

Radio & Records

ISSUE NUMBER 425

THE INDUSTRY'S NEWSPAPER

MARCH 26, 1982

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Surrey Picks Bayliss To Head Broadcast Group

When Surrey Communications completes its purchase of six Charter stations (R&R 12-11-81), a new Surrey Broadcasting division will be created with current Charter President John Bayliss presiding.

Surrey President Howard Duncan told R&R, "As you know, we are in the process of putting all of this together in front of the Commission, but once things are finalized, John Bayliss will be the President of the broadcast division of Surrey.

"We're delighted," Duncan continued, "that we're not going to skip a beat with the organization that he's set up. We'll just follow through with it."

Bayliss commented to R&R,

"(Surrey) came to me with a proposal that I run their new broadcast division and have some equity in the deal, and I just couldn't say no. This will be a privately owned broadcast concern worth well over \$40 million. It's a phenomenal situation."

Surrey Communications currently owns KAIR & KJYX/Tucson. Surrey is purchasing six stations from Charter: KIOI/San Francisco, KCBQ-AM & FM/San Diego, WOKY & WMIL/Milwaukee, and KSLQ/St. Louis. The company has also agreed to purchase KATT-AM & FM/Oklahoma City (R&R 1-29). The Charter and KATT-AM & FM purchases are subject to FCC approval.

Schipper Set As Arista Sr. VP

Wim Schipper has been appointed Senior Vice President/Operations at Arista Records, supervising the label's international operations and coordinating divisions which formerly reported to Exec. VP/GM Elliot Goldman. Goldman departed this week to join WCI as a Sr. VP (see separate story). Schipper will be responsible for sales, finance, business affairs, music publishing, and administration in his new position. He was most recently VP for the Ariola International Group, and previously served as President of Ariola's Benelux companies.



Arista President Clive Davis, in

Martin Exits WCFL To Join WCLR As PD

Dave Martin has resigned as Program Director at Mutual's WCFL/Chicago to assume the PD post across town at WCLR, the third Chicago Adult/Contemporary station he will have programmed.

Martin, whose programming experience includes WFYR/Chicago, and WBZ/Boston, told R&R, "I'm very excited, but sad at the same time. The team at WCFL has some of the absolute best people in the business. I really hate to leave, but the offer to join WCLR was just too good to pass up."

Martin, who assumes his new



MARTIN/See Page 28

Bill Ward Golden West's New Radio President

Bill Ward has been appointed President of Golden West Broadcasters' Radio Division, ending an extensive search to fill the position vacated by Richard Kale over a year ago (R&R 2-6-81). Ward has been Exec. VP of Metromedia Radio since March 1979, and will now oversee Golden West's eight radio stations, the Major Market Radio rep firm, the Market Buy Market information service, and corporate sports sales.



Bill Ward

Ward told R&R, "I'm excited about going to work for (Golden West President/COO) John Reynolds and (GWB Chairman) Gene Autry. Golden West is one of the leading broadcast groups, and one I hope will reach new heights in the future.

"I worked for (Metromedia Radio President) George Duncan for 11 years. He's a good personal friend, and I regret leaving him and a lady I've been working with for three years, Mrs. Vicki Callahan."

Before accepting his Metromedia Exec. VP position, Ward was VP/GM at Metromedia's KLAC/Los Angeles for seven years following a year as Program Director there. He started in radio in 1957 as an air personality

at WRR/Dallas, later working on the air at WAKY/Louisville, WPRO/Providence, and WPLO/Atlanta. He programmed WPLO and KBOX/Dallas, then became Station Manager/PD at KBBQ/Los Angeles, moving up to GM before joining KLAC. He will start at Golden West April 6.

Goldman Becomes WCI Sr. VP

Elliot Goldman, Executive Vice President/General Manager of Arista Records since its inception in 1974, has been appointed a Senior Vice President of Warner Communications Inc.



Goldman will report to the office of the President, and will be involved in a number of areas, initially in the record and music publishing divisions. He will work closely with co-Chief Operating Officer David Horowitz, who supervises WCI's recorded music operations.

WCI Chairman Steve Ross commented, "We are very pleased that an executive of Elliot Goldman's caliber has joined WCI. Elliot's wealth of experience and management skills make him a most valued addition to our management team."

Before joining Arista, Goldman was at CBS Records for seven years in various executive capacities. In 1979, when Arista was purchased by Ariola, he took on the additional duties of VP/U.S. & Canadian Operations for Ariola's International Operations Group.

"PRIMETIME RADIO" TO DEBUT AT NAB

Taft Puts "Nostalgia" On 24-Hour Satellite Format

Taft Broadcasting will offer "Primetime Radio," the "nostalgia" pre-rock format which debuted last year at the company's WDAE/Tampa, via satellite as a 24-hour format. The company will officially unveil the satellite format at the NAB Convention in Dallas.

The new format offers special segments as well as a library of original hit versions of pre-rock selections numbering about 2000. Songs have been reprocessed, and will be delivered in stereo.

Taft Exec. VP/Radio Carl Wagner stated, "Nostalgia radio is a ratings and sales success story in every market that has tried it. We believe Primetime Radio is attractive because it is a continuous program source, is in stereo, and has been programmed by experienced radio people."

Mark Hubbard, Taft Radio Group's VP who is coordinating the network, added, "The format is produced with the highest level of technical excellence. The diver-

sity and quality of the big names of the 30's, 40's, 50's, and 60's that are aired are winners with the target audience."

WTIC Boosts Barsanti To VP/Operations

Tom Barsanti, Operations Manager for WTIC-AM & FM/Hartford since June 1980, has been promoted to Vice President/Operations for parent company the Ten Eighty Corporation. Barsanti's responsibilities will continue to include the day-to-day and long-range programming and promotional efforts of WTIC-AM & FM as well as new



Tom Barsanti

duties with the acquisition of three Mariner stations (R&R 3-19), pending FCC approval.

Barsanti, who was Operations

Manager of KCMO/Kansas City prior to joining WTIC, told R&R, "I'm delighted at the confidence that the 1080 Corporation has shown in me. I've found my experience at WTIC rewarding and would expect the future to be most exciting. I'm delighted to see the company becoming a major broadcast entity."

Prior to KCMO, Barsanti was Operations Manager of WOW/Omaha from 1972 through 1977. He worked in programming, news management, and on-air capacities from 1967 to 1972 at KGGM/Albuquerque. His appointment to VP/Operations for 1080 is effective immediately.

The Single

EBONY
and **IVORY**

18-2860

PAUL McCARTNEY

with Special Guest

Together in Perfect Harmony



from the L.P. TUG OF WAR
on Columbia Records TC 37462



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IMPROVE YOUR RATINGS INFORMATION R&R's New Improved 1982



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Clements Promoted To Sr. VP At Mutual

Jack Clements has been named Senior Vice President of the Mutual Radio Network, taking on the day-to-day operational responsibilities for the company, and reporting to President/CEO Marty Rubenstein. Clements was most recently VP/Sports at Mutual.



Jack Clements

Rubenstein commented, "After searching extensively throughout the industry, I am convinced that there is no other professional broadcaster with Jack's administrative skill and his breadth of experience at the network and station level. He is well respected by his peers in the industry and his colleagues at Mutual, and I am personally looking forward to continuing our close working relationship."

A 33-year radio veteran, Clements has been with Mutual since 1973. He began his career as an announcer at WORD/Spartanburg, SC, and worked in news at WWNC/Asheville, WRVA/Richmond, and WCAU/Philadelphia before joining Mutual in 1973 as VP/Programs.

Grosby Appointed Group One President

After six years as Executive VP of Affiliated Broadcasting, Al Grosby returned to Group One Broadcasting as President last week. He replaces Roger Berk, who has become Chairman of the Board. Prior to joining Affiliated in 1975, Grosby had spent 11 years as VP at Group One and he told R&R, "This is coming home for me." The group consists of KLZ & KAZY/Denver; WAKR-AM-FM-TV/Akron; WONE & WTUE/Dayton; KBOX & KMEZ/Dallas.

Noting the group's stable management team and the lack of any changes in Group One's station roster in the past ten years, Grosby explained, "Longevity in radio sales and marketing is very crucial. Turnover is damaging to radio's sales image. If you can be stable, you gain enormously for your own station, and for the industry within that market."

Any future expansion of Group One would depend upon the right opportunities, according to Grosby. For now the plan is "to take eight successful radio stations and try to build them into even better stations."

Feineigle Takes Promotion/A&R Post At Portrait

Bob Feineigle has been appointed Director A&R/Promotion for Portrait Records, reporting to label VP/GM Lennie Petze. Feineigle was most recently Director/National Album Promotion for Epic/Portrait/Associated Labels.



Bob Feineigle

Feineigle told R&R, "I don't think there's another CBS job position that combines A&R and promotion. It's a very logical combination to me, and I'm looking forward to it as a new field to experience. I'll still be talking to radio and the other people I spoke with at Epic; now I'll have the opportunity to concentrate on the Portrait acts and to look for new acquisitions."

Joining CBS in 1970, Feineigle became Local Promotion Manager/Cincinnati for Columbia in 1973. He transferred over to E/P/A as Regional Promotion Marketing Manager in the Midwest in 1976 before taking on his AOR promotion duties in 1978.



More Music Guarantee Pays Off Early

K101/San Francisco began its "\$25,000 More Music Guarantee" contest on February 12, stating, "If any listener catches us playing less than three songs in a row, we'll pay off with \$25,000 in cash." Since this was quite a large promotion for the station, K101 VP/GM Fritz Beesemyer and Operations Manager Rob Sherwood traveled to San Diego on February 25 to discuss the budget for the contest with Charter President John Bayliss. At 1:30pm, while they were lunching in San Diego, K101 personality Bruce Vidal accidentally inserted a commercial after playing only two songs in a row. Hal Blisike of San Jose immediately called the station and became \$25,000 richer. A frantic phone call went to Sherwood at the restaurant, who returned to the table with the bad news. The waiter asked him what kind of dressing he wanted on his salad, and the quick-witted Bayliss replied, "Twenty-five thousand Island, please." Pictured at the station are (l-r): Sherwood, the winner, and Bruce "Oops" Vidal.

Wilson Departs Blair VP Post

Blair Radio's number two executive, George Wilson, plans to leave the company because of differing philosophies with Blair President John Boden. However, the departure is amicable, Wilson told R&R.

The Blair Executive VP called Boden a "good friend" and noted that he's leaving with feelings of utmost "love and loyalty for the company." He characterized the situation as being like a marriage that went bad, saying that perhaps he and Boden were too close.

Wilson has spent his entire twelve-year broadcasting career at Blair. He told R&R

that when he moved to New York from Los Angeles three years ago it was with certain goals and aspirations that just haven't worked out.

"It's with a great deal of personal regret that George is leaving," Blair President John Boden told R&R. "George has been an important part of Blair's success," he said. "He's leaving to look into other possibilities and we wish him the best."

Casey Resigns From Charter

Charter Broadcasting Vice President/Programming & Operations Al Casey has resigned. Casey told R&R, "I was hired by (Charter President) John Bayliss to reposition each station, if necessary try to find the strongest programmer available and the finest talent to make each station a winner in its market, and after a year with no time off my job is complete.

"My thanks to all the Charter general managers, program directors, on-air talent and the hundreds of behind-the-scenes folks from engineers to receptionists for their assistance and support."

Casey indicated that his immediate plans included "some time off for some head-clearing" before actively entertaining any
 CASEY/See Page 28

STEWART STEPS UP

Anthony Leaves KZZP PD Position

Dave Anthony has resigned as Program Director of Western Cities' KZZP/Phoenix after five years with the company, the last 12 months with the Phoenix CHR outlet.

Anthony told R&R that personal differences between him and KZZP VP/GM Bill Phalen "divided us practically overnight. Bill and I both realize the split did not occur due to ratings performance, programming or policies. It was merely a difference of opinion in personal areas. I look back on my five years with Western Cities as a tremendous growth period; I now look forward to further growth in achieving my own goals with another aggressive company."

ANTHONY/See Page 28

TRANSACTIONS

WAEB & WXKW Sold For \$5.5 Million

Rust Communications has sold WAEB & WXKW/Allentown for \$5.5 million to CRB Broadcasting, principally owned by New York businessman Carter Burden. CRB recently purchased WTCR & WHEZ/Huntington, WV

WAEB has 1000 watts at 790 kHz, while WXKW has 50,000 watts on 104.1 MHz. Blackburn & Co. brokered the transaction.

Douglas Named

Exec. VP At BAMD

Dwight Douglas has been appointed Executive Vice President at consultation firm Burkhart/Abrams/Michaels/Douglas & Associates. He joined the company four years ago after an extensive radio career, and has worked in BAMD's various radio formats, research, personnel, and TV consulting divisions.



Dwight Douglas

Douglas remarked to R&R, "We're a growing company, amassing quite a few people for our different projects. We've become big enough to need a touch of bureaucracy to coordinate the efforts of our various divisions. That's what my new title is really all about.

"I'll still have my list of stations; if anything, that list will get bigger. I'll still be traveling as much as before. I'm ready for a new challenge at this point in my life. It's
 DOUGLAS/See Page 28

STONE TO REMAIN

KGFJ Promotes Moore To PD

KGFJ/Los Angeles has switched program directors after one of its most successful rating periods ever. J.B. Stone stepped down and was immediately replaced by George Moore.

Moore told R&R, "I'm very pleased that Inner City Broadcasting (owner of KGFJ) has enough faith in me, even though I have no real track record as a programmer, to make me PD of this station. I am also happy that J.B. Stone will be staying on as morning personality. I think he is one of the finest radio talents in this market."

KGFJ General Manager Hal Jackson termed the programming change "just a management decision," and did not anticipate any major shift in the station's sound.

Washington Report



FCC Chairmen In Reunion

Six former FCC Chairmen met with the present titleholder, Mark Fowler, at a Broadcast Pioneers luncheon in Washington last week. Honorees pictured (l-r) are Charles Ferris (1977-81), Dick Wiley (1974-77), Rosel Hyde (1953-54, 1966-69), Fowler (1981-present), Fred Ford (1960-61), Bob Lee (1981), and E. William Henry (1963-66).

Canada Proposes 38 Stations On U.S. Clears

The FCC has released a list of 38 stations Canada wants to put on the 25 U.S. clear channels, most with power of either 10 or 50 kw. While existing American stations would be protected, many of the proposed Canadian stations are in conflict with applications pending at the FCC under the breakdown of the U.S. clears.

These conflicts and other clear channel issues will be on the agenda when a U.S. delegation travels to Ottawa the last week of April to continue talks on a new U.S.-Canadian AM agreement. Meanwhile, the FCC is seeking proposals for new U.S. stations on Canada's seven clear channel frequencies.

Change Asked In AM Signal Strength In Business Districts

Saying the FCC is behind the times, the Washington law firm Miller & Fields has petitioned the agency to stop requiring AM stations to place a 25 mV/m signal over their communities' business districts. A strength of only 5mV/m "is sufficient to guarantee good service throughout the city," a spokesman told R&R.

The spokesman said old-fashioned downtown business districts have almost disappeared, as companies have spread out along highways and into malls.

Miller & Fields believes requiring such a strong signal in business districts is needlessly forcing many AM stations to locate towers on expensive, hard-to-find downtown sites.

BROADCAST CHIEF

HARRIS'S VIEW

FCC Should Continue EEO Enforcement

"I think the Commission should be the point of enforcement for EEO (equal employment opportunity) for broadcast purposes," FCC Broadcast Bureau Chief Larry Harris said Tuesday (3-23).

Speaking before a group of reporters in Washington, Harris said he also believes the FCC should consider exempting stations employing 15 or fewer employees from its EEO rules. Exemptions are now granted only to stations with less than five fulltime employees.

Harris said he's received many complaints from small stations that find Commission EEO guidelines "burdensome." And he conceded, "It's very hard for someone with five or six employees to comply with our rules, because he just doesn't have enough people."

Some broadcasters have argued that all EEO matters should be handled by the Equal Employment Opportunity Commission (EEOC). Harris disagreed, saying the EEOC is equipped to handle individual grievances, but not the kind of hiring goals and guidelines set forth by the FCC.

"We're in the best position to take action" against stations with poor EEO records, said Harris, including short-term renewals and license denials.

Seven Groups To Discuss Replacing Form 324

In the wake of the FCC's abolition of Form 324 (starting immediately), seven trade groups will meet today (3-26) in Washington to begin developing a voluntary industry system of gathering station financial data.

On the agenda will be some specific ideas from the Broadcast Financial Management Association (BFM). In addition to BFM, participating groups include NAB, NRBA, RAB, TVB, Station Representatives Association and the Independent Television Association.

Democrats Hammer Reagan On Network Radio

President Reagan's budget cuts will come under attack on network radio Friday (3-26) as the Democratic National Committee (DNC) purchases 15 minutes of satellite time from NPR.

From a series of hearings held around the country this winter, the DNC has prepared a program featuring farmers, homebuilders, auto dealers, and others hurt by the recession. The show will stress that Democrats are listening to the public, and are actively working on alternatives to Reagan's economic policies.

NPR affiliates received a mailing from the DNC, informing them of the 3pm feed and urging them to air the program.

LIVESAY STEPPING DOWN

Daytimers Adopt "Now Or Never" Stance

Convinced they'll never have a better chance of winning relief for daytime-only stations, the Daytime Broadcasters Assn. (DBA) has voted to go out of business within five years.

As DBA's Washington Counsel Greg Skall told R&R, "If at the end of five years we haven't been able to accomplish our task, then we probably don't deserve to live any longer."

This new resolve coincides with a change in leadership, and an attempt to broaden DBA's base of grassroots support. Longtime President Ray Livesay isn't seeking another term in next month's election, and a new board of directors just took office.

Skall, a partner in the Washington law firm Blum & Nash, says DBA, which won't release its membership figures, needs more support if it's to succeed. "The only way that real progress will be made is for all daytimers to pull together," he explained. He invited all daytimers to a panel and membership meeting on April 5 at the NAB Convention in Dallas.

DBA feels the climate is right for success, partly owing to the 9 kHz fight which sensitized the FCC and Congress to daytimers' problems. Also, a new AM agreement under negotiation with Canada provides a rare chance to win new rights for daytimers. There's an emphasis in Washington on competition and helping minority broadcasters, many of whom are daytimers, Skall stressed.

And Skall says clear channel stations like WSM/Nashville, which is launching an overnight country network with AP Radio, can reach more listeners by satellite than they ever could with their skywave signals. "There's just no proven necessity to maintain clear channels," argues DBA Chairman Jim Wychor of KWOA/Worthington, MN.

According to FCC Broadcast Bureau Chief Larry Harris, the Commission "before September" will issue a Notice of

Proposed Rulemaking (NPRM) on a package of proposals to help daytimers. DBA supports the ideas advanced by the National Telecommunications & Information Administration, a branch of the Commerce Dept., but feels many of them don't go far enough.

Among DBA's regulatory goals are changes to allow daytimers to:

- broadcast from two hours before sunrise to two hours after sunset
- have a preference when new FM stations are awarded
- broadcast at night with power under 100 watts, if possible
- switch to different frequencies at night, if necessary to remain on the air and avoid interference problems
- more fully utilize the clear channels
- apply for nighttime service, even if the community already has another nighttime signal.

Skall also hints DBA may soon have legislation introduced on its behalf in Congress. "We're talking to members of Congress about having another look at clear channels, essentially what the standards of protection ought to be," Skall told R&R. "We're very hopeful, but it's too early to say what will come out."

DBA's new board of directors consists of Dean Slack, WCBA/Corning, NY; Louis Maierhofer, WKMC/Roaring Springs, PA; Wally Mullinax, WESC/Greenville, SC; Dick Egle, KLEB/Golden Meadow, LA; Edward Baughn, WPAG/Ann Arbor, MI; Charles Wright, WBYS/Canton, IL; Jim Wychor, KWOA/Worthington, MN; Charles Earls, KBOA/Kennett, MO; Paul Benson, KAYL/Storm Lake, IA; A.L. Anderson, KBMR/Bismarck, ND; Gary Capps, KGRL/Bend, OR.

AM Stereo Comparison Chart

Manufacturer Cost	Ready for Delivery Estimated Dates	Purchase Contact	Manufacturer's Claims
Belar* Not Available	3-4 months after minimum number of orders (100) is received.	Arno Meyer (215) 687-5550	Inexpensive for receiver manufacturers to build due to simplicity and because no royalties would be paid to Belar, which hasn't patented its system; minimum of microphonic problems; better signal-to-noise ratio than competing systems.
Harris \$11,685 (Exciter & Monitor)** (\$2735 discount if purchased by April 7)	July	Domestic Radio Sales Department (217)222-8200	Only system to use same bandwidth as station's mono signal; eliminating distortion, antenna and adjacent channel interference problems; no loss in quality of processed audio; is only linear system, compatible with synchronous detector radios.
Kahn \$12,000 (Stereo decoder included to meet monitor requirement)	July-August	Leonard Kahn (516) 222-2221	Kahn stereo can be picked up using two mono AM receivers; guarantees full modulation under all stereo conditions; channel separation is not subject to phase problems.
Magnavox Estimates \$5-10,000 for exciter only. (To be built by Continental Electronics) No cost available for monitor (to be built by Belar).	June or July	Dick Floyd, Vernon Collins (214) 381-7161 (Continental Electronics)	Simplicity of design; long Magnavox experience in receiver manufacturing; receiver pilot light comes on during stereo reception.
Motorola \$10,000 (Exciter & Monitor) (Lease option: \$4500 for 1 year. Then \$450/month for 18 months, after which station owns system.)	July or August	Dick Harasek (312) 576-3591	Claims system outperforms others when receiver is slightly mistuned or is to the side of a directional signal; less sensitive to phase modulation; capable of full modulation.

* Since Belar has no patent, it has no financial incentive to aggressively market its system, but would go into production if it received 100 orders.

** Prices don't include transmitter. Exciter is the device installed to generate stereo signal. Modulation monitor is needed to ensure proper stereo transmission. Exciters and monitors can be adapted to a station's existing transmitter in most cases.

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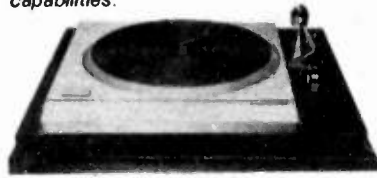
Turntable, Absorber Cushion Interference

Among the various exhibitors slated to display their wares at this year's NAB Convention in Dallas (4/4-7) will be **Allied Broadcast Equipment**. The firm markets a turntable isolator which also works in tandem with a shock absorber to reduce the age old problem of interference.

The isolator itself, AK10 MKII, consists of an upper and lower plate. The upper is fashioned from high-density particle board coupled with an inlaid lead strip which circles the total perimeter to cut back the distortion caused by resonance and vibrations. The turntable isolator's bottom plate completely covers any previous existing turntable hole, making it easily adaptable to all popular turntable/toner arm combos.

Three-fourths of the shock ab-

sorber's cabinet is sand loadable. The acoustic and virtually vibrationless atmosphere brought about by the sand serves as a solid foundation for the isolated top plate, turntable and arm. However, the absorber can work as well without the added sand capabilities.



Turntable Isolator



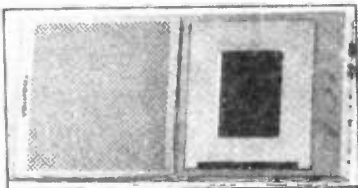
Shock Absorber

Additional features include a custom cut for your particular turntable, double suspension compound rubber shock mounts, and a pocket door that features an access to shelf for electronics. Both pieces offer 8-10dB feedback headroom and up to 20dB isolation.

Allied will have both on display at Booth 2920. For more information contact Sales Manager **Dave Burns** at (317) 962-8596.

Pocket TV's Zoom Into Reality

Soon all you joggers will be able to keep track of your favorite soap operas even while exercising. **Sony Corp. Of America**, makers of the ever-popular Walkman stereo, has created a television small enough to fit in your pocket. Measuring a mere 1 1/4 inches thick with a picture tube similar shapewise to a miniature paddle, the FD-200 has already made its Japanese



Toshiba TV/Radio prototype

debut. Though no projected date has been set for its U.S. unveiling, the FD-200 will retail for about \$240.

Rival **Toshiba** isn't far behind. Its prototype TV/radio measures a scant seven inches by three inches and is only a slight 0.7 inch thick. What the 1 1/2-inch wide screen lacks in size is compensated for by a zoom control which doubles the proportions of the image's central area.

Middle-Agers Still Make The Grade

Though radio's golden demographic is 18-34, all programmers, not just those under the News/Talk fold, should be aware that the mid-lifers are alive and kicking. According to a recent **American Demographics** article, they're not ready for the proverbial rocking chair yet.

For a long time these middle-agers (45-64 or 20% of the population) have been caught between a rock and a hard place. "They are too old to concern educators, too young for Social Security, and too ordinary to attract the media." But a report published by the **Census Bureau** points out some interesting characteristics about this age group. They are stable, employed with a generally high income, don't move around much and vote.

Seventy-seven percent of these Americans are married and live with a spouse, versus an average of 57% for those 14 and older (in 1979). Besides being stable in their homes they are stable with their homes as well. They are half as likely to move around and relocate. If they do, it's generally in the same metropolitan area/county. Between 1975-1979 only 23% changed address in comparison to 40% of all U.S. residents. This goes hand-in-hand with strong voter participation (more than 70% aged 55-64 voted in the '80 presidential election).

After years of scrimping to make ends meet, these midlifers are enjoying a more prosperous period in their lives. With fewer, if any, children/job worries, they now have more time and wherewithal to travel and spend money on those things they might have considered too extravagant in the past. The median personal income for men in the 45-54 age range peaks at this time (\$18,700 in 1978), while for women it stays pretty stable and well below men's (\$10,000 in 1978).

Family-wise, the median incomes of those headed by men reaches its height in that same age category (\$24,600 in 1978), a 28% higher figure than the incomes of all male-headed families that year. Black families, however, in the 45-64 age group earned \$8000 less than white

families in 1978. During this time, middle-aged men are at the top of their career ladders; in 1979 there were 83% men and 50% women 45-64 in the work force.

Taste The Beat With Rock & Roll Beer

When that uncontrollable urge for some good old hardcore rock 'n' roll overtakes you, remember, it's "Rock & Roll Beer" time! That's right. Now you hoesers out there can experience a double whammy: a brewski that rocks you inside while the music's beat rocks you outside.

Rock & Roll Beer is the brainchild of St. Louis pub owner **Joe Edwards**, who sells another house liquor with a sting all its own: Bumble Bee Bourbon. But Edwards strongly believes that these new suds have the potential to become the "ultimate beer." Unlike the case of those shy, hard-working artisans, it's not the water. The secret bubbling inside the red and yellow lettered cans lies with the Royal Brewing Co. of New Orleans, who also make Dixie Beer.



© 1982 Rock & Roll Beer Co.

Apparently Rock & Roll Beer is living up to its "I Sold My Soul For Rock & Roll" proclamation — since an initial debut in late December, Edwards figures some 2000 cases have been sold. Promotional items run the gamut from T-shirts to matchbooks to a series of eight posters heralding "The Leader of the Six Pack" and "The Elvis of Beers." Future plans include wooden replicas of the slogan to be sold in gift shops. Currently being marketed in nearby Columbia, MO, it's estimated that in three months' time San Francisco will be shakin' to this sudsy beat.

So, hey you rock 'n' rollers. There's finally a beer for you. For more info contact the **Rock & Roll Beer Co.** at 6504 Delmar, St. Louis, MO 63130, (314) 727-0110.

Recorder Lightens Field Reporter Load

As if getting all the facts straight weren't enough, news reporters in the field are often saddled by the cumbersome "extras" accompanying that necessary tool of the trade — the tape recorder. After listening to reporters' complaints, 20-year news veteran **Frank Beaman** decided to build his own solution, the "Scribe."

The \$250 Scribe newscorder is a lightweight cassette tape recorder developed specifically for field reporters' needs. Though simple in premise, Scribe is designed to perform in any field situation that might arise. Its design houses easy-to-reach controls, all positioned "up front." Highlights include "Talk-over-Play," which allows for uninterrupted field-mixing of voice and tape; "One-Button-Record"; tight "pause" control; automatic gain control; and preset recording frequencies to block unwanted ambient noise.

Scribe comes with its own compartmentalized canvas bag where you can store additional supplies, papers, and writing paraphernalia. To cut costs, plans are for it to be sold only via direct manufacturer-to-newsroom thereby eliminating the retail middlemen. NAB attendees can catch the Scribe in action at Booth 1503-A. For further details call (312) 328-5112 beginning April 1.

World's Best Premieres At NAB

Dallas-based **FirstCom Broadcast Services** is slated to debut "The World's Best" at the forthcoming NAB conference. This commercial sales/production library package features material created by commercial producers from New York, Los Angeles and Nashville, plus an audiovisual piece to assist radio stations in their musical campaign presentations to local advertisers.

The production portion of the package is composed of 60 and 30-second commercial underscores, staging elements, incidental music, and effects. Interested parties can visit FirstCom's hospitality suite at the Hyatt Regency or its convention floor booth. Others may call (214) 934-2222.

5 YEARS AGO TODAY **Radio & Records**

- **JIM MADDOX BECOMES VP/GM OF KLYX/HOUSTON** — Former KDAY/Los Angeles PD to change calls to KMJQ.
- **CHARLIE LAKE NAMED NATIONAL PD FOR BARTELL CHAIN.**
- **NUMBER ONE FIVE YEARS AGO: "Rich Girl"** — Daryl Hall & John Oates (RCA)
- **NUMBER ONE COUNTRY: "Southern Nights"** — Glen Campbell (Capitol)
- **NUMBER ONE LP: "Rumours"** — Fleetwood Mac (WB)

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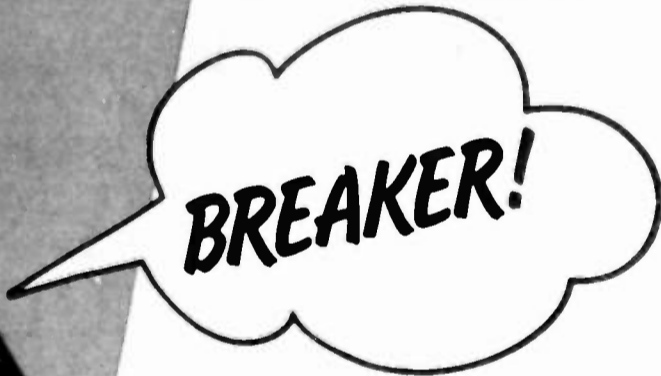
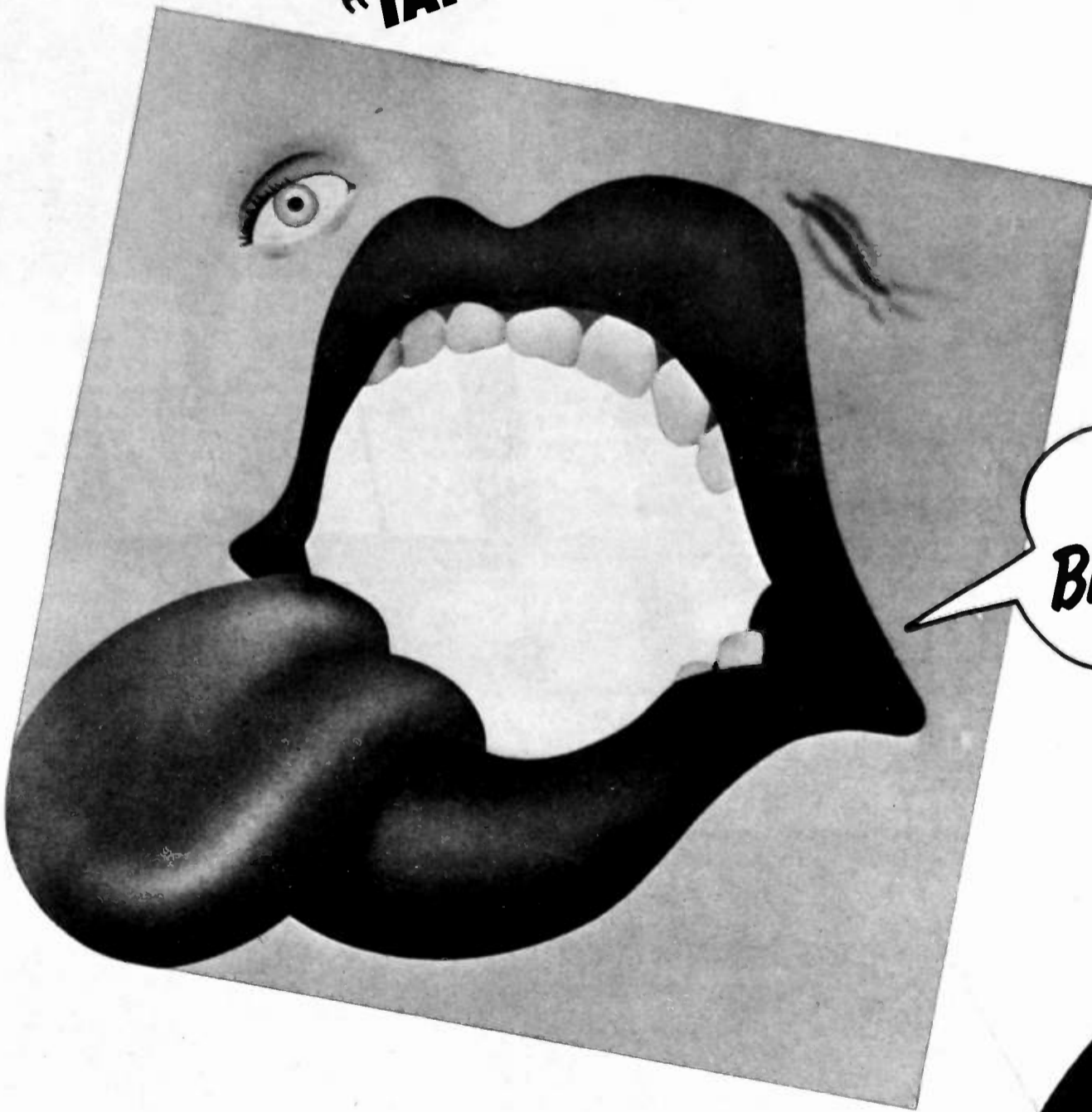
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and set the pace in your market with RKO!**

Networks/Program Suppliers

Daily Insider, Starship Merge

Effective April 1, **Daily Insider**, founded by **Terry Marshall**, will broaden its scope by joining forces with its rival, **Starship**. The Daily Insider covers films, television, books, et al., while eight year vet Starship, owned by **Newsprint Dispatch Service**, focuses on music news. By combining services and subscribers, some 250 stations will be served. **David McQueen** and **Nancy Stevens**, Newsprint principals, will continue operating the firm



after the Starship takeover. Pictured cementing the deal are (l-r) Terry Marshall, Daily Insider associate **Richard Beecher**, and David McQueen.

NEWS & INFORMATION FEATURES

ABC

Special coverage of Space Shuttle "Columbia" (March 22-29)

CBS

"Movies '82" with **Lee Jordan** (March 27-28)

Special coverage of Space Shuttle "Columbia" (March 22-29)

CBS-NCAA Radio Network present National Championship Basketball game (March 29)

Earth News

"General Hospital"'s new **Laura, Janine Taylor**, guests on "Earth News Radio" (March 26-28)

Mutual

"Best of King": **Roger Molander** of Ground Zero; hockey player **Dave Schultz** (March 27)

Special coverage of Space Shuttle "Columbia" (March 22-29)

NPR

"All Things Considered": Originates live from Miami (March 29-31)

RKO

Special coverage of Space Shuttle "Columbia" (March 22-29)

"Money, Money, Money" (Now thru April 2)

America Overnight: Dr. **Jeffery Bland**, Ph.D./**Art Volo** from Dallas; marriage counselor **Carolyn Small** from Los Angeles (April 2-3)

"Newscall" tax tips feature (Now thru April 16)

10-part "sportSpecial" dealing with baseball spring training will be aired via **RKO One** with host **Charley Steiner** (April 6)

PEOPLE

● Rick

Leibert to newly-created Director/Creative Development at **Watermark/ABC Radio Enterprises**. Former **KGB/San Diego PD** had been producer of the "Robert W. Morgan Special Of The Week."



Rick Leibert

● **Westwood One** expands staff with 12 new employees: **Lorrie Crimi-Johnson**, **Phil Hendrie**, **Robert Young** to production; **Joyce Clarke**, **Jim Frangipane** to regional sales reps; **Joan Manners**, **Steve Sarch**, **Kirk Wentzell** to station relations; **Rick Hollicker** to artists relations; **Joe Selden** to engineering; and **Marie Connolly**, executive secretary to **Norm Pattiz**. **Rosalinde Block** joins the firm's New York office as executive assistant to **Ron Hartenbaum**.

● Eight correspondents signed to news staff of **CBS's RadioRadio**; set to begin duties on March 29: **Pat Woodard**, **Donna Penyak**, **Ed Crane**, **Randy Riddle**, **Bill Whitney**, **Mona Rivera**, **Chris Stanley**, and **Ronald Ellis**.

● **RadioRadio** also announces anchors for its 90-second "In Touch" features slated to air four times daily: **Tom McKay**, **Carl Arrington**, **Kris Erik Stevens**, and **Lisa Birnbach**.

● **I.J. "Pinky" Vidacovich** to VP/Manager for Mid-Atlantic Division at **UPI**, replacing **Eugene Poythress**.

● **Robert Hoenig** and **Ken Robins** to night editor and overnight editor respectively, at **UPI Audio Network**.

NEW PROGRAMMING

● **NKR Productions** has been selected as exclusive marketing agent for "Johnny Mathis, The First 25 Years," a silver radio anniversary radio biography spotlighting the artist's entertainment career. Besides a discussion with Mathis himself, the five-hour special talks with several of his friends including **Dick Clark**, **Tony Bennett**, **Gladys Knight**, and **Peggy Lee**. Host **Wink Martindale** highlights his many musical hits as well. Call **NKR Productions** at (213) 852-0980 for more information; the special is available on an exclusive market basis.

● **RadioRadio** has signed **Barry Manilow** to launch what it describes as "network radio's first live listener call-in special." Set to air Saturday, May 22 (10:30pm ET), the 90-minute show kicks off with a half-hour overview of Manilow's career, coupled with the playing of his various hits. The remaining hour will be devoted to live phone-ins via an 800 number. **Creative Factor** handles the production chores; a host is to be named shortly.

● **NPR** has announced "The Sunday Show," a national radio forum specializing in the arts. Each hour-long show will be produced live, in stereo, each week as the program visits concert performances, festivals, exhibitions and the like across the country. It premieres in April.

● The "Laugh Machine" is currently available on a barter basis; **National Lampoon** is the sponsor. The feature consists of ten, 90-second installments each week including famous routines by celebrity acts and comedy montages. The Laugh Machine is aimed at AOR, CHR, and A/C formatted stations. For more information, contact **Bill Quinn** at the **Progressive Radio Network**, (212) 585-2717.



SWEETS FOR THEIR SUITE — Once again, **Drake-Chenault** is reprising its popular **Swensen's Ice Cream Parlour** at this year's forthcoming **NAB confab** in Dallas. Anyone dropping by their suite will be subjected to the temptations of six gourmet flavors. Another major **Drake-Chenault** attraction will be its "Hitparade Theatre." This convention floor exhibit will feature a theatre screening at regular intervals outlining its new format targeted at the 40+ age group. Above D-C Promotion Director **Doug Flodln** gets his licks in ahead of time.

WABC Affiliates With ABC Talkradio

Following its announced format shift to talk (R&R 2-26), **WABC/New York** becomes the first affiliate of **ABC Talkradio**, slated to begin in early May. According to **OD Jay Clark**, the tentative lineup is as follows: **WABC's Ross & Wilson**, mornings; **Owen Spann**, 10am-noon; as yet undetermined local lineup, noon-2pm; **Michael Jackson**, 2-4pm; Dr. **Toni Grant**, 4-6pm; local news block, 6-6:30pm; **WABC's Art Rust Jr.** with Sports Talk, 6:30-9pm; **WABC's Dr. Judith Kurlansky**, 9pm-midnight; **Ira Fistell**, midnight-3am; and **Ray Briem**, 3-6am. Weekend programming will be announced within the next several weeks. The station retains its ties with the **ABC Information Network** for hourly news and special features. Talking up



the affiliation are (l-r, seated) **Alfred Racco**, VP/GM of WABC; and **Edward McLaughlin**, **ABC Radio Networks** President; (l-r, standing) **Jay Clark**, Operations Director, WABC; **Bob Chambers**, VP/Market Development, ABC Radio Networks; and **Bob Chaisson**, Managing Director of ABC Talkradio.

