INSIDE R&R:

FCC Embroiled In Female Vs. Minority Ownership Dilemma: Full Commission must decide whether 100% female ownership/management of Russellville, Ala., station counts for more than partial minority ownership. Research — "Not A Threat To PD's" — Programming research consultant Bob Lowry clears up some myths and misconceptions about research and its effects on programmers. Are Broadcasters Hiding Behind Equal Time? Mutual's Marty Rubenstein, head of the NAB's First Amendment Committee, thinks too many radio executives take the easy way out avoiding political programming by pleading equal time and fairness restrictions. AOR Five Years On: Jeff Geib celebrates his 5th anniversary as R&R's AOR Editor with an illuminating look at the format's evolution. KQAK Catches Some Rays ... And Powers The Station: San Francisco AOR plans a full day of solar-powered transmission, as its new "Solar Genny" takes a ride.

Chris Turner New WERD VP/GM: Galtman National PD takes new position at chain's Jacksonville outlet. WAAF's "True Value" Rate Card: VP/GM Steve Marx expands his system of a different price for each different day each day. Columbia Pictures Out Of Radio: Firm sells WWVA & WCPY/Wheeling and KCPX AM & FM/Salt Lake City to Price Broadcasting.

John Mainelli Becomes PD/News Director At KCNN: Former KSDO/San Diego News Director moves cross-town. 13/30 Single Copy

Adie Named VP/GM At KLVU

John Mackin Adie has resigned as General Sales Manager at WTAE & WXXK (98X)/Pittsburgh to take the VP/GM position at KLVU/Dallas, beginning December 14. His appointment coincides with TK Communications' takeover of the station from S&F Communications. Adie replaces KLVU GM Gary Hess, who is expected to announce his plans for station ownership next week (R&R 11-26).

Cost Effective VP Steve Dinets commented, "We got the best possible man available. John is an individual who most deserves the opportunity to become a VP/GM in a market as great as Dallas." Prior to WTAE & 98X, Adie worked at WKTV/New York for 5 years, 2 as ASM and three more as Assistant GM. Adie told R&R, "I'm very excited about moving to Dallas and working with (TK President) John Tenaglia and Steve Dinets. I know I'm making the right decision, but it's tough leaving here. The Hearst Corporation has been a fine company to work for, and (WTAE & 98X) VP/GM Ted Atkinson has taught me an awful lot."

To cover Adie's dual responsibilities in Pittsburgh, WTAE Sales Manager Marlene Zeschler and 98X Sales Manager Jay Davis have stepped up to ASM at their respective stations.

Japan To Get American Contemporary Hit Station

"Super Rock KYOI" Beams CHR From Saipan

Beginning December 12, shortwave station KYOI on the Pacific island of Saipan will begin beaming 100kw of American contemporary music to Japan. KYOI owner Lawrence Berger, who also owns stations in Hawaii, Guam, and American Samoa, said, "We decided to launch KYOI because we feel demand for an all-music station is enormous in Japan. The Japanese government has licensed a very limited number of radio facilities in the country, and these are programmed with highly blocked formats to include cultural events, news, and other non-music segments."

Company KYOI would provide Japan with its first 24-hour music station, Berger also announced KYOI's programming would be handled by Drake-Chensault. D-C President Jim Keffer said, "KYOI will be programmed with the Japanese music fan in mind. It is designed to be very much like an American West Coast contemporary music station. Announcers will speak English and KYOI will have a very hip, very contemporary atmosphere. There is a great deal of infatuation with the United States and with contemporary music in Japan, and we are providing music for the fans who already exist."

Because Saipan is a protectorate of the United States, KYOI is licensed by the FCC. Under the new format, the station will call itself "Super Rock KYOI," "yon" roughly translating to "good" in Japanese. Berger indicated that KYOI's shortwave setup would not be a problem, saying, "Unlike in the United States, there are many shortwave receivers in Japan. In populated cities about 30% of the people have shortwave equipment. The audience potential is enormous."

Capitol Realigns Executive Structure

New Positions For Zimmermann, Willims; Mazza President Of Capitol; Perry Heads MIlLiberty

Capitol Industries-EMI has restructured its top-level U.S. executive tier in a sweeping series of promotions. Capitol/EMI Ameri-CanLiberty Record Group President Don Zimmermann will now serve as Chief Operating Officer/Recorded Music Group, heading Capitol and EMI/Liberty operations in the U.S. and Canada and reporting directly to Capitol Industries-EMI Chairman/Presi-dent/CEO Bhaskar Menon. Zimmermann will also become a corporate VP. At the same time, VP/Busi-ness Development and Assistant to the Chairman Freddie Willims will take on a position parallel to Zim-mermann's, back operating Offi-cer/Music Publishing, Retail, Video Development & Magnetic Products Group. Willims thus supervises Screen Gems-EMI

Capitol-EMI's New Lineup

- Bhaskar Menon: Chairman/Pres./CEO Capitol Industries-EMI
- Don Zimmermann: COO/Recorded Music Group
- Fredric Willims: COO/Publishing, Retail, Video, Corporate Products
- Jim Mazza: President, Capitol, Chairman EMILiberty
- Rupert Perry: President (VP/General Manager)
- Don Grierson: VP/A&R Capitol
- Gary Gersh: VP/A&R MilLiberty
- Ed Khoury: VP/Human Resources & Business Development, Capitol Industries-EMI

Directo/Video Director/Busi-ness Affairs Rapport, Screen Gems-EMI President Lester Still, and Capitol Magnetic/Musicden President Dennis White. Among those reporting to Mazza, along with Perry, are VP/Media Relations Bruce Wendell, Country Promo-tion VP Lynn Shulats, and VP/Mark-eting Walter Lee. EMI/Liberty executives reporting to Perry in-clude VP/Promotion Dick Williams and VP/Busi-ness Affairs Mark Levinson.

Haviland Promoted To Viacom VP

WLAK/Chicago General Manager Jim Haviland has been pro-moted to VP of parent com-pany Viacom Radio. Haviland re-tains his GM post, which he's held since 1978.

Commenting on the promotion, Viacom Broad-casting President Paul Hughes stated, "WLAK is Viacom's most recent broadcast acquisition. We are excited to be part of the very competitive market."

Haviland, who has been with the station since 1982, will be based in Chicago and reports to VP/Programming Jim Halverson.
"We've grown...to a dominant...first place share with our target listeners...nearly doubling our closest competitor."

"When we started to work with The Research Group at K-108 we were fifth in Arbitron with a 5.5 share.

We used The Research Group’s Strategic Market Study to take all the guesswork out of programming and promoting K-108...it gave us a clear picture of what our target listeners really wanted, enabling us to tailor K-108's programming to fit those exact needs. By working very closely with the people from The Research Group we were able to develop a complete strategy for improving K-108's Arbitron ratings.

We then used The Research Group’s Comprehensive Music Test to fine-tune our music. What a great programming tool! The test results gave us the ability to play only the very favorite songs of our target audience and eliminate those which were really tune-outs.

With The Research Group acting as a partner in the development of a marketing strategy for K-108, based on the research, and also acting as a catalyst in fostering a new discipline within our management team, we've grown to a 9.9 share overall in Arbitron. More importantly, we have a 13.1 first place share with our target 25-49 year old listeners...nearly doubling our closest competitor.

Our revenue increases have been tremendous— even outdistancing our growth in Arbitron. We are now committed to an ongoing program of research and strategic planning with The Research Group...and you know, that's going to ensure that we'll keep on breaking billing and bottom line records here at K-108."

PHIL MELROSE, General Manager
KXOA - FM Radio

In almost every field there is a company that has earned a reputation as the leader.

The Research Group

Radio’s Strategic Research Team

2517 EASTLAKE AVENUE EAST  •  SEATTLE, WASHINGTON 98102  •  206/328-2993
Turner Becomes WERD VP/GM

Chris Turner, National Program Director for Gilliam Communications, has been appointed VP/GM of Gilliam’s WERD/Jacksonville. He retains his programming duties, supervising WERD and WLOK, Memphis, and will continue to consult WGV/Charlotte. Turner will relocate from Memphis/Jacksonville.

Commenting on his new position, Turner said that R&R, “I’m very excited about it. It gives me a chance to broaden my radio experience on a per management level.” He feels his program- ming background will prove helpful, re- marking, “As a GM I’ll be closely watching the bottom line, but being in tune with both the market and the programming as- pects will help. Traditionally there’s friction between sales and programming at most stations, but I hope I’ll be able to be sympathetic to both sides and inspire a more harmonious relationship.”

Turner said he anticipated no changes at WERD under his administration.

ANTHONY NEW PD

KESI Converts To AOR Format

KESI/East Bay (San Antonio) has switched from Beautiful Music to an AOR for- mat. Market veteran Joe Anthony, who served as PD of crosstown KISS for ten years, is KESI’s new Program Director.

Explaining the change, KESI GM Sam Sittler told Turner, “As a GM I was there in the market for a good progressive AOR. With Joe and Sales Manager Les Renee both from KISS on our staff, I knew we had people with the right level of experience to make it work for us.”

Anthony commented, “Lou and I often us- ed to talk about buying our own station together. He joined KESI some time ago, and helped talk Sam into changing to AOR so we could work together again.

“This has happened at the best possible time. We’re giving the market the fresh stuff they want to hear—we’re a complete- ly 1980 sound. Early response has been phenomenal.”

Regan Promoted At Atco

Scott Regan has been promoted to Na- tional Director/Promotion for Atco Records and the company’s custom labels. Atco VP Reen Nall commented on Regan’s new position, “Scott, the first person to join the Atco promo staff upon the station’s revi- talization four years and a half years ago. Since then, his hard work and dedication have been instrumental in our success. I am especially pleased to be able to recognize this much-deserved appointment.”

Regan said R&R, “I am grateful to Reen for giving me the chance to once again ex- pand in my record career. I believe that the golden days of the record industry are just beginning. The new technologies will con- tinue to provide us with more artistic expression through new delivery systems. The marketing, promotion, and selling of music will benefit from these improved methods of delivery. The future looks very bright.”

A well-known major market air per- sonality, Regan spent 15 years in radio at stations such as CKLW, WKNR and WDRQ/Detroit, WHB/Kansas City, and others. After serving in local and regional promotion positions, Regan joined the na- tional staff at Atco in 1979.

KQAK Taps Solar Power

Historic Broadcast Will Showcase Sun-Generated Electricity

KQAK/San Francisco will broadcast Monday, December 6 from 5:30am to 10:30pm powered solely by the sun. Utiliz- ing “Solar Genie 1,” a solar-powered mobile generator owned and operated by the Solar Lobby’s Center For Renewable Resources, the station will culminate its shining feat by hosting a portion of the nationally-syndicated live “Rockline” broadcast.

KQAK PD Bob Heymann explained how “The Quake” got involved with the solar- power demonstration. “Bele Nolan, our Assistant PD, was associated with last year’s ROSE (Radio Organized For Solar Energy) marathon. She got me in touch with the people who have the generator. I felt it was informative for our listeners, something they are concerned about and in- terested in.”

Asked about the possibility of rain dampening the station’s plans, Heymann told R&R, “It wouldn’t matter at all. The photovoltaic cells are so sensitive that they’ll pick up any light source.” Heymann also announced plans for a solar-powered concert and live broadcast starring the Jerry Garcia Band with all profits going to the Solar Lobby.

Buy Price Last Four Columbia Pictures Stations

Completing its recent purchase of seven radio properties, Price Broadcasting Co. has bought WWVA, WOPW/Whitby, KCOPX-AM & FM/Salt Lake City from Columbia Pictures, per- ding FCC approval. A Price spokesman would not reveal the purchase prices, reportedly over $5 million for the WHHH stations and about $2.5 million for the Salt Lake facilities. No immediate programming or personnel changes are planned. The four of the four stations are Columbia Pic- tures, which was recently purchased by Coca- Cola, out of the broadcast business.

Earlier this year Price also purchased four sta- tions from McClatchy Broadcasting for $4.5 million: KOH & KNEV/Reno and KBBE-AM & FM/Moab, CA. However, since the one-to-a- market rule prevents a firm from owning two AM’s in the same city, Price intends to sell KOH im- mediately to Klein Broadcasting and keep its longtime Fo station KROW. It also owns KXR/Whiticha.

WWVA has 50kw days and nights on 1170 kHz while WOPW is located on 98.7 kHz with 50kw and an antenna height of 390 feet. KCOPX broadcasts on 1320 kHz with 5kw days and 1kw nights. KCOPX-FM, with 27kw and a 2930ft antenna height, is located on 98.7 kHz.

Western Cities Buys KFAT For $3.6 Million

Levin Radio, Inc. has sold KFAT/Glory, CA to Western Cities Broadcasting, Inc. for $3.6 million, pending FCC approval. The station has applied for the new call letters KWSK. Broker was William A. Exline, Inc.

KFAT operates at 1.15kw on 94.5 MHz with an antenna height of 2580ft above average terrain. Levin Radio retains ownership of KUCI/Visca- ville, CA. Western Cities also owns KMJ & KLC/Las Vegas, KZP-AM & FM/Phoenix, KHST & KROG/Tucson, and KZAP/Sacramento.

BRUCE, PRESCOTT REMAIN AT KGB

Mainelli Moves To KCCN PD Post

John Mainelli has been named News and Program Director at KCCN/San Diego. KCCN & KGB Program Director Larry Bruce and News Director Jeff Prescott re- tain their same posts at the sister FM outlet. Pete Pender remains as KCCN’s Operations Manager/afternoon anchor.

This appointment follows Mainelli’s exit this summer from KBBE in crosstown competitor KSDD, where he held a similar post for two years. Mainelli remarked to R&R, “I love San Diego so much that I wanted to stay in the market I resigned from KSDD to take time off just to think about everything and I decided that I still loved News and Talk radio.

The KCNN opportunity popped up and I jumped at it.”

KCCN & KGB General Manager Jim Price stated, “I think I have gotten on board one of the best program direc- tors/news directors in the country. And the reason that I got him is because he’s hooked on San Diego. At this time we really do count on people, and to be able to get a guy of that caliber is really exceptional. The guy’s a winner.”

According to Mainelli, KCCN has affil- iated with ABC, beginning broadcasts on December 13 and supplementing the sta- tion’s CNN programming. Price added, “We intend to make ABC an integral part of KCNN.”

TRANSACTIONS

Price Buys Last Four Columbia Pictures Stations

Clearing its recent purchase of seven radio properties, Price Broadcasting Co. has bought WWVA, WOPW/Whitby, KCOPX-AM & FM/Salt Lake City from Columbia Pictures, per- ding FCC approval. A Price spokesman would not reveal the purchase prices, reportedly over $5 million for the WHHH stations and about $2.5 million for the Salt Lake facilities.
Lifting 3-Year Rule Questioned

Although they voted with the majority two weeks ago when the FCC ended the three-year traffic rule, Commissioners Mimi Dawson and Henry Rivera both say they weren’t 100% satisfied with that action.

Dawson is upset that people who win CP’s in comparative hearings will still have to wait at least one year before selling. That’s to ensure that they “at least minimally fulfill the expectations upon which the grant has been made,” the FCC said. But Dawson called it “an onerous and arbitrary burden.”

Rivera said that, while the three-year rule was useless, he thinks the FCC should make clear its “continuing concern with rampant bartering of scarce, federal licenses.” Calling broadcasting “a rich man’s industry” due to the limited number of licenses available, Rivera criticized the FCC for lack of action on most pending proceedings to create more stations. Rivera said he wonders “whether, when the Commission suggests it wants to ‘let the players play,’ it is referring only to those now in the system.”

KZOK, WKVO
Get New Handles

Mass Media Bureau Chief Larry Harris has given the go ahead for KZOK/Seattle to adopt the new call letters KJET. He was unmoved by a plied by a plaid to KJZZ/Seattle that phonic and rhythmic similarities would lead to public confusion. Not only are JET and JZZ different in sound, said Harris, but location of the stations in different cities further reduces any chance of confusion.

Also, R&R last week inadvertently reported that WKVO/Columbus was denied permission to become WSNY. In fact, the FCC threw out objections from WNCI/Columbus and approved the change.

Other Key Developments:
- RTNDA, NAB and six Florida TV stations have gone to court seeking to open a federal courtroom to broadcast and photo coverage for the first time in the bribery trial of a federal judge.
- Top executives of Mutual’s parent firm, Amway Corp., are refusing to show up in a Canadian courtroom to answer charges they cheated Canada out of $22 million in duties. Those indicted include Amway President Rich DeVos and Chairman Jay Van Andel.
- Rep. Tim Wirth (D-Colo) planned to call the seven FCC Commissioners before his Telecommunications Subcommittee this week (12-1) for an oversight hearing. Radio deregulation, spectrum fees, and FM drops were among the topics to be discussed.
- The lame duck session of Congress convened this week, with Senate action expected on Radio Marti legislation and a resolution to open Senate debates to radio and television coverage.

FM SERVICE LOSS SEEN

Industry Studies Warn Of FM Drop-In Interference

Mileage separations between FM stations are already too close to guarantee high-quality radio service. That’s the conclusion of an industry panel that’s trying to block an FCC proposal to create hundreds of new FM stations (Docket #89-90).

Three reports warning of increased interference have been submitted to the Commission by the Advisory Committee on Radio Broadcasting, a group of broadcasters, engineers and attorneys who advise the FCC on radio matters. The panel has yet special permission to enter a round of formal studies into the record, which has been closed since March 1981.

As proposed by the FCC, Docket #89-90 would make room for new FM’s in several ways, including a reduction of mileage separations and allowing small Class A’s on channels now reserved for more powerful Class B and C stations.

According to consulting engineer Jules Cohen, the new studies “show that the public is going to be hurt. Some of the service the public is currently enjoying is going to be taken away” if the proposal passed.

One of the studies, conducted at the CBS Technology Center in Stamford, CT, tested how radio listeners project to various levels of FM interference. Staff scientist Brenwyn Jones found that if stereo stations just barely meet existing mileage separation requirements, listeners perceive an “annoying” level of interference. Cohen told R&R if Docket #89-90 passes and causes a “tighter packing of the spectrum,” far more interference and loss of service will occur.

The reason why FM interference isn’t already a major problem, he said, is contained in a second study the commission conducted. It found that most stations are much farther away from their nearest co-channel neighbors than is required.

Class A’s are supposed to be at least 65 miles apart, but the study shows that, on average, most are 105 miles from their three closest neighbors. Class B’s are usually 190 miles apart, even though only a 150-mile separation is required by the FCC. For Class C stations, the FCC specifies a 180-mile gap, but most stations are about 230 miles apart.

The third study didn’t involve tests, but speculated that tightening the FM spectrum will create problems for FM subcarriers, which are coming into wider use by broadcasters.

NEWS SHOULDN’T TAKE ISSUE ADS

Rubenstein To Radio: Stop Hiding Behind Content Rules

("There are still broadcasters today who I believe hide behind regulation as an excuse for not having to face controversial issues, for not becoming involved in important community affairs." So says Marty Rubenstein, President/CEO of the newly-named Chairman of NAB’s First Amendment Committee.

Another reason some broadcasters don’t want content freedom, he contends, is that “there are some in our industry who honestly believe that without regulation we wouldn’t be responsible, fair, and balanced. I don’t accept that.”

Even on his NAB panel, which has set a goal of getting to broadcast and press to repeal fairness and equal time laws, Rubenstein says some hold the “viewpoint that the status quo is acceptable.” Rubenstein disagrees emphatically.

He maintains the next Congress offers “the best chance in recent history” for lifting content restrictions from radio and television because “the consciousness of the public and the public is being raised” as never before on the issue.

The industry itself is to blame for the lack of focus on the issue, Rubenstein maintains. “For many years we were very tranquil and reticent and didn’t do our job,” he says, “we haven’t gotten our message across.”

Merging Technologies Create Print Alliance
Rubenstein points out that today’s printed newspaper will soon be broadcast over-the-air on a computer terminal. “Does that mean your newspaper is then subject to government regulation?" he asks. "I don’t think you can’t believe the American people, once they understand this, will accept that.” And he predicts more and more publishers will join the content battle.

Rubenstein acknowledges that a lot of persuasion remains to be done, but he dismisses any kind of public support with the comment, “You never want to hear about popular perception.”

To members of Congress who see benefits for themselves in candidate access rules, Rubenstein responds, “If the price of being elected is inimical to the First Amendment, I think that’s a very heavy price to pay for a politician to get elected.”

