

Radio & Records

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Dileo, Anderson Promoted To VP Posts At E/P/A

Frank Dileo has been promoted to Vice President/National Promotion for Epic Records, while Gordon Anderson takes on the same title for CBS Associated Labels. Both Dileo and Anderson, who had held Director/National Promotion positions previously, report to Epic/Portrait/Associ-



Frank Dileo Gordon Anderson

ated Labels VP/National Promotion Al Gurewitz.

Dileo joined the company in 1979 as Associate Director/National Promotion for CBS Associated Labels, becoming National Promotion Director for Epic in 1980. He previously worked in promotion at RCA and Monument in national positions, and earlier served in local and regional promotion capacities at CBS.

Anderson has been National Director/Promotion for CBS Associated Labels since 1976, and joined CBS in 1969 as Local Promotion Manager for Chicago. He was promoted to Regional Promotion Marketing Manager for Chicago in 1972 and became Director/Sales & Artist Development for CBS in 1975.

URBIEL NEW WLLZ PD

Doubleday Transfers Larson To WAVA

John Larson, PD at WLLZ/Detroit since its inception in August 1980, has been transferred by parent company Doubleday to the chain's recently-acquired Washington, DC AOR WAVA. WLLZ MD Joe Urbiel, who programmed former AOR WWWW in Detroit for 1½ years, takes over the PD position at the Doubleday Detroit AOR.

Commenting on the moves, Doubleday VP/Programming Bob Hatrik told R&R, "John has demonstrated skills and abilities to execute our systems well, so we feel comfortable putting him in charge of one of our most important new properties. Joe's a Detroit native and has programmed in Detroit before very successfully. He's done an outstan-



John Larson Joe Urbiel

ding job as WLLZ's MD. We know he'll continue to increase WLLZ's growth in the market."

Larson told R&R, "I'm excited about it. It's a new challenge in a very competitive market." Urbiel stated, "It's a real battle here, with some great radio stations. I look for it to be real exciting. I feel quite positive about the working relationship with Bob Hatrik and Doubleday."

KCBS-FM Becomes KRQR, Will Go AOR

KCBS-FM/San Francisco has received official approval from the FCC to change call letters to KRQR, and General Manager George Sosson has announced the station will drop its current "classic rock" format in favor of AOR on January 25. The new format will be programmed by Dave Roberts, who joined KCBS-FM as PD two months ago.

Commenting on the format shift, Sosson told R&R, "When KSAN/San Francisco went down, it left only one AOR in the market: KMEL. ABC saw that a few months ago and decided to try an AOR approach with KSF, but

they have a couple of major problems. Our research shows KSF still has a Disco image six months after they've made the switch to AOR. Secondly, ABC has the station up for sale, so we know there isn't the commitment there that we have at CBS. KMEL is sitting there virtually unchallenged.

"Dave Roberts went on the road and spent several days listening to stations like WLLZ/Detroit and WCOZ/Boston, and gathered tapes from all over the country. What we've decided to do is take the best elements of the Doubleday, (John) Sebastian, and

ABC Acquires Watermark



ABC RADIO ENTERPRISES BUYS WATERMARK — Pictured at the official announcement of ABC Radio Enterprises' acquisition of Watermark, Inc. are (l-r): ABC Radio President Ben Hoberman; ABC Radio Enterprises VP Michael Hauptman; and Watermark President Tom Rounds.

ABC Radio Enterprises has acquired Watermark, Inc., the Los Angeles-based program supplier, for a reported purchase price of \$4 million. Current Watermark President Tom Rounds will continue in that capacity, reporting to ABC Radio Enterprises VP Michael Hauptman. Watermark will maintain its West Coast offices and production facilities.

ABC Radio President Ben Hoberman commented, "This major step forward for ABC Radio and ABC Radio Enterprises advances our objective of becoming the most important supplier of programming to the radio industry. Watermark is a company with an outstanding reputation for programming excellence, a core of dedicated professionals, and the potential to further enhance its contributions to the industry."

Hauptman spoke about how the purchase would affect the current Watermark operations: "Our intention is to operate Watermark in much the same way it has been in the recent past. It is a successful and respected company which will now have the added resources of ABC available to its operations."

Rounds added, "Watermark's present customers can look forward to the continuation of present programming services and the announcement of additional product. We are excited about this

marriage of the two most important radio companies in the nation."

Watermark, which was founded as an independent producer and program supplier in 1970, currently syndicates "American Top 40," "American Country Countdown," "The Robert W. Morgan Special Of The Week," and "Gary Owens's Soundtrack Of The 60's." ABC Radio Enterprises was established in May of 1981 as the fourth operating unit of the ABC Radio Division. Watermark is its first outside acquisition.

ABC/See Page 21

Van Dyke Exits WRKO For KOY



Charlie Van Dyke

WRKO/Boston Program Director Charlie Van Dyke has accepted the PD post at KOY/Phoenix. Van Dyke, who joined WRKO as PD in 1980 and guided the transition of the station from its long-held contemporary music format to its current Talk presentation, told R&R, "I'll miss the friends I've made over the years with RKO Radio, but the opportunity to work with (KOY President/GM and Harte-Hanks Radio President) Gary Edens, Harte-Hanks Radio, and the staff like the one at KOY is too much to resist. KOY is a legendary station dedicated to continuing leadership and that's a great atmosphere for a programmer."

Edens told R&R, "I have followed Charlie Van Dyke's career from his early days at KLIF/Dallas through his years with RKO. He is universally respected in this

VAN DYKE/See Page 21

Burkhart-Abrams formats and blend them into a nonstop rock format that will incorporate heavy ongoing research."

Roberts, who has a PhD in research, indicated the new format would indeed be supported by music and psychographic research. Further, the station plans to kick the new format off commercial-free for a month.

New staffers joining KRQR include Music Director John Russell from KZAP/Sacramento and Promotion Director Loren Charles from KOME/San Jose.

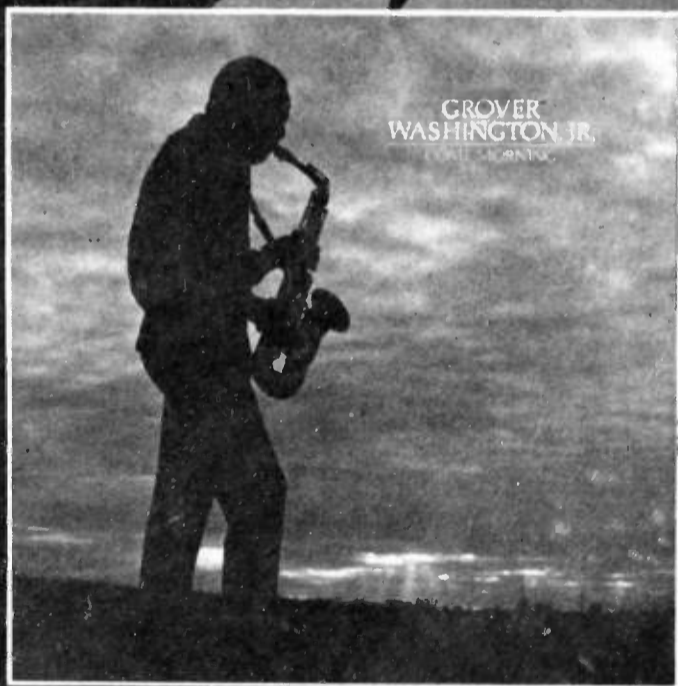
THE ELEKTRA/ASYLUM HEATING SYSTEM:



Eddie Rabbitt, Grammy Award Nominee, his latest GOLD album **STEP BY STEP** featuring the smash single "Someone Could Lose A Heart Tonight" E 47239



Pointer Sisters, Nominees for 2 Grammy Awards, their latest GOLD album **BLACK & WHITE** featuring the new hit single "Should I Do It" P 47966



Grover Washington, Jr., Nominee for 5 Grammy Awards, his new album **COME MORNING** featuring the hit single "Be Mine (Tonight)" E 47246



Mike Post, Nominee for 2 Grammy Awards, his debut album **TELEVISION THEME SONGS** Featuring the new single "Magnum P.I." E 47400

IT WORKS!!!



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**We've Moved
The Music**

R&R's New Music Section
Brings You...

- R&R's comprehensive music information in one location for greater convenience
- Music highlights from every format
- Dan Formento's "Today In Music History"
- National Format Music Adds

The Music Section

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staff

Editor & Publisher: BOB WILSON
 Vice President, Sales & Marketing: DICK KRIZMAN
 Executive Editors: KEN BARNES, JOHN LEADER
 Art Director: RICHARD ZUMWALT
 News Editor: GAIL MITCHELL
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 Computer Services Director: DAN COLE
 Assistant: LEE CLARK
 Research: JACK TOOTHMAN
 Traffic Director: ADRIENNE RIDDLE
 Washington Bureau: 1101 Connecticut Ave., NW, Suite 1004, Washington, DC 20036, (202) 486-4980
 Bureau Chief: JONATHAN HALL
 National Sales Director: BARRY O'BRIEN
 Washington Editor: BRADLEY WOODWARD
 Office Manager: VIVIAN FUNN
 Legal Counsel: JASON SHRINSKY
 Creative Consultant: MARK SHIPPER
 Associate Art Director: MARILYN FRANSEN
 Photography: ROGER ZUMWALT
 Production Director: RICHARD AGATA
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 Graphics: LT. PEARL, GARY VAN DER STEUR
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 Creative Services Director: MIKE ATKINSON
 Marketplace Coordinator: PAM BELLAMY
 Office Manager: NANCY HOFF
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 Controller: MARGARET BECKWITH
 Assistant: CAROL TAYLOR
 Circulation: JUDY LUCARELLI

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**Patton New WCXI
Program Manager**

Larry Patton, Operations Manager of WCUX-AM & FM/Grand Rapids, will become Program Manager of WCXI/Detroit early next month. He replaces Don Dixon, who stepped down from the programming post recently to devote full attention to his daily airshift at the station.

Patton commented to R&R about his joining the Golden West outlet in Detroit: "I am extremely impressed with the people at WCXI. John Risher, the VP/GM, is an excellent man. He has put together quite a staff and I am really looking forward to getting there. You always hate leaving what's happening in your present situation, especially when things have gone as well here as they have, but you can't sit still. Joining Golden West is a heck of a challenge, but I wouldn't take it if I didn't think that we could be successful. I have every confidence that with the staff and resources the station has we will be successful. It's going to be fun."

Patton, who will officially join WCXI on February 8, was not immediately replaced at WCUX. Both WCUX and WCXI are Country stations.

**Lockridge Joins
KZEW As PD**

KATT-AM & FM/Oklahoma City PD Andy Lockridge will join KZEW/Dallas as Program Director on February 1. Lockridge, who has programmed in Oklahoma City for more than four years, joining KATT in August of 1981, told R&R, "I'm excited as hell. If ever there was a town that is just like Oklahoma City, except bigger and better, it's Dallas. I feel real comfortable with the idea of moving there... the Zoo is such a legendary station.

"KATT has been real good to me. We were able to do an awful lot for this station in the short amount of time I was here. (Consultant) Jeff Pollack obviously helped quite a lot."

Prior to programming KATT, Lockridge was PD of KXXY/Oklahoma City. No immediate replacement was named at KATT.

**Savan Named KVI
Operations Manager**

Mark Savan has been appointed Operations Manager at KVI/Seattle, where he had been midday host since May 1980. He will continue in that shift at the News/Talk station, additionally taking charge of programming, news, sports, engineering, and promotion. He replaces Jack London, PD at KVI since August 1981.

Savan told R&R, "I'm excited about it. I have an opportunity to innovate some programming concepts which I think can be very effective. I pretty well know what I want to do, but I'd rather do it before I tell everybody what I'm doing."

Before joining KVI, Savan spent 13 years at KFWB/Los Angeles as host, reporter, and news anchor.

**\$800 MILLION DEAL
MAY AFFECT STATIONS**

**Coca-Cola To Buy
Columbia Pictures**

Coca-Cola has agreed to purchase Columbia Pictures Industries for about \$795 million, in a stock and cash transaction yet to be approved by both companies' boards.

The purchase may affect the course of CPI's merger with the Outlet Co., which involves five CPI radio stations and seven owned by Outlet. Under terms of the merger, which still requires FCC approval, Outlet was planning to divest some of its stations.



WKRP Marries KFMB

"WKRP in Cincinnati" Sales Manager Herb Tarlek may be unsuccessful in his continual pursuit of the beautiful Jennifer, but in real life, Frank Bonner (who plays Tarlek) was successful in meeting, wooing and winning KFMB-AM & FM/San Diego executive secretary Catherine Sherwood. The former Miss Sherwood, who was secretary to KFMB VP/GM Paul Palmer, met Bonner when the actor was visiting KFMB-TV promoting his CBS-TV show. After a courtship of 18 months, Bonner and Sherwood were married recently in San Diego with several WKRP and KFMB staffers on hand including Gary Sandy (Andy Travis) and Jan Smithers (Bailey Quarters). At left, the newly married couple is shown with Lon Anderson, who plays Jennifer on "WKRP." In the photo at right, Mr. & Mrs. Bonner surround Tim (Venus Flytrap) Reid (left) and Palmer, who both acted as ushers for Bonner.

Moorhead To Manage WNDE & WFBQ

Consultant L. David Moorhead has accepted the General Manager position at Gulf Broadcasting Group's WNDE & WFBQ/Indianapolis, replacing Ken Wolt, who was transferred to Gulf's WJMD/Washington as GM (R&R 1-15). Prior to setting up his own consultancy and production firm, LDM, Ltd., a year ago, Moorhead was West Coast Regional VP/Radio for Metro-media. Prior to that he was GM of Metro-media's KMET/Los Angeles for seven years.



L. David Moorhead

Moorhead told R&R, "Consultation has been a great experience for me. Working in L.A. was very insular and getting back to smaller markets gave me a better perspective on the

**Michaels, Buchmann
Promoted At WBAB**

Tony Michaels, Vice President/Station Manager of WBAB/Babylon, NY, has been promoted to General Manager, and WBAB Program Director Bob Buchmann has been elected Vice President of the station and its parent organization the Long Island Radio Company.

In announcing the two promotions, Franz Allina, President of the Radio Company, said, "Tony's fine work and dedication has been a major factor in the station's success. We are relying on his super drive and grasp of radio advertising and promotion to make WBAB the top-rated and top-billing station on Long Island."

"(Bob has played) a unique role in developing for WBAB the largest Long Island audience of any rock station on Long Island or in New York City."

Both promotions are effective immediately. Buchmann will continue to handle morning drive at the station.

**Musso Elevated To
Scotti Bros. President**

Johnny Musso has been promoted to President of Scotti Brothers Records, Scotti Brothers Publishing, and the companies' recording facilities. Musso, who had been Vice President of Scotti Brothers Records, joined the company four years ago after more than 20 years of executive positions with MCA, Atlantic, and Liberty.

MUSSO/See Page 21

realities of the radio business. But to me the fun of this business is actually doing it myself. So, I look forward to putting into practice what I've preached over the last year. The greatest satisfaction I get is by helping people grow, which I will now be able to do in Indianapolis."

Moorhead also told R&R that he would be "severing active ties" with his consultation/production company. Patrick McGinnis, former KMET Promotion Director, will serve as President of the production company, while no one has yet been named to fill in at the consultation level.

**Lee Arnold Becomes
WQFM PD**

Longtime AOR programmer Lee Arnold returned to radio this week as PD of WQFM/Milwaukee. Arnold had been involved in album promotion with RCA and Third Coast Records and his own independent firm.

Arnold told R&R, "The time I spent outside of radio allowed me a unique advantage: to hear a lot of radio stations. Through my record company work I was in 100 markets over the last two years, and had the chance to listen to the very best AOR's nationwide, and to do one-on-ones with the PD's of those stations. It gives me a great perspective on the state of radio."

"I feel so charged and full of energy to be returning to radio that I would hate to be going against me in the market!"

WQFM GM Ralph Barnes commented, "Lee's a heck of a personal salesman. He has an impressive track record and is very

ARNOLD/See Page 21

**Lang Promoted
To VP At Amaturro**

Lillian Lang has been appointed a Vice President of the Amaturro Group, Inc., continuing the national sales responsibilities she assumed when named Radio Group Sales Director in May 1981. She also continues as acting Station Manager of Amaturro's KMJQ/Houston, overseeing national sales at KMJM/St. Louis and Amaturro affiliates WFTL & WEWZ/Ft. Lauderdale.



Lillian Lang

LANG/See Page 21

Washington Report

Electronics Industry Favors Single AM Stereo System

Support for FCC selection of a single AM stereo system was affirmed in Las Vegas last week by the board of the Electronics Industries Association's Consumer Electronics Group (EIA/CEG).

VP/Engineering Ed Tingley explained, "You can't expect to have one system in New York, another in Chicago, and a third in Los Angeles. It would spread confusion among the public. They'd hold off buying and the broadcaster couldn't count on an audience."

The FCC has once again delayed final consideration of AM stereo, but all indications are that one of the five systems in the running will soon be recommended by the Commission staff. Little else is being said about AM stereo as a vote nears. One reason is skittishness lingering after last year's disqualification of the FCC staffer handling the issue for making an improper ex parte contact with an interested party.

AT&T Settlement May Hike Broadcaster Hassles

What will be the impact on radio stations of AT&T's agreement to sell its local telephone companies in return for the freedom to enter lucrative new markets such as data transmission?

One communications attorney says it "bodes no well" for broadcasters. The lawyer predicts sharp increases in local phone rates. Stations will deal with many more suppliers, since they will be forced to purchase local and long-distance service separately — no more one-stop AT&T service.

Also, a line problem may have to be checked out by every supplier along the route, ending the days when a single call to Ma Bell is enough to get results.

The upshot of all this, says the attorney, may be a hastening of the trend towards bypassing phone lines with satellite and microwave links.

Burden Comeback Dealt Setback By FCC

The FCC last week decided neither to approve nor deny Don Burden's application to buy KPEN/Los Altos, CA. Saying it didn't have enough information, the Commission instead ordered a hearing to gather more facts.

The decision not to decide baffled Burden's attorney, Stanley Neustadt, who said he was "disappointed." But until the text of the hearing designation order is released, Neustadt said he wouldn't know just what the Commission has in mind.

"I have Mr. Burden sitting out in California chewing his fingernails along with me, wondering what the Commission has done," Neustadt told R&R.

In 1975 Burden was stripped of five licenses after the FCC found him guilty of a "reprehensible course of misconduct." Commissioners heard oral arguments in the case last week (R&R 1-15).

NRBA Slates Management Seminars In May

The 24-hour satellite networks and a management case study on "How To Survive These Economic Times" will be the subjects at five management seminars planned in May by the National Radio Broadcasters Association (NRBA). Cities on the schedule include New York (5-13), Chicago (5-18), San Francisco (5-20), Dallas (5-25), and Atlanta (5-27).

NBMC Alleges "Marketplace Failure" In Houston

Claiming the marketplace has failed to serve the interests of Houston's black community, the National Black Media Coalition (NBMC) planned this week (1-20) to file a petition to deny the sale of KYOK/Houston to All Pro Broadcasting for \$1.5 million.

All Pro's President is former Green Bay Packers football star Willie Davis. The NBMC charges that Davis plans to drop most of the station's black Talk programming, questions the financing of 100% of the purchase price by an insurance company, and raises the spectre of mass firing at KYOK because Davis plans to bring in a former crosstown competitor as GM.

News Of The Week

In these other Washington developments last week, the FCC:

- Refused the Broadcast Bureau's request to deny the license of WPWC/Quantico, VA. Engineering errors in the station's renewal application were not meant to deceive, said the FCC, which handed down a one-year short-term renewal instead.

- Renewed WTOP/Washington's license, denying an ex-employee's claim that she was fired for seeking maternity leave.

- Cleared Doubleday's KWK/St. Louis of a local coalition's charges of poor EEO and public service performance. The station's license was renewed.

- Designated yet another United Broadcasting station, KALI/San Gabriel, CA, for a hearing to choose between it and a competing applicant.

- Denied the request of local black leaders to delay the distress sale of WTUP/Tupelo, MS until it could be assured the minority purchaser would serve the black community's needs.

- Waived its rules to let WFVR/Aurora, IL, apply for a power and frequency change to reduce interference and enhance its coverage of the city.

- Upheld its earlier refusal to make stations air announcements about agreements they reach with interest groups.

- Reconfirmed its 1980 refusal of a plea by church groups that a new "community service" program category be created.

- Proposed the use of microwave boosters when buildings or rugged terrain block studio-to-transmitter or intercity relays.

- Stopped requiring extensive documentation from lawyers and other professional seeking reimbursement from a broadcast group as a condition for withdrawing an application.

FEUDING LAWYERS IN FLORIDA

U.S. Advisor Says White House Must Tackle Cuban Problem

The time has come for American broadcasters to take the issue of Cuban interference to the White House, directly and through the Congress and State Department.

That's the view of Washington attorney Vince Pepper, who was senior advisor to the U.S. delegation to the recently concluded AM conference in Rio. Cuba stalked out of the conference, leaving massive interference problems unresolved and U.S. officials groping for a new approach.

"It's an administration matter," Pepper told R&R. "That's where the action belongs right now. That's where it's got to be."

Pepper will recommend a campaign to lobby the White House next week when he appears before the Florida Association of Broadcasters (FAB). He thinks FAB should work with other state and national broadcast associations "and present our problem to the United States government and ask what can be done to afford us protection."

In Pepper's view, a "firm and complete presentation" should be prepared, including a careful engineering analysis of Cuban interference.

He has no simple solutions to suggest to the administration, Pepper concedes. But he says only the White House can make decisions on such critical issues as existing and proposed U.S. propaganda stations aimed at Cuba.

Rio Controversy To Recur?

Also appearing at next week's FAB

meeting will be attorney Matthew Liebowitz, who went to Rio representing RAB, NRBA, and the South Florida Radio Broadcasters Assn.

Liebowitz returned complaining he was badly treated by the U.S. delegation and given little access to the proceedings. Pepper fired back by publicly criticizing Liebowitz, accusing him of having made "wild demands," and saying the U.S. delegation took "personal affront" at Liebowitz's accusations.

It's not known whether the verbal exchange between the two lawyers will spill over into next week's FAB meeting and cloud a cooperative effort on the Cuban problem. But at least some Florida broadcasters have come to the defense of Liebowitz.

WQBA/Miami GM Herb Levin told R&R, "We think he did a good job. His job down there was to keep them conscious of the problem of Cuban radio interference. And that's just what he accomplished."

NEW BROADCAST BUREAU CHIEF

Harris Pledges No FCC Programming Regulation

New FCC Broadcast Bureau Chief Larry Harris told the Federal Communications Bar Association (FCBA) in Washington this week (1-20) there will be no FCC regulation of program content under his leadership. It was his first public appearance since assuming command of the bureau last week.

Harris told his audience of communications lawyers he believes the broadcast industry is mature and is entitled to the same First Amendment freedom from content regulation that the print media enjoy. Any errors in programming judgments by

broadcasters will be corrected by the marketplace, Harris asserted. However, Harris stressed that the FCC will continue to enforce the law and the Commission's rules and regulations.

Promises An Open Door Policy

Harris pledged to make himself available to the industry, public and private interest groups, the press, and his own staff with what he called "an open door policy." A major goal of the Commission, Harris told the FCBA, will be to encourage broadcasters to develop and take advantage of new technologies.

He predicted a lot of action at the bureau in the near future, including an attack on paperwork backlogs and a restructuring of the bureau itself. While he said specific changes have not yet been decided on, Harris singled out a reallocation of resources to handle a flood of low-power TV applications as one upcoming shift.

Before Chairman Mark Fowler tapped him to become the new Chief of the Broadcast Bureau, Harris had been a private attorney specializing in common carrier matters and had served as a VP of MCI, a rival long-distance telephone company to AT&T.



DAYTIMERS' DAY IN WASHINGTON — The board of the Daytime Broadcasters Association (DBA) met last week in Washington, where some members also attended a joint industry meeting on winning passage of broadcast deregulation in Congress. Pictured (l-r) are Greg Skall, DBA Counsel; Janice Ackman, Secretary; Ray Livesay, DBA President; Fred Palmer, WATH/Athens, OH; Jim Wychor, DBA Chairman, KWOA/Worthington, MN; Mitt Younts, DBA VP, WEEB/Southern Pines, NC; Louis Malerhofer, WKMC/Roaring Spring, PA; Dana Boyd, Associate Counsel.

**BEGINNING
JANUARY 25
WE'RE ROCKIN'
SAN
FRANCISCO**

Now KRQR, the newest CBS Owned FM radio station, enters the Bay Area scene.

With music and format that add up to something altogether different.

We're bringing non-stop Album Rock to San Francisco—and we know how to make the most of it.

Less talk—more rock.

It's Northern California's new rocker—too exciting for words!

KRQR 97FM

A CBS Owned FM Station

Represented by CBS FM National Sales

Census Confirms Shrinking Household

As you move from city to city, you probably wonder why it's so difficult in some cities to find housing, especially apartments. Though the economy is partly to blame, the 1980 Census also helps to explain why. According to a recent issue of **American Demographics**, the latest census results confirm that the average household size has fallen from 3.11 persons per household in 1970 to 2.75 in 1980.

Why? Three principal reasons: (1) more people are living alone before marriage and after divorce; (2) people are opting for fewer children; and (3) there are more older women outliving their husbands. So even though the population posted an increase of 11.4 percent, the number of households rose 27 percent.

Singles Boom

Breaking it down even further, the baby boom has been responsible for a singles boom as well. The number of single persons living alone has almost doubled from 1970's 2.8 million to 5.4 million in 1979, which represents a 93 percent increase. Since 1970, women living alone and falling within the 65+ age bracket increased a dramatic 44 percent.

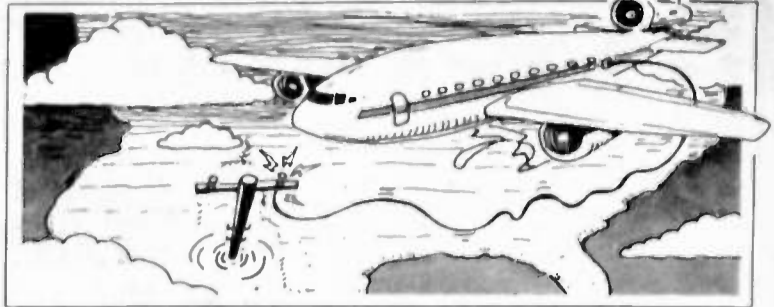
The top 50 metropolitan areas constitute almost half (46 percent of the country's households and 46 percent of the population). Households increased between 1970 and 1980 in all fifty. However, New York City posted the smallest gain in households, 0.7 percent while Ft. Lauderdale-Hollywood, FL had the most rapid household growth (86.6 percent).

Houston came in first when it came to household growth. It gained 413,000, with sister city Dallas second with 324,000; Chicago with 304,000 households placed third.

DIAL DIRECT FROM 35,000 FEET

Ma Bell Takes To The Air

Soon airline passengers will be asking stewardesses for coffee, tea or the yellow pages, please. That's right. What's been hinted at before will become reality this spring when Washington-based **AirFone** installs more than 500 telephones on eleven airlines.



Those eleven — **American, Braniff, Continental, Delta, Northwest, Pan American, Republic, TWA, United, Air One, and Altair** — will be offering travellers the additional amenity of being able to dial direct from 35,000 feet during long-haul flights within the U.S. Businessmen, especially, will be able to keep in touch on the home front and stay one jump ahead of the competition even as they wing their way across the country.

All it will take to make a call anywhere in the continental U.S. is a trusty credit card which is inserted into the unit. When the call is completed the card is released; the call is then charged to the customer's account. A rate schedule of \$7.50 for the first minute and an additional \$1.25 for every minute thereafter has been set.

Naturally, there has to be some differentiation between first and second class, telephones notwithstanding. First class passengers are accommodated by the added convenience of having the phones placed next to their seat when a call is made. Second class ticket holders must pick up the unit and carry it back to their seats. At this point, passengers do not yet have the capability to receive calls. Maybe that's next on the drawing board.



ABC, CBS, RCA LEAD PACK

Top 100 Media Companies Ranked

Advertising Age recently listed the top 100 media companies. Not surprisingly, the top three are also the three major networks: **ABC; CBS; and RCA** (including **NBC**). The remainder of the top 10: 4) **Time Inc.**, 5) **S.I. Newhouse & Sons**, 6) **Gannett Co.**, 7) **Times Mirror**, 8) **Hearst Corp.**, 9) **Knight-Ridder Newspapers**, and 10) the **Tribune Co.**

ABC showed \$2.2 billion in 1980 revenues followed by CBS's \$2 billion and RCA with just over \$1.5 billion.

S.I. Newhouse posted an estimated \$1.25 billion. Others in the top 10 with radio outlets: Gannett, just under \$1.2 billion; Hearst, an estimated \$1.1 billion; and the Tribune with \$1.05 billion.

Other major media firms with radio station assets and showing up in the top 100 included: **Capital Cities Communications** (17),

Metromedia (20), **Meredith** (21), **Cox Broadcasting** (24), **Harte-Hanks** (26), **Westinghouse** (27), **Landmark Communications** (39), **Multimedia** (44), **A.H. Belo** (46), **General Electric** (47), **General Tire and Rubber (RKO)** (51), and **Viacom** (59). Prior to selling some of its radio properties to **Surrey, Charter** came in at a respectable 23.

MCA, Polygram Raise Singles Price

After recent announcements by **RCA** and **WEA**, **MCA** and **Polygram Records** are following suit and adopting a \$1.99 price policy on all new single product.

Software Package Cuts Ratings Analysis In Half

For those radio stations currently using or considering computers, there is a new software package available called **RECALL** (Research to Explore and Chart Audience Listening Levels), designed and serviced by fifteen-year radio vet and major market programmer **Dr. Roger Skolnik**.

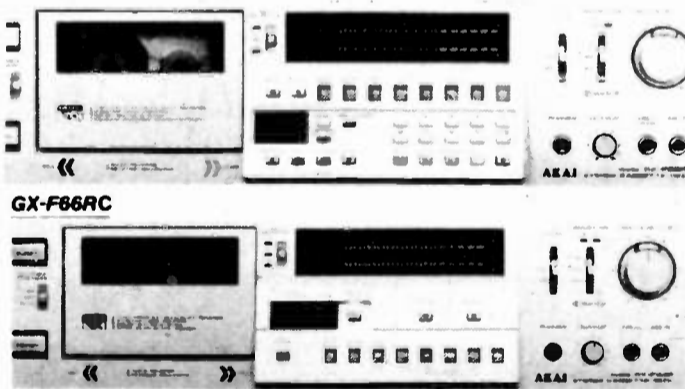
RECALL essentially helps you organize and understand the key data supplied by **Arbitron** as it pertains to your station and its market standing. What used to take days to do by hand can now be done in several hours, and at a glance you can see your station's strengths and weaknesses.

You can compare up to four stations for each demo or analyze four rating books simultaneously. Key numbers from the book can be entered and stored permanently on disks. Once the numbers are entered, the program offers you a wide range of information: from time spent listening to quarter hour distribution, from cume percent reached to cume/average quarter hour/time spent listening comparisons, from audience turnover to audience error estimates. That's just the tip of the iceberg. Each individual analysis can be monitored in one of two ways — as a set of tables or as color bar graphs. Or extensive printouts can be provided.

Though available now for **Apple II** microcomputers, **RECALL** is adaptable for use on others. The package costs \$750 and includes a 100-page manual and support consultation.

For further information about **RECALL** and other radio-related software packages, contact **Media Service Concepts, Inc.**, 1713 N. North Park Avenue, Chicago, IL 60614; (312) 951-2680.

Akai Intros Quick Reverse Cassette Decks



GX-F44R

Two new quick reverse cassette decks, the **GX-F66RC** and the **GX-F44R**, have been developed by **Akai America**. Both decks feature **Dolby B/C** noise reduction systems as well as automatic reverse, which lets you record and play back on both sides of the tape with negligible loss of fidelity.

Other convenience tools include **Intro Scan**, which gives you quick tape review and easy location of certain songs; and **Blank Search**, which seeks out unrecorded portions (over three minutes) of tape. Tape bias and equalizer levels can be set precisely via automatic tape selection while the automatic play feature (one side, both sides or continuous play) also comes in handy.

The **GX-F66RC** comes equipped with a **Random Program Search System** controlled by microcomputer. Once in operation, you can choose, in any order, up to 20 programs from the 99 possible selections on each side of the cassette. Suggested price of the **GX-F66RC** is \$575; for the **GX-F44R**, \$475.



- **BILL DALTON NAMED VP/GM AT WNEW/NEW YORK** — Susan Breakefield replaces him as WASH/Washington VP/GM
- **CHARLIE LAKE BECOMES PD AT KSLQ/ST. LOUIS** — Moves from PD at WPEZ/Pittsburgh
- **NUMBER ONE FIVE YEARS AGO: "Blinded By The Light"** — Manfred Mann's Earth Band (WB)
- **NUMBER ONE COUNTRY: "Let My Love Be Your Pillow"** — Ronnie Milsap (RCA)
- **NUMBER ONE LP: "Hotel California"** — Eagles (Asylum)

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WDMT-FM

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Early Reaction:

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- **WDOQ Daytona - Rick Knight - 'Strong local sales & requests!'**
- **KHRT Tucson - Rich Brother Robbin - 'Strong Requests after one week of play!'**

Stations Include:

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WKTU	WSGF	KOOK	WAEZ	KVOL	KGIR	KLSS-FM	95SGF
KINT	3WD	WRFC	WCKQ	KMLB	WOOS	KTOE	WAAK
WDOQ	WFLB	WEVA	WLEC	KDAO	WQBX	KRSS	WXXQ
KXFM	WQBA	WJAD	WMPO	WDBR	WEIR	WMFR	KKEZ-FM
V103	WGMB	WGAA	WKNX	WVIC	WNEU	WTNY	KLEE
KZFM	WKHI	WALG	WHSB	KCPI	KMKF	WNSL-FM	WTAW
KERN	WOVO	WOOF	WRRK-FM	KOWB	WAGQ	WQLK	
KPRS	WLCS	WHRK	KVAA	KROC	KLUF	WDLV	
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Thomas Gatewood Peter Marcus

VP/Director of Affiliate Services **Kenneth Harris** has restructured his department, naming two regional managers to newly-created director posts. **Thomas Gatewood** becomes Director of Affiliate Services for **RKO ONE**. **Julie Spira**, former Manager of Affiliate Services overseeing all three **RKO Networks**, assumes the same position for **RKO ONE**, also handling **RKO Radioshows** for **RKO ONE** affiliates.

Also, **Peter Marcus** has been upped to Director of Affiliate Services for **RKO TWO** with Los Angeles account executive **Barbara McMahon** moving to New York as Manager of Affiliate Services for **RKO TWO**, also responsible for the **RKO Radioshows** for **RKO TWO** affiliates.

Weedek Radio Network

Effective February 1, the six-hour weekly "Charlie Tuna Show" will be produced, distributed and marketed by the **Weedek Corporation**. For the past two years, the program had been marketed by **Wolfman Jack's Audio Stimulation Co.** Tuna also hosts Weedek's "Inside Music." For more information about either show, call collect (213) 462-5922.



A new organizational structure has been devised to meet the needs of all six **ABC Radio** networks and their increased emphasis on special programming.

President **Ed McLaughlin** will head the management team of five VP's: **Robert Chambers**, VP/Market Development; **Kent Coughlin**, VP/Engineering and Program Operations; **Louis Severine**, VP/Director of Sales; **William Battison**, VP/Planning, Finance, Administration and Satellite Development; and an as yet unnamed VP/Network Operations. The six networks will also work closely with **ABC Radio News** under the leadership of VP **Robert Benson**.



NBC Radio

Bill Temple has become VP/Finance & Administration; he's been at **RCA** for several years as Marketing Director.

The **Oak Ridge Boys** will debut new material from their new LP on an upcoming "Country Sessions" show. Taped in Nashville, the show airs January 23-24.



ABC Contemporary

WKUT/New York becomes an affiliate of the Contemporary Network. The station succeeds **WABC/New York**, now with the **ABC Information Radio Network**.

Cosmic Muffin, Inc.

Lois Love has been named President of the company which handles radio astrologer **Darell Martinie**, better known as "The Cosmic Muffin." During the past four years, Love held the Northeast Promotion Director post at **Arista Records**.



"The Story of Country Music" is slated to air March 15, utilizing 1000 song titles, 500 interview clips, and the narration talents of **Ray Willie**. The 48-hour show chronicles the history of country music from its early beginnings to the present. One highlight will be the final results of a poll of 150 Country program directors conducted by **TM Special Projects**. Each programmer was asked to list those country songs which are the "most significant of all time." Final results of the poll will be compiled into a top 30 countdown. So far, according to VP/GM **Neil Sargent**, the artist with the highest number of "significant" songs is **Jim Reeves** with three out of the top 15.

WESTWOOD ONE

Eight concerts in three formats are scheduled to be broadcast on over 800 stations nationwide next month. The rock series, "In Concert," features **Loverboy** and the **Rockets** the week of February 1 with the **Outlaws** set for February 15. "The Budweiser Concert Hour" offers host **Aretha Franklin** the week of February 8 and the **Jacksons** on February 22. And beginning the week of February 1, "Live From Gilley's" will present a roundup of four live concerts with **Ray Stevens**, **Johnny Paycheck**, the **Burrrito Bros.**, and **John Anderson**.



The "Super Bowl XVI 20-part Weekend Special" is scheduled January 23-24, featuring the talents of sportscaster **Win Elliot**. Besides game actualities and interviews, the show will highlight great moments in Super Bowl history. The special will segue in to the network's live broadcast of Super Bowl XVI with **Jack Buck** and **Hank Stram**.



ABC Information

Prior to President **Reagan's** State of the Union Address on January 26, the network is broadcasting a nine-part series "State of the Union: An Inside View," from January 18 through 26. Hosted by ABC News correspondents, the program focuses on major issues including the economy, foreign affairs and defense. ABC News will present the President's address live.

Total Service Programming

Tim O'Keefe has been named Head of Sales for **Total Service Programming (TSP)**. He was the former Director of Sales at **Creative Radio**. O'Keefe will be responsible for national/international sales and marketing for TSP's "No. 1 Country" special. The 36-hour program covers every number one charted song since 1948, including comments and interviews from the people who were there. **Larry Scott** serves as host.

For more information, call (213) 841-0961



Sources at **UPI Radio Network** were calling the news of a possible merger with **National Public Radio** a "non-story" last week. A blurb first appeared in an advertising trade paper and was later picked up by the **AP** wire and carried by the **New York Times**, **Washington Post**, and **Los Angeles Herald** among others. While the **NPR** Board did take up the matter in Austin last week, they merely voted to continue to explore the possibility — something they've been doing for almost a full year.



The net is set to air live exclusive play-by-play broadcasts of the 1982 **NBA All-Star Game** on Sunday, January 31. Coverage begins at 12:45pm with **Tony Roberts** and **Hubie Brown**, former Atlanta Hawks coach, handling play-by-play and color commentary.



This week Washington, D.C.-based **Pubsat** tied the knot with Westar satellite providing audio "press releases" to radio broadcasters. These pre-recorded PR spots are the products of partners **Tom Tucker**, **Tucker-Roberts Associates**, and **John Sullivan**, Falls Church, VA. Each one-minute spot will cost approximately \$300.

Similar to the Western Union public relations newswire, this service is said to be easier and cheaper than using the mails or telephones for audio tape distribution. Fifteen minutes have been subleased on Westar which also sends out **NPR** programming. Radio stations utilizing this service will receive the recordings from their local **NPR** affiliates.



Charles Downing has been appointed Director/Sales for the network. The former **NBC Radio** account executive rejoins the company after a recent stint as Sales Manager of "The Wall Street Journal Report."



MCCARTNEY GOES TO THE SOURCE — Mike McCartney, Paul's brother, was in New York recently talking about "The Macs," his new book which details the Beatles' early days. Portions of his interview will be used in future "Today In Rock History" features. Shown chatting are (l-r) Mike McCartney and producer/host Dan Formento.

Reps



A new office has been opened in Seattle at 300 Elliott Ave. (Suite 210). Zip: 98119), 206-285-1217. **Bruce Pollock** has been promoted to Manager of the new office.

MAJOR MARKET RADIO SALES

WTFM/New York has been added to the firm's client roster.

In a continuation of a trend Major Market reported at the end of last year's third quarter, the firm said spot advertisers in 1981 requested the 25-54 demo more than any other. A computer analysis of over 10,000 avail requests showed this demo was sought 32.5% of the time — up from 28.7% in 1980.



McGAVREN GUILD RADIO

The firm has begun representing the following **Stoner Broadcasting** stations: **WNBF & WQYT-FM/Binghamton, NY**; **WYRK-FM/Buffalo**; **KHAK-AM & FM/Cedar Rapids, IA**; **KSO & KGGO-FM/Des Moines**; and **WGNT/Huntington, WV**.

Other new clients are **WDEN-AM & FM/Macon, GA**; **WWSW/Pittsburgh**; **KNIN-AM & FM/Wichita Falls, TX**; and contemporary Country **WRNL** and Rock **WXRL**, sister stations in Richmond.



Christina Haynes has been appointed Research Supervisor. She has been with the firm for over two years, most recently as Research Analyst.



DRAKE-CHENAULT, MOFFAT JOIN FORCES — Drake-Chenault and Moffat Communications have reached an agreement to syndicate the "Weekly Music Magazine" throughout Canada. Pictured following the announcement are (l-r, standing): **Mark Goodman**, producer; **Greg Haraldson**, host; (seated, l-r) **James Kefford**, President of Drake-Chenault; **B.J. Anderson**, VP/Marketing, Drake-Chenault; and **Keith James**, VP of Moffat Communications.

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VIDEOSCOPE:

JEFF KING

News From CES

The biggest news was that Warner's Home Video revised its rental program. New program now allows for sliding scale rentals and some cassettes are available for rental and sale. Response from one dealer: "Very confusing." Overall reaction from most dealers: negative. MCA announced an overall price increase at CES of from 6% to 14% across the board to cover rentals. While the majority of dealers at the show approve of this type of surcharge to cover rentals rather than a direct participation or lease situation (ala Warners, Magnetic Video, and Columbia), some did voice concern at the salability/profitability of cassettes carrying a \$100-plus price tag. . . . Nostalgia Merchant also raised its suggested list prices from \$54.95 to \$59.95 to cover the growing rentals, which amounts to a \$3.00 increase (7%) on the wholesale price.

Distributors and retailers also staged scheduled and impromptu meetings at CES with the idea of forming effective trade organizations. Weston Nishimura of Video One Video in Bellevue, Washington commented that the distributor meeting was "very beneficial." An impromptu retailers meeting garnered a lot of irate dealers and shouting was much in evidence. While the meetings allowed retailers to vent their anger at some rental plans, their long-term effectiveness is up in the air. End result: no effective trade organizations with long-term plans for video retailers and/or wholesalers have been organized.

Year Of Independents?

"1982 will be the year of the independents," said Denny Thomas of Thomas Video in Detroit. Thomas, who operates three stores, noted that retailers and distributors will align themselves more with the independents like Media Home Entertainment, Nostalgia Merchant, Wizard Video, etc. Reason? Better profit margins, the independents generally plan only to increase prices slightly to compensate for rentals, and no minimum purchase requirements. Also the independents are offering some very healthy competition to the majors: i.e., Wizard Video just released "Texas Chainsaw Massacre," which insiders are saying will be a very big hit on cassette, Thorn EMI's catalogue of staple classics, "Cannonball Run" from Vestron . . . and more John Waynes and sci-fi classics from Nostalgia Merchant. Mike George of Gilbert Electronics, a Houston-based distributor, plans to specialize in independent product in 1982. "I can't afford the minimum buy-ins forced on me by some majors," said George, "and, besides, I generally have a bigger distributor margin from the independents."

A Change In The Crowd

The manufacturers noted that this year's CES crowd differed considerably from last year's. The 1981 show produced a bumper crop of potential video retailers anxious to get in on the video boom. Majority of attendees this year were already in the business. Effect: a more stable retail marketplace. Look for retailers to start looking for better terms, more co-op, and other little goodies from manufacturers in 1982.

Remember The Disc?

While some retailers expressed satisfactory sales of the disc (both CED and laser) most interviewed felt that the disc has fallen short of their expectations. Product delivery is still a big drawback, but consumer awareness coupled with lower VCR prices (under \$600 in Los Angeles) and cassette flexibility does not spell an easy 1982 for disc.

Jeff King is an experienced video journalist and professional who covers developments in the world of video for R&R. He can be contacted c/o R&R, 1930 Century Park West, Los Angeles, CA 90067.

Pro:Motions

Wood Appointed Nat'l Sales Manager At E/A

James Wood has been named National Sales Manager/Country at Elektra/Asylum. Prior to assuming his newly-created position, Wood had been a WEA sales manager, covering the Memphis/Nashville area. His duties include overseeing national accounts and the advertising/merchandising campaigns of the label's country roster. Wood will be based at E/A's Nashville office.



James Wood

Chatman Appointed Nat'l Promo At Hammond

Priscilla Chatman has been named National Promotion Director at John Hammond Records, working specifically with associated label Zoo York Recordz. She began her record career with Salsoul Records, later moving to her most recent position as Artists Development Director for Philly International and affiliate label T.S.O.P.



Priscilla Chatman

Gardella Named GSM At WICC

Ray Gardella has been appointed General Sales Manager for WICC/Bridgeport, CT. During the course of his radio industry career, Gardella has been associated with NBC Radio, Arbitron, and the Eastman radio rep firm.

Lowery Launches Logos Label

Logos Records, Atlanta publisher Bill Lowery's new independently-distributed label, will deal specifically with contemporary Christian/gospel music. An album titled "Free" by singer/songwriter Howard Chadwick is the label's first scheduled release. Atlanta-based Tara Records and tapes will oversee initial distribution for Logos which is based out of the Lowery Music offices in Atlanta.

White Upped To Western Regional Promo At EMI/Liberty

Michael White has been promoted to Western Regional Promotion Manager at EMI America/Liberty Records. For the past three years White was the Sales/Merchandising Coordinator for Capitol.

Smith Named Controller At Harte-Hanks Radio

Robin Smith has been appointed Controller of Harte-Hanks Radio. Prior to her new post, the Arizona State University grad and CPA worked for the public accounting firm of Arthur Andersen & Company.



Robin Smith

McCadden Upped To GSM At WCAU-AM

Bill McCadden has been elevated to the post of General Sales Manager at WCAU/Philadelphia. Most recently the station's Local Sales Manager, McCadden has served in various capacities including account executive at competitor WIP and Music Director at WCAU prior to that.

Burkhlimer New VP; Quartararo Takes Regional Promo At RCA



Don Burkhlimer



Phillip Quartararo

Don Burkhlimer has been appointed Division VP/Artist Relations at RCA Records. The former VP/Marketing and Talent Acquisition, International is a 27-year veteran of RCA excepting a two-year stint with Famous Music.

In other company related activity, Phillip Quartararo has been named Regional Promotion Manager. He had been with A&M Records for six and a half years as Local Promotion Manager.

Brown Named VP/GM At WQUA & KRVR-FM

Ken Brown has been appointed VP/GM at Mid America Media's WQUA/Moline, IL and KRVR-FM/Davenport, IA. Brown was most recently Manager of the company's WSWT-FM/Peoria, a post he had held since 1976. Prior to that he had been Production Director at sister station WIRL.

Brown replaces Sam Bakke, who left WQUA to pursue a business venture in Texas, and John Flambo, late of KRVR, who assumed ownership of radio stations in Muscatine, IA.