MUSIC FEATURES

ABC

Silver Eagle:

Alabama (April 17)
Tammy Wynette (April 24)

Watermark:

Soundtrack of the 60's: Hal Blaine, Leon Russell, Memphis Soul Music (April 17-18)
Joe Cocker, Lester Sill, Dion DiMucci (April 24-25)

Global Satellite Network

Rockline:

Rainbow (April 19)

Narwood Productions

Country Closeup:

David Frizzell/Shelly West (April 19)
Loretta Lynn (April 26)

Music Makers:

Les Brown (April 12)
Peggy Lee (April 19)
Ray Anthony (April 26)

National Public Radio

Jazz Alive!:

Art Blakey Salute (April 17)
Carmen McRae, Jack Wilson, Bob Florence, Big Band (April 24)
Steve Kuhn/Sheila Jordan (May 1)
Les McCann, Ernie Watts, Abe Laboriel, Charles Moore (May 8)
Montreux Internat'l Jazz Festival (May 15)
Chano Puzo Tribute (May 22)
George Shearing/John Coates, Jr. (May 29)

NBC

Country Sessions:

Mel Tillis (April 17)
Jerry Jeff Walker (April 24)
Burrito Brothers (May 1)
Tammy Wynette (May 8)
Chet Atkins (May 15)
New Faces Show (May 22)
Tom T. Hall (May 29)
Michael Murphey (June 5)
Terri Gibbs (June 12)

Source

Bob Welch & Friends (April 16-18)

RadioRadio

On Stage Tonight:

Hall & Oates (May 15)
Little River Band (June 5)
Al Jarreau (July 17)

Summer Beach Special:

Six-hour presentation of summer hits during last 15 years (July 3-5)

RKO

Captured Live!:

Debuts with Triumph (April 10-11)
Donnie Iris & Cruisers (April 17-18)
Michael Stanley Band (April 24-25)
Molly Hatchet (May 1-2)

The Hot Ones:

Kim Carnes (April 19-20)

Rolling Stone Magazine Productions

Continuous History Of Rock And Roll:

Todd Rundgren (April 19)
Art Rock/Part II (April 26)
Canadian Rock (May 3)
Doors Profile (May 10)
Sound of San Francisco Part II (May 17)
Memorial Day Tribute to All Rockers Who Have Died (May 24)
Where Rock Began Pt. II (May 31)

TBS Syndications

The Producers:

Phil Ramone (April 18)
Richard Perry (April 25)

United Stations

Weekly Country Music Countdown:

Barbara Mandrell (April 16-18)

Westwood One

Off The Record:

Rolling Stones/Part I (April 16-18)
Rolling Stones/Part II (April 23-25)
Nick Lowe (April 30-May 2)

Special Edition:

Angela Bofill (April 16-18)
Temptations (April 23-25)
Atlantic Starr (April 30-May 2)

Live From Gilley's:

Leon Everette (April 16-18)
Hank Williams Jr. (April 23-25)
Gary Stewart (April 30-May 2)

In Concert:

.38 Special (April 23-25)

Budweiser Concert Hour:

The Time/Bar-Kays (April 23-25)

The Rock Years:

Portrait Of An Era:
1967 (April 16-18)
1968 (April 23-25)
1969 (April 30-May 2)

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*U.S. Patent 4,225,751. Other U.S. and foreign patents pending.

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IV



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VIDEOSCOPE:

JEFF KING

VIDEOSCOPE will return next week.



QUARTERFLASH ON "FRIDAYS" — Geffen artists Quarterflash appeared on "Fridays" recently performing three songs. Pictured on the set are (l-r) the show's Maryedith Burrell and Melanie Chartoff, Quarterflash's Rindy Ross, and cast member Brandice Kemp.

Music On TV

"Solid Gold" 's edition for the week of March 26 stars the Allman Bros. Band, Lacy J. Dalton, Bertie Higgins, Thelma Houston, Rich Little, Bonnie Raitt, and Stevie Woods. . . Home Box Office airs a one-hour concert performance by Stevie Nicks March 27, with subsequent airdates running through mid-April. The Source will simulcast the April 8 airing. . . The Marshall Tucker Band is featured in concert on MTV March 27.

The story of the musical Osmond family comes to TV April 26 on NBC, with Marie Osmond playing her mother, Olive. . . The Academy of Country Music's 17th annual awards show goes out over NBC April 29 live from Knott's Berry Farm in Buena Park, CA. . . Daryl Hall & John Oates are set as guest video jocks on MTV in April. The network has also scheduled an interview with former Beatles drummer Pete Best.

MTV Influencing Album Sales

MTV received some good news in the form of a survey conducted for the network and charter advertiser Pepsi. Five cable systems in three markets where MTV runs were surveyed, and 50% of viewers 12-34 said they watched MTV 4.6 days a week, with an average viewing time of 60.4 minutes on weekdays and 92.6 on weekends. 90% of the 12-17 respondents were aware of MTV, percentages which dropped to 83% 18-24 and 70% 25-34. Viewers asked about greatest influences on record purchases cited MTV by a slim margin over radio and live concerts (67%-66%-66%), while commercial TV was listed by 51%.

Pro:Motions

Hill Upped To National Promo/R&B At MCA

Elmer Hill moves up to National Promotion Manager, R&B Product at MCA Records. Before joining the label a year ago, Hill had been National Promotion Director/Black Product at 20th Century.



Elmer Hill

Hillstrom Joins WLAK As National Sales Manager

Michael Hillstrom has been named National Sales Manager at WLAK-FM/Chicago. His background includes his most recent post at WJYL-FM/Louisville as VP/General Sales Manager.

Maddox New Local Sales Manager At WCAU-FM

Rotha Maddox has been named Local Sales Manager at WCAU-FM/Philadelphia. She transfers over from the National Sales Manager post at WCBS-FM/New York.



Rotha Maddox

Slant Records Spawnd

A new label, Slant Records, has been launched under the leadership of producer John Ferrara. The label's first release is an album by singer/songwriter Ernie Mannix.

Harris Upped To VP/GM WEOK/WPDH

Michael Harris has been elevated to VP/GM of WEOK & WPDH in Poughkeepsie. He will also oversee the operations of Accent Communications, a background music service owned by WEOK Broadcasting. Harris is the former Program Director of WPDH; he is succeeded by morning personality Pete Clark.



Michael Harris

Hurley Named Sales Manager At KKNF-FM

Bill Hurley has assumed the Sales Manager post at KKNF-FM/Oklahoma City. The former station account executive succeeds Mike Nauman who was recently promoted to General Manager.

Brill Promoted To Reg'l Promo At MCA

Billy Brill has been upped to Regional Promotion Manager/West Coast at MCA. His prior experience includes stints at Mercury and as music critic on "PM Magazine."

Freeman Upped To GSM At KHTZ

Jim Freeman, most recently National Sales Manager for Greater Media's KHTZ/Los Angeles, has been promoted to General Sales Manager. Freeman will be replacing Tom Roe at the end of March. Also upped in the sales management reorganization was Gayle Halebian. Ms. Halebian, formerly an Account Executive at KHTZ, will be serving as Local Sales Manager.

Becker Becomes Elektra's NY Publicity Director

Sari Becker has been named New York Publicity Director at Elektra/Asylum Records, coming from an account executive post at Solters & Roskin.

Cooper To Coordinate "Gift Of Music" Campaign

Shelley Cooper has been selected to coordinate the beginning phases of NARM's "Gift Of Music" campaign. She will be responsible for the project's outside advertising agency search; said agency will handle the \$3 million account. Cooper's past experience includes an 11-year stint at Warner Bros. Records.

Groark Appointed National Sales Manager At WRQX

Mary Groark has been named National Sales Manager at WRQX (Q107)/Washington, DC, transferring from a five year account executive stint at WLS/Chicago.

Podolsky, Wodrich Promoted At KNIX

Robert Podolsky has been tapped to fill the General Sales Manager slot at KNIX-AM & FM/Phoenix. He moves in-house from the Local Sales Manager post. In addition, Dick Wodrich has been elevated to National Sales Manager at both stations from his former account executive position.

Thompson Tapped As Director/Talent At Columbia

Howard Thompson has been appointed Director/Talent Acquisition, East Coast A&R at Columbia Records. Thompson had been A&R Manager at CBS Records/U.K.



Howard Thompson

Woody Bowles Company Formed

Former CBS Records/Nashville Director/Press and Public Information, Woody Bowles, has created a self-named company specializing in artist development/public relations. The Nashville-based firm can be reached at (615) 255-5455. Initial clients include the Burrito Brothers and Ricky Skaggs.

Lewow Appointed VP/Promo, A&R At Kat

Louis Lewow has been tapped as VP/National Promotion and A&R at Kat Family Records. Before joining the label, Lewow held the Associate Director/National Promotion position at Epic/Portrait in New York.



Louis Lewow

Cooper, Doe Promoted At Atlantic

Perry Cooper, Atlantic's former Director of Artist Relations/Television has been upped to Senior Director of Artist Relations/Publicity/Television in a recent label restructuring. In his newly-created post, Cooper will direct all three departments. Additionally, Simo Doe has been appointed Director/National Publicity, moving up from her previous Associate Director of National Publicity/Director of Special Markets Publicity slot.

Shrier Joins WRKS-FM As Retail Sales Manager

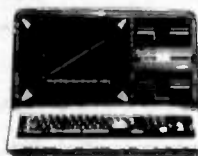
Barry Shrier has been appointed Retail Sales Manager at WRKS-FM/New York. He comes from crosstown rival WKTU where he served as Local Sales Manager.

Ranlar Enterprises Launched

Producers/musicians/writers Larry Byron, Kim Espy, David Hungate, Randy McCormick and James Stroud have partnered in the firm Ranlar Enterprises. Described as full-service, the company plans to promote material to various artists and producers. Two publishing arms, Ranlar Music (BMI) and Jaseppy Music (ASCAP), have been created in conjunction with Ranlar Enterprises. Ranlar Enterprises is located at 50 Music Square West, Suite 907 in Nashville, (615) 327-1075; in Los Angeles (213) 760-2299.

Pardo Appointed Boardwalk Controller

Rick Pardo takes on the position of Controller for the Boardwalk Entertainment Company. Pardo brings with him six years of experience as Controller and Financial Director within the Polygram organization.



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Ratings & Research



JHAN HIBER

Focus Group Focus, Part II

Focus groups are an often-discussed and often-misunderstood aspect of broadcast research. In an attempt to clarify what they are and how a professional might conduct such sessions, I began last week by delving into such topics as who should moderate the panels, how the sample should be selected, and why a station should hire an outside researcher to conduct the focus groups rather than have them done in-house. For those who missed last week's column let me note here that I speak from experience, since much of my research/consulting involves doing focus groups, but that experience is also bound to influence my opinions regarding whether or not a station should do in-house groups. In most researchers' opinion including mine, the objectivity of the outside researcher makes a valuable contribution to the bottom-line worth of your research project.

This week we'll look at what goes on during the sessions, and how you can evaluate the information.

When, Where, How Many?

When should your focus groups be conducted? It depends on who you want to talk to. If females only are forming the discussion groups, then you'll want to have some daytime sessions for the homemakers as well as evening sessions for the growing number of those employed outside the home. If men are to be included in your data base it is usually best to schedule panels after 6pm so they have time to arrive after work. Another session at 8pm (the groups should take no more than 90 minutes) can conclude the evening's work and still get the respondents home at a decent hour.

As a sidelight, it's worth mentioning that you may want to consider having your researcher conduct separate panels consisting of women only or men only. Often the men tend to dominate focus group discussions when the genders are mixed, and although the moderator will try to correct this problem it's often better (and the comments are sometimes more frank) if the focus group makeup is not mixed.

Where should the panels be held? In most large and medium size cities there will be reputable research firms that have as part of their setup a conference-style room used for focus groups. The room will be wired for sound and will have at one end a one-way mirror so station personnel may sit undetected and watch the proceedings. Part of the additional cost of using a professional researcher versus an in-house approach comes from the rental and proper setup of such a facility, but the results are worth it.

By the way, if you reside in a smaller community without a significant market research facility you should take a look at the availability of such a room at a local university or college. Last year I did groups in Fargo, ND, and used a room at North Dakota State University that proved most workable, complete with audio taping of the

discussions so I could later listen and evaluate the comments.

How many? That can refer to both the number of participants in each focus group as well as the number of groups that need to be done. Generally you don't want more than 10-12 people in the groups, as more makes it difficult for everyone to have a chance to render their opinions on the topics. As for the number of sessions themselves, usually 4-7 is sufficient, depending on the population in the market and other factors such as geography.

In cohesive, medium-size markets in the Midwest, four groups have often been enough to derive useful feedback. In a large Eastern city there was a socioeconomic and geographic split in the town, so several groups were done on each side of the city. Last year in Chicago we set up seven panels but because the comments were so consistent in the first six the last group was cancelled. If you feel, as did the Chicago broadcaster, that the necessity for more groups is lessened by the similarity of the comments in the initial sessions, discuss this with your researcher. One more panel may not elicit any breakthroughs but will cost you more money, so if you feel that more than five panels are redundant tell your researcher so. He/she may have a valid reason for wanting to do more (other than the need to make money off your project), and if so should be able to explain that reason to you in words of less than 12 syllables.

The Moderator

Assuming the sample of focus group participants has been carefully selected, the other key step towards having successful groups is a good moderator. This person should be supplied by the research firm you hire or should be recommended by it. He/she should not be a station employee but should have a good track record doing groups that relate to radiocasting (check references).

The moderator, or facilitator, greets the panelists, distributes the pre-discussion questionnaire, and stimulates and guides the discussions. The

Week In Review

Birch Signs Fairbanks, Opens Los Angeles Office

Tom Birch, President of the Birch Report, tells R&R that his firm "has brought in the Fairbanks group of stations in Boston, Indianapolis, Dallas-Ft. Worth, and West Palm Beach. Fairbanks will be supporting both monthly and quarterly reports," Birch added.

To serve its new West Coast clientele, Birch has opened up an office in Los Angeles. Located at 1606 N. Argyle St. in L.A., the office will be headed by former Mediastat West Coast Manager Ken Gross. Birch's L.A. phone number is (213) 466-

1363. According to Tom Birch his company has signed up 10 L.A. stations as clients, either converting Mediastat contracts or bringing aboard new stations.

BGW To Market CAC

BGW, a consulting and marketing division of the Insilco group, has formed an alliance with Sam Paley's Custom Audience Consultants firm. According to Paley BGW "will market our services nationally," and has already lined up the Gannett group as CAC customers. CAC had previously been consulting the Insilco group of stations, headed by Fred Walker.

moderator must try to overcome conversational logjams, spur discussion, and keep the people on the specific topics the station wants discussed or probed. Above all, the moderator must not utter his/her opinions or in any way try to influence the outcome of the discussions. Extreme objectivity and sensitivity is required of the focus group facilitator.

Discussion Phase

Once the panelists have filled in the questionnaire (mentioned last week), it is up to the moderator to get the comments and discussion flowing. I often have each person get used to the topic and used to talking in front of the rest of the group by having them tell us about themselves, and what their favorite radio station is. After each person has had his or her say, you can proceed into the main part of the discussion phase by using a segue such as, "It seems there are many here who listen to KXXX. Joe, you liked the station — why?" Comments will then begin to flow from Joe and others, everyone's body language will relax, and the initial nervousness will be overcome.

What sort of topics might come up during the focus group discussions? Depends on what is of interest to the station. I've normally found that you can delve into 6-10 topics and have enough time to probe usefully. For example, your station may want to get feedback on the new morning drive DJ; perhaps there is a desire to see if the target demo is picking up on your format revision; have the focus group members cued the new station in town, and if so, what has been their reaction; do they feel your station is getting better or worse in the last six months; what is the feeling about AM vs. FM in your market, etc. Reactions to these kinds of key topics are so varied by market that to generalize nationally from the focus group results is foolish.

One of the most useful ways focus groups can be helpful is through testing of TV spots or advertising story board ideas. Reaction to your TV commercials (or those of your competition) can often be eye-opening. What might seem like the greatest idea in captivity when your ad agency explains it can come up el-stinko when the public sees it on the

tube. Stations planning a major TV buy — six figures or more — should not air that schedule until the spots involved are tested through focus groups.

Evaluation & Followup

Once the groups have been conducted, where do you proceed? First, avoid the temptation to make ironclad decisions based on your viewing of some or all of the groups' sessions. Your perceptions will be clouded by the fact that you are a station staffer. You are certainly entitled to your opinions and reactions to the groups, but try to keep an open mind until the researcher has concluded the analysis of the questionnaires and discussion tapes.

The research firm should evaluate the pre-discussion questionnaires and tally that data into a section of the written summary report (not a long one) that you'll receive. The discussion comments should be grouped by topic and any variances between the questionnaire response to a topic and the discussion comments on that topic noted. Areas of great congruence probably need not be pursued further.

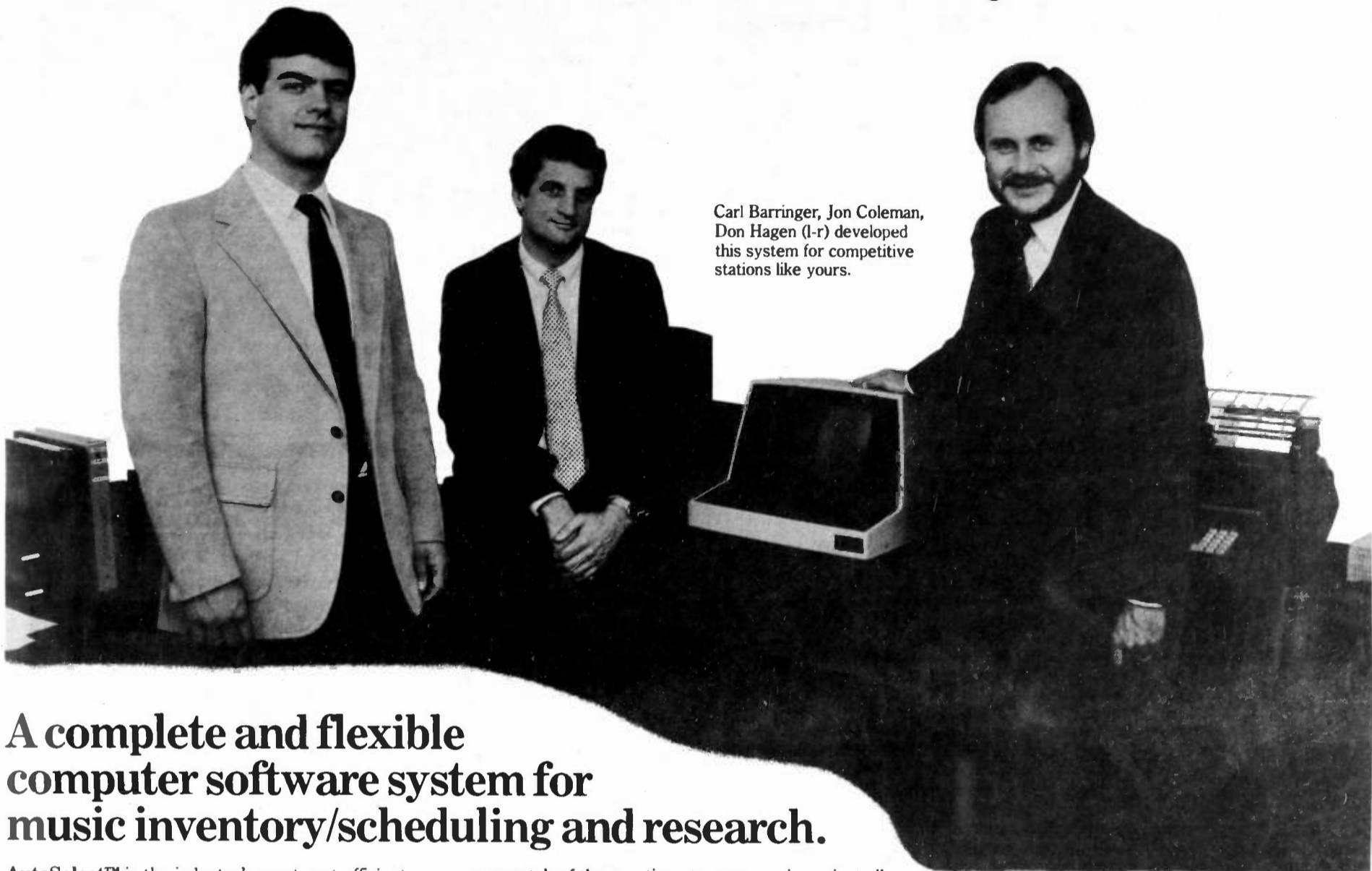
Items of great interest to the station, or areas where there was disagreement on the part of the focus group respondents should be followed up in a broadly-based telephone survey. This survey, which should generate several hundred usable interviews, will give a reliable data base from which you can make decisions. Focus groups in most cases do not provide that basis. Stations that make life-or-death decisions (such as format changes) based on just focus groups are making bad decisions.

Worth Doing Right

In a nutshell, focus groups are a sensitive but useful market research tool. They can be done in-house by station personnel but I'd strongly suggest that a station consider using an objective outside researcher to do the project. Finally, keep in mind that in almost all cases (testing of story boards and TV spots perhaps being the exception) that groups should be followed up with telephone surveys that can refine your positioning and enhance your ratings.

Good luck with your focus group project. Let me know if you have any questions about topics that space perhaps did not allow me to deal with fully.

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RATINGS REPORT

ARBITRON RADIO

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

Mobile			METRO RANK 84		
Share Trends			Persons 12+		
POP (00): 3604			Mon-Sun 6AM-Mid		
Fall '80	Spring '81	Fall '81	Fall '80	Spring '81	Fall '81
1 WKSJ-FM 20.1	1 WKSJ-FM 23.8	1 WKSJ-FM 19.3 (C)	1 WDEF-AM 16.8	1 WDEF-AM 13.5	1 WSKZ-FM 15.5 (M)
2 WKRC-FM 13.5	2 WABU-FM 14.7	2 WKRC-FM 13.7 (A)	2 WSKZ-FM 14.8	2 WSKZ-FM 13.5	2 WDEF-FM 10.3 (M)
3 WABU-FM 11.5	3 WKRC-FM 13.0	3 WBLX-FM 12.0 (M)	3 WFLI-AM 12.4	3 WJTT-FM 11.4	3 WJUU-FM 9.2 (C)
4 WQJK-AM 10.9	4 WBLX-FM 9.6	4 WKRC-FM 11.4 (M)	4 WDEF-FM 11.4	4 WDEF-FM 11.2	4 WDEF-AM 8.5 (AC)
5 WKRC-AM 10.5	5 WKRC-AM 7.0	5 WKRC-AM 7.5 (M)	5 WSIM-FM 9.6	5 WJUU-AM 8.9	5 WJUU-AM 6.2 (C)
6 WBLX-FM 9.0	6 WQJK-AM 6.4	6 WQJK-AM 7.4 (M)	6 WJUU-AM 9.2	6 WFLI-AM 7.9	6 WJUU-AM 5.8 (M)
7 WPLR-FM 6.1	7 WPLR-FM 6.2	7 WPLR-FM 6.8 (M)	7 WQW-AM 4.2	7 WJUU-FM 7.0	7 WKXC-FM 2.7 (M)
8 WABU-AM 3.5	8 WABU-AM 3.0	8 WUNI-AM 3.3 (C)	8 WNUJ-AM 2.8	8 WQW-AM 6.4	8 WNUJ-AM 2.7 (M)
9 WMUB-AM 3.3	9 WUNI-AM 2.8	9 WKSJ-AM 2.1 (C)	9 WMUC-AM 2.4	9 WNUJ-AM 2.9	9 WJUU-AM 2.2 (C)
10 WKSJ-AM 2.0	10 WMUB-AM 2.5	10 WMUB-AM 2.1 (M)	10 WKXC-FM 1.7	10 WJSQ-FM 2.5	10 WMUC-AM 1.7 (M)

Adults 18-34		Adults 26-54	
Mon-Sun 6AM-Mid		Mon-Sun 6AM-Mid	
RANK	STATION	RANK	STATION
1	WABU-FM	1	WKSJ-FM
2	WKSJ-FM	2	WABU-FM
3	WBLX-FM	3	WBLX-FM

Chattanooga			METRO RANK 85		
Share Trends			Persons 12+		
POP (00): 3570			Mon-Sun 6AM-Mid		
Fall '80	Spring '81	Fall '81	Fall '80	Spring '81	Fall '81
1 WDEF-AM 16.8	1 WDEF-AM 13.5	1 WSKZ-FM 15.5 (M)	1 WDEF-AM 16.8	1 WDEF-AM 13.5	1 WSKZ-FM 15.5 (M)
2 WSKZ-FM 14.8	2 WSKZ-FM 13.5	2 WDEF-FM 10.3 (M)	2 WSKZ-FM 14.8	2 WSKZ-FM 13.5	2 WDEF-FM 10.3 (M)
3 WFLI-AM 12.4	3 WJTT-FM 11.4	3 WJUU-FM 9.2 (C)	3 WFLI-AM 12.4	3 WJTT-FM 11.4	3 WJUU-FM 9.2 (C)
4 WDEF-FM 11.4	4 WDEF-FM 11.2	4 WDEF-AM 8.5 (AC)	4 WDEF-FM 11.4	4 WDEF-FM 11.2	4 WDEF-AM 8.5 (AC)
5 WSIM-FM 9.6	5 WJUU-AM 8.9	5 WJUU-AM 6.2 (C)	5 WSIM-FM 9.6	5 WJUU-AM 8.9	5 WJUU-AM 6.2 (C)
6 WJUU-AM 9.2	6 WFLI-AM 7.9	6 WJUU-AM 5.8 (M)	6 WJUU-AM 9.2	6 WFLI-AM 7.9	6 WJUU-AM 5.8 (M)
7 WQW-AM 4.2	7 WJUU-FM 7.0	7 WKXC-FM 2.7 (M)	7 WQW-AM 4.2	7 WJUU-FM 7.0	7 WKXC-FM 2.7 (M)
8 WNUJ-AM 2.8	8 WQW-AM 6.4	8 WNUJ-AM 2.7 (M)	8 WNUJ-AM 2.8	8 WQW-AM 6.4	8 WNUJ-AM 2.7 (M)
9 WMUC-AM 2.4	9 WNUJ-AM 2.9	9 WJUU-AM 2.2 (C)	9 WMUC-AM 2.4	9 WNUJ-AM 2.9	9 WJUU-AM 2.2 (C)
10 WKXC-FM 1.7	10 WJSQ-FM 2.5	10 WMUC-AM 1.7 (M)	10 WKXC-FM 1.7	10 WJSQ-FM 2.5	10 WMUC-AM 1.7 (M)

Adults 18-34		Adults 26-54	
Mon-Sun 6AM-Mid		Mon-Sun 6AM-Mid	
RANK	STATION	RANK	STATION
1	WSKZ-FM	1	WJUU-FM
2	WJUU-FM	2	WSKZ-FM
3	WQW-AM	3	WDEF-FM

Bridgeport			METRO RANK 86		
Share Trends			Persons 12+		
POP (00): 3526			Mon-Sun 6AM-Mid		
Fall '80	Spring '81	Fall '81	Fall '80	Spring '81	Fall '81
1 WEZN-FM 14.8	1 WEZN-FM 16.0	1 WEZN-FM 15.9 (M)	1 WEZN-FM 14.8	1 WEZN-FM 16.0	1 WEZN-FM 15.9 (M)
2 WICC-AM 14.8	2 WICC-AM 15.7	2 WICC-AM 13.9 (AC)	2 WICC-AM 14.8	2 WICC-AM 15.7	2 WICC-AM 13.9 (AC)
3 WNBC-AM 7.3	3 WNBC-AM 7.4	3 WNBC-AM 7.5 (AC)	3 WNBC-AM 7.3	3 WNBC-AM 7.4	3 WNBC-AM 7.5 (AC)
4 WKCI-FM 7.3	4 WNAU-AM 7.4	4 WKCI-FM 4.9 (M)	4 WKCI-FM 7.3	4 WNAU-AM 7.4	4 WKCI-FM 4.9 (M)
5 WNAU-AM 7.2	5 WKCI-FM 5.5	5 WKCI-FM 4.9 (M)	5 WNAU-AM 7.2	5 WKCI-FM 5.5	5 WKCI-FM 4.9 (M)
6 WPLR-FM 7.0	6 WPLR-FM 5.4	6 WDJZ-AM 4.9 (M)	6 WPLR-FM 7.0	6 WPLR-FM 5.4	6 WDJZ-AM 4.9 (M)
7 WJUU-AM 5.7	7 WDJZ-AM 4.6	7 WJUU-AM 4.3 (M)	7 WJUU-AM 5.7	7 WDJZ-AM 4.6	7 WJUU-AM 4.3 (M)
8 WDJZ-AM 4.2	8 WKCI-FM 3.7	8 WPLR-FM 4.1 (A)	8 WDJZ-AM 4.2	8 WKCI-FM 3.7	8 WPLR-FM 4.1 (A)
9 WJUU-AM 2.2	9 WJUU-AM 3.4	9 WKCI-FM 3.2 (A)	9 WJUU-AM 2.2	9 WJUU-AM 3.4	9 WKCI-FM 3.2 (A)
10 WJUU-AM 2.0	10 WJUU-AM 2.3	10 WJUU-AM 2.5 (M)	10 WJUU-AM 2.0	10 WJUU-AM 2.3	10 WJUU-AM 2.5 (M)

Adults 18-34		Adults 26-54	
Mon-Sun 6AM-Mid		Mon-Sun 6AM-Mid	
RANK	STATION	RANK	STATION
1	WICC-AM	1	WICC-AM
2	WKCI-FM	2	WEZN-FM
3	WPLR-FM	3	WNBC-AM

The Birch Report

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

Cincinnati

WEBN Gains, Leads By Eight;
WCKY On The Rise;
WYYS Softer

	Nov./Dec.	Dec./Jan.	Jan./Feb.
WEBN (A)	12.7	13.9	18.6
WKRQ (R)	13.8	12.1	10.6
WKRC (AC)	8.3	9.2	8.6
WLW (AC)	8.6	9.2	7.7
WUBE (C)	7.6	6.5	6.7
WWEZ (BM)	7.1	6.8	6.7
WCKY (AC)	4.7	5.6	6.2
WMLX (BB)	5.6	5.2	5.8
WRRM (AC)	6.2	4.7	5.6
WYYS (AC)	7.6	5.0	3.7
WSAI (C)	2.3	2.6	2.3
WSAI-FM (C)	2.0	2.0	2.3
WCIN (B)	3.3	1.6	2.1
WBLZ (B)	1.4	1.2	1.7
WLYK (BM)	1.8	2.0	1.7

Kansas City

KYYS, WDAF Slip But
Remain 1-2; KBEQ Moves
To Third; KUDL Down
Two; KFKF Gaining

	Nov./Dec.	Dec./Jan.	Jan./Feb.
KYYS (A)	15.0	14.3	13.4
WDAF (C)	11.5	13.2	11.7
KBEQ (R)	8.4	8.0	9.6
KUDL (A)	8.6	10.3	8.3
KMBR (BM)	6.6	7.7	7.9
KPRS (B)	3.5	3.4	6.8
KJLA (BB)	5.6	6.9	5.8
KFKF (C)	4.1	4.5	5.5
KCEZ (BM)	5.0	4.4	5.2
KCMO (N)	8.0	6.0	4.7
WHB (AC)	5.9	5.2	4.0
KMBZ (AC)	7.8	5.0	3.9
KSAS (A)	1.1	2.2	2.5
KXTR (CL)	.9	1.3	1.4
KRKR (R)	-	-	1.2
KLDY (O)	.4	.5	1.1

Tampa-St. Petersburg

WRBQ Strengthens Lead;
WQXM Jumps To Second;
WYNF, WFLA Stronger;
WQYK Down Four

	Nov./Dec.	Dec./Jan.	Jan./Feb.
WRBQ (R)	15.8	12.9	13.4
WQXM (A)	6.5	6.1	8.6
WDAE (BB)	5.4	6.3	8.0
WYNF (A)	4.5	5.5	7.4
WWBA (BM)	10.0	9.0	6.9
WFLA (AC)	4.7	5.2	6.3
WQYK (C)	11.8	10.2	6.1
WJYW (BM)	5.6	6.5	5.8
WSUN (C)	4.4	5.0	5.4
WCKX (R)	7.8	6.7	4.9
WPLP (T)	2.6	3.6	3.8
WFLA-FM (BM)	3.1	2.3	3.4
WTMP (B)	2.2	2.2	3.2
WSRZ (AC)	2.5	2.5	2.3
WWLF (BB)	1.1	1.6	1.4
WNSI (N)	1.4	1.2	1.1
WPSO (O)	.3	1.0	1.0

Phoenix

KDKB Moves To
Double Digits; KTAR Climbs
To Second; KNIX-FM
Slides, KOPA Jumps

	Nov./Dec.	Dec./Jan.	Jan./Feb.
KDKB (A)	9.9	9.8	10.4
KTAR (N)	7.1	8.5	9.8
KNIX-FM (C)	11.3	10.6	8.8
KQYT (E)	5.1	6.5	7.5
KZZP-FM (R)	6.6	6.7	7.5
KOPA (R)	3.2	3.7	6.1
KMEO-FM (BM)	5.7	5.5	6.0
KOY (AC)	5.5	5.6	5.1
KUPD (A)	6.1	5.8	5.1
KUKQ (U)	5.9	5.4	4.2
KOOL (AC/O)	4.3	4.3	3.8
KBBC (AC)	2.6	2.2	3.0
KSTM (A)	1.8	2.7	2.7
KJJJ (C)	1.2	1.8	2.5
KHEP-FM (CL)	2.4	2.0	2.1
KJJJ-FM (C)	3.0	3.3	2.0
KNIX (C)	2.4	1.1	1.2
KZZP (R)	1.2	1.0	1.2
KARZ (AC)	2.0	1.6	1.1
KMEO (BM)	.6	.7	1.1
KFLR (RL)	.7	1.2	1.0

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Sales



JONATHAN HALL

INTRODUCING A NEW R&R COLUMN

Sales In The 80's

Perhaps the single biggest opportunity of the 80's for the radio industry will be in renewed cooperation between the programming and sales departments. This column will be dedicated to that premise.

● Mapping a sales blueprint for radio in the eighties is tricky at best, but there appears to be lots to discuss. For example, in future columns I'll explore how stations are controlling inventory, both from the standpoint of who's dictating number of units per hour and how spots are distributed throughout the day.

We'll also get into retail success stories and touch on how sales promotions are packaged. I'd like also to get your ideas on sales training — how much is being done and how often, and when and how effectively are sales consultants being used. And, of course, I want to discuss the concept of "is more better?" in determining the size of sales departments.

And we'll explore different station philosophies of pricing units — ROS (run of schedule), dayparts, bulk, yearly, etc. We'll also look at how some stations are successfully selling off-hours — Sundays, 6-10am Saturdays, and overnights.

In addition, I'll be delving into how different stations relate to ad agencies and retail accounts. For example, at the recent RAB Managing Sales Conference in Dallas, WOR/New York General Sales Manager Milt Melinger noted that his most experienced sales people were concentrating more on local clients than on agencies.

On The Air/On The Sales Trail

Returning to the original premise for this column, that of renewed cooperation between sales and programming, I'd like to go out on a limb for a minute. Taking that concept a step further, as this decade progresses, it will be even more common to see air personalities selling time, as a few already do.

And why not? Air personalities (AP's) can easily fill account executive (AE) positions that require creativity and knowledge of radio. With general managers increasingly coming from the ranks of programming, the motivation of adding "sales" to the resume is compelling.

Again with the proper motivation and training, I don't think it too far-fetched that an air personality might do a three-hour shift, then hit the streets. Coupled with "Jock B-O" (burnout), the desire to work five-day weeks, the rising availability of excellent network and syndicated weekend and fill programming, and the need to have additional challenges and revenue, many air personalities may be ready to swing both ways — AP/AE.

WGMS:

Sales/Programming Cooperation

■ Regardless of whether the above scenario becomes reality, there already exists an attitude of programming/sales cooperation in many stations that results in increased profits and a healthier station environment. One example is WGMS/Washington. Recently I visited the station and learned that this cooperation is one of the target reasons WGMS is up 60 percent over last January and February respectively.

Initially in my visit I heard things like: "We do consultant sales calls, we don't sell the book," and "we sell against print not radio." Sound familiar?

Of course. But when I pushed to discover what was behind those words, I learned that in the hearts and minds of the WGMS sales

"Targeting" is the most important process at WGMS.

management, the perception is that these are truly the techniques that have worked. Asked why they don't seem to work across the board to make every station a sales winner, the reply there was unanimous agreement that other stations didn't practice what they preach.

While "many stations can recite RAB principles, not many are practicing them," says WGMS Retail Sales Manager Joan Homa. General Sales Manager Mike Ferrel and VP/GM Jerry Lyman agreed. Their

- Topics for future discussion outlined.
- Programming/Sales cooperation could be radio's key to continued success.
- ▶ WGMS/Washington uses "consultant sell" techniques.



WGMS Sales Team — Pictured (l-r) are Joan Homa, Retail Sales Manager; Michael Ferrel, General Sales Manager; Jerry Lyman, Senior VP/General Manager; and Barbara Taylor, Director of Advertising and Promotion.

philosophy in a nutshell is that if you don't concentrate on individual months, you can have great sales in January and February.

Before getting into general sales philosophy, I asked Joan to detail how she approaches direct sales. One important discovery is that directs are never given to "the new kids," rather to persons skilled in conceptual selling and preparing formal presentations.

The ideas aren't new, Joan repeats, "it's just that we follow them." For example, every consultant sell begins with asking the retailer 901 questions, Joan insisted. Asked where leads are derived, she lists the normal avenues — newspaper ads, watching new construction, etc. Mike is adamant that "targeting" is the most important process at WGMS and that station sales persons go after accounts regardless of whether they've previously used radio.

Determining Client Needs

▶ Included in the consultant sales approach is determining what the client needs — for example, what's sitting on the shelves that's not moving. Back at the station there is a great deal of emphasis put on research, including products and categories of products.

Very important in the process is the showing up on the second call with a spec spot and written copy. Interestingly, WGMS PD Paul Teare is brought into many creative sessions leading to the final ideas. And oftentimes it is the Director of Advertising and Promotion who interfaces between programming and sales.

This approach, according to the WGMS

team, produces results. And it often works without the retailer knowing how it works. Advertising and Promotion Director Barbara Taylor concentrates more on sales promotions than on strictly on-air promotions. Barbara cites the TM package of jingles, which has worked for the station. With it she helps give the illusion that the station has created a special package just for the client. She notes it takes more work to create an in-store campaign designed to create traffic than a simple come-building promotion, but believes the payoff from increased sales is worth it.

Next, we can customize print, sales info and even point of purchase displays, says Lyman. He's recently begun working with free-lance talent to better control the total environment of a campaign.

Another of Lyman's innovations at WGMS has been to put station commissions on a sliding scale while maintaining a tight inventory. At WGMS higher-priced spots get on the air first. And of course the commission on those spots is greater. Additionally, a higher commission is paid for retail advertising.

Two other ways that WGMS operates is to have a phone line for listeners to call regarding services needed. Naturally, WGMS advertisers are the ones mentioned. "That also gets you out of the trap that a commercial is gone in sixty seconds," adds Joan, explaining that listeners also call to get missed phone numbers.

And at WGMS every new client is given numerous on-air welcomes. One problem with clients new to radio is that other stations will hear them and go calling the next day, Lyman said. "We've gone so far as to warn new radio clients they should expect calls from the other stations," Mike noted. He explained that because they are using a strict consultant sell approach that it has been rare for a new account to ever back out of a contract.

WGMS works to have an MOR format appeal despite the fact that it programs Classical, according to Lyman. "We essentially do cash call type of promotions with listeners having to actually be listening to win."

For example, the "Are you listening?" promotion has advertisers contributing prizes — dinners, etc. Only advertisers are allowed to participate, but the promotion is kept separate from the advertising schedules.

Finally, several of the on-air personalities are contractually bound to do live appearances. But they are encouraged to have lots of visibility which often turns into freelance work for them. "I know other managers don't agree, but I like hearing my talent on other stations," Lyman concluded.

NEXT WEEK: Selling Beautiful Music.

REP NEWS

McGavren Guild Research Adds Three

McGavren Guild's Research Department has promoted Cathy Calhoun to Research Manager/Client Services from research analyst, while

Frank O'Neill becomes Research Manager/Computer Systems from research analyst, and Andrea Simon joins as research analyst from positions at Buckley and Selcom... McGavren has picked up WMAK-AM & FM/Nashville; KGNO/Dodge City, KS; and KRPL-AM & FM/Moscow, ID for representation.

RAR now represents KFOG/San Francisco... Hillier, Newmark & Wechsler has picked up KLRZ/Salt Lake City and KEYY/Provo... Eastman now reps WMJX/Boston and KBEO/Kansas City... Major Market becomes rep for WKMI/Kalamazoo, MI... Katz has taken over representation for KALB & KTIZ/Alexandria, LA.



Cathy Calhoun



BLAIR CHAIRS AOR SALES SESSION — WHDH & WCOZ/Boston and Blair Radio organized a one-day Boston meeting of AOR managers to discuss mutual problems in selling the format to agencies and advertisers interested in adults, rather than the 12-24 segment AOR has specialized in. Pictured (l-r, rear) are WCOZ VP/GSM Bill Wayland, WCOZ VP/Station Manager Dick Borel, WPLJ/New York VP/GM Joe Parish, WRIF/Detroit VP/GM John Hare, WRIF National Sales Manager Henry Grambergh, Blair Radio Research Director Bob Galen, and WPLJ GSM Marc Morgan; (l-r, front) WMJQ/Rochester President/GM Rand Gottlieb, WMJQ GSM Chuck Hill, WHDH & WCOZ President/GM Dave Croninger, Blair Radio President John Boden, and Blair Director of Station Relations Dick McCauley.

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KZFM	BJ105	WAEV
KINT	WGH	KVOL
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STREET TALK

Anyone who was looking to hire KZZP/Phoenix's ace morning personality Jonathan Brandmeier had better look twice. Since his contract was almost up, Western Cities wisely had Jon renegotiate for another year (new pact ends 3-31-83), dashing the hopes of 11 stations who had firmly offered Brandmeier work elsewhere.

Sad, but true... Record World did not publish this week. And it's unclear as to whether the situation is temporary or permanent. Depending on whom you talk to within the financially troubled publication, Record World will either be back after a short hiatus, or this is indeed the end for one of the industry's "slick trades."

KSFX/San Francisco will likely be the second addition to the ABC Talkradio network (WABC/New York announced first, see Page 10). Look for the ABC O&O "by the bay" to hook up with the satellite in early May.

Now that Bob Feineigle has moved out of his Epic AOR Promotion post (see Page 3), look for Rich Totoian to take his place with Harvey Leeds also getting increased responsibilities as Epic's Associate Director of AOR Promotion.

Looks like Phil Zeni is out as VP/GM at KAAY & KLPQ/Little Rock. Temporarily filling in is Billy Wilson from KEEL/Shreveport, with Carl Hamilton set to be Zeni's permanent replacement.

After six months, Billy Bass is no longer VP/National Pop Promotion for Motown.

George Williams is physically changing addresses from Satellite Music Network's offices in Atlanta to the net's headquarters in Dallas. No other changes... just his location. He'll be moving in mid-April.

