18, Down 0, Debuts 2, Adds 7, KIX106, KRRV, WWOD, WQYK-FM, WTQR-FM, WKMF, KKCS, WIXL-FM 32-23, KFDI-FM 39-33, KWJJ 43-36.

JIM STAFFORD "What Mama Don't Know" (Accord/Townhouse) 36/13
National Summary: Up 1, Same 16, Down 0, Debuts 6, Adds 13, WPOC-FM, WSEN-AM-FM, WESC-AM-FM, WWOD, WXCL, KTTS-AM-FM, KKAL, KUZZ, KBYM, KKCS, KVEG, KCCY-FM, KBBQ.

Radio & Records NATIONAL AIRPLAY/50

November 19, 1982

Three Weeks Two Weeks Last Week

6	5	3	1	CONWAY TWITTY/We Did But Now... (Elektra)
15	13	8	2	EDDIE RABBITT & CRYSTAL GAYLE/You And I (Elektra)
14	10	5	3	JANIE FRICKE/It Ain't Easy Bein' Easy (Columbia)
5	3	2	4	RICKY SKAGGS/Heartbroke (Epic)
10	8	6	5	LARRY GATLIN/Sure Feels Like Love (Columbia)
3	2	1	6	T.G. SHEPPARD/War Is Hell (On The Homefront...) (WB/Curb)
11	9	7	7	RONNIE McDOWELL/Step Back (Epic)
7	6	4	8	ED BRUCE/Ever, Never Lovin' You (MCA)
19	16	12	9	EARL THOMAS CONLEY/Somewhere Between Right... (RCA)
17	14	11	10	LACY J. DALTON/16th Avenue (Columbia)
24	21	14	11	KENNY ROGERS/A Love Song (Liberty)
21	18	13	12	BELLAMY BROTHERS/Redneck Girl (WB/Curb)
33	23	18	13	JERRY REED & FRIENDS/The Bird (RCA)
32	25	21	14	JOHNNY LEE & FRIENDS/Cherokee Fiddle (Full Moon/Asylum)
22	19	17	15	MEL TILLIS/Stay A Little Longer (Elektra)
25	22	20	16	JOHN ANDERSON/Wild And Blue (WB)
26	24	22	17	MARTY ROBBINS/Tie Your Dream To Mine (Columbia)
36	29	25	18	GEORGE STRAIT/Marina Del Rey (MCA)
35	28	24	19	REBA McENTIRE/Can't Even Get The Blues (Mercury/Pg)
38	30	26	20	ROSANNE CASH/I Wonder (Columbia)
34	26	23	21	HANK WILLIAMS JR./The American Dream (Elektra/Curb)
39	31	27	22	WAYLON & WILLIE/(Sittin' On) The Dock Of The Bay (RCA)
2	1	9	23	CHARLEY PRIDE/You're So Good When You're Bad (RCA)
42	34	28	24	DAVID FRIZZELL/Lost My Baby Blues (WB/Viva)
46	36	30	25	MERLE HAGGARD/Going Where The Lonely Go (Epic)
37	32	29	26	JOHN CONLEE/I Don't Remember Loving You (MCA)
40	35	31	27	EMMYLOU HARRIS/(Lost His Love) On Our Last Date (WB)
4	4	10	28	JUICE NEWTON/Break It To Me Gently (Capitol)
47	39	33	29	SYLVIA/Like Nothing Ever Happened (RCA)
—	48	41	30	TOM JONES/A Woman's Touch (Mercury/PolyGram)
41	37	34	31	LINDA RONSTADT/Sometimes You Just Can't Win (Asylum)
13	11	15	32	WHITES/You Put The Blue In Me (Elektra/Curb)
1	7	19	33	ALABAMA/Close Enough To Perfect (RCA)
50	44	37	34	CHARLY McCLAIN/With You (Epic)
—	45	38	35	STATLER BROTHERS/A Child Of The Fifties (Mercury/Pg)
12	12	16	36	BARBARA MANDRELL/Operator, Long Distance Please (MCA)
—	—	42	37	MICKEY GILLEY/Talk To Me (Epic)
—	—	45	38	MOE BANDY/Only If There Is Another You (Columbia)
—	—	43	39	GAIL DAVIES/Hold On (WB)
—	—	44	40	ELVIS PRESLEY/The Elvis Medley (RCA)
20	20	32	41	BANDANA/The Killin' Kind (WB)
9	15	35	42	RAZZY BAILEY/Love's Gonna Fall Here Tonight (RCA)
—	—	—	43	RONNIE MILSAP/Inside (RCA)
—	—	—	44	MICHAEL MURPHEY/Still Taking Chances (Liberty)
—	—	—	45	DOLLY PARTON/Hard Candy Christmas (RCA)
—	—	—	46	GENE WATSON/What She Don't Know Won't Hurt Her (MCA)
—	—	—	47	JOE STAMPLEY/Backslidin' (Epic)
8	17	36	48	DON WILLIAMS/Mistakes (MCA)
—	—	—	49	EDDY RAVEN/San Antonio Nights (Elektra)
—	—	—	50	OAK RIDGE BOYS/Thank God For Kids (MCA)

New Entry

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate general continued upward movement.

ROY CLARK "Here We Go Again" (Churchill) 35/3
National Summary: Up 7, Same 19, Down 0, Debuts 6, Adds 3, WOKK, WAXX, KCJB, WVAM 22-19, WWVA on, KHEY-AM 40-35, KYNN-AM-FM 29-22, KVEG on, KNIX-FM on, KGA on.

PORTER WAGONER "Turn The Pencil Over" (WB/Viva) 34/4
National Summary: Up 8, Same 18, Down 0, Debuts 4, Adds 4, WSEN-AM-FM, KHEY-AM, WHBF, KKCS, WVAM 49-39, KRMD-AM-FM 38-32, KEBC-FM 29-24, WXCL 45-40, KTTS-AM-FM 48-44, KEEN 29-26.

STEVE WARINER "Don't Plan On Sleeping Tonight" (RCA) 31/26
National Summary: Up 0, Same 4, Down 0, Debuts 1, Adds 26 including WSEN-AM-FM, WPLO, WSIX-FM, WCMF-FM, WMNI, WFMS-FM, KEBC-FM, KKAL, KSOP-FM, KGA.

LEON EVERETTE "Shadows Of My Mind" (RCA) 31/26
National Summary: Up 0, Same 4, Down 0, Debuts 1, Adds 26 including WWVA, WFNC, KRMD-AM-FM, WFMS-FM, KEBC-FM, KYNN-AM-FM, KLZ, KWJJ, KRSY, KGA.

McGUFFEY LANE "Makin' A Livin' Been Killin' Me" (Atco) 31/13
National Summary: Up 2, Same 11, Down 0, Debuts 5, Adds 13, WSNO, WOKQ, WWVA, WSOC-FM, Q102, WTQR-FM, WAXX, WFMS-FM, KRST-FM, KVEG, KSOP-FM, KMPS-AM-FM, KBBQ.

JIM GLASER "When You're Not A Lady" (Noble Vision) 29/11
National Summary: Up 4, Same 12, Down 0, Debuts 2, Adds 11, WBGW-FM, WWVA, WPLO, WZZK-FM, KHEY-AM, WESC-AM-FM, WSIX-FM, KKYX, WAXX, KFDI-FM, KSOP-FM.

GARY MORRIS "Velvet Chains" (WB) 28/24
National Summary: Up 0, Same 2, Down 0, Debuts 2, Adds 24 including WBGW-FM, WNYR, KXYL, WMC-AM, WSIX-FM, WCXI, WAXX, KLZ, KTOM, KGA.

GARY WOLF "The Perfect Picture (To Fit My Frame Of Mind)" (Columbia) 26/5
National Summary: Up 5, Same 15, Down 0, Debuts 1, Adds 5, KHEY-AM, WLWI-FM, WCMF-FM, WMNI, KGA, WWVA on, WEZL-FM 19-17, WSIX-FM 32-26, KBMR on, KYNN-AM-FM 39-35.

BILLY "CRASH" CRADDOCK "The New Will Never Wear Off Of You" (Capitol) 25/5
National Summary: Up 8, Same 12, Down 0, Debuts 0, Adds 5, WNYR, KRRV, WDAK, WKKQ-AM-FM, WHBF, WIXL-FM 33-29, WQIK-FM on, KKYX 45-40, WQYK-FM 35-30, KSOP-FM on.

REX ALLEN JR. "Ride Cowboy Ride" (WB) 21/4
National Summary: Up 6, Same 9, Down 0, Debuts 2, Adds 4, WIXL-FM, KRRV, KCKC, KCUB, KHEY-AM on, WTSO 42-37, KTTS-AM-FM on, KUZZ 46-38, KSOP-FM on, KIGO on.

BILLY PARKER & CAL SMITH "Too Many Irons In The Fire" (Soundwaves) 21/2
National Summary: Up 7, Same 11, Down 0, Debuts 1, Adds 2, WGVN, KBBQ, WWVA on, WESC-AM-FM on, KLLL on, KKYX 42-37, KBMR on, KYNN-AM-FM 33-28, KSOP-FM on.

BIG AL DOWNING "Darlene" (Team Entertainment) 20/2
National Summary: Up 12, Same 5, Down 0, Debuts 1, Adds 2, WGVN, WHBF, WOKQ on, WYNK-FM 31-26, WKSJ-FM 25-22, WAXX 35-30, KEBC-FM 41-34, KOMA 19-16, KVOO 24-18, KUGN-FM on.

DAVID FRIZZELL & SHELLEY WEST "Please Surrender" (WB/Viva) 19/18
National Summary: Up 0, Same 1, Down 0, Debuts 0, Adds 18 including WBGW-FM, WYNK-FM, KXYL, WMC-AM, WKSJ-FM, WSIX-FM, WFMS-FM, KEBC-FM, KSOP-FM, KCUB.

BOXCAR WILLIE "Keep On Rollin' Down The Line" (Main Street) 18/3
National Summary: Up 2, Same 10, Down 0, Debuts 3, Adds 3, WOKQ, WIRK-FM, KBBQ, KHEY-AM on, WAXX d-38, WTSO 43-39, KYNN-AM-FM on, KWJJ 47-41, KTOM on, KGA on.

THOM BRESH & LANE BRODY "When It Comes To Love" (Liberty) 14/9
National Summary: Up 0, Same 5, Down 0, Debuts 0, Adds 9, WWVA, WYII, WOKK, KRMD-AM-FM, KEBC-FM, KYNN-AM-FM, KTTS-AM-FM, KVOO, KYAK, KBYM on.

KAREN TAYLOR-GOOD "I'd Rather Be Doing Nothing With You" (Mesa) 14/3
National Summary: Up 2, Same 8, Down 0, Debuts 1, Adds 3, KHEY-AM, WHBF, KXRB, WGNA-FM on, WOKK 40-34, WLWI-FM on, KTKP-FM on, KVOO on, KBYM d-40, KMPS-AM-FM on.



Regional Adds & Hits

Table with columns: MOST ADDED, EAST, HOTTEST, MIDWEST, HOTTEST, SOUTH, HOTTEST, MOST ADDED, WEST, HOTTEST. Lists artists and labels for each region.

EAST
WQNA-FM Albany, NY
WYNY New York, NY
WSEN-AM-FM Syracuse, NY
WYLL-Alton, OH
WONE Dayton, OH
KFGO Fargo, ND
WFSM-Indians, IN
KCBZ Minn., ND
WDFB Rock Island, IL
KRRV Alexandria, LA
KLVJ Beaumont, TX
WQAK Columbia, GA
WEEB-AM-FM Greenville, SC
WCH Louisville, KY
WCMS-FM Norfolk, VA

MIDWEST
WBLR Akron, OH
WONE Dayton, OH
KFGO Fargo, ND
WFSM-Indians, IN
KCBZ Minn., ND
WDFB Rock Island, IL
KRRV Alexandria, LA
KLVJ Beaumont, TX
WQAK Columbia, GA
WEEB-AM-FM Greenville, SC
WCH Louisville, KY
WCMS-FM Norfolk, VA

SOUTH
KRRV Alexandria, LA
KLVJ Beaumont, TX
WQAK Columbia, GA
WEEB-AM-FM Greenville, SC
WCH Louisville, KY
WCMS-FM Norfolk, VA

WEST
WQNA-FM Albany, NY
WYNY New York, NY
WSEN-AM-FM Syracuse, NY
WYLL-Alton, OH
WONE Dayton, OH
KFGO Fargo, ND
WFSM-Indians, IN
KCBZ Minn., ND
WDFB Rock Island, IL
KRRV Alexandria, LA
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WQAK Columbia, GA
WEEB-AM-FM Greenville, SC
WCH Louisville, KY
WCMS-FM Norfolk, VA

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KLVJ Beaumont, TX
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WEEB-AM-FM Greenville, SC
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KRRV Alexandria, LA
KLVJ Beaumont, TX
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WEEB-AM-FM Greenville, SC
WCH Louisville, KY
WCMS-FM Norfolk, VA

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KCBZ Minn., ND
WDFB Rock Island, IL
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KLVJ Beaumont, TX
WQAK Columbia, GA
WEEB-AM-FM Greenville, SC
WCH Louisville, KY
WCMS-FM Norfolk, VA

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WQNA-FM Albany, NY
WYNY New York, NY
WSEN-AM-FM Syracuse, NY
WYLL-Alton, OH
WONE Dayton, OH
KFGO Fargo, ND
WFSM-Indians, IN
KCBZ Minn., ND
WDFB Rock Island, IL
KRRV Alexandria, LA
KLVJ Beaumont, TX
WQAK Columbia, GA
WEEB-AM-FM Greenville, SC
WCH Louisville, KY
WCMS-FM Norfolk, VA

Hottest Tracks:
"One Way Rider" (Epic)
RICKY SKAGGS

GLEN CAMPBELL - Old Home Town - (Atlantic America)
"Blues (My Naughty Sweetie Gives To Me)"
CRYSTAL GAYLE - True Love - (Elektra)
"True Love"

MERLE HAGGARD & GEORGE JONES - A Taste Of Yesterday's Wine - (Epic)
"NO Show Jones"
WAYLON JENNINGS & WILLIE NELSON - WWII - (RCA)
"Mr. Shuck And Jive"

JONNY LEE - Sounds Like Love - (Full Moon/Asylum)
"Sounds Like Love"
"JUST Like Old Times"
"IT'S Up To You"
JUICE NEWTON - Quiet Lies - (Capitol)
"Heart Of The Night"
"Fallin' In Love"

EDDIE RABBITT - Radio Romance - (Elektra)
"You Can't Run From Love"
"Laughing On The Outside"
JERRY REED - The Bird - (RCA)
"I'm A Slave"
"Down On The Corner"

COUNTRY ALBUMS

Cuts in bold type are receiving the heaviest airplay.

ALABAMA - Mountain Music - (RCA)
"Words At Twenty Paces"
JOHN ANDERSON - Wild & Blue - (WB)
"The Waltz You Saved For Me"
"Swingin'"

LINDA RONSTADT - Get Closer - (Asylum)
"The Moon Is A Harsh Mistress"
RICKY SKAGGS - Highways & Heartaches - (Epic)
"One Way Rider"
"You've Got A Lover"
"Highway 40 Blues"
"I Wouldn't Change You If I Could"
CONWAY TWITTY - Dream Maker - (Elektra)
"The Rose"
"Just When I Needed You Most"

146 Current Reports
The following stations did not report this week:
WADR/Utica-Rome
KMAK/Fresno

Most Requested:
E. RABBITT & C. GAYLE "You And I" (Elektra)
JERRY REED & FRIENDS "The Bird" (RCA)

Black Radio

BREAKERS

BROTHERS JOHNSON Welcome To The Club (A&M)

62% of our reporting stations on it. Rotations: Heavy 3/2, Medium 12/4, Light 20/13, Extra Adds 10, Total Adds 29, including WILD, WAMO, WVEE, WDLA, WAIL-FM, WGPR, XHRM, WKXI, WANM, KUKQ. A Most Added Record. Debuts at number 29 on the Black Radio Chart.

GRAND MASTER FLASH Scorpio (Sugar Hill)

59% of our reporting stations on it. Rotations: Heavy 17/0, Medium 16/0, Light 10/4, Extra Adds 0, Total Adds 4, WANT, WVKO, WKWM, WVOI. Heavy: WDAS, KWAM, WDMT, WATV, WPDQ, KDIA. Moves 24-23 on the Black Radio Chart.

EVELYN KING Betcha She Don't Love You (RCA)

58% of our reporting stations on it. Rotations: Heavy: 12/1, Medium 15/0, Light 10/6, Extra Adds 5, Total Adds 12, WXYV, WAMO, WAOK, K104-FM, WEDR, WAIL-FM, WBLZ, WJMO, KDAY, KOKY, WLTH, KUKQ. A Most Added Record. Debuts at number 26 on the Black Radio Chart.

NEW & ACTIVE

GRACE JONES "Nipple To The Bottle" (Island/Atco) 40/6

Rotations: Heavy 10/0, Medium 17/1, Light 12/4, Extra Adds 1, Total Adds 6, WAMO, WDLA, WBLZ, WDMT, WJMO, WRDW. Heavy: WXYV, WHUR, WHRK, WGCI, WZEN-FM. Medium: WAIL-FM, WPLZ, WDAO, WKWM. Debuts at number 28 on the Black Radio Chart.

CHIC "Hangin' " (Atlantic) 38/10

Rotations: Heavy 1/1, Medium 15/2, Light 19/4, Extra Adds 3, Total Adds 10, WAMO, WEDR, KACE, KDAY, KSOL, WJMI, WKND, WRDW, WLOU, WJJS. Medium: WVEE, WZEN-FM, WPDQ, WVOL, WWWWS.

SONNY CHARLES "Put It In A Magazine" (HighRise) 38/6

Rotations: Heavy 10/0, Medium 16/0, Light 9/3, Extra Adds 3, Total Adds 6, KWAM, WEDR, WBLZ, KACE, WPEG, WDAO. Heavy: WOOK, WYLD-FM, WCIN, WLOU. Medium: WAOK, KNOW, WLUM, KPOP-FM. Debuts at number 27 on the Black Radio Chart.

TYRONE BRUNSON "The Smurf" (Believe In A Dream/CBS) 37/7

Rotations: Heavy 12/0, Medium 12/1, Light 11/4, Extra Adds 2, Total Adds 7, WOOK, K104-FM, KMJQ, WENN, WLOU, WJJS, KDIA. Heavy: WHUR, KACE, KJCB, WWWWS. Medium: WJLB, XHRM, WPEG, WKWM. Debuts at number 30 on the Black Radio Chart.

CHOCOLATE MILK "Take It Off" (RCA) 36/10

Rotations: Heavy 3/0, Medium 9/1, Light 21/6, Extra Adds 3, Total Adds 10, WAMO, WHUR, WJPC, WZEN-FM, XHRM, WENN, WPEG, KOKY, WJJS, WANT. Heavy: WHRK, WJLB, WNOO. Medium: WOOK, WAOK, WGCI, KSOL.

HARRY RAY "Sweet Baby" (Sugar Hill) 36/8

Rotations: Heavy 2/0, Medium 13/1, Light 18/4, Extra Adds 3, Total Adds 8, KRLY, KACE, KDAY, WPEG, WJAX, WAAA, WLTH, KPOP-FM. Heavy: KWAM, WJMO. Medium: WOOK, KSOL, WATV, WPLZ, WLUM.

ONE WAY "Wild Night" (MCA) 36/4

Rotations: Heavy 9/0, Medium 14/1, Light 13/3, Extra Adds 0, Total Adds 4, WVEE, WATV, WVKO, KDIA. Heavy: WHRK, WYLD-FM, KACE, KJCB, WAAA, KUKQ. Medium: WKYS, WDLA, WGPR, WKXI, WLTH.

PLANET PATROL "Play At Your Own Risk" (Tommy Boy) 34/3

Rotations: Heavy 12/0, Medium 15/1, Light 7/2, Extra Adds 0, Total Adds 3, WILD, WAMO, KSOL. Heavy: WEDR, WAIL-FM, WJLB, WRDW, WPDQ, KOKY, WVOL. Medium: WVEE, WBLX, WTMP, WVOI, KPOP-FM.

JERMAINE JACKSON "Very Special Part" (Motown) 32/8

Rotations: Heavy 10/1, Medium 8/1, Light 13/5, Extra Adds 1, Total Adds 8, WEDR, WGPR, WENN, WKXI, WJAX, WLOU, WBLX, WLTH. Heavy: WKYS, KWAM, KSOL, WNOO. KPOP-FM. Medium: WDLA, WGCI, WPLZ, WWWWS.

