

# Radio & Records

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## Mariner Sells Three Stations

Mariner Communications will sell three of its four radio stations to a group headed by David Chase, owner of 1080 Corp. (which owns WTIC-AM & FM/Hartford), R&R has learned. The transaction reportedly involves an assumption of Mariner's debts, which a source close to the company estimated as in the range of \$20-30 million.

Mariner's flagship station WITS/Boston will not be included in the transaction; WLW & WSKS/Cincinnati and KBEQ/Kansas City are the stations to be transferred, subject to FCC approval. Mariner had reportedly been attempting to sell off the stations individually. Mariner President Barry Dickstein will apparently retain his position.

## CAPITOL BROADCASTING UPSET

### Stern To Leave DC101 For WNBC

Popular DC101/Washington morning personality Howard Stern has signed a five-year contract to do afternoon drive for WNBC/New York. His current contract with Capitol Broadcasting (owner of DC101) expires July 31 and Stern plans to join

WNBC immediately thereafter. Capitol President Goff Lebhar told R&R he was particularly upset that he first learned of Stern's departure in a local newspaper article, and that the news was disclosed nearly five months in advance.

"We've obviously had some damage done to us," Lebhar told R&R. He's looking into whether the "premature" announcement will hurt ad revenues or impair

STERN/See Page 40

## LOGAN, SUMPTER MOVE

### First Media Shifts Two PD's

First Media has announced two Program Director changes within the company: KFMV & KDOT/Provo Operations Manager Jim Sumpter will take over the programming at KFMK/Houston, with current KFMK PD Lee Logan moving to the company's newly acquired WUSN/Chicago.



Lee Fowler least two additional, but as yet undisclosed, programmers who will exit their current programming posts to join the new firm. He further stated that LF&A plans to limit its client list to ten stations.

"It's going to be a real think tank," said Fowler. "As far as I know, there's nobody devoting fulltime efforts to A/C and News/Talk consulting. I've wanted to be out on my own for quite some time. I've seen other people succeed as consultants, and from a programming standpoint, that's

FOWLER/See Page 33

## ABC Bows Superadio Lineup

ABC Enterprises previewed its full-service contemporary satellite format "Superadio" Monday (3-15), announcing a star-studded personality lineup. Longtime luminaries Dan Ingram (WABC/New York), Larry Lujack (WLS/Chicago's morning man), Ron Lundy (also from WABC), Robert W. Morgan (morning man at KMPC/Los Angeles), Dick Purtan (CKLW/Detroit morning man), and Jay Thomas (formerly of 99X/New York and "Mork & Mindy") will handle airshifts, along with WBBF/Rochester evening personality Paul Barsky and Bruce Bisson, most recently at WPGC/Washington. Lujack, Morgan, and Purtan apparently will be working weekend shifts.

With a full complement of ABC executives present, including Chairman/CEO Leonard Goldenson, President/COO Elton Rule,



ABC Superadio Unveiled

Pictured at the press conference announcing ABC's new Superadio satellite service are (l-r) ABC Radio Enterprises VP Michael Hauptman, VP/Programming Rick Sklar, ABC Radio President Ben Hoberman, and Marschalk Co. Chairman Mike Lesser.



Robert W. Morgan, Dan Ingram and ABC Radio President Ben Hoberman, ABC Enterprises VP Michael Hauptman and VP/Programming Rick Sklar outlined the goals and structure of the new venture. Hauptman termed it a "response to the challenge of the new technologies," and cited declining station revenues as a reason for stations to consider affiliating. He also described the role of the Marschalk Co. ad agency, which will provide and coordinate all promotions and contests. Morning and afternoon drive periods will still be programmed and promoted by local stations, with Superadio handling the rest.

Sklar emphasized Superadio's ability to localize, with some ID's set to begin at the network and be



Jay Thomas Larry Lujack



Paul Barsky, Dick Purtan completed locally through the use of data channels. Eight local commercials an hour will be available, plus a minute and a half extra during an optional news break. He described the service's music as "in a word - familiar."

## Hawaiian House Speaker Sues Aku, Heftel

Henry Peters, Speaker of the Hawaiian House of Representatives, has filed a \$7 million lawsuit against KSSK (K-59)/Honolulu air personality Hal "Aku" Lewis and KSSK owner Heftel Broadcasting. The suit concerns comments Lewis allegedly made on the air about an automobile accident Peters was involved in last year. According to Peters, Lewis said Peters "got arrested for drunk driving" and when asked by a caller what happened to the case, responded "it was dropped" because Peters had asserted "legislative immunity."

In actuality the accident was caused by a tire blowout. Alcohol AKU/See Page 33

in the market."

Commenting on Sumpter, Mason said, "Jim has performed above the call of duty at KFMV & KDOT. His contributions to KFMK will be welcome. He has a super record with this company, and I'm very pleased that we were able to make these promotions from within First Media."

Sumpter, who was promoted to Operations Manager at KFMV & KDOT three months ago, told R&R, "My recent promotion in Provo and now my shift to Houston mean that First Media is again placing confidence in me. I'm absolutely thrilled. My thanks to (KFMV & KDOT) GM Gene Manning for making me into not only a good PD, but directing my efforts and helping me become a better manager."

Sumpter will join KFMK March 25 with Logan arriving in Chicago April 5. No replacement was named for Sumpter in Provo.



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**Lang Promoted To Amaturio Radio President**

Monte Lang has been promoted to President/Radio Division of the Amaturio Group, moving up from Exec. VP. Amaturio owns KMJQ/Houston and KMJM/St. Louis and is affiliated with WFTL & WWJF/Ft. Lauderdale.

Company founder Joseph Amaturio commented, "Ever since Monte joined us, we have more than achieved the goals established for our radio division. It was Monte's unique contributions to both programming and sales that spearheaded that achievement. Monte really is a special talent, with an intrinsic creative flair combined with bottom-line respect. I am confident that under his leadership, these four stations will continue to grow and prosper."

Lang, who will continue to work out of KMJQ, had 20 years' experience in the rep field before joining Amaturio, serving as Exec. VP at McGavren Guild among other positions.



Monte Lang

**Gaskin Becomes WFAA GM**

Jim Gaskin has been appointed General Manager at Belo's WFAA/Dallas, replacing Hal Mayfield, who left in what was described as an "amicable split" by Belo VP/Radio Marty Greenberg. Gaskin had been General Sales Manager for WMJC & WHND/Detroit.

Greenberg told R&R, "Jim and I started together at WXYZ/Detroit 17 years ago. In my judgment, he's one of the most qualified station and people managers in the country."

GASKIN/See Page 40

**AM SWITCHES FROM COUNTRY**

**WPKX Moves To "Music Of Your Life"**

WPKX/Washington, DC converted from Country to the pre-rock Music Of Your Life format this week. WPKX-FM will retain its Country format.

Station VP/GM Bill Sherard explained to R&R, "We had been sitting on the AM for some time trying to reach a decision on whether to go Country Gold or Music Of Your Life, and it really got down to the fact that there is no format that works as well on an AM station in a major city as MOYL."

"When you consider that in this market 70% of WMAL's audience is 45+, then on the other side of us is WRC with maybe

WPKX/See Page 33

**Braunstein, Zimmerman Move To Christal**

In a pair of key moves, Mark Braunstein has been appointed New York Sales Manager and Rosemary Zimmerman becomes an account executive at the Christal radio station representatives firm. Christal Executive VP Charlie Colombo, in making the announcements, told R&R, "These have to be two of the city's best rep sales people."



Braunstein comes to Christal from Eastman Radio, while Zimmerman was a 10-year staffer at H/R Stone, most recently serving as New York Sales Manager.

**WATTS HEADS SMN COUNTRY FORMAT**

**Anthony Exits SMN To Program WQIK**

Jon Anthony has resigned as Operations Manager of Satellite Music Network's Country format to become PD of WQIK/Jacksonville, form a consultancy, enter into station ownership, and write two books about radio. Former KLAQ/Denver PD Larry Watts will replace Anthony.

Anthony told R&R his consulting business would involve "consulting network af-

filiates on how to interface the various networks that are coming on," as well as conventional programming consulting. He plans a partnership at a small market Florida radio station, and has already plotted his two books. One is about "interfacing local stations with networks. Since I'm the first guy to put it on the air to make it work, what better guy to tell it?" Anthony said. The other is to be called "From Montgomery to Michigan Avenue," and is aimed at "other program directors on how to get to major markets the fastest way."

On leaving SMN, Anthony remarked, "I have nothing but good feelings about the network. I know it's going to be the wave of the future. I guess to me the big thing was setting it up from scratch and making it work. It's working now; I did my job. My heart is in other things. I'm 36 and I figure this is my last shot at doing it on my own."

ANTHONY/See Page 40

**Spears Appointed Fairbanks National PD**

Michael Spears, formerly President/GM and part-owner of WPLP/Tampa, has been named National Program Director for Fairbanks Broadcasting's eight-station group. He fills the slot vacated by Fairbanks VP/Programming George Johns, who left the company to join Southwestern Broadcasters last fall.



Michael Spears

Spears, who will relocate to Fairbanks corporate headquarters in Indianapolis, told R&R, "These are people who we've all admired for some time. The Fairbanks reputation speaks for itself, and they have outstanding people that have been with them for years. The important thing for me in any new challenge is it has to be the right 'fit.' Well, this opportunity with this company is absolutely the right 'fit' for me, and I'm very pleased to be here."

Spears will oversee the programming of all the Fairbanks radio properties: WIBC & WNAP/Indianapolis, WVBF & WKOX/Boston, KVIL-AM & FM/Dallas, WRMF/Palm Beach, and WJNO/West Palm Beach. He will report to Fairbanks Executive VP Jim Hilliard.

**Minkler, Teague Join Network**



Jason Minkler

Tommy Teague

Jason Minkler and Tommy Teague have joined Network Records, Minkler as West Coast Promotion/Marketing Director and Teague as his similarly-titled East Coast counterpart. Minkler will be based in Los Angeles and Teague in Atlanta, and both will work with Network's distributor Elektra/Asylum and the WEA Corp. on promotion, sales, and marketing efforts. Both report to Network VP/GM Rich Fitzgerald.

MINKLER/See Page 40

**TRANSACTIONS**



**Viacom Buys WLAK**

Viacom International purchased its ninth radio station, WLAK/Chicago, from Storer Broadcasting for an undisclosed price, subject to FCC approval. Viacom Radio VP/Promotion Dianne De Armond commented, "WLAK-FM gives us our first Beautiful Music property and also gives us solid representation in the Midwest." WLAK VP/GM James Haviland said, "Our entire staff is excited about the opportunities Viacom presents us . . ." Pictured (l-r, seated) at the signing are Viacom attorney Ed Schor, Viacom Radio Pres. Al Greenfield, Storer VP A.A. Church, and Storer attorney Loraine Strail; (l-r, standing) Ted Hepburn, Pres. of broker Ted Hepburn Co., and WLAK VP/GM James Haviland.

**Broadcast Associates Buys KMPX For \$5.5 Million**

KMPX/San Francisco has been sold by Golden Gate Radio to Broadcast Associates for \$5.5 million, pending FCC approval. Frederick Mezey, a New Brunswick, NJ lawyer, is President and 60% owner of Broadcast Associates, with Robert Elkins owning the rest.

The firm also owns WGGG/Gainesville, FL, which it purchased last November, and Mezey says he is in the market to buy other major market radio properties. He expects to take over Big Band-formatted KMPX in May and he says no major, format or personnel changes are currently contemplated. "We intend to continue as an entertainment and music station," he told R&R. KMPX operates on 98.9 mKhz with 4.3 kw.

Golden Gate Radio retains ownership of KYNO-AM & FM/Fresno and one of its principals, Lloyd Edwards, is owner of KYAC/Seattle.

**Sanders Buys WENN For \$3 Million**

Howard Sanders Broadcasting has purchased WENN-AM & FM/Birmingham, AL from Booker T. Washington Broadcasting for \$3 million. The AM has 5kw (days) at 1320 kHz, while the FM is powered at 100kw, located at 107.7 mHz. Blackburn & Co. brokered the sale.

KTYD/Santa Barbara has been sold by Antares Broadcasting to KIST Broadcasting Ltd. for \$2.15 million, pending FCC approval. The AOR station is located at 99.9 mHz with 34kw, and will complement CHR KIST.

KGU/Honolulu, which celebrates its 60th anniversary in May, has been sold to Marketing Systems International by Wilson Broadcasting for an undisclosed price believed to be between \$1.5 and \$1.8 million. The sale awaits final FCC approval. KGU broadcasts at 760 kHz with 10kw of power.

# Washington Report

## White House Considers Weekend Radio Shows

Weekend radio shows are under consideration at the White House as one way for President Reagan to communicate his policies to the American people. "This is one of many options. Nothing is locked in concrete," stressed Karna Small, Deputy Assistant to the President and Director/Media Relations and Planning. "Weekends have been suggested. I think I've heard Saturday mentioned more often than Sunday," she added.

Why radio? "Never underestimate radio. It reaches a lot of people in their homes, cars and everywhere," Small told R&R. "And remember, the man started out as a radio broadcaster."

Any decision on possible use of radio by the President is several weeks away, said Small, and nobody has yet focused on questions such as program length and distribution. But she said radio has been suggested by many both inside and outside the White House.

## NAB Suspends Advertising Codes

More than 4000 radio stations which subscribe to the NAB's voluntary advertising codes are now on their own. The NAB last week suspended its *Television and Radio Codes*, after a federal judge struck down a provision banning mention of more than one product in TV commercials under 60 seconds in length.

"For the moment, everything is in a state of suspension," NAB Sr. VP & Code Authority GM Jerome Lansner said. "The codes were cancelled and enforcement terminated, which means licensees will have to make judgments on advertising and programming matters themselves." So far, Lansner said he's seen no abuse of the new freedom and he expects broadcasters will maintain "high standards."

The NAB's 33 Code Authority employees are being kept on the job as the trade group appeals the judge's decision, claiming the ruling fails to recognize the importance of broadcaster self-regulation.

The codes' many restrictions included a ban on advertising hard liquor and contraceptives.

## Broyhill Picks Up RTNDA Support

Tuesday (3-16) was Freedom of Information Day, and the RTNDA seized the occasion to announce its support of Rep. Jim Broyhill's (R-NC) bill to repeal the fairness doctrine and equal opportunity laws and ban the FCC from using "any power of censorship over the content of communications."

Wayne Godsey, President of the Radio-Television News Directors Association, said, "The government has been censoring broadcasters for more than 40 years. It has done so in the name of fairness and equality. But the fairness doctrine is not fair, and the equal opportunity provisions are not applied equally. Both work together to deprive the public of much of the information it should have to perform its proper role in this society."

Last week the Broyhill bill (H.R. 5585) and a companion deregulation measure won the endorsement of FCC Chairman Mark Fowler.

## FCC Again Rejects Move To D.C. Suburbs

Citing inconvenience to its staff and the public, the FCC has decided against moving to new quarters in Alexandria, VA, eight miles from downtown Washington. The federal landlord, the General Services Administration (GSA), had picked the new site after the FCC asked for help in finding a cheaper home.

The Commission will now try to consolidate its staff at its current location. Last year the FCC cancelled a planned move to nearby Rosslyn, VA in the face of strong congressional opposition.

## Twelve Elected To NAB Radio Board

Elected to two-year terms on the NAB's Radio Board were: Gary Stevens, *Double-day Broadcasting*; Dick Oppenheimer, *KIXL & KHFI-FM/Austin*; John Hyde, *KDHL/Faribault, MN*; Lee Shoblom, *KFWJ & KRFM-FM/Lake Havasu, AZ*; Martin Beck, *WBLI/Patchogue, NY*; Robert Hilker, *WCGC/Belmont, NC*; Chuck Cooper, *WKOR/Starkville, MS*; John Dille, *WTRC & WYEZ/Eikhart, IN*; Paul Olson, *KLEM/LeMars, IA*; Fred Conger, *KWBW & KHUT-FM/Hutchinson, KS*; Doug Stevens, *KDEN/Denver, CO*; and Cliff Gill, *KWVE/San Clemente, CA*.

## Support Mounts For Dumping Public Inspection Files

The NAB's recent request to the FCC that it completely review its public inspection file rules has picked up the support of Washington law firm Haley, Bader & Potts.

The firm claims the rules have failed to promote a dialogue between broadcasters and the public and "have become so encrusted with additions, interpretations, and modifications that they have become virtually impossible for the layman to understand and implement faultlessly. Instead, they have become a litigation minefield."

The FCC ruled recently that stations no longer need to keep letters from the public in the files, but the NAB and Haley, Bader & Potts are pressing for a more drastic cut-back, or outright abolition.

## Rivera Panel Focuses On Tax Certificates

A wider use of tax certificates emerged Tuesday (3-16) as a prime suggestion of FCC Commissioner Henry Rivera's special committee on boosting minority ownership. The certificates, which grant a substantial tax break, are now given only to those who sell radio or television properties to minorities.

The Rivera panel is recommending that they be extended to non-broadcast areas such as cable and common carrier. The group also wants the tax break to be used to encourage non-minority investors to sell out to minority partners.

Rivera's panel wants the Commission to

look more favorably upon limited partnerships, in which minorities can have operating control, even if they don't have more than 50% ownership. Another recommendation is for the FCC's Office of Public Affairs to hire a fulltime counselor to advise minorities trying to get into communications.

## Industry Scrambles To Replace Financial Report

If you haven't sent your annual financial report (Form 324) to the FCC yet, don't bother. The Commission doesn't want it. "Government funds should not be spent for activities which chiefly benefit private interests," the Commission said last week as it abolished the form. Immediately after the vote, trade groups began working on developing a voluntary reporting system within the industry to replace the government figures.

The fate of Form 324 had divided the industry. Many broadcasters, along with NAB, said the report was a monumental headache and the government had no business collecting revenue and expenditure data. Others, including the Radio Advertising Bureau (RAB), lobbied for keeping a greatly shortened form covering sales totals only. RAB said market figures are essential in diagnosing the health of the industry, and in gauging a particular station's value.

NAB Executive VP & GM John Summers welcomed the vote, and said a meeting will be arranged as soon as possible with RAB and the Television Advertising Bureau (TAB) to begin laying the groundwork for a cooperative industry reporting system. Summers envisions a scheme in which stations would report sales figures to "an outside, respected national accounting firm to act as the collector and maintain the confidentiality you need."

## Debate Lingers

But Plough Broadcasting President Wayne Hudson, who had lobbied in Washington for the RAB position, doubts such a plan will work. "I'm just fearful that it will be difficult for anyone other than the FCC to get accurate information," Hudson told R&R. "I hope I'm wrong." And, although he doesn't believe filling out Form 324 was overly time-consuming, Hudson added, "Our financial people are really shouting for joy. It's one less form they have to fill out."

Station broker Cecil Richards agreed that the FCC figures had been useful. If a good alternative isn't developed, he predicted, "It'll become more difficult to evaluate stations within a market, thereby making it harder for investors and lenders to determine future value potential."

## Can Local Markets Fill Void?

Offering a local solution was Maurie Webster, President/Radio Information Center and Executive Director/New York Market Radio Broadcasters Assn. (NYMRAD): "This ought to offer a great stimulus to radio managers across the country to form local associations in their markets," Webster told R&R. "One of the purposes ought to be to collect month-by-month revenue data so they will know what the local and national spot sales are in their markets."

In New York City, for instance, most stations voluntarily supply monthly sales totals to the accounting firm Price Waterhouse & Co., which releases market totals but keeps individual station figures confidential. Stations in several dozen other cities have similar arrangements, but one problem has been a lack of 100% participation by stations.

Richards said brokers have largely ignored such figures in the past, simply because the FCC's figures were available and complete. But, he added, "If enough markets develop that kind of approach and we end up using that information, then, in the long run, doing without the FCC figures will really have been beneficial by getting the government further out of our business."



## Public Radio Defended

Proposed Reagan administration budget cuts threaten the very survival of public broadcasting, the House Telecommunications Subcommittee was told last week. Reagan wants to cut public television and radio's current \$172 million funding to \$85 million by 1985. National Public Radio President Frank Mankiewicz said the cuts are too rapid to let NPR gear up its six-year plan to raise funds from outside sources. "This plan will take time," Mankiewicz said. "Under the proposals, we are to be cut loose with no time even to weave our own safety net into which we may then fall."

Strong support for public radio was also voiced by the NAB Radio Board Chairman and Jefferson Pilot Sr. VP/Radio Cullie Tarleton. The American broadcasting system "should be the best that it can be — and public broadcasting is a critical ingredient in the total mix," he testified. Pictured (l-r) are Tarleton; Bruce Christensen, National Association of Public Television Stations; and Mankiewicz.



Empty Garden  
Growing Like Wild  
At All These Stations:



WBEN-FM add 40  
WXKS-FM add  
KEGL deb 24  
WLOL-FM add  
KBEQ 28-23  
WGCL on  
KEZR add  
B100 add  
KIMN add  
Q103 add  
KOPA add  
KZZP add 28  
WFBR deb 30  
WPHD deb 30  
WRCK add  
3WT add 33  
KC101 add 30  
WLAN-FM add  
WYCR add  
WKEE deb 33  
WFMF deb 28  
WABB-FM add  
G100 add 32  
WZYP add  
Y103 deb 39  
CK101 add 39  
WBBQ on  
KX104 deb 26  
WMAK-FM add  
WQUT add  
WNOK-FM on  
WZZR add

KSTT add  
KIOA add  
KMGK deb 30  
KRAV deb 11  
KZ93 add  
WNAM add  
WMEE add  
WKDQ add  
KQKQ deb 24  
WHOT deb 30  
KIDD on  
KGGI 29-28  
KNBQ add  
KBBK deb 28  
KSKD on  
KLUC add  
KIKI add  
WJBQ add  
WACZ on  
WIGY add  
WOMP-FM on  
WCIR on  
WZYQ add  
Q104 deb 30  
WAEV deb 28  
WCGQ on  
WISE add  
WYKS add  
KKQV add  
KSEL-FM deb 27  
KPUR add  
KVOL on

KFYR on  
KELO add 35  
KKLS deb 26  
WSPT deb 30  
WTRU add  
WCIL-FM add  
KWLO add  
KRNA on  
99KG add  
KDVV add  
KENI add  
KSly on  
KDZA add  
KATI deb 33  
KOZE on

**“Empty Garden  
[Hey Hey Johnny]”**

**ELTON JOHN**

Written by Elton John & Bernie Taupin



Produced by Chris Thomas

Distributed by Warner Bros. Records





## Household-Helping Hubbies On Rise

In this day and age of the liberated woman, household-helping husbands aren't the rare, exotic creatures they were once thought to have been — at least according to a recent survey conducted by **Good Housekeeping**. More husbands than ever before are doing their part to keep those home fires burning:

- |   |   |
|---|---|
| 1 out of 3 husbands help with the grocery shopping. | 3 out of 8 husbands care for the children.              |
| 1 out of 6 husbands cook dinner.                    | 2 out of 5 husbands buy their shaving supplies.         |
| 1 out of 12 husbands do the laundry.                | 1 out of 3 husbands buy their underwear.                |
| 1 out of 6 husbands clean the house.                | 2 out of 5 husbands buy their wife's perfume.           |
| 2 out of 5 husbands pay the household bills.        | 3 out of 8 husbands put up shelves.                     |
| 1 out of 2 husbands buy new furniture.              | 2 out of 5 husbands put up curtains.                    |
| 3 out of 5 husbands buy the new major appliances.   | 3 out of 8 husbands get a doctor's prescription filled. |
| 2 out of 3 husbands buy the new small appliances.   |   |

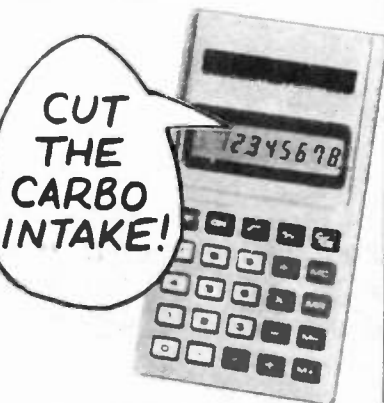
## Calculating Your Weight By Computer

If you chronic weight-watchers thought the scolding tone of the recorded refrigerator device, ("you fat slob, eating *again?*") was the limit, guess again. By spring, **Mattel Electronics** plans to market "Diet Trac," a \$50 diet computer small enough to fit in your back pocket.

Unlike the guilt-inducing harangue of the refrigerator recording, Diet Trac opts for the impersonal approach. It consists of calorie/nutrition tables published by the **American Diabetes**

**Association** and the height/weight charts used by insurance companies. By punching in your height and weight, the computer figures out how much weight should be lost and the daily caloric intake necessary to eliminate that excess poundage.

The six major food categories are represented by buttons which determine for the dieter just how much of each he/she can consume. Diet Trac comes equipped with a diet plan that uses alternative menus figured via a widely used food exchange system — if you cut down on one item, you can eat more of another. Special diets can be programmed too. If you eat too much of one food, the computer flashes a warning light; it also keeps a running tab of the day's consumed calories.



There is one drawback: to be absolutely effective, Diet Trac depends on the dieter's willpower to stick with it and not cheat when punching in his food intake. Fat chance, eh?

## Conclave '82 Sponsors Broadcasting Scholarship

The seventh annual "Upper Midwest Communications Conclave" is slated for June 10, 11 & 12 in the Twin Cities. Sponsored by a nonprofit group of broadcasting/music industry personnel serving the Midwestern region, the conference's primary goal is to seek improved working techniques within the industry and its related fields.

As before, an integral part of the convention is its scholarship competition. Two deserving recipients will be awarded paid-in-full, 40-week Radio/Television Broadcasting scholarships at Minneapolis's Brown Institute. The competition is open to those high school seniors and graduates considering careers under the broad-

casting umbrella — including news, sports, air personality, production, sales, and management. Audition tapes must be submitted with official entry forms. These are then judged by an Advisory Panel whose decision will be made public during the 1982 conclave.

Plans for the conclave itself as well as the agenda are still being finalized.

For more information about the scholarship competition, however, contact Box 6113, Minneapolis, MN 55406, or call **Doug Lee** at (612) 938-7020 or **Dennis Becker** at (612) 721-2481.

## Codart Changes Pay Radio To "Smart Radio"

### RECORD COMPANIES SHARE PROFITS

If businessman **Alan Strachan** has his way, record companies can soon stop worrying about those revenue infringers who'd rather tape records off the radio than buy them. According to a recent **Los Angeles Times** article, Strachan has devised a recording system tagged **Codart**. With this computer system, users would pay about 50 cents per song and produce their own custom albums of select music — with the record companies *this time* sharing the profits.

The \$100 Codart is similar in size to a desk top calculator, complete with key pad, and attaches to a standard audio tape recorder and FM radio receiver. Codart comes equipped with a catalog from which the user chooses the programs he/she wants to record. These programs are aired over an FM station's off hours. Once you've selected the program(s), you would call the station and place your order, entering in a special program code number. When the station airs the show(s), Codart automatically activates the recorder and again turns it off until the next selected program is ready for recording.

Although the 50-cent song fee is tempting, versus the 10-song album which usually sells for between \$8 to \$9 (80 to 90 cents a song), Codart doesn't strictly limit itself to music. Current catalog listings include stories from the **Wall Street Journal** and the **San Francisco Examiner** plus segments from NPR's "All Things Considered." Codart has been tested at public radio station **KQED/San Francisco**; Strachan hopes to break into Los Angeles and other cities early next year.

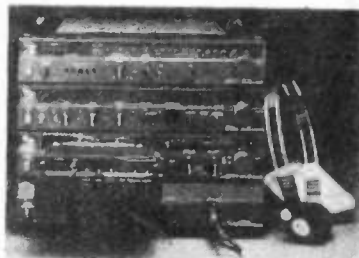
An estimated half of the monthly subscription fee reverts to the program's copyright holder and the participating station, with the remainder going to Codart. However, there is one major question: since Codart doesn't scramble its programs, anyone listening to the station can record them. So why pay? Strachan believes that Codart doubles as an "electronic editor" selecting only those programs that are desired and editing out the rest. Besides, he adds, "It's not pay radio, it's smart radio."

## Big Music America, Miller "Rock To Riches"

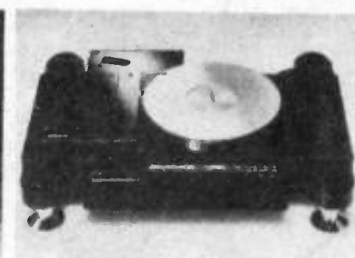
**H**ouston-based **Big Music America**, whose 1981 talent search involved over 30 top radio stations, has signed **Miller High Life** as its 1982 national sponsor. As a result, a name change has been instituted: the "Miller High Life Rock To Riches."

Miller's sponsorship begins April 23 during which time **Big Music America's** three regional winners of 1981 will compete at New York's **Paladium: The Stompers** from **WCOZ/Boston's** competition; **Sierra**, winners of the **WLPX/Milwaukee** contest; and **KTLK/Denver** (now **KBRQ**) contender **Randy Bell**.

## Designs Send Audiophiles To Hi-Fi Heaven



DCS-8025



TX-1000

Although there's nothing unique about stacking stereo components, German-based **Schneider** has developed a new twist on an old idea with its **DCS** (direct-contact system) lines. The tuner, preamp, cassette deck, and amp you see pictured here are part of this system, which eliminates the tangled web of connecting cables that usually accompanies such a setup.

What you **don't** see here are recessed connectors located on the sides and bottoms of the components which allow for the positioning of such pieces either above or beside each other. The four-piece **DCS-8025** system retails for \$1150 and is marketed by **Schneider North America Ltd**, Plainsboro, NJ.

### "Wow-Less" Turntable

Turntable buffs, at one time or another, have all come across mislocated or oversized centered discs. To circumvent this problem, **Nakamichi** has devised the **TX-1000**, a computerized turntable which not only lets you select your own tone arm, but also comes complete with two platters — the smaller of the two is the "center search" which is mounted upon the principal turntable dish.

By pushing a special button a sensor arm appears from the housing on the left. This arm reads a record's lead-out or end groove and in turn sends a signal to the microcomputer inside. If there is a problem with the record's center hole, the computer will transmit a correction signal to the machinery, which repositions the center platter. That permits the main tone arm(s) to play the record without moving back and forth, causing wow. The price for such electronic genius is \$700.

5 YEARS AGO TODAY

Radio & Records

● CHARLIE VAN DYKE RE-SIGNS AS PD AT KHJ/LOS ANGELES.

● KFJZ-AM & FM SPLIT PROGRAMMING — FM goes Top 40 as 297.

● FRED WINSTON BECOMES WFYR/CHICAGO MORNING MAN FROM WMAQ.

● NUMBER ONE FIVE YEARS AGO: "Rich Girl" — Daryl Hall & John Oates (RCA)

● NUMBER ONE COUNTRY: "Southern Nights" — Glen Campbell (Capitol)

● NUMBER ONE LP: "Rumours" — Fleetwood Mac (WB)

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# Networks/Program Suppliers

## NEW PROGRAMMING

### Mutual Contracts With Broadcast International

Mutual has signed a one-year exclusive deal giving the network first rights to all material produced by **Broadcast International**, the radio programming firm launched in December by **Merrill Osmond**.

The net's first BI offering, on May 15, will be a three-hour music special, "Dynamic Duos," featuring **Hall & Oates**, **Seals & Crofts**, **England Dan & John Ford Coley**. Next will be "Triple," airing over Memorial Day weekend, starring **Crystal Gayle**, **Ronnie Milsap**, and **Anne Murray**. BI will furnish Mutual with a minimum of four other specials in the coming year.

"We are very pleased to join forces with the Osmond organization," commented Mutual VP/Programming **Dick Carr**. "Their exceptional production facility, their access to top-flight talent, and their proven track record as producers and packagers will insure that Mutual's future music programming will meet the industry's most exact standards for timeliness and quality."

### Audio Features Inks With AP, UPI

New York-based **Audio Features, Inc.**, a public relations broadcast service, has entered into an agreement with **AP Radio** and **UPI Audio**. According to company principals **Alan Steinberg** and **Robert Kimmel**, Audio Features will transmit 50-90 second reports/features via the network

facilities of UPI and AP. These broadcasts will be available free of charge to affiliate stations on a daily basis, Monday through Friday. Aimed at reaching 1700 radio stations, the service counts **Dupont**, **Kodak**, **Kraft** and **Business Week** among its clients.



**MAKING SWEET MUSIC** — Recently, several well-known music makers gathered together to reminisce about music past and present during a taping of **Narwood Productions' "Music Makers"** at **KGIL/Los Angeles**. Pictured (l-r) **Ted LeVan**, producer, **Skitch Henderson**, host, **Helen Forrest**, and **Les Brown**.

### Westwood One Produces Belushi Special

**Westwood One** has produced a one-hour special in honor of late actor/comedian/musician **John Belushi**. Interviews with partner **Dan Aykroyd**, **Gilda Radner**, and others will be coupled with excerpts from his various films. The special is available to all Westwood One affiliates free of charge with no national commercial interruptions.

For more information call (213) 204-5000.

● "Minding Your Business," set for a May debut, is produced by New York-based **Narwood Productions** in association with **Cameron Communications**. Designed with today's businessmen in mind, the twice-daily Monday-Friday series bases its content upon **Inc.** magazine. These 90-second features are written by Peabody winner **Jim Cameron** and hosted by Inc. Editor **Milton Stewart**. "Minding Your Business" is available at no cost on a market exclusive basis. For further information contact **Narwood Productions' Station Relations Department** at (212) 755-3320.

## NEWS & INFORMATION FEATURES

### March

"Money, Money, Money," a 90-second "Lifesound" segment airs on **RKO One** affiliates (now thru 4/2)

**Jim Newman** anchors tax tips during **RKO One and Two's "Newscall"** feeds (now thru 4/16)

Mutual's "Best Of King" features **Martin Agronsky** and heart surgeon **Dr. Christiaan Barnard** (20)

**Jerry Blythe**, author/"The Market Consensus Letter," from Dallas; **Stanley Musgrove** and **George Eells**, "Mae West" authors and journalist **Greg Mitchell**, from Los Angeles on **RKO's "America Overnight"** (22-23)

"Here Comes Oscar" presented via **ABC Entertainment Network** with anchor **Bill Diehl** (22-26)

Mutual, CBS and ABC broadcast special coverage of Space Shuttle "Columbia" 's third flight (22-29) "Movies '82" with CBS Radio entertainment editor **Lee Jordan** is 20-part special airing (22-26, 27-28)

**Carlton Fredericks**, nutritionist, from Dallas; movie reviewer **Kirk Hunnicutt** and **Jeanne Avery**, astrologer, from Los Angeles on "America Overnight" (26-27)

## PEOPLE

● **Owen Spann** signs as host on **ABC Talkradio Network** with a scheduled kickoff date of May 3 for his program. He continues as morning host at **KGO/San Francisco**.

● **William Gavin** to VP and Creative Services Director at **Westrock Syndications**. Appointment becomes effective on April 1.



William Gavin

## MUSIC FEATURES

### March

**Huey Lewis** on "Earth News Radio" (15-21)

**Crystal Gayle** interviewed on **United Stations' "Weekly Country Music Countdown"** (19-21)

**Sammy Hagar** on **Westwood One's "In Concert"** (19-21)

Two-hour **Rush** special on the **Source** (19-21)

**Earth, Wind & Fire** featured on **United Stations' "Dick Clark's Rock Roll & Remember"** (19-21)

**Alabama** on hour-long "Country Sessions" via **NBC Radio** (20)

**Don McLean** kicks off premiere of **ABC FM Network's** 90-minute in-studio concert series "Star Sessions" (20)

**Larry Gatlin & Gatlin Brothers** on **ABC/Silver Eagle** from **DIR** (20)

The **Association** profiled on **RKO's "Solid Gold Saturday Night"** (20)

"It Takes Two" spotlights songs by famous duos on **RKO's "Weekly Music Magazine"** (20-21)

**Ringo Starr** stars on "Special Of The Week" from **Watermark** (20-21)

**Carly Simon** launches **Narwood Productions' "Words & Music,"** two-hour special via **ABC Entertainment Radio Net** (21)

**Jimmy Iovine** profiled on "The Producers" from **TBS Syndication** (21)

**Bellamy Brothers** host "Country Star Countdown" from **RKO** (21)

**Molly Hatchet** on **ABC/King Biscuit Flower Hour** from **DIR** (21)

"The **Steve Dahl** Supper Club" debuts on **ABC Rock Radio Net;** two-hour comedy/music Sunday program (21)

**Steve Miller Band** featured on **Clayton Webster Corp.'s "Retro Rock"** (22)

**Z.Z. Top** spotlighted on **Global Satellite Net's "Rockline"** (22)

**Gail Davies** on "Country Closeup" from **Narwood Productions** (22)

**Margaret Whiting** spotlighted on "Music Makers" from **Narwood** (22)

"Greatest Guitarists" special on **Rolling Stone Magazine Productions' "Continuous History Of Rock And Roll"** (22)

**Rick Springfield** featured on **RKO's** one-hour "The Hot Ones" (22-23)

**Greg Lake** spotlighted on "Earth News Radio" (22-25)

**Prism** profiled on "Earth News Radio" (22-28)

**Natalie Cole** on "The Budweiser Concert Hour" via **Westwood One** (26)

**Lacy J. Dalton** guests on **Westwood One's "Live From Gilley's"** (26)

**Dottie West** on "Special of the Month" via **Country News** (26)

**Rick Nelson** spotlighted on "Dick Clark's Rock Roll and Remember" (26-28)

90-minute **Stevie Nicks** concert on the **Source** (26-28)

**John Anderson** on "Weekly Country Music Countdown" (26-28)

**Johnny Paycheck** headlines "Country Sessions" (27)

**Oak Ridge Boys** presented on **ABC/Silver Eagle** from **DIR** (27)

The **Kinks** headline "Solid Gold Saturday Night" (27)

"Salute To Oscar" features montage of nominated songs on "Weekly Music Magazine" (27-28)

**Bob Seger** headlines "Special Of The Week" (27-28)

**A&M 20th Anniversary: Alpert and Moss** on "The Producers" (28)

**Janie Fricke** guests on "Country Star Countdown" (28)

**Le Roux** and special guests on **ABC/King Biscuit Flower Hour; DIR** (28)

"The Drummer Special" on "Continuous History Of Rock And Roll" (29)

**Bob & Doug McKenzie** entertain on "Rock Star Guest DJ" from **Rolling Stone Magazine Productions** (29)

**Blondie** on "Retro Rock" (29)

**Charlie Spivak** on "Music Makers" (29)

**Roy Clark** guests on "Country Closeup" (29)

**Spinners** spotlighted on **RKO Two's "Musicstar Special"** (29-30)

### April

Mystery performer the "Phantom" unveiled on **Clayton Webster Corp.'s "Rarities"** (1)

**Gail Davies** hosts "Weekly Country Music Countdown" (2-4)

**Styx** guests on "Off The Record" from **Westwood One** (2-4)

**Whispers** on **Westwood One's "Special Edition"** (2-4)

One-hour **Loverboy** special on the **Source** (2-4)

**Alabama** spotlighted on "Live From Gilley's" (2-4)

**Huey Lewis/Billy Squier** on "In Concert" (2-4)

1965 featured year on **Westwood One's "The Rock Years: Portrait Of An Era"** (2-4)

**Neil Sedaka** on "Dick Clark's Rock Roll & Remember" (2-4)

**Burrito Brothers/Janie Fricke** co-billed on **ABC's Silver Eagle** produced by **DIR** (3)

**Kinky Friedman** presented on "Country Sessions" (3)

**George Martin** spotlighted on "The Producers" (4)

**Jerry Reed** headlines "Country Star Countdown" (4)

"Piano Jazz" premieres its third season with host **Marian McPartland** and guest **Cy Coleman** (5)

**Carmen McRae** sings on "Music Makers" (5)

**Jerry Reed** profiled on "Country Closeup" (5)

"Rock Films" segment on "Continuous History Of Rock And Roll" (5)

**Christopher Cross** discusses himself and his music on **RKO's "The Hot Ones"** (5-6)

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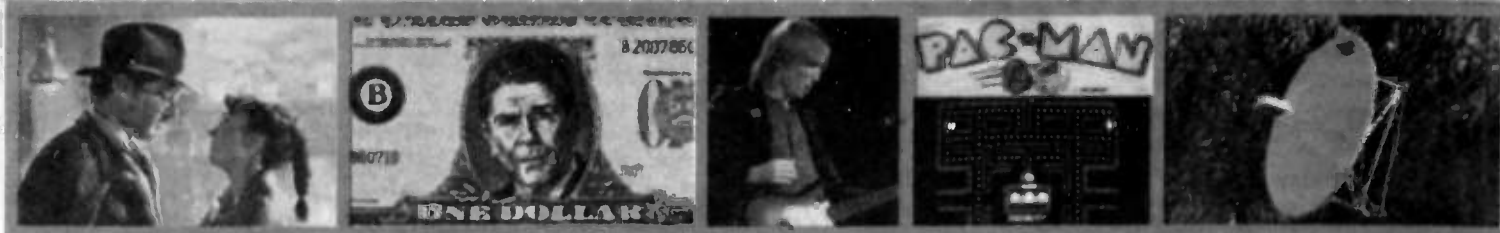
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\*RADAR® 24 (Fall 1981 Report) Vol.2 (Aud. to cleared programs + commercial exposures). avg. aud. per broadcast, adults 18-34, M-S, 6AM-12M.

**THE  
SOURCE**

**NBC Radio's Young Adult Network**



## VIDEOSCOPE:

JEFF KING

## Time Wars

RCA announced the availability of an eight-hour VHS tape in February, giving that format an additional playing time advantage over Beta. The tape (which offers three, five-and-a-half and eight hours of playing time in the various VHS playback modes), will carry a \$33 suggested list price. . . reaction from insiders is that the high cost may offset potential market gains offered by the extended playing time.

## To Schlock Or Not To Schlock

Some of the hottest-selling programming out on video cassette is "schlock" — otherwise known as movies that are so bad they're entertaining. **Wizard Video's** "Texas Chainsaw Massacre" shipped over 20,000 cassettes in initial orders, and big numbers were also recorded for **Harmonyvision's** "The Hills Have Eyes" and **Nostalgia Merchant's** "Plan 9 From Outer Space," the latter given the dubious "Golden Turkey Award" for "The Worst Movie of All-Time" . . . Schlock titles appear to be doing very well in the rental market as well. **Roy Bonario**, of **Roy's Memory Shop** in Houston, reports that over half his rental business is done in exploitation or schlock pictures. Bonario further notes that he has a very small percentage of sales in schlock pictures. . . mostly rentals.

## The Majors And The Market

The recent merger of **20th Video** and **CBS** will give that new affiliation 400 titles in release and 35% of the U.S. home video cassette market, according to the March issue of **Home Video And Cable Report**. In second place, with 107 titles and 19% share is **Paramount**, followed by **Warner Home Video** (175 titles — 12% share), **Columbia** (115 titles — 10%), **MCA** (80 titles — 10%), **Disney** (29 titles — 5%), **Nostalgia Merchant** (165 titles — 5%), **Media Home Entertainment** (225 titles — 2%). The remaining independents (**NFL Films**, **Wizard Video**, **Video Gems**, etc.) own a combined total market share of 2% . . . Analyzing these figures, Paramount has had the most effective market penetration (dividing the market share by the number of titles in release), followed by Disney, MCA, Columbia, 20th/CBS, Nostalgia Merchant and Media. Which, theoretically, means that given an equal amount of titles in release, all of the major studios would own a larger share of the market than 20th/CBS. . . Joining the congestion is **Playboy**, which hopes to have home video software on the market by fall, including video Playmates, interviews, music and comedy, and Playboy lifestyle features.

## Music On TV

"Solid Gold" for the week of March 19 features **Buckner & Garcia**, **Chilliwack**, **Sheena Easton**, **Rick James**, the **Kendalls**, and **Mary Macgregor**. The show was renewed for its third year, the 1982-83 season by **Paramount TV**, which cited a No. 1 Nielsen rating in 12-49 viewers among first-run syndicated variety shows. . . **Buckner & Garcia** and **Bertie Higgins** guest on "American Bandstand" March 20. . . **Roger Daltrey** is interviewed on an MTV profile March 21. The video net's "Liner Notes," a new interview program, debuts March 28 with **E-Street Band** member **Clarence Clemons** (now also leading his own band) and **King Crimson's Robert Fripp**. . . And finally, **Judy Collins** plays herself on the soap opera "Guiding Light" March 29. Also making future appearances on the daytime stalwart are **Ashford & Simpson**, the **B-52's**, and **Maurice Gibb**.

## Pro:Motions

## Ploener Named GM At WYLO

**Paul Ploener** has been appointed General Manager at **WYLO/Jackson, WI**, transferring from a similar position at **WVOI/Toledo**.

## "The Great Record Company" Label Created

A new record label, the **Great Record Company**, has been created by **Barry Bregman**, owner/President of **B-Line Productions/Management Inc.** In his capacity as President, Bregman has appointed **David Bridger** as Director of Artist Development/Special Projects. Bridger was most recently Director/Artists Relations and TV Promotions at **EMI America/Liberty Records**. The Great Record Company will be marketed/distributed by **MCA Records**.



David Bridger

## Baylog, Smith Promoted At WMMS



Bryon Baylog



Bill Smith

**Bryon Baylog**, a **WMMS/Cleveland** veteran since 1977, has been upped to National Sales Manager from Local Sales Manager at the station. In related activity, **WMMS** account executive **Bill Smith** moves up to Local Sales Manager.

## Rodda Appointed GSM At KSRR

**Terry Rodda** has been promoted to General Sales Manager at **KSRR (97FM)/Houston**. The former station Sales Manager succeeds **Jeff Trumper**, who recently assumed the VP/GM post there.



Terrence Rodda

## Gerrity Named VP At Entertainment Company

**Linda Gerrity** has been tapped to fill the newly-created position of VP/Artist's Relations at the **Entertainment Company**. Gerrity will continue as assistant to President **Charles Koppelman**, a post she has held for the past 6½ years.

## Cunniff Appointed Nashville PR Director At E/A

**Al Cunniff** has assumed the newly-created position of Nashville Public Relations Director at **Elektra/Asylum Records**. He is the former Southeastern Editor at **Record World** magazine.

## Schneider Upped To Sales Manager At KRNA

**Lynne Schneider** has been appointed Cedar Rapids Sales Manager at **KRNA/Iowa City**. She moves over from a recent Sales Development Director post at the station.

## Mega Records Entity Formed

**Mega Records**, headed by President **Charles Murock**, is a new independent label whose first single release is "Number One" by **Lady Jerry Marcellino** has been tapped as head of A&R at the label. Headquartered at The Berwin Entertainment Complex in Hollywood, Mega is not to be confused with the primarily Country label of the same name in the 70's.

## Ingram Appointed GM At WAZY-AM &amp; FM

**Roger Ingram** has been named General Manager of **WAZY-AM & FM/Lafayette, IN**. He was most recently General Sales Manager at **WNDE & WFBQ/Indianapolis**.

## Shapiro Appointed VP/GM CBS Songs Internat'l.

**Harvey Shapiro** has been named VP/GM of **CBS Songs International**, moving up from his most recent post as VP/CBS Songs International. Shapiro will be based in New York.



Harvey Shapiro

## McFarlane Promoted To GSM At KPKE-FM

**Catherine McFarlane** has been upped to General Sales Manager of **KPKE-FM/Denver** from the station's Sales Manager post.

## Murphy Named GSM At WLAK-FM

**Michael Murphy** has been appointed General Sales Manager at **WLAK-FM/Chicago**, moving crosstown from a similar post at **WBBM-FM**. In other station activity, **Norm Sachs** has been tapped as Business Manager. Prior to this, he served as Controller for a suburban manufacturing company.



Michael Murphy

## Lee-Gutowski Associates Announced

**Norita Lee** and **Lynda Diane Gutowski** have banded together to form **Lee-Gutowski Associates**. The Boston-based firm will specialize in promotion and publicity. Lee was formerly associated with **WJIB/Boston** and Gutowski has experience as a writer/graphics designer/illustrator. The phone number is (617) 267-0203.

## Soular Elevated To Exec. VP At Kapri

**Ray Soular** has been promoted to Executive VP/National Promotion at newly-formed **Kapri Records**. He formerly served as head of the West Coast A&R Division. In other company activity, **Carolyn Roth** has been appointed to head Business Affairs/Administration, coming from a recent College Promotion Manager post with the label.



