Selling Past The Stereotypes
Black radio suffers from ad agency preconceptions at times, but WENN/Birmingham GM Tim McReynolds has devised some methods for success despite the stereotypes. Page 32

How To Make A Longer Playlist Work
As CHR stations evolve toward longer lists, Joel Denver explores the best rotation patterns for presenting more music more effectively. Page 18

Good News For Easy Listening
A Burns Media survey contains positive tidings for Beautiful Music and Easy Listening stations, including a more active audience profile than previously thought. Gail Mitchell has the lowdown. Page 35

People In The News This Week
• Dean Thacker GM at WHTZ
• Brench Boden Operations Manager at WHAS
• Al Roberts WBLS's PD
• Pam Flinn KLTE Operations Manager

On The Records
R&R Executive Editor Ken Barnes debuts a new, information-packed column, designed for on-air use, trivia contests, or just plain entertainment. Page 34

Attracting Away-from-Home Listening
Two A/C programmers point out the importance of in-car and in-office listening, and suggest ways to make sure you get your share. Page 26

Country AMs Emphasize Service
Lon Helton's second State of Country column spotlights two AM programmers fighting back against "boring" more-music stations. Page 28

KING Buys KSFO, Ives Buys KMJK
Golden West sells KSFO/San Francisco, as King Broadcasting plans to spin off KYA. And KMJK/Portland VP/GM Victor Ives heads a group that buys station from Harte-Hanks. Page 3

RCA Restructuring Sets Geller As VP/Music Operations

RCA has reorganized its operational structure, with former Epic VP/National A&R Gregg Geller named to the new position of Division VP/Music Operations. Geller will be charge of contemporary, black, and international A&R, plus creative services and product management.

At the same time, Division VP/Program John Betancourt

Boyles Rejoins Plough As WKDJ & WHRK GM

Don Boyles has been appointed GM of Plough's WKDJ & WHRK/Memphis. Boyles fills the position held until recently by Craig Scott, who left to become GM of cross-town WGTK (formerly WEZI in May & R&R 54). Boyles was GM of Plough's WSUN/Tampa-St.

KZAM Plans Format Shift To A/C

KZAM/Seattle has announced plans to switch from its present hybrid AOR approach to A/C beginning in early July. The station has applied for new call letters KLSY ("Classy").

When asked what led to the format change, KJZZ & KZAM GM Dana Horner said, "The possibility of moving to A/C has been a consideration for some time, and despite the presence of a number of other A/C's, we still feel there's a hole in the market for a full-service station. There's no outlet that is..."
THE NEW SINGLE FROM CULTURE CLUB ON YOUR DESK THIS WEEK!
Malrite Picks Thacker As General Manager For WHTZ

When Malrite officially takes over WVNJ/Newark this summer, renaming it WHTZ, WMMS/Cleveland Station Manager Dean Thacker will be the new General Manager. Thacker has an on-the-job route to New York to examine the facility and was unavailable for comment, but WMMS VP/GM Walt Tiburski told R&R, "Dean has made an indelible, significant contribution to the past and present success of WMMS, and has helped shape the image and destiny of the WMMS future."

Thacker will not be replaced as Station Manager at WMMS. He will assume Thacker's responsibilities. Thacker's promotion and transfer were made public at Malrite's recent corporate meetings in West Palm Beach.

Boden Becomes Operations Director At WHAS & WAMZ

Brench Boden has been named Operations Director for WHAS & WAMZ/Louisville. Boden, a 26-year veteran with the stations, previously served as Promotion Director for WHAS. He replaces WHAS Operations Manager Jerry Melloy, who resigned after 17 years with the company to pursue other interests.

WHAS & WAMZ Station Manager Mike Crusham commented, "We've changed the way we view our Operations Director. Rather than add another management level to supervise our highly-experienced PJs, Brench will handle sales and station promotion, community service operation, copywriting and creative areas. He's essentially becoming the right arm for the PDs and me. I'm delighted to make this appointment because Brench is so multi-talented. He's done a very good job in every function he's served in. Not only is Brench one of the best writers in this city, he also knows the business up and down."

Prior to becoming Promotion Director at WHAS, Boden held a variety of programming and operations positions at WHAS, including eight years as PD for Classical-formatted WHAS-AM (now Country at WAMZ). He told R&R, "I feel very good about being able to continue my involvement with such two strong stations. This move will be keeping me busy, but pleasantly so. It's a challenge and an exciting role, and I'm looking forward to it."

Finn Promoted To KLTE OM

Pam Finn has been promoted from Promotion Director to Operations Manager at KLTE/Keokuk. She fills the vacancy left three weeks ago when former OM Tony Stone resigned. PD Randy Kemp will report directly to Finn.

KLTE co-owner/President Ken Dowre markeed, "In addition to being continually among our highest-rated personalities, Pam has shown exceptional abilities in turning all promotions she's handled into tremendous successes. Anytime I've wanted to get something done, I've always known I can depend on her. She has that rare gift of resourcefulness which only hard-working professionals have. Pam's a very likable person, has the important leadership assets, and demonstrates a great deal of maturity. She deserves the recognition."

Finn joined KLTE two years ago as mid-day personality and was named Promotion Director five months ago. She previously served two years as an air personality at WKWK/Wheeling after working a year at WLIK/Williams-Barne. Finn told R&R, "I am very excited about challenges, and I see this as a big challenge in my career. To me, Ken is one of the greatest legends in radio. He's done it all, understands what I'm trying to do, and is extremely supportive. Ken's got a lot of confidence in me, which gives me confidence in myself to get the job done. I'm instate!"

King Group Acquires KSFO

Golden West Broadcasters has agreed in principle to sell KSFO/San Francisco to King Broadcasting of Seattle. The purchase price was reportedly $8 million, although no official amount was revealed by either company and negotiations were still going on as R&R went to press.

Upon completion of the KSFO transaction, Golden West will retain KMPC/Los Angeles, KEX & KQFM/Portland, KV1 & KLPLZ/Seattle, WXML & FM/Detroit, and KAUT-TV/Oklahoma City.

IVES HEADS NEW OWNER GROUP

An investment group headed by KMJK/Portland VP/GM Victor Ives has purchased the station from Harte-Hanks for a reported $2.5 million. Ives, who joined the station a year ago from Golden West Broadcasters' WTW/TW/Seattle, told R&R, "I came out here for the best. I'm staying at this station in the back of my mind. I've got to give a great deal of credit to the corporation (Harte-Hanks) and to the staff of KMJK to make this station attractive enough to go out and get local investors to help me buy it."

While Ives has yet to name his new company or publicly disclose his investors, he did mention the FCC approval "sometime in July." He went on to announce there would be "no staff or format changes."
General Motors On AM Stereo Fence

None of the General Motors divisions has made any commitment to supply its cars and trucks with AM stereo radios, according to the Chairman of GM’s Radio Coordinating Committee, a move which “is pretty much dead in the water at this stage in the game," says Mark Eckstein, Senior Project Engineer for Buick. “Personally, I can’t see a big market for it now right because there are so few stations.”

Eckstein says GM would prefer to see a distinct trend develop within the radio industry, and would only take the lead if absolutely forced to do so. And although its radio supplier, Delco, has endorsed the Motorola stereo system, Eckstein says GM is not bound by that choice. It could choose another course, such as multi-system receivers. But Eckstein says the multi-system sets may involve too many tradeoffs and compromises to make them practical.

Meanwhile, the inventor of the Harris AM stereo system, Dave Hershberger, is leaving the company in July but will continue to consult Harris on AM stereo matters.

Ohio’s Lawyer Named NBC Washington VP

NBC has selected Tom Sawyer, currently Executive VP of the Ohio Association of Broadcasters, to be its new VP/ Washington Operations. Sawyer, who moves into his new job in September, worked for the Hospital Telecommunications Subcommittee before joining OAB in 1975.

NBC has also announced that VP/Washington Peter Kenney will retire in October, to be replaced by VP/Legislative Liaison Robert Hynes. Terrence Mahony will leave the FCC to become NBC VP/Government Relations. Meanwhile, the broadcast industry Relays Sallie Farman becomes a VP.

Broadcast Groups Rattle Trade Associations

Both of radio’s trade associations, NAB and RRA, have been stung by major broadcast groups in the past week. NAB officials are relieved that representatives of more than 40 groups, meeting in Washington on Monday, decided against pulling out of the NAB or forming their own trade association. Instead, the groups formed an informal caucus that will represent their interests—primarily TV issues—in Washington.

Led by Outset Broadcasting President David Brandes, the groups feel the NAB isn’t properly representing their interests, particularly on deregulation, where NAB’s efforts have led to serious consideration of program percentages in the House.

Meanwhile, Sandusky Broadcasting President Tony Bross withdrew KBPI-Denver from NRRA membership this week, citing disagreement with the association’s stance on deregulation. Sandusky’s other radio properties had been pulled out in 1982.

NRRA Executive VP Abe Voron downplayed the decision as “one man’s opinion” and commented, “It’s the first resignation on a year-round basis we’ve had,” since the NRRA feud on deregulation strategy broke into the open several weeks ago.

Cascade Beats Six Groups To Win California FM

Cascade Communications Co. has won a new FM license in Tahoe City, beating out a crowded field of six other applicants. The FCC law judge who handled the case pointed out that Cascade mainly because each of its three owners will be fulltime managers at the stations. John Simpson will be GM, Mary Carmen Simpson will be PD, and Laura Simpson is slated to be the News Director.

Other Key Developments:

- Three job changes at NAB: Director Congressional Liaison Belva Brissett upped to President of NAB’s Regulatory Affairs; First Vice-Chairman Counsel Steve Nevas leaves to join CNN as Chief Law Correspondent; Assistant General Counsel Valerie Schalte ad interim as NAB’s legal head.

- KHM-T AM & FM/Marshall, TX has won a bid to block the calls KMLT for a new television station in town. The FCC rejected KMLT’s claims that the call sign sounded too much like its own, and would mislead the public into believing the three stations are commonly owned.

$49 MILLION Sought

Florida Broadcasters Mount Drive To Kill Ad Tax

A serious threat toward the passage of a Florida sales tax on advertising revenues has apparently been forestalled by a vigorous broadcaster lobby campaign. But no victory will be declared until the legislature—now in special session hunting for new sources of revenue—finally goes home.

Ad revenues have always been exempt from Florida’s 5% sales tax. But in this year’s budget crisis, one step proposed to raise money for education was stripping out the exemption in hopes of collecting $29 million to $49 million a year in taxes on both broadcast and print advertising.

The Florida Association of Broadcasters (FAB) responded to the threat with a strenuous grass-roots campaign to persuade broadcasters to lobby their local legislators against the move. “We’ve exerted some muscle for the first time in a long time,” reports Executive Director Al McDade. He believes the work has paid off, but concedes getting broadcasters into the lobbyist role wasn’t easy. “We had to walk them up a little.”

Both Brad Grabski and Edward Shtiebel, director of the FAB, agreed, although the challenge on constitutional grounds if an ad tax is approved.

CLEARING "UNDERBRUSH"

Fowler Plans Significant Deregulation Of Broadcast Business Practices

FCC Chairman Mark Fowler said in Washington this week (6-13) he plans an "underbrush" rulemaking this summer to review the Commission’s role in regulating the business practices of radio and television stations.

Fowler said the proposal would include a look at:

- Whether the FCC should still be concerned with fraudulent billing, which he suggested may be a problem better left in the hands of local courts.
- Whether advertising, or attempting to control the accuracy of printed promotional materials about stations, leaving such regulation to the Federal Trade Commission (FTC).

Fowler disclosed the plan at a press luncheon called to draw attention to what he views as the accomplishments of his second year in office, such as increased FCC efficiency. Despite an 11% cut in staff and only a modest 4% budget increase over the past year, Fowler said the FCC has registered an 11% increase in applications processed, up to 938,000 this year.

Fowler also pointed to a decrease of over 80% in the burden FCC regulations place on the public, down from 49.8 million burden-hours in 1981 to 8 million this year.

He added that the Commission’s staff has now reviewed 36% of the agency’s over 5000 rules. About 175 will be abolished, 795 will be modified or simplified, and another 795 will remain unchanged.

Although AT&T telephone restructuring dominates Fowler’s list of accomplishments for the past year, his report also mentions proposed aid for daytimers, policy statements on minority ownership, acceptance of competing applications for the KKO stations, deregulation of FM subcarriers, authorization of 19 new satellites, proposed easing of dual-city 10 rules, proposed abolition of operating and maintenance logs, ending of the three-year trafficking rule, elimination of the Suburban Community and De Facto Reallocation Policies and the Ber纪委 Doctrine, and creation of the National Media Bureau.

$5 MILLION COMPENSATION ADDED

Radio Marti Makes Strides In Senate, House Committees

Radio Marti legislation narrowly survived attempts by opponents to weaken it last week, and won approval in the House Foreign Affairs Committee and the Senate Foreign Relations Committee. Both panels added $5 million to compensate broadcasters harmed by Cuban interference; although NAB estimates the tab for upgrading facilities is closer to $60 million.

The bills passed last week are designed to keep Radio Marti off 1060 kHz, the channel of WHO/Des Moines, as proposed last year. The broadcast service to Cuba would have to leave time for existing radio stations, located above or below the past 1180 kHz, or be restricted to 1180 kHz, which is now shared by WHAM/Rochester and the Voice of America’s (VOA) Florida station.

Opponents failed in attempts to prevent Radio Marti from being established as a separate radio station. Amendments that would have limited the service to expanded hours of operation by the VOA outlet were defeated, 9-8 in the Senate panel and 14-11 on the House side. That proposal was offered by Sen. Edward Zorinsky (D-NE) and Rep. Peter Kostmayer (D-PA).

The Senate version of the Radio Marti bill (S 662) now moves to the floor for a vote. But the situation in the House is more complicated. The Commerce Committee has joint jurisdiction of the House bill (H.R. 2533) and must also give its approval before a vote by the full House is scheduled. And, because the Senate failed to pass Radio Marti last year, House leaders are expected to await Senate action before scheduling a House vote.

THIS WEEK IN WASHINGTON:

- FCC may no longer scrutinize fraudulent billing, hypoing
- Radio Marti moves closer to reality
- Florida broadcasters thwart advertising tax
- Daytimer relief passes big test

RARR Friday, June 17, 1983
On the air! It's being broadcast now, from stations all across the country. More next week. More after that.

Receivers being designed now! GM-Delco is aboard now! At least 50 other manufacturers are testing now!

Act now! If you're stereo ready, you can be on your way to broadcast Motorola AM Stereo now!

For price and specifications, call Dick Harasek at (312) 576-2879 or Chris Payne at (202) 862-1549.

MOTOROLA AM STEREO. THE WINNING SYSTEM.
People Bank
Matches Clients
With Personnel

Broadcasting's search for quality
people is never-ending, especially in
the small to medium markets. With
that in mind, American Image Produc-
tions has established a "People
Bank" to help stations and prospective
employees make contact.

KRBS Radio Campaign
Attracts Retail Dollars

The Kwikee Radio Broadcast System (KRBS), working in
association with top manufacturers, is offering radio stations a
chance to bring in retail dollars. Produced by Multi-Ad Ser-
vices, Inc., KRBS provides radio stations with an array of free
prerecorded and printed ad materials from participating manu-
facturers, which the stations in turn can use as a sales aid and time-
saving production tool.

Similar in concept to the newspaper
industry's Kwikee Illustration
System for manufacturer-approved,
camera-ready art, KRBS supplies
ready-to-use scripts, alternate inserts
and donuts, plus broadcast-quality
flexidiscs from the manufacturers to
broadcast in one handy binder.

Test marketing the system earlier this
year with 600 stations, KRBS plans to
expand to 4000 stations by 1984.

All participating stations are required to
sign a licensing agreement which re-
quests that stations adhere to time
limitations set by the companies, and
fill out a usage report that shows which
materials were broadcast. In addi-
tion, the materials are pre-approved for
any co-op being offered by the firms.

The 4000 stations in question will
be chosen on a first-come, first-served
basis. For more details call Jeff Eber-
lein or Steve Ganz at (800) 447-3222; in Illinois dial (800) 392-3941.

NAB Sponsors SCA
Video Teleconference

The National Association of Broadcasters (NAB) is sponsoring a 21-city
video teleconference focusing on the utilization of subcarrier channels (SCAs).

Billed as "SCA Day — U.S.A.,” the July 20 session will discuss SCA leasing, utili-
ty load management, background music, electronic mail and other topics during
design hour span (1-5pm edt). Cities that will be hooked up include Atlanta, Boston,
Chicago, Denver, Long Beach, CA; Nashville, San Francisco, and Washington, DC.

Registration for organization members is $90, $75 for each additional per-
son, and $150 for nonmembers. For more details contact (202) 293-4955.

Fader Features
Smooth Action

Penny & Giles, known for its
3000 series of linear faders, has
unveiled its new rotary fader. Said
to offer the same smooth mechani-
cal action and total reliability of its
forerunners, the rotary fader is
available in mono or stereo,
features up to eight outputs, audio,
linear or pan pot taper, and optional
switches/decibels. These faders are
useful in broadcasting, recording,
and television mixing desks.
YOUR LISTENERS CAN'T GET ENOUGH OF JACKIE.

America's a nation of soap opera addicts. And 25 million of them love Jackie Zeman, the sexy star of TV's #1 rated* serial drama, General Hospital.

It's little wonder then that Soap Talk, hosted by Jackie Zeman, is a hit on over 300 radio stations. Aired in drive time, it can help you capture part of this lucrative market. Call Julie Eisenberg at (212) 887-5690. She can tell you how to hitch your ratings to our Soap Talk star, Jackie Zeman.