RICHARD "DIMPLES" FIELDS "People Treat You Funky..." (Boardwalk) 32/7

Rotations: Heavy 1/0, Medium 12/2, Light 18/4, Extra Adds 1, Total Adds 7, WAMO, WVEE, WZEN-FM, KACE, WRDW, WGIV, WVKO. Heavy: KSOL. Medium: WXYV, KWAM, WAIL-FM, WGCI, WOIC, WVOL.

DYNASTY "Strokin' " (Solar/Elektra) 32/5

Rotations: Heavy 4/0, Medium 12/1, Light 15/3, Extra Adds 1, Total Adds 5, WXYV, KMJQ, WJMO, KSOL, WENN. Heavy: WAOK, WOIC, KUKQ, KPOP-FM. Medium: WOOK, WGCI, WJJS, WANT, WLTH.

ALICIA MYERS "I Want To Thank You" (MCA) 31/3

Rotations: Heavy 13/1, Medium 8/0, Light 10/2, Extra Adds 0, Total Adds 3, WAMO, WTOY, KUKQ. Heavy: WXYV, KRLY, WGCI, XHRM, WENN, WLTH. Medium: WILD, WJMO, WRDW, WPEG, KOKY, WTLK.

HOWARD JOHNSON "Keepin' Love New" (A&M) 31/2

Rotations: Heavy 6/0, Medium 16/0, Light 9/2, Extra Adds 0, Total Adds 2, WAOK, WDAO. Heavy: WBMX, KSOL, WOIC, WLTH, WLUM, WWWWS. Medium: WDAS, WGPR, XHRM, WENN, WPEG, WJJS, WPLZ.

BILL SUMMERS & SUMMERS HEAT "Seventeen" (MCA) 31/2

Rotations: Heavy 7/0, Medium 15/1, Light 9/1, Extra Adds 0, Total Adds 2, WJPC, KNOW. Heavy: WEDR, WGCI, KSOL, WATV, WBLX, WWWWS, KDIA. Medium: WAOK, KDAY, WGIV, WKXI, WPLZ, WDAO.

VALENTINE BROTHERS "Just Let Me Be Close To You" (Bridge) 30/2

Rotations: Heavy 7/0, Medium 11/0, Light 12/2, Extra Adds 0, Total Adds 2, WDAO, KUKQ. Heavy: WOOK, WHUR, WYLD-FM, WBMX, WGCI, WJMO, WZEN-FM. Medium: WAOK, KWAM, KACE, WAAA, WLTH, WWWWS.

WILLIE HUTCH "In And Out" (Motown) 29/1

Rotations: Heavy 10/0, Medium 11/0, Light 8/1, Extra Adds 0, Total Adds 1, WATV. Heavy: KWAM, WEDR, WGCI, KACE, WKXI, KJCB, WAAA, KAEZ. Medium: WYLD-FM, WGIV, WPDQ, WLTH, KPOP-FM.

CHERI "Give It To Me Baby" (Venture) 29/0

Rotations: Heavy 6/0, Medium 16/0, Light 7/0, Extra Adds 0, Total Adds 0. Heavy: WOOK, WEDR, WBMX, WKND, WENN, WNOO. Medium: WXYV, WAOK, WJPC, WANM, WLTH, KPOP-FM.

TIME "The Walk" (WB) 28/6

Rotations: Heavy 9/1, Medium 12/1, Light 7/4, Extra Adds 0, Total Adds 6, WPDQ, WPLZ, WAAA, WKWM, WLUM, WVOI. Heavy: KMJQ, WDLA, WGCI, WJAX. Medium: WILD, WVEE, WATV, WVOL, KUKQ.

CON FUNK SHUN "Ain't Nobody, Baby" (Mercury/PolyGram) 28/4

Rotations: Heavy 6/0, Medium 12/0, Light 9/3, Extra Adds 1, Total Adds 4, WZEN-FM, WENN, WPLZ, WLTH. Heavy: WDLA, KSOL, WNOO, WAAA, KDIA, KUKQ. Medium: K104-FM, WHRK, WEDR, XHRM, WKWM.

RICK JAMES "She Blew My Mind (69 Times)" (Gordy/Motown) 27/3

Rotations: Heavy 5/0, Medium 13/1, Light 7/0, Extra Adds 2, Total Adds 3, WPEG, WPLZ, WAAA. Heavy: WAOK, KWAM, WZEN-FM, WATV, WNOO. Medium: XHRM, WGIV, WPDQ, WBLX, WTMP, WWWWS.

ALFIE SILAS "There I Go" (RCA) 25/10

Rotations: Heavy 2/1, Medium 9/1, Light 12/6, Extra Adds 2, Total Adds 10, WXYV, WILD, WYLD-FM, WBMX, WZEN-FM, WATV, WLOU, WANM, WKWM, KDIA. Medium: WAOK, KACE, WPEG, KAEZ.

LANIER & COMPANY "After I Cry Tonight" (Larc) 24/9

Rotations: Heavy 3/0, Medium 7/2, Light 11/4, Extra Adds 3, Total Adds 9, WOOK, WVEE, WBMX, KSOL, WPDQ, WPLZ, WKWM, WTLK, WWWWS. Heavy: WAOK, KWAM, WLUM. Medium: WDLA, WNHC, WENN, WKXI.

MILLIE JACKSON "Special Occasion" (Spring/PolyGram) 24/0

Rotations: Heavy 1/0, Medium 11/0, Light 12/0, Extra Adds 0, Total Adds 0. Heavy: WYLD-FM. Medium: WXYV, WILD, WBMX, WENN, WOIC, WKXI, KJCB, WAAA, WLTH, WKWM, WLUM.

ARETHA FRANKLIN "Love Me Right" (Arista) 23/22

Rotations: Heavy 2/1, Medium 1/1, Light 14/14, Extra Adds 6, Total Adds 22 including WILD, WAOK, KRLY, KWAM, WAIL-FM, WBMX, KMJM, WENN, WBLX, WLUM, KDIA.

COMMODORES "Painted Picture" (Motown) 23/21

Rotations: Heavy 0/0, Medium 6/6, Light 11/9, Extra Adds 6, Total Adds 21 including WXYV, WKYS, WOOK, KWAM, WHRK, WGCI, WJPC, KDAY, WLOU, WLUM.

R.J.'S LATEST ARRIVAL "Stay With Me" (Zoo York/CBS) 23/3

Rotations: Heavy 1/0, Medium 12/2, Light 10/1, Extra Adds 0, Total Adds 3, WVEE, WBLZ, KSOL. Heavy: WENN. Medium: WJMO, WGPR, XHRM, KOKY, WTMP, WDAO.

DONALD FAGEN "I.G.Y. (What A Beautiful World)" (WB) 22/1

Rotations: Heavy 8/1, Medium 11/0, Light 3/0, Extra Adds 0, Total Adds 1, WAMO. Heavy: WXYV, WHUR, WHRK, WAIL-FM, WDMT, WPLZ, KPOP-FM. Medium: WDAS, WKYS, WJPC, KNOW, WJAX, WJJS, WLUM.

GAP BAND "Outstanding" (Total Experience/PGM) 21/10

Rotations: Heavy 5/0, Medium 4/2, Light 10/6, Extra Adds 2, Total Adds 10 including WAIL-FM, WGIV, WJMI, WBLX, WLTH. Heavy: WILD, WVEE, KMJQ, KRLY, WBMX. Medium: WTMP, WLUM.

MARGIE JOSEPH "Knock Out" (HCRC/CBS) 21/4

Rotations: Heavy 2/0, Medium 4/0, Light 14/3, Extra Adds 1, Total Adds 4, KMJQ, WATV, WPEG, WANM. Heavy: WAOK, WENN. Medium: WILD, KRLY, WJJS, WVOL.

ROBERT WINTERS & FALL "Do It Anyway You Want" (Casablanca/PolyGram) 20/7

Rotations: Heavy 2/1, Medium 7/1, Light 9/3, Extra Adds 2, Total Adds 7, WXYV, WDAS, WDLA, WZEN-FM, KDAY, WNHC, KUKQ. Heavy: KSOL. Medium: WHUR, WAOK, KWAM, WVOL, WKWM.

NATIONAL AIRPLAY/30

November 19, 1982

Three Weeks	Two Weeks	Last Week	
2	1	1	1 MARVIN GAYE/Sexual Healing (Columbia)
4	4	3	2 LIONEL RICHIE/Truly (Motown)
1	2	2	3 DIANA ROSS/Muscles (RCA)
-	21	6	4 M. JACKSON/P. McCARTNEY/The Girl Is Mine (Epic)
6	5	5	5 PRINCE/1999 (WB)
17	9	7	6 JANET JACKSON/Young Love (A&M)
3	3	4	7 LUTHER VANDROSS/Bad Boy/Having A Party (Epic)
-	29	9	8 KOOL & THE GANG/Let's Go Dancin'... (De-Lite/PolyGram)
28	20	13	9 BAR-KAYS/Do It (Let Me See You Shake) (Mercury/PG)
11	8	8	10 BOBBY NUNN/She's Just A Groupie (Motown)
-	-	22	11 CHAKA KHAN/Got To Be There (WB)
-	28	16	12 BOOTSY'S RUBBER BAND/Body Slam! (WB)
-	25	21	13 S.O.S. BAND/High Hopes (Tabu/CBS)
16	10	10	14 ZAPP/Doo Wa Ditty (Blow That Thing) (WB)
19	11	15	15 VANITY 6/Nasty Girl (WB)
29	24	19	16 DIONNE WARWICK/Heartbreaker (Arista)
-	30	28	17 SKYY/Movin' Violation (Salsoul/RCA)
24	22	18	18 JOHNNIE TAYLOR/What About My Love (Beverly Glen)
-	-	20	19 GEORGE CLINTON/Loopzilla (Capitol)
21	14	14	20 A. JARREAU & R. CRAWFORD/Your Precious Love (WB)
8	7	12	21 STEPHANIE MILLS/Keep Away Girls (Casablanca/PolyGram)
7	6	11	22 JEFFREY OSBORNE/On The Wings Of Love (A&M)
-	-	24	23 GRAND MASTER FLASH/Scorpio (Sugar Hill)
-	27	27	24 "D" TRAIN/Walk On By (Prelude)
-	-	29	25 CHARLENE & STEVIE WONDER/Used To Be (Motown)
-	→	→	26 EVELYN KING/Betcha She Don't Love You (RCA)
-	→	→	27 SONNY CHARLES/Put It In A Magazine (HighRise)
-	→	→	28 GRACE JONES/Nipple To The Bottle (Island/Atco)
-	→	→	29 BROTHERS JOHNSON/Welcome To The Club (A&M)
-	→	→	30 TYRONE BRUNSON/The Smurf (Believe In A Dream/CBS)

New Entry
→

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate continued upward movement from the majority of our reporters.

MOST ADDED

- BROTHERS JOHNSON (29)
- ARETHA FRANKLIN (22)
- COMMODORES (21)
- TYRONE DAVIS (12)
- EVELYN KING (12)

HOTTEST

- MARVIN GAYE (64)
- LIONEL RICHIE (39)
- PRINCE (31)
- DIANA ROSS (30)
- LUTHER VANDROSS (28)

PIECES OF A DREAM "Mt. Airy Groove" (Elektra) 20/0

Rotations: Heavy 7/0, Medium 6/0, Light 7/0, Extra Adds 0, Total Adds 0. Heavy: WCIN, WNHC, WPEG, WLOU, WANT, WDAO, WKWM. Medium: WRKS, WYLD-FM, WRDW, WGIV, WVOL, WANM.

TEDDY PENDERGRASS "I Can't Win For Losing" (Phil. Int'l./CBS) 20/0

Rotations: Heavy 6/0, Medium 9/0, Light 5/0, Extra Adds 0, Total Adds 0. K104-FM, KWAM, WBMX, KOKY, WJJS, KAEZ. Medium: WXYV, KRLY, XHRM, WVOL, WLTH, WLUM.

SIGNIFICANT ACTION

MAXINE NIGHTINGALE "Turn To Me" (HighRise) 19/4

Rotations: Heavy 0/0, Medium 7/1, Light 12/3, Extra Adds 0, Total Adds 4, WOOK, WZEN-FM, WJAX, WDAO. Medium: WAOK, WENN, WNOO, WKXI, WLUM, KPOP-FM.

POINTER SISTERS "I'm So Excited" (Planet/RCA) 19/0

Rotations: Heavy 6/0, Medium 8/0, Light 5/0, Extra Adds 0, Total Adds 0. Heavy: WJPC, KNOW, WATV, WJAX, WANM, WTLK. Medium: WGPR, XHRM, WPEG, WPDQ, WBLX, WANT, KAEZ, KDIA.

TYRONE DAVIS "Are You Serious" (HighRise) 18/12

Rotations: Heavy 1/1, Medium 4/2, Light 11/7, Extra Adds 2, Total Adds 12, WDAS, WOOK, WAOK, KRLY, KWAM, WJPC, WZEN-FM, WKXI, WPDQ, WLOU, WANM, WTLK. Medium: WENN.

RODNEY FRANKLIN "Enuff Is Enuff" (Columbia) 18/6

Rotations: Heavy 1/1, Medium 6/2, Light 10/2, Extra Adds 1, Total Adds 6, WAMO, WVEE, KACE, WGIV, WKXI. Medium: WJPC, KDAY, XHRM, KSOL, WNHC.

IMAGINATION "Music And Lights" (MCA) 18/5

Rotations: Heavy 1/0, Medium 5/1, Light 10/2, Extra Adds 2, Total Adds 5, WDAS, WEDR, WBMX, WJMO, KSOL. Heavy: WHUR. Medium: WOOK, K104-FM, KACE, KAEZ.

McFADDEN & WHITEHEAD "One More Time" (Capitol) 18/4

Rotations: Heavy 0/0, Medium 6/0, Light 10/2, Extra Adds 2, Total Adds 4, XHRM, WNHC, WPLZ, WAAA. Medium: KWAM, KACE, WPEG, WOIC, WANM, WWWWS.

ALPHONSE MOUZON "The Lady In Red" (HighRise) 18/1

Rotations: Heavy 2/0, Medium 10/0, Light 6/1, Extra Adds 0, Total Adds 1, WDAO. Heavy: WZEN-FM, KACE. Medium: WDAS, WOOK, WAOK, WYLD-FM, WCIN, WJMO, WGPR, WJLB, KSOL, WWWWS.

CURTIS MAYFIELD "Hey Baby (Give It All To Me)" (Boardwalk) 18/0

Rotations: Heavy 0/0, Medium 13/0, Light 5/0, Extra Adds 0, Total Adds 0. Medium: WXYV, WKYS, WOOK, WDLA, WYLD-FM, WJPC, WCIN, KACE, WNOO, WAAA, WLTH, WTLK, KAEZ.

MELBA MOORE "Mind Up Tonight" (Capitol) 17/5

Rotations: Heavy 2/1, Medium 4/0, Light 10/3, Extra Adds 1, Total Adds 5, WAMO, KWAM, WEDR, WJMO, WKWM. Heavy: KJCB. Medium: WJLB, KACE, WRDW, WKXI.

ALFONZO "Change The World" (Larc) 17/3

Rotations: Heavy 0/0, Medium 5/0, Light 11/2, Extra Adds 1, Total Adds 3, XHRM, KAEZ, KDIA. Medium: KACE, WGIV, WKXI, WVOL, WLUM.

SUNFIRE "Shake Your Body" (WB) 17/1

Rotations: Heavy 1/0, Medium 9/1, Light 7/4, Extra Adds 0, Total Adds 1, WVEE. Heavy: KOKY. Medium: WHUR, WEDR, WJMO, KSOL, WATV, KJCB, WOWI, WAAA.

STARPOINT "All Night Long" (Chocolate City/PolyGram) 17/1

Rotations: Heavy 2/0, Medium 9/0, Light 5/0, Extra Adds 1, Total Adds 1, WPEG. Heavy: KWAM, KSOL. Medium: WKYS, WOOK, WAOK, WVEE, WJMO, WGPR, WENN, WBLX, WAAA.

DARYL HALL & JOHN OATES "Maneater" (RCA) 17/0

Rotations: Heavy 5/0, Medium 8/0, Light 4/0, Extra Adds 0, Total Adds 0. Heavy: WAIL-FM, WBLZ, WJLB, KNOW, KPOP-FM. Medium: WVEE, WDMT, WGPR, KDAY, WJAX, WPDQ, WBLX, KUKQ.

DENIECE WILLIAMS "Waiting" (ARC/Columbia) 16/1

Rotations: Heavy 3/0, Medium 8/1, Light 5/0, Extra Adds 0, Total Adds 1, KNOW. Heavy: WNHC, WGIV, KPOP-FM. Medium: WATV, WENN, WPEG, WPDQ, KOKY, WBLX, WAAA.

PATTI AUSTIN with JAMES INGRAM "Baby, Come To Me" (Qwest/WB) 16/0

Rotations: Heavy 6/0, Medium 7/0, Light 3/0, Extra Adds 0, Total Adds 0. Heavy: WRKS, K104-FM, KWAM, WPEG, WVOL, KPOP-FM. Medium: WDAS, KMJQ, WHRK, WJPC, WENN, WGIV, WBLX.

DENROY MORGAN "Happy Feelings" (Becket) 15/3

Rotations: Heavy 1/0, Medium 7/2, Light 7/1, Extra Adds 0, Total Adds 3, WAMO, WAOK, WJPC, WANM. Heavy: WBMX. Medium: WHUR, WGCI, KACE, WKND, WANM.

SYL JOHNSON "Ms. Fine Brown Frame" (Boardwalk) 15/2

Rotations: Heavy 0/0, Medium 7/0, Light 8/2, Extra Adds 0, Total Adds 2, WGPR, WKXI. Medium: WXYV, WDAS, WEDR, WJPC, WNOO, WANM, WKWM.

FREDA PAYNE "In Motion" (Sutra) 15/1

Rotations: Heavy 2/1, Medium 7/0, Light 6/0, Extra Adds 0, Total Adds 1, WLOU. Heavy: WAOK. Medium: WHUR, WVEE, XHRM, KSOL, WNHC, WENN, WTLK.

Black Radio Regionalized Adds & Hots

Stations are listed by region.
Hots are listed in order of their airplay activity.

EAST	SOUTH	KNOW/Austin	WQIV/Charlotte	KRLY/Houston	WPDQ/Jacksonville	WJSL/Lynchburg, VA	WBLX/Mobile	WANT/Richmond	WEST	KPOP-FM/Sacramento
WXTV/Baltimore Tim Watts EVELYN KING ALFIE SILAS I LEVEL ROBERT WINTERS & JARREAU & CRAWFORD DYNASTY CAPTAIN SKY COMMODORES Hottest: LIONEL RICHIE MARVIN GAYE COCKER & WARNES JACKSON/MCCARTNEY	WDAK/Philadelphia Larry Tinsley TYRONE DAVIS ROBERT WINTERS & PEOPLES CHOICE IMAGINATION ORBIT LEHELLE GROVER WASHINGTON Hottest: MARVIN GAYE LUTHER VANDROSS PRINCE DIANA ROSS LIONEL RICHIE LUTHER VANDROSS	WATV/Birmingham Ron January ONE WAY ALFIE SILAS THRUST MARGIE JOSEPH WILLIE HUTCH GREG HENDERSON ROBERTA FLACK NARADA M. WALDEN T.S. MONK Hottest: MARVIN GAYE DIANA ROSS LIONEL RICHIE LUTHER VANDROSS PRINCE	WNOO/Chattanooga Smokin' Sam Erwin none Hottest: JONZUN CREW MARVIN GAYE LIONEL RICHIE TYRONE BRUNSON VALENTINE BROS.	KMLQ/Houston Ross Holland STEPHANIE MILLS MARGIE JOSEPH BOBBY NUNN PRINCE D TRAIN JOHNNIE TAYLOR TYRONE BRUNSON DYNASTY ONE WAY Hottest: MARVIN GAYE LUTHER VANDROSS JACKSON/MCCARTNEY TIME	WJAX(95X)/Jacksonville Steve Fox SKYY BROTHERS JOHNSON JERMAINE JACKSON MAXINE NIGHTINGAL HARRY RAY MIKI BILL WOLFER Hottest: MARVIN GAYE LUTHER VANDROSS JACKSON/MCCARTNEY TIME	KWAM/Memphis Floyd Blackwell DEBARGES TYRONE DAVIS ARETHA FRANKLIN BROTHERS JOHNSON COMMODORES SHAWN CHRISTOPHER SONNY CHARLES MELBA MOORE PATRICE RUSHEN Hottest: TIME LANIER & CO. GRAND MASTER FLAS PRINCE MARVIN GAYE	WVOL/Nashville Fred Harvey none Hottest: LIONEL RICHIE MARVIN GAYE PATTI AUSTIN PLANET PATROL JACKSON/MCCARTNEY TIME	WTOY/Roanoke Francisca Stewart ALICIA MYERS SOS BAND GEORGE CLINTON JACKSON/MCCARTNEY D TRAIN KOOL & THE GANG SKYY CHAKA KHAN Hottest: MARVIN GAYE LUTHER VANDROSS DIANA ROSS TIME LIONEL RICHIE	KDAY/Los Angeles Jack Patterson MAXINE NIGHTINGAL CHIC KLYMAXX COMMODORES EVELYN KING HARRY RAY ROBERT WINTERS & D TRAIN SKYY Hottest: JACKSON/MCCARTNEY PRINCE LIONEL RICHIE DIONNE WARWICK KOOL & THE GANG	KPMP-FM/Sacramento Bill Jeffries COMMODORES HARRY RAY STANLEY CLARKE MICHAEL McDONALD LEE RITENOUR PHIL COLLINS ARETHA FRANKLIN GAP BAND CLIFF RICHARD STEEPLE Hottest: LIONEL RICHIE JACKSON/MCCARTNEY DONNA SUMMER JOE JACKSON ABC

(J) indicates Black reporters also contributing to Jazz Chart.

