

# Radio & Records

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\$3.50 Single Copy

## JOINS TALKRADIO NET

### WCBM Converting To News/Talk Format

WCBM/Baltimore will switch from Adult/Contemporary to News/Talk beginning June 28. At that time, the station is also scheduled to join the ABC Talkradio satellite network.

WCBM intends to continue local news and information in mornings, introduce similar programming in afternoons, and maintain its evening oldies show. The weekend programming will essentially remain the same.

In making the announcement, WCBM VP/GM Harold Deutsch indicated the change was intended as a long-range move to emphasize the station's recognized position as a strong news and information facility. "We've won every award possible," he said. "We could continue successfully with our present format for another two or three years, but rather

than wait until we were losing audience, I'd rather make the change from a position of strength. I think it's the wave of the future for an AM station like ours."

Deutsch explained developing personnel changes: "We're hiring quite a few news people, and are working hard to relocate any departing personalities. I want it to be very clear that everyone has done a magnificent job." He added confidently, "They're so good they won't have the problem of ending up on the street."

Deutsch pointed out the format design is not new for parent company Metromedia. "Our sister station KRLD/Dallas is also News, with music at night. With Metromedia's resources, we feel very comfortable knowing we have a lot of corporate expertise."

## CALLS FOR COMMITTEE TO CONTROL COSTS

### Masla Attacks Arbitron "Dominance"

Jack Masla, President of the Jack Masla & Co. rep firm, launched a strongly-worded attack on Arbitron's "singular dominance" of the radio ratings industry in a letter to the company's represented stations. He asserted that "continued escalated rates" have "pushed my back to the wall," compared Arbitron to the "Arab Oil Cartel," and called for a committee to explore the cost problem and examine "all possible alternatives," including government intervention.

Masla also included a detailed analysis of Arbitron's market position, citing the ratings firm's virtually unanimous agency acceptance as the key factor and providing some pessimistic words for the "sporadic attempts at rebellion" by stations which have dropped Arbitron. "I commend these stations for their valiant attempt," he said, "but I don't think they can succeed because the agencies still require Arbitron data for want of a satisfactory substitute . . . Stations and groups who are cancelling Arbitron are cutting off their nose to spite their face. How can you sell your station to an agency without using Arbitron data?"

### Alternatives Explored

Masla proposed several plans of action to "develop an acceptable, alternative primary source of data to reintroduce competition." Among them were the voluntary teaming up of Arbitron competi-

tors and the persuasion of Arbitron to "assure the viability of another service" to avoid possible future antitrust problems. He advocated a committee or commission to "explore the problem of spiralling costs . . . review . . . demands . . . and see where inordinate power exists and where its exercise should be curtailed." He stated, "I don't believe we can

MASLA/ See Page 26

### WXKS Sold For \$15 Million

VP/GM Rich Balsbaugh and three key executives of WXKS-AM & FM/Boston filed with the FCC this week to purchase those stations from Congressman Cecil Heftel. Balsbaugh is also President of HBC, Inc., which also operates WYYS/Cincinnati.

The sale puts to rest rampant industry rumors that Rep. Heftel was attempting to sell off a chain of radio stations. No other sales in the Heftel chain are anticipated, and Earl McDaniel remains as President of Heftel Broadcasting Corp., which operates KSSK and KULA/Honolulu; WLUP/Chicago; and WIKS/Indianapolis.

In addition to Balsbaugh, other owners of the station will be WXKS Station Manager Arnie

Ginsburg; General Sales Manager Janet Karger; and WXKS-FM Program Director Sonny Joe White. The station was acquired from Heftel for \$15 million — \$10 million in cash and \$5 million on terms. Rep. Heftel cited a cash crunch as his reason for selling the Boston properties.

Commenting on the sale, Balsbaugh told R&R, "It's the first station in Boston to be acquired by the people running it." Discussing the success of both stations — the FM is contemporary and the AM is Music Of Your Life — Balsbaugh said, "We've brought the stations from nothing and now this management team will have the opportunity to better share in their success."

### Boden Reorganizes Blair Radio

Blair Radio Division President John Boden sent all Blair-repped stations a letter this week describing a new table of organization. Citing stiffer competition in radio as the need for a stronger hands-on posture, Boden announced a new upper management tier:

Senior VP for Creative Services Bob Lobdell has been given additional responsibility as Assistant to the President. Also, Lee Mehlig has been named Manager of the Blair Network.

Additionally, Blair has divided the country into three zones and appointed the following executives with responsibilities for personnel, sales, and stations in the respective areas:

• Mid-Atlantic: Tom Turner has been named Sr. VP with head-

quarters in New York. His offices will include New York and Philadelphia. In New York, Frank Kelly has been named VP/Sales Manager.

• West: Bob Ferraro has been appointed Sr. VP with headquarters in San Francisco. Gloria DeMaria has been named San Francisco Office Manager. Ferraro will also oversee offices in Los Angeles, Dallas, Houston, St. Louis, Chicago, Minneapolis, and Blair/Northwest.

• East/South: Mike Horn has been named Sr. VP with headquarters in Boston. He'll also be responsible for the Atlanta and Detroit offices. Pru Hay has been appointed Boston Office Manager.

### Salant Promoted At WYNY

Pete Salant, Program Manager of WYNY/New York since July 1980, has been promoted to the newly-created position of Director of Operations and Programming. The new job title brings with it added responsibilities for the WYNY News and Community Affairs departments, as well as



Pete Salant the station's programming activities.

WYNY VP/GM Frank Osborn made the announcement of Salant's promotion, saying, "Pete is a multitalented young programmer who has led the team that took WYNY from a 2.2 to a 4.6 rating in just 18 months. His new responsibilities are well deserved."

Prior to WYNY, Salant served as Operations Manager of WKCI & WAVZ/New Haven.



K101 STAFF GOES UP ON THE BOARDS — Promoting K101/San Francisco's version of the "three-in-a-row-or-pay-\$25,000" contest, station air personalities perched precariously on Bay Area billboards . . . except for a few less daring types who stayed on the ground and lent moral support to the airborne contingent.

**Bob Hattrik**, previously Doubleday's  
V.P./Programming, has the best winning percentage  
and more #1 start-ups than anyone!

**\*KWK-FM/AM St. Louis**\_\_\_\_\_

Bob Hattrik delivered the highest music radio share in St. Louis the first book on the air, only to top itself the next book (with an 11.0 12+, #1 18-49, #1 18-34, #1 teens). KWK-FM is still St. Louis' #1 music station over 3 1/2 years later!

**\*KDWB-FM Minneapolis**\_\_\_\_\_

Upon appointment as Group P.D., Bob Hattrik took KDWB-FM from a 2.8 to a 5.7 in one book, using the same local P.D. and staff. That turnaround put "Twin Cities 101" on top of the AOR competition. Today, KDWB-FM is *still* the Twin Cities' dominant FM AOR!

**WLLZ-Detroit**\_\_\_\_\_

Bob Hattrik's next move was the creation of Detroit's first new rock station in over 10 years. Detroit's "Wheels" signed on and was instantly Detroit's #1 music station (7.9 12+). Next book, WLLZ was #1 with the largest music share ever in Detroit! WLLZ still holds that record (racking up a 9.2 total persons 12+, and holding #1 18-34 adults, and #1 18-49 adults, #1 teens).

**KPKE-Denver**\_\_\_\_\_

After numerous formats, call letter changes, and a succession of P.D.'s and staff, Bob Hattrik came to Denver to build "Denver's New Peak". Installing the new format swept Denver scoring a 5.9 total persons 12+ from the previous book's 1.8, and claiming #1 Adults 18-34 M-F! That impressive debut was eclipsed recently by the winter book, as KPKE climbed to Denver's #1 contemporary music station, 12+, and held rank as #1 18-34 Adults M-S 6 a.m.-Mid.

*State-of-the-Art programming* (staff building and training), *Research* (computerized music analysis version 5.3, focus groups, and market studies), *Target Positioning and Promotion* (on air, television, and street image), and *Complete Audio Analysis...Clearly, a Comprehensive Approach Unmatched by Anyone!*

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**COMING NEXT WEEK**

**WABC: Salute To A Legend**

A special five-page look back at two decades of rocking at New York's number one Top 40 institution... with all the stars who made it memorable.

**The Music Section**

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**McGann Appointed PD At WTVN**

After five years as Assistant PD/midday personality for 96KX(WXKX)/Pittsburgh, Mike McGann has announced his resignation to accept the vacant Program Director post at WTVN/Columbus. He fills the position left by Mike Scott, who became PD at WGAR/Cleveland in January. McGann's appointment takes effect June 14, following the conclusion of Arbitron's spring measurement period.

WTVN's Adult/Contemporary format will not be a new experience for McGann. Previous to 96KX, he spent four years as evening personality for sister station WTAE.

"I'm really excited about the prospects," exclaimed McGann. "It's the number one station in town, and I'm particularly looking forward to working with Taft National PD Randy Michaels and WTVN VP/GM Perry Frey.

"I do regret leaving here," he continued. "You know how it is when you work with good people like (96KX PD) Bobby Christian and (WTAE & 96KX VP/GM) Ted Atkins — it's been like family. Also, Pittsburgh is my hometown, so it's hard severing ties. At the same time, I've reached the

McGANN/ See Page 26

**Pearlman Becomes WYSP's Manager**

Harvey Pearlman has been named General Manager of Infinity's WYSP/Philadelphia, moving over from General Sales Manager position at the chain's WKTU/New York, where he had served for 2½ months. Pearlman, who was previously GSM at WIND/Chicago and VP/GM of WMET/Chicago for six years, succeeds Infinity President Mel Karmazin, who had been acting GM of WYSP since Frank Feller resigned late last year.



Harvey Pearlman

Karmazin told R&R, "Harvey's background and experience with Westinghouse and Metromedia, along with his most recent involvement with Infinity at WKTU, make him uniquely qualified for this challenging opportunity."

Pearlman commented, "This is one of the greatest things that's ever happened to me. I'm indebted to Mel Karmazin. I think WYSP is headed in an excellent direction with a great staff of people. We're totally committed to winning."

**TRANSACTIONS**

**Price Buys Four Stations For \$4.5 Million**

Price Broadcasting has purchased four radio stations from McClatchy Broadcasting, KOH & KNEV/Reno and KBEE-AM & FM/Modesto, CA, for a total price of \$4.5 million, with FCC approval pending. Price currently owns KROW/Reno, which it will presumably dispose of, and KKRD/Wichita; McClatchy still owns KFBK & KAER/Sacramento and KMJ-AM & FM/Fresno. KOH, located at 830 kHz, has 5000w days and 1000w nights (directional). KNEV is on 95.5 MHz with 60kw and an antenna height of 2289ft. above average terrain. KBEE has 1000w directional on 970 kHz, while the FM operates on 103.3 MHz with 10.5kw, antenna height 150ft. Blackburn & Co. was the broker.

**Shamrock Buys WFOX/Gainesville**

Shamrock Broadcasting has agreed to purchase WFOX/Gainesville, GA from Radio Athens for slightly over \$3 million, subject to FCC approval. Shamrock owns WWWW/Detroit, KMJC/Dallas, KABL-AM & FM/San Francisco, and KUDL/Kansas City; Radio Athens owns WRFD/Athens, GA. WFOX operates at 97.1 MHz with 100kw.

**CHICAGO FIGURES RESEMBLE ARBITRON'S**

**First Birch Quarterly Report Debuts**

The first Birch Report Quarterly Summary Reports were released this week, with Chicago the first market produced. Summarizing the Chicago Birch numbers, WGN topped the market, there was a better showing by AOR's compared to Arbitron, and there was slippage on the part of the ethnic stations compared to the diary service. Here's the full breakdown comparing the winter Arbitron data to the comparable Birch for the first quarter in Chicago.

Birch Report	Arbitron
WGN (T) 9.7	WGN (T) 9.2
WIND (T) 5.9	WGCI (U) 6.1
WLS-FM (R) 5.8	WBBM (N) 5.9
WLOO (BM) 5.6	WLOO (BM) 5.8
WLUP (A) 5.4	WIND (T) 4.8
WGCI (U) 5.2	WBMX (B) 4.6
WLS (R) 4.9	WLS (R) 4.5
WBBM (N) 4.8	WLAK (BM) 4.4
WMAQ (C) 4.3	WLUP (A) 4.2
WFYR (AC) 3.7	WMAQ (C) 3.9
WCLR (AC) 3.4	WFYR (AC) 3.8
WMET (A) 3.3	WLS-FM (R) 3.6
WBMX (B) 3.2	WCLR (AC) 3.5
WKQX (AC) 3.0	WKQX (AC) 2.9
WXRT (A) 3.0	WJPC (B) 2.5
WLAK (BM) 2.5	WMET (A) 2.3
WJEZ (C) 2.4	WBBM-FM (AC) 2.1
WBBM-FM (AC) 2.1	WAIT (BM) 2.0
WFMT (CL) 2.0	WFMT (CL) 2.0
WJPC (B) 1.9	WVON (B) 2.0
WVON (B) 1.4	WXRT (A) 2.0
WCFL (AC) 1.1	WCFL (AC) 1.6
	WJEZ (C) 1.6
	WUSN (C) 1.3
	WJJD (C) 1.1
	WOJO (S) 1.0

**12+ Metro, Shares, Winter Sweeps (January-March)**

**Krause Takes WAPP Programming Position**

Joe Krause, Program Director at WFBQ/Indianapolis for the last two years, has been appointed Assistant PD at Doubleday's new New York AOR WAPP. Krause will be working closely with Doubleday National PD Dave Hamilton, who also serves as WAPP's PD.

Hamilton told R&R, "I've always had a lot of respect for Joe's talents. He's perfect for the job. In addition to his PD duties, he'll assist me in carrying on the day-to-day functions from a chainwide standpoint."

Krause, who programmed WDIZ/Orlando and WWCK/Flint and was Assistant PD at WABX/Detroit before joining WFBQ, told R&R, "I'm totally excited, especially to work with Dave and (Doubleday President) Gary Stevens. I've only heard positives about Doubleday. I'm also looking forward to the challenge of putting on a new radio station in New York City. I've always respected ABC and am going to enjoy battling it out with them," referring to ABC's AOR WPLJ. Krause joins WAPP June 1; no replacement was named at WFBQ.

**KEZL Drops Schulke II, Goes Live**

KEZL/San Diego will discontinue the syndicated Schulke II format in favor of a live, locally-programmed Adult/Contemporary format on Monday (5-24). Operations Manager Gary Allyn told R&R that "many operational and programming problems with the Schulke II format" contributed to the decision. The station also announced its affiliation with ABC's new Direction network. Allyn commented, "We can't forget that KEZL is first a music station, but the adults we are trying to reach also want to know what's going on in the MONTESANO TO RESIGN

**RAB Adds Two VP's**

The Radio Advertising Bureau has appointed two new Vice Presidents, with new VP/Western Sales Gordon Hearne reopening the organization's Los Angeles office, closed for a year after the departure of Jim Ingraham. Hearne had been President of Evans/Wineburg Advertising.

Also joining RAB is VP/Sales Services Lewis Tamlenko, most recently head of the Radio Bureau of Canada. RAB Sr. VP Dick Montesano plans to leave the bureau to pursue outside interests later this year, after he completes several projects including a large-scale radio lifestyle study. The executive additions were announced at the RAB Board of Directors meeting in West Palm Beach this week. The meeting

RAB/ See Page 26

**SPITZER WVBF GM**

**Williams New Fairbanks VP**

WVBF/Boston VP/GM Jay Williams has been appointed to the newly-created position of VP/Marketing for parent company Fairbanks Broadcasting. Williams is also forming his own consulting firm, working with all the Fairbanks stations.

In addition to being a marketing consultant for Fairbanks, Williams will consult non-Fairbanks stations in the areas of marketing, research and programming. He is also an applicant for a new station in Wolfeboro, NH. Williams joined Fairbanks in 1970 as an account executive at WNAP/Indianapolis. He was named WVBF Sales Manager in 1971 and manager in 1974.

Succeeding Williams as VP/GM is WVBF General Sales Manager Ken Spitzer. A native Bostonian, Spitzer joined the WVBF local sales department in 1971 and has held the positions of Local Sales Manager, National Sales Manager, and GSM prior to his recent appointment.

**CJCL Takes Holiday**

Bob Holiday has been appointed as Director of Programming/Operations for CJCL/Toronto, beginning May 25. Holiday comes to the News/Talk & A/C-formatted station after serving just six weeks as Director/News & Information for CKLW/Windsor-Detroit. Previously, he spent over nine years as VP/News & Public Affairs at CFTR/Toronto.

**R&R Observes Memorial Day Holiday**

In observance of the Memorial Day holiday, the R&R offices will be closed on Monday, May 31.

CJCL/ See Page 26

# Washington Report

## Sharp Nomination To FCC Expected

As R&R went to press, it appeared the White House was preparing to announce the nomination of Steve Sharp, the FCC's General Counsel, to replace outgoing Commissioner Abbott Washburn on June 30. Although no word had come from the White House by day's end Tuesday (5-18), well-placed FCC sources said a Wednesday announcement was virtually certain.

Meanwhile, it appears Sharp's nomination should clear the Senate with relative ease. A spokesman for Sen. Ted Stevens (R-AK) confirmed to R&R that Stevens has dropped his insistence that the job go to Alaska Public Utilities Commissioner Marvin Weatherly. Stevens had the backing of Commerce Committee Chairman Bob Packwood (R-OR), who had vowed to block the nomination of Sharp as long as Stevens advocated Weatherly.

FCC sources say Chairman Mark Fowler will probably not name a new General Counsel until after Sharp is confirmed, and that no one from within the agency is being considered for the post.

## Panel Hears Citizens Group Appeals

A three-judge panel will hear oral arguments in appeals of the FCC's radio deregulation, postcard renewal and small market ascertainment exemption. Two hours have been set aside to hear the appeals filed respectively by the United Church of Christ, Black Citizens for a Fair Media, and the National Black Media Coalition.

Observers regard the three judges chosen to hear the cases as a mixed bag. Judge Skelly Wright is considered to be pro-government regulation. Judge Robert Bork, a conservative recently appointed by President Reagan, is seen as pro-marketplace. Little is known about the third member, William Jamieson, a federal judge from Montana.

## Operating & Maintenance Logs On Way Out?

When the FCC deregulated radio last year, it said stations no longer had to keep program logs. Now operating and maintenance logs may be on the way out, too. Look for the Broadcast Bureau to recommend to the full Commission soon that the engineering logs be either dropped or modified. The matter could be put before the FCC in June, in the form of a Notice of Proposed Rulemaking (NPRM) that would give broadcasters a chance to comment.

## Utility Management On AM Raises Stereo Questions

A potential new source of revenue for AM stations opened up last week when the FCC voted to permit the use of AM carriers for utility load management. Using an inaudible tone, utilities could broadcast a signal that would turn appliances, such as air conditioners and hot water heaters, on and off according to power demand and supply. Last year the Commission approved utility load management on FM subcarriers, too.

But some FCC staffers are worried that utility usage of AM carriers will ruin a station's ability to broadcast stereo. Commissioner Abbott Washburn agreed with them.

"It may come down to whether a broadcaster wants to transmit utility load information or amuse his listeners by transmitting AM stereo," says attorney Jim Weitzman. His firm, Shrinky, Weitzman & Eisen, represents Vidette Energy Research, which has developed FM technology for utility load management.

## Black Lawyers Unload Lottery Doubts On Harris

Broadcast Bureau Chief Larry Harris has been told in no uncertain terms that some minorities think they'll be worse off under the simplified lottery approved two weeks ago by the House Telecommunications Subcommittee. The new bill limits preferences only to minorities and new owners.

Harris's education came as he appeared before the Communications Task Force of the National Conference of Black Lawyers. Some of the lawyers pointed out that minorities now enjoy a hefty preference in the comparative hearing process. Even with a 30% preference, they said, a minority applicant facing 10 competitors in a lottery would have less chance of winning than he does now.

Harris responded that "tradeoffs" are necessary. He said the lottery will speed up processing to such a degree, especially in low-power TV, that everyone will benefit, including minorities.

## In Other Key Developments

- NRBA announced that ABC commentator Paul Harvey will receive its "Gold Radio Award" at the September convention in Reno. Keynoter will be Herb Cohen, author of "You Can Negotiate Anything."

- FCC Chairman Mark Fowler on Tuesday (5-18) marked his first year in office with a small celebration attended by his fellow Commissioners.

## TAKES TOUGH LINE ON TV

# Wirth Hints At Easing Fairness, Equal Time Rules For Radio

The Chairman of the House Telecommunications Subcommittee, Rep. Tim Wirth (D-CO), has given what may be his first public clue that he may be open to lifting the fairness doctrine and equal time provision for the radio industry.

In an interview with the *Washington Journalism Review*, Wirth suggested that radio, but not television, is competitive enough to justify easing the fairness and equal time laws. And he hinted that he may favor proceeding on an experimental basis at first to see what happens, before freeing up the entire radio industry. Asked if he was refusing to rule out action by Congress within a



year or two for radio alone, Wirth said, "That's correct."

However, Wirth said the television industry doesn't warrant the same freedom. He pointed out that low-power stations are "just starting to be licensed," direct broadcast satellites are "still a dream," and cable television "gets to only 20 or 25% of the homes in the country."

He told the magazine, "Therefore, we still have a scarce commodity and I believe very strongly that the public interest requirements ought to be maintained in the area of television."

## EAGAN SEES "CATASTROPHE" FOR CLEARS

# New Findley Bill Would End Skywave Protection

Virtually no one listens to the nighttime skywave signals of clear channel stations, says Rep. Paul Findley (R-IL). That conclusion is the basis for his new bill (HR 6306) to prohibit the FCC from requiring other stations to reduce power or go off the air at night to protect skywave signals.

An ardent supporter of daytime-only stations, Findley thinks his bill would allow many daytimers to add new nighttime service. Stations would only have to show that no interference would be caused to another station's primary groundwave signal.

"Noble though it may have been in its origin," Findley said in a statement, "the continued protection of nighttime skywave radio service works a travesty upon rural Americans by failing to acknowledge and satisfy their much greater current need and desire for local service."

## Clearts Alarmed

"It would be a catastrophe," was the reaction of Russell Eagan of the law firm Kirkland & Ellis, representative for the Clear Channel Broadcasting Service (CCBS), a group of more than a dozen

Class I-A and I-B clear channel stations. "Over half the land area now doesn't receive a single acceptable groundwave service from any station," Eagan told R&R. These areas, he argues, depend upon skywave service. If that service is wiped out, according to Eagan, daytimers adding new nighttime programming could not nearly cover all of the affected areas.

To bolster his contention that no one listens to skywave signals, Rep. Findley cited an FCC report he claims shows that only 1.3% of the Class I-A clear channel stations' audiences are outside their home markets.

Another part of the study showed nobody listening to skywave signals in 75% of 114 rural counties with no local FM stations, leading Findley to conclude that listeners "prefer local programming even if there is poor reception."

## SENATORS SEEK EXTRA \$25 MILLION

# NAB Proposes Rescue Plan For Public Broadcasting

Warning that public broadcasting faces "a funding crisis of crippling proportion," an NAB task force delivered a five-point rescue proposal to the FCC Thursday (5-20).

The NAB's concern, in part, stems from its opposition to advertising on public radio and television, and the belief that commercial stations would be under greater pressure to carry educational programming if public broadcasting collapsed.

In Congress, meanwhile, Senators Robert Byrd (D-WV) and Ted Stevens (R-AK) announced they're offering an amendment to an emergency spending bill to restore public broadcasting's 1984 federal funding to \$130 million. It has been cut to \$105 million.

The NAB's task force, headed by former Chairman Tom Bolger, sifted through 41 alternatives before settling on five:

- Restoration of "adequate" federal funding.
- More help from commercial stations in fundraising drives by their noncommercial brethren. (NAB pledged to coordinate.)

- A nationwide fundraising broadcast "similar to shows for various charitable organizations."

- A check-off box for public broadcasting on state and federal income tax forms.

- Tax credits for contributions to public broadcasting, with a \$250 maximum for individuals and \$10,000 for corporations.

NAB's Bolger yesterday delivered the proposals to FCC Commissioner Jim Quello, head of the Temporary Commission on Alternative Financing for Public Telecommunications. Bolger said the NAB is committed to a "viable, alternative public system" and called the retention of adequate federal funding the "single best and fairest solution" to public television and radio's financial woes.



**NAB Group Opposes Long-Term License Plan** — NAB's Medium Market Radio Committee voted last week in Washington to oppose a current initiative aimed at winning long-term license leases for radio stations in return for annual rental fees to the government. The fees would fund public radio. The idea is being pressed by NRBA and NPR.

The NAB broadcasters also voted to encourage stations to gather financial data on a market-by-market basis now that the FCC has dropped Form 324. Pictured (l-r standing) are WCLT/Newark, OH's Robert Pricer, WVLK/Lexington's Ralph Hacker, WJOL & WLLI/Joliet, IL's William Hansen, and WSSV/Petersburg, VA's William Eure Jr.; (l-r seated) Sterling Recreation's Fredric Danz, Beck-Ross Communications' Martin Beck (Chairman), and KNUU/Las Vegas's Joseph McMurray.





NBC Radio's Young Adult Network

# FRANKE & THE KNOCKOUTS. HEAVYWEIGHT ROCK 'N' ROLL.

**G**oing the distance. Hitting fans with a rock 'n' roll punch that leaves them begging for more. Franke & The Knockouts. Recorded live in concert at Penn State before a crowd more than 8,000 strong. Exclusively on The Source. It's no secret that Franke & The Knockouts deliver a show that has 'em rocking in the aisles. And this concert is no exception. From "Sweetheart," "Come Back," and "Running Into The Night," through "Without You," "Keep On Fighting," and "Never Had It Better," from their new album, "Below The Belt," on Millennium Records, the band's gut wrenching, sensual rock 'n' roll just keeps on coming. Produced by EDR/Entertainment. Don't try to resist. 'Cause Franke and the boys are going to knock you out!

**The weekend of May 21, 22  
& 23.**



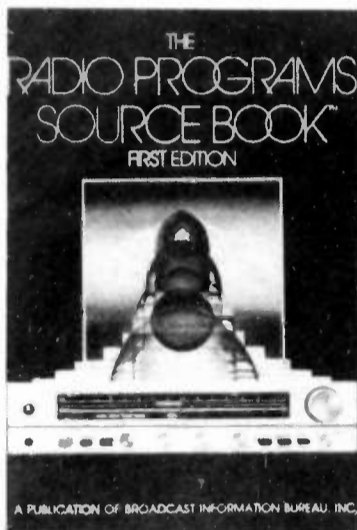
Brought to you, in part, by Bain De Soleil and by Honda Motorcycles.



## Source Book Guide Through Programming Maze

General managers, operations managers, and program directors probably feel like Alice in Programmingland sometimes, trying to make head or tails out of the program supplier maze. Which programs are best suited to your station format/audience; who do you contact? The answers can be found in this handy reference book, "The Radio Programs Source Book," published by Broadcast Information Bureau, Inc.

This first edition comprises more than 170 pages which contain over 1200 detailed program listings featuring up to 25 facts per entry. Programs, running the entire spectrum from music to short/long features, from automated to jingles, are classified by time segments and main categories. There are also three indexes — Title, Main Category, and Subject Category — followed by a "Sources" section, a who's who quick reference source to the syndicators, producers, networks, and trade associations complete with addresses, branches and phone numbers. And the book opens with background information on the "Evolution of Radio," a selective



chronology of significant events during radio's 60-year history; and a section on how to use the source book.

Plans call for the book to be a yearly publication with a supplemental update to the master edition six months later. It's available at \$59.95 plus an additional charge of \$3.00 for postage/handling. Call Liz Doris at (516) 496-3355.

## Snooze News — How To Maximize Your "Quality Sleep"

Studies have shown that the traditional rule of sleeping at least seven to eight hours for that "wake up refreshed" feeling doesn't necessarily hold true for everybody. Some perform quite well, thank you, with just four or five hours under their belts. It's not the quantity of sleep so much as it's the quality of sleep that's important—only one-third feel rested after a good night's sleep while anxiety keeps the remaining two-thirds from nodding off into dreamland. However, other factors may be robbing you of quality sleep:

1. Irregular schedule—your body functions on a regular rhythm
2. Alcohol—the best thing is to

make your drink with dinner the last, as liquor affects both dream and deepest sleep stages

3. Room temperature—a cold room doesn't make you sleep better; the ideal is 60-65 degrees

4. Exercise—strenuous exercise's aches/pains can keep you up

5. Caffeine—its effects hang on for 6-7 hours

6. Smoking—nicotine stimulates the central nervous system. Heavy smokers who quit usually sleep dramatically better within days

7. Sex—contrary to popular personal beliefs, unless it's rewarding physically and mentally, it can inhibit sleep.

## BPA/BDA Set Annual Meet For June 6-9

An estimated 1200 will attend the annual Broadcasters Promotion Association/Broadcast Designers Association (BPA/BDA) Seminar slated for June 6-9 at San Francisco's St. Francis Hotel. Former NBC television network executive **Fred Silverman**, now President of **Intermedia Entertainment**, will present the keynote luncheon address.

For the first time, the seminar will offer six concurrent format workshops (CHR & A/C, AOR, News/Talk, Black/Ethnic, Country, and Beautiful Music). In addition, there will be exhibits and suites for radio participants to visit, discussion groups revolving around such topics as "Advertising Alternatives When You Can't Afford TV," and sessions on radio press/publicity and

understanding radio research. All told, there will be more than 40 workshops dealing with radio and television promotion, cable marketing, and television design.

After May 21, participants must register on-site. The fees are \$300 for BPA members, \$450 for non-members, while those interested in becoming members may join for \$100, then pay the member convention cost. As of this point, the St. Francis Hotel is totally booked; accommodations can be made through the Hyatt Union by calling direct (415) 398-1234. For more information contact **Lance Webster**, BPA Seminar Executive Coordinator at (415) 981-1820.

## Eat, Drink, And Be Wary

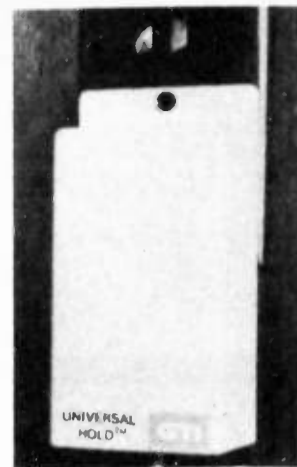
The latest dieters' delight comes from a University of Illinois Medical Center pharmacologist who's developed a drink that allows voracious consumption with no weight gain. Believe it or not, **Sarfraz Niazi's** secret potion coats the intestines, preventing food from being absorbed by the system. Available in cherry, pina colada, and other flavors, the drink is safe enough to imbibe prior to each meal. Marketing plans include single serving containers that will cost about as much as a can of soda.

For more details, call Sarfraz Niazi at (312) 996-2094.

## Music Raids India's Pests

According to recent tests by Delhi University zoologists, music is apparently instrumental in ridding India of two of its leading pests. Both the green leafhopper and brown planthopper favor the delicacies of the country's cotton and rice fields. Stemming from experiments using a reed organ, a harmonium, and shruti box, an Indian instrument, the scientists discovered that the music does more than merely drive the insects away. It seems the melodies distract the bugs from indulging in the procreation process, leading to the eventual demise of the male of the species, who can't stand the noise. Jiminy Crickets! Could this mean the resurrection of such insectoid chart toppers as "Funky Worm" and "Boll Weevil?" Record companies, take note!

## Hold That Call!



Quite a few of us either work out of our houses on a regular basis or for a change of pace from time to time. Whatever the case, **GTI Corp.'s Universal Hold Box** lets any telephone in your home put a caller on hold while you continue a conversation on another. The box plugs into an AC outlet and a connecting wire fits into the phone. This convenience retails for \$53.45. Write 10060 Willow Creek Rd., San Diego, CA 92131.

## Jukeboxes, Videogames Count Lower Profits

1981 wasn't a very good year for typical jukebox operators. According to a survey by a Notre Dame University professor, if these operators want to keep up with the rises in the Consumer Price Index since 1940, they should up the cost to 35¢ a play. Profits themselves fell 36% to \$49.45 per machine, while one one-third of the jukebox field broke even, racking up a 3% rate of return on investment.

The survey findings also neutralize some of the thunder from the videogame industry. With the average cost of videogame set at \$3000, a median revenue reached \$1368 while net profit was \$155 for each machine. Although it was more than double that of their jukebox counterparts, the average videogame operators earned a 7.5% return.

5  
YEARS AGO  
TODAY

Radio & Records

**CHARLES WARNER NAMED VP/NBC RADIO**  
**DEAN TYLER BECOMES PD AT WNEW/NEW YORK** — Moves from WIP/Philadelphia  
**JERRY JAFFE APPOINTED NATIONAL ALBUM PROMOTION DIRECTOR FOR POLYDOR**  
**NUMBER ONE FIVE YEARS AGO: "When I Need You" — Leo Sayer (WB) (5th week)**  
**NUMBER ONE COUNTRY: "If We're Not Back In Love By Monday" — Merle Haggard (MCA)**  
**NUMBER ONE LP: "Rumours" — Fleetwood Mac (WB) (13th week)**

# WESTWOOD ONE

AMERICA'S NUMBER ONE  
PRODUCER/DISTRIBUTOR OF NATIONALLY SPONSORED  
RADIO PROGRAMS, CONCERTS & SPECIALS SALUTES . . .

LOS ANGELES


NEW YORK



Boston




---



*To dream the impossible dream,  
to fight the unbeatable foe,  
To bare with unbearable sorrow,  
to run where the brave dare not go.*

*This is my quest,  
to follow that star.*



*It Was A Privilege  
To Know His Love.*



*Joyce*



# Networks/Program Suppliers

## MUSIC FEATURES

### NBC

**Country Sessions:**  
Terry Gibbs (June 12)

### Source:

Paul McCartney Today (June 18-20)  
Asia Special (June 26-27)

### RKO

**Hot Ones (Is, Inc.):**

Dr. Hook (June 14)  
**Musicstar Specials (Is, Inc.):**  
T.G. Sheppard (June 21)

**Weekly Music Magazine:**

Surf's Up (June 12)  
The Midnight Hour (June 18)  
Remembering 1968 (June 26)

### Rolling Stone Magazine Productions

**Continuous History Of Rock & Roll:**

East Coast Rock/Part II (June 14)  
The Producers: Jimmy Iovine (June 21)  
Greatest American Bands (June 28)

### United Stations

**Dick Clark's Rock Roll And Remember:**

Gladys Knight & Pips (June 11)  
David Gates & Bread (June 18)  
Bobby Vinton (June 25)  
Beach Boys (July 2)

**Weekly Country Music Countdown:**

Gary Morris/Lee Greenwood/Kieran Kane (June 11-13)

### Watermark

**Soundtrack Of The 60's:**

Lesley Gore/Ben Weisman/Novelty Songs (June 12-13)

### Westwood One

**Budweiser Concert Hour:**

Wet (June 11-12)  
Temptations (June 25-26)

### In Concert:

Greg Kihn/Point Blank (June 18-19)  
Go-Go's (June 28)

### Live From Gilley's:

T.G. Sheppard (June 11-12)  
Gary Morris (June 18-19)  
Ray Price (June 25-26)  
Johnny Lee (July 2-3)

### Off The Record:

Blue Oyster Cult (June 11-12)  
Toto (June 14)  
Joan Jett (June 21)  
REO Speedwagon/Part I (July 2-3)

### Rock & Roll Never Forgets:

Jimmi Hendrix (June 18-19)

### Rock Years:

1975 (June 11-12)  
1976 (June 18-19)  
1977 (June 25-26)  
1978 (July 3-4)

### Special Edition:

Temptations/Part II (June 11-12)  
Earl Klugh (June 18-19)  
Patrice Rushen (June 25-26)  
LTO (July 2-3)

### ABC

**Contemporary Net/Spotlight Special:**

Sheena Easton/Juice Newton/Kim Carnes (June 20)

**Entertainment Net/Silver Eagle (DIR):**

Tom T. Hall (June 12)  
Roger Miller (June 19)  
Don Williams (June 26)

**Entertainment Net/Words & Music (Narwood):**

Dionne Warwick (June 13)

**Rock Net/Supergroups:**

The Who (June 12)  
Quarterflash (June 19)

### CBS

**RadioRadio:**

On Stage Tonight: Al Jarreau (July 17)  
Summer Beach Special: Six-hour presentation of summer hits during last 15 years (July 3-5)

### Clayton Webster

**Country Calendar:**

Gary Morris (June 11)  
George Hamilton IV (June 12)  
Jerry Clower (June 13)  
Freddie Weller (June 14)  
Terry Gibbs (June 15)  
Billy "Crash" Craddock (June 16)  
Tammy Wynette (June 17)

### Rarities:

David Bowie (June 11)  
Eric Clapton (June 14)  
Cheap Trick (June 15)  
Bob Seger (June 16)  
Devo (June 17)  
Elton John (June 18)

### Retro Rock:

Steppenwolf (June 14)

### Earth News

Toto (June 7-10)  
Krokus (June 11-13)

### Global Satellite Network

**Rockline:**

Go-Go's (June 7)

### Narwood Productions

**Country Closeup:**

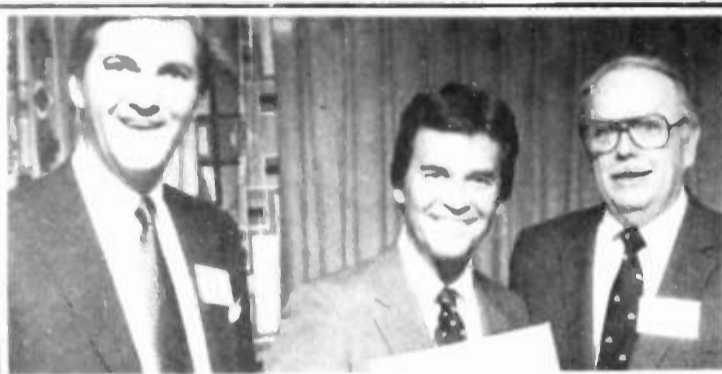
Ray Stevens (June 14)

### Music Makers:

Johnny Mathis (June 14)

## MSU Enters Three-Year Pact

Mississippi State University and the **Mississippi Network**, a division of **Interstate Communications, Inc.**, recently signed a three-year sports contract with a two-year option. Valued at over a half-million dollars, the agreement comprises radio production of MSU's football/basketball games, weekly radio shows during the seasons featuring the coaches, plus souvenir programs and cable television playbacks. The Mississippi Network provides news, sports, and agriculture programming to 70 radio stations throughout the state.



**CLARK CLOCKS A YEAR AT MUTUAL** — On May 30, the "Dick Clark National Music Survey" celebrates its first anniversary with Mutual. The three-hour program spotlights the week's top 30 hits and features candid artist interviews for more than 570 affiliates. Congratulating Clark are Sr. VP's Jerry Wallace (left) and Jack Clements (right).

## "America Overnight" Talks With Canada

RKO's "America Overnight" talk show, heard on 40 stations in the United States each night, added a nationwide audience in Canada for a recent one-hour segment. The simulcast linked "America Overnight" with "Open Line Canada," a talk show originating from **CKEY/Toronto** and aired nationwide over 14 stations. American host **Eric Tracy** and his Canadian counterpart **John Gilbert** answered questions from their foreign listeners.

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

## NEW PROGRAMMING

● **The Source** will be presenting 13 one-hour weekend shows titled "Coming Attractions." Produced by Los Angeles-based **Riches & Rubenstein**, the programs consist of interviews with performers in forthcoming movies. **John Leader** narrates; the first show airs May 29. For additional information call **George Taylor Morris** at (212) 664-4493.

● Beginning in June, "Ray Anthony Presents The Big Bands" will be broadcast weekly on over 100 radio stations. The well-known orchestra leader/trumpet player will focus on the music/personalities of the big band period, currently enjoying a resurgence. The one-hour show is being produced and syndicated by **Radio Arts Inc.** which is also offering "Billboard Honor Roll Of Hits," a two-hour weekly countdown from rock and roll's golden days from 1955 to 1970. **WPEN/Philadelphia** personality **Joe Niagara** will host. For demo information call toll-free (800) 423-2840. In California or outside the continental U.S. call collect (213) 841-0225.

● **The Royal Group**, launched by **Jackson Dell Weaver**, is offering two new radio sales programs. "The Business Report" is a twice daily 90-second show hosted/produced by Weaver, while "The Gabby Gourmet" is a 7-minute daily cooking/recipe program with culinary expert **Fred Wix**. Both are tailored for News/Talk, A/C, and AOR stations. For demo tapes/information call Weaver at (801) 322-1222.

● "Music For Peace" is a 90-minute music/interview special produced by **Continuum Broadcasting**. Set for airing the weekend of June 12-13, the program features **Stevie Wonder**, **Bonnie Raitt**, and **Bob Dylan**, among others, and reports on all "Seven Days of June" nuclear freeze activities across the country. It's available on a market-exclusive basis. Call (212) 580-9525; 473-7956.

● **Mutual** has announced three **Dick Clark** music specials for 1982. "From Australia With Love" airs August 28-29 featuring **Olivia Newton-John**, **Rick Springfield**, **Little River Band**, and **Air Supply**.

At Thanksgiving there'll be "The Top 30 Hits of All Time," based on a national survey Mutual plans to conduct. The third music/interview special hosted by Clark will be "The Dick Clark Christmas Party." The "Rolling Stones, Past and Present" special (R&R 5-14) changes air dates from September 23-26 to September 30-October 3. For more information call **Daniel Flamberg** at (703) 885-2171.

## NEWS & INFORMATION FEATURES

### Earth News

Marshall Efron and Alfi Betty Olsen discuss "San City Fables," a book of modern fairy tales (June 11-13)

### Narwood

"Minding Your Business," hosted by Inc. Editor Milton Stewart, debuts (May 31)

### RKO

Two series of "SportSpecials" covers Wimbledon tennis championships in England, anchored by Charley Steiner (RKO One) and Tony Bruno (RKO Two) (June 28-July 2)

### Westwood One

**Spaces & Places:**

Cable Revolution (June 14)  
How To Get In Shape For Summer (June 21)

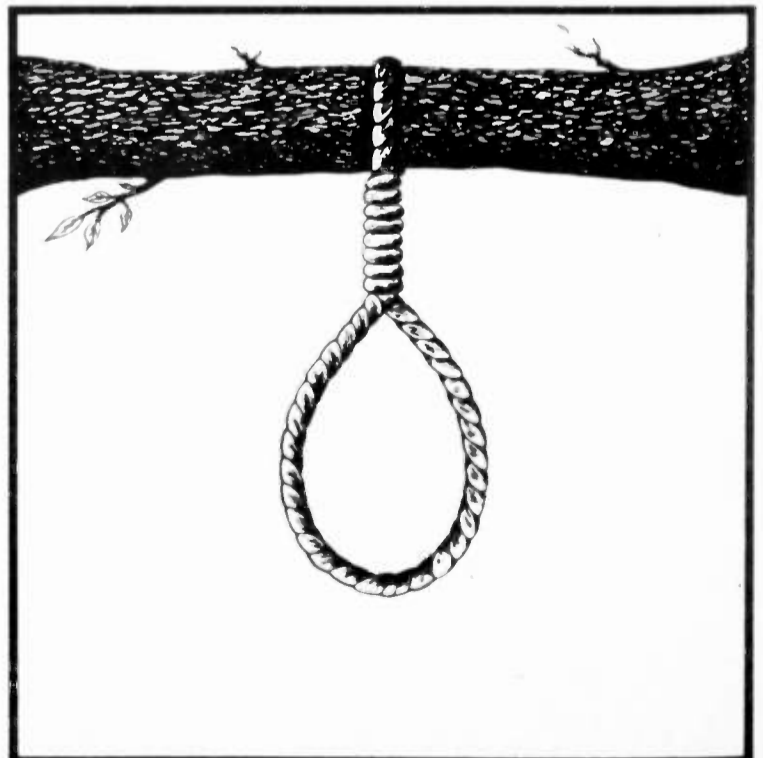
Firm's monthly newsletter "Station Breaks" has expanded circulation. To receive the newsletter call (213) 204-5000

## PEOPLE

● **Frank Cody** adds responsibilities after promotion from Director of Program Development at the **Source** to Director of Affiliate Relations/Program Development.

● **Frank Gifford** to correspondent for the **Mutual Broadcasting System**. To avoid confusion with the sports-announcing Gifford, he will use **Frank Gentry** as his air name.

● **Steve Baitin** to producer of "CBS World News Roundup" at **CBS Radio Network**.





# MAGINATION

IF ONE WORD COULD  
CAPTURE THE SPIRIT OF  
NEIL BOGART  
THAT WORD IS IMAGINATION  
IT SPARKED HIS DRIVE  
AND LIT HIS WAY



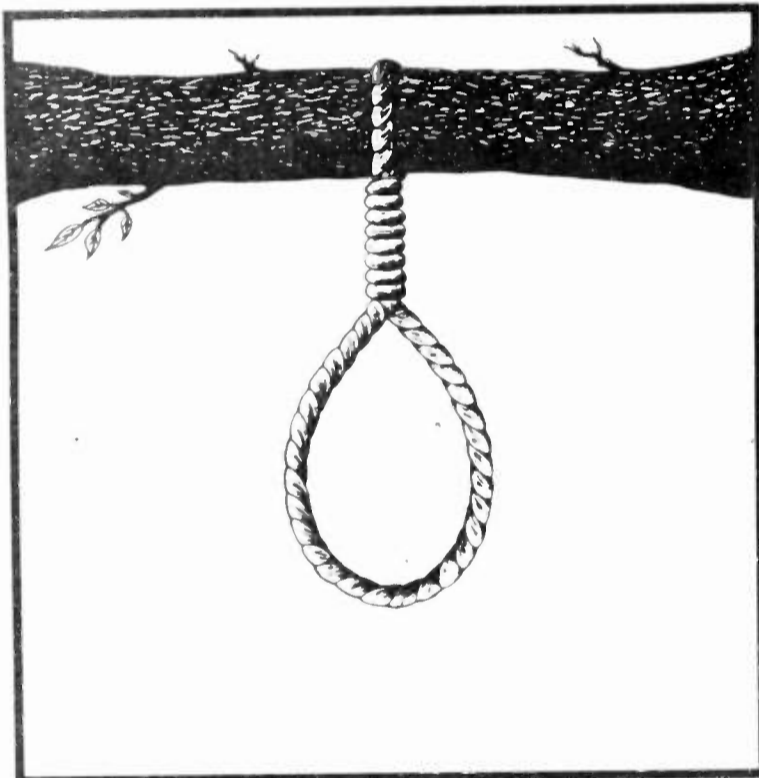
HIS LIGHT WILL BE MISSED  
BY THE FAMILY WHO LOVED HIM  
ON THE BOARDWALK



## Music On TV

Carl Perkins is the musical guest on "SCTV Network" May 21, being privileged to visit **Gil Fisher** on the "The Fishin' Musician" . . . A "Classic Edition" of "Solid Gold" the week of May 21 features the **Allman Brothers Band**, **Chuck Berry**, **Harry Chaplin**, **Dr. Hook**, the **Four Tops**, **Ollivia Newton-John**, **Leo Sayer**, and **Neil Sedaka** . . . The **Dregs** and **Richard "Dimples" Fields** guest on "American Bandstand" May 22 . . . **Alabama** stars in a two-hour syndicated special July 4 with guests **Janie Fricke**, **Lee Greenwood**, **Jerry Lee Lewis**, **Ronnie Milsap**, **Juice Newton**, and **Hank Williams Jr.** . . . A two-hour special entitled the "Fifth Annual Rhythm & Blues Awards Show" is set for syndicated broadcast May 28 and thereafter, with **Filip Wilson** hosting and **Marilyn McCoo & Billy Davis**, **Taste of Honey**, **War**, **Deniece Williams**, and **Bobby Womack** among the performers . . . And another syndicated offering is the two-hour "16th Annual Country Music Awards Show" June 7, hosted by **Ed Bruce**, **Louise Mandrell**, and the **Statler Bros.** . . . And finally, "Around The World In '82" is a two-hour syndicated special taped at the Knoxville World's Fair for airing in late May and early June, hosted by **Glen Campbell**, with musical guests including **Janie Fricke**, **Jerry Lee Lewis**, **Ricky Skaggs**, and **Jim Stafford**.

**BLEU WINS EMMY** — **KYUU/San Francisco** morning man **Don Bleu** won a *Northern California* Emmy for "Outstanding Achievement, Commentary/Analysis" for his "Record Reviews" segment on the local "Evening Magazine" show. *Bleu* commented, "It's a long way from hosting the Channel 4 Top 10 Dance Party in Grand Forks, North Dakota to winning an Emmy in San Francisco."



## Pro:Motions

### Nicholas Upped To GM At WDMV

**Jerry Nicholas** has been promoted to the General Manager post at **WDMV/Pocomoke City, MD**. Prior to his appointment, Nicholas had been Program Director. In his first official act, Nicholas hired longtime Salisbury radio personality **Roland "R.T." Twigg**. Together they'll be hosting the WDMV morning show. **Andy Douds** and **Carey Gaddis** have been named Sales Manager and News Director, respectively.

### Wilson Assumes GM Helm At KARN

**Larry Wilson** has been named General Manager of **KARN/Little Rock**. He moves over from **WDSM & KZIO/Duluth**. He was also GM of **Rollins Outdoor Advertising** in Austin.

### Blackmon Takes GM Helm At WEAT

**Wayne Blackmon** has been tapped as General Manager of **WEAT-AM & FM/West Palm Beach**. He moves over from a similar post at **WIBM & WXCM/Jackson, MI**.

### Volkman Forms Consultancy

**Lynne Volkman** has launched **Lynne Volkman Creative Services**, a New York-based consultancy firm. Volkman had been Market Research Director at **Kragen & Company** in New York. The company is located at 421 W. 24th St., Suite 5A, New York, NY 10011; (212) 243-0034.

### Baumstein To Product Mgt. At RCA

**Ken Baumstein** assumes the post of Manager/Product Management at **RCA Records**. Before joining RCA, Baumstein worked as Production Coordinator/Associate Producer with **Dick Clark Productions**.

### Brodey Moves To A&R At EMI

**Mavis Brodey** has been named Manager/Talent Acquisition at **EMI America/Liberty Records**. She was most recently the labels' Northeast Regional Album Promotion Manager, based in Boston.



Mavis Brodey

### Ewing Creates Ten a C

**George Ewing** announces a new label, **Ten a C Records**. The firm's first release is "Make Mine Ugly" by **Jim Fagan**. Also joining the label roster are **Jimmy Angel**, managed by Ewing, and **Sharon Smith**. Ten a C is based at 1016 16th Avenue South, Nashville, TN 37212.

### Bronco Billy's Opens Nashville Offices

**Bronco Billy's Enterprises** has opened new Nashville offices. These particular offices will be involved with the promotion of the acts playing the facility as well as determining the talent lineup for a new syndicated radio show, "Star Talk." The new address is 38 Madison Square East, Suite 111, Nashville, TN 37203; (615) 255-4181.

### Van Sickle To GM At KBEZ

**Jim Van Sickle**, most recently General Sales Manager at **TM Programming**, has been appointed VP/GM of **KBEZ-FM/Tulsa, OK**. He replaces **Bill Powell** who has relocated to Houston.

### Devers Promoted To Polygram VP

**Sterling Devers** has been elevated to VP/Administration, Sales and Marketing at **Polygram Records**. He previously served as the label's Director/Sales Administration.



Sterling Devers

### Petrone Replaces Polygram Compact Disc

**Polygram Records** has appointed **Emiel Petrone** as U.S. Coordinator for the **Phillips/Sony** Compact Disc. Petrone will retain his position as VP/Marketing, West Coast for the label in addition to serving as a liaison between Polygram in the U.S. and the various companies which are marketing the digital compact disc.

### Jackson New GSM At WDIA

**Ernest Jackson Jr.** has been appointed General Sales Manager at **WDIA/Memphis**. Prior to assuming his new post, Jackson served as General Manager of **WQIZ & WDWQ/Charleston, SC**.



Ernest Jackson Jr.

### Marx Spawns Rep Firm

**Michelle Marx** has created **In-D-Media**, an independent representation company. The firm will be involved in developing ad campaigns and promotions for artists, clubs, and others. It is located at 218 South Detroit Street, Los Angeles, CA 90036; (213) 938-7324.

### Cunniff To Nat'l Sales At WYNY

**Tracy Cunniff** has been appointed National Sales Manager at **WYNY/New York**. During the past eleven years Cunniff was associated with **Katz Communications**, gaining experience in the research and radio sales divisions.

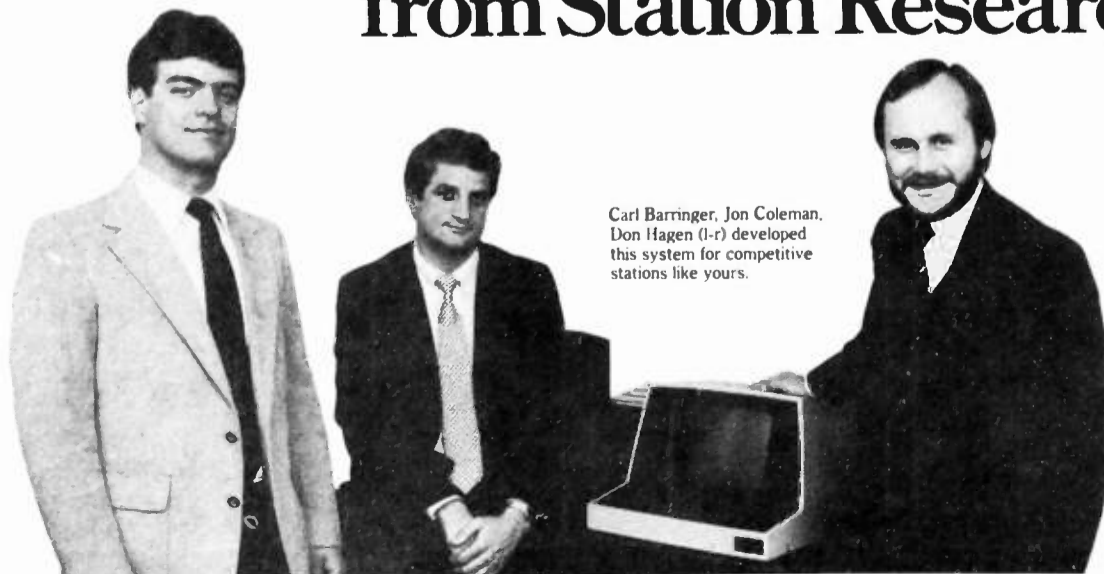
### Charles To GM Helm At KTOC

**Ted Charles** has been named General Manager at **KTOC-AM & FM/Jonesboro, LA**. He's the former PD of **KXKZ/Ruston, LA**.