* (NTB) 1983 TV Industry—Accepted Audience Estimates

† 77% of General Hospital women viewers 18-34 listen to radio on an average weekday. 66% of them during drive time (1982 Simmons Study of Media & Markets.)
Networks/Program Suppliers

MUSIC FEATURES

Syndicate It, Inc.
Music of Black America:
Record Companys/P (July 4)
United Stations
Dick Clark's Rock Roll
& Remember:
Doo-Fest (July 1-2)
The Great Sounds:
Johnnie Mathis (July 1-2)
Weekly Country Music Countdown:
Country Twist (July 1-2)
Watermark
Musical:
Harry Macdonald/Geoff & Mike
Ronney "Part Your Wagon" (July 2-3)

Soundtrack of the '60s:
B.J. Thomas, "Garden Party" (July 31)

Weedcock Radio
Sports Alive Special (June 25-July 10)
Westwood One
Budweiser Concert Hour:
Dennis Williams (July 8-10)
The Countdown:
Irene Cara/Sister Sledge (July 9)
Dr. Demanto:
Fourth of July (July 3-5)
In Concert:
Cheap Trick (July 9-10)
Live From Gilley's:
East Texas Cosmic (July 1-3)
George Strait (July 8-10)
Off The Record Specials:
Steve Perry (July 11)
RED Steevedore (July 1-3)
Rock Album Countdown:
The Police (July 10)
Rock Chronicles:
American rock survivors (July 1-3)
Rock under (July 8-10)
Special Edition:
George Jones (July 1-3)
Chillin (July 8-10)
Star Track Profile:
Christopher Cross (July 1-3)
Superstar Concerts:
Rod Stewart (July 9)
Soul (June 11-13)

ABC
Contemporary Net/Spotlight Specials:
Ari Golden (June 17)
Rock Net/Supergroups (DIR):
Sheryl Crow/Red Special (July 2)
Ozean/Suren/Bray Adams (June 10)

CBS
Radio/Radio:
The Great American: Summer (July 4) Weekend"
"Top 10 USA" countdowns/expressments
Rock USA:
Glenn Frey/Playmates/Marky/Burn/Hit 100
(NY) (July 4)

Clayton Webster
Country Calendar:
Charly McClain (July 8)
Johnny Rodriguez (July 8)
Jenni Simms (July 8)
Markie Tegard (July 7)
Jenni Pruitt (July 8)
Jodi Hendricks (July 8)
Dean Roeved (July 10)

Retros:
Charlie Daniels (July 4)
UD (July 8)
Kimo (July 8)
Rick Lyons (July 7)
Wayne (July 8)

Retro Rock:
Journey (July 4)

Continuum Broadcasting
On Bleacher Street:
"Surf's Up at Van Buren" (July 2-3)
Eric Burdon & Animals (July 2-3)

Rockweek:
Beach Boys (July 1-4)
John Cougar (July 8-11)

Creative Radio Shows
A/C:
Ari Golden (July 1-3)

Country:
White Nelson 4th of July Program

London Wavelength:
Robert Part Special (August 1-3)
Rock Over London:
Spandau Ballet (Week of July 5)

Mutual
"Dick Clark Presents Steve Wonder... The Final 20 Years" (July 4) weekend
Laurel & Hardy Comes Twice (July 4)

Rock USA:
Doors: Ray Manzarek/Marty Barsh/Hit 100
(NY) (July 4)

Harwood
Country Countdown:
Jana Hicks (July 4)

Music Makers:
Josephine Rose (July 4)

NBC
Source:
Kohlhepp/DeWitt/Day with Greg Kihn Band concert (J. Bar): (July 4)
20 Years of British Rock (1-4) (July 4)
U2 Concert (July 10)

RKO Networks
Captured Live:
Phil Collins (July 2-3)
Solid Gold Saturday Night
(Dick Bartlett):
Gary Lovel & the Robinsons (July 5)
"Great Group Genus of '80s" (July 6)

Rolling Stone
Magazine Productions
Guest DJ:
Talker/Frank Reid/Beckham/Colten (July 4)
Bob Weak (July 11)

ABC
FM Net:
"Messalina" host Jackson Zane takes actors from "General Hospital," "Another World," and "All My Children." (June 24-26)

Information:
Truths and myths about sun's rays on "John Shawel Consumer Lookout" (July 23)

Rock Net:
"Lifelines" talks about divorce, sky watching, and the Carnegie Hall Festival/Prod (June 24)
Rocksetters: features Journey member Jonathan Cain talking with Pat St. John (June 24)

AJP
Five-set "Not Working Nine to Five" discusses working odd hours (Week of June 23)

Burson-Marsteller
Money Sense:
Investing for aggressive growth (June 20)
Market perspective (June 27)

CBS
CBS Radio Network signs three-year pact to broadcast the kickoff Classic, new college football season opener. 33 games featuring Nebraska against Penn State will be played Augus

Radio/Radio:
Anthony Dennis, alias C-POE/Casey Rose/Russell Ar-Goat "Meadowland" or "Wipe Eric Stevens -- In Touch" (June 20-25)

Clayton Webster
Jack Carney Comedy Show:
Money with Rodney Dangerfield, Jack Benny, and Shelly Berman (July 4)

Joe Placcio: At Large:
Eddie Murphy, Joan Hartlein, Andy Rooney (Debuts July 4)

Sporting News Report:
Larry Holmes, Harry and Skip Camp, Danal Wadlow (June 10)

Mutual
"Olympics 80" a twice-daily, looping program of Olympic reports/commemorations, debuts (July 4)
Live coverage of the space shuttle with female astronaut Dr. Sally Ride (Beginning June 18)

Harwood
Minding Your Business:
Summer jobs tax credits? (June 20)
Marketing Corp of America/P. (June 21)
Employee lawsuits (June 22)
10 ways to stay out of trouble (June 23)
Steel's two cents (June 24)

NBC
"Rock 'n Roll Reunion" w/Art Blackman on
National Extra (Week of June 26)
"The Rock!s Pride Olympics Rejewwed the Uniteda-
son," NBC news special report w/Barb Noon (June 3)

Source:
"Rock'n Roll Reunion" w/Art Blackman on
National Extra (Week of June 26)
"Nite-Vue" features Just Arrived/ (Week of June 25)
"One Minute With..." w/Events Spotlight Opener of The Doc (Week of June 25)
"Rock Report" w/Events Spotlight Opener (Week of June 25)

Coping With:
Frank Cady talks about coping with stress (Week of June 25)

BOONE BOOSTS GOSPEL IM-
AGE — Noted singer/songwriter Pat Boone also doubles as host of the syndicated gospel music program "The Pat Boone Show." The one-hour show premiered in January and now reaches over 100 stations weekly. Boone is pictured here in his home recording studio where he tapes each installment.
Starring in
Telly Savalas

CRIME BUSTERS

Telly Savalas, TV’s “Kojak,” now brings his viewers to radio in a new two and a half minute dimension of suspense—“Crimebusters.”

Telly Savalas describes a real crime, taken from actual police files. The kind of crime that will strike one out of every two Americans in their lifetime.

“Crimebusters” gives tips on how your listeners can protect themselves from being victimized by crime.

CRIMEBUSTERS MAKES MONEY
• Subject matter plus Telly Savalas equals high advertiser interest.

CRIMEBUSTERS IS FREE!
• “Crimebusters” offered free of charge on a barter basis

CRIMEBUSTERS IS COMING SOON!
260 EXCITING EPISODES
FIVE DIFFERENT EPISODES PER WEEK.

CALL TODAY!  AMTEL
(404) 349-2200
2945 Stone Hogan Road
Suite 215
Atlanta, Georgia 30331
KXXX IS FULL OF HOT AIR — Shown is the KXXX (Bakersfield Hot Air Balloon), which recently served as the broadcast booth for MO Scott Marcus’s afternoon show. During the show, Scott and the balloon touched down three times for refueling and a chance to talk with listeners.

PUNKIN’ OUT WITH KFRC — What’s it like in the streets within the world of the punk rockers? KFRC/San Francisco reporter Joel Kamen and (c) went undercover to assemble information for a KFRC special entitled “Riding Out The New Wave,” which aired recently. Kamisher is shown talking with two police officers for their impressions of the punk movement in San Francisco.

THE “SUPER Q” CAMARO — WQSR/Baltimore recently gave away the pictured 1983 5-speed Camaro by drawing at a local Chevrolet dealer. Listeners had to guess how many Q105 stickers were on the car. Over 15,000 correct entries were placed in the final drawing for the car.

PINS ARE IN!
Manufacturers of custom Lapel Pins, Belt Buckles, Key Chains and Embroidered Emblems.

Your Design or Logo
One to One Million
Serving the Industry for
over ten years.

No tooling charge.
Recommended for: PROMOTIONS,
TOUR MERCHANDISING, ALL
MUSIC EVENTS
Write or call today!

JIMMY BUCKLES
PINS ARE IN
P.O. Box 1048, Bemidji, MN 56601
(516) 783-9278
FREE SAMPLES UPON REQUEST
A division of Ten Star Industries

Pro:Motions

Kidwell New
CommCor President

Don Kidwell becomes President of CommCor, Inc. following his resignation as VP/GM of Group One Broadcasting’s WONE & WTUE/Dayton. CommCor recently agreed to purchase WGH-AM & FM/Newport News, VA (RAR 6-3). In addition, Kidwell will serve as the station’s GM.

Menowsky Named WSGV GM

Tim Menowsky has been elevated to GM of WSGV/Jersey Shore, PA, from his recent stint as the station’s General Sales Manager. Succeeding him in that post is Gerald Gotz.

McConnell Returns To WNDE & WFBQ

Milt McConnell moves cross-town to WNDE & WFBQ/Indianapolis as Local Sales Manager. Previously interim GM of neighboring WIFE, McConnell began his radio career at WNDE & WFBQ. His background also includes a sales stint with Indianapolis outlet WIKS.

Scripps-Howard Ups Two

Both James Smith and Richard Janssen will now asst President Donald Perris in addition to their current posts with Scripps-Howard Broadcasting Company. Smith, a company veteran since 1958, serves as VP/Sales. Janssen, who first joined Scripps-Howard in 1978, retains his VP/Radio position.

PolyGram Appoints

Johnson Controller

Martin Johnson has been promoted from Audit Supervisor to Controller, PolyGram Corporation. A three-year veteran of the label, Johnson previously worked for a New York CPA firm.

Group W Stations Name Murphy

Howard Murphy assumes the position of Controller for sister Pittsburgh outlets KOKA-AM, WPHT-FM, and KDKA-TV. Murphy comes to Pittsburgh from Group W’s WJZ-TV/Baltimore, where he held a similar post.

Donahoe Upped At KCBQ

Jim Donahoe has been raised to Local Sales Manager of KCBQ-AM & FM/San Diego. He first came aboard in September 1982 following an eight-year stint with the Packaging Corporation of America, the last four as Sales Manager of the company’s corrugated box division.

Mildner Moves To AIP

Herbert Mildner has been appointed Controller of Audio International Productions, Ltd. He brings over 25 years of experience as a CPA and attorney to the newly-created position.

Weiss & Powell Taps Ballard

Boots Ballard has joined the radio sales firm of Weiss & Powell. She succeeds Lynn Leopard as manager of the company’s Atlanta office.

Welk Elevates Two

The Welk Music Group has upped Cynthia Rodgers to Director/Administrative Affairs and Doyle Brown to Professional Manager of its Nashville Division. Both Rodgers and Brown have been with the company for eight years.

Metromedia Ups Christensen

Chris Christensen has been appointed VP/Finance of Metromedia Radio. He assumes the newly-created post from his previous position as Controller of the Metromedia Producers Corporation. Christensen first joined the broadcasting company in 1982; prior to that he spent five years with CBS Television.

Hackett, Nesbitt Rejoin Chrysalis

Jeff Hackett and Robert Nesbitt have rejoined Chrysalis Records, working in the label’s promotion department. Hackett serves as Southwest Regional Field Rep, while Nesbitt handles the same duties for the Northwest region.

Halsey Opens New York Office

The Jim Halsey Company has established a New York office, with Richery Barz named as its Managing Director. In addition to representing the booking/management agency, Barz will act as liaison with Churchill Records & Video, Ltd., a Halsey subsidiary. The new office can be reached at (212) 605-2824.

Williams Heads A&M Marketing Dept.

Mark Williams, formerly an A&M college rep in Atlanta, has been promoted to Director/Alternative Marketing. The newly-established department consists of 12 local reps and is targeted at college radio, dance clubs, and smaller retail accounts.

Kenyon Returns To Island

Kathy Kenyon rejoins Island Records as National Promotion Coordinator. Between 1977-79 she served in the label’s promotion department.

Caplin Creates Euro Tec

Producer/manager Bruce Caplin has launched Euro Tec Records. A summer date is planned for the label’s first release, an LP by former Alice Cooper guitarist/vocalist Michael Bruce. Based in North Lake Tahoe, Euro Tec may be reached at (702) 831-5642, or at its Las Vegas office, (213) 550-1351.

JKCS Names Two

Joe Kelly Creative Services has appointed Jan Lori Silver as President/Chief Executive Officer. She was most recently Executive VP/Controller of the firm, which operates SuperSpots, SuperSounds, and Chicago AV Studios. Silver is succeeded in her former post by Richard Figura.

Juris Moves To WMBM, WWNL

Felice Juris has been named Local Sales Manager of WMBM & WWNL (LOVE 94)/Miami. She travels cross-town from a similar position with WTMJ.

IS YOUR FORMAT OUT OF CONTROL?
Lock down those complex music patterns with the Formax Music System of computerized music control. Inexpensive and incredibly flexible. No hardware required!

1007 Naperville Road
Wheaton, Illinois 60187
Call Doug Blair (collect) 312-653-5527

R&R/Friday, June 17, 1983
"Take Me To Heart"
7-29603
Produced By John Boylan
The First Single from the forthcoming Geffen album

The Album
Take Another Picture GHS 4011
On Your Desk Monday!

One Of The
MOST ADDED

QUARTERFLASH Take me To Heart (Geffen)
69% of our reporters on it. Moves: Up 9, Debuts 42, Same 46, Down 0, Adds 59 including WBEN-FM, B94, KAFM, WABX, KIMN, Q103. See Parallels, debuts at number 40 on the CHR chart.

BERLIN
"The Metro"
7-29638
From the Geffen LP PLEASURE VICTIM GHS 2036
Produced by Daniel R. Van Patten for M.A.O. Records

LP Over 350,000

WNYS add WRVQ deb 36
WPHD 35 WZZR 26-22
WCAU-FM 34 KSKD 28-24
79Q add WOMP-FM 37-32
WABX 16 OK100 31-28
KEARTH 28-25 95XIL 37-27
KFI add WJBQ 35-32
XTRA 24-22 KTYN 29-20
KFRC add 99KG deb 40
13FEA add KCBN 16
KFMZ add WOR
WXKS-FM on WRCK
K104 27-24 WOKI
KSET-FM 11 KROK
WSEZ KQIZ-FM
WNAM WISE
WZPL WJAD
KYNO-FM KILE
KMQ FM99
KHOP WBWB
KCDQ WERZ

Manufactured by Warner Bros. Records
www.americanradiohistory.com
More New Metros
On The Way

Yes, gang, it's time for another episode in the interesting government shuffle known as "Let's Change The Metros." You may remember that several months ago I revealed for the industry that the Office of Management & Budget in Washington, DC was revising the boundaries of many metros across the nation, with the new definitions to take effect June 30. That column also contained the first listing of the new metros for about two dozen Arbitron-surveyed markets, showing what counties had been added or deleted from the current metro definitions.

Now comes the second release of new metro geographies, with the latest OMB epistle covering approximately 30 changed metros. The final release of revised metro boundaries will be sent later this month. However, government officials tell me that a member of the proposed new metro configurations have been challenged by the communities involved and that the June 30 date may not see the final metro outlook settled for all MSAs (Metropolitan Statistical Areas - bureaucrats-ease for metros).

At any rate, Arbitron, Birch, and others involved in research or advertising based on metro definitions are running around wondering what to do. Should they use the previous metros if station subscribers prefer to do so, or should the ratings firms go along with the OMB? Should the decision vary by market, possibly creating a hodgepodge? And when, if at all, should the new metros go into effect - in essence changing the rules and boundaries of the game in some key markets?

Q&A

A broadcaster in a market with a "cable radio" station about to start airing called to ask, "Is there anything I can do about the fact the local cable operator is considering using 'call letters' very similar to mine? What happens as far as the ratings services are concerned?"

A good question that all too many of you may be facing in the not-too-distant future. As it happens, I was recently talking to Claire Kummer (who heads Arbitron's Radio product department in Laurel) about call letter hassles and she mentioned this problem. Since cable identification is unregulated there's really nothing to stop a cable audio service from picking any calls it wants, unless some sort of legal action might have an effect (check with your D.C. counsel on this). As for the ratings services, there is little that they can do at the moment, according to Kummer. Arbitron is looking at the call letter issue, however, in the context of a larger review of identifier problems generally. I'll let you know if there are any developments that might help straighten out crediting in a situation such as yours.

Week In Review

GOALS Wants HDST Notice

The RAB's GOALS Committee has recently passed and sent to Arbitron a resolution concerning Hispanic Differential Survey Treatment (HDST). The gist of the resolution deals with no-phone homes now being excluded from measurement of the Hispanic audience in markets with notable Hispanic populations. The resolution suggests that Arbitron "inform the user of these reports that the data should be read with an understanding that perceived differences in audience levels may be due to the change in the methodology." Arbitron VP Bill Livek told R&R, "We feel our existing methodology note on page 5b of market reports can be expanded to cover the impact of HDST."

O'Neil To Chair Quiztplex

Jack Fritz, President of John Blair & Co., has announced that Jim O'Neil has been appointed to the new post of Chairman/CEO of Quiztplex, the company's broadcast and marketing research division. According to Fritz, "There is a growing demand for the Quiztplex audience research data in the radio industry, and we intend to make a strong move into that market." O'Neil has extensive Blair background, primarily in TV, although he has been involved in radio station ownership.

Dallas Broadcasters Sponsor AM Study

A group of Dallas AM broadcasters, including WBAP, KAAM, KLIF, KFJZ, and WFAA, has chosen the research firm of Audience Analysts to research listeners' attitudes toward AM radio. According to Jim Coleman, President of Audience Analysts, "The goal of the project is to determine if there are ways AM radio stations as a group can position themselves to get listeners back from FM."

New Metro Definitions

<table>
<thead>
<tr>
<th>MSA Title</th>
<th>Definition</th>
<th>Salt Lake City-Ogden, UT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bicx-Gulfport, MS</td>
<td>Hancock County</td>
<td>Davis County</td>
</tr>
<tr>
<td></td>
<td>Harrison County</td>
<td>Salt Lake County</td>
</tr>
<tr>
<td>Gainesville, FL</td>
<td>Alachua County</td>
<td>Weber County</td>
</tr>
<tr>
<td></td>
<td>Bradford County (added)</td>
<td>(Tooele County deleted)</td>
</tr>
<tr>
<td>Harrisburg-Lebanon-</td>
<td>Cumberland County</td>
<td>Sarasota-Bradenton, FL</td>
</tr>
<tr>
<td>Carlisle, PA</td>
<td>Dauphin County</td>
<td>Manatee County (added)</td>
</tr>
<tr>
<td></td>
<td>Lebanon County (added)</td>
<td>Sarasota County</td>
</tr>
<tr>
<td></td>
<td>Perry County</td>
<td>St. Joseph County (deleted)</td>
</tr>
<tr>
<td></td>
<td>Clay County</td>
<td>South Bend-Mishawaka, IN</td>
</tr>
<tr>
<td>Jacksonville, FL</td>
<td>Duval County</td>
<td>Washington-Arlington,</td>
</tr>
<tr>
<td></td>
<td>Nassau County</td>
<td>DC-VA-MD</td>
</tr>
<tr>
<td></td>
<td>St. Johns County</td>
<td>District of Columbia</td>
</tr>
<tr>
<td></td>
<td>(Baker County deleted)</td>
<td>Calvert County, MD (added)</td>
</tr>
<tr>
<td>Macoc-Wamer Robins, GA</td>
<td>Blb County</td>
<td>Charles County, MD (added)</td>
</tr>
<tr>
<td></td>
<td>Houston County</td>
<td>Frederick County, MD (added)</td>
</tr>
<tr>
<td></td>
<td>Jones County</td>
<td>Montgomery County, MD</td>
</tr>
<tr>
<td></td>
<td>Peach County (added)</td>
<td>Prince George's County, MD</td>
</tr>
<tr>
<td></td>
<td>(Twin County deleted)</td>
<td>Arlington County, VA</td>
</tr>
<tr>
<td>Saginaw-Bay City</td>
<td>Bay County (added)</td>
<td>Fairfax County, VA</td>
</tr>
<tr>
<td>Midland, MI</td>
<td>Saginaw County</td>
<td>Loudoun County, VA</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Prince William County, VA</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Stafford County, VA (added)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Alexandria City, VA</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Fairfax City, VA</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Falls Church City, VA</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Manassas City, VA</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Manassas Park City, VA</td>
</tr>
</tbody>
</table>

While you ponder some of these questions, here's a peek at part of the list just received from OMB. I've taken the liberty of including the metro revisions for some of the Arbitron or Birch-surveyed markets, but more are affected (call me if you are concerned about your market.)