JAZZ RADIO

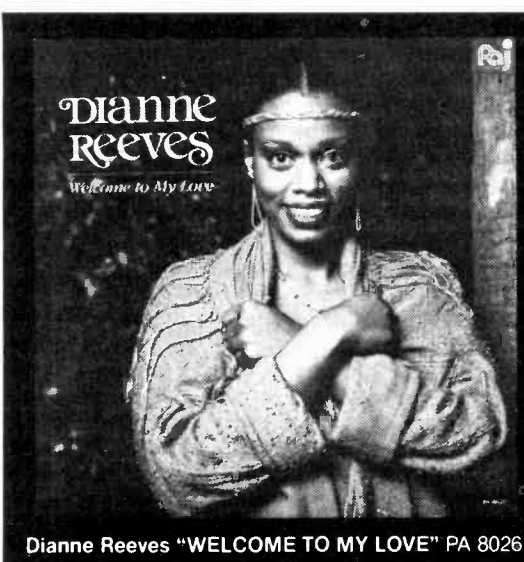
NATIONAL AIRPLAY/30

November 19, 1982

Last Week	Rank	Artist/Track
1	1	SPYRO GYRA/Incognito (MCA)
2	2	KENNY G/Kenny G (Arista)
3	3	SHAKATAK/Night Birds (PolyDor/PolyGram)
4	4	STIX HOOPER/Touch The Feeling (MCA)
5	5	CHICK COREA/Touchstone (WB)
6	6	EARL KLUGH & BOB JAMES/Two Of A Kind (Capitol)
7	7	WOODY HERMAN BIG BAND/Live At Concord (Concord)
8	8	JIMMY SMITH/Off The Top (Musician/Elektra)
9	9	GIL SCOTT-HERON/Moving Target (Arista)
10	10	TYZIKI/Radiance (Capitol)
11	11	CASINO LIGHTS/Live At Montreux, Switzerland (WB)
12	12	RAMSEY LEWIS/Chance Encounter (Columbia)
13	13	TOMMY FLANAGAN TRIO/Giant Steps (Enja/PG Classics)
14	14	DAVID SANBORN/As We Speak (WB)
15	15	TOM SCOTT/Desire (Musician/Elektra)
16	16	PIECES OF A DREAM/We Are One (Elektra)
17	17	BOBBY HUTCHERSON/Solo Quartet (Contemporary)
18	18	DAVE GRUSIN/Out Of The Shadows (Arista)
19	19	CAL TJADER/CARMEN McRAE/Heatwave (Concord)
20	20	DONALD FAGEN/The Nightfly (WB)
21	21	EMILY REMLER/Take Two (Concord)
22	22	CHICK COREA/Trio Music (ECM/WB)
23	23	BOBBY M/Blow (Gordy/Motown)
24	24	BOB JAMES/Hands Down (Tappan Zee/Columbia)
25	25	ALPHONSE MOUZON/Distant Lover (HighRise)
26	26	PAT METHENY GROUP/Offramp (ECM/WB)
27	27	WOODY SHAW/Lotus Flower (Enja/PolyGram Classics)
28	28	JOHNNY LYTLE/Good Vibes (Muse)
29	29	DIANNE REEVES>Welcome To My Love (Palo Alto)
30	30	CHARLIE EARLAND/In The Pocket (Muse)

New Entry →

JAZZ REPORTING STATIONS: KSAX/Dallas-Ft. Worth, TX, Bob Stewart; WDBS/Durham, NC, Rob Gingle; WLOQ/Orlando, FL, Paul Gerard; WBBY/Columbus, OH, Tim Hodges; WJZZ/Detroit, MI, John Hill; KTWN/Minneapolis, MN, Tom Felissero; WXFM/Chicago, IL, Paul Nelson; KKGQ/Los Angeles, CA, Cal Miener; KJAZ/San Francisco, CA, Dick Conte; KJZZ/Seattle, WA, Jeff Hanley.



Welcome, Dianne!

PALO ALTO RECORDS
755 Page Mill Road
Palo Alto, CA 94304
(415) 856-4355

Dianne Reeves "WELCOME TO MY LOVE" PA 8026

CH PARALLEL PLAYLISTS

EAST

ckgm Montreal

PD: Keith Grigsby

H 2 1 COCKER & WARNES/Up Where We Belong
 2 LAURA BRANIGAN/Gloria
 3 ALAN PARSONS/Eye In The Sky
 4 RUSH/New World Man
 5 MELISSA MANCHESTE/You Should Hear How
 6 ANGELA CLEMENS/Give Me Just A Little
 7 CARL CARLTON/Baby I Need Your Love
 8 BILLY JOEL/Pressure
 9 WIG/Atlanta
 10 HALL & GATES/Menester
 11 LIONEL RICHIE/Truly
 12 TRU/Da, Da, Da, I Don't L
 13 DONNA SUMMER/State of Independence
 14 ALAN PARSONS/Eye In The Sky
 15 GLEN FREY/The One You Love
 16 LUGGINS & PERRY/Don't Fight It
 17 STRAY CATS/Rock This Town
 18 PAT BENATAR/Shadows Of The Night
 19 DIANNE RUSSELL/Sexual Healing
 20 SHARON REDD/In The Name Of Love
 21 NEIL DIAMOND/Heartlight
 22 SLYVIA/Nobody
 23 SUPERTRAMP/It's Raining Again
 24 TONI BASIL/Mickey
 25 CHILLI WACK/Matcha Gonno Do
 26 PAT BENATAR/Shadows Of The Night
 27 JOHN COUGAR/Jack & Diane
 28 ONJ/Heart Attack
 29 DIANNE RUSSELL/Sexual Healing
 30 DIANNE RUSSELL/Sexual Healing
 31 FLEETWOOD MAC/Gypsy
 32 MEN AT WORK/Down Under
 33 KIM CARNES/Voyeur
 34 KILLWATT/Lovers On The Run
 35 ARETHA FRANKLIN/Jump To It
 36 MARVIN GAYE/Sexual Healing
 37 IMAGINATION/Music And Lights
 38 JOE JACKSON/Steppin' Out
 39 MICHAEL McDONALD/I Gotta Try
 40 JACKSON/MCCARTNEY/The Girl Is Mine

ADDS 35 DIRT STRAITS/Industrial Disease
 DER KUMISSAR/After The Fire
 PRINCE/1595
 MEN AT WORK/Be Good Johnny

WNBW Buffalo

PD: Neil McGinley
MD: Jon Summers

H 3 1 COCKER & WARNES/Up Where We Belong
 2 JOE JACKSON/Steppin' Out
 3 LAURA BRANIGAN/Gloria
 4 NEIL DIAMOND/Heartlight
 5 DIANNE RUSSELL/Sexual Healing
 6 HALL & GATES/Menester
 7 LIONEL RICHIE/Truly
 8 CHICAGO/Love Me Tomorrow
 9 DAN FOGLEBERG/Missing You
 10 MICHAEL McDONALD/I Keep Forgettin'
 11 DONALD FAGEN/I.G.Y. (What A Beautiful
 12 SUPERTRAMP/It's Raining Again
 13 DAN FOGLEBERG/Missing You
 14 CSN/Southern Cross
 15 FLEETWOOD MAC/Gypsy
 16 AMERICA/You Can Do Magic
 17 JEFFREY OSBORNE/On The Wings Of Love
 18 JEFFREY OSBORNE/On The Wings Of Love
 19 JEFFREY OSBORNE/On The Wings Of Love
 20 JEFFREY OSBORNE/On The Wings Of Love
 21 JEFFREY OSBORNE/On The Wings Of Love
 22 JEFFREY OSBORNE/On The Wings Of Love
 23 JEFFREY OSBORNE/On The Wings Of Love
 24 JEFFREY OSBORNE/On The Wings Of Love
 25 JEFFREY OSBORNE/On The Wings Of Love
 26 JEFFREY OSBORNE/On The Wings Of Love
 27 JEFFREY OSBORNE/On The Wings Of Love
 28 JEFFREY OSBORNE/On The Wings Of Love
 29 JEFFREY OSBORNE/On The Wings Of Love
 30 JEFFREY OSBORNE/On The Wings Of Love

ADDS 25

92 PRO-FM Providence

Operations Manager: Tom Cuddy

H 1 1 LIONEL RICHIE/Truly
 2 COCKER & WARNES/Up Where We Belong
 3 TONI BASIL/Mickey
 4 CHICAGO/Love Me Tomorrow
 5 STRAY CATS/Rock This Town
 6 LAURA BRANIGAN/Gloria
 7 DAN FOGLEBERG/Missing You
 8 DIANNE RUSSELL/Sexual Healing
 9 HALL & GATES/Menester
 10 EVELYN KING/Love Come Down
 11 CLASH/Rock The Casbah
 12 CSN/Southern Cross
 13 ABC/The Look Of Love/Part
 14 TAVARES/A Penny For Your Thou
 15 DONALD FAGEN/I.G.Y. (What A Beautiful
 16 CSN/Southern Cross
 17 NEIL DIAMOND/Heartlight
 18 DIANNE RUSSELL/Sexual Healing
 19 JACKSON/MCCARTNEY/The Girl Is Mine
 20 RONNIE MILNER/Don't Stop Believin'
 21 SUPERTRAMP/It's Raining Again
 22 GLEN FREY/The One You Love
 23 FLEETWOOD MAC/Gypsy
 24 TONI BASIL/Mickey
 25 JEFFREY OSBORNE/On The Wings Of Love
 26 PATTY AUSTIN/Baby, Come To Me
 27 JOHN COUGAR/Hand To Hold On
 28 KUGL & THE GANG/Let's Go Dancin' (Too
 29 POINTER SISTERS/I'm So Excited
 30 BARRY MANILOW/Memory

ADDS DUN HENLEY/Dirty Laundry
 PAT BENATAR/Shadows Of The Night
 J. GEILS BAND/I Do
 BILLY JOEL/Pressure
 MEN AT WORK/Down Under

WXKS-FM Boston Kiss

PD: Sonny Joe White
MD: Joey Carvello

H 2 1 ABC/The Look Of Love/Part
 2 CLASH/Rock The Casbah
 3 DONNA SUMMER/State of Independence
 4 TONI BASIL/Mickey
 5 LIONEL RICHIE/Truly
 6 DIANNE RUSSELL/Sexual Healing
 7 STRAY CATS/Rock This Town
 8 JEFFREY OSBORNE/On The Wings Of Love
 9 POINTER SISTERS/I'm So Excited
 10 LINDA RUNSTADT/Get Closer
 11 PRINCE/1595
 12 BILLY JOEL/Pressure
 13 MISSING PERSUNS/Destination Unknown
 14 SARY VOR/American Heartbeat
 15 PETER GABRIEL/Shock The Monkey
 16 MARVIN GAYE/Sexual Healing
 17 STEVE MILLER BAND/Cool Magic
 18 LINDA RUNSTADT/Get Closer
 19 DAN FOGLEBERG/Missing You
 20 SHAKATA/Night Birds
 21 EDDIE MONEY/Shakin'
 22 GLEN FREY/The One You Love
 23 TALK TALK/Talk Talk
 24 TALK TALK/Talk Talk
 25 JACKSON/MCCARTNEY/The Girl Is Mine
 26 WEATHER GIRLS/It's Raining Men
 27 SCANDAL/Goodbye To You
 28 PAT BENATAR/Shadows Of The Night
 29 BILLY JOEL/Pressure
 30 LUTHER VANDROSS/By Your Side/Having A Part

ADDS MEN AT WORK/Down Under
 GULDEN EARRING/Tellin' Zone
 RONNIE MILNER/Don't Stop Believin'
 CHARLIE & WANDA/Used To Be
 RAY PARKER JR/Bea Boy

SOUTH

WFLA Miami

PD: Keith Isley
MD: Johnny Dolan

H 1 1 LIONEL RICHIE/Truly
 2 TONI BASIL/Mickey
 3 COCKER & WARNES/Up Where We Belong
 4 MEN AT WORK/Who Can It Be Now?
 5 DIANNE RUSSELL/Sexual Healing
 6 NEIL DIAMOND/Heartlight
 7 DON HENLEY/Dirty Laundry
 8 CLASH/Rock The Casbah
 9 STRAY CATS/Rock This Town
 10 JOE JACKSON/Steppin' Out
 11 PAT BENATAR/Shadows Of The Night
 12 SLYVIA/Nobody
 13 ONJ/Heart Attack
 14 LAURA BRANIGAN/Gloria
 15 ABC/The Look Of Love/Part
 16 JACKSON/MCCARTNEY/The Girl Is Mine
 17 HALL & GATES/Menester
 18 SUPERTRAMP/It's Raining Again
 19 GLEN FREY/The One You Love
 20 ADAM ANT/Goody Two Shoes
 21 JUNJIN CREW/Pac Jam
 22 PRINCE/1595
 23 TOM PETTY/You Got Lucky
 24 VANITY/Vanity Fair
 25 PEOPLES/Peoples
 26 LUTHER VANDROSS/By Your Side/Having A Part
 27 LUTHER VANDROSS/By Your Side/Having A Part
 28 LUTHER VANDROSS/By Your Side/Having A Part
 29 LUTHER VANDROSS/By Your Side/Having A Part
 30 LUTHER VANDROSS/By Your Side/Having A Part

ADDS PHIL COLLINS/You Can't Hurry Love
 DIANNE RUSSELL/Sexual Healing
 KUGL & THE GANG/Let's Go Dancin' (Too
 PATTY AUSTIN/Baby, Come To Me

KEGL FM Eagle 97 Ft. Worth-Dallas

PD: Randy R. Brown
MD: Billy Hayes

H 12 1 PAT BENATAR/Shadows Of The Night
 2 STRAY CATS/Rock This Town
 3 ABC/The Look Of Love/Part
 4 CLASH/Rock The Casbah
 5 BILLY JOEL/Pressure
 6 TALK TALK/Talk Talk
 7 BILLY JOEL/Pressure
 8 TONI BASIL/Mickey
 9 GO GO'S/Get Up And Go
 10 PETER GABRIEL/Shock The Monkey
 11 EDDIE MONEY/Shakin'
 12 DON HENLEY/Dirty Laundry
 13 BILLY JOEL/Pressure
 14 A FLOCK OF SEAGULS/Space Age Love Song
 15 HALL & GATES/Menester
 16 DONNIE IRIS/Just Another Day
 17 ADAM ANT/Goody Two Shoes
 18 MISSING PERSUNS/Destination Unknown
 19 SUPERTRAMP/It's Raining Again
 20 SLYVIA/Nobody
 21 LINDA RUNSTADT/Get Closer
 22 SARY VOR/American Heartbeat
 23 "AZ" Situation
 24 WALL OF VIOLENCE/Mexico Radio
 25 DAN FOGLEBERG/Missing You
 26 JUDAS PRIEST/You've Got Another
 27 FRIDAY I Know There's Someth
 28 SCANDAL/Goodbye To You
 29 MEN AT WORK/Down Under
 30 DURAN DURAN/Hungry Like The Wolf
 31 TOM PETTY/You Got Lucky
 32 JOHN COUGAR/Hand To Hold On
 33 PHIL COLLINS/You Can't Hurry Love
 34 SLOW CHILDREN/Venessa Williams
 35 BANANARAMA/We Were Really Sayin'
 36 DIRT STRAITS/Industrial Disease
 37 X/Blue Sparks
 38 SANTANA/Where To Run
 39 LRB/The Other Guy
 40 STRAY CATS/Rock This Town

ADDS 36, 37, 38, 39, 40
 LOVERBOY/Jump
 CULTURE CLUB/Do You Really Want...
 PRETENDERS/Back In The Chain...
 LENE LUNDGREN/Blue Hotel

WBSB

PD: Jan Jeffries
MD: Rick James

H 1 1 COCKER & WARNES/Up Where We Belong
 2 LAURA BRANIGAN/Gloria
 3 LIONEL RICHIE/Truly
 4 TONI BASIL/Mickey
 5 JOE JACKSON/Steppin' Out
 6 HALL & GATES/Menester
 7 ONJ/Heart Attack
 8 SLYVIA/Nobody
 9 STRAY CATS/Rock This Town
 10 CHICAGO/Love Me Tomorrow
 11 DONALD FAGEN/I.G.Y. (What A Beautiful
 12 DIANNE RUSSELL/Sexual Healing
 13 LINDA RUNSTADT/Get Closer
 14 SUPERTRAMP/It's Raining Again
 15 JEFFREY OSBORNE/On The Wings Of Love
 16 DON HENLEY/Dirty Laundry
 17 MEN AT WORK/Who Can It Be Now?
 18 MARVIN GAYE/Sexual Healing
 19 DAN FOGLEBERG/Missing You
 20 JEFFERSON STARSHIP/Be My Lady
 21 CLASH/Rock The Casbah
 22 DIANNE RUSSELL/Sexual Healing
 23 MICHAEL McDONALD/I Gotta Try
 24 JACKSON/MCCARTNEY/The Girl Is Mine
 25 NEIL DIAMOND/Heartlight
 26 JOHN COUGAR/Hand To Hold On
 27 PAT BENATAR/Shadows Of The Night
 28 BILLY JOEL/Pressure
 29 BILLY JOEL/Pressure
 30 BILLY JOEL/Pressure

ADDS MEN AT WORK/Down Under
 RAY PARKER JR/Bea Boy
 LRB/The Other Guy
 TAVARES/A Penny For Your Thou

1050 chum Toronto

PD: Jim Waters
MD: Brad Jones

H 1 1 ABC/The Look Of Love/Part
 2 PETER GABRIEL/Shock The Monkey
 3 SUPERTRAMP/It's Raining Again
 4 SARY VOR/American Heartbeat
 5 BILLY JOEL/Pressure
 6 DIRT STRAITS/Industrial Disease
 7 BILLY JOEL/Pressure
 8 DON HENLEY/Dirty Laundry
 9 JOE JACKSON/Steppin' Out
 10 TRU/Da, Da, Da, I Don't L
 11 MEN AT WORK/Down Under
 12 STEVE WINWOOD/Valerie
 13 BRUCE WILSON/Balmy Feline Eyes
 14 PHIL COLLINS/You Can't Hurry Love
 15 CHILLI WACK/Matcha Gonno Do
 16 ALAN PARSONS/You're Gonna Get Your
 21 SPOONS/Arkas And Symphonies
 22 PAULY/Soldier
 23 PAT BENATAR/Shadows Of The Night
 24 LOGGINS & PERRY/Don't Fight It
 25 STRAY CATS/Rock This Town
 26 JOHN COUGAR/Hand To Hold On
 27 HALL & GATES/Menester
 28 RUSH/New World Man
 29 FLEETWOOD MAC/Gypsy
 30 CHRIS DEBORG/Don't Pay The Ferryman
 31 DONALD FAGEN/I.G.Y. (What A Beautiful
 32 FRIDAY I Know There's Someth
 33 DEXYS/MIDNIGHT RUM/Com On Eileen
 34 TOM PETTY/You Got Lucky

ADDS ABC/All Of My Heart
 J. GEILS BAND/I Do

4107 FM MUSECRADIC Washington, D.C.

PD: Alan Burns
MD: Mary Taten

H 2 1 CHICAGO/Love Me Tomorrow
 2 LINDA RUNSTADT/Get Closer
 3 LAURA BRANIGAN/Gloria
 4 COCKER & WARNES/Up Where We Belong
 5 HALL & GATES/Menester
 6 LIONEL RICHIE/Truly
 7 JOE JACKSON/Steppin' Out
 8 SUPERTRAMP/It's Raining Again
 9 FLEETWOOD MAC/Gypsy
 10 TONI BASIL/Mickey
 11 STRAY CATS/Rock This Town
 12 DIANNE RUSSELL/Sexual Healing
 13 BILLY JOEL/Pressure
 14 DON HENLEY/Dirty Laundry
 15 CHICAGO/Love Me Tomorrow
 16 PAT BENATAR/Shadows Of The Night
 17 CLASH/Rock The Casbah
 18 JEFFREY OSBORNE/On The Wings Of Love
 19 DAN FOGLEBERG/Missing You
 20 JOHN COUGAR/Hand To Hold On
 21 ABC/The Look Of Love/Part