### Karavitis Named GSM At WNEW

**Kris Karavitis** has been appointed General Sales Manager of **WNEW/New York**, moving up from her most recent post as National Sales Manager for the station. She first joined WNEW as account executive in 1981.

## At Last. The affordable music computer from Station Research Systems.



Carl Barringer, Jon Coleman, Don Hagen (l-r) developed this system for competitive stations like yours.

**AutoSelect™** is the industry's most cost efficient and flexible system for music inventory and scheduling. **AutoSelect** allows you to achieve more strategic control over your music programming.

**MusicTrack™** is a complete music research computer package. It quickly tabulates the results of any type of music research in the most accurate and meaningful way.

**MarketTrack™** is a Station Research Systems innovation in perceptual research. A complete system for measuring your station's image and the listening behavior of your audience.

### The Most Economical System Available

Station Research Systems' software runs on low cost, efficient microcomputers such as Apple II, Radio Shack TRS-80, North Star Horizon II and soon, IBM's new personal computer. Each package is significantly less expensive than other software available. The complete system is priced for your budget, and a three-year payment plan is available.

## Station Research Systems

Microcomputer Strategy for the Broadcast Industry

14677 Midway Road, Suite 204, Dallas, Texas 75234. 214/239-5331



*Neil was our friend.  
And we loved him very much.*

---

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*Carole Bayer Sager & Burt Bacharach  
Marcia & Neil Diamond*

# Rick Sklar Speaks Out On Talkradio

Last July, ABC Radio Networks and ABC Radio Enterprises announced a live national talk network program service via satellite. On May 3 the dream was realized, with Talkradio originating from multimillion dollar studios at KABC/Los Angeles and linking KGO-FM/San Francisco, WERE/Cleveland, and WABC/New York, among others, across the country. A second program service, contemporary Superadio, takes off July 1. WKTK-FM/Baltimore has signed as an affiliate.

Following Talkradio's premiere, R&R interviewed Rick Sklar, ABC Radio VP/Programming. He discusses the Talk net's inner workings and touches on the forthcoming Superadio, whose setup closely parallels its Talk counterpart.

**R&R:** What prompted the decision to develop a national Talk network?

**RS:** We planned on becoming the biggest program supplier to the industry. The satellite offered a way to do 24-hours-a-day programming instead of feeding network newscasts and features all day long or pressing discs of specials and mailing them out. So we asked how could we make this work and make it local?

We think people use radio differently; they are trying to become more self-reliant. They've lost faith in institutions. There's not as much feeling that the government is going to take care of me. I don't know entirely how to do it, so I need help. Look at the self-help books in the stores, they're everywhere. And I think people are using the medium of radio because it's so personal.

**R&R:** Would you say the concept behind Talkradio is "Your town USA can have top personalities?"

**RS:** Talk isn't that widespread outside of the top 25-30 markets because of the lack of personalities — skilled personalities who can do the content as well as the form of Talk programming. You can have a show host taking phone calls, but unless that person is very highly skilled in translating those into entertainment, into material that everyone who's listening can identify with and can vicariously become a part of, then you don't have anything.

**R&R:** How many program hours are you feeding to stations?

**RS:** We're feeding 18 hours worth of material, Monday through Friday. In any time zone, you can cover your 10am-4pm period with six of the nine daytime hours, and in any time zone you could cover your own midnight-6am with portions of another nine-hour block that we're feeding. None of it is rerun; it's all live and fresh. The programming is designed so each hour stands on its own.

**R&R:** Drive times are crucial dayparts for stations. Do you want or expect stations to handle their own AM and possibly PM drives?

**RS:** Well, we definitely expect them to handle their own morning drive. In Superadio, in major markets, we'll take it on a case-by-case basis. We'll probably recommend afternoon drive be carried locally, using our playlist, time tests, and jingles.

## Chain Of Command

**R&R:** How is the programming chain of command set up?

**RS:** There are three different levels. The programming is being produced by ABC Radio Enterprises. We design the format and the engineering concept — the idea of originating separate jingles at each local station and separate weather reports. We write the scripts, produce all the material and ship it to the stations. We pick the shows' hosts and the programs. Although our director is on the show, the executive producer is KABC's Program Director Wally Sherwin. Since we are originating now almost entirely from KABC and some of the programs are being simulcast, it's vital that there be no negative effect on

- Provides 18 hours of programming M-F, two 9-hour blocks
- Each hour stands on its own
- Callers participate using toll-free 800 numbers
- Michael Jackson, Toni Grant, Ira Flistell, Ray Briem, Irene Kassorla, Owen Spann current air personalities
- Part of net's concept based on stations handling their own drive times, especially AM
- Local customization through sound tones via satellite, triggering programmed cartridges
- Two-hour safety net tape as backup for emergencies
- 100-150 stations covering all major markets is targeted goal



**ABC TALKRADIO STAFF:** Grouped around VP/Programming Rick Sklar are the Talkradio personalities and staff. (L-r, front) Owen Spann, Dr. Irene Kassorla, Sklar, George Green, VP/GM of KABC; Michael Jackson, and Dr. Toni Grant; (l-r, rear) Ray Briem, Wally Sherwin, Talkradio exec. producer, Michael Hauptman, VP/ABC Radio Enterprises, and (partially hidden) Ira Flistell



**STATE OF THE ART STUDIOS:** Newly-designed multimillion dollar studios were built on the KABC/Los Angeles site from which Talkradio originates. The studios house state of the art equipment, including a conference system that simultaneously unites guests and hosts in the studio with other callers around the world. Customization is achieved by programmed cartridges triggered by sound tones. Talkradio's hosts even have the use of a living room type set. Sklar (far left) visits with Jeff Sudkoff, (on the phone), and Andrew Vogel, Talkradio Operations Manager.

KABC. He's changing the format of some of the KABC shows so they conform to network programming. And in other ways, he's keeping certain aspects of the network programming identical with those at KABC.

The third element in this is that everything is produced for the ABC Radio Network, which is marketing it, signing up affiliates, and the net's carrying their commercials.

**R&R:** Please describe the calling/screening process.

**RS:** It's a market-by-market situation: they're calling in on an 800 number, or

**"We think people use radio differently; they are trying to become more self-reliant . . . Look at the self-help books in the stores, they're everywhere. And I think people are using the medium of radio because it's so personal."**

several 800 numbers. In some markets it's one 800 and some stations prefer to use remote call phoning, so they call a local number. For screening purposes, we have a relay device. Instead of someone holding up a sign and telling you who's on the phone, there's a computer screen in front of you that tells you the next three or four

calls, callers' comments/questions, callers' names, age, and where they're calling from.

**R&R:** Turning to content, let's take Michael Jackson as an example. Is his national show identical to his regular one on KABC?

**RS:** No. Two hours of Michael Jackson is simulcast. It will be the same content on KABC as nationally. But the other two hours are not. During those other two hours, the first two hours of Michael Jackson, the national talk radio is feeding the psychology show with Dr. Irene Kassorla. We just switch away.

## Local Customization

**R&R:** A major criticism is the ability of these national personalities to relate to a local station's listeners. How do you customize the Talk net locally?

**RS:** The satellite is used not only to provide the basic program, but to provide many program elements that are fed ahead of time by satellite to stations that localize the sounds through musical identifications and announcements (phone numbers, identifying slogans, call letters, dial positions). In the spot clusters, the weather goes in locally and it's done by someone locally. So are local commercials. As I said, some of the local material is produced ahead, sent to the station by satellite during a closed-circuit period, and some of it's mailed to the station or produced locally at the station.

All of this material is put on cartridges and these are given designated slots. The

cartridge machines are triggered by the satellite. Instead of a host or hostess saying, "Hi, you're on KABC Radio, this is Dr. Irene Kassorla," he/she would say, "Hi, this is Irene Kassorla," and would simultaneously push a button that triggers a cartridge locally to give call letters. Then the host comes right back and says call this number and hits another button. We're not saying where the programming is coming from yet.

**R&R:** How many different cues can you send down at one time?

**RS:** We can send dozens and dozens of commands by using at least a dozen cartridge slots and having many different rotating items on the same cartridge. As long as they're all the same length, that's the only thing that counts.

**R&R:** Then what kind of equipment and how much staff is required of a station affiliated with Talkradio?

**RS:** The staff doesn't have to be that large. What they do need are triple stack cartridge machines in some quantity, a

**"You can have a show host taking phone calls, but unless that person is very highly skilled in translating those into entertainment, into material that everyone who's listening can identify with and can vicariously become a part of, then you don't have anything."**

demodulator, and other materials. The feed is run in on land lines from the nearest AP dish. Two years from now when we go to an all-digital system, every station will have its own dish.

**R&R:** What about a station's existing news/sports staff?

**RS:** A station can interface with the Talkradio network using its news/sports staff. If it has a good play-by-play sports staff, you can join or cut away on any hour, even on the half hour. Go to a ballgame and come back. Right now, we think it's possible for a station on the half hour to run a newscast. We also have very on-the-nose join and cutaway periods throughout the hour in certain dayparts for Paul Harvey stations.

**R&R:** You're familiar with Murphy's Law. Have you developed a backup system?

**RS:** There's a safety net tape. That runs for two hours while they bring in a competent person to go local if they lose the feed.

**R&R:** How is the commercial load divided? What does a station do that needs to run more?

**RS:** Talkradio will have four minutes of commercials an hour with two 2-minute clusters for the network; Superadio will have two minutes an hour and one cluster for the network. During the day most Talk-formatted stations have plenty of commer-

A few people realizing the obvious and communicating with each other can create a chain reaction. There is nothing so potent as an idea whose time has come.

Paul Williams



Neil Bogart found in these words a spirit which guided him. In his family and his friends the chain reaction goes on.

## THE NEIL BOGART CANCER FOUNDATION

is being created to support the fight.

Please send donations to:  
THE NEIL BOGART CANCER FOUNDATION  
%The Boardwalk Entertainment Company  
8255 Sunset Blvd. Los Angeles, Ca. 90046



# Quarterflash Has The "Right Kind" Of Music For Your Audience

WIFI add	BJ105 add 40	WCSC deb 29
96KX add	CK101 add	WJXQ 22-14
WXKS-FM add	WMAK-FM add	KZ93 deb 20
KFI add	WQUT add	KKXX deb 26
KEZR deb 30	KJRB add	KSKD deb 28
KCNR 24-21	KNBQ add	KRQ 8-7
KYYX on	WOMP-FM add	WYKS deb 38
WRCK add	WTRU add	WAXY on
3WT add 40	KRNA add	KHYT on
WPST add	KFMZ add	WIGY on
WKRZ-FM add	KENI add	WCIR on
WKEE add	KKLV add	WFOX on
KSET-FM add 24	KCBN add	KKLS on
G100 add	KINT deb 26	KYYA on
		KOZE on

# QUARTERFLASH "Right Kind Of Love"

Produced by John Boylan



GEFFEN RECORDS

Distributed by Warner Bros. Records



## Rick Sklar Speaks Out On Talkradio

Continued from Page 12

clals. The problem seems to be overnight when they don't always have commercials. In the overnight period there's an optional feature that goes on in each of these clusters. You either cut away or stay with it.

**R&R:** Do you plan to supply any weekend programming?

**RS:** We are looking in the future for additional service, for potential expansion. We are having discussions with affiliates now.

**R&R:** Are promotions customized locally?

**RS:** Yes. For Talkradio, there are television packages available to stations. (NOTE: Los Angeles-based Klein & has developed "Direct Connection," the theme of its marketing/promotional campaign

that the local portion of the jingles are the same lengths in the split jingles. It ties up many cartridge machines, but again we're going for quality.

**R&R:** Does Superadio also have a safety feature?

**RS:** Yes. And there's an optional news window once an hour. It's optional - we're not forcing anyone to carry news.

**R&R:** What approach will the personalities be taking?

**RS:** They're going to be acting like they're right there in the local town. They are going to really be personalities. They'll do short bits. They won't be lengthy, for



Michael Jackson is shown preparing for his show.

*"On Superadio there's never dead air, there's always music. Anytime you don't have a commercial to put in, there's another record."*

package for the Talkradio net. It includes theme music for network use and local station adaptation, plus four 30-second and seven 10-second TV spots, plus a five-minute sales presentation.)

**R&R:** What does the future hold for national Talk networks on radio - is there room enough for all of you?

**RS:** I don't know. We're going to try and take as much of that room as we can so there won't be too much room for other people.

### Superadio Parallels Talkradio

**R&R:** Besides the obvious, how different in operation is Superadio from Talkradio?

**RS:** Superadio is going to be around the clock 24 hours a day, seven days a week. On Superadio there's never dead air,

the most part, but they'll be funny, humorous, and entertaining.

**R&R:** How do Superadio stations compete locally, especially in the case of playing a solely local/regional record?

**RS:** There are some regional and local hits today that aren't there nationally. We've allowed for that. You have optional windows during the hour where stations can drop in so-called local hits. I don't see why music tastes should be that different from market to market when television tastes are the same, film tastes are the same, and hardcover novel tastes are the same - America is a national culture. The reason for regional hits isn't necessarily tastes, but they're simply a reflection of the way the industry operates today. The public has been made the pawn of the industry. If the industry operated in radio as it did in the 30's and 40's as a national network, there would be a national set of songs. It was "Your Hit Parade."

**R&R:** Will Superadio allow for a national ethnic music mix?

**RS:** There are certain crossover records, of course, and this first format that we're putting on is based primarily on familiarity. In terms of ethnic hits, that would be crossover music like Stévie Wonder and Earth, Wind & Fire.

**R&R:** Do the stations pay for the programming?

**RS:** In Superadio they do. They pay by the market and each situation is different. Talkradio stations may have to pay some line charges depending on the situation. But in Superadio, where you really may be with it much of the day and encounter cost reductions in terms of staff and talent costs, you would have to buy a lot more equipment than you would for talk. Jingle packages are about the same price all over.

**R&R:** Will contests/promotions be designed with local station audience involvement in mind?

**RS:** Yes. Some of the contests and promotions will have callers dialing local numbers or mailing to local addresses. I can't reveal everything now because we have some big surprises we don't want to spring yet. We have some projects in mind that may be a shot in the arm to the whole record business, and that would make them feel good.



Talk host Owen Spann answers a question during his daily program.

there's always music. Anytime you don't have a commercial to put in, there's another record.

We also have a printer that prints out information at the station. Every time you play a cartridge on this new system it's sending music. It's also sending data to the local station and the local station gets a printout of what was just played plus the BMI/ASCAP information on that particular record. We can talk to the station on a keyboard while the record is playing and tell them information for making a certain change, changing the playlist, or giving them the playlist for next week.

And there are a great many more cartridge machines in Superadio because there's the concept of split jingles as one of the elements. You have to make sure the jingles are in the same key and tempo and





**NO FUN  
ALOUND**





# Ratings & Research



JHAN HIBER

## Reaction To New Arbitron Diary

Whatever happened to the silent majority? Judging by the reaction to my column of May 7th — the debut of the new Arbitron diary — some of you are anything but silent after having seen the new diary pictured on this page that issue. There seems to be some concern about the diary instructions and what the diarykeepers will do when they try to fill in the diary. Let me address these concerns as well as give some historical perspective to the entire diary development issue.

### Ongoing Redesign

The Arbitron diary is a living thing for all intents and purposes. It is constantly undergoing change for various reasons — to provide better research, to make things more efficient in processing the data, and to cut costs (enhance profits) at Arbitron.

The new diary design accomplishes all three of these goals. However, this process is not a new one — in fact it began during my days at Beltsville, in 1978 specifically. At that time there was pressure to get the books out faster. One way to do that was to eliminate production steps that were inefficient or slowed down the workload.

One discussion towards this end was centered around the topic of nonexclusive identifiers. A nonexclusive identifier

*"There is no real cause for alarm or panic."*

is defined as any identifier a respondent might record other than call letters, which are exclusive to only one station in the country. Since it takes an inordinate amount of time to deal with nonexclusive identifiers such as slogan conflicts or a sports team carried by two stations in town — which station gets credit for "FM104" or for Yankees baseball? — there was a desire to clean up and if possible eliminate them.

One step in this direction was a diary that only captured and allowed call letter entries. The design was notably different from what was shown here May 7 and the spirit was different — eliminate non-call entries almost totally versus the reduction in non-call entries that is likely to accrue as a result of the new diary.

It was a measure of good sense that the calls-only diary never was used in an actual survey. However, research tests were conducted on such a diary. The bottom line is that Arbitron realized that it was not possible to preclude people from putting in entries other than calls, especially with the way some stations promote and identify themselves.

Where does the diary redesign go from here? Perhaps to a closed-end variety, like the Arbitron TV diary, where all quarter hours are listed from 6am-midnight. The respondent only has to check when he/she listened, making it even easier to correctly record entries. Whatever the next step, broadcasters need to keep in mind that the diary is constantly evolving. Keeping up with the everchanging rules of the game will become even more important.

### Marketing Impact

Most of the hue and cry I've heard in the last few days has been from stations who market or promote themselves without stressing their calls. Beautiful Music stations which use such phonetic logos as "Life" or "Easy" are wondering what to do next. Likewise, some CHR or AOR entities that call themselves "K95" or "Z99" are wondering where they go from here. All these stations seemed surprised at the Arbitron diary developments.

First, I am amazed at the surprise. I've been writing for some time now about the importance of your calls and have been alluding to the upcoming changes at Arbitron. I know you read this page but apparently this message did not sink in with some of you. That's why I ran the pictures of the new diary — hoping it would alert many of you. It seems to have had that impact.

## Q&A

Steve French, GM of KMON-KNUW/Great Falls, Montana, wrote in to ask, "Is there any data on the comparative ratings of automated jock assist vs. full automation vs. 'live,' especially within one market and one format?"

There may be, Steve, but it hasn't come to my attention. I'll dig into it, and in the meantime perhaps some of the other readers can offer you their thoughts.

## Week In Review

### Birch Bobbles Baseball

Thanks to massive respondent confusion, the Birch Report March/April data for Chicago likely contains some miscredited baseball listening. According to David Gingold, VP of Birch, "When people said they were listening to WBBM at night we gave credit accordingly. In retrospect it is possible that much of that listening was to the Chicago White Sox, who recently switched from WBBM to WMAQ." The nighttime numbers for WBBM were large while the WMAQ figures were paltry.

Birch called back a number of the March/April respondents who stated that they were indeed listening to the Sox. As a result, according to Gingold, "We will be sending letters to users of the monthly report to alert them to this anomaly." In the meantime Birch interviewers will be probing for sports listening whenever WBBM is mentioned during possible baseball hours.

WMAQ PD Ted Cramer is also concerned about the impact this confusion may have on the results of the Spring '82 Arbitron sweep.

### Revised Miami Numbers

As a result of the recent reissue of the Miami book owing to problems sampling the Hispanic area, many stations have revised 12+ shares. Here are the corrected figures from Arbitron:

WRIIC (S) 12.4, WINZ-FM (B) 7.4, WEDR (B) 6.8, WQBA (S) 6.5, WCMQ-FM (S) 6.1, WHYI (R) 5.4, WCMQ (S) 5.2, WINZ (N) 4.4, WNWS (N) 4.0, WYOR (BM) 3.8, WIOD (AC) 3.5, WLYF (BM) 3.2, WSHE (A) 3.0, WHIT (S) 2.5, WAIA (AC) 2.1, WVCG (BM) 2.1, WAXY (R) 2.1, WQAM (C) 2.0, WQBA-FM (S) 2.0, WWL (A) 2.0, WTMI (CL) 1.7, WKAT (T) 1.6, WGBS (AC) 1.5, WBBM (B) 1.3, WWJF (BB) 1.3, WOCN (S) 1.1, WKQS (C) 1.1, and WCKO (R) 1.0.

Second, there is no real cause for alarm or panic, unless you happen to be in a market that will be surveyed this summer — then you may go ahead and panic. Seriously, most of the country will have until this fall or next spring's sweep to begin to orient themselves to

and money committed to them, make a decision. Is it important to remain consistent with what you've been doing or should you stress your calls more?

2) If you decide to adjust your marketing campaign to bring call letters to the public's attention, do so in a

*"Arbitron realized that it was not possible to preclude people from putting in entries other than calls."*

the stress on call letters inherent in the latest diary version. Even if you are involved in long-term commitments that mean your non-call letter logo will be around for a while externally, you can still begin to segue to more call mentions on-air. This way at least your current cume will know what to write down when they get their diaries.

Some who manage or program younger-skewing stations feel that their 12-24 target will not accept call letters, perhaps because it's not "hip." That may be true in a few cases, but think of the great rockers — WPLJ, WDVE, KMET, WLS, and KFRC to name a few — where the calls are frequently used on-air and externally without damage to the station's numbers or image. Even if you refuse to budge and still want to promote yourself heavily on-air and off as "Q92," the new diary doesn't go as far as preventing such entries — it just doesn't encourage them.

### Next Steps

Assuming you are going to try and use your calls more in order to give your diarykeepers an easier chance to record listening, how do you go about making the transition? Here are some specific thoughts:

1) Examine your current situation. What are you doing in terms of advertising and promotion? What about on-air games, contests, logos? Are your calls used at all in any of the image development activities?

Once you've taken inventory of your current efforts and the amount of time

way that makes the transition a smooth one. Nothing jars listeners or the ad community more than to see a station formerly ballyhooed as "M94" suddenly begin to call itself KMMN. The sudden shift might unnerve your cume, and the advertisers may think the move signals a format change or something drastic along those lines.

If you've been using your calls only once per hour for the legal identification I'd suggest starting to air them at least one more time per hour for the next month or so. After that you could possibly use the calls once per stopset and the slogan less frequently. Eventually you'd want to get to an approach where the mention of calls to slogans might be a 3:1 ratio.

Externally, new graphics might be needed to tie into the greater call presence on-air. If your current materials mention or show the calls, fine — perhaps they are already prominent or can be heightened without much difficulty. If your station has never shown its calls then I'd suggest segueing so that your next campaign might show them more notably. Of course, if you are in a cume-building project, the dial position has to be seen also, but the calls should not be hidden either. Again, eventually you'll want the calls to assume a position of prominence.

I know — that noise I hear is the gnashing of teeth from some of you out there. But this is really not the end of the world — and if it helps Arbitron do a better job it may even be heralded one of these days.



Upon close examination, EYE TO EYE and SOFT CELL are smash hits!



# SOFT CELL

## “Tainted Love”

Y100 1-1	KZFM add	KBBK add
K104 1-1	KINT add	KCPX add
KFMZ 1-3	KROD 9-6	KSKD add
WCAU-FM 3-5	KHFI add	KLJC add
B94 12-8	B97 22-18	KRQ on
PRO-FM add	G100 29-25	KHYT 40-32
JB105 add 31	WZYP on	WTSN on
WPGC deb 29	WHHY-FM add	WFEA add
KEGL deb 28	Y103 deb 36	WFBG add
Z93 deb 25	WDOQ 26-18	WOMP-FM add
94Q add 29	WBBQ on	WCIR add
Q105 24-19	KX104 26-20	95XIL 7-5
WLOL-FM deb 28	WSKZ on	WZYQ on
WGCL 9-7	WOKI add	WAEV add 24
KFI add 18	WQUT add	Z102 34-31
KFRC add	WDCG add	95SGF deb 28
KEZR deb 23	WCSC add	WCGQ add
B100 7-4	WANS-FM add	WISE deb 34
XTRA 5-4	WGH add	WFLB add 32
KYYX add	WVIC deb 39	WXLK 22-13
KIMN add	WJXQ on	WYKS deb 29
Q103 add	KMGK 9-7	KSEL-FM deb 21
WPHD deb 29	KOFM on	Q101 on
WHFM add 34	Z104 13-8	KVOL add
92FLY add 20	WNAM add	WGLF deb 20
WTIC-FM 28-24	WMEE add	KKXL-FM deb 23
WDRC-FM add	WKDQ deb 29	KRNA 10-9
WLAN-FM 9-9	KQKQ add	99KG 38-33
WAEB 23-14	WLYT 19-17	KDVV on
WYCR on	KKXX 13-6	KSLY add 25
WKEE deb 33	KYNO-FM add 32	KCBN deb 38
KITY deb 38	KNBQ on	KDZA add
	KKFM 12-8	KATI add

Produced by Mike Thorne



# EYE TO EYE

## “Nice Girls”

Z93 add	WCIR add	KSLY deb 30
Q105 add 25	95SGF add	XTRA on
KFI add	WCGQ add	KYYX on
KEZR add	WFLB add	KZZP on
WHFM add	Q101 add	WPHD on
WAEB add	KVOL add	KBFM on
WKEE add	WGLF add	WHHY-FM on
KZFM add	WSPT add	BJ105 on
KROD add	99KG add	KX104 on
WZYP add	KATI add	WQUT on
WDOQ add	94Q 23-16	WGH on
FM100 add 30	WBBQ 30-27	WVIC on
WMAK-FM add	WOKI deb 40	WJXQ on
WSKZ add	WBCY 21-15	KMGK on
WCSC add	WRVQ deb 21	WGUY on
WSSX add	Q104 23-14	WFOX on
Z104 add	WAEV deb 29	WISE on
KIDD add	Z102 33-30	WYKS on
KKFM add	KILE deb 40	KKXL-FM on
KCPX add	KELO 40-33	KCBN on
WFBG add	KENI deb 35	KDZA on

Produced by Gary Katz



# DOUBLE CROSSOVER!

## PATRICE RUSHEN

### "FORGET ME NOTS"

- |               |                |              |
|---------------|----------------|--------------|
| KEARTH 12-9   | WTIX deb 40    | KKFM add 19  |
| WIFI 23-17    | WJDX 21-16     | KCPX add     |
| WCAU-FM 21-18 | WDOQ 28-24     | KIKI add     |
| WXKS-FM 27-13 | WBBQ deb 30    | WJBQ add     |
| CKGM deb 40   | WMAK-FM deb 28 | WTSN add     |
| Z93 22-19     | WZZR add       | 95XIL add 40 |
| CKLW 20-13    | WVIC 32-29     | WFLB 34-24   |
| WBEN-FM 4-9   | Z104 add       | KENI 40-38   |
| KRLA 16-11    | KQKQ 25-22     |              |
| KFI 14-9      | WHOT add       |              |
| KIIS-FM 15-10 | FM102 add      |              |
| KIQQ 12-8     | KGGI 8-3       |              |

From the hit album  
**STRAIGHT FROM THE HEART**

Produced by Charles Mims, Jr.  
& Patrice Rushen



# SHALAMAR

## "A NIGHT TO REMEMBER"

- |               |              |             |
|---------------|--------------|-------------|
| WBEN-FM 18    | WTIC-FM 11-9 | KYNO-FM 4-4 |
| WXKS-FM 20-10 | KC101 29-27  | KGGI 18-17  |
| WPGC 18-13    | WTIX 27-21   | WGUY 16     |
| Y100 11-9     | CK101 11     | WFBG 28     |
| KFI 20-14     | WDCG 37-34   | WFOX 32-29  |
| KIIS-FM 25-24 | WSEZ 34-32   | WFLB 32-25  |
| KIQQ 16       | WCSC 26      | KVOL 19-16  |
| XTRA on       | WVIC 38-34   |             |

From the hit album **FRIENDS**

Produced by  
Leon F. Sylvers III



# 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.

### Stockton METRO RANK 101

POP (00): 2776

Share Trends		Persons 12+		Mon-Sun 6AM-Mid	
Fall '80	Spring '81	Fall '80	Spring '81	Fall '81	Fall '81
1 KJAX-FM	10.7	KRAK-AM	12.2	KRAK-AM	9.6 (C)
2 KRAK-AM	9.9	KJAX-FM	8.5	KJAX-FM	9.1 (BM)
3 KJOY-AM	8.6	KSTN-FM	8.3	KNBR-AM	8.0 (AC)
4 KHUP-FM	8.1	KHUP-FM	7.6	KJOY-AM	6.7 (R)
5 KNBR-AM	7.0	KCBS-AM	5.1	KCBS-AM	6.0 (M)
6 KSTN-FM	6.0	KJOY-AM	4.6	KHUP-FM	5.8 (AC)
7 KCBS-AM	5.5	KNBR-AM	4.6	KSTN-FM	4.9 (B)
8 KWL-AM	3.4	KSTN-AM	4.2	KWIN-FM	4.4 (AC)
9 KQJ-AM	3.1	KWIN-FM	3.9	KQKK-FM	4.0 (AC)
10 KSTN-AM	2.9	KZAP-FM	3.9	KSTN-AM	3.8 (R)

Adults 18-34		Adults 28-54	
Mon-Sun 6AM-Mid		Mon-Sun 6AM-Mid	
RANK	STATION	RANK	STATION
====	=====	====	=====
1	KJOY-AM	1	KRAK-AM
2	KRAK-AM	2	KNBR-AM
3	KWIN-FM	3	KJAX-FM

### Spokane METRO RANK 102

POP (00): 2892

Share Trends		Persons 12+		Mon-Sun 6AM-Mid	
Fall '80	Spring '81	Fall '80	Spring '81	Fall '81	Fall '81
1 KJRB-AM	13.2	KJRB-AM	12.9	KXLY-FM	11.9 (BM)
2 KREM-FM	10.0	KREM-FM	12.9	KJRB-AM	11.2 (M)
3 KXLY-FM	8.4	KHQ-FM	10.2	KHQ-FM	10.5 (R)
4 KHQ-AM	7.9	KXLY-FM	9.8	KREM-FM	9.6 (A)
5 KEZE-FM	7.9	KSPQ-AM	9.6	KHQ-AM	7.9 (AC)
6 KHQ-FM	7.4	KHQ-AM	6.9	KEZE-FM	6.3 (A)
7 KSPQ-AM	6.7	KEZE-FM	6.2	KSPQ-AM	6.1 (M)
8 KGA-AM	6.5	KGA-AM	6.2	KGA-AM	5.8 (C)
9 KZUN-FM	5.3	KURK-FM	5.1	KZUN-FM	5.8 (C)
10 KREM-AM	4.9	KZUN-FM	4.7	KXKR-AM	5.1 (BM)

Adults 18-34		Adults 28-54	
Mon-Sun 6AM-Mid		Mon-Sun 6AM-Mid	
RANK	STATION	RANK	STATION
====	=====	====	=====
1	KREM-FM	1	KXLY-FM
2	KHQ-FM	2	KREM-FM
3	KJRB-AM	3	KHQ-AM

### Des Moines METRO RANK 104

POP (00): 2798

Share Trends		Persons 12+		Mon-Sun 6AM-Mid	
Fall '80	Spring '81	Fall '80	Spring '81	Fall '81	Fall '81
1 WHO-AM	15.1	KSO-AM	14.9	WHO-AM	16.4 (M)
2 KLYF-FM	13.3	KGGO-FM	13.0	KSO-AM	15.0 (C)
3 KRNT-AM	13.1	KRNT-AM	12.5	KRNT-AM	10.3 (AC)
4 KRNQ-FM	11.6	KLYF-FM	11.3	KGGO-FM	9.8 (A)
5 KMCK-FM	11.3	WHO-AM	10.4	KRNQ-FM	9.3 (R)
6 KSO-AM	10.3	KRNQ-FM	10.1	KLYF-FM	8.3 (BM)
7 KGGO-FM	8.8	KIOA-AM	7.5	KIOA-AM	7.6 (R)
8 KIOA-AM	8.3	KMCK-FM	6.7	KJYY-FM	6.9 (C)
9 KWKY-AM	1.8	KJYY-FM	1.9	KMCK-FM	6.1 (R)
10 KJYY-FM	1.0	KEZT-FM	1.9	KWKY-AM	1.0 (R)

Adults 18-34		Adults 28-54	
Mon-Sun 6AM-Mid		Mon-Sun 6AM-Mid	
RANK	STATION	RANK	STATION
====	=====	====	=====
1	KGGO-FM	1	KSO-AM
2	KRNQ-FM	2	KRNT-AM
3	KIOA-AM	3	WHO-AM

### Madison METRO RANK 105

POP (00): 2761

Share Trends		Persons 12+		Mon-Sun 6AM-Mid	
Fall '80	Spring '81	Fall '80	Spring '81	Fall '81	Fall '81
1 WTSO-AM	13.5	WIBA-AM	12.9	WTSO-AM	12.5 (C)
2 WZEE-FM	10.6	WIBA-AM	11.4	WIBA-AM	11.4 (A)
3 WIBA-AM	10.4	WZEE-FM	9.6	WZEE-FM	9.6 (M)
4 WIBA-FM	9.7	WLVE-FM	8.3	WLVE-FM	8.3 (BM)
5 WISM-AM	8.2	WISM-AM	7.7	WISM-AM	7.7 (R)
6 WLVE-FM	7.7	WISM-FM	7.2	WISM-FM	7.2 (AC)
7 WMAU-FM	6.6	WMAU-FM	6.0	WMAU-FM	5.0 (A)
8 WMAU-FM	6.0	WMAU-FM	4.6	WMAU-FM	4.6 (C)
9 WISM-AM	5.5	WMAU-AM	1.5	WMAU-AM	1.5 (C)
10 WFAW-FM	2.0				

Adults 18-34		Adults 28-54	
Mon-Sun 6AM-Mid		Mon-Sun 6AM-Mid	
RANK	STATION	RANK	STATION
====	=====	====	=====
1	WIBA-FM	1	WTSO-AM
2	WZEE-FM	2	WIBA-AM
3	WISM-AM	3	WLVE-FM

## The Birch Report

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

### San Francisco

KGO Stays  
In Double Digits;  
KRQR Cuts KMEL  
In Half, Ties  
For AOR Lead;  
KNBR, KSJO Climbing

	Jan./Feb./Mar./	Feb. Mar. Apr.
KGO (T)	12.2 10.3 10.1	
KCBS (N)	4.7 5.0 5.4	
KFRC (R)	5.6 6.1 5.4	
KMEL (A)	9.9 8.2 4.8	
KRQR (A)	3.5 4.0 4.8	
KSOL (B)	5.2 4.8 4.7	
KBLX (M)	3.9 4.0 3.9	
KSFO (AC)	4.4 4.7 3.9	
KNBR (AC)	2.1 2.4 3.2	
KIOI (AC)	3.0 3.0 3.1	
KSJO (A)	1.2 1.7 3.1	
KFOG (BM)	2.1 2.6 2.7	
KIBE & KDFC (CL)	1.5 1.8 2.5	
KDIA (B)	2.5 2.9 2.3	
KABL-FM (BM)	2.4 2.2 2.1	
KSAN (C)	2.3 2.2 2.1	
KKHI-AM & FM (CL)	2.4 2.3 2.0	
KNEW (C)	3.1 2.6 1.9	
KOIT (BM)	1.3 1.2 1.9	
KYA (O)	1.4 1.8 1.8	
KLOK (AC)	.5 .9 1.7	
KOME (A)	1.2 1.4 1.6	
KYU (AC)	1.4 1.8 1.5	
KABL (BM)	1.5 1.4 1.4	
KEZR (R)	- .4 1.4	
KLHT (AC)	1.6 1.5 1.3	
KJAZ (J)	1.0 1.0 1.2	
KSFX (A)	2.5 1.6 1.2	

### Cleveland

WMMS Dominant;  
WZZP Moves  
To Second;  
WBBG Up Two;  
Beautiful Music  
Stations Slip

	Jan./Feb./Mar./	Feb. Mar. Apr.
WMMS (A)	14.0 15.3 13.9	
WZZP (AC)	6.6 7.8 8.3	
WDOK (BM)	8.9 9.1 7.7	
WGCL (R)	6.3 6.0 6.8	
WBBG (O)	2.6 3.9 5.8	
WQAL (BM)	7.9 6.5 5.8	
WWWM (A)	5.2 6.7 5.7	
WHK (C)	5.1 5.5 5.6	
WDMT (U)	5.2 5.5 5.1	
WERE (N)	6.6 4.6 4.8	
WGAR (AC)	5.9 4.4 4.7	
WLYT (R)	4.3 4.2 4.7	
WCLV (CL)	2.2 2.4 3.3	
WKSW (C)	2.0 3.2 3.2	
WJW (AC)	2.1 1.6 2.3	
WWWE (C)	2.3 1.8 2.3	
WZAK (U)	1.7 1.3 1.9	
WJMO (B)	1.6 1.3 1.1	

### Atlanta

WKLS-FM  
Widens Lead;  
WQXI-FM Closes  
In On WZGC;  
WKHX Dominates  
Country Scene

	Jan./Feb./Mar./	Feb. Mar. Apr.
WKLS-FM (A)	13.8 16.2 18.0	
WZGC (R)	11.2 10.8 10.4	
WQXI-FM (R)	8.6 9.8 10.3	
WKHX (C)	6.6 7.5 9.1	
WVEE (U)	9.5 8.1 8.5	
WSB (AC)	7.9 7.6 6.8	
WPCH (BM)	5.1 5.7 5.6	
WPLO (C)	4.9 5.6 5.3	
WLTA (AC)	5.3 5.2 4.1	
WSB-FM (AC)	3.3 3.0 3.9	
WGST (N)	5.9 4.6 3.8	
WQXI (R)	1.6 2.2 2.2	
WRNG (T)	3.0 1.7 1.9	
WAOK (B)	3.5 2.4 1.6	

A-AOR, AC-Adult/Contemporary, B-Black, BS-Big Band, BM-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.



# PICTURE PERFECT AIRPLAY

## KARLA BONOFF "PERSONALLY"

WCAU-FM add	WMEE add	KIMN on	Y103 39-37	KRAV 19-18	WTSN deb 38	WRKR 31-29
B104 add	WNCI add 24	Q103 deb 21	WDOQ on	Z104 on	WHEB deb 26	WSPT 29-23
WXKS-FM add	K96 add	WFBR deb 30	CK101 deb 39	WNAM on	WCIR on	WTRU deb 29
WLWL-FM add	WFEA add	KC101 30-26	WBBQ on	WGBF deb 24	Q104 22-15	WCIL-FM 32-28
KYYX 11-9	KKLS add	WLAN-FM on	WMAK-FM 8-5	KGGI 30-22	WAEV 7-5	KRNA on
KUBE add	KDZA add	WAEB 24-20	WBCY 17-12	KJRB 18-14	Z102 23-18	KENI 25-23
KOPA add	WNBC 28-27	WKEE 33-27	WAYS deb 28	KNBQ on	95SGF 26-21	KKLV on
KZZP add	WBEN-FM 39-37	V100 30-25	WRQK deb 29	KBBK on	WFOX 19-11	KSLY 18-12
KBFM add	94Q 27-24	KZFM on	WCSC 21-17	KCPX deb 23	WISE on	KCBN 28-23
KROK add	KBEQ 31-28	KINT 28-22	WGH 18-17	KSKD 32-31	WFLB deb 33	KATI 34-31
KLPQ add	KEARTH 25-23	WTIX deb 34	KJ100 on	KLUC deb 28	WXLK 13-12	KYYA 30-24
WZYP add	KRLA on	KEEL deb 26	WZZR on	KRQ deb 29	WYKS 39-27	KOZE 25-20
WSEZ add	KFI deb 29	KXX106 on	WVIC 33-28	KHYT on	KKQV 28-27	
KSTT add	KEZR 10-9	WHHY-FM 26-22	KLIK on	WJBQ on	KILE 38-34	
KOFM add 30	KCNR 16-12	WAXY 22-21	KIOA 28-22	WACZ 28-25	Q101 on	



## DENIECE WILLIAMS "IT'S GONNA TAKE A MIRACLE"

WGCL add	KIQQ 6-5	PRO-FM 18-14	KZFM 16-15		
WAEB add	KFRC 16-5	WPGC add 24	KBFM on		
WYCR add	WFBR 4-4	94Q 16-14	WTIX 13-10		
K104 add	WTIC-FM 10-6	Y100 22-17	KROK 18-14	KIDD deb 30	Z102 35-32
WZZR add	WMAK-FM 5-4	KEZR 14-12	WJDX 20-15	KGGI deb 29	95SGF on
KRAV add	KIKI 4-4	XTRA 24-21	WAXY deb 28	KBBK on	WFOX 33-28
FM102 add	WFLB 7-4	KYYX on	BJ105 30-27	KSKD on	KVOL on
Q101 add	KILE 8-6	Q103 on	CK101 32-24	KHYT 32-26	WTRU on
KELO add 37	WCIL-FM 11-10	92FLY 29-27	FM100 17-12	WGUY 14-14	KENI on
WXKS-FM 8-3	WKBW 16-16	WBLI 27-23	KX104 23-14	WACZ 23-21	KSLY 17-17
KEARTH 8-3	WBEN-FM 5-7	WDRF-FM deb 24	WSEZ on	WFBG on	KDZA 28-18
KRLA 4-2	WIFI 22-16	Q106 18-18	WRQK on	WCIR 20-15	
KFI 7-3	WCAU-FM 32-24	WKEE 34-32	WLYT on	Q104 35-31	
KIIS-FM 10-5	B104 26-22	KITY 34-30	KYNO-FM 29-27	WAEV on	



A/C BREAKER!

## NEIL DIAMOND "BE MINE TONIGHT"

WKBW add	KEEL add 29	WGBF add	WCIL-FM add	WMAK-FM on	WFBG 27
WIFI add	WAXY add	KYNO-FM add 30	WNBC 29-28	WSEZ on	WFOX on
KRLA add	CK101 add	KGGI add	KIQQ 30-27	WCSC 30-24	WFLB deb 31
KIMN add	WRQK add	WTSN add	WAEB deb 30	WGH deb 19	WXLK on
KOPA add	WNOK-FM add	95SGF add	Q106 on	WVIC on	KSLY on
WHFM add	WZZR add	KILE add	K104 on	WNAM on	
WDRF-FM add	WAKX add	KFYR add	WKEE on	KBBK deb 28	
KC101 add 28	KIOA add	KELO add 30	KZFM deb 29	KCPX deb 22	
KINT add	KOFM add 28	WAZY-FM add 26	WDOQ on	KHYT on	



## LARRY LEE "DON'T TALK"

A/C **BREAKERS**

LARRY LEE

Don't Talk (Columbia)

48% of our reporters on it. Rotations: Heavy 6/0, Medium 34/5, Light 26/4, Extra Adds 1, Total Adds 10, WICC, WSFM, WBT, WPTF, WOMC, WFDF, WENS, WCTC, KCRG, WSGW. Debuts at number 29 on the A/C chart.

CHR:

WOKI  
WDCG  
WRQK  
WNOK-FM  
WZZR



ON COLUMBIA RECORDS





# Sales



JONATHAN HALL

## "How's Biz?"

### — An R&R Spot Check

The overall response we're hearing from radioland is that business is OK; everyone's just having to work harder for it. Last week's discussion of selling radio's "impact" to increase business led me to ask several broadcasters what they're doing to keep their customers satisfied.

My telephone business journey began in Missoula, Montana where Paul Spranger manages Country-formatted KGVO. The station sits in a seven-station market that includes seven counties, primary of which is Missoula County, population 76,000.

One of the area's biggest industries is wood products, and there have been some heavy layoffs in nearby mills, pushing the area's unemployment level to almost 15% — near Depression level. However, with the recession so prolonged in Missoula, dating back to 1980, businesses with high-intensity ad campaigns seemed to have survived, while others have collapsed.

I wanted to know what effect the economy has had on KGVO. "We're losing retailers, just like a lot of other areas in the country. They're going out of business. The results are fewer dollars, which means we have not had an increase in our rates for approximately two years. The market's gotten more rate-sensitive," Paul said.

Despite the disastrous economic conditions, KGVO's sales figures for 1982 are ahead of 1981, although falling somewhat behind the station's "aggressively-budgeted" sales goals. KGVO hasn't had to make any cutbacks, although some stations in town have eliminated staff and made other cost-cutting moves, according to Paul.

How has KGVO managed to stay ahead? "We found traffic-building promotions to be the key to keeping sales up. You have to give a client what I call 'added value.'"

KGVO's primary promotion has been the "Weekend Jetaway," tied in with a major airline and a major hotel. During the six week run of the promotion, a trip for two is awarded each week by drawing.

## REP REPORT

Major Market adds a cluster of stations for representation: KJZZ-AM & FM/Phoenix; WCII & WKJJ/Louisville; WIZE/Springfield, OH; and WKDQ & WSON/Evansville, IN. CBS-FM National Sales picks up KIDD & KLRB/Monterey.

At RAR, Daniel de Percin joins as account executive from a similar position at WINS/New York, while Craig Yetter becomes Traffic Coordinator from KYW-TV/Philadelphia. Tim Feagan, joins the sales staff at Katz Radio's L.A. Office, from Alcoa, Inc.; while Jim Noeldner is now with the Seattle office, from KAPY/Port Angeles, WA, where he was Sales Manager. Numerous account executive changes at Eastman, with Len Boardman coming aboard in L.A. from Drake-Chenault; Jay Kirchmaier transferring from New York to Detroit; Susan Love joining the New York office from Wells, Rich, Greene; Mike Nicassio moving from L.A. to New York; and Tom O'Brien joining the company in Chicago from Revlon. Eastman now represents WAVG & WLRN/Louisville. McGavren Guild takes over representation for WMAS-AM & FM/Springfield, MA.

To be eligible, listeners must register in one of the 30 participating establishments. KGVO has bought local television time to hype the promotion: "It's a support campaign. We believe in advertising," Paul told me. The station is also using graphically attractive posters placed in stores, giving the campaign a consistent and striking visual identification.

#### Emphasis On Co-op

"Boy, you really have to put a lot of promotional effort into getting a client to go with a spot schedule, as opposed to before," Paul said. He related that the sales staff is spending much more time with each client and putting in many evening hours: "You're talking to one tired

**"You have to give a client what I call 'added value.'"**

— Paul Spranger

guy. You have to work so much harder for a client. He expects so much more," Paul concluded.

Other aids at KGVO have been co-op, with computerized affidavits and "substantial frequency" campaigns, as in the case of a local car dealer running with 35-40 spots per day. Paul has found that such an approach, rather than being "oversaturation and overkill," gives sponsors high identification, a feeling of excitement, and an image that "if they're doing that much advertising, they must be big."

#### WCSC & WXTX/Charleston Rely On Co-op

As with KGVO, two Charleston, SC stations are emphasizing co-op. WCSC is a CHR AM station and WXTX is a Beautiful Music FM. Howard Keller, VP/Sales Development, explained his thrust into co-op, which began late last year.

"We have begun to concentrate on co-op money. And this, I think, is the future of our business. There are millions, of course, in co-op that get turned back unused every year. We have a fulltime co-op person who does nothing but do research and will go with a sales person and actually shop the store and uncover some co-op the client may not even have realized he had. That's been a tremendous help to us. I can't speak highly enough about this co-op situation. That has really generated some dollars for us."

Charleston has an approximate population of half a million. Its major industry is the military with the Charleston Navy and Air Force bases, which employ about 30,000 people. Tourism is the number two business.

The first quarter was rather soft, compared to a year ago, Howard told me. He explained that he has attempted to "realign the comfort zone where a schedule would be more acceptable to a client by trying to get more mileage out of their ad budgets." The second quarter is looking brighter and Howard sees adver-

- Giving Clients "Added Value" Helps Stations Offset A Shaky Economy
- Co-op Becomes A Key To Bolstering Business
- More Promotions, Increased Creativity Bring In More Revenues

tisers freeing up some money.

Tourism has helped pick things up. "It does get dollars circulating in the market. We've found that retailers now have smiles on their faces where two, three or four weeks ago they didn't and that's making it much easier," he said.

#### BM — A Tougher Scale

"Selling our Beautiful Music station has been tougher than the contemporary. I think Beautiful Music in this economy has become a secondary or tertiary buy. Even with the tremendous numbers that WXTX generates in the older demo, 35-64, still in many instances the buyer has said, 'Well, I'm going to put it with the high energy station.'" For instance, a fast food outfit that usually buys in combo has been buying only the AM.

#### Economy Forces More Promotions; Higher Turnover

In both markets, sales people have had to be more creative, coming up with constant promotions. Howard Keller describes the situation: "We've gotten into package selling rather than schedule selling."

For example, he uses an "escrow package," in which a client would have a certain amount put into an escrow account for each "package" of a certain size purchased. Buying \$1000 entitled the client to have \$100 put into escrow, but here's the hitch — the escrow funds can only be used in connection with a future buy that at least equals the escrow amount. In other words, in order to use \$200 in new advertis-

ing. Also, every time a package was bought, the client's name went into a hat for a drawing for a color television set.

Now that things are looking up, Howard said he wants to get back to "lifestyle selling." "If you're going to sell mattresses, sell them in the morning when the guy gets

**"I think Beautiful Music in this economy has become a secondary or tertiary buy. Even with the tremendous numbers that WXTX generates in the older demo, 35-64, still in many instances the buyer has said, 'Well, I'm going to put it with the high-energy station.'"**

— Howard Keller

out of bed with a bad back. We built our sales department and our success on that kind of selling, and I think in the kind of economy we just went through in the first quarter, we had to shift gears and we were pretty quick in doing it."

Finally, Howard says that the economy has caused a high degree of turnover because of low earnings and commissions. His answer has been to increase sales training. But that's the subject of another column. Next week: "How's Biz — Spot Check, Part 2."

**KCMO**  
NEWS/SPORTS 81

GO! GO! GO!  
MORE SPORTS THAN  
ANY OTHER  
STATION

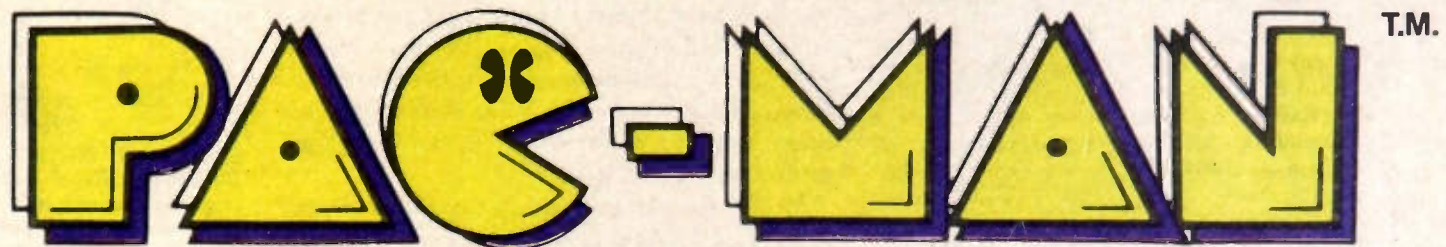
**COMMERCIALS WITHIN  
SPORTS PROGRAMMING  
WORK HARDER\***

Commercial on KCMO News Sports 81 work harder.

**KCMO SUPPORTS GOOD SPORTS** — Pictured above is KCMO/Kansas City's new sales campaign focusing on its sports dominance. On the reverse of the visual, the News/Talk station details the reasons behind its pitch in a sporting gesture.



# EAT UP THE COMPETITION WITH

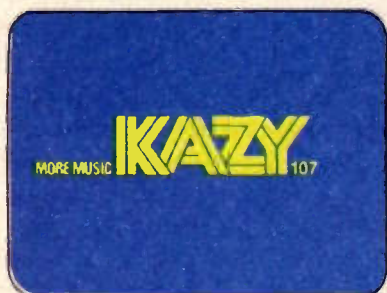


Now you can put America's most incredible marketing phenomenon to work for your radio station through custom-produced television, outdoor and newspaper advertising.

More than just a clever use of the Pac-Man and Ms. Pac-Man characters and game design, it's a well researched campaign to position your station as the market leader.



The Best Play in Denver is



KAZY FM 107



KAZY has a special pattern for giving you more music.



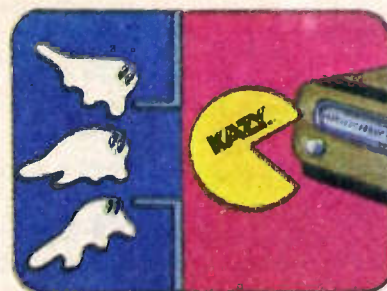
We stay away from too much talk and get our energy from...



More Music.



KAZY never gets caught running a lot of commercials 'cause we just eat up more music.



KAZY beats the other guys every time...



but you can catch more music at KAZY FM 107. The best Play in Denver.

## THE PAC-MAN PACKAGE.

You can choose any one of three different :30 TV spots and a :10 version • Plus you get four newspaper ads • two billboard/bus designs • a promotion plans book • a Pac-Man prize kit • wholesale access to any of the more than 200 licensed products.

Warning—"Pac-Man" mark and characters are trademarks of Bally Midway Mfg. Co. Applied Marketing Services intends to assert its copyright and trademark rights against any infringements.

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ALL RIGHTS RESERVED

## GET YOUR VIDEO SAMPLE REEL.

Write today because with Pac-Man, it's eat...or be eaten!

Represented exclusively by:  
Applied Marketing Services  
1250 Stephenson Highway  
Troy, Michigan 48084  
(313) 583-1051



## HERE'S WHY WE'RE "Dancing In the Street"

WCAU-FM add  
WXKS-FM add  
JB105 add 35  
CHUM deb 27  
KEGL 26-24  
WIFI on  
KBEG add  
WGCL add  
KFRC 32-24  
WPHD 15-13  
WRCK on  
3WT deb 32  
WPST 33-30  
WYCR add  
WKRZ-FM add  
K104 35-34  
WKEE 40-36  
KZFM add  
KSET-FM 22-15  
KINT add  
G100 add  
BJ105 37-32  
WBBQ on  
WOKI 37-33

WSEZ on  
WSSX 30-26  
WANS-FM deb 29  
WVIC 39-31  
WJXQ 6-6  
WKFR on  
KMGK add  
KOFM on  
KZ93 add  
Z104 deb 29  
WNAP add  
WLYT add  
KKXX deb 27  
KJRB on  
KNBQ on  
KBBK add  
KCPX add  
FM103 28-24  
KSKD add  
KHYT 38-29  
KIKI deb 30  
WGUY on  
WACZ deb 30  
WIGY add

WFBG 29-23  
WOMP-FM add  
WZYQ deb 28  
Q104 33-24  
WAEV add  
WCGQ on  
WXLK 30-29  
KKQV on  
KSEL-FM 23-16  
KVOL on  
WGLF add  
KXXL-FM add  
WCIL-FM add  
KRNA on  
99KG add  
KFMZ add  
KDVV on  
KENI add  
KKLV add  
KSLY deb 26  
KCBN add  
KATI on  
KYVA deb 29  
KOZE on

# VAN HALEN



## "Dancing In the Street"

Produced by Ted Templeman



Manufactured and Distributed by Warner Bros. Records



## STREET TALK

Street Talk has learned that the first announced client for new AOR consultant Bob Hatrik will be KSAS/Kansas City, which awaits FCC approval of new call letters KKCI.