Chides Competitors For Not Taking Issue Ads

Asked how the lifting of content restrictions would affect him, Rubenstein says the news wouldn’t change at all. But the network would be free to sponsor presidential debates in 1984, and a “clout that now hangs over Mutual’s acceptance of advocacy advertising would be lifted.

"Again, I think some broadcasters hide behind the rules so they don’t have to take their own advertising," Rubenstein charged. "I think they should. That the electronic press doesn’t get involved in this on a national basis, to me, is shocking.

In the two years that Mutual became the first network to air campaign ads, he claims there hasn’t been a single problem, such as a demand for free response time.

WHICH IS MORE IMPORTANT?

Minority And Female Ownership Preferences On Collision Course

The FCC has been asked to decide for the first time the “novel issue” of which it considers to be more important, female or minority ownership. At stake is a new FM license in Russellville, AR.

Two applicants, River Valley Broadcasting and Judy Partule, have been found by the FCC Review Board to be equally qualified in essential respects. However, since Partule would be her own GM, she gets credit for 100% female ownership participation.

Rep. Tim Wirth of Colorado, one of the key sponsors of the Miller Amendment, on which the FCC Review Board acted, said that the case “simply do not furnish any guidance in choosing between female and minority ownership” in the Russellville dilemma.

Michigan Case Deeply Divides FCC

Meanwhile, the issue of whether a black woman can own an FM license in a community with no black population has created one of the sharpest policy splits yet seen on the FCC Commission.

Although the case was settled last summer, the Commission’s decision was released only this week (11-30). It grants a new FM in Hart, MI to Waters Broadcasting because its 100% owner, Nancy Waters, is black. Chairman Mark Fowler dissented on the grounds that few blacks live in Hart.

Mrs. Waters’ victory reverses a Review Board action giving the license to another company in what was believed to be the first time a minority preference had not prevailed.
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.
Next Sony Venture: Video 45’s

Sony is importing its Japanese-selling video singles to U.S. homes. These stereo “Video 45’s” will average 10-15 minutes in length and cost $15. A recent Daily Variety article also reports that Sony hopes to enlist record industry support in hopes of repackaging labels’ promo video shorts for sale on the home video market.

Radio House Buying

An enterprising Minneapolis-based firm has developed “Radio Realty,” which safeguards would-be home buyers from one major obstacle — the persistent real estate agent. RR is actually a low-power AM transmitter that relays vital information about a particular house via your car radio, covering a one-block radius. Signs in front of participating dwellings tell interested parties where to tune.

Radio Listening Linked To Purchasing Power

Heavy radio listeners are more likely to purchase LP’s and cassettes and attend live theater/concert performances. That is the major finding of three McGraw Hill Radio studies illustrating radio’s advantages as an advertising medium as compared to television and newspapers.

Music Goes To The Dogs

No, record sales aren’t that bad yet. But labels looking for fresh, new talent may be interested in an act Julian trained Kirk Nurock is putting together — a canine choir. Once chosen, the choir will perform Nurock’s 35-minute “Sonata For Pano and Dog.” Recent auditions have so far gleaned only two talented barkers.

Attitude Bio For Yes

The group Yes has split, but with two members in Asia and former singer Jon Anderson enjoying success, interest in a band which dominated the “progressive rock” field and AOR playlists for a decade may have reawakened.

Headset Wearers Unbalanced?

According to American Health Magazine, joggers, skiers, and other sports enthusiasts who like musical accompaniment should refrain from wearing stereo headphones while they’re moving. Doctors’ earlier warnings about hearing damage still stand. But now it seems that the full-bodied sound pumped into the ears can upset a person’s equilibrium to the point of causing a potentially serious fall.
**The Great Sounds**

- Glenn Miller
- The Mills Brothers
- Bing Crosby
- Peggy Lee
- Nat King Cole
- Doris Day
- Tommy Dorsey
- The Four Aces
- Ella Fitzgerald
- Tony Bennett
- AND ALL THE GREATS

**The United Stations**
AMERICA'S TARGET RADIO NETWORKS

The Great Sounds. An exciting new weekly four hour radio program from The United Stations. Featuring the hits of the 30's and 40's and the non-rock hits of the 50's and 60's.

The Great Sounds is designed to develop a loyal audience, and keep it, because it will encourage long listening spans and lessen dial punching. This will not only benefit the radio station, but also the advertiser by encouraging your audience to tune in on a specific day at a specific time.

Each week The Great Sounds will spotlight a "Special Feature Artist" throughout the entire four hour program. Benny Goodman, Teresa Brewer, Mel Torme, and Johnny Mathis are just a few of the great stars we'll be featuring as in-person guests. In addition, several other stars will appear on the show, all talking about their music and the fascinating stories behind the songs. Each show will also highlight a special year with a review of the events and the unforgottably great sounds of that year.

The Great Sounds wouldn't be complete without Frank Sinatra. Each week a "Spotlight on Sinatra" will pay tribute to perhaps the greatest sound of all.

The Great Sounds is hosted by Dick Shepard who anchored WNEW's legendary "Milkman's Matinee" in the mid 50's, as well as the NBC Radio Network program, "Monitor".

For more information and a demonstration cassette of The Great Sounds call The United Stations in New York at (212) 869-7444.
NBC
Source:
Christmas Countdown (December 15-22)
Rolling Stone
Magazine Productions
Continuous History of Rock & Roll:
Christmas Rocks (December 20)
Max Doors (December 27)
Guest DJs:
Pete Gabriel (December 20)
Joe Placido (December 27)
Satellite Live
Talking Country:
Bobby Bare (December 23)
Lee Greenwood (December 30)
Shepherd Music
The Sounds of Christmas (December 24-25)
The Stories of Christmas (December 26-27)
Syndicate It, Inc.
Music of Black America:
Top 10=
1. Curtis Mayfield's "The Man" (December 27)
2. Al Green's "Let's Stay Together" (December 28)
3. Roberta Flack & Donny Hathaway's "Where Is the Love?" (December 29)
4. The Isley Brothers' "It's Your Thing" (December 30)
5. Earth, Wind & Fire's "September" (January 3)
6. Aretha Franklin's "Natural Woman" (January 4)
7. Stevie Wonder's "Higher Ground" (January 5)
8. Marvin Gaye's "What's Going On" (January 6)
9. Diana Ross & The Supremes' "I'm Coming Out" (January 7)
10. The Jackson 5's "I Want You Back" (January 8)

United Stations
Country Music Countdown:
Billy Crash Craddock (December 24-26)
Ward Countbunt (December 31-31)
Dick Clark's Rock Roll
& Remember:
Christmas Special (December 24-26)
Tappy the Cat (December 31-2)
Holiday Specials:
Kris With Oak Ridge Boys (Christmas)
McBride & The Ride (December 31)
Watermark
American Country Countdown:
Top 10=
1. Country Hits of '82 (December 22-26, January 2)

MUSIC FEATURES

Music Call:
Tony Martin/White (December/Christmas (December 18)
New Year Special (January 1-2)
Soundtrack of the 60's:
Ringo Starr/George Fenneman/Farley Granger (December 18-19)
Christmas Party (December 22-25)
New Year's Special (January 1-2)
Westwood One
Budweiser Concert Hour:
Jeffery Osborne (December 24-26)
The Countdown:
Carl Carlton/Jeffery Osborne (December 24-26)
In Concert:
Walter Reade (December 24-25)

CB Totalize:
From Gilley's (December 23-26)
Off The Record:
Dash (December 24-26)
Joe Ham (December 31-31)
Rock Album Countdown:
Who/Supertrans (December 24-26)
Special Edition:
Mike Jackson (December 24-26)

ABC Contemporary:
Year-end edition of Watermark's "American Top 40" (December 25-26, January 1-2)
Entertainment News:
Silver Eagle (DIR):
Christmas Show w/Larry Gatlin (December 25)
East of Silver Eagle (January 3)
RockNet/King Biscuit (DIR):
Year-end highlights from new albums (December 25)

Earth News:
Aeromoth (December 20-3)
Michael Stanley (December 22-3)
Pat McPherson (December 24-26)
Global Satellite
Rockline:
Pete Colson (December 25)
Wes (December 27)
Trump (January 3)

Inner View:
George Thorogood (December 27)
London Wavelength
ABC/London Wavelength:
Les Zappi/Concord (December 15-22)
Mutual
Dick Clark Christmas Party (December 24-25)
Easy Listening: Xmas music/Christmas w/Larry Gatlin in The Land of Luther (December 24)
Narwood
Country Closeup:
Jim Mooney (December 27)
Music Makers:
Jack Jones (December 27)

CBS
Radio/Radio:
Glad I'm of '82 (New Year's Weekend)
Clayton Webster
Country Calendar:
Ricky Skaggs (December 27)
Jerry Lee Lewis (December 28)
Elvis Presley (December 29)
Elvis Rufus (December 30)
Hot Hits of '82 (December 31)
Producers by Elmo (January 2)
Roger Miller (January 2)

Rarities:
Jim Mitchell (December 27)
ELO (December 28)
Joe Jackson (December 29)
Paul McCartney (December 30)

Retro Rock:
Jackson (December 27)

Creative Force:
Original Christmas Special (Holiday Times) (December 25)

DIR Network
Inside Track:
New Year Special w/Lee Hendrix with Special (December 31)

Drake-Chenault
Christmas At Our House (Christmas/Countryside)

Earth News:
Aeromoth (December 20-23)
Michael Stanley (December 22-23)
Pat McPherson (December 24-26)

Global Satellite
Rockline:
Pete Colson (December 25)
Wes (December 27)
Trump (January 3)

Inner View:
George Thorogood (December 27)
London Wavelength
ABC/London Wavelength:
Les Zappi/Concord (December 15-22)
Mutual
Dick Clark Christmas Party (December 24-25)
Easy Listening: Xmas music/Christmas w/Larry Gatlin in The Land of Luther (December 24)

Narwood
Country Closeup:
Jim Mooney (December 27)
Music Makers:
Jack Jones (December 27)

RKO Realigns Affiliates Services Department
RKO Radio Networks has expanded and realigned its Affiliates Services Department, forming two divisions. Administration and Development/Thomas Gatewood, formerly Director for RKO One, is now Director/Affiliate Services and Administration. Both Aimie Buchanan and Debra Gould report to him as Managers of Affiliate Services and Administration. Directing the Affiliate Acquisition and Development division is Peter Marcus, previously Director/Affiliate Services. RKO Two Under Marcus, Julie Spira and Barbara Mcmahon have been named Managers of Affiliate Acquisition and Development.

Delta

7 of the top 10 LA stations count on us.*
WIRELESS
FLASH®
KABC 11,11
KROI 7.8
KLOS 5.2
KVTI 4.9
KMY 4.8

* Sept/Oct, both report, 12+: 6AM to 12MD, Mon. to Sat.

John Kitcher tapped as Director of Fine Arts Programming for the Museum's Broadcasting System. His background includes stints with WGBH/Boston and WETA/Washington as national underwriting officer.

ABC News correspondent Nick Alasandra will do four daily reports on topical news items coupled with his personal views beginning January 3 on the ABC FM Network.
New for '83!

ABC Rock Radio Network presents

ROLLING STONE'S CONTINUOUS HISTORY OF ROCK AND ROLL
The definitive rock anthology from the definitive rock historian, Rolling Stone.
It's rock past, present and future and a proven ratings success.

SPECIAL NEWS CALL
Timely news and actualities targeted to the 18-34 audience.

REPORTER ON-THE-ROAD
ABC's special correspondent hits the road, travelling the world all year round covering everything from concerts to careers.

And with ratings-successes like the King Biscuit Flower Hour and Supergroups, ABC Rock Radio has even more of the rock programming that builds your station's profits. For more information on the ABC Rock Network call Virginia Westphal (212) 887-5536 or Louise Callahan (212) 887-5218.

On the ABC Rock Radio Network

LOU GRAMM OF FOREIGNER PHOTOGRAPHED BY RICK DIAMOND
Music On TV

Earl Thomas Conley, Roberta Flack, Joe Jackson, Bill Medley, Men At Work, the Motels, and Scandal are on “Solid Gold” the week of December 3. Laura Branigan guests on “Saturday Night Live” December 4. Oingo Boingo and Linda Ronstadt are featured on “Laugh Trax” December 4. America and Scandal appear on “American Bandstand” December 4. Rush in concert gets the spotlight on MTV December 4, while Asia’s members are profiled. December 5. Showtime’s “Hallelujah! Gospel” special December 6 is hosted by Glen Campbell and Andrea Crouch, with guests Ray Charles, Walter & Tremaine Hawkins and the Hawkins Family, the Imperials, and Deniece Williams. Barry Manilow is on “20/20” December 9.

The Who’s final North American concert December 17 will be aired live via satellite by the Campus Entertainment Network, with 100+ markets signed up. Viewers will pay for the privilege. HBO has an Olivia Newton-John concert special set for January 23, with Westwood One winning radio rights.

Chinese Book Chops Up Rock ’N’ Roll

Peking-based People’s Music Press warns its youth against Western music’s inherent evils in “How To Distinguish Decadent Songs.” Listed among the temptations to avoid, says a New York Times article, are the music’s “vulgar rhythms” and its “unclear, loose, drunken pronunciation” of lyrics. 80’s rock music is noted for its “passion for the bewilder, the vague, the numb, and the impulsive.” Jazz fares no better — dancing to it “is like having nervous spasms.” The booklet dismisses rock & roll as having no artistic value and that “it meets the needs of people’s negative spiritual life in capitalist society.” At this rate, beautiful music doesn’t even stand a chance in China.

Synthesizer Converts Mono To Stereo

24SF Stereo Synthesizer

Orban Associates, Inc. now offers the 24SF Stereo Synthesizer, an improvement of its 24SF series. Incorporating balanced input and AC line filtering, among other features, the $3,995 24SF converts any mono source to pseudo-stereo. This includes mono cart machines, mono records, DJ mixes, single studio tracks, spots/promos, and TV audio. Call (415) 957-1067 for further information.

16 Years Proven Success

MINI-BINGO

THE Canadian Radio Promotion

U.S. Deal

MONEY-MAKING
AUDIENCE-BUILDING
60-Seconds on Tape, TAG IT, CART PROUD 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

Tribune Subsidiary Appoints Two

WGN/Chicago Sports Editor Jack Rosenberg and station sportscaster Vince Lloyd have been named Co-General Managers of Tribune Radio Syndication. A subsidiary of Tribune Broadcasting, the syndication firm will distribute radio shows via network and syndication channels; its first goal is to expand the existing Cubs radio network.

Chrysalis Ups Monday

Jon Monday has been upped to Director/Marketing at Chrysalis Records. Monday is a four-year veteran of the label, having served as GM of Takoma Records and Sales Manager of Chrysalis Visual Programming.

U.S. Records Launched

U.S. Records has been established under the direction of President Jim Hammond and Executive VP Elliot Mazer, an independent record producer. Label offices are located in Dallas and Nashville. The first single release is Red Steagall’s “You Can’t Hold A Working Man Down.” Marketing and distribution in the U.S. is handled by CBS Records.

Petrone Joins Permian

Joe Petrone, formerly with EMI Marketing, moves to Permian as VP/Marketing & Sales. The appointment is effective January 1.

Kaas Moves To KRSP

Jacklynn Kaas has been appointed Sales Development Director at KRSP-AM & FM/Salt Lake City. Kaas was most recently working with the Country Music Association in the areas of public relations, marketing, and talent development.

Rite Time Debuts

Rite Time Records has been created, aimed at the recording talent associated with the George Michaud Agency. The label’s first product is Ronnie Turso’s “May The Road Rise Up To Meet You.”

RCA, Bradley Pact

Fourteen-year RCA Records veteran Jerry Bradley has entered into an exclusive production agreement with the label. Under the pact, Bradley will sign new artists to RCA’s roster.

WIND Appoints Two

WIND/Chicago has named David Tucci Sales Manager of the station’s Direct Sales Unit. In related activity Judy Stapley joins WIND as Director of Co-op Services.

Kenny Loggins Live On Radio.

Sundays December 12

Get ready to turn up the music till it’s shakin’ the sky! Kenny Loggins. Live. In concert. Brought to you via satellite from Austin, produced exclusively for The Source by Starfleet Blair, Inc.

It’s an evening of high energy and high adventure. Kenny Loggins keeps the fires burning with “This is It,” “I’m Alright,” and “Celebrate Me Home.” Plus “Heart To Heart,” “Don’t Fight It,” and more from his newest album, “High Adventure,” on Columbia Records. Don’t fight it. Turn up your radio for a night of great rock ‘n roll.

Produced exclusively for The Source by Starfleet Blair Inc.
Thanks to everyone in Radio for keeping us on top!

**THE BACK PAGE**

**Contemporary Hit Radio**

**NATIONAL AIRPLAY 30**

**Contemporary Hit Radio**

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**J. GELS BAND**

I Do (EMI America)

69% of our reporters on 11/18: Moves Up 5, Debut at 55, Same 59.

Down 0, Adds 20 including KROQ, KVCN, KFSD, KTLF, KHRL, KFI, KPNT, KPOZ, KZOK.

**Kim Carnes**

Does It Make You Remember (EMI America)

61% of our reporters on 11/18: Moves Up 30, Debut at 63, Same 14.

Down 0, Adds 20 including WBBM, WLTI, WMOS, WBBM, WLS, WKJY, WNUA, WFLD, WBBM.

See Parallels, debuts at number 28 on the CHART.

---

**New York • Los Angeles**

Michael Brokaw, Job Hart, Bob Hinkle, Jerry Landreth and Ken Kragen

---

**Radio & Records**

Adult/Contemporary

**Thanks to everyone in Radio for keeping us on top!**

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**New York • Los Angeles**

Michael Brokaw, Job Hart, Bob Hinkle, Jerry Landreth and Ken Kragen

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**Radio & Records**

Adult/Contemporary

---

**New York • Los Angeles**

Michael Brokaw, Job Hart, Bob Hinkle, Jerry Landreth and Ken Kragen
AVOID THE HOLIDAY RUSH
Wrap Up Your Playlist Early
With The Music On The Red Label

COLUMBIA RECORDS

MARVIN GAYE
"SEXUAL HEALING"

CHR BREAKERS

MARVIN GAYE
Sexual Healing (Columbia)
66% of our reporters on it. Moves: Up 78, Debuts 13, Same 27,
Down 2. Adds: 10, WLOL-FM, KROK, WZZR, KMGG, WKGQ,
K093, KROQ, WIGY, KKL-FM, WAZY-FM, WNBC 22-15, 94Q
7-3, Y100 2-1, KFRC 4-3, B97 2-1. See Parallels, debuts at
number 23 on the CHR chart.

KENNY LOGGINS
"HEART TO HEART"

CHR BREAKERS

KENNY LOGGINS
Heart To Heart (Columbia)
71% of our reporters on it. Moves: Up 22, Debuts 35, Same 48,
Down 0. Adds 54 including B94, JB105, G107, WBBM-FM,
WGCL, WFTI, KIMN, KZZP, WROR, KZFM, KXX106, WKFR,
WMEE, KLCU, WTSN, KYTN. See Parallels, will debut next
week on the CHR chart.

BILLY JOEL
"ALLENTOWN"

CHR BREAKERS

BILLY JOEL
Allentown (Columbia)
59% of our reporters on it. Moves: Up 23, Debuts 27, Same 39,
Down 0. Adds 44 including PRO-FM, CHUM, 293, WGCL,
KEARTH, G103, K104, WAXY, WOKI, WRQO, WNAM, KIDD,
WJBQ, WQLT, KFMW. See Parallels, will debut next week on
the CHR chart.

LOVERBOY
"JUMP"

SIGNIFICANT ACTION

CFTR add
CKGM deb 40
KEGL 36-31
WRCK deb 29
KITY deb 34
KSET-FM 22-17
KBFSF deb 28
WANS-FM add
WVIC deb 24
WJXQ 28-25
KLUC deb 30
WJBQ add
WSQV add
WISE 32
WCIL-FM deb 30
WKDD 27-25
WPHD
WKEE
WABB-FM
G100
WOKI
WNOK-FM
WRVQ
WKFM
KSKD
KQMQ
WIGY
WOMP-FM
WFLB
KNOE-FM
KRTN
KFYR
KSLY
KBIM
KCDQ

www.americanradiohistory.com
Bob Lowry On Programming Research

In my ongoing quest to provide you with insights and perspectives on what’s happening in the radio research field, this week I’ll showcase the thoughts of one of the industry’s leading program researchers, Bob Lowry. Bob formerly headed the radio research division of Frank Magid’s research consultancy, was in charge of programming and research for the Bonneville O&O stations, and was the first president of Survey Research. He currently runs his own firm, RML, which is based in Tucson. Bob specializes in working in small and medium-size markets providing programming and research guidance, although he does have some large markets represented among the 20 he consults.