ADDS MARVIN GAYE/Sexual Healing
 PHIL COLLINS/You Can't Hurry Love

CFTR 680 Toronto

PD: Bob Saint
Music Director: Rick Hunter

H 2 1 LAURA BRANIGAN/Gloria
 2 COCKER & WARNES/Up Where We Belong
 3 ABC/The Look Of Love/Part
 4 SUPERTRAMP/It's Raining Again
 5 MEN AT WORK/Who Can It Be Now?
 6 LIONEL RICHIE/Truly
 7 JOE JACKSON/Steppin' Out
 8 SLYVIA/Nobody
 9 DON HENLEY/Dirty Laundry
 10 CHICAGO/Love Me Tomorrow
 11 HALL & GATES/Menester
 12 DIANNE RUSSELL/Sexual Healing
 13 BILLY JOEL/Pressure
 14 MISSING PERSUNS/Destination Unknown
 15 SARY VOR/American Heartbeat
 16 PETER GABRIEL/Shock The Monkey
 17 MARVIN GAYE/Sexual Healing
 18 STEVE MILLER BAND/Cool Magic
 19 LINDA RUNSTADT/Get Closer
 20 DAN FOGLEBERG/Missing You
 21 SHAKATA/Night Birds
 22 EDDIE MONEY/Shakin'
 23 GLEN FREY/The One You Love
 24 TALK TALK/Talk Talk
 25 JACKSON/MCCARTNEY/The Girl Is Mine
 26 WEATHER GIRLS/It's Raining Men
 27 SCANDAL/Goodbye To You
 28 PAT BENATAR/Shadows Of The Night
 29 BILLY JOEL/Pressure
 30 LUTHER VANDROSS/By Your Side/Having A Part

ADDS 34, 35
 J. GEILS BAND/I Do
 MEN AT WORK/Be Good Johnny

Q105 Tampa

PD: Scott Shannon
MD: Pat McKay

H 1 1 LIONEL RICHIE/Truly
 2 TONI BASIL/Mickey
 3 COCKER & WARNES/Up Where We Belong
 4 STRAY CATS/Rock This Town
 5 HALL & GATES/Menester
 6 DIANNE RUSSELL/Sexual Healing
 7 LAURA BRANIGAN/Gloria
 8 MEN AT WORK/Who Can It Be Now?
 9 ONJ/Heart Attack
 10 AMERICA/You Can Do Magic
 11 DIANNE RUSSELL/Sexual Healing
 12 PAT BENATAR/Shadows Of The Night
 13 HALL & GATES/Menester
 14 GLEN FREY/The One You Love
 15 DONALD FAGEN/I.G.Y. (What A Beautiful
 16 SLYVIA/Nobody
 17 DIANNE RUSSELL/Sexual Healing
 18 KUGL & THE GANG/Let's Go Dancin' (Too
 19 PATTY AUSTIN/Baby, Come To Me
 20 CSN/Southern Cross
 21 STRAY CATS/Rock This Town
 22 JOE JACKSON/Steppin' Out
 23 TIMOTHY B. SCHMIT/So Much In Love
 24 MEN AT WORK/Down Under
 25 SUPERTRAMP/It's Raining Again
 26 ADAM ANT/Goody Two Shoes
 27 DIANNE RUSSELL/Sexual Healing
 28 CLASH/Rock The Casbah
 29 J. GEILS BAND/I Do

ADDS 27, 28, 29

94-Q Atlanta

PD: Jim Morrison
MD: Jeff McCartney

H 1 1 LIONEL RICHIE/Truly
 2 DON HENLEY/Dirty Laundry
 3 STRAY CATS/Rock This Town
 4 HALL & GATES/Menester
 5 DIANNE RUSSELL/Sexual Healing
 6 LAURA BRANIGAN/Gloria
 7 DONALD FAGEN/I.G.Y. (What A Beautiful
 8 CSN/Southern Cross
 9 MEN AT WORK/Down Under
 10 COCKER & WARNES/Up Where We Belong
 11 CHICAGO/Love Me Tomorrow
 12 SLYVIA/Nobody
 13 DIANNE RUSSELL/Sexual Healing
 14 JOE JACKSON/Steppin' Out
 15 MARVIN GAYE/Sexual Healing
 16 PATTY AUSTIN/Baby, Come To Me
 17 DAN FOGLEBERG/Missing You
 18 SUPERTRAMP/It's Raining Again
 19 JEFFREY OSBORNE/On The Wings Of Love
 20 JACKSON/MCCARTNEY/The Girl Is Mine
 21 BILLY JOEL/Pressure
 22 PAT BENATAR/Shadows Of The Night
 23 DIANNE RUSSELL/Sexual Healing
 24 FLEETWOOD MAC/Gypsy
 25 POINTER SISTERS/I'm So Excited
 26 CLASH/Rock The Casbah
 27 JEFFERSON STARSHIP/Be My Lady
 28 KIM CARNES/Does It Make You Here
 29 SUPERTRAMP/It's Raining Again
 30 JOHN COUGAR/Hand To Hold On

ADDS JUDAS PRIEST/You've Got Another
 CHILLI WACK/Matcha Gonno Do

96 KX Pittsburgh

OM: Bobby Christian
MD: Terry Caywood

H 1 1 DAN FOGLEBERG/Missing You
 2 CSN/Southern Cross
 3 PHIL COLLINS/You Can't Hurry Love
 4 STEEL BREEZE/You Don't Want Me Any
 5 KANSAS/Chasing Shadows
 6 SANTANA/Where To Run
 7 SUPERTRAMP/It's Raining Again
 8 PHIL COLLINS/You Can't Hurry Love
 9 CHICAGO/Love Me Tomorrow
 10 DONNIE IRIS/Just Another Day
 11 PAT BENATAR/Shadows Of The Night
 12 AMERICA/You Can Do Magic
 13 HALL & GATES/Menester
 14 JOE JACKSON/Steppin' Out
 15 LOGGINS & PERRY/Don't Fight It
 16 BILLY JOEL/Pressure
 17 JEFFERSON STARSHIP/Be My Lady
 18 DON HENLEY/No Body's Business
 19 SANTANA/Where To Run
 20 ROD STEWART/Guess I'll Always...
 21 JACKSON/MCCARTNEY/The Girl Is Mine
 22 SAGA/On The Loose
 23 MEN AT WORK/Who Can It Be Now?
 24 WAKES PRESS/You've Got Another...
 25 TALK TALK/Talk Talk
 26 CHILLI WACK/Matcha Gonno Do
 27 DON HENLEY/Dirty Laundry
 28 CHILLI WACK/Matcha Gonno Do
 29 STEVE WINWOOD/Valerie
 30 MISSING PERSUNS/Space Age Love Song
 31 A FLOCK OF SEAGULS/Space Age Love Song
 32 NEARY PAUL/Heart Of The Night
 33 FLEETWOOD MAC/Love In Store
 34 HENRY ROLLINS/Heart Of The Night
 35 JEFFERSON STARSHIP/Windos Of Change
 36 CHICAGO/Love Me Tomorrow
 37 MEN AT WORK/Down Under
 38 EDDIE MONEY/Shakin'
 39 KIM CARNES/Does It Make You Here
 40 KENNY LOGGINS/Heart To Heart

ADDS 36, 40
 DONALD FAGEN/I.G.Y. (What A Beautiful
 SPEEDWAGON/You're The Only One
 ROBERT PLANT/Pledge Pin
 SUPERTRAMP/Waiting So Long

WBEN-FM Buffalo

PD: Bob Wood
MD: Roger Christian

H 1 1 LIONEL RICHIE/Truly
 2 MARVIN GAYE/Sexual Healing
 3 COCKER & WARNES/Up Where We Belong
 4 DIANNE RUSSELL/Sexual Healing
 5 DON HENLEY/Dirty Laundry
 6 JACKSON/MCCARTNEY/The Girl Is Mine
 7 SLYVIA/Nobody
 8 SUPERTRAMP/It's Raining Again
 9 LUGGINS & PERRY/Don't Fight It
 10 BILLY JOEL/Pressure
 11 STRAY CATS/Rock This Town
 12 TONI BASIL/Mickey
 13 LINDA RUNSTADT/Get Closer
 14 DAN FOGLEBERG/Missing You
 15 CSN/Southern Cross
 16 PATTY AUSTIN/Baby, Come To Me
 17 BILLY JOEL/Pressure
 18 JOHN COUGAR/Hand To Hold On
 19 KUGL & THE GANG/Let's Go Dancin' (Too
 20 GLEN FREY/The One You Love
 21 DAN FOGLEBERG/Missing You
 22 CHILLI WACK/Matcha Gonno Do
 23 ABC/The Look Of Love/Part
 24 JEFFERSON STARSHIP/Be My Lady
 25 KIM CARNES/Does It Make You Here
 26 CHICAGO/Love Me Tomorrow
 27 J. GEILS BAND/I Do
 28 LRB/The Other Guy
 29 JIMMY MITCHELL/You're So Square/Be
 30 AMERICA/Right Before Your Eye

ADDS 36
 KENNY LOGGINS/Heart To Heart
 FLEETWOOD MAC/Love In Store

WBZZ Pittsburgh

PD: Steve Kingston
MD: Chuck Tyler

H 2 1 LIONEL RICHIE/Truly
 2 COCKER & WARNES/Up Where We Belong
 3 HALL & GATES/Menester
 4 TONI BASIL/Mickey
 5 GLEN FREY/The One You Love
 6 DON HENLEY/Dirty Laundry
 7 DIANNE RUSSELL/Sexual Healing
 8 CSN/Southern Cross
 9 A FLOCK OF SEAGULS/Space Age Love Song
 10 DONALD FAGEN/I.G.Y. (What A Beautiful
 11 EVELYN KING/Love Come Down
 12 CLASH/Rock The Casbah
 13 NEIL DIAMOND/Heartlight
 14 ARETHA FRANKLIN/Jump To It
 15 LINDA RUNSTADT/Get Closer
 16 CHICAGO/Love Me Tomorrow
 17 STEEL BREEZE/You Don't Want Me Any
 18 SUPERTRAMP/It's Raining Again
 19 JOE JACKSON/Steppin' Out
 20 KUGL & THE GANG/Let's Go Dancin' (Too
 21 PAT BENATAR/Shadows Of The Night
 22 BILLY JOEL/Pressure
 23 JACKSON/MCCARTNEY/The Girl Is Mine
 24 STRAY CATS/Rock This Town
 25 DAN FOGLEBERG/Missing You
 26 CLASH/Rock The Casbah
 27 JEFFERSON STARSHIP/Be My Lady
 28 PHIL COLLINS/You Can't Hurry Love
 29 UNJ/Heart Attack
 30 DIANNE RUSSELL/Sexual Healing

ADDS TOM PETTY/You Got Lucky
 JEFFREY OSBORNE/On The Wings Of Love
 ADAM ANT/Goody Two Shoes

Hot 100 WCAU Philadelphia

PD: Scott Walker
Music Coord.: Glenn Kalina

H 1 1 LIONEL RICHIE/Truly
 2 TONI BASIL/Mickey
 3 COCKER & WARNES/Up Where We Belong
 4 CLASH/Rock The Casbah
 5 DONNA SUMMER/State of Independence
 6 NEIL DIAMOND/Heartlight
 7 JOE JACKSON/Steppin' Out
 8 SLYVIA/Nobody
 9 MEN AT WORK/Who Can It Be Now?
 10 COCKER & WARNES/Up Where We Belong
 11 DIANNE RUSSELL/Sexual Healing
 12 JACKSON/MCCARTNEY/The Girl Is Mine
 13 SLYVIA/Nobody
 14 MARVIN GAYE/Sexual Healing
 15 POINTER SISTERS/I'm So Excited
 16 ABC/The Look Of Love/Part
 17 DAN FOGLEBERG/Missing You
 18 LINDA RUNSTADT/Get Closer
 19 FLEETWOOD MAC/Gypsy
 20 DONALD FAGEN/I.G.Y. (What A Beautiful
 21 KUGL & THE GANG/Let's Go Dancin' (Too
 22 JEFFREY OSBORNE/On The Wings Of Love
 23 SUPERTRAMP/It's Raining Again
 24 DON HENLEY/Dirty Laundry
 25 MISSING PERSUNS/Destination Unknown
 26 BILLY JOEL/Pressure
 27 JACKSON/MCCARTNEY/The Girl Is Mine
 28 STRAY CATS/Rock This Town
 29 DAN FOGLEBERG/Missing You
 30 CLASH/Rock The Casbah
 31 JEFFERSON STARSHIP/Be My Lady
 32 PHIL COLLINS/You Can't Hurry Love
 33 MICHAEL McDONALD/I Gotta Try
 34 ADAM ANT/Goody Two Shoes
 35 CHARLIE & WANDA/Used To Be
 36 HARLEQUIN/Dia It For Love
 37 TOM PETTY/You Got Lucky
 38 CHARLIE & WANDA/Used To Be
 39 MEN AT WORK/Down Under
 40 PETER GABRIEL/Shock The Monkey

ADDS PHIL COLLINS/You Can't Hurry Love
 MICHAEL McDONALD/I Gotta Try
 ADAM ANT/Goody Two Shoes
 JUDAS PRIEST/You've Got Another...
 JAMES & GUY/After I'm Gone
 ROBERT PLANT/Pledge Pin
 SANTANA/Where To Run
 GULDEN EARRING/Tellin' Zone
 TAVARES/A Penny For Your Thou
 GEORGE HARRISON/wake Up My Love
 TOM PETTY/You Got Lucky
 JONI MITCHELL/You're So Square/Be
 J. GEILS BAND/I Do
 LRB/The Other Guy
 BILLY JOEL/Pressure
 MOTELS/Forever Mine
 STEVE WINWOOD/Valerie
 CHILLI WACK/Matcha Gonno Do

Z-93 Atlanta

PD: John Young
MD: Chris Thomas

H 2 1 LIONEL RICHIE/Truly
 6 2 CSN/Southern Cross
 5 3 STRAY CATS/Rock This Town
 4 4 COCKER & WARNES/Up Where We Belong
 7 5 DIANNE RUSSELL/Sexual Healing
 10 6 HALL & GATES/Menester
 12 7 DON HENLEY/Dirty Laundry
 8 8 CHICAGO/Love Me Tomorrow
 9 9 DONALD FAGEN/I.G.Y. (What A Beautiful
 14 10 TONI BASIL/Mickey
 4 11 LAURA BRANIGAN/Gloria
 15 12 DAN FOGLEBERG/Missing You
 3 13 JOE JACKSON/Steppin' Out
 16 14 MARVIN GAYE/Sexual Healing
 11 15 FLEETWOOD MAC/Gypsy
 17 16 TOM PETTY/You Got Lucky
 18 17 JEFFERSON STARSHIP/Be My Lady
 19 18 SUPERTRAMP/It's Raining Again
 20 19 ABC/The Look Of Love/Part
 24 20 PAT BENATAR/Shadows Of The Night
 25 21 KIM CARNES/Does It Make You Here
 22 22 MEN AT WORK/Down Under
 23 23 JACKSON/MCCARTNEY/The Girl Is Mine
 26 24 JEFFREY OSBORNE/On The Wings Of Love
 27 25 MOVING PICTURES/What About Me
 28 26 PATTY AUSTIN/Baby, Come To Me
 29 27 SUPERTRAMP/It's Raining Again
 30 28 ADAM ANT/Goody Two Shoes
 31 29 DIANNE RUSSELL/Sexual Healing
 32 30 CLASH/Rock The Casbah
 33 31 J. GEILS BAND/I Do

ADDS JUDAS PRIEST/You've Got Another
 CHILLI WACK/Matcha Gonno Do

100 Miami

PD: Bill Tanner
MD: Colleen Cassidy

H 1 1 LIONEL RICHIE/Truly
 2 COCKER & WARNES/Up Where We Belong
 3 STRAY CATS/Rock This Town
 4 CLASH/Rock The Casbah
 5 NEIL DIAMOND/Heartlight
 6 HALL & GATES/Menester
 7 JOE JACKSON/Steppin' Out
 8 TONI BASIL/Mickey
 9 JACKSON/MCCARTNEY/The Girl Is Mine
 10 MEN AT WORK/Who Can It Be Now?
 11 DIANNE RUSSELL/Sexual Healing
 12 PAT BENATAR/Shadows Of The Night
 13 SUPERTRAMP/It's Raining Again
 14 CHEAP TRICK/She's Tight
 15 DON HENLEY/Dirty Laundry
 16 CHICAGO/Love Me Tomorrow
 17 STRAY CATS/Rock This Town
 18 GLEN FREY/The One You Love
 19 MEN AT WORK/Down Under
 20 SANTANA/Where To Run
 21 DIANNE RUSSELL/Sexual Healing
 22 JEFFERSON STARSHIP/Be My Lady
 23 JEFFERSON STARSHIP/Windos Of Change
 24 ADAM ANT/Goody Two Shoes
 25 TOM PETTY/You Got Lucky
 26 BILLY JOEL/Pressure
 27 A FLOCK OF SEAGULS/Space Age Love Song
 28 PHIL COLLINS/You Can't Hurry Love
 29 KUGL & THE GANG/Let's Go Dancin' (Too
 30 CHILLI WACK/Matcha Gonno Do
 31 J. GEILS BAND/I Do

ADDS BILLY JOEL/Pressure
 A FLOCK OF SEAGULS/Space Age Love Song
 PHIL COLLINS/You Can't Hurry Love
 KUGL & THE GANG/Let's Go Dancin' (Too

(H) indicates one of the five "hottest" records on each Parallel One playlist.

WOL 99.1 FM
Parallel One Playlists
MIDWEST

WLS Chicago
PD: Richard Lippincott
MD: Steve Perun

Q103 FM KOAQ
RADIO Denver
PD: Jack Regan
MD: Alan Sledge

KZXP Phoenix
FM 104
PD: Randy Stewart
MD: Steve Goddard

KCNR Portland
FM 97
PD: Trevor Harker
MD: Richlynn Holdridge

94 FM WKTI Milwaukee
PD: Dallas Cole
MD: John Grant

WLS Chicago
PD: Richard Lippincott
MD: Steve Perun

Q102 Cincinnati
PD: Jim Fox
MD: Tony Galluzzo

WLS Chicago
PD: Richard Lippincott
MD: Steve Perun

WLS Chicago
PD: Richard Lippincott
MD: Steve Perun

WLS Chicago
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MD: Steve Perun

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MD: Steve Perun

WLS Chicago
PD: Richard Lippincott
MD: Steve Perun

WLS Chicago
PD: Richard Lippincott
MD: Steve Perun

(H) indicates one of the five "hottest" records on each Parallel One playlist.

