KIFM Denial Upheld: San Diego station (formerly KDG1) loses license in precedent-setting court case, while WVBSF1/Lauderdale wins renewal after three-year battle.

48-Week Arbitron Measurement Set: Advisory Council approves longer survey period, but provides frosty reception to Arbitron's ADI plans.

Radio Marti Looking Doomed: Senate avoids vote on U.S. propaganda station aimed at Cuba after lawmakers concerned about retaliation against home state radio stations spearheaded opposition.

Hispanic DST: Be Prepared Now: Joan Hiber examines Arbitron's new ethnic retrieval technique, set to debut in summer 83; and points out the most important implications.

Quotable Quotes: The most provocative, insightful, or just plain amusing comments from radio and record notables interviewed over the past year by R&R's Editors.

Technology Marches On: CBS announces plans for early launch of compact discs in the U.S. by spring, while Aerometz sells the first 3-D promotional video.

Dennis Reed Promoted To PD At WEEP: Moves up from MD at Pittsburgh County station.

Jack Elliott Named PD At WYK: Promoted from MD after four years at Oklahoma City station.

A Tribute To Marty Robbins: Nashville columnist Bill Collie looks back at a country superstardom.

Phippen Named WWSH General Manager

WSB-AM & FM/Atlanta General Sales Manager Bill Phippen has been named General Manager at Cox Communications sister station WWSH/Philadelphia. He replaces James Consor, who announced his resignation last month.

In making the appointment, Cox Radio Broadcasting Division Executive VP Jim Wesley commented, "Bill has done an outstanding job at WSB. Bill Phippen AM & FM. He has great management and sales abilities, as well as a lot of enthusiasm. Bill's been especially effective in selling the 'New 99' (WSB-FM), so he's just perfect for the 'New 106.' He's made for each other."

Phippen told R&R, "It feels very good. It's a super opportunity and I can't wait to get up to Philadelphia. This is a great company and I'm flattered by their confidence in me."

Before joining WSB-AM & FM 15 months ago, Phippen was Station Manager at WRC/Washington, D.C. Previously was GM at KOPA-AM/FM/Philadelphia, and prior to that served seven years as GM at WQR-AM & FM/Atlanta. Phippen begins his new assignment January 3.

WBBG & WMJI Restructure Management

Embscira Becomes Vice Chairman, Lange New GM; McVay Promoted To Operations Manager

In management restructuring at WBBG & WMJI/Cleveland, General Manager Tom Embscira has been elevated to Vice Chairman of the Board for owner Robinson Broadcasting. Replacing him as GM is former WKJW-TV/Cleveland Local Sales Manager Shannon Lange. At the same time, WMJI PD Michael McVay was promoted to Operations Manager for both WMJI and WBBG, continuing as PD for WMJI. WBBG PD Jim Davis will now report to McVay.

In his new capacity, Embscira, who stayed on as GM after his private partnership sold WBBG & WMJI to Robinson in January, will consult the two stations and help search for future Robinson properties.

Regarding Embscira's new title, Robinson Broadcasting owner Larry Robinson told R&R, "Tom has been extremely important in the success of WBBG & WMJI. He's so well thought of in the industry that we've asked him to look at potential acquisitions for us and to serve as Vice Chairman of the Board, which he is doing." Embscira said, "I'm excited about the opportunity to work with owners Larry Robinson and Larry Pollock. In one year, the ratings improvement of WBBG & WMJI has been phenomenal." Robinson praised Lange's qualifications, saying, "We talked with people all over the country, and I found Shannon to be by far the best candidate by any standard. She's a born leader, is extremely intelligent and a very hard worker."

Lange, who was Local Sales Manager at WDKO/Cleveland for a year before joining WKJW-TV 18 months ago, said, "I'm absolutely delighted to be joining the team at WBBG & WMJI. They are a sensational group of people who have put together a very sound corporate structure, and are doing everything right in terms of how I've always felt a radio station should be built. They are totally committed to success."

WBBG/See Page 22

Broad Street Establishes AM, FM Divisions

Gaines, Durney Promoted; McGee Becomes VP

Broad Street Communications has established separate AM and FM divisions for its radio properties: KTKO/OKlahoma City Sr. VP/GM Kenneth Gaines will become Executive VP of the four-station AM division while retaining his managerial duties at KTKO. KQWC/New Orleans Sr. VP/GM Tom Durney becomes Executive VP for Broad Street's three FM's and continues to manage WQUE. At the same time, WGSU/New Orleans GM Mike McGee becomes VP of Broad Street subsidiary Insilco Broadcast Group of Louisiana.

Broad Street President Fred Walker told R&R, "We've determined that structuring the company into two divisions will allow us to pay immediate attention to our current opportunities within our marketplaces, as well as to be poised for additional acquisitions during 1983." Commenting on Gaines and Durney's elevations, Walker said, "I'm delighted for both individuals. I think this will give them a great opportunity in group

WABC/New York has named WLAK/Chicago VP/GM Jim Haviland as General Manager of the ABC flagship station. Haviland replaces current WABC VP/GM Al Raceo, who has transferred to a management position within the ABC Radio Division staff.

In making the announcement, VP/Operations of ABC-Owned Stations Don Bouliokos said, "Jim Haviland is a dedicated, professional broadcaster. He is an extremely creative and energetic manager who has a keen sense of ABC's role within the marketplace needs with programming product. We look forward to his leadership at WABC."

Haviland, who has been with WLAK since 1973, told R&R, "I'm very excited about this. After being in Chicago for 27 years and at WLAK for ten years, to pick up and leave takes a great motivating force. And ABC is it. I'm looking forward to smooth a transition as possible."

Haviland began as an account executive at WLAK, later being promoted to General Sales Manager, General Manager, and most recently VP/GM. No immediate replacement was named for him in Chicago.

BORDCH AT WDQJ, BUTLER AT WWJF

Amaturo Appoints Two New GM's

The Amaturo Group has named Chuck Borech General Manager of recently-acquired WDQJ/Detroit and James Butler GM of WWJF/Detroit, both effective January 1. Butler becomes GM of WWJF/Detroit, while Borech comes to WDQJ from WIND & WMJC/Detroit, where he had been GM for nine years. Butler had been General Sales Manager at WWJF, and served in a similar capacity at WDAY & WGRB/Miami.

Commenting on Borech's appointment, Amaturo Radio Division President Monte Lang stated, "Chuck is a Detroit radio professional with outstanding credentials in this market. His huge contribution to the growth of WMJC was what caught my initial attention. He has bottom-line respect that complements his well-above-average people skills. I am delighted to be able to make this announcement."

About Butler, Lang remarked, "He is just the type of person I was looking for to replace Bob Belcher and to promote him to the position of General Manager. He has worked closely with him for the past year and observed the performance gains first-hand. He is poised to lead the station team to even more success in the future. I am extremely pleased with the choice."

December 17, 1982

AMATO/See Page 22

1300 Single Copy

MURPHY/See Page 3

BROAD ST/See Page 3
**Advisory Council Says Yes On 48 Weeks, No To ADI**

Arbitron will be reinstating 48-week year-end measurement after meeting with the Arbitron Radio Advisory Council last week, but the council shot down the concept of giving ADI (Area of Dominant Influence) estimates for 12-week periods. Effective with the summer ‘83 sweep, all surveys will be 12 weeks long, with the winter ‘84 survey the last of the 1984 sweeps. The metro vs. ADI issue, Advisory Council Chairman George Green, VP/GM of KABC/Los Angeles, told R&R, will not be discussed at that time. Each metro should stay dominant and the ADI estimates should remain where they are, in the back of the relevant sweeps.

**Follow-Week Curve Encouraging**

Green, chairing his last council meeting, was excited about Arbitron’s data on its four-week curve research tests. “It appears that by surveying someone for four weeks, overall radio station cume may grow by 40%. This could be a significant sales tool and deserves further Arbitron and industry attention.”

New officers were elected at the meeting, with Ted Dorf, VP/PM of W54-Ah & FM/New York, being elected chairman, WHTT/New York Miami owner Herb Levin will be the new vice-chairman, and Ellen Hulebirk of McGevern Guild was named research advisor.

Other issues discussed were survey announcements and Differential Survey Treatment (DST). The council reaffirmed its stand against on-air survey announcements, and extended that stance to cover “off-air” survey notices as well. On the Hispanic DST issue, the council urged Arbitron to “perform additional studies in at least five other markets to measure the difference, if any, in listening in non-home phones versus homes with phones.”

**Counsel Nominees Set**

Balloting is winding down in the process to fill the six soon-to-be-vacant slots on the Advisory Council. Following are the nominees to date for the format openings available. For Contemporary markets 1-50.

**KYNN GM**

Glenn Valentine, General Manager of KXYY-FM, has resigned due to death of cancer (12-9) at the age of 53. He had managed the Country-formatted stations for the past six years. Valentine is survived by his wife Marie and four children.

KYNN owner Mike Oatman stated, “Glenn has been with our organization for six years, and we’re heartbroken for him and his family. We hope that the station’s persistence had paid off, Smith added. “We’re just ecstatic about having him. Murphy’s hiring is the final element in the rebuilding of this radio station. I think we have the staff to win in Chicago.”

Oatman added that General Sales Manager Ken Fersnow will assume the stations’ managerial duties.

**R&R Holiday Schedule**

This is the final edition of R&R for 1983. For the next two weeks we will take our traditional year-end publishing break (crowning the end of the year with our Christmas, Hanukkah, New Year and Birthday numbers). We’ll resume our weekly schedule with the first issue of 1984, dated January 7. Although we won’t be publishing, the R&R office will remain open over the holidays to serve you.

Happy Holidays to you all from us at Radio & Records.
Washington Report

Two-Year Extension Sought For Model EEO Program

If the FCC has its way, broadcasters will have to continue filing ten-point Model EEO programs for at least the next two years. However, a year ago, the White House's Office of Management and Budget (OMB) ordered the programs scrapped because they entail too much paperwork. The latest OMB directive is expected to stifle the programs or over- riding the OMB directive, which it has the authority to do, the FCC has received two extensions from OMB. The latest one expires at the end of January, prompting the Commission to ask for a two-year extension so it can come more time to grapple with the theory EEO issue.

An OMB spokesman says the request will be acted on by January 31, but added that OMB has already decided against giving the extension and won't give the request an automatic okay.

Tax Breaks To Boost Minority Ownership Approved

The FCC has adopted a series of tax changes proposed by Commissioner Henry River's Advisory Committee on Alternative Financing for Minority Opportunities in Telecommunications. One change will allow limited partners- ships to benefit from the tax certificate and distress sale policies. Currently such partnerships frequently don't qualify because, while having full operational control, a minority partner often owns less than 50%.

The Commission also broadened its tax certificate policy, which allows those who sell stations to minorities to defer capital gains taxes. Now tax certificates will also be issued to investors who supply "start-up" money for minority stations or who help out by buying stock in the critical first year.

Two proposed changes that require legislative action were forwarded to Congress. One would allow tax certificates for non-broadcast properties. The other would make it easier for minorities to attract capital by raising the amount a station can claim in investment tax credits from $12,500 to $50,000.

Newspaper Shutdown Clears KQV Sale

Six months of haggling ended last week when the FCC agreed to let KQV Broadcasting sell KQV/Pittsburgh to Calvary, Inc. The sale had been held up because Calvary's parent company also owns a small newspaper, the Daily and Sunday Tribune, in nearby Monroeville. FCC rules prohibit anyone who owns a newspaper from buying a station whose primary programming completely covers the same community.

KQV's sale was okayed only after West Pennsylvania Publishing agreed to shut down the Tribune, which has a daily circulation of less than 18,000, by January 2. The firm will be allowed to sell copies of its Greensburg, Pa., and Monroeville area. But an FCC official said that won't violate crossownership rules because Greensburg is much farther away from Pittsburgh and the paper doesn't specifically serve any community in KQV's coverage area.

WAVS/ Ft. Lauderdale Wins Renewal

After nearly three years of investigation by the FCC, WAVS/Ft. Lauderdale has finally won renewal of its license. The station's troubles began when owner Jordan Ginsburg agreed to sell out to Gore Broad- casting, which planned to switch the format from Classical to Religious.

While the sale was pending, however, the format change was carried out. That led to any FCC to suspect that Gore had already taken over the station in an unauthorized transfer of ownership.

Now the Commission says its suspicions were unfounded and that WAVS changed formats for financial reasons. It found that Howard B. McAuliffe, president of Gore Broad- casting, took part in the format change only as an advisor. Although Gore had become a 51% owner of WAVS, the Commission said the evidence showed conclusively that he never paid any of the station's bills or exe- rcised operational control while the sale application and the sale closed out the sale agreement in April 1980.

Radio Revenue Survey Deemed A "Major Flop"

The final tally shows that only 35% of radio stations took part in a survey of 1981 revenues. Four trade publications, which collected $52,000 on the voluntary survey when the FCC quit collecting station financial data this year.

"Certainly the industry has told us they're not interested," said a disappointed Bob McAuliffe, Executive Director of the Broadcast Financial Management Asso- ciation (BFM). The NRBA called the project a "major flop" and said the radio industry "failed" in its attempt to replace government-mandated reporting with voluntary cooperation.

Because they're so incomplete, it appears the figures collected are worthless. But McAuliffe says the sponsoring groups (BFM, NAB, HAB, NRBA) will meet in January to see if the recent slump in markets was high enough to permit release of meaningful local figures.

After this year's experience, spokesmen for several of the sponsor associations said there's almost no chance of an effort being made to collect 1982 revenue figures. However, McAuliffe expects that in the next three years the industry will begin to realize the value of the missing revenue figures.

Other Key Developments:

- WABC-TV/New York has been ad- mired by the FCC and reporting condi- tions were placed on its renewal for deceptive advertising, supposedly from the public, that were actually written by station employees.

- The FCC has approved a shifting of WOR-TV/New York's city of license to Secaucus, NJ. Under a bill passed by Con- gress, the action gives New Jersey its first TV outlet and guarantees renewal for the RKO station, which had been under a cloud.

- The FCC has acted over the renewal for KORJ/Orange, CA (formerly KIFM). The FCC says its "actual renewal

Promise vs. Performance

Court Refuses To Give Back KIFM's License

Broadcasters who may have let their guard down due to deregulation were snapped back to reality last week by the U.S. Court of Appeals, as it upheld the FCC's denial of license renewal for KIFM/San Diego (formerly KDFG).

The FCC's licensing scheme requires each station to serve the needs of its city of license," wrote Judge David Bazelon in a 12-page decision. "The owners of KDFG dis- served the citizens of San Diego while they devoted their services to stations in a different city." At issue was an almost total lack of non-entertainment programming on KDFG, which, despite promising that it would beef up its news and public af- fairs, "has never responded to any community."

KDFG attorney Edward Bernal said he was "disappointed and pledged, if neces- sary, to take the case to the Supreme Court. Noting that FM was in its "infancy" in the early 70s, Bernal said few FM stations offered much nonentertainment programming. Now, Bernal called the ruling an "unprecedented decision" because it marks the first time the FCC has denied a license due to a promised-per- formance failure. Under radio deregula- tion, stations are no longer required to make programming promises.

Beset by severe financial problems in 1972, KDFG won FCC permission to cut non- entertainment programming to just 1.1% of airtime. But the station promised that well before its next license renewal filing it would devote "more than just an adequate or minimum of time [sic] to news, public af- fairs, religious or instructional types of pro- grams."

In 1982, however, an administrative law judge ruled that KDFG had fallen far short of its promises and gave the station a one- year short-term renewal. The full Commissions later took away the license altogether.

An FCC attorney told R&R the case is im- portant because it upholds the Com- mission's broad discretion to punish sta- tions when its sees fit, even if past precedents aren't followed, as long as it provides a "reasoned analysis" for its actions. In the past, promise-vs-performance failures re- sulted only in fines or short-term renewals.

KDFG argued that the Commission is bound by its own precedents and did not convincingly explain why KDFG was treated more harshly than others. But the court said KDFG's punishment was not "in- appropriate" and emphasized that "courts give considerable deference to FCC discre- tion concerning the appropriate sanction to apply to licensees in bad faith." The station also contended the FCC failed to prove its charge that KDFG didn't even make a "good faith" effort to fulfill its pro- mises. But the court said KDFG had not countered evidence that "actual nonentertainment programming was virtually zero throughout the term and was never close to what it had promised." The court also noted that owner West Coast Broad- casting poured resources and staff into KORJ/Orange, CA and cut KDFG's staff and "virtually impossible to comply with its programming promises."

No Senate Broadcast

Radio Marti Stymied By Senate Opposition

Two issues watched closely by broadcasters have apparently died in the Senate for this year. Changes of Radio Marti surviving the current lame duck session dwindled almost to nothing and Majority Leader Howard Baker (R-TN) has abandoned plans for a lame duck vote on opening Senate debates to radio and television coverage.

Jaeger also said Zorinsky thinks Radio Marti is a waste of money. "There's no question but that it will be junked," he told R&R. "Not one minute of Radio Marti pro- gramming will ever be heard in Cuba." Invit- ing Cuban jamming that "wreak havoc on the American broadcasting in- dustry" is the same as "shooting yourself in the foot," according to Jaeger.

What nobody could predict this week is whether the Reagan Administration will try again next year if Radio Marti dies in the lame duck session rapidly drawing to a close.

Senate Broadcasts Killed By Fillibuster Threat

The resolution authorizing broadcasts of Senate proceedings also fell victim to a crowded agenda, and to a threatened filli- bitter by Senate Majority Leader Howard Baker (R-TN). The Senate gave its initial okay to broadcast coverage last summer. But it still must vote on details such as whether cameras would be controlled by Senate employees or net- work personnel. It was an attempt to pass those rules that Sen. Baker dished last week.
The world's largest maker of automobile radios has decided that Motorola has the winning AM stereo system for its 1984 model cars. This might make your decision about what kind of AM stereo your station should broadcast a lot easier.

For more information about the significance of this decision, call Chris Payne at 202/862-1549 or Dick Harasek at 312/576-3591.

MOTOROLA AM STEREO. THE WINNING SYSTEM.
CBS Launces Compact Disc Early

As early as the first quarter of 1983, CBS Records will market compact discs in the U.S. Initially these discs will be imported from Japan where they are manufactured by CBS/Sony, Inc. In 1984, however, plans call for the discs to be produced at a U.S. facility located at a still-undetermined site. Concurrent with the imported disc's release, Sony will also kick off sales of its compact disc digital audio player.

CBS's move follows the players' success in Japan, their first market. The Wall Street Journal reported that in one month Sony sold over 100,000 players, with plans to double production. At the time, only 120 recorded discs were available which was to increase to several hundred by the end of the year. CBS will import a variety of musical discs encompassing pop, rock, and classical. Japan's players range from $600-$1000, U.S. hardware and software prices have yet to be specified.

Earlier this year PolyGram publicly announced its compact disc involvement through parent company Philips. According to a recent Daily Variety article, one major obstacle to the compact disc's growth is Sony-Philips's request for a three cents-per-unit software royalty from labels. In response to CBS's action, PolyGram President/CEO Guenter Hanabler stated, "We are very pleased that CBS is joining the compact disc system. For a successful launch, it will be crucial to have a great variety of repertoire available from the start... in our view it is preferable to delay a few months rather than go into it prematurely."

The jingles Philadelphia hears on WCAU-FM are from JAM Creative Productions.

Radio, Music In Book Form

If you're looking for something new in the way of promotional giveaways, updating your station/personal library, or gifts for radio and music junkies, the two following books may be of interest.

"Music in the Air: America's Changing Tastes In Popular Music, 1920-1980" reviews popular music's changing forms as observed through its ties with commercial radio. Once on board this musical time machine, readers are guided by the "potted palm" pop music of the 20's (so-called because radio studios and hotel bandstands were usually decorated with palms) to the punk rock of the 80's. Along the way the author discusses the rise, decline, and resurgence of radio networks, the birth of personality radio, Top 40's evolution, FM, ratings/research, consultants/syndicators, and takes a fun look at formats of the future. There are also photos, detailed graphs and tables, plus radio station memrobilia in this Hastings House publication, available for $24.50. The book's subject is dear to the author's heart — Philip Eby is VP/GM of WBWA/York.

Dan Formento's "Rock Chronicles" is a daily diary of significant events in rock history, reaching as far back as 1848. Similar to his "Today In Rock History" series on NBC's Source, the 367-page paperback couples the factual information with notable record releases, artists' birthmarriages/deaths, and the way the author sheds light on the growing gourmet industry. Published by Dorable Books and distributed by Putnam, "Rock Chronicles" costs $9.95.

Eagle-Eyed Promos Build Station Image

The fall rating period just ended, but stations are already gearing up for the spring go-round. To help increase ratings, generate revenues in a sluggish economy, and improve station image/visibility, Eagle Inc. has devised "Play Me" and the "Epicurean Bazaar."

"Play Me" refers to a flexidisc that doubles as a vocal commercial for your station and hooks listeners with the promise that some discs contain instant prize wins if played. Stations can customize the back of the cards attached to the flexidiscs, choosing from such optional features as coupons, sponsorship, forced listening logs, and data blocks for making fairs, sweepstakes, or demographic purposes. Eagle also analyzes each station's market to figure out the most economical and effective manner of getting the discs into the hands of the targeted demos.

"Epicurean Bazaar" is designed to capitalize on the growing interest in gourmet cuisine. Aimed at the 25-54 upscale female, the bazaar is actually a large fair produced by your station, spotlighting the wares of local retailers related to the gourmet industry. Eagle's marketing package includes an operations manual, 30 television commercials, jingle, posters, camera ready art, and a choice of optional promotion items. For more details about either of these promotions contact VP Arno Maron at (303) 484-4735.

Aerosmith Jams In 3-D Video

As a lead from the newly renewed interest in 3-D movies, rock group Aerosmith will soon be the subject of what's being termed the "first three-dimensional video in the history of rock 'n roll." Available in early '83 as promotional videos, the full-length color feature will later be transferred to both the video cassette and videodisc formats for home use.

Aerosmith's concert performances last weekend in Huntington, WV were recorded via the Optemas process, which is being used to film Steven Spielberg's "Jaws II." It's a one-hour system with a prism whose resultant 3-D effects are seen with the aid of special glasses. Producer/director JonasMcCormick says, "Like most groups can only tour 20 or so cities. Now 3-D video will be able to tour for them. It's watching Steven Tyler walk out into the audience, kicking right through the screen."

'83 US Fest Commits To Heavy Radio Campaign

Eighty percent of a projected million dollar advertising budget for next year's US festival will be spent on radio. According to Michael Miller, head of entertainment for parent corporation Unison, the heavy promotional effort includes cable, plus sponsorships with Miller Seer, Dasbin and others, complemented by station contests offering trips to the festival as prizes. A specific date and location won't be announced until next month. However, the '83 fest is expected to be in early summer with one weekend of rock music followed a week later by a weekend of country fare. As before, an expedition will also be held, this time focusing on vocational education and training.

To help Unison gauge which acts the public desires, a "Vote For Us" call-in drive is running up until Christmas. One hundred stations are involved, encouraging listeners to call a special number (900-210-US3) to receive voting instructions. Nominees will be tabulated by computer; thus far 20,000 calls have been registered.

Joe Jackson in concert

The week of January 24, 1983

631 Insurance Lane
Dallas, Texas 75205
(214) 526-7080

To hear what's new for '83... Talk to Us!
**HIT MUSIC TO CARRY YOU STRAIT THRU THE HOLIDAYS**

**PRETENDERS**

"BACK ON THE CHAIN GANG"

- KEGL 10-9
- WLOL-FM deb 28
- WGCL deb 16
- WCAU-FM on
- WXKS on
- KEARTH 27-19
- KIQQ 22-13
- XTRA add
- 195 on
- WPHD 30-26
- WRCK add
- WPST 37-34
- 79Q 29-25
- KZFM add
- KSET-FM 20-15
- WABB-FM add
- WBBO add
- WSEZ add
- WNAM add
- WMEE add
- KYYX 20-12
- KSDK add
- KRO deb 28
- WJBO add
- WGUY add

Radio & Records
Album AIRPLAY/40 17 - 11

Produced by Chris Thomas

**DIRE STRAITS**

"INDUSTRIAL DISEASE"

- KEGL 18-15
- CFTR 20-17
- KBEO deb 15
- CHUM 2-7
- CKGM 33-27
- WPHD add
- KSET-FM 14
- WBBO deb 26
- KMGK add
- KXX 30-29
- KYYX add
- KBBO add
- KBK add
- WKHI 37-32
- WQLT add
- 95SG 31-29
- WISE add
- WHSL 18-14
- WPFM 32-24

Produced by Mark Knopfler

Produced by Arif Mardin

**CHAKA**

"GOT TO BE THERE" JUST RELEASED!