WKSX/Cleveland, contrary to an official-looking press release sent out last week, is not changing formats from Country to A/C. GM David Gerard called R&R Monday (3-22), the same day the station was alleged to be switching formats, with the news that the press release was erroneous. Where did the release come from? The station is in the process of tracking down the guilty party right now and feels that it was probably a disgruntled former employee.

Word out of San Francisco this week had Sony Corporation asking all the Bay Area broadcasters which AM Stereo system they preferred or planned to install.

WDRQ/Detroit has applied for the new call letters: WUBN. Does that stand for "Urban" maybe?

After 7½ months, the strike at WTFM/New York has been settled. The AFTRA employees went out August 1 in a dispute with management, but now with Doubleday about to take over, the union and Heftel (the present owner) have ironed out their differences, with AFTRA members back on the job Tuesday (3-23).

Mac's Comin' Back

With all the talk about and evidence from "solo careers," the speculation has been heavy that we might have seen the last of Fleetwood Mac performing as a group. Not so.

The group will have its new album completed for a June 6 release on WB, and then will tour. However, the plans now call for 10 to 15 dates, covering the U.S. in both large arenas and small venues, with all dates being videotaped and edited into a cable TV special. The group will *not* do the rumored giant pay-for-play farewell concert a la the Rolling Stones.

Although Fleetwood Mac continues to manage itself through Mick Fleetwood, Irving Azoff has been retained by the Mac as tour coordinator for what could be the last stand.

Congratulations to KIQQ/Los Angeles GM George Wilson and PD Paula Matthews on their recent marriage. This may be the closest working relationship between a manager and a programmer anywhere in the country!

WWYZ/Waterbury (Hartford/New Haven) is looking for an A/C programmer. This station has launched more than a few successful careers. If you're interested and qualified, call consultant Bob Henabery in New York... (212) 753-6513.

Howard Clark, PD of KEEL & KMBQ/Shreveport, has exited to become PD at KYKX/Longview, TX. Replacing Howard at KEEL is John Frost, and at KMBQ the new PD is Jay Frazier. Both John and Jay were promoted from within.

Steve Gibbons has been promoted from mornings to PD at KRNT/Des Moines. He replaces former PD Scott Huskey, who has left the station.

KIOY/Fresno has almost an entire new staff: Bob Sieloff is GM, John Berry is PD, Ron Rogers is MD. The new station owner is Western Sun Communications.

Rick Gilbert has been named PD at KSEL/Lubbock, and Steve Coggins is now Operations Director.

WAZY(AM)/Lafayette is changing call letters to WFTE and adopting an A/C format. This should avoid the confusion with CHR WAZY-FM.

Los Angeles radio personality Dick Whittington broke his nose when involved in an auto accident in Southern California last week. "Sweet Dick," who told officers his last job was with KAVR/Apple Valley, CA, was taken to the hospital for treatment.

Get well wishes to Hella Hauer, wife of Atlantic Records' Gunter Hauer. Hella suffered a heart attack last week, but she is now resting comfortably at home and is expected to make a full recovery.

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ALBANY OR	KGON	DAYTON OH	WAZU	MACON GA	WRBN-FM	SALEM OR	KGON
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ANCHORAGE AK	KRKN	DULUTH MD	KODS	MERIDIAN MS	WJOO	SANTA FE NM	KWXL
ANN ARBOR MI	WLLZ	EAU CLAIRE WI	WOKL	MIAMI FL	WCKO	SAVANNAH GA	KZOK
APPLETON WI	WKAU	EL PASO TX	KLAQ	MILWAUKEE WI	WOFM	SEATTLE WA	KISW
ASHEVILLE NC	WBMS	EUGENE OR	KZEL	MINNEAPOLIS MN	KDWB-FM	SIoux FALLS SD	KKRZ
ATLANTA GA	WKLS	EVANSVILLE KY	WHKC	MISSOULA MT	KYLT	SOUTH BEND IN	WAOR
ATLANTIC CITY NJ	WMAR	FARGO ND	KOWB	MOBILE AL	WABB	SPRINGFIELD MA	WCCC
AUGUSTA GA	WYMX	FLINT MI	WWCK-FM	MODESTO CA	KHOP-FM	SPRINGFIELD MO	KRFG
AUGUSTA ME	WBLM	FRESNO CA	KKDJ	MONTGOMERY AL	WLSO	SPRINGFIELD OH	WAZU
BAKERSFIELD CA	KMET	FT LAUDERDALE FL	WCKO	MORRISTOWN NJ	WNEW-FM	STAUNTON VA	WJSY
BALTIMORE MD	WYYY	FT WAYNE IN	WXXE	NASHVILLE TN	WKOS-FM	STUEBENVILLE OH	WOMP
BANGOR ME	WLKN	GRAND RAPIDS MI	WLAV-FM	NEW BEDFORD MA	WBRU	STOCKTON CA	KSTN
BATTLE CREEK MI	WLVF-FM	GREEN BAY WI	WKAU	NEW HAVEN CT	WCCC	ST CLOUD MN	KDWB-FM
BEAUMONT TX	KZOM	GREENSBORO NC	WKZL	NEW ORLEANS LA	WRNO-FM	ST LOUIS MO	KWK
BECKLEY WVA	WOAY	GREENVILLE NC	WITN	NEW YORK NY	WNEW-FM	SYRACUSE NY	WSYR
BILOXI MS	WABB	GREENVILLE SC	WOCK	NORFOLK VA	WMYK WZAM	TALLAHASSEE FL	WOWD
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BOSTON MA	WAAF	HUNTINGTON WVA	WPRT	OXNARD CA	KBBY	TOPEKA KS	KYYS
BUFFALO NY	WPHD-FM	HUNTSVILLE AL	WOEN	PANAMA CITY FL	WPFM	TRENTON NJ	WMMR
CAMBRIDGE MD	WESP	INDIANAPOLIS IN	WFBO	PARKERSBERG WV	WIBZ	TRI-CITIES WA	KIOK
CELINA OH	WKKI	ITHACA NY	WVBR	PEORIA ILL	WWCT	TUCSON AZ	KLPX
CHAMPAIGN IL	WLRW	JOHNSON CITY TN	WIMZ	PHILADELPHIA PA	WMMR	UTICA ROME NY	WSYR
CHARLESTON WV	WKLC	KALAMAZOO MI	WLAV-FM	PHOENIX AZ	KUPD	WASHINGTON D.C	WWDC-FM
CHARLESTON SC	WTWF	KANSAS CITY MO	KYYS	PITTSBURGH	WXXX	WATERTOWN NY	WOTT
CHARLOTTE NC	WROO	KEY WEST FL	WWUS	PORTLAND ME	WBLM	WHEELING WV	WOMP-FM
CHAT TANOOGA TN	WKXC	KNOXVILLE TN	WIMZ	PORTLAND OR	KGON	WICHITA FALLS TX	KKOV
CHEYENNE WY	KKAZ	LAFAYETTE IN	WXUS	POUGHKEEPSIE NY	WPDH	WICHITA KS	KICT-FM
CHICAGO IL	WMET	LAFAYETTE LA	KTOY	PROVIDENCE RI	WAAF	WILKES-BARRE	
CINCINNATI OH	WEBN-FM	LAKELAND FL	WOPD	PUEBLO CO	KILO	SCRANTON PA	WEZX
CLEVELAND OH	WWWV	LANSING MI	WLAV-FM	RALEIGH DURHAM NC	WITN	WILMINGTON DE	WMMR
COLORADO SPRINGS CO	KILO	LAS VEGAS NV	KENO	REDDING CA	KRDG	WILMINGTON NC	WHSL
COLUMBIA SC	WNOK	LEXINGTON KY	WKOO	RENO NV	KCBN	WORCESTER MA	WAAF
COLUMBUS GA	WCGO	LINCOLN NE	KEZO	RICHMOND IN	WRIA	W PALM BEACH FL	WCKO
		LITTLE ROCK AR	KKYK	RIVERSIDE CA	KOLA	YAKIMA WA	KATS

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JOEL DENVER

A LOOK AT HIS PERSONAL SUCCESS

Dr. Don Rose's 2000th KFRC Show

"I guess I haven't changed that much in all these years. I guess I'll celebrate this 2000th show with a cheap bottle of wine and a fine woman... or is it the other way around (rimshot)?" announced Don at the top of his show, Thursday, March 4. It was an important day, for it was the 2000th show he'd done at KFRC/San Francisco, since joining the station in 1973.

I listened to a tape of Don's show, and from the time it started to its conclusion, it was a series of gags, whistles, bells, drop-ins, and assorted groans from Lulu Belle the Cow, Roscoe the Dog, plus a cast of fast-moving characters running in and out of doors, causing Don to hit line after line. I haven't laughed so hard while listening to a tape in a long time.

"Did you know that horses on a stud farm get as much as \$100,000... and they don't even have to buy dinner (laugh-trax)?" The only difference is this 2000th show was the playing of old tapes from other shows. Don really went back and grabbed some old airchecks from WEBC/Duluth, WQXI/Atlanta, and WFIL/Philadelphia to show the audience how it really used to be... but the best thing is that it's still that way.

Dr. Don's Magic

Don Rose told me, "I've been fired by the best in the business early in my career. Gordon McLendon blew me out at KTSA/San Antonio, and Don Burden fired me from KOIL/Omaha. But the most significant thing that happened to me careerwise was working at KWMT/Ft. Dodge, because it was the first job I worked at that I didn't get fired, and I met my wife Kay." Don is an extremely devoted husband and father of 23 years.



Dr. Don Rose

"I ended up at one point being PD at WEBC/Duluth, and was doing afternoons. I needed a morning man, and for lack of anyone better, ended up doing the show myself. If you can be funny at 40 below zero, you can be funny anytime." How cold was it in Duluth? "It was so cold in Duluth I found my dog frozen to the hubcap of my car... and it was so windy that when it let up, everyone in Duluth fell over (applause & giggles)."

From Duluth, he went on to WQXI/Atlanta. "I started out doing 9-noon for Paul Drew. The morning man went on vacation and I filled in. When he returned, he was doing 9-noon and I was put on mornings permanently. In 1968, I went to WFIL/Philadelphia and spent 5 1/2 years there before coming to KFRC in 1973. It was here at KFRC that I've learned to really be a human being on the air," he remarked.

"In Philadelphia I almost died as a result of an operation for a heart bypass. The operation was successful, but the infection in my leg where they took the vein for the bypass almost killed me. I spent almost a year in the hospital, off the air, and it has changed my life entirely. It's helped to complete the other side of me that I felt was often missing from my shows."

Don and I worked at WFIL together, and back then I found him always to be incredibly warm on the air. Don commented, "Behind this zany craziness I pull off is a very grateful man that's happy to be able to have done a 2000th show at KFRC. I started in radio in 1955, and feel so elated that I've been able to accomplish what I've done, and bring happiness to so many people."

Show 2000

"Thursday March 4th, 1982 was the 2000th show at KFRC, and when I walked into the studio, it was filled with balloons, banners, cakes, and a lot of people. It took lots of preparation and planning, but it sure was worth it. The phone calls I got were just great. I heard from people like Paul Frederick, who did at least half of these shows with me as my newsman, and others that I've worked with over the years. The memories brought back from all those old airchecks are amazing.

"I remembered what happened after I'd been here about six months or so. My PD was Michael Spears, and he said to me after my show, 'Congratulations, you're up to 50%.' I didn't understand, and he explained, '50% of the mail is now favorable towards you.' Thank God he didn't tell me that months before. The people at RKO have been incredible to work for. They have never censored or come down on me. The only PD who ever did was Jay Cook, who always said I did too many jokes in a row. I don't know what it is, but the more I do, the better they like it," he reasoned.

Don't Knock, Just Come On In

When you listen to Dr. Don Rose, you're more than likely to hear him say, "Don't knock, just come on in," and he means it. "Each day I spend about three hours just preparing the next show. I subscribe to about 15 joke services and use a set amount of material from those, and the rest is from almanacs, the paper, and older shows with unused material. I try and put it all together so that a listener tuning in feels comfortable and will get a smile from what I do. The jokes are corny and I use about 250 drop-ins to assist me.

"There was a time when I considered drop-ins as a crutch but look at sitcoms. Without a laugh track they aren't very funny. I use them the same way... it sort of lets you know that it's OK to laugh."

Don's style on the air is unlike anyone's; it's something to be heard. How does he really pull it off? "I just try and be myself. That's easier said than done for sure. So many jocks try and be something they aren't for fear that the audience will reject their real personality. Personally I don't think I'm funny... it's just that when I put everything together it comes out that way. I'm glad the audience does, though."

Another Beginning

Don Rose's 6-9am show airs five days a

Continued on Page 26



Spring '82 CHR Wars (Part Two)

I hope you enjoyed reading last week's look at the closest ratings races taking place this spring Arbitron sweep. Now, here we go with Part Two, again taking a thumbnail overview of the stations, their ratings, and the people calling the programming shots.

Grand Rapids

WGRD	7.7	7.2	8.2	6.5
WZZR	6.0	8.3	4.3	6.3

This won't be an easy one to call, as you can see by the four-book trend. WGRD's Chuck Bailey programs the station pretty conservatively with his music, waiting for full market familiarity, while WZZR PD Jay Michaels takes a broader-spectrum approach to the market. Both stations play a wide variety, but WGRD tends to play a few more rockers earlier. It's FM vs. FM here.

Davenport

KSTT	13.9	12.2	15.5	12.3
KIHK	9.5	10.0	10.2	10.0

It's been pointed out before, but I'll do it again... AM is not dead for CHR. Look at KSTT, programmed by Jim O'Hara. The station plays as much rock as Chuck King's KIHK, but is a bit tighter in the number of selections. KSTT has been rocking for many years, and it takes a long time to wear down that kind of heritage in a market. Look for KIHK to continue to promote aggressively, and strive to grab the CHR lead as listenership grows in general on FM in the market.

Des Moines

KIOA	6.9	8.3	7.5	7.6
KMGK	6.6	11.3	6.7	6.1

KIOA still has the edge over sister station KMGK, which is programmed by Michael Stone, who's been at the station for some time now. KIOA is under the guidance of PD Bob Meadows, who is fairly new to that position, replacing Jed Duvall, who went to WIBC/Indianapolis. KIOA takes a bit softer approach than its rockin' FM sister station, and tends to be a bit broader based in music and promotions. It's competition within the same building, but either way, they both win, as it makes a great combo buy.

Evansville, IN

WGBF	22.8	21.3	17.6
WKDQ	15.3	7.7	17.3

Evansville only gets one book a year, and this is it. Looking at the trends, longtime rocker WGBF has the edge, but not by much. The station, which has been programmed for the past year by VP/GM Carl Hamilton, gets a lot of musical input from MD Kevin Carpenter. WKDQ's PD Gabe Hobbs hopes to take his FM station into the lead over WGBF this book with his aggressive promotional and music posture. This is a classic AM vs FM ratings race.

Omaha

KQKQ	5.4	10.7	10.9	9.2
WOW	10.2	8.9	8.3	7.0

KQKQ's Mark Evans has overcome the longtime heritage of WOW with his music and promotions. The station, known as "Sweet 98," gives away lots of money and gets involved in just about everything that moves in the market. Meanwhile, WOW isn't sitting still either. It takes full advantage of an exceptionally strong AM signal, and continues to realize the need to keep its base strong, rocking in the right dayparts. PD Ralph Caldwell's carefully researched music will help keep WOW strong this book along with the station's image and promotional prowess.

Youngstown

WHOT	10.5	9.4	8.2	8.1
WYFM	9.6	10.5	9.0	8.0

Tight is the word to describe this contest. WHOT is one of those AM stations that actually increases power at night from 500 to 1000 watts. The station's PD Dick Thompson has a strong working knowledge of the market, and continues to rock out, again disproving the contention that AM is dead. Across town Jeff Tobin's WYFM has had the edge in past books, and is looking to regain the lead this time. His music is tight and well-targeted at the 12-34 demographic cell. Keep your eye on this one again this year.

Fresno

KYNO-FM	9.0	7.0	11.0	9.7
KFYE (Y94)	7.4	9.3	7.4	9.3

KYNO-FM's PD John Lee Walker continues the station's winning ways, taking a bit more of an ethnic approach to the market than does Y94 under the leadership of Mike Berlak. Longtime Y94 MD Ray Appleton moved into sales, and new MD John McCorkle's input is already noticeable in the music, as Y94, which was at one time bordering on A/C, has redirected itself back into a true CHR again. Look for this move possibly to make a difference in Y94's 12+ growth, while KYNO-FM, which has been broadening its music to include more rock, hopes to cut Y94 off at the pass.

Colorado Springs

KSPZ	11.1	16.4	13.6	12.4
KKFM	1.8	2.8	3.4	9.3

Just a few books ago, KSPZ toppled longtime AM CHR leader KYSN, and now John Lodge has fresh competition on FM from Randy Sanders and KKFM. Both stations sport a 25-record playlist, but

Continued on Page 26

BOXOFFICE BREAKER!

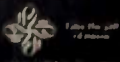
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Calvin Lew



George Luthin



Luther Terry



Wanda Hayes



Rish Wood



Willie Tucker



Jeff Laufer



Drew Murray



Ross Grierson



Bob McKenzie

Dr. Don Rose

Continued from Page 22

week on KFRC, and he still manages to do over 100 personal appearances a year. That's a pretty active lifestyle for a morning man. "I've worked real hard to get to a five-day week... in fact it's taken me 23 years... but I always put everything I've got into every show I do.

"I'm very fortunate to have had the guidance of three great PD's during my time at KFRC. Working with Michael Spears, Les Garland, and now Gerry Cagle has been great, and I owe so much to (VP/GM) Pat Norman. As I mentioned before, they have never stopped me from doing anything on the air. They share my feeling that 'if it's not broke, don't fix it,'

and for that I'm glad."

How many shows will Don do at KFRC? "I never set out to do a set number of shows, as I take it day by day. How do you eat an elephant? A bite at a time! I fully intend to keep on doing my shows at KFRC as long as it's fun, and I hope I will know when to hang up the headphones before someone tells me I have to. I'll guarantee you one thing, KFRC is the last radio station I'll ever work at. People aren't listening to me by accident anymore. They have lots of other choices in the Bay Area, but I'm glad they listen to me. Without them, I wouldn't have done show number 2000."

Here's hoping you do at least 2000 more at KFRC. Congratulations, Don.



THINGS ARE BUBBLING AT KRLA — KRLA/Los Angeles recently asked listeners why they'd want to get "wet & wild" with afternoon man Dave Hull. Contestants replied in 25 words or less, and whoever had the best response won an afternoon at Le Hot Tub Club with Dave and a bottle of bubbly. Shown (l-r) are winner Lynn Turner and Dave Hull.



"GOIN' DOWN" TO MUSCLE SHOALS — While on a promotional trip for his new release "Goin' Down" Badland/Columbia artist Greg Guldry stopped in to say hi at WQLT/Muscle Shoals. Shown (l-r) are Assistant PD Ralph Carroll, Guldry, and Columbia/Atlanta rep John Faggot.

Spring '82 CHR Wars

Continued from Page 22

KKFM is decidedly tight with its music. The records it tends to be early on are the rockers, and the policy has increased the station's base dramatically, as you can see by the numbers. KSPZ, which was bordering on an A/C music posture, has once again started playing rockers in response to the new challenge.

Salt Lake City

KCPX	5.8	8.1	6.4	5.0
KRSP(FM103)	4.9	4.9	4.8	5.0
KFMY	1.5	2.0	3.3	4.7

Longtime CHR leader KCPX, under Gary Waldron, is seeing some erosion from FM, but continues to hang in strong. KCPX ties with FM103's Randy Rose, who brings his station to its best book in recent history. FM103 takes an early stance on AOR crossovers, while Waldron keeps KCPX pretty broad-spectrum. Another station, KFMY (K96)/Provo, guided by Jim Sumpter, has made a pretty serious dent in the marketplace. With Jim leaving shortly, it will be interesting to see if his replacement can keep the station competitive in Salt Lake.

Tucson

KRQQ	8.2	7.0	8.2	5.9
KHYT	6.0	7.0	6.0	4.9

It's FM against AM, and both stations have suffered a bit in the last book. KRQQ's programmed by Guy Zapoleon, who keeps his station rocking in the right dayparts, and is promotionally very active. Meanwhile, KHYT, under Rich "Brother" Robbin, is another of those AM stations that actually increases power at night, going from 500 watts to 5000 watts. The station, which had been catering towards the ethnic population a bit more than KRQQ, has recently broadened its music posture, virtually dropping all oldies, and keeping itself on the streets with lots of promotions. Market observers note that no one is doing any big money contests this book, so it should be a pretty interesting programming race.

Savannah

WZAT(Z102)	9.5	10.1	9.7
WSGF(95SGF)	12.5	9.1	8.0
WAEV	—	—	6.4

What a horse race in Savannah! CHR leader Z102, under new PD Jonathan

Keyes, is looking to maintain its edge with a good variety of music, and some tasty promotions. 95SGF's under the guidance of market veteran Doug Weldon, who hopes to regain his lead; his station is musically very similar to Z102. Newcomer WAEV, with J.D. North in charge, has debuted impressively and takes a slightly older approach to CHR, but still plays the rockers in the right dayparts, with its strength in the 18-34 demos. This is one hot market, and with only one book a year, look for all guns to be loaded.

Bangor, ME

WACZ	23.7	16.5	12.0
WGUY	8.5	12.1	9.4

Here's another market with one chance a year to show who's got the power. Longtime CHR leader WACZ has seen some erosion in its trends, but look for market veteran John Marshall to keep his station hot for the book. WGUY's Jim Randall, meanwhile, is hoping to reverse his station's down book from last spring, and take the lead for the first time. Musically and promotionally both stations are similar, and in examining their playlists, it looks as if they wait each other out on records they're unsure of. This will be a close book, according to market observers.

Sioux Falls, SD

KELO	12.1	13.8	12.2
KKRC	13.6	12.9	10.9

This is an interesting situation to watch. KKRC's programming is now on its FM, but the numbers shown above are AM numbers before the transition took place. PD Bill Richards rocks the FM out pretty good with a fairly tight, well-aimed music list. Across town, KELO's Phil Heuer keeps his playlist a bit broader-based as he's an AM station. Will FM surpass AM, or can KELO keep its edge? Both are great-sounding CHR stations for their market size.

Anchorage

KKLV	12.5	12.3	10.4	8.6
KENI	14.2	11.0	10.8	6.8

While both stations have been trending downward, it's due to increased market competition from other stations in general, as Anchorage itself becomes a much more active market. KKLV has a lead over longtime rocker KENI, PD'd by Randy Robbins. Art Lewis, who's in charge at KKLV, has been moving the station towards a 100% live format over the last six months, and this has allowed him to become more promotionally active in the market. KENI's playlist is broader than KKLV's, which seems to be par for the course in other similar AM vs. FM market battles across the country. It may be cold in Alaska, but this will be a hot contest to observe.



MAKE WAY FOR THE PRESIDENT — Rich Little, who plays President Reagan on the Boardwalk LP "The First Family Rides Again," stopped in to say hi at WABC/New York. Shown (l-r) are WABC's Ross Brittain, impressionist Little, and WABC's Brian Wilson.



HOOKED IN MADISON — Casablanca/Polygram recording artists Dr. Hook played at Headliners in Madison, WI, and stopped in to Z104 (WZEE). Shown (l-r) are lead singer Roy Sawyer, Z104's new midday jock Jeff Tyler, and Dr. Hook's Dennis Locorriere.

Motion

WKFR/Kalamazoo lineup: 6-10am Mickey Sykes; 10am-2pm Rick Chapman; 2-6pm PD Jack Swart; 6pm-midnight Arlene Tannis; and "Night Time America" with Bob Dearborn overnights... Donna Foxx is no longer at KATI/Casper, she now works across town at KTRS... WSKY/Asheville MD Shannon is now MD at WJAD/Bainbridge, GA.

WYCR/Hanover-York PD Dave Jackson's duties are now being handled by Operations Director John Lawrence, and the music is the responsibility of J.J. Randolph... New lineup at KJ100/Louisville: 6-10am Gary Major; 10am-3pm Chris Kelly, with PD Jack Armstrong's oldies hour from noon-1pm; Dave McCann moves from mornings to 3-7pm; Jill Laurens 7pm-midnight; and Kevin O'Neil who's been named research director is now doing overnights.



The Music Section

CHR's Most Accurate
Music Information
Begins on Page 55

THIS SPRING ON THE BOARDWALK...

EVERYTHING'S COMING UP HITS

WITH THE **INNOCENTS**



"HOLD MY HAND"

(NB7-11-140)

ROMANTIC ROCK N' ROLL FROM
THEIR DEBUT ALBUM,
THE INNOCENTS (NB1-33250)
DELIVERED LIVE ON TOUR WITH
RICK SPRINGFIELD
AND TOMMY TUTONE

WGCL on
KMGK on
KILE add
KENI add
KSLY add
KCBN add

AND

**RICHARD
"DIMPLES"
FIELDS**



"IF IT AIN'T ONE THING, IT'S ANOTHER"

JUMPING FROM 13* TO 4* ON R&R'S
BLACK RADIO CHART AND CROSSING OVER POP
FROM THE HIT ALBUM, **MR. LOOK SO GOOD** (NB1-33249)

CKLW deb 18
KFRC deb 30
WDRG-FM add
KINT add
KBFM add

WCSC add
KHYT 29-21
95SGF on
WFLB add

**BOTH FROM BOARDWALK
RECORDS AND TAPES**



Damin Named Christal Net Manager

Marty Damin has been appointed to head the Christal unwired network. The new Network General Manager comes to the rep firm from a similar position at the Eastman Radio Net. Additionally, Bonnie Press, who has been Sales Manager for the Christal net, has been given the extra title of Vice President.

According to Christal Executive VP Charlie Columbo, the restructuring is "part of Christal's plan to have the best unwired network in radio."

Jones Promoted To PD At WSJS

Seven-year station veteran Kim Jones has been promoted from Promotion Director for WSJS & WTQR/Winston-Salem to Program Director for WSJS. Jones previously served as PD for WTQR, after doing various air-shifts on WSJS during his first two years with the stations.



Kim Jones

"It really feels good," Jones told R&R. "WSJS is a terrific station, and I hope to maintain our steady success. We're going to refine our weak points, and add a country slant to the music. Because WTQR's Country format dominates this market so much, you'll see us adding more country product."

WSJS & WTQR General Manager Roger Stockton commented, "Kim has been with us since 1974, and in that time he's shown a lot of skill in research and understanding of our full service direction. He really was the most-qualified person for the job."

Anthony

Continued from Page 3

Phalen told R&R, "This was a pretty hard decision to reach, as Dave is an excellent programmer. His departure is of a personal nature, and I want to make it clear that I would recommend him to anyone as a PD."

"We have named Randy Stewart as Dave's replacement," Phalen continued. "Randy has been with us for the past two years as midday personality and Production Director. He has an excellent rapport with the staff, and when you combine that with his excellent administrative skills, he will do a great job."

Stewart, who was an original member of the KZZP CHR staff, told R&R, "Working closely with Dave has prepared me well for this position. I think I have a real feel for what the station is all about, and where we are headed. It's a real honor to make my programming debut in a market as competitive as Phoenix."

Anthony's resignation and Stewart's promotion take effect immediately.

KLTE Programming Turns To Stone

After serving as music consultant for the past month, Tony Stone has accepted the position of Program Director for KLTE/Oklahoma City, replacing Joe Geofroy, who has left the station. Tony's appointment was effective last Monday (3-22).

Before coming to KLTE, Tony acted as consultant for KANC/Anchorage, and was previously Music Director at KSLQ/St. Louis and Program Director at KYYX/Seattle.

Tony told R&R, "This is the best situation I could have walked into, and I did walk into it! I haven't been this excited in a long time."

"The first thing I want to do is step up KLTE's visibility and define its marketing better. We will also work very aggressively to expand our cume. I don't see any changes with the air talents. Actually, this is one of the finest staffs I've ever worked with."

Martin

Continued from Page 1

duties on April 5, said he plans no major changes, but immediately promoted Music Director Gary Price to Assistant Program Director.

WCLR President/GM Chet Redpath stated, "After conducting an extensive national search for a PD, we've found the best person here in our own backyard. Dave Martin has a great reputation as an aggressive programmer, whose abilities in the field of research, marketing, and product quality are outstanding. Furthermore, he's keenly aware of the Chicago FM A/C battle, and he has a great competitive spirit."

WCFL VP/GM John Bibbs commented, "Dave and I were friends, but he just perceived an opportunity and took it. We have not named a permanent replacement, but Glenn Morgan, Mutual's Director of Music Programming, will assist me during the interim. Mutual Broadcasting is committed to making WCFL a success."

Douglas

Continued from Page 3

time for me to learn more about this business on a larger level. This is the best radio job there is. I'm excited about it and ready for it."

Casey

Continued from Page 3

offers that might come his way.

Surrey's recent purchase of Charter, subject to FCC approval, will probably mean that Casey's VP slot will not be immediately filled.

BRAD MESSER



I Sent You A Tape, Remember?

A visitor came smiling and handshaking into the newsroom, and when we were introduced he got that slightly puzzled where-have-we-met-before look, then he remembered. "I sent you a tape when you were in San Francisco!"

Uh oh. "That was over ten years ago," I said. "What happened? Was I a wimp . . . didn't I ever send you a reply?" "As a matter of fact you did. You said to get a little more experience and you'd be happy to talk to me then. I stayed where I was and became News Director."

Good. Glad I replied. That audition tape was just one in a stack to me, but it was *his* tape to him and thirteen years later his experience is still neatly filed away in his memory.

It is easy to call someone and say "The tape's spectacular! Get over here and start making more money!" But lots of execs feel it's a drag to have to handle the rejections, so they let 'em slide and end up never responding. Maybe there should be a standard industry Rejection Form with boxes to check off, ranging from "You appear to be suited to our format and I'll contact you when we have an appropriate opening" down to the final box bluntly saying "No way in hell. Tape sucks. Try shoe sales."

If you send a tape and never hear back, you're no different than the rest of us. It's just radio habit to never get around to calling people to tell them no. Rule of thumb: if no one calls within two weeks, try to forget you ever sent the tape.

You probably won't ever really forget, but try.

CALENDAR

Sudden Silence Awakens Niagara

MONDAY, MARCH 29: People in Niagara Falls were awakened by an eerie lack of sound before sunrise on this date in 1848: the mighty roar of the falls was gone. A freak wind had broken up Lake Erie ice and jammed it tightly at the mouth of the Niagara River creating a natural dam. People walked the dry riverbed, and someone whimsically planted a little flag right in the middle of what had been the waterfall.

The court martial of Lt. William Calley ended in 1971 with a conviction on charges of murdering 22 civilians during the "My Lie Massacre" (1968) in Vietnam. He was sentenced to life in prison, but in 1974 a U.S. District Court overturned the conviction and Calley was released.

Pearl Mae Bailey is 64. Former First Brother Billy Carter is 45. Basketballer Walt "Clyde" Frazier is 37 and football pro Earl Campbell is 27.

How Long Is A Pencil Line?

TUESDAY, MARCH 30: On this date in 1858 a patent was granted to Hyman Lipman for the pencil with an attached blob of natural rubber . . . the first pencil with an eraser. Today there are hundreds of different kinds of pencils, and the industry claims to have successfully coped with modern challenges such as ballpoint and felt-tip pens. Bill McMillan III, Executive VP of the Pencil Makers' Association, says the common pencil will write a line 35 miles long.

The United States closed a deal with the USSR in 1867 to buy Alaska for slightly less than two cents an acre.

The exiled Shah of Iran was taking refuge in the Bahamas three years ago today.

Warren Beatty is 44. Eric Clapton is 37.

Electric Lighting (Of Rooftops) In Wabash

WEDNESDAY, MARCH 31: The first electrically-lighted city in the world was Wabash, Indiana, where four brilliant arc lights were switched on 102 years ago this evening (1880). The claim that the entire city was illuminated may be somewhat exaggerated, but the big lights atop the courthouse did shine brightly on treetops and roofs. A steam engine powered by coal sat chugging on the courthouse lawn to generate the power.

Daylight Savings Time went into effect throughout the U.S. for the first time in 1918. NASA named its first black astronaut candidate 19 years ago today but I'm aware of no gentleman of color who's made it into space yet.

Labor organizer Cesar Chavez is 55. Hockey legend Gordie Howe is 54. Shirley Jones is 48. Richard Chamberlain is 47. Gabe Kaplan is 37.

April Fools Day. Believe Nothing.

THURSDAY, APRIL 1: The City of Los Angeles piped the first dehydrated water into city mains five years ago today, during the 1977 drought. Although the artificial "powdered" water was indistinguishable from natural water, the higher cost made it impractical for use except in times of extremely short supplies.

NASA announced plans (1980) to convert the Johnson Space Center near Houston to a "Disneyworld-type" amusement park, hoping to create much-needed cash by allowing tourists to ride lunar-lander simulators and take spins in the giant centrifuge.

The annual spaghetti harvest in the orchards of Romania hit a record high yield of five bushels per tree on this date a year ago, partly due to expert advice from the U.S. Department of Agriculture on hybridizing the pasta groves.

Jane Powell is 53, really. Debbie Reynolds is 50. Ali McGraw is 43.

Cowboy Coins Term "Moving Pictures"

FRIDAY, APRIL 2: Take a guess: was the man who coined the term "moving pictures" a cowboy, a hardware salesman, or a movie producer? Truth is, Thomas Lincoln Tally was all three at different times in his life. He opened what is generally agreed was the first movie theater 80 years ago today, the Electric Theater in Los Angeles (1902).

Mass civil rights demonstrations began in Birmingham, Alabama, in 1963. The first meeting of the American Congress was held in 1718.

Sir Alec Guinness is 68. Marvin Gaye is 43. Leon Russell is 41, and baseballer Don Sutton is 37.

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CHARLIE DANIELS BAND

"Still In Saigon"

CHR 2nd MOST ADDED!

CHR NEW & ACTIVE

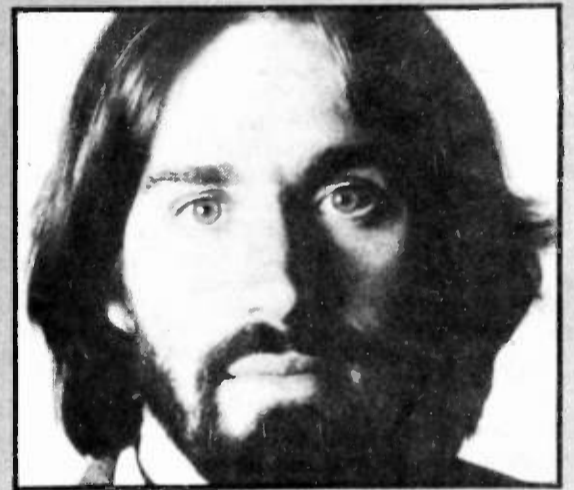
CHARLIE DANIELS BAND "Still In Saigon" (Epic) 90/47
 Moves: Up 3, Debuts 25, Same 15, Down 0, Adds 47 including WIFI, KEGL, WLOL-FM, KEARTH, KZZP, WLAN-FM, KBFM, WSEZ, KIKK, KNBQ, KLUC, WIGY, WGLF, WTRU, KSLY.

DAN FOGELBERG

"Run For The Roses"

KFI add
 KIQQ add
 KYYX add

WHFM add	KINT add 40	WGH add 18	WCIR add	KOZE add	Z102 36-32
92FLY add	CK101 add 35	WAKX add	95XIL add	KEZR deb 25	KENI deb 35
WAEB add	WBCY add	WNAM add	WAEV add	KOPA deb 28	KEEL on
WKEE add	WCSC add	WKDQ add	WFOX add 33	K104 deb 40	KHYT on
		KNBQ add	WISE add	KTSA deb 26	WYKS on
		KCPX add	WFLB add	KLPQ deb 25	KSEL-FM on
		KLUC add	WXLK add	Q104 deb 27	KSLY on
		KRQ add	WTRU add		
		WACZ add	KDZA add		
		WIGY add	KATI add		



Produced by Dan Fogelberg
 with Marty Lewis

A/C #1 MOST ADDED



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

ALDO NOVA

"Fantasy"

KEGL 25-22	WIGY add	BJ105 37-31	KSEL-FM 19-14	KNBQ on
CKGM 30-25	WZYQ add	WOKI 29-21	WRKR 25-24	FM103 on
WLS-FM on	KVOL add	WSSX 23-19	KFMZ 27-24	WGUY on
WKTI add	WSPT add	WRVQ 26-21	KCBN 39-37	Q101 on
CHUM 23-19	WPHD 15-14	WJXQ 9-6	KATI deb 30	KRNA on
KIQQ on	WRCK 30-25	KMGK 29-25	KYYA 20-13	99KG on
B104 on	WPST 31-28	KKXX deb 26	KOZE 21-19	KENI on
CFTR 14-13	K104 deb 33	KCPX deb 38	3WT on	KSLY on
WABB-FM add	WKEE deb 37	KSKD 28-19	WDRC-FM on	
WVIC add	KINT 34-20	Q104 deb 31	WKRZ-FM on	
			KZFM on	
			WZYP on	
			WSKZ on	
			WGH on	
			WNAM on	
			KJRB on	





JEFF GELB

JOHN KALODNER, GREGG GELLER SPEAK

The Ins And Outs Of A&R

"If the talent's not there, why sign 'em?" "It's like they have a quota system." "I think the problem is on an artistic level." These questions and opinions were voiced by the Superstars consultants, but surely echo similar sentiments felt throughout the AOR radio community. To answer these and many other questions, I contacted two well-respected A&R reps, each with a decade's experience in his field. Epic's Gregg Geller has signed acts like LaBelle, Minnie Riperton, John Hiatt, Elvis Costello, Nick Lowe, Dave Edmunds, Shooting Star, XTC, and Wendy Waldman. Geffen's John Kalodner has worked with such acts as Firefall, AC/DC, Foreigner, Yes, and Genesis (including Peter Gabriel and Phil Collins).

Magic Ears?

Do A&R people have "magic ears?" Geller answered, "Everyone's opinion is as valid as mine. I just happen to have been picked for this job. But I've been hung up on music for 25 years, and have done this job for ten. I've listened to massive amounts of demos, which is very different from just listening to finished records. There's no substitute for this kind of experience." Kalodner was more adamant: "The most dangerous thing for an A&R person's career is to believe his own press, to think his ears are any better than anyone else's. I never think that way. When I hear a record, I ask myself, would I buy this record (I insist on buying my records because when you get them free, they become meaningless), and how would this record sound on AOR radio."

The Radio Consideration

● Kalodner continued, "Most of my peers are antagonistic toward radio. In reality, you can't sign bands just because AOR will play them; we don't need 50 Loverboy clones. But you have to consider radio in every decision because that's the starting place for your records; that's where the kids first hear them. Later on there are other areas of exposure. That's why a record's viability for AOR radio is my most important consideration."

"I'm a big believer in formatted AOR radio. It helps us sell more albums than it used to, and has helped us break good acts. People say it's hard to break a new act on AOR. What's Loverboy or the Go-Go's, then? That's just a copout excuse for bad records. I see good groups like Shooting Star or Tommy Tutone stick their heads up and get noticed by radio, then the record companies get behind them, and they end up having their day in court. The only comment I would make to radio is to give records a little longer than four or five weeks to sell through; they just don't sell that fast these days."

Geller offered, "We all recognize the unique ability of radio to expose our artists in the fastest and widest way. But I can't operate comfortably just signing acts that I think AOR would like. My search must be broader-based, because I don't think it's



John Kalodner

healthy musically. Part of my responsibilities as an A&R person (and, I'd suggest, as an industry) is to introduce new musical ideas into the marketplace. Otherwise it becomes a very incestuous industry. If we continue to inbreed and recycle the music and artists of the late 60's and early 70's, eventually we're going to die out. You have to be paving the way for 1985 and 1990 as well as for what will be hot this year."

Art Vs. Research

In determining what's hot and what's not, neither Kalodner nor Geller use research before signing a new act. Geller explained, "I don't know how you can do that with a popular art. Making a record is a creative, artistic process and I don't think it can be subjected to scientific testing." Kalodner uses research only in its broadest definition: "I stay in tune with what kids 12-25 are thinking through personal interaction with them. I guess that's research, but it's not product research like GE or Proctor & Gamble use."

"... You have to consider radio in every decision because that's the starting place for your records; that's where the kids first hear them." — John Kalodner

Kalodner noted that songs are often researched to find potential hit singles after being recorded, but not in earlier demo stages. "Most people can't 'hear' records at that stage," he explained. "There's a complete difference. For example, if I were to play a demo of 'Feels Like The First Time' you'd barely recognize it. But that's art, plus a combination of elements including engineering, arrangement, mixing, and performance."

The Song's The Thing

■ When considering signing an act, both A&R reps agreed their primary consideration was material. Geller put it this way: "We're looking for artists with the ability to come up with material unique unto themselves while still fitting into some readily recognizable category."

"Kids don't label music like radio does," Kalodner noted. "They don't differentiate between the Go-Go's, Journey, Joan Jett, or even Devo when they're singing 'Whip It.' They just listen for songs — they're either cool or not. Kids don't want imitators, they want innovators with good songs. A band can be as strange as they want, but if they write good songs they will be recognized. To the kids, for instance, the Cars and Police are mainstream rock bands. They have great songwriters, whose tunes would have been hits in the 60's."

- Importance Of Radio Exposure
- Songs And Other Signing Considerations
- ▶ Pushing Acts Commercially
- ▲ The Mistake Factor

Other Considerations

Songs are all-important but not the only reason an act gets signed. Among other considerations, Geller listed, "You look for unique instrumental ability or some other marketable image factor: a look, an attitude, the personality. That's very important for many artists, especially in doing videos."

"If it's a rock band," he continued, "stage performance is essential, while for a singer-songwriter, that may not be of major concern at first. A local or regional following is helpful because you know you can depend on a certain base of record sales from day one." Kalodner agreed but qualified, "Regional appeal is not enough. That's why I always see a band both in concert and in a rehearsal setting: local audience reactions can be very deceptive."

"If we continue to inbreed and recycle the music and artists of the late 60's and early 70's, eventually we're going to die out."