KISFM Los Angeles 102.7
PD: Gerry De Francesco
MD: Mike Schaefer

690 XTRA San Diego
PD: Jeff Hunter
MD: Jim Richards

KUBE 93 FM Seattle
PD: Charlie Brown
MD: Tom Huttyler

KIQQ Los Angeles 100 FM
PD: Paula Matthews
MD: Robert Moorhead

KEAR 101 FM Los Angeles
PD: Bob Hamilton
MD: David Grossman

EAST
Most Added® Hottest
Fleetwood Mac Lionel Richie
Adam Ant Hall & Oates
Marvin Gaye Cocker & Warnes

CHR ADDS & DROPS

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

SOUTH
Most Added® Hottest
Little River Band Lionel Richie
Juice Newton Hall & Oates
Fleetwood Mac Don Henley

EAST

PARALLEL TWO

3WT/Binghamton, NY

Scott Michaels
FLEETWOOD MAC
JEFFREY OSBORNE
A FLOCK OF SEAGUL
DIRE STRAITS
Hottest:
CHICAGO 1-1
HALL & OATES 4-4
TONI BASIL 7-5
DON HENLEY 12-8
STRAY CATS 17-12

82FLY/Albany, NY

Jack Lawrence
MARVIN GAYE
J. GEILS BAND
KIM CARNES
PATTI AUSTIN
Hottest:
LAURA BRANIGAN 1-1
COCKER & WARNES 3-2
LIONEL RICHIE 10-3
TONI BASIL 20-11

K104/Erie, PA

BH Shannon
MOVING PICTURES
REO SPEEDWAGON
FLEETWOOD MAC
VANDENBERG
PATTI AUSTIN
Hottest:
PAT BENATAR 4-1
KENNY LOGGINS 10-5
TAVARES 11-8
NEIL DIAMOND 15-9
COCKER & WARNES 17-12

KC101/New Haven, CT

Danny Lyons
FLEETWOOD MAC
TAVARES
RAY PARKER JR
SPINNERS
Hottest:
LIONEL RICHIE 7-1
DONALD FAGEN 11-8
DIONNE WARWICK 15-12
SUPERTRAMP 18-13
MARVIN GAYE 24-18

Q108/York, PA

Dan Steele
AIR SUPPLY
LBB
AMERICA
ADAM ANT
Hottest:
COCKER & WARNES 1-1
LIONEL RICHIE 6-3
HALL & OATES 7-6
JACKSON/MCCARTNEY 17-8
DAN FOGELBERG 16-10

V100/Charleston, WV

Jay Jarvis
PATTI AUSTIN
TOTO
Hottest:
LIONEL RICHIE 1-1
DONALD FAGEN 6-3
JEFFREY OSBORNE 6-3
DONALD FAGEN 16-10
SHEENA EASTON 2-22

WAEB/Allentown, PA

Jeff Frank
AIR SUPPLY
BARRY MANLOW
J. GEILS BAND
STRAY CATS
MEN AT WORK
Hottest:
JEFFREY OSBORNE 2-1
LIONEL RICHIE 4-3
HALL & OATES 7-5
JACKSON/MCCARTNEY 15-11
PATTI AUSTIN 28-20

WBLI/Long Island, NY

Bill Terry
TONI BASIL (dp)
DON HENLEY
MARVIN GAYE
DAN FOGELBERG
DONALD FAGEN
Hottest:
COCKER & WARNES 1-1
NEIL DIAMOND 4-4
LIONEL RICHIE 8-4
LAURA BRANIGAN 9-6
DIANA ROSS 14-11

WHFM/Rochester, NY

Kelly McCann
BILLY JOEL
GEORGE HARRISON
JONI MITCHELL
MARVIN GAYE
ALAN PARSONS
RABBITT & GAYLE
Hottest:
LIONEL RICHIE 2-1
JOE JACKSON 3-2
STRAY CATS 9-5
ABC 13-10
TONI BASIL 22-18

WIFI/Philadelphia, PA

Laurence/McKay
PATTI AUSTIN
BILLY JOEL
CLASH
ADAM ANT
Hottest:
JEFFREY OSBORNE
MEN AT WORK
MOVING PICTURES
Hottest:
LIONEL RICHIE 2-1
HALL & OATES 19-11
ABC 27-15
AMERICA 24-18
SYLVIA 7-21

WKKE/Huntington, WV

Gary Miller
MARVIN GAYE
ADAM ANT
MICHAEL MCDONALD
TAVARES
KENNY LOGGINS
BARRY MANLOW (dp)
GO GO'S (dp)
Hottest:
LAURA BRANIGAN 2-1
LIONEL RICHIE 3-2
CHICAGO 5-4
HALL & OATES 7-5
DIANA ROSS 9-6

WKFM/Syracuse, NY

John Carucci
SAGA
ALAN PARSONS
38 SPECIAL
MICHAEL MCDONALD
SANTANA
A FLOCK OF SEAGUL
LOVERBOY
MARVIN GAYE
Hottest:
COCKER & WARNES 1-1
LIONEL RICHIE 6-2
CLASH 7-1
SUPERTRAMP 17-10
PHIL COLLINS 32-20

WKRC/FM/Wilkes-Barre

Jim Rising
KOOL & THE GANG
PATTI AUSTIN
AIR SUPPLY
BILLY JOEL
RODWAY
CULTURE CLUB
Hottest:
COCKER & WARNES 1-1
DON HENLEY 13-2
JACKSON/MCCARTNEY 79-19
TOTO 36-26
CLASH 11-8
HALL & OATES 14-9

WLAN/FM/Lancaster, PA

Dave Russell
MARVIN GAYE
KOOL & THE GANG
MICHAEL MCDONALD
MOVING PICTURES
PATTI AUSTIN
Hottest:
PAT BENATAR 4-1
KENNY ROGERS 10-5
TAVARES 11-8
NEIL DIAMOND 15-9
COCKER & WARNES 17-12

WPHD/Buttalo, NY

Moore-Piccolo
LOVERBOY
BILLY JOEL
SANTANA
RAY PARKER JR
SPINNERS
Hottest:
LIONEL RICHIE 7-1
DONALD FAGEN 11-8
DIONNE WARWICK 15-12
SUPERTRAMP 18-13
MARVIN GAYE 24-18

WPSY/Trenton, NJ

Tom Taylor
AIR SUPPLY
FLEETWOOD MAC
BILLY JOEL
Hottest:
COCKER & WARNES 1-1
LIONEL RICHIE 6-3
HALL & OATES 7-6
JACKSON/MCCARTNEY 17-8
DAN FOGELBERG 16-10

WRCK/Utica, NY

Jim Reitz
FLEETWOOD MAC
ADAM ANT
GOLDEN FARRING
LOVERBOY
MISSING PERSONS
Hottest:
HALL & OATES 4-1
STRAY CATS 7-5
PAT BENATAR 3-2
MEN AT WORK 14-5
SUPERTRAMP 16-9
TOM PETTY 18-13

WSPK/Poughkeepsie, NY

Jim Simonetti
REO SPEEDWAGON
GEORGE HARRISON
38 SPECIAL
Hottest:
LIONEL RICHIE 10-1
DIANA ROSS 9-4
ABC 20-14
CLASH 21-16
DONALD FAGEN 25-19

WTIC-FM/Hartford, CT

Mike West
JEFFREY OSBORNE
CHILLWACK
FLEETWOOD MAC
Hottest:
COCKER & WARNES 1-1
MARVIN GAYE 10-5
JACKSON/MCCARTNEY 16-9
PATTI AUSTIN 20-10
MEN AT WORK 24-18

WTRV/Albany, NY

Bill Cahill
ADAM ANT
LBB
Hottest:
COCKER & WARNES 1-1
DONALD FAGEN 9-6
DAN FOGELBERG 11-8
HALL & OATES 14-9

WYGY/Bangor, ME

Jim Randall
ADAM ANT
CULTURE CLUB
J. GEILS BAND
GOLDEN FARRING
SCANDAL
Hottest:
ABC 3-1
DIANA ROSS 6-4
LIONEL RICHIE 9-5
TAVARES 12-6
HALL & OATES 17-9

WHEB/Portsmouth, NH

Rick Bean
J. GEILS BAND
AIR SUPPLY
LBB
RABBITT & GAYLE
PHIL COLLINS
Hottest:
COCKER & WARNES 3-1
CHICAGO 7-2
DONALD FAGEN 9-6
DAN FOGELBERG 11-8
HALL & OATES 14-9

WYCR/Hanover, York, PA

J.J. Randolph
PATTI AUSTIN
BILLY JOEL
CLASH
ADAM ANT
Hottest:
NEIL DIAMOND 4-1
BILLY SOUIER 6-3
DON HENLEY 9-5
LIONEL RICHIE 14-10
SUPERTRAMP 18-15

WIKZ/Chambersburg, PA

Williams/Scott
J. GEILS BAND
MARVIN GAYE
BILLY JOEL
FLEETWOOD MAC
PETER GABRIEL
Hottest:
LIONEL RICHIE 1-1
DIANA ROSS 14-8
DON HENLEY 19-14
ABC 6-5

WROR/Boston, MA

Gary Berkowitz
Hottest:
COCKER & WARNES 1-1
LIONEL RICHIE 2-2
LAURA BRANIGAN 3-3
DIONNE WARWICK 8-4
ABC 6-5

PARALLEL THREE

96XLI/Parkersburg, WV
Paul DeMille
PATTI AUSTIN
MOVING PICTURES
Hottest:
RABBITT & GAYLE 1-1
LIONEL RICHIE 7-3
STRAY CATS 13-6
TAVARES 20-8
AIR SUPPLY 24-9

OK100/Ithaca, NY

Denny Alexander
BARRY MANLOW
AIR SUPPLY
MOVING PICTURES
FLEETWOOD MAC
ALAN PARSONS
JUICE NEWTON
38 SPECIAL
Hottest:
COCKER & WARNES 1-1
LIONEL RICHIE 7-2
SUPERTRAMP 18-10
JACKSON/MCCARTNEY 25-16
DIONNE WARWICK 23-17

WACZ/Bangor, ME

Michael O'Hara
A FLOCK OF SEAGUL
FLEETWOOD MAC
ALAN PARSONS
MOTELS
Hottest:
COCKER & WARNES 3-1
PAT BENATAR 27-17
JACKSON/MCCARTNEY 79-19
TOTO 36-26
CLASH 11-8
PATTI AUSTIN 38-27

WCIR/Beckley, WV

Jim Martin
TAVARES
BILLY JOEL
PRETENDERS
Hottest:
JENN FRY 2-1
ALL & OATES 4-3
JILLY SOUIER 6-4
DON HENLEY 9-6
STRAY CATS 14-10

WSQV/Williamsport, PA

Frank Bell
LBB
BILLY JOEL
PRETENDERS
Hottest:
JENN FRY 2-1
ALL & OATES 4-3
JILLY SOUIER 6-4
DON HENLEY 9-6
STRAY CATS 14-10

WTSN/Dover, NH

Jim Sebastian
MARVIN GAYE
FLEETWOOD MAC
PATTI AUSTIN
Hottest:
LIONEL RICHIE 4-1
NEIL DIAMOND 5-2
HALL & OATES 7-3
COCKER & WARNES 12-4
TONI BASIL 11-7

WZYU/Fredrick, ND

Kemoabi Joe
PRETENDERS
FLEETWOOD MAC
JONI MITCHELL
GEORGE HARRISON
ADAM ANT
Hottest:
TONI BASIL 2-1
HALL & OATES 12-4
DON HENLEY 17-10
CHILLWACK 20-17
STRAY CATS 23-19

WFBG/Altoona, PA

Tony Booth
ADAM ANT
PETER GABRIEL
AIR SUPPLY
GOLDEN FARRING
JONI MITCHELL
KOOL & THE GANG
Hottest:
TONI BASIL 1-1
DONALD FAGEN 10-4
STRAY CATS 11-10
SUPERTRAMP 16-13

WFEA/Manchester, NH

Rick Ryder
FLEETWOOD MAC
GOLDEN FARRING
LOVERBOY
DONALD FAGEN
MISSING PERSONS
Hottest:
HALL & OATES 4-1
STRAY CATS 7-5
PAT BENATAR 3-2
MEN AT WORK 14-5
SUPERTRAMP 16-9
TOM PETTY 18-13

WSPK/Poughkeepsie, NY

Jim Simonetti
REO SPEEDWAGON
GEORGE HARRISON
38 SPECIAL
Hottest:
LIONEL RICHIE 10-1
DIANA ROSS 9-4
ABC 20-14
CLASH 21-16
DONALD FAGEN 25-19

WYGY/Bangor, ME

Jim Randall
ADAM ANT
CULTURE CLUB
J. GEILS BAND
GOLDEN FARRING
SCANDAL
Hottest:
ABC 3-1
DIANA ROSS 6-4
LIONEL RICHIE 9-5
TAVARES 12-6
HALL & OATES 17-9

WHEB/Portsmouth, NH

Rick Bean
J. GEILS BAND
AIR SUPPLY
LBB
RABBITT & GAYLE
PHIL COLLINS
Hottest:
COCKER & WARNES 3-1
CHICAGO 7-2
DONALD FAGEN 9-6
DAN FOGELBERG 11-8
HALL & OATES 14-9

WYCR/Hanover, York, PA

J.J. Randolph
PATTI AUSTIN
BILLY JOEL
CLASH
ADAM ANT
Hottest:
NEIL DIAMOND 4-1
BILLY SOUIER 6-3
DON HENLEY 9-5
LIONEL RICHIE 14-10
SUPERTRAMP 18-15

WIKZ/Chambersburg, PA

Williams/Scott
J. GEILS BAND
MARVIN GAYE
BILLY JOEL
FLEETWOOD MAC
PETER GABRIEL
Hottest:
LIONEL RICHIE 1-1
DIANA ROSS 14-8
DON HENLEY 19-14
ABC 6-5

WROR/Boston, MA

Gary Berkowitz
Hottest:
COCKER & WARNES 1-1
LIONEL RICHIE 2-2
LAURA BRANIGAN 3-3
DIONNE WARWICK 8-4
ABC 6-5

WKHI/Ocean City, MD

Jack Gillen
BILLY JOEL
MOVING PICTURES
LBB
FLEETWOOD MAC
ALAN PARSONS
JUICE NEWTON
38 SPECIAL
Hottest:
COCKER & WARNES 1-1
LIONEL RICHIE 7-2
SUPERTRAMP 18-10
JACKSON/MCCARTNEY 25-16
DIONNE WARWICK 23-17

WOMP/FM/Baltimore, OH

McKenzie
ELTON JOHN
MOVING PICTURES
KENNY LOGGINS
REO SPEEDWAGON
FLEETWOOD MAC
MICHAEL MCDONALD
Hottest:
HALL & OATES 12-1
LIONEL RICHIE 21-2
DON HENLEY 15-7
CHILLWACK 17-8
ABC 25-11

WKHF/Austin, TX

Ed Volkman
KENNY LOGGINS
RABBITT & GAYLE
PAULI SIMONE
EDDIE MONEY
A FLOCK OF SEAGUL
TAVARES
Hottest:
LIONEL RICHIE 1-1
SUPERTRAMP 9-6
MEN AT WORK 14-7
BILLY SOUIER 12-8
TOTO 18-9

WTSN/Dover, NH

Jim Sebastian
MARVIN GAYE
FLEETWOOD MAC
PATTI AUSTIN
Hottest:
LIONEL RICHIE 4-1
NEIL DIAMOND 5-2
HALL & OATES 7-3
COCKER & WARNES 12-4
TONI BASIL 11-7

WZYU/Fredrick, ND

Kemoabi Joe
PRETENDERS
FLEETWOOD MAC
JONI MITCHELL
GEORGE HARRISON
ADAM ANT
Hottest:
TONI BASIL 2-1
HALL & OATES 12-4
DON HENLEY 17-10
CHILLWACK 20-17
STRAY CATS 23-19

WFBG/Altoona, PA

Tony Booth
ADAM ANT
PETER GABRIEL
AIR SUPPLY
GOLDEN FARRING
JONI MITCHELL
KOOL & THE GANG
Hottest:
TONI BASIL 1-1
DONALD FAGEN 10-4
STRAY CATS 11-10
SUPERTRAMP 16-13

WFEA/Manchester, NH

Rick Ryder
FLEETWOOD MAC
GOLDEN FARRING
LOVERBOY
DONALD FAGEN
MISSING PERSONS
Hottest:
HALL & OATES 4-1
STRAY CATS 7-5
PAT BENATAR 3-2
MEN AT WORK 14-5
SUPERTRAMP 16-9
TOM PETTY 18-13

WSPK/Poughkeepsie, NY

Jim Simonetti
REO SPEEDWAGON
GEORGE HARRISON
38 SPECIAL
Hottest:
LIONEL RICHIE 10-1
DIANA ROSS 9-4
ABC 20-14
CLASH 21-16
DONALD FAGEN 25-19

WYGY/Bangor, ME

Jim Randall
ADAM ANT
CULTURE CLUB
J. GEILS BAND
GOLDEN FARRING
SCANDAL
Hottest:
ABC 3-1
DIANA ROSS 6-4
LIONEL RICHIE 9-5
TAVARES 12-6
HALL & OATES 17-9

WHEB/Portsmouth, NH

Rick Bean
J. GEILS BAND
AIR SUPPLY
LBB
RABBITT & GAYLE
PHIL COLLINS
Hottest:
COCKER & WARNES 3-1
CHICAGO 7-2
DONALD FAGEN 9-6
DAN FOGELBERG 11-8
HALL & OATES 14-9

WYCR/Hanover, York, PA

J.J. Randolph
PATTI AUSTIN
BILLY JOEL
CLASH
ADAM ANT
Hottest:
NEIL DIAMOND 4-1
BILLY SOUIER 6-3
DON HENLEY 9-5
LIONEL RICHIE 14-10
SUPERTRAMP 18-15

WIKZ/Chambersburg, PA

Williams/Scott
J. GEILS BAND
MARVIN GAYE
BILLY JOEL
FLEETWOOD MAC
PETER GABRIEL
Hottest:
LIONEL RICHIE 1-1
DIANA ROSS 14-8
DON HENLEY 19-14
ABC 6-5

WROR/Boston, MA

Gary Berkowitz
Hottest:
COCKER & WARNES 1-1
LIONEL RICHIE 2-2
LAURA BRANIGAN 3-3
DIONNE WARWICK 8-4
ABC 6-5

PARALLEL TWO

79Q/Houston, TX
Lander Hamilton
KIM CARNES
CULTURE CLUB
EDDIE MONEY
PHIL COLLINS
TOTO
Hottest:
TONI BASIL 1-1
MARVIN GAYE 13-7
JACKSON/MCCARTNEY 23-1
BILLY SOUIER 27-17
MEN AT WORK 29-19

94TYX/Jackson, MS

Jim Chick
CHARLENE & WONDER
Hottest:
COCKER & WARNES 1-1
MARVIN GAYE 4-4
LIONEL RICHIE 6-6
PAT LARRY'S BAND 8-8
JEFFREY OSBORNE 19-19

B97/New Orleans, LA

Bazoo-Lousteau
MEN AT WORK
KOOL & THE GANG
TAVARES
MOVING PICTURES
PAT BENATAR
Hottest:
TONI BASIL 2-1
MARVIN GAYE 8-4
DIONNE WARWICK 15-11
PATTI AUSTIN 28-20
DON HENLEY 27-21

BJ106/Oriando, FL

Gary Mitchell
ABC
J. GEILS BAND
FLEETWOOD MAC
Hottest:
COCKER & WARNES 1-1
HALL & OATES 13-7
DAN FOGELBERG 14-9
SUPERTRAMP 20-13
JACKSON/MCCARTNEY 71-14

CK101/Cocoa Beach, FL

Mike Lowe
PHIL COLLINS
LBB
JUICE NEWTON
KENNY LOGGINS
SAGA
PAT TRAVERS
Hottest:
LIONEL RICHIE 2-1
CS&N 16-11
CLASH 18-15
MEN AT WORK 33-19
JACKSON/MCCARTNEY 25-20

FM100/Memphis, TN

Garry Wall
LEE RITENOUR
JIMMY GRIFIN
FLEETWOOD MAC
BARRY MANLOW
Hottest:
CHICAGO 3-2
DONALD FAGEN 4-3
DIONNE WARWICK 7-6
MOVING PICTURES 14-7

WJBO/Portland, ME

Paul Connors
MARVIN GAYE
CLASH
EVELYN KING
GOLDEN FARRING
RODWAY
PATTI AUSTIN
SANTANA
ADAM ANT
Hottest:
COCKER & WARNES 1-1
LIONEL RICHIE 6-2
HALL & OATES 9-5
SUPERTRAMP 19-15
DON HENLEY 30-22

PARALLEL THREE

96XLI/Parkersburg, WV
Paul DeMille
PATTI AUSTIN
MOVING PICTURES
Hottest:
RABBITT & GAYLE 1-1
LIONEL RICHIE 7-3
STRAY CATS 13-6
TAVARES 20-8
AIR SUPPLY 24-9

PARALLEL TWO

79Q/Houston, TX
Lander Hamilton
KIM CARNES
CULTURE CLUB
EDDIE MONEY
PHIL COLLINS
TOTO
Hottest:
TONI BASIL 1-1
MARVIN GAYE 13-7
JACKSON/MCCARTNEY 23-1
BILLY SOUIER 27-17
MEN AT WORK 29-19

94TYX/Jackson, MS

Jim Chick
CHARLENE & WONDER
Hottest:
COCKER & WARNES 1-1
MARVIN GAYE 4-4
LIONEL RICHIE 6-6
PAT LARRY'S BAND 8-8
JEFFREY OSBORNE 19-19

B97/New Orleans, LA

Bazoo-Lousteau
MEN AT WORK
KOOL & THE GANG
TAVARES
MOVING PICTURES
PAT BENATAR
Hottest:
TONI BASIL 2-1
MARVIN GAYE 8-4
DIONNE WARWICK 15-11
PATTI AUSTIN 28-20
DON HENLEY 27-21

BJ106/Oriando, FL

Gary Mitchell
ABC
J. GEILS BAND
FLEETWOOD MAC
Hottest:
COCKER & WARNES 1-1
HALL & OATES 13-7
DAN FOGELBERG 14-9
SUPERTRAMP 20-13
JACKSON/MCCARTNEY 71-14

CK101/Cocoa Beach, FL

Mike Lowe
PHIL COLLINS
LBB
JUICE NEWTON
KENNY LOGGINS
SAGA
PAT TRAVERS
Hottest:
LIONEL RICHIE 2-1
CS&N 16-11
CLASH 18-15
MEN AT WORK 33-19
JACKSON/MCCARTNEY 25-20