Already On:
- KTFM
- Y100
- WGCL
- K100
- WSEZ
- KYNO-FM

R & R Black, National AIRPLAY/30 5 - 3
Networks/Program Suppliers

MUSIC FEATURES

Rolling Stone
Magazine Productions
Continuous History of Rock & Roll:
British Invasion (January 3)
Greatest Guitars (January 18)
Greatest Drummers (January 30)
Guest DJ:
Ankeitz's Steve Tyler, Jimmy Giasso (January 9)
Pat Benatar & Neil Giraldo (January 10)
Guitar Power's "Best of '93" (January 17)
Syndicate It, Inc.
Music of Black America:
Love MeetsMtv: I (January 9)
Love Machine's II (January 10)
Black Rock & Rollers (January 30)
Watermark
Musical:
Harry Marcos/Play Your Wagner/Rooney & Garland (January 9-10)
Soundtrack of the 60's:
Gil Wyman/Toni Lopez/Cliffords (January 9-10)
Westwood One
The Countdown:
Boston Colleen/Tim January 7-9
Charlotte/S.O.S. Band (January 14-16)
Live From Gilley's:
Terri Schita/January 7-9
Johnny Rodrigues (January 14-16)
Off The Record:
Vil Hafer (January 7-9)
Rock Album Countdown:
Phil Collins/Tape January 7-9
Phil Collins/Tape/Panther (January 14-16)
Rock Chronicles:
Rock Festival (January 7-9)
Rock Film (January 14-16)

REELING THE GREAT SOUNDS — Beginning in 1983, United Stations will offer "The Great Sounds," a weekly four-hour program spotlighting the hits of the 30's and 40's plus the non-rock hits of the 50's and 60's. Hosted by well-known New York announcer Dick Shipard, the program will also feature a weekly "Spotlight on Sinatra." The debut show focuses on Benny Goodman with subsequent shows highlighting Mel Torme, Johnnie Ray, and Teresa Brewer, shown here with US VP/Programming Ed Salamon.

Earth News
Jimmie Tall (January 9-10)
Sops January 7-16
Jimmie Ruffin (January 10-16)
Jimmie Yarb (January 14-16)
Global Satellite
Rockline:
Night Ringer/Thompson January 7-9

NEWSPRINT

Rolling Stone's "Music Makers:
Ron Wood (January 8-9)
Neil Haislop (far left) and Watermark's Mat Tombers (far right).

PEOPLE

Stephen van Ophuisen named Director of National Sales at Creative Factor, Inc. His background includes the VP Manager post with Satellite Representatives in Los Angeles, S. van Ophuisen.

Bert Kleinman tapped to write and produce "Star Trak Specials" for Westwood One. The two-month feature is set to debut in January.

Joseph Hildebrand appointed VP and Detroit Sales Manager at Mutual, retaining his duties as Manager of National Sports Sales. Also at the network, William Wisniewski has been appointed VP/Communications Services from VP/Network Operations.

Jeff Leonard appointed Associate Producer of Watermark's "Soundtrack of the 60's," moving up from Research Coordinator.

Jo Stafford and Henry Manons host Radio Arts, Inc.'s "Six Hour "Too Marvelous For Words," a tribute to songwriter Johnny Mercer.

Former Beatle Ringo Starr has been selected as host of Watermark's as yet unannounced 20-minute series on the ABC-FM network. The first 25-hour segments have Ringo as DJ playing records, while the last is a live call-in show from KLOS/Los Angeles.

AP names Mark Huffman to assistant managing program for the radio network in Washington, D.C., while Thomas Rizzo is tapped as Broadcast Executive for Ohio and Michigan. He replaces Don Blohowik, who was appointed to National Cable Executive for the western U.S.

David Burd joins Clayton Webster Corporation's sales staff. He was formerly Promotion Director with Capitol Records.

Jack Wilkinson named broadcast editor for the Southern Division of UP!, based in Atlanta. In related activity Bruce Cook is tapped as broadcast editor for the service's Eastern Division, based in Pittsburgh.

Carolyn Gibbons named Account Executive for CBS Radio networks. She comes aboard from Knap Communications, holding a similar post for the firm's Bon Appetit magazine.

Ginger Lou Rawls and KDAY/Los Angeles personality J.J. Johnson retain their duties as hosts of "Music of Black America." Now a weekly show Produced by Syndicate It, Inc., the show was originally aired nationally last June as a 24-hour special. Actor Brock Peters is chosen as host of a three-hour musical salute to Martin Luther King, Jr. set for January 15 broadcast.

The jingles Philadelphia hears on

WIFI

are from JAM Creative Productions.

JAM PRODUCTIONS

4631 Insurance Lane
Dallas, Texas 75205
(214) 526-7080

To hear what's new for '83...Talk to Us!

YOU GOT LUCKY — Two WHCN/Hartford listeners got lucky in Rockline's recent national sweeps, in association with BackStreet Records. They won an all-expense-paid "Rock & Roll Weekend" in Hollywood and won the special guests during Rockline's live broadcast with Tom Petty and the Heartbreakers. Pictured (l-r, front) are Rockline's Rachel Perkoff and Cindy Tollin; (l-r, rear) Rockline producer Ed Kitner, group's Mike Campbell, winner Jennifer Wood; shows host Bob Coburn, winner Fred Wood, and the group's Tom Petty, Stan Lynch, Blemont Trench, and Howis Epstein.

HAPPY ANNIVERSARY — Newrow Productions celebrated its silver anniversary with a bash at New York's Rainbow Room. Guests at the radio, record, and advertising community were in attendance, including B.I. artist Jonn J. Ines, bandleader Sammy Keyes, Newrow President Ted Laklin, "Music Makers" host Stitch Henderson, and WRIN/New Rochelle President Bill O'Shaughnessy.

CARRYING THE TRADITION FORWARD — That's the theme of the print advertising campaign recently launched on behalf of "American Country Countdown With Bob Kingsley." Each ad shows a popular country artist standing alongside his "personal inspiration," a legenady country artist. The duo groupings include Roy Acuff with Charlie Daniels, Merle Travis with Jerry Reed, and above Ricky Skaggs and Bill Monroe. Painting them are staff writers Neil Hassiap (far left) and Watermark's Mel Tombers (far right).

ABC Information Net:
"Leameron" series for new sound-pressing cars for writer on "John St detected Consumer Lookout" December 26, 27

ABC Radio Networks sign exclusive two-year contract with United States Football League for broadcast rights of play-by-play action (January 17)

CBS
Christmas Music Notes: hosted by Andy Rooney, December 24

Connecticut Radio Network
Launches the "Mannheim/In D. D. Bliss" series of reports
Earth News
Jeff Green, author of "Green Book" performs songs by sunset (January 3-6)
Ann Christopher Lee (January 9-16)

Mutual
Network raises $350,000 of oil available to the Broadcast Industry Council to improve Amherst Productivity for announcements that promote working together toward a better economic future (Spots begin December 25)

The Year in Review 1982: (December 25-26 January 1)

Narwood
Minding Your Business:
Surf and Sand survey on small businesses (December 17)

Expense account padding (December 21)

Billy Davis (December 25)

Jerry Rubin/Speaking much advice (December 24)

Outlook
Dennis Davis (December 19)

Apollo Theatre (December 23)

ABC Radio Networks: TV study of black and white viewing habits (December 26)

NRC:
ABC Radio Corporation, Just Like The Ones We Used To Know: features comedy, holiday reflections, and music (December 17-18, 20)

"Echoes of 62," part I and II, in a special year end newsletter series (Weeks of December 30 and January 7)

Progressive Radio Network
Holiday package Christmas series (December 20)

Laugh Machines:
Bill Cosby/Robin Kline/Gordo (Week 1 of December 20

News Blimp:
Music therapy/Beats/Conversation (Week of December 23

Sound Advice:
Antifouling/Flame controls (Week of December 20

Strand Broadcast Services
Something You Should Know:
High-speed faxing (December 20)

Commutercalcifications (December 29)

Who to ask for a rate (January 22)

Laughter as medicine (January 5

Westwood One
Colemman Country:
Best of '82 (Weeks of December 20, 27)

Off The Record:
Best of '82 (Weeks of December 20, 27)

Hollywood (December 28)

Ragtop Ann. club creations (December 24)

Holly's Comet (December 27)

Chewing gum creation (December 28)

Pull cord night (December 26

R&R/FRIDAY, DECEMBER 17, 1982
DIR Broadcasting cordially invites you to a
NEW YEAR'S EVE PARTY
with 38 SPECIAL

WHEN: Friday, December 31st at 11:45 pm EST

YOUR DATE FOR THE EVENING: 38 Special. Live. Via satellite from Mid-South Civic Arena in Memphis. Tune in to hear 38 Special make New Year's Eve the hottest night of the year with hits like "Caught Up in You," "You Keep Runnin' Away" and "Hold On Loosely." All from their two platinum albums on A&M. Wide Eyed Southern Boys and Special Forces.

WHERE:

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<th>City</th>
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<td>Detroit, MI</td>
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RSVP: Roxy Myczal (212) 371-6850
NARAS Presents Indie Label Panel

On January 13, NARAS (National Academy of Recording Arts & Sciences) is presenting a forum called “Independent Record Labels – Trendsetters Dragging Us Into The 80’s.” Eight independent label presidents make up the panel, which will first field prepared questions from Los Angeles Chapter President Michael Melvoin and then entertain audience inquiries. Panel members are Ray Harra, Solar; Ed Rosenblatt, Geffen; Ed Eckstine, Qwest; Gary Krisel, Disneyland/Vista; Bob Biggs, Sisem; Al Coury, Network; Dave Pelt, Headfirst; and Miles Copeland, IRS. The session runs from 7:10pm at the Los Angeles Hyatt House on Sunset. Cost is $1.50 for members and $4 for nonmembers.

The jingles Philadelphia hears on WSN1

are from JAM Creative Productions.

4631 Insurance Lane
Dallas, Texas 75205
(214) 526-7080

To hear what's new for '83...Talk to Us!
BEST WISHES FOR THE HOLIDAYS AND THE NEW YEAR.

ATLANTIC, ATCO, Cotillion AND CUSTOM LABELS.
Hispanic DST Debuts Next Month

Just as the dust is settling slightly from the impact of Arbitron’s Differential Survey Treatment (DST) for blacks, now comes DST for Hispanics. Effective with the winter sweep (or spring sweep, if your market with a High Density Hispanic Area doesn’t have a winter book) Arbitron will be introducing this latest methodology wrinkle. What is it, how does it differ from the current Hispanic measurement approaches, and what is the likely impact of DST for Hispanics? Allow me to lay out these points, as well as delve into some of the controversial aspects of this innovation.

I’ve been invited by the RAB to speak on this topic and others at the Managing Sales Conference in Dallas next month, but some of my initial thoughts follow below.

Current DST Approaches

The techniques used through the fall ’82 survey to measure the Hispanic audience differed in several respects. In the two dozen or so markets with High Density Hispanic Areas (HDHAs), those residing in the zip that defined the HDHA had diaries personally placed in their homes and personally retrieved at the end of the relevant diarykeeping week. Arbitron field staff would use a random home selection procedure, then visit prospective diarykeepers to see if they wanted to get involved in the sweep. Assuming they did, then PPR (Personal Placement and Retrieval) was used — for all in the HDHA, not just Hispanics.

There were, from Arbitron’s perspective, problems with PPR. Since the interviewer went to the potential respondent’s home, that interviewer could bias the respondent’s entry. Also, there were sometimes problems with placing the sample properly — an example being the Miami market, where the fall ‘81 report had to be reissued because 25% of all the HDHA sample came from one zip code which was inadvertently oversampled.

Another consideration was that the HDHA definitions were based on 1970 census zip code data on ethnic penetration, and in many markets migration in the 70’s had rendered the HDHA definition obsolete. New York City was an example where it was tough to place enough Hispanic diaries in the HDHA, since many Hispanics had moved from that area, now more heavily populated by non-ethnic groups. Finally, PPR seemed to retrieve a notable number of diaries that were usable but contained little listening — perhaps the pressure of an authority figure coming to collect the diaries coerced some Hispanics into checking the no listening box on each page to quickly comply with the “demand” for a completed diary.

Another procedure was utilized for Hispanics outside the HDHA. Like most respondents they had their diaries placed over the telephone and retrieved through the mail. However, these Hispanics had only an option to have a bilingual diary sent to them, while those in the HDHA automatically were given the bilingual version.

Another factor to plug into the equation was cost. PPR was a very expensive procedure to implement, four times more expensive than the regular diary system, according to Arbitron documents. Therefore, the company searched for a less expensive alternative that would provide a more consistent way to measure Hispanics throughout the metro, not just in the HDHA, without terribly upsetting the results of the books. DST was chosen as the preferred alternative, after a series of research tests which began during my tenure at Arbitron in 1977.

As with DST for blacks, the use of DST for Hispanics basically relies on the standard telephone-placed, mail-retrieved diary system. The procedure will be consistent throughout the affected metros, and all Hispanics will receive bilingual diaries. Personal placement and retrieval will no longer be used.

One aspect of DST as it applies to the Hispanic populace is that homes without telephones, easily included in the PPR approach, will be excluded under the DST methodology. This is a possible bone of contention with some in the industry, an issue I’ll delve into later.

From Arbitron’s perspective, DST for Hispanics is an improvement in several ways: interviewer-injected biases are eliminated; one methodology is used for all Hispanics in high-density metros; and the cost, according to sources at Arbitron, “is significantly lower than PPR.”

DST Impact

Perhaps the best news about DST for Hispanics is that it’s not likely to have the upsetting effect that the introduction of DST for blacks did. There are two reasons for this, in my view. First, fewer markets are affected — approximately two dozen with HDHA’s, versus over 60 with black DST. More importantly, DST for Hispanics is not as radical a step as was DST for blacks. Blacks had not received or filled in their own diaries for years, whereas Hispanics have been doing their own diary-keeping. Only the delivery and pickup modes are really being significantly changed. This is a premium given to those reached by Hispanic DST.

Although DST for Hispanics may not be as revolutionary as was DST for blacks, that doesn’t mean there won’t be notable impact. Arbitron has gone to great lengths to assure the industry that the convulsions will be minor, but we really won’t know until the procedure is actually implemented across the country.

Arbitron has provided me research test data regarding the potential affect of DST for Hispanics. Judging by what I see on the charts below it seems safe to assume that overall DST will lead to higher cume levels, especially in the evenings and with slight increases in AQH levels in several key dayparts. The figures below come from a fall ‘81 research test in six markets comparing DST results with those of the control.

<table>
<thead>
<tr>
<th>Total Listening Levels (Cume Ratings) By Daypart</th>
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<tbody>
<tr>
<td>Control Metro Hispanic Only</td>
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<tr>
<td>M-S 6am-mid +10%</td>
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<tr>
<td>M-F 6am-10am +15%</td>
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<tr>
<td>M-F 10am-3pm +13%</td>
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<tr>
<td>M-F 3pm-7pm +12%</td>
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<tr>
<td>M-F 7pm-mid +26%</td>
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</table>

Direct Audience (AQH Ratings) By Daypart

| M-S 6am-mid —                       | 20.8 20.9  |
| M-F 6am-10am +11%                   | 27.0 24.4  |
| M-F 10am-3pm —2%                    | 25.2 25.6  |
| M-F 3pm-7pm +4%                     | 23.2 22.1  |
| M-F 7pm-mid +7%                     | 11.0 10.3  |

Some other stats from the Arbitron research test last year also captured my attention. It appears that the use of DST will lead to a younger and more female Hispanic diary return data base. For example, according to Arbitron test figures Hispanic teen in-tab jumped 30%, while women 18-24 diary count surged 38%. The demos suffering the largest declines in-tab were men 25-34 and Hispanic women 65+.

Another side effect of the introduction of DST may be a better sampling of Hispanics outside the HDHA. Since they all will get bilingual diaries, that may account for test results which showed that in several markets DST doubled the Hispanic diaries returned from those outside the HDHA, compared to the previous system.

As noted earlier, one aspect of the DST method for Hispanics is that those in non-telephone homes will not be sampled. This may be a cause for unrest among some, especially in border Sunbelt markets where there appears to be a higher percentage of no-phone homes. According to Arbitron’s data, the incidence of no-phone homes returning diaries ranged from 3% in New York to 23% in McAllen-Brownsville. The numbers in other markets may be larger or smaller, but the impact on specific stations could be significant.

Some Hispanic DMAs and perhaps even Urban stations with notable Hispanic appeal, may have a large portion of their listeners residing in no-phone households. These may be folks who are new to the market and haven’t had time to get one connected, or they may simply be in a position to afford a phone. Whatever, they can make up a chunk of audience that won’t get measured under the new Hispanic approach. If, as it appears, an average of 10% of in-tab diaries came from no-phone homes in the Arbitron tests, you can probably use that figure as a base for the number of potential diarykeepers who may now be excluded.

Even if the overall Hispanic numbers don’t show any great changes in quantity, the quality of the respondents may be revised. It might be assumed that many of those with non-telephone households are in the lower socio-economic strata. Thus, the estimates coming from Arbitron’s DST may not only reflect higher listening times but also a better quality (in terms of spendable income) audience for stations with Hispanic appeal.

Bottom Line

After evaluating the research tests (broad as the demo and daypart information may be), it seems that on balance DST for Hispanics can be a plus. There should be higher cume levels, some improvement in Hispanic listening levels on an AQH basis, and generally a younger and more female Hispanic data base for Hispanics. There shouldn’t be the turmoil generated by DST for blacks, although some stations are likely to see unusually high or low numbers as a result of this different technique. Other than disenfranchising those without phones in their homes, DST doesn’t seem to have many notable biases. Let’s keep an eye on the winter and spring results to see how this procedural change works in the various markets where there is a significant Hispanic populace.

That’s it for this year. Happy holidays to you and yours. Thanks for all your support and interest in this column. See you in 1983!
THANKS GOLDEN EARRING, GEORGE, BARRY, RINUS AND CESAR, FOR COMING UP WITH ANOTHER OUTSTANDING ROCK CLASSIC.

"TWILIGHT ZONE"

ON 21 RECORDS

FROM THE ALBUM, "CUT"
Will the real consultant please stand up? Since last week's Street Talk, we've heard that Lee Abrams may not necessarily be "in like Flint" as the future KMET/Los Angeles consultant. It appears that John Sebastian is also a frontrunner for this coveted position, and was spotted having dinner with KMET PD Sam Bellamy last week in L.A. And while we're on the subject... Dave Gariano is no longer one of the associates at Sebastian, Casey & Associates.

Look for Jay Thomas to be back on the air in New York City very soon. Rumor has it Jay's currently negotiating with WKTI for its morning drive slot.

Joel Day, GM of KOA/Denver, has resigned. According to a station spokesperson, he is leaving to become GM of WIOD & WAAI/Miami with his Denver resignation effective January 2.

MCA and CBS settled their differences over MCA's "E.T. Storybook" LP. Bone of contention was the date of release of the album, featuring a new Michael Jackson song, and MCA had been enjoined from advertising and selling the record after the initial shipment was out there. But now MCA is selling and promoting the "Storybook" again, after reportedly paying a "sizable advance" on royalties to CBS, estimated in six figures.

After eight months at the helm, Dean Richards has stepped down as acting PD at WCFL/Chicago. Dean will remain on the air, handling his PM-drive shift, but WCFL still needs a permanent PD.

Rumors are very strong that Syracuse's highly-rated AOR station, WSYR-FM, will switch formats to A/C. Another CHR station is set to hit the air in the Motor City, as WABX/Detroit will drop its 14-year AOR format January 3. That's the date Liggett Broadcasting officially takes over from Century, Consultant (and Detroit programming veteran) Paul Christy will direct the new format as Program Director!

Congratulations to Atlantic's Paul Cooper, who Street Talk hears has been tapped as the label's new West Coast VP/GM.

WBBM-FM/Chicago morning man/MD Steve Davis is returning to KX106/Birmingham as MD/Assistant PD and afternoon drive jock. Steve filled those same shoes several years ago before shifting to Z93/Atlanta, and then to Chicago. Back in the Windy City, WBBM-FM PD Buddy Scott has set Tomm Rivers from across town at Country US99 for mornings.

"Shotgun" Tom Kelly has joined the airstaff at KCBQ/San Diego for the third time in his lengthy Southern California radio career! He'll be handling weekends and swing. KCBQ-FM has promoted Gary "Fuzzy" Herron to MD.

“Do’s” On Cue
At Q107

As promised right here in this column, we have photographic proof of the on-air marriage uniting Jim and Pamela Elliott. Jim, who is half of the Q107/Washington morning team Elliott & Woodside, said "I do," and Pamela reportedly replied, "I do, too, but don't expect a hot breakfast if you insist on getting up at 4:00am every day!"

If you're worried about this marriage, don't. Scott Woodside doesn’t give Jim half that much respect, and they’ve been together for years!

Former KLZ/Little Rock PD Dave Taylor has been named PD at KAAY across town, replacing Fred Holland, who steps down.

KLYF/Fresno is now KMGX, calling itself "Magic 104." Upped from MD to PD at K59FM/Tulsa is Rob Ryan. He replaces Dan Spiece, who recently left the PD's post.

How windy was it? It was so windy that a hefty gust knocked KNIX-FM/Phoenix MD John Buchanan off his motorcyke, separating his shoulder. Our best wishes for a speedy recovery, John.

3WT/Binghamton will glance skyward and join up with the Satellite Music Network after the first of the year. PD Scott Michaels will stay with the station through the transition.

Okay, soap opera fans... if you're into ABC's "One Life To Live," you will see KCI01/New Haven MD Danny Lyons make his TV debut December 22 as the character Aaron Kaplan.

Mobile, Alabama has a new AOR — HWP. Stuart McRee is the new PD/MD at the formerly Christian-formatted station, and new call letters will be applied for shortly.

WITS/Boston has officially become WMRE.

Y106/Orlando Promotion Director Steve Taylor has resigned to be named PD at WLEQ/ Ft. Myers. The Y106 promotion gig goes to a former Y106 PD, Bill Michaels.

WFWQ/Ft. Wayne PD Mark Elliott and Assistant PD Diane Shannon have announced they’re getting married January 9. They’ve now added an extra stopset for “domestic discussions.”

Jim Horn has been upped from MD to PD/MD at WSBA/York, while Operations Manager Rod Burnham has taken on the added operational duties of WSBA-FM.

---

Happy Holiday Season to all at Radio and a special thanks to The MCA Records promotion staff.

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"Sales have doubled in last 2 weeks...1 store re-ordered 100 pieces."
   Terry Worrell / BROMO DIST., Dallas

"Dynamite LP!" Kevin Madigan / SPECS, Miami.

"Best LP I've heard in months!" Joel Rubin / VIBRATIONS, Miami.

"Great initial sales, looks like a monster!"
   Robert Guillerman / SOUTHWEST WHOLESALERS, Houston.

"WOLF is selling well at all N. California Tower stores"
   Matthew Koenig / TOWER RECORDS.

"WOLF is our #1 LP!" Thurmond Wells / WAUZI, Bay Area.

"I'm stunned by the eclecticism of WOLF...an impressive debut!"
   Steve Scott / KDKS-FM, Shreveport.

