

I N S I D E:

LATEST MAJOR MARKET RATINGS BULLETIN

Chicago: Stable Book As Top 3 Hold On
San Francisco: KGO, KSOL, KNBR Leap Upward
Philadelphia: KYW Back In First; WUSL, WCAU Gain
Detroit: WJR Mirrors Tigers Surge
Boston: WBCN Takes Lead; WXKS-FM, WHDH Move Up
Houston: KKQB-FM Hits Double Figures; KMJQ, KODA, KSRR On A Roll
Washington: Black/Urban Surge As WKYS Regains First, WHUR Up 2
Dallas: KVIL-FM Exceeds 10, KKDA-FM Climbs To Second
Minneapolis: WCCO Lead Cut; WLOL Adds 3 1/2
St. Louis: KMOX Steady, KSHE On The Rise
Pittsburgh: KDKA Drops 2; WDVE, WBZZ, WHTX, WWSW Up
Baltimore: WLIF Assumes Lead; WBSB, WYYI Gain
Cleveland: WMMS Extends Edge; WLTF Hot
Cincinnati: WKRQ Up 2 To 10 Share; WLW Makes Huge Strides
San Jose: KGO Way Up; KBAY Adds 3 For Second
Buffalo: WJYE, WBEN Down But Hold 1-2; WNYS Nearly Doubles
Hartford: WTIC Slips A Bit; WTIC-FM Steady

Full Results Page 12

FCC CONSIDERS 12-12 OWNERSHIP RULE

New expanded ownership limits are winning wide support and may soon be passed by the Commission. And groups that can prove they're not violating antitrust provisions may be able to go above the 12-AM, 12-FM, 12-TV ceiling.

Page 4

WHTZ HITS FIRST AGAIN

Joel Denver talks to WHTZ/New York PD Scott Shannon about the station's return to the top... and its pioneering satellite remote from a Mexican resort.

Page 41

PEOPLE IN THE NEWS THIS WEEK

- Jim Strawn partner/VP at DKM
- Art Kriemelman VP at RKO
- Dennis Winslow WFOX's Program Manager
- Holland Cooke OM at WTOP
- Jim Collins PD for KZZC
- Joe Krause, Randy Kabrich resign from WAPP, WAVA
- Peg Kelly WNBC GSM
- Mark St. John PD at WAPI-FM

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A NEW LOOK AT NEWS/TALK

News/Talk consultants Bruce Marr and Jerry Johnson feel the format can become stale and self-indulgent. They advocate programming topics more like records, for wider audience appeal.

Page 32

Newsstand Price \$3.50



FM Networks Post Gains In Latest RADAR Ratings

FM-oriented networks continue to show some strong audience gains, according to the RADAR audience estimates released this week. Among all persons 12+, CBS Radio demonstrated the most dramatic gain (+24%), followed by the ABC Rock Network (+10%). Mutual, ABC Direction, and RKO-1 also posted healthy gains of 5%, 5%, and 4%, respectively.

The biggest drops were felt by Sheridan, which slid 13% in this report; National Black Network, dropping 8%; and ABC Information, which slipped 8% and lost its hold on the number one spot for the largest audience per commercial. The new leader in that category is now ABC Entertainment, with an estimated 1.6 million listeners per commercial.

RADAR 29, compiled by Station Research, Inc. of Westfield, NJ, illustrates a continued growth of radio usage in the United States, estimating that 145 million, or 76% of the entire 12+ population, listens to network radio during the course of a week. The figures in this latest report cover the period from May 4, 1983-April 24, 1984.

AM GOES GOLD; FM EVOLVES TO CHR

Garrett Returns To Program KRBE-FM

After two years programming KHFI/Austin, Roger W. W. Garrett returns to KRBE-FM/Houston as PD. Garrett programmed KRBE-FM before joining KHFI. He replaces Ken Rundel, who exited in January but has since returned as midday announcer for KRBE (AM). The AM is planning a format switch from A/C to Oldies, while the FM completes its evolution back to CHR from A/C.

Commenting on the FM's changes, KRBE-AM & FM VP/GM John Dew told R&R, "The music will be geared to a more contemporary sound than in the past, but we are still after adult demos, with 25-44 as our primary target. We'll test music each week and those

that don't score well won't get played. Obviously today's adults like a more contemporary sound, so we're simply changing to fit those needs.

"I was looking for someone GARRETT/See Page 38

RYAN GSM; FORMAT UNDECIDED

Morgan Accepts KIXK PD Post

Following ABC's takeover of KIXK/Dallas earlier this week, WKQX (Q101)/Chicago PD Chuck Morgan was named PD. At the same time, WLS-AM & FM/Chicago National Sales Manager Jerry Ryan accepted the GSM position.

Marr Makes Move To KLOL PD Post

After 12 years as PD at WEBN/Cincinnati, Denton Marr has accepted the programming chair at KLOL/Houston, beginning August 1. Marr succeeds Blake Lawrence, who stepped down two weeks ago to concentrate on his morning show.

Station Manager Pat Fant enthused, "This is big, big news, and we are thrilled. Denton is a PD with unquestionable credentials and experience in building an AOR heritage station into a dynasty. He has the people skills, the ideas, the leadership, and the ability to lead."

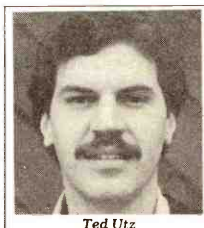


Denton Marr

and most importantly, amazing creativity. Denton will put all his great ideas and concepts into KLOL. He has been hiding in the back room on the air this year. He's going to act as the producer for the station, with a 24-hour-a-day airstaff! We plan to continue good traditional AOR radio with a lot more excitement and production. It ought to be a powerhouse."

A 17-year industry veteran, Marr joined WEBN in 1969 as an air talent. He left in 1971 for a brief programming stint at KLOS/Los Angeles, and returned to WEBN later that year, becoming PD in 1975. He told MARR/See Page 36

Utz Named KTXQ OM



Ted Utz

Fifteen months after joining WHJY/Providence as PD, Ted Utz has been named Operations Manager at KTXQ (Q102)/Dallas. Utz fills the vacancy left four weeks ago when former PD Tom Owens departed the station.

KTXQ President/GM Clint Culp told R&R, "Ted's a very aggressive programmer with excellent management skills. He is very promotionally-oriented, which is a key factor in this highly-competitive market. After talking with a lot of program directors, I feel Ted is the best, and I'm very excited to have him part of the team."

Before WHJY, Utz worked two and a half years at WPYX/Albany - first as PD, later holding OM duties for WPYX and sister station WTRY. He previously spent two years as co-principal and VP/Programming at WAQX/Syracuse. Utz said, "We just got back some great ratings, so the new owners really have something to work with now."

"It'll be a long way from the ocean," he added wistfully, "but I feel really good about it. I'm not that familiar with the UTZ/See Page 36

McVay Media Taps Cook As VP/Country

Longtime Country programmer Charlie Cook has joined the McVay Media consultancy as VP/Country. Cook will be leaving his on-air post at the Transstar Country Network to join the firm. He will consult Country stations, dealing hands-on with programming, while company President Mike McVay will work with the stations on a management level.

McVay commented, "I'm COOK/See Page 36



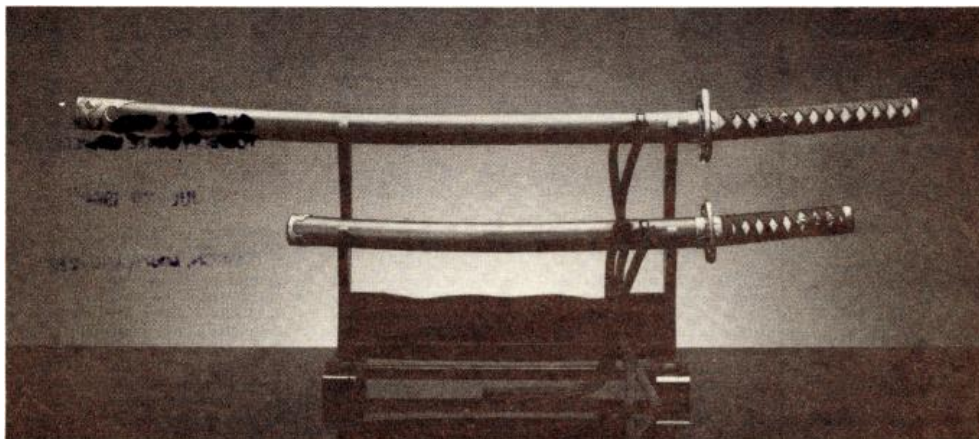
Charlie Cook

KIXK VP/GM John Hare, who recently joined the station from ABC sister station WRIF/Detroit, commented, "Chuck has an excellent track record, which is apparent by the job he's been doing with NBC's WKQX, showing a number of up books. He also has an excellent ear for music and positioning the station."

Noting the contributions of former PD Danny Owens and his staff, Hare remarked, "It's important that we have a lot of local input from the existing people to help us acclimate to the market. Danny and the staff are being asked to remain, as many have a lot of fine talents to contribute."

Plans are for KIXK to discontinue its Gold format, but Hare acknowledged, "Our exact direction isn't chipped in stone yet. When Chuck arrives and all our research is in, we'll MORGAN/See Page 38

IT TAKES A MASTER STRATEGIST TO WIN THE RATINGS WAR



Competition for ratings in the radio business is like war. Everybody fights for the same 100 points. And one thing the *winners* have in common is the ability to plan and execute a successful strategy. This year The Research Group honors the management of sixteen of our client stations by electing them to the rank of Master Class Strategist. Each management team has proven itself worthy of this recognition by its outstanding performance in strategic achievement.

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KRAK, Sacramento	WFTQ, Worcester	WVOR, Rochester
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POLLACK CALLS FOR ENTERTAINING AOR

Steve Feinstein reports the main message from consultant Jeff Pollack's recent programming seminar was "the bottom line to good radio is entertainment" — what goes on between the records.

"LET'S PUT ON A SHOW!"

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EXITS COX AFTER 18 YEARS

Strawn Joins DKM As VP

After nearly 18 years with Cox Communications, Broadcasting Division Asst. Controller Jim Strawn has been named part-owner and VP/Chief Financial Officer for DKM Broadcasting. DKM is expecting FCC approval on its purchase of the nine Schering-Plough stations; that sale agreement was reached six weeks ago. Strawn will rejoin former Cox Exec. VP and new DKM President Jim Wesley; both start at their new positions August 1.

Commenting on Strawn's resignation, Cox VP/Controller Jim Rouse said, "It has been a pleasure working with Jim, and we hate to lose him. But we realize what an opportunity he has, and we wish him the best of success."

Wesley noted, "I have worked with Jim for many years, and I am very pleased that he is joining me in this new venture."

During his time with Cox, Strawn has worked at the company's stations in Atlanta, Miami, and San Francisco, and on the Broadcast Division corporate staff; he's held the Asst. Controller post since 1980. "It's going to be a little sad leaving all my friends and acquaintances here," he said. "But this is an exciting opportunity in that I'll be part of ownership, and because I'll continue working with Jim Wesley; our relationship goes back a long way. Chances like this don't come down the road every day."

LAKE RESIGNS

Collins Set To Program KZZC

After six months at the helm of KZZC (ZZ99)/Kansas City, Charley Lake has resigned over philosophical differences. Taking his place is recently-arrived morning man and former WNBC/New York Assistant PD Jim Collins.

KZZC VP/GM Connie Wodlinger told R&R, "Jim is undeniably qualified to handle this position. Being a hometown guy from Lawrence, KS, he has shown without question he can relate to this market. Obviously, we're very pleased that we have him here, and this transition should be a very smooth one."



Jim Collins

Collins told R&R, "I am disappointed in that I came here specifically to work for Charley. However, I'm confident about the future because I think Charley has set the station on the right course, and we'll simply continue in that direction."

COLLINS/See Page 36

NEW LINEUP ANNOUNCED

KVI Drops A/C, Picks Up Gold

KVI/Seattle announced plans to discontinue its A/C format Monday (7-23) in favor of a "Solid Gold" approach. As part of the transition, the entire sales and programming staffs have been let go.

Explaining the changes, KPLZ & KVI VP/GM Shannon Sweatte told R&R, "The idea is to complement the success of CHR KPLZ with the AM. Since KPLZ does well 12-24, KVI will be targeted 25-40, and the two will be marketed as a combo." Sweatte added that the KPLZ sales team will now handle both stations.

Describing the nonmusical aspects of KVI's new direction, Sweatte continued, "Although we won't have as much news as we've presented before, we will still carry many of the full-service elements that the station's been known to run. This includes Seattle Mariners baseball, Washington State University sports, and a full schedule of traffic reports."

The new on-air lineup is as follows: Tom Huttyer (from crostown KUBE), mornings; Mike Webb (KPLZ), middays; Jay Green (KVI Production Director), afternoons; and Paul Thompson (KTAC/Taco-

KVI/See Page 36

Winslow Programs WFOX

Former WMGG/Tampa Operations Manager Dennis Winslow has been appointed Program Manager at Shamrock's WFOX/Atlanta-Gainesville. The move is a homecoming for Winslow, who at one time spent six years as an air personality at neighbor 94.0.

WFOX GM Martin Sherry said, "I'm very pleased to announce Dennis as my PD. His coming on board gives us the flexibility we need to formulate a successful strategy for the Atlanta market. Dennis is the best, and I'm really glad he's with us."

Sherry explained that the station's new format won't be divulged until the mid-August launch date, saying, "We've got a good idea what it's going to be, but we haven't totally refined it yet." Now that crostown WWLT has adopted a Country format, industry speculation is centering on either a CHR or A/C direction.

Prior to joining WFOX, Winslow spent seven months as PD and three more as OM at WMGG; he previously programmed

WMGF/Milwaukee for a year. "This is the chance of a lifetime," Winslow told R&R. "I couldn't think of a better situation. It's a great market and an incredible company. Shamrock is committed longterm to this station; Martin is pulling some of the best people in Atlanta aboard."

Winslow added that he's seeking morning and afternoon air talent, as well as a news director.

WAPP'S KRAUSE, WAVA'S KABRICH

Double Resignations At Doubleday

Two PDs at Doubleday stations, WAPP/New York's Joe Krause and WAVA/Washington's Randy Kabrich, have resigned. Kabrich leaves after nine months to open his own as-yet-unnamed consultancy. His first two clients are WDGC/Durham-Raleigh and WROQ/Charlotte. Krause, who had been at WAPP for two years, told R&R, "I've enjoyed my time in New York and I look forward to future programming possibilities in either CHR or AOR."

Doubleday VP/Programming Dave Martin commented to R&R, "Both gentlemen are fine programmers. I'm especially saddened by Randy's departure. He did a lot for us at WAVA. Joe's contributions over the last two years, since the inception of the format at WAPP, are also very noteworthy. I wish them both much success. Contrary

to the rumors, we aren't contemplating any format changes at either station (WAPP is AOR, WAVA CHR), and we're open to talking to anyone who's up to the challenge of either Washington or New York."

DOUBLEDAY/See Page 36

WPNT Points To Personality A/C Format

Easy Listening outlet WPNT ("The Point")/Pittsburgh has announced it will begin introducing local personalities into its format early next month as the station continues its shift toward A/C vocal-oriented music.

WPNT, Inc. principal/President Saul Frischling explained to R&R, "We've taken the covers out and put in original music. Also, most of the stations that have developed some personality are getting serious numbers, so we plan to add established personalities from the Pittsburgh market. We feel our 25-54 target wants a smidgeon more than just music."

WPNT/See Page 36

WNBC Promotes Kelly To GSM

WNBC/New York has promoted Local Sales Manager Peg Kelly to GSM, replacing the exiting Jack Maloney.

VP/GM Randy Bongarten commented, "Peg is one of the true professional sales managers in the New York market. Her track record over the years on both sides of the desk, as a media buyer and a radio representative, is true-



Peg Kelly

KELLY/See Page 36

Kriemelman New VP/Sales At RKO Nets

Art Kriemelman has been appointed VP/Director of Sales for RKO Radio Networks, moving across town from the Radio Network Association, where he had been President since October 1983. Kriemelman will report directly to RKO Nets President Bill Hogan.

Hogan commented, "Art brings a wealth of experience to RKO from both the station and network sides of the business. His strong relationships with agencies and clients make him the ideal choice for this important management position."

Kriemelman told R&R, "I'm really been admiring what the RKO Radio Networks have done in the past few years, and I'm

Art Kriemelman

KRIEMELMAN/See Page 36

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Washington Report

Docket 80-90 Communities Due Out This Week

The FCC Mass Media Bureau's Allocation Branch plans late this week to release its latest list of proposed sites for FM drop-ins under Docket 80-90.

Branch Chief Mark Lipp says about 80 of the original 684 communities proposed have been dropped because nobody filed a letter of intent to apply for a station in those locations. However, the new list includes over 200 counterproposals suggesting sites other than those named by the FCC. That's a smaller number than Commission officials had anticipated.

Lipp says another 140 counterproposals didn't make the list because they failed to comply with the agency's standards for locating FM drop-ins.

Release of the list this week will trigger a 30-day comment period, and the Commission expects to begin accepting the first applications for drop-ins late this year.

BMI Board Backs Rate Hike

BMI management received the blessing of the company's board of directors last week for its decision to mail new music licenses to radio stations despite the lack of a negotiated agreement with the All-Industry Radio Music License Committee.

In a letter to stations this week, BMI President E.D. Cramer apologized for mailing the new licenses just days before the June 30 expiration of the previous agreement. But he blamed the industry committee for the problem. "The Committee did not negotiate with us until the eleventh hour (despite two extensions of three months each) and then rejected compromises we proposed, including our offer to arbitrate our differences," said Cramer.

Stressing that a rate increase doesn't take effect until next January, Cramer said payment of BMI bills, which are being mailed this week, does not get stations off the hook. "If we have not already received your signed agreement, any regular license fees you send us will be returned to you," Cramer warned. "You will, of course, then be responsible under the law for any willful copyright infringement."



BROADCASTERS VISIT DAWSON — NRBA Sr. VP Abe Voron (left) and President Bernie Mann (right) last week called on FCC Commissioner Mimi Dawson to acquaint her with the association and to learn more about her regulatory philosophy. Voron and Mann made a similar visit to Commissioner Dennis Patrick.

Applications Freeze Lifted On 25 Class I-A Clear Channels

On Tuesday (7-17) the FCC lifted the freeze, in effect since February 1982, on applications for new AMs on 25 Class I-A clear channels. The freeze was imposed to allow the United States and Canada to work out incompatibilities among stations proposed on the channels at the 1981 Region 2 AM conference in Rio de Janeiro.

The Commission is now prepared to accept applications for stations on the following frequencies: 640, 650, 660, 670, 700, 720, 750, 760, 770, 780, 820, 830, 840, 870, 880, 890, 1020, 1030, 1040, 1100, 1120, 1160, 1180, 1200, and 1210 kHz.

A freeze remains in effect on the six Canadian clear channels: 690, 740, 860, 990, 1010, and 1580 kHz.

WNYR Gets To Keep New Channel, Hours

WNYR/Rochester's move from 680 to 990 kHz, its switch from daytime-only to full-time status, and its power increase to 5 kw were affirmed last week by the FCC. The changes were challenged by WBBF & WMJQ/Rochester and WLKW/Providence. They argued that they should have had an opportunity to apply for the new facilities.

In denying their petitions, the FCC noted that 990 kHz is a Canadian clear channel that Canada specifically made available to WNYR, which in 1978 began receiving interference from CFTR/Toronto. Canada agreed to furnish the frequency only after it concluded there was no way to solve the interference problem.

The Commission pointed out that Canada did not agree to let anyone other than WNYR use the channel. Canada also dropped plans to use the frequency in Niagara Falls, Ontario and modified a station proposal in Montreal to provide better protection for WNYR.

WBIP-AM & FM Renewed, Free Tradeout Issue Dismissed

The FCC last week renewed the licenses of WBIP-AM & FM/Booneville, MS after deciding not to order a hearing into charges of possible anticompetitive practices.

At issue was a total of 6000 commercials valued at \$9500 which were furnished free to Carpet City, Inc. The spots were aired on both WBIP and WTUP/Tupelo, MS, which recently underwent a distress sale. The carpet outlet is owned by T.L. Estess, who was a 36% owner of WTUP. Since the two stations were managed jointly and their owners were closely linked, the FCC raised the question of whether WBIP's facilities were used to gain an unfair advantage for Estess.

The Commission concluded there was no wrongdoing, although it found that sloppy accounting "for the WBIP tradeout arrangement allowed for the crediting of merchandise for WBIP to the Carpet City-WTUP account."

In clearing WBIP and renewing the two licenses, the Commission relied heavily on affidavits from other area carpet outlets stating that they "were not denied access to or unfairly charged for advertising time at WBIP." It also noted that the close relationship between Estess and WBIP ended seven years ago.

7-7-7 TO BE RETIRED

Commission Eyes Adoption Of New 12-12-12 Multiple Ownership Rule

Support is reportedly building at the FCC for replacing the current "rule of sevens" with a new cap allowing group broadcasters to own up to 12 AMs, 12 FMs, and 12 TV stations. The proposal could be brought to the full Commission for a vote as early as next week's scheduled meeting (7-26).

The plan apparently has the backing of Chairman Mark Fowler, who needs only two more votes on the five-member commission to win approval. Commissioners Dennis Patrick and Jim Quello are considered Fowler's most likely allies on the proposal.

While seven is now an absolute limit, the proposed ceiling of 12 would contain a loophole. Groups would be eligible for special waivers to go above the limit if they could prove the exceptions wouldn't create any violations of federal antitrust standards.

Additionally, the new multiple ownership rule will likely include a sunset provision requiring the Commission in three years to review its impact on concentration of control. At that time, it's possible the ownership limit could be abolished altogether.

In comments filed with the FCC last January, dozens of stations and groups expressed nearly unanimous support for either raising the seven limit or abolishing it outright. They cited the vast increase in the numbers of radio and television stations since the 7-7-7 rule was enacted in 1953.

DEREGULATION CONTINUES

FCC Handles Wide Range Of Radio Issues

Last week a variety of rules changes affecting the radio industry cleared the FCC, which also released new details of several previous broadcast decisions.

Issues handled by the Commission include new license application and ownership forms, multiple-city identifications, suburban radio licensing, directional AM antennas, and rebroadcasts of amateur and CB transmissions.

Here's a summary of the actions:

- The Commission adopted a new broadcast ownership report form (#323) reflecting recent changes in attribution rules. Reports need only be filed once a year, instead of each time there's an ownership change. Group owners may select a single reporting date for all stations. If no changes have occurred, stations may certify that fact, rather than having to file a new report each year.

- Applications for new commercial and non-commercial stations were combined into a single form (#302). Changes include deletion of questions on network affiliation, financial qualifications, ownership, transmitter, modulation monitor, and frequency measurements. Certification replaces FM equipment performance tests, and applicants no longer must state that they're not trying to obstruct or delay another application.

- The Commission proposed abolishing the requirement that stations obtain prior authorization before rebroadcasting amateur and CB signals. The move stems from last year's invasion of Grenada, when broadcasters relied heavily on amateur operators for information.

- Also proposed last week was the setting aside of 7100-7300 kHz for use by international stations in Region 3, which encompasses the Pacific and Southern Asia.

- The Commission rejected petitions for reconsideration and clarification by 11 parties protesting last year's elimination of suburban community and de facto reallocation policies and the Berwick Doctrine. The rules were designed to assure that suburban stations weren't actually aiming to serve nearby cities.

- NAB lost its bid to modify the new policy allowing dual or multiple-city identification as long as the city of license is listed first. The FCC rejected NAB's contention that allowing stations to identify with cities at will, without regard to their signal strength in those cities, will create confusion, especially in light of recent call letter deregulation.

- The Commission proposed a new, standardized format for its acceptance of computer-generated measurements for heights above average terrain of antennas. And, for directional AM antennas, it approved new rules to give broadcasters more flexibility to take measurements in different modes of operation.

- A shortened application form (#340) was approved for noncommercial FM stations. It eliminates "out of date, burdensome, or superfluous" sections, according to the Commission.

- Also last week the Commission released some other rules changes adopted in late June. Those include making it easier for licensed operators to work at more than one station. Previously, operators had to post their licenses at one station. A complicated verification of license form (#759), filled out by the operator and general manager, had to be posted at other stations. Now operators may simply post a photocopy of their licenses at additional stations where they work.



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SCANDAL

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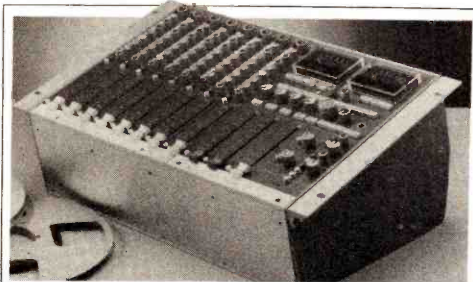


First Week
BREAKERS

"THE WARRIOR"

CHR Debut **38**

LP Debut **6**
Hot Tracks **4**



Calrec Unveils Professional Mini-Mixers

The "M" series of mini-mixers, recently introduced by Bremerton, WA-based **Audio & Design/Calrec Inc.**, are designed to provide professional broadcast quality in a tabletop-sized unit. Five different models capable of handling from eight to 16 channels are available.

The "Mini-1" (pictured) features control surfaces inclined at a shallow angle and up to 16 channels plus limiter/compressors. The "Mini-2" is similar, except that its half-depth cladding allows for semi-flush mounting.

The "Mini-3/8" is an eight-channel unit with limiters/compressors that comes in a rugged flight case, while the "Mini-3/16" is its 16-channel counterpart. The "Mini-4" model sports up to seven channels plus limiters/compressors in a 19-inch rack-mounting frame or eight channels without the frame.

The twin limiters/compressors and their stereo link switch are optional on all models. For further information, contact Audio & Design/Calrec Inc. at (206) 275-5009.

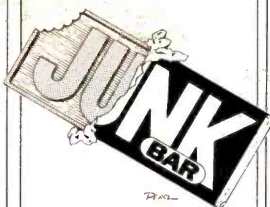
BMS Offers Five "Live" Music Formats

Harrison, AR-based **Broadcast Music Services** recently debuted five complete music formats (CHR, AOR, Country, A/C, and Gospel) designed for use by "live" radio stations. BMS stresses that it is not marketing an automation service. Instead, the firm offers a 750-song library on cart, which can either be programmed according to BMS's daily computer playlists or customized by the purchas-

ing stations themselves.

Along with the high-quality broadcast carts and computer-generated formats, BMS provides a variety of business programs created with the radio station in mind, including co-op performance programs, aging reports, accounts payable, accounts receivable, and profit & loss statements. For information contact **Doug Raines** at (501) 741-6757.

Today's Teens: The Junk-Food Generation?



A majority of modern teens prefer McDonald's to Mom's home cooking, according to a recent poll of California youngsters (ages 12-19) published in **USA Today**. Conducted by the Oakland-based **Citizens Policy Center**, the survey found that the 681 teenagers polled ate a whopping — or is that a Big Macking? — 52 percent of their meals away from home, usually at a fast-food restaurant, snack bar, or school cafeteria.

Among the survey's other findings:

- Candy, chocolate, soda, chips, ice cream, and pizza are the preferred teenage snack foods
- 22% of these on-the-go-go types never eat breakfast
- 12% never eat a meal with their equally on-the-go families
- 9% claim to use laxatives and diuretics in order to lose weight, no doubt because 80% of those surveyed said they sometimes "pigged out" and 40% of the girls reported that their parents are always urging them to lose weight.

Perhaps the most shocking finding, and one calculated to baffle nutritionists everywhere — teenagers report no correlation between what they eat and how they feel!

National Radio Spot Ads On The Rise

National radio spot ad spending jumped 17.6% in May to \$77.2 million, according to Larchmont, NY-based **Radio Expenditure Reports**. What's more, 1984's five-month total climbed to \$306.5 million, up 12.1% over the same period in 1983. Within the Top 10 markets, national spot radio gained 6.5% during May of 1984.



New Music Seminar Set For Aug. 6-8

Noted producer/artist/UK label head **Trevor Horn** will deliver the keynote address at this year's "New Music Seminar," which will take place at the New York Hilton from August 6-8. Horn's experience with **Yes**, **Foreigner**, the **Buggles**, **Art of Noise**, **Frankie Goes To Hollywood**, and **Malcolm McLaren's Duck Rock** cuts across the full spectrum of contemporary music styles and mirrors the confab's wide-ranging concerns.

Radio and promotion panel discussions highlight the New Music Seminar and will cover formats and sub-formats from AOR, Black, and CHR radio to "Rhythm" radio, "New Music" radio, and the problems and possibilities of crossover promotion. Independent labels, dance music and DJs/mixers will also be spotlighted.

In fact, virtually every aspect of the music industry will be examined, with panelists and moderators from major labels as well as independent operations. Artist showcases, a video gallery, the usual convention booths, and an unusual registrant-plus-one free admission discount to New York City's key nitespots are likewise part of the program.

Price is \$150 per person. Hotel and airline discounts are available. For more information, contact the New Music Seminar at (212) 722-2115.

SI-TEX Debuts Full-Color Weather Radar System



The Clearwater, FL-based **SI-TEX** company recently introduced a compact, full-color weather radar system. The "CR-1011" presents six different colors, based upon the intensity of returning echoes, on a television-type screen for a bright, continuous display of weather activity unattainable on conventional radar.

The CR-1011 is capable of discriminating and displaying the varying intensity of frontal systems, severe weather, or just plain rain. The unit's variable bearing and range markets feature digital readouts that simplify sector and distance readings. Eight different range scales, from one-half to 64 nautical (74 statute) miles, can be selected.

In addition, the CR-1011 features a plotting function that can establish the history of a weather system and assist in the determination of its direction and speed, as well as an audible proximity alarm that warns station personnel of major systems entering guard zones of up to 64 nautical miles. For details, contact **Dave Church** at (813)535-4681.

DJ Priest Stars In Radio PSA Spots

Father **Harry Schlitt**, known as "The Disc Jockey Priest," recently voiced a series of 10-, 30- and 60-second PSA spots that praise radio as "a faithful friend," likening the medium to an "ear's nest" where listeners can hatch new ideas.



Father Harry Schlitt

Produced by the **Catholic Communications Campaign**, a church-related project to foster the best in media, the PSAs are set against a backdrop of CHR rhythms and customized local tags (for the 30- and 60-second versions only) are available as well. Requests must be received before August 1, 1984. For additional information, contact **Dan Juday** at (202) 659-6746.

NOW, THE GAME THAT'S ROCKING THE NATION, CAN ROCKET YOUR RATINGS, FREE!

Rock Trivia, the game for rock buffs is the perfect promotion for your rock station.

It asks 4,000 questions in 8 musical categories and the rock stations that promote it will be given promotional

exclusivity in their market.

So, you supply the fun, and we'll supply the free games. For further information, contact Barbara Dee Scherer or Jill Albert at Cohen & Marino, **212-686-9730**.



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Gary Ahrens
VP/Regional Manager
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THE KING OF COME-E-'DEES — KIIS/Los Angeles personality Rick Dees (l) was happy to see his partner in comedy, Jerry Lewis (r), when the King stopped by to chat about his latest film "Slapstick Of Another Kind."



WHO'S THAT MASKED MAN? — MAGIC 91FM/Auckland, New Zealand gave away money to any listener who could identify the Magic 91FM Money Man patrolling the streets of Auckland. Morning man Dave Jamieson (l) is shown hiding behind the money he's presenting to a winner (r).



GIRLS WILL BE BOYS — 1100/Daytona Beach morning man Dr. Johnny Fever (second from right) was the recent host of a Boy George lookalike contest. The two winners were sent via limo to dinner and the Culture Club concert.



WHAT'S A GIRL TO DO? — KIQQ/Los Angeles MD Robert Moorhead (l) and RCA promotion man Jeff Naumann (r) caught Eurythmics' Annie Lennox backstage after a recent concert to ask the musical question "Who's That Girl?"

Pro:Motions

Paddock Back To KTFX

Bill Paddock has joined KTFX/Tulsa as General Manager. Most recently he was GSM at crosstown KELI-AM & FM, and prior to that he worked as GSM at KTFX. He also helped with KTFX's Country conversion.

PolyGram

Appoints Pritchitt

Stephen Pritchitt has been appointed Director/International Promotion at PolyGram Records. Pritchitt hails from IPS Entertainment, and prior to that worked in various slots for CBS International, Chrysalis, and A&M.



Stephen Pritchitt

Service Upped To Sales Manager At KRKE & KWXL

Cheryl Service has been promoted to Sales Manager for KRKE & KWXL/Albuquerque, where she had been working as a Senior AE.

Giles Label Manager For Relativity & Combat

Steven M. Giles has been appointed Label Manager for Relativity and Combat Records. In addition to his new duties, Giles will keep his current job responsibilities in A&R/Promotion.

CBS Elevates Schulman

Jerry Schulman has been appointed VP/Marketing Development for CBS Records. He has been with CBS since 1972, joining as Director of the Market Research Department, and has been Director of Market Development since 1982.

Lambertz To Do News For CRISTA

Glenn Lambertz has been named News Director for KCIS & KCMS/Seattle, divisions of CRISTA Ministries. Lambertz is a 20-year veteran of the radio-television industry, his most recent job being morning news anchor and writer for KING(AM)/Seattle.

Chugani Tapped For Qwest Promotion Slot

Qwest Records has appointed Roma Chugani to the new position of National Promotion Director/Black Music. She comes from Beverly Glen Music where she held a similar position.



Roma Chugani

FairWest Names General Manager

Claudia McGuire has been named General Manager of FairWest, where she's held the position of office manager for the past four years. In other related activity, Andy Hangarter joins FairWest as a sales consultant. He comes from San Diego where he was a VP for RAM Research.

Edwards Upped At CBS

Wayne Edwards has been promoted to Director/A&R, Black Music for CBS Records. Since joining CBS in 1978, he has held various positions in the Black & Jazz departments, worked as Product Manager, and most recently held the title of Product Marketing Director, West Coast for Columbia.



Wayne Edwards

Summer Season
 'tis the season to plan your holiday season...with the FairWest Christmas Album.

Let Fairwest show you how to produce your own Christmas album with talent from your city being featured. Then, surround them with superbly produced holiday music originally done for KVIL, Dallas.

What the FairWest custom album can do for you...

- Creates a major December station promotion.
- Adds profit to the bottom line without sacrificing valuable spot inventory, because it ties in a major retail sponsor.
- Creates a "warm fuzzy" for your audience that matches the spirit of the holiday season and heightens your station's audience awareness and image!
- Adds to the unique sound of the station during the holidays.

Write or call Jim West at

FairWest

2007 N. Collins Blvd. • Suite 501 • Richardson, TX 75080 • 214/644-7800



Radio Facts: Sales, Programming Insights

The Sergeant Friday of the research biz has struck this week. You want "just the facts" on our crazy industry, and how people use our medium? Luckily, the RAB has compiled a booklet that fills the void left by Jack Webb; namely, "Radio Facts."

As a recent recipient of the newest version of these vital statistics, I was impressed with the job the RAB did on this edition. The look is clean and easy to use and the facts are helpful to both the sales and programming sides of your station. Below is a quick overview of some of the more useful items. For a copy of "Radio Facts" for use at your station, contact the RAB.

Radio: Reaches At Home, On The Go

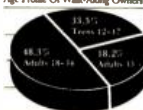
Radio Reaches 88% Of Americans At Home Every Week

	Persons 12+	Men 18+	Women 18+	Teens 12-17
Total Day	88%	86%	88%	99%
6 AM-10 AM	74	68	76	85
10 AM-3 PM	62	55	66	74
3 PM-7 PM	60	53	60	86
7 PM-Mid.	54	51	51	81
Mid.-6 AM	36	35	34	46

Radio Reaches 12 Million People With Walk-Along Sets

- 75% of Walk-alongs include radios
- Walk-along owners spend 24% more time listening to the radio than before acquisition of set

Age Profile Of Walk-Along Owners



Sets In Use Up 50% Since 1982 (3.75 Million Sets Sold 1982-83)

TRAVELS BY CAR

- 118.6 million car radios were in use in 1983
- 95% of all automobiles have radios
- 97% of all cars used for commuting have radios
- 85% of all car commuters are reached weekly by radio
- 99% of used cars have radios
- 98% of fleet and rental cars have radios
- 84% of inter-city travel is by car
- 80% of all adults have drivers' licenses

Workers, Shoppers & Diners Listen to Car Radio

Adults who	Use Car	Driving Time Radio is on		
		Adults 18+	Men 18+	Women 18+
Commute to work	90%	93%	93%	92%
Shop for groceries	90	85	85	85
Shop other retail	90	88	85	91
Dine out	88	84	79	88

As you can see, radio is indeed the ubiquitous medium, accompanying the listener almost anywhere. Programmers need to keep in mind such portability, and relate on-air comments and

marketing efforts to reach persons on the go. For example, in many metros it might make sense not only to advertise on the outside of local transit but also on the *inside* — where those with headsets may see the message and perhaps be exposed to your station's call letter/dial position. You might consider this approach to be radio's point-of-purchase play.

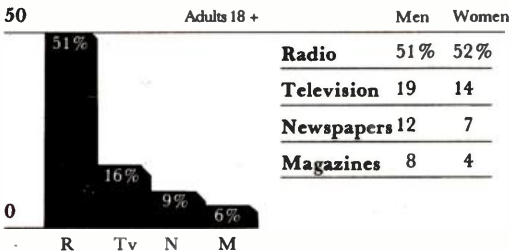
Consumer Influence Potential

The bottom line in our business is using our medium to marry advertisers and their potential customers in a positive and entertaining environment. But how does radio compare to other media in terms of being able to successfully affect buying decisions?

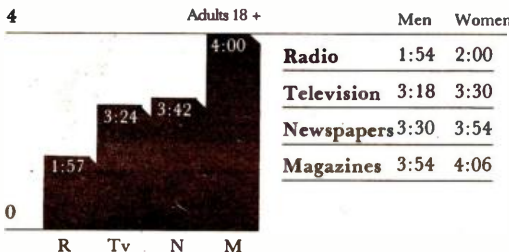
One way to track how potentially effective a medium can be is to examine which media consumers are exposed to as they are about to make purchases. As the "Radio Facts" booklet points out graphically, radio shines here.

Radio Reaches Consumers Closest To Largest Purchase Of Day

Percent Reached By Media Within One Hour Of Day's Largest Purchase



Radio Reaches Consumers Closest To Purchase Time



Week In Review

Arbitron, Simmons Share Data

Arbitron Sales/Marketing VP Bill Livek has confirmed to R&R that his company and the Simmons Market Research Bureau are exchanging mutual-beneficial research data. Simmons, a leader in product consumption and media research, is making available to Arbitron data such as newspaper circulation, household size, product consumption by category, and so on. Arbitron will then market, "hopefully to the top 50 markets," newspaper penetration and product consumption information coded on Clusterplus in ten major lifestyle clusters. "This will enable radio to compare newspaper readership to radio listening in key clusters and show our relative strengths." (A future column will introduce this type of comparison to R&R readers).

Birch Shifts Personnel

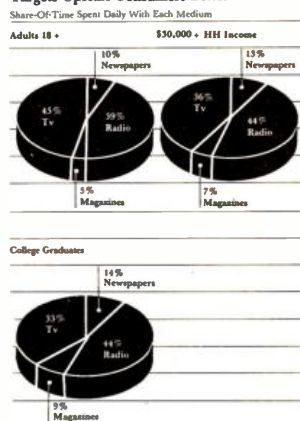
Birch Radio President David Gingold has informed R&R of impending moves by key Birch personnel. Most notably, Craig Harper, who has been wearing two hats as VP/National Sales and Manager of the firm's Dallas office, will relocate to the Birch headquarters in Florida to concentrate on his sales responsibilities. Rick Dames, currently Manager of the Birch office in Chicago, will replace Harper in Dallas. Howard Gherman, an Account Executive in the Chicago office, will now manage that regional center. Gherman will be assisted by new AE John Dobel, recently signed on from his GSM post at WERU/Madison.

Target Upscale Groups

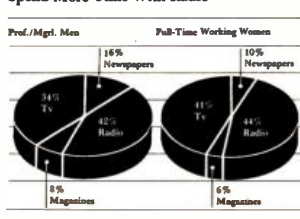
As the charts on the right indicate, radio is the preferred medium for those most desirable to many advertisers. In terms of time spent we beat TV and the print media on a daily basis, a factor that can not only put dollars into your bottom line but also can have programming implications.

For example, does your station air any features that might be of interest to those with notable discretionary income? Weekend happenings, entertainment news, travel tips, time management suggestions — these are the types of tidbits that could be aired to attract your harried but affluent listeners.

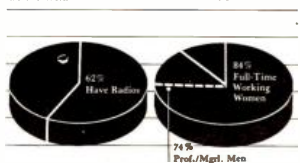
Radio Matches Tv's Reach and Targets Upscale Consumers Better



Prof./Mgrl. Men, Working Women Spend More Time With Radio



Radio At Work Percent Who Listen



So you now have an intro to the recent edition of Radio Facts. There are 41 pages of goodies to help in your daily wars, data that's useful no matter what your market size or ratings profile. Hats off to the RAB! Now go out and make some money. See you next week.

“RAB is Gannett Radio’s Inside Sales Force”

—Joseph Dorton
President, Gannett Radio Division



Membership in the Radio Advertising Bureau (RAB) means that 14 Gannett stations in Los Angeles, San Diego, St. Louis, Tampa, Detroit, Cleveland and Chicago work smarter and maximize the impact of each sales call.

Supporting the radio industry’s national sales and marketing arm gives us research, national advertising visibility, national and regional new business development campaigns, market surveys, sales tools, presentations and marketplace intelligence which allow our group to put better prepared and better trained people on the street to make more sales.

If your station or group doesn’t have the RAB working for you, call:

1 (800) 232-3131.

[In NY—Call (212) 599-6666 collect]

RATINGS REPORT

Spring '84 Arbitron Advances

ARBITRON RADIO

Chicago

WGN, WGCI-FM, WLOO Remain 1-2-3; Sox Power WMAQ Surge; WKQX Ties WBBM-FM For CHR Lead; WCLR Retakes A/C Title

	Winter '84	Spring '84
WGN (Talk)	8.6	8.8
WGCI-FM (Urbn)	5.8	6.1
WLOO (BM)	5.3	5.6
WBMX (Blk)	4.8	4.8
WBBM-FM (CHR)	5.0	4.6
WKQX (CHR)	4.3	4.6
WBBM (News)	4.9	4.5
WCLR (AC)	3.4	4.1
WMAQ (Ctry)	2.9	4.1
WLS-FM (CHR)	2.9	3.5
WLUP (AOR)	3.0	3.4
WMET (AOR)	3.4	3.3
WLS (CHR)	3.7	3.2
WLAK (AC)	3.9	3.2
WJJD (BBnd)	2.4	2.9
WFYR (AC)	3.0	2.7
WIND (Talk)	3.3	2.7
WUSN (Ctry)	2.7	2.7
WXRT (AOR)	3.2	2.4
WAIT (BBnd)	1.7	2.0
WOJO (Span)	2.5	2.0
WJEZ (Ctry)	1.8	1.7
WFMT (Clas)	1.5	1.6
WJPC (Blk)	1.3	1.4
WGCI (Blk)	.9	1.2
WCFL (AC)	.9	1.0

ARBITRON RADIO

San Francisco

KGO Widens Winning Margin; KSOL Bolts Into Second; KNBR Climbs, Helped By Giants

	Winter '84	Spring '84
KGO (N/T)	7.4	8.7
KSOL (Urbn)	3.8	5.1
KCBS (N/T)	5.8	4.3
KNBR (AC)	2.8	4.0
KYUU (AC)	3.5	3.6
KFRC (CHR)	3.0	3.4
KABL-FM (BM)	4.3	3.0
KDIA (Blk)	2.2	3.0
KOIT-FM (Easy)	4.0	3.0
KSAN (Ctry)	3.8	3.0
KSFO (AC)	2.6	3.0
KIOI (AC)	3.4	2.8
KNEW (Ctry)	2.7	2.8
KRQR (AOR)	2.4	2.8
KABL (BM)	2.6	2.6
KBAY (BM)	1.7	2.6
KITS (CHR)	2.3	2.4
KBLX (Urbn)	3.0	2.3
KLOK-FM (AC)	1.4	2.2
KFOG (AOR)	1.9	2.1
KOME (AOR)	1.4	2.0
KWSS (CHR)	1.6	1.8
KKHI-FM (Clas)	1.3	1.5
KMEL (AOR)	1.6	1.4
KQAK (AOR)	2.1	1.4
KLOK (AC)	1.1	1.3
KLIV (BBnd)	.9	1.2
KSJO (AOR)	1.3	1.2
KJAZ (Jazz)	1.3	1.1
KDFC (Clas)	1.2	1.0

ARBITRON RADIO

Detroit

WJR Hits Grand Slam With Tigers; WJOI Slips To Second; WJLB Solid; WRIF, WMJC Softer

	Winter '84	Spring '84
WJR (Misc)	7.6	11.4
WJOI (BM)	9.1	8.4
WJLB (Blk)	5.7	5.9
WRIF (AOR)	6.2	5.4
WXYZ (Talk)	5.0	5.3
WLLZ (AOR)	4.8	4.7
WDRQ (Urbn)	4.3	4.6
WHYT (CHR)	4.2	4.6
WWJ (News)	5.9	4.6
WNIC-FM (AC)	4.8	4.3
WOMC (AC)	4.0	4.2
WCZY (CHR)	3.6	4.1
WMJC (AC)	3.9	2.9
WCXI (Ctry)	3.3	2.7
WCXI-FM (Ctry)	2.1	2.5
WJZZ (Jazz)	2.0	2.5
WVVV (Ctry)	3.1	2.3
WQRS (Clas)	1.6	1.8
WCHB (Blk)	1.0	1.6
WCLS (AC)	1.8	1.6
WGPR (Blk)	1.1	1.3
WLBS (Urbn)	1.7	1.3
CKJY (BBnd)	1.7	1.2
WHND (Gold)	1.6	1.2

ARBITRON RADIO

Philadelphia

KYW Reclaims First Place; WEAZ Slips To Runner-up; WUSL Takes Urban Title; WCAU Healthier

	Winter '84	Spring '84
KYW (News)	7.8	8.0
WEAZ (BM)	9.1	7.5
WUSL (Urbn)	5.0	6.2
WDAS-FM (Urbn)	6.7	5.7
WCAU (Talk)	4.1	5.6
WCAU-FM (CHR)	5.5	5.5
WMMR (AOR)	4.7	5.5
WMGK (AC)	6.1	5.4
KYUQ (AOR)	4.6	4.4
WWDB (Talk)	4.6	4.4
WPEN (BBnd)	5.5	4.3
WYSP (AOR)	4.1	4.1
WIP (AC)	3.7	3.3
WSNI (CHR)	2.8	3.2
WWSH (CHR)	2.7	2.8
WXTU (Ctry)	.6	2.6
WKSZ (AC)	-2.4	2.3
WHAT (Blk)	1.8	2.0
WFIL (Gold)	2.0	1.7
WFLN-FM (Clas)	1.6	1.7
WDAS (Blk)	1.6	1.6
WJBR-FM (BM)	1.1	1.2

ARBITRON RADIO

Washington, D.C.