Morrow Promoted To Nat'l Sales Mgr At E/A

Joe Morrow has been upped to the newly-created position of National Sales Manager, Special Markets at Elektra/Asylum Records. Morrow's past experience includes his recent stint as E/A's West Coast Regional Marketing/Promotion Coordinator, Special Markets and, prior to that, a national sales/marketing post at Vee Jay International. Based at the label's main office in Los Angeles, he will report to Lou Maglia, VP/Sales.



Joe Morrow

Hooper Forms South Side Management

Kathy Hooper has announced the formation of South Side Management, a Nashville-based management firm. Hooper was formerly Director/Creative Services of Top Billing International/Nashville. South Side's first client is Elektra artist Helen Cornelius.

Rawson Elevated To Controller For United Broadcasting

Art Rawson has been appointed Controller for the United Broadcasting Company (UBC). An eight-year veteran of UBC, Rawson most recently served as Assistant Controller for the firm.

Adams Becomes GSM At KYA/KLHT

Perry Adams has assumed the General Sales Manager post at KYA & KLHT (K-LITE)/San Francisco. He formerly held a similar post at neighboring KNBR.

In a related announcement, KYA/KLHT Marketing Director Gary Fiset has been upped to National Sales/Marketing Director. Together, he and Adams will coordinate the national sales effort for both stations.



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Ratings & Research



JHAN HIBER

Cross-Country Critique

Have you ever done a nationwide aircheck? That's virtually what I did recently on a cross-country drive, from Washington, DC to Monterey, California (with several notable intermediate stops as listed below). On my drive I listened to a lot of radio and dictated my reactions to what I heard into my pocket secretary. As your thoughts may be turning to gearing up for the spring book, it occurred to me that my observations might be useful reminders. What's right, and what's wrong with radio USA? From a research/ratings perspective, my feelings follow.

The Master Plan

Being a good kid, I agreed to drive my mother's 1977 Chrysler Cordoba (complete with "rich Corinthian leather") from DC to Monterey. She was retiring from years as a producer at the Voice Of America and was relocating to the Monterey area. "Black Beauty" was serviced for me, and I planned a five-day trek across some of America's main highways, such as Interstate 70. A leisurely cruise at low altitude would help me unwind from some severe partying in DC over the holidays. What could go wrong?

Well, among other things, in the middle of a hellacious snowstorm near Santa Fe, NM, the entire front end decided to fall apart. I limped into Albuquerque, gave the mess to the guys at Rey's Exxon (good folks), and flew back to California. Several days later I returned to New Mexico, and resumed the trip, eventually landing in Monterey.

One good thing about the trip was the radio in the Cordoba. The AM had good range and the stereo was cooking, helping to keep me alert as the cruise control propelled me at slightly less than warp speed. As I tuned to you folks I made notes into my recorder, comments on how the stations — both AM and FM — presented themselves.

Who Are You?

One thing I discovered as I blazed a trail westward was that there is a conspiracy going on among many radio stations. There seems to be a plot to keep the listeners guessing about which station they are listening to. For example, on the first day of my drive (December 30) I was cruising through Pennsylvania and listened for a half-hour to "The Valley's Favorite" radio station. Maybe everybody in that county knows what's going on but I never did find out what were the call letters of "The Valley's Favorite." Made me wonder how long the station might stay the "favorite."

In contrast, WTTR/Westminster, MD did a good job of giving frequent ID's without being oppressive about it. In Hagerstown, I chuckled as I noted that WARK was still using the "15WARK" logo that I suggested to them years ago when I was Assistant to the President of the Rau group that owns the station.

As I sallied forth into the Midwest the pattern continued. Too many stations were not remind-



"There seems to be a plot to keep the listeners guessing about which station they are listening to."

ing the listeners what they were listening to. Don't assume that your audience knows what your calls are — you'll lose diary credit and ratings if you the listener has to wonder "who are you?"

By the way, some stations these days are using "catchy" logos such as "Kiss." One of the best uses of that type of ID was in Indianapolis where WIKS often mentioned that it was "WIKS Kiss 99," giving the audience three identifiers to latch onto, including the all-important calls.

AM Vs. FM

One interesting aspect of station identification had to do with AM stations ballyhooing that they were AM entities. In DC WMAL phrased it "AM 63" since the station is located at 630 on the dial. Further west, stations at the higher end of the dial, such as WTTR at 1470, used "AM 1470." In Albuquerque the approach was different. KOB-AM never referred to itself as "AM" but let the less well-established KOB-FM make hay with the "FM" reference.

Mediatrend Tests Unlisted

Media Statistics, Inc. is making an effort to sample the significant number of households with unlisted phone numbers. Tests are currently being done in Los Angeles, and if all goes well Mediatrend reports may soon be affected by the new methodology. A variation of random digit dialing will be used to generate potential working numbers.

GOALS Meets On Four-Week Cume

The RAB's GOALS Committee met this week to tackle the topic of including four-week cume figures in ratings books. According to RAB VP Dick Montesano, "Inclusion of the four-week cume data would give radio a great tool to use against newspapers." Arbitron is looking for ways to include four-week cumes in its local market reports.

Birch Report Advances Available

The Birch Report has come up with a new way to release advance ratings to its clients. According to Tom Birch, stations will now be able to place an order for advances and for the cost of an expedited mail or express delivery service receive the numbers overnight. "This will allow us to get the numbers to our clients the day after they are produced," Birch told R&R, and he added that the mail cost should in many cases save stations money over having to phone in for the numbers.

Surrey To Debut MAX

Surrey Research President Bob Lowry tells R&R that his firm is exploring ways to further the music research business. Surrey calls its approach "MAX," or Music Acceptance Examination. In testing phase now, MAX may debut at the NAB Convention in April.

What to make of all this? First, there appears to be genuine concern that listeners know which band a station is carried on. With the AM-FM

KDKA/Pittsburgh.

At the risk of being heretical, let me suggest another approach. First, let's not assume that folks over 35 are over the hill. The 35+ demos used to be referred to as the "CBS demos" because of the older skew of that network's audience. However, there are a lot of youthful, affluent adults just now entering that 35+ cell. I am one. In fact, I hereby rename the 35+ demo the "Baby Boom" demo and invite the rest of you born during or after 1946 to join me. We are where the sales messages will be targeted in the next several decades.

Since 35+ will now become a more attractive sales demo, stations that naturally skew that way will not have to try and cater exclusively to a 25-34 audience any more. Gearing a sales staff to realize the economic power and the demographic impact of the 35+ group will be the real key.

Good Vibrations

Musically, I enjoyed the cross-country sojourn tremendously. WPGC and WRQX were battling in DC. WLWQ/Columbus, OH played a great half-hour of Seger, and KLZ/Denver struck me as one heck of a Country station. I must admit I heard Hall & Oates 3345 times, and enough year-end countdown shows to last me for many moons.

In summary, the national tour was a worthwhile one. Perhaps I've listed some tips that can help you in upcoming sweeps. In the meantime, it was a treat to be at ground level with the industry I serve rather than flying over as I so

columns in the diaries this is an especially important item.

Next, I'd suggest that stations that are above 1100 on the AM dial don't have to rely on an ID that mentions AM constantly. There is nothing on the FM dial that could be confused with 1250, 1470, or whatever, so that concern need not be too much of a problem. However, if for example, your station is at 990 and you refer to "Radio 99" in some fashion, be sure to mention AM.

Finally, if your AM and FM calls are identical — and there are no corporate political problems — I'd suggest changing the calls of whichever is the weaker of the two stations.

An example of this happened in San Francisco recently. George Sosson, VP/GM of what was then KCBS-FM, asked me to render an opinion concerning whether or not his station should change calls. I've noted that the station has subsequently become KRQR and can now carve out its own identity.

Sales Perspectives

One item noticed on my cross-country jaunt

Q&A

Walt Howard, PD of KNIN/Wichita Falls, TX, called to ask "How would you compare the results of an 'Audioscan' ratings survey to the data from Arbitron?"

Audioscan, which measures the frequency to which car radios are tuned, differs from Arbitron in many ways. There is no measurement of at-home listening, AM stations are likely to do better than FM due to in-car penetration, and there is little detailed demographic information produced. Arbitron's procedures are audited annually by the Broadcast Ratings Council, while those of Audioscan are not.

"I hereby rename the 35+ demo the 'Baby Boom' demo and invite the rest of you born during or after 1946 to join me."

was the attempt by MOR stations to edge into the Adult/Contemporary niche. The usual approach was to inject more "contemporary" music into the mix, hoping to attract a younger and implicitly more salable audience. WMAL in Washington struck me as an example, as did

often do on my way to consult or give a speech. Thanks for the good sounds — and to the majority of you who do your jobs professionally, keep up the good work!

Now I've got to talk to Ricardo Montalban and Lee Iacocca about a slightly used 1977 Cordoba.

Fulfilling Your Demographic Needs

"Chariots of Fire" VANGELIS

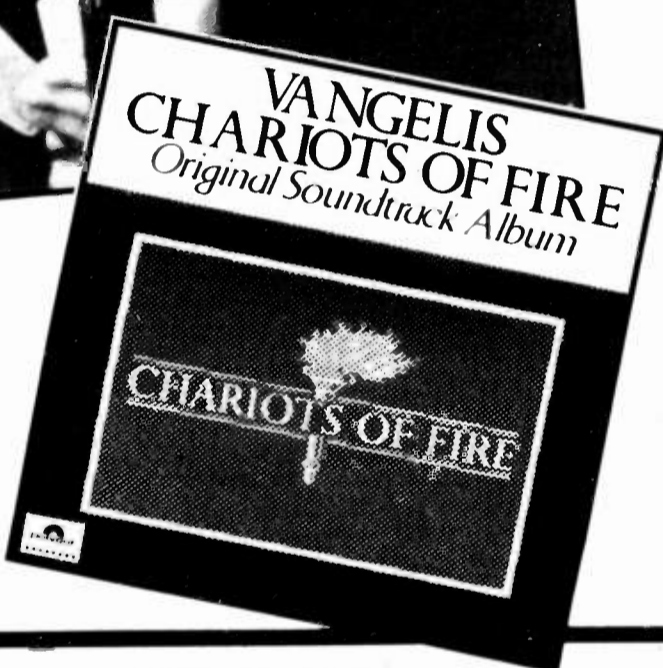
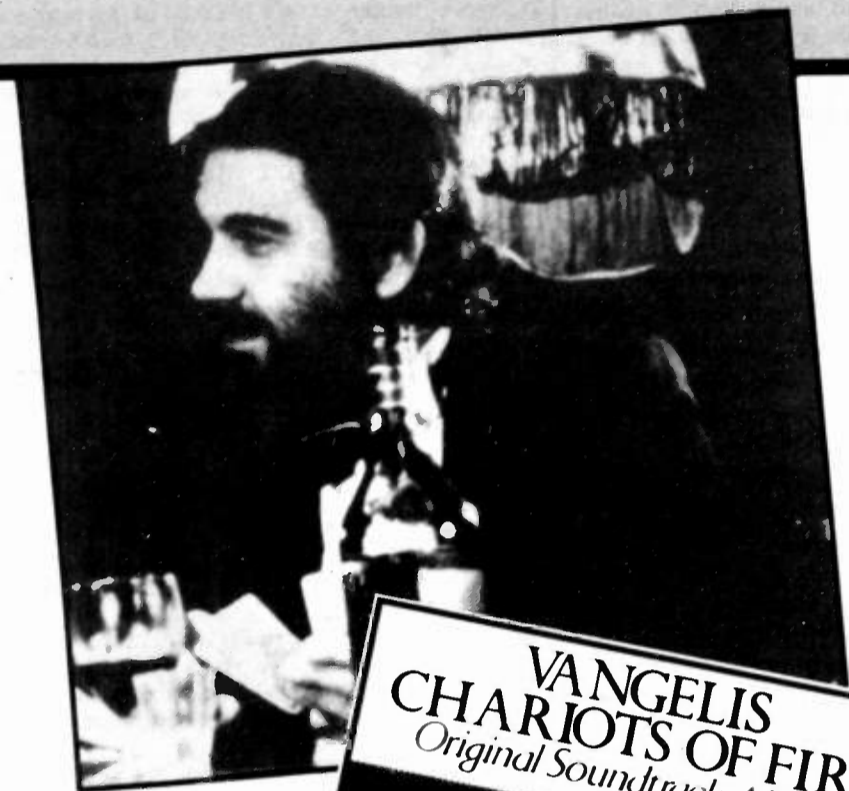
CHR

WIFI add
 JB105 add 35
 Q105 add 30
 CKLW add
 KRLA add
 KFI on
 KIIS-FM on
 KJR 20-18
 KYYX 28-24
 KIMN on
 KZZP add 30
 WKRZ-FM on
 K104 17-11
 KZFM deb 28
 KINT deb 32
 BJ105 add

WOKI on
 KJ100 add
 WVIC 26-25
 KJRB deb 30
 KNBQ on
 KBBK add
 KCPX deb 37
 WJBQ deb 40
 WTSN on
 WHEB on
 95XIL 31-27
 WFOX on
 WFLB on
 KCBN 32-26
 KOZE 21-18

A/C

WLTA	WERC	K108
WSB	WBT	KSL
KULF	WMAZ	WKZE
WOMC	WRVR	WSKY
KMBZ	WSM-FM	WLVA
WCCO	WAKR	WORG
KEX	WHBC	KFOR
KING	WHIO	WSGW
WIP	WIBA	KFQD
WRIE	WQUA	KADE
WELI	KAFY	KBOZ
WGY	KBOI	KMED
WGAC	KUGN	KOLO
KOLE	KWAV	KRKK



"Take Off" BOB & DOUG McKENZIE

CKLW add
 WGCL add
 WTRY add
 WKRZ-FM add
 WOKI add
 WBCY add
 WANS-FM add
 WVIC add
 WIKS add
 FM103 add
 WISE add
 WRKR add
 WCIL-FM add
 KFMZ add
 KDZA add
 KYA add

WJXQ 24-20
 K96 deb 19
 WOMP-FM deb 27
 WZYQ deb 25
 KRNA 24-14
 KDVV deb 21
 KOZE deb 30
 3WT
 WJDX
 CK101
 KJRB
 KRQ
 Q104
 WSPT
 WTRU
 KWLO



R&R AOR CHART - 35-31 - 25



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 PolyGram Records

RATINGS REPORT

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ARBITRON RADIO

**"TONIGHT"
IS TODAY'S
HOTTEST RECORD!**



**"Tonight
I'm Yours
(Don't Hurt Me)"**

**ROD
STEWART**

**#1 MOST ADDED SINGLE
OF THE WEEK**

CHR NEW & ACTIVE

✓ **ROD STEWART "Tonight I'm Yours
(Don't Hurt Me)" (WB) 101/56**

Moves: Up 5, Debuts 19, Same 21, Down 0, Adds 56
including WFLI, 96KX, PRO-FM, WGCL, KEARTH, KRLA,
KIIS-FM, KYYX, KIMN, KOPA, KZZP, 3WT, WSKZ, KBBK, KILE.

Produced By: Rod Stewart
Co-Produced By: Jim Cregan



Warner Bros. Records

Chicago

**WGN Still No. 1;
WGCI Second With Best Numbers
Ever; WCLR Wins A/C Battle;
WLUP Retakes AOR Lead**

WGN (T/AC) kept rolling with a 9.4-9.6 score. WGCI (U) scored its best share ever, up 6.3-6.9. WLOO (BM) was up 6.1-6.5, and WBBM (N) had a stable 6.1-6.0. WCLR jumped 2.9-3.4, to eke out a win in the Adult/Contemporary sweepstakes, while WLUP gained 3.5-4.2 to win the AOR battle with WMET, which slipped 4.0-3.4. WLS-AM and FM, both CHR stations, had a downturn. The AM moved 5.0-4.7 as the FM went 4.4-3.5.

Others in the Windy City metro that scored above a one share were WAIT (BM) 2.1-2.5, WBBM-FM (R) 2.2-2.7, WBMX (B) 2.7-2.1, WCFL (AC) 1.3-1.1, WEFM (AC) 1.6-1.9, WFMT (CL) 1.4-2.2, WFYR (AC) 2.6-3.1, WIND (N/T) 4.8-4.7, WJEZ (C) 3.1-3.0, WJJD (C) 1.6-1.1, WJPC (B) 2.7-2.5, WKQX (AC) 3.8-3.3, WLAK (BM) 4.0-3.7, WMAQ (C) 4.8-4.2, WOJO (S) 9-1.3, WVON (B) 1.4-1.6, and WXRT (A) 2.1-1.6.

Detroit

**WJR Up With Baseball;
WLLZ Slips;
Black Radio Up**

WJR (M) remained the top station in Detroit with a 8.8-9.7 showing, undoubtedly boosted by the return of Tigers baseball. Second overall, but down slightly again, was WLLZ (A) 7.7-7.0. WXYZ (T) showed improvement by rising 5.4-6.0. WWWW (C) took command of the Country spectrum with a 4.6-5.1 showing while WCXI slipped 3.9-2.8.

Other Motor City stations with a one share or higher were CKLW (R) 3.8-3.0, WABX (A) 4.1-3.6, WCHB (B) 1.3-1.8, WCZY (AC) 3.0-3.5, WDRQ (R) 2.5-2.3, WGPR (B) 3.0-3.9, WHND (O) 6-1.1, WJLB (B) 2.1-2.7, WJR-FM (BM) 3.6-4.7, WJZZ (J) 2.4-2.8, WLBS (B) 3.3-3.7, WMJC (AC) 3.7-3.4, WNIC-FM (AC) 5.1-4.5, WOMC (AC) 3.2-2.4, WQRS (CL) 1.7-1.5, WRIF (A) 5.2-5.3, WTWR (R/O) 2.4-2.5, WWJ (N) 5.4-5.3, and WWJ-FM (BM) 3.0-3.5.

San Francisco

**KGO Slips But Holds First;
KCBS Adds One; KMEL Up Again;
KSOL Down; KFRC Stable**

KGO (T) remained the leading Bay Area station despite a 9.0-8.4 score, the station's lowest overall share recently. KCBS (N) added a share 5.5-6.5. KSOL (B) slipped 6.5-5.8, while KFRC (R) had a level 5.4 share. KMEL (A) notched its fifth consecutive increase, 4.2-4.7.

Other stations with a one share or better were KABL (BM) 3.0-2.8, KABL-FM (BM) 2.2-2.7, KBAY (BM) 1.2-2.4, KBLX (B) 3.0-2.6, KCBS-FM (R) stable at 1.4, KDIA (B) 2.2-1.9, KEZR (R) 9-1.2, KFOG (BM) 3.7-3.1, KIBE & KDFC (CL) 2.0-1.7, KIOI (AC) 3.1-2.7, KKHI-AM & FM (CL) 1.3-1.9, KLHT (AC) 1.5-1.4, KLOK (AC) 1.4-1.9, KMPX (BB) 1.1-1.7, KNBR (AC) 3.0-3.5, KNEW (C) 3.0-2.9, KOIT (BM) 2.5-2.0, KOMA (A) 1.9-2.0, KSAN (C) 1.9-2.0, KSFO (AC) 3.2-2.9, KSFY (A) 1.8-2.1, KSJO (A) 1.2-1.5, KYA (O) 2.6-2.0, and KYUU (AC) 2.6-2.5.

Boston

**WCOZ Down Three, Still
Number One; WBZ Rebounds
Strongly; WHDH Slips**

WCOZ (A) remained the number one station in Boston despite slipping 12.6-9.3. WHDH (AC) held the runner-up position but went 9.7-8.7. WBZ (AC) scored a notable gain, up 6.8-8.2. WEEI (N) rose 6.0-6.6, WXKS-FM (R) recouped 5.0-6.1, and WBCN (A) earned its best book recently, 4.6-5.9.

Additional Boston area stations with a one share or more were WBOS (R) stable at 1.1, WCRB (CL) 1.0-1.4, WDLW (C) 6-1.7, WEEI-FM (A) 3.5-4.0, WHUE (BM) 2.5-2.7, WILD (B) stable at 1.2, WITS (T) 2.0-2.2, WJIB (BM) 4.9-5.3, WRKO (T) 2.5-2.8, WROL (RL) 1.1-1.0, WROR (AC) 5.4-5.0, WSSH (BM) 3.0-2.6, WVBF (R) 3.9-4.1, WXKS (BB) 4.0-3.2, and WAAF (A) 1.5-1.6.

* Shares reported from local sources but unconfirmed at presstime by Arbitron.

Philadelphia

**KYW, WMGK Remain 1-2;
WCAU-FM Up Two To Third;
WDAS-FM Slips; WMMR Over
Six; WUSL Climbs**

KYW (N) had a stable 9.3 showing to pace the Philly market. WMGK (AC) was the top music station with an 8.8-8.0 score. WCAU-FM (R) made the big move, jumping 4.1-6.0. WDAS-FM (B) was soft 7.1-5.4. WIP (AC) edged upward, 5.5-5.8, while WMMR (A) moved 5.7-6.2.

Others with a one share or more were WCAU (N/T) 3.5-3.4, WDAS (B) 1.3-1.8, WEAZ (BM) 5.7-5.3, WFIL (C) 2.3-2.1, WFLN-AM & FM (CL) 1.8-1.9, WHAT (B) 1.3-1.4, WIFI (R) 4.4-2.5, WIOQ (A) 3.4-4.3, WPEN (AC) 4.7-4.1, WSNI (AC) 2.7-2.0, WUSL (C) 2.8-4.0, WWDB (T) 4.7-5.0, WWSH (BM) 4.8-5.4, WYSP (A) 3.7-3.5, and WJBR-FM (BM) 9-1.4.

Nassau-Suffolk

**WBLI Tops Long Island Stations;
WNBC First Overall;
WRFM Moves To Second;
WYNY Stronger**

WBLI (R) continued to set the pace on Long Island with a 4.5-5.2 increase. Among the other local stations, WBAB (A) gained 3.3-3.8 while WALK-FM (AC) jumped 2.0-3.1. WCTO (BM) posted a healthy 2.3-3.3 rise in this book.

Among New York stations WNBC (R) was tops for the entire market with a 9.6-7.9 score. Moving up strongly were WRFM (BM) 4.6-6.0 and WYNY (AC) 4.2-5.5. WPLJ (A) garnered its best share with a 3.1-4.5 boost.

Additional local stations with a one share or better in the Nassau-Suffolk metro were WGSM (AC) 1.4-2.0, WHLI (BB) 3.7-2.9, WKJY (BM) 2.3-1.7, WLIR (A) 2.0-1.6, WRCN-FM (A) 8-1.6, and WTFM (AC) stable at 2.7.

New York stations with a one share or higher were WABC (R) 3.4-2.4, WBLS (U) 3.9-2.3, WCBS (N) 5.3-4.6, WCBS-FM (O) 2.4-3.7, WEZN (BM) 1.2-1.9, WHN (C) 2.7-2.3, WINS (N) 3.9-3.7, WKHK (C) 1.6-1.8, WKTU (U) 2.8-1.8, WMCA (T) 2.1-2.0, WNEW (BB) 1.6-1.4, WOR (T/AC) 4.2-4.1, WPAT (BM) 1.3-1.0, WPAT-FM (BM) stable at 1.9, and WRKS (U) 1.0-1.9.

San Diego

**KGB-FM Surges To Top;
KJQY Second; KFMB-FM Up 50%;
KBZT, KOGO Post Healthy
Increases; XTRA-FM Grows**

KGB-FM (A) jumped 6.6-8.2 to become the new leader in San Diego. KJQY (BM) rose 7.6-7.9 but slipped to second overall. KSDO (N) moved 6.4-5.9, XTRA-FM (A) climbed 4.1-5.7, KBZT (AC) continued its rise 3.8-4.4, and KOGO (AC) leaped 2.2-3.7.

Other San Diego stations with a one share or better were KCBQ (C) 3.2-3.9, KCBQ-FM (C) 1.4-1.9, KEZL (E) 2.7-3.4, KFMB (AC) 3.9-3.7, KFMB-FM (A) 3.1-4.5, KFSD (CL) 2.6-3.9, KGB (R) 2.7-1.7, KIFM (A) 1.4-1.3, KJFM (BM) 1.4-1.3, KMLO (BB) 3.9-2.5, KPRI (A) 5.1-4.7, KSON (C) 3.4-2.5, KSON-FM (C) stable at 2.7, KYXY (AC) 4.4-2.7, XHRM (B) 4.1-3.8, and XTRA (R) 4.2-3.0.

Los Angeles stations with a one share plus were KABC (T) 9-1.0, KFI (R) 1.2-1.3, and KNX (N) 2.3-2.0.

Pittsburgh*

**KDKA Slips Below 20;
WTAE More Solid In Second;
WJAS, WBZZ Debut High;
WYDD Up; WDVE, WXXK Slip**

KDKA (AC) lost men 25-54 to slip below the 20 threshold, 22.3-19.8. WTAE (AC), bolstered by sports, shot up 6.6-8.2. WDVE (A) slipped 7.9-6.1, WJAS (BB) caught fire with a 5.5 debut, and WAMO (B) was soft 5.8-5.1. WXXK (R) moved 6.1-4.6, losing teens, while WBZZ (R) debuted its CHR format with a 3.8 and WYDD (A) rose 2.2-3.9.

Others with a one share or better were KQV (N) 3.3-3.4, WBVP (R) 1.2-1.9, WDSY (C) 2.5-2.2, WEEP (C) 4.2-4.7, WFFM (AC) 2.7-2.6, WIXZ (C) 6-1.3, WPNT (BM) 3.8-3.0, WSHH (BM) 7.0-5.3, WWSW (AC) 1.7-1.9, and WWSW-FM (AC) 3.9-4.9.

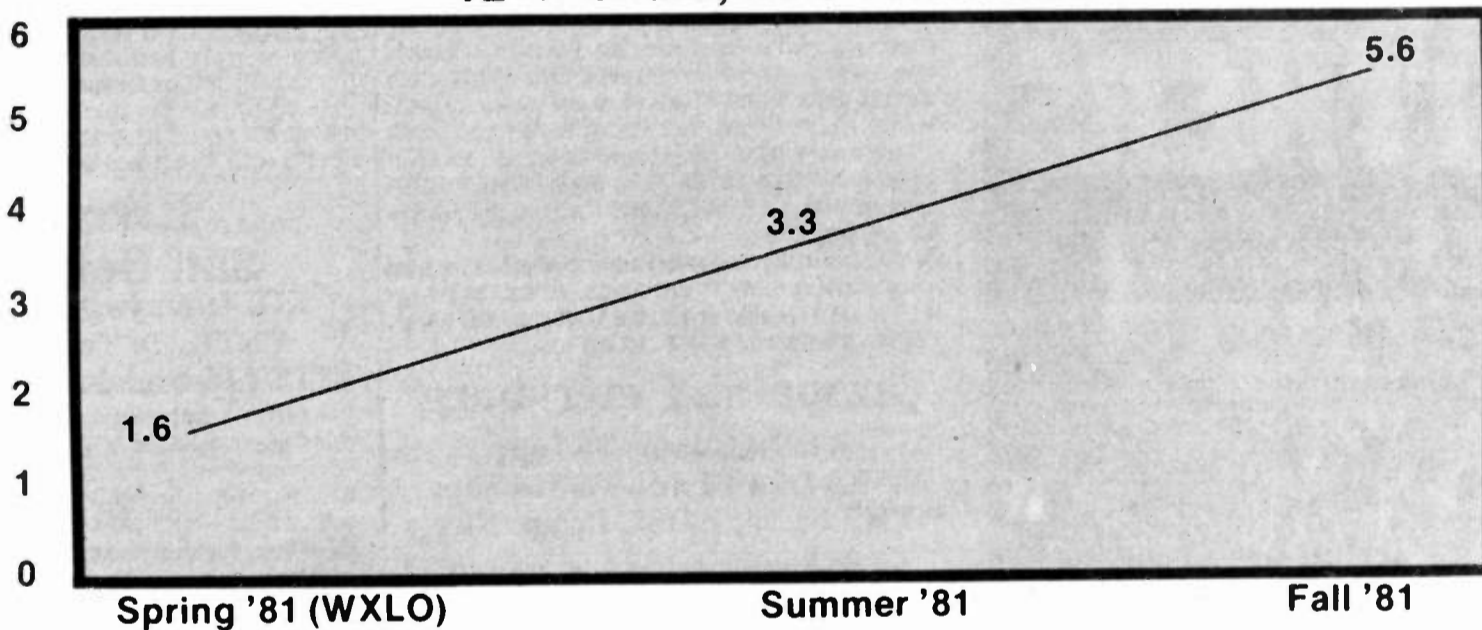
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12 + Share, New York Metro



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KYYX on	WJBQ on
WPHD add	WGUY add
KROK add	WIGY add
G100 add 30	WCIR on
WDOQ on	Q104 add
WHHY add	WFOX on
WJXQ add	KRNA add
Z104 add	KENI add
WMEE on	KSLY add
WOW add	KCBN add
KIDD add	KQDI on
KJRB add	KYYA add
KBBK on	

Produced By: Ted Templeman



Warner Bros. Records

RATINGS REPORT

* Shares reported from local sources but unconfirmed at presstime by Arbitron.

Miami*

WRHC Adds Five, Extends Lead; WINZ-FM Leads WHYI By Two; WEDR Moves Up; WNWS Drops

WRHC (S) may have benefitted from the census updates as it soared 9.4-14.1 to dominate the Dade County lineup. The new number two station is WINZ-FM (R), which rose 6.4-7.0 while competitor WHYI (R) slipped 6.3-5.0. WEDR (B) had a healthy 5.3-6.5 increase, as did WCMQ-FM (S) 5.3-6.4. The other leading Hispanic station, WQBA, slipped 7.6-6.3. WCMQ's AM (S) saw a large proportionate rise, 3.3-5.6.

Others in the Miami metro with a one share or higher were WAIA (AC) 1.8-2.0, WHTT (S) 3.7-2.5, WINZ (N) 3.9-4.2, WIOD (AC) 2.8-3.4, WKAT (T) 1.4-1.5, WLYF (BM) 2.9-3.1, WNWS (N) 6.8-3.9, WOCN (S) 1.8-1.1, WQAM (C) 2.8-1.9, WQBA-FM (S) 2.8-2.0, WTMI (CL) 1.7-1.6, WVCG (BM) 3.1-1.9, WWL (A) 2.7-1.9, and WYOR (BM) 3.2-3.7.

Stations outside the metro that scored above the one threshold were WAXY (R) 2.3-2.1, WSHE (A) 2.8-3.0, and WWJF (BB) level at 1.2.

Cincinnati*

WEBN Up Two, Takes Market Lead; WLW Down Three; WMLX Debuts With Six; WUBE, WYYS Post Healthy Gains

WEBN (A) assumed the top spot in Cincinnati with a 9.6-11.8 increase. WWEZ (BM) remained runner-up with a 9.8-8.9 showing. WKRQ (R) ranked third with a 9.6-8.3 movement, while WLW (AC) slipped to its lowest share in recent years, 11.0-8.1. WKRC (AC) was also soft 9.2-7.8, WCKY (AC) went 7.9-6.4, and WRRM (AC) slipped 7.1-6.3. WYYS (AC) advanced 2.5-5.5 in its first book, WMLX (BB) debuted with a 6.1, and WUBE (C) posted a healthy 4.2-5.9 jump.

Others in the Cincinnati area scoring higher than a one share were WCIN (B) 5.8-2.6, WBLZ (B) 2.2-2.4, WLYK (BM) stable at 1.3, WSAI (C) 2.9-2.6, WSAI-FM (C) 2.0-1.9, and WSKS (R) 2.6-1.3.

Tampa-St. Petersburg*

WRBQ Climbs To Top; WWBA Loses Two; WQXM Slips; WYNF Gains; WDAE Debuts Nicely

For the first time in recent memory there's a new top station in the Tampa Bay area as WRBQ (R) (8.8-9.7) dethroned WWBA (BM), which fell 10.5-8.4. WQYK (C) slipped 9.3-8.4, WSUN (C) was up 6.9-7.3, and WJYW (BM) was softer, 7.8-7.2.

Others with at least a one share included WAZE (AC) 4.1-1.1, WCKX (R) 6.0-4.6, WDAE (BB) debuting with a 4.6 in its new format, WFLA (AC) 4.1-5.1, WFLA-FM (BM) 5.1-5.7, WGUL (BB) 1.2-2.9, WNSI (formerly WLCY) debuting its News format at 1.5, WPLP (T) 2.8-2.3, WQXM (A) 6.9-4.9, WTMP (B) 3.3-3.4, WYNF (A) 3.6-5.0, WWLF (BB) 1.7-1.6, and WSRZ (AC) 2.0-2.8.

Cleveland*

WMMR Takes First Place; WDOK Down Two; WBBG Jumps Two Shares

WMMR (A) flew to the top of the ratings roost with an 8.3-9.0 increase. WDOK (BM) slipped to second with a 10.4-8.1 showing. WZZP (R) took the CHR lead with a 5.6-6.1 gain while WGCL (R) slipped 6.2-5.6. WHK (C) recouped with a 6.2-6.7 rise, and WBBG (BB) jumped 1.0-3.4. WQAL (BM) was soft, 7.3-6.6. WERE (N) showed growth, 5.4-5.8.

Other Cleveland area stations with higher than one share were WABQ (RL) 1.8-1.2, WCLV (CL) 2.1-3.0, WDBN (BM) 1.3-1.1, WDMT (U) 5.3-4.9, WGAR (AC) 5.1-4.7, WJMO (B) 3.0-2.7, WJW (AC) 5.1-4.4, WKSW (C) stable at 3.7, WLYT (R) 4.2-3.9, WWWE (AC) 4.2-3.2, WWWM (A) 3.4-4.0, and WZAK (B) 2.3-2.2.

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

Seattle-Tacoma*

KIRO Retakes First; KISW Slips; KOMO Up; KSEA Gains Again; KBLE Dominates CHR As KJR Tumbles; KZOK Climbs

KIRO (N/T) shot back into first with an 8.1-9.5 boost, while KISW (A) slipped 8.7-7.9 as competitors KZOK-FM (2.3-4.1) and KZAM-FM (2.8-3.7) both gained. KOMO (AC) edged upward 6.3-6.7 and KSEA (BM) continued improving 5.2-6.1. KBLE (R) took the CHR crown with a 1.9-5.3 jump, while KJR (R) dropped 4.7-2.8, and KYYX (R) fell 4.5-2.4. KING (AC) also dropped, 4-1.2.7.

Other Seattle area stations with a one share or more were KBIQ (RL) 1.8-2.0, KBRD (BM) 2.4-3.0, KEZX (BM) 2.9-2.1, KGDN (RL) 1.6-1.1, KING-FM (CL) 2.3-3.6, KIXI (BM) 3.3-3.0, KIXI-FM (AC) 4.0-2.5, KMPS (C) 2.6-2.9, KMPS-FM (C) 2.6-2.7, KNBQ (R) 4.2-2.8, KPLZ (AC) 3.1-3.3, KRPM (C) 1.7-2.2, KTAC (R) 1.4-1.1, KVI (N/T) 4.8-3.1, and KXA (O) 2.4-1.7.

Denver*

KOA Takes Top Spot; KPKE Debuts Solidly; KPBI Slips; KOSI, KHOW Up; Country KLZ, KYGO Down

KOA (N/T) assumed the leading position in this sweep with a 7.4-8.2 gain, perhaps influenced by Broncos football. Former leader KBPI (A) slipped 9.9-7.1, while Doubleday's KPKE (A) scored a 5.9 in its first outing. KOSI (BM) rebounded 5.7-6.9, KOAQ (R) rose 5.2-6.5, KHOW (AC) had a resurgent 4.3-5.2 score, and KAZY (A) moved 5.7-5.4. KYGO (C) went 5.7-5.2, while KEZW (BB) had a stable 5.2 showing.

Remaining Denver area stations with a one share or more consisted of KADX, which moved 1.8-1.5 with its Jazz format, KBCO (A) 3.1-3.5, KDKO (B) 2.8-1.7, KFML (A) 1.0-1.6, KIMN (R) 5.4-4.9, KLAK (C) 1.0-1.6, KLZ (C) 5.5-3.8, KPPL (AC) 4.1-4.5, KVOD (CL) 3.4-3.8, and KTCL (A) 1.7-1.1.

Riverside-

San Bernardino

KDUO Stays Ahead Of Pack; KRTH Up Two To Second; KMET Rebounds; KFI Slips Again

KDUO (BM) continued to lead with a 6.1-6.0 showing. Competitor KBIG slipped 6.5-4.9. KRTH (R) jumped into second with a 3.1-5.4 surge, while KFI (R) went through its third consecutive down book, 6.2-5.2. KMET (A) was up 2.8-4.6 and KLOS (A) more than doubled 1.2-2.9.

Other stations with at least a one share were KBON (BM) 1.7-1.9, KCAL (S) 5.1-2, KCAL-FM (A) 2.5-3.1, KCKC (C) 3.7-2.3, KDIG (C) 2.3-1.2, KFYM (R) 3.2-2.3, KGGI (R) 3.6-3.0, KMEN (O) 1.9-1.5, KNTF (C) 1.7-2.0, KOLA (A) 3.8-3.9, KPRO (BB) 2.8-1.2, and KQLH (AC) 6-1.0.

Los Angeles stations above the one share threshold were KABC (T) 3.4-3.5, KBRT (RL) 1.3-1.0, KFVB (N) 1.5-1.4, KIIS (R) 2.2-2.7, KLAC (C) 3.8-2.5, KMPC (T) stable at 1.1, KNX (N) 3.6-4.3, KNX-FM (A) 3.3-2.8, KOST (BM) stable at 3.6, KUTE (U) 1.7-1.1, and KZLA-FM (C) 8-1.4.

Anaheim

KBIG Reclaims First; KLOS Up Again; KMET Drops; KEZY-FM Tops Local Stations

KBIG (BM) rebounded 5.8-7.1 to lead the market. KLOS (A) posted its fourth consecutive gain, rising 4.5-6.1, while KMET (A) slipped 7.5-5.8. KABC (T) dropped 7.3-6.1.

Among Orange County stations KEZY-FM (A) posted its best book, 1.6-2.2. KWIZ-FM (AC) was up 1.3-2.0.

Remaining Orange County stations with at least a one share were KEZY (A) 1.8-1.1, KIKF (C) stable at 1.6, KWIZ (AC) 1.1-1.6, and KYMS (RL) 1.2-1.1.

Los Angeles stations that scored above a one share were KFAC (CL) 1.0-1.2, KFI (R) 4.0-3.6, KFVB (N) 3.1-2.7, KHJ (C) 1.0-1.2, KHTZ (AC) 3.1-3.8, KIIS (R) 2.0-2.4, KIQQ (R) 2.0-2.7, KJOI (BM) 3.1-2.7, KLAC (C) 3.3-3.4, KMPC (T) 4.1-2.3, KNOB (BM) 1.9-1.7, KNX (N) 3.3-3.0, KNX-FM (A) 3.8-3.6, KOST (BM) 3.0-3.4, KRLA (R) 2.2-1.7, KROQ-FM (A) 2.6-3.2, KRTH (R) 3.7-4.4, KWST (R) 2.3-1.2, KZLA-FM (C) 2.0-2.1, and XTRA (R) 2.3-2.8.

TEAMWORK, TENACITY, TRADITION

This Business Demands It,
Columbia Records
Provides It!



EARTH, WIND & FIRE "Wanna Be With You"

KFI add
Q106 add
KSET-FM add
CK101 add
WBBQ add
WVIC add
WFBG add

WCIR add
Z102 add
WISE add
KOZE add
WXKS-FM 24-15
WCKX deb 30
KIQQ deb 31

WHFM 28-26
KZFM 20-16
KINT 30-21
KBFM deb 30
KYNO-FM 35-25
KJRB deb 29
KCPX 31-28

WGUY deb 25
Q104 deb 28
WFLB deb 33
CKLW
KRLA
KIIS-FM
KEZR
WTRY
WKEE
KEEL

KLAZ
BJ105
WDOQ
WMAK-FM
WCSC
WGH
KIDD
KNBQ
KBBK
KPUR
KVOL
KQDI



WLS add 23
WLS-FM 36-23

I95 add
WRVQ add
WBEN-FM 10-10
WIFI 27-23
96KX 23-21
CKGM 14-11
KEGL 3-3
Q105 15-9
Q102 25-22
KFRC 16-13
KOPA 27-24
KZZP 5-9
WPHD 4-3
WPST 13-11
WAEB deb 27

WKRZ-FM 17-14
K104 18-16
KHFI 25-21
KBFM 22-16
KLPQ 25-22
KXX106 16-14
WZYP 22-20
BJ105 30-27
WBCY 4-4
WJXQ 3-3
KIKK 29-27
KZ93 15-11

WXLK 7-6
KSEL-FM 2-4
KKLS deb 30
WRKR 30-28
WSPT 11-9
KRNA 14-13
99KG 26-24
KFMZ 14-6
KDVV 4-5
KENI 12-10
KCBN 23-21
KATI 18-15
KYVA 18-14
KOZE 3-3
B104 on
Q107 23
WKTI on

LOVERBOY "Working For The Weekend"

KIQQ 16
Q103 24
92FLY on
3WT 15
WKEE 16
KROK 29
WFMF 21

WSKZ on
WSSX on
WZOK on
WIKS 13
WOMP-FM 16
WZYQ on
WGLF 36

KKQV 22
KQIZ-FM 24
Q101 on
KQWB on
WCIL-FM 28
KSLY 25



BUCKNER & GARCIA "Pac-Man Fever"

JB105 add 34
Z93 add
KIIS-FM add
WKEE add
KHFI add
KROK add

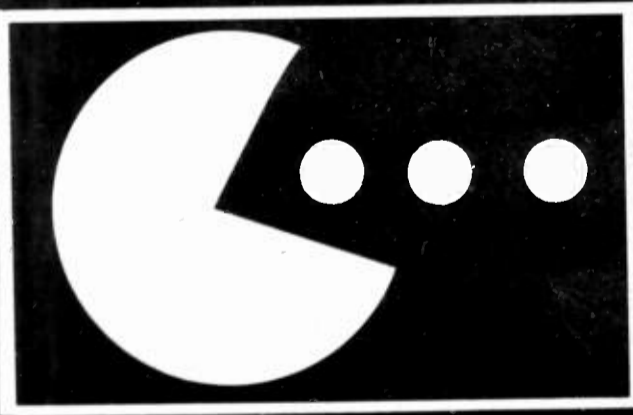
WDOQ add
KQIZ-FM add
WCIL-FM add
WIFI 3-3
Q107 5-5
WPGC 11-6

Y100 5-2
I95 9-8
WCKX 7-5
KEARTH deb 17
KIQQ 31-6
KFRC deb 37

13K 27-17
WAEB 23-11
WKRZ-FM 13-11
KBFM 13-11
B97 7-6
WFMF 24-23
WJDX 30-23
KXX106 30-27
WAAV 18-13
Y103 deb 30
BJ105 deb 38
WSEZ 29-25

Z104 2-2
WKDQ 27-20
WHOT 27-21
K96 deb 28
KHYT deb 22
WACZ deb 28
WOMP-FM deb 20
WZYQ 5-3
Z102 8-3
Q101 29-13
KELO 23-18

KKRC-FM 22-16
WRKR 12-9
99KG 38-31
KDVV 18-16
WXKS-FM
KBEQ
3WT
WDRC-FM
KEEL
WAYS
KJRB
95SGF
KDZA
KATI



TOMMY TUTONE "867-5309/Jenny"

KFI add
KFRC add
KBFM add
KROK add
KBBK add
WIGY add

KILE add
KQIZ-FM add
KEGL 15-14
KIQQ 15-12

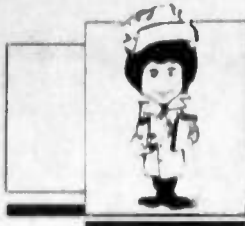
KYYX deb 30
KSKD 24-22
WOMP-FM 32-29
KEZR

KZZP
BJ105
WGH
WJXQ

KNBQ
KRQ
KSEL-FM
WSPT



On Columbia Records



STREET TALK

WABC/New York to change format? PD Jay Clark, who has spent more time answering that question than working in the past few days, told Street Talk, "There are a lot of rumors flying and we are awaiting results of a research study being done to determine the practicality of our current format and what our alternatives might be. Don't look for any overnight changes." The format everyone is speculating about is Talk, but we say that's not likely to happen before ABC Radio Enterprises is ready to put its national Talk format on the air sometime in early spring.

Speaking of ABC... a full-fledged ABC-NBC network feud seems to be shaping up in Philadelphia. It all began when ABC stole WYSP away from the Source. (WYSP was the first Source affiliate.) Now we hear that KYW is about to drop the ABC Information Network to sign with NBC.

A Cool Breeze

Look for a PD change in a top five market where a highly competitive AOR battle has raged for some time now. A former winning station is about to shore up with a new PD from a Northeastern AOR. The climate change for this new PD should not be significant.

After more than 21 years with Cox Broadcasting, Biggie Nevins has resigned as Operations Manager of KFI/Los Angeles. Biggie, who will be taking some time off to write "the great American novel," joined Cox in 1961 at WIOD/Miami. Current KFI PD Tom Bigby will now assume the dual title of Program & Operations Manager at the station.

In the wake of all the RCA Records promotional changes outlined in last week's R&R, let's not forget that Susan Wax continues in her capacity of National Manager of Singles Promotion/Secondary Markets on the East Coast. As before, Susan reports to National Promotion Director/East Coast Mike Becce.

USA? No Way!

There was a bit of a stir early this week when the FCC announced it had accepted Gannett's applications to change WWWE/Cleveland to WUSA and KPRZ/Los Angeles to KUSA. Those patriotic call letters have been off limits before and some legal haggling will be needed before the FCC finally does award them.

Congratulations to Golden West VP/Administration Walton Reid on being named VP/GM of GW's KQFM/Portland.

Street Talk says look for the legendary Joey Reynolds to sign a deal with KOA & KOA-TV/Denver for the "first ever" radio/TV simulcast all-night talk show. The details are sketchy at this point, but the concept could be very interesting with KOA radio's clear-channel signal.

Ed Hynes resigned at Columbia Records late last week, just prior to the company's Puerto Rican convention. Ed did not announce any immediate future plans.

Comin' Back To Go Back

Bob Moody, who resigned as MD at WAKY/Louisville just before the holidays, has returned to the station as PD in the wake of Jack Petrey's departure last week. Bob also told us that WAKY would change formats from CHR to Oldies on March 1. WAKY has been rockin' since 1958.

De-Lite Records has signed a renewal of its distribution deal with Polygram.

Is WRKA/Louisville PD Dan O'Toole the new number one candidate for the FM100/Memphis programming job? That's what we hear.

K96/Provo PD Jim Sumpter has been promoted to Operations Manager for K96 and sister AM KDOT. K96 is CHR and KDOT is A/C.

Howard Hoffman, last heard doing all-nights at WABC/New York, is now the new morning man at KOPA/Phoenix. Howard will be going head-to-head with KZZP's Jonathan Brandmeier.

Did You Hear The One About...

Got a great radio story? You know, like the time they lit a trash can on fire in the studio when you were starting a 15-minute newscast? Well, Gary McKenzie, the morning anchor of the RKO Radio Network, is writing a book and is looking to put your funny radio stories in print. Send Gary the goodies c/o the RKO Radio Networks, 1440 Broadway, New York, NY 10018.

When WNOX/Knoxville changes ownership soon will the station be going Country?

KAFY/Bakersfield is switching to Country this week. No staff changes are planned.

KSET-FM/El Paso PD Jeff Blake is out due to "economic problems." Also laid off within the last three weeks were KSET-FM morning man Stu Kellogg and evening personality Jerry Wilson. Acting PD Chris Van Dyke is trying to help the displaced trio find jobs. If you can help, call Chris at KSET.

Former KRBE/Houston MD Dayna Steele is now doing music research and on-air work at KSRR/Houston.