"Super sales off in-store play!" Bruce Gadwin / RECORD RACK, Houston

"Lots of cross-over potential with out-of-the-box sales to both pop and R&B customers." Jason Blaine / MUSIC PEOPLE, Bay Area.

"Can't keep it in stock!" Steven Lee / RAINBOW RECORDS, Bay Area.

"WOLF is the regular at all N. California markets."
   Ron Sampiere / RECORD FACTORY, Bay Area.
Sales '82: A Quota Of Quotable Quotes

This column began last March as a catalyst for sales ideas. Since then radio sales and account executives who've come to appreciate R&R's interest in them have provided a great deal of useful information. At year's end, I thought I'd present some memorable quotations excerpted from past columns.

Beautiful Music: "The old rules are ancient history. Our philosophy is we welcome commercials and because we are mass appeal, we go after lots of new business."
Steve Wirth, GM KMEO/Phoenix

New Dollars: "My practice is different. I think I'm losing the talents of all good sales people if I don't have them go after new dollars."
Elise Dorchman, GSW WCAG-FM/Philadelphia

Test Situation: "We have a test format. We will not allow an advertiser to come on the air with an insufficient schedule. We make them test with 10 commercials a day and it works."
Tim Henshaw, VP/GM WSDQ/Lexington, PA

Grid Cardes: "Why encourage one advertiser to buy 36 spots a week or more and discount them in periods of peak sales on the station? Wouldn't you rather sell three clients, say, 12 spots at no discount and produce real results for all of them and for the station?"
Larry Campbell, VP/GM The Research Group

Programming: "One thing we do with sales people is bring them in on programming decisions. That doesn't mean they get a veto, it does mean they get a vote."
Jerry Nachman, VP/GM WRIC/Washington

AOR: "AOR's should sell more like classical music stations, stressing big student markets and better educated listeners."
Bill Maynard, GSW WCUO/Salt Lake City

Sales Techniques: "Selling on emotion is the most anticipated selling skill. Sales ability is fundamental, more so than the product being sold."
Don Berende, Sales Consultant

Rates: "Because we believe it is quite a concession to lock in rates for 12 full months, and beyond, it's the best ten percent discount, we only do it for a client who agrees to spend a significant amount of money in every single standard broadcast month."
Steve Marx, VP/GM WAAF/Atlanta

RAB: "While many stations recite RAB principles, not many practice them."
Johan Hoen, Retail Sales Manager WDBQ/Washington

WJO/K/WASHINGTON

Selling All-Comedy Radio

"I've never known the kind of media reaction we've had to a format change since I've been in the business," says the GM of a planned one-of-a-kind new station. WJK/Allentown, Maryland, will begin its all-comedy format next month (although station officials had hoped they could be on-air before Christmas).

WJOK/WASHINGTON

Judging Local Cable's Potential

Radio operators during 1982 explored the opportunities of cable and the potential of local TV more than ever. Reflecting that, more than ever, most of the R&R editors have sought at some point to highlight what's happening, including stations providing entertainment and especially news programming for TV.

Clearly, the path of involvement for most local radio operators will be to structure some type of joint venture with a local cable system— their delivery, our programming and sales. The key to profitability will obviously be how well programs are received.

Radio stations can use existing news and entertainment to put together cable programming. But one broadcast executive who's done both radio and TV news warns radio operators that "once you enter the TV ballpark, be prepared to play and be judged by TV's rules." Sales people who are investigating new cable sales opportunities should appreciate the following commentary from Chris Davala, Operations Manager of news-formatted WGRT/Atlanta.

Prior to joining WGRT in August 1981, Davala was Director for News and Public Affairs at Golden West's KAUT-TV/Oklahoma City. For about a year, KAUT presented seven hours of continuous live local news programming.

"Setting up a television camera in your newsroom initially sounds like a terrific idea. What better way to increase the visibility of your radio station and revenue at the same time," Chris stated. "However, there are at least four considerations every operator should reckon with before the decision to pursue the project is made— station image, audience perception, effectiveness and cost."

Station Image And Audience Perception

"Mixing two media can be harmful to both. Television tells stories with pictures, radio communicates through sound alone. From my experience, television is at least five times as complex to make happen as radio, and successful television requires five times as many people as successful radio. Plunking a television camera in your radio newroom or studio and going on the air with only a summary of written-for-radio copy of the day's top local stories in the market will simply not compete with the slick, produced-for-television local TV stations have the expertise, staff and equipment to generate.

"Journalists who work in radio generally do not have prior television experience. Often, they lack training in on-camera presentation. Your star radio anchor may end up looking foolish on camera... a blow to the person's ego and to the image of your station."

Effectiveness

"There is a fascination with television that many aspiring radio broadcasters have. TV generally pays more. Many of them want to make their marks in TV. Assigning one or more members of your staff to produce and present your cut in on the local cable system could distract them from their primary job... to get breaking, exclusive news onto your radio station."

"Watch out for employees who spend more time preparing the TV cut-in than they do generating news for your radio station. Cosmetically, get ready to have your radio gang in makeup for on-camera work and be prepared to help pay for the wardrobe of many of them may justifiably ask you for if you put them on camera. Open-necked sports and T-shirts do not make for a strong television presence on camera."

Cost

"Yes, there is potential for revenue as you sell spots inside your made-for-TV radio cut-ins. But you will have new costs to contend with:

1. Building a set that's appealing to the eye.
2. Fees to your radio anchors for appearing on these shows.
3. Lost time in hours now diverted by your staff to television."

The concern Chris addresses here is doing TV in a manner in which viewers have become accustomed. That challenge, he maintains, is much more difficult than radio because of the complexities mentioned above. However, if it's done correctly, setting up a TV operation at your station can increase your radio visibility and generate additional revenue. Just be prepared.
FOR YOUR
EFFORTS AND SUPPORT;
FOR YOUR UNENDING SPIRIT
OF WINNING; AND FOR MAKING
1983 EVEN BETTER . . . . .

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Mike Evans  Ernie Fears  Mary Groark  Dave Kimber  Ondine Marquer
Richard Mecham  Bob Milkovich  Gary Murphy  Jeffrey Myers
John McCurdy  Steve Palmer  Tony Renaud  Brigid Reed  Lee Thompson
Chris Telladira  Rosalie Traficante  Dave Thomson  Jim Tyler
Pam Trickett  Uncle Johnny  Connie Trent  Marty Wall
Vivienne Vaughan  Dan Willoth  Sandy Weaver  Scott Woodside
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CALENDAR

BRAD MESSER

One advantage of ink over other: when the presses stop after printing this issue, I can don my gay apparel and take a holiday break. For those who depend on the celebrity birthdays I’ve jammed enough in here to tide you over until our first issue of 1983. Happy holidays!

MONDAY, DECEMBER 20 — Psychic Uri Geller is 36. Peter Cries of Kiss is 37. Others born on this date have included the man who began the farm system in baseball, Branch Rickey (1881), and actress Irene Dunne (1904). The workhorse of modern aviation, the Boeing 707, made its first commercial flight exactly 25 years ago today in 1957.

TUESDAY, DECEMBER 21 — Tennis pro Chris Evert Lloyd, who won her first Wimbledon championship eight years ago, is 28. Beach Boy Carl Wilson is 36. Frank Zappa is 57. Two-time Academy Award winner Jane Fonda is 45. Other December 21st babies have included British statesman Benjamin Disraeli in 1804, and Russian Premier Josef Stalin in 1879. Winter officially arrives this evening.

WEDNESDAY, DECEMBER 22 — Baseball pro Steve Garvey is 34. Bee Gees Maurice and Robin Gibb are 38. Baseball veteran Steve Carlton is 38. Race driver David Pearson is 46. Presidential widow Claudia “Lady Bird” Johnson is 70.

THURSDAY, DECEMBER 23 — Rock musician Jorma Kaukonen is 42. The football veteran they called “Golden Boy,” Paul Hornung, is 47. Others born on this date: the psychic Michael de Nostradamus in 1503, religious leader Joseph Smith in 1805, and baseball legend Connie Mack in 1862.

FRIDAY, DECEMBER 24 — Marathon runner Bill Rodgers is 35. Actress Ava Gardner is 60. Earlier Christmas Eve babies: America’s first professor of chemistry Benjamin Rush (1743), frontiersman Kit Carson (1820), ragtime musician Scott Joplin (1868), and the bashful billionaire Howard Hughes (1905). Tomorrow on Christmas Day: Issey Spacesk will be 33, Barbara Mandrell hits 34, Kenny Stabler will be 37, and Little Richard hits 47.

Sunday 112-201 recording exec Phil Spector will be 42 and Steve Allen will be 61.

MONDAY, DECEMBER 27 — Mick Jones of Foreigner is 35. Others born on this date have included pioneer German astronomer Johannes Kepler in 1571, French chemist Louis Pasteur in 1822, and actress Marlene Dietrich in 1901.

TUESDAY, DECEMBER 28 — Actress Maggie Smith is 40. Actor Martin Milner is 51. Other December 28 babies have included 28th President Woodrow Wilson in 1856 and musician Earl “Fatha” Hines in 1903.

WEDNESDAY, DECEMBER 29 — Actor Jon Voight is 44. Five-time Emmy award winner and TV production executive Mary Tyler Moore is 45. Others born on this date have included raincoat inventor William Macintosh (1776), vulcanized rubber tire inventor Charles Goodyear (1800), and the President who succeeded the assassinated Abe Lincoln, Andrew Johnson (1808).

There will be a total eclipse of the full Cold moon tomorrow morning, visible from every part of the United States, Canada, and much of the rest of the world, beginning at 6:58AM Eastern Daylight Time. The moon will be eclipsed for about an hour, broken out by Earth’s shadow from a quarter-million miles away. That’s beginning about 7 Eastern, 6 Central, 5 Mountain and 4 Pacific Time.

THURSDAY, DECEMBER 30 — Singer Yvonne Elliman is 31. Entertainer Patti Smith is 36. Baseball Hall of Fame player Sandy Koufax is 47. Actor Jack Lord, best known from “Hawaii Five-O,” is 52. Elias McDaniel who combined blues and jazz into rock using the name Bo Diddley, is 34. Encore Bert Parks is 68.

FRIDAY, DECEMBER 31 — New Year’s Eve. LaDonna Gaines, showname Donna Summer, is 34. Football pro Golden Richards is 32. John Denver is 39. Folk singer Odetta is 52.

Tomorrow on New Year’s Day: Country Joe McDonald hits 39 and Senator Barry Goldwater will be 72.

Sunday (1-2) Roger Miller will be 45.

MONDAY, JANUARY 3 — John Paul Jones (ex-Led Zeppelin) is 36. Stephen Stills is 38. Canadian hockey legend Bobby Hull is 64. Comedic piano player Victor Borge is 74.

TUESDAY, JANUARY 4 — Dyna Cannon is 46. Former Olympic and two-time world heavyweight boxing champ Floyd Patterson is 48. Coach Don Shula is 53. Jane Wyman (ex-wife of Ronald Reagan) is 69. Others born on this date have included musician and teacher Louis Braille (1809) and Sir Isaac Newton (1643). FM Radio first demonstrated 1940.

WEDNESDAY, JANUARY 5 — Former Vice President Walter “Fritz” Mondale is 54. The man who started the Holiday Inn, Kemmons Wilson, is 70. Earlier babies: explorer John C. Pike (1779), chemist George Washington Carver (1864, born a slave), and safety-razor inventor King Camp Gillette (1855).

THURSDAY, JANUARY 6 — TV soap star Bonnie Gail Franklin is 39. Danny Thomas (Marlo’s dad) is 69. Loretta Young is 70. Also born on the 6th: Joan of Arc (1412), explorer Jedediah Smith (1799), western movie star Tom Mix (1880), and philosopher Alan Watts (1915).

FRIDAY, JANUARY 7 — Kenny Loggins is 35. Rolling Stone publisher Jan Wenner is 36. Author William Peter Blatty is 54. Earlier birthday people: 13th President Millard Fillmore (1800), naturalist John Muir (1911).

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“Give The Man A Hand”

No handouts needed here, as WTIC-FM/Hartford morning personality Gary Craig recently shook 15,000 hands at the Big E Fair to break the existing world record of 12,000. How does Gary know he’s got the record beat, hands down? He set the old one as well! And how long did it take Gary to accomplish the feat with his hands? He handled finished in a record-setting time of 6 hours and 24 minutes. Gotta hand it to you Gary, life certainly has given you a lot of good shakes.

“Contemporary Hit Radio”

“You Said It — CHR’s Quotable Quotes Of 1982”

1982 is fast coming to a close, and this is column number 50 that I’ve written for the year. A lot of colorful and controversial comments came up over the year, many of which might all too quickly be forgotten in our haste to tackle what lies ahead in 1983. With that in mind, I thought it might be kind of fun to look at some of the more cogent quotes and quotes made on these pages during the last 12 months.

“One of the problems is that programmers have dried out the fun out of radio, and Mike Joseph stresses basics, and basics mean fun.”

—Roy Lawrence, PD WCAU/Philadelphia

“There are many reasons (to fire a consultant), but one of my clients says there are only five reasons, M-ONE-Y.”

—E. Alvin Dale, consultant

“I learned years ago that if you force a PD to do something, he will undo it when your back is turn-
ed.”

—Jerry Clifton, consultant

“In a way, a vicious cycle has been set up. Do stations reject black music more because of what they’re own programming, or because of what their listeners want to hear? It’s like what came first, the chicken or the egg.”

—Richard Uphoff, PD WLS-AM Chicago

“About a year or so ago everyone woke up and realized the country was getting older, and felt the need to make radical changes and cutten up. The real problems came because so many CHR sta-
tions added tons of news and were running 14 minutes of commercials per hour. This is where so many stations lost their credibility with the audi-
ence, and all we are doing is filling the vacuum created by those changes and overcrownings.”

—Charles Brown, PD KRXL-Salt Lake City

“I just try to be myself. That’s easier said than done, for sure. Many jocks try and be something they’re not and fear that the audience will reject their real personality. Personally I don’t think I’m funny, it’s just that it’s when I put everything together it comes out that way.”

—Dr. Don Rose, morning, KFRC San Francisco

“Too many CHR stations have made the fatal mistake of blowing off their teen base in search of adults. They can have a lion’s share of both audi-
ences if the station is programmed properly.”

—John Shumsky, PD BOSTON/RWR/Moments

“All too often, a PD hides his creativity because he is afraid to express what he doesn’t know.”

—Paul Draul, consultant & former VP Programming, KMO Radio

“I think the hardest thing to do is to come up with new ways of giving things away in a clean manner that’s not old and worn out-sounding to the audience. All you can really do is put a new twist on a good idea.”

—Don Dawson, PD CHKX/MM/Toronto

“There are times I’ve wrestled with the idea of taking my cash for contests and spending it on extra billboards and TV spots, but have resisted. I think the momentum generated by a contest or a promotion is worth its weight in what it does for the sound of the station.”

—Chris Sprouse, PD KXKX/Philadelphia

“All too often, a PD hides his creativity because he is afraid to express what he doesn’t know.”

—Paul Draul, consultant & former VP Programming, KMO Radio

“FM didn’t beat AM, it was FM programming that beat AM. AM music stations just kept tying to their audiences, saying they played fewer com-
mercials, when in reality they still kept their spots and didn’t counterprogram properly. We just lay back and let FM beat our parts off.”

—Gary Eagle, PD KFRC San Francisco

“We use every tool available to us. I keep in close contact with the record stores and look at requests too. Yes, we use catbooks, but I’ve learned that relying on them too much limits the station’s creativity. If you rely on them exclusively, you can tell what requests to add every time. This is where the use of your guts comes in.”

—John Law Walker, PD KYKO-FM Phoenix

“This station does very little dayparting except for oldies. I believe that once a record is a proven hit, it belongs on the air around the clock.”

—Jim Rinis, PD WKRF-FM/Wheeling-Baron

“CHR stations that are going to attack the radio scene progressively well and progressively look at the music they’re playing. The sound of the record is too often misleading to programmers, who automatically categorize it. Personally, I think the CHR format is in a period of re-
assessing itself to capture bored AOR and AC listeners.”

—Bill Tarvin, PD Y105/MM/Wisconsin

“One way to reassure an air-on-air contest is going to come smooth to keep it simple. If you’re in a meeting trying to explain it, and your PD can’t understand it, then it’s far too complicated. It should be easy to enter, easy to play, and easy to listen if you don’t want to play.”

—Rick Fowler, former Production Director G107/RGWX/Washington

“During the last two years I spent between $6000 and $8000 a month on it. I was living in sobriety. I’d get up in the morning and try to de-
decide if I had enough to get through the day. I don’t, the next three or four hours were spent try-
ing to score. Drugs no longer control my life, I do.”

—Don Cox, Y105/MM

“There was a time when CHUM went after the older demos by softening and steering from the younger audiences, we basically followed the lead of stations in the States. Every time we’ve done it, we’ve lost big amounts of audience share.”

—Jim Waters, PD CHUM/MM/Toronto

“And no one, I’d say, has the right market. If you’ve got to be trying to tell them you’re on the air all the time, this is especially important when it comes to listener complaints.”

—C.C. Matthews, PD WRS/MM/Miami

“We put the emphasis on the active end of the market. Those are the people who fill out diaries, like the active records that cause people to pick up the request line and then listen to hear the song.”

—Joe Marchon, PD W745/WMG/Scranton

“You can’t run the station like a modem-day Hitler. I allow my people lots of input, it helps me avoid looking at things only from my side, and that helps to avoid mistakes. No PD is great enough to do it all by himself.”

—Scott Shannon, PD G105/MMR/WBMP/Tampa

“We’ve had records go number one here that don’t make it elsewhere. I think what we add is worth noting and following, but programmers in other markets have to make their own decisions. All we reflect is what is a hit for us.”

—Paul Matthews, PD KOGG/Los Angeles

“When I look at WBBM-FM/Chicago, I look at how the future might be for radio. Chicago is in the Midwest, but it’s certainly a bigger city than Ma-
dianapolis. I’ll be interested to see how the format holds up and how people compete against it. Get-
ing big shares is hard, but keeping them is harder.”

—C.C. Matthews, PD WRS/MM/Miami

“I think when you have someone as creative as Jonathan (Brundinale), you must make him understand that you’re on his side at all times. This is especially important when it comes to listener complaints.”

—Randy Searl, PD KZZP/Ft. Worth

“Calcut research is used to examine the human emotions and feelings the audience has about songs. You’ve got to see what they’re trying to tell you. This is an art that we’re researching, not a bowl of Rice Krispies.”

—Bobby Swift, PD KRWF-FM/Atlanta

“Programmers are becoming aware of the product that’s selling as a result of MTV. Their competition isn’t playing. They’re beginning to capitalize on it. We’ve also been told by record companies that MTV is becoming almost as influ-
ential as the biggest CHR or AOR stations in the market.”

—Lee Garlant, MTV VP Programming

“I certainly hope that all of these ‘pearls of wisdom’ will make some pleasant holiday reading, and serve to reinforce some ideas that you’ve already considered. This past year has been a great one for CHR as a format. The growth in all regions of the country has been outstanding, and so has your support for this column and all of our efforts at Radio & Records. Thank you. Here is my hope for all of you to have a safe and prosper-
ous holiday.”

—Joel Denver, CHR Editor

“The Music Section”

“CHR’s Most Accurate Music Information Begins on Page 55”
<table>
<thead>
<tr>
<th>Artist / Song / Label</th>
<th>Artist / Song / Label</th>
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</thead>
<tbody>
<tr>
<td>VANGELIS “Chariots of Fire” (Polydor)</td>
<td>BOB &amp; DOUG McKENZIE “Take Off” (Mercury)</td>
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<td>DR. HOOK “Baby Makes Her Blue Jeans Talk” (Casablanca)</td>
<td>KOOL &amp; THE GANG “Get Down On It” (De-Lite)</td>
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<td>JOHN COUGAR “Hurts So Good” (Riva)</td>
<td>JOHN COUGAR “Jack &amp; Diane” (Riva)</td>
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<td>RUSH “New World Man” (Mercury)</td>
<td>ABC “The Look of Love (Part One)” (Mercury)</td>
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<tr>
<td>JOHN COUGAR “Hand To Hold On To” (Riva)</td>
<td>KOOL &amp; THE GANG “Let’s Go Dancin’ (Ooh La, La, La)” (De-Lite)</td>
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...AND WE’RE JUST BEGINNING.

PolyGram Records

The PolyGram Family of Labels
Amaturo

Continued from Page 1

combinestheabilitytobebothpeople
and profit-oriented. I am confident that the
future of JOY 107 FM is in very good hands,
and I look forward to our continued growth
in South Florida."

WBBG

Continued from Page 1

Commenting on McVay’s promotion,
Robinson added, “Mike is the consummate
professional. He has a fabulous working
knowledge of radio. He’s excellent with peo-
ple, understands all types of music, and
above all, is very organized and gets things
done in a well-thought-out manner.”

McVay, who joined WMJ as PD last Ap-
ril, said, “I feel fantastic about the promo-

cation and the faith Larry Robinson and Larry
Pollock have in me. They’re both fine, ag-
gressive businessmen. Just to be on their
team is exciting and makes me very happy.”

McVay’s first move as Operations Man-
ager was to name midday personality Mike
Ivers Music Director for WMJ.

THAT BIRTHDAY SUITS ME JUST FINE —
Yes, friends, it was a happy birthday for
KZP/Phoenix MD afternoon rocker Steve
Goldbard, who was innocently doing his
show when the pictured young lady attacked
him with birthday balloons! greetings from an
anonymous source.

YOU WEAR IT WELL — WSVG/Williams-
port recently held a “Rocktoberfest” as a
good excuse to get its listeners out for a little
partying, and the event raised $200 profit for
a local charity. While attending, one young
lady decided that WSVG was a major part of
her life, and put one of the station’s stickers
in the prominent location pictured, as an
unnamed partner looks on.

WILL THE REAL HARVEY WALLBANGER
STAND UP TO? — KWOOD/Sacramento
recently held a party to inducethe listeners
into the “HarveyWallbangerSociety,” with
successful results. Hundreds showed up at a
local pub to enjoy themselves and try for $100
cash for the best costume. Shown (l.) are
weekender Russ Martin and an undenti-
fied listener, both dressed in costume, or is
Russ really dressed up?

WINGIN’ IT WITH OSBORNE — On a recent promotional tour supporting his current hit “On
The Wings Of Love,” A&M recording star Jeffrey Osborne, along with Epic’s George Duke,
stopped in at KEARTH/Los Angeles. Shown (l.) are promoter Craig Dudley, Duke, A&M’s
Dane Morris, Osborne, KEARTH PD Bob Hamilton, and promoter Cliff Garov.

Revised Top 82

Because of a computer error two songs incorrectly ap-
peared on R&R’s CHR Top 82 of ’82 (R&R 12-10). We regret
any inconvenience our error may have caused, and offer
the corrected version of 1982’s year-end listing below.