And speaking of consultants . . . John Sebastian has picked up his first Century AOR as a client station, WABX/Detroit. WABX is supposed to be the flagship station for Sebastian, Casey & Associates' new 18+ AOR format designed to grab those upper demo AOR listeners.

Scott Kranzberg will be leaving his Senior VP post at Boardwalk within the next few weeks as label President Irv Biegel makes some changes within the company. A new national promotion exec will be hired to replace Scott, who will continue to handle Boardwalk's marketing and advertising from the New York offices until he's replaced.

Now it seems that contrary to popular rumor, KHJ/Los Angeles is not imminently changing format. However, we hear that if the station does not show some improvement when the spring ratings are released, changes are planned.

Speaking of L.A. Country stations . . . a bit of unconfirmed gossip says KLAC may soon be consulted by Weedeck's Ron Martin, who would then bring in a "major market PD from the Midwest" to handle the programming duties.

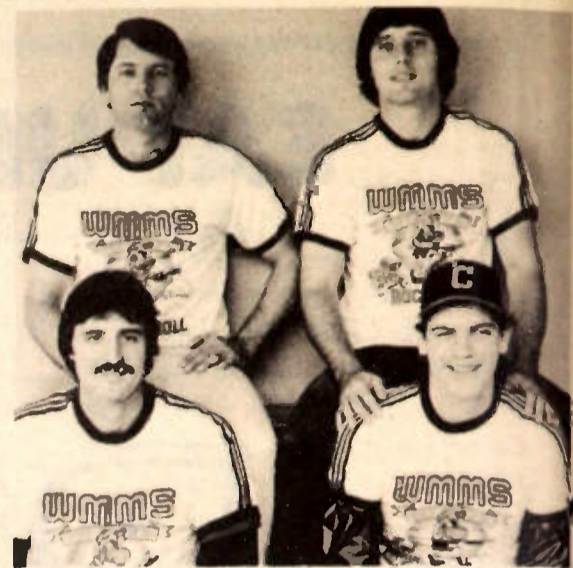
Red Richards has left Warner Brothers, where he'd been a member of the national staff based in Philadelphia. Promo VP Howard Rosen is seeking to unify the national promo corps in Los Angeles, and he should be naming some new members shortly.

A.J. Roberts has been tapped as the interim PD at KBZT/San Diego. Apparently a final decision on a permanent replacement for Jeff Salgo will wait until KBZT's new owners, Alta Communications, take over. That transaction is pending FCC approval.

United Stations has again put on hold its Country satellite network, which had been scheduled to debut June 1. Official word has the postponement due to "technical difficulties." United has not yet announced a lineup for the still-to-come network, although it's been rumored that several former WHN/New York staffers have already been hired and are now themselves in limbo.

Paulie, known professionally by her first name only, will join the WYNY/New York personalities in the 9pm-1am shift May 23. Paulie, who once worked at 99X (now WRKS)/New York, was most recently in Los Angeles at KHTZ and KWST.

KGW/Portland Research & Music Director Janis Wojniak has exited the station to work with Audience Analysts in Dallas. KGW is now looking for a research director with a marketing background and computer experience. Contact PD Bill Minckler if you're interested and qualified.



**CLEVELAND BUZZARDS? WHY NOT!** — With the Cleveland baseball team under fire from American Indian groups still not thrilled at the team's Indian caricature, perhaps WMMS has another idea whose time has come. Four of the Cleveland Indians (baseball players) model the latest WMMS drygoods: (l-r, top) Mike Hergrove and Rick Manning; (l-r, below) Jerry Dybyzinski and Joe Cherboneau. While it may be hard to see in the photo, the WMMS Buzzard is actually wearing a Cleveland jersey to commemorate the "All Star Rock & Roll" edition of this latest WMMS offering.

With WERC/Birmingham going CNN-2, PD Kevin McCarthy will move over to program sister station KXX106 in the wake of Smokey Rivers's departure to WKDF/Nashville (R&R 5-14). However, Smokey will not be working with consultant Scott Christenson at WKDF since Scott is no longer affiliated with the station. Smokey will be programming WKDF on his own.

Stan Monteiro, formerly with Record World magazine, and prior to that in national positions with Columbia and CBS, has formed his own company. Aptly named Stan Monteiro & Associates Marketing Consultants, the firm will offer its namesake's years of expertise in the record business to clients in need of assistance in the areas of promotion, marketing, merchandising, label relations, and many more. Stan can be reached at (213) 874-3356.

And at the corporate level of King Broadcasting (owner of KGW and eight others), Alan Mason has been named Programming Research Director of Radio for the chain. Mason had most recently been Operations Director for the company's KYA & KLHT/San Francisco.

Lot of rumors from Chicago indicating that CFTR/Toronto morning man John Landecker (longtime WLS personality) was doing more than vacationing in the Windy City recently. Word has it that he was jobhunting. Street Talk hears he talked with WMET.

KBFM/McAllen-Brownsville PD Steve Owens called last week to tell us that some Vietnam veterans had threatened to blow up the station over the airing of the Charlie Daniels Band's "Still In Saigon." A 2pm deadline came and went, peacefully but Steve was still confused over the vets threateningly violent reaction to the pro-vet anthem.

Communication  
Graphics inc

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...and we can give you references!

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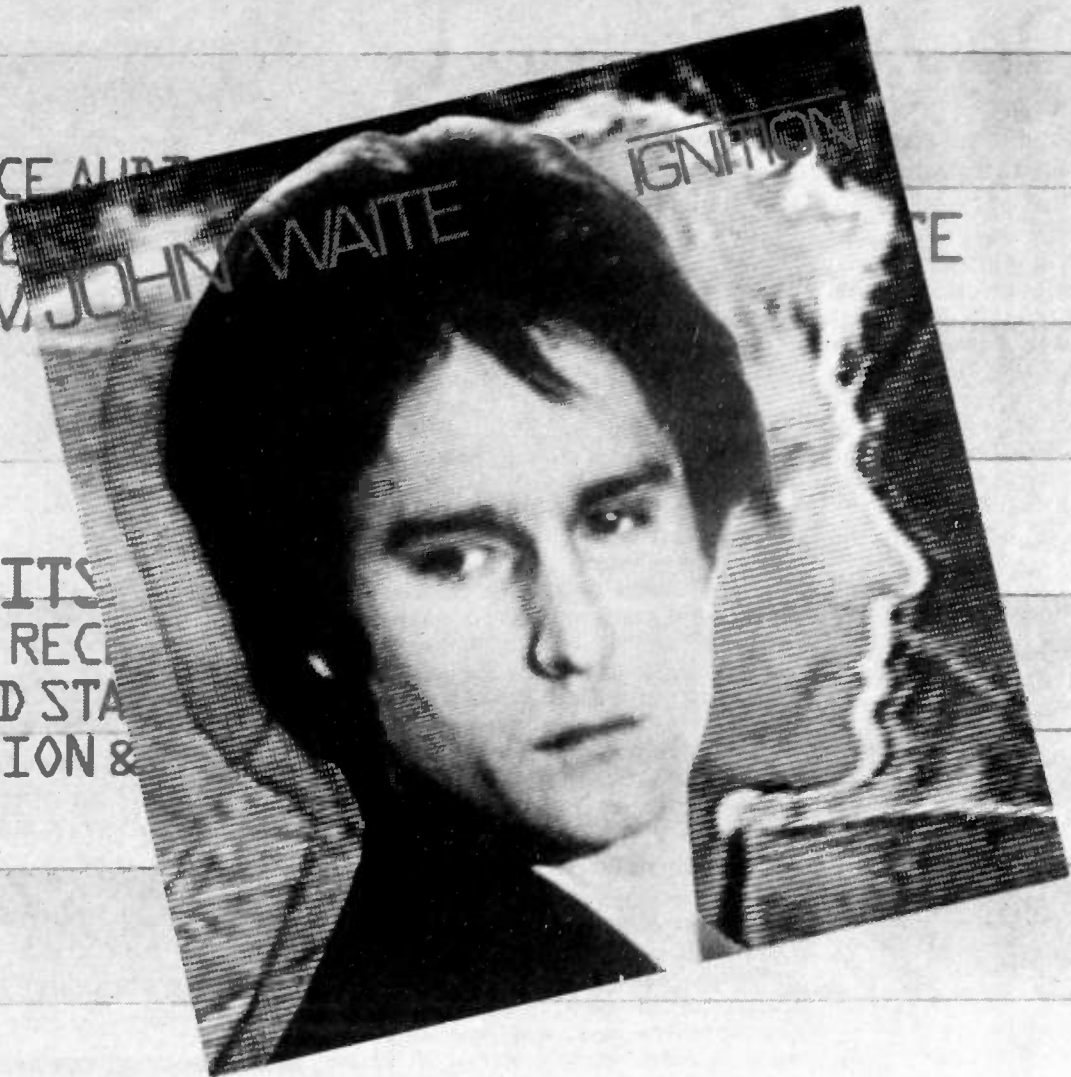
# JOHN WAITE



...IGNITION DATA



ADVANCE AUDIT  
CONFIGURATION  
ARRIVAL



DJ UNITS  
AUDIO RECORDING  
SECOND STATION  
IGNITION &



FULL MARKET PENETRATION... ALL OUTLETS  
STATION TRANSMISSION IMMEDIATE

# IGNITION

STATUS: WE HAVE LIFT-OFF  
LP: "IGNITION" CHR-1376  
ARTIST: JOHN WAITE



**Chrysalis**  
Records and Tapes

THE ALBUM CHR 1376  
PRODUCED BY NEIL GERALDO

# Contemporary Hit Radio



JOEL DENVER.

PD GERRY CAGLE COMMENTS

## KFRC — Betting On AM Stereo

Broadcasters have been hearing about AM stereo for years now, and soon it will become a reality. The FCC has given the go-ahead, and is now in the process of approving receivers from the various manufacturers. Across the country, radio stations like KFRC/San Francisco are ready to throw the switch to stereo.

PD Gerry Cagle is noted for being outspoken about many subjects, and the prospect of AM stereo for KFRC is one thing he has a lot to say about. His station, like many others, is poised and ready to help spread the word about AM stereo. Gerry paints a rosy picture for AM music stations, and details how you as an AM broadcaster can take the fullest advantage of this major change in technology for your station.

### A Strong Belief In AM

Gerry Cagle has a strong belief in AM, because over the years he has programmed only AM stations. In the past he's called the shots at such legendary stations as WRKO/Boston, KCBQ/San Diego, and KHJ/Los Angeles. He summed up his feelings towards AM music stations when he said, "I think the threat of FM completely devouring AM is over, and I'm not just referring to San Francisco either."



Gerry Cagle

San Francisco is noted for its rough terrain and the problems it causes FM in the city. "People think that FM penetration in this town isn't high, but to tell you the truth, it's only one percentage point behind that in Los Angeles. Look at how well KRLA and KFI are doing by comparison to the FM music stations in that market.

"FM didn't beat AM, it was FM programming that beat AM," he explained. "AM music stations just kept on lying to their audiences, saying they played better music, and fewer commercials, when in reality they still kept their spotloads high and didn't counterprogram properly. We just lay back and let FM beat our pants off."

With AM stereo on the horizon, how will it immediately help? "I think AM stereo will take away that mystique from FM stereo once and for all. The unique thing about AM stereo is that you don't have the phasing and dropout problems as with FM. When you get into a fringe FM area, it gets pretty noisy, but when you are on AM stereo, you

keep receiving a stereo signal as long as you can pick up the station.

"When you combine good programming and AM stereo, you'll see many more AM music stations begin to become competitive again," Gerry forecast. "Look at what John Lander did at 13K/San Diego, and what XTRA ended up doing to 13K when he left. It's pretty hard to say that WLS/Chicago is doing poorly in their market. They compete pretty well because they are properly programmed."

Gerry went on to point out, "In the past a PD or GM could go to his company president and use the excuse that they were getting beaten, because the competition was on FM. Now with AM stereo, that excuse won't hold any longer. To me, making the investment to go AM stereo is better than making a switch to Country or News/Talk. I really think WABC/New York belied up, and was beaten by superior programming."

### Making The Switch To Stereo

With any change in technology, there is a certain expenditure necessary to stay up with the latest equipment. Gerry explained, "We had been toying with AM stereo even when Les Garland was here. We made the investment to purchase a transmitter capable of broadcasting in stereo. We've got stereo boards, cart machines, and everything else needed, right on down the line. We're ready and just waiting for the word. I'm told all we have to do is run a proof of performance, make some minor adjustments to the transmitter, and we will be stereo."

And how good does AM stereo sound? "We've run some tests and it really sounds good. I don't think the average person will be able to tell the difference between AM stereo and FM stereo, unless you're an audiophile. If you're listening at a party, in your car, or office, you'll find it surprisingly like FM," he compared.

**"FM didn't beat AM, it was FM programming that beat AM. AM music stations just kept on lying to their audiences, saying they played better music, and fewer commercials, when in reality they still kept their spotloads high and didn't counterprogram properly. We just lay back and let FM beat our pants off."**

### Selling The Public On AM Stereo

One of the big challenges for AM stations going stereo is to convince the public to purchase the equipment to hear it. It's more complicated by the existence of five FCC-



**B100 MEANS BASEBALL AND THE BEACH BOYS** — After a recent Padres game, B100/San Diego presented a free concert with the Beach Boys. Shown is the stadium filled with 52,000 people who turned out for the game and concert, and a closeup of the band performing on a "stage of waves."

**"I don't think the average person will be able to tell the difference between AM stereo and FM stereo, unless you're an audiophile. If you're listening at a party in your car, or office, you'll find it surprisingly like FM."**

approved systems, none compatible. Gerry has figured a way to tackle the problem.

"We are using the Kahn system because with it you can use two radios, both tuned slightly off frequency one to the right, and one to the left, to get stereo. We don't plan to advertise this as we want listeners to hear the product in its best form, on an AM stereo receiver. I'm told that with this system, we won't have to give anything up from our signal in the way of modulation to achieve the stereo effect."

Gerry thinks that part of the problem in getting receivers out to the public lies with the manufacturers. "They have spent so much money and time just getting broadcast approval that they're now scrambling to make FCC-type approved converters and receivers. KFRC is in a sense going to act as a sort of retail sales wing."

He went on to explain, "KFRC has between \$50,000 to \$60,000 set aside to buy AM stereo systems and converters. We will put these systems in retail outlets to help promote the concept to listeners. Naturally, the retailers are very excited about this, since this is the first new thing to promote since quad, and we know where that went.

"We also plan to promote and advertise the fact that we are AM stereo. Helping that along, we will place AM stereo converters into cars for free, just like they used to do with FM converters years ago. We won't say it, but the concept will be to be the first on your block to have AM stereo.

"We are powerful enough to affect a lot of listeners very quickly. The FCC is making it a marketplace decision as to which system will prevail. If we get enough people buying Kahn AM stereo receivers, another

AM music station in town would be foolish to use another system, as they'd have to be starting from ground zero again."

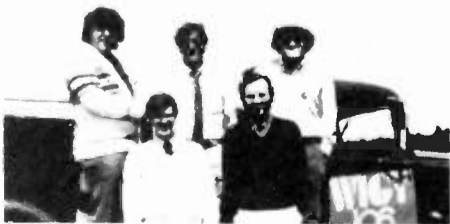
### AM Has No Choice But To Go Stereo

"I think that AM music stations have no choice but to go stereo. If they don't they won't be able to compete with other AM's in the marketplace. I think that stereo will make AM hip to listen to again. Any AM music station that doesn't get behind this thing is driving nails into its own coffin.

"This is a return to the days when people tried to get listeners to check out FM stereo. Sure, it's a bit different because of the economy today, but this will be the first time in history that AM will be able to take the same gun and turn it back again on FM. All you have to do is put in the bullets and fire back," he reasoned.

Gerry is so confident of his opinions on AM stereo that he welcomes phone calls to him at KFRC from any programmers with questions on the subject. I would also be interested in your opinions on AM stereo and what it means for the future. Will it take a chunk out of FM? Will it turn around ratings for AM music stations? Will people spend the money fast enough for the new equipment to support the new technology? I will be glad to print your letters and comments on the subject of AM stereo over the coming weeks. Put your thoughts on paper, send them to me, and share them with everyone.

**"I think that AM music stations have no choice but to go stereo. If they don't they won't be able to compete with other AM's in the marketplace. I think that stereo will make AM hip to listen to again. Any AM music station that doesn't get behind this thing is driving nails into its own coffin."**

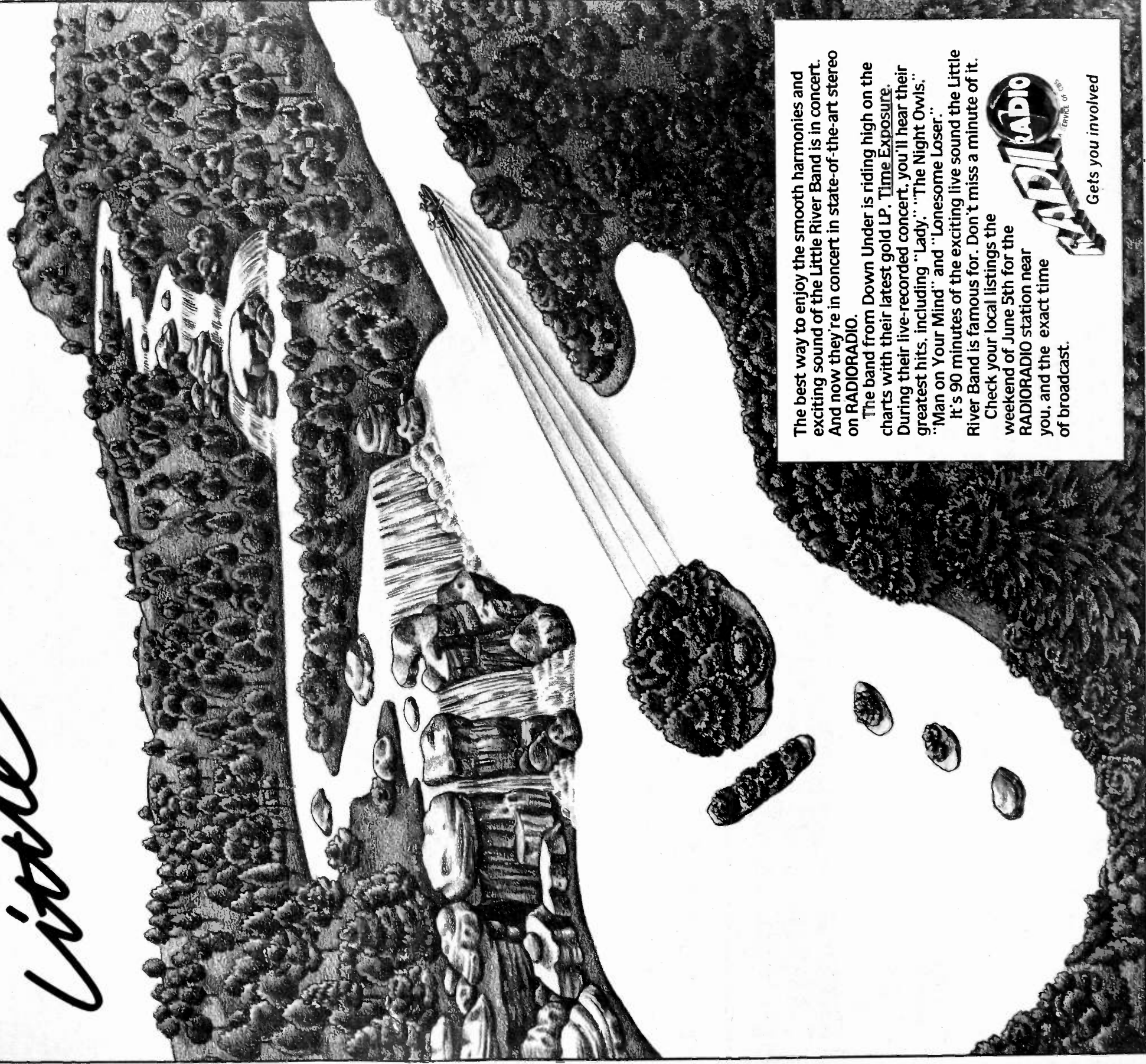


**THE "Y-CRUISER" IS READY** — Summertime is here, and WIGY/Bath is readying its Y-Cruiser to distribute Coca-Cola and other summertime goodies to overheated, poolside listeners. Shown (l-r, top) are Operations Manager/midday personality Scott Robbins, morning man Steve Rogers, and all-nighter Ross Holt. Pictured (l-r, below) are night rocker Don Hill, and Music Director/afternoon driver Willie Mitchell.



50 STATE TOWN

# Little River Band



The best way to enjoy the smooth harmonies and exciting sound of the Little River Band is in concert. And now they're in concert in state-of-the-art stereo on RADIORADIO.

The band from Down Under is riding high on the charts with their latest gold LP, *Time Exposure*. During their live-recorded concert, you'll hear their greatest hits, including "Lady," "The Night Owls," "Man on Your Mind" and "Lonesome Loser."

It's 90 minutes of the exciting live sound the Little River Band is famous for. Don't miss a minute of it.

Check your local listings the weekend of June 5th for the RADIORADIO station near you, and the exact time of broadcast.



Gets you involved



# Masla

Continued from Page 1

change the policy of advertising agencies. We must therefore consider what alternatives are open to us, including as a last resort the possibility of asking governmental authorities to look into the situation."

Masla concluded, "Do we give it a shot or will we continue to be as defenseless against Arbitron as we are against the Arab Oil Cartel?" In addition to citing rates "anywhere from two to five times greater than . . . five years ago," Masla also expressed concern over Arbitron's "warning" that if fewer than 80% of Masla stations were not Arbitron subscribers, then Masla would not receive "books for markets where we have nonsubscribing stations - even though we pay for books for all markets." Arbitron's reasoning, as quoted by Masla, was its "belief that representatives may be advising their client stations

not to subscribe to the Arbitron surveys of their markets, since they the reps already have access to the data . . ."

## WSM Drops Arbitron

In another reaction to Arbitron, WSM-AM & FM/Nashville has decided against renewing its Arbitron contract, which came up April 1. GM Tom Cassetty told R&R that the station would "maintain the Birch Report as our only ratings service" and cited extensive local support. He explained, "Our annual rate would go from \$32,000 this year to \$41,000 next and up to \$69,000, plus CPI, at the end of a five-year deal." Arbitron sales executive Richard Lamb told R&R, "We're still talking to WSM. I'd consider them to be a good bet to renew before the book is published and an excellent bet to renew post-publication."

# Beach Boys Sue WB CJCL For \$7.7 Million

Continued from Page 3

The Beach Boys have sued Warner Bros. Records, their label for most of the 70's, for \$7 million in punitive damages and \$700,000 in royalties, charging "significant unreporting" of royalties due and mislabelling and charging of free goods to the group. The suit, filed through Brother Records and two of the group's publishing companies, apparently arose from an audit. Warners executives were unavailable for comment at press time.

On the other hand, the challenge (CJCL owner) Telemedia Ontario is offering is something that comes along once or twice in a lifetime, so I've got to take it while I can."

Although he did not foresee any immediate staff changes, Holiday indicated that he plans to make a number of adjustments upon his arrival. "From monitoring the station, I'd say the first two things that have to be brought to it are cohesiveness and discipline. There's a real consistency problem."

Speaking on behalf of Telemedia Ontario VP Leslie Sole, Director/Communications & Publicity Jean-Marie Heimrath stated, "We were searching for someone with a strong news and programming background. In addition to his knowledge of this market, Bob's ability to handle details is also very valuable. He's a bit of a disciplinarian, but I think that's what we all need here sometimes. Essentially, Bob will act as Leslie's right-hand man."

Holiday replaces Jim Brady, who is now concentrating on his morning show.

# McGann

Continued from Page 3

stage where I'm ready to expand. Since nobody here will quit or get fired, I'm the one who has to make the move!"

McGann plans no immediate changes. "I'm already involved daily with WTVN by phone, and am concentrating on acquainting myself with the station and market better. Randy's been very much responsible for the station's continued success, and in working with him I feel we can go a lot further in the long run."

Randy Michaels commented, "We interviewed 46 serious candidates. We were looking for someone with strong contemporary programming and research credentials, as well as a feel for full-service radio and longtime personalities. I'm convinced Mike is just the right man."

Perry Frey agreed. "We're really happy he's coming, and are confident he will fit in just perfectly here."

# RAB

Continued from Page 3

also covered means of enhancing industry sales training, and included a decision to return to Dallas's Amfac Hotel in January 1983 for the RAB's third Managing Sales Conference. RAB President Miles David praised the location's "ideal environment" and added that the conference would again be limited to around 800 attendees.



**RICK ROCKS OUT** - Following a recent concert appearance at Kingston Armory, RCA recording artist Rick Springfield greeted over 100 WKRZ-FM/Wilkes-Barre listeners backstage. Shown (l-r) is PD Jim Rising, staffer Mary Sperock, Springfield, RCA Philadelphia promo rep Bobbi Silver, and staffer Louise Uchno.



**Q-CASH '82 WINNER** - WQLT/Florence, AL just handed over a \$500.00 bill to another winner recently in their continuing "Q-Cash '82" contest. Shown (l-r) is promotion director Charlie Ross, winner Kay Rollison, night jock John Barrow, and VP/GM Charles Manson.



**VAN HALEN DUCKS INTO KINT** - On a recent visit to KINT/EI Paso to play guest dj, Van Halen drummer Alex Van Halen posed for this "ducky" photo. Shown rear (l-r) is PD Jim Zippo, KINT-98 Super Duck, Alex, and midday jock Danny Austin. In the front is afternoon man Tony Bravo.

# The Music Section

CHR's Most Accurate Music Information Begins on Page 63

## Motion

• March of Dimes Super Walk-A-Thons are happening all over the country right now. WKAU-AM & FM/Kaukauna raised \$83,500 for the charity, and Q101/Meridian raised \$25,000. Of all of the charities and "thons" available each year the March of Dimes Superwalk is probably the most credible in the eyes of the general public. It's a great one to be associated with.

• KBMF/McAllen-Brownsville morning man the "Mad Mexican" is going to show off his cooking skills for some lucky family. For the entrant with the best reason, he will come to his home, broadcast the show live, and cook the whole family breakfast. Everything will be provided, including the Alka-Seltzer.

• 92FLY/Albany is doing an on-air contest called the "Winning Combination." Throughout the hour, listeners are given a series of numbers, each representing a turn of the combination lock. When it's time to

play, the listener who can repeat the correct numbers and direction of turns wins. Prizes include cash, Atari computers, VCR's, and health club memberships.

• WCIR/Beckley is holding the "CIR/Five Star Dodge Key Rampage" contest. The station has hidden twenty keys in various locations throughout the area. Persons finding these keys from on-air clues automatically win a prize worth over \$100. Each key has a chance at opening the 1982 Dodge Rampage worth almost \$10,000. The first to open it wins it.

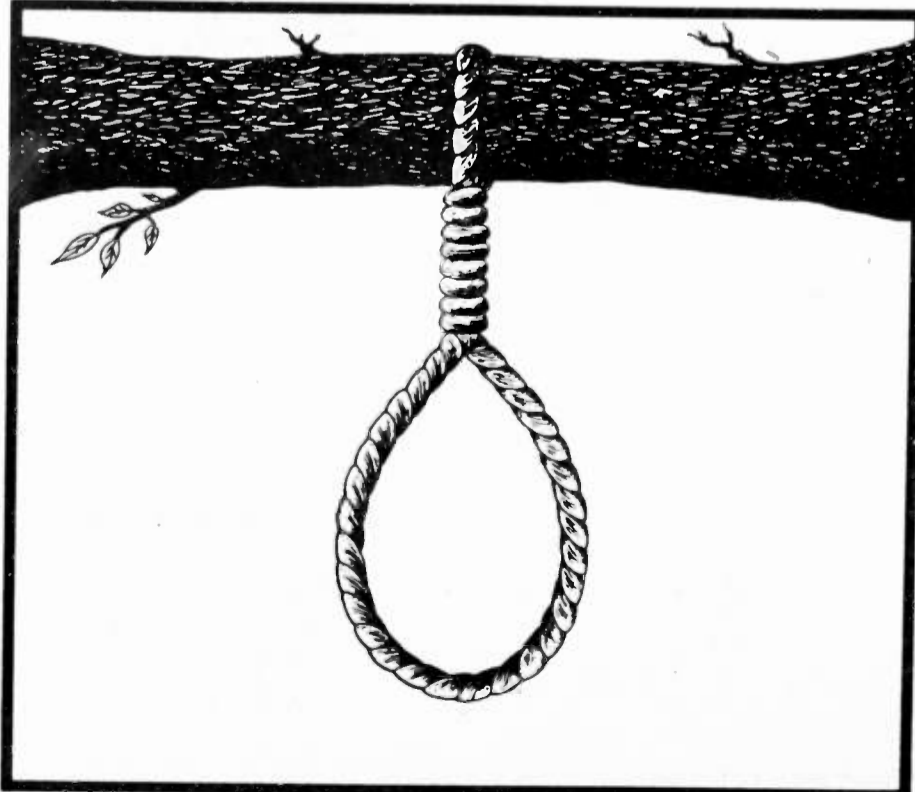
• KSTT/Davenport uses a rainbow logo made up of the primary colors: red, orange, yellow, green, blue, indigo, and violet. The station is asking listeners to "color the rainbow." Each time the colors are given out in a scrambled order, and listeners call in to win by listing them in proper order for prizes.

## Bits

B97/Pittsburgh night rocker "Junior" (formerly Jeff Blake) is promoted to Production Director in addition to on-air duties . . . 92FLY/Albany appoints Drew Jacobs as Production Director from WCTC/New Brunswick, NJ . . . Scott Le Tourneau, most recently with KNUS/Dallas, becomes Assistant PD and afternoon driver at KYKX/Longview, TX.

KEEL/Shreveport's Kellie Gandy leaves nights, and is replaced by Tom Kinney (6-9pm), and Carl Staples (9-midnight) . . . Jan Walker joins WFOX/Gainesville from WRNZ/Wrens, GA . . . Ed Mann, part-timer at KFXM/San Bernardino, is also doing swing-relief at KUTE/Los Angeles . . . Q101/Meridian welcomes Rob Young as News Director from WJIM-AM & FM/Lansing, MI.

KSQY/Deadwood, SD will be signing on as a 100kw CHR station with a projected airdate of August 15. PD Jack Lundy is looking to line up his staff and a record library. Call him at (218) 773-2424 . . . Congratulations to Q105/Tampa afternoon rocker Mason Dixon and his wife, the parents of a new baby, Alicia Heather . . . Wedding vows exchanged recently (5-1) by WKFR/Kalamazoo PD Jack Swart and Barbara Woodall.



THE ONE AND ONLY!

# THE MOTELS



THE CHR HIT!  
"ONLY THE LONELY"

**THE BACK PAGE**

**BREAKERS**

From The Album That's An AOR Sensation (*R&R Album Airplay/40 #10*)

## ALL FOUR ONE

Produced by VAL GARAY





# AOR

JEFF GELB

## Welcome To Buffalo Dick's Radio Ranch

Saturday nights in Flint are something special, thanks to WWCK and an exceedingly strange satirical series called "Buffalo Dick's Radio Ranch."

WWCK PD Mark Miller explained the show's origin: "It began with the idea to satirize Saturday morning TV cartoons on WWCK's own Saturday morning show, by having someone do cartoon voices while announcing rock music. That developed into the idea to satirize the old "Howdy Doody" TV show, calling it "Buffalo Dick's Radio Ranch." We made an arrangement with an independent producer named Jeff Lamb, who's done production work for us in the past, to write and produce the show for us. Well, everyone loved what he came up with but we all thought it might be a bit too risqué for Saturday mornings, so instead we started it on Saturday nights."

A little over one year later, "Buffalo Dick's Radio Ranch" is Flint's most successful Saturday radio programming in the ratings for its time period, spawning fan clubs and merchandise like T-shirts.

The show consists of four short show segments, with the rest of the hour made up of normal WWCK rock music. A typical hour might find Buffalo Dick and his sidekick Buffalo Chip (I) interviewing a masochistic stuntman who loves to hurt himself on mike, or screening a porn film-producer's product for the show's "peanut gallery." These are local grade-schoolers who are given scripts to read for producer Lamb, including laughs, boos, and various retorts to the guests. Lamb does the rest of the show's voices.

Lamb and WWCK management review each week's show a day prior to airing, in case changes are required in any of the program's offbeat material. Miller reported that WWCK has received few complaints about the show's double-entendre humor. Indeed, listeners recently voted Buffalo Dick as their second favorite area air personality.

Soon the rest of the country will have the opportunity to try out Buffalo Dick as a radio personality — the show has just been sold to Westwood One for syndication, making "Buffalo Dick's Radio Ranch" a real radio grass-roots success story (when you "visit" the ranch, just watch where you step!).



**U2 CELEBRATION** — Island's U2 met with representatives of East Coast AOR radio following the band's recent New York City club dates. Pictured (l-r) are group's Bono, WLYN/Lynn's Crass, group's The Edge and Adam Clayton, and WBCN/Boston's Carter Alan.



**A MILLION MILES AWAY IN SANTA MARIA** — Shakey City/Bomp recording artists the Plimsouls were guests of KXFM/Santa Maria for an autograph session at an area record store. Pictured (l-r) are KXFM's John Quimby, group's Peter Case, KXFM PD Ed Ryba, group's Eddie Muñoz and David Pahoia (seated).



**THEY LOVE ROCK & ROLL** — Boardwalk's Joan Jett was greeted backstage in Albany by WQBK staffers after her recent area concert. Pictured with Joan (center) are WQBK's Ellen McKinnon (left) and Peggy Apple (right).



**ON A ROLL WITH WLUP** — MCA gathered both radio reps and consultants when it held a party for Point Blank's latest album. Pictured (l-r) are consultant John Sebastian, WLUP PD Tim Kelly, group's Kim Davis, WLUP MD Sky Daniels, MCA's Larry Green.



**HUEY MAKES NEWS IN SD** — Huey Lewis of Chrysalis's Huey Lewis and the News was interviewed on the air at KGB-FM/San Diego during an area concert stopover. Pictured (l-r) are Chrysalis's Louie Newman, KGB-FM PD Larry Bruce, MD Judy McNutt, Lewis, and KGB-FM air personality Jim McInnes.



**LAND SHARKS** — KQWB/Fargo offered free Quarterflash and Loverboy concert tickets and albums to listeners who showed up at a local mall with the station's call letters somewhere on their outfits (the pictured contestants have the call letters taped to their costumes).



**DINING WITH DYLAN** — Columbia's Bob Dylan (right) was among the artists in attendance at the recent Songwriters' Hall of Fame Awards Dinner of the National Academy of Popular Music. He is pictured here with Clone recording artist Lou Stevens, who also hosts a weekly one-hour interview program for WUSB-FM/Stony Brook.



**KYYS ROCK AWARDS** — KYYS/Kansas City held its own Rock Awards Banquet and concert, based on a listener poll of favorite acts. One of the winning bands, Geffen's Quarterflash, headlined the evening's concert. Pictured (l-r) are band's manager Jay Isaac, KYYS PD Joe McCabe, GM Bob Garrett, and WB rep Dave Stein.



**HIGH TIMES WITH HAGAR** — Geffen's Sammy Hagar was fêted backstage by local radio reps after an Omaha concert date. Pictured (l-r) are group's Gary Pihl, Hagar, and KEZO air personality Otis Twelve.

*Radio & Records*

**ALBUM BREAKER  
ALBUM DEBUT #12  
IN TOP 40 ALBUM  
CHART.**

*Album Network*

**HOTTEST NATION-  
WIDE—DEBUT #9  
MOST PROGRESS  
DEBUT #4.**

*Bill Hard*

**#1 MOST ADDED  
SONG INDEX—  
“CAUGHT UP IN  
YOU” #1-#1.**

# SPECIAL FORCES



**Special Forces...The new album from 38 Special.**

SP 4888

**The single "Caught Up In You"...already forcing its way to the top of the charts.**

AM 2412

**The 1982 "Special Forces World Tour" playing to over 1,000,000 people in over 100 U.S. markets alone.**

**38 Special...A force to reckon with...  
On A&M Records and Tapes.**



Produced and Engineered by Rodney Mills/Co-produced by Don Barnes and Jeff Carlisi, Exclusive Representation: Mark Spector

© 1982 A&M Records, Inc. All Rights Reserved



## EVOLUTION

WNEW-FM/New York almost completely switches its airshift talents around. The revamped schedule looks like this: 6-10am Dan Neer (from part-time), 10am-2pm Pete Fornatale, 2-6pm Scott Muni, 5-10pm Meg Griffin (from 10pm-2am), 10pm-2am Dave Herman (from mornings), 2-6am Tom Morera. Dennis Elsas switches to swing from full-time airwork . . . KKRQ/Iowa City PD Mark Vos accepts programming responsibilities for sister AM KXIC (Country) as well, as Ted Jacobsen is upped to Assistant PD from KKRQ along with the MD post . . . Wendy Rice exits MD duties at WWCT/Peoria for WXRT/Chicago, where John Mrvos gets MD nod . . . WBWB/Bloomington MD John Helman accepts additional responsibilities as Promotion Director . . . Ron Diaz moves to middays at WYNF/Tampa and Charlie Logan joins for nights . . . WCOZ/Boston Director of Promotion/Marketing Jane Norris exits in mid-June to join Blair Video Enterprises for publicity . . . Michael Bright moves to mornings at WLLZ/Detroit . . . Sidney Sharp joins WXUS/Lafayette as Greg Thomas exits WXUS for the airstaff at KILO/Colorado Springs . . . Billy Juggs rejoins KLOS/Los Angeles for part-time airwork from KSFY/San Francisco.

## AOR Reporter Profile

Lewiston-Portland

WBLM

PD: Mike Bushey  
MD: Jose Diaz  
Power: 50,000 watts  
Consultants: Sebastian, Casey & Assoc.

"107 1/2 BLM is a fun-loving, irreverent rock and roll phenomenon in northern New England. Now in our tenth year, we've evolved from an acoustically-oriented freeform station to a mainstream rocker, yet we've maintained our ability to be spontaneous, even silly at times on the air. Of course, the station's music must be on track for the target audience, but WBLM is always fun to listen to. We've never forgotten that radio's fundamental property is illusion, or 'theatre of the mind.' We are what our listeners perceive us to be. Our print logo is a great antique hot-air dirigible, or blimp. We portray ourselves as broadcasting from its bridge, the meteorologist from its weather deck, etc. Our coverage area is known to our listeners as Blimpville. We get out and socialize with listeners regularly. We usually have the exclusive word on concerts in the Portland area, and we promote on the air continually. Our commercial production wins more awards than any other station in the Portland Arbitron market. All of this has given us domination of the Portland metro, 12-49, for several years, from 30 miles out. We drove Superstars out of the market, afterwards signing with Sebastian, Casey & Associates several months ago. It has proved to be a mutually beneficial relationship.

"Our music policy is to add what Jose and I think fits the audience's perception of us and their perception of themselves, verified through the Sebastian system. Our MD, Jose Diaz, has been with us for eight years. He's perceptive, intuitive and honest.

"If you're on vacation this summer in New England, you're invited to climb up the rope ladder of the Blimp and say hi." — Mike Bushey



**TANKS FOR THE MEMORIES** — KLOS/Los Angeles morning man Frazer Smith is a featured performer in the film "TAG: The Assassination Game." When the movie world-premiered in Hollywood, Smith (in white tux) wanted to make sure he could find (or create) a parking space, and some attention as well, hence the tank transportation.



**CARS AWARDS LE CAR** — WQFM/Milwaukee, in conjunction with Elektra and a local appearance of the Cars, awarded a listener nine months' usage of a Renault Le Car. Pictured (l-r) are Danny Galoshgus, WQFM MD Mike Wolf, PD Lee Arnold, group's David Robinson, winner, Steve Buhal, group's Greg Hawkes, WQFM Promotion Director Patty Gienko, E/A promo rep Marvin Gleicher.



**KFXZ SIGNS ON** — Montana has a new 100,000-watt AOR: KFXZ/Kalispell. To promote the station's premiere "air date," the staff posed at a local airport. Pictured (l-r) are afternoon jock Tom Giacomo, night-time jock Joey Thomas, weekender Mike Smith, mascot The Fox, over-nighter Bill Silber, PD Debbie Jubb, GM Frank Tyro; (seated) newspaperman Roger Hopkins, jazz jock Kate Regan.



**BACKSTAGE AT OZZY BROADCAST** — The gang is all smiles backstage after a recent Source/Starleel Ozzy Osbourne national live concertcast from Memphis. Pictured (l-r, top) are WZXR air personality Rick Earwood, Arden Management's Sharon Arden, Epic's John Kirksey and Craig Brashear, Source's Andy Denmark, Starleel's Steve Canavan; (l-r, front) Source's George Taylor Morris, WZXR PD Redbeard, Ozzy, Starleel's Sam Kopper and Joseph Mirabella, Epic's Harvey Leeds.

## UPDATE

This week's greatest T-shirt award goes to WMMS/Cleveland which shows the infamous Buzzard in Cleveland Indians regalia. It's called the "All Star Rock and Roll" shirt . . . The best laid plans: KZAM/Seattle just started a promotion that was to fly winning listeners to 32 different locations throughout the Spring. The problem is, the tickets were to be offered through the auspices of Braniff, which went under last week. KZAM will cover the cost of the trips given out before the Braniff announcement . . . KOME/San Jose's "Mad Dogs" softball team met the Superbowl champion 49ers in a benefit softball game to raise money for abused children. 2000 fans showed up to see KOME fail in a valiant effort against the 49ers, who won 10-7. Undaunted, the KOME team has already scheduled another benefit match for July, against Journey . . . First "Buffalo Dick's Radio Ranch," and now "Leave it to Beaverton": KGON/Portland PD Dave Van Dyke writes and produces the featurettes, which feature the voices of various KGON staffers. Also heard are visiting rock guest stars like Peter Wolf of the J. Geils Band, plus members of Johnny & the Distractions and Angel City . . . KINK/Portland's busy on the streets: the station just held the third annual Portland Women's 10K run, a benefit for the Women's Crisis Line. 600 turned out and over 300 finished in the run. Coming up is a YMCA benefit jazz concert featuring six acts . . . Ratings report: CHEZ-FM/Ottawa was the #1 FM in the market in the latest BBM's; KDKB/Phoenix rose from 13-15 in the Birch for the city.

## COLOR

**GO FOR THE GREEN:** WBCN/Boston packed with WB and Bonnie Raitt's "Green Light" album in a write-in registration prize drawing to send a winner on an all-expenses-paid trip to Ireland. Runners-up received autographed copies of Raitt's album.

**WAITRESSES FAVORITES:** KTYD/Santa Barbara, in conjunction with Polydor/Polygram and the Waitresses, asked listeners to vote for their favorite area waitresses. The winning waitress met the band after its area concert appearance.

**ASIA OUTING:** WTUE/Dayton, with Geffen Records's help, made a listener's "wildest dreams" come true by offering a prize-winning night on the town with Asia, including dinner, transportation and tickets to the band's local show. To win the evening, listeners were asked to call in to identify songs from the Asia members' former bands (UK, Yes and ELP).

## Hot Lines Addendum

Grab your copy of last week's listing of AOR record rep phone listings, and make the following corrections/additions: A&M's J.B. Brenner is in Atlanta at (404) 455-7504; Accord's man to talk with is Doug King; Boardwalk's phone number should have read (213) 656-2840; Columbia's should have been (212) 975-8616; add Drew Murray to the Polygram national reps list, at 1930 Century Park West — 2nd floor, Los Angeles, CA 90067. Reach him at (213) 277-1367; the phone number for Stiff is (212) 431-1600.

## CONCERTS &amp; CONVERSATIONS

**PRESENTATIONS:** WAAF/Worcester presented Jon Butcher Axis for \$1.07.

**CONVERSATIONS:** Greg Kihn on WLIR/Long Island . . . Eric Burdon on WEZX/Scranton . . . Chas Sanford, Dwight Twilley, Joe "King" Carasco, Cornelius Bumpus on KFMH/Muscatine . . . Split Enz on KTYD/Santa Barbara . . . Dave Edmunds on WBCN/Boston . . . Greg Kihn on WMMS/Cleveland.

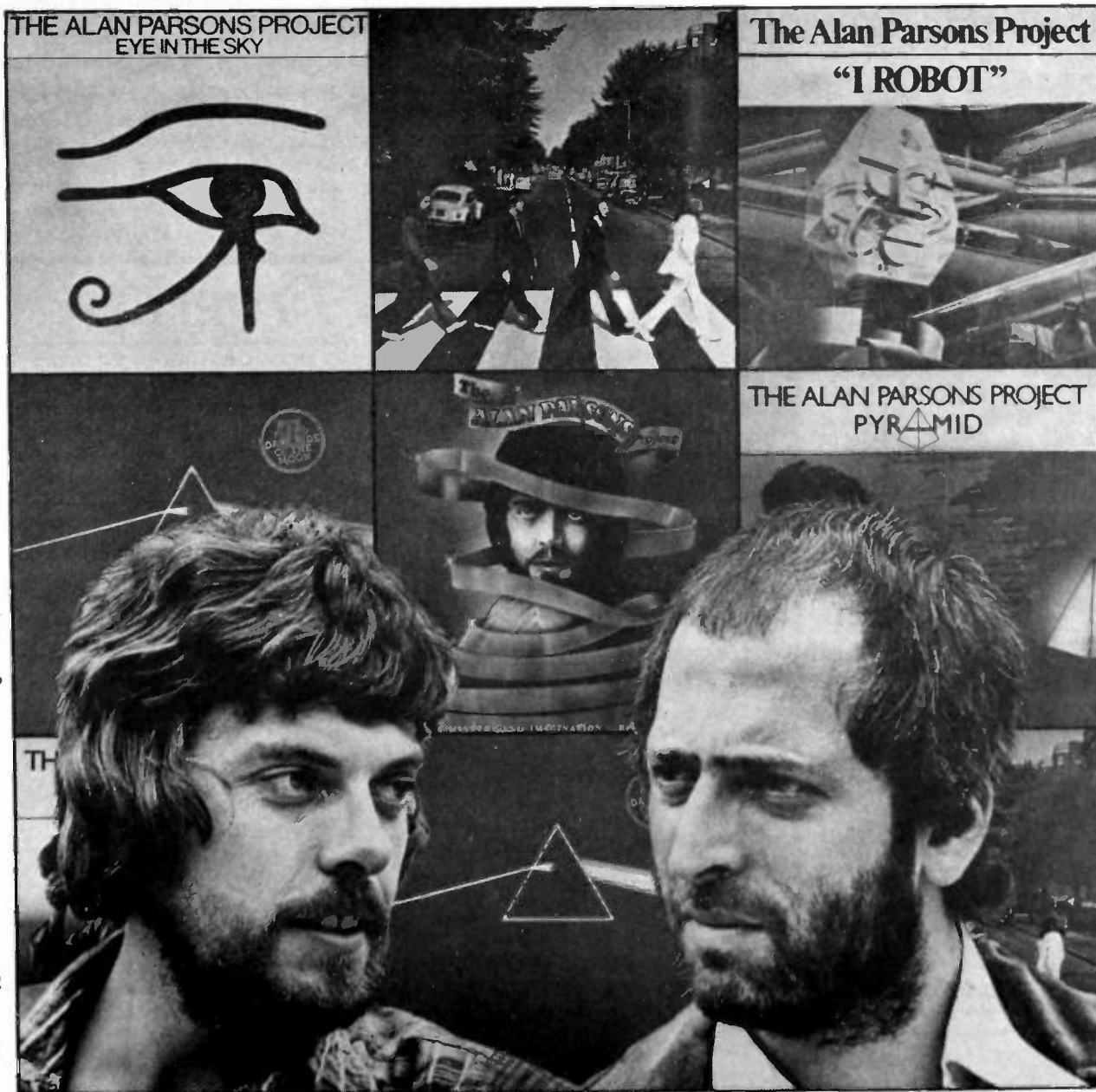


NBC Radio's Young Adult Network

# ALAN PARSONS PROJECT IN THE LIMELIGHT.

**A** major force in thematic rock. The Alan Parsons Project. Partners Alan Parsons and Eric Woolfson have turned music into a cinematic event with their albums. Alan Parsons has helped create sounds for The Beatles (Abbey Road and Let It Be), Pink Floyd (Dark Side Of The Moon), Al Stewart (Year Of The Cat) and more. In this exclusive special on The Source, recorded at Abbey Road Studios in London, Alan Parsons and Eric Woolfson talk about their own work, and about the bands they have worked with over the years. Hear music from "Tales Of Mystery And Imagination," "Abbey Road," "I, Robot," "Dark Side Of The Moon," and "Pyramid." Plus a sneak preview of music from their newest album, "Eye In The Sky," on Arista Records. Produced by Denny Somach Productions.

**The weekend of May 28, 29 & 30. Broadcast on more than 200 radio stations throughout the country.**



Brought to you, in part, by Bain De Soleil and by Honda Motorcycles.



# Adult/ Contemporary



JEFF GREEN

## WYST ON THE MOVE

### A Rising Star In Baltimore

If a new Adult/Contemporary radio station in a Top 15 market wanted to make a strong impression in its first ratings survey periods, you'd imagine it would prepare its debut months in advance, with programming, positioning, and promotions firmly in place. Otherwise, a solid performance realistically would be a very difficult challenge.

For WYST/Baltimore (known as 92-STAR), it's been a different story. Five-year station veteran **Ralph Rhoades** was appointed Program Director just one month before the fall 1981 Arbitron sweep. Next, the station switched from AOR to A/C four days after the ratings began. Then the legal calls were switched from WLPL to WYST, and the image calls to 92-STAR six weeks into the book!

As it turned out in the fall results, 92-STAR not surprisingly finished near last among contemporary music stations in the 25-49 adult demographics. Therefore, no one seemed to pay much attention to the new



**Ralph Rhoades** competitor until the Winter book rolled around. Suddenly, 92-STAR, after just six months under its new format, was ranked as Baltimore's top A/C music station\*, just 0.2 share behind full-service giant WBAL.

How did they do it? PD Ralph Rhoades explained their success, 92-STAR's positioning, and where they're headed.

#### Music & Research

We've done a great deal of research that indicated a hole in the market for the demographics we're after, particularly on FM. Our primary programming target is 25-34, with a combination secondary target of 18-24 and 35-44. We do position ourselves as Adult/Contemporary.

We're very passive, playing less than 20 current singles. We use callouts and sales, but our main criterion for music is deter-

\* Winter 1982 Arbitron 25-49 adults, MSA, Mon.-Sun. 6AM-Midnight.

mining some level of familiarity in the market. We let other stations in town establish records first. There's absolutely no need for us to play an unfamiliar record on our station.

#### Promotions

We didn't have a promotion budget at all in the fall, so just promoting in the first place made a big difference. We ran about eight weeks of advertising on all four TV stations in town. The content focused on a little girl sitting on a bed talking about how happy her mother is because she's finally found a radio station she enjoys. It's hard to tell how effective it was, but combined with the elements of our on-air sound, it was certainly as effective as we wanted it to be.

Continuing to be promotionally active is very important to us. If you note Time Spent Listening (TSL) on similarly formatted stations throughout the country, you'll find this approach has one of the lowest average TSL's of any format. Therefore, to increase ratings you have to increase cume. To do that, you must increase market awareness, which is achieved through promotions. Therefore, promotions are and will be a fixed element of our station.

#### Essential Variety

One of the lines we use on the air is "An infinite variety of music." Our research indicates the fact that, unlike other demographics, you cannot "super-serve" 25-34's. Before we even started this format, we tried to figure out exactly what 25-34's like as far as music. If you ask 100 25-34 year-old women what they like, you'll



get 95 different answers. If you ask 100 teens, you'll probably get only 10 different responses. I interpret that to mean that variety is important to 25-34's, and you shouldn't have too much of anything.

#### Continuing Growth

It wouldn't be entirely accurate to say our increased audience came from dissatisfied AM listeners. We gained in listeners who already prefer FM, and it makes sense to me that it's still easier to pick up those listeners than to convert AM audiences to FM, and then to your station.

No doubt, Baltimore is starting to shift its listening from AM to FM, but traditionally, this market has been one of the lowest FM penetrators in the top twenty markets. I think that's probably, in part, because there hasn't been an FM station able to get mass numbers of adults to switch. I hope we'll be the one to do it.

I must say that another important element of our success has been the high degree of corporate support. Our (United Broadcasting) President Jerry Hroblak went on record that this station would receive full commitment and support of the corporation. Boy, has that been true!

## Progress

KING/Seattle recently introduced "Skytwin" traffic reports, utilizing two Cessna 172's... After 20 years, WSGW/Saginaw has dropped its affiliation with CBS to go with ABC... In a relatively new method of presentation, WHDH/Boston simulcasts the "Hubert Jessup Show" live with WCVB-TV... WGBB/Merrick, NY has begun broadcasting New York Mets

baseball... WKTN/Knoxville makes the switch from Country to A/C at night and N/T during the day... WGAR/Cleveland announces it's ready and waiting to go with AM stereo broadcasting as soon as its generator arrives... KRMG/Tulsa has adjusted its programming schedule to emphasize N/T in every shift but drivetime... Dropping its BM format for A/C is WLNA/Peekskill, NY... Also changing formats is WFDR/Manchester, GA, from Country to A/C... Going from CHR to A/C is KRLC/Lewiston, ID... WOMC/Detroit has won the Award of Merit for funds raised for the mentally retarded... The following stations are proud winners of annual UPI statewide awards: WRAL/Raleigh takes five... WASH-FM/Washington, D.C. receives three... Capturing two is WAFB/Baton Rouge... Two more went to WCBM/Baltimore... And WBAL/Baltimore wins three this year... Stations receiving awards from the AP Broadcasters Association are KDKA/Pittsburgh with six grand total... Following suit is WSB/Atlanta with four... WCLR/Chicago proudly accepted awards in both the UPI and AP news competition... CKIQ/Kelowna, BC has won the Public Service award from International Broadcast Awards... Four 1982 San Francisco State Broadcast Media Awards have been presented to KOMO&KOMO-TV/Seattle.