WKYS Returns To Top Spot; WHUR Adds Two, Cops Third; WAVA Tightens CHR Contest

	Winter '84	Spring '84
WKYS (Urbn)	8.0	8.9
WGAY-FM (BM)	8.4	8.0
WHUR (Blk)	5.2	7.3
WMAL (AC)	9.4	7.2
WRQX (CHR)	6.3	5.7
WAVA (CHR)	4.3	5.6
WLTT (AC)	4.4	4.6
WTOP (News)	3.3	4.6
WWDC-FM (AOR)	5.1	4.2
WMZQ (Ctry)	4.8	3.7
WPGC-AM & FM (AC)	3.5	3.3
WWRC (Talk)	4.2	3.3
WGMS-AM & FM (Clas)	2.7	3.2
WPKX (Ctry)	2.3	4.0
WDJY (Urbn)	2.3	2.7
WXTR-FM (Gold)	2.7	2.5
WASH (CHR)	2.3	2.2
WYCB (Rel)	2.0	1.7
WEZR (AC)	1.2	1.5
WHFS (AOR)	1.7	1.2
WUST (Rel)	.9	1.1

Format Legend

AC—Adult/Contemporary, AOR—Album-Oriented Rock, BBnd—Big Band, Blk—Black, BM/Easy—Beautiful Music/Easy Listening, CHR—Contemporary Hit Radio, Clas—Classical, Ctry—Country, Gold—Oldies, Jazz—Jazz, Misc—Miscellaneous, News—News, N/T—News/Talk, Rel—Religious, Span—Spanish, Talk—Talk, Urbn—Urban Contemporary.



DIRECTION '84 II

SEPTEMBER 15-16, 1984 The Biltmore Hotel, Los Angeles



“Putting The Power Of The Computer In Your Hands”

Dr. Lawrence Magid

Here's your chance to get up-to-date on the latest in hardware, software and developments from the syndicated computer columnist of the L.A. Times, and get some "hands-on" experience at his workshop.

ADDED TO THE PROGRAM

Make your plans now to be a part of the second in the series of seminars from R&R. Contact the R&R seminar office at (213) 553-4330 for registration information. Be watching R&R for additional program information

DIRECTION '84 II is priced at \$199 and includes our traditional welcoming cocktail party and buffet luncheon.

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RATINGS REPORT

Spring '84 Arbitron Advances

ARBITRON RADIO

Pittsburgh

KDKA Softer Than Ever, Still Way Ahead; WDVE Up Solidly; WBZZ, WHTX Post Strong CHR Scores; WWSW Tops A/C Roster

	Winter '84	Spring '84
KDKA (AC)	17.5	15.5
WDVE (AOR)	6.4	7.9
WBZZ (CHR)	6.3	7.4
WHTX (CHR)	5.1	6.1
WWSW (AC)	4.5	5.7
WAMO-FM (Urbn)	5.1	5.5
WHYW (AC)	4.4	4.7
WTAE (AC)	5.8	4.7
WPNT (BM)	4.7	4.5
WSSH (BM)	5.3	4.5
WJAS (BBnd)	4.1	4.1
WTKN (Talk)	3.8	3.4
WDSY (Ctry)	3.3	3.2
KQV (News)	3.4	2.8
WYDD (AOR)	2.7	2.2
WEPP (Ctry)	2.2	1.8

ARBITRON RADIO

Baltimore

WLIF Dethrones WBAL; WBSB Strengthens CHR Position; WFBR Surge Powered By Orioles; WIYY Up

	Winter '84	Spring '84
WLIF (BM)	8.5	8.8
WBAL (AC)	9.7	8.0
WBSB (CHR)	6.3	7.5
WIYY (AOR)	6.2	6.9
WFBR (AC)	3.3	6.4
WPOC (Ctry)	6.7	6.2
WXYV (Urbn)	5.6	5.3
WTH (BBnd)	3.0	4.3
WCAO (Ctry)	3.3	4.1
WYST (AC)	4.0	3.6
WMAF (CHR)	3.1	3.4
WCBM (N/T)	3.9	3.2
WINN-FM (Urbn)	2.7	2.9
WINN (Blk)	4.1	2.6
WEBB (Blk)	3.3	1.7
WRBS (Rel)	1.3	1.4
WQSR (AC)	1.5	1.2

ARBITRON RADIO

St. Louis

KMOX, KHTR Hold Steady 1-2; KSHE Rockets To Third; WIL-FM, KSD, WRTH Post Notable Advances

	Winter '84	Spring '84
KMOX (Talk)	20.6	20.2
KHTR (CHR)	8.0	7.9
KSHE (AOR)	5.6	7.2
WIL-FM (Ctry)	6.3	6.8
KMJM (Urbn)	6.8	6.2
KWK (AOR)	5.9	5.9
KSD (AC)	4.7	5.7
KEZK (BM)	7.7	5.6
WRTH (BBnd)	3.5	4.5
KUSA (Ctry)	3.9	3.9
KYKY (AC)	3.1	3.2
WIL (Ctry)	2.3	2.0
KATZ (Blk)	2.6	1.9
KADI (AC)	2.2	1.8
WZEN (Blk)	1.5	1.8
KXOK (Talk)	2.0	1.7
KCFM (Easy)	1.8	1.3
KGLD (Gold)	—	1.1
WESL (Blk)	1.8	1.1

ARBITRON RADIO

Boston

WBCN Wins Title As WBZ Slips; WXKS-FM Takes CHR Lead; WHDH, WVBF A/C Stars

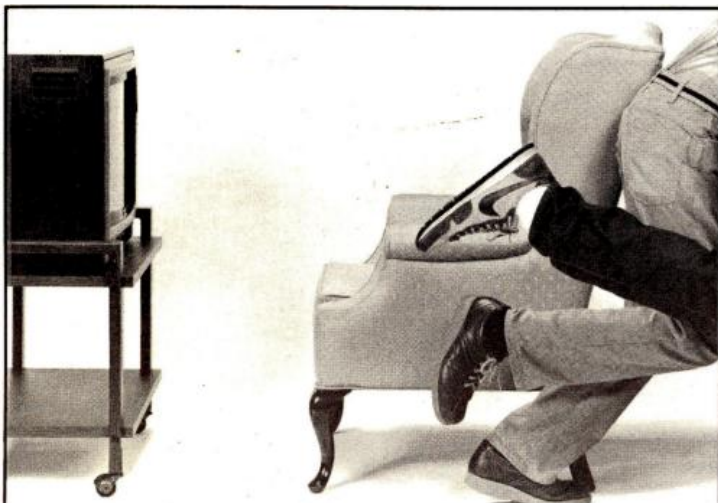
	Winter '84	Spring '84
WBCN (AOR)	8.2	9.0
WXKS-FM (CHR)	7.5	8.1
WBZ (AC)	8.3	7.4
WHDH (AC)	5.7	7.2
WHTT (CHR)	7.6	6.3
WEEI (News)	5.3	4.8
WRKO (Talk)	4.1	4.7
WJIB (BM)	4.8	4.6
WVBF (AC)	2.6	4.4
WROR (AC)	5.3	3.8
WMLX (AC)	3.8	3.5
WHUE-FM (BM)	3.1	3.2
WXKS (BBnd)	1.5	3.1
WSSH (AC)	2.8	2.3
WCOZ (AC)	2.3	2.2
WAAF (AOR)	1.8	2.0
WILD (Urbn)	2.1	1.9
WBOS (Ctry)	1.4	1.4
WCGY-FM (Gold)	1.3	1.2
WCRB (Clas)	1.7	1.2
WJDA (Easy)	5	1.1
WMRE (BBnd)	1.0	1.1

ARBITRON RADIO

Cleveland

WMMS Buzzard Flies High Again; WDOK Holds Second; WLTF Ties WMJI In A/C Battle

	Winter '84	Spring '84
WMMS (AOR)	10.0	10.4
WDOK (BM)	9.3	8.5
WZAK (Urbn)	7.1	7.3
WQAL (BM)	9.0	7.0
WGCL (CHR)	6.6	6.7
WMJI (AC)	6.1	6.1
WLTF (AC)	4.9	6.1
WBBG (BBnd)	6.7	5.6
WJW (N/T)	2.8	4.4
WDMT (Urbn)	3.6	4.2
WKSW (Ctry)	4.8	4.0
WERE (N/T)	4.5	3.6
WWWE (AC)	1.8	3.2
WGAR (AC)	3.4	3.1
WRQC (CHR)	2.0	2.1
WBQ (Rel)	1.6	1.8
WCLV (Clas)	1.7	1.7
WJMO (Blk)	2.7	1.7
WHK (Gold)	2.2	1.5
WDBN (BM)	.7	1.4



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ARBITRON RADIO

Dallas-Ft. Worth

KVIL-FM Crosses Double-Digit Barrier; KSCS, WBAP Slip; KKDA-FM, KAFM Increase; KZEW Leads Close AOR Race

	Winter '84	Spring '84
KVIL-FM (AC)	9.4	10.2
KKDA-FM (Urbn)	5.9	7.1
KRLD (News)	8.1	7.1
KSCS (Ctry)	7.4	6.6
WBAP (Ctry)	6.9	6.3
KAFM (CHR)	5.0	5.9
KMEZ (BM)	6.2	5.9
KPLX (Ctry)	5.2	4.7

KZEW (AOR)	4.9	4.5
KEGL (AOR)	5.3	4.3
KTXQ (AOR)	3.8	4.0
KOAX (BM)	3.0	3.4
KNOK (Urbn)	3.7	3.2
KMGJ (AC)	2.6	2.9
KAAM (Gold)	1.2	2.1
KLUV (AC)	1.9	2.1
KLIF (Ctry)	1.5	1.7
KRQX (Gold)	1.2	1.7
KFJZ (BBnd)	1.1	1.7
WRR (Clas)	.9	1.4
KKDA (Blk)	.7	1.1
KESS (Span)	1.7	1.0

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1 AOR HOT TRACKS JULY 13

CHR BREAKER JULY 6
DEBUT **36** JULY 13

**RATINGS
REPORT**

Spring '84 Arbitron Advances

ARBITRON RADIO

Houston

KKBQ-FM Adds Two, Approaches 11; KMJQ, KYOK Up As KRLY Becomes KLTR; KSRR Extends AOR Margin; KODA Improves; Country Stations Softer

	Winter '84	Spring '84
KKBQ-FM (CHR)	8.7	10.7
KMJQ (Urbn)	7.8	9.1
KODA (BM)	7.0	8.4
KSRR (AOR)	6.0	7.4
KIKK-FM (Ctry)	8.4	6.4
KLOL (AOR)	5.8	5.8
KILT-FM (Ctry)	5.9	4.9
KRBE-FM (AC)	3.7	4.7
KFMK (AC)	4.7	3.8
KQUE (Easy)	4.4	3.5
KTRH (Talk)	5.2	3.5
KLTR (AC)	—	3.2
KPRC (News)	3.8	3.1
KYOK (Urbn)	.8	2.6
KKBQ (CHR)	2.1	2.2
KILT (Ctry)	2.6	1.7
KCOH (Blk)	1.1	1.4
KLEF (Clas)	1.5	1.2
KLAT (Span)	2.0	1.0
KNUZ (Gold)	.5	1.0

ARBITRON RADIO

Minneapolis-St. Paul

WCCO Keeps Rolling Along; WLOL Ties KSTP-FM For Strong Second; KQRS Rebounds; WLTE Softer

	Fall '83	Spring '84
WCCO (AC)	20.9	19.1
KSTP-FM (AC)	10.8	11.3
WLOL (CHR)	7.9	11.3
WAYL (BM)	7.2	7.0
KEEY (Ctry)	6.7	5.9
KQRS (AOR)	4.6	5.6
KDWB-FM (CHR)	5.0	5.2
WLTE (AC)	6.0	3.8
WDGY (Ctry)	4.4	3.7
KSTP (Talk)	4.2	3.5
KJJO (Gold)	2.2	2.7
KT CZ (AOR)	—	2.4
KLBB (BBnd)	1.8	1.7
WWTC (Easy)	1.3	1.5
KDWB (AC)	1.2	1.2
KTCR (Ctry)	.5	1.2

ARBITRON RADIO

Cincinnati

WKRQ Jumps To Double-Digits, Market Lead; WLW Runner-Up With Reds; WKRC, WEBN, WRRM Notch Healthy Gains

	Fall '83	Spring '84
WKRQ (CHR)	8.2	10.0
WLW (AC)	5.4	8.9
WKRC (AC)	7.9	8.7
WEBN (AOR)	7.2	8.0
WRRM (AC)	6.6	7.9
WWEZ (BM)	7.6	6.1
WBLZ (Urbn)	5.7	5.7
WLLT (AC)	5.9	5.6
WCKY (N/T)	6.2	5.3
WUBE (Ctry)	4.9	4.9
WKXF (Ctry)	4.2	4.2
WSKS (AOR)	4.5	3.6
WCIN (Blk)	4.1	2.7
WMLX (BBnd)	3.2	2.7
WSAI (Ctry)	2.0	1.7
WLYK (BM)	1.7	1.6

ARBITRON RADIO

San Jose

KGO Grows, Stays On Top; KBAY Adds Three, Surges Into Second; KWSS Keeps On Rising; KOME Takes AOR Nod

	Winter '84	Spring '84
KGO (N/T)	6.8	9.2
KBAY (BM)	5.0	8.0
KWSS (CHR)	5.9	6.7
KOME (AOR)	3.8	4.9
KSJO (AOR)	4.1	4.2
KSOL (Urbn)	4.3	4.1
KSAN (Ctry)	3.4	3.8
KLIV (BBnd)	2.8	3.7
KLOK (AC)	2.7	3.4
KCBS (N/T)	4.9	3.4
KEEN (Ctry)	2.1	3.2
KEZR (AC)	3.4	3.1
KYUU (AC)	3.3	3.0
KARA (AC)	2.2	2.8
KFRC (CHR)	2.4	2.8
KOIT-FM (Easy)	4.6	2.7
KNBR (AC)	1.9	2.6
KIOI (AC)	3.1	2.4
KITS (CHR)	1.3	1.6
KKHI-FM (Clas)	1.1	1.6
KHTT (CHR)	2.0	1.5
KLOK-FM (AC)	.7	1.3
KNTA (Span)	1.6	1.3
KNEW (Ctry)	.7	1.3
KPEN (Span)	1.5	1.2

WHCN (AOR)	5.7	5.8
WIOF (AC)	3.3	4.8
WDRF-FM (AC)	4.0	4.6
WKSS (BM)	5.4	4.6
WPOP (News)	3.5	4.4
WRCQ (BBnd)	4.5	4.1
WCCC-FM (AOR)	4.1	3.8
WDRF (AC)	2.9	3.0
WWYZ (AC)	3.3	2.6
WAQY (AOR)	1.5	2.1
WMLB (Ctry)	.7	2.0
WKND (Blk)	2.5	1.7
WPLR (AOR)	1.3	1.5
WRYM (Misc)	.6	1.3

EVOLVES FROM AOR TO CHR

WAPI-FM Sets St. John As PD

Mark St. John, PD at WHHY-FM/Montgomery, has been named PD at WAPI-FM/Birmingham. He replaces Steve Runner, who resigned last week (7-13) after three years over philosophical differences on the station's direction.

VP/Programming Randy Lane elaborated, "In a nutshell, over the last year WAPI-FM has been a CHR-oriented AOR, and we are now going to be a rock-oriented CHR. This leaves the market without a true AOR station, so we will continue to keep a rock flavor to cover this void as well. Musically the station will be updated to 1984, with a current emphasis, instead of the classic rock titles the station has been riding on. The station will have more color and animation, more excitement.

"We searched all over the country for the right PD for this situation, since I think WAPI has plateaued in the last year and needs someone to kick this station to the top of the market. I found Mark to be a bright and inventive PD. He has a good background in research, computers, and in the record business, having worked as a rep for Atlantic while in Atlanta. He's the enthusiastic, take-charge kind of guy we need as the market heats up a bit."

GM Bernie Barker added, "Randy Lane and I have talked with several highly qualified candidates for the job. Mark is a very knowledgeable and enthusiastic programmer, and we are excited about his joining our company."

St. John told R&R, "I'm really excited because we're in the process of repositioning this station. We have to position ourselves against KXX106, a very mainstream CHR, and A/C outlet Magic 96. Keeping the rock edge will allow us to expand our base beyond the male target we currently have by playing the hits." No replacement was named for St. John at WHHY-FM.

**ARBITRON RADIO
Buffalo**

WJYE, WBEN Slip, Retain Double-Digits; WKBW Draws Close In A/C Race; WNYS Up Three, Grabs CHR Title; WGRQ Climbs

	Fall '83	Spring '84
WJYE (BM)	12.5	10.8
WBEN (AC)	10.8	10.1
WECK (BBnd)	6.9	7.3
WYRK (Ctry)	7.1	7.1
WBUF (AC)	7.0	6.6
WKBW (AC)	5.1	6.4
WNYS (CHR)	3.4	6.4
WPHD (CHR)	5.5	6.1
WGRQ (AOR)	4.1	5.8
WBEN-FM (CHR)	5.4	4.2
WBLK (Blk)	5.5	4.2
WYSL (CHR)	2.7	4.2
WGR (AC)	5.8	4.1
WRXT (AOR)	3.2	2.4
WDCX (Rel)	1.0	1.5
WUWU (AOR)	.9	1.3

**ARBITRON RADIO
Hartford**

WTIC Slips, Still Dominant; WTIC-FM Steady Number Two; WIOF New A/C Pacesetter

	Fall '83	Spring '84
WTIC (AC)	21.1	19.3
WTIC-FM (CHR)	11.5	11.5
WRCH (BM)	8.6	7.7

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XXIII OLYMPIAD

Going For The Network Gold

Fifty-two years have passed since the last time the Summer Olympics were held on American soil. Since the 1932 Los Angeles Games, both the Olympics and the radio industry have experienced myriad changes. The Games have grown in size, the quality of competition has improved, and the events themselves have taken on an unmistakably political flavor. Radio has reached new technological heights, witnessed by this year's first-ever use of communication satellites to provide fast transmission of Olympic results. To mark the return of the Games to Los Angeles, and to provide the most comprehensive and complete coverage of the events, the nation's radio networks have scheduled a wide variety of special programming to be broadcast from numerous locations throughout the Los Angeles area. This week's column is a directory of each network's coverage of the XXIIIrd Olympiad, from July 28-August 12. Note: All times given are EDT.

ABC Radio Networks

ABC's coverage of the 1984 Summer Games is the first exclusive, live play-by-play radio coverage ever scheduled for the Olympics. As part of this coverage, the network has assembled a staff of over 100 reporters and technicians in Los Angeles to broadcast directly via satellite. Affiliates will be provided with two audio channels for local broadcast. One will be used for short-form programming, including regular Olympic previews, updates, highlights, and standings. The second channel will be geared more for the long-form, play-by-play coverage of basketball, boxing, swimming, track and field, and others. ABC will broadcast a total of 2000 reports throughout the Games. This schedule includes 1700 short-form features, from :60 to 3-1/2 minutes in length; and 300 long-form, play-by-play reports.

Both satellite channels will operate independently of ABC's normal distribution network, and will not interfere with regularly-scheduled news and sportscasts. Coverage will be available to all 1800+ affiliates of ABC's six separate networks, with coverage and color provided by the following correspondents:

• Direction Network: Don Chevrier, Fred Wymore, and Mike Barry.

• Information Network: Fred Manfra, Johnny Holliday, Jim Simpson, and Jim McKee.

• Entertainment Network: Bob Fouts, Gil Santos, Dan Lovett, and Andrea Kirby.

• Youth Networks: Brian Madden, Dave Barrett, Barry Tompkins, Larry Kanter, Barry Landers, Steve McPartlin, Spencer Ross, and Maurie Trumble.

Color commentary for the networks' coverage will include Ken Norton, Mitt Campbell, Jim Valvano, Muriel Grossfeld, Mark Lieberman, John Naber, Bruce Ferriss, and Charlie Litsky. Additional commentary will be provided by Al Michaels, Jack Whitaker, Keith Jackson, Frank Gifford, Bob Blati, Donna DeVerona, and Kathleen Sullivan.

AP Network Sports

AP is scheduling a number of short-form reports, titled "Going For The Gold," for broadcast coverage throughout the duration of the Summer Games. These programs, totalling 20 daily broadcasts, will

provide updates for all 16 days of the Olympics. Each of the 320 reports will be 2-1/2 minutes in length, except for three daily 3-1/2 minute updates. Each report will include a :30 local avail.

Additional AP Olympic radio coverage includes:

• "The Olympian," a :90 feature focusing on the people and places of the Games.

• "Olympic Sportminute," reporting the morning, afternoon, and evening results.

• "Olympic Sportwatch," a daily wrap-up and preview of upcoming events.

• "Olympic Sports Log," a report covering current medal standings and upcoming events.

All "Going For The Gold" and regular AP sportscasts will be anchored at the network's Los Angeles bureau and from various locations around the city.

CBS Radio

CBS' coverage of the 1984 Olympic Games features 140 live reports, including five three-minute daily updates, in addition to the network's regular sports broadcasts. These reports will be anchored by CBS sports veterans Brent Musburger and Ed Ingles. The network's Olympic broadcast schedule follows:

• 1984 Olympic Weekday Reports: July 30-August 3, August 6-10: Five three-minute daily feeds at 8:45am, 11:45am, 1:45pm, 4:45pm, and 11:06pm.

• 1984 Olympic Weekend Reports: July 28-29, August 4-5, August 11-12: Five 3-minute daily feeds at 10:25am, 11:25am, 12:25pm, 1:25pm, and 11:06pm.

In addition to these special reports, CBS will originate a number of its regular network features from Los Angeles. These include "Sportstime," hosted Monday-Friday by Brent Musburger and on Saturday by

A NEW LOOK

R&R Programming Guide

Beginning with this issue of R&R, the Networks/Program Suppliers listings will take on a new look. Designed for "user-accessibility," the new listings will break out individual music-oriented features by date and program, and general features by topic. All suppliers in both categories will be assigned a permanent reference code for easy program identification. Highlights of both directories are as follows:

R&R Music Calendar

- Date and day of the week
- Program name alphabetized under date
- Supplier reference code
- Guest/topic/program title
- Date the program runs through

Lifestyle	
Beat The System (RKO1)	Beat the 50 detector (7/31) Swing tune (8/2)
Mind Games (RKO1)	Score improvements (7/23) Vanished twin syndrome (7/24) Night shifts (7/25)

Friday	
3	
AUGUST	
Behind The Music (RKO2)	Dave Grusin
Captured Live (PO)	Geneva (-8/5)
Checkin' In (RKO2)	Eddy Raven

General Features

- Topic
- Program name alphabetized under topic
- Supplier reference code
- Guest/topic/title
- Date the program runs through

Bill Schweizer; and "Sports Central USA" with Win Elliot.

Mutual Broadcasting System

Mutual will be broadcasting a variety of three-minute reports from Los Angeles during the 1984 Summer Games. These features will consist of three daily "Special Olympic Reports," hosted by Jim Gaanos, broadcast at 8:35am, 2:35pm, and 7:35pm Monday-Friday. On Saturday and Sunday the network will provide three reports, fed on Saturday at 1:45pm, 5:05pm, and 7:35pm; Sunday at 12:45pm, 5:05pm, and 8:15pm.

In addition, Mutual's Al Wester will be broadcasting his regular "Inside Sports" program from Los Angeles throughout the duration of the Games.

Mutual's Olympic news coverage will

to-the-minute highlights of the games. The network will also provide various audio feeds during the day. In addition, NBC's regular "Morning Line" programming, featuring news correspondent Stan Martin, will be devoted to Olympics events.

On the Source, correspondent Larry Jacobs will provide updates for inclusion in all network newscasts, as well as three special daily Olympic reports.

Correspondents for NBC's Olympic coverage include Roy Neal, Peter Laufer, and Dan Blackburn. Velma Cato is the Executive Producer for NBC News, and Jack O'Rourke is Executive Producer, NBC Sports.

RKO Radio Networks

RKO will be basing its 1984 Olympic coverage on the USC campus in Los Angeles, and all regular network sportscasts during the Games will also originate from L.A. The network anchor team will consist of Charlie Steiner on RKO 1 and John Madden on RKO 2, and both will provide coverage on archery, basketball, boxing, cycling, equestrian events, fencing, field hockey, football, gymnastics, handball, pentathlon, shooting, swimming, track & field, volleyball, water polo, weightlifting, wrestling, and yachting.

Program highlights on both networks include:

• RKO One: Two :90 morning-afternoon drive programs fed at 6:55am and 5:55pm, and refed at 9:55am and 8:55pm for the West Coast. Also, two :60 highlight programs will be fed at 1:55pm and 4:55pm, (except on West Coast).

• RKO Two: Two :90 morning-afternoon drive segments fed at 6:25am and 5:25pm, and refed at 9:25am and 8:25pm for the West Coast. Also, two :60 highlight programs will be fed at 1:25pm and 4:25pm, (except on West Coast).

UPI

The UPI network will be broadcasting 20 hourly updates each day throughout the Olympics. Each report will be :60, and will cover the latest scores and standings of the day's various sporting events. In addition, three :90 programs will be broadcast every day, along with a daily "Morning Wrap-Up."

feature talk show host Larry King. He will be the network correspondent for the news department, on-site in Los Angeles. King will file six reports each day, providing color, news, scores, and information on the progress of the Games.

NBC Radio Networks

NBC will be providing a heavy concentration of Olympic news and sports coverage during the network's 6:50pm report, and will also supply additional predetermined reports. News and sports programming will originate from the NBC News Bureau in Burbank, and will consist of extensive interview and update features.

Jack O'Rourke will be broadcasting three 3-minute daily reports for the NBC Radio Network during the Summer Games. These reports will update the current Olympic events, list medal standings, and cover up-



NBC Radio's Young Adult Network

R.E.M.

IN CONCERT.



It's time to reckon with the performance power of R.E.M. One of today's most highly-acclaimed new bands, R.E.M. is carrying their heartfelt rock across the country with new material and a sizzling national tour. Recorded at Seattle's Music Hall, R.E.M. lets loose with "Radio Free Europe," "Catapult" and "Pilgrimage." Plus "Pretty Persuasion," "Little America" and their new single "So. Central Rain," from their latest I.R.S. lp "Reckoning." Tune in for surging music and summer fun — R.E.M. style! Exclusively on The Source.

Broadcast the weekend of July 20-22.

Sponsored in part by The U.S. Army, Plymouth Turismo Duster, Pennzoil and Armor-All.

Produced exclusively
for The Source by  AEDR
ENTERTAINMENT

R&R MUSIC CALENDAR

NEWS & INFORMATION FEATURES July 23-August 3

Saturday 28 JULY

- Countdown America w/ John Leader (RKO)
- Steve Perry
- Country Calendar (CW)
- Dolly Parton (7/28)
- Gary Owens' Supertracks (CRN)
- Chuck Berry/Sinatra
- King Biscuit Flower Hour (ABCE)
- Ted Nugent/Danny Spinos
- Lee Arnold On A Country Road (MBS)
- Glen Campbell w/ B.J. Thomas/Johnny Lee/Loretta Lynn/Whites/Tammy Wynette
- Music & Memories (SBS)
- Mick Fleetwood/Barbara Eden
- Rolling Stones
- Continuous History (ABCR)
- Pretenders
- Silver Eagle (ABCE)
- Lee Greenwood
- Solid Gold Saturday Night (RKO)
- Shawnee

Sunday 29 JULY

- Country Calendar (CW)
- Johnny Cash (7/29)
- RadioScope (LBP)
- Grandmaster Melle Mel/L.J. Reynolds/Billy Preston

Monday 30 JULY

- Behind The Music (RKO2)
- Dan Fogelberg
- Checkin' In (RKO2)
- Merle Haggard
- Country Calendar (CW)
- Richard Sterban
- Country Closeup (NP)
- Charlie Daniels
- Earth News (WW)
- Billy Joel/George Carlin/Jim Hensen
- Guest DJ (PFM)
- Tony Carey
- Music Makers (NP)
- Stan Kenton tribute
- Off The Record (WW)
- Roger Glover/Elton John/REM
- Off The Record Specials (WW)
- Greg Kinn
- Pop Concert (WW)
- Juice Newton
- Private Session (RKO1)
- Wang Chung
- Rare Trax (CW)
- REO
- Retro Rock (CW)
- Woodstock 1
- Rockline (GSN)
- John Waite
- Special Edition (WW)
- Chi-Lites

Tuesday 31 JULY

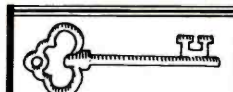
- Behind The Music (RKO2)
- Elton John
- Checkin' In (RKO2)
- Oak Ridge Boys
- Country Calendar (CW)
- Crystal Gayle
- Private Session (RKO1)
- Glen Frey
- Rare Trax (CW)
- REO

Wednesday 1 AUGUST

- Behind The Music (RKO2)
- Kendalls
- Checkin' In (RKO2)
- Laura Branigan
- Country Calendar (CW)
- Deborah Allen
- Private Session (RKO1)
- Peter Wolf
- Rare Trax (CW)
- David Bowie

Thursday 2 AUGUST

- Behind The Music (RKO2)
- Christopher Cross
- Checkin' In (RKO2)
- Dolly Parton
- Country Calendar (CW)
- Steve Warner
- Private Session (RKO1)
- Stacy
- Rare Trax (CW)
- Santana



PROGRAM SUPPLIERS KEY

ABCD = ABC Direction Network
 ABCE = ABC Entertainment Network
 ABCR = ABC Rock Network
 ASR = All Star Radio
 CB = Continuum Broadcasting
 CBS = CBS Radio
 CRN = Creative Radio Network
 CW = Clayton Webster
 GSN = Global Satellite Network
 IS = IS INC
 LBP = Lee Bailey Productions
 MBS = Mutual Broadcasting System
 MJI = MJI Broadcasting
 NBC = NBC Radio Network
 NP = Narwood Productions
 PFM = PFM Inc.
 PG = PG Productions
 PIA = Public Interest Affiliates
 PRN = Progressive Radio Network
 RKO = RKO Radio Network
 RKO1 = RKO One
 RKO2 = RKO Two
 SBS = Strand Broadcast Services
 US = United Stations
 WW = Westwood One

Friday 3 AUGUST

- Behind The Music (RKO2)
- Dave Grusin
- Captured Live (PG)
- Genesis (8/5)
- Checkin' In (RKO2)
- Eddy Raven
- Country Calendar (CW)
- Charley McLean
- Dick Clark's Rock, Roll, & Remember (US)
- Tommy James (8/5)
- Dr. Demento (WW)
- 10th Anniversary of Watergate (8/5)
- Don & Deanna On Bleecker Street (CB)
- 80s mud excursion
- Great Sounds (US)
- Johnny Ray (8/5)
- Metashop (MJI)
- Fastway
- Private Session (RKO1)
- Billy Squier
- Rare & Scratchy Rock & Roll (PIA)
- Spinnars
- Rare Trax (CW)
- Santana
- Rick Dees' Weekly Top 40 (US)
- Jefferson Starship (8/5)
- Rock Chronicities (WW)
- More on critics
- Solid Gold Country (US)
- Ronnie Mispag (8/5)
- Superstars Rock Concert (WW)
- Duran Duran
- Weekly Country Music Countdown (US)
- Merle Haggard (8/5)

Lifestyle

- Beat The System (RKO1)
- Best the lie detector (7/31)
- Swing loans (8/2)
- Mind Games (RKO1)
- Sports superstitions (7/23)
- Vanished twin syndrome (7/24)
- Night shifts (7/25)
- Gut feelings (7/26)
- Paper prisons (7/27)
- Playboy Advisor (WW)
- Wife hates his family/bi-sexual preference/separate vacations/kiss and tell/sex husband thinks he's not father/dating father and son/onance for platonic/ten years after ex/mom doesn't know about after bribing kids (7/23-27)
- Spaces & Places (WW)
- Conquering pain (7/23-27)

Comedy

- Jack Carney's Comedy Show (CW)
- Show biz (7/30)
- Laugh Machine (PRN)
- Woody Allen/George Carlin/Eddie Murphy/Freddie Prinze/Robert Klein/Ron Stevens (7/23-27)
- Radio Hotline (ASR)
- Cigarettes/Bud & Sylvia - 2/my radio broke/nothing's believable/attorney (7/23-27)
- Stevens' & Grdnic's Comedy Drop-Ins (ASR)
- Nude Dental Association/manage a tree/cordless phone call/message irrelevant/national etiquette test (7/23-27)

General Information

- Brad Messer's Daybook (WW)
- Iran music ban/ice cream cones (7/23)
- Boating safety/Watergate tapes (7/24)
- Uyiaas Grant/voting age (7/25)
- Liberia/Stanley Kubrick (7/26)
- Grasshoppers/flying mistaps (7/27)
- Computer Program (PRN)
- Inputs & outputs/hard copy/modems/telex/bead retrofutures (7/23-27)
- Larry King Show (MBS)
- Stan Smith/Donald Dell (7/23)
- Robert Hunter/Willem Taylor (7/24)
- Judge Lois Forer (7/25)
- Joan Claybrook (7/26)
- David Burnham (7/27)
- Minding Your Business (NP)
- Enterprise zone/computers in schools (7/23)
- Video terminal stress/employee backstoppers (7/24)
- Security systems (7/25)
- Executive compensation/product liability laws (7/26)
- Stealing time (7/27)
- Smart Money (RKO1)
- Disadvantages of real estate (7/30)
- Private business deal (8/1)
- Utility junk-bonds (8/3)
- Something You Should Know (SBS)
- Bicycling (7/23)
- Procrastination (7/24-25)
- Parenting (7/25)
- Be a winner (7/27)
- Sound Advice (PRN)
- Separate speakers/suspension speakers/reflex speakers/unusual speakers/bi-amplification (7/23-27)
- Waldenbooks Report (WW)
- Orville Schell's "Modern Meat"/Edward Zuckerman's "The Day After The World Ends"/Candice Bergen's "Knock Wood" (7/23-27)

News/Talk/Sports

- News Blimp (PRN)
- Rock music research/care-free camping/radio radiation/soap opera relevance/facial emotions (7/23-27)
- Newsline Extra (NBC)
- The live ring circus (7/23-27)
- Newsline Special (NBC)
- The race against terrorism (7/23-27)
- Newsmark (CBS)
- All the end elephants too (7/27)
- Sporting News Report (CW)
- Joe Morgan/Eddie Elton/Sparky Anderson (week of July 23)

Entertainment

- Assignment Hollywood (MBS)
- Jon Eric Heum (7/23)
- Lana Wood (7/24)
- Karen Dobson (7/25)
- Jackie Collins (7/26)
- John Hillerman (7/27)
- Entertainment Update (CBS)
- Tom Hanks/John Waite/Fita Cookidge/Cal (7/23-27)



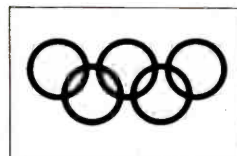
TABLE-TOP NEWS — United Press International and Zenith Data Systems recently signed an agreement for UPI to purchase up to 6000 Z-150 desktop computers, designed to be part of a new system to be offered to UPI subscribers. Pictured, seated (l-r) are Zenith Chairman/President Jerry K. Pearlin and UPI CEO Douglas F. Ruhe; standing (l-r) are Zenith's John Frank, and UPI's Edward DeLong and Philip Stone.

Going For The Network Gold

Continued from Page 18

All UPI sports broadcasts will originate from Los Angeles during the Games. The network will provide extensive restricted tape coverage to its affiliate stations, allowing each individual facility to select the coverage it wants to use. In this process the network will comply with the 3-3-3 Rule (see R&R 6-22).

Network personnel broadcast- ing the Games will be Lou Geiser-



man, Bob Fuss, Rob Navias, Bill Rosinski, Greg Haber, Bob Berger, Brian McPadden, Bob Pavlovich, Cliff Webb, and Vicky Bark-

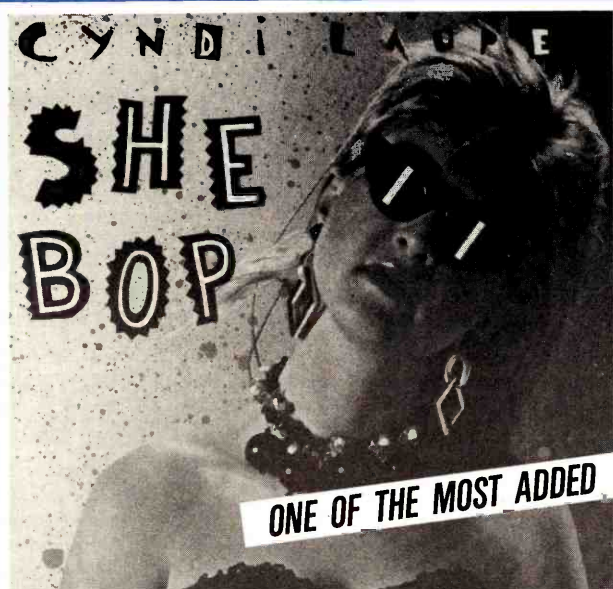
Westwood One

The Westwood One Radio Network will be broadcasting exclusive Spanish-language coverage of the 1984 Olympics. This coverage will consist of three daily hour-long broadcasts; one each in the morning, afternoon, and evening, with a day-end wrap-up. It will include events occurring throughout the Los Angeles area, and will be distributed via satellite to radio stations across the continental United States.

The network's coverage will feature live-event reporting and play-by-play from venues in Hispanic-popular events, such as baseball, soccer, boxing, and major track & field events. In addition, Westwood One will make its satellite available for major news events, should they develop.

Much of Westwood One's coverage will be anchored by Jaime Jarrin, widely-recognized Hispanic broadcaster, and the voice of the Dodgers on KTNQ/Los Angeles.

DOUBLE BREAKERS-- DOUBLE YOUR RATINGS!



CYNDI
LAUPER
"She Bop"

CHR BREAKERS

186/58 79%

Portrait



CHR BREAKERS

156/29 66%

Management

PROGRAMMING AND AUDIENCE MEASUREMENT

The Six Million Dollar Manager, Part XI By Kevin B. Sweeney

Continuing the programming strategy discussion begun last month, Chapter XI further outlines the more networks prophecy and then covers two additional industry trends SMDMs should consider. But no search for the right format is complete without a look at *audience measurement*, from which the '80s manager needs more sophistication and reliability.

Well, there was an all-News network and it was a disaster. And there were good reasons that it was a disaster: The execution was godawful.

It was all production gimmicks and sounders and excellent voices.

And no content.

Done correctly, an all-News network will be one of the Seven Wonders of 1980s programming.

And another will be the Newstalk network, a melange of the successful elements in WOR and KABC.

Plus other networks in the information field — as many as there are magazine formats.

But the question is: What's the SMDM to do?

The answer is: Pay in money, not in time if you have any real national spot revenue potential. Pay in time, not in money if you don't.

Or put together your own network.

But, one way or another, encourage the development of a device to spread the costs over 30-40 markets of the format you can't do economically yourself.

is to this format, and in the top three markets, it's a bunch closer to 20 percent.)

It's because of costs and no one to execute. But a real examination of the costs/benefits of News and/or Newstalk will show that dollar for programming dollar, News and Newstalk are as inexpensive to do as music-with-jock.

But, no one to execute? No, there probably aren't three programmers for these formats who are not working and probably no more than a dozen talk hosts, even terrible ones, not working.

But both job classifications can be filled from outside the industry. Even in metros of less than a half-million if the SMDM wants to look into the deep pools of news editors working for free-distribution papers or even dailies — and into the still deeper pools of people they know about who are glib, non-stop talkers.

Managers Passive

(I once was manager of a menagerie of talk show performers — more than a dozen in as many cities. Out of barely

out to me the merits of an all-vocal format.

And it's a really big breakthrough... something like Einstein's formula... all vocal instead of mostly instrumental! Wow. Breathtaking innovation!

What was so hard about that? Why didn't individual stations wallowing in the bottom half of the ARB "invent" it? After all, WPAT — not a syndicator — invented "Beautiful Music" and KABL embellished it. If stations 20 years ago could develop a format, why not now? The answer is that the SMDM must — and will.

Classical music is a format rich in promise. Especially, the promotional Classical Music station

Strategies For The '80s

- Define your audience more realistically
- Devise more specific formats
- Demand better research

that has developed over the last decade. It could be expanded to many more markets.

Even Beautiful Music has more than a dozen major markets it should be expanded to.

Black and Latino formats will expand, mostly by coming out of their daytime "ghettos" into major facilities at an even more rapid rate than in the first two

radio programming of the 1980s.

Once magazines aimed for huge circulation — fifteen or even twenty percent of the U.S. homes. Only one of those magazines left — Readers Digest. Life, Look, (since reactivated) Saturday Evening Post are gone because national advertisers decreed that television was all the mass media they needed.

"Radio is like magazines — each station with its own constituency."

years of this decade.

It is only in those formats plainly aimed at 18-24 year-olds that there has to be contraction as the number of these potential listeners shrinks.

Which brings us to

(4) The magazine "revolution" of the 1960s will be paralleled in

Individual radio stations are rarely a mass medium now compared to television stations and most daily newspapers.

They have become selective, like magazines, catering to an age group, and, in some groping way, a lifestyle segment of that age group. The programmers, more



They sell quantity.

Conglomerates don't sell radio stations. They dish out CPM's. They toss everything into a computer and radio's strongest stations can be the losers. • Blair RAR sells stations. We understand your unique story because almost every Blair RAR rep has heavy radio station experience. We know how to sell results. Listeners motivated to buy. Station leadership. Blair RAR specializes in great

"ARB is not just starting up. It is well-established, and zero defects should be closer to being achieved than it is now."

Do-It-Yourself

(3) But many more markets can do these formats for themselves than believe they can.

Let's stay with all-News and Newstalk for the moment. How many markets have one or the other?

I count 21 or 22 out of the top 50 have one or the other or both. And that counts some of the half-breeds that put a little music in here or there.