Now What?

If your market is on the list published here — or was on the earlier one we showed — what can you do to influence the metro makeup in your area? First, realize that the ratings services are willing to be responsive on this matter. Generally, the indication I've gotten from Bill Livek at Arbitron Ratings and Tom Birch at Birch Radio is that they are inclined to measure larger geographies rather than smaller ones. Thus, if your metro is having some counties deleted from its definition, you may want to have the subscribers to each ratings service vote on whether or not they want to retain the larger, status quo boundaries.

Another resource not to be overlooked is your friendly representative in Washington. Perhaps a call from your Congressman to the OMB could have an impact on the outcome of the final market definition to be released soon. Whatever action you may consider, take it soon. The sooner the government and the ratings services hear from affected markets, the sooner the new metro situation can be resolved. Then we can all get back to the business of serving our advertisers and the public.

www.americanradiohistory.com
20 YEARS OF BRITISH ROCK
HOSTED BY SPENCER DAVIS

A 6-hour celebration of British rock as you've never heard it before. Exclusively from The Source. Featuring the greatest British music to rock America's shores. From The Spencer Davis Group and The Beatles to Duran Duran and Culture Club. Plus fascinating insights by the artists themselves on the phenomenon known as the British Invasion. The sun never sets on British rock! Produced by Denny Somach Productions.

The weekends of June 24-26 and July 1-4. Call Shirley Maldonado at The Source, (212) 664-5538.

Sponsored, in part, by Budweiser and Snickers.

Featuring

www.americanradiohistory.com
WUWU  Continued from Page 3

Background On
The Hijacking

Allen related to R&RA survey his perspective on the hijacking of the station and the reasons behind it.

"I walked into the station and there were letters posted saying I was terminated. The reason was I wanted to do a Heavy Metal Weekend for the Memorial Day holidays. The heavy metal issue is a red herring. The ratings are good, and the revenues have met projections."

Allen said he came in the following day and was barred from the premises by armed guards. He asked for the aid of the local police, but was told that the courts would have to decide whether he or Chmiel was in the right. Allen said a police official added, "But possession is nine-tenths of the law!"

"So I contacted stockholder John Bunkfeldt (a former WUWU engineer and President of WOUR/Utica), and we planned the transmitter takeover for a week because of the armed guards at the station. Bunkfeldt took WOUR's remote equipment and we set up a complete studio at the transmitter.

I brought my own armed guards out and opened up from the transmitter."

Allen publicly protested his firing, but was soon thwarted by Chmiel and the deputy sheriff.

"I'd been on the air for 45 minutes when Chmiel reached the main power meter and shut the station off the air and told the sheriff to arrest me for trespassing. I told the sheriff to arrest Chmiel for trespassing, but on the advice of my attorney withdrew the charge.

Now he's arrested me for trespassing on property #1, as a director of the corporation, had a right to be on."
JARREAU
"Boogie Down"

WXKS-FM  WDOQ   KRGV   KHOP   WFOX
WCAU-FM  KAMZ   KROK   KSKD   KVOL
Y100     WZYP   WSEZ   KHYT   WSGF
WCSU     94TYX  WHOT   WGUY   KCDQ
KITE      FM100  KYNO-FM WJBE  KDZA
      WJAD   KBIM

Produced by Jay Graydon

JOE WALSH
"Space Age Whiz Kids"

WXKS-FM  WNYK  WPHD  37-34  KBEQ  21-18  KMKJ  21-16  WKROR  add
WCAU-FM deb 36  WSFL add  KBEQ  add  KMKJ  add  WKROR  add
KBEQ  21-18  KMKJ  21-16  WKROR  add  KBEQ  add  WCAU-FM deb 36
WXKS-FM  WNYK  WPHD  37-34  KBEQ  21-18  KMKJ  21-16  WKROR  add

Produced by Bill Szymczyk
for Pandora Productions

the B-52's
"LEGAL TENDER"

KMJK  KSET-FM  WERZ
KZFM  KYYY  WJBQ
WIGY  Q101

Produced and Engineered by Steven Stanley

Manufactured & Distributed by Warner Bros. Records

www.americanradiohistory.com
Word has it that Arista Sr. VP/Finance Aaron Levy is being romanced by WCI for an Executive VP slot at Elektra-Asylum, presumably in the financial and administrative end. A move in that direction would reunite him with former Arista comrade Mike Bone. Look for Aaron’s move within six weeks.

Speaking of Arista... ever since Senior VP Richard Palmese’s name was mentioned as a possible future MCA executive, speculation as to who within the current MCA structure would have to give way was widespread. Well, Street Talk has learned that Palmese may not have to displace anyone. If he accepts the job MCA has offered, namely, Exec. VP/Marketing & Promotion, he’ll be joining the company in a position that does not currently exist.

Here’s one for you. What Florida-based ratings service may be expanding into Canada? Tough one, eh?

Happy tenth anniversary to Ted Atkins, who is celebrating his first decade as VP/GM at WTAE & WHTX/Pittsburgh. Ted has kept the two Hearn stations very competitive over the last ten years, drawing on his extensive programming background at stations like KIMN/ Denver, CKLW/Detroit, KFRC/San Francisco, and KHI/Los Angeles.

After ten years as PD, Steve Bell has resigned at KMBZ/Kansas City. Swing announcer/traffic reporter Bill Morse is the interim PD until a permanent replacement is named. This must be the week for resignations. Here’s an AOR triple-play... Chris Miller has exited as PD of KLOL/Houston with no immediate replacement named. Assistant PD Michele Robinson is acting PD for now. At WZTV/Memphis, Redbeard has resigned as PD, saying he wants a new challenge after five years in the same slot. He leaves on very good terms with management... Bill Simmons is no longer PD at WMYK/Norfolk. He has left the station, and no new PD was named... Brother, the books aren’t even out yet!

When Mutual’s Glenn Morgan strikes out on his own at the end of July, the net will need a replacement with experience as a major market PD. Those interested in the network’s Director/Entertainment Programming job should contact VP/Programming Dick Carr. Meanwhile, there are growing signs that Mutual will add more fine arts programming, picking up some of the slack created by NPR cutbacks.

Former NPR President Frank Mankiewicz will join the Washington PR firm Gray & Co. in July as Exec. VP, handling public relations and lobbying. Interestingly, Mankiewicz has an extensive background in Democratic politics, while the firm’s founder, Robert Gray is a staunch Republican who chaired President Reagan’s inauguration.

KBFM/McAllen-Brownsville GM Paul Wasmich exits with no replacement named.

Atlantic Records has a new phone number for its Los Angeles offices. Effective immediately Atlantic/West Coast can be reached at (213) 205-7450.

Russ Garrett has joined WMCA/New York as Weekend Operations Manager. Russ had been Program Director at WNBK/Bridgeport.

Mike Wolf, who was most recently Assistant PD/MD at WQFM/Milwaukee, is now handling weekends/swinging at WLS AM & FM/Chicago.

In L.A.’s San Fernando Valley, KGIL-FM will switch formats from its current nostalgia mix to Adult/Contemporary on July 1. The format is being designed by KGIL PD Mike Lundy and former KRLA/Los Angeles MD Jay Stevens, who is currently President of More Music Programming syndicators. KGIL (AM) will continue its nostalgia format.

Look for former WDOQ/Daytona Beach VP/GM Jack Ailx to return to the Washington, D.C. area and take a station in suburban Northern Virginia CHR.

Kurt Kelly has been tapped to replace Lorna Ozmon as Music Coordinator and all-night personality at WKOX/Chicago. This reunites Kurt and WKQX PD Chuck Morgan, the pair having worked together at WOCM/Detroit, where Lorna now programs. Wow, deja vu.

WLUP/Chicago morning personality Jonathon Brandmeier is stirring up controversy in the Windy City at the expense of Chicago Cubs Manager Lee Elia. Remember when Elia exploded at the Cubs fans following a 4-3 loss to the Dodgers April 29? Well, Brandmeier has been airing an expurgated tape of Elia’s outburst, mixed into the Cubs’ theme song. The Cubs threatened to pull WLUP’s press passes to Wrigley Field if Brandmeier didn’t stop airing the tape. He didn’t, but they didn’t either. What all this adds up to is tons of publicity for Brandmeier in all the Chicago papers, which is precisely why the Elia tape may not be retired from the WLUP control room any time soon.

Superstars station WZZO/Allentown ran a “No Men At Work Weekend” playing abso- lutely no Men At Work cuts all last weekend, and now many of the other Lee Abrams con- sulted AORs will do the same thing this weekend. Lee told Street Talk, “Everybody loves ’em, but the exposure has been so heavy... it’s getting ridiculous. This is just a friendly good — it’s not at all a bad rap on the band.”

Former KJMK/St. Louis PD Quincy McCoy joins WASH/Washington as Assistant PD to Bill Tanner. Quincy will also handle an evening airshift.

Mark Driscoll, PD at KITE/Corpus Christi, is moving on to an unnamed major market project. He’s being replaced by a familiar name in Texas radio, Jim Zippo, who was last PD at KINT/El Paso. Jim will start by filling two recent jock openings, so contact him ASAP.
Preparation of 12-Hour Radio Special Heads into Stretch

DEVORE, Calif.—Musical performances by the world-class lineup of rock 'n' roll talent appearing here at US Festival '83 are now being combined with artist interviews and on-the-scene reporting into a 12-hour radio special by Westwood One producer Bert Kleinman. Westwood One's US Festival special, the most ambitious and comprehensive documentation of a major rock 'n' roll event ever attempted, will be ready for a Labor Day weekend world premiere. It'll be available exclusively to one radio station per market on a first-come, first-serve basis. The world premiere coincides with the first anniversary of the US Festival.

The special will feature actual musical performances by Van Halen, the Pretenders, Steve Nick's Fleetwood Mac, Ozzy Osbourne, Merle Haggard, Scorpions, Missing Persons, Triumph, Judas Priest, A Flock Of Seagulls, Joe Walsh, Quarterflash, U-Z, INXS, the English Beat, Little Steven & The Disciples Of Soul, Gongo Bongo, Motley Crue, Wall Of Voodoo, Berlin, Quiet Riot and Divinyls. Additionally, first-person reporting and background and color interviews gathered on the scene will play a major role in Westwood One's re-creation of the biggest outdoor rock festival of the last decade.

"We have all the material we need to re-create the entire event for the millions of people who didn't have the opportunity to attend," says Norm Pattiz, Westwood One president. "It'll attempt, we believe, to do what we think we've done better than anyone else in the history of broadcast journalism ... a live, commercial-free one-hour special. The world premiere coincides with the first anniversary of the US Festival." No one else will be able to compete with this for the history books this year. A live, commercial-free, one-hour special brought to us by the world's number-one satellite network. Thanks for coming by, Norm. It's been a real pleasure to work with you and the great team at Westwood One on this project. We look forward to working with you again in the future. Good luck with the special and congratulations on a job well done!"

Westwood One's US Festival Satellite Reports Win Raves

DEVORE, Calif.—Last Memorial Day weekend, millions of people around this country as well as overseas were able to keep abreast of all the US Festival '83 activities via the Westwood One Satellite Network's live, commercial-free coverage from backstage.

Highlights of artist interviews and on-the-scene reports were produced for a total of seven via-satellite transmissions averaging 30 minutes apiece. Each transmission consisted of an introductory five-minute news report co-anchored by personality Vicki McCurry and Mike Harrison followed by a dozen short features ranging from 15 seconds to nine minutes.

Here's what a few of the programmers who received the Westwood One Satellite Network reports thought about them:

WLS-FM/Chicago P.D. Steve Casey: "Westwood One's US reports were a real boost to our weekend programming."

WRIF-FM/Detroit A&R P.D. Mark Pauzeman: "Westwood One's US reports kept the Motor City informed on what sounded like the rock 'n' roll party of the Eighties."

KQIE-FM/Minneapolis P.D. Doug Sorenson: "The reports didn't sound 'California-ized' so they were of interest to Minneapolis listeners. David Lee Roth of Van Halen sounded terrific on the Westwood One reports. His rama-lama stuff was great!"

WXAF-FM/Norwester/Boston P.D. Bob Barnett: "I really liked the US feeds—they made my weekend special format outstanding. I ran them throughout the day and night."

WWTW-FM/Baguio Program Director Jim Santella: "We do a special thing every Monday. We call it 'Heavy Metal Monday.' Westwood One's reports from Heavy Metal Day at the US Festival were fantastic—we used them extensively."

Showtime Scores US Video Rights: Westwood One Plans Simulcast

DEVORE, Calif.—The Showtime pay-TV cable operation has secured the video rights to the 1983 US Festival from the UNUSION Corporation, which produced the Festival during the Memorial Day weekend and the first weekend in June. Since Westwood One owns the exclusive radio rights to the Festival, plans are pending for a national stereo simulcast with Showtime, which plans to produce and air four 90-minute specials—one each for the three days of rock and the one day of country. The artists will be announced shortly.

WALKING IN DEVORE—Date Buzo of Missing Persons was provocative during the band's US Festival set.

AS FAR AS THE EYE CAN SEE—This was the scene from the stage on Heavy Metal Day.

OZZY GREETS PATTIZ—(Above) Ozzy Osbourne had a friendly greeting in store for Westwood One President Norm Pattiz backstage in the artist interview tent.

JUDAS PRIEST, IT'S... JUDAS PRIEST—(Above) Lead guitarist Glenn Tipton and lead singer Rob Halford of Britain's Judas Priest roared for the fans from the huge US Festival stage.

Westwood One Covered US Festival Like a Blanket

DEVORE, Calif.—The 1983 US Festival—three days of rock and one featuring country with a lineup including many of the hottest talents in both fields—is history now, and it'll certainly go down in the record books as one of the most creatively successful and smoothly run events of its kind. Westwood One, the nation's largest producer of nationally-sponsored radio programs, concerts and specials, was out in mega-force for this year's Festival, which, like the first one last Labor Day, took place at Glen Helen Regional Park in the foothills of the San Bernardino Mountains about an hour's drive east of Los Angeles.

Westwood One's 11-person mobile recording team, headed by chief engineer Bill Dawes and headquartered at the rear of the world-record 425,000 US Festival stage, consumed more than 200 rolls of two-inch 24-track master tape in capturing the musical performances going on just a few yards away at center stage. And the 15-person Westwood One Satellite Network production team, helmed by producer Bert Kleinman, gathered more than 400 hours of interview material. WWSON reporters talked with the musical performers, officials from UNUSION, the talent bookers, chiefs of crews responsible for building the record-setting stage, sound and lighting systems, food and beverage concessionaires, the fans—everyone who helped bring UNUSION chief Steve Wozniak's dream to life.

For the 700,000 or so people who travelled from all corners of the States and even from overseas to attend, the US Festival '83 was an unforgettable experience. Millions more were able to participate as it was happening through the many radio stations in this country and abroad who received the Westwood One Satellite Network's live, commercial-free reports. (See separate story this page for reaction from a few of the participating stations.)

But the best is yet to come from Westwood One. The 12-hour US Festival '83 special. Combining the rents and rents of live performances and interviews, the special is being produced right now by Bert Kleinman for its Labor Day premiere. (See separate story this page.)

"No one else in radio can even come close to the quantity and quality of coverage we gave the US Festival," says Norm Pattiz, Westwood One president. "It was an unprecedented event, and deserved unprecedented coverage."

Westwood One Plans 3-hr. US Fest Country Special

DEVORE, Calif.—Saturday, June 4 was "Country Music Day" at the US Festival '83, and Westwood One was on hand to record musical performances and interviews with the artists that will be combined in a three-hour US Festival Country special. The special, to be produced by Westwood One producer Bert Kleinman (who's also producing the 12-hour US Festival rock special), will be made available in the near future exclusively to one radio station in each market on a first-come, first-serve basis.

Featured will be performances by and exclusive interviews with Willie Nelson, Waylon Jennings, Alabama, Hank Williams Jr., Emmylou Harris, Ricky Skaggs, The Thrasher Brothers and Riders In The Sky.

FOR INFORMATION AND EXCLUSIVITY CALL YOUR WESTWOOD ONE REPRESENTATIVE AT (213) 204-5000
The SPRUR National Airplay Chart in last week's issue (6-10) looks similar in length to your own playlist, then you're among the growing number of CHR programmers playing more current titles. As explained last week, the lengthening of the CHR chart was a response to what the majority of their audiences were demanding.

If you are used to working with only 30 charted records plus a couple of adds and extras each week, and have recently expanded your own list or are planning to do so, there are some things you should be aware of. You're dealing with a whole new set of variables.

First, rotation times will change dramatically when you add 10 to 15 more current titles to your station. To make a longer playlist work you've got to make certain adjustments in your thinking about audience response to your new sound. How quickly will they learn to become familiar with this new product? Second, you might consider adjusting your oldies library to compensate as well as drawing up new format clocks. Do you need to play as many oldies?

For some ideas on what to look out for, and how to utilize a longer playlist to your station's advantage, read on as some programmers who use and win with longer playlists share their thoughts. You can also take a look at a sample format clock I've devised that's basic enough to be modified to your own needs (see "Sample CHR Format Clock"). We'll also examine the other side of the coin and discover why some programmers still cling to a strict playlist when there are new artists with successful records than at almost any other time in CHR's history (see "Tight Playlists Still Win").

Paula Matthews, PD
KIQQ/Los Angeles
KIQQ/Los Angeles PD Paula Matthews has been running her radio station with a long list of currents before it became fashionable. "Rotations are the key to playing lots of current product," she says. "We play few oldies and concentrate on the newer product so our currents get a pretty high rotation by comparison to other stations that play a higher percentage of oldies."

As a rule, KIQQ doesn't believe in jamming new records, preferring to let the "cream rise to the top," according to Paula. "Our powers run about every three hours or so, and the number of songs in that category can change according to the product and our needs. The newer records are at the top."