## The Music Section

A/C's Most Accurate  
Music Information  
Begins on Page 62

## 1220/WGAR

### Beat the Dealer



CAN'T BEAT THIS DEAL — WGAR/Cleveland sent out these "Beat The Dealer" cards to their account, inviting them to scratch off a winning hand to pick up free luggage, barbecue kettles, golf balls, and other useful summer prizes.



RADIO SOAPS LIVE AGAIN — Reflecting the upswing in TV soap popularity, WMAS-FM/Springfield, MA serves up daily 60-second soap opera-style commercials sponsored by a regional liquor store account. While simultaneously listing the beer and wine specials, "As Springfield Turns" keeps listeners informed of the trials and tribulations of "almost real people who might live next door." Substantial sales increases have been reported through this creative approach. Shown sitting in on the weekly recording session are WMAS announcers (l-r) K.C. Palmer, Anne McDowell, store owner, and staffer Wayne Carter.

# A/C RADIO IS HOOKED ON RCA

## ALABAMA "TAKE ME DOWN"



FROM THE ALREADY PLATINUM-PLUS ALBUM

IN JUST 2 WEEKS!

CHR ACTIVITY 88/44

### A/C BREAKERS

ALABAMA

Take Me Down (RCA)

51% of our reporters on it. Rotations: Heavy 2/0, Medium 35/17, Light 29/17, Extra Adds 5, Total Adds 39 including WBEN, WCLR, WISN, KPPL, KOY, KFMB, KPLZ, WICC, WGY, WAFB, WBT, WAAY, WMAZ, WFDF, WQUA, and 24 more. Debuts at number 26 on the A/C chart.

AHL1-4229

## LESLIE PEARL

### "IF THE LOVE FITS WEAR IT"

HER DEBUT SINGLE ON RCA

#### SECOND WEEK ON:

WLTA	WNAB	WCHV	WJON
WSB	WKZE-FM	WDEF	KFQD
WHBC	WEIM	WLVA	KTWO
KTKT	WKBR	WORG	KISN
WWNR	KRBC		

CHR ACTIVITY 34/13

## LARRY ELGART

AND HIS MANHATTAN SWING ORCHESTRA

HOOKED ON SWING

### "HOOKED ON SWING"

THE REAL THING!  
THE ORIGINAL!

WCCO	KRNT	WJON
WICC	WNAB	KFQD
WSBA	WDEF	

LARRY ELGART CONDUCTING HIS MANHATTAN SWING ORCHESTRA

AFL1-4343

## RONNIE MILSAP

### "ANY DAY NOW"

THE BIGGEST A/C CHART  
JUMP OF THE WEEK

CHR CHART 26

30-23-15-6



RCA RECORDS







CAROLYN PARKS

## Radio Provides The Means, Listeners Provide The Funds

Even in these recessionary times, listeners can still be moved to contribute to legitimate charitable organizations and concerns, especially when the station sponsoring a fundraising drive can concoct a clever way to tie the event into a station promotion. Quite a number of Country stations have met that challenge, soliciting substantial funds for various charities as well as an equal amount of free publicity for themselves, as is documented below.

Recently, the most widely-sponsored event had to be the second annual National Kidney Foundation Country Music Festival, held over the weekend of April 3-4. With the help of 287 participating stations, the Kidney Foundation raised in excess of \$1 million, partly through the KF-sponsored 8-hour show broadcast live via satellite from the Opryland Hotel, and partly through the creative efforts of the individual stations.

WFIL/Philadelphia staged an entire weekend radiothon, complete with live bands, auctions, and dance instructions, while volunteers manned the pledge phones. . . WWW/Detroit held weekly events to raise money for the cause, picking up \$800 at an auction that saw a pair of Mickey Gilley's underwear going, going, gone for \$22! (And the happy owner stated she would have paid even more if Mickey had been in them!!) . . . WHN/New York's radiothon provided not only local singing entertainment, but also brought out area media celebrities who were happy to offer their support. Pictured at the station-



sponsored autograph party are (l-r, rear) WHN Account Executive Bruce Raven-Stark, "Texas" star Phillip Clark, WHN personality Dan Taylor, Sundown Club manager Lynne Madrick (where the party was held), WNBC-TV "Live At Five" 's Katie Kelly, "All My Children" actress Ruth Warrick, and "Good Morning New York" and Channel 7 "Eyewitness News" anchor Doug Johnson; (seated) WHN Local Sales Manager Mike Valentino, WHN's Angel Rella, and WHN MD Pam Green. The efforts paid off to the tune of almost \$19,000 collected for the fund. . . WNYR/Rochester contributed \$14,000 as a result of the station's "Touch-a-thon," held in conjunction with a local car dealer. The person who kept some part of his body in constant contact with the auto was awarded the vehicle. . . WMC-AM/Memphis came up with possibly the most unusual contest - the "Ugliest Dog Contest." For a \$5 entrance

## The Music Section

Country Radlo's Most Accurate Music Information Begins on Page 56

fee, pet owners could enter their pups in such categories as "Best Dressed Ugliest," "Tackiest Ugliest," "Most Popular Ugliest," "Most Talented Ugliest," or just plain "Ugliest" . . . WITL/Lansing kept the cash flowing with a "Great Chili Cook-Off" . . . KIX 106FM/Dallas-Ft. Worth contributed over \$97,000 in listener pledges, while WRKZ/Hershey raised \$7000+ to help the Kidney Foundation. A fantastic effort by all!

### #1 Station Raises Most Money Ever

St. Jude Children's Research Hospital was the surprised recipient of \$178,000, raised by WKSJ/Mobile and sister station WLLF in what the stations termed was "the largest amount of money ever raised in a radiothon by phone in the history of St. Jude's." But what would you expect from the #1 Country radio station in America (WKSJ scored an incredible 19.3 metro rating share for total persons 12+ in Arbitron's 1981 fall survey of 130 markets)! Congratulations to the station on both counts.

And just to prove that charity does indeed begin at home, when over 1000 people were burned out of their homes in nearby Anaheim, KHJ/Los Angeles went on the air soliciting \$1 contributions from listeners in return for playing their favorite song. The station also pledged its support by matching all sums collected over the special weekend. What they didn't count on was the amount of money that would be taken in - over \$20,000! Naturally, the station kept up its end of the bargain, and the homeless people of Anaheim are well on their way to picking up the pieces of their lives again.

## Station Profile

WQHK/Ft. Wayne, IN  
VP/GM: Bob Elliott  
PD/MD: Phil Simon

WQHK ("The Hawk"), a 5000 watt station covering Northeastern Indiana and portions of Ohio and Michigan, has been Country since July, 1979. PD Phil Simon explains the close consultant/client relationship that exists between Burkhardt/Abrams principal Dwight Douglas and himself, resulting in WQHK's contemporary sound. "We use him as a mirror. I do all the local research and each week Dwight and I talk about various trends in music, the new songs, etc. Basically, we talk about the changes that I've already made; and I use him as a sounding board for not only music but promotions. He visits every 45 days, always bringing with him 10 to 15 possible promotion ideas. He's a fantastic idea man!

"The mainstay of our format is what we consider fairly recent oldies up to 2 1/2 years. Then we have another category

# Country Closeup

For the past several months we've been feeding you bits and pieces of information on the Wrangler Country Starsearch, as the semifinalists have been announced in various markets around the country. Since the finals were held April 28 at the Grand Ole Opry House in Nashville, I thought you might be interested in who the "new stars" of tomorrow might be.

Denise Davis Price, sponsored through WFWL/Camden, TN, beat out all comers to win a \$50,000 check from Wrangler, a year's recording contract with Dimension Records, plus a year's booking agreement with the Shorty Lavender Agency. With all that support, be looking to hear more from Denise in the year ahead!

The other nine semifinalists and their sponsoring stations were as follows: Knight Brothers, WWCS/Hagerstown, MD (second place winners of a \$15,000 check); Dany Byrd, KFKF/Kansas City, MO (who received \$10,000 for third place); Jessie Daniels, WKQS/Ft. Lauderdale; Harold Dean, WAZA/Bainbridge, GA; Younger Brothers, WRKZ/Hershey, PA; Drew Brothers, WJLM/Roanoke; Tolia Summy, KTFX/Tulsa; Country Sunshine Band, KLEB/Golden Meadow, LA; and Tamara Comstock, KJIM/Ft. Worth. Anyone reaching the top ten certainly deserves our heartiest congratulations and sincere wishes for success in the future!

### Celebrations & Proclamations

KVET/Austin ND Jim McNabb is the recipient of the Society of Professional Journalists' Sigma Delta Chi Distinguished Service Award for 1981 for radio reporting. This prestigious award has previously been presented to such "heavies" as John Chancellor and Winston Burdett,



Jim McNabb placing Jim in the company of some eminent colleagues. . . KFH/Wichita also was recently honored with awards for best spot news reporting and best editorial during the 1981 UPI Broadcaster Competition for radio stations in Kansas. . . WCUZ/Grand Rapids picked up four awards in the Michigan Associated Press 1981 Statewide News Competition for best news program, best sports program, best news documentary, and a general excellence

award. . . In a lighter vein, WDGY/Minneapolis PD Gary Stone walked off with quite a prize himself on April 10 when he and Joelyn Brink tied the matrimonial knot. . . Well-known WHK/Cleveland morning man Gary Dee is obviously known outside of Cleveland as well, as the Ohio House of Representatives recently issued a proclamation saluting Gary as one of Ohio's finest citizens on the occasion of his tenth anniversary with the station (they probably hadn't heard some of Gary's airchecks!) . . . RCA's Steve Wariner not only has a hit song with his current single "Kansas City Lights," he also has recorded the new official song for that city, as proclaimed by the KC mayor, following a KFKF-sponsored "See The Lights Of Kansas City" promotion.

WBAX/Wilkes-Barre, PA celebrated its 60th year on the air May 1 by running tapes, music, and news items to simulate different eras in the station's long history. . . KRRP/Coushatta, LA also celebrated a birthday on May 17, its first, as well as the acquisition of a sister station, KWLA in Many, LA. GM Ray Arthur requests record service for both "Modern Country" facilities (318) 932-6704. . . May 1 was also the first anniversary of KBRQ/Denver (May seems like a good month to start a radio station!) . . . A little further south in Colorado Springs, KKCS announces a power increase to 100,000 watts. . .

### Conversions

As previously reported in recent R&R issues, Country has acquired some new converts as well as one shift to the traditional. WTWR/Detroit (soon to become WCXI-FM) has kicked off its new format with the rather popular music guarantee during which the station will award a total of \$50,000. However, it's giving away the money in \$1000 increments, thereby increasing the chances of keeping the guarantee alive for at least 50 days! . . . With both KOCY & KXXY/Oklahoma City changing over to Country, new PD Charlie Marcus (of WNOE-FM/New Orleans

Continued on Page 35

from 2 1/2-5 years back. We rely heavily on currents with a pretty fast rotation. We don't play LP cuts in regular rotation, although we do have a special Wednesday night album countdown show where we'll feature the top 20 selling albums.

"Music, of course, is the primary reason why people tune to the radio, but I think it's very important that what goes on between the music is personable and relates to the listener. In radio we have the ability to communicate on an emotional level, so we try to give a little bit of ourselves and



WQHK staff (standing, l-r) are Jim Reed, Joe Albert, Sherry Fox, Rick Hughes, and Dick James; (kneeling) Jeff Deweese, Rita Gantz, and Phil Simon.



relate that way. We're also very committed to news, being a CBS affiliate with a very strong local news department as well, which has won several awards for feature stories. We share most of our audience with WOWO, the A/C station in town. To combat that I try to be the first station in town playing a record like Ronnie Milsap, which I know is going to cross to A/C."

Being the only Country station in town certainly has helped the station obtain its current double figure ratings (13.5 12+). Phil shares his thoughts on what other factors have made the station successful. "I believe that if you don't sound like you enjoy what you're doing, it will come across to the listeners; and there are so many other negative things that are happening in the world, that we don't need to be negative. In fact, I think we need to be encouraging. Not only are we very successful ratingswise, but in dollar figures we're just gangbusters, and that's due to the excellent management of the station."





**ROSWELL REWARD:** The State Finals of the Wrangler Country Starsearch were held recently in Roswell, NM, and KRSY was right there providing live remotes for its listeners. Following the competition, staffers also had the honor of presenting state winner Katie Gill with a check for \$1000. Katie and her larger-than-life check are surrounded by (l-r) KRSY MD Rob Lang, mid-day announcer Chris Babler, PD Tony Lucero, and Sales Manager Gary Michaels.



**THE OAKS SHOW FOR KOJO:** Recently KOJO/Laramie, WY sponsored a sold-out concert featuring both the Oak Ridge Boys and the Corbin/Hanner Band, with the station giving away everything from Oaks memorabilia to backstage passes prior to the performance. During a lull in the activity, KOJO MD Dave Bruen (third from left) and PD Dave Morgan (second from right) posed with the Boys backstage.

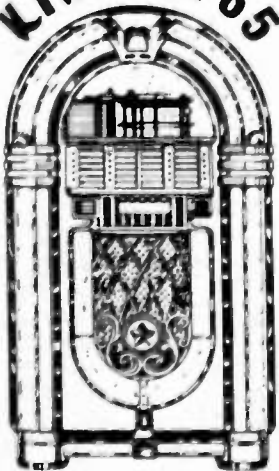
# Country Closeup

Continued from Page 34

fame) is in obvious need of some experienced country jocks for the few openings still available. If you're serious about your country, this is definitely a market to consider. Call (405) 528-5543 . . . April 26 found 17-year Country veteran KSON/San Diego reverting to a more roots-oriented traditional sound the station is calling "Classic Country." To my knowledge, KIKK/Houston is the only other station airing this type of format. If I'm wrong, let me hear from you. This could be an interesting trend, especially in markets oversaturated with "Top-40 Country"

## Klassic Country

**KIKK AM 65**



**The Original KIKK-AM**

stations. Pictured is the new KIKK logo, which is Klassy indeed.

### Movement

Bob Cole departs KOKE/Austin for the PDship at KIX106/Washington

(R&R 5-7). Can't think of a more logical choice than the "Texas Tornado!" And former KOKER Steve Sever turns up at KLLL-AM/Lubbock, which means there should be some openings down in Austin right about now . . . Ken Johnson, former PD at WWOL/Bufalo, moves across town in the same position at WYRK-FM . . . Brian Hale promoted from morning drive to PD at WIXY/Springfield . . . KKAL/Arroyo Grande also has a new PD, Doug Vincent, upped from Production Director . . . WVOJ/Jacksonville PD Bill Wise loses his MD Scott Jeffries to KXXY/Oklahoma City and is looking for a replacement who can also produce the Charlie & Harrigan morning show. If interested, call Bill at (904) 388-0766 . . . Don Davis is new MD at KLYQ/Hamilton, MT from KEIN/Great Falls . . . Catby Bee joins WHK/Cleveland as Promotion Director, replacing Marcia Shedd . . . WSAI/Cincinnati also announces the addition of a Promotion Director, Rich Mischell . . . Cheryl Bardowell (or "C.B. Jones," as she's known in the biz) joins KCKC/San Bernardino as ND from KABC/Los Angeles . . . Ed Payne and Brent Cobb are new to the staff of KBHL/Lincoln, replacing departing Rod Lee and J.C. Russell . . . KMPS/Seattle has an overnight opening following the resignation of Susan Falconer, who is now pursuing a singing career in Nashville . . . Bob Brooks new midday jock at KJIB-FM/Portland from KQFM in town . . . If you'd like to be "on the road again" yourself, contact Chris Gable, PD, WRKZ-FM, Box 142, Hershey, PA 17033. He's in need of a morning man for his four-market coverage area . . . And finally, WDEH/Sweetwater, TN PD Jerry Davis would also like to see some movement . . . from record companies! He needs service from all labels. Thanks all!

# Inside Nashville



**BIFF COLLIE**

**POCKET SECRETARY:** Barbara Walters and Biff Collie were in Austin doing shows with Willie Nelson on the same days . . . George Jones blames ex-associates for his recent alcohol and drug troubles . . . Tennessee Film, Tape and Music Commission is advertising for a stately colonial 14-room rural farmhouse, located on a hill, off a country road, preferably with a stable nearby to burn down! (For a movie.) For more information, dial (800)342-8470 . . .

Pop Stoneman, John Lair, Jimmy Dickens, Lefty Frizzell and Roy Horton finalists for this year's Hall of Fame election???? . . . Ricky Skaggs joined the Grand Ole Opry last Saturday night . . . Statler Bros., Louise Mandrell and Ed Bruce will cohost the 16th annual Music City News Country Awards "live" from Nashville June 7 at 9 PM-EDT . . . Did I tell you Jerry Lee Lewis signed with MCA Records??? . . . This is Jimmie Rodgers Memorial Festival Week in Meridian, MS., biggest week of the year there . . . Leon Everette needs a new bus . . . Crystal Gayle "let her hair down" for TV cameras & reporters when she landed at Adelaide, Australia, releasing, combing, and grooming her 3 foot-long tresses . . . Minnie Pearl encountered a little old lady in the hotel lobby in Atlanta, who was somewhat disoriented and didn't have money for a taxi ride home. Minnie gave the cabbie the money and asked him to take her home. The only thing that bothered Minnie about it was the publicity . . . John Beland and Gib Guilbeau of the Burrito Bros., with permission from Alice Frizzell, completed one of Lefty's unfinished songs, "My Abandoned Heart," for their next LP . . . Terri Gibbs featured in summer issue of Andy Warhol's "Interview" magazine . . . Oakland A's manager Billy Martin and the Oak Ridge Boys throw out the first ball and sing the national anthem Sunday at the A's/Yankees game . . . Loretta Lynn, on the other hand, had to settle for throwing out the first pitch for the Nashville Sounds' season opener (she loved it, being an ardent baseball fan)! . . . At Conway's newly-opened "Twitty City" in nearby Hendersonville he has a multi-media production reviewing his life, which lasts 7 1/2 minutes featuring 550 slides! Conway tells the story of his life, documented by the 5 x 15 ft. screening of the slides, utilizing 15 projectors! . . . So far, seven of Alvie Lee

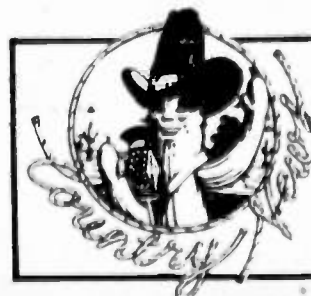
and Robert Parton's kids are showbiz people. Rachel became #7 when she read for the Doralee Rhodes' part in the new TV series "9 to 5" (just confirmed as a fall starter next TV season) . . . Remember Vaughn Meader, whose "The First Family" comedy album was making a small fortune for him until the head of the "First Family" was killed November 22, 1963? Meader moved to Nashville a couple of months ago to resurrect his "Whatever Happened to Vaughn Meader" career singing country music . . . Newest Nashville "Show-Club" is called Streetlevel (where "Cactus Jack's" used to be) . . . Dee Ygama now heading operations/national promotions at Brent Records, which has moved to 1025 17th Avenue South, Suite B-1, Nashville 37212, (615) 320-7367 . . .

**PERSONAL:** So you didn't know I was a "songwriter?" Ask me to show you today's check for one of my songs (\$.01) . . . Sure enjoyed a Ken Beck story in Showcase Sunday on Jimmy Wakely. He was selected "Best Artist" in 1949 and 1950 by Cashbox over heavy contemporaries like Bob Wills, Gene Autry, Pee Wee King, Tex Williams, Eddy Arnold, etc. Wakely's giants included solid gold credits like "Slippin' Around," "I Love You So Much It Hurts," and "One Has My Name." He made over 60 cowboy movies and is a member of the Cowboy Hall of Fame. Jimmy's performing record speaks for itself, but his personal love of his fellowman brings special memories to me. To him friendship was not a passive word, but active, and his kindnesses to me I will never forget. Wakely's readying a six-hour radio special for syndication (features interviews and songs with all the singing cowboys). Should be great.

**WILLIE NELSON SAID IT:** Most of the fun or "arriving" is getting there.



**CMA AMBASSADORS MEET ADVERTISERS:** During a recent luncheon for 350 of New York City's top advertising and media executives, cohosted by WKHK and the CMA, several country entertainers furthered the theme of "What You Don't Know About Country Music May Be Costing You Money" by speaking to and entertaining those assembled. Shown following the reception are (l-r) Vlacom Radio President Al Greenfield, WKHK GM Don Boyles, Ronnie Milsap, Barbara Mandrell, CMA President Ken Kragen, Larry Gatlin, and CMA Board Chairman Rick Blackburn.



## Coors Country News

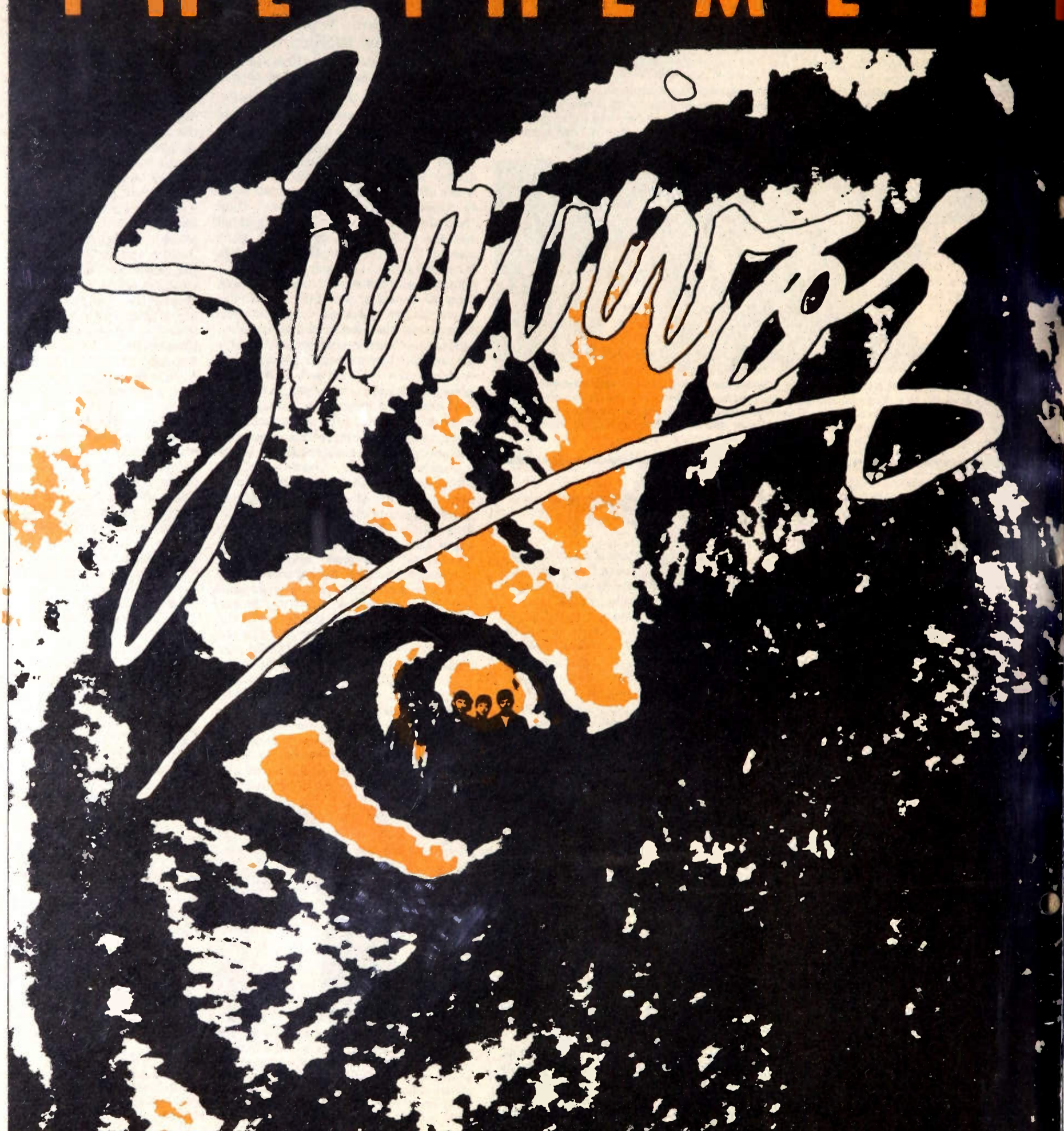
This Week's Guests:

**RICKY SKAGGS & RAY STEVENS**

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



EYE OF T  
THE THEME F



THE ALBUM ONLY

Produced by Frankie Sullivan and Jim Peterik

\*Rocky III and back cover photo: copyright © MCMLXXXII United Artists Corporation



# THE TIGER

## FROM ROCKY III

From the album  
**"EYE OF THE TIGER"**  
FZ 38062



# OUR DESK JUNE 6



# Black Radio



WALT LOVE

CITY-OWNED RADIO STATION No. 1 IN JACKSONVILLE

## WJAX - An Urban Dynasty?

During the course of last week's interview with Program Director Tim Watts of WXYV/Baltimore, he mentioned that more attention should be given to the Urban Contemporary-formatted stations. Motivated by this appeal, I set out to find an Urban-formatted station in a smaller market in order to discuss its success. Jacksonville, Florida came to mind; that's where WJAX-FM, also known as 95X, has made its mark as an Urban station.

Steve Fox, Program Director of WJAX, is a thirteen-year veteran of the broadcast industry and has lived in the Jacksonville market for seven years. During this interview Steve and I discussed the unique situation that 95X finds itself in — being owned by the city of Jacksonville. We also discussed the combination of things that have made 95X a winner. Steve also talks about some special programming that he feels has helped WJAX to become a positive force in the city.

I started by asking Steve to fill us in on the past history of WJAX's Urban format. He answered, "Prior to coming to WJAX I worked for WIVY (Y-103)/Jacksonville for approximately a year. I've been with this station for six years and in February 1981, we were a dying AOR station with a 2.1 share in Arbitron. A lot of research was done, some decisions were



Steve Fox

made, and I was appointed Program Director. We decided on an Urban format because our research showed we could fill a void with black music on FM. For years WPDQ dominated the Black radio scene in Jacksonville — they were the 'Black Station' without a doubt. When we came on the air, in our first book we had a 4.6 share, beating both of our competitors, WPDQ and WERD. This market has really never had a Black FM station, let alone 100,000 watts in stereo. We go out about 100 miles, which means we cover Northeast Florida and Southeast Georgia besides Jacksonville. We realized that we would be catering to people who had no commercial outlet whatsoever for black music. Knowing this, we also realized that these same potential listeners had never heard black music in stereo on a local FM radio station. It may sound easy, but we had to take our time and execute properly to be accepted by the people in the community."

Steve mentioned that he thought WJAX might be the only Urban format in Florida. "I'm not sure, but I believe that's correct," he amplified. "Some years ago there were a number of Disco formats in Florida, but with the disco burnout that took place, most of those stations went to other formats and never tried the Urban approach. The disco thing was a very shortlived experience for stations in markets like Tampa and Miami. Cities like that may try an Urban approach again, but I know firsthand it works in Jacksonville."

### Hitting The Target

In the fall book for Jacksonville, WJAX went from its initial 4.6 to a 5.5. I wanted to know what the target audience was and how well it's reached. "Our target audience is really 18-34 but we have coverage in other age groups. To answer the second

part of your question, we do reach our target audience per Arbitron and the Birch Report; they both reflect those statistics. Finally, our audience makeup is largely black, but surprisingly we also have a large percentage of upper class white audience. The 'X' is a unique radio station not only because we reach so many people here in Jacksonville, but as I said before, we reach so many others out of town. Besides dominating the Black radio scene, we've reached out and gotten listeners in Ponte Vedra Beach — that's kind of an upper class white beach area. Before we offered black music on FM there's no way that these people would listen to any Black programming."

Now that we were rolling, I asked Steve whom he reported to, being owned by the city, and how the city fathers viewed the radio station? "First of all, I report to the mayor, by way of the city's Department of Parks & Recreation; this is the chain of command. Secondly, we have gotten some very nice letters from some of the councilmen in recent weeks. They've been very supportive of the radio station, which makes us feel good about what we're doing here. Not only have the mayor and council members seen the results we've gotten with the ratings, but they've also observed the positive effects along with the community, and that's very important to them — they recognize that."

Does WJAX-FM have a very large promotional budget? "No, we don't as a matter of fact," Steve said. "We have a very small budget, so we trade out some time

### ACTION

## Jazzing Up The Jazz Chart

This week Associate Editor Nina Rossman and I are very pleased to announce the debut of our new expanded R&R JAZZ CHART, displayed on Page 60 in the Music Section. We would like to introduce our new Jazz reporters:

WYRS/Stamford, CT, contact Rick Petrone  
KSAX/Dallas-Ft. Worth, Bob Stewart  
WBBS/Durham, NC, Rob Gringle  
KTWN/Minneapolis, Tom Pellissero  
WXFM/Chicago, Jim Walsh  
KJAZ/San Francisco, Dick Conte  
KJZZ/Seattle, Jeff Hanley

These new stations, along with our current Jazz reporters and additional information contributed by some of our current Black Radio reporters who have Jazz listings, will provide our Jazz reports. Thanks to everyone and welcome aboard.

Here's some useful information for those who want to move up in the broadcasting business. National Association of Broadcasters Senior VP/General Counsel Erwin Krasnow and VP/Minority and Special Services Dwight Ellis will be guest lecturers this summer at the Minority Broadcast Management Forum. The Media Institute for Minorities, in association with the University of Southern California, will hold an intensive three-week program July 6-23 for 20 fulltime minority broadcast employees working toward middle and senior management positions in radio and television.

This program will offer classes in management theory, programming, finance, sales, law and marketing in addition to other subjects. If you're interested, contact Dr. Clint C. Wilson II, Administrator, Media Institute for Minorities, University of Southern California, Los Angeles, CA 90007, or call (213) 743-5573.

WZAK/Cleveland Operations Manager Lee Zapf announced the appointment of Lynn Tolliver Jr. to the position of Program Director. Any of you who have been in the business for any length of time probably know of Lynn; in the past he has programmed WJMO/Cleveland and has been an air personality at WVON/Chicago, WJLB/Detroit, and other Midwest stations. Good luck, Lynn.



KMJMIST. LOUIS SHOWS ITS MAJIC — MAJIC 108 FM morning personality Dick Edwards (right) puckishly presents a check for \$10,108 to the grand prize winner of the "Great Majic Number Game." Shown (l-r) are the winner's brother, mother, the winner, and Majic 108's Manager of Community Affairs Mildred Gaddis.



WHRK WELCOMES AL JARREAU — Grammy award winner Al Jarreau was in Memphis recently as part of a continuing promotional tour. While in town Al stopped by WHRK for a chat and a photo with station personnel. On hand for the occasion (l-r, standing): WHRK Salesperson Delta Jones; Warner Bros. Gene Dries; air personality Robert V. Warners' Ted Astin; WHRK DJ Sharon Smith; Warners' Jerry Washington; WHRK DJ Ron Wolff; WHRK PD Ron Olson and Nadolyn Brooks of WHRK Public Relations; (seated) Al Jarreau.

when we must. We work with what we have, and during this current book, we are doing television spots for the first time. Being owned by the city makes things a bit slow but we usually get what we need after some explaining." Have promotions helped to establish the radio station? "I think it has contributed to it. I really think being visible has done more for us than anything except our music. We made a deal last summer with a club previously closed on Monday nights to let us have a dance with some live acts, plus dance music on record every Monday night. Well, as it worked out we had approximately 1000 people show up the first Monday and it's gotten better every Monday night since. Some of the groups we've brought in were Sun, Dayton, and Leprechaun. One story I like to tell is about the night we had about 1500 people and the club ran out of booze and the fire marshal was outside warning us about the maximum occupancy code. It was really bizarre for a Monday night in Jacksonville, Florida. We ran that promotion all summer, then we went into the fall book with a \$7000 stereo giveaway. This was a write-in contest where listeners would write down the time and date that they'd heard us play 'FM' by Steely Dan. At the end of the contest the listeners had to send in their lists. The person who came closest to the actual number of times the song was played and the correct times would win. The response was overwhelming; we were flooded with entries."

What about 95X's music? "One of the things that has made us successful this far has been our variety of music. We have a very liberal playlist, which is kind of

unusual these days. I'd say about 40% of our music is jazz. We play a lot of LP cuts from people like Maynard Ferguson, Freddie Hubbard, Bob James, Weather Report, etc. We turn a lot of people on to music that in many cases they have never heard of at all. From talking with retailers and record companies, we've found that jazz sales have increased here in Jacksonville. By the way, we feature a jazz album twice a week. A good balance of our playlist would be a combination of the top R&B hits and some dance music with a few crossover hits and some oldies. This type of mixture makes for a unique-sounding radio station. It's hard for someone to program against us because we do so many different things, and thankfully, the public likes it."

### Personal Jock Approach

What does your airstaff sound like — what is their approach? "It's a very one-on-one, very personal style. We don't have any loud screaming jocks here. I think for the most part some Black radio stations have been very loud and a bit too brassy — we tend to shy away from that. No time and temperature jocks here; we like that personal touch. I feel damn lucky to be working with the fantastic, talented, and extremely dedicated people that we have here. My Music Director, Otis Gamble, programmed WPDQ back in the 70's, so he's very well known in the community and the industry, which doesn't hurt us at all. From 6pm-midnight we've got a lady on the air named Destiny, she's the hottest thing in town. Quite frankly, I'm surprised she's not in New York or someplace; she's that good. Most of the city thinks she's black but she just happens to be white and our audience loves her."

In closing, I asked Steve to comment on his public affairs programming. "Our public affairs requirements are met during the week on Otis Gamble's show in the mornings. Twice a week he does a show called 'Opinion Line,' a two-way talk show that's very community oriented. Listeners get to sound off about things that are going on in the community, good or bad. Once again, I feel we're filling another void by giving citizens a platform from which to speak and be heard." How long does this show last? "When we first started, the show was supposed to last 20 minutes but now it's become so popular that it airs 45-50 minutes. Get this, we do this program at 6am in the morning and we're flooded with phone calls from concerned citizens. I'd say we're on the right track."

Steve also told me about an oldies show that he does on Fridays at 5pm called "Friday Flashbacks". During this one-hour show, he departs from the regular Urban format and plays oldies from the 50's and 60's. Some of the artists featured: Wilson Pickett, Sam & Dave, Aretha Franklin, and the Temptations plus other Motown goodies. It sounds like a lot of fun, and that's what radio has needed lately. Remember when the great programmers used to say, "Radio's a business, but it must be fun to make the public listen?" WJAX-FM seems to be taking that to heart.

**This Dream's For Real.**

It's **Dreamgirls**, (GHSP 2007)

the smash

Broadway musical

nominated for 13

Tony Awards.

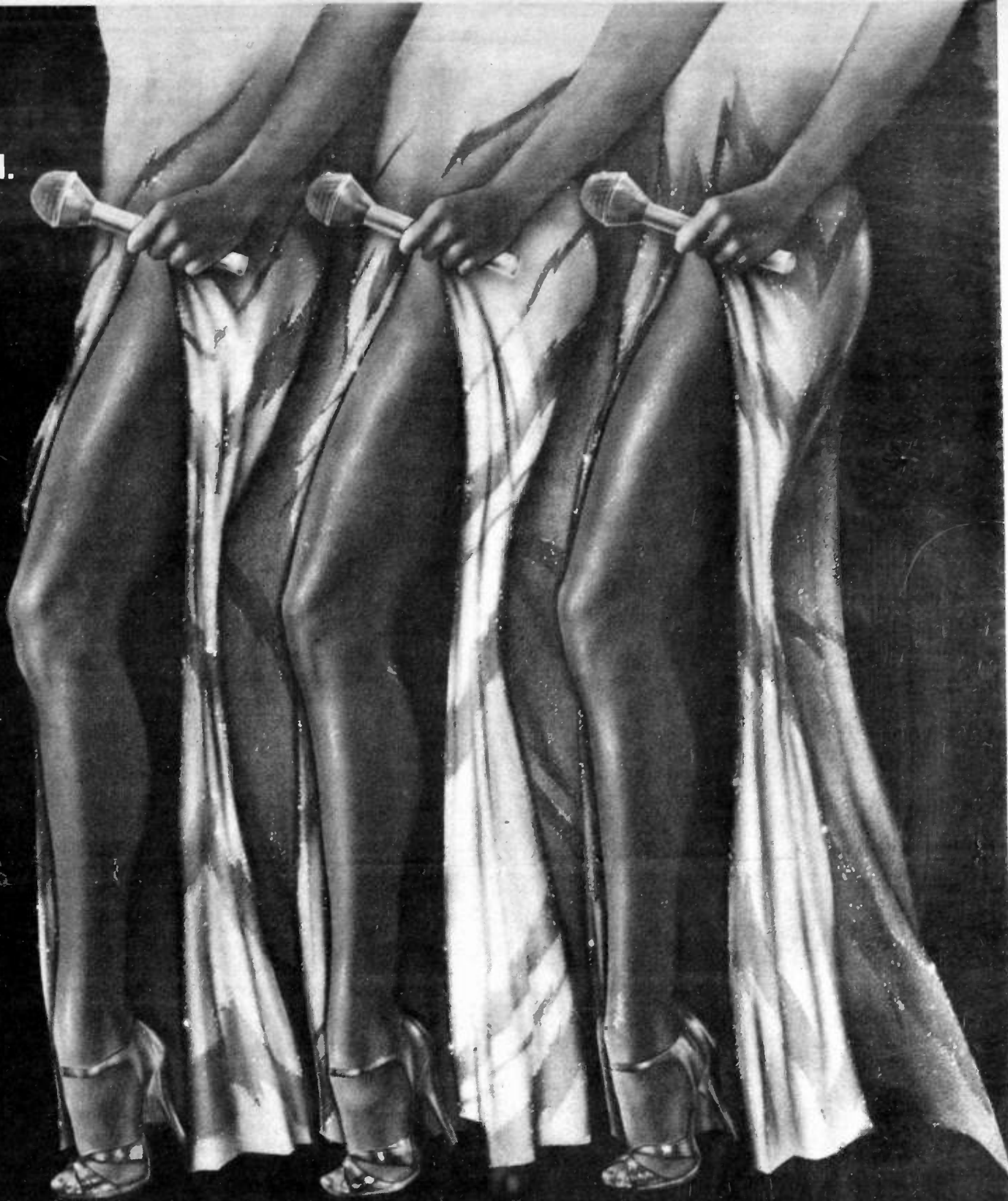
**"And I Am Telling You  
I'm Not Going"** (7-29983)

is the single from

the original cast album,

sung by

**Jennifer Holliday.**



# DREAMGIRLS

Produced by  
David Foster.

**ALREADY ON THESE  
STATIONS FROM THE ALBUM:**

WWIN  
WHUR

WVEE  
WGCI

KNOW  
WGIV

KOKY

© 1982 The David Geffen Company  
© 1981 The Dreams Company

Distributed by Warner Bros. Records



**GEFFEN  
RECORDS**



**ROBERTA  
FLACK  
CHR  
BREAKER  
"Making Love"**

**ROBERTA  
FLACK  
CHR  
BREAKER  
"Making Love"**

**From The Album  
'I'M THE ONE'**

**SHIPPING THIS WEEK!**



© 1982 Atlantic Recording Corp. • A Warner Bros. Communications Co.

# CALENDAR



BRAD MESSER

## It Is Who You Know!

My station's been looking for a good newsperson. We have our ad in trades, the word's definitely out, and as of deadline no overwhelmingly wonderful talent has presented itself. It's a story told across the country. An excellent job is open but we can't find a body to match. What's wrong?

I can't write something here to magically change the availability of News talent, but I do sense in the familiar situation the lack of a tried-and-true job-hopping method. In years past my station and perhaps yours would have known who it was going to hire before the current job opened up, because there would have been some enterprising individual Out There actively working toward moving up. He or she would have specifically targeted my station, established a relationship, and been highly visible in the warmup pen.

That's how I managed to get to Los Angeles. From KGB/San Diego I developed a relationship with Ace Young at KMET by trading stories frequently. Tried to make myself helpful, and be sure that anything I fed was about as good as I could make it. When the Mighty Met finally had a slot, they hired who they knew. Obviously I wanted to work for them. It seemed nearly automatic.

It has worked for me several times. Targeting a station or several, making myself helpful, becoming a familiar name there, openly demonstrating a desire to move up when the time's right. If someone had targeted my station and done their homework, this search for a newsperson would have taken only one phone call.

### Brooklyn Bridge is 99

**MONDAY, MAY 24** — If there were an anniversary cake for the Brooklyn bridge today there'd have to be 99 candles. It opened about twenty years after the Civil War on this date in 1883. Six days later about 10,000 sightseers crowded the span, got uneasy wondering whether it would hold them all, and in a panicky stampede twelve people were trampled to death.

Two years ago our hostages were still in Iran. The International Court of Justice ordered their release, and was ignored. This is the 47th anniversary of the first big league *night* baseball game, played in 1935 in Cincinnati.

Robert Allen Zimmerman, showname Bob Dylan, is 41. Patti Labelle is 38. Leo Sayer is 34. Also Gary Burghoff and Tommy Chong, but figures on the candle counts are conflicting.

### World's Most Successful Movie

**TUESDAY, MAY 25** — "Star Wars" came out five years ago today and rapidly became the all-time moneymaking champ, sucking in an average of roughly ten-million dollars a month worldwide. In the U.S. and Canadian markets alone, "Star Wars" latest rental total is about \$186 million, according to the most frequent anniversary issue of *Variety*. The No. 2 moneymaker is "The Empire Strikes Back."

55 years ago today (1927) Henry Ford announced the end of the Model T and the beginning of the Model A. Bruce McCalley of the "Model T Ford Club of America" says a cherry-condition "T" is now worth up to \$25,000.

Karen Valentine is 35. Leslie Uggams is 39. Tom T. Hall is 46.

### First Singing Superstar: Asa Yoelson

**WEDNESDAY, MAY 26** — Of all the big-name people born on this date the first to become world-famous was an immigrant kid from Russia named Asa Yoelson, showname Al Jolson. Born in 1886, he made the first talking movie "The Jazz Singer" in 1927, and cut the world's first million-selling song "Sonny Boy" in 1928. Jolson was the first entertainer to go overseas to entertain the troops in WWII.

Marion Michael Morrison, born today in 1907, grew up to become John Wayne. Although he died about three years ago his name is still pulling in money. F & B Dolls reports its \$65 Wayne doll, introduced last year, has broken all sales records. The company is 72 years old.

Hank Williams Jr. is 33. James Arness is 59. Peggy Lee, who began as a big band singer in 1941, is 62.

### "That'll Be the Day" a Quarter-Century Old

**THURSDAY, MAY 27** — Brunswick Records released a new single by an unheard-of group 25 years ago today, featuring a style the lead singer called "western bop" because Buddy Holly didn't yet know it was rock 'n' roll. The Crickets' "That'll Be the Day" came out this date in 1957, and with subsequent hits the Crickets inspired much imitation. A later group blatantly adopted the name theme by calling itself the Beatles.

The Golden Gate bridge opened to pedestrians 45 years ago today, and to car traffic the following day (1937). The span connecting San Francisco and Marin County is named for the channel it crosses: the entrance to San Francisco Bay was so named because of the California Gold Rush of 1849.

Henry Kissinger was born 59 years ago today in Furth, Germany. Vincent Price is 71.

### Hair-Covered Astronaut Old at 25

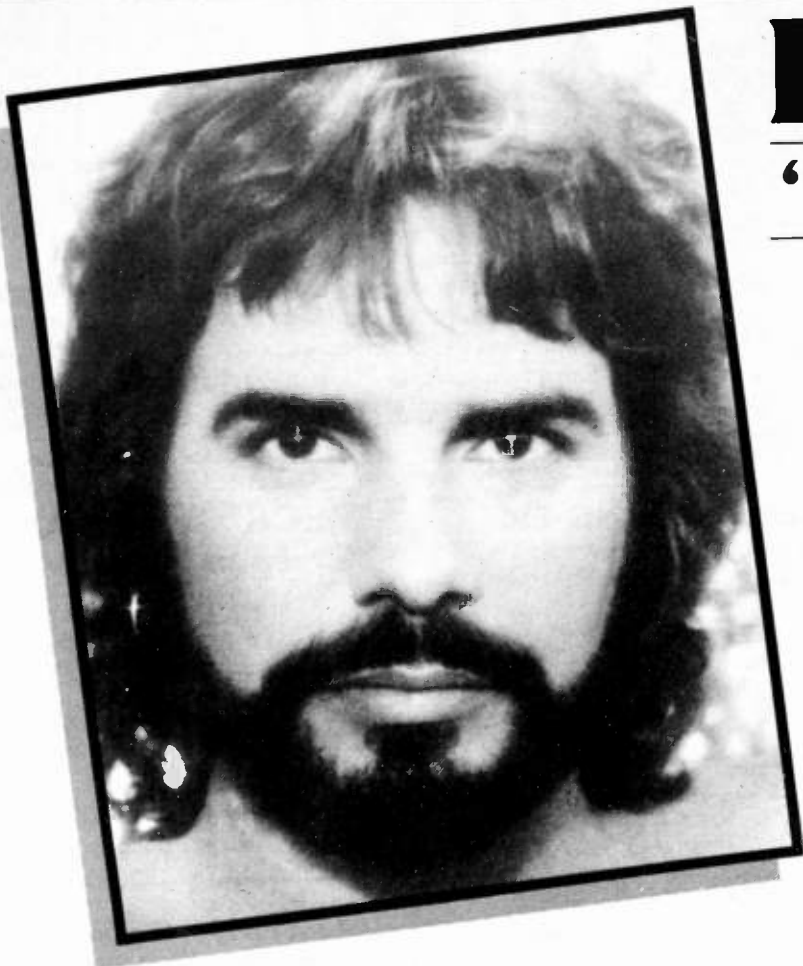
**FRIDAY, MAY 28** — Twenty-four years ago today America rocketed a couple of squirrel monkeys 300 miles up from Cape Canaveral, as part of the experiments leading to manned space flight. One of the monkeys is still a tourist attraction. Director Ed Buckbee says "Baker" will have a big 25th birthday party today at the Alabama Space and Rocket Center (Huntsville). Baker's the oldest known squirrel monkey in captivity.

"Blue Monday" — the one-day stock market crash of 1962 — caused a paper loss in excess of \$20 billion.

Gladys Knight is 38. Carroll Baker is 51. This will be Memorial Day Weekend, and Bob Hope will be 79 tomorrow.

**PERSONAL NOTE:** I'll be taking a leave from my 21-year broadcast news career to study up intensively on the newest techniques of information science. I'll be temporarily leaving KTSA & KTFM/San Antonio (with their consent) and relocating to the most beautiful mountain I can find in the Smokies of North Carolina, living in what's being called an electronic cottage, studying and to some extent maintaining contact via computer. I'll be continuing my R&R column and my "Daybook" radio syndication projects, and can still be reached c/o R&R. Basically, I want to make sure that as the future develops I won't be ignorantly stuck in the past. More details next week.

# Three Records That Cover All Bases



## BERTIE HIGGINS

### "Just Another Day In Paradise"

WCAU-FM add  
JB105 28-24  
94Q on  
CKLW deb 30  
WGCL on  
KFI on  
KIQQ deb 30  
KYYX on  
WDRC-FM add  
WZYP add  
BJ105 add 39  
KJ100 add  
WBEN-FM 36-34  
KZZP 23-22  
WFBR 30-27  
KC101 19-14  
WKEE 27-24  
V100 26-21  
KZFM 29-23  
KINT 22-20

WTIX deb 38  
KEEL deb 34  
KXX106 15  
G100 27-24  
WAXY 23  
Y103 deb 40  
WDOQ deb 29  
CK101 31-27  
WMAK-FM deb 30  
WOKI 34-31  
WDCG 36  
WSEZ 33  
WCSC 22-20  
WGH 14-10  
WVIC 40-36  
KSTT 20-18  
KIOA 29-27  
WGBF deb 23  
WKDQ deb 30  
WNCI 18-12

KCPX 27-21  
WHEB 25-21  
WFEA 25-21  
WCIR deb 30  
Q104 25-23  
WFOX 27-24  
WFLB 29-23  
KILE deb 38  
KSLY 23-15  
KCBN 16-11  
KATI deb 35  
WHFM  
WYCR  
KHFI  
WBBQ  
WRQK  
WKFR  
WAKX  
WNAM  
WLYT

KNBQ  
KRQ  
WJBQ  
WTSN  
WFBG  
WAEV  
95SGF  
WISE  
WXLK  
WYKS  
Q101  
KVOL  
WTRU  
99KG  
KENI  
KKLV  
KOZE

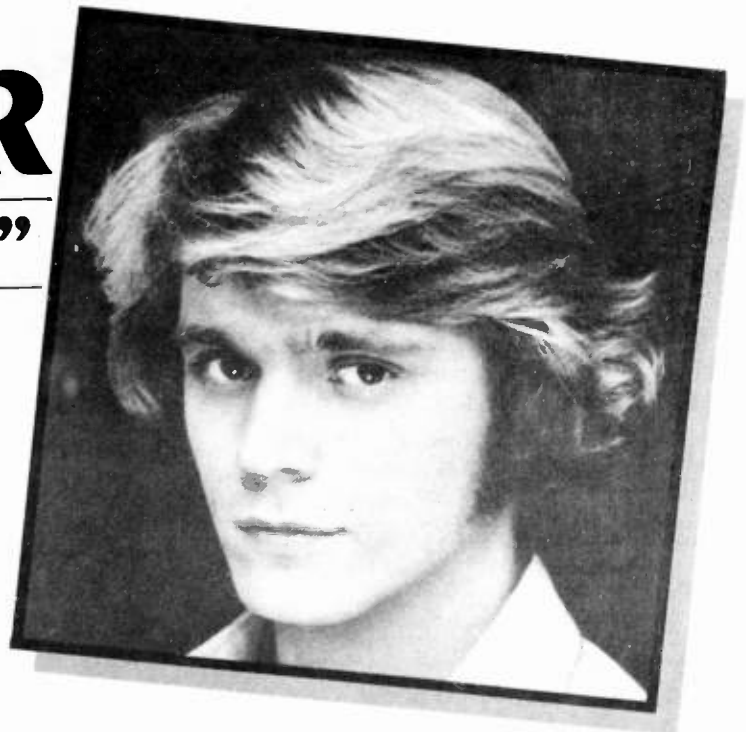


## JOHN SCHNEIDER

### "Dreamin'"

WIFI deb 30  
Z93 on  
CKLW add  
KRLA on  
KFRC deb 40  
WDCG add

WCSC add  
WBBQ  
WNOK-FM  
WZZR  
WFOX  
WYKS



## REDDINGS

Featuring  
OTIS REDDING III

### "(Sittin' On) The Dock Of The Bay"

CHR: KFRC add KROD add KCPX add WFLB on  
WFBR deb 29 KKFM add Q104 deb 33 WYKS on

BLACK: WXYV WEDR WGCJ WHRK WANM  
WHUR WAIL-FM WWRL WPDQ WTLC  
WAOK WYLD-FM WGIV KOKY WLUM  
WVEE WBMX WJMI WOWI WJAX



DISTRIBUTED BY CBS RECORDS



# EASY LISTENING RADIO

## FLOW

### WNCN Has Great Quarter, Taken Off Block

Classical station WNCN/New York, placed on a list of disposable properties by parent company GAF Corp., reports a 20% rise in revenues for the first quarter of 1982, and as a result, GAF has taken the station off the block, much to the delight of GM Matt Biberfeld. Bonneville Broadcasting System has picked up WLAK/Chicago and KEZK/St. Louis for its 24-hour satellite Easy Listening network. WLAK switched from Schulke May 1, with VP/GM James Haviland commenting, "We were impressed with Bonneville's approach to the future needs of the format." KEZK VP/GM Matt Mills said Bonneville's "Daybreak" morning programming would begin immediately, with further programming commencing "as soon as receiving equipment can be installed."

#### Rolling With The Flow

Mike Fenley promoted to Operations Manager at WYYD/Raleigh after slightly less than a year at the station, with GM Ed Weiss praising his dedication to radio.



KOST Charleye Wright

/Los Angeles air personality Bernie Alan becomes Operations Supervisor for backup management support, while Harry Johnson's airshift is extended to run from 11am-6pm at the Beautiful Music station. Also in L.A., Charleye Wright becomes morning anchor at KPRZ, while News Director Ron Foster moves to afternoons. Wright had been morning newsman on the station from 1970-76, when it was known as KIIS. WWLF/Tampa, the "Panda station," has added regular newscasts to its programming, with former WTAN/Clearwater staffer Robin Miller heading up the news operation. The Easy Listening station is also airing segments of Groucho Marx's classic "You Bet Your Life" series on weekends. WLEE/Richmond Creative Services Director Yates Davis upped to Operations Manager.

Robert Taylor, known to WJR/Detroit listeners for 14 years as "Fat Bob The Singing Plumber" from numerous call-ins and guest appearances, has been named as host for the station's "Saturday Morning Music Hall," and will also sit in for vacationing personalities from time to time. While working as a plumber, Taylor called WJR Morning man J.P. McCarthy to complain about a song. When McCarthy challenged him to do better, he sang



Robert Taylor

an aria from "Pagliacci" over the phone, hence the nickname (the "Fat" designation presumably derives from natural girth). New York Times sportswriter Joe Durso takes his WQXR-AM & FM/New York show "Sports Of The Times" to L.A. as well on KFAC-AM & FM. Don Coe, former Continuity Director for WSRZ/St. Petersburg, moves to morning drive at WWZZ/Sarasota.