Colleen Cassidy, Metroplex Corporate Research Director, has now taken on the additional duties of Music Director at WCKX/Tampa. Ron Parker has stepped down from the MD slot to devote full attention to his airshift.

A late report: look for KFI's Tom Bigby to bring in WCFL/Chicago Assistant PD Jhanie Kaye in some sort of assistant programming capacity at KFI now that Biggie Nevins has exited.

Congratulations to 20th Century Records President Neil Portnow and his new bride Susan. The couple was married on January 8.

And, it's a boy for RCA VP John Betancourt and his wife Diane. Daniel John Betancourt, their first child, arrived January 18.

That STEVIE WONDER

with

"THAT GIRL"

has got
that

BREAKER.

From the Upcoming Album
STEVIE WONDER'S
ORIGINAL MUSIQUARIUM I



ON MOTOWN RECORDS

Keep an eye on two of our new program consultation clients: "Tower 92"/Detroit and "KISS 108"/Boston. Their PD's are interpreting our suggestions brilliantly.

Call our Toll Free number (800) 528-6082 if you'd like some fresh logic and constructive input.

**index
research**

**Todd Wallace
associates**

SAMMY HAGAR



STANDING HAMPTON

Featuring The Single: "I'll Fall In Love Again"

Second Week!

WLS-FM add
KEZR add
WPHD deb 25
WRCK add
3WT deb 31
WPST add
Q106 add
WKRZ-FM add

WKEE add
KINT add
KXX106 on
WZYP add
BJ105 on
WSSX deb 29
WGH on

WVIC add
WJXQ 17-11
KZ93 add
Z104 add
WIKS add
KKXX 31-25
KYNO-FM deb 30

Radio & Records
Album Airplay/40

-- 21 12



KJRB add
KNBQ add
KCPX add
FM103 on
WJBQ add
WACZ deb 26
WFBG add

WCIR add
WZYQ add
Q104 deb 30
WFLB add
KKQV add
KSEL-FM on
Q101 on

KKLS add
KRNA on
KFMZ on
KENI on
KSLY on
KCBN 40-35
KYA on

Produced By Keith Olsen

Contemporary Hit Radio



JOEL DENVER

TWO OF THEM SHARE THEIR THOUGHTS

Can A Consultant Make A Difference?

This is the day of specialization, where in virtually every business there are seasoned experts who set out to consult others on how to be more successful. Radio, as it has evolved into more of a business, has increasingly become a base of operations for consultants.

The word consultant can strike fear into some (and draw snickers from others) that the station can't do it by themselves. But one thing is for certain — consultants are achieving a high level of success, and aren't going to go away. I selected E. Alvin Davis, President of E. Alvin Davis & Associates and Jerry Clifton, President of New World Communications, for this interview.

Both have been in the consulting business for about two to three years, both have upwards of 15 years in radio as on air talent and programmers, and they have limited client lists they aren't seeking to expand from such an article as this.



E. Alvin Davis has programmed WFLI/Chattanooga, WAXY/Fort Lauderdale, WNOE/New Orleans, and WSAI-AM & FM/Cincinnati before forming his consultancy. His first client was KJ100/Louisville, and he currently consults YES95/Cincinnati, WIKS/Indianapolis, WNIC/Detroit, WSSX/Charleston, and WAMX/Huntington, among others.



Jerry Clifton has had a long radio programming career serving as National PD for Bartell Broadcasting. He also put WDRQ/Detroit, 99X/New York, and WEFM/Chicago on the air before forming his consultancy. Currently, Jerry consults MAGIC 102/Houston, KMJM/St. Louis, KTSA & KTFM/San Antonio, and KKDA-FM/Dallas, among others. Both consultants are not limited to the CHR format.

R&R: Why would a radio station seek you out as a consultant?

EAD: There are many reasons, but one of my clients says there are really only five reasons, M-O-N-E-Y. A good consultant is an investment in the sound of the station. If your station is worth millions of dollars, it makes sense to hire an expert to help refine your station's product.

Most clients tell me they don't know of any single promotion they could do for what my yearly fee is, and get such dramatic results as we can generate for them. The fees are comparable with what you would pay for a jock's salary in some market situations.

As a station owner or manager, you want a programmer with experience who can avoid the problems of someone with only beginning programming knowledge. Many corporations used to feel that good things could only happen internally, but now many realize that a consultant can bring in needed outside help.

The level of expertise offered is generally not available in the marketplace other than from a consultant. Most stations couldn't afford someone as experienced on staff. Consultants don't claim to reinvent the wheel, but do offer a good level of expertise and objectivity not to be found internally.

JC: Some stations call me in to implement a new format, and I adjust my services to the marketplace needs, since every situation varies. At times I have been called upon to launch a new station for which the owner wants to insure a good audience base from day one. In these cases, I've got to go in and research the market and find a niche where the station will have the most potential to generate ratings and dollars.

At other times the radio station may already be on a successful heading, but management wants to make sure they maintain this level and hopefully build upon a solid foundation for added revenue. I approach this situation from a different standpoint entirely.

We have all evolved as PD's and have gone through those levels of experimentation through trial and error, finding out what works and what doesn't. When you put 18 years of experience to work for you, you are getting proven methods that I know will work everytime. A consultant is not only an advisor, but can be a teacher, helping young PD's to develop.



Pictured after completing their ski lessons are (l-r) Don Janklow, KIIS-FM News Director Liz Fulton, Big Bear Tourism President Richard Cooper, Goldmine Ski Resort Operations Director Benno Nager and (seated) KIIS-FM midday personality Paul Freeman . . . Paul went back for another lesson.

KIIS-FM Slides With A Trend

One of the most popular winter sports is skiing. It has evolved from the cold weather sport of the elite to being embraced by the masses, as more ski areas have been developed and the price of equipment has fallen.

KIIS-FM/Los Angeles has teamed with Don Janklow Productions of Santa Monica to form the KIIS-FM Big Bear Lake Ski Club, which allows members significant discounts at Big Bear Lake through a membership card. The cost to listeners is nothing for the card.

All they have to do is register at one of the 15 Warehouse Record stores in the Los Angeles area and they get cards. They are also eligible to win free trips including lodging, transportation, lessons, and lift tickets. The card also offers some midweek and weekend discounts on equipment, rentals, lift tickets, and food.

The contest is limited to listeners over 21, and according to KIIS-FM Promotion VP Meridith May, "This has generated hundreds of adult phones to the station, and thousands of cards have been issued. If all continues this way, it will be an annual event." If your station is in an area accessible to skiing you might investigate how you can cash in on this very "hip" adult trend.

R&R: When you go into a new client, do you handpick a PD?

EAD: Finding a good PD is pretty hard. If you are a smaller market and do happen to find one, he will eventually be wooed to a larger market in search of more money, and a consultant can offer a stabilizing influence to the station when he leaves. If the product manager at Procter & Gamble who handles Prell Shampoo leaves, his replacement won't change the color or formula.

For these reasons, we can only offer advice on what to look for in a PD and can recommend some good candidates if the client would like. The station can accept or reject any of these recommendations, but in the end they have got to do the hiring. We've had very little changeover in PD's where we have gone, because we are consultants, not employers.

JC: When I first go to a station I assess the capabilities of the PD so I can find out what areas he needs help in first. It's a misconception that a consultant comes in and blows everyone out. Over 80% of my stations have the same PD as when I started.

In fact, one of my PD's, Fred Henderson, was my original PD at KTFM/San Antonio, and is now PD at KMJM/St. Louis, which is one of my stations. He is well on his way to becoming a first-class program director. I don't know about other consultants, but I generally don't have any problems with inherited PD's as long as they have the general abilities to do the job, and haven't put up a wall to learning more about their trade.

R&R: How much latitude do you give your PD's?

EAD: Please understand that all we do is offer advice. If a PD were diametrically opposed to our advice, it would be my obligation to let management know that the PD's ideas don't match ours. Management might back the PD up.

When a station buys the services of a consultant, they generally listen to what is said. This does give us a bit of strength and we do have management's ear, but we haven't come up against a bad situation yet. The PD's have options to implement our ideas and offer their own so that together we can win. I think it's better for a PD to have a bit of his own mind, so that he can make you more aware of what's happening in the market.

JC: My PD's definitely have lots of latitude. I'm just a consultant and that's exactly what it means. I'm paid by management to give them advice, and my job is to talk the PD into doing things the way I feel they should be done. I've been pretty successful at it so far. They want to win too.

I learned years ago that if you force a PD to do something, he will do it when you're looking and undo it when your back is turned, and that's not good. The best way is to teach the PD to be as good as he can be. My philosophies and concepts are the same from station to station, but each station sounds a bit different, as the PD puts his own personality into it.

Continued on Page 20

CBS ASSOCIATED LABELS



TEDDY PENDERGRASS "You're My Latest, My Greatest Inspiration"

WIFI add WFOX add
KRLA add Z93 29-23
WDOQ add KIQQ deb 32
Z102 add 33 KZFM 29-24

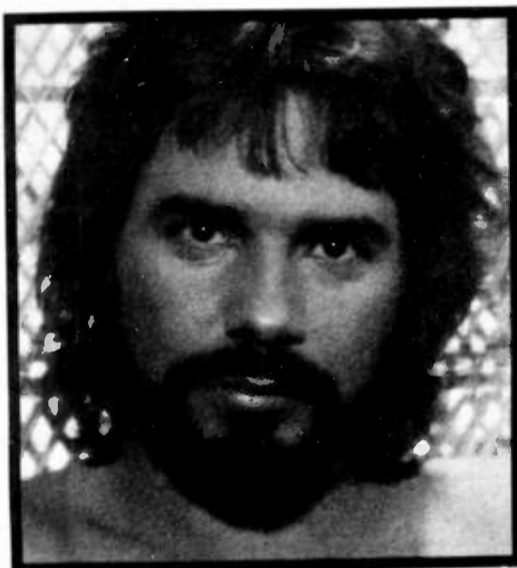
KROK deb 26
KLAZ 23-19
WJDX 28-21
KXX106 deb 30

BJ105 deb 39
FM100 23-18
KYNO-FM 15-12
KHYT 33-26
WGUY 25-19
WFLB 30-24
KILE 32-28

KVOL deb 28
B104
KFI
KFMK
KBFM
KEEL
WSGN

WBBQ
KX104
WMAK-FM
WNOX
WCSC
WANS-FM
95SGF

WGLF
KSLY
KDZA



BERTIE HIGGINS "Key Largo"

PRO-FM add
KJR add
KC101 add 29
WFMF add
WRVQ add
KELO add 35
JB105 31-29
Z93 5-4
94Q 4-2
Q105 19-12
WCKX 20-14
KBEQ deb 28
WKTI 16-15
KEZR deb 27
KOPA 28-25
KZZP 23-17
WBBF deb 23

WICC deb 30
Q106 26-23
WKEE 31-29
V100 deb 22
KBFM 25-15
WTIX 34-31
KEEL 26-15
KLPQ 31-28
KLAZ 18-12
WSGN 9-5
WZYP 23-21
BJ105 23-20
CK101 24-14
KX104 7-5
WMAK-FM 20-10
WSKZ 13-9
WOKI 8-5

WAYS 16-13
WSEZ 16-12
WCSC 17-13
WANS-FM 16-13
WGH 21-19
WAKY 14-11
WZZR 26-23
WVIC 34-32
KSTT deb 23
KIIK 31-28
KIOA 25-23
WNAP 19-18
WOW 16-14
WNCI 18-15
KJRB 29-24
KCPX 25-22
KLUC deb 25

KHYT 34-30
WJBQ 32-30
WLAM 30-24
WTSN 26-20
WHEB 22-17
Q104 8-6
Z102 14-12
95SGF deb 29
WFOX 22-21
WFLB 15-12
WXLK 16-7
KILE 24-22
Q101 18-10
KKXL 25-23
KFYR 16-12
KDVV 32-28
KSLY 22-19

WJDX add 35
KCBN 28-24
KDZA 22-15
KATI 9-5
KQDI 2-1
KYVA 19-12
KOZE 25-22
WBEN-FM
CKLW
WZZP
KFI
WFBR
WHFM
WVBF
WDRG-FM
KINT
KROK

B97
KXX106
WAXY
WDOQ
WHBQ
WGUY
WFBG
WGLF
KQWB
WTRU
99KG



A/C CHART

— 28 23 18



ELO "Rain Is Falling"

WACZ add
WRKR add
WTIX deb 34
CK101 deb 38
WSSX 29-26
KSKD deb 36
Q104 deb 33
WPHD
3WT

WKEE
KROK
WDOQ
WMAK-FM
WCSC
WNAM
KNBQ
WOMP-FM

WCIR
WFOX
KKQV
KSEL-FM
KQIZ-FM
Q101
KFYR
KENI



HIT PRODUCT FOR ALL FORMATS AND DEMOGRAPHICS DISTRIBUTED BY CBS RECORDS

Can A Consultant Make A Difference?

Continued from Page 18

R&R: What about contests, jock presentation, news, and commercial load?

EAD: We advise our clients in all areas of programming and the marketing of the station. The different formats we have all have modular parts, but for example WSSX doesn't sound exactly like WKS. The PD helps to shape the mix. Some PD's might want the jocks to be high-profile, and at the other station, the jock is less of a foreground element. Budget, marketplace conditions, and station positioning are the variables for determining the fine points of these elements.

JC: I work particularly close on all these areas of programming, but especially close in the areas of promotion. It was my strongest point as a PD. This seems to be the weakest area among young PD's, so I spend a lot of time creating promotional concepts, and coming up with ideas for big and small promotions that work well on weekends and holidays. The stations don't have to do promotions; it's all a matter of budgets. If they elect to do them, I assist in their execution.

R&R: Do you dictate the records added each week?

EAD: Each station is regarded as a separate entity. I do look for trends and similarities and will recommend those titles I know are safe adds. It isn't so much that I tell them what to do; it's more of a collaboration. Each of my PD's have their own ideas as to what is needed each week, and I pay attention to what they have to say.

JC: All the stations report the records being added and played each week to me. In some situations they add records beforehand, and then talk to me, but in others I talk over their choices. It all depends on the individual abilities of the PD and how far along in the learning process he is, and how well he grasps the research.

R&R: That leads me to ask about your research methods . . . ?

EAD: When I take over a station, I evaluate the research being done and make recommendations for changes. Over the years I've developed what I think are proven formulas and research methods that I know work. We also take the data collected at the station level, and further refine it with our own computers.

JC: I use as much research as the station can afford to use. Our systems have proven abilities to give the station an accurate picture of the music and marketplace. I utilize callouts, requests, and focus groups, as I feel the more angles you examine, the broader the picture presented. Research isn't a roadmap to the right records, but it is a useful tool.

R&R: How often do you visit your stations?

EAD: One of the approaches we offer is personalized service. We are not strictly a memo service as some have been criticized for being. While all markets are different we try to capitalize on what we learn from each market.

I try to get in to each station every four to six weeks if the client wants me that often. Some are not willing to let me spend a couple of days that often for economic reasons so we are variable on this point.

JC: I try to go to my stations at least once a month. I have a limited number of stations by choice, because I believe the quality of stations is more important than the quantity. I have eight stations and only have room for one more client.

I work at setting up one station at a time, spending an intensive amount of time with them for the first two or three months. It is very important that the PD has a complete understanding of the research and how to use it.

R&R: Finally, what do you say if the station goes down in the ratings?

EAD: We are rarely surprised by Arbitron numbers because of our ongoing research. We generally have a good idea of what the numbers should be and what is realistic if they vary. This helps to avoid the "kneejerk mentality," which causes over-reaction.

Fortunately, we haven't had any disasters yet, and have been able to proceed with our strategy according to plan. All we can do if it's down is to help the client understand what the numbers mean in terms of his business and to see if there were ways the problems could have been avoided.

This is just like a marriage — sometimes the client promises certain things will be done, and you find out they haven't lived up to their commitment. We are only advisors, and can only point out what should be done. Success like we have demonstrated doesn't happen by accident.

JC: I haven't had any major problems so far, but I do anticipate one of my stations to go down this book. It comes as no surprise to me and it's something that management has been cognizant of for some time now. When a member of the chain of command doesn't perform his obligations, the rest of the station can suffer drastically. As far as putting a format on the air, and having the station fail, it has never happened.

One thing to keep in mind is that today's marketplace is twice as competitive as it was 10 years ago. Back then, the PD was more of a creative force than a management force, but today he is asked to do both.

This is a bit unfair. I provide the creativity and other elements to make it a complete picture. The PD who can manage and create well should either be in a top three market or a consultant too.



A JOURNEY TO JOURNEY — When *Columba's Journey* recently played the Pan American Center at New Mexico State, KSET-FM/El Paso took two winners to dinner, to the concert, and a party afterwards via helicopter. Shown before takeoff (l-r) are the two winners and morning man Stu Kellogg.



LABORS REWARDED — K104(WSPK)/Poughkeepsie, NY recently received an award for its efforts in the MDA Labor Day Radiothon, which helped raise thousands for Jerry's kids. Shown (l-r) are PD Jim Simonetti and MDA District Director Gretchen Waugh.



STUCK ON KFRC — Displaying a KFRC/San Francisco bumper sticker paid off handsomely for the Bruno family (left) as personality Harry Nelson (right) presents the keys to their brand new Toyota.



DEL DROPS DOWN TO KRLA — With the release of his new album "Drop Down And Get Me," Del Shannon is pictured at right with KRLA/Los Angeles personality Penny Blondl (left) and E-A rep Roy Smith.



HAPPY BIRTHDAY TO US — Recently WKRZ-FM/Wilkes-Barre celebrated its first anniversary and invited 2000 listeners to a huge birthday party at a local night spot. Shown here attacking the anniversary cake is midday personality Dave London.



Z102 SUITCASE PARTY — Z102/Savannah recently invited listeners to a local night spot . . . but the catch was they had to have their suitcases packed and ready for a trip to Washington to see the Stones in concert. At the end of the evening a drawing was held to determine the winners, who immediately left for the airport. Shown (l-r) are the Z102 Zebra, station personality Bobby Powell, the two winners, PD Jonathan Keyes, and MD Nancy Brooks.

Motion

Steve Ocean, MD at CK101/Cocoa Beach for the last 4 1/2 years, has exited the station, but can be reached at (305) 783-0925, and is ready to relocate . . . WGLF/Tallahassee PD Ned Smith leaves to become local sports anchor of WECA-TV/Tallahassee, with no replacement named yet . . . Former KWLO/Waterloo PD driver Steve Reynolds joins WMAS-FM/Springfield to do mornings . . . KRIG/Odessa promotes afternoon driver Mark Hanson to Assistant PD . . . Jay Christian named PD at WQUT-FM/Johnson City from the PD slot at WDDO/Chattanooga.

Editor's Note

I would be very interested to talk with programmers and air talent who have had first-hand experience with a consultant, either good or bad. I think it's important to see how a consultant can affect those already at a radio station when all of a sudden you find out you are going to be consulted. Please contact me, Joel Denver, by letter at Radio & Records, 1930 Century Park West, Los Angeles, CA 90067, and include your name, station and phone number, if you have some general thoughts you'd like to share for a future article.

The Music Section

CHR's Most Accurate
Music Information
Begins On Page 47

ABC

Continued from Page 1

At the official announcement of the purchase, held at the Watermark offices on Monday (1-18), Hoberman said, "We are proud to welcome Watermark into the ABC family. I am excited about this new dimension we are adding to our operation and look forward to important new contributions to be made. This acquisition is part of ABC Radio's commitment to the cornerstone of the radio business — programming."

Arnold

Continued from Page 3

knowledgeable about the business, and seems to work very well with people in bringing out the best in their creativity."

Before entering the record business, Arnold was PD at several stations, including WORJ/Orlando and WAAF/Worcester.

Lang

Continued from Page 3

Amaturo President Joseph Amaturo stated, "Lillian has been with AGI two years, and her performance has been outstanding. Her value has been not only on the front line but policy-making and setting longterm objectives."

Before joining Amaturo, Lang was a sales executive at WABC and WHN/New York as well as KTRK-TV/Houston, and served as a sales representative at the Christal rep firm.

Van Dyke

Continued from Page 1

industry and we at KOY and Harte-Hanks are thrilled that he is becoming an important part of our company."

Van Dyke has been an air personality at KLIF, CKLW/Detroit, KFRC/San Francisco, WLS/Chicago, KHJ/Los Angeles, KGB/San Diego, and WRKO as well as programming KGB, KHJ, KLIF, and WRKO. No immediate replacement was named at WRKO. Van Dyke will assume his new duties at KOY in mid-February. He fills the vacancy created when Nat Stevens resigned the programmer's position at KOY (ROR 12-4-81) after 13 years with the station.

Musso

Continued from Page 3

Tony Scotti, Chairman of Scotti Brothers Entertainment Industries, said, "Johnny Musso is one of the finest executives I have ever had the pleasure of working with. His experience in A&R and sales are a great balance to his administrative abilities. He is perfectly suited to lead the Scotti Brothers Records team into a successful future."

As President, Musso's responsibilities in addition to the record label will be direct control over company administration, and direction of Scotti Brothers' ten staff writers and recording studio facilities.

BRAD MESSER



It's Too Quiet Out There

Things have been quiet and settled too long. I get the uneasy feeling that we're overdue for some hot new trend to begin showing itself in radio news. But where is it?

Everyone knows how to handle actualities and voicers with the slick No Intro method. We've all passed through the phase of smoothly cross-fading from our words into someone else saying the same words. Putting snatches of music in newscasts has faded away but nothing has popped up to replace these now-timeworn techniques. There's a void, I tell you. It's too quiet out there. Perhaps something big is about to happen.

There is one style so outrageous, horribly outdated and even laughably campy that it is perhaps precisely the "new" style we've all been awaiting.

No more smooth handoffs into the news. Instead, a highly-produced intro. You know, sound effects of Big Ben chiming the hour, some teleprinter and a music bed, and something like "It's 4 o'clock in London, 8 o'clock in Moscow and exactly 10 o'clock in the Radio News Center where Brad Messer reports LIVE the news of this hour!" This style requires some live production, because the datelines must have a filtered effect, the stories are to be separated by bells, and any late-breaking stories just handed to you should be introduced with a suitable siren or submarine dive klaxon horn.

This gets people's attention, see? Once the basics are mastered the additional production effects can be phased in, and refinements to script can be included. You know, the mandatory two adjectives preceding each noun, and at least one adverb clinging to each verb. "Her pathetic, weakening sobs could barely be heard above the howling, bitter-cold winds, as the heroic volunteer citizens attempted their early-morning pitch-dark rescue." That sort of thing.

I haven't heard that kind of format in two decades, but as I said, we're long overdue for a new style.

CALENDAR

Gold Finder Lacked Follow-Through

MONDAY, JANUARY 25: John Marshall saw the gleam of gold and touched off the Great California Gold Rush 134 years ago this week. People followed Marshall around for the rest of his life, bugging him because they thought he had a natural nose for the stuff, but Marshall's first discovery of gold turned out to be his last. He ended up a farmer and died a relatively poor man. Marshall's grave at Coloma is part of a tourist complex which now draws about 400,000 visitors annually.

During the weekend John Belushi had his 33rd birthday. Today actor Dean Jones is 47.

Montana's 100-Degree Temperature Plunge

TUESDAY, JANUARY 26: The mayor of Browning, Montana says, "We dress for the cold here, so when the temperature jumps sixty or seventy degrees we can just remove a few layers of clothing." He isn't exaggerating. Steve Barcus says Browning heats up and cools down very rapidly, and established the world record for fast-changing weather 66 years ago this week. A 44-degree afternoon cooled to a minus-56-degree night, a one hundred-degree change in less than 24 hours! Browning is about fifteen miles from the Rocky Mountains, near Glacier National Park.

Actor Paul Newman is 57. Club singer Eartha Kitt (who was born in a South Carolina town named North) is 54. Cartoonist Jules Feiffer 53.

America's Only Fatal Astronaut Accident

WEDNESDAY, JANUARY 27: America has never lost an astronaut in space, but fifteen years ago today three men died on the launch pad at Cape Kennedy (now Cape Canaveral). A flash fire trapped Ed White, Gus Grissom, and Roger Chaffee inside the command module. They couldn't rush out the escape hatch because that required special tools and about three minutes of coordinated effort. After the 1967 tragedy the hatch was redesigned to open in ten seconds. America formally got out of Vietnam nine years ago today when we signed the Peace Accord of 1973.

The "father of the atomic submarine," Admiral Hyman Rickover, is 82 today. Bandleader Skitch Henderson is 64. Actress Donna Reed 61. Actor Troy Donahue 45. Dancer Mikhail Baryshnikov 34.

Car With A Six-Foot Fold-Down Bed

THURSDAY, JANUARY 28: James Nash, who was born 118 years ago today, grew up to become the boss of Buick and then General Motors, but he resigned in 1916 to make a car with his own name on the grill. The Nash automobiles were trendsetters, with unitized body construction and dual plugs (an eight-cylinder engine had sixteen sparkplugs). Some Nash models had crank-down seats that made into six-foot beds. Nash merged with Kelvinator, that combo merged with Hudson, and the offspring became American Motors.

Today the Coast Guard is 67, and the TV Emmy Awards are 34. "Hawkeye" Alan Alda is 46.

Baseball Hall Of Fame

FRIDAY, JANUARY 29: The Baseball Hall of Fame was founded 46 years ago today. The complex at Cooperstown, NY, has bubblegum trading cards, scruffy old fielders' mitts, statues, photographs, and the world's richest baseball research center. Fewer than 200 players are Hall-of-Famers, but the library contains a biography of every man ever to play even a half-inning of big league ball, along with the score of every game.

This is the eve of the first broadcast of "The Lone Ranger" radio program, which went on the air January 30, 1933 and stayed on the air for twenty-two years.

Actor Victor Mature 66. Actor John Forsythe 64. Actress Kathryn Ross and singer Claudine Longet 39.



PARTYING WITH LUTHER IN L.A. — Epic Records hosted a recent party for artist Luther Vandross, with many local radio personalities attending. Pictured (l-r) are E/P/A's Michael Alhadeff, Ron Lanham, and Lori Holder, Vandross, KIQQ/Los Angeles PD Paula Matthews, Assistant MD Aida Scorza, and MD Robert Moorhead.

R&R's Marketplace
has moved . . .



Check Marketplace, page 31



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JEFF GELB

AOR Market Summary: Seattle

Without question, one market industry eyes were on as initial fall Arbitron results arrived was Seattle. It's there that three well-known consultants are battling through their respective stations: KISW (Lee Abrams), KZAM (Jeff Pollack), and KZOK (John Sebastian). When the advance figures arrived this week, KISW was on top with a deflated 7.9, while KZOK and KZAM were up, 4.1 and 3.7 respectively.

This week's Seattle market summary, completed just before the books appeared, gives interesting indications of all three stations' unique approaches to the heated Seattle AOR radio battle.

KISW: Consistency Pays Off

KISW has been the consistent Seattle 12+ AOR ratings winner for years now. At its programming helm is Beau Phillips, who described KISW's ongoing relationship with the B/A/M/D Superstars organization: "We have an unusual setup with them. We use them as I think they should be used and as I think any consultant would like to be used: as a consultant in the pure sense of the word. When you look to a consultant for all the answers you're in trouble. Like when you're in school, if you get the answer sheet to a test and you use it to get a perfect paper, you're not accomplishing anything unless you really understand those answers. Our relationship with Lee is that we share philosophies and information about lifestyle trends. We tap into his information about what's coming up, not what cuts to add on the Police album."



Beau Phillips

approach to radio. There's not a lot of difference between KISW and KZOK musically, and all three stations like to talk about how commercial-free they are. Once you get past music, what's left to offer listeners? Unless you have in-depth news, exciting and creative promotions, and talented personalities, I think you're in trouble."



Phillips recalled, "Lee Abrams is the first to admit he created a lot of robotic jocks. Then, when 'cinematic' radio came about, these people, who were trained to do nothing but back-announce the hits, were saying, 'What do you mean? I don't know how to be a personality.'"

"I think people need a friend on their radio station, especially these days. I can't relate to someone who just says, 'Crank it up,' or 'kick-ass rock and roll.' I won't work for a station that says 'kick-ass rock and roll.' It's pure teen in its appeal, and I don't want to put parameters on who listens to KISW. The books show we do well in teens but that's not the only audience we're aiming for."

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Promoting For Longevity

KISW is Seattle's longest-running AOR, a fact that enters into Phillips's promotional game plan for the station. "We don't program book for book," he stated. "I don't load up dollars for TV schedules or buscards. I go for consistency of product. We're here for the long run. We've endured disco, country, and new wave. We're a consistent rock station that remains fresh because of the people we have. I think music is in the most boring state it's been in for a long time. If you put all your energy just into music at this time I think you're making a fatal mistake. I feel it's programming suicide not to have a talented airstaff that can pick up the slack when music's just not that exciting."

Phillips wouldn't predict the outcome of the fall Arbitron, though he went on to say, "We've gone up five in a row while KZOK's gone down five in a row and KZAM has wandered somewhere in between. It's inevitable KZOK will come up from a 2.3; I can't believe they even went down that low. By tightening and shutting up they will come up, and certainly at our expense. It's a natural leveling-off process; it's bound to happen. Everybody, even the softer stations, has been coming at us in his own

Stones Roll, AOR Radio Rocks

As the Rolling Stones tour entourage conquered America this past fall, no other radio format was as intimately involved as AOR. In Seattle, where the Stones performed twice at the King-dome, AOR radio was on the scene with live reports, free tickets, and special promotional items. KISW was Jovan's official tour sponsor for the market, with exclusive broadcasts from the press box and concert floor, 50,000 tour passes, and a tie-in with "Start Me Up" to give away a motorcycle. KZOK's approach was more low-key, relying on traffic reports and other information about the logistics of getting to and from the show.



Each spring and summer, baseball broadcasts help the ratings of A/C and N/T stations. I wondered whether the scope and intense AOR coverage of the Stones tour might have a similar boosting effect on AOR ratings for the fall? KISW PD Beau Phillips guessed, "It probably did; Mediastats show we went up, anyway. A lot of closet rockers who listen to Beatles A-Z's but otherwise listen to 25+ soft rockers might have thought, 'For old time's sake, it would be neat to see the Rolling Stones. Maybe I'll listen to the AOR stations to see what the shows are going to be like.'" KZOK PD Nils Von Veh offered, "It might affect the ratings; we'll see. It certainly focused much more attention on rock and roll than normal with the mainstream populace."

way. We're going to get nibbled at, no question about it, but I'm not concerned about it. We want to be dominant in our target demo of 16-28 (I don't use ARB's demo definitions). If we win that, anything else is gravy."

KZOK: Kicks Out Soft For Kick-Ass

Up until fall of 1979, KZOK was Seattle's dominant AOR. Tides turned and the station has been chasing KISW's tail (and sometimes KZAM's as well) ever since. Along the way KZOK has tried several AOR format permutations to grab back its listeners, including a recent switch away from hard rock in an unsuccessful attempt to capture upper demo listeners.

In August, management hired John Sebastian to help turn things around. Out went the soft rock and in came "kick-ass rock and roll," though Nils Von Veh didn't call KZOK's soft AOR experiment a failure:

"We had an image as a rocker, and to change that image, we should have changed call letters and had a two-year game plan. It was obvious real quickly that it was going to be a long haul. The company and I felt we couldn't wait that long. We already had a well-established image as a rocker (since 1974), so we decided to go back to that while also accommodating 25+ listeners with our AM (an A/C)."

Von Veh expressed confidence that Sebastian's format could corral some older listeners along with teens, and went on to praise working with John: "The most-often stated criticism of consultants is that they program from a distance. With John's music research system you end up programming totally for your community. John's probably the last person to offer his thoughts on what he likes; the audience really determines this station's playlist."

Heavy Music

Listeners get to hear plenty of music on KZOK; as per Sebastian's suggestion, KZOK runs only eight spot units an hour in two breaks, which leaves 45 minutes every hour commercial-free. Von Veh stated, "The clear dividing line between KZOK and

KISW is whether you want heavy doses of music or more of a personality approach. KISW's strength is clearly their personalities. KZOK's airstaff is the best it's ever been, but within the confines of John's system there's not a tremendous amount of room for that approach."

He continued, "The battle here is really 18-24. For us it's a question of what resentments people will have that we switched and then switched again, and whether they'll come back to us. We have some indication that our older listeners have noticed the switch back to rock; they're calling to say they're glad to have a rock alternative to KISW. We started way behind in the ratings but Mediatrend puts us much closer now. The big difference is teens. Take away KISW's teens and we're very close. I don't really perceive KZAM as direct competition, because of its upper demo approach."

KZAM: Pulls Several Switches

KZAM-FM has been interested in attracting upper demo AOR numbers for years now, but has been the victim of programming and consultant switches that have resulted in the station treading water in recent ratings periods. Now, with new PD Jerry Ostertag and consultant Jeff Pollack firmly entrenched, KZAM-FM has started to carve a serious niche for itself in the Seattle community.

The Pollack Touch

Ostertag is a former Abrams PD (KGON/Portland) who commented on working with Pollack as opposed to the Superstars organization: "Both rely heavily on the people who work at the station. They're fairly low-key in their approach; they don't shove orders down your throat. The Burkhart/Abrams people keep in closer phone contact but visit less frequently; when they do it's for a very short period of time. Jeff calls less because he's not as involved in day-to-day music selections (at least not at this station). But when he comes into the market he spends time there, gets to know the market and gets a feel for



Jerry Ostertag

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Seattle

Continued from Page 22

the organization, for the group of people actually doing the job. That's very important because this is a labor-intensive business — just look where your expenses are."

Ostertag continued, "I'm working with Jeff in a different context than most of his clients. Most of them are the more traditionally-based AOR format, while we're charting a different course here. Neither of us is approaching this with a fixed set of ideas." Is this the "25+ AOR" format Pollack spoke of in an earlier R&R interview (5-1-81)? Ostertag answered, "It's going to be, but in no way would I characterize its present state as the end product. We've just completed a transitional phase from the old KZAM-FM, which was quite soft but much more eclectic and broad-based."

What's the new KZAM-FM sound like? "It's a fairly controlled flow of medium tempo and softer AOR tunes," Ostertag reported. "There are no grinders, no hard rock at all. It's all fairly recognizable, mainstream primary cuts by well-known artists. Our music is quite different from that of KISW or KZOK; of our total libraries probably less than a third of what KZAM plays would be heard on those two stations."

"But then, I'm not sure we're competing with them; perhaps only marginally. I want KZAM-FM to be considered a clear alternative to them at this point. The bulk of the audience we get will probably be older than KISW's or KZOK's. I don't care to have teens listening to us. We're looking elsewhere competitively, mostly at CHR and A/C's."

Ostertag disagreed with Nils Von Veh's guess that it would take two years to make a soft-rocker work in Seattle. The KZAM-FM PD stated, "It's true there's still a lot to be done on the air, with the music and more. KZAM will be rebuilt and redeveloped over a period of time. This is considered a starting point and there are a

number of directions we can take from here. But I would hope it doesn't take two years; that's a lot of financial pressure on everyone's head and no one likes to live with that over his head."

The Seattle AOR competition is especially significant because it presents a microcosm of three of the format's most popular forms. What is happening in Seattle may have impact throughout the rest of the AOR community in the months (and ratings books) to come. Continued luck to all three stations!

EVOLUTION

Vin Scelsa resigns as evening air personality at WNEW-FM/New York, where he's worked for almost ten years... KZOM/Beaumont PD Bill Demore is upped to GM as Paul Gautier grabs PD post and Rick Robbins is named MD... Roman Moore exits as MD of K104/Fresno to become PD at a new signal in Grand Junction, Colorado. KZOO goes on the air as an AOR by March... Karen Lupke is named GM for WTAO/Murphysboro, while Marilyn Wells Pranno is named MD and Todd Cave becomes Production Director... Jeremy Whitworth is named MD from the airstaff of KMOD/Tulsa... Brian Krysz joins WWTR/Bethany Beach from WPDH/Poughkeepsie as MD. Harvey Glass joins WWTR from sister station WETT for nights... Keith Richards is upped to evenings at KSFY/San Francisco from weekends... Colleen Patrick is appointed KZAM/Seattle News Director, joining from neighboring KZOK... WMJQ/Rochester appoints Carey Barnaby as Promotion Director from sales... Jaime Wohl exits CHEZ-FM/Ottawa for CKIK/Calgary... KPRI/San Diego MD Laura Wilkinson exits, as does newsperson Ted Tillitson.



BANNER BOOSTERS — WLUP's Patti Haze and Sky Daniels stepped onstage during a Blue Oyster Cult/Foghat show to judge a station-sponsored banner contest. Winners were invited backstage to meet Foghat.

COLOR

THE BEER HUNTER STRIKES BACK: KENO/Las Vegas held a beer hunter party for Bob & Doug McKenzie fans, who were invited to impersonate the duo to win cases of Canadian beer and plenty of back bacon. All contestants received free LP's and official hosehead buttons.

SOUTHERN PACIFIC TO DIABLO CANYON: KDKB/Phoenix, in conjunction with WB/Reprise and the Neil Young "Re-Actor" album and the track "Southern Pacific," asked its audience to listen for a train whistle on the air. When heard, listeners called the station to win prize packages that included Young LP's and T-shirts. A grand prize winner gets a free train trip to San Luis Obispo to watch as the nuclear reactor at Diablo Canyon is fired up for service.

COMING NEXT WEEK: Los Angeles has become "Too Hip!" In the first major fall ratings upset, KLOS bested KMET in 12+ figures for the first time in over four years. Next week PD Tommy Hedges and Director of Creative Services Steve Gaspar offer an overview of the philosophies that made KLOS a winner.



WINNING'S EASY AS PIE — The WQMF/Louisville Rock & Roll Patrol has been cruising Kentucky looking for cars displaying the station's new window sticker. When pulled over the listener wins \$50 or \$100; The money, however, is located at the bottom of a cream pie which the winner has to take in the face to collect (as is happening in the photo).



RATINGS CELEBRATION — WPLJ/New York VP/GM Joe Parish proudly holds a sign bearing WPLJ's fall Arbitron share, while the rest of the staff (including PD Larry Berger, bottom left) cheers the results.

UPDATE

AOR ratings success stories abound as the fall results arrive: KZEW/Dallas's jump (at a time when the station had no PD, though it was consulted by the Pollack group); WLUP/Chicago's rebound to dominant AOR status with new PD Tim Kelly and consultant John Sebastian; fellow Sebastian client KSJO/San Jose's best-ever numbers and its first 12+ win against KOME; neighboring KMEL/San Francisco's continued rise; WHJY/Providence's debut AOR book (another Pollack station) with a whopping 8.8; KLOL/Houston's rise, and others. Keep 'em coming!... Speaking of consultants, Jeff Pollack has withdrawn as the consultant for KSRR/Houston... Happy first AOR anniversary to WYNF/Tampa... WHCN/Hartford will celebrate its 13th AOR anniversary in May, and seeks artist ID's and greetings. Contact the station PD... KZAM/Seattle's sponsoring a Greenpeace radiothon, and needs albums, autographs, and other rock star memorabilia for its radio auction. They'll also need rock ID's. Contact the PD... KBCO/Boulder's been busy lately. It's sending a pair of listeners for a ski-concert weekend in Vail to see Bobby & the Midnites. Plus the station just released its "Boulder Pocket Guide," combining a calendar with important phone numbers in the area... KMJX/Little Rock had great success with its first video party, which attracted an overflow crowd for reduced drinks and rock on tape all night long... WRIF/Detroit cosponsored a Carmine Appice drum clinic that drew 1500. After a set of Ludwig drums were awarded to the winner, Carmine jammed with Ted Nugent and the Rockets' Jimmy McCarty... Mercury/Polygram's Bob & Doug McKenzie helped KMET/Los Angeles celebrate the first anniversary of its "Finally A Friday" live broadcasts from the Country Club nightclub. The duo made a live appearance complete with back bacon and Canadian ale... WQDR/Raleigh has instituted a weekly "Amateur Hour" listener DJ show Sunday nights at 11... KFMF/Chico jocks took part in a donkey basketball game to raise over \$1000 for a local school... WIBA-

FM/Madison jock John Yaeger is hosting a weekly hourlong TV show of local bands in concert that WIBA-FM stereocasts... KTIM/San Rafael is helping to organize a benefit concert for victims of the recent Bay Area floods. Among those already committed to play at the affair are Jesse Colin Young, Brian Auger, and Tim Goodman... WGIR-FM/Manchester's awarding a season's pass to all the concerts at an area theatre in a write-in registration promotion... KVNW/W. Colorado is sponsoring a winter sports festival for listeners as a fundraiser for the noncommercial AOR. Included are contests involving snowmobiling, snow sculpturing and dancing... New Buffalo AOR WUWU needs album service. Contact MD Gary Storm at 519 Main St., E. Aurora, New York 14052.

CONCERTS & CONVERSATIONS

PRESENTATIONS: KVRE/Santa Rosa presented the Blasters for \$1.01.

BROADCASTS: Nils Lofgren on WBCN/Boston... Joan Jett, Southside Johnny on WNEW-FM/New York.

GUEST DJ'S: Bryan Adams on WSYR/Syracuse... Henry Paul on WQXM/Tampa... Dan Aykroyd, John Candy on CHEZ-FM/Ottawa.

CONVERSATIONS: Bob & Doug McKenzie on WLIR/Long Island... Harlequin, Sage on CITI-FM/Winnipeg... Aldo Nova on CHOM-FM/Montreal... Ramones on WERI/Westerly... Joan Jett, Bryan Adams on WZZO/Allentown... Blasters on KVRE/Santa Rosa... Peter (Monkees) Tork on WPDH/Poughkeepsie... Brian Auger on KTIM/San Rafael... J. Gells, Bryan Adams, Red Rider, Eddie Schwartz, Foreigner, Michael Stanley Band, Carmine Appice on WIOT/Toledo... Le Roux on KMJX/Little Rock.

The Music Section

AOR's Most Accurate
Music Information

Begins Page 35

AOR Reporter Profile



Poughkeepsie
PD: Mike Harris
MD: Stew Schantz
Power: 50,000 watts
Consultant: none

"When I took over the programming job in September of '80, I implemented a new station philosophy by balancing the record library to appeal to the younger and older demos. This way the younger demos are growing up with the Beatles, Doors, and Hendrix (as I did in the late 60's) as well as the Cars, Loverboy, and AC/DC. On the other hand the upper demos can hear old and new Stones, Genesis, and J. Geils.

"My philosophy has always been that there's a lot of good music around so I encourage Stew Schantz, our MD, to go over every record with a fine-tooth comb listening for that hook that will generate some interest. This results in a very liberal add policy in these days of conservatism and a tight playlist. I've started to make WPDH more than just a jukebox through on-air promotions, the WPDH rock n' roll album, concerts, listener parties, and summerfests with fireworks on the 4th of July. With our merchandising campaign our call letters are everywhere; we're very, very visible. The glue that holds all this together is the jocks who know how to rock n' roll and have fun doing it." — Mike Harris

Adult/ Contemporary



JEFF GREEN

Guides To Effective Radio Marketing & Promotion

Like anything else today's consumer uses, radio is a product. It follows that a station must therefore, like any other product, be targeted, marketed, and promoted to a specific audience to be successful.

One fast-growing company that specializes in assisting stations reach their peak potential is **The Research Group**, a division of **Sunbelt Communications**. TRG could be considered a "think tank" of highly-experienced radio professionals, all of whom have backgrounds in both radio and research. Currently, TRG works with dozens of A/C stations as well as many other formats.

What's effective radio marketing and promotion all about? **Terry Patrick**, a 13-year radio programming veteran who recently joined TRG as a Research Associate from positions at **WWWE**, **WZZP**, and **WGCL/Cleveland**, among others, shared some of the strategies and philosophies TRG's modern broadcast marketing team applies.



Terry Patrick

I. Long-range Strategic Plan

One of the main ingredients in becoming a successful radio station is the development and implementation of a long-range strategic plan for maximizing rating, revenue, and profit success.

The first step to building this plan is a *strategic market study*, which involves perceptual market research. Analyze key listening measures to see how healthy your station is. Is it doing well at converting trial

samplers to regular, longterm listeners? Are samplers ever returning? Moreover, one needs to understand what the exact target audience should be, even though the general target may be A/C. For example, in some markets, it's difficult to reach certain adult demos on AM. It's important to know both what age groups you should be pursuing and what a realistic target is.

In addition to the traditional age-sex study, a *market segmentation* review is helpful. This is a careful look at the qualitative composition of a market. An examination is made of the format preferences in conjunction with the proper age-sex distribution on AM and FM. In short, you obtain the potential availabilities of each demographic with every format. From there, you can determine the total target focus for the station - i.e., your target demographic and lifestyle.

Determining The Needs Of Your Target

The next challenge is to *uncover the exact needs of your target audience*. Not all A/C's have the same needs. For example, the importance of sports is a highly active

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

variable from one A/C to another. The value and nature of contesting is also a key A/C programming variable. Taking this one step further, it's generally assumed (and true) that information services are important to A/C listeners. Yet it's critical to find out *to what degree*. Sure, mornings are essential for information. What about the other dayparts? How much should you have? You need these facts to fine-tune the programming to fit the exact needs of the target.

While examining a market and learning the needs of the target, one can learn both how well a particular station performs at satisfying those needs and what areas are weaker or stronger than the competition.

With all this data, you then formulate your strategic plan. You know what is needed to attract and keep your target audience. The fine-tuning process takes place.

It's very important for every member of the programming team to be familiar with this game plan and what their parts to play are. I have frequently experienced the situation where the staff was unaware of the station's goals - sometimes even the PD wasn't sure.

II. Effective Promotion

Effective promotion is the follow-through



"The fewer messages you try to get across, the better chance you have of reaching your target audience. Stick to one basic idea and build from there."

to your marketing strategy, and is initiated once the programming is consistent and accurately directed.

Promotion is often the barrier between a good and bad ratings sweep. Everyone's experienced this situation: A good programming team feels the station is sounding great and right on target. The Arbitron returns show disappointing results. The first reaction from management is likely to start tinkering with the programming. A jock or even the PD is fired, when in fact the weakness may actually have been ineffective promotion, or no promotion at all.

mediately dealing with large sums of money. With time-buy TV placements so expensive, one must be careful to not only schedule the correct spots, but purchase the proper shows that reach the specific lifestyles within your demographic cells. In short, pretesting and researching message and strategy can save you a lot of money.

Results & Conclusions

Don't expect the ratings to tell you if your promotions were responsible for the results. It's necessary to go into the street to assess how strong and effective the promotion campaigns have been. Even a small market station, which can't afford TV spots, billboard blitzes, and heavy promotion budgets, may benefit greatly by analyzing how its community perceives it. It could create more word-of-mouth positives about the station.

A word on doing your own market and perception research: Make sure the person in charge is highly skilled and can coordinate qualitative as well as quantitative research. If not, the results you obtain can do more harm than good. It's just amazing how much money is wasted and how many images are tarnished through incorrect marketing and promotion.

At The Research Group, it's our job to find the right road to a station's success. We can and will do anything our clients ask us to. But then, these are the efforts it takes to win.

Promotion Pre-testing

To determine if a promotion spot or campaign will work correctly, it's sensible to pretest your ideas. Present your concepts for TV, storyboards, billboards, and newspapers to samples of your audience before producing and running them. Weed out the bad ones and study to see how to make the good ones stronger for more impact.

With whatever kinds of promotion methods you use to achieve your goals, avoid allowing the message to get lost in the creativity. Keep in mind that listeners are being bombarded with messages. The fewer messages you try to get across, the better chance you have of reaching your target audience. Stick to one idea and build from there.