FM100/Memphis, TN

Garry Wall
LEE RITENOUR
JIMMY GRIFIN
FLEETWOOD MAC
BARRY MANLOW
Hottest:
CHICAGO 3-2
DONALD FAGEN 4-3
DIONNE WARWICK 7-6
MOVING PICTURES 14-7

WJBO/Portland, ME

Paul Connors
MARVIN GAYE
CLASH
EVELYN KING
GOLDEN FARRING
RODWAY
PATTI AUSTIN
SANTANA

MIDWEST Most Added Hottest

Fleetwood Mac Austin/Ingram Little River Band Lionel Richie Hall & Oates Don Henley

CHR ADDS & HOTS

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

WEST Most Added Hottest

J. Geils Band Little River Band Fleetwood Mac Lionel Richie Hall & Oates Don Henley

MIDWEST

PARALLEL TWO

92X/Columbus, OH

Tari Nutter

JACKSON/MCCARTNEY

TOTO

Hottest:

COCKER & WARNES 1-1

LIONEL RICHIE 10-4

DONALD FAGEN 13-10

HALL & OATES 17-11

DAN FOGELBERG 21-15

KEYN-FM/Wichita, KN

Taylor/Pearman

PATTI AUSTIN

MOVING PICTURES

ALAN PARSONS

Hottest:

LIONEL RICHIE 2-1

HALL & OATES 5-2

SUPERTRAMP 11-6

DON HENLEY 16-10

STRAY CATS 19-11

KIHK/Davenport, IA

Jim O'Hara

AIR SUPPLY

BILL CONTI

FLEETWOOD MAC

TOM PETTY

JOHN COUGAR

Hottest:

COCKER & WARNES 1-1

TOTO 21-13

MEN AT WORK 24-18

MICHAEL MCDONALD 28-22

KIOA/Des Moines, IA

A.W. Pantoja

KENNY LOGGINS

KOOL & THE GANG

RONNIE MILSAP

MICHAEL MCDONALD

JUICE NEWTON

Hottest:

COCKER & WARNES 1-1

CHICAGO 5-5

LIONEL RICHIE 6-6

MOVING PICTURES 17-17

HALL & OATES 21-21

KMGK/Des Moines, IA

Michael Stone

PHIL COLLINS

BILLY JOEL

KENNY LOGGINS

ALAN PARSONS

RODWAY

Hottest:

BILLY JOEL 5-1

TONI BASIL 4-4

LINDA RONSTADT 11-6

CHICAGO 13-8

HALL & OATES 21-18

KOFM/Oklahoma City, OK

Dave Duquesne

PATTI AUSTIN

BARRY MANILOW

FLEETWOOD MAC

SHEENA EASTON

Hottest:

COCKER & WARNES 2-1

DONALD FAGEN 3-2

DIONNE WARWICK 8-3

LIONEL RICHIE 11-5

JACKSON/MCCARTNEY 15-11

KRAV/Tulsa, OK

Gary Reynolds

PATTI AUSTIN

LRB

LAURA BRANIGAN

Hottest:

LIONEL RICHIE 1-1

HALL & OATES 5-3

JOE JACKSON 9-5

DIONNE WARWICK 11-7

JACKSON/MCCARTNEY 16-9

KSTT/Davenport, IA

Bill Young

BILLY JOEL

PHIL COLLINS

BARRY MANILOW

PATTI AUSTIN

Hottest:

LIONEL RICHIE 2-1

SUPERTRAMP 16-9

LAURA BRANIGAN 17-14

JEFFERSON STARSHI 21-15

TOTO 25-18

KZ33/Peoria, IL

Edwards/Maloney

LRB

CHILLIWACK

A FLOCK OF SEAGUL

Hottest:

CHICAGO 1-1

STRAY CATS 10-6

HALL & OATES 12-7

DON HENLEY 14-10

SUPERTRAMP 20-13

U93/South Bend, IN

J.K. Dearing

HALL & OATES

Hottest:

LIONEL RICHIE 1-1

ONJ 2-7

COCKER & WARNES 3-3

CHICAGO 18-13

BILLY SQUIFR 23-14

WEBC/Duluth, MN

Pat Puchella

PATTI AUSTIN

JOHN COUGAR

J. GEILS BAND

Hottest:

LIONEL RICHIE 1-1

JOE JACKSON 3-2

HALL & OATES 7-3

DAN FOGELBERG 13-8

JEFFERSON STARSHI 16-14

WGRD/Grand Rapids, MI

J.J. Dulling

SUPERTRAMP

Hottest:

LIONEL RICHIE 5-1

HALL & OATES 7-2

DONALD FAGEN 6-5

DON HENLEY 18-6

LAURA BRANIGAN 16-7

WHOT/Youngstown, OH

Dick Thompson

PHIL COLLINS

TOM PETTY

KIM CARNES

MARVIN GAYE

Hottest:

LIONEL RICHIE 2-1

HALL & OATES 15-5

TONI BASIL 14-6

STRAY CATS 19-9

DON HENLEY 28-17

WIKS/Indianapolis, IN

Jay Stevens

MEN AT WORK

Hottest:

AMERICA 1-1

COCKER & WARNES 3-2

CS&N 5-3

GLENN FREY 7-4

SANTANA 6-5

WJZQ/Jackson, MI

Ryan-Cheeks

FRIDA

FLEETWOOD MAC

CULTURE CLUB (dp)

ALAN PARSONS (dp)

LEE RITENOUR (dp)

Hottest:

PAT BENATAR 2-1

STRAY CATS 11-3

TOM PETTY 15-10

J. GEILS BAND 16-11

MEN AT WORK 28-16

WKAU/Appleton-Oshkosh

Ross-Allen

LRB

PATTI AUSTIN

ADAM ANT (dp)

Hottest:

TONI BASIL 4-1

HALL & OATES 7-5

LIONEL RICHIE 13-6

PAT BENATAR 24-17

DON HENLEY 27-20

WKDD/Akron, OH

Matt Patrick

FLEETWOOD MAC

PRETENDERS

BILLY JOEL

MOTELS

Hottest:

CLASH 1-1

PATTI AUSTIN

Hottest:

ALDO NOVA 2-1

BILLY SQUIER 6-2

PAT BENATAR 7-3

HALL & OATES 8-4

MEN AT WORK 27-19

WKDQ/Evansville, IN

Hobbs-Payne

MEN AT WORK

RABBITT & GAYLE

FLEETWOOD MAC

J. GEILS BAND

Hottest:

LIONEL RICHIE 1-1

DONALD FAGEN 5-3

LAURA BRANIGAN 6-4

TONI BASIL 17-11

ABC 14-12

WKFR/Kalamazoo, MI

Swart-Chapman

FLEETWOOD MAC

GEORGE HARRISON

REO SPEEDWAGON

MARVIN GAYE

A FLOCK OF SEAGUL

Hottest:

COCKER & WARNES 1-1

LIONEL RICHIE 6-2

LAURA BRANIGAN 16-8

DON HENLEY 24-12

JACKSON/MCCARTNEY 25-13

WMEE/Fort Way, IN

Tony Richards

J. GEILS BAND

SAGA

JEFFREY OSBORNE

Hottest:

LIONEL RICHIE 3-1

LAURA BRANIGAN 11-5

HALL & OATES 12-6

JACKSON/MCCARTNEY 22-11

ADAM ANT 26-19

WNAM/Appleton-Oshkosh

Chris Caine

MICHAEL MCDONALD

FLEETWOOD MAC

LEE RITENOUR

TAVARES

Hottest:

J. GEILS BAND

ADAM ANT

Hottest:

LIONEL RICHIE 3-1

HALL & OATES 11-4

SUPERTRAMP 14-5

JEFFERSON STARSHI 22-17

TOTO 25-18

WNAP/Indianapolis, IN

Larry Mago

STRAY CATS

MEN AT WORK

CHILLIWACK

JEFFREY OSBORNE

Hottest:

LIONEL RICHIE 5-1

LAURA BRANIGAN 8-5

GLENN FREY 13-6

JOE JACKSON 14-8

SUPERTRAMP 17-12

WVIC/East Lansing, MI

Hayes/Gilligan

A FLOCK OF SEAGUL

MOTELS

SAGA

Hottest:

COCKER & WARNES 1-1

RUSH 5-3

CHICAGO 10-6

HALL & OATES 17-10

CLASH 27-18

WYFM/Youngstown, OH

Jeff Tobin

PAT BENATAR

Hottest:

NEIL DIAMOND 3-1

TONI BASIL 8-3

LIONEL RICHIE 11-5

LAURA BRANIGAN 10-7

JOE JACKSON 16-11

WZOK/Rockford, IL

Tim Fox

JACKSON/MCCARTNEY

TONI BASIL

TOM PETTY

Hottest:

COCKER & WARNES 2-1

DAN FOGELBERG 3-2

LAURA BRANIGAN 5-3

HALL & OATES 9-6

LIONEL RICHIE 14-8

WZZR/Grand Rapids, MI

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. This parallel may also contain some major market stations that do not qualify for parallel one status.

Parallel III: Selected stations in smaller markets that are format dominant and/or exert a significant local influence. This parallel may contain some secondary market stations that do not qualify for parallel two status.

★ DENOTES FIRST WEEK IN PARALLELS.

JOHN DOE
"Hit Song" (Anylabel)
LP: Hit Song

Regional	100/25	National	44%
Reach	33%	Summary	UP 51
E 43%		Debuts	20
M 21%		Same	4
S 56%		Down	0
W 19%		Adds	25

227 Reports
223 Last Week

(ABC continued)

WJFL 27-15	KYXX 6-9	KWTOV 21-20	WEST
WTVT 21-18	KWBH 14-13	KVVU 27-22	
WWSB 17-13	KWNO 9-13		
WXPB 13-21	KWTK 9-13		
WTOG 13-13	KWFL 9-17		
WTVT 28-23	KWTO 25-22		
WTVT 28-23	KWTO 25-22		
WTVT 28-23	KWTO 25-22		

EXAMPLE

100/25 — 100 CHR reporting stations on 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. (On to On, Add to On, 31-31, etc.)

Down 0 — Number of stations moving it down on their charts.

Adds 25 — Total number of stations adding it this week.

ADAM ANT
Goody Two Shoes (Epic)
LP: Friend Or Foe

Regional	82/32	National	36%
Reach	33%	Summary	UP 10
E 37%		Debuts	8
M 24%		Same	7
S 41%		Down	0
W 41%		Adds	37

A FLOCK OF SEAGULLS
Space Age... (Jive/Arista)
LP: A Flock Of Seagulls

Regional	76/33	National	33%
Reach	33%	Summary	UP 26
E 25%		Debuts	10
S 34%		Same	26
M 63%		Down	8
W 39%		Adds	33

WJFL 27-15
KWBH 14-13
KWNO 9-13
KWTK 9-13
KWFL 9-17
KWTO 25-22
KWTO 25-22
KWTO 25-22

WJFL 27-15
KWBH 14-13
KWNO 9-13
KWTK 9-13
KWFL 9-17
KWTO 25-22
KWTO 25-22
KWTO 25-22

WJFL 27-15
KWBH 14-13
KWNO 9-13
KWTK 9-13
KWFL 9-17
KWTO 25-22
KWTO 25-22
KWTO 25-22

WJFL 27-15
KWBH 14-13
KWNO 9-13
KWTK 9-13
KWFL 9-17
KWTO 25-22
KWTO 25-22
KWTO 25-22

WJFL 27-15
KWBH 14-13
KWNO 9-13
KWTK 9-13
KWFL 9-17
KWTO 25-22
KWTO 25-22
KWTO 25-22

WJFL 27-15
KWBH 14-13
KWNO 9-13
KWTK 9-13
KWFL 9-17
KWTO 25-22
KWTO 25-22
KWTO 25-22

ABC
The Look Of... (Mercury/PG)
LP: The Lexicon Of Love

Regional	159/4	National	70%
Reach	33%	Summary	UP 105
E 72%		Debuts	5
M 72%		Same	28
S 72%		Down	17
W 82%		Adds	4

WJFL 27-15
KWBH 14-13
KWNO 9-13
KWTK 9-13
KWFL 9-17
KWTO 25-22
KWTO 25-22
KWTO 25-22

WJFL 27-15
KWBH 14-13
KWNO 9-13
KWTK 9-13
KWFL 9-17
KWTO 25-22
KWTO 25-22
KWTO 25-22

WJFL 27-15
KWBH 14-13
KWNO 9-13
KWTK 9-13
KWFL 9-17
KWTO 25-22
KWTO 25-22
KWTO 25-22

WJFL 27-15
KWBH 14-13
KWNO 9-13
KWTK 9-13
KWFL 9-17
KWTO 25-22
KWTO 25-22
KWTO 25-22

WJFL 27-15
KWBH 14-13
KWNO 9-13
KWTK 9-13
KWFL 9-17
KWTO 25-22
KWTO 25-22
KWTO 25-22

WJFL 27-15
KWBH 14-13
KWNO 9-13
KWTK 9-13
KWFL 9-17
KWTO 25-22
KWTO 25-22
KWTO 25-22

WJFL 27-15
KWBH 14-13
KWNO 9-13
KWTK 9-13
KWFL 9-17
KWTO 25-22
KWTO 25-22
KWTO 25-22

Continued On Next Column

Continued On Next Column

(Austin w/ Ingram continued)

WJFL 27-15
KWBH 14-13
KWNO 9-13
KWTK 9-13
KWFL 9-17
KWTO 25-22
KWTO 25-22
KWTO 25-22

TONI BASIL
Mickey (Chrysalis)
LP: Word Of Mouth

Regional	155/7	National	68%
Reach	33%	Summary	UP 84
E 70%		Debuts	0
M 71%		Same	17
S 78%		Down	35
W 86%		Adds	4

WJFL 27-15
KWBH 14-13
KWNO 9-13
KWTK 9-13
KWFL 9-17
KWTO 25-22
KWTO 25-22
KWTO 25-22

WJFL 27-15
KWBH 14-13
KWNO 9-13
KWTK 9-13
KWFL 9-17
KWTO 25-22
KWTO 25-22
KWTO 25-22

WJFL 27-15
KWBH 14-13
KWNO 9-13
KWTK 9-13
KWFL 9-17
KWTO 25-22
KWTO 25-22
KWTO 25-22

WJFL 27-15
KWBH 14-13
KWNO 9-13
KWTK 9-13
KWFL 9-17
KWTO 25-22
KWTO 25-22
KWTO 25-22

WJFL 27-15
KWBH 14-13
KWNO 9-13
KWTK 9-13
KWFL 9-17
KWTO 25-22
KWTO 25-22
KWTO 25-22

WJFL 27-15
KWBH 14-13
KWNO 9-13
KWTK 9-13
KWFL 9-17
KWTO 25-22
KWTO 25-22
KWTO 25-22

WJFL 27-15
KWBH 14-13
KWNO 9-13
KWTK 9-13
KWFL 9-17
KWTO 25-22
KWTO 25-22
KWTO 25-22

Continued On Next Column

LAURA BRANIGAN
Gloria (Atlantic)
LP: Brangan

Regional	170/4	National	75%
Reach	33%	Summary	UP 94
E 70%		Debuts	0
M 71%		Same	37
S 78%		Down	35
W 86%		Adds	4

WJFL 27-15
KWBH 14-13
KWNO 9-13
KWTK 9-13
KWFL 9-17
KWTO 25-22
KWTO 25-22
KWTO 25-22

WJFL 27-15
KWBH 14-13
KWNO 9-13
KWTK 9-13
KWFL 9-17
KWTO 25-22
KWTO 25-22
KWTO 25-22

WJFL 27-15
KWBH 14-13
KWNO 9-13
KWTK 9-13
KWFL 9-17
KWTO 25-22
KWTO 25-22
KWTO 25-22

WJFL 27-15
KWBH 14-13
KWNO 9-13
KWTK 9-13
KWFL 9-17
KWTO 25-22
KWTO 25-22
KWTO 25-22

WJFL 27-15
KWBH 14-13
KWNO 9-13
KWTK 9-13
KWFL 9-17
KWTO 25-22
KWTO 25-22
KWTO 25-22

WJFL 27-15
KWBH 14-13
KWNO 9-13
KWTK 9-13
KWFL 9-17
KWTO 25-22
KWTO 25-22
KWTO 25-22

WJFL 27-15
KWBH 14-13
KWNO 9-13
KWTK 9-13
KWFL 9-17
KWTO 25-22
KWTO 25-22
KWTO 25-22

WJFL 27-15
KWBH 14-13
KWNO 9-13
KWTK 9-13
KWFL 9-17
KWTO 25-22
KWTO 25-22
KWTO 25-22

Continued On Next Column

(Charlene & Wonder continued)

WJFL 27-15
KWBH 14-13
KWNO 9-13
KWTK 9-13
KWFL 9-17
KWTO 25-22
KWTO 25-22
KWTO 25-22

CHICAGO
Love Me... (Full Moon/WB)
LP: Chicago 16

Regional	194/0	National	85%
Reach	33%	Summary	UP 83
E 85%		Debuts	0
M 86%		Same	41
S 91%		Down	68
W 87%		Adds	0

WJFL 27-15
KWBH 14-13
KWNO 9-13
KWTK 9-13
KWFL 9-17
KWTO 25-22
KWTO 25-22
KWTO 25-22

WJFL 27-15
KWBH 14-13
KWNO 9-13
KWTK 9-13
KWFL 9-17
KWTO 25-22
KWTO 25-22
KWTO 25-22

WJFL 27-15
KWBH 14-13
KWNO 9-13
KWTK 9-13
KWFL 9-17
KWTO 25-22
KWTO 25-22
KWTO 25-22

WJFL 27-15
KWBH 14-13
KWNO 9-13
KWTK 9-13
KWFL 9-17
KWTO 25-22
KWTO 25-22
KWTO 25-22

WJFL 27-15
KWBH 14-13
KWNO 9-13
KWTK 9-13
KWFL 9-17
KWTO 25-22
KWTO 25-22
KWTO 25-22

WJFL 27-15
KWBH 14-13
KWNO 9-13
KWTK 9-13
KWFL 9-17
KWTO 25-22
KWTO 25-22
KWTO 25-22

WJFL 27-15
KWBH 14-13
KWNO 9-13
KWTK 9-13
KWFL 9-17
KWTO 25-22
KWTO 25-22
KWTO 25-22

Continued On Next Column

(Clash continued)

WJFL 27-15
KWBH 14-13
KWNO 9-13
KWTK 9-13
KWFL 9-17
KWTO 25-22
KWTO 25-22
KWTO 25-22

J. COCKER & J. WARNES
Up Where... (Island/Atco)
LP: Soundtrack An Officer And A Gentleman

Regional	196/0	National	86%
Reach	33%	Summary	UP 87
E 89%		Debuts	0
M 94%		Same	67
S 94%		Down	87
W 84%		Adds	0

WJFL 27-15
KWBH 14-13
KWNO 9-13
KWTK 9-13
KWFL 9-17
KWTO 25-22
KWTO 25-22
KWTO 25-22

WJFL 27-15
KWBH 14-13
KWNO 9-13
KWTK 9-13
KWFL 9-17
KWTO 25-22
KWTO 25-22
KWTO 25-22

WJFL 27-15
KWBH 14-13
KWNO 9-13
KWTK 9-13
KWFL 9-17
KWTO 25-22
KWTO 25-22
KWTO 25-22

WJFL 27-15
KWBH 14-13
KWNO 9-13
KWTK 9-13
KWFL 9-17
KWTO 25-22
KWTO 25-22
KWTO 25-22

WJFL 27-15
KWBH 14-13
KWNO 9-13
KWTK 9-13
KWFL 9-17
KWTO 25-22
KWTO 25-22
KWTO 25-22

WJFL 27-15
KWBH 14-13
KWNO 9-13
KWTK 9-13
KWFL 9-17
KWTO 25-22
KWTO 25-22
KWTO 25-22

WJFL 27-15
KWBH 14-13
KWNO 9-13
KWTK 9-13
KWFL 9-17
KWTO 25-22
KWTO 25-22
KWTO 25-22

Continued On Next Column

✓ **ADAM ANT "Goody Two Shoes" (Epic) 82/32**
 Moves: Up 10, Debuts 16, Same 24, Down 0, Adds 32 including WCAU-FM, B94, WTRY, Q106, WKEE, KTFM, WHHY-FM, WRVQ, WNAM, KHOP, WGUY, WXLK, WGLF, WBWB, KSLY.

EDDIE RABBITT with CRYSTAL GAYLE "You And I" (Elektra) 78/11
 Moves: Up 30, Debuts 7, Same 28, Down 2, Adds 11, KIMN, Q103, WHFM, KHFI, WQID, WKDQ, WHEB, WAEV, KILE, KGHO, KTRS, CKLW 18-14, Y103 10-9, FM100 16-13, KJRB 23-20.