Paula Matthews

KIQQ/Los Angeles

Ron White, PD
KKYY/Little Rock
Ron White programs KKYY/Little Rock and consults USB/ South Bend, WSTO/Evansville, and KAFE/Santa Fe as well. His program is a blend of his guns and one of the most conservative lists in the country. Why? "The audience we seek worships familiar music. I think many of the CHR's are very 12:24 in target and then A/C's are 25-plus. The 18-34 market is generally wide open for us, and we go for it!"

I pointed out many Ron White other CHR programmers might disagree that they're programming only for the 12:24 audienc, simply by virtue of the ratings they've achieved 18-34 and 25-plus. 'You're probably right,' admitted Ron, 'but I think long playlists are a cyclical thing. I still think most of these stations could do better if they had a tighter list, especially in the older demos.

"It all depends on your point of view. I know we play only about 18 or 20 currents, but it works for me. We play a lot of music on our stations, and we run a longer list. We're playing a lot of unfamiliar music. As a result, we fill in the gaps with lots of recurrents and gold."

Ron concluded, "I think there is room for a tight CHR and a more open CHR in each market, whereas up until recently everyone went at it the same way. We do a lot of careful research to make sure we're not burning out our core, which is the biggest danger in doing this type of format. We use little tricks like preventing the same song from coming up in the same quarter-hour of the same daypart day after day. We play only the strongest material, and that builds consistency, which I think turns into ratings."

Jeff Tobin, PD
WYFM/Youngstown

While Jeff Tobin agreed with much of what Ron had to say, he believes that the Youngstown market is a bit different from the rest of the country. 'I've been PD at WYFM four years now, and continue running a tight list because I find this is what the people want in this market. Despite increased exposure from MTV and other sources, this town is still slower to respond to the newer product, so I welcome all of this new input, because it all helps.'

"We find that when we have a change based on what's happening nationally, we often end up with a stiff record. A good example was Laura Branigan's 'Solitaire,' which fell apart for us. Our Operations Manager Jack Taylor and I have been doing it the same way for a number of years because we know what we do works. When we add a record, I want to know that it's a hit and people will want to listen to it."

"A considerable amount of time is spent on market research to find out what is selling and will draw good reaction from listeners. When we step out of the bounds of what we do best, we seem to get burned. What it comes down to is if Beethoven had a hit and it proved popular, we'd play it. It's our consistency that keeps us on top. We've been doing it this way for 10 years and don't plan to change,' Jeff concluded.

I asked Joe why he places such a heavy emphasis on current records. "Basically we found that oldies are just not as important to our core audience as they used to be. When the economy was on a downsizing, people went back to try to remember the good times of a few years ago. Now, the economy is improving dramatically and the good times are at hand. I think people would rather hear current hits, especially when times are getting better."

He went on to explain how he uses currents. "I rotate about 40 titles on the air. I use only about two oldie slots per hour and about two to three recurrents an hour, running anywhere from 12 to 14 songs per hour total. My powers turn about every hour and 15 minutes, and there are from four to six records in the power category. The next category runs about every two hours and 15 minutes, and the rest are lumped into the last category, which is reserved for the newer product."

Joe treats some of his new product differently than most programmers do. "When I add an image record I put it into a hot rotation immediately, like with the new Loverboy song. If it feels like it's one of those special image records, it will get that intense introduction to the listeners for perhaps two weeks and then I'll pull it back."

"Usually as a record becomes more popular, we pull it into the recurrents and we're on to the next batch of new records that are grabbing everyone's attention." Explaining this philosophy, Joe said, "I think they'll listen longer to wait for their favorite record, and as we back it down and it becomes more popular they'll listen longer to hear it and get exposed to something new at the same time."

--Continued on Page 20

www.americanradiohistory.com
"Rock 'N' Roll Is King"

#1 MOST ADDED

88 ADDS OUT OF THE BOX

CHR NEW & ACTIVE

Produced by Jeff Lynne

DOUBLE IMAGE

“Night Pulse”

WBEN-FM  WQID  KRGV  KSKD
WNYS   WSKZ   WSFL   WISE
WPHD   CK101   WTX  WJAD
WCAU-FM  KSET-FM  WJXQ  WCGQ
WKFM  94TYX   WHOT  WAEV
WRCK  WOKI   KHOP  KCDQ

MTUME “Juicy Fruit”

WXKS-FM add  WNVZ add  KX104 deb 29
WCAU-FM deb 39  KTFM 34-24  WSFL deb 29
79Q 17  WSGF 5-3  WSPK on
195 5-5  Z102 12-8  KAMZ on
Y100 add 20  FM99 add  KBFM on
WABX add  WGLF add  WHOT on
KITE 10-4  KENI add  KQMQ on
WDOQ add  KCDQ add  KHYT on
WNFY add  WBBQ 38-34  WJAD on

www.americanradiohistory.com
CHR Evolves: Working With A Longer Playlist

Continued from Page 16

"This particular method may not work in bigger markets, but since we are so dominant here we can do it. I'm not sure if the audience is into a new music syndrome or what, but they are certainly interested in being things other than the old tired songs they've been stuck with for a long time now. That's where AOR got caught with its pants down, only playing the Eagles and Bruce Springsteen."

Gary Bryan, PD
KNBQ/Tacoma-Seattle

KNBQ is in an interesting situation, as it competes against conservative KUBE and KYX, a modern music-oriented CHR. Taking another tack, Gary Bryan is very open to playing a lot of new product of all types. He reasoned, "We try and give everything as much exposure as we can and have had discussions to take steps to improve that aspect of our programming even more."

"We are trying to be fair to the new records, giving them at least two plays a day, but we still have to maintain a familiar base. Our policy is that a record must be rock-solid before it can become a power. The powers, which are seven in number, come in just under a two-hour rotation." Gary differs from Remosabi Joe on new records' rotation, saying, "We no longer try to throw a new record into powers to rev it up for the market, preferring to let it build on its own merits.

"Our next rotation has about 20 titles, which repeat every four hours or so. The following rotation is for newer music and carries 10 to 15 titles in it, coming up once an hour. So basically we are rotating about 30 to 40 active titles, since some of the charted records that are moving down are already in a recurrent rotation. We play only one oldie an hour to make sure that these records get exposed."

I questioned him about his fast power rotation. "Even though our powers rotate pretty tightly, they are frenched within those in the middle rotation and the newer product. The powers make KBQ consistent, not the oldies. The listening spans are not suffering from the tight power rotation; however, I wouldn't recommend that you rotate your powers as fast as we do if you play a lot of oldies."

Gary uses up to four recurrents an hour, with one category from the past three months, numbering 12-14 songs, and the other from the past year, 30-40 titles. He observed, "I foresee a lot of AOR stations that will look longingly at what we do because of CHR's breaking the traditional AOR categories and airing in the position of being the teen stations, while CHR has a healthy share of teens and adults as well.

And what about stations looking to expand? "If you are going to play more currents, go about it slowly," he cautioned. "Your audience will react much more favorably if you do it over a span of several weeks rather than just going crazy with all the new titles. The hits are the hits, and they still want to hear them. The rest are other flavor records, or on the way to becoming new favorites of the audience."

Harry Nelson, PD
WJBQ/Portland, ME

Harry Nelson, former KFRC/San Francisco jock and PD of KSLG/St. Louis and WKDO/Boston, among others, has settled in at WJBQ/Portland. Here he's able to experiment a bit with newer product and methods of making it familiar. "We're play-
ing about 75 records right now, since there is so much good music out there. We have a 'New Music' show on Sunday nights, and when we get good response to a song on that show, we'll continue program-
ing it during the week, especially late at night.

"We continue to solicit re-
sponse to all new product we play on a daily basis. It helps make it more familiar and it gives us additional audi-
ence reaction to it as well. It's similar to the old 'American Bandstand' concept of rating the song from 1 to 10. We then average the feedback out mathematically and move them up in rotation accord-
ingly."

Harry went on to point out how times have changed. "Years ago at WIKO we operated with only seven power records, and here I'll use from 12 to 15 powers, depending on the product. They'll rotate four times an hour and turn over about every three hours or so. Our mediums get three slots an hour and we run about 20 or so in that category. Then we have about 18 records in a light or new rotation which get up to bat twice an hour. The rest are recurrents, and I run only two oldies an hour.

"The gold in midday runs at the top and bottom of the hour, and in all other slots it runs on the quarter-hour to make the most impressions without actually having to play many oldies. We've burned out the oldies, and this new music is building a new gold library for the future. One day you'll see people start to play more oldies again, but I don't think they'll go overboard as before. A lot depends on the quality of product available." Harry closed by stating, "New music when properly programmed can be to a programmer's advantage, unlike in the '70s."

Scott Walker, PD
WCAU-FM/Philadelphia

One of the stations that made some early noise with a long current list was WCAU-FM/Philadelphia. PD Scott Walker has modified the format a bit from Mike Joseph's original design. He said, "Being a 'Hot Hits' station, we play only oldies an hour, and we don't go back farther than three years. Every record we add gets good rotation, and ar-

"Our heaviest rotation we play only 21 songs, and the rest are new. We've also added a Top 50 Countdown show which has a pretty loyal following, which I think helps to establish the new material."

Motion

Q101/Meridian, MS (gives Larry O'Neal a boost to Operations Manager, and MD Chuck McCarthy is upped to the PD position.) KYTK/Kalamazoo, MI has Greg Magnuson as MD in addition to his 7-midnight show KILE/Galveston PD Taylor Jeneb hired Serrano Sandifer from KSJ/Kansas City as Director, replacing Moss Thornton, who's off to KPRC/Houston.

Cynthia Mayweather is now RD at WMFM/Memphis. . . . Dr. Rock's new slot, Monday through Thursday, is "Michaeli Ball" moves into middays from KDLY/Bakersfield . . . WZPL/Lindenhurst/P.Ne.

MD Scott Brody leaves for a new and yet secret destin-
y destination somewhere in New England. Don Payne takes over Scott's 6-GM airshift, but a new MD is still pending . . . Roger Bauer is the new GM at WAZY & WFTE/Lafayette, IN.

WDPF/Caribou, ME promotes Mark Rediker to the MD slot . . . KHTX/Reno is now CHR, dropping its Country format, and MD Mark Nakoda who would like service sent to PD Box 1365, Crystal Bay, NV 89402 . . . Also, KAMX/Albu-
querque has gone CHR and needs service as well. Send it to Ed Brennan, KAXX, 5601 Domingo Road, N.E., Albu-
querque, NM 87108.

Bits

* KIMN/Denver is hosting Chubby Checker and Flash Cadillac at a "Rock 'N Roll Sock Hop" to bene-
fit the Children's Diabetes Foundation. KIMN
personality Randy Jay will emcee the event, which includes live music, '50s, and dance contests.

From The Album 'TONY CAREY'

R&S 2001 R&R/FRIDAY, JUNE 17, 1983

"West Coast Summer Nights"

The New Single From

TONY CAREY

CHR SIGNIFICANT ACTION
CAREY'S ON:

WABX WISE
WLOL-FM WFLB
KYUU WPFM
KNBQ KFYR
WCSC WCIL-FM
WSSX KGHO
WSFL KOZE
WZZR KCBN
WACZ KBIM

CHR Evolves: Working With A Longer Playlist

"This particular method may not work in bigger markets, but since we are so dominant here we can do it. I'm not sure if the audience is into a new music syndrome or what, but they are certainly interested in hearing things other than the old tired songs they've been stuck with for a long time now. That's where AOR got caught with its pants down, only playing the Eagles and Bruce Springsteen."
Columbia Records Presents
This Week's BREAKER

LOVERBOY "Hot Girls In Love"

CHR BREAKERS

LOVERBOY
Hot Girls In Love (Columbia)
61% of our reporters on it. Moves: Up 52, Debuts 33, Same 36, Down 0, Adds 16 including 894, WHTT, 94TYX, WKFR, KKF M, K96, WISE, WAZY-FM. See Parallels, debuts at number 36 on the CHR chart.

...And Forthcoming BREAKERS

JOURNEY "After The Fall"

TOTO "Waiting For Your Love"

ON YOUR DESK NEXT WEEK!

ON YOUR DESK TODAY!
Happy Birthday WMMS

WMMS/Cleveland, generally acknowledged as AOR radio’s flagship station, reached its 15th birthday this spring. It presented an opportunity to party that wasn’t lost on PD John Gorman, who mentioned, “We hope to celebrate by setting up some concerts. For our tenth anniversary, Bruce Springsteen did an Agora nightclub show for us. How do you top that? That’s probably what’s uppermost in all of our minds right now.”

The Shape of Things

Gorman had other matters on his mind ten years ago, when he joined WMMS. The station had just undergone a series of debilitating personnel changes and also suffered from lackluster ratings. New owners Mairrie Broadcasting were uncertain it was wise to allow the station to keep rocking, but were convinced by interim PD Denny Sanders to wait awhile longer before making any format change decisions. Sanders quickly enlisted John Gorman from Boston, where the two had worked together at AM progressive rocker known as WNTN. Gorman picked up the story from that point: “I was hired as MD by Denny. He had reached a creative crossroads; whether to continue as PD and take himself off the air, or to stay on the air and drop the PD title. Doing both was just too much work. He decided to stay on the air, and so I was named PD about a month after I joined them. I never expected the job; I used to look at Denny and think to myself, ‘I wouldn’t want his problems!’”

Gorman recalled the shape WMMS was in at the time he took on the PD title. “The station had been pretty much freeform under Denny. It was a very interesting and wonderful-sounding station; however, it appealed to a very select audience. Mairrie needed to see some numbers, so Denny and I decided to attempt to make the station more mass-appeal.” This was accomplished without the help of a structured format, relying instead on the programming instincts of a number of very savvy jocks, most of whom are still with the station.

“We started showing ratings growth in ’74,” Gorman recalled. “From 1975 on, we’ve been #1 in 18-34 adults; that’s over 20 books. Many of the listeners who were here from our beginning have grown with the station; I think we’ve grown with them as well. We’ve studied their habits and adjusted our programming accordingly. For instance, we know our 25+ listeners go home at night and watch TV or do other family-related things. So we aim nighttime programming at younger audiences, while middays are aimed almost totally at 25+ listeners.”

Music Mix

Both age groups seem to accept and want to hear modern rock. “It’s very compatible,” Gorman reported. “Older audiences seem to want to hear groups like Duran Duran; they want to hear fresh sounds as much as anyone.”

“We know that every other radio station in town hates our guts.”
— John Gorman

WMMS’s diverse musical programming is derived from a playlist of up to 1700 tracks, including some that are pretty esoteric, as Gorman admitted. “We still play a lot of songs that most AORs have forgotten about: Batdorf & Rodney, old Band, Dylan’s ‘Ballad of a Thin Man,’ It’s a Beautiful Day’s ‘White Bird.’ Also, we found some great old Top 40 tunes that don’t get played anymore: Janis Ian’s ‘Society’s Child,’ Jan & Dean’s ‘Dead Man’s Curve’ are some examples. They don’t come up often, but they sound great and fit perfectly when played for spice.”

Air Fresheners

The WMMS disc jockeys play an integral role in the station’s long-running success story. Denny Sanders is its reigning air personality champion, with 12 years of the job under his belt. Len Goldberg, Matt the Cat, and Betty Joe have all rack-ed up ten years there, while Bill Freeman, and morning men Jeff Kirschbach and Flash Ferenc trail with a “mere” seven years of WMMS air experience. What keeps them motivated after so many years on the same station (and often on the same shifts?) Gorman guessed, “The lifestyle we’ve developed is in constant change, so the jocks are always dealing with something new, which keeps their jobs fresh to them. The fact that we play a wide variety of music helps, because it keeps them from getting bored. I have the feeling if the station were playing the same 100 tunes over and over again, the staff never would have remained as constant. So they’re kept on their toes, and they work very well together.”

“We’re not the average AOR station by any stretch of the imagination. Someone once compared WMMS to a comic book, because it’s like a continuing story. The jocks don’t just front-and-back announce, they talk about what’s going on in town and musically. It’s also helpful that most of the staffers have outside releases. Many of them do occasional TV appearances, for instance. That helps keep them fresh.”

Though consulted by Pollack Communications Inc., WMMS’s unique musical blend is not a direct result of that arrangement. Gorman explained, “Out of all the constraints, I think Jeff is probably the most methodical, and most logical. But on a day-to-day basis, he’s not directly involved in the station’s programming. He was hired corporately as an outside ‘ear’ to the station.

WMMS remains relatively formatless, though Gorman mentioned, “There are guidelines, including a card file system to prevent repetition. But, at any given point, the jock still has as a heart’s desire to choose from! We do some callouts as a barometer of public opinion, but we use instinct just as heavily, and a continuous feel instinct over research. For example, Berlin’s ‘Sex’ always registered negative in callouts, but we felt listeners would warm up to it. We played it long heavily and it ended up doing very well for us. Retail reaction is also important to us, but the bottom line is still gut feeling. MD Kid Leo and I listen to music every Monday, and also ask for the input of all the jocks.”

“18-34 remains our primary demo, and there’s been an equal amount of attention to the aging of that group, the baby boom. We find that to be a bit premature, because our 18-34s are still very solid. It’s going to take quite some time before the stories of the ‘prophets of doom’ have any credence. 18-34 is still a very valid demo, both quantitatively and qualitatively.”

Radio Warfare

Gorman added, “None of us take our success for granted. We’ve won a lot of battles, but the war’s still on. We know that every other radio station in town hates our guts. It’s that continual battle that keeps us all going.”

To date, no AOR competitor has managed to best WMMS. “We’ve seen it,” Gorman stated simply: “I feel we do the best job. We’ve had a lot of good competition against us, but we just seem to be the best at all times. I know that sounds obvious and simplified, but after you’ve been a winner for so long, you fight that much harder to stay on top. WMMS has a long history as a competitive radio market. We were street-fighting, proving ourselves against the odds, right from the beginning, and that hasn’t changed. It’s still impossible to invite two Cleveland radio stations to the same party.”

“It’s a popular notion that it’s easy to sell WMMS. That’s not entirely correct.”
— Walt Tiburski

There’s one competitive technique Gorman feels especially strong about. “Every station in the city is involved in the commercial-free consciousness,” he reported. “We call our music sweeps ‘music marathons.’ It’s a nice way of playing commercial-free; it doesn’t offend sponsors. Calling your programming commercial-free calls attention to commercials as negatives. We don’t want to insult the clients, nor do we want to condition our audience that a commercial means it’s time to change stations.”

Gorman’s sensitivity to the sales department comes as a direct result of his ongoing working relationship with WMMS VP/GM Walt Tiburski. Tiburski is another WMMS “lifer,” joining the station in 1975 and quickly moving up the sales ladder from account exec all the way to his current post. Tiburski was quick to acknowledge Gorman’s talents. “We’ve been able to nurture a 25-49 listenership through careful dayparting, while retaining the younger listener base, thanks to John Gorman’s intuitive ability to be able to play to both ends of the AOR audience spectrum.