#### Station Promotions

WGAY-AM & FM/Washington cosponsored a bikeathon with Chiquita Brands Inc. for National Bike Month, with over 1500 in attendance. Entrants received T-shirts, biker's bibs, and achievement patches. Promotion Direc-



tor Joseph Courts is pictured at the race. WJR/Detroit has kicked off a Saturday night special called "The WJR Spotlight." Personality Jimmy Launce hosts the 50-minute music/interview shows, which included artists ranging from Henry Mancini and Al Martino to Neil Sedaka, Ronnie Milsap, and Barry Manilow. KJYO/Oklahoma City is trading publicity mentions with the Oklahoma Symphony Pops Series, exchanging commercial time for call letter plugs in all subscriber mailings and newspaper ads promoting the Pops. WNEW/New York, which last month presented a "Celebration of Musical Legends" at the Wal-

## WRTN Takes Names

People other people listen to, listen to us. We're best known by those who know best.

Other stations may talk about an "upscale" audience. We're the first one to **NAME** THEM.



**WRTN**  
RETURNRADIO - (93.5 FM)

In the constant Easy Listening campaign to capture the affluent audience, WRTN/New Rochelle, NY has breached the final frontier by actually naming some of its "upscale" listeners on the promotional poster above. Included are such notables as the Governor of New York, newsman John Chancellor, record executive Bruce Lundvall, and even WOR/New York morning host John Gambling.

### Curci At KING-FM



Sea-West recording artist Hank Curci stopped by KING-FM/Seattle with a copy of his "Wildcat Boogie"/"The Sea" single. Pictured (l-r) are jazz show air personality Bryan Lowe, Curci, and music librarian Anita Zomers.

### WECK's Stars-And-Stripes Giveaway



WECK/Buffalo gave away a 20' x 30' American flag to the organization which sent in the most requests. In recognition of the promotion, the local VFW post commander presented PD J.R. Russ (left) with a plaque for the station's support.

### Bonneville Bows Satellite Format Live



Bonneville Broadcasting System debuted its new satellite Easy Listening format live at the NAB convention with a 40-piece orchestra plus vocalists, conducted by new A&R Director Lex De Azevedo.

dorf-Astoria's Grand Ballroom, with Tony Bennett starring, has lined up stars from almost two dozen past and present Broadway plays to participate in its second annual "WNEW & Broadway Salute A Child Radiothon" May 23. The 12-hour salute to the Great White Way will be hosted by WNEW morning man Ted Brown, with support from personalities Bob Jones, Jim Lowe, Marty O'Hara, Ray Otis, Jonathan Schwartz, and William B. Williams. Last year's radiothon raised \$170,000 for St. Jude's Hospital.

WFLM/Crown Point, IN (Chicago market) has changed its call letters to WWJY to better reflect its Beautiful Music format. The station will identify itself as "W-JOY". KGIL/San Fernando presented a daylong jazz festival at nearby Pierce College featuring local high school and college talent, with a sweepstakes final judged by, among others, the Manhattan Transfer's Tim

Hauser. The station also celebrated the birthday of jazz great Duke Ellington with a weeklong musical salute. And personality Chuck Cecil appeared on local TV to talk about his 25-year-old "Swingin' Years" program. WPNT/Pittsburgh presented the "Renaissance Festival" recently, recreating the ambience of 16th century England. And the station is running its popular "Mystery Song" contest, with five designated tunes listeners can identify by mail to win a ticket to the station's "Mystery Song Bingo Game," where they'll compete for \$30,000 in prizes. And KFAC/Los Angeles has brought back for its seventh year the famous "Original Top 40," in which listeners vote for their favorite classical compositions and become eligible for the numerous prizes, including a round trip to London. The station will present the resultant Top 40 commercial-free on June 12.

# THE PICTURE PAGES

## Golden Reel Unwinds To The Enz



A&M's Split Enz received an Ampex Golden Reel award for tape sales on their "True Colours" LP. Pictured (l-r) are Ampex's Tom Salisbury, group's Nigel Griggs, A&M President Gil Friesen, group's Tim Finn, Noel Cromble, and Eddie Rayner, and Ampex's Cher Cunningham.

## RCA's Got A Keeper



RCA has signed the group Keeper, with an album scheduled for May. Pictured (l-r) are group's Gabriel Katona and Marc Levine, producer Bob Gaudio, manager Tim Goodwin, RCA VP's Barry Oslander and Marty Olinick, and group's Patrick Bolon.

## Bowles Over Polygram



Polydor/Polygram has signed Rick Bowles, with a single set for imminent release and an album to follow. Pictured (l-r) are manager Merv Pilgrim, Polygram President Guenter Hensler, Bowles, Polygram VP Eileen Garrish, label's Ted Daryll (who produced the album), and Sr. VP Chip Taylor.

## Capitol's Prism-Bound



Capitol celebrated its ties with Prism after the group's recent Perkins Palace show in Pasadena. Pictured (l-r, rear) are label's Ray Tusken, VP's Dan Davis and Rupert Perry, manager Bruce Allen, group's John Trivers, and Capitol Music Products President Dennis White; (l-r, front) Robyn Robbins, Capitol's Bruce Ravld, Capitol President Don Zimmermann, group's Jim Matticks (foreground), Henry Small, and Paul Warren, and Capitol VP Bruce Garfield.

## Foreigner Given German Gold



Along the way on their world tour, Atlantic's Foreigner were given gold record awards for their "4" album. Pictured (l-r) are group's Mick Jones and Dennis Elliott, WEA/Germany Managing Director Siggi Loch, and group's Lou Gramm and Rick Wills.

## Gloria's Return



Gloria Jones, who sang the original version of Soft Cell's "Tainted Love," celebrated the recent AVI release of her version with a performance at Le Hot Club in Encino (near Los Angeles). Pictured (l-r) are the club's John Dunn, AVI President Ray Harris, Jones, and AVI's Ed Cobb, who wrote and produced the original record and will produce Jones's forthcoming AVI LP.

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# Opportunities

## Openings

### EAST

Suburban Washington A/C seeks evening personality with strong production. T&R: John Long, WPRW, Box 1460, Manassas, VA 22110 or call (703) 368-3100. EOE M/F (5-21)

Strong production, great pipes. Full-time opening coming to WRKI, Superstars AOR in Bridgeport. T&R: Bob Kocak, P.O. Box 96, Danbury, CT 06810. EOE M/F (5-21)

WRKZ-FM/Hershey needs morning man to cover four market area. T&R: Chris Gable, P.O. WRKZ-FM, Box 142, Hershey, PA 17033. EOE M/F (5-21)

Full/part time announcer. Automated Country format going live late summer. Philadelphia ADI. T&R: CRB Broadcasting, Room 2930, 630 5th Ave., New York, NY 10111 (5-21)

WFBG, one of America's highest rated CHR stations, will be looking for an evening air personality. T&R: Tony Booth, WFBG, Box 2006, Altoona, PA 16603. EOE M/F (5-21)

## Openings

WYSP/Philadelphia accepting T&R for immediate part-time/possible fulltime opening. No calls. T&R: Michael Picozzi, WYSP, 1 Bala Cynwyd Plaza, Bala Cynwyd, PA 19004. EOE M/F (5-21)

WVA Radio Network accepting applications from qualified anchor/reporters. Experienced in Appalachian. T&R and writing samples: Joel Jackson, Mountaintop, 201 W. Washington St., Lewisburg, WV 24901. EOE M/F (5-21)

Major broadcasting company searching for dedicated professional broadcasters experienced in the areas of programming, news or announcing. Formats include CHR, A/C, Black and Hispanic. Send T&R to Radio & Records, 1930 Century Park West, #340, Los Angeles, CA 90067 EOE M/F

Harrisburg very Contemporary Country, WHY/AM & FM has immediate jock openings. No beginners, please. T&R: Box WHYL, Carlisle, PA 17013. EOE M/F (5-14)

TV wins, we lose. Experienced news pro needed for afternoon news in competitive Harrisburg market. T&R: Box WHYL, Carlisle, PA 17013. EOE M/F (5-14)

## Openings

WKCG new 50,000 watt FM looking for country air personality & news staff for all day parts. T&R: Bill Pashn, Box 307, Augusta, ME 04330. EOE M/F (5-14)

### AGGRESSIVE BROADCAST GROUP

Expanding in Southeast and looking for successful morning personality for CHR FM. Experienced, mature talent only need apply. Good benefits. Salary negotiable. Send tape, resume and salary requirements to Radio & Records 1930 Century Park West, #339, Los Angeles, CA 90067.

Greater media's WMGQ/New Brunswick needs news person with good delivery & news room capabilities. T&R: Bob Dunphy, Box 100, New Brunswick, NJ 08903 EOE M/F (5-14)

I-95 still searching for AOR air person with strong production. T&R: Bob Kocak, Box 96, Danbury, CT 06810. EOE M/F (5-14)

## Openings

Hartford's #1 FM looking for a bright, aggressive talent for fulltime summer. T&R: Steve Goldstein, P.O. WTIC FM, One Financial Plaza, Hartford, CT 06103. EOE M/F (5-14)

NYC suburban A/C/Information, building talent bank for future full/part-time openings. T&R: Bob Rogalski, WJDM, 9 Caldwell Pl., Elizabeth, NJ 07201. EOE M/F (5-14)

### SOUTH

Forward Communication Corp. looking for air talent, all formats, facilities, all over the country. T&R: Al Brock, Box 3166, Tallahassee, FL 32303. EOE M/F (5-21)

Mississippi's #1 CHR, Gulf Coast has possible future full time air position. Good voice/production. T&R: Mickey Coulter, WQID-FM, Box 4606, Biloxi, MS 39633. (5-21)

Possible future openings for air personalities. CHR. T&R only: WCOG, Box 8009, Greensboro, NC 27419. (5-21)

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# Opportunities

## Openings

WFMI/Lexington, KY. Drive time entertainer, good pipes, production for Lexington metro A/C. Also need weekender. T&R: Charlie Box, 58 1/2 South Main, Winchester, KY 40391. (5-21)

K102/Miami is searching for 2 AOR jocks. Self motivated and creative. T&R: WCKO, 4431 Rock Island Rd., Ft. Lauderdale, FL 33319. EOE M/F (5-21)

Wanted: Strong, take-charge personality for live assist Country station in central LA. \$225-9300 per week. Strong production a must. Call collect: Roger Caveness (318) 445-6306. EOE M/F

Joy 101/Tampa-St. Petersburg looking for part-time air talent. Prior A/C or Easy Listening experience required. Call or write Scott Robbins, 101 N. Tampa St., Tampa, FL 33602. (813) 229-1991. (5-21)

WVBS-FM looking for bright personable morning man to work with conversational newscaster. Creative/self motivated. T&R: Steve St. James, Box 4700, Wilmington, NC 28406. EOE M/F (5-21)

KKYK/Little Rock looking for evening CHR personality with good production skills. T&R: Ron White, Box 4189, Little Rock, AR 72214. EOE M/F (5-21)

Prime news opening morning drive at Central Florida's #1 Contemporary FM WDOQ. News background necessary. T&R: Rick Knight, Box Q102, Daytona Beach, FL 32015 (904) 256-1456. EOE M/F (5-21)

Experienced reporter/anchor needed at AM & FM. Aggressive, able to write conversational copy. T&R: ND, WKAZ/WQBE, Box 871, Charleston, WV 25323. EOE M/F (5-21)

On coast: Future news opening at 100 KW A/C. Strong writing, conversational delivery. T&R: Mark Kruse, 211 N. 2nd St., Wilmington, NC 28401. EOE M/F (5-21)

## Openings

TX Panhandle AM/Class C FM combo seeks top announcer and/or sales combo for future opening. Great for beginners or experienced jocks who want to escape the pressure. Country format. Numbers are super. T&R: KLSR-AM/FM, Box 400, Memphis, TX 79245. (806) 259-3511. (5-28) ●

### LUND CONSULTANTS

Searching for morning entertainers for contemporary Country and A/C in Sunbelt. T&R to Brian Scott, 4000 NE 169th Street, N. Miami Beach, FL 33160. Express Mail. EOE M/F

Production Director/weekender. Experience preferred. T&R: Russ Cassidy, WCMS, 900 Commonwealth Place, Virginia Beach, VA 23464. EOE M/F (5-14)

Q102 accepting air checks for full and part-time on-air positions. Salary negotiable. All hitters and professionals. T&R: WUSQ, Box 828, Winchester, VA 22601. (5-14)

WRKT #1 Country Station for Florida's Space Coast seeks qualified weekend air talent. T&R (ASAP): Mike Shepard, Box 3845, Cocoa, FL 32922. EOE M/F (5-14)

Experienced A/C jock, sales people. New Gulf Coast FM seeks cassettes/resumes for immediate opening! Mail to: 11452 Ed Mernins, El Paso, TX 79936. EOE M/F (5-14)

## Openings

Small market Modern Country has afternoon shift for jock with production skills. Possible PD down the line. T&R: Ray Arthur, Box 910, Coushatta, LA 71019. EOE M/F (5-14)

If you're warm, friendly and adult oriented, send a tape our way for possible middays. T&R: Steve Kelly, KAAV, Box 1790, Little Rock, AR 72203. EOE M/F (5-14)

WXQR/Jacksonville, NC accepting T&R's for future openings on-air/production, news. Superstars on coast. Kris Kelly, Box 760, Jacksonville, NC 28540. EOE M/F (5-14)

Contemporary Country FM in major Sunbelt market is seeking a warm, human, professional entertainer for high profile morning show. Lots of community involvement and relatability required. Stable, growing company good benefits and salary. Experienced pros only! No time & temp jocks or beginners please! Rush T&R including references to Radio & Records, 1930 Century Park West, #343, Los Angeles, CA 90067

## MIDWEST

Air talent search by a growing station in Minot, ND. A 6 station market. T&R: Paul McDonald, KTYN, Box 637, Minot, ND 58701, or call (701) 852-0301. EOE M/F (5-21)

Immediate opening for morning-production pro in personality radio. T&R: Kert Radel, WFIN, 101 W. Sandusky, Findlay, OH 45840. EOE M/F (5-21)

## Openings

Northwest OH, 5KW A/C AM 50KW Beautiful FM needs jocks. Pros only. T&R: Bruce Scott, WFUN/WREO, Box 738, Ashtabula, OH 44004. EOE M/F (5-21)

KODY AM/FM looking for a fulltime announcer with production background. Call Steve King (308) 532-3344, 308 West 4th St., North Platte, NB 69101. EOE M/F (5-21)

KKXL-AM has immediate opening for a mature mid-day personality. A/C oriented. Send T&R for immediate consideration: Don Nordine, KKXL, Box 997, Grand Forks, ND 58201. EOE M/F (5-21)

WLIP-AM, WJZQ-FM/Kenosha, WI has immediate opening for morning news anchor in 4 person department. T&R: David Cole, ND, Box 859, Kenosha, WI 53141. EOE M/F (5-21)

Appleton-Oshkosh-Greenbay's hottest CHR, WKAU AM/FM, accepting T&R for future PM drive. Must be good with strong production. Ron Ross, WKAU, 1765 Block Rd., Kaukauna, WI 54130. EOE M/F (6-4) ●

If you're a card carrying crazy, you may be the person we're looking for. Rush T&R: WKMI, Box 911, Kalamazoo, MI 49005. EOE M/F (5-14)

KOIL/Omaha now accepting tapes for possible future openings. A/C format. Rush T&R: Terry Mason, KOIL, 3000 Farnum, Omaha, NE 68131 or call (402) 345-1290. EOE M/F (5-14)

WMIL/Milwaukee's new Country FM has a fulltime opening. Call PD, Michael St. James at (414) 782-4545 1:00PM-5:00 CST. EOE M/F (5-14)

# Marketplace

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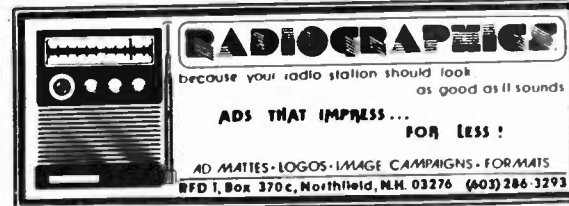
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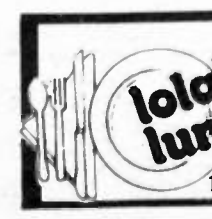


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## This Week In Music History

BY DAN FORMENTO OF THE SOURCE

### Bob Dylan Born

**MONDAY, MAY 24** — From folk to rock to gospel, Bob Dylan remains one of the most influential forces in contemporary music. Born Robert Allen Zimmerman on May 24, 1941, in Duluth, Minnesota, he grew up in the small suburban town of Hibbing, where his family moved when he was six. At twelve, Bob started playing guitar and formed several groups while in high school before attending the University of Minnesota in 1959, where he first started using the surname "Dylan" (after poet Dylan Thomas). He dropped out in 1960 and moved to New York the following year, immediately picking up gigs in Greenwich Village folk clubs. Columbia Records' John Hammond saw him playing at Folk City one night, signed him to the label, and released his debut album in March, 1962.



### Jazzman Miles Is 56

**TUESDAY, MAY 25** — One of the most imitated trumpet stylists in all of jazz is Miles Dewey Davis, born May 25, 1926, in Illinois. His father, a dentist, bought young Miles his first trumpet when he was thirteen, and at eighteen he got his first big break playing in Billy Eckstine's orchestra, which at that time included jazz greats Charlie Parker, Dizzy Gillespie, and Dexter Gordon.

### John & Yoko's Bed-In

**WEDNESDAY, MAY 26** — It was midnight on May 26, 1969 when John and Yoko Lennon checked into the Queen Elizabeth Hotel in Montreal to begin their second Bed-In for Peace. The "Bed-In" was Yoko's idea as the perfect way to illustrate their campaign to sell the concept that world peace is within reach. During their ten-day stay, the celebrated pair gave over sixty interviews from between the sheets, while photographers snapped countless shots of the two dressed in matching white nightclothes. On the fifth day, a portable tape machine was wheeled in to record John's new song "Give Peace A Chance," with Tommy Smothers, Timothy Leary and many others lending their voices to the choral chant.

**EXTRA FACTS:** Stevie Nicks born in 1948.

### "That'll Be The Day"

**THURSDAY, MAY 27** — The first record from the Crickets, "That'll Be The Day," was released on Coral Records on May 27, 1957. The focus of the group was, of course, leader and singer Buddy Holly, who, along with drummer Jerry Allison, wrote and cut the tune in Nashville nearly a year before, then rerecorded it with producer Norman Petty after Holly's Decca Records contract ended. It was this version, credited simply to the Crickets, which became No. 1 in the U.K. and No. 3 in the U.S., and launched a subsequent string of successes for the legendary group.

### Bruce Suit Settled

**FRIDAY, MAY 28** — After a forced ten-month halt of his recording career, Bruce Springsteen finally won a settlement in his suit against former manager Mike Appel on this day, May 28, 1977. (Bruce filed in July of 1976, charging Appel with conflict of interest and breach of trust. In turn, Appel countersued, barring the "Boss" from entering a recording studio with producer Jon Landau. The terms of the settlement gave Appel a five-year production deal with CBS and \$1 million cash, while Springsteen received the right to control his music publishing, master tapes, unused recording, and a concert film from 1975. With the legal battle ended, Bruce started his "Darkness On The Edge Of Town" sessions.

	CHR	A/C	AOR	Country	Black Radio
<b># 1</b>	McCartney/Wonder (2nd Week)	McCartney/Wonder (5th Week)	ASIA (7th Week)	Waylon & Willie (2nd Week)	GAP BAND
<b>Next Week's #1 Contenders:</b>	TOTO (6-3) RAY PARKER JR. (4-4) HUMAN LEAGUE (5-5)	DAN FOGELBERG (2-2) ROBERTA FLACK (4-4) SIMON & GARFUNKEL (5-5) RONNIE MILSAP (15-6)	VAN HALEN (2-2) SCORPIONS (4-3) JOHN COUGAR (7-4)	T.G. SHEPPARD (5-2) MICKEY GILLEY (3-3)	TEMPTATIONS/JAMES (3-3)
<b>Breakers:</b>	HUEY LEWIS & NEWS (61%) MOTELS (58%) ROBERTA FLACK (57%) HEART (56%)	MELISSA MANCHESTER (51%) ALABAMA (51%) DENIECE WILLIAMS (51%) LARRY LEE (48%)	38 SPECIAL (85%) QUEEN (76%) CHEAP TRICK (59%)	ALABAMA (67%)	CHIC (61%) JUNIOR (58%)
<b>Most Added:</b>	J. GEILS BAND ALABAMA SOFT CELL HUEY LEWIS & NEWS STEVE MILLER BAND BLONDIE	NEIL DIAMOND ALABAMA DENIECE WILLIAMS MECO JOHN SCHNEIDER MELISSA MANCHESTER LESLIE PEARL	QUEEN 38 SPECIAL CHEAP TRICK FRANKIE MILLER	ALABAMA RICKY SKAGGS DOLLY PARTON EMMYLOU HARRIS MEL TILLIS LARRY GATLIN	"D" TRAIN HEATWAVE HIGH FASHION REDDINGS
<b>Hottest:</b>	McCartney/Wonder TOTO RAY PARKER JR. ASIA HUMAN LEAGUE	McCartney/Wonder DAN FOGELBERG WILLIE NELSON ROBERTA FLACK CHARLENE SIMON & GARFUNKEL	ASIA VAN HALEN TOTO SCORPIONS ALDO NOVA JOHN COUGAR	T.G. SHEPPARD WAYLON & WILLIE WILLIE NELSON C. TWITTY "Slow" DON WILLIAMS	DAZZ BAND RAY PARKER JR. PATRICE RUSHEN GAP BAND DENIECE WILLIAMS
<b>Biggest Chart Jumps:</b>	WILLIE NELSON (30-17) LOVERBOY (27-22)	RONNIE MILSAP (15-6) NEIL DIAMOND (27-19) JUICE NEWTON (18-12) KARLA DONOFF (19-13)	KANSAS (18-9) MOTELS (15-10)	JOHNNY LEE (38-29) JANIE FRICKE (39-30)	ONE WAY (25-14) NARADA M. WALDEN (29-21)
<b>Debuts:</b>	HUEY LEWIS & NEWS (28) MOTELS (29) ROBERTA FLACK (30)	DENIECE WILLIAMS (25) ALABAMA (26) MELISSA MANCHESTER (27) LARRY LEE (29)	QUEEN (21) CHEAP TRICK (27) FRANKIE MILLER (30) HEART (39) AMBROSIA (40)	ALABAMA (42) RONNIE McDOWELL (45) EMMYLOU HARRIS (46) CON HUNLEY (47) JUICE NEWTON (48) DOLLY PARTON (49)	CHIC (28) JUNIOR (29) LAKESIDE (30)
	CHR	A/C	AOR	Country	Black Radio



# DRIVING HOME THEIR NEXT ◆ BIG HIT ◆ JOURNEY



## “STILL THEY RIDE”

WBEN-FM add  
96KX 28-22  
JB105 32-27  
KEGL add  
WLS on  
WLS-FM on  
WKTI add 22  
KIQQ deb 39  
KFRC add 35  
KEZR on  
KZZP deb 30  
WHFM on  
WTRY add  
WRCK deb 26  
3WT 39-37  
WPST 27-24  
WYCR on  
WKRZ-FM add  
K104 32-29  
WKEE deb 37  
G100 add  
WZYP on

WHY-FM add  
Y103 add  
FM100 add 29  
WOKI add  
WBCY on  
WAYS on  
WDCG on  
WSSX add  
WANS-FM add  
WJXQ add  
KZ93 on  
Z104 deb 27  
WNAM on  
WIKS deb 21  
KKXX add  
KLUC add  
KHYT add  
KIKI deb 29  
WJBQ add  
WGUY on  
WACZ on  
WIGY add

WTSN deb 37  
WFEA on  
WOMP-FM add  
WCIR on  
95XIL 36-27  
WZYQ on  
Q104 17-10  
WAEV add  
WCGQ on  
WFLB deb 34  
KKQV add  
KILE deb 32  
KSEL-FM 24-24  
KFYR on  
WRKR on  
WSPT add  
KRNA add  
99KG add  
KDVV deb 31  
KCBN add  
KOZE on

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COLUMBIA



RECORDS

# National Music Formats

## Added This Week



George Williams (214) 343-9205

### THE STARSTATION

NEIL DIAMOND "Be Mine Tonight" (Columbia)  
DENIECE WILLIAMS  
"It's Gonna Take A Miracle" (ARC/Columbia)

### Country Coast-To-Coast

BILLY SWAN "With Their Kind Of Money" (Epic)  
JERRY REED "Man With The Golden Thumb" (RCA)  
CON HUNLEY "Oh Girl" (WB)  
JOHN SCHNEIDER "Dreamin'" (Scotti Bros./CBS)  
DAVID FRIZZELL  
"I'm Gonna Hire A Wino..." (WB/Viva)



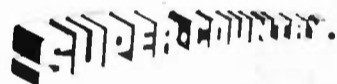
Bob Stevens (214) 934-2121

### The **2** Format.

SPARKS "I Predict" (Atlantic)  
VAN HALEN "Dancing In The Streets" (WB)  
JOURNEY "Still They Ride" (Columbia)  
EYE TO EYE "Nice Girls" (WB)  
SOFT CELL "Tainted Love" (Sire/WB)  
GREG KIHN BAND  
"Happy Man" (Beserkley/Elektra)  
QUARTERFLASH  
"Right Kind Of Love" (Geffen)  
BLONDIE  
"Island Of Lost Souls" (Chrysalis)

### The **A-C** Format

ALABAMA "Take Me Down" (RCA)



EMMYLOU HARRIS "Born To Run" (WB)  
HANK WILLIAMS JR. "Honky Tonkin'" (Elektra)



Kenny Bosak (901) 320-4433

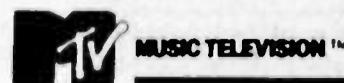
### TANner Country

BILLY PARKER  
"(Who's Gonna Sing) The Last Country Song"  
(Soundwaves)  
EMMYLOU HARRIS "Born To Run" (WB)  
SONNY JAMES "A Place In The Sun" (Dimension)  
JUICE NEWTON  
"Love's Been A Little..." (Capitol)  
CON HUNLEY "Oh Girl" (WB)  
JOHN SCHNEIDER "Dreamin'" (Scotti Bros./CBS)  
MARTY ROBBINS  
"Some Memories Just Won't Die" (Columbia)  
JERRY LEE LEWIS  
"I'm So Lonesome I Could Cry" (Mercury/PolyGram)  
DOLLY PARTON "Heartbreak Express" (RCA)  
MERLE HAGGARD  
"Are The Good Times Really Over..." (Epic)  
ALABAMA "Take Me Down" (RCA)



Chick Watkins (303) 578-0700

WILLIE NELSON "Always On My Mind" (Columbia)



Buzz Brindle (212) 944-5399

### J. GEILS BAND

"Angel In Blue" (EMI America)  
IRON MAIDEN "Run For The Hills" (Harvest/Capitol)  
SPLIT ENZ  
"Six Months In A Leaky Boat" (A&M)  
SPLIT ENZ "Dirty Creature" (A&M)  
KARLA BONOFF "Personally" (Columbia)



Bob Laurence (213) 883-7400

### XT-40

SOFT CELL "Tainted Love" (Sire/WB)  
HUEY LEWIS & THE NEWS  
"Hope You Love Me..." (Chrysalis)  
WILLIE NELSON "Always On My Mind" (Columbia)

### Contempo 300

DENIECE WILLIAMS  
"It's Gonna Take A Miracle" (ARC/Columbia)  
NEIL DIAMOND "Be Mine Tonight" (Columbia)

### Great American Country

JANIE FRICKE  
"Don't Worry 'Bout Me Baby" (Columbia)  
EMMYLOU HARRIS "Born To Run" (WB)  
RICKY SKAGGS "I Don't Care" (Epic)



Cal Casey (214) 634-8511



JOURNEY "Still They Ride" (Columbia)  
J. GEILS BAND  
"Angel In Blue" (EMI America)  
ALABAMA "Take Me Down" (RCA)



EMMYLOU HARRIS "Born To Run" (WB)  
ROSANNE CASH "Ain't No Money" (Columbia)  
DOLLY PARTON "Heartbreak Express" (RCA)  
HANK WILLIAMS JR. "Honky Tonkin'" (Elektra)  
ALABAMA "Take Me Down" (RCA)  
KENDALLS "Cheaters' Prayer" (Mercury/PolyGram)



Lee Nye (916) 782-7754

### Adult Rock

HEART "This Man Is Mine" (Epic)  
ALABAMA "Take Me Down" (RCA)  
J. GEILS BAND "Angel In Blue" (EMI America)

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# HUEY LEWIS

AND THE NEWS



**“Hope You Love Me Like You Say You Do”**

the second single  
from the album

**“Picture This”**



**Chrysalis**  
Records and Tapes

The single CHS 2604 The album CHR 1340  
Produced by Huey Lewis and the News

**CHR BREAKERS**



# Radio & Records . AOR . NATIONAL AIRPLAY / 40

## May 21, 1982

### 169 REPORTERS

Album cuts are listed in order of airplay preference.

4/30	5/7	5/14	5/21	Artist	Album	Label	Cut
1	1	1	1	ASIA	Asia (Geffen)		"Heat" "Time" "Sole" "Time"
14	2	2	2	VAN HALEN	Diver Down (WB)		"Dancin' " "Secrets" "Good" "Woman"
3	4	4	3	SCORPIONS	Blackout (Mercury/PolyGram)		"No One" "Dynamite"
28	12	7	4	JOHN COUGAR	American Fool (Riva/PolyGram)		"Hurts" "Jack" "Thundering" "Girl"
6	5	5	5	RAINBOW	Straight Between The Eyes (Mercury/PG)		"Stone" "Death" "Power"
2	3	3	6	ALDO NOVA	Aldo Nova (Portrait/CBS)		"Fantasy" "Love" "Foolin' " "Gun"
11	8	8	7	TOTO	IV (Columbia)		"Rosanna" "Afraid" "Hold" "Believe"
-	25	9	8	PAUL McCARTNEY	Tug Of War (Columbia)		"Ballroom" "Pound" "Here" "Take"
-	36	18	9	KANSAS	Play The Game Tonight (Kirshner/CBS)		12-inch 45
23	19	15	10	MOTELS	All Four One (Capitol)		"Only" "L" "Mission" "Art"
16	14	13	11	JETHRO TULL	Broadsword & Beast (Chrysalis)		"Fallen" "Beastie" "Broadsword"
-	-	6	12	38 SPECIAL	Special Forces (A&M)		"Caught" "Chain" "Runnin' " "Rough"
15	15	11	13	HUMAN LEAGUE	Dare (Virgin/A&M)		"Don't" "Darkness"
12	13	10	14	GREG KIHN BAND	Kihntinued (Berserkley/Elektra-Asylum)		"Testify" "Happy" "Sound" "Seeing"
8	7	12	15	JOAN JETT & THE BLACKHEARTS	I Love Rock-N-Roll (Boardwalk)		"Crimson" Title "Victim"
7	10	14	16	LOVERBOY	Get Lucky (Columbia)		"Over" "Top"
18	18	19	17	FRANKE & THE KNOCKOUTS	Below The Belt (Millennium/RCA)		"Never" "Fighting" "Without" "Gina"
31	21	20	18	BLUE OYSTER CULT	Extraterrestrial Live (Columbia)		"Roadhouse" "Veteran" "Godzilla"
19	22	22	19	POINT BLANK	On A Roll (MCA)		"Let" "White" Title "Look"
5	9	16	20	RICK SPRINGFIELD	Success Hasn't Spoiled Me Yet (RCA)		"Calling" "Kristina" "Don't"
-	-	→	21	QUEEN	Hot Space (Elektra)		"Fire" "Body" "Girls"
24	24	25	22	KROKUS	One Vice At A Time (Arista)		"American" "Stick" "Run"
10	17	21	23	SAMMY HAGAR	Standing Hampton (Geffen)		"Only" "Fire" "Piece"
13	20	24	24	HUEY LEWIS & THE NEWS	Picture This (Chrysalis)		"Do" "Hope" "Love"
-	35	29	25	ELTON JOHN	Jump Up (Geffen)		"Ball" "Garden" "John" "Boys"
4	6	17	26	CHARLIE DANIELS BAND	Windows (Epic)		"Still" "Gal" "Cajun"
-	-	→	27	CHEAP TRICK	One On One (Epic)		"I" "You" "Tight" "Love's"
9	16	23	28	TOMMY TUTONE	Tommy Tutone-2 (Columbia)		"867-5309/Jenny"
33	30	27	29	OUTLAWS	Los Hombres Malo (Arista)		"Stop" "Girl" "Running" "Goodbye"
-	-	→	30	FRANKIE MILLER	Standing On The Edge (Capitol)		"Danger" "Stop" "Dream" "Angels"
-	-	30	31	SHERBS	Defying Gravity (Atco)		"Ride" "Alive" "We"
21	29	28	32	DUKE JUPITER	1 (Coast-Coast/CBS)		"Drink" "Wrong"
-	37	36	33	DAVE EDMUNDS	D.E. 7th (Columbia)		"Small" "Me" "Generation"
35	33	32	34	CAT PEOPLE	G. Moroder/D. Bowie (Backstreet/MCA)		Title
17	23	26	35	GAMMA	3 (Elektra)		"Right" "Gone" "Stranger"
25	26	31	36	POLICE	Ghost In The Machine (A&M)		"Spirits" "Secret Journey"
36	34	33	37	IRON MAIDEN	The Number Of The Beast (Capitol)		"Run" Title "Children"
22	27	34	38	DREGS	Industry Standard (Arista)		"Crank" "Vitamin"
-	-	→	39	HEART	This Man Is Mine (Epic)		12-inch 45
-	-	→	40	AMBROSIA	Road Island (WB)		"Love" "Satisfied" "Openers" "House"

New Entry →

## MOST ADDED

Rank	Artist	5/21	5/14	5/7	4/30	4/23
1	QUEEN	128/122	1/1	0/0	0/0	0/0
2	38 SPECIAL	144/99	23/11	0/0	0/0	0/0
3	CHEAP TRICK	100/92	12/12	0/0	0/0	0/0
4	FRANKIE MILLER	81/43	50/59	2/2	0/0	0/0
5	AMBROSIA	51/22	45/40	4/4	2/0	1/0
6	MONROES	43/21	34/24	15/13	4/4	0/0
7	SQUEEZE	28/21	12/11	0/0	0/0	0/0
8	MARSHALL CRENSHAW	24/17	19/19	1/0	0/0	0/0
9	SHERBS	72/13	74/26	50/33	36/36	0/0
10	STEVIE WONDER	35/12	33/33	2/1	0/0	0/0
11	RPM	24/12	16/8	1/8	5/5	2/2
12	ELTON JOHN	77/11	71/9	66/27	50/44	1/1
13	PAUL McCARTNEY	142/10	133/25	114/96	30/27	0/0
14	MOTELS	131/10	120/11	107/16	91/25	95/45

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

Rank	Artist	5/21	5/14	5/7	4/30	4/23
1	JETHRO TULL	120/74	123/71	118/68	111/64	107/55
2	MOTELS	131/72	120/73	107/65	91/48	75/20
3	POINT BLANK	90/71	97/74	97/78	101/80	90/64
4	GREG KIHN BAND	116/70	130/79	123/82	120/78	119/81
5	BLUE OYSTER CULT	89/69	98/71	94/66	87/10	0/0
6	RAINBOW	142/62	147/66	138/67	134/62	85/15
7	KROKUS	75/56	78/58	83/56	78/58	73/53
8	SHERBS	72/55	74/44	50/17	36/0	0/0
9	FRANKE & KNOCKOUTS	90/53	102/70	105/75	104/71	108/72
10	OUTLAWS	64/63	79/69	65/58	65/54	69/40
11	PAUL McCARTNEY	142/51	133/44	114/8	30/7	0/0
12	JOHN COUGAR	148/50	139/54	124/45	85/30	14/6
13	HUEY LEWIS & NEWS	74/43	86/41	94/41	101/43	114/44
14	CHARLIE DANIELS BAND	72/43	99/58	124/46	137/49	136/51
15	DAVE EDMUNDS	61/42	56/42	57/39	50/29	44/7

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

Rank	Artist	5/21	5/14	5/7	4/30	4/23
1	ASIA	162/155	166/159	164/158	165/153	162/145
2	VAN HALEN	144/113	147/118	145/103	144/11	120
3	TOTO	135/101	140/89	131/70	121/62	110/41
4	SCORPIONS	135/98	140/98	137/80	135/81	130/71
5	ALDO NOVA	129/93	143/108	139/111	141/108	143/108
6	JOHN COUGAR	148/91	139/71	124/43	85/5	14/1
7	PAUL McCARTNEY	142/81	133/64	114/10	30/2	0/0
8	RAINBOW	142/80	147/78	138/64	134/46	85/6
9	JOAN JETT...	98/71	108/72	118/79	122/84	128/97
10	HUMAN LEAGUE	102/67	114/65	112/55	100/51	91/43
11	RICK SPRINGFIELD	88/65	101/76	116/90	127/89	131/110
12	LOVERBOY	85/54	102/71	111/78	117/85	123/93
13	MOTELS	131/49	120/36	107/26	91/18	75/10
14	JETHRO TULL	120/44	123/46	118/41	111/30	107/23
15	GREG KIHN BAND	116/44	130/48	123/37	120/37	119/29

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.









Remember her name,  
You'll be spending the summer together:

# KIM WILDE

Featuring:

## "KIDS IN AMERICA"

KMET KVRE KUPD KLZR WWCT WCPZ WAER WBRU WECM  
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KEZY KRKN KKRO KYTX WBYG WSYR  
KNAC KSPN KKRL KZOM WXEZ  
KROO KBCO KSHE WHMD  
KZFM KTCL KYYS  
KZOZ KMTN  
KTIM

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WNEW  
WLIR  
WBAB  
WRNW  
WPLR  
WDHA  
WPDH  
WZZO  
WHFS  
WIDD  
WXOR  
WROQ  
WKWF  
CHEZ-FM

KIM WILDE



Produced by Ricky Wilde.



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# BREAKERS

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

## ALABAMA Take Me Down (RCA)

On 67% of reporting stations. National Summary: Up 3, Same 4, Down 0, Debuts 5, Adds 79. A Most Added Record. R&R Chart: Debut 42.

### MOST ADDED

- ALABAMA (79)
- Take Me Down (RCA)
- RICKY SKAGGS (55)
- I Don't Care (Epic)
- DOLLY PARTON (56)
- Heartbreak Express (RCA)
- EMMYLOU HARRIS (35)
- Born To Run (WB)
- MEL TILLIS (34)
- The One That Got Away (Elektra)
- LARRY GATLIN (32)
- She Used To Sing On Sunday (Columbia)

### HOTTEST

- T.G. SHEPPARD (63)
- Finally (WB/Curb)
- WAYLON & WILLIE (59)
- Just To Satisfy You (RCA)
- WILLIE NELSON (47)
- Always On My Mind (Columbia)
- CONWAY TWITTY (44)
- Slow Hand (Elektra)
- DON WILLIAMS (39)
- Listen To The Radio (MCA)

## NEW & ACTIVE

Recent releases are listed in order of their activity. The two numbers following the artist, title, label designation (example: 100 75) indicate how many of our reporters are on the record this week (100) and of those 100 how many added it this week (25). "Arrows" are broken down for each record and indicate how many stations moved the song up on their charts, held it the same on to on add to on, \$1-\$1, etc. moved it down on their charts, or added it this week. Indicated one of this week's most added new songs.

**RONNIE McDOWELL "I Just Cut Myself" (Epic) 78/12**  
National Summary: Up 28, Same 18, Down 0, Debuts 20, Adds 12, WCAW, WMZQ-FM, WBEU, KWKH, WCXI, KECK, WIL-AM-FM, KFH, KYGO-FM, KEIN, KIDN, KEEN, WSIX-FM 20-15, KEBC-FM 45-39, KEED 50-40. R&R Chart: Debut 45.

**EMMYLOU HARRIS "Born To Run" (WB) 73/35**  
National Summary: Up 7, Same 20, Down 1, Debuts 10, Adds 35 including WPOC-FM, WCAW, WPOR-AM-FM, WPLO, KXYL, WSOC-FM, KYXX, KKYX, WSAI-AM-FM, WCXI, WKMF, WIL-AM-FM, KMAK, KEIN, KCBQ-AM. R&R Chart: Debut 46.

**CON HUNLEY "Oh Girl" (WB) 73/25**  
National Summary: Up 13, Same 23, Down 0, Debuts 12, Adds 25 including WCAW, WQKQ, KLVI, WXBQ-FM, KHEY, WCMS-FM, WSAI-AM-FM, WKMF, WIL-AM-FM, KTPK-FM, KRST-FM, KLZ, KEED, KLAC, KTOM. R&R Chart: Debut 47.

**JUICE NEWTON "Love's Been A Little Bit Hard On Me" (Capitol) 71/22**  
National Summary: Up 18, Same 12, Down 0, Debuts 14, Adds 22 including WIXY, KLVI, WZZK-FM, WXBQ-FM, KPLX-FM, WESC-AM-FM, WQIK-FM, WOKK, KKYX, KFGO, WIRE, KFH, KYGO-FM, KEED, KBBQ. R&R Chart: Debut 48.

**DOLLY PARTON "Heartbreak Express" (RCA) 66/55**  
National Summary: Up 1, Same 4, Down 1, Debuts 4, Adds 55 including WRKZ-FM, WYKR, WBEU, WCOS-AM-FM, WFNC, WMC-AM, KYXX, WCMS-FM, WHK, WCXI, WWWV-FM, KEBC-FM, KOMA, KVEG, KLAC. R&R Chart: Debut 49.

**RICKY SKAGGS "I Don't Care" (Epic) 64/55**  
National Summary: Up 1, Same 4, Down 0, Debuts 3, Adds 55 including WBGW-FM, WPOR-AM-FM, WFNC, WESC-AM-FM, KIKK-FM, WLWI-FM, WNOE-AM, WCMS-FM, WSAI-AM-FM, WXCL, KTTS-AM-FM, KFH, KEED, KSON-AM-FM, KMPS-AM-FM.

**MARTY ROBBINS "Some Memories Just Won't Die" (Columbia) 63/19**  
National Summary: Up 9, Same 24, Down 0, Debuts 11, Adds 19 including WKYQ, WPLO, WSOC-FM, WDAK, KHEY, WQIK-FM, KWKH, KSO, KWMT, KECK, WIL-AM-FM, KRST-FM, KYGO-FM, KWJL, KSOP-FM.

**JOHN SCHNEIDER "Dreamin'" (Scotti Bros./CBS) 61/14**  
National Summary: Up 12, Same 24, Down 0, Debuts 11, Adds 14, WKYQ, WMZQ-FM, WWWV, WILQ, KXYL, WSIX-FM, KSO, WHBF, KRST-FM, KKAL, KMBY, KGEM, KGA, KCUB, KRWQ-FM 44-33.

**BURRITO BROTHERS "Closer To You" (Curb/CBS) 57/4**  
National Summary: Up 31, Same 12, Down 0, Debuts 10, Adds 4, WQIK-FM, WSLR, KIDN, KCUB, KIXZ 37-33, KHEY 33-24, WSM 33-27, KWKH 35-27, WKMF 36-32, KVOO 27-22, KKAL 38-32, KRAK 21-13, KTOM 40-35, KSOP-FM 38-33, KGA 22-17.

**BILLY PARKER "The Last Country Song" (Soundwaves) 51/11**  
National Summary: Up 15, Same 18, Down 0, Debuts 6, Adds 11, WBGW-FM, WIXY, WWWV, KFGO, WDGY, WHBF, KKAL, KGEM, KRSY, KTOM, KSOP-FM, KEEN, KRMD-AM-FM 49-43, KTTS-AM-FM 46-40, KMPS-AM-FM 29-23.

**LARRY GATLIN "She Used To Sing On Sunday" (Columbia) 47/32**  
National Summary: Up 1, Same 11, Down 0, Debuts 3, Adds 32 including WPOR-AM-FM, KIX106, WPLO, WSOC-FM, WESC-AM-FM, WMC-AM, KRMD-AM-FM, KBMR, WKKQ-AM-FM, KEBC-FM, KMAK, KRWQ-FM, KRSY, KSON-AM-FM, KGA.

**CRISTY LANE "Fragile - Handle With Care" (Liberty) 44/9**  
National Summary: Up 11, Same 18, Down 0, Debuts 8, Adds 9, WWOOD, WOKK, WSM, KWKH, KFGO, WTSO, WDGY, KFH, KVOC, WVAM 50-40, KKYX 43-39, WHBF 42-38, KTTS-AM-FM 37-32, KRAK 46-40, KSOP-FM 40-34.

**JERRY LEE LEWIS "I'm So Lonesome I Could Cry" (Mercury/PolyGram) 42/6**  
National Summary: Up 17, Same 15, Down 0, Debuts 4, Adds 6, WQYK-FM, KSO, WITL-FM, KECK, KBMY, KCUB, WGNM-FM 38-35, KIXZ 42-36, KIKK-FM 39-35, KRMD-AM-FM 28-23, WSAI-AM-FM 31-25, KVOO 50-42, KFH 44-39, KEED 47-38, KRAK 44-38.

**MEL TILLIS "The One That Got Away" (Elektra) 40/34**  
National Summary: Up 0, Same 4, Down 0, Debuts 1, Adds 34 including WGNM-FM, WWWV, WSOC-FM, WDAK, WESC-AM-FM, WLWI-FM, WCMS-FM, KBMR, WUBE-FM, KSO, WKKQ-AM-FM, KTPK-FM, KSON-AM-FM, KEEN, KBBQ.

## SIGNIFICANT ACTION

**BOBBY BARE "If You Ain't Got Nothin'..." (Columbia) 39/11**  
National Summary: Up 5, Same 18, Down 0, Debuts 4, Adds 11, WPOR-AM-FM, WDAK, WHK, WAXX, WKMF, KWMT, KECK, KVOO, KKAL, KEED, KVEG, KRAK.

**SONNY JAMES "A Place In The Sun" (Dimension) 39/5**  
National Summary: Up 15, Same 12, Down 0, Debuts 7, Adds 5, KIXZ, KWKH, WMNI, WITL-FM, KEEN, KHEY 49-40, WSIX-FM 18-12, KTTS-AM-FM 43-38, KFDI-AM-FM 49-46, KKAL 47-42.

**JACK GRAYSON "Tonight I'm Feeling You (All Over Again)" (Joe-Wes) 37/14**  
National Summary: Up 2, Same 18, Down 0, Debuts 3, Adds 14, WSEN-AM-FM, WBGW-FM, WCAW, WIXY, WIXL-FM, KIXZ, WBEU, WSOC-FM, KHEY, WHBF, KEED, KVEG, KRSY, KSOP-FM.

**BANDANA "Cheatin' State Of Mind" (WB) 37/5**  
National Summary: Up 13, Same 13, Down 0, Debuts 2, Adds 5, KWKH, WQYK-FM, KFGO, WITL-FM, KVOC, WAMZ-FM 34-27, KTTS-AM-FM 39-33, KVOO 42-34, KEED 44-35.

**RAY STEVENS "Where The Sun Don't Shine" (RCA) 36/6**  
National Summary: Up 12, Same 13, Down 0, Debuts 5, Adds 6, WOKQ, WOKK, KSO, WXCL, WTHI-FM, KVEG, WIXL-FM 48-37, KIX 106 49-41, WFMS-FM 29-23, KWJL 50-40.

**T. HALL & E. SCRUGGS "There Ain't No Country Music" (Columbia) 33/4**  
National Summary: Up 11, Same 11, Down 0, Debuts 7, Adds 4, WMZQ-FM, WITL-FM, KECK, KVEG, WGNM-FM 39-30, WWOOD 39-31, KSO 31-26, KFDI-AM-FM 47-42, KEED 49-38, KEEN 38-30.

**ROY CLARK "Paradise Knife & Gun Club" (Churchill) 32/8**  
National Summary: Up 8, Same 13, Down 0, Debuts 3, Adds 8, KHEY, WNOE-AM, KWKH, KFGO, KKAL, KMAK, KSOP-FM, KEEN, KTTS-AM-FM 48-42, KRAK 50-45.

# Radio & Records NATIONAL AIRPLAY/50

## May 21, 1982

Three Weeks	Two Weeks	Last Week	Artist/Record
3	2	1	1 WAYLON & WILLIE/Just To Satisfy You (RCA)
15	8	5	2 T.G. SHEPPARD/Finally (WB/Curb)
9	4	3	3 MICKEY GILLEY/Tears Of The Lonely (Epic)
6	5	4	4 STEVE WARINER/Kansas City Lights (RCA)
16	9	8	5 BELLAMY BROTHERS/For All The Wrong... (Elektra/Curb)
11	7	6	6 STATLER BROTHERS/You'll Be Back... (Mercury/PolyGram)
18	11	10	7 EDDIE RABBITT/I Don't Know Where To Start (Elektra)
2	1	2	8 WILLIE NELSON/Always On My Mind (Columbia)
24	20	13	9 DON WILLIAMS/Listen To The Radio (MCA)
20	16	11	10 TAMMY WYNETTE/Another Chance (Epic)
21	17	12	11 MEL McDANIEL/Take Me To The Country (Capitol)
10	6	7	12 GENE WATSON/Speak Softly (You're Talking...) (MCA)
33	25	16	13 CHARLEY PRIDE/I Don't Think She's In Love (RCA)
27	22	15	14 LEE GREENWOOD/Ring On Her Finger (MCA)
35	27	18	15 CONWAY TWITTY/Slow Hand (Elektra)
26	23	17	16 JOE STAMPLEY/I'm Goin' Hurtin' (Epic)
28	24	19	17 LEON EVERETTE/Just Give Me What You... (RCA)
30	26	20	18 RAZZY BAILEY/Everytime You Cross My Mind... (RCA)
39	35	25	19 RONNIE MILSAP/Any Day Now (RCA)
36	30	23	20 JOHN ANDERSON/Would You Catch A Falling Star (WB)
41	34	27	21 BARBARA MANDRELL/Til You're Gone (MCA)
1	3	9	22 ALABAMA/Mountain Music (RCA)
40	37	31	23 ED BRUCE/Love's Found You And Me (MCA)
46	31	30	24 RAY PRICE/Forty And Fadin' (Dimension)
42	39	33	25 JOHNNY CASH/The General Lee (Scotti Bros./CBS)
12	10	14	26 GARY MORRIS/Don't Look Back (WB)
45	41	34	27 BILLY SWAN/With Their Kind Of Money... (Epic)
4	12	22	28 CRYSTAL GAYLE/You Never Gave Up On Me (Columbia)
-	44	38	29 JOHNNY LEE/When You Fall In Love (Full Moon/Asylum)
-	46	39	30 JANIE FRICKE/Don't Worry 'Bout Me Baby (Columbia)
-	45	37	31 JERRY REED/The Man With The Golden Thumb (RCA)
-	47	40	32 LACY J. DALTON/Slow Down (Columbia)
7	13	24	33 DOLLY PARTON/Single Women (RCA)
-	48	42	34 TERRI GIBBS/Ashes To Ashes (MCA)
14	14	21	35 EDDY RAVEN/A Little Bit Crazy (Elektra)
13	18	26	36 MOE BANDY/Someday Soon (Columbia)
8	15	28	37 JOHN CONLEE/Busted (MCA)
-	-	43	38 MERLE HAGGARD/Are The Good Times Really Over (Epic)
5	21	32	39 GAIL DAVIES/Round The Clock Lovin' (WB)
-	-	45	40 OSMONDS/I Think About Your Lovin' (Elektra/Curb)
19	19	29	41 KIERAN KANE/I Fael It With You (Elektra)
-	-	42	42 ALABAMA/Take Me Down (RCA)
17	29	35	43 RICKY SKAGGS/Crying My Heart Out (Epic)
22	28	36	44 GEORGE STRAIT/If You're Thinking You Want... (MCA)
-	-	46	45 RONNIE McDOWELL/I Just Cut Myself (Epic)
-	-	47	46 EMMYLOU HARRIS/Born To Run (WB)
-	-	48	47 CON HUNLEY/Oh Girl (WB)
-	-	49	48 JUICE NEWTON/Love's Been A Little Bit Hard On Me (Capitol)
-	-	49	49 DOLLY PARTON/Heartbreak Express (RCA)
38	38	41	50 REX ALLEN JR./Last Of The Silver Screen Cowboys (WB)

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.

**HANK WILLIAMS JR. "Honky Tonkin'" (Elektra/Curb) 30/22**  
National Summary: Up 1, Same 3, Down 0, Debuts 4, Adds 22 including WSEN-AM-FM, WOKQ, WIXL-FM, WNOE-AM, WCMS-FM, WSAI-AM-FM, WCXI, WFMS-FM, KLAC, KWJL.

**DAVID FRIZZELL "I'm Gonna Hire A Wino To Decorate..." (WB/Viva) 30/7**  
National Summary: Up 3, Same 11, Down 0, Debuts 9, Adds 7, WCAW, WSOC-FM, WKMF, KBMY, KMAK, KWJL, KRSY, KUUY 44-34, KRAK 40-30, KCUB 40-30.

**LANE BRODY "He's Taken" (Liberty) 30/4**  
National Summary: Up 8, Same 14, Down 0, Debuts 4, Adds 4, WDAK, WITL-FM, WTSO, WTHI-FM, WSIX-FM 9-7, KBMR 48-43, KSO 29-24, WXCL 20-14, KMPS-AM-FM 27-21.

**CONWAY TWITTY "Over Thirty (Not Over The Hill)" (MCA) 30/2**  
National Summary: Up 14, Same 9, Down 0, Debuts 5, Adds 2, KVEG, KEEN, WIXL-FM 31-28, KYXX 30-23, WHOO 9-8, KRMD-AM-FM 45-35, WCMS-FM 29-25, WWWV-FM 24-19, WKKQ-AM-FM 26-21, KEBC-FM 37-33.

**SUSIE ALLANSON "Wasn't That Love" (Liberty/Curb) 29/4**  
National Summary: Up 12, Same 11, Down 0, Debuts 2, Adds 4, WQYK-FM, WMNI, KVOC, KVEG, WBGW-FM 29-21, WSM 39-35, KBMR 45-38, WHBF 44-39, KVOO 36-30, KEED 41-34.