— Gregg Geller

He continued, "I'm looking for bands with 12-28 appeal, because people over that age usually don't buy records. When they do it's going to be a Christopher Cross, Fleetwood Mac, Foreigner, or some other unbelievably mass appeal album. But I can't sign acts for that age group, because so many great A/C-type artists don't sell records. They have to reprove themselves with each new record. It's hard enough to break a Loverboy, Go-Go's or Quarterflash, let alone a new superstar MOR artist. The older consumer is too easily distracted monetarily, and not just by video games. A record has, by the late 20's, become a secondary item of importance; it's not a peer group pressure item. Friends don't come over and look through their record collections to see what's missing; it's just background for them. That's why I'll always go for records with adolescent appeal."

Who's To 'Blame'

New acts reach the attention of A&R reps in many different ways: unsolicited demo tapes, management, lawyers, agents, friends in the entertainment industry, and radio. Both Kalodner and Geller mentioned they welcomed calls from PD's and MD's about bands of regional interest, as well as radio "Homegrown" albums. Kalodner added, "It helps when key cuts are pointed out to me; often the recordings are primitive so they don't come through on a first listening."

Can management force labels to sign a lesser-known act to get a star? The two A&R reps had slightly differing observations. Kalodner stated, "It happens. It's ridiculous and it shouldn't happen. It's politics." Geller was less vehement: "It hasn't happened recently. We've adopted a very disciplined and selective system of choosing artists. Nor do we have any kind of 'quota system.' We operate with a budget for signings, but no one's ever said to me, 'You must sign 12 bands this year.'"

The Commercial 'Push'

▶ Once a band is signed, both A&R reps admitted that record companies will help push the bands in generally commercial directions. Geller stated, "It's done with the best of intentions. Sometimes we're right and sometimes wrong. I think of all the years we worked to break REO Speedwagon. We tried any number of producers with

them, and every record improved sales-wise. We finally got it right when the group's Kevin Cronin and Gary Richrath started producing themselves! The years of working with others had taught them how best to make their own albums." Kalodner suggested, "Music should not be prostituted, but as a commercial art form it has its own parameters, so that it can be exposed to an audience. If an artist wants to do something outside those parameters and make avant garde records, that's fine but it should be under a different monetary structure and not a part of the regular deal he's made."

Post-Signing Responsibilities

An A&R rep's job just begins with the signing of an act. Kalodner detailed some of the post-signing duties: "I make sure they have enough good songs for an album. They record a demo and then I choose a producer; it's essential to fit the right producer with the band. The producer and the band rehearse together and then make the record. I watch the record-making process and make comments to the producer about the record's viability for AOR radio. I make sure the record gets mastered properly, and make sure its album cover projects the right image for the band. I see many album covers that don't draw me into listening to the albums. For example, I thought the David Lindley album was great. But the cover was so unattractive it made me not want to listen to the record."

He continued, "I make sure the people who have to work the record understand it, so it's portrayed correctly to the retailers and radio stations; that it's neither overhyped nor underpromoted. It's really a never-ending job."

When Things Go Wrong

▲ If so much thought goes behind each new act, it's hard to imagine why there are still so many failures at radio and retail. Each A&R person had several answers, with Geller offering, "When you do A&R you have to factor in the reality that you're going to make mistakes. Every artist is signed with the best of intentions, but so many things can go wrong. Sometimes you don't match the right artist and producer, which reflects on the quality of the end product. Sometimes there's a flaw in the artist himself; perhaps the rest of his songs don't match up to that one song you really loved. Things can happen in an artist's personal life: all the acts of God and other variables that can affect the quality of the recording." Kalodner stated, "Bad records shouldn't come out at all. But the money's been spent, and between advances, recording budgets, and pressings, you can easily spend up to \$200,000 on a new act. After you spend all that money people are prone to put it out and see what happens. It's not a good attitude. At Geffen, we've signed artists and dropped them before their records came out; that's happened three or four times. That's the way to do it, not to burden the radio community with unacceptable records."



Gregg Geller

Talent Shortage?

Part of the problem may be a talent shortage, though the two A&R reps were in disagreement here. Geller categorically denied any such shortage of talent, while Kalodner was as vehement in saying there was one. He guessed, "It was brought on, in

EVOLUTION

Charlie Palmer is named PD at KFMX/Lubbock as former PD Bo Jagger joins KICT/Wichita as PD (where Bob Lawrence remains Operations Manager) . . . Paul Heine is upped to PD at WGRQ/Buffalo from MD . . . Peter Clark is named PD for WPDH/Poughkeepsie as Mike Harris is upped to VP/GM . . . Rich Piombino joins WEZX/Scranton as PD as Chris Norton exits the station . . . Charlie Van Hall gets PD nod at KZEL/Eugene as Ken Martin is named MD . . . Charlie Bush is named MD for KINK/Portland . . . Jeff Jensen is nam-

ed MD at KLOL/Houston as Michele Robinson regains Assistant PD title . . . Barbara Bothwell joins WLRS/Louisville from WKXW/Trenton for nights . . . Dan Stroud returns to KXXY/Oklahoma City from competing KATT for news. New to mornings at KXXY is Chad Derouin . . . Alison joins KFMG/Albuquerque from KFMX/Lubbock for nights . . . Rick Strauss is new to nights at WZZO/Allentown and Sue Cherry joins for weekends . . . Stacy Isaacs exits WRXL/Richmond for overnights at WIMZ/Knoxville.

The Ins And Outs Of A&R

Continued from Page 30

part, by years of attrition due to disco and new wave, which kids didn't have to be great musicians to play. It didn't take much to play most disco, and new wave was never about musicianship, whereas our peer group musicians (29-35) had to be great to pull it off.

"That's not the total answer, of course. The total answer is on a much broader sociological level. This is a generation of kids who don't care very much about things; they're very different from the kids of our generation. Notice that with the exception of the Go-Go's and perhaps one or two others, the top-selling albums are all by people 30 and over. It shows that those qualified to lead will lead. If there's no one coming up to challenge the 'rock dinosaurs,' then the kids will go with the best of what's out there. And for now, the kids have decided they'll buy Journey, Foreigner, and the Rolling Stones."

Geller disagreed: "There's a whole new audience coming along, perhaps not as large as our generation was, but large enough to support new musical styles. I get scads of unsolicited demos, and the vast majority of them are light years away from the kind of 'corporate rock' so popular on AOR right now."

Upcoming Trends

Among the newer sounds achieving some popularity, both A&R reps noted the influence of the European pop synthesizer approach. Kalodner said, "Groups like Hu-

man League and Soft Cell are coming on because they are good musicians and understand songs. They're not new wave per se, just good songwriters. They don't sound as strange, backed up against Journey, as do the Clash, or Elvis Costello."

Geller mentioned, "Somehow American pop music can't get too far away from American black music. We may think we're straying away from it but somehow black music always has an influence over what white American pop music is all about. You can see it in the rhythmic experimentation of Adam & the Ants or Bow Wow Wow, who are borrowing from African tribal rhythms. Even heavy metal — if you trace its history you're going to end up talking about the Yardbirds, who were a British blues band."

Geller admitted, "A song like 'Antmusic' initially sounded as strange to me for American radio as it must have for the programmers themselves. But sometimes familiarity makes music more understandable, making it more palatable and putting it into a different context. That song has been played so much on New York AOR radio that it sounds right now — it was just a matter of exposure over a period of time."

Video Futures

An act like Adam & the Ants takes full advantage of today's video technologies to make themselves more palatable with American audiences. "We look for any avenue of exposure we can find, including video," Geller said. "It will be more of a consideration for sales in the future, but even now, MTV reports indicate that video already influences sales in some cases. It's certainly a consideration when I sign a band." Kalodner was a bit less enthusiastic: "I'm a big supporter of MTV but that's years in the future in terms of relevance. Some acts make better videos than music, but it doesn't help sell records right now. I think it will at some point, but you'll never be able to replace the experience of going to a live rock and roll concert with sitting through a show on TV."

The future of AOR music (and therefore AOR radio) will be shaped, in part, by decisions made by talented, devoted music lovers/industry representatives like John Kalodner and Gregg Geller and their contemporaries at other companies. Add the ears of hundreds of AOR radio staffers, hearing bands and recommending them to companies for their attention, and I think the future looks bright for AOR music.



WONDERFUL WAITRESSES — Ze/Polygram's Waitresses performed at New York's Peppermint Lounge, and were greeted afterwards by New York AOR reps. Pictured (l-r) are group's Chris Butler, WNEW-FM jock Dan Neer, Polygram's Jerry Jaffe, Ze President Michael Zilkha, group's Patty Donahue, Polygram President Guenter Hensler, Ze's Debbie Caponetta, Polygram's Steve Greenberg, and Fred Disipio Jr.

AOR Reporter Profile

FM105 Charleston-Huntington, WV
PD: Neil Lasher
MD: Paul MacMillan
Power: 50,000 watts
Consultant: Superstars

"My primary goal at WKLC is to try and communicate the same feeling I got from listening to 60's radio growing up in New York, or more recently, the kind of feeling I got from listening to people like Denny Sanders on WMMS/Cleveland. As Lee Abrams puts it, 'a mixture of science and emotion.' We try to communicate, educate and enlighten, play great music and (of course) achieve number one ratings. Right now, after less than two years, we've climbed from a 1.2 to a 5.0 to a 10 share. We're the number one AOR station in both markets we serve, and number two overall.

"Lee Michaels consults us, through the Abrams research and our own research, consisting of requests, store reports and much street input. We also work closely with all the record people; as a person who worked for both Polydor and EMI I know the plight of the record companies and local people. They take their music seriously and so do we. We are not the hardest Superstars you've ever heard; we don't have to be. Our closest in-market competitor is a very mellow A/C station. So we keep the hard end of the rock spectrum low-key. To quote Lee once again, 'We strive to be clearly better in all the essential areas all the time.'"



PLAYING HOOKEY WITH GIRLSCHOOL — KMET/Los Angeles recently welcomed delivery of Girlschool's debut Stiff album "Hit and Run" by the "Girlschool Tag Team West Coast Champs," a cheerleading squad. Pictured with the girls are KMET Asst. PD Jack Snyder (S), independent album promoter Kenny Ryback (behind Snyder), KMET morning man Jeff Gonzer (C), and KMET assistant MD Hugh Surrat (H).

UPDATE

When KSFX/San Francisco throws a party, it really goes all out: In coordination with a talent search for TV's "Fridays," KSFX invited talented listeners to try out for a paid appearance on the show at a party. After the talent contest concluded, Chrysalis's Huey Lewis & the News played a guest set . . . KISS/San Antonio is planning "KISSWorld," a lifestyle fair patterned after KZEW/Dallas's "Zooworld," for the last weekend in April . . . WMET/Chicago sponsored a winter softball tournament that raised \$3000 for the families of three slain Chicago policemen . . . KVRE/Santa Rosa just debuted "Tubeworks," a weekly video/interview TV show. Along with the standard record company promotional videos, KVRE will be taping Bay area artists in concert and interview footage. PD Cindy Paulos hosts the show . . . WNEW-FM/New York has introduced two new weekend features: a Saturday morning oldies show, including music and sounds from political, cultural, news and sports events, produced by Stacey Kahn; and "FM," a weekly one-hour radio magazine produced by Robin Sagon airing Sundays. Along with lifestyle featurettes on health, music, and the media, the show will include "bicoastal" conversations with KMET/Los Angeles's Mike Harrison comparing East

and West Coast trends . . . Encouraging Birch results for KATT/Oklahoma City, which was up to a 12.5 to competing KXXY's 7.6 . . . CFOX/Vancouver raised \$40,000 for a Children's Hospital telethon . . . You'll believe the B-52's can fly: KTYD/Santa Barbara made a local concert of WB's B-52's even more special by handing out free flyers with coupons worth \$1 discount on the band's newest album. The flyer came with instructions to fold it into a real flyer — a paper airplane. Congratulations to WOUR/Utica MD Tom Starr and wife Anne on the birth of their new child Jessica . . . KGON/Portland held a listener party at a bar called Aldo's. Guest bartender for the evening was Portrait/CBS's Aldo Nova, who also judged an air guitar competition. The winner shared the stage with Nova for a song during his area concert. . . KINK/Portland cosponsored a fourth annual "Shamrock Run" last weekend, gathering 2400 runners in a benefit race, with partial proceeds going to various children's charities . . . AOR's going video game-crazy: WCOZ/Boston awarded mini-Pac-Man machines in a write-in contest, with one winner picked for an actual full-sized machine. WTUE/Dayton tied in with a new record store for a video game contest, with a full-sized Pac-Man machine going to

the winner. Finally, WLPX/Milwaukee held a banner contest for Chrysalis's UFO, with the winner getting an Atari home video unit and cartridges.

CONCERTS & CONVERSATIONS

PRESENTATIONS: WMMS/Cleveland presented Wrablt for \$2.02 . . . KWXL/Albuquerque presented Doc Holliday for \$1.94.

BROADCASTS: Wrablt on WMMS/Cleveland.

GUEST DJ'S: Tommy Tutone, Quarterflash on KXXY/Oklahoma City.

CONVERSATIONS: Ozzy Osbourne on WDIZ/Orlando . . . Foreigner, Ozzy Osbourne on WQXM/Tampa . . . B-52's on KTYD/Santa Barbara . . . Fee Waybill (Tubes) on KRQR/San Francisco . . . Johnny & the Distractions on WXUS/Lafayette . . . Bonnie Raitt, Missing Persons, B-52's on KROQ/Pasadena . . . Nick Lowe on WNEW-FM/New York . . . Wrablt on WMAD/Madison . . . Tommy Tutone, Charlie Daniels, Keith Sykes on KZEW/Dallas . . . Doc Holliday on KLAQ/EI Paso . . . Huey Lewis, Lou Ann Barton on KTIM/San Rafael . . . Ozzy Osbourne on WKLS/Atlanta . . . Hall & Oates on WMMS/Cleveland.

The Music Section

AOR's Most Accurate
 Music Information
 Begins on Page 45

Adult/Contemporary



JEFF GREEN

A/C Reporter Roster Expands To 150

As we do twice a year, it's time to present the team of R&R Adult/Contemporary reporters for the first half of 1982.

The highlight of the latest changes is the expansion of reporting stations from 125 during fall 1981 to 150. The growth occurred in the Parallel 2 and 3 divisions, and in all geographic regions.

Here is the new lineup:

New reporters are indicated by the "new entry" symbol: ➔

Parallel 1	Parallel 2
<p>EAST</p> <ul style="list-style-type: none"> WCBM/Baltimore WROR/Boston ➔ WBBF/Boston GR55 (WGR)/Buffalo WBEN/Buffalo WYNY/New York WP/Philadelphia KDKA/Pittsburgh WTAE/Pittsburgh WPFO/Providence WJMD/Washington WASH/Washington <p>SOUTH</p> <ul style="list-style-type: none"> WT/Atlanta WSB/Atlanta KVIL/Dallas ➔ KFMK/Houston 97AIA (WAJA)/Miami <p>MIDWEST</p> <ul style="list-style-type: none"> WCLR/Chicago WFYR/Chicago 55KRC (WKRC)/Cincinnati WGAR/Cleveland ➔ WZZP/Cleveland ➔ WCZY/Detroit ➔ WNIC/Detroit WHB/Kansas City WISN/Milwaukee ➔ WZUU-FM/Milwaukee WCCO/Minneapolis ➔ KS94 (KSD-FM)/St. Louis <p>WEST</p> <ul style="list-style-type: none"> KHOW/Denver KPPL/Denver KOY/Phoenix KEX/Portland ➔ KGW/Portland ➔ KEZL/San Diego KFMB/San Diego KNBR/San Francisco KPLZ/Seattle 	<p>EAST</p> <ul style="list-style-type: none"> ➔ WICC/Bridgeport ➔ WKAZ/Charleston, WV WRIE/Erie WSFM/Harrisburg WTIC/Hartford WVYZ/Hartford WELI/New Haven 3WS (WVSW-AM/FM)/Pittsburgh ➔ WBBF/Rochester WHAM/Rochester WGY/Schenectady WHYN/Springfield WHEN/Syracuse 14Q (WFTQ)/Worcester WSBA/York <p>SOUTH</p> <ul style="list-style-type: none"> WGAC/Augusta KEY 103 (KEYI)/Austin WAFB/Baton Rouge ➔ WSGN/Birmingham WBT/Charlotte WIS/Columbia ➔ KMGC/Dallas ➔ KRBE/Houston KULF/Houston ➔ WAAV/Huntsville WLSJ/Jackson ➔ WAIJ/Jacksonville WVLR/Lexington KAAY/Little Rock WRKA/Louisville WMAZ/Macon WRVR/Memphis ➔ WHHY/Montgomery <p>MIDWEST</p> <ul style="list-style-type: none"> SM95 (WSM-FM)/Nashville WQUE/New Orleans WTAR/Norfolk Y-106 (WHLV)/Orlando WPTF/Raleigh WRVA/Richmond ➔ WSRZ/Sarasota WSJS/Winston-Salem <p>MIDWEST</p> <ul style="list-style-type: none"> WAKR/Akron WHBY/Appleton WHBC/Canton WARM98 (WRRM)/Cincinnati YES95 (WYYS)/Cincinnati WTVN/Columbus WHIO/Dayton KRNT/Des Moines WOMC/Detroit ➔ WFDF/Flint WOWJ/Ft. Wayne ➔ WENS/Indianapolis KMBZ/Kansas City ➔ KUDL/Kansas City <p>WEST</p> <ul style="list-style-type: none"> WFMK/Lansing WIBA/Madison KLTE/Oklahoma City WQUA/Quad Cities ➔ KSLQ/St. Louis ➔ WMHE/Toledo KRMG/Tulsa KKRD/Wichita

Parallel 3
<p>EAST</p> <ul style="list-style-type: none"> ➔ WNNR/Beckley, WV WNAB/Bridgeport, CT WKZE-FM/Cape Cod, MA ➔ WEIM/Fitchburg, MA ➔ WKBR/Manchester, NH WCTC/New Brunswick, NJ WNEU/Wheeling, WV <p>MIDWEST</p> <ul style="list-style-type: none"> WJBC/Bloomington, IL KCRG/Cedar Rapids, IA WDAY/Fargo, ND KFOR/Lincoln, NE WSGW/Saginaw, MI KPAT/Sioux Falls, SD WJON/St. Cloud, MN WBOW/Terre Haute, IN <p>SOUTH</p> <ul style="list-style-type: none"> ➔ KRBC/Abilene, TX WSKY/Asheville, NC WCHV/Charlottesville, VA WDEF/Chattanooga, TN Q98 (WLEQ)/Ft. Myers, FL KSEL/Lubbock, TX WLVA/Lynchburg, VA WORG/Orangeburg, SC ➔ WROV/Roanoke, VA WWSA/Savannah, GA <p>WEST</p> <ul style="list-style-type: none"> KFQD/Anchorage, AK KADE/Boulder, CO KBOZ/Bozeman, MT ➔ KTWO/Casper, WY KMED/Medford, OR ➔ KBAI/Morro Bay, CA ➔ KRNO/Reno, NV KRKK/Rock Springs, WY ➔ KISN/Salt Lake City, UT ➔ KSRO/Santa Rosa, CA

The Music Section

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



THE BEST IN TOWN — Over 300 contestants competed in the 4th annual WOHO/Toledo "Derriere Derby" to win trophies and prizes. Over 5000 listeners attended the eye-catching event. From left, a winning male youngster, morning team partner Craig Edwards, the 18+ female winner, other morning personality Jay Scott, 18+ male champ, and junior female winner.

\$1.3 MILLION PROJECT

New Headquarters For WRVR

Hailing it as "one of the best-equipped and appointed radio stations in the country," WRVR/Memphis began construction of its new office building and broadcast facilities, at an estimated cost of around \$1.3 million.

After being designed for over a year, the building will contain all business and sales offices, along with production and air studios. Completion date is set for July 1982. Program Director Jim Robertson explained the plan: "We needed a better facility for two reasons. The first is that our current location is too small. In fact, our sales and promotion departments work in separate offices three miles away. We now will be able to consolidate everyone. "Secondly, we needed a complete upgrade of our studios and equipment. We're going to become completely state-of-the-art, including computerized music and 4-track recording capabilities. There's one

main studio, plus two fully-equipped production rooms, and a news booth. Without a doubt, this will be one of the outstanding broadcast facilities in America.

"The building itself, located in a very nice section of town, covers 10,000 square feet on one floor, with a lot of windows. We're keeping all the trees on the property and plan an area where people can enjoy lunch or picnic. Even the flowers will be blue and gold — our station colors.

"However, (station owner) Viacom International intends to make this much more than just a good-looking building. They plan for us to sound the way we should. Viacom has already renovated several of its other radio properties. It's all part of their heavy commitment to winning radio, and we feel fortunate to be part of that. They believe in WRVR and Memphis, and this commitment demonstrates that. This is very reassuring to me as a PD and everyone else here. We all drive by the area to survey the progress, and now everyone is just sky-high about it. What's special is that the entire staff has shared in the plans almost since step one. We've purposely included their ideas in the project, and have shown them what we plan to have, even down to the possibility of a pinball game in the lounge! As a morale booster, it's been tremendously productive. Everyone sees that we're making an honest effort to win in this market."

Progress

Programming/Operations

Pete Salant has been named NBC Radio "Programming Manager Of The Year" by the NBC Radio Stations during their recent management meetings in San Diego. Bob Pantano is promoted from News/Public Affairs Director at WICC/Bridgeport to Operations Manager. Andy Carey is upped from PD to Operations Manager at WHYN/Springfield. He continues his programming duties. WHB/Kansas City Music Director Tom Land has resigned to accept the position of Program Director at KQAM/Wichita. Jerry Martin, former newsman with WNEB/Worcester, is named Assistant General Manager across town at WORC, while Al Brodie is appointed Music Director, formerly of WOTW/Nashua, NH. Bryan Eaton has been promoted from morning personality to Operations Manager for KMBY-FM/Monterey. WKAZ/Charleston, WV has moved Rocky Steele up from middays to Program Director. He keeps his airshift. Keith Harris has departed as PD for WAZY-FM/Lafayette, IN to become PD at KRKE/Albuquerque. David



Bob Pantano



Bryan Eaton

Fezler, formerly of WKTY/La Crosse, WI, is the new Operations Manager at KBOZ/Bozeman, MT. Greg Bennett steps from Music Director to Program Director at KUAD-FM/Windsor, CO. KAAY/Little Rock promotes Brian Chase from afternoon drive/MD to morning drive/Assistant PD & MD. Jack Dillon joins Q96/Ft. Myers, FL as Music Director and midday personality from FM105/Charleston.



START OF SOMETHING BIG — Attending the groundbreaking ceremony for WRVR's new building are (l-r): GM Terry Wood, PD Jim Robertson, GSM Carolyn Craft, Office Manager Ronetida Kirk, and Business Manager Lacy Miller.

Country



CAROLYN PARKS

RECORD EXECs SPEAK OUT

Picking The Singles — Are Programmers Influential?

Did you ever wonder who decides which album cuts will become an artist's next current single? Does it sometimes seem as if the record labels simply throw an album on the turntable, lift the tone arm, and whichever cut it drops on is the next one released? After all, you've been playing the hell out of that one cut on the new Joe Blow album you like so much, getting some good audience response, and yet the record company went out and released another track completely. Makes you wonder if they're interested in your opinion at all, doesn't it?

Since more and more Country stations are playing album cuts these days, I decided to find out just how much influence programmers have in determining the singles that come out of those albums. Do record label executives really listen and respond when programmers tell them a particular cut is receiving favorable response on their station? Do these same decision-makers ever actively solicit this local input or have they already laid down their game plan on releases long before the album ever arrives at your station?

I talked to three label executives who are instrumental in choosing upcoming releases, RCA's VP/Marketing Joe Galante, CBS's Director of Marketing Joe Casey, and Elektra's Director of Promotion Nick Hunter; and while there's no cut-and-dried policy for any of these companies, I think you'll find that you have a lot more say in the selection process than you thought.

Is Radio Feedback Influential?

R&R: What goes into your decision-making process when you sit down to plan the release of a single from an artist's latest album, and how much influence does the feedback you get from radio stations have in that selection?

NH: A lot of things go into the selection of a single. Sometimes it's contractual, like right now with Mel Tillis. He has the say to pick any of the cuts, and we really don't have any choice in the matter. Sometimes the artist might have a choice of the "B" side, and sometimes they have their choice of the "A" side, and sometimes it's a joint agreement between the record label and the artist.

JC: We do have a game plan, but we do listen to radio. There is no formula for this. Upon release of an album, the producer will usually come to me or to Rick Blackburn, our VP/GM, and invariably he'll have his own thoughts and we respect that.



Joe Casey

Many times they're right on, and that becomes the first single. Upon release of an album, we do listen to radio, we most definitely listen to them, and there's been many, many instances when we have in fact gone the way that radio went.

JG: It depends on the particular project, but I would say that on an artist like Alabama we pretty much know the sequence of the singles that are going to come out. On certain albums, mostly the major artists, you know what's going on. When you've got an album out there initially you get enough feedback so that you know what the next two singles are going to be.

NH: To give you a real good example, we picked the first single from the Hank Williams Jr. LP "Rowdy," which was "Texas Women." Due to some lyric content we were real unsure about the second single, which we wanted to be "Dixie On My Mind." After the first single we went after radio and worked the album, specifically that cut, to see what the reaction would be. I don't remember how long but for weeks it was R&R's top LP track, which proved to us that it was a viable record, and that's why we went ahead and put it out.

"We get locked in this office and forget about what the street's saying, and radio really is our avenue to the streets." — Nick Hunter

JG: We're not foolish enough to say "We're in charge, and we're going to pick the record." It's a two-way street. If radio feels strongly about something and we see that it's going to be the kind of record that they're going to stick with, fine. But I think there are times when we've gone out to radio and asked them the question and they come back with 25 different opinions. In that case we have to make the decision in terms of what we think will be best for the artist's career and what the market will bear. And, of course, there are those people who say they will play it and then it comes out and they don't even touch it!

JC: One time I openly solicited opinions on the "To Lefty From Willie" album from maybe ten stations that I considered to be some tastemakers, and out of that number I got probably four different opinions as to what should be the cut from that album. One programmer went with a particular cut, which was not the one that we picked according to the consensus of opinion. When the record came out, he flatly refused to program it and to this day has never played that record!

I don't actively go out and solicit. I kind of ease into it by saying something like "What do you hear? I'm not looking for our next single, but how do you feel about the album? Have you heard such and such an album? Anything that stands out?" Believe it or not, we as a company are not that far off from radio. We're really tracking pretty much the same because there are some very obvious hit cuts on a lot of albums.

Maintaining Flexibility

R&R: Are you ever surprised when a cut you have already picked as the next single is not the one radio responds to? What do you do in a situation like that?



JG: We have the flexibility of changing. It really depends on the situation. We may even double-side the record, but obviously our goal is to get the record up as high as possible and also to sell albums, so it would have to be the kind of single that would be a mass market single for us. But if we had ten radio stations that loved one cut and 80 that loved another cut, we just have to make a decision for the majority.

For instance, when the Waylon Jennings album got out there, it was a very easy decision. About four million radio programmers, regional people, and RCA local people called here, bombarding us with requests to put out the Waylon & Willie single, although we were going to release another cut from the album. What happened was that we figured it had been a while since we'd had some tremendous Waylon product, and we felt really strong about the album. The only thing that surpassed our feeling was the feeling of radio that it had been a long time since they really had a Waylon & Willie single, and that's what dominated everybody's decision. The single's doing real well, so it was a good decision.



Joe Galante

NH: In our minds we want to see "Fraulein" coming off Joe Sun's album, and it is showing up in the reports. Now if it's not showing up strong enough and some other cut is, then we'll go with it. Unless an artist has in his contract that he has 100% choice, radio most of the time tells us what to do. I think record companies too much lately have thought they knew what it was all about, but radio basically is what the people think. We get locked in this office and forget about what the street's saying, and radio really is our avenue to the streets.

JC: Every once in a while something a little obscure will jump out and then you go out and start looking and asking "What do you think about this?" It really is amazing today what people will respond to in one

"It really is amazing today what people will respond to in one geographic area that they may not respond to in another, and while you cannot be everything to everybody, you try to come real close." — Joe Casey

geographic area that they may not respond to in another, and while you cannot be everything to everybody, you try to come real close.

I think anyone would be an absolute fool not to take into strong consideration listening to radio and listening to their thoughts about a given cut. On the other side of the coin, there are a lot of stations which will get into a cut or two or three (if the material is there), and they'll never talk about it, they'll never tell you about it, and it goes by the board. I don't know if they feel like no one cares what they're doing or what they particularly like or what they feel is right for their market.

Weeding Out Personal Opinion

R&R: How do you weed out a PD or MD's personal opinion from the response they're getting from their audience?

JG: That's real difficult, but I think it comes down to knowing what radio stations are all about and relying on our regional people. We rotate it too. When we go out and solicit opinions on a record we don't just go back to the same people all the time. Someone like (KCKC/San Bernardino PD) Bob Mitchell will get a particular album in, solicit audience response with his "rate a record" programming, and then call in to tell me what the response has been. We welcome that kind of information and we'll use it as input.

I think it's important to underline that we're not looking for their personal tastes. I'm not asking a radio station to play A&R, I'm asking them for the listener response. As long as I can get an honest response, then we can go back and give them the right kind of record.

JC: The last thing I'm interested in is a whole lot of personal opinions because they are all going to be different, and you can get yourself in trouble with that.

NH: We ask them if they're playing the album cut. If they say, "No, but I particularly like..." we kind of file it. Mainly we go with people who are playing it. Our policy on LP service is very strange. We will send them to the stations that play albums. I



Nick Hunter

don't care how big the station is as long as they're a full-time Country station and as long as they're playing LP's... and underline playing with eight or nine lines, because the reason we stopped a lot of album service was that PD's were just taking the LP's home to listen to; and I don't care what they listen to at home. I don't care how big a station it is, if they're not going to play it, they don't need it. Therefore, the people who do program albums we'll ask, and the people who don't, we don't care.

The Burnout Factor

R&R: What happens if a lot of stations

Inside Nashville



BIFF COLLIE

\$\$\$\$\$\$ & SENSE: Col. Tom Parker, in a turnabout suit, is claiming payments of \$1.6 million are owed him by the Elvis Presley estate... Barbara Mandrell's "One-Hour Photo" store opened Saturday (3-20) in Nashville. Wanta bet there'll be a chain nationally?... Glen Campbell, here to host the "Country Comes Home" special, divulged his reentry into the golden record industry sweepstakes. He'll do a variety show this fall too... Now Lynn Anderson says she didn't buy Treemont,

the \$2 million estate of the late Nashville financial magnate Edward Potter. She says she leased it... Priscilla Presley's suit against Chappell Music is for breach of royalties agreement with Elvis. Could amount to \$\$\$millions... If something about Con Hunley's new record sounds familiar, it could be the background vocal group (the Oak Ridge Boys)... On the back of her new album, Jessi Colter (Mrs. Waylon Jennings) writes: "A note from Jessi to Waylon: you're the finest man that ever walked in shoe leather." (That about says it)... That new label CBS is introducing is Columbia Historic Edition, debuting with a six-record set of originals by Lefty Frizzell, Spade Cooley, Bob Wills, Gene Autry, Flatt & Scruggs, & the Sons Of The Pioneers... 200 pounds of mail a day from Loretta Lynn's new Crisco commercial???? (She'll get a gold pie crust for that!)... Country record sales topped \$500 million (a half-billion!) in 1980... Benny Kennerson and family had a party last Wednesday, with Porter Wagoner handing over the keys to his Fireside Studio to Benny, the new owner. Benny's wife Mae, new manager of the studio, got out of the hospital to be there for the "Grand Opening"... Just-turned-16-year-old Kippi Brannon screen-tested for a movie role after her first record release. Music Row whispers already calling her another Brooke Shields... I understand you can buy the CBS Recording Studio in Nashville (it'll close in June) for \$7 million!

JACK GREENE & JUNE SIMMONS were married Saturday night, and the party that followed (all took place at Jack's farm outside Nashville) was the rip-snortiest, high-steppiest, down-home first-class Tennessee marryin' whing-ding perpetrated upon the people of Middle Tennessee in a coon's age. Most of those in attendance will be awhile recovering from that party. Talk on the street here is that they may release an album recorded "live" at the wedding party (now that would be something!). People came from hundreds of miles away who heard about it and just wanted to get in on it. One of the TV moguls in town is talking about a TV special based on the concept. It's already been nominated as one of the top country weddings of 1982.

SISSY SPACEK has never had a Top Ten Country record, but she's doing her second album. Her first one received a gold record signifying sale of over a million dollars' worth of product on the soundtrack LP from "Coal Miner's Daughter," many of whose songs Sissy sang on the way to winning the Oscar for portraying Loretta Lynn in the second-biggest money-maker movie of 1980. A country superstar in the 80's as well as a movie idol? Not unlikely; but isn't it interesting that Sissy Spacek went to New York in the late 1960's with hopes of becoming a rock star?????

CABBAGES & KINGS: Alabama's new album "Mountain Music" shipped gold. Over half-million orders in advance of shipment, certified gold by the RIAA before it was released... Churchill recording artist Cindy Hurt luckily wasn't (hurt, that is) when the car she was driving overturned on a patch of ice during a recent snowstorm in Chicago. Although she had to be extricated from the car by a crew of emergency workers, she escaped unharmed... The McDonald's corporation will begin airing, in early April, its first series of TV commercials utilizing a country singer... Terri Gibbs... Stella Parton's debut album for Townhouse Records was produced by Commodores member Milan Williams. Lionel B. Richie, Jr., another member of the group, produced Kenny Rogers's last album which, as you know, went on to win many top honors and elicit (so far) four hit singles. The Commodores could wind up being not only a super-successful recording group, but also some of the hottest producers in Nashvilletown. For a pop group,



Dickey Lee (seated) is putting the final touches on an exclusive writer agreement with the Welk Music Group's Hall-Clement Publications and Don Williams's Maplehill Music. Also present at the signing were (l-r) Don Williams, Welk's Nashville Division Manager Bill Hall, and Welk VP of Professional Activities Roger Sovine.

they sure know their country!... It's not true! Mel Tillis is not in trouble. He has not stopped stuttering. But there is talk about him doing a talk show on TV... What girl pop superstar is dickering with a current Top Ten Country hit parade resident to make a movie together? (She had a singing partner/husband who helped make her a giant in the 60's and 70's)... Music magnate Snuff Garrett, when I met him in 1957, was a Country disc jockey at Lubbock, Texas (can't think of the name of the station, Snuff!)... Rosanne and dad Johnny Cash to make an album together this spring???... Loretta Lynn will make her first guest-acting appearance on "Fantasy Island" this summer... Mitch Torok (we saluted him last week) told me in Toledo they have a "Dial-A-Prayer" service for atheists. You call the number... and nobody answers!



RADIO CAN BE SO DRAINING! KFTM/Fort Morgan, CO recently found out that it's better to give than receive... In this case, blood. MD/afternoon jock Tony Thomas even got to lie down on the job as he broadcast his show from the Morgan County Blood Donor Day site, while simultaneously giving away albums to all donors. The station's efforts netted 197 pints of blood for the community, a new record.



TOYS FOR TOTS THANKS - During a four-day promotion last December, WBEU/Beaufort, SC assisted the Marine Corps Reserve with their local Toys For Tots campaign, during which a total of over 350 toys were collected for area children. USMC Sgt. Linda Palmer shows her thanks by presenting a certificate of merit to station staffers (l-r) John McCoy, Mark Robertson (PD), and Linda Morlan.

Picking The Singles

Continued from Page 33

start playing one particular album cut, play it to death, and then you release it as a single? Wouldn't it be burned out even before you ship it?

JG: I think that really depends on the kind of act you're talking about. With Alabama we came out with "Love In The First Degree" almost nine months after the album had been on the streets, and everybody kept telling us that it was a burnout cut, and yet it went on to become a No. 1 record. In the kind of rotation that stations give albums they may be burned out on the cut, but I don't think the audience is burned out on the record. If there are some stations that are really heavy into album cuts, maybe a particular record, when we release it, won't be a No. 1 record on that station, but it may be top ten.

JC: On the last Ronnie McDowell album there was a cut that he did with Conway Twitty called "It's Only Make Believe." It's a very long cut and (WHN/New York PD) Dene Hallam was one of many who got into this cut and programmed it and really got better response off that album cut than from the number one single. I was all ears because I felt like it should have been the single in the first place. However, it didn't work out that way. Ronnie got a little nervous about it because it had received so much airplay and he was afraid it would burn out by the time we could respond since we were in the middle of a major hit record with him. So we didn't release it as the follow-up single.

NH: I don't think that would happen because Country is still so strong of a singles market. Right now not enough stations are playing album cuts to cause burnout, but if

we found out that they did wear it out, we'd put out another single. However, I can see that happening in the future, but I welcome that day because it means I'm getting all that album play; and if they can wear out a

"I'm not asking a radio station to play A&R, I'm asking them for the listener response. As long as I can get an honest response, then we can go back and give them the right kind of record."

— Joe Galante

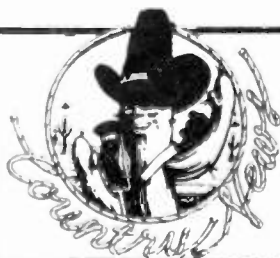
"Slow Hand," for instance, that means I've sold a lot of Conway Twitty LP's, and it really doesn't make any difference.

Next week we'll gaze into our crystal ball at what may be a future format for Country radio - AOC (Album-Oriented Country) - and speak with some programmers who have already incorporated this concept into their station programming, with encouraging results.

The Music Section

Country Radio's Most Accurate Music Information

Begins on Page 50



Coors Country News

This Week's Guest:
RAZZY BAILEY

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

Black Radio



WALT LOVE

WHRK DOMINATES CITY

K97 — The Urban Sound Of Memphis

This week we'll focus on K97's Urban Contemporary format in Memphis. WHRK is a part of the Plough Broadcasting chain, based in Tennessee.

The situation in Memphis is unique — the city has four Black music stations and the city isn't close, population-wise, to the size of a New York, Los Angeles, Chicago, or Houston. The black population is 37.8% of the total, which means no one can use the excuse "we can't find the blacks to survey." During the interview Program Director Ron Olsen discussed the phenomenal numbers K97 racked up in the Arbitron (a 16.7 share 12+). We also talked about what has made the difference for K97 and what makes the people of Memphis react to a radio station.



Ron Olsen

To give you some background on Mr. Olsen, he's been in the radio biz for approximately 10 years. Raised in Memphis from childhood and attending college locally, Olsen says, "I worked the college circuit for about four years of my total 10 years in the business." Ron was a real ball of fire to interview. I asked him to start by telling me about the station from its automated days.

"At that time the station was about 9th or 10th in the market and management decided to go live. It was at this time that I was hired as Program Director to put together a staff of good, dependable people. K97 is my first programming position so I had a lot to learn myself, but I knew we could make the station sound better than it did with some creative improvements and hard work. When we first got here, one of the things that needed straightening out was the commercials — they were awful. The station would flow well during music sweeps but when it was time for a stop-set, the station didn't sound right. We found some good people who were pros and got it on the right track.

"I learned immediately that good, dependable people are hard to find in this business. I've learned that having people who will do what you ask them to do is very important. When a PD tells his staff to ex-

"Black music formats do well in Memphis because there are no dogs here."

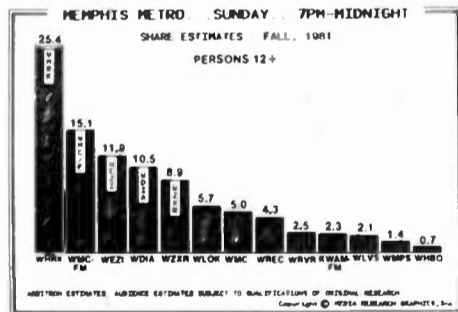
ecute something, it's very important to the entire radio station overall. The sound, the image, the positioning in the marketplace, as well as having good people, that's the key.

"We have some people on the air who are really experienced, like Jimmy Smith, formerly of KOKY/Little Rock, who does our mornings. He's a 'diehard' who really knows his music and communicates well

with everyone. Ron Wolfe does mid-days — he's been on the air everywhere. Most of his experience is on the East Coast and he's the first jock I hired. Ron's been here three years and he came from Norfolk. I do the 3-7pm shift and Leon Griffen, who was kicking around in a TV gig in Memphis and who has worked at other stations here, does our nights. When we went on the air, he wasn't working, so we snatched him up out of the unemployment line, put him on the air, and he's been killing them (ratings-wise) ever since. Finally, Earl Edmonds from St. Louis does the all-night show."

● K97's Rebounding Attitude

Besides K97's 16.7 share, WLOK, KWAM, and WDIA combined for a total of 15.1, giving Black radio an amazing 31.8 share of total listening. I asked Ron why he thought the other three black formats and his Urban format do so well in Memphis. "Well, right there Walt, one of the neat things about Memphis is black or white, I think one's heritage growing up in this area has a lot to do with it. By that I mean you grow up having an appreciation and a natural love for R&B music. I learned something a long time ago at Memphis State University — the available white listeners get off to R&B and always have. When I was growing up here, I used to listen to WDIA and



WLOK for years but I never dreamed that someday I'd get a chance to work at a station with a format like this one. If anyone wants to hear good Urban Contemporary, soul, Black radio or whatever at its very best, I'd suggest they come to Memphis and listen to the radio! We're at the top of the pile at this moment, but I'd take WDIA and WLOK and stack them up against any stations in the country. Plus, we've got a new competitor, 'Magic 101' (KWAM) and it's heads-up competition. What I'm getting at is, the Black music formats do well in Memphis because there are no dogs here. I think the FM penetration in the marketplace is superior right now and that's been coming for a long time. It's gonna be interesting, with Magic 101 in town, to see where the listeners go, if it's an FM battle or if it's WDIA, the 'granddaddy' of Black radio in America. WDIA is a traditional station that always does well, but WLOK is right in there with them so we've got our hands full of competition. I must say that all four stations are 'kickin' butt,' yet someone's gotta come out on top, and I feel that K97 will be there everytime because we've positioned

- K97's Rebounding Attitude
- Bumper Sticker Campaign
- ▶ Excursions In Jazz



ourselves in the market to be established, consistent, with our music always right on time. We haven't changed what we do; we keep up with current trends and we take a progressive stand, and I think our listeners are aware of this."