‘18-34 remains our primary demo, and there’s been an equal amount of attention to the aging of that group, the baby boom. We find that to be a bit premature, because our 18-34s are still very solid. It’s going to take quite some time before the stories of the ‘prophets of doom’ have any credence. 18-34 is still a very valid demo, both quantitatively and qualitatively.”

Continued on Page 24
WESTWOOD ONE PRESENTS

Airing on over 300 great radio stations throughout the United States.

REO Speedwagon

IN CONCERT

Airing on over 300 great radio stations throughout the United States.

WESTWOOD ONE

The nation's number one producer of nationally sponsored Radio Programs, Concerts & Specials.

Los Angeles: 9540 Washington Blvd., Culver City, CA 90230 • (213) 204-5000
New York: 575 Madison Ave., Suite 1006, New York City, NY 10022 • (212) 486-0227

www.americanradiohistory.com
Happy Birthday WMMS

Continued from Page 22

The Selling of WMMS

Tiburski added, "It's a popular notion that it's easy to sell WMMS. That's not entirely correct. It has, in fact, become a more sophisticated sell, because buyers are demanding more information from us before committing to a schedule. Therefore, we have opted for more than just quantitative data; we're now placing a very heavy emphasis on qualitative data. That's one of the reasons why we cancelled the Birch report in favor of Qualidata, which we feel gives us more qualitative data. That, combined with Tapscan, a fabulous tool that breaks out the Arbitron demo data graphically, gives us all the information we need to sell the station quantitatively."

And WMMS does sell. In fact, admitted Tiburski, "Sometimes it's hard to resist overselling. Right now I could probably be selling 14-16 minutes per book. We experimented with over-spotting, but we all agreed that to be in this for the long term, we couldn't get greedy in the short term and ruin our future. Instead, we're running eight minutes, usually no more than ten units. Spots sell for more but they also stand out more. The system works - you just have to have the belief in it and the courage to stick with it."

It takes special courage to stick with high ad rates when one experiences a down book, as WMMS did in its winter Arbitron showing. But, as Tiburski explained, "No one book affects us greatly. Cleveland Arbitrons historically have been inconsistent, especially in the winter samplings. What's much more important is our history of success and results for our advertisers."

The Long Haul

Tiburski polished his crystal ball for a look ahead at WMMS: "As long as we continue to adjust with changing times, I think we can continue indefinitely. The format has a great deal of viability and continued growth potential. We're committed to playing good rock and roll music, in whatever form that takes. The only constant is change. If we make the right changes, we can continue rocking forever."

As usual, Tiburski was completely in sync with John Gorman, who observed, "We're constantly changing. We listen to old airchecks all the time, and even we're amazed at how different we sound, year-to-year. WMMS is a natural and ongoing evolutionary process."

E V O L U T I O N

Fred Moore joins KRKY/Vail to program an adult AOR. Leney Bloch is named MD for KFME/Albuquerque, Sandy Edwards joins KFMG for middays on JWY/Charlotteville. Rich Tracy is upped to Asst. PD for PD Chris Jones at WFFY/Jacksonville. Dr. Demento exists weekends at KMET/Los Angeles (where his syndicated show continues). Bob Strood joins WYSF/Philadelphia from WMET/Chicago as Production Director. Jon Evans is upped to mornings at WXQX/Tampa, where Rick Anderson joins for evenings at WKL/K/Atlanta. June Poteat joins WSLQ/Anoka's airstaff. WZ20/Allentown MD Bruce Bond assumes additional responsibilities as a weekender on WMWR/Philadelphia. Martin Metcall is new to afternoons at WWH/W/Orlando, where T.J. Trout joins for weekends.

COMING NEXT WEEK: How many female full-timers does your airstaff include? If you're the average AOR, you may be surprised when you hear that WYSP/Philadelphia employs three full-time female airstaffers plus a female News Director (and a female part-timer)! Next week, I'll speak with WYSP's distaff airstaff, and PD Michael Pierozzi about his working relationship with the women of WYSP.

U P D A T E

Better late than never: After three years of efforts to have Seattle specimens local hero Jimi Hendrix, KZOK was finally able to help the city celebrate the opening of the "Jimi Hendrix Viewpoint" at the Woodland Park Zoological Gardens. The viewpoint overlooks the African savanna exhibit. Summer in the city: WLPX/Chicago co-presented a free outdoor concert with Molly Hatchet and Scandal that attracted 20,000. Morning man Jonathan Brandmeier imported from Phoenix his former rock group, "Johnny and the Leisure Suit band," who opened the show. Another frustrated rocker is WCC/Seattle's PD Bill Nosal, who took the stage with NRBJ at a local concert to host as keyboardist and vocals. KATT/Oklahoma City picked up the tab for everyone eating dinner at a local restaurant. The surprised diners gave a standing ovation to the KATT mascot, who announced the free meals (after which most of the diners switched their orders to either lobster or filet mignon)." RRCT/Peoria MD Jeff Murphy did a 100-hour (that's almost five days) on-air marathon for muscular dystrophy that raised $560.

Nice going, Jeff. . . . Doubleplay consultant Bob Hatrick called in with news that had him justifiably proud: the latest Birch two-month rolling reports show all seven Doubleday AORs up, with five (WLLZ/Detroit, KDWB/Minneapolis, WAYS/Washington, WMET/Chicago, and KPKE/Deerfield) besting all AOR market competitors. Speaking of consultants, Q1/Pere/Toronto VP/GM Gary Salig has entered into a consultant arrangement with a new Canadian AOR signing on this fall in Halifax. . . . As a prize in its current campaign, which promises WRLX/Richmond will play ten songs commercial-free each hour, a winner (who caught the station playing less than ten back-to-back) was flown to Acapulco. . . . WLS/Chicago's bumper sticker contest will award $800 in prizes, including a Yamaha motorcycle. . . . WFYI/Baltimore held a promotion in conjunction with the Steve Martin movie 'The Man With Two Brains.' A winner was flown to California for the premiere, then sent on a 'Rock and Roll Tonight' filming of Stevie Nicks and Joe Walsh. . . . KOLA/San Bernardino held a contest asking listeners to display unusual KOLA signs for the chance to win passes and helicopter transportation to the US Festival. For maximum publicity value, the promotion was held after-hours outside a local Post office, which quickly brought the police to the scene. However, no arrests were made. . . . In a contest held in conjunction with the "War Games" movie, WPLR/New Haven awarded a winner a Commodore computer. CHOM/Montreal recently released its fourth hometown talent album, with proceeds earmarked for children's charities. . . . Congrats to WOHA/New Jersey night jock Gary Axelbank and wife Susanne on the birth of baby Evan . . . KZQZ/Missoula held a chili cook-off, judged by local restaurant chefs, whose winner was awarded a free round-trip anything in the United States. Makes sense to me - concerned about listener safety on the roads during the summer months. KOMF-Lewiston, Idaho has been running this short message regularly: 'You have to be alive if you want to rock and roll - a party message from the Quad Cities Rock.'

C O N C E R T S C O N V E R S A T I O N S

BROADCASTS: Zebra on WPLJ/New York. . . . Guest DJs 2:22 Top on WRLX/Richmond. . . . Stays on KICT/Wichita.

AWARD WINNER — When Geffen's Sammy Hagar headlined in Portland, KGON honored the rocker with a plaque proclaiming him their choice as "Entertainer of the Year" for 1982. Pictured with Hagar (right) is KGON MD Gloria Johnson.

DEVILISHLY GOOD FUN — When Jet/CBS's Ozzy Osbourne played Worcester, WAAF sponsored a contest wherein listeners called to guess what fruit was dripping from Ozzy's mouth on his latest album cover, with correct guesses (cranberries) earning their entrants free tickets to his show. Pictured with Ozzy (center) are WAAF MD Rob Lipshutz (left) and PD Rod Baxtell (right).

GETTING IN GOOD TROUBLE WITH REO — When Epic's REO Speedwagon played locally, WTAO/Carbondale had the chance to interview the band backstage after the show and bring along a winning listener to share the experience. Pictured (l-r) are winner, band's Gary Richrath, WTAO morning man Jay Michaels, and Sales Manager Tim Tucker.

MELT WITH YOU — WKLS/Atlanta teamed with Sire/WB and the Modern English album for a contest that asked listeners to guess when an ice sculpture of the 96 Rock logo would completely melt. The closest guesser won a 96-second record run and an air conditioner. Pictured (l-r) are WEA rep Carl Groover, Coconuts record store manager Steve Lucas, WB's Dave Danhiesser, and 96 Rock personality John Boy Bryant.

ADAMS GUESTS ON COFFEEBREAK — WMMR-Cleveland's "Coffeebreak" is known for presenting major stars in intimate concert settings before live studio audiences. Pictured with WMMR air personality Matt the Cat (right) at a recent show is A&M's Bryan Adams.

TAKING PRIDE IN HIS WORK — Island's Robert Palmer (left) was a recent interview guest on WPLJ, New York, where Pat St. John (right) discussed Palmer's latest album, "Pride." The interview aired on the syndicated program "Rock Notes."
Away From Home: Are They Listening?

Is away-from-home listening (AFHL) important? You bet it is! According to R&R's Ratings & Research Editor Jhan Hibben, between 40-60% of an average station's audience will be listening away from home. Arbitron is now tabulating in-car listening, and with summer officially beginning next week, AFHL overall is bound to increase. High schools and colleges are out, vacations and outdoor recreation are in. Radio will be riding in the car, tanning at the beach, sailing on the lake, and sitting in a box seat at the ballpark.

On-Air Consistency

For programmers wondering what they can do to increase AFHL sampling, it logically follows that the successful development of AFHL listenership is based first on the station's ability to generate at-home audience; good, consistent programming. Larry Irens, PD for popular AFHL station KRNO/Reno, emphasized, "To remain significant, full-on airtime, we must keep offering the right music, well-planned promotions, community involvement, and local information. That's more important than any one particular AFHL strategy."

Ron Morgan, VP/Operations at another AFHL leader, KSD-FM/KS94/St. Louis, agreed. "Rather than change their sound during the noon or rush hours to gain extra away-from-home listeners, we prefer to remain consistent, and I think that's been the key to our success. The fact that we do so well in this area proves this approach is the correct one for us."

Larry Irens

Move Down Your Dial to 97 for L.A.'s Best Music

The use of outside promotion to increase awareness of away-from-home listening can be seen in KHTZ/Los Angeles' billboard inviting motorists to tune in while driving around town.

In-Store Airplay/Promotion

Beyond solid programming, these programmers have found other ways to promote their stations' presence, particularly in stores and businesses. Ron described one effort in this area. "We've been giving away coffee mugs in the mornings to various businesses, which gets our call letters out to a lot of high-traffic businesses, where of course, AFHL occurs."

Ron sees in-store listening as valuable to KS94, "because it increases both client and listener awareness of our station. When we came on the air 2 1/2 years ago with this format, we found there was no dominant station being used for in-store play. With no real curve to speak of in the beginning, we designed the music rotations specifically for long listening. Because our music is 'comfortable,' especially between 9am and 5pm, we thought we'd be a contemporary alternative to Easy Listening for a lot of shops and businesses. Mall airplay was very important to us in the beginning because, needless to say, if you're on in 18 stores, a lot of people are going to hear your station who may not be aware of it. If the people like what they hear, they may ask the storekeeper about your station or look for you on their car radios when they leave."

How to encourage in-store airplay? Ron suggested, "One way to do this is to acknowledge the ones that do listen on the air — everybody loves to hear their name on the radio. We've always responded to office calls on the air, saying 'Thanks to everybody at so-and-so.'"

Larry shared a successful in-store listening promotion at KRNO. "For several years we ran a contest called 'What Radio Station Is That?,' in which listeners would send in a postcard telling us in what business or location they heard KRNO. It was quite effective, as we found ourselves heard in some 560 businesses around town! What it did create was a tremendous sales tool, as you might imagine. We drew the winners, and to encourage business participation, whatever business was mentioned on the card won $107 in free advertising."

Ron added, "When visiting stores, all of our sales and on-air staff have been instructed to introduce themselves and thank the manager and employees when they hear our station being played."

Audience Recycling & Awareness

Besides increasing airplay in businesses and stores, there are a variety of methods for recycling home listeners into office listeners. Programmers use everything from call-in contests and soap opera updates to Secretary of the Week awards and free bagels with coffee to increase awareness of their stations during the day. The use of outside promotion for this purpose also seems to be increasing. In Los Angeles, for example, KHTZ's billboards illustrate a person's hand punching up the station on his car radio. Meanwhile, cross-town KOST's TV ad saturates its competition by showing hilarious "typical" listeners of obviously exaggerated formats. But when the viewer says, 'Ahem! The 'typical' KOST listener, it's an executive at work pushing at his desk for a moment to tap his pencil to the music."

Lead-producer explained how one KRNO promotion was designed to encourage office listeners to tune in at home. "We ran a crossword puzzle game in which we gave clues during middy hours. Once the contest was underway and became popular, we began adding clues during the evening. This helped convert that AFHL sampling back into regular at-home listeners."

For those interested in enlarging their AFHL listening, you might look at Department of Labor statistics regarding the number of working women in the community. Another way, suggested by Jhan Hibben, is to check the latest 12+ Arbitron summary of profiles on working women listening to your station. Naturally, a higher percentage of working women who sample any station indicates a higher amount of potential AFHL listening. For additional AFHL habits of your audience, Jhan recommends investing in Arbitron's AID package or a diary review in Laurel. Whether it's through promotion or just good programming, stations taking advantage of away-from-home listening opportunities are asking for success. I'll be hearing you around!

Larry Irens

Ron Morgan

$50,000 RAISED IN 4 1/2 HOURS

CHOK's Tornado Telethon
To The Rescue

Last month, a tornado swept through Southwest Ontario, leaving many homes and businesses destroyed. Citizens throughout the region immediately rushed to aid those devastated by the storm. Within 24 hours, A/C outlet CHOK/Sarnia had established a tornado relief fund to raise money for those who needed financial assistance.

CHOK Promotions Manager Dave Curtis said, "Our 'Hotline' host Peter Henderson solicited donations on his program during the evening, and in just four and a half hours, listeners had pledged $50,000. Within two weeks, that figure had grown to $75,000, and the fund is still growing. The generosity of the people here is just tremendous."

CHOK arranged for fund applicants to apply directly to an outside committee set up by county representatives to administrate the program. Congratulations on a job well done!

Larry Irens

Ron Morgan

Station Profile

1319 WRIE

ERIE'S BEST

WRIE/ERIE

PO Box 2072, Erie, PA 16512

(814) 796-6770

WRIE/ERIE

WRIE/ERIE

PRESIDENT/FO. Brady Louis

STATION MANAGER: William Erb

MD: Ted Abbott

"WRIE is Erie's 'Community Service Leader.' That's more than a slogan to us, it's a way of doing business! This position lets our listeners know they can turn to us for warm, friendly, professional personalities, strong news, and a true blend of music, information, and promotions."

"WRIE is aimed at 25-54 adults. Combining the best of today's music with classic hits, we deliver what Erie wants with outstanding personalities who really care about our community."

"In WRIE, Erie has more than just an A/C station. We're friends people know and trust. Erb knows it can turn to 13-WRE for top news coverage by experienced reporters, plus get complete weather and sports information."

"Besides the services people expect from WRIE, our community consciousness dictates our involvement in all sorts of projects, including support for the Multiple Sclerosis Society, the Erie Zoo, our Children's Christmas Fund, as well as the Erie Philharmonic and Civic Theater. With our 13 Machines, we're able to move out into the community on a regular basis."

"We had clowns, magicians, one-on-one personalities, good music, top news coverage, fun, and helpful promotions to show a real commitment to our community. WRIE means 'Full Service Radio!'"
**Marketplace**

Do your weekends sound like every other station? Highlight it inensively with well-known personality Chuck Buell and a strong specialized program. Each week 3 hours of the hits from the 80's, 90's & 00's and the stories behind them. Send or call Denver, CO 80209 for your demo tape today.

---

**Contemporary Comedy**

Hundred's renewed again!
Free sample!
Write on station letterhead to:
Contemporary Comedy
5804 Circle G Drive
Dallas, TX 75227

---

**Flashback Humor**

Highly Respected! Hilarious! Original!
Proven worldwide income builder
"Quick-quit! Topical Humor!! Introductions month's top 500 topical one-liners & BONUS!... Just $2.00!" Flashback Phunners, 1323-4 Shelford Drive, Kent, Ohio 44240

---

**Radio Job Placement**

Announcers - News - Sport - Programmers... If you are looking to "move up," NATIONAL BROADCAST TALENT COORDINATORS can help you. NBC: the Nation's leading radio placement service, services radio stations in all markets, from coast to coast. Many opportunities for females. For confidential details, including registration form, exclusive $21.00 prestige and handling:

NATIONAL BROADCAST TALENT COORDINATORS
Dept. R, P.O. Box 205151, Birmingham, AL 35216
(205) 822-9144

---

**Opportunities**

Seeking future talent & ND for WQX: AL & MS 1 CHR FM. Excellent benefits, paid vacation. Send resume to: Chuck McCrary, Box 5314, Mendon, MS 33031. EOE M/F (6-10)

NOW for AM & FM in 80 coast west. Aggressive group. AM is NewsTalk. Great potential. T&R: Matt Seiden, WSNW & WMMB, 423 Pine, N. Myrtle Beach, SC 29582. EOE M/F (6-10)

DJ with production & good voice. Country format. T&R: Bob McMartin, KXYZ, Box 438, Mineral Wells, TX 76067. EOE M/F (6-10)

WOKM seeking T&Rs from mediocre jocks for possible future openings. Daytime openings. Send to Brian Metcalfe, 3555 Radio Ln., Knoxville, TN 37923. T&R M/F (6-10)

Want off the air?! Looking for production area. Good voice & skills required. T&R: Mitch Craig, William B. Tanner Co., 2714 Union East, Memphis, TN 38112. EOE M/F (6-10)

Box is to BL morning format needed for AOR in Tallahassee. T&R: Dick Bedarcan, WXXO, Box 12337, Tallahassee, FL 32317, (305) 398-6141. EOE M/F (6-10)

WSM Radio 650/Tennessee's largest radio news staff has a position available. Strong anchor, writing and interviewing skills a must. Good pay and benefits for the right individual. The ideal candidate is hardworking and experienced in medium to large markets. Send T&R: Greg Lohndorf, Operations Manager, WSM Radio, PO Box 100, Nashville, TN 37202. EOE M/F (6-10)

---

**MIDWEST**

Announcer with production experience to handle Modern Country FM mornings. 3 yrs. experience minimum. T&R: Roger Gary, WLIF-FM, 1910 E. Kennedy, Davenport, IA 52807. EOE M/F (6-17)

Promotion/Marketing/Sales/Producer, CHR format. Experienced in event concepts, community activities, publicity. T&R: Jeff Schwartz, WGLR Radio, Box 1320, Cincinnati, OH 45201. EOE M/F (6-17)

---

**93 FM**

We're looking for a crazy, off the wall morning man who loves to have fun. You've got the freedom to do your thing. Great bucks. T&R to: Jay Stevens, PD, WVIC-FM, 2517 E. Mt. Hope, Lansing, MI 48910.