Marketing Orientation

I started by asking Bob about the marketing orientation of the stations he deals with.

R&R: Do most of the stations you’ve run into have a marketing plan or do they feel the need for such an animal?
BL: Most stations don’t have marketing plans and don’t really understand the marketing issue. Positioning is the new buzzword but few people understand it. In my thinking it is absolutely crucial for a station to have such a plan.

R&R: Why is that?
BL: There’s no way a station can take on its competitors without a well-thought-out plan of attack. Radio is past the point of being able to put a station on the air and assume people will come in droves to listen.

R&R: In your view, do stations need to become more specialized in their programming and marketing approaches?
BL: By all means. Today’s listener is becoming too sophisticated — in many markets they know they have several stations to choose from, depending on the mood they’re in. This is no different than marketing detergent — there are many brands on the shelf and the challenge is to segment each product so you sell more than the competition.

R&R: What is the first thing a station should do in setting up a marketing plan?
BL: Decide where you need to be in order to make money. It may be all well and good to be a big numbers station with a 12-24 Hot Hits approach, but it may not have the revenue potential of another format that garners smaller numbers but has more salable demos.

R&R: Do you find that stations are budgeting enough for research and promotion these days?
BL: Some are, but unfortunately when things slow down, sometimes the first things that get cut are the budgets for research and promotion. These are the things that shouldn’t be cut, of course, because they are the building blocks of the station’s future.

R&R: Why do you think they react by cutting those items?
BL: One of the things that continues to disappoint me is that so many stations take a short-term view rather than see the big picture. They just seem to say “Let’s get through the next book” rather than “this is a $3 million station — what are we going to do with our investment over the next five years?” Qualitative and programming research are key tools to help protect that investment.

The PD’s Reaction

R&R: Over the years you’ve dealt with a broad cross-section of PD’s. Give me two or three items that would describe how PD’s seem to deal with research.
BL: The first problem PD’s seem to have with research is either believing it too much or not enough. Research is not the bible — it’s just a tool and should be treated as such by PD’s. Also, some PD’s are negative on research because it might uncover perceptions that imply the programming has not been on-target.

PD’s should realize that research is not a threat — it’s designed to give them guidance, to help make their jobs easier. All too often station management falls down and doesn’t explain to the staff that a project is going on and here is what it is designed to help. Also, while it’s not wise to share research results with every staff member, a generalized meeting to summarize the scope of the project and its broad conclusions would be helpful — but very few stations seem to do that.

Consultant’s Role

R&R: How have you found stations react to the idea of programming or research consultants?
BL: There is one well-known PD who refers to us as “Insultants.” I think it’s due to an image problem. A consultant is too often seen as the person who comes in, identifies a problem, doesn’t do anything about solving the problem, charges a lot of money, then moves on.

R&R: Why do you think such an image problem exists?
BL: I think there is a misunderstanding of the primary role of the programming or research consultant. The key role of a consultant is not to come and solve a lot of nitty-gritty day-to-day problems — that’s what the PD and the GM are supposed to do.

From my perspective the consultant is supposed to point up to management some problems they may not be aware of, and secondly to develop or offer suggestions for ways that the problems can be solved. Since consultants work in a variety of markets, they may have seen similar situations elsewhere and may offer ideas not thought of by the client station. The bottom line, though, is that problem-solving is in the hands of the local people.

Small Market Challenges

R&R: You work a lot in small and medium-size markets. What programming or research problems have you run into as you deal in these areas?
BL: Music service is really the pits, and it’s forcing many stations outside the top 50 to seriously consider or go with syndicated or automated programming. Also, talent is a problem — many personalities are not attracted to smaller markets, and when they get hired in one spend most of their time trying to get out. Another problem is that in the smaller markets, stations may not be able to promote themselves extensively through external media, thus, they have to become more inventive. Finally, in some of the really small markets it’s tough to find competent research facilities in order to conduct projects.

R&R: Give us some examples of research alternatives you’ve used in smaller markets.
BL: In some cases we’ve done mail intercepts where we interviewed people as they came out of stores. We’ve also had contest winners complete a questionnaire when they come in to claim a prize, or derive information from entrants when they call in. It doesn’t hurt for the station management team to talk with fellow club members at civic gatherings. These can all be helpful, although they contain biases that can affect the results. These are some of the ways you can do your own research in small markets to help address problems you are facing.

Bob makes some good points. All too often station personnel are not involved in the development of research or programming projects. That leads to misunderstandings which can later to poorer station performance. Also, his ideas on what to do in smaller markets are worthwhile. Hope you found his comments useful. If you’d like to contact RML, you may do so by calling (602) 742-2034.

Q & A

Jeff Coelho, Executive VP/General Manager of KIKI/Honolulu, wrote, “Do you agree with Andrew Hanagarne of RAM that Arbitron will continue to survey a market even if there are no station subscribers, to appease the New York station advertisers?”
I agree, Jeff, but I also asked Bill Livek, Arbitron’s Sales VP, what his thoughts would be on the subject. Bill told me, “Although we haven’t run into this in a major market, we’d continue to survey a top 100 market if the advertisers felt it was useful. We need to survey the major markets in order to keep the national service a service, so if the stations pulled out we would not ignore one of the top 100 markets.”
WPGC/Washington has reportedly named Jean Oates as General Manager, replacing Charles Giddens. Ms. Oates had been GSM at WDCA-TV/Washington, previously holding sales positions at WRC-TV/Washington and Blair Radio.

Mike Waite, who had been handling mornings at JB105/Providence, has signed to do afternoons at WROR/Boston for Operations Manager Gary Berkowitz.

Jim Elliott, of the Q107/Washington morning team Elliott & Woodside, is getting married on the air during the final hour of the AM drive show December 10 to Pamela Turner. Street Talk has been promised a photo of the ceremony, which we'll hope to have in time for the last issue of the year (12-17-82).

After six years at the station, KPUR/Amarillo PD Dan Wilson is leaving to become PD at KJYO/Oklahoma City. KJYO is currently Schuelke II, but will be going CHR shortly under the consultancy of Kent Burkhart. Dan's current MD at KPUR, Janice Williams, was promoted to PD at the station. Dan has an airstaff to hire at KJYO.

James Connor has resigned as GM of Cox's WWSH/Philadelphia. He'd been with Cox since the company acquired WWSH in 1978. No immediate replacement was named.

Glad to hear that 293/Atlanta PD John Young is done following an auto wreck outside Nashville. The pavement was wet, the car hydroplaned, a fender was bent, and John is now attending church regularly again.

WQEZ/Birmingham will switch to WJJ under new PD Bill Thomas, and the format will be CHR. Bill is currently hiring a complete lineup of personalities.

Check out the inside cover photo on the new Foreigner "Records" greatest hits LP. You'll immediately spot the four group members showing down at a diner counter. But if you look a little closer, you should spot Atlantic Chairman Ahmet Ertegun, label President Doug Morris, and (behind the counter waiting on customers) Foreigner's manager Bud Prager. Other Atlantic staffers are in the background booths (including National Secondary Pop Promotion Director Andrea Gianis), which leads one to believe that the photo session must have been a lot of fun...the result makes for a nice package.

WKSJ-FM/Mobile morning personality Wayne Gardner is now also PD at the station. He replaces Steve Hollbrook.

Robert Ryan, MD and acting PD at KWEN/Tulsa, has been officially promoted to PD.

Another MD to PD promotion: Steve Murphy is now programming WMAZ/Macon.

Bob Spenoe has been named PD at V100/Charleston. Bob comes in from WGR/Manchester. His first official act was to promote Jay Jarvis to Assistant PD.

Dick Grant has resigned as General Manager of WLYA/Lynchburg, VA. No immediate replacement was named.

Hairi Hensley, who was PD of WSM/Nashville, has now become PD of WSM's Music Country Network. WSM afternoon personality Charlie Chase gets the nod as new PD for WSM.

If you're looking for a Country programming gig, try KFH/Wichita, WRKZ/Hershey, or KUUY/Cheyenne.

"Father" Jim Francis is no longer handling SE regional promotion for Boardwalk. You can blame that "pesky economy" if you want to, but Jim just wants to get back to work. Contact him at (404) 977-9921.

Former KHOU/Denver Production Director Jeff Kelly has joined the air staff of the Transtar Radio Network.

At WQUA/Quads Cities, four of the DJ's are all getting married within seven days of each other! What's in the water cooler, you ask? Who knows? However, congratulations are in order for Steve Gabbert, Steve Brathauer, J.J. Scott, and Pat Lueck. Luckily, the nuptials aren't scheduled until next May, giving the station management some time to deal with honeymoon vacation schedules.

Lou "King" Kirby, well-known Cleveland air personality for nearly two decades, joins WGAR/Cleveland to handle the Sunday night oldies show.

At WXXS-FM/Boston, MD Joey Carvello has exited. Jene Donaghey has been named Music Coordinator.

Stork Stops: WGGQ/Columbus Station Manager Joe McCleire and his wife Gail welcomed Christopher Joseph... KWJJ/Portland MD Mark Andrews and his wife Chris now have a second son, Andrew, who arrived November 20. If you're wondering why someone would name his son Andrew, don't fret. The surname is a alias.

The Ten Eighty Corp. and Chase Enterprises have announced the creation of a project to write the history of WTIC/Hartford from 1924 through the present. The manuscript will be edited by local author Gordon Clark Ramsey, the first biographer of the late Dame Agatha Christie.
THREE FOR ALL

Peter GABRIEL

“Shock The Monkey” 7-29883
PRODUCED BY DAVID LORD AND PETER GABRIEL

WBEN-FM add  KWTO-FM add  WPST deb 35  KRQ 22-16
B94 add  KCDQ add  KITY 16-14  WJBQ deb 38
Y100 add  WCAU-FM 28-25  WTX 33-23  WGUI 17-13
I95 add  WXKS-FM 14-13  CK101 21-18  WIKZ deb 32
WLS-FM add  17  CFTR 17-12  WOKI 40-36  WOMP-FM 4-4
WKRZ-FM add  CKGM 18-16  WSEZ 35-31  WYZQ deb 23
WKREE add  WBBM-FM 40-28  WNOK-FM 15-12  WKHI 28-24
KHFI add  WLOL-FM 30-27  WGH deb 34  WQLT 39-34
WRRVQ add  KBEQ 39-35  WZZR deb 39  WJAD deb 38
KZ93 add  WGCL 12-11  WVIC 14-11  WISE deb 34
KIDD add  KIQO 16-15  KMGK deb 29  KNOE-FM 17-15
WCIR add  KFRC 17-12  WNAM deb 24  WClL-FM 34-31
WPFM add  XTRA 29-25  KKXX 10-8  KGHO 19-17
WGLF add  WRCK 12-10  KYYX 3-4  KCBN 11-8
KRNA add  WTIC-FM 27-24  KSKD 27-24

Sammy HAGAR

“Your Love Is Driving Me Crazy” 7-29816
PRODUCED BY KEITH OLSEN

From Sammy Hagar’s new album “Three Lock Box” on your desk Today

WBEN-FM add  WQID add  KZ93 add  WKHI add  KSLY add  WRCK  WJAD
WCAU-FM add  WZYP add  Z104 add  WISE add  KBIM add  3WT  WHSL
KEARTH add  CK101 add  WNAM add  WFLB add  96KX deb 35  WABB-FM  WPFM
WHFM add  KX104 add  WIKS add  WXLK add  KEGL deb 39  WZZR  KILE
WLAF add  WSKZ add  KQKQ add  FM99 add  WLOL-FM deb 25  KMGK  KISR
WYCR add  WOKI add  KXX add 37  WYKS add  WVIC deb 25  WMEE  KFMZ
WKRR-FM add  WSFL add  KBQ add  KVOL add  WJXQ 33-16  WKDD  KDVV
K104 add  WSEZ add  KSKD add  KNOE-FM add  KFI deb 40  KJRB  KGHO
WKREE add  WCSC add  WGUI add  KYTN add  KCBN deb 34  WSOV  KCDQ
KITY add  WSSX add  WIGY add  KFYR add  WXKS-FM  WOMP-FM KOZE
KZFM add  WANS-FM add  WERZ add  D93 add  WKFM  WZYO
KSET-FM add 30  WNOF-FM add  WFBG add  KRNA add  WPHD  WQLT

Donna SUMMER

“The Woman In Me” 7-29805

On Your Desk This Week!
The WAAF Rate Card

WAAF/Worcester, MA uses different rates in every daypart every day of the week. The idea comes from VP/GM Steve Marx and it’s just as interesting to note what’s been left out of the station’s rate structure as what’s there.

There are no grids, no sections, no frequency. No rate changes for holiday periods, no bulk rates, no package plans, no program rates, no TAP’s (total audience plans), and no bulk package offers. WAAF is one of the few daily dayparts based exclusively on supply and demand factors.

“We didn’t always have this kind of rate card.” Steve told me. “Until about a year-and-a-half ago, we had a TV-style card with preemptible sections. That card was based on the philosophy of selling everybody BOS (run of station) schedules with pretty even rotations through all days and times,” Steve explained.

Enter: Supply And Demand

Why did WAAF stop using this card? Steve explained that numerous clients began cherry-picking the best times. “It messed up our system for two reasons First, the media value of Sections II and III was destroyed. And second, the higher Section I rates were suddenly applying to all inventory, regardless of supply and demand factors.”

“For clients, this card makes more sense than any other radio station rate card they have ever seen. The inventory on WAAF is priced exactly the same way as the inventory on their own shelves — each item has its own price, and no item has more than one price.”

Obviously the nature of WAAF’s client base had changed. So Steve Marx, who once toyed with a rate card that had far rates at all, just package prices, with everything quoted as a “weekly cost” (“based on the concept that advertisers don’t buy individual messages, they buy campaigns and schedules”), had to go back to the rate card drawing board again.

Observing that the majority of clients wanted non-preemptible spots and were willing to pay for them, Steve designed a card that assigned every avail a different price based on “true value.” He explained, “We recognized that not only do certain dayparts have a greater demand than others, but so do different days. We sat down and analyzed our orders, and came up with a set of values that we thought would roughly balance out client demand and station inventory.”

Steve Marx

Emphasis On Pricing Inventory

The WAAF local client base consists largely of retailers and other direct accounts. How do they like the new card? “For clients, this card makes more sense than any other radio station rate card they have ever seen.” Steve remarked. “The inventory on WAAF is priced exactly the same way as the inventory on their own shelves — each item has its own price, and no item has more than one price.”

As opposed to grid or section-type rate cards, with this card, Steve observes, clients like knowing there are no hidden discounts they might have overlooked. Furthermore, he notes that agency reaction has been good for the same reason.

What happens when inventory isn’t moving? There is a discussion to see if rates should be lowered when demand is off. Steve likened that to a retailer marking down slow-moving merchandise.

How about when demand is up? “If PM is going crazy,” Steve stressed, “we can just keep raising rates until we find out what the limits are on the true value that our clients place on those spots.”

Negotiation then is left to discussing schedules rather than rates. Steve reasons that “rate negotiation is a process which takes place prior to deciding to place an order, and the outcome of a rate negotiation determines whether or not the order will be placed at all. They are frequently difficult and ugly, and too often the compromise pleases neither party.”

On the other hand, Steve emphasizes that negotiating the schedule “forces buyer and seller to focus on the media value of less demanded inventory, but more important, it’s just ability to get the highest dollar.”

Steve Marx concludes that in certain situations a rate card with levels of preemption would simply be irrelevant. He adds that some stations could not use a grid card because it would risk destroying their business image and possibly cause a loss of premium revenue.

“I have long believed that the important thing about structuring a radio station’s rate card is to make it serve the needs, solve the problems, and maximize the revenue of the station. There is no one rate card structure that is right for all stations, but at WAAF we have found a structure which works exceedingly well for us right now.”

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BTA announcements run in Best Times. Available between 5:30am and 2am, after all other announcements have been scheduled. BTA is immediately preemptible without notice, and is offered subject to availability on any particular day.

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10% DISCOUNT FOR ANNUAL PLAN ADVERTISERS
Save 10% on all time charges on Rate Card #112 by agreeing to spend at least $2000 in each Standard Broadcast Month. Ask your Account Executive for details.
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REP REPORT

RAR Renamed Group W Radio Sales

Group W’s rep division of 16 years, Radio Advertising Representatives (RAR), has changed its name to Group W Radio Sales. The name change is described as part of an effort to redefine the firm’s objectives. Group W Radio President Dick Harris commented on the overall effort, “The technical and economic forces preveling today make it essential that representatives begin to play a more active role in their stations’ sales and marketing posture, both national and local.”

Doyle, Pine Promoted to VP at McGavren Guild

Peter Doyle and George Pine, veteran Co-Regional Managers at McGavren Guild, have been promoted to VP/Co-Regional Managers at McGavren Guild.
EPA Is Tuned In To CHR!

ADAM ANT

"Goody Two Shoes"

CHI BREAKERS

ADAM ANT
Goody Two Shoes (Epic)
65% of our reporters on it. Moves: Up 51, Debuts 23, Same 35, Down 1, Adds 35 including PRO-FM, Q107, CHUM, CKGM, Q102, WHTI, KJMN, WSPK, WABB-FM, WVIC, WHOT, K266, WSQV, WJAD, 99KG. See Parallels, will debut next week on the CHR chart.

SAGA

"On The Loose"

CHR NEW & ACTIVE

SAGA "On The Loose" (Portrait/CBS) 57/17
Moves: Up 9, Debuts 5, Same 26, Down 0, Adds 17 including KEGL, XTRA, KX104, WSEZ, WSSX, KMGK, KZ3, WNAM, WKAU, KSKD, WZYQ, WBWB, KFMW, D93, KCBN.

CLASH

"Rock The Casbah"

CHR BREAKERS

CHR CHART 26
AVG. MOVE: +3

11/26

CULTURE CLUB

"Do You Really Want To Hurt Me"

CHR SIGNIFICANT ACTION

CULTURE CLUB "Do You Really Want To Hurt Me" (Virgin/Epic) 47/21
Moves: Up 1, Debuts 5, Same 19, Down 0, Adds 21 including WLOL-FM, B100, WHFM, WAEB, WANN-FM, W10, WNDX-FM, KMGK, WNAM, KHOP, WCIR, WCHI, Z102, FM99, KBIM.
Shopping Spree Flipside

While it is true that the people of the planet's wealthiest nation are having a fine old time participating full-bore in the world's largest shopping spree, a significant number of ordinary Americans are approaching Christmas '82 with recession-limited buying power, and literally millions more face a bleak holiday because they have no jobs at all.

Radio stations are getting while the getting is good. Like squirrels hoarding nuts before the heavy snows, at every dial stop the airwaves are jammed with pre-Christmas spots which will, it is hoped, pay the overhead through the slow post-holiday winter of early 1983.

We'll hear the continuous pitch, but will radio also provide us with a neutral voice in the consumers' corner? I wish the answer were yes, but the odds are overwhelmingly against hearing balanced consumer reports at this time of year. Will there be a local comparison-shopping series pinpointing the area's lowest retail prices on specific Christmas items? Can we expect to hear a financial expert advising families about differences in stated interest rates, terms of payment, costs of delayed financing (no payments 'til March!), and other aspects from the flipside of the spending story?

Accounting will verify that it's certainly good to receive, but while the bucks are rolling in it would be good to see some attention being paid to the inherent community obligation to give. While Programming is walking through the usual holiday promotions, the News Department can rise to the occasion of the year's biggest spending binge by giving balanced and accurate consumer news. This is precisely the time it is most of value.

Fire In The Hole

MONDAY, DECEMBER 6 — Today's the 75th anniversary of the most deadly mining disaster in America, the cave-in at Monongah, WV which killed 361 men in 1907.

It's also the anniversary of the world's deadliest peacetime explosion, the ship fire in Halifax Harbor, Nova Scotia, in which 1654 men died in 1917.

Ignoring local advice to plant sugar like everyone else, Harvard graduate James Dole started a pineapple farm in Hawaii 81 years ago today. Pineapple became the #2 island crop and Dole's plantation is the largest.

Thomas Edison tested his talking machine (phonograph) 105 years ago today with the poem "Mary Had A Little Lamb."

Dave Brubeck the jazz musician is 62. On this date Confederate President Jefferson Davis died in 1889, and Baby Face Nelson the bank robber was born in 1908.