1 JOURNEY/Open Arms (Columbia)
2 CHICAGO/Hard To Say I’m Sorry (Full Moon/WB)
3 RICK SPRINGFIELD/Don’t Talk To Strangers (RCA)
4 TOTO/Resort (Columbia)
5 PAUL McCARTNEY with STEVIE WONDER/Boony And Ivory (Columbia)
6 SURVIVOR/Eye Of The Tiger (ECM/CBS)
7 JOHN COUGAR/Jack & Dan (Riv/PolyGram)
8 MICHAEL McCRAE/Keep Forgettin’ (Every Time You’re Near) (WB)
9 FLEETWOOD MAC/Tusk Me (WB)
10 STEVIE WONDER/That Girl (Rhino/Motown)
11 DARYL HALL & JOHN OATES/Can’t Go Far (No Can Do) (RCA)
12 JOHN COUGAR/Hits Good (PolyGram)
13 HUMAN LEAGUE/Don’t You Want Me (A&M)
14 OLIVIA NEWTON-JOHN/Make A Move On Me (MCA)
15 STEVE MILLER BAND/Anaconda (Capitol)
16 AIR SUPPLY/Sweet Dreams (A&M)
17 JACKSON BROWNE/Somebody’s Baby (A&M)
18 VANGELIS/Warriors Of The Dawn (Polydor/PolyGram)
19 ALAN PARSONS PROJECT/Eyes In The Sky (A&M)
20 JOE COCKER & JENNIFER WAREHURST/Up Where We Belong (Island/Atco)
21 FLEETWOOD MAC/Gypsy (WB)
22 BARRY WATSON/Love’s Been A Little Bit Hard On Me (Capitol)
23 CROSBY, STILLS & NASH/Weather On The Way (Atlantic)
24 JOAN JETT & THE BLACKHEARTS/Love Rock N Roll (RoadBoard)
25 PAUL McCARTNEY/Temporary Love (Capitol)
26 J. GILLS/Band/Freeze Frame (EMI America)
27 MELISSA MANCHESTER/You Should Hear How She Talks About You (A&M)
28 DAN FOLEGGER/Leader Of The Band (Full Moon/Epic)
29 TOLTECH/Only The Lonely (Columbia)
30 ASIA/Heat Of The Moment (A&M)
31 PAUL DAVIS/Is Love After All (A&M)
32 DARYL HALL & JOHN OATES/Did It In A Minute (RCA)
33 GLENN FREY/The One You Love (Asylum)
34 RAY PARKER JR./The Other Woman (A&M)
35 MEN AT WORK/Who Can Be Nice (Columbia)
36 GG-GO/We Got The Beat (Epic/A&M)
37 AIR SUPPLY/Even The Nights Are Better (RCA)
38 AMERICA/You Can Do Magic (Capitol)
39 JOE JACKSON/Isle Of Dogs (RCA)
40 38 SPECIAL/Caught Up In You (A&M)
41 J. GILLS/Band/Centennial (EMI America)
42 HUEY LEWIS & THE NEWS/You Believe In Love (Chrysalis)
43 ASIA/Time Will Tell (Geffen)
44 LITTLE RIVER BAND/Take It Easy On Me (Capitol)
45 TOMMY TUTONE/98 MPH-Jerry (Columbia)
46 CHARLIE & THE JAMES BOND/It’s Never Been So Good (MCA)
47 PAUL DAVIS/Cool Night (A&M)
48 KENNY ROGERS/Through The Years (Liberty)
49 ROD STEWART/Tonight I’m Yours (Don’t Hurt Me) (WB)
50 GG-GO/Vacation (RCA)
51 LIONEL RICHIE/Truly (Motown)
52 CHICAGO/Love Me Tomorrow (Full Moon/WB)
53 SHEENA EASTON/You Could Have Been With Me (EM America)
54 NEIL DIAMOND/Heartlight (PolyGram)
55 REG REGGAE/Keep The Fire Burnin’ (Epic)
56 ELTON JOHN/Empty Garden (Hey Hey Johnny) (Geffen)
57 SOFT CELL/Tainted Love (Sire/WB)
58 LITTLE RIVER BAND/Mean On Your Mind (Capitol)
59 OLIVIA NEWTON-JOHN/Heat Attack (MCA)
60 DARYL HALL & JOHN OATES/Maneater (RCA)
61 CARS/Shake It Up (Elektra)
62 GEORGE BENSON/your Love Around (A&M)
63 DIANA ROSS/Sneaky, Minny, Minor (RCA)
64 POLICE/Espiar In The Material World (A&M)
65 KENNY LOGGINS with STEVIE NICKS/Don’t Fight It (Columbia)
66 POINTER SISTERS/Should I Do It (Planet/Elektro-Asylum)
67 ELTON JOHN/Blue Eyes (Geffen)
68 BERTIE HIGGINS/Key Largo (Kelt Family/CBS)
69 RICK SPRINGFIELD/What Kind Of Foot Am I (RCA)
70 CROSBY, STILLS & NASH/Sunday Morning (Atlantic)
71 LAURA BRANIGAN/Gloria (Atlantic)
72 QUINCY JONES featuring JAMES INGRAM/I Just Ours (A&M)
73 FRANKIE & THE KNOCKOUTS/Without You, ..(Millenium/RCA)
74 GREG GUIDRY/Goin’ Down (Badlands/Columbia)
75 WILLIE NELSON/Always On My Mind (Columbia)
76 SANTANA/Hot On Columbia
77 ROLLING STONES/Wearing On A Friend (Rolling Stones/Atco)
78 JOAN JETT & THE BLACKHEARTS/I Can’t Stand A Fool (Capitol)
79 KENNY ROGERS/Love Will Turn You Around (Liberty)
80 DONALD FAGEN/It Y. (What A Beautiful World) (WB)
81 STEVIE NICKS/Eyes Of Seventeen (Modern/Atco)
82 QUARTERFLASH/Harden My Heart (Geffen)
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- **BOB KAGAN**
  P.D. WBCY

- **KEVIN McCARTHY**
  OP. MA. KXX-106/WRRC

- **BILL MCCOWN**
  P.D. WANS

- **MICHAEL ST. JOHN**
  P.D. KX-104

- **LARRY STEVENS**
  OP. MA. Y102/WHYY

- **BILL THOMAS**
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- **BOB HALL**
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  Jim Davenport Promotions

- **CHARLIE MINOR**
  V.P. Promo A&M

- **JOHN BARBIS**
  Nat. Promo GEFFEN

- **JEFF McCARTNEY**
  M.D. 94Q

- **DAVID LEE MICHAELS**
  M.D. WXLK

- **J.D. NORTH**
  M.D./P.D. WAEV

- **JOHN STEVENS**
  M.D./P.D. WISE

- **SCOTT KERR**
  M.D./P.D. WSFL

- **RICK BESCEGLIA**
  Nat. A/C Dir. ARISTA

- **REGGIE BLACKWELL**
  P.D. WAIV

- **POLLY ANTHONY**
  Nat. A/C Dir. EPIC

- **DONNA BRAKE**
  P.D. WSB-FM

- **CHRIS ALEXANDER**
  P.D. KSEL-AM

- **JIM ROBERTSON**
  P.D. WRVR

- **JANICE TULLY**
  Nat. A/C A.D. Muscolo

- **WYNNE JACKSON**
  Wynne Jackson Promotions

- **SMOKIE RIVERS**
  P.D. WKDF

- **DICK BLOCKMAN**
  P.D. WOWD

- **JEFF COOK**
  S.R.D./AOR ARISTA

- **LARRY CANNON**
  P.D. WFLB

- **STEVE RUNNER**
  P.D. WAPI

- **RALPH CARROLL**
  P.D. WQLT

- **MARK ST. JOHN**
  M.D. Y-102

- **ALLAN DUPRIEST**
  P.D. WFOX

- **GARY FRANKLIN**
  Asst. P.D./M.D. WTIX

- **JOE McCLURE**
  G.M. WCQG

- **CHARLES ROWE**
  G.M. WJAD

- **KELLY McCLOY**
  Asst. P.D. WQXI

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"DID I SAY THAT?"

Top Quotes From 1982’s AOR Columns

Research

"I don’t believe in callout research . . . if it were valid, everyone would be playing the same songs.”
KISW/Seattle PD: Dave Phillips

"Callouts give us a sense of how familiar a song is becoming and hint as to when to real a song that may be burning out.”
KLOS/Los Angeles PD: Tommy Hedges

"The best research is often misrepresented. There’s no exact science to it, and it still comes down to personal interpretation of the received data.”
WXRT/New York PD: Mark Stevens

"All the correct data in the world won’t produce ratings. You must add proper interpretation, historical knowledge of the format in the market, and proper promotion.”
Consultant Bob牡chnik

"Using research without emotion creates an imbalance. If anyone in radio in the next ten years used an overload of science, he’s going to find his ass out on the street.”
Consultant Dwight Douglas

Promotions

"Commercial-free won’t hold listeners if the product isn’t right.”
Dick Clark President Gary Stevens

"If you only have money for one promotion, make it bumper stickers.”
WTKS/Evansville Promotion Director: Barry Lucas

"It’s been proven time and again that giving away $100,000 or even $500,000 does not guarantee terrific ratings.”
KESB/Hartford PD: Jeff Saltier

"We researched our audience’s interests and found they do want news; I’d say they’re more interested than ever.”
KOIN/Portland PD: Dave Van Dyke

"There is no balance possible, no commitment to creative uses of the medium, no way to foster information and entertainment? Do we have any responsibility to anyone but the accountants?”
WBFS/Boston, News Director: Danny Schachtner

Album Tracking

"It’s no secret that album sales are down, and album tracking definitely damages sales.”
Bush Stein, National Album Promotion Director: Elektro-Axium

"I wish someone would finally resolve the issue of how much album tracking really hurts sales.”
WILZ/Boston PD: John Lerman

"As tight as AOR radio has gotten, I think the tracking of an album might be beneficial to album sales.”
Bill McGarity, Director of National AOR Promotion, RCA

"I just don’t think that many albums warrant that kind of airplay attention.”
KLOU/St. Louis PD: Chris Miller

"They could be more of an alternative . . . At times, watching MTV is like watching your local Sebastian radio station.”
Bill McGarity, Director of Promotion, RCA

"I’ve become more familiar with songs by seeing them on MTV; I’m then much more inclined . . . to add those records.”
WLW/Denver PD: Tom Hunter

"I spoke with an artist’s manager recently who spent more money making the video clips than in recording the album.”
Mike Bune, VH-1/1983 Promotion, Arista

"Everyone who knows his own horn about any one book is playing Russian roulette with his own career.”
KXGR/Tampa PD: George Nuesca

"It’s not our responsibility to take an alternative ratings system into an ad agency and sell it for them.”
Tom Brady, President, Spectra-Buy

"We’re not programming radio for radio’s sake, or for what it can do for the community, or to be creative. We’re programming for Arbitron, and that’s a major mistake.”
WYFR/Tampa PD: George Nuesca

"We can’t be jukeboxes all the time; this is still an art form as far as I’m concerned.”
 destination Nature PD: Dave Hamilton

"The listener can go anywhere he wants on the radio dial at any time. If he gives you the gift of his listenership, that’s a privilege.”
Former WCCC/Hartford PD: Lick

News

"Stations that have avoided making a news commitment are making a big mistake; they’re sabotaging their ability to grow into adult rock stations.”
KOIN/Portland PD: Dave Van Dyke

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Dick Clark President Gary Stevens

Corporation for Programming Alzheimer’s Prevention

Paranoia

"I began getting phone calls . . . from a guy who said, ‘I’m going to kill you.’ . . . You don’t understand that kind of paranoia till you live it. It’s like something from a movie. There’s just not a whole lot you can do about protecting yourself, aside from being aware that you’re a public figure.”
WOCF/Chicago PD: Lee Arnold

"AOR’s initial audience loyalty, like that of early Top 40, can no longer be guaranteed, since its systems have been co-opted and adapted to hybrid formats that serve emerging needs.”
WYDF/Pittsburgh PD: Mike Perkins

"A significant technological innovation will have a profound effect on both network and longform special programming, that is digital distribution.”
WXRN/Memphis PD: Redboard

"Watch for some AM’s to battle AOR’s for 16-34 listeners with new ‘Young Adult Talk’ formats.”
Consultant Jim Cantelon

Prognostications

"The AOR stations that get a little more modern will create more time spent listening, mostly from younger teens.”
Consultant Lee Abrams

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KISW/Seattle PD Beau Phillips filled what may be the only TV interview granted by any radio station by the Who during the band's U.S. tour. Phillips taped the interview with Pete Townshend in Chicago, then flew back to Seattle to produce a Who TV special that ran prior to the band's Seattle concert date. Footage from the interview has also been used by such stations as KSRR/Beazell, WAFF/Peru, and WQXM/Kamloops. Speaking of the Who, 50,000 Syracuse fans signed WAQX's petition to bring the band to the city, and the campaign was a success. Consultant Rick Carroll was cover-profiled in the latest BAM magazine. In conjunction with BAM and L.A.'s Museum of Rock Art, KLOS/Los Angeles held a rock auction benefitting the Jim Morrison Scholarship Fund at UCLA, which provides financial assistance to film students. WDHA/Des- ter held three recent listener concerts, including one that headlined RCA's Steel Breeze, that were admissible only to those showing WDHA cards. WRKU/Danbury sponsored a town meeting on the subject of drunk driving which resulted in the formation of a "Safe Riders" program for the community. The campaign has high school students providing rides home for drunk drivers... WQOR/Raleigh co-sponsored a half-day stress reduction workshop for listeners. The free program featured discussions and exercises... KRQR/San Francisco has begun listing listeners' unemployment ads free in BAM magazine as a public service... WMYT/Baltimore co-sponsored the "Steelworker's Ball," a low-dough concert with Polyester/PolyGram's Pat Travers and regional favorites DC Star. All profits went to unemployed local steelworkers... KZQZ/San Luis Obispo held a contest that sent two listeners to Boston to participate in the Boston marathon... Record reps: Be on the lookout for new Homegrown offer-ings from WCMF/Rochester, KOMP/Las Vegas, WTYT/Baltimore, and WQBR/Ann Arbor... WZMX/Kamloops just upped its effective power to 100,000 watts... Congratulations to KBPI/Deser Kemos Affes and hubby David on the birth of their first baby, Elizabeth... WHCK/Evansville celebrated its third anniversary with a listener concert by Rare Earth... WCNO/Miami held a contest with Jet/CBS that awarded a winning listener with Ozzy Osborne's European tour wardrobe... EONFM/Melbourne, Australia is sponsor- ing free aerobics classes for listeners, who exercise to the music of EON-FM... New phone number for KIDQ/Belize: (208) 336-0939... KQDS/Duluth is preparing its own rock video TV show and needs record company assistance. Contact Brian Taylor at (212) 729-4617... WTYT/Baltimore just released its annual rock concert photo cal-endar. Profits from the 9x16-per-calender sales benefit the local Children's Hospital, while calendar buyers also benefit from at-tached coupons for discounts at area Burger Kings.

A SHINING EXAMPLE — As previewed in the December 3 edition of R&R, KGON/San Francisco broadcast the entire day, December 6 using solar power exclusively. The photographic proof shows (l-r) PD Bob Heymann and GM Les Elias standing in front of "Solar Genny I," which cap-tured the power for the historic broadcast.

WHO'S FOR LUNCH — When WBZ's Who played San Francisco, KRON-2 spotted singer Roger Daltry backstage, enjoying a light snack. The singer obviously wanted to show his appreciation for the station's support of the band.

YOUR T-SHIRT PLEASE — T-shirts served as tickets when WNOI/Norfolk offered four regional bands plus RCA's Steel Breeze in a special concert admissible only to those wearing the station's T-shirts. 10,000 shirts were sold at $1.98 each for the overflow show.

VIDIO'S DELIGHT: WLQV/Columbus gave away a complete video system, including a color TV, VCR, and an Atari game system. The system went to the first listener to correctly identify a montage of themes from 16 old TV series.

TURKEY TUNES: WSWF/Orlando gave away Thanksgiving turkeys to listeners who called to correctly identify song titles that had been altered to include the word "turkey."

THANKSGIVING ON THE MAYFLOW-ER: WQXM/Tampa invited listeners to have Thanksgiving dinner on the Mayflow- er in a recent random drawing contest. The Mayflower, by the way, was a moving van, where 10 winners were served a complete turkey dinner by WQXM morning man Jack Mack, and then limo-ed to see Billy Joel in concert.

WALKMAN STARTTIME: This could be- come the biggest thing since "air guitar" contests: KLAQ/EI Paso held a listener party at a local club, where contestants were invited to take the stage to sing along with the tapes playing on their Walkman headphone stereos. The catch is that only the singer can hear the song, and all the au-dience can hear is the singer's (often off-key) voice. Partners decided who won the Walkman, plus $100, while others received headphones and cassettes.

EDDIE MONEY FOR LITTLE MONEY: WQXM/Tampa held an early Christmas party contest headlining Columbia's Eddie Money for $5.98. During the sold-out show, the station gave away 100 prizes, including car and home stereo systems.

GUEST DJ'S: WCBN/Boston, in con-junction with WB and Donald Fagen's "Nightfly" album, cooked up a promotion themed around the cover of the album, which shows Fagen playing DJ. Listeners can register at local record stores to win their own one-night-stand radio show on WCBN, chauffeured to and from the show in the station's van. 163 runners-up receive Fagen cassettes and posters.

COLOR

CONCERTS & CONVERSATIONS

WHAT A NIGHT: KIDS/Atlanta's ongoing promotion picks winners in random drawings for nights on the town with three friends. Included are limo drives to restaurants, free concert tickets, movies, and a grand prize trip for two to New Orleans for the upcoming Sugar Bowl.

CONCERTS & CONVERSATIONS: Who on KSHE/SL Louis, WKRK/Santa Barbara, WPDH/Poughkeepsie... Yoko Ono on WXT/Chicago... Pat Travers, Rose Tattoo on WLS/Lansing... Steel Breeze on WDHA/North Jersey, KUFO/Desota... George Thorogood on WLVQ/Ottawa... Fabulous Thunderbirds on KTYD/Amarillo... Jack Mack on KFMG/Lincoln, KTYD/Santa Barbara... 38 Special and Eddie Money on KNKX/Seattle, Kataakt on KZQZ/Reno... Steve Forbert, Sly Stone on WDPH/Poughkeepsie... Who, Sega on WAAF/Manchester... Fabulous Thunderbirds on KITI/San Rafael... Producers on KLAQ/EI Paso... Motels on WQBB/Albany... Country Joe McDonald on KVER/Santa Rosa.
Ove the past 12 months, I've had the privilege of interviewing dozens of broadcasting professionals about everything from programming and management to sales and promotion. Rather than pontificate my own rhetoric at the year's end, I'd rather highlight some of the "quotable" statements these colleagues shared in RKR's A/C column in 1982.

"I don't think we as broadcasters take enough chances anymore. There's a risk in being so overly-researched that everything on the air becomes passive, and is no longer fun or topical. There's a lot of room to be different, and no reason to limit ourselves in what we can do to make the community talk about our station."

— Mark Lemang, PD/KFMB/San Diego

"When the Arbitron returns show disappointing results, the first reaction from management is likely to start tinkering with the programming. A jock or even the PD is fired, when in fact the weakness may actually have been ineffective promotion, or no promotion at all."

— Terry Patrick, Associate, Research Group

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

— Bob Craig, PD/WORR/Philadelphia

"Keep in mind who's telling you whether you're good or not, or if what you're doing is effective. If you depend only on your social circle for comments, forget it. That's not the answer."

— Roger Erickson, morning personality WCCO/Minneapolis

"I've heard enough of this crap about tuning out your entire audience by playing one wrong song. If the record that bad, you'd never add it in the first place."

— Dave McCurry, A/C/WFLA/Lakeland

"It's much more likely to lose listeners over a programming negative than it is to gain listeners by doing the right thing."

— Jack Kelly, PD/WCWE/Chicago

"Because of the technical, production, and staffing advantages, I see growth in both part-time and full-time satellite programming."

— Dan Griffin, VP/Program Director, RKO Radio Networks

"Most GM's don't really want to be involved in the programming even though they may have been a PD themselves once. They just feel insecure, like any GM, about delegating authority to someone they're not sure can handle it until they're shown how. It's just a letting-go process."

— Dan O'Toole, Program Manager WMJAS/Juvenile

"Unlike many other stations, we look at each song individually. It doesn't matter who it is. The mix between new and familiar artists changes as people demand it."

— Bill Hoekstra, PD/Operations Manager U102/Klineville

"As long as broadcasters want personalities, there will be those that will shine through. They'll find a niche in broadcasting somewhere."

— Jack Bogt, morning personality KEAP/Philadelphia

"For my money, teams win, not stars. If I find someone who is replaceable, I'll fire him. Nobody is replaceable, especially the general manager."

— Chuck Redpath, President/CO-OM WJLW/Chicago

"The winning difference between two stations with similar formats, budgets, and personnel is the teamwork."

— Dave Martin, PD/WCWE/Chicago

"Radio sports play-by-play still seems to be the same way it was twenty years ago: creating an image for the listener by relaying the excitement and feeling of the action to his mind's eye. Like an artist, you've got to be able to paint the picture for him."

— Bob Rainbolt, Sports Director WMAS/Newark

"Stations that perform poorly or fall when an advertiser does try them represent an image problem for the radio industry as a whole."

— George Lawrence, PD/KXL/Salt Lake City

"If it was up to me to convince our upper management to buy a computer strictly for radio programming, I probably couldn't persuade them. The broadcast use is still incidental to the business end."

— Craig West, Operations Manager WPAT/Simon Falls

"Young PD's are sometimes totally naive about the things management tells them."

— Bob Hansberger, Consultant

"One of the lines we use on the air is 'An infinite variety of music.' Our research indicates that, unlike other demographics, you cannot 'super serve' 25-34's."

— Ralph Rosander, PD/WSTL/St Louis

"Being involved in the community means more than just running PSA's. It means a personal commitment and hands-on involvement by the station and personalities."

— John Stevens, PD/KBRT/Seattle

"There's a lot of valuable information available in a ratings book that, surprisingly, many broadcasters don't bother dissecting."

— Steve Elliott, Research Director WZZ/Minneapolis

"The popular syndrome of having room for only 2-4 new records a week is something we really avoid. If there are five or even seven good new releases that come out in any given week, we'll add them all. If they're truly good records, how can they hurt us? The more the merrier."

— Dan O'Toole, Program Manager WMJAS/Juvenile

"The more time we spend writing down every single moment listeners demand, the more the message. Know the message."

— Mike Jackson, morning personality WYCH/Wilmington

"When most stations reach a certain level of success, they must be somebody adding commercials. Granted, you can go to 16 spots an hour and make another $50,000 per month, but next year you could be losing three times that amount. Unfortunately, regardless of format, getting fat and capitalizing on short-term opportunistic endeavors are sure steps to the demise of a radio station."

— Ken Robertson, PD/WHT/Winnipeg

"Understand we're not a jokebox. The jocks here are very talented — it's not a 'foolish' situation with a bunch of card readers. Our personalities know how to mix the music well — something a jokebox can't do. It takes a mind and talent."

— Doug Slate, Program Manager WSB/Atlanta

"Always read the copy well. Don't just read it, but also understand it. Know the message. It must come from your heart and mind."

— Bob Steele, morning personality WTHC/Hartford

"Don't model your station exactly like one elsewhere. You always have to respond to your market."

— Dave Waters, PD/KJJO/Toppenish

"Over the years, I've always sat inside those four walls and just guessed. I've said to myself, 'I think they like the song.' But I really didn't know what the listeners' opinions were. My advice? Don't just assume, check it out!"

— Peggie Blackwell, PD/WAVJ/Lakewood

"Listeners don't perceive things in terms of quarter-hours. We're fooling ourselves if we think a diarykeeper is writing down every single moment they tune away from a station."

— Bob Zachary, PD/WQNN/New Orleans

"You can be an actor and play characters, but ultimately, when you're yourself on the air, you don't have to be anybody else people can trust. You must have crediblity."

— Charlie Boone, morning personality WCWO/Minneapolis

"Thank you for all your support in 1982. May the New Year bring you happiness, peace, and prosperity."

— Jeff Green, A/C Editor Radio & Records
**AC Picture Page**

**WE GOT YOU** — Before a recent appearance at State Fair Park, (l-r) RCA Records’ Steve Gordon, RCA artist Ronnie Milsap and WMYX/Milwaukee’s Mark Richards share a few laughs.

**LEGEND COMES TO TOWN** — Johnny Rivers visited WBAG/Burlington, NC during his recent tour, and took a moment for this photo with midday personality Chip Cheese.

**“LOVE 94” BOAT SELLS SAIL** — LOVE 94/Miami treated a group of 48 winners to a cruise on NCL’s Sunward II ship. Each winner enjoyed a 3-day cruise to Nassau, with a stop at a private island. Entertainment was provided by Jim Messina. From left, musicians Pauline Wilson and Michael Brady, LOVE94 talent Judie T., Messina, personality Irene Richard, and Promotion Director Dan Weiss.