Ray Soular

## Summit Records, Productions Launched

**Summit Records** and **Summit Productions** have been formed under the direction of **Neil Fink** and **John Alcock**. Besides developing new musical talent, the companies will handle record/video productions. **Paul Noel** has been brought in to oversee financial management while **Vicki Brooks** joins as Manager of Operations.

## Cope New Managing Director At Faulty Products

**Mark Cope** has become Managing Director of **Faulty Products, Inc.** Cope comes to the newly-formed job from a Regional Merchandising/Marketing Manager post at the **Musciand** store chain.

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# Ratings & Research



JHAN HIBER

## Focus Group Focus, Revisited

The use — or misuse — of the research tool known as “focus groups” continues in our industry. In order to help stations deal with the concept of focus groups I wrote two articles in 1980 entitled “Focus Group Focus.” These articles were reprinted in the Fall 1980 **Ratings Report** in a compilation entitled “The Hiber Handbook.” Consultants like Jeff Pollack have used my information on focus group conduct to pass along to their clients as a research primer.

It occurs to me that it might be time to refresh and update the “Focus Group Focus” series. Part of what brought this to my attention was a recent interview Adult/Contemporary Editor Jeff Green did with KBZT/San Diego PD Jeff Salgo. In the interview Salgo described how he did focus groups for his station, with the entire operation being done in-house rather than hiring an outside researcher to set up or conduct the sessions. A number of you have called wondering about some of the points brought up in the article. Let me touch on some of the key points about focus groups while at the same time try to present some alternatives to the way that Jeff Salgo approaches focus groups at his station (which is a very successful one, by the way).

Before I delve into this topic further, let me “make one thing perfectly clear.” Because I am a research consultant I make part of my living doing focus groups around the nation. That may bias my thoughts on the focus group topic, but I think you can still see the valid differences I’ll bring up between the professional approach and the in-house treatment.

### Do It Yourself?

The major point I’d like to bring up, and which I pointed up in my original series on focus groups, is that having station personnel conduct focus groups may seem a cheaper way to go, but it may end up being expensive in the long run. The built-in bias of a station employee, no matter how hard he/she tries to overcome it, is a factor that can really undermine your research effort.

At the recent Country Radio Seminar, Bill Moyes and I conducted the Programming Research panel. Both of us stressed avoiding at all cost having your station people involved in the setup and conduct of the sessions. Focus groups are too sensitive a research tool to be handled by people who aren’t professional researchers.

This doesn’t mean you have to hire Moyes’s firm, my company, or any other major broadcast research operation. It does mean that at the very least

you should strive to locate a local university professor of marketing who likely has experience setting up and conducting such focus sessions. So, I’m sorry to differ with Jeff Salgo but I must suggest that you hire an outside researcher to handle your important project. In the following paragraphs I’ll point out some reasons why it’s worth the cost to have a pro do it.

### Participant Selection

Selecting the people to participate in the sessions is half the battle and a major step towards successful groups. If this stage is not handled in the most careful fashion, the groups themselves will be a waste of time and money.

*“The built-in bias of a station employee, no matter how hard he/she tries to overcome it, is a factor that can really undermine your research effort.”*

Jeff mentioned that he uses four or five minimum wage staffers or interns to make the calls to recruit participants. If he wants 12-15 people at each panel the callers continue until they’ve recruited about 60 for each group, figuring most will not come.

Let me point out what the professional approach might be. First, the client station and the research team agree on the target demo to be included in the focus groups. Other screening criteria are also specified — what proportion of each demo is sought, what proportion of each gender, and what geographic balance is needed to supply adequate sampling of the target demo?

I was talking with a station recently which had done its own groups. The people had not thought of the geographic factor and thus ended up with folks from one part of town almost exclusively, biasing the results.

Once the screening process has been set up, local research facilities should be checked out to see which ones qualify to assist with the project. Those with a combination of the best references, the most experienced phone staff, and the most reasonable rates are selected. They

## Week In Review

### New Arbitron Pricing Policy Stillborn

According to Arbitron Executive VP Rick Aurichio the recent decision by the FCC not to collect revenue data from stations will mean “three months work on a new pricing policy for our contracts will be shot down.” Aurichio told R&R that one formula that Arbitron was considering included using “a coverage base for each station as well as the market’s FCC revenue data” to determine the price each subscriber would pay for the ratings. With the abolition of the FCC data, Arbitron’s homework is for naught, but Aurichio says, “We’ll continue to look for another pricing technique.”

### Arbitron Reliability Formula Errs

It seems that some perceptive readers have discovered that Arbitron’s new reliability study formula for calculating standard error of the

ratings is in error itself. Arbitron’s Jerry Arbitier confirmed that the multiplier shown in the fall ratings books for calculating the 90% confidence level was incorrect. The figure 1.28 is the multiplier that should be used for the 80% confidence level. If you want to calculate the error range at the 90% level use 1.645 according to Arbitier. The winter and subsequent reports will have the correct calculations shown in the back of the books.

### RAB Getting Close

According to RAB President Miles David, “The legal research that is underway should be finished by the time of the NAB convention,” and at that time there should be some news about the All-Industry Radio Ratings Committee’s progress. David says “We’ll have something to disseminate to the industry” about what, if any, moves might be in order for the group looking into ways to revise the current ratings picture of Arbitron’s dominance.

are then supplied with the screening questionnaire. The questionnaire is tested with the phone staff to see if there are any implementation problems. Because the phone staff is a group of full-time and experienced callers — not part-timers or interns subject to turnover problems — there is usually little hassle getting the number of needed respondents for the groups.

Professional questionnaire design and screening takes time and costs money — but it’s well worth it.

### Group Makeup

Jeff invites about 60 people but he really only wants to include 12-15 in his panel discussions. Apparently 75% of those called who agree to take part in the KBZT sessions eventually don’t make it to the planned group.

Let me suggest the other approach. The desired panel size, usually 10-12, is supplemented by just two additional

personnel to outline the topics to be discussed. Since you use an outside, objective moderator to conduct the discussions you’ll avoid the problem of biased response interpretation that Jeff brought up.

Before the discussion begins, however, the moderator should pass out a questionnaire to get people thinking about radio. Not only are the questionnaires thought-starters, as Jeff points out, but there is another valuable use for these sheets. It is an accepted research practice to use such questionnaires to get a fix on opinions before discussions start. This provides two key pieces of information. First, you tap top-of-mind awareness of radio and the competitive aspects you’re researching — how do people feel about a topic before it is brought up — are they aware, in an unaided way, of your ad campaign, your new format, etc.? Secondly, you allow those who will be relatively quiet during the sessions to have equal weight. A louder voice in the discussions doesn’t carry any more heft on paper. While the moderator tries to get all involved, there are some folks who are real vegetables orally but will give you great feedback on paper. The questionnaires are valuable — don’t throw them away. Next week I’ll give you some guidelines on how they can be used to help analyze the focus group outcome.

### Costs

Ah, yes, the bottom line — or is it? Jeff estimates the in-house approach costs about \$400 per focus group panel. Professional charges are higher, but as you can see much is done for the money. Perhaps you get better, more objective, more usable research using the professional approach — so that might really make the professional technique a more cost-effective way to go.

Ed Christian, VP/GM of WNIC-AM & FM/Detroit, asked me once, “Isn’t \$7200 for three focus groups a bit much?” After gagging, I said yes, that there’s no reason why in most cases focus groups should run more than \$1500 per panel, or \$4500 for three groups. Next week I’ll go into detail on the session conduct, as well as how to best evaluate the material you end up with. Then you can decide whether the in-house or professional focus group effort is best for you.

### Panel Conduct

The outside moderator brought in by the station should sit down with station

# “Baby Step Back” Steps Out.

(WBS 50012)



It's the first hit from  
Gordon Lightfoot's  
Shadows

(BSK 3633)

Produced by:  
Gordon Lightfoot & Ken Friesen





# RATINGS REPORT

## ARBITRON RADIO

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

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

### McAllen-Brownsville METRO RANK 80

Share Trends Persons 12+ Mon-Sun 6AM-Mid

POP(00): 3786

Fall '80		Spring '81		Fall '81	
1 KGBT-AM	34.5	KGBT-AM	33.2	KGBT-AM	32.6(9)
2 KBFM-FM	14.6	KBFM-FM	14.8	KBFM-FM	15.6(9)
3 KRIO-AM	10.2	KRIO-AM	10.2	KRCV-AM	8.6(9)
4 KRCV-AM	8.7	KELT-FM	8.6	KIWW-FM	6.3(9)
5 KBOK-AM	5.4	KBOK-AM	6.2	KELT-FM	5.6(9)
6 KELT-FM	4.7	KRCV-AM	5.2	KBOK-AM	5.2(AC)
7 KRIX-FM	3.3	KIWW-FM	2.7	KURV-AM	3.1(9)
8 NDUV-FM	2.9	KDUV-FM	2.5	KSOX-AM	3.1(9)
9 KSOX-AM	2.4	KSOX-AM	2.1	KQXX-FM	2.9(9)
10 KIRI-AM	2.3	KVLY-FM	1.7	KRIO-AM	2.6(9)

Adults 18-34 Mon-Sun 6AM-Mid Adults 26-64 Mon-Sun 6AM-Mid

RANK	STATION	RANK	STATION
1	KBFM-FM	1	KGBT-AM
2	KGBT-AM	2	KBFM-FM
3	KRCV-AM	3	KIWW-FM

### New Haven-West Haven METRO RANK 82

Share Trends Persons 12+ Mon-Sun 6AM-Mid

POP(00): 3720

Fall '80		Spring '81		Fall '81	
1 WELI-AM	20.0	WELI-AM	18.4	WELI-AM	14.6(AC)
2 WKCI-FM	10.7	WKCI-FM	9.3	WKCI-FM	10.9(9)
3 WPLR-FM	9.3	WNBC-AM	6.8	WAVZ-AM	8.6(9)
4 WAVZ-AM	8.2	WCBS-AM	6.1	WNBC-AM	6.9(9)
5 WEZN-FM	5.5	WPLR-FM	6.1	WPLR-FM	6.7(A)
6 WNBC-AM	5.2	WNBC-AM	5.8	WNBC-AM	6.2(9)
7 WWYZ-FM	4.5	WHCN-FM	5.3	WEZN-FM	5.6(9)
8 WCBS-AM	4.1	WAVZ-AM	4.8	WKSS-FM	4.6(9)
9 WHCN-FM	3.2	WEZN-FM	4.7	WCBS-AM	3.5(9)
10 WLRC-FM	2.3	WKSS-FM	4.2	WWYZ-FM	3.5(A)

Adults 18-34 Mon-Sun 6AM-Mid Adults 26-64 Mon-Sun 6AM-Mid

RANK	STATION	RANK	STATION
1	WKCI-FM	1	WKCI-FM
2	WPLR-FM	2	WELI-AM
3	WNBC-AM	3	WNBC-AM

### Johnson City-Bristol-Kingsport METRO RANK 83

Share Trends Persons 12+ Mon-Sun 6AM-Mid

POP(00): 3713

Fall '80		Spring '81		Fall '81	
1 WXBQ-FM	14.0	WXBQ-FM	12.9	WXBQ-FM	14.2(9)
2 WQUT-FM	10.4	WJCV-AM	10.1	WJCV-AM	14.2(9)
3 WJCV-AM	9.0	WKPT-FM	9.1	WQUT-FM	10.6(9)
4 WKPT-FM	7.6	WQUT-FM	8.4	WKPT-FM	6.8(AC)
5 WJ50-AM	7.2	WFHG-AM	7.5	WFHG-AM	5.2(9)
6 WETB-AM	7.1	WKIN-AM	5.8	WETB-AM	5.0(9)
7 WKIN-AM	5.5	WETB-AM	5.4	WJ50-AM	4.2(9)
8 WFHG-AM	5.3	WJ50-AM	4.5	WQUC-AM	2.9(9)
9 WQUC-AM	2.7	WQUC-AM	4.0	WILU-FM	2.9(9)
10 WZAP-AM	2.3	WKPT-AM	3.8	WZAP-AM	2.9(9)

Adults 18-34 Mon-Sun 6AM-Mid Adults 26-64 Mon-Sun 6AM-Mid

RANK	STATION	RANK	STATION
1	WQUT-FM	1	WXBQ-FM
2	WXBQ-FM	2	WJCV-AM
3	WFHG-AM	3	WKPT-FM

### The Birch Report

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

#### Atlanta

WKLS-FM Widens Dominance; WQXI-FM Climbing; WSB, WVEE In Down Trend; WKHX Expands Country Lead

	Nov./Dec.	Dec./Jan.	Jan./Feb.
WKLS-FM (A)	14.3	12.3	13.8
WZGC (R)	12.8	11.5	11.2
WVEE (U)	10.6	10.0	9.5
WQXI-FM (R)	6.7	7.6	8.6
WSB (AC)	9.2	8.3	7.9
WKHX (C)	5.5	6.4	6.6
WGST (N)	4.0	5.5	5.9
WLTA (AC)	4.3	4.7	5.3
WPCH (BM)	8.2	7.1	5.1
WPLO (C)	5.0	5.3	4.9
WAOK (B)	2.1	3.4	3.5
WSB-FM (BM)	3.4	3.7	3.3
WRNG (T)	3.3	3.7	3.0
WQXI (R)	1.9	1.6	1.6
WYZE (RL)	.3	1.2	1.6

#### Pittsburgh

KDKA Slips, Remains Dominant; WTAE Soft KQV, WYDD On The Rise

	Nov./Dec.	Dec./Jan.	Jan./Feb.
KDKA (AC)	24.7	25.9	21.9
WDVE (A)	8.2	9.4	9.0
WAMO (B)	8.0	8.1	7.6
WBZZ (R)	6.0	5.0	6.0
WJAS (BB)	7.1	5.3	6.0
WTAE (AC)	8.5	6.6	5.3
WXKX (R)	5.0	4.6	5.1
KQV (N)	3.8	4.4	4.8
WSHH (BM)	5.1	4.5	4.3
WYDD (A)	3.5	3.8	4.0
WWSW-FM (AC)	3.6	3.8	3.1
WPNT (BM)	3.0	2.0	2.3
WDSY (C)	2.2	2.0	1.7
WEPP (C)	1.6	1.5	1.7
WBVP (R)	.7	.8	1.3
WNUF (BB)	.6	.4	1.2
WWSW (AC)	.7	1.2	1.2
WHJB (AC)	.5	.8	1.0

#### Washington, D.C.

WKYS In Double Digits, Holds Lead; WHUR Climbing; WTOP On The Rise WRQX, WGAY, WPGC Slipping

	Nov./Dec.	Dec./Jan.	Jan./Feb.
WKYS (U)	10.9	12.4	12.1
WHUR (B)	6.4	7.9	9.4
WMAL (AC)	9.2	10.0	9.3
WWDC-FM (A)	7.5	8.5	8.2
WRQX (R)	6.8	6.5	5.9
WGAY-FM (BM)	8.1	7.2	5.5
WPGC-AM & FM (R)	6.2	5.6	4.9
WRC (T)	3.3	4.7	4.5
WJMD (AC)	4.1	4.4	4.4
WOOK (B)	3.8	2.8	4.2
WTOP (N)	2.3	3.0	3.8
WMZQ (C)	3.4	3.2	3.6
WGMS-AM & FM (CL)	4.1	3.2	3.3
WASH (AC)	3.3	2.6	3.2
WAVA (A)	3.0	3.2	2.9
WVKX (C)	3.1	1.9	1.7
WEZR (BM)	2.3	1.5	1.0
WHFS (A)	1.4	.8	1.0
WPKX (C)	.6	1.0	1.0

#### Cleveland

WMMS Up Three, Leads By Five; WDOK Passes WQAL; WERE, WGCL, WHK Down

	Nov./Dec.	Dec./Jan.	Jan./Feb.
WMMS (A)	11.5	11.1	14.0
WDOK (BM)	7.3	6.8	8.9
WQAL (BM)	5.5	8.3	7.9
WERE (N)	8.1	8.8	6.6
WZZP (AC)	8.4	4.9	6.6
WGCL (R)	6.5	6.9	6.3
WGAR (AC)	5.1	5.6	5.9
WDMT (U)	4.6	5.1	5.2
WWWM (A)	5.9	4.5	5.2
WHK (C)	6.9	5.6	5.1
WLYT (R)	4.8	5.2	4.3
WBBG (O)	3.3	2.8	2.6
WWWE (C)	3.9	2.4	2.3
WCLV (CL)	3.5	2.0	2.2
WJW (AC)	4.2	3.6	2.1
WKSW (C)	4.0	2.8	2.0
WZAK (U)	1.9	2.7	1.7
WJMO (U)	1.5	1.3	1.6
WABQ (B)	.6	.4	1.0

# OUR MAGIC NUMBER = 6

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Now, he's on the ABC Rock Radio Network. Two hours of humor and music, also featuring co-

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# NAMED BY FORTUNE MAGAZINE AS A PRODUCT OF THE YEAR-



## Music to Particular Ears

One of cable TV's many charms is its ability to serve up specific audiences for advertisers, much as specialized magazines do. This is called "narrowcasting," and the purest example to date is Music Television, from Warner Amex Satellite Entertainment Co. Launched in August, MTV beams out 24 hours a day a stream of performances by recording stars popular with the 12-to-34 age group. Over 300 U.S. cable systems offer the MTV channel to their 2.5 million subscribers for nothing, which is close to what the music costs Warner Amex. It consists almost exclusively of videotapes made by record companies and passed along free to MTV, just as records are to radio stations.

MTV's special audience has attracted such advertisers as Pepsi, 7-Up, Dentyne, and the U.S. Navy. Cable operators make money by selling two minutes an hour to local advertisers, and from renting a device (optional but irresistible) that delivers the sound through the subscriber's stereo.

Of the countless products and services introduced in 1981, FORTUNE magazine chose just 10 that deserved special attention. And one of them was MTV: Music Television. MTV was singled out for providing a unique and innovative contribution to the American marketplace.

# MTV: MUSIC TELEVISION

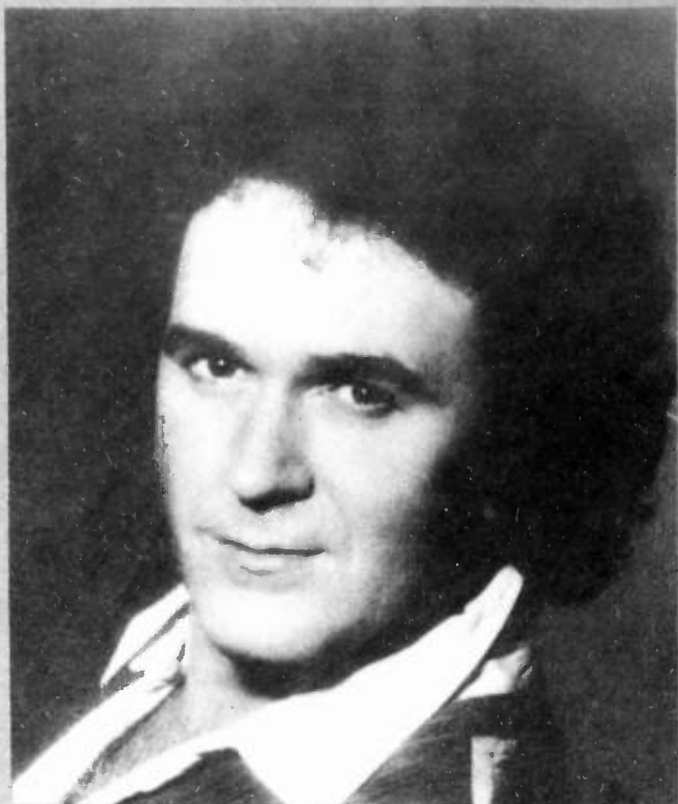
But more than FORTUNE has smiled on us. Now MTV is a full member of the music community. All around the industry, the impact has been dramatic — on record retailers, radio programming, concert promotion.

According to FORTUNE, video music on cable is big news. We're working to make it big business — for us, and for all our friends in music.





# “FINALLY” HERE!



Z93 add	WAYS add
94Q add	WRQK add
KXX106 add	WCSC add
WHHY-FM add	WAEV add
CK101 add	95SGF add
WBBQ add	WISE add
WOKI add	

# “FINALLY”

# T.G. SHEPPARD

Produced by Buddy Killen



Manufactured and Distributed by Warner Bros. Records



# STREET TALK

Congratulations to Al Grosby, just named President of Group One Broadcasting. He was Executive VP at Affiliated.

Bill Gable, formerly PD of CFTR/Toronto, will join WLW/Cincinnati in afternoon drive. Street Talk heard that Bill was very close to the PD job at WCLR/Chicago before he decided to accept the WLW gig. Hats off to WLW PD Bill Stedman on a great hire.

Is former Atlantic, Polydor, and Radio Records exec Dick Kline headed back to New York for a VP/Promotion slot?

Dallas Cole, PD at WZOK/Rockford, has been named Assistant PD and Music Director at Q107/Washington. Replacing Dallas in Rockford will be Operations Manager Charlie Quinn, who will also handle programming duties. Upped from Promotion Director to Assistant PD at WZOK is Jim Labelle.

Meanwhile, Q107's former morning man Dude Walker has segued across town to WPGC/Washington for afternoons. This moves Bruce Kelly back to nights. Waylon Richards exits WPGC to look for a programming position.

Our "fun phone" tells us that WEA is courting a key record executive, currently *not* in promotion, for its Senior VP/Video position.

B104/Baltimore has tapped Pat Riley, formerly with WWDC/Washington, for morning drive.

Our deepest sympathy to the friends and family of Ron Garner, VP of Pacific Northwest Programming, who passed away March 7 after a lengthy illness. Ron, whose broadcast career spanned more than 25 years in Northern California and the Northwest, was 50.

Is another former WFIL/Philadelphia staffer about to join the new ranks at KIIS-FM/Los Angeles? Street Talk is strong that Dan Donovan, currently doing afternoons for Chuck Knapp at KS95-FM/Minneapolis, may be winging his way west to the Southern California sunshine.

WJMD/Washington has applied for the new calls WLIT. The station has adopted the slogan "Light Rock, Less Talk" in mid-book.

After more than 13 years with CBS, Sam Harrell has set up his own independent promotion firm in Atlanta. He can be reached at (404) 955-2224.

Charter Broadcasting has announced the winner of the company's first annual (and probably last, considering its purchase by Surrey) station of the year award. K101/San Francisco and KSLQ/St. Louis were named co-winners. Just another trophy, you say? No sir! The GM of each facility scored a \$1000 bonus with \$10,000 to be divided among the staff on a pro-rata basis. Plus, each station employee gets one free long holiday weekend.

Max McGann joins WZZR/Grand Rapids from across the street at WJFM. Max will team with current WZZR morning man Jay Michaels for a new two-man effort.



## Check Those Dollar Bills!

After calculating the payoff odds to be several thousand-to-one, WWSA/Savannah launched a contest offering \$129 to listeners with dollar bills carrying 1-2-9 consecutively in the serial numbers. Sounds okay, right?

Well, the station was forced to stop the contest the same day it began when a traffic jam in front of the station and overloaded phone lines made the original payoff odds look a little strange. What was intended to be a \$3000 promotion may wind up costing the station in excess of \$40,000. It seems there were a whole lot more dollar bills with 1-2-9 in the serial number in the Savannah area than WWSA had counted on. Now, who figured those odds? Whaddya mean, he's on vacation?

Get well quick wishes to Moe Preskell of Radio Records. Moe's back on the case in Ft. Lauderdale after a two-week illness.

Longtime WMMS/Cleveland air personality Len "Boom Boom" Goldberg is recuperating at home after suffering a mild heart attack. Friends can send get-well cards to Len c/o WMMS, Statler Office Tower, Cleveland, OH 44115.

Congratulations to Bob Paiva of WCMB & WSFM/Harrisburg on his recent promotion from PD to Operations Manager for both stations.

Lifesong Records has rereleased Terry Cashman's "Talking Baseball" in 14 separate versions for various pro baseball cities. Additional tracks are being recorded as demand requires.

Atlantic recording artists Abba conquered Europe long before they tried America, but now they've been banned in Russia. Why? The group shot a video, which was never shown, of a song called "Let Poland Be Poland." Well, when the Kremlin got wind of that (don't they have more important things to discuss?), Abba's albums doubled in price on the black market, as the Russian stores pulled all Abba product.

We got word from our Midwestern correspondent that "for a good time in Chicago, call (312) 867-5309." Gosh, that number sounds familiar...



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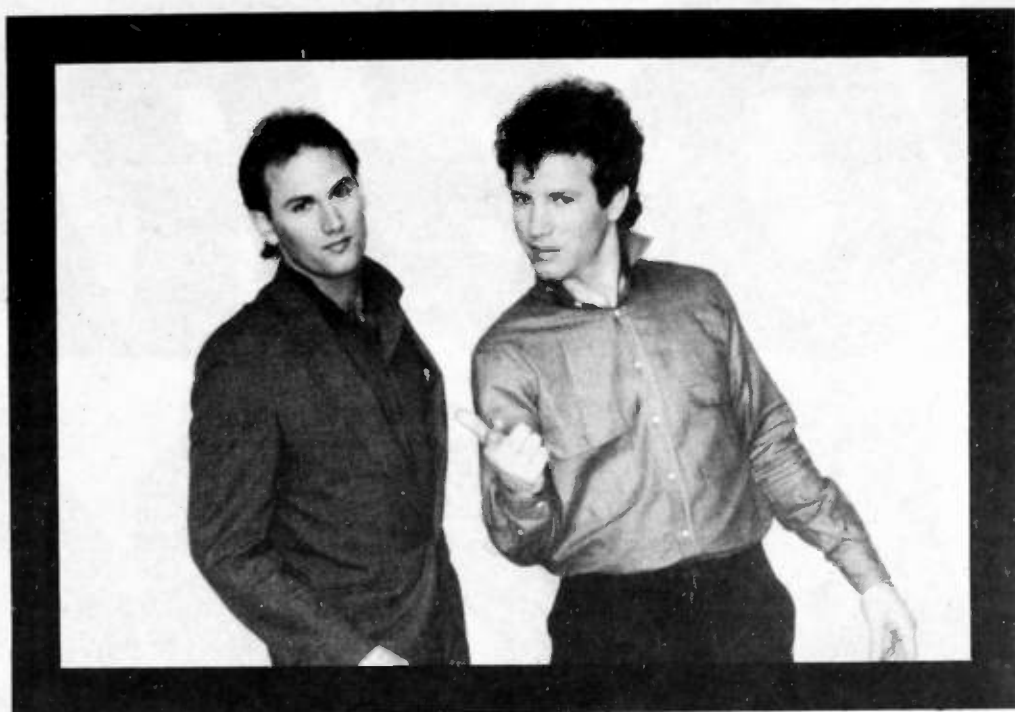
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**BREAKER**

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Tommy Tutone  
Wants You To Know  
That He Appreciates It.

**Thank You Radio  
For Believing  
And  
The Columbia Promotion  
Team For Delivering!**





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Superadio will make all that

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We'll plan your media. Customize TV commercials for your station. And most important, pay for the space and TV time you need to become a major voice in your market.\*

Superadio's total program provides you with bigger and better on-air promotion, as well as the best musical sound in radio. And everything Superadio does for you will be customized to reinforce your station's local identity.

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\*Applies only to stations in the top 1 through 89 Arbitron TV ADI's. Terms for other markets will vary.

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# Contemporary Hit Radio



JOEL DENVER

A QUICK LOOK AT THE HOTTEST RACES

## Spring '82 CHR Wars

Spring may mean romance, young hearts in love, and the end of school for some, but for all of radio, it's the most important Arbitron ratings sweep of the year. Every market in which a survey is conducted will eventually get a report on who listened to what stations and for how long during the period of March 18 through June 9, 1982.

For a quick look at some of the most competitive situations, and some of the people behind the scenes who will help to shape the outcomes of the ratings, here's my second annual review of the Spring 1982 CHR Wars.

### Buffalo

WBEN-FM	9.7	7.8	7.1	8.8
WKBW	9.2	10.1	9.7	8.4
WPHD	5.0	4.1	6.4	4.3

Longtime AM rocker WKBW, despite its 50kw signal, is showing some sign of erosion but seems to be holding its own nicely in a market with lots of FM competition. WBEN-FM's coming off its strongest book in a while, and WPHD is looking to get back to where it was last spring. A good one to watch between Neil McGinley, Robert Wood, and Harv Moore.

### Pittsburgh

96KX	5.2	6.8	6.1	4.6
B94	—	—	1.7	3.8

96KX's Bobby Christian has years of experience going for him in Pittsburgh, and hopes to reverse his trend against newcomer Dan Vallie and B94, which debuted last fall with a pretty impressive showing. This is a good study in the two ends of CHR — one end going for the hipper audience (96KX), and the other chasing the mass appeal audience (B94). Good luck to both.

### Providence

PRO-FM	7.1	8.3	10.5	8.6
JB105	9.4	7.7	6.1	5.9

This is a longstanding battle between two great stations. PRO-FM is programmed by Gary Berkowitz, and JB105 is under the guidance of Todd Chase, both longtime veterans of Providence. PRO-FM runs a more conservative playlist, while JB105 is more aggressive in its music posture. With the gap narrowing again, this will be a good one to watch.

### Washington, DC

WPGC	5.5	7.3	4.9	5.2
Q107	8.6	6.6	5.2	3.8

Q107's Alan Burns and WPGC's Steve Kingston are locked in a seesaw contest for ratings, as you can see. Neither seems to be able to grab a clear advantage for long. WPGC's programming has been very consistent, while Q107 has made several modifications musically over the summer and through the fall. It will be interesting to see if WPGC's former morning team Elliott & Woodside will make a big difference over at Q107.

### Atlanta

Z93	10.5	10.3	10.6	12.6
WQXI-FM	8.2	10.4	8.9	8.6

Look at the size of these shares. For its size, Atlanta is probably the most under-radioed market in America. With the return of Don Benson to WQXI to aid PD Jim Morrison and MD Jeff McCartney, it looks as if Z93's John Young will have to pull out the competitive guns for this survey period. Look for great radio from both stations.

### Miami

I95	—	—	5.0	5.5
Y100	7.3	6.5	6.6	5.2

Bill Tanner, who's been long known for his programming prowess, had guided Y100 to many successes, but now he finds his hands full with Keith Isley's I95. As far as promotions go, this market will be spinning from both stations, as Y100 especially is known for pulling out the big bucks when it counts. Will Keith Isley's hybrid approach to CHR continue to work? Market observers indicate another close book for both stations.

### Los Angeles

KEARTH	3.9	3.1	3.5	3.1
KRLA	2.9	3.7	2.6	2.8
KIQQ	2.7	2.6	2.9	2.5
KFI	3.1	2.5	2.9	2.2
KIIS-FM	2.7	3.0	2.0	2.1
KWST	—	—	1.2	0.8

No doubt in anyone's mind about how complex it is in Los Angeles. Look how close everyone is. With KRLA's Jack Roth recently focusing more on the 60's vs. the 50's, this might improve the station's younger demos a bit. KFI has tightened up considerably under Tom Bigby with several new people on the air. KIIS-FM has recently undergone a PD change (again) with Don Benson's slot being filled by Gerry DeFrancesco, who is modifying the sound of the station in a slightly softer direction. KWST's Chuck Martin is looking for a better book as his station hopes to get some of the ethnic younger demos available. Consistency goes to KIQQ and PD Paula Mathews, who takes an aggressive stance on new product. KEARTH, run by Bob Hamilton, is the other stable consistent factor, keeping its oldies/current profile very much alive by the use of billboards and TV. The only significant staff change was the loss of its morning team to KWST, and that shift still remains open waiting for a permanent replacement.

### Seattle-Tacoma

KUBE	—	—	1.9	5.3
KNBQ	2.7	2.9	4.2	2.8
KYYX	3.7	4.3	4.5	2.4

Here's a pretty good one to watch. Newcomer KUBE under Charlie Brown seems to have splintered the market a bit, with KYYX's new PD Gary Ryan looking to recapture some lost shares this book, as is KNBQ PD Gary Bryan (their names are close, and so are their ratings). KNBQ will get a big help this book from its new taller tower, boosting its overall signal strength in Seattle considerably with a new 100kw signal. KJR's dropping out of the CHR race may cause more CHR growth for all remaining stations.

### Denver

Q103	2.7	6.0	5.2	6.5
KIMN	7.7	5.4	5.4	4.9

This is a classic battle of AM vs. FM, and longtime CHR rocker KIMN (programmed by Doug Erikson) is hanging in very well indeed. The station has not gone the route of



### That's Outrageous

Taking its cue from TV show rating winners where people do insane things for kicks and attention, KRQ/Tucson recently completed its "Most Outrageous Act" contest, which PD Guy Zapoleon called "my most successful promotion so far." Pictured (l-r) are the winning entrants. First prize to the man "snorting spaghetti," with runner-ups being an attractive couple as "The Misfits," and (below) "wrestling the invisible man in jello."

softening up to become another A/C station, in a market already bulging with 25+ stations, but has chosen to fight Q103 head-on. Q103's Jack Regan is hoping to expand his CHR lead in the market, as he has broadened his music approach a bit in recent months.

### Phoenix

KOPA	7.6	5.8	5.9	5.4
KZZP	2.9	3.9	6.8	5.4

How much closer can you get? Up until January 1, KZZP had been simulcasting with its AM, but now it will clearly be a battle between the FM's. KZZP's Dave Anthony takes an aggressive music lead from the AOR's, and KOPA's Steve Rivers leans a bit more mass appeal, with a broader musical spectrum. Both stations are very active promotionally and after this book, there still might not be a clearcut winner.

### Albany

WTRY	6.8	8.4	8.3	8.9
92FLY	10.2	7.1	6.3	6.5

This market is unusual, as WTRY still has a solid lead over FM competitor 92FLY, programmed by Chuck Taylor. WTRY PD Dan Martin is a longtime veteran of the market, having been in the PD chair three times for a total of eight years. Market observers point out that WTRY has a long-standing heritage in the market and continues to rock as reasons for its remaining so competitive against 92FLY, which is a bit more aggressive musically.

### Hartford

WTIC-FM	7.9	6.2	4.7	7.0
WDRG-FM	3.4	3.4	4.0	5.3

It's FM against FM here, and looking at the trends, it's pretty close. WTIC-FM PD Arnold Chase is departing, and going into the book, the station may not have a successor, while over at WDRG-FM, longtimer Charlie Parker presides over the programming of his operation. A clearcut winner may not emerge this book, with both stations positioning their music pretty similarly.

### York, PA

Q106	9.9	9.4	11.6	10.6
WYCR	9.5	9.2	7.4	9.3

Although book for book Q106 has maintained an edge, this is a pretty close race between the two stations. Q106 is led by Dan Steele, a well-seasoned programmer who has spent a number of years in and around the Central Pennsylvania area. WYCR is programmed by Dave Johnson, who takes the station a bit more towards the AOR end musically, while Dan keeps his station down the middle. This market will be one to watch for good radio.

### El Paso

KINT	7.9	7.5	5.4	8.4
KROD	1.5	1.9	5.9	5.3
KSET-FM	8.3	6.4	5.9	3.5

Who says AM is dead for CHR? You couldn't prove it in this market. KINT, run

# CHR, The Format That EPIC/PORTRAIT Fits Into:



## CHARLIE DANIELS

### Added This Week At:

WBEN-FM 96KX  
WGCL  
WPHD  
WRCK  
3WT  
WDRG-FM

WPST K104  
WKEE  
WZYP  
WBBQ  
KX104  
WSKZ

WOKI  
WBCY  
WRQK  
WCSC  
WSSX  
KSTT  
KIOA  
KMGK

WKDQ  
KJRB  
KCPX  
KHYT  
WFBG  
WCIR  
95XIL  
Z102

95SGF  
WCGQ  
WXLK  
WYKS  
KVOL  
KKLS  
WCIL-FM  
KRNA

KENI  
KCBN  
KDZA  
KATI  
KYAA

5th MOST  
ADDED!



### "Still In Saigon"

Produced by John Boylan



## ALDO NOVA

WLS-FM add  
KIQQ add  
WKRZ-FM add  
WKEE add  
KZFM add  
KINT add 34  
BJ105 add 37  
WNAM add  
KCPX add

Q104 add  
99KG add  
KATI add  
CFTR 20-14  
CHUM 26-23  
CKGM 33-30  
KEGL deb 25  
WPHD 17-15  
WRCK deb 30

WPST deb 31  
KBFM deb 29  
WOKI deb 29  
WSSX 25-23  
WRVQ deb 26  
WJXQ 14-9  
KMGK deb 29  
KSKD 31-28  
KSEL-FM 22-19

WRKR 27-25  
KFMZ deb 27  
KCBN deb 39  
KYAA 27-20  
KOZE 27-21  
B104 on  
3WT on  
WDRG-FM on  
K104 on

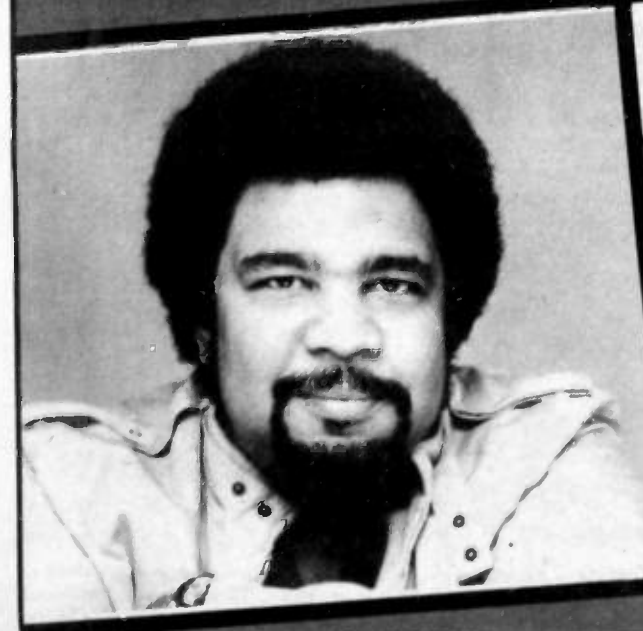
WZYP on  
WSKZ on  
WGH on  
KKXX on  
KJRB on

KNBQ on  
FM103 on  
WGUY on  
KENI on  
KSLY on



### "Fantasy"

Produced By Aldo Nova  
Executive Producers: Val Azzoli & Lennie Petze



## GEORGE DUKE

WIFI add  
CKGM add  
Q105 add 27  
CKLW add  
KZFM add  
KINT add  
KYNO-FM add 35  
KIKI add  
WFLB add

KEARTH 24-22  
KIQQ 32-27  
KFRC deb 38  
WTIC-FM 21-20  
WDRG-FM deb 24  
KC101 22-19  
KHFI 27-22  
WTIX 37-34  
B97 23-19

CK101 24-20  
WMAK-FM deb 29  
KGGI 26-21  
KJRB 22-20  
WJBQ 30-25  
95SGF 21-17  
KATI deb 35  
WXKS-FM  
WGCL

KRLA  
KFI  
KIIS-FM  
KROK  
WZYP  
BJ105  
WDOQ  
WBBQ  
WGH

KIDD  
KNBQ  
WFBG  
WFOX

KILE  
KSLY  
KDZA



### "Shine On"

Produced by George Duke



# CHR Wars

Continued from Page 22

by Jim Zippe, looks pretty strong with a recent increase; his list is by no means conservative. KROD does tend to be very conservative, and highly research-oriented, under the guidance of Mike Preston. KSET-FM has undergone some recent staff upheavals, with Kris Van Dyke now in charge of programming and making an attempt to turn the numbers around.

## Shreveport

KEEL	14.5	13.0	9.8	8.3
KROK	6.1	6.1	7.2	8.3

It's a dead heat for who's in charge CHR-wise in this market. Longtime rocker KEEL has slipped from double digits, but with its massive signal, does pretty well in the face of pretty strong FM competition. KEEL is PD'd by longtimer Howard Clark and KROK is programmed by Hal Harri-

## Motion

KSTT/Davenport morning man Dave Shropshire and afternoon driver Denis Prior trade shifts. New to the station is night personality Keith Avallone from KHFI/Austin... K96/Provo names Meryl Ginsberg as MD, and night rocker Kidd Kraddick is named Assistant PD... Michael Joe Rio leaves KSET-FM/El Paso to do overnights at WJBQ/Portland.

Scott McAllister from WAIL-FM and B97/New Orleans now doing 9-noon at WFMF/Baton Rouge, replacing Ken Jumper, who is leaving radio... WNAM/Appleton PD Bob Beck is leaving to do mornings at KYYY(Y93)/Blismarck for PD Bob Denver... Q101/Meridian hires former WZYP/Huntsville PD Chuck McCartney to do 9-noon, replacing Charlie Foxx... Michael York former MD at KLPO/Little Rock is out and available (501) 897-1167.

## Bits

- KJ100/Louisville recently gave away movie passes to see "Chariots Of Fire," and winners were eligible for a drawing to win an all-expense-paid trip for two to the Boston Marathon.

- Y100/Miami and ON-TV simulcast the Paul McCartney & Wings concert from their 1976 American tour. The concert ran commercial-free for 90 minutes. This is an area that more and more FM CHR stations are getting involved with. Check for the penetration of cable and any similar subscription services such as ON to determine the practicality of such a promotion.

- KEARTH/Los Angeles is responding to the National Red Cross's declared blood emergency. The station is holding its fourth annual blood drive (3-27) and will have personalities on hand at two fully-equipped mobile bloodmobiles for the event.

- KRNA/Iowa City is planning a special tribute to the Rolling Stones, commemorating the 20th anniversary of the group's formation. KRNA PD Rob Norton has collected some rare interviews and recordings that will be featured on the station (3-29 through 4-4) as a salute to the group.

- WACZ/Bangor has its listeners going on a "Treasure Hunt" of sorts. The idea is to get people to stop in at any of 25 participating locations, where they get a chance to open a treasure chest. Inside, they pick an envelope for a free gift certificate. They are also automatically registered for a drawing to win a \$2500 stereo system.

# The Music Section

CHR's Most Accurate  
Music Information  
Begins on Page 55

son. KROK takes a bit more aggressive music posture, but KEEL, with dayparts, still plays rockers to keep its younger demo base strong. Who will pull ahead this book? Check out the spring results.

## Mobile, AL

WABB-FM	—	—	—	13.7
G100	17.2	13.3	13.0	11.4

Take two high-powered CHR FM's who approach the market from a slightly different direction, and you have lots of shared audience, and a hard core of loyalty for each station too. WABB-FM didn't just come to life out of nowhere, but the numbers shown are its only CHR ratings, as the station recently switched from AOR. Run by Blaine Kelly, it takes a more album-oriented approach to the format, while longtime rocker G100 takes the more traditional posture. Scott Griffith keeps G100 musically aggressive, and both stations are active in all respects. Will be a great book to watch.

## Greensboro-Winston-Salem

WSEZ	7.3	3.3	9.2	8.3
WRQK	6.2	8.1	6.2	7.0

Another case of high-powered FM stations going at it. WSEZ, the longtime dominant CHR station programmed by two-year veteran John Michaels, shows lots of variety in its music. Acrosstown, WRQK has been evolving steadily into a consistent force within the marketplace. One of the major differences between WSEZ and WRQK (run by Wes Jones and J.J. Hemingway) is that WRQK uses a liberal amount of oldies for its positioning.

## Charleston, SC

WSSX	—	—	15.5	12.7
WCSC	10.0	8.9	11.0	10.8

When a new station comes into town, the main competition might be devastated, and the new guy the victor simply out of curiosity. This didn't hold true when WSSX came into Charleston, as witnessed by the numbers. WCSC, PD'd by Chris Bailey, had an up book, while, WSSX, run by Bill Martin, seemed to have carved its own audience out of the market. This is AM vs. FM, and while WSSX rocks pretty hard, WCSC rocks right along too, offering a wider spectrum of music. Both stations spend money and are promotionally active.

## Part Two Next Week

Of special note are a couple of markets with new CHR stations emerging. WBOS/Boston recently signed on its new CHR format under PD Jack O'Brien. The station is positioning itself between the AOR's (WCOZ, WBCN) and CHR competitor WXKS-FM.

WTWR/Detroit has reentered the CHR race again, after a few months of repositioning itself away from its attempt as an A/C-Oldies station. Programmed by Steve Schram, the station hopes to fill the void created by WDRQ's format change to an Urban sound.

There were so many tight races to look at across the country that this story has turned into a two-parter which will conclude next week. At that time we'll look at Davenport, Evansville, Omaha, Youngstown, Fresno, Salt Lake City, Tuscon, Bangor, Savannah, Sioux Falls, and Anchorage, among others.



**FOREIGNER ZAPS KZZP** — The KZZP/Phoenix "No-Stars" played softball with Atlantic recording artists Foreigner in front of 5000 fans for charity. The "No-Stars" lost 12-7, and shown with disgusted looks over a muffed play (l-r) are KZZP Program Manager Dave Anthony, afternooner Dave Otto, and morning driver Jonathon Brandmeier.



**HALL & OATES IN PITTSBURGH** — B94/Pittsburgh sent two winners backstage to meet Daryl Hall & John Oates after their show as part of a promotion tied in with the concert. Shown (l-r) are John Oates, Daryl Hall, RCA's Phil Quertararo, and MD Chuck Tyler in front of the two winners; in the front row (l-r) RCA's Louise Patrick, Assistant PD Jeff McKay, and Chuck Tyler's wife, Elise.



**QUARTERFLASHING THROUGH RAPID CITY** — Prior to a recent concert appearance, Geffen recording artists Quarterflash dropped by to see the folks at KKLS/Rapid City. To soften up their "hardened hearts" the station presented them with a Valentine's Heart. Shown (l-r) are MD Roger Piper, Quarterflash's Jeck Charles, Rindy Ross and Boardwalk's Merv Ross, and PD Randy Sherwyn.



**STOP & SMELL THE ROSES** — KNBQ/Tampa and Boardwalk Records sent two people to the Rose Bowl in Pasadena, in a promotion for Ringo's Starr's recent album "Stop And Smell The Roses." Shown (l-r) are KNBQ personality Harve Allen, trip winner, KNBQ's Danny Wright, and Boardwalk's Keith Chambers (standing).



**NOW THAT'S AIR CONDITIONING** — Sporting the latest in air conditioning, KEARTH/Los Angeles is growing out of its building, and adding on for more room. The construction is due to be completed in June. Shown in front of the building is the entire staff of KEARTH, complete with hard hats.



**"MAN ON YOUR MIND"**  
THE NEXT SMASH SINGLE BY  
**LITTLE RIVER BAND**



**FROM THE  
GOLD ALBUM  
TIME  
EXPOSURE**

**IN THE TOP 10  
TRADITION OF  
"TAKE IT EASY ON ME"  
AND "THE NIGHT OWLS"**

Management: Glenn Wheatley





# AOR Picture Page



**GEILS ON TOP IN PHILLY** — WMMR/Philadelphia pacted with EMIA and the J. Gells Band in a "freeze frame" contest that asked listeners to photograph a WMMR bumper sticker in an "unusual place." The winner met the band after their local show. Pictured (l-r, top row) are winner, WMMR jocks Lisa Richards and Steve Sutton, News Director Bob White, staffers Kent Beare and Harriett Sutton, and PD Charlie Kendall; (l-r, bottom row) EMI's Mavis Brody, group members "Magic" Dick, Peter Wolf and Danny Klein.



**HE GETS THEIR RESPECT** — KMEI/San Francisco tied in with a local appearance of Rodney Dangerfield for a promotion. Listeners were asked to create jokes around Dangerfield's theme of "I don't get no respect" to win tickets to the show and a meeting with the comedian afterwards. Pictured backstage (l-r) are KMEI DJ Paul Vincent, Dangerfield, KMEI Promotion Director Kenny Wardell, Promotion Assistant Jasmine Madatlan.



**FOGHAT FOES IN SOFTBALL** — KMJX/Little Rock took on Bearsville/WB's Foghat in a softball game prior to the band's area concert appearance. Final score: Magic 105 6, Foghat 5, with a rematch promised for later this year. Pictured (l-r) are group's Earl Shakers, KMJX MD Sandy O'Connor, group's Lonesome Dave, Craig MacGregor, and Erik Cartwright.



**BET YOU CAN'T MAIL JUST ONE** — WLPX/Milwaukee tied in with Handshake/CBS and the "Sneaker" album for a recent promotion that asked listeners to "sneak" through the mails a potato chip. The person who sent the largest undamaged chip to the station won a "sneakaway" weekend for two at a ski lodge. Pictured are morning air personalities Max Hoelzl (left) and Duane Gay (right) examining entries while robot mascot Ray Dyo looks on.