---

**West**

Southern CA's all-news KNXV looking for major market anchor. T&R: Steve Timms, 1180 E. Ball Rd., Anaheim, CA 92805. No calls. EOE M/F 6-17

Live & work in beautiful Northern CA. Top soft A/C needs O/E. T&R: Marc Mann, KQVZ, Box 1360, San Jose, CA 95130. EOE M/F (6-17)

R/L: Colorado Springs seeks exceptional AOR morning personality. T&R: Rich Heath, Box 2800, Colorado Springs, CO 80901. EOE M/F (6-17)

Immediate openings for part-time & entry level positions. T&R: Gary Martyn, KAFE AM-FM, Box 4307, Santa Fe, NM 87502. No calls please. EOE M/F (6-17)

MD/PD wanted. Immediate opening. Pasture/PD experience necessary. T&R: KQGO, Box 1056, Yuma City, CA 95491. EOE M/F (6-17)

DIRECT: 1000 CHR experience T&Rs for future project. Send ch/r: Greg Crawford, Kato, K. Grewling, CO 80502. EOE M/F (6-17)

KQGO/KBKU seeking AOR station seating PD. 5 yrs. medium-market experience. Excellent benefits/working conditions. Resumes, t/r: ASSAP, Marvin Rosenberg, 2214 S. Holly, Denver, CO 80222. EOE M/F (6-17)

Help wanted. MATURE jack for midday shift. T&R: KETB, Box 11710, Reno, NV 89510. No calls. EOE M/F (6-17)

KZZX & KGEO accepting T&Rs for ND. Great writing, take charge, no needers, conversational. Send to: Bob Levine, Box 5034, Elko, NV 89801. EOE M/F (6-17)

---

**Radioactive**

The radio and record industries are big markets to cover with a limited sales force. So why not put NAV into work for you? It’s a sure way to generate qualified sales leads. Just call PAM at (213) 553-4330 for more information.
Positions Sought

Talented go-getter. College & broadcast school training. Do jobs, jobbing. Interviewing & commercial experience. I'm good. Want work. SAMAH (312)-829-0427, Chicago, IL (6-17)

Experienced production/television announcer seeking to return to commercials, recording production environment. Can pinch-hit as announcer or MD. STEVE (502)-784-4739, noon, evens, EDT (6-17)

Creative, hard-working 10 yr. pro. Instracal & large market sales. Good production skills & a desire to win big. JOHN (305)-657-9115, (6-17)


Looking for opportunity at small medium Midwest FM CHR to continue building my skills. 3 yrs. experience. CHRISTIAN (414)-743-2765, (6-17)

Bob LEWIS, WRAM-Miami now available. Expertise in music & production. Phone anytime. (312) 577-5812, (6-17)

Crazy, happens! job seeks new position. CHR, or hot A/C. Excellent production voice. Prefer lakeview climate. PETE WISNER (214)-798-6917, (6-17)

Strong on disc. Morning or afternoon drive. Sportscast personality. Creativity sells ratings & we have it. (414) 526-2870, evenings, CT (6-17)

7-yr. vet. needs disposable sports market. Can do CHR, A/C Country professionally. JOHN HENRY (605)-622-7418, before 10am MWT (6-17)

Jack-of-all-trades with experience in management, announcing, announcing, news & sales. Wants to stay in mid-Midwest area. If interested, call (312) 475-2843, (6-17)

r'n'f broadcasting graduate seeking intense training in radio engineering, audio production, broadcast engineering. City requests small market. Co-op, OR, Vanesssa, (6-17)

Sweeping sweeper? I'd help ABC wind up into a broadcasting legend. I've increased numbers and station revenue in mid-sized markets and could meaning the difference in your book. If you have a stable operation and need a top personality with format flexibility (I've worked A/C, CHR, M0R), let's shake hands. IDX at Ohio or neighboring states but will consider all markets. For T&R, call CHARLIE GREER at (313) 493-1636 (6-17)

Positions Sought

Talented professional looking for a move. Excellent air personality & programmer as well. Contact MARC (414)-554-1193. (6-17)

Solid news reporter with more than 8 yrs. professional radio/newsvoice experience wants to move back to Northeast. Call UNK (617)-855-1607 (6-17)

Medium market announcer seeking full-time employment. 4 yrs. college, 2 yrs. commercial experience. Will relocate. BILL (614)-434-4251, (6-17)

Jerry Dear, 10-yr. veteran programmer is available. Last 5 yrs. as PD of WAAY. I can give you the A/C or CHR sound you're looking for. I'm a promotion-oriented, knowledgeable programmer who can do the job you want. Complete T&R package, ratings info & top references. Call (205) 883-5234. (6-17)

Subscription Service

Surveys Show Approximately Nine People Read Each Copy of R&R

That's making the most of your subscription dollar!

Price includes two annual Ratings Reports and all Special Issues

ONE YEAR = $215

First Class Mail

Small Market rates available

Overseas Subscriptions

4,900 per year (U.S. funds please)

RADIO & RECORDS

The Industry's Information Center

1950 Century Park West • Los Angeles, CA 90067
Black Radio
Regionalized Adds & Hots

Stations are listed by region. Hots are listed in order of their airplay activity.

EAST

R&R/FRIDAY, JUNE 17, 1983

Hottest:
JUNIOR TUCKER
IRENE CARA
SKIS

RAMSEY LEWIS

WBMXI Chicago

MADONNA
CULTURE CLUB
SURFACE
GLADYS KNIGHT
CHANGE
WEND/Ham/Hoed

MICHAEL JACKSON

IRENE CARA
COLLAGE
GRANDMASTER FLASH
DIRENCE

GEORGE BENSON
SISTER SLEDGE
Hottest:
JUNIOR STONE
CROWN HEIGHTS

WAR

MTUME
JONZUN CREW
SKYY
WAR

MTUME
DEBARGE
Hottest:
DAZZ BAND
DAVID BOWIE
RUN-D.M.C

Teddy
WRDW
Augusta

IRENE CARA
GEORGE DUKE
MANHATTANS

Brian
AOKI

www.americanradiohistory.com

GEORGE BENSON
ANITA BARBER
DEBARGE
Hottest:
AL WHISPERS

MANHATTANS
KASHIF

WENN/Birmingham KRLY
Houston

GLADYS KNIGHT

CULTURE CLUB

IRENE CARA

Dans Huskiseon

RJ'S LATEST ARRIVAL

TEMPTATIONS
MOSES TYSON

MANHATTANS
GARY TAYLOR
GEORGE HOWARD
CHI JOHNNY GILL

WNEW

GEORGE HOWARD

LARRY CARLTON/Friends (WB)

Jukebox

BRENDA RUSSELL
GRANDMASTER FLASH

Deniece Williams

MANHATTANS
GARY TAYLOR
FATBACK

RJ'S LATEST ARRIVAL

TEMPTATIONS
MOSES TYSON

MANHATTANS
GARY TAYLOR
FATBACK

Jukebox

LARRY CARLTON/Friends (WB)

New & Active... See Page 55

Hottest:
DAZZ BAND
DAVID BOWIE
RUN-D.M.C

Teddy
WRDW
Augusta

IRENE CARA
GEORGE DUKE
MANHATTANS

Brian
AOKI

www.americanradiohistory.com

GEORGE BENSON
ANITA BARBER
DEBARGE
Hottest:
AL WHISPERS

MANHATTANS
KASHIF

WENN/Birmingham KRLY
Houston

GLADYS KNIGHT

CULTURE CLUB

IRENE CARA

Dans Huskiseon

RJ'S LATEST ARRIVAL

TEMPTATIONS
MOSES TYSON

MANHATTANS
GARY TAYLOR
FATBACK

Jukebox

LARRY CARLTON/Friends (WB)

New & Active... See Page 55

Jazz Radio
NATIONAL AIRPLAY/30
June 17, 1983

1 EARL KLUGH/Low Ride (Capitol)
2 BOB JAMES/The Gene (Columbia)
3 WILTON FELDERS/Sweet Fire (MCA)
4 JARREAU/Jarreau (WB)
5 YELLOW JACKETS/Make A'Tois (WB)
6 JOE SAMPLE/The Hunter (MCA)
7 GERRY MULLigan/Journey To A Rainbow (Columbia)
8 RARE SILENCE/New Weave (Polydor/PolyGram)
9 MILES DAVIS/Star People (Columbia)
10 LARRY CARLTON/Friends (WB)
11 LONNIE LISTON SMITH/Dreams Of Tomorrow (Doctor Jazz)
12 DAVID DUGGS/Realworld (Polo Alto)
13 JAY HOGGARD/Love Survives (Gramavision)
14 CHUCK MCDONALD/Journey To A Rainbow (Columbia)
15 GEORGE HOWARD/Asphalt Gardens (Polo Alto)
16 B.B. KING/Blues N Jazz (MCA)
17 ERNESTINE ANDERSON/Big City (Concord)
18 JIMMY COBB/Smo Nobody Else Can Hear (Contempo-Vibrate)
19 GERALD WILSON ORCHESTRA OF THE 80's/Jessica (Trend)
20 GEORGE BENSON/In Your Eyes (WB)
21 RALPH TOWNSEND/Value Sun and Catalogue Selections (ECM)
22 DAN SIEGEL/Reflections (Peavea)
23 PHIL UPCHURCH/Revelations (JAM)
24 RICHIE COLE AND...Return To Alto Acres (Polo Alto)
25 ART FARMER/SUITE/Warm Valley (Concord)
26 BURGESS GARDNER/Music Year 2000 (MCA)
27 MOSE ALLISON/Lessons In Living (Musician/Elektra)
28 HANK CRAWFORD/Midnight Ramirez (MCA)
29 JAMES NEWTON/James Newton (Gramavision)
30 PAT METHENY/Travels (ECM)

JAZZ RADIO REPORTING STATIONS: WMEG/New Haven, Mark Jordon; KSA/Seattle-R. Worth, Bob Deusch; WNOJ/Gainesville, FL: Allen, Jack; WOOC/Detroit, Paul Gerard; WSNB/Columbus, OH: Tim Hodges; WJZM/Cincinnati, Ray Johnson; WJSL/Philadelphia, John H. F., WNSC/Miami, Tom Pacheco; WUmC/Chicago, James W. Nason; KGO/Los Angeles, Bill Miner; KJAZ/San Francisco, Dick Conte; KJZZ/Seattle, Ken Win
## Regional Adds & Hots

### Hottest Tracks:
- **The Boy Gets Around** (RCA) - **SYLVIA**

### COUNTRY ALBUMS

- ALABAMA - The Closer You Get - (RCA) "Lady Down On Love" "Dita Boy" "Very Special Love" "Lover Man!"
- LEE GREENWOOD - Somebody's Gonna Love You - (MCA) "Lullaby Love" "Somebody's Gonna Love You" "Think About The Good Times"
- WAYLON JENNINGS - It's Only Rock & Roll - (RCA) "I'm Gonna Love Her Again" "Misery In My Heart" "My Blue Heaven"

### Most Requested:
- SYLVIA "Snapshot" (RCA)
- W. NELSON & M. HAGGARD "Pancho And Lefty" (Epic)
- ALABAMA "The Closer You Get" (RCA)
- RICKY SKAGGS "Highway 40 Blues" (Epic)
- GEORGE JONES "I Always Get Lucky With You" (Epic)
- BARBARA MANDRELL "In These Times" (Epic)
- GARY MORRIS "The Love She Found In Me" (WB)

### 150 Current Reports

The following stations did not report this week and therefore their playlists were frozen:
- KTO/M/Salinas
- WONE-Dayton
- WMIL/Milwaukee
- WTHI/Terre Haute
- WBBW FM/Bangor
- WCOX AM/Detroit
- WAMZ FM/Louisville

---

### EAST

<table>
<thead>
<tr>
<th>Most Added</th>
<th>East</th>
<th>Hottest</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Anderson (WB)</td>
<td>Alabama (RCA)</td>
<td>Alabama (RCA)</td>
</tr>
<tr>
<td>Charley Pride (RCA)</td>
<td>Alabama (RCA)</td>
<td>John Cooke (MCA)</td>
</tr>
</tbody>
</table>

### MIDWEST

<table>
<thead>
<tr>
<th>Most Added</th>
<th>Midwest</th>
<th>Hottest</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Anderson (WB)</td>
<td>Alabama (RCA)</td>
<td>Ricky Skaggs (RCA)</td>
</tr>
</tbody>
</table>

### SOUTH

<table>
<thead>
<tr>
<th>Most Added</th>
<th>South</th>
<th>Hottest</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Anderson (WB)</td>
<td>Alabama (RCA)</td>
<td>Alabama (RCA)</td>
</tr>
<tr>
<td>Charley Pride (RCA)</td>
<td>Alabama (RCA)</td>
<td>Alabama (RCA)</td>
</tr>
</tbody>
</table>

### WEST

<table>
<thead>
<tr>
<th>Most Added</th>
<th>West</th>
<th>Hottest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don Williams (MCA)</td>
<td>Alabama (RCA)</td>
<td>Alabama (RCA)</td>
</tr>
</tbody>
</table>

---

### Most Added:
- **George Jones** 27110.2
- **T. Traylor Lee** 19.3
- **Sylvia** 9.2
- **CAAPLEY Pride** Ancona, COW.
- **0.210 Lis** Greenwood, a.
- **Lissie West Greenwood** a.
- **MEVILY Twitty** 1.21

### Hottest:
- **Johnny Eddie** New York, NAD.
- **Gary Joe** Anaheim, LA.
- **Leroy Clark** San Antonio, TX.
- **Moss George** West, MI.
- **Kallie Friends** South, SC.
- **Terry Brown** Michigan, WI.

---

### Hottest Tracks:
- "The Boy Gets Around" (RCA) - SYLVIA

---

### Most Requested:
- SYLVIA "Snapshot" (RCA)
- W. NELSON & M. HAGGARD "Pancho And Lefty" (Epic)
- ALABAMA "The Closer You Get" (RCA)
- RICKY SKAGGS "Highway 40 Blues" (Epic)
- GEORGE JONES "I Always Get Lucky With You" (Epic)
- BARBARA MANDRELL "In These Times" (Epic)
- GARY MORRIS "The Love She Found In Me" (WB)
### Regional Adds & Hots

#### EAST

<table>
<thead>
<tr>
<th>Parallel One</th>
<th>Parallel Three</th>
</tr>
</thead>
<tbody>
<tr>
<td>WAQX/Philadelphia</td>
<td>WMMR/Philadelphia</td>
</tr>
<tr>
<td>WPLJ/New York</td>
<td>WOR/New York</td>
</tr>
<tr>
<td>WINS/New York</td>
<td>WOPI/Atlanta</td>
</tr>
<tr>
<td>WQKX/Cleveland</td>
<td>WJJD/Cleveland</td>
</tr>
<tr>
<td>WQKX/Cleveland</td>
<td>WQKX/Cleveland</td>
</tr>
<tr>
<td>WQKX/Cleveland</td>
<td>WQKX/Cleveland</td>
</tr>
<tr>
<td>WQKX/Cleveland</td>
<td>WQKX/Cleveland</td>
</tr>
<tr>
<td>WQKX/Cleveland</td>
<td>WQKX/Cleveland</td>
</tr>
<tr>
<td>WQKX/Cleveland</td>
<td>WQKX/Cleveland</td>
</tr>
<tr>
<td>WQKX/Cleveland</td>
<td>WQKX/Cleveland</td>
</tr>
</tbody>
</table>

#### MIDWEST

<table>
<thead>
<tr>
<th>Parallel One</th>
<th>Parallel Three</th>
</tr>
</thead>
<tbody>
<tr>
<td>WMMS/Cleveland</td>
<td>WCEV/Cleveland</td>
</tr>
<tr>
<td>WMMS/Cleveland</td>
<td>WMMS/Cleveland</td>
</tr>
<tr>
<td>WMMS/Cleveland</td>
<td>WMMS/Cleveland</td>
</tr>
<tr>
<td>WMMS/Cleveland</td>
<td>WMMS/Cleveland</td>
</tr>
<tr>
<td>WMMS/Cleveland</td>
<td>WMMS/Cleveland</td>
</tr>
<tr>
<td>WMMS/Cleveland</td>
<td>WMMS/Cleveland</td>
</tr>
<tr>
<td>WMMS/Cleveland</td>
<td>WMMS/Cleveland</td>
</tr>
<tr>
<td>WMMS/Cleveland</td>
<td>WMMS/Cleveland</td>
</tr>
<tr>
<td>WMMS/Cleveland</td>
<td>WMMS/Cleveland</td>
</tr>
<tr>
<td>WMMS/Cleveland</td>
<td>WMMS/Cleveland</td>
</tr>
<tr>
<td>WMMS/Cleveland</td>
<td>WMMS/Cleveland</td>
</tr>
<tr>
<td>WMMS/Cleveland</td>
<td>WMMS/Cleveland</td>
</tr>
</tbody>
</table>

#### SOUTH

<table>
<thead>
<tr>
<th>Parallel One</th>
<th>Parallel Three</th>
</tr>
</thead>
<tbody>
<tr>
<td>WAKT/Tampa</td>
<td>WOKI/Orlando</td>
</tr>
<tr>
<td>WAKT/Tampa</td>
<td>WOKI/Orlando</td>
</tr>
<tr>
<td>WAKT/Tampa</td>
<td>WOKI/Orlando</td>
</tr>
<tr>
<td>WAKT/Tampa</td>
<td>WOKI/Orlando</td>
</tr>
<tr>
<td>WAKT/Tampa</td>
<td>WOKI/Orlando</td>
</tr>
<tr>
<td>WAKT/Tampa</td>
<td>WOKI/Orlando</td>
</tr>
<tr>
<td>WAKT/Tampa</td>
<td>WOKI/Orlando</td>
</tr>
<tr>
<td>WAKT/Tampa</td>
<td>WOKI/Orlando</td>
</tr>
<tr>
<td>WAKT/Tampa</td>
<td>WOKI/Orlando</td>
</tr>
<tr>
<td>WAKT/Tampa</td>
<td>WOKI/Orlando</td>
</tr>
<tr>
<td>WAKT/Tampa</td>
<td>WOKI/Orlando</td>
</tr>
<tr>
<td>WAKT/Tampa</td>
<td>WOKI/Orlando</td>
</tr>
</tbody>
</table>

132 Current Reports

The following stations reported frozen playlists this week:

- Y97/Pittsburgh
- WCLR/Chicago
- WSNS/Milwaukee
- KOY/Phoenix
- WVOR/Rochester

The following stations did not report this week; therefore their playlists were frozen:
- WTIC/Hartford
- KUGH/Eugene
J. Jett & Blackhearts (18)
Shooting Star (11)
Peter Gabriel (10)
S. R. Vaughan & ... (9)
Donnie Iris (7)