Since a TV promotion budget is critical for larger A/C stations, you find you're im-



CONTEST BLOB ATTACKS U-102 - WMYU (U-102)/Knoxville and a fast-food chain gave away three 102-second shopping sprees. Pictured are (from left) PD Bill Burkett and morning man Dr. Dave Dunaway with a few of the entries.

Progress

Gil Haar has been promoted from News Director to News & Public Affairs Manager at **KYUU/San Francisco**. Also at **KYUU**, **Anmarie McSweeney** is upped from News Coordinator to Coordinator of News/Public Affairs. **Bob Rondeau**, Sports Director for **KOMO/Seattle**, has been named 1981 Washington State Sportscaster of the Year by statewide sportscasters and writers. Also at **KOMO**, **Dennis Fløenor** is promoted from reporter/anchor to Public Affairs Manager. **Tom Green** joins **WCLR/Chicago** as sports reporter, formerly anchor/producer/reporter at **WBBM-FM** across town. **Carl DeSuze** is named Director/Regional Affairs Council for **WBZ/Boston**. **WLTN/Atlanta** has named **Paula Chambers** to a newly-created Public Relations/Research post, most recently of local advertising agencies. **Pamela Koltz** joins **WCFL/Chicago** as Promotion Assistant, previously of crosstown **WLS's** promotion department.

The Music Section

A/C's Most Accurate
Music Information
Begins Page 46

Country



CAROLYN PARKS

RADIO ON TV — PART II

Syndicators Respond To Radio's Demands

Last week we looked at one company which has diversified to meet the growing demands of radio for professional-looking Country radio spots for television. Top Billing, Inc. is not the only firm to recognize this need and react accordingly. Others, such as American Image Productions Inc. (Nashville) and Hamilton Productions, Inc. (Miami), have in the past several years created divisions aimed at this emerging market. Still other companies, such as Celestial Mechanix, Inc. (Venice, CA) have sprung up recently in an effort to fill this void and provide radio with a product that is competitive with national advertising. We first spoke with American Image President Jerry Williams, who filled us in on the company's background and subsequent entry into this field.

"We changed our name from the Money Machine Company in August of 1980 because of the involvement with television. Previously we did only audio vehicles, and we are one of the major companies as far as sales production library services are concerned, the basis for our business for a good while. The idea to get involved in television production came about at the NAB Programmers Conference in New Orleans when we were approached by several people with the idea of creating this type of product, so we simply responded. Country happened to be the one that we did first simply because the people involved within our organization and the people who approached us about it had Country stations, and also because we felt the other formats were being looked at as far as television commercials go more so than Country. There wasn't really the kind of high-quality product out there for Country broadcasters that we felt they deserved."

American Image Thrust Is Country

Although the company plans to handle other formats and has already produced spots for both A/C and Beautiful Music stations, they decided to concentrate on the format they debuted with... Country. "The main reasons we have more Country pro-

duct is simply because that seems to be where we carved out a niche initially (having won an award at the BPA last year for our Country campaign)," explains Jerry, "plus the impact that country music was having as a format. However, that is more or less a division of our company, whereas some of our competitors only concentrate on that one particular area. We are a company that serves broadcasters with a varie-

ty of different products, not just centering our attention on one particular area. We are not trying to be all things to all people. Quality is the key, and it's not worth doing unless you can do something that is really going to have a chance to be extremely well thought of in the marketplace."

American Image's debut effort, "Livin' The Music," was produced with the "Urban Cowboy" look that was so popular last year. It is still running in some markets and at its peak ran in around 28 markets. Jerry fills us in on their current "Plays It Country" spot, which just came out the beginning of January and is already sold to six markets.

"What we really want to do is make sure they get a commercial that is going to stand out in a crowd."

— Jerry Williams

"Plays It Country" is a fully-animated 30 and 10-second spot. The call letters are surrounded by the elements that are so identified with country music, which are the red, white, and blue colors of America and the statement itself, which identifies that station as the station that plays country music in that particular market. You also see the city where the station is located coming up out of a map of the United States with the call letters coming forth from that too. It's a very simple concept, but it comes off really well. You don't have to over-complicate matters in order to be able to have a beautiful TV spot.

Audio An Important Element

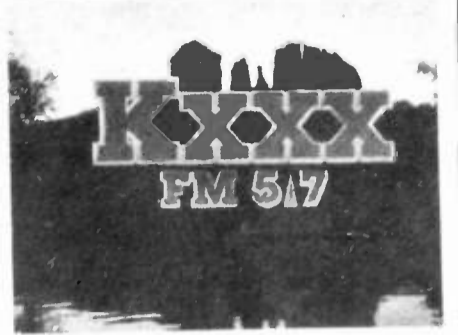
"We feel that audio plays a great deal in the creation of any really good TV commercial, so we used Gary Morris on the audio track. The sound that you get with the animation is a very contemporary approach to audio as it relates to country music."

Jerry explains how the spot can be customized for each station. "Usually you can only customize the call letters. However, we have three areas of customization that can be done... the city name, the slogan (you don't have to stay with the 'Plays It Country' theme), and the call letters. The spot even has five additional audio jingles that can be used on the air or with the spot itself at the discretion of the client. What we really want to do is make sure they get a commercial that is going to stand out in a crowd and be significantly better than what their competitors are running from a positioning point of view."

Hamilton Productions has been in business ten years but only started providing advertising for broadcasters about three years ago. President Joel Hamilton explains how that came about. "Our first Country spot, 'There's A Little Bit Of Country In Everybody,' came out about August of 1980 and is now being used in 67 cities. Our research into country music determined that there were only one or two companies which offered some television spots that went with a jingle package or something, which is how we got into producing materials for Country broadcasters. We felt that with what we saw that was going to happen with country music, the growth potential that was building, the change in the music itself, that now was a better time than ever for Country stations to promote themselves and be capable of selling not just to cowboys but to virtually anyone. And because there was product void we got into creating our first campaign for specifically Country stations."



"Plays It Country"



"Country Dreams"

Relating To Closet Country Listeners

The company now has a second Country spot called "Spend Every Day In The Country" as well as a Top 40/A/C spot named "Flight." Joel explains the concept behind "There's A Little Bit Of Country..." "The key to it is that it relates country music to everyone and that the station in the commercial is for you. At the time the campaign was created, country was just going through this transition, so you had a tremendous amount of closet Country listeners. The idea was to develop a campaign to show that the station had everyone for a listener and that all the people out in the market had the spirit of the station coming through in them so to speak."

Joel continues by describing just how this concept was achieved. "The opening scene has a policeman directing traffic. All of a sudden, over this country music in the background, you hear a very unusual steel guitar chord-type sound, while at the same time a burst flashes on the screen. In that burst you see the station's dial position, and the policeman instantly, without missing a beat, is transformed into this super-looking Western marshal's outfit. The same thing happens in the following scenes to a waitress, two business executives, and a mailman. At the end of the spot all these people who've made this transformation ride off down the street on horses, and a dissolve effect changes the street to the wide-open plains with a big orange sunset as the song comes up. The whole idea was to sell the feeling that the station had and was capable of having far more than just a country redneck type person for a listener."

"Each time it's done it's completely customized for the station. The songs are done from scratch; we don't do any call letter drop-ins... they're redone every time. The video is reedited every time. What happens is that the spot is always selling the station yet it's done with the effects."

As with most syndicators, Hamilton charges according to market size and amount of material. Joel notes that "most syndicators give you one spot, a :30 and a :10. We like to put a number of spots in the packages because your sweeps are longer now. That means that whatever you're running is going to die quicker. All our campaigns consist of eight to ten spots, each different but all with the same theme. The idea is to rotate each of the ten commercials throughout the sweep so that everytime

Continued on Page 26

Take The KIX Challenge And Win A House



KIX 106FM/Dallas kicked off its new Country format in a big way several months ago when the station purchased all the tickets to the Eddie Rablitt/Crystal Gayle concert and gave them away free to listeners. So how do you top that? By giving away a brand new \$75,000 home, of course! The station, in association with Pulte Homes, will award the custom-built three-bedroom home to one lucky listener selected from all entries received in the "Kix Challenge." Afternoon air personality Lisa Springer and PD/morning drive man John Walton are pictured in front of a sample of the grand prize, which one hopes would come equipped with radios in every room tuned to 106FM.

The Music Section

Country Radio's Most Accurate Music Information

Begins Page 42

Inside Nashville



BIFF COLLIE

CHEERS & CONFETTI: Happy Birthday Dolly Parton, Slim Whitman, Bobby Goldsboro, Phil Everly, Mac Davis, Ray Stevens, and Doug Kershaw . . . Hank Williams Jr. partied by Elektra/Curb honoring his biggest record year & certification of his "Habits Old And New" going "Gold" . . . Glen Campbell & Roy Clark set to host "Country Comes Home," a two-hour TV special to be taped March 8-11 here with a couple dozen stars (Johnny Cash, Loretta Lynn, Roy Acuff, Crystal Gayle, Hank Thompson, and Mel Tillis already booked). Glen's also cohosting

the "American Music Awards" from Los Angeles on January 25. Appearing on the live ABC-TV broadcast are Alabama, Mickey Gilley, Johnny Lee, Ronnie Milsap, Rick Nelson, and T.G. Sheppard . . . Ben Thomas (from "The Doctors" soap opera) is the new host of Nashville's live "Noon" show on Channel 4 here daily . . . David Frizzell and Shelly West's feature story upcoming in People magazine . . . Willie Nelson's 12-week contract at Caesar's Palace in Las Vegas, a multi-million-dollar agreement, is his first written contract with a hotel for a specific number of appearances. First time he was there they sold out of beer! (That had never happened there before.) . . . Remember "Wolverton Mountain?" Claude King's biggest hit will be immortalized with a full-length motion picture about Clifton Clowers and his pretty young daughter. (The Clowers still live on top of Wolverton Mountain in North Central Arkansas after 62 years! The pretty young daughter he sang about in the song is now 54 and still lives at the foot of the mountain.)

TCB: Icy winds, snow and sleet changed the complexion and pace of activity in Music City for awhile. Offices were closed for days by many and little activity took place at the open ones . . . Terri Gibbs expanded her pet chicken flock, I understand, to include incubating eggs! All her chickens are named after country stars (ever eat a chicken named Willie Nelson?) . . . January '82 found Helen Cornelius joining the Marines! (for a day, while she taped commercials for recruiting) . . . Gordon "Bud" Filer, duly-elected "King of the Hoboes," wrote a letter to his local Country station WVAM/Altoona, PA to say: "I heard your disc jockey playing records by somebody he called Boxcar Willie and calling him 'King of the Road' and 'King of Hoboes.' He isn't! None of us ever heard of this guy until radio & TV began playing his records" . . . Will there really be a "Charley Pride Reunion" on TV? If so, it should include, among others, Ronnie Milsap, Dave & Sugar, Janie Fricke, and Gary Stewart, shouldn't it? . . . Rumor of John Conlee's demise was grossly exaggerated, according to Conlee . . . Did you know that January 4 was the 59th anniversary of the first radio "Barn Dance Show" (on WBAP/Ft. Worth)? . . . That January 7 was the 49th anniversary of the WWVA/Wheeling Jamboree? . . . That January 13 was the 34th anniversary of the first Jamboree-type show ever televised (on WLW-TV/Cincinnati)? . . . George Jones a no-show at the Jackson, TN Col-

iseum as scheduled with Johnny Paycheck & Donna Fargo, but promised to perform on a Jerry Reed concert the following Saturday night . . . Sherry Bryce Sanders announced the first annual "Miss Country Music USA" pageant to be televised at the Opry House in Nashville this summer. For entries and participating radio station information, write Sherry at 48 Music Square East, Nashville, TN 37203.

AIRLINES: "The chief cause of divorce is . . . marriage (Mac Davis) . . . John Conlee says these days it's important to live within your means (even if you have to borrow money to do it) . . . 1982, the year Dolly Parton performed with the Boston Pops Symphony Orchestra . . . "Mama, I can't stop. These songs just keep oozin' out of me" (Hank Williams) . . . "Tell some of the booking agents to call me here at KHIL/Willcox, AZ. I want to book some shows" (longtime West Coast radio personality Eddie Briggs) . . . Since its inception in November 1925, I estimate over 20 million people have seen the Grand Ole Opry in Nashville, in person.

YOU'VE ARRIVED: When Johnny Carson publicly invites you on his TV show (he did Willie Nelson, last Thursday night) . . . When you're nominated for three Grammys, as Dolly Parton was last week . . . When (according to Boxcar Willie) the musicians you're playing with in each town don't have to watch your guitar chords to know how to play your songs . . . When you have to have guards around your house, both when you're gone and when you're home (like Eddie Rabbitt, and he lives in the country!) . . . When Willie Nelson asks you to do a duet album with him . . . When you sign a recording pact for over \$30 million (ask Kenny Rogers) . . . When you've written your own life story (and they have bought it!) . . . When you invite a few friends in for a "live album" session and end up turning away thousands and filling a 10,000 capacity auditorium (like Charlie Daniels is doing again next weekend) . . . When they name a 5-mile stretch of a main highway (which runs in front of your place) after you, which they did with Johnny Cash Parkway last week . . . When they televise live from a club named after you every New Year's Eve (which they do from Gilley's) . . . When you make an album titled "The Storyteller And The Banjo Man" and everybody knows it's Tom T. Hall & Earl Scruggs . . . When people you never heard of tell their friends they were in your high school English class!



SOME FAT FUN — Ricky Skaggs (right) and KFAT/Gilroy, CA PD Larry Yurkin seem to have an infatuation for the camera during the infatigable Skaggs's recent visit to the station. A FATinating time was had by all.

Syndicators Respond

Continued from Page 25

people look up they're seeing something new. It's a tricky business. Anybody can make commercials, but the key is making sure that whatever is in them relates to the times because timing is 90% of the battle."

Ex-Film Students Form Company

Celestial Mechanix, Inc. was formed by several former USC film students to supply commercials for agencies but recently decided to expand into the field of syndication. President Bob Benderson relates why.

"We decided that one of the areas lacking greatly was quality commercials that could be syndicated, especially in this tight economy and also with an expanded and very competitive marketplace. Most spots that were previously syndicated had a nice middle but the logos were tagged on. Since we have an optical printer we were able to customize each of our spots so it would look fully integrated without that syndicated look. We're also able to customize more economically, since we have all our own facilities in house."

The firm's first effort is its "Country Dreams" spot which took a silver medal for live action commercials at the International Film & Television Festival of New York, competing against many nationally-known agencies. The spot is urban in concept, showing a businessman rushing to catch an elevator, where he spots a beautiful young lady. As he pushes the floor button, the call letters appear on the selector panel backed by country music emitting from the elevator car. The next scene has these "beautiful people" galloping via horseback out of the elevator and into a lake with a mountainous country skyline in the distance. The voiceover comes up: "When the city needs a little country . . . KXXX," as the call letters fill the screen.

Bob explains what the client receives for his investment. "They get a :30 and a :10, and we supply them with billboards. It's a complete campaign unto itself. They have a choice of three separate billboards that can fit their community as well as artwork for a complete newspaper and print campaign and bus posters. We can also use the jingle at the end for an audio spot. We actually have two versions of that spot, one which can appeal to a heavy urban market as well as one which appeals to smaller markets. We've also developed different scores. Part of our contract is that the client station supplies their logo. If they want us to design a logo for them, then it becomes more expensive. However, if the client went to a typical logo company, he would pay as much for a logo as we charge for the entire spot.

"Country Dreams" is our entry into the whole market of syndication, but we are producing campaigns in virtually every format. We hope to make a spot that's generic enough to really be effective in every market. It's a competitive world out there. Radio stations aren't just competing among themselves anymore. They have to compete against companies like McDonald's. We're trying to give them a quality campaign that can be heard along with the top national campaigns on television. The average person is lucky if he remembers one commercial a night, so even though you may have the best local radio spot in your market, it may prove ineffective in the long run. That's what we try to zero in on. We see our competitors as not just other Country stations, not just other radio stations in your market of other formats, but virtually all products competing for an audience's attention on television."

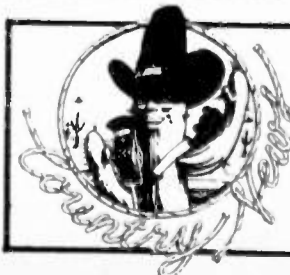
EDITOR'S NOTE: For further information on radio marketing methods, please refer to Jeff Green's column on Page 24.



CHRISTMAS IN KANSAS — KFDI/Wichita Operations Manager Jerry Adams is pictured surrounded by just some of the gifts donated by listeners to benefit the KFDI and Wichita Police Department sponsored 1981 Christmas Crusade For Children. The station collected over 900 toys to give to needy kids, the best year ever.



LACY SINGS FOR HER WETIES — Prior to her concert at the State Fair of Virginia, presented free to WEET/Richmond listeners, Lacy J. Dalton pays a visit to station staffers (l-r) Station Manager/PD Royal Bruce, afternoon jock Tom Kennedy, morning personality Tim Timberlake, and midday man Hank Allen.



Coors Country News

This Week's Guests:
**RAY PRICE, DOTTIE WEST
& THE STATLER BROS.**

Call Pete Howard (213) 399-4949
131 Ocean Park Blvd. Santa Monica, CA. 90405

Black Radio



WALT LOVE

A Positive Approach To Broadcasting

Realizing exactly what it takes not just to make it in this business, but what it takes to survive as a professional, has led me to Frank Woodbeck. Mr. Woodbeck is the Vice President and General Manager of WKBW/Bufalo. I realize that WKBW is not a Black radio station but I also realize that its VP/GM has knowledge that we all can benefit from. Following, Mr. Woodbeck shares that knowledge, tells us his thoughts on upward mobility, and provides some tips on marketing your product — your radio station.

I think most of us agree that Black radio has come "a long way baby" professionally, but it still has a long way to go at some stations. I asked Mr. Woodbeck what he thought we as working professionals could give to Black radio, whether we're working in it or not. "First of all, don't pigeonhole yourself if you want to improve. Don't think

of yourself as being in a type of radio, but think of yourself as being in radio, and being a professional business person. If you become an efficient professional, you can do a lot for yourself and for radio in general. For example, if we (blacks) want to get into ownership of radio stations, we should, but we should not limit ourselves to Black radio only. If we want to be owners, we should own all types of differently-formatted stations; that in itself would help Black radio by giving others the opportunities to participate. Broadcasting can be a profitable business, and if we want to own and program Black radio stations there's nothing wrong with that, but one of the most positive contributions we could make is to operate and program those radio stations in an uplifting manner. Programming is a good positive example for our youngsters and our community. We can give some people a positive basis from which to work by answering questions, giving help when needed, and by giving leadership when needed. That way, we've helped ourselves."



Frank Woodbeck

Early in our interview, Mr. Woodbeck expressed an uneasiness about being singled out as a black VP/GM of a general market radio station. I asked him to comment on that aspect of his professional life. "I'll tell you, I will be extremely happy when publications call me one day to interview me as a General Manager of one of America's greatest radio stations, which this is, rather than the black General Manager of one of America's greatest radio stations. I am a professional, a businessman, that's essentially it. I happen to be a GM of a radio station within a company that makes a profit for the parent company. I stress that point very heavily."

Chronicling his background, Mr. Woodbeck said, "I've been in the industry for 13 years — starting off as a film technician at a television station here in Buffalo. I've been with WKBW radio for nine and a half years starting as a sales trainee in 1972. In 1977 I became the Local Sales Manager, General Sales Manager in '79, and General Manager in 1980. Born and raised in Buffalo, I attended the University of Buffalo and have a BA in Business."

How and why do you think you were able to accomplish the track record you possess? "My predecessor, the gentleman that hired me, had confidence in me. The company gave me the training first and then the opportunity to sell. Quite frankly, when I got into the sales end of the business I was not sure of myself and I really had to

- A black executive at a general market station stresses professionalism
- Taking the color line out of selling your station
- A Washington, DC radio pioneer retires

learn how to have fun selling. Essentially, that's the key ingredient — you have to have some fun in selling. No matter what type of station you're selling, that station is your product and you're looking at that product as being an intangible product. Consequently, you must make sure that you learn a little bit about your client and your client's business, at which point you can fit your station's situation into the client's situation to make it beneficial to them. That's really where the fun comes in."

Try The Sales Route

Do you think more young people should try entering the industry by way of sales? "Yes, if they really want to get into what I feel is the fast-moving end of the business, more individuals should look into what I call the base of the business. Some young people only know of the on-air side of the industry; they should take the time to talk to someone in sales and find out what it has to offer."

What would you suggest to general managers of Black radio stations who are trying to sell their product to a client who's reluctant to buy time on an ethnic station? "First I would suggest that they might want to analyze their audience to find out exactly who listens to their station. In Buffalo, for example, we have two radio stations that cater to the black community — one AM and one FM. They supposedly cater only to the black community, when in fact if you analyze their audience you will find that it is not an all-black listenership. I would doubt that there are many ethnic stations in the United States that have only one ethnic group that listen to their radio station. Consequently, I think that's what has to be imparted to the potential advertiser. Clients that we deal with want to sell their product — consequently the only generic color involved in this entire ballgame is 'green'... money, and that's what makes us all work."

"Whether it's general market radio, Black, Polish or whatever, all radio stations exist by making a profit. All we should think about is presenting our product, which is our radio station, in the most positive manner possible. If we can sell the client's merchandise and do them some good, I don't care what kind of station it is, the client will continue to buy. We all must remember that radio stations are selling people, and one hundred percent listenership of any radio station is not one particular ethnic group. Black radio plays R&B music but that does not mean that only blacks like and listen to that type of music. General managers and sales managers must realize they are selling to people and we are selling a share of the marketplace that our stations have to offer to an advertiser. Sometimes we make this business a little more difficult than it really is."

Earlier you mentioned that one should not pigeonhole themselves within the industry — how do you think that can be accomplished? "As I stated before — don't think of yourself as a black star, but as a professional who can get the job done. Don't look for a crutch because there are plenty of people who want to give you a crutch, and then hope you fail. We need to get away from any negatives. But I'm not confusing the word crutch with 'help.' Anyone can look for help, and there are a lot of people within this industry that will give you help and they're not all black. If you deal with the folks who are willing to help you and accept you as a professional, you don't have to prove anything to the other element, thank God. Believe in yourself, your talent, and you can accomplish anything."

It was a real positive to interview Mr. Woodbeck, and I truly wish that we lived in a society that didn't put so much emphasis on race, color, etc. Maybe if we would get rid of the labels, radio could be business... and a fun business at that.

ACTION

Radio's Jumping In Jacksonville

Jacksonville, FL isn't that large but it appears that a great medium market radio battle is beginning to shape up in that Southern city. All of a sudden there are two Black radio stations (WPDQ & WKUE) and Urban Contemporary WJAX-FM (95X), all after the black listening audience.

WPDQ continues its changes. Maxx St. Claire will be doing the 2-6pm airshift and has resigned his Music Director position. His replacement in the music chair will be Earl James. Mr. James and new Program Director Marc Little can be reached at (904) 642-0530.

Program Director Mike Moore of WKUE, FM 93 in the Jacksonville area, needs record service for his new format. Mike can be serviced through the following address: WKUE, 2837 Park Street, Jacksonville, FL 32204.

WYLD-FM/New Orleans has announced the appointment of Tony Brown to the position of Music Director. Tony is presently on vacation and will assume his new duties when he returns. Next week we hope to be able to tell you where current Music Director James Alexander is headed for.

This is just for our female readership. KJOP radio in Central California asked me to put out the word that it's looking for an experienced female newscaster with an energetic voice who's not afraid to editorialize. The person must be able to work under pressure, coordinate recorded materials, and be compassionate toward the needs of the black community. If interested contact: Jamal Wells, KJOP, 15279 Hanford-Armona Road, Lemoore, CA 93245.

Program Director Fred Moore of WLTH/Gary, IN announced the appointment of Ron Rogers as Production Director and announcer. Ron has been a veteran of the Chicago radio market for ten years.

Black Radio Pioneer Retires

What can you say when a legend retires? A simple statement is best, "I'm going to miss him." The man making the statement is E. Carlton "Bud" Myers, Vice President and General Manager of WOOK-FM (FM-100), United Broadcasting's Washington outlet. The man he's talking about is Cliff Holland, Vice President of Public Affairs for WOOK and one of the first, if not the first, black radio announcer in a major U.S. city.

Today Mr. Holland brings down the curtain on an illustrious 35-year career with WOOK. Who would have thought that this man, who started as a part-time announcer in 1946, would one day be named a VP in a major broadcast group, possibly the first black to be so appointed. Truly a radio pioneer, Mr. Holland's contributions as a performer, administrator, and teacher are well documented.



Cliff Holland

Mr. Myers recalls, "In the late 40's, Cliff set this town on its ear with a program from 2-6pm called the 'Afternoon Dance Party.'" The phenomenal success of this show was only one in a succession of professional accomplishments for Mr. Holland.

He served as Music Director and then as Program Director of WOOK for more

than a decade. Washington, D.C. television viewers may remember him as a news anchor on the city's old Channel 14. Mr. Holland also has been coordinator of the broadcast of United Broadcasting's "Message Of Hope" program, which was originally fed daily on a network line from Washington to all the United Radio stations. "He was the backbone of Black radio in Washington," remarked Mr. Myers. Mr. Holland shouldered the responsibility of directing and training many successful radio announcers, including some who went on to work on Voice Of America broadcasts.

The culmination of this broadcasting journey was celebrated at a gala dinner in Mr. Holland's honor on December 30 in Washington. Among the presentations were a mayoral proclamation signed by Washington Mayor Marion Barry, recognition by the District Of Columbia City Council, and honors from the Washington Area Broadcasters Association.

From all of us who have followed you Mr. Holland, thank you and Godspeed.

The Music Section

Black Radio's Most Accurate Music Information

Begins Page 44

'CRAFTMAN'

The Hall Band

ADDED AT:

WILSON'S RECORDS

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WFLB • WOKI • WSKZ • KZ93
KRNA • KLPQ**



Produced by Richard Sanford Orshoff and John Hall.



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Opportunities

Openings

EAST

WORC/Worcester seeks full-time air personality for A/C. T&R to Gary Scott, PD, 8 Portland St., Worcester, MA 01608. EOE M/F (1-22)

Expanding market, suburban Washington, D.C., A/C seeks experienced AM drive announcer/sales combo. T&R: Jay Rutherford, WAGE, Box 1290, Leesburg, VA 22076. EOE M/F (1-22)

News huestler needed for CHR station. Good delivery/solid news judgment. Minimum 1 year experience. T&R: Bob DiPetro, WHEB, Box 120, Portsmouth, NH 03801. (1-22)

Drive time news anchor needed immediately. T&R to Jeff Howlett, WBBF, 50 Midtown Tower, Rochester, NY 14604. EOE M/F (1-22)

Mature communicators, strong production for future openings at growing regional Country station. 2 years experience. T&R: Tim Akers, WKRT, 292 Tompkins, Courtland, NY 13045. EOE M/F (1-15)

Stable newspaper wanted for small market AM/FM, some experience desired. T&R to Ron Shapley, WDOO, Oneonta, NY 13820. EOE M/F (1-15)

SOUTH

WBOQ/Daytona Beach, 100,000 watt CHR looking for bright, funny morning man. T&R to Rick Knight, Box Q102, Daytona Beach, FL 32015. No calls. EOE M/F (1-22)

Now accepting T&R for future air talent for Country. Minorities encouraged. Send to: KCCW, GPM Bldg., South Tower, San Antonio, TX 78216. EOE M/F (1-22)

WSLQ (96.7 ROCK) Superstars looking for afternoon drive air talent. Good voice, production skills. T&R to Neal McNeal, Box 5000, Montgomery, AL 36192. EOE M/F (1-22)

Newsperson and afternoon drive jock for A/C format. Send T&R to Steve Lake, KBIU, Box 3306, Lake Charles, LA 70601. (1-22)

Openings

Adult personality for morning at Top 50 A/C. No beginners, no calls please. T&R: Bruce Garraway, WQRK, 180 New Town Rd., Virginia Beach, VA 23462. EOE M/F (1-22)

Come live by the sunny sea. Midday opening. Adult who can communicate with adults. T&R to Stanley B., WFMD, 1889 Wilmington, NC 28401. (919) 763-6363. EOE M/F (1-22)

Future news opening. Minimum 3 years experience. Send to: News Director, KCCW/KLLS, GPM Bldg., South Tower, San Antonio, TX 78216. EOE M/F (1-22)

WZYP/Huntsville looking for a hot 7pm-12midnight personality. T&R to Chris Andrews, WZYP, Executive Plaza, 820-G, 565 Sparkman Dr., N.W., Huntsville, AL 35806. EOE M/F (1-22)

WXAM looking for afternoon drive performer. T&R to Steve Reed, Box 1294, Charlottesville, VA 22902. EOE M/F (1-22)

Overnight A/C personality wanted for expanding operation. Minimum 2 years experience. T&R to Jim Robertson, Box WRVR, 2272 Central Ave., Memphis, TN 38104. EOE M/F (1-22)

FM99/Tallahassee, FL needs midday personality/strong production. Good money. T&R to Al Brock, PD, FM99, Box 3168, Tallahassee, FL 32303. EOE M/F (1-15)

Experienced air talent for afternoon drive. CHR-FM in growing East Texas college town. T&R: Mark McLain, KKTX, Box 192, Kilgore, TX 75662. EOE M/F (1-15)

Y103 (WIBY-FM) looking for slightly crazy morning man with proven track record for AM team. T&R to Robert John, Jacksonville, FL 32216. EOE M/F (1-15)

Production person, Tampa Bay. Write & produce exceptional commercials. Cassette demo to Drew Hayes, WPLP, News Talk Radio, Box 570, St. Petersburg, FL 33566. EOE M/F (1-15)

KRZI has opening for morning personality with mature wit and delivery. Great opportunity for night person. T&R: Clay Steele, Box 8093, Waco, TX 76714. EOE M/F (1-15)

Openings

KOZA, A/C in sunny West Texas is looking for a real personality for 300,000+ market. T&R: Keith Montgomery, Box 361, Odessa, TX 79760. EOE M/F (1-15)

Immediate opening for qualified newspaper. Strong journalism background and interest in investigative reporting. T&R: Brad Houston, KDOK, Box 6340, Tyler, TX 75711. (214) 593-2619. (1-15)

AUSTIN TEXAS - KHFI

Number 1 station in market has opening for a creative and productive Program Director. Applicants must have the desire and ability to win. Send tape and resume to include ideas and concepts and what you have done to make you a winner.

KHFI

1219 West 6th-Austin, TX 78703

Equal Opportunity Employer

WXAM/Charlottesville looking for a drive-time news anchor/reporter. Top writing skills and personable delivery. T&R: Pam Mason, Box 1294, Charlottesville, VA 22902. (1-15)

Experienced air talent for night shift CHR-FM in growing East Texas college town. T&R: Mark McLain, KKTX, Box 192, Kilgore, TX 75662. EOE M/F (1-15)

Looking for a newspaper person for Southern small market station. T&R to Mike Hedges, 3341 Towerwood Dr., #204, Dallas, TX 75234. EOE M/F (1-15)

WNOE AM/FM needs news/anchor person. Writing background. 2 years minimum. T&R to Joe Patrick, 529 Bienville St., New Orleans, LA 70130. EOE M/F (1-15)

WKQQ, 100,000 watt AOR accepting applications for Production Director position opening first quarter. T&R: Gary Dickson, WKQQ, Box 100, Lexington, KY 40590. (1-15)

Openings

A/C morning/Production Director. Active contributor. Creative/Cooperative atmosphere. Opportunity/responsibility. Work with us, not for us. T&R: 1BSAC, Box 70, Ft. Knox, KY 40121. EOE M/F (1-15)

B100, 100,000 watt FM has immediate opening for News Director. Great place to live. T&R: Greg Bunce, PD, WVBS-FM, Box 4700, Wilmington, NC 28406. EOE M/F (1-15)

Jefferson-Pilot needs production pro for state-of-the-art facility. Experienced only. T&R: Larry Knight, WGBS, 710 Brickell, Miami, FL 33131. EOE M/F (1-15)

WOXY/Sumter, BC's #1 rated CHR AM looking for creative morning man and midday personality. T&R: Chuck Beck, PD, Box 1269, Sumter, SC 29160. EOE M/F (1-15)

97AIA/Miami-Ft. Lauderdale is looking for an experienced, disciplined, A/C personality. We have the sunshine and music, if you have the on-air presentation. T&R to Alan Anderson, 97AIA, P.O. Box 1177, Miami, FL 33138. No calls please. EOE M/F (1-22) •

Program Director: Powerhouse AM in Top 50 market wants "take-charge" person to revitalize and give direction to a potentially great personality/A/C radio station. Air shift (preferably morning drive), oversee air staff, production, news personnel, and formatics. Solid track record with proven ability a must. Send all resumes to Bernie Barker, 2146 Highland Ave. South, Birmingham, AL 35205. EOE M/F (1-29) •

Opening for a top-quality newscaster at **WSB Radio, Atlanta, GA**. Must have 3-5 years with major market experience. Salary negotiable, no beginners and no calls please. Send replies to Personnel Director, WSB, 1601 W. Peachtree St., NE, Atlanta, GA 30309 (1-29) •

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CURRENT CALIFORNIA AIRCHECKS!

Issue #22 features KFRC/Dr. Don Rose, KISS/Rick Dees, KFI/Bobby Rich, KRLA/Dave Hull, KWST/China Smith, and KSJO/"Mr. Bill." Cassettes, \$5.50. California residents add 6%. Write for a back issue list or more details on our yearly subscriptions.

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P.O. Box 4408, San Diego, CA 92104

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• (205) 822-9144

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Hundreds renewed again!

Free sample!

Write on station letterhead to
Contemporary Comedy
5804-O Twinning
Dallas, TX 75227

Opportunities

Openings

MIDWEST

Full-time immediate/future openings. CHR/AOR format. Experienced/excellent production a must. T&R, salary requirements: Steve Graziano, KFMZ, Box 1345, Columbia, MO 65205. (1-22)

WDJX/Dayton CHR needs afternoon or night talent. One-to-one communicator, no whiners just winner! Call Charlie, (513) 429-9080 2-6pm EST only. (1-22)

A natural entertaining, creative personality is being sought by Cleveland's FM Country. T&R to Jon Olson, KS100, 1 Playhouse Square, Cleveland, OH 44115. EOE M/F (1-22)

WJML/Petoskey, MI needs full and part-time personalities. Live by the bay! Females encouraged! Production a must. T&R: Mike Benson, Box 99, Petoskey, MI 49770. EOE M/F (1-22)

Opening Soon

for experienced PD at mass appeal FM. Top rated 12-44 station in Top 50 market needs a well-organized Program Director with expertise in planning outside promotions. New equipment, new building. Send tape and resume to Radio & Records, 1930 Century Park West, #302, Los Angeles, CA 90067. EOE M/F

E. Alvin Davis & Associates, looking for a humorous morning talent. Voices, characters, etc. desirable. T&R: E. Alvin Davis & Associates, 3515 Bookmark Place, Landon Farms, OH 45038. EOE (1-22)

KDVV-FM (V-100)/Topeka has immediate opening for morning drive personality. T&R to Tony Stewart, Box 1478, Topeka, KS 66601. EOE (1-22)

Are you crazy enough to work in Indianapolis? Are you considered a "Dangerous Character"? Tapes only: WNAP, 2836 N. Illinois St., Indianapolis, IN. EOE (1-22)

WXKE/Ft. Wayne wants to hear your AOR delivery for future openings. Send T&R: Rick West, 4740 Col-dwater Rd., Ft. Wayne, IN 46806. EOE M/F (1-22)

Full-time anchor/street reporter needed. Good delivery and writing abilities needed. T&R to Mike Hawkins, WDBQ, 1170 Iowa Street, Dubuque, IA 52001. EOE M/F (1-22)

98FM/Fargo accepting applications for experienced personalities. Immediate morning opening. Super bucks and great facility. T&R: Shawn Waters, KQWB, Box 2893, Fargo, ND 58108. EOE (1-22)

Openings

Northern Chicago suburban FM seeking talented air personalities for A/C format. Females/minorities encouraged. T&R: Lou Scott, WKZN-FM, 2700 Sheridan Rd., Zion, IL 60099. (1-22)

MAJIC 108 FM NEWS DIRECTOR

St. Louis Urban Contemporary/Black market leader, seeks qualified NEWS DIRECTOR/ANCHOR with proven journalistic abilities. Willing to pay for the right person, plus great benefits package. Send tape, resume and photo to: MAJIC 108 News, P.O. Box 4860, St. Louis, MO 63108. EOE

Consultant seeks creative, clever air personality for Midwest AOR station. T&R to Suite F-301, 3694 Barham Blvd., Hollywood, CA 90068. EOE M/F (1-22)

WIBA/Madison still looking for adult communicator. 30+. Excellent opportunity. Great pay and benefits. T&R: Bernie Luv, P.O. Box 99, Madison, WI 53701. EOE M/F (1-22)

KQWB/Fargo looking for newperson for expanding news staff. Contact Linda Hogan, ND, Box 2983, Fargo, ND 58108, or call (218) 236-7900. (1-22)

KFMQ/Lincoln, NE accepting T&R's from experienced AOR announcers for possible future openings. Send to: Tom Barker, Terminal Bldg., 10th & "O" Street, Lincoln, NE 68508. EOE M/F (1-15)

KBTT/Davenport seeks creative nighttime personality for up-tempo A/C shift. Must be able to do more than the basics. T&R and photo to Jim O'Hara, Box 3788, Davenport, IA 52808. EOE (1-15)

Top sales people needed now, LOVE 97. Send resume to Peter J. Nadel, 3184 Heathstead Place, Charlotte, NC 28210. EOE M/F (1-15)

Experienced newperson/Farm Director. Writing samples, T&R: Randy Holland, KKRC, 1704 S. Cleveland, Sioux Falls, SD 57103. EOE M/F (1-15)

KBEQ-FM-Q104/Kansas City has an immediate opening for qualified Chief Engineer with thorough knowledge of studio and transmitter operations. This is a permanent position. Station is located in finest area in Kansas City-Country Club Plaza. Direct inquiries to Gary Rodriguez, GM, 4710 Pennsylvania, Kansas City, MO 64112. (1-22) *

Openings

PROGRAMMER

Key programmer needed to help make and execute programming decisions and policies. Reason: Midwest station expanding to 50,000 watts. Imagination, experience, good character, stable work record all essential. Send resume to Radio & Records, 1930 Century Park West, #299, Los Angeles, CA 90067.

WEST

KVEL/KUIN is now accepting T&R for future opening in quickly growing station in market. Send to John Bailey, KVEL/KUIN, Box 307, Vernal, UT 84078. EOE (1-22)

Lost my afternoon person to WJJD/Chicago. Who's next? Skiing, hunting and great radio. Profit sharing and hospitalization! Call Chuck White, (307) 632-0651. (1-22)

A/C KLUB/Salt Lake City looking for a morning personality. Must communicate with 35+ demo. Send T&R: Scott Gentry, P.O. Box 388, Salt Lake City, UT 84110. (1-22)

Country loving KRBY now accepting applications for future openings. 1 year experience. T&R to Tony Lucero, Box 1981, Roswell, NM 88201. EOE (1-22)

KGEOldies/KGFM seeks open "A-team" salesperson in CA's second fastest growing market. Send resume to Jim Rash, Box 260, Bakersfield, CA 93302. EOE M/F (1-22)

KENI/Anchorage needs creative AM news drive person. Journalistic background, 3-5 years broadcast experience. T&R: Mark Riehle, 1777 Forest Park Dr., Anchorage, AK 99503. EOE M/F (1-22)

Production/copywriter/PM drive. Real pro needed at AM/FM in North San Diego County. No calls please! T&R to Steve Clark, KUDE/KJFM, Box K, Oceanside, CA 92054. (1-22)

Brand new 100kw FM in N.W. Wyoming seeks aggressive newperson. Excellent salary & benefits. Call Jim at (307) 527-8444. EOE (1-22)

Brandon Communications talent hunt AOR, CHR, A/C, Country air talent and PD's. T&R: Mark Driscoll, Box 220, Arroyo Grande, CA 93420. EOE M/F (1-22)

KFMJ-97 needs midday/Production Director to replace automation. If you can edit tapes and have interesting voices, call after 10am (PST). Gene Davis, (503) 479-5365. EOE M/F (1-15)

Openings

ND needed for AM/FM in North San Diego County. Must be a real pro. No calls please! T&R to Steve Clark, KUDE/KJFM, Box K, Oceanside, CA 92054. (1-22)

DJ/Sales. No experience necessary, but helpful. Great beginning position, near Portland. T&R: Debra Clay, KOHI, Box 398, St. Helens, OR 97051, or call (501) 397-1800. EOE M/F (1-15)

Part-time positions open at Bakersfield AOR. Send T&R to: KMGN, Box 2700, Bakersfield, CA 93303. EOE M/F (1-22)

KROY - SACRAMENTO seeks

News Director/Personality

For Adult AOR. Best applicants will send a great tape with credible and entertaining content and delivery, resume, and a letter telling me why you're best for the job. Stable company, super new facility and great people. Our departing News Director has joined ABC, so this is a job for a Pro! Contact:

RICHARD IRWIN, KROY
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Equal Opportunity Employer

KZOZ/San Luis Obispo #1 central coast AOR looking for on-air PD. T&R to Mark Driscoll, Box 220, Arroyo Grande, CA 93420. EOE M/F (1-22)

Possible future opening for KUGN-AM/Eugene. T&R: Paul Thorpe, 4222 Commerce St., Eugene, OR 97402. EOE M/F (1-15)

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Equal Opportunity Employer

Looking for a night jock who wants to win in Salt Lake City. KLRZ-FM, 307 South 1600 West, Provo, UT 84601. EOE M/F (1-15)

KAFY/Bakersfield A/C needs jocks for weekend shifts. Some experience necessary. Contact Joseph King, Box 6128, Bakersfield, CA 93388. EOE M/F (1-15)

Marketplace

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It's a sure way to generate qualified sales leads
Just call PAM at (213) 553-4330
for more information

Opportunities

Openings

Looking for six menaces to man the ship. T&R to Buster Bodine, KPRI, 8665 Gibbs Drive, Suite #201, San Diego, CA 92123. EOE M/F (1-15)

KZEL/Eugene Superstars AOR needs evening personality. Superstars experience preferred. T&R to Brad Hoffman, KZEL, Box 70128, Eugene, OR 97401. EOE M/F (1-15)

Positions Sought

Experienced Top 40/AOR jock looking to move West. Hard working and dependable and willing to take direction. Call BOBBY, (806) 792-4830. (1-22)

T. TOMMY needs a job. 6 year vet. MD and afternoon drive announcer. Outstanding production. Call after 6pm. (219) 275-4436. (1-22)

Looking for radio news in Southern CA. 8 years experience. Formerly KCKC/San Bernardino, KFMB/San Diego. JIM RUSSELL, (714) 862-0369. (1-22)

16 year 1st ticket familiar with AOR and CHR. Available full or part-time. All areas. DOUG CORY, (213) 366-1550 or 10436 Lindley, #250, Northridge, CA 91326. (1-22)

Dedicated sportscaster, radio, P-B-P or color commentator in all sports. Anchorman/future reporter ready to relocate. Contact BARRY SACKS, (914) 354-8945. (1-22)

BARRY McCOY, formerly WOHO/Toledo, WDUZ/Green Bay, looking for air position in medium market. Also would consider PD. Call (419) 898-9706. (1-22)

Good pipes, first ticket and 16 months experience in Phoenix and Evansville. Looking for stable CHR. Call WES SILER, (502) 826-5228. (1-22)

8 year veteran looking for new glg. A/C, CHR Midwest or East. No small markets. Call SCOTT, (517) 799-0884. (1-22)

Play-by-play is my game; JOE CORMIER is my name. Motivated and dedicated male seeking a sports directorship or equivalent. Three years radio and TV P-B-P at the high school and major college level. Good public relations person. Excellent references. B.A. degree in communications (1980). Tape and resume available. (318) 261-0821. Can be reached (8am-12noon, Mon.-Fri.) (2-5) •

MICHAEL KEATING, formerly of KWK/St. Louis, WINZ-FM/Miami, 991ZD/West Palm Beach, and WOVM/Ft. Pierce looking for AOR. Programming and former Music Director. Call (305) 464-1401 (WOVM). (1-22)

CLEARANCE SALE! Rock Duo for medium market. Drive. Proven record, stats, tapes; call (618) 986-3379. (1-22)

I have the skills and the drive. Formerly mornings KIOA, WTVN. Let us win together. You'll be impressed! BRAC, (306) 276-2945. (1-22)

Ambitious and determined! Need DJ/Secretary? Ask for Jeamine. Have associate in radio. Experienced, but willing to learn more. T&R available, call (802) 723-6213. (1-22)

6 years experience. Announcer, PD, MD. Super copy and production. Looking for CHR or AOR. Prefer Midwest, will relocate for "right" position. (715) 234-6573. (1-22)

Positions Sought

Announcer with 2 1/2 years experience. Good production desiring work in Rocky Mountain, Midwest region or New England. Call DON, (414) 882-9126. (1-22)

10 years experience. Jock with good pipes seeks CHR station in NY, CT, NJ area or other East Coast locations. Extremely reliable. BILL DALLAS, (616) 423-0167. (1-22)

Excellent news, sports writer, announcer. Solid interviewing, production skills. Various work experience, small stations, San Francisco. I'm mature, intelligent, hard working. Masters. NEIL, (415) 282-9319. (1-22)

PD and MD experience. I also put together music specials and countdowns. Anything in radio or syndication. Call ANDY, (414) 324-2630 or (414) 324-4441. (1-22)

Award-winning WY ND, with Chicago and CA experience seeking news or talk position. Available now. (707) 224-3809 or (312) 848-9263. (1-22)

Talented Sports Director, 6 years experience ready immediately. Excellent P-B-P, sports talk. Can combine with news any market. Call JIM, (614) 436-6133. (1-22)

Nighttime crazy, looking for position on East Coast. 2 years experience, willing to adapt and learn. Call RICK, (302) 629-7226 after 12 noon. (1-22)

Experienced PD/MD/AT in a market leader, seeks a fresh CHR or A/C challenge. Ready to move now. Let's talk. Call STEVE, (615) 245-2639. (1-22)

I dreamed Dolly Parton was my mother and I was a bottle baby, funny CHR announcer looks for medium market job. ROB, (312) 894-3987. (1-22)

Announcer/PD/salesperson desires to move upward to medium market. Announcing, PD or operations position. Plenty of experience, desire, and willingness. Call RON, (419) 238-2245. (1-22)

The price is right! 3 years experience announcing, production, copywriting, 1st phone. Solid on-air background. Interesting resume, compelling tape. Call BARRY, (212) 946-3761 or (212) 221-3704. (1-22)

MIKE RUBLE, currently ND at WINU. Experienced MD and Sports Director. Seeking air position at medium or large market. Willing to relocate. (618) 654-7293. (1-22)

Eight year jock experienced with all formats in medium and major. If interested call LANCE, (212) 993-0278 or (213) 789-2427. (1-22)

WORKAHOLIC AVAILABLE!!! #1 in market of 250,000 at personality A/C. Have CHR experience, also host talk show, news reporter, and have done P-B-P. (312) 774-3916. (1-22)

AM DRIVE... relevant and enjoyable approach incorporating basics, phones, humor geared to your market... community involvement... major market experience. Succeeding now. (609) 397-8318. (1-22)

BOB SIMPSON, formerly KOPA and WTIC-FM looking for glg. I'm swell, (802) 945-8744. Preferably Midwest or Northeast. (1-22)

7 year pro seeks to program medium or small market station in CO. Call BOB, (303) 686-5044 days. (1-22)

Aggressive News Director seeks reporter/anchor position in Top 100 market. Experienced pro. Call BRAD, (615) 236-3892. (1-22)

Experienced ND presently working small market, seeking medium to large market position. 2 years experience in reporting, writing and on-air. CLYDE, (701) 324-2768. (1-15)

Positions Sought

2 years solid experience as Production Director, small market blocked A/C, C&W, desires small/medium market. Blind. Have guide dog, will travel. TIM STEWARD, (904) 892-7755. (1-15)

DJ with 4 years experience small market with MD and programming experience. Seeks work in medium market Pacific Northwest or West. Call STEVE JONES, (918) 749-3649. (1-15)

11 year pro looking for full-time programming or production, or daytime airshift. J.J. COOK, (701) 222-1456 or (701) 387-4721. (1-15)

Talented, creative, aggressive and experienced announcer/MD in medium market seeks MD or PD position. CHR/Top 40 only call GARY, (815) 229-1066. (1-15)

Available: award-winning newsmen. Journalism B.A. 5 years experience. Single. Now working near NYC. Prefer East or go West for right opportunity. DAVE, (914) 947-3231. (1-15)

Trained, talented and great. Tape available now to help meet your programming goals. RALPH ESPOSITO, (312) 631-6231 after 6pm CST. (1-15)

L.A. talk show host starving for work. Now part-time, desire full-time any market. 12 year pro, award-winner. Call JIM (collect) (714) 621-2272 anytime. (1-15)

ND at award-winning small market station seeks move up. I've done it all; sports, P-B-P, production. 4 years experience. Call (717) 838-1115. (1-15)

6 year programmer/personality, broadcast instructor looking for assistant PD or drive airshift in medium to major market. Available immediately. Call DOC, (307) 742-7692. (1-15)

Major market announcer leaning to news and sports. East Coast preferred. Call (215) 549-0466. (1-15)

Female seeking airshift/news department. Available immediately. (213) 375-4869. (1-15)

Available now. Personality who does voices. Worked Syracuse, Honolulu, Ft. Lauderdale. Call TERRY, (306) 461-5264. (1-15)

DJ available now! Medium/small market. Dynamic professional-sounding voice. Responsible/enthusiastic/creative. 600 hour broadcast education/training. 3rd. Tapes, resume, JOHN DIGENNARO, (609) 423-0677. (1-15)

Female ND/anchor, 10 year pro, looking for new challenge. Major or large/medium market. Must have strong news commitment. BARBRA, (914) 331-8815. (1-15)

Major market air talent with background in music, research and promotion. Available to program at a medium or larger small market. Great references. FRANK HANEL, (412) 373-3994. (1-15)

Hard-working, enthusiastic MD with award-winning production, seeks major market weekends or medium market PD spot. JIM (ORR) KIRK (209) 522-5483. (1-15)

Looking to fill your EOE? Might as well do it with talent! San Luis Obispo to San Diego, my experience is all yours. ELSIE T., (213) 257-7071. (1-15)

Small market OH midday jock looking for solid small market position in OH or other Midwest state. Excellent production. Call ANDY at (216) 381-4395. (1-15)

Washington, D.C., New York or Chicago radio news position needed May 1. Ed Wolkenheim, ND, WEZW, 735 West Wisconsin, Milwaukee, WI 53233. (1-15)

6 year vet, PD, MD, agency production, morning drive jock, wants jock/Production Director job in large market. Call ROLAND, (717) 397-9369 or (302) 734-2932. (1-15)

Female air personality, 6 years experience, seeks contract. For T&R: JACQUELINE FOXX, P.O. Box 15290, Las Vegas, NV 89114 or (702) 732-2658. (1-15)

Budget cut made me a free agent. Experienced in all facets of on-air operations. Let's talk. Call (607) 798-0445 for T&R. (1-15)

Open mind psychic, free of charge, well known. CANDY WINKLER, (213) 851-7625 or answering service, (213) 277-8044. (1-15)

Male DJ. Excellent knowledge of Country music. Love to work midnight shift. Looking for Midwest Country station. STEVE GRAYSON, (312) 864-3304. (1-15)

DAYNA STEELE, KRBE Asslt. PD, MD, air talent looking for similar position. (713) 780-0961. (1-15)

1st phone, MD, copywriter, production directing, on-air and hard work my specialties. Looking for step up or first programming opportunity. Call days, (305) 466-2788. (1-15)

Dynamic news professional with good voice seeks medium market experience. 6 years news gathering experience. All considered. Write ND, 52 Islandview Dr., Parkersburg, WV 26101. (1-15)

Chief Engineer/humorous morning man looking for medium market to do either or both. 10 years experience. Call MORGAN in the morning. (919) 734-5936. (1-15)

Positions Sought

Versatile announcer, newperson seeking entry level position. Looking for opportunity to contribute and grow. Let's expand together. LYNDA LITTLE, (312) 754-5832, work (312) 989-3000. (1-15)

Funny, topical, speak-out type personality. Local stuff. Reliable, friendly delivery. Good numbers. 12 years and counting. Mature, responsible individual. (213) 349-7362. (1-15)

Don Imus, The Grassman, all rolled into one! JEFF CONRAD seeks morning or personality slot at medium or major market station. (306) 392-1918. (1-15)

Ask Casey Kasem, Gary Owens, Don Imus, Robt. W. Morgan or Lohman & Berkley who was the greatest disc jockey in L.A. and S.F. until he died in a car accident while at KFWB. If they don't say Don MacKinnon I'll kiss your empty billfold in Macy's window! I started Don in radio when we worked together in Iowa. I have been #1 at top stations in Omaha, Indianapolis, Minneapolis, Denver and Texas. We did the same schtick then and I still do it the MacKinnon way now. DOUG MACKINNON, 3807 Crestmoor Pl., Des Moines, IA 50310 or (515) 276-6266. (1-22) •

Changes

RADIO

John Moss joins Radioredo as Account Executive, based in New York.