Hunger Marchers At White House

TUESDAY, DECEMBER 7 — Unemployment isn't a new national issue. On this date in 1931 a group calling itself the Hunger Marchers gathered at the White House demanding jobs, but President Herbert Hoover refused to see them.

The world's biggest twins, Billy and Benny McCrory, were born 36 years ago today at Hendersonville, NC. They grew up to measure 86 inches in the waist and weigh almost 750 pounds each.

U.S. Army Chief of Staff Gen. George Marshall, having seen an intercepted Japanese message indicating the possibility of an attack on our base at Pearl Harbor, tried to send a warning by radio. The circuits were too noisy. In desperation, he fired off an ordinary telegram to Hawaii. The warning arrived two hours after the Japanese attack today.

The National League Rookie of the Year for fourteen seasons ago, Johnny Bench, is 35. Academy Award winner Ellen Burstyn is 50. Ted Knight, who first became famous as Ted Baxter on the "Mary Tyler Moore Show," is 59. Mary Queen of Scots was born on this date in 1542, and the guy who started Sears-Roebuck, Richard Sears, was born in 1863.

Langley's Airplane Makes A Splash

WEDNESDAY, DECEMBER 8 — One of the strangest early airplane tests was 79 years ago today, when Samuel Langley tried to fly his plane by catapulting it from the deck of a houseboat on the Potomac River. It didn't make a big splash in the newspapers, only in the river. Nine days later the Wright Brothers flew at Kitty Hawk, NC.

America declared war against Japan in 1941. Three years ago these "Geesers" became the longest-running play on Broadway. Greg Allman is 35. Flip Wilson is 49. Academy Award winning Austrian actor Maximilian Schell is 52. Sammy Davis Jr. is 57. He started show business as a 5-year-old kid dancer in vaudeville in 1938.

First Christmas Card

THURSDAY, DECEMBER 9 — It used to be the custom to write personal notes with Christmas greetings, but in 1843 Henry Cole of London got a better idea. He had penny postcard cards printed with the message "A Merry Christmas and Happy New Year to You," and 139 years ago today he mailed the world's first illustrated Christmas cards.

Today's the 75th anniversary of one of America's most successful fundraising ideas, Christmas Seals. First sold by the American Lung Association in 1907.

Gregg Allman is 35. Flip Wilson is 49. Academy Award winning Austrian actor Maximilian Schell is 52. Sammy Davis Jr. is 57. He started show business as a 5-year-old kid dancer in vaudeville in 1938.

Woman Sets Prop Airspeed Record

FRIDAY, DECEMBER 10 — The world speed record for a piston-powered propeller aircraft was set 35 years ago today, when Jacqueline Cochran pushed a P-51 "Mustang" around a 100km course at 460mph.

The world's first metol, the Mo-Tel Inn at Santa Barbara, CA, opened 57 years ago this weekend in 1925.

Country musician Johnny Rodriguez is 30. Walter "G Clyde" Orange of the Commodores is 36.

Others born on the 10th have included newsman Chet Hunter (1911), actress Dorothy Lamour (1914), and poet Emily Dickinson (1830).

Tomorrow (12-11) Brenda Lee will be 39. On Sunday Dionne Warwick will be 42 and Frank Sinatra will be 67.

The Hottest Network In Radio.

Albany, NY WGBB AM
Albuquerque, NM KOB AM
Altoona, PA WJW AM
Atlantic City, NJ WMMR FM
Baltimore, MD WFLA FM
Battle Creek, MI WABX AM
Beaufort, NC WBNM AM
Cape Cod, MA WOCB AM
Chamberstown, PA WPCR AM
Charlotte, NC WSOC AM
Cincinnati, OH WKRC AM
Cleveland, OH WJW AM
Columbia, SC WAFR AM
Dallas, TX WRRM AM
Davenport, IA WOCM AM
Duluth, MN WQBR AM
Durham, NC WDRC AM
Eastland, TX KJAM AM
El Paso, TX KOAG AM
El Paso, TX KTSN AM
Eugene, OR KGWI AM
Fargo, ND WDAY AM
Forest City, NC WAGY AM
Fort Pierce, FL WIRI AM
Fremont, CA KMJ AM
Grand Junction, CO KEXO AM
Grande Rapids, MI WYRN AM
Greensboro, NC WORF AM
Harrisburg, PA W9BO AM
Hartford, CT WATC AM
Hazleton, PA WAZL AM
Hobbs, NM KHOB AM
Houston, TX KHPR AM
Hutchinson, KS KWKM AM
Indianapolis, IN WIFE AM
Jackson, MS WLSI AM
Jamesstown, NY WJTM AM
Kansas City, MO WCMO AM
La Crosse, WI WCLI AM
Lansing, MI WJLM AM
Little Rock, AR KARN AM
Louisville, KY WAVE AM
Miami, FL WIOD AM
Milwaukee, WI WTMJ AM
Minneapolis, MN KSTP AM
Minot, ND KMCA AM
Missoula, MT KGZB AM
Mystic, CT WFKM AM
Nashville, TN WSKA AM
New Bedford, MA WBSM AM
New Orleans, LA WSGO AM
New York, NY WJZU AM
Northfield, MA WNSM AM
North Platte, NE KODY AM
Oakland, CA KKYK AM
Orlando, FL WSGO AM
Owensboro, KY WODM AM
Palm Springs, CA KOHY AM
Pittsburgh, PA WTEN AM
Porterville, CA WITP AM
Portland, ME WGAM AM
Portland, OR KLX AM
Preston, ID KZMS AM
Princeton, NJ WRRH AM
Providence, RI WHJU AM
Redding, CA KQMS AM
Roanoke, VA WFRF AM
Rochester, NY WBBF AM
Sacramento, CA KFRA AM
Saginaw, MI WSGM AM
Salt Lake City, UT KALL AM
San Diego, CA WSDG AM
Santa Barbara, CA KTSW AM
Sask Rapids, MN WSHH FM
Somerset, KY WSCF AM
Spokane, WA KHQ AM
Syracuse, NY WSYR AM
Tampa, FL WFLA AM
Terre Haute, IN WTMM AM
Thousand Oaks, CA KCGB AM
Toledo, OH WWHO AM
Topeka, KS WWHO AM
Traverse City, MI WTMI AM
Tulsa, OK KELI AM
Valleymont, VA WKVL AM
Venice, FL WAMR AM
Vero Beach, FL WFTT AM
Washington, DC WRC AM
Wenatchee, WA KTRW FM
West Palm Beach, FL WJNO AM
Wichita, KS KWKN AM
Williamsport, PA WYRK AM
Winston, DC WDEL AM
Winston Salem, NC WJSJ AM
Worcester, MA WTAG AM
York, PA WSBA AM
Youngstown, OH WFJU AM
Yuma, AZ KBLI AM
Zanesville, OH WHIZ AM
HOW HOT IS IT?
SO HOT IT HASN'T STOPPED RINGING.

In less than a year over 100 stations have hooked up with a pretty hot number: Talknet. The unique call-in programming service featuring Bruce Williams and Sally Jessy Raphael weeknights, and Bernard Meltzer and Dr. Harvey Ruben weekends. So distinctive you have to hear it to believe it.

We've talked up shares just about everywhere we've been heard. Big markets (33 of the top 50!). Small markets. Plus markets in between. And better numbers at night can lead to better numbers in the morning. All told, you might just call us one of the biggest radio success stories around.

Just ask the folks to the left.

So if you're not yet on board, give Meddy Woodyard a collect call at (212) 664-4745. And share the wealth.
KFRC: Station With A Master Plan

The call letters KFRC are among the few legendary sets left of the dozens I memorized as a young jock getting into radio at age 15, in 1968. Because I lived on the East Coast, I couldn't DX around the dial and hear what KFRC was doing as I could with WABC, WKBW, WLS, and WCFL. Maybe the need for an aircheck to hear KJJ, KGB, or KFRC added to the mystique of the call letters.

Of those three, only KFRC remains as a CHR station.

I was talking with KFRC/San Francisco PD Gerry Cagle the other day about a broadcasting first at KFRC...transmitting from the station's mobile studio while the studio was moving through traffic! A pretty slick trick if you ask me. The conversation then merged into why KFRC is always doing things like this in an age when so many others are content to languish safe in their "comfort zone," afraid to be different. I think you'll find Gerry's statements very interesting, and those of his GM Pat Norman equally as stimulating.

"KFRC Takes It To The Streets . . . Really!"

"To my knowledge," began Gerry, "KFRC did the first broadcast in history (11:2) of an on-wheels-moving remote, utilizing a plane equipped with a repeater to get the signal back to the station. The experience was really mind-boggling. To sit there and do a show while the mobile studio was actually moving in traffic, with people in their cars looking at you, was really a trip. We're only challenged by the things we can't comprehend, and you can't believe the feeling until you've actually done this kind of broadcast."

Gerry went on to explain the purpose of KFRC's mobile studio. "The whole mobile studio concept was started to make the audience understand what KFRC was about. It wasn't designed as a jukebox or music machine, but a fully-equipped mobile studio. It wasn't designed to be used just to put a jock out at a local shopping center, but to have the whole station there. It's taken us two years to perfect the system that allows not only signal or quality . . . even while travelling through a tunnel.

"It's basically the same type of STL link we use in the main studio to the transmitter: it's just taken us time to develop a way of doing it from the air, so that the studio could indeed move around while broadcasting. Quality is very important, since only a few hundred are seeing you doing this stunt, while the rest of the thousands listening to KFRC are oblivious to it all."

Gerry told me the reasons for using an airplane rather than a helicopter as the repeater. "The plane doesn't have to stay right overhead, but operates more in a line-of-sight pattern, flying at an average altitude of 1000 to 6000 feet. A copter just can't get high enough."

"The day we did it, I called a secret jock meeting to get everyone to the station. No one knew why they were coming in, other than the fact I'd called an important meeting. They were then told there was a problem with the main studio and were led out to the mobile studio, where we popped open the champagne and broadcast while moving in traffic from noon to 4:30pm. Each jock got a turn at it."

Putting Fun Back On The Radio

From there the conversation turned towards KFRC as a whole, and Gerry began to open up on some ideas he feels are keys to KFRC's special nature. "Music is only about 50% of what we really use to make us successful. The rest is the ability of KFRC to overcome the negative mathematics of AM, the music, and the rest of the market."

"The main part of our success is that we have assembled a bunch of people who understand the end result of the radio station is much more than numbers in an Arbitron or Birch Report. To us, our end result is an entertaining radio station that will succeed in the long run, versus the short run."

He went on to chastise fellow programmers who pay lip service to noble philosophies, but offer no examples of practical implementation. "All PD's say that it's important to get involved with the community, and have the jocks relate to the needs of the community, but hardly anyone does it. Too many of us are tied up in other things like music research, or never leaving the office to find out what's going on in the market."

"We're very lucky here since we have lots of people that can take care of different aspects of programming, which allows me freedom. KFRC is community involvement to the hilt. Now I'd love to take credit for that, but KFRC has been doing that since long before I got here. Our radio station slogan is 'KFRC is San Francisco,' and each day we set out to continue to make it part of the San Francisco way of life, and we don't deviate from that."

The Importance Of Stiff Records

No doubt you've heard that if you play the hits, you'll win. Gerry agrees with playing hits, but he also has strong feelings about the music that surrounds the hits.

"Everyone who programs a radio station knows that at any one time there are about ten hit records, but I think the rest that never become hits are the ones that are most important. We all know what the hits are, but it's these other songs that fill in the holes and complement your station's sound."

"That's why we'd play Linda Ronstadt's 'Get Closer,' which isn't selling here, before..."
COMING SOON TO A RADIO NEAR YOU!

"the musical countdown of the year...not to be missed."

James Mulla
WCZY-FM, Detroit

THE YEAR IN RADIO

Starring: EBONY & IVORY • PHYSICAL • EVEN THE NIGHTS ARE BETTER • KEY LARGO EYE OF THE TIGER • CHARIOTS OF FIRE • ABRACADABRA • I CAN'T GO FOR THAT LOVE WILL TURN YOU AROUND—Plus 20 more as featured in the Top 30 Songs of the Year.

Also starring: DARYL HALL & JOHN OATES • ROD STEWART • PAUL McCARTNEY CHICAGO • ELTON JOHN • THE DOOBIE BROTHERS • OLIVIA NEWTON-JOHN
—in exclusive interviews.

PLUS EXCITING ENTERTAINMENT FEATURES NEVER BEFORE HEARD ON RADIO, IN THIS BLOCKBUSTER RADIO EVENT.

Exclusive engagement! Weekend of December 31st. At a RADIORADIO station near you. Check local listings for exact broadcast time.

Produced by: THE CREATIVE FACTOR
For: CBS RADIORADIO

www.americanradiohistory.com
KFRC: Station With A Master Plan

By Pat Norman

Continued from Page 20

we'd play a Neil Diamond which is selling. At KFRC we play a lot of stuffs, but they all sound good. As an industry we've missed too many singles because we've researched music to death. If it sounds good and fits the station, it should be played.

KFRC's success is extremely minimal. If I have a genius for anything, it's managing people. I've been able to surround myself at this station with people who make the station sound different. As an industry we've missed too many songs because we've researched music to death. If it sounds good and fits the station, it should be played.

"At KFRC we play a lot of stuffs, but they all sound great. This might baffle some people at times, but just because a record is selling does not mean it's a record that you have to play, and vice versa. Most jocks remember those turntable records as some of their favorites. They are what make your station succeed since they make your station sound different. As an industry we've probably missed too many songs because we've researched music to death. If it sounds good and fits the station, it should be played.

A Unique Style of Management

"There are two types of PD's, those that have been fired, and those that will be fired. It's part of the growing process. This industry is on such a defensive all the time, and if people took the opposite stand, things would get a whole lot better."

"My input into KFRC's success is extremely minimal. If I have a genius for anything, it's managing people. I've been able to surround myself at this station with people who make the station happen. This allows me to concentrate on the radio station as a whole."

"One of the great things about KFRC is that everyone knows they have a major part in the station's success, since they understand what their responsibilities are. It's what makes me most proud of KFRC. It's also well known how to hire the right people. You can pick up on that I want to go, and they can get by there for themselves because they understand their responsibilities. It takes a very understanding GM, and Pat Norman's the only one I've ever worked for who has planned and programmed the station, rather than saying, 'Oh God, what are we going to do for the next book?'"

A Full Service Load

"If you think KFRC is a "more music" station, then you owe it to yourself to get an aircheck, and continue reading what Gary has to say. "We run 12½ minutes of commercials an hour, plus four minutes of news and a minute of public affairs. I've said before that it's easy to win with four minutes of commercials on an invention. That takes a lot of on-air talent to make a station like KFRC succeed with this kind of load."

"If you have to do is take the things you need to have on the air, turn them into positive tools. We believe KFRC brings the audience the best news department in the country. We even outscored the station (KGO) this last book. I want to eventually beat them in 12+, and Pat and I both think we can."

Personality Plus

"Many people blame Bill Drake for wiping personality out of radio." Gerry has written the history books on how he was Drake who hired such great personalities as Robert W. Morgan, the Real Don Steele, and Humble Hulse, Wackett and the station announcers. They've taken two years, and to me, it's taken two years to show the value of the station staff to the audience. This allows me to say that I've built this station. It's been a major part of the KFRC success story.

"I'll accept a mistake from them before I will allow them to do it like it's written on the card. It's taken jocks like Jack Armstrong a while to learn to stretch out a bit. He's worked in too many situations where we weren't allowed to do it. It was pretty scary to him since he knew he was really on his own. The abilities of the staff working together for a common cause, trying to overcome my inadequacies, is what makes me a hero and KFRC a winner."

This is the station lineup at KFRC. 6-10am: Dr. Don Rose, Dave Sholin 9-12am; Jack Armstrong noon-4pm, Mark McKay 4-7pm, Bill Lee 7-10pm, Sue Hall 10am-2pm, Don St. John all-nights, with (Music Director) Sandy Louie and Thom O'Hair on weekends.

Gerry went on to compliment every one of his people for their efforts and skills, and took time out to concentrate on one particular staff member: "Thom O'Hair is a real wacko, but he brings an incredible amount of intelligence and creativity to us at the same time. His greatest asset is what he challenges me to find a way to do things that don't fit into the norm of this format. Thom has been involved with AOR for many years, and offers some unique abilities to put into ideas forward, which otherwise would be embarrassed to do. He has no fences on his thoughts."

"Pat has taught me a unique style of management. It is the ability to be able to make a mistake. When you make a mistake you learn why it shouldn't have been done, rather than not doing something because my GM told me not to be done. I've carried that management style back into programming."

Even when I knew they weren't sounding as good as they should, knowing it would take a couple of months of hard work to get them sounding right. I knew they would work, and I wouldn't have given them the shot. Now everyone's sound is just unbelievable."

"I'd rather be in the situation to hire someone and watch him grow more than come in and hire a front image second rate person who would do it my way. It takes a while to establish a radio station, and you've got to have a plan to accomplish it. Gerry may have finally made enough mistakes along the way to find out what works best for him, and that's a luxury few of us can claim.
Your ratings soar with Country's brightest stars.

Silver Eagle Cross Country Concerts.

Join over 400 country stations that are already on the road to greater ratings and profits with the Silver Eagle Cross Country Music Show. Whether it's Alabama, The Country Music Association Entertainer of the Year, or Sylvia, this beautiful new chart-topper—the Silver Eagle is there. Recorded live-in-concert around the country, Silver Eagle carries more award-winning country stars to attract more country listeners. Silver Eagle, 90 minutes of country history wherever it's hot and happening. Weekly on the ABC Entertainment Network. Soon to be broadcast by satellite. To join the Silver Eagle Cross Country Music Show, call Maria La Porta (212) 887-5341.

Add our stars to your stars.

*ABC Entertainment Radio Network

Exclusive radio broadcasters of the 1984 Summer Olympics.
Five Years An AOR Retrospective

Five years ago this week, I wrote my first column as the new AOR Editor of Radio & Records. When I joined R&R, the AOR section had about 180 reporters (including ZETA 4/Miami, KSN/ San Francisco, WZMF/Milwaukee, KPAS/El Paso, WAIV/Jacksonville, and other since-switched AOR’s). Our AOR columns consisted of an Album Airplay 40, “In the Bin” albums that were close to charting, “Progressive Singles,” Addis, Hits, and some regional information.

Five years later, approximately 290 AOR stations make up our still-select reporter list. We offer seven charts plus regional activity, with trends on most charts. A lot has changed in five years, and this seems a golden opportunity to look back at some of the changes in the radio and record industries with regard to AOR radio.

Radio: Tight Makes Right

When I joined R&R, there was one AOR consultant of note: Lee Abrams. He had already begun the tightening of the AOR playlist. Since then, with other successful programmers joining the consultant fray, and the format in general becoming more competitive, AOR has become tightly structured as any contemporary music format. Some say we’ve become too tight for our own good, but there’s no denying that AOR radio has garnered much larger audience shares since pulling in our musical reins.

In 1978, music research was almost an unknown concept for AOR radio, beyond calls to local retail record outlets and studying trade charts. Thanks, once again, to a large degree to the growth of consulted AOR radio, our format has come to accept and even embrace such sophisticated forms of music research as callouts and focus groups, which have helped stations zero in on earning early experiments with new wave playlists and “hits” With degrees of accuracy and less guesswork.

As early as spring of 1979, AOR’s like WHIV/FM/Montgomery (since switched) and KRFM/Lincoln were already pulling 20’s in the ARB’s. By spring 1981, we had become the dominant music format in the top 50 markets according to Arbitron, and we’ve remained very strong ever since, with fewer and fewer format drops each year, and constant new converts to the AOR “camp.” As the format began to gain ground in audience shares, more stations attempted to grab the same slice of the format’s key demographic pie. Naturally, this approach meant there were winners and losers, with some stations switching to other formats, and others deciding to try for specific demographic segments of the AOR audience. Thus, even back in 1978, we already were seeing early experiments such as WDDB (then AOR at KSAN, Jazz AOR at WRVR/New York, Black AOR at WNOE-FM/New Orleans, and Soft AOR at KNX-FM/Los Angeles) (which actually began its Soft AOR programming in 1973). Some were afraid of CHUM’s Three-Point Plan To Aid Music

Canadian AOR’s must play a certain percentage of Canadian acts (usually between 15% and 30%) to fulfill governmental regulations. This commitment to Canadian music has run into some trouble lately because of a dearth of product from impoverished labels. To compensate, the CHUM Group of radio stations throughout Canada has been instrumental in creating a three-point plan to increase the amount of available Canadian rock music.