WHRK had a couple of down books (O/N '80 11.1, Spring '81 9.6), so my next question was why did it happen? "Basically, it was a couple of things. Candy Wessling, who was our National Music Director, left the company, so I think there was a little confusion. When you change music directors there's always a little different thinking. At that point we were on our own regarding the fall book, so we slipped a point. During the next book we were in a management crunch, so we got a new General Manager in the spring of '81 and we went through the entire book with 'zip' — no billboards, no TV, no contest, no nothing, we just lay down and slipped to 5th in the market.

■ Bumper Sticker Campaign

"After all that we started our comeback — it was the first time for a rear-window sticker campaign for us. We distributed 350,000 stickers, and started giving away cash money, and cash talks in this city. I don't care what anybody else gives away, cash money gets to the point!! So, suddenly I got active and was out in the van every morning, Monday-Friday, regardless of rain or shine. We started spotting cars, giving away money, knowing that no way in hell were we gonna have a third down book. The air staff really pulled together, worked hard, and gave that extra effort. It really turned out well for us — but, believe me, we earned it."

I wanted to know about K97's advertising approach. "We didn't really spend a lot because every station in town had a TV spot and bus cards. What we did was by design — we had just five outdoor billboards strategically placed on main thoroughfares that rotated at different locations in the city. Our five billboards was it; that's all we spent. We took \$10,000 and gave it away over a three-month period, which is a lot of stretching. The only way the money was given away was through our bumper sticker contest. Here's how it worked — spot a car with a sticker, pull it over, and let the driver pick from three envelopes like the old shell game. The person could win, depending on the day of the week, \$9.70, \$97 or \$970. Monday through Wednesday two envelopes had \$9.70 and one contained \$97; Thursday and Friday, two envelopes with \$9.70 and one with \$970. We increased our time spent listening to an enormous amount and the quarter hours really shot up incredibly. People locked in on us; I don't know if they thought they could win money anytime or what, but it was strictly a street promotion that worked. When you blanket a city with 350,000 stickers, you see them everywhere, which makes even more people identify with your station."

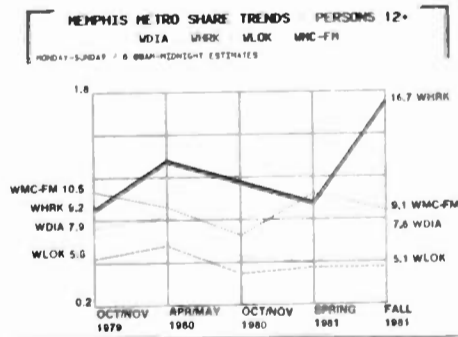
With black music dominating the market, I wanted to know more about K97's music approach. "We have our music categories — our power records, I suppose, are the hot 15 or 20 records in the city. We rotate those about every four or five hours and then we have a midtempo category: all together we play about 40 current records in addition to some album cuts plus selected oldies. Album cuts are important and we go pretty deep into some albums. I protect the sound of the radio station at all times — we never play anything that doesn't sound like K97. When I hear a song on the speakers, it takes me about 10 seconds to determine whether it sounds like our radio station or not."

What's that common denominator that makes a record sound like K97? "This is going to sound strange, but to this day, and I've been here three years, I still cannot put my finger on it. I think a lot of people interpret the sound in different ways. You've got me stumped. It's a combination that works well between current singles, LP's, and the right oldies plus getting on the new records at the right time. The other ingredient is avoiding the burnout factor."

▶ Excursions In Jazz

I wanted to know the audience K97 is targeted to reach. "We were down in our female listeners so we dayparted our music better this time. We got rid of all the rap records and things like that, which could turn the female audience off. This book we shot through the roof with women 18-34; the numbers were phenomenal and very well-balanced for both men and women. Another thing we do is mix in some mainstream jazz with our format, and both our black and white audiences enjoy it. No other FM station in Memphis does this, and it's been a real plus for us. Some months back I stuck my neck out and instituted a jazz show on Sunday nights from 7-midnight. We got a guy named Clay Yager to do the show (it's called 'Excursions In Jazz'), and Clay came in with a 25.4 share 12+. The other demos like 18-34 and 25-49 were even more impressive, and this was the first book for the jazz show. I'd say Clay owns Sunday nights in this city."

Now, the heavy question — does corporate really let you run the programming end of the radio station? "Yes they do. The situation we were in at one time was that all three stations, V103/Baltimore, V103/At-



lanta, and K97, were programmed musically from Memphis. I'm sure that handcuffed them to a certain degree because different regions of the country have different musical tastes. All of us still communicate back and forth on a regular basis, but it's nice doing some things by yourselves. Plough is very good about letting the program directors take care of their radio stations. We have a lot of corporate paperwork to deal with, but once you get into what's expected it's a positive. All the corporate paperwork has just made me become more organized. If I ever go anywhere else, this management experience at Plough will certainly pay off. I'm really proud of our operation and I'm happy this was my first opportunity to program. Having a 16.7 is a real high point in my career."

The Music Section
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THE PICTURE PAGE

Columbia Celebrates "Sky" With Diamond



Following Neil Diamond's recent performances at the Byrne Arena in New Jersey, Columbia executives celebrated the success of his "On The Way To The Sky" LP with the artist. Pictured (l-r) are Columbia VP's Ray Anderson and Mickey Eichner, CBS Records Group Deputy President Dick Asher, Diamond, Sr. VP/GM Al Teller, VP Ron Oberman, and CBS International VP Bunny Freidus.

Conclave For Cliff



EMI America saluted Cliff Richard's American success with a special reception after his Country Club show in Los Angeles. Pictured (l-r) are EMIA/Liberty VP Mark Levinson, label President Jim Mazza, Richard, EMIA/Liberty VP Don Grierson, and label's Frenchy Gauthier.

Partyin' With Parton



Townhouse artist Stella Parton and her producer, Commodores member Milan Williams, hosted a party to toast the completion of her debut album for the label. Pictured (l-r) are Townhouse VP Bill Valenziano, managers Steve Wax and Norton Stein, Parton, and William Morris's Dave Dowds.

Bridges Crossing Radio



AVI artist Alicia Bridges met with personalities from two Atlanta radio stations of different formats at a party for the Limelight entertainment complex. Pictured (l-r) are Village People's Randy Jones, Bridges, V103's Bobby Ellerbee, 94Q's Randall Hinton, and comedian Rip Taylor.

Genesis Forms Duke Via Atlantic



Atlantic Records will distribute the new label created by Atlantic artists Genesis and their manager Tony Smith, Duke Records. Genesis and Phil Collins product will continue on Atlantic proper, with the first Duke release an album by Scottish singer/composer/guitarist John Martyn. Pictured celebrating the deal are (l-r) Smith and Atlantic Chairman Ahmet Ertegun.

Ross Reaches Platinum

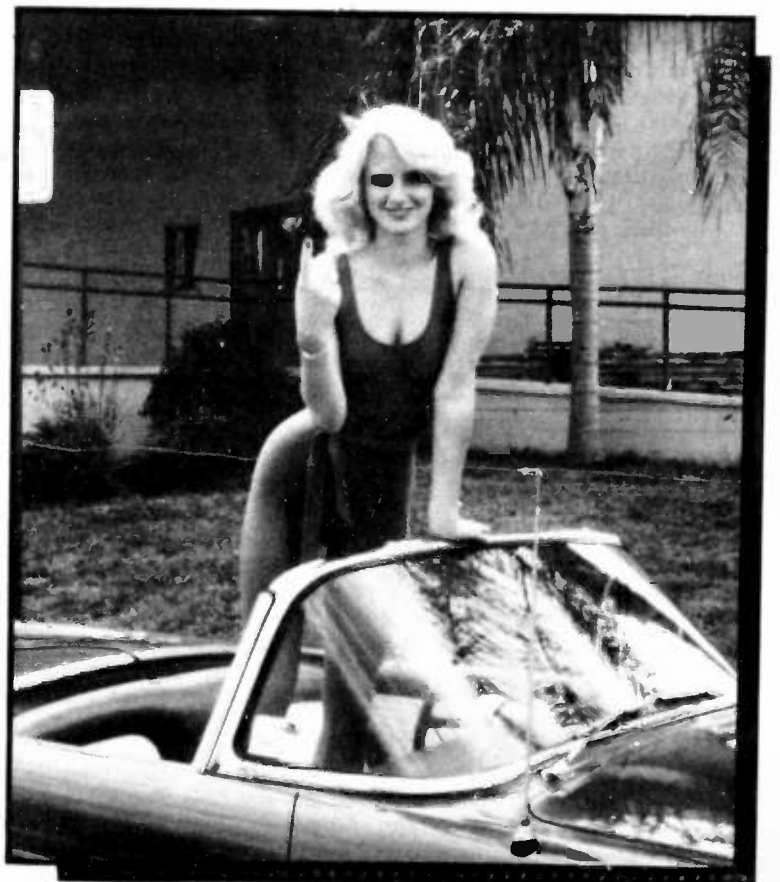


Diana Ross's first RCA LP went platinum, and label President Bob Summer (left) surprised the artist with the appropriate award. The LP's third single, "Work That Body," is forthcoming.

Siegel Signs With E/A



Jazz artist Dan Siegel has signed with Elektra/Asylum, with his first album for the label just out. Pictured at the signing are (l-r) E/A Sr. VP Kenny Butrice, Siegel, and management's Allen Kovac.



SPRING CLEANING YOUR PLAYLIST?

You Can't Beat These Fresh New Sounds
From Columbia Records.



WILLIE NELSON "Always On My Mind"

Z93 25-14	WBBQ 24-17	KCPX 38-27	WKEE add
94Q 8-4	WMAK-FM 25-15	Q104 25-18	WJDX add 28
KZFM 24-16	WOKI 16-13	WFOX 23-19	CK101 add
WTIX 13-11	WAYS 14-9	CKLW add 20	FM100 add 27
KXX106 27-16	WCSC 16-11	KIMN add	KIOA add

AVERAGE MOVE +6

WNCI add 22	WHYY-FM deb 30	Z102 35-31
KSKD add	BJ105 on	95SGF deb 30
KHYT add	WDOQ on	WISE deb 29
Q101 add	WSEZ 32-29	WFLB deb 29
KKXL add	WNOK-FM deb 25	WYKS on
KIQQ on	WZZR on	KILE 40-36
KYYX on	KSTT deb 24	KPUR deb 26
KINT 39-33	KRAV deb 20	KVOL on
KEEL on	WFBG on	KENI on
G100 on	WAEV 29-26	KSLY deb 23

A/C **BREAKERS**

WILLIE NELSON

Always On My Mind (Columbia)

67% of our reporters on it. Rotations: Heavy 26/0, Medium 58/9, Light 14/2, Extra Adds 2, Total Adds 13, WBEN, WASH, WICC, WAAY, WAIV, WMAZ, WTAR, WFDL, KWAV, KREM, WNAB, WCTC, KPAT. Moves 25-18 on A/C chart.

CHRIS REA "Loving You"

KEZR add	WOKI add
BJ105 add	KNBQ add

WIGY add
WFEA add
WFLB add
KRLA on
KZFM on

KINT 37-31
KROK on
WZYP on
WGH on
KBBK on

KCPX on
KSKD deb 39
WGUY on
KVOL on

KSLY on
KCBN 32-30
KDZA on

DENIECE WILLIAMS "It's Gonna Take A Miracle"

WABC add	KFRC add	WMAK-FM add
KRLA add	BJ105 add	WGH add

KIKI add
WACZ add
95SGF add
WFLB add

KENI add
KSLY add
WXKS-FM on
KEARTH 29

WDOQ on
WCSC on
KHYT on

ARC



ON COLUMBIA RECORDS

Opportunities

Openings

EAST

Strong production, great pipes. Full-time opening coming to WRKI, Superstars AOR in Bridgeport. T&R: Bob Kocak, PD, Box 96, Danbury, CT 06810. EOE M/F (3-26)

WYRE/Annapolis, rare opening for midday air performer/copywriter. Minorities encouraged. T&R: Chuck Bradley, WYRE, Box 1551, Annapolis, MD 21404. EOE M/F (3-26)

Experienced part-timers for key weekend shifts. T&R to Jay Scott, WRIE, Box 2072, Erie, PA 16512. EOE M/F (3-26)

Newspaper wanted at AM/FM combo. Daytimer, Superstars. No beginners. T&R to Mike Allen, ND, Box 96, Danbury, CT 06810. EOE M/F (3-26)

Hot new FM needs air talent and PD. T&R to Mark Osborne, Acadia Broadcasting, 45 High St., Ellsworth, ME 04806. EOE M/F (3-26)

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

WKZX, 96AM/Presque Isle, ME has opening for A/C mornings. Must be friendly, funny, brief. If small markets are your style, call (207) 764-1960. (3-19)

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

Openings

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

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

NY based syndicator needs experienced national sponsor sales rep for several music & comedy programs. Aggressive & contacts required. High commission. Call Don (212) 580-9626. (3-19)

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

Vermont A/C growing station has immediate fulltime jock opening. T&R to Greg Price, Box 446, Randolph, VT 05600. EOE M/F (3-19)

SOUTH

Engineer announcer combo; must have good abilities in both. Send T&R to Dick Grant, WLVA, Box 2179, Lynchburg, VA 24601. (3-26)

Needed: A/C AM drive personality. Production and community involvement. T&R to Bill Hagy, WFHG, Box 1389, Bristol, VA 24203. (703) 669-8112. (3-26)

Tennessee AM needs newperson/announcer. Possible ND. T&R: Terry McAllister, GM, WLAF-AM, Drawer 1409, LaFollette, TN 37766. Females encouraged. No calls. EOE M/F (3-26)

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

Openings

#1 station in New Orleans looking for morning jock/production for Urban Contemporary station. T&R: Barry Richards, WAIF-FM, 1639 Tenthly Blvd., New Orleans, LA 70119. EOE M/F (3-19)

ND needed for #1 station in the market. Call Phil Renkin, KVOL, Lafayette, LA, (318) 234-6151. EOE M/F (3-19)

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

MIDWEST

New major market AOR looking for air staff. Send T&R to Bob Heymann, 176 E. Delaware Place, Suite 6212, Chicago, IL 60611. EOE M/F (3-26)

Bright Morning Personality

wanted. Can you relate to and entertain our listeners? Major market FM Country station is looking for a contemporary communicator. T&R to Radio & Records, 1930 Century Park West, #320, Los Angeles, CA 90067. EOE M/F

WBOW/Terre Haute, IN needs a midday/production pro now. Experienced only. T&R to Berry Kent, 1301 Ohio Street, Terre Haute, IN 47807. EOE M/F (3-26)

Openings

WNAM-WAHC looking for Operations Manager. Experienced pro only. T&R and salary requirements to Perry Murphy, VP/GM, Box 707, Neenah, WI 54956. No calls. EOE (3-26)

JOCKS NEEDED

for IN A/C station. Looking for people that could work any shift including mornings. Market is Arbitron surveyed yearly. Experienced personality jocks able to work with a tight format and do top-notch production only please. T&R to Radio & Records, 1930 Century Park West, #321, Los Angeles, CA 90067. EOE M/F

KODY-AM looking for personality to fill future opening. Production ability a must. T&R and salary requirements: Dan Meher, Box 1086, North Platte, NB 69101. EOE M/F (3-26)

WHLB-WBAQ/Port Huron seeks Chief Engineer immediately. Good salary & benefits. Send T&R to: WHLS, Box 807, Port Huron, MI 48060. EOE (3-26)

KTFX, Tulsa's powerful fulltime Country station needs full and part-time professionals. T&R to: Doug MacKinnon, PD, KTFX, 5840 S. Memorial, Tulsa, OK 74146. EOE (3-26)

KWPC/Muscatoine needs morning man. Must be stable, smooth, one-to-one. Up-beat Country. T&R: Steve Bridges, 3218 Mulberry, Muscatine, IA 52761. (319) 263-2442. EOE M/F (3-26)

KKOA accepting T&R for current and future openings. c/o GM, Box 10, Minot, ND 58701. EOE (3-26)

Marketplace

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#17 CHR SINGLE

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MARCH 26, 1982

This Week In Music History

BY DAN FORMENTO OF THE SOURCE

Pearl Bailey Born

MONDAY, MARCH 29 — One of the most prominent voices of the American musical theatre, Pearl Bailey was born March 29, 1918 in Newport News, Virginia. Pearl started as a dancer and singer in New York City nightclubs during the early 40's, and in 1943 she toured as the vocalist with the Cootie Williams Orchestra. Her stage career began in 1946 in the title role of the Broadway musical "St. Louis Woman." One of her most highly acclaimed performances was in "Hello Dolly" in the late 60's, which led to her own television series on ABC in 1970.

TRIVIA — Eric Clapton married Patti Boyd, 1979... Also born this day was Lonnie Donegan, 1931.

Willie Nelson's Birthday

TUESDAY, MARCH 30 — Red-headed stranger Willie Nelson was born March 30, 1933 in the dusty hamlet of Abbott, Texas, where he and his sister Bobbie were raised by gospel-singing grandparents. Willie was five when he got his first guitar, and at thirteen he'd formed his own band with his father on fiddle. In 1961 Nelson sold the copyright to "Night Life," one of his earliest songs, for the paltry fee of \$150 to finance a move to Nashville. There he quickly made it as a songwriter and later, with a boost from Waylon Jennings and Leon Russell, as a performer as well.



TRIVIA — Also born this day was Frankie Laine, 1914... Graeme Edge of the Moody Blues, 1942... Jim Dandy of Black Oak Arkansas, 1948... and Eric Clapton, 1945.

Beatles Grab National Top 5

WEDNESDAY, MARCH 31 — Two weeks before John, Paul, George and Ringo were scheduled to arrive in America for their first U.S. tour, music industry publication *Billboard* reported that Beatles titles occupied the top five slots in its Hot 100 chart. (#1 "Can't Buy Me Love," #2 "Twist And Shout," #3 "She Loves You," #4 "I Want To Hold Your Hand," and #5 "Please Please Me.") And if that wasn't enough, other Beatles singles held spots at #16, #44, #49, #69, #78, #84, and #88 in the same chart!

TRIVIA — Jimi Hendrix began his first British tour, 1967... Birthdays today for John D. Loudermilk, 1934... and Herb Alpert, 1935.

First Automatic Record Changer

THURSDAY, APRIL 1 — HMV ("His Master's Voice"), through its German branch Electrola, introduced the first automatic record changer on April 1, 1927, as part of a new radio-phonograph combination. "All you do is to seat yourself in your favorite chair at any distance from the radio loudspeaker and play any record you want, as many times as you want, and at any volume you desire." The ultimate goal of this project and of the industry as a whole was to develop long-playing records, which RCA Victor demonstrated four years later.

TRIVIA — Ragtime legend Scott Joplin died, 1917... Birthdays today for Ronnie Lane of the Small Faces, 1946... and Rudolph Isley of the Isley Brothers, 1939.

Marvin Gaye Turns 43

FRIDAY, APRIL 2 — Soul singer Marvin Gaye was born the son of a minister in Washington, D.C. on April 2, 1939. Marvin's interest in music began when he was a boy playing organ in his father's church. During the 50's Gaye played and sang in a number of local Washington groups including the Rainbows, out of which he formed his own group the Marquees (which backed Bo Diddley); later he joined the Moonglows. His first taste of success came with the release of his fourth solo single "Stubborn Kind Of Fellow" in the early 60's. Other hits followed, including "Can I Get A Witness," "How Sweet It Is," and "I Heard It Through The Grapevine."

TRIVIA — Other birthdays include Larry Coryell, 1943... and Leon Russell, 1941.

CHR

Journey No. 1 For 7th Week

Charlene, Beatles, Stones, Elton
Eam Breakers

Top 5 Logjam Of Hits

To everyone's surprise, Journey managed to hold on to number one again this week, with more stations playing it (92%) than Stevie Wonder (85%), and Olivia (89%), and higher station chart positions than the other contenders. Journey's seven weeks at the top tied Foreigner's "Waiting For A Girl Like You" for length of chart supremacy.

From 1-9 on the chart it was pretty jammed up. Olivia seems the most likely to knock off Journey as Stevie weakened. Joan Jett hung in at No. 4, Go-Go's at No. 5, Huey Lewis moved 8-6, Vangelis held at No. 7, with Rick Springfield growing 12-8, and J. Geils rocking from 10-9... all showed very little signs of deterioration.

It looks like the late 60's or early 70's with artists like the Beatles, Rolling Stones, and Elton John all breaking in the same week. Charlene looked very strong, debuting in her Breaker week at No. 25. At the top of the New & Active list, Kool & the Gang, and the Human League looked primed to break next week.

SEE PAGE 55

A/C

Vangelis Blazes 5-1

Nelson, Flack,
Cotton Breakers

No. 1 Most Added For Derby Dan

Vangelis has triumphed as the second consecutive new artist to reach No. 1, and 1982's first No. 1 instrumental. Olivia Newton-John (8-4) could be next in line for the top.

Breakers this week go to three returning stars: Willie Nelson (25-18), Roberta Flack (27-20), and Gene Cotton (28-25). Breaker contenders Ai Jarreau (30-24), Charlene (debut 26), and Greg Guldry (debut 28) are all gaining solidly.

"Run For The Roses," Dan Fogelberg's fourth single from his latest LP, started from the gate as swiftly as the previous three, ranking No. 1 Most Added. The Carpenters, Beatles, Barry Manilow, Charlene, Elton John, Sheena Easton, and Eddie Rabbitt also gathered heavy new action.

The beginning of the Arbitron rating period, often associated with tightening playlists, seemed to play no significant role this week. In fact, fifteen records scored 10 adds or more apiece, tying the 1982 record set last month.

SEE PAGE 54

AOR

Hagar Grabs Top Spot From Geils

Asia, CDB Debut Strongly, Hit Breaker Dregs, Page Also Debut

After a total of ten weeks as AOR's top-played album, the J. Geils Band were knocked out of their throne by Sammy Hagar, a winner in hits and total reports. Aldo Nove, Rick Springfield, Tommy Tutone, and Dwight Twilley all took great jumps this week. Asia debuted with phenomenal adds strength, grabbing Breaker status in the process. Also debuting this week were Charlie Daniels (another Breaker), Dregs, and the Jimmy Page "Death Wish II" soundtrack, while the resilient Shooting Star shot back on the chart for a third time.

Also showing airplay strength this week were Secret Policemen's Other Ball, Scorpions, and Duke Jupiter.

SEE PAGE 45

Country

Conway Keeps Crown For Second Week

Kieran Kane & Bellamys Only Breakers

Conway Twitty's "The Clown" copped the top spot for the second week in a row, although a battle brewed between Anne Murray, Kenny Rogers, George Jones, and Emmylou Harris (Nos. 2 through 5 respectively) for the No. 1 position. All are strong records, although George Jones seemed to have a slight edge in terms of upward movement.

With Conway at No. 1 and Kieran Kane and the Bellamy Brothers Breaking this week, Elektra made it a clean sweep. Congratulations! The activity level on newer product slowed down somewhat. However, some movers to watch out for in the coming weeks included T.G. Sheppard (34 Adds), Eddie Rabbitt (33 Adds), Lee Greenwood (24 Adds), Tammy Wynette (23 Adds), and the Gary Stewart & Dean Dillon duet (22 Adds).

SEE PAGE 50

Black Radio

Stevie Stays At No. 1 Ray Parker Jr. Takes Big Jump Six Breakers This Week West Street Mob Most Added

The top chart position was won again by Stevie Wonder (for the eighth week!) and Smokey Robinson continued his firm grip on the number two spot. Atlantic Starr, Richard "Dimples" Fields, O'Bryan, and the Chi-Lites all cracked the top ten mark this week.

Most Added honors went to the West Street Mob, closely followed by Bloodstone, Deniece Williams, the O'Jays, and Stars On 45 ("Tribute To Stevie Wonder").

This week six records became Breakers: Ray Parker Jr., Kool & the Gang, Patrice Rushen, Shalamar, Cameo, and Deniece Williams. Debuting on the Black Radio Chart were Cameo, Cheri, Deniece Williams, Skyy, and the O'Jays. Ray Parker Jr. made the largest move on the chart from 30-15.

SEE PAGE 52

T.G. Sheppard's 'Finally' Is Happening In CHR:

Just Out:

Z93 deb 28	WBBQ on	Q104 add
94Q on	WMAK-FM add	WAEV deb 29
Q105 add 26	WOKI deb 39	Z102 add 35
WCKX add 28	WQUT add	95SGF on
KXX106 on	WAYS on	WFOX on
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"FINALLY"

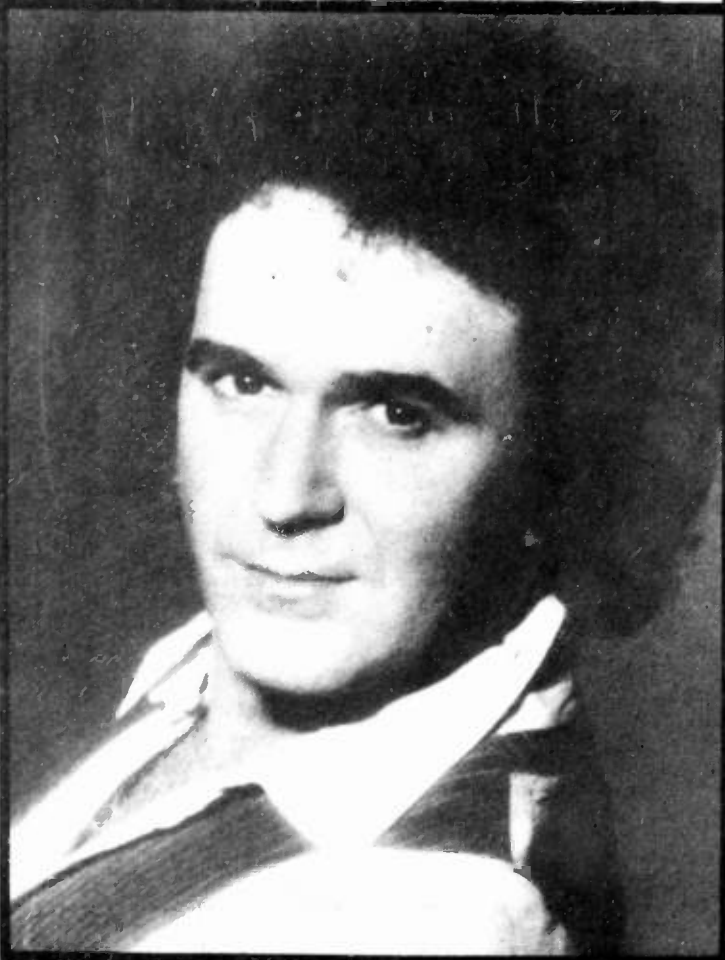
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Contempo 300
BARRY MANILOW "Let's Hang On" (Ansta)
ROBERTA FLACK "Making Love" (Atlantic)
ELTON JOHN
"Empty Garden (Hey Hey Johnny)" (Geffen)
Great American Country
GENE WATSON "Speak Softly" (Capitol)
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CHARLIE DANIELS BAND
"Still In Saigon" (Epic)
CARS "Since You're Gone" (Elektra)
ALDO NOVA "Fantasy" (Epic)
BEATLES "Movie Medley" (Capitol)
T.G. SHEPPARD "Finally" (WB/Curb)
DAVID LASLEY
"If I Had My Wish Tonight" (EMI America)
SHEENA EASTON "When He Shines" (EMI America)
CAROLE KING "One To One" (Atlantic)

The A-C Format

CARPENTERS "Beechwood 4-5789" (A&M)
ELTON JOHN
"Empty Garden (Hey Hey Johnny)" (Geffen)
GREG GUIDRY "Goin' Down" (Badland/Columbia)
T.G. SHEPPARD "Finally" (WB/Curb)

Country

T.G. SHEPPARD "Finally" (WB/Curb)
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CARS "Since You're Gone" (Elektra)
GENESIS "Man On The Corner" (Atlantic)
BEATLES "Movie Medley" (Capitol)
CHARLIE DANIELS BAND
"Still In Saigon" (Epic)
HUMAN LEAGUE "Don't You Want Me" (A&M)

*Beautiful
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GORDON LIGHTFOOT "Baby Step Back" (WB)

Country Library

JOE SUN "Holed Up In Some Honky-Tonk"
(Elektra)
FRED KNOBLOCK
"I Had It All" (Scotti Bros./CBS)

TV MUSIC TELEVISION™

Buzz Brindle (212) 944-5399

GRAHAM PARKER "Temporary Beauty" (Ansta)
DEPECHE MODE "See You" (Sire/WB)
FINGERPRINTZ "Shadowed" (Stiff America)
JOE "KING" CARRASCO "Bad Rap" (MCA)
JOURNEY "Open Arms" (Columbia)

**WILLIAM B. Tanner
Tanner
COMPANY, INC. Musical
Spectrum**

Kenny Bosak (901) 320-4433

Bright Blue

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

TANner Country

BELLAMY BROTHERS
"For All The Wrong Reasons" (Elektra/Curb)
JACKY WARD "Travelin' Man" (Asylum)
LACOSTA TUCKER
"Love Take It Easy On Me" (Elektra)
MEL McDANIEL
"Take Me To The Country" (Capitol)
TAMMY WYNETTE "Another Chance" (Epic)
LEON EVERETTE
"Just Give Me What You Think Is Fair" (RCA)
JOE SUN "Holed Up In Some Honky-Tonk"
(Elektra)
JOE STAMPLEY "I'm Goin' Hurtin'" (Epic)
CINDI HURT "Don't Come Knockin'" (Churchill)

Concept

Lee Nye (916) 782-7754

Adult Rock

ELTON JOHN
"Empty Garden (Hey Hey Johnny)" (Geffen)
BEATLES "Movie Medley" (Capitol)
SHEENA EASTON "When He Shines" (EMI America)
CHARLIE DANIELS BAND
"Still In Saigon" (Epic)
CHARLENE "I've Never Been To Me" (Motown)
LOVERBOY "When It's Over" (Columbia)

Radio & Records . AOR . NATIONAL AIRPLAY / 40

March 26, 1982

167 REPORTERS

Album cuts are listed in order of airplay preference.

36	3/12	3/19	3/26		
4	3	3	1	SAMMY HAGAR	Standing Hampton (Geffen)
2	2	2	2	JOAN JETT & THE BLACKHEARTS	I Love Rock-N-Roll (Boardwalk)
10	8	6	3	ALDO NOVA	Aldo Nova (Portrait/CBS)
6	5	4	4	PRISM	Small Change (Capitol)
1	1	1	5	J. GEILS BAND	Freeze-Frame (EMI America)
5	6	5	6	LOVERBOY	Get Lucky (Columbia)
—	—	18	7	RICK SPRINGFIELD	Success Hasn't Spoiled Me Yet (RCA)
7	7	7	8	VAN HALEN	(Oh) Pretty Woman (WB)
16	12	10	9	HUEY LEWIS & THE NEWS	Picture This (Chrysalis)
22	16	15	10	TOMMY TUTONE	Tommy Tutone-2 (Columbia)
14	13	13	11	LE ROUX	Last Safe Place (RCA)
3	4	8	12	POLICE	Ghost In The Machine (A&M)
13	11	12	13	BRYAN ADAMS	You Want It — You Got It (A&M)
26	18	16	14	GAMMA	3 (Elektra)
8	9	9	15	CARS	Shake It Up (Elektra)
9	10	11	16	QUARTERFLASH	Quarterflash (Geffen)
11	14	14	17	GENESIS	Abacab (Atlantic)
30	26	22	18	DWIGHT TWILLEY	Scuba Divers (EMI America)
18	20	17	19	GO-GO'S	Beauty & The Beat (IRS/A&M)
20	21	21	20	JOHNNY & THE DISTRACTIONS	Let It Rock (A&M)
37	25	19	21	JAY FERGUSON	White Noise (Capitol)
—	—	—	22	ASIA	ASIA (Geffen)
15	17	20	23	OZZY OSBOURNE	Diary Of A Madman (Jet/CBS)
24	22	23	24	THIN LIZZY	Renegade (WB)
—	—	28	25	SECRET POLICEMAN'S...	Various Artists (Island/WB)
—	—	39	26	SCORPIONS	Blackout (Mercury/PolyGram)
34	32	26	27	BONNIE RAITT	Green Light (WB)
—	—	—	28	CHARLIE DANIELS BAND	Windows (Epic)
—	—	—	29	DREGS	Industry Standard (Arista)
—	—	33	30	DUKE JUPITER	1 (Coast-Coast/CBS)
17	24	27	31	JOURNEY	Escape (Columbia)
36	30	31	32	STEVIE NICKS — (LIVE)	Edge Of Seventeen (Modern/Atco)
19	23	25	33	FOREIGNER	4 (Atlantic)
23	27	30	34	WRABIT	Wrabit (MCA)
12	15	24	35	AC/DC	For Those About To Rock (Atlantic)
28	28	29	36	UFO	Mechanix (Chrysalis)
38	35	32	37	SOFT CELL	Non-Stop Erotic Cabaret (Sire/WB)
—	—	—	38	JIMMY PAGE	Death Wish II (Swan Song/Atco)
27	33	36	39	ROLLING STONES	Tattoo You (Rolling Stones/Atco)
35	37	—	40	SHOOTING STAR	Hang On For Your Life (Virgin/Epic)

"Fall" "Way" "Fire" "Piece"
 "Crimson" Title "Bits" "Victim"
 "Fantasy" "Foolin'" "Ball" "Love"
 "Don't" "Hole" "Radar" "Heart"
 Title "Rage" "Centerfold"
 "Over" "Top" "Working" "Lucky"
 "Calling" "Don't" "Kristina" "Girls"
12-inch 45
 "Do" "Workin'" "Heart" "Buzz"
 "867-5309/Jenny"
 "Addicted" "Nobody" "Boys" "Safe"
 "Spirits" "Journey" "Hungry" "Sun"
 "Lonely Nights"
 "Right" "Gone" "Stranger" "Third"
 "Since" Title "Cruiser" "One"
 "Fool" "Heart" "Kind"
 "Man" Title "Like"
 "Somebody" "Back" "Girl"
 "Beat" "Lips" "Town"
 "Complicated" "Desire" "Road"
 Title "Alive" "Inside" "Down"
 "Heat" "Survivor" "Dreams" "Time"
 "Flying" "Tonight" "Kill"
 "Angel" "Hollywood" "Pressure"
 "Roxanne" "Air" "Crossroads"
 "No One" Title
 "Heart" "Me" "Tears" "Baby"
 "Saigon" "Gal" "Cajun"
 "Crank" "Bloodsucking" "Ridin'"
 "Drink" "Blues"
 "Arms" Title "Don't" "Crying"
12-inch 45
 "Hero" "Waiting" "Woman" "Urgent"
 "Anyway Anytime"
 "Get" Title **New Entry**
 "Writer" **→**
 "Tainted" "Hello"
 "Sandwich" "Sirens" "Blame" "Chase"
 "Fire" "Friend" "T&A"
 "Hollywood" "Flesh" "Side" "Life"

MOST ADDED

	3/26	3/19	3/12	3/5	2/26
1 ASIA	134/133	00	00	00	00
2 CHARLIE DANIELS BAND	97/89	11/11	00	00	00
3 SCORPIONS	79/32	71/70	22	1/1	1/0
4 JIMMY PAGE	57/21	51/48	8/8	00	00
5 DREGS	75/20	73/65	00	00	00
6 ROGER DALTRY	43/19	42/24	27/27	1/1	00
7 MOON MARTIN	19/18	1/1	00	00	00
8 KARLA BONOFF	17/15	7/7	00	00	00
9 J.J. CALE	14/13	00	00	00	00
10 SECRET POLICEMAN'S...	78/11	52/51	58/58	2/2	00
10 DUKE JUPITER	62/11	67/22	47/20	32/22	15/11
12 CAROLE KING	14/10	2/2	00	00	00
13 RICK SPRINGFIELD	134/9	141/112	62	00	00
13 JAY FERGUSON	93/9	105/19	90/28	63/58	00

MEDIUM

	3/26	3/19	3/12	3/5	2/26
1 GAMMA	122/87	117/79	107/71	101/20	00
2 DWIGHT TWILLEY	105/83	97/74	88/57	83/39	61/1
3 JOHNNY & THE...	90/74	82/78	95/79	97/79	88/61
4 LE ROUX	129/71	129/73	124/82	126/85	115/80
5 JAY FERGUSON	93/70	105/71	90/45	69/9	00
6 THIN LIZZY	81/64	91/67	91/72	93/71	80/50
7 HUEY LEWIS & NEWS	130/51	131/72	127/72	116/78	113/68
8 TOMMY TUTONE	126/58	111/57	98/53	87/43	55/36
9 RICK SPRINGFIELD	134/51	141/20	6/3	00	00
10 BRYAN ADAMS	111/49	119/47	121/53	123/51	119/55
11 DREGS	75/48	73/8	00	00	00
11 UFO	55/48	71/52	73/65	73/68	67/47
13 ALDO NOVA	140/45	139/49	129/56	132/73	121/81
13 PRISM	136/45	140/48	141/44	141/53	142/82
14 DUKE JUPITER	62/44	67/40	47/23	32/8	15/1

THE HOTTEST

	3/26	3/19	3/12	3/5	2/26
1 SAMMY HAGAR	146/125	151/130	149/124	150/120	146/112
2 J. GEILS BAND	129/111	153/133	150/132	161/144	153/138
3 JOAN JETT...	136/105	150/132	149/131	152/135	147/135
4 LOVERBOY	123/94	137/105	129/108	143/121	142/118
5 ALDO NOVA	140/91	139/88	129/72	132/56	121/37
5 PRISM	136/91	140/92	141/96	141/87	142/79
7 POLICE	111/79	131/100	144/118	152/128	148/124
8 QUARTERFLASH	105/75	122/90	123/83	131/84	128/77
9 RICK SPRINGFIELD	134/74	141/7	8/1	00	00
10 CARS	107/71	128/88	126/91	135/98	133/103
11 HUEY LEWIS & NEWS	130/67	131/59	127/48	116/31	113/22
12 BRYAN ADAMS	111/52	119/70	121/65	123/60	119/50
13 TOMMY TUTONE	126/60	111/42	98/36	87/26	86/20
14 GENESIS	91/58	102/58	103/61	120/72	129/81
15 LE ROUX	129/56	129/55	124/42	126/38	115/31
15 GO-GO'S	85/56	91/52	90/54	86/54	80/45

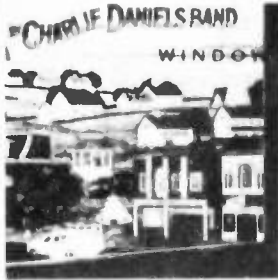
The Added reports of charting artists are displayed over a five-week period. They are listed in order of total reports within the specific rotation for the week. Two numbers follow each album title. The first represents total number of our reporting stations playing the album this week. The second is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

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 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 BREAKER

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



ASIA
Asia (Geffen)
 "Heat" "Survivor"
 "Dreams" "Time." 82% of our reporters on it. Total album reports: 134. A-133, M-0, H-1. Album debuted this week at number 22.

CHARLIE DANIELS BAND
Windows (Epic)
 "Saigon" "Gal" "Cajun." 58% of our reporters on it. Total album reports: 97. A-89, M-8, H-0. Album debuted this week at number 29.

Significant Action

- CHUBBY CHECKER** . The Change Has Come (MCA)
 "Diamond" "Running" Total: 48. A-3, M-38, H-7
- GLASS MOON** . Growing In The Dark (Radio/Atlantic)
 "Carousel" "Simon" Total: 44. A-1, M-34, H-9
- ROGER DALTRY** . Best Bits (MCA)
 "Martyrs" "See" Total: 43. A-19, M-21, H-3
- NICK LOWE** . Nick The Knife (Columbia)
 "Stick" "Burning" Total: 39. A-2, M-22, H-15
- SIMON & GARFUNKEL** Concert In Central Park (WB)
 "Susie" "Mrs. Robinson" Total: 39. A-8, M-20, H-13
- HUMAN LEAGUE** . Dare (A&M)
 "Don't" "Seconds" Total: 38. A-7, M-20, H-11
- DAVID BOWIE** . 12-inch 45 (MCA)
 "Cat People" Total: 38.
- KROKUS** . 12-inch 45 (Arista)
 "Long Stick Goes Boom" Total: 37.
- BOB & DOUG MCKENZIE** Great White... (Mercury/PG)
 "Take" "Beer" Total: 36. A-0, M-28, H-10
- ANGEL CITY** . Night Attack (Epic)
 "Fashion" "Night" Total: 36. A-0, M-30, H-6

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

JAZZ ON AOR

- 2 1 FULL MOON** . N. Larsen/B. Feiten (WB)
 "Visitor" "Sierra" "Eyes"
- 1 2 AL DI MEOLA** . Electric Rendezvous (Columbia)
 "Cruisin'" "Title"
- 3 3 LARRY CARLTON** . Sleepwalk (WB)
 Title "Frenchman's"
- 5 4 MICHAEL FRANKS** . Objects Of Desire (WB)
 "Ladies' Nite" "Flirtation"
- 6 5 JEFF LORBER** . "Tierra" Title "Magician"
 It's A Fact (Arista)
- 4 6 JEAN-LUC PONTY** . Mystical Adventures (Atl.)
 "Rhythms" "As" "Jig"
- 7 7 WEATHER REPORT** Weather... (ARC/Columbia)
 "Dara" "Volcano"
- 8 8 LEE RITENOUR** . Rio (Musician/Elektra)
 "Rio Funk"
- 9 CASIOPEA** . Make Up City (Alfa)
 Various Cuts
- 10 DAN SIEGEL** . Dan Siegel (Elektra)
 "Uptown" "Soaring"

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

REGIONAL AOR ACTIVITY

EAST

MOST ADDED

- Asia (34/33)
- Charlie Daniels (22/20)
- Scorpions (18/6)
- Utopie (10/5)
- Moon Martin (5/5)

MEDIUM

- Huey Lewis (29/19)
- Gamma (25/19)
- Johnny & The... (20/18)
- Jay Ferguson (19/16)
- Rick Springfield (32/15)
- Le Roux (26/15)
- Dwight Twilley (21/15)

THE HOTTEST

- J. Geils Band (32/31)
- Joan Jett (31/27)
- Sammy Hager (30/27)
- Loverboy (30/23)
- Aldo Nova (28/21)

NOTE: Two numbers follow each name. The first totals all reports in all rotations in the given region. The second displays the number of reports in that region for the noted rotation.