**FOGELBERG FEAST** — KIFM/San Diego pacted with Full Moon/Epic for a promotion that sent winners to the Los Angeles Dan Fogelberg concert, and treated them to dinner before the show and copies of Fogelberg's albums. Pictured (l-r) are KIFM MD Jerry Evans, winner, and CBS rep Ron Lanham.



**BEER HUNTER HEAT** — WDEK/DeKalb sponsored a "Beer Hunter" contest in conjunction with those Polygram hoseheads Bob & Doug McKenzie. Pictured flanking the winner are WDEK air staffer Brian Leonard (left) and MD Ed Nych (right).



**WYSP AWARDS LE CAR** — WYSP/Philadelphia gave away a Le Car autographed by the Cars in conjunction with the group's area concert. Pictured (l-r, top row) are group's Ric Ocasek, WYSP PD Michael Picozzi, winner, and car dealer; (l-r, bottom row) Elektra's Marty Schwartz, WYSP Promotion Director Marie Lucidi, band's Greg Hawkes, and Elektra's Rick Alden.



**THIS LITTLE PIG WENT TO PARTY** — Over 7000 fans helped KSHE/St. Louis celebrate its fifth annual Valentine's Day "massacre," a concert featuring John Kay & Steppenwolf and Spirit. During the show, KSHE presented both bands with plaques commemorating their contributions to rock music. Pictured onstage (l-r) are KSHE air personality Mark Klose, Kay, Ed Cassidy of Spirit, and KSHE's pig mascot.

# Adult/ Contemporary



JEFF GREEN

## "NIGHT TIME AMERICA" CLOSE-UP

# The Sounds Of Satellite

When discussing trends in modern broadcast applications, satellite technology would have to be near the top of the list. The notion of on-air programming provided in whole or in part by satellite networks or services offers many advantages, not least of which is the audio improvement over conventional land lines.

One satellite program gaining in popularity is RKO's "Night Time America" (NTA), a live, 5-hour overnight broadbased music show hosted by veteran Bob Dearborn\*. Developed by former RKO head of programming Jo Interrante and current RKO Radio Networks President Tom Burchill, NTA began in January, 1981, and has grown to 79 affiliates under the supervision of RKO Radio Networks VP/Director of Programming Dan Griffin. Dan, a 23-year programming executive of such stations as WBZ and WEEI/Boston, WOR, and WYNY/New York, WJR/Detroit and many others, explained what NTA is about, how it works (from a radio station's point of view as well as the net's), and some personal views about the roles satellite networks are taking both today



Dan Griffin

and tomorrow:

### What Is Night Time America?

"Night Time America" came about from a need and interest from our affiliates and potential stations for an all-night live music show combining contemporary and Adult/Contemporary hits. The base target is primarily 25-34, with a broader target of 18-49.

The program, featuring 47 minutes of music per hour, runs live five nights per week (Tuesday through Saturday, midnight to 5am EST). Besides music, there are dozens of features, news breaks, audience "phone scans," weather and sport updates, count-downs, music stories, and many other elements.

### Music Content

The music, which deemphasizes hard rock, new wave, and novelty music, is determined by consensus summation of compiled affiliates' playlists. In other words, our NTA Top 30 showcase is based on what the affiliates are playing in their own markets. Bob Dearborn coordinates the lists that come in.

**"We see a network's purpose as being to enhance, not dominate what a radio station is doing."**

### Special Aspects

NTA is modular so that each hour is able to stand on its own, not directly related to the preceding or following hour. West Coast stations might tape-delay the first three hours (9pm-midnight), join NTA live at midnight (3am EST) for two hours and then run the first three hours at the end. It's completely flexible, and can be adapted to a station's needs regardless of time zones.

In short, our goal is to provide as much flexibility as possible in using our material so it will best blend with an affiliate's particular approach. The station knows best what it needs in its own market.

### Technical Specifics

When you talk about satellite feeds from

a technical standpoint, the advantage is in the ability to transmit in the purest, cleanest possible way to get all the programming nuances. You're not up against the vagaries of land lines. That's why all the networks are either gradually converting to satellites or have already done so. This is the reproduction of the future.

To become an affiliate, you need to have the capacity to receive the signal. You can buy your own dish, or make an arrangement to connect a loop from the nearest AP dish to your station. This cost varies from market to market, depending on the distance the station would be from the dish itself. A monthly loop charge might run from \$100 to \$500 per month. In some cases, it's possible buying your own dish is cheaper in the long run.

We do have some dishes of our own that our engineers work with on a floating basis. These dishes at times can accommodate stations until a hookup can be made in their area.

### Staffing Requirements

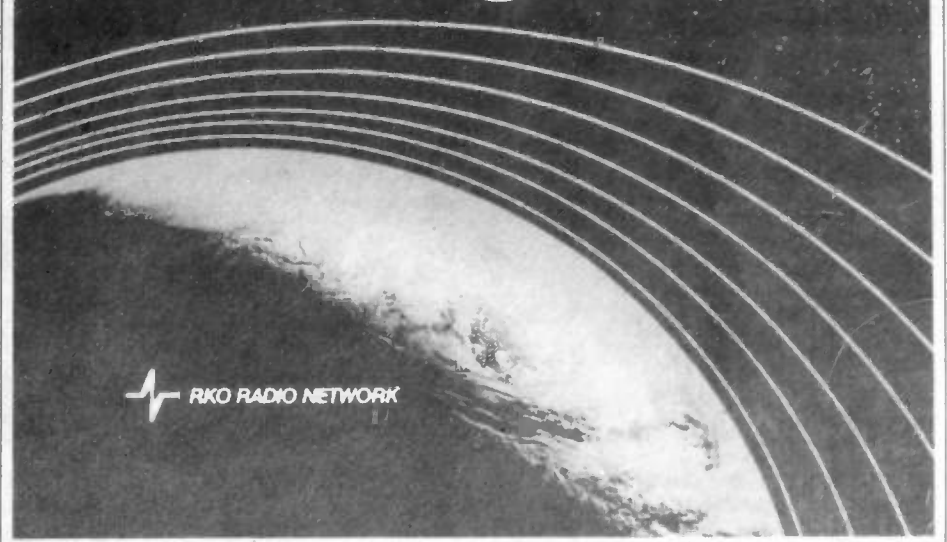
One of the big reasons stations are interested in NTA is to have a solid, professional overnight show with a good personality and superb production. Here's an opportunity to save a shift and provide a strong lead-in to the morning show. NTA is almost self-contained. All a station has to do is insert local ID's, spots, or news. The network fills all avails, so a station doesn't have to worry about filling unsold spots, either.

### Local Compatibility

NTA is designed to provide quality material within a structure that allows a station to personalize the program as much as desired. Each hour has four two-minute spot breaks of which two minutes are network, and six minutes for local sales. In addition, there is a four-minute news break on the half-hour.

Philosophically speaking, we see a network's purpose as being to enhance, not dominate what a radio station is doing. A network should only complement what an affiliate programs locally, and supply those elements which that facility might not be able to handle themselves, such as top-name guests, artist interviews, etc.

# Night Time America



Every individual PD and GM must determine what is best for his own market. That is his responsibility as a licensee. It's also his opportunity to talk directly with the people in his market and learn what it is they need and want.

### Measuring Success

NTA has been growing on a continuing basis, which we expected, because the overnight audience is very important. Eleven percent of the American workforce is on the job between midnight and 6am. That's a significant body of listeners.

We're constantly in touch with the affiliates to determine our impact. In many cases, stations are breaking out their all-night numbers, at least on a cume basis.

(Editor's note: Here's how: Check how many diaries have overnight listening recorded by examining a mechanical diary printout, which stops at 1am. For more precision, reserve a diary review to determine your full overnight listening.)

### Future Satellite Growth

Because of the technical, production, and

staffing advantages we've discussed, I see growth in both part-time and full-time satellite programming.

Full-time music service is an area to look at, but again, it's a question of how much time to leave for stations to do their own localized programming. We review this

**"Our goal is to provide as much flexibility as possible. The station knows best what it needs in its own market."**

possibility constantly, and will respond if the demand justifies it.

We also continuously seek information back from our affiliates about what types of programming they are interested in. Each potential move is well-researched in advance to determine the most valuable services possible. Once completed we arrive at a consensus and then address those needs.

\* Look for an interview with Dearborn in a forthcoming R&R.

## Progress

### Personnel

Phil Sirkin has been appointed Assistant News Director of WHDH/Boston, also coordinating the WHDH skyway patrol and mobile units. He moves up from his previous position as News Editor of ABC-TV's "Good Morning America" weatherman John Coleman is now a regular guest on WSB/Atlanta's morning show hosted by Russ Spooner. WCBM/Baltimore also has a new addition to its morning show as Richard Sher now contributes a series of biweekly commentaries concerning their fair city. Lou Herbert has been named News Director for KHOW/Denver after holding a news reporter/air personality position with the station for two years. Also new at KHOW is Pete Wehner, taking over as talk show host. He was most recently the Rocky Mountain correspondent for Public Broadcasting. WFYR/Chicago has brought in Vicki Mann as Director of Advertising and Promotion. She was formerly Promotion Director of WBBM-FM/Chicago. WSN/Philadelphia has added two new members to their staff. Pat Farnack is now News Director, formerly with KNBR/San Francisco and heading up the research department is Hillary Hickmott. Robert L. Scott has rejoined KJR/Seattle as Assistant Production Manager. His previous stint with the station was from 1971-1974, most recently Assistant News Director at KYYX-KXA/Seattle. WISN/Milwaukee announces the addition of Kevin Young to their sports staff to handle morning and after-

noon sports reporting. He comes from the Sports Director position at KWJJ/Portland. Ian Rose has been named evening News Anchor for KFMB/San Diego. He leaves a similar position at KOGO across the street. WICC/Bridgeport announces the appointment of Betty Ann Lombardo as News Director. She was formerly an award-winning news reporter in the Fairfield-New Haven county area. Ron Chadwell has been named News Director of WHAG-WQCM/Hagerstown, replacing Ed Kiltch, who resigned to become a state court commissioner. Dave Rhodes has been named afternoon News Editor, a newly-created position at the station. WCLR/Chicago has added Bernie Tafuya to its news team. He comes from competitor WFYR/Chicago. Also new at WCLR is Madeline Lane, who is the station's new Promotion Director. She formerly handled promotion and an air slot at KBEQ/Kansas City. Herman Ridgeway, longtime Chief Engineer at KRBC/Abilene passed away March 7, of natural causes. He had been with the station since 1956, and would have been 72 next month.

## The Music Section

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



# Country Pictures



**SOMEONE PASS THE BROMO PLEASE!** — If the folks in this picture look a little bleary-eyed, it's not from the bottles of beer you see on each table. They had just finished eating 16 bowls of chili in KHS/Chico, CA's "Chili Cook-Off." Pictured at the gastronomic extravaganza are (l-r) KHS staffers Gary Smith, Jill Stewart, Rory Miller, Jimmy James, and Leon Washburn (MD), plus Oakland Raiders member Henry Lawrence (who's still waiting for the main course), and two diehard KHS listeners.



**K95FM SCORES IN TULSA** — Although the sport pictured above may never make it as an Olympic event, K95FM/Tulsa staffers certainly had a great time playing "broomball" hockey recently against the wives of the Tulsa Ice Oilers, the city's professional hockey team. Unfortunately, all this flurry of activity produced just one goal for the station's team... and it was called back!



**MULDAUR HAS KRWQ POWER** — Following her KRWQ/Gold Hill, OR-sponsored concert, Maria Muldaur got together with station MD Marney Roddick (left) for a lasting memento of the occasion.



**EVERETTE KIKKS UP SOME DUST IN HOUSTON** — Although it was far from the witching hour, KIKK-AM afternoon drive personality Bill Campbell (right) was happy to show visiting RCA artist Leon Everette around the studios and listen to his current single "Midnight Rodeo."



**GIBBS GIVES GREAT MUSIC** — Following Terri Gibbs's recent performance at Los Angeles's Palomino, she was greeted by an obviously satisfied listener, KZLA MD Denise Galvin.



**WHN GOES CLASSICAL???** — Before the rumors start flying, let us assure you that WHN/New York is still playing country music, even though the recent guest DJ on the station was none other than opera star Placido Domingo. However, his recent duo with John Denver on "Perhaps Love" has brought him to the attention of a number of Country stations, which led to his latest assignment. With his pipes you'd think he'd be a natural on-air talent, although Domingo was heard to comment to WHN afternooner Dan Taylor (left) and PD Dene Hallam (right), "This was harder for me than performing at the Met!"



**WCXI GOES STRAIT** — WCXI/Detroit recently played host to visiting MCA artist George Strait. Pictured at the impromptu confab are (l-r) MCA's Bob Walker, WCXI Asst. PD/MD Mark Thomas, and Strait.



**WADC'S STILL SEARCHING** — The Wrangler Country Starsearch is currently winding up its local and regional talent hunts. One of the participating stations was WADC/Parkersburg, WV, which presented a four-night contest attracting nearly 2000 listeners and 30 contestants. Pictured announcing the event are WADC morning man Larry Dale (left) and PD Kirk McCall (right).



**FRIZZELL & WEST VISIT RADIO** — David Frizzell and Shelly West have been hopping around the country promoting their latest release and visiting many radio stations along the way, as evidenced by these two photos. Picture at left shows the pair with WQYK/Tampa-St. Petersburg PD Pete Porter (far left) and MD Bill Pyne (far right), while the shot on the right finds the duo teaming up with WUBE/Cincinnati PD Duke Hamilton (left rear) and OD Paul O'Brien (right rear).



**MILSAP MAGIC IN PHOENIX** — When Ronnie Milsap played Phoenix's Graham Central Station recently, he took some time to get together with some old radio and record friends: from left, KOY MD Dan Armstrong, RCA's Jeff Naumann, KNIX-FM MD John Buchanan, RCA's Carson Schreiber, Milsap, KXAM PD Robert Chenault, and KNIX-AM MD Terry Flood.





CAROLYN PARKS

HAMILTON CREDITS CLUTTER CUTBACK

WUBE Tops Ratings Heap In Fall Sweep

Ratings, as everyone knows, are not always indicative of a station's true performance in the marketplace. However, when you look at the increase WUBE-FM has posted over the combined efforts of WSAI-AM & FM in Cincinnati, you begin to suspect more than a fluke was involved.

The station, on its own format-wise since sister WMLX (formerly Country WUBE-AM) split for a Big Band approach last September, racked up an impressive 5.9 share in the fall Arbitron ratings against WSAI's combined 4.5 share. PD Duke Hamilton explains some of the changes the station has made to achieve this first-time victory over a tough competitor.



Duke Hamilton

"At the time of the last rating period we had a lot of spots on the air and a lot of other things going on in the way of promos, contests, etc., and it tended to be pretty much a lot of clutter. This time we dropped two units per hour and made sure that the contests and promotions that we were airing were brief, exciting, and got the message through without taking too much time. We tightened up our personalities some and increased our music sweeps. Now we're playing three and four records in a row without interruption, and it helped out a lot."

Playing The Right Music

"But to play more music is only 50% of the story because even though you're playing a lot more music, you have to be careful that the music you're playing is right. In the oldies area you have to make sure that each oldie that you have on the air is a recognizable piece of product. We went through and cleaned out our gold library, reclassifying it so that certain gold would come up more often than others by means of a power gold rotation. We did the same with our on-air currents and recurrenents, not

playing a lot of unfamiliar product. One thing you have to be very, very careful about is playing a lot of new artists in any given hour. You need something to yank the listeners back. If they're listening to a three-song sweep, there should be at least two pieces of music in that sweep that are very recognizable.

"We've been waiting on some records more than we used to and not adding out of the box on a lot of things. We've instituted a research program for our currents and our gold too, which is done by phone. Each week we send out a list to our interviewees and have them rate each particular record by title on a scale between one and seven, seven being 'I like it,' and one being 'I hate

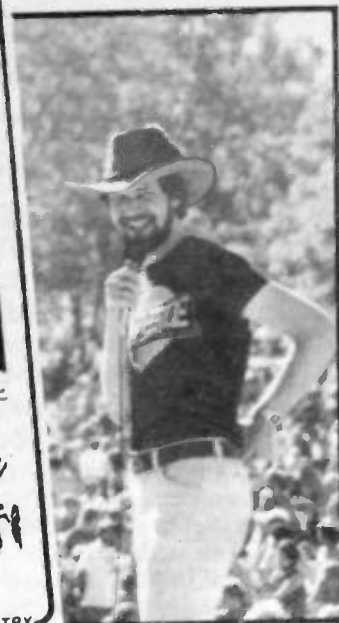
"You have to be competitive without being abrasive about it."

it." Our research director calls these people back, feeds all the information into a computer, and we get a breakdown of how each record is developing week after week. Then once a month or so we'll send these people a list of 50 or 75 gold titles and retrieve the same information from them. Usually they can recognize each song by the title, so we don't go into playing a hook line, although we do put in bogus titles to test validity. We have a base of 150 people, about half of whom we use each week, and we constantly upgrade the list by adding new people or taking people off that want to come off.

"I attribute our success to a combination of all that. We were playing a lot of music, and the music we were playing was recognizable. It was kept fresh (through the



The WUBE newsletter highlights some of the events the station participated in throughout the year, one of which was "Free Day In The Country," an all-day country concert hosted by Duke Hamilton (pictured).



research), and the jocks were making it happen a lot more excitedly than they were before. Plus the contests and promotions that we ran were more of interest and held the listeners."

Pulling The Professional Hat Trick

Duke is one of the few major market programmers who also handles the MD chores at the station as well as holding down an afternoon drive airshift. Although he admits that it makes for some extremely long days, he feels the benefits of holding down all three positions far outweigh any disadvantages.

"Holding down an airshift is something that I believe is probably a key to being a successful program or music director, because you have a constant link to what is being played on the air. You also have the feedback that you get from the telephone, people telling you what's going on or what they think of a certain song. When I get three or four phone calls from people who tell me that they don't like a particular song, that makes me watch it on the research that much closer. Plus you get a

feel for the type of people that are listening to your radio station. That's real important, because those are the people that you're programming to, and if you can tell what they're thinking, what they like and don't like, it's so much easier to decide on records, promotions, or whatever. It's also easier relating to the other air personalities, and they relate to you better too."

Relating Through Recreation

Relating to the audience is something that the whole station gets involved with in a big way, as Duke explains. "I think another big key to our success is our community involvement. We're very, very visible. We have our jocks out usually every night of the week at either a WUBE night in a local club, playing in a baseball, basketball, or softball game, bowling for charity, helping the Girl Scouts with their cookie drive, that type of thing. We get very involved in social activities, which is a hard thing for a radio station to do because there are always people who want you to do things for free. It's hard to get the jocks to go out and

Continued on Page 32

Country Closeup

Openings

WEEP/Pittsburgh has afternoon drive opening. Contact Alan Furst, WEEP, Pittsburgh, PA 15222. KNEW/Oakland looking for a News Director. T&R to Jim Wood, KNEW, Box 910, Oakland, CA 94604. United Stations' Country Music Network is searching for top-flight air personalities from the Top 20 markets for the network, scheduled to air June 1. T&R to Ed Salamon, United Stations, One Times Square Plaza, New York, NY 10036. No calls please on all the above openings.

Movement

Dennis Reed joins WEEP/Pittsburgh as MD and middays from WRUA/Monroeville, PA. John David Spangler named PD at KSAN/San Francisco (R&R 3-5). Jack Armstrong replaces Bobby Hatfield as Operations Manager of WCII & KJ100/Louisville (R&R 2-26). Rick Candea now PD of both KILT AM & FM/Houston, replacing former AM PD Chris Collier. Debbie Piplia, MD for both stations, is now Asst. PD for both facilities as well (R&R 3-5). Tony Lynn promoted to Operations Director of WBAX/Wilkes-Barre, replacing Max Kinkel, now head of production at WKHK/New York. New PD at KRKE/Albuquerque is Kelth Harris from CHR-formatted WAZY-FM/Lafayette. WQAM/Miami morning man Captain John Forsythe departs for Dallas and is replaced by Jeff Lawrence from WSUN. Bill James, from WXBQ-FM/Bristol, TN, is new PD/morning drive per-

sonality at KCWM/Victoria, TX. Other station additions have Bob Bishop (from WAOP/Otsego, MI) doing 3-7pm and Chris Robbin (from KWMT/Ft. Dodge, IA) handling middays. Tim Tyler moves from evening shift to afternoons and MD at KCUB/Tucson, replacing Doug Brannan, while Bill Briggs shifts into the 6pm-midnight slot from part-time. Tawnya Townsend has been named Music Research Coordinator at WHN/New York, coming from WRIF-FM/Detroit. WCUZ/Grand Rapids names former Creative Services Director Kevin Reynolds to newly-formed position of Public Relations Director. Jay "Jaybird" Marvin moves from MD at WJJD/Chicago to jock at sister station WJEZ. WAMZ/Louisville adds Dicky Braun (formerly with WINN in town) for morning drive, moves Karl Shannon from that shift to 10am-2pm, and acquires the services of Bobby Jack Murphy from WHAS in town for the 6pm-midnight shift, as the station converts over to an all-live format. Lloyd Tidwell joins the KEBC/Oklahoma City news team as meteorologist. K95FM/Tulsa names Jim Tanner as host of the all-night show. WKRT/Cocoa, FL, now broadcasting 24 hours a day, announces several changes. Chuck Deel is now morning man and Mike Kaye now handles middays, both coming from WMEL in town, while Ken MacKenzie has been acquired as News Director. KUUY/Cheyenne now broadcasting 24 hours a day with Sam Crockett in the overnight slot.

Continued on Page 32

Welcome New Reporters

With this issue we welcome four stations to the Country section:

KKAL/Arroyo Grande, CA
PD: Byron Ray
MD: Dave Wheeler
(805) 489-1280



KUUY/Cheyenne, WY
PD: Chuck White
(307) 632-0551



WCMS-FM/Norfolk, VA
PD: Russ Cassidy
MD: Dan Williams
(804) 424-1050



KCBQ/San Diego, CA
PD: Bob McKay
MD: Dale "Bozo" Sommers
(714) 286-1170





# Inside Nashville



BIFF COLLIE

**ALL-AMERICAN VIDEO GAME FEVER:** Two classic video features were etched on film when dozens of stars converged on the Opry House and Tennessee Performing Arts Center to whip up 3½ hours of TV entertainment. "Ernest Tubb: An American Original" and "Country Comes Home" are the two special results of those two nights of taping, with enough superstars in each to create a "Who's Who of Country Music" in 1965; and yet there they were, dozens of giants on the same stage at the same time. Somethin! . . . Dolly Parton emphatically denied National Enquirer reports that her 16-year marriage to Carl Dean is in trouble. "They don't check the facts and they obviously don't print the truth," Dolly said through Beverly Magid, her West Coast press rep. "If these reporters are waiting for Carl and me to divorce, they have a very long and sad wait. We're happier now than we've ever been." . . . Nashville's CBS Recording Studio will close in June. The storied Owen Bradley Studio, built by Owen and his brother Harold in the early 1950's, was sold to CBS Records, which built an office complex around it. It was the birthplace of what we know today as the "Nashville Sound." The actual original quonset hut still stands, inside the CBS building on 16th Avenue South (now called Music Square East) . . . Owen Bradley is currently rebuilding Bradley's Barn, a studio he built in nearby Mt. Juliet after he sold the 16th Avenue facility to CBS. The Barn burned to the ground last year, taking with it many mementos and artifacts of stars who "cut their teeth" on hit-hunting in that room. Loretta Lynn recorded her early hits there. . . The first annual Jerry Reed Bass Fishing Seminar will be held early next year in Tennessee, and will help raise money for scholarships at Memphis State University. He's a fishing nut! . . .

**MITCHELL TOROK** is the Stephen F. Austin University football star of the 50's who wrote Jim Reeves's first big hit "Mexican Joe," and his first big hit "Caribbean" (which was a hit more recently by Sonny James). He & his wife Ramona Redd cowrote his pop hits "Pledge Of Love" and "Pink Chiffon." Dean Martin's giant "Open Up The Door And Let The Good Times In," Jerry Wallace's Top Ten "This One's On The House" in '68, three songs in Glen Campbell's movie "Norwood" including the title tune, and Vernon Oxford's Top Ten "Redneck National Anthem" about five years ago, which should give you some picture of his songwriting prowess. Few know that Mitch majored in art, but it shows in those fine paintings on glass at Nashville's Country Music Wax Museum of Dolly, Waylon & Willie, Crystal Gayle and Kenny Rogers, and the now-famous Elvis mural on Music Row. That 85' x 10' bigger-than-life experience with a 22-minute spotlight show, which Dick Clark introduces, has been seen

by 200,000 people in five years, and last week that huge 5-panel oil mural called "The History Of The Grand Ole Opry" was hung in the Ryman Auditorium (the old Opry House), sponsored by the Hank Snow Child Abuse Foundation & WSM. Mitch's new album of songs "Tennessee Heroes and Other Tall Tales" is up for the highest bidder to market at Knoxville's World's Fair this year, and Alabama football fans will be buying a beautiful mini-mural on Coach Paul "Bear" Bryant, the prints of which will be on sale this football season. Mitchell's just finished writing and started recording a new album of topical songs, most of which have TV commercial titles. One of the most talented people in Music City.



Chet Atkins (left) and Mitchell Torok are shown standing in front of one section of Torok's 85 foot-long oil mural depicting the highlights of Elvis Presley's life.

**AIRLINES:** Irlene Mandrell testing for a weekly situation comedy series. . . Sheb Wooley's Nashville Productions has six animated TV specials on the boards. Sheb's alter-ego Ben Colder has been fairly inactive since he quit drinking. . . The loudmouth who bad-mouthed from the front of the theater was squelched when star Tammy Wynette introduced her daughter Jackie in the audience, right next to the loudmouth. . . Reba McEntire took time off from touring to make the Houston Fat Stock Show & Rodeo with her husband Charlie, who's three times IRA World Champion Bulldogger (1970-'72). . . Glen Campbell signed with NBC to headline a weekly TV variety series??? Maybe to replace Barbara Mandrell. . . T.G. Sheppard's hosting of that "Country Jamboree," a pilot-spinoff for a syndicated TV series???

**SONNY COMES TO SYRACUSE** — WRRB/Syracuse's recent concert, featuring Waylon Jennings, Sonny Curtis, and Jessi Colter, will be one that Sonny will no doubt remember for a long time since he now is the proud owner of an official WRRB jacket. He's shown modeling his latest attire with station "Cowgirl" Becky Palmer.



## Coors Country News

This Week's Guests:  
**GEORGE STRAIT & KIN VASSEY**  
Plus Various Guests

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



**WHO YOU CALLING DUMMY?** When KSD/St. Louis's "Wilkie In the Morning" was chosen to represent the station for a promotion at Disney World, the accomplished ventriloquist agreed to make the trip as long as he could take along his travelling companion "Bert." 55KSD, being the good sport that it is, complied with the request by buying two round-trip tickets so "Bert" could travel first-class (or at least coach). While the two were in Florida they also cut some commercials for the station, and rumor has it that several passengers who spent the flight conversing with "Bert" have since gone on the wagon, so maybe the trip was worth the expense!

## WUBE Tops Ratings

Continued from Page 31

give their time a lot on things that they don't get paid for, but they do it."

Part of the reason they do it is the "family atmosphere" Duke feels the station has, something that has been instilled from the top on down. "Bob English, our General Manager, is a tremendous person. He knows how to surround himself with the right people and has put together a staff here at WUBE unlike any other I've seen in this business. The sales people know what the programming side of things are, how we want the radio station to sound, and will sell it that way. We know that we have to put a real good product out to facilitate the sale of the radio station on the street. So there's a good camaraderie of all the people here at the radio station, and I attribute a lot of that to our management. Those listeners can tell if 'That guy really likes where he's working' or 'These people really get along well,' and I think that's real important."

### Labelless WUBE

Although many Country stations classify themselves as either traditional or contemporary, Duke does not like to put a label on what WUBE is. As he explains, "I think of us as a good Country radio station. We do lean more toward the contemporary side,

but I don't like that title. When I listen to new records for addition to the playlist, I don't listen to who the artist is or what the song is but the overall sound of it. . . whether

*"My own personal opinion on the older, traditional-sounding country music is that it's very easy to overdo it on the air."*

I feel it will fit the airsound that we're trying to achieve. That's how I determine what crossover type music we'll play too. It depends though on who your competition is in your marketplace. A lot of our women audience is shared with an A/C station, which plays a lot of the same things we do, so you almost have to play a certain portion of that kind of music to maintain some listeners that you have. You have to be competitive without being abrasive about it.

"As far as oldies go, we're not playing as part of our regular gold file the real traditional type country artists, such as Hank Williams or Webb Pierce. To supplement that, because I feel you have to play those songs to be a Country station, we have a program on Sunday morning where we'll play three hours of the real old country music. The ratings have shown that it's a very highly-listened to show. The people that want to hear that particular style of country music are getting enough of it without us having to filter it in during the week. My own personal opinion on the older, traditional-sounding country music is that it's very easy to overdo it on the air.

"I think we're getting back a little bit to our roots in country music right now via artists like John Anderson, Ricky Skaggs, George Strait. . . some of the newer artists who have more of a country flavor in their tunes. The dust has kind of settled around us, but the best thing that came out of the whole 'Urban Cowboy' craze was that Country radio is now seen as a viable format and is now respected as much as it should always have been. We've been here for many years, and we're going to be here many years, so right now the key is consistency. We've already sent our message to the listening population."

## Country Closeup

Continued from Page 31

### Conversions

WMIL/Milwaukee (WOKY's sister station, which has been dark for 3½ years) signed on February 14 as a Country outlet. Mike St. James, former MD at WBCS, is station PD. New lineup as follows: 5-9am Bill Bennett (from KKXL/Grand Forks, ND), 9am-noon Mike St. James, noon-4pm John Rausch (from WMYX/Milwaukee), 4-8pm Greg Scott (from WJEZ/Chicago), 8pm-midnight Chuck McKinley (from WBCS/Milwaukee), midnight-5am Steve Hogan (from WZUU/Milwaukee). KIKK/Houston shifted its Country format to a format the station is calling "Classic Country" on February 25. The FM has not changed, as was inadvertently reported in Street Talk (R&R 3-5). WEET/Richmond changes from Country to Religion, while WTVR-FM in same market makes the move from Beautiful Music to Country. Former WEETies Tim Timberlake and Bob Bauder have relocated, Tim to WRNL in town and Bob to WPVA/Petersburg as ND. WEFM/Chicago now a Country facility with station PD Dan Walker still at the helm (R&R 2-12). Station to be known as US99 in conjunction with call letter change to WUSN. New staffers include Nikki Courtney (from KFMK/Houston) as MD and evenings, Al Carson (from KOPA/Phoenix) doing 10pm-2am, and Nick St. John (from WBBM/Chicago) handling overnights.

## The Music Section

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

## Dave Murray Named KOCY PD

WVLK/Lexington, KY Music Director Dave Murray has resigned to accept the vacant Program Director post at Music Of Your Life-formatted KOCY/Oklahoma City.

"I'm thrilled to death," said

## KVI Promotes Gladner To News Director

Neal Gladner, a news reporter at KVI/Seattle since July 1978, has been promoted to News Director. The announcement was made by KVI Operations Manager Mark Savan.

Gladner told R&R, "I'm very happy about it. I have a very good grasp of what it is we're trying to accomplish and don't have any problems supporting it at all. The only thing we have to do, and I'm looking now, is to physically replace myself as a reporter. We're taking an entirely new approach to the news in the morning. We're doing all news from 5am-9am. We just started about a month ago, and we're doing it in a way that gives everybody the information they need in a much more palatable way. It's obvious that the people who listen to AM radio are saying, 'you do something for us... give us a reason to listen.' And that's exactly what we're doing."

Gladner has spent nearly ten years in the Seattle market as a radio newsman. His promotion is effective immediately.

## Aku

Continued from Page 1

was not involved in any way and Peters never asserted legislative immunity.

After the suit was filed, Lewis apologized on the air for his original remarks. Peters's attorney David Schutter told a Honolulu newspaper, "It's better than nothing, but it (the apology) doesn't end the lawsuit."

The suit, which seeks \$2 million in general damages and \$5 million in punitive damages, states that Lewis's comments show a "reckless disregard for the truth."

Neither Lewis nor officials of Hefel were available for comment.

## WPKX

Continued from Page 3

50-55% of its audience 45-64, and we're right between them with 5000 watts nondirectional, I'm crazy if I don't jump on it before somebody else does. Country is where our heart is at, but there's nothing wrong with throwing some of these reels on and watching the 45+ come out of the woodwork."

Sherard continued, "We had separate personnel on the AM, and we're going to be adding a small staff. Keith McDonald will remain on the AM; he had been doing middays and will now do mornings. We're kind of stretching right now until we get the bugs out of the format."

Murray. "It's a great opportunity and a chance to return home again. Being my first PD job, I'm excited and scared to death at the same time. I don't plan any immediate changes, as the station increased from a 0.7 to a 3.1 12+ from spring to fall in 1981. I also first want to get into the market and see what's happening."

Murray, who assumes his new position on March 29, spent three years at WVLK as morning personality, and half that time as Music Director. Previously, he did the morning show at crosstown WLAP for over five years.

"I feel badly about leaving WVLK. They've been very good to me. But this is a chance to move into management, become a PD, and go home, all at the same time. I'm anxious to get started."

## Dow Jones To Debut DowAlert

"DowAlert," a service of Dow Jones, plans to inaugurate service in Philadelphia and Boston in May. DowAlert involves one FM station per market which relay a coded transmission to specially designed, private-frequency "Dow Jones Radio 2" receivers. Consumers of the service can select topics and get up to the minute information on subjects and companies. Reports can be either monitored or taped on cassette.

The idea has been in the works for two years, according to DowAlert Chairman Herb Hobler, who is also President of Nassau Broadcasting Co. of Princeton, NJ. Other major markets will be added beginning in June.

## Fowler

Continued from Page 1

where the future is."

With a broadcast career spanning 22 years, Fowler's experience also includes programming stints at WGY/Schenectady and KSD/St. Louis.

"I do regret leaving KDKA. The people here are great, as is Westinghouse. I feel I'm leaving the most talented radio station in America, and I mean that. I hope to be able to assist them in finding a successor."

Station VP/GM Jonathan Klein commented, "Lee's three years at KDKA were very good for the station. I have the utmost respect for him, both personally and professionally. There are very few people with the experience he has, and I'm sure he'll do very well. We're sorry he's leaving, but I understand his reasons. As far as his replacement is concerned, we're talking with a lot of people right now. I imagine it'll be another 2-3 weeks before we finalize anything. There are several good candidates, but I'm still open to qualified individuals that wish to call me. We're looking for someone with a program manager's experience, one who's well-rounded in news, talk, music, and other programming backgrounds. Our Assistant Program Manager, Jim Harrington, who is a candidate for the job, will help provide continuity in the interim."

# BRAD MESSER



## Newscast Planning: The Flying Hour

If Suzy Q. Listener could peek into the newsroom five seconds before air time she'd be doubly astounded. The newsman she had visualized as an all-around sex symbol (he turns out to be all-around only in that he has Cronkite's hair, Koppel's ears and Cosell's nose) has just spilled a Pepsi on his typewritten copy and is reaching desperately for a dropped cart. The telephone is ringing, someone's voice is coming from an intercom, and the news intro is ending.

He opens the mike and — miracle! — sounds smoothly In Command (as the Pepsi dribbles down the paper, across the countertop, and into his lap). The Pro has come thru with flying colors!

Planning and organizing the ~~at~~ our's newscast may appear to be a tidy operation in a college textbook, but out here in real newsrooms we're often reduced to merely minimizing the confusion and getting something — anything! — on the air, on time, in a relaxed and comforting style that does not reveal that the wastebasket four feet away seems to have begun sending up smoke. We always make it. Listeners have no hint of how close we sometimes come to not being ready.

People either don't return calls or three of 'em do simultaneously. We check the wire and discover a ribbon malfunction occurred two minutes after we last pulled copy a half-hour ago. The cart containing the lead story gets erased and the jock decides not to try for another short record so he starts the newscast two minutes early. Confusion. Chaos.

The fictional Suzy would sometimes be amazed. The real Brad here is equally amazed. How do we do it? Obviously we are able to overcome all the terrible hourly obstacles because we are such wonderful, brilliant individuals. That must be it.

## CALENDAR

### The Traditional Toy Of March

**MONDAY, MARCH 22:** When winter has ended and spring has sprung, the kite becomes the most popular seasonal toy. Although kites are used year 'round in Florida and the South Sea islands to carry fishing lines out over the water, their main application is fooling around having fun. Dr. Paul Garber of the Smithsonian Institution, who invented target kites for WWII aerial gunnery practice, says kites are known to have existed for 3000 years.

In 1933 the world's largest dirigible "Akron" crashed into the ocean off New Jersey, killing 72 of its 76 U.S. Navy crewmen. In Jamestown, VA in 1622, Indians staged the first reported American massacre, killing 347 of the 1200 white settlers.

Karl Malden (born Malden Sekulovich) is 69. Marcel Marceau the mime is 59. William Shatner is 51.

### First U.S. Two-Man Space Shot

**TUESDAY, MARCH 23:** America's first two-man space shot was launched 17 years ago today. Virgil Grissom and John Young were also the first spacemen to control orbital changes manually, overriding the onboard computers.

The rivet — patented this date in 1794 — dominated big-structure construction for well over a century. Rivets hold together the Empire State building and the Golden Gate bridge. Now high-strength bolts are used.

Patrick Henry made his "Give me Liberty or Give me Death" speech on this date in 1775. He was 38 at the time, and survived the ensuing Revolutionary War.

Basketball wizard Moses Malone is 28. Politician/attorney Maynard Jackson is 44. The runner who broke the four-minute mile barrier in 1954, Dr. Roger Bannister, is 53.

### POWs Escape Thru Longest Tunnel

**WEDNESDAY, MARCH 24:** The greatest prisoner-of-war escape of WWII was 38 years ago tonight, when 76 captured Allied airmen snuck out of a German camp thru a 320-foot tunnel. The longest escape tunnel of either world war got them out but didn't help them stay out: within a day fifty had been recaptured and shot dead. Of the survivors, three subsequently managed to tunnel out of another prison camp and eventually made their way home.

The world's worst oil spill was capped two years ago today. Mexico's runaway Ixtoc-I well had spilled three-billion barrels of oil into the Gulf.

Draftee Elvis Presley reported for military duty and got his hair cut 23 years ago today in 1959.

People born on this date have included bank robber Clyde Barrow, politician Thomas Dewey, and entertainer Roscoe "Fatty" Arbuckle. Steve McQueen would have been 52 today.

### 18,000 Feet Without A Parachute

**THURSDAY, MARCH 25:** During a pre-dawn WWII raid on Germany 38 years ago this morning, Sgt. Nicholas Alkemade's Lancaster bomber was hit by artillery, setting the airplane — and his parachute! — on fire. He didn't want to literally crash and burn, so he bailed out anyway, at 18,000 feet. He remembers looking past his feet once and seeing stars, thinking, "I must be falling head first," but he doesn't remember slamming into pine trees and then into a snowbank... where a German patrol found and captured him. Alkemade had some twigs stuck in him, but his injuries were classified "minor."

RCA began the first commercial production of color TV's 28 years ago today in 1954. They cost a thousand dollars.

Elton John is 35. Aretha Franklin is 40. Anita Bryant hits 42 and Gloria Steinem is 46. Howard William Cohen, whom we know as Howard Cosell, is 62.

### Inflation Fuels Money Bonfire

**FRIDAY, MARCH 26:** Italian money had inflated so much that a public bonfire was set in Rome on a March 26th. One-hundred-million lire in banknotes were thrown into the flames, in the presence of the Finance Minister, to show public outrage towards ineffective inflation-fighting policies. The year? 1925.

The first lifesize town-square statue of a cartoon character was dedicated on this date in 1927 at Crystal City, TX. That's spinach-growing country. The colorful statue of Popeye the Sailor is still there right beside City Hall.

Ludwig Beethoven died 155 years ago today during a heavy thunderstorm. He couldn't hear it. He had been completely deaf for the final eight years of his life, during which he composed the Ninth (Choral) Symphony, which he could hear only in his mind.

Leonard Nimoy is 51. Alan Arkin is 48. Hoyt Axton reaches 44 and James Caan is 43. The woman who created the Supremes when she was fourteen, Diana Ross, is 38.



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# Black Radio



WALT LOVE

COMPUTERS — FRIEND OR FOE?

## WGIV's Computerized Research Pays Off

As the 80's become more and more computerized, we who once viewed this technology as "the future" must come to grips with the fact that this futuristic technology is here now. How do we deal with it? Do we drop out and hide or accept change? Obviously, if one expects to advance in any profession one must change with the times.

This week not only will we tell a success story but we hope to acquire some knowledge from an operations manager who's utilized this technology to help himself and his programming skills. Chris Turner, who worked at WGIV/Charlotte previously, is now back as Operations Manager and still utilizing his computerized research, which some individuals had described as "jive." However, with the positive increases WGIV has had in the recent ARB — 4.7 to a 6.6 12+, I think the non-believers will have to at least pay attention. Mr. Turner gives his research a lot of credit for these improvements.



Chris Turner

I began my inquiry by asking what made Chris think computerized methodology was something that could help him program his station better. "Well, it was a combination of things. First of all I'm open to any modern form of technology if it's better than what I've been using. I had that basic interest and curiosity about computers. One of my former bosses, Keith Adams (most recently with KDIA/Oakland), taught me the methodology of locking in on certain sales demographics of a particular product and researching it. Jerry Boulding introduced me to analyzing an Arbitron ratings book — taking it apart and really understanding what it meant. All this transpired several years ago. While I was working for Keith a couple of years ago, he

**"A computer is something that you use as an aid, not as gospel."**

taught me how to research those demographics to see what they wanted from the radio stations. What I did at that time was purchase a computer, take some beginner's classes, write a few programs, and work several questionnaires. Then I started collecting all the data I could. Our home office at that time was sending out music breakdowns of all our stations, but I felt if I programmed my own, I could get even more information that could possibly help me and our station here in Charlotte. After learning how to program, I really knew this was for me."

### How To Join The Computer Age

How does one learn to program a computer and who develops the questionnaire? "First, all one has to do is to go to a local computer store, Radio Shack, Apple, etc.,

and get a little instruction first. Most classes at those places don't cost much, \$30 or so — you'll never learn it all for that amount but it will give you a start. Then take some advanced courses in programming for about \$50 and you'll begin to learn the advanced material. It's all a lot of trial and error. I have invested a little over \$2000 into my computer but that includes a printer and some other extra paraphernalia. The cost has begun to come down over the last year, so I think some people should be able to get a nice efficient setup for about \$1500 including a printer.

"Secondly, the questions on your questionnaires depend on what you want to know. For example, when I came back to Charlotte I looked at the last three books and tried to analyze the demographics that we were losing and also the population size in each demographic cell. The demos in question were 40 and under. We did a lot of research on those age groups — our research was callout and we have interns who would take the questionnaires out into

**"We can determine how often listeners or potential listeners go out to nightclubs or restaurants, which is great information for clients or potential clients."**

the city and ask people unknown to them if they would participate in our sampling. What we found out was over the last year or more, WGIV had really lost a number of its adults 18-34. I then took our music and tried to target it at those particular demographics, let's say 24-40.

### Specific Research Targets

"We use a number of different questionnaires, but one of the main emphases is on lifestyles. We look at our particular demographics that we would like to be strong in then we solicit information about all different kinds of lifestyles. After that we input this info into our data bank and cross-reference it. Let's say we want to know about a club. We can determine how often listeners or potential listeners go out to nightclubs or restaurants and so forth, which is great information for clients or potential clients. We find a lot of new clients for sales this way. Plus we can not only get this information demographically but by zip codes. This lets us know what parts of the city these people are in. This is qualitative research which is similar to the type of thing that Arbitron is beginning to get into."

How does this research help you decide what music to play? "It works like this. We try to eliminate taking a chance with our music by ascertaining which artists as opposed to which songs our listeners in our particular demographics want to hear.

## Chic Puckers Up With WZAK



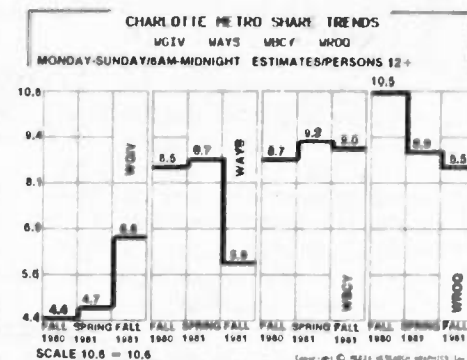
The members of Chic were special guests at WZAK/Cleveland's "Celebrity Kissing Booth." Chocolate kisses were passed out in exchange for donations to the American Heart Association. Pictured (l-r) are Bernard Edwards and Luci Martin of Chic, station MD Eric Falson, and Alfa Anderson and Nile Rodgers of Chic.

WGIV tends to be very fast when it comes to new music if it's by an artist that we have so far listed as being one that our people like to hear in the Charlotte market."

Chris added, "We play very little crossover music, basically none, but we do play white artists who have an appealing black sound. For example, when we do our research we include a sampling of 30% white. We have found that interviewing whites, if they mention eight artists that they like, three of those artists are black. We put that info into our data base but we would not put white artists such as Dolly Parton or Olivia Newton-John that were named." Why wouldn't you hold onto the ONJ/Dolly Parton mentions? "They don't fit our audience's needs or our format, in our opinion." Would you play Bobby Caldwell, for instance? "We play some white artists but not all. Yes, we would play some of Bobby's earlier things like 'What You Won't Do For Love,' other things by him we would not play. We're playing the Hall & Oates at this time."

### Programming Profile

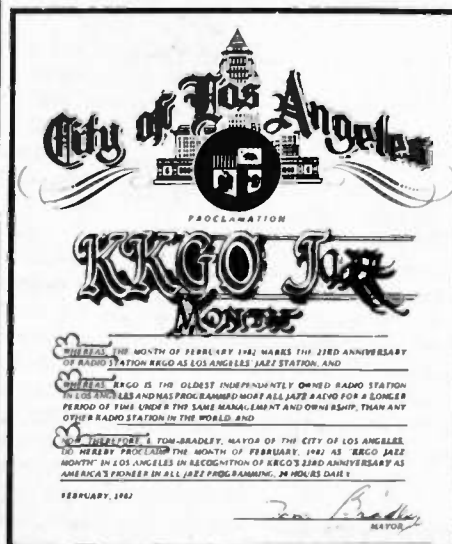
Tell me about your basic format. "Commercially we try to keep our spot load at a maximum of 14 commercial minutes per



for clients. You can show product use, where your audience shops, what they want to buy, plus most anything else you need to know to help you program."

Some months back Mr. Turner asked me to mention in the paper that he would love to communicate with anyone who either utilizes, or is interested in computerized research. It saddens me to inform you that not one black person took advantage of this offer. Is it not a wonder that we lag behind in some cases because of a lack of motiva-

## KKGO Jazz Month



I thought I'd pass along to you this proclamation issued from the office of the Mayor of Los Angeles, Tom Bradley, which declared the month of February 1982 as "KKGO Jazz Month."

Once again I would like to remind all of you to send in your station's news and promotional pictures. Even if you're not a reporting station, we welcome the opportunity to showcase your efforts. We will print as much news and as many photos as we can as soon as possible.