Police (42)
Stevie Nicks (37)
Def Leppard (35)
Loverboy (34)
David Bowie (32)

Def Leppard (35)
Police (42)
S.R. Vaughan & ... (9)
Donnie Iris (7)

Police (42)
Stevie Nicks (37)
Def Leppard (35)
Loverboy (34)
David Bowie (32)
### EAST

**B-94 FM**
- PD: Don Schmitt
- MD: Don Germain

**WNYS**
- PD: Ray St. James
- MD: P.J. Fox

**WBSN**
- PD: Joe Jeffers
- Music Coord: Amy Rosenberg

**WBEN-FM**
- PD: Rob Wood
- MD: Roger Chetian

**CFTR 680**
- PD: Sandy Sanderson
- MD: John Piccolo

**B-94**
- PD: Dave Sisk
- MD: Tony DeCarlo

**KISS**
- PD: Sonny Joe White
- Music Coord: Gene Demagny

**94-Q**
- PD: Jim Morrison
- MD: Jeff McCartney

**Q105**
- PD: Scott Shannon
- MD: Diana Thomas

### MIDWEST

**WWCB**
- PD: Sandy Beach
- MD: Jon Summers

**WXKS-FM**
- PD: Ken Melton
- Music Coord: Augusta Damphery

**92 The Touch**
- Operations Manager: Tom Cuddy

**B96**
- PD: Larry Schechter
- MD: Mike Williams

**94-Q**
- PD: Mike McGuigan
- MD: Mike Giordano

**Q105**
- PD: Bob West
- MD: Tim O'Neal

### SOUTH

**WWBC**
- PD: Steve Klopman
- MD: Don Germain

**WNBG**
- PD: Kevin Matthews
- Music Coord: Bobette Stitely

**94-Q**
- PD: Mike McLeary
- MD: Mike Giordano

**St. Louis**
- PD: Ed Scarnaggi
(H) indicates one of the five "hottest" records on each Parallel One Playlist.
### EAST

<table>
<thead>
<tr>
<th>Most Added</th>
<th>Hottest</th>
</tr>
</thead>
<tbody>
<tr>
<td>QUARTERFLASH&lt;br&gt;Crosby, Stills &amp; Nash&lt;br&gt;Police</td>
<td>Eddy Grant&lt;br&gt;Irene Cara&lt;br&gt;Police</td>
</tr>
</tbody>
</table>

### SOUTH

<table>
<thead>
<tr>
<th>Most Added</th>
<th>Hottest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disability&lt;br&gt;C&lt;C per&lt;br&gt;Hollies</td>
<td>Eddy Grant&lt;br&gt;Irene Cara&lt;br&gt;Police</td>
</tr>
</tbody>
</table>

### CHR ADDS & HOTS

**Music Key:** (IDP) indicates the song is getting play during certain parts of the day and/or night, (RA) indicates the song was dropped from the playlist then re-added.

#### Hottest

- **THOMAS APP</THOMAS APP**
- **OCTOPUS</OCTOPUS**
- **CAT</CAT**
- **LEX</LEX**
- **SPRINGFIELD</SPRINGFIELD**
- **J.D. MILDRED</J.D. MILDRED**
- **ROSE</ROSE**
- **MITCHELL</MITCHELL**
- **GOANNA</GOANNA**
- **LADY</LADY**
- **ONE</ONE**

#### Most Added

- **POLICE</POLICE**
- **IRENE</IRENE**
- **A</A**
- **JIM CAPALDI</JIM CAPALDI**
- **EDDY GRANT</EDDY GRANT**
- **MICHAEL JACKSON</MICHAEL JACKSON**
- **HOLLIES</HOLLIES**
- **CULTURE CLUB</CULTURE CLUB**
- **J.J.</J.J.**
- **SERGIO RENDES</SERGIO RENDES**
- **TUBES</TUBES**
- **WHTTBo.ton</WHTTBo.ton**
- **POLICE</POLICE**
- **SERGIO MENDES 10-7</SERGIO MENDES 10-7**
- **KAJAGOOGOO 13-8</KAJAGOOGOO 13-8**
- **IRENE CARA</IRENE CARA**
- **LAN-FII</LAN-FII**
- **Trey</Trey**
- **50</50**
- **CARA</CARA**
- **MA</MA**
- **2-2</2-2**
- **HALL</HALL**
- **TONY JOE WHITE</TONY JOE WHITE**
- **CULTURE CLUB</CULTURE CLUB**
- **GOANNA</GOANNA**
- **ZEBRA</ZEBRA**
- **6</6**
- **2-1</2-1**
- **IRIS</IRIS**
- **10-4</10-4**
- **1-1</1-1**
- **(dp)</(dp)**
- **4-4</4-4**
- **DONNIE</DONNIE**
- **TACO</TACO**
- **POLICE 25-20</POLICE 25-20**
- **MEN AT WORE</MEN AT WORE**
- **BILLY</BILLY**
- **ROGERS 16-10</ROGERS 16-10**
- **QUARTERFLASH</QUARTERFLASH**
- **PARALLEL TWO</PARALLEL TWO**
- **POLICE 16-3</POLICE 16-3**
- **EURYTHMICS</EURYTHMICS**
- **MARTIN BRILEY</MARTIN BRILEY**
- **KINKS 20-15</KINKS 20-15**
- **DIANA ROSS</DIANA ROSS**
- **J.D. MILDRED</J.D. MILDRED**
- **ROSE</ROSE**
- **MITCHELL</MITCHELL**
- **GOANNA</GOANNA**
- **LADY</LADY**
- **ONE</ONE**
- **THOMAS APP</THOMAS APP**
- **OCTOPUS</OCTOPUS**
- **CAT</CAT**
- **LEX</LEX**
- **SPRINGFIELD</SPRINGFIELD**
- **J.D. MILDRED</J.D. MILDRED**
- **ROSE</ROSE**
- **MITCHELL</MITCHELL**
- **GOANNA</GOANNA**
- **LADY</LADY**
- **ONE</ONE**

---

**225 Reporters**

**212 Current Reports**

The following stations reported a format change this week:

- PRO-FM/Pentangle
- WAKS/Chicago

The following stations failed to report this week and therefore their playlists were not known:

- CFTB/Tampa
- WHYI/Denver
- WNOX/Smoky Mountain
- WNOX/Dayton"
MIDWEST
PARALLEL TWO

R&D/Oh/Dearborn, MI
Don Schuder

KAYT/Tulsa, OK
Phil Williams

WZLX/Detroit, MI
Duane via

KAYZW/Demotte, IN
Walter Everest

KAYU/Fort Wayne, IN
Ednott Everest

WXWZ/Frankfort, IN
Jim Buzzart

WXCL/Lake Charles, LA
Show & Tell

WEXC/Kalamazoo, MI
Frank Sherman

WEXY/Fairfax, VA
Scotty Johnson

WEXY/Charlotte, NC
Terry Brown

WEAF/Nashville, TN
Hank Hatfield

KEMP/Portland, OR
Rodgers

THESE ARE THE HIGHEST SINGING RATINGS FROM THE WEEK OF JUNE 17, 1983.

R&B/Friday, June 17, 1983

Most
CORN
CHAMPAIGN
NEIL
POLICE
PRINCE
POLICE
15-15
EDDY GRANT
NAM/Appleton-Oshkosh
WALSH
SPRINGFIELD
9-9
15-11
OH
MEN
IRENE CARA
POLICE
17-10
MICHAEL SEMBELLO
Merk Maloney
ELO
STYX
WKFR/Kalamazoo,
PRINCE
JIM
DEF LEPPARD
POLICE
U2
WZZR/Granend
WJXQ/Jackson, MI
Hottest:
AT
(dp)
8-2
8-7
OATES
CARA
(d dp)
4-4
6-6
10-8
3-2
MI
CHRIS
DEBARGE
ZZ
EDDY GRANT
DONNIE
SHOR
PATROL
John Heimann
TACO
STYX
13-12
MADNESS
CS&N
WHOT/Youngstown,
SHERIFF
POLICE
TUBES
IRENE CARA
ELO
2-1
KKAZ/Cheyenne.

KSSP/Seattle, WA

KSSP/Fargo, ND

KSSP/Des Moines, IA

KSSP/Denver, CO

KSSP/Minneapolis, MN

KSSP/Tulsa, OK

KSSP/Salt Lake City, UT

KSSP/Boise, ID

KSSP/Bakersfield, CA

KSSP/Columbia, SC

KSSP/Dayton, OH

KSSP/Minneapolis, MN

KSSP/St. Paul, MN

KSSP/Huntington Beach, CA

KSSP/Long Beach, CA

KSSP/Cleveland, OH

KSSP/Indianapolis, IN

KSSP/Pittsburgh, PA

KSSP/Philadelphia, PA

KSSP/Des Moines, IA

KSSP/Cuincy, IL

KSSP/Ann Arbor, MI

KSSP/Grand Rapids, MI

THESE ARE THE HIGHEST SINGING RATINGS FROM THE WEEK OF JUNE 17, 1983.
## Example

1992 = 100 CHR reporting stations in
region reporting 30-hr.
44% = Percentage of the stations
going on.

**National Survey**
- 10-11 in National radio listening
  every day.
- 24 = Number of stations
  playing the song this week.
- Down = Number of stations
  dropping it from its
  previous week.
- R.I.M. = Number of stations
  starting to play it.

### Alabama

**The Cleanest Girl**
- Radio: 722
- R.I.M.: 24

### John Doe

**Hit Song!**
- LP: Hit Song
- National report: 100/93
  [44%]

### George Benson

**Inside Love**
- LP: His Eyes
- [37%]

### Rene Cara

**Pointing**
- [91%]

### Martin Breyli

**The Ball in My Trunk**
- Mercury/PolyGram
- 80/15 [43%]

### Bryan Adams

**Cuts Like A Knife**
- A&M
- [19%]

### B.B. King

**The Women In You**
- Red/Poly
- LP: Sophisticated Lady
- [98%]

### Def Leppard

**Rock Of Ages**
- Mercury/PolyGram
- LP: Hysteria
- [69%]
**IF I DIDN'T LOVE YOU**
(from her album "GUS HARDIN," MHL1-8603)

ALREADY BREAKING AT THESE STATIONS!

<table>
<thead>
<tr>
<th>Station</th>
<th>Call Letters</th>
</tr>
</thead>
<tbody>
<tr>
<td>KRMD-FM</td>
<td>30</td>
</tr>
<tr>
<td>KEBC-FM</td>
<td>50</td>
</tr>
<tr>
<td>KIKK</td>
<td>New add</td>
</tr>
<tr>
<td>KKYX</td>
<td>34</td>
</tr>
<tr>
<td>KVOO</td>
<td>33</td>
</tr>
<tr>
<td>WTSO</td>
<td>40</td>
</tr>
<tr>
<td>WDDY</td>
<td>New add</td>
</tr>
<tr>
<td>WXCL</td>
<td>52</td>
</tr>
<tr>
<td>KSO</td>
<td>27</td>
</tr>
<tr>
<td>KXAL</td>
<td>46</td>
</tr>
<tr>
<td>KRST-FM</td>
<td>New add</td>
</tr>
<tr>
<td>WDAK</td>
<td>New add</td>
</tr>
<tr>
<td>WUSQ</td>
<td>36</td>
</tr>
</tbody>
</table>

**GUS HARDIN**

KEEPS YOUR EYES ON THIS ONE!

<table>
<thead>
<tr>
<th>Station</th>
<th>Call Letters</th>
</tr>
</thead>
<tbody>
<tr>
<td>KTTS</td>
<td>.57</td>
</tr>
<tr>
<td>KFIO</td>
<td>.50</td>
</tr>
<tr>
<td>KRMD-FM</td>
<td>.46</td>
</tr>
<tr>
<td>KECB-FM</td>
<td>New @ 60</td>
</tr>
<tr>
<td>KKYX</td>
<td>.58</td>
</tr>
<tr>
<td>KFDD</td>
<td>.46</td>
</tr>
<tr>
<td>KRST</td>
<td>.40</td>
</tr>
<tr>
<td>KYAK</td>
<td>New add</td>
</tr>
<tr>
<td>WUSQ</td>
<td>New add</td>
</tr>
</tbody>
</table>

**DAVID WILLS**

YOU GOTTA GET TO MY HEART
(Before You Lay A Hand On Me)

<table>
<thead>
<tr>
<th>Station</th>
<th>Call Letters</th>
</tr>
</thead>
<tbody>
<tr>
<td>KMPS</td>
<td>.E</td>
</tr>
<tr>
<td>WAXX</td>
<td>New add</td>
</tr>
<tr>
<td>KFDS</td>
<td>.57</td>
</tr>
<tr>
<td>KBMR</td>
<td>New @ 58</td>
</tr>
<tr>
<td>WIRK-FM</td>
<td>New @ 62</td>
</tr>
<tr>
<td>WELE-FM</td>
<td>New @ 60</td>
</tr>
</tbody>
</table>

**PAULETTE CARLSON**
**New & Active**

<table>
<thead>
<tr>
<th>Rotation</th>
<th>Heavy</th>
<th>Medium</th>
<th>Light</th>
<th>Extra Adds</th>
<th>Total Adds</th>
</tr>
</thead>
<tbody>
<tr>
<td>KFSB, JOE COCKER</td>
<td>1/0</td>
<td>7/3</td>
<td>18/18</td>
<td>0</td>
<td>0/0</td>
</tr>
</tbody>
</table>

**Rita Coolidge**

<table>
<thead>
<tr>
<th>Rotation</th>
<th>Heavy</th>
<th>Medium</th>
<th>Light</th>
<th>Extra Adds</th>
<th>Total Adds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heavy: WCKQ, WCHV, WHKB, WHOW, KG, WSKY, WKEL</td>
<td>60% of</td>
<td>Medium:</td>
<td>Light:</td>
<td>Extra:</td>
<td>Total:</td>
</tr>
</tbody>
</table>

**KFSB**

Medium: WHNN, WBOW, WHEN, KFIM, KKUA, KUDO, WSKI, KRSB, KALE.

**Extra**

51%

60% of Adult Rotations: Heavy 1/0, Medium 7/3, Light 18/18, Extra Adds 0, Total Adds 11, WPRO, WSB, WMJ, WHB, KHOW, WAFB, WHFY, WKCM, KCRG, KWEB, KSN. Debuts at number 29 on the A/C chart.

**Engelbert Humperdinck**

**Til You And Your Lover Are Loves Again** (Geffen) 50/4

<table>
<thead>
<tr>
<th>Rotation</th>
<th>Heavy</th>
<th>Medium</th>
<th>Light</th>
<th>Extra Adds</th>
<th>Total Adds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heavy: WCKQ, WJBC, WORH</td>
<td>97% of</td>
<td>Medium:</td>
<td>Light:</td>
<td>Extra:</td>
<td>Total:</td>
</tr>
</tbody>
</table>

**Words**

(Rosanna PolyGram) 44/6

<table>
<thead>
<tr>
<th>Rotation</th>
<th>Heavy</th>
<th>Medium</th>
<th>Light</th>
<th>Extra Adds</th>
<th>Total Adds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heavy: WCKQ, WJBC</td>
<td>0/0</td>
<td>Medium:</td>
<td>Light:</td>
<td>Extra:</td>
<td>Total:</td>
</tr>
</tbody>
</table>

**Elton John**

“I’m Still Standing”

(EMI America) 35/2

<table>
<thead>
<tr>
<th>Rotation</th>
<th>Heavy</th>
<th>Medium</th>
<th>Light</th>
<th>Extra Adds</th>
<th>Total Adds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heavy: WCKQ, WJBC, WORH</td>
<td>97% of</td>
<td>Medium:</td>
<td>Light:</td>
<td>Extra:</td>
<td>Total:</td>
</tr>
</tbody>
</table>

GEORGE BENSON

“Inside Love (So Personal)”

(WB) 35/1

<table>
<thead>
<tr>
<th>Rotation</th>
<th>Heavy</th>
<th>Medium</th>
<th>Light</th>
<th>Extra Adds</th>
<th>Total Adds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heavy: 300, Medium: 2100, Light: 1170, Extra: 0, Total: 1, KFDD</td>
<td>0/0</td>
<td>Medium:</td>
<td>Light:</td>
<td>Extra:</td>
<td>Total:</td>
</tr>
</tbody>
</table>

**Daryl Hall & John Oates**

“Family Man”

(RCA) 32/1

<table>
<thead>
<tr>
<th>Rotation</th>
<th>Heavy</th>
<th>Medium</th>
<th>Light</th>
<th>Extra Adds</th>
<th>Total Adds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heavy: 300, Medium: 1400, Light: 910, Extra: 0, Total: 1, KFDD</td>
<td>0/0</td>
<td>Medium:</td>
<td>Light:</td>
<td>Extra:</td>
<td>Total:</td>
</tr>
</tbody>
</table>

**George Fischoff**

“Summer Love” (Mass Music Group) 31/4

<table>
<thead>
<tr>
<th>Rotation</th>
<th>Heavy</th>
<th>Medium</th>
<th>Light</th>
<th>Extra Adds</th>
<th>Total Adds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heavy: 150, Medium: 720, Light: 694, Extra: 0, Total: 4, WCKQ, KISN, KCHG, WSKY, WCN, L BK</td>
<td>0/0</td>
<td>Medium:</td>
<td>Light:</td>
<td>Extra:</td>
<td>Total:</td>
</tr>
</tbody>
</table>
## June 17, 1983

### BREAKERS

**Synchonicity (A&M)**

- Proud to Be Your Lover (A&M)
- Keep It Up (Columbia)
- Girls (Fear) (Stevie Nicks)
- Games (LED Zeppelin)
- The Wild Heart (Modem Atco)
- "Breath" (162) "King" (76) "Finger" (65)
- "Stand" (155) "Nothing" (51) "Run" (48)
- "Something" (137) "Zero" (118)
- "Ages" (120) "Too Late" (89) "Foolin'" (49)
- "Modern" (119) "China" (103) "Dancer" (47)
- "Girls" (148) "Strike" (59) "Queen" (49)
- "Something" (144) "Girls" (19)
- "Mistake" (82) "High Wire" (78) "Heckyll" (55)
- "Lovin" (87) "Sharp" (56) "Pressure" (43)
- "Stayin" (21) "Kinks Come Dancing" (85)
- "Wishing" (98) "Nightmares" (51) "Talking" (16)
- "Door" (111) "Tell" (28)
- "Two Hearts" (75) "Sunday" (52) "New" (40)
- "Sippin Away" (120)
- "Change" (81) "Thing" (53)
- "Say" (95) "Living" (29)
- "Icurs" (99) "Trooper" (37)
- "Cuts" (64) "Straight" (22) "Time" (21)
- "Tears" (67) "Business" (21)
- "Electric Avenue" (89)
- "Screamin" (89) "Eat" (19)
- "War Games" (111) "Worth" (19)
- "Idol" (99) "Sleigh" (12)
- "China" (85)
- "Affair" (64) "Souls" (23) "Touch" (14)
- "Metal" (77) "Cum On" (23)
- "Our Wild" (43)
- "Rock Roll" (78)
- "Salt" (63) "Hands" (14)
- "Midnight" (40) "Stay" (16) "Heart" (13)
- "Why Me" (47) "Tools" (18) "Static" (13)
- "China" (78)
- "Burnin" (61) "Swamp" (11)
- "He Knows You Know" (64)
- "Journey" (15) "Send" (15) "Reaction" (14)
- "Standing" (53) "Kiss" (14)
- "Pilot" (43) "Names" (27)
- "Change" (38) "World" (24) "Shelter" (14)
- "Computer" (63)