Why aren't there more? It's because of costs, not the conviction that there is not enough audience. (In spite of the limited number of stations more than 10 percent of all U.S. metro listening

rewritten magazine articles and these men, we had a tidy little business. Where did they come from? One was a food sales manager, another sold lumber, another was a musician.)

Station managers are often not too self-confident on programming strategy. They are not too far away from the Big Guy of WKRP in this area. They tend to be passive — when a format has some numbers, then they will believe. But originate a format? Never!

I have discussed with managers on many occasions what is now known as Schulke II. Since I have never had an original idea in my life, I presume someone pointed

by intuition than by design, began to take stations that way well over 20 years ago.

The SMDM must accelerate and refine this trend. He must suppress the old atavistic instincts to have the largest audience regardless of who is in this audience.

No 25-54 Audience

The SMDM will be the first among managers to realize that there is no 25-54 constituency. And that if he stakes his claim to 25-34 women — just women, not adults — there's more potential profit in it.

The SMDM will define his market more narrowly and be content with less audience of exactly the right kind.

I am fond of telling retailers that radio is like magazines — each station with its own constituency. And so radio is an exact match for what they are doing because they, too don't market to everyone. Really it's poetic license because radio is now like magazines... of the 1950s... before magazines began to define quite precisely who they want to reach.

The SMDM will accept that less is more in the same way that *Business Week*, *Cosmopolitan*, the *New Yorker*, *Sports Illustrated*, *Seventeen*, and many another successful magazine has accepted it.

And in the way that many successful products and stores have been positioned for very narrow age and lifestyle groups, the SMDM's station will be positioned.

He will not be able to depend completely on his programmer for this kind of blueprint, although

But this is peripheral to what I am saying in (4). I'll repeat it and then we'll leave programming: ROI will be better when the SMDM concludes that dominating one narrower demo (as individual magazines do in the 1980s) is better than attempting to be a marginal leader in some non-

***“Done correctly,
an all-News network will
be one of the
Seven Wonders of 1980s
programming.”***

programmers are well ahead of sales managers in understanding the concept.

Now programmers mostly use ouija boards to arrive at what will attract the target audience. All too often they set out to bake a chocolate cake and produce a chocolate parfait. That's not a slur. Many great inventions were accidents.

And the tools they have to work are rudimentary. Callout research is often poorly designed and executed even more poorly. The focus group is a laugh or would be if it were not so costly. But at least they are a start.

existent demo like 25-49.

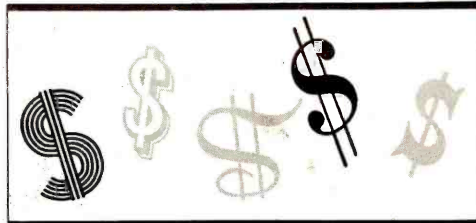
Of course, then the SMDM must have more sophisticated and reliable tools.

Audience Measurement

ARB probably gets 90 cents out of every dollar big-market radio spends for audience measurement.

ARB is what it is. You get what you pay for, what ARB fully and persistently states it is — an estimate.

Now, the fact that the winners in this contest make something else of it akin to the Seven Wonders of



the World does not change what it is — a more or less accurate guesstimate of the quantitative audience of radio stations.

One that is considerably less accurate as you proceed from overall 6am-midnight shares to calculating shares 25-34, 3-7pm Monday through Friday shares.

There will always be an ARB or its equivalent. How many is important.

As ARB becomes increasingly expensive, I think the SMDM will demand more from ARB. Three things I would demand if I were a manager, cognizant that it takes dozens of managers to move ARB even a little bit, their dominance being what it is:

(1) Replacing the 12+ share page with three pages that mirror radio's real world — 18+ adults, 25+ adults, 35+ adults. Over 90 percent of stations are not in the 12-17 business and there is no rationale for stations being forced to express themselves in 12+ shares,

newspapers in the 1980s.

The SMDM will do his best to keep the costs of quantitative measurement, provided by the virtual monopoly ARB has become, in line.

“Who” Vs. “How Many”

But, more important, he will recognize that the 1980s will be an era in which “who” will become relatively as important as “how many.”

And the acceptable answer to “who” cannot be “Men 25-49.”

I don't think it is going to be “Men 25-49 with incomes in excess of \$25,000” ultimately.

Advertisers want to know what stations reach the most junior sportswear purchasers. Or \$800 sofa buyers.

Many newspapers know. Television doesn't have to know. The SMDM must respond to this demand. It is the inevitable corollary to his positioning of the station.

***“ROI will be better when
the SMDM concludes
that dominating
one narrower demo is
better than attempting to be
a marginal leader
in some nonexistent demo
like 25-49.”***

which is now the norm.

(2) ARB should attempt to eliminate the glitches. Every station has its chamber of horrors exhibit titled “listen to what ARB did to me this report.”

Too many complaints appears to be legitimate. In some cases ARB appears to be very cavalier about these errors. When hundreds of thousands of diaries are distributed, retrieved, analyzed with hundreds of thousands of people involved, there is limitless opportunity for errors. But ARB is not just starting up. It is well-established, and zero defects should be closer to being achieved than it is now.

(3) ARB should put more in the book and save stations the time and expense of retrieving data through their computer terminals.

I think of an area our client stations spend a lot on, either in time or money: rankers. Why shouldn't ARB provide them?

And I think of one sales-oriented number that should be provided and displayed prominently: daily cume. It is going to be one of the most important numbers in developing revenues versus

The SMDM will not only respond to the demand; he will recognize it is unnecessary to pay a national researcher \$25,000 for the facts.

For \$1000 a contemporary station can get some kind of handle on fast food customers. For \$1000 a Beautiful Music station can do the same for heavy S&L depositors. The \$25,000 research is better, but not all that much better.

This is another of those subjects that could go another six pages. But this ends it and we will proceed to the final recommendation on a major area in which the SMDM will concentrate.

Part XII will appear shortly. “The Six Million Dollar Manager” and Kevin B. Sweeney's other works are available from the Kevin B. Sweeney Companies, PO Box 1673, Thousand Oaks, CA 91360.



We sell quality.

stations and people who know how to communicate greatness. What a station is worth, not just what it costs. • If you're an advocate of your station's individuality, don't let yourself be bought cafeteria-style. Be sold, completely, constantly, in the selling environment you deserve.

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RCA
Records and Tapes



Street Talk

In the latest at **KROQ-FM/LOS ANGELES**, **RAYMOND BANISTER** steps down as Assistant PD, but retains his airshift. While there were plenty of rumors to the contrary last week, **RICK CARROLL** is remaining on as PD/consultant.



With **RANDY KABRICH** resigning WAVA/Washington, and **JOE KRAUSE** exiting WAPP/New York (see Page 3), two prime **DOUBLEDAY** PD jobs are open. Contact Doubleday VP/Programming **DAVE MARTIN** at (212) 684-7624.

By the way, Randy Kabrich has announced his own consultancy, but Joe Krause is eager to connect with another programming position, either AOR or CHR. He can be reached at (516) 883-2511.

Sad to report the death of **PHILIPPE WYNNE**, longtime lead singer of the **SPINNERS**. He suffered a heart attack while onstage at an Oakland club. Wynne joined the Spinners in 1971 and sang on hits like "I'll Be Around," "One Of A Kind Love Affair," and "Rubberband Man." After he left the group in December 1976, he went solo and had several medium-sized hits in the Black/Urban field. He was 43.

BOB LINDEN, late of **WWWL** (Love 94)/Miami (now **WLVE**), has replaced **DAVE CHRISTIAN** as PD of **AOR KESISAN ANTONIO**.

WZKS (KISS 96)/NASHVILLE and PD **JACK RANDALL** have parted ways over philosophical differences. Jack, most recently in Milwaukee with **WZUU** and **WLUM**, is now available at (615) 889-3250.



Paul Christy

Paul will take over his new dual duties in Houston on July 30.

KITY/SAN ANTONIO PD **KID CURRY** has resigned his position. No replacement has been named, but Kid is staying on until a replacement is named.

Remember when we told you **PAUL CHRISTY** (not the consultant) was the new PD/morning man for **KRBE(AM)/HOUSTON**? Well, what Street Talk didn't know at the time (but later found out) is that Paul Christy is really Paul Stelljes, or as he was better known in West Coast radio - **ERIC CHASE**.



GUERRILLA RADIO TACTICS — **WLLZ**/Detroit PD Lee Arnold entered the market with the same flair and showmanship that has made him a colorful and controversial figure elsewhere. The Doubleday AOR outlet's new programmer introduced himself at a Monday (7-16) press conference held at a baseball field conveniently across the street from chief competitor **WRIF**. Arriving via helicopter, chomping a patented Patton cigar, and decked out in battle garb, Arnold told local music industry officials and media reps that he intends to "establish a beachhead against the common enemy — boring radio. Our rock 'n' roll streetfighting machine is going to put excitement back into the Detroit music scene." As he finished his manifesto, a plane flew overhead trailing a message for **WRIF** PD Mark Pasman: "Pasman Surrender!"

MACMURPHY (just the one name, thank you) is the new PD at **KKQV/WICHITA FALLS, TX** from **KNVR/Chico, CA**. He replaces **CHUCK BECK**.

WGLF/TALLAHASSEE is welcoming back **RICK SPRINKLES** as PD/MD. He replaces the PD/MD duo of **BILL THOMAS** and **CHRIS BAILEY**, who've relocated to those same slots at **WPFM/PANAMA CITY**.

ZZ99/KANSAS CITY PD **CHARLEY LAKE** has left the station (see Page 1) as **JIM COLLINS** takes over. Charley's available at (816) 561-6351.

KS103/SAN DIEGO has promoted MD **MIKE PRESTON** to Assistant PD. He will also keep his music duties.

R&R extends its condolences to the family and friends of **WEA** Dallas branch Controller/Operations Manager **RICK TRUETT**, who died July 6 of complications following heart surgery. Rick was 40.

Continued on Page 26

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STYLE AND POWER



"SAVOIR FAIRE" THE DEBUT SINGLE FROM RPM FROM THE WARNER BROS. ALBUM PHONOGENIC



PRODUCED BY RPM AND GARY LANGAN

Street Talk

Continued from Page 24



Want a shot at a new Mercedes in the next AIR competition? Contest number three begins September 14, but the winner of contest two won't be announced until the final issue of R&R for the year (December 14). The winner of 1984's competition will drive away a collector's item: a Mercedes 380 SL (the last year for that model). The 1985 competition will offer a 385 SL, and there will be contests for both CHR and AOR. Who will be "the ear" apparent?

KSQY/RAPID CITY GM KEN MILLS is leaving to enter graduate school and teach at Arizona State University. He's being replaced by **LES ELLIS** from **KDSJ/DEADWOOD**.



HE'S GOT IT COVERED — When you're a contemporary music station and the Democratic National Convention comes to your city, what can you do? While you don't want to crush the format, you can't exactly ignore an event of that magnitude either. But you can give the event the kind of in-depth coverage your audience is craving if you hire former presidential candidate himself, Pat Paulsen, which is exactly what K101/San Francisco did. Pat's enlightening reports brought the political gathering to life for the K101 morning show listeners. Pat is shown here in one of his most patriotic moments.

KABC/LOS ANGELES News & Editorial Director **PAUL DALLAS** died last week after a long bout with throat cancer. Paul was 62.

The new lineup for **MIKE JOSEPH'S KMFY/MINNEAPOLIS** is: **MAX GIBSON** (WGR/Bufalo), **ROB SHANNON** (WHBY/Appleton) **PETER LAKIN** (KWTO-AM/Springfield, MO), **TERRY SCHMIDT** (WFMK/Lansing), **R.C. ROGERS** (WXMG/South Bend), and **TOBY HART** (KSYN/Joplin, MO). Shift assignments haven't been determined, but one of those six will eventually be named PD. Almost all of the new staff have prior programming experience.

In order to devote more time to her rapidly growing **IS INC** program production company in San Francisco, **JO INTERRANTE** has relinquished her hosting duties on RKO's "Live From The Record Plant" show to **LOU SIMON**. Lou is the morning personality at **KKHR/LOS ANGELES**, the program's L.A. affiliate.

Newsounds take note: **EARLE BAILEY** has departed as **WNEW-FM/NEW YORK'S** News Director.

Ex-WBCN/BOSTON Production Director **EDDIE GORODETSKY** is writing for NBC's David Letterman Show these days, and he's also doing a rap-style narration on "Mars Needs Women" from the new **PETER WOLF** album.

WKXW/TRENTON

has selected **BRUCE FOX** as its new PD. Bruce was formerly at **WMGK/Philadelphia**.

Soon to return to her post as **MCA RECORDS** National Promotion Coordinator is **SHEILA DUBIN**, who's been out of commission lately. We wish her a speedy recovery.

Get-well-quick wishes to **WCLS/DETROIT** VP/GM **GRANT SANTIMORE**, who is recovering after an apparent heart attack. Grant will be out for an indefinite period.

EASTERN BROADCASTING has announced the promotion of three **WPDC & WKRZ/HERSHEY** staffers. **GSM PAUL HOLSOPPLE** has been promoted to General Manager, **OM MIKE MCGANN** has been named Station Manager, and Account Executive **PAUL LANDIA** has been upped to Sales Manager.



Congrats to **KUDL/KANSAS CITY** PD **DENE HALLAM** on his July 14 marriage to **JUDY LOPES**. A number of industry folks were in attendance for the NYC event, and we're hoping to offer the "photographic proof" of a good time had by all in a future edition of R&R.

Stork Stops: Twin girls, Caylin and Emily, to **BRIAN PATRICK (WKZL/WINSTON-SALEM)** and wife Kate . . . **KSQY/RAPID CITY** PD **GREGG OLSON** and wife Janet had a boy, Trevor John . . . **KLOS/LOS ANGELES** evening personality **STEVE DOWNES** and wife Carol had Kimberly Marie . . . **KSJO/SAN JOSE** PD **BABY LEROY HANSON** and wife Linda had baby Ryan . . . **GANNETT OUTDOOR'S** Manager of Marketing Services **JEFF JOHNSON** and his wife Linda recently welcomed baby boy Ryne.



Congrats to **KLPX/TUCSON** PD **MIKE BERGER** and his new bride Roberta on the occasion of their recent marriage . . . Also best wedding wishes to **KMOD/TULSA** MD **JIM JONES** and wife Cathy, and **KKCI/KANSAS CITY** MD **MIKE WHITE** and wife Laura . . . **JIM CARNEGIE** of **RADIO BUSINESS REPORT** will marry his fiancée C.J. Hampton later this summer, following his publication's relocation to Arlington, VA in August.

Listen To This . . .

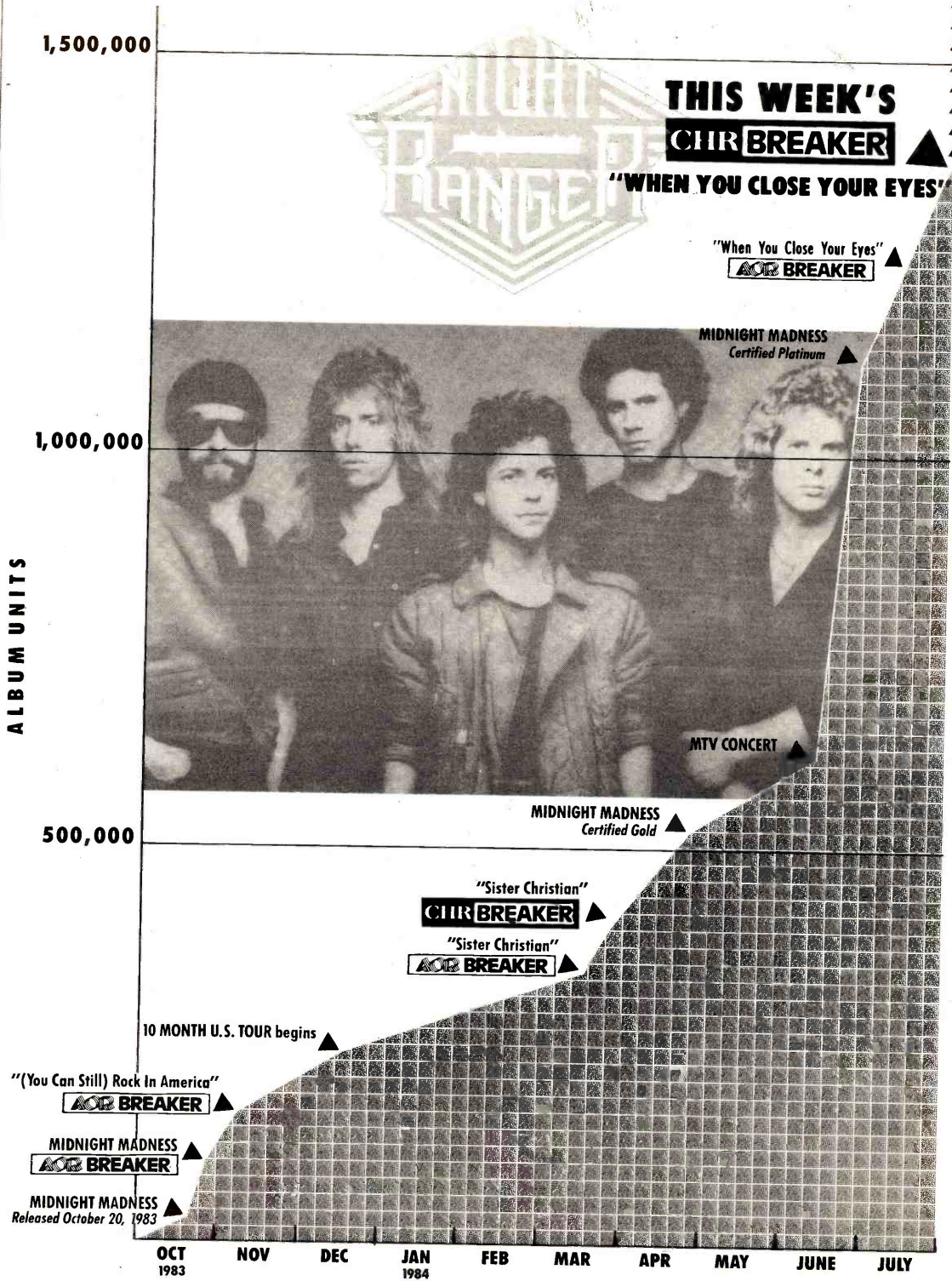
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A CASE STUDY: NIGHT RANGER'S MIDNIGHT MADNESS



MCA RECORDS

DELIVERING THE MUSIC OF THE 80'S

On The Records



KEN BARNES

Jefferson Starship: Light Years From Yesterday

The announcement that Paul Kantner was leaving Jefferson Starship marks a milestone in the group's long history (even if it does prove, like earlier departures by Marty Balin and Grace Slick, temporary). Without Kantner, the last link between the Starship today and the Jefferson Airplane's beginnings in 1965 has been severed. Kantner was the one constant in a turbulent two-decade flight that's jettisoned enough personnel to form a paratroop unit. But the group survives, flourishes, and continues to have hits, perhaps proving a little change is healthy for a rock band.

Grace Slick is firmly identified with the Airplane/Starship, so much so that it's easy to forget that she wasn't the original female vocalist in the band. Signe Anderson sang on the first Jefferson Airplane album in 1966, along with founder Balin, Kantner, later Hot Tuna founders Jorma Kaukonen and Jack Casady, and drummer Skip Spence, who went on to form Moby Grape.

Slick sang the Airplane's best-known hits, "Somebody To Love" and "White Rabbit" (which she'd originally sung with her first group, the Great Society). Balin, at first the main singer, consequently took an increas-

Box Of Frogs Hop On Reunion Bandwagon



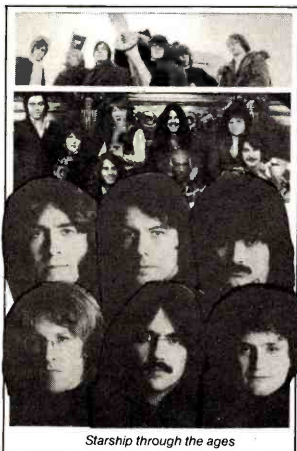
Box Of Frogs then and now:

top, Dreja, Samwell-Smith, McCarty; bottom, McCarty, Samwell-Smith, Dreja

The state of the reunion is pretty healthy these days. **BO** is back and out with a new record, and **Vanilla Fudge** also recently issued an album. Heavy metal fans have high expectations for the reformed **Deep Purple**. Yes, who weren't really broken up for all that long, returned triumphantly. And **Box Of Frogs** has made significant AOR inroads with a recently-released album.

Box Of Frogs, as previously related, are three-fifths of the **Yardbirds**, adding singer **John Fiddler** (ex-British Lions, **Medicine Head**) to replace the late **Keith Reff** and using guest lead guitarist, one of whom is former **Yardbird** **Jeff Beck**.

The other members of the group, **Chris Dreja**, **Jim McCarty**, and **Paul Samwell-Smith**, had faded from prominence since the '60s, although Samwell-Smith was a successful producer. After reforming to play in a series of 20th anniversary concerts at London's legendary **Marquee Club**, the group decided to stay together, changing the name to avoid pigeonholing and preconceptions. And it appears to have paid off.



Starship through the ages

ingly smaller role, finally leaving the Airplane in 1969 and showing up only as a guest on the first Starship album in 1974. But his songs "Miracles," "Runaway," and "Count On Me" established the Starship as a hit act.

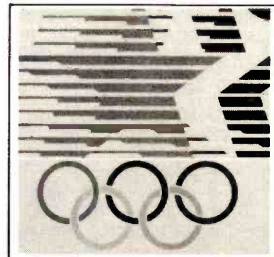
Setting Records For The Olympics



Every four years the Olympics gather the world for sporting competition. The attention of most of the media is focused on the games, but the music world's interest has been generally slight. There have been a few instrumental themes associated with the Olympics — **Barry DeVorzon & Perry Botkin's** "Nadia's Theme," of course, for the 1976 games; **Chuck Mangione's** "Give It All You've Got" (1980 Winter Olympics); and "Chariots Of Fire" by **Vangelis** (for a movie about the 1924 competition).

But contemporary rock-oriented Olympics music has been scarce. Somehow, suggestions like using the **Eagles'** "The Long Run" for the marathon and **Billy Squier's** "The Stroke" for swimming have fallen on deaf ears within the U.S. Olympics Committee. But this year there's more of a tie-in between sports and music. Although a proposed Olympics "superconcert" was cancelled, **Columbia** has released "The Official Music Of The XXIIIrd Olympiad Los Angeles 1984," which combines several instrumental compositions with songs by **Christopher Cross**, **Foreigner**, **Loverboy**, and others. Each track is linked to a specific event, and will be aired during Olympics broadcasts.

With **Sergio Mendes** adding to the fervor with "Olympia," and a group called **4-Play** offering the "Olympic Rap," it seems a harmonious Olympics/music relationship has finally been established. But one sour note persists. From 1958 to 1966 a Los Angeles group called the **Olympics** scored a number of hits — memorable oldies like "Big Boy Pete," "Western Movies," and the original version of "Good Lovin'." But were they recognized by the Olympics Committee? No way. Not



a medal, not an official theme song, not even a special proclamation with a ribbon. Finally, as the games return to their hometown, the Olympics have struck back.

Covering all the bases, **Rhino Records** has released "The Official Record Album Of The Olympics," consisting of 14 of their past gold medal winners. At the same time, citing prior use of the name in L.A., the Olympics (who named themselves after a major Southern California thoroughfare) and Rhino have formally requested the U.S. Olympics Committee to change the name of the summer games, thoughtfully suggesting substitute monikers like "The World Games."

While I must deplore the dog-in-the-manger antics of Rhino in trying to trip up the Olympics Committee (and "The World Games" is a mediocre replacement name at best), it would have been nice to see a song by the Olympics chosen as one of the official themes for the 1984 games. "The Bounce" would have worked for Greco-Roman wrestling, for instance, and after listening to "Baby Do The Philly Dog," I can't help but wonder why the Philly Dog itself isn't an Olympic event. In any event, however, Rhino, in stirring up this exciting controversy, definitely deserves an Olympic gold medal.

(Portions of this piece originated with Hurricane Heeran.)



ONE YEAR AGO TODAY

- **BILL STEDING NAMED VP/IGM OF KAAM & KAFM/DALLAS**
- **MATT MILLS PRESIDENT/IGM OF KEZK & WRTH/ST. LOUIS**
- **GERRY DE FRANCESCO VP/PROGRAMMING AT KHIS/LOS ANGELES**
- **STAN MAK NAMED VP/IGM FOR KINK/PORTLAND**
- **RON SAITO BECOMES GM AT KGW/PORTLAND**
- **STEVE GOLDSTEIN NAMED PD AT WHYT/DETROIT**
- #1 CHR: "Every Breath You Take" — Police (A&M) (4th week)
- #1 A/C: "Every Breath You Take" — Police (A&M) (2nd week)
- #1 COUNTRY: "Your Love's On The Line" — Earl Thomas Conley (RCA)
- #1 BLACK: "She Works Hard For The Money" — Donna Summer (Mercury/PG) (2nd week)
- #1 AOR TRACK: "Every Breath You Take" — Police (A&M) (8th week)
- #1 LP: "Synchronicity" — Police (A&M) (6th week)

FIVE YEARS AGO TODAY

- **HERB MC CORD NAMED GM OF GREATER MEDIA**
- **WALLY CLARK BECOMES GM AT WWWV/DETROIT**
- **HOWARD BLOOM NAMED VP/IGM AT KMET/LOS ANGELES**
- **EARNEST JAMES NAMED PRESIDENT/IGM OF WVON & WGCI/CHICAGO**
- #1 CHR: "Gold" — John Stewart (RSO/PolyGram) (2nd week)
- #1 A/C: "Shadows In The Moonlight" — Anne Murray (Capitol) (3rd week)
- #1 BLACK: "Good Times" — Chic (Atlantic)
- #1 COUNTRY: "Shadows In The Moonlight" — Anne Murray (Capitol) (2nd week)
- #1 LP: "Candy-O" — Cars (Elektra) (2nd week)

TEN YEARS AGO TODAY

- **JACK THAYER NAMED PRESIDENT OF NBC RADIO**
- #1 CHR: "Rock The Boat" — Hues Corporation (RCA) (4th week)
- #1 A/C: "Feel Like Makin' Love" — Roberta Flack (Atlantic)
- #1 COUNTRY: "As Soon As I Hang Up The Phone" — Loretta Lynn & Conway Twitty (MCA)
- #1 LP: "Caribou" — Elton John (MCA)

TV News

"Solid Gold" for the week of July 20 stars **Karla Bonoff**, **Laura Branigan**, **Deborah Gallie**, **Corey Hart**, **Rick Springfield**, and **Stevie Ray Vaughan**. . . **Boy George** is interviewed on "Friday Night Videos" July 20 . . . **Quiet Riot's** **Kevin Dubrow** becomes a fill-in VJ on **MTV** July 21-23 . . . **Lee Greenwood** is on **TNN's** "Country Sportsman" July 21 and "New Country" the 25th . . . **Paul Anka** and **Toni Tennille** are on the "18th Annual Victor Awards Show" July 25.

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Hitsville

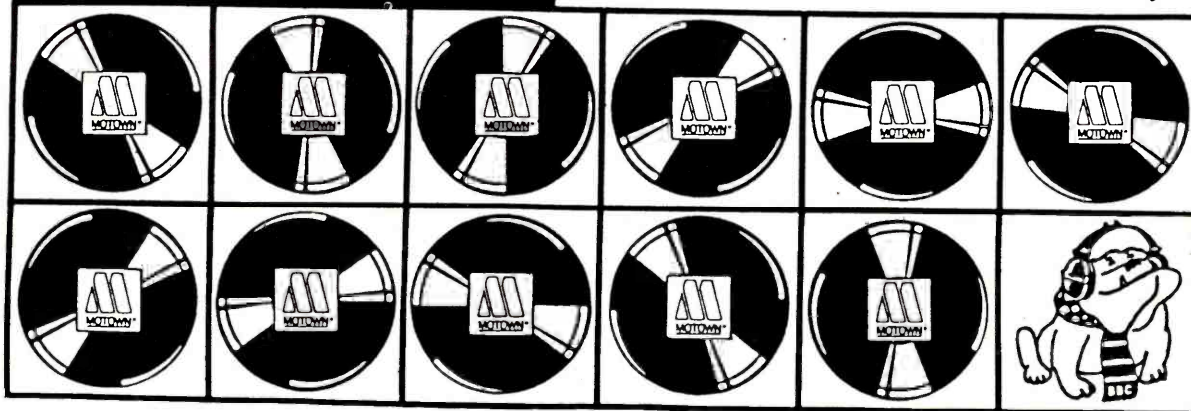
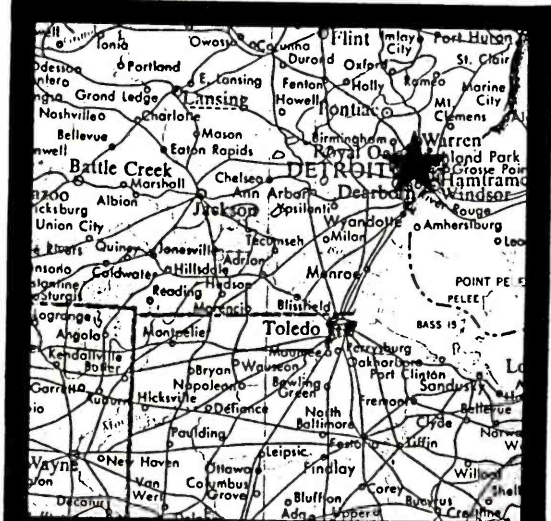
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BODY AND THE BEAT

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R&R

Datebook

MONDAY, JULY 23

Suppose They Didn't Give A Festival ... ?

... and everyone came anyway. On this day in 1970, a New Haven judge cancelled the Powder Ridge Rock Festival, scheduled for July 30 through August 1 at the Powder Ridge ski area in Middlefield, between New Haven and Hartford. By this time, more than 18,000 \$20 ducats for the festival have been sold, so even though the artists (**Janis Joplin**, **Chuck Berry**, **Led Zeppelin**, **Sly & The Family Stone**) had been told not to come, up to 30,000 people ignored signs posted by the state police and partied anyway. On July 31, just as people had finally started to leave, **Melanie** and two local bands played. Despite the lack of rock festival, doctors did report at least 800 "bad drug reactions" during the course of the un-festival.

Birthdays: **Martin Gore (Depeche Mode)** 1961, **Tony Joe White** 1943, **David Essex** 1947, **Roxy Music's Andy Mackay** 1946.

TUESDAY, JULY 24

"Sgt. Pepper's" The Movie

New York got its premiere of "Sgt. Pepper's Lonely Hearts Club Band — The Movie" today in 1978. The **Bee Gees** were there; co-star **Peter Frampton** was still recuperating from a recent car accident. "Pepper"'s problems as a film were shared by the producers of most pop songs-turned-movies. Writers and directors often had trouble converting their source material into a movie-length plot. Country songs — those that already had stories — seemed to work better, with "Harper Valley P.T.A." being one of the successes of the genre. After a period when songs were transposed as literally as possible (the father in "Ode To Billy Joe" comments that Billy Joe never had a lick of sense as he reaches for the biscuits), more recent films, like "Take This Job & Shove It," "The Night The Lights Went Out In Georgia," and the new "Rhinstone," all use plots extrapolated from songs ... not copied from them.

WEDNESDAY, JULY 25

Goodman Fights On

At this writing, folksinger/songwriter **Steve Goodman**, who turns 36 today, is in his second remission from leukemia. Throughout his career, Goodman has usually been tagged only as the author of **Arlo Guthrie's** "City Of New Orleans" (which Goodman reportedly wrote from **Edmund Muskie's** campaign train in 1972). Actually, he's been a recording artist for nearly 15 years, wrote the satiric "You Never Even Called Me By My Name," which remained **David Allen Coe's** biggest hit until recently, and wrote songs for **John Denver** and **Joan Baez**. In 1980, after four **Asylum** LPs that failed to gain him a mass audience, Goodman turned to **Robbie Dupree's** producers, reportedly determined to finally grind out a hit and leave some money for his family. That album didn't sell, but the success of "Artistic Hair," issued on a homegrown label, has prompted Goodman to issue a second LP by himself.



THURSDAY, JULY 26

"State Of Rock

Today, **Mick Jagger** turns 41. While much tends to be written about mellowing rock artists, it doesn't really hit home with Jagger until you realize that the man who was once seriously thought to have some sort of satanic connections is now duetting with a devout Jehovah's Witness. "State Of Shock" is significant also because it continues the Stones tradition of black/rock records and paralleling whatever type of R&B happens to be prevalent at the time. As Jagger begins work on his first solo LP, his birthday roughly coincides with the 22nd anniversary of his group's formation.

FRIDAY, JULY 27

"Stop" Goes Pop

As a song, the success of **Ollie & Jerry's** "Breakin' — There's No Stoppin' Us" wasn't immediately guaranteed, but for the past five years, everybody's known the title was a killer. On this day in 1979, **Philadelphia International** staff songwriters/producers **Gene McFadden** and **Victor Whitehead** received a platinum record for their only solo hit, "Ain't No Stoppin' Us Now." Despite their identification with Philadelphia, the pair were also identified with the **Stax/Volt** stable in Memphis, where they served in a backup group called the **Epsilons**. (They're also heard in the background of **Arthur Conley's** "Sweet Soul Music.") Besides becoming a surprise CHR hit (and becoming the black anthem of spring 1979), "Stoppin'" became the last in the series of famous Philly Int'l. message songs. (The pair had either written or cowritten, in various combinations, many of the earlier ones: "Bad Luck," "Wake Up Everybody," etc.)

SATURDAY, JULY 28

Drive 55 & Turn Off Your Radio

In July, 1958, the anti-rock & roll backlash was still in full swing. Senate hearings were held on the music industry in which an **ASCAP** representative asked for anti-rock legislation and cited "Yakety Yak" as having "cheapened American music." A Catholic youth magazine started a contest to promote "wholesome" lyrics and attacked **Elvis's** "Wear My Ring Around Your Neck" as immoral (because it promoted going steady). And on this day in 1958, **Esso** (now **Exxon**) issued a report claiming that drivers who tuned to rock in the car jiggled the gas pedal unnecessarily, thus wasting too much gasoline. Considering that energy conservation wasn't much of a concern in the era of cars with 9-foot tailfins, rock obviously had to be a prime moral offender to be attacked publicly for wasting gas.

Birthdays: **Rick Wright (Pink Floyd)** 1945, **Jonathan Edwards** 1946.

SUNDAY, JULY 29

Distant Early Rush

Why did **Geddy Lee** of **Rush** handle the vocals on a **Bob & Doug McKenzie** record? The **Thomas & Moranis** team must have figured that he needed the exposure. Despite being one of the first groups to establish Canada as an AOR center, on CHR Lee is best known for gag vocals on a novelty. ("Take Off" aced out Rush's one CHR hit, "New World Man," 21 to 25.) Lee was born in Toronto on this day in 1953, thus making him no more than 16 when the group was formed. Throughout its history, the band has always been known for the most literary hard-rock lyrics anywhere. Referencing **Tolkien** in rock music, as Rush has done, is not unheard of. The surprise came when the group began working writer/philosophers like **Ayn Rand** into songs. At this writing, the Canadian trio is trying to top Bob & Doug again with their new single, "The Body Electric."

— Sean Ross



QUIET RIOT

"Mama Weer All Crazee Now"

NOW ON OVER

60

CHR STATIONS AND

88

AOR STATIONS!

AOR TRACKS: #26

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ALREADY OVER
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News/Talk



BRAD WOODWARD

Challenging Ideas For News/Talk Programmers

Is News/Talk a "specialty" format with limited appeal? Is it already pushing the outer limits of its potential in most markets? Or is it an evolving, growth format waiting to join other forms of radio programming as a "mass appeal" medium?

I explored those questions recently with two News/Talk consultants. They both take the optimistic view of the format's future, but neither see News/Talk achieving mass appeal status unless some dramatic programming changes are made. Coincidentally, both consultants formerly programmed highly-successful ABC News/Talk stations. Bruce Marr spent seven years as News & Programming Director at KABC/Los Angeles, while Jerry Johnson was Operations Manager at KGO/San Francisco for eight years before going out on his own in 1982. Here now are their blunt and often provocative views.

Dull Programming Drags Down Format

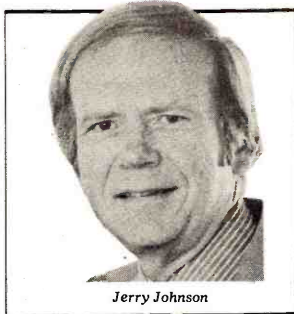
"I do agree that there's only so much News/Talk/Information audience to go around," Marr began. "But I think that audience is bigger than a lot of people give it credit for. Clearly, though, as in Los Angeles and San Francisco, where a News/Talk station is dominant, there's still an awful lot of non-news and non-talk listening. "If you program properly, you can become the dominant station in the market; if not, you don't succeed. It's such a tough format and it takes a long time to grow, so a lot of people aren't willing to make the commitment.

"So much News/Talk programming is stodgy, dull, and boring — and it's perceived as such. When you change that, you have potential to get music listeners and audiences from other News/Talk stations.

Beating Subjects To Death

"The listener's perception of News/Talk is very often found to be primarily older — 60 or 65+. And we're often either talking about things people aren't interested or spending too much time on them. Through laziness or just the inability to get anything else, we're taking subjects that are great for ten minutes and beating them to death for an hour or more.

"Then you lose; you get listeners, but not very many of them. And that's when you're



Jerry Johnson

limited to a 2-4 share in your market. I call that 1960s Talk radio. Move into 1980s Talk radio, which is much more versatile and interesting, with shorter spans of time per subject. That's when you get to be a mass medium instead of a specialized medium like a Spanish or a religious station.

"A KGO or a KABC succeeds because they've learned how to do things differently, while most Talk stations still operate as they did in the '60s. Joe Pyne-type people just go on and on about a single subject with no controls. But a Talk station has to be controlled just as a music station playlist is."

Local Talk Declining

Jerry Johnson sees "some erosion in audience" for the News/Talk format in recent years, but rejects the notion that the format is simply "bad or too expensive." Johnson identified four underlying problems:

- Declining local talk programming.
- Lack of top-notch network talk talent.
- Failure to research audience topic interests.
- Lack of creativity in talk programming.

Johnson believes that "network talk, no matter who's doing it, has taken away one of the basic strengths of Talk radio — the



LINDEN VISITS WABC — Actor Hal Linden recently stopped by WABC/New York for an interview with entertainment editor Joanna Langfield, whose show airs from 9pm-midnight. They discussed Linden's role as Honorary Chairman of Bnai Zion and his support for Beit Halochem, a system of rehabilitation centers for Israel's disabled war veterans. One of the centers in Jerusalem received a fundraising boost from WABC during a recent gala evening broadcast aboard the ship Intrepid.

opportunity to discuss issues that affect a person with other people in the same geographic area. Let's face it, there aren't that many national issues with the gut impact of local and regional issues. That really is a huge factor. Network talk is very seductive in the sense that it's cheap. Some of it's being given away; others are charging very minimal prices for it. It's really pulled a lot of stations out of local-originated talk programming, and that has cost them a lot. There's a tendency on the part of owners to look at talk as talk, when that is certainly far from the case."

"Through laziness or just the inability to get anything else, we're taking subjects that are great for ten minutes and beating them to death for an hour or more." — Bruce Marr

Network Hosts Criticized

Compounding the decline in local talk, Johnson contends, is the quality of network programming. "The network shows that are on the air aren't particularly well-staffed. When the networks were put together there was a lot of ego involved, at least on the part of the people I was acquainted with, in terms of who would be on the networks. There was not an attempt to look around the country for the best people.

"We've ended up with some good people — Owen Spann and Bruce Williams are excellent — but many of the others are not hitting the kind of marks those guys hit repeatedly. Certainly, with personalities being a key ingredient to talk programming, that's going to hurt."

Researching "Hit" Talk Topics

Johnson is also critical of what he calls Talk radio's "real lack of research on topication. We hear so much about the sophistication of music research but it just isn't being done in Talk. That is a serious mistake, as the right topics for a particular market change all the time. There have been very small attempts at it, but it's been very weak and spotty, limited to maybe a little random sampling in a supermarket or shopping center, or a small telephone research project."

When Johnson was at KGO, the station did some limited topic focus groups and callout research. "Come up with a 'hit list'

of topics just as you'd have a list of hit records; then develop a rotation. People don't want to hear about the same thing all the time — they want variety. A station trying to grow which is not already an institution in its market needs to spend the bucks and the time to do it right."

Too Much Follow-The-Leader?

The fourth anchor holding back News/Talk growth is lack of programming creativity. "It's so obvious it's almost embarrassing to talk about," says Johnson. "There's been so much follow-the-leader activity, and that spins out of the lack of research issue. When something works, the talk stations have virtually, to a station, jumped on various bandwagons and tried to do the same thing."

The rise of "shrink talk" following Toni Grant's success on KABC is an example. "Everybody's got shrinks," Johnson moans. "We're all shrunk out. The same could be said of some kind of financial counseling, the gardening shows, and various other specialties we've gotten into.

"My point is that what works in one place does not necessarily work in another. Knowing your market and programming to the market, which seem to be so obvious, haven't been done."

On The Move

Roger Norum, WOR/New York economics correspondent hosting "Shearson/American Express Business Reports"; Dr. Jeffrey Fisher, "Life Extension" host; Joe Adler, KYW/Philadelphia producer; Bill Rogers, Lana Hughes, KTRH/Houston weekend anchors; Jim Frank, WIND/Chicago News Director; Judy Ford, John Leisher, KFWB/Los Angeles anchor/reporters; Mike Kavanagh, WCNN/Atlanta News Director; weatherman Nick Gregory; Director/Public Relations Kay Patterson; Rich Walcott, KGO/San Francisco sports reporter; Julie Wasson, KSDO/San Diego Promotions Director; Washington Redskins head coach Joe Gibbs, WTOP/Washington sports commentator; Susan Granger, WMCA/New York entertainment reporter; Joseph Steindl, WEEI/Boston Director/Technical Operations.



Mike Kavanagh



KYW "NEWSTUDIES" — Some 150 high school seniors took part in KYW/Philadelphia's 19th annual "Newstudies" course on radio news interviewing, writing, editing, and announcing. During the six-week program each student researches, writes, and voices a story that's later aired on KYW. Executive Editor Edward Belkin is shown addressing the students, who are chosen for their interest in broadcast journalism careers and their achievements in English and journalism studies.

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A CONVERSATION WITH KNBR'S C.J. BRONSON

Personalism & Preparation

C.J. Bronson has long been one of my favorite air personalities. Whenever someone asks how to be fun and funny while at the same time being real, I say, "Listen to C.J." When speaking with C.J. recently, I began our conversation in the traditional way: at the beginning. I asked where she began her radio career.

C.J.: KSTP (AM)/St. Paul. I did two weekend shifts then I was pulled off the air because Hubbard Broadcasting didn't want a woman on the air; that's what I was told, not by Hubbard, but by the PD. Then I moved to Sacramento: KCRA, KROY, KEZS, KROI... and then to KNBR (San Francisco) in 1976.

R&R: Did you always do a personality-oriented show?

C.J.: No, not at KROY, or KROI; they were time & temp.

R&R: Tell me about your show these days. C.J.: It's from 4 to 7pm.

R&R: I guess that covers it pretty well. What do you do for showprep?

C.J.: I go through three or four newspapers a day. I'm constantly aware of what entertainment is going on in town. I do a lot of phoners with people who are in town performing.

R&R: Do you have a producer who lines up those interviews for you?

C.J.: No, I do everything. I also have local comedians come in and record drop-in lines. Once a week I have a comedy cohort — either someone nationally known who's in town or a local comedian. Sandra Bernhard was here, and it was great fun. Robin Williams called up while she was on.

I have Dr. Goodtimes, a resident shrink. People can call up and speak to him. Now, this is on a cart with about seven or eight stop-punches. Dr. Goodtimes says, "Hello, tell me how you feel." The next one is, "Ummm, hummm, go on." The next one is, "Oh, very interesting." And the person talks about whatever is stressing him, and it's very funny.

I also have a Former Bluebird Hall of Fame for women who were Bluebirds.

R&R: Bluebirds?

Happiness Of Bluebirds

C.J.: Bluebirds are to Campfire Girls as Brownies are to Girl Scouts. Each Tuesday I ask former Bluebirds to call in, and I pick a phone call and the woman gives me a Bluebird Memory and then gives me her Bluebird Indian name. I have about two bars of "Pomp & Circumstance," and it fades down and there are little birds singing, "Tweet tweet tweet!" And we induct her into the Former Bluebird Hall of Fame, and we send her this special packet from the Campfire Girls. It's so stupid that it's hilarious.