## The Music Section

Black Radio's Most Accurate Music Information

Begins on Page 52

# TRY "TRY JAH LOVE." SATISFACTION *GUARANTEED* FROM THIRD WORLD. JUST ASK THESE HAPPY STATIONS:

WWRL	WHUR-FM	WWDM	KWAM	WCHB	KAPE
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WDAS-FM	WENZ	WVEE-FM	WGCI	WKWM	WXOK
WHAT	WOWI	WCLK	WAWA	WBLZ	KGJF
WKND	WSRC	WATV	WLUM	WTLG	KDAY
WNHC	WHYZ	WORL	KPRS	WAMO	KJLH
WBLK	WAAA	WANM	KATZ	KYOK	KACE
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WXYV					KRE

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including:  
Try Jah Love/You're Playing Us Too Close  
Before You Make Your Move (Melt With  
Everyone)/I Wake Up Cryin'





# Opportunities

## Openings

### EAST

WEEP has an opening for great afternoon drive personality. Ability to communicate in tight format a must. T&R: Alan Furst, WEEP, Pittsburgh, PA 15222. EOE M/F (3-19)

WKZX, 95AM/Presque Isle, ME has opening for A/C mornings. Must be friendly, funny, brief. If small markets are your style, call (207) 764-1960. (3-19)

United Stations Country Music Network looking for air personalities from Top 20 markets. T&R: Ed Salamon, United Stations, One Times Square Plaza, New York, NY 10036. EOE M/F (3-19)

On-air talent, upstate New York, smooth, warm, adult, female appeal. T&R to Kelly McCann, WHFM, 344 East Ave., Rochester, NY 14604. EOE (3-19)

WEBC/ROCK 105-FM looking for air talents. Experience, good production helpful, will consider beginners with ability/desire. T&R: M. Bunn, Box 958, Pittsfield, MA 01202. EOE M/F (3-19)

NY based syndicator needs experienced national sponsor sales rep for several music & comedy programs. Aggressive & contacts required. High commission. Call Don (212) 580-9625. (3-19)

WFTQ, 34 Mechanic St., Worcester, MA 01608, looking for fulltime newperson immediately. 2 years experience. T&R to Steve D'Agostino. EOE M/F (3-19)

Vermont A/C growing station has immediate fulltime jock opening. T&R to Greg Price, Box 445, Randolph, VT 05060. EOE M/F (3-19)

Suburban Washington A/C seeks news anchor person. Good voice & delivery essential. T&R: John Long, WPRW, Box 1480, Manassas, VA 22110 or (703) 368-3100. EOE M/F (3-19)

WCPA/Clearfield, PA seeking evening drive A/C personality. T&R to Bob Day, 110 Healy Ave., Clearfield, PA 16830. EOE M/F (3-12)

14WK/Wheeling, WV is looking for air talent. Send T&R's to Greg McCullough, 14WK, 1201 Main Street, Wheeling, WV 26003. (3-12)

## Openings

### Major East Coast Black AM

station seeks experienced announcers for full and part-time positions. Send T&R's to Radio & Records, 1930 Century Park West, #317, Los Angeles, CA 90067. EOE M/F

A/C WMGQ lost afternoon personality to NYC. Need quality replacement. Send T&R and salary requirements to Bob Dunphy, WMGQ, Box 100, New Brunswick, NJ 08903. EOE M/F (3-5)

Openings for two big-voiced talents. Call Bob Paiva, PD, WSFM/Harrisburg, (717) 783-7020. (3-5)

WWTR/Bethany Beach Superstars, accepting T&R for future air talent. Send to Dave Kettinger, Box 717, Ocean City, MD 21842. No calls please. EOE M/F (3-5)

### SOUTH

Austin's K98 now looking for heavyweight personality. Send T&R: Tom Rivers, 1219 W. 6th, Austin, TX 78703. (3-19)

#1 station in New Orleans looking for morning jock/production for Urban Contemporary station. T&R: Barry Richards, WAIF-FM, 1839 Tantilly Blvd., New Orleans, LA 70119. EOE M/F (3-19)

ND needed for #1 station in the market. Call Phil Rankin, KVOL, Lafayette, LA, (318) 234-5151. EOE M/F (3-19)

Afternoon drive A/C personality. Production/promotions. Growing chain, advancement possibilities. Experienced/highly self motivated. T&R: Walt Howard, KNIN-AM, Box 787, Wichita Falls, TX 76307. EOE M/F (3-19)

## Openings

Experienced CHR announcer for fast growing medium market. T&R: Dave Jagger, 95-KVIC, Box 3487, Victoria, TX 77903. Or call (512) 576-8111. EOE M/F (3-12)

Wanted now: Mature, involved communicator for AM drive. Good money, security. Rush T&R/references: Jim Jacobs, Talton Broadcasting, Box 1065, Selma, AL 36701. (205) 876-3360. EOE M/F (3-12)

News Director wanted for #1 station market. T&R to Phillip Rankin, Box 3030, Lafayette, LA 70502. (318) 234-5151. EOE M/F (3-12)

Wanted: Take charge Program Director for top rated Country AM in medium size Louisiana market. \$250/week. T&R: Roger Cavanese, 92 Shamrock, Pineville, LA 71360. EOE M/F (3-12)

WINGS 92FM looking for morning person capable of fitting mellow rock format. Strong production. T&R: Ross Block, WNGS, Box 869, W. Palm Beach, FL 33402. EOE M/F (3-12)

Come to the sunny South. WTMA/Charleston, SC has immediate opening for daytime personality. T&R: WTMA, Box 31089, Charleston, SC 29407. EOE M/F (3-12)

7-midnight communicator wanted for 100,000 watt FM Country format. T&R and salary requirements to Ted Charles, KXKZ, Box 430, Ruston, LA 71270. EOE M/F (3-12)

Fair West consulted's exciting small market station needs superior AM drive talent. Excellent pay/excellent credentials. T&R: Mike Hedges, 3341 Towerwood, #204, Dallas, TX 75234. EOE M/F (3-12)

Top Country station in state needs evening/all night jock. Located on Gulf Coast. T&R to Jim Tabor, WVMI, Box 4806, Biloxi, MS 39531. EOE M/F (3-12)

Respected AOR, Beaumont market needs all night personality. Promotion possibility. Good pipes/production. T&R: Paul Gavtler, KZOM, Route 11, Box 484, Orange, TX 77630. (3-12)

## Openings

A real go-getter needed. Sunbelt Southeast FM has immediate opening for News Director. T&R to Vic Dal Giorno, KXOR, 108 Ridgefield, Thibodaux, LA 70301. EOE M/F (3-12)

### MIDWEST

Future air talent opening with high performance WIZM/Z93. Send T&R to: Kevin St. John, Box 99, LaCrosse, WI 54601. EOE M/F (3-19)

KGMO-KEWI searching for an experienced newperson immediately. T&R to: Tim McKay, Box 658, Cape Girardeau, MO 63701, (314) 335-5516. EOE M/F (3-19)

MacDonald Broadcasting of Baginaw, Cadillac & Petoakey, MI looking for air personalities. Immediate openings. T&R: Box 1778, Saginaw, MI 48605. (517) 752-8181. EOE M/F (3-19)

WEAQ/Eau Claire has an opening for a news anchor/reporter. Experience necessary. T&R to: Steve Dickhoff, Box 1, Eau Claire, WI 54702. EOE M/F (3-19)

WIRW/Champaign, IL accepting T&R's for experienced midday air personality/production, CHR format. c/o Jim Wnek, Box 3520, Champaign, IL 61820. EOE (3-19)

Sparkling state-of-the-art Urban Contemporary seeking T&R for future air talent/news talent. Reply to: Jack Randall, PD, WLUM, 12800 W. Bluemound Road, Elm Grove, WI 53122. EOE (3-19)

### Top Ten Market AOR

in the Northeast looking for morning talent. Must be creative and able to communicate with adults. We want to hear from anybody who thinks they're good enough for a major market. Good money and a great company. Send T&R to Radio & Records, 1930 Century Park West, #319, Los Angeles, CA 90067. EOE

KYTN-FM/Grand Forks looking to fill possible future openings with hard-working personalities. T&R: J.J. Bouley, Box 1838, Grand Forks, ND 58201. (3-19)

# Marketplace




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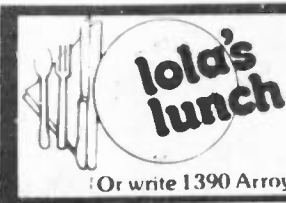
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# Opportunities

## Openings

**KCLD-KNSI/8t.** Cloud needs aggressive reporter/anchor. Competitive market. Minimum 2 years experience. Writing skills stressed. T&R: Joe Ormaby, Box 1458, St. Cloud, MN 56302. (3-19)

**KOKC/Guthrie, OK** needs midday person who can also do sports P-B-P. Needed yesterday. T&R to Rich Abrams, KOKC, Box 1490, Guthrie, OK 73044. EOE M/F (3-12)

**Smooth, warm pros needed.** T&R to PD, 2985 Pickle Rd., Toledo, OH 43618 or call (419) 255-1470. (3-12)

**Experienced morning man.** Preferably 4-5 years in the morning slot. Top money. T&R: Lee Michaels, WBMX, 408 S. Oak Park Ave., Oak Park, IL 60302. EOE M/F (3-12)

**Opening for experienced sales.** Established AM/FM list for A/C and AOR. Resume, salary history: Terry Knust, WLS, 800 'N. Cavaneugh, Lansing, MI 48910. EOE M/F (3-12)

### Album Rocker in Midwest

Top 30 market has two immediate openings. Program Director with good track record in research, staff motivation, and ratings success. Also a talent position, probably morning drive. Send tape, resume, and track record. Good opportunity for someone in a medium market to move up. Send T&R to Radio & Records, 1930 Century Park West, #318, Los Angeles, CA 90067.

**AOR KFMH looking for lady for future opening.** Must be able to communicate one-to-one. Call Steve Bridges, (319) 283-2442. (3-12)

**WJZZ/Detroit, America's premier Jazz station,** seeking highly talented Black female for air shift. Contact: Donan Paater, (313) 871-0590. (3-12)

**KSTT/Quad Cities looking for creative personality** for midday shift. Heavy emphasis on personality. T&R and photo: Jim O'Here, Box 3788, Davenport, IA 52808. EOE M/F (3-12)

**Need weekenders immediately.** Lots of hours. T&R ASAP: WXUS, Stuart McRae, P.O. Box 7093, Lafayette, IN 47903, or (317) 448-1566. (3-12)

**WCVB/WFMB adding to Capitol City's most aggressive news team.** Must have experience gathering, writing/reporting. T&R: John Torre, P.O. Box 2989, Springfield, IL 62708. (3-12)

**Mornings: KKKL/Grand Forks is ready to put your talent to work now!** Good pay. Advancement potential and strong promotion await the right person. Personalities are encouraged to send tapes and resumes for immediate consideration. Contact Don Nordine, KKKL AM/FM, P.O. Box 997, Grand Forks, ND 58201, (701) 775-0575. (3-12) •

## Openings

### WEST

**Looking for air talents that are strong in production.** Send T&R to: Jeff Harrison, KDIA, Box 8432, Oakland, CA 94662. No calls please. (3-19)

**News people needed.** T&R: Alan Elias, KERN, Box 2700, Bakersfield, CA 93309. EOE (3-19)

**2 news openings in Montana.** One News Director, one newperson. T&R to: Jack Bell, KYVA, 1645 Central Ave., Billings, MT 59102. No calls please. EOE M/F (3-19)

**98 KGSS has immediate opening for weekend/fill-in jock.** Also would like to hear from smaller market morning people. T&R: Greg Crawford, Box K, Greeley, CO 80632. EOE M/F (3-19)

**KERN/Bakersfield now accepting T&R for adult air talent.** All shifts. Send to: Jeff Young, KERN, Box 2700, Bakersfield, CA 93309. EOE (3-19)

**Four on-air positions for mature announcers.** 2-3 years news experience preferred. Must live in or around L.A. area. Bilingual. Ed MacKay, (714) 492-5789. (3-12)

**Announcers: Part-time work available immediately.** T&R's to Tommy Goodwin, GM, NBS Radio, 1220 North Highland Ave., Hollywood, CA 90038. No calls. (3-12)

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Contact: Tab O'Neal (714)956-7171

**Superstars KZEL/Eugene, OR needs afternoon drive/air talent.** T&R: Charlie Van Hall, Box 70128, Eugene, OR 97401. EOE M/F (3-12)

**KITI/Centralia, WA looking for hard-working news reporter** who understands small market politics. Stable position. No beginners. T&R to Mike Merder, 1133 Kresky, Centralia, WA 98531. (3-12)

**I need somebody to come in and do an air shift and sales.** Must have 180% of effort. T&R: KRNS, Box 271, Burns, OR 97720. EOE M/F (3-12)

**Belt Lake's newest FM needs an ACE newperson.** Conversational and human. T&R to KLRZ-FM, 307 S. 1800 West, Provo, UT 84601. EOE (3-12)

**KLVV/Lompoc is seeking a fulltime announcer for Adult format.** T&R: Sam Jackson, 518 North H St., Lompoc, CA 93436. EOE M/F (3-5)

**Need a strong, creative production wiz.** Also future openings for air, news and engineering. T&R: Paul Wilson, KQEU, P.O. Box 48, Olympia, WA 98507. EOE M/F (3-5)

**KUIC-FM seeks newperson to gather, write, conversationally deliver local news to A/C audience.** T&R, writing samples: Mike Nikites, 419 Mason, Vacaville, CA 95688. EOE M/F (3-5)

**Future openings at Country KTOM/Salinas, CA.** Experienced only. Contact PD: (408) 422-7484, T&R to Box 81380, Salinas, CA 93912. (3-5)

## Positions Sought

**Available now. CHR jock/MD, presently working,** looking for new challenge at CHR, A/C or Urban in medium market in West or South. ANDRE, (305) 484-8298. (3-19)

**STEVE SUMMERS, formerly afternoon personality and MD at WDRQ/Detroit is available** due to a format shift. Seeking new CHR challenge. (313) 474-7097. (3-19)

**What's this? A book winning newsmen?** Currently employed network correspondent misses major market combat. I'll mirror your market and format. Demographic and research specialist. (203) 622-9168. (3-19)

**I'm not the world's greatest job hunter** but I'm a very good jock with numbers to back my claim. EDDIE MONSON, (209) 439-1848. (3-19)

**Formerly with KELP, K102, KRIG and WLIQ** looking for MD/air talent with Country/AOR station preferably in South. Call SPACY JAY WALKER, (915) 588-5722. (3-19)

**Very unique, adaptable, dynamic personality - crazy & fun!** Even my ex-mother-in-law loves me! JERRY WILSON, (915) 598-2683. (3-19)

**Young veteran, small market news & Sports Director** looking for major market anchor/reporter position. Call MARK, (815) 895-5887. (3-19)

**BRAD MORGAN, WCAO PM drive.** Working, but available. (301) 583-9452. (3-19)

**Top-rated major market jock** prepared to advance to the programming ranks. Background in music, promotion, research & production. Formerly with KJRB, 96KX. FRANK HANEL, (412) 373-3994. (3-19)

## Positions Sought

**Creativity! Ratings! Can deliver! A/C, CHR, Country.** Possible PD/MD. 4 year vet. Available NOW! Medium/major in TX, CA, LA preferred. DONALD, (318) 369-3773. (3-19)

**One-to-one communicator looking for on-air position.** Prefer East. 8 years experience: music, production, sports, news. B.A. Speech Communication. DAVE LaCLAIRE, (803) 524-8375 or (803) 524-3050. (3-19)

**Experienced in CHR, Rock & Country.** Willing to relocate anywhere. FRANK WISE, (215) 485-4839. (3-19)

**TOM MURPHY of WRKO, WVBF & WEEI-FM/Boston** is looking for work as on-air personality. Call (617) 782-0173. (3-19)

**I want a news position.** I've been a major market AOR newswriter and AM/FM ND/anchor. (301) 484-8815. (3-19)

**Currently weekend swing. P-2 CHR FM.** Looking for fulltime position. Hard worker. Excellent references. ALAN, (203) 347-7445. (3-19)

**Currently working for KFRE-KFRY in Fresno.** First phone with PD & MD experience. Available March 22. Now doing 7-midnight. DAN WEST, (209) 291-2644. (3-19)

**DAVE AMOS, 9 year veteran** looking for PD/MD position-medium market/Assistant PD-large market. Check my references. Call (304) 233-7518 after 4pm; (304) 232-1800 before 4pm. (3-19)

**Looking for on-air position.** I've been a morning man for 2 1/2 years in Chicago radio. Good ad-libber. Creative. Call GREG BLACK, (312) 597-2518. (3-19)

**Experienced female AOR, A/C, currently weekends** in 17 station market. West or East Coast. B.A. & sales experience. LOLITA, (303) 588-0652 or leave message (303) 584-5450. (3-19)

**Top 50 MD, also promotions.** Looking for first PD gig. CHR and A/C experience. If you believe exciting radio leads to profits, call (717) 367-9484. (3-19)

**Enthusiastic 5 year pro** looking for medium or major market. Experienced as MD. Willing to do PD. For T&R call DAVE, (812) 488-7844. Will relocate. (3-19)

**Country stations: Personality/MD, over 7 years** in Country radio available now. Call BRUCE, (718) 664-7038 afternoons or evenings. (3-19)

**Do you need an announcer who is reliable, versatile, creative, energetic, personable, a perfectionist with style and experience?** For T&R call MISTY, (913) 541-8979. (3-19)

**Announcer with 2 years experience, good production skills,** desiring work in small-medium market in Rocky Mtn./Midwest region. Call DON, (303) 351-8294 afternoons. (3-19)

**JAY STUART, formerly nights at WNVR, WATR/Waterbury, CT.** 2 years experience, looking for small-medium market jock position. Call after 6pm, (203) 281-3679. (3-19)

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# Opportunities

## Positions Sought

**PD position wanted.** Major market experience in New Orleans, Houston, Oklahoma City & Charlotte. Currently on air. If interested call (704) 542-8046. (3-19)

**7 year vet seeks management, PD or air work position.** Experienced in all formats and phases. Will relocate. Call RON, (419) 238-2246. (3-19)

**8 year pro with programming & operations experience** looking for respectable market-CHR format. Call STEVE, (419) 586-3836. (3-19)

**Dynamic, creative, female news production personality.** 5 years experience in copywriting, features and news. Seeks to relocate ASAP. Call JULIE, (402) 729-2737. (3-19)

**MICHAEL TURNER, 23, 5 years radio, college, commercial and club experience.** Will work all formats. Will relocate. (213) 752-2336. (3-19)

**Varied background: news, features, ads, talk show, jock.** Prefer news or talk position — San Francisco Bay area. BIFF, (602) 782-8968, evenings; (602) 344-3732, leave message. (3-19)

**Country communicator.** Currently AM drive/MD. Seeks ratings-conscious team, knowledgeable PD. Entertaining character voice sidekick. Prefer Southern medium/major. (704) 562-9258, after 6pm. (3-19)

**MARK MCGREGOR, experienced all formats.** Excellent ratings. Natural talent. All response greatly appreciated. (208) 384-5849. (3-19)

**Tired of all the hotshots and egos?** Then call me, experienced and want to work. Prefer West. BOBBY, (806) 792-4830 or (806) 745-3129. (3-19)

**Dynamic, creative male/black personality.** Experience with Urban/Contemporary and CHR formats. Have B.A. in communications medium/major market preferred. Call LANCE, (212) 993-0276 or (213) 704-8948. (3-19)

**Country station personality/MD with over 7 years in Country radio,** available now. Call BRUCE, (716) 664-7038 afternoons or evenings. (3-19)

**13 year pro with great ratings wants major market air or small/medium market PD.** A/C or CHR. DAVID BLAIR, (316) 942-1087. (3-19)

**Enough of General Hospital Suburban major market A/C talent available.** PD/MD experience. CA/Midwest preferred. MARK after 4pm (PST), (805) 485-2988. (3-19)

**KEN BILVERSTEIN, Top 10 market sportscaster** looking for opportunity. Past job at WFAA/Dallas-Ft. Worth. Call (214) 528-6112. (3-19)

**Stable PD.** References, track record, excellent managerial skills. Looking. STEVE CHRISTIAN, Box 8000, Ft. Wayne, IN 46896. (219) 447-5511. (3-12)

**Top! Don't look any further.** I have personality, 8 years experience, talent and I am a hard worker. Call SCOTT, (517) 799-0984. (3-12)

**RAY ROSBI (96KX & WFEC), Urban Contemporary** personality with sizzling production. (813) 797-1968. (3-12)

**One-to-one communicator** looking for on air position. Team player, 6 years experience — music, sports, production, news. BA/Speech Communication. DAVE, (803) 524-3050 or (803) 524-8376. (3-12)

**Crazy, energetic jock with power under the hood** and a trunk full of entertaining thoughts — hurry, before I'm towed. WILD CHILD, (215) 544-8177. (3-12)

**6 year programmer/personality, broadcast instructor** looking for Assistant PD or drive shift in medium to major market. Available immediately. Call DOC PHILLIPS, (307) 742-7692. (3-12)

## Positions Sought

**Experienced female newperson and jock.** Any format. Available. (213) 375-4869 evenings. (3-12)

**Award-winning programmer and Production Director** looking for new challenge in medium to major market. Call JOHN JOHN GRAY, (713) 539-1140. (3-12)

**Possibly world's greatest female DJ, major market, big bucks.** FRAN HAWKINS, (702) 382-4654. (3-12)

**I may be tall but that's not all.** Newsmen, 23, seeking medium market position. B.A., 4 years experience. 28326 James, Warren, MI 48092. (3-12)

**For sale:** One slightly used jock looking for job anywhere west of Denver and east of Japan. For more information contact ROBIN, (213) 345-0672. (3-12)

**BRYAN DAVIS now available.** Formerly mid-days/Production Director at KXOA & KZAP. Looking for medium or major market. Don't wait, call now. (916) 371-0856. (3-12)

**CHR night &/or afternoon jock.** Available in FL or Northeast. 4 years experience. For details call (305) 721-0582. (3-12)

**Ready & willing to work hard.** Female Creative Director, fresh ideas, ready for medium market. Good air personality. T&R on request. Will travel. ROBIN, (201) 429-8909. (3-12)

**Don't let the name fool you.** I speak, read, write and think in English and I am a good AOR jock. GIL HERMANDEZ, (806) 544-5179. (3-12)

**JOHN WESLEY GIBBON, AM drive in Phoenix** looking for programming or consultant work in western U.S. A/C or Country. (602) 988-7047. (3-12)

**Experienced AOR/CHR, looking to program or MD** small to medium market in West. Call BOBBY, (806) 792-4830 or (806) 745-3129. (3-12)

**Tell me where to go!** 22 years heavy Country successful major market personality. Strong voice and production. BOB, (313) 229-4022 anytime! (3-12)

**Unique, mature, classy, major market, experienced,** Australian, innovative communicator. Solo or team. West please. Soft Rock, Jazz, MOR knowledge. Attracts females. TERRY, (213) 907-8477. (3-12)

**AM drive, relevant and enjoyable approach** incorporating basic, phone, humor geared to your market. Community involvement. Major market experience. Succeeding now. Call (809) 397-8381. (3-12)

**Anchor/Sportscaster.** 5 1/2 years experience in CHR, CO, AZ, West Coast preferred. (303) 651-3549 anytime. (3-12)

**Experienced female communicator seeks equal opportunities** in medium market. 4 years/2 stations. Strong production. Country/Rock/Promotions. ROSIE, (217) 443-8144. (3-12)

**KFWB, WNEW & KFRC are in my news/anchor** background. Heavy on writing and production too. Looking to relocate, preferably West. (213) 850-1188. (3-12)

**PD available.** Professional with successful ratings in A/C, MOR, Mellow Rock & Beautiful Music in medium and large markets. Call ALLAN TURSE, (214) 255-7022. (3-12)

**Charismatic, adaptable personality.** Personable voice. 5 years medium market, AOR, CHR, A/C; small market A/C programming. Desires security and growth position. Will relocate. (906) 293-3863. (3-12)

## Positions Sought

**News — DJ. Male seeks fulltime news position** in small or medium market. South or Southwest. 3 years experience. WADE, (318) 364-0967. (3-12)

**Available yesterday!** Reliable air personality, promotion nut, tuned in MD & growing programmer seeks opportunity with CHR, Urban or A/C. Contact ROBERT, (213) 587-0247. (3-12)

**Communicator with small market experience.** "I've done most everything." Wants to go east to medium market. Call TIM afternoons, (913) 242-1226. (3-12)

**PD, automation experience, heavy promotion** looking for position in small or medium market. Call DON, (919) 934-6872. (3-12)

**Young, aggressive engineer with ear for quality.** 5 years experience in AM/FM, STL, proofs, automation and studio/transmitter construction. Prefer Southwest. STEVE BOUCHER, (209) 571-9024. (3-12)

**Read a good book lately?** West Coast CHR/Rock personality, 8 years experience ready to work now. Programming experience, award-winning production, work-ethic, dependable. JIM, (209) 522-5483. (3-12)

**Ambitious, young communicator who can do it all** seeks first break into AOR, 3rd phone. Graveyard shift no problem. SCOTT, (612) 388-3988. (3-12)

**Record promotion work.** Experienced AOR, CHR. Looking to do promotion work in West. Call BOBBY, (806) 792-4830 or (806) 745-3129. (3-12)

**6 years experience, good track record.** PD, MD, air talent. JON ROHRER, 5 1/2 W. Eau Claire St., #5, Rice Lake, WI 54868. (715) 234-6673. (3-12)

**Versatile, dependable one-to-one communicator** looking for a challenge. Currently MD and Assistant PD. Call MIKE, (515) 423-7260 11am-6:30pm CST or (515) 423-2336. (3-12)

**Experienced talk show host/reporter** wants to move to major or medium. Currently at News/Talk station in Bakersfield, CA. Call RON, (805) 327-5772, (805) 834-7372. (3-12)

**Female personality seeks medium/secondary air slot** with MD or programming assistant position. Major and small market experience in all facets. (715) 634-8557. (3-12)

**Definition of wholesale:** Where a gopher goes to buy a new home. Topical, humorous CHR jock looking for small or medium market job in Midwest. ROB, (312) 893-3987. (3-12)

**Young, experienced communicator with wit.** Promotion-minded and community involved. Looking for good CBW station. Evening and all night, ok. (715) 634-8557. (3-12)

**Reporter/writer, former ND, currently daily** newspaper journalist looking for right place to catch fire. How about yours? JIM WARINNER, (503) 282-2418, mornings. (3-12)

**Creative morning jock and his many characters** looking for a new AOR home. House broken, all shots. Call MARK, (703) 369-3627. (3-5)

**Personality jock seeks medium or major market gig.** Formerly WRKR, KTHO, WKEE. Call JOEL, (414) 782-4522. (3-5)

**Midwestern PD with good numbers and track** record looking for a quality operation in Midwest. Dedicated, stable, with background in production & promotion. (812) 283-4226, 9-5pm. (3-5)

**Good Country or A/C PD personality needed?** JOE McKAY, 3466 SW 24th Ave., Gainesville, FL 32607. Call (904) 373-3002 after 2pm. (3-5)

**3 1/2 years fulltime experience, including PD & MD** in suburban Chicago. Looking for CHR/AC in medium market. CHRISTOPHER JAMES, Sundance Communications, (312) 897-0447. (3-5)

**Unemployed and broke!** Good, solid, creative jock for all formats. Medium/major markets in LA, coastal TX desired. Call DONALD, (318) 369-3773. (3-5)

**Voice of Contra Costa College Sports still looking** for on-air work. I don't want to work in local stores forever! Contact FRANK BUTERA, (415) 223-1534. (3-5)

**AM drive, professional communicator for over 10** years. Creative, topical & humorous. Currently in medium market. Call LARRY, (918) 447-0890. (3-5)

**Available now.** Seeking sports P.B.P or AOR position only. Broadcast Journalism degree, willing to work anywhere if the job is right. Call DAVE, (615) 833-1381. (3-5)

**16 year pro, extensive background as PD/MD** seeks to return to CA. Currently programming successful Country station in medium Midwest market. Call RICK, (219) 294-2861. (3-5)

## Positions Sought

**MARK WINSTON, available to program your station.** Basic philosophy: all hits, all the time! Formerly PD/PM drive at KAAV/Little Rock, KTFX/Tulsa, Q106/Madison. (608) 244-9323. (3-5)

## Changes

### RADIO

**Michael V. Davison** joins CBS Radio Network as Account Executive, West Coast.

**Suzanne Banks** former Manager, Press & Publicity for ABC Radio Network, joins WKTU/New York, NY as Promotion Manager.

**Barry Martell, formerly with WIHN/Bloomington-** Normal, IL joins WZOE-AM & FM/Princeton, IL as News Anchor/Feature Reporter.

**Marlesa Lloreda-Gabriel** joins KYUU/San Francisco, CA as Account Executive.

**Veronica German** joins KYUU/San Francisco, CA as receptionist.

**Preston D. Vaughan, Jr.** appointed Account Executive at WLTY/Norfolk, VA.

**Steve Collier** joins WPRT/Prestonburgh, KY as News Director.

**Don Coe** assumes Traffic/Continuity Director position at WSRZ-FM/Tampa-St. Petersburg from WSPB/WML0-Sarasota, FL.

**Sherry Brinckerhoff** named Account Executive at WICC/Bridgeport, CT.

### INDUSTRY

**Marie McNally** named Intersong-International Repertoire Coordinator.

**Gerd Muller** named Director of Professional Activities as Screen Gems/EMI Music resigns staff position.

**Jerry Lembo** appointed East Coast Promotion Director for Endless Music.

## Miscellaneous

**KBPI/Denver looking for the out-of-print book** "Top Pop Records 1955-1972" by Joel Whitburn. Contact: Pete MacKay, (303) 938-2313. (3-19)

**A/C, CHR, WECT/Ocean City going live** as of February. Needs service from all labels. Box 717, Ocean City, MD 21842. (3-12)

**Dire need of Oldie service, 1979 on back.** WXBQ, P.O. Box 1389, Bristol, VA 24203. (3-12)

**WQLO/Burford, BC needs record service desperately** for CHR format change. WQLO, 3040 W. Boundary St., Burford, SC 29902. (3-12)

**WARB/Covington (including New Orleans), A/C-Country, needs record service** from all labels. Send to WARB, Urban Country, P.O. Box 568, Covington, LA 70434. (3-26) •

## R&R Opportunities Advertising

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

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

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JEFF GELB

## LUCAS, STOCKMAN GIVE TIPS

## The Functions Of A Promotion Director

Does your station employ a full-time, off-air Promotion Director? If not, you may be missing out on a great opportunity to help gain your station desirable market visibility. That's the opinion shared by WAAF/Worcester's Steve Stockman and KTXQ/Dallas's Bernie Lucas, two Promotion Directors who are high on their jobs and what they can do for AOR radio. The two corralled me at the recent B/A/M/D Superstars conference in Orlando to explain their jobs.

### Secretaries Aren't Sufficient

Stockman, a former WBRU/Providence PD who's been Promotion Director at WAAF for 1½ years, started our conversation by detailing the genesis of the promotion director concept:

"For years, the Promotion Director title did not exist. It was the Program's Director's secretary or assistant, or the gofer who drove the van and got the mascot costume cleaned. The



Steve Stockman time for that has passed. Now that AOR radio has its formatics and music down, you need marketing specialists as Promotion Directors."

Lucas, who has a long Promotion Director history at stations like WLUP/Chicago and WLPX/Milwaukee, amplified, "A good Promotion Director is what separates stations that are equal on all other fronts. A PD in a competitive situation doesn't have the time to be that person anymore. There needs to be a full-time specialist in marketing the station."

### Where To Find Promotion Directors

Lucas has college marketing education background; Stockman studied psychology and broadcasting. Both felt courses in marketing were preferable for Promotion Directors, but not essential. Stockman stated, "Schooling's not mandatory; experience and a knack for promotion are. A person must understand how doing certain promotions will either attract new listeners or maintain the present listenership."

"To find these people," Lucas advised, "start with your airstaff. A lot of people on the air have played in bands or worked at jobs that entailed some promotion work. Some may have grown tired of daily airshifts but still have a lot of energy for radio itself. Programming assistants are also good candidates for Promotion Directors. You can also raid college broadcasting schools for people with the desire to learn, to read books on promotion and positioning, to sit through a hundred TV spots to find the right one."

Neither Stockman nor Lucas do regular airshifts. Stockman explained, "It depends on the market size and competitive situation. Anyone in a serious competitive situation whose Promotion Director is on the air is missing a chance, not just to have some-

one's energies focused on one goal, but to help save the GM and PD's time as well."

The PD and GM play vital roles in radio promotional campaigns. Said Lucas, "A promotion won't get on the air without my approval, but it also needs the PD's and GM's. That, I might add, is the ideal situation, and this is the first station I've worked at where it's been the case."

Stockman added, "Everyone on the staff contributes ideas. If someone has a good idea there's no reason to ignore it, whether it's a jock or the janitor."

### Ins & Outs Of Merchandising

Stockman and Lucas are both big supporters of merchandising of station memorabilia, particularly through rock stores. Lucas stated, "Freestanding locations can be very successful if you're in a smaller market, like Raleigh where WQDR

*"If someone has a good idea there's no reason to ignore it, whether it's a jock or the janitor."* — Steve Stockman

has done very well. In a larger geographic area you need more locations to cover listeners more effectively." Stockman noted, "I had 96 outlets for my T-shirts this past summer. Each one sold about 70 a week. If I had ten stores they'd sell 70 a week too. So it's important to make it easy for your consumer to get your goods; he has to be able to see them wherever he goes."

Both Promotion Directors agreed that



it's important to give retailers a large mark-up to make it more attractive to the store to carry the station's goods. Stockman explained, "Store managers are rated on profits. If we give a manager something with a 2% mark-up it brings his whole average profit down. Give him a good mark-up and he'll display the stuff where

with merchandise that if they don't look alike or display the call letters in the same way then you lose the peer group reinforcement. So we're not going to target the female audience specifically anymore." Lucas added tote bags and velcro wallets to the loser list of merchandise.

The backbone of station merchandising is a freebie: the bumper sticker. Lucas enthused, "If you only have money for one promotion, make it bumper stickers. You can make it free to the station as well as the listener by selling the backs to retailers or manufacturers for coupon ads. In Chicago we did 1.2 million bumper stickers last summer, with Maxell picking up the whole tab. The coupon was good for a six-month discount on their products. To get them to buy that quantity of stickers, we had to come up with a five-month-long contest involving the stickers. It sounded good on paper but the execution was cumbersome. It's preferable to avoid having a contest or even a name mention on the air, and instead, develop some incentive for putting them on cars like



*"If you only have money for one promotion, make it bumper stickers."* — Bernie Lucas

reduced admissions to drive-ins or reduced parking at concerts.

"You can do the same thing with concert buttons. We did one for Rod Stewart's concert here that included a WB logo and the concert company's name, which splits the cost of the buttons three ways. Buttons are great because they last much longer than concert patches and you see them over and over again."

Stockman mentioned he has also had success with other freebies, including posters that incorporate WAAF's call letters, which are subsidized by stereo shops and magazines.



### Contests: Why They Don't Work

Both Promotion Directors were vehement in their disapproval of contests. Lucas explained, "With most contests, you ask listeners to register for what may or may



## EVOLUTION

WKLT/Kalkaska, MI switches from Country to AOR... Alan Lawson resigns as KINK/Portland MD but retains air-shift... Val McIntosh joins KUPD/Phoenix as MD from KGB-FM/San Diego. Mark Driscoll joins KUPD for marketing research and afternoons. Jeff Elliott joins KUPD for promotions... Doug Burton exits WKLC/W. VA Asst. PD post for airshift at WLS-FM/Lansing as John O'Leary exits WLS-FM MD job. His MD replacement at WKLC is Paul McMillan... Jim Owens exits KWFM/Tucson MD gig for PD post at KWKI/Kansas City... Rose Polldoro joins WNEW-FM/New York as Promotions Director from WPLR/New Haven... Craig

Kilpatrick joins WLPX/Milwaukee from WXUS/Lafayette for nights... Adrian Boulton exits nights at KPRI/San Diego for afternoons at KZAP/Sacramento. Jim Battan succeeds him at KPRI... Rick Allen joins KWFM/Tucson from KFMU/Steamboat Springs for afternoon drive. Ken Bass joins KWFM from KAAY/Little Rock for morning drive... Michael Keating rejoins WIZD/W. Palm Beach for production, as Jan Russo exits. Also exiting WIZD is Dade Marko, while Tim King joins from WNGS/W. Palm Beach for week-ends... Henry Del Toro is new to overnights at WNOR/Norfolk... Alan Richards exits News Director post at WKHC/Evansville... Ginger Caldwell joins news department at WMJQ/Rochester... Gary Lee Horn is named News Director for WHCN/Hartford... New to KKRQ/Iowa City is Steve Kosbau from KMGK/Des Moines for part-time airwork. Upped from part-to-full-time is Andy Levine... Eileen Kimble is upped to News Director at WKLS/Atlanta. Joining WKLS for afternoon drive is Bill Scott from WLUP/Chicago and Susan Sullivan for airwork. John Bogart is appointed Production and Promotion Manager... Marilyn Tallman is upped to Music Director for Jeff Pollack Communications from Operations Coordinator... Rhonda Hart is upped to full-time late-nights at WABX/Detroit.

## AOR Reporter Profile

**97WB** Bloomington

**PD:** Beth Surette

**MD:** John Heimann

**Power:** 3000 watts

**Consultant:**

**Drake-Chenault**

"The driving force behind our programming is, quite simply, to get every listener we can. I have never been satisfied with AOR's sole stronghold being 18-24 year-olds. At 97WB we have organized a very palatable AOR sound for men and women 18-34 years old. In securing this particular demographic, we have concentrated our programming efforts on the 25-34 year-old. That is to say, our jocks eat, drink and sleep 25-34, with heavy emphasis on what that 25-34 demographic is doing and feeling during each daypart.

"Specifically, our morning drive, midday and afternoon drive shifts are governed by brief and informative jock talk, and having fun with the listening audience without the threat of too much hype and chatter that will often alienate the 18-24's. With our evening shift, 97WB makes a gradual changeover to the traditional AOR sound, with limited announcing, the highlighting of the most popular AOR albums, plus frequent updates on the local nightclub scene.

"We take advantage of being the only 24-hour station in the area with news, weather and sports installed in our overnight shift, in addition to communicating on a more one-on-one level with our listening audience.

"Station promotions, personal appearances, and any activity done with the 97WB name on it appeals to our entire target demographic, and provides us with a vacuum effect in gathering together the 18-34 demographic.

"Our music direction revolves around what sounds good, what's selling and gaining in popularity in our area, and what people are asking for. Like jocks, the music is strictly dayparted: 6am-7pm with current single rotation at a very acceptable four hours, and the breaking of new music very limited. Dayparting is based on compatibility with the time of day and proven track records. We introduce fresh music and let our true AOR audience enjoy those third album cuts evenings and overnights."

— Beth Surette



**CHECKING UP ON CHUBBY** — MCA's Chubby Checker journeyed to KILLO/Colorado Springs for an on-air conversation about his career and new album. Pictured (l-r) are KILLO PD Rich Hawk, MCA's Sharon White, Chubby, and MD Art Phillips.

## UPDATE

First, some addenda/corrections to our AOR Scoreboard of a few issues back: WXUS/Lafayette, listed as an Abrams Superstars station, was actually independently programmed by PD Stuart McRae. WXUS's up 15.7 was the second highest 12+ AOR share of the fall ratings period. WAPL/Appleton was inadvertently omitted from the listings. The station had an upward book, from a 9.0-9.2... Speaking of numbers, in the new Denver Mediatrend, KPKE had a market-dominant 13.8 to KBPI's 8.0 and KAZY's 4.2... A great Birch in Rochester for WCMF, up to 11.2, while WMJQ scored a 10.0... WWTR/Bethany Beach celebrated its six-month anniversary with an all-request weekend that garnered over 2000 calls... WQXM/Tampa held a cruise for the Children's Hospital, with 98 listeners paying \$9.98 to cruise Tampa Bay... KSRR/Houston's been holding a series of air guitar competitions, with the grand prize winner getting a \$500 waterbed, while finalists received T-shirts, gift certificates, and albums... Doubleday is looking for announcers for WAPP/New York and its other AOR's. Send T&R's to Bob Hattrik at 2360 Hampton Avenue, St. Louis, MO 63139... WIOT/Toledo has moved to 124 N. Summit St., Suite 400, Toledo, OH 43604... Steve Leed's SLIC organization has moved to 234 W. 56th St., 3rd floor, New York, NY 10019. Their new phone is (212) 977-5170... KDKB/Phoenix cosponsored a citywide softball competition that gathered 300 teams and 4000 players, all of whom received KDKB T-shirts. The two-day promotion netted over \$51,000 for Easter Seals.

# The Functions Of A Promotion Director

Continued from Page 27

not be a great prize. So few of your listeners are going to participate, while the rest wouldn't think of it." Stockman added, "They create more losers than winners. You can define a certain type of person as a perpetual contest entrant. Even in major markets you get the same people winning contests all the time. I haven't entered a radio station contest since I was 11, and we don't need any more 11-year-olds listening to us."

Lucas countered, "The only contest I would consider is one with a really tremendous prize wherein we could keep all the contest clutter off the air. I haven't found the right way to do that yet."

Stockman noted, "Listeners aren't likely to drive out to a stereo store to put a ballot in a box. Instead, we'll do things like bring jocks to a stereo store with 107 cassettes to give away, and all you have to do to get one is go there, walk up the guy, and say hi. This kind of giveaway builds the traffic our retailers are looking for. We also give away all our concert tickets this way." Lucas explained, "Concert kits work better for us; they usually include tickets, a souvenir T-shirt and a copy of the album."

"I don't know how much ticket giveaways really enhance AOR listening," Lucas wondered. "It's expected of AOR's so you have to do some. But unless you buy out a whole show, as we did at the Loop with Tom Petty, I don't know how much difference it really makes."

Stockman added, "Part of a promotion director's job is to educate the sales staff as to what programming has in mind. I've given presentations to our sales department on programming, presentation, and positioning. So they know they can't come to me with a client promotion giving away a \$250 stereo. Instead, they say, 'We want a jock here; he'll get a banner and a spotlight and have something to give away.'"

## Coordinating Visual Impressions

All stations like public exposure of their call letters and/or logo. Bernie Lucas advised, "If you're developing a logo from scratch, you'll save a lot of money if you don't make it in four colors. Q102's was developed long before I got here, and it's one of the most consistent, easily-recognizable things we have going for us. But it's much costlier to print in four colors, and impossible to do on some items we've wanted to

## COLOR

**Q107 GIVES AWAY JIMMY PAGE GUITAR:** Q107/Toronto won a guitar owned by guitarist Jimmy Page in a raffle sponsored by a roadies charity group. The station will now award the guitar to the winner of a contest that asks listeners to listen to a poem constructed from lyrics from 13 Led Zepelin songs. From the correct responses received, Q107 will pick a winner at random.

**CENTERFOLD FEVER:** KMET/Los Angeles has pacted with EMIA and the J. Geils Band for a centerfold contest open to men and women who are asked to send in centerfold photos of themselves. KMET staffers will judge male and female winners, who will get photo auditions for Playboy and Playgirl magazines along with star treatment at the L. A. Geils concert.

**WATERBEDROOM SET:** KXFM/Santa Maria's giving away a complete waterbedroom set valued at \$1600. To qualify, listeners whose cars are spotted with the station's bumper sticker are pulled over and given keys. The keys will be taken to a retail outlet where one will open the door to the bedroom containing the prize-winning furniture group.

market."

Q102's logo is used on billboards throughout Dallas-Ft. Worth. "Dallas is so freeway-oriented that billboards work very well for us. At WLPX/Milwaukee, bus transportation is good, so it was better to go with bus fronts. Their usage depends on how mass transit is viewed in the market."

Q102 also produces its own commercials, created by a committee including Lucas, the GM, PD and an area ad agency. "We prefer our own spots to a customized outside spot," Lucas explained, "because we control the exact impression the spot makes, plus it gets in our logo much more often."

Because WAAF's signal covers parts of three states, the station has decided against TV campaigns, relying more on local press coverage. Stockman stated, "It's vital to build a healthy working relationship with the key rock and media reporters in your market. It's part of my job to wine and dine them, to let them know who we are. I do take care only to call them when something important's happening, so they know I'm not trying to hype them."

And what of that venerable promotion technique, the station mascot? Both Promotion Directors groaned, and Stockman recalled, "We used to have a giraffe, but it got confused with 'Toys R Us' giraffe. It never did much, except get beat up occasionally at bars. We never thoroughly developed the concept so we threw it out. I'd rather use our disc jockeys as 'mascots.'" Lucas amplified, "Conceptually I think they're incredible, but I've never seen it done right except in San Diego (and look what happened there). We had a kangaroo, but no one ever figured out what it was, so it was retired. I prefer the WMMS/Cleveland mascot concept, which puts the mascot's image in tandem with the station's call letters on all of its advertising and merchandise (while in reality no one in a buzzard costume exists)."

Bernie Lucas and Steve Stockman's comments give ample evidence of the knowledge and worth of a full-time Promotion Director (both have full-time assistants as well). The two noted that a successful merchandising campaign alone can easily cover a Promotion Director's salary. At a time when AOR stations are truly competitive to other formats that have used Promotion Directors for years, can we afford not to?

## CONCERTS & CONVERSATIONS

**PRESENTATIONS:** WQFM/Milwaukee presented Wrabit for \$2.93.

**BROADCASTS:** *Orchestral Manoeuvres in the Dark* on WLIR/Long Island.

**CONVERSATIONS:** *Tubes* on KRQR/San Francisco... *Henry Paul, Triumph* on WKQQ/Lexington... *Triumph* on WAAF/Worcester... *Commander Cody* on KRKN/Anchorage... *Karla Bonoff* on WBAB/Long Island... *Jack Green, Johnny & the Distractions* on CITH-FM/Winnipeg... *Full Moon, Jesse Collin Young, Huey Lewis* on KTIM/San Rafael... *Wrabit* on WQFM/Milwaukee.

**Coming Next Week:** In my conversation with the four Superstars consultants a few weeks ago, one of the topics of greatest interest and speculation was the state of the record industry today. In particular, the consultants voiced nearly-universal questions about how acts are signed, and where music is headed. Next week, I'll speak with Epic's Gregg Geller and Geffen's John Kalodner, two respected A&R representatives who explain their jobs and offer some fascinating insights into how and why acts get signed.

## The Music Section

AOR's Most Accurate  
Music Information

Begins on Page 44



# THE PICTURE PAGES

## News Gathering



Chrysalis Records held a reception in San Francisco for hometown band Huey Lewis & the News. Pictured (l-r) are label's Jeff Hackett, VP Stan Layton, Chrysalis's Janis Ross and Louis Newman, Huey Lewis, band's Sean Hopper (leaning in foreground), manager Bob Brown, group's Mario Cippolina, Chrysalis VP Jack Forsythe, group's Johnny Colla, Chrysalis President Sal Licata, and label's Robert Nesbitt; (l-r, front) group's Billy Gipson and Chris Hayes.

## Yetnikoff Honored



CBS Records President Walter Yetnikoff was guest of honor at a New York luncheon presented by the Performing Arts Division of the Anti-Defamation League, and was awarded the 1982 Human Relations Award. Pictured (l-r) are former Vice President Walter Mondale, who spoke at the luncheon; Yetnikoff, and event co-chairman Cy Leslie of CBS Video.

## Lasley's First On EMI America



David Lasley has signed with EMI America Records, with his debut album and single just out. Pictured at the signing are (l-r) EMI/Liberty VP Dick Williams, label's Bob Singer and Frenchy Gauthier, Lasley (foreground), label VP's Joe Petrone and Mark Levinson, label's Gary Gersh, and manager Gary Borman.

## McFerrin Joins Elektra/Musician



Bobby McFerrin has signed with Elektra/Musician Records, with an LP due in summer. Pictured (l-r) are manager/producer Linda Goldstein, Elektra/Musician President Bruce Lundvall, and McFerrin.

## RCA's Hostages Of War



RCA executives, sultably disguised in custom War bandanas, pointed fingers at Wer as the group signed with the label. Pictured menacingly (l-r, rear) are RCA VP Ray Harris, label's Robert Wright, VP's Keith Jackson and Jack Craig, and RCA's Patrick Spencer and Basil Marshall; (cowering l-r, front) co-producer Jerry Goldstein, Wer's Lonnie Jordan and Lee Oskar, and manager Steve Gold.

## MTV Meets Henry Paul



MTV recently taped a Henry Paul Roxy concert in L.A. for April showing. Pictured backstage after the show are (l-r) manager Michael Klenfner, Atlantic's Tom Davies, Paul, actor Christopher Welkan, MTV VP Les Garkind, and ICM VP Tom Ross.

## MCA Sales Winners



At MCA Distributing's recent Houston meetings, the Detroit Branch's Bill Beger and Charlotte's Frank Hart were honored as Salesmen of the Year. Pictured (l-r) with the awards are MCA Distributing President Al Bergamo, Beger, and Hart.