✓ **A FLOCK OF SEAGULLS "Space Age Love Song" (Jive/Arista) 76/33**
 Moves: Up 7, Debuts 10, Same 26, Down 0, Adds 33 including Z93, Y100, WL0L-FM, WKFM, WPHD, KYST, WRVQ, WZZR, KZ93, KKF, WACZ, 95SGF, WSPT, KRNA, KIST.

MICHAEL McDONALD "I Gotta Try" (WB) 76/17
 Moves: Up 23, Debuts 12, Same 24, Down 0, Adds 17 including WCAU-FM, KIIS-FM, KUBE, WKFM, WLAN-FM, WKEE, WSEZ, KIOA, WNAM, WOMP-FM, FM99, Q101, D93, KKAZ, KCDQ.

TAVARES "A Penny For Your Thoughts" (RCA) 73/18
 Moves: Up 30, Debuts 5, Same 14, Down 6, Adds 18 including B104, KC101, WKEE, KHFI, WJDX, WRQK, WNAM, KO93, FM102, KSKD, WCIR, FM99, WGLF, KDZA, KCDQ.

PETER GABRIEL "Shock The Monkey" (Geffen) 72/13
 Moves: Up 22, Debuts 9, Same 28, Down 0, Adds 13, JB105, XTRA, WJDX, WZYP, KRQ, WFBG, WIKZ, WQLT, WFLB, KVOL, WCIL-FM, KDZA, KTRS, CFTR 34-25; KITY 24-16.

DONNIE IRIS "Tough World" (MCA) 67/1
 Moves: Up 18, Debuts 5, Same 41, Down 2, Adds 1, 99KX 11-10, B94 27-25, WGCL on, XTRA on, Q103 on, WPST 36-32, WOKI 30-26, WSEZ 30-26, WGUY d-24, OK100 4-4, WFBG 33-30, WOMP-FM 24-20, KGHO 33-29, KCDQ 32-27.

✓ **FLEETWOOD MAC "Love In Store" (WB) 66/62**
 Moves: Up 2, Debuts 2, Same 0, Down 0, Adds 62 including WBEN-FM, KIQQ, 3WT, K104, WQUT, WJXQ, Z104, KXXX, KIDD, WIKZ, WKHI, KNOE-FM, KYTN, KDVV, KBIM.

AIR SUPPLY "Two Less Lonely People In The World" (Arista) 65/19
 Moves: Up 10, Debuts 13, Same 23, Down 0, Adds 19 including JB105, XTRA, WPST, WAEB, KTFM, KLIK, KGGI, K96, WHEB, WFBG, KILE, KSEL-FM, KDVV, KGHO, KOZE.

GEORGE HARRISON "Wake Up My Love" (Dark Horse/WB) 55/11
 Moves: Up 5, Debuts 10, Same 29, Down 0, Adds 11, WSPK, WHFM, KSET-FM, KBFM, WTIK, WQID, WKFR, OK100, WZYO, KILE, 99KX, 96KX on, WPHD 24-22, WKEE 38-33, KFMZ 24-19.

MOTELS "Forever Mine" (Capitol) 54/8
 Moves: Up 6, Debuts 4, Same 36, Down 0, Adds 8, KSET-FM, WCSC, WVIC, WKDD, KHOP, WACZ, WFEA, KBIM, KITY 38-30, WOKI d-39, WSEZ d-33, KYYX 38-37, WYKS 30-27, KFMZ 23-20.

CHARLENE & STEVIE WONDER "Used To Be" (Motown) 53/5
 Moves: Up 27, Debuts 4, Same 16, Down 1, Adds 5, WXKS-FM, WQLT, KVOL, KDVV, KTRS, KFRC 29-26, B100 d-22, WHFM 34-28, Q106 26-23, K104 31-28, KITY 37-28, WJDX 21-19, KSTT 18-16, KFI 34-30, WXLK 15-10.

SIGNIFICANT ACTION

MISSING PERSONS "Destination Unknown" (Capitol) 49/3
 Moves: Up 13, Debuts 2, Same 29, Down 2, Adds 3, KIIS-FM, KIMN, WRCK, WCAU-FM 32-29, WXKS-FM 16-13, KEGL 23-18, KIQQ 10-10, WPHD 29-27, WPST 31-27, WNOK-FM 37-32, KYYX 19-16, WGUY 23-17, WFBG 39-37, KFMZ 3-1, KCBN 17-12.

JONI MITCHELL "(You're So Square) Baby, I Don't Care" (Geffen) 48/10
 Moves: Up 6, Debuts 5, Same 27, Down 0, Adds 10, WHFM, KITY, KSET-FM, WCSC, KSKD, WFBG, WZYO, WFLB, KVOL, KRNA, WBEN-FM d-39, WPST 38-34, WABB-FM 30-28, WISE 30-27, KFMZ 21-16.

FRIDA "I Know There's Something Going On" (Atlantic) 48/5
 Moves: Up 14, Debuts 3, Same 25, Down 1, Adds 5, WNOK-FM, WJXQ, JNBO, WISE, KWTO-FM, CFTR 18-15, KEGL 30-27, WKFM 33-28, WPHD 30-23, KITY 32-23, 94TYX 7-7, WOMP-FM 27-24, KVOL 29-26, KKRC-FM 31-29.

✓ **BILLY JOEL "Allentown" (Columbia) 45/44**
 Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 44 including 96KX, 94Q, WL0L-FM, KZZP, WPHD, WKRZ-FM, WABB-FM, WZYP, WCSC, KMGK, KFI, KSKD, WKHI, 95SGF, WJAD, D93, KGHO.

ALAN PARSONS PROJECT "Psychobabble" (Arista) 44/27
 Moves: Up 0, Debuts 3, Same 14, Down 0, Adds 27 including WL0L-FM, WKFM, WABB-FM, KMGK, KEYN-FM, KBBK, KQM, WACZ, WKHI, WFLB, WBWB, KDVV, KENI, KBIM, KCDQ.

KBS SPECIAL "Chain Lightnin'" (A&M) 39/13
 Moves: Up 3, Debuts 4, Same 19, Down 0, Adds 13, WSPK, WKFM, WPHD, KSET-FM, KZZB, WSKZ, WOKI, WIGY, WKHI, WFLB, KENI, KBIM, KDZA, K104 40-36, WJXQ 30-28.

✓ **KENNY LOGGINS "Heart To Heart" (Columbia) 38/34**
 Moves: Up 0, Debuts 1, Same 3, Down 0, Adds 34 including WBEN-FM, 96KX, Z93, WL0L-FM, KEARTH, KIQQ, B100, WKEE, WABB-FM, KYNO-FM, KBBK, WOMP-FM, WAEV, KDVV, KTRS.

BARRY MANILOW "Memory" (Arista) 38/15
 Moves: Up 3, Debuts 5, Same 15, Down 0, Adds 15, Z93, WBBM-FM, WAEB, WKEE, Y103, WBBQ, FM100, WOKI, WRQK, KSTT, KOFM, OK100, WQLT, WAEV, 95SGF.

SCANDAL "Goodbye To You" (Columbia) 38/7
 Moves: Up 4, Debuts 4, Same 23, Down 0, Adds 7, Q103, KSET-FM, WSEZ, WGUY, WQLT, WPFM, D93, WXKS-FM d-27, WL0L-FM on, WPST d-40, 79Q d-30, WOKI 33-30, KYYX 30-28, WSQV 26-24, KFMZ d-23.

✓ **JUICE NEWTON "Heart Of The Night" (Capitol) 35/33**
 Moves: Up 0, Debuts 0, Same 2, Down 0, Adds 33 including Z93, 94Q, KEARTH, KIQQ, KTFM, KITY, KIOA, KJRB, OK100, WKHI, WQLT, Z102, KISR, KKLS, WSPT.

LOVERBOY "Jump" (Columbia) 29/13
 Moves: Up 1, Debuts 2, Same 13, Down 0, Adds 13, KEGL, WKFM, WPHD, WRCK, KITY, KSET-FM, WABB-FM, G100, WFLB, FM99, KNOE-FM, KYTN, KSLY, I95 d-27, WJXQ 32-30.

GOLDEN EARRING "Twilight Zone" (21/PolyGram) 28/14
 Moves: Up 1, Debuts 1, Same 12, Down 0, Adds 14, WCAU-FM, WKKS-FM, WRCK, KSET-FM, WNOK-FM, WJBO, WGUY, WERZ, WFBG, D93, KFMZ, KGHO, KBIM, KCDQ, WKRZ-FM 35-33.

SAGA "On The Loose" (Portrait/CBS) 28/8
 Moves: Up 3, Debuts 2, Same 15, Down 0, Adds 8, WKFM, KSET-FM, CK101, WANS-FM, WNOK-FM, WVIC, WMEE, WHSL, 96KX 26-22, WPHD d-29, KTFM d-25, WJXQ 6-6, KYYX 34-32, WSQV on, KFMZ 26-17.

ROBERT PLANT "Pledge Pin" (Swan Song/Atco) 28/4
 Moves: Up 4, Debuts 1, Same 19, Down 0, Adds 4, WCAU-FM, 96KX, WSEZ, WFLB, WKFM on, WRCK on, KITY 39-31, KSET-FM 18-15, WABB-FM on, WSSX on, WNOK-FM on, WKDD on, WJBO on, KFMW d-25, KFMZ 22-18.

PRINCE "1999" (WB) 28/3
 Moves: Up 12, Debuts 3, Same 10, Down 0, Adds 3, CKGM, KYNO-FM, Z102, WCAU-FM d-37, WXKS-FM 13-11, Y100 d-25, I95 26-23, WL0L-FM 22-16, KIQQ 24-21, KFRC 34-21, KITY 26-19, KX104 18-15, KFI 39-33, WGUY 27-22, WQLT 22-17.

LEE RITENOUR "Cross My Heart" (Elektra) 27/15
 Moves: Up 1, Debuts 0, Same 11, Down 0, Adds 15, KTFM, WQID, FM100, KX104, WOKI, WSFL, WCSC, WJXQ, WNAM, KFI, KHOP, KGGI, KNBQ, WFLB, KBIM.

JUDAS PRIEST "You've Got Another Thing Coming" (Columbia) 27/4
 Moves: Up 6, Debuts 0, Same 15, Down 2, Adds 4, WCAU-FM, WNOK-FM, KBBK, KSKD, KEGL 32-26, WRCK 30-26, WKRZ-FM on, KYST 31-29, KSET-FM 25-22, WSSX on, WFBG 6-6, WISE on, KISR 14-12, D93 on, KBIM 39-37.

EDDIE MONEY "Shakin'" (Columbia) 25/4
 Moves: Up 11, Debuts 3, Same 3, Down 4, Adds 4, 79Q, KZFM, KHFI, KQIZ-FM, 96KX d-39, WXKS-FM 26-21, WGCL 7-7, Q102 21-17, KYST 9-4, WSSX 24-18, WVIC 3-13, WIKS 13-11, WIGY 10-9, WERZ 35-32, WHSL 13-10.

BILL CONTI "Theme From 'Dynasty'" (Arista) 25/2
 Moves: Up 4, Debuts 7, Same 12, Down 0, Adds 2, KLIK, KDZA, KIQQ on, KC101 d-30, KITY 40-32, KROK on, WJDX 30-27, WAXY d-21, Y103 23-20, KO93 31-29, WTSN on, WFEA d-10, KILE on, KENI d-40, KSLY d-27.

AMERICA "Right Before Your Eyes" (Capitol) 21/11
 Moves: Up 1, Debuts 1, Same 8, Down 0, Adds 11, CKLW, Q106, WABB-FM, WHHY-FM, WGH, KFI, KSKD, WISE, WPFM, Q101, KISR, WBEN-FM d-40, Y103 30-27, KIOA on, KIKI on.

SANTANA "Nowhere To Run" (Columbia) 19/10
 Moves: Up 2, Debuts 1, Same 6, Down 0, Adds 10, WCAU-FM, KEGL, WKFM, KITY, KSET-FM, WOKI, WJBO, WIGY, WERZ, WFEA, 96KX 21-19, KEARTH d-30, KTFM on, KZFM on, WJXQ 31-29, KNBQ on.

TALK TALK "Talk Talk" (EMI America) 18/0
 Moves: Up 6, Debuts 3, Same 9, Down 0, Adds 0, 96KX 30-25, WXKS-FM 27-23, KEGL 9-6, WL0L-FM on, KTFM 30-26, KITY 21-14, WZZR on, WJZQ 25-23, KMGK on, KBBK on, KQMQ on, WGUY d-29, WCIL-FM d-23, KRNA on-dp, KFMZ d-25.

RODWAY "Don't Stop Trying" (Millennium/RCA) 16/12
 Moves: Up 0, Debuts 0, Same 4, Down 0, Adds 12, WXKS-FM, WL0L-FM, WKRZ-FM, WZYP, WZZR, KMGK, KYYX, WJBO, OK100, WISE, WPFM, D93, WJXQ on-dp, WKAU on, Q104 on.

DIRE STRAITS "Industrial Disease" (WB) 16/7
 Moves: Up 2, Debuts 1, Same 6, Down 0, Adds 7, CKGM, KEGL, 3WT, WOKI, 95SGF, WPFM, WBWB, CHUM 10-6, WKRZ-FM on, WSFL on, WKDD on, WZYO on, WHSL 28-23, KFMZ d-24, KCDQ on.

SIGNIFICANT ACTION

✓ **AMERICA "Right Before Your Eyes" (Capitol) 29/15**
 Rotations: Heavy 0/0, Medium 12/6, Light 16/11, Extra Adds 0, Total Adds 15, WFBG, WPRO, WVVZ, WSBA, WHHY, WSRZ, KMBZ, KUA, KSL, WEIM, WSKY, WCHV, KFOR, KBAI, KVSF. Medium: WBEN, WRIE, KEY103, WHBY, WAYV, KRKC.

✓ **RONNIE MILSAP "Inside" (RCA) 25/14**
 Rotations: Heavy 0/0, Medium 9/3, Light 16/11, Extra Adds 0, Total Adds 14, WARM98, WHB, WCCO, WSBA, WHBY, WHIO, KRNT, KMBZ, KSL, WKZE-FM, WEIM, WORG, WJBC, KSRO. Medium: WRIE, WCHV, KFOR, WJON, KFQD, KRKC.

JEFFERSON STARSHIP "Be My Lady" (RCA/Grunt) 21/3
 Rotations: Heavy 1/0, Medium 14/2, Light 6/1, Extra Adds 0, Total Adds 3, WVBF, WHEN, WNCI. Heavy: SM95. Medium: WFBG, WSRZ, WFMK, KYKY, WMHE, WKZE-FM, WSKY, WCHV, KCMQ, KFSB, KRKC, KSRO.

LEE RITENOUR "Cross My Heart" (Elektra) 20/8
 Rotations: Heavy 1/0, Medium 9/2, Light 8/4, Extra Adds 2, Total Adds 8, WFBG, WBEN, WKAZ, SM95, WNNR, WKBR, KVOX, KFSB. Heavy: WFMK. Medium: WCCO, WRVR, WQUA, WMHE, WKZE-FM, WEIM, KFOR.

ROBERTA FLACK "In The Name Of Love" (Atlantic) 17/3
 Rotations: Heavy 0/0, Medium 10/1, Light 7/2, Extra Adds 0, Total Adds 3, WISM-FM, WEIM, KFQD. Medium: WLTA, WCCO, WHHY, WHBY, WHIO, KUGN, WLVA, WORG, KFSB.

✓ **FLEETWOOD MAC "Love In Store" (WB) 14/14**
 Rotations: Heavy 0/0, Medium 7/7, Light 6/6, Extra Adds 1, Total Adds 14, WFBG, WBEN, KGW, WHHY, WSRZ, KMBZ, KYKY, WEIM, WKBR, WSKY, WCHV, KQDI, KRKC, KBAI.

CHRIS CHRISTIAN "The Last Goodbye" (Boardwalk) 14/1
 Rotations: Heavy 0/0, Medium 6/0, Light 8/1, Extra Adds 0, Total Adds 1, KMBZ. Medium: WCCO, WHBY, KUGN, WLVA, KFOR, KRKC.

LINDA RONSTADT "Get Closer" (Asylum) 14/0
 Rotations: Heavy 3/0, Medium 8/0, Light 3/0, Extra Adds 0, Total Adds 0. Heavy: WSRZ, KUDO, WEIM. Medium: KGW, WAYV, WKZE-FM, WTNV, WCHV, KCMQ, KVOX, KBAI.

✓ **JUICE NEWTON "Heart Of The Night" (Capitol) 13/12**
 Rotations: Heavy 0/0, Medium 5/4, Light 8/8, Extra Adds 0, Total Adds 12, WFBG, WLTA, KEX, WSLI, WSRZ, KMBZ, K108, WKZE-FM, WTNV, WSKY, WORG, KBAI. Medium: KFSB.

STRAY CATS "Rock This Town" (EMI America) 12/1
 Rotations: Heavy 2/0, Medium 3/0, Light 7/1, Extra Adds 0, Total Adds 1, WCHV. Heavy: KUDO, WAYV. Medium: GR55, WTNV, KCMQ.

RICK BOWLES "(Tonight I'll Be Your) Fool Again" (Polydor/PolyGram) 12/0
 Rotations: Heavy 0/0, Medium 7/0, Light 5/0, Extra Adds 0, Total Adds 0. Medium: WBT, WDEF, WLVA, WORG, KFOR, WJON, KFQD.

JOHN COUGAR "Hand To Hold On To" (Riva/PolyGram) 11/5
 Rotations: Heavy 1/1, Medium 3/1, Light 7/3, Extra Adds 0, Total Adds 5, WNCI, KYUU, WKBR, KPAT, KRKC. Medium: WHHY, KCMQ.

PATRICK WILLIAMS "Lou's Blues (Theme From 'Lou Grant') (PCM) 11/1
 Rotations: Heavy 0/0, Medium 2/0, Light 9/1, Extra Adds 0, Total Adds 1, WSLI. Medium: WSB, WDEF.

ANNE MURRAY "Somebody's Always Saying Goodbye" (Capitol) 10/1
 Rotations: Heavy 1/0, Medium 6/0, Light 3/1, Extra Adds 0, Total Adds 1, KWEB. Heavy: WCCO, WSBA, WHBY, WHBC, KRNT, KSL, WTNV.

ABC "The Look Of Love (Part One)" (Mercury/PolyGram) 9/2
 Rotations: Heavy 1/0, Medium 2/0, Light 5/1, Extra Adds 1, Total Adds 2, WKAZ, WNNR. Heavy: KCMQ. Medium: WKBR, KRKC.

STEVE WINWOOD "Valerie" (Island/WB) 9/0
 Rotations: Heavy 1/0, Medium 4/0, Light 4/0, Extra Adds 0, Total Adds 0. Heavy: KUDO. Medium: KGW, SM95, WSRZ, WKZE-FM.

BILLY JOEL "Allentown" (Columbia) 8/7
 Rotations: Heavy 0/0, Medium 2/1, Light 6/6, Extra Adds 0, Total Adds 7, KGW, KPLZ, WFMK, WKZE-FM, WCHV, KFSB, KBAI.

MARVIN GAYE "Sexual Healing" (Columbia) 8/4
 Rotations: Heavy 4/1, Medium 0/0, Light 4/3, Extra Adds 4, 55KRC, WAFB, WNCI, KCMQ. Heavy: Y106, KKUA, WAYV.

CRYSTAL GAYLE "Til I Gain Control Again" (Elektra) 8/4
 Rotations: Heavy 0/0, Medium 2/1, Light 6/3, Extra Adds 0, Total Adds 4, WLTA, WCCO, KSL, KBAI. Medium: WDEF.

DON HENLEY "Dirty Laundry" (Asylum) 8/4
 Rotations: Heavy 1/1, Medium 3/0, Light 4/3, Extra Adds 0, Total Adds 4, WHHY, WNCI, WOWO, WTNV. Medium: WTAE, WCHV, KCMQ.

KOOL & THE GANG "Let's Go Dancin' (Ooh La, La, La)" (De-Lite/PolyGram) 8/4
 Rotations: Heavy 1/0, Medium 3/1, Light 3/2, Extra Adds 1, Total Adds 4, WKAZ, WAFB, Y106, WNCI. Heavy: WFMK. Medium: WFBG, WMHE.

MOVING PICTURES "What About Me" (Network/Elektra-Asylum) 8/0
 Rotations: Heavy 4/0, Medium 2/0, Light 2/0, Extra Adds 0, Total Adds 0. Heavy: KPLZ, SM95, WFMK, WNNR. Medium: WMHE, KRNO.

JOHN DENVER "Opposite Tables" (RCA) 7/1
 Rotations: Heavy 0/0, Medium 5/0, Light 2/1, Extra Adds 0, Total Adds 1, WSLI. Medium: KEY103, WHBY, KSL, KCRG, WJON.