**THIS ONE’S FOR YOU** — Perhaps unaccustomed to the Southern humidity, Epic artist Lou Rawls cooled off with a brew while visiting WLTA/Atlanta. From left, PD Al Saunders, Lou, and Epic local promotion rep Jim Stewart.

**UP, UP & AWAY** — WDFI/Jackson, OH’s morning team of Ed Douglas and Charle Evers broadcast their show at 10 mph high above the Ohio countryside. The event was their latest in remote from high places, which have included the county courthouse clock tower, building rooftops, and other locations.

**QUIET BEFORE THE STORM** — Before two sold-out performances in town, RCA artist Sylvia stopped by KQIP/Odessa-Midland, TX for an interview with midday personality Steve “Handyman” Myers. Cute couple, eh?

**READY AND WAITING** — Orange, VA is somewhat off the beaten path followed by recording artists and Playboy bunnies. But the staffers of WJMA/Orange are ready just in case, and posed for R&R as if someone actually visited them! From left, Operations Manager Ross Hunter, morning man Phil Goodwin, News Director Phil Audibert, and afternoon personality Tom Graves.

**LOCAL BOY MAKES IT BIG** — Elektra artist Bobby Short returned to his hometown Danville, IL and appeared on local station WITY to discuss his career and new album. Shown here with Bobby is the Chicken, MD Lurch Martin, and morning man/GM Jerry Allen.

**SHOWIN’ OFF STUDIO TANS** — WFWQ(95Q)/Ft. Wayne’s staffers pause while celebrating the opening of their new studio. From left, Assistant PD Kris Kane, PD Mark Elliott, former midday talent Gina Presto, and Chief Engineer Jack Didier.

**HEADLIN’ SOUTH OF THE BORDER** — Q-106/Abilene completed its “Q-Card” promotion by sending one of its winners and a guest to Acapulco for a week. Presenting a check and plane tickets to this happy lady listener are (l-r) morning personalities Gary Foxe and Pat Whitehead.

**LIGHTFOOT MAKES HEAVY IMPRESSION** — At the grand opening of Toronto’s new Roy Thomson Hall, Warner Bros. artist Gordon Lightfoot was the evening headliner. CKFM/Toronto participated in the event, giving away a chauffeured ride to the show and a meeting with Gordon backstage. 4000 letters poured into the station, making it CKFM’s biggest promotion in its 21-year history. From left, CKFM's Jeremy Brown, his guest, Gordon, and the two happy grand prize winners.

**“PRIDE” OF CANADA — No, it’s not Molson’s** — it’s RCA star Charley Pride, who recently held a pair of sellout shows in Sarnia, Ontario. Shown greeting Charley are (far left and right) staffers Peter Henderson and Program Manager Cliff Jackson.

**HEADLINER MAKES CAMEO APPEARANCE** — When in Tulsa for his annual birthday party concert, Liberty recording artist Michael Murphey visited nearby KYMO “Cameo 92”/Broken Arrow, OK, and chatted with midday talent Sherry Rodgers.
The artists and staff of RCA Records would like to thank all station managers, program directors, music directors, and on-air personalities for making our 60th year in country music the best yet!

With your help, we look forward to building country music legends for another 60 years.

Have a joyous Christmas and a very happy New Year!
Carolin Parks

**Quotable Quotes Of 1982**

The final issue of the year is always a mixture of relief and nostalgia... relief that we all got through another year (and that there's no deadline to meet for two whole weeks!) and nostalgia for the many memorable events that took place and were recorded on the pages of R&R during the past year. It's also a time of reflection. And to honor the R&R editors decided to pool their resources and collectively record for posterity some of the most colorful, informative, and provocative quotes from all the interviews we've published in 1982. Hope you enjoy rereading some of the most quotable quotes as much as we all enjoyed talking with you on a variety of subjects concerning the radio and record community alike.

After this brief look back and a short vacation we'll be ready to gear up for another year with renewed enthusiasm. As always, my sincere thanks for all your help and support over the past year, and my best wishes for all a happy, healthy, and prosperous 1983. Enjoy the holidays and look for a brand new R&R January 7.

"It used to be that Country stations would be struggling in the marketplace with a very small target audience. Now, with all the crossovers, they've got a real wide demographic target, and they're getting much more money behind them. Yes! In Cincinnati spent a million dollars... to get a 4.5! Obviously, that's not the key. I would rather spend $25,000 in a research program for the music than to give away $100,000 on the air."—Buddy Hartfield, former PD, WOCL/Louisville

"The best thing that came out of the whole 'Urban Cowboy' craze was that Country radio is now seen as a viable format and is now respected as much as it should always have been. We've been here for many years, and we're going to be here many years, so right now the key is consistency."—Duke Hamilton, PD, WUSB/Durham

"I think record companies too much lately have thought they knew what it was all about, but radio basically is what the people think. We got locked in this office and said what the street's saying, and radio really is our avenue to the streets."—Mitch Hunter, Director of Promotions, Electra Records Nashville

"I can see down the road where a station in a smaller market will be fully automated from sign-on to sign-off if it affords them. All they have to do is go in on two or three people, open up the station, and the station will pick up the quality networks, and make a living off of it. It comes down to an economic thing."—Tom Castro, GM, Music Country Network

"I think radio is more guilty than any of the distributors to rock the Americana's conservative nature toward new artists, which is why they find it hard to accept a new artist as credible unless they're getting a big push and publicity with a lot of money behind it..."—Larson Lighton, owner/hunter, Recordon Records

"There's a real challenge here and something happening here... that should be getting more national attention. It's been getting a lot of thought, and I think, eventually we could reach a point where the concept could work nationally, and if this station is playing it right, it's only going to take a bit of time, and we're not talking about special interest radio..."—Jerry Butters, PD, WJFK/Atlanta

"I think that the people who add the records should realize that it's a very responsible and serious business, one that is critical to a record company. Just add one from a significant label, and you've added to a small label's potential to make a hit or break it. What it all boils down to is that everybody on both sides of the fence should exhibit a little bit more honestly with each other, and it would possibly be a much healthier situation."—Charlie Scott, PD, WDUA/Pittsburgh

"I'm 58 years old and I don't think I'm over the hill, but I love to see a young girl look neat, especially in the country field where we've had such a hard time making a name and telling people that we don't come out of a country camp. But some of these young singers with their stringy, curly hair look like they've just come out of a haystack!"—Roseie Allman, Country broad lady DJ

"I went from a very bright, good-looking, 29-year-old to a very beat-up, gray-haired, disheveled 50-year-old man in less than two weeks!" (on WUSN's "More Music Guarantee," which shielded out two $25,000 prizes in less than two weeks.)—Chuck Arpke, GM, WUSN/Chicago

"Radio stations make their bread and butter acting as a backer for the Arbitron says, and the name of the game is to reach the largest number of demographics you can possibly reach. In order to do that you have to play the best music there is to be played. If you're doing your homework year-round, you wouldn't have to worry about the test!"—Jerry King, MD, KXYX/San Antonio, TX

"Can you imagine Kenny Rogers coming to Morgantown, WV? It was the biggest news to hit since Jesus walked on water. We weren't even sponsoring the concert, but I got all the information on it. We became the Kenny Rogers concert information station!"—Carl Backer, GM, WAI/Rogerstown

"I don't think there's any sustenance to it (the Classic Country format), because it's a 50's format, and you have to look at the average age of the listener that's going to attract."—Bob Wecky, PD, KBOB/Sioux Falls

"It's funny how you hear about someone going into a bar and ordering a new job. It's the first thing they'll do and throw the rest of the staff. When I got to KLZ, we didn't exactly break records as far as ratings were concerned, but the last thing on my mind was changing anybody. I believed that the talent was there."—Al Goodfield, GM, WDNY/Rochester

"We do not subscribe to the theory that women do not like listening to women; rather, the audience respond to a personality that's good to make or female."—Joie Goodfield, GM, FDNY/Rochester

"It's nice to be able to go around and say: 'We're No. 1.' That's a good feeling. But it's much nicer to have a good income and a nice bonus in your pocket so you can put some groceries on the table!"—Max Mulline, GM, WD4/Tallahassee

"It seems to me that AM radio is now finding a place in the marketplace by programming 'adult' formats such as the Big Band stations have done. It doesn't matter if you're the greatest-sounding station in town because if two other stronger stations are doing the exact same thing, you're probably going to end up third. There will probably be a lot more AM stations doing this format (Classic Country) simply because they're looking for a format that'll fit. In fact, I'm not sure it wouldn't work on FM too."—Jim Wood, GM, WSAS/Denver

"People don't care what size the hole is in the record... all they care about is the record!"—Jay Phillips, GM, WMNY/Nashville

"When we have a choice between an established artist and a newer artist, we'll definitely lean towards the established artist because of sound and name recognition."—Joe Reish, GM, WYHR/Cleveland

"I'm in a rating period right now, so I want to add my strongest material. On the other hand, in what week do I not want to add my strongest material?"—Scott Brody, GM/WDG, KBBQ/Ft. Lauderdale

"You can't pay too much attention to people who have a stake in the game of something, like personalities who don't want it (the Continuous Country format) to succeed. I think this format is very similar to those Beautiful Music stations in that maybe nobody will like it except the people."—Joe Somersott, Consultant and innovator of Continuous Country format

"I remember when Jerry Lewis used to sit in on the Johnny Carson show and people were so impressed that he got his own program. On the Carson show Lewis was required to talk in brief segments, at breaks, and follow certain restrictions, and he shied from the format and under those restrictions. Unfortunately, Lewis's program didn't have a format; and allowed to be totally loose, the Jerry Lewis television show had no appeal at all and was totally disoriented... it was overkill. I look at personality radio as the same thing!"—Bill Shannon, GM, KSNW/Kansas City

"Most of the tapes that roll in at my door are just on-look, just the same old thing... I could train our receptionists to do that. But for people who can really get on a one-on-one level are very few and far between."—Gary Westan, PD, WQON/Los Angeles

"I've got to believe that a guy doing his bid on WSO5 in Ypsilanti, MI is also a personally and with a little bit of help could be great. These guys still don't know you're not supposed to do the good stuff on the radio. With a little encouragement and help, they at some point would be very good personality people."—Charlie Cook, PD, KLAC/Los Angeles

**Tips On Holding A Profitable Music Festival**

WHBF/Rock Island MD "Lovable" Lee Lawrick sent along some photos recently of the 8th annual Silvis Country Music Festival, sponsored each year by local organizations in the Quad Cities area. When it first began, the festival consisted of only local entertainment but now has grown to the point where it includes many top name acts. For the past three years, the Kendalls, Tompall & The Glaser Brothers, Steve Wariner, Lon Everette, and Sylvia. Too not shabby! And the best part is that this festival, unlike others around the country which have fallen on hard times, not only provides entertainment for those fans who come from a five-state area but also turns a profit! Lee's letter explains why he feels this is so.

Dear R&R:

I was explaining the 8th annual Silvis Country Music Festival to someone last week and she never heard of anything like it. In fact, all the stars here from Nashville had never seen anything like it either! What Silvis does is rope off about eight blocks of the downtown area and set up three stages about two blocks apart. The people bring their lawnmowers and can go to one stage or all three if they so wish. The cost? If you purchase a button ahead of time, they're only $4 and you get in both nights. Also, some fortunes made at the event go to local charities. This year the two-night event drew 45,000 people, which smashed last year's record of nearly 30,000. I've been reading about how many festivals have lost so much money this summer, but just think, one of the keys is not to book these acts that cost 50 & 60 thousand bucks, but go with nonsuperstars and be a little conservative. I could tell my high school these promotion people are trying to make a financial killing and the people are letting them know it's a bunch of bunk.

Sincerely,

"Lovable" Lee Lawrick, MD WHBF/Rock Island, IL

Following the 1982 Silvis Country Music Festival, WHBF/Rock Island, IL's John Christopher (right) presents flowers to event participants Janie and Royce Kendal.

**Country Radio's Most Accurate Music Information**

Begins On Page 50
Inside Nashville

CHANGE OF ADDRESS: Martin David Robinson, from Glenendale, AZ loved Gene Autry as a kid and wanted to sing like him. After his unpublicized heroics in the Solomon Islands in the Navy of World War II, he was "discovered" by Jimmy Dickens singing on KPHO-Phoenix and brought to Nashville, signed by GM Harry Stone to sing on WSM and signed by Columbia Records. Marty had at least one song in the Top 10 every year but three since 1955. 18 #1 records, 2 Grammies, over 500 songs, 70 albums, "Man Of The Decade" by the Academy Of Country Music, more fan-voted awards than anybody, and the Country Music Hall of Fame induction in 1982. He was one of the first 30 ever to have open-heart surgery bypass operations (1970), but was still an accomplished race car driver, from mini-midgets to NASCAR Grand Nationals.

One night in Nashville he was in second place and "lookin' good" when he suddenly pulled off the track, jumped out, and headed for the "out" gate. Somebody asked why and he said, "I gotta go. I'm due at the Opry in 30 minutes." Bobby Bykes, longtime band member and in recent years business manager, said, "He did just about everything he dreamed of, and did most of the things he way had fun." A&P Publications' Bob Jennings (his first publisher) worried for it. "I'm not mourning because Marty Robbins died. I'm celebrating because Marty Robbins lived."

ON THE MOVE: Johnny Cash was on hand in Orlando to see off the Orange Blossom Special, which will haul fruit from Florida to Wilmington, DE. He "engineered" the engine through the dedication... Elvis Wade (real name Wade Cummins) won a $75,000 settlement against Los Angeles promoter Steve Brodie, according to presiding judge James Swiggerty, based on his judgment that Wade had cancelled at least 25 performances worth $2,500 each to Wade on Brodie's word that he would get him movie parts, a TV special, a recording contract, and a quarter million-dollar annual guarantee.... The Merle Haggard lookalike in the West have been looking for was Douglass Kaminiski, wanted for writing a $600 check and signing Merle's name at a Palm Springs jewelry store... TN authorities have confiscated Hank Williams, Jr.'s farm tractor, valued at between $20,000 and $40,000, but officials said Hank didn't know it was stolen when he bought it in Alabama.

OR HAY?!? Chet Atkins did sign with Chet, he says, will "begin" his career as an artist. He's developed hundreds of stars in his years as head of the RCA office here.... George Jones' first song on the benefit concert for Nashville's 100 Club with Johnny Cash was "No-Show Jones." His 12 songs were too short to Engelbert Humperdinck was here again (this is getting to be a habit) sessioning with Eddie Rabbit's partner, even Stevens at their Emerald Studio... Top Billing Agency's Tandy Rice chosen to judge the 1983 Miss America.....

GRADY NUTT was one of those luxuries we take for granted. Never has the world needed humor any more than today. Minnie Pearl has said Grady Nutt was the funniest man she ever met. Archie Campbell has added something special to every occasion of which he was a part; "He Hawn" producer Sam Luvullo said Nutt was a brilliant wit with warmth and dedication to his faith that is rare indeed. His six years on "He Hawn" netted him his own TV show pilot series last season. He was an ordained Baptist preacher, but more important, he was special to all who knew him. "The Prime Time Prayer Partner" aptly describes him as millions. That small plane crash near Vineport, AL November 23 also took the lives of pilots George Fox of Louisville and Ernie Bowie of Frankfurt, KY.

UPDATE: Judge John Nixon dismissed that copyright infringement lawsuit filed against Charlie Daniels by John D. Lounder-milk, who claimed that Daniels' "Long-Haired Country Boy" subconsciously and unintentionally was copied from Lounder-milk's "Bad News"... Anne Murray takes a rabbit to see January 19 in her second TV special. Eddie Rabbit and Richard Simms are her guests for that one... The Clint Eastwood movie "Honky Tonk Man," much of which was filmed in Music City, premiered here with hundreds of trade folks watching a number of familiar Nashville faces, including Marty Robbins, whose third heart attack and second open heart surgery was also on that date. "Christmas Caravan II," a diesel-powered star-Sue, rolled into a local department store with 72 underprivileged kids for an expensive shopping spree. The Professional Drivers for Entertainers organized and executed the plan, utilizing the buses of Kenny Rogers, Loretta Lynn, Larry Gatlin, Barbara Mandrell, Ed Bruce, Cal Smith, Faron Young, Margo Smith, Jeanne Pruett, Ernest Tubb and Conway Twitty to treat those kids to a memorable exhibition of love from all concerned.

WRAP-UP: In late summer 1973, a friend of mine called from L.A. inviting me to "write a column for a new music industry weekly called Radio & Records. Since I had written country columns for Billboard in the late 50's and a weekly "West Coast Country" column for Record World for nine years in Southern California, it had become part of my life. "Course, I had approached by many different publishers with similar ideas, so I thought, "I'll probably be a two-month project; those new ones just don't seem to last." I was wrong about that.

Because Bob Wilson, a longtime radio man, joined forces with experienced and successful radio and print media people, he created the first radio & records weekly put together by radio & record people. That's why R&R has been such a vital force in our industry. That's why it's been exciting and gratifying to be a part of this paper since its inception.

And I have talked many times about R&R's ultimate expansion into a Nashville operation as well. Since I have never been a working journalist as such, I couldn't see me doing the daily chores of a publishing office. I'm excited about Sharon Allen leading the new R&R Nashville office. She comes well-recommended and those who know her here agree R&R couldn't have made a better choice. I'll be helping in some special projects, and that'll be fun for me. I'll miss hearing regular comments from Steven Garrett, Bill Ward, Ev Woolsey, Charlie Daniels, and hundreds who've commented from time to time about our usefulness to you on a week-to-week basis. Maybe we'll get to do it again sometime. I hope so. I will continue to expand our itinerary for our Inside Nashville news feature on many Country radio stations, beginning a new weekly syndicated feature called "The Happy Hour," and in spring of 1980, we hope to put our own radio station on the air. Our CP has just been heard. So I'll be busy, and that's nice. For all I owe money to, our address is Box 213, Brenalton, TN 37027. Thanks, R&R, for the use of the hall! Merry Christmas (Remember the reason for the season!).

Lucky Day for Daisy — Following the Pittsburgh Steelers' first game (which almost became their last game of the season), WDSY and the American Tobacco Company's latest product line Lucky Strikes Again sponsored a free concert in the park. Headlining the event, which was widely publicized via TV, newspaper, and plane banners, were hometown boys the Carlin/Hammer Band and T.G. Sheppard. T.G. is pictured with American Tobacco Co. sales rep Judy Losier and WDSY PD Ted Sohrer following the concert attended by 20,000, who also saw Pittsburgh defeat Cincinnati 26-20 in overtime.

Country News

Don't Miss Out!
Call Now About Our Dynamic
HANK WILLIAMS SPECIAL

Call Pete Howard or Kim Daniels (213)339-8743
228 Main St., Suite R. Venice, CA 90291

KKAL AIRS CDB — During the San Luis Obispo County Mid-State Fair, KKAL/Kyroko Grande broadcast live from the site, including the performance by the Charlie Daniels Band. KKAL afternoon man Mike Kross is pictured here with Daniels in between performances.

R&R/Friday, December 17, 1982

EMMYLOU IS JACK DANIELS FAN — And vice versa from the looks of this picture, as WSEN/Baldwinsville, NY Promotion Director Daniels is shown with the popular songstress following the New York State Fair held recently in Syracuse.
MARTY ROBBINS' CONTRIBUTIONS TO MUSIC AND TO THE WORLD WILL BE WITH US FOREVER.

MARTY ROBBINS

1925 • 1982

CBS RECORDS
Black Radio's Most Quotable Quotes

During the year a number of individuals I've had the pleasure of interviewing have made statements of interest to all of us. As a wrap-up for the year I thought I would feature some of the most memorable comments from the realm of Black radio.

"What we need to save Jazz radio and the music itself is not to allow program directors/music directors to take an artistic viewpoint of the art form. These people need to understand that Jazz is a commercial commodity and must be treated with professionalism. We need to bring new listeners into the art form — not chase them away. If some programmers would let the art form speak for itself instead of trying to put it down the audience's throats, the format would be better served."
— Delray Faust, PD WJZZ/Detroit

"Don't pigeonhole yourself if you want to improve. Don't think of yourself being in a type of radio, but think of yourself as being in radio, and being a professional business person. If you become an efficient professional, you can do a lot for yourself and for radio in general."
— Frank Woodcock, VP/COM WPRO/Buffalo

"With the advent of Urban Contemporary radio there's even more of a need for those in Black Radio to pay more attention to what they're doing. They've got to understand that their honesty and accuracy regarding music playlists affects a number of individuals and business decisions as well."
— Jerry Brokling, Operations Manager WJPC/Chicago

"I have been trying for years now to stop the industry's totally misguided practice of thinking of a teenager in Detroit as D.C.'s backyard, Baltimore, Maryland is a top 15 market!"
— Tim Wolfe, PD WXYB/Baltimore

"I want to see the BMA become the vehicle by which we come together and identify and solve our problems. What's needed is a combination of all those who are part of the problem to be part of the solution..."
— Everett Smith, VP/Ad Promotions WAOC/Memphis

"Back radio stations need to become more aggressive about outside advertising, promotional approaches, and cash giveaways. I don't hear the same quality of innovative/creative cash money contests on Black radio stations as on general market stations..."
— Ben Wilk, GM WDIA/Memphis

"People go through life worrying about bills, worrying about surviving in New York — the pressures of New York make you want to go home and just chill out, relax, and party the best you can. R&B music is the best music to do it to."
— Carrie De Jesus, PD WKTU/New York

"When you're positioning your radio station, you target a specific age/sex group, and the rest of your fringe age groups will eventually come around."
— John Mears, Assistant PD United Broadcasting

"We went back to the 60's approach with personalities while using 1980's technology with it."
— Floyd Blackwell, Operations Manager KRAM/Memphis

"A pizza chain had a buy in our adult demo 18-34 and I was told that we could not be included because 'blacks don't eat pizza.' Obviously, that is a ridiculous statement — so I went to bat and it took us two weeks to change their minds; eventually they bought our station. That's one we won by showing the buyers the qualitative aspects of black consumers."
— Al Mason, GM KMLE/Phoenix

"In Black radio, we don't respond scientifically. Instead, we just fire the staff and replace them with other blacks and continue to make the same mistakes. Black broadcasters need to change this approach."
— Jerry Mason, consultant

"Most CHR and A/C stations won't play black music, that I say we are the mass appeal station. Don't think this type of radio is a fluke... in fact, it's been building for years. Now that we have Black radio on FM in stores with more professional approaches to the format, Black radio is coming into its own."
— Larry Richards, PD WALT/New Orleans

"Two-man teams are exciting and all that, but if you've got the wrong two people it can be horrid. Timing is most important."
— Larry Shaw & Bill Addis, promoting team at WSGA/Memphis

"The only way to be in Black radio is to be totally committed to your black listeners. And it's not something you can fake."
— Joe Tambour, PD WWSF/Fayetteville

"I'm really happy with the positioning of this station. Detroit is very music-oriented and the people here really appreciate good music. I also think another type of music is evolving, just like Motown did some years ago... I obviously think Detroit is one of the cities picking up on it first. It's great that WDRQ can be a part of this."
— Brian White, PD WQXR/Detroit

"I think that, unfortunately, black-owned facilities have picked up a bad habit of continuing to pattern their format and their direction after white-owned Black-formatted stations. The problem is these stations just ignore the fact that after you're a teenager you become an adult. Your lifestyle, your values, and your preferences change, which is not to say that you necessarily lose an appreciation for a certain musical style, but it is to say that most individuals' preferences and tastes become more refined."
— Cathy Legear-Hughes, Owner/WOCL/Washington, DC

"A computer is something that you use as an aid, not as gospel. Your brain can't recall all the data it takes in, so you use a computer to aid you. If more PD's would get into computers they would find out that makes your job easier and it's extremely helpful in doing sales presentations. You can show product use, where your audience shops, what they want to buy, plus most anything else you need to help you program."
— Chris Turner, National Program Director, Citadel Communications GM WERD/Atlanta

This time of year, as always for me, you look back on the year and say, "Did I accomplish anything?" Thankfully, I can say yes. We here at R&B want to thank you in Black radio and the black music industry for believing in us. This year was only the beginning. 1983 promises to be even bigger and better for all of us.