Barbara J. Geiger named Co-op Coordinator at WOWO/Fort Wayne, IN.

Cathy Speerman joins WING/Dayton, OH as Continuity Director, from WAVI-WDAO/Dayton, OH.

RECORDS

Jorge Pino appointed Director, International Marketing for RCA Records.

Chuck Oliner named Midwest Field Representative for Chrysalis Records.

INDUSTRY

Bob Skoro named Intersong's Creative Manager, West Coast.

Victoria Clare appointed Director of Publishing/A&R for the Destiny Music Group.

Miscellaneous

WRNL Contemporary Country Richmond, VA needs record service from all labels. Contact Mike Anderson, 7100 Bethlehem Rd., Richmond, VA 23228. (1-22)

I'm building the biggest radio logo collage in the world. Will trade bumper stickers to letterhead. Send to Scott Q, Box 10404, Bakersfield, CA 93389-0404. (1-15)

KWUN/Concord, CA (Bay Area) needs CHR and AOR service. Send to Russ O'Bryan, Myrtle & Holly Drives, Concord, CA 94520. (1-15)

R&R Opportunities Advertising

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

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

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Blind Box ads or Classified Display ads are \$20 per inch (recommended 50 words) per week, plus \$15 per week for postage/handling. \$35 minimum for Blind Boxes.

Deadline for all Opportunities ads is noon (PST) Thursday.

For Opportunities, call (213) 553-4330 or mail to Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.

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Radio & Records

1930 Century Park West, L.A., CA 90067



JANUARY 22, 1982

This Week In Music History

BY DAN FORMENTO OF THE SOURCE

Bob Dylan's

"Renaldo And Clara" Premiered

MONDAY, JANUARY 25 — Dylan's first self-produced, full-length feature film "Renaldo And Clara" opened in New York and Los Angeles on January 25, 1978.

This was a four-hour long docu-drama which, at its best, included well-staged live performance footage from his 1975-76 Rolling Thunder Review, and, at its worst, put Dylan in improvised semi-autobiographical scenes between himself, his real-life wife Sara, and Joan Baez. Film critics slammed it mercilessly.



TRIVIA: In 1978, Dylan staged the "Hurricane II Concert" in Houston, a benefit for the imprisoned boxer he'd immortalized in song. Birthdays include Anita Pallenberg, 1943, and China, daughter of Grace Slick and Paul Kantner, 1971.

Television Is First Demonstrated

TUESDAY, JANUARY 26 — Radio's most formidable foe, television, was first demonstrated by Englishman John Logie Baird to the Royal Institution at his shop in Soho, London, on this day in 1926. This early TV picture was formed of only 30 scanning lines repeated approximately 10 times per second, as compared to the 30-picture-per-second rate standard in the U.S. today. Though the image was quite dim and flickered badly, it nevertheless was the start of television as a practical technology.

TRIVIA: Buddy Holly makes first recordings for Decca Records, 1956, and appears with the Crickets on "Ed Sullivan Show," 1958. Kiss is given People's Choice Award for "Beth," 1977. The Gizmotron electronic guitar synthesizer is first demonstrated, 1979.

The Bee Gees'

First American Concert

WEDNESDAY, JANUARY 27 — After taking Britain and Germany by storm, the young Brothers Gibb set out to embark on their first American concert tour on January 27, 1968. They opened with two shows at the Anaheim Convention Center in Southern California for



which they were paid the then-astronomical sum of \$50,000. The tour coincided with the release of the second U.S. Bee Gees album "Horizontal," which contained their monster hit single "Massachusetts."

TRIVIA: Gospel singer Mahalia ("We Shall Overcome") Jackson died, 1973. Capricorn Records filed for bankruptcy, 1980.

Comedian Freddie Prinze Suicide

THURSDAY, JANUARY 28 — Born June 22, 1954, Freddie Prinze was a child prodigy at comedy. He launched his professional career in 1974 at age 19 with an appearance on the "Tonight Show." Later that year Prinze won a co-starring role with actor Jack Albertson in the TV series "Chico & The Man." It was during the third season of that show, in 1977, that Freddie took his own life at his home in Los Angeles, apparently despondent over the break-up of his 15-month-old marriage.

TRIVIA: Graham Central Station's concert debut, 1973. "Vietnam Moratorium Winter Festival for Peace" at Madison Square Garden, 1970.

Emerson, Lake & Palmer Disband

FRIDAY, JANUARY 29 — After ten years together, rock supergroup Emerson, Lake & Palmer called it quits on this day in 1979. From their beginning and throughout the early '70's, ELP won both critical and commercial acclaim; their 1971 album debut was a best-seller, largely due to its hit single "Lucky Man," and by 1975 they clearly represented the epitome of "orchestral rock." Their fall began in '77 with an ambitious but financially disastrous concert tour, followed by two relatively unsuccessful albums.

TRIVIA: Creem magazine publisher Barry Kramer died, 1981. Music business financier and former Beatles' manager Allen Klein found guilty of income tax evasion, 1971. Birthday greetings to Tommy Ramone, 1962.

CHR

**Diana Ross,
Stevie Wonder Break
Journey Explodes 28-19
Rod Stewart
Most Added**

Hall & Oates still maintain a sizable lead at No. 1, but there's an intense battle among J. Geils, George Benson, Paul Davis, Dan Fogelberg, and the Stones for top chart position later on. Big moves this week by the Cars, Air Supply, Little River Band, Rick Springfield, and Kenny Rogers.

Journey gets the biggest chart jump of all, demonstrating the group's acceptance, proving that a third single can stand on its own. Others doing well with second and third singles include Springfield, Air Supply, Fogelberg, Hall & Oates, Billy Joel, and the Police.

Breakers are Diana Ross and Stevie Wonder, the latter gaining quick airplay after a year's absence. Rod Stewart, riding the crest of a strong album and current concert tour, grabs Most Added, with strong early acceptance for the Pointer Sisters, Cliff Richard, Alabama, Oak Ridge Boys, and Sammy Hagar.

This week 212 of a possible 218 CHR reporters were tallied for the chart. SEE PAGE 51

A/C

**Davis Reaches No. 1
Breakers: LRB, Abba
Journey
Most Added Again**

Facing heavy competition from Dan Fogelberg and Billy Joel, Paul Davis edged his way to No. 1.

The Little River Band and Abba reached Breaker status, each moving five notches up the National Airplay/30 chart. A logjam affecting all songs between numbers 7 through 16 created a few unnatural chart moves, but could disappear by next week.

The replacement of old with new music for 1982 has begun, as just 16 songs earned bullets, about 20% below normal.

Journey triumphed as No. 1 Most Added or the second straight week, debuting at No. 27. Quincy Jones with James Ingram tied for No. 2 Most Added, charting at No. 28. Other records with heavy new action include Cliff Richard, Anne Murray, Oak Ridge Boys, Stevie Woods, and the Pointer Sisters.

Crossovers to keep an eye on include T.G. Sheppard's "Only One You" and Rosanne Cash's "Blue Moon With Heartache" from Country. Both pulled double-digit adds this week. Sister Sledge and Smokey Robinson are also picking up A/C acceptance.

SEE PAGE 46

AOR

**Geils And Cars
In Airplay Dogfight
Hagar, Prism
Take Strong Strides**

The J. Geils Band stayed super-hot for a third week at the top, but the Cars almost matched them and AC/DC rocked into third place. Joan Jett rocketed into the top ten in only her third week of chart activity, an unusually enthusiastic early response. Sammy Hagar had a great week for new adds plus massive conversions to upper rotations. Journey continued to resurge, as the new single spurred new airplay activity. The Prism 12-inch single garnered terrific reports for all rotations.

Bryan Adams and Donnie Iris continued their impressive rebounds as singles took hold. Those hoseheads Bob & Doug McKenzie gained a significant number of new radio fans this week. Go-Go's resurged as the new single hit the air to shore up airplay of "Lips." Eddie Schwartz jumped up in all rotations, while the resilient Shooting Star shot back onto the chart. The week's sole debut was Starfighters.

SEE PAGE 35

Country

**Don Williams Takes
Over Number One
Twitty Sitting
On A Giant**

Attaining that top spot is difficult enough, but holding onto it for more than a week seems to be even more elusive, as Mickey Gilley gives way to Don Williams this week. Several tunes vying for the No. 1 position have already peaked, leaving T.G. Sheppard, Waylon Jennings, and Eddie Rabbitt the prime contenders for the pinnacle next week.

Conway Twitty's debut record on Elektra, "The Clown," is wasting no time in making its presence felt with 70 adds the second week out, debuting at No. 48 on the chart, and far and away the Most Added record of the week.

1982 is starting out with an abundance of strong record entries as well as some surprising newcomers to the Country charts, most notably the Jennifer Warnes crossover and Petula Clark's reemergence to the music scene with a country tune that shows initial favorable reaction. Both artists are in Significant Action this week.

SEE PAGE 42

Black Radio

**Smokey Hits Breaker
Summers, Roger,
Lakeside Debut
Skyy Still No. 1**

Smokey Robinson gained almost total airplay acceptance this week and is our only Breaker. Smokey's 77% coupled with 12 new adds moved him 29-21 on the chart. Bill Summers & Summers Heat, Roger, and Lakeside picked up enough medium and hot rotation mentions to debut on the National Airplay/30.

Smokey shared Most Added honors with Sister Sledge, Kool & the Gang's "Steppin' Out," and the Whispers. Stevie Wonder's high debut last week was followed with a strong move into this week's top 10. Standing in line for a shot at the top spot next week are Hall & Oates and Bobby Womack. Skyy held No. 1 for this week, but Daryl & John, Womack, and Time are all very strong in hot reports.

The unexpected snows in the deep South kept a few of our reporters from filing their lists this week. We hope they will thaw out by next edition.

SEE PAGE 44

National Music Formats

Added This Week

Satellite
music
network

THE STARSTATION

LITTLE RIVER BAND

"Take It Easy On Me" (Capitol)

CLIFF RICHARD "Daddy's Home" (EMI America)

Country Coast-To-Coast

ANNE MURRAY

"Another Sleepless Night" (Capitol)

LACY J. DALTON

"Everybody Makes A Mistake" (Columbia)

KIN VASSY "When You Were

Blue And I Was Green" (EMI/Liberty)

Drake
Chenault

XT-40

ROD STEWART

"Tonight I'm Yours (Don't Hurt Me)" (WB)

Contempo 300

DIANA ROSS "Mirror, Mirror" (RCA)

CLIFF RICHARD "Daddy's Home" (EMI America)

Great American Country

KENDALLS "If You're Waiting On Me,
You're Backing Up" (Mercury/PolyGram)

OAK RIDGE BOYS "Bobbie Sue" (MCA)

TV

MUSIC TELEVISION™

DEVO "Through Being Cool" (WB)

SAXON

"Princess Of The Night" (Carrere/Epic)

GENESIS "Abacab" (Atlantic)

ROLLING STONES

"Neighbors" (Rolling Stones/Atco)

LENE LOVICH "New Toy" (Stiff/Epic)

BILL WYMAN

"Je Suis En Rock Star" (A&M)

QUARTERFLASH

"Harden My Heart" (Geffen/WB)

HALL & OATES

"I Can't Go For That (No Can Do)" (RCA)

TM
Programming

Stereo
ROCK

ROD STEWART

"Tonight I'm Yours (Don't Hurt Me)" (WB)

ABBA

"When All Is Said And Done" (Atlantic)

CHILLIWACK "I Believe" (Millennium/RCA)

POINTER SISTERS

"Should I Do It" (Planet/E-A)

ALABAMA "Love In The First Degree" (RCA)

Beautiful
ROCK

ABBA

"When All Is Said And Done" (Atlantic)

CLIFF RICHARD "Daddy's Home" (EMI America)

COUNTRY

GEORGE STRAIT "If You're Thinking You
Want A Stranger (There's One Coming Home)"
(MCA)

RICKY SCAGGS

"Crying My Heart Out Over You" (Epic)

DEBORAH ALLEN

"You Look Like The One I Love" (Capitol)

VERN GOSDIN

"Don't Ever Leave Me Again" (EMI/Liberty)

FAMILY BROWN "But It's Cheatin'" (RCA)

TMOR

no adds

BPI ADULT
CONTEMPORARY

ANNE MURRAY

"Another Sleepless Night" (Capitol)

ABBA

"When All Is Said And Done" (Atlantic)

STEVIE WOODS

"Just Can't Win 'Em All" (Cotillion)

Country Living

JACK GRAYSON

"When A Man Loves A Woman" (Koala)

BANDANA "Guilty Eyes" (WB)

DEBORAH ALLEN

"You Look Like The One I Love" (Capitol)

OAK RIDGE BOYS "Bobbie Sue" (MCA)

MERLE HAGGARD "Big City" (Epic)

EMMYLOU HARRIS "Tennessee Rose" (WB)

A Rock & Roll Classic Returns



"Pretty Woman"

New From

VAN HALEN

Produced by: Ted Templeman



on Warner Bros. Records

Music On TV

David Gates, Daryl Hall & John Oates, Jermaine Jackson, Lou Rawls, Sneaker, the Time, and Conway Twitty are all on "Solid Gold" the week of January 22. . . Ray Charles and Sylvia are guests on "Barbara Mandrell & The Mandrell Sisters" January 23. . . Kool & the Gang appear on "Merv Griffin" January 22. . . Zoom will guest on "Soul Train" January 23. . . Marle Osmond joins the "John Davidson Show" in progress on January 25. . . Johnny Lee is on "Austin City Limits" over PBS January 28. . . Dave Mason is featured in concert on MTV January 23, with Garland Jeffreys set for January 30.

Country Covers Cable

Westinghouse is teaming with Nashville entertainment concern NLT Corp. to form "Nashville Network," a 12-hr.-a-weekday country music cable network set for early 1983 debut over the Westar V satellite. The network, which will feature country-slanted comedy, games, and interviews as well as music, plans to expand to 24-hour service each weekday. Longtime WSM/Nashville personality Ralph Emery is set to host a 90-minute daily show called "Nashville Tonight" over the network. . . WBCN/Boston personality Lisa Karlin is hosting an hour-long profile of Cars guitarist Elliot Easton to be sold to cable TV. Concert footage and original material will be spotlighted.



MILSAP MEETS CARSON — Following a recent "Tonight Show" performance, RCA's Ronnie Milsap is shown with host Johnny Carson.



WOODS TALK ON "SOLID GOLD" — Series cohost Andy Gibb and Cotillion artist Stevie Woods chat on the set of "Solid Gold" recently.

Radio & Records NATIONAL AIRPLAY/40

January 22, 1982

164 REPORTERS

Album cuts are listed in order of airplay preference.

1/18	1/15	1/22	Artist	Album	Label	Artist	Album	Label
1	1	1	J. GEILS BAND	Freeze-Frame	(EMI America)	"Centerfold"	Title	"Rage"
5	2	2	CARS	Shake It Up	(Elektra)	Title	"Gone"	"Cruiser" "Victim"
7	7	3	AC/DC	For Those About To Rock	(Atlantic)	Title	"Get"	"Evil" "Finger"
4	5	4	LOVERBOY	Get Lucky	(Columbia)	"Working"	"Over"	"Lucky" "Jump"
2	3	5	ROLLING STONES	Tattoo You	(Rolling Stones/Atco)	"Waiting"	"Fire"	"T&A" "Slave"
3	4	6	GENESIS	Abacab	(Atlantic)	Title	"Like"	"Record" "Man"
8	8	7	POLICE	Ghost In The Machine	(A&M)	"Spirits"	"Journey"	"Sun" "Omegaman"
6	6	8	QUARTERFLASH	Quarterflash	(Geffen/WB)	"Heart"	"Fool"	
9	9	9	OZZY OSBOURNE	Diary Of A Madman	(Jet/CBS)	"Flying"	"Mountain"	"R&R" "Tonight"
21	13	10	JOAN JETT	I Love Rock-N-Roll	(Boardwalk)	Title	"Crimson"	"Victim" "Run"
10	11	11	FOREIGNER	4	(Atlantic)	"Hero"	"Waiting"	"Urgent" "Night"
-	21	12	SAMMY HAGAR	Standing Hampton	(Geffen/WB)	"Fall"	"Babys"	"Can't" "Only"
16	15	13	JOURNEY	Escape	(Columbia)	"Arms"	"Don't"	"Stone" "Who's"
17	12	14	ROD STEWART	Tonight I'm Yours	(WB)	"Tora"	"Turks"	"Jealous" Title
11	14	15	NEIL YOUNG & CRAZY HORSE	Re-Ac-Tor	(WB/Reprise)	"Pacific"	"Surfer"	"Star" "Motor"
13	16	16	HENRY PAUL BAND	Anytime	(Atlantic)	"Keeping"	"Living"	"Hollywood" "Eyes"
12	10	17	QUEEN	Greatest Hits	(Elektra)	"Under Pressure"		
-	33	18	PRISM	12-inch 45	(Capitol)	"Don't Let Him Know"		
20	17	19	STEVIE NICKS	Bella Donna	(Modern/Atco)	"Leather"	"17" Title	"Stop"
15	18	20	TRIUMPH	Allied Forces	(RCA)	"Power"	"Fight"	"Goodbye" "Fool"
14	19	21	MOLLY HATCHET	Take No Prisoners	(Epic)	"Luck"	"Power"	"Reunion" "Respect"
28	29	22	BRYAN ADAMS	You Want It - You Got It	(A&M)	"Lonely Nights"		
33	30	23	DONNIE IRIS	King Cool	(MCA)	"Love Is Like A Rock"		
27	22	24	PETER CETERA	Peter Cetera	(Full Moon/WB)	"Livin' In The Limelight"		
36	31	25	BOB & DOUG MCKENZIE	Great White North	(Mercury/Poly/Gram)	"Take Off"	"Beer"	
22	23	26	KINKS	Give The People...	(Arista)	"Destroyer"	"Dial"	"Art" "Things"
24	26	27	JOHN HALL BAND	All Of The Above	(EMI America)	"Crazy"		
23	25	28	BILLY SQUIER	Don't Say No	(Capitol)	"Lover"	"Dark"	"Stroke" "Like"
18	20	29	BLACK SABBATH	Mob Rules	(WB)	"Turn"	"Voodoo" Title	
32	32	30	GO-GO'S	Beauty & The Beat	(IRS/A&M)	"Beat"	"Lips"	
19	28	31	RUSH	Exit ... Stage Left	(Mercury/PolyGram)	"Closer"	"Tom"	"Spirit"
40	38	32	EDDIE SCHWARTZ	No Refuge	(Atco)	Title	"Over"	"Tomorrows" "Heart"
29	27	33	LINDSEY BUCKINGHAM	Law And Order	(Asylum)	"Trouble"	"Jones"	"Shadow"
31	34	34	RED RIDER	As Far As Siam	(Capitol)	"Lunatic Fringe"		
38	35	35	BOBBY & THE MIDNITES	Bobby & The Midnites	(Arista)	"Losers"	"Haze"	"Book" "Josephine"
25	24	36	SNEAKER	Sneaker	(Handshake/CBS)	"Don't"	"More"	
35	-	37	SHOOTING STAR	Hang On For Your Life	(Virgin/Epic)	"Flesh"	"Breakout"	
37	39	38	BOB WELCH	Bob Welch	(RCA)	"What"	"Two"	
-	39	39	STARFIGHTERS	Starfighters	(Jive/Arista)	"Alley Cat Blues"		
30	36	40	SURVIVOR	Premonition	(Scotti Bros./CBS)	"Poor"	"Nights"	

New Entry
→

MOST ADDED

1	1/22	1/15	1/18	Artist	Album	Label
1	127/53	97/95	1/1	SAMMY HAGAR	Standing... (Geffen/WB)	M-55 M-1 M-0
2	101/43	71/59	15/13	PRISM	12-inch 45 (Capitol)	M-48 M-11 M-2
3	52/33	27/20	5/3	WRABIT	"Don't Let Him Know"	H-9 S-1 H-1 H-0
4	22/22	0/0	0/0	DOC HOLLIDAY	Doc Holliday... (A&M)	M-0 H-0
5	77/21	50/7	41/11	BRYAN ADAMS	You Want It... (A&M)	M-38 M-30 M-22
6	71/20	52/17	36/18	BOB & DOUG MCKENZIE	Great White... (Mercury/PG)	M-24 M-16 M-9
7	45/18	31/25	15/15	J. BRUCE & R. TROWER	Truce (Chrysalis)	M-25 M-5 M-0
7	18/18	0/0	0/0	ALDO NOVA	Aldo Nova (Portrait/CBS)	M-0 H-0
9	19/17	5/5	0/0	PAUL COLLINS' BEAT	The Kids... (Columbia)	M-2 M-0
9	17/17	0/0	0/0	JANIS JOPLIN	Farewell Song (Columbia)	M-0 H-0
11	23/16	2/1	1/0	SOFT CELL	Non-Stop Erotic... (Sire/WB)	M-4 M-0 M-1
11	18/16	0/0	0/0	LE ROUX	Last Safe Place (RCA)	M-0 H-0
13	66/16	43/4	32/4	DONNIE IRIS	King Cool (MCA)	M-29 M-22 M-21
13	16/15	0/0	0/0	BILL CHAMPLIN	Runaway (Elektra)	M-1 H-0
15	120/13	93/14	56/12	JOAN JETT	I Love Rock... (Boardwalk)	M-34 M-34 M-29

The Added reports of charting artists are displayed over a five-week period. They are listed in order of total reports within the specific rotation for the week. Two numbers follow each album title. The first represents total number of our reporting stations playing the album this week. The second is the number of those stations that added it this week. Below these numbers are breakdowns of the album's reports in other rotations for the week. The album's preferred airplay cut is listed.

MEDIUM

1	1/22	1/15	1/18	Artist	Album	Label
1	101/70	89/64	73/53	HENRY PAUL BAND	Anytime (Atlantic)	A-5 A-3 A-3
2	127/55	97/71	1/0	SAMMY HAGAR	Standing... (Geffen/WB)	A-53 A-95 A-1
3	126/53	111/45	86/32	OZZY OSBOURNE	Diary Of A... (Jet/CBS)	A-1 A-0 A-0
3	96/53	94/52	79/58	NEIL YOUNG & ...	Re-Ac-Tor (WB/Reprise)	A-0 A-1 A-2
5	78/51	75/53	65/41	MOLLY HATCHET	Take No Prisoners (Epic)	H-43 H-31 H-19
5	62/51	72/55	58/47	BLACK SABBATH	Mob Rules (WB)	A-1 A-1 A-0
7	101/48	71/11	15/2	PRISM	12-inch 45 (Capitol)	A-43 A-50 A-13
7	99/48	98/46	65/30	ROD STEWART	Tonight, I'm Yours (WB)	A-1 A-1 A-1
9	75/47	66/48	44/33	PETER CETERA	Peter... (Full Moon/WB)	A-7 A-5 A-6
10	66/46	54/38	44/31	JOHN HALL BAND	All Of The... (EMI America)	A-1 A-1 A-3
10	67/46	62/39	34/26	EDDIE SCHWARTZ	No Refuge (Atco)	A-7 A-4 A-5
12	47/42	46/37	34/28	BOB WELCH	Bob Welch (RCA)	H-14 H-9 H-3
13	140/41	133/36	96/17	QUARTERFLASH	Quarterflash (Geffen/WB)	A-0 A-1 A-3
14	80/38	75/29	53/24	STEVIE NICKS	Bella Donna (Modern/Atco)	A-0 A-0 A-0
14	77/38	50/30	41/22	BRYAN ADAMS	You Want It... (A&M)	A-21 A-7 A-11
14	50/38	64/55	45/38	SNEAKER	Sneaker (Handshake/CBS)	A-1 A-1 A-0

The Medium reports of charting artists are displayed over a five-week period. They are listed in order of total reports within the specific rotation for the week. Two numbers follow each album title. The first represents total number of our reporting stations playing the album this week. The second is the number of those stations that reported it in medium rotation this week. Below these numbers are breakdowns of the album's reports in other rotations for the week. The album's preferred airplay cut is listed.

THE HOTTEST

1	1/22	1/15	1/18	Artist	Album	Label
1	154/141	143/130	102/97	J. GEILS BAND	Freeze-Frame (EMI America)	A-0 A-0 A-0
2	149/131	139/120	98/80	CARS	Shake It Up (Elektra)	A-0 A-1 A-0
3	140/123	132/119	98/89	ROLLING STONES	Tattoo You (RS/Atco)	M-18 M-18 M-18
4	142/116	126/99	95/75	POLICE	Ghost In The... (A&M)	A-1 A-2 A-1
5	139/113	121/96	91/73	AC/DC	For Those... (Atlantic)	M-25 M-25 M-19
6	144/109	137/93	100/72	LOVERBOY	Get Lucky (Columbia)	A-1 A-1 A-0
7	144/106	137/101	99/78	GENESIS	Abacab (Atlantic)	M-34 M-43 M-28
8	140/99	133/96	96/79	QUARTERFLASH	Quarterflash (Geffen/WB)	M-36 M-35 M-21
9	100/75	92/58	72/52	FOREIGNER	4 (Atlantic)	A-0 A-1 A-0
10	120/73	93/46	56/18	JOAN JETT	I Love Rock... (Boardwalk)	M-25 M-24 M-20
11	126/72	111/56	86/54	OZZY OSBOURNE	Diary Of A... (Jet/CBS)	A-13 A-14 A-12
12	92/58	78/53	59/40	JOURNEY	Escape (Columbia)	M-34 M-34 M-26
13	99/50	98/51	65/34	ROD STEWART	Tonight I'm Yours (WB)	A-1 A-0 A-0
14	96/48	94/31	79/19	NEIL YOUNG & ...	Re-Ac-Tor (WB/Reprise)	M-41 M-38 M-17
15	80/42	75/46	53/29	STEVIE NICKS	Bella Donna (Modern/Atco)	A-0 A-0 A-0

The Hottest reports of charting artists are displayed over a five-week period. They are listed in order of total reports within the specific rotation for the week. Two numbers follow each album title. The first represents total number of our reporting stations playing the album this week. The second is the number of those stations that reported it in hot rotation this week. Below these numbers are breakdowns of the album's reports in other rotations for the week. The album's preferred airplay cut is listed.

AOR BREAKERS

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



12-inch 45
62% of our reporters on it. Total reports: 101, A-43, M-48, H-9, S-1. Charted this week at number 18.

Significant Action

WRABIT "Anyway" "Pushin'" Total: 62. A-33, M-16, H-3	Wrough & Wready (MCA) Total: 62. A-33, M-16, H-3
JIMMY BUFFETT "Midnight" "Party" Total: 48. A-8, M-28, H-10	Somewhere Over China (MCA) Total: 48. A-8, M-28, H-10
J. BRUCE & R. TROWER "Shut" "Far" Total: 45. A-18, M-26, H-2	Truce (Chrysalis) Total: 45. A-18, M-26, H-2
STEVE MILLER BAND Title "Heart" Total: 38. A-0, M-24, H-14	Circle Of Love (Capitol) Total: 38. A-0, M-24, H-14
GREG LAKE "Nuclear" "Love" Total: 37. A-0, M-27, H-10	Greg Lake (Chrysalis) Total: 37. A-0, M-27, H-10
TOMMY TUTONE "867-5309/Jenny" Total: 37. A-2, M-28, H-7	Tommy Tutone-2 (Columbia) Total: 37. A-2, M-28, H-7
LAMONT CRANSTON "Trains" "Moonlight" Total: 33. A-7, M-22, H-4	Shakedown (Waterhouse) Total: 33. A-7, M-22, H-4
DAN FOGELBERG "Sun" "Cages" Total: 32. A-1, M-11, H-20	The Innocent Age (Full Moon/Epic) Total: 32. A-1, M-11, H-20
BOB SEGER & SILVER "Number" "Hollywood" Total: 30. A-0, M-21, H-9	Nine Tonight (Capitol) Total: 30. A-0, M-21, H-9
U2 "Gloria" Total: 30. A-0, M-26, H-5	October (Island/WB) Total: 30. A-0, M-26, H-5

Significant Action listings showcase product in all musical configurations that has received significant airplay but which has not garnered sufficient reports to chart on the National Airplay/40 listing. These records are listed in order of airplay. They may be either still on the rise, or former National Airplay/40 chart acts.

JAZZ ON AOR

2 1 AL DI MEOLA Electric Rendezvous (Columbia) "Bird" "Cruisin'"	1 2 G. WASHINGTON JR. Come Morning (Elektra) "River" "Reaching"
3 LARRY CARLTON Sleepwalk (WB) Title "Frenchman's" "Bird"	4 MICHAEL FRANKS Objects Of... (WB) "Jealousy" "Ladies" "Love" "Moon"
3 5 DAN SIEGEL Oasis (Inner City) "Dance" "Babe"	6 FULLMOON N. Larsen/B. Feiten (WB) "Eyes" "Sierra" "Moon"
5 7 ROSS TRAUT Ross Traut (Headfirst) "60" "Bird"	8 8 CRUSADERS Standing Tall (MCA) Title "Night"
4 9 TOM COSTER TC (Fantasy) "Prince" "You"	6 10 JOHN McLAUGHLIN Belo Horizonte (WB) Title

These albums, displayed over a two-week period, received significant reports but did not chart this week on the National Airplay/40 listing. This chart represents activity based on a combination of add, medium and hot reports, as well as special jazz programming. The album's preferred airplay cuts are listed; singles are in bold type. Artists in larger type registered significant airplay gains this week.

REGIONAL AOR ACTIVITY

EAST

104 WQBK FM Albany 518-482-5555

ALBANY
518-482-5555

ALBANY
518-482-5555

ALBANY
518-482-5555

WVAJ Binghamton 607-772-8850

BINGHAMTON
607-772-8850

BINGHAMTON
607-772-8850

BINGHAMTON
607-772-8850

MOST ADDED

SAMMY HAGAR Standing... (Geffen/WB) 24/16	WRABIT Wrough &... (MCA) 14/0
ALDO NOVA Aldo Nova (Portrait/CBS) 9/9	SOFT CELL Non-Stop... (Sire/WB) 12/8

WECM Claremont 603-542-7735

CLAREMONT
603-542-7735

CLAREMONT
603-542-7735

CLAREMONT
603-542-7735

MEDIUM

HENRY PAUL BAND Anytime (Atlantic) 23/15	NEIL YOUNG & CRAZY HORSE Re-Ac-Tor (WB/Reprise) 25/13
JOHN HALL BAND All Of... (EMI America) 17/13	MOLLY HATCHET Take No Prisoners (Epic) 17/11
BLACK SABBATH Mob Rules (WB) 15/11	

WHCN Hartford 203-247-1060

HARTFORD
203-247-1060

HARTFORD
203-247-1060

HARTFORD
203-247-1060

THE HOTTEST

CARS Shake It Up (Elektra) 33/32	J. GEILS BAND Freeze... (EMI America) 32/32
GENESIS Abacab (Atlantic) 33/29	ROLLING STONES Tattoo You (RS/Atco) 31/28
JOAN JETT I Love... (Boardwalk) 31/25	

WLIB Long Island 516-485-9200

LONG ISLAND
516-485-9200

LONG ISLAND
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LONG ISLAND
516-485-9200

104.7 WBCN Albany 518-785-9800

ALBANY
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ALBANY
518-785-9800

104.7 WBCN Boston 617-266-1111

BOSTON
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WBLM Lewiston-Portland 207-783-2065

LEWISTON-PORTLAND
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91.1 WFM Manchester 603-625-6915

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WZZO Allentown 215-694-0511

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WIOZ Boston 617-267-9090

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WABC Long Island 516-587-1023

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WCCC AM/FM Hartford 203-233-4426

HARTFORD
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WABC Long Island 516-587-1023

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SOUTH

101 Corpus Christi
612-855-4841

PD: BOB FAYE
MD: MICHAEL LAMBERT

News: JERRY LEE (Singer)
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97.1 FM ROCKS Houston
713-797-0097

PD: ALAN SNEED
MD: RICK LAMBERT

News: JERRY LEE (Singer)
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FMAX Lubbock
808-747-1224

PD: BOB FAYE
MD: MICHAEL LAMBERT

News: JERRY LEE (Singer)
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ROLLING TO THE STONES — WABB-FM/Mobile took 150 listeners in three busloads to see one of the last Rolling Stones performances of their American tour in New Orleans in December. Pictured (l-r) are WABB-FM air personality J.D. Stone and wife, General Sales Manager Charlie Barger, weekend Bruce Lee, PD Blaine Kelley and wife, GM Mike McVay.

KTXQ Dallas-Ft. Worth
214-528-5500

ALBUM ROCK

PD: BOB FAYE
MD: MICHAEL LAMBERT

News: JERRY LEE (Singer)
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Rock 105 Jacksonville
904-642-1055

PD: BOB FAYE
MD: MICHAEL LAMBERT

News: JERRY LEE (Singer)
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WZZR ROCK 105 Memphis
901-728-0060

PD: BOB FAYE
MD: MICHAEL LAMBERT

News: JERRY LEE (Singer)
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WAZO 99 Norfolk
804-823-9687

PD: BOB FAYE
MD: MICHAEL LAMBERT

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99.5 KISS ROCKS SAN ANTONIO
812-223-6211

PD: BOB FAYE
MD: MICHAEL LAMBERT

News: JERRY LEE (Singer)
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KZEW Dallas
214-748-8988

PD: BOB FAYE
MD: MICHAEL LAMBERT

News: JERRY LEE (Singer)
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Rock 104 Knoxville
615-525-8000

PD: BOB FAYE
MD: MICHAEL LAMBERT

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wzhe Miami
305-581-1580

PD: BOB FAYE
MD: MICHAEL LAMBERT

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WDIZ ROCK 100 Orlando
305-645-1802

PD: BOB FAYE
MD: MICHAEL LAMBERT

News: JERRY LEE (Singer)
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D-103 Tallahassee
904-388-5141

PD: BOB FAYE
MD: MICHAEL LAMBERT

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The Q KLAQ El Paso
915-544-8864

PD: BOB FAYE
MD: MICHAEL LAMBERT

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K94 KSMB Lafayette
318-232-1311

PD: BOB FAYE
MD: MICHAEL LAMBERT

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Love 4 Miami
305-672-2500

PD: BOB FAYE
MD: MICHAEL LAMBERT

News: JERRY LEE (Singer)
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WPKI 101 Pensacola
904-438-7543

PD: BOB FAYE
MD: MICHAEL LAMBERT

News: JERRY LEE (Singer)
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98 Rock Tampa
813-224-0742

PD: BOB FAYE
MD: MICHAEL LAMBERT

News: JERRY LEE (Singer)
JERRY LEE (Singer)
JERRY LEE (Singer)

News: JERRY LEE (Singer)
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K-102 Ft. Lauderdale
305-731-4800

PD: BOB FAYE
MD: MICHAEL LAMBERT

News: JERRY LEE (Singer)
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wkgn Lexington
806-252-6894

PD: BOB FAYE
MD: MICHAEL LAMBERT

News: JERRY LEE (Singer)
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WABB-FM Mobile
205-432-5572

PD: BOB FAYE
MD: MICHAEL LAMBERT

News: JERRY LEE (Singer)
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WQDR Raleigh
919-832-8311

PD: BOB FAYE
MD: MICHAEL LAMBERT

News: JERRY LEE (Singer)
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95FM Tampa
813-878-0455

PD: BOB FAYE
MD: MICHAEL LAMBERT

News: JERRY LEE (Singer)
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Houston
713-526-4591

PD: BOB FAYE
MD: MICHAEL LAMBERT

News: JERRY LEE (Singer)
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MAGIC 105 Little Rock
501-329-3808

PD: BOB FAYE
MD: MICHAEL LAMBERT

News: JERRY LEE (Singer)
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News: JERRY LEE (Singer)
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WRNO New Orleans
504-889-2424

PD: BOB FAYE
MD: MICHAEL LAMBERT

News: JERRY LEE (Singer)
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XL 102 Richmond
804-282-9731

PD: BOB FAYE
MD: MICHAEL LAMBERT

News: JERRY LEE (Singer)
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99.1D West Palm Beach
305-481-0099

PD: BOB FAYE
MD: MICHAEL LAMBERT

News: JERRY LEE (Singer)
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JERRY LEE (Singer)



TUTONE ON TOUR — Columbia's Tommy Tutone took to the airwaves at KSRR/Houston during a promotional stopover in support of the band's second album release. Pictured (l-r) are CBS's Luke Lewis, group's Tommy Heath, KSRR PD Alan Sneed and MD Rick Lambert, group's Jim Keller, Columbia's Norman Hurt.

K94 Norfolk
804-461-1194

PD: BOB FAYE
MD: MICHAEL LAMBERT

News: JERRY LEE (Singer)
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JERRY LEE (Singer)

WKZL FM 107 Winston-Salem
919-787-3705

PD: BOB FAYE
MD: MICHAEL LAMBERT

News: JERRY LEE (Singer)
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JERRY LEE (Singer)

MIDWEST

MOST ADDED

SAMMY HAGAR
Standing... (Geffen/WB) 37/18
PRISM (12-inch 45)
"Don't Let..." (Capitol) 28/11
BOB & DOUG MCKENZIE
Great... (Mercury/Pg) 22/10
WRABIT
Wrought &... (MCA) 16/8
LE ROUX
Last Safe Place (RCA) 7/7

Two numbers follow each album title. The first represents total number of Midwest stations playing the album this week. The second is the number of those stations that added it this week.

MEDIUM

HENRY PAUL BAND
Anytime (Atlantic) 26/18
QUARTERFLASH
Quarterflash (Geffen/WB) 40/17
OZZY OSBOURNE
Diary Of A... (J&R/CBS) 34/16
ROD STEWART
Tonight From Yours (WB) 28/18

Two numbers follow each album title. The first represents total number of Midwest stations playing the album this week. The second is the number of those stations who reported it in medium rotation this week.

THE HOTTEST

J. GEILS BAND
Freeze... (EMI America) 42/39
CARS
Shake It Up (Elektra) 38/33
ROLLING STONES
Tattoo You (RS/Atco) 38/33
GENESIS
Abacab (Atlantic) 38/29
AC/DC
For Those... (Atlantic) 37/28
POLICE
Ghost In The... (A&M) 37/28

Two numbers follow each album title. The first represents total number of Midwest stations playing the album this week. The second is the number of those stations who reported it in hot rotation this week.