The plan was formulated with the help of CHUM Director of Special Projects Warren Cosford, who first set up a national home town band competition for the CHUM group of stations called the “Transcanada Rock Nationals.” Each winning group was granted studio time to record two songs for the resultant ten-cut LP. A grand prize-winning band gets one thousand hours of free studio time, production by Bob Erinn and other well-known producers, and a singles contract with A&M. The album, to be released around the first of 1983, includes no mention of the CHUM stations, in hopes that other Canadian AOR’s and CHUR’s will find it airplay-worthy.

The second part of the plan was to establish a foundation for the partial funding of LP’s by popular bands who lack money to record. Joining the CHUM group in setting up this fund were fellow Canadian radio owners Moffett and Rogers; between the three, over $200,000 a year has been raised for the foundation, with Canadian publishing companies donating another $30,000. Over fifteen independent free loans have been made to bands deemed worthy of support by the organization of stations and publishers, with at least three albums already released as a direct result of this funding.

Third is a free announcement plan, primarily for new acts on smaller labels whose albums are added to CHUM-FM’s playlist. To give these groups additional exposure, CHUM produces commercial announcements for the records, giving each announcement a minimum of 70 plays over a four-week period. Other CHUM group stations have initiated similar schedules for bands in their areas.

Cosford commented on the initial results of the ambitious plan: “The record companies tell us it is definitely helping them to sell records. The Spoons are a great example. They didn’t have enough money to make an LP, so they cut an EP of four songs. When we added them, they qualified for our free announcement plan, which enabled the band to sell enough copies of the EP to record an album. To me, that’s quite a success story.

“What this has done,” Cosford continued, “is to get some very competitive radio broadcasters working together toward a common goal that will help us all. For another, it has gotten to work with records because, again, we all are winning. And that’s really the bottom line.”

One way to recall the significant events of AOR radio over the past five years is to look back on the AOR columns written during that time. Here are some chronological tidbits from those pages:

1978

January: Coverage of R&R Convention in Dallas, including AOR panel with Lee Abrams, Tom Yates, John Gorman, Frank Felix (Then KBSI/Michael Shively, George Taylor Morris (then-PD WOZQ)

April: KSAN/San Francisco PD Bonnie Simmons explains station’s new program approach. July: Jazz-AOR profile of WRRV/New York; Black-AOR profile of WNOE-FM/New Orleans.

August: First callout research with Chancy Blackburn, consultant for KFAS/El Paso.

October: First article on commercial-free programming, at WXQR/Memphis.

December: First article on a rock video TV show coordinated by AOR station, WDG/Philadelphia.

1979

January: First article on AOR reaction to disco craze; emerging trend article on Soft AOR.

February: John Parikh calls for AOR radio to take “modal” approach.

June: CHUM-FM/Toronto begins programming experiment of sets of music from single LP or artist; Jack Crawford talks about automating AOR as a representative of Drake-Chenault; John Parikh calls for AOR radio to take research seriously.


1980

January: Jeff Pollack interviewed as he starts consultancy.

August: John Parikh predicts difficulties for Upper Demo AOR’s and commercial-free rockers.

October: Steve Pittman profiles MTV, AOR Ratings Scoreboard for spring ARB’s shows AOR radio the dominant contemporary music format in the top fifty markets.

1982

April: Bob Hatrick professed as he joins consultant race.

October: Radio security question raised in light of death of KFWM/Tucson’s Bob Cooke by commercial-free start-ups discussed.

November: AOR radio’s KSME/Minneapolis; Louis WNEF/New York profiled as they reach 15th birthdays and “format grandfather” status.

One way to recall the significant events of AOR radio over the past five

Copyrighted Material

Distinctly AOR

Colin Chopra and the programmers

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Distinctly AOR

Colin Chopra and the
Five Years — An AOR Retrospective

Continued from Previous Page

at Comiskey Park, in a story that garnered national media attention. This musical purity was typified by the 1979 Burkhart's Superstars client station’s “modal” philosophy, which remained dominant in AOR thinking till about a year ago, when the first hints came that something new was just over AOR's horizon. Suddenly, acts like Kim Carnes, the Go-Go’s, and Human League were making waves too big to be ignored by AOR radio. When research and gut proved that the time was right, acts like those finally found their way onto AOR playlists, marking the beginning of an onslaught of “modern rock” that has never been more powerful, nor noticeable on AOR radio, than it is today. AOR radio in 1982 has learned to listen to its listeners, and it finally has the proper research tools to do so accurately.

"AOR radio in 1982 has learned to listen to its listeners, and it finally has the proper research tools to do so accurately."
letters to R&R have always been highly encouraged, and this week's column features thoughts, concerns, and ideas from three A/C broadcasters. I'm sure you'll find them to be very interesting, as they address frequently-discussed issues that have confronted A/C radio throughout the year.

A Hand, Not A Kick

Dear R&R,

I've been meaning to write this letter for a long time, but it wasn't until I read WGYS/Schenectady personality Tom McCarthy's letter entided "Atypical Air Personalites" (R&R 9-10) that I knew I had to voice my opinion.

If you recall, Mr. McCarthy dropped a bomb on 90% of the jocks in the Midwest. He labeled most of us as "Paper Poker," "Waltz Wang," "Fadaday Feedback," and a couple of others. Then he added we should communicate one-to-one, and let our own real personalities come through. Sounds easy, doesn't it? Well, it's not that simple if it were, all of us would read it and pack for L.A.

Without a doubt, Mr. McCarthy is correct in his evaluation. But we already know the problems, so let's find the solutions. There's no answer-in-a-nutshell like "Be yourself." That's saying the solution to world hunger is food! This is a very complicated business and it bores me when the Big Guys criticize others, yet offer no concrete guidance that obviously the neophytes in the industry needs to follow.

What if R&R were to list a few times per year the names and addresses of successful concerned jocks who want to help those less skilled? I'm sure there are many good jocks like Mr. McCarthy who wouldn't mind sharing their knowledge and an ear-check with the beginner.

In fact, I'll step forward first. I would never be so bold as to say I'm a great jock, but I think I have some things worth sharing. To the beginning jock I make this offer: Send me a dollar to cover postage and a happy L.A. fan will send you a few suggestions and tips that have helped me, along with an archivist of this market.

To some jocks, this may seem like a silly pen pal notion. But to the true professionals, I believe it would sound like a good idea. Every pro jock I've ever met has always been anxious to help others, perhaps because they too were once at the bottom trying to move up.

In conclusion, the beginning jock does not need a kick in the teeth... he needs a helping hand.

Don Barry, overnight KPAT/Sioux Falls

Editor's note: Any broadcaster interested in participating as an air talent "advisor" should contact Jeff Green at R&R. Look for discussions on improving jock skills in upcoming A/C columns.

From a Neutral Corner

Dear R&R,

When WCBM/Baltimore changed from A/C to News/Talk format in June '82, my point of view also changed. After years of programming experience with service-oriented A/C radio, I became an outside observer... and some of what I observe now is surprising.

In several markets, I see traditional A/C stations losing ground to 1) A/C "jukeboxes" programmed like Beautiful Music stations, and 2) to successful CHR stations moving to older demos. If you are being squeezed from two sides, then I suggest you answer two questions: 1) What characteristics set you apart from your competitor? 2) What can you do to counter the advantages of the other formats?

The first positive characteristic that sets apart traditional A/C radio from other formats is services. Are you promoting your news, traffic, weather, and sports adequately? If you are uncomfortable promoting your services, maybe you don't really want them on the air.

Other advantages you hold are personality and promotions. The "jukeboxes" have neither, and the CHR's may not be targeting them fullest at A/C's expense. So, are you sure you play up these factors, and direct them to the right target? Many jocks ignore these potential pitfalls, and avoid the risk of sounding just like your "jukebox" competitors, but with more clutter. And that is the biggest advantage of competing formats: less clutter, fewer commercials, more music. Sure, you can be more competitive through music research and promotion of those times when you do sweep several songs. But you need more to win the minds of your audience.

Let me point out one way you might counter this advantage that your competition has. Go beyond merely playing the right music, and program it aggressively with a creative hook your listeners will remember. Then your station can grab the A/C music image, and this image will succeed despite the reality that the other stations play more music.

Here is an example of what I mean: what I call the "memory mode" music format. For most A/C's, the "right music" includes the most potent clips for your audience. In the "MM" format, you program them in thematic, 3-record sweeps across the bottom of the hour. The simplest themes saddle years, styles, artists, or writers. But you should branch out to subject matter, trivia, etc. Here are the results of such an idea:

Most importantly, listeners will start saying, "Yeah, you're the station with those memory medleys. Keep on playing my favorite oldest." Your station will grab that effective A/C music image.

Since each medley is themed, your personalities will be forced to do a proper setup on the air. Therefore, the impact of the oldies will be maximized and your jocks will be forced to be more music. In contrast, the "jukeboxes" have no personality involvement in the music.

Your personalities will also have a constant opportunity to promote a well-targeted music schedule.

Finally, in much of the hour, you remain quite contemporary... and competitive with the CHR's.

A/C radio will continue to succeed, but in many forms. I would welcome comments from any and all A/C programmers about how they are coping with their competition.

Dave Arlington, PD
WCBM/Baltimore

Editor's note: A station's method of music presentation, whether it be of current or older, is often a major factor in its success or failure in allowing a listener to distinguish its identity from the competition. It could be argued that adjustments in music presentation are easier and less expensive to execute than other aspects Dave mentioned, such as the areas of promotion and personality.

A Diet Of Music Sedatives

Dear R&R,

Small market radio provides us with the ability to use our imagination, creativity, and to take the "chances" major market radio wouldn't even consider.

What has happened to the "Oldies Weekends," "Beach Boy Weekends," and "Motown Weekends" of the past? Playlists continue to get tighter, A/C stations and PD's are obviously concocted with a tenet of a rating point that they tend to forget the creative part of this business... and what about personality? They continue to be treated to an endless stream of Kenny Rogers and Barry Manilow. Wet... But, I don't think anyone who is 32 years old deserves a continual diet of musical sedatives.

Research indicates listeners are more likely to tune out a station because of a song that is overplayed then when they hear a good, new unfamiliar song, yet programmers respond with a "let's play close to the vest" attitude. I consider us a "crisp" A/C station. When our request logs indicate 33 and 34-year-olds are asking for Asia, Survivor, even Men At Work-I know we're doing it right.

In all, I think radio has overreacted to the higher demographics. Sure, we'll play Rogers and Manilow, but for God's sake, let's not concentrate on a 32-year-old a shot before coming to "Perry Come Land." The record companies need it, our salespeople need it, and if you've done some dial-testing lately, you know radio needs it.

Ray Reynolds, PD
WDFM/Marion, OH

Editor's note: Ray's letter addresses a number of highly controversial programming issues. In R&R's A/C column of 10-22, two of three top-rated medium market A/C PD's disagreed with Ray's finding that an unfamiliar record is more valuable than a burnt one.

Regarding Ray's view on A/C's apparent preference for musical sedatives: One reason why other A/C stations may not have determined if there is adult appeal for proven CHR and AOR records in their markets is that the percentage of stations conducting qualitative research is surprisingly low. An extensive marketing report on radio revealed that just over 40% of all stations surveyed had been involved in qualitative research over the past three years. In markets the size of Marion, OH, that figure was just 25%.

Progress

Air Personalities

Jana Shaw leaves her K96/Prove midday show for late evenings at KFMK/Houston. Leaving KFMK is midday host Michael Mann, who takes the same shift at crosstown KJJO... Don Bombard and Dave Goodrich are producing "The Sunday Night Oldies Party for Y107/Pittsburgh"... Scott Burns joins KPLZ/Seattle for morning drive; he was formerly with KJR across town. Also at KPLZ, former Y-101-Fresno personality Bill Meier is the new 7-midnight talent... Former WRNG/Atlantic station filler Allen Prell has been named midday personality at WBAL/Baltimore... KFWI/Portland part-timer Francine Ralton moves up to evenings... John Chompo is appointed evening man at WQUE/New Orleans; he was formerly Operations, Morning/management jock at Y104/Hattiesburg, MS... Key103/Austin welcomes Johnny Shannon from KTSA/San Antonio as its new morning man... WCLR/Chicago has signed Chicago Bears head coach Mike Ditka as the regular commentator on the station's "Bear Facts" weekend program... Susan Lothrop is now doing overnights at WLM/Milwaukee, WI... At WBIB/Kansas Ci ty, Mark Mason was named midday personality, from PD at KOWL/Lake Tahoe... Former WBAY/York morning man Russ Schell is the new AM drive talent at WSFM/Hermitage... Jim Rogers joins WCCO/Minneapolis as weekend personality, from WCAU/Philadelphia... New on Saturday evenings at KDKA/Pittsburgh is Pittsburgh's Post Gazette sports editor Bruce Kelden... Happy Haagian moves from KBB/Reno to KZZM/Flagstaff as announcer.

The Music Section

A/C's Most Accurate Music Information

Beginns on Page 46
Star, East, Child, Peace

Love Brings Love

"IT'S CHRISTMAS AGAIN"

A New Christmas Classic from

Produced by FRANK CARILLO & PAUL OROFINO

Brewery Records

For Distribution Information Contact:
BREWERY RECORDS
215 23 42nd Avenue
Bayside, New York 11361
(212) 225-6811
Station Profile

WRKZ (Z107)/Hershey, PA
GM: Howard J. McAnany
OM/PD: Formerly Chris Gable
MD: Angel Alexander

When you think of Hershey, PA, the first thing that comes to mind is chocolate. The second thing that may come to mind lately is Z107 (WRKZ), which has been blanketing the Harrisburg-Lancaster-York-Lebanon area with 40,000 watts of Modern Country since March, 1980. Former OM Chris Gable (he’s just become PD at WAIA/Miami) noted the difficulties the station faces covering such a large area.

“Serving four markets simultaneously, plus all the little ones in between, is hard. We have to be very promotion-oriented. We’ve got to be out there and constantly visible, which we do with TV campaigns and billboards, reinforcing it with our on-site locations. We’re out in the community at least five times a week. With the Country format, the audience really has to feel that you’re accessible to them, that they can come up and shake your hand or talk to you, get your autograph, or get information on the station. They really treat us like an information center.

“We have an 800 number that covers our entire listening area, so listeners can call in requests, get information, or just say ‘hi.’ We do people’s choice request weekends about every six weeks; and rather than say this is a song for York, we get the caller on the air.”

Mobility & Mascot Make Friends

Getting out and about in a market this widespread is not an easy chore. However, the station is very mobile, as Chris explains. “We have both a van and an antique fire truck which we go out on. From April to October we basically work outdoors. Our ‘Z-Bear’ mascot, who’s as popular around here as any cartoon character, goes to concerts, kid shows, marches in parades, and even conducted the band at the Ronald McDonald House recently. Although ‘Z-Bear’ never speaks, he’s loved by everybody, kids and adults alike. We look at it this way... adults are really kids at heart. They just happen to have toys that are a little bigger!”

“‘Z-Bear’ is very much a mascot and [will] be seen in various promotions. He is even scheduled to appear at a local high school event this summer. The mascot is very popular and is a great ambassador for the station.”

Editor’s Corner

Something very exciting just happened at R&R, and I’d like to take a moment to share it with you. As most of you already know, Sharon Allen has been hired as R&R’s Nashville Bureau Chief (R&R 11-19) and is already hard at work keeping us abreast of what’s happening in Music City. Since Nashville is the hub of the country music industry, Sharon’s presence there will enable us to cover events and glean information of interest to Country radio that previously may have been overlooked.

Over the past several weeks I’ve gotten to know Sharon on both a business and personal level, and I’ve been extremely impressed by her drive, determination, and enthusiasm for this new position. I think you will be equally impressed when you start reading her upcoming feature articles and weekly columns, which start next year. I hope that those of you planning on attending February’s Country Radio Seminar will have an opportunity to meet her in person or, if you’re in Nashville for other business, will take a moment to give her a call and introduce yourself (615) 793-6971 or 793-6931. Welcome to the R&R family!

Send Us Your Countdown

A number of stations have indicated that they will be airing their own versions of a year-end countdown rather than one of the syndicated offerings. If you plan to do this, take a moment to drop your year-end playlist in the mail addressed to: Carolyn Parks, R&R, 190 Century Park West, Los Angeles, CA 90067. If we receive enough of a sampling, we’ll do a region-by-region comparison of the top songs of 1982 and see how they compare to R&R’s year-end chart.

‘Tis The Season

With Christmas just around the corner, you no doubt have begun dusting through those tired old Christmas records wishing there was some new product available. But have you scratched and sniffed all your yuletide favorites. Not to despair, oh ye of little faith! Several labels have come to the rescue with either brand new releases or rereleases of some popular seasonal tunes. Here’s what’s available:

RCA
“Country Christmas” LP: (Various Artists)
“Memories Of Christmas” LP: (Elsie Presley)
“Singles: Christmas In Dixie” (Alabama) b/w “Christmas Is Just A Song For Us This Year” (Mandrell & Bannon)
“Let It Snow, Let It Snow, Let It Snow” (Charley Pride) b/w “Peace On Earth” (A Song For All Seasons) (Razzy Bailey)
“Christmas Country” LP: (Various Artists) (Available by contacting Electrofax’s Nashville office)
“Capitol/Liberty”
Kentucky Homemade Christmas” Single: (Kenny Rogers & Tammy Wynette)
“Warner Bros.”
Light Of The Stable” LP: (Emmylou Harris) (Available by contacting WB’s Nashville office)
“MCA”
Christmas” LP: (Oak Ridge Boys)
Single: “Thank God For Kids” b/w “Christmas Is Paantin’ The Town!”
“CBS/Epic/Scotti Bros.”
“A Gatlin Family Christmas” LP: (Larry Gatlin)
Single: “Steps” b/w “Sweet Baby Jesus”
“Goin’ Home For Christmas” LP: (Merle Haggard)
EP: “Goin’ Home For Christmas” b/w “If We Make It Through December”
“Pretty Paper” LP (Willie Nelson)
“Classic Christmas” LP: (Johnny Cash)
“Country Christmas” LP (Slim Whitman)
“I’ll Be Home For Christmas” LP: (Slim Whitman)
“Country Christmas” LP: (Various Artists)
“Christmas At Gilley’s” LP: (Mickey Gilley)
“White Christmas” LP: (John Schneider)
“Mercury/Polygram”
“The Statler Brothers Christmas“ CD: (Lyle Lovett)

That way we can give our listeners a sampler, but if they really want the album, buy it from them, not us. The response has been fabulous.”

Chris credits consultant Burkhart/Abrams with the concept of advertising simplicity, which the station uses. “You may notice that the Z107 brand is very simplistic, and we’ve been very careful to maintain that it really does work. B/A has been very helpful in advising us not to confuse the listener with too many slogans and too many things going on since we’ve got enough going on as it is. When they hear you or see you they should think of the same thing all the time, and that’s Z107.”

Station Blends Formats

“I’d describe our station as a blend of all the formats. We play country music, deliver it in somewhat of an AOR style with two, three, or four record sweeps, our personalities are very A/C in style, and our presentation overall sounds almost Top 40. We have to have a good time. That’s the whole thing... we want the listeners to feel that they’re having a good time with us and that we’re having a good time on the air. We do a fantasy Hickory Creek Reunion, a make believe New Year’s Eve party... there isn’t anything that we don’t do. People think we’re crazy!”

Crazy or not, the folks in the area of Pennsylvania that has now become known as “Z Country” seem to find that Z107 not only fits in with their lifestyle... but into their hearts as well.
In 1962 and 1963 Ray Charles took the world of country music by storm with his legendary performances on "Modern Sounds Of Country And Western Music, Vols. I and II," both of which have been certified gold!

Twenty years later, a new storm is brewing. "Born To Love Me" is Ray Charles' new single.