From me and my family to you and yours, Merry Christmas and a Happy Prosperous New Year!

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

- R&B Radio, Friday, December 17, 1982
Promotion Emotions 
At WHLG

WHLG/Stuart, FL hounded on local heartstrings recently with its "Greatest Gift" contest. The station and Eastern Airlines teamed up to send a set of grandparents anywhere in the world to visit their grandchildren. Grandparents entered by submitting a picture of their grandchildren and a letter explaining why they wanted to see them, and the winning couple's grandchild (in Colorado) suffered from congenital heart ailments. Operations Manager Barry Stuart reported tremendous response to the four week contest.

WBBC/Cleveland is packing them in, with concerts featuring Count Basie, Buddy Rich, and a double bill of Larry Elgart and the Glenn Miller Band drawing double crowds. WAAV-Wilmington, NC conducted a highly successful "Azalea Coast Chowder Contest," with heavy local TV and newspaper coverage, capacity crowds, and a $1000 check to the winning chef . . . KYND/Houston held its second annual "Holiday Food Festival," with thousands of dollars worth of prizes awarded and ample opportunities for food-sampling.

WSAN/Allentown had its "Cozy Cottage" promotion splashed on the front page of the December 9 Wall Street Journal. Three local citizens are trying to outlast each other atop the station's billboard to win an $18,000 mobile home.

KPRZ Celebrates Music Of Their Year

KPRZ/Los Angeles last month celebrated its first anniversary as a Music Of Your Life station with a party at its studios, with numerous stars dropping by for the fun. At top, morning man Gary Owens (left) and PD Tom Murphy flank Pres./GM Wally Clark and the station's birthday cake; center left, Mickey Rooney tries on a new pair of earmuffs with afternoon personality Dick Whittinghill; center right, personality Jerry Mason chats with Patti Page; and below, Owens is visited by (l-r) Kay Starr, Jerry Vale, and Ed Ames.

WEZI Promotion On Ice

WEZI/Memphis gathered its staff together at the rink for the station's "Family Skate Night." Pictured putting the icing on the promotion are (l-r) WEZI VP/GM Colleen Balthrop, announcer Tonia Evans, Anka, Promotion Coordinator Mary Ann Grove, account executive Suzi Hauman, and Traffic Manager Karen Sobek.

WJIB Sets Sail With Bonneville

WJIB/Boston returned to Bonneville for its Easy Listening format after years with Schule's Beautiful Music. Pictured celebrating the changeover are (l-r) WJIB Operations Manager Donald Nutting, Bonneville Broadcasting System President Marlin Taylor (a former WJIB PD), and station VP/GM Charles Pickering.

WPNT Lifts Anka

WPNT/Pittsburgh sponsored Paul Anka's recent area concert and personally welcomed him to town after the show. Pictured (l-r) are WPNT VP/GM Connie Balthrop, announcer Tonia Evans, Anka, Promotion Coordinator Mary Ann Grove, account executive Suzi Hauman, and Traffic Manager Karen Sobek.
82's QUOTABLE QUOTES

News/Talk Looks Back

1983 is right around the corner. But before moving forward, I thought it would be fun to look back. So below you'll find News/Talk’s "quotable quotes," culled from this year's columns.

"Some people are saying buy the top 11 markets and scratch off Detroit. They are forgetting that many of the people who are laid off are drawing 50-90% of their pay. There's money in Detroit and the national dollars are beginning to come in now."
—Michael Packer, OM, WXYZ/Detroit

"We saw the growth of FM and this was a chance to find our niche. When everyone was switching to the FM band, we were there as a refreshing oasis in a desert of music. Once AM stereo becomes...more predominant, at that point there may be no difference between AM and FM. Then other people across the country may try it."
—Lita Cohen, Exec. VP/GM, WWDB/Philadelphia

"A guest who would either fabricate part of his or her past or purport to be something he or she isn't has a brain similar to that of an ant. Anybody who thinks they know or have a surefire way of keeping fraudulent guests off the air, or anyone who thinks it can't happen to my stallion isn't someone who should be in charge of a major News/Talk station...you always have to be on guard."
—Tom Tradup, OM/NO, KCMO/Kansas City

"It's basically a radio program being teased, but with the tools of visuals. A good interview, a good telephone talk show talk works on both radio and television. The key is listener and viewer participation. Everyone likes to ask their own question in their own way. The others (NBC, ABC, CBS) are simply reporting it. That's what will make 'All Night Live' last a lot longer than the others."
—Dave Scott, Host/Producer, KOA/Denver

"There are few qualified people for Talk radio, especially in the area of hosts. Most News/Talk personalities have a 'disc jockey mentality."
—Bruce Marr, President, Marr & Associates

"(CNN-2 is) the soundtrack of a TV network. What we're hoping is that there'll be a blizzard or something in Atlanta so that they'll be talking about nothing but it to listeners in sunny Southern California where we could care less."
—John Malmell, former PD/NO, KSOD/San Diego

"Black radio today is not keeping time with the trends. We are reluctant to release what has been our bread ticket up to this point and that's all music. We are capable of boogeying and taking care of business, too."
—Vince Sanders, VP/News & Operations, National Black Network

"AM operators have come to grips with the economic realities and with a lowered expectation in terms of gross revenues, not necessarily in profit, available on the AM band."

"With CNN it's all news all the time. The pacing is much better, much more in tune with the 80's, very up tempo and they're continuously providing you with live coverage from literally all over the world. It makes it 3-D radio."
—Jim Price, GM, KCNN/San Diego

"Information formats may be the wave of the 80's, but they will be the most expensive to produce...stations coming into the format face an especially tough and costly challenge."
—Mike McGee, GM, WGSO/New Orleans

"We think people use radio differently; they are trying to become more self-reliant — I think people are using the medium of radio because it's so personal. There will be more much more satellite radio (while) a great battle for the advertising dollar will be waged between cable and radio."
—Rick Sklar, VP/Programming, ABC Radio

"You broadcasters have a tremendous obligation to get a program like this on the air so people who don't have an opportunity can get good sound advice."

"I can prevent one pregnancy that is unwanted, then I have fulfilled a function."
—Dr. Ruth Westheimer, talk host WNYT/New York

"People still have the idea that you have to go in, take your clothes off, and people watch you having sex. People don't have to settle for terrible, boring, or inadequate sex lives. They can have the sex life they are entitled to, and the key in nearly all cases is knowledge."
—Terry Garrity, talk host, WPBR/Palm Beach

News/Talk Personalities

On The Move: Sharon Rosenbush joins WRC/Washington as Advertising/Promotion Manager — Former KNXT-TViLos Angeles (CBS-owned) reporter/ancher Ken Jones now hosts 15-minute daily travel show on KIEV/Philadelphia, following his prosecution in a check-kiting scheme. Ray McMackin hosts weekend sports talk programs on KVUS/Seattle...WCBI/Baltimore plants a new weekly gardening show in its programming lineup with host Stu Kerr...Consumer reporter Phyllis Ellisberg joins WABC/New York with program designed to educate and inform consumers...WFPL/Atlanta launches Sunday News/Talk program with host Sam McElroy...Steve Bassett handles play-by-play and Bob Bryan color for George Washington University basketball season on WRC/Washington.

KMOX/S. Louis: Harry Sobel doubles as host of "Jack Carney's Comedy Store," a two-hour comedy segment syndicated by Clayton Web- ster Corporation...KEX/Portland talk personality Ed Anderson now has an added distinction: a fan club initiated by the inmates of the Oregon State Pen...Neikine Benton, Director of Community Relations and Ombudman Service for KABC/Los Angeles, was recently elected to Pacfic Telephone's Consumer Advisory Panel...Christmas Cheer & Other Promos: The fourth annual Children's Memorial Hospital fundraising campaign is underway, with the help of WINDChicago. Since 1979 the station has raised over $100,000 for the facility...Nearing WWBM sponsors The 14th annual "Wreath of Hope" charity on behalf of 27 organizations, serving underprivileged children and adults...And for the third consecutive year WCBI/Balti- more's personalities/staff man several "Toys for Tots" collection centers...KFWB/Los Angeles recently cosponsored the Newport Beach Bay BK and the Suburban Nyon National BK Club Championships...KABC/Los Angeles's Ken & Bob Company broadcast live last week from Para Los Ninos to raise funds for the child-care center...RTNDA's 1983 Meet: Las Vegas will be the site of the 38th annual RTNDA International Conference, held September 20-22...Station Highlights: WFAA/Dallas honored by the Texas Association of Broadcasters for Best Creative News Coverage of a Single Event and Best Local Station Promotional Spots..."Infinite" explores death, vocational astrology, and other mysteries on KCBS/San Francisco with News Director Charles Seraphin as host...WRKO/Boston expands Dr. Harry Sobel's "Thought Process" show to include a "networking" problem-solving feature whereby a listener's letter is read on-air and analyzed by callers from the New England area...KMOX/S. Louis celebrated its first "Galentine" program wedding on December 4...The "WGST Forum" presents 60-second commentaries by Atlanta civic leaders...KFWB/Los Angeles's "From Here To Technology" looks at the impact of the information revolution, while WXYZ/Detroit examines the rising costs of personal injury settlements in "Deep Pocket Defen- dant." Key guests: Dr. Norman Vincent Peale on KGNR/Sacramento, Edmund Fawcett, author of "The American Condition" on KSTP/St. Paul, James Bamford, author of "The Puzzle Palace" on ABC Talkradio with RayBrian..."Ritchi Breezes Into Windy City" — On behalf of his hit single "Trudy," Mobtown artist Lional Richie recently visited Chicago. While there he spent some time with WGN's Roy Leonard (II)."
Capitol's Little River Band concluded an American tour with three dates at L.A.'s Universal Amphitheatre, and were visited backstage by label executives and fellow Australian stars Rick Springfield and Olivia Newton-John. Pictured (lr) are Capitol VP Rupert Perry, group's Steve Houston, Graham Goble, and Wayne Nelson. Springfield, and Capitol's Kick Van Hengel; (lr middle) Capitol President Don Zimmermann, group's Derek Pellici and John Farnham, Newton-John, manager Glen Wheatley, and Capitol VP Walter Lee; (lr front) Capitol VP Sam Citro, group's Beeb Birtles and unidentified fan, and Capitol's Bob Hart.

**Compatriots, Capitol Join LRB**

Epic's Paul Carrack recently played Ritzmiller's in Los Angeles, and spoke with label executives after the show. Pictured (lr) are EPIA VP Larry Douglas, Carrack, and Epic VP's Gregg Geller and Frank Rand.

**Starship Troupers In New Jersey**

The Jefferson Starship recently played the Brendan Byrne Meadowlands Arena in New Jersey, and were joined postconcert by RCA executives. Pictured (lr seated in front) are group's Paul Kantner and Craig Chepuilo, RCA President Bob Summer, and label VP/USA & Canada Jack Craig; (lr rear) manager Bill Thompson, group's Grace Slick, RCA VP Joe Mansfield, and group's Peta Sear, David Freiberg, Don Balwin, and Mickey Thomas.

**Lakeside Re-Signs With Solar**

Veteran Solar artists Lakeside have re-signed with the label, with their seventh album due early next year. Pictured (lr seated) are Dick Griffey Productions President Virgil Roberts and group's Mark Wood, Norman Beavers, and Marvin Craig; (lr standing) group's Stephen Shockley, business manager John Ritter, group's Tiemeyer McCain, attorneys Michael Frisky and Joel Strode, Solar Chairman Dick Griffey, band's Otis Stokes and Fred Alexander, Griffco Management head Carolyn All, and group's Fred Lewis and Thomas Shelby.

**Travers Traverses Ritz Territory**

Polydor's Pat Travers played the Ritz in New York, with PolyGram executives turning out to support him. Pictured backstage after the performance are (lr standing) PolyGram's Stu Fine and Linda Walker, VP Dan Young, company's Joe Grossman and Derek Shulman, Travers, VP's Bob Edson and Jerry Jaffe, manager Doc McGinn, and PolyGram's Bob Singer; (lr seated) company's Handy Roberts and Bill Catrillo.

**Gaynor Goes Live**

Atlantic's Gloria Gaynor introduced her first album for the label at a performance at Studio 54 in New York. Pictured during the festivities are Gaynor and Atlantic Chairman Ahmet Ertegun.
Atlantic staged a number of parties for Foreigner's new "Records" greatest hits package at diners across the nation. In keeping with the album's art theme, Pictured at the New York affair are (l-r) rear) group's Rick Wills, WNEW-FM air personality Tom Mornese, and Atlantic's Danny Buch; (l front) Atlantic Exec. VP/GM Dave Gliew, WYNY Assistant PD Jeff Mazzell, group's Lou Gramm, Atlantic's Judy Libow, group's Dennis Elliott, label's Alan Wolmark and Lou Sicurezza.

**A&M & IRS On The Beat**


**PolyGram Mills About Mills**

Following Cassisland/PolyGram artist Stephanie Mills's Beverly Theatre performance, the company held a reception in Beverly Hills in her honor. Pictured (l-r) are co-managers Alan and Cassandra Mills, PolyGram VP Jeffie Syndey, VP/GM West Coast Russ Regan, Mills, PolyGram VP Bill Haywood, company's Ernie Singleton, VP Emiel Petrone, and Jean McDonald; PolyGram's Willie Tucker is kneeling in front.

**E/A Schedules '83 Camaros**

Elektra/Asylum has added to its automotive artist stable by signing New York-based Camaros, who have just completed their first album. Pictured (l-r) rear) are E/A's Victor Chirel and Massimo Sartori, group's Murray Weinstock, and E/A Sr. VP Bruce Lundvall; (l front) producer Tom Alton and group's Dave Mae Munch.

**McFadden & Whitehead's Capitol Investment**

Gene McFadden and John Whitehead recently met with Capitol VP Vernell Johnson to discuss plans for the first Capitol McFadden & Whitehead LP, "Movin' On." Pictured (l-r) are Whitehead, Johnson, and McFadden.

**Cain Breaks In L.A.**

RCA's Tane' Cain made her West Coast debut at Rissmiller's in the Los Angeles area. Pictured after the show are (l-r) RCA VP Paul Atkinson, label's Barry Gross, and Cain.

**WEA Canada Engenders Elton Gold**

Geffen artist Elton John was given a gold record for his "Jump Up" LP by WEA Canada following a Maple Leaf Gardens/Toronto concert at which Elton would have definitely been number one with a bull. Pictured (l-r) are WEA Canada's Roger Desjardins, John, and WEA Canada Exec. VP Ross Reynolds.

**Roe Wins MBI Award**

Singer Tommy Roe was presented with a special award by the Atlanta-based Music Business Institute, in conjunction with Georgia Music Week. Pictured (l-r) are Roe, publisher Bill Lowery, and MBI Exec. Director Marty pajl.
Vandross Has An Epic Party

Epic's Luther Vandross recently played the Greek Theatre in Los Angeles, with a strong turnout from label executives. Pictured (l-r) are CBS Sr. VP/GM West Coast Myron Roth, Epic VP Larry Douglas, Epic artist George Duke, Epic's Ron Lenham and Maurice Warfield, CBS International VP Mauri Leblanc (front), Vandross, and CBS VP/GM Black Music A&R Larkin Arnold.

Priest's Gold Collection

Columbia's Judas Priest were recently awarded gold album plaques for their "Screaming For Vengeance" LP. Pictured at the label's New York headquarters are (l-r) Columbia VP Bob Sherwood, group's Ian Hill, K.K. Downing, Rob Halford, Dave Holland, and Glenn Tipton, and Columbia Sr. VP/GM Al Teller.

PolyGram's Uncle Floyd Hat Trick

Entering the lucrative "Floyd" sweepstakes (along with Columbia, which has Pink, and RCA with Counti), PolyGram has signed syndicated TV star Uncle Floyd (Vivino), with an album coming out early next year. Pictured at the signing, many adorned with characteristic cheepaus a la Floyd, are PolyGram VP Ted Green, company's Harry Palmer, Sr. VP Chip Taylor, VP Jerry Jaffe, and Exec. VP Mel Iberman (in seated) Uncle Floyd and PolyGram President Guenter Hensler.

Carter Comes To Musician

Bassist Ron Carter has signed with Elektra/Musicien Records, with an album due in late January. Pictured (l-r) are Carter, Elektra/Musicien President Bruce Lundvall, and attorney Alan Bergman.

Sounds Of Silas

RCA held a reception to present Affie Silas's debut album "Affie." Pictured (l-r) are RCA's Basil Marshall, Hilda Williams, Patrick Spencer, Silas, and RCA's Robert Wright.

Classic Gold For Scottis

K-tel Music presented gold and platinum awards to the Scotti Bros. promotion organization for the "Hooked On Classics" LP. Pictured (l-r) are Ben Scotti Promotions President Ben Scotti, K-tel Music VP David Milner, Scotti Bros. Chairman Tony Scotti, and Scotti Bros. VP Nick Testa.

Outlaws Macon Friends

The Outlaws rehearsed for their ninth album at Capricorn Studios in Macon, and were welcomed by local industry notables. Pictured (l-r) are Great Southern's Ira Socoloff, Up Front Music's Jerry Womack, Empire Agency's Alex Hodges, group's Natey Thompson, Rick Corley, and David Dix, and Hustlers Inc.'s Alan Walden.
West, Looking for beginners. Check Buell and a strong specialized program. Each week 3 hours of the content is chosen from the 50's, 60's & 70's and the stories behind them. Send or call for your demo tape today.

**CURRENT AND CLASSIC AIRCHECKS!**


Cost: $10.50

Current issue #33 features KKZP-Bob Brundage, KZPP/Dave Otto, KZP/KFJR/Gary Owns, KF/LOH/Lamar & from Palm Springs, A/C KDMZ, Bruce's rock KDZS-FM. 90-minute cassette. $5.50

Special issue #5-6 features Boston! C/B's WBZ, WJZ, WGBH, WGWY, WJFT, WROR, CHM/CFTR plus AOR CHUM-FM from Toronto. Cassette. $5.50

Special issue #5-10 features Boston! C/B's WBZ, WJZ, WGBH, WGWY, WJFT, WROR, CHM/CFTR plus AOR CHUM-FM from Toronto. Cassette. $5.50

CA readers add 4% of local taxes still available - write for list.

**CALIFORNIA AIRCHECKS**
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The radio and record industries are big markets to cover with a limited sales force. So why not put R&R Marketplace to work for you!

It's a sure way to generate qualified sales leads.

Just call PAM at (213) 553-4330 for more information.

Birmingham's newest 100,000 watt contemporary FM hits the air within a few weeks from brand new state of the art studios. Some of the best people in the business have already joined our winning team, but openings still exist for several air shifts (full and part-time).

If you would like to be in on the ground floor of what will be one of America's most exciting new radio stations, send tape and resume to Bill Thomas at WMJJ, 2023 West 5th St., Terre Haute, IN 47807.

W永不间断的空中才艺。

WOW-WFM looking for afternoon news reporter-

cher with strong sports background. TBR: Juan Kellar Murphy, Box 2780, Pensacola, FL 32503. EOE M/F 11-10.

KTEM needs ND. Three years experience. Contact George Franz, KTEM, Box 1236, Terre Haute, IN 47803. EOE M/F 11-10.


Future openings FM CHR outlet. TBR: Dan Jacque, PO, KXVC, Victoria, TX 77903 or call 972-755-8991. EOE M/F 11-12.

Top-rated Superstars station seeking major morn-

ing talent search. Creative entertainers, minimum 3 yrs experience. TBR: FM PD, PO, P.O. Box 1280, Hixson, TN 37343. EOE M/F 11-12.

 Needed: strong personality night pick for Savannah market. Rush TBR: Freddy Mann, acting PO, WBBJ/KULM, P.O. Box 1280, Hixson, TN 37343. EOE M/F 11-10.

Wanted: personality morning man for A/C. 5th largest city. PO, TVFMS, WKLB, 973 High St., Cleveland, OH 44113. EOE M/F 11-10.

WGLD's future talent bank needs some new deposits! If you're a pro at entertaining a crowd, and would like to work in a Top 50 market at one of the finest Easy Listening stations in the country, send your tape and resume to Ed Owens, Box 2809, High Point, NC 27261. I'm particularly interested in talent with A/C experience. EOE M/F 11-12.


OK100/Continenelle, NY needs one good rock-

ker. TBR: RN Shannon, Box 1184, Erie, PA 16512. EOE M/F 11-12.

Major Gulf Coast adult station seeking a TBR for an AM drive. Major broadcasting group. Good salary, no benefits. TBR: c/o PO, P.O. Box 169054, Mobile, AL 36612. EOE M/F 11-2.

Wanted: fulltime night jock. Top 40 tape with tight board technician. 10,000 watt Country rocker. Only the good apply. Reply: OM, P.O. Box 2285, Panama City, FL 32401. EOE M/F 11-12.

Brand new FM in Northern MN needs full-time air

nacers. TBR: Leo Mrozekiewicz, P.O. Box 159, Gaylord, MN 56446. EOE M/F 11-12.

WANTED: Experienced TBR's for our future open-

ings. OREAROR style personalities with 2 yrs ex-

perience. TBR: WAM, 722 7th St., Sheboygan, WI 53083. EOE M/F 11-10.

In order to qualify for any of the above openings, you must have a clean reportable background. If you are a T&R applicant, your resume must state that you agree to R&R's T&R: 77903, Clarksville, TN 37040.

For free brochure or to order, write:

Professional
Desk References, Inc.
115 W. North Ave., Suite 2, Modesto, CA 95356. EOE M/F 11-12.

For every How you'd like to know more about our new free brochure or to order, write:

Professional
Desk References, Inc.
115 W. North Ave., Suite 2, Modesto, CA 95356. EOE M/F 11-12.

A great gift in '83! COLORPak®Set: Let's City seeks friends of news, personal, and talk radio. Rush tape to: Box 307, Vestal, UT 84087. EOE M/F 11-12.

We have openings for CHR evening shift. Experience necessary. Strong production. Send TBR: John Hayley, KXKL, Box 307, Vestal, UT 84087. EOE M/F 11-12.

Opening for weekend news, talk, and sports. Great place to work. Send resume to: Box 307, Vestal, UT 84087. EOE M/F 11-12.

NDC and MORNING anchor needed for a 1AM.

ch in important market in the Great Plains. Must be able to interact with other morning personalities while maintaining profes-

sional news credibility. Must also understand importance of perceived role of ND, to be part of our management de-

partment, not journalistic iconoclast. Would need large, expanding news department. Excellent salary and working conditions in stable economic area with growing communications company. Send salary needs, resume, reference, and voice cassette to: Bob Heinbreyter Assoc-

i., 136 East 51St St., New York NY 10022. EOE M/F 11-12.

PD for market leading A/C station. 14 years dominance in same format. Apply to: Dwight Douglas, Burkhardt/Abraham, 6550 River Chase Circle East, Atlanta, GA 30332. (12-10)

PD opening for all-voice personality/production.

Cape City Country powerhouse. TBR: Greg Hall, WARR/AM, Box 2969, Springfield, IL 62782. EOE M/F 11-12.

KXKL-FM seeks an experienced midday personality for A/C format. TBR: Box 3016, Billings, MT 59107. EOE M/F 11-2.

Dynamic News/Talk station seeking tapes, res-

umes for future openings. Send to Dave Ullman, WYTN, 1917 Watson Blvd. Grand Rapids, MI 49503. EOE M/F 11-12.

Premiere A/C morning job still open at KBRW. No ex-

perience. Salary requirements and TBR: Barry Kent, 1301 Oro St., Tempe, Ariz. 85281. EOE M/F 11-12.

Wanted: morning man with PD potential needed for 36+ HR drive. TBR in 250,000 market. TBR: Kato Clark, WR-

TA, 3000 Sandy Hollow Rd., Rockford, IL 61105. EOE M/F 11-10.

Morning drive/Production Director. High energy A/C, self-starter. TBR: and salary plus photo: Max Mih-

ker, XLR, Suite 414, Community Blvd., Corona City, CA 91723. EOE M/F 11-12.