WEST

MOST ADDED

- Asia (34/33)
- Charlie Daniels (22/20)
- Scorpions (18/6)
- Utopie (10/5)
- Moon Martin (5/5)

MEDIUM

- Huey Lewis (29/19)
- Gamma (25/19)
- Johnny & The... (20/18)
- Jay Ferguson (19/16)
- Rick Springfield (32/15)
- Le Roux (26/15)
- Dwight Twilley (21/15)

THE HOTTEST

- J. Geils Band (32/31)
- Joan Jett (31/27)
- Sammy Hager (30/27)
- Loverboy (30/23)
- Aldo Nova (28/21)

NOTE: Two numbers follow each name. The first totals all reports in all rotations in the given region. The second displays the number of reports in that region for the noted rotation.

REGIONAL AOR ACTIVITY

MIDWEST

MOST ADDED

- Asia (34/33)
- Charlie Daniels (22/20)
- Scorpions (18/6)
- Utopie (10/5)
- Moon Martin (5/5)

MEDIUM

- Huey Lewis (29/19)
- Gamma (25/19)
- Johnny & The... (20/18)
- Jay Ferguson (19/16)
- Rick Springfield (32/15)
- Le Roux (26/15)
- Dwight Twilley (21/15)

THE HOTTEST

- J. Geils Band (32/31)
- Joan Jett (31/27)
- Sammy Hager (30/27)
- Loverboy (30/23)
- Aldo Nova (28/21)

NOTE: Two numbers follow each name. The first totals all reports in all rotations in the given region. The second displays the number of reports in that region for the noted rotation.

REGIONAL AOR ACTIVITY

SOUTH

MOST ADDED

- Asia (34/33)
- Charlie Daniels (22/20)
- Scorpions (18/6)
- Utopie (10/5)
- Moon Martin (5/5)

MEDIUM

- Huey Lewis (29/19)
- Gamma (25/19)
- Johnny & The... (20/18)
- Jay Ferguson (19/16)
- Rick Springfield (32/15)
- Le Roux (26/15)
- Dwight Twilley (21/15)

THE HOTTEST

- J. Geils Band (32/31)
- Joan Jett (31/27)
- Sammy Hager (30/27)
- Loverboy (30/23)
- Aldo Nova (28/21)

NOTE: Two numbers follow each name. The first totals all reports in all rotations in the given region. The second displays the number of reports in that region for the noted rotation.

REGIONAL AOR ACTIVITY

WEST

MOST ADDED

- Asia (34/33)
- Charlie Daniels (22/20)
- Scorpions (18/6)
- Utopie (10/5)
- Moon Martin (5/5)

MEDIUM

- Huey Lewis (29/19)
- Gamma (25/19)
- Johnny & The... (20/18)
- Jay Ferguson (19/16)
- Rick Springfield (32/15)
- Le Roux (26/15)
- Dwight Twilley (21/15)

THE HOTTEST

- J. Geils Band (32/31)
- Joan Jett (31/27)
- Sammy Hager (30/27)
- Loverboy (30/23)
- Aldo Nova (28/21)

NOTE: Two numbers follow each name. The first totals all reports in all rotations in the given region. The second displays the number of reports in that region for the noted rotation.

REGIONAL AOR ACTIVITY

WEST

MOST ADDED

- Asia (34/33)
- Charlie Daniels (22/20)
- Scorpions (18/6)
- Utopie (10/5)
- Moon Martin (5/5)

MEDIUM

- Huey Lewis (29/19)
- Gamma (25/19)
- Johnny & The... (20/18)
- Jay Ferguson (19/16)
- Rick Springfield (32/15)
- Le Roux (26/15)
- Dwight Twilley (21/15)

THE HOTTEST

- J. Geils Band (32/31)
- Joan Jett (31/27)
- Sammy Hager (30/27)
- Loverboy (30/23)
- Aldo Nova (28/21)

NOTE: Two numbers follow each name. The first totals all reports in all rotations in the given region. The second displays the number of reports in that region for the noted rotation.

WYX/Albany (618) 786-0890

Asia (34/33)
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Main table containing station call letters, frequencies, and lists of program titles and hosts for various radio stations across the region.

KREM/Spolk

Hosts and program details for KREM/Spolk station.

KVRE/Santa Rosa

Hosts and program details for KVRE/Santa Rosa station.

KWFM/Tucson

Hosts and program details for KWFM/Tucson station.

KLPT/Tucson

Hosts and program details for KLPT/Tucson station.

KZAM/Seattle

Hosts and program details for KZAM/Seattle station.

KZOK/Seattle

Hosts and program details for KZOK/Seattle station.

KXFM/Santa Maria

Hosts and program details for KXFM/Santa Maria station.

Country

BREAKERS

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

KIERAN KANE

I Feel It With You (Elektra)

On 66% of reporting stations. National Summary: Up 35, Same 22, Down 0, Debuts 16, Adds 14. R&R Chart: 48-40.

BELLAMY BROTHERS

For All The Wrong Reasons (Elektra/Curb)

On 64% of reporting stations. National Summary: Up 7, Same 30, Down 0, Debuts 23, Adds 24. A Most Added Record. R&R Chart: 50-41.

MOST ADDED

- T.G. SHEPPARD
Finally (WB/Curb)
- EDDIE RABBITT
I Don't Know Where To Start (Elektra)
- BELLAMY BROTHERS
For All The Wrong Reasons (Elektra/Curb)
- LEE GREENWOOD
Ring On Her Finger (MCA)
- TAMMY WYNETTE
Another Chance (Epic)
- G. STEWART & D. DILLON
Brotherly Love (RCA)
- JOE STAMPLEY
I'm Goin' Hurtin' (Epic)

HOTTEST

- ALABAMA
Mountain Music (RCA)
- CONWAY TWITTY
The Clown (Elektra)
- OAK RIDGE BOYS
Bobbie Sue (MCA)
- HANK WILLIAMS JR.
A Country Boy Can Survive (Elektra/Curb)
- RICKY SKAGGS
Crying My Heart Out (Epic)
- KENNY ROGERS
Through The Years (Liberty)

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.

MEL McDANIEL "Take Me To The Country" (Capitol) 77/19
National Summary: Up 17, Same 22, Down 0, Debuts 19, Adds 19, WPOC-FM, WCAW, KIX106, KIXZ, KLVI, WMPS, WMNI, WCXI, WAXX, WQHK, WITL-FM, WXCL, WHBF, WIL-AM-FM, KBMY, KLZ, KVEG, KCBO-AM, KBBQ, R&R Chart: Debut 47.

CALAMITY JANE "I've Just Seen A Face" (Columbia) 75/15
National Summary: Up 23, Same 28, Down 0, Debuts 9, Adds 15, WPOC-FM, WADR, WYKR, WBEU, KXYL, WSOC-FM, WQAM, WSM, KWKH, WFMS-FM, WDAF, WTHI-FM, KYGO-FM, KEED, KGA, KBBQ, WIXL-FM 43-31.

JACKY WARD "Travelin' Man" (Asylum) 71/14
National Summary: Up 13, Same 35, Down 0, Debuts 9, Adds 14, WPOC-FM, KIXZ, WXQB-FM, WQIK-FM, WMPS, WOKK, WSIX-FM, WUBE-FM, WIRE, WTHI-FM, KBMY, KMAK, KWJJ, KBBQ, R&R Chart: Debut 49.

RODNEY CROWELL "Victim Or A Fool" (WB) 68/5
National Summary: Up 38, Same 19, Down 0, Debuts 6, Adds 5, WCOS-AM-FM, WFNC, WMC-AM, KVEG, KBBQ, WAMZ-FM 14-13, WSIX-FM 8-5, WSM 20-17, KKYX 22-18, WQYK-FM 11-19, WXCL 20-16, KFH 42-37, KKAL 40-34, KEEN 30-25.

TAMMY WYNETTE "Another Chance" (Epic) 66/23
National Summary: Up 9, Same 23, Down 0, Debuts 11, Adds 23 including WCAW, WEEP, KIX106, KHEY, WQAM, WSM, KWKH, WFMS-FM, WDAF, WTHI-FM, KYGO-FM, KEED, KGA, KBBQ, WIXL-FM 43-31.

JOE STAMPLEY "I'm Goin' Hurtin'" (Epic) 63/20
National Summary: Up 15, Same 20, Down 0, Debuts 8, Adds 20 including WVVVA, KLVI, WAMZ-FM, WQAM, WQYK-FM, WTQR-FM, WUBE-FM, KSO, WDAF, KFH, KYGO-FM, KVEG, KCCY-FM, WSEN-AM-FM 41-34, KPLX-FM 30-24.

LA COSTA TUCKER "Love Take It Easy On Me" (Elektra) 59/6
National Summary: Up 24, Same 22, Down 0, Debuts 7, Adds 6, WFNC, WQIK-FM, WNOE-AM, WBSC, KYTE, KBBQ, WGNA-FM 40-36, WIXL-FM 5-4, KXYL 42-37, KWMT 42-37, WKQ-AM-FM 29-24, KTTS-AM-FM 32-28, KVOC 33-28, KRWQ-FM 37-29.

JOE SUN "Holed Up In Some Honky Tonk" (Elektra) 54/12
National Summary: Up 9, Same 27, Down 0, Debuts 6, Adds 12, WSEN-AM-FM, WADR, WQIK-FM, WIRK-FM, WMNI, KUIZZ, KWJJ, KYTE, KTOM, KSON-AM-FM, KEEN, KIGO, KKYX 45-38, KTTS-AM-FM 44-38, KRWQ-FM 46-35.

LEON EVERETTE "Just Give Me What You Think Is Fair" (RCA) 52/18
National Summary: Up 4, Same 18, Down 0, Debuts 12, Adds 18, WYKR, WVVVA, WSOC-FM, KHEY, WMC-AM, WOKK, WSM, WNOE-AM, KWKH, WKQ-AM-FM, WTHI-FM, KVOO, KFDI-AM-FM, KFH, KGEM, KYGO-FM, KEIN, KBBQ.

LEE GREENWOOD "Ring On Her Finger" (MCA) 49/24
National Summary: Up 3, Same 9, Down 0, Debuts 13, Adds 24 including WGNA-FM, WPOC-FM, WSOC-FM, KPLX-FM, WMPS, WNOE-AM, WAXX, WIL-AM-FM, KVOO, KUIZZ, KEED, KGA, KBBQ, KIX106 47-42, WSIX-FM d-23.

REX ALLEN JR. "Last Of The Silver Screen Cowboys" (WB) 48/19
National Summary: Up 3, Same 17, Down 0, Debuts 9, Adds 19, WPOC-FM, WADR, WYKR, WBEU, KXYL, WSOC-FM, WBAP, KLRA, WWOOD, WITL-FM, KECK, WHBF, KKAL, KUUY, KYGO-FM, KEED, KRWQ-FM, KWJJ, KGA.

FRED KNOBLOCK "I Had It All" (Scotti Bros./CBS) 47/7
National Summary: Up 10, Same 26, Down 0, Debuts 4, Adds 7, WBEU, WCOS-AM-FM, WHBF, KXRB, KGEM, KYTE, KIGO, WSEN-AM-FM 49-44, WIXL-FM 35-30, KIX106 50-45, WWOOD 38-33, WKSJ-FM 43-40, WXCL 49-39, KKAL 44-41, KRWQ-FM 49-38.

TERRY GREGORY "I Never Knew The Devil's Eyes..." Handshake/CBS) 44/8
National Summary: Up 15, Same 15, Down 0, Debuts 6, Adds 8, WOKO, KLVI, WIRE, WIL-AM-FM, KUIZZ, KVEG, KIGO, KBBQ, WFMS-FM 31-27, KFDI-AM-FM 43-37, KGEM 50-39, KRWQ-FM 50-39, KLAC 45-38, KMPS-AM-FM 15-9.

EDDIE RABBITT "I Don't Know Where To Start" (Elektra) 43/33
National Summary: Up 5, Same 4, Down 0, Debuts 1, Adds 33 including WHN, WMC-AM, WSIX-FM, WNOE-AM, KRMD-AM-FM, WIRK-FM, WSAI-AM-FM, WUBE-FM, WHK, KFDI-AM-FM, KLZ, KLAC, KNIX-FM, KYTE, KEEN.

SIGNIFICANT ACTION

T.G. SHEPPARD "Finally" (WB/Curb) 38/34
National Summary: Up 0, Same 2, Down 0, Debuts 2, Adds 34 including WNYR, WMZO-FM, WVVVA, WAMZ-FM, WMC-AM, WSM, KRMD-AM-FM, WIRK-FM, WMAQ, WSAI-AM-FM, WHK, WCXI, WFMS-FM, KEBC-FM, KLZ, KNIX-FM, KEEN.

MICHAEL MURPHEY "The Two-Step Is Easy" (Liberty) 37/7
National Summary: Up 9, Same 16, Down 0, Debuts 5, Adds 7, WCAW, WILQ, WOKK, KVOO, KVEG, KSOP-FM, KEEN, WSIX-FM 20-16, KRMD-AM-FM 50-39, KEBC-FM 50-39.

BERTIE HIGGINS "Key Largo" (Kat Family/CBS) 37/4
National Summary: Up 20, Same 10, Down 0, Debuts 3, Adds 4, WADR, WMPS, KCCY-FM, KIGO, WSEN-AM-FM 16-14, WEEP 14-13, KXYL 3-2, WWWW-FM 17-18, WFMS-FM 35-23, KCKC 21-19.

RAY PRICE "Forty And Fadin'" (Dimension) 33/16
National Summary: Up 2, Same 12, Down 0, Debuts 3, Adds 16 including WBGW-FM, WESC-AM-FM, WNOE-AM, KSO, KEBC-FM, KFH, KEED, KEEN, KGA, KCKC 35-29.

Radio & Records NATIONAL AIRPLAY/50

March 26, 1982

Three Weeks	Two Weeks	Last Week	
6	3	1	1 CONWAY TWITTY/The Clown (Elektra)
5	4	3	2 ANNE MURRAY/Another Sleepless Night (Capitol)
9	6	5	3 KENNY ROGERS/Through The Years (Liberty)
15	10	7	4 GEORGE JONES/Same Ole Me (Epic)
10	7	6	5 EMMYLOU HARRIS/Tennessee Rose (WB)
2	1	2	6 OAK RIDGE BOYS/Bobbie Sue (MCA)
16	12	9	7 HANK WILLIAMS JR./A Country Boy Can... (Elektra/Curb)
12	8	8	8 JOHNNY LEE/Be There For Me Baby (Full Moon/Asylum)
17	16	11	9 RICKY SKAGGS/Crying My Heart Out (Epic)
13	11	10	10 LORETTA LYNN/I Lie (MCA)
4	2	4	11 MERLE HAGGARD/Big City (Epic)
22	18	14	12 D. FRIZZELL & S. WEST/Another Honky-Tonk... (WB/Viva)
19	17	13	13 GEORGE STRAIT/If You're Thinking You Want... (MCA)
25	20	16	14 CRYSTAL GAYLE/You Never Gave Up On Me (Columbia)
23	19	17	15 LARRY GATLIN/In Like With Each Other (Columbia)
40	27	21	16 ALABAMA/Mountain Music (RCA)
28	22	19	17 GAIL DAVIES/'Round The Clock Lovin' (WB)
33	24	22	18 JOHN CONLEE/Busted (MCA)
34	26	24	19 DOLLY PARTON/Single Women (RCA)
30	23	23	20 EARL THOMAS CONLEY/After The Love Slips Away (RCA)
48	37	29	21 WILLIE NELSON/Always On My Mind (Columbia)
14	14	15	22 SYLVIA/Sweet Yesterday (RCA)
36	30	27	23 TOMPALL & GLASER BROTHERS/It'll Be Her (Elektra)
41	32	28	24 DOTTIE WEST/You're Not Easy To Forget (Liberty)
7	9	12	25 RAZZY BAILEY/She Left Love All Over Me (RCA)
27	25	25	26 BOBBY BARE/New Cut Road (Columbia)
42	34	31	27 EDDY RAVEN/A Little Bit Crazy (Elektra)
-	44	35	28 WAYLON & WILLIE/Just To Satisfy You (RCA)
44	40	33	29 GARY MORRIS/Don't Look Back (WB)
8	13	20	30 CHARLY McCLAIN/The Very Best Is You (Epic)
43	36	32	31 PETULA CLARK/Natural Love (Scotti Bros./CBS)
1	5	18	32 CHARLEY PRIDE/Mountain Of Love (RCA)
47	43	34	33 GENE WATSON/Speak Softly (You're Talking...) (MCA)
50	46	36	34 MOE BANDY/Someday Soon (Columbia)
49	45	37	35 STEVE WARINER/Kansas City Lights (RCA)
3	15	26	36 ROSANNE CASH/Blue Moon With Heartache (Columbia)
-	47	39	37 MEL TILLIS/It's A Long Way To Daytona (Elektra)
-	50	44	38 STATLER BROTHERS/You'll Be Back... (Mercury/PolyGram)
-	49	43	39 MICKEY GILLEY/Tears Of The Lonely (Epic)
-	-	48	40 KIERAN KANE/I Feel It With You (Elektra)
-	-	50	41 BELLAMY BROTHERS/For All The Wrong... (Elektra/Curb)
11	21	30	42 JANIE FRICKE/Do Me With Love (Columbia)
18	28	38	43 ED BRUCE/You're The Best Break... (MCA)
35	35	41	44 VERN GOSDIN/Don't Ever Leave Me Again (AMI)
21	31	40	45 KENDALLS/If You're Waiting On Me (Mercury/PolyGram)
-	-	49	46 LOUISE MANDRELL/Around My Heart (RCA)
-	-	47	47 MEL McDANIEL/Take Me To The Country (Capitol) New Entry
-	-	48	48 CALAMITY JANE/I've Just Seen A Face (Columbia)
-	-	49	49 JACKY WARD/Travelin' Man (Asylum)
24	33	45	50 CON HUNLEY/No Relief In Sight (WB)

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate continued upward movement from the majority of our reporters.

KAREN TAYLOR "Diamond In The Rough" (Mesa) 32/7
National Summary: Up 8, Same 15, Down 0, Debuts 2, Adds 7, WIRK-FM, WSAI-AM-FM, KFGO, WITL-FM, KXRB, KRIS, KBBQ, KTTS-AM-FM 46-40, KVOO 47-40, KRWQ-FM 31-22.

BOXCAR WILLIE "Bad News" (Main Street) 32/3
National Summary: Up 10, Same 15, Down 0, Debuts 4, Adds 3, WSM, KCBO-AM, KBBQ, WIXL-FM 31-25, WLWI-FM 39-36, WHK d-35, KFDI-AM-FM 45-38, KWJJ 49-41, KMPS-AM-FM 25-21, KGA 32-29.

KEITH STEGALL "In Love With Loving You" (EMI America) 30/4
National Summary: Up 8, Same 15, Down 0, Debuts 3, Adds 4, WBSC, KMAK, KYTE, KRIS, WSEN-AM-FM 48-46, WSIX-FM 17-13, WSM 38-34, KKYX 39-33, KFH 49-44, KUIZZ 33-28.

TENNESSEE EXPRESS "The Arms Of A Stranger" (RCA) 29/12
National Summary: Up 2, Same 13, Down 0, Debuts 2, Adds 12, WBGW-FM, WVVVA, WIRK-FM, WFMS-FM, KECK, WHBF, KRST-FM, KRWO-FM, KWJJ, KCBO-AM, KIGO, KBBQ.

BOBBY SMITH "And Then Some" (Liberty) 29/4
National Summary: Up 11, Same 10, Down 1, Debuts 3, Adds 4, KMAK, KWJJ, KIDN, KIGO, KLVI 39-32, KRMD-AM-FM 32-29, KVOO 42-35, KFH 29-24, KUIZZ 29-24, KGEM 45-42.

G. STEWART & D. DILLON "Brotherly Love" (RCA) 24/22
National Summary: Up 0, Same 1, Down 0, Debuts 1, Adds 22 including WADR, KRMD-AM-FM, KWKH, WIRK-FM, WSAI-AM-FM, KFGO, KEBC-FM, KRAK, KSOP-FM, KEEN.

WRIGHT BROTHERS "When You Find Her Keep Her" (WB/Reprise) 21/18
National Summary: Up 0, Same 2, Down 0, Debuts 1, Adds 18 including WSEN-AM-FM, WESC-AM-FM, KRMD-AM-FM, WAXX, KFGO, WFMS-FM, KTTS-AM-FM, KFDI-AM-FM, KRAK, KSOP-FM.

KIPPI BRANNON "If I Could See You Tonight" (MCA) 20/12
National Summary: Up 0, Same 6, Down 0, Debuts 2, Adds 12, WKSJ-FM, WLWI-FM, KKYX, KBMR, WXCL, KTTS-AM-FM, KVOO, KGEM, KRWQ-FM, KRAK, KGA, KIGO.

MARIE OSMOND "I've Got A Bad Case Of You" (Elektra/Curb) 19/1
National Summary: Up 3, Same 15, Down 0, Debuts 0, Adds 1, KBBQ, WGNA-FM on, WHN on, WSIX-FM 19-17, KKYX on, WDAF on, KVOO on, KFDI-AM-FM on, KRWQ-FM 43-32, KGA on.

RONNIE ROGERS "My Love Belongs To You" (Lifesong) 18/5
National Summary: Up 5, Same 7, Down 0, Debuts 1, Adds 5, WESC-AM-FM, WQYK-FM, WAXX, KEED, KMAK, WGNA-FM 34-32, WSIX-FM 18-15, KKYX 42-40, WXCL 43-33, KUIZZ 49-43.

TANYA TUCKER "Somebody Buy This Cowgirl A Beer" (MCA) 18/1
National Summary: Up 9, Same 7, Down 0, Debuts 1, Adds 1, KRWQ-FM, WIXL-FM 27-14, WADR 46-39, KHEY 47-45, WWOOD 45-40, WKSJ-FM 36-32, WFMS-FM 28-26, KEBC-FM 29-28, KTTS-AM-FM 41-36, KKAL 45-42.

ROVERS "Pain In My Past" (Epic/Cleveland International) 17/1
National Summary: Up 8, Same 6, Down 0, Debuts 2, Adds 1, WMNI, WSEN-AM-FM 39-36, WNYR 13-8, WWOOD 32-27, WQYK-FM 27-25, WHK d-34, WWWW-FM 33-31, WHBF 37-34, KSOP-FM 43-40.

RITA REMINGTON "The Flame" (Plantation) 15/4
National Summary: Up 2, Same 8, Down 0, Debuts 1, Adds 4, KRRV, WIRK-FM, WHBF, KRAK, WVVVA on, KLRA on, KRMD-AM-FM on, KBMR on, KVOO on, KKAL on.

CORBIN/HANNER BAND "Everyone Knows I'm Yours" (Alfa) 14/10
National Summary: Up 3, Same 1, Down 0, Debuts 0, Adds 10, WSEN-AM-FM, WEEP, WWOOD, WLWI-FM, WSIX-FM, KRMD-AM-FM, KBMR, KFGO, KEBC-FM, WXCL, KCKC 14-12.

ALLEN TRIPP "Love Is" (Nashville) 14/5
National Summary: Up 1, Same 6, Down 0, Debuts 2, Adds 5, WLWI-FM, KKYX, KRMD-AM-FM, WAXX, WXCL, WVVVA on, WSOC-FM on, KHEY on, KFDI-AM-FM on, KRAK 48-45.



Regional Adds & Hots

Table with columns: MOST ADDED, EAST, HOTTEST, MIDWEST, HOTTEST, SOUTH, HOTTEST, WEST, HOTTEST. Lists radio stations and their formats.

Main table listing radio stations across various regions (EAST, MIDWEST, SOUTH, WEST) with columns for station call letters, city, and format.

Table listing radio stations across various regions (EAST, MIDWEST, SOUTH, WEST) with columns for station call letters, city, and format.

132 Current Reports. The following stations did not report this week: WIXY/East Longmeadow, WPLO/Atlanta, WVAM/Altoona, WYII/Williamsport, WKMF/Flint, WTSO/Madison, WDGY/Minneapolis, KOMA/Oklahoma City, WGVN/Greenville, KIKK-FM/Houston, WCM5-FM/Virginia Beach.

Hottest Tracks: "Slow Hand" CONWAY TWITTY (Elektra)

"Givin' Herself Away" "Dream Baby (How Long Must I Dream)" "It's Amazing What A Little Love Can Do" "Singing The Blues" DAVID FRIZZELL & SHELLY WEST - The David Frizzell & Shelly West Album - (WB/Viva) "Wasn't That Love" "I Just Came Home To Dance" "Our Day Will Come" "Dark Side Of The Moon" "Just Before Dawn" WAYLON JENNINGS - Black On Black - (RCA) "Women Do Know How To Carry On" "May I Borrow Some Sugar From You" "Gonna Write A Letter" "Honky Tonk Blues" "We Made It As Lovers (We Just Couldn't Make It As Friends)" "Song For The Life" "Get Naked With Me" GEORGE JONES - Still The Same Ole Me - (Epic) "Together Alone" "You Can't Get The Hell Out Of Texas" "Good Ones And Bad Ones" LORETTA LYNN - I Lie - (MCA) "If I Ain't Got It (You Don't Need It)" "Thru Stands The Glass" WILLIE NELSON - Always On My Mind - (Columbia) "The Party's Over" "A White Shade Of Pale" "Old Fords And A Natural Stone" "Bridge Over Troubled Water" "Staring Each Other Down" "Do Right Woman, Do Right Man" "Let It Be Me"

OAK RIDGE BOYS - Bobbie Sue - (MCA) "Up On Cripple Creek" "I Wish You Could Have Turned My Head (And Left My Heart Alone)" "Doctor's Orders" "So Fine" "Old Kentucky Song" "Would They Love Him Down In Shreveport" T.G. SHEPPARD - Finally! - (WB/Curb) "Finally" "In Another Minute" "Crazy In The Dark" JOE SONER - I Ain't Honky Tonkin' No More - (Elektra) "Holed Up In Some Honky Tonk" "Livin' Outside The Law" CONWAY TWITTY - Southern Comfort - (Elektra) "Slow Hand" "She Only Meant To Use Him" "I Was The First" "It Turns Me Inside Out" "Southern Comfort" "The Boy Next Door"

COUNTRY ALBUMS

Cuts in bold type are receiving the heaviest airplay. ALABAMA - Mountain Music - (RCA) "Gonna Have A Party" "Take Me Down" "Words At Twenty Paces" "Green River" "Close Enough To Perfect" "Lovin' You Is Killin' Me" "You Turn Me On" "Changes Comin' On" 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" CORBIN/HANNER BAND - Son Of America - (A&R) "One Fine Morning" "Queen Of The Prom" "Regular Joe" GAIL DAVIES - Givin' Herself Away - (WB) "You Turn Me On I'm A Radio" "Movin' (I Might Decide To Stay)" "Hold

On" "Givin' Herself Away" "Dream Baby (How Long Must I Dream)" "It's Amazing What A Little Love Can Do" "Singing The Blues" DAVID FRIZZELL & SHELLY WEST - The David Frizzell & Shelly West Album - (WB/Viva) "Wasn't That Love" "I Just Came Home To Dance" "Our Day Will Come" "Dark Side Of The Moon" "Just Before Dawn" WAYLON JENNINGS - Black On Black - (RCA) "Women Do Know How To Carry On" "May I Borrow Some Sugar From You" "Gonna Write A Letter" "Honky Tonk Blues" "We Made It As Lovers (We Just Couldn't Make It As Friends)" "Song For The Life" "Get Naked With Me" GEORGE JONES - Still The Same Ole Me - (Epic) "Together Alone" "You Can't Get The Hell Out Of Texas" "Good Ones And Bad Ones" LORETTA LYNN - I Lie - (MCA) "If I Ain't Got It (You Don't Need It)" "Thru Stands The Glass" WILLIE NELSON - Always On My Mind - (Columbia) "The Party's Over" "A White Shade Of Pale" "Old Fords And A Natural Stone" "Bridge Over Troubled Water" "Staring Each Other Down" "Do Right Woman, Do Right Man" "Let It Be Me"

Most Requested:

ALABAMA "Mountain Music" (RCA) OAK RIDGE BOYS "Bobbie Sue" (MCA) H. WILLIAMS JR. "A Country..." (Elektra/Curb) RICKY SKAGGS "Crying My Heart Out" (Epic)

Black Radio

BREAKERS

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

PATRICE RUSHEN

Forget Me Nots (Elektra)

75% of our reporters on it. Rotations: Heavy 6/0, Medium 20/1, Light 14/3, Extra Adds 9, Total Adds 13, WAIL-FM, WYLD-FM, WJLB, KNOW, WATV, WOIC, WJMI, WPDQ, WLOU, WTOY, WTMP, WKWM, KUKQ. Moves 26-18 on the Black Radio Chart.

DENIECE WILLIAMS

It's Gonna Take A Miracle (ARC/Columbia)

72% of our reporters on it. Rotations: Heavy 4/1, Medium 14/3, Light 19/3, Extra Adds 10, Total Adds 17, WAMO, WVEE, KRLY, WDIA, WHRK, WBMX, WBLZ, KMJM, KNOW, WENN, WOIC, KELP, WPDQ, WBLX, WKWM, KAEZ, KUKQ. Debuts at number 23 on the Black Radio Chart. A Most Added record.

RAY PARKER, JR.

The Other Woman (Arista)

71% of our reporters on it. Rotations: Heavy 14/0, Medium 13/1, Light 14/5, Extra Adds 5, Total Adds 11, WHUR, WGCI, WCIN, WDMT, WWRL, KELP, WJMI, WLOU, WJJS, WTMP, KPOP-FM. Moves 30-15 on the Black Radio Chart.

CAMEO

Just Be Yourself (Chocolate City/PG)

66% of our reporters on it. Rotations: Heavy 7/1, Medium 21/1, Light 13/2, Extra Adds 2, Total Adds 6, WWIN, WBLZ, WSSJ, WJMI, WJAX, WPDQ. Debuts at number 21 on the Black Radio Chart.

SHALAMAR

A Night To Remember (Solar/Elektra)

65% of our reporters on it. Rotations: Heavy 11/0, Medium 13/0, Light 13/3, Extra Adds 5, Total Adds 8, WCIN, WJMO, KDAY, WSSJ, WATV, WJMI, KOKY, WTOY. Moves 23-20 on the Black Radio Chart.

KOOL & THE GANG

Get Down On It (De-Lite/PG)

62% of our reporters on it. Rotations: Heavy 15/0, Medium 16/0, Light 6/1, Extra Adds 3, Total Adds 4, WBLZ, WJMO, WSSJ, WWRL. Moves 19-17 on the Black Radio Chart.

NEW & ACTIVE

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O'JAYS "I Just Want To Satisfy" (Phil. Int'l./CBS) 37/15

Rotations: Heavy 5/1, Medium 8/1, Light 15/4, Extra Adds 9, Total Adds 15, WWIN, WAMO, WHRK, WBLZ, WCIN, KDKO, XHRM, WNHC, WOIC, WPDQ, WJJS, WTOY, WANM, WKWM, WWWWS. Heavy: WOOK, WHUR, WAOK, WVEE. Medium: WDAS, WJMO, KDKO, WENN, WOIC, WKKI, WJJS, WVOL, WDAO, WLTH, WTLC, KAEZ, WWWWS. KPOP-FM.

CHERI "Murphy's Law" (Venture) 35/10

Rotations: Heavy 13/1, Medium 7/0, Light 10/4, Extra Adds 5, Total Adds 10, WILD, WAMO, WYLD-FM, WCIN, WSSJ, WKXI, WJAX, WPDQ, WTLC, KUKQ. Heavy: WWIN, WXYV, WDAS, WHUR, WEDR, WGCI, WJPC, WWRL, WATV, WENN, WGIV, WLTH. Medium: WAOK, KRLY, WHRK, WBLZ, WJMO, KDAY, XHRM. Debuts at number 22 on the Black Radio Chart.

SKYY "Let's Celebrate" (Salsoul/RCA) 33/8

Rotations: Heavy 8/0, Medium 12/0, Light 7/2, Extra Adds 6, Total Adds 8, WAOK, WBMX, WCIN, WJMO, WANT, WKWM, WTLC, WVOI. Heavy: WWIN, WILD, WHUR, WJLB, KSOL, WSSJ, WOIC, KACE. Medium: WXYV, WDAS, WDIA, WHRK, KDAY, XHRM, WGIV, KOKY, WBLX, WWWWS, KDIA, KPOP-FM. Debuts at number 29 on the Black Radio Chart.

ANGELA BOFILL "Holdin' Out For Love" (Arista) 33/0

Rotations: Heavy 3/0, Medium 19/0, Light 11/0, Extra Adds 0, Total Adds 0. Heavy: WWIN, WYLD-FM, WGCI. Medium: WOOK, WHUR, KRLY, WHRK, WCIN, WDMT, WJMO, KDAY, XHRM, KSOL, WSSJ, KNOW, WATV, KOKY, WOWI, WLTH, WTLC, WWWWS, KACE. Moves 28-28 on the Black Radio Chart.

BAR-KAYS "Freaky Behavior" (Mercury/PG) 31/7

Rotations: Heavy 5/0, Medium 10/1, Light 13/3, Extra Adds 3, Total Adds 7, WILD, WEDR, WAIL-FM, KMJM, KNOW, WKXI, KPOP-FM. Heavy: KDKO, WENN, KAEZ, KACE, KUKQ. Medium: WHRK, WGCI, KDAY, KSOL, WOIC, WJAX, KOKY, WBLX, WOWI.

ONE WAY "Who's Foolin' Who" (MCA) 30/2

Rotations: Heavy 7/0, Medium 11/0, Light 11/1, Extra Adds 1, Total Adds 2, WVOL, WANM. Heavy: WVEE, WEDR, WJLB, WJMI, WKXI, WJAX, WDAO. Medium: WAMO, WJMO, KDAY, XHRM, WKND, WNHC, WATV, WENN, KOKY, WTOY, KAEZ.

BRASS CONSTRUCTION "Can You See The Light" (Liberty) 28/4

Rotations: Heavy 1/0, Medium 9/1, Light 16/1, Extra Adds 2, Total Adds 4, WHRK, WJMO, WATV, WVOI. Heavy: WILD. Medium: KDKO, XHRM, WOIC, WVOL, WOWI, WTOY, WTLC, KPOP-FM.

ZOOM "Love Seasons" (Polydor/PG) 28/3

Rotations: Heavy 8/0, Medium 12/0, Light 5/0, Extra Adds 3, Total Adds 3, WDMT, WJLB, WATV. Heavy: WWIN, WILD, WGCI, WSSJ, WDAO, WLTH, WKWM, WWWWS. Medium: WXYV, WDAS, WOOK, WHUR, WAOK, WVEE, WBMX, WJMO, WKND, WNHC, WENN, WOWI.

DAZZ BAND "Let It Whip" (Motown) 26/6

Rotations: Heavy 5/0, Medium 10/0, Light 7/2, Extra Adds 4, Total Adds 6, WDIA, WGCI, WJLB, WATV, WJMI, WTOY. Heavy: WDMT, WJMO, XHRM, KSOL, KDIA. Medium: WCIN, KDAY, WENN, WLOU, WDAO, WKWM, WTLC, WWWWS, KACE, KPOP-FM.

ROBERTA FLACK "Making Love" (Atlantic) 26/3

Rotations: Heavy 3/0, Medium 11/0, Light 10/1, Extra Adds 2, Total Adds 3, WVOL, WANT, WKWM. Heavy: WVEE, XHRM, KNOW. Medium: WDAS, WOOK, WHUR, WAOK, WHRK, WJMO, KDAY, WSSJ, WGIV, WDAO, KPOP-FM.

REN WOODS "Take Me To Heaven" (Elektra) 25/3

Rotations: Heavy 1/0, Medium 14/0, Light 7/0, Extra Adds 3, Total Adds 3, WDMT, WTOY, KUKQ. Heavy: WENN. Medium: WAOK, WYLD-FM, WGCI, WCIN, WJMO, XHRM, WATV, WJMI, WJAX, KOKY, WLOU, WDAO, WTLC, WVOI.

Radio & Records

NATIONAL AIRPLAY/30

March 26, 1982

Three Weeks	Two Weeks	Last Week		
1	1	1	1	STEVIE WONDER/That Girl (Tamla/Motown)
2	2	2	2	SMOKEY ROBINSON/Tell Me Tomorrow (Tamla/Motown)
25	18	12	3	ATLANTIC STARR/Circles (A&M)
24	17	13	4	RICHARD "DIMPLES" FIELDS/If It Ain't... (Boardwalk)
9	7	5	5	GEORGE DUKE/Shine On (Epic)
16	10	7	6	GEORGE BENSON/Never Give Up On A Good... (WB)
23	19	16	7	O'BRYAN/The Gigo (Capitol)
12	12	10	8	XAVIER/Work That Sucker To Death (Liberty)
3	3	3	9	JUNIOR/Mama Used To Say (Mercury/PG)
13	13	11	10	CHI-LITES/Hot On A Thing (Called Love) (20th/RCA)
5	5	9	11	LAKESIDE/I Want To Hold Your Hand (Solar/Elektra)
4	4	4	12	WHISPERS/In The Raw (Solar/Elektra)
8	8	8	13	TOM TOM CLUB/Genius Of Love (Sire/WB)
14	14	14	14	PRINCE/Let's Work (WB)
-	-	30	15	RAY PARKER JR./The Other Woman (Arista)
7	6	6	16	SISTER SLEDGE/My Guy (Cotillion/Atco)
-	26	19	17	KOOL & THE GANG/Get Down On It (De-Lite/PG)
-	-	26	18	PATRICE RUSHEN/Forget Me Nots (Elektra)
-	-	20	19	WAR/You Got The Power (RCA)
-	-	23	20	SHALAMAR/A Night To Remember (Solar/Elektra)
-	→	→	21	CAMEO/Just Be Yourself (Chocolate City/PG)
-	→	→	22	CHERI/Murphy's Law (Venture)
-	→	→	23	DENIECE WILLIAMS/It's Gonna Take... (ARC/Columbia)
-	-	29	24	A TASTE OF HONEY/It'll Try Something New (Capitol)
28	25	25	25	L.T.D./April Love (A&M)
6	9	15	26	DIANA ROSS/Mirror, Mirror (RCA)
11	11	18	27	JONES GIRLS/Nights Over Egypt (Phil. Int'l./CBS)
-	-	28	28	ANGELA BOFILL/Holdin' Out For Love (Arista)
-	→	→	29	SKYY/Let's Celebrate (Salsoul/RCA)
-	→	→	30	O'JAYS/I Just Want To Satisfy (Phil. Int'l./CBS)

New Entry →

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate continued upward movement from the majority of our reporters.

MOST ADDED

- WEST STREET MOB (20)
- BLOODSTONE (17)
- DENIECE WILLIAMS (17)
- O'JAYS (15)
- STARS ON 45 (14)

HOTTEST

- STEVIE WONDER (40)
- TOM TOM CLUB (20)
- SMOKEY ROBINSON (17)
- O'BRYAN (16)
- JUNIOR (16)

PEABO BRYSON "There's No Guarantee" (Capitol) 23/13
Rotations: Heavy 1/0, Medium 5/0, Light 7/3, Extra Adds 10, Total Adds 13, WXYV, WDIA, WEDR, WAIL-FM, WYLD-FM, WGCI, WJPC, KDKO, WSSJ, WGIV, WJMI, KOKY, WBLX. Heavy: WAMO. Medium: WILD, WOOK, WHUR, WAOK, WOWI.

DUNN & BRUCE STREET "If You Come With Me" (Devaki/Mirus) 23/1
Rotations: Heavy 4/0, Medium 11/0, Light 8/1, Extra Adds 0, Total Adds 1, KDKO. Heavy: WAOK, WSSJ, WENN, WLOU. Medium: WXYV, WILD, WDAS, WDMT, XHRM, KNOW, WGIV, WAOK, WANT, WANM, KAEZ.

WEST STREET MOB "Sing A Simple Song" (Sugar Hill) 22/20
Rotations: Heavy 0/0, Medium 2/2, Light 6/4, Extra Adds 14, Total Adds 20, WWIN, WHUR, WDIA, WHRK, WAIL-FM, WBMX, WGCI, WJMO, KDKO, WENN, WOIC, WKKI, WJJS, WVOL, WDAO, WLTH, WTLC, KAEZ, WWWWS, KPOP-FM.

BETTIE LAVETTE "Right In The Middle (Of Falling In Love)" (Motown) 22/0
Rotations: Heavy 5/0, Medium 12/0, Light 5/0, Extra Adds 0, Total Adds 0. Heavy: KDAY, WKXI, WJAX, WTOY, WTMP. Medium: WAOK, WVEE, WDIA, WEDR, WGCI, WJPC, WCIN, XHRM, KSOL, WENN, WBLX, KACE.

SIGNIFICANT ACTION

BLOODSTONE "We Go A Long Way Back" (T-Neck/CBS) 21/17
Rotations: Heavy 1/1, Medium 2/1, Light 7/4, Extra Adds 11, Total Adds 17, WWIN, WXYV, WILD, WAOK, WVEE, WYLD-FM, WGCI, KDKO, KDAY, WJAX, WWRL. Medium: WJMO, WENN, WGIV, WKKI, WOWI, WANM, WWWWS, KPOP-FM.

KLEER "Taste The Music" (Atlantic) 21/6
Rotations: Heavy 2/0, Medium 8/0, Light 7/2, Extra Adds 4, Total Adds 6, WXYV, WLOU, WANT, WTMP, WLTH, KPOP-FM. Heavy: WJMI, WWWWS. Medium: WAOK, WVEE, WEDR, XHRM, WOIC, WOWI, WTOY, KACE.