Appleton

414-734-9226

WJPM

PD: M. L. SHERIDAN
M. L. SHERIDAN
Name: M. L. SHERIDAN
Address: 1000 W. WASHINGTON ST.
City: APPLETON, WI 54912
Phone: (414) 734-9226

Cleveland

216-781-9667

Whims 101fm

PD: JOHN QUINN
M. L. SHERIDAN
Name: M. L. SHERIDAN
Address: 1000 W. WASHINGTON ST.
City: APPLETON, WI 54912
Phone: (414) 734-9226

Bloomington

812-332-9292

97.1 WMB

PD: M. L. SHERIDAN
M. L. SHERIDAN
Name: M. L. SHERIDAN
Address: 1000 W. WASHINGTON ST.
City: APPLETON, WI 54912
Phone: (414) 734-9226

Columbus

614-224-1271

O-FM-96

PD: M. L. SHERIDAN
M. L. SHERIDAN
Name: M. L. SHERIDAN
Address: 1000 W. WASHINGTON ST.
City: APPLETON, WI 54912
Phone: (414) 734-9226

Detroit

313-855-5100

101 KKRO

PD: M. L. SHERIDAN
M. L. SHERIDAN
Name: M. L. SHERIDAN
Address: 1000 W. WASHINGTON ST.
City: APPLETON, WI 54912
Phone: (414) 734-9226

Iowa City

000-000-0000

101 KKRO

PD: M. L. SHERIDAN
M. L. SHERIDAN
Name: M. L. SHERIDAN
Address: 1000 W. WASHINGTON ST.
City: APPLETON, WI 54912
Phone: (414) 734-9226

Madison

608-274-6450

WIBA-FM

PD: M. L. SHERIDAN
M. L. SHERIDAN
Name: M. L. SHERIDAN
Address: 1000 W. WASHINGTON ST.
City: APPLETON, WI 54912
Phone: (414) 734-9226

Chicago

312-440-5270

the Loop

PD: M. L. SHERIDAN
M. L. SHERIDAN
Name: M. L. SHERIDAN
Address: 1000 W. WASHINGTON ST.
City: APPLETON, WI 54912
Phone: (414) 734-9226

Davenport

319-326-2541

97.1 WMB

PD: M. L. SHERIDAN
M. L. SHERIDAN
Name: M. L. SHERIDAN
Address: 1000 W. WASHINGTON ST.
City: APPLETON, WI 54912
Phone: (414) 734-9226

Duluth

218-728-6421

97.1 WMB

PD: M. L. SHERIDAN
M. L. SHERIDAN
Name: M. L. SHERIDAN
Address: 1000 W. WASHINGTON ST.
City: APPLETON, WI 54912
Phone: (414) 734-9226

Kankakee

815-939-4541

WBYG FM 99.9

PD: M. L. SHERIDAN
M. L. SHERIDAN
Name: M. L. SHERIDAN
Address: 1000 W. WASHINGTON ST.
City: APPLETON, WI 54912
Phone: (414) 734-9226

Milwaukee

414-342-1111

WLPX 97 fm

PD: M. L. SHERIDAN
M. L. SHERIDAN
Name: M. L. SHERIDAN
Address: 1000 W. WASHINGTON ST.
City: APPLETON, WI 54912
Phone: (414) 734-9226

Chicago

312-828-9191

97.1 WMB

PD: M. L. SHERIDAN
M. L. SHERIDAN
Name: M. L. SHERIDAN
Address: 1000 W. WASHINGTON ST.
City: APPLETON, WI 54912
Phone: (414) 734-9226

DeKalb

815-758-9250

wdek 92.5fm

PD: M. L. SHERIDAN
M. L. SHERIDAN
Name: M. L. SHERIDAN
Address: 1000 W. WASHINGTON ST.
City: APPLETON, WI 54912
Phone: (414) 734-9226

Fargo

218-236-7900

97.1 WMB

PD: M. L. SHERIDAN
M. L. SHERIDAN
Name: M. L. SHERIDAN
Address: 1000 W. WASHINGTON ST.
City: APPLETON, WI 54912
Phone: (414) 734-9226

Kansas City

816-753-4567

KY-102

PD: M. L. SHERIDAN
M. L. SHERIDAN
Name: M. L. SHERIDAN
Address: 1000 W. WASHINGTON ST.
City: APPLETON, WI 54912
Phone: (414) 734-9226

Minneapolis

612-739-4000

101

PD: M. L. SHERIDAN
M. L. SHERIDAN
Name: M. L. SHERIDAN
Address: 1000 W. WASHINGTON ST.
City: APPLETON, WI 54912
Phone: (414) 734-9226

Chicago

312-777-1700

97.1 WMB

PD: M. L. SHERIDAN
M. L. SHERIDAN
Name: M. L. SHERIDAN
Address: 1000 W. WASHINGTON ST.
City: APPLETON, WI 54912
Phone: (414) 734-9226

Des Moines

515-265-6181

KGGO

PD: M. L. SHERIDAN
M. L. SHERIDAN
Name: M. L. SHERIDAN
Address: 1000 W. WASHINGTON ST.
City: APPLETON, WI 54912
Phone: (414) 734-9226

Flint

313-744-1570

WWCK 105 FM

PD: M. L. SHERIDAN
M. L. SHERIDAN
Name: M. L. SHERIDAN
Address: 1000 W. WASHINGTON ST.
City: APPLETON, WI 54912
Phone: (414) 734-9226

Lansing

517-393-1320

101-FM

PD: M. L. SHERIDAN
M. L. SHERIDAN
Name: M. L. SHERIDAN
Address: 1000 W. WASHINGTON ST.
City: APPLETON, WI 54912
Phone: (414) 734-9226

Minneapolis

612-545-5601

KQ92

PD: M. L. SHERIDAN
M. L. SHERIDAN
Name: M. L. SHERIDAN
Address: 1000 W. WASHINGTON ST.
City: APPLETON, WI 54912
Phone: (414) 734-9226

Cincinnati

513-871-8500

97.1 WMB

PD: M. L. SHERIDAN
M. L. SHERIDAN
Name: M. L. SHERIDAN
Address: 1000 W. WASHINGTON ST.
City: APPLETON, WI 54912
Phone: (414) 734-9226

Detroit

313-398-1100

WABX

PD: M. L. SHERIDAN
M. L. SHERIDAN
Name: M. L. SHERIDAN
Address: 1000 W. WASHINGTON ST.
City: APPLETON, WI 54912
Phone: (414) 734-9226

Ft. Wayne

219-484-0580

97.1 WMB

PD: M. L. SHERIDAN
M. L. SHERIDAN
Name: M. L. SHERIDAN
Address: 1000 W. WASHINGTON ST.
City: APPLETON, WI 54912
Phone: (414) 734-9226

Lafayette

317-448-1586

WXUS

PD: M. L. SHERIDAN
M. L. SHERIDAN
Name: M. L. SHERIDAN
Address: 1000 W. WASHINGTON ST.
City: APPLETON, WI 54912
Phone: (414) 734-9226

Missoula

310-263-2512

KFMJ

PD: M. L. SHERIDAN
M. L. SHERIDAN
Name: M. L. SHERIDAN
Address: 1000 W. WASHINGTON ST.
City: APPLETON, WI 54912
Phone: (414) 734-9226

Cleveland

216-391-1280

M105

PD: M. L. SHERIDAN
M. L. SHERIDAN
Name: M. L. SHERIDAN
Address: 1000 W. WASHINGTON ST.
City: APPLETON, WI 54912
Phone: (414) 734-9226

Detroit

313-827-9505

WRIF 101

PD: M. L. SHERIDAN
M. L. SHERIDAN
Name: M. L. SHERIDAN
Address: 1000 W. WASHINGTON ST.
City: APPLETON, WI 54912
Phone: (414) 734-9226

Grand Rapids

616-456-5461

LAV-FM 97

PD: M. L. SHERIDAN
M. L. SHERIDAN
Name: M. L. SHERIDAN
Address: 1000 W. WASHINGTON ST.
City: APPLETON, WI 54912
Phone: (414) 734-9226

Lincoln

402-476-8586

FM 102

PD: M. L. SHERIDAN
M. L. SHERIDAN
Name: M. L. SHERIDAN
Address: 1000 W. WASHINGTON ST.
City: APPLETON, WI 54912
Phone: (414) 734-9226

Missoula

310-263-2512

KFMJ

PD: M. L. SHERIDAN
M. L. SHERIDAN
Name: M. L. SHERIDAN
Address: 1000 W. WASHINGTON ST.
City: APPLETON, WI 54912
Phone: (414) 734-9226

Country

BREAKERS

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

EMMYLOU HARRIS Tennessee Rose (WB)

On 78% of reporting stations. National Summary: Up 26, Same 28, Down 0, Debuts 23, Adds 26. A Most Added Record. R&R Chart: 47-38.

LACY J. DALTON

Everybody Makes Mistakes (Columbia)

On 88% of reporting stations. National Summary: Up 58, Same 10, Down 1, Debuts 9, Adds 13. R&R Chart: 46-41.

SYLVIA

Sweet Yesterday (RCA)

On 64% of reporting stations. National Summary: Up 27, Same 22, Down 0, Debuts 17, Adds 19. R&R Chart: Debut 42.

JOHNNY LEE

Be There For Me Baby (Full Moon/Asylum)

On 59% of reporting stations. National Summary: Up 8, Same 11, Down 0, Debuts 10, Adds 49. A Most Added Record. R&R Chart: Debut 46.

LORETTA LYNN

I Lie (MCA)

On 59% of reporting stations. National Summary: Up 10, Same 22, Down 0, Debuts 18, Adds 28. A Most Added Record. R&R Chart: Debut 47.

MOST ADDED

CONWAY TWITTY The Clown (Elektra)

JOHNNY LEE

Be There For Me... (Full Moon/Asylum)
HANK WILLIAMS JR.
A Country Boy Can Survive (Elektra/Curb)
GEORGE STRAIT
If You're Thinkin' You Want... (MCA)

HOTTEST

DON WILLIAMS

Lord, I Hope This Day Is Good (MCA)
T.G. SHEPPARD
Only One You (WB/Curb)
JUICE NEWTON
The Sweetest Thing... (Capitol)

NEW & ACTIVE

Recent releases with airplay reported by at least 20 of our reporting stations are listed in order of their activity. The two numbers immediately following each song title indicate how many of our reporters are on the record this week and of those, how many added it this week. The rotational breakdowns which follow indicate how many stations have the song in the respective rotation and of those, how many added it into that particular rotation this week. [] indicates one of this week's Most Added new songs.

CONWAY TWITTY "The Clown" (Elektra) 77/70
National Summary: Up 0, Same 3, Down 0, Debuts 4, Adds 70 including WEEP, WNYR, WMZQ-FM, WPKX/WVKX, KOKE-AM-FM, WMPS, WSM, WNOE-AM, WIRK-FM, WSAI-AM-FM, WHK, WWWW-FM, WFMS-FM, WDAF, KEBC-FM, KLZ, KNIX-FM. R&R Chart: Debut 48.

CON HUNLEY "No Relief In Sight" (WB) 69/7
National Summary: Up 35, Same 13, Down 0, Debuts 14, Adds 7, WYVA, KXYL, WDGY, KGEM, KVEG, KWJJ, KIDN, WIXL-FM 18-15, WXBQ-FM 27-17, WMC-AM d-29, WLWI-FM 35-29, WFMS-FM 31-24, KFH 38-31, KUZZ 44-37, KRAK 34-29. R&R Chart: Debut 49.

HANK WILLIAMS JR. "A Country Boy Can Survive" (Elektra/Curb) 67/44
National Summary: Up 8, Same 13, Down 0, Debuts 5, Adds 44 including WPOC-FM, WPKX/WVKX, WYVA, KOKE-AM-FM, KIKK-FM, WAMZ-FM, WSM, WDAF, KEBC-FM, WIL-AM-FM, KVOO, KWJJ, KSOP-FM, KCKC, KSON-AM-FM. R&R Chart: Debut 50.

BURRITO BROTHERS "If Something Should Come Between Us" (Curb/CBS) 63/5
National Summary: Up 36, Same 15, Down 0, Debuts 7, Adds 5, KPLX-FM, WFNC, WDGY, KBMY, KLAC, WSEN-AM-FM 42-38, WSOC-FM 35-29, WSM d-32, KRMD-AM-FM 23-19, WMNI 34-29, KWMT 36-29, KVOO 35-28, KFH 40-33, KSON-AM-FM 39-33, KEEN 21-19.

RICKY SKAGGS "Crying My Heart Out Over You" (Epic) 56/27
National Summary: Up 5, Same 15, Down 1, Debuts 9, Adds 27 including WCAW, WYVA, KRRV, KOKE-AM-FM, KHEY, WLWI-FM, KKYX, WSAI-AM-FM, WCXI, WTHI, KFH, KRAK, KEEN, KGA, KCUB.

RANDY BARLOW "Love Was Born" (Jamey) 56/7
National Summary: Up 26, Same 19, Down 0, Debuts 4, Adds 7, WZZK-FM, KLRA, WHK, WMNI, KVOO, KMAK, KLAC, WVAM 41-36, WESC-AM-FM 33-28, WAMZ-FM d-31, WLWI-FM 37-31, KKYX 34-28, WKKQ-AM-FM 41-31, WTSO 45-38, KGA 34-30.

DEBORAH ALLEN "You Look Like The One I Love" (Capitol) 55/8
National Summary: Up 17, Same 20, Down 0, Debuts 10, Adds 8, WYVA, WSAI-AM-FM, WTSO, WXCL, KFH, KUZZ, KWJJ, KIDN, WCAW 41-32, WIXL-FM 40-30, KOKE-AM-FM 44-38, KRMD-AM-FM 29-23, WKKQ-AM-FM 42-32, KFDI-AM 41-32, KCKC 34-30.

CRISTY LANE "Lies On Your Lips" (EMI/Liberty) 54/8
National Summary: Up 24, Same 13, Down 0, Debuts 9, Adds 8, WCAW, WYVA, KXYL, WSM, KFGO, WKMF, KBMY, KWJJ, WVAM 48-40, KIXZ 21-19, KRMD-AM-FM 34-25, KSO 20-18, WTSO 41-30, WBSC-FM d-28, KGEM 46-35.

JACK GRAYSON "When A Man Loves A Woman" (Koala) 52/7
National Summary: Up 21, Same 18, Down 0, Debuts 6, Adds 7, WEEP, WFNC, WMPS, WNOE-AM, WMNI, KLZ, KCKC, WSOC-FM d-34, KHEY 41-35, KKYX 43-36, WHK 37-34, WTSO 40-32, KVOO 23-17, KTOU 38-31, KGA 33-29.

SONNY JAMES "Innocent Lies" (Dimension) 51/7
National Summary: Up 28, Same 10, Down 0, Debuts 6, Adds 7, WCAW, WDAK, WFNC, WBAP, WKSJ-FM, WKMF, KLAC, WYII 50-45, KOKE-AM-FM 39-32, KKYX 32-26, KFGO 32-27, WXCL 47-40, KVOO 22-16, KRAK 44-39, KGA 37-33.

KENNY ROGERS "Through The Years" (EMI/Liberty) 50/23
National Summary: Up 19, Same 2, Down 0, Debuts 6, Adds 23 including WPOC-FM, WMZQ-FM, KHEY, WCII, KRMD-AM-FM, KSO, WFMS-FM, KEBC-FM, KNIX-FM, KSON-AM-FM, KEEN, KMPS-AM-FM, WIXL-FM 34-17, WMC-AM 24-17, WIRK-FM 33-19.

HELEN CORNELIUS "Love Never Comes Easy" (Elektra) 49/6
National Summary: Up 27, Same 14, Down 0, Debuts 2, Adds 6, WAJR, WFNC, WOKK, KCJB, KCKC, KEEN, WIXY 14-11, WIXL-FM 22-14, WSM d-31, WQYK-FM 14-12, WAXX 36-30, WKKQ-AM-FM 35-27, KWJJ 45-40, KRAK 23-19.

LOUISE MANDRELL & R.C. BANNON "Where There's Smoke..." (Epic) 47/2
National Summary: Up 28, Same 15, Down 0, Debuts 2, Adds 2, KLVI, KFH, WVAM 20-14, WADR 41-33, KRRV 19-17, WXBQ-FM 18-14, WFNC d-28, WWOD 23-19, WMNI 39-33, WFMS-FM 21-19, KVOO 31-23, KVEG d-29, KLAC 42-39, KIDN 27-21.

GEORGE STRAIT "If You're Thinkin' You Want A Stranger" (MCA) 45/44
National Summary: Up 0, Same 1, Down 0, Debuts 0, Adds 44 including WADR, WYII, KOKE-AM-FM, WMC-AM, WSM, KRMD-AM-FM, WQYK-FM, WMAQ, WIRE, KEBC-FM, KFDI-AM, KNIX-FM, KYTE, KCCY-FM, KSOP-FM.

BOBBY BARE "New Cut Road" (Columbia) 43/15
National Summary: Up 8, Same 10, Down 0, Debuts 10, Adds 15, WYVA, KOKE-AM-FM, WSOC-FM, KHEY, WFNC, WIRK-FM, KSO, WKMF, WGEE, WDAF, KCJB, WHBF, KBMY, KGEM, KRWQ-FM.

VERN GOSDIN "Don't Ever Leave Me Again" (AMI) 42/15
National Summary: Up 4, Same 19, Down 0, Debuts 4, Adds 15, WBGW-FM, WIXY, WADR, KIXZ, WBEU, WCOS-AM-FM, WFNC, WSM, WSAI-AM-FM, KFGO, WKKQ-AM-FM, KECK, WTHI, KGEM, KSON-AM-FM.

SIGNIFICANT ACTION

MERLE KILGORE "Mister Garfield" (Elektra) 33/8
National Summary: Up 10, Same 14, Down 0, Debuts 1, Adds 8, WCAW, KHEY, WESC-AM-FM, KLRA, WKMF, WITL-FM, KMAK, KLAC, WLWI-FM 38-17, KFDI-AM 39-34.

DON KING "Running On Love" (Epic) 33/4
National Summary: Up 10, Same 18, Down 0, Debuts 3, Adds 4, WOKQ, WSM, KWJJ, KCKC, WVAM 50-45, WBEU 38-28, KRMD-AM-FM 42-33, KSO 34-29, WKKQ-AM-FM 44-38, KFDI-AM 47-37.

Radio & Records

NATIONAL AIRPLAY/50

January 22, 1982

Two Weeks	Last Week		
6	4	1	DON WILLIAMS/Lord, I Hope This Day... (MCA)
3	1	2	MICKEY GILLEY/Lonely Nights (Epic)
9	7	3	T.G. SHEPPARD/Only One You (WB/Curb)
2	2	4	JUICE NEWTON/The Sweetest Thing (I've Ever Known) (Capitol)
11	9	5	WAYLON JENNINGS/Shine (RCA)
5	5	6	KENNY ROGERS/Blaze Of Glory (EMI/Liberty)
16	10	7	EDDIE RABBITT/Someone Could Lose A Heart Tonight (Elektra)
21	11	8	ED BRUCE/You're The Best Break... (MCA)
8	8	9	REEVES & CLINE/Have You Ever Been Lonely (RCA)
17	12	10	RONNIE McDOWELL/Watchin' Girls Go By (Epic)
1	3	11	RONNIE MILSAP/I Wouldn't Have Missed It... (RCA)
28	18	12	JANIE FRICKE/Do Me With Love (Columbia)
20	14	13	LEON EVERETTE/Midnight Rodeo (RCA)
4	6	14	CONWAY TWITTY/Red Neckin' Love Makin' Night (MCA)
22	15	15	JOHN ANDERSON/I Just Came Home To Count... (WB)
19	13	16	KIERAN KANE/It's Who You Love (Elektra)
25	17	17	MEL McDANIEL/Preaching Up A Storm (Capitol)
33	24	18	CHARLEY PRIDE/Mountain Of Love (RCA)
35	29	19	ROSANNE CASH/Blue Moon With Heartache (Columbia)
26	22	20	REBA McENTIRE/Only You (And You Alone) (Mercury/PG)
30	28	21	RAY PRICE/Diamonds In The Stars (Dimension)
37	33	22	RAZZY BAILEY/She Left Love All Over Me (RCA)
34	30	23	BILLY SWAN/Stuck Right In The Middle... (Epic)
27	23	24	LEE GREENWOOD/It Turns Me Inside Out (MCA)
40	35	25	CHARLY McCLAIN/The Very Best Is You (Epic)
41	34	26	KENDALLS/If You're Waiting On Me (Mercury/PolyGram)
14	16	27	MAC DAVIS/You're My Bestest Friend (Casablanca/PolyGram)
10	19	28	GENE WATSON/Fourteen Carat Mind (MCA)
13	20	29	DOTTIE WEST/It's High Time (EMI/Liberty)
48	37	30	MERLE HAGGARD/Big City (Epic)
7	21	31	ALABAMA/Love In The First Degree (RCA)
12	27	32	GARY MORRIS/Headed For A Heartache (WB)
18	25	33	EARL THOMAS CONLEY/Tell Me Why (RCA)
-	40	34	OAK RIDGE BOYS/Bobbie Sue (MCA)
-	41	35	ANNE MURRAY/Another Sleepless Night (Capitol)
15	26	36	STATLER BROTHERS/Years Ago (Mercury/PolyGram)
24	31	37	EDDY RAVEN/Who Do You Know In California (Elektra)
-	47	38	EMMYLOU HARRIS/Tennessee Rose (WB)
49	42	39	TERRI GIBBS/Mis'ry River (MCA)
50	44	40	TOM JONES/Lady Lay Down (Mercury/PolyGram)
-	46	41	LACY J. DALTON/Everybody Makes Mistakes (Columbia)
→	42	42	SYLVIA/Sweet Yesterday (RCA)
-	48	43	EDDY ARNOLD/All I'm Missing Is You (RCA)
-	49	44	KIN VASSY/When You Were Blue And I Was... (EMI/Liberty)
23	32	45	CRYSTAL GAYLE/The Woman In Me (Columbia)
→	46	46	JOHNNY LEE/Be There For Me Baby (Full Moon/Asylum)
→	47	47	LORETTA LYNN/I Lie (MCA)
→	48	48	CONWAY TWITTY/The Clown (Elektra)
→	49	49	CON HUNLEY/No Relief In Sight (WB)
→	50	50	HANK WILLIAMS JR./A Country Boy Can... (Elektra/Curb)

New Entry
→

This chart is based solely on compiled weekly reports from our reporting stations. Back circled numbers indicate continued upward movement from the majority of our reporters.

JOHNNY PAYCHECK "The Highlight Of '81" (Epic) 32/9
National Summary: Up 9, Same 11, Down 0, Debuts 3, Adds 9, WSEN-AM-FM, WHN, KYYX, KWKH, KFGO, WQHK, KCJB, WXCL, KEIN, WIXL-FM 42-28.

MEL TILLIS & NANCY SINATRA "Play Me Or Trade Me" (Elektra) 32/1
National Summary: Up 14, Same 12, Down 0, Debuts 5, Adds 1, WCAW, WVAM 38-33, WESC-AM-FM 40-34, WQIK-FM 40-34, WKSJ-FM 32-29, WHOO d-28, WIRK-FM 23-20, KTOU 34-29, KEEN 31-25, KGA d-37.

JENNIFER WARNES "Could It Be Love" (Arista) 28/3
National Summary: Up 14, Same 8, Down 1, Debuts 2, Adds 3, WQIK-FM, WOKK, KCKC, WSEN-AM-FM 32-27, WIXY 20-15, WKKQ-AM-FM 45-37, WBSC-FM 18-14, KVOO 42-35, KUZZ 42-35, KEEN 39-35.

ZELLA LEHR "Blue Eyes Don't Make An Angel" (Columbia) 27/4
National Summary: Up 8, Same 11, Down 1, Debuts 3, Adds 4, WOKQ, WSOC-FM, WLWI-FM, KVOO, WIXL-FM 35-22, WADR 43-31, KIXZ 44-41, WBEU 37-31, KRMD-AM-FM 35-31, KGEM 47-42.

LOBO "I Don't Want To Want You" (Lobo) 27/1
National Summary: Up 14, Same 8, Down 0, Debuts 4, Adds 1, WTSO, KHEY 36-32, WQIK-FM 33-27, WLWI-FM 30-25, WSM 40-35, KKYX 39-33, WQYK-FM 27-23, KWMT 40-36, KVOO 40-34.

TERRY GREGORY "I Can't Say Goodbye To You" (Handshake/CBS) 26/3
National Summary: Up 18, Same 2, Down 0, Debuts 3, Adds 3, KCJB, KBMY, KVEG, WBGW-FM 30-23, WYII 45-38, WQIK-FM 26-22, WWOD 37-31, WFMS-FM 30-25, KIDN 26-22, KSON-AM-FM 26-22.

JOE WATERS "Some Day My Ship's Comin' In" (New Colony) 25/6
National Summary: Up 4, Same 13, Down 0, Debuts 2, Adds 6, WCAW, WIXL-FM, KIXZ, WXBQ-FM, WSOC-FM, WMNI, WESC-AM-FM d-39, WQIK-FM 42-35, KFDI-AM 38-33, KGEM 27-24.

GEORGE JONES "Same Ole Me" (Epic) 21/18
National Summary: Up 0, Same 0, Down 0, Debuts 3, Adds 18 including WBGW-FM, WCAW, WHN, WNYR, WMZQ-FM, WBEU, WFNC, WQAM, WHOO, WWWW-FM.

FAMILY BROWN "But It's Cheating" (RCA) 21/5
National Summary: Up 7, Same 8, Down 0, Debuts 1, Adds 5, WYKR, KRRV, KOKE-AM-FM, WSOC-FM, WIRK-FM, WIXY 31-25, KRMD-AM-FM 43-39, WXCL 50-42, KGEM 48-40, KRAK 47-42.

BANDANA "Guilty Eyes" (WB) 20/6
National Summary: Up 3, Same 7, Down 0, Debuts 4, Adds 6, WOKQ, KXYL, WQIK-FM, KLRA, WKMF, WITL-FM, WRNL 32-25, KRMD-AM-FM 40-32, WSAI-AM-FM on, KEBC-FM on.

BRENDA LEE "From Elvis To Calvin Klein Jeans" (MCA) 18/18
National Summary: Up 0, Same 1, Down 0, Debuts 1, Adds 16 including WVAM, WYII, WWOD, KKYX, KRMD-AM-FM, KSO, KEBC-FM, KFDI-AM, KRAK, KSOP-FM.

DICKEY LEE "Everybody Loves A Winner" (Mercury/PolyGram) 18/5
National Summary: Up 5, Same 5, Down 0, Debuts 5, Adds 5, WXBQ-FM, WESC-AM-FM, KKYX, WQYK-FM, WFMS-FM, WIXL-FM 36-21, WLWI-FM d-30, KRMD-AM-FM 47-42, KSO 36-31.

DAVID ALLAN COE "Now I Lay Me Down To Cheat" (Columbia) 18/3
National Summary: Up 8, Same 7, Down 0, Debuts 0, Adds 3, WWOD, KKYX, KWKH, WIXL-FM 24-19, KOKE-AM-FM 49-45, WAMZ-FM 32-26, WKSJ-FM 30-28, WIRK-FM 26-23, WXCL 29-23, KVOO 48-43.

R.C. BANNON "Til Something Better Comes Along" (RCA) 18/2
National Summary: Up 2, Same 14, Down 0, Debuts 0, Adds 2, WHBF, KRAK, WADR on, WSOC-FM on, WQIK-FM 48-40, WSM on, KRMD-AM-FM 46-40, KFGO on, KEEN on, KGA on.

RICH LANDERS "Lay Back And Love Me" (AMI) 18/1
National Summary: Up 9, Debuts 5, Same 0, Down 1, Adds 1, WLWI-FM, KOKE-AM-FM 45-40, KHEY 35-31, KKYX 40-34, WXCL 48-46, KVOO 44-39, KFDI-AM, 44-40, KUZZ 38-33, KRAK 49-45, KMPS-AM-FM 22-18.

RAY STEVENS "Written Down In My Heart" (RCA) 18/9
National Summary: Up 0, Same 5, Down 0, Debuts 1, Adds 9, WVAM, WLWI-FM, KRMD-AM-FM, KEBC-FM, KFDI-AM, KVOO, KCCY-FM, KSOP-FM, KGA, WIXL-FM d-43.

JOHNNY CASH "The Reverend Mr. Black" (Columbia) 15/1
National Summary: Up 6, Same 6, Down 0, Debuts 2, Adds 1, WTSO, WQAM 27-25, KRMD-AM-FM 44-38, KSO d-37, KVOO 46-41, KLAC 43-41, KRAK 48-44, KTOU d-44, KMPS-AM-FM on, KBBQ on.

PETULA CLARK "Natural Love" (Scotti Bros./CBS) 14/14
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 14 including WSEN-AM-FM, WIXY, WWOD, WLWI-FM, KRMD-AM-FM, WIRK-FM, WKKQ-AM-FM, KUGR, KSOP-FM, KMPS-AM-FM.

CINDY HURT "Don't Come Knockin'" (Churchill) 13/8
National Summary: Up 0, Same 2, Down 0, Debuts 3, Adds 8, WGNA-FM, WVAM, KHEY, WESC-AM-FM, KHMD-AM-FM, WIRK-FM, KBMR, KEBC-FM, KSO d-39.

Country

Regional Adds & Hots

EAST		MIDWEST		SOUTH		WEST	
MOST ADDED	HOTTEST	MOST ADDED	HOTTEST	MOST ADDED	HOTTEST	MOST ADDED	HOTTEST
Conway Twitty (Elektra)	Juice Newton (Capitol)	Conway Twitty (Elektra)	Juice Newton (Capitol)	Conway Twitty (Elektra)	T.G. Sheppard (WB/Curb)	Conway Twitty (Elektra)	Don Williams (MCA)
George Jones (Epic)	Don Williams (MCA)	Johnny Lee (Full Moon/Asylum)	Don Williams (MCA)	Johnny Lee (Full Moon/Asylum)		George Strait (MCA)	T.G. Sheppard (WB/Curb)

EAST		MIDWEST		SOUTH	
WMAZ-AM Albany, NY Candy Twitty George Jones Lenny Gatlin Cindy Hurl The Chiffons Marty Stuart Cherry Be Clair Bobby Bare Ricky Skaggs	WVAZ Birmingham, AL Helen Reddy Merle Haggard Stella Helen Cornelius Marty Stuart Candy Twitty Loretta Lynn Family Brown Loretta Lynn T.G. Sheppard Loretta Lynn Charley Pride	WYER Wells River, VT Ricky Skaggs Don Williams Ricky Skaggs Don Williams Loretta Lynn Family Brown Loretta Lynn T.G. Sheppard Loretta Lynn Charley Pride	WYER Wells River, VT Ricky Skaggs Don Williams Ricky Skaggs Don Williams Loretta Lynn Family Brown Loretta Lynn T.G. Sheppard Loretta Lynn Charley Pride	WYER Wells River, VT Ricky Skaggs Don Williams Ricky Skaggs Don Williams Loretta Lynn Family Brown Loretta Lynn T.G. Sheppard Loretta Lynn Charley Pride	WYER Wells River, VT Ricky Skaggs Don Williams Ricky Skaggs Don Williams Loretta Lynn Family Brown Loretta Lynn T.G. Sheppard Loretta Lynn Charley Pride

WEST	
WYER Wells River, VT Ricky Skaggs Don Williams Ricky Skaggs Don Williams Loretta Lynn Family Brown Loretta Lynn T.G. Sheppard Loretta Lynn Charley Pride	WYER Wells River, VT Ricky Skaggs Don Williams Ricky Skaggs Don Williams Loretta Lynn Family Brown Loretta Lynn T.G. Sheppard Loretta Lynn Charley Pride

132 Current Reports

The following stations did not report this week:

- WSLR/Akron
- KTTA-AM-FM/Springfield
- WPLO/Atlanta
- WSIX-FM/Nashville
- KYGO-FM/Denver
- KEED/Eugene
- KRSY/Roswell
- KIGO/St. Anthony

Hottest Tracks:

"Born To Run" - EMMYLOU HARRIS (WB)

"Mickey Gilley - You Don't Know Me - (Epic)

"Merle Haggard - Big City - (Epic)

"The Good Times Really Over (I Wish A Buck Was Still Silver)" - "Stop The World (And Let Me Off)" - "I Think I'm Gonna Live Forever" - "Texas Fiddle Song" - EMMYLOU HARRIS - Cimarron - (WB)

"Born To Run" - "Rose Of Cimarron" - "Another Lonesome Morning" - CON HUNLEY - Ask Any Woman - (WB)

"He Will Break Your Heart" - "Tryin' To Love Two" - "Don't It Break Your Heart" - "Table For One" - GEORGE JONES - Still The Same Ole Me - (Epic)

"You Can't Get The Hell Out Of Texas" - "Together Alone" - "Same Ole Me" - "Good Ones And Bad Ones" - EDDY RAVEN - Desperate Dreams - (Elektra)

"Desperate Dreams" - "You're Too Much For Me" - CONWAY TWITTY - Southern Comfort - (Elektra)

Cuts in bold type are receiving the heaviest airplay.

ALABAMA - Feels So Right - (RCA)

"Fantasy" - "Ride The Train" - "Burn Georgie Burn" - "I'm Stoned" - JOHN ANDERSON - I Just Came Home To Count The Memories - (WB)

"Would You Catch A Falling Star" - "Don't Think Twice (It's All Right)" - "Jessie Clay And The 12:05" - "When Lady Is Cloudin' Your Vision" - "Stop In The Road" - "Trail Of Time" - MOE BANDY - Rodeo Romeo - (Columbia)

"Some day Boon"

Most Requested:

- JUICE NEWTON "The Sweetest Thing..." (Capitol)
- OAK RIDGE BOYS "Bobbie Sue" (MCA)
- DON WILLIAMS "Lord, I Hope This Day..." (MCA)
- T.G. SHEPPARD "Only One You" (WB/Curb)
- KENNY ROGERS "Blaze Of Glory" (EMI/Liberty)
- LEE GREENWOOD "It Turns Me Inside Out" (MCA)

Black Radio

BREAKERS

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

SMOKEY ROBINSON

Tell Me Tomorrow (Tamla/Motown)

77% of our reporters on it. Rotations: Heavy 4/0, Medium 9/3, Light 23/2, Extra Adds 7, Total Adds 12, WDAS, WAMO, WOOK, WBMX, WSSJ, WKND, WOWI, WTOY, KTFM, WTMP, KAEZ, WWWW. Moves 29-21 on the Black Radio Chart.

NEW & ACTIVE

Recent releases with airplay reported by at least 20 of our reporting stations are listed in order of their activity. The two numbers immediately following each song title indicate how many of our reporters are on the record this week and of those, how many added it this week. The rotational breakdowns which follow indicate how many stations have the song in the respective rotation and of those, how many added it into that particular rotation this week. indicates one of this week's Most Added new songs.

"D" TRAIN "You're The One For Me" (Prelude) 32/2

Rotations: Heavy 10/0, Medium 11/0, Light 10/1, Extra Adds 1, Total Adds 2, KSOL, WSSJ. Heavy: WWIN, WHUR, WAO, WEDR, WGCI, WJLB, WWRL, WOIC, WTLC, WWWW. Medium: WILD, WDAS, WHRK, WBMX, WVON, WCIN, KDAY, WENN, WGIV, WTOY, KDIA. Moves 27-20 on the Black Radio Chart.

BILL SUMMERS & SUMMERS HEAT "Jam The Box" (MCA) 32/1

Rotations: Heavy 10/0, Medium 14/0, Light 7/0, Extra Adds 1, Total Adds 1, WSSJ. Heavy: WVEE, WEDR, WCIN, WGIV, WKXI, WJAX, WPDQ, WTMP, KACE, KDIA. Medium: WXYV, WDAS, WAO, WDIA, WHRK, WJMO, KDKO, KDAY, WKND, WBLX, WOWI, WTOY, WDAO, KUKQ. Debuts at number 22 on the Black Radio Chart.

WHISPERS "In The Raw" (Solar/Elektra) 31/12

Rotations: Heavy 4/1, Medium 9/2, Light 12/3, Extra Adds 8, Total Adds 12, WDAS, WAMO, WOOK, WAIL-FM, WCIN, WDMT, KDKO, WSSJ, WPDQ, WTOY, WDAO, KACE. Heavy: WHUR, WKND, KDIA. Medium: WWIN, WGCI, WWRL, WGIV, WBLX, WVOL, KUKQ.

EARTH, WIND & FIRE "Wanne Be With You" (ARC/Columbia) 31/9

Rotations: Heavy 5/0, Medium 8/1, Light 13/3, Extra Adds 5, Total Adds 9, WDAS, WAMO, WYLD-FM, KMJM, WKND, WOIC, WJJS, WBLX, KUKQ. Heavy: WWIN, WOOK, WGCI, WVON, KACE. Medium: WDIA, WHRK, WSSJ, WWRL, KOKY, WLOU, KDIA.

ROGER "Do It Roger" (WB) 31/4

Rotations: Heavy 7/0, Medium 15/1, Light 8/2, Extra Adds 1, Total Adds 4, WOOK, WCIN, KDAY, WANT. Heavy: WGIV, WOIC, WJAX, WBMX, WDAO, WKWM, KUKQ. Medium: WWIN, WDAS, WHUR, WVEE, KMJQ, WDIA, KDKO, KSOL, WPDQ, WOWI, WTMP, KAEZ, KACE, KDIA. Debuts at number 25 on the Black Radio Chart.

LAKESIDE "I Want To Hold Your Hand" (Solar/Elektra) 31/4

Rotations: Heavy 8/0, Medium 11/1, Light 13/2, Extra Adds 1, Total Adds 4, WXYV, WOOK, WSSJ, WJAX. Heavy: WVEE, KDAY, WKND, WWRL, WBLX, WDAO. Medium: WWIN, WDAS, WHUR, WHRK, WAIL-FM, WYLD-FM, WOIC, WLOU, WVOL, WTLC. Debuts at number 30 on the Black Radio Chart.

RAY, GOODMAN & BROWN "How Can Love..." (Polydor/PolyGram) 30/2

Rotations: Heavy 3/0, Medium 20/0, Light 5/0, Extra Adds 2, Total Adds 2, WVEE, KUKQ. Heavy: WXYV, WILD, WKND. Medium: WWIN, WDAS, WOOK, WHUR, WAO, WHRK, WYLD-FM, WCIN, WDMT, WJMO, KDAY, WATV, WGIV, WOIC, WKXI, KOKY, WJJS, WTOY, WKWM, KAEZ. Moves 23-23 on the Black Radio Chart.

JUNIOR "Mame Used To Say" (Mercury/PolyGram) 29/5

Rotations: Heavy 8/0, Medium 8/0, Light 13/3, Extra Adds 2, Total Adds 5, WXYV, WCIN, WOIC, WOWI, KDIA. Heavy: WDAS, WHUR, WVON, WJLB, WSSJ, WKND, WWRL, WENN. Medium: WILD, WHRK, WGCI, WPDQ, WVOL, WTLC.

SUGAR HILL GANG "Apache" (Sugar Hill) 28/1

Rotations: Heavy 14/0, Medium 11/0, Light 3/1, Extra Adds 0, Total Adds 1, WDAO. Heavy: WDAS, WAIL-FM, WDMT, WENN, WGIV, WOIC, WJMI, WJJS, WBLX, KTFM, WTMP, WTLC, KUKQ. Medium: WILD, WDIA, WHRK, WJMO, KDKO, WATV, WLOU, WOWI, WTOY, WWWW, KDIA. Moves 28-24 on the Black Radio Chart.

SISTER SLEDGE "My Guy" (Cotillion/Atco) 26/19

Rotations: Heavy 0/0, Medium 5/2, Light 11/7, Extra Adds 10, Total Adds 19, WWIN, WXYV, WDAS, WDIA, WAIL-FM, WCIN, WDMT, WJMO, KDKO, KSOL, WSSJ, WGIV, WPDQ, KOKY, WJJS, WBLX, WOWI, KAEZ, WWWW. Medium: WHUR, WHRK, WVOL.

MELBA MOORE "Let's Stand Together" (EMI/Liberty) 26/3

Rotations: Heavy 3/0, Medium 9/0, Light 13/2, Extra Adds 1, Total Adds 3, WYLD-FM, WDAO, KDIA. Heavy: WXYV, WJLB, WOIC. Medium: WWIN, WILD, WHUR, WCIN, WWRL, WENN, WKXI, WOWI, KAEZ.

MIKE & BRENDA SUTTON "We'll Make It" (Sam) 26/2

Rotations: Heavy 8/0, Medium 5/0, Light 13/2, Extra Adds 0, Total Adds 2, WTOY, KDIA. Heavy: WWIN, WOOK, WAO, WJMO, KSOL, WWRL, KACE, KJLH. Medium: WDAS, KDAY, WOIC, WVOL, WDAO.

TOM BROWNE "Fungi Mama/Babopofunkidiscopolypso" (GRP/Arista) 26/1

Rotations: Heavy 8/0, Medium 14/0, Light 8/1, Extra Adds 0, Total Adds 1, WOOK. Heavy: WDAS, WHUR, WEDR, WVON, WCIN, KDAY. Medium: WAO, WHRK, WDMT, WKND, WWRL, WGIV, WJJS, WBLX, WTOY, WKWM, WTLC, KAEZ, KACE, KJLH.

AM-FM "You Are The One" (Dakar/Brunswick) 19/2

Rotations: Heavy 5/0, Medium 6/0, Light 8/2, Extra Adds 0, Total Adds 2, WDIA, KDIA. Heavy: WOOK, WHUR, WVON, WATV, WENN. Medium: WWIN, WHRK, WEDR, WLOU, WJJS, WWWW.

T.S. MONK "Too Much Too Soon" (Mirege/Atlantic) 19/1

Rotations: Heavy 1/0, Medium 9/1, Light 9/0, Extra Adds 0, Total Adds 1, WWIN. Heavy: WDAO. Medium: WXYV, WOOK, WHUR, WCIN, WJMO, KDAY, WJJS, WTLC.

GIL SCOTT-HERON "B' Movie" (Arista) 18/0

Rotations: Heavy 4/0, Medium 10/0, Light 4/0, Extra Adds 0, Total Adds 0. Heavy: WEDR, KDAY, WWRL, KACE. Medium: WWIN, WDAS, WKND, WATV, WJJS, WVOL, WTOY, WKWM, KJLH, KDIA.

ROCKIE ROBBINS "I Believe In Love" (A&M) 18/0

Rotations: Heavy 5/0, Medium 8/0, Light 5/0, Extra Adds 0, Total Adds 0. Heavy: WGCI, WKXI, KOKY, WTOY, KUKQ. Medium: WWIN, WOOK, WHUR, WHRK, WYLD-FM, KMJM, KDAY, WJJS. Moves 28-29 on the Black Radio Chart.

MAZE featuring FRANKIE BEVERLY "We Need Love To Live" (Capitol) 17/5

Rotations: Heavy 2/1, Medium 8/0, Light 8/1, Extra Adds 3, Total Adds 5, WXYV, WDAS, KDAY, WLOU, WTMP. Heavy: WAMO. Medium: WHRK, WJMO, WJMI, WBLX, WOWI, WDAO.

TOM TOM CLUB "Genius Of Love" (Sire/WB) 17/4

Rotations: Heavy 5/0, Medium 8/1, Light 6/3, Extra Adds 0, Total Adds 4, WHRK, KSOL, WVOL, WDAO. Heavy: WWIN, WDAS, WHUR, WJLB, WSSJ. Medium: WXYV, WAMO, WDMT, WJJS, WKWM.

OLIVIA NEWTON-JOHN "Physical" (MCA) 17/0

Rotations: Heavy 8/0, Medium 8/0, Light 3/0, Extra Adds 0, Total Adds 0. Heavy: KMJM, KDKO, WSSJ, WPDQ, KOKY, WBLX, WVOL, KTFM. Medium: WVEE, WAIL-FM, KDAY, WJJS, KACE, KUKQ.

RENE & ANGELA "Imaginary Playmates" (Capitol) 15/9

Rotations: Heavy 0/0, Medium 2/1, Light 9/4, Extra Adds 4, Total Adds 9, WAMO, WOOK, WHRK, WEDR, WYLD-FM, KDKO, WKND, WBLX, WTMP. Medium: WJJS.

SPINNERS "Love Connection" (Atlantic) 15/1

Rotations: Heavy 4/0, Medium 4/0, Light 7/1, Extra Adds 0, Total Adds 1, WOOK. Heavy: WAO, WLOU, WBLX, WDAO. Medium: WHUR, WVEE, WWRL, KAEZ.

Rotations: Heavy 4/0, Medium 4/0, Light 7/1, Extra Adds 0, Total Adds 1, WOOK. Heavy: WAO, WLOU, WBLX, WDAO. Medium: WHUR, WVEE, WWRL, KAEZ.

Rotations: Heavy 4/0, Medium 4/0, Light 7/1, Extra Adds 0, Total Adds 1, WOOK. Heavy: WAO, WLOU, WBLX, WDAO. Medium: WHUR, WVEE, WWRL, KAEZ.

Rotations: Heavy 4/0, Medium 4/0, Light 7/1, Extra Adds 0, Total Adds 1, WOOK. Heavy: WAO, WLOU, WBLX, WDAO. Medium: WHUR, WVEE, WWRL, KAEZ.

Rotations: Heavy 4/0, Medium 4/0, Light 7/1, Extra Adds 0, Total Adds 1, WOOK. Heavy: WAO, WLOU, WBLX, WDAO. Medium: WHUR, WVEE, WWRL, KAEZ.

Rotations: Heavy 4/0, Medium 4/0, Light 7/1, Extra Adds 0, Total Adds 1, WOOK. Heavy: WAO, WLOU, WBLX, WDAO. Medium: WHUR, WVEE, WWRL, KAEZ.

Rotations: Heavy 4/0, Medium 4/0, Light 7/1, Extra Adds 0, Total Adds 1, WOOK. Heavy: WAO, WLOU, WBLX, WDAO. Medium: WHUR, WVEE, WWRL, KAEZ.

SIGNIFICANT ACTION

Rotations: Heavy 4/0, Medium 4/0, Light 7/1, Extra Adds 0, Total Adds 1, WOOK. Heavy: WAO, WLOU, WBLX, WDAO. Medium: WHUR, WVEE, WWRL, KAEZ.

Rotations: Heavy 4/0, Medium 4/0, Light 7/1, Extra Adds 0, Total Adds 1, WOOK. Heavy: WAO, WLOU, WBLX, WDAO. Medium: WHUR, WVEE, WWRL, KAEZ.

Rotations: Heavy 4/0, Medium 4/0, Light 7/1, Extra Adds 0, Total Adds 1, WOOK. Heavy: WAO, WLOU, WBLX, WDAO. Medium: WHUR, WVEE, WWRL, KAEZ.

Rotations: Heavy 4/0, Medium 4/0, Light 7/1, Extra Adds 0, Total Adds 1, WOOK. Heavy: WAO, WLOU, WBLX, WDAO. Medium: WHUR, WVEE, WWRL, KAEZ.

Rotations: Heavy 4/0, Medium 4/0, Light 7/1, Extra Adds 0, Total Adds 1, WOOK. Heavy: WAO, WLOU, WBLX, WDAO. Medium: WHUR, WVEE, WWRL, KAEZ.

Rotations: Heavy 4/0, Medium 4/0, Light 7/1, Extra Adds 0, Total Adds 1, WOOK. Heavy: WAO, WLOU, WBLX, WDAO. Medium: WHUR, WVEE, WWRL, KAEZ.

January 22, 1982

Two Last Weeks Week

Two Weeks	Last Week		
4	1	1	SKYY/Call Me (Salsoul/RCA)
5	3	2	D. HALL & J. OATES/I Can't Go For That (No Can Do) (RCA)
11	4	3	BOBBY WOMACK/If You Think You're Lonely Now (Beverly Glen)
1	2	4	GEORGE BENSON/Turn Your Love Around (WB)
8	6	5	TIME/Cool (WB)
3	5	6	PEABO BRYSON/Lat The Feeling Flow (Capitol)
13	10	7	GROVER WASHINGTON JR./Ba Mine (Tonight) (Elektra)
-	13	8	STEVIE WONDER/That Girl (Tamla/Motown)
7	8	9	TEDDY PENDERGRASS/You're My Latest... (Phil. Int'l./CBS)
24	12	10	SLAVE/Wait For Me (Cotillion/Atco)
-	17	11	DIANA ROSS/Mirror, Mirror (RCA)
-	15	12	AURRA/Make Up Your Mind (Salsoul/RCA)
21	14	13	CURTIS MAYFIELD/Toot An' Toot An' Toot (Boardwalk)
6	9	14	BAR-KAYS/Hit And Run (Mercury/PolyGram)
-	21	15	LUTHER VANDROSS/Don't You Know That (Epic)
29	16	16	CON FUNK SHUN/Bad Lady (Mercury/PolyGram)
-	18	17	VERNON BURCH/Do It To Me (Spector/Capitol)
2	7	18	EARTH, WIND & FIRE/Let's Groove (ARC/Columbia)
9	11	19	L.T.D./Kickin' Back (A&M)
-	27	20	"D" TRAIN/You're The One For Me (Prelude)
-	29	21	SMOKEY ROBINSON/Tell Me Tomorrow (Tamla/Motown)
→	22	22	BILL SUMMERS & SUMMERS HEAT/Jam The Box (MCA)
30	23	23	RAY, GOODMAN & BROWN/How Can Love... (Polydor/PG)
-	28	24	SUGAR HILL GANG/Apache (Sugar Hill)
→	25	25	ROGER/Do It Roger (WB)
26	24	26	JONES GIRLS/(I Found) That Man Of Mine (Phil. Int'l./CBS)
18	20	27	ANGELA BOFILL/Something About You (Arista)
19	19	28	GAYLE ADAMS/Love Fever (Prelude)
27	26	29	ROCKIE ROBBINS/I Believe In Love (A&M)
→	30	30	LAKESIDE/I Want To Hold Your Hand (Solar/Elektra) →

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate continued upward movement from the majority of our reporters.

MOST ADDED

- SISTER SLEDGE (19)
- KOOL & THE GANG (15)
- WHISPERS (12)
- SMOKEY ROBINSON (12)

HOTTEST

- SKYY (35)
- BOBBY WOMACK (32)
- HALL & OATES (26)
- TIME (18)

CHIC "Stage Fright" (Atlantic) 25/4

Rotations: Heavy 5/0, Medium 10/2, Light 8/0, Extra Adds 2, Total Adds 4, WHRK, WJMO, WKWM, KDIA. Heavy: WOOK, WHUR, KDKO, WWRL, WGIV. Medium: WCIN, WSSJ, WKND, WOWI, WDAO, KAEZ, KACE, KUKQ.

KOOL & THE GANG "Steppin' Out" (De-Lite/PolyGram) 24/15

Rotations: Heavy 4/1, Medium 7/3, Light 8/4, Extra Adds 7, Total Adds 15, WWIN, WDAS, WAMO, WVEE, WDIA, WAIL-FM, WCIN, WDMT, KDKO, WGIV, WOIC, WLOU, WJJS, WBLX, WTLC. Heavy: KACE, KJLH, KDIA. Medium: WEDR, WWRL, KOKY, KUKQ.

KANO "Can't Hold Back (Your Loving)" (Mirege/Atlantic) 23/1

Rotations: Heavy 4/0, Medium 11/0, Light 8/1, Extra Adds 0, Total Adds 1, WOOK. Heavy: WXYV, WAO, WHRK, WLOU. Medium: WEDR, WBMX, WGCI, WCIN, WJMO, KDAY, KSOL, WGIV, WJMI, WTLC, KACE.