Immediate need for personality at CHR-formatted KBAM. Rush TBR: Box 2085, Redwood, ND 58061. EOE M/F 11-12.

Rocky Mountain West station, close to Sun Valley has future openings. Full part-time, TBR: Rob King, Box 346, Twin Falls. ID 83301. EOE M/F 11-12.

Leading L.A. FM, one of a group of leading sta-

tions, is seeking to expand with News per-


KYU 4600 Country, now accepting TBR's for pos-

sible future openings. Applicants with experience in country music. TBR: Dae E. Sparks, PO, KYU Box 1967, Glendale, CA 91202. EOE M/F 11-12.

AOR KZEL accepting TBR's for immediate weekend openings. Charlie Van Hal, P.O. Box 7018, Eugene, OR 97401. EOE M/F 11-12.

Wake up the Rockies!

KNUS Talkradio 71 needs a morning show host or team for its unique presenta-

tions of talk, personality, and newsmaker interviews. Must be bright, fun, inquisitive pro, definitely not self in old radio ways. Send an explanation of how you'd like to blend entertainment with news, talk and information, along with tape and salary history to Carl Gardner, KNUS Talkradio P.O. Box 4505 Monroe Road, Denver, CO 80217.

Free phone calls, please E.O.E. member Sandusky Radio Division.

Four-time communicator for A/C ledger. Looking for personality plus. TBR: Dave Armstrong, KKWZ Radio, 3101 West 5th St., Santa Ana, CA 92703 EOE M/F 11-12.

Immediate need for personality at CHR-formatted KBAM. Rush TBR: Box 2085, Redwood, ND 58061. EOE M/F 11-12.

Rocky Mountain West station, close to Sun Valley has future openings. Full part-time, TBR: Rob King, Box 346, Twin Falls, ID 83301. EOE M/F 11-12.

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AOR KZEL accepting TBR's for immediate weekend openings. Charlie Van Hal, P.O. Box 7018, Eugene, OR 97401. EOE M/F 11-12.
West coast major AOR looking for Sportscaster with infectious enthusiasm, unique style and delivery, and a knack for getting people involved. Play-by-play not necessary. Must have major market experience. Send T&R to: Radio & Records, 1930 Century Park West, #421, Los Angeles, CA 90067.

KNX/KNX-FM looking for DJ's with production skills. Send T&R, photo, and sample of production: P.O. Box 26040, Tucson, AZ 85728. (All calls confidential)

Keno looking for experienced PD/air talent A/C. Nancy Reynolds, KENO, P.O. Box 3262, Las Vegas, NV 89126; No phone calls: EEO/HIVV.

Expertised radio jock needed to entertain nationwide hotel lounge/Spindrift, MA 7 nights per week. Position does not require local. Call Mountain, KBMW, Santa Fe, NM at 505-475-1010.

Opening for AM sign on. Personality oriented, T&R. Station Manager, KBCR, 1906 Capital Avenue, Olympia, WA. No phone. EEO M/F.

Positions Sought

Chicago market professional seeks full-time. All forums considered. Will relocate. BRUCE (312) 244-5004. (All calls confidential)

WILD BILL SCOTT available now for programing/midday talent role IMC. Former WABD, WAHI, WILM, WADT. Contact today: Cell 312-340-0911. (12-17)

Young aggressive team, fresh creative material, takes direction, experienced, heavy production, copywriting, good ratings. All around fun. MAINE or KEVIN 773-6923. (12-17)


Workaholic available, flights for 2 straight years in market of 250,000. Have 5 years experience. A/C & CHR. News, P-B, P-P. 801-381-1666. (12-17)


KIK914's KEVIN MICHAELS looking to relocate, CHR, AOR, Exec. production. Dedication to the listener, personality/communication. Won't mind Cocktails. (305) 894-2664. (12-17)

28-year old announcer. ND/PA position seeks work in medium market. 4 years experience. (607) 483-5876. (12-17)

Outstanding jock with 8 years on the air, plus production & sports experience. Writing to relocate. DON 734-2037. (12-17)

Experienced PD, MD, Operations Director. CHR, AOR, Country. Looking for change now. Let's talk. Call (714) 430-7816; ask for J-P. (12-17)

5 years experience A/C, CHR, AOR. 22 months in midsize market. Excellent ale. Rim. 30 years experience. 40% would hire. WILL relocate anywhere. GARY 406) 702-4287. (12-17)

15 year pro, major market experience. Looking for midsize market programming position. Call anytime. BOC WACD (218) 855-8990. (12-17)

Enthusiastic broadcaster seeks work to head position for a progressive station/AC personality. Contact Pubs, P-D, Air Records. (All calls confidential)

Help Stop Job Searches!

Show prospects your station means business by placing an ad that gets immediate attention...and action.

Order an Action Ad that reflects the excitement of your station and gets quick results.

Just call PAM at (213) 533-4330.
Bobby Darin Dead At 37

MONDAY, DECEMBER 20 — Singer Bobby Darin died at Lebanon Hospital in Hollywood on December 20, 1973, following his second open heart surgery in two years. Darin had suffered from heart disease since age eight when he was struck by a severe attack of rheumatic fever. One of the top recording stars of the late 50's, Darin signed with Decca Records in 1956, and released his first single, "My First Love," co-written with Don Kirshner, later that year. In 1968, "Splish Splash" on Aetco brought him international acclaim. A long chain of hits followed, including "Mack The Knife," "Bill Bailey," and 36 other chart songs.

Crosby, Stills, Nash Unite

TUESDAY, DECEMBER 21 — One of the tightest and most harmonious vocal trios in rock began a recording career that would span three decades, when on December 21, 1968, David Crosby, Steve Stills and Graham Nash met for the first session which would yield their self-titled debut album. Each was a member of a successful group (Crosby of the Byrds, Stills from Buffalo Springfield, Nash of the Hollies), the three met the previous summer at John Sebastian's house in California, sang together for the first time, and decided then and there to form a group. Their first album was critically acclaimed.

Robin & Maurice Born

WEDNESDAY, DECEMBER 22 — The twins Robin and Maurice Gibb, who would grow up to become two-thirds of the Bee Gees, were born in the early morning hours of December 22, 1946, a half-hour apart (Robin being the older). At first, brother Barry, older by three years, had little use for the new arrivals, but soon they grew very close. Their first memory of ever harmonizing together was in 1956. Barry was 9, the twins, 6.

McVie Drug Bust

THURSDAY, DECEMBER 23 — Christmas was somewhat less merry for Fleetwood Mac bassist John McVie and his wife Julie in 1980, for on December 23 of that year the two were busted by Honolulu police and charged with possession of cocaine. Authorities were signaled to the presence of the illicit substance by drug sniffing dogs used to check packages going through the Honolulu postal system from abroad. The dogs reacted to one in a plain brown wrapper addressed to the McVies. The two were charged with felony. EXTRA FACTS: In 1969, Fleetwood Mac was known for their drug bust and the banishment of John McVie. In 1970, they released their first album, "Fleetwood Mac," which became a breakthrough for the band.

Beatles' Christmas Show

FRIDAY, DECEMBER 24 — The second of the Beatles' famous London Christmas shows opened on December 24, 1964, at the Odeon in Hammersmith. The show ran for more than three weeks, and featured an all-star cast, including hitmakers Freddie & the Dreamers and the Yardbirds.

Radio & Records
This Week In Music History

BY DAN FORMETO OF THE SOURCE

The Music Section
DECEMBER 17, 1982

CHR

<table>
<thead>
<tr>
<th>#1</th>
<th>LIONEL RICHIE (7th week)</th>
<th>TOM PETTY (4th week)</th>
<th>KENNY ROGERS</th>
<th>JACOB/MCCARTNEY</th>
</tr>
</thead>
<tbody>
<tr>
<td>HALL &amp; OATES (14th week)</td>
<td>JACQUELINECARRETTY (2.2)</td>
<td>PHIL COLLINS (15-4)</td>
<td>MERLE HAGGARD (5-3)</td>
<td>DAHKA KHAN (3-9)</td>
</tr>
<tr>
<td></td>
<td>TOTO (7-4)</td>
<td>LED ZEPPELIN (15-6)</td>
<td>JOHNNY LEE (1-3)</td>
<td>BAR KAYS (6-4)</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>EVELYN KING (8-9)</td>
</tr>
</tbody>
</table>

Next

Week's #1

Contenders:

Breakers:

Most Added:

Hottest:

Biggest Chart Jumps:

Debuts:

FRIDAY, DECEMBER 24 — The second of the Beatles' famous London Christmas shows opened on December 24, 1964, at the Odeon in Hammersmith. The show ran for more than three weeks, and featured an all-star cast, including hitmakers Freddie & the Dreamers and the Yardbirds.
Country singer Jim Glaser has signed with Noble Vision Records of Atlanta. Pictured at the pacting are (l-r) Noble Vision President Don Tolle, Glaser, and Noble Vision VP Hal Owen.

THE FLEET'S IN — KNEW & KSAN, in conjunction with the city of San Francisco, sponsored "Fleet Week 1982" as a way of proclaiming the city "The Best Liberty Port In The World." Obviously, the folks in this picture agree, as over 6000 sailors and their guests were greeted by San Francisco Mayor Diane Feinstein and Admiral Fury of the Pacific Fleet while dancing to local group The Lawyers.

GATLIN'S GUEST ON WWW — The Gatlin Brothers, in town for a promotion tour, stopped by the WWW/WDET studios to guest DJ recently. Pictured are (rear, l-r) MD Kevin Hering, Larry Gatlin, PD Barry Mardit, and afternoon DJ Chuck Sanborn; (front, l-r) CBS Records' Rich Abbenic, Steve Gatlin, and Rudy Gatlin.

WIRE FREE PICNIC DRAWS 50,000 — Even intermittent rain couldn't dampen the spirits of the 50,000 plus fans who turned out for the 6th annual WIRE/Indianapolis Fair Picnic, headlined again this year by Barbara Mandrell, and also featuring Mel McDaniel and Gary Morris. WIRE's free picnic, held each year as a thank you to its listeners, was chock full of activities, including a Dolly and Burt look-a-like contest, a watermelon-eating contest, a bubblegum-blowing contest, and a carnival, and gave listeners a chance to meet their favorite WIRE air personalities.

National Music Formats Added This Week

Satellite Music Network
George Williams (213) 343-9205
The Starstation
JUCIE NEWTON "Heart Of The Night"
AMERICA "Right Before Your Eyes"
CULTURE CLUB "Do You Really Want To Hurt Me"
BOB SEGER & THE SILVER BULLET BAND "Shame On The Moon"

Country Coast-To-Coast
LOUISE MANDRELL "Romance"
DON WILLIAM "I'll Hollywood Don't Need You"
WILLIE NELSON "Last Thing I Needed...."

TM Programming
Cal Casey (213) 634-8511
Stereo Rock
PETER GABRIEL "Shock The Monkey"
CULTURE CLUB "Do You Really Want To Hurt Me"
DONNA SUMMER "The Woman In Me"
AIR SUPPLY "Two Legs Lonely People In The World"
LINDA RONSSTADT "I Knew You When"

Beautiful Rock
MEN AT WORK "Down Under"
TM Country
DAVID FRIZZELL & SHELLY WEST "Please Surrender"

Peters Productions, Inc.
Debbie Welsh (714) 565-8511
Country Lovin'
CRYSTAL GAYLE "'Til I Gain Control Again"
GEORGE JONES & MERLE HAGGARD "C.C. Waterback"

The Great Ones
DOLLY PARTON & WILLIE NELSON "Everything's Beautiful (In Its Own Way)"
POCO "Shoot The Moon"
LINDA RONSSTADT "I Knew You When"
GLENN FREY "All Those Lies"

Tanner Musical Spectrum
Kenny Bosket (901) 320-4433
Bright Blue A/C
LINDA RONSSTADT "I Knew You When"
MARVIN GAYE "Sexual Healing"
ANNE MURPHY "Somebody's Always Saying Goodbye"
POCO "Shoot The Moon"
BILLY JOEL "Allentown"
BOB SEGER & THE SILVER BULLET BAND "Shame On The Moon"

Tanner Country
DON WILLIAMS "I'll Hollywood Don't Need You"
GARY MORRIS "Velvet Chains"
WILLIE NELSON "Last Thing I Needed...
GEORGE JONES & MERLE HAGGARD "C.C. Waterback"
CHARLEY PRIDE "Why Baby Why"
STEVE WARNER "Don't Plan On Sleeping Tonight"

Red Satin Rock
MICHAEL MCDONALD "I Gotta Try"
BOB SEGER & THE SILVER BULLET BAND "Shame On The Moon"
BILLY JOEL "Allentown"
A FLOCK OF SEAGULLS "Space Age Love Song"
SAMMY HAGAR "Your Love Is Driving Me Crazy"
JUICE NEWTON "Heart Of The Night"

Drake-Chenault
Bob Laurence (213) 883-7400
XT-40
MICHAEL MCDONALD "I Gotta Try"
BOB SEGER & THE SILVER BULLET BAND "Shame On The Moon"
A FLOCK OF SEAGULLS "Space Age Love Song"
PETER GABRIEL "Shock The Monkey"

Contempo 300
MEN AT WORK "Down Under"
BOB SEGER & THE SILVER BULLET BAND "Shame On The Moon"

Great American Country
CRYSTAL GAYLE "'Til I Gain Control Again"
ALABAMA "Christmas In Dixie"
CHARLY PRIDE "Why Baby Why"
T.G. SHEPPARD & KAREN BROOKS "Faking Love"

Radio Arts
John Benedict (213) 841-2025
Bright & Easy Country
VERN GOSDIN "Today My World Slipped Away"
The Entertainers
SYLVIA "Like Nothing Ever Happened"
POCO "Shoot For The Moon"

Sound 10
POCO "Shoot For The Moon"
BOB SEGER & THE SILVER BULLET BAND "Shame On The Moon"
BILLY JOEL "Allentown"

Century 21
Greg Stephens (213) 934-2121
The Z Format
GOLDEN EARRING "Twilight Zone"
DONNA SUMMER "The Women In Me"
MARVIN GAYE "Sexual Healing"
The A/C Format
LINDA RONSSTADT "I Knew You When"
BOB SEGER & THE SILVER BULLET BAND "Shame On The Moon"

Super-Country
RICKY SKAGGS "I Wouldn't Change You If I Could"
CONWAY TWITTY "The Rose"
JIM GLASER "When You're Not A Lady"

BPI
John Res (800) 425-9082
Adult Contemporary
FLEETWOOD MAC "Love In Store"
BILL CONN "Theme From Dynasty"

Country Living
JIM GLASER "When You're Not A Lady"
LEE GREENWOOD "Am I No Trick (It Takes Magic)"
DOLLY PARTON & WILLIE NELSON "Everything's Beautiful (In Its Own Way)"

Concept Productions
Dick Wagner (916) 782-7754
Adult Rock
BOB SEGER & THE SILVER BULLET BAND "Shame On The Moon"
DONNA SUMMER "The Women In Me"
STEVE MILLER BAND "Give It Up"
PETER GABRIEL "Shock The Monkey"
GOLDEN EARRING "Twilight Zone"
## December 17, 1982

<table>
<thead>
<tr>
<th>Rank</th>
<th>Artist/Track</th>
<th>Medium</th>
<th>Most Added</th>
<th>The Hottest</th>
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<tbody>
<tr>
<td>1</td>
<td>TOM PETTY...</td>
<td>12/07/82</td>
<td>12/10/82</td>
<td>12/13/82</td>
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<tr>
<td>2</td>
<td>JOEY + THE COOL CATS</td>
<td>12/07/82</td>
<td>12/10/82</td>
<td>12/13/82</td>
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<tr>
<td>3</td>
<td>PAT BENATAR...</td>
<td>12/07/82</td>
<td>12/10/82</td>
<td>12/13/82</td>
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<tr>
<td>4</td>
<td>NANCY WILSON</td>
<td>12/07/82</td>
<td>12/10/82</td>
<td>12/13/82</td>
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<tr>
<td>5</td>
<td>PAT BENATAR...</td>
<td>12/07/82</td>
<td>12/10/82</td>
<td>12/13/82</td>
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<tr>
<td>6</td>
<td>DARYL HALL &amp; JOHN OATES</td>
<td>12/07/82</td>
<td>12/10/82</td>
<td>12/13/82</td>
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<tr>
<td>7</td>
<td>J. GEILS BAND</td>
<td>12/07/82</td>
<td>12/10/82</td>
<td>12/13/82</td>
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<td>8</td>
<td>DONALD Fagen</td>
<td>12/07/82</td>
<td>12/10/82</td>
<td>12/13/82</td>
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<tr>
<td>9</td>
<td>FRANK MARINO</td>
<td>12/07/82</td>
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<td>10</td>
<td>SAMMY HAGAR</td>
<td>12/07/82</td>
<td>12/10/82</td>
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<td>11</td>
<td>ROSE TATTOO</td>
<td>12/07/82</td>
<td>12/10/82</td>
<td>12/13/82</td>
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</tbody>
</table>

### The Added Reports

- **December 17, 1982**

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 artist title. The first represents total number of reports within the specific rotation for the week. The second is the number of those stations playing the album this week. The second is the number of those stations that reported it in medium rotation this week. Below WTH 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

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 artist title. The first represents total number of reports within the specific rotation for the week. The second is the number of those stations playing the album this week. The second is the number of those stations that reported it in medium rotation this week. Below WTH 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

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 artist title. The first represents total number of reports within the specific rotation for the week. The second is the number of those stations playing the album this week. The second is the number of those stations that reported it in hot rotation this week. Below WTH numbers are breakdowns of the album's reports in other rotations for the week. The album's preferred airplay cut is listed.
**Significant Action**

**KISS** - Creatures Of The Night (Casablanca/PolyGram)  "Loud" Title  Total: 49. A-15, M-28, H-6

**PSYCHEDELIC FURS**   Forever Now (Columbia)  "Love My Way"  Total: 40. A-15, M-28, H-6

**PAT TRAVERS**   Black Pearl (PolyGram)  "Rather" "Rockin'"  Total: 47. A-0, M-36, H-11

**LITTLE STEVEN**   Men Without... (EMI America)  "Forever" "Lily"  Total: 44. A-10, M-29, H-5

**WAITRESSES**   I Could Ruin The World (PolyGram)  "Christmas"  Total: 43. A-34, M-8, H-1

**MOVING PICTURES**   Days Of Innocence (Network-E)  "What" "Buster"  Total: 42. A-8, M-24, H-9

**ENGLISH BEAT**   Special Beat Service (IRG/AtM)  "Save"  Total: 39. A-9, M-24, H-6

**SCANDAL**   Love's Got A Line... (Columbia)  "Good"  Total: 38. A-9, M-30, H-3

**FOREIGNER**   Records (Atlantic)  "Hot Blooded"  Total: 38. A-26, M-11, H-1

**BILLY SQUIER**   Emotions In Motion (Capitol)  "Everybody" "Learn"  Total: 37. A-1, M-17, H-19

Significant Action listings showcase product in all musical configurations that has received significant airplay but which has not garnered sufficient reports to chart on the National Airplay40 listing. These records are listed in order of airplay. They may be either new on the radar or former National Airplay40 chart acts.
**SOUTH**

**MOST ADDED**
- Sammy Hagar (38/25)
- Waitresses (10/9)
- Foreigner (11/8)
- Duran Duran (30/7)
- Psychedelic Furs (8/6)

**MEDIUM**
- Night Ranger (25/18)
- Talk Talk (24/18)
- Golden Earring (32/17)
- Missing Persons (25/16)

**THE HOTTEST**
- Tom Petty (38/37)
- Pat Benatar (33/23)
- Man At Work (32/32)
- Supertramp (30/23)
- J. Geils Band (35/27)

**NOTES:** Two numbers follow each name. The first tells the given region. The second displays the number of ratings in that region for the respective item.
NEW & ACTIVE

CONWAY TWITTY (Elektra) RICKY SKAGGS (47)
I Wouldn't Trade It / You If I Could (EP) 
WHITE'S (39)
Hangin' Around (RCA) MARTY ROBBINS (29)
Rollin' Home (RCA) DON WILLIAMS (26)
If Hollywood Don't Need You (MCA) D. PARTON & W. NELSON (25)

MOST ADDED

CONWAY TWITTY (Elektra) RICKY SKAGGS (47)
I Wouldn't Trade It / You If I Could (EP)

HOTTEST

OAK RIDGE BOYS (46) Thomson, Ga. Don't Be Cruel (Elektra) 
KENTON HAGGARD (42) Going Where The Lonely Go (Elektra) 
SYLVIA (36) Like Nothing Ever Happened (RCA)

DECEMBER 17, 1982

KENNY ROGERS/&#34;Love Song (Liberty)&quot; (Curb) (38/29)
MERLE HAGGARD/&#34;Going Where The Lonely Go (Elektra)&quot; (Curb) (37/29)
JOHNNY LEE & FRIENDS/Oswego (Folks Full Moon/Mayfair) (36/31)
EARL THOMAS CONLEY/Somewhere Between Right... (RCA) (35/31)
ROSANNE CASH/Wonder (Columbia) (34/31)
GEORGE STRAIT/Mermaid Cell (Columbia) (33/31)
SYLVIA/Like Nothing Ever Happened (RCA) (32/30)
EDDIE RAVEN/San Antonio Don't Care (Liberty) (31/29)
THOMAS CRAWFORD & JACOB/So Easy To Love (Elektra) (30/28)
JOHNNY CASH/&#34;When You're On The Right Side Of The Track...(Mercury) (29/28)
LEON EVELETTE/&#34;Shadows Of My Mind...(RCA) (28/27)
DOLLY PARTON/Hard Candy Christmas (RCA) (27/26)
BELAMY BROTHERS/Redneck Girl (WB/Curb) (26/25)
LAURENCE JSPERSON/&#34;I'd Rest My Beating Heart On You... (RCA) (25/24)
LARRY BLAIR/&#34;Good News (Liberty) (24/23)""

SIZNIFICANT ACTION

BURLIOTO BROTHERS/"Blue And Broken Hearted Me..." (Curb) (38/28)
JERRY REED & FRIENDS/Riding My Saddle (MCA) (37/28)
JOHNNY CASH/"I'll Be There For You..." (Mercury) (36/28)
DON WILLIS/"Don't You Know What's Happening..." (Curb) (35/28)
STEVE STEVENS/"Don't Be Cruel..." (RCA) (34/28)
JIMMY HARRIS/"Lost His Love..." (Epic) (33/28)
NORMAN GRAY/"Mr. Bad..." (Curb) (32/28)
RONNIE MILSAP/"Inside...(MCA) (31/28)
DOLLY PARTON/Hard Candy Christmas (RCA) (30/28)
BELAMY BROTHERS/Redneck Girl (WB/Curb) (29/28)
LAURENCE JSPERSON/"I'd Rest My Beating Heart On You... (RCA) (28/28)
LARRY BLAIR/Good News (Liberty) (27/28)""
### Regional Adds & Hots

**Hottest Tracks:**

- "You Can't Run From Love" (Elektra) **EDDIE RABBIT**

**Country Albums:**

Cuts in bold type are receiving the heaviest airplay.