GORDON LIGHTFOOT "Shadows" (WB) 7/0
 Rotations: Heavy 0/0, Medium 3/0, Light 4/0, Extra Adds 0, Total Adds 0. Medium: WCCO, KEY103, KUGN.

TOM PETTY & THE HEARTBREAKERS "You Got Lucky" (Backstreet/MCA) 6/2
 Rotations: Heavy 0/0, Medium 2/1, Light 4/1, Extra Adds 0, Total Adds 2, KYUU, KCMQ. Medium: WSRZ.

CHILLIWACK "Whatcha Gonna Do" (Millennium/RCA) 6/1
 Rotations: Heavy 1/0, Medium 2/0, Light 3/1, Extra Adds 0, Total Adds 1, SM95. Heavy: WFMK. Medium: KPLZ, WMHE.

PETER McCANN "Do It Over" (Columbia) 6/1
 Rotations: Heavy 0/0, Medium 1/0, Light 5/1, Extra Adds 0, Total Adds 1, WTRX. Medium: WCCO.

POCO "Shoot For The Moon" (Atlantic) 5/3
 Rotations: Heavy 0/0, Medium 0/0, Light 5/3, Extra Adds 0, Total Adds 3, WLTA, WQUE, WISM-FM.

TONI BASIL "Mickey" (Chrysalis) 5/2
 Rotations: Heavy 2/1, Medium 2/0, Light 1/1, Extra Adds 0, Total Adds 2, WNCI, WOWO. Heavy: WAYV. Medium: WTNV, KCMQ.

DOLLY PARTON "Hard Candy Christmas" (RCA) 5/1
 Rotations: Heavy 1/0, Medium 1/0, Light 3/1, Extra Adds 0, Total Adds 1, KFQD. Heavy: WSBA. Medium: KRNT.

ELTON JOHN "Ball & Chain" (Geffen) 14/6
 Moves: Up 0, Debuts 2, Same 6, Down 0, Adds 6, CKLW, KBBQ, WOMP-FM, WFOX, WBWB, KFMZ, KIKI d-27, WJBO d-38, WACZ on, 95SGF on, WPFM on, KFVR on, KCDQ on.

FIXX "Stand Or Fall" (MCA) 13/0
 Moves: Up 5, Debuts 0, Same 6, Down 2, Adds 0, 96KX on, KITY 27-21, KSET-FM 6-5, WJXQ 33-31, WJBO on, WIGY on, WSQV on, WOMP-FM 32-31, KCBN 31-28.

ASIA "Sole Survivor" (Geffen) 13/0
 Moves: Up 7, Debuts 0, Same 6, Down 0, Adds 0, K104 19-16, KSET-FM 22-20, WJXQ 34-32, Z104 on, KQMQ on, WACZ on, OK100 32-26, WERZ on, 95XIL 33-28, WXLK on, WBWB 40-39, WCIL-FM 31-28.

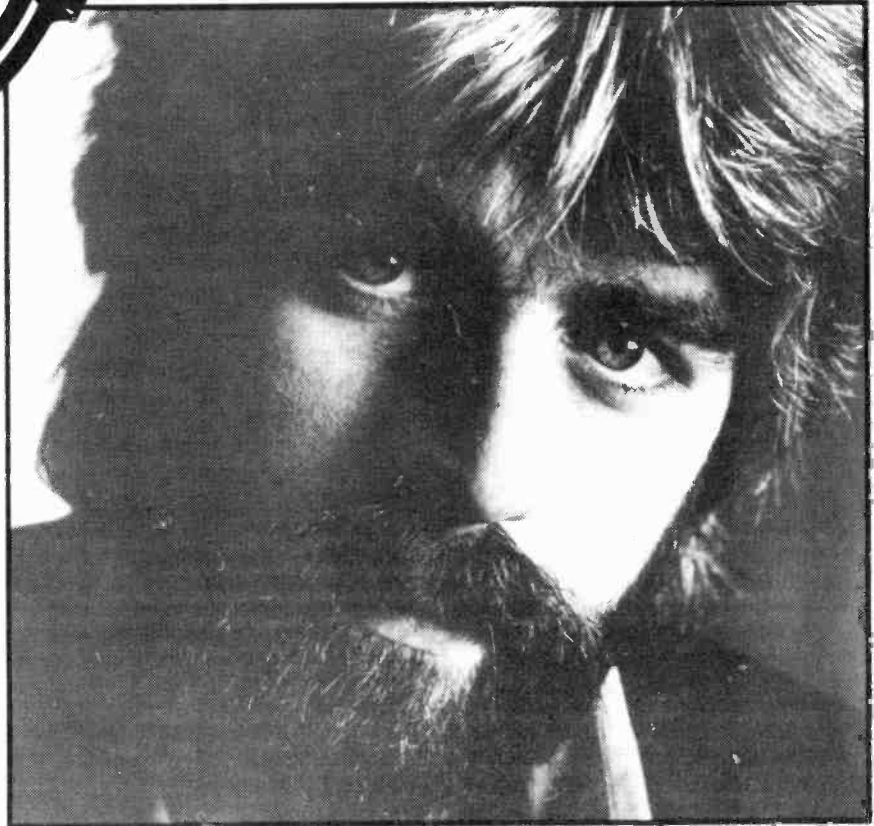
ELVIS PRESLEY "The Elvis Medley" (RCA) 12/2
 Moves: Up 3, Debuts 3, Same 4, Down 0, Adds 2, WFEA, KENI, CKLW d-25, WTRY on, KYST 39-37, WAXY d-30, KLIK 25-16, KXXX d-40, KJRB 26-25, KNBQ on, WACZ on, KFVR on.

PRETENDERS "Back On The Chain Gang" (Sire/WB) 11/8
 Moves: Up 0, Debuts 1, Same 2, Down 0, Adds 8, KEGL, WSSX, WKDD, KYYX, WSQV, WZYO, WHSL, KRNA, KIQQ d-32, WSFL on, KRQ on.

SHEENA EASTON "I Wouldn't Beg For Water" (EMI America) 10/1
 Moves: Up 5, Debuts 1, Same 3, Down 0, Adds 1, KOFM, V100 d-22, Y103 20-17, WGH 28-24, WJBO 36-34, WHEB on, WQLT 30-28, KENI on, KSLY 24-18.

LUTHER VANDROSS "Bad Boy/Having A Party" (Epic) 10/0
 Moves: Up 4, Debuts 2, Same 4, Down 0, Adds 0, WXKS-FM d-30, KIQQ 29-28, WSPK on, KC101 26-25, WTIK d-36, WSFL 40-38, WNOK-FM on, KQMQ on, Z102 26-24, 95SGF on.

MAJOR ARTISTS, MAJOR ACTION.



FLEETWOOD MAC

"Love In Store"

#1 "MOST ADDED" CHR

WBEN-FM add
96KX 38-33
KIQQ add
WRCK add
3WT add 37
WTIC-FM add 29
KC101 add
WPST add
K104 add
KYST add
WFMF add
Y103 add 29
BJ105 add
WDOQ add
WBBQ add
FM100 add
KX104 add

WQUT add
WBCY deb 16
WSFL add
WCSC add
WZZR deb 15
WJXQ add 17
WKFR add
KLIK add 28
KOFM add 28
Z104 add
WNAM add
WKDQ add
WKDD add
K093 add 26
KHOP add
KXXX add

KIDD add
KNBQ add
KIKI add
WACZ add
OK100 add
WTSN add
WERZ add
WFEA add
WIKZ add
WOMP-FM add
95XIL 34-25
WZYQ add
WKHI add
Z102 add 37
WFOX add
WJAD add

WCGQ add
WHSL add
WFLB add
FM99 add
KILE add 39
KNOE-FM add
KISR add
KYTN add
KKLS add
WSPT add
KFMZ add
KDVV add
KIST add
KCBN add
KBIM add
KCDQ add
KOZE add

MICHAEL McDONALD

"I Gotta Try"

WCAU-FM add
B104 24-23
CKGM deb 39
KIIS-FM add
KIQQ deb 40
KUBE add
WSPK on
WKFM add
KC101 29-26
WPST 33-30
WLAN-FM add
WYCR on
WKEE add
KTFM on
KZFM on
G100 31-29
Y103 27-25
WBBQ on
FM100 27-23

WQUT on
WSFL deb 40
WSEZ add
WCSC on
WNOK-FM deb 37
WGH 22-17
WRVQ deb 27
WGRD deb 25
KLIK 28-22
KIOA add
KOFM 26-22
Z104 on
WNAM add
WKDD 25-20
K093 30-28
FM102 30-25
KGGI 40-36
KJRB 27-23
KNBQ on

KRQ on
KQMQ 30-25
KIKI 29-26
WJBQ deb 39
WIGY on
WSQV on
WOMP-FM add
WCIR on
WZYQ on
WKHI 40-34
Q104 27-25
WAEV on
Z102 32-29
95SGF on
WFOX on
WJAD 33-31
WHSL deb 27
WXLK 21-18
FM99 add

WYKS add
KSEL-FM add
Q101 add
KVOL deb 28
KNOE-FM on
KISR deb 32
KKLS on
WBWB on
D93 add
99KG on
KENI on
KGHO 30-25
KCBN deb 38
KBIM on
KDZA deb 38
KTRS on
KKAZ add
KCDQ add

PRODUCED BY LINDSEY BUCKINGHAM, RICHARD DASHUT,
KEN CAILLAT, FLEETWOOD MAC.



PRODUCED BY TED TEMPLEMAN
AND LENNY WARONKER

Manufactured and Distributed by Warner Bros. Records

Contemporary Hit Radio

NATIONAL AIRPLAY/30

Adult/Contemporary

Table with 3 columns: Three Weeks, Two Weeks, Last Week. Lists songs and artists like LIONEL RICHIE, DARYL HALL & JOHN OATES, J. COCKER & J. WARNES, etc.

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FLEETWOOD MAC (62) LITTLE RIVER BAND (56) J. GEILS BAND (48)

BILLY JOEL (44) P. AUSTIN/J. INGRAM (35) KENNY LOGGINS (34)

MOST ADDED

KENNY LOGGINS (36) P. AUSTIN/J. INGRAM (27) PHIL COLLINS (25)

LITTLE RIVER BAND (20) BARRY MANILOW (17) AIR SUPPLY (16)

LIONEL RICHIE (149) HALL & OATES (108) DON HENLEY (82)

J. COCKER & J. WARNES (68) TONI BASIL (62) LAURA BRANIGAN (50)

HOTTEST

LIONEL RICHIE (98) DIONNE WARWICK (68) DAN FOGELBERG (45)

J. COCKER & J. WARNES (38) M. JACKSON/P. McCARTNEY (34) JEFFREY OSBORNE (33)

BREAKERS

J. GEILS BAND I Do (EMI America)

69% of our reporters on it. Moves: Up 5, Debuts 45, Same 59, Down 0, Adds 48 including PRO-FM, CFTR, CHUM, I95, Q105, KBEQ, KIIS-FM, KUBE, KZZP, 92FLY, WQUT, WNAM, KYYX, WGUY, KIST. See Parallels, debuts at number 29 on the CHR chart.

LITTLE RIVER BAND The Other Guy (Capitol)

61% of our reporters on it. Moves: Up 6, Debuts 35, Same 42, Down 0, Adds 56 including B104, KEGL, Z93, 94Q, CKLW, WKTI, KIIS-FM, KFRC, B100, Q103, WTRY, Q106, KZZB, WKAU, KRSP. See Parallels, will debut next week on the CHR chart.

KIM CARNES

Does It Make You Remember (EMI America)

61% of our reporters on it. Moves: Up 40, Debuts 27, Same 52, Down 0, Adds 20 including WBBM-FM, WLOL-FM, XTRA, 79Q, KR0D, WJDX, WDOQ, WHOT, KYNO-FM, FM102, KKFM, WAZY-FM, KFMW, KGHO. See Parallels, debuts at number 30 on the chart.

PATTI AUSTIN with JAMES INGRAM Baby, Come To Me (Qwest/WB)

61% of our reporters on it. Moves: Up 60, Debuts 28, Same 14, Down 1, Adds 35 including WBEN-FM, I95, KFRC, KIMN, WYCR, WKZR-FM, V100, KXX106, WBCY, KSTT, WKDD, K96, WJBO, Q104, KYTN. See Parallels, debuts at number 28 on the CHR chart.

12-34

NEW & ACTIVE

MOVING PICTURES "What About Me" (Network/Elektra-Asylum) 120/19 Moves: Up 44, Debuts 8, Same 45, Down 4, Adds 19 including WIFI, WLAN-FM, KTFM, KBFM, B97, WSSX, KEYN-FM, KJRB, KLUC, WOMP-FM, WKHI, KQIZ-FM, KTRS, KOZE.

CLASH "Rock The Casbah" (Epic) 115/16 Moves: Up 49, Debuts 12, Same 31, Down 7, Adds 16 including JB105, Q105, WBBM-FM, KIIS-FM, KFRC, KUBE, WYCR, KYST, KX104, WKDD, WJBO, WXLK, KYTN, WCIL-FM, 99KG.

BILLY SQUIER "Everybody Wants You" (Capitol) 106/4 Moves: Up 56, Debuts 11, Same 28, Down 7, Adds 4, PRO-FM, Y100, Q102, KBFM, 96KX19-16, CHUM 8-7, WBBM-FM 23-20, XTRA 14-11, WKFM 16-13, KYST 14-11, KHFI 12-8, WOKI 13-7, WSSX 3-3, WVIC 12-8, KCBN 14-9.

MARVIN GAYE "Sexual Healing" (Columbia) 102/28 Moves: Up 40, Debuts 15, Same 17, Down 2, Adds 28 including Q107, CKGM, KBEQ, Q102, KZZP, WLAN-FM, KZZB, WZYP, WKFR, WHOT, KIDD, KKFM, WJBO, WIKZ, WJAD.

KOOL & THE GANG "Let's Go Dancin'..." (De-Lite/PG) 102/12 Moves: Up 44, Debuts 14, Same 29, Down 2, Adds 13, WNBC, Y100, I95, WLAN-FM, WKZR-FM, KITY, B97, WDCG, KIOA, WFBG, KNOE-FM, KENI, KSLY, Q105 25-18, KBEQ 28-22.

PHIL COLLINS

You Can't Hurry Love (Atlantic)

47% of our reporters on it. Rotations: Heavy 1/0, Medium 28/5, Light 32/19, Extra Adds 1, Total Adds 25 including WLTT, WARM98, WZZP, WCZY, WZUU, WCCO, KOY, KNBR, WKAZ, WWYZ, KEY103, KMGC, WVLC, WNCI, KYUU, and 10 more. Debuts at number 29 on the A/C chart.

NEW & ACTIVE

25-49

TAVARES "A Penny For Your Thoughts" (RCA) 58/15 Rotations: Heavy 5/0, Medium 31/4, Light 21/10, Extra Adds 1, Total Adds 15, KPLZ, WICC, WKAZ, WWYZ, WGY, WRVR, Y106, WHBY, WENS, WCPI, KSEL, KCMQ, KVOX, KFOR, KVSF. Heavy: WFBR, WPRO, KQUA, WNNR, WLVA. Medium: WVBF, WLTT, WLTA, KHOW, WSFM, KEY103, WHHY, WFMK, WMHE, KOST.

MICHAEL McDONALD "I Gotta Try" (WB) 53/5 Rotations: Heavy 3/0, Medium 31/1, Light 19/4, Extra Adds 0, Total Adds 5, KJR, WICC, KUDL, WLVA, KRNO. Heavy: SM95, WSRZ, WTRX, WFMK, WISM-FM, KBOI, KKUA, KUDO, WNNR, WTNV, WORG, WBOW, KRCL.

MICHAEL MURPHEY "Still Taking Chances" (Liberty) 50/12 Rotations: Heavy 0/0, Medium 22/3, Light 27/8, Extra Adds 1, Total Adds 12, WBEN, WCCO, KEX, WKAZ, KEY103, WTNV, WDEF, Q96, WJBC, KWEB, KQDI, KSRO. Medium: WHB, WHHY, Y106, WHBC, KRNT, WQUA, KUGN, KUDO, KSL, WEIM, WSKY, WCHV, WLVA, KFSS, KFOR, WJON, KRCL, KRNO.

LAURA BRANIGAN "Gloria" (Atlantic) 50/7 Rotations: Heavy 8/0, Medium 22/1, Light 20/6, Extra Adds 0, Total Adds 7, 55KRC, KPPL, KPLZ, WAFB, K108, KFQD, KRKK. Heavy: WHEN, WSRZ, WGAR, WAYV, WEIM, WKBR, WLVA, KCMQ. Medium: GR55, WASH, WFYR, WZZP, WZUU, KHOW, KGW, KEY03, WQUE, WNCI, WOMC, WTRX, WOV, WISM-FM, KWAV.

LITTLE RIVER BAND "The Other Guy" (Capitol) 45/20 Rotations: Heavy 0/0, Medium 27/9, Light 16/9, Extra Adds 2, Total Adds 20, WFBR, WSB, 97AIA, WCZY, WCCO, KPLZ, WSFM, WGY, WAFB, WTRX, WISM-FM, KYKY, K108, WTNV, WSKY, KCRG, KVOX, WJON, WBOW, KSRO. Medium: WBEN, WARM98, KHOW, WHHY, WHBC, KWAV, WKZE-FM, WEIM, KRCL, KBAI.

KENNY LOGGINS "Heart To Heart" (Columbia) 39/36 Rotations: Heavy 0/0, Medium 14/12, Light 25/24, Extra Adds 0, Total Adds 36 including WBEN, WARM98, WCCO, KEX, KGW, KFMB, KPLZ, WRIE, KEY103, KMGC, WSLI, WRVR, WQUE, WHBY, KRNT, WFMK, WQUA, KYKY, KRDR, KUGN, KKUA, KUDO, WNNR, WKZE-FM, WSKY, WCHV, KFSS, KBAI, KISN, KVSF, and 6 more.

ELVIS PRESLEY "The Elvis Medley" (RCA) 38/4 Rotations: Heavy 0/0, Medium 20/1, Light 17/2, Extra Adds 1, Total Adds 4, WHB, WEIM, WCHV, KCRG. Heavy: WFBR, WSB, WCCO, KEX, WBSA, WAAV, WVLC, WHHY, KRNT, KKUA, KSL, WAYV, WNNR, WKZE-FM, WTNV, WJON, KFQD, KRCL, KVSF.

MEN AT WORK "Down Under" (Columbia) 35/10 Rotations: Heavy 3/1, Medium 15/3, Light 17/6, Extra Adds 0, Total Adds 10, WZUU, WQUE, WNCI, WQUA, KYKY, KS103, WNNR, KCMQ, WBOW, KRNO. Heavy: Y106, WFMK. Medium: WFBR, WSB, KPLZ, WHHY, WSRZ, WMHE, KUDO, WEIM, WTNV, WSKY, WCHV, KFSS.

KIM CARNES "Does It Make You Remember" (EMI America) 34/8 Rotations: Heavy 0/0, Medium 19/2, Light 15/6, Extra Adds 0, Total Adds 8, WLTT, KEX, WSRZ, WFMK, KRDR, KS103, KYUU, Q96. Medium: WFBR, WLTA, KEY103, WAFB, WHHY, SM95, WTRX, WISM-FM, WQUA, WKZE-FM, WEIM, WTNV, WSKY, WLVA, KFSS, WJON, WBOW.

DIANA ROSS "Muscles" (RCA) 34/4 Rotations: Heavy 1/0, Medium 25/3, Light 8/1, Extra Adds 0, Total Adds 4, WYNY, WHEN, KYUU, KPAT. Heavy: KFSS. Medium: WFBR, WHB, KHOW, KEY103, WAFB, WGAR, WNCI, KBOI, KOST, KWAV, WNNR, WKBR, WCHV, Q96, WORG, WROV, KCMQ, KFQD, KTW, KRKK, KVSF, KSRO.

SPYRO GYRA "Soho Mojo" (MCA) 31/2 Rotations: Heavy 1/0, Medium 10/0, Light 20/2, Extra Adds 0, Total Adds 2, WARM98, KFSS. Heavy: Y106, Medium: KEY103, KSL, WKZE-FM, WEIM, WSKY, WLVA, WORG, KFOR, WJON, KVSF.

CHARLENE & STEVIE WONDER "Used To Be" (Motown) 30/1 Rotations: Heavy 3/0, Medium 16/0, Light 11/1, Extra Adds 0, Total Adds 1, WZZP. Heavy: 97AIA, KEY103, YES95. Medium: WLTA, KNBR, KJR, WGY, WAFB, WHHY, KBOI, KUDO, WAYV, WTNV, WSKY, WORG, KRCL, KRKK, KVSF, KSRO.