### Hottest

- Police (175)
- Stevie Nicks (141)
- David Bowie (139)
- Def Leppard (137)
- Flick (125)

### New & Active

- PORCUPINE TREE: "3rd Story" (Polydor) (95)
- ROYAL TRIBE: "Goodbye" (Polydor) (103)
- JOURNEY: "On the Eve" (Mercury/PolyGram) (99)
- TOTO: "Love Will Find A Way" (Warner Bros) (95)
- BILLY JOEL: "The Stranger" (Columbia) (100)
- PATTY SIMMONS: "Knocking At Your Door" (Mercury/PolyGram) (98)
- STEVE RAY VANDERVAUGHAN & DOUG BROWN: "Love Struck Baby" (BMG) (99)

### Staying Hot

- POLICE: "Every Breath You Take" (Atco) (100)
- STEVIE NICKS: "Landslide" (A&M) (96)
- TOTO: "Rosanna" (Warner Bros) (97)
- JOURNEY: "Don't Stop Believin" (Warner Bros) (97)
- PATTY SIMMONS: "Knocking At Your Door" (Mercury/PolyGram) (98)

### Most Added

- DANNY ELBOW: "Cheap" (B&A) (85)
- CROSBY, STILL & NASHEV: "The Last Road Home" (CBS) (84)
- STEVIE NICKS: "Landslide" (A&M) (96)
- TOTO: "Rosanna" (Warner Bros) (97)
- JOURNEY: "Don't Stop Believin" (Warner Bros) (97)
- PATTY SIMMONS: "Knocking At Your Door" (Mercury/PolyGram) (98)

### MINISTRY

- "Outro (Lazarus)" (M.C.90s) (56)
- "Deity of the Machine" (M.C.90s) (56)
- "The Sponsored War" (M.C.90s) (56)
- "Recovery" (M.C.90s) (56)
- "Human" (M.C.90s) (56)

### Top 20

1. POLICE: "Every Breath You Take" (Atco) (100)
2. CROSBY, STILL & NASHEV: "The Last Road Home" (CBS) (84)
3. STEVIE NICKS: "Landslide" (A&M) (96)
4. TOTO: "Rosanna" (Warner Bros) (97)
5. JOURNEY: "Don't Stop Believin" (Warner Bros) (97)

### Top 40

- "Outro (Lazarus)" (M.C.90s) (56)
- "Deity of the Machine" (M.C.90s) (56)
- "The Sponsored War" (M.C.90s) (56)
- "Recovery" (M.C.90s) (56)
- "Human" (M.C.90s) (56)
This is a text-based document that details information about various artists and their songs. It appears to be a chart or list of songs, possibly from a music magazine or publication. The content includes song titles, artist names, and chart positions, with some notes on song popularity and ratings. The document is in English and seems to be from a music chart listing.
Supergroups

IT ROCKS YOUR RATINGS

The bigger they are, the harder they hit your audience. And rock superstars don't come any bigger than this year's Supergroups lineup on the ABC Rock Radio Network. The Rolling Stones, Jefferson Starship, The Who, John Cougar, Phil Collins, Stray Cats, Billy Squier. Supergroups. Two hours of recorded live concerts delivered 17 times a year. The excitement this show generates can put your station light-years ahead of the competition.

Contact Louise Callahan (212) 887-5218.
BRYAN ADAMS
Cuts Like A Knife (A&M)
70% of our reporters on it. Moves: Up 43, Debits 37, Same 35, Down 0, Adds 42 including B94, Q107, Z93, WLS-FM, KBQG, KIMM, KIQO. See Parallels, debuts at number 39 on the CHART.

QUARTERFLASH
Take Me To Heart (Geffen)
69% of our reporters on it. Moves: Up 9, Debits 42, Same 46, Down 0, Adds 69 including WBNM-FM, B94, KAFM, WABX, KIMM, Q107. See Parallels, debuts at number 40 on the CHART.

HOLLIES
Stop In The Name Of Love (Atlantic)
68% of our reporters on it. Moves: Up 29, Debits 39, Same 47, Down 0, Adds 39 including B104, WNBC, 94Q, WBBM-FM, KHTR, KCNR, KMJK, KYUU. See Parallels, debuts at number 39 on the CHART.

HUMAN LEAGUE
(Keep Feeling) Fascination (Virgin/A&M)
61% of our reporters on it. Moves: Up 26, Debits 33, Same 36, Down 0, Adds 16 including B94, WHTT, 94TYX, WKFR, KKFM, K96, WISE, WAZY-FM. See Parallels, debuts at number 36 on the CHART.

MICHAEL SEMBELLO
Maniac (Casablanca/PolyGram)
50% of our reporters on it. Moves: Up 26, Debits 37, Same 30, Down 0, Adds 33 including WNBC, KAFM, KHTR, MJK, WSPK, WSKQ, K107. See Parallels, debuts at number 38 on the CHART.
Load Your Programming Pistol With The Records Right On Target

DAVE EDMUNDS
"SLIPPING AWAY"

CHR NEW & ACTIVE

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Format</th>
<th>Call Letters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q103 add</td>
<td></td>
<td></td>
<td>WPHD</td>
</tr>
<tr>
<td>KCNR add</td>
<td></td>
<td></td>
<td>WCAD</td>
</tr>
<tr>
<td>WFNY add</td>
<td></td>
<td></td>
<td>WHTT</td>
</tr>
<tr>
<td>WHFM add</td>
<td></td>
<td></td>
<td>KAAM</td>
</tr>
<tr>
<td>KAMZ add</td>
<td></td>
<td></td>
<td>WOGL</td>
</tr>
<tr>
<td>KX104 add</td>
<td></td>
<td></td>
<td>WABX</td>
</tr>
<tr>
<td>WSFL add 40</td>
<td></td>
<td></td>
<td>WHYT</td>
</tr>
<tr>
<td>KITY add 39</td>
<td></td>
<td></td>
<td>KHTX</td>
</tr>
<tr>
<td>WKAU add</td>
<td></td>
<td></td>
<td>WLOL</td>
</tr>
<tr>
<td>KBBK add</td>
<td></td>
<td></td>
<td>WCGQ</td>
</tr>
<tr>
<td>WCGQ add</td>
<td></td>
<td></td>
<td>FMSM</td>
</tr>
<tr>
<td>99KG add</td>
<td></td>
<td></td>
<td>XTRA</td>
</tr>
<tr>
<td>WSPT add</td>
<td></td>
<td></td>
<td>KYUU</td>
</tr>
<tr>
<td>KFMW add</td>
<td></td>
<td></td>
<td>KJMX</td>
</tr>
<tr>
<td>KENI add</td>
<td></td>
<td></td>
<td>WNOK</td>
</tr>
<tr>
<td>KSLY add</td>
<td></td>
<td></td>
<td>WIMM</td>
</tr>
<tr>
<td>B104 on</td>
<td></td>
<td></td>
<td>WCGQ add</td>
</tr>
<tr>
<td>WXKS-FM 25-20</td>
<td></td>
<td></td>
<td>WCOR</td>
</tr>
</tbody>
</table>

95XIL 33-25
WSDV 19-15
WOLX deb 33
WOKI 25-24
KBDM 21-19
KRGV 19-15
WTX 30-28
WNAM 20
KGRD 39-34
WJXQ 30
Z104 26-23
K107 34-29
WHOT 31
KSKD 32-25
KYYX 28-23
WGUY 24
Wigy 23-21
Wicer 19-16
WZGY deb 40
OK 100-29
WKHI deb 40

RED ROCKERS
"CHINA"

CHR NEW & ACTIVE

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Format</th>
<th>Call Letters</th>
</tr>
</thead>
<tbody>
<tr>
<td>WXKS-FM deb 35</td>
<td></td>
<td></td>
<td>WNYX</td>
</tr>
<tr>
<td>WXHS-FM 34-29</td>
<td></td>
<td></td>
<td>WP5D</td>
</tr>
<tr>
<td>WCAU-FM 29-25</td>
<td></td>
<td></td>
<td>WABX</td>
</tr>
<tr>
<td>WCAU-FM 34-29</td>
<td></td>
<td></td>
<td>WCAU</td>
</tr>
<tr>
<td>KMJK 9-8</td>
<td></td>
<td></td>
<td>WXXS</td>
</tr>
<tr>
<td>WKVE add</td>
<td></td>
<td></td>
<td>WW6X</td>
</tr>
<tr>
<td>KZZB add</td>
<td></td>
<td></td>
<td>WK6X</td>
</tr>
<tr>
<td>KFMM add</td>
<td></td>
<td></td>
<td>WKF6X</td>
</tr>
<tr>
<td>KGMM add</td>
<td></td>
<td></td>
<td>WKG6X</td>
</tr>
<tr>
<td>KX104 add</td>
<td></td>
<td></td>
<td>WXXS</td>
</tr>
<tr>
<td>WZZR 18-11</td>
<td></td>
<td></td>
<td>WXXS</td>
</tr>
<tr>
<td>WJXQ 27-24</td>
<td></td>
<td></td>
<td>WXXS</td>
</tr>
<tr>
<td>K107 add 39</td>
<td></td>
<td></td>
<td>WXXS</td>
</tr>
<tr>
<td>KEYN-FM add</td>
<td></td>
<td></td>
<td>WXXS</td>
</tr>
<tr>
<td>KYYX 9-8</td>
<td></td>
<td></td>
<td>WXXS</td>
</tr>
</tbody>
</table>

99KG add
KDDV add
PRO-FM on
WLOL-FM on
Q103 on
XTRA on
KNNB on
WHIT deb 29
WKFM 37
WPRC deb 30
WSSX 22
KBDM deb 35
WTIX deb 35
WSEQ deb 38
WViv deb 21
WHOT deb 34

WQOK-FM 29
WYKS 29-26
WHSR 30
WBBW deb 35
KYYY 31-29
WROR
WYCR
WPST
WKRZ-FM
WQID
WNOK-FM
KITE
WANS-FM
WOKI
WABB-FM
KBIM

Direct Hits From Columbia Records
Contemporary Hit Radio

1. IRENE CARA/Flashdance... (Casablanca/PolyGram)
2. CULTURE CLUB/Time (Clock Of The Heart) (Virgin/Epic)
3. STYX/Don't Let It End (A&M)
4. EDDY GRANT/Electric Avenue (Portrait/CBS)
5. POLICE/Every Breath You Take (A&M)
6. KAJAGOOGOO/Too Shy (EMI America)
7. JOURNEY/ Faithfully (Columbia)
8. ELTON JOHN/I'm Still Standing (Geffen)
9. DARYL HALL & JOHN OATES/Family Man (RCA)
10. RICK SPRINGFIELD/Affair Of The Heart (RCA)
11. SERGIO MENDES/Never Gonna Let You Go (A&M)
12. MICHAEL JACKSON/Wanna Be Startin' Somethin' (Epic)
13. MADNESS/Our House (Geffen)
14. KINKS/Lower Middle Class (A&M)
15. LITTLE RIVER BAND/We Two (Capitol)
16. TUBES/She's A Beauty (Capitol)
17. MEN AT WORK/Overkill (Columbia)
18. CHAMPAGNE/Try Again (Columbia)
19. BOB SEGER & SILVER BULLET BAND/Roll Me Away (Capitol)
20. BEES GEE/Her Man In RSO (PolyGram)
21. NAKED EYES/Always Something There To... (EMI America)
22. PRINCE/1999 (WB)
23. DeBARGE/All This Love (Gordy/Motown)
24. EURYTHMICS/Sweet Dreams (Are Made Of This) (RCA)
25. CHRIS DeBURGH/Don't Pay The Ferryman (A&M)
26. STEVIE NICKS/Stand Back (Modern/ATCO)
27. DURAN DURAN/Is There Something I Should Know (Capitol)
28. DAVID BOWIE/Let's Dance (EMI America)
29. JIM CAPALDI/That's Love (Atlantic)
30. DONNA SUMMER/She Works Hard For The Money (Mercury/PG)
31. LIONEL RICHIE/My Love (Motown)
32. A FLOCK OF SEAGULLS/Wishing... (Jive/Arista)
33. FIXX/Saved By Zero (MCA)
34. BRYAN ADAMS/Cuts Like A Knife (A&M)
35. LOVERBOY/Hot Girls Go (Atlantic)
36. HUMAN LEAGUE/Kiss Kiss (Fascination/ Virgin/A&M)
37. MICHAEL SHELLEY/Maniac (Casablanca/PolyGram)
38. HOLLIES/Stop In The Name Of Love (Atlantic)
39. QUARTERFLASH/Take Me To Heart (Geffen)

Adult/Contemporary

1. SERGIO MENDES/Never Gonna Let You Go (A&M)
2. IRENE CARA/Flashdance... What A Feeling (Casablanca/PG)
3. JIM CAPALDI/That's Love (Atlantic)
4. KENNY ROGERS/All My Life (Liberty)
5. CULTURE CLUB/Time (Clock Of The Heart) (Virgin/Epic)
6. DeBARGE/All This Love (Gordy/Motown)
7. J. INGRAM & P. AUSTIN/How Do You Keep The... (Qwest/WB)
8. LIONEL RICHIE/My Love (Motown)
9. CHRISTOPHER CROSS/No Time For Talk (WB)
10. LEE GREENWOOD/I.O.U. (MCA)
11. NEIL DIAMOND/Front Page Story (Columbia)
12. CHAMPAGNE/Try Again (Columbia)
13. ALABAMA/The Closer You Get (RCA)
14. STYX/Don't Let It End (A&M)
15. LITTLE RIVER BAND/We Two (Capitol)
16. PAUL ANKA/Hold Me 'Til The Mornin' Comes (Columbia)
17. EDDIE RABBITT/You Can't Run From Love (WB)
18. HOLLIES/Stop In The Name Of Love (Atlantic)
19. MEN AT WORK/Overkill (Columbia)
20. POLICE/Every Breath You Take (A&M)
21. JOURNEY/ Faithfully (Columbia)
22. LOUIS TUCKER/Midnight Blue (Arista)
23. DIONNE WARWICK/All The Love In The World (Arista)
24. JARRE/Maurin' (WB)
25. CRYSTAL GAYLE/Our Love Is On The Faultline (WB)
26. WILLIE NELSON & MERLE HAGGARD/Pancho And Lefty (Epic)
27. TOTO/I Won't Hold You Back (Columbia)
28. RITA COOLIDGE/All Time High (A&M)
29. KINKS/Come Dancing (Arista)
30. ENGELBERT HUMPERDINCK/Tilly And You And Your Lover... (Epic)

AOR/Albums

1. POLICE/Every Breath You Take (A&M)
2. STEVIE NICKS/Stand Back (Modern/ATCO)
3. LOVERBOY/Hot Girls In Love (Columbia)
4. DURAN DURAN/Is There Something I Should... (Capitol)
5. FIXX/One Thing Leads To Another (MCA)
6. DEF LEPPARD/Rock Of Ages (Mercury/PolyGram)
7. DAVID BOWIE/Modern Love (EMI America)
8. FIXX/Saved By Zero (MCA)
9. STEVIE NICKS/Stop All The World's Clocks (Asylum)
10. DEF LEPPARD/Too Late For Love (Mercury/PolyGram)
11. MICK JAGGER/The Right Stuff (A&M)
12. KINKS/State Of Confusion (Arista)
13. FASTWAY/Say What You Will (Columbia)
14. RED ROCKERS/China Girl (415/Columbia)
15. KINKS/Scene Dancing (Arista)
16. MENATWORK/It's A Mistake (Columbia)
17. KINKS/Screening In The Night (Arista)
18. TUBES/Shes A Beauty (Capitol)
19. KINKS/State Of Confusion (Arista)
20. INXS/Shabooh Shoobah (Atco)
21.ZZ TOP/All Your Love (WB)
22. CROSBY, STILLS & NASH/War Games (Atlantic)
23. A FLOCK OF SEAGULLS/Wishing... (Jive/Arista)
24. DEE DEE BOWIE/Let's Dance (EMI America)
25. MEN AT WORK/High Wire (Columbia)
26. POLICE/King Of Pain (A&M)
27. INXS/Zero (Geffen)
28. ZZ TOP/All Your Love (WB)
29. ZZ TOP/All Your Love (WB)
30. BLACKFOOT/Teenage Idol (A&M)
31. INXS/Don't Change (A&M)

AOR/Hot Tracks

1. POLICE/Every Breath You Take (A&M)
2. STEVIE NICKS/Stand Back (Modern/ATCO)
3. LOVERBOY/Hot Girls In Love (Columbia)
4. DURAN DURAN/Is There Something I Should... (Capitol)
5. FIXX/One Thing Leads To Another (MCA)
6. DEF LEPPARD/Rock Of Ages (Mercury/PolyGram)
7. DAVID BOWIE/Modern Love (EMI America)
8. FIXX/Saved By Zero (MCA)
9. STEVIE NICKS/Stop All The World's Clocks (Asylum)
10. DEF LEPPARD/Too Late For Love (Mercury/PolyGram)
11. MICK JAGGER/The Right Stuff (A&M)
12. KINKS/State Of Confusion (Arista)
13. FASTWAY/Say What You Will (Columbia)
14. RED ROCKERS/China Girl (415/Columbia)
15. KINKS/Scene Dancing (Arista)
16. MENATWORK/It's A Mistake (Columbia)
17. KINKS/Screening In The Night (Arista)
18. TUBES/Shes A Beauty (Capitol)
19. KINKS/State Of Confusion (Arista)
20. INXS/Shabooh Shoobah (Atco)
21. ZZ TOP/All Your Love (WB)
22. CROSBY, STILLS & NASH/War Games (Atlantic)
23. A FLOCK OF SEAGULLS/Wishing... (Jive/Arista)
24. DEE DEE BOWIE/Let's Dance (EMI America)
25. MEN AT WORK/High Wire (Columbia)
26. POLICE/King Of Pain (A&M)
27. INXS/Zero (Geffen)
28. ZZ TOP/All Your Love (WB)
29. ZZ TOP/All Your Love (WB)
30. BLACKFOOT/Teenage Idol (A&M)
31. INXS/Don't Change (A&M)