Inside Nashville

TCB: Rocky Top Village Inn will be built by Boulden ("Boodlow") and Felice Bryant, who wrote "Rocky Top." In 1968, in Gatlinburg, TN. Their sons Dace & Del are active in the Nashville music biz. [1] .. Hoyt Axton and his wife Donna welcomed twin boys. Matthew Christopher and Matthew Charlie Axton, to their worldly, tough family. Hoyt's putting the finishing touches on his "Heart Like A Wheel" movie, due out next year. ... The Oak Ridge Boys celebrated a preview showing of their Home Box Office special at the Tennessee Performing Arts Center. ... New Nashvillian Joel takes her performing sets carefully. "I will not perform at any place where I can't sing "Amazing Grace," she says. When she got to a job at a small club in Florida, she learned she was scheduled to work immediately following a strip act. She really didn't work! ... Without "plugging" Do you enjoy it? ... He just finished a Nashville session with Canadian thrush Carole Baker, Don does have good taste in girl singers; after all, he is the one who introduced a record on a girl from Butcher Holler, Kentucky named Loretta Lynn. ... Columbia recording group Calamity Jane folded against another group, Calamity Jane and the Cowpunks, and will undergo a name change to just plain Calamity. Mary Ann Kennedy of the three-girl singing group notes that "We'll probably titles our next album 'Goodbye Jane.'" ... The Richard Thomas-starring movie "Living Proof," based on the Hank Williams Jr. biography of the same name, is scheduled to air January 23. From the advance photos sent out, you'd swear Thomas was Hank's twin brother! ... Merle Haggard's mellowing in his "middle years." Today, he says, his biggest personal habit problem is "marlboros," even though the doc has told him to abstain from those too! ... Gles Campbell gave his new bride Kim Wooleen a $25,000 mink coat as a honeymoon gift. ... When they asked Eddie Rabbit in Las Vegas if he and Crystal Gayle were going to sing their hit duet on his show, quick like a bunny, he whipped out his faithful tape recorder and sang with Crystal on the original master music track. "Just like they did on record." ... AIRLINES: Hall of Famer Bill Monroe says he wants someone to help him write his autobiography. Not for the money, he says, "I just want to see that it gets done right!" ... Is it true that Johnny Gimble will really portray his old boss Bob Wills in that movie Clint Eastwood's company's going to film? ... Marie Osmond will surprise the music world next year with something else besides delivering her first child, I understand. ... Willie Nelson's "Always On My Mind" album #1 on the national LP winners for 32 weeks?? ... John Conlee's doubled his pleasure, what with his current hit and a promised heir by his wife Gayle (next June) ... Hank Snow Grand Marshals this year's Nashville Christmas Parade. ... Wayne Massey left his "Days Of Our Lives" soap opera to move to Music City and record.
Holiday Magic On Black/Urban Radio

As the holiday season rapidly approaches, I thought it might be nice to talk to a few of our programmers out there and see what they have planned for this Christmas. I realize that most Black radio stations don't have large promotional budgets, let alone special holiday budgets, but I was hoping to hear about some creative approaches.

I found three volunteers who were willing to tell us about their holiday promotional plans. Our participants were WNHC/New Haven Program Director James Jordan, WPDO/Jacksonville PD Marc Little, and Selby Edwards, Program Director of KNOW/Austin. If you're still trying to think of something productive to do for the holidays, these ideas may serve as the thought-starters you need.

James Jordan, WNHC/New Haven

"We're going to do three different types of promotions. The first is what we call 'Lucky Numbers.' We have managed to get local merchants to donate some giveaway products to us. We've gotten things like AM radios, watches, etc. At the same time, we're not talking expensive items at all. Back to the promotion - we will be asking our audience to call in and possibly become the lucky caller. At that point the music director will choose a number between one and ten. If he or she picks the correct number, he gets one of our prizes. If he misses it, he gets a free album, so either way he wins. If they don't have the money to buy a gift for a loved one, the winners can use what they receive from us. We have found that this type of promotion goes a long way for us. We don't have a large budget, so this is our way of trying to help some people have a nice holiday season.

Marc Little, PD WPDO/Jacksonville

"We're doing several things this year. We've found some local club owners who are letting us have discs at their clubs. We are having a total of ten discs during the holidays to help raise money for a senior citizens dinner that we're planning. The money will pay for either turkeys, cornishes, or large chickens. Admissions to our discs will be cash, two cans of food, or some non-perishable items.

"Two local supermarket chains have consented to let us have whichever food we choose at cost. We're doing this at Thanksgiving and again on a larger scale at Christmas. We also plan to have 'Cloth A Child.' We will be soliciting businesses asking them to donate money to clothe a child. We're asking $75 per child. We have volunteers who will shop for the clothes with the needy children, once they have been identified.

"Another thing we are doing is having a benefit basketball game with the faculty and coaching staff of the University of Jacksonville. We think that this affair should net us a nice amount to help with our overall goal."

Selby Edwards, PD KNOW/Austin

"For Thanksgiving we had a very simple contest. We barred some commercial time for goods. We got this promotion together with the cooperation of 20 to 30 merchants in a local shopping center. The name of the contest was 'Turkey In A Straw.' We put a piece of paper or a gift certificate in each straw. Then we put two disc jockeys from each station there to help out the gift. We'll be shopping specifically for each child. This way, we'll be sure to get something that they really like or want."

I would like to thank all of our participants. I enjoyed hearing about all of their very thoughtful, creative holiday ideas.

Black Radio’s Hits Of ’82

In R&R’s year-end issue, December 10, Black radio’s first definitive numerically-ranked list of the year’s top hits, as computed from your airplay, makes its debut. If you’re planning any end-of-the-year countdown show, don’t miss the Top 82 of ’82 . Our listing of every record that hit the top 15 on the Black Radio National Airplay chart this year. Next week in R&R.

WZAK TAKES NEW APPROACH TO BUILDING CUME — This new approach might be deemed "too much" by some programmers. It’s called the sympathy approach, or just plain begging. An appeal by station Program Director Lynn Tolliver also uses a billboard on Carnegie Ave. and East 83rd Street, one of Cleveland’s main commuter arteries.

The Music Section
WDBO-AM is open for the first time on the air. Stable, team player who understands community giving and communicating on the radio. Send tape and resume to Tom Kennington, WD, WDBO-AM, 58 S. Ivanhoe, Orlando, FL 32804. WDBO is part of Katz Broadcasting Company, America's employee-owned broadcasting company. Equal Opportunity/Affirmative Action Employer. M/F (12-3)

KARN/klh Rock is looking for a talk show host. Interested parties should contact GM, Chuck Martin at (801)681-7500. EOE M/F (11-23)

Part-time positions still open at Mission's new AOR station, TJfl: Stuart McCrae, WHSP, 14 North Church St., Farahne, AL, 36032. EOE M/F (11-12-3)

WJVL/Louisville has immediate part time and future full-time openings. A/C format. Send to: Mrs. Wm. Willams, 10,000 Shelbyville Rd., Louisville, KY 40223. No phone calls. EOE M/F (11-1-26)

Afternoon anchor. Minimum 2 yrs experience. Females encouraged to apply to: TWR: Don Beene, WSN, 600 S. 3rd, Louisville, KY 40202 (11-2-5)

Major market needs pro. Racers - off women en, parties to: TWR: Kenny, Box 299, Virginia Beach, VA 23451. Must be available for TV. EOE M/F (11-1-26

WTMA/Charleston, SC seeks aggressive, afternoon drive news anchor. Send to: TWR: with writing sample to: David Fredericks, Box 31069, Charleston, SC 29411. EOE M/F (11-1-26)

Q4A/Richmond, VA needs good morning man; if you're him, send to: TWR: Jeff Morgan, C.B., 1304, Richmond, VA 23211. No calls. EOE M/F (11-1-26)

Major Sundate FM Rocker needs killer morning pack ASA/25+ humorous, natural voice, bright, adult deliver a station's image. Send to: TWR: Box 2148, Mobile, AL 36601, (205)322-0572. (11-26)

National Exposure. New feature sports service needed responsible, creative writers. Endurance working talent only. Reanswering requests to Spahtoons, Box 1011723, Studio A, 32119. EOE M/F (11-1-26)

10,000 watt FM seeking for TWR: Inexperienced A/C and CHR jocks. Send to: PD, KBU-FM, Box 3306, Las Cruces, NM 88005. EOE M/F (11-1-26)

Small market A/C station with excellent equipment and benefits fees opening for pack jock/talent. Send to: TWR: 360-3200, W. Salem, OR 97303. EOE M/F (11-1-26)

Medium market FM Country needs experienced go-getter to be #1. Send: Don Moine, KNOF, 1512 Lake Ave, Waco, TX 76708. (217)778-3260. EOE M/F (11-1-26)

FL, CHR needs experienced pro for full time opening. Strong production a must. TWR: Rich Penley, WQFL, Box 1216, Tallahassee, FL 32302. EOE (11-1-26)

Wanted: mature morning personality for Dayton Beach market. At least 5 yrs experience. WXWQ, PO Box 1773, Daytona Beach, FL 32215. EOE M/F (11-1-26)

Morning personality #1 FM Contemporary, Jacksonville, FL, TWR: Jim Chapp, WXYX, Box 9418, Jacksonville, FL 32202. EOE M/F (11-1-26)

WTRC/Tuscakose, FL, needs Sports Director/ P/B experience required. Send to: Box 2000, Tuscakose, FL 33402, EOE M/F (11-1-26)

Country Aircheck's:

Special Issue #14 features Southern California Country.
From Los Angeles, KJL, KACL & KZLA. From San Diego, KCBQ, KSON-AM, KQ5M, and the KSON-AM simulcast from 9000 meters.

CALIFORNIA AIRCHECK
P.O. Box 4408, San Diego, CA 92104.

WDBO-AM is seeking a talented personality to join the Morning's new AOR station. Position is utility/weekends with excellent pay/benefits. If you've got a great street feel and can actually communicate with people, please respond. Send C ard resume and audio samples to: T&R: 9000 Shelbyville Rd., Louisville, KY 40223. EOE M/F (11-1-26)

Radio station General Manager. Opportunity in growing market with a highly successful, professional broadcasting organization. Responsible for overall station management of KOMO-AM Seattle. 50KWB ABC Information Network Affiliate. Must have strong management skills with proven record in medium to major market. Position requires programming experience and a successful sales background. Send resume with salary requirements to Personnel Dept.: KOMO Radio, Seattle, WA 98109.

ANNOUNCER ANALYST
Major West Coast Broadcasting Company is accepting applications for a possible future opening for a Play By Play Announcer and Analyst. Send Audio Tape, Photo and Resume to:

DEPT. STAR
P.O. Box 75263
LOS ANGELES, CA 90075

MIDWEST

Working with drop in's and sound effects. I'd like to hear you do it. Opening in 1963, Steve Warren, WJ680, 25th & Greeneway Road, Rosine, W. Virginia 26445. EOE (12-1-26)

Needed: Strong experienced News Director. For going all-news TWR: WHFS, Box 6050, Ann Arbor, MI 48107, or call Eme Wann (313) 662-2881. Females encouraged. EOE (11-1-26)

WANTED NEWSEE Evening personality for new radio station in market. Also located an experienced P/B pack. Send to: Ed Rodriguez, Box 1254, Charleston, WV 25302. EOE M/F (11-1-26)

WANTED: Morning personality for new FM station. Send TWR: NO, WQEO, 1915 Market Street, Fort Wayne, IN 46805 (11-1-26)

Midwest AM/FM combo wants reporter. Local news station in market. Send TWR: NO, WQEO, 1915 Market Street, Fort Wayne, IN 46805 (11-1-26)

WANTED: Morning news personality who can think, write, and record. Good opportunity for dedicated people. Include resume. Knoxville, TN 37906. EOE M/F (11-1-26)

Fulldate announcer needed for -growth County, IA, Country leader. TTR: Jon Droke, 2 City Boulevard, Orange, CA 92868, EOE M/F (11-1-26)

KKTY/Tucson, AZ, A/C accepting applications for midday production. TWR: Bob Rivers, 2020 W. Grant Rd., Tucson, AZ 85704. EOE M/F (11-1-26)

Award-winning syndicator needs music reporting position. Great opportunity. Must have good writing description of best original contest, sample qualitative questionnaire and subsequent break to Radio & Record, 1300 Century Park West, #141, Los Angeles, CA 90067.

This is it!

I rated FM in competitive upper Midwest market seeking a stable morning pro with proven track record. CHR format, large company and good benefits 25A + for right person. TWR: Radio & Records, 1300 Century Park West, #141, Los Angeles, CA 90067

MIDWEST AM/FM combo wants reporter. Local news station in market. Send TWR: NO, WQEO, 1915 Market Street, Fort Wayne, IN 46805 (11-1-26)

Need new morning news personality who can think, write, and record. Good opportunity for dedicated people. Include resume. Knoxville, TN 37906. EOE M/F (11-1-26)

Immediate opening for experienced evening personality for #1 station in market. Also located an experienced P/B pack. Send to: Bob Schmoyer, Box 70, Burlington, NJ 08016. EOE (11-1-26)

WRLG, 100,000 watt A/C seeks full time anchor/ Spokesperson Director. Production and writing skills a must. Send TWR: photo, and sample of production to: Box 20408, Tucson, AZ 85726. EOE M/F (11-1-26)
Positions Sought

Western area stations, R.U. listening? I have enthusiasm, drive, perseverance, am a hard worker, and don’t mind long hours. Looking for a position in small-market radio. Give me a chance! Hire me! As a jock I’m creative and entertain- ing. My wife will vouch for me. I can get those “hard-to-get-stories.” As a copywriter I can put out spots 4 times in writing and producing. Formed WCIK and KMKR. Have excellent production skills. Broadcast graduate, FCC permit, pleasant voice. Contact Mike MASTERS, 6224 Lindsey Ave., Reseda, CA 91335, (213) 897-7821.

Positions Sought

OpeningS

Conversationalist Wanted:

Someone who makes the real world a part of their show. Major market A/C. Solid personal life, creative. Excellent writing and recitation skills, FCC card, and last I.D. and residence cards. Assure and cassette and Radio to: JIM HALL, 1930 Century Park West, #417, Los Angeles, CA 90067.

Morning Team

Always wanted a two-man morning team? Affordable humor, no serious gazers want to put the stuff others buy from us on your airwaves. Never on-air together, both have lots of radio experience. Call or write to: King 55 market, now. We could be the bargain you’re looking for. Inquiries to: Radio & Records, 1930 Century Park West, #413, Los Angeles, CA 90067.

Positions Sought

Major market only for this 9-year AOR experience. Top rating drive, cell, and hourly. Guaranteed to keep. Assistant PD 3 times. WQRR, WORX, WGST. 3 Abrams, 1 Pollyack. Over last 9 Arbitrons pulled 52% higher stations than the stations I worked for. Call the DWOQ (612) 522-6255. (12-3)

Pro P-B-P sports/news, 14 yrs. radio TV. ROCK RUNYON (612) 671-2797, (612) 742-6568. (12-3)


One year man with good voice looking for advance. Small to medium market Midwest. JOHN SCHROEDER (414) 651-2044. (12-3)

Experienced news/sports/journalist looking for another challenge. Enthusiastic local news report. MARK ESTINOSA (202) 252-6423. (12-3)

KEITH MORGAN, formerly XEROR, KINT, KXFM, KGSL, KGRG. Experienced all positions in all sizes market. Can call nights (905) 927-2647. Will relocate. (12-3)

Young aggressive team, fresh creative talent. Takes positions in top market opportunities. Experienced in all A/C, music or talk. Call Jerry (513) 799-6523. (12-3)

2½ yrs experience in A/C, AOR and Country. Dependable, bright, experienced, solid listener. Great experience. SCOTT (617) 622-3462. (12-3)

Miller, Morgan, James & Shaw, I'm the best, that's original (513) 588-4568. (12-3)


1981 college graduate, Enthusiastic broadcaster wanting to work weekends & to exploit Midwest market. Country, P-B-P, News. NEL ISACS (615) 788-4813. (12-3)

New blood/old blood P-D/Mid with promotional ideas, winning attitude, CHR knowledge? I'm ambitious, ded- icated, 7-4 yrs. medium market experience. SCOTT ETIQUES (513) 588-6603. (11-31)

Talk host with 4 yrs experience radio & television 4 strong production voice for air in front of crows. Looking for change. JEFF (303) 686-6603. (11-26)

Kirk from WSTO said, “Very impressive.” Slave from 233 said, “Sound very good.” Give your station the sound you need. KELLY (1212) 897-3728. (12-3)


8 yr. reporter, ND interested in moving committed. An asset. Cassette and resume to Radio to: KRMK. (12-3)


R-R Opportunities Advertising

Radio & Records provides free listings (maxi- mum 24 words or 3 lines) in Openings, Positions Sought, and Changes. You may place your free listing by mail or by phone. R&R will accept classifieds by telephone Monday, Tuesday & Wednesday 3-5pm; Thursday & Friday 9am-5pm.

Frequency Rates* 1 Week 2 Weeks 3 Weeks $12.00 $20.00 $25.00

*Must run consecutive weeks

Payroll Advertising

Orders must be typed or printed and must be accompanied by check

Blank Box ads or Classified Display ads are $20 per inch (recommended 50 words) per week, plus $15 for each inch over for postage/handling. $35 minimum for Blank 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.
Altamont Death Concert
MONDAY, DECEMBER 6 — On a day perhaps best forgotten, December 6, 1969, we learned how wrong good intentions can stray. In an act of gratitude, the Rolling Stones sponsored and headlined a free outdoor festival at Altamont Racetrack near San Francisco. On the recommen-
dation of Jerry Garcia of the Grateful Dead, Jagger engaged the local Hell’s Angels to be the security force. It was a fatal mistake. Drunk with power, the Angels imposed their authority violently, beating dozens who’d defied them. One man, 16-year-old Meredith Hunter, was stabbed and killed. As the Stones on stage played “Sympathy For The Devil,” they would not perform that song again for ten years.


Beetles For Sale
TUESDAY, DECEMBER 7 — How do you follow an act like “Sgt. Pepper’s Lonely Hearts Club Band?” You buy a boutique, naturally. On December 7, 1967, the Beatles’ own “Apple” boutique opened at 94 Baker St. in London. In it patrons could find a liberal sampling of all the best psychedelic “objects d’art,” from exotic Eastern cloths to the latest in inflatable furniture. It was a fun for a while. And when the novelty wore off, six months later, patrons were informed they needed to pay and feel free to take whatever they liked. A “going-out-of-business” sale.


Lennon Murdered
WEDNESDAY, DECEMBER 8 — Shortly after 11 EST on the evening of December 8th, 1980, John Lennon and Yoko Ono had just completed a mix of a new single at the Hit Factory studio, and were on their way back to the Dakota, their New York City home. Mark David Chapman was already there waiting. As the Lennons walked from their chauffeur-driven limo to the door of the building, Chapman fired four shots into John, killing the legendary rock artist minutes later. His passing was mourned by millions worldwide.


Joan Armatrading Born


Otis Redding Killed
FRIDAY, DECEMBER 10 — Soul singer Otis Redding was killed on December 10, 1967, when snow and ice on the airplane in which he was a passenger to crash into a lake near Madison, Wisconsin. A dynamic performer, Otis is perhaps best known for his posthumously-released hit “Sittin’ On The Dock Of The Bay,” co-written by Steve Cropper, and his dynamic stage presence, captured for all time in the film “Monterey Pop.” Redding was 26 years old.