QUINCY JONES featuring JAMES INGRAM "One Hundred Ways" (A&M) 23/1

Rotations: Heavy 5/0, Medium 7/0, Light 11/1, Extra Adds 0, Total Adds 1, WOOK. Heavy: WWIN, WXYV, WVEE, WSSJ, WKND. Medium: WHRK, WOIC, KOKY, WANT, WTOY, WDAO, WKWM.

T-CONNECTION "A Little More Love" (Capitol) 21/8

Rotations: Heavy 0/0, Medium 5/1, Light 12/3, Extra Adds 4, Total Adds 8, WDAS, WOOK, WYLD-FM, WJLB, WTOY, KAEZ, WWWW, KUKQ. Medium: WGCI, WJMO, KDAY, WJAX.

DENROY MORGAN "Sweet Tender Love" (Bucket) 21/1

Rotations: Heavy 1/0, Medium 11/0, Light 8/0, Extra Adds 1, Total Adds 1, WWRL. Heavy: WOIC. Medium: WXYV, WILD, WHUR, WGCI, WVON, WJMO, KDKO, WSSJ, WGIV, WOWI, WTLC.

JONES GIRLS "(I Found) That Man Of Mine" (Phil. Int'l./CBS) 20/0

Rotations: Heavy 7/0, Medium 11/0, Light 2/0, Extra Adds 0, Total Adds 0. Heavy: WOOK, WCIN, KDAY, KSOL, WOWI, WTOY, WTLC. Medium: WHUR, WAO, WJMO, WSSJ, WKND, WKXI, WJAX, KOKY, WJJS, WANT, WKWM. Moves 24-26 on the Black Radio Chart.

SYREETA "Quick Slick" (Tamla/Motown) 20/0

Rotations: Heavy 6/0, Medium 11/0, Light 3/0, Extra Adds 0, Total Adds 0. Heavy: WAO, WGCI, WCIN, WJLB, WLOU, WTOY. Medium: WXYV, WILD, WVEE, WBMX, WVON, KDAY, WKND, WENN, WOWI, KAEZ, KACE.

PATTI AUSTIN "Every Home Should Have One" (Qwest/WB) 15/0

Rotations: Heavy 2/0, Medium 5/0, Light 8/0, Extra Adds 0, Total Adds 0. Heavy: WHUR, WJMI. Medium: WDAS, WAO, WJMO, KDAY, WLOU.

LOWRELL SIMON "Love Massage" (Zoo York) 14/1

Rotations: Heavy 0/0, Medium 4/0, Light 9/0, Extra Adds 1, Total Adds 1, WJMO. Medium: WYLD-FM, WGCI, WVON, WKXI.

CHOCOLATE MILK "Let's Go All The Way" (RCA) 13/6

Rotations: Heavy 1/1, Medium 2/1, Light 8/2, Extra Adds 2, Total Adds 6, WDAS, WVEE, KDKO, WKND, WJAX, WLOU. Medium: WSSJ.

CHI-LITES "Hot On A Thing Called Love" (20th/RCA) 13/5

Rotations: Heavy 2/0, Medium 3/1, Light 8/2, Extra Adds 2, Total Adds 5, WWIN, WDAS, WOOK, WSSJ, KAEZ. Heavy: WGCI, WVON. Medium: WXYV, WWRL.

BRANDY WELLS "Watch Out" (WMOT/CBS) 13/2

Rotations: Heavy 3/0, Medium 7/0, Light 1/0, Extra Adds 2, Total Adds 2, WOIC, WKWM. Heavy: WWIN, WSSJ, WKND. Medium: WXYV, WILD, WDAS, WEDR, WBLX, WTOY, WWWW.

KOOL & THE GANG "Get Down On It" (De-Lite/PolyGram) 13/0

Rotations: Heavy 7/0, Medium 4/0, Light 2/0, Extra Adds 0, Total Adds 0. Heavy: WHUR, KMJQ, WVON, WATV, WANT, KAEZ, KDIA. Medium: WDIA, WHRK, WAIL-FM, KTFM.

LIVE BAND "Strut Your Stuff" (TSOB) 12/2

Rotations: Heavy 2/0, Medium 3/0, Light 7/2, Extra Adds 0, Total Adds 2, WOOK, WCIN. Heavy: WEDR, WENN. Medium: WWIN, WDAS, WVOL.

PRINCE "Let's Work" (WB) 11/6

Rotations: Heavy 2/1, Medium 4/1, Light 3/2, Extra Adds 2, Total Adds 6, WDIA, WHRK, WEDR, WBMX, KSOL, WJAX. Heavy: WWIN. Medium: WHUR, KDAY, KDIA.

JERMAINE JACKSON "Paradise In Your Eyes" (Motown) 11/2

Rotations: Heavy 1/0, Medium 4/0, Light 4/0, Extra Adds 2, Total Adds 2, WWRL, KAEZ. Heavy: WVON. Medium: WWIN, WHRK, WBLX, WWWW.

Black Radio Hottest

January 22, 1982

EAST	SOUTH	MIDWEST	WEST
Bobby Womack Hall & Oates Stevie Wonder Skyy	Bobby Womack Skyy Hall & Oates Time	Skyy Bobby Womack "D" Train Time Hall & Oates	Skyy Hall & Oates George Benson Bobby Womack

Regionalized Adds & Hots

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

EAST	MIDWEST	WEST
<p>WXYV/Baltimore Tim Watts</p> <p>LAKESIDE JOSE FELICIANO SISTER SLEDGE JUNIOR MAZE SECRET WEAPON Hottest: CURTIS MAYFIELD QUINCY JONES GROVER WASHINGTON KANO GAYLE ADAMS</p> <p>WWIN/Baltimore Curtis Anderson</p> <p>CHI-LITES T.S. MONK SHALAMAR KOOL & THE GANG SISTER SLEDGE L.A. BOPPERS XAVIER DUNCANS EVELYN KING CLIFTON DYSON Hottest: STEVIE WONDER TOM TOM CLUB TIME PRINCE SKYY</p> <p>WILD/Boston Steve Crumley</p> <p>MIGHTY CLOUDS GO Hottest: SKYY HALL & OATES BOBBY WOMACK TEDDY PENDERGRASS PEABO BRYSON</p>	<p>WVON/Chicago Pam Wells none Hottest: D TRAIN SKYY BOBBY WOMACK</p> <p>WVON/Chicago Pam Wells none Hottest: LUTHER VANDROSS EVELYN KING GEORGE BENSON AM-FM D TRAIN</p> <p>WCIN/Cincinnati Everett Cork MICHAEL HENDERSON KOOL & THE GANG DIANA ROSS LIVE BAND JUNIOR SISTER SLEDGE WHISPERS Hottest: LTD TIME SKYY SLAVE CURTIS MAYFIELD</p> <p>WJMO/Cleveland Erik Stone SISTER SLEDGE DUNN & BRUCE CHIC LOWRELL SIMON DIANA ROSS STEVIE WONDER Hottest: EW&F KOOL & THE GANG GEORGE BENSON PEABO BRYSON SKYY</p> <p>WDAO/Dayton Turk Logan SUGAR HILL GANG TOM TOM CLUB KRAFTWERK WHISPERS POINTER SISTERS STEVIE WOODS MELBA MOORE JOHNNY GUITAR Hottest: TIME SLAVE AURRA LUTHER VANDROSS ROGER</p>	<p>KDKO/Denver Byron Pitts JOSE FELICIANO WHISPERS CHOCOLATE MILK DYNASTY KOOL & THE GANG SHALAMAR POINTER SISTERS MANHATTANS RENE & ANGELA SISTER SLEDGE COMMODORES Hottest: HALL & OATES EW&F ONJ GEORGE BENSON DIANA ROSS</p> <p>KJLM/Los Angeles Levi Booker RICK SMITH DREAM MACHINE CURTIS MAYFIELD CON FUNK SHUN Hottest: AURRA STEVIE WONDER BOBBY WOMACK KOOL & THE GANG MIKE & BRENDA</p> <p>KACE/Los Angeles Alonzo Miller WHISPERS ERNIE WATTS STEVIE WONDER Hottest: SKYY KOOL & THE GANG BOBBY WOMACK EW&F JACKSONS FUSE ONE</p> <p>KDAY/Los Angeles J.J. Johnson MAZE L.A. BOPPERS ROGER Hottest: SKYY HALL & OATES TEDDY PENDERGRASS GAYLE ADAMS LAKESIDE</p> <p>KDIA/Oakland Keith Adama LAKESIDE CHIC LUTHER VANDROSS GROVER WASHINGTON MIKE & BRENDA MELBA MOORE JUNIOR AM-FM MOTORCYCLE MIKE Hottest: SKYY TIME OZONE BOBBY WOMACK GEORGE BENSON</p> <p>KUKQ/Phoenix Steve Smith T-CONNECTION VERNON BURCH DIANA ROSS JERRY CARR EW&F RAY, GOODMAN & B Hottest: SKYY HALL & OATES GAYLE ADAMS ROCKIE ROBBINS SUGAR HILL GANG</p> <p>KSOL/San Mateo, CA Bernie Moody PRINCE D TRAIN SISTER SLEDGE TOM TOM CLUB Hottest: SKYY HALL & OATES GEORGE BENSON BOBBY WOMACK JONES GIRLS</p>

SOUTH

<p>WSSJ/Camden-Philadelphia Gary Shepherd EVELYN KING BILL SUMMERS SISTER SLEDGE LAKESIDE WHISPERS SMOKEY ROBINSON BOB JAMES D TRAIN TROUBLE PUNK CHI-LITES Hottest: JUNIOR HALL & OATES PEABO BRYSON DIANA ROSS STEVIE WONDER</p> <p>WKND/Hartford Eddie Jordan RENE & ANGELA EW&F MADAGASCAR CHOCOLATE MILK BROOKLYN EXPRESS KOMIKO ELOISE WHITAKER DOLLY DOTS FLASH SMOKEY ROBINSON Hottest: SKYY HALL & OATES BOBBY WOMACK BRANDY WELLS XAVIER</p> <p>WWRU/New York Wanda Ramos O'BRYAN DENROY MORGAN JERMAINE JACKSON STARPOINT MICHAEL HENDERSON CISSEL & KING Hottest: SKYY BOBBY WOMACK STEVIE WONDER WHATNAUTS JUNIOR</p>	<p>WVCE/Atlanta Scotty Andrews KOOL & THE GANG CURTIS MAYFIELD STEVIE WOODS POLICE DEBRA DEJEAN CHOCOLATE MILK EVELYN KING KAREN YOUNG POINTER SISTERS RAY, GOODMAN & B Hottest: SKYY BOBBY WOMACK LAKESIDE STEVIE WONDER GLADYS KNIGHT</p> <p>WAOK/Atlanta Larry Tinsley none Hottest: HALL & OATES BOBBY WOMACK SKYY TEDDY PENDERGRASS GEORGE BENSON</p> <p>WATV/Birmingham Stan Granger none Hottest: TEDDY PENDERGRASS SUGAR HILL GANG HALL & OATES CON FUNK SHUN JOHNNY BRISTOL</p> <p>WKXJ/Jackson Tommy Marshall none Hottest: SUGAR HILL GANG BOBBY WOMACK GEORGE BENSON SKYY BAR-KAYS</p> <p>WPDQ/Jacksonville Earl James BAP-KAYS EISTER SLEDGE WHISPERS Hottest: SKYY CHOCOLATE MILK TIME BILL SUMMERS BOBBY WOMACK</p>	<p>WOIC/Columbia, SC Mickey Arnold CON FUNK SHUN BRANDY WELLS JUNIOR KOOL & THE GANG EW&F STEVIE WONDER Hottest: BOBBY WOMACK TIME SKYY D TRAIN SUGAR HILL GANG</p> <p>KMJQ/Houston Ross Holland none Hottest: ROGER TIME SKYY CHOCOLATE MILK KRAFTWERK</p> <p>WJMI/Jackson Carl Haynes none Hottest: TEDDY PENDERGRASS SUGAR HILL GANG HALL & OATES CON FUNK SHUN JOHNNY BRISTOL</p> <p>WLOU/Louisville Neal O'Rea DUNN & BRUCE ANDRE CROUCH CARL CARLTON CURTIS MAYFIELD CHOCOLATE MILK MADAGASCAR KOOL & THE GANG MAZE STEVIE WOODS Hottest: LTD TIME SUGAR HILL GANG STEVIE WONDER DIANA ROSS</p> <p>WJSS/Lynchburg, VA Art Young STEVIE WOODS EWF JERRY CARR SISTER SLEDGE KOOL & THE GANG L.A. BOPPERS Hottest: LTD TEDDY PENDERGRASS SKYY EW&F TROUBLE FUNK</p>	<p>WJAX(95X)/Jacksonville, FL Steve Fox DOOBIE BROS O'BRYAN CHOCOLATE MILK LAKESIDE XAVIER PRINCE Hottest: GEORGE BENSON SKYY HALL & OATES PEABO BRYSON BOBBY WOMACK</p> <p>KOKY/Little Rock Ronda Curtis SISTER SLEDGE POINTER SISTERS SHFENA EASTON BILL CHAMPLIN STEVIE WOODS Hottest: PEABO BRYSON BAR-KAYS HALL & OATES TEDDY PENDERGRASS GROVER WASHINGTON</p> <p>WDRK(97)/Memphis Robert V. PRINCE FOUR TOPS TOM TOM CLUB RENE & ANGELA CHIC STEVIE WOODS DREAM MACHINE MADAGASCAR Hottest: BOBBY WOMACK TEDDY PENDERGRASS GEORGE BENSON TIME KANO</p> <p>WDIA/Memphis Carl Connors PRINCE KOOL & THE GANG GROVER WASHINGTON KWICK SISTER SLEDGE AM-FM Hottest: BOBBY WOMACK SKYY TIME SUGAR HILL GANG VERNON BURCH</p> <p>WEDR/Miami Leo Jackson BETTYE LAVETTE PRINCE TAKE FIVE L.A. BOPPERS VICKII D. MANHATTANS TOMORROW ADD. RENE & ANGELA Hottest: TIME BAR-KAYS SKYY LTD OZONE</p> <p>WBLX/Mobile Michael J. Alexander BETTYE LAVETTE KOOL & THE GANG FW&F RENE & ANGELA SISTER SLEDGE MANHATTANS Hottest: BOBBY WOMACK SKYY GROVER WASHINGTON LAKESIDE HALL & OATES</p>	<p>WVOL/Nashville Fred Harvey XAVIER GO TOM TOM CLUB STEVIE WOODS CHOCOLATE MILK Hottest: BOBBY WOMACK HALL & OATES TIME CHOCOLATE MILK ONJ</p> <p>WYLD-FM/New Orleans Tony Brown EW&F T-CONNECTION RENE & ANGELA MELBA MOORE ELOISE WHITAKER Hottest: HALL & OATES BOBBY WOMACK COMMODORES GROVER WASHINGTON QUINCY JONES</p> <p>WAIL-FM/New Orleans Barry Richards AURRA KOOL & THE GANG SLAVE SISTER SLEDGE WHISPERS WEST STREET MOB STEVE MILLER BAND Hottest: HALL & OATES SKYY TIME CHOCOLATE MILK GEORGE BENSON</p> <p>WOWI/Norfolk Chester Benton BETTYE LAVETTE STEVIE WONDER SMOKEY ROBINSON JUNIOR SISTER SLEDGE TROUBLE FUNK Hottest: PEABO BRYSON BOBBY WOMACK SKYY SUGAR HILL GANG TROUBLE FUNK</p>	<p>WANT/Richmond Ben Miles CON FUNK SHUN ROGER JONES GIRLS LUTHER VANDROSS Hottest: SKYY EW&F BAR-KAYS TIME BOBBY WOMACK</p> <p>WTOY/Roanoke Donnie Deane STEVIE WONDER SMOKEY ROBINSON SOUTH BRONX WHISPERS C.M. LORD BETTYE LAVETTE MIKE & BRENDA T-CONNECTION JOSF FELICIANO MADAGASCAR Hottest: GEORGE BENSON PEABO BRYSON TEDDY PENDERGRASS BOBBY WOMACK HALL & OATES</p> <p>KTFM/San Antonio Joe Nasty SMOKEY ROBINSON STEVIE WONDER DIANA ROSS AIR SUPPLY ROYAL PHILHARMONIC Hottest: HALL & OATES FOREIGNER ONJ EW&F KOOL & THE GANG</p> <p>WTMP/Tampa Jerry Walker STEVIE WONDER MAZE BILL WITHERS RENE & ANGELA MADAGASCAR PHYLLIS HYMAN LUTHER VANDROSS BETTYE LAVETTE SMOKEY ROBINSON GANG'S BACK Hottest: HALL & OATES BILL SUMMERS JEAN CARN GRAND MASTER BOBBY WOMACK</p>
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EAST
Most Added® Hottest
 Rod Stewart Hall & Oates
 Journey J. Geils Band
 Oak Ridge Boys Cars
 Air Supply

CHR ADDS & HOTS

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

SOUTH
Most Added® Hottest
 Rod Stewart Hall & Oates
 Cliff Richard J. Geils Band
 Pointer Sisters Dan Fogelberg
 Oak Ridge Boys
 Mike Post

EAST

PARALLEL TWO

WBFF/Rochester, NY

Jay Stevens

KENNY ROGERS
 DEL SHANNON
 JOURNEY
 Hottest:
 GEORGE BENSON 2-1
 HALL & OATES 8-2
 PAUL DAVIS 3-3
 ROYAL PHILHARMONI 6-4
 BARBRA STREISAND 5-5

WICC/Bridgeport, CT

Bob Mitchell

ROD STEWART
 GENESIS
 CHILLIWACK
 OAK RIDGE BOYS
 SISTER SLEDGE
 Hottest:
 HALL & OATES 1-1
 GEORGE BENSON 4-2
 QUARTERFLASH 3-3
 J. GEILS BAND 10-4
 ROLLING STONES 15-9

WKEE/Huntington, WV

Gary Miller

ROD STEWART
 ABBA
 ALABAMA
 GO GO'S
 SAMMY HAGAR
 OAK RIDGE BOYS
 MCGUFFEY LANE
 BUCKNER & GARCIA
 Hottest:
 J. GEILS BAND 2-1
 SHEENA EASTON 16-5
 AIR SUPPLY 18-6
 RICK SPRINGFIELD 22-12
 GENESIS 25-15

WPST/Trenton, NJ

Tom Taylor

SAMMY HAGAR
 PRISM
 Hottest:
 J. GEILS BAND 1-1
 HALL & OATES 5-2
 ROD STEWART 3-3
 CARS 9-7
 LOVERBOY 13-11

WTRV/Albany, NY

Bill Cahill

ROD STEWART
 OAK RIDGE BOYS
 BOB & DOUG MCKENZ
 Hottest:
 J. GEILS BAND 1-1
 HALL & OATES 5-2
 JUICE NEWTON 16-13
 AIR SUPPLY 19-16
 JOURNEY 24-21

WAEB/Albany, PA

Jeff Frank

GROVER WASHINGTON
 COMMODORES
 OAK RIDGE BOYS
 GO GO'S
 POLICE
 Hottest:
 J. GEILS BAND 2-1
 EW&F 9-3
 BUCKNER & GARCIA 23-11
 JOURNEY 22-14
 ROLLING STONES 24-15

KC101/New Haven, CT

Danny Lyons

BARRY MANILOW
 LRB
 JOURNEY
 BERTIE HIGGINS
 SISTER SLEDGE
 SHEILA
 Hottest:
 HALL & OATES 2-1
 SHEENA EASTON 11-8
 KENNY ROGERS 18-14
 DOMINGO & DENVER 23-19
 STEVIE WONDER 27-23

WFBZ/Baltimore, MD

Andy Szulinski

EDDIE SCHWARTZ
 ALABAMA
 QUINCY JONES
 Hottest:
 HALL & OATES 1-1
 PAUL DAVIS 7-4
 LRB 13-6
 AIR SUPPLY 18-8
 JOURNEY 29-18

WBLI/Long Island, NY

Bill Terry

STEVIE WONDER
 Hottest:
 HALL & OATES 1-1
 GEORGE BENSON 9-6
 PAUL DAVIS 10-7
 DAN FOGELBERG 20-16
 SHEENA EASTON 21-18

WTIC/FM/Hartford, CT

Rick Donahue

JOURNEY
 COMMODORES
 SKYY
 Hottest:
 J. GEILS BAND 1-1
 HALL & OATES 2-2
 GEORGE BENSON 3-3
 JUICE NEWTON 8-6
 DIANA ROSS 16-13

Q108/York, PA

Dan Steele

ROD STEWART
 SAMMY HAGAR
 DIANA ROSS
 EW&F
 ALABAMA
 Hottest:
 HALL & OATES 1-1
 GEORGE BENSON 5-2
 J. GEILS BAND 8-3
 BARBRA STREISAND 6-4
 PAUL DAVIS 10-5

WHFM/Rochester, NY

Aimee Peck

JOURNEY
 ROLLING STONES
 DIANA ROSS
 BILLY JOEL (RA)
 Hottest:
 HALL & OATES 1-1
 BILLY JOEL A-5
 DAN FOGELBERG 10-6
 AIR SUPPLY 15-9
 SHEENA EASTON 13-10

K104/Erie, PA

Bill Shannon

PRISM
 CONDUCTOR
 Hottest:
 DAN FOGELBERG 2-1
 CARS 4-7
 KENNY ROGERS 6-3
 PETER CETERA 13-R
 FOREIGNER 15-9

V100/Charleston, WV

Jay Jarvis

DIANA ROSS
 CLIFF RICHARD
 Hottest:
 DAN FOGELBERG 2-1
 PAUL DAVIS 3-2
 HALL & OATES 4-3
 AIR SUPPLY 7-6
 SHEENA EASTON 15-9

WKRC/FM/Wilkes-Barre, PA

Jim Rising

KINKS
 SAMMY HAGAR
 PETULA CLARK
 BOB & DOUG MCKENZ
 CHILLIWACK
 GENESIS
 Hottest:
 HALL & OATES 1-1
 EDDIE RABBITT 7-5
 BARBRA STREISAND 8-6
 RICK SPRINGFIELD 9-7
 BUCKNER & GARCIA 13-11

\$2FLY/Albany, NY

Jack Lawrence

ROD STEWART
 CHILLIWACK
 Hottest:
 HALL & OATES 1-1
 BARBRA STREISAND 17-11
 DAN FOGELBERG 19-17
 CARS 9-7
 LOVERBOY 13-11

WVBF/Boston, MA

Reg Johns

ROD STEWART
 OAK RIDGE BOYS
 BOB & DOUG MCKENZ
 Hottest:
 NEIL DIAMOND 1-1
 RONNIE MILSAP 4-4
 BARBRA STREISAND 7-7
 BILLY JOEL 13-13
 KENNY ROGERS 19-19

WCAO/Baltimore, MD

Ron Riley

Hottest:
 HALL & OATES 1-1
 LRB 24-10
 AIR SUPPLY 26-15
 SHEENA EASTON 23-16
 STEVIE WONDER 27-19

WDRS-FM/Hartford, CT

Paul Roberts

STEVIE WONDER
 ROD STEWART
 CHUBBY CHECKER (dp)
 Hottest:
 J. GEILS BAND 1-1
 HALL & OATES 7-2
 CARS 13-7
 DAN FOGELBERG 17-10
 POLICE 29-19

WRCK/Utica, NY

Jim Reitz

STEVIE WONDER
 GO GO'S
 SAMMY HAGAR
 QUINCY JONES
 KOOL & THE GANG
 KENNY ROGERS
 DIANA ROSS
 EDDIE SCHWARTZ
 STEVIE WONDER
 Hottest:
 HALL & OATES 8-1
 GEORGE BENSON 9-7
 PAUL DAVIS 10-3
 BARBRA STREISAND 13-5
 ROLLING STONES 24-6

3WT/Binghamton, NY

Scott Michaels

SHEENA EASTON
 ROD STEWART
 PRISM
 STEVIE NICKS
 JOHN HALL BAND
 Hottest:
 HALL & OATES 1-1
 CARS 6-2
 AIR SUPPLY 15-10
 DIANA ROSS 18-17
 JOURNEY 27-19

WPHD/Buttalo, NY

John Piccillo

ALVIN LEE
 CONDUCTOR
 DOOBIE BROS
 NOVO COMBO
 PRISM
 TRIUMPH
 DIRTY BAND
 Hottest:
 J. GEILS BAND 1-1
 LOVERBOY 4-3
 DAN FOGELBERG 7-4
 CARS 8-7
 POLICE 16-11

PARALLEL THREE

13FEA/Manchester, NH

Kath Lennire

WCRB/Beckley, WV

Jim Martin

CHILLIWACK
 EW&F
 SAMMY HAGAR
 STEVIE NICKS
 OAK RIDGE BOYS
 Hottest:
 J. GEILS BAND 1-1
 ALABAMA 2-2
 ROLLING STONES 4-3
 DAN FOGELBERG 6-4
 BILLY SQUIER 7-5

WFBC/Altoona, PA

Tony Booth

OAK RIDGE BOYS
 ALABAMA
 MIKE POST
 SAMMY HAGAR
 EW&F
 Hottest:
 J. GEILS BAND 2-1
 DONNIE IRIS 9-4
 PAUL DAVIS 8-5
 AIR SUPPLY 16-8
 DAN FOGELBERG 22-13

WGUY/Bangor, ME

Jim Randall

SMOKEY ROBINSON
 GO GO'S
 SISTER SLEDGE
 CHUBBY CHECKER
 DOOBIE BROS
 KOOL & THE GANG
 Hottest:
 J. GEILS BAND 1-1
 SOFT CELL 6-5
 DONNIE IRIS 15-10
 DIANA ROSS 20-14
 SHEENA EASTON 24-17

WJBO/Portland, ME

Brian Phoenix

OAK RIDGE BOYS
 GENESIS
 ALL SPORTS BAND
 SAMMY HAGAR
 DIANA ROSS
 NOVO COMBO
 ALABAMA
 GIDEA PARK
 CONDUCTOR
 Hottest:
 J. GEILS BAND 1-1
 HALL & OATES 12-7
 BARBRA STREISAND 12-6
 QUEFN/BOWIE 15-8
 ROLLING STONES 14-9

WTSN/Dover, NH

Jim Sebastian

ROD STEWART
 JOURNEY
 EDDIE SCHWARTZ
 STEVIE WONDER
 POINTER SISTERS
 DIANA ROSS
 Hottest:
 J. GEILS BAND 3-1
 HALL & OATES 2-4
 JUICE NEWTON 12-7
 EDDIE RABBITT D-8
 AIR SUPPLY 14-11

WIGY/Beth, ME

Willie Mitchell

POLICE
 STEVIE WONDER
 ROD STEWART
 DOOBIE BROS
 TOMMY TUNONE
 ALL SPORTS BAND
 Hottest:
 J. GEILS BAND 1-1
 QUARTERFLASH 5-4
 CARS 6-5
 ROLLING STONES 7-6
 LINDSEY BUCKINGHA 13-9

WLAM/Lewiston, ME

Chris Layne

ABBA
 CHILLIWACK
 JOURNEY
 QUINCY JONES
 KOOL & THE GANG
 KENNY ROGERS
 DIANA ROSS
 EDDIE SCHWARTZ
 STEVIE WONDER
 Hottest:
 HALL & OATES 8-1
 GEORGE BENSON 9-7
 PAUL DAVIS 10-3
 BARBRA STREISAND 13-5
 ROLLING STONES 24-6

96XII/Parkersburg, WV

Terry Lee Collins

OAK RIDGE BOYS
 MCGUFFEY LANE
 SISTER SLEDGE
 CONDUCTOR
 Hottest:
 BILLY JOEL 3-1
 PDDIE RABBITT 5-2
 J. GEILS BAND 9-4
 BARRY MANILOW 11-6
 GENESIS 29-20

WACZ/Bangor, ME

Michael O'Hara

JOURNEY
 CLIFF RICHARD
 ELO
 PRISM
 MOLLY HATCHET
 Hottest:
 J. GEILS BAND 1-1
 NICKS & HENLEY 2-2
 ROD STEWART 4-3
 CARS 10-7
 AIR SUPPLY 20-17

WZYQ/Frederick, MD

Boas Hosa

COMMODORES
 CHILLIWACK
 PRISM
 JOHN HALL BAND
 JOAN JETT
 SAMMY HAGAR
 Hottest:
 HALL & OATES 1-1
 J. GEILS BAND 3-2
 BUCKNER & GARCIA 5-3
 JUICE NEWTON 10-8
 CARS 12-9

WOMP-FM/Bellevue, OH

Steve Allen

JOHN HALL BAND
 GO GO'S
 STEVE MILLER BAND
 ROD STEWART
 POINTER SISTERS
 Hottest:
 HALL & OATES 1-1
 JOURNEY 5-2
 AIR SUPPLY 6-5
 DONNIE IRIS 15-12
 BUCKNER & GARCIA D-20

WHEB/Portsmouth, NH

Rick Bean

DIANA ROSS
 Hottest:
 HALL & OATES 1-1
 PAUL DAVIS 6-3
 EDDIE RABBITT 9-4
 ROLLING STONES 11-8
 DAN FOGELBERG 12-9

WHBQ/Memphis, TN

Mike Scatzi

Hottest:
 GEORGE BENSON 3-1
 HALL & OATES 4-7
 DAN FOGELBERG 7-6
 BILLY JOEL 9-7
 PEABO BRYSON 13-11

WJDX/Jackson, MS

Bill Crews

CLIFF RICHARD
 SISTER SLEDGE
 JOHNNY BRITOL
 BERTIE HIGGINS
 Hottest:
 HALL & OATES 1-1
 SUGAR HILL GANG 22-12
 SHEENA EASTON 20-16
 EDDIE SCHWARTZ 23-17

WSGN/Birmingham, AL

Sandra Chandler

JOURNEY
 DEL SHANNON
 T.G. SHEPPARD
 Hottest:
 HALL & OATES 7-1
 BERTIE HIGGINS 9-5
 BEACH BOYS 13-8
 JENNIFER WARNES 14-9
 ALABAMA 16-12

WTIX/New Orleans, LA

Gary Franklin

ROD STEWART
 COMMODORES
 ABBA
 QUINCY JONES
 POINTER SISTERS
 JOHN HALL BAND
 Hottest:
 HALL & OATES 5-1
 RONNIE MILSAP 11-7
 LINDSEY BUCKINGHA 17-10
 BILLY JOEL 21-12
 ALABAMA 22-19

Y103/Jacksonville, FL

Rick Williams

DIANA ROSS
 CLIFF RICHARD
 ROD STEWART
 DOOBIE BROS
 AC/DC
 Hottest:
 HALL & OATES 1-1
 DAN FOGELBERG 3-2
 JOURNEY 19-6
 RICK SPRINGFIELD 11-8
 LRB 13-9

WAVO/Richmond, VA

Bill Thomas

CHILLIWACK
 BERTIE HIGGINS
 LOVERBOY
 Hottest:
 HALL & OATES 1-1
 PAUL DAVIS 8-3
 SNEAKER 10-7
 ROLLING STONES 11-8
 DAN FOGELBERG 15-11

WAKY/Louisville, KY

Bob Moody

OAK RIDGE BOYS
 ALABAMA
 JOURNEY
 STEVIE WONDER
 CLIFF RICHARD
 EDDIE SCHWARTZ
 Hottest:
 HALL & OATES 5-1
 JUICE NEWTON 4-2
 KENNY ROGERS 6-6
 AIR SUPPLY 15-8
 SHEENA EASTON 21-15

WAXY/Ft. Lauderdale, FL

Rick Shaw

STEVIE WONDER
 DIANA ROSS
 Hottest:
 HALL & OATES 1-1
 FOREIGNER 7-2
 LINDSEY BUCKINGHA 3-3
 BARBRA STREISAND 5-4
 QUARTERFLASH 7-5

WAYS/Charlotte, NC

Lou Simon

DIANA ROSS
 SISTER SLEDGE
 Hottest:
 JUICE NEWTON 2-1
 HALL & OATES 3-2
 ALABAMA 6-3
 DAN FOGELBERG 13-9
 BERTIE HIGGINS 16-13

WQIN/Norfolk, VA

Bob Canada

CHUBBY CHECKER
 CONDUCTOR
 SUGAR HILL GANG
 ALL SPORTS BAND
 HUEY LEWIS AND TH
 GENESIS
 Hottest:
 PAUL DAVIS 2-1
 BILLY JOEL 4-2
 BARRY MANILOW 5-3
 BARBRA STREISAND 10-4
 JENNIFER WARNES 11-7

WQXI/Louisville, KY

Kevin O'Neal

ALABAMA
 ROD STEWART
 VANGELIS
 PLAYER
 MCGUFFEY LANE
 Hottest:
 HALL & OATES 1-1
 PAUL DAVIS 4-2
 DAN FOGELBERG 11-5
 LRB 17-11
 AIR SUPPLY 23-13

KHFI/Austin, TX

Ed Volkman

SISTER SLEDGE
 BUCKNER & GARCIA
 POLICE
 DIANA ROSS
 Hottest:
 HALL & OATES 1-1
 J. GEILS BAND 7-2
 ROLLING STONES 11-5
 DAN FOGELBERG 17-7
 JUICE NEWTON 23-10

KBFM/McAllen-Brownsville, TX

Kenny Garcia

ROD STEWART
 ABBA
 MIKE POST
 TOMMY TUNONE
 SISTER SLEDGE
 Hottest:
 HALL & OATES 1-1
 ROLLING STONES 3-6
 BARBRA STREISAND 14-7
 GEORGE BENSON 19-8
 BERTIE HIGGINS 25-15

WQRF/Norfolk, VA

Bruce Garraway

JOURNEY
 ALABAMA
 Hottest:
 JUICE NEWTON 2-1
 HALL & OATES 9-4
 ROYAL PHILHARMONI 7-5
 KENNY ROGERS 19-14
 ALABAMA A-21

KFMK/Houston, TX

Jerry Steele

Hottest:
 HALL & OATES 5-1
 RONNIE MILSAP 11-7
 LINDSEY BUCKINGHA 17-10
 BILLY JOEL 21-12
 ALABAMA 22-19

Q100/Mobile, AL

Scott Griffith

ALABAMA
 CLIFF RICHARD
 ROD STEWART
 DOOBIE BROS
 AC/DC
 Hottest:
 HALL & OATES 5-1
 RONNIE MILSAP 11-7
 LINDSEY BUCKINGHA 17-10
 BILLY JOEL 21-12
 ALABAMA 22-19

WAAV/Huntsville, AL

Jim Kendrick

MIKE POST
 CHILLIWACK
 QUINCY JONES
 SISTER SLEDGE
 Hottest:
 GEORGE BENSON 2-1
 JUICE

MIDWEST
Most Added® Hottest
 Journey J. Geils Band
 Rod Stewart Hall & Oates
 Stevie Wonder Dan Fogelberg
 Police

CHR ADDS & HOTS

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

WEST
Most Added® Hottest
 Rod Stewart Hall & Oates
 Cliff Richard J. Geils Band
 Stevie Wonder Dan Fogelberg
 Alabama
 Pointer Sisters

MIDWEST

PARALLEL TWO

BZK/Columbus, OH

Teri Nutt
 LRB
 POLICE
 GENESIS
 Hottest:
 J. GEILS BAND 2-1
 DAN FOGELBERG 14-10
 SHEENA EASTON 15-12
 AIR SUPPLY 20-15
 CARS 21-17

KIOA/Des Moines, IA

A.W. Pantoja
 DEL SHANNON
 JOURNEY
 Hottest:
 HALL & OATES 1-1
 GEORGE BENSON 5-3
 ROLLING STONES 11-10
 BARBRA STREISAND 15-13
 BILLY JOEL 10-14

KRAV/Tulsa, OK

Gary Reynolds
 OAK RIDGE BOYS
 CLIFF RICHARD
 Hottest:
 HALL & OATES 1-1
 BILLY JOEL 3-2
 QUARTERFLASH 5-3
 AIR SUPPLY 9-6
 DAN FOGELBERG 12-9

KZ3V/Peoria, IL

Lou Patrick
 SAMMY HAGAR
 CHILLIWACK
 STEVIE NICKS
 Hottest:
 ROLLING STONES 2-1
 DAN FOGELBERG 6-2
 FOREIGNER 9-4
 LRB 12-7
 DONNIE IRIS 13-9

WGRD/Grand Rapids, MI

Sean Stevens
 GEORGE BENSON
 Hottest:
 CHILLIWACK 2-1
 AIR SUPPLY 6-3
 PAUL DAVIS 8-6
 DAN FOGELBERG 12-8
 FM&F 18-9

WHOT/Youngstown, OH

Dick Thompson
 JOURNEY
 POLICE
 ALABAMA
 Hottest:
 J. GEILS BAND 2-1
 CARS 20-14
 AIR SUPPLY 19-15
 BUCKNER & GARCIA 27-21
 DIANA ROSS 28-25

WMEE/Fort Wayne, IN

John Curry
 SHEENA EASTON (RA)
 ROD STEWART
 JOAN JETT
 Hottest:
 HALL & OATES 1-1
 GEORGE BENSON 4-2
 J. GEILS BAND 5-3
 PAUL DAVIS 11-4
 ROLLING STONES 13-7

WNAF/Indianapolis, IN

Paul Mendenhall
 ONJ
 LRB
 Hottest:
 LINDSEY BUCKINGHA 1-1
 GEORGE BENSON 7-2
 RONNIE MILSAP 8-5
 HALL & OATES 15-8
 DAN FOGELBERG D-14

WNCL/Columbus, OH

Steve Edwards
 GO GO'S
 ALABAMA
 STEVIE WOODS
 PLAYER
 Hottest:
 HALL & OATES 1-1
 GEORGE BENSON 2-2
 J. GEILS BAND 10-6
 CARS 11-9
 LOVERBOY 23-16

WOW/Omaha, NB

Ralph Caldwell
 EDDIE SCHWARTZ
 POLICE (dp)
 DOOBIE BROS (dp)
 Hottest:
 HALL & OATES 1-1
 PAUL DAVIS 5-3
 EDDIE RABBITT 7-5
 RONNIE MILSAP 8-6
 DAN FOGELBERG 10-8

WWIC/East Lansing, MI

Jim St. John
 ABBA
 EWF
 BOB & DOUG MCKENZ
 SAMMY HAGAR
 KOOL & THE GANG
 SKYY
 Hottest:
 BARBRA STREISAND 1-1
 BILLY JOEL 4-3
 SHEENA EASTON 10-6
 SHEENA EASTON 12-5
 BEACH BOYS 9-6
 LINDSEY BUCKINGHA 13-8

KSTT/Davenport, IA

Bill Young
 QUINCY JONES
 Hottest:
 DAN FOGELBERG 4-1
 SHEENA EASTON 7-6
 RONNIE MILSAP 11-8
 ROLLING STONES 10-9
 CARS 13-10

KEYS-FM/Wichita, KS

Tartie Springs
 STEVIE WONDER
 JUICE NEWTON
 BILLY SQUIER
 STEVIE NICKS
 Hottest:
 HALL & OATES 1-1
 RONNIE MILSAP 8-5
 J. GEILS BAND 14-7
 AIR SUPPLY 13-10
 LRB 15-11

WYFM/Youngstown, OH

Jeff Tobin
 Hottest:
 J. GEILS BAND 1-1
 EWF 5-4
 QUARTERFLASH 7-7
 ROLLING STONES 14-9
 LINDSEY BUCKINGHA 10-10

WAKX/Duluth

Jon Armstrong
 JOURNEY
 BARRY MANILOW
 Hottest:
 HALL & OATES 1-1
 BARBRA STREISAND 3-2
 ROYAL PHILHARMONI 6-4
 LRB D-17
 KENNY ROGERS D-18

WNAM/Appleton-Oshkosh, WI

Chris Caine
 ROD STEWART
 POINTER SISTERS
 Hottest:
 HALL & OATES 1-1
 GEORGE BENSON 6-2
 J. GEILS BAND 10-3
 LRB 19-9
 DAN FOGELBERG 20-10

WGBF/Evanville, IN

Kevin Carpenter
 JOURNEY
 POLICE
 DIANA ROSS
 Hottest:
 HALL & OATES 3-1
 GEORGE BENSON 5-4
 BARBRA STREISAND 6-5
 EDDIE RABBITT 10-7
 J. GEILS BAND 8-8

WZOK/Rockford, IL

Mr. Ed
 RICK SPRINGFIELD
 STEVIE NICKS
 Hottest:
 QUARTERFLASH 1-1
 J. GEILS BAND 4-3
 ROLLING STONES 5-4
 DAN FOGELBERG 6-5
 CARS 10-8

Z104/Medison, WI

Jonathan Little
 DOOBIE BROS
 SAMMY HAGAR
 Hottest:
 J. GEILS BAND 1-1
 QUARTERFLASH 10-6
 DAN FOGELBERG 13-8
 LRB 14-10
 BARBRA STREISAND 19-15

WIKS/Indianapolis, IN

C.C. Matthews
 BOB & DOUG MCKENZ
 SAMMY HAGAR
 JOAN JETT
 Hottest:
 QUARTERFLASH 1-1
 JOURNEY 5-4
 DAN FOGELBERG 17-15
 STEVIE NICKS 20-16
 JOURNEY 21-18

U93/South Bend, IN

J.K. Dearing
 JOURNEY
 Hottest:
 QUARTERFLASH 3-1
 EWF 11-2
 PAUL DAVIS 14-8
 ROLLING STONES 19-10
 CARS 25-16

WDJX/Deyton, OH

Joe Dawson
 POLICE
 ROD STEWART
 STEVIE WONDER
 Hottest:
 HALL & OATES 1-1
 J. GEILS BAND 3-2
 DAN FOGELBERG 7-4
 SHEENA EASTON 10-6
 EDDIE RABBITT 12-7

WLWL-FM/St. Paul, MN

Phil Houston
 BILL CHAMPLIN
 JOHN HALL BAND
 Hottest:
 PAUL DAVIS 1-1
 HALL & OATES 2-2
 LINDSEY BUCKINGHA 3-3
 ROD STEWART 4-4
 J. GEILS BAND 19-12

WKDQ/Evanville, IN

Hobbs/Payne
 JOURNEY
 BARRY MANILOW
 Hottest:
 J. GEILS BAND 3-1
 GEORGE BENSON 2-2
 ROLLING STONES 6-4
 PAUL DAVIS 8-5
 BARBRA STREISAND 9-6

WJXQ/Jackson, MI

Ryan/Cheeks
 HUEY LEWIS AND THE CHINA PLAYER
 DOOBIE BROS
 DEL SHANNON (dp)
 BILL CHAMPLIN (dp)
 Hottest:
 J. GEILS BAND 1-1
 AC/DC 13-9
 SAMMY HAGAR 17-11
 BOB & DOUG MCKENZ 24-20
 JOURNEY 25-21

KQKQ/Omaha, NE

Mark Evans
 CLIFF RICHARD
 OAK RIDGE BOYS
 ROD STEWART
 Hottest:
 HALL & OATES 1-1
 J. GEILS BAND 2-2
 CARS 5-3
 ROLLING STONES 7-4
 SHEENA EASTON 10-6

KIHK/Davenport, IA

Chuck King
 KENNY ROGERS
 JOURNEY
 CLIFF RICHARD
 DONNIE IRIS
 Hottest:
 HALL & OATES 3-1
 J. GEILS BAND 7-5
 JUICE NEWTON 12-8
 LRB 24-19
 BARRY MANILOW 35-30

WZZR/Grand Rapids, MI

Lucian Gray
 POINTER SISTERS
 T.G. SHEPPARD
 Hottest:
 HALL & OATES 1-1
 GEORGE BENSON 2-2
 PAUL DAVIS 6-3
 EDDIE RABBITT 10-6
 DAN FOGELBERG 14-10

PARALLEL THREE

KFYR/Bismarck, ND

Dan Brannan
 ALABAMA
 CLIFF RICHARD
 JENNIFER WARNES
 Hottest:
 J. GEILS BAND 1-1
 QUARTERFLASH 10-6
 DAN FOGELBERG 13-8
 LRB 14-10
 BARBRA STREISAND 19-15

KKLS/Rapid City, SD

Sherwyn/Piper
 POINTER SISTERS
 BILL CHAMPLIN
 DEL SHANNON
 SAMMY HAGAR
 STEVIE WONDER
 Hottest:
 ROLLING STONES 3-1
 CARS 6-3
 LRB 11-8
 DAN FOGELBERG 15-9
 GENESIS 23-17

WICL-FM/Carbondale, IL

Tony Waitkus
 BUCKNER & GARCIA
 ALABAMA
 RICK JAMES
 BOB & DOUG MCKENZ
 ROD STEWART
 BETTYE LAVETTE
 Hottest:
 DONNIE IRIS 4-1
 GEORGE BENSON 15-6
 FOREIGNER D-7
 JOURNEY D-12
 SOFT CELL 26-14

WRKR/Racine, WI

Steve Warren
 ELO
 BOB & DOUG MCKENZ
 BETTYE LAVETTE
 CHILLIWACK
 Hottest:
 HALL & OATES 1-1
 J. GEILS BAND 7-3
 BUCKNER & GARCIA 12-9
 AIR SUPPLY 27-20
 DONNIE IRIS 16-31

WSPT/Stevens Point, WI

Brad Fuhr
 CLIFF RICHARD
 OAK RIDGE BOYS
 ROD STEWART
 GO GO'S (dp)
 PRISM (dp)
 NOVO COMBO (dp)
 QUARTERFLASH (dp)
 Hottest:
 J. GEILS BAND 3-1
 DAN FOGELBERG 2-2
 RICK SPRINGFIELD 18-14
 SOFT CELL 26-21
 DONNIE IRIS 28-23

WTRU/Muskegon, MI

Mike Stevens
 STEVIE WONDER
 CHUBBY CHECKER
 Hottest:
 HALL & OATES 1-1
 BARBRA STREISAND 3-2
 GEORGE BENSON 4-3
 DAN FOGELBERG 8-7
 ROLLING STONES 9-8

KDVT/Topeka, KS

Tony Stewart
 ROD STEWART
 STEVIE WONDER
 Hottest:
 EWF 1-1
 DAN FOGELBERG 6-2
 ROYAL PHILHARMONI 7-6
 SHEENA EASTON 12-8
 BUCKNER & GARCIA 18-16

KELO/Sioux Falls, SD

Marc Elliot
 JOURNEY
 GO GO'S
 ALABAMA
 BERTIE HIGGINS
 DEL SHANNON
 Hottest:
 QUARTERFLASH 2-1
 HALL & OATES 4-2
 GEORGE BENSON 11-10
 DONNIE IRIS 12-11
 BUCKNER & GARCIA 23-18

KWLO/Waterloo, IA

Drew Bentley
 ABBA
 Hottest:
 J. GEILS BAND 1-1
 GO GO'S 3-2
 FOREIGNER 4-3
 CARS 10-4
 BILLY JOEL 16-6

WAZY-FM/Lafayette, IN

Herta/Dugan
 POLICE
 STEVIE WONDER
 ROD STEWART
 GENESIS
 Hottest:
 HALL & OATES 2-1
 DAN FOGELBERG 9-7
 LRB 15-11
 RICK SPRINGFIELD 18-13
 DONNIE IRIS 27-20

KRNA/Iowa City, IA

Bart Goynshor
 NOVO COMBO
 DOOBIE BROS
 POINTER SISTERS
 JOAN JETT (dp)
 POCO (dp)
 Hottest:
 HALL & OATES 1-1
 ROLLING STONES 3-2
 BILLY SQUIER 15-9
 BOB & DOUG MCKENZ 24-14
 EDDIE SCHWARTZ 21-17

KQWB/Fargo, ND

Wayne Hiller
 JOURNEY
 SHEENA EASTON
 CHILLIWACK (dp)
 Hottest:
 HALL & OATES 1-1
 GEORGE BENSON 3-2
 J. GEILS BAND 6-3
 PAUL DAVIS 8-5
 BARBRA STREISAND 12-8

WY94/Fresno, CA

Ray Appleton
 JOURNEY
 Hottest:
 HALL & OATES 1-1
 DAN FOGELBERG 11-5
 SHEENA EASTON 13-9
 AIR SUPPLY 21-12
 ROLLING STONES 18-15

KLUC/Las Vegas, NV

Dave Van Stone
 ROD STEWART
 STEVIE WONDER
 GENESIS
 Hottest:
 J. GEILS BAND 2-1
 CARS 3-2
 LOVERBOY 8-5
 LRB 14-10
 BILLY JOEL 20-16

KYNO-FM/Fresno, CA

Walker/Davis
 PETULA CLARK
 PEABO BRYSON
 Hottest:
 HALL & OATES 6-1
 RICK JAMES 4-3
 GO GO'S 7-5
 BAR-KAYS 30-7
 LTD 16-8

KFMZ/Columbia, MO

Steve Graziano
 BOB & DOUG MCKENZ
 ROD STEWART
 Hottest:
 CARS 1-1
 J. GEILS BAND 2-2
 LOVERBOY 14-6
 PETER CETERA 15-8
 NEIL YOUNG 17-11

96KQ/Salina, KS

Denny Collier
 POINTER SISTERS
 BILL CHAMPLIN
 QUINCY JONES
 PLAYER
 Hottest:
 HALL & OATES 1-1
 J. GEILS BAND 2-2
 AIR SUPPLY 16-13
 DONNIE IRIS 29-20
 DIANA ROSS 28-21

KKRC-FM/Sioux Falls, SD

Beau Richards
 KENNY ROGERS
 JOAN JETT
 Hottest:
 HALL & OATES 1-1
 J. GEILS BAND 5-2
 QUARTERFLASH 3-3
 JOURNEY 4-4
 DAN FOGELBERG 13-8

WEST

PARALLEL TWO

KCPX/Salt Lake City, UT

Gary Waldron
 JOURNEY
 MIKE POST
 GENESIS
 SAMMY HAGAR
 POINTER SISTERS
 JOHN HALL BAND
 GO GO'S
 CONDUCTOR
 Hottest:
 GEORGE BENSON 2-1
 PAUL DAVIS 8-4
 AIR SUPPLY 10-6
 KENNY ROGERS 26-14
 DIANA ROSS 30-15

KGW/Portland, OR

Janis Wojniak
 Hottest:
 BARBRA STREISAND 3-1
 GEORGE BENSON 4-3
 BILLY JOEL 8-6
 DAN FOGELBERG 16-11
 EDDIE RABBITT 20-15

KJRB/Spokane, WA

Suda Coleman
 POINTER SISTERS
 DOOBIE BROS
 STEVIE WONDER
 SAMMY HAGAR
 JOAN JETT
 Hottest:
 HALL & OATES 1-1
 J. GEILS BAND 4-2
 BARBRA STREISAND 9-4
 AIR SUPPLY 23-16
 JOURNEY 27-19

KRO/Tucson, AZ

Guy Zapolon
 KENNY ROGERS
 ABBA
 ROD STEWART
 POINTER SISTERS
 QUARTERFLASH
 Hottest:
 QUEEN/BOWIE 1-1
 GEORGE BENSON 10-5
 KINKS 15-9
 PAUL DAVIS 25-13
 GREG LAKE 20-15

Y94/Fresno, CA

Ray Appleton
 JOURNEY
 Hottest:
 HALL & OATES 1-1
 DAN FOGELBERG 11-5
 SHEENA EASTON 13-9
 AIR SUPPLY 21-12
 ROLLING STONES 18-15

KLUC/Las Vegas, NV

Dave Van Stone
 ROD STEWART
 STEVIE WONDER
 GENESIS
 Hottest:
 J. GEILS BAND 2-1
 CARS 3-2
 LOVERBOY 8-5
 LRB 14-10
 BILLY JOEL 20-16

KYNO-FM/Fresno, CA

Walker/Davis
 PETULA CLARK
 PEABO BRYSON
 Hottest:
 HALL & OATES 6-1
 RICK JAMES 4-3
 GO GO'S 7-5
 BAR-KAYS 30-7
 LTD 16-8

KZZU/Albuquerque, NM

Bruce Daniels
 STEVIE WONDER
 Hottest:
 HALL & OATES 1-1
 GEORGE BENSON 6-2
 ROLLING STONES 11-5
 J. GEILS BAND 13-6
 CARS 6-5
 LRB 15-11

FM102/Sacramento, CA

Billy Manders
 SKYY
 ALABAMA
 CLIFF RICHARD
 PLAYER
 JOURNEY
 Hottest:
 HALL & OATES 1-1
 GEORGE BENSON 5-3
 ONJ 3-4
 BARBRA STREISAND 9-7
 J. GEILS BAND 13-10

KSPZ/Colorado Springs, CO

Mike Daniels
 STEVIE WONDER
 BARRY MANILOW
 JOURNEY
 Hottest:
 HALL & OATES 1-1
 PAUL DAVIS 2-2
 BARBRA STREISAND 4-3
 DAN FOGELBERG 5-4
 LRB 13-7

KHYT/Tucson, AZ

Rich Brother Robbin
 BOBBY WACK
 STEVE MILLER BAND
 KOOL & THE GANG
 SMOKEY ROBINSON
 CURTIS MAYFIELD
 COMMODORE
 Hottest:
 SKYY 1-1
 J. GEILS BAND 15-5
 DIANA ROSS 7-6
 LAKESIDE 23-18
 MANHATTANS D-25

KIDD/Montevideo, CA

Brown/Ryan
 GENESIS
 DOOBIE BROS
 CHILLIWACK
 GO GO'S
 JOHN HALL BAND
 Hottest:
 RICK SPRINGFIELD 2-1
 HALL & OATES 3-2
 GEORGE BENSON 6-4
 CARS 9-6
 BARBRA STREISAND 10-7

KGGR/Riverside-San Bernardino

Steve O'Neil
 SKYY
 J. GEILS BAND
 STEVIE WONDER
 CLIFF RICHARD
 KENNY ROGERS
 AIR SUPPLY
 QUINCY JONES
 Hottest:
 HALL & OATES 1-1
 QUARTERFLASH 9-5
 FOREIGNER 8-6
 CARS 20-10
 DIANA ROSS 26-18

KKXX/Bakersfield, CA

Squires/DeRoo
 POLICE
 ROD STEWART
 JENNIFER WARNES
 STEVE MILLER BAND
 CLIFF RICHARD
 BOB SEGER
 BARBRA STREISAND (dp)
 MOLLY HATCHET
 Hottest:
 HALL & OATES 2-1
 LOVERBOY 6-4
 JOURNEY 10-6
 FOREIGNER 11-9
 DAN FOG

PARALLELS

Parallel I: Selected stations in major markets that are format dominant and/or exert a significant national influence.