R&R: I wonder why I've never heard of Bluebirds?



C.J. Bronson

C.J.: It's due to bad press, and it pisses me off! They never get any attention. I think mostly liberals entered the Bluebirds, and Republicans went into the Brownies. Former Bluebirds are delighted by this feature, and there are lots of them out there.

I also have C.J.'s Spotlight, which runs five times a day, five days a week; it's me reviewing plays, movies, restaurants, events, and anything that's happening. I have the Dumb Joke Corner, which is four dumb jokes a day. Listeners call a lot of them in, and I put a rimshot after each one.

Informal Approach

I'm using a lot more sound effects, going for the old imagination, brightening things up. Like the other day was the anniversary of FDR's first fireside chat. So I had this fire crackling when our newsman, Bob Lazich, came in, and I said, "Let's chat informally about economics." He said, "Well, I've got \$1.23 in my pocket," and I said, "Well, let's draw a big pie. Ten cents of that is for defense; that'll go toward deodorant..." We chatted informally about economics, and then he did the news with this fire roaring in the background. And that kind of thing, I think, is real entertaining. Rather than saying, "On this day in history..." and going into the record.

If I do an animal story, I play an instrumental version of "Old MacDonald" in the background. It's not overwhelming. It's just got a kind of tasteful irreverence about it.

R&R: It sounds like it helps to keep the show unpredictable.

C.J.: Exactly. And we still play the old "C.J. sounds like someone you'd like to know" jingle. That's what they're after with me.

Keeping Audiences Aware

R&R: How else do you work with your support people in your show?

C.J.: Well, I always talk to my sports com-

"It takes time for people to accept something different, and a woman on the air is different. I think women listeners come around easier than men lately, and I think that's because women are not seeing other women as competition any more. Ten years ago it might have been true when people said, 'Women don't want to listen to women on the air,' but I don't think that's true today."

mentator. Getting into the news and out of the sports, we usually have some sort of a nice rapport. Sometimes I'll just tell a joke and they'll laugh... or they won't laugh. I always tell Ralph Barbieri, our sports guy, how many seconds we have over the intro of the next song, and we do whatever we do.

Another thing about the afternoon show that's becoming very apparent is that people know if they're listening in the afternoon, they will hear what is going on in the Bay Area. There are ways of integrating that so that it's not just an entertainment calendar. There's getting a phone call here or getting some sound from something that's happening in town. Even if the listeners want to go home and sit on their couches for the weekend, they feel hip because they know and say, "What?? That happened??"

R&R: Have you ever had major disagreement with management over programming aspects of your show?

C.J.: Not this management, not this PD. The one before him I did.

R&R: What were the issues?

C.J.: He didn't like me.

R&R: That one's kind of hard to negotiate.

C.J.: Yeah, it was real difficult. But Ron Reynolds is the PD right now, and he has the marvelous ability to understand the technical aspects of radio and to be in tune with the listener and to know how to handle the different personalities and to deal with upper management. He's amazing.

Advantages Of The Female Personality

R&R: Have you noticed any advantages to being a female personality?

C.J.: Yes. More people like you ask me what it's like to be a woman air personality and give me press. On the other hand, that's sad, because there are many men who are as good or better than I am as a personality and they're not getting written about, but I am because I'm a woman. And I think "What does it feel like being a woman in radio?" is a silly question. Let me reverse it: What does it feel like being a man in radio?

R&R: I've never had anyone tell me I shouldn't be a personality jock because I'm a man. It seems to be assumed that that's okay. But I do know some female jocks who've said to me, "Gee, I'm so depressed because I apply for jobs and they say, 'Well, we like you but audiences just don't like funny women.'" And getting back to your question, I've never had a PD or GM say, "Dan, you really shouldn't do humor because audiences don't like funny men."

The Quota System

C.J.: No one's ever told me that about humor; no one's ever said don't be funny. They always encourage me to be more entertaining. Maybe "Don't be so cutesy" is something I've heard. But yes, there are things that have upset me. One of the things is I have a friend who is looking for work now, and she's being told that the station "has its woman." They've already got their fulltime woman, their quota. That's ir-

ritating. That hurts. People with that kind of mentality aren't talking to women as personalities; they're just looking for other men because they've already got their men. There are some women who say, "God, they've already got two women — one parttime and one fulltime; I'm not going to apply there." I know women who are going through that right now. So there are people who see you as a "girl" and not as a personality; that does exist.

R&R: I've been listening to you for years, and I've always thought you're very funny and entertaining. I know that for several years you were doing overnight relief; do you think if you were a man you possibly could have moved into a drive-time shift earlier?

C.J.: That's difficult to answer, and I'll tell you why: In Sacramento at KCRA, I started in overnights and it took me a couple of months before I was going 7-midnight. Then there were layoffs, which were done by seniority, so I was out the door. The other stations I worked at for brief periods again were evening or overnight shifts, but when I got to KNBR — well, that station is a dinosaur! The morning man has been there 20 years. I am still the newest employee, and I've been there over eight years! Now I'm working a nice 3-hour afternoon drive shift, but it took time for the openings to come up.

Audience Reaction

R&R: What has your audience feedback been like?

C.J.: It takes time for people to accept something different, and a woman on the air is different. And then they're so proud of themselves when they finally decide they like you.

I think women listeners come around easier than men lately, and I think that's because women are not seeing other women as competition any more. They read other women like autobiographies they can learn from. Women who listen to me love the fact that I feel good about my life and about what I'm doing, and they get off on it. That's wonderful. Ten years ago it might have been true when people said, "Women don't want to listen to women on the air," but I don't think that's true today. Ultimately, though, acceptance is someone else's problem. I exist, whether or not others accept me.

R&R: You're in a major market that many people visit; how does it feel, knowing that young women and girls are hearing you and that some of them are being influenced by you?

C.J.: Oh, I love it! I speak at schools, women call me up... And I tell them what great fun it is, and how it keeps you youthful and how you can make your whole life tax deductible...

R&R: And it also helps you get named one of San Francisco's "100 Most Eligible Bachelorettes."

C.J.: If you remain lonely! I call that list "The 100 Most Lonely Women in San Francisco!"

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9/08 Ector Coliseum, Odessa, TX	10/03 Five Seasons Arena, Cedar Rapids, IA	10/20 Wing Stadium, Kalamazoo, MI	11/09 Civic Center, Charlotte, NC
9/09 County Coliseum, El Paso, TX	10/05 Rosemont Horizon, Chicago, IL	10/23 Civic Arena, Pittsburgh, PA	11/10 Civic Arena, Knoxville, TN
9/12 Convention Center, San Antonio, TX	10/06 Civic Center Arena, St. Paul, MN	10/24 Civic Center, Erie, PA	11/11 Civic Center Col., Charleston, WV
9/14 Summit, Houston, TX	10/07 Civic Center, Duluth, MN	10/26 Broome Arena, Binghamton, NY	11/13 Freedom Hall, Louisville, KY
9/16 Memorial Coliseum, Corpus Christi, TX	10/09 Hammons Center Arena, Springfield, MO	10/27 War Memorial, Rochester, NY	11/14 Municipal Arena, Nashville, TN
9/18 Lloyd Nobel Center, Norman, OK	10/10 Mid-South Coliseum, Memphis, TN	10/28 Civic Center, Glens Falls, NY	11/16 Omni, Atlanta, Ga
9/19 Assembly Center Arena, Tulsa, OK	10/12 Cobo Arena, Detroit, MI	10/30 Centrum, Worcester, MA	11/17 O'Connell Arena, Gainesville, FL
9/21 Reunion Arena, Dallas, TX	10/13 Richfield Coliseum, Cleveland, OH	10/31 Cumberland Convention Center, Portland, ME	11/18 Civic Arena, Lakeland, FL
9/25 Midwestern State University Col., Wichita, KS	10/14 Sports Arena, Toledo, OH	11/02 Coliseum, Hampton, VA	
9/26 Kemper Arena, Kansas City, MO	10/16 Prairie Capitol Arena, Springfield, IL	11/03 Spectrum, Philadelphia, PA	
9/30 Roberts Municipal Aud. Arena, Evansville, IN	10/17 Market Square Arena, Indianapolis, IN	11/04 Capitol Center, Washington, DC	

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RADAR

Continued from Page 1 of these are format-oriented networks, programming primarily either music or talk. Because the RADAR survey covers 6am-midnight, Monday-Sunday, overnight network programming between midnight and 6am is not included.

Marr

Continued from Page 1 R&R, "Just about everybody who knows me always felt it would take a stick of dynamite to get me out of Cincinnati, but this was an opportunity I couldn't pass up. As much as I love this radio station and everyone here, how many more album projects and fireworks shows can I do?"

"I look forward eagerly to working at a station with the quality reputation of KLOL," Marr continued. "The ownership, management, and staff are of the highest caliber, and together we are going to make a great radio station even greater. Leaving WEEN, Cincinnati, and my many friends is probably the most difficult decision of my professional life. I am grateful for all that I've been blessed with, and for all that I've achieved. My advice to rock 'n' roll fans in Houston is to stock up on asbestos head-phones!"

Marr said he intends to change his radio name to Joe Deaton, adding jokingly, "in an effort to duck my many Cincinnati creditors."

RKO, Source, ABC Rock Lead Younger Demos

RKO-1 ranked first among adults 18-34 and 18-49, while dropping the teens title to ABC Rock (up 8%) and the Source (up 38%). ABC Rock also demonstrated strong gains in 18-34 (15%) and 18-49 (12%), while the Source dropped in both these demos (9%).

ABC Entertainment continued to lead in the 25-54 figures, while RKO-1 made another strong showing here as well (up 24%). Dropping in this demo group were ABC Information (-10%) and CBS (-9%), a possible indication of the overall sluggish AM situation. Another suggested explanation for this drop is the result of a widespread shift to network satellite distribution, resulting in a number of station disaffiliations.

Utz

Continued from Page 1 Southwestern area, and it'll be a lot of fun to go down there and learn what it's all about. This looks like an excellent opportunity; a fine company with good people. Hold the rumors - Q102 will rock! Galt Broadcasting is committed and Clint Culp has some great plans. I'm happy to say I'll be a part of them."

Utz starts his new job July 30, and is assisting WHJY in finding his replacement during the interim.

NBC Radio VP/Research Nick Schiavone told R&R that, aside from these developments, this RADAR report contained few surprises. "It is a flat report, overall," he said. "Nothing flies off the page. Some of the more interesting developments are the apparent continued deterioration of AM, which held back most of the AM-oriented networks, the ongoing growth of the FM networks, and the fact that radio

networks are now reaching more people per week than ever before." A breakout of the basic RADAR results, as well as the top five networks in several key demographic groups, follows:

Average Audience Per Commercial By Demo (Top 5)

Network	Audience (1000s)	% Gain Or Loss
ABC-E	1581	-1
ABC-I	1560	-9
NBC	1536	-5
RKO-1	1517	+4
CBS	1360	-0
ABC-C	1313	-3
Source (NBC)	1206	-3
ABC-R	1176	+10
Mutual	1148	+5
ABC-FM	1052	-0
RadioRadio (CBS)	1027	+24
RKO-2	933	+0
ABC-D	745	+5
SMN	606	-
Sheridan	582	-13
National Black	553	-8
Talknet (NBC)	342	-
Transstar	209	-

Cume Audience Per Week (12+)

Network	Audience (1000s)	% Gain Or Loss
NBC	26,668	-6
ABC-I	25,016	-4
ABC-C	24,432	-3
CBS	24,366	-3
ABC-E	21,765	-3
Mutual	20,330	+1
RKO-1	19,855	-3
RadioRadio (CBS)	17,537	+18
Source (NBC)	17,415	-1
ABC-R	16,330	-0
ABC-FM	15,879	+7
RKO-2	15,070	+8
ABC-D	11,692	+0
Sheridan	8,636	-5
National Black	6,483	-14
SMN	5826	-
Transstar	5074	-
Talknet (NBC)	3699	-

Cook

Continued from Page 1 very excited to have Charlie joining McVay Media. His reputation in the Country radio field brings to the company an opportunity to broaden our base."

Cook told R&R, "This is something I've always wanted to do. I've been lucky enough to have worked with the best people in radio and look forward to bringing that experience to other stations, helping them find a profitable position in their marketplace. I really enjoyed being in on the ground floor of Transstar's Country endeavor, but Mike and I have been friends since our Store days some eight years ago, and it's a pleasure to be associated with him and such a successful firm as McVay Media."

Cook's prior experience includes programming KLAG and KHJ/Los Angeles and WGBS/Miami, plus serving as Asst. PD of WHN/New York.

Collins

Continued from Page 3 Lake commented, "I'm proud of the job I've done at Z289. The last five months have been devoted to a total reorganization and redirection of Z289's programming efforts. I can only say how happy I am that my friend Jim Collins will be there to oversee what I'm sure will be a very successful future for the radio station."

Previous to his three years at WNBC, Collins was VP/Promotion for Polydor and served as PD at WPGC-AM & FM/Washington.

WPNT

Continued from Page 3 Frischling declined to reveal specific names, but he did say that a new PD from within the market would be announced shortly. The station has been operating without a PD since WPNT, Inc. acquired the property from Group W in April. While noting that WPNT is still using Bonneville programming, Frischling nonetheless added, "My difficulty with Easy Listening is that all those stations are programmed to sound alike without really finding out what's happening in the marketplace with those demographics." Whether WPNT will continue with Bonneville or not is "still up in the air."

Doubleday

Continued from Page 3 Kabrich told R&R, "David Martin and the people at Doubleday have been very good to me, and my GM Alan Goodman has been the best. I'm leaving for personal reasons." He went on to deny that WROQ would switch to CHR from its AOR format. "The cume at WROQ has to be expanded to reach more people. Since it's the only

album outlet in the area, we're looking at ways of keeping the album approach while expanding the cume. I've been working with WDCG since I left to join Doubleday, and will continue working with PD Rick Freeman to see that all goes well. I'll be basing out of WROQ for the next several months. Before entertaining other clients, I want to make sure both of my current clients are well attended to."

KVI

Continued from Page 3 ma), evenings. Exciting personalities include longtime morning personality Bob Hardwick, Jack Morgan, the afternoon team of Ryan & Ryan, and evening talent J. Michael Kenyon.

Cooke

Continued from Page 3 emphasize thinking more from the listener's perspective, explaining, "Some kinds of information play better to a target audience the same way records do." Cooke hopes to make WTOP's air sound "more interesting" and has been shifting personnel into different slots to further that goal. "I'm trying to get the most out of what we have here," he explained. "I think this is a really strategic career move in that it's a format that won't become obsolete," he said, adding, "I think it's a lot more fun without the records." Before joining WSNE, Cooke was PD at WKBR/Manchester, NH and an air personality at WKBW/Buffalo, WPRO/Providence, and WHYN/Springfield, MA.

Kriemelman

Continued from Page 3 thrilled to be chosen by their new President, Bill Hogan. I look forward to helping him and his first-class management team continue the strong development of the RKO networks." Prior to his post at the Radio Network Association, Kriemelman was VP/Sales for the Mutual Broadcasting System. He came to Mutual in 1980 from ABC Radio, where he served as Sales Manager at network O&O KAUM/Houston, as well as VP/Midwest Sales Manager in the network's Chicago office. Prior to joining ABC in 1973 he spent ten years with 7-Up in St. Louis, where he served as both Director/Advertising and Media Director.

Kelly

Continued from Page 3 ly outstanding. We are pleased that Peg has grown with us into the position of GSM at WNBC." A three-year veteran of WNBC, Peg told R&R, "I'm really delighted to be associated with an energetic, high-profile radio station in this great market. Our position in the market is one of personality radio, and we have a lot of fun selling and involving our clients to a tremendous degree with the station. The combination of efforts by not only management but a great sales staff is something I'm very proud of." Before joining WNBC as an Account Executive in 1981, Kelly worked for WCBS-FM/New York and CBS-FM National Sales in the same capacity.



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- "For our 20-year anniversary celebration of British music in America, this program really fills the bill." Joe McCoy PD, WCBS-FM/New York
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What you don't know can hurt you in cases like these:

After a neophyte reporter telephoned his big story in his metropolitan Houston station, he hurried out to his car and turned on the radio to hear himself on the next newscast. But the anchor didn't use his tape. The youngest reporter suffered immediate damage to his ego. The station suffered somewhat in the short-term because the entire local story was dropped, and in the long run the news operation didn't gain the bit of additional strength that would have accrued from someone explaining precisely why the phone-in report hadn't been considered worthy of airing. Whatever his mistake might have been, the reporter learned nothing from it.

An Atlanta weekend anchor went through an entire afternoon's newscasts repeating the same small (and not at all uncommon) goof: she kept erroneously referring to NOW as the National Organization Of Women rather than FOR Women.

In another instance (in which I couldn't

resist laughing out loud) a North Carolina broadcaster opened a newscast by saying "The persecution began presenting its case today in the trial of..."

Not that flubbing is a big deal... but when there's no management intervention to correct the mistake, the goof and the station both suffer. In one way or another, in the three examples just mentioned, a News Director should have been immediately involved, not chewing tail and taking names, but acting in a helpful manner to make sure that the mistake became — what's the pop term for it? — a "positive learning experience."

As John Leader has emphasized in recent columns dealing with management responsibilities, hardly anyone looks forward to having to correct others' mistakes, but if the guidance is given in a positive way, the corrections needn't be unpleasant.

Making corrections and helping your people learn from their daily mistakes is a basic management duty.

Ice Cream Cone Turns Eighty

MONDAY, JULY 23 — At the ice cream booth at the St. Louis Exposition 80 years ago today, when they ran out of clean dishes, the helpful fellow running the waffle stand next door offered to provide some substitute cups. Ernest Hemzvi formed a few of his thin waffles into conical shapes, gave 'em to the guy in the ice cream booth, and the ice cream cone was born.

The first Olympic games began in 776 BC with a foot race called the staid, from which we get the word stadium. Ayatollah Khoumeini banned music in Iran in 1979, but the ban has since been relaxed to allow some patriotic music.

Walt Garrison 40. Don Drysdale 48.

Nixon Watergate Hearings

TUESDAY, JULY 24 — Impeachment proceedings were initiated against President Richard Nixon ten years ago today when the Senate Watergate Hearings began. On that same day in 1974 the U.S. Supreme Court unanimously ruled that the President had to surrender recordings he had secretly made of White House conversations. Nixon's Watergate Tapes included about 1000 hours of conversations, but to date only about 12 hours have been made public, while the rest are still being "sanitized" and edited.

The Apollo-11 astronauts returned from the first moon-landing mission in 1969.

Ruth Buzzi 48. William Ruckelshaus 52.

Voting Age Lowered To 18

WEDNESDAY, JULY 25 — The voting age for federal elections was lowered to 18 when the 26th Constitutional amendment was declared ratified in 1971. It turns out that reducing the voting age has had very little impact: people in the 18-to-20 age group have proven to be America's least active voters.

Aviator Louis Bleriot crossed the English Channel in 1909 and became the first English visitor in history not to arrive by ship.

First "test tube" baby Louise Joy Brown in 6. Walter Payton 30. Composer Steve Goodman 37. Yardbirds founder Jim McCarty.

Americans Form African Nation

THURSDAY, JULY 26 — Liberia became a republic in 1847. The small nation on the Southwest African coast was founded by Americans, with currency called the dollar, and the capital city (Monrovia) named for an American President. Liberia was promoted by pro-slavery American colonization societies, ostensibly as a democratic nation for free Negroes who wished to return to Africa, but actually as a place to dump free black Americans so the USA would remain a "pure" slave society.

Mick Jagger 41. Bob Lilly 45. Stanley Kubrick 56.

Great Grasshopper Plague

FRIDAY, JULY 27 — Millions and maybe billions of grasshoppers invaded the Midwest in 1931, in what came to be known as the Great Grasshopper Plague. Three-quarters of the farm crops were destroyed across 17,000 square miles of Iowa, Nebraska, and South Dakota. Grasshoppers ate clothing hanging on lines, chewed wooden tool handles, and clogged car and tractor radiators so badly that the vehicles were temporarily useless. Squashed 'hoppers' bodies lubricated railroad tracks to the point that locomotives couldn't move for lack of traction.

Peggy Fleming 36. Bobbie Gentry 40. Nick Reynolds (original Kingston Trio) 51. Norman Lear 62.

Tomorrow (7-28) Vida Blue 35, Sally Struthers 36, Bill Bradley 41, Jacqueline Kennedy Onassis 55, Rudy Vallee 83. Sunday (7-29) Melvin Belli 77.

PD RANDALL EXITS

WZKS Forms Program Management Group

Following PD Jack Randall's resignation last week over philosophical differences in programming, WZKS/Nashville has promoted a number of staff members into a "program management group."

President/GM Ron Kempff explained, "Jack is a very talented man with a lot of abilities which are better suited to management than programming. I think he'd make a great GM."

"Instead of appointing another PD, we're going to create a program management group that's divided into six key areas. There are no senior positions, and all members are responsible for their own areas. There will be weekly goal-setting sessions for the group where they will coordinate all efforts."

Kempff continued, "Everyone involved is fired up over the idea. I pointed out to them how this has

worked successfully in other industries, by attacking the project by objectives instead of direction. What we're doing is defining the jobs these people have been doing all along and giving them a title which gives them the recognition they all deserve."

The areas of responsibilities and their directors are:

- Director Of Outside Promotions: Rick Allen, all-nighter
- Director Of Music & Personnel: Larry Martino, 7-midnight
- Director Of Public Relations: Rod Porter, middays
- Director Of Production & Technical Control: Ruben Salinas, afternoon drive.
- Director Of Outside Personnel: Debbie Summers, morning team partner
- Director Of Formatics And Creative Services: original station PD and current morning team partner Jim Zippo.

Garrett

Continued from Page 1

with a background in CHR and A/C, as it became evident the formats needed to be merged at this station. Roger was here when we went A/C back in 1981, and the numbers haven't been as good since, so it made sense to bring him back. The music has been slowly evolving, and when Roger comes aboard I don't expect anything drastic, just fine-tuning. I look for Roger, who will also do afternoons for us, to make this a cohesive effort."

Garrett commented, "It would be an understatement to say I'm excited. I'm looking forward to returning KRBE-FM to its position of prominence in the market. My goal for KRBE-FM is to reestablish a sound called

'Texas Radio,' which to me means alive and very much involved. If it means becoming occasionally outrageous, then that's what we'll do."

Current KRBE-FM afternoon personality Paul Christy (aka Eric Chase) will continue to program the AM, and will take over its morning slot once Garrett arrives. KRBE Operations Manager Bob Scott commented, "We are a mirror of the FM currently, but will look to carve out our own niche with our new 'Solid Gold Rock & Roll' stance. We are patterning ourselves after KRQX/Dallas to some degree, staying with the more uptempo songs." Christy added, "We think this format will offer a reason for people to listen to AM again for music." The format change is to take place July 30.

Morgan

Continued from Page 1

make a firm determination on how best to compete in the market. Key to our sales efforts will be Jerry Ryan. He comes from a very successful operation and has done an exceptional job in handling the national business for WLS. His local involvement will put us over the top."

Morgan, whose programming background includes Y95/Tampa, WPX/New York, and WOMC/Detroit, in addition to a stint with the Todd Wallace Radio Index, told R&R, "I'm extremely proud that in the last year we've gone from 17th to 5th — the highest position in the station's history. The staff has been the very best. My GM Jim Smith has been supportive beyond the call of duty, and I'll

truly miss his guidance and expertise.

"On the other hand, the Dallas opportunity with ABC will be tremendous. I have a great deal of respect for the corporation, and I look forward to working with John — he's really an exciting GM. We hope to bring another winner to ABC in a very competitive market."

Ryan, a five-year WLS sales veteran, formerly worked in sales at crosstown WJUD & WJEZ. He said, "I'm real happy to be here in Dallas, and I'm looking forward to the challenge. It's a unique thing to be able to structure an entire sales department, which I feel will bring a new, strong level of professionalism to the market."

No replacement was named for Morgan, who begins his new post July 30.



ABC TAKES OVER KIXX — ABC officially assumed the reins of KIXX/Dallas from Hicks Communications this week. Pictured at the closing are (l-r) Hicks President Steve Hicks, KIXX VP/GM John Hare, and ABC Radio President Ben Hoberman.

Register Now!



To Be A Part Of

DIRECTION '84 II

SEPTEMBER 15-16, 1984

The Biltmore Hotel, Los Angeles

If you're planning to attend the NAB/NRBA Radio Convention, start off right with **DIRECTION '84 II**. Here's your chance to get a lot of new information in the unique R&R seminars. Spouses will be admitted free to all sessions.

DIRECTION '84 II is priced at \$199.00. This includes all sessions, buffet lunch and our traditional R&R cocktail party.

PROGRAM:

Saturday, September 15, 1984

Morning REGISTRATION

9 - 9:15

Welcome/Case Study Introduction

9:15 - 10:15

Keynote Address

Dwight Case, Publisher R&R

10:15 - 11:00

Managing For Retention And Growth

Gary Kaplan, Managing VP/Partner
Korn/Ferry International

11:00 - Noon

When You're #4, You Have To Try Really Hard

Kevin Sweeney, President
The Kevin Sweeney Companies

Noon - 2:00

Complimentary Buffet Luncheon

2:00 - 3:30

Putting The Power Of The Computer In Your Hands.

Dr. Lawrence Magid,
Know How Computer Learning Centers

Evening
5:30 - 7:30

R&R Editors and Staff Cocktail Party

Case Study Team Meeting and Solution Planning.

Sunday, September 16, 1984

Morning

9:00 - 11:00

Case Study Solution

Dwight Case, Publisher R&R

11:00 - Noon

How Do I Get There From Here?

- A New Personal Career Strategy
For Broadcasters

Dr. Adele Scheele, Career Strategist

Noon - 1:00

Power Programming For The Eighties

- Carving A Place For Your Station
In The New Radio Environment

John Parikh, Chief Operating Officer,
Joint Communications

1:00

Wrap-Up; Direction '85 Announcement

Register Now By Calling (213)553-4330 Or Use This Registration Form

NAME _____	TITLE _____	American Express _____	exp. date _____
STATION/COMPANY _____		Visa _____	exp. date _____
ADDRESS _____		Mastercard _____	exp. date _____
CITY _____	STATE _____	Interbank Mastercard only _____	
Make checks payable to R&R Seminars or you may use a charge card: Amex, MasterCard, Visa		Signature _____	
Mail to: R&R Seminars , 1930 Century Park West, Los Angeles, CA 90067			

Make Sure You're Included — REGISTER NOW!



DAN VALLIE

VP of Programming, EZ Communications,

On People Skills And Respect:

"I see a lot of talented people who lose their jobs or who will hit a plateau in their careers too soon because they don't have proper people skills. Many times this goes hand in hand with showing respect for the people you work for, and the people who work for you. People skills are needed when a PD or MD is talking to a promotion person and vice versa, and that same respect should be shown when dealing with your own manager or employee. Respect should always be shown for the other's opinion and position. The same goes for the people that work around you. "My Way Or Else" management attitudes are a thing of the past. There are too many intelligent people around you today to ignore their opinions and sensitivities."



COLUMBIA RECORDS

On Programming Skills And Results:

JULIO IGLESIAS & DIANA ROSS "All Of You"

CHR NEW & ACTIVE 127 Stations 54%

ELVIS COSTELLO & THE ATTRACTIONS "The Only Flame In Town"

**CHR
SIGNIFICANT ACTION**

Including:

WXKS-FM
WPHD
CKOI
KIMN

WFLY
Q100
WRCK
WHTF

KZZB
WSSX
WFMI
WJXQ

WRQN
KELI
WHOT-FM
KQXR

KAREN KAMON "Loverboy"

**CHR
SIGNIFICANT ACTION**

They're Lovin' It At:

WMAR
WHTF
WJZR
WFMI

KRGV
KTFM
KMGK
WRQN

WHOT-FM
KQMQ
KDON-FM
KHYT

WERZ
WKHI
WOMP-FM
WISE

KTDY
WPFM
WXLK
KKXL-FM

KRNA
KKRC
KCDQ

GIORGIO MORODER "Reach Out"

Track Theme From The Official Music Of The XXIIIrd Olympiad Los Angeles 1984

**CHR
SIGNIFICANT ACTION**

WXKS-FM
WPHD
WCAU-FM
195

Q103
FM102
WFLY
Q100

WKEE
WSPK
WKFM
WRCK

WKRZ-FM
WOKI
WFMI
KTFM

KROK
WHOT-FM
KQMQ
KHOP

KHYT
WIGY



Contemporary Hit Radio



JOEL DENVER

Z100 REBOUNDS 5.5 - 7.2

Shannon: "I Hate Being Number Two"

Scott Shannon and Z100(WHTZ)/New York have made history with the release of the spring Arbitron. Turning its 12+ share around from a 5.5 last winter to a 7.2, Z100 has a commanding lead over not only the market but the nation. Z100 has become the most listened-to radio station in America with a weekly cumme of 2,795,800. The closest cumme competition in the market comes from News-formatted WINS.

"Sure WABC got to a 7.2 share and beyond in its heyday, but this is a whole new era . . . the modern record books are being written now," explained Scott. "This is the first time since 1981 that anyone's scored a 7 share; the last to do it was WKTU. This now makes two out of three books for us being number one in New York. And we are also number one



on Long Island with a 7.5 share.

"Before we put Z100 on the air, Malrite President Carl Hirsch, (Z100 VP/GM) Dean Thacker, and I sat in a hotel room and set a goal of having the most listened-to radio station in America inside of a year, and we did it. You can't imagine how great we feel!

"I'm not comfortable being second in anything. Slipping to number two in that winter book nearly crushed me. I hate being number two! But I picked myself up, and decided not to take any chances this time around, and it worked. Musically, we've simply expanded our powers out to about 2 1/2 hours and used a bit more of our gut than before. I really did it my way this time."

Where The Bodies Are Buried

So Z100 is number one. But *where* are the numbers? According to Scott, Z100 has not only remained first with teens, but has also scored the top slot in 18-34 and 25-49 adults. "Just because you're number one in teens, it's too easy to pigeonhole a radio station. Take a look at our mornings, and you'll see we did some major damage to (WNBC morning man) Don Imus, despite the fact that his 12+ shares increased too. We clipped him in other significant adult demos as well: 18-34 men and women, and 25-49 women."

"Just because we have teens doesn't mean we're a teens-only station. Look at all the people in their 30s and 40s and you can see how they share many similar tastes with those in their 20s and their teens in music, styles of clothing, and recreational activities. Today's adults are younger-thinking than ever. You don't necessarily reach the adults by trying to be an adult radio station."

Scott's Secrets Of Success

Z100's on-air presentation is fun, fast, and exciting. Scott outlined some of the promotions he did during this past book. (See "Live From Ixtapa, It's Z100.") "You can tune us in and hear \$100 bills, albums, T-shirts, and concert tickets being handed

out all the time, book or no book. The biggest prize we offered was \$10,000 in cash, and we used a generic TV campaign with a light schedule. To quote (former KCBQ/San Diego and WNOE/New Orleans programmer) Buzz Bennett, "Money screams."

"We follow the K.I.S.S. Theory: 'Keep It Simple, Stupid.' The 10 grand was won by listening for 'Eye Of The Tiger,' which was the first song ever played on Z100. When it was played, the 100th caller won the money. We didn't overhype it or mention it all that much. I believe if you have the product, they'll find it."

Still positioning the station as the underdog, Shannon really tries to relate to the average working person in New York. "We do lots of inside stuff on the air, and then clue in the audience to involve them. This is a tough city, and when people turn on the radio to be entertained, this is the place they turn."



(l-r) Ross, two Club Med vacationers, and Scott

Copycat Radio

Maintaining that "Z100 is an original-sounding station" is another one of Scott's cornerstones of success. "We don't try to copy anybody. Z100 is designed specifically for New York. This is an original radio station which talks to the people of New York, one on one. There is nothing mass produced-sounding about us. We put people on the air, talk, and have a good time; we win because this is what they expect from a radio station."

Scott offered his thoughts on those stations around the country which have sought to copy Z100, verbatim in some cases. "It's so ridiculous. They can copy everything but the guts of the format, and that's impossible to duplicate. The guts of a format are created individually. At Z100 it's the internal chemistry between me, a great airstaff, and a wonderful company.

"When a GM says to his PD, 'Do it like Z100,' he probably means *do it with our intensity and dedication to winning*. To copy us line by line is not creative." Scott stressed.

"I urge people to develop their own style and strategy, then stick to it. (KHS/Los Angeles VP/Programming-Contemporaries) Gerry DeFrancesco, (KHS & KPRZ President/GM) Wally Clark, and (morning man) Rick Dees have a unique sound to KHS. They don't go imitating us, and we don't imitate them. Both of us sound very different, and yet we're both winners. This should be a great clue to young programmers. The Scott Shannon method isn't the only way, and neither is the Gerry DeFrancesco way."

Future Forecasts

In a market as competitive as New York, you can be sure everyone's looking for a piece of Z100's pie. Scott noted, "We've got a lot of direct competition from WPLJ already. You know, I wouldn't be surprised to see WAPP come right at us. They're playing about 75-80% of our music already, and so is WKTU. It just goes to show, it's not what you play, it's how you play it. If WAPP does go CHR they'd better bring their own lunch, 'cuz that's all they'll get to eat."

A LOOK AT SATELLITE TECHNOLOGY

Live From Ixtapa, It's Z100's Z-Morning Zoo

The world of satellite technology has opened a number of doors for radio broadcasters. More and more stations are leasing and/or purchasing their own satellite dishes to receive network and syndicated programming. If you read Steve Feinstein's column (R&R 6-15) about Scott Muni and WNEW-FM/New York's adventurous satellite interview broadcasts from London, it probably whetted your appetite as it did mine.

Now, let's take the idea a step further. What about using your own satellite dish to receive a broadcast of your entire morning show interacting live with those back at the station for a full week from another country? Well, that's exactly what Z100/New York's Scott Shannon, Ross Brittain, and the "Z-Morning Zoo" did - live from Club Med in Ixtapa, Mexico.

The idea of setting up a dish, aiming it at the bird, and broadcasting away might seem simple enough, but a lot of advance preparations were necessary. Then the complications encountered in getting the equipment across the Mexican border almost put the kibosh on the whole affair. Scott picks up the story:

Can You Say Ixtapa?

"When we were first approached by Club Med to work out some kind of promotion with their Ixtapa resort, we were interested, but didn't want to make it just one gigantic hype. Instead, we got together on the idea of sending down a large number of

our listeners (approximately 90) for a special package price, and do a live broadcast at the same time. This way it turned a great promotion into a spectacular event.

"The trick was to not only accomplish the feat of broadcasting over satellite from Mexico, but to make the broadcast fun and exciting for the people back home. This is the first time, to my knowledge, that an entire week of morning shows on a CHR station was beamed across a foreign border via satellite."

Advance Planning

To do a remote broadcast from the opening of a new Chicken Delight in the same city requires some careful consideration. But what about all the way from Mexico? Scott said, "We did a lot of call-ins and bits in advance, especially with our regular characters, which meant Ross and I actually had to write a week's worth of material in advance. It took us an additional six hours of writing, and a few more on top of that in the studio."

Business As Usual

To avoid problems with time zones, Scott, Ross, and the support crew maintained East Coast time schedules. "We broadcast the show from an open-air theater near the pool; getting up and on the air at 4am to account for the two-hour time difference, which meant we had to be awake at 3:30am.

"We had a computer screen on-site so we were able to monitor the ball scores and other news items which my assistant Anita fed to us. She also typed in the major items from the newspapers which we needed to put the show together. Each hour of every show was completely mapped out, including our drop-ins, the bits, and the phony commercials we use.

"What helped make the broadcasts run smoothly was the ability to talk to everyone back in the studio over an intercom-type setup they used with the satellite. What amazed many listeners," said Scott, "was that we sounded like we were still in New York. We took requests, talked with listeners on the phone, ran contests, did jokes, and everything we'd normally do. We kept things running tight.

"Our contests were arranged so our New York listeners could call in and win. They'd put them on the air in New York, and we'd

IRENE CARA



"You were made for me"

7-29257

A/C No. 2 Most Added

**CHR
SIGNIFICANT ACTION**

WVSR	KMGK	13FEA
WHTF	WHOT-FM	WKHI
WJZR	KQMQ	WJAD
KAMZ	KSKD	KILE
WFMI	WFBG	WAEV
KRGV	WQCM	KGOT
KTFM		KCDQ

From the Geffen/Network Album
What A Feelin'

Produced by:

James Newton Howard

Management:
Selma Rubin



Satellite Can Be Inexpensive

While there are a number of companies around whose main business is satellite networking and remote satellite facilities, **Jeff Sudikoff**, President of Culver City, CA-based **IDB**, was responsible for the **Z100** remote from Ixtapa, the recent **WNEW-FM** broadcast from London, as well as those for **Q105/Tampa**, **KIIS-FM/Los Angeles**, and several others.



IDB's remote dish

No Failures

Denying that IDB's slogan is "Kiss My Dish," Jeff told me it's actually "Get It Up." "We've yet to have a failure," he said proudly. "We have an operator on duty fulltime wherever we do a remote. The only problem Z100 had was when their receiving dish blew off the roof in a windstorm. We bring down two of everything you need one of, and four of everything you need two of, so we're prepared for all emergencies. The odds are that if we can get there, we can get on the air.

"This was the closest we'd ever come to not making it. We were held at the Mexico border for four days after crossing into the country through Nogales, AZ, but we were then turned away at the 21-mile checkpoint at gunpoint. We had to reenter Arizona, under fear of confiscation and a night in jail. So we trucked the dish across Texas and crossed the border at McAllen-Brownsville, where the authorities were more friendly and understanding.

"We were very lucky as we were able to make the bird (Westar 4) in one jump, which I think is a first from Mexico. We were right on the edge of Westar 4's footprint (the coverage area of the satellite), and I would venture to say we couldn't have gone much farther south and made it. Using the dish we provided direct satellite transmission from poolside at Club Med back to Z100, and provided two additional talkback circuits as well. The music was played back in New York."

High Quality, Low Cost

So what are the costs for a satellite broadcast? "It's really not expensive, but Z100 added a lot of bells and whistles to its broadcast. The two talkback circuits and the extra time involved in attempting to get into Mexico twice probably doubled the overall cost. Still, the whole week of broadcasting, which included 25 hours of on-line time, plus testing, came to just under \$15,000. This would be less than half of what AT&T lines would have run, and the quality wouldn't have been comparable.

"When Q105 did a weeklong remote from Winter Park, CO, the whole cost — including a full stereo uplink — ran only \$6500. Broadcasters can now stage a remote from anywhere with the quality of their own studio. We also did the **Rick Dees** remote from Tampa Bay for the Super Bowl, and **WGN/Chicago** used us for the Academy Awards; that was an easy one."



Jeff Sudikoff at the controls.

How fast can it all come together? "We can be on location, set up, and on the air in one hour. I advise people to plan ahead when scheduling us. We like to have 30 days' notice on all jobs, but have been able to do some last-minute projects, if they are domestic. When it's outside this country, we require 60 days' notice to deal with the foreign governments. There's no doubt — satellite is the way to go."

Live From Ixtapa

Continued from Page 41

talk with them. It was hilarious to make them all excited; then we'd say, 'You've just won 10,000 pesos!' They'd get all freaked out and even more excited." So how much is that worth? "About \$50 or so."

Busted At The Border

If you've ever crossed a foreign border, you know it can be a real hassle. Depending on the mood of the official on duty, the process can be as simple as a few questions, a cursory look at your belongings, a stamp of your passport and visa and you're on your way. In this case, things didn't go as smoothly.

"Ross flew down on Saturday with a group of vacationers, and I flew in on Sunday with our Chief Engineer Frank Foti and another group of vacationers. Neither group had any problems at the border, so we thought this would be smooth sailing. The biggest problem was not being allowed to take the transmission dish into the country. All of the border people thought it was a complex piece of military equipment. It set off a series of phone calls, delays, and red

tape hotter than chile sauce.

"Setting up the dish wasn't that easy, since it was the first time it's ever been done from Mexico, and the satellite folks weren't sure if they could hit the bird in one shot. The linkup worked perfectly, except when a big windstorm came along and knocked over our dish; luckily they were able to replace it with a mobile unit. We covered all contingencies by prerecording a lot of things before leaving, so when the dish went down they just fell back on the prerecorded stuff."

On The Road Again

According to Scott, "We kept the Club Med hype to a reasonable level so the broadcasts didn't sound like one gigantic Club Med commercial. All in all I'd say they got about \$200,000 in exposure for Ixtapa, their most unknown location. The people at Club Med were fabulous to deal with, and they showed us and our listeners a great time. Our plans are to do this again with another Club Med location, but exactly where and when is still undecided."

EVERYTIME I SEE YOUR PICTURE

Capitol



THE GARTNER PHOTOGRAPHIC INC.

The First American Release from Canada's New Number 1 Female Singer,

LUBA

Open Door To Radio

So if you're wondering how you and your station can pull off something like a remote broadcast from a Club Med resort, the man to talk to is **John Moss**. He's the GM for **IP-USA**, an advertising laboratory, in conjunction with **Euro-American Communications**. "Last year

ed to be on hand, to wake up in the morning at Club Med and see **Scott Shannon** and his crew broadcasting was quite a treat for all.

"This promotion and broadcast helped to reflect the change in Club Med's marketing; that is, to be more of a couples environment and less of a total swinging singles scene, without losing the sexiness and mystique of Club

Contemporary Hit Radio

Club Med wanted to do a direct marketing campaign with some stations, but had some rather unhappy experiences with radio on the spot radio level.

"Still interested in reaching the radio market, they brought me in to help. The remote from Ixtapa was organized to involve Scott and his show for an entire week and accomplish the same goals as a regular flight of spots. In this case necessity was the mother of invention."

New Club Med Image

Kicking it off with a Z100 party to introduce listeners to Ixtapa. "The cost was only \$919 per person, including airfare, all food, and everything they'd need for a great time. For these New York-area listeners and others who happen-

ed. We did this by concentrating more on the activities and the carefree nature of the Club Med vacation."

More Dishes To Come

Apparently everyone at Club Med was so pleased with the results that, "We're looking into the possibility of doing more of these," said John, "and putting satellite uplinks at all the Club Meds within the North American perimeter, including those in Mexico, Guadalupe, Martinique, the Bahamas, and Haiti. I think this will make a wonderful venue for other local radio and TV stars to do remotes from other Club Med locations."

Any stations interested in the possibility of doing their own satellite remotes from a Club Med resort should contact John Moss at IP-USA, 1270 Avenue Of The Americas, Suite 1905, New York, NY 10020, or call him at (212) 245-2500.

Motion

KILE/Galveston promotes **Paul Douglas** to Assistant MD ... Air personality **Ross Holland** joins **KKRC/Sioux Falls** from **WFXC/Bay City, MI** ... **Russ Gray** exits **KXX106/Birmingham** for a slot at **G106/Chicago**, leaving **KXX106 PD Kevin McCarthy** looking for a strong jock with production/promo ability ... **Tim Comer** returns to **WZON/Bangor** for the summer from **KRVB/Vail, CO** ... **KTRS/Casper MD Rick Lane** departs for an airstair at **KFRX/Lincoln** ... "Tyler" joins **WERI-FM/Providence** from **WROR/Boston** to do 4-8pm ... Music Coordinator **Babette Stirland** upped to Supervisor/Music Programming & Research at **WNBC/New York** ... **Andre** exits **WBLX/Mobile** for late nights at crosstown **WABB**.

Congratulations to **WRKR/Milwaukee's** Operations Manager **Pat Martin** and wife **Jennifer** on the birth of their son **James Jeffrey** ... And for the record, **Tony Sgro** is coming to **KKHR/Los Angeles** as Promotion Director, not **Tom Sgro** at **KHTR/St. Louis** as previously reported ... **Chuck Beck** exits the PD gig at **KKQV/Wichita Falls, TX** and can be reached at (817) 691-4465 ... **Craig Roberts** and wife **Elizabeth** leave **KHTR/St. Louis** for **KITS/San Francisco**, where Craig will become MD and do nights while Elizabeth becomes Promotion Director ... **WKZZ**—**Lynchburg** promotes noon-3pm talent/Public Service Director **Scott Walker** to PD, as Operation Manager **Mike Carroll** becomes Station Manager ... Former **ZZ99/Kansas City MD Mike Benson** has landed the PD slot at **WKHQ—Charlevoix, MI** ... **Tom Rush** exits **KKAZ/Cheyenne's** 7-11pm shift and is available at (307) 632-5060 or (312) 677-5518.