**STEPHANIE WINSLOW "Slippin' & Slidin'" (Primer) 28/3**  
National Summary: Up 14, Same 9, Down 0, Debuts 2, Adds 3, WPOR-AM-FM, KMAK, KRAK, WVAM 35-30, KIXZ 45-39, KHEY 46-37, KWKH 31-24, KVOO 31-26, KUUY 28-20, KTOM 37-33.

**BILL NASH "Survivor" (Liberty) 26/5**  
National Summary: Up 2, Same 14, Down 0, Debuts 5, Adds 5, WSOC-FM, KHEY, WHBF, KGA, KIGO, WBGW-FM 41-34, KIKK-FM 40-36, WFMS-FM d-30, KSOP-FM d-43.

**PAUL OVERSTREET "Beautiful Baby" (RCA) 25/4**  
National Summary: Up 5, Same 13, Down 0, Debuts 3, Adds 4, WILQ, WPLO, KLRA, KFDI-AM-FM, WPOR-AM-FM on, KRMD-AM-FM d-45, WXCL 30-23, KVOO 44-35, KUUY 24-15, KUGR 28-24.

**REBA McENTIRE "I'm Not That Lonely Yet" (Mercury/PolyGram) 24/23**  
National Summary: Up 0, Same 1, Down 0, Debuts 0, Adds 23 including WSEN-AM-FM, WBGW-FM, WESC-AM-FM, WSIX-FM, WIRK-FM, WSAI-AM-FM, WKKQ-AM-FM, KFDI-AM-FM, KEED, KMPS-AM-FM.

**MAC DAVIS "Rodeo Clown" (Casablanca/PolyGram) 23/13**  
National Summary: Up 0, Same 9, Down 0, Debuts 1, Adds 13, WGNM-FM, WVAM, KRRV, WDAK, KIKK-FM, KLRA, KRMD-AM-FM, KVOO, KKAL, KMAK, KVEG, KNIX-FM, KIGO.

**MARGO SMITH "Either You're Married Or You're Single" (AMI/NSD) 22/3**  
National Summary: Up 4, Same 10, Down 0, Debuts 5, Adds 3, KFGO, WHBF, KVOO, KIXZ 50-45, WESC-AM-FM on, KKYX 48-44, WMNI 37-32, KEED d-44, KTOM 48-45, KSOP-FM on.

**JUDY TAYLOR "A Step In The Right Direction" (WB) 21/3**  
National Summary: Up 1, Same 12, Down 0, Debuts 5, Adds 3, KLRA, KWMT, KCCY-FM, WIXL-FM 45-43, KIKK-FM d-37, WSIX-FM on, KSO d-35, WXCL on, KRAK d-47, KMPS-AM-FM on.

**KENDALLS "Cheater's Prayer" (Mercury/PolyGram) 19/17**  
National Summary: Up 0, Same 1, Down 0, Debuts 1, Adds 17 including WBGW-FM, WIXL-FM, WFNC, WLWI-FM, KFGO, WKKQ-AM-FM, KEBC-FM, KFDI-AM-FM, KRST-FM, KMPS-AM-FM.

**ROSANNE CASH "Ain't No Money" (Columbia) 19/10**  
National Summary: Up 2, Same 8, Down 0, Debuts 1, Adds 10, WHN, WPOR-AM-FM, WWWV, WSOC-FM, WDAK, WESC-AM-FM, WAMZ-FM, WHK, WFMS-FM, KMPS-AM-FM.

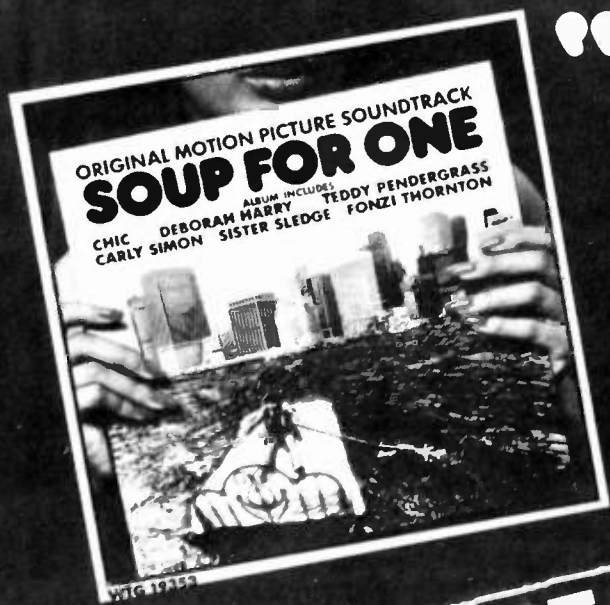
**JIM & JESSI & CHARLIE LOUVIN "North Wind" (Soundwaves) 15/3**  
National Summary: Up 6, Same 6, Down 0, Debuts 0, Adds 3, WVAM, WAXX, KFGO, WIXL-FM 39-34, WSIX-FM 19-18, WSAI-AM-FM on, KSO 39-32, WXCL 40-35, KUUY 38-32, KRWQ-FM 26-15.







**CHIC  
DEBORAH HARRY  
TEDDY  
PENDERGRASS  
CARLY SIMON  
SISTER SLEDGE  
FONZI THORNTON.  
ALL ON ONE ALBUM!**



**"SOUP FOR ONE"**  
THE ORIGINAL MOTION PICTURE SOUNDTRACK.

**ON MIRAGE  
RECORDS AND CASSETTES.**  
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**FEATURING THE CHIC SINGLE, "SOUP FOR ONE."**

WTG 4032

**BREAKERS**

**MIRAGE**



# Black Radio Regionalized Adds & Hots

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

## EAST

**WVNB/Baltimore**  
Curtis Anderson

CARRIE LUCAS  
HEATWAVE  
GERRI LOGAN  
RANDY CRAWFORD  
KID CREOLE  
SEQUENCE  
EDWIN BIRDSONG  
SALSOUL ORCHESTRA  
Hottest:  
SECRET WEAPON  
CHERI  
GAP BAND  
TROUBLE FUNK  
PATRICE RUSHEN

**WXTV/Baltimore**  
Tim Wells

none  
Hottest:  
CAMEO  
GAP BAND  
THIRD WORLD  
ASHFORD & SIMPSON  
RICHARD D. FIELDS

**WLD/Boston**  
Steve Crumley

SISTER SLEDGE  
CANDELA  
WAR  
CHRIS JANKEL  
CARRIE LUCAS  
SALSOUL ORCHESTRA  
HIGH FASHION  
Hottest:  
CHERI  
RAY PARKER JR.  
TEMPTATIONS/JAMES  
SHALAMAR  
ATLANTIC STARR

**WSSJ/Camden-Philadelphia**  
Gary Sheahan

SOUL SONIC FORCE  
D TRAIN  
VALENTINE BROS.  
ST. TROPEZ  
KID CREOLE  
WAR  
HERBIE HANCOCK  
STEVIE WONDER  
MCCARTNEY/WONDER  
Hottest:  
SECRET WEAPON  
DAZZ BAND  
RAY PARKER JR.  
MCCARTNEY/WONDER  
BLOODSTONE

**WKND/Hartford**  
Eddie Jordan (J)

ONE WAY  
SMITH & CLAYTON  
HIGH FASHION  
RITCHIE FAMILY  
FREDI GRACE & RHI  
Hottest:  
DENIECE WILLIAMS  
STEVIE WONDER  
RICHARD D. FIELDS  
MCCARTNEY/WONDER  
BLOODSTONE

**WNHC/New Haven**  
James Jordan

ODYSSEY  
SEQUENCE  
RONNIE DYSON  
GENE CHANDLER  
RITA MARLEY  
Hottest:  
RICHARD D. FIELDS  
RAY PARKER JR.  
SHALAMAR  
PATRICE RUSHEN  
DENIECE WILLIAMS

## SOUTH

**WAOJ/Atlanta**  
Larry Tinsley

ONE WAY  
CHIC  
CARRIE LUCAS  
MICHAEL WYCOFF  
MILES WATSON  
SUPERIOR MOVEMENT  
Hottest:  
DAZZ BAND  
BLOODSTONE  
DENIECE WILLIAMS  
RAY PARKER JR.  
ONE WAY

**WVEE/Atlanta**  
Sooty Andrews

HEATWAVE  
LARRY GRAHAM  
REDDINGS  
ALIQUE  
JENNIFER HOLLIDAY  
MCCARTNEY/WONDER  
HERB ALPERT  
Hottest:  
GAP BAND  
RICK JAMES  
DAZZ BAND  
MCCARTNEY/WONDER  
ASHFORD & SIMPSON  
TEMPTATIONS/JAMES

**KNOW/Austin**  
Selby Edwards

CHIC  
NARADA M. WALDEN  
Hottest:  
MCCARTNEY/WONDER  
DAZZ BAND  
TINE  
O'BRYAN  
GAP BAND

**WENN/Birmingham**  
Gene Wise

NARADA M. WALDEN  
LEGEND  
CHARLES EARLAND  
FELIX & JARVIS  
SOUL SONIC FORCE  
ASHFORD & SIMPSON  
Hottest:  
CONTROLLERS  
PATRICE RUSHEN  
GAP BAND  
TIME  
RICK JAMES

**WATV/Birmingham**  
Ron January

VALENTINE BROS.  
D TRAIN  
O'BRYAN  
RANDY CRAWFORD  
KLEER  
MILES WATSON  
HEATWAVE  
XAVIER  
IRENE CARA  
SINNAMON  
JOE SIMON  
FELIX & JARVIS  
HIGH FASHION  
SOUL SONIC FORCE  
ADC BAND  
Hottest:  
DENIECE WILLIAMS  
BRASS CONSTRUCTION  
TIME  
ZZ HILL  
RICK JAMES

**WOIV/Charlotte**  
Chris Turner (J)

GEORGE DUKE  
WALDO  
SEQUENCE  
JENNIFER HOLLIDAY  
SALSOUL ORCHESTRA  
VIDEO  
Hottest:  
DAZZ BAND  
DENIECE WILLIAMS  
GAP BAND  
RAY PARKER JR.  
CHAMBO

**WOC/Columbia, SC**  
Mickey Arnold (J)

LARRY GRAHAM  
DENNIS BROWN  
ZZ HILL  
NARADA M. WALDEN  
WILTON FELDER  
Hottest:  
TEMPTATIONS/JAMES  
SECRET WEAPON  
DAZZ BAND  
CHERI  
DRAMATICS

**KELPE/Paco**  
Estrella Flores

BRASS CONSTRUCTION  
CHANGE  
DENIECE WILLIAMS  
TIME  
DAN SEALS  
ST. TROPEZ  
JEFFREY OSBORNE  
BUCKNER & GARCIA  
STEVIE NICKS  
ROSE ROYCE  
HUEY LEWIS & NEWS  
Hottest:  
DAZZ BAND  
JECKYLL & HYDE  
SKYY  
SECRET WEAPON  
LIPPE, INC.

**KRLV/Houston**  
Steve Harris

SUPERIOR MOVEMENT  
ELUSION  
BRASS CONSTRUCTION  
MCCRAYS  
Hottest:  
ONE WAY  
DAZZ BAND  
O'BRYAN  
PATRICE RUSHEN

**KMLQ/Houston**  
Rosa Holland (J)

RICH LITTLE  
JEFFREY OSBORNE  
Hottest:  
ONE WAY  
O'BRYAN  
DENIECE WILLIAMS  
DAZZ BAND  
PRINCE

**WJMJ/Jackson**  
Carl Haynes

MCCRAYS  
HEATWAVE  
REDDINGS  
Hottest:  
TEMPTATIONS/JAMES  
MCCARTNEY/WONDER  
CHERI  
DOKOTHY MOORE  
ONE WAY

**WXXX/Jackson**  
Tommy Marshall

ONE WAY  
SISTER SLEDGE  
HIGH FASHION  
FIRST FAMILY  
Hottest:  
DENIECE WILLIAMS  
DAZZ BAND  
CAMEO  
CHERI  
O'JAYS

**WFOJ/Jacksonville**  
Earl James

STEVIE WONDER  
JUNIOR  
WAMWICK & MATHIE  
VALENTINE BROS.  
JEFFREY OSBORNE  
MOEL POINTEN  
QUEEN  
ONE WAY  
TEDDY PENDERGRASS  
KID CREOLE  
O'BRYAN  
Hottest:  
DAZZ BAND  
TEMPTATIONS/JAMES  
GAP BAND  
ONE WAY  
ASHFORD & SIMPSON

**WJAX/Dayton**  
Steve Fox (J)

HIGH FASHION  
HIGH INERGY  
D TRAIN  
BOOTS ROYCE  
SOUL SONIC FORCE  
Hottest:  
DAZZ BAND  
GAP BAND  
TEMPTATIONS/JAMES  
ST. TROPEZ  
SOUL SONIC FORCE

**KORYA/The Rock**  
Ronda Curtis (J)

CHIC  
GEORGE DUKE  
ALTON EDWARDS  
ANGELA CIPRANO  
WALDO  
JONES GIRLS  
HERBIE HANCOCK  
HEATWAVE  
BOOTS COLLINS  
Hottest:  
TEMPTATIONS/JAMES  
ONE WAY  
GAP BAND  
BLOODSTONE  
LARRY GRAHAM

**WLOU/Louisville**  
Neal O'Rea

WHISPERS  
LARRY GRAHAM  
JEFFREY OSBORNE  
BILLY ALWAYS  
D TRAIN  
PEABO BRYSON  
CHIC  
Hottest:  
BLOODSTONE  
O'JAYS  
SHOTGUN  
ATLANTIC STARR  
CHANGE

**WJSA/ynchburg, VA**  
Art Young

XAVIER  
KLEER  
TONY TON CLUB  
HARE  
Hottest:  
RAY PARKER JR.  
DENIECE WILLIAMS  
ASHFORD & SIMPSON  
TEMPTATIONS/JAMES  
MCCARTNEY/WONDER

**WHRK (89.7)/Memphis**  
Ron Olson (J)

VALENTINE BROS.  
ADC BAND  
HEATWAVE  
SHOTGUN  
SECRET WEAPON  
MIRE & BRENDA  
RITCHIE FAMILY  
D TRAIN  
Hottest:  
DAZZ BAND  
TEMPTATIONS/JAMES  
GAP BAND  
ONE WAY  
ASHFORD & SIMPSON

**WDA/Memphis**  
Carl Connors

none  
Hottest:  
DAZZ BAND  
TEMPTATIONS/JAMES  
REDDINGS  
BLOODSTONE  
GAP BAND

**WEDR/Miami**  
Leo Jackson

WAR  
XAVIER  
SUPERIOR MOVEMENT  
KLEER  
MARCIA HINES  
SALSOUL ORCHESTRA  
RANDY CRAWFORD  
CAVIER  
JOEY GILCHRIP  
TRAMA  
Hottest:  
REDDINGS  
CHERI  
CAMEO  
PATRICE RUSHEN  
BLOODSTONE

**WBLR/Mobile**  
Michael J. Alexander

D TRAIN  
B.B. KING  
ALTON EDWARDS  
HOT CUISINE  
WILTON FELDER  
GENE CHANDLER  
STEVIE WOODS  
O'BRYAN  
TEDDY PENDERGRASS  
Hottest:  
RAY PARKER JR.  
DENIECE WILLIAMS  
CHERI  
DAZZ BAND  
BLOODSTONE

**WVLA/Richmond**  
Kirby Carmichael

none  
Hottest:  
SECRET WEAPON  
CAMEO  
O'JAYS  
BLOODSTONE  
CHERI

**WTOY/Phoenix**  
Robert Tucker (J)

none  
Hottest:  
RICHARD D. FIELDS  
ATLANTIC STARR  
RAY PARKER JR.  
O'JAYS  
PATRICE RUSHEN

**KTFM/San Antonio**  
Joe Nasty

ALABAMA  
HAIRCUT 100  
GAP BAND  
RITCHIE FAMILY  
Hottest:  
JOHN JETT  
RICHARD D. FIELDS  
MCCARTNEY/WONDER  
GRANDMASTER FLASH  
RAY PARKER JR.

**WANM/Tallahassee**  
Joe Bullard

REDDINGS  
CARRIE LUCAS  
HEATWAVE  
LAKESIDE  
ANGELA BOFILL  
SALSOUL ORCHESTRA  
JOE SIMON  
Hottest:  
RAY PARKER JR.  
BLOODSTONE  
DAZZ BAND  
SHALAMAR  
PATRICE RUSHEN

**WTMP/Tampa**  
Jerry Walker

CONTROLLERS  
MILLIE JACKSON  
GENE CHANDLER  
TRAMA  
Hottest:  
TROUBLE FUNK  
ROBERTA FLACK  
CHERI  
DAZZ BAND  
ONE WAY

**KDRO/Denver**  
Byron Pitts

none  
Hottest:  
TEMPTATIONS/JAMES  
ONE WAY  
DAZZ BAND  
NARADA M. WALDEN  
GAP BAND

**KDAY/Los Angeles**  
J.J. Johnson

D TRAIN  
HIGH FASHION  
MICHAEL WYCOFF  
Hottest:  
GAP BAND  
DENIECE WILLIAMS  
TEMPTATIONS/JAMES  
ONE WAY  
RICK JAMES

**KACE/Los Angeles**  
Alonso Miller

GENE CHANDLER  
PEECH BOYS  
HIGH FASHION  
SINNAMON  
RITCHIE FAMILY  
HERBIE HANCOCK  
BOBBY CALDWELL  
MOEL POINTEN  
HERB ALPERT  
CANDELA  
Hottest:  
DAZZ BAND  
PATRICE RUSHEN  
ONE WAY  
RAY PARKER JR.  
TEMPTATIONS/JAMES

**KDIA/Oakland**  
Jeff Harrison

PAT METHENY GROUP  
HUMAN LEAGUE  
LAKESIDE  
RITCHIE FAMILY  
DRAMATICS  
HERBIE HANCOCK  
WHISPERS  
BOBBY CALDWELL  
TEMPTATIONS  
Hottest:  
GAP BAND  
CHERI  
CAMEO  
BLOODSTONE  
RICK JAMES

**KUKO/Phoenix**  
Steve Smith

none  
Hottest:  
RAY PARKER JR.  
PATRICE RUSHEN  
BLOODSTONE  
CHANGE  
TEMPTATIONS/JAMES

**KPOP-FM/Sacramento**  
Bill Jeffries (J)

HIGH INERGY  
BOBBY WYBACE  
GENE CHANDLER  
Hottest:  
DENIECE WILLIAMS  
ONE WAY  
TOTO  
QUEEN  
JEFFREY OSBORNE

**XHRM/San Diego**  
Duff Lindsay (J)

HEATWAVE  
GENE CHANDLER  
D TRAIN  
SHARON BROWN  
TEDDY PENDERGRASS  
LEVEL 42  
JEWEL  
JEFFREY OSBORNE  
Hottest:  
PATRICE RUSHEN  
ONE WAY  
CHERI  
TEMPTATIONS/JAMES  
RICK JAMES

**KSOL/San Mateo, CA**  
Bernie Moody

KLIQUE  
FREDI GRACE & RHI  
SECRET WEAPON  
RITCHIE FAMILY  
SUPERIOR MOVEMENT  
Hottest:  
DAZZ BAND  
RAY PARKER JR.  
T-CONNECTION  
MCCARTNEY/WONDER  
BLOODSTONE

## MIDWEST

**WJPC/Chicago**  
Jerry Bouding

NARADA M. WALDEN  
HIGH INERGY  
QUEEN  
KLIQUE  
STEVIE WONDER  
Hottest:  
CHERI  
ATLANTIC STARR  
DAZZ BAND  
RAY PARKER JR.  
RICHARD D. FIELDS

**WBMX/Chicago**  
Lee Michaels

REDDINGS  
SMITH & CLAYTON  
RJ'S LATEST ARRIV  
Hottest:  
BLOODSTONE  
DAZZ BAND  
GAP BAND  
SKYY  
GENE CHANDLER

**WOC/Chicago**  
Pam Wells

D TRAIN  
VALENTINE BROS.  
ST. TROPEZ  
REDDINGS  
DRAMATICS  
HIGH FASHION  
PAT METHENY GROUP  
HEATWAVE  
KLIQUE  
Hottest:  
SHALAMAR  
ONE WAY  
RAY PARKER JR.  
SMOKEY ROBINSON  
TEMPTATIONS/JAMES

**WBLZ/Cincinnati**  
Harry Lyles

none  
Hottest:  
PATRICE RUSHEN  
SHALAMAR  
DAZZ BAND  
RAY PARKER JR.  
BLOODSTONE

**WUW/Washington**  
Oscar Fields

IMAGINATION  
MIRE & BRENDA  
Hottest:  
STEVIE WONDER  
CHERI  
THIRD WORLD  
RAY PARKER JR.  
SHALAMAR

**WCNC/Charlotte**  
Everett Cook

SISTER SLEDGE  
CARRIE LUCAS  
FREDI GRACE & RHI  
D TRAIN  
XAVIER  
LONNIE JORDAN  
MIGHTY PIFF  
EDWIN BIRDSONG  
ONE WAY  
Hottest:  
DAZZ BAND  
CAMEO  
RAY PARKER JR.  
PATRICE RUSHEN  
DENIECE WILLIAMS

**WDMT/Cleveland**  
Magici James

SMOKEY ROBINSON  
CHARLENE  
RICH LITTLE  
BOOTS COLLINS  
BOOTS COLLINS  
Hottest:  
ONE WAY  
RAY PARKER JR.  
MCCARTNEY/WONDER  
DAZZ BAND  
ROBERTA FLACK

**WJMO/Cleveland**  
Erik Stone

JUNIOR  
WHISPERS  
AZYMUTH  
B.B.C.S. & P.  
STARPOINT  
NARADA M. WALDEN  
GENE CHANDLER  
LARRY GRAHAM  
Hottest:  
PATRICE RUSHEN  
DAZZ BAND  
ATLANTIC STARR  
SHALAMAR  
RICHARD D. FIELDS

**WDAO/Dayton**  
Lankford Stephens

none  
Hottest:  
CHERI  
O'JAYS  
LUTHER VANDROSS  
BOOKER T.  
CHANGE

**WJLB/Detroit**  
J. Michael McKay

SOUL SONIC FORCE  
PAT METHENY GROUP  
Hottest:  
ASHFORD & SIMPSON  
RICK JAMES  
DAZZ BAND  
PATRICE RUSHEN  
TEMPTATIONS/JAMES

**WLTH/Gary**  
Dana Huskisson

SMITH & CLAYTON  
SYLVIA  
Hottest:  
GAP BAND  
BLOODSTONE  
RAY PARKER JR.  
ASHFORD & SIMPSON  
PATRICE RUSHEN

**WKWW/Grand Rapids**  
Frank Grant

JUNIOR  
TEDDY PENDERGRASS  
QUEEN  
ZZ HILL  
DENNIS BROWN  
HIGH INERGY  
SMITH & CLAYTON  
Hottest:  
DAZZ BAND  
RAY PARKER JR.  
DENIECE WILLIAMS  
PATRICE RUSHEN  
BLOODSTONE

**WTL/Indianapolis**  
Jay Johnson

FELIX & JARVIS  
MICHAEL WYCOFF  
SUPERIOR MOVEMENT  
SINNAMON  
O'BRYAN  
ONE WAY  
Hottest:  
CHERI  
SHALAMAR  
ATLANTIC STARR  
DENIECE WILLIAMS  
O'JAYS

**WLUM/Milwaukee**  
Jack Randall

FAT LARRY'S BAND  
Hottest:  
PATRICE RUSHEN  
DENNIS BROWN  
ASHFORD & SIMPSON  
RICHARD D. FIELDS  
MCCARTNEY/WONDER

**KAEZ/Oklahoma City**  
Lee Simpson

CARRIE LUCAS  
LTD  
CANDELA  
HEATWAVE  
RANDY CRAWFORD  
IRENE CARA  
WAR  
B.B. KING  
BOBBY WALKER  
MAGIC LADY  
Hottest:  
ONE WAY  
CHERI  
DAZZ BAND  
RAY PARKER JR.  
LAKESIDE

**WWS/Saginaw, MI**  
Kernth Crockett

EDWIN BIRDSONG  
Hottest:  
DAZZ BAND  
CAMEO  
RJ'S LATEST ARRIV  
PLEASURE  
GAP BAND

**KMLM/St. Louis**  
Dick Edwards

QUEEN  
ASHFORD & SIMPSON  
Hottest:  
MCCARTNEY/WONDER  
DENIECE WILLIAMS  
O'BRYAN  
ATLANTIC STARR  
STEVIE WONDER

**WVOI/Toledo**  
Mass Myrick (J)

ONE WAY  
STEVIE WONDER  
HIGH INERGY  
DENIECE WILLIAMS  
THIRD WORLD  
RICK JAMES  
VALENTINE BROS.  
D TRAIN  
DENNIS BROWN  
Hottest:  
DAZZ BAND  
CHERI  
RAY PARKER JR.  
TEMPTATIONS/JAMES  
CAMEO

# JAZZ RADIO

## NATIONAL AIRPLAY/30

### May 21, 1982

- 1 JEFF LORBER/It's A Fact (Arista)
- 2 BEN SIDRAN/Old Songs... (Antilles/Island)
- 3 RAMSEY LEWIS/Live At The Savoy (Columbia)
- 4 PATRICE RUSHEN/Straight From The Heart (Elektra)
- 5 FATHERS & SONS/Fathers & Sons (Columbia)
- 6 JEAN LUC-PONTY/Mystical Adventure (Atlantic)
- 7 DAN SIEGEL/Dan Siegel (Elektra)
- 8 HEATH BROTHERS/Brotherly Love (Antilles/Island)
- 9 MAYNARD FERGUSON/Hollywood (Columbia)
- 10 GROVER WASHINGTON JR./Come Morning (Elektra)
- 11 FREDDIE HUBBARD/Ride Like The Wind (Musician/Elektra)
- 12 LEE RITENOUR/Rio (Musician/Elektra)
- 13 GEORGE DUKE/Dream On (Epic)
- 14 MICHAEL FRANKS/Objects Of Desire (WB)
- 15 FUSE ONE/Silk (CTI)
- 16 ERNIE WATTS/Chariots of Fire (Qwest/WB)
- 17 ROY AYERS/Feeling Good (Polydor/PolyGram)
- 18 WEATHER REPORT/Weather Report (ARC/Columbia)
- 19 CHARLES EARLAND/Earland's Jam (Columbia)
- 20 SONNY ROLLINS/No Problem (Milestone/Fantasy)
- 21 MILES DAVIS/We Want Miles (Columbia)
- 22 JUDY ROBERTS/Nights In Brazil (Inner City)
- 23 TANIA MARIA/Taurus (Concord)
- 24 AZYMUTH/Telecommunication (Milestone/Fantasy)
- 25 AL JARREAU/Breakin' Away (WB)
- 26 EARL KLUGH/Crazy For You (Liberty)
- 27 GEORGE BENSON/Collection (WB)
- 28 PAT METHENY GROUP/Offramp (ECM/WB)
- 29 GRIFFITH PK. COLLECTION/Various Artists (Musician/Elektra)
- 30 PHIL UPCHURCH/Free & Easy (JAM)

**JAZZ REPORTING STATIONS:** WYBC/New Haven, CT, Tom Streisguth; WYRS/Stamford, CT, Rick Petrone; KSAX/Dallas Ft. Worth, TX, Bob Stewart; WDBS/Durham, NC, Rob Gringle; WBBY/Columbus, OH, Terry Wilson; WJZZ/Detroit, MI, John Hill; KTWN/Minneapolis, MN, Tom Pollasero; WXFM/Chicago, IL, Jim Walsh; KJAZ/San Francisco, CA, Dick Conte; KJZZ/Denver, CO, Ira Gordon; KJZZ/Seattle, WA, Jeff Hanley.

(J) Black reporters also contributing to Jazz chart.

# BACK TO THE SOURCE!

"THE SURVIVAL OF BLACK RADIO"

"THE WORLD BLACK MUSIC MARKET"

"BLACK RETAILERS"

"THE CHARTS"

"AUDIO-VISUAL PRODUCTION: BLACK SURVIVAL IN AN INFORMATION SOCIETY"

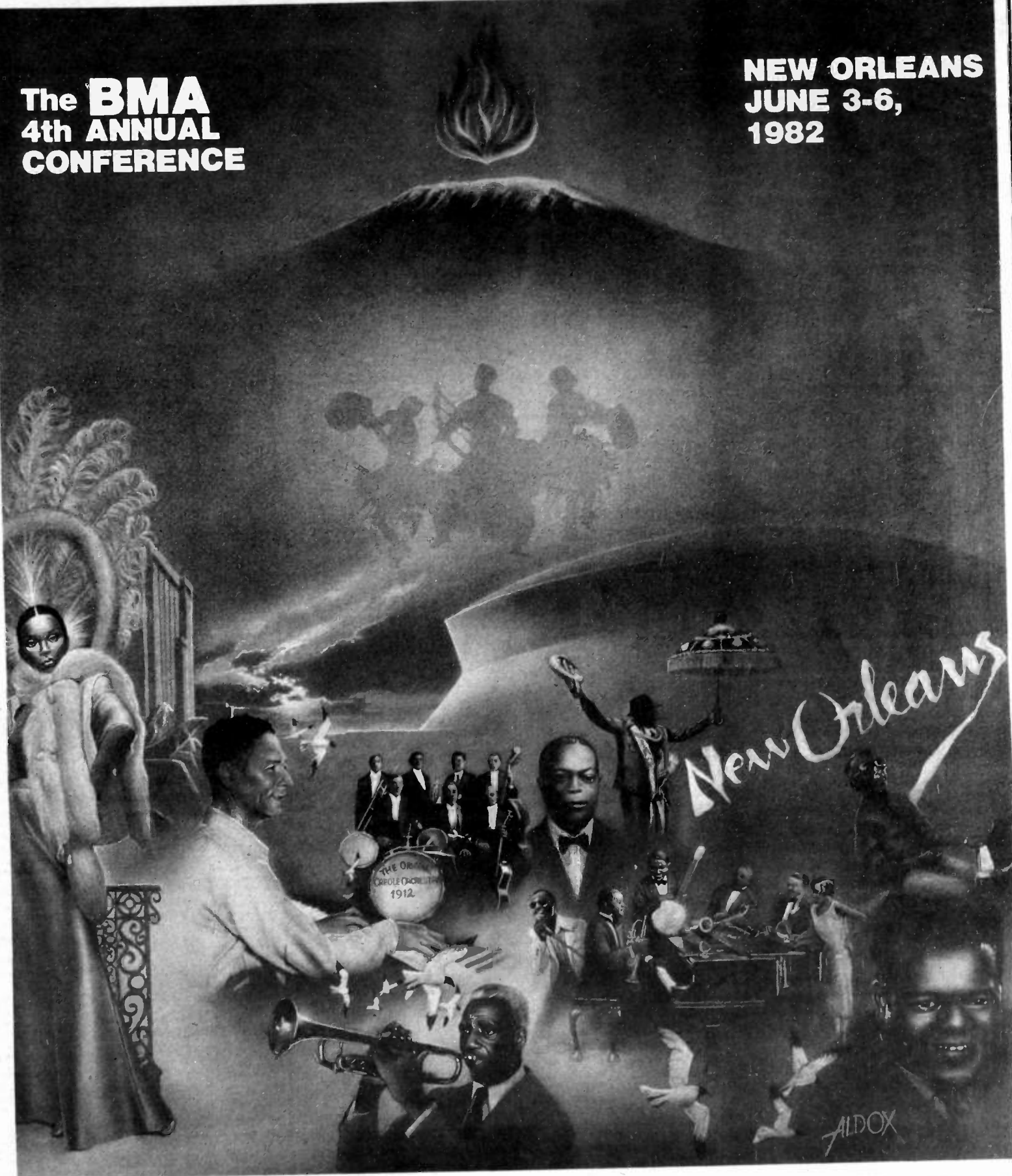
"THE ROOTS OF SOUL"

BAHAMA NIGHTS

"BLACK ARTISTRY/BLACK MUSIC"

## The **BMA** 4th ANNUAL CONFERENCE

**NEW ORLEANS**  
**JUNE 3-6,**  
**1982**



**SURVIVAL:  
EXPAND  
THE  
BLACK  
MUSIC  
MARKET**

### BLACK MUSIC ASSOCIATION 4TH ANNUAL CONFERENCE REGISTRATION FORM

**NEW ORLEANS, LA**  
**JUNE 3-6, 1982**  
**New Orleans**  
**Hilton**

Make checks payable to BMA  
Return to: **Black Music Association**  
**1500 Locust Street/Suite 1905**  
**Philadelphia, PA 19102**  
**(215) 545-8600**

**PRE-REGISTRATION THROUGH MAY 21**  
General \$150 · Radio/Retailers \$100 · Students/Spouse \$75  
**LATE REGISTRATION MAY 22 (or at the door)**  
General \$200 · Radio/Retailers \$150 · Students/Spouse \$100

Name \_\_\_\_\_ Company Name \_\_\_\_\_  
Mailing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Telephone # \_\_\_\_\_  
Name \_\_\_\_\_ Membership Division \_\_\_\_\_ Registration Fee \_\_\_\_\_

Conference Registrants (If additional space is required, please use your letterhead and attach to this form)

Hotel Reservations Required  Yes  No (If yes, contact New Orleans Hilton (504) 561-0500)

Late Registration valid by cash or money order. No refunds for cancellations after May 21, 1982.

**THIS FORM MUST BE RETURNED, ALONG WITH YOUR FEES, NO LATER THAN MAY 21, 1982.**











**CHR**  
Parallel One Playlists

**94FM WKTI**  
Milwaukee  
PD: B.J. Hunter  
MD: John Grant

**WEST**  
San Diego  
PD: Glen McCartney  
MD: Gene Knight

**KFMB-FM**  
Phoenix  
PD: Steve Rivers  
MD: Chaz Kelley

**KCNR FM 97**  
Portland  
PD: Richard Harker  
MD: Trevlyn Holdridge

**FM 104**  
Phoenix  
PD: Randy Stewart  
MD: Steve Goddard

**WV**  
Chicago  
PD: Richard Lippincott  
MD: Steve Penun

**WGL 98**  
Cleveland  
PD: Bob Travis  
Asst. PD & MD: Jay Stone

**100.7**  
Los Angeles  
PD: Paula Matthews  
MD: Robert Moorhead

**107.1**  
Denver  
PD: Doug Erikson  
MD: Gloria Avila

**610 of KFRC**  
San Francisco  
PD: Gerry Cagle  
MD: Kate Ingram

**KRLA 101**  
Los Angeles  
PD: Jack Roth  
MD: Rick Stancato

**800 CKLW**  
Detroit  
PD: Pat Holkay  
MD: Rosalee Trombley

**WLS**  
Chicago  
PD: Richard Lippincott  
MD: Steve Penun

**100.7**  
Los Angeles  
PD: Paula Matthews  
MD: Robert Moorhead

**KEZRock**  
San Jose 106.5 FM  
PD & MD: Bob Harlow

**KISFM**  
Los Angeles 102.7  
PD: Gerry De Francesco  
MD: Mike Schaefer

**95.5 KYUK**  
Seattle  
PD: Gary Ryan  
MD: Elvin Ichlyama

**Q102**  
Cincinnati  
PD: Jim Fox  
MD: Tony Galluzzo

**WLS**  
Chicago  
PD: Richard Lippincott  
MD: Steve Penun

**100.7 XTRA**  
San Diego  
PD: Jeff Hunter  
MD: Jim Richards

**64 KFI**  
Los Angeles  
PD: Tom Bigby  
MD: Roger Collins

**Q103FM KOAQ**  
Denver  
PD: Jack Regan  
MD: Alan Sledge

**101 FM**  
Los Angeles  
PD: Bob Hamilton  
MD: David Grossman

**WIO199**  
St. Paul  
PD: Bob Berglund  
MD: Phil Huston

**KBEQ**  
Kansas City  
PD & MD: Maja Britton

**KUBE 93 FM**  
Seattle  
PD: Charlie Brown  
MD: Tom Hutyler

**64 KFI**  
Los Angeles  
PD: Tom Bigby  
MD: Roger Collins

**Q103FM KOAQ**  
Denver  
PD: Jack Regan  
MD: Alan Sledge

**101 FM**  
Los Angeles  
PD: Bob Hamilton  
MD: David Grossman

(H) indicates one of the five "hottest" records on each Parallel One playlist.

1 RICK SPRINGFIELD/Don't Talk To Strangers  
2 HALL & GATES/Dig It In A Minute  
3 HALL & GATES/Dig It In A Minute  
4 HALL & GATES/Dig It In A Minute  
5 HALL & GATES/Dig It In A Minute  
6 HALL & GATES/Dig It In A Minute  
7 HALL & GATES/Dig It In A Minute  
8 HALL & GATES/Dig It In A Minute  
9 HALL & GATES/Dig It In A Minute  
10 HALL & GATES/Dig It In A Minute  
11 HALL & GATES/Dig It In A Minute  
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27 HALL & GATES/Dig It In A Minute  
28 HALL & GATES/Dig It In A Minute  
29 HALL & GATES/Dig It In A Minute  
30 HALL & GATES/Dig It In A Minute

1 RICK SPRINGFIELD/Don't Talk To Strangers  
2 HALL & GATES/Dig It In A Minute  
3 HALL & GATES/Dig It In A Minute  
4 HALL & GATES/Dig It In A Minute  
5 HALL & GATES/Dig It In A Minute  
6 HALL & GATES/Dig It In A Minute  
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28 HALL & GATES/Dig It In A Minute  
29 HALL & GATES/Dig It In A Minute  
30 HALL & GATES/Dig It In A Minute

1 RICK SPRINGFIELD/Don't Talk To Strangers  
2 HALL & GATES/Dig It In A Minute  
3 HALL & GATES/Dig It In A Minute  
4 HALL & GATES/Dig It In A Minute  
5 HALL & GATES/Dig It In A Minute  
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28 HALL & GATES/Dig It In A Minute  
29 HALL & GATES/Dig It In A Minute  
30 HALL & GATES/Dig It In A Minute

1 RICK SPRINGFIELD/Don't Talk To Strangers  
2 HALL & GATES/Dig It In A Minute  
3 HALL & GATES/Dig It In A Minute  
4 HALL & GATES/Dig It In A Minute  
5 HALL & GATES/Dig It In A Minute  
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27 HALL & GATES/Dig It In A Minute  
28 HALL & GATES/Dig It In A Minute  
29 HALL & GATES/Dig It In A Minute  
30 HALL & GATES/Dig It In A Minute

1 RICK SPRINGFIELD/Don't Talk To Strangers  
2 HALL & GATES/Dig It In A Minute  
3 HALL & GATES/Dig It In A Minute  
4 HALL & GATES/Dig It In A Minute  
5 HALL & GATES/Dig It In A Minute  
6 HALL & GATES/Dig It In A Minute  
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27 HALL & GATES/Dig It In A Minute  
28 HALL & GATES/Dig It In A Minute  
29 HALL & GATES/Dig It In A Minute  
30 HALL & GATES/Dig It In A Minute

**EAST**  
Most Added® Hottest  
Steve Miller Paul McCartney  
Blondie Ray Parker Jr.  
Toto

# CHR ADDS & HOTS

**SOUTH**  
Most Added® Hottest  
Steve Miller Paul McCartney  
J. Geils Band Toto  
Eye To Eye Asia

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

### PARALLEL TWO

#### WKEE/Huntington, WV

Gary Miller  
Blondie  
GREG KINN  
QUARTERFLASH  
JON & VANGELIS  
EYE TO EYE  
MONROES  
LESLIE PEARL  
DAZZ BAND  
HAIRCUT 100  
Hottest:  
TOTO 2-1  
ASIA 7-3  
DONNIE IRIS 6-5  
JOAN JETT 8-6  
JUICE NEWTON 24-15

#### WPST/Trenton, NJ

Tom Taylor  
BOW WOW WOW  
HAIRCUT 100  
J. GEILS BAND  
HUEY LEWIS & NEWS  
STEVE MILLER BAND  
QUARTERFLASH  
JOURNEY  
STEVE NICKS  
Hottest:  
ELTON JOHN 9-5  
FRANKE/KNOCKOUTS 11-6  
TOTO 16-11  
RAY PARKER JR. 20-13  
JOHN COUGAR 22-17

#### WTRY/Albany, NY

Bill Cahill  
JOURNEY  
STEVE NICKS  
KANSAS  
Hottest:  
MCCARTNEY/WONDER 1-1  
TOMMY TUNONE 6-3  
PAUL DAVIS 7-4  
HUMAN LEAGUE 17-9  
RAY PARKER JR. 16-11

#### WAEB/Albany, NY

Jefferson Ward  
DENIECE WILLIAMS  
PAUL MCCARTNEY  
STEVE WONDER  
ALABAMA  
EYE TO EYE  
HEART  
Hottest:  
MCCARTNEY/WONDER 5-1  
HUMAN LEAGUE 6-4  
SOFT CELL 23-14  
WILLIE NELSON 22-15  
MELISSA MANCHESTE 29-24

#### KC101/New Haven, CT

Danny Lyons  
STEVE NICKS  
NEIL DIAMOND  
STEVE WONDER  
ALABAMA  
Hottest:  
MCCARTNEY/WONDER 2-1  
RAY PARKER JR. 9-5  
WILLIE NELSON 12-7  
JUICE NEWTON 16-11  
TOTO 24-15

#### WFBZ/Baltimore, MD

Andy Szulinski  
BLONDIE  
LESLIE PEARL  
HEART  
STEVE NICKS  
Hottest:  
MCCARTNEY/WONDER 1-1  
WILLIE NELSON 2-2  
DENIECE WILLIAMS 4-4  
DAN FOGELBERG 11-5  
PATRICIE RUSHEN 19-10

#### WBLI/Long Island, NY

Bill Terry  
RAY PARKER JR.  
Hottest:  
MCCARTNEY/WONDER 1-1  
CHARLENE 4-3  
HALL & OATES 9-7  
ELTON JOHN 12-8  
DAN FOGELBERG 18-14

#### WTIC/FM/Hartford, CT

Rick Donahue  
WILLIE NELSON  
HEART  
DAZZ BAND  
STEVE WONDER  
Hottest:  
MCCARTNEY/WONDER 1-1  
HUMAN LEAGUE 8-5  
DENIECE WILLIAMS 10-6  
PATRICIE RUSHEN 29-20  
SOFT CELL 26-24

#### Q108/York, PA

Dan Steele  
QUEEN  
J. GEILS BAND  
HUEY LEWIS & NEWS  
ALABAMA  
Hottest:  
MCCARTNEY/WONDER 1-1  
RAY PARKER JR. 9-5  
LBB 8-6  
TOTO 21-14  
CHEP! 22-19

#### WHFM/Rochester, NY

Aimee Peck  
ALABAMA  
NEIL DIAMOND  
FOREIGNER  
EYE TO EYE  
LESLIE PEARL  
SOFT CELL  
HEART  
ROBERTA FLACK  
MOTELS  
Hottest:  
MCCARTNEY/WONDER 1-1  
RAY PARKER JR. 6-3  
ASIA 15-10  
TOTO 16-11  
DONNIE IRIS 18-12

#### K104/Erie, PA

Bill Shannon  
LAURA BRANIGAN  
DENIECE WILLIAMS  
WARMICK & MATHIS  
Hottest:  
SOFT CELL 1-1  
FOREIGNER 3-2  
TOMMY TUNONE 8-4  
MCCARTNEY/WONDER 9-7  
JON & VANGELIS 20-16

#### V100/Charleston, WV

Jay Jarvis  
ALABAMA  
HEART  
Hottest:  
MCCARTNEY/WONDER 1-1  
ELTON JOHN 4-2  
RAY PARKER JR. 6-4  
SIMON & GARFUNKEL 7-5  
JUICE NEWTON 24-12

#### WKRZ-FM/Wilkes-Barre, PA

Jim Rising  
WARMICK & MATHIS  
VAN HALEN  
STEVE MILLER BAND  
QUARTERFLASH  
JOURNEY  
STEVE NICKS  
Hottest:  
MCCARTNEY/WONDER 1-1  
ASIA 2-2  
RAY PARKER JR. 7-4  
TOTO 9-7  
38 SPECIAL 13-8

#### Q2LY/Albany, NY

Jack Lawrence  
HUEY LEWIS & NEWS  
MOTELS  
STEVE NICKS  
SOFT CELL  
Hottest:  
CHARLENE 1-1  
RAY PARKER JR. 9-5  
HUMAN LEAGUE 10-7  
TOTO 12-8  
ASIA 18-10

#### WDRS-FM/Hartford, CT

Paul Roberts  
CHERI  
RONNIE MILSAP  
PATRICIE RUSHEN  
HEART  
NEIL DIAMOND  
BETTIE HIGGINS  
DAZZ BAND  
SOFT CELL  
Hottest:  
MCCARTNEY/WONDER 2-1  
ASIA 13-3  
HUMAN LEAGUE 10-5  
RAY PARKER JR. 16-9  
WILLIE NELSON 29-12

#### WRCK/Utica, NY

Jim Reitz  
J. GEILS BAND  
QUARTERFLASH  
AMBROSIA  
Hottest:  
MCCARTNEY/WONDER 2-1  
ASIA 3-2  
TOTO 12-5  
JOAN JETT 10-6  
JOHN COUGAR 20-15

#### JWT/Binghamton, NY

Scott Michaels  
BLONDIE  
STEVE MILLER BAND  
QUARTERFLASH  
CHEAP TRICK  
Hottest:  
MCCARTNEY/WONDER 2-1  
TOTO 12-5  
ALDO NOVA 10-8  
ASIA 16-12  
QUEEN 15-13

#### WPHD/Buffalo, NY

Moore/Piccolo  
STEVE MILLER BAND  
RICK SPRINGFIELD  
BLONDIF  
A FLOCK OF SEAGUL  
LE ROUX  
Hottest:  
MCCARTNEY/WONDER 1-1  
QUEEN 8-5  
RAINBOW 12-9  
TOTO 16-12  
VAN HALEN 15-13

#### WLAN/FM/Lancaster, PA

Dave Russell  
Hottest:  
MCCARTNEY/WONDER 1-1  
RAY PARKER JR. 4-4  
HUMAN LEAGUE 8-8  
SOFT CELL 9-9  
TOTO 12-12

#### WYCR/Hanover, York, PA

J.J. Randolph  
ROBERTA FLACK  
DENIECE WILLIAMS  
VAN HALEN  
Hottest:  
MCCARTNEY/WONDER 6-1  
RAY PARKER JR. 5-4  
HUMAN LEAGUE 15-9  
TOTO 17-13  
JOHN COUGAR 23-19

### PARALLEL THREE

#### WCIR/Beckley, WV

Jim Martin  
EYE TO EYE  
GREG KINN  
J. GEILS BAND  
SOFT CELL  
STEVE WONDER  
Hottest:  
WILLIE NELSON 2-1  
MCCARTNEY/WONDER 4-2  
JOHN COUGAR 19-8  
JOAN JETT 17-9  
38 SPECIAL 26-17

#### WFBQ/Altoona, PA

Tony Booth  
STEVE MILLER BAND  
SOFT CELL  
EYE TO EYE  
Hottest:  
RAY PARKER JR. 4-1  
MCCARTNEY/WONDER 2-2  
HUMAN LEAGUE 8-5  
TOTO 12-7  
QUEEN 14-8

#### WQVY/Bangor, ME

Jim Randall  
Hottest:  
RICK SPRINGFIELD 1-1  
MCCARTNEY/WONDER 2-2  
CHI-LITES 3-3  
ROBERTA FLACK 4-4  
RAY PARKER JR. 9-9

#### WJBO/Portland, ME

Brian Phoenix  
ROBERTA FLACK  
PATRICIE RUSHEN  
HEART  
RONNIE MILSAP  
JOURNEY  
HAIRCUT 100  
STEVE MILLER BAND  
Hottest:  
ELTON JOHN 1-1  
MCCARTNEY/WONDER 3-2  
RAY PARKER JR. 11-3  
HUMAN LEAGUE 8-6  
JOHN COUGAR 30-15

#### WTSN/Dover, NH

Jim Sebastian  
STEVE MILLER BAND  
BOW WOW WOW  
HAIRCUT 100  
BLONDIF  
PATRICIE RUSHEN  
NEIL DIAMOND  
Hottest:  
MCCARTNEY/WONDER 1-1  
RAY PARKER JR. 4-2  
ELTON JOHN 9-4  
FRANKE/KNOCKOUTS 11-8  
WILLIE NELSON 20-9

#### WIGY/Bath, ME

Willie Mitchell  
VAN HALEN  
J. GEILS BAND  
JOURNEY  
AMBROSIA  
Hottest:  
MCCARTNEY/WONDER 1-1  
TOMMY TUNONE 2-2  
ASIA 7-3  
TOTO 19-10  
38 SPECIAL 78-18

#### 96XII/Parkersburg, WV

Terry Lee Collins  
STEVE MILLER BAND  
LAURA BRANIGAN  
WILLIE NELSON  
PATRICIE RUSHEN  
Hottest:  
CDB 2-1  
ALDO NOVA 18-11  
RAY PARKER JR. 27-16  
JOURNEY 36-27  
JOAN JETT 39-30

#### WACZ/Bangor, ME

Michael O'Hara  
STEVE MILLER BAND  
Hottest:  
MCCARTNEY/WONDER 2-1  
RAY PARKER JR. 3-2  
ASIA 8-6  
TOTO 15-8  
LBB 14-9

#### WZYQ/Fredenck, ND

Kamosabi Joe  
AMBROSIA  
BLONDIE  
STARS ON 45  
STEVE MILLER BAND  
HUEY LEWIS & NEWS  
Hottest:  
MCCARTNEY/WONDER 1-1  
TOTO 11-5  
ELTON JOHN 13-6  
RAY PARKER JR. 23-11  
JUICE NEWTON 4-23

#### WOMP-FM/Bellaire, OH

Jolene Baller  
HUEY LEWIS & NEWS  
BLONDIE  
QUARTERFLASH  
J. GEILS BAND  
JOURNEY  
SOFT CELL  
RONNIE MILSAP  
VAN HALEN  
Hottest:  
HUMAN LEAGUE 7-1  
MCCARTNEY/WONDER 3-2  
RAY PARKER JR. 13-7  
LOVERBOY 25-10  
TOTO 29-23

#### WHEB/Portsmouth, NH

Rick Bean  
MOTELS  
FOUR TOPS  
WARMICK & MATHIS  
Hottest:  
MCCARTNEY/WONDER 1-1  
ELTON JOHN 7-4  
RAY PARKER JR. 9-5  
TOTO 19-10  
LBB 15-11

#### WFEA/Manchester, NH

Keith Lemire  
BLONDIE  
KARLA BONOFF  
ALABAMA  
SOFT CELL  
GREG KINN  
MELISSA MANCHESTE  
Hottest:  
MCCARTNEY/WONDER 1-1  
HUMAN LEAGUE 9-4  
WILLIE NELSON 13-7  
JOHN COUGAR 18-13  
JUICE NEWTON 21-16

## SOUTH

### PARALLEL TWO

#### BJ108/Orlando, FL

Tom West  
ALABAMA  
MONROES  
CHEP  
SPLIT ENZ  
WILLIE NELSON  
BETTIE HIGGINS  
QUARTERFLASH  
Hottest:  
MCCARTNEY/WONDER 3-1  
HUMAN LEAGUE 9-4  
ASIA 12-7  
TOTO 20-10  
38 SPECIAL 26-19

#### KEEL/Shreveport, LA

Tom Kenny  
MELISSA MANCHESTE  
NEIL DIAMOND  
T.G. SHEPPARD  
Hottest:  
MCCARTNEY/WONDER 2-1  
DAN FOGELBERG 6-3  
ROBERTA FLACK 16-10  
EDDIE RABBITT 22-13  
RONNIE MILSAP 26-18

#### KTSA/San Antonio, TX

J.J. Rodriguez  
RONNIE MILSAP  
QUEEN  
Hottest:  
MCCARTNEY/WONDER 3-1  
WILLIE NELSON 10-7  
JOURNEY 11-11  
RAY PARKER JR. 17-12  
CONWAY TWITTY 26-20

#### KXX108/Birmingham, AL

Chris Trane  
Hottest:  
MCCARTNEY/WONDER 1-1  
HALL & OATES 4-4  
HUMAN LEAGUE 6-6  
DAN FOGELBERG 12-12  
RAY PARKER JR. 13-13

#### WAXY/FL/Lauderdale, FL

Rick Shaw  
HUMAN LEAGUE  
SHEENA EASTON  
ALABAMA  
STEVE WONDER  
NEIL DIAMOND  
Hottest:  
MCCARTNEY/WONDER 1-1  
SIMON & GARFUNKEL 7-2  
DAN FOGELBERG 16-5  
ROBERTA FLACK 10-6  
WILLIE NELSON 20-11

#### WAYS/Charlotte, NC

Lou Simon  
STEVE WONDER  
STEVE MILLER BAND  
BLONDIE  
J. GEILS BAND  
Hottest:  
GO GO'S 1-1  
RAY PARKER JR. 4-3  
HUMAN LEAGUE 5-4  
MCCARTNEY/WONDER 7-5  
TOTO 9-6

#### WBBQ/Augusta, GA

Bruce Stevens  
SPLIT ENZ  
LESLIE PEARL  
BLONDIE  
Hottest:  
MCCARTNEY/WONDER 1-1  
HUMAN LEAGUE 4-2  
ASIA 11-6  
TOTO 17-9  
RICHARD D. FIELDS 20-10

#### WFMF/Baton Rouge, LA

Rice/Watkins  
STEVE WONDER  
HUEY LEWIS & NEWS  
KANSAS  
Hottest:  
MCCARTNEY/WONDER 2-1  
TOTO 12-7  
TOMMY TUNONE 15-10  
JOAN JETT 19-14  
38 SPECIAL 30-25

#### WGH/Norfolk, VA

Bob Canada  
OAK RIDGE BOYS  
BLONDIE  
SOFT CELL  
CHEP  
HAIRCUT 100  
JON & VANGELIS  
Hottest:  
MCCARTNEY/WONDER 1-1  
ROBERTA FLACK 4-3  
WILLIE NELSON 5-4  
EDDIE RABBITT 13-5  
JUICE NEWTON 10-7