- **JOHN ANDERSON** — Wild & Blue — (WB) "The Waltz You Served For Me" "Swingin'" "Disappearing Farmer" "Goin' Down Hill" "She Never Looked That Good When She Was Mine"
- **RAZZY BAILEY** — A Little More Razz — (RCA) "Keep A Banner Life On Fire" "I'm No Mama's Little Girl" "Guess Who's Gonna Be A Dad"
- **BELLAMY BROTHERS** — Strong Weakness — (Elektra/Curb) "Killed Country Music" "Liar Eyes" "Long Distance Love Affair" "When You're Right"
- **EARL THOMAS CONLEY** — Somewhere Between Right And Wrong — (RCA) "The Highway Home" "Love Got All Night"
- **JANIE FRICKE** — It Ain't Easy — (Columbia) "Love Have Mercy" "It's A Heartache Looking For A Place To Hang" "I Won't Hold Back Until I Find A Fool"
- **CRYSTAL GAYLE** — True Love — (Elektra) "The Faultline" "True Love" "Deeper In The Fire" "You Bring Out The Lover In Me"
- **MERLE HAGGARD** — Going Where The Lonely Go — (Epic) "Nobody Darlin' But Me" "Blossom For Dresses" "I Won't Give Up My Train" "Somewhere You're Gonna Need Your Friends Again"
- **MERLE HAGGARD & GEORGE JONES** — A Taste Of Yesterday's Wine — (Epic) "Silver Eagle" "No Show Jones"
- **WAYLON JENNINGS & WILLIE NELSON** — Whatcha Gonna Do — (RCA) "Me, Shelby And Joe" "The Year That Clayton Delaney Died"
- **JOHNNY LEE** — Sounds Like Love — (Full Moon) "It's Up To You" "Sounds Like Love" "Shut Full Of Love"
- **RONNIE MILSAP** — Inside — (RCA) "Carolina Dreams"
- **EDDIE RABBIT** — Radio Romance — (Elektra) "You Can't Run From Love" "You Got Me Now" "Good Night For Falling In Love" "Looking On The Outside" "Bedroom Eyes"
- **JERRY REED** — The Bird — (RCA) "Down On The Corner" "Good Time Baloney Night" "Red River"
- **LINDA RONSTADT** — Get Closer — (Asylum) "My Blue Team" "The Moon Is A Hard Mistress" "Stay For Me" "To Say"
- **T.G. SHEPPARD** — Perfect Stranger — (WB/Curb) "A Pretty Diamond Ring" "The Sun's Gonna Shine On Me"
- **RICKY V. BAGGS** — Highway & Heartaches — (Epic) "Highway 40 Blues" "Don't Let Your Sweet Love Die" "Can't You Hear Me Callin'"

**147 Current Reports**

All stations reported this week.

**Most Requested:**

- **OAK RIDGE BOYS** "Thank God For Kids" (MCA)
- **JERRY REED & FRIENDS** "The Bird" (RCA)
- **E. RABBIT & C. GAYLE** "You Are" (Elektra)
- **DOLLY PARTON** "Hard Candy Christmas" (RCA)
GROVER WASHINGTON JR./PATTIE LABELLE
The Best Is Yet To Come (Elektra)
74% of our reporting Stations indicated with a (+) their Heavy Rotation

ORBIT
Rotations: Heavy

MELBA MOORE
Mind Up Tonight (Capitol)
71% of our reporting Stations indicated with a (+) their Heavy Rotation

DEBARGE
LANIER
WPDQ, WTLC, WJMO, WYLD-FM, WAAA, WTLC. Medium: WPDQ, WYLD-FM, WAAA, WAOK, WPDQ, WYLD-FM, WAAA, WTLC.

RUTH MORGAN
Orbit: Heavy. WPDQ. Medium: WPDQ, WYLD-FM, WAAA, Waok, WPDQ, WYLD-FM, WAAA, WTLC.

WAYNE NEWTON
She's So Much Like You (Phonogram/EMI)

DEBARGE
LANIER
WPDQ, WTLC, WJMO, WYLD-FM, WAAA, WTLC. Medium: WPDQ, WYLD-FM, WAAA, WAOK, WPDQ, WYLD-FM, WAAA, WTLC.

RUTH MORGAN
Orbit: Heavy. WPDQ. Medium: WPDQ, WYLD-FM, WAAA, Waok, WPDQ, WYLD-FM, WAAA, WTLC.

WAYNE NEWTON
She's So Much Like You (Phonogram/EMI)

This is the Black Radio Chart.

LiM 17/5, "Breakers" (Capitol)

JOHNSON "Ms. Fine Brown Frame (Boardwalk) 223/2

SYL JOHNSON
"Me, Fine Brown Frame (Boardwalk) 223/2

AURORA "Such A Feeling" (Salsoul/RCA) 21/10

HOWARD JOHNSON "Keepin' Love Alive" (ABM) 19/1

WOLF "Papas Was A Rollin' Stone" (Constellation/Elektra-Axylum) 19/1

This is the Black Radio Chart.

GROVER WASHINGTON JR./PATTIE LABELLE
The Best Is Yet To Come (Elektra)
74% of our reporting Stations indicated with a (+) their Heavy Rotation

ORBIT
Rotations: Heavy

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WPDQ, WTLC, WJMO, WYLD-FM, WAAA, WTLC. Medium: WPDQ, WYLD-FM, WAAA, WAOK, WPDQ, WYLD-FM, WAAA, WTLC.

RUTH MORGAN
Orbit: Heavy. WPDQ. Medium: WPDQ, WYLD-FM, WAAA, Waok, WPDQ, WYLD-FM, WAAA, WTLC.

WAYNE NEWTON
She's So Much Like You (Phonogram/EMI)

DEBARGE
LANIER
WPDQ, WTLC, WJMO, WYLD-FM, WAAA, WTLC. Medium: WPDQ, WYLD-FM, WAAA, WAOK, WPDQ, WYLD-FM, WAAA, WTLC.

RUTH MORGAN
Orbit: Heavy. WPDQ. Medium: WPDQ, WYLD-FM, WAAA, Waok, WPDQ, WYLD-FM, WAAA, WTLC.

WAYNE NEWTON
She's So Much Like You (Phonogram/EMI)

This is the Black Radio Chart.

LiM 17/5, "Breakers" (Capitol)

JOHNSON "Ms. Fine Brown Frame (Boardwalk) 223/2

SYL JOHNSON
"Me, Fine Brown Frame (Boardwalk) 223/2

AURORA "Such A Feeling" (Salsoul/RCA) 21/10

HOWARD JOHNSON "Keepin' Love Alive" (ABM) 19/1

WOLF "Papas Was A Rollin' Stone" (Constellation/Elektra-Axylum) 19/1

This is the Black Radio Chart.

GROVER WASHINGTON JR./PATTIE LABELLE
The Best Is Yet To Come (Elektra)
74% of our reporting Stations indicated with a (+) their Heavy Rotation

ORBIT
Rotations: Heavy

MELBA MOORE
Mind Up Tonight (Capitol)
71% of our reporting Stations indicated with a (+) their Heavy Rotation

DEBARGE
LANIER
WPDQ, WTLC, WJMO, WYLD-FM, WAAA, WTLC. Medium: WPDQ, WYLD-FM, WAAA, WAOK, WPDQ, WYLD-FM, WAAA, WTLC.

RUTH MORGAN
Orbit: Heavy. WPDQ. Medium: WPDQ, WYLD-FM, WAAA, Waok, WPDQ, WYLD-FM, WAAA, WTLC.

WAYNE NEWTON
She's So Much Like You (Phonogram/EMI)

DEBARGE
LANIER
WPDQ, WTLC, WJMO, WYLD-FM, WAAA, WTLC. Medium: WPDQ, WYLD-FM, WAAA, WAOK, WPDQ, WYLD-FM, WAAA, WTLC.

RUTH MORGAN
Orbit: Heavy. WPDQ. Medium: WPDQ, WYLD-FM, WAAA, Waok, WPDQ, WYLD-FM, WAAA, WTLC.

WAYNE NEWTON
She's So Much Like You (Phonogram/EMI)

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LiM 17/5, "Breakers" (Capitol)

JOHNSON "Ms. Fine Brown Frame (Boardwalk) 223/2

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WOLF "Papas Was A Rollin' Stone" (Constellation/Elektra-Axylum) 19/1

This is the Black Radio Chart.
(H) indicates one of the five "hottest" records on each Parallel One playlist.
<table>
<thead>
<tr>
<th>CITY/ST</th>
<th>STATION</th>
<th>CALLS</th>
<th>MUSIC</th>
<th>NARRATOR</th>
<th>ANCHOR</th>
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<tbody>
<tr>
<td>Boston, MA</td>
<td>WROR</td>
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<td>New York, NY</td>
<td>WABC</td>
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<tr>
<td>Washington, DC</td>
<td>WTOP</td>
<td>C</td>
<td>LINDA RONSTADT</td>
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<tr>
<td>Chicago, IL</td>
<td>WMCA</td>
<td>B</td>
<td>DONNA SUMMER</td>
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<tr>
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<td>KROK</td>
<td>C</td>
<td>TOTO</td>
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<tr>
<td>San Francisco, CA</td>
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<td>B</td>
<td>MARVIN GAYE</td>
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<td>Dallas, TX</td>
<td>KRLD</td>
<td>C</td>
<td>ADAM ANT</td>
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<td>Houston, TX</td>
<td>KUQU</td>
<td>B</td>
<td>STRAY CATS</td>
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<tr>
<td>Miami, FL</td>
<td>WQCS</td>
<td>C</td>
<td>JOHN COUGAR</td>
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<tr>
<td>Philadelphia, PA</td>
<td>WDAS</td>
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<td>Detroit, MI</td>
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<tr>
<td>Kansas City, MO</td>
<td>WHO</td>
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<td>EDDIE HADDON</td>
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<td>Phoenix, AZ</td>
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<tr>
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<td>KJR</td>
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<td>KLIF</td>
<td>C</td>
<td>JOHN COUGAR</td>
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<td>STRAY CATS</td>
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<tr>
<td>Houston, TX</td>
<td>KMCO</td>
<td>C</td>
<td>JOHN COUGAR</td>
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<td>Minneapolis, MN</td>
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<td>STRAY CATS</td>
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<tr>
<td>St. Paul, MN</td>
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<td>JOHN COUGAR</td>
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<td>STRAY CATS</td>
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<tr>
<td>Louisville, KY</td>
<td>WAVE</td>
<td>C</td>
<td>JOHN COUGAR</td>
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<tr>
<td>Nashville, TN</td>
<td>WSM</td>
<td>B</td>
<td>JOHN COUGAR</td>
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<tr>
<td>Atlanta, GA</td>
<td>WSB</td>
<td>B</td>
<td>STRAY CATS</td>
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</tr>
</tbody>
</table>

**Most Added**

- Donna Summer
- Stray Cats
- Linda Ronstadt
- Hall & Oates
- Don Henley

**Hottest**

- TOTO
- Men at Work
- Rick Springfield
- Bryan Adams
- Madonna
**SIGNIFICANT ACTION**

**DURAN DURAN** "Hungry Like The Wolf" (CapeSt) 48/21
Moves: Up 2, Debut 6, Same 20, Down 0, Adds 21 including WCAL-FM, 96WX, WXFM-FM, WXFK, KMER-FM, WREX, WMK, WYCD, 97.9, WQIC, K96, KGMR, WQRB.

**FREDDIE** "You Know There's Something Going On" (Atlantic) 43/10
Moves: Up 12, Debut 4, Same 7, Down 10, Adds: 6, KBEQ, KBIS, WYSP, 97KQ, WYBF, KBAB-FM, KBEQ, WYSK, OXBS-FM, WQGB, WMKK, KFM, KXZQ, KVOM, KSW.

**ROUGH TRADE** "All Touch" (Ballroom/S) 38/14
Moves: Up 3, Debut 1, Same 20, Down 0, Adds: 14, WBNN-FM, WXFM, WXIC, KMKG, WAXM, KUOM, 100.7, WIZQ, KXQZ, KMKJ, WQBA, WYMA, WQXJ.

**STEVE MILLER BAND** "Give It Up" (Capitol/S) 38/5

**DIRE STRAITS** "Industrial Disease" (WB) 36/9
Moves: Up 8, Debut 3, Same 16, Down 0, Adds: 3, WYBF, KRYQ, KXQB, KBIS, WYCD, WXXR, KSW.

**WHO** "Eminence Front" (WB) 32/8
Moves: Up 1, Debut 1, Same 18, Down 0, Adds: 8, WANS-FM, WXFK, WXYG, WXEY, WQMB, 97KQ, KMKR, KEKL.

**WOLF** "A Saloon To A String Or A Constellation/Electric-Absynium" (WB) 30/10
Moves: Up 6, Debut 4, Same 15, Down 0, Adds: 10, WCAL-FM, WYAF, KBIS, WXXR, WVRQ, KEKL, WMK, KXSP-103.0, WQMB, WQGQ.

**VANDENBERG** "Burning Heart" (Atco) 28/14
Moves: Up 1, Debut 1, Same 17, Down 0, Adds: 3, WXXR, KRYQ, KXQB, KBIS, WXFK, WXYG, WXEY, WQMB, WMK.

**ROADWAY** "Don’t Stop Trading" (Millennium/RC) 27/2
Moves: Up 5, Debut 0, Same 20, Down 0, Adds: 2, WPFG, WGSX-FM, KG3, WCXG, K96.

**LITTLE STEVEN & THE DISCIPLES** "Forever" (EMI America) 26/15
Moves: Up 0, Debut 0, Same 11, Down 0, Adds: 15, KGQ, KTMY, KSYT, KQFM, K78X, WXXR, WQMB, WXXR-FM, K78X.

**PRINCE** "1999" (WB) 25/0
Moves: Up 6, Debut 0, Same 20, Down 0, Adds: 13, KGQ-FM, WGQ, KQFM, KCFC-1312, W9ZQ-2412, WCXG-1913, KQFM-30, 2102.0.

**SCANDAL** "One Day To You" (Columbia) 24/3
Moves: Up 0, Debut 0, Same 13, Down 0, Adds: 3, KGQ, KZBB, KGRR, KGQX-FM, WXXR, 26/39, KSYT-WX.

**JANET JACKSON** "Young Love" (Mega) 22/2
Moves: Up 6, Debut 2, Same 10, Down 0, Adds: 4, WCAL-FM, 96WX, WYFM, KMX, KXQZ-134, WQGB, KSYT.

**HOT CHOCOLATE** "Are You Getting Enough Happiness" (EMI America) 21/9
Moves: Up 6, Debut 2, Same 11, Down 0, Adds: 22, KMKF, KGQ, KGQX-FM, WQMB, WXXR-FM, KGRR, KGQX.

**SANTANA** "Noche Oscura" (Capitol/S) 19/8
Moves: Up 5, Debut 0, Same 13, Down 1, Adds: 1, KGQ, KQFM, K78X-32, WXXR-WL.

**LIE RENIETER** "Cross My Heart" (Elektra) 19/0
Moves: Up 1, Debut 1, Same 5, Down 0, Adds: 6, WCAL-FM, WQMB, KAXX-FM, on, KGQX-108.FM, KQFM, KGRR, KGQX.

**SPINNERS** "How Time Slips Away" (Atlantic) 17/6
Moves: Up 1,0, Debut 0, Same 1, Down 0, Adds: 6, WPBG, WQMB, WXXR-WL, KGQX, KGQ-78X, KGQ.

**KINGDOM AS ANYTHING" Anything Time" (A&M) 17/6
Moves: Up 1, Debut 0, Same 10, Down 0, Adds: 6, WUSB, WXFK, KGQ, KQFM, KGQX.

**LOVERBOY** "Jump" (Columbia) 17/1
Moves: Up 5, Debut 0, Same 12, Down 0, Adds: 1, WAE, WATK-227, KEML-158, KSYT-1817, KLUC-1953.

**MICHAILIAN BANZ "Take The Time" (EMI America) 16/3
Moves: Up 5, Debut 1, Same 8, Down 0, Adds: 3, KGQ, KGQX-FM, WHBM, KMX, KXQZ-134, C2-497, KQF, 104.9.

**RED SPEEDWAYW "The Key" (Epic) 14/8
Moves: Up 0, Debut 3, Same 0, Down 10, Adds: 8, KXQZ, KQFM, KXQZ-134, WQGB, KSYT-1817, KGQX.

**SEAN SPEANER** "Proud Little Lioness" (Capitol/S) 14/0
Moves: Up 8, Debut 2, Same 6, Down 0, Adds: 6, KGQ-78X, KGQX-108.FM, KGQX.

**RACHEL SWEET** "Voo Doo" (Columbia) 13/3
Moves: Up 1, Debut 2, Same 8, Down 0, Adds: 6, KGQX-108.FM, KGQ, KGQX, KGQX.

**UNIPROD "What If It Saved I Loved You"" (Ket Family/CBS) 13/2
Moves: Up 3, Debut 0, Same 6, Down 0, Adds: 6, KGQ-78X, KGQX, KGQX.

**COMIC-AD "Painted Picture" (Moton) 13/0
Moves: Up 3, Debut 1, Same 9, Down 0, Adds: 6, KGQ-78X, KGQX-108.FM, KGQX-108.FM.

**PIA ZADORO** "The Clapping Song" (Elektra/Curb) 12/5
Moves: Up 3, Debut 1, Same 6, Down 0, Adds: 8, KGQ-78X, KGQX-108.FM, KGQ, KGQX-108.FM.

**RUSH" Subdivisions" (Mercury/PolyGram) 10/0
Moves: Up 3, Debut 1, Same 6, Down 0, Adds: 8, KGQ-78X, KGQX-108.FM, KGQX-108.FM.
Columbia Records
Is Proud To Announce Its
1982 Honor Roll

Craig Applequist
Gloria Barley
Burt Baumgartner
Buddy Bengert
Marc Benesch
Ritch Bloom
Tim Burruss
Tom Chaltas
Frank Chaplin
Bob Conrad
Jim Del Balzo
Gene Denonovich
Lori Jayne Eliot
John Fagot

Debi Fleischer
Bob Garland
Herb Gordon
Sal Ingeme
Jay Jensen
Michael Johnson
Carolyn Joynes
Joan Kane
B.J. Kelch
Pam Kitchuck
Kevin Knee
Barbara Marsalls
Jay Miggins

Alan Oreman
Tim Pritchett
Dave Remedi
Larry Reymann
Fred Richardson
Jaye Riggio
Michael Scurlock
Al Stann
Rich Tardanico
Phyllis Underleider
Mark Westcott
Cledra White
E. Sharon Williams
Glenn Wright

Congratulations On A Great Year!

Ray Anderson
Mike Bernardo
Gail Bruesewitz
Joe Casey
George Chaltas

Sheila Chlanda
Linda Kirishjian
Jack Lameier
Mike Martucci

Jim McKeon
Paul Rappaport
Marie Sellers
Vernon Slaughter
Doug Wilkins
### The Back Page

**Contemporary Hit Radio**

<table>
<thead>
<tr>
<th>Time</th>
<th>Outcome</th>
<th>Artist/Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Up</td>
<td>DARYL HALL &amp; JOHN OATES/Manester (RCA)</td>
</tr>
<tr>
<td>1</td>
<td>Down</td>
<td>LIONEL RICHIE/Truly (Motown)</td>
</tr>
<tr>
<td>2</td>
<td>Up</td>
<td>LINDA RONSTADT/You're No Good (Columbia)</td>
</tr>
<tr>
<td>3</td>
<td>Down</td>
<td>LIONEL RICHIE/Truly (Motown)</td>
</tr>
<tr>
<td>4</td>
<td>Up</td>
<td>ALAN KSKD/KBEQ, KEARTH, 65%</td>
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<tr>
<td>5</td>
<td>Down</td>
<td>P. AUDSTN with J. INGRAM/Baby, Come To Me (Qwest/WB)</td>
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<tr>
<td>6</td>
<td>Up</td>
<td>TOTO (Africa/Columbia)</td>
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<tr>
<td>7</td>
<td>Down</td>
<td>EDDIE RABBITT/CRYSTAL GAYLE</td>
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<tr>
<td>8</td>
<td>Up</td>
<td>DIONNE WARWICK/Heartbreaker (Atlantic)</td>
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<td>9</td>
<td>Down</td>
<td>DAN FOGELBERG/Missing You (Full Moon/Epic)</td>
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<tr>
<td>10</td>
<td>Up</td>
<td>AIR SUPPLY/Twice Two Lonely People In The World (Atlantic)</td>
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<tr>
<td>11</td>
<td>Down</td>
<td>DARYL HALL &amp; JOHN OATES/Manester (RCA)</td>
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<td>12</td>
<td>Up</td>
<td>KENNIF WOGG/Heart To Heart (Columbia)</td>
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<td>Down</td>
<td>PHIL COLINN/You Can't Hurry Love (Atlantic)</td>
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<td>14</td>
<td>Up</td>
<td>DARYL HALL &amp; JOHN OATES/Manester (RCA)</td>
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<td>15</td>
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<td>DONAL D FATEGAN/I.Y.G. (What A Beautiful World) (WB)</td>
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<td>16</td>
<td>Up</td>
<td>LITTLE RED/Radioactive (Atlantic)</td>
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<td>17</td>
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<td>BARRY MANILIO/Memory (Arista)</td>
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<td>ALAN KSKD/KBEQ, KEARTH, 65%</td>
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<tr>
<td>19</td>
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<td>TREVINO'S/Waiting For Your Love (Capitol)</td>
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<tr>
<td>20</td>
<td>Up</td>
<td>PATRICK SWIFT/She's Your Baby (BNA)</td>
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<td>21</td>
<td>Down</td>
<td>SUPPLY/DON'T STOP (Atlantic)</td>
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<td>TB BAY/Don't Stop (Atlantic)</td>
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<td>DEE DEE MURPHY/It's Too Late (Cresta)</td>
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<td>Up</td>
<td>TERRY LEE WOLCOTT/It's Too Late (Cresta)</td>
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<td>25</td>
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<td>CHUCK WENDLY/It's Too Late (Cresta)</td>
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<td>26</td>
<td>Up</td>
<td>PATRICK SWIFT/She's Your Baby (BNA)</td>
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<tr>
<td>27</td>
<td>Down</td>
<td>DID YOU EVER HAVE This Kind Of Love (Atlantic)</td>
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<tr>
<td>28</td>
<td>Up</td>
<td>WALT PLENAUGH/Just A Kiss (Cresta)</td>
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<td>29</td>
<td>Down</td>
<td>BARRY MANILIO/Memory (Arista)</td>
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<tr>
<td>30</td>
<td>Up</td>
<td>ALAN KSKD/KBEQ, KEARTH, 65%</td>
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</tbody>
</table>

#### Breakers

**Peter Gabriel**

**Kenny Rogers**

**Rabbit**

**Rapper**

**Ray Parker Jr.**

**You Really Want To Hurt Me**

#### New & Active

- **LINDA RONSTADT** *I Knew You When* (Asylum) 47/20
- **LINDA RONSTADT** *Knee Deep* (Columbia) 35/25
- **KIM KARSON** *Does It Make You Remember* (Elektra) 42/25
- **KIM KARSON** *All Those Lies* (Asylum) 45/25
- **BILLY JOEL** *Allentown* (Columbia) 41/13
- **BILLY JOEL** *The Lyrical* (Columbia) 39/13
- **BILLY JOEL** *Allentown* (Columbia) 37/13
- **BILLY JOEL** *You And I* (Elektra) 32/12
- **DONNA SUMMER** *The Woman In Me* (Geffen) 99/62
- **DONNA SUMMER** *She's The One* (Geffen) 99/62
- **LINDA RONSTADT** *Tell Me When* (Asylum) 114/54
- **ALAN PARSONS PROJECT** *Psychobabble* (Arista) 92/15
- **BARBIE MANILIO** *Memory* (Arista) 87/18
- **ALAN PARSONS PROJECT** *Psychobabble* (Arista) 92/15
- **LINDA RONSTADT** *Tell Me When* (Asylum) 114/54

#### Culture Club

**Do You Really Want To Hurt Me**

57% of our reporters on it. Rotations: Heavy 3/0, Medium 30/8, Light 43/17. Extra Adds 0, Total Adds 29 including WBMS, 97/1A, WARDB, WHB, KPPL, KFMB, WGY, WAAV, WVNL, WHBC, KNT, KMBZ, KUDL, KSL, and 10 more. Debuts at number 29 on the A/C chart.

**Bob Seger & The Silver Bullet Band**

Shame On The Moon (Capitol)

48% of our reporters on it. Rotations: Heavy 2/1, Medium 33/13, Light 28/23, Extra Adds 1, Total Adds 38 including WBMS, WAAV, WQXK, KZSP, KFMB, WGY, WAAV, WVNL, WHBC, KNT, KMBZ, KUDL, KSL, and 10 more. Debuts at number 28 on the A/C chart.