Bits

• **Free Summer!** **Q107/Washington** offered listeners a chance for a "Free Summer" filled with concert and theater tickets and 107 of the summer's hottest albums. The "Q" winner was drawn from call-in winners.

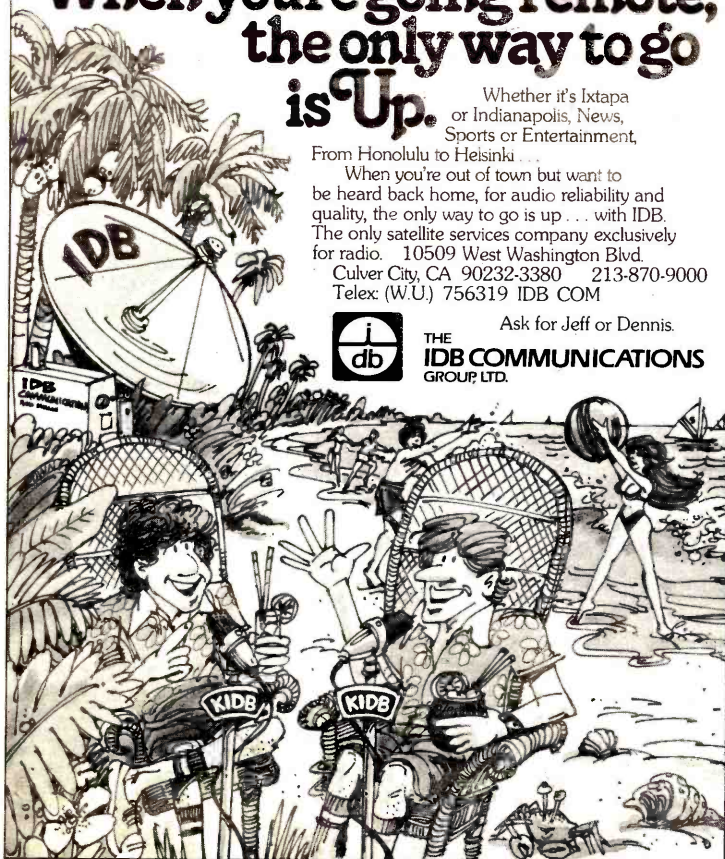
When you're going remote, the only way to go is Up.

Whether it's Ixtapa or Indianapolis, News, Sports or Entertainment, From Honolulu to Helsinki ...

When you're out of town but want to be heard back home, for audio reliability and quality, the only way to go is up ... with IDB. The only satellite services company exclusively for radio. 10509 West Washington Blvd. Culver City, CA 90232-3380 213-870-9000 Telex (W.U.) 756319 IDB COM



Ask for Jeff or Dennis.
THE IDB COMMUNICATIONS GROUP, LTD.

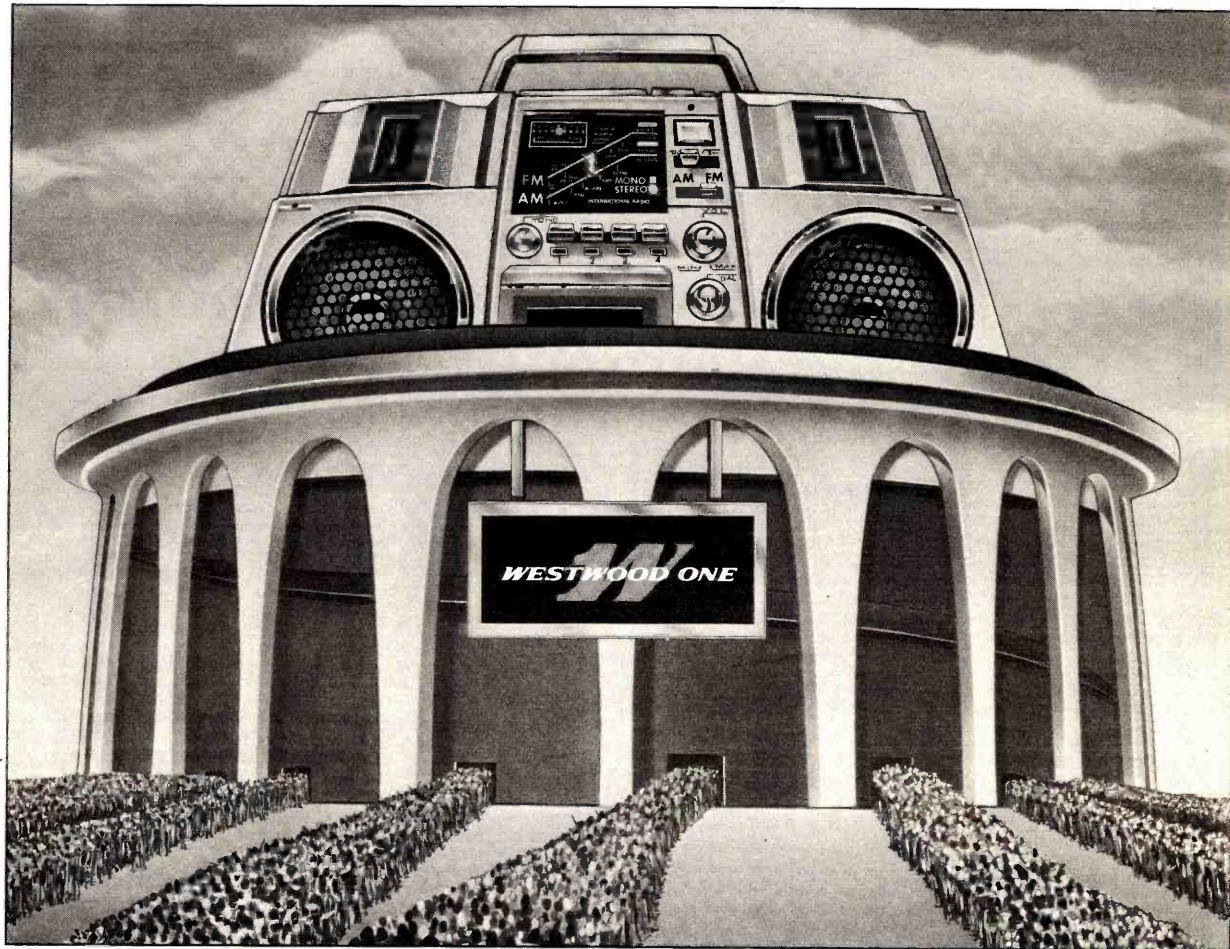


MICHAEL JACKSON'S OTHER GLOVE — **KDZA/Pueblo, CO** received a Michael Jackson lookalike glove from Epic Records as an invitation to a party celebrating 30 million copies sold. The station gave away the framed glove and the Jacksons discography to a lucky listener who named all of the songs heard in its Jacksons special. Shown here with glove in hand (l-r) are Gary Springfield, winner, and PD Rip Avina.



CLIMB TO CONQUER CANCER — **KZZP/Phoenix** asked its listeners to hike over four miles to raise \$50,000 for cancer research. Seen here with the "Official Jock" hat are (l-r) air personalities **Chris Shebel** and **Steve Goddard** and Mayor **Terry Goddard**.

BIG EVENT RADIO



For the biggest events on radio it's WESTWOOD ONE... and only!

Barbra Streisand in her only radio special of the '80s, the US Festival '83, the only stereo satellite simulcasts with HBO, Showtime and MTV featuring superstars like Stevie Wonder, Billy Joel, Willie Nelson, Culture Club and Olivia Newton-John, the NARAS Grammy Awards Special, the Ronnie Lane A.R.M.S. Benefit starring Eric Clapton, Jimmy Page, Jeff Beck, Bill Wyman and Charlie Watts, the historic "Asian Invasion" live via satellite from Tokyo, "A Tribute To Marvin Gaye," and inter-

national concert exclusives with the biggest superstars in music like Duran Duran, Pretenders, John Cougar Mellencamp, Pat Benatar and many more.

More than 3,000 U.S. radio stations carry our big events and regularly-scheduled programs, radio success stories like "Off The Record with Mary Turner," "Live From Gilley's," "Dr. Demento," "Earth News," "The Rock Album Countdown," "Special Edition," "The Playboy Advisor," "Star Trak" and the "Superstar Concert Series," just to mention a few.

And that's not all! We're the official

Spanish-language radio network for the 1984 Summer Olympic Games. And we'll be providing major sporting events live via satellite nationwide in the months to come.

We're America's largest producer/distributor of nationally-sponsored radio shows. And our programs are brought to you by America's most important national advertisers, reaching radio's biggest audiences. So if you're looking for that special audience that only radio delivers, remember—for the biggest events on radio, it's WESTWOOD ONE... and only!

WESTWOOD ONE

NEW YORK • LOS ANGELES • CHICAGO • LONDON

Adult/ Contemporary



RON RODRIGUES

PART ONE

Non-Support In AM Stereo

Since almost all of my radio experience has been on the AM band, the thought of stereo broadcasting on that medium still excites me. I use my newly-acquired AM stereo receiver often and I'm still amazed with the sound quality, which almost matches that of FM.

But many programmers are worried that the growth and usefulness of AM stereo is being inhibited for many reasons, and I can relate one example from personal experience. I recently walked into a small stereo shop in Hollywood looking for the Sony AM stereo Walkman. The store owner said he didn't stock it and further claimed that Sony didn't make such a thing. "And besides," he snorted, "you can't get AM in stereo."

However, right under his hand was the Walkman in question on display! Even after I pointed it out to him, he continued to argue that AM "doesn't come in stereo." (Before starting a fistfight, I exited and bought it elsewhere).

Such a lack of retailer awareness is one problem. Programmers also wish manufacturers would step up their support of the technology, and some suggest that possible listener confusion over the multi-mode system isn't helping any.

KFMB/San Diego PD Mark Larson feels that a nonchalant attitude from both the manufacturers and the retailers is curtailing the popularity of AM stereo. "Right now, the best advantage AM stereo can provide a station is promotion-oriented. We can't be hardware-oriented because the manufacturers aren't going through great media campaigns to get the word out that their products are available. So, since most listeners can't receive us in stereo, it's the image value that counts. As an example, although one of our competitors went stereo before we did, we began promoting it sooner. Our research showed that the impression left on the community is that we went stereo first."

KOMO/Seattle Director/News & Operations Ken Kohl agrees that retailers and manufacturers have been less than enthusiastic. "The equipment isn't in the stores, and the manufacturers aren't turning out the product fast enough. Moreover, they're doing absolutely nothing to inform the sales-



Mark Larson

Ken Kohl

people on the floor about AM stereo. Sony has created a couple of great, quality products, but they've only placed a total of 700 units in the entire Seattle area! We offered a 50-50 co-op plan with area retailers recently. If they spent half the commercial talking about AM stereo equipment, we would pay for half the spot, but we only had one or two takers.

Likewise, WMTR/Morristown, NJ GM Pete Arnoff offered retailers free advertis-



SAMPLING STEREO — CFAX/Victoria, BC promotes AM stereo through a mobile listening post. Station engineers installed a Sony portable receiver inside the "post"; AM stereo can be heard through speakers or with headphones. The unit travels to community and business events. Shown giving a demonstration to a listener is CFAX President/GM Mel Cooper.

ing on his station in return for stocking Walkmans consigned by the station. WMTR further supporting AM stereo with its own print advertising.

Mark Larson pointed out that until the hardware supply problems are rectified, stations need to educate their listeners on just how good the new technology sounds. "The best way to use AM stereo now is to give people concrete evidence that it is superior to the old system. KFJ/Los Angeles is doing a great job of that by setting up listening posts so their audience can get a chance to sample the stereo. But be careful with the amount of promotion you do. I would hate to be talking about AM stereo, only to have a listener who's using an old radio respond, "I don't hear any difference!"

But Mark says that matters won't get better until product availability is greatly increased. "One of the most frustrating elements of this project is keeping up the interest on the retail level. Sony's merchandising people can't even provide us with a list of retailers carrying their products. Many stores themselves don't know if they carry them. As an alternative, Sony is going to sell us product that we will in turn sell on the air. We'll be offering a Walkman and a Padres jacket for \$76, capitalizing on the station's dial position. That's a great saving over the cost of the two items separately. I'd rather do this through a retailer, but I can't find those who sell the Walkman."

Ken said his station is holding back on promotion efforts until he sees a bigger commitment from retail. "We have a cache of AM stereo radios stored up for giveaways, but we're not going to generate excitement about a product that's not widely available. There's no point in shooting our load without the associated followup support."

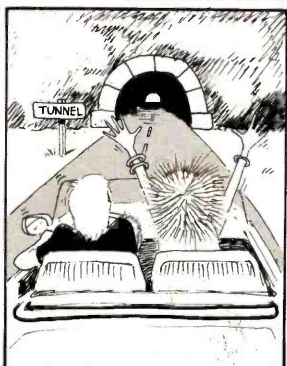
Despite the sluggish attitude from suppliers, all three managers predicted that a significant number of stereo receivers could be in the marketplace in a rather short period of time. "The manufacturers," said Mark, "are the key to the future of AM stereo. If they go out and fill the stores with product and support it with advertising on AM stereo stations; and if they work with the stations on promotions and giveaways, there could be a significant impact in San Diego in as little as two years. But with the way manufacturers are moving, it will probably be five."

Ken Kohl agrees with the timing. "I'd like to see the manufacturers be required to provide AM stereo in their audio systems. As soon as the makers fully commit themselves to AM stereo, it can be widely distributed in the marketplace in 3-5 years. It could even be faster if noncompeting AM stations would form cooperatives to promote AM stereo. We're starting one ourselves."

And Pete Arnoff, who helped pioneer stereo on FM at one of his stations 20 years ago, said the car radio will be the real barometer. "It's not going to happen overnight. Look how long it took FM stereo to get off the ground. It will actually be easier in this day and age because we don't have to explain what stereo is! The replacement market in automobiles will be the biggest factor. I'm estimating three to five years, which is faster than I originally thought it would take."

Next week: Building and promoting AM stereo.

AM STEREO



"STOP THE CAR!"



"I didn't want to miss my favorite part of the song."

AOR



STEVE FEINSTEIN



Pollack: Up With Entertainment

Over 80 radio programmers and managers convened in Dallas to sweat it out at the recent Jeff Pollack Programming Seminar. The group included representatives from 25 American AOR clients, as well as a number of Australian and New Zealand stations. In this interview, Pollack offers his view of how AOR can meet the challenges it faces in today's marketplace.

R&R: Was there a particular message you wanted your programmers to take home?

JP: Yes — the bottom line to good radio is entertainment. Sometimes we spend too much time figuring out which songs are going to be in the power rotation, and not enough time building a station's excitement and sizzle level.

The PDs we work with are bright, and program very competently from a music standpoint. We try to remind them, though, that what goes on between the records and how it's promoted are also major priorities. These elements are not just nice to have — they're critical. It's worth noting that one of the reasons CHR is doing well is because it's fun to listen to and has tremendous energy.

R&R: What kind of entertainment do you mean?

JP: The kind of entertainment you get from tantalizing promotions and contests that sound good even to the listener who's not participating. Also, great production pieces, and jocks who sound excited, who do shows, not shifts.

All of these elements combine to give a station an overall tempo, and a feeling that you're going to miss something if you don't listen. I also think listeners like a radio station that makes them laugh.

R&R: Any specific examples from your client stations?

JP: WYSP/Philadelphia created an astonishing publicity campaign to let the audience know that a jock they had hired away from the competition was off the air because he was forced to sit out a 90-day non-compete clause. They also did a "No Russian Rock Weekend" as a tongue-in-cheek response to the Soviet boycott of the Olympics.

WEBN/Cincinnati broadcasts an imaginary "Fool's Parade" every April 1, and they've run their frog mascot for mayor. KWHL/Anchorage got front-page coverage in the L.A. Times for its "Save The Whale" campaign. These are just a few examples of the kind of activity that make a truly outstanding radio station.

R&R: These kind of events and stunts must require more creative energy than standard contests or co-promotes.

JP: Yes, and that's why most of them aren't the brainchild of only one person. Someone at the station may read an item in the newspaper that sparks an idea, and then the entire staff pitches in to develop it.

R&R: Why don't stations engage in this type of fun and games more often?

JP: It's not that most programmers aren't capable of it; people in the business aren't dull themselves. The problem is they feel so much pressure to be successful that they become conservative, eliminate anything that smacks of being a negative, and forget to then add some vitality back in. But there was never any reason to take the life

A K-Whale Of A Story

Open Letter to Citizens of Alaska



In the past two years we at KWHL have been an integral part of the State of Alaska. In that time we have come to know the deep respect we all have for our unique environment and the animals that populate it. We all share a grave concern for our environment and have a vested interest in what transpires in our state.

If your station's logo featured a whale, and your call letters were the phonetic equivalent of same, you'd certainly take umbrage at an out-of-state theme park's plans to capture a number of the creatures in your back yard. Such was the case at KWHL/Anchorage recently.

San Diego-based Sea World took out advertisements in Alaska newspapers to generate support for its plan. The ads included coupons marked "I support Sea World capturing Alaskan killer whales" for mailing to the state's Governor and Department Of Fish & Game Commissioner.

KWHL felt the public should hear another side of the story, and ran ads with a similar style layout, but also including alternate points of view and coupons that offered a choice of support or opposition of Sea World's plans. The Fish & Game Commissioner received over 7000 coupons from KWHL's ad, running 100-1 against the capture of the whales. The state then declined to issue a permit to Sea World, which although legally required to obtain only federal permission, decided to heed public opinion and scrap its plans for at least the rest of this year.

PD Carter B. Bradley says the station's activism is not just a one-shot deal. "When there's an issue of concern to the community and we think we should be involved, we'll do it. Why straddle the line? If we feel strongly, we'll support our stance 100%."

out of rock radio. A station should have an overall feeling to it, a collective character.

R&R: What would you say to those people who accuse programming consultants of having helped destroy individual station character by advocating a uniform, homogenized approach?

JP: I would say emphatically not to group us with those responsible because that's never been our style. Our client stations have always strived to be a step above in every area — not only in music, but in personality, promotions, and presentation.

"Sometimes we spend too much time figuring out which songs are going to be in the power rotation, and not enough time building a station's excitement and sizzle level."

You can have an approach to doing radio that tries to please as many people as possible. At the same time, local input and character have always been an essential part of our programming philosophy.

R&R: What role can a consultant play in building station character? Isn't that a function of the hands-on staff?

JP: It's the programmer's job to build that station character. After all, he or she lives in the market and has a feel for its unique flavor. Our role is to inspire program-

mers to create magic at their stations. We act as cheerleaders, reminding the PDs we work with how critical a distinctive on-air attitude is in setting a station apart. This is particularly true in an era when competing stations are making relatively few musical errors. Radio programming is showbiz; a station has to have a little P.T. Barnum spirit to it.

R&R: What part does creative production play in building a station's character?

JP: It adds so much sparkle to an air sound. At this point, there are so few stations doing consistently great production that those who do stand out remarkably.

But it's not as simple as saying, 'OK, let's start doing great production,' and then buying some new equipment. The real key is creativity and imagination. Good ideas and good writing are at the heart of good production.

R&R: Where are stations going to find more great production people — the 'renaissance people' of radio who can write, do voices, sing, and are wizards with a blade?

JP: It's tough. You may not find people who are brilliant in all areas. They may not have the best possible voice, or write the best copy. But that gets us back to collective creativity. You need a situation where more than one person at the station contributes to putting together bits.

R&R: Where do you stand on how close musically an AOR should be to CHR?

JP: Our philosophy remains that AOR should play as many compatible crossover records and be as broadbased as we can, while not confusing or alienating our core

Continued on Page 48



COCKTAILS FOR THREE — A cocktail party reception finds (l-r) ABC Radio Network/Director Of Programming Tina Press, KRCC/Portland GM Bob Fauser, and Jeff Pollack in good spirits.



FOOD FOR THOUGHT — All that radio talk makes a program director hungry. Pictured at a Texas-style barbeque are (clockwise from left) KOME/San Jose's Pat (Dolly) Evans, KWFN/Tucson's Jim (Gabby) Ray, WYSP/Philadelphia's Michael (Hoss) Picozzi, WRCL/Long Island's Marc (Little Joe) Coppola, and KLOS/Los Angeles' Tommy (Festus) Hedges.

NEW MUSIC AT THE N.Y. HILTON AUGUST 6, 7, 8, 1984

SEMINAR

SUNDAY AUGUST 5th.

8:00 pm
Showcase at the Ritz
AMA artists DIFFORD &
THE STRONG

MONDAY AUGUST 6th.

10:30 am
Keynote Address by Trevor
Stern, ZTT Records

1:00 pm-2:30 pm
PRESIDENTS PANEL
Ed Rosenblatt, Carlton Records,
Moderator

Lenny Waronker, Warner Bros.
Robert Summer, RCA
Mary Scott, Jem Group
More to be announced

NEW VISUAL DIRECTIONS IN MUSIC

Gale Sparrow, Warner Ampex/
MTV Moderator

Jeff Stern, Naled Eye
Annette Jarick, Cucumbar
Beth B. Mowday, ZTT
More to be announced

DJs and REMIXERS

**ALTERNATIVE TALENT AND
BOOKING WORKSHOP**
Ruth Pothol, Blind Dates/
Dancetown, Moderator

Frank Ray, Writures
Bobby Starbo, The Eastside
Club

Vince Bonanno, Ceremony
Cathy Cohn, 1 Beam Music
Gary Tovey, Golden Voice
Paul Bowell, The Agency/SST
Frank Rocca, Peppermint
Lounge/High Gallery
Peter Wright

3:00 pm-4:30 pm
PIKES
John Rowell, N.Y. Times,
Moderator

Robert Chingiqui, Village Voice
Mike Dresse, Boston Truck
Andy Sachs, Hit Parade
Robert Palmer, N.Y. Times
Ken Tucker, Phil Inquirer
Wayne King, The Record
Guy Anstey, Winco Entertainment
Heison George, Billboard
Lisa Robinson, synd columnist
Kurt Loder, Rolling Stone
Mark Brennan, MTV, NY Talk
ADR PROMOTION: AOR Radio
and Record Companies. Top
Class or Not Class Enough?
Steve Feinstein, Radio and
Records, Moderator

Bob Rivers, WKCF
Mark Dada, WYSP
Diane Kendall, WHEW-FM
Mike Harrison, KMET
Bill Bennett, Epic Records
Sean Conroy, Arista Records
Marka Seltman, Guller
Beth Rosenberg, Independent

STATE OF THE ARTISTS'

RECORDING CONTRACT:
A Most Neglected
More to be announced

BLACK MUSIC MARKETING AND PROMOTION

Winkie Simms, Jack The
Rapper, Moderator

Herb Traxler, Solar
Mary Lu Badalosa, Warner
Bros.
Rowena Harris, Polygram
Ernie Singleton, MCA
Clark Caldwell, Atlantic
Robert Rodriguez, Island
Bud Coleman, Tommy Boy
Adam Levy, Becette/Sunnyview
Vernon Staigaris, Columbia

5:00 pm BREAK DANCE EXHIBITION

Choreographed by Julie Fraud
with Kid Tentic, XTRZ,
Magnificent Force, Body
Mechanics

9:00 pm

Showcase at Irving Plaza
featuring DANSE SOCIETY
(France)
THE SISTERS OF MERCY
(WEA)

TUESDAY AUGUST 7th.

10:30 am-12:00 pm
INDEPENDENT LABELS:
Choreographed by Julie Fraud
featuring a Larger Share
Steve Pritchard, Profile
Records, Moderator

Joe Weisler, Joltfour
Marty Thau, Acme Music
Monica Lynch, Jimmy Boy
Records
Aaron Fuchs, Tuff City Records
Cathy Jacobson, Streetwise
Records
Marvin Schickles, Prelude
Records
Barry Kohne, Important
Gary Davis, Rochare Records
Bill Hare, Enigma Records

WEDNESDAY AUGUST 8th

10:30 am-12:00 pm
VIDEO PROGRAMME: New
Access to the Audience
Tony Segalman, Island
Moderator

Stephanie Shepherd,
Telegraph
Kevin Wierde, NY Hot Tracks
David Benjamin, Fr. New Video
THE FUTURE OF POP RADIO
Joe Denver, Radio 5
Records, Moderator

Rock Peters, WHIT
Sunny Joe White, WOLX
Buck McWilliams, WZUU
Larry Berger, WPLJ
Jan Roney
Bruce Stevens, W880
More to be announced

BLACK MUSIC MARKETING AND PROMOTION

Steve Scott, RCA Records
Brad Lelands, Pro-Motion
Mike Wilkinson, Importe 12/
Dizzo Hit
Jeff Gold, A&M Records
Jerry Jarvis, Flonite Black
Record Pool
Alan Robinson, WARD
Denver Wheeler, The Beat's
Working

WORLD PUBLISHING AND SUB-PUBLISHING: An Instructional Seminar

More to be announced

1:30 pm-3:00 pm

CROSS OVER PROMOTION:
More to be announced

TALENT AND BOOKING PUBLICITY

A Message a Week
Jeff Franklin, ATJ
Danny Goldberg, Modern
Burt Rosenbaum, Pictures
More to be announced

1:30 pm-3:00 pm

ARTIST MANAGEMENT
Tom Goldstein, Island Records,
Moderator

Carl Bernstein, Ed Legend
Arlanna Knepler, Nina Hagen
Roger Trilling, Material
Dave Macey, Wang Chung
Paul McGuinness, U2
Bob Singsen, Singer Mgmt
RHYTHM RADIO:
Progress Alternative
Wall Love, Radio 8 Records,
Moderator

Scotty Andrews, W103
Joe "Butterball" Tamburo,
WJMS
Lynn Toliver, WZAK
Graham Armstrong, WGGI
Brite Bailey, WLDJ
Sunny Taylor, WJMS
Jeff Wyatt, WJUL

INTERNATIONAL MARKETING:

Artists Around the World
Bill Ball, A&M
Burt Solomon, Tower Records,
Moderator

3:30 pm-5:00 pm
ADR: Finding Them Up and
Turning Them Down
Michael Leon, A&M, Moderator
Simon Pines, Arista Records
UK
Nancy Jeffries, A&M Records
Jerome Casper, Polydor
Records
Mike Rosenblatt, MCA Records
Gary Roberts, Profile Records
Curt Chads, Giffen Records
Bruce Carlisle, Capitol Records
TRAVE ASSURANCE:
More to be announced

SPECIALTY LABELS AND DISTRIBUTION

**INDICULCURING AROUND
THE WORLD.**
More to be announced

5:30 pm
THE ARTISTS PANEL.
Luv Reed
Anika Barbata
Darryl Hall, Hall and Oates
Mally Mal
Fred Schneider, B-52's
More panels to be
announced

9:00 pm
Showcase at the Ritz featuring,
ASHMO (Belgium), GENERAL
PUBLIC, (IRS) and BLACK
FLAG (SST)

AS THE ICE WATER MELTS Programmers Rate The Sessions

In talking with programmers after the seminar, two speakers were consistently mentioned as informative and provocative. Here's an inside peek at those panels.

Motivation: What You Give is What You Get

We've all heard motivational experts who seem to be simply stating the obvious. But Lou Heckler's message impressed a number of PDs, including WCMF/Rochester's Trip Reeb. In Trip's words, Heckler explained that "most people will perform to your expectations of them; that is, provided those expectations are conveyed clearly, the level of their performance will generally match the level of your expectations. "Motivation is nothing more than extending someone an invitation to behave in a certain manner. But your invitation has to be accepted and acted upon. Sometimes you can issue the best invitation possible, yet a person just won't respond. In that case, there's nothing you can do to motivate them."



Lou Heckler

Heckler cited a textbook example of how people perform according to the expectations of individuals in authority or leadership positions. He told the story of a schoolteacher whose roster included the IQ scores of her students. She treated the pupils according to their test scores, and each student's performance matched her expectations.

When the teacher was transferred to another district, she assumed that the students next to her new students' names were also IQ scores. This time they were actually locker numbers. Her treatment of this group of students also influenced their performance, despite the fact that her expectations were based on incorrect information.

Radio Wars: Take No Prisoners

Surely you regard your struggle to beat other stations to the top of the ratings heap as a keenly competitive fight. But have you ever considered it to be analogous to no less than out-and-out war? That call-to-arms was the theme of a "War Strategy" speech given by Sandusky Radio President Toney Brooks, applying principles of war to marketing. Toney summarizes:



Toney Brooks

"The authors of "Positioning: The Battle For Your Mind" refer to a strategic square of 100 typical companies in the same business. In terms of marketing strategy, one competitor plays defense, two offense, three should be in flanker movements, and 94 of them should be guerrillas."

- He elaborated with a breakdown of the groups:
- The company on top plays defense
- A couple of strong competitors wage offensive war directly against the leader by playing the same game that it plays
- A few more competitors who are new or not quite as strong carve out a niche by going against the leader's perceived weakness instead of against its strength
- The guerrillas carve out a small segment of the marketplace and defend it. They also stay flexible so they can highlight it when the situation changes, in the hope that they can live to fight another day.

Toney says, "Most radio stations are in a flanker position, trying to get around a well-entrenched leader by using an alternative posture, whether it's "more music," "commercial-free" or "personality."

Toney's bibliography for his talk on marketing warfare was: "On War" by Carl Von Clausewitz, a 19th-century Prussian general. "On Strategy" by Colonel Harry Summers, a professor at the Army Command and General Staff College. Various lectures and articles by "Positioning . . ." authors Al Ries and Jack Trout.

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YEARS' EVENT AND NEXT YEAR'S
MOST IMPORTANT INDUSTRY
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is July 15.

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Pollack

Continued from Page 47

audience. We still believe it's counter-productive to try to be all things to all people.

R&R: What impact has CHR had on AOR's music mix?

JP: AOR programmers have become more openminded to playing more varied kinds of music in order to be broader-based. There's more of a record-by-record evaluation, and less consideration paid to image.

The CHR explosion has been very healthy for AOR, reminding us that we have to reflect the music of today or else we're going to get beat. This is not to say AORs won't still have a historical heritage and include the great music of the past twenty years. That remains one of our major advantages over CHR.

R&R: What's the mark of a Pollack-consulted station?

JP: The market-by-market strategy that takes into account individual competitive situations. The biggest compliment that someone can pay our company is to say, "I went into a market and couldn't tell which station is the one you work with." The fact that the stations we advise all sound different from one another is the key to their success.

SEGUES

WRXL/Richmond's new address is 3245 Basie Road, Richmond, VA 23228. The phone number remains (804) 282-9731.

Craig Patterson replaces Amy Hiett as MD of KEZY-AM & FM/Anahelm.

Don DeWolf moves to KFOG/San Francisco for mornings from KKDJ/Fresno . . . Bob Schmidt leaves late-nights at KGON/KZAP overnight, replaced by Peter Bolger from WISA/Madison. Also, KGON MD Inessa York takes over mornings from the exiting Dan Clark . . . At KZAP/Sacramento, Dorian MacKenzie is upped from weekends to late-nights as Dale Kelly exits, while Zeb Norris replaces Brad Lee on KZAP overnights . . . Chris Casey (Casey Keating) leaves KRSP-FM/Salt Lake City for the Production Director spot at KPLZ/Seattle, while Jeff Bordener is upped to KRSP-FM evenings and Joe Meyer joins for weekends . . . Lee (Beef) Eckley joins CHUM-FM/Toronto for afternoons from Crosstown Q107.

New weekend warriors: Eddie X adds a weekend shift to his duties as Local Music Director at KROQ/Los Angeles . . . Robin Coates and Sheryl LoBeue start at WHMD/Hammond . . . Eric Funk and Karl Stevens are new partners at KREM/Spokane, where Dave Douglas is moved from parttime to nights.

Cliff Nash is upped from weekends to Promotions Director at WPYX/Albany . . . Promotions Coordinator Pam Nowlan joins WAAF/Worcester.

OLYMPIAN PLATINUM AND GOLD FROM



QUIET RIOT

"CONDITION CRITICAL"

LP Debut **15** **AOR BREAKERS**



CYNDI LAUPER

"SHE BOP"

CHR BREAKERS **AOR NEW & ACTIVE** 41 / 17

Portrait



SLADE

"MY OH MY"

CHR BREAKERS **AOR NEW & ACTIVE**

CBS
ASSOCIATED RECORDS



BOX OF FROGS

"BACK WHERE I STARTED"

LP **13** Hot Tracks **17**



STEVIE RAY VAUGHAN & DOUBLE TROUBLE

"COLD SHOT"

Hot Tracks **42**



KICK AXE

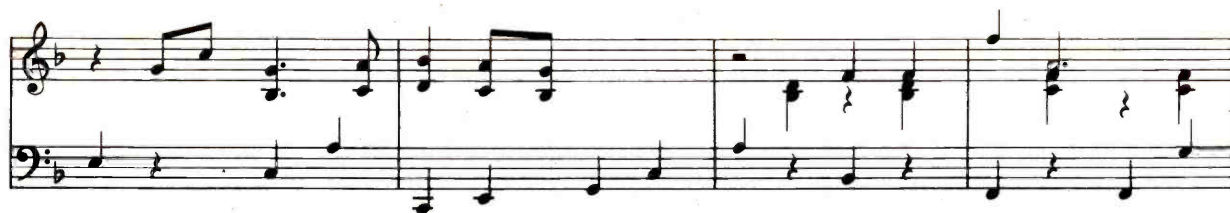
"ON THE ROAD TO ROCK"

AOR NEW & ACTIVE



A HOST OF INTERNATIONAL WINNERS FROM 

Distributed by CBS Records



Join Lee Arnold and hit a few bars this weekend with Willie, Merle, Crystal and Dolly.

Pick up "On A Country Road." You'll join over 350 stations bringing country music lovers one of America's hottest syndicated music magazines.

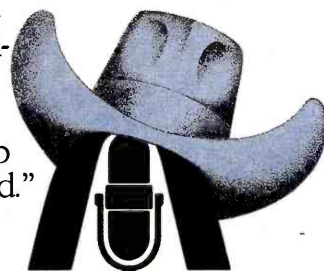
It's three hours a week of country music news, celebrity profiles, recorded live segments from Billy Bob's country mecca, exclusive interviews, and concert performances. All presented with a generous helping of country hits and all-time classics.

Nobody knows country music better than Lee Arnold, the Academy of Country Music's 1983 Deejay of the Year. And nothing delivers the listenership like his "On A Country Road."

Plus four three-hour specials this

year: Memorial Day, with John Denver, Lee Greenwood, and Emmylou Harris; July 4th weekend, with Willie Nelson and Waylon Jennings; Labor Day, featuring George Jones and Hank Williams, Jr. And, in October, live simulcast from Nashville of the Country Music Association Awards.

Pick up the country music program that'll pick up your listenership. Pick up "On A Country Road."



**MUTUAL
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Call Mutual Station Relations (703) 685-2050



LON HELTON

NOTES FROM ALL OVER

Country Closeup

Bouquets, brickbats, and other assorted novelty items from the cluttered desk of a Country editor.

Highways & Heartaches - WJKZ/Nashville has come up with a free road service they call "KZ Country Radio Rescue 100." Rescue 100 is a fully-equipped wrecker that travels Middle Tennessee freeways during rush hours helping stranded motorists get on their way, while also providing traffic reports for the station. The vehicle and driver are provided by a local wrecking

company, and the rescue unit carries enough water, gas, air, and the like to get most disabled cars to further help. It also has communications equipment to keep in touch with the station and summon extra help when necessary. Among the first week's "rescues" - who all received a printed handout explaining who rescued them - were a lady out of gas with six kids and two dogs, a tourist from North Carolina with a flat tire, and a man whose car caught on fire. PR Director Arden Bowman said, "Most people are skeptical. They can't believe someone is helping them and not charging for it." Great idea, KZ Country!

Up Against The Wall - Lineups from around the country: KEBC/Oklahoma City has Danny Williams in mornings, followed by Joe McIntosh, Olin Wells (from KOMA/Oklahoma City), PD Lynn Waggoner, and Tim Perkins. who was upped to overnights from weekends... WIVK/Knoxville starts the day with Claude Tomlinson, then Bob

Thomas, Ed Brantley, and Mickey Dearstone. Sister station WHIG features Curtis Parham and Walker Johnson in the AM, with Becky Lynn, Dan Bell, and Your Dave Young rounding out the airstaff... WIGL/Tuscaloosa has Don Rodney Vaughn, Glenn Stewart, Mike Curtis, and Joe Daniels on the air for PD Mark Lindow... The new WYAY/Atlanta kicked off with this lineup: Jim Stewart (former WPLD/Atlanta afternoon man) in mornings, George Van Voorhis, Mike Bradford (from KKRC/Sioux Falls), Joel Williams, and Denise Hall.

Full Circle - Don Crowley, Asst. PD and personality at WDAF/Kansas City, called the other day to tell me live country music has returned to the station in the form of "The 61 Country Jamboree." WDAF, in conjunction with local amusement park Worlds Of Fun, features 90-minute broadcasts each Saturday night, with Don as MC. The shows consist of a regular house band - the Denver Locke - plus three popular local artists who are on each week. In addition, a different local artist is featured every week. Don said, "There is so much local talent here we felt it was time to showcase them, as well as the major country acts who appear in concert in the WDAF region."



OH, MADISON - Madison, WI was a stop on a Vince Gill promotion tour, so of course he stopped by the WTSO studios to chat. While there, MD Pat Martin, second from left, and PD Andy Witt, right, tried to give Vince a station T-shirt as RCA rep Dale Turner (so used to taking freebies during his radio days) temporarily forgets he's allowed all the Nipper shirts he wants and attempts to take it for himself.

To All The Commies We've Loathed Before

Consider for a moment, if you will, that particular void in time: those precious few moments when the all-night guy slides from his chair, and for but a brief moment, locks blood-shot gazes with the recently-arrived morning impresario. To contemplate the nefarious plots conjured by the minds of those coffee-wired night mavens and their too-asleep-to-be-rational AM brethren strikes fear into the darkest of corporate hearts. There are eight million stories emanating from the black hole of jock transitions; this is but one of them.

'Twas a particularly uneventful dawn as WKQS (KISS-FM)/Miami all-night jock Mitch Mahan commiserated with Collins-In-The-Morning over the Soviet Olympic withdrawal. As their disgruntlement grew from a festering sore to exasperated outrage, the pair decided something had to be done - and they were the ones to do it!

"Upset, peeved, and really mad" was Mitch's self-described state of mind as he penned special lyrics to Dewayne Blackwell's composition of T.G. Sheppard and Clint Eastwood's "Make My Day." Meanwhile,



KISS-FM's Mitch Mahan (l) and Collins-In-The-Morning (r) listen to a tape of their record "Commie, Stay Away."

Collins-In-The-Morning was busily assembling South Florida's most patriotic band, the Gator Kicks. It wasn't long before South Floridians knew where these latter-day Nathan Hales stood, as the following strains blared forth from KISS: "Commie, Stay Away."

(Verse 1)

One day in May gettin' ready in L.A.
For the flame and the IOC
The USA standin' tall in the air,
Takin' each country's needs in care.
The Olympics paid by sponsors' money
So the taxed folks don't have to pay.
Then the bear stepped in with a Communist grin and said,
"It ain't safe, we'll stay away."

(CHORUS)

Oh, can't you hear us say,
"Go ahead, stay away."
With truth and wisdom we'll teach 'em a lesson
(We don't care if you ever come here)
Go ahead Commie, stay away.

(Verse 3)

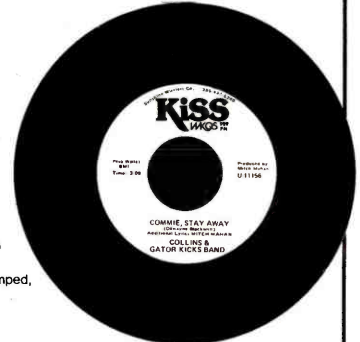
By mistake a couple walked into a bar
Where the KGB hangs out.
They started comin' on about poverty
And started to brag and shout.
They were making toasts about Vietnam
And knocking the USA
From behind a tree trunk Uncle Sam jumped,
"Go ahead Commie, stay away."

(Verse 4)

So all you Reds, you skunks, you geeks
Who try and shield the light.
Don't try to spread your insanity,
You'd better start doing things right.
If you don't heed this warning,
Then you'd better start learning to pray
That never again will you hear us
whisper...
"Pinko, stay away."

(Verse 2)

Somewhere in the world where
freedom rings
The Commies try to park.
They know they'd better hurry
'Cause freedom sings like a lark.
The pinkos try and surround us
But we'll fight 'em anyway.
And we stand up tall and tell 'em all,
"Pinko, stay away."



(Rap)

No style, no Cuba on file.
Do you feel lucky, Pinko?
You think you done good in Afghanistan?
Just try and land on Miami Beach.
A country has to know its limitations,
Chernenko.
Thank you for being an American.

As you might imagine, requests for "Commie, Stay Away" have been tremendous. KISS-FM is selling it for two bucks with the proceeds going to the U.S. Olympic

Committee. National distribution is being handled by the Jack Pride Company in Nashville at (615)320-0878. If you hurry you can get a copy just in time for the big event!

been a long time since the Brush Creek Follies and Cowtown Jubilee left the air, and there is a need for this type programming in 1984. With its signal and ratings, WDAF is the right station to bring it back."

Don't be surprised if more and more of this kind of programming starts to pop up, especially on AM stations looking for something different to offer listeners. Live broadcasts with local acts are very much a part of the heritage of today's Country radio, and just may be part of its future.

Kudos - Congrats to WIBR/Baton Rouge PD Stewart McRae, who recently received the "Governors Award of Merit" from the Louisiana Music Commission for his "constant and ongoing support of this state's music makers." The yearly get-together works to reinforce the progress made during the year by Louisiana artists, songwriters, and performers. It was the first time in the history of the award that it was given to a member of the broadcasting community

Continued on Page 52

Nashville This Week



SHARON ALLEN

The Good And The Bad

Remember Archie Campbell's story, "That's good . . . no, that's bad?"

Well, on the way to a concert appearance in Rome, GA over the Fourth of July, Bandana's bus was totaled. That's bad . . . no, that's good. No one was injured. You see, bad weather and road conditions prohibited them from avoiding a semi which was overturned, blocking the highway. Other motorists had stopped their cars to look at the wreck, creating even more congestion at the scene. Unable to stop, the group's driver, Michael Edgar, avoided hitting cars with passengers at the site and guided the tour bus into the already wrecked semi. Oh, I guess that's good . . . no, that's bad. By this time the band was really concerned about getting to the show on time, so they had the bus towed and rented some vans to get them to the outdoor concert. They arrived ten minutes late. And that's bad? . . . no, that's good. They found that, due to severe weather conditions and wind, the stage had collapsed right at the time that they would have been center stage. Oh, that's good . . . I think?

Sandy Pinkard: Memphis Or Bus

Pinkard and Bowden and the Judds were returning from the Jim Halsey Showcase '84 at Billy Bob's, Ft. Worth, when their bus driver pulled into a truck stop near Little Rock. The driver thought everyone was asleep, so he got off the bus for a cup of coffee. Minutes later, Sandy Pinkard awoke and went inside too. He never found the driver inside, and consequently when he returned to the parking lot the bus was gone. Nearly five hours later they discovered his absence. In the meantime, Pinkard was making the best of a bad situation. He was hitching rides with truckers, via CB radio, who were delighted to assist him in catching the bus. At one point, Pinkard saw the bus pass (before his very eyes) on the highway while he was at a roadside pay phone. Now, ever more determined to catch up, he finally did — in Memphis.

And Yet Another Victim

Helen Cornelius's newly refurbished Silver Eagle was still in the garage when it was gutted by a fire that destroyed her sound equipment, stage clothes, and other personal items. At present, she is leasing a bus in order to fulfill all current fair dates.

This Bud's For You

Earl Thomas Conley is taping Budweiser commercial spots. No airdate is set, but the 30 and 60-second spots are beginning with a regional campaign in the Southwest and will, it's hoped, develop into a national campaign.

In Memory Of The Mama Who Tried

Merle Haggard's mother, Flossie Mae Haggard-Scott (81), passed away July 7 in California. Ms. Haggard-Scott, a native of Harrison, AR, had been employed by the

Quality Meat Company as an accountant for 21 years before retiring.

In 1981, her famous son released a tribute LP to her, "Songs For The Mama That Tried," and before that in 1968, the single, "Mama Tried."

Scenes From Fourth Of July Events

The Statters played to a family crowd at their annual homecoming concert and celebration in Staunton, VA.



Statters, Willie, and friends onstage.