Parallel II: Selected stations in secondary markets that are format dominant and/or exert a significant local or regional influence. This parallel may also contain some major market stations that do not qualify for parallel one status.

Parallel III: Selected stations in smaller markets that are format dominant and/or exert a significant local influence. This parallel may contain some secondary market stations that do not qualify for parallel two status.

Note: (*) Format dominance is based on the Monday-Sunday, 6AM-12Midnight, total persons 12 plus shares as published by Arbitron. All present and possible future reporting stations are evaluated and updated twice annually.

★ DENOTES FIRST WEEK IN PARALLELS.

212 REPORTS
207 LAST WEEK

JOHN DOE
"Hit Song" (Anylabel)
LP: Hit Song

Regional	100/25	44%	National Summary
Reach	UP	51	DEBITS 20
E 33%	Same	4	Down 0
M 21%	Same	4	Down 0
S 56%	Same	4	Down 0
W 19%	Same	4	Down 0

ALABAMA
Love In The First... (MCA)
LP: Feels So Right

Regional	88/29	41%	National Summary
Reach	UP	35	DEBITS 12
E 70%	Same	12	Down 1
M 67%	Same	12	Down 1
S 74%	Same	12	Down 1
W 58%	Same	12	Down 1

EXAMPLE

100/25 = 100 CHR reporting stations on it this week including 25 new adds.

44% = Percentage of this week's reporters playing R.

Regional Reach = Percentage of reporters playing the song within each region.

National Summary
Up 31 = Number of stations moving it up on the charts.

Down 0 = Number of stations moving it down on the charts.

Adds 25 = Total number of stations adding it this week.

ABBA

When All Is Said... (Atlantic)
LP: The Visitors

Regional	67/14	32%	National Summary
Reach	UP	17	DEBITS 19
E 37%	Same	17	Down 0
M 44%	Same	17	Down 0
S 54%	Same	17	Down 0
W 29%	Same	17	Down 0

LINDSEY BUCKINGHAM
Trouble (Asylum)
LP: Law And Order

Regional	138/1	65%	National Summary
Reach	UP	13	DEBITS 0
E 71%	Same	7	Down 0
M 54%	Same	7	Down 0
S 58%	Same	7	Down 0
W 58%	Same	7	Down 0

CHILLIWACK
I Believe (Millennium/RCA)
LP: Wanna Be A Star

Regional	73/26	34%	National Summary
Reach	UP	14	DEBITS 14
E 34%	Same	7	Down 0
M 38%	Same	7	Down 0
S 34%	Same	7	Down 0
W 34%	Same	7	Down 0

FOREIGNER
Waiting For A... (Atlantic)
LP: Foreigner 4

Regional	108/0	51%	National Summary
Reach	UP	14	DEBITS 14
E 54%	Same	7	Down 0
M 44%	Same	7	Down 0
S 54%	Same	7	Down 0
W 29%	Same	7	Down 0

BEACH BOYS
Come Go... (Caribou/CBS)
LP: Ten Years Of Harmony

Regional	134/2	63%	National Summary
Reach	UP	9	DEBITS 2
E 61%	Same	12	Down 1
M 68%	Same	12	Down 1
S 74%	Same	12	Down 1
W 63%	Same	12	Down 1

BUCKNER & GARCIA
Pac-Man Fever (Columbia) ★

Regional	55/9	28%	National Summary
Reach	UP	13	DEBITS 0
E 28%	Same	12	Down 1
M 38%	Same	12	Down 1
S 34%	Same	12	Down 1
W 24%	Same	12	Down 1

PAUL DAVIS
Cool Night (Arista)
LP: Cool Night

Regional	178/0	84%	National Summary
Reach	UP	13	DEBITS 0
E 28%	Same	12	Down 1
M 38%	Same	12	Down 1
S 34%	Same	12	Down 1
W 24%	Same	12	Down 1

J. GEILS BAND
Centerfold (EMI America)
LP: Freeze Frame

Regional	169/1	80%	National Summary
Reach	UP	13	DEBITS 0
E 28%	Same	12	Down 1
M 38%	Same	12	Down 1
S 34%	Same	12	Down 1
W 24%	Same	12	Down 1

AIR SUPPLY
Sweet Dreams (Arista)
LP: The One The You Love

Regional	179/4	84%	National Summary
Reach	UP	15	DEBITS 0
E 30%	Same	12	Down 1
M 38%	Same	12	Down 1
S 34%	Same	12	Down 1
W 24%	Same	12	Down 1

GEORGE BENSON
Turn Your Love... (WB)
LP: The George Benson Collection

Regional	166/1	78%	National Summary
Reach	UP	13	DEBITS 0
E 71%	Same	7	Down 0
M 54%	Same	7	Down 0
S 58%	Same	7	Down 0
W 58%	Same	7	Down 0

CARS
Shake It Up (Elektra)
LP: Shake It Up

Regional	163/3	77%	National Summary
Reach	UP	13	DEBITS 0
E 71%	Same	7	Down 0
M 54%	Same	7	Down 0
S 58%	Same	7	Down 0
W 58%	Same	7	Down 0

NEIL DIAMOND
Yesterday's... (Columbia)
LP: On The Way To The Sky

Regional	94/0	44%	National Summary
Reach	UP	26	DEBITS 0
E 45%	Same	19	Down 0
M 49%	Same	19	Down 0
S 37%	Same	19	Down 0
W 37%	Same	19	Down 0

NEIL DIAMOND
Yesterday's... (Columbia)
LP: On The Way To The Sky

Regional	94/0	44%	National Summary
Reach	UP	26	DEBITS 0
E 45%	Same	19	Down 0
M 49%	Same	19	Down 0
S 37%	Same	19	Down 0
W 37%	Same	19	Down 0

NEIL DIAMOND
Yesterday's... (Columbia)
LP: On The Way To The Sky

Regional	94/0	44%	National Summary
Reach	UP	26	DEBITS 0
E 45%	Same	19	Down 0
M 49%	Same	19	Down 0
S 37%	Same	19	Down 0
W 37%	Same	19	Down 0

NEIL DIAMOND
Yesterday's... (Columbia)
LP: On The Way To The Sky

Regional	94/0	44%	National Summary
Reach	UP	26	DEBITS 0
E 45%	Same	19	Down 0
M 49%	Same	19	Down 0
S 37%	Same	19	Down 0
W 37%	Same	19	Down 0

NEIL DIAMOND
Yesterday's... (Columbia)
LP: On The Way To The Sky

Regional	94/0	44%	National Summary
Reach	UP	26	DEBITS 0
E 45%	Same	19	Down 0
M 49%	Same	19	Down 0
S 37%	Same	19	Down 0
W 37%	Same	19	Down 0

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Yesterday's... (Columbia)
LP: On The Way To The Sky

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Reach	UP	26	DEBITS 0
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M 49%	Same	19	Down 0
S 37%	Same	19	Down 0
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Yesterday's... (Columbia)
LP: On The Way To The Sky

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Reach	UP	26	DEBITS 0
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Yesterday's... (Columbia)
LP: On The Way To The Sky

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M 49%	Same	19	Down 0
S 37%	Same	19	Down 0
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LP: On The Way To The Sky

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M 49%	Same	19	Down 0
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Yesterday's... (Columbia)
LP: On The Way To The Sky

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LP: On The Way To The Sky

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Reach	UP	26	DEBITS 0
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M 49%	Same	19	Down 0
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Yesterday's... (Columbia)
LP: On The Way To The Sky

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Reach	UP	26	DEBITS 0
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M 49%	Same	19	Down 0
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NEIL DIAMOND
Yesterday's... (Columbia)
LP: On The Way To The Sky

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Reach	UP	26	DEBITS 0
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M 49%	Same	19	Down 0
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NEIL DIAMOND
Yesterday's... (Columbia)
LP: On The Way To The Sky

Regional	94/0	44%	National Summary
Reach	UP	26	DEBITS 0
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M 49%	Same	19	Down 0
S 37%	Same	19	Down 0
W 37%	Same	19	Down 0

NEIL DIAMOND
Yesterday's... (Columbia)
LP: On The Way To The Sky

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Reach	UP	26	DEBITS 0
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M 49%	Same	19	Down 0
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NEIL DIAMOND
Yesterday's... (Columbia)
LP: On The Way To The Sky

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Reach	UP	26	DEBITS 0
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NEIL DIAMOND
Yesterday's... (Columbia)
LP: On The Way To The Sky

Regional	94/0	44%	National Summary
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M 49%	Same	19	Down 0
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NEIL DIAMOND
Yesterday's... (Columbia)
LP: On The Way To The Sky

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Reach	UP	26	DEBITS 0
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M 49%	Same	19	Down 0
S 37%	Same	19	Down 0
W 37%	Same	19	Down 0

NEIL DIAMOND
Yesterday's... (Columbia)
LP: On The Way To The Sky

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Reach	UP	26	DEBITS 0
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M 49%	Same	19	Down 0
S 37%	Same	19	Down 0
W 37%	Same	19	Down 0

NEIL DIAMOND
Yesterday's... (Columbia)
LP: On The Way To The Sky

Regional	94/0	44%	National Summary
Reach	UP	26	DEBITS 0
E 45%	Same	19	Down 0
M 49%	Same	19	Down 0
S 37%	Same	19	Down 0
W 37%	Same	19	Down 0

NEIL DIAMOND
Yesterday's... (Columbia)
LP: On The Way To The Sky

Regional	94/0	44%	National Summary
Reach	UP	26	DEBITS 0
E 45%	Same	19	Down 0
M 49%	Same	19	Down 0
S 37%	Same	19	Down 0
W 37%	Same	19	Down 0

NEIL DIAMOND
Yesterday's... (Columbia)
LP: On The Way To The Sky

Regional	94/0	44%	National Summary
Reach	UP	26	DEBITS 0
E 45%	Same	19	Down 0
M 49%	Same	19	Down 0
S 37%	Same	19	Down 0
W 37%	Same	19	Down 0

NEIL DIAMOND
Yesterday's... (Columbia)
LP: On The Way To The Sky

Regional	94/0	44%	National Summary
Reach	UP	26	DEBITS 0
E 45%	Same	19	Down 0
M 49%	Same	19	Down 0
S 37%	Same	19	Down 0
W 37%	Same	19	Down 0

NEIL DIAMOND
Yesterday's... (Columbia)
LP: On The Way To The Sky

Regional	94/0	44%	National Summary
Reach	UP	26	DEBITS 0
E 45%	Same	19	Down 0
M 49%	Same	19	Down 0
S 37%	Same	19	Down 0
W 37%	Same	19	Down 0

NEIL DIAMOND
Yesterday's... (Columbia)
LP: On The Way To The Sky

Regional	94/0	44%	National Summary
Reach	UP	26	DEBITS 0
E 45%	Same	19	Down 0
M 49%	Same	19	Down 0
S 37%	Same	19	Down 0
W 37%	Same	19	Down 0

NEIL DIAMOND
Yesterday's... (Columbia)
LP: On The Way To The Sky

Regional	94/0	44%	National Summary
Reach	UP	26	DEBITS 0
E 45%	Same	19	Down 0
M 49%	Same	19	Down 0
S 37%	Same	19	Down 0
W 37%	Same	19	Down 0

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Yesterday's... (Columbia)
LP: On The Way To The Sky

Regional	94/0	44%	National Summary
Reach	UP	26	DEBITS 0
E 45%	Same	19	Down 0
M 49%	Same	19	Down 0
S 37%	Same	19	Down 0
W 37%	Same	19	Down 0

NEIL DIAM

GENESIS Abacab (Atlantic) LP: Abacab 116/16 54% National Summary

BERTIE HIGGINS Key Largo (Kat Family/CBS) 96/7 45% National Summary

LOVERBOY Working For... (Columbia) LP: Get Lucky 82/3 39% National Summary

JOURNEY Open Arms (Columbia) LP: Escape 185/36 87% National Summary

LOVERBOY Working For... (Columbia) LP: Get Lucky 82/3 39% National Summary

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LOVERBOY Working For... (Columbia) LP: Get Lucky 82/3 39% National Summary

LOVERBOY Working For... (Columbia) LP: Get Lucky 82/3 39% National Summary

LOVERBOY Working For... (Columbia) LP: Get Lucky 82/3 39% National Summary

POLICE
Spirits In A... (A&M)
LP: Ghost In The Machine

Regional Summary
Beach: E 71A, S 67A, M 64A, W 64A
National Summary
UP 47, DEBITS 54, SANE 21, DOWN 0, ADDS 70

28

(Eddie Rabbit continued)

Regional Summary
Beach: E 71A, S 67A, M 64A, W 64A
National Summary
UP 47, DEBITS 54, SANE 21, DOWN 0, ADDS 70

28

(Rolling Stones continued)

Regional Summary
Beach: E 71A, S 67A, M 64A, W 64A
National Summary
UP 47, DEBITS 54, SANE 21, DOWN 0, ADDS 70

28

P1
Regional Summary
Beach: E 71A, S 67A, M 64A, W 64A
National Summary
UP 47, DEBITS 54, SANE 21, DOWN 0, ADDS 70

28

P2
Regional Summary
Beach: E 71A, S 67A, M 64A, W 64A
National Summary
UP 47, DEBITS 54, SANE 21, DOWN 0, ADDS 70

28

P3
Regional Summary
Beach: E 71A, S 67A, M 64A, W 64A
National Summary
UP 47, DEBITS 54, SANE 21, DOWN 0, ADDS 70

28

S
EDDIE SCHWARTZ
All Our Tomorrows (Atco)
LP: No Refuge

Regional Summary
Beach: E 71A, S 67A, M 64A, W 64A
National Summary
UP 47, DEBITS 54, SANE 21, DOWN 0, ADDS 70

28

RICK SPRINGFIELD
Love Is Alright... (RCA)
LP: Working Class Dog

Regional Summary
Beach: E 71A, S 67A, M 64A, W 64A
National Summary
UP 47, DEBITS 54, SANE 21, DOWN 0, ADDS 70

28

BARBRA STREISAND
Comin' In And Out... (Col.)
LP: Memories

Regional Summary
Beach: E 71A, S 67A, M 64A, W 64A
National Summary
UP 47, DEBITS 54, SANE 21, DOWN 0, ADDS 70

28

P1
Regional Summary
Beach: E 71A, S 67A, M 64A, W 64A
National Summary
UP 47, DEBITS 54, SANE 21, DOWN 0, ADDS 70

28

P2
Regional Summary
Beach: E 71A, S 67A, M 64A, W 64A
National Summary
UP 47, DEBITS 54, SANE 21, DOWN 0, ADDS 70

28

P3
Regional Summary
Beach: E 71A, S 67A, M 64A, W 64A
National Summary
UP 47, DEBITS 54, SANE 21, DOWN 0, ADDS 70

28

P1
Regional Summary
Beach: E 71A, S 67A, M 64A, W 64A
National Summary
UP 47, DEBITS 54, SANE 21, DOWN 0, ADDS 70

28

P2
Regional Summary
Beach: E 71A, S 67A, M 64A, W 64A
National Summary
UP 47, DEBITS 54, SANE 21, DOWN 0, ADDS 70

28

P3
Regional Summary
Beach: E 71A, S 67A, M 64A, W 64A
National Summary
UP 47, DEBITS 54, SANE 21, DOWN 0, ADDS 70

28

QUARTERFLASH
Harden My... (Geffen/WB)
LP: Quarterflash

Regional Summary
Beach: E 71A, S 67A, M 64A, W 64A
National Summary
UP 47, DEBITS 54, SANE 21, DOWN 0, ADDS 70

28

P1
Regional Summary
Beach: E 71A, S 67A, M 64A, W 64A
National Summary
UP 47, DEBITS 54, SANE 21, DOWN 0, ADDS 70

28

P2
Regional Summary
Beach: E 71A, S 67A, M 64A, W 64A
National Summary
UP 47, DEBITS 54, SANE 21, DOWN 0, ADDS 70

28

P1
Regional Summary
Beach: E 71A, S 67A, M 64A, W 64A
National Summary
UP 47, DEBITS 54, SANE 21, DOWN 0, ADDS 70

28

P2
Regional Summary
Beach: E 71A, S 67A, M 64A, W 64A
National Summary
UP 47, DEBITS 54, SANE 21, DOWN 0, ADDS 70

28

P3
Regional Summary
Beach: E 71A, S 67A, M 64A, W 64A
National Summary
UP 47, DEBITS 54, SANE 21, DOWN 0, ADDS 70

28

P1
Regional Summary
Beach: E 71A, S 67A, M 64A, W 64A
National Summary
UP 47, DEBITS 54, SANE 21, DOWN 0, ADDS 70

28

P2
Regional Summary
Beach: E 71A, S 67A, M 64A, W 64A
National Summary
UP 47, DEBITS 54, SANE 21, DOWN 0, ADDS 70

28

P3
Regional Summary
Beach: E 71A, S 67A, M 64A, W 64A
National Summary
UP 47, DEBITS 54, SANE 21, DOWN 0, ADDS 70

28

BOB SEGER & THE SILVER BULLET BAND
Feel Like A Number (Capitol)
LP: Nine Tonight

Regional Summary
Beach: E 71A, S 67A, M 64A, W 64A
National Summary
UP 47, DEBITS 54, SANE 21, DOWN 0, ADDS 70

28

ROD STEWART
Tonight I'm Yours... (WB)
LP: Tonight I'm Yours

Regional Summary
Beach: E 71A, S 67A, M 64A, W 64A
National Summary
UP 47, DEBITS 54, SANE 21, DOWN 0, ADDS 70

28

W
Regional Summary
Beach: E 71A, S 67A, M 64A, W 64A
National Summary
UP 47, DEBITS 54, SANE 21, DOWN 0, ADDS 70

28

P1
Regional Summary
Beach: E 71A, S 67A, M 64A, W 64A
National Summary
UP 47, DEBITS 54, SANE 21, DOWN 0, ADDS 70

28

P2
Regional Summary
Beach: E 71A, S 67A, M 64A, W 64A
National Summary
UP 47, DEBITS 54, SANE 21, DOWN 0, ADDS 70

28

P3
Regional Summary
Beach: E 71A, S 67A, M 64A, W 64A
National Summary
UP 47, DEBITS 54, SANE 21, DOWN 0, ADDS 70

28

P1
Regional Summary
Beach: E 71A, S 67A, M 64A, W 64A
National Summary
UP 47, DEBITS 54, SANE 21, DOWN 0, ADDS 70

28

P2
Regional Summary
Beach: E 71A, S 67A, M 64A, W 64A
National Summary
UP 47, DEBITS 54, SANE 21, DOWN 0, ADDS 70

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P3
Regional Summary
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Regional Summary
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P3
Regional Summary
Beach: E 71A, S 67A, M 64A, W 64A
National Summary
UP 47, DEBITS 54, SANE 21, DOWN 0, ADDS 70

28

New & Active Continued from Back Page

- OAK RIDGE BOYS "Bobbie Sue" (MCA) 59/28
BUCKNER & GARCIA "Pac-Man Fever" (Columbia) 55/9
AL JARREAU "Breakin' Away" (WB) 54/3
HENRY PAUL BAND "Keepin' Our Love Alive" (Atlantic) 54/0
BOB SEGER & THE SILVER BULLET BAND "Feel Like A Number" (Capitol) 53/1

- ROSANNE CASH "Blue Moon With Heartache" (Columbia) 32/10
STEVE CARLISLE "WKRP In Cincinnati" (Main Theme) (Sweet City/MCA) 16/0
T.G. SHEPPARD "Only One You" (WB/Curb) 14/5

SIGNIFICANT ACTION

SIGNIFICANT ACTION

- BILLY SQUIER "My Kinda Lover" (Capitol) 49/1
JENNIFER WARNES "Could It Be Love" (Arista) 48/6
JOHN HALL BAND "Crazy" (EMI America) 47/15
SAMMY HAGAR "I'll Fall In Love Again" (Geffen/WB) 43/23
EARTH, WIND & FIRE "Wanna Be With You" (ARC/Columbia) 43/11
AC/DC "Let's Get It Up" (Atlantic) 43/4
Q. JONES featuring J. INGRAM "One Hundred Ways" (A&M) 42/13
FOREIGNER "Jukebox Hero" (Atlantic) 41/0
TEDDY PENDERGRASS "You're My Latest..." (Phil. Int'l./CBS) 40/5
BILL CHAMPLIN "Tonight, Tonight" (Elektra) 39/5
GO-GO'S "We Got The Beat" (IRS/A&M) 38/19
SMOKEY ROBINSON "Tell Me Tomorrow" (Tamla/Motown) 35/9
PLAYER "If Looks Could Kill" (RCA) 34/19
BOB & DOUG MCKENZIE "Take Off" (Mercury/PolyGram) 33/16
VANGELIS "Chariots Of Fire" (Polydor/PolyGram) 33/9
STEVE MILLER BAND "Circle Of Love" (Capitol) 27/10
DOOBIE BROTHERS "Here To Love You" (WB) 26/17
STEVIE NICKS "Edge Of Seventeen" (Modern/Atco) 26/9
KISS "A World Without Heroes" (Casablanca/PolyGram) 26/1
ELO "Rain Is Falling" (Jet/CBS) 25/2
SISTER SLEDGE "My Guy" (Cotillion/Atco) 22/15
TOMMY TUTONE "867-5309/Jenny" (Columbia) 22/8
PEABO BRYSON "Let The Feeling Flow" (Capitol) 22/2
SHEILA "Little Darlin'" (Carrere/CBS) 22/1
SKYY "Call Me" (Salsoul/RCA) 21/13
JOAN JETT & THE BLACKHEARTS "I Love Rock 'N Roll" (Boardwalk) 19/11
STEVIE WOODS "Just Can't Win 'Em All" (Cotillion/Atco) 19/4
CONDUCTOR "Voice On The Radio" (Montage/Capitol) 17/10
PRISM "Don't Let Him Know" (Capitol) 16/10
SOFT CELL "Tainted Love" (Sire/WB) 16/1
PATTI AUSTIN "Every Home Should Have One" (Qwest/WB) 16/0

- STEVE WONDER "That Girl" (Tamla/Motown) 26/5
EDDIE SCHWARTZ "All Our Tomorrows" (Atco) 20/1
POINTER SISTERS "Should I Do It" (Planet/Elektra-Asylum) 19/15
SISTER SLEDGE "My Guy" (Cotillion/Atco) 19/12
DEL SHANNON "Sea Of Love" (Network/Elektra-Asylum) 18/5
GIDEA PARK "Seasons Of Gold" (Profile) 17/9
SMOKEY ROBINSON "Tell Me Tomorrow" (Tamla/Motown) 16/9
LEE GREENWOOD "It Turns Me Inside Out" (MCA) 16/5
BILL CHAMPLIN "Tonight, Tonight" (Elektra) 15/3
ROLLING STONES "Waiting On A Friend" (Rolling Stones/Atco) 14/1
MANHATTAN TRANSFER "Spies In The Night" (Atlantic) 12/3
PLAYER "If Looks Could Kill" (RCA) 11/6
IRENE CARA "Anyone Can See" (Network/Elektra-Asylum) 11/1
DIANA ROSS "Mirror, Mirror" (RCA) 11/1
GROVER WASHINGTON JR. "Be Mine (Tonight)" (Elektra) 10/2
CHARLEY PRIDE "Mountain Of Love" (RCA) 8/2
NIKKI WILLS "Some Guys Have All The Luck" (Bearsville/WB) 8/0
ELO "Rain Is Falling" (Jet/CBS) 7/3
POCO "Sea Of Heartbreak" (MCA) 6/6
CHILLIWACK "I Believe" (Millennium/RCA) 6/4
STEVE MILLER BAND "Circle Of Love" (Capitol) 6/3
DOOBIE BROTHERS "Here To Love" (WB) 6/2
CHINA "You Can't Treat Love That Way" (Epic) 6/1
KOOL & THE GANG "Take My Heart" (De-Lite/PolyGram) 6/0
CHUBBY CHECKER "Running" (MCA) 5/4
EARTH, WIND & FIRE "Wanna Be With You" (ARC/Columbia) 5/4

CHR SIGNIFICANT ACTION

- STEVE CARLISLE "WKRP In Cincinnati" (Main Theme) (Sweet City/MCA) 16/0
T.G. SHEPPARD "Only One You" (WB/Curb) 14/5
IRENE CARA "Anyone Can See" (Network/Elektra-Asylum) 14/3
MIKE POST "Theme From Magnum P.I." (Elektra) 13/13
ZZ TOP "Tube Snake Boogie" (WB) 13/0
MADLEEN KANE "You Can" (Chalet) 12/0
MOLLY HATCHET "Power Play" (Epic) 11/9
GIDEA PARK "Seasons Of Gold" (Profile) 11/1
CHUBBY CHECKER "Running" (MCA) 10/6
QUARTERFLASH "Find Another Fool" (Geffen/WB) 10/4
KINKS "Destroyer" (Arista) 10/2

Just Some Of The Hot Moves And Adds

WIFI deb 28
B104 18-16
CHUM 5-4
KEGL 21-17
Z93 25-22

WLS 15-14
WLS-FM 15-14
CKLW 20-17
WGCL 13-12
WKTI 22-18

KFI add
KEZR 16-14
KYYX deb 28
92FLY deb 29
WRCK 20-14
3WT 20-16

WDRC-FM 30-25

WPST 29-24
Q106 deb 29
WKEE 25-15
KTSA add

KZFM add
KINT add 30
KHFI 27-24
KBFM deb 29
WTIX deb 35

KXX106 24-20
G100 24-18
WDOQ 22-14
WSKZ deb 24
WNOX deb 30

WBCY 16-10
WCSC deb 26

WSSX 21-17
WGH add 23
KZ93 19-14
WMEE 29-21

WNCI 16-13
92X add
WDJX deb 29
KKXX 14-6
KIDD add

KNBQ deb 30
KBBK add
KCPX add
FM103 20-17
K96 add

KLUC add
WJBQ add

95XIL 29-20
Q104 31-25
KSEL-FM 13-10
KPUR add

KKLS 23-17
WTRU 27-21
99KG 32-25
KDVV 24-18
KATI deb 25

WBEN-FM 8
WXKS-FM on
JB105 on
Q107 19-18
WPGC 24-22

CKGM on
KBEQ on

... And Many More

Presenting "Abacab"
the second single
from the best-selling
Genesis album. ³⁸⁹¹
Records and Tapes. On Atlantic



Two Weeks	Last Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
1	1	1	D. HALL & J. OATES/I Can't Go For That... (RCA)																												
7	2	2	J. GEILS BAND/Centerfold (EMI America)																												
5	3	3	GEORGE BENSON/Turn Your Love Around (WB)																												
8	6	4	PAUL DAVIS/Cool Night (Arista)																												
17	11	5	DAN FOGELBERG/Leader Of The Band (Full Moon/Epic)																												
14	9	6	ROLLING STONES/Waiting On A Friend (Rolling Stones/Atco)																												
4	5	7	QUARTERFLASH/Harden My Heart (Geffen/WB)																												
16	13	8	CARS/Shake It Up (Elektra)																												
24	16	9	AIR SUPPLY/Sweet Dreams (Arista)																												
11	10	10	EDDIE RABBITT/Someone Could Lose A Heart Tonight (Elektra)																												
23	15	11	LITTLE RIVER BAND/Take It Easy On Me (Capitol)																												
10	8	12	BARBRA STREISAND/Comin' In And Out Of Your Life (Columbia)																												
2	4	13	STEVIE NICKS & DON HENLEY/Leather & Lace (Modern/Atco)																												
15	14	14	JUICE NEWTON/The Sweetest Thing (I've Ever Known) (Capitol)																												
21	18	15	SHEENA EASTON/You Could Have Been With Me (EMI America)																												
3	7	16	LINDSEY BUCKINGHAM/Trouble (Asylum)																												
22	21	17	BILLY JOEL/She's Got A Way (Columbia)																												
6	12	18	FOREIGNER/Waiting On A Girl Like You (Atlantic)																												
	28	19	JOURNEY/Open Arms (Columbia)																												
28	24	20	RICK SPRINGFIELD/Love Is Alright Tonight (RCA)																												
30	26	21	KENNY ROGERS/Through The Years (Liberty)																												
25	23	22	BEACH BOYS/Come Go With Me (Caribou/CBS)																												
19	22	23	ROYAL PHILHARMONIC ORCHESTRA/Hooked On... (RCA)																												
9	17	24	OLIVIA NEWTON-JOHN/Physical (MCA)																												
12	19	25	ROD STEWART/Young Turks (WB)																												
13	20	26	NEIL DIAMOND/Yesterday's Songs (Columbia)																												
	29	27	EDDIE SCHWARTZ/All Our Tomorrows (Atco)																												
	30	28	POLICE/Spirits In The Material World (A&M)																												
		29	DIANA ROSS/Mirror, Mirror (RCA)																												
		30	STEVIE WONDER/That Girl (Tamla/Motown)																												

ROD STEWART "Tonight" (56) JOURNEY (36) CLIFF RICHARD (35) STEVIE WONDER (34) ALABAMA (29) POINTER SISTERS (28) OAK RIDGE BOYS (28)

MOST ADDED

JOURNEY (28) JONES/INGRAM (22) CLIFF RICHARD (22) ANNE MURRAY (19) BERTIE HIGGINS (17)

HALL & OATES (129) J. GEILS BAND (108) DAN FOGELBERG (70) GEORGE BENSON (52) AIR SUPPLY (51) CARS (50)

HOTTEST

DAN FOGELBERG (57) PAUL DAVIS (54) BARBRA STREISAND (52) HALL & OATES (39) BILLY JOEL (38) EDDIE RABBITT (30)

DIANA ROSS Mirror, Mirror (RCA)

62% of our reporters on it. Moves: Up 58, Debuts 33, Same 22, Down 0, Adds 18 including WPGC, KRBE, CKLW, WHFM, Q106, V100, KHFI, WZYP, WAXY, Y103, WAYS, WGBF, K96, WLAM, WTSN. See Parallels, debuts at number 29 on CHR chart.

STEVIE WONDER That Girl (Tamla/Motown)

60% of our reporters on it. Moves: Up 34, Debuts 35, Same 24, Down 0, Adds 34 including 96KX, B104, WPGC, KSLO, KBEO, KEZR, 13K, KYYX, WRCK, WDRG-FM, KEEL, KXX106, FM100, KEYN-FM, WDJX, KJRB. See Parallels, debut at number 30 on CHR chart.

BREAKERS

LITTLE RIVER BAND Take It Easy On Me (Capitol)

67% of our reporters on it. Rotations: Heavy 20/0, Medium 50/6, Light 13/3, Extra Adds 1, Total Adds 10, 3WS, KPPL, KNBR, KYUU, WELI, WHYN, WAFB, WDEF, KKUA, K108. Moves 25-20 on A/C chart.

ABBA When All Is Said And Done (Atlantic)

63% of our reporters on it. Rotations: Heavy 5/1, Medium 51/6, Light 21/3, Extra Adds 2, Total Adds 12, WASH, WGAR, WOMC, WSFM, WHAM, WSBA, WTAR, WPTF, WIBA, WOHO, KMJJ, KOLE. Moves 29-24 on A/C chart.

12-34

NEW & ACTIVE

BARRY MANILOW "Somewhere Down The Road" (Arista) 118/11
Moves: Up 75, Debuts 11, Same 20, Down 1, Adds 11, WABC, WCKX, Q103, KOPA, KC101, BJ105, WAKX, WKDQ, KSPZ, WISE, WXLK.

GENESIS "Abacab" (Atlantic) 115/16
Moves: Up 60, Debuts 17, Same 19, Down 3, Adds 16 including KFI, WICC, WKRZ-FM, KTSA, KZFM, KINT, 92X, KIDD, KBBK, KCPX, K96, KLUC, WJBO, KPUR, WAZY-FM.

ROD STEWART "Tonight I'm Yours (Don't Hurt Me)" (WB) 101/56
Moves: Up 55, Debuts 11, Same 25, Down 0, Adds 56 including WIF1, 96KX, PRO-FM, WGCL, KEARTH, KRLA, KIIS-FM, KYYX, KIMN, KOPA, KZZP, 3WT, WSKZ, KBBK, KILE.

DEL SHANNON "Sea Of Love" (Network/Elektra-Asylum) 101/10
Moves: Up 65, Debuts 11, Same 25, Down 0, Adds 10, KEGL, WBBF, KSET-FM, WSGN, WANS-FM, WJXQ, KIOA, KNBQ, KELO, KKLS, WPGC 27-23, KBEO 29-25, KZZP 14-12, G100 20-15, KRQ 21-19.

CLIFF RICHARD "Daddy's Home" (EMI America) 98/35
Moves: Up 10, Debuts 21, Same 32, Down 0, Adds 35 including WABC, WNBC, Z93, 94Q, WGCL, KYYX, KIMN, KZZP, WFMF, WJDX, WDOQ, WNOX, KIJK, FM102, KSKD.

BERTIE HIGGINS "Key Largo" (Kat Family/CBS) 96/7
Moves: Up 64, Debuts 8, Same 15, Down 2, Adds 7, PRO-FM, KJR, KC101, WFMF, WJDX, WRVQ, KELO, 94Q 4-2, KZZP 23-17, Q106 26-23, KEEL 28-15, KX104 7-5, WSEZ 16-12, WZZR 26-23, KJRB 29-24.

ALABAMA "Love In The First Degree" (RCA) 86/29
Moves: Up 35, Debuts 12, Same 9, Down 1, Adds 29 including KRBE, KBEO, KIIS-FM, KIMN, Q103, KOPA, WFBR, Q106, WQRK, WNCI, FM102, WJBO, WXLK, KFYP, KOZE.

DONNIE IRIS "Love Is Like A Rock" (MCA) 85/4
Moves: Up 48, Debuts 7, Same 26, Down 0, Adds 4, Q107, KIJK, Q104, Q101, WXXS-FM 27-18, KEGL 12-11, WLS-FM 21-11, KZZP 22-19, WRCK 21-16, WKRZ-FM 24-18, WOKI 23-17, KZ93 13-9, WGUY 15-10, WFBG 9-4, WCIL-FM 4-1.

LOVERBOY "Working For The Weekend" (Columbia) 82/3
Moves: Up 48, Debuts 4, Same 21, Down 6, Adds 3, 195, WLS, WRVQ, WIF1 27-23, CKGM 14-11, Q105 15-9, WLS-FM 36-23, WPHD 4-3, Z104 22-17, KKXX 6-3, KNBQ 6-4, KRQ 3-2, WISE 24-19, WSPT 11-9, KENI 12-10.

POINTER SISTERS "Should I Do It" (Planet/Elektra-Asylum) 77/28
Moves: Up 12, Debuts 18, Same 19, Down 0, Adds 28 including CHUM, WCKX, KSLO, KEARTH, KIQQ, KEZR, KYYX, Y103, WOKI, WZZR, WNAM, KJRB, WTSN, KQIZ-FM, KKLS.

CHILLIWACK "I Believe" (Millennium/RCA) 73/25
Moves: Up 8, Debuts 14, Same 26, Down 0, Adds 25 including Q107, WKTI, KZZP, 92FLY, WICC, WKRZ-FM, KXX106, KZ93, KIDD, KSKD, 13FEA, KQWB, WRKR, KDZA, KOZE.

ABBA "When All Is Said And Done" (Atlantic) 67/14
Moves: Up 19, Debuts 17, Same 17, Down 0, Adds 14, CKGM, KRBE, WKEE, KBFM, WTX, KROK, KLAZ, WBBQ, WVIC, KRQ, WLAM, KWLO, KDZA, KATI, CKLW 28-23.

NEW & ACTIVE

25-49

JOURNEY "Open Arms" (Columbia) 62/28
Rotations: Heavy 8/2, Medium 28/8, Light 25/15, Extra Adds 3, Total Adds 28, WTFM, WCLR, WGAR, WCCO, KPPL, WNAB, WRBE, WCTC, WHAM, WAFB, KOLE, WVLK, WRVR, WQUE, WTAR, WPTF, WSJS, WAKR, WHBC, WTVN, KLTE, KBOI, KUGN, KWAV, WKZE, WWSA, KCRG, WDAY, Heavy: WSM-FM, KKUA, WSKY, WORG. Debuts at number 27 on A/C chart.

Q. JONES featuring J. INGRAM "One Hundred Ways" (A&M) 61/22
Rotations: Heavy 7/0, Medium 29/7, Light 20/10, Extra Adds 5, Total Adds 22, KFMB, KIXI, WRIE, WELI, WHAM, KOLE, WVLK, WRKA, WQUE, WTAR, WAKR, WHIO, WFMK, WKBN, KWAV, WGIR, WLEQ, KCRG, WSGW, WJON, WBOW, Heavy: WBEN, KULF, KPLZ, WMAZ, WRVA, KKUA, WSKY. Debuts at number 28 on A/C chart.

ANNE MURRAY "Another Sleepless Night" (Capitol) 53/19
Rotations: Heavy 5/1, Medium 28/5, Light 18/9, Extra Adds 4, Total Adds 19, WSB, WOMC, KPLZ, WTC, WYYZ, WHYN, KCSW, KOLE, WERC, WIS, KBOI, KUGN, WKZE, WNEU, WLVA, WWSA, KFOR, WSGW, KRKK, Heavy: WBEN, WLTA, WCCO, WRVA, Medium: 97AIA, KOY, KEX, KFMB, WSBA, WVLK, WMAZ, WHBY, KOB.

CLIFF RICHARD "Daddy's Home" (EMI America) 52/22
Rotations: Heavy 2/0, Medium 28/9, Light 20/11, Extra Adds 2, Total Adds 22, WCBM, GR55, WYNY, KXOK, KIXI, WNAB, WRIE, WGAC, WERC, WRVR, WTAR, WAKR, WNEU, WCHV, WLVA, WWSA, KCRG, KFOR, KADE, KBOZ, KMED, KKUA, Heavy: WJMD, WRVA, Medium: WBEN, WASH, WOMC, KMBZ, KEX, KPLZ, WYYZ, WFMK.

OAK RIDGE BOYS "Bobbie Sue" (MCA) 47/16
Rotations: Heavy 3/0, Medium 18/3, Light 25/12, Extra Adds 1, Total Adds 16, KULF, 55KRC, KIXI, KPLZ, WSFM, WHYN, WAFB, WVLK, WAKR, WHBC, WTVN, WFMK, KCEE, WCHV, KSEL, KFOR, Heavy: KMBZ, WCCO, WQUA, Medium: WCBM, WOMC, WNAB, WGY, WERC, WMAZ, WRVA, WHIO, KRMG, KBOI, KSL, KCRG, KFQD.

STEVIE WOODS "Just Can't Win 'Em All" (Cotillion/Atco) 44/18
Rotations: Heavy 2/0, Medium 21/6, Light 18/7, Extra Adds 3, Total Adds 18, WJMD, WCCO, KPLZ, KOLE, WERC, WIS, WRVA, KBOI, KWAV, K108, KCEE, WNEU, KFOR, WBOW, KFQD, KMED, Heavy: WGAC, WSKY, Medium: WLTA, WOMC, KEX, WELI, WMAZ, WAKR, WHBY, WHBC, WHIO, KUGN, WCHV, WORG, KCRG, WJON.

AL JARREAU "Breakin' Away" (WB) 43/4
Rotations: Heavy 3/0, Medium 26/1, Light 12/1, Extra Adds 2, Total Adds 4, WELI, KOLE, WVLK, WJON, Heavy: WMAZ, WQUE, WSKY, Medium: WBEN, KULF, WGAR, WOMC, WCCO, WHAM, KCSW, WERC, WIS, WSLI, WRVR, WHBY, WHBC, WKBN, KAFY, KBOI, KUGN, KWAV, WGIR, WORG, KCRG, KFOR, KFQD, KMED, KRKK.

T.G. SHEPPARD "Only One You" (WB/Curb) 42/12
Rotations: Heavy 4/0, Medium 19/2, Light 17/8, Extra Adds 2, Total Adds 12, WNAB, WHYN, WBT, WOKV, KAAY, KLTE, WQUA, WKBN, KOB, WNEU, WLVA, WSGW, Heavy: WCCO, WSFM, WGAC, KAFY, Medium: WLTA, WSB, KMBZ, KCSW, WDEF, WIS, WMAZ, WRVR, WRVA, WHBY, WHBC, KRNT, WWSA, WDAY, KFQD, KEX.

VANGELIS "Cherubs Of Fire" (Polydor/PolyGram) 41/9
Rotations: Heavy 3/0, Medium 22/5, Light 14/2, Extra Adds 2, Total Adds 9, KEX, WGY, KOLE, WMAZ, WAKR, WIBA, WSKY, KADE, KBOZ, Heavy: WOMC, WGAC, WSM-FM, Medium: WLTA, WSB, WRIE, WELI, WERC, WBT, WHBC, WQUA, KAFY, KBOI, KUGN, KWAV, KSL, KFOR, KMED, KOLO, KRKK.