## Men Of The Canyon



Japanese label Canyon Records has contracted with Deln & DeJoy Music to produce an album on Japanese group Parachute, which will be released on Canyon in Japan and controlled by Deln & DeJoy for the rest of the world. Pictured celebrating (l-r, standing) are co-producer Pete Robinson, Bud Deln, and Ed DeJoy; (seated) Canyon VP Harry Kaneko.



# THE PICTURE PAGES

## Successful Journey



Columbia executives gathered with a cluster of gold and platinum awards to celebrate the success of Journey's "Escape" LP. Pictured (l-r, rear) are Columbia VP Ron Oberman, Sr. VP/GM Al Teller, group's manager Herbie Herbert, Columbia VP Mike Dibeck, group's Neal Schon and Jonathan Cain, and Columbia VP's Bob Sherwood and Ray Anderson; (l-r, front) label's Burt Baumgartner, CBS's Jerry Pitti, and Columbia's Jim McKeon, George Chaltas, and Tony Zetland.

## Capitol Locates Missing Persons



Capitol has signed Los Angeles-based rock band Missing Persons. Pictured at the contraction are (l-r, rear) Capitol VP's Bruce Wendell, Rupert Perry and Helmut Fest, manager Steve Brookes, group's Dale Bozzio, manager/producer Ken Scott, group's Terry Bozzio and Warren Cucurullo, label's Mark Berger, and VP Bob Young; (l-r, front) Capitol VP Dennis White, and label's Nikki Randall and Bruce Ravid.

## Crawford Wins British Award



Warner Brothers' Randy Crawford was named Best Female Singer by the British Phonographic Institute, an award equivalent to a Grammy. Pictured celebrating are (l-r) management's Ken Fritz, WB VP's Tom Ruffino and Tommy LiPuma, WB President/Chairman Mo Ostin, Crawford, management's Dennis Turner, and WB VP Bob Krasnow.

## Polygram Distributing Arista In Canada



Arista and Polygram Inc. have signed a Canadian licensing agreement for manufacturing and distribution. Shown at the signing are (l-r, standing) Arista VP/General Counsel Michael Pollack, Polygram Inc. Sr. VP/GM Dieter Radecki, Ariola VP Wim Schipper, and Polydor International President Tim Harold; (l-r, seated) Polygram Sr. VP Wingolf Mielke, Arista Exec. VP/GM Elliot Goldman, Polygram Inc. President Peter Erdmann, and Arista VP Harry Anger.

## Stern

Continued from Page 1

Stern's performance, and whether it may have been motivated by NBC's ownership of two stations in the Washington market.

One point of contention is the status of Stern's contract talks with DC101. Lebar says the talks were to resume in May, but Stern said "negotiations were abruptly stopped," leading him to believe Capitol was unable or unwilling to match an offer from NBC, or didn't want him to stay.

Rumors of Stern's possible departure for WNBC had been circulating for several weeks; however, the speculation was that Stern would move into Don Imus's WNBC morning slot. R&R asked WNBC Program Manager Kevin Metheny about Stern's timeslot in New York. "He will be replacing Michael Sarzynski, who is not currently doing afternoons, but will be displaced by the addition of Howard. Frank Reed, who has been doing afternoons for a while, will be retained, but in another time period. Most likely we will shift everything around a bit except for the morning show.

"I think Howard will make an excellent counterpart to Don's morning show," Metheny continued. "People that tune in Don's show need something to listen to on the way home, and we think Howard is a bright, exciting and viable personality who will maximize our opportunities for growth in the market."

Stern indicated to R&R that he planned to stay with DC101 through the end of his contract, and would do a "spectacular" job in his final months. DC101 PD Don Davis told R&R, "He has a contract with us through July 31, and we expect him to honor that commitment.

"On a personal level I'm very happy for Howard," Davis said. "I hope he has great success in New York. Ultimately, I think his

## Gaskin

Continued from Page 3

Gaskin, a 23-year radio veteran who co-owned and operated WMAX/Grand Rapids for ten years before joining WMJC & WHND, told R&R, "Greater Media is an outstanding corporation. But this was an opportunity to go to a very dynamic and beautiful city and work at an exciting station. Marty and I have known each other for many years; I have great admiration for him. It will be very exciting to assume this kind of responsibility."

Gaskin was replaced at WMJC & WHND by WCZY/Detroit VP/Sales Don Hamlin. Hamlin told R&R, "Although I very much enjoyed the task at WCZY, the opportunity to have two stations to sell with, as well as the opportunity to work for Herb McCord and Greater Media, convinced me to make the move. I look forward to working with Chuck Borchard and the rest of the crew at 'Honey' and 'Magic.'"

move will be a positive thing for DC101. I have very little doubt that the station can sustain the momentum it's picked up with his help over the past year."

Commenting on his new employers at WNBC, Stern told R&R, "These are really classy people who are running a great radio station. Plus they are doing personality radio. It's always been my goal to do personality radio; it's been a dying art form. For me to be able to do unpredictable things and be rewarded for it should give everyone some hope."

Regarding his leaving DC101, Stern said, "I wasn't the only reason for DC101's success. The management is strong. They have a strong commitment to AOR radio and to the personality thing. DC101 has been one of the most positive experiences of my life; it's taught me a lot."

## Anthony

Continued from Page 3

WQIK owner Marshall Rowland told R&R, "I've owned this radio station for 25 years, and I want to keep doing everything I can to dominate this market. I had a strong feeling that Jon's the man who can do the job. I wanted to bring somebody high-powered in." WQIK GM Bill Mize added that PD Lee Shannon "will be a very important part of the operation. We're going to take about a week or ten days after Jon gets here and analyze the situation."

Watts, who had been SMN's "Country Coast To Coast" afternoon personality after leaving KLAQ, told R&R, "I'm elated, to say the least. I'm so excited about being in what I consider the ground floor of satellite technology. I'm grateful that I had the chance to learn it from the perspective of being a jock. I think I can bring some of the things I learned in the control room into the programming end." Watts added that he will switch his airshift to 9-noon, Anthony's old spot, with WIBC/Indianapolis personality Jeff Pigeon coming in to do 4-8pm.

## Minkler

Continued from Page 3

Network President Al Coury commented, "These appointments mark the beginning of Network's field promotion, sales, and marketing force. Jason and Tommy's efforts will be of major importance in the promotion, sales, and marketing coordination between Network, E/A, and WEA... I've had the pleasure of working with both Jason and Tommy for many years. I have great respect for their experience and expertise. I look toward their help in continuing Network's success as it grows."

Minkler was most recently National Promotion Director at RSO, where he spent five years following three years at Warner Brothers. Teague had been VP/Promotion for Kat Family Records, following four years at RSO and four before that with Polygram Distribution.



MARCH 19, 1982

## This Week In Music History

BY DAN FORMENTO OF THE SOURCE

### Glen Campbell Born

**MONDAY, MARCH 22** — Glen Campbell was born March 22, 1936, in a "ragged corner of Southwest Arkansas," as he described it, in a town called Delight. A country boy through and through, Glen quit school in the tenth grade and started playing in small country bands in Wyoming and New Mexico. During the early 60's, Campbell had worked his way up to earning \$75,000 a year as a studio musician, but recognition eluded him until 1967 when he recorded the million-selling hit "Gentle On My Mind," written by John Hartford. Soon he became a familiar face as the host of his own variety show on CBS, a summer replacement for the "Smothers Brothers Show."



**TRIVIA** — Carl Perkins was seriously injured in an auto accident while driving to New York City, 1956.

### Lennon Ordered To Be Deported

**TUESDAY, MARCH 23** — Three weeks after his temporary visa expired, the United States Board of Immigration ruled that former Beatle John Lennon was an "overstay" in America and thereby judged him to be deportable on March 23, 1972. In response, John and Yoko both applied for permanent residency in the U.S. It was granted to Yoko, but denied to John on the basis of a 1968 drug conviction in England where narcotics police found (or planted, as John claimed) a quantity of cannabis resin. After a lengthy and complex legal battle spanning several years, Lennon finally won the right to remain in America.

**TRIVIA** — John Lennon's first book, "In His Own Write," published, 1964.

### Elvis Inducted Into Army

**WEDNESDAY, MARCH 24** — After a two-month deferment to make the movie "King Creole," Elvis Presley reported to the Memphis draft board on March 24, 1958, and was sworn into the United States Army, becoming Private US 5310761. There was speculation about Elvis going into the Army's Special Services branch and spending his two years entertaining the troops. But manager Tom Parker didn't want Presley singing for free and announced that Elvis didn't want any special treatment. It reportedly cost the government \$500,000 a year in lost taxes for Elvis to be in the Army.

### E.J. Birthday

**THURSDAY, MARCH 25** — Elton John was born



Reginald Kenneth Dwight in the town of Pinner, Middlesex, England on March 25, 1947. As a boy of sixteen, Dwight quit school to play piano in a local pub and soon joined Bluesology, a semipro backing band for Long John Baldry. (He took the name "Elton John" by

uniting the first names of Bluesology sax player Elton Dean and group leader Baldry.) He met lyricist Bernie Taupin when both answered the same ad for "new talent" in New Musical Express, and together they created a debut album, "Empty Sky," in 1969.

**TRIVIA** — The Turtles' "Happy Together" topped U.S. charts, 1967.

### Diana Ross Is 38

**FRIDAY, MARCH 26** — Diana Ross was born into a poor family in Detroit on March 26, 1944. She joined with two school friends, Mary Wilson and Florence Ballard, in the very early 60's to form the singing group the Primettes. Motown record boss Berry Gordy saw talent in the young girls, changed their name to the Supremes, and nurtured them through a dozen No. 1 singles throughout the 60's. Ross left the group in 1970 and has since risen to even bigger stardom through her solo recordings and film acting.



## CHR

**Tommy Tutone  
Solo Breaker  
Beatles Movie Medley  
Most Added  
Charlie Daniels Strong  
Out Of Box  
Journey No. 1 Again**

Tommy Tutone's "867-5309/Jenny" is this week's only CHR Breaker, and its has quite a story behind it. Columbia released the single November 6, 1981, and has been working it ever since... now that's called persistence.

Journey has now had the top slot for six weeks, but next week it looks as if they'll be unseated... but by whom? Stevie Wonder is right behind, but Olivia is coming on strong, and so is Joan Jett, capturing many number one slots at the stations giving this rocker airplay. Don't count out the Go-Go's, as they earn their first Top 5'er.

The Beatles' "Movie Medley" scored the Most Added, and Elton John showed impressively in his second week. Charlie Daniels was strong out of the box with the thought-provoking "Still In Saigon." Stones looked strong with "Hang Fire" and Charlene was causing heavy phones where played. **SEE PAGE 55**

## A/C

**Manilow Is  
Two-Week Breaker  
Four Movers  
Closing In Next  
Diamond, Vangelis  
Battle For No. 1**

Maintaining his almost instant appeal with A/C programmers, Barry Manilow blasted his way to Breaker status in just two weeks (debut 24), commanding the Most Added spot for the second straight week.

Four charted songs have now climbed within striking distance of Breaker: Roberta Flack (29-27), Willie Nelson (27-25), Gene Cotton (30-28), and Al Jarreau (debut 30).

The race for the No. 1 crown is between Neil Diamond (5-3) and Vangelis (6-5). Despite the two-point chart difference, the songs are neck-and-neck. The outcome will be decided by next week.

Further development was achieved by Greg Guldry, Charlene, and Gordon Lightfoot, while new records with strong early showings were Elton John, Carpenters, Hall & Oates, Beatles, and T.G. Sheppard.

Ten new stations joined R&R's A/C field this week, and are listed in the A/C Regionalized Adds & Hots.

**SEE PAGE 54**

## AOR

**Geils Maintains Top  
Airplay Spot  
Springfield, Secret  
Police Debut & Break**

It was a week of very steady airplay for AOR's current top three, with J. Geils, Joan Jett, and Sammy Hagar all holding rock-steady. Aldo Nova approached top five status as Huey Lewis & News hit top ten. Gamma and Go-Go's had an up week, along with Jay Ferguson, Dwight Twilley, Bonnie Raitt, Soft Cell, and Nick Lowe.

Springfield's reports converted from the two-cut EP to the album, with a hefty 112 adds plus early conversions to upper rotations, contributing to the album becoming Most Added and an AOR Breaker this week. Also making Breaker status as it debuted with strong reports for all rotations was the "Secret Policeman's Other Ball" LP. Debuting this week as well were Duke Jupiter, Scorpions, and Chubby Checker. **SEE PAGE 44**

## Country

**Conway Chops Down  
Oaks, Merle For No. 1  
Gilley, Statlers Break  
Neck-And-Neck  
Bellamys Debut  
With 57 Adds**

Conway Twitty's "The Clown" came on strong this week to take the top position away from the Oaks after only one week. Anne Murray poses the biggest threat for next week, although the Twitty record is certainly strong enough to hold onto the No. 1 spot with continued upward movement.

Once again Mickey Gilley and the Statler Brothers were neck-and-neck, this week at Nos. 43 and 44 respectively and only one add apart. They were also the only two Breakers as the field slimmed down somewhat.

Far and away the strongest record of the week was the Bellamy Brothers, as it debuted at No. 60 with 57 adds. Look for Tammy Wynette and Leon Everette to be strong contenders in the weeks to come. **SEE PAGE 60**

## Black Radio

**Wonder Stays On Top  
For 7th Week  
War & Taste Of Honey  
Become Breakers  
O'Jays Most Added  
Kool Hot  
With Big Jump**

Stevie Wonder maintained his hold on the No. 1 position for the seventh week, but Smokey and Junior are beginning to loosen Stevie's grip. Xavler broke into the top 10 this week, moving from 12-10.

Two newly-released records were Breakers this week — A Taste Of Honey and War. The O'Jays had the Most Added record and Cameo wasn't far behind. Scoring well in all regions, War debuted at No. 20 on the National Airplay/30.

Five artists debuted on the Black Radio chart — Shalamar, Patrice Rushen, Angela Bofill, A Taste Of Honey, and Ray Parker Jr., and Kool & the Gang took the largest point jump, igniting 26-19. **SEE PAGE 62**



### RCA/Triumph Cooperative Effort



Triumph and their label, RCA, have established a smooth working relationship in which the band applies the threats of bodily mayhem and the company produces results. Pictured in a typical gesture of cooperation are (l-r) Triumph's Gill Moore and Mike Levine, RCA's Bill McGeethy, and manager Joe Owens.

### MCA Skate Team Previews Point Blank



MCA executives donned roller skates and rolled on down the halls in conjunction with the forthcoming Point Blank LP "On A Roll." Pictured (l-r) are MCA "wheels" Exec. VP Sam Passamano, label's Mark Hodes and (partially obscured) Lorine Mandell, MCA Distributing President Al Bergamo, MCA VP's Joan Bullard (and partially obscured) Vince Cosgrave, label's Sandi Lifson, and MCA President Bob Siner. Also apparent is an extra unidentified pair of legs.

### Tom Chapin Joins Spector



Tom Chapin has signed with Spector Records International, with a first single just out and an album forthcoming. Pictured (l-r) are manager Jeb Hart, Chapin, Spector President Bayerd Spector, and manager Bob Hinkle.

### Twilley's Commercial Proposition



EMI America's Dwight Twilley checked out the progress of a radio spot for his "Scuba Divers" LP. Pictured (l-r) are announcer Gene Moss, Twilley, and L.A. Trax's Joe Klein, producer of the spot.

# National Music Formats

## Added This Week

*Drake  
Chenault*

Bob Laurence (213) 883-7400

### XT-40

HALL & OATES "Did It In A Minute" (RCA)

RAY PARKER, JR.

"The Other Woman" (Arista)

ELTON JOHN

"Empty Garden (Hey Hey Johnny)" (Geffen)

CARS "Since You're Gone" (Elektra)

ROLLING STONES

"Hang Fire" (Rolling Stones/Atco)

### Contempo 300

CHARLENE "I've Never Been To Me" (Motown)

JOHN DENVER "Shanghai Breezes" (RCA)

HALL & OATES "Did It In A Minute" (RCA)

### Great American Country

MICKEY GILLEY

"Tears Of The Lonely" (Epic)

BOBBY BARE "New Cut Road" (Columbia)



George Williams (404) 955-9521

### THE STARSTATION

CHARLENE "I've Never Been To Me" (Motown)

AL JARREAU "Teach Me Tonight" (WB)

ROBERTA FLACK "Making Love" (Atlantic)

### Country Coast-To-Coast

PETULA CLARK

"Natural Love" (Scotti Bros./CBS)

T.G. SHEPPARD "Finally" (WB)

TOMPALL & GLASER BROS.

"It'll Be Her" (Elektra)

EDDY RAVEN "A Little Bit Crazy" (Elektra)

STATLER BROS.

"You'll Be Back..." (Mercury/PG)



Chick Watkins (303) 578-0700

### POINTER SISTERS

"Should I Do It" (Planet/Elektra-Asylum)

QUINCY JONES "One Hundred Ways" (A&M)



Bob Stevens (214) 934-2121

### The 3 Format.

#### ROLLING STONES

"Hang Fire" (Rolling Stones/Atco)

DAN FOGELBERG

"Run For The Roses" (Full Moon/Epic)

CHARLENE "I've Never Been To Me" (Motown)

ELTON JOHN

"Empty Garden (Hey Hey Johnny)" (Geffen)

WILLIE NELSON

"Always On My Mind" (Columbia)

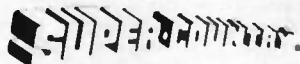
KOOL & THE GANG

"Get Down On It" (De-Lite/PG)

### The A-C Format

CHARLENE "I've Never Been To Me" (Motown)

BILL LABOUNTY "Living It Up" (WB)



TAMMY WYNETTE "Another Chance" (Epic)

JOE STAMPLEY "I'm Goin' Hurtin'" (Epic)

LEON EVERETTE

"Just Give Me What You Think Is Fair" (RCA)

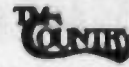
CHARLIE DANIELS BAND

"Still In Saigon" (Epic)

**TM**

Programming

Cal Casey (214) 634-8511



MEL McDANIEL

"Take Me To The Country" (Capitol)



HALL & OATES "Did It In A Minute" (RCA)

TOMMY TUTONE "B87-5309/Jenny" (Columbia)

CHARLENE "I've Never Been To Me" (Motown)

BARRY MANILOW "Let's Hang On" (Arista)

KOOL & THE GANG

"Get Down On It" (De-Lite/PG)

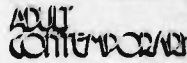


BARBRA STREISAND "Memory" (Columbia)

SISTER SLEDGE "My Guy" (Columbia/Atco)

**BPI**

John Iles (800) 426-9082



WILLIE NELSON

"Always On My Mind" (Columbia)

PAUL DAVIS "85 Love Affair" (Arista)

MIKE POST "Theme From 'Magnum P.I.'" (Elektra)

### Country Living

MEL McDANIEL

"Take Me To The Country" (Capitol)

JOE STAMPLEY "I'm Goin' Hurtin'" (Epic)

LEON EVERETTE

"Just Give Me What You Think Is Fair" (RCA)



Buzz Brindle (212) 944-5399

GENESIS "Abacab" (Atlantic)

GARY MYRICK "Living In A Movie" (Epic)

ROLLING STONES

"Hang Fire" (Rolling Stones/Atco)



Kenny Bosak (901) 320-4433

### Bright Blue

GORDON LIGHTFOOT "Baby Step Back" (WB)

CHARLENE "I've Never Been To Me" (Motown)

JENNIFER WARNES "Come To Me" (Arista)

PATTI AUSTIN w/JAMES INGRAM

"Baby Come To Me" (Qwest/WB)

A TASTE OF HONEY

"I'll Try Something New" (Capitol)

BEATLES "Beatles Movie Medley" (Capitol)

RICK SPRINGFIELD

"Don't Talk To Strangers" (RCA)

CARPENTERS "Beachwood 4-5789" (A&M)

### TANNER Country

MICKEY GILLEY

"Tears Of The Lonely" (Epic)

STATLER BROS.

"You'll Be Back..." (Mercury/PG)

**Concept**

Lee Nye (916) 782-7754

### Adult Rock

CARS "Since You're Gone" (Elektra)

RAY PARKER, JR.

"The Other Woman" (Arista)

KOOL & THE GANG

"Get Down On It" (De-Lite/PG)

VAN HALEN "(Oh) Pretty Woman" (WB)

ROLLING STONES

"Hang Fire" (Rolling Stones/Atco)

# ALL FOR ONE

"After working with Westwood One for a number of years in several cities, I found their programming and servicing to be excellent. We find it very beneficial on WKLS to program all of the Westwood One AOR features available to us."

MAX FLOYD, PROGRAM DIRECTOR  
WKLS, ATLANTA  
SUPERSTARS STATION

"One feature we like about Westwood One programming is that we can use the programming that makes sense for us, unencumbered by obligations that require us to air what we would rather not air."

BOB HATTRIK  
VICE PRESIDENT, PROGRAMMING  
DOUBLEDAY BROADCASTING

"Every week OFF THE RECORD SPECIALS with MARY TURNER come up with consistently fine interviews. They're always big names, nothing marginal. We air OFF THE RECORD, IN CONCERT, THE ROCK YEARS and SPACES AND PLACES."

TOM TEUBER, PROGRAM DIRECTOR  
WMET, CHICAGO  
METROMEDIA BROADCASTING

"The most successful show we've had in recent history here at COZ is DR. DEMENTO. He does very well for us, showing up very strong in Sunday night ratings. We run MARY TURNER long and short interview shows. We also run specials like THE ROCK YEARS."

ANDY BEAUBIEN, PROGRAM DIRECTOR  
WCOZ, BOSTON  
SEBASTIAN, CASEY & ASSOC., CONSULTANTS

"I'm a big believer in great syndicated shows. We're pretty tied in with Westwood One, running IN CONCERT, OFF THE RECORD and ROCK ALBUM COUNTDOWN."

PAT EVANS, PROGRAM DIRECTOR  
KSFX, SAN FRANCISCO  
J. POLLACK COMMUNICATIONS, CONSULTANTS

# WESTWOOD ONE

## THE ONE FOR ALL

Los Angeles 9540 Washington Blvd Culver City CA 90230 • (213) 204-5000

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AMERICA'S NUMBER ONE PRODUCER OF NATIONALLY SPONSORED RADIO PROGRAMS, CONCERTS & SPECIALS



# Radio & Records AOR NATIONAL AIRPLAY/40

## March 19, 1982

173 REPORTERS

Album cuts are listed in order of airplay preference.

2/26	3/6	3/12	3/19	Artist	Album	Artist	Album
1	1	1	1	J. GEILS BAND	Freeze Frame (EMI America)	Title "Rage" "Centerfold"	
2	2	2	2	JOAN JETT & THE BLACKHEARTS	I Love Rock-N-Roll (Boardwalk)	Title "Crimson" "Victim" "Love"	
4	4	3	3	SAMMY HAGAR	Standing Hampton (Geffen)	"Fall" "Way" "Fire" "Baby"	
6	6	5	4	PRISM	Small Change (Capitol)	"Don't" "Turn"	
5	5	6	5	LOVERBOY	Get Lucky (Columbia)	"Over" "Working" "Take" "Lucky"	
13	10	8	6	ALDO NOVA	Aldo Nova (Portrait/CBS)	"Fantasy" "Heart" "Foolin'" "Gun"	
7	7	7	7	VAN HALEN	(Oh) Pretty Woman (WB)	12-Inch 45	
3	3	4	8	POLICE	Ghost In The Machine (A&M)	"Spirits" "Journey" "Sun" "Hungry"	
8	8	9	9	CARS	Shake It Up (Elektra)	"Gone" Title "Cruiser" "Think"	
16	16	12	10	HUEY LEWIS & THE NEWS	Picture This (Chrysalis)	"Workin'" "Believe" "Change" "Tell"	
11	9	10	11	QUARTERFLASH	Quarterflash (Geffen)	"Fool" "Heart" "Right"	
12	13	11	12	BRYAN ADAMS	You Want It - You Got It (A&M)	"Lonely Night"	
15	14	13	13	LE ROUX	Last Safe Place (RCA)	"Addicted" "Boys" Title	
9	11	14	14	GENESIS	Abacab (Atlantic)	"Man" Title "Reply" "Dark"	
26	22	16	15	TOMMY TUTONE	Tommy Tutone-2 (Columbia)	"867-5309/Jenny"	
-	26	18	16	GAMMA	3 (Elektra)	"Right" "Gone" "Girl" "Condition"	
20	18	20	17	GO-GO'S	Beauty & The Beat (IRS/A&M)	"Beat" "Lips" "Town" "Lust"	
-	-	-	18	RICK SPRINGFIELD	Success Hasn't Spoiled Me Yet (RCA)	"Calling" "Don't" "Excited" "Talk"	
-	37	25	19	JAY FERGUSON	White Noise (Capitol)	Title "Inside" "Tonight" "Down"	
14	15	17	20	OZZY OSBOURNE	Diary Of A Madman (Jet/CBS)	"Flying" "Mountain" "R&R" "Tonight"	
25	20	21	21	JOHNNY & THE DISTRACTIONS	Let It Rock (A&M)	"Complicated" "Shoulder" "Desire"	
-	30	26	22	DWIGHT TWILLEY	Scuba Divers (EMI America)	"Somebody" "Back"	
27	24	22	23	THIN LIZZY	Renegade (WB)	"Angel" "Hollywood" "Leave"	
10	12	15	24	AC/DC	For Those About To Rock (Atlantic)	"Get" Title "Finger"	
17	19	23	25	FOREIGNER	4 (Atlantic)	"Hero" "Night" "Break" "Waiting"	
-	34	32	26	BONNIE RAITT	Green Light (WB)	"Me" "Keep" "Willya" Title	
18	17	24	27	JOURNEY	Escape (Columbia)	"Arms" Title "Runnin'" "Stone"	
-	-	-	28	SECRET POLICEMAN'S...	Various Artists (Island/WB)	"Roxanne" "Air" "Message"	
30	28	28	29	UFO	Mechanix (Chrysalis)	"Writer"	
21	23	27	30	WRABIT	Wrabit (MCA)	"Anyway" "Pushin'" "Go"	
37	36	30	31	STEVIE NICKS - (LIVE)	Edge Of Seventeen (Modern/Atco)	12-inch 45	
40	38	32	32	SOFT CELL	Non-Stop Erotic Cabaret (Sire/WB)	"Tainted" "Dwarf" "Bedsitter"	
-	-	-	33	DUKE JUPITER	1 (Coast-Coast/CBS)	"Drink" "Rockin'"	
19	21	29	34	BOB & DOUG MCKENZIE	Great White North (Mercury/PolyGram)	"Take" "Beer"	
23	25	31	35	PETER CETERA	Peter Cetera (Full Moon/WB)	"Livin'"	
24	27	33	36	ROLLING STONES	Tattoo You (Rolling Stones/Atco)	"Fire" "Waiting" "T&A" "Start"	
36	-	40	37	NICK LOWE	Nick The Knife (Columbia)	"Stick" "Kiss" "Burning" "Heart"	
39	39	36	38	GLASS MOON	Growing In The Dark (Radio/Atlantic)	"Carousel" "Simon" "Political"	
-	-	-	39	SCORPIONS	Blackout (Mercury/PolyGram)	"No One" Title "Dynamite"	
-	-	-	40	CHUBBY CHECKER	The Change Has Come (MCA)	"Harder" "Burn"	

New Entry →

## MOST ADDED

Artist	3/19	3/12	3/6	2/26	2/19
1 RICK SPRINGFIELD	141/112	62	0/0	0/0	0/0
2 SCORPIONS	71/70	22	1/1	1/0	1/0
3 DREGS	73/65	0/0	0/0	0/0	0/0
4 SECRET POLICE...	92/51	58/58	2/2	0/0	0/0
5 JIMMY PAGE	51/48	8/8	0/0	0/0	0/0
6 ROGER DALTRY	42/24	27/27	1/1	0/0	0/0
7 DUKE JUPITER	67/22	47/20	32/22	15/11	5/5
8 JAY FERGUSON	106/19	90/38	69/58	0/0	0/0
9 UTOPIA	32/16	22/22	0/0	0/0	0/0
10 GAMMA	117/73	107/22	101/79	0/0	0/0
11 TOMMY TUTONE	111/12	98/9	87/18	66/10	56/12
12 HUMAN LEAGUE	37/11	24/9	19/2	17/8	9/7
13 CHARLIE DANIELS BAND	11/71	0/0	0/0	0/0	0/0
14 KROKUS	11/70	1/1	0/0	0/0	0/0
15 DWIGHT TWILLEY	97/9	88/21	83/38	61/60	5/5
16 BONNIE RAITT	80/9	71/13	70/21	61/80	2/2

The Added reports of charting artists are displayed over a five-week period. They are listed in order of total reports within the specific rotation for the week. Two numbers follow each album title. The first represents total number of our reporting stations playing the album this week. The second is the number of those stations that added it this week. Below these numbers are breakdowns of the album's reports in other rotations for the week. The album's preferred airplay cut is listed.

## MEDIUM

Artist	3/19	3/12	3/6	2/26	2/19
1 GAMMA	117/79	107/71	101/20	0/0	0/0
2 JOHNNY & THE...	92/78	95/79	97/79	88/61	74/40
3 DWIGHT TWILLEY	97/74	88/57	83/39	61/7	5/0
4 LE ROUX	129/73	124/82	126/85	115/80	112/75
5 HUEY LEWIS & NEWS	131/72	127/72	116/78	113/68	86/46
6 JAY FERGUSON	105/71	90/45	69/9	0/0	0/0
7 THIN LIZZY	91/67	91/72	93/71	80/50	64/23
8 UFO	77/62	73/65	73/66	67/47	58/30
9 TOMMY TUTONE	111/67	98/53	87/43	66/36	56/26
10 ALDO NOVA	139/49	129/56	132/73	121/81	120/77
11 PRISM	140/48	141/44	141/53	142/62	139/73
12 BRYAN ADAMS	119/47	121/53	123/61	119/66	109/67
13 WRABIT	63/47	74/55	86/66	88/68	87/73
14 OZZY OSBOURNE	83/44	86/36	89/43	107/46	110/48
15 GLASS MOON	55/44	62/49	56/42	51/23	35/20

The Medium reports of charting artists are displayed over a five-week period. They are listed in order of total reports within the specific rotation for the week. Two numbers follow each album title. The first represents total number of our reporting stations playing the album this week. The second is the number of those stations that reported it in medium rotation this week. Below these numbers are breakdowns of the album's reports in other rotations for the week. The album's preferred airplay cut is listed.

## THE HOTTEST

Artist	3/19	3/12	3/6	2/26	2/19
1 J. GEILS BAND	153/133	150/132	181/144	153/138	141/120
2 JOAN JETT...	150/132	149/131	152/136	147/136	142/122
3 SAMMY HAGAR	151/130	149/124	150/120	146/112	141/96
4 LOVERBOY	137/108	129/108	143/121	142/118	139/113
5 POLICE	131/100	144/118	152/126	148/124	143/122
6 PRISM	140/92	141/96	141/87	142/79	138/61
7 QUARTERFLASH	122/90	123/83	131/86	128/77	124/77
8 ALDO NOVA	139/88	129/72	132/56	121/37	120/27
9 CARS	128/68	126/61	135/58	133/103	136/111
10 BRYAN ADAMS	119/70	121/65	123/60	119/50	109/44
11 GO-GO'S	91/62	90/54	98/54	80/45	74/33
12 HUEY LEWIS & NEWS	131/59	127/48	116/31	113/22	85/7
13 GENESIS	102/68	103/61	120/72	128/81	128/84
14 LE ROUX	129/55	124/42	126/38	115/31	112/21
15 JOURNEY	67/46	63/43	64/53	64/54	67/65

The Hottest reports of charting artists are displayed over a five-week period. They are listed in order of total reports within the specific rotation for the week. Two numbers follow each album title. The first represents total number of our reporting stations playing the album this week. The second is the number of those stations that reported it in hot rotation this week. Below these numbers are breakdowns of the album's reports in other rotations for the week. The album's preferred airplay cut is listed.

# HUEY LEWIS

AND THE NEWS

PICTURE THIS

## THE ALBUM: "PICTURE THIS"

AOR CHART #10 15TH TO 12TH HOTTEST!



## THE SINGLE: "DO YOU BELIEVE IN LOVE"

CHR CHART # 8  
TOP 5 IN THE GAVIN REPORT!

### HEAR THE NEWS ON THEIR HEADLINING TOUR!

4/3	Los Angeles	4/26	St. Louis
4/5	San Diego	4/27	Madison
4/7	Tucson	4/29	Minneapolis
4/8	Phoenix	4/30	Milwaukee
4/9	El Paso	5/1	Chicago
4/10	Albuquerque	5/2	Youngstown
4/13	Dallas	5/3	Cleveland
4/14	Houston	5/5	Louisville
4/15	Austin	5/6	Indianapolis
4/16	Corpus Christi	5/7	Grand Rapids
4/17	San Antonio	5/8	Detroit
4/19	New Orleans	5/14	Pittsburgh
4/20	Birmingham	5/19	Philadelphia
4/21	Memphis	5/20	Washington, D.C.
4/23	Oklahoma City	5/21	New York City
4/24	Tulsa	5/22	Boston
4/25	Lawrence	5/24	Richmond
		5/25	Norfolk



**Chrysalis**  
Records and Tapes

The single CHS 2589 The album CHR 1340  
Produced by Huey Lewis and the News

MANAGEMENT: BOB BROWN



# AOR BREAKERS

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



**RICK SPRINGFIELD**  
SUCCESS HASN'T SPOILED ME YET

**RICK SPRINGFIELD**  
Success Hasn't Spoiled Me Yet (RCA)  
"Calling" "Don't" "Excited" "Talk." 82% of our reporters on it. Total album reports: 141. A-112, M-20, H-9. Album debuted this week at number 18.



**THE SECRET POLICEMAN'S OTHER BALL**  
THE MUSIC

**SECRET POLICEMAN'S OTHER BALL**  
Various Artists (WB)  
"Roxanne" "Air" "Message" "Crossroads." 53% of our reporters on it. Total album reports: 92. A-51, M-26, H-15. Album debuted this week at number 28.

# Significant Action

- DREGS** Industry Standard (Arista)  
"Crank" "Bloodsucking" Total: 73. A-85, M-8, H-0
- JIMMY PAGE** Death Wish II (Swan Song/Atco)  
"Jam" "Sirens" Total: 61. A-48, M-2, H-1
- ANGEL CITY** Night Attack (Epic)  
"Fashion" "Living" Total: 48. A-5, M-35, H-6
- ROGER DALTRY** Best Bits (MCA)  
"Martyrs" "Free" Total: 42. A-24, M-15, H-3
- ROD STEWART** Tonight I'm Yours (WB)  
"Tora" Title Total: 41. A-0, M-23, H-18
- DONNIE IRIS** King Cool (MCA)  
"Love" "Girl" Total: 40. A-2, M-23, H-15
- TRIUMPH** Allied Forces (RCA)  
"Goodbye" "Fight" Total: 38. A-1, M-28, H-9
- SIMON & GARFUNKEL** Concert in Central Park (Col.)  
"Mrs. Robinson" Total: 38. A-8, M-21, H-11
- HUMAN LEAGUE** Dare (A&M)  
"Don't" "Seconds" Total: 37. A-11, M-17, H-9
- PAUL COLLINS' BEAT** The Kids Are The Same (Col.)  
"Highway" "Crying" Total: 35. A-4, M-25, H-6

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

# JAZZ N AOR

- Last This Week
- 1 AL DI MEOLA** Electric Rendezvous (Columbia)  
"Cruisin'" "God"
  - 2 FULL MOON** N. Larsen/B. Feiten (WB)  
"Eyes" "Sierra"
  - 3 LARRY CARLTON** Sleepwalk (WB)  
Title
  - 4 JEAN-LUC PONTY** Mystical Adventures (Atl.)  
"Rhythms" "As" "Truth"
  - 5 MICHAEL FRANKS** Objects Of Desire (WB)  
"Ladies' Nite" "Filtration"
  - 6 JEFF LORBER** It's A Fact (Arista)  
"Tierra" "Springs" Title "Always"
  - 7 WEATHER REPORT** Weather... (ARC/Col.)  
"Dara" "Volcano"
  - 8 LEE RITENOUR** Rio (Musician/Elektra)  
"Happens" "Funk"
  - 9 DAN SIEGEL** Dan Siegel (Elektra)  
"Soaring"
  - 10 ERIC GALE** Blue Horizon (Musician/Elektra)  
Various Cuts

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

# REGIONAL AOR ACTIVITY

## EAST

- MOST ADDED**
- Rick Springfield (34/30)
  - Dregs (17/17)
  - Jimmy Page (19/18)
  - Scorpions (14/14)
  - Secret Police... (22/10)

- MEDIUM**
- Huey Lewis (33/23)
  - Gamma (28/17)
  - Le Roux (27/18)
  - Jay Ferguson (24/16)
  - Johnny & The... (20/18)
  - UFO (17/18)

- THE HOTTEST**
- J. Geils Band (34/32)
  - Joan Jett (34/31)
  - Sammy Hagar (33/28)
  - Loverboy (32/28)
  - Police (32/25)

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

**WBCN/Boston**  
(617) 266-1111  
PO: GEORGE...  
PO: MARK MILLER

**WKUR/Bridgport**  
(203) 578-8995  
PO: BOB...  
PO: RALPH...

**WQOR/Buffalo**  
(716) 841-4555  
PO: PAUL...  
PO: JIM...

**WQOL/Boston**  
(617) 287-8090  
PO: BOB...  
PO: TED...

**WQXX/Albany**  
(518) 786-8000  
PO: TED...  
PO: RALPH...

**WQXX/Albany**  
(518) 786-8000  
PO: TED...  
PO: RALPH...

**WQXX/Albany**  
(518) 786-8000  
PO: TED...  
PO: RALPH...

**WQXX/Albany**  
(518) 786-8000  
PO: TED...  
PO: RALPH...

**WBLM/Lewiston-Portland**  
(207) 783-2065  
PO: BOB...  
PO: JIM...

**WBLM/Lewiston-Portland**  
(207) 783-2065  
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PO: JIM...

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PO: BOB...  
PO: JIM...

**WBLM/Lewiston-Portland**  
(207) 783-2065  
PO: BOB...  
PO: JIM...

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PO: BOB...  
PO: JIM...

**WBLM/Lewiston-Portland**  
(207) 783-2065  
PO: BOB...  
PO: JIM...

**WQXX/Albany**  
(518) 786-8000  
PO: TED...  
PO: RALPH...

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PO: RALPH...

















# BREAKERS

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

### MICKEY GILLEY

**Tears Of The Lonely (Epic)**

On 69% of reporting stations. National Summary: Up 17, Same 29, Down 0, Debuts 22, Adds 24. A Most Added Record. R&R Chart: 49-43.

### STATLER BROTHERS

**You'll Be Back (Every Night In My Dreams) (Mercury/PolyGram)**

On 69% of reporting stations. National Summary: Up 16, Same 19, Down 0, Debuts 32, Adds 25. A Most Added Record. R&R Chart: 50-44.

### MOST ADDED

**BELLAMY BROTHERS**  
For All The Wrong... (Elektra/Curb)  
**LEON EVERETTE**  
Just Give Me What You... (RCA)  
**TAMMY WYNETTE**  
Another Chance (Epic)

### HOTTEST

**OAK RIDGE BOYS**  
Bobbie Sue (MCA)  
**CONWAY TWITTY**  
The Clown (Elektra)  
**ALABAMA**  
Mountain Music (RCA)

## NEW & ACTIVE

Recent releases with airplay reported by at least 20 of our reporting stations are listed in order of their activity. The two numbers immediately following each song title indicate how many of our reporters are on the record this week and of those, how many added it this week. The rotational breakdowns which follow indicate how many stations have the song in the respective rotation and of those, how many added it into that particular rotation this week.  indicates one of this week's Most Added new songs.

**KIERAN KANE "I Feel It With You" (Elektra) 76/13**  
National Summary: Up 20, Same 28, Down 0, Debuts 15, Adds 13, WOKK, WHOO, WIRK-FM, WUBE-FM, WCXI, KWMT, WFMS-FM, WTSO, KUUY, KYGO-FM, KMAK, KSON-AM-FM, KBBQ, WWVA 39-28, WCMS-FM 32-27. R&R Chart: Debut 48.

**LOUISE MANDRELL "Around My Heart" (RCA) 75/10**  
National Summary: Up 37, Same 20, Down 0, Debuts 8, Adds 10, WCOS-AM-FM, WAMZ-FM, WOKK, KYXX, WIRK-FM, WCXI, WKMF, WIRE, KLAC, KBBQ, WGNA-FM 38-30, WYII 36-31, WSIX-FM 20-14, KFJH 38-33, KRWQ-FM 20-14. R&R Chart: Debut 49.

**BELLAMY BROTHERS "For All The Wrong Reasons" (Elektra/Curb) 65/57**  
National Summary: Up 0, Same 7, Down 0, Debuts 1, Adds 57 including WCAW, WADR, WMPS, WLWI-FM, WCMS-FM, WIRK-FM, WMAQ, WSAI-AM-FM, WFMS-FM, KEBC-FM, KFJH, KNIX-FM, KSOP-FM, KCBQ-AM, KMPS-AM-FM. R&R Chart: Debut 50.

**CALAMITY JANE "I've Just Seen A Face" (Columbia) 65/9**  
National Summary: Up 19, Same 28, Down 0, Debuts 9, Adds 9, WFNC, WHOO, WTQR-FM, KWMT, KTKP-FM, KKAL, KCCY-FM, KEEN, KBBQ, WVAM 39-35, WQIK-FM 47-43, WHK 27-24, WBOS 15-12, KFDI-AM-FM 48-39, KRAK 48-43.

**RODNEY CROWELL "Victim Or A Fool" (WB) 65/5**  
National Summary: Up 35, Same 20, Down 0, Debuts 8, Adds 5, WHOO, WMAQ, WCXI, KWMT, KBBQ, WAMZ-FM 16-14, WWOD 15-14, WSIX-FM 14-8, WSM 25-20, WQYK-FM 12-11, WCMS-FM 20-17, WKKQ-AM-FM 35-25, KVOO 37-29, KFDI-AM-FM 49-34, KEEN 38-30.

**JACKY WARD "Travelin' Man" (Asylum) 59/20**  
National Summary: Up 4, Same 26, Down 0, Debuts 9, Adds 20 including WADR, WWVA, WSOC-FM, WSM, WQYK-FM, WCMS-FM, WTQR-FM, WMAQ, WKMF, WDAF, KFDI-AM-FM, KKAL, KRWQ-FM, KCCY-FM, KEEN.

**LA COSTA TUCKER "Love Take It Easy On Me" (Elektra) 57/7**  
National Summary: Up 18, Same 25, Down 0, Debuts 7, Adds 7, WPOR-AM-FM, WWOD, WOKK, KWMT, KWJJ, KEEN, KBBQ, WGNA-FM 44-40, WIXL-FM 11-5, KXYL 46-42, KSO 32-26, WKKQ-AM-FM 39-29, KUZZ 38-34, KNIX-FM 31-27, KRAK 42-36.

**MEL McDANIEL "Take Me To The Country" (Capitol) 56/17**  
National Summary: Up 2, Same 24, Down 0, Debuts 13, Adds 17, WPOR-AM-FM, WYKR, WCOS-AM-FM, WGVN, WQIK-FM, WOKK, WKSJ-FM, KYXX, KWKH, KWMT, WGEE, KRST-FM, KGEM, KMAK, KWJJ, KCBQ-AM, KEEN.

**TAMMY WYNETTE "Another Chance" (Epic) 47/36**  
National Summary: Up 0, Same 4, Down 0, Debuts 7, Adds 36 including WSEN-AM-FM, WPOR-AM-FM, WMC-AM, KRMD-AM-FM, WIRK-FM, WSAI-AM-FM, KSO, KEBC-FM, KTTS-AM-FM, KFDI-AM-FM, KWJJ, KRAK, KSOP-FM, KEEN, KMPS-AM-FM.

**CINDY HURT "Don't Come Knockin'" (Churchill) 47/10**  
National Summary: Up 14, Same 16, Down 3, Debuts 5, Adds 10, WEEP, KXYL, WAMZ-FM, WJEZ-FM, WHK, KWMT, WDGY, KGEM, KIGO, KBBQ, KHEY 24-21, KSO 20-19, KFDI-AM-FM 33-29, KRWQ-FM 34-29, KRAK 45-40.

**LEON EVERETTE "Just Give Me What You Think Is Fair" (RCA) 45/43**  
National Summary: Up 0, Same 0, Down 0, Debuts 2, Adds 43 including WGNA-FM, WADR, WESC-AM-FM, KKYX, WCMS-FM, WIRK-FM, KSO, KFGO, WFMS-FM, KEBC-FM, KEED, KWJJ, KSOP-FM, KCKC, KEEN.

**BOBBY GOLDSBORO "Lucy & The Stranger" (WB/Curb) 44/3**  
National Summary: Up 22, Same 12, Down 1, Debuts 6, Adds 3, WPOR-AM-FM, WHOO, WIRE, WSEN-AM-FM 34-31, WIXL-FM 7-6, KHEY 41-36, WWOD 36-31, WKSJ-FM 29-26, KKYX 30-25, WKKQ-AM-FM 33-24, KTTS-AM-FM 34-31, KFJH 42-37, KUUY 26-20, KLAC 47-42.

**BOBBY SMITH "And Then Some" (Liberty) 43/12**  
National Summary: Up 14, Same 16, Down 0, Debuts 1, Adds 12, WSEN-AM-FM, WPOR-AM-FM, KIXZ, KLVI, WCOS-AM-FM, WAMZ-FM, WWOD, WOKK, WMNI, WTHI-FM, KIGO, KBBQ, WSIX-FM 15-10, KFJH 32-29, KUZZ 34-29.

**JOE SUN "Holed Up In Some Honky Tonk" (Elektra) 42/14**  
National Summary: Up 8, Same 18, Down 0, Debuts 2, Adds 14, WCAW, WOKQ, WILQ, WSOC-FM, KHEY, WNOE-AM, KWKH, WHBF, WTHI-FM, KFDI-AM-FM, KMAK, KRWQ-FM, KVEG, KIGO, WAMZ-FM 38-35.

**FRED KNOBLOCK "I Had It All" (Scotti Bros./CBS) 42/13**  
National Summary: Up 6, Same 19, Down 0, Debuts 4, Adds 13, KIX106, WILQ, WDAK, KHEY, WFNC, WGVN, WHOO, KUZZ, KVOC, KMAK, KRWQ-FM, KRAK, KIGO, KXYL 48-38, KCKC 34-29.

**JOE STAMPLEY "I'm Goin' Hurtin'" (Epic) 41/16**  
National Summary: Up 3, Same 13, Down 0, Debuts 9, Adds 16, KIX106, KHEY, WQIK-FM, WLWI-FM, WNOE-AM, KYXX, KWKH, KFGO, WKMF, KECK, WXCL, KTKP-FM, KVOO, KGEM, KWJJ, KCKC.

## SIGNIFICANT ACTION

**TERRY GREGORY "I Never Knew The Devil's Eyes..." (Handshake/CBS) 39/6**  
National Summary: Up 10, Same 15, Down 0, Debuts 8, Adds 6, WVAM, KWKH, KKAL, KGEM, KRWQ-FM, KWJJ, KIX106 43-38, WCMS-FM 43-39, WFMS-FM d-31, KMPS-AM-FM 18-15.

**BOXCAR WILLIE "Bad News" (Main Street) 36/13**  
National Summary: Up 8, Same 13, Down 1, Debuts 3, Adds 13, WOKQ, WWVA, KHEY, WSAI-AM-FM, KSO, WHBF, KTTS-AM-FM, KUUY, KMAK, KRAK, KSOP-FM, KCKC, KBBQ.

**BERTIE HIGGINS "Key Largo" (Kat Family/CBS) 36/5**  
National Summary: Up 19, Same 7, Down 0, Debuts 5, Adds 5, WILQ, KBMR, WBOS, KGEM, KSOP-FM, WEEP 17-14, KXYL 4-3, WIRK-FM 17-7, WWWV-FM 24-17, KCKC 30-21.

**REX ALLEN JR. "Last Of The Silver Screen Cowboys" (WB) 34/28**  
National Summary: Up 0, Same 3, Down 0, Debuts 2, Adds 28 including WWVA, WESC-AM-FM, KRMD-AM-FM, WIRK-FM, WSAI-AM-FM, KSO, KEBC-FM, KFJH, KSOP-FM, KMPS-AM-FM.