Willie Nelson's 12-hour-plus Picnic marathon at Austin's South Park Meadows featured Joe Ely, David Allan Coe, Kris Kristofferson, Delbert McClinton, and a host of others.

CMA Reminder

If you're a CMA member you've probably already received an order form for tickets to the 18th annual CMA Awards Show and post-awards party.

Don't forget . . . the deadline for returning the order is August 6. In fact, the sooner you order tickets the better. Due to the limited number of seats available to the telecast, the theatre is usually filled before the deadline date.

Tickets can be ordered only on the official form, and only by CMA members.

Introducing Deborah

When you call the Nashville office and don't recognize the voice on the other end of the line, you'll most likely be talking to Deborah Evans. Ms. Evans joined the R&R Nashville staff this week, and we're excited about having her as part of the team. Her radio experience includes KLIC & KNLU/Monroe, LA, and most recently KRMD-AM & FM/Shreveport.



Deborah Evans

Just thought you'd like to know!



ALL CHOKED UP — Receiving her \$1000, the lucky K-BUY/Amarillo listener on the right is unaffected by the plight of jock Gary "OhMyGodWhatHaveIDone" Lee, who was caught playing less than three-in-a-row. Obviously, Gary has also been caught by PD Mark Meredith.

Country Closeup

Continued from Page 51

Happy anniversary to Janine Wolf and Charlie Cook, as they pass the one-year mark cohosting the "Top Ten Country Countdown" . . . WNYR/Rochester Promotion Director Patti Dobrovitz accepted a Gold Medallion award on behalf of the station during the Broadcasters Promotion Association's June convention. WNYR, one of only 93 Gold award winners (out of 2142 entries), won the prize for its organization and development of the Touch-A-Thon, an annual event held for the benefit of the National Kidney Foundation of Upstate New York. Patti chairs and organizes the project, which raised nearly \$50,000 last year.

Added With A Bullet — MD appointments include Mark Langston who will continue to do his midday shift at WIL/St. Louis; Jim Ellingson at WNAK/Yankton, replacing Paul Shay, who resigned to become Communications Director for the Catholic Diocese of Eastern South Dakota; KWJJ/Portland midday jock Don Perry; Mike David at KKAL/Arroyo Grande, formerly of WIVK/Knoxville; and Betty Lou Pardue, who exits the PD job at KSKX/Topeka to move crosstown and become MD and half of the morning team at WBW.

Capitol Losses — Washington, DC has long been the scene for one of the hottest wars in Country radio and now both contestants — WPKX (KIX106) and WMZQ — are sans PD. Jason Kane left KIX106 a month ago to join the Research Group and Bob Cole, as reported a few weeks ago, will be leaving 'MZQ at summer's end to enter ownership and consulting with KOKE/Austin VP/GM Jim Ray. With the battle raging, both Bill Sherard and Brian Bieler are looking for the sharpest PDs they can find. Each station provides the tools, and I understand the money is excellent. If you've "got the goods" — go for it!



Check Your Local Listings — A number of folks are now appearing at different times and stations. Jacque Strickland, who spent a number of years in Memphis at WMPS and WMC, is now on the air as one of the Ranch Hands (or is it Handettes?) at KTTTS/Springfield, MO . . . New to the nighttime thrill of victory at WOKK/Meridian, MS is Jim McKay from WGBR/Goldsboro . . . Making afternoon house calls to the Pocomoke City, MD area is Dr. Dan Dudley, returning to WDMV where he had been on the air between 1977-1982 . . . New to evenings at WMIL-FM/Milwaukee is Linda "Nightbird" Harris from 92X/Columbus . . . Walter Hart is now doing overnights for KJNE/Hillsboro-Waco . . . The afternoon slot at KRRK/Grand Forks is now handled by Greg Cassidy . . . Uncle Len Ellis has hung up the headphones at WLJE/Valparaiso, IN, and replacing him is Kent Walls . . . A couple of changes at KFMR/Stockton, as Chuck Gillespie comes aboard as Production Director and morning jock, while Joana Lemos is upped to Promotion Coordinator . . . Since we're in California, Chris Alan, formerly at KTOM/Salt Lake, is now Promotion Director and midday jock at KMIX/Moab. Also new to the station is Bob Michaels in evenings, replacing Ron Stevens who moved to mornings . . . Shift changes at WPAP/Panama City, FL have Rick Miller stepping up from evenings to middays, Bill Russell sliding into evenings from overnights, and Ed James advancing from parttime to all nights.

Longterm Gains — While the above outlets await new PDs, a number of new leaders have already eased into various slots. Jim Murphy is now PD at WOKQ/Dover, coming over from the WDLW/Boston OM position he held since 1979 . . . Mike Meehan has been upped to PD at KLUK/Knob Noster, MO . . . Bob Mitchell, PD/MD for KFRY/Fresno is now PD/MD of sister KFRE as well. Previous KFRE PD/MD Nick Ryan has segued into the sales department . . . KWJJ MD Mark Andrews is now Asst. PD for the Portland Country station . . . Changes at WUSQ/Winchester, as Bert Morris steps down as MD to devote fulltime attention to his afternoon airshift. Production Director Randy Woodward is promoted to Asst. PD/MD, while air talent Steve Morgan fills the Production Director slot.

Additional Reading — The trials and tribulations of music directors have been dealt with here on a number of occasions from a variety of angles. Walking the line between the PD and record promoters is fraught with thrills and chills, but it's to be hoped there is some comfort in knowing you're not alone. For more input on relationships as seen from the MD's level, I hope you got a chance to read Steve Feinstein's column in the July 6 issue of R&R. Good stuff — take a look.



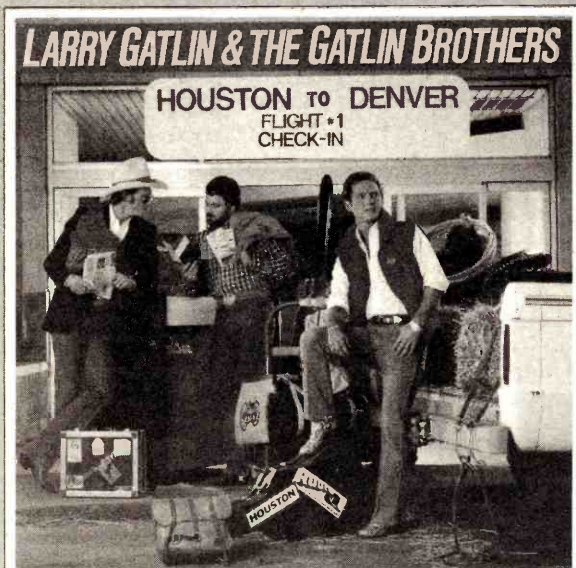
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EAST

AM Country needs moving talent yesterday! T&R: B. Haskell, WDEA, Ellsworth, ME 04806. EOE M/F (7-20)

WRKI. 50kw ADR superstar needs overnight jock. Energy & enthusiasm a must. T&R: Buzz Knight, Box 96, Danbury, CT 06810. EOE M/F (7-20)

61 WGIR

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New England's leading Adult Rock seeks weekend personality. 80s & 70s music knowledge a plus. C&R: Randi Kitzbaum, WMGX, 200 High St., Portland, ME 04101. (7-20)

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Our morning man/Production Director going to top 100 market. Send photo, T&R to northeastern PA's Country leader: WILQ, Box 1176, Williamsport, PA 17703. EOE (7-20)

50kw New England FM regional powerhouse seeking CHR airstaff. Experience preferred. T&R: Steve 17F, 300 E. 54th St., NY, NY 10022 EOE M/F (7-20)

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Bright and beautiful FM needs strong morning/production talent. Growing market, nice facility. T&R: Fred Perry, WMFQ, Box 2092, Ocala, FL 32678. EOE (7-20)

ND and news people for small market AM in central Florida. Sharp and committed. No beginners, salary requirements. T&R: PD, Box 1777, De Land, FL 32720. EOE M/F (7-20)

Wanted yesterday! Hot FM smoker for Texas coastal CHR. T&R: Tad Griffin, KITE, 441 Laguna, Corpus Christi, TX 78401. EOE M/F (7-20)

Central Florida small market AM A/C looking for fun, informative adult morning communicator. Good money for right person. T&R: PD, Box 1777, De Land, FL 32720. (7-20)

WCOS modern Country is looking for a stable fulltime announcer. T&R: Jim Tice, Box 748, Columbia, S.C. 29202. EOE M/F (7-20)

Small market AM needs A/C afternoon jock to start August 13. Some experience. T&R: PD, Rt. 4, Box 298, LaGrange, GA 30240. (7-20)

Hot FM CHR looking for new blood. Programming in your vein? Killer instinct? T&R: Russ Wilson, 1413 W. Main, Tupelo, MS 38801. (7-20)

WAOE seeks ND ASAP. T&R: Steve Porter, Box 1280, Leesburg, VA 22078. EOE M/F (7-8)

TOP 10 SUNBELT MORNINGS AT LEGENDARY, LONGTIME LEADER

Has rare opening for a fresh, creative morning A/C-CHR sound. Rush tape, resume, salary requirements to: Radio & Records, 1930 Century Park West, #734, Los Angeles, CA 90067. EOE

KVOP has opening for experienced AM/FM ND. T&R: Greg Allen, KVOP, Box 1420, Plainville, TX 79072. EOE M/F (7-13)

WBAW-FM has opening for PD/on-air talent. Experience, leadership, enthusiasm, and production. No calls. T&R: Bob Brennan, GM, 4740 Radio Rd., Montgomery, AL 36116. EOE M/F (7-13)

100 kw CHR-FM now has immediate opening for a fulltime air talent. T&R: Q99, 1855 Lakeland Dr., Building D, Jackson, MS 39216. (7-13)

Top-rated Contemporary station in fun medium market, is looking for personality oriented jocks. Experience needed. T&R: Chris Ling, Box 3008, Bryan, TX 77806. (7-13)

Openings

Experienced creative copywriter/production specialist needed at Texas Gulf coast combo. Resumes & samples: KRYS, 702 McBride Ln, Corpus Christi, TX 78408. (7-13)

West Texas ratings winner to be sales leader. Medium market station seeks sales management. Experience preferred. Resumes: General Manager, Box 12030, Lubbock, TX 79452. EOE (7-13)

News Anchor/Reporter

Can you dig it up, go out and get it, and bring it back alive? If you're young and hungry to be the best you can be, or weathered and ready to settle down with a quality-conscious news operation in a wonderful Sunbelt city, we want to hear about you. T&R and writing samples to: West Director, WLWV, Inc. 5237 Albermarle Rd., Charlotte, NC 28212

ENGINEER

Take-charge' engineer needed for medium market AM-FM combo in Sunbelt. FM is market-leading CHR. AM is stereo Adult Contemporary. Salary negotiable. All replies confidential. Respond to: Radio & Records 1930 Century Park West, -742, Los Angeles, CA 90067. EOE

KSET-95 accepting T&R's for possible future openings. Strong production a must. No calls. Carl Simon, 4180 N. Mesa, El Paso, TX 79902. EOE M/F (7-13)

Copywriter wanted for Orlando soft AC. Three years minimum experience. Resume & sample: David Sousa, WJYO-FM, 2001 Mercy Dr., Orlando, FL 32808. EOE M/F (7-13)

Creative copywriter needed for Montgomery's top-rated station. T&R: Don Markwell/WLWI, Box 4998, Montgomery, AL 36196. EOE M/F (7-13)

Growing group owner has two openings. Need experienced CHR communicator. Plus mature individual for AM. T&R: John Raymond, KIXY/KGSA, City Hall Plaza, San Angelo, TX 76903. (7-13)

News Director

100,000-watt Sunbelt FM seeks dedicated female journalist to anchor morning drive and interact with morning personality. Energy and personality a must! T&R to: Tom Collins, WKZL, P.O. Box 11957, Winston-Salem, NC 27106. No calls please.

MIDWEST

Copywriter/production wizard needed at Wyoming's top-rated stations. Copy. T&R: Jeff Garrett, KUUY/KKAZ, Box 926, Cheyenne, WY 82001. No calls. EOE M/F (7-20)

ND wanted. T&R: Orr Koch, Stuart Broadcasting, Box 80209, Lincoln, NE 68501. EOE M/F (7-20)

WRKD-FM, Aurora-Naperville, classic hits format, needs full & parttime announcers. T&R: Job Powell, Box C-1730, Aurora, IL 60607. No calls. EOE M/F (7-20)

KLQ

Is looking for the nighttime personality that can conquer Grand Rapids. Brand new downtown facility and equipment, good money for the right personality, a great working environment, and a people-oriented company make this a rare career opportunity. No card readers; personalities only for this 25+ CHR, 50,000 watt FM. T&R to: Jim Owen, KLQ, 60 Monroe Center, Grand Rapids, MI 49503. EOE M/F

WLAU/Aggleston-Dohoshok, CHR, needs killer morningman & talented newscaster. Rush T&R: Ron Ross, PD, 1768 Bloch Rd., Kaukauna, WI 54130. EOE M/F (7-20)

KMGK, Magic 83 looking for jocks for future openings. No calls. T&R: AJ Brock, PD, 215 Keo Way, Des Moines, IA 50309. EOE M/F (6-29)

Opportunities

Openings

Central Wisconsin AM Country looking for moving talent. T&R: Jay Bouley, WKYQ, Box 247, Stevens Point, WI 54481. EOE M/F (7-20)

WAZY needs PD yesterday! Creative copywriting skills a must. Rush T&R: Jim Stacy, Box 1410, Lafayette, IN 47902. EOE M/F (7-20)

TOP 15 MARKET A/C STATION

In Midwest will have opening soon for midday shift or afternoon drive. Please send aircheck and resume to: Radio & Records, 1930 Century Park West, #733, Los Angeles, CA 90067. EOE

Afternoon person needed in MI's beautiful upper peninsula. Looking for someone good and/or experienced. T&R: WJUN, Box 689, Marquette, MI 49855. (906) 228-6800 (7-20)

Experienced, motivated morning pro needed for big AM Country/information station. T&R: Kelly Carls, 56 KWTO, Box 4568 GS, Springfield, MO 65808. EOE M/F (7-20)

Hot CHR needs afternoon air talent immediately. Emphasis on production. T&R: Gary Bandy, WMBH/KKUZ, Box 1687, Joplin, MO 64802. (7-20)

WKFR/WKMR seeking top-notch full & parttime talent for future opening. T&R: Terry Welnach, OM, 812 American Bank Bldg., Bartles Creek, OK 48017. EOE M/F (7-20)

CARS-108 WCRZ-FM

FLINT

Searching for morning lunatic. How crazy are you? Let's find out. We're looking for someone to wake up Flint. If you're constantly being threatened with your job by your current PD, are creative, and need fulfillment of being the morning star of the market, send T&R to: Michael Kay, WCRZ, P.O. Box 1080, Flint, MI 48501. EOE M/F

Regional A/C in Central Indiana looking for top-notch air personality for future openings. C&R: Darryl Parks, WIOU, Box 2208, Kokomo, IN 46902. EOE M/F (7-13)

AM/FM facilities seeks Continuity Director with creativity, production skills, and management ability. T&R: Station Manager, WAXX/WAYY, Box 6000, Eau Claire, WI, 54702. EOE (7-13)

KLO Radio needs an experienced NO. Apply only if well committed to excellence. T&R: Box 1430, Ogden, UT 84402. EOE M/F (7-13)

MEDIUM MIDWEST COUNTRY

Looking for morning crazy who will get me in trouble with the GM! You could be the one ... good dollars benefits. Send T&R to: Radio & Records, 1930 Century Park West, #741, Los Angeles, CA 90067. EOE M/F

100,000 watt A/C looking for fulltime air personalities. Good company, great benefits. T&R: Ken Carson, WHNN, Box 95, Seagrave, MI 48908. EOE M/F (7-13)

EXPERIENCED ANNOUNCER

For Midwest Black/Urban Powerhouse. 5 Years Major Market Experienced Plus..... "Major Market Mentality." Not a trainee position!

Send tape and resume to: Radio & Records
1930 Century Park West # 744
Los Angeles, CA 90067

Openings

Now accepting T&R's for future news opening. Solid company, great city. Send to: Perry St. John, WKTY/WSP/L, Box 1148, LaCrosse, WI 54602-1148. (7-13)

WQHK has an immediate opening for Country midday jock. T&R: John Curry, WQHK, Box 6000, Ft. Wayne, IN 46898. EOE M/F (7-13)

MIDDAY AIR PERSONALITY FOR

KLMS AM.15

LINCOLN

Our first fulltime opening in years. We need someone who can play The Greatest Hits Of All Time and relate to a target audience 25-44. Great benefits with a good company committed to good broadcasting, so plan to stay awhile. No calls; resume and tape only to: Lee Thomas, KLMS, P.O. Box 81804, Lincoln, NE 68501. EOE

WHBC needs a creative, mature and conversational air personality. Talk show and/or sports interest plus. Experience necessary. T&R: Box 9917, Canton, OH 44711. (7-13)

Aggressive broadcast group looking for creative & energetic PD for MW contemporary Country leader. T&R: Dan Kieley, KYKC, 1704 S. Cleveland, Sioux Falls, SD 57103. EOE M/F (7-8)

WBSC seeking overnight talent. Good production skills. Two years experience preferred. T&R: Cliff Blake, 5407 W. McKinley Ave., Milwaukee, WI 53208. EOE M/F (7-8)

On-air PD needed for Chicago suburbs, automation & satellite knowledge helpful. T&R: Rick Bellairs, WYWS/WXET, 300 Commerce Dr., Crystal Lake, IL 60014. EOE M/F (7-8)

WEST

Looking for a morning team. KWHL, top rated AOR in Alaska. Call Carter B. (907) 344-9622 (7-20)

Central coast AM/FM seeking future announcers/production people. FM Country with AM news/sports/music. T&R: John Bayless Jr., KSMA/KSNI, Box 1240, Santa Monica, CA 93455. (7-20)

Air talent \$60w hit Country KERR. Beautiful Flathead Lake. Minimum three years experience. T&R: Brad Oveis, Route 1, Box 48, Polson, MT 59860. EOE M/F (7-13)

Acc copywriters, send me your stuff. I need your creativity. T&R: Mike Gould, KPO, Box 159, Wenatchee, WA 98801. EOE M/F (7-20)

KBCM now seeking air talent with two years minimum experience for future openings. No calls. T&R: George Foleo, Tremont, UT 84337. EOE M/F (7-20)

MACHO NEWSCASTER

Seek to hire rugged-voice news person with specific male appeal. The news anchor we need is probably now doing 5 mins. of news on a morning show at a top-rated, major market AOR station. The news person we want would host a long-form news show. Must be able to present news conversationally as a "story-teller." Must be able to rap with sports, weather, and traffic specialists. In time, with support and promotion, must become a personality commanding large audiences. Outstanding company, market, salary & benefits.

Send one-page resume and cassette to:

Bob Henabery & Assoc.
1930 Century Park West #757
Los Angeles, CA 90067
Phone calls will not be accepted. EOE

Openings

Impress me. Possible fulltime position for AOR announcer. New Mexico's rock leader. T&R: Tom Marshall, KFMG, 9501 Domingo, NE Albuquerque, NM 87108. Real talent only. (7-20)

Hot Hits KS-103 needs experienced weekend personality. If you live within 100 miles, rush T&R: KS-103, Box 103, San Diego, CA 92104. No calls EOE M/F (7-20)

Possible future openings: AM Country, FM CHR. Experience desired. T&R: KAFE, Box 4087, Santa Fe, NM 87501. Attention: Russ Gilbertson. EOE (7-20)

Paradise Found

Killer morning man wanted for highly competitive California resort market. If you've got what it takes to clobber the competition, send your tape, resume & photo for this lucrative position at a high-power FM CHR: G. Mason, 1029 Pacific Street, San Luis Obispo, CA 93401. EOE M/F

Opportunity in southern California with new FM station. All positions including Account Executive. T&R: Brad Orchard, Box 1477, Victorville, CA 92392. (619) 243-4636 (7-20)

KJML needs creative morning entertainer. Country format, heavy news & information. Join a leader. T&R: Richard Jones, Box 1009, Gillette, WY 82716. (307) 682-4747 (7-20)

50,000 Watts With A View

Somewhere there is an A/C Program Director with vision - a man or woman with the pioneer spirit to conquer one of this country's most scenic major cities. This challenge requires a take-charge attitude, strong track record, and ability to do an airshift. The opening is available immediately to the right candidate. Send your tape and resume today (no calls please).

BOB HARPER'S COMPANY

Post Office Box 24337 • San Diego, CA 92124

Entertaining adult morning personality for competitive FM Contemporary. We've got the bucks to match your talent. Rush T&R: Box 38583, Colorado Springs, CO 80937. EOE M/F (7-13)

KLCY-FM needs personality with friendly, adult, smooth, concise and city-wear delivery. Good production. T&R: Don Bishop, 312 E. So. Temple, Salt Lake City, UT 84111. EOE (7-13)

Morning talent needed at market leader immediately. Rush T&R: Carter B. KWHL, 9200 Lake Otis Parkway, Anchorage, AK 99507. EOE M/F (7-13)



A Wyoming community needs major market quality to enjoy only small market pressures. Two fulltime announcers, one with a sales background, the other with production skills; an experienced sales person. T&R may be sent to KRAL, P.O. Box 120, Rawlins, WY 82301. EOE

Los Angeles metropolitan FM needs experienced (three to five years) major market afternoon news anchor. T&R: Box 917, 3610 W. 8th St., Los Angeles, CA 90020. (7-13)

Dove Communications accepting applications. N. California major. Send resume, Program Manager, Sales Managers. Ken Dove, 4412 Mockingbird Parkway, Dallas, TX 75205. (7-13)

KOME is seeking a morning personality. Must have at least two years rock radio experience. C&R: Pat Evans, PO, KOME, 1245 S. Winchester Blvd., San Jose, CA 95128. EOE M/F (7-13)

KCBQ AM SAN DIEGO

Immediate opening for experienced Promotions Manager. Duties: Planning/executing promotional activities/assisting in creation of station advertising. Responsible for all appearances of station promotional group. Great opportunity/ outstanding company/good growth. Resumes to: Joe Patrick KCBQ, P.O. Box 1629, San Diego, CA 92112. Equal Opportunity/Affirmative Action Employer.



Openings

KLUC looking for one cooking morning show. Up-tempo CHR. market leader. T&R: Bill Kelly, Box 14805, Las Vegas, NV 89114. EOE M/F (7-8)

KGOH looking for experienced air-talent. T&R: Dave Ervin, PD, Box 22125, Portland, OR 97222. No calls. EOE M/F (7-8)

Parttime air personality/communicator with five years minimum. Modern Rock format. KROQ, Raymond, 117 S. Los Robles, Pasadena, CA 91107. No calls. EOE M/F (7-8)

KMYT looking for creative humorous news personality/PSA Director. T&R/photo: Sherman Cohen, Box 26040, Tucson, AZ 85728. (602) 823-7501. EOE M/F (7-8)

Top 25 southern CA FM needs killer newperson with a quick wit to work mornings. T&R: KGGI, Box 991, Riverside, CA 92502. EOE M/F (7-8)

Top-rated CHR needs creative announcer/MD. Hard work, good bucks, no beginners. T&R: Bill Cody, KTRS, 261 W. First, Casper, WY 82601. EOE M/F (7-8)

MAJOR LEAGUE TEAM desires Play-By-Play announcer with strong sales background. This is ground floor time. At least 5 years experience, willing to relocate. Tapes and resumes to Radio & Records, 1930 Century Park West, #740, Los Angeles, CA 90067



America's hottest CHR is seeking America's most talented personality. KIMN/Denver is accepting tapes for future openings and continuing our search for the best midday talent in the country. You should be warm, natural, reliable, creative and concise. This is a great opportunity to join an outstanding company and be part of the most talented airstaff in America. T&R to: Doug Erickson, 5350 W. 20th Ave., Denver, CO 80214. NO CALLS PLEASE. EOE M/F

Morning communicator needed for small market NM. Country full-service station. T&R: Don Chatham, KGAK, 401 E. Loei Ave. Gallup, NM 87301. EOE M/F (7-8)

Looking for AM news personality. T&R: Dan Williams, 1245 Charnston St., Eugene, OR 97401. (503) 344-1457 (7-8)

Females encouraged! Looking for bright, energetic air talent with strong production skills. No beginners. T&R: Todd Ryan, KBSN, Drawer B, Moses Lake, WA 98837. EOE M/F (7-8)

MAJOR CALIFORNIA MARKET

Has fantastic opportunities for program and news director in an Adult/Contemporary format. Must be energetic and motivated, with exceptional management qualifications. Excellent benefits. Submit resume and tape to: Radio & Records, 1930 Century Park West, #736, Los Angeles, CA 90067. EOE

Weekend & vacation fill-in people needed immediately. T&R: Doc Phillips, KFKA, Box K, Greeley, CO 80632. (303) 386-1310 EOE M/F (7-8)

Positions Sought

Hard working jock with six years experience and good track record, in medium & small markets, seeks employment with stable company. MARK: (601) 844-0315 (7-20)

DJ/sports announcer looking for small beginning market. Willing to relocate. (313) 258-8830 9-5, or 471-5410, after 6pm est (7-20)

Mountainman wants to come back home. Wants air personality slot in NW. Experienced, dependable, any format. JERRY ADAMS: (414) 766-0026 or 766-4663 (7-20)

POP FLASH country personality with six years experience in all facets of radio willing to relocate. (412) 627-5017 (7-20)

Opportunities

Positions Sought

My apologies to Donna Summer. I work hard for the money. Experienced, reliable, team player seeks new team. Available yesterday. CHRIS: (206) 567-6935 (7-20)

PHIL CHORDAS, presently with ABC-TV/NYC, formerly PD at WHYS/Buffalo, seeks PD or MD opportunity. (212) 666-5634 (7-20)

Major market music maven. 17 year pro, trivia genius with easy style. Available yesterday! PAUL: (317) 899-2278 (7-20)

CHUCK BECK, former PD of KKQV looking for on-air with possibility of MD. (817) 691-4465 (7-20)

BARRY MCCOY, personality, six years experience. WNAM, WOHQ/Toledo seeking medium or first major. Available now: (414) 468-1147. All offers/formats considered. (7-20)



SPORTS COMMENTARY
Experienced, employed sports director with daily commentary, talk show, and P-B-P background seeking position in major college or large professional market. Call PHIL (312) 588-2379.

English, London-born announcer with five years experience who creates numbers and great ideas, looking for station with same. A/C/CHR. DON COSTELLO: (303) 574-4340. (7-20)

Traffic Director currently working in California. Moving to New England area. Four years experience/manual/computer. KATHLEEN WALDRON: (605) 489-1280 (7-20)

16 year personality pro seeks position at A/C, CHR, or Country station in NE, MW, or HW in medium/major market. CHUCK: (818) 679-2695 (7-20)

TERRY LONIG, 9 1/2 years at KJ-106/Orlando. Will relocate. Strong on-air and music. (305) 295-7578 (7-20)

Sportscaster, energetic, creative, anchor/reporter/PBP/talk-show. Experience includes eight years in radio and TV. Available immediately. KER BLAND: (212) 932-1610 (7-20)

Attention greater Cincinnati Dependable, CHR, A/C, Urban, professional, DJ/PD/MD. Outstanding, deep voice, delivery & production. KRIS: (513) 528-5793 (7-20)

AM drive/PD with five years experience looking in SE/MI-Atlantic, small/medium market. Worked in CHR, A/C & Country. WAYNE SMITH: (812) 247-7889 (7-20)

36 years L.A. radio experience with five years radio syndication sales looking for sales position with L.A. based syndicator. DOUG: (213) 387-4708 (7-20)

Broadcast professional with marketing background seeks programming-related position. Major market experience with most formats and MBA degree. (617) 286-2247 (7-20)

Morning team with 6 1/2 years experience. Chicago, NYC & L.A. The Tigers we like, but we can learn to like you too. (312) 678-9913 (7-20)

MD currently employed in central San Joaquin Valley, desires medium/major market. RICK: (209) 781-6005 (7-20)

Major market Jock/PD looking for challenging FM in good medium market. Formats a smokier. Logos/promotions. Good cosmopolitan markets call RON: (801) 665-6206 (7-20)

Award-winner, knowledgeable in all music formats, seeks position in small to medium market in MW or East. DON: (614) 593-6327 (7-20)

15 years experience, seeking Account Executive position. Prefer CO, NV, AZ or northern CA. Excellent PBP & production. LYNN HENSLEY: (505) 588-4368 (7-20)

CHR & A/C stations in S. Creative personality looking for programming position in small or medium market. 6 1/2 years experience. SHAWN: (505) 722-9025 or (713) 728-1348 (7-20)

Walter Mondale hasn't picked me yet, but you can! Ten years drive and sports. (419) 798-5097 (7-20)

Experienced interviewer desires talk-show and other on-air work. Trained broadcaster. Published writer. Tape available. Will relocate. SAMANTHA: (201) 773-3492 (7-20)

CHR/A/C five year pro looking for new fulltime airshift in MW or West, medium or small market. (312) 850-7143 (7-20)

Teen idol with an 18-34 punch. Tone the buns. (615) 287-4221 (7-20)

Up your ratings. Morning man/PD looking for top 50 market. Formerly WGST/Atlanta, WSPD/Orlando, Q102/Daytona-Orlando. DAVE: (216) 369-1158 (7-20)

Award-winning sportscaster. Sports Director with leading N/T, accepting offers. Prefer top 60 markets. Strong division-1 PBP & Sportstalk. DON COOKE: (615) 837-8791 (7-13)

Misture beginner needs first job. Urban or CHR. Will come and work anywhere, anytime. Money no problem. AUSTELL: (312) 547-6504 (7-20)

I just for production and I like on-air work too! Five years experience, good pipes, excellent references. GREG: (308) 254-2241, afternoons mdt (7-20)

Positions Sought

East coast communicator seeks medium market employment. Experience on-air, multi-track production and as PD and Promotion Director. DAVE: (609) 667-3216 (7-20)

Female rock & roll insect seeks small market MOR/AOR. Recents BA, humor, creative, motivated. Will relocate. Experienced DJ/MD/production. HEATHER ROCHE: (218) 777-4120 (7-20)

JOHN DIAL WNAF, WFMS, WDAN seeks personality A/C, CHR or Country home. Major/medium markets. Dedicated pro with 10 years experience. (317) 848-5533 (7-20)

Radio workaholic needs a job. Seven years AM/PM drive. AOR/CHR. PD & MD. Outstanding production. Medium/major market. BOB ROSEL: (507) 433-7460 (7-20)

Warm air personality seeks new challenge. Seven years on-air with production experience. Excellent communicator. PEGGY: (612) 256-9181 (7-20)

Medium market CHR communicator with great numbers in competitive top 100 market looking for nights or afternoon drive. (408) 788-2571 (7-20)

Part-time air talent desires fulltime. Excellent voice qualities. CHR preferred. GINA T.: (305) 949-2568 (7-20)

Experienced Operations Director wants opportunity in medium/large market. Great production/engineering skills. Prefer AOR & A/C formats. GREG: (916) 283-3102 (7-20)

Three years experience in major market Philadelphia and college. On-air, programming/promotions/production. Enthusiastic, will relocate. ANDY: (717) 738-1418 (7-20)

Five years experience looking for air talent production, B.S. degree. NORM REED: (309) 454-2527 (7-20)

Currently working at WWBS. Previous internship at KHTR. Seeking medium market airshift or small market programming opportunity. Hard working family man. DAVE: (812) 333-6766 (7-13)

Good voice, bright personality, trained and experienced. Young and serious about building a career as DJ or Newscaster. Will travel. BOB EMER: (312) 675-1263 (7-13)

On the 8th day God created a strange person that wakes up at 4:30am to be humorous at 6 in your ADI. ROGER WILKO: (614) 232-5454 (7-13)

English eccentric workaholic with proven numbers looking for good station to enhance talents. Five year experience CHR & A/C. Will relocate. DON: (303) 574-4340 (6-28)

12 year pro: Toledo, Atlanta & Daytona/Orlando. Great mornings. Currently PD & AM drive seeking top 50 market. DAVE: (216) 369-1159 (6-28)

Hot female jock, four years experience with fantastic production. Research, music & more. Top 100, any format. KARYN KAS: (309) 452-2254 (6-22)

Experience-check, production-check, dealer-check, job-7 (206) 567-6935 (7-13)

Eight year news veteran seeks advancement. Dependable award winner with ND experience who loves to dig. TERRY: (703) 433-0047 mornings only (7-13)

BILL CIEZCZON in my name, sports broadcasting is my game. Hoping small or medium market will lead to fame. For quick results call: (219) 259-0341 (7-13)

Major market personality seeks fresh challenges. Have worked Denver, Phoenix, national network. No nips please. MARK-IN-THE-DARK: (802) 897-2800 (7-13)

I love country music. Why hire DJ who only tolerates it? Music announcer, newscaster who will relocate anytime. MICHAEL: (717) 299-9779.

ND currently employed in CA pursuing career advancement into medium/major market. Will relocate for right opportunity. RICK: (209) 781-0005 (6-22)

Take me, I'm young, enthusiastic college grad, result-oriented with references. GINO: (302) 856-1998 (7-13)

Female MD/DJ seeking gig in fr NW. Six years experience. Fed up with playing same tan songs. Team player and down to earth. (512) 532-8217 (7-13)

DJ for rent! Some security required. Great voice, production, etc. Available now for medium market. MARK: (813) 997-4305 or 474-5064 (7-13)

If you desire sports experience over years of radio experience, I'm your man! Writing to DJ combo. MARK DITLER: (312) 232-2829 (7-13)

CHR and A/C. 15 years experience, good production, dependable, available now, greater Cincinnati. SCOTT: (513) 528-5793 (7-13)

Attention Michigan. Five year pro with great voice. Have worked A/C, AOR, and Country. High quality production, consistent on-air style. SCOTT: (616) 627-4198 (7-13)

Experienced, dedicated sportscaster seeks position with PBP opportunities in medium to large market. MARC: (507) 354-6341, after 4 pm (7-13)

Future meteorologist still looking for weekend on-air gig. Excellent news and sports voice also. FRANK BUTERA: (415) 223-1534 (7-13)

Enhance your station's sound with this mature, creative production/copywriting specialist. Not cheap, but then quality seldom is. SAM: (217) 672-8269 (7-13)

CHR, personality-oriented adult pro looking for good opportunity with other pro with PD possibilities. East & South. DAVID CARLUSLE: (304) 796-6460 after 6 pm est (7-13)

Positions Sought

Scotts, please beam me back to the North. Looking for gig in MI, IN, IL, OH. Major market experience. A/C, CHR. TIM: (314) 364-2514 (7-13)

Six year pro looking for A/C CHR gig, especially West. Good pipes, good production, hard worker. WALLY: (717) 334-3101, 11am-9pm est. (7-13)

Oldies DJ ready to move into medium market Oldies, A/C or CHR station. Trivia Buff. Will travel. ROCKIN' ROBIN: (312) 577-5771 (7-13)

Award winning production/copywriting. Twelve years experience. Most formats/daypart. Currently Country and South. Stable & dependable. KEITH: (904) 371-6306 (7-13)

Need Sales or traffic help? College graduate with experience seeking position. Quick learner and hard worker. Prefer work in East. NANCY: (617) 934-0706 (7-13)

Production witz, utility person will go anywhere. MIKE: (805) 526-8889 (7-13)

Major market veteran. Driveshifts at several of North America's most successful AOR's. Looking for airwork and/or programming. Qualified. JIM BAUER: (416) 458-1257 (7-13)

Looking for first PD slot. Have done sales & airshift. Parttime Phoenix last three years. Teach broadcasting. GREG THOMAS: (802) 993-3697 days (7-13)

Talk Pro. 27 years broadcast experience. Issue oriented. No screamer. Good pipes and references. Serious inquiries to: (614) 221-2775 (7-13)

DAVE MATTHEWS in the morning. KAAV/rite Rock. F-99/Rochester, Y-100 & Q-102/Daytona Beach, Orlando. CHR-medium or major market. Proven. (904) 237-4855 (7-13)

DJ and/or Sports Director
Seeking a position in a small or medium market where I can be an asset to you. Talented, reliable, conscientious, dedicated professional. One year small market experience. Great attitude for team-working environment. For T&R call Ron Goodman (213) 202-1249.

I want to work 30 hours a day, eight days a week for your station. No matter where it is. My workaholic nature can be yours by calling TERRY: (216) 646-3037 (7-13)

Like money in the bank, a bright, creative enthusiastic person. Prefer music announcing. Will relocate. BRUCE: (717) 647-4454 (7-13)

Former WGST/Atlanta, WSPD/Toledo, Q-102/Daytona Beach. Presently PD/mornings. Looking for top 50 market morning. NANCY: (216) 369-1159 (7-6)

God's gift to radio-great voice/personality to match (humble too). Looking for an Urban/CHR challenge. WAYNE: (614) 594-5321 (7-6)

Leading in the morning, we're humorous, reliable, outrageous, we don't bite and we can make you a market leader too. PAT: (919) 323-1415 (7-6)

Parttime air-talent desires fulltime. Excellent voice qualities. CHR preferred. GINA T.: (305) 949-2568 (7-6)

East coast rocker needs new doors to open. Looking to entertain at small/medium market AOR/CHR. FRANK: (201) 322-4593 (7-6)

HARMON & HOLIDAY, top morning team in Lansing, ready to move. We generate ratings, revenue & street talk. For appointment call: (517) 887-6576 (7-6)

PD currently employed, seeking similar or OM position with Urban station in SE. BILL HUNT: (317) 266-4141 or 4720 N. Post Rd., Indianapolis, IN 46226. (8-15)

Major market personality of the year finalist. KIRK RUSSELL seeks contemporary station W/NW. (408) 378-2483 (7-6)

SHAWN BURKE, formerly of KYKY/St. Louis & WNBC/New York is available. (314) 468-7148 (8-1)

Looking for first job, DJ/news, trained at Midwestern Broadcasting School. Chicago SW suburbs preferred. TIM: (312) 553-7780 (7-6)

Experiences & numbers, CHR or A/C, PD/airshift. MARY: (314) 921-4471 (Major market Country considered too) (7-6)

18 years in Country, all phases, plenty of major market experience... very well qualified. Good voice, production & attitude. R.T.: (313) 345-8600 or (616) 781-3054 (7-6)

Hard working, dedicated DJ/news/PBP. Looking for fulltime position in PA or NJ. One year communications experience. AL: (412) 946-6721 (7-6)

Pro, 26 years experience in broadcast & shortwave. Excellent trained voice. Looking for a permanent home BM or MZ. Serious only. JOHN: (919) 471-6894, after 3pm est (7-6)

Rocky Cosgrove appointed Local Sales Manager KZOK/KJET/Seattle.

Cheryl Metteners appointed Assistant to the General Sales Manager WKLS/Atlanta from WRMM.

Changes

Dan Wallace appointed Account Executive KDKB/Phoenix.

Garrett Frakes appointed Account Executive WBBM/Chicago.

Javier Balderrama appointed Retail Account Executive KLOS/Los Angeles.

Arnold Raskin appointed Account Executive WABC/New York.

Kathy Williams appointed Sales Coordinator WTPH/Indianapolis.

RECORDS

Donald Gotimer appointed Controller, Operations CBS Records.

John Schuch appointed Director of Copyright Administration MCA Records.

INDUSTRY

Timothy Sexton appointed Contemporary Music Coordinator Twentieth Century Fox Pictures.

Miscellaneous

New Jazz radio station needs Jazz service, all labels. John Goodson, KATT, Box 51598, New Orleans, LA 70151. (7-20)

KLLY/Bakersfield needs Country service from all labels. 3651 Pageaus Dr., Bakersfield, CA 93308. (7-20)

Looking for tapes of Rick Blain on Larry King Show. Contact Garry Koch, 201 W. Grand Ave., Montvale, NJ 07645. (7-20)

WBAX/Wilkes-Barre needs record service from all labels for MOR & A/C product. Tony Lynn, One Broadcast Plaza, Wilkes-Barre, PA 18703. (717) 288-7575 (7-20)

Middle of the road, Adult Country and Contemporary station seeks record service. Contact: KRFZ, 254 Winnabog DR, Box 1167, Fond Du Lac, WI 54935. (414)921-3770 (7-13)

Going live Country station in New Haven needs service from all labels. John Saville, WSCR, Danelaw Hill Rd, Hamden, NH (7-13)

A/C, Country service needed. Wally Daniels, WGTY, Box 280, Gettysburg, PA 17326. (717) 334-3101 (7-6)

Dates appearing at the end of each listing signify first week listed.

R&R Opportunities Advertising

Radio & Records provides free (24 words or 3 lines) listings to radio stations and record companies in Openings. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought. All other advertising must run display. Changes must be mailed in on company letterhead.

Deadline

To appear in the following week's issue, we must receive your ad by Thursday 12 noon (PST) prior to issue date.

Display Advertising

Display: \$30 per inch per week (maximum 35 words per inch), includes border and logo.

Blind Box: \$45 per inch per week (maximum 35 words per inch), includes border, box number and postage/handling.

Payable in Advance

Display & Blind Box advertising orders must be typewritten or printed and accompanied by check mailed to our office in advance.

For Opportunities you may place your free listings by phone only on Wednesday, Thursday & Friday 9am-5pm (PST) (213) 553-4330 or mail to: R&R Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

Changes

RADIO

Rocky Cosgrove appointed Local Sales Manager KZOK/KJET/Seattle.

Cheryl Metteners appointed Assistant to the General Sales Manager WKLS/Atlanta from WRMM.

The Music Section

National Music Formats Added This Week

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

CYNDI LAUPER "She Bop"
HUEY LEWIS & THE NEWS "If This Is It"
SLADE "My Oh My"
NIGHT RANGER "When You Close Your Eyes"
SAMMY HAGAR "Two Sides Of Love"
RATT "Round And Round"

TM Country

RICKY SKAGGS "Uncle Pen"
BARBARA MANDRELL & LEE GREENWOOD "To Me"
LARRY GATLIN
"The Lady Takes The Cowboy Every Time"
GARY MORRIS "Second Hand Heart"
CONWAY TWITTY
"I Don't Know A Thing About Love (The Moon Song)"
DAN SEALS "You Bring Out The Wild Side Of Me"

BPI

John Sherman/Bob English (206) 624-8651

Adult Contemporary

HUEY LEWIS & THE LEWIS "If This Is It"
PAUL ANKA "Second Chance"
RITA COOLIDGE "Something Said Love"

Country Living

MERLE HAGGARD
"Let's Chase Each Other Around The Room"
GLEN CAMPBELL "Faithless Love"
CONWAY TWITTY
"I Don't Know A Thing About Love (The Moon Song)"

Century 21

Greg Stephens (214) 934-2121

The Z Format

CYNDI LAUPER "She Bop"
JERMAINE JACKSON "Dynamite"
HUEY LEWIS & NEWS "If This Is It"
EURYTHMICS "Right By Your Side"
JOE JACKSON "Happy Ending"

The A/C Format

JAMES INGRAM
"She Loves Me (The Best That I Can Be)"
HUEY LEWIS & NEWS "If This Is It"
JOE JACKSON "Happy Ending"
IRENE CARA "You Were Made For Me"

Super-Country

ALABAMA "I'm Not That Way Anymore"
VERN GOSDIN "What Would Your Memories Do"
RAZZY BAILEY "Knock On Wood"
DAN SEALS "You Bring Out The Wild Side Of Me"

Satellite Music Network

George Williams (214) 343-9205

The Starstation

HUEY LEWIS & NEWS "If This Is It"

Country Coast-To-Coast

GARY MORRIS "Second Hand Heart"
RICKY SKAGGS "Uncle Pen"
EDDY RAVEN "I Could Use Another You"
LARRY GATLIN
"The Lady Takes The Cowboy Every Time"
CONWAY TWITTY
"I Don't Know A Thing About Love (The Moon Song)"

Rock America

HUEY LEWIS & NEWS "If This Is It"
JERMAINE JACKSON "Dynamite"
CYNDI LAUPER "She Bop"
SCANDAL /PATTY SMYTH "The Warrior"

Drake-Chenault

Bob Laurence (818) 883-7400

XT-40

COREY HART "Sunglasses At Night"
HUEY LEWIS & THE NEWS "If This Is It"
CYNDI LAUPER "She Bop"
JERMAINE JACKSON "Dynamite"

Contempo 300

HUEY LEWIS & THE NEWS "If This Is It"

Great American Country

EDDY RAVEN "I Could Use Another You"
RICKY SKAGGS "Uncle Pen"
BARBARA MANDRELL & LEE GREENWOOD "To Me"

Peters Productions, Inc.