THIRD WORLD "Try Jah Love" (Columbia) 21/6
Rotations: Heavy 4/0, Medium 7/0, Light 6/2, Extra Adds 4, Total Adds 6, WWIN, WAOK, WAIL-FM, WSSJ, KOKY, KDIA. Heavy: WOOK, WHUR, KDAY, WWRL. Medium: WDAS, WHRK, XHRM, KSOL, WKND, WNHC, KACE.

PLEASURE "Sending My Love" (RCA) 21/5
Rotations: Heavy 1/0, Medium 8/0, Light 8/1, Extra Adds 4, Total Adds 5, WXYV, WJMO, WBLX, WTOY, WTLC. Heavy: KDIA. Medium: WWIN, WHUR, WHRK, KDKO, KSOL, WJJS, WOWI, KAEZ.

ISLEY BROTHERS "Welcome To My Heart" (T-Neck/CBS) 21/1
Rotations: Heavy 5/0, Medium 11/0, Light 4/0, Extra Adds 1, Total Adds 1, WTOY. Heavy: WAOK, KNOW, WGIV, WKXI, WLTH. Medium: WOOK, WVEE, WDIA, WJMO, WKND, WATV, KOKY, WJJS, WOWI, WANT, WTLC.

J. GEILS BAND "Flamethrower" (EMI America) 20/1
Rotations: Heavy 5/0, Medium 10/0, Light 4/0, Extra Adds 1, Total Adds 1, WJPC. Heavy: WDMT, WBLX, WLTH, WWWWS, KPOP-FM. Medium: WAIL-FM, KMJM, KDAY, WATV, KELP, WJAX, KOKY, WJJS, WKWM, KUKQ.

PATTI AUSTIN with JAMES INGRAM "Baby Come To Me" (Qwest/WB) 19/4
Rotations: Heavy 2/0, Medium 10/1, Light 4/0, Extra Adds 3, Total Adds 3, WJLB, KNOW, WENN, WANM. Heavy: WGCI, KAEZ. Medium: WWIN, WDIA, WEDR, KDAY, KSOL, WSSJ, KOKY, WOWI, KPOP-FM.

SKOOL BOYZ "This Feeling Must Be Real" (Destiny) 19/1
Rotations: Heavy 0/0, Medium 10/0, Light 8/0, Extra Adds 1, Total Adds 1, KRLY. Medium: WILD, WDAS, WAMO, WAOK, WGCI, KDAY, XHRM, WENN, WJMI, WVOL.

MICHAEL WYCOFF "Still Got The Magic (Sweet Delight)" (RCA) 18/3
Rotations: Heavy 3/0, Medium 5/0, Light 8/1, Extra Adds 2, Total Adds 3, WWIN, WBMX, KAEZ. Heavy: WAMO, XHRM, WVOI. Medium: WHUR, WGCI, KNOW, WTOY, KACE.

GLADYS KNIGHT & THE PIPS "A Friend Of Mine" (Columbia) 18/2
Rotations: Heavy 2/0, Medium 7/0, Light 7/0, Extra Adds 2, Total Adds 2, WTOY, KUKQ. Heavy: WILD, WDAO. Medium: WOOK, WDIA, KNOW, WATV, WLOU, WJJS, WANT.

MANHATTANS "Honey, Honey" (Columbia) 18/0
Rotations: Heavy 5/0, Medium 8/0, Light 5/0, Extra Adds 0, Total Adds 0. Heavy: WXYV, WDMT, WATV, WJAX, WPDQ. Medium: WAMO, WOOK, WAOK, WHRK, WYLD-FM, KNOW, WJJS, WTOY.

TOM BROWNE "Bye Gones" (GRP/Arista) 17/6
Rotations: Heavy 2/0, Medium 5/0, Light 5/1, Extra Adds 5, Total Adds 6, WEDR, WJMO, WKXI, WTLC, KAEZ, KUKQ. Heavy: WAMO, WJLB. Medium: WHUR, KDKO, KSOL, WLOU, WWWWS.

INSTANT FUNK "Why Don't You Think About Me" (Salsoul/RCA) 17/6
Rotations: Heavy 1/0, Medium 5/0, Light 7/2, Extra Adds 4, Total Adds 6, WVEE, WCIN, XHRM, WLOU, WTOY, WTLC. Heavy: WEDR. Medium: WWIN, WILD, WHRK, KDKO, KACE.

SECRET WEAPON "Must Be The Music" (Prelude) 17/1
Rotations: Heavy 7/0, Medium 7/0, Light 2/0, Extra Adds 1, Total Adds 1, WSSJ. Heavy: WXYV, XHRM, WNHC, WWRL, WGIV, WVOL, WOWI. Medium: WWIN, WDAS, WVEE, KDAY, WENN, WTMP, WVOI.

Black Radio

Hottest

March 26, 1982

EAST	SOUTH	MIDWEST	WEST
Stevie Wonder Smokey Robinson War Junior	Stevie Wonder Tom Tom Club O'Bryan Junior Xavier	Stevie Wonder Smokey Robinson O'Bryan	Tom Tom Club Stevie Wonder Junior Richard "Dimples" Fields

Regionalized Adds & Hots

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

EAST

WXYV/Baltimore
Tim Watts

PEABO BRYSON
STARS ON 45
PURE ENERGY
BLOODSTONE
PLEASURE
KLEEFER
KEITH DIAMOND
Hottest:
CHI-LITES
SECRET WEAPON
LTD
KOOL & THE GANG
GEORGE DUKE

WAMO/Pittsburgh
John Anthony

CHERI
DENIECE WILLIAMS
T.S. MONK
AL JARREAU
O'JAYS
Hottest:
JUNIOR
SMOKEY ROBINSON
STEVIE WONDER
JONES GIRLS
WHATNAUTS

WOOK/Washington
Harry Boomer

none
Hottest:
WAR
PATRICE RUSHEN
O'JAYS
STEVIE WONDER
ROBERTA FLACK

WHUR/Washington
Oscar Fields

RAY PARKER JR.
BOOTSIE COLLINS
WEST STREET MOB
HERBIE HANCOCK
DRAMATICS
Hottest:
STEVIE WONDER
BOBBY WOMACK
SMOKEY ROBINSON
JUNIOR
KOOL & THE GANG

WWIN/Baltimore
Curtis Anderson

BLOODSTONE
TROUBLE FUNK
O'JAYS
CAMEO
VALENTINE BROS.
WEST STREET MOB
MASS PRODUCTION
ROSE ROYCE
GREG PERRY
SHARON BROWN
ZULMAC
ATLANTIC STARR
RONNIE DYSON
MERGE
DRAMATICS
HERBIE HANCOCK
POSITIVE EXPRESS
THIRD WORLD
Hottest:
CHERI
JUNIOR
LAKESIDE
GRAND MASTER
SECRET WEAPON

MIDWEST

WJPC/Chicago
Jerry Boulding

J. GEILS BAND
SMOKEY ROBINSON
RICHARD D. FIELDS
PEABO BRYSON
Hottest:
STEVIE WONDER
SMOKEY ROBINSON
CHERI
RAY PARKER JR.

WQCC/Chicago
Pam Wells

RAY PARKER JR.
DAZZ BAND
BLOODSTONE
WEST STREET MOB
PEABO BRYSON
AL JARREAU
RARE ESSENCE
GEORGE BENSON
MAYNARD FERGUSON
BILLY ALWAYS
Hottest:
RICHARD D. FIELDS
TOM TOM CLUB
DIANA ROSS
XAVIER
STEVIE WONDER

WBMX/Chicago
Lee Michaels

MICHAEL WYCOFF
DENIECE WILLIAMS
SKYY
WEST STREET MOB
LADY
Hottest:
STEVIE WONDER
WHISPERS
SMOKEY ROBINSON
TOM TOM CLUB
DIANA ROSS

WBLZ/Cincinnati
Harry Lyle

CAMEO
STARS ON 45
DENIECE WILLIAMS
O'JAYS
KOOL & THE GANG
Hottest:
JOURNEY
STEVIE WONDER
LAKESIDE
TIME
QUINCY JONES

WCIN/Cincinnati
Everett Cork

O'JAYS
SHALAMAR
LTD
INSTANT FUNK
TASTE OF HONEY
RAY PARKER JR.
MERGE
REDDINGS
CHERI
RICK SMITH
Hottest:
O'BRYAN
PRINCE
GEORGE DUKE
GEORGE BENSON
STEVIE WONDER

WDMT/Cleveland
Magic/James

AM-FM
ZOOM
RAY PARKER JR.
REN WOODS
Hottest:
J. GEILS BAND
RICHARD D. FIELDS
KOOL & THE GANG
MANHATTANS
PRINCE

WJMO/Cleveland
Erik Stone

SHOTGUN
VALENTINE BROS.
TOM BROWNE
SKYY
PLEASURE
CHARLES EARLAND
WEST STREET MOB
SHALAMAR
WAR
KOOL & THE GANG
BRASS CONSTRUCTION
Hottest:
STEVIE WONDER
SISTER SLEDGE
AURRA
CHI-LITES
SMOKEY ROBINSON

WDAO/Dayton
Lankford Stephens

WEST STREET MOB
ROSE ROYCE
Hottest:
ZOOM
LTD
GLADYS KNIGHT
CANDI STATON
GEORGE DUKE

WJLB/Detroit
J. Michael McKay

PATRICE RUSHEN
PATTI AUSTIN
ZOOM
DAZZ BAND
BOBBY CALDWELL
MICHAEL FRANKS
Hottest:
D TRAIN
O'BRYAN
JUNIOR
STEVIE WONDER
SHALAMAR

WLTH/Gary
Dana Huskisson

CHAS JANKEL
WEST STREET MOB
NEXT MOVEMENT
LADY
KLEEFER
Hottest:
SMOKEY ROBINSON
STEVIE WONDER
SHALAMAR
GEORGE BENSON
CHERI

WKWM/Grand Rapids
Frank Grant

O'JAYS
CON FUNK SHUN
ROBERTA FLACK
DENIECE WILLIAMS
SKYY
PATRICE RUSHEN
Hottest:
STEVIE WONDER
DIANA ROSS
O'BRYAN
ZOOM
RICHARD D. FIELDS

WTLN/Indianapolis
Jay Johnson

CHERI
WAS (NOT WAS)
INSTANT FUNK
SKYY
HERBIE HANCOCK
COFFEE
STARS ON 45
PLEASURE
ST. TROPEZ
TOM BROWNE
WEST STREET MOB
Hottest:
XAVIER
PRINCE
JECKYLL & HYDE
AM-FM
ADC BAND

KAEZ/Oklahoma City
Lee Simpson

DRAMATICS
CEASAR VALENTINO
TOM BROWNE
MICHAEL WYCOFF
FUNKAPOLITAN
BROOKLYN EXPRESS
HERBIE HANCOCK
DENIECE WILLIAMS
WEST STREET MOB
RAY, GOODMAN & B
Hottest:
STEVIE WONDER
PATRICE RUSHEN
CON FUNK SHUN
CAMEO
SHALAMAR

WWWS/Saginaw, MI
Kermit Crockett

BLOODSTONE
BOOTSIE COLLINS
HERBIE HANCOCK
O'JAYS
RICK SMITH
WEST STREET MOB
MASS PRODUCTION
FAT LARRY'S BAND
Hottest:
TOM TOM CLUB
J. GEILS BAND
LAKESIDE
WAR
DAZZ BAND

KMJM/St. Louis
Dick Edwards

DENIECE WILLIAMS
BAR-KAYS
ATLANTIC STARR
Hottest:
PRINCE
STEVIE WONDER
SKYY
LUTHER VANDROSS
GRAND MASTER

WVOI/Toledo
Max Myrick

I.N.D.
MEL BROOKS
SKYY
BRASS CONSTRUCTION
CENTRAL LINE
FAT LARRY'S BAND
MASS PRODUCTION
Hottest:
STEVIE WONDER
SISTER SLEDGE
O'BRYAN
SMOKEY ROBINSON
CHI-LITES

WILD/Boston
Steve Crumley

BOBBY WOMACK
BLOODSTONE
FAT LARRY'S BAND
BAR-KAYS
SYLVIA
GAYLE ADAMS
CHERI
Hottest:
STEVIE WONDER
SMOKEY ROBINSON
LAKESIDE
CHI-LITES
WAR

WSSJ/Camden-Philadelphia
Gary Shepherd

CHERI
ONJ
SECRET WEAPON
SHALAMAR
KOMIKO
CAMEO
THIRD WORLD
KOOL & THE GANG
PEABO BRYSON
AL JARREAU
Hottest:
STEVIE WONDER
RICHARD D. FIELDS
WAR
PATRICE RUSHEN
TASTE OF HONEY

WKND/Hartford
Eddie Jordan

none
Hottest:
STEVIE WONDER
SMOKEY ROBINSON
JONES GIRLS
WHISPERS
XAVIER

WNHC/New Haven
James Jordan

BLOODSTONE
STARS ON 45
O'JAYS
PATRICK COWLEY
Hottest:
STEVIE WONDER
ATLANTIC STARR
THIRD WORLD

WWRL/New York
Wanda Ramos

RAY PARKER JR.
KOOL & THE GANG
VALENTINE BROS.
Hottest:
STEVIE WONDER
SMOKEY ROBINSON
COMMODORES
WHISPERS
AURRA

WDAS/Philadelphia
Joe Tamburro

RHYZE
SYLVIA
BOOTSIE COLLINS
KAREN DIGGS
Hottest:
STEVIE WONDER
PRINCE
AURRA
ATLANTIC STARR
CHERI

WAOK/Atlanta
Larry Tinsley

BLOODSTONE
BOBBY WOMACK
SKYY
BILL SUMMERS
THIRD WORLD
TERRI GONZALEZ
Hottest:
RICHARD D. FIELDS
LAKESIDE
TOM TOM CLUB
CAMEO
JUNIOR

WVEE/Atlanta
Scotty Andrews

STARS ON 45
TERRI GONZALEZ
RONNIE DYSON
LADY
DENIECE WILLIAMS
BLOODSTONE
LUTHER VANDROSS
Hottest:
INSTANT FUNK
GENE CHANDLER
JEFF LORBER
Hottest:
CHI-LITES
RICHARD D. FIELDS
RAY PARKER JR.
O'JAYS
TASTE OF HONEY

KNOW/Austin
Selby Edwards

STARS ON 45
PATRICE RUSHEN
PATTI AUSTIN
TASTE OF HONEY
BAR-KAYS
DENIECE WILLIAMS
Hottest:
D TRAIN
GEORGE DUKE
CHI-LITES
TOM TOM CLUB
JONES GIRLS

WENN/Birmingham
Gene Wise

TIME
BLOODSTONE
ZZ HILL
LAKESIDE
DENIECE WILLIAMS
BOOTSIE COLLINS
PATTI AUSTIN
ERNIE WATTS
WEST STREET MOB
Hottest:
TOM TOM CLUB
XAVIER
DUNN & BRUCE
O'BRYAN
KOOL & THE GANG

WATV/Birmingham
Stan Granger

BRASS CONSTRUCTION
SHALAMAR
FERRARI
DAZZ BAND
PATRICE RUSHEN
KWICK
ZOOM
TASTE OF HONEY
Hottest:
STEVIE WONDER
DIANA ROSS
TOM TOM CLUB
CHERI
WHISPERS

WQIV/Charlotte
Chris Turner

HERBIE HANCOCK
BLOODSTONE
PEABO BRYSON
GEORGE BENSON
AURRA
VERNON BURCH
Hottest:
GEORGE DUKE
STEVIE WONDER
SEQUENCE
SMOKEY ROBINSON
ISLEY BROS

WVIC/Columbia, SC
Mickey Arnold

O'JAYS
PATRICE RUSHEN
BOBBY WOMACK
DENIECE WILLIAMS
WEST STREET MOB
GANGSTERS
Hottest:
STEVIE WONDER
JUNIOR
RICHARD D. FIELDS
STONE
CHI-LITES

KELP/E Paso
Estrella Flores

STARS ON 45
RAY PARKER JR.
DENIECE WILLIAMS
Hottest:
STEVIE WONDER
KOOL & THE GANG
TOM TOM CLUB
SUGAR HILL GANG
J. GEILS BAND

KRLY/Houston
Steve Harris

SKOOL BOYZ
DENIECE WILLIAMS
RICHARD D. FIELDS
WAR
Hottest:
STEVIE WONDER
D TRAIN
AURRA
BOBBY WOMACK
SHALAMAR

KMJQ/Houston
Ross Holland

STARS ON 45
Hottest:
DIANA ROSS
STEVIE WONDER
JUNIOR
D TRAIN
XAVIER

WKXJ/Jackson
Tommy Marshall

BLOODSTONE
BAR-KAYS
WEST STREET MOB
CHERI
MASS PRODUCTION
TOM BROWNE
Hottest:
LAKESIDE
SMOKEY ROBINSON
O'BRYAN
SISTER SLEDGE
GRAND MASTER

WATV/Birmingham
Stan Granger

BRASS CONSTRUCTION
SHALAMAR
FERRARI
DAZZ BAND
PATRICE RUSHEN
KWICK
ZOOM
TASTE OF HONEY
Hottest:
STEVIE WONDER
DIANA ROSS
TOM TOM CLUB
CHERI
WHISPERS

WJMI/Jackson
Carl Haynes

CAMEO
PEABO BRYSON
FREDERICK KNIGHT
GEORGE DUKE
SHALAMAR
PATRICE RUSHEN
RAY PARKER JR.
DAZZ BAND
Hottest:
O'BRYAN
ONE WAY
GRAND MASTER
LAKESIDE
GEORGE BENSON

WPDQ/Jacksonville
Earl James

CHERI
CAMEO
DENIECE WILLIAMS
PATRICE RUSHEN
O'JAYS
Hottest:
SISTER SLEDGE
LAKESIDE
TIME
SKYY
O'BRYAN

WJAX(95X)/Jacksonville
Steve Fox

STARS ON 45
CAMPO
CHAS JANKEL
TERRI GONZALEZ
ELOISE WHITAKER
CHERI
Hottest:
O'BRYAN
WHISPERS
STONE
TOM TOM CLUB
ST. TROPEZ

KOKY/Little Rock
Ronda Curtis

GROVER WASHINGTON
PEABO BRYSON
LUTHER VANDROSS
SHALAMAR
THIRD WORLD
Hottest:
STEVIE WONDER
GEORGE DUKE
KOOL & THE GANG
PRINCE
TOM TOM CLUB

WLOU/Louisville
Neal O'Ree

KLEEFER
GEORGE BENSON
TASTE OF HONEY
PATRICE RUSHEN
RAY PARKER JR.
INSTANT FUNK
FERRARI
MEROP
Hottest:
LIVE BAND
DUNN & BRUCE
GEORGE DUKE
XAVIER
STEVIE WOODS

WBLX/Mobile
Michael J. Alexander

BOBBY WOMACK
KANO
PEABO BRYSON
PLEASURE
DENIECE WILLIAMS
Hottest:
STEVIE WONDER
PRINCE
DIANA ROSS
SMOKEY ROBINSON
J. GEILS BAND

WJWS/Lynchburg, VA
Art Young

BOOKER T.
MASS PRODUCTION
RAY PARKER JR.
O'JAYS
HERBIE HANCOCK
WEST STREET MOB
Hottest:
TOM TOM CLUB
JUNIOR
O'BRYAN
GEORGE BENSON
XAVIER

WHRK (K97)/Memphis
Ron Olson

O'JAYS
DENIECE WILLIAMS
TIME
BRASS CONSTRUCTION
BOOTSIE COLLINS
TONY TROUTMAN
ZZ HILL
BOBBY WOMACK
WEST STREET MOB
REDDINGS
ATKINS
RONNIE DYSON
HERBIE HANCOCK
MASS PRODUCTION
STARS ON 45
Hottest:
GEORGE DUKE
LAKESIDE
TOM TOM CLUB
O'BRYAN
CAMEO

WDIA/Memphis
Carl Connors

BOOTSIE COLLINS
DAZZ BAND
DENIECE WILLIAMS
PEABO BRYSON
WEST STREET MOB
Hottest:
O'BRYAN
XAVIER
RAY PARKER JR.
TOM TOM CLUB
RICHARD D. FIELDS

WEDR/Miami
Leo Jackson

STARS ON 45
GROVER WASHINGTON
IMAGINATION
ST. TROPEZ
PEABO BRYSON
TOM BROWNE
BAR-KAYS
FAT LARRY'S BAND
BOBBY CALDWELL
Hottest:
BRANDI WELLS
STEVIE WONDER
STAR POINT
STONE
WHISPERS

WOL/Nashville
Fred Harvey

ONE WAY
ROBERTA FLACK
SHALAMAR
SHALAMAR
WEST STREET MOB
RONNIE DYSON
MILLIE JACKSON
Hottest:
TOM TOM CLUB
O'BRYAN
SECRET WEAPON
STEVIE WONDER
D TRAIN

WAIL-FM/New Orleans
Barry Richards

PATRICE RUSHEN
EARL KLUGH
PEABO BRYSON
JOAN ARMATRADING
THIRD WORLD
STARS ON 45
BAR-KAYS
WEST STREET MOB
Hottest:
KOOL & THE GANG
GRAND MASTER
JUNIOR
SMOKEY ROBINSON
XAVIER

WYLD-FM/New Orleans
Tony Brown

EARL KLUGH
PATRICE RUSHEN
MEL BROOKS
BLOODSTONE
CHERI
PEABO BRYSON
VISION
Hottest:
STEVIE WONDER
SMOKEY ROBINSON
DIANA ROSS
JUNIOR
SKYY

WTOY/Roanoke
Donnie Deane

DRAMATICS
PLEASURE
INSTANT FUNK
DAZZ BAND
PATRICE RUSHEN
TASTE OF HONEY
WAR
REN WOODS
CISSEL & KING
ISLEY BROS
GLADYS KNIGHT
MIGHTY CLOUDS
SHALAMAR
ADC BAND
O'JAYS
Hottest:
STEVIE WONDER
DIANA ROSS
SMOKEY ROBINSON
JUNIOR
KOOL & THE GANG
WYLD-FM

KTFM/San Antonio
Joe Nasty

STARS ON 45
SMOKEY ROBINSON
BETTYE HIGGINS
Hottest:
JOURNEY
J. GEILS BAND
TOM TOM CLUB
SHOCK
PRINCE

WANI/Tallahassee
Joe Bullard

O'BRYAN
O'JAYS
PATTI AUSTIN
BLOODSTONE
ONE WAY
STARS ON 45
RONNIE DYSON
DRAMATICS
Hottest:
STEVIE WONDER
LAKESIDE
PRINCE
SMOKEY ROBINSON
XAVIER

WTMP/Tampa
Jerry Walker

KLEEFER
JECKYLL & HYDE
PATRICE RUSHEN
RAY PARKER JR.
Hottest:
JUNIOR
STEVIE WONDER
O'BRYAN
SECRET WEAPON
BRANDI WELLS

KDKO/Denver
Byron Pitts

BILL SUMMERS
WEST STREET MOB
AVA CHERRY
O'JAYS
BLOODSTONE
TWENNYNINE/LENNY
DAVID BYRNE
TROUBLE FUNK
PEABO BRYSON
T.S. MONK
ROSE ROYCE
DRAMATICS
HERBIE HANCOCK
TIERRA
MASS PRODUCTION
RONNIE DYSON
DUNN & BRUCE
RICHARD D. FIELDS
Hottest:
STEVIE WONDER
BAR-KAYS
D TRAIN
AM-FM
ADC BAND

KACE/Los Angeles
Alonzo Miller

CLIFF RICHARD
FREDDIE HUBBARD
Hottest:
TOM TOM CLUB
WHISPERS
SKYY
JUNIOR
D TRAIN

KDAY/Los Angeles
J.J. Johnson

BRANDI WELLS
SHALAMAR
BLOODSTONE
Hottest:
TOM TOM CLUB
JUNIOR
Hottest:
BETTYE LAVETTE
RICHARD D. FIELDS
SISTER SLEDGE

KDIA/Oakland
Jeff Harrison

SHOTGUN
THIRD WORLD
LUTHER VANDROSS
TWENNYNINE/LENNY
RONNIE LAWS
Hottest:
JUNIOR
O'BRYAN
DAZZ BAND
RICHARD D. FIELDS
STEVIE WONDER

KPOP-FM/Sacramento
Bill Jeffries

RAY PARKER JR.
WALDO
KLEEFER
BAR-KAYS
ROSE ROYCE
BLOODSTONE
WEST STREET MOB
Hottest:
TOM TOM CLUB
IRENE CARA
JIGSAW
PRINCE
KOOL & THE GANG
XHRM/San Diego
Duff Lindsey
BOBBY CALDWELL
O'JAYS
INSTANT FUNK
GOLDIE ALEXANDER
RARE ESSENCE
ATKINS
RONNIE DYSON
MEL BROOKS
Hottest:
AURRA
SECRET WEAPON
SHALAMAR
XAVIER
CAMEO

KSOL/San Mateo, CA
Bernie Moody

CHI-LITES
REDDINGS
Hottest:
STEVIE WONDER
GEORGE DUKE
RICHARD D. FIELDS
O'BRYAN
DAZZ BAND

JAZZ RADIO

LEE RITENOUR
Rio (Musician/Elektra)
MICHAEL FRANKS
Objects Of Desire (WB)
FREDDIE HUBBARD
Ride Like The Wind
(Musician/Elektra)
TANIA MARIA
Taurus (Concord)
JOHN NEPTUNE
Bamboo (Inner City)

EAST: WYBC/New Haven, CT. Tom Strleaguth.
MIDWEST: WBBY/Columbus, OH. Terry Wilson; WJZZ/Detroit, MI. John Hill.
WEST: KFML/Denver, CO. Ira Gordon.

AFC Regional Ads & Hots

EAST

Parallel One

WCBM/Baltimore
Hal Martin
TATTI AUSTIN
STARS ON 45
HOTTEST:
STEVIE WONDER
ONJ
PAUL DAVIS

WVBF/Boston
Reg Johns
JOHN DENVER
HOTTEST:
QUINCY JONES
CLIFF RICHARD
NEIL DIAMOND
JOURNEY
STEVIE WONDER

WFOR/Boston
Mike Adams
ONJ
TASTY OF HONEY
BARRY MANLOW
BEATLES
HOTTEST:
NEPTIE HIGGINS
JOURNEY
STEVIE WONDER
VANGELIS
SISTER SLEDDO

Q135/Boston
Jerry Rao
BARBRA STREISAND
HOTTEST:
BARTY HIGGINS
QUINCY JONES
ONJ
NEIL DIAMOND
PAUL DAVIS

WBUR/Boston
Roger Christian
MILLIE NELSON
DAN FOGELBERG
PATTI AUSTIN
DENICIE WILLIAMS
GORDON LIGHTFOOT
TASTY OF HONEY
BOBBY CALDWELL
HOTTEST:
STEVIE WONDER
BETTYE HIGGINS
ONJ
VANGELIS
QUINCY JONES

WYTH/West York
Maz Mazel
POINTER SISTERS
CHARLIE
HOTTEST:
DAN FOGELBERG
BREAKER
JOURNEY
MICK SUPPLY
PAUL DAVIS

WIP/Philadelphia
Bob Russo
PAUL DAVIS
BARRY MANLOW
HOTTEST:
none

WTAE/Pittsburgh
Don Berns
PAUL DAVIS
HOTTEST:
SHEENA EASTON
ALABAMA
NEIL DIAMOND
ANNI MURRAY
POINTER SISTERS
HOTTEST:
none

KDRA/Pittsburgh
Jim Harrington
RICK SPRINGFIELD
HUEY LEWIS AND THE
PAUL DAVIS
GREG GUYDREY
HOTTEST:
ONJ
DIANA BORS
POINTER SISTERS
ROD STEVENS
SISTER SLEDDO

WPRO/Providence
Gary Bertoni
ROBERTA FLACK
HOTTEST:
NEIL DIAMOND
LARRY CARLTON
ONJ
VANGELIS
SHEENA EASTON
ALABAMA
VANGELIS

WIMO/Washington, D.C.
Baleban/Rose
EDDIE BARBITT
CARPENTERS
HOTTEST:
VANGELIS
BARBRA STREISAND
QUINCY JONES
LARRY CARLTON
STEVIE WONDER

MIDWEST

Parallel One

WZZM/Midland
Scott/Shannon
PAUL DAVIS
HALL & CATES
HOTTEST:
JOURNEY
DAN FOGELBERG
VANGELIS
QUINCY JONES
NEIL DIAMOND
ONJ

WTVR/Chicago
John Werthebe
RICK SPRINGFIELD
GREG GUYDREY
CHARLIE
BEATLES
HOTTEST:
JOURNEY
STEVIE WONDER
GAB RIDGE BOYS
VANGELIS
ONJ

WCCO/Minneapolis
Denny Long
ROBBY CALDWELL
T.O. SHEPPARD
SHEENA EASTON
RANDY GOODRUM
HOTTEST:
none

WGLR/Chicago
Gary Price
none

K89.4/Louis
Morgan/Walker
BARRY MANLOW
CHARLIE
HOTTEST:
STEVIE WONDER
JOURNEY
VANGELIS
JOURNEY
JOHN DENVER
BARBRA STREISAND
SISTER SLEDDO
MILLIE NELSON

WDFW/Min
Paul Landino
BARRY MANLOW
MILLIE NELSON
CARPENTERS
AL JARREAU
GENE COTTON
HOTTEST:
none

WAKR/Alton
Bill Hart
AL JARREAU
CARPENTERS
HEATLES
HOTTEST:
NEPTIE HIGGINS
JOHN DENVER
CLIFF RICHARD
VANGELIS

WGAN/Cleveland
Chuck Collier
POINTER SISTERS
HOTTEST:
JOURNEY

WHYC/Bridgport
Russ Garrett
MILLIE NELSON
GENE COTTON
CARPENTERS
HOTTEST:
NEIL DIAMOND
ALABAMA
AFSA
JOURNEY
QUINCY JONES

WVTV/West Virginia
Herb Crozes
ROBERTA FLACK
HOTTEST:
NEPTIE HIGGINS
NEIL DIAMOND
STEVIE WONDER
VANGELIS
ONJ
LARRY CARLTON

WBBF/Rochester
Jay Stevens
PAUL DAVIS
GREG GUYDREY
HOTTEST:
JOURNEY
NEPTIE HIGGINS
POINTER SISTERS
CLIFF RICHARD
STEVIE WONDER

WEMF/Hickory
Raymond/Morgan
DAVID LARLEY
CAROLE KING
LBB
HALL & CATES
LARRY LEE
HOTTEST:
JOURNEY
NEIL DIAMOND
VANGELIS
POINTER SISTERS

WVBC/Canton
Mike Dam
DAN FOGELBERG
HOTTEST:
REATLE
T.O. SHEPPARD
STEVIE WONDER
WILLIE NELSON
GORDON LIGHTFOOT
HOTTEST:
JOURNEY
SISTER SLEDDO
NEIL DIAMOND
JOHN DENVER

WVHC/Canton
Mike Dam
DAN FOGELBERG
HOTTEST:
REATLE
T.O. SHEPPARD
STEVIE WONDER
WILLIE NELSON
GORDON LIGHTFOOT
HOTTEST:
JOURNEY
SISTER SLEDDO
NEIL DIAMOND
JOHN DENVER

WVMS/Cincinnati
Walker/Zerhusen
DAN FOGELBERG
HOTTEST:
REATLE
T.O. SHEPPARD
STEVIE WONDER
WILLIE NELSON
GORDON LIGHTFOOT
HOTTEST:
JOURNEY
SISTER SLEDDO
NEIL DIAMOND
JOHN DENVER

WVWC/Cincinnati
Rogers/James
PAUL DAVIS
AL JARREAU
HOTTEST:
NEPTIE HIGGINS
JOURNEY
STEVIE WONDER
QUINCY JONES
POINTER SISTERS

WVWV/Columbus, OH
Wugent
CHARLIE
HALL & CATES
HOTTEST:
PAUL DAVIS
JOURNEY
POINTER SISTERS
CLIFF RICHARD
ONJ

SOUTH

Parallel One

WBLV/Jackson, MS
Joe Bennett
CAROLE KING
CARPENTERS
RABBY MANLOW
KAPLA DEVITO
HOTTEST:
JOURNEY
CLIFF RICHARD
QUINCY JONES
NEIL DIAMOND
SISTER SLEDDO

WVAJ/Jacksonville, FL
Reggie Blackwell
MILLIE NELSON
BARRY MANLOW
CHARLIE
HOTTEST:
RENNY ROGERS
JOURNEY
NEPTIE HIGGINS
DAN FOGELBERG
LBB

WVLA/Jacksonville, FL
Lee Sherwood
BARRY MANLOW
GREG GUYDREY
GORDON LIGHTFOOT
HOTTEST:
JOURNEY
NEPTIE HIGGINS
JOURNEY
NEIL DIAMOND
GENE COTTON
BARRY MANLOW
CHARLIE

WVWA/Richmond, VA
Pat Wilson
JENNIFER WARREN
CARPENTERS
T.O. SHEPPARD
HOTTEST:
CLIFF RICHARD
GENE COTTON
BARRY MANLOW
CHARLIE

WVWS/Richmond, VA
Steve Kelly
SISTER SLEDDO
ONJ
GENE COTTON
PIA EADORA
HOTTEST:
NEPTIE HIGGINS
CLIFF RICHARD
QUINCY JONES
NEIL DIAMOND

WVWR/Winchester, VA
George Brown
BARRY MANLOW
HOTTEST:
NEPTIE HIGGINS
CLIFF RICHARD
QUINCY JONES
GAB RIDGE BOYS
VANGELIS

WVWZ/Macon
Stems/Mason
PAUL DAVIS
POINTER SISTERS
QUINCY JONES
HOTTEST:
NEPTIE HIGGINS
CLIFF RICHARD
QUINCY JONES
GAB RIDGE BOYS
VANGELIS

WVXV/Atlanta
Greg Plesiano
T.O. SHEPPARD
DAN FOGELBERG
HOTTEST:
NEIL DIAMOND
ONJ
NECO
GENE COTTON
MILLIE NELSON

WVYA/Atlanta
Alan Saunders
LAURA BRANIGAN
BOBBY CALDWELL
EDDIE BARBITT
HOTTEST:
JOHN DENVER
ROBERTA FLACK
POC
BARBRA STREISAND
PLATTERS

WVYB/Atlanta
Rob Buscher
UNABLE
STEVIE WONDER
CARPENTERS
ELTON JOHN
HOTTEST:
VANGELIS
NEPTIE HIGGINS
CLIFF RICHARD
NECO
ONJ

KPAT/Bowling Green
Craig Metz
ONJ
ROLLING STONES
WILLIE NELSON
HOTTEST:
HUEY LEWIS AND THE
CHILLIWACK
LE ROUX
CHILLIWACK
HOTTEST:
WVON/Cloud, MN
Tom Scott
ELTON JOHN
T.O. SHEPPARD
SIMON & GARFUNKEL
MAYNOR & WILLIE
SHEENA EASTON
GORDON WASHINGTON
HOTTEST:
JOURNEY

WVWV/Dayton
Barney Luv
AL JARREAU
BARRY MANLOW
HOTTEST:
JOURNEY
VANGELIS
STEVIE WONDER
CLIFF RICHARD
ONJ

WVWY/Dayton
Brid Anderson
SHEENA EASTON
DOTTIE WEST
DAN FOGELBERG
HOTTEST:
CAROLE KING
REATLE
HOTTEST:
QUINCY JONES
PAUL DAVIS
BILL LAMUNTY
GREG GUYDREY

WVWZ/Dayton
Scott/Shannon
PAUL DAVIS
HALL & CATES
HOTTEST:
JOURNEY
DAN FOGELBERG
VANGELIS
QUINCY JONES
NEIL DIAMOND
ONJ

WVW3/Detroit
Bill Garcia
BARRY MANLOW
CHARLIE
HOTTEST:
STEVIE WONDER
JOURNEY
VANGELIS
JOURNEY
JOHN DENVER
BARBRA STREISAND
SISTER SLEDDO
MILLIE NELSON

WVW4/Grand Rapids, MI
Jack McKay
BARRY MANLOW
HOTTEST:
CARPENTERS
ELTON JOHN
HOTTEST:
VANGELIS
NEPTIE HIGGINS
CLIFF RICHARD
NECO
ONJ

WVW5/Grand Rapids, MI
Rob Buscher
UNABLE
STEVIE WONDER
CARPENTERS
ELTON JOHN
HOTTEST:
VANGELIS
NEPTIE HIGGINS
CLIFF RICHARD
NECO
ONJ

WVW6/Grand Rapids, MI
Sam DeVincent
J. GAEL BAND
GREG GUYDREY
HOTTEST:
REATLE
T.O. SHEPPARD
STEVIE WONDER
WILLIE NELSON
GORDON LIGHTFOOT
HOTTEST:
JOURNEY
SISTER SLEDDO
NEIL DIAMOND
JOHN DENVER

WVW7/Grand Rapids, MI
Sam DeVincent
J. GAEL BAND
GREG GUYDREY
HOTTEST:
REATLE
T.O. SHEPPARD
STEVIE WONDER
WILLIE NELSON
GORDON LIGHTFOOT
HOTTEST:
JOURNEY
SISTER SLEDDO
NEIL DIAMOND
JOHN DENVER

WVW8/Grand Rapids, MI
Sam DeVincent
J. GAEL BAND
GREG GUYDREY
HOTTEST:
REATLE
T.O. SHEPPARD
STEVIE WONDER
WILLIE NELSON
GORDON LIGHTFOOT
HOTTEST:
JOURNEY
SISTER SLEDDO
NEIL DIAMOND
JOHN DENVER

WVW9/Grand Rapids, MI
Sam DeVincent
J. GAEL BAND
GREG GUYDREY
HOTTEST:
REATLE
T.O. SHEPPARD
STEVIE WONDER
WILLIE NELSON
GORDON LIGHTFOOT
HOTTEST:
JOURNEY
SISTER SLEDDO
NEIL DIAMOND
JOHN DENVER

WEST

Parallel One

KEZU/San Diego
Gary Allyn
DAN FOGELBERG
LARRY LEE
ELTON JOHN
HOTTEST:
VANGELIS
LARRY CARLTON
STEVIE WONDER

KPPD/Denver
Rick Brady
GORDON LIGHTFOOT
JOHN DENVER
PAUL DAVIS
HOTTEST:
JOURNEY
NEPTIE HIGGINS
STEVIE WONDER
NEIL DIAMOND
VANGELIS

WASR/Washington, D.C.
Bob Ductman
BARBRA STREISAND
WILLIE NELSON
RICK SPRINGFIELD
HALL & CATES
HOTTEST:
SISTER SLEDDO
AL JARREAU
PAUL DAVIS

KHOW/Denver
Leigh Starnes
none

KHMR/San Francisco
Larry Finkel
PAUL DAVIS
BARRY MANLOW
JOHN DENVER
HOTTEST:
NEPTIE HIGGINS
JOURNEY
BARBRA STREISAND
NEIL DIAMOND
POINTER SISTERS

KRUA/Honolulu
Kimo Akane
ELTON JOHN
DAN FOGELBERG
BARRY MANLOW
HOTTEST:
SISTER SLEDDO
MIKE POST
SMOKEY ROBINSON
ONJ
STEVIE WONDER

KING/Seattle
King/Coak
BEATLES
RAPLA SCHOFF
HOTTEST:
CLIFF RICHARD
STEVIE WONDER
LARRY CARLTON
HOTTEST:
NEPTIE HIGGINS

KLLV/Las Vegas
Bob Barrens
HALL & CATES
RICK SPRINGFIELD
HOTTEST:
AIR SUPPLY
RENNY ROGERS
VANGELIS
QUINCY JONES

KWAV/Monterey
Steve Parfeto
CAROLE KING
ELTON JOHN
MILLIE NELSON
SIMON & GARFUNKEL
SWANER
JOAN ARMATRADING
HOTTEST:
VAD MORRISON
GREG GUYDREY
JOURNEY
ONJ
VANGELIS

Parallel Two

55KRC/Cincinnati
John Phillips
BARRY MANLOW
STARS ON 45
PIA EADORA
GORDON LIGHTFOOT
CARPENTERS
DAN SPALD
ROBERTA FLACK
FRANKIE/KNOCKOUT
HOTTEST:
JOURNEY
NEPTIE HIGGINS
STEVIE WONDER
CLIFF RICHARD
GREG GUYDREY

WGAN/Cleveland
Chuck Collier
POINTER SISTERS
HOTTEST:
JOURNEY

WVWC/Cincinnati
Rogers/James
PAUL DAVIS
AL JARREAU
HOTTEST:
NEPTIE HIGGINS
JOURNEY
STEVIE WONDER
WILLIE NELSON
GORDON LIGHTFOOT
HOTTEST:
JOURNEY
SISTER SLEDDO
NEIL DIAMOND
JOHN DENVER

WVWC/Cincinnati
Rogers/James
PAUL DAVIS
AL JARREAU
HOTTEST:
NEPTIE HIGGINS
JOURNEY
STEVIE WONDER
WILLIE NELSON
GORDON LIGHTFOOT
HOTTEST:
JOURNEY
SISTER SLEDDO
NEIL DIAMOND
JOHN DENVER

WVWC/Cincinnati
Rogers/James
PAUL DAVIS
AL JARREAU
HOTTEST:
NEPTIE HIGGINS
JOURNEY
STEVIE WONDER
WILLIE NELSON
GORDON LIGHTFOOT
HOTTEST:
JOURNEY
SISTER SLEDDO
NEIL DIAMOND
JOHN DENVER

Parallel Three

WVWC/Cincinnati
Rogers/James
PAUL DAVIS
AL JARREAU
HOTTEST:
NEPTIE HIGGINS
JOURNEY
STEVIE WONDER
WILLIE NELSON
GORDON LIGHTFOOT
HOTTEST:
JOURNEY
SISTER SLEDDO
NEIL DIAMOND
JOHN DENVER