Radio & Records

This Week In
Music History

By Dan Formento of The Source

CHR A/C AOR Country Black Radio

# 1
HALL & OATES (3rd week)
LIONEL RICHIE (5th week)
TOM PETTY (3rd week)
EDDIE & CRISTAL (2nd week)
MARVIN GAYE (15th week)

Next Week’s #1 Contenders:
SUPERTRAMP (2nd week)
JACKSON/MCCARTNEY (1st)
DON HENLEY (5th week)
PAT BENATAR (2nd)
KENNY ROGERS (3rd)

Breakers:
KENNY LOGGINS (1st)
ADAM ANT (5th)
BILLY JOEL (5th)
MARVIN GAYE (5th)
A FLOCK OF SEAGULLS (5th)

Most Added:
DON HENLEY (5th)
LIONEL RICHIE (3rd)
JACKSON/MCCARTNEY (2nd)
SUPERTRAMP (1st)

Hottest:
HALL & OATES (1st)
LIONEL RICHIE (1st)
JACKSON/MCCARTNEY (1st)
SUPERTRAMP (1st)

Biggest Chart Jumps:
P. AUSTIN/J. INGRAM (21-13)
KENNY LOGGINS (25-17)
P. AUSTIN/J. INGRAM (22-11)
PRETENDERS (21-6)
Kenny Loggins (25-17)
J. GELLS BAND (15-1)
P. AUSTIN/J. INGRAM (22-11)
ADAM ANT (21-6)

Debut:
MARVIN GAYE (1st)
FLEETWOOD MAC (1st)
MOVING PICTURES (1st)
LED ZEPPELIN (1st)
CHARLEY PRIDE (1st)

CHR A/C AOR Country Black Radio

www.americanradiohistory.com
National Music Formats
Added This Week

Peters Productions, Inc.
Debbie Walsh (714) 555-8511

Country Lovin'
EDDY RAVEN "San Antonio Nights"
GAIL DAVIES "Hold On"

The Great Ones
KENNY LOGGINS "Heart To Heart"
BARRY MANLAW "Memory"
RONNIE MILSPA "Inside"
AMERICA "Right Before Your Eyes"
TAVARES "A Penny For Your Thoughts"
FLEETWOOD MAC "Love In Store"
MICHAEL MURPHEY "Still Taking Chances"
JUICE NEWTON "Heart Of The Night"

Tanner Musical Spectrum
Kenny Bosak (901) 320-4433

Bright Blue A/C
JUICE NEWTON "Heart Of The Night"
FLEETWOOD MAC "Love In Store"
RONNIE MILSPA "Inside"

Tannen Country
CRAIG GAYLE "71 I Can Control Again"
ANNE MURRAY "Somebody's Always Saying Goodbye"
T. G. SHEPPARD & KAREN BROOKS "Taking Love"
LOUISE MANDRELL "Romance"
GLEN CAMPBELL "Old Home Town"

Red Satin Rock
FLEETWOOD MAC "Love In Store"
ADAM ANG "Goody Two Shoes"
KENNY LOGGINS "Heart To Heart"

BPI
John Was (400) 425-9082

Adult Contemporary
PATTI AUSTIN with JAMES INGRAM "Baby, Come To Me"
AIR SUPPLY "Two Less Lonely People"
MEN AT WORK "(Down Under)"
ELVIS PRESLEY "The Elvis Medley"

Country Living
CHARLEY PRINE "Why Baby Why"
MERLE HAGGARD & GEORGE JONES "C.C. Waterback"

Satellite Music Network
George Williams (214) 343-9205

The Starstation
TAVARES "A Penny For Your Thoughts"
FLEETWOOD MAC "Love In Store"

Country Coast-To-Coast
MICKEY GILLEY "Talk To Me"
MOE BERNARDY "9 Only If There Is Another You"
RONNIE MILSPA "Inside"
MICHAEL MURPHEY "Still Taking Chances"
ANNE MURRAY "Somebody's Always Saying Goodbye"

TM Programming
Car Casey (214) 634-8511

Stereo Rock
CLASH "Rock The Casbah"
MICHAEL MCDONALD "I Gotta Try"
JUICE NEWTON "Heart Of The Night"

Beautiful Rock
KENNY LOGGINS "Heart To Heart"
PHIL COLLINS "You Can't Hurry Love"

TM Country
WILLIE NELSON "Last Thing I Needed..."
CHARLEY PRINE "Why Baby Why"
LEE GREENWOOD "(In Your Own Way)"
DON WILLIAMS "(If Hollywood Don't Need You)"

Concept Productions
Dick Wagner (916) 782-7754

Adult Rock
RAY PARKER JR. "Bad Boy"
SAMMY Hagar "Your Love Is Driving Me Crazy"

Drake-Chenault
Bob Lawrence (213) 883-7400

XT-40
JUICE NEWTON "Heart Of The Night"
MOVING PICTURES "What About Me"
SAMMY HAGAR "Your Love Is Driving Me Crazy"

Contempo 300
JUICE NEWTON "Heart Of The Night"
BILLY JOEL "Allentown"
PHIL COLLINS "You Can't Hurry Love"

Great American Country
DOLLY PARTON "Hard Candy Christmas"
OAK RIDGE BOYS "Thank God For Kids"
MERLE HAGGARD & GEORGE JONES "C.C. Waterback"
GAIL DAVIES "Hold On"

Century 21
Greg Stephens (214) 934-2121

The Z Format
FLEETWOOD MAC "Love In Store"
BILLY JOEL "Allentown"
PETER GABRIEL "Shock The Monkey"
RAY PARKER JR. "Bad Boy"
SAMMY HAGAR "Your Love Is Driving Me Crazy"

The A/C Format
JUICE NEWTON "Heart Of The Night"
AMERICA "Right Before Your Eyes"

Super-Country
DOLLY & WILLIE "Everything's Beautiful (In Its Own Way)"
DON WILLIAMS "If Hollywood Don't Need You"
MERLE HAGGARD & GEORGE JONES "C.C. Waterback"
JUICE NEWTON "Heart Of The Night"
WILLIE NELSON "Last Thing I Needed..."
TAMMY WYNETTE "A Good Night's Love"

Radio Arts
John Benedict (213) 841-0225

Bright & Easy Country
LEON EVERETT "Shadows Of My Mind"
LEE GREENWOOD "(In Your Own Way)"
GARY MORAIS "Velvet Chains"
WILLIE NELSON "Last Thing I Needed..."
STEVE WARNER "Don't Plan On Sleepin' Tonight"
DON WILLIAMS "(If Hollywood Don't Need You"
TAMMY WYNETTE "A Good Night's Love"

The Entertainers
RAY CHARLES "Born To Love Me"
GLENN FREY "(That Girl"
DOLLY & WILLIE "Everything's Beautiful (In Its Own Way)"

Sound 10
GLENN FREY "(That Girl"
JUICE NEWTON "Heart Of The Night"
DOLLY & WILLIE "Everything's Beautiful (In Its Own Way)"
December 3, 1982

165 REPORTERS

1. Tom Petty — "Greatest Love of All" (MCA)
2. Sting — "Lion's Song" (A&M)
3. Phil Collins — "In The Air Tonight" (A&M)
4. Kansas — "Point Of Know Return" (Elektra)
5. Paul McCartney — "Bad Inside" (EMI America)
6. The Stylistics — "Got To Be There" (Atlantic)
7. The Comets — "Rantin' And Rottin'" (MCA)
8. Tom Petty — "Greatest Love of All" (MCA)
9. The Jackson 5 — "Can't Stop The Feeling" (Motown)
10. Guns N' Roses — "Sweet Child O' Mine" (Geffen)

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 number represents total number of our reporting stations playing the album this week. The second is the number of those stations that reported in medium rotation. 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 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 number represents total number of our reporting stations playing the album this week. The second is the number of those stations that reported in medium rotation. 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 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 number represents total number of our reporting stations playing the album this week. The second is the number of those stations that reported in medium rotation. Below these numbers are breakdowns of the album's reports in other rotations for the week. The album's preferred airplay cut is listed.

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**Significant Action**

- **ROD STEWART**
  - "Absolutely Live (WB)"
  - "Greatest Hits (WB)"
  - Total: 50; A-2, M-39, H-9

- **LINDA RONSTADT**
  - "Get Closer (Asylum)"
  - Total: 44; A-0, M-30, H-14

- **GEORGE HARRISON**
  - "Gone Troppo (Dark Horse/WB)"
  - Total: 43; A-1, M-37, H-5

- **EDDIE MONEY**
  - "Shakin’"
  - Total: 39; A-0, M-16, H-23

- **KENNY LOGGINS**
  - "High Adventure (Columbia)"
  - Total: 39; A-1, M-27, H-11

- **STEEL BREEZE**
  - "Steel Breeze (RCA)"
  - Total: 39; A-0, M-29, H-10

- **DURAN DURAN**
  - "Hungry (PolyGram)"
  - Total: 38; A-30, M-6, H-3

- **STEVE WINWOOD**
  - "Taking Back To The... (Island/WB)"
  - Total: 37; A-0, M-16, H-21

- **BRUCE SPRINGSTEEN**
  - "Open" (Capitol)
  - Total: 37; A-0, M-29, H-8

**BAD COMPANY**

- "Rough Diamonds (Swan Song/Atco)"
- "Electric" (Racetrack)
- Total: 36; A-0, M-21, H-15

**JAZZ ON AOR**

1. **SPYRO GYRA**
   - "Incognito (MCA)"
   - "Exit" (MCA)"
   - "Voices" (Boardwalk)"

2. **KLUGH/JAMES**
   - "Without a Song (Elektra)"
   - "Dance" (Elektra)

3. **LEE RITENOUR**
   - "Rit/2 (Elektra)"
   - "Dance" (Elektra)

4. **CASINO LIGHTS**
   - "Various Artists (WB)"
   - "Washington"

5. **AL DI MEOLA**
   - "Tour De Force Live (Columbia)"
   - "Gypsy"

6. **CHICK COREA**
   - "Touchstone (WB)"
   - "Gypsy"

7. **SHADOWFAX**
   - "Shadowfax (Windham Hill)"
   - "Gypsy"

8. **GIL SCOTT-HERON**
   - "Moving Target (Arista)"
   - "Washington"

9. **KENNY G**
   - "Kenny G (Arista)"
   - "Can’t Wait"

**REGIONAL AOR ACTIVITY**

**EAST**

**MOST ADDED**

- **Led Zeppelin** (36/38)
- **Ozzy Osbourne** (25/23)
- **Buck Dharma** (17/17)
- **Phil Collins** (16/16)
- **Supertramp** (15/15)
- **Walter为目的** (14/14)
- **Night Ranger** (11/17)
- **Squeeze** (10/10)

**MEDIUM**

- **Golden Earring** (27/20)
- **Foghat** (21/19)
- **J. Staff** (31/18)
- **Flea** (32/17)
- **Frisa** (23/17)
- **Buck Dharma** (21/17)
- **Pat Travers** (19/17)

**THE HOTTTEST**

- **Tom Petty** (41/38)
- **Pat Benatar** (39/35)
- **Phil Collins** (32/34)
- **Supertramp** (42/33)
- **Van Halen** (36/28)
- **Saga** (35/28)

**Note**

Two numbers follow each name. The first total is the number of reports in the given region. The second number is the number of reports in that region for the noted rotation.
### EAST

<table>
<thead>
<tr>
<th>Station</th>
<th>Call Letters</th>
<th>City</th>
<th>Frequency</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>WABC-AM</td>
<td>WABC</td>
<td>New York</td>
<td>770 kHz</td>
<td>Adult Contemporary</td>
</tr>
<tr>
<td>WINS-AM</td>
<td>WINS</td>
<td>New York</td>
<td>550 kHz</td>
<td>Classic Hits</td>
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<tr>
<td>WOR-AM</td>
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<td>750 kHz</td>
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<tr>
<td>WINS-AM</td>
<td>WINS</td>
<td>New York</td>
<td>550 kHz</td>
<td>Classic Hits</td>
</tr>
</tbody>
</table>

### MIDWEST

#### MOST ADDED

- Led Zeppelin (32/32)
- Ozzy Osbourne (19/18)
- Night Ranger (13/8)
- Duran Duran (13/8)
- Kiss (11/4)

#### MEDIUM

- Talk Talk (20/18)
- Golden Earring (20/18)
- Missing Persons (22/17)
- Dire Straits (25/17)
- Flock (25/16)

#### THE HOTTEST

- Tom Petty (33/32)
- Pat Benatar (31/30)
- Men At Work (30/28)
- Saga (31/27)
- Supertramp (28/23)

**Note:** Numbers indicate the number of requests in each region.
MOST ADD ED 
CHARLIE PRIDE (47) Very Why Baby Why RCA
DON WALLS (46) If Hollywood Don't Need You (MCA)

PAST ADDED

NEW & ACTIVE

CHARLIE PRIDE "Why Baby Why" (RCA) 86/47
National Summary: Up 29, Down 6, Above 10, Below 1, Added 2, On CR 12: Added to the chart (13) "Women are broken down for each record and indicate how many stations moved the song up on their chart, next to the number of stations that moved it down or to add or edit it this week. "Undoubtedly one of this week's most added songs.

LOUIE ARMSTRONG "Romance" (RCA) 86/55
National Summary: Up 43, Down 15, Above 6, Below 1, Above 10, Below 1, Added 2, On CR 12: Added to the chart (13)

TERRI GIBBS "Baby I'm Gone" (MCA) 70/9
National Summary: Up 28, Down 4, Above 10, Below 1, Added 4, On CR 12: Added to the chart (13) "Women are broken down for each record and indicate how many stations moved the song up on their chart, next to the number of stations that moved it down or to add or edit it this week. "Undoubtedly one of this week's most added songs.

LEON ETHERETTE "Shadows Of My Mind" (RCA) 86/25
National Summary: Up 25, Down 4, Above 6, Below 1, Added 3, On CR 12: Added to the chart (13) "Women are broken down for each record and indicate how many stations moved the song up on their chart, next to the number of stations that moved it down or to add or edit it this week. "Undoubtedly one of this week's most added songs.

STEVE WARNER "Don't Plan On Sleeping Tonight" (RCA) 64/22
National Summary: Up 27, Down 12, Above 15, Below 1, Above 10, Below 1, Added 3, On CR 12: Added to the chart (13) "Women are broken down for each record and indicate how many stations moved the song up on their chart, next to the number of stations that moved it down or to add or edit it this week. "Undoubtedly one of this week's most added songs.

MERLE HAGGARD & GEORGE JONES "C.C. Waterbox" (Epic) 61/30
National Summary: Up 26, Down 12, Above 5, Below 1, Above 10, Below 1, Added 2, On CR 12: Added to the chart (13) "Women are broken down for each record and indicate how many stations moved the song up on their chart, next to the number of stations that moved it down or to add or edit it this week. "Undoubtedly one of this week's most added songs.

GLEN CAMPBELL "Old Home Town" (Atlantic America) 61/1
National Summary: Up 19, Down 12, Above 3, Below 1, Above 10, Below 1, Added 2, On CR 12: Added to the chart (13) "Women are broken down for each record and indicate how many stations moved the song up on their chart, next to the number of stations that moved it down or to add or edit it this week. "Undoubtedly one of this week's most added songs.

JIM STAFFORD "What Mama Don't Know" ( Accord/Townhouse) 54/16
National Summary: Up 15, Down 10, Above 4, Below 1, Above 10, Below 1, Added 2, On CR 12: Added to the chart (13) "Women are broken down for each record and indicate how many stations moved the song up on their chart, next to the number of stations that moved it down or to add or edit it this week. "Undoubtedly one of this week's most added songs.

TOM CARLILE "Green Eyes" (Dockroom) 52/3
National Summary: Up 28, Down 15, Above 4, Below 1, Above 10, Below 1, Added 2, On CR 12: Added to the chart (13) "Women are broken down for each record and indicate how many stations moved the song up on their chart, next to the number of stations that moved it down or to add or edit it this week. "Undoubtedly one of this week's most added songs.

DON WILLIAMS "If Hollywood Don't Need You" (MCA) 47/46
National Summary: Up 6, Down 1, Above 6, Below 1, Above 10, Below 1, Added 2, On CR 12: Added to the chart (13)

TAMMY WYNETTE "A Good Night's Love" (Epic) 39/24
National Summary: Up 1, Steady 6, Below 1, Above 10, Below 1, Added 2, On CR 12: Added to the chart (13) (Scotti Bros./CBS 18/10)
Regional Adds & Hots

Hottest Tracks:

"The Waltz You Saved For Me" (WB) - JOHN ANDERSON

COUNTRY ALBUMS

Cuts in bold type are receiving the heaviest airplay.

ALABAMA - Mountain Music - (RCA) "Words At Tuesday Passe"
JOHN ANDERSON - Wild & Blue - (WB) "The Waltz You Saved For Me" "Swingin" (RCA) "Good Down Hill"
ED BRUCE - I Write It Down - (MCA) "Theme From "Bridgewater"
GLEN CAMPBELL - Old Home Town - (Atlantic America) "Blue My Naughty Sweetheart Gave To Me"

BIG AL DOWNING - Big Al Downing - (Team Entertainment) "Tales Like Love"
JANIE FRICKE - It Ain't Easy - (Columbia) "Love Have Mercy"
CRYSTAL GAYLE - True Love - (Elektra) "Deeper In The Heart Of Texas" "It's Alright To Cry"
EMMYLOU HARRIS - Last Date - (WB) "Buckaroo" "Lover Comes Live Here Mama" "Dead In Days" "I'm Movin' On" "So Set To Watch A Good Love Go Bad"
WAYLON JENNINGS & WILLIE NELSON - WWII - (RCA) "Mr. Shuck And Jive" "May I Borrow Some Sugar From You"
JOHNNY LEE - Sounds Like Love - (Full Moon/Asylum) "Sounds Like Love" "It's Up To You"
RONNIE M Lav - Inside - (RCA) "Centri Dreams"
WILLIE NELSON - Always On My Mind - (Columbia) "Last Thing Needed" "Real Thing This Morning"
EDDIE RABBITT - Radio Romance - (Elektra) "You Can't Run From Love" "You Got Me Now" "Good Night For Falling In Love"

JERRY REED - The Bird - (RCA) "I'm A Slave"
"Down On The Corner" "I Get Off On It" "Good Time Saturday Night"
LINDA RONSTADT - Get Closer - (Asylum) "My Blue Tears" "The Moon Is A Hard Mistress" "Easy For You To Say"
T.G. SHEARD - Peace Of Mind - (WB/Curb) "A Pretty Ornament" "Where Did We Go Wrong"
RICKY SKAGGS - Highways & Heartaches - (Erido One) "Highway 40 Blues" "Don't Think I'll Cry" "Can't You Hear Me Callin'" "You've Got A Love"
NAILL - My Eyes, My Tears, My Eyes - (Elektra) "Heaven Is Your Eyes"
TANYA TUCKER - Changes - (Arista) "A Thing Called Love"
CONWAY TWITTY - Dream Maker - (Elektra) "The Rose"

Most Requested:

E. RABBITT & C. GAYLE "You And I" (Elektra)
JERRY REED & FRIENDS "The Bird" (RCA)
BELLAMY BROTHERS "Redneck Girl" (WB/Curb)
**December 3, 1982**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Artist</th>
<th>Title</th>
<th>Label</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>MARVIN GAYE</td>
<td>Sexual Healing</td>
<td>Columbia</td>
</tr>
<tr>
<td>2</td>
<td>M. JACKSON</td>
<td>The Girl Is Mine</td>
<td>Epic</td>
</tr>
<tr>
<td>3</td>
<td>LIONEL RICHIE</td>
<td>Trampoline</td>
<td>JMC</td>
</tr>
<tr>
<td>4</td>
<td>Kool &amp; The Gang</td>
<td>Let's Go Dancing</td>
<td>(De-Lite/P)</td>
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<tr>
<td>5</td>
<td>JANET JACOBS</td>
<td>Young Love</td>
<td>(A&amp;M)</td>
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<tr>
<td>6</td>
<td>T.Vertical</td>
<td>Prince 1999</td>
<td>(WB)</td>
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<td>7</td>
<td>BAR-KAYS</td>
<td>Get Me Some You Shaken</td>
<td>Mercury/QR</td>
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<td>8</td>
<td>CHAKA KHAN</td>
<td>Got To Be There</td>
<td>(WB)</td>
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<td>9</td>
<td>DIANA ROSS/Muscles</td>
<td>(RCA)</td>
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<td>10</td>
<td>S.O.S. BAND/High Topes</td>
<td>(Triton/CBS)</td>
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<td>11</td>
<td>BOOTSY &amp; the One Man</td>
<td>(WB)</td>
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<tr>
<td>12</td>
<td>EVELYN KING/Betcha</td>
<td>Don't Love You</td>
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<tr>
<td>13</td>
<td>SKYY/Movin'</td>
<td>Violation</td>
<td>(Betrou/C)</td>
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<td>14</td>
<td>CHARLENE &amp; STEVIE WONDER/Used To Be</td>
<td>(Motown)</td>
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<td>15</td>
<td>GEORGE CLINTON</td>
<td>(Motown)</td>
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<td>16</td>
<td>GRACE JONES/To The Bottle (Island/Atco)</td>
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<td>17</td>
<td>T. YORONE/Brunson</td>
<td>The Smirks (Believe In A Dream/CR)</td>
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<td>18</td>
<td>BROTHERS JOHNSTON/Welcome To The Club</td>
<td>(A&amp;M)</td>
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<td>TIME/The Week</td>
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<td>20</td>
<td>GRAND MASTER FLASH/Scorpio</td>
<td>(Sugar Hill)</td>
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<td>21</td>
<td>DIONNE WARWICK/Heartbreaker</td>
<td>(Motown)</td>
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<tr>
<td>22</td>
<td>LUTHER VAUGHN/Party Epic</td>
<td>(Motown)</td>
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<td>23</td>
<td>SONNY CHARLES</td>
<td>Put It In A Magazine</td>
<td>(High)</td>
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<tr>
<td>24</td>
<td>ARETHA FRANKLIN</td>
<td>Love Me Right</td>
<td>(Motown)</td>
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<tr>
<td>25</td>
<td>PLANET PATROL/Party At Your Own Risk</td>
<td>(Tommy Boy)</td>
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<tr>
<td>26</td>
<td>RAY PARKER JR.</td>
<td>(Motown)</td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>ONE WAY/Wild Night</td>
<td>(MCA)</td>
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<tr>
<td>28</td>
<td>CHIC</td>
<td>“Hangin”</td>
<td>(Atlantic)</td>
</tr>
<tr>
<td>29</td>
<td>TYRE AND SLIM</td>
<td>“Lover Yourself”</td>
<td>(Atlantic)</td>
</tr>
<tr>
<td>30</td>
<td>LANIER</td>
<td>“WOW”</td>
<td>(Atlantic)</td>
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</tbody>
</table>