Debbie Walsh (619) 565-8511

Country Lovin'

DEBORAH ALLEN "I Hurt For You"
RICKY SKAGGS "Uncle Pen"

The Great Ones

NEIL SEDAKA "Rhythm Of The Rain"
COYOTE SISTERS
"Straight From The Heart (Into Your Life)"
JAMES INGRAM
"She Loves Me (The Best That I Can Be)"

Media General Broadcast Services

Bob Dumais (901) 320-4433

Action

RITA COOLIDGE "Something Said Love"
STYLE COUNCIL "You're The Best Thing"
JAMES INGRAM
"She Loves Me (The Best That I Can Be)"
INDUSTRY "What Have I Got To Lose"
NEIL SEDAKA "Rhythm Of The Rain"
HUEY LEWIS & NEWS "If This Is It"
J.D. SOUTHER "Go Ahead & Rain"
SPINNERS "(We Have Come Into) Our Time For Love"
KARLA BONOFF "Somebody's Eyes"

Your Country

GENE WATSON "Little By Little"
SYLVIA "Love Over Old Times"

Hit Rock

HUEY LEWIS & NEWS "If This Is It"
CYNDI LAUPER "She Bop"
FACE TO FACE "10-9-8"
SCANDAL /PATTY SMYTH "The Warrior"

Radio Arts

John Benedict (818) 841-0225

Country's Best

EDDY RAVEN "I Could Use Another You"
CONWAY TWITTY
"I Don't Know A Thing About Love (The Moon Song)"
GLEN CAMPBELL "Faithless Love"

Soft Contemporary

JAMES INGRAM
"She Loves Me (The Best That I Can Be)"
J.D. SOUTHER "Go Ahead And Rain"

Sound 10

HUEY LEWIS & NEWS "If This Is It"
IRENE CARA "You Were Made For Me"

Transtar

Chick Watkins (303) 578-0700

Country

Tom Casey (213) 460-6383

KENNY ROGERS "Evening Star"
CRYSTAL GAYLE "Turning Away"

Concept Productions

Dick Wagner (916) 782-7754

CHR

HUEY LEWIS & NEWS "If This Is It"
CYNDI LAUPER "She Bop"
JERMAINE JACKSON "Dynamite"
EURYTHMICS "Right By Your Side"
BANANARAMA "Cruel Summer"

R&R Country
Country's Most Current Music

NATIONAL AIRPLAY/50

July 20, 1984

Three Weeks Ago	Two Weeks Ago	One Week Ago	Report	Artist/Song (Label)	Total Reports/Adds	Heavy	Medium	Light
3	1	1	1	DON WILLIAMS/That's The Thing About Love (MCA)	151/0	133	13	5
5	4	2	2	RONNIE MILSAP/Still Losing You (RCA)	152/0	131	17	4
10	9	3	3	T.G. SHEPPARD/Somewhere Down The Line (WB/Curb)	154/0	128	22	4
7	7	4	4	JUDDS/Mama He's Crazy (RCA/Curb)	149/0	111	23	15
11	10	8	5	BELLAMY BROTHERS/Forget About Me (MCA/Curb)	154/1	103	45	6
12	11	6	6	NITTY GRITTY DIRT BAND/Long Hard Road... (WB)	153/1	93	53	7
13	12	10	7	DOLLY PARTON/Tennessee Homesick Blues (RCA)	154/2	96	50	8
19	17	14	8	GEORGE STRAIT/Let's Fall To Pieces Together (MCA)	152/1	92	52	8
18	15	12	9	BARBARA MANDRELL/Only A Lonely Heart Knows (MCA)	154/0	90	56	8
21	19	15	10	DEBORAH ALLEN/Hurt For You (RCA)	153/3	62	79	12
22	20	16	11	HANK WILLIAMS JR./Attitude Adjustment (WB/Curb)	146/3	67	69	10
4	5	7	12	EDDIE RABBITT/B-B-Burning Up With Love (WB)	123/0	82	24	17
2	2	5	13	EARL THOMAS CONLEY/Angel In Disguise (RCA)	128/0	79	30	19
27	22	19	14	CHARLEY PRIDE/The Power Of Love (RCA)	148/3	46	85	17
29	25	20	15	WAYLON JENNINGS/Never Could Toe The Mark (RCA)	150/1	45	88	17
26	23	21	16	JIM GLASER/You're Gettin' To Me Again (Noble Vision)	150/2	47	82	21
31	26	23	17	JOHN CONLEE/Way Back (MCA)	149/2	34	96	19
35	30	25	18	KENNY ROGERS/Evening Star (RCA)	140/1	41	85	14
39	36	27	19	CRYSTAL GAYLE/Turning Away (WB)	148/6	32	85	31
9	6	9	20	LEE GREENWOOD/God Bless The U.S.A. (MCA)	120/0	69	36	15
38	35	28	21	GLEN CAMPBELL/Faithless Love (Atlantic America)	149/8	23	94	32
42	33	29	22	RONNIE McDOWELL/I Got A Million Of 'Em (Epic)	143/7	16	97	30
17	16	18	23	MEL TILLIS/New Patches (MCA)	106/0	64	29	13
—	42	34	24	MERLE HAGGARD/Let's Chase Each Other Around The Room (Epic)	143/15	16	78	49
30	27	26	25	KENDALLS/My Baby's Gone (Mercury/PG)	119/1	36	63	20
15	14	17	26	MICHAEL MARTIN MURPHEY/Disenchanted (Liberty)	110/1	47	45	18
37	32	31	27	CHARLY McCLAIN & MICKEY GILLEY/The Right Stuff (Epic)	135/3	21	88	26
33	31	30	28	MARK GRAY/If All The Magic Is Gone (Columbia)	127/5	28	65	34
—	36	32	29	OAK RIDGE BOYS/Everyday (MCA)	144/25	9	77	58
1	3	13	30	ANNE MURRAY/Just Another Woman In Love (Capitol)	103/0	43	38	22
8	8	11	31	JANIE FRICKE/If The Fall Don't Get You (Columbia)	99/0	47	38	14
—	40	32	32	BARBARA MANDRELL & LEE GREENWOOD/To Me (MCA)	138/33	8	66	64
45	40	35	33	REBA McENTIRE/He Broke Your Memory Last Night (MCA)	126/7	16	82	28
26	24	24	34	WHITES/Forever You (MCA/Curb)	104/0	37	42	25
43	39	37	35	ATLANTA/Pictures (MCA)	114/5	10	64	40
23	21	32	36	MOE BANDY & JOE STAMPLEY/Where's The Dress (Columbia)	102/1	34	41	27
—	46	37	37	RICKY SKAGGS/Uncle Pen (Epic)	118/42	3	45	70
—	49	38	38	LARRY GATLIN & GATLIN BROS/The Lady Takes The Cowboy... (Col.)	115/50	4	36	75
—	47	44	39	LEON EVERETTE/Shot In The Dark (RCA)	119/14	3	59	57
50	46	42	40	GENE WATSON/Little By Little (MCA)	105/8	6	65	34
—	48	41	41	EDDY RAVEN/I Could Use Another You (RCA)	117/39	3	42	72
—	49	45	42	SYLVIA/Love Over Old Times (RCA)	107/6	3	46	58
20	18	22	43	JOHN ANDERSON/I Wish I Could Write You A Song (WB)	79/0	28	28	23
DEBUT	▶	44	44	CONWAY TWITTY/I Don't Know A Thing About Love (WB)	103/55	3	32	68
6	13	33	45	STATLERS/Atlanta Blue (Mercury/PG)	64/2	24	21	19
DEBUT	▶	46	45	LIONEL RICHIE/Stick On You (Motown)	68/18	3	27	38
DEBUT	▶	47	46	GARY MORRIS/Second Hand Heart (WB)	72/38	2	22	48
DEBUT	▶	48	47	VERN GOSDIN/What Would Your Memories Do (Complet/PG)	78/31	0	26	52
36	34	38	49	SHELLY WEST/Somebody Buy This Cowgirl A Beer (Viva)	51/1	7	29	15
49	43	41	50	KATHY MATTEA/You've Got A Soft Place To Fall (Mercury/PG)	61/1	2	35	24

MOST ADDED

- CONWAY TWITTY (55)
- I Don't Know A Thing About Love (WB)
- LARRY GATLIN & GATLIN BROTHERS (50)
- The Lady Takes The Cowboy... (Columbia)
- RICKY SKAGGS (42)
- Uncle Pen (Epic)
- EDDY RAVEN (39)
- I Could Use Another You (RCA)
- GARY MORRIS (38)
- Second Hand Heart (WB)
- DAN SEALS (36)
- The Wild Side Of Me (Liberty)
- ALABAMA (35)
- If You're Gonna Play In Texas (RCA)
- B. MANDRELL & L. GREENWOOD (33)
- To Me (MCA)
- VERN GOSDIN (31)
- What Would Your... (Complet/PG)
- JOHN SCHNEIDER (31)
- I've Been Around Enough To Know (MCA)

HOTTEST

- JUDDS (73)
- Mama He's Crazy (RCA/Curb)
- DON WILLIAMS (64)
- That's The Thing About Love (MCA)
- RONNIE MILSAP (46)
- Still Losing You (RCA)
- T.G. SHEPPARD (41)
- Somewhere Down The Line (WB/Curb)
- HANK WILLIAMS JR. (40)
- Attitude Adjustment (WB/Curb)
- NITTY GRITTY DIRT BAND (37)
- Long Hard Road... (WB)
- EARL THOMAS CONLEY (31)
- Angel In Disguise (RCA)
- GEORGE STRAIT (30)
- Let's Fall To Pieces Together (MCA)
- DOLLY PARTON (30)
- Tennessee Homesick Blues (RCA)
- EDDIE RABBITT (28)
- B-B-B-Burning Up With Love (WB)

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of country reporters adding the song this week or noting that the song is among their five hottest.

BREAKERS

RICKY SKAGGS
Uncle Pen (Epic)

On 75% of reporting stations. Rotations: Heavy 3, Medium 45, Light 70. Total Adds 42 including WXKW, WCAO, WIXY, WCOS, KHEY, WKIX, WUSQ, WUBE, WWWW, WQHK, WDBG, WHBF, KUGN, KNEW, KUCB. A Most Added Record. Moves 46-37 on the Country chart.

EDDY RAVEN
I Could Use Another You (RCA)

On 75% of reporting stations. Rotations: Heavy 3, Medium 42, Light 72. Total Adds 39 including WRKZ, WMZQ, KHEY, WFNC, KIKK, WLWI, KKYX, WSLR, WITL, WOW, WTDQ, KFRY, KSOP, KSON. A Most Added Record. Moves 48-41 on the Country chart.

LARRY GATLIN & THE GATLIN BROTHERS
The Lady Takes The Cowboy Everytime (Columbia)

On 73% of reporting stations. Rotations: Heavy 4, Medium 36, Light 75. Total Adds 50 including WRKZ, WEEP, WPOR, KIX106, WEZL, KIKK, WKIX, WUSQ, WMNI, KEBC, WIL, KIK-FM, KLZ, KLAC, KRAK. A Most Added Record. Moves 49-38 on the Country chart.

CONWAY TWITTY
I Don't Know A Thing About Love (WB)

On 66% of reporting stations. Rotations: Heavy 3, Medium 32, Light 68. Total Adds 55 including WHN, WMZQ, WMC, WKSJ, WCMS, WHOO, WUSQ, WAXX, WFMS, WTSO, WXCL, KVOD, KUGN, KMAK, KVEG. A Most Added Record. Debuts at number 44 on the Country chart.

The information shown on the National Airplay 50, Breakers, New & Active and Significant Action, is current. The results shown are based on reports taken from our reporters on Monday, 7-16-84.

BROADCASTERS

Join CMA and Receive the Following:

- 1) Nominate and vote for broadcast personality of the year.
- 2) Monthly magazine CLOSE-UP with special articles, interviews, trivia, calendar of events.
- 3) Detailed and up-to-date lists of artists, managers, record companies and 10 others.
- 4) Vote for and request tickets to the annual CMA Awards Show.
- 5) Special major medical and disability insurance programs underwritten by Lloyd's... And more.

CMA Membership
P.O. Box 22299-R
Nashville, TN 37202





NEW & ACTIVE

- ✓ VERN GOSDIN "What Would Your Memories Do" (Compeat/PolyGram) 78/31**
 Rotations: Heavy 0, Medium 26, Light 52, Total Adds 31 including CHOW, WILQ, WYII, WXBO, KIKK, WLWI, WRNL, WUSO, WAXX, WXCL, WTDQ, KDL, KFRY, KCBQ, KMP5. Debuts at number 48 on the Country chart.
- ✓ GARY MORRIS "Second Hand Heart" (WB) 72/38**
 Rotations: Heavy 2, Medium 22, Light 48, Total Adds 38 including WGNA, WCAO, WPOR, KASE, WFNC, KIKK, WAMZ, WKSJ, KKYX, KSO, WCUZ, WITL, WXCL, K102, KIK-FM, KUGN. Debuts at number 47 on the Country chart.
- REX ALLEN JR. "Dream On Texas Ladies" (Moon Shine) 70/13**
 Rotations: Heavy 0, Medium 18, Light 52, Total Adds 13, KRVR, WSOC, KIKK, WPAP, WMNI, KECK, KEBC, WOW, KRST, KIK-FM, KFRY, KVEG, KRAK.
- LIONEL RICHIE "Stuck On You" (Motown) 68/18**
 Rotations: Heavy 3/0, Medium 27/1, Light 38/17, Total Adds 18 including WGNA, WNYR, WEZL, WCOS, WSM, KRMD, WMLI, WIL, WTDQ, KV00, KUUY, KSON. Heavy: WMZQ, WOKK, WLWI. Debuts at number 46 on the Country chart.
- KIMBERLY SPRINGS "Slow Dancin'" (Capitol) 68/3**
 Rotations: Heavy 2/0, Medium 19/0, Light 47/3, Total Adds 3, WBGW, KSO, WMLI. Heavy: WOKK, WCXI. Medium: WAJR, WVVVA, WEZL, KLRA, WCMS, WITL, WTDQ, KQIL, KWJJ, KCBQ.
- ✓ KAREN BROOKS "Tonight I'm Here With Someone Else" (WB) 64/24**
 Rotations: Heavy 0, Medium 13, Light 51, Total Adds 24 including WXXW, WRKZ, KASE, WSOC, WTVY, KISS-FM, WLVI, WKIX, WSLR, WFMS, WTDQ, KYAK, KKCS, KSOP, KCBQ.
- ✓ DAN SEALS "The Wild Side Of Me" (Liberty) 61/36**
 Rotations: Heavy 0, Medium 13, Light 48, Total Adds 36 including WXLX, WPOR, CHOW, WYNN, KXYL, WKSJ, WIRK, KBMR, WCAI, KRKR, KFGO, KTKP, KMAK, KTOA, KCBQ.
- JOHNNY CASH "The Chicken In Black" (Columbia) 54/8**
 Rotations: Heavy 1, Medium 16, Light 37, Total Adds 8, KRVR, WEZL, KHEY, WITL, KECK, KEBC, KV00, KFRY. Heavy: WPTR. Medium: WSNO, WLWI, WUSN, KUGN, KQIL, KLAC.
- ALABAMA "If You're Gonna Play In Texas" (RCA) 50/35**
 Rotations: Heavy 0, Medium 15, Light 33, Total Adds 35 including WBGW, WSNO, KIX106, WMZQ, KPLX, WAMZ, WHOO, KRMD, WUSO, KJYJ, WWWV, WBCS, K102, KUUY, KNX.

- ALABAMA "I'm Not That Way Anymore" (RCA) 22/21**
 Rotations: Heavy 2, Medium 8, Light 12, Total Adds 21 including WCAO, WRKZ, KASE, WSOC, WNOX, KOMA, KFDI, KYGO, KNIX, KCKC, KSAN.
- MERLE KILGORE "Just Out Of Reach" (WB) 20/1**
 Rotations: Heavy 0, Medium 4, Light 16, Total Adds 1, KRWQ. Medium: WTVY, KV00. Light: WVVVA, WYNN, WAMZ, WLVI, WOV.
- RAY CHARLES with B.J. THOMAS "Rock And Roll Shoes" (Columbia) 19/18**
 Rotations: Heavy 0, Medium 2, Light 17, Total Adds 18 including WSNO, WXYX, WNOX, WMC, WPAP, WRNL, KFGO, KIK-FM, KUZZ, KCKC.
- BILL MEDLEY "I've Always Got The Heart To Sing The Blues" (RCA) 17/14**
 Rotations: Heavy 1, Medium 0, Light 16, Total Adds 14 including WGNA, WBGW, WSNO, KRMD, KBMR, KEBC, KOMA, KRKT, KMAK, KRSY.
- LEON RUSSELL "Good Time Charlie's Got The Blues" (Paradise) 17/6**
 Rotations: Heavy 0, Medium 4, Light 12, Total Adds 6, WXBQ, KHEY, WLVI, KMAK, Q92, KSOP. Heavy: KISS-FM. Medium: KFGO, WOW.
- BRENDA LEE "A Sweeter Love" (MCA) 16/15**
 Rotations: Heavy 0, Medium 1, Light 15, Total Adds 15 including WSNO, WTVY, WPAP, KRMD, KSO, KTKP, KV00, KRKT, KMAK, KCKC.
- RICK & JANIS CARNES "Long Lost Causes" (MCA) 16/15**
 Rotations: Heavy 0, Medium 1, Light 15, Total Adds 15 including WNYR, WCMS, KRMD, WCXI, KFGO, KEBC, KV00, KQIL, KTOM, KSOP.
- BUTCH BAKER "Burn Georgia Burn..." (Mercury/PolyGram) 16/16**
 Rotations: Heavy 0, Medium 3, Light 13, Total Adds 6, WVAM, WCMS, WAXX, KEBC, KRWQ, KRSY. Medium: KSOP, KIGO. Light: WPTR, KRMD.
- GAIL DAVIES "It's You Alone" (WB) 14/14**
 Rotations: Heavy 0, Medium 1, Light 13, Total Adds 14 including WBGW, WSNO, WPAP, WCXI, KEBC, KV00, KRKT, KRWQ, KRSY, KSON.
- KENNY ROGERS "Midsummer Nights" (RCA) 14/2**
 Rotations: Heavy 4, Medium 8, Light 2, Total Adds 2, WEZL, KIGO. Heavy: WAMZ, KKYX, KWMT, KSON. Medium: WPTR, WTVY, WIRE, KTT5.
- LANG SCOTT "It's Been One Of Those Days" (MCA) 13/4**
 Rotations: Heavy 0, Medium 0, Light 13, Total Adds 4, WGTQ, KKYX, KEBC, KRWQ. Light: KSSN, KISS-FM, WLVI, KTKP, KV00, KFDI.
- JOHN HARTFORD "Another Piece Of My Heart" (Flying Fish) 9/4**
 Rotations: Heavy 0, Medium 1, Light 8, Total Adds 4, KHEY, KKYX, KFGO, KFDI. Light: WVAM, WBGW, WCMS, WTDQ, KFRY.
- J.D. SOUTHER "Go Ahead And Rain" (WB) 9/4**
 Rotations: Heavy 0, Medium 0, Light 9, Total Adds 4, WXXW, WOKQ, WTSO, KIK-FM. Light: WBGW, WSNO, WWOD.
- SANDY CROFT "Easier" (Capitol) 9/2**
 Rotations: Heavy 0, Medium 0, Light 9, Total Adds 2, WTDQ, KRKT. Light: WSNO, KHEY, KKYX, KMP5.
- ROD RISHARD "Midnight Angel Of Mercy" (Soundwaves) 8/2**
 Rotations: Heavy 0, Medium 1, Light 7, Total Adds 2, KFGO, KWMT. Light: WLVI, KRMD, WTDQ, KV00.

SIGNIFICANT ACTION

- DAVID FRIZZELL "When We Get Back To The Farm" (Viva) 44/15**
 Rotations: Heavy 0, Medium 7, Light 37, Total Adds 15 including WYII, KHEY, WNOX, WUSO, WFMS, WOW, WXCL, KIOV, KQIL, KSOP.
- CRAIG DILLINGHAM "1984" (MCA/Curb) 43/3**
 Rotations: Heavy 0, Medium 13, Light 30, Total Adds 3, WLVI, WCMS, KRKR. Medium: WBGW, WYII, KRMD, KBMR, KV00, KRKT, KSOP.
- GARY WOLF "You Bring The Heartache..." (Mercury/PolyGram) 38/2**
 Rotations: Heavy 0, Medium 9, Light 29, Total Adds 2, WEZL, WMLI. Medium: WBGW, WSNO, WYII, KKYX, KRMD, WUSO, KBMR, KIGO.
- BOXCAR WILLIE "Luther" (Main Street) 37/3**
 Rotations: Heavy 0, Medium 9, Light 28, Total Adds 3, WCAO, WMNI, WWJO. Medium: WSNO, WGTQ, WOKK, KRMD, WITL, KFDI, KTOA.
- ✓ JOHN SCHNEIDER "I've Been Around Enough To Know" (MCA) 36/31**
 Rotations: Heavy 0, Medium 4, Light 32, Total Adds 31 including WYII, KASE, WXBQ, WSOC, WMC, WLVI, WXCL, KMAK, KWJJ, KMP5.
- MEL McDANIEL "All Around The Water Tank" (Capitol) 34/8**
 Rotations: Heavy 0, Medium 5, Light 29, Total Adds 8, WYII, KHEY, KBMR, KOMA, WOW, WTDQ, KFRY, KSOP. Medium: KKYX, KRSY.
- ✓ RAZZY BAILEY "Knock On Wood" (MCA) 32/25**
 Rotations: Heavy 0, Medium 2, Light 30, Total Adds 25 including WCAO, WKYG, WSOC, WKIX, KRMD, KSO, KEBC, KRKT, KMAK, KSOP.
- SAVANNAH "My Girl" (Mercury/PolyGram) 31/7**
 Rotations: Heavy 0, Medium 8, Light 23, Total Adds 7, WGNA, WCAO, WOKQ, KEBC, KGHL, KRSY. Medium: WMC, WLVI, WWJO.
- RONNY ROBBINS "Those You Lose" (Columbia) 29/4**
 Rotations: Heavy 3, Medium 9, Light 17, Total Adds 4, WXXW, WFNC, WGEI, KRKT. Heavy: WMC, KISS-FM, KQIL. Medium: WXCL, KTT5.
- NARVEL FELTS "Let's Live This Dream Together" (Evergreen) 27/3**
 Rotations: Heavy 0, Medium 6, Light 21, Total Adds 3, KWMT, WOW, KUGN. Medium: WYII, KMML, WWJO, WTDQ, KSOP. Light: WEZL, KXYX.
- MOE BANDY "Woman Your Love" (Columbia) 26/22**
 Rotations: Heavy 0, Medium 6, Light 20, Total Adds 22 including WVAM, WKYG, WNOX, WCMS, KRMD, WAXX, KFDI, KUZZ, KNIX, KCLB.

COUNTRY ALBUM TRACKS

Cuts are listed in order, with the first cut receiving the heaviest airplay.

ARTIST/Song Title (Label)

Album Title

- HANK WILLIAMS JR./All My Rowdy... (WB/Curb) *Major Moves*
- GEORGE JONES/Learning To Do Without Me (Epic) *You've Still Got A...*
- CONWAY TWITTY/Bad Boy (WB) *By Heart*
- JOHN ANDERSON/Red Georgia Clay (WB) *Eye Of A Hurricane*
- NITTY GRITTY DIRT BAND/High Horse (WB) *Plain Dirt Fashion*
- HANK WILLIAMS JR./Mr. Lincoln (WB/Curb) *Major Moves*
- HANK WILLIAMS JR./Country Relatin' (WB/Curb) *Major Moves*
- NITTY GRITTY DIRT BAND/Cadillac Ranch (WB) *Plain Dirt Fashion*
- GARY MORRIS/Baby Bye Bye (WB) *Faded Blue*
- REBA McENTIRE/Poison Sugar (MCA) *Just A Little Love*
- JOHN ANDERSON/Eye Of A Hurricane (WB) *Eye Of A Hurricane*
- MEL TILLIS w/WILLIE NELSON/Texas On A Saturday... (MCA) *New Patches*
- GARY MORRIS/Faded Blue (WB) *Faded Blue*
- DAVID FRIZZELL/Country Music Love Affair (Viva) *Solo*
- LOUISE MANDRELL/Goodbye Heartache (RCA) *I'm Not Through Loving...*
- NITTY GRITTY DIRT BAND/Two Out Of Three (WB) *Plain Dirt Fashion*

Did You Know That 56% Of All Records Done In Nashville Studios Are Not Country Music?

THE NASHVILLE MUSIC ASSOCIATION

Just Wanted You To Know.





AOR / ALBUMS

July 20, 1984

173 REPORTERS

Three Weeks	Two Weeks	Last Week		Total Reports	Hot Rotation	Medium Rotation	Total Adds All Rotations
1	2	1	1 BRUCE SPRINGSTEEN/Born In The U.S.A. (Col.)	"Cover Me" (131)	"Dancing" (127)	"Born" (57)	171 + 159 - 12 + 1 +
2	1	2	2 CARS/Heartbeat City (Elektra)	"Drive" (145)	"Magic" (68)	"It's Not The..." (65)	171 + 153 - 18 + 7 +
10	7	4	3 JOHN WAITE/No Brakes (EMI America)	"Missing You" (164)			165 + 133 + 32 - 4 -
3	3	3	4 JEFFERSON STARSHIP/Nuclear Furniture (Grunt/RCA)	"Layin' It" (128)	"No Way Out" (97)	"Sorry" (25)	158 = 114 - 42 + 3 +
6	6	5	5 RATT/Out Of The Cellar (Atlantic)	"Round And Round" (123)	"Back" (47)	"Lack" (10)	146 + 105 + 39 + 5 -
DEBUT			6 SCANDAL featuring PATTY SMYTH/The Warrior (Columbia)	"The Warrior" (155)			156 101 53 6
20	13	9	7 HUEY LEWIS & THE NEWS/Sports (Chrysalis)	"If This Is It" (123)	"Walking" (41)	"R&R" (11)	151 + 69 + 79 - 20 -
5	4	8	8 ROD STEWART/Camouflage (WB)	"Infatuation" (121)	"Bad For You" (30)		132 - 98 - 34 = 1 -
8	9	8	9 STEVE PERRY/Street Talk (Columbia)	"She's Mine" (111)	"Strung Out" (22)		131 - 85 - 46 - 2 -
7	5	7	10 CHRIS DeBURGH/Man On The Line (A&M)	"High On Emotion" (127)			129 - 70 - 58 - 3 +
-	22	10	11 ELTON JOHN/Breaking Hearts (Geffen)	"Restless" (89)	"Sad Songs (Say So Much)" (83)		134 + 57 + 73 + 12 -
25	17	12	12 TWISTED SISTER/Stay Hungry (Atlantic)	"We're Not Gonna Take It" (125)			126 + 40 + 86 + 4 -
29	24	13	13 BOX OF FROGS/Box Of Frogs (Epic)	"Back Where I Started" (129)			140 + 26 + 111 + 9 -
34	32	19	14 NIGHT RANGER/Midnight Madness (Camel/MCA)	"When You Close Your Eyes" (129)			135 + 37 + 94 + 24 -
DEBUT			15 QUIET RIOT/Condition Critical (Pasha/CBS)	"Mama" (88)	"Sign" (36)	"Party" (22)	124 36 80 37
26	14	11	16 COREY HART/First Offense (EMI America)	"Sunglasses At Night" (115)			117 - 55 - 61 - 3 -
39	31	20	17 GLENN FREY/The Allnighter (MCA)	"Smuggler's" (100)	"Sexy" (33)	"Allnighter" (12)	130 + 21 + 107 + 8 -
27	21	18	18 PRINCE/Purple Rain (WB)	"When Doves Cry" (87)	"Let's Go Crazy" (54)		105 + 74 + 28 - 6 =
19	18	16	19 WHITESNAKE/Slide In (Geffen)	"Slow 'N' Easy" (105)	"Ain't No Stranger" (11)		109 - 42 + 65 = 4 -
-	28	22	20 DIO/The Last In Line (WB)	"The Last In Line" (117)	"Mystery" (14)		118 + 24 + 90 + 10 -
14	12	14	21 SCORPIONS/Love At First Sting (Mercury/PG)	"Still Loving You" (95)	"I'm Leaving You" (10)		107 - 39 - 67 + 8 +
23	19	17	22 TONY CAREY/Some Tough City (MCA)	"The First Day Of Summer" (102)			102 - 42 + 60 - 1 -
22	20	23	23 VAN HALEN/1984 (WB)	"Panama" (82)			89 - 50 - 39 = 3 +
12	11	21	24 RUSH/Grace Under Pressure (Mercury/PG)	"Electric" (65)	"Red Sector A" (26)	"Distant" (20)	90 - 36 - 51 - 11 +
18	16	24	25 STEVIE RAY VAUGHAN/Couldn't Stand The Weather (Epic)	"Cold Shot" (65)	"Voodoo" (40)	"Couldn't" (27)	104 - 23 - 79 - 9 -
4	8	15	26 STREETS OF FIRE/Soundtrack (MCA)	"Deeper & Deeper" (70)	"I Can Dream" (14)		81 - 34 - 46 - 1 -
-	36	30	27 FASTWAY/All Fired Up (Columbia)	"Tell Me" (78)			88 + 12 + 76 + 3 -
35	34	29	28 BILLY SATELLITE/Billy Satellite (Capitol)	"Satisfy Me" (88)			93 + 9 - 81 + 9 +
-	-	37	29 ADRENALIN/American Heart (Rocshire)	"Far Away Eyes" (83)			88 + 4 + 75 + 19 +
11	10	25	30 RUSS BALLARD/Russ Ballard (EMI America)	"Voices" (66)			74 - 19 - 52 - 5 +
33	33	32	31 ANDY FRASER/Fine Fine Line (Island)	"Fine, Fine Line" (78)			84 - 6 = 77 - 3 -
9	15	26	32 BILLY IDOL/Rebel Yell (Chrysalis)	"Eyes Without A Face" (50)			60 - 30 - 30 + 2 +
15	23	27	33 THOMPSON TWINS/Into The Gap (Arista)	"Doctor! Doctor!" (61)			67 - 31 - 35 - 7 +
28	30	31	34 R.E.M./Reckoning (IRS/A&M)	"So. Central Rain" (52)	"Pretty Persuasion" (22)		70 - 17 + 50 - 10 +
DEBUT			35 HONEYMOON SUITE/Honeymoon Suite (WB)	"New Girl Now" (72)			74 + 5 + 51 + 48 +
21	26	28	36 ZZ TOP/Eliminator (WB)	"Legs" (49)			50 - 28 - 22 - 0 =
-	-	38	37 ELVIS COSTELLO.../Goodbye Cruel World (Columbia)	"The Only Flame In Town" (58)			62 + 17 + 42 - 5 +
24	27	33	38 LITTLE STEVEN/Voice Of America (EMI America)	"Los Desaparecidos" (48)			55 - 11 - 44 - 2 +
40	-	40	39 TINA TURNER/Private Dancer (Capitol)	"Better Be" (29)	"What's Love" (21)	"Queen" (18)	58 - 19 + 37 - 7 +
DEBUT			40 INXS/The Swing (Atco)	"I Send A Message" (53)			58 + 13 = 35 + 17 +

STAY TUNED TO THIS CHANNEL FOR NEW HITS.

Distributed by CBS Records

BREAKERS®

SCANDAL f/PATTY SMYTH
The Warrior (Columbia)

90% of our reporters on it. 156/6 including adds at CHOM-FM, WIMZ, WDIZ, KMBQ, WDEK, KZQO. Debuts at #6 on the Albums chart.

QUIET RIOT
Condition Critical (Pasha/CBS)

72% of our reporters on it. 124/37 including adds at WIYY, KEGL, KZEW, KL0L, WEBN, WLLZ, KDKB, KOMA. Debuts at #15 on the Album chart.

FASTWAY
All Fired Up (Columbia)

51% of our reporters on it. 88/3 including adds at KSHE, KZAP, CITI-FM. Moves 30-27 on the Albums chart.

ADRENALIN
American Heart (Rocshire)

51% of our reporters on it. 88/19 including adds at WBCN, WYSP, DC101, WCKO, KQRS, KRCK, KGB. Moves 37-29 on the Albums chart.

AOR BREAKERS — Records in a reported rotation on at least 50% of reporting stations. Total reports/total adds information listed; for example, 100/50 means 100 total station reports and, of those, 50 added it this week.

DIO

THE LAST IN LINE

The new album from Dio features:

"THE LAST IN LINE"

"BREATHLESS"

"MYSTERY"



U.S. TOUR BEGINS JULY 17

PRODUCED BY BOBBI DIO. ARRANGED BY DIO. SHELBY DIO. LYRICS BY DIO. GUITAR BY BOBBI DIO. BASS BY DIO. DRUMS BY DIO. PHOTOGRAPH BY DIO.



The most comprehensive guide to RETAIL RADIO & TV ADVERTISING ever published!

Includes proven in-store systems to maximize co-op funds!



• 441 fact-filled pages. Paperback. 8 1/2 x 11

- Written by William L. McGee, retail broadcast authority, and 34 contributing experts from every aspect of the business.
- Easy-to-read, non-technical writing with 254 charts, graphs, photographs.
- Research from over 150 textbooks, trade journals, and taped interviews.
- Appendix includes glossary of terms, national directory of retail agencies and production houses, summary of 10,000 Starch newspaper scores by store type.
- Invaluable whether you're buying, creating, managing, selling, producing or teaching broadcast advertising, or selling through retailers.

OFFERS AGENCIES all they need to know to win retail accounts. Examples of successful marketing and advertising plans; case histories; award-winning commercials.

OFFERS RETAILERS a step-by-step battle plan to analyze customer markets and attitudes, plan and schedule advertising to reach specific groups; even how to produce and test effective low-cost commercials.

OFFERS BROADCASTERS an inside look at retailers' problems and opportunities. Will help station salespeople understand their prospect's needs and wants and become better retail marketing consultants — not just sellers of time.

OFFERS NATIONAL ADVERTISERS 10-25 year projections on new retailing/distribution forms, social/economic forces, and advertising's future.

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A practical, how-to encyclopedia for retailers (and anyone who works with — or sells through — retailers) to increase store traffic, sales, and profits.

Specifically, you'll learn "How To"

- Position the store — finding that most profitable market niche.
- Establish store ad budgets (with a guide to 44 store categories).
- Create effective commercials (34 actual scripts of the best new commercials).
- Use new trends in retail marketing, research, and analysis to pinpoint merchandising weaknesses and seek out the most profitable customer groups.
- Capture the store's share of the \$5 1/2 billion co-op goldmine.
- Organize pooled allowance dealer programs and retailer to vendor presentations.
- Add a broadcast schedule by reducing newspaper ad sizes — and actually increase reach and frequency.
- Discover (and exploit) the broadcast advertising assistance available to retailers almost everywhere.
- Understand the "secrets" of broadcast audience research, time buying and station rate cards, scheduling and billing procedures.
- Extract better advertising from your advertising agency (or do it yourself, in-house).
- Utilize vital planning tools such as computerized audience data and Target Group Index.

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- Yes, please send me _____ copy(ies) of **Building Store Traffic with Broadcast Advertising** at \$50 each.
- Enclosed is my check for \$_____.

VISA/MasterCard

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(MasterCard Only)

California Residents add 6 1/4% Sales Tax

Exp. Date _____

NAME _____

FIRM _____

ADDRESS _____

CITY/STATE/ZIP _____

AOR/ALBUMS

MOST ADDED

HONEYMOON SUITE (48)
Honeymoon Suite (WB)
QUIET RIOT (37)
Condition Critical (Pasha/CBS)
SPIRIT (33)
Spirit Of '84 (Mercury/PolyGram)
GEORGE CARLIN (33)
Carlin On Campus (Eardrum/Penthouse)
NIGHT RANGER (24)
Midnight Madness (Camel/MCA)
HUEY LEWIS & THE NEWS (20)
Sports (Chrysalis)
LOU REED (20)
New Sensations (RCA)

MOST HOTS

BRUCE SPRINGSTEEN (159)
Born In The U.S.A. (Columbia)
CARS (153)
Heartbeat City (Elektra)
JOHN WAITE (133)
No Brakes (EMI America)
JEFFERSON STARSHIP (114)
Nuclear Furniture (Grunt/RCA)
RATT (105)
Out Of The Cellar (Atlantic)
SCANDAL /PATTY SMYTH (101)
The Warrior (Columbia)
ROD STEWART (98)
Camouflage (WB)

NEW & ACTIVE

- LOU REED/New Sensations (RCA) 59/20 (37/15)**
Adds: include WBCN, WLUP, KUPD, KFOG, WCMF, WLVO, WTUE, WLAV, KWFM. Hots: 9 WXRT, KBCO, KROQ, 91X, KQAK, WDEK, WCPZ, KSPN, KTCL. Mediums: 38 include WBAB, WNEW-FM, WMMR, DC101, KMET, KGB, KRQK.
- LITA FORD/Dancin' On The Edge (Mercury/PolyGram) 55/10 (43/11)**
Adds: WQFM, KSHE, KDKB, WKLC, WE2X, KRIX, WZXY, KXZL, WXLP, WTUE. Hots: 3 KRCK, KFMG, KLPX. Mediums: 48 include WBAB, WYSP, WHJY, DC101, WMMS, KLOS, KMET, KUPD, KGB.
- CHEQUERED PAST/Chequered Past (EMI America) 49/19 (33/10)**
Adds: include WBCN, WYSP, KBPI, WPYX, WTPA, WWCK, KFMG. Hots: 3 KRCK, KNCC, WKQQ. Mediums: 35 include WIYY, WMMR, WDVE, DC101, KZEW, KROQ, KGB, KRQR, KSJO, KZOK.
- SLADE/Keep Your Hands Off My Power Supply (CBS Associated) 49/9 (43/8)**
Adds: include WNEW-FM, DC101, WYFN, KQRS, WKQQ, WKDF, WTKX. Hots: 11 include WKLS, WRIF, WAOX, WAAF. Mediums: 36 include WBCN, WAPP, WYSP, WSKS, KSHE, KMET.
- GHOSTBUSTERS/Soundtrack (Arista) 48/5 (48/9)**
Adds: include WGRQ, KOLA, WIMZ, WWCK, KFME. Hots: 20 include WBCN, WMMS, WKQQ, KXZL, KMBO, WLAV, K97. Mediums: 24 include WAPP, WLUP, KBCO, 91X, KFOG, KQAK.
- CYNDI LAUPER/She's So Unusual (Portrait/CBS) 46/16 (30/3)**
Adds: include WBAB, WNEW-FM, WMMR, KBCO, WTPA, KNCC, KLAQ, WZXR. Hots: 9 WLIR, WCKO, KCAL, 91X, WDHA, WPDH, K97, WMGM, KSPN. Mediums: 28 include WBCN, KMET, KROQ, WFVU, KQDS, WLAV.
- GEORGE CARLIN/Carlin On Campus (Eardrum/Penthouse) 42/33 (30/26)**
Adds: include WNEW-FM, WDVE, WSKS, WQFM, KDKB, KGB, KOMP. Hots: 0. Mediums: 9 include WMMR, KGN, WOUR, WFVU, WXLP, WLAV, WYFE.
- KICK AXE/Vices (Pasha/CBS) 40/4 (38/8)**
Adds: WHJY, WTUE, KPOI, KWHL. Hots: 7 WQFM, KMET, KRCK, KZOK, CFOX, KNCC, CITI-FM. Mediums: 31 include WYSP, WDVE, KZEW, KSHE, KUPD, KGB, KRQR, KSJO.
- DIFFORD & TILBROOK/Difford & Tilbrook (A&M) 39/1 (39/1)**
Adds: WPLR. Hots: 8 WLIR, WAPP, KQAK, WQBK, WDHA, WMGM, WDEK, KTCL. Mediums: 30 include WBCN, WNEW-FM, WLUP, WXRT, KROQ, 91X.
- BANGLES/All Over The Place (Columbia) 36/5 (34/9)**
Adds: include KGB, KRIX, WLAV, WRUF. Hots: 5 WXRT, KBCO, 91X, KSPN, KTCL. Mediums: 27 include WBAB, WNEW-FM, WMMR, WLUP, KROQ, KQAK.
- SPIRIT/Spirit Of '84 (Mercury/PolyGram) 34/33 (11/1)**
Adds: include WBAB, WMMR, WYFN, KBCO, KGB, KLAQ, KFMG, KKDJ. Hots: 1 WQDR. Mediums: 18 include WPYX, WTPA, WDIZ, WLVO, WIOT, KREM, KWFM.
- GO-GO's/Talk Show (IRS/A&M) 32/5 (31/2)**
Adds: WNOR, KLOS, WPLR, WAPI, KQWB-FM. Hots: 5 include WBCN, WCKO, KMET, WMGM. Mediums: 25 include WBAB, WAPP, WNEW-FM, 91X.
- GENESIS/Genesis (Atlantic) 28/7 (24/4)**
Adds: include WDVE, WKLC, KREM, KFMQ. Hots: 5 WMMS, KFOG, WIMZ, WYFE, WHMD. Mediums: 20 include WMMR, WYFN, WXRT, KLOS, KMET.
- SPLIT ENZ/Conflicting Emotions (A&M) 21/1 (22/4)**
Adds: KBCO. Hots: 8 include CHEZ-FM, CITI-FM, K97, KREM, KWFM. Mediums: 13 include WBAB, WXRT, KROQ, 91X, KFOG, KQAK, WPDH.
- BRUCE COCKBURN/Stealing Fire (Gold Mtn./A&M) 19/11 (7/1)**
Adds: include KBCO, KBPI, WDHA, KQDS, KMOD, KTCL. Hots: 6 include WXRT, CFOX, CHEZ-FM, K97. Mediums: 7 include CHOM-FM, KINK, WQBK.
- BRONZ/Taken By Storm (Bronze/Island) 19/1 (22/2)**
Adds: KEZE. Hots: 1 WRIF. Mediums: 18 include KZEW, WLLZ, WQFM, KSJO, KZOK, KWFM.
- GLASSMOON/Sympathetic Vibration (MCA) 17/5 (13/5)**
Adds: KLAQ, KISS, KATT, KMOD, KUFO. Hots: 1 WQDR. Mediums: 13 include DC101, KBCO, WQMF, WLVO, KFIV-FM, KWFM.

NEW & ACTIVE — Records building in airplay and coming closest to charting. Numbers indicate total reports/total adds; for example, 40/20 means 40 reports and, of those, 20 added it this week. Figures in parentheses are last week's data. Checked records are those that were among the week's most added.

HOT TRACKS — Compiles track airplay data from all reporting stations. Covers songs from all configurations, including albums, EPs, and 45s. Includes four-week trend of chart movement. Also listed is present week's number of reports in hot and medium rotations, and total adds. Symbols represent more (+), less (-), or equal (=) number of reports in each rotation compared to last week's figures. Records showing significant upward momentum are bulleted.



WEST (continued)

KOAK/San Francisco (415) 474-1000
KDKB/Phoenix (602) 897-7000
KZPS/Sacramento (916) 925-3700

KROR/San Francisco (415) 765-0097
KRVB/Fresno (559) 432-1100
KROQ/Pasadena (913) 578-8830

KFIV-FM/Modesto (209) 527-6100
KTLN/Portland (503) 822-7111
KLPX/Tucson (520) 822-7111

KLKO/Colorado Springs (303) 547-1232
KMPX/Tucson (520) 822-7111
KMPH/Las Vegas (702) 876-1460

KPOI AM/FM/Honolulu (808) 524-7100
KMWL/Abuquerque (505) 845-1400
KFMF/Richmond (703) 243-8480

KAWI/Casper (307) 235-1515
KAWM/Seattle (206) 465-1100
KAWM/Seattle (206) 465-1100

KMET/Los Angeles (213) 448-9538
KMPH/Las Vegas (702) 876-1460
KMPH/Las Vegas (702) 876-1460

KRCR/Portland (503) 225-1841
KRCR/Portland (503) 225-1841
KRCR/Portland (503) 225-1841

KMPH/Las Vegas (702) 876-1460
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KOME/San Jose (415) 248-6811
KQBI/San Diego (619) 292-1365
KQFI/San Francisco (415) 885-5145

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KQFI/San Francisco (415) 885-5145

173 Reporters
159 Current Playlists
4 stations reported frozen
playlists this week:
KAZY/Denver
WAAL/Binghamton
WROU/Charlotte
WSHE/Miami
10 stations
failed to report this week
and therefore their lists were frozen:
CHUM-FM/Toronto
KID/Boise
KISW/Seattle
KML/San Francisco
KMJ/Little Rock
O17/Ontario
WRX/Danbury
WZZR/Ocean City
WZTO/Allentown
When three or more tracks from the same album are reported in medium, the album itself will receive credit as being in hot, and will appear in the hot listings. The individual tracks will continue to receive credit as being played in a medium rotation.