## Radio & Records

# NATIONAL AIRPLAY/50

March 19, 1982

Three Weeks	Two Weeks	Last Week		
10	6	3	1	CONWAY TWITTY/The Clown (Elektra)
3	2	1	2	OAK RIDGE BOYS/Bobbie Sue (MCA)
9	5	4	3	ANNE MURRAY/Another Sleepless Night (Capitol)
4	4	2	4	MERLE HAGGARD/Big City (Epic)
12	9	6	5	KENNY ROGERS/Through The Years (Liberty)
11	10	7	6	EMMYLOU HARRIS/Tennessee Rose (WB)
16	15	10	7	GEORGE JONES/Same Ole Me (Epic)
13	12	8	8	JOHNNY LEE/Be There For Me Baby (Full Moon/Asylum)
18	16	12	9	HANK WILLIAMS JR./A Country Boy Can... (Elektra/Curb)
17	13	11	10	LORETTA LYNN/I Lie (MCA)
21	17	16	11	RICKY SKAGGS/Crying My Heart Out (Epic)
6	7	9	12	RAZZY BAILEY/She Left Love All Over Me (RCA)
24	19	17	13	GEORGE STRAIT/If You're Thinking You Want... (MCA)
25	22	18	14	D. FRIZZELL & S. WEST/Another Honky-Tonk (WB/Viva)
15	14	14	15	SYLVIA/Sweet Yesterday (RCA)
31	25	20	16	CRYSTAL GAYLE/You Never Gave Up On Me (Columbia)
28	23	19	17	LARRY GATLIN/In Like With Each Other (Columbia)
1	1	5	18	CHARLEY PRIDE/Mountain Of Love (RCA)
33	28	22	19	GAIL DAVIES/'Round The Clock Lovin' (WB)
7	8	13	20	CHARLY McCLAIN/The Very Best Is You (Epic)
47	40	27	21	ALABAMA/Mountain Music (RCA)
42	33	24	22	JOHN CONLEE/Busted (MCA)
35	30	23	23	EARL THOMAS CONLEY/After The Love Slips Away (RCA)
44	34	26	24	DOLLY PARTON/Single Women (RCA)
38	27	25	25	BOBBY BARE/New Cut Road (Columbia)
2	3	15	26	ROSANNE CASH/Blue Moon With Heartache (Columbia)
40	36	30	27	TOMPALL & GLASER BROTHERS/It'll Be Her (Elektra)
46	41	32	28	DOTTIE WEST/You're Not Easy To Forget (Liberty)
-	48	37	29	WILLIE NELSON/Always On My Mind (Columbia)
5	11	21	30	JANIE FRICKE/Do Me With Love (Columbia)
45	42	34	31	EDDY RAVEN/A Little Bit Crazy (Elektra)
50	43	36	32	PETULA CLARK/Natural Love (Scotti Bros./CBS)
-	44	40	33	GARY MORRIS/Don't Look Back (WB)
-	47	43	34	GENE WATSON/Speak Softly (You're Talking...) (MCA)
-	-	44	35	WAYLON & WILLIE/Just To Satisfy You (RCA)
-	50	46	36	MOE BANDY/Someday Soon (Columbia)
-	49	45	37	STEVE WARINER/Kansas City Lights (RCA)
8	18	28	38	ED BRUCE/You're The Best Break... (MCA)
-	-	47	39	MEL TILLIS/It's A Long Way To Daytona (Elektra)
14	21	31	40	KENDALLS/If You're Waiting On Me (Mercury/PolyGram)
39	35	35	41	VERN GOSDIN/Don't Ever Leave Me Again (AMI)
19	20	29	42	TERRI GIBBS/Mis'ry River (MCA)
-	-	49	43	MICKEY GILLEY/Tears Of The Lonely (Epic)
-	-	50	44	STATLER BROTHERS/You'll Be Back... (Mercury/PolyGram)
23	24	33	45	CON HUNLEY/No Relief In Sight (WB)
20	26	38	46	T.G. SHEPPARD/Only One You (WB/Curb)
30	29	39	47	JACK GRAYSON/When A Man Loves A Woman (Koala)
-	-	48	48	KIERAN KANE/I Feel It With You (Elektra)
-	-	49	49	LOUISE MANDRELL/Around My Heart (RCA)
-	-	50	50	BELLAMY BROTHERS/For All The Wrong... (Elektra/Curb)

New Entry



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

**KEITH STEGALL "In Love With Loving You" (EMI America) 33/7**  
National Summary: Up 6, Same 16, Down 0, Debuts 4, Adds 7, KHEY, WESC-AM-FM, WWOD, KFDI-AM-FM, KKAL, KUUY, KCCY-FM, WSIX-FM 23-17, WKKQ-AM-FM 43-37, KUZZ 39-33.

**MICHAEL MURPHEY "The Two-Step Is Easy" (Liberty) 30/13**  
National Summary: Up 3, Same 10, Down 0, Debuts 4, Adds 13, KRRV, KLVI, WWOD, WNOE-AM, WQYK-FM, KEBC-FM, KTTS-AM-FM, KRST-FM, KKAL, KBMY, KEED, KRYS, KMPS-AM-FM.

**LEE GREENWOOD "Ring On Her Finger..." (MCA) 29/27**  
National Summary: Up 0, Same 1, Down 0, Debuts 1, Adds 27 including KIX106, WWVA, WSIX-FM, WCMS-FM, WIRK-FM, WSAI-AM-FM, WFMS-FM, WIRE, KEBC-FM, KSOP-FM.

**KAREN TAYLOR "Diamond In The Rough" (Mesa) 28/7**  
National Summary: Up 4, Same 12, Down 0, Debuts 5, Adds 7, WWOD, KWKH, WQYK-FM, KWMT, KEED, KIGO, KBBQ, KSO 36-34, WXCL 44-41, KRWQ-FM 39-31.

**TENNESSEE EXPRESS "The Arms Of A Stranger" (RCA) 23/8**  
National Summary: Up 1, Same 12, Down 0, Debuts 2, Adds 8, WXCL, KVOO, KFDI-AM-FM, KCCY-FM, KRAK, KSOP-FM, KCBQ-AM, KBBQ, KXYL 50-48, WSM d-40.

**ELVIS PRESLEY "There Goes My Everything" (RCA) 22/1**  
National Summary: Up 7, Same 12, Down 1, Debuts 1, Adds 1, KIGO, WCAW 49-45, WHN on, WXBQ-FM 33-29, KIKK-FM on, WHOO 25-23, WIRK-FM 33-28, WHBF 46-43, KFJH on, KEEN 35-27.

**TANYA TUCKER "Somebody Buy This Cowgirl A Beer" (MCA) 22/0**  
National Summary: Up 6, Same 11, Down 0, Debuts 5, Adds 0, WIXL-FM 37-27, KIKK-FM on, WIRK-FM d-34, KFGO on, WFMS-FM 34-28, KEBC-FM 34-29, KTTS-AM-FM 47-41, KMAK on, KCCY-FM on, KSOP-FM 45-37.

**MARIE OSMOND "I've Got A Bad Case Of You" (Elektra/Curb) 20/9**  
National Summary: Up 4, Same 7, Down 0, Debuts 0, Adds 9, WCAW, WHN, KLRA, WLWI-FM, KKYX, KEBC-FM, KFDI-AM-FM, KVOO, KBBQ, WSIX-FM 21-19.

**CEDAR CREEK "Took It Like A Man..." (Moonshine) 20/3**  
National Summary: Up 7, Same 8, Down 0, Debuts 2, Adds 3, WFNC, WWOD, KSON-AM-FM, WWVA d 36, WSOC-FM 31-28, WTSO 38-36, WHBF 40-35, KVOO 32-25, KRWQ-FM 40-32, KWJJ 50-41.

**KENNY DALE "Moanin' The Blues" (Funderburg) 19/4**  
National Summary: Up 9, Same 4, Down 0, Debuts 2, Adds 4, WESC-AM-FM, KWKH, KWMT, KRAK, WGNA-FM 35-33, KHEY 40-37, KIKK-FM 39-37, KKYX 31-26, KUZZ 38-31.

**ROVERS "Pain In My Past" (Epic/Cleveland International) 19/3**  
National Summary: Up 9, Same 6, Down 0, Debuts 1, Adds 3, WNOE-AM, WHK, KECK, WSEN-AM-FM 45-39, WIXL-FM 28-20, WWVA 34-29, WWOD 37-32, KRMD-AM-FM 46-40, WHBF 45-37, KSOP-FM 49-43.

**RAY PRICE "Forty And Fadin'" (Dimension) 17/17**  
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 17 including WYII, WSIX-FM, KKYX, WIRK-FM, WSAI-AM-FM, WXCL, KLAC, KNIX-FM, KCKC, KMPS-AM-FM.

**STELLA PARTON "I'll Miss You" (Townhouse) 17/5**  
National Summary: Up 3, Same 7, Down 1, Debuts 1, Adds 5, KHEY, WWOD, KWMT, WHBF, KIGO, WWVA on, KWKH on, KVOO on, KGEM 31-24, KUUY 41-38.

**RONNIE ROGERS "My Love Belongs To You" (Lifesong) 16/5**  
National Summary: Up 3, Same 6, Down 0, Debuts 2, Adds 5, WSM, WNOE-AM, WHBF, KFDI-AM-FM, KRAK, WGNA-FM 37-34, WSIX-FM 22-18, KKYX 49-42, KFGO on, KMPS-AM-FM on.

**RITA REMINGTON "The Flame" (Plantation) 13/3**  
National Summary: Up 1, Same 7, Down 0, Debuts 2, Adds 3, WWVA, KLRA, KUUY, KYXX on, KBMR on, KVOO on, KFDI-AM-FM on, KKAL on, KIGO on.



# Regional Adds & Hots

MOST ADDED	EAST	HOTTEST	MOST ADDED	MIDWEST	HOTTEST	MOST ADDED	SOUTH	HOTTEST	MOST ADDED	WEST	HOTTEST
	Bellamy Bros. (Elektra/Curb) Oak Ridge Boys (MCA)			Bellamy Bros. (Elektra/Curb) Oak Ridge Boys (MCA)			Bellamy Bros. (Elektra/Curb) Conway Twitty (Elektra) Leon Everette (RCA)			Bellamy Bros. (Elektra/Curb) Oak Ridge Boys (MCA) Merle Haggard (Epic)	

EAST		MIDWEST		SOUTH																									
<b>WONA-FM</b> Abany, NY	RAY PRILE DAVID ALLAN LUE LEON EVERETTE MICKIE GILLEY RICKY SCAGGS TUMPALE & GLASER B ALABAMA WATLUN & WILLIE EARL THOMAS LUNLEY EDDY RAVEN	<b>WYKO</b> Parkersburg, WV	ALABAMA DAVID ALLAN LUE LEON EVERETTE MICKIE GILLEY RICKY SCAGGS TUMPALE & GLASER B ALABAMA WATLUN & WILLIE EARL THOMAS LUNLEY EDDY RAVEN	<b>WVNO-FM</b> Washington, DC	GEORGE STRAIT RAY PRILE WATLUN & WILLIE LEON EVERETTE MICKIE GILLEY RICKY SCAGGS TUMPALE & GLASER B ALABAMA WATLUN & WILLIE EARL THOMAS LUNLEY EDDY RAVEN	<b>WVLR</b> Abcon, OH	RAY PRILE DAVID ALLAN LUE LEON EVERETTE MICKIE GILLEY RICKY SCAGGS TUMPALE & GLASER B ALABAMA WATLUN & WILLIE EARL THOMAS LUNLEY EDDY RAVEN	<b>WVSA-AM &amp; FM</b> Cincinnati, OH	REX ALLEN JR. BELLAMY BROTHERS LEE GREENWOOD RICKY SCAGGS TUMPALE & GLASER B ALABAMA WATLUN & WILLIE EARL THOMAS LUNLEY EDDY RAVEN	<b>WVWF-FM</b> Detroit, MI	DUBBY BARE GAIL DAVIES TUMPALE & GLASER B ALABAMA WATLUN & WILLIE EARL THOMAS LUNLEY EDDY RAVEN	<b>KWMT</b> Fort Dodge, IA	LINDY HURT PETRA CLARK RICKY SCAGGS MICKIE GILLEY CALAMITY JANE LEON EVERETTE RICKY SCAGGS TUMPALE & GLASER B ALABAMA WATLUN & WILLIE EARL THOMAS LUNLEY EDDY RAVEN	<b>WVFB-FM</b> Indianapolis, IN	BELLAMY BROTHERS WATLUN & WILLIE LEON EVERETTE MICKIE GILLEY RICKY SCAGGS TUMPALE & GLASER B ALABAMA WATLUN & WILLIE EARL THOMAS LUNLEY EDDY RAVEN	<b>WTSO</b> Madison, WI	MICKIE GILLEY BELLAMY BROTHERS LEON EVERETTE MICKIE GILLEY RICKY SCAGGS TUMPALE & GLASER B ALABAMA WATLUN & WILLIE EARL THOMAS LUNLEY EDDY RAVEN	<b>KOMA</b> Oklahoma City, OK	DULLY PARTON STEVE WARINER GENE WATSON MICKIE GILLEY RICKY SCAGGS TUMPALE & GLASER B ALABAMA WATLUN & WILLIE EARL THOMAS LUNLEY EDDY RAVEN	<b>KRVV</b> Alexandria, LA	LEE GREENWOOD RAY PRILE MICKIE GILLEY RICKY SCAGGS TUMPALE & GLASER B ALABAMA WATLUN & WILLIE EARL THOMAS LUNLEY EDDY RAVEN	<b>KLVJ</b> Beaumont, TX	STEVE WARINER BOBBY SMITH MICKIE GILLEY RICKY SCAGGS TUMPALE & GLASER B ALABAMA WATLUN & WILLIE EARL THOMAS LUNLEY EDDY RAVEN	<b>WBAP</b> FL Worth, TX	WILLIE NELSON LEON EVERETTE MICKIE GILLEY RICKY SCAGGS TUMPALE & GLASER B ALABAMA WATLUN & WILLIE EARL THOMAS LUNLEY EDDY RAVEN	<b>WMPB</b> Memphis, TN	BELLAMY BROTHERS WATLUN & WILLIE LEON EVERETTE MICKIE GILLEY RICKY SCAGGS TUMPALE & GLASER B ALABAMA WATLUN & WILLIE EARL THOMAS LUNLEY EDDY RAVEN	<b>WRNL</b> Richmond, VA	BOBBY SMITH LEON EVERETTE MICKIE GILLEY RICKY SCAGGS TUMPALE & GLASER B ALABAMA WATLUN & WILLIE EARL THOMAS LUNLEY EDDY RAVEN

### 134 Current Reports

WEST		MIDWEST		SOUTH																							
<b>WVNO-FM</b> Abany, NY	RAY PRILE DAVID ALLAN LUE LEON EVERETTE MICKIE GILLEY RICKY SCAGGS TUMPALE & GLASER B ALABAMA WATLUN & WILLIE EARL THOMAS LUNLEY EDDY RAVEN	<b>WVNO-FM</b> Washington, DC	GEORGE STRAIT RAY PRILE WATLUN & WILLIE LEON EVERETTE MICKIE GILLEY RICKY SCAGGS TUMPALE & GLASER B ALABAMA WATLUN & WILLIE EARL THOMAS LUNLEY EDDY RAVEN	<b>WVLR</b> Abcon, OH	RAY PRILE DAVID ALLAN LUE LEON EVERETTE MICKIE GILLEY RICKY SCAGGS TUMPALE & GLASER B ALABAMA WATLUN & WILLIE EARL THOMAS LUNLEY EDDY RAVEN	<b>WVSA-AM &amp; FM</b> Cincinnati, OH	REX ALLEN JR. BELLAMY BROTHERS LEE GREENWOOD RICKY SCAGGS TUMPALE & GLASER B ALABAMA WATLUN & WILLIE EARL THOMAS LUNLEY EDDY RAVEN	<b>WVWF-FM</b> Detroit, MI	DUBBY BARE GAIL DAVIES TUMPALE & GLASER B ALABAMA WATLUN & WILLIE EARL THOMAS LUNLEY EDDY RAVEN	<b>KWMT</b> Fort Dodge, IA	LINDY HURT PETRA CLARK RICKY SCAGGS MICKIE GILLEY CALAMITY JANE LEON EVERETTE RICKY SCAGGS TUMPALE & GLASER B ALABAMA WATLUN & WILLIE EARL THOMAS LUNLEY EDDY RAVEN	<b>WVFB-FM</b> Indianapolis, IN	BELLAMY BROTHERS WATLUN & WILLIE LEON EVERETTE MICKIE GILLEY RICKY SCAGGS TUMPALE & GLASER B ALABAMA WATLUN & WILLIE EARL THOMAS LUNLEY EDDY RAVEN	<b>WTSO</b> Madison, WI	MICKIE GILLEY BELLAMY BROTHERS LEON EVERETTE MICKIE GILLEY RICKY SCAGGS TUMPALE & GLASER B ALABAMA WATLUN & WILLIE EARL THOMAS LUNLEY EDDY RAVEN	<b>KOMA</b> Oklahoma City, OK	DULLY PARTON STEVE WARINER GENE WATSON MICKIE GILLEY RICKY SCAGGS TUMPALE & GLASER B ALABAMA WATLUN & WILLIE EARL THOMAS LUNLEY EDDY RAVEN	<b>KRVV</b> Alexandria, LA	LEE GREENWOOD RAY PRILE MICKIE GILLEY RICKY SCAGGS TUMPALE & GLASER B ALABAMA WATLUN & WILLIE EARL THOMAS LUNLEY EDDY RAVEN	<b>KLVJ</b> Beaumont, TX	STEVE WARINER BOBBY SMITH MICKIE GILLEY RICKY SCAGGS TUMPALE & GLASER B ALABAMA WATLUN & WILLIE EARL THOMAS LUNLEY EDDY RAVEN	<b>WBAP</b> FL Worth, TX	WILLIE NELSON LEON EVERETTE MICKIE GILLEY RICKY SCAGGS TUMPALE & GLASER B ALABAMA WATLUN & WILLIE EARL THOMAS LUNLEY EDDY RAVEN	<b>WMPB</b> Memphis, TN	BELLAMY BROTHERS WATLUN & WILLIE LEON EVERETTE MICKIE GILLEY RICKY SCAGGS TUMPALE & GLASER B ALABAMA WATLUN & WILLIE EARL THOMAS LUNLEY EDDY RAVEN	<b>WRNL</b> Richmond, VA	BOBBY SMITH LEON EVERETTE MICKIE GILLEY RICKY SCAGGS TUMPALE & GLASER B ALABAMA WATLUN & WILLIE EARL THOMAS LUNLEY EDDY RAVEN

**Hottest Tracks:**

- "Take Me Down" ALABAMA (RCA)
- On I'm A Radio "Givin' Herself A Way" DAVID FRIZZELL & SHELLY WEST - The David Frizzell & Shelly West Album - (WB/Viva) "Waan't That Love" "Just Before Dawn" EMMYLOU HARRIS - Cimarron - (WB) "Rose Of Cimarron" "Born To Run" WAYLON JENNINGS - Black On Black - (RCA) "Women Do Know How To Carry On" "May I Borrow Some Bugar From You" "Honky Tonk Blues" "Get Naked With Me" "Folsom Prison Blues" KIERAN KANE - Kieran Kane - (Elektra) "I'll Be Your Man Around The House" "Blue All Over You" "She's Looking For Something New" WILLIE NELSON - Always On My Mind - (Columbia) "The Party's Over" "Do Right Woman, Do Right Man" "Let It Be Me" "Last Thing I Needed First Thing This Morning" "Permanently Lonely" "Bridge Over Troubled Water" "Whiter Shade Of Pale" OAK RIDGE BOYS - Bobbie Sue - (MCA) "Up On Cripple Creek" "Doctor's Orders" "Old Kentucky Bong" "I Wish You Were Here (Oh My Darlin)" "So Fine" "Back In Your Arms Again" "Until

**Most Requested:**

- OAK RIDGE BOYS "Bobbie Sue" (MCA)
- RICKY SCAGGS "Crying My Heart Out" (Epic)
- H. WILLIAMS JR. "A Country..." (Elektra/Curb)
- ALABAMA "Mountain Music" (RCA)
- CONWAY TWITTY "The Clown" (Elektra)



# Black Radio

## BREAKERS

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

### A TASTE OF HONEY

#### I'll Try Something New (Capitol)

65% of our reporters on it. Rotations: Heavy 3/0, Medium 10/0, Light 26/6, Extra Adds 3, Total Adds 9, WILD, KRLY, WBMX, WBLZ, WJMO, WGIV, WJMI, WDAO, KDIA. Debuts at number 29 on the Black Radio Chart.

### WAR

#### You Got The Power (RCA)

62% of our reporters on it. Rotations: Heavy 9/0, Medium 17/1, Light 11/4, Extra Adds 3, Total Adds 8, WBLZ, WCIN, KNOW, WKXI, KOKY, WANT, WTMP, KACE. Debuts at number 20 on the Black Radio Chart.

## NEW & ACTIVE

Recent releases with airplay reported by at least 20 of our reporting stations are listed in order of their activity. The two numbers immediately following each song title indicate how many of our reporters are on the record this week and of those, how many added it this week. The rotational breakdowns which follow indicate how many stations have the song in the respective rotation and of those, how many added it into that particular rotation this week.  indicates one of this week's Most Added new songs.

#### PATRICE RUSHEN "Forget Me Nots" (Elektra) 37/8

Rotations: Heavy 3/1, Medium 16/0, Light 14/3, Extra Adds 4, Total Adds 8, WAOK, WCIN, WDMT, WVOL, WANM, WDAO, WWWW, WVOI. Heavy: WAMO, WSSJ. Medium: WWIN, WHUR, WDJM, WDLA, WHRK, WBLZ, KDAY, XHRM, KSOL, WATV, WJAX, KOKY, WJJS, WTLC, KAEZ, KDIA, KPOP-FM. Debuts at number 26 on the Black Radio Chart.

#### KOOL & THE GANG "Get Down On It" (De-Lite/PG) 37/7

Rotations: Heavy 16/1, Medium 12/0, Light 7/4, Extra Adds 2, Total Adds 7, WAMO, WKND, WANT, WDAO, WLTH, WTLC, WVOI. Heavy: WXYV, WILD, WHUR, WAOK, KRLY, WAIL-FM, WJPC, WDMT, KDKO, KERP, KOKY, WBLX, WANM, KAEZ, KACE. Medium: WVEE, KMJQ, WDJM, WHRK, WYLD-FM, KNOW, WKXI, WDWI, KTFM, WTMP, WKWM, KPOP-FM. Moves 26-19 on the Black Radio Chart.

#### CAMEO "Just Be Yourself" (Chocolate City/PG) 36/22

Rotations: Heavy 2/1, Medium 9/1, Light 11/6, Extra Adds 14, Total Adds 22, WXYV, WILD, WEDR, WAIL-FM, WBMX, WCIN, WJMO, KDKO, XHRM, WNHC, WATV, WENN, WGIV, WOIC, WKXI, WPDQ, WJJS, WTMP, WDAO, WWWW, KUKQ, KPOP-FM. Heavy: WHRK. Medium: WHUR, WDJM, WDLA, KSOL, KOKY, WVOL, WANT, WKWM, KDIA.

#### SHALAMAR "A Night To Remember" (Solar/Elektra) 36/12

Rotations: Heavy 6/0, Medium 11/0, Light 10/3, Extra Adds 9, Total Adds 12, WDJM, WDLA, WBMX, WKND, WNHC, WJAX, WJJS, WBLX, WANM, WTMP, WDAO, WKWM, KPOP-FM. Heavy: WAMO, WJPC, WJLB, XHRM, WWRL, WLTH. Medium: WWIN, WHUR, KRLY, WHRK, WGCI, WDMT, KDKO, KSOL, WVOL, KACE, KDIA. Debuts at number 23 on the Black Radio Chart.

#### RAY PARKER, JR. "The Other Woman" (Arista) 35/11

Rotations: Heavy 4/0, Medium 12/1, Light 15/6, Extra Adds 4, Total Adds 11, WILD, WDJM, WBLZ, WNHC, WATV, WENN, WJAX, KOKY, WVOL, WDAO, KUKQ. Heavy: WVEE, WAIL-FM, WJPC, WVOI. Medium: WWIN, WAMO, KDKO, KDAY, XHRM, KSOL, KNOW, WOIC, WKXI, WBLX, KDIA. Debuts at number 30 on the Black Radio Chart.

#### ANGELA BOFILL "Holdin' Out For Love" (Arista) 34/3

Rotations: Heavy 3/0, Medium 19/1, Light 11/1, Extra Adds 1, Total Adds 3, WJAX, WTOY, WVOI. Heavy: WWIN, WYLD-FM, WGCI. Medium: WDAS, WHUR, WHRK, WCIN, WDMT, KDAY, XHRM, KSOL, WSSJ, WNHC, KNOW, WATV, KOKY, WDWI, WLTH, WTLC, WWWW, KACE. Debuts at number 28 on the Black Radio Chart.

#### DENIECE WILLIAMS "It's Gonna Take A Miracle" (ARC/Columbia) 32/18

Rotations: Heavy 2/0, Medium 5/0, Light 14/7, Extra Adds 11, Total Adds 18, WILD, WHRK, WAIL-FM, WYLD-FM, WCIN, KDKO, XHRM, WKND, WATV, WJAX, WJJS, WBLX, WOWI, WANM, WDAO, WWWW, KACE, KDIA. Heavy: WHUR, WWRL. Medium: WWIN, KSOL, WSSJ, WGIV, KOKY.

#### L.T.D. "April Love" (A&M) 31/1

Rotations: Heavy 7/0, Medium 18/0, Light 5/0, Extra Adds 1, Total Adds 1, WBMX. Heavy: WXYV, WILD, WEDR, WJLB, WNHC, WDAO, WVOI. Medium: WWIN, WOOK, WAOK, WHRK, WYLD-FM, KDKO, KDAY, KSOL, WWRL, WATV, WGIV, KOKY, WLOU, WOWI, WANT, WTOY, WWWW, KACE. Moves 25-25 on the Black Radio Chart.

#### MANHATTANS "Honey, Honey" (Columbia) 29/2

Rotations: Heavy 6/0, Medium 12/0, Light 11/2, Extra Adds 0, Total Adds 2, WILD, WVOL. Heavy: WXYV, WDJM, WDMT, XHRM, KNOW, WTLC. Medium: WAMO, WOOK, WAOK, WVEE, WHRK, WYLD-FM, WATV, WJAX, KOKY, WJJS, WOWI, WTOY.

#### O'JAYS "I Just Want To Satisfy" (Phil. Int'l./CBS) 28/27

Rotations: Heavy 0/0, Medium 4/4, Light 8/7, Extra Adds 16, Total Adds 27, WXYV, WILD, WOOK, WHUR, WAOK, WDJM, WEDR, WYLD-FM, WBMX, WGCI, WJPC, WJLB, KSOL, WSSJ, WWRL, WATV, WENN, WGIV, WKXI, WJAX, KOKY, WVOL, WOWI, WANT, WTLC, KDIA.

#### DUNN & BRUCE STREET "If You Come With Me" (Devaki/Mirus) 28/4

Rotations: Heavy 4/0, Medium 14/0, Light 7/1, Extra Adds 3, Total Adds 4, WAIL-FM, WOIC, WVOL, WTMP. Heavy: WAOK, WSSJ, WENN, WGIV. Medium: WWIN, WILD, WDAS, WCIN, WDMT, XHRM, KNOW, WATV, WLOU, WANT, WANM, WTLC, KAEZ, WVOI.

#### ZOOM "Love Seasons" (Polydor/PG) 28/4

Rotations: Heavy 6/0, Medium 8/0, Light 10/0, Extra Adds 4, Total Adds 4, WAMO, WYLD-FM, WATV, KUKQ. Heavy: WWIN, WSSJ, WDAO, WLTH, WKWM, WWWW. Medium: WXYV, WILD, WDAS, WHUR, WAOK, WKND, WNHC, WENN.

#### CHERI "Murphy's Law" (Venture) 26/11

Rotations: Heavy 4/0, Medium 7/1, Light 8/3, Extra Adds 7, Total Adds 11, WBLZ, WJLB, KDAY, WVOL, WOWI, WLTH, WKWM, KAEZ, WWWW, WVOI, KACE. Heavy: WWIN, WHUR, WGCI, WENN. Medium: KRLY, WHRK, XHRM, WWRL, WATV, WGIV.

#### ISLEY BROTHERS "Welcome To My Heart" (T-Neck/CBS) 25/1

Rotations: Heavy 5/0, Medium 11/0, Light 8/0, Extra Adds 1, Total Adds 1, WATV. Heavy: KNOW, WGIV, WJMI, WKXI, WLTH. Medium: WOOK, WAOK, WVEE, WDJM, WDAO, KDAY, WSSJ, WKND, KOKY, WANT, WTLC.

#### ROBERTA FLACK "Making Love" (Atlantic) 24/8

Rotations: Heavy 1/0, Medium 8/1, Light 8/0, Extra Adds 7, Total Adds 8, WVEE, WJPC, WJMO, KDAY, WSSJ, WTOY, KUKQ, KPOP-FM. Heavy: WAMO. Medium: WWIN, WDAO, WHUR, WHRK, KNOW, WGIV, WDAO.

#### BETTIE LAVETTE "Right In The Middle (Of Falling In Love)" (Motown) 24/0

Rotations: Heavy 5/0, Medium 10/0, Light 9/0, Extra Adds 0, Total Adds 0. Heavy: KDAY, WKXI, WJAX, WTOY, WTMP. Medium: WAOK, WVEE, WDJM, WJPC, WCIN, XHRM, KSOL, WENN, WBLX, KACE.

#### BRASS CONSTRUCTION "Can You See The Light" (Liberty) 23/7

Rotations: Heavy 0/0, Medium 8/0, Light 13/3, Extra Adds 4, Total Adds 7, WILD, WBMX, WCIN, WSSJ, WJMI, WJJS, WTMP. Medium: XHRM, WENN, WOIC, WVOL, WTLC, KPOP-FM.

#### BAR-KAYS "Freaky Behavior" (Mercury/PG) 23/7

Rotations: Heavy 3/0, Medium 8/0, Light 7/2, Extra Adds 6, Total Adds 7, WXYV, WDAS, WOOK, WGCI, WGIV, WTOY, WDAO. Heavy: KDKO, WENN, KACE. Medium: WHRK, KDAY, KSOL, WOIC, WJAX, KOKY, WBLX, WOWI.

#### ONE WAY "Who's Foolin' Who" (MCA) 23/2

Rotations: Heavy 5/0, Medium 9/0, Light 8/1, Extra Adds 1, Total Adds 2, WXYV, WANT. Heavy: WEDR, KDAY, WJMI, WJAX, WDAO. Medium: WJMO, XHRM, WKND, WNHC, WATV, WENN, WKXI, KOKY, KAEZ.

#### REN WOODS "Take Me To Heaven" (Elektra) 23/1

Rotations: Heavy 2/0, Medium 8/0, Light 13/1, Extra Adds 0, Total Adds 1, WILD. Heavy: WENN, WVOI. Medium: WAOK, WGCI, WJMO, WATV, KOKY, WOWI, WDAO, WTLC.

# Radio & Records NATIONAL AIRPLAY/30

March 19, 1982

Three Weeks	Two Weeks	Last Week		
1	1	1	1	STEVIE WONDER/That Girl (Tamla/Motown)
2	2	2	2	SMOKEY ROBINSON/Tell Me Tomorrow (Tamla/Motown)
3	3	3	3	JUNIOR/Mama Used To Say (Mercury/PG)
4	4	4	4	WHISPERS/In The Raw (Solar/Elektra)
17	9	7	5	GEORGE DUKE/Shine On (Epic)
8	7	6	6	SISTER SLEDGE/My Guy (Cotillion/Atco)
23	16	10	7	GEORGE BENSON/Never Give Up On A Good... (WB)
11	8	8	8	TOM TOM CLUB/Genius Of Love (Sire/WB)
7	5	5	9	LAKESIDE/I Want To Hold Your Hand (Solar/Elektra)
20	12	12	10	XAVIER/Work That Sucker To Death (Liberty)
14	13	13	11	CHI-LITES/Hot On A Thing (Called Love) (20th/RCA)
29	25	18	12	ATLANTIC STARR/Circles (A&M)
-	24	17	13	RICHARD "DIMPLES" FIELDS/If It Ain't (Boardwalk)
15	14	14	14	PRINCE/Let's Work (WB)
6	6	9	15	DIANA ROSS/Mirror, Mirror (RCA)
-	23	19	16	O'BRYAN/The Gigolo (Capitol)
5	10	16	17	AURRA/Make Up Your Mind (Salsoul/RCA)
16	11	11	18	JONES GIRLS/Nights Over Egypt (Phil. Int'l./CBS)
-	-	26	19	KOOL & THE GANG/Get Down On It (De-Lite/PG)
-	-	-	20	WAR/You Got The Power (RCA)
9	15	15	21	"D" TRAIN/You're The One For Me (Prelude)
21	21	20	22	Q. JONES featuring J. INGRAM/One Hundred Ways
-	-	-	23	SHALAMAR/A Night To Remember (Solar/Elektra) (A&M)
25	22	22	24	AM-FM/You Are The One (Dakar/Brunswick)
-	28	25	25	L.T.D./April Love (A&M)
-	-	-	26	PATRICE RUSHEN/Forget Me Nots (Elektra)
30	29	28	27	CHOCOLATE MILK/Let's Go All The Way (RCA)
-	-	-	28	ANGELA BOFILL/Holdin' Out For Love (Arista)
-	-	-	29	A TASTE OF HONEY/I'll Try Something New (Capitol)
-	-	-	30	RAY PARKER JR./The Other Woman (Arista)

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

### MOST ADDED

- O'JAYS (27)
- CAMEO (22)
- DENIECE WILLIAMS (18)
- SHALAMAR (12)
- PEABO BRYSON (12)

### HOTTEST

- STEVIE WONDER (49)
- SMOKEY ROBINSON (25)
- JUNIOR (24)
- TOM TOM CLUB (21)

#### FOUR TOPS "Tonight I'm Gonna Love You All Over" (Casablanca/PG) 23/0

Rotations: Heavy 5/0, Medium 17/0, Light 1/0, Extra Adds 0, Total Adds 0. Heavy: WXYV, WEDR, WJMI, WANM, WVOI. Medium: WAOK, WHRK, WCIN, WDMT, WJMO, KMJM, WKND, WATV, WENN, KOKY, WBLX, WANT, WTOY, WLTH, WKWM, KDIA, KUKQ.

## SIGNIFICANT ACTION

#### SKYY "Let's Celebrate" (Salsoul/RCA) 21/4

Rotations: Heavy 4/0, Medium 9/0, Light 7/3, Extra Adds 1, Total Adds 4, KMJQ, KDAY, XHRM, WWRL. Heavy: WWIN, WAMO, WHUR, WJLB. Medium: WXYV, WILD, KSOL, WSSJ, WGIV, WOIC, WVOL, KAEZ, KDIA.

#### WHATNAUTS "Help Is On The Way" (Harlem International) 21/1

Rotations: Heavy 6/0, Medium 8/0, Light 6/0, Extra Adds 1, Total Adds 1, WTLC. Heavy: WILD, WDAS, WAMO, WSSJ, WNHC, WWRL. Medium: WHUR, WGCI, WJMO, KSOL, WANT, WVOI, KACE, KDIA.

#### DAZZ BAND "Let It Whip" (Motown) 20/6

Rotations: Heavy 1/0, Medium 7/0, Light 6/0, Extra Adds 6, Total Adds 6, WVEE, KDAY, WATV, WKWM, KAEZ, KACE. Heavy: KDIA. Medium: WDMT, XHRM, KSOL, WDAO, WTLC, WWWW, WVOI.

#### GRANDMASTER FLASH "It's Nasty (Genius Of Love)" (Sugar Hill) 20/2

Rotations: Heavy 7/0, Medium 9/0, Light 2/0, Extra Adds 2, Total Adds 2, WAOK, WVEE. Heavy: WWIN, WDJM, WAIL-FM, WENN, WJMI, WKXI, WTOY. Medium: WDAS, KMJQ, KMJM, XHRM, WATV, WOWI, WTMP, WVOI, KDIA.

#### COMMODORES "Why You Wanna Try Me" (Motown) 20/0

Rotations: Heavy 6/0, Medium 9/0, Light 5/0, Extra Adds 0, Total Adds 0. Heavy: WVEE, WWRL, KNOW, WJMI, WANT, WVOI. Medium: WWIN, WAOK, WSSJ, KERP, WJAX, KOKY, WJJS, WTOY, KPOP-FM.

#### SKOOL BOYZ "This Feeling Must Be Real" (Destiny) 19/2

Rotations: Heavy 0/0, Medium 9/0, Light 9/1, Extra Adds 1, Total Adds 2, KDAY, WLTH. Medium: WILD, WDAS, WAOK, WGCI, WENN, WJMI, WVOL, WTLC, WVOI.

#### GLADYS KNIGHT & THE PIPS "A Friend Of Mine" (Columbia) 19/1

Rotations: Heavy 2/0, Medium 10/1, Light 7/0, Extra Adds 0, Total Adds 1, KNOW. Heavy: WILD, WDAO. Medium: WOOK, WDJM, WYLD-FM, WWRL, WGIV, WKXI, WJJS, WANT, KDIA.

#### STARPOINT "Angel" (Chocolate City/PG) 19/0

Rotations: Heavy 4/0, Medium 7/0, Light 8/0, Extra Adds 0, Total Adds 0. Heavy: WILD, WHUR, WAQK, WEDR. Medium: WXYV, WYLD-FM, WGIV, WKXI, WLOU, WANT, WWWW.

#### TOMORROW'S EDITION "U Turn Me On" (RFC/Atlantic) 18/4

Rotations: Heavy 2/0, Medium 7/0, Light 6/1, Extra Adds 3, Total Adds 4, WILD, WDMT, KOKY, WTOY. Heavy: WWIN, WAOK. Medium: WDAS, WJMO, KDKO, WENN, WGIV, WTLC, WVOI.

#### KLEER "Taste The Music" (Atlantic) 18/4

Rotations: Heavy 0/0, Medium 10/0, Light 8/2, Extra Adds 2, Total Adds 4, WOOK, WBMX, WJAX, WDAO. Medium: WWIN, WHUR, WAOK, XHRM, WOIC, WJMI, WKXI, WOWI, WTOY, KACE.

#### PLEASURE "Sending My Love" (RCA) 17/4

Rotations: Heavy 1/0, Medium 7/0, Light 6/0, Extra Adds 4, Total Adds 4, WEDR, WBMX, WBLX, WTOY. Heavy: KDIA. Medium: WWIN, WHUR, WHRK, KDKO, KSOL, WJJS, KAEZ.

#### SECRET WEAPON "Must Be The Music" (Prelude) 17/1

Rotations: Heavy 7/0, Medium 5/0, Light 4/0, Extra Adds 1, Total Adds 1, WGCI. Heavy: WVEE, XHRM, WNHC, WWRL, WGIV, WVOL, WOWI. Medium: WWIN, WXYV, WDAS, WENN, WTMP.

#### L.A. BOPPERS "Where Do The Bop Go?" (MCA) 17/1

Rotations: Heavy 0/0, Medium 8/0, Light 9/1, Extra Adds 0, Total Adds 1, WILD. Medium: WXYV, WAMO, WGIV, WJAX, WJJS, KACE, KUKQ, KPOP-FM.

#### CHUCK CISSEL & MARVA KING "If I Had The Chance" (Arista) 17/1

Rotations: Heavy 1/0, Medium 7/0, Light 8/0, Extra Adds 1, Total Adds 1, WATV. Heavy: WCIN. Medium: WAOK, WEDR, WJMO, WLOU, WDAO, WTLC, KACE.

#### J. GEILS BAND "Flamethrower" (EMI America) 17/0

Rotations: Heavy 3/0, Medium 9/0, Light 5/0, Extra Adds 0, Total Adds 0. Heavy: WDMT, WWWW, KPOP-FM. Medium: WAIL-FM, KMJM, KERP, KOKY, WJJS, WBLX, WLTH, WVOI, KUKQ.

#### MICHAEL WYCOFF "Still Got The Magic (Sweet Delight)" (RCA) 16/4

Rotations: Heavy 3/0, Medium 6/1, Light 4/0, Extra Adds 3, Total Adds 4, WSSJ, KNOW, WATV, KACE. Heavy: WAMO, XHRM, WVOI. Medium: WHUR, WEDR, KDKO, WTOY, WKWM.

#### STONE "Time" (West End) 16/1

Rotations: Heavy 4/0, Medium 7/0, Light 4/0, Extra Adds 1, Total Adds 1, WJLB. Heavy: WEDR, WOIC, WJAX, WDAO. Medium: WDAS, WHRK, XHRM, WNHC, WATV, WENN, KACE.

# Black Radio

## Hottest

### March 19, 1982

EAST	SOUTH	MIDWEST	WEST
Stevie Wonder Smokey Robinson Lakeside Junior	Stevie Wonder Tom Tom Club Junior Smokey Robinson	Stevie Wonder Smokey Robinson Tom Tom Club Whispers	Junior Stevie Wonder O'Bryan Richard "Dimples" Fields

# Regionalized Adds & Hots

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

EAST	MIDWEST	WEST				
<p><b>WXIV/Baltimore</b> Tim Wetts</p> <p>CAMPO REDDINGS ADC BAND ONE WAY O'JAYS EYREFTA BAR-KAYS SEARCH Hottest: CHI-LITES FOUR TOPS LTD KOOL &amp; THE GANG GEORGE DUKE</p> <p><b>WWIN/Baltimore</b> Curtis Anderson</p> <p>none Hottest: JUNIOR BOBBY WOMACK STEVIE WONDER LAKESIDE GRAND MASTER</p> <p><b>WILD/Boston</b> Steve Crumbley</p> <p>RAY PARKER JR. TASTE OF HONEY O'JAYS PEABO BRYSON DENIECE WILLIAMS MEL BROOKS INVISIBLE MAN'S B CAMPO REDDINGS REN WOODS MANHATTANS L.A. BOPPERS TOMCROW'S EDIT. BRASS CONSTRUCTIO INSTANT FUNK FERRARI Hottest: STEVIE WONDER JUNIOR SMOKEY ROBINSON LAKESIDE CHI-LITES KOOL &amp; THE GANG</p> <p><b>WSSJ/Camden-Philadelphia</b> Gary Shepherd</p> <p>BRASS CONSTRUCTIO MEL BROOKS WAS (NOT WAS) WEST STREET MOB O'JAYS ROBERTA FLACK MICHAEL WYCOFF RONNIE DYSON O'BRYAN MICHAEL FRANKS Hottest: STEVIE WONDER LAKESIDE AURRA WAR IMAGINATION</p> <p><b>WKND/Hartford</b> Eddie Jordan</p> <p>KOOL &amp; THE GANG DENIECE WILLIAMS CHI-LITES SHALAMAR Hottest: STEVIE WONDER SMOKEY ROBINSON JONES GIRLS WHISPERS XAVIER</p> <p><b>WNHC/New Haven</b> James Jordan</p> <p>BOBBY WOMACK MASS PRODUCTION SHALAMAR RAY PARKER JR. CAMPO NEXT MOVEMENT Hottest: STEVIE WONDER SECRET WEAPON SMOKEY ROBINSON BRANDI WELLS SISTER SLEDGE</p> <p><b>WWRJ/New York</b> Wanda Ramos</p> <p>MILLIE JACKSON RAY, GOODMAN &amp; B O'JAYS BLOODSTONE ZZ HILL SEARCH COPPEE PAT LARRY'S BAND PURE ENERGY GREG PERRY KOMIKO SKYY INVISIBLE MAN'S B SHARON BROWN RARE ESSENCE EYREFTA WILL HART Hottest: STEVIE WONDER SMOKEY ROBINSON SECRET WEAPON TASTE OF HONEY DENIECE WILLIAMS</p>	<p><b>WDAS/Philadelphia</b> Joe Tamburro</p> <p>BAR-KAYS MERGE ATKINS DRAMATICS TIERRA RONNIE DYSON QUICK WEST STREET MCB GEORGE BENSON ROSE ROYCE BOBBY WOMACK BLOODSTONE Hottest: STEVIE WONDER SMOKEY ROBINSON AURRA GEORGE DUKE XAVIER</p> <p><b>WAMO/Pittsburgh</b> John Anthony</p> <p>TOM BROWNE KOOL &amp; THE GANG KANO ZOOM JON LUCIEN VALENTINE BROTHPR TERRI GONZALEZ Hottest: WHATNAUTS PATRICE RUSHEN JONES GIRLS GEORGE BENSON STEVIE WONDER</p> <p><b>WOOK/Washington</b> Harry Boomer</p> <p>KLEEFER PEABO BRYSON O'JAYS BAR-KAYS AL JARREAU Hottest: STEVIE WONDER TOM TOM CLUB O'BRYAN PRINCE QUINCY JONES</p> <p><b>WHUR/Washington</b> Oscar Fields</p> <p>PEABO BRYSON O'JAYS BLOODSTONE Hottest: STEVIE WONDER BOBBY WOMACK BOBBY WOMACK SMOKEY ROBINSON JUNIOR</p>	<p><b>WJPC/Chicago</b> Jerry Boulding</p> <p>O'JAYS ROBERTA FLACK I.N.D. WEST STREET MOB Hottest: SMOKEY ROBINSON STEVIE WONDER TOM TOM CLUB DIANA ROSS JUNIOR</p> <p><b>WBMX/Chicago</b> Lee Michaels</p> <p>TASTE OF HONEY PLEASURE BRASS CONSTRUCTIO KLEEFER SHALAMAR GEMINI THIRD WORLD CAMPO O'JAYS Hottest: STEVIE WONDER WHISPERS SMOKEY ROBINSON TOM TOM CLUB JUNIOR</p> <p><b>WGC/Chicago</b> Pam Wells</p> <p>O'JAYS HERBIE HANCOCK O'BRYAN ZZ HILL SECRET WEAPON MERGE BAR-KAYS Hottest: TOM TOM CLUB LAKESIDE STEVIE WONDER SHALAMAR WAS (NOT WAS)</p> <p><b>WBLZ/Cincinnati</b> Harry Lyle</p> <p>RAY PARKER JR. CHI-LITES WAR TASTE OF HONEY ONJ CHERI Hottest: D TRAIN JUNIOR DIANA ROSS AURRA SMOKEY ROBINSON</p>	<p><b>WCIN/Cincinnati</b> Everett Cork</p> <p>CAMPO PATRICE RUSHEN ADC BAND WAR DENIECE WILLIAMS TOM BROWNE BRASS CONSTRUCTIO Hottest: TOM TOM CLUB SMOKEY ROBINSON PRINCE GEORGE DUKE STEVIE WONDER</p> <p><b>WJMO/Cleveland</b> Erik Stone</p> <p>VERNON BURCH BILL SUMMERS CAMPO TASTE OF HONEY ROBERTA FLACK COFFEE AL JARREAU LTD Hottest: STEVIE WONDER AURRA CHI-LITES WHISPERS GO</p> <p><b>WDMT/Cleveland</b> Magi/James</p> <p>ROD STEWART PATRICE RUSHEN AL JARREAU TOMORROW'S EDIT. Hottest: J. GEILS BAND KOOL &amp; THE GANG PRINCE RICHARD D. FIELDS STEVIE WONDER</p>	<p><b>WDAO/Dayton</b> Lankford Stephens</p> <p>KOOL &amp; THE GANG SHALAMAR PEABO BRYSON GROVER WASHINGTON DONALD BYRE TASTE OF HONEY TOM BROWNE BAR-KAYS RAY PARKER JR. CON FUNK SHUN RAY SUMMERS PATRICE RUSHEN DENIECE WILLIAMS MIDNIGHT STAR CAMPO KLEEFER CONTROLLERS HARARI FERRARI Hottest: ZOOM LTD GLADYS KNIGHT JONES GIRLS CHARLES FARLAND</p> <p><b>WJLB/Detroit</b> J. Michael McKay</p> <p>O'JAYS CHERI STONE Hottest: D TRAIN AURRA LTD SMOKEY ROBINSON WHISPERS</p> <p><b>WLTH/Gary</b> Dana Huskisson</p> <p>KOOL &amp; THE GANG RUFUS &amp; CHAKA RENE &amp; ANGELA RICK SMITH FAT LARRY'S BAND SKOOL BOYZ CHERI RICHARD D. FIELDS Hottest: SMOKEY ROBINSON STEVIE WONDER JUNIOR WHISPERS SHALAMAR</p>	<p><b>WKWM/Grand Rapids</b> Frank Grant</p> <p>SHALAMAR PAZZ BAND CHERI CONTROLLERS DAVID LASLEY PERRY &amp; SANLIN Hottest: STEVIE WONDER TOM TOM CLUB DIANA ROSS O'BRYAN ZOOM</p> <p><b>WTLC/Indianapolis</b> Jay Johnson</p> <p>WHATNAUTS KOOL &amp; THE GANG O'JAYS PEABO BRYSON MASS PRODUCTION Hottest: STEVIE WONDER SMOKEY ROBINSON XAVIER WHISPERS PRINCE</p> <p><b>KAEZ/Oklahoma City</b> Lee Simpson</p> <p>PEABO BRYSON SWITCH DAZZ BAND CHERI BOBBY WOMACK RONNIE DYSON NOLEN &amp; CROSSLEY ATKINS FANTASY SYLVIA ST. JAMES Hottest: STEVIE WONDER QUINCY JONES ATLANTIC STARR T-CONNECTION CAMPO</p> <p><b>WWSW/Saginaw, MI</b> Kermit Crockett</p> <p>DENIECE WILLIAMS PATRICE RUSHEN CAMPO CHERI BUCKNER &amp; GARCIA Hottest: TOM TOM CLUB STEVIE WONDER J. GEILS BAND O'BRYAN LAKESIDE</p>	<p><b>KMJM/St. Louis</b> Dick Edwards</p> <p>AL JARREAU GEORGE BENSON Hottest: STEVIE WONDER SKYY HALL &amp; OATEE ONJ DIANA ROSS</p> <p><b>WVOI/Toledo</b> Maxx Myrick</p> <p>KOOL &amp; THE GANG BOBBY CALDWELL PATRICE RUSHEN ANGELA BOFILL CHERI FLESH TONES YELLOW Hottest: STEVIE WONDER WHISPERS LTD GRAND MASTER JECKYLL &amp; HYDE</p> <p><b>KDKO/Denver</b> Byron Pitta</p> <p>CAMPO FATBACK BAND RAY, GOODMAN &amp; B DENIECE WILLIAMS Hottest: STEVIE WONDER BOBBY WOMACK SMOKEY ROBINSON D TRAIN BAR-KAYS</p> <p><b>KDAY/Los Angeles</b> J.J. Johnson</p> <p>DAZZ BAND ROBERTA FLACK SKOOL BOYZ NEXT MOVEMENT VERNON BURCH JUICY SKYY BOBBY WOMACK CHERI SECRET WEAPON Hottest: CHI-LITES RICHARD D. FIELDS JUNIOR BETTYE LAVETTE ONE WAY</p> <p><b>KACE/Los Angeles</b> Alonzo Miller</p> <p>VALENTINE BROTHER CANDI STATON AM-FM CHERI ELOISE WHITAKER MICHAEL WYCOFF ROY AYERS ZZ HILL WAR LEE RITFHOUR DAZZ BAND INSTANT FUNK RONNIE DYSON DENIECE WILLIAMS O.C. SMITH Hottest: TOM TOM CLUB WHISPERS JUNIOR AURRA D TRAIN</p> <p><b>KDIA/Oakland</b> Jeff Harrison</p> <p>REDDINGS TASTE OF HONEY GOLDIE ALEXANDER DAZZ BAND ATLANTIC STARR MEL BROOKS O'JAYS DENIECE WILLIAMS Hottest: JUNIOR O'BRYAN DAZZ BAND RICHARD D. FIELDS GRAND MASTER</p> <p><b>KUKQ/Phoenix</b> Steve Smith</p> <p>ROBERTA FLACK RAY PARKER JR. CAMPO DONALD BYRD ONJ CON FUNK SHUN DR. HOOK Hottest: STEVIE WONDER WHISPERS GEORGE DUKE JUNIOR PRINCE</p> <p><b>KPOP-FM/Sacramento</b> Bill Jeffries</p> <p>SHALAMAR AL JARREAU ROBERTA FLACK PATTI AUSTIN RICK SMITH CAMPO Hottest: TOM TOM CLUB STEVIE WONDER J. GEILS BAND O'BRYAN IRENE CARA</p> <p><b>XHRM/San Diego</b> Duff Lindsey</p> <p>CAMPO THIRD WORLD NOLEN &amp; CROSSLEY SKYY GAYLE ADAMS DENIECE WILLIAMS VERNON BURCH Hottest: STEVIE WONDER AURRA SECRET WEAPON SHALAMAR XAVIER</p> <p><b>KSOL/San Mateo, CA</b> Bernie Moody</p> <p>O'JAYS BOBBY WOMACK Hottest: JUNIOR PRINCE RICHARD D. FIELDS SISTER SLEDGE O'BRYAN</p>









Parallel One Playlists

WKTI 94FM Milwaukee PD: B.J. Hunter

KBEQ Kansas City PD & MD: Maja Britton

WVNS 95 Chicago PD: Richard Lippincott MD: Steve Perun

WGCR 98 Cleveland PD: Bob Travis Asst. PD & MD: Jay Stone

WEST FM 101 KFMB-FM San Diego PD & MD: Glen McCartney

(H) indicates one of the five "hottest" records on each Parallel One playlist.