WVWC/Cincinnati
Rogers/James
PAUL DAVIS
AL JARREAU
HOTTEST:
NEPTIE HIGGINS
JOURNEY
STEVIE WONDER
WILLIE NELSON
GORDON LIGHTFOOT
HOTTEST:
JOURNEY
SISTER SLEDDO
NEIL DIAMOND
JOHN DENVER

WVWC/Cincinnati
Rogers/James
PAUL DAVIS
AL JARREAU
HOTTEST:
NEPTIE HIGGINS
JOURNEY
STEVIE WONDER
WILLIE NELSON
GORDON LIGHTFOOT
HOTTEST:
JOURNEY
SISTER SLEDDO
NEIL DIAMOND
JOHN DENVER

Parallel One

WVWC/Cincinnati
Rogers/James
PAUL DAVIS
AL JARREAU
HOTTEST:
NEPTIE HIGGINS
JOURNEY
STEVIE WONDER
WILLIE NELSON
GORDON LIGHTFOOT
HOTTEST:
JOURNEY
SISTER SLEDDO
NEIL DIAMOND
JOHN DENVER

WVWC/Cincinnati
Rogers/James
PAUL DAVIS
AL JARREAU
HOTTEST:
NEPTIE HIGGINS
JOURNEY
STEVIE WONDER
WILLIE NELSON
GORDON LIGHTFOOT
HOTTEST:
JOURNEY
SISTER SLEDDO
NEIL DIAMOND
JOHN DENVER

WVWC/Cincinnati
Rogers/James
PAUL DAVIS
AL JARREAU
HOTTEST:
NEPTIE HIGGINS
JOURNEY
STEVIE WONDER
WILLIE NELSON
GORDON LIGHTFOOT
HOTTEST:
JOURNEY
SISTER SLEDDO
NEIL DIAMOND
JOHN DENVER

Parallel Two

WVWC/Cincinnati
Rogers/James
PAUL DAVIS
AL JARREAU
HOTTEST:
NEPTIE HIGGINS
JOURNEY
STEVIE WONDER
WILLIE NELSON
GORDON LIGHTFOOT
HOTTEST:
JOURNEY
SISTER SLEDDO
NEIL DIAMOND
JOHN DENVER

WVWC/Cincinnati
Rogers/James
PAUL DAVIS
AL JARREAU
HOTTEST:
NEPTIE HIGGINS
JOURNEY
STEVIE WONDER
WILLIE NELSON
GORDON LIGHTFOOT
HOTTEST:
JOURNEY
SISTER SLEDDO
NEIL DIAMOND
JOHN DENVER

WVWC/Cincinnati
Rogers/James
PAUL DAVIS
AL JARREAU
HOTTEST:
NEPTIE HIGGINS
JOURNEY
STEVIE WONDER
WILLIE NELSON
GORDON LIGHTFOOT
HOTTEST:
JOURNEY
SISTER SLEDDO
NEIL DIAMOND
JOHN DENVER

Parallel Three

WVWC/Cincinnati
Rogers/James
PAUL DAVIS
AL JARREAU
HOTTEST:
NEPTIE HIGGINS
JOURNEY
STEVIE WONDER
WILLIE NELSON
GORDON LIGHTFOOT
HOTTEST:
JOURNEY
SISTER SLEDDO
NEIL DIAMOND
JOHN DENVER

WVWC/Cincinnati
Rogers/James
PAUL DAVIS
AL JARREAU
HOTTEST:
NEPTIE HIGGINS
JOURNEY
STEVIE WONDER
WILLIE NELSON
GORDON LIGHTFOOT
HOTTEST:
JOURNEY
SISTER SLEDDO
NEIL DIAMOND
JOHN DENVER

WVWC/Cincinnati
Rogers/James
PAUL DAVIS
AL JARREAU
HOTTEST:
NEPTIE HIGGINS
JOURNEY
STEVIE WONDER
WILLIE NELSON
GORDON LIGHTFOOT
HOTTEST:
JOURNEY
SISTER SLEDDO
NEIL DIAMOND
JOHN DENVER

Parallel One

WVWC/Cincinnati
Rogers/James
PAUL DAVIS
AL JARREAU
HOTTEST:
NEPTIE HIGGINS
JOURNEY
STEVIE WONDER
WILLIE NELSON
GORDON LIGHTFOOT
HOTTEST:
JOURNEY
SISTER SLEDDO
NEIL DIAMOND
JOHN DENVER

WVWC/Cincinnati
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STEVIE WONDER
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GORDON LIGHTFOOT
HOTTEST:
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WVWC/Cincinnati
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JOURNEY
STEVIE WONDER
WILLIE NELSON
GORDON LIGHTFOOT
HOTTEST:
JOURNEY
SISTER SLEDDO
NEIL DIAMOND
JOHN DENVER

Parallel Two

WVWC/Cincinnati
Rogers/James
PAUL DAVIS
AL JARREAU
HOTTEST:
NEPTIE HIGGINS
JOURNEY
STEVIE WONDER
WILLIE NELSON
GORDON LIGHTFOOT
HOTTEST:
JOURNEY
SISTER SLEDDO
NEIL DIAMOND
JOHN DENVER

WVWC/Cincinnati
Rogers/James
PAUL DAVIS
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HOTTEST:
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STEVIE WONDER
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GORDON LIGHTFOOT
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SISTER SLEDDO
NEIL DIAMOND
JOHN DENVER

WVWC/Cincinnati
Rogers/James
PAUL DAVIS
AL JARREAU
HOTTEST:
NEPTIE HIGGINS
JOURNEY
STEVIE WONDER
WILLIE NELSON
GORDON LIGHTFOOT
HOTTEST:
JOURNEY
SISTER SLEDDO
NEIL DIAMOND
JOHN DENVER

Parallel Three

WVWC/Cincinnati
Rogers/James
PAUL DAVIS
AL JARREAU
HOTTEST:
NEPTIE HIGGINS
JOURNEY
STEVIE WONDER
WILLIE NELSON
GORDON LIGHTFOOT
HOTTEST:
JOURNEY
SISTER SLEDDO
NEIL DIAMOND
JOHN DENVER

WVWC/Cincinnati
Rogers/James
PAUL DAVIS
AL JARREAU
HOTTEST:
NEPTIE HIGGINS
JOURNEY
STEVIE WONDER
WILLIE NELSON
GORDON LIGHTFOOT
HOTTEST:
JOURNEY
SISTER SLEDDO
NEIL DIAMOND
JOHN DENVER

WVWC/Cincinnati
Rogers/James
PAUL DAVIS
AL JARREAU
HOTTEST:
NEPTIE HIGGINS
JOURNEY
STEVIE WONDER
WILLIE NELSON
GORDON LIGHTFOOT
HOTTEST:
JOURNEY
SISTER SLEDDO
NEIL DIAMOND
JOHN DENVER

Parallel One

WVWC/Cincinnati
Rogers/James
PAUL DAVIS
AL JARREAU
HOTTEST:
NEPTIE HIGGINS
JOURNEY
STEVIE WONDER
WILLIE NELSON
GORDON LIGHTFOOT
HOTTEST:
JOURNEY
SISTER SLEDDO
NEIL DIAMOND
JOHN DENVER

WVWC/Cincinnati
Rogers/James
PAUL DAVIS
AL JARREAU
HOTTEST:
NEPTIE HIGGINS
JOURNEY
STEVIE WONDER
WILLIE NELSON
GORDON LIGHTFOOT
HOTTEST:
JOURNEY
SISTER SLEDDO
NEIL DIAMOND
JOHN DENVER

WVWC/Cincinnati
Rogers/James
PAUL DAVIS
AL JARREAU
HOTTEST:
NEPTIE HIGGINS
JOURNEY
STEVIE WONDER
WILLIE NELSON
GORDON LIGHTFOOT
HOTTEST:
JOURNEY
SISTER SLEDDO
NEIL DIAMOND
JOHN DENVER

136 Current Reports

The following stations reported frozen playlists this week:

- KBOI/Boise
- KOB/Albuquerque
- KRNT/Des Moines
- KSLO/St. Louis
- WCLR/Chicago

The following stations did not report this week and therefore their playlists were frozen:

- KHOW/Denver
- WBT/Charlotte
- WCHV/Charlottesville
- WGAC/Augusta
- WHAM/Rochester
- WHYY/Montgomery
- WKZE-FM/Cape Cod
- WMHE/Toledo
- WTIC/Hartford

EAST

Most Added Hottest

Franke & Knockouts Joan Jett
Little River Band Olivia N-J
Elton John Rick Springfield

CHR ADS & HOTS

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

SOUTH

Most Added Hottest

Charlie Daniels Joan Jett
Elton John J. Geils Band
Beatles Rick Springfield

EAST

PARALLEL TWO

WKEE/Huntington, WV

Gary Miller

BEATLES
 DONNIE IRIS
 SHEENA EASTON
 DAN FOGELBERG
 SIMON & GARFUNKEL
 FRANKIE/KNOCKOUTS
 LOVERBOY
 GAMMA
 WILLIE NELSON
 Hottest:
 STEVIE WONDER 2-1
 RICK SPRINGFIELD 9-3
 PAUL DAVIS 15-5
 QUARTERFLASH 10-6
 HALL & OATES 28-15

WPST/Tranton, NJ

Tom Taylor

FRANKE/KNOCKOUTS
 ELTON JOHN
 CAROLE KING
 Hottest:
 JOURNEY 2-1
 GO GO'S 3-3
 SOFT CELL 4-4
 VAN HALEN 8-5
 J. GEILS BAND 11-6

WTRV/Albany, NY

Bill Cahill

QUARTERFLASH
 ELTON JOHN
 ROLLING STONES
 Hottest:
 JOAN JETT 1-1
 BERTIE HIGGINS 11-4
 RICK SPRINGFIELD 14-10
 GO GO'S 17-12
 DR. HOOK 23-17

WAEB/Allentown, PA

Jefferson Ward

CARPENTERS
 DAN FOGELBERG
 SHEENA EASTON
 LRB
 Hottest:
 ONJ 1-1
 J. GEILS BAND 2-2
 RICK SPRINGFIELD 9-5
 PAUL DAVIS 15-10
 CHARLENE 22-13

KC101/New Haven, CT

Danny Lyons

JOHN DENVER
 CAROLE KING
 LAURA BRANIGAN
 Hottest:
 JOURNEY 1-1
 VANGELIS 5-4
 QUINCY JONES 16-10
 CHARLENE 21-13
 HALL & OATES 25-17

WFBR/Baltimore, MD

Andy Szulinski

SIMON & GARFUNKEL
 BARRY MANILOW
 CARPENTERS
 CAROLE KING
 Hottest:
 BERTIE HIGGINS 2-1
 QUINCY JONES 5-3
 PAUL DAVIS 10-6
 CHARLENE 17-8
 KOOL & THE GANG 28-16

WBLI/Long Island, NY

Bill Terry

CAROLE KING
 RICK SPRINGFIELD
 HALL & OATES
 Hottest:
 JOURNEY 1-1
 BERTIE HIGGINS 5-3
 VANGELIS 12-8
 ONJ 16-11
 SISTER SLEDGE 17-13

WTIC-FM/Hartford, CT

Rick Donahue

TOMMY TUTONE
 RAY PARKER JR.
 SOFT CELL
 FRANKIE/KNOCKOUTS
 ELTON JOHN
 CHARLENE
 Hottest:
 JOAN JETT 1-1
 STEVIE WONDER 2-7
 ONJ 6-3
 GO GO'S 9-4
 KOOL & THE GANG 19-8

Q108/York, PA

Dan Steele

CDB
 CHARLENE
 FRANKIE/KNOCKOUTS
 Hottest:
 JOAN JETT 1-1
 ONJ 5-4
 J. GEILS BAND 15-7
 VANGELIS 16-9
 RICK SPRINGFIELD 21-11

WHFM/Rochester, NY

Aimee Peck

RICK SPRINGFIELD
 DAN FOGELBERG
 DONNIE IRIS
 Hottest:
 JOURNEY 1-1
 ONJ 5-2
 QUINCY JONES 7-3
 STEVIE WONDER 8-4
 HUEY LEWIS AND TH 15-10

K104/Erie, PA

Bill Shannon

BALANCE
 PAUL OVERSTREET
 FRANKIE/KNOCKOUTS
 FOREIGNER
 Hottest:
 JOAN JETT 1-1
 LOVERBOY 6-3
 ONJ 12-7
 QUARTERFLASH 13-9
 VAN HALEN 17-11

V100/Charleston, WV

Jay Jarvis

BEATLES
 ELTON JOHN
 ROBERTA FLACK (dp)
 TOMMY TUTONE (dp)
 Hottest:
 STEVIE WONDER 3-1
 POINTER SISTERS 4-3
 ONJ 5-4
 PAUL DAVIS 10-8
 RICK SPRINGFIELD 19-10

WKRF/Farmington, WV

Jim Rising

FRANKIE/KNOCKOUTS
 SHEENA EASTON
 ELTON JOHN
 LRB
 Hottest:
 GO GO'S 3-1
 HUEY LEWIS AND TH 7-3
 VANGELIS 8-7
 RICK SPRINGFIELD 12-8
 CHARLENE 19-16

82FLY/Albany, NY

Jack Lawrence

QUINCY JONES
 DR. HOOK
 DAN FOGELBERG
 Hottest:
 JOURNEY 1-1
 BERTIE HIGGINS 10-5
 GO GO'S 11-7
 STEVIE NICKS 16-13
 PAUL DAVIS 20-16

WDRS-FM/Hartford, CT

Paul Roberts

CHARLENE
 HUMAN LEAGUE
 RICHARD D. FIELDS
 LAKESIDE
 SHALAMAR
 WAR
 GEORGE BENSON
 JOAN JETT
 Hottest:
 JOAN JETT 1-1
 JOURNEY 2-2
 STEVIE WONDER 3-3
 BERTIE HIGGINS 4-4
 VANGELIS 5-5

WRCK/Worcester, MA

Jim Reitz

BEATLES
 AC/DC
 LOVERBOY
 DONNIE IRIS
 Hottest:
 JOAN JETT 1-1
 J. GEILS BAND 7-3
 TOMMY TUTONE 5-4
 RICK SPRINGFIELD 16-10
 QUARTERFLASH 18-14

WPHD/Buffalo, NY

Harv Moore

LRB
 DREGS
 ASIA
 CAROLE KING
 DONNIE IRIS
 CREG KINN
 LOVERBOY
 FRANKIE/KNOCKOUTS
 Hottest:
 JOAN JETT 1-1
 VAN HALEN 3-3
 J. GEILS BAND 4-4
 GO GO'S 8-6
 HUMAN LEAGUE 19-13

WLAN-FM/Lancaster

Dave Russell

RAY PARKER JR.
 SOFT CELL
 FRANKIE/KNOCKOUTS
 GENESIS
 CDB
 Hottest:
 JOAN JETT 1-1
 GO GO'S 7-2
 ONJ 4-3
 J. GEILS BAND 15-11
 RICK SPRINGFIELD 28-14

WYCR/Hanover, York, PA

J.J. Randolph

LRB
 FRANKIE/KNOCKOUTS
 CAROLE KING
 DAVID LASLEY (dp)
 HUMAN LEAGUE (dp)
 LOVERBOY (dp)
 SIMON & GARFUNKEL (dp)
 Hottest:
 JOAN JETT 2-1
 JOURNEY 1-2
 GO GO'S 4-3
 J. GEILS BAND 16-10
 ONJ 18-12

PARALLEL THREE

WCIR/Beckley, WV

Jim Martin

CHARLENE
 DAN FOGELBERG
 ROLLING STONES
 SIMON & GARFUNKEL
 TOMMY TUTONE
 Hottest:
 JOAN JETT 1-1
 J. GEILS BAND 2-2
 ONJ 3-3
 RICK SPRINGFIELD 16-10
 DR. HOOK 26-15

WFBQ/Altoona, PA

Tony Booth

GAMMA
 SHEENA EASTON
 LRB
 CARPENTERS
 SIMON & GARFUNKEL
 ROLLING STONES
 Hottest:
 JOAN JETT 1-1
 MIKE POST 9-3
 J. GEILS BAND 12-7
 GO GO'S 14-5
 J. GEILS BAND 12-7
 PAUL DAVIS 15-9

WQUY/Bangor, ME

Jim Randall

CAROLE KING
 CARPENTERS
 ELTON JOHN
 TOM CHAPIN
 Hottest:
 J. GEILS BAND 1-1
 JOURNEY 7-6
 KOOL & THE GANG 12-7
 RICK SPRINGFIELD 17-10
 FRED PARRIS/FIVE 25-18

WJBO/Portland, ME

Brian Phoenix

Hottest:
 ROD STEWART 1-1
 ONJ 8-6
 JOAN JETT 14-8
 STEVIE NICKS 17-11
 GEORGE BENSON 23-15

WJGY/Bath, ME

Willie Mitchell

BEATLES
 LOVERBOY
 FRANKIE/KNOCKOUTS
 ALDO NOVA
 CDB
 CHRIS REA
 GORDON LIGHTFOOT
 DAN FOGELBERG
 CARPENTERS
 TOM CHAPIN
 Hottest:
 JOAN JETT 1-1
 ONJ 4-4
 GO GO'S 5-5
 RICK SPRINGFIELD 10-10
 STEVIE NICKS 13-13

95XII/Parkville, WV

Terry Lee Collins

DAN FOGELBERG
 FRANKIE/KNOCKOUTS
 WAYLON & WILLIE
 Hottest:
 GO GO'S 2-1
 BOB & DOC HICKENZ 10-2
 ONK RIDGE BOYS 10-8
 CLIMAX BLUES BAND 22-14
 AC/DC 29-21

WACZ/Bangor, ME

Michael O'Hara

CDB
 DAN FOGELBERG
 HALL & OATES
 LRB
 DENICIE WILLIAMS
 HUMAN LEAGUE
 LOVERBOY
 VANGELIS
 SHEENA EASTON
 DONNIE IRIS
 Hottest:
 JOAN JETT 1-1
 J. GEILS BAND 4-2
 ONK RIDGE BOYS 10-8
 STEVIE NICKS 16-11
 PAUL DAVIS 18-13

WZYQ/Frederick, ND

Kemosabi Joe

GAMMA
 SIMON & GARFUNKEL
 ALDO NOVA
 FRANKIE/KNOCKOUTS
 CDB
 LRB
 LOVERBOY
 DAVID BOWIE
 Hottest:
 JOAN JETT 1-1
 HUEY LEWIS AND TH 10-6
 DR. HOOK 16-9
 PAUL DAVIS 19-10
 TOMMY TUTONE 26-14

WOMP-FM/Bellevue, OH

Jolene Schreiber

CHARLENE
 CARPENTERS
 BEATLES
 MARTIN BRILEY
 GLASS MOON
 Hottest:
 JOAN JETT 1-1
 GO GO'S 6-3
 STEVIE WONDER 8-5
 ONJ 11-8
 RICK SPRINGFIELD 25-18

WFEA/Manchester, NH

Keith Lemire

SHEENA EASTON
 HUMAN LEAGUE
 CHRIS REA
 CAROLE KING
 TIGHT FIT
 Hottest:
 JOAN JETT 2-1
 JOURNEY 1-2
 GO GO'S 4-3
 J. GEILS BAND 16-10
 ONJ 18-12

SOUTH

PARALLEL TWO

BJ106/Orlando, FL

Tom West

HALL & OATES
 CHRIS REA
 O'BRYAN
 LAURA BRANIGAN
 DENICIE WILLIAMS
 DAVID BOWIE
 Hottest:
 JOAN JETT 1-1
 VAN HALEN 15-10
 VANGELIS 21-14
 J. GEILS BAND 20-16
 STEVIE NICKS 26-21

KEEL/Shreveport, LA

Kevin Davis

RICK SPRINGFIELD
 BARRY MANILOW
 LARRY CARLTON
 CHARLENE
 STEVIE WOODS
 KOOL & THE GANG
 Hottest:
 JOURNEY 1-1
 STEVIE WONDER 3-2
 QUINCY JONES 7-4
 VANGELIS 15-6
 J. GEILS BAND 16-7

KTSA/San Antonio, TX

J.J. Rodriguez

HALL & OATES
 Hottest:
 JOURNEY 1-1
 STEVIE WONDER 8-4
 JOAN JETT 14-9
 GO GO'S 23-18
 RICK SPRINGFIELD 28-24

KXX106/Birmingham, AL

Chris Trane

KOOL & THE GANG
 STARS ON 45
 HUMAN LEAGUE
 Hottest:
 JOAN JETT 5-1
 QUINCY JONES 17-11
 J. GEILS BAND 21-15
 WILLIE NELSON 27-16
 CHARLENE 30-21

WAXY/FL Lauderdale, FL

Rick Shaw

STEVIE NICKS
 Hottest:
 STEVIE WONDER 1-1
 VANGELIS 3-7
 ONJ 6-4
 QUINCY JONES 10-6
 CHARLENE 13-7

WAYS/Charlotte, NC

Lou Simon

HUMAN LEAGUE
 JUNIOR
 SIMON & GARFUNKEL
 EDDIE RABBITT
 Hottest:
 JOURNEY 1-1
 ONJ 4-4
 WILLIE NELSON 14-9
 JOAN JETT 15-12
 GO GO'S 24-18

WBBQ/Augusta, GA

Bruce Stevens

BEATLES
 ROBERTA FLACK
 JOHN DENVER
 SIMON & GARFUNKEL
 Hottest:
 JOAN JETT 1-1
 VANGELIS 2-2
 RICK SPRINGFIELD 21-12
 WILLIE NELSON 24-17
 HALL & OATES 29-22

WFMF/Baton Rouge, LA

Rica Watkins

BARRY MANILOW
 Hottest:
 ONJ 4-1
 JOAN JETT 10-4
 KOOL & THE GANG 12-6
 RICK SPRINGFIELD 21-18
 J. GEILS BAND 24-21

WGH/Norfolk, VA

Bob Canade

DAN FOGELBERG
 SHEENA EASTON
 JOHN HALL BAND
 DENICIE WILLIAMS
 FRANKIE/KNOCKOUTS
 LAURA BRANIGAN
 Hottest:
 BERTIE HIGGINS 2-1
 PAUL DAVIS 9-6
 JOHN DENVER 10-8
 QUINCY JONES 11-9
 BARRY MANILOW 18-10

WJDX/Jackson, MS

Bill Cruise

BEATLES
 WILLIE NELSON
 BARRY MANILOW
 ELTON JOHN
 ROLLING STONES
 Hottest:
 ONJ 3-2
 QUINCY JONES 10-6
 GO GO'S 11-7
 PAUL DAVIS 13-9
 KOOL & THE GANG 14-10

Y103/Jacksonville, FL

Robert John

RAY PARKER JR.
 SHEENA EASTON
 GENESIS
 BEATLES
 Hottest:
 JOAN JETT 1-1
 ONJ 8-4
 VANGELIS 15-8
 PAUL DAVIS 20-16
 RICK SPRINGFIELD 31-21

WRVQ/Richmond, VA

Bill Thomas

POLICE (dp)
 ASIA (dp)
 Hottest:
 JOAN JETT 1-1
 VANGELIS 16-8
 RICK SPRINGFIELD 18-10
 GREG GUILDY 20-14
 HALL & OATES 25-18

FM100/Memphis, TN

Tom Prestigiacomo

WILLIE NELSON
 RAY PARKER JR.
 LRB
 SHEENA EASTON
 Hottest:
 JOURNEY 2-1
 ONJ 8-3
 LE ROUX 12-8
 CHARLENE 22-16
 STEVIE NICKS 2-20

WSKZ/Chattanooga, TN

David Carroll

GAMMA
 LOVERBOY
 DONNIE IRIS
 LRB
 Hottest:
 JOAN JETT 2-1
 ONJ 5-2
 J. GEILS BAND 8-5
 HUEY LEWIS AND TH 13-10
 GREG GUILDY 19-15

KINT/E Paso, TX

Jlm Zippo

ROBERTA FLACK
 DAVID BOWIE
 LRB
 RICHARD D. FIELDS
 CDB
 FRANKIE/KNOCKOUTS
 SHEENA EASTON
 DAN FOGELBERG
 Hottest:
 JOAN JETT 1-1
 GO GO'S 5-2
 FOREIGNER 3-3
 VAN HALEN 4-4
 J. GEILS BAND 11-5

KX104/Nashville, TN

John Anthony

JUNIOR
 RAY PARKER JR.
 Hottest:
 STEVIE WONDER 2-1
 ONJ 5-2
 VANGELIS 10-5
 J. GEILS BAND 15-11
 RICK SPRINGFIELD 19-13

KJ100/Louisville, KY

Dave McCann

HUEY LEWIS AND TH
 ELTON JOHN
 BARRY MANILOW
 CHARLENE
 Hottest:
 STEVIE WONDER 1-1
 PAUL DAVIS 18-12
 NEIL DIAMOND 19-14
 RICK SPRINGFIELD D-18
 HALL & OATES D-20

KHFI/Austin, TX

Ed Volkman

ROLLING STONES
 STARS ON 45
 ELTON JOHN
 CDB
 CARPENTERS
 Hottest:
 JOAN JETT 1-1
 JOURNEY 2-2
 GO GO'S 7-6
 RICK SPRINGFIELD 9-7
 RAY PARKER JR. 26-13

KBFM/McAllen-Brownsville, TX

Kenny Garcia

ROLLING STONES
 STARS ON 45
 CDB
 HUMAN LEAGUE
 ELTON JOHN
 RICHARD D. FIELDS
 Hottest:
 HUEY LEWIS AND TH 11-5
 GO GO'S 13-6
 KOOL & THE GANG 12-11
 RAY PARKER JR. 28-20
 LE ROUX 24-22

G100/Mobile, AL

Scott Griffith

BEATLES
 CDB
 FRANKIE/KNOCKOUTS
 GENESIS
 DONNIE IRIS
 VAN HALEN (RA)
 Hottest:
 JOAN JETT 1-1
 ONJ 5-3

MIDWEST Most Added Hottest

Beetles, Joan Jett, Charlie Daniels, Olivia N-J, Charlene, Rick Springfield

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

Franke & Knockouts, Joan Jett, Dan Fogelberg, Stevie Wonder, Little River Band, J. Geils Band, Beatles

MIDWEST

PARALLEL TWO

B2X/Columbus, OH Teri Nutter

VAN HALEN, PAUL DAVIS, QUINCY JONES, JOAN JETT 1-1, GO GO'S 4-3, J. GEILS BAND 8-5, STEVIE WONDER 11-7, RICK SPRINGFIELD 17-10

KIOA/Des Moines, IA A.W. Pantaja

WILLIE NELSON, BOBBY CALDWELL, LBB, BARRY MANILOW, JOURNEY 1-1, ONJ 9-4, POINTER SISTERS 8-5, PAUL DAVIS 21-16, CHARLENE 26-19

KOFM/Oklahoma City, OK John Jenkins

JOAN JETT 1-1, GO GO'S 7-3, ONJ 8-4, BOB & DOUG MCKENZIE 9-5, VANGELIS 10-6

KRAV/Tulsa, OK Gary Reynolds

CHARLENE, SHEENA EASTON, LOVERBOY, BERTIE HIGGINS 1-1, VANGELIS 2-2, ONJ 3-3, STEVIE WONDER 5-4, QUINCY JONES 8-6

KZ93/Peoria, IL Keith Edwards

GO GO'S 1-1, QUARTERFLASH 5-2, VAN HALEN 7-5, TOMMY TUTONE 12-6, RICK SPRINGFIELD 16-12

WGRD/Grand Rapids, MI Sean Stevens

VANGELIS, JOAN JETT 2-1, J. GEILS BAND 6-3, STEVIE WONDER 5-5, ONJ 16-9, STEVIE NICKS 20-13

WHOT/Youngstown, OH Dick Thompson

KOOL & THE GANG, BEATLES, JOAN JETT 1-1, HUEY LEWIS AND TH 16-10, J. GEILS BAND 17-11, STEVIE NICKS 19-12, TOMMY TUTONE D-23

WNAP/Indianapolis, IN Paul Mendenhall

RICK SPRINGFIELD, TOMMY TUTONE, VAN HALEN, ELTON JOHN, CARS, JOAN JETT 1-1, STEVIE WONDER 4-2, POLICE 6-4, GO GO'S 7-5, HUEY LEWIS AND TH 10-6

WNCO/Columbus, OH Steve Edwards

STARS ON 45, WILLIE NELSON, MIKE POST, BARRY MANILOW, CHARLENE, STEVIE WONDER 2-1, ONJ 4-2, CLIFF RICHARD 7-5, VANGELIS 12-9, RICK SPRINGFIELD 17-14

WOW/Omaha, NB Mike Shane

ELTON JOHN, GREG GUIDRY, CDB (dp), STEVIE WONDER 1-1, ONJ 3-2, VANGELIS 7-5, PAUL DAVIS 10-7, HALL & OATES 16-13

WVIC/East Lansing, MI Jim St. John

BARRY MANILOW, BEATLES, SHEENA EASTON, FRANKE/KNOCKOUTS, ALDO NOVA, TOM CHAPIN, BOBBY CALDWELL, JOURNEY 1-1, ONJ 15-4, SISTER SLEDGE 18-11, PAUL DAVIS 23-17, DR. HOOK 34-22

KSTT/Deerport, IA Bill Young

TOMMY TUTONE, CARPENTERS, VANGELIS 5-2, GREG GUIDRY 14-6, PAUL DAVIS 17-9, J. GEILS BAND 16-11

KEYN FM/Wichita, KS Terrie Springs

JOURNEY 1-1, STEVIE WONDER 2-2, ALABAMA 3-3, ONJ 6-6, STEVIE NICKS 8-8

WYFM/Youngstown, OH Jeff Tobin

JOAN JETT 1-1, J. GEILS BAND 4-3, STEVIE WONDER 8-6, BERTIE HIGGINS 9-8, DIANA ROSS 15-12

WAKX/Duluth, MN Dave Stranberg

BEATLES, DAN FOGELBERG, JOURNEY 1-1, BERTIE HIGGINS 2-2, ONJ 10-4, PAUL DAVIS 15-11, CHARLENE D-18

WNAM/Appleton/Oshkosh, WI Chris Caine

LOVERBOY, BEATLES, DAN FOGELBERG, CDB, STEVIE NICKS 14-10, J. GEILS BAND 17-11, QUINCY JONES 20-13, HALL & OATES 25-17

WGBF/Evanston, IL Kevin Carpenter

SISTER SLEDGE, CHARLENE, ELTON JOHN, STEVIE WONDER 2-1, BERTIE HIGGINS 4-3, ONJ 10-5, ALABAMA 6-6, JOAN JETT 9-8

WZOK/Rockford, IL Mr. Ed

CDB, LOVERBOY, JOURNEY 1-1, GO GO'S 7-2, PAUL DAVIS 9-6, J. GEILS BAND 11-8, HUEY LEWIS AND TH 13-9

Z104/Madison, WI Little/Hudson

ROLLING STONES, KOOL & THE GANG, SHEENA EASTON, JOAN JETT 1-1, GO GO'S 3-2, BERTIE HIGGINS 8-4, ONJ 6-5, RICK SPRINGFIELD 13-8

WIKS/Indianapolis, IN Tom Gilligan

HUMAN LEAGUE, LOVERBOY, BEATLES, JOAN JETT 2-1, LRB 5-4, SHOOTING STAR 8-7, RICK SPRINGFIELD 14-12, HALL & OATES 19-16

U93/South Bend, IN J.K. Dearing

GO GO'S, RICK SPRINGFIELD, QUINCY JONES, JOAN JETT 1-1, BERTIE HIGGINS 3-2, ONJ 4-3, POINTER SISTERS 21-7, HUEY LEWIS AND TH 25-13

WOJX/D Dayton, OH Joe Osawson

QUINCY JONES, HALL & OATES, RICK SPRINGFIELD, JOURNEY 1-1, BERTIE HIGGINS 28-5, OAK RIDGE BOYS 25-6, JOAN JETT 17-8, VANGELIS D-13

WKDQ/Evanston, IN Hobbs/Paine

DAN FOGELBERG, TOMMY TUTONE, HOYS BAND, ROLLING STONES, JOAN JETT 7-1, ONJ 4-5, GO GO'S 11-6, PAUL DAVIS 12-8, RICK SPRINGFIELD 19-10

WJXQ/Jackson, MI Jim Ryan

AC/DC, BEATLES, FRANKE/KNOCKOUTS, POINT BLANK, DROB, ELTON JOHN (dp)

WJXQ/Jackson, MI Jim Ryan

J. GEILS BAND 1-1, ALDO NOVA 9-6, J. GEILS BAND 17-10, GENESIS 18-11, RICK SPRINGFIELD 21-17

KQKQ/Omaha, NB Mark Evans

ROLLING STONES, TOMMY TUTONE, STARS ON 45, JOURNEY 1-1, ONJ 4-2, JOAN JETT 5-4, RICK SPRINGFIELD 17-12, QUINCY JONES 22-13

KIHK/Deerport, IA Chuck Kling

GREG GUIDRY, STEVIE WOODS, ELTON JOHN, ROLLING STONES, CDB, BARRY MANILOW, JOURNEY 1-1, JOAN JETT 5-2, HUEY LEWIS AND TH 21-17, VAN HALEN 25-18, RICK SPRINGFIELD 33-24

WZZR/Grand Rapids, MI Brian Thomas

BEATLES, STARS ON 45, STEVIE WONDER 3-1, ONJ 5-2, VANGELIS 8-6, RICK SPRINGFIELD 15-8, MIKE POST 21-15

WKFR/Kalamazoo, MI Swart/Chapman

JOHN DENVER, ELTON JOHN, CHARLENE, GORDON LIGHTFOOT, BERTIE HIGGINS 6-4, VANGELIS 10-6, HUEY LEWIS AND TH 14-10, RICK SPRINGFIELD 20-12

WLYT/Cleveland Heights, OH Scott "Smoker" Howitt

GENESIS, LE ROUX, JOAN JETT 1-1, ONJ 14-7, RICK SPRINGFIELD 12-9, BERTIE HIGGINS D-12, HALL & OATES D-16

KMGK/Des Moines, IA Michael Stone

FRANKE/KNOCKOUTS, LOVERBOY, JOHN HALL BAND, JOAN JETT 1-1, DONNIE IRIS 3-3, QUARTERFLASH 5-4, GO GO'S 15-1D, HUMAN LEAGUE 23-20

PARALLEL THREE

KFYR/Blairmerck, ND Dan Brannen

BEATLES, CDB, FRANKE/KNOCKOUTS, MECO, ROLLING STONES, BERTIE HIGGINS 2-1, HUEY LEWIS AND TH 5-3, J. GEILS BAND 14-6, JOAN JETT 17-8, PAUL DAVIS 18-11

KKLS/Rapid City Sherwin/Piper

LOVERBOY, JOHN DENVER, CAROLE KING, STEVIE WONDER 1-1, STEVIE NICKS 6-2, HUEY LEWIS AND TH 5-3, QUARTERFLASH 9-6, J. GEILS BAND 19-15

KKXL/Grand Forks, ND Jeff Parker

ROLLING STONES, CHARLENE, ELTON JOHN, WILLIE NELSON, STEVIE WONDER 2-1, ONJ 4-3, GO GO'S 12-5, PAUL DAVIS 11-7, RICK SPRINGFIELD 23-16

WHRK/Racine, WI Steve Warren

DIANE, CHARLENE, GEORGE MENNON, HALL & OATES, LOVERBOY, JOAN JETT 4-1, BERTIE HIGGINS 18-12, VANGELIS 27-20, RICK SPRINGFIELD 33-26, PAUL DAVIS 31-27

WSPT/Stevens Point, WI Brad Fuhr

CDB, BEATLES, DONNIE IRIS, ALDO NOVA (dp), ASIA (dp), CHARLENE (dp), JOAN JETT 1-1, J. GEILS BAND 2-2, GO GO'S 6-3, ONJ 9-4, TOMMY TUTONE 12-7

WTRU/Muskegon, MI Mike Stevens

CHARLENE, CDB, KOOL & THE GANG, GENESIS, PIA ZADORA, DAN FOGELBERG, LRB, STEVIE WONDER 1-1, JOAN JETT 7-2, HUEY LEWIS AND TH 4-3, ONJ 8-4, BERTIE HIGGINS 6-5

KDVV/Topeka, KS Tony Stawek

GREG GUIDRY, CHARLENE, CDB, BARRY MANILOW, JOAN JETT 1-1, GO GO'S 3-2, J. GEILS BAND 4-3, HUEY LEWIS AND TH 7-5, PAUL DAVIS 16-8

KELO/Sioux Falls, SD Marc Elliott

VAN HALEN, PAUL DAVIS, MIKE POST, JOURNEY 1-1, GO GO'S 4-3, JOAN JETT 10-4, ONJ 28-23, HUEY LEWIS AND TH 36-34

KWLO/Waterloo, IA Drew Bentley

ROLLING STONES, JOHN DENVER, JOAN JETT 1-1, J. GEILS BAND 10-2, FOREIGNER 20-10, STEVIE NICKS 17-12, VANGELIS 25-15

WAZY-FM/Lafayette, IN Bob Leonard

ROLLING STONES, BEATLES, TOMMY TUTONE, RAY PARKER JR., ONJ 7-1, GO GO'S 4-2, JOAN JETT 5-3, HUEY LEWIS AND TH 6-4, VANGELIS 9-5

KRNA/Iowa City, IA Bart Goynshor

FRANKE/KNOCKOUTS, PAUL DAVIS, RAY PARKER JR., SHOOTING STAR, LOVERBOY (dp), ASIA (dp), JOAN JETT 1-1, J. GEILS BAND 5-2, HUEY LEWIS AND TH 7-5, QUARTERFLASH 12-9, RICK SPRINGFIELD 22-15

KQWB/Fargo, ND Wayne Miller

QUINCY JONES, BEATLES, ONJ 4-1, GO GO'S 9-4, VANGELIS 11-5, JOAN JETT 12-6, HUEY LEWIS AND TH 10-9

WCIL/FM/Carbondale, IL Tony Walczak

SIMON & GARFUNKEL, RAY PARKER JR., DUNE JUPITER, BARRY MANILOW, ER. HOOK, HUMAN LEAGUE, LOVERBOY, JOAN JETT 1-1, MIKE POST 8-3, QUINCY JONES 13-6, PAUL DAVIS 14-8, RICK SPRINGFIELD 18-9

KFMZ/Columbia, MO Steve Graziano

CDN, JOHN HALL BAND, DUNE JUPITER, JOAN JETT 1-1, GO GO'S 2-2, J. GEILS BAND 7-4, TOMMY TUTONE 12-5, DWIGHT TWILLEY 19-15

99KQ/Selma, KS Danny Collier

BEATLES, FRANKE/KNOCKOUTS, JOAN JETT 2-1, HUEY LEWIS AND TH 11-6, RICK SPRINGFIELD 16-11, LE ROUX 19-13, PAUL DAVIS 23-15

KKRC-FM/Sioux Falls, SD Bill Richards

PAUL DAVIS, VAN HALEN, BOYS BAND, HALL & OATES, TOMMY TUTONE, CARS, JOAN JETT 2-1, JOURNEY 3-2, GO GO'S 7-3, J. GEILS BAND 14-9, STEVIE NICKS 15-11

WEST

PARALLEL TWO

KCPX/Salt Lake City, UT Gary Waldron

DAN FOGELBERG, SHEENA EASTON, RICK SPRINGFIELD, STARS ON 45, GEORGE DUKE, GAMMA, JOHN HALL BAND, VANGELIS 1-1, PAUL DAVIS 22-4, NEIL DIAMOND 25-19, CHARLENE 29-22, VAN HALEN 31-24

KJRB/Spokane, WA Suda Coleman

STARS ON 45, ELTON JOHN, LRB, JOAN JETT 1-1, STEVIE WONDER 8-5, LOVERBOY 9-6, J. GEILS BAND 19-12, RICK SPRINGFIELD 24-17

KRO/Tucson, AZ Guy Zapolson

DAN FOGELBERG, BERTIE HIGGINS 1-1, J. GEILS BAND 3-2, POLICE 6-4, VANGELIS 1D-5, VAN HALEN 21-16

Y94/Fresno, CA John McCorkle

STEVIE NICKS, HALL & OATES, STEVIE WONDER 3-1, JOAN JETT 10-7, HUEY LEWIS AND TH 17-11, RICK SPRINGFIELD 22-16, PAUL DAVIS 25-21

KLUC/Las Vegas, NV Oava Van Stone

DAN FOGELBERG, LRB, CDB, JOURNEY 1-1, JOAN JETT 6-4, QUARTERFLASH 10-7, GO GO'S 15-8, J. GEILS BAND 11-1D

KYNO-FM/Fresno, CA John Lee Walker

BERTIE HIGGINS, MECO, SHALAMAR, TASTE OF HONEY, CHERI, STEVIE WONDER 2-2, JOAN JETT 8-4, KOOL & THE GANG 7-6, TIME 15-9

FM102/Sacramento, CA Billy Manders

HALL & OATES, JOURNEY 1-1, STEVIE WONDER 2-2, BERTIE HIGGINS 5-4, RICK SPRINGFIELD 12-7, TOM TUN CLUB 24-15

KSPZ/Colorado Springs, CO Mike Daniels

QUINCY JONES, RICK SPRINGFIELD, STEVIE WONDER 2-1, BERTIE HIGGINS 4-3, JOAN JETT 6-5, HUEY LEWIS AND TH 13-7, VANGELIS 20-1D

KHYT/Tucson, AZ Rich Brother Robin

SIMON & GARFUNKEL, WILLIE NELSON, HUMAN LEAGUE, ELTON JOHN, JUNIOR, BEATLES, BOYS BAND, JOHN DENVER, KOOL & THE GANG (RA), JOAN JETT 1-1, TOM TOM CLUB 28-13, GO 21-14, RICHARD D. FIELDS 29-21, ALABAMA 34-31

KIDD/Monterey, CA Barry Brown

BEATLES, FRANKE/KNOCKOUTS, DONNIE IRIS, LOVERBOY, KOOL & THE GANG, STEVIE WONDER 2-1, JOAN JETT 5-3, BERTIE HIGGINS 16-10, RICK SPRINGFIELD 20-12, HUEY LEWIS AND TH 21