He was involved in the most exciting and explosive period ever in radio history. ROCKING AMERICA is his story of that era.

At WABC he attracted the largest audience of any station in radio history, and changed the sound of radio in America forever. Now, Rick Sklar, the man whose name was synonymous with "Top 40" radio recalls those chart topping years at WABC, and the development of Contemporary Hit Radio.

First hand and entertaining, ROCKING AMERICA is filled with anecdotes of madcap promotional stunts; all-out ratings wars; surprising stories of how top hits were chosen and aired; and the rise of the supergroups and superstars whose early records Rick Sklar played and turned into gold.

With implications for what is happening in the industry today, Sklar draws a parallel between the explosion of the "Top 40" format and the boom in the recording industry then, to the impact of music video, the current rise in popularity of all-hit radio, and the accompanying growth of the recording industry now.

These people have already read **ROCKING AMERICA**—Join them!

"Without question, Rick Sklar is the Dean of Contemporary Radio Programmers, and the man most responsible for making the term 'Top 40' a household word. This book represents a remarkable compilation of facts and anecdotes, and is a chronicle of the evolution of what today's programmers call 'Contemporary Hit Radio.' The man who set the standard for 'Top 40' has written the fascinating autobiography of the most respected programmer ever to walk into a radio station."

—Michael L. Eskridge, President, NBC Radio

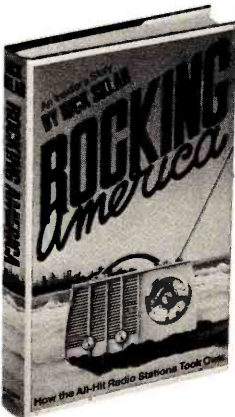
"For years the term 'Top 40' and the name Rick Sklar were synonymous. They both meant the best in rock music. If you are fascinated by the world of music, its stars, its jungle warfare, its fights for survival, then read Rick Sklar's autobiography of the rise of rock radio in America."

—Clive Davis, President, Arista Records

"Having been involved with making rock & roll records before and during the rock & roll explosion of the 60s, it is most fascinating to read Rick Sklar's account of this exciting period from the radio programmer's point of view."

—Ahmet M. Ertegun, Chairman of the Board, Atlantic Recording Corporation

with photographs and year-by-year playlists



Rick Sklar is a vice-president of ABC Radio and is a consultant for ABC-TV's music video programs. He has been program director at New York radio stations WINS, WGMG, and at WABC, which he built into "the most listened-to station in the nation." An adjunct professor of communication arts at St. John's University, he has also lectured at radio symposia at Cornell University, The New School, New York University, Princeton, Yale and UCLA.

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Mail to: R & R Books
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Yes, please send me _____ copies of ROCKING AMERICA at \$15.50 each.

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NAME _____

FIRM _____

ADDRESS _____

CITY/STATE/ZIP _____

WEST
Continued from Page 77

Seattle's Hit Radio
KOPLUS FM 101.5
PD: Jeff King
MD: Damien Seattle

- 1 PRINCE/When Doves Cry
- 2 RAY PARKER JR./Ghostbusters
- 3 JACQUES BRESQUET/Smoking In The Park
- 4 J&M/Weird
- 5 JACQUES BRESQUET/Doctor! Doctor!
- 6 GILIE & JERRY/Realiti! (There's No Love In This Town)
- 7 BILLY IDOL/Without A Trace
- 8 BILLY IDOL/Without A Trace
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- 30 BILLY IDOL/Without A Trace

KWOD 108
Sacramento's Best Hit Music
PD: Tom Chase
MD: Mr. Ed

- 1 PRINCE/When Doves Cry
- 2 RAY PARKER JR./Ghostbusters
- 3 JACQUES BRESQUET/Smoking In The Park
- 4 J&M/Weird
- 5 JACQUES BRESQUET/Doctor! Doctor!
- 6 GILIE & JERRY/Realiti! (There's No Love In This Town)
- 7 BILLY IDOL/Without A Trace
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- 28 BILLY IDOL/Without A Trace
- 29 BILLY IDOL/Without A Trace
- 30 BILLY IDOL/Without A Trace

Hot Hits in 103 KITS
San Francisco
PD: Bob Garrett
MD: Craig Roberts

- 1 PRINCE/When Doves Cry
- 2 RAY PARKER JR./Ghostbusters
- 3 JACQUES BRESQUET/Smoking In The Park
- 4 J&M/Weird
- 5 JACQUES BRESQUET/Doctor! Doctor!
- 6 GILIE & JERRY/Realiti! (There's No Love In This Town)
- 7 BILLY IDOL/Without A Trace
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- 30 BILLY IDOL/Without A Trace

KS103 FM
HOT HITS!
PD: Dave Parks
San Diego
MD/Asst. PD: Mike Preston

- 1 PRINCE/When Doves Cry
- 2 RAY PARKER JR./Ghostbusters
- 3 JACQUES BRESQUET/Smoking In The Park
- 4 J&M/Weird
- 5 JACQUES BRESQUET/Doctor! Doctor!
- 6 GILIE & JERRY/Realiti! (There's No Love In This Town)
- 7 BILLY IDOL/Without A Trace
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- 29 BILLY IDOL/Without A Trace
- 30 BILLY IDOL/Without A Trace

KWSS 94.5 FM
San Jose
PD: Dave Van Stone
MD: Robin Kipps

- 1 PRINCE/When Doves Cry
- 2 RAY PARKER JR./Ghostbusters
- 3 JACQUES BRESQUET/Smoking In The Park
- 4 J&M/Weird
- 5 JACQUES BRESQUET/Doctor! Doctor!
- 6 GILIE & JERRY/Realiti! (There's No Love In This Town)
- 7 BILLY IDOL/Without A Trace
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- 29 BILLY IDOL/Without A Trace
- 30 BILLY IDOL/Without A Trace

Hot Hits in 103 KITS
Denver
PD: Doug Erickson
MD: Gloria Avila

- 1 PRINCE/When Doves Cry
- 2 RAY PARKER JR./Ghostbusters
- 3 JACQUES BRESQUET/Smoking In The Park
- 4 J&M/Weird
- 5 JACQUES BRESQUET/Doctor! Doctor!
- 6 GILIE & JERRY/Realiti! (There's No Love In This Town)
- 7 BILLY IDOL/Without A Trace
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- 29 BILLY IDOL/Without A Trace
- 30 BILLY IDOL/Without A Trace

Rockin' KMKJ
Portland
PD: Jon Barry
MD: Steve Naganuma

- 1 PRINCE/When Doves Cry
- 2 RAY PARKER JR./Ghostbusters
- 3 JACQUES BRESQUET/Smoking In The Park
- 4 J&M/Weird
- 5 JACQUES BRESQUET/Doctor! Doctor!
- 6 GILIE & JERRY/Realiti! (There's No Love In This Town)
- 7 BILLY IDOL/Without A Trace
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- 30 BILLY IDOL/Without A Trace

Rockin' KPKE
Denver
PD: Tim Fox
Asst. PD: Mark Bolke

- 1 PRINCE/When Doves Cry
- 2 RAY PARKER JR./Ghostbusters
- 3 JACQUES BRESQUET/Smoking In The Park
- 4 J&M/Weird
- 5 JACQUES BRESQUET/Doctor! Doctor!
- 6 GILIE & JERRY/Realiti! (There's No Love In This Town)
- 7 BILLY IDOL/Without A Trace
- 8 BILLY IDOL/Without A Trace
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- 29 BILLY IDOL/Without A Trace
- 30 BILLY IDOL/Without A Trace

Rockin' KUBE 97 FM
Seattle
PD: Bob Chase

- 1 PRINCE/When Doves Cry
- 2 RAY PARKER JR./Ghostbusters
- 3 JACQUES BRESQUET/Smoking In The Park
- 4 J&M/Weird
- 5 JACQUES BRESQUET/Doctor! Doctor!
- 6 GILIE & JERRY/Realiti! (There's No Love In This Town)
- 7 BILLY IDOL/Without A Trace
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- 29 BILLY IDOL/Without A Trace
- 30 BILLY IDOL/Without A Trace

STEVE PERRY
Sin's Alike (Columbia)
LP: Street Talk

Regional: 2184 89%
 # 1
 # 2
 # 3
 # 4
 # 5
 # 6
 # 7
 # 8
 # 9
 # 10

10

SCANDAL/PATTY SMYTH
The Warrior (Columbia)
LP: Warrior

Regional: 173/22 74%
 # 1
 # 2
 # 3
 # 4
 # 5
 # 6
 # 7
 # 8
 # 9
 # 10

38

RATT
Round And Round (Atlantic)
LP: Out Of The Cellar

Regional: 187/7 86%
 # 1
 # 2
 # 3
 # 4
 # 5
 # 6
 # 7
 # 8
 # 9
 # 10

23

PRINCE
When Doves Cry (WB)
LP: Soundtrack Purple Rain

Regional: 228/0 100%
 # 1
 # 2
 # 3
 # 4
 # 5
 # 6
 # 7
 # 8
 # 9
 # 10

1

LIONEL RICHIE
Stacy (Motown)
LP: Can't Slow Down

Regional: 228/3 97%
 # 1
 # 2
 # 3
 # 4
 # 5
 # 6
 # 7
 # 8
 # 9
 # 10

10

BLADE
My Oh My (Epic)
LP: Keep You Hangin' Off My...

Regional: 188/28 86%
 # 1
 # 2
 # 3
 # 4
 # 5
 # 6
 # 7
 # 8
 # 9
 # 10

34

ROD STEWART
Infatuation (WB)
LP: Camouflage

Regional: 228/6 97%
 # 1
 # 2
 # 3
 # 4
 # 5
 # 6
 # 7
 # 8
 # 9
 # 10

7

QUJET NOT
Mama Weat Weat... (Pasha/CBS)
LP: Condon Criticism

Regional: 62/8 25%
 # 1
 # 2
 # 3
 # 4
 # 5
 # 6
 # 7
 # 8
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 # 10

1

SPANDAU BALET
Only When You Leave (Chrysalis)

Regional: 88/3 25%
 # 1
 # 2
 # 3
 # 4
 # 5
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 # 8
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 # 10

1

STYLE COUNCIL
You're The Best Thing (Offen)
LP: My Ever Changing Moods

Regional: 61/4 22%
 # 1
 # 2
 # 3
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 # 7
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1

TINA TURNER
What's Love Got... (Capitol)
LP: Private Dancer

Regional: 288/14 85%
 # 1
 # 2
 # 3
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16

SCORPIONS
Skin Loving You (Mercury/PG)
LP: Love At First Sting

Regional: 72/8 91%
 # 1
 # 2
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 # 10

1

ROD STEWART
Infatuation (WB)
LP: Camouflage

Regional: 228/6 97%
 # 1
 # 2
 # 3
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7

PETER WOLF
Lights Out (Epic)
LP: Lights Out

Regional: 228/18 97%
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 # 2
 # 3
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34

VAN HALIN
Panama (WB)
LP: 1984

Regional: 284/2 87%
 # 1
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 # 3
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15

JOHN WAITE
Missing You (Epic)
LP: No Brakes

Regional: 291/13 86%
 # 1
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 # 10

23

JOHN WAITE
Missing You (Epic)
LP: No Brakes

Regional: 291/13 86%
 # 1
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23

ROD STEWART
Infatuation (WB)
LP: Camouflage

Regional: 228/6 97%
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7

ROD STEWART
Infatuation (WB)
LP: Camouflage

Regional: 228/6 97%
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7

ROD STEWART
Infatuation (WB)
LP: Camouflage

Regional: 228/6 97%
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7

ROD STEWART
Infatuation (WB)
LP: Camouflage

Regional: 228/6 97%
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7

ROD STEWART
Infatuation (WB)
LP: Camouflage

Regional: 228/6 97%
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7

ROD STEWART
Infatuation (WB)
LP: Camouflage

Regional: 228/6 97%
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7

ROD STEWART
Infatuation (WB)
LP: Camouflage

Regional: 228/6 97%
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7

ROD STEWART
Infatuation (WB)
LP: Camouflage

Regional: 228/6 97%
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7

ROD STEWART
Infatuation (WB)
LP: Camouflage

Regional: 228/6 97%
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7

ROD STEWART
Infatuation (WB)
LP: Camouflage

Regional: 228/6 97%
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7

ROD STEWART
Infatuation (WB)
LP: Camouflage

Regional: 228/6 97%
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7

ROD STEWART
Infatuation (WB)
LP: Camouflage

Regional: 228/6 97%
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7

ROD STEWART
Infatuation (WB)
LP: Camouflage

Regional: 228/6 97%
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7

ROD STEWART
Infatuation (WB)
LP: Camouflage

Regional: 228/6 97%
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7

ROD STEWART
Infatuation (WB)
LP: Camouflage

Regional: 228/6 97%
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7

ROD STEWART
Infatuation (WB)
LP: Camouflage

Regional: 228/6 97%
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7

ROD STEWART
Infatuation (WB)
LP: Camouflage

Regional: 228/6 97%
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ROD STEWART
Infatuation (WB)
LP: Camouflage

Regional: 228/6 97%
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ROD STEWART
Infatuation (WB)
LP: Camouflage

Regional: 228/6 97%
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AIR

TM

Active Industry Research • P.O. BOX 1136 • COLUMBIA, MARYLAND 21044 • 301-964-5544

"IT ALL STARTS WITH LISTENING"

NATIONAL AIRPLAY

July 20, 1984

THE BACK PAGE



Contemporary Hit Radio

Three Two Last
Weeks Weeks Weeks

- 2 1 1 1 PRINCE/When Doves Cry (WB)
- 16 7 3 2 RAY PARKER JR./Ghostbusters (Arista)
- 1 2 2 2 BRUCE SPRINGSTEEN/Dancing In The Dark (Columbia)
- 24 16 6 4 JACKSONS/State Of Shock (Epic)
- 15 11 7 5 ELTON JOHN/Sad Songs (Say So Much) (Geffen)
- 10 8 5 6 ZZ TOP/Legs (WB)
- 14 12 9 7 ROD STEWART/Infatuation (WB)
- 9 6 8 8 CARS/Magic (Elektra)
- 3 3 4 9 BILLY IDOL/Eyes Without A Face (Chrysalis)
- 39 25 17 10 LIONEL RICHIE/Stuck On You (Motown)
- 25 18 14 11 DAN HARTMAN/I Can Dream About You (MCA)
- 20 17 13 12 OLLIE & JERRY/Breakin' (There's No Stoppin'...) (Polydor/PG)
- 12 10 10 13 THOMPSON TWINS/Doctor! Doctor! (Arista)
- 26 21 18 14 KENNY LOGGINS/I'm Free (Heaven Helps The Man) (Columbia)
- 32 24 19 15 VAN HALEN/Panama (WB)
- 33 27 22 16 TINA TURNER/What's Love Got To Do With It (Capitol)
- 4 4 11 17 MIKE RENO & ANN WILSON/Almost Paradise (Columbia)
- 29 26 24 18 COREY HART/Sunglasses At Night (EMI America)
- 37 30 25 19 PEABO BRYSON/If Ever You're In My Arms Again (Elektra)
- 31 28 20 STEVE PERRY/She's Mine (Columbia)
- 17 15 15 21 WANG CHUNG/Dance Hall Days (Geffen)
- 5 5 12 22 LAURA BRANIGAN/Self Control (Atlantic)
- 35 29 23 RATT/Round And Round (Atlantic)
- 35 28 26 24 EDDY GRANT/Romancing The Stone (Portrait/CBS)
- 8 9 16 25 POINTER SISTERS/Jump (For My Love) (Planet/RCA)
- 22 19 21 26 JEFFERSON STARSHIP/No Way Out (Grunt/RCA)
- 7 14 23 27 HUEY LEWIS & THE NEWS/Heart Of Rock & Roll (Chrysalis)
- 40 33 28 GLENN FREY/Sexy Girl (MCA)
- — 37 29 JOHN WAITE/Missing You (EMI America)
- — 36 30 BILLY SQUIER/Rock Me Tonight (Capitol)
- 38 34 31 SERGIO MENDES/Alibis (A&M)
- 37 32 32 TONY CAREY/The First Day Of Summer (MCA)
- 6 13 20 33 DURAN DURAN/The Reflex (Capitol)
- — 40 34 PETER WOLF/Lights Out (EMI America)
- 39 35 35 ROBIN GIBB/Boys Do Fall In Love (Mirage/Atco)
- — 38 36 FACE TO FACE/10-9-8 (Epic)
- — 39 37 GO GO'S/Turn To You (IRS/A&M)
- 38 38 SCANDAL featuring PATTY SMYTH/The Warrior (Columbia)
- 39 39 HUEY LEWIS & THE NEWS/If This Is It (Chrysalis)
- 40 40 BILLY JOEL/Leave A Tender Moment Alone (Columbia)

Note: denotes former AIR Response Record

TO: All Managers, Producers, & Publishers

FROM: Active Industry Research

SUBJECT: Listening

AIR, the most talked about concept in radio and records is available to you. AIR insures that radio has listened to your product and delivers a report to you detailing their perception of its hit potential. AIR's sampling can also be used to zero in on album cuts to find those with the strongest hit potential.

AIR's participants are anxious to share their perceptions about your product. Currently, their accuracy level is 94%.

Alan Smith, AIR's VP and General Manager, has details on every aspect of the concept. He can be reached at (301) 964-5544.

Don't remain in the dark. Find out for yourself. Call now. The project you save may be your own!

WEEK

32

AIR Response Records

WEEK

32

Listen to the selections listed below. Decide if each has the potential to be Top 25 in the R&R National Airplay Chart. Then, call in your response to AIR at (301) 964-5544. All responses must be in the AIR offices by 5 PM, Wednesday, JULY 25, 1984.

#	TITLE	ARTIST	LABEL
2151	MOMENT OF MADNESS	SECRET HEARTS	MCA
2152	LOUISE	HUMAN LEAGUE	A&M
2153	GO INSANE	LINDSEY BUCKINGHAM	ELEKTRA
2154	IDIDN'T MEAN TO TURN YOU ON	CHERRELLE	TABU/CBS
2155	I SEND A MESSAGE	INXS	ATCO

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Contemporary Hit Radio

Continued from Back Page

BREAKERS

CYNDI LAUPER

She Bop (Portrait/CBS)

79% of our reporters on it. Moves: Up 17, Debuts 72, Same 39, Down 0, Adds 58 including Z100, 195, WLOL-FM, KPKE, KMJK, KWSS, KNBQ. Complete airplay in Parallels.

JERMAINE JACKSON

Dynamite (Arista)

71% of our reporters on it. Moves: Up 7, Debuts 37, Same 64, Down 0, Adds 60, including B104, WASH, KAFM, KDWB-FM, KHTR, KZZP, KPLUS. Complete airplay in Parallels.

NIGHT RANGER

When You Close Your Eyes (Camel/MCA)

69% of our reporters on it. Moves: Up 29, Debuts 32, Same 59, Down 0, Adds 41 including WXKS-FM, WBLL, PRO-FM, WCZY, KPKE, KWOD, XTRA. Complete airplay in Parallels.

SLADE

My Oh My (CBS Associated)

66% of our reporters on it. Moves: Up 54, Debuts 22, Same 51, Down 0, Adds 29 including WBEN-FM, CHUM, 94Q, Q105, WKTI, KOPA, KNBQ. Complete airplay in Parallels.

SAMMY HAGAR

Two Sides Of Love (Geffen)

63% of our reporters on it. Moves: Up 19, Debuts 26, Same 65, Down 0, Adds 39 including B94, PRO-FM, Z93, WHYT, Q103, KS103, KUBE. Complete airplay in Parallels.

EURHYTHMICS

Right By Your Side (RCA)

60% of our reporters on it. Moves: Up 5, Debuts 17, Same 40, Down 0, Adds 78 including CKOI, CFTR, Z93, WGCL, KMJK, XTRA, KNBQ. Complete airplay in Parallels.

NEW & ACTIVE

JULIO IGLESIAS & DIANA ROSS "All Of You" (Columbia) 127/19

Moves: Up 43, Debuts 20, Same 45, Down 0, Adds 19 including WBEN-FM, WCAU-FM, WHYT, KUBE, WFLN-FM, WBQY, FM100, WKAU, KEYN-FM, KKFM, KYNO-FM, WIGY, WAEV, WBWB, KCBN.

BANANARAMA "Cruel Summer" (London/PolyGram) 121/76

Moves: Up 4, Debuts 7, Same 34, Down 0, Adds 76 including B104, WXKS-FM, WPHD, PRO-FM, Z93, 195, Q105, WGCL, WKTI, KHTR, Q103, KMJK, FM102, KS103, XTRA.

SHEILA E. "The Glamorous Life" (WB) 121/20

Moves: Up 48, Debuts 14, Same 39, Down 0, Adds 20 including B104, WAVA, Y100, WDCC, KBFM, X104, WRVQ, Z98, KMJK, KQXR, KRSP, WIGY, KQGV, WBWB, KZ02.

CHRIS DEBURGH "High On Emotion" (A&M) 115/19

Moves: Up 31, Debuts 7, Same 57, Down 1, Adds 19 including XTRA, KWSS, WPST, Q106, WQID, WRQK, KRGV, 92X, WGRD, WRKR, KRFM, KQMG, KRQ, WSPST.

GENESIS "Taking It All Too Hard" (Atlantic) 101/6

Moves: Up 23, Debuts 8, Same 51, Down 3, Adds 6, CKOI, KAFM, WSSX, G100, WCGG, WYKS, WLOL-FM, 26-19, KOPA 4-30, WKFM 40-36, WJZR 28-23, KR0K 31-26, WKDD 24-19, KQMG 38-32, QK100 12-8, WIXV 19-13.

RICK JAMES "17" (Gordy/Motown) 85/21

Moves: Up 14, Debuts 12, Same 39, Down 0, Adds 21 including CKOI, PRO-FM, WCZY, KS103, KITS, WVSR, WB80, KXX106, WRGN, KMGX, KSKO, KTKT, WFBG, SLY96.

JOE JACKSON "Happy Ending" (A&M) 80/18

Moves: Up 6, Debuts 3, Same 53, Down 0, Adds 18 including WVSR, WYCR, WZYP, G100, WKDD, WKFR, K093, WIGUY, WKHI, WOMP-FM, KILE, WAEV, KXSS, KDZA.

SCORPIONS "Still Loving You" (Mercury/PolyGram) 72/8

Moves: Up 15, Debuts 8, Same 41, Down 0, Adds 8, WPHD, WRGN, K102, KRSP, WOMP-FM, WJAO, KFRX, KHTX, KPLUS 25-20, Q100 25-19, WOKI 37-31, KQXR 24-19, KLUK 31-25, 95XIL 39-33, SLY96 40-35.

TEDDY PENDERGRASS "Hold Me" (Asylum) 67/8

Moves: Up 29, Debuts 6, Same 24, Down 0, Adds 8, KITS, WZYP, KBFM, WKFR, KRQ, Q101, KKLS-FM, KKRC, 195 15-9, Y100 16-12, WNVZ 37-27, WHYT 23-19, KAMZ 23-17, KTFM 6-4, Z98 8-19.

MOST ADDED

EURHYTHMICS (78)
Right By Your Side (RCA)
BANANARAMA (76)
Cruel Summer (London/PolyGram)
SPANDAU BALLET (63)
Only When You Leave (Chrysalis)
JERMAINE JACKSON (60)
Dynamite (Arista)
CYNDI LAUPER (58)
She Bop (Portrait/CBS)
HUEY LEWIS & THE NEWS (54)
If This Is It (Chrysalis)

HOTTEST

PRINCE (222)
When Doves Cry (WB)
RAY PARKER, JR. (201)
Ghostbusters (Arista)
JACKSONS (127)
State Of Shock (Epic)
LIONEL RICHIE (68)
Stuck On You (Motown)
ELTON JOHN (62)
Sad Songs (Say So Much) (Geffen)
BRUCE SPRINGSTEEN (57)
Dancing In The Dark (Columbia)

SPANDAU BALLET "Only When You Leave" (Chrysalis) 66/63

Moves: Up 1, Debuts 1, Same 1, Down 0, Adds 63 including WXKS-FM, WPHD, 94Q, Z93, Q105, WGCL, WHYT, XTRA, 98XV, WB80, K107, KDON-FM, WKHI, Q104, KZ02.

QUIET RIOT "Mama Weer All Crazy Now" (Pasha/CBS) 62/8

Moves: Up 19, Debuts 4, Same 31, Down 0, Adds 8, KHTR, KWOD, WFLN-FM, WSPK, KMGK, KELL, WSOV, WHSL, WPHD 37-27, WNY5 39-35, KZZB 36-30, WOKI 35-28, WRNO 39-34, 95XIL 34-25, WIXV 38-33.

LINDESE BUCKINGHAM "Go Insane" (Elektra) 54/38

Moves: Up 1, Debuts 3, Same 12, Down 0, Adds 38 including WPHD, WFLY, WKEE, WRCK, WANS-FM, WZYP, WKDD, KMGK, K093, KSKD, KHVT, WZYP, WCGG, KILE, SLY96.

STYLE COUNCIL "You're The Best Thing" (Geffen) 51/4

Moves: Up 3, Debuts 3, Same 41, Down 0, Adds 4, K104, KLIK, OK100, KFMW, WXKS-FM on, WPHD on, KPLUS d-39, WKFM on, KZZB d-39, WZYP on, K093 36-30, KHVT on, WJBJ 35-32, KNOE-FM 39-36, SLY96 on.

SIGNIFICANT ACTION

QUEEN "It's A Hard Life" (Capitol) 40/17

Moves: Up 0, Debuts 0, Same 23, Down 0, Adds 17 including WKEE, WRCK, WKZR-FM, WJZR, WOKI, KBFM, WRNO, WKDD, KKFM, KHVT, WKHI, WCGG, KGOT, KOZE, KDZA.

TWISTED SISTER "We're Not Gonna Take It" (Atlantic) 38/29

Moves: Up 1, Debuts 1, Same 3, Down 0, Adds 29 including WPHD, Q100, WNY5, K104, WFLN-FM, 98PXV, WKFM, WKZR-FM, WHTF, KZZB, WOKI, WFLM, WRNO, WJXQ, KQXR.

ELVIS COSTELLO & ATTRAXIONS "The Only Flame In Town" (Columbia) 37/27

Moves: Up 1, Debuts 2, Same 7, Down 0, Adds 27 including WPHD, KIMN, Q100, WRCK, WHTF, KZZB, WSSX, WFMI, WJXQ, KELL, WHOT-FM, KQXR, KZ02.

GIORGIO MORODER featuring PAUL ENGEMANN "Reach Out (Track Theme)" (Columbia) 32/5

Moves: Up 1, Debuts 0, Same 25, Down 0, Adds 5, 95, FM102, Q100, WKEE, WIGY, WXKS-FM on, WPHD on-dp, Q103 on, WFLY on, WKZR-FM 39-38, WOKI on, WHOT-FM on, KQMG on.

INXS "I Send A Message" (Atco) 31/11

Moves: Up 4, Debuts 2, Same 14, Down 0, Adds 11, WXKS-FM, WKEE, WJZR, KRGV, WRKR, WRQN, WGUW, WERZ, KFRX, 99KG, KBIM, WBEN-FM 35-34, WNY5 34-30, 98PXV 40-37, WCIL-FM 34-31.

M + M "Black Stations/White Stations" (RCA) 28/1

Moves: Up 5, Debuts 0, Same 22, Down 0, Adds 1, WKFR, WXKS-FM 29-25, PRO-FM on, WCZY 37-33, WHYT 26-20, Q100 on, WJZR on, WZPL on, WGUY 32-28, WJBO 27-26, KDZA on.

NEWCLEUS "Jam On It" (Sunnyview) 24/1

Moves: Up 11, Debuts 0, Same 9, Down 3, Adds 1, 13K, B104 21-14, WCAU-FM 34-33, PRO-FM on, WASH 24-21, WAVA 19-18, 93FM 19-12, WNVZ 12-11, WHYT 33-30, FM102 21-11, KITS on, WMAR 35-28, WCIL-FM 3-1, KCAQ 23-18.

KAREN KAMON "Loverboy" (Columbia) 23/4

Moves: Up 0, Debuts 3, Same 16, Down 0, Adds 4, KMGK, KKKL-FM, KRNA, KKRC, WMAR on, WHTF d-40, WJZR on, WHOT-FM on, KQMG on, WPFM d-34, WILK d-39.

RUSS BALLARD "Two Silkouttes" (EMI America) 21/8

Moves: Up 2, Debuts 0, Same 11, Down 0, Adds 8, WHTF, KKFM, WISE, KILE, WHSL, WBNO, WAZY-FM, 99KG, WPHD on, WRCK on, WOKI on, WJXQ on-dp, KQXR 36-33, KZ02 34-31.

BUS BOYS "Cleanin' Up The Town" (Arista) 20/20

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 20 including KOPA, Q100, WJZR, WZLD, 94TYX, WOKI, KTFM, WHOT-FM, KQXR, KQMG, KHOP, WZON, 103CIR, WFOX, KCDQ.

IRENE CARA "You Were Made For Me" (Geffen) 20/15

Moves: Up 0, Debuts 0, Same 6, Down 0, Adds 15, WVSR, WHTF, KAMZ, WFMi, KRGV, KMGK, WHOT-FM, KQMG, KSKD, WFBG, 13FEA, WKHI, WAEV, KTKT, KCDQ.

CAROL LYNN TOWNES "99%" (Polydor/PolyGram) 20/1

Moves: Up 7, Debuts 0, Same 12, Down 0, Adds 1, WCAU-FM, WHTT on, WXKS-FM 39-31, PRO-FM on, Q100 on, WYCR 32-27, WSPK 39-36, WHTF 40-38, WZYP on, WFMi 40-34, Z102 27-26, KCAQ 33-31.

CHERELLE "I Didn't Mean To Turn You On" (Tabu/CBS) 19/7

Moves: Up 4, Debuts 1, Same 7, Down 0, Adds 7, WCAU-FM, WNVZ, KIS-FM, WMAR, WHTF, WGUW, WERZ, WXKS-FM d-37, WZYY on, WHYT 31-29, FM102 27-24, KITS on, Z106 35-29, KQMG 31-27.

CYOOTE SISTERS "Straight From The Heart" (Morocco/Motown) 15/5

Moves: Up 1, Debuts 0, Same 9, Down 0, Adds 5, WKZR-FM, WOKI, 103CIR, Q101, KBIM, WHTF on, KAMZ on, WFMi on, KTFM 39-35, WHOT-FM on, 13FEA on.

PATRICE RUSHEN "Feels So Real (Won't Let Go)" (Elektra) 15/0

Moves: Up 4, Debuts 0, Same 11, Down 0, Adds 0, WXKS-FM on, 195 29-20, WHYT 27-14, KIS-FM 34-33, WFLY on, KAMZ on, KHVT on, WERZ 39-32.

RONNIE MILSAP "She Loves My Car" (RCA) 14/14

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 14, Z93, XTRA, K104, WB80, WZLD, WFMi, KTFM, KELL, WHOT-FM, 95XIL, WISE, WJAD, KISR, KILE.

ANDY FRASER "Fine, Fine Line" (Island) 12/4

Moves: Up 0, Debuts 0, Same 8, Down 0, Adds 4, WRKR, KHOP, KDON-FM, WJAD, WPHD on, KQXR on, KKGV on, KFMW on.

DENIECE WILLIAMS "Next Love" (Columbia) 10/7

Moves: Up 0, Debuts 0, Same 7, Down 0, Adds 7, WXKS-FM, 195, WFLY, WVSR, KMGK, KGOT, KCAQ, WZON on, WJBJ on, WFOX on.

DIFFORD & TILBROOK "Picking Up The Pieces" (A&M) 10/4

Moves: Up 0, Debuts 0, Same 5, Down 0, Adds 4, OK100, 95XIL, WOMP-FM, WIXV, WXKS-FM on, K104 d-35, WRCK on, KELL on, WHOT-FM, WILK on.

New & Active includes songs reported by at least 50 of our CHR reporters. **Significant Action** includes songs reported by fewer than 50 but at least 10 of our CHR reporters. The two numbers following the artist/title (label) designation indicate the total number of stations reporting the record this week and, of those, how many added it for the first time this week. Moves indicate the type of activity this week; Up for upward chart movement, Same for sideways or continued uncharted activity, Down for downward chart activity, and Adds for the number of stations adding it this week. Following these numbers is a sampling of individual station activity. Complete activity can be found in the Parallels.

HERB ALPERT
TIJUANANA BRASS



THE SINGLE • BULLISH

AVAILABLE ON 7 INCH (AM - 2655) AND ON COMMERCIAL 12 INCH (SP - 12104)

THE ALBUM • BULLISH

(SP - 5022)

THE TOUR • BULLISH

PRODUCED BY HERB ALPERT AND JOHN BARNES

ASSISTED BY DEREK NAKAMOTO

AVAILABLE ON A&M RECORDS AND CHROME CASSETTES FROM BASF

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Contemporary Hit Radio

Three Weeks	Two Weeks	Last Week	Weeks on Chart	Artist/Track (Label)
2	1	1	4	PRINCE/When Doves Cry (WB)
16	7	3	2	RAY PARKER JR./Ghostbusters (Arista)
1	2	2	3	BRUCE SPRINGSTEEN/Dancing In The Dark (Columbia)
24	16	8	4	JACKSONS/State Of Shock (Epic)
15	11	7	5	ELTON JOHN/Sad Songs (Say So Much) (Geffen)
10	8	5	6	ZZ TOP/Legs (WB)
14	12	9	7	ROD STEWART/Infatuation (WB)
9	6	6	8	CARS/Magic (Elektra)
3	3	4	9	BILLY IDOL/Eyes Without A Face (Chrysalis)
38	25	17	10	LIONEL RICHIE/Stuck On You (Motown)
25	18	14	11	DAN HARTMAN/I Can Dream About You (MCA)
20	17	13	12	OLLIE & JERRY/Breakin' (There's No Stoppin'...) (Polydor/PG)
12	10	10	13	THOMPSON TWINS/Doctor! Doctor! (Arista)
26	21	18	14	KENNY LOGGINS/I'm Free (Heaven Helps The Man) (Columbia)
32	24	19	15	VAN HALEN/Panama (WB)
33	27	22	16	TINA TURNER/What's Love Got To Do With It (Capitol)
4	4	11	17	MIKE RENO & ANN WILSON/Almost Paradise (Columbia)
29	26	24	18	COREY HART/Sunglasses At Night (EMI America)
37	30	25	19	PEABO BRYSON/If Ever You're In My Arms Again (Elektra)
-	31	28	20	STEVE PERRY/She's Mine (Columbia)
17	15	15	21	WANG CHUNG/Dance Hall Days (Geffen)
5	5	12	22	LAURA BRANIGAN/Self Control (Atlantic)
-	35	29	23	RATT/Round And Round (Atlantic)
35	28	26	24	EDDY GRANT/Romancing The Stone (Portrait/CBS)
8	9	16	25	POINTER SISTERS/Jump (For My Love) (Planet/RCA)
22	19	21	26	JEFFERSON STARSHIP/No Way Out (Grunt/RCA)
7	14	23	27	HUEY LEWIS & THE NEWS/Heart Of Rock & Roll (Chrysalis)
-	40	33	28	GLENN FREY/Sexy Girl (MCA)
-	-	37	29	JOHN WAITE/Missing You (EMI America)
-	-	36	30	BILLY SQUIER/Rock Me Tonite (Capitol)
-	38	34	31	SERGIO MENDES/Alibis (A&M)
-	37	32	32	TONY CAREY/The First Day Of Summer (MCA)
6	13	20	33	DURAN DURAN/The Reflex (Capitol)
-	-	40	34	PETER WOLF/Lights Out (EMI America)
-	39	35	35	ROBIN GIBB/Boys Do Fall In Love (Mirage/Atco)
-	-	38	36	FACE TO FACE/10-9-8 (Epic)
-	-	39	37	GO GO'S/Turn To You (IRS/A&M)
DEBUT	36	32	38	SCANDAL featuring PATTY SMYTH/The Warrior (Columbia)
DEBUT	39	35	39	HUEY LEWIS & THE NEWS/If This Is It (Chrysalis)
DEBUT	40	36	40	BILLY JOEL/Leave A Tender Moment Alone (Columbia)

N&A Begin on Page 66

Adult/Contemporary

5	4	2	1	LIONEL RICHIE/Stuck On You (Motown)
2	1	1	2	PEABO BRYSON/If Ever You're In My Arms Again (Elektra)
3	3	3	3	ELTON JOHN/Sad Songs (Say So Much) (Geffen)
11	6	5	4	SERGIO MENDES/Alibis (A&M)
1	2	4	5	MIKE RENO & ANN WILSON/Almost Paradise (Columbia)
-	23	14	6	BILLY JOEL/Leave A Tender Moment Alone (Columbia)
-	21	11	7	JULIO IGLESIAS & DIANA ROSS/All Of You (Columbia)
17	11	8	8	POINTER SISTERS/Jump (For My Love) (Planet/RCA)
13	9	9	9	JOHNNY MATHIS/Simple (Columbia)
15	13	10	10	JUICE NEWTON/A Little Love (RCA)
23	16	12	11	TEDDY PENDERGRASS/Hold Me (Asylum)
18	15	13	12	DAN HARTMAN/I Can Dream About You (MCA)
4	5	6	13	LAURA BRANIGAN/Self Control (Atlantic)
9	7	7	14	ALAN PARSONS PROJECT/Prime Time (Arista)
22	19	17	15	MADONNA/Borderline (Sire/WB)
24	22	20	16	CHRISTOPHER CROSS/A Chance For Heaven (Columbia)
20	18	18	17	MICHAEL JACKSON/Farewell My Summer Love (Motown)
BREAKER	18	16	18	RAY PARKER JR./Ghostbusters (Arista)
25	24	22	19	DAVE GRUSIN/Theme From St. Elsewhere (GRP)
-	-	24	20	PAUL ANKA/Second Chance (Columbia)
BREAKER	24	21	21	GENESIS/Taking It All Too Hard (Atlantic)
7	12	15	22	DAN FOGELBERG/Believe In Me (Full Moon/Epic)
BREAKER	26	23	22	BILL MEDLEY/Still Do (Planet/RCA)
6	8	16	24	CYNDI LAUPER/Time After Time (Portrait/CBS)
8	10	19	25	ALABAMA/When We Make Love (RCA)

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AOR / HOT TRACKS

Three Weeks	Two Weeks	Last Week	Weeks on Chart	Artist/Track (Label)
10	7	3	1	JOHN WAITE/Missing You (EMI America)
14	5	1	2	BILLY SQUIER/Rock Me Tonite (Capitol)
6	3	4	3	CARS/Drive (Elektra)
11	10	5	4	SCANDAL featuring PATTY SMYTH/The Warrior (Col.)
1	1	2	5	BRUCE SPRINGSTEEN/Dancing In The Dark (Columbia)
-	25	12	6	PETER WOLF/Lights Out (EMI America)
15	12	11	7	BRUCE SPRINGSTEEN/Cover Me (Columbia)
8	9	9	8	RATT/Round And Round (Atlantic)
19	13	10	9	JEFFERSON STARSHIP/Layin' It On... (Grunt/RCA)
5	6	6	10	ROD STEWART/Infatuation (WB)
-	26	13	11	SAMMY HAGAR/Two Sides Of Love (Geffen)
4	4	7	12	CHRIS DeBURGH/High On Emotion (A&M)
20	16	14	13	STEVE PERRY/She's Mine (Columbia)
25	19	16	14	TWISTED SISTER/We're Not Gonna... (Atlantic)
-	59	29	15	HUEY LEWIS & THE NEWS/If This Is It (Chrysalis)
53	38	25	16	NIGHT RANGER/When You Close... (Cameo/MCA)
35	29	21	17	BOX OF FROGS/Back Where I Started (Epic)
2	2	8	18	JEFFERSON STARSHIP/No Way Out (Grunt/RCA)
26	17	15	19	COREY HART/Sunglasses At Night (EMI America)
22	21	19	20	WHITESNAKE/Slow 'n' Easy (Geffen)
49	32	24	21	DIO/The Last In Line (WB)
30	23	23	22	PRINCE/When Doves Cry (WB)
23	18	18	23	TONY CAREY/The First Day Of Summer (MCA)
32	30	26	24	SCORPIONS/Still Loving You (Mercury/PG)
28	27	28	25	VAN HALEN/Panama (WB)
13	14	17	26	QUIET RIOT/Mama Weer All Crazee Now (Pasha/CBS)
27	31	27	27	ELTON JOHN/Sad Songs (Say So Much) (Geffen)
BREAKER	28	26	28	GLENN FREY/Smuggler's Blues (MCA)
BREAKER	28	26	29	ELTON JOHN/Restless (Geffen)
7	11	20	30	CARS/Magic (Elektra)

Complete Tracks Chart on Page 71

Black/Urban

1	1	1	1	PRINCE/When Doves Cry (WB)
5	3	3	2	OLLIE & JERRY/Breakin' (There's...) (Polydor/PG)
2	2	2	3	TINA TURNER/What's Love Got To Do With It (Capitol)
13	8	4	4	JACKSONS/State Of Shock (Epic)
30	20	11	5	RAY PARKER JR./Ghostbusters (Arista)
15	9	7	6	KASHIF/Baby Don't Break Your Baby's Heart (Arista)
16	12	8	7	SHEILA E/The Glamorous Life (WB)
14	10	9	8	LAKESIDE/Outrageous (Solar/Elektra)
8	6	6	9	TEDDY PENDERGRASS/Hold Me (Asylum)
21	14	13	10	ONE WAY/Mr. Groove (MCA)
22	16	14	11	STANLEY CLARKE/Heaven Sent You (Epic)
3	4	5	12	PATRICE RUSHEN/Feels So Real (Won't Let Go) (Elektra)
-	36	19	13	RICK JAMES/17 (Gordy/Motown)
33	25	16	14	TIME/Ice Cream Castles (WB)
19	17	15	15	GRANDMASTER M. MEL &.../Beat Street (Atlantic/Sugarhill)
37	27	18	16	MTUME/You Me And He (Epic)
25	23	17	17	ART OF NOISE/Close (To The Edit) (Island)
-	28	20	18	BROTHERS JOHNSON/You Keep Me Coming... (A&M)
4	5	10	19	JOCELYN BROWN/Somebody Else's Guy (Vinyl Dreams)
7	7	12	20	PEABO BRYSON/If Ever You're In My Arms... (Elektra)
-	38	29	21	BILLY OCEAN/Caribbean Queen (No More...) (Jive/Arista)
-	37	25	22	LIONEL RICHIE/Stuck On You (Motown)
36	30	26	23	EVELYN "CHAMPAGNE" KING/Teenager (RCA)
-	40	35	24	VALENTINE BROTHERS/Lonely Nights (A&M)
BREAKER	25	23	25	J. KENNEDY & J. OSBORNE/The Last Time I... (A&M)
40	35	31	26	SKOOL BOYZ/Slip Away (Columbia)
12	15	23	27	DENNIS EDWARDS/...Aphrodisiac (Gordy/Motown)
BREAKER	26	24	28	LILLO THOMAS/Your Love's Got A Hold On Me (Capitol)
11	19	29	29	CHERRELLE/I Didn't Mean To Turn You On (Tabu/CBS)
BREAKER	30	28	30	SOS BAND/Just The Way You Like It (Tabu/CBS)
17	21	21	31	CAMEO/Talkin' Out The Side Of Your... (Atl. Art./PG)
DEBUT	32	30	32	RICHARD "DIMPLES" FIELDS/Your Wife Is... (RCA)
-	-	38	33	KOOL & THE GANG/Straight Ahead (De-Lite/PG)
DEBUT	34	32	34	BAR-KAYS/Dirty Dancer (Mercury/PG)
-	-	39	35	LUTHER VANDROSS/Make Me A Believer (Epic)
DEBUT	36	34	36	TYZIK/Jammin' In Manhattan (Polydor/PG)
DEBUT	37	35	37	SHANNON/My Heart's Divided (Mirage/Atco)
23	26	33	38	WOMACK & WOMACK/Baby I'm Scared Of You (Elektra)
10	13	27	39	ROCKWELL/Obscene Phone Caller (Motown)
18	22	28	40	R.J.'S LATEST ARRIVAL/Shackles (Golden Boy/Quality)