WOL 99.7FM Los Angeles PD: Bob Berglund MD: Phil Huston

800 GKLW ROCK 'N TALK Detroit PD: Pat Holiday MD: Rosalie Trombley

Q102 Cincinnati PD: Jim Fox MD: Tony Galluzzo

WEST FM 101 KFMB-FM San Diego PD & MD: Glen McCartney

Los Angeles PD: Paula Matthews MD: Robert Moorhead

610 KFRC San Francisco PD: Gerry Cagle MD: Sandy Louie

64 KFI Los Angeles PD: Tom Bigby MD: Roger Collins

Los Angeles PD: Tom Bigby MD: Roger Collins

Phoenix PD: Steve Rivers MD: Chaz Kelley

Denver PD: Doug Erikson MD: Gloria Avila

San Jose 106.5 FM PD & MD: Bob Harlow

Seattle PD: Charlie Brown MD: Tom Hutyler

Portland PD: Richard Harker MD: Trevlyn Holridge

San Diego PD: Jeff Hunter MD: Jim Richards

Los Angeles 102.7 PD: Gerry De Francesco MD: Danny Lemos

Denver PD: Jack Regan MD: Alan Sledge

Phoenix PD: Dave Anthony MD: Steve Goddard

Los Angeles PD: Jack Roth MD: Rick Stancato

Seattle PD: Gary Ryan MD: Elvin Ichiyama

Los Angeles PD: Bob Hamilton MD: David Grossman

# CHR ADDS & HOTS

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

**EAST**  
**Most Added** Beatles  
 Hall & Oates  
 Rolling Stones  
 Charlie Daniels  
**Hottest** Joan Jett  
 Olivia N-J  
 J. Geils Band  
 Rick Springfield

**SOUTH**  
**Most Added** Beatles  
 Tommy Tutone  
 Rolling Stones  
 Hall & Oates  
**Hottest** Joan Jett  
 Go-Go's  
 Olivia N-J

### EAST

#### PARALLEL TWO

**WKEE/Huntington, WV**  
 Gary Miller

ROLLING STONES  
 GENESIS  
 BARRY MANILOW  
 EDDIE RABBITT  
 CDB  
 BOYS BAND  
 ALDO NOVA  
 Hottest:  
 JOAN JETT 1-1  
 STEVIE NICKS 10-2  
 RICK SPRINGFIELD 20-9  
 QUARTERFLASH 15-10  
 KOOL & THE GANG 31-24

**WPST/Trenton, NJ**  
 Tom Taylor

BEATLES  
 CDB  
 SIMON & GARFUNKEL  
 Hottest:  
 JOAN JETT 1-1  
 JOURNEY 2-2  
 GO GO'S 5-3  
 SOFT CELL 6-4  
 RICK SPRINGFIELD 28-18

**WTRY/Albany, NY**  
 Bill Cahill

VANGELIS  
 STEVIE NICKS  
 HALL & OATES  
 Hottest:  
 JOAN JETT 1-1  
 ROD STEWART 11-7  
 J. GEILS BAND 15-10  
 BERTIE HIGGINS 19-11  
 RICK SPRINGFIELD 20-14

**WAEB/Allentown, PA**  
 Jefferson Ward

SIMON & GARFUNKEL  
 EDDIE RABBITT  
 HALL & OATES  
 BEATLES  
 Hottest:  
 ONJ 3-1  
 J. GEILS BAND 5-2  
 RICK SPRINGFIELD 17-9  
 PAUL DAVIS 22-15  
 JOHN DENVER 27-20

**KC101/New Haven, CT**  
 Danny Lyons

KOOL & THE GANG  
 ELTON JOHN  
 BEATLES  
 MIKE POST  
 Hottest:  
 JOURNEY 1-1  
 STEVIE WONDER 2-2  
 ONJ 10-6  
 RICK SPRINGFIELD 20-13  
 BARRY MANILOW 30-26

**WFBR/Baltimore, MD**  
 Andy Szulinski

KOOL & THE GANG  
 STARS ON 45  
 BEATLES  
 EDDIE RABBITT  
 Hottest:  
 ONJ 2-1  
 BERTIE HIGGINS 4-2  
 QUINCY JONES 10-5  
 PAUL DAVIS 15-10  
 RICK SPRINGFIELD 20-11

**WBUJ/Long Island, NY**  
 Bill Terry

NEIL DIAMOND  
 Hottest:  
 JOURNEY 1-1  
 BERTIE HIGGINS 10-5  
 POINTER SISTERS 9-7  
 VANGELIS 17-12  
 SISTER SLEDGE 20-17

**WTC-FM/Hartford, CT**  
 Rick Oonahue

QUINCY JONES  
 DR. HOOK  
 LE ROUX  
 Hottest:  
 JOAN JETT 1-1  
 STEVIE WONDER 2-2  
 JOURNEY 3-3  
 RICK SPRINGFIELD 22-16  
 KOOL & THE GANG 29-19

**Q108/York, PA**  
 Dan Steele

BEATLES  
 TOMMY TUTONE  
 CARS  
 GENESIS  
 MECO  
 Hottest:  
 JOAN JETT 1-1  
 ONJ 6-5  
 ROD STEWART 10-6  
 GO GO'S 14-7  
 J. GEILS BAND 21-15

**WFM/ROchester, NY**  
 Almee Peck

DAVID LASLEY  
 TOMMY TUTONE  
 HALL & OATES  
 BEATLES  
 Hottest:  
 JOURNEY 1-1  
 ONJ 8-5  
 QUINCY JONES 10-7  
 STEVIE WONDER 13-8  
 VANGELIS 20-12

**V100/Charleston, WV**  
 Jay Jarvis

HALL & OATES  
 BARRY MANILOW  
 DR. HOOK (dp)  
 CHARLENE (dp)  
 Hottest:  
 BERTIE HIGGINS 2-1  
 STEVIE WONDER 4-3  
 ONJ 7-5  
 VANGELIS 14-9  
 PAUL DAVIS 16-10

**WKRZ-FM/Wilkes-Barre, PA**  
 Jim Rising

MECO  
 HUMAN LEAGUE  
 ALDO NOVA  
 DONNIE IRIS  
 Hottest:  
 ROD STEWART 6-1  
 ONJ 4-2  
 POINTER SISTERS 16-4  
 HUEY LEWIS AND TH 18-7  
 VANGELIS 19-8

**\$2FLY/Albany, NY**  
 Jack Lawrence

VAN HALEN  
 CHARLENE  
 Hottest:  
 JOURNEY 1-1  
 ROD STEWART 5-2  
 ONJ 8-3  
 GO GO'S 18-11  
 HUEY LEWIS AND TH 16-12

**WDRF-FM/Hartford, CT**  
 Paul Roberts

ROLLING STONES  
 CARS  
 LE ROUX  
 CDB  
 Hottest:  
 JOAN JETT 1-1  
 JOURNEY 2-2  
 VANGELIS 15-5  
 ONJ 10-8  
 RICK SPRINGFIELD 21-13

**WRCK/Utica, NY**  
 Jim Reitz

ELTON JOHN  
 CDB  
 DUKE JUPITER  
 Hottest:  
 JOAN JETT 1-1  
 GO GO'S 2-2  
 TOMMY TUTONE 7-5  
 SOFT CELL 10-8  
 VAN HALEN 18-13

**JWT/Binghamton, NY**  
 Scott Michaels

CDB  
 ELTON JOHN  
 GREG GUDRY  
 GENESIS  
 GAMMA (RA)  
 Hottest:  
 JOAN JETT 1-1  
 J. GEILS BAND 9-3  
 GO GO'S 7-4  
 TOMMY TUTONE 16-7  
 RICK SPRINGFIELD 18-13

**WPHO/Buffalo, NY**  
 Harv Moore

BEATLES  
 GRAHAM PARKER  
 CDB  
 Hottest:  
 JOAN JETT 1-1  
 VAN HALEN 4-3  
 J. GEILS BAND 8-4  
 GO GO'S 15-8  
 HUMAN LEAGUE 29-19

**WLAN-FM/Lancaster**  
 Oave Russell

ROLLING STONES  
 CHARLENE  
 CARS  
 ELTON JOHN  
 BEATLES  
 Hottest:  
 JOAN JETT 1-1  
 GO GO'S 4-2  
 HUEY LEWIS AND TH 16-9  
 VANGELIS 21-13  
 J. GEILS BAND 25-15

**WYJ/Handover-York, PA**  
 J.J. Randolph

BEATLES  
 ROLLING STONES  
 RAY PARKER JR.  
 GENESIS  
 ELTON JOHN  
 EDDIE RABBITT  
 Hottest:  
 JOURNEY 1-1  
 JOAN JETT 2-2  
 GO GO'S 5-4  
 POINTER SISTERS 10-6  
 FOREIGNER 14-10

**WFCR/Altoona, PA**  
 Tony Booth

QUINCY JONES  
 HALL & OATES  
 TOMMY TUTONE  
 DONNIE IRIS  
 WILLIE NELSON  
 CDB  
 LAURA BRANIGAN  
 MECO  
 Hottest:  
 JOAN JETT 1-1  
 JOURNEY 2-2  
 ONJ 5-3  
 MIKE POST 14-9  
 J. GEILS BAND 19-12

**WGUY/Bangor, ME**  
 Jim Rendall

DAVID LASLEY  
 BEATLES  
 ROLLING STONES  
 DR. HOOK  
 Hottest:  
 J. GEILS BAND 3-1  
 HUEY LEWIS AND TH 9-4  
 KOOL & THE GANG 18-12  
 RICK SPRINGFIELD 25-17  
 FRD PARRIS/FIVE D-25

**WJBO/Portland, ME**  
 Brian Phoenix

TOM CHAPIN  
 BEATLES  
 NEIL DIAMOND  
 HUMAN LEAGUE  
 ROLLING STONES  
 ELTON JOHN  
 HALL & OATES  
 Hottest:  
 FOREIGNER 14-8  
 ROD STEWART 15-9  
 VAN HALEN 22-15  
 GO GO'S 23-16

**WTSN/Dover, NH**  
 Jim Sebastian

RAY PARKER JR.  
 ROD STEWART 7-4  
 STEVIE NICKS  
 ROBERTA FLACK  
 BEATLES  
 Hottest:  
 BERTIE HIGGINS 2-1  
 ROD STEWART 7-4  
 ONJ 11-6  
 NEIL DIAMOND 14-9  
 BARBRA STREISAND 19-14

**WGYY/Beth, ME**  
 Willie Mitchell

CHARLENE  
 ELTON JOHN  
 SHOOTING STAR  
 GAMMA  
 Hottest:  
 JOAN JETT 1-1  
 HUEY LEWIS AND TH 3-2  
 ONJ 9-4  
 GO GO'S 13-5  
 RICK SPRINGFIELD 18-10

**65XII/Parkersburg, WV**  
 Terry Lee Collins

ROLLING STONES  
 CDB  
 HALL & OATES  
 LULU  
 SOFT CELL  
 Hottest:  
 JOURNEY 2-1  
 GO GO'S 7-2  
 JOAN JETT 14-8  
 BOB & DOUG MCKENZ 23-10  
 EW&P 28-21

**WACZ/Bangor, ME**  
 Michael O'Hara

BEATLES  
 GREG GUDRY  
 Hottest:  
 JOAN JETT 1-1  
 FOREIGNER 2-2  
 J. GEILS BAND 6-4  
 ONJ 7-5  
 OAK RIDGE BOYS 14-10

**WZYQ/Frederick, MD**  
 Kamosabi Joe

CHARLENE  
 BEATLES  
 ELTON JOHN  
 Hottest:  
 JOAN JETT 1-1  
 J. GEILS BAND 8-5  
 RICK SPRINGFIELD 11-6  
 HUEY LEWIS AND TH 14-10  
 DR. HOOK D-16

**WOMP-FM/Bellaire, OH**  
 Jelene Schreiber

SISTER SLEDGE  
 SNEAKER  
 ROLLING STONES  
 EDDIE SCHWARTZ  
 DONNIE IRIS  
 GAMMA  
 GENESIS  
 Hottest:  
 JOAN JETT 1-1  
 GO GO'S 10-6  
 ONJ 20-11  
 QUARTERFLASH 16-12  
 J. GEILS BAND 18-13

**WHEB/Portsmouth, NH**  
 Rick Bean

HALL & OATES  
 KOOL & THE GANG  
 BARRY MANILOW  
 Hottest:  
 JOURNEY 1-1  
 VANGELIS 9-5  
 ONJ 13-6  
 PAUL DAVIS 17-12  
 RICK SPRINGFIELD 23-14

**WFEA/Manchester, NH**  
 Keith Lemire

BEATLES  
 HALL & OATES  
 ROLLING STONES  
 KOOL & THE GANG  
 TASTE OF HONEY  
 ROBERTA FLACK  
 DAVID LASLEY  
 Hottest:  
 JOURNEY 1-1  
 JOURNEY 1-1  
 J. GEILS BAND 17-5  
 HUEY LEWIS AND TH 14-7  
 RICK SPRINGFIELD 24-13

### SOUTH

#### PARALLEL TWO

**BJ106/Orlando, FL**  
 Tom West

ALDO NOVA  
 DONNIE IRIS  
 WAYLON & WILLIE  
 CHARLENE  
 ATLANTIC STARR  
 BEATLES  
 Hottest:  
 JOAN JETT 1-1  
 FOREIGNER 14-8  
 ROD STEWART 15-9  
 VAN HALEN 22-15  
 GO GO'S 23-16

**KEEL/Sheveport, LA**  
 Kevin Davis

PAUL DAVIS  
 SISTER SLEDGE  
 POINTER SISTERS  
 LARRY CARLTON  
 WILLIE NELSON  
 DAN FOGELBERG  
 BOYS BAND  
 TOMMY TUTONE  
 HALL & OATES  
 Hottest:  
 JOURNEY 1-1  
 JOURNEY 1-1  
 STEVIE WONDER 5-3  
 ONJ 12-6  
 QUINCY JONES 13-7  
 VANGELIS 27-15

**KTBA/San Antonio, TX**  
 J.J. Rodriguez

PAUL DAVIS  
 Hottest:  
 JOURNEY 3-1  
 DIANA ROSS 8-5  
 JOAN JETT 20-14  
 KOOL & THE GANG 23-19  
 QUINCY JONES 30-25

**KXK108/Birmingham, AL**  
 Chris Trane

RICK SPRINGFIELD  
 HALL & OATES  
 BEATLES  
 T.G. SHEPPARD  
 Hottest:  
 STEVIE WONDER 1-1  
 KENNY ROGERS 4-2  
 JOURNEY 3-3  
 JOAN JETT 10-5  
 ONJ 12-8

**WAXY/Fl. Lauderdale, FL**  
 Rick Shaw

BERTIE HIGGINS (RA)  
 QUARTERFLASH  
 HALL & OATES  
 BOB & DOUG MCKENZ  
 Hottest:  
 STEVIE WONDER 2-1  
 VANGELIS 7-3  
 ONJ 12-6  
 QUINCY JONES 15-10  
 CHARLENE 22-13

**WAYS/Charlotte, NC**  
 Lou Simon

T.G. SHEPPARD  
 FOREIGNER  
 BEATLES  
 GENERAL JOHNSON &  
 KOOL & THE GANG  
 Hottest:  
 JOURNEY 1-1  
 VANGELIS 4-3  
 ONJ 6-4  
 MIKE POST 10-5  
 ALABAMA 13-9

**WBBQ/Augusta, GA**  
 Bruce Stevens

CDB  
 T.G. SHEPPARD  
 BOYS BAND  
 BARRY MANILOW  
 ROLLING STONES  
 Hottest:  
 JOAN JETT 1-1  
 VANGELIS 9-2  
 GO GO'S 13-7  
 J. GEILS BAND 14-9  
 CHARLENE 28-15

**WFNF/Baton Rouge, LA**  
 Rice/Watkins

QUARTERFLASH  
 GREG GUDRY  
 RAY PARKER JR.  
 Hottest:  
 STEVIE WONDER 1-1  
 ONJ 5-4  
 KOOL & THE GANG 18-12  
 VANGELIS 23-19  
 RICK SPRINGFIELD 25-21

**WGH/Norfolk, VA**  
 Bob Canada

DONNIE IRIS  
 WAYLON & WILLIE  
 DUKE JUPITER  
 AL MARTINO  
 CHRIS REA  
 BILL CHAMPLIN  
 Hottest:  
 SISTER SLEDGE 1-1  
 BERTIE HIGGINS 4-2  
 POINTER SISTERS 11-8  
 PAUL DAVIS 12-9  
 JOHN DENVER 13-10

**WJDX/Jackson, MS**  
 Bill Cruise

HALL & OATES  
 Hottest:  
 STEVIE WONDER 1-1  
 JOURNEY 2-2  
 ONJ 8-3  
 DIANA ROSS 4-4  
 BERTIE HIGGINS 7-6

**WTIX/New Orleans, LA**  
 Gary Franklin

BEATLES  
 ROBERTA FLACK  
 DR. HOOK  
 CHARLENE  
 PIA ZADORA  
 Hottest:  
 STEVIE WONDER 2-1  
 WILLIE NELSON 17-13  
 J. GEILS BAND 20-15  
 SISTER SLEDGE 22-16  
 VANGELIS 24-19

**Y103/Jacksonville, FL**  
 Robert John

Hottest:  
 JOAN JETT 3-1  
 GO GO'S 9-7  
 ONJ 11-8  
 J. GEILS BAND 13-9  
 STEVIE NICKS 17-10

**WRVQ/Richmond, VA**  
 Bill Thomas

GENESIS  
 CHUBBY CHECKER  
 Hottest:  
 JOAN JETT 3-1  
 HUEY LEWIS AND TH 12-7  
 VANGELIS 23-16  
 ALABAMA 25-19  
 GREG GUDRY 27-20  
 ONJ 12-6

**FM100/Memphis, TN**  
 Tom Prestigiacomo

NEIL DIAMOND  
 STARS ON 45  
 SISTER SLEDGE  
 J. GEILS BAND (dp)  
 Hottest:  
 STEVIE WONDER 4-1  
 BERTIE HIGGINS 8-4  
 POINTER SISTERS 10-5  
 CLIFF RICHARD 11-7  
 ONJ 14-8

**WSKZ/Chattanooga, TN**  
 David Carroll

CDB  
 HALL & OATES  
 TOMMY TUTONE  
 Hottest:  
 JOURNEY 1-1  
 GO GO'S 9-6  
 J. GEILS BAND 12-8  
 VANGELIS 19-14  
 QUINCY JONES 22-16

**KINT/El Paso, TX**  
 Jim Zippo

ONJ  
 STEVIE NICKS  
 STARS ON 45  
 ALDO NOVA  
 GAMMA  
 DONNIE IRIS  
 LAURA BRANIGAN  
 GEORGE DUKE  
 MECO  
 Hottest:  
 JOAN JETT 1-1  
 BOB & DOUG MCKENZ 7-2  
 FOREIGNER 3-3  
 VAN HALEN 7-4  
 GO GO'S 13-5

**KX104/Nashville, TN**  
 John Anthony

BEATLES  
 VAN HALEN  
 CDB  
 TOMMY TUTONE  
 Hottest:  
 JOAN JETT 1-1  
 ONJ 8-5  
 GO GO'S 14-8  
 GREG GUDRY 12-9  
 VANGELIS 23-10

**KJ100/Louisville, KY**  
 Dave McCann

HALL & OATES  
 RICK SPRINGFIELD  
 Hottest:  
 STEVIE WONDER 2-1  
 ONJ 13-4  
 PAUL DAVIS 24-18  
 NEIL DIAMOND 27-19  
 GREG GUDRY 28-22

**KHFI/Austin, TX**  
 Ed Volkman

CHARLENE  
 HALL & OATES  
 BEATLES  
 BEATLES  
 Hottest:  
 JOAN JETT 2-1  
 ONJ 13-6  
 TOMMY TUTONE 14-10  
 KOOL & THE GANG 24-12  
 STEVIE NICKS 23-17

**G100/Mobile, AL**  
 Scott Griffith

RAY PARKER JR.  
 CARS  
 ELTON JOHN  
 J. GEILS BAND  
 Hottest:  
 JOAN JETT 2-1  
 GO GO'S 4-2  
 BERTIE HIGGINS 6-4  
 ONJ 7-5  
 VANGELIS 14-8

**CK101/Cocoa Beach, FL**  
 Mike Lowe

MIKE POST  
 KOOL & THE GANG  
 T.G. SHEPPARD  
 HALL & OATES  
 BEATLES  
 ELTON JOHN  
 Hottest:  
 JOURNEY 1-1  
 JOURNEY 1-1  
 PAUL DAVIS 20-12  
 MECO 22-17  
 QUARTERFLASH 29-22  
 CHARLENE 33-24

**WSEZ/Wharton-Salem, NC**  
 Bob Mahoney

BARRY MANILOW  
 HALL & OATES  
 CHARLENE  
 TASTE OF HONEY  
 ROLLING STONES  
 TOMMY TUTONE  
 STARS ON 45  
 BUGGLES  
 Hottest:  
 JOURNEY 1-1  
 ONJ 12-6  
 GO GO'S 20-9  
 STEVIE NICKS 28-19  
 DR. HOOK 30-20

**KSET-FM/El Paso, TX**  
 Kris Van Oyk

VANGELIS  
 ROLLING STONES  
 TOMMY TUTONE  
 GAMMA  
 GLASS MOON  
 Hottest:  
 STEVIE WONDER 1-1  
 ONJ 15-5  
 RICK SPRINGFIELD 12-8  
 GO GO'S 13-9  
 PAUL DAVIS 23-17

**BS7/New Orleans, LA**  
 Shorby/Volpe

QUINCY JONES  
 CHARLENE  
 Hottest:  
 JOAN JETT 5-1  
 J. GEILS BAND 11-6  
 KOOL & THE GANG 15-10  
 GO GO'S 14-11  
 RICK SPRINGFIELD 19-14

**WOKI/Knoxville, TN**  
 Gary Adkins

CDB  
 T.G. SHEPPARD  
 CHARLENE  
 BEATLES  
 JUNIOR  
 CAROLE KING  
 TASTE OF HONEY  
 Hottest:  
 ROD STEWART 1-1  
 JOAN JETT 4-2  
 J. GEILS BAND 15-9  
 GO GO'S 18-10  
 WILLIE NELSON 24-16

**WCSB/Charleston, SC**  
 Chris Bailey

T.G. SHEPPARD  
 JOHN DENVER  
 PIA ZADORA  
 LARRY LEP  
 CDB  
 CARPENTERS  
 STARS ON 45  
 BEATLES  
 DENICE WILLIAMS  
 ATLANTIC STARR  
 Hottest:  
 JOURNEY 1-1  
 GO GO'S 3-2  
 JOAN JETT 7-3  
 PAUL DAVIS 12-8  
 J. GEILS BAND 17-11

**WBCY/Charlotte, NC**  
 Bob Kaghan

QUINCY JONES  
 CDB  
 BEATLES  
 BONNIE RAITT  
 ROLLING STONES  
 Hottest:  
 MIKE POST 4-1  
 GO GO'S 5-4  
 VANGELIS 7-6  
 QUARTERFLASH 12-8  
 RICK SPRINGFIELD 19-9

**WMAK-FM/Nashville, TN**  
 Phil Stanley

ELTON JOHN  
 JOHN DENVER  
 JUNIOR (dp)  
 DONNIE IRIS (dp)  
 JOHN HALL BAND (dp)  
 NEIL DIAMOND (RA)  
 Hottest:  
 STEVIE WONDER 5-1  
 GREG GUDRY 14-8  
 PAUL DAVIS 15-9  
 CHARLENE 24-18  
 MECO 26-20

**WANS-FM/Greenville, SC**  
 Bill McCown

QUINCY JONES  
 ROLLING STONES  
 GENESIS  
 CARS  
 Hottest:  
 JOURNEY 1-1  
 JOAN JETT 7-3  
 FOREIGNER 11-8  
 J. GEILS BAND 11-8  
 STEVIE NICKS 13-



**MIDWEST**  
**Most Added® Hottest**  
 Hall & Oates  
 Elton John  
 Rolling Stones  
 Beatles  
 Joan Jett  
 Olivia N-J  
 Journey

# CHR ADDS & HOTS

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

**WEST**  
**Most Added® Hottest**  
 Beatles  
 Elton John  
 Hall & Oates  
 Charlene  
 Joan Jett  
 Journey  
 J. Geils Band

**MIDWEST**

**PARALLEL TWO**

**9 A/Columbus, OH**  
**Teri Nutter**

Hottest:  
 JOAN JETT 3-1  
 GO GO'S 8-4  
 ONJ 10-5  
 J. GEILS BAND 16-8  
 STEVIE NICKS 20-13

**KIOA/Des Moines, IA**  
**A.W. Pantoja**

CDB  
 BEATLES  
 ELTON JOHN  
 Hottest:  
 JOURNEY 1-1  
 STEVIE WONDER 3-2  
 POINTER SISTERS 12-8  
 ONJ 15-9  
 PAUL DAVIS 29-21

**KOFM/Oklahoma City, OK**  
**John Jenkins**

Hottest:  
 JOAN JETT 1-1  
 STEVIE WONDER 5-2  
 JOURNEY 3-3  
 BERTIE HIGGINS 4-4  
 ONJ 15-8

**KRAV/Tulsa, OK**  
**Gery Reynolds**

WILLIE NELSON  
 Hottest:  
 BERTIE HIGGINS 3-1  
 VANGELIS 2-2  
 ONJ 4-3  
 JOURNEY 1-4  
 QUINCY JONES 16-8

**KZ93/Peoria, IL**  
**Keith Edwards**

ELTON JOHN  
 CARR  
 GLASS MOON  
 Hottest:  
 GO GO'S 3-1  
 QUARTERFLASH 6-5  
 HUEY LEWIS AND TH 8-6  
 ONJ 17-10  
 TOMMY TUTONE 19-12

**WGRD/Grand Rapids, MI**  
**Sean Stevens**

ONJ  
 HUEY LEWIS AND TH  
 Hottest:  
 GO GO'S 6-1  
 JOAN JETT 12-2  
 STEVIE WONDER 10-5  
 J. GEILS BAND 13-6  
 BERTIE HIGGINS 14-12

**WHOT/Youngstown, OH**  
**Dick Thompson**

HALL & OATES  
 MIKE POST  
 CHARLENE  
 Hottest:  
 JOAN JETT 2-1  
 ONJ 18-7  
 VANGELIS 17-8  
 HUEY LEWIS AND TH 21-16  
 STEVIE NICKS 26-19

**WMEE/Fort Wayne, IN**  
**John Curry**

DR. HOOK  
 HALL & OATES  
 ELTON JOHN  
 TOMMY TUTONE  
 Hottest:  
 STEVIE WONDER 2-1  
 ONJ 6-3  
 J. GEILS BAND 11-8  
 VANGELIS 16-11  
 STEVIE NICKS 21-12

**WNCI/Columbus, OH**  
**Steve Edwards**

HALL & OATES  
 SISTER SLEDGE  
 JOHN DENVER  
 Hottest:  
 JOURNEY 1-1  
 STEVIE WONDER 2-2  
 ONJ 6-4  
 NEIL DIAMOND 13-8  
 VANGELIS 17-12

**WOW/Omaha, NB**  
**Mike Shane**

HALL & OATES  
 QUINCY JONES  
 VAN HALEN (dp)  
 Hottest:  
 STEVIE WONDER 1-1  
 ALABAMA 5-2  
 ONJ 7-3  
 VANGELIS 10-7  
 PAUL DAVIS 13-10

**WVIC/East Lansing, MI**  
**Jim St. John**

HALL & OATES  
 AL JARREAU  
 WILLIE NELSON  
 LULU  
 JOHN HALL BAND  
 DONNIE IRIS  
 WAR  
 JUNIOR  
 Hottest:  
 JOURNEY 1-1  
 STEVIE WONDER 6-2  
 POINTER SISTERS 12-5  
 MECO 15-10  
 VANGELIS 14-12

**KSTT/Davenport, IA**  
**Bill Young**

ELTON JOHN  
 HALL & OATES  
 CDB  
 WILLIE NELSON  
 CHARLENE  
 BEATLES  
 BOYS BAND  
 Hottest:  
 JOAN JETT 13-7  
 POINTER SISTERS 10-8  
 PAUL DAVIS 20-12  
 J. GEILS BAND 18-14

**KEYN-FM/Wichita, KS**  
**Terrie Springs**

POINTERS SISTERS  
 QUARTERFLASH  
 HALL & OATES  
 BEATLES  
 Hottest:  
 JOURNEY 1-1  
 ALABAMA 6-3  
 ONJ 11-6  
 ROD STEWART 17-13  
 VANGELIS 20-15

**WYFM/Youngstown, OH**  
**Jeff Tobin**

Hottest:  
 JOAN JETT 1-1  
 GO GO'S 4-2  
 J. GEILS BAND 7-4  
 STEVIE WONDER 15-8  
 DIANA ROSS 18-15

**WAKX/Duluth, MN**  
**Dave Stranberg**

HALL & OATES  
 Hottest:  
 JOURNEY 1-1  
 BERTIE HIGGINS 5-2  
 POINTER SISTERS 9-5  
 VANGELIS 17-13  
 PAUL DAVIS 19-15

**WNAM/Appleton-Oshkosh, WI**  
**Beck Cane**

ROLLING STONES  
 ELTON JOHN  
 ALDO NOVA  
 DAVID LASLEY  
 TOMMY TUTONE  
 Hottest:  
 JOURNEY 1-1  
 HUEY LEWIS AND TH 16-10  
 VANGELIS 18-11  
 RICK SPRINGFIELD 19-12  
 LE ROUX 22-18

**WGBF/Evanville, IN**  
**Kevin Carpenter**

HALL & OATES  
 QUARTERFLASH  
 GREG GUIDRY  
 Hottest:  
 JOURNEY 1-1  
 STEVIE WONDER 3-2  
 BERTIE HIGGINS 7-4  
 POINTER SISTERS 9-5  
 JOAN JETT 10-9

**WZOK/Rockford, IL**  
**Mr. Ed**

BERTIE HIGGINS  
 ROLLING STONES  
 TOMMY TUTONE  
 Hottest:  
 JOURNEY 1-1  
 POINTER SISTERS 7-4  
 GO GO'S 10-7  
 PAUL DAVIS 11-9  
 J. GEILS BAND 15-11

**Z104/Madison, WI**  
**Little/Hudson**

VANGELIS  
 CAROLE KING  
 CARS  
 GENESIS  
 Hottest:  
 JOAN JETT 1-1  
 J. GEILS BAND 4-2  
 GO GO'S 7-3  
 ONJ 14-6  
 RICK SPRINGFIELD 20-13

**WIKS/Indianapolis, IN**  
**Tom Gilligan**

GENESIS  
 ASIA  
 Hottest:  
 FOREIGNER 6-1  
 JOAN JETT 2-2  
 SHOOTING STAR 10-8  
 ROD STEWART 16-13

**US3/South Bend, IN**  
**J.K. Deering**

HUEY LEWIS AND TH  
 Hottest:  
 JOAN JETT 1-1  
 JOURNEY 2-2  
 BERTIE HIGGINS 4-3  
 ONJ 14-4  
 VANGELIS 19-10

**WDJX/Dayton, OH**  
**Steve Allen**

Hottest:  
 JOURNEY 1-1  
 STEVIE WONDER 2-2  
 DIANA ROSS 3-3  
 ROD STEWART 7-7  
 POINTER SISTERS 12-12

**WKOO/Evanville, IN**  
**Hobbs/Paine**

ELTON JOHN  
 CDB  
 BEATLES  
 CHARLENE  
 HALL & OATES  
 Hottest:  
 BERTIE HIGGINS 4-1  
 JOAN JETT 13-7  
 POINTER SISTERS 10-8  
 PAUL DAVIS 20-12  
 J. GEILS BAND 18-14

**WJXQ/Jackson, MI**  
**Ryan/Cheeks**

BILL CHAMPLIN (dp)  
 DAVID BOWIE (dp)  
 DONNIE IRIS (dp)  
 JOHN HALL BAND (dp)  
 DAVID LASLEY (dp)  
 Hottest:  
 J. GEILS BAND 1-1  
 STEVIE NICKS 11-8  
 ALDO NOVA 14-9  
 J. GEILS BAND 27-17  
 GENESIS 29-18

**KQKQ/Omaha, NB**  
**Mark Evans**

HALL & OATES  
 CHARLENE  
 BEATLES  
 Hottest:  
 JOURNEY 1-1  
 ONJ 6-4  
 JOAN JETT 8-5  
 GO GO'S 9-6  
 J. GEILS BAND 13-9

**KIKK/Davenport, IA**  
**Chuck King**

CARS  
 HALL & OATES  
 CHARLENE  
 Hottest:  
 JOURNEY 1-1  
 JOAN JETT 9-5  
 ONJ 21-17  
 J. GEILS BAND 30-24  
 VAN HALEN 33-25

**WZZR/Grand Rapids, MI**  
**Brian Thomas**

SIMON & GARFUNKEL  
 BARRY MANILOW  
 ELTON JOHN  
 HALL & OATES  
 GORDON LIGHTFOOT  
 Hottest:  
 JOURNEY 1-1  
 STEVIE WONDER 3-3  
 ONJ 12-5  
 VANGELIS 11-8  
 RICK SPRINGFIELD 25-15

**WKFR/Kalamazoo, MI**  
**Swartz/Chapman**

RICK SPRINGFIELD  
 BEATLES  
 HALL & OATES  
 Hottest:  
 JOURNEY 1-1  
 STEVIE WONDER 2-2  
 BERTIE HIGGINS 8-6  
 ONJ 11-7  
 VANGELIS 14-10

**WLYT/Cleveland Heights, OH**  
**Scott "Smoker" Howitt**

HALL & OATES  
 SMOKEY ROBINSON  
 ROLLING STONES  
 CARS  
 ABBA  
 VANGELIS  
 Hottest:  
 JOAN JETT 1-1  
 J. GEILS BAND 12-6  
 STEVIE WONDER 15-9  
 RICK SPRINGFIELD 18-12  
 ONJ 17-14

**KMGK/Des Moines, IA**  
**Michael Stone**

CDB  
 DONNIE IRIS  
 INNOCENT  
 Hottest:  
 JOAN JETT 1-1  
 QUARTERFLASH 10-5  
 HUEY LEWIS AND TH 9-6  
 GO GO'S 22-15  
 DR. HOOK 26-22

**PARALLEL THREE**

**KFYR/Blairmont, ND**  
**Dan Brannan**

GREG GUIDRY  
 CHARLENE  
 VAN HALEN  
 CARS  
 Hottest:  
 JOURNEY 1-1  
 BERTIE HIGGINS 2-2  
 ROD STEWART 13-7  
 ONJ 16-9  
 VANGELIS 18-11

**KKLS/Rapid City**  
**Sherwin/Piper**

CARS  
 CDB  
 EDDIE RABBITT  
 HALL & OATES  
 BOYS BAND  
 Hottest:  
 STEVIE WONDER 2-1  
 POLICE 3-2  
 HUEY LEWIS AND TH 9-5  
 STEVIE NICKS 11-6  
 QUARTERFLASH 13-9

**KKKL/Grand Forks, ND**  
**Jeff Parker**

HALL & OATES  
 BEATLES  
 QUINCY JONES  
 Hottest:  
 JOURNEY 1-1  
 STEVIE WONDER 2-2  
 ONJ 7-4  
 PAUL DAVIS 16-11  
 GO GO'S 23-12

**WRKR/Racine, WI**  
**Steve Wanan**

CARS  
 Hottest:  
 JOURNEY 1-1  
 ROD STEWART 21-12  
 TOM TOM CLUB 22-17  
 BERTIE HIGGINS 29-18  
 ONJ 28-19

**WSPT/Stevens Point, WI**  
**Brad Fuhr**

BERTIE HIGGINS  
 ROLLING STONES  
 QUINCY JONES  
 GAMMA (dp)  
 Hottest:  
 JOAN JETT 1-1  
 J. GEILS BAND 7-2  
 ONJ 13-9

**WTRU/Muskegon, MI**  
**Mike Skavone**

HALL & OATES  
 BEATLES  
 VAN HALEN  
 ROLLING STONES  
 ELTON JOHN  
 CARS  
 Hottest:  
 STEVIE WONDER 1-1  
 HUEY LEWIS AND TH 7-4  
 JOAN JETT 10-7  
 ONJ 12-8  
 VANGELIS 19-15

**KDVV/Topeka, KS**  
**Tony Stewart**

ELTON JOHN  
 ROLLING STONES  
 TASTE OF HONEY  
 HALL & OATES  
 Hottest:  
 JOAN JETT 3-1  
 GO GO'S 5-3  
 J. GEILS BAND 9-4  
 VANGELIS 12-6  
 HUEY LEWIS AND TH 10-7

**KELO/Sioux Falls, SD**  
**Marc Elliot**

J. GEILS BAND  
 HALL & OATES  
 CARPENTERS  
 RICK SPRINGFIELD  
 ELTON JOHN  
 HUEY LEWIS AND TH  
 Hottest:  
 JOURNEY 1-1  
 STEVIE WONDER 2-2  
 GO GO'S 7-4  
 JOAN JETT 20-10  
 ONJ 38-28

**KWLO/Waterloo, IA**  
**Drew Bentley**

QUARTERFLASH  
 HALL & OATES  
 DR. HOOK  
 ELTON JOHN  
 Hottest:  
 JOAN JETT 1-1  
 GO GO'S 2-2  
 RICK SPRINGFIELD 10-5  
 POINTER SISTERS 14-6  
 STEVIE WONDER 16-8

**WAZY-FM/Lafayette, IN**  
**Bob Leonard**

HALL & OATES  
 Hottest:  
 STEVIE WONDER 1-1  
 ONJ 5-2  
 ROD STEWART 4-3  
 GO GO'S 7-4  
 J. GEILS BAND 16-11

**KRNA/Iowa City, IA**  
**Bart Goymsdor**

CARS  
 GENESIS  
 CDB  
 BEATLES  
 JOHNNY & DISTRACT (dp)  
 Hottest:  
 JOAN JETT 1-1  
 JOURNEY 2-2  
 J. GEILS BAND 10-5  
 STEVIE NICKS 11-8  
 QUARTERFLASH 16-12

**KQWB/Fargo, ND**  
**Wayne Hiller**

RICK SPRINGFIELD  
 HALL & OATES  
 Hottest:  
 JOURNEY 1-1  
 ONJ 8-4  
 ROD STEWART 10-7  
 GO GO'S 14-9  
 HUEY LEWIS AND TH 12-10

**WCIL-FM/Carbondale, IL**  
**Tony Waltekus**

TOMMY TUTONE  
 PRISM  
 CDB  
 ELTON JOHN  
 STARS ON 45  
 STEVIE NICKS  
 Hottest:  
 JOAN JETT 1-1  
 MIKE POST 18-8  
 STEVIE WONDER 17-9  
 PAUL DAVIS 28-14  
 TOM TOM CLUB 22-15

**KFMZ/Columbia, MO**  
**Steve Graziano**

ROLLING STONES  
 Hottest:  
 JOAN JETT 3-1  
 GO GO'S 2-2  
 SAMMY HAGAR 7-6  
 HUMAN LEAGUE 13-9  
 TOMMY TUTONE 19-12

**99KG/Selma, KS**  
**Denny Collier**

JOHN HALL BAND  
 EDDIE SCHWARTZ  
 ELTON JOHN  
 RAY PARKER JR.  
 KOOL & THE GANG  
 ALDO NOVA  
 Hottest:  
 JOURNEY 1-1  
 JOAN JETT 3-2  
 J. GEILS BAND 22-13  
 STEVIE NICKS 24-15  
 RICK SPRINGFIELD 26-16

**WEST**

**PARALLEL TWO**

**KCPX/Salt Lake City, UT**  
**Gary Waldron**

MECO  
 CDB  
 JOHN DENVER  
 FOREIGNER  
 QUARTERFLASH  
 ALDO NOVA  
 LRB  
 HUMAN LEAGUE  
 Hottest:  
 VANGELIS 3-1  
 BERTIE HIGGINS 5-2  
 ONJ 9-3  
 HUEY LEWIS AND TH 15-7  
 LE ROUX 17-9

**KJRB/Spokane, WA**  
**Suds Coleman**

DR. HOOK  
 RAY PARKER JR.  
 CDB  
 BEATLES  
 GENESIE  
 CARS  
 Hottest:  
 JOAN JETT 4-1  
 ALABAMA 11-6  
 LOVERBOY 17-9  
 POLICE 14-11  
 STEVIE NICKS 19-15

**KRO/Tucson, AZ**  
**Guy Zapoleon**

CHARLENE  
 QUARTERFLASH  
 Hottest:  
 BERTIE HIGGINS 3-1  
 ONJ 2-2  
 J. GEILS BAND 6-3  
 POLICE 9-6  
 QUINCY JONES 19-14

**Y94/Fresno, CA**  
**John McCorkle**

MECO  
 QUARTERFLASH  
 Hottest:  
 JOURNEY 1-1  
 BERTIE HIGGINS 10-7  
 JOAN JETT 17-10  
 OAK RIDGE BOYS 15-11  
 HUEY LEWIS AND TH 23-17

**KLUC/Las Vegas, NV**  
**Dave Van Stone**

ROLLING STONES  
 ELTON JOHN  
 HUMAN LEAGUE  
 Hottest:  
 JOURNEY 1-1  
 VANGELIS 8-5  
 JOAN JETT 11-6  
 QUARTERFLASH 14-10  
 J. GEILS BAND 16-11

**KYNO-FM/Fresno, CA**  
**Walker/Davis**

WHISPERS  
 GEORGE DUKE  
 CHARLENE  
 Hottest:  
 JOURNEY 2-1  
 STEVIE WONDER 4-2  
 ONJ 7-5  
 KOOL & THE GANG 10-7  
 JOAN JETT 12-8

**FM102/Sacramento, CA**  
**Billy Manders**

JOHN DENVER  
 SISTER SLEDGE  
 JUNIOR  
 TOM TOM CLUB  
 STEVIE NICKS  
 Hottest:  
 JOURNEY 1-1  
 STEVIE WONDER 2-2  
 VANGELIS 5-3  
 RICK SPRINGFIELD 17-12  
 TOM TOM CLUB A-24

**KBPZ/Colorado Springs, CO**  
**Mike Daniels**

J. GEILS BAND  
 HALL & OATES  
 BEATLES  
 Hottest:  
 JOURNEY 1-1  
 STEVIE WONDER 2-2  
 ROD STEWART 4-3  
 BERTIE HIGGINS 7-4  
 JOAN JETT 11-6

**KHYT/Tucson, AZ**  
**Rich Brother Robbin**

CDB  
 DAN FOGELBERG  
 NIECE WILLIAMS  
 TOM TOM CLUB  
 Hottest:  
 JOAN JETT 1-1  
 J. GEILS BAND 2-2  
 GO GO'S 5-4  
 GO 34-21  
 RICHARD D. FIELDS 32-29

**KIDD/Monterey, CA**  
**Barry Brown**

CARS  
 ROLLING STONES  
 TOMMY TUTONE  
 Hottest:  
 JOURNEY 1-1  
 STEVIE WONDER 5-2  
 GO GO'S 6-3  
 JOAN JETT 13-5  
 ONJ 16-11

**KGGI/Riverside-San Bernardino**  
**Steve O'Neil**

LE ROUX  
 DAN BEALS  
 BCYS BAND  
 O'BRYAN  
 BOBBY CALDWELL  
 Hottest:  
 STEVIE WONDER 1-1  
 VANGELIS 5-3  
 ROD STEWART 10-8  
 GEORGE BENSON 13-10  
 J. GEILS BAND 25-17

**KKXX/Bakersfield, CA**  
**Squires/DeRoo**

LE ROUX  
 RAY PARKER JR.  
 CDB  
 BEATLES  
 GENESIE  
 CARS  
 Hottest:  
 JOAN JETT 4-1  
 ALABAMA 11-6  
 LOVERBOY 17-9  
 POLICE 14-11  
 STEVIE NICKS 19-15

**KNBQ/Tacoma, WA**  
**Gary Bryan**

ELTON JOHN  
 BEATLES  
 DONNIE IRIS  
 Hottest:  
 JOURNEY 1-1  
 JOAN JETT 4-3  
 ONJ 16-6  
 RICK SPRINGFIELD 20-16  
 VANGELIS 25-18

**K96/Provo, UT**  
**Jim Sumpter**

CHARLENE  
 HALL & OATES  
 DR. HOOK  
 Hottest:  
 JOURNEY 1-1  
 BERTIE HIGGINS 9-5  
 GO GO'S 13-9  
 ALABAMA 14-11  
 J. GEILS BAND 19-14

**FM103/Salt Lake City, UT**  
**Lorraine Winneger**

TOMMY TUTONE  
 ROLLING STONES  
 HALL & OATES  
 Hottest:  
 JOAN JETT 2-1  
 VAN HALEN 8-5  
 J. GEILS BAND 14-11  
 HUEY LEWIS AND TH 15-12  
 GO GO'S 17-14

**KBBK/Boise, ID**  
**Bob Lee**

BEATLES  
 JUNIOR  
 CHARLENE  
 DONNIE IRIS  
 GLASS MOON  
 CARS  
 Hottest:  
 JOURNEY 1-1  
 GO

# PARALLELS

**Parallel I:** Selected stations in major markets that are format dominant\* and/or exert a significant national influence.