**Most Added**

1. RAY PARKER JR. (28)
2. YARBROUGH & PEOPLES (13)
3. G. MELBA MOORE (10)

**Hottest**

1. MARVIN GAYE (87)
2. M. JACKSON (52)
3. LIONEL RICHIE (37)
4. PRINCE (30)

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**New Entry**

1. RICK JAMES “She Blew My Mind (89 Times)” (Gordy/Motown) 20/1

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**Significant Action**

- **CHERI** “Give It To Me Baby” (Venture) 19/0
  - Added: Heavy 7/0, Medium 8/0, Heavy 10/0, Medium 11/0, Heavy 12/0, Medium 12/0, Medium 15/0, Medium 17/0, Medium 17/1, Medium 20/0
  - Total played: 11/0, Heavy 16/0, Medium 27/0, Medium 31/0
  - Reports from: WWAY, WMUS, WJJS, WIDF, WRGT, WRIG, WBBX, WWAS

- **DEN PHELPS** “Going Out” (Jeri’s) 13/0
  - Added: Heavy 10/0, Medium 12/0, Medium 14/0, Medium 14/1, Heavy 17/0, Medium 17/0, Medium 18/0, Medium 19/0, Total 22/0
  - Heavy: WRKS, K104

- **PATTI AUSTIN** with JAMES INGRAM “Baby, Come To Me” (Qwest/WB) 19/0
  - Added: Heavy 5/0, Medium 8/0, Heavy 10/0, Medium 11/0, Heavy 12/0, Medium 13/0, Medium 13/1, Total 17/0
  - Reports from: WBLS, WWRS, WBBX, WWAS

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**CHRIS REYNOLDS** “Enuff Is Enuff” (Columbus) 15/1
- Added: Heavy 8/0, Total 10/0, Medium 12/0
- Heavy: WLSX, WWAS, WBBX

***BARRY WHITE*** “Psalon” (Unlimited Gold/CBS) 12/0
- Added: Heavy 0/0, Medium 0/0, Total 0/0
- Medium: WXYV, WBBX, WBBX, WWAS, WBBX, WWAS, WBBX, WWAS

***YARBROUGH & PEOPLES*** “Heartbeats” (Total Experience/PGRM) 16/13
- Added: Heavy 2/0, Medium 2/0, Total 2/0
- Heavy: WWAS, WBBX, WXYV, WXYV, WBBX, WXYV, WXYV, WXYV

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**ORBIT** “The Best Goes On” (RRC/Quality) 14/3
- Added: Heavy 5/0, Medium 4/0, Total 5/0
- Heavy: WRKS, WWAS, WXYV, WXYV, WXYV, WXYV

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**JOE JACKSON** “Steppin’ Out” (A&M) 14/2
- Added: Heavy 6/0, Total 6/0
- Heavy: WWAS, WBBX, WXYV, WXYV, WXYV, WXYV

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**STACY LATTISAW** “Hey There Lonely Boy” (Cotillion/Atco) 13/6
- Added: Heavy 1/0, Medium 0/0, Total 1/0
- Heavy: WXYV, WXYV, WXYV, WXYV, WXYV, WXYV

---

**MARVIN GAYE** “Sexual Healing” (Columbia) 13/3
- Added: Heavy 7/0, Medium 8/0, Total 9/0
- Heavy: WWAS, WXYV, WXYV, WXYV

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**WEATHER GIRLS** “It’s Reaining Man” (Columbia) 13/0
- Added: Heavy 3/0, Medium 5/0, Total 8/0
- Heavy: WWAS, WXYV, WXYV, WXYV, WXYV
## CHR PARALLEL ONE PLAYLISTS

### EAST

**ckgm Montreal**
PD: Keith Grifsey
- **1.** LARRY WATTS "Let Me Be Your Lover" (Rainforest/Atlantic)
- **2.** JIMMY DURANTE/FRANK SINATRA "I've Got You Under My Skin" (CBS/EMI)
- **3.** TINA TURNER "Proud Mary" (Elektra)
- **4.** STEVIE WONDER "Ebony And Ivory" (Motown/Wea)
- **5.** BRYAN ADAMS "Everything I Do" (Capitol)

**B104 WBGB Baltimore**
PD: Jan Jeffries
- **1.** AEROSMITH "Walk This Way" (Columbia)
- **2.** MÖTLEY CRÜE "Shout At The Devil" (Elektra)
- **3.** SCORPIONS "Storm Of The Century" (Atlantic)
- **4.** COUNTING CROWS "Mr. Jones" (MCA)
- **5.** DEEP PURPLE "Black Night" (Universal)

**96 KX Pittsburgh**
GM: Bobby Christian
MD: Terry Caywood
- **1.** DARYL HALL & JOHN OATES "Kiss On My List" (Columbia)
- **2.** RICK SPRINGFIELD "I Love You Too Much To Lose You" (A&M)
- **3.** JON BON Jovi "Livin' On A Prayer" (Columbia)
- **4.** GEORGE MICHAEL "Faith" (Sire)
- **5.** CLAYTON "In The Street" (Castle Music)

**92 PROW Providence**
PD: Neil McGinnis
MD: Jon Lawrence
- **1.** RUSH "The Spirit Of Radio" (Atlantic)
- **2.** JUDAS PRIEST "Painkiller" (Vertigo)
- **3.** MARILYN MANSON "Shame Your Face" (London/Warner)
- **4.** THE CULT "Love Hurts" (Rhino)
- **5.** GREEN DAY "When I Come Around" (Reprise)

**WXKS-FM Kiss Providence**
Operations Manager: Tom Caddy
Music: Jene Doneghey
- **1.** KISS "Love Is All Around" (Casablanca/EMI)
- **2.** BON JOVI "Livin' On A Prayer" (Columbia)
- **3.** DEF LEPPARD "Rock The Nations" (MCA)
- **4.** Guns N' Roses "November Rain" (Geffen)
- **5.** VAN HALEN "Jump" (Epic)

**1050 CHUM Toronto**
PD: Jim Waters
MD: Brad Jones
- **1.** VAN HALEN "Jump" (Epic)
- **2.** BON JOVI "Livin' On A Prayer" (Columbia)
- **3.** DEF LEPPARD "Rock The Nations" (MCA)
- **4.** GUNS N' ROSES "Sweet Child O' Mine" (Geffen)
- **5.** METALLICA "Enter Sandman" (Elektra)

**CFTR680 Toronto**
PD: Bob Saint
Music Director: Rick Hunter
- **1.** LED ZEPPELIN "Stairway To Heaven" (Atlantic)
- **2.** AC/DC "Back In Black" (Columbia)
- **3.** VAN HALEN "Jump" (Epic)
- **4.** BON JOVI "Livin' On A Prayer" (Columbia)
- **5.** DEF LEPPARD "Rock The Nations" (MCA)

**Q105 Tampa**
PD: Scott Shannon
MD: Pat McKay
- **1.** Guns N' Roses "November Rain" (Geffen)
- **2.** Van Halen "Jump" (Epic)
- **3.** Def Leppard "Rock The Nations" (MCA)
- **4.** Bon Jovi "Livin' On A Prayer" (Columbia)
- **5.** Metallica "Enter Sandman" (Elektra)

**Z-98 Atlanta**
PD: Bill Tanner
MD: Colleen Cassidy
- **1.** Van Halen "Jump" (Epic)
- **2.** Def Leppard "Rock The Nations" (MCA)
- **3.** Bon Jovi "Livin' On A Prayer" (Columbia)
- **4.** Metallica "Enter Sandman" (Elektra)
- **5.** Guns N' Roses "November Rain" (Geffen)
CHR ADDS & HOT Dx

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 than re-added.

**EAST**

**Most Added**

- Scott Michael
  - Michael McDonald
  - REO Speedwagon
  - 38 Special
  - John Fogerty

**Hottest**

-空气乐队
- 38 Special
- REO Speedwagon
- 麦克尔·麦克唐纳
- 肯尼·罗格斯

**SOUTH**

**Most Added**

- John Storey
  - Bruce Hornsby
  - The Indiges
  - Robert Palmer
  - David Lee Roth

**Hottest**

- 伞翼
- 贝利·乔尔
- 迈克尔·麦克唐纳
- 吉米·亨利
- 马文·盖伊

- The Indiges
- Robert Palmer
- 罗伯特·派克
- 贝利·乔尔
- 迈克尔·麦克唐纳

**WEST**

- 贝利·乔尔
- 迈克尔·麦克唐纳
- 马文·盖伊
- 达纳·弗拉格
- 贝利·乔尔
R&R/Friday, December 3, 1982

**Parallels**

Selected stations in major markets that are format dominant and/or exert a significant national influence.

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 alone.

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 alone.

* Denotes first week in Parallels.

### JOHN DOE

**Hit Song** (Any Label)

LP: Hit Song

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<th>Regional</th>
<th>National</th>
<th>Rank</th>
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<tbody>
<tr>
<td>16/25</td>
<td>44 %</td>
<td>23</td>
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**National Summary**

LP D25 = Number of stations moving in or out this week.

When LP: Hit Song is added, change the chart.

### ADAM ANT

**Goody Two Shoes (Epic)**

LP: Power Of Fox

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<td>14/26</td>
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### PAT BENATAR

**Shadows Of... (Chrysalis)**

LP: Got Nervous

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**A FLOCK OF SEAGULLS**

**Space Age, Ultravista**

LP: A Flock Of Seagulls

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<tr>
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**AIR SUPPLY**

**Two Less Lonely... (Arista)**

LP: Now And Forever

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<tr>
<td>8/48</td>
<td>38 %</td>
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**KIM CARNES**

**Does It, EMI America**

LP: America

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<td>10/15</td>
<td>49 %</td>
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**CLASH**

**Rock The Casbah (Epic)**

LP: Contagion

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<tr>
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**DONALD FAGEN**

**I G Y (Arista/WB)**

LP: The Night

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<th>Rank</th>
</tr>
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<tbody>
<tr>
<td>18/10</td>
<td>51 %</td>
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</table>
JUICE NEWTON  "Heart Of The Night" (Capitol) 10/8/24
Move: Up, Debuts 24, Same 6, Down 0, Acqs 21 including WBFM-FM, KBEG, WDOQ, KVDF, WYFU, KPPQ, KFRK, KFMA, WKNR, KZLA.

PETER GABRIEL  "Shock The Monkey" (Geffen) 9/8/17
Move: Up, Debuts 10, Same 8, Down 2, Acqs 17 including WBEM-FM, B94, Y100, 96, WLVW-FM, WKBW, WCRV, WZAA, WBAZ, WIVR, WBNV.

EDDIE RABBITT with CRYSTAL GAYLE "You And I" (Elektra) 9/12/24
Move: Up, Debuts 7, Same 12, Down 2, Acqs 16 including WOCM-FM, KKKO, KBBC, KFMA, KTTR, KDRE, KSZM, KZOE.

BILLY SIBERT  "Everybody Wants You" (Asylum) 8/7/24
Move: Up, Debuts 6, Same 16, Down 0, Acqs 25 including WHSL, 940 WZAN, WMBR.

GLENN FREY  "All Those Lies" (Asylum) 8/6/24
Move: Up, Debuts 5, Same 7, Down 1, Acqs 17 including WBEM-FM, WEFM, WKTQ, KBEM, WKNR, KZLA, WDBY, WIVR, WBNV.

ALAN PARSONS PROJECT  "Psychobabble" (Atlantic) 8/1/24
Move: Up, Debuts 5, Same 13, Down 2, Acqs 1 including WOCM-FM, WEFM, WKTQ, KBEM, WKNR, KZLA, WDBY, WBNV.

AMERICA  "Right Before Your Eyes" (Capitol) 4/3/24
Move: Up, Debuts 5, Same 20, Down 0, Acqs 12 including WLVW, WTCX, WPXI, WPEN, WINA, WTTW, WPTZ, WTBN, WITN, WZEE.

FRIDA  "I Know There's Something Going On" (Atlantic) 4/1/24
Move: Up, Debuts 3, Same 14, Down 1, Acqs 14 including WOCM-FM, WKRS, WSKY, WZAA, KFKD, KISO, KBGM, WRKZ, WBND, WTNN, KBPL.

SCANDAL  "Goodbye To You" (Capitol) 3/2/24
Move: Up, Debuts 5, Same 2, Down 1, Acqs 15 including WOCM-FM, WEFM, WKTQ, KBEM, WKNR, KZLA, WDBY, WBNV.

LOVERBOY  "Jump" (Columbia) 3/6/24
Move: Up, Debuts 6, Same 13, Down 0, Acqs 25 including WOCM-FM, WEFM, WKTQ, KBEM, WKNR, KZLA, WDBY, WBNV.

PRINCE  "1999" (WBW) 3/6/24
Move: Up, Debuts 3, Same 10, Down 6, Acqs 21 including WOCM-FM, WEFM, WKTQ, KBEM, WKNR, KZLA, WDBY, WBNV.

RODWAY "Don't Stop Trying" (Millennium) 2/8/24
Move: Up, Debuts 5, Same 7, Down 0, Acqs 14 including WOCM-FM, KAAA, KVOO, KZLA, WDBY, WBNV.

HUGHES/THRAIL "Bad, Borrow Or Steal" (Ballroom) 2/21/21
Move: Up, Debuts 8, Same 6, Down 0, Acqs 25 including WOCM-FM, KAAA, KVOO, KZLA, WDBY, WBNV.

BILL CONTI "Theme From 'Dynasty'" (Atlantic) 1/18/21
Move: Up, Debuts 5, Same 19, Down 0, Acqs 19 including WOCM-FM, WEFM, WKTQ, KBEM, WKNR, KZLA, WDBY, WBNV.

WHo "Eminance Front" (WBW) 1/7/24
Move: Up, Debuts 8, Same 7, Down 0, Acqs 25 including WOCM-FM, WEFM, WKTQ, KBEM, WKNR, KZLA, WDBY, WBNV.

ELTON JOHN "Bad & Beautiful" (Gift) 12/8/23
Move: Up, Debuts 2, Same 10, Down 0, Acqs 15 including WOCM-FM, WEFM, WKTQ, KBEM, WKNR, KZLA, WDBY, WBNV.

JANET JACKSON "Young Love" (A&M) 1/5/23
Move: Up, Debuts 6, Same 14, Down 0, Acqs 15 including WOCM-FM, WEFM, WKTQ, KBEM, WKNR, KZLA, WDBY, WBNV.

LEE RITENOUR  "Cross My Heart" (Elektra) 2/27/25
Move: Up, Debuts 13, Same 18, Down 0, Acqs 25 including WBFM-FM, KWBQ, WLVW, WKID, WHVN.

CULTURE CLUB  "Do You Really Want To Hurt Me" (Virgin) 26/14
Move: Up, Debuts 8, Same 6, Down 0, Acqs 25 including WBFM-FM, KB94, WLVW, WZAN, WEZB, KWKU, WPKC, WHVN.

MARVIN GAYE  "Sexual Healing" (Columbia) 25/7
Move: Up, Debuts 10, Same 11, Down 0, Acqs 25 including WBFM-FM, KWBQ, WLVW, WKID, WHVN, WEZB, WZAN, WPKC, WHVN.

RAY PARKER JR.  "Bad Boy" (Arista) 24/11
Move: Up, Debuts 12, Same 20, Down 0, Acqs 25 including WBFM-FM, KWBQ, WLVW, WKID, WHVN.

BILLY JOEL  "Allentown" (Columbia) 23/6
Move: Up, Debuts 10, Same 12, Down 0, Acqs 25 including WBFM-FM, KB94, WLVW, WZAN, WEZB, WZAN, WPKC, WHVN.

ROBERTA FLACK "In The Name Of Love" (Atlantic) 19/22
Move: Up, Debuts 8, Same 6, Down 0, Acqs 25 including WBFM-FM, KWBQ, WLVW, WKID, WHVN, WEZB, WZAN, WPKC, WHVN.

JEFFERSON STARSHIP  "Be My Lady" (RCA/Grunt) 16/1
Move: Up, Debuts 8, Same 6, Down 0, Acqs 25 including WBFM-FM, KWBQ, WLVW, WKID, WHVN.

CAT STRAT  "Rock This Town" (EMI America) 16/0
Move: Up, Debuts 8, Same 6, Down 0, Acqs 25 including WBFM-FM, KWBQ, WLVW, WKID, WHVN.

GLENN FREY "The Last Lies" (Asylum) 15/11
Move: Up, Debuts 5, Same 11, Down 0, Acqs 25 including WBFM-FM, KWBQ, WLVW, WKID, WHVN.

LINDA RONSTADT  "I Knew You When" (Asylum) 13/9
Move: Up, Debuts 8, Same 6, Down 0, Acqs 25 including WBFM-FM, KWBQ, WLVW, WKID, WHVN.

DENNY CORTICILE  "The Control Against Apes" (Atlantic) 12/1
Move: Up, Debuts 5, Same 6, Down 0, Acqs 25 including WBFM-FM, KWBQ, WLVW, WKID, WHVN.
FOREIGNER WAITING FOR A GIRL LIKE YOU FOREIGNER
FOREIGNER DIRTY WHITE BOY FOREIGNER
FOREIGNER JUKE BOX HERO FOREIGNER
FOREIGNER WAITING FOR A GIRL LIKE YOU FOREIGNER
FOREIGNER LONG, LONG WAY FROM HOME FOREIGNER
FOREIGNER FEELS LIKE THE FIRST TIME FOREIGNER
FOREIGNER HOT BLOODED FOREIGNER

MAKE FOREIGNER'S RECORDS YOUR SELECTION.

ON ATLANTIC RECORDS AND CASSETTES.
KENNY LOGGINS (54)
SAMMY HAGAR (50)
BILLY JOEL (64)
GLENN FREY (44)
RAY PARKER JR. (43)
FLEETWOOD MAC (38)

HALL & OATES (128)
MEN AT WORK (108)
DON HENLEY (101)

KENNY LOGGINS (54)
SAMMY HAGAR (50)
BILLY JOEL (64)

KENNY LOGGINS
Heart To Heart (Columbia)

71% of our reporters on it. Moves: Up 22, Debuts 35, Same 48, Down 0, Adds 54 including B94, JB105, Q107, WBBM-FM, WVLK, WKTQ, KKRQ, KDZQ, Love (Part One) (Mercury/PolyGram), WMEU, WMEE, KLUC, WTSN, KYTN. See Parallels, will debut next week on the CHR chart.

ADAM ANT
Goody Two Shoes (Epic)

65% of our reporters on it. Moves: Up 51, Debuts 23, Same 35, Down 0, Adds 35 including PRO-FM, Q107, CHUM, CKGM, Q102, WKTL, KBM-FM, WKY, WHOT, KR6, WVQJ, WJAD, 99KQ. See Parallels, will debut next week on the CHR chart.

BILLY JOEL
Allentown (Columbia)

59% of our reporters on it. Moves: Up 27, Debuts 33, Same 27, Down 0, Adds 44 including PRO-FM, CHUM, Z93, WGCL, KEARTH, Q103, K104, WAXY, WOKI, WRVQ, WNAM, KIDD, WJBUG, WKL, KFMM. See Parallels, will debut next week on the CHR chart.

MARVIN GAYE
Sexual Healing (Columbia)

58% of our reporters on it. Moves: Up 76, Debuts 13, Same 27, Down 2, Adds 10, WLOL-FM, KROK, WZRR, KMGG, WKDO, K93, KROQ, WIGY, KXXL-FM, WAZY-FM, WNBC 22-15, 94Q 7-3, Y100 2-1, KFRC 4-3, B97 2-1. See Parallels, debut at number 23 on the CHR chart.

A FLOCK OF SEAGULLS
Space Age Love Song (Jive/Arista)

57% of our reporters on it. Moves: Up 34, Debuts 22, Same 43, Down 0, Adds 27 including WWX5-FM, KIQQ, XTRA, WK12Z-FM, KBF, FM100, WSFL, KFYN, WHOT, KHOP, K96, OK100, WXLK, WAZY-FM. See Parallels, will debut next week on the CHR chart.

THE BACK PAGE
December 3, 1982

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