#### WJDK/Jackson, MS

Bill Crews  
J. GEILS BAND  
FOUR TOPS  
HUEY LEWIS & NEWS  
Hottest:  
MCCARTNEY/WONDER 3-1  
WILLIE NELSON 2-2  
RAY PARKER JR. 1-3  
TOTO 9-6  
FRANKE/KNOCKOUTS 14-8

#### WTIX/New Orleans, LA

Gary Franklin  
ALDO NOVA  
QUEEN  
38 SPECIAL  
JUICE NEWTON  
JOAN JETT  
Hottest:  
MCCARTNEY/WONDER 1-1  
FRANKE/KNOCKOUTS 23-17  
JOHN COUGAR 34-23  
STEVE NICKS 8-2  
RONNIE MILSAP 40-26

#### Y103/Jacksonville, FL

Robert John  
JOURNEY  
MOTELS  
ALABAMA  
Hottest:  
MCCARTNEY/WONDER 7-1  
RAY PARKER JR. 8-4  
TOMMY TUNONE 10-8  
WILLIE NELSON 12-11  
TOTO 13-12

#### WRVQ/Richmond, VA

Bill Thomas  
RAY PARKER JR.  
J. GEILS BAND  
Hottest:  
MCCARTNEY/WONDER 5-1  
ASIA 8-3  
GENESIS 13-5  
CDB 15-9  
38 SPECIAL 19-13

#### FM100/Memphis, TN

Garry Wall  
DAZZ BAND  
JOURNEY  
EYE TO EYE  
Hottest:  
MCCARTNEY/WONDER 1-1  
WILLIE NELSON 5-2  
DENIECE WILLIAMS 17-12  
ROBERTA FLACK 20-14

#### WSKZ/Chattanooga, TN

David Carroll  
STEVE NICKS  
JON & VANGELIS  
GREG KINN  
EYE TO EYE  
Hottest:  
MCCARTNEY/WONDER 1-1  
RAY PARKER JR. 4-2  
DAN FOGELBERG 10-4  
TOTO 11-8  
JOAN JETT 20-17

#### KINT/El Paso, TX

Jim Zippo  
NEIL DIAMOND  
SOFT CELL  
PATRICIE RUSHEN  
BONNIE RAITT  
SHAKIN' STEVENS  
VAN HALEN  
STEVE MILLER BAND  
Hottest:  
MCCARTNEY/WONDER 2-1  
JOAN JETT 5-2  
LOVERBOY 6-3  
ASIA 9-4  
QUEEN 10-7

#### KX104/Nashville, TN

Jon Anthony  
MOTELS  
HEART  
J. GEILS BAND  
Hottest:  
MCCARTNEY/WONDER 1-1  
TOMMY TUNONE 9-4  
TOTO 13-5  
HUMAN LEAGUE 10-7  
LBB 14-9

#### KJ100/Louisville, KY

Dave McCann  
STEVE NICKS  
HUEY LEWIS & NEWS  
RAY PARKER JR.  
BETTIE HIGGINS  
Hottest:  
MCCARTNEY/WONDER 1-1  
HALL & OATES 7-4  
ROBERTA FLACK 8-5  
LBB 18-13  
TOTO 19-15

#### KHFJ/Austin, YX

Ed Volkman  
STEVE NICKS  
SOFT CELL  
ALABAMA  
RAINBOW  
Hottest:  
MCCARTNEY/WONDER 1-1  
TOTO 9-5  
JOAN JETT 10-8  
ASIA 13-10  
JOHN COUGAR 21-12

#### KBFM/McAllen-Brownsville, TX

Steve Owens  
KARLA BONOFF  
RONNIE MILSAP  
STEVE WONDER  
HUEY LEWIS & NEWS  
WARMICK & MATHIS  
Hottest:  
RICK SPRINGFIELD 1-1  
LBB 12-6  
LOVERBOY 14-7  
JOAN JETT 19-10  
ASIA 20-11

#### G100/Mobile, AL

Scott Griffith  
ALABAMA  
MOTELS  
J. GEILS BAND  
ROBERTA FLACK  
VAN HALEN  
QUARTERFLASH  
JOURNEY  
Hottest:  
MCCARTNEY/WONDER 3-1  
HUMAN LEAGUE 4-2  
TOTO 10-8  
ASIA 13-9  
LOVERBOY 20-14

#### CK101/Cocoa Beach, FL

Mike Lowe  
QUARTERFLASH  
STEVE NICKS  
NEIL DIAMOND  
JON & VANGELIS  
J. GEILS BAND  
Hottest:  
MCCARTNEY/WONDER 4-1  
JOAN JETT 10-7  
ASIA 19-13  
TOTO 23-14  
HUMAN LEAGUE 26-19

#### WSEZ/Winston-Salem, NC

Bob Mahoney  
DAZZ BAND  
WARMICK & MATHIS  
KARLA BONOFF  
OAK RIDGE BOYS  
LESLIE PEARL  
BLONDIE  
HUEY LEWIS & NEWS  
STEVE NICKS  
Hottest:  
HALL & OATES 3-1  
MCCARTNEY/WONDER 9-5  
TOTO 21-17  
JUICE NEWTON 33-26  
JOAN JETT D-2R

#### KSET-FM/El Paso, TX

Kris Van Dyke  
QUARTERFLASH  
AMBROSIA  
BONNIE RAITT (dp)  
Hottest:  
TOTO 3-1  
MOTELS 14-7  
38 SPECIAL 13-8  
KANSAS 18-11  
VAN HALEN 22-15

#### 897/New Orleans, LA

Shomby/Volpe  
STEVE MILLER BAND  
STEVE NICKS  
ELTON JOHN  
ALDO NOVA  
Hottest:  
TOMMY TUNONE 1-1  
QUEEN 10-6  
JOAN JETT 21-14  
SOFT CELL 22-18  
TOTO 26-22

#### WOKI/Knoxville, TN

Gary Adkins  
SOFT CELL  
STEVE MILLER BAND  
JOURNEY  
BLONDIE  
HAIRCUT 100  
SPARKS  
MONROES  
Hottest:  
MCCARTNEY/WONDER 4-1  
ASIA 11-5  
JOHN COUGAR 18-14  
TOTO 21-18  
JUICE NEWTON 25-21

#### WCSC/Charleston, SC

Chris Bailey  
SOFT CELL  
STEVE WONDER  
DR. HOOK  
MONROES  
EYE TO EYE  
JOHN SCHNEIDER  
LESLIE PEARL  
MEN AT WORK  
GAP BAND  
Hottest:  
MCCARTNEY/WONDER 1-1  
HUMAN LEAGUE 3-2  
TOTO 9-5  
JUICE NEWTON 19-8  
ASIA 15-9

#### WBCY/Charlotte, NC

Bob Kagan  
J. GEILS BAND  
SPLIT ENZ  
HEART  
STEVE MILLER BAND  
Hottest:  
TOTO 2-1  
ASIA 5-3  
MOTELS 12-8  
EYE TO EYE 21-15  
JUICE NEWTON 24-18

#### WNAK-FM/Nashville, TN

Phil Stanley  
MELISSA MANCHESTE  
EYE TO EYE  
LESLIE PEARL  
QUARTERFLASH (dp)  
STEVE MILLER BAND (dp)  
J. GEILS BAND (dp)  
Hottest:  
MCCARTNEY/WONDER 1-1  
KARLA BONOFF 9-6  
HUMAN LEAGUE 9-5  
RONNIE MILSAP 22-13  
JUICE NEWTON 24-18

#### WHHY-FM/Montgomery, AL

Neil Harrison  
SOFT CELL  
J. GEILS BAND  
FOREIGNER  
JOURNEY  
HEART  
Hottest:  
MCCARTNEY/WONDER 1-1  
RAY PARKER JR. 2-2  
HUMAN LEAGUE 7-3  
JOHN COUGAR 11-7  
DAN FOGELBERG 18-12

#### WDOQ/Daytona Beach, FL

Rick Knight  
JOHN COUGAR  
EYE TO EYE  
Hottest:  
MCCARTNEY/WONDER 1-1  
WILLIE NELSON 7-2  
DAZZ BAND 20-3  
TOTO 4-4  
RICHARD D. FIELDS 9-7

#### WZYP/Huntsville, AL

Scott Mitchell  
BETTIE HIGGINS  
KARLA BONOFF  
EYE TO EYE  
STEVE NICKS  
LE ROUX  
STEVE MILLER BAND  
Hottest:  
MCCARTNEY/WONDER 1-1  
RAY PARKER JR. 2-2  
ELTON JOHN 7-4  
HUMAN LEAGUE 9-5  
ASIA 12-6

#### KZFM/Corpus Christi, TX

John Steele  
SOFT CELL  
EYE TO EYE  
STEVE MILLER BAND  
GREG KINN  
JON & VANGELIS  
MONROES  
BOW WOW WOW  
VAN HALEN  
Hottest:  
MCCARTNEY/WONDER 1-1  
CHARLENE 2-2  
ROBERTA FLACK 5-3  
DONNIE IRIS 6-4  
LOVERBOY 7-5

#### KROK/Shreveport, LA

Harrison/Greer  
DAZZ BAND  
KARLA BONOFF  
HUEY LEWIS & NEWS  
Hottest:  
RAY PARKER JR. 7-1  
J. GEILS BAND 3-3  
TOTO 19-10  
ROBERTA FLACK 23-12  
DENIECE WILLIAMS 18-14

#### WSSX/Charleston, SC

Ashton/Martin  
SURVIVOR  
JOURNEY  
CHUBBY CHECKER  
STEVE MILLER BAND  
EYE TO EYE  
Hottest:  
ASIA 5-1  
38 SPECIAL 15-10  
LOVERBOY 18-13  
STRANGER 22-16

#### KLPO/Little Rock, AR

Steve Kelly  
KARLA BONOFF  
J. GEILS BAND  
HEART  
STEVE NICKS  
STEVE MILLER BAND  
Hottest:  
MCCARTNEY/WONDER 1-1  
RAY PARKER JR. 6-2  
TOMMY TUNONE 4-3  
TOTO 16-7  
ELTON JOHN 10-8

#### WQUT/Johnson City, TN



**MIDWEST**  
**Most Added Hottest**  
 Huey Lewis Paul McCartney  
 J. Geils Band Toto  
 Van Halen Asia

# CHR ADDS & HOTS

Music Key: (DPI) 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**  
 Blondie Paul McCartney  
 Alabama Human League  
 Soft Cell Toto

**MIDWEST**

**PARALLEL TWO**

82X/Columbus, OH  
 Teri Nutter

JUICE NEWTON  
 38 SPECIAL  
 KANSAS  
 Hottest:  
 MCCARTNEY/WONDER 1-1  
 TOMMY TUTONE 5-3  
 ASIA 15-10  
 RAY PARKER JR. 17-12  
 LRB 19-15

KIOA/Des Moines, IA  
 A.W. Pantoja

ALABAMA  
 J. GEILS BAND  
 NEIL DIAMOND  
 Hottest:  
 RICK SPRINGFIELD 1-1  
 MCCARTNEY/WONDER 3-2  
 BARRY MANILOW 9-5  
 FRANKIE/KNOCKOUTS 17-14  
 TOTO 20-18

KOFM/Oklahoma City, OK  
 Brock/Morgan

NEIL DIAMOND  
 KARLA BONOFF  
 HOTELS  
 HUEY LEWIS & NEWS  
 WARWICK & MATHIS  
 OAK RIDGE BOYS  
 Hottest:  
 MCCARTNEY/WONDER 1-1  
 HALL & OATES 12-8  
 TOTO 20-16  
 ASIA 24-19  
 RONNIE MILSAP 26-20

KRAV/Tulsa, OK  
 Gary Reynolds

STEVIE NICKS  
 LESLIE PEARL  
 DENIECE WILLIAMS  
 Hottest:  
 MCCARTNEY/WONDER 2-1  
 RICK SPRINGFIELD 6-4  
 TOTO 12-7  
 JUICE NEWTON 14-12  
 ROBERTA FLACK 20-13

KZ93/Peoria, IL  
 Keith Edwards

VAN HALEN  
 CHEAP TRICK  
 HUEY LEWIS & NEWS  
 Hottest:  
 MCCARTNEY/WONDER 2-1  
 GENESIS 5-2  
 JOAN JETT 7-6  
 38 SPECIAL 18-10  
 KANSAS 20-14

WGRD/Grand Rapids, MI  
 J.J. Duling

TOTO  
 RAY PARKER JR.  
 Hottest:  
 MCCARTNEY/WONDER 1-1  
 HUMAN LEAGUE 5-2  
 ASIA 8-6  
 TOTO A-8  
 RAY PARKER JR. A-15

WHOT/Youngstown, OH  
 Dick Thompson

KANSAS  
 HUEY LEWIS & NEWS  
 PATRICE RUSHEN  
 Hottest:  
 MCCARTNEY/WONDER 2-1  
 HUMAN LEAGUE 15-8  
 TOTO 17-12  
 WILLIE NELSON 21-14  
 JOHN COUGAR 29-24

WMEE/Fort Wayne, IN  
 John Curry

MOTELS  
 SOFT CELL  
 KARLA BONOFF  
 Hottest:  
 RAY PARKER JR. 4-2  
 HUMAN LEAGUE R-5  
 ASIA 12-8  
 QUEEN 18-12  
 TOTO 21-15

WNAP/Indianapolis, IN  
 Larry Mago

VAN HALEN  
 Hottest:  
 MCCARTNEY/WONDER 2-1  
 LRB 8-6  
 FRANKIE/KNOCKOUTS 11-8  
 TOTO 17-11  
 JOHN COUGAR 15-13

WNCI/Columbus, OH  
 Steve Edwards

WARWICK & MATHIS  
 KARLA BONOFF  
 ALABAMA  
 Hottest:  
 MCCARTNEY/WONDER 1-1  
 DAN FOGELBERG 6-2  
 ROBERTA FLACK 8-3  
 ELTON JOHN 9-5  
 SHEENA EASTON 13-8

WOW/Omaha, NB  
 Michael Shane

WILLIE NELSON  
 HEART (dp)  
 HUEY LEWIS & NEWS (dp)  
 Hottest:  
 MCCARTNEY/WONDER 1-1  
 RICK SPRINGFIELD 4-2  
 LRB 5-3  
 TOTO 6-4  
 HUMAN LEAGUE 7-5

WVIC/East Lansing, MI  
 Jim St. John

MONROES  
 QUEEN  
 AMBROSIA  
 OAK RIDGE BOYS  
 LARRY ELGART & HI  
 Hottest:  
 MCCARTNEY/WONDER 1-1  
 RICK SPRINGFIELD 2-2  
 HALL & OATES 3-3  
 GORDON LIGHTFOOT 7-4  
 TOTO 18-14

KSTT/Devenport, IA  
 Bill Young

ALABAMA  
 HUEY LEWIS & NEWS  
 KARLA BONOFF  
 GREG KIHN  
 Hottest:  
 MCCARTNEY/WONDER 2-1  
 DAN FOGELBERG 6-4  
 LRB 10-6  
 RAY PARKER JR. 9-8  
 HUMAN LEAGUE 13-9

KEYN-FM/Wichita, KN  
 Terrie Springs

LOVERBOY  
 STEVIE WONDER  
 Hottest:  
 MCCARTNEY/WONDER 4-1  
 RAY PARKER JR. 9-4  
 TOTO 11-6  
 HUMAN LEAGUE 16-12  
 WILLIE NELSON 18-13

WYFM/Youngstown, OH  
 Jeff Tobin

HUMAN LEAGUE  
 Hottest:  
 MCCARTNEY/WONDER 2-1  
 TOMMY TUTONE 3-2  
 HUEY LEWIS & NEWS 6-4  
 CHARLENE 11-7  
 ASIA 13-8

WAKX/Duluth, MN  
 Dave Strandberg

LOVERBOY  
 NEIL DIAMOND  
 HEART  
 Hottest:  
 MCCARTNEY/WONDER 2-1  
 DAN FOGELBERG 6-3  
 ELTON JOHN 10-7  
 BARRY MANILOW 12-8  
 WILLIE NELSON 16-12

WNAM/Appleton-Oshkosh  
 Chris Calne

MELISSA MANCHESTE  
 SOFT CELL  
 OAK RIDGE BOYS  
 BLONDIE  
 CHEAP TRICK  
 J. GEILS BAND  
 FOREIGNER  
 Hottest:  
 MCCARTNEY/WONDER 1-1  
 HUMAN LEAGUE 13-8  
 TOTO 14-9  
 ASIA 15-10  
 DONNIE IRIS 16-12

WGBF/Evanville, IN  
 Kevin Carpenter

TOTO  
 WARWICK & MATHIS  
 NEIL DIAMOND  
 ALABAMA  
 MELISSA MANCHESTE  
 LRB  
 Hottest:  
 MCCARTNEY/WONDER 1-1  
 DAN FOGELBERG 2-2  
 SIMON & GARFUNKEL 6-3  
 WILLIE NELSON 8-5  
 SHEENA EASTON 12-7

WZOK/Rockford, IL  
 Mr. Ed

WILLIE NELSON  
 HUEY LEWIS & NEWS  
 Hottest:  
 RAY PARKER JR. 4-1  
 TOTO 11-5  
 LRB 7-6  
 FRANKIE/KNOCKOUTS 8-7  
 HUMAN LEAGUE 13-8

Z104/Medison, WI  
 Little Hudson

PATRICE RUSHEN  
 BLONDIE  
 EYE TO EYE  
 RAINBOW  
 Hottest:  
 MCCARTNEY/WONDER 1-1  
 TOTO 12-5  
 JUICE NEWTON 15-9  
 ASIA 20-11  
 JOHN COUGAR 21-16

WLYT/Cleveland, OH  
 Scott "Smoker" Howitt

LRB  
 DAN FOGELBERG  
 FOREIGNER  
 VAN HALEN  
 POLICE  
 Hottest:  
 MCCARTNEY/WONDER 1-1  
 ASIA 14-4  
 RAY PARKER JR. 18-5  
 TOTO 21-13  
 QUEEN 28-18

KMGK/Des Moines, IA  
 Michael Stone

VAN HALEN  
 J. GEILS BAND  
 STEVIE NICKS  
 Hottest:  
 MCCARTNEY/WONDER 1-1  
 ASIA 2-2  
 SOFT CELL 9-7  
 KIM WILDE 21-16  
 SCORPIONS D-26

U93/South Bend, IN  
 J.K. Dearing

HUMAN LEAGUE  
 LRB  
 Hottest:  
 MCCARTNEY/WONDER 1-1  
 TOMMY TUTONE 3-2  
 J. GEILS BAND 5-4  
 RAY PARKER JR. 8-5  
 FRANKIE/KNOCKOUTS 17-13

WDJX/Dayton, OH  
 Joe Dawson

TOTO  
 RONNIE MILSAP  
 Hottest:  
 CHARLENE 1-1  
 MCCARTNEY/WONDER 3-2  
 HALL & OATES 5-3  
 WILLIE NELSON 7-6  
 RAY PARKER JR. 13-8

WKDQ/Evansville, IN  
 Hobbs/Payne

HUMAN LEAGUE (RA)  
 STEVIE WONDER  
 HEART  
 Hottest:  
 MCCARTNEY/WONDER 1-1  
 RAY PARKER JR. 5-2  
 ALABAMA 9-6  
 TOTO 17-10  
 JUICE NEWTON 22-17

WJXQ/Jackson, MI  
 Ryan/Cheeks

GREG KIHN  
 QUEEN  
 AMBROSIA  
 JOURNEY  
 STEVIE NICKS  
 Hottest:  
 ASIA 1-1  
 KANSAS 15-13  
 QUARTERFLASH 22-14  
 FOREIGNER 20-15  
 J. GEILS BAND 30-16

KKQK/Omaha, NB  
 Jay Taylor

LOVERBOY  
 J. GEILS BAND  
 HEART  
 SOFT CELL  
 Hottest:  
 MCCARTNEY/WONDER 1-1  
 HUMAN LEAGUE 6-3  
 TOTO 10-6  
 QUEEN 19-11  
 JOHN COUGAR 16-13

KIKK/Devenport, IA  
 Chuck Kling

HEART  
 FOREIGNER  
 MOTELS  
 KIM WILDE  
 WARWICK & MATHIS  
 Hottest:  
 MCCARTNEY/WONDER 3-1  
 HUMAN LEAGUE 13-10  
 ASIA 21-11  
 TOTO 33-21  
 JOAN JETT 35-24

WZZR/Grand Rapids, MI  
 Brian Thomas

J. GEILS BAND  
 ALABAMA  
 NEIL DIAMOND  
 DENIECE WILLIAMS  
 PATRICE RUSHEN  
 Hottest:  
 MCCARTNEY/WONDER 1-1  
 HUMAN LEAGUE 9-2  
 TOTO 12-5  
 RAY PARKER JR. 14-6  
 ASIA 25-13

WVFR/Kalamazoo, MI  
 Jack Swart

HEART  
 HUEY LEWIS & NEWS  
 JON & VANGELIS  
 FOREIGNER  
 KANSAS  
 Hottest:  
 MCCARTNEY/WONDER 1-1  
 TOTO 12-5  
 JUICE NEWTON 15-9  
 ASIA 20-11  
 JOHN COUGAR 21-16

WVZY/Waterloo, IA  
 Drew Bentley

TOTO  
 WILLIE NELSON  
 JOHN COUGAR  
 ALABAMA  
 Hottest:  
 MCCARTNEY/WONDER 2-1  
 RAY PARKER JR. 4-3  
 ELTON JOHN 6-4  
 HUMAN LEAGUE 10-6  
 DAN FOGELBERG 11-8

WAZY-FM/Lafayette, IN  
 Bob Leonard

LE ROUX  
 JON & VANGELIS  
 MELISSA MANCHESTE  
 NEIL DIAMOND  
 CHUBBY CHECKER  
 Hottest:  
 RAY PARKER JR. 2-1  
 TOTO 7-3  
 JOHN COUGAR 11-7  
 ASIA 15-9  
 JUICE NEWTON 20-12

KRNA/Iowa City, IA  
 Bart Goynahor

STEVIE MILLER BAND  
 JOURNEY  
 QUARTERFLASH  
 MEN AT WORK (dp)  
 AMBROSIA (dp)  
 A FLOCK OF SEAGUL (dp)  
 Hottest:  
 RAY PARKER JR. 1-1  
 ASIA 4-3  
 TOTO 7-4  
 LOVERBOY 9-6  
 ALDO NOVA 11-7

**PARALLEL THREE**

KFYR/Blairmerck, ND  
 Dan Brannan

NEIL DIAMOND  
 AMBROSIA  
 Hottest:  
 MCCARTNEY/WONDER 2-1  
 WILLIE NELSON 6-3  
 TOTO 11-8  
 DONNIE IRIS 18-11  
 JOAN JETT 17-13

KKLS/Rapid City  
 Sherwin/Piper

KARLA BONOFF  
 ROBERTA FLACK  
 J. GEILS BAND  
 JETHRO TULL  
 Hottest:  
 MCCARTNEY/WONDER 4-1  
 LRB 5-3  
 DAN FOGELBERG 9-5  
 TOTO 12-8  
 RAY PARKER JR. 24-18

WRKR/Racine, WI  
 Steve Warren

STEVIE NICKS  
 BUCKNER & GARCIA  
 ALABAMA  
 CHEAP TRICK  
 Hottest:  
 RICK SPRINGFIELD 1-1  
 RAY PARKER JR. 10-6  
 WILLIE NELSON 15-9  
 HUMAN LEAGUE 14-10  
 ASIA 22-14

WSPT/Stevens Point, WI  
 Fuhr/Stage

J. GEILS BAND  
 JOURNEY  
 STEVIE NICKS  
 BLONDIE  
 EYE TO EYE  
 Hottest:  
 MCCARTNEY/WONDER 1-1  
 HUMAN LEAGUE 3-2  
 ASIA 14-5  
 RAY PARKER JR. 13-8  
 TOTO 15-12

WTRU/Muskegon, WI  
 Larry Oliek

STEVE MILLER BAND  
 ALABAMA  
 J. GEILS BAND  
 SPARKS  
 MONROES  
 QUARTERFLASH  
 Hottest:  
 MCCARTNEY/WONDER 2-1  
 RICK SPRINGFIELD 1-2  
 TOTO 16-8  
 ASIA 18-13  
 MOTELS 28-24

KDVV/Topeka, KS  
 Tony Stewart

HUEY LEWIS & NEWS  
 WILLIE NELSON  
 Hottest:  
 MCCARTNEY/WONDER 4-1  
 TOTO 8-2  
 HUMAN LEAGUE 5-4  
 ASIA 14-6  
 DONNIE IRIS 11-8

KELO/Sioux Falls, SD  
 Merc Elliot

QUEEN  
 SHEENA EASTON  
 RONNIE MILSAP  
 NEIL DIAMOND  
 DENIECE WILLIAMS  
 Hottest:  
 MCCARTNEY/WONDER 1-1  
 TOMMY TUTONE 4-4  
 ASIA 8-5  
 TOTO 15-12  
 RAY PARKER JR. 21-16

KWLO/Waterloo, IA  
 Drew Bentley

TOTO  
 WILLIE NELSON  
 JOHN COUGAR  
 ALABAMA  
 Hottest:  
 MCCARTNEY/WONDER 2-1  
 RAY PARKER JR. 4-3  
 ELTON JOHN 6-4  
 HUMAN LEAGUE 10-6  
 DAN FOGELBERG 11-8

KJRB/Spokane, WA  
 Suda Coleman

STEVIE NICKS  
 STEVE MILLER BAND  
 QUARTERFLASH  
 ALABAMA  
 CHEAP TRICK  
 Hottest:  
 MCCARTNEY/WONDER 1-1  
 TOTO 10-5  
 LRB 15-10  
 DAN FOGELBERG 17-11  
 JOHN COUGAR 23-15

KRQ/Tucson, AZ  
 Guy Zapoleon

BLONDIE  
 ASIA  
 MOTELS  
 LOVERBOY  
 ALABAMA  
 GREG KIHN  
 Hottest:  
 MCCARTNEY/WONDER 1-1  
 TOTO 4-2  
 GENESIS 16-6  
 QUEEN 30-13  
 BLONDIE A-18

KQWB/Fargo, ND  
 Wayne Miller

RONNIE MILSAP  
 STEVIE NICKS  
 KANSAS  
 Hottest:  
 MCCARTNEY/WONDER 1-1  
 RAY PARKER JR. 7-3  
 TOTO 11-5  
 HUMAN LEAGUE 10-8  
 ASIA 12-9

WCIL-FM/Carbondale, IL  
 Tony Waltekus

VAN HALEN  
 J. GEILS BAND  
 NEIL DIAMOND  
 BOW WOW WOW  
 PINUPS  
 A FLOCK OF SEAGUL  
 Hottest:  
 MCCARTNEY/WONDER 1-1  
 CHARLENE 2-2  
 ASIA 19-8  
 KELLY HARIF 14-11  
 QUEEN 26-17

KFMZ/Columbia, MO  
 Steve Graziano

JETHRO TULL  
 VAN HALEN  
 QUARTERFLASH  
 Hottest:  
 TOTO 5-1  
 JOHN COUGAR 12-8  
 MOTELS 18-13  
 36 SPECIAL 22-17  
 KANSAS 25-20

99KG/Salina, KS  
 Denny Collier

KIM WILDE  
 VAN HALEN  
 WILLIE NELSON  
 EYE TO EYE  
 JOURNEY  
 ROBERTA FLACK  
 Hottest:  
 MCCARTNEY/WONDER 1-1  
 RAY PARKER JR. 6-3  
 TOTO 11-5  
 JOAN JETT 18-11  
 JOHN COUGAR 21-13

KKRC-FM/Sioux Falls, SD  
 Dan Kiley

HUEY LEWIS & NEWS  
 KANSAS  
 FOREIGNER  
 KIM WILDE  
 GREG KIHN  
 Hottest:  
 TOMMY TUTONE 1-1  
 PAUL DAVIS 2-2  
 HUMAN LEAGUE 6-4  
 TOTO 9-6  
 ASIA 10-8

KKXL/Grand Forks, ND  
 Gary Leigh

STEVIE NICKS  
 HUEY LEWIS & NEWS  
 SPLIT ENZ (dp)  
 VAN HALEN (dp)  
 GREG KIHN (dp)  
 Hottest:  
 ASIA 3-1  
 HUMAN LEAGUE 4-2  
 TOTO 6-4  
 LRB 11-7  
 JUICE NEWTON 20-12

KKXX/Grand Forks, ND  
 Gary Leigh

STEVIE NICKS  
 HUEY LEWIS & NEWS  
 SPLIT ENZ (dp)  
 VAN HALEN (dp)  
 GREG KIHN (dp)  
 Hottest:  
 ASIA 3-1  
 HUMAN LEAGUE 4-2  
 TOTO 6-4  
 LRB 11-7  
 JUICE NEWTON 20-12

**WEST**

**PARALLEL TWO**

KCPX/Salt Lake City, UT  
 Gary Waldron

STEVIE NICKS  
 STEVE MILLER BAND  
 REDDINGS  
 EYE TO EYE  
 SOFT CELL  
 PATRICE RUSHEN  
 BOW WOW WOW  
 VAN HALEN  
 SPLIT ENZ  
 Hottest:  
 MCCARTNEY/WONDER 3-1  
 HUMAN LEAGUE 10-6  
 RICHARD D. FIELDS 16-8  
 TOTO 23-16  
 JOAN JETT 29-24

KJRB/Spokane, WA  
 Suda Coleman

STEVIE NICKS  
 STEVE MILLER BAND  
 QUARTERFLASH  
 ALABAMA  
 CHEAP TRICK  
 Hottest:  
 MCCARTNEY/WONDER 1-1  
 TOTO 10-5  
 LRB 15-10  
 DAN FOGELBERG 17-11  
 JOHN COUGAR 23-15

KRQ/Tucson, AZ  
 Guy Zapoleon

BLONDIE  
 ASIA  
 MOTELS  
 LOVERBOY  
 ALABAMA  
 GREG KIHN  
 Hottest:  
 MCCARTNEY/WONDER 1-1  
 TOTO 4-2  
 GENESIS 16-6  
 QUEEN 30-13  
 BLONDIE A-18

KKXX/Bakersfield, CA  
 Squires/DeRoo

JOURNEY  
 RAINBOW  
 MOTELS  
 HUEY LEWIS & NEWS  
 STEVIE NICKS  
 STEVE MILLER BAND  
 Hottest:  
 MCCARTNEY/WONDER 2-1  
 SOFT CELL 13-6  
 KOO & THE GANG 12-8  
 JOHN COUGAR 17-11  
 KANSAS 30-18

KNBQ/Tacoma, WA  
 Bryan/Roberts

BLONDIE  
 QUARTERFLASH  
 DAZZ BAND  
 ALABAMA  
 MONROES  
 RAINBOW (dp)  
 Hottest:  
 MCCARTNEY/WONDER 1-1  
 TOTO 10-6  
 QUEEN 14-10  
 KOO & THE GANG 19-14  
 HEART 25-20

Y94/Fresno, CA  
 John McCorkle

WILLIE NELSON  
 SHEENA EASTON  
 Hottest:  
 MCCARTNEY/WONDER 2-1  
 TOTO 7-4  
 DAN FOGELBERG 14-10  
 HUMAN LEAGUE 17-11  
 RAY PARKER JR. 20-16

KLUC/Las Vegas, NV  
 Dave Van Stone

JOURNEY  
 HUEY LEWIS & NEWS  
 J. GEILS BAND  
 SOFT CELL  
 Hottest:  
 MCCARTNEY/WONDER 3-1  
 HUMAN LEAGUE 4-2  
 ELTON JOHN 5-3  
 LOVERBOY 7-5  
 TOTO 10-6

KYNO-FM/Fresno, CA  
 Walker/Davis

NEIL DIAMOND  
 DAN FOGELBERG  
 SOFT CELL  
 RAY PARKER JR.  
 Hottest:  
 TOM TOM CLUB 6-1  
 BAR-KAYS 9-6  
 MCCARTNEY/WONDER 16-7  
 RICHARD D. FIELDS 22-15  
 ONE WAY 24-16

FM102/Sacramento, CA  
 Billy Manders

DAZZ BAND  
 DENIECE WILLIAMS  
 ONE WAY  
 PATRICE RUSHEN  
 Hottest:  
 MCCARTNEY/WONDER 1-1  
 CHARLENE 11-5  
 RAY PARKER JR. 15-8  
 WILLIE NELSON 13-9  
 ATLANTIC STARR 19-13

KSPZ/Colorado Springs, CO  
 Mike Daniels

DONNIE IRIS  
 WILLIE NELSON  
 Hottest:  
 MCCARTNEY/WONDER 1-1  
 HALL & OATES 2-2  
 DAN FOGELBERG 5-3  
 RAY PARKER JR. 9-4  
 HUMAN LEAGUE 12-8

KKFM/Colorado Springs  
 Jack Hamilton

DAZZ BAND  
 PATRICE RUSHEN  
 EYE TO EYE  
 WEDDINGS  
 Hottest:  
 RICK SPRINGFIELD 1-1  
 TOMMY TUTONE 3-2  
 RAY PARKER JR. 6-5  
 HUMAN LEAGUE 9-6  
 SOFT CELL 12-8





**FOREIGNER "Break It Up" (Atlantic) 86/11**  
 Moves: Up 26, Debuts 15, Same 34, Down 0, Adds 11, CFTR, KEGL, WKTI, WHFM, KROD, WHYY-FM, WKFR, KIKI, WNAM, WLYT, KKRC-FM, 96KX 3-3, KEZR 17-10, K104 3-2, WJXQ 20-15.

**J. GEILS BAND "Angel In Blue" (EMI America) 79/46**  
 Moves: Up 5, Debuts 13, Same 15, Down 0, Adds 46 including WBEN-FM, WIFJ, WXKS-FM, WLOR-FM, WGCL, KFI, XTRA, KYYX, Q103, WRCK, WABB-FM, KQKQ, KLUC, WAEV, WTRU.

**BERTIE HIGGINS "Just Another Day In Paradise" (Kat Family/CBS) 77/5**  
 Moves: Up 34, Debuts 12, Same 26, Down 0, Adds 5, WCAU-FM, WDRC-FM, WZYP, BJ105, KJ100, JB105 28-24, 94Q on, WFBR 30-27, KC101 19-14, KZFM 29-23, WGH 14-10, WVIC 40-36, WNCI 18-12, KCPX 27-21, KSLY 23-15.

**DENIECE WILLIAMS "It's Gonna Take A Miracle" (ARC/Columbia) 76/10**  
 Moves: Up 41, Debuts 4, Same 20, Down 1, Adds 10, WPGC, WGCL, WAEB, WYCR, K104, WZZR, KRAV, FM102, Q101, KELO, WXKS-FM 8-3, PRO-FM 18-14, KEARTH 8-3, KIIS-FM 10-5, KFRC 16-5.

**ROD STEWART "How Long" (WB) 76/0**  
 Moves: Up 37, Debuts 4, Same 31, Down 4, Adds 0, WBEN-FM 25-20, JB105 22-18, KEGL on, KZZP 22-20, WPHD 24-21, WHYY-FM 14-10, WOKI 19-16, WQUT 27-22, WKFR 29-25, KEYN-FM 21-16, KLUC 27-20, WJBO 16-9, WYKS 29-23, WAZY-FM 14-11, KCBN 30-27.

**VAN HALEN "Dancing In The Street" (WB) 71/27**  
 Moves: Up 17, Debuts 10, Same 17, Down 0, Adds 27 including WCAU-FM, WXKS-FM, JB105, KBEQ, WGCL, WYCR, WKRF-FM, G100, WNAF, WLYT, KBBK, WIGY, WOMP-FM, 99KG, KKL, Note: Van Halen's "Dancing In The Street" was inadvertently omitted from last week's issue. Its totals were 43/22.

**JOURNEY "Still They Ride" (Columbia) 65/26**  
 Moves: Up 7, Debuts 11, Same 21, Down 0, Adds 26 including WBEN-FM, KEGL, WKTI, KFRC, WTRY, G100, FM100, WSSX, WANS-FM, WJXQ, KXXX, KLUC, WJBO, KKQV, KRNA.

**EYE TO EYE "Nice Girls" (WB) 62/30**  
 Moves: Up 8, Debuts 6, Same 20, Down 0, Adds 30 including Z93, Q105, KFI, KEZR, WKEE, KROD, WMAK-FM, WSCS, Z104, KKF, WFBG, 95SGF, KVOL, 99KG, KATI.

**NEIL DIAMOND "Be Mine Tonight" (Columbia) 50/28**  
 Moves: Up 3, Debuts 6, Same 13, Down 0, Adds 28 including WKBW, WIFJ, KRLA, KIMN, KOPA, WHFM, WAXY, WRQK, KIOA, KOFM, WGBF, KGGI, WTSN, KILE, WAZY-FM.

**STEVIE WOODS "Fly Away" (Cotillon/Atco) 49/3**  
 Rotations: Heavy 4/0, Medium 31/1, Light 13/1, Extra Adds 1, Total Adds 3, KRNT, WSGW, KFQD. Heavy: WLTA, WRVA, WQUA, WLVA, Medium: WPRO, WSB, 97AIA, WCZY, WCCO, KEX, KPLZ, KEY103, WBT, WVLK, WPTF, WHBY, WHBC, WARM98, WHIO, KBOI, KUGN, KWAV, KSL, WCHV, KSEL, WORG, KSRO.

**DARYL HALL & JOHN OATES "Did It In A Minute" (RCA) 46/1**  
 Rotations: Heavy 13/0, Medium 25/0, Light 8/1, Extra Adds 0, Total Adds 1, KAAV. Heavy: WCBM, KVIL, WZZP, WRIE, Y106, WSRZ, WOWO, WFMK, WNNR, WKZE-FM, Q88, KPAT, WBOW, Medium: WASH, 97AIA, WFYR, WGAR, WZUU, KHOW, WFSM, WHEN, WAAV, WHYY, WQUE, YES96, 610TVN, WENS, WMHE, KMJJ.

**RICK SPRINGFIELD "Don't Talk To Strangers" (RCA) 42/0**  
 Rotations: Heavy 22/0, Medium 15/0, Light 5/0, Extra Adds 0, Total Adds 0. Heavy: GR55, WGAR, WZZP, WHB, WSGN, Y108, WSRZ, WOWO, WFMK, KSLQ, KKUA, KMJJ, KWAV, K108, KTKT, WNNR, WSKY, WCHV, Q88, WLVA, WBOW, KBAI. Medium: WLT, WASH, WFYR, KS94, WFSM, WHEN, WHYY, KSEL.

**SMOKEY ROBINSON "Old Fashioned Love" (Tamla/Motown) 38/1**  
 Rotations: Heavy 2/0, Medium 28/1, Light 10/0, Extra Adds 0, Total Adds 1, KSL. Heavy: WLVA, KCRG. Medium: WSB, 97AIA, WCCO, WICC, WWYZ, KEY103, WBT, WSLI, Y108, WRVA, WHBY, KRNT, KUGN, WNNR, WKZE-FM, KRBC, WSKY, WCHV, KSEL, WORG, WWSA, WDAY, WSGW, WJON, KRKK.

**BARBARA MANDRELL "Til You're Gone" (MCA) 36/5**  
 Rotations: Heavy 5/0, Medium 17/0, Light 14/5, Extra Adds 0, Total Adds 5, WICC, WLTA, WHBC, KLTE, WCTC. Heavy: WCZY, WCCO, WRVA, KSL, WLVA, Medium: WLTA, WSB, KEX, WBSA, KEY103, KRNT, KMBZ, KBOI, WNNR, WNAF, WDEF, KSEL, WWSA, KFOR, WJON, KFQD, KBOZ.

**JOHN SCHNEIDER "Dreamin'" (Scotti Bros./CBS) 35/14**  
 Rotations: Heavy 4/1, Medium 13/5, Light 17/7, Extra Adds 1, Total Adds 14, WCZY, WCCO, WICC, KEY103, WSB, WDFD, KSL, KIXI, WNNR, WSKY, WLVA, WWSA, WJON, KISN. Heavy: WLTA, WFMK, WDEF. Medium: WSB, KEX, WRVA, WMHE, KBOI, KBOZ, KRNO, KRKK.

**WAYLON & WILLIE "Just To Satisfy You" (RCA) 33/0**  
 Rotations: Heavy 8/0, Medium 18/0, Light 7/0, Extra Adds 0, Total Adds 0. Heavy: WTAE, KPLZ, WGAC, KEY103, WSGN, KBOI, WDAY, WJON. Medium: KVIL, KFMM, WCCO, KEX, WBSA, WAFB, WSLI, WRVA, WSJS, WHBY, WDFD, WFMK, KLTE, WMHE, KSL, KCEE, KFOR, KBOZ.

SIGNIFICANT ACTION

SIGNIFICANT ACTION

**DAZZ BAND "Let It Whip" (Motown) 49/20**  
 Moves: Up 15, Debuts 7, Same 6, Down 1, Adds 20 including WPGC, CKGM, Z93, Q102, KIIS-FM, XTRA, WDRC-FM, WKEE, KROK, FM100, WSEZ, KIDD, KNBQ, WFOX, Q101, KDZA.

**GREG KINN BAND "Happy Man" (Beserkley/Elektra-Asylum) 48/21**  
 Moves: Up 3, Debuts 8, Same 16, Down 0, Adds 21 including CKGM, KEGL, KEZR, WKEE, KZFM, WSKZ, WJXQ, WIKS, 99K, KRQ, WFEA, WCIR, WISE, KIXL-FM, KKRC-FM.

**PATRICE RUSHEN "Forget Me Nots" (Elektra) 46/12**  
 Moves: Up 19, Debuts 4, Same 10, Down 1, Adds 12, WDRC-FM, KINT, WZZR, Z104, WHOT, FM102, KKF, KCPX, KIKI, WJBO, WTSN, 95XIL, WXKS-FM 27-13, CKLW 20-13, KIQQ 12-8.

**QUARTERFLASH "Right Kind Of Love" (Geffen) 43/24**  
 Moves: Up 3, Debuts 7, Same 9, Down 0, Adds 24 including WIFJ, 96KX, WXKS-FM, KFI, 3WT, WPST, KSET-FM, G100, WMAK-FM, WQUT, KJRB, KNBQ, WOMP-FM, KRNA, KKL.

**HAIRCUT 100 "Love Plus One" (Arista) 42/12**  
 Moves: Up 9, Debuts 6, Same 15, Down 0, Adds 12, WBEN-FM, WXKS-FM, JB105, Q103, WPST, WKEE, KROD, WOKI, WGH, WJBO, WTSN, KQV, CHUM 14-8, Y100 on, KEARTH 24-21.

**STEVE MILLER BAND "Abracadabra" (Capitol) 41/40**  
 Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 40 including 96KX, B94, KEARTH, 3WT, WKRZ-FM, B97, WZYP, WBCY, WSSX, KHVT, WJBO, 95XIL, WYKS, KRNA, KKL.

**BLONDIE "Island Of Lost Souls" (Chrysalis) 41/37**  
 Moves: Up 0, Debuts 0, Same 4, Down 0, Adds 37 including WIFJ, WXKS-FM, KRLA, KFI, KEZR, KYYX, KIMN, WFB, KITY, WOKI, KNBQ, KRQ, WOMP-FM, WFOX, KSLY.

**DIONNE WARWICK & JOHNNY MATHIS "Friends In Love" (Arista) 40/12**  
 Moves: Up 16, Debuts 3, Same 9, Down 0, Adds 12, WIFJ, KYYX, WKRZ-FM, K104, KBFM, WSEZ, KIKI, KOFM, WGBF, WNCI, WHEB, KVOL, WNBC 26-23, KIQQ 32-28, KROK 26-21.

**MELISSA MANCHESTER "You Should Hear How She Talks..." (Arista) 38/9**  
 Moves: Up 7, Debuts 9, Same 13, Down 0, Adds 9, KEEL, WMAK-FM, WNAM, WGBF, WFEA, WAZY-FM, KYA, KOZE, KBEQ 40-37, WAEB 29-24, KXXX 4-28, Q104 30-20, WAEV 29-25, KCBN 33-28.

**JON & VANGELIS "I'll Find My Way Home" (Polydor/PolyGram) 37/12**  
 Moves: Up 2, Debuts 9, Same 14, Down 0, Adds 12, KEGL, KIQQ, WKEE, KZFM, CK101, WSKZ, WGH, WKFR, WISE, WYKS, Q101, WAZY-FM, KEARTH 4-27, K104 20-16, WBCY 4-22.

**MONROES "What Do All The People Know" (Alfa) 36/18**  
 Moves: Up 0, Debuts 3, Same 15, Down 0, Adds 18 including 96KX, JB105, WGCL, KIQQ, KEZR, B100, WKEE, KZFM, WOKI, WSCS, KNBQ, WISE, WYKS, WTRU.

**STEVIE WONDER "Do I Do" (Tamla/Motown) 35/25**  
 Moves: Up 3, Debuts 6, Same 1, Down 0, Adds 25 including B104, 94Q, CKLW, KEARTH, KRLA, KIQQ, KZZP, WTIC-FM, WFMF, WNOK-FM, WKDQ, KIKI, WCIR, WXLK, KYA.

**LESLIE PEARL "If The Love Fits Wear It" (RCA) 34/13**  
 Moves: Up 0, Debuts 2, Same 19, Down 0, Adds 13, KEARTH, KRLA, WFB, WHFM, WKEE, WBBQ, WMAK-FM, WSEZ, WSCS, KRAV, WISE, WFLB, KYA, WIFJ on, KINT 4-30.

**SPARKS "I Predict" (Atlantic) 32/5**  
 Moves: Up 4, Debuts 3, Same 19, Down 1, Adds 5, KFI, WOKI, KCPX, WTRU, KDZA, WIFJ 26-21, CHUM 4-29, KEGL on, KIQQ on, WPHD on, WKRZ-FM 25-22, WJXQ on-dp, KMGK 4-30, WOMP-FM on, WAEV 4-26, KRNA 25-20, 99K on.

**SHALAMAR "A Night To Remember" (Solar/Elektra) 32/0**  
 Moves: Up 16, Debuts 0, Same 15, Down 1, Adds 0, WXKS-FM 20-10, WPGC 16-13, Y100 11-9, KFI 20-14, XTRA on, WTIC-FM 11-9, KC101 29-27, WTIX 27-21, WDCG 37-34, WSEZ 34-32, WVIC 38-34, KCPX 35-33, WFOX 32-29, WFLB 32-25, KVOL 19-16.

**KIM WILDE "Kids In America" (EMI America) 31/4**  
 Moves: Up 3, Debuts 8, Same 16, Down 0, Adds 4, KIKI, WISE, KRRC-FM, 99KG, CHUM on, WLOR-FM on, KIQQ 37-34, XTRA 4-23, Q103 on, WPST 4-34, KMGK 21-16, KBBK 4-30, KSKD 4-32, WGU on, WRKR 35-32.

**BOW WOW WOW "I Want Candy" (RCA) 26/8**  
 Moves: Up 2, Debuts 2, Same 14, Down 0, Adds 8, WGCL, WPST, KZFM, WNOK-FM, KCPX, WTSN, WFLB, WCIL-FM, JB105 on, WLOR-FM on, KIQQ 33-31, WKRZ-FM on, KINT 25-23, KBBK on, KFMZ 4-28.

**LE ROUX "Last Safe Place On Earth" (RCA) 25/5**  
 Moves: Up 4, Debuts 1, Same 15, Down 0, Adds 5, WLOR-FM, KEZR, WPHD, WZYP, WAZY-FM, 96KX 13-12, 92FLY on, WSSX on, WRVQ 23-19, WJXQ 29-25, WIKS 25-23, WIGY on, WZYQ on, Q101 on, KSLY on.

**ATLANTIC STARR "Circles" (A&M) 24/0**  
 Moves: Up 17, Debuts 0, Same 6, Down 1, Adds 0, KEARTH 21-16, KFI 22-19, KIIS-FM 18-14, KIQQ 10-10, KFRC 31-23, WTIC-FM 15-12, WDRC-FM 30-23, WTIX 22-18, BJ105 34-31, CK101 40-32, WAYS on, KYNO-FM 15-13, FM102 19-13, KHVT 30-24, 95SGF 12-11.

**CHERI "Murphy's Law" (Venture) 23/2**  
 Moves: Up 9, Debuts 3, Same 6, Down 3, Adds 2, 195, WDRC-FM, WIFJ 11-7, WXKS-FM 12-8, CKGM 18-10, KFI 17-10, KFRC 33-25, WTIC-FM 24-21, KC101 25-22, Q106 22-19, WDOQ 15-12, WSEZ on, KIKI 4-26, WJBO 4-33, WFBG 4-29.

**FOUR TOPS "Back To School Again" (RSO/PolyGram) 21/3**  
 Moves: Up 5, Debuts 0, Same 13, Down 0, Adds 3, WJDX, KSKD, WCGQ, WHFM on, 3WT on, WYCR on, WKEE 39-38, KZFM 30-24, WOKI 39-36, WSEZ on, KIDD on, KGGI on, KBBK on, KSLY on, KCBN 40-38.

**SAMMY HAGAR "Piece Of My Heart" (Geffen) 18/0**  
 Moves: Up 7, Debuts 1, Same 9, Down 1, Adds 0, 96KX 4-30, WPHD 20-15, BJ105 on, WOKI 38-35, WRVQ on, WJXQ 8-8, KXXX 19-16, KBBK on, WIGY on, 95XIL 32-29, KILE on, KFMZ 16-15, KENI on, KSLY on, KCBN 38-33.

**SCORPIONS "No One Like You" (Mercury/PolyGram) 17/1**  
 Moves: Up 4, Debuts 4, Same 8, Down 0, Adds 1, WISE, CHUM 4-30, KEGL 4-29, WLS-FM 4-39, WPHD on, WRCK on, WPST 32-29, KSET-FM 30-18, WJXQ 10-10, KMGK 4-26, WIGY on, KQOV on, KSEL-FM 15-10, WSPT on, KRNA on-dp.

**ALESSI "Put Away Your Love" (Qwest/WB) 17/0**  
 Moves: Up 9, Debuts 2, Same 6, Down 0, Adds 0, WXKS-FM 24-11, Y100 4-25, KIQQ on, WKRZ-FM on, WTIX 28-27, BJ105 on, WOKI 40-37, WVIC 37-35, KGGI 29-28, KIKI 29-28, WJBO on, WHEB on, WAEV 24-20, KVOL 4-28, WAZY-FM 19-17.

**SPLIT ENZ "Six Months In A Leaky Boat" (A&M) 15/8**  
 Moves: Up 2, Debuts 2, Same 5, Down 0, Adds 6, BJ105, WBBQ, WBCY, KCPX, WYKS, KIXL-FM, CFTR 15-10, CHUM 3-3, CKGM 40-33, WPHD 4-30, WOKI on, KMGK on, KRNA on-dp, KFMZ 4-28, KKL on.

**EDDIE RABBITT "I Don't Know Where To Start" (Elektra) 14/0**  
 Moves: Up 11, Debuts 0, Same 3, Down 0, Adds 0, WAEB on, V100 27-24, KEEL 22-13, KROK on, WFMF 17-16, Y103 35-34, WGH 13-5, WVIC 28-20, KSTT 18-17, KOFM 30-29, WGBF 23-14, WLYT on, WTSN 21-20, WOMP-FM 30-27.

**HEART "This Man Is Mine" (Epic) 26/10**  
 Rotations: Heavy 0/0, Medium 12/3, Light 12/5, Extra Adds 2, Total Adds 10, WICC, WWYZ, WGY, WMHE, KKUA, WNAF, WKZE-FM, KPAT, WBOW, KRNO. Medium: KJR, KPLZ, WHYY, WQUE, Y108, WSRZ, KWAV, KRBC, WCHV.

**DONNIE IRIS "My Girl" (MCA) 24/4**  
 Rotations: Heavy 8/0, Medium 11/3, Light 7/1, Extra Adds 0, Total Adds 4, 97AIA, WHEN, WMHE, KYUU. Heavy: WQUE, WSRZ, WNNR, WKZE-FM, WROV, KPAT. Medium: WCBM, KOY, WFSM, WHYY, KSLQ, KWAV, KFOR, KFQD.

**RAY PARKER JR. "The Other Woman" (Arista) 24/0**  
 Rotations: Heavy 10/0, Medium 10/0, Light 4/0, Extra Adds 0, Total Adds 0. Heavy: WFYR, WGAR, WHEN, WAFB, WAAV, WHYY, WSRZ, WSKY, Q96, WORG. Medium: WASH, 55KRC, WZZP, KHOW, KOY, Y108, 610TVN, WNNR, WEIM.

**HUEY LEWIS & THE NEWS "Hope You Love Me Like You..." (Chrysalis) 22/11**  
 Rotations: Heavy 0/0, Medium 10/3, Light 11/7, Extra Adds 1, Total Adds 11, WGAR, WFMK, WMHE, KWAV, KYUU, WKBR, WSKY, WROV, WBOW, KBOZ, KBAI. Medium: WHYY, WSRZ, WNNR, WLVA, WDAY, KRKK, WKZE-FM.

**JON & VANGELIS "I'll Find My Way Home" (Polydor/PolyGram) 22/9**  
 Rotations: Heavy 1/0, Medium 11/4, Light 9/4, Extra Adds 1, Total Adds 9, WSB, KOY, WSLI, WHBC, KRNT, KRKD, WLVA, KFQD, KADE. Heavy: SM95. Medium: KPLZ, WRVA, WSRZ, KBOI, KWAV, WSKY, KRKK.

**STEVIE NICKS "After The Glitter Fades" (Modern/Atco) 22/9**  
 Rotations: Heavy 1/0, Medium 9/5, Light 12/4, Extra Adds 0, Total Adds 9, WRIE, KEY103, WSGN, WQUE, WSRZ, KTKT, WDAY, KBOZ, KSRO. Heavy: WLVA. Medium: WHYY, SM95, WNNR, KSEL.

**LESLIE PEARL "If The Love Fits Wear It" (RCA) 18/13**  
 Rotations: Heavy 1/0, Medium 4/2, Light 9/8, Extra Adds 3, Total Adds 13, WHBC, KTKT, WNAF, WKZE-FM, WEIM, KRBC, WCHV, WLVA, WORG, WJON, KFQD, KTWO, KISN.

**EARL KLUGH "I'm Ready For Your Love" (Liberty) 18/8**  
 Rotations: Heavy 0/0, Medium 4/1, Light 13/6, Extra Adds 1, Total Adds 8, WSLI, WHBC, WFMK, WMHE, KUGN, WKBR, WDEF, WWSA. Medium: KBOI, KSL, KRBC.

**BOBBY CALDWELL "Jamaica" (Polydor/PolyGram) 16/1**  
 Rotations: Heavy 4/0, Medium 7/0, Light 4/0, Extra Adds 1, Total Adds 1, KTWO. Heavy: WBEN, WLTA, WSKY, KRNO. Medium: 97AIA, WCCO, WHBC, KRNT, KBOI, KRBC, WDEF.

**LESLIE SMITH & MERRY CLAYTON "Before The Night Is Over" (Elektra) 15/2**  
 Rotations: Heavy 0/0, Medium 4/0, Light 11/2, Extra Adds 0, Total Adds 2, WQUA, WNNR. Medium: SM95, KKUA, KFQD, KBOZ.

**DON WILLIAMS "Listen To The Radio" (MCA) 14/0**  
 Rotations: Heavy 2/0, Medium 7/0, Light 5/0, Extra Adds 0, Total Adds 0. Heavy: WLTA, WDEF. Medium: WSB, WCCO, KMBZ, KBOI, KRBC, KSEL, WWSA.

**JOURNEY "Still They Ride" (Columbia) 13/9**  
 Rotations: Heavy 0/0, Medium 3/2, Light 9/6, Extra Adds 1, Total Adds 9, WAFB, WSRZ, KKUA, WNNR, WKZE-FM, KSEL, KPAT, KRKK, KISN. Medium: WSKY.

**FRANKE & THE KNOCKOUTS "Without You..." (Millennium/RCA) 12/1**  
 Rotations: Heavy 4/0, Medium 5/1, Light 3/0, Extra Adds 0, Total Adds 1, WGAR. Heavy: WSRZ, KWAV, WNNR, WLVA. Medium: KRBE, WHYY, WSKY, WROV.

**MOTELS "Only The Lonely" (Capitol) 12/0**  
 Rotations: Heavy 2/0, Medium 6/0, Light 4/0, Extra Adds 0, Total Adds 0. Heavy: KWAV, KRKK. Medium: WHYY, Y108, WEIM, WSKY, Q96, WDAY.

**ROD STEWART "How Long" (WB) 12/0**  
 Rotations: Heavy 3/0, Medium 6/0, Light 3/0, Extra Adds 0, Total Adds 0. Heavy: WHYY, WNNR, WEIM. Medium: WAAV, WSRZ, KRKD, KYUU, WSKY, WLVA.

**STEVIE WONDER "Do I Do" (Tamla/Motown) 11/11**  
 Rotations: Heavy 0/0, Medium 5/5, Light 6/6, Extra Adds 0, Total Adds 11, WBEN, WFSM, KMGK, WHYY, WSRZ, KTKT, WSKY, WCHV, KSEL, KADE, KBOZ.

**DR. HOOK "Loveline" (Casablanca/PolyGram) 11/9**  
 Rotations: Heavy 0/0, Medium 3/2, Light 7/6, Extra Adds 1, Total Adds 9, WLTA, KMBZ, KUGN, KIXI, WDEF, WLVA, WWSA, WDAY, KTWO. Medium: KBOZ.

**MAXUS "Keep A Light On" (WB) 9/8**  
 Rotations: Heavy 0/0, Medium 2/2, Light 6/5, Extra Adds 1, Total Adds 8, SM95, WHBC, KKUA, WEIM, KRBC, KSEL, KFQD, KRKK.

**LEO SAYER "Have You Ever Been In Love?" (WB) 9/1**  
 Rotations: Heavy 0/0, Medium 8/0, Light 0/0, Extra Adds 1, Total Adds 1, KFQD. Medium: WSB, WCZY, KEY103, KBOI, WEIM, WLVA, KFOR, KRKK.

**BILL CHAMPLIN "Sara" (Elektra) 8/6**  
 Rotations: Heavy 0/0, Medium 1/1, Light 7/5, Extra Adds 0, Total Adds 6, WCCO, WGY, KRKD, WKZE-FM, WSKY, KBAI.

**JOSEPH WILLIAMS "That First Night" (MCA) 8/4**  
 Rotations: Heavy 0/0, Medium 1/0, Light 7/4, Extra Adds 0, Total Adds 4, WCCO, KRKD, WEIM, WORG. Medium: 97AIA.

**JIMMY BUFFETT "Where's The Party" (MCA) 8/3**  
 Rotations: Heavy 0/0, Medium 6/1, Light 2/2, Extra Adds 0, Total Adds 3, WCCO, Y108, WSKY. Medium: 97AIA, WRVA, WSRZ, WEIM, KBOZ.

**LARRY ELGART & HIS ORCHESTRA "Hooked On Swing" (RCA) 8/2**  
 Rotations: Heavy 1/0, Medium 3/0, Light 4/2, Extra Adds 0, Total Adds 2, WCCO, WICC. Heavy: WBSA. Medium: KRNT, WDEF, KFQD.

**HUMAN LEAGUE "Don't You Want Me" (Virgin/A&M) 8/1**  
 Rotations: Heavy 2/0, Medium 4/1, Light 2/0, Extra Adds 0, Total Adds 1, KWAV. Heavy: WHYY, KSLQ. Medium: WFMK, WNNR, Q96.

**JIMMY HALL "Fool For Your Love" (Epic) 8/0**  
 Rotations: Heavy 0/0, Medium 5/0, Light 3/0, Extra Adds 0, Total Adds 0. Medium: WHEN, WSRZ, WNNR, WKZE-FM, KRBC.

**B.J. THOMAS "But Love Me" (MCA) 7/5**  
 Rotations: Heavy 1/0, Medium 3/2, Light 2/2, Extra Adds 1, Total Adds 5, WLTA, WCCO, KRNT, KMBZ, KFQD. Heavy: WDEF. Medium: KEX.

**LARRY SANTOS "I'll Come Back To You" (Overture) 7/2**  
 Rotations: Heavy 2/0, Medium 2/1, Light 3/1, Extra Adds 0, Total Adds 2, WDFD, WSGW. Heavy: WCZY, WFMK. Medium: WMHE.

**QUARTERFLASH "Right Kind Of Love" (Geffen) 6/3**  
 Rotations: Heavy 0/0, Medium 3/2, Light 2/0, Extra Adds 1, Total Adds 3, KEX, KGW, KWAV. Medium: WSKY.

**SHAKIN' STEVENS "You Drive Me Crazy" (Epic) 6/2**  
 Rotations: Heavy 0/0, Medium 2/0, Light 3/1, Extra Adds 1, Total Adds 2, WORG, KFQD. Medium: WSGN, KRKK.

# THE FACTS SPEAK FOR THEMSELVES.

## HAIRCUT ONE HUNDRED

- ...have radio raving: "This single is a *smash!* Get by the name, the music is *there.* Already huge!" (Bob Hamilton, K-EARTH). "Gaining at more conservative pop stations as well as top 40's. Response is not limited to the younger demographics." (Breneman Report).
- ...are the most popular and acclaimed band to come from Great Britain in years, with three chart-topping singles and a #1 LP: *Pelican West.*
- ...are currently on KMET, WBCN, WMMS, WNEW and a host of other AOR stations, *plus* making leaps on top 40 stations like KEARTH 24-21 and CHUM 14-8 with the single "Love Plus One." HOT NEW ADDS: WBEN-FM add 25, WXKS-FM add, Q103 add, CKGM, Y100, WGCL, KIQQ, JB105 add.
- ...are the rage of Los Angeles, with AOR, top 40 and R&B airplay, a one-hour sellout at The Roxy, and more than 20,000 albums sold in the city *before* this week's live shows.
- ...jump from 142\* to 99\*\* on the *Billboard* album charts this week.
- ...will be seen on *American Bandstand*, *MTV*, *Entertainment Tonight*, *Merv Griffin*, *Solid Gold* and *Mike Douglas*, and heard nationally on a live Westwood One radio broadcast.
- ...have just hit New York City for a weekend of packed-house dates at The Ritz, and cities all over the U.S. are now requesting bookings.

(AL 6600)

HAIRCUT ONE HUNDRED  
PELICAN WEST

CHR ACTIVE  
42/12

AS0672

**LOVE PLUS ONE**

The bulleting single from the exploding album.

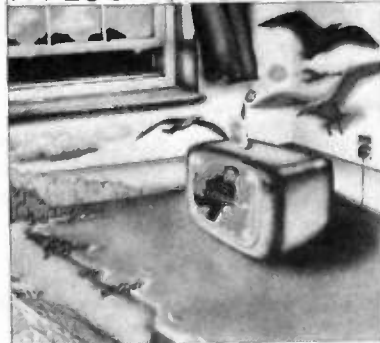


## A FLOCK OF SEAGULLS

- ...are now being played on more than 100 AOR stations, including KMET, KROQ, WMMS, WHCN, WXRT, WIOT, WZXR, KZEW, KTXQ, WNEW, WKLS.
- ...show dramatic sales growth in all airplay cities: L.A., N.Y., Philadelphia, Dallas, Cleveland, Kansas City, Memphis...
- ...are *Rockpool's* most played band of the year, the only act to bullet simultaneously on all three charts: retail, radio and dance.
- ...bullet right onto the *Billboard* album chart at 141\*.
- ...just had the #1 rock club hit.
- ...have had tremendous market impact where they've played with such acts as Human League and Squeeze, and will be headlining a series of major city club dates:  
  
5/28-29—NYC, 5/30—Baltimore, 6/2—Boston, 6/3—New Haven, 6/4—Mt. Vernon, 6/5—Philadelphia, 6/6—Washington, D.C., 6/10—Pittsburgh, 6/11—Detroit, 6/12—Chicago, 6/13—Milwaukee, 6/19-20—Los Angeles
- CHR ACTIVITY BEGINS: KEGL, CHUM, WPHD, WCSC, KSEL, WJXQ, WPST, WCIL, WZYQ.

A FLOCK OF SEAGULLS

(VA 66000)



**I RAN** VS102

The international smash, just released in the U.S. from the mesmerizing debut LP.

The Popular New Music Is On Arista and Jive Records (Distributed by Arista).

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**JIVE** Records (Distributed by Arista)









New & Active Continued from Back Page

FOREIGNER "Break It Up" (Atlantic) 86/11
Moves: Up 26, Debuts 15, Same 34, Down 0, Adds 11, CFTR, KEGL, WKTI, WHFM, KROD, WHYY-FM, WKFR, KLIK, WNAM, WLYT, KKRC-FM, 98KX 3-3, KEZR 17-10, K104 3-2, WJXQ 20-18.
J. GEILS BAND "Angel In Blue" (EMI America) 79/46
Moves: Up 5, Debuts 13, Same 15, Down 0, Adds 16 including WBEN-FM, WIF1, WXKS-FM, WL0L-FM, WGCL, KFI, XTRA, KYYX, Q103, WRCK, WABB-FM, KOKO, KLUC, WAEV, WTRU.
BERTIE HIGGINS "Just Another Day In Paradise" (Kat Family/CBS) 77/5
Moves: Up 34, Debuts 12, Same 26, Down 0, Adds 5, WCAU-FM, WDRC-FM, WZYP, BJ105, KJ100, JB105 28-24, 94Q on, WFBR 30-27, KC101 19-14, KZFM 29-23, WGH 14-10, WVIC 40-38, WNCI 18-12, KCPX 27-21, KSLY 23-15.
DENIECE WILLIAMS "It's Gonna Take A Miracle" (ARC/Columbia) 76/10
Moves: Up 41, Debuts 4, Same 20, Down 1, Adds 10, WPGC, WGCL, WAEB, WYCR, K104, WZZR, KRAV, FM102, Q101, KELO, WXKS-FM 8-3, PRO-FM 18-14, KEARTH 8-3, KIIS-FM 10-5, KFRC 16-5.
ROD STEWART "How Long" (WB) 76/0
Moves: Up 37, Debuts 4, Same 31, Down 4, Adds 0, WBEN-FM 26-20, JB105 22-18, KEGL on, KZZP 22-20, WPHD 24-21, WHHY-FM 14-10, WOKI 19-16, WQUT 27-22, WKFR 29-25, KEYN-FM 21-16, KLUC 27-20, WJBO 16-9, WYKS 29-23, WAZY-FM 14-11, KCBN 30-27.
VAN HALEN "Dancing In The Street" (WB) 71/27
Moves: Up 17, Debuts 10, Same 17, Down 0, Adds 27 including WCAU-FM, WXKS-FM, JB105, KBEQ, WGCL, WYCR, WKRZ-FM, G100, WNAF, WLYT, KBBK, WIGY, WOMP-FM, 99KG, KKL, Note: Van Halen's "Dancing In The Street" was inadvertently omitted from last week's issue. Its totals were 43/22.
JOURNEY "Still They Ride" (Columbia) 65/26
Moves: Up 7, Debuts 11, Same 21, Down 0, Adds 26 including WBEN-FM, KEGL, WKTI, KFRC, WTRY, G100, FM100, WSSX, WANS-FM, WJXQ, KXXX, KLUC, WJBO, KKQV, KRNA.
EYE TO EYE "Nice Girls" (WB) 62/30
Moves: Up 6, Debuts 8, Same 20, Down 0, Adds 30 including Z93, Q105, KFI, KEZR, WKEE, KROD, WMAK-FM, WCSC, Z104, KKF, WFBG, 95SGF, KVOL, 99KG, KATI.
NEIL DIAMOND "Be Mine Tonight" (Columbia) 50/28
Moves: Up 3, Debuts 6, Same 13, Down 0, Adds 28 including WKBW, WIF1, KRLA, KIMN, KOPA, WHFM, WAXY, WRQK, K10A, KOFM, WGBF, KGGI, WTSN, KILE, WAZY-FM.

STEVIE WOODS "Fly Away" (Cotillion/Atco) 49/3
Rotations: Heavy 4/0, Medium 31/1, Light 13/1, Extra Adds 1, Total Adds 3, KRNT, WSGW, KFQD, Heavy: WLTA, WRVA, WQUA, WLVA, Medium: WPRO, WSB, 97A1A, WCZY, WCCO, KEX, KPLZ, KEY103, WBT, WVLK, WPTF, WHBY, WHBC, WARM98, WHIO, KBOI, KUGN, KWAV, KSL, WCHV, KSEL, WORG, KSRO.
DARYL HALL & JOHN OATES "Did It In A Minute" (RCA) 48/1
Rotations: Heavy 13/0, Medium 25/0, Light 8/1, Extra Adds 0, Total Adds 1, KAAV, Heavy: WCBM, KVIL, WZZP, WR1E, Y108, WSRZ, WOWO, WFMK, WNNR, WKZE-FM, Q96, KPAT, WBOV, Medium: WASH, 97A1A, WFYR, WGAR, WZUU, KHOW, WFSM, WHEN, WAAV, WHHY, WQUE, YES95, 610TVN, WENS, WMHE, KMJJ.
RICK SPRINGFIELD "Don't Talk To Strangers" (RCA) 42/0
Rotations: Heavy 22/0, Medium 15/0, Light 5/0, Extra Adds 0, Total Adds 0, Heavy: GR85, WGAR, WZZP, WHB, WSGN, Y108, WSRZ, WOWO, WFMK, KSLQ, KKUA, KMJJ, KWAV, K108, KTKT, WNNR, WSKY, WCHV, Q96, WLVA, WBOV, KBAI, Medium: WLT, WASH, WFYR, KS94, WFSM, WHEN, WHHY, KSEL.
SMOKEY ROBINSON "Old Fashioned Love" (Tama/Motown) 38/1
Rotations: Heavy 2/0, Medium 26/1, Light 10/0, Extra Adds 0, Total Adds 1, KSL, Heavy: WLVA, KCRG, Medium: WSB, 97A1A, WCCO, WICC, WYVZ, KEY103, WBT, WSLI, Y108, WRVA, WHBY, KRNT, KUGN, WNNR, WKZE-FM, KRBC, WSKY, WCHV, KSEL, WORG, WWSA, WDAY, WSGW, WJON, KRKK.
BARBARA MANDRELL "Til You're Gone" (MCA) 36/5
Rotations: Heavy 5/0, Medium 17/0, Light 14/5, Extra Adds 0, Total Adds 5, WICB, KLTE, WCTC, Heavy: WCZY, WCCO, WRVA, KSL, WLVA, Medium: WLTA, WSB, KEX, WBSA, KEY103, KRNT, KMBZ, KBOI, WNNR, WNAF, WDEF, KSEL, WWSA, KF0R, WJON, KFQD, KBOZ.
JOHN SCHNEIDER "Dreamin'" (Scotti Bros./CBS) 35/14
Rotations: Heavy 4/1, Medium 13/5, Light 17/7, Extra Adds 1, Total Adds 14, WCZY, WCCO, WICC, KEY103, WSB, WDFD, KSL, KIXI, WNNR, WSKY, WLVA, WWSA, WJON, KISN, Heavy: WLTA, WFMK, WDEF, Medium: WSB, KEX, WRVA, WMHE, KBOI, KBOZ, KRNO, KRKK.
WAYLON & WILLIE "Just To Satisfy You" (RCA) 33/0
Rotations: Heavy 8/0, Medium 18/0, Light 7/0, Extra Adds 0, Total Adds 0, Heavy: WTAE, KPLZ, WGAC, KEY103, WSGN, KBOI, WDAY, WJON, Medium: KVIL, KFMK, WCCO, KEX, WBSA, WAFB, WSLI, WRVA, WSJS, WHBY, WDFD, WFMK, KLTE, WMHE, KSL, KCEE, KF0R, KBOZ.

SIGNIFICANT ACTION

SIGNIFICANT ACTION

DAZZ BAND "Let It Whip" (Motown) 49/20
Moves: Up 15, Debuts 7, Same 6, Down 1, Adds 20 including WPGC, CKGM, Z93, Q102, KIIS-FM, XTRA, WDRC-FM, WKEE, KROK, FM100, WSEZ, KIDD, KNBQ, WFOX, Q101, KQZA.
GREG KINN BAND "Happy Man" (Beserkley/Elektra-Asylum) 48/21
Moves: Up 3, Debuts 8, Same 16, Down 0, Adds 21 including CKGM, KEGL, KEZR, WKEE, KZFM, WSKZ, WJXQ, WIKS, K96, KRQ, WFEA, WCIR, WISE, KIOX-FM, KKRC-FM.
PATRICE RUSHEN "Forget Me Nots" (Elektra) 46/12
Moves: Up 19, Debuts 4, Same 10, Down 1, Adds 12, WDRC-FM, KINT, WZZR, Z104, WHOT, FM102, KKF, KCPX, KIKI, WJBO, WTSN, 95XIL, WXKS-FM 27-13, CKLW 20-13, KIQQ 12-8.
QUARTERFLASH "Right Kind Of Love" (Geffen) 43/24
Moves: Up 3, Debuts 7, Same 9, Down 0, Adds 24 including WIF1, 96KX, WXKS-FM, KFI, 3WT, WPST, KSET-FM, G100, WMAK-FM, WQUT, KJRB, KNBQ, WOMP-FM, KRNA, KKL.
HAIRCUT 100 "Love Plus One" (Arista) 42/12
Moves: Up 9, Debuts 6, Same 15, Down 0, Adds 12, WBEN-FM, WXKS-FM, JB105, Q103, WPST, WKEE, KROD, WOKI, WGH, WJBO, WTSN, KKQV, CHUM 14-8, Y100 on, KEARTH 24-21.
STEVE MILLER BAND "Abracadabra" (Capitol) 41/40
Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 40 including 96KX, B94, KEARTH, 3WT, WKRZ-FM, B97, WZYP, WBCY, WSSX, KHYT, WJBO, 95XIL, WYKS, KRNA, KKL.
BLONDIE "Island Of Lost Souls" (Chrysalis) 41/37
Moves: Up 0, Debuts 0, Same 4, Down 0, Adds 37 including WIF1, WXKS-FM, KRLA, KFI, KEZR, KYYX, KIMN, WFB, KITY, WOKI, KNBQ, KRO, WOMP-FM, WFOX, KSLY.
DIONNE WARWICK & JOHNNY MATHIS "Friends In Love" (Arista) 40/12
Moves: Up 16, Debuts 3, Same 9, Down 0, Adds 12, WIF1, KYYX, WKRZ-FM, K104, KBFM, WSEZ, KLIK, KOFM, WGBF, WNCI, WHEB, KVOL, WNBC 26-23, KIQQ 32-28, KROK 28-21.
MELISSA MANCHESTER "You Should Hear How She Talks..." (Arista) 38/9
Moves: Up 7, Debuts 9, Same 13, Down 0, Adds 9, KEEL, WMAK-FM, WNAM, WGBF, WFEA, WAZY-FM, KYA, KOZE, KBEQ 40-37, WAEB 29-24, KXXX d-28, Q104 30-20, WAEV 29-25, KCBN 33-28.
JON & VANGELIS "I'll Find My Way Home" (Polydor/PolyGram) 37/12
Moves: Up 2, Debuts 9, Same 14, Down 0, Adds 12, KEGL, KIQQ, WKEE, KZFM, CK101, WSKZ, WGH, WKFR, WISE, WYKS, Q101, WAZY-FM, KEARTH d-27, K104 20-18, WBCY d-22.
MONROES "What Do All The People Know" (Alfa) 36/18
Moves: Up 0, Debuts 3, Same 15, Down 0, Adds 18 including 96KX, JB105, WGCL, KIQQ, KEZR, B100, WKEE, KZFM, WOKI, WCSC, KNBQ, WISE, WYKS, WTRU.
STEVIE WONDER "Do I Do" (Tama/Motown) 35/25
Moves: Up 3, Debuts 6, Same 1, Down 0, Adds 25 including B104, 94Q, CKLW, KEARTH, KRLA, KIQQ, KZZP, WTIC-FM, WFMF, WNOK-FM, WKDQ, KIKI, WCIR, WXLK, KYA.
LESLIE PEARL "If The Love Fits Wear It" (RCA) 34/13
Moves: Up 0, Debuts 2, Same 19, Down 0, Adds 13, KEARTH, KRLA, WFB, WHFM, WKEE, WBBQ, WMAK-FM, WSEZ, WCSC, KRAV, WISE, WFLB, KYA, WIF1 on, KINT d-30.
SPARKS "I Predict" (Atlantic) 32/5
Moves: Up 4, Debuts 3, Same 19, Down 1, Adds 5, KFI, WOKI, KCPX, WTRU, KDZA, WIF1 26-21, CHUM d-29, KEGL on, KIQQ on, WPHD on, WKRZ-FM 25-22, WJXQ on-dp, KMKG d-30, WOMP-FM on, WAEV d-26, KRNA 25-20, 99KG on.
SHALAMAR "A Night To Remember" (Solar/Elektra) 32/0
Moves: Up 16, Debuts 0, Same 15, Down 1, Adds 0, WXKS-FM 20-10, WPGC 16-13, Y100 11-9, KFI 20-14, XTRA on, WTIC-FM 11-9, KC101 29-27, WTIX 27-21, WDCG 37-34, WSEZ 34-32, WVIC 38-34, KCPX 35-33, WFOX 32-29, WFLB 32-25, KVOL 19-18.
KIM WILDE "Kids In America" (EMI America) 31/4
Moves: Up 3, Debuts 8, Same 16, Down 0, Adds 4, KLIK, WISE, KKRC-FM, 99KG, CHUM on, WL0L-FM on, KIQQ 37-34, XTRA d-23, Q103 on, WPST d-34, KMKG 21-16, KBBK d-30, KSKD d-32, WGUY on, WRKR 35-32.
BOW WOW WOW "I Want Candy" (RCA) 26/8
Moves: Up 2, Debuts 2, Same 14, Down 0, Adds 8, WGCL, WPST, KZFM, WNOK-FM, KCPX, WTSN, WFLB, WCIL-FM, JB105 on, WL0L-FM on, KIQQ 33-31, WKRZ-FM on, KINT 25-23, KBBK on, KFMZ d-28.
LE ROUX "Last Safe Place On Earth" (RCA) 25/5
Moves: Up 4, Debuts 1, Same 15, Down 0, Adds 5, WL0L-FM, KEZR, WPHD, WZYP, WAZY-FM, 96KX 13-12, 92FLY on, WSSX on, WRVQ 23-19, WJXQ 29-25, WIKS 25-23, WIGY on, WZYQ on, Q101 on, KSLY on.
ATLANTIC STARR "Circles" (A&M) 24/0
Moves: Up 17, Debuts 0, Same 6, Down 1, Adds 0, KEARTH 21-16, KFI 22-19, KIIS-FM 18-14, KIQQ 10-10, KFRC 31-23, WTIC-FM 15-12, WDRC-FM 30-23, WTIX 22-18, BJ105 34-31, CK101 40-32, WAYS on, KYNO-FM 16-13, FM102 19-13, KHYT 30-24, 95SGF 12-11.
CHERI "Murphy's Law" (Venture) 23/2
Moves: Up 9, Debuts 3, Same 6, Down 3, Adds 2, 195, WDRC-FM, WIF1 11-7, WXKS-FM 12-8, CKGM 18-10, KFI 17-10, KFRC 33-25, WTIC-FM 24-21, KC101 25-22, Q106 22-19, WDOQ 15-12, WSEZ on, KIKI d-26, WJBO d-33, WFBG d-29.
FOUR TOPS "Back To School Again" (RSO/PolyGram) 21/3
Moves: Up 5, Debuts 0, Same 13, Down 0, Adds 3, WJDX, KSKD, WCGQ, WHFM on, 3WT on, WYCR on, WKEE 39-38, KZFM 30-24, WOKI 39-36, WSEZ on, KIDD on, KGGI on, KBBK on, KSLY on, KCBN 40-38.
SAMMY HAGAR "Piece Of My Heart" (Geffen) 18/0
Moves: Up 7, Debuts 1, Same 9, Down 1, Adds 0, 96KX d-30, WPHD 20-15, BJ105 on, WOKI 38-35, WRVQ on, WJXQ 8-8, KIOX 19-16, KBBK on, WIGY on, 95XIL 32-29, KILE on, KFMZ 16-15, KENI on, KSLY on, KCBN 38-33.
SCORPIONS "No One Like You" (Mercury/PolyGram) 17/1
Moves: Up 4, Debuts 4, Same 8, Down 0, Adds 1, WISE, CHUM d-30, KEGL d-29, WLS-FM d-39, WPHD on, WRCK on, WPST 32-29, KSET-FM 30-18, WJXQ 10-10, KMKG d-26, WIGY on, KQOV on, KSEL-FM 15-10, WSPT on, KRNA on-dp.
ALESSI "Put Away Your Love" (Qwest/WB) 17/0
Moves: Up 9, Debuts 2, Same 6, Down 0, Adds 0, WXKS-FM 24-11, Y100 d-25, KIQQ on, WKRZ-FM on, WTIX 28-27, BJ105 on, WOKI 40-37, WVIC 37-35, KGGI 29-28, KIKI 29-28, WJBO on, WHEB on, WAEV 24-20, KVOL d-28, WAZY-FM 19-17.
SPLIT ENZ "Six Months In A Leaky Boat" (A&M) 15/6
Moves: Up 2, Debuts 2, Same 5, Down 0, Adds 6, BJ105, WBBQ, WBCY, KCPX, WYKS, KKLX-FM, CFTR 15-10, CHUM 3-3, CKGM 40-33, WPHD d-30, WOKI on, KMKG on, KRNA on-dp, KFMZ d-28, KKL on.
EDDIE RABBITT "I Don't Know Where To Start" (Elektra) 14/0
Moves: Up 11, Debuts 0, Same 3, Down 0, Adds 0, WAEB on, V100 27-24, KEEL 22-13, KROK on, WFMF 17-16, Y103 36-34, WGH 13-5, WVIC 28-20, KSTT 18-17, KOFM 30-29, WGBF 23-14, WLYT on, WTSN 21-20, WOMP-FM 30-27.

HEART "This Man Is Mine" (Epic) 26/10
Rotations: Heavy 0/0, Medium 12/3, Light 12/5, Extra Adds 2, Total Adds 10, WICC, WYVZ, WGY, WMHE, KKUA, WNAF, WKZE-FM, KPAT, WBOV, KRNO, Medium: KJR, KPLZ, WHHY, WQUE, Y108, WSRZ, KWAV, KRBC, WCHV.
DONNIE IRIS "My Girl" (MCA) 24/4
Rotations: Heavy 8/0, Medium 11/3, Light 7/1, Extra Adds 0, Total Adds 4, 97A1A, WHEN, WMHE, KYUU, Heavy: WQUE, WSRZ, WNNR, WKZE-FM, WROV, KPAT, Medium: WCBM, KOY, WFSM, WHHY, KSLQ, KWAV, KF0R, KFQD.
RAY PARKER JR. "The Other Woman" (Arista) 24/0
Rotations: Heavy 10/0, Medium 10/0, Light 4/0, Extra Adds 0, Total Adds 0, Heavy: WFYR, WGAR, WHEN, WAFB, WAAV, WHHY, WSRZ, WSKY, Q96, WORG, Medium: WASH, 55KRC, WZZP, KHOW, KOY, Y108, 610TVN, WNNR, WEIM.
HUEY LEWIS & THE NEWS "Hope You Love Me Like You..." (Chrysalis) 22/11
Rotations: Heavy 0/0, Medium 10/3, Light 11/7, Extra Adds 1, Total Adds 11, WGAR, WFMK, WMHE, KWAV, KYUU, WKBR, WSKY, WROV, WBOV, KBOZ, KBAI, Medium: WHHY, WSRZ, WNNR, WLVA, WDAY, KRKK, WKZE-FM.
JON & VANGELIS "I'll Find My Way Home" (Polydor/PolyGram) 22/9
Rotations: Heavy 1/0, Medium 11/4, Light 9/4, Extra Adds 1, Total Adds 9, WSB, KOV, WSLI, WHBC, KRNT, KRKD, WLVA, KFQD, KADE, Heavy: SM95, Medium: KPLZ, WRVA, WSRZ, KBOI, KWAV, WSKY, KRKK.
STEVIE NICKS "After The Glitter Fades" (Modern/Atco) 22/9
Rotations: Heavy 1/0, Medium 9/5, Light 12/4, Extra Adds 0, Total Adds 9, WR1E, KEY103, WSGN, WQUE, WSRZ, KTKT, WDAY, KBOZ, KSRO, Heavy: WLVA, Medium: WHHY, SM95, WNNR, KSEL.
LESLIE PEARL "If The Love Fits Wear It" (RCA) 18/13
Rotations: Heavy 1/0, Medium 4/2, Light 9/8, Extra Adds 3, Total Adds 13, WHBC, KTKT, WNAF, WKZE-FM, WEIM, KRBC, WCHV, WLVA, WORG, WJON, KFQD, KTWO, KISN.
EARL KLUGH "I'm Ready For Your Love" (Liberty) 18/8
Rotations: Heavy 0/0, Medium 4/1, Light 13/6, Extra Adds 1, Total Adds 8, WSLI, WHBC, WFMK, WMHE, KUGN, WKBW, WDEF, WWSA, Medium: KBOI, KSL, KRBC.
BOBBY CALDWELL "Jamaica" (Polydor/PolyGram) 16/1
Rotations: Heavy 4/0, Medium 7/0, Light 4/0, Extra Adds 1, Total Adds 1, KTWO, Heavy: WBEN, WLTA, WSKY, KRNO, Medium: 97A1A, WCCO, WHBC, KRNT, KBOI, KRBC, WDEF.
LESLIE SMITH & MERRY CLAYTON "Before The Night Is Over" (Elektra) 15/2
Rotations: Heavy 0/0, Medium 4/0, Light 11/2, Extra Adds 0, Total Adds 2, WQUA, WNNR, Medium: SM95, KKUA, KFQD, KBOZ.
DON WILLIAMS "Listen To The Radio" (MCA) 14/0
Rotations: Heavy 2/0, Medium 7/0, Light 5/0, Extra Adds 0, Total Adds 0, Heavy: WLTA, WDEF, Medium: WSB, WCCO, KMBZ, KBOI, KRBC, KSEL, WWSA.
JOURNEY "Still They Ride" (Columbia) 13/9
Rotations: Heavy 0/0, Medium 3/2, Light 9/6, Extra Adds 1, Total Adds 9, WAFB, WSRZ, KKUA, WNNR, WKZE-FM, KSEL, KPAT, KRKK, KISN, Medium: WSKY.
FRANKE & THE KNOCKOUTS "Without You..." (Millennium/RCA) 12/1
Rotations: Heavy 4/0, Medium 5/1, Light 3/0, Extra Adds 0, Total Adds 1, WGAR, Heavy: WSRZ, KWAV, WNNR, WLVA, Medium: KRBE, WHHY, WSKY, WROV.
MOTELS "Only The Lonely" (Capitol) 12/0
Rotations: Heavy 2/0, Medium 6/0, Light 4/0, Extra Adds 0, Total Adds 0, Heavy: KWAV, KRKK, Medium: WHHY, Y108, WEIM, WSKY, Q96, WDAY.
ROD STEWART "How Long" (WB) 12/0
Rotations: Heavy 3/0, Medium 6/0, Light 3/0, Extra Adds 0, Total Adds 0, Heavy: WHHY, WNNR, WEIM, Medium: WAAV, WSRZ, KRKD, KYUU, WSKY, WLVA.
STEVIE WONDER "Do I Do" (Tama/Motown) 11/11
Rotations: Heavy 0/0, Medium 5/5, Light 6/6, Extra Adds 0, Total Adds 11, WBEN, WFSM, KMGC, WHHY, WSRZ, KTKT, WSKY, WCHV, KSEL, KADE, KBOZ.
DR. HOOK "Loveline" (Casablanca/PolyGram) 11/9
Rotations: Heavy 0/0, Medium 3/2, Light 7/6, Extra Adds 1, Total Adds 9, WLTA, KMBZ, KUGN, KIXI, WDEF, WLVA, WWSA, WDAY, KTWO, Medium: KBOZ.
MAXUS "Keep A Light On" (WB) 9/8
Rotations: Heavy 0/0, Medium 2/2, Light 6/5, Extra Adds 1, Total Adds 8, SM95, WHBC, KKUA, WEIM, KRBC, KSEL, KFQD, KRKK.
LEO SAYER "Have You Ever Been In Love?" (WB) 9/1
Rotations: Heavy 0/0, Medium 8/0, Light 0/0, Extra Adds 1, Total Adds 1, KFQD, Medium: WSB, WCZY, KEY103, KBOI, WEIM, WLVA, KF0R, KRKK.
BILL CHAMPLIN "Sara" (Elektra) 8/6
Rotations: Heavy 0/0, Medium 1/1, Light 7/5, Extra Adds 0, Total Adds 6, WCCO, WGY, KRKD, WKZE-FM, WSKY, KBAI.
JOSEPH WILLIAMS "That First Night" (MCA) 8/4
Rotations: Heavy 0/0, Medium 1/0, Light 7/4, Extra Adds 0, Total Adds 4, WCCO, KRKD, WEIM, WORG, Medium: 97A1A.
JIMMY BUFFETT "Where's The Party" (MCA) 8/3
Rotations: Heavy 0/0, Medium 6/1, Light 2/2, Extra Adds 0, Total Adds 3, WCCO, Y108, WSKY, Medium: 97A1A, WRVA, WSRZ, WEIM, KBOZ.
LARRY ELGART & HIS ORCHESTRA "Hooked On Swing" (RCA) 8/2
Rotations: Heavy 1/0, Medium 3/0, Light 4/2, Extra Adds 0, Total Adds 2, WCCO, WICC, Heavy: WBSA, Medium: KRNT, WDEF, KFQD.
HUMAN LEAGUE "Don't You Want Me" (Virgin/A&M) 8/1
Rotations: Heavy 2/0, Medium 4/1, Light 2/0, Extra Adds 0, Total Adds 1, KWAV, Heavy: WHHY, KSLQ, Medium: WFMK, WNNR, Q96.
JIMMY HALL "Fool For Your Love" (Epic) 8/0
Rotations: Heavy 0/0, Medium 5/0, Light 3/0, Extra Adds 0, Total Adds 0, Medium: WHEN, WSRZ, WNNR, WKZE-FM, KRBC.
B.J. THOMAS "But Love Me" (MCA) 7/5
Rotations: Heavy 1/0, Medium 3/2, Light 2/2, Extra Adds 1, Total Adds 5, WLTA, WCCO, KRNT, KMBZ, KFQD, Heavy: WDEF, Medium: KEX.
LARRY SANTOS "I'll Come Back To You" (Overture) 7/2
Rotations: Heavy 2/0, Medium 2/1, Light 3/1, Extra Adds 0, Total Adds 2, WDFD, WSGW, Heavy: WCZY, WFMK, Medium: WMHE.
QUARTERFLASH "Right Kind Of Love" (Geffen) 6/3
Rotations: Heavy 0/0, Medium 3/2, Light 2/0, Extra Adds 1, Total Adds 3, KEX, KGW, KWAV, Medium: WSKY.
SHAKIN' STEVENS "You Drive Me Crazy" (Epic) 6/2
Rotations: Heavy 0/0, Medium 2/0, Light 3/1, Extra Adds 1, Total Adds 2, WORG, KFQD, Medium: WSGN, KRKK.

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# THE FACTS SPEAK FOR THEMSELVES.

## HAIRCUT ONE HUNDRED

- ...have radio raving: "This single is a *smash!* Get by the name, the music is *there.* Already huge!" (Bob Hamilton, K-EARTH). "Gaining at more conservative pop stations as well as top 40's. Response is not limited to the younger demographics." (Breneman Report).
- ...are the most popular and acclaimed band to come from Great Britain in years, with three chart-topping singles and a #1 LP: *Pelican West.*
- ...are currently on KMET, WBCN, WMMS, WNEW and a host of other AOR stations, *plus* making leaps on top 40 stations like KEARTH 24-21 and CHUM 14-8 with the single "Love Plus One." HOT NEW ADDS: WBEN-FM add 25, WXKS-FM add, Q103 add, CKGM, Y100, WGCL, KIQQ, JB105 add.
- ...are the rage of Los Angeles, with AOR, top 40 and R&B airplay, a one-hour sellout at The Roxy, and more than 20,000 albums sold in the city *before* this week's live shows.
- ...jump from 142\* to 99\*\* on the *Billboard* album charts this week.
- ...will be seen on *American Bandstand*, *MTV*, *Entertainment Tonight*, *Merv Griffin*, *Solid Gold* and *Mike Douglas*, and heard nationally on a live Westwood One radio broadcast.
- ...have just hit New York City for a weekend of packed-house dates at The Ritz, and cities all over the U.S. are now requesting bookings.

(AL 6600)

CHR ACTIVE  
42/12

AS0672

## LOVE PLUS ONE

The bulleting single from the exploding album.

HAIRCUT ONE HUNDRED  
PELICAN WEST



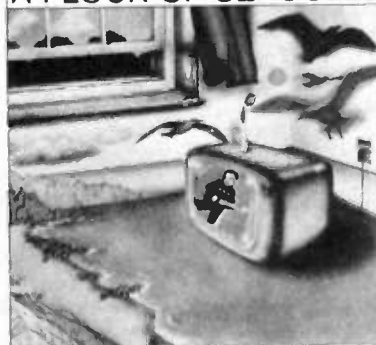
## A FLOCK OF SEAGULLS

- ...are now being played on more than 100 AOR stations, including KMET, KROQ, WMMS, WHCN, WXRT, WIOT, WZXR, KZEW, KTXQ, WNEW, WKLS.
- ...show dramatic sales growth in all airplay cities: L.A., N.Y., Philadelphia, Dallas, Cleveland, Kansas City, Memphis...
- ...are *Rockpool's* most played band of the year, the *only* act to bullet simultaneously on all three charts: retail, radio and dance.
- ...bullet right onto the *Billboard* album chart at 141\*.
- ...just had the #1 rock club hit.
- ...have had tremendous market impact where they've played with such acts as Human League and Squeeze, and will be headlining a series of major city club dates:

5/28-29—NYC, 5/30—Baltimore, 6/2—Boston, 6/3—New Haven, 6/4—Mt. Vernon, 6/5—Philadelphia, 6/6—Washington, D.C., 6/10—Pittsburgh, 6/11—Detroit, 6/12—Chicago, 6/13—Milwaukee, 6/19-20—Los Angeles

CHR ACTIVITY BEGINS: KEGL, CHUM, WPHD, WCSC, KSEL, WJXQ, WPST, WCIL, WZYQ.

A FLOCK OF SEAGULLS (VA 66000)



## I RAN<sup>VS 102</sup>

The international smash, just released in the U.S. from the mesmerizing debut LP.

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**JIVE** Records (Distributed by Arista)



Contemporary Hit Radio

## NATIONAL AIRPLAY/30

Adult/Contemporary

Three Weeks	Two Weeks	Last Week	Rank	Artist/Title	Label
2	2	1	1	McCARTNEY/WONDER/Ebony And Ivory	Columbia
1	1	2	2	RICK SPRINGFIELD/Don't Talk To Strangers	RCA
23	13	6	3	TOTO/Rosanne	Columbia
9	6	4	4	RAY PARKER JR./The Other Woman	Arista
13	9	5	5	HUMAN LEAGUE/Don't You Want Me	Virgin/A&M
24	16	10	6	ASIA/Heat Of The Moment	Geffen
3	3	3	7	DARYL HALL & JOHN OATES/Did It In A Minute	RCA
18	14	12	8	LITTLE RIVER BAND/Man On Your Mind	Capitol
11	10	9	9	ELTON JOHN/Empty Garden	Hey Hey Johnny/Geffen
6	4	8	10	CHARLENE/I've Never Been To Me	Motown
8	7	7	11	TOMMY TUTONE/867-5309	Columbia
21	17	14	12	FRANKE & KNOCKOUTS/Without You...	Millennium/RCA
17	15	13	13	DAN FOGELBERG/Run For The Roses	Full Moon/Epic
29	22	17	14	JOAN JETT & BLACKHEARTS/Crimson And Clover	Boardwalk
27	21	18	15	DONNIE IRIS/My Girl	MCA
30	24	19	16	JOHN COUGAR/Hurts So Good	Riva/PolyGram
-	-	30	17	WILLIE NELSON/Always On My Mind	Columbia
-	27	21	18	JUICE NEWTON/Love's Been A Little Bit Hard On Me	Capitol
-	25	22	19	QUEEN/Body Language	Elektra
-	28	23	20	38 SPECIAL/Caught Up In You	A&M
-	29	25	21	SHEENA EASTON/When He Shines	EMI America
-	30	27	22	LOVERBOY/When It's Over	Columbia
4	5	11	23	PAUL DAVIS/'85 Love Affair	Arista
-	26	24	24	SIMON & GARFUNKEL/Wake Up Little Susie	WB
-	-	28	25	KANSAS/Play The Game Tonight	Kirshner/CBS
-	-	29	26	RONNIE MILSAP/Any Day Now	RCA
12	12	15	27	KOOL & THE GANG/Get Down On It	De-Lite/PolyGram
-	-	-	28	HUEY LEWIS & NEWS/Hope You Love Me Like You...	Chrysalis
-	-	-	29	MOTELS/Only The Lonely	Capitol
-	-	-	30	ROBERTA FLACK/Making Love	Atlantic

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9	5	5	5	SIMON & GARFUNKEL/Wake Up Little Susie	WB
30	23	15	6	RONNIE MILSAP/Any Day Now	RCA
17	14	9	7	EDDIE RABBITT/I Don't Know Where To Start	Elektra
19	16	10	8	SHEENA EASTON/When He Shines	EMI America
18	17	13	9	D. WARWICK & J. MATHIS/Friends In Love	Arista
6	6	6	10	CHARLENE/I've Never Been To Me	Motown
16	13	11	11	ELTON JOHN/Empty Garden	Hey Hey Johnny/Geffen
-	25	18	12	JUICE NEWTON/Love's Been A Little Bit Hard On Me	Capitol
24	22	19	13	KARLA BONOFF/Personally	Columbia
21	20	16	14	BERTIE HIGGINS/Just Another Day In Paradise	Kat Family/CBS
4	7	7	15	PAUL DAVIS/'85 Love Affair	Arista
5	8	8	16	JOHN DENVER/Shanghai Breezes	RCA
14	12	12	17	GORDON LIGHTFOOT/Baby Step Back	WB
22	21	20	18	T.G. SHEPPARD/Finally	WB/Curb
-	-	27	19	NEIL DIAMOND/Be Mine Tonight	Columbia
28	24	23	20	CAROLE KING/One To One	Atlantic
10	10	14	21	BARRY MANILOW/Let's Hang On	Arista
11	11	21	22	GREG GUIDRY/Goin' Down	Badland/Columbia
7	9	17	23	VANGELIS/Chariots Of Fire	Polydor/PolyGram
-	-	26	24	MANHATTAN TRANSFER/Route 66	Atlantic
-	-	-	25	DENIECE WILLIAMS/It's Gonna Take A Miracle	ARC/Columbia
-	-	-	26	ALABAMA/Take Me Down	RCA
-	-	-	27	MELISSA MANCHESTER/You Should Hear How She...	Arista
15	15	22	28	CARPENTERS/Beechwood 4-5789	A&M
-	-	-	29	LARRY LEE/Don't Talk	Columbia
12	18	25	30	OLIVIA NEWTON-JOHN/Make A Move On Me	MCA

J. GEILS BAND (46) ALABAMA (44) SOFT CELL (40)	HUEY LEWIS (40) STEVE MILLER BAND (40) BLONDIE (37)	<b>MOST ADDED</b>	NEIL DIAMOND (46) ALABAMA (39) DENIECE WILLIAMS (20)	MECO (19) JOHN SCHNEIDER (14) M. MANCHESTER (13) L. PEARL (13)
P. McCARTNEY/S. WONDER (179) TOTO (116) RAY PARKER JR. (82)	ASIA (76) HUMAN LEAGUE (75) WILLIE NELSON (35)	<b>HOTTEST</b>	P. McCARTNEY/S. WONDER (105) DAN FOGELBERG (64) WILLIE NELSON (64)	ROBERTA FLACK (48) CHARLENE (31) SIMON & GARFUNKEL (31)

## BREAKERS

### HUEY LEWIS & THE NEWS

**Hope You Love Me Like You Say You Do (Chrysalis)**  
61% of our reporters on it. Moves: Up 16, Debuts 31, Same 43, Down 0, Adds 40 including WKBW, B104, JB105, CFTR, Z93, WL0L-FM, KBEO, KFRC, B100, WPST, WSEZ, KZ93, KKXX, WZYQ, KKRC-FM. See Parallels, debuts at number 28 on the CHR chart.

### MOTELS

**Only The Lonely (Capitol)**  
58% of our reporters on it. Moves: Up 57, Debuts 26, Same 23, Down 0, Adds 19 including WCAU-FM, 96KX, Q105, KBEO, WHFM, 92FLY, KITY, Y103, KX104, KIKK, WIKS, WMEE, KRQ, WHEB, Q104. See Parallels, debuts at number 29 on the CHR chart.

### ROBERTA FLACK

**Making Love (Atlantic)**  
57% of our reporters on it. Moves: Up 67, Debuts 8, Same 21, Down 10, Adds 15, WKBW, CKLW, KUBE, WHFM, WYCR, G100, KSKD, WJBQ, KQIZ-FM, KPUR, KKLS, 99KG, KKLK, KATI, KOZE. See Parallels, debuts at number 30 on the CHR chart.

### HEART

**This Man Is Mine (Epic)**  
56% of our reporters on it. Moves: Up 27, Debuts 29, Same 35, Down 0, Adds 28 including WCAU-FM, WXKS-FM, Z93, WL0L-FM, WTIC-FM, WDRC-FM, V100, KBFM, WHHY-FM, WBCY, WAKX, KQKQ, KSKD, WXLK, KILE. See Parallels, will debut next week on the CHR chart.

### DENIECE WILLIAMS

**It's Gonna Take A Miracle (ARC/Columbia)**  
51% of our reporters on it. Rotations: Heavy 14/0, Medium 29/4, Light 25/13, Extra Adds 3, Total Adds 20 including 55KRC, WZZP, WCZY, KH0W, KEX, WHAM, WFTQ, WAIV, WHHY, WQUE, WHBY, KRNT, KMBZ, WIBA, WQUA, and 5 more. Debuts at number 25 on the A/C chart.

### ALABAMA

**Take Me Down (RCA)**  
51% of our reporters on it. Rotations: Heavy 2/0, Medium 35/17, Light 29/17, Extra Adds 5, Total Adds 39 including WBEN, WCLR, WISN, KPPL, KOY, KFMB, KPLZ, WICC, WGY, WAFB, WBT, WAAY, WMAZ, WFDF, WQUA, and 24 more. Debuts at number 26 on the A/C chart.

### MELISSA MANCHESTER

**You Should Hear How She Talks About You (Arista)**  
51% of our reporters on it. Rotations: Heavy 2/0, Medium 38/6, Light 30/5, Extra Adds 2, Total Adds 13, 3WS, WTAE, 97AIA, WCZY, KGW, KJR, WICC, WTIC, WOMC, WFDF, KOB, KIXI, KTWO. Debuts at number 27 on the A/C chart.

### LARRY LEE

**Don't Talk (Columbia)**  
48% of our reporters on it. Rotations: Heavy 6/0, Medium 34/5, Light 26/4, Extra Adds 1, Total Adds 10, WICC, WSFM, WBT, WPTF, WOMC, WFDF, WENS, WCTC, KCRG, WSGW. Debuts at number 29 on the A/C chart.

## 12-34 NEW & ACTIVE

- ✓ STEVIE NICKS "After The Glitter Fades" (Modern/Atco) 113/35  
Moves: Up 26, Debuts 17, Same 35, Down 0, Adds 35 including B94, KBEO, KZZP, WTRY, WKRZ-FM, KHFI, WABB-FM, WSKZ, WJXQ, KMGK, KJRB, FM103, WYKS, WRKR, KSLY.
- ✓ SOFT CELL "Tainted Love" (Sire/WB) 104/40  
Moves: Up 23, Debuts 17, Same 18, Down 6, Adds 40 including PRO-FM, JB105, 94Q, KFI, KFRC, KYYX, KIMN, Q103, WDRC-FM, KZFM, WQUT, WNAM, KQKQ, KBBK, KLUC.
- KARLA BONOFF "Personally" (Columbia) 102/20  
Moves: Up 45, Debuts 16, Same 21, Down 0, Adds 20 including WCAU-FM, B104, WXKS-FM, WL0L-FM, KUBE, KOPA, KZZP, KROK, WZYP, KSTT, WMEE, K96, WFEA, KKLS, KDZA.
- RAINBOW "Stone Cold" (Mercury/Polygram) 89/6  
Moves: Up 35, Debuts 7, Same 41, Down 0, Adds 6, WXKS-FM, WKTI, KHFI, Z104, KIOXX, KNBQ, WBEN-FM, 36-31, 96KX 9-7, CHUM 20-16, KEGL 16-10, WPHD 12-9, WPST 21-18, KINT 21-17, KMGK 15-11, WCIL-FM 29-22.
- ✓ ALABAMA "Take Me Down" (RCA) 88/44  
Moves: Up 10, Debuts 21, Same 13, Down 0, Adds 44 including WBEN-FM, WIF1, Z93, KFI, XTRA, KYYX, KIMN, Q103, KZZP, V100, KHFI, G100, WZZR, KHYT, Z102.
- ALDO NOVA "Fantasy" (Portrait/CBS) 87/2  
Moves: Up 42, Debuts 3, Same 30, Down 10, Adds 2, WTIX, B97, Y100 25-22, Q105 10-10, CKLW 9-7, B100 14-12, 3WT 10-8, WKRZ-FM 23-19, KSET-FM 8-8, BJ105 10-9, WGRD 4-4, KOFM 9-7, KKXX 3-3, FM103 5-2, KSKD 1-1.

## 25-49 NEW & ACTIVE

- LITTLE RIVER BAND "Man On Your Mind" (Capitol) 58/0  
Rotations: Heavy 21/0, Medium 28/0, Light 9/0, Extra Adds 0, Total Adds 0. Heavy: WRIE, WSFM, WGY, SM95, WQUE, WSRZ, KSLO, KWAV, KYUU, KTKT, WNNR, WKZE-FM, WEIM, WCHV, WLVA, WORG, KCRG, KPAT, WJON, WBOW, KRKK. Medium: WGAR, WZZP, WHB, KS94, KH0W, KEX, KNBR, WGAC, KMGC.
- BILL LaBOUNTY "Never Gonna Look Back" (WB/Curb) 56/11  
Rotations: Heavy 2/0, Medium 29/7, Light 24/3, Extra Adds 1, Total Adds 11. WSB, 97AIA, KJR, KPLZ, WHAM, WBSA, WAIV, Y106, KKRD, KSL, KADE. Heavy: SM95, WLVA. Medium: WLTA, WCZY, KEY103, WHBY, WHBC, WARM98, KRNT, KUDL, KBOI, KUGN, WNAB, KRBC, WSKY, KSEL, WJON, KBOZ, KRNO.
- ✓ MECO "Big Band Medley" (Arista) 52/19  
Rotations: Heavy 0/0, Medium 20/5, Light 30/12, Extra Adds 2, Total Adds 19. WPRO, WSB, KEX, KEZL, WKAZ, WHAM, WHIO, KRNT, WIBA, WQUA, WMHE, KSL, KCEE, WNAB, KCRG, WSGW, KBAI, KRNO, KSRO. Medium: WCZY, KJR, WGY, WSLI, WPTF, WRVA, WHBC, KBOI, WEIM, WCTC, KRBC.
- TOTO "Rdsanna" (Columbia) 49/12  
Rotations: Heavy 12/2, Medium 26/4, Light 8/3, Extra Adds 3, Total Adds 12. WSB, 55KRC, WGAR, KGW, KPLZ, WRIE, WAFB, SM95, Y106, WENS, WJON, KADE. Heavy: WHHY, WSRZ, KKUA, KYUU, WKZE-FM, WCHV, WROV, WBOW, KBAI, KRKK. Medium: WYNY, WTAE, 97AIA, WFYR, WQUE, WOWO, KTKT, Q96.