**Parallel II:** Selected stations in secondary markets that are format dominant\* and/or exert a significant local or regional influence. This parallel may also contain some major market stations that do not qualify for parallel I or III.

**Parallel III:** Selected stations in smaller markets that are format dominant\* and/or exert a significant local influence. This parallel may contain some regional market stations that do not qualify for parallel two status.

**Note (\*)** Format dominance is based on the Monday-Sunday, 6AM-11PM night, total persons 12 plus shares as published by Arbitron. All present and possible future reporting stations are evaluated and updated twice annually.

★ DENOTES FIRST WEEK IN PARALLELS.

214 REPORTS  
212 LAST WEEK

**PHILIP DOG**  
"I Hit Song" (Anylabel)  
National Summary  
100/25 44%  
Debut 51  
Same 4  
Down 0  
Add 25

**EXAMPLE**  
125 - 100 CHR reporting stations on it this week including 25 new adds.  
Percentage of this week's reporters playing it regional reach - Percentage of reporters playing the song within each region.

**31** - Number of stations moving it up on the charts.  
**20** - Number of stations debuting the song this week.  
**24** - Number of stations reporting no movement this week. (On to On, Add to On, 31-31, etc.)  
**0** - Number of stations moving it down on their charts.  
**25** - Total number of stations adding it this week.

**BEATLES**  
"Movie Medley (Capitol)"  
LP: Real Music  
National Summary  
78/71 38%  
Debut 1  
Same 0  
Down 0  
Add 71

**PAUL AVIR**  
"65 Love Affair (Arista)"  
LP: Cool Night  
National Summary  
17/15 80%  
Debut 0  
Same 10  
Down 0  
Add 5

**DAN FOGELBERG**  
"Leader Of... (Full Moon/Epic)"  
LP: The Innocent Age  
National Summary  
89/10 42%  
Debut 0  
Same 77  
Down 0  
Add 6

**GO-GO'S**  
"We Got The Beat (IRS/A&M)"  
LP: Beauty & The Beat  
National Summary  
178/11 83%  
Debut 2  
Same 31  
Down 13  
Add 1

**CARS**  
"Since You're Gone (Elektra)"  
LP: Shake It Up  
National Summary  
52/25 24%  
Debut 11  
Same 14  
Down 0  
Add 25

**NEIL DIAMOND**  
"One The Way... (Columbia)"  
LP: One The Way To The Sky  
National Summary  
79/8 37%  
Debut 0  
Same 3  
Down 0  
Add 8

**FOREIGNER**  
"Jukebox Hero (Atlantic)"  
LP: Foreigner 4  
National Summary  
97/3 45%  
Debut 0  
Same 33  
Down 0  
Add 9

**ALABAMA**  
"Lo In The First... (MCA)"  
LP: Heads So Right  
National Summary  
119/0 56%  
Debut 0  
Same 59  
Down 0  
Add 8

**CHARLENE**  
"I've Never Been... (Motown)"  
National Summary  
112/32 52%  
Debut 0  
Same 27  
Down 0  
Add 33

**DR. HOOK**  
"Baby... (Casablanca/PG)"  
LP: Players In The Dark  
National Summary  
135/12 83%  
Debut 0  
Same 18  
Down 0  
Add 32

**J. GEILS BAND**  
"Freeze... (EMI America)"  
LP: Freeze Frame  
National Summary  
180/5 84%  
Debut 0  
Same 15  
Down 0  
Add 5

**GREG GUY**  
"Goin' Down (Badland/Columbia)"  
LP: Over The Line  
National Summary  
184/12 77%  
Debut 0  
Same 27  
Down 0  
Add 12

**SAMMY HAGAR**  
"I'll Fall In Love... (Geffen/WB)"  
LP: Standing Hampton  
National Summary  
88/10 32%  
Debut 0  
Same 19  
Down 0  
Add 0

**D. HALL & J. OATES**  
"Did It In A Minute (RCA)"  
LP: Private Eyes  
National Summary  
177/68 83%  
Debut 0  
Same 25  
Down 0  
Add 6

**ALABAMA**  
"Lo In The First... (MCA)"  
LP: Heads So Right  
National Summary  
119/0 56%  
Debut 0  
Same 59  
Down 0  
Add 8

**ALABAMA**  
"Lo In The First... (MCA)"  
LP: Heads So Right  
National Summary  
119/0 56%  
Debut 0  
Same 59  
Down 0  
Add 8

**ALABAMA**  
"Lo In The First... (MCA)"  
LP: Heads So Right  
National Summary  
119/0 56%  
Debut 0  
Same 59  
Down 0  
Add 8

**ALABAMA**  
"Lo In The First... (MCA)"  
LP: Heads So Right  
National Summary  
119/0 56%  
Debut 0  
Same 59  
Down 0  
Add 8

**ALABAMA**  
"Lo In The First... (MCA)"  
LP: Heads So Right  
National Summary  
119/0 56%  
Debut 0  
Same 59  
Down 0  
Add 8

**CHARLENE**  
"I've Never Been... (Motown)"  
National Summary  
112/32 52%  
Debut 0  
Same 27  
Down 0  
Add 33

**DR. HOOK**  
"Baby... (Casablanca/PG)"  
LP: Players In The Dark  
National Summary  
135/12 83%  
Debut 0  
Same 18  
Down 0  
Add 32

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"Freeze... (EMI America)"  
LP: Freeze Frame  
National Summary  
180/5 84%  
Debut 0  
Same 15  
Down 0  
Add 5

**GREG GUY**  
"Goin' Down (Badland/Columbia)"  
LP: Over The Line  
National Summary  
184/12 77%  
Debut 0  
Same 27  
Down 0  
Add 12

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"I'll Fall In Love... (Geffen/WB)"  
LP: Standing Hampton  
National Summary  
88/10 32%  
Debut 0  
Same 19  
Down 0  
Add 0

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LP: Private Eyes  
National Summary  
177/68 83%  
Debut 0  
Same 25  
Down 0  
Add 6

**ALABAMA**  
"Lo In The First... (MCA)"  
LP: Heads So Right  
National Summary  
119/0 56%  
Debut 0  
Same 59  
Down 0  
Add 8

**ALABAMA**  
"Lo In The First... (MCA)"  
LP: Heads So Right  
National Summary  
119/0 56%  
Debut 0  
Same 59  
Down 0  
Add 8

**ALABAMA**  
"Lo In The First... (MCA)"  
LP: Heads So Right  
National Summary  
119/0 56%  
Debut 0  
Same 59  
Down 0  
Add 8

**ALABAMA**  
"Lo In The First... (MCA)"  
LP: Heads So Right  
National Summary  
119/0 56%  
Debut 0  
Same 59  
Down 0  
Add 8

**ALABAMA**  
"Lo In The First... (MCA)"  
LP: Heads So Right  
National Summary  
119/0 56%  
Debut 0  
Same 59  
Down 0  
Add 8

**CHARLENE**  
"I've Never Been... (Motown)"  
National Summary  
112/32 52%  
Debut 0  
Same 27  
Down 0  
Add 33

**DR. HOOK**  
"Baby... (Casablanca/PG)"  
LP: Players In The Dark  
National Summary  
135/12 83%  
Debut 0  
Same 18  
Down 0  
Add 32

**J. GEILS BAND**  
"Freeze... (EMI America)"  
LP: Freeze Frame  
National Summary  
180/5 84%  
Debut 0  
Same 15  
Down 0  
Add 5

**GREG GUY**  
"Goin' Down (Badland/Columbia)"  
LP: Over The Line  
National Summary  
184/12 77%  
Debut 0  
Same 27  
Down 0  
Add 12

**SAMMY HAGAR**  
"I'll Fall In Love... (Geffen/WB)"  
LP: Standing Hampton  
National Summary  
88/10 32%  
Debut 0  
Same 19  
Down 0  
Add 0

**D. HALL & J. OATES**  
"Did It In A Minute (RCA)"  
LP: Private Eyes  
National Summary  
177/68 83%  
Debut 0  
Same 25  
Down 0  
Add 6

**ALABAMA**  
"Lo In The First... (MCA)"  
LP: Heads So Right  
National Summary  
119/0 56%  
Debut 0  
Same 59  
Down 0  
Add 8

**ALABAMA**  
"Lo In The First... (MCA)"  
LP: Heads So Right  
National Summary  
119/0 56%  
Debut 0  
Same 59  
Down 0  
Add 8

**ALABAMA**  
"Lo In The First... (MCA)"  
LP: Heads So Right  
National Summary  
119/0 56%  
Debut 0  
Same 59  
Down 0  
Add 8

**ALABAMA**  
"Lo In The First... (MCA)"  
LP: Heads So Right  
National Summary  
119/0 56%  
Debut 0  
Same 59  
Down 0  
Add 8

**ALABAMA**  
"Lo In The First... (MCA)"  
LP: Heads So Right  
National Summary  
119/0 56%  
Debut 0  
Same 59  
Down 0  
Add 8

**CHARLENE**  
"I've Never Been... (Motown)"  
National Summary  
112/32 52%  
Debut 0  
Same 27  
Down 0  
Add 33

**DR. HOOK**  
"Baby... (Casablanca/PG)"  
LP: Players In The Dark  
National Summary  
135/12 83%  
Debut 0  
Same 18  
Down 0  
Add 32

**J. GEILS BAND**  
"Freeze... (EMI America)"  
LP: Freeze Frame  
National Summary  
180/5 84%  
Debut 0  
Same 15  
Down 0  
Add 5

**GREG GUY**  
"Goin' Down (Badland/Columbia)"  
LP: Over The Line  
National Summary  
184/12 77%  
Debut 0  
Same 27  
Down 0  
Add 12

**SAMMY HAGAR**  
"I'll Fall In Love... (Geffen/WB)"  
LP: Standing Hampton  
National Summary  
88/10 32%  
Debut 0  
Same 19  
Down 0  
Add 0

**D. HALL & J. OATES**  
"Did It In A Minute (RCA)"  
LP: Private Eyes  
National Summary  
177/68 83%  
Debut 0  
Same 25  
Down 0  
Add 6

**ALABAMA**  
"Lo In The First... (MCA)"  
LP: Heads So Right  
National Summary  
119/0 56%  
Debut 0  
Same 59  
Down 0  
Add 8

**ALABAMA**  
"Lo In The First... (MCA)"  
LP: Heads So Right  
National Summary  
119/0 56%  
Debut 0  
Same 59  
Down 0  
Add 8

**ALABAMA**  
"Lo In The First... (MCA)"  
LP: Heads So Right  
National Summary  
119/0 56%  
Debut 0  
Same 59  
Down 0  
Add 8

**ALABAMA**  
"Lo In The First... (MCA)"  
LP: Heads So Right  
National Summary  
119/0 56%  
Debut 0  
Same 59  
Down 0  
Add 8

**ALABAMA**  
"Lo In The First... (MCA)"  
LP: Heads So Right  
National Summary  
119/0 56%  
Debut 0  
Same 59  
Down 0  
Add 8





**LICE**  
Ints In A... (A&M)  
Ghost In The Machine

131/0 81%

16

Regional Summary  
Reach UP 23  
E 55A  
S 70A  
M 49B  
DOWM 70  
ADDS 0

16

Regional Summary  
Reach UP 23  
E 55A  
S 70A  
M 49B  
DOWM 70  
ADDS 0

**QUARTERFLASH**  
Find Another... (Geffen/WB)  
LP: Quarterflash

158/8 73%

21

Regional Summary  
Reach UP 107  
E 73A  
S 73A  
M 54A  
DOWM 14  
ADDS 9

**DIANA ROSS**  
Mirror, Mirror (RCA)  
LP: Why Do Fools Fall In Love?

125/0 58%

17

Regional Summary  
Reach UP 14  
E 65A  
S 60A  
M 58A  
DOWM 0  
ADDS 0

**ROD STEWART**  
Tonight I'm Yours... (WB)  
LP: Tonight I'm Yours

178/0 82%

6

Regional Summary  
Reach UP 96  
E 83A  
S 75A  
M 58A  
DOWM 4  
ADDS 0

**TOMMY TUTONE**  
867-5309/Jenny (Columbia)  
LP: Tommy Tutone 2

127/31 59%

23

Regional Summary  
Reach UP 53  
E 48A  
S 69A  
M 49B  
DOWM 11  
ADDS 31

**VAN HALEN**  
(Oh) Pretty Woman (WB)  
LP: Van Halen

133/8 82%

25

Regional Summary  
Reach UP 77  
E 65A  
S 70A  
M 53A  
DOWM 8  
ADDS 8

**KE POST**  
Magnum P.I. (Elektra)  
Television Theme Songs

88/9 40%

N&A

Regional Summary  
Reach UP 11  
E 60A  
S 36A  
M 33A  
DOWM 2  
ADDS 0

**KENNY ROGERS**  
Through The Years (Liberty)  
LP: Share Your Love

100/0 47%

22

Regional Summary  
Reach UP 113  
E 54A  
S 49A  
M 40A  
DOWM 0  
ADDS 0

**SISTER SLEDGE**  
My Guy (Cotillion/Atco)  
LP: The Sisters

85/6 40%

N&A

Regional Summary  
Reach UP 56  
E 60A  
S 36A  
M 33A  
DOWM 2  
ADDS 6

**RICK SPRINGFIELD**  
Don't Talk To... (RCA)  
LP: Success Hasn't Spoiled Me Yet

193/7 90%

12

Regional Summary  
Reach UP 14A  
E 92A  
S 80A  
M 85A  
DOWM 0  
ADDS 7

**TASTE OF HONEY**  
I'll Try Something... (Capitol)  
LP: Ladies Of The Eighties

51/11 24%

N&A

Regional Summary  
Reach UP 12  
E 77A  
S 77A  
M 33A  
DOWM 0  
ADDS 11

**STEVIE WONDER**  
That Girl (Tama/Motown)  
LP: Stevie Wonder's Original...

188/0 88%

2

Regional Summary  
Reach UP 86  
E 81A  
S 73A  
M 53A  
DOWM 0  
ADDS 0

**KEITH SIMPSON**  
Don't Let Him Know (Capitol)  
LP: Small Change

63/1 29%

N&A

Regional Summary  
Reach UP 31  
E 60A  
S 36A  
M 33A  
DOWM 2  
ADDS 0

**ROLLING STONES**  
Hang Fire (RS/Atco)  
LP: Tattoo You

88/44 41%

N&A

Regional Summary  
Reach UP 21  
E 54A  
S 49A  
M 30A  
DOWM 4  
ADDS 44

**THE RAY CHARLES**  
I Can't Stop Loving You (A&M)  
LP: The Ray Charles

131/0 81%

16

Regional Summary  
Reach UP 23  
E 55A  
S 70A  
M 49B  
DOWM 70  
ADDS 0

**THE RAY CHARLES**  
I Can't Stop Loving You (A&M)  
LP: The Ray Charles

131/0 81%

16

Regional Summary  
Reach UP 23  
E 55A  
S 70A  
M 49B  
DOWM 70  
ADDS 0

**VANGELIS**  
Chariots Of Fire (PolyDor/PGI)  
LP: Soundtrack Chariots Of Fire

174/5 81%

7

Regional Summary  
Reach UP 16  
E 79A  
S 81A  
M 78A  
DOWM 5  
ADDS 5

**THE RAY CHARLES**  
I Can't Stop Loving You (A&M)  
LP: The Ray Charles

131/0 81%

16

Regional Summary  
Reach UP 23  
E 55A  
S 70A  
M 49B  
DOWM 70  
ADDS 0

**THE RAY CHARLES**  
I Can't Stop Loving You (A&M)  
LP: The Ray Charles

131/0 81%

16

Regional Summary  
Reach UP 23  
E 55A  
S 70A  
M 49B  
DOWM 70  
ADDS 0

**THE RAY CHARLES**  
I Can't Stop Loving You (A&M)  
LP: The Ray Charles

131/0 81%

16

Regional Summary  
Reach UP 23  
E 55A  
S 70A  
M 49B  
DOWM 70  
ADDS 0

**THE RAY CHARLES**  
I Can't Stop Loving You (A&M)  
LP: The Ray Charles

131/0 81%

16

Regional Summary  
Reach UP 23  
E 55A  
S 70A  
M 49B  
DOWM 70  
ADDS 0

**THE RAY CHARLES**  
I Can't Stop Loving You (A&M)  
LP: The Ray Charles

131/0 81%

16

Regional Summary  
Reach UP 23  
E 55A  
S 70A  
M 49B  
DOWM 70  
ADDS 0

**THE RAY CHARLES**  
I Can't Stop Loving You (A&M)  
LP: The Ray Charles

131/0 81%

16

Regional Summary  
Reach UP 23  
E 55A  
S 70A  
M 49B  
DOWM 70  
ADDS 0

**THE RAY CHARLES**  
I Can't Stop Loving You (A&M)  
LP: The Ray Charles

131/0 81%

16

Regional Summary  
Reach UP 23  
E 55A  
S 70A  
M 49B  
DOWM 70  
ADDS 0

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New &amp; Active Continued from Back Page

## SIGNIFICANT ACTION

## MECO "Pop Goes The Movies Part I" (Arista) 48/9

Moves: Up 13, Debuts 2, Same 22, Down 2, Adds 9, WCAU-FM, Q106, WKRZ-FM, KZFM, KINT, Y94, KCPX, WFBG, CK101 22-17, WAYS 14-12, WVIC 15-10, WHEB 24-22, WFLB 34-30, KSLY 22-20.

## GLASS MOON "On A Carousel" (Radio/Atlantic) 47/9

Moves: Up 8, Debuts 10, Same 20, Down 0, Adds 9, CKGM, KZZP, KSET-FM, KHFI, WABB-FM, WRQK, KZ93, KBBK, KKLK, WBEN-FM 39-33, KBEQ d-30, WRCK 27-22, KINT 24-17, WDCG 31-28, Z104 26-20.

## ALDO NOVA "Fantasy" (Portrait/CBS) 46/12

Moves: Up 11, Debuts 9, Same 14, Down 0, Adds 12, WLS-FM, KIQQ, WKRZ-FM, WKEE, KZFM, KINT, BJ106, WNAM, KCPX, Q104, 99KG, KATI, CFTR 20-14, WJXQ 14-9, KSEL 22-19.

## CHARLIE DANIELS BAND "Still In Saigon" (Epic) 43/43

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 43 including WBEN-FM, 98KX, WGCL, WPHD, WDRC-FM, WZYP, WSKZ, WCSC, KIOA, WKDQ, KJRB, 95XIL, Z102, KRNA, KYVA.

## BARRY MANILOW "Let's Hang On" (Arista) 43/20

Moves: Up 2, Debuts 7, Same 14, Down 0, Adds 20 including WKBW, Q106, WCKX, KFI, KIIS-FM, KYXX, WKEE, WBBQ, WNOK-FM, WZZR, WHEB, Q104, WISE, KSLY, KDZA.

## GEORGE DUKE "Shine On" (Epic) 43/9

Moves: Up 15, Debuts 4, Same 15, Down 0, Adds 9, WFI, CKGM, Q106, CKLW, KZFM, KINT, KYNO-FM, KIKI, WBLF, KIQQ 32-27, KC101 22-19, KHFI 27-22, KGGI 26-21, WJBO 30-25, 95SGF 21-17.

## GENESIS "Man On The Corner" (Atlantic) 42/19

Moves: Up 4, Debuts 5, Same 14, Down 0, Adds 19 including WBEN-FM, WLS-FM, WKTI, Q106, WKEE, WANS-FM, WRVQ, Z104, WIKS, KJRB, WOMP-FM, WAEB, KKQV, KRNA, KKLK.

## DAVID LASLEY "If I Had My Wish Tonight" (EMI America) 42/9

Moves: Up 1, Debuts 3, Same 29, Down 0, Adds 9, WFI, WHFM, KBFM, WDCG, WJXQ, WNAM, KSKD, WGUY, WFEA, WNBC 28-24, WGCL on, KFI on, KEZR d-27, WMAK-FM on, WGLF on.

## ROBERTA FLACK "Making Love" (Atlantic) 41/6

Moves: Up 12, Debuts 10, Same 13, Down 0, Adds 6, KRLA, WTXI, WTSN, WFEA, WFOX, KSLY, WFI on, WXKS-FM 25-21, Z93 d-30, KEARTH 23-19, WFBR 23-18, KC101 25-22, WDCG 27-24, WZZR on, KRQ 29-26.

## JOHN DENVER "Shanghai Breezes" (RCA) 39/10

Moves: Up 9, Debuts 8, Same 14, Down 0, Adds 10, KEARTH, KFI, KYXX, WMAK-FM, WCSC, WNCI, FM102, KCPX, KENI, KCBN, WAEB 27-20, WGH 13-10, WVIC 33-25, KGGI 30-27, WZYQ on.

## SMOKEY ROBINSON "Tell Me Tomorrow" (Tamla/Motown) 38/1

Moves: Up 18, Debuts 4, Same 10, Down 7, Adds 1, WLYT, WABC 28-27, B104 16-13, KIIS-FM 8-8, WDRC-FM on, KHFI 28-27, WTXI 28-25, 897 9-8, BJ105 34-30, WDOQ 13-11, KGGI 2-2, KRQ 23-20, WJBO 26-21, 95SGF d-30, WCIL-FM d-28.

## WILLIE NELSON "Always On My Mind" (Columbia) 38/13

Moves: Up 6, Debuts 11, Same 8, Down 0, Adds 13, Z93, KYXX, KEEL, WDOQ, WVIC, KSTT, KRAV, WFBG, Z102, WISE, WFLB, KPUR, KVOL.

## JUNIOR "Mama Used To Say" (Mercury/PolyGram) 37/12

Moves: Up 10, Debuts 3, Same 11, Down 1, Adds 12, KEARTH, KRLA, KFI, KROK, WMAK-FM, WOKI, WVIC, FM102, KBBK, Z102, WGLF, Q101, Y100 19-6, 92FLY 30-25.

## GEORGE BENSON "Never Give Up On A Good Thing" (WB) 37/3

Moves: Up 21, Debuts 3, Same 10, Down 0, Adds 3, WCKX, KRLA, KIIS-FM, KEARTH 22-17, WTXI-FM 28-24, WZYP on, WDOQ 30-27, WMAK-FM 20-15, WCSC 16-13, KGGI 13-10, WJBO 31-23, 95SGF 20-14, WFLB 24-20, KVOL 28-24, KOZE 23-18.

## BARBRA STREISAND "Memory" (Columbia) 37/3

Moves: Up 15, Debuts 4, Same 15, Down 0, Adds 3, KLPO, WRQK, KKLK, WBEN-FM 38-26, JB105 25-22, KFI 21-18, Q106 30-27, KEEL 32-28, WGH 9-7, KJ100 18-15, WVIC 23-20, WAKX 10-9, KCPX 31-28, WTSN 18-14, KENI 23-16.

## BOYS BAND "Please Don't Stop Me Baby (I'm On Fire)" (Elektra) 36/10

Moves: Up 7, Debuts 5, Same 14, Down 0, Adds 10, WKEE, KZFM, KEEL, WABB-FM, WBBQ, KSTT, KGGI, WFLB, KILE, KKLK, Q103 on, WAEB 24-21, K104 27-23, KINT 39-26, KCBN 40-37.

## SNEAKER "Don't Let Me In" (Handshake/CBS) 36/1

Moves: Up 10, Debuts 4, Same 21, Down 0, Adds 1, WOMP-FM, KBEQ 19-16, G100 32-28, BJ105 on, WQUT on, WRVQ 11-8, KMGK on, KOFM on, KNBQ on, KIKI on, WJBO d-35, WXLK 19-13, Q101 on, KRNA on-dp, 99KG d-40, KENI on.

## IRENE CARA "Anyone Can See" (Network/Elektra-Asylum) 34/0

Moves: Up 13, Debuts 0, Same 16, Down 5, Adds 0, WBEN-FM 35-31, WFI on, B104 on, WCKX 11-9, KIQQ on, KFRC 38-33, WHFM 26-24, G100 28-25, CK101 7-7, WNCI 25-23, KNBQ on, KHYT 22-19, WGUY 24-21, WFLB 33-29, WTRU on.

## DONNIE IRIS "My Girl" (MCA) 27/20

Moves: Up 0, Debuts 2, Same 5, Down 0, Adds 20 including WKTI, KFI, WKRZ-FM, KINT, WABB-FM, WMAK-FM, WJXQ, KMGK, KNBQ, KBBK, KSKD, WFBG, WOMP-FM, WXLK, Q101, KENI, KYVA.

## GAMMA "Right The First Time" (Elektra) 25/11

Moves: Up 4, Debuts 0, Same 10, Down 0, Adds 11, KEGL, KEZR, 3WT, KSET-FM, KINT, WABB-FM, WIGY, WOMP-FM, KKQV, WSPT, KSLY, 96KX on, WRCK on, FM103 on, KSEL-FM 24-20.

## STEVIE WOODS "Just Can't Win 'Em All" (Cotillion/Atco) 24/0

Moves: Up 15, Debuts 0, Same 7, Down 2, Adds 0, KBEQ 22-19, WAEB on, WTXI 12-10, WMAK-FM on, KJ100 25-21, WZZR 15-10, WVIC 22-19, KIOA 20-16, KXXX 23-18, KSKD 21-19, KIKI on, WFEA 29-27, WCIR on, 95SGF 18-12, KOZE 30-26.

## DUKE JUPITER "I'll Drink To You" (Coast-Coast/CBS) 22/8

Moves: Up 4, Debuts 2, Same 8, Down 0, Adds 8, 96KX, CHUM, W/RCK, KROK, WGH, KSEL-FM, KENI, KSLY, KFRC on, KZZP 27-25, 3WT 38-35, KINT d-30, WZYP on, WJXQ 28-24, KRNA on-dp.

## SOFT CELL "Tainted Love" (Sire/WB) 22/2

Moves: Up 11, Debuts 0, Same 5, Down 4, Adds 2, WFI, 95XIL, WCAU-FM 34-25, CFTR 2, Y100 16-13, KRLA 22-16, KIQQ 26-13, WRCK 10-8, WPST 6-4, K104 31-26, WJBO 33-27, WCIL-FM 3-2, KRNA on, KFMZ 23-20.

## LULU "Who's Fooling Who" (Aifa) 19/5

Moves: Up 4, Debuts 1, Same 8, Down 1, Adds 5, WGCL, WVIC, 95XIL, WAEB, KSLY, WBEN-FM d-36, K104 38-33, KZFM on, KSET-FM 30-28, KINT 38-32, WOKI on, WNAM on, KIKI on, WACZ 28-25, WTRU on.

## TOM TOM CLUB "Genius Of Love" (Sire/WB) 19/2

Moves: Up 9, Debuts 1, Same 7, Down 0, Adds 2, FM102, KHYT, Y100 d-23, KRLA 28-15, KFI on, KIQQ 15-8, 897 26-20, WZYP on, WBBQ on, Z102 14-11, WFLB 35-28, KVOL on, WRKR 22-17, WCIL-FM 22-15, KENI 40-37.

## DWIGHT TWILLEY "Somebody To Love" (EMI America) 18/0

Moves: Up 5, Debuts 0, Same 13, Down 0, Adds 0, CHUM on, WRCK on, KZFM on, WABB-FM on, WSSX on, WVIC on, KCPX 37-33, WACZ on, WISE on, WYKS on, KSEL-FM 26-24, KVOL on, WCIL-FM on, KRNA 25-23, KFMZ 22-19.

## EDDIE SCHWARTZ "Over The Line" (Atco) 17/5

Moves: Up 3, Debuts 1, Same 8, Down 0, Adds 5, KEZR, WDCG, WOMP-FM, KSEL-FM, 99KG, CHUM d-29, CKGM on, 3WT 32-27, KMGK on, WJBO on, WGUY on, WAEB on, 95SGF on, WFOX on, KYVA on.

## SURVIVOR "Summer Nights" (Scotti Bros./CBS) 17/1

Moves: Up 4, Debuts 1, Same 8, Down 3, Adds 1, KEGL, CKLW on, KIQQ on, KLPO on, WABB-FM 24-19, WZZR on, WJXQ 21-20, KMGK on, KGGI 23-22, KKQV on, WRKR on, KFMZ 18-17, KENI d-40.

## FRED PARRIS &amp; THE FIVE SATINS "Medley" (Elektra) 17/0

Moves: Up 5, Debuts 4, Same 8, Down 0, Adds 0, WXKS-FM 21-18, KRLA on, WTRY on, 92FLY d-29, WTXI-FM 14-12, WDRC-FM 22-18, KC101 8-4, K104 d-37, WRQK on, WGUY d-25, WFEA on, WAEB 21-20, WRKR on, KENI on.

## SHOOTING STAR "Hollywood" (Virgin/Epic) 16/4

Moves: Up 3, Debuts 1, Same 8, Down 0, Adds 4, WLS, WZYP, WIGY, KENI, WLS-FM on, WLOL-FM on, K104 on, WSSX 24-22, KSTT 24-19, KMGK on, WIKS 10-8, KRNA on-dp, KFMZ d-24, KSLY on.

## CHRIS REA "Loving You" (Columbia) 16/2

Moves: Up 1, Debuts 1, Same 12, Down 0, Adds 0, WGH, KSKD, KRLA on, KZFM on, KINT d-37, KROK on, KX104 on, WJXQ on, KBBK on, KCPX on, KVOL on, KENI on, KSLY on, KCBN 34-32, KDZA on.

## ANNE MURRAY "Another Sleepless Night" (Capitol) 16/0

Moves: Up 4, Debuts 0, Same 11, Down 1, Adds 0, WCAU-FM on, CFTR 30-25, CKGM on, KBEQ on-dp, KIQQ on, KEEL on, Y103 38-37, WZZR 27-25, WVIC 31-26, KRQ on, WFEA on, WFOX on, KILE on.

## BONNIE RAITT "Keep This Heart In Mind" (WB) 15/2

Moves: Up 5, Debuts 1, Same 7, Down 0, Adds 2, WBCY, WSSX, KEGL 26-23, KEZR 25-23, WPST 25-21, WOKI 34-31, WJXQ 24-23, KGGI on, WJBO d-38, WIGY on, WZYQ on, WFOX on, KKQV on, KRNA on.

## BILL CHAMPLIN "Take It Uptown" (Elektra) 14/3

Moves: Up 1, Debuts 2, Same 8, Down 0, Adds 3, WZYP, WGH, WJXQ, KZZP 29-26, 3WT d-37, WHHY-FM on, CK101 on, WOKI on, WBCY on, WCSC on, Z104 d-28, WKDQ on, KHYT on, WFOX on.

## T.G. SHEPPARD "Finally" (WB/Curb) 13/13

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 13, Z93, 94Q, KXXX106, WHHY-FM, CK101, WBBQ, WOKI, WAYS, WRQK, WCSC, WAEB, 95SGF, WISE.

## TOM CHAPIN "Jeannie" (SRI) 13/2

Moves: Up 0, Debuts 1, Same 9, Down 1, Adds 2, WJBO, WAEB, 195 on, WZYP on, BJ105 on, CK101 d-40, WOKI on, WNOK-FM on, KCPX on, WISE on, WFLB on, WYKS 38-39, KVOL on.

## SUGAR HILL GANG "Apache" (Sugar Hill) 12/0

Moves: Up 6, Debuts 1, Same 2, Down 3, Adds 0, WCAU-FM 5-3, WXKS-FM 24-19, 195 10-7, KIQQ 22-21, Q106 on, BJ105 on, WNOK-FM d-23, WFLB 26-24, WGLF 18-12.

## CRYSTAL GAYLE "You Never Gave Up On Me" (Columbia) 32/4

Rotations: Heavy 6/0, Medium 20/2, Light 6/2, Extra Adds 0, Total Adds 4, KEY103, WIS, KSEL, WSGW, Heavy: WLTA, WCCO, WHIO, KLTE, KSL, WDEF, Medium: 97AIA, WCCO, KEX, WGAC, WHBY, WDFD, KMBZ, KRMG, KBOI, WEIM, WNEU, KRBC, WSKY, WWSA, WDAY, KFOR, KBOZ, KRSO.

## MIKE POST "Theme From 'Magnum P.I.'" (Elektra) 32/1

Rotations: Heavy 3/0, Medium 17/0, Light 12/1, Extra Adds 0, Total Adds 1, WZZP, Heavy: WFMK, KKUA, WNEU, Medium: WBEN, KEX, WICC, WELI, WGAC, WHHY, WMHE, KRMG, KBOI, KSL, KCEE, WEIM, WKBR, WORG, KBOZ, KBAI, KRKK.

## SIGNIFICANT ACTION

## JENNIFER WARNES "Come To Me" (Arista) 28/7

Rotations: Heavy 0/0, Medium 14/3, Light 13/3, Extra Adds 1, Total Adds 7, KEY103, WSLI, WHBC, KBOI, WLVA, WDAY, WJON, Medium: WSB, 97AIA, WCCO, KEX, WGAC, KSL, WSKY, WDEF, WWSA, KBOZ, KMED.

## RICK SPRINGFIELD "Don't Talk To Strangers" (RCA) 26/7

Rotations: Heavy 3/1, Medium 10/1, Light 11/4, Extra Adds 2, Total Adds 7, WZZP, K894, SM96, WOWO, KCRG, KPAT, KRKK, Heavy: WHHY, WSRZ, KWAV, Medium: WAFB, KULF, WQUE, WFMK, WMHE, KYUU, WWRN, WORG, WBOW.

## DARYL HALL &amp; JOHN OATES "Did It In A Minute" (RCA) 24/12

Rotations: Heavy 3/1, Medium 9/3, Light 10/6, Extra Adds 2, Total Adds 12, KFMK, WRIE, WFSM, WQUE, WFMK, KWAV, KTCT, WKZE-FM, WCHV, KPAT, WBOW, Heavy: WSRZ, WNEU, Medium: KULF, WENS, WMHE, KKUA, WORG, KBAI.

## PATTI AUSTIN with JAMES INGRAM "Baby Come To Me" (Qwest/WB) 23/7

Rotations: Heavy 1/0, Medium 7/1, Light 13/4, Extra Adds 2, Total Adds 7, WGAC, SM96, WHBC, WHIO, WKZE-FM, WCHV, KISN, Heavy: KKUA, Medium: WJMD, WRIE, KULF, KWAV, WDAY, KBOZ.

## LE ROUX "Nobody Said It Was Easy" (RCA) 22/5

Rotations: Heavy 3/0, Medium 12/1, Light 6/3, Extra Adds 1, Total Adds 5, WOWO, KUDL, K108, KYUU, KTCT, Heavy: WAFB, WSRZ, KWAV, Medium: WZZP, WFSM, WHHY, WQUE, WFMK, WMHE, WWRN, WCHV, WLVA, WROV, WBOW.

## BILL LABOUNTY "Livin' It Up" (WB/Curb) 22/3

Rotations: Heavy 2/0, Medium 11/1, Light 9/2, Extra Adds 0, Total Adds 3, KEZL, WRVR, KBOZ, Heavy: WSKY, WDAY, Medium: WCCO, WCCO, WGAC, WBT, SM96, WHBC, KUGN, WJON, KFOD, KMED.

## TASTE OF HONEY "I'll Try Something New" (Capitol) 21/5

Rotations: Heavy 0/0, Medium 9/3, Light 12/2, Extra Adds 0, Total Adds 5, WRVR, WWRN, KRBC, WCHV, KRNO, Medium: WJMD, WLTA, KPLZ, KULF, WSKY, KRKK.

## BEATLES "Movie Medley" (Capitol) 19/19

Rotations: Heavy 1/1, Medium 5/5, Light 10/10, Extra Adds 3, Total Adds 19, WCBM, WASH, WHB, WICC, WGAC, WSGN, WHHY, WHIO, KIXI, KCEE, WWRN, WKZE-FM, WEIM, KRBC, WSKY, WORG, WSGW, KPAT, KBAI.

## HUEY LEWIS AND THE NEWS "Do You Believe In Love" (Chrysalis) 19/4

Rotations: Heavy 6/0, Medium 9/1, Light 4/3, Extra Adds 0, Total Adds 4, WFYR, WGAC, KYUU, KRKK, Heavy: WHHY, WSRZ, WFMK, WMHE, WROV, KPAT, Medium: KVIL, WZZP, WBBF, KMGC, KRBE, WOWO, KWAV, WBOW.

## T.G. SHEPPARD "Finally" (WB/Curb) 17/12

Rotations: Heavy 0/0, Medium 5/2, Light 11/8, Extra Adds 1, Total Adds 12, WLTA, KEX, WFSM, WGAC, WHHY, SM96, WHIO, WEIM, WCHV, WDEF, WORG, KMED, Medium: KRBC, WSKY, WDAY.

## BOYS BAND "Please Don't Stop Me Baby (I'm On Fire)" (Elektra) 16/3

Rotations: Heavy 1/0, Medium 6/0, Light 6/2, Extra Adds 1, Total Adds 3, KTCT, WWRN, WEIM, Heavy: KISN, Medium: KEX, WHHY, SM96, WSKY, KFOD, KRKK.

## ROSANNE CASH "Blue Moon With Heartache" (Columbia) 16/1

Rotations: Heavy 5/0, Medium 6/0, Light 4/0, Extra Adds 1, Total Adds 1, KFMB, Heavy: WRIE, KEY103, WRVA, KLTE, KSL, Medium: 56KRC, WCCY, WARM98, KRNT, KOB, WWSA.

## SMOKEY ROBINSON "Tell Me Tomorrow" (Tamla/Motown) 16/1

Rotations: Heavy 2/0, Medium 11/1, Light 3/0, Extra Adds 0, Total Adds 1, WQUE, Heavy: KULF, KKUA, Medium: WTAE, KEX, KEY103, KBOI, WWRN, WEIM, WKBR, KRBC, KSEL, KFOD.

## SNEAKER "Don't Let Me In" (Handshake/CBS) 11/0

Rotations: Heavy 3/0, Medium 5/0, Light 3/0, Extra Adds 0, Total Adds 0, Heavy: WSRZ, WLVA, WDAY, Medium: WRVA, KBOI, KWAV, WEIM, KRKK.

## STEVIE NICKS "Edge Of Seventeen" (Modern/Atco) 9/1

Rotations: Heavy 2/0, Medium 4/1, Light 3/0, Extra Adds 0, Total Adds 1, WCHV, Heavy: WHHY, WSRZ, Medium: WZZP, KPAT, KISN.

## DOTTIE WEST "You're Not Easy To Forget" (Liberty) 9/0

Rotations: Heavy 1/0, Medium 5/0, Light 3/0, Extra Adds 0, Total Adds 0, Heavy: WLTA, Medium: WCCO, WSBA, WHIO, KSL, WJON.

## EDDIE RABBITT "I Don't Know Where To Start" (Elektra) 8/8

Rotations: Heavy 0/0, Medium 2/2, Light 5/5, Extra Adds 1, Total Adds 8, WCCO, WELI, WAKR, WEIM, WNEU, WORG, KADE, KBAI.

## SIMON &amp; GARFUNKEL "Wake Up Little Susie" (WB) 8/3

Rotations: Heavy 0/0, Medium 4/1, Light 4/2, Extra Adds 0, Total Adds 3, WENS, KMBZ, KSL, Medium: WASH, KEZL, KRMG.

## DR. HOOK "Baby Makes Her Blue Jeans Talk" (Casablanca/PolyGram) 8/1

Rotations: Heavy 0/0, Medium 1/0, Light 7/1, Extra Adds 0, Total Adds 1, WFSM, Medium: WHHY.

## ROD STEWART "Tonight I'm Yours (Don't Hurt Me)" (WB) 8/0

Rotations: Heavy 4/0, Medium 4/0, Light 0/0, Extra Adds 0, Total Adds 0, Heavy: WZZP, WOWO, WWRN, WLVA, Medium: KDKA, 56KRC, WCHV, WROV.

## CAROLE KING "One To One" (Atlantic) 7/6

Rotations: Heavy 1/0, Medium 1/1, Light 3/3, Extra Adds 2, Total Adds 6, SM96, WARM98, WHIO, KUGN, WSKY, WJON, Heavy: WSRZ.

## ALABAMA "Mountain Music" (RCA) 7/2

Rotations: Heavy 0/0, Medium 5/2, Light 2/0, Extra Adds 0, Total Adds 2, WBT, KBOI, Medium: WHBC, WORG, WDAY.

## DENICE WILLIAMS "It's Gonna Take A Miracle" (ARC/Columbia) 7/2

Rotations: Heavy 0/0, Medium 4/0, Light 3/2, Extra Adds 0, Total Adds 2, WHBC, WORG, Medium: WJMD, WWRN, KRBC, WSKY.

## WAYLON &amp; WILLIE "Just To Satisfy You" (RCA) 6/3

Rotations: Heavy 0/0, Medium 4/1, Light 2/2, Extra Adds 0, Total Adds 3, KMBZ, KBOI, WORG, Medium: WSB, WCCO, WDAY.

## TERRY GREGORY "I Never Knew The Devil's..." (Handshake/CBS) 6/0

Rotations: Heavy 1/0, Medium 1/0, Light 4/0, Extra Adds 0, Total Adds 0, Heavy: WLTA, Medium: WDEF.

## AL MARTINO "If I Should Love Again" (Capitol) 6/0

Rotations: Heavy 1/0, Medium 0/0, Light 5/0, Extra Adds 0, Total Adds 0, Heavy: WDEF.

## LAURA BRANIGAN "All Night With Me" (Atlantic) 5/2

# LOVERBOY'S CONQUESTS!

## PAST

Their debut album was one of the most successful in years! It featured two smash singles, "Turn Me Loose" and "The Kid Is Hot Tonite," and is on its way to double-platinum status!

Reaction to their initial tours with Kansas, ZZ Top and Journey was equally enthusiastic! Each date brought them thousands of new and devoted fans!

## PRESENT

Their current album, "Get Lucky," featuring the smash hit, "Working For The Weekend," is also working its way to double platinum!

And Loverboy has been working hard to support it on the road! Their first headline tour ever was one of the most successful tours ever. Most cities were sold out way in advance, in some cases Loverboy sold out faster than any other group in history!

## FUTURE

Things can only get bigger and better! The release of their new single, "When It's Over," is just the beginning!

Starting early this spring, Loverboy will be back on the road continuing their headlining conquest of America and drawing the kinds of crowds that you never expected to see again!

Loverboy. Beyond your wildest expectations.



Look for their new single, "When It's Over." 18-02589  
Beginning this spring, the "Get Lucky" tour continues!  
On Columbia Records and Tapes.



Chart table with columns: Three Weeks, Two Weeks, Last Week, and song titles/artists. Includes entries like JOURNEY/Open Arms, STEVIE WONDER/That Girl, OLIVIA NEWTON-JOHN/Make A Move On Me.

Chart table with columns: Three Weeks, Two Weeks, Last Week, and song titles/artists. Includes entries like BERTIE HIGGINS/Key Largo, JOURNEY/Open Arms, NEIL DIAMOND/On The Way To The Sky.

BEATLES (71) HALL & OATES (68) ELTON JOHN (45)

ROLLING STONES (44) CHARLIE DANIELS (43) CHARLENE (32)

MOST ADDED

BARRY MANILOW (47) CARPENTERS (34) ELTON JOHN (26)

CHARLENE (25) ROBERTA FLACK (20) BEATLES (19)

JOAN JETT (123) OLIVIA NEWTON-JOHN (97) JOURNEY (86)

GO-GO'S (79) J. GEILS BAND (77) VANGELIS (66)

HOTTEST

BERTIE HIGGINS (70) JOURNEY (70) NEIL DIAMOND (54)

VANGELIS (54) STEVIE WONDER (49) CLIFF RICHARD (43)

TOMMY TUTONE 867-5309/Jenny (Columbia)

BREAKERS

BARRY MANILOW Let's Hang On (Arista)

59% of our reporters on it. Moves: Up 53, Debuts 23, Same 19, Down 1, Adds 31 including JB105, 94Q, WLS, Q102, XTRA, KUBE, WHFM, KITY, WABB-FM, WZOK, FM103, WFBG, WXLK, WYKS, WCIL-FM. See Parallels, debuts at number 29 on CHR chart.

61% of our reporters on it. Rotations: Heavy 5/0, Medium 49/21, Light 30/20, Extra Adds 6, Total Adds 47 including WCBM, WTAE, WJMD, KFMK, WISN, WCCO, KEZL, KFMB, KPLZ, WICC, WSLI, WRVR, WENS, KSL, KING, and 32 more. Debuts at number 24 on A/C chart.

12-34

NEW & ACTIVE

- CHARLENE "I've Never Been To Me" (Motown) 112/32
FOREIGNER "Juke Box Hero" (Atlantic) 97/3
KOOL & THE GANG "Get Down On It" (De-Lite/PolyGram) 91/16
ROLLING STONES "Hang Fire" (Rolling Stones/Atco) 88/44
MIKE POST "Theme From 'Magnum P.I.'" (Elektra) 86/9
SISTER SLEDGE "My Guy" (Cotillion/Atco) 85/6
ELTON JOHN "Empty Garden (Hey Hey Johnny)" (Geffen) 80/45
NEIL DIAMOND "On The Way To The Sky" (Columbia) 79/8
BEATLES "Movie Medley" (Capitol) 78/71
HUMAN LEAGUE "Don't You Want Me" (A&M) 74/15
SAMMY HAGAR "I'll Fall In Love Again" (Geffen) 68/0
RAY PARKER JR. "The Other Woman" (Arista) 64/16
PRISM "Don't Let Him Know" (Capitol) 63/1
CARS "Since You're Gone" (Elektra) 52/25

25-49

NEW & ACTIVE

- ROBERTA FLACK "Making Love" (Atlantic) 83/20
WILLIE NELSON "Always On My Mind" (Columbia) 81/15
GENE COTTON "If I Could Get You (Into My Life)" (Knoll) 80/11
AL JARREAU "Teach Me Tonight" (WB) 72/16
GREG GUIDRY "Goin' Down" (Badland/Columbia) 69/15
CHARLENE "I've Never Been To Me" (Motown) 54/25
GORDON LIGHTFOOT "Baby Step Back" (WB) 54/18
GEORGE BENSON "Never Give Up On A Good Thing" (WB) 53/5
POCO "See Of Heartbreak" (MCA) 53/0
ELTON JOHN "Empty Garden (Hey Hey Johnny)" (Geffen) 40/26
CARPENTERS "Beechwood 4-5789" (A&M) 39/34
MICHAEL SMOTHERMAN "Do I Ever Cross Your Mind?" (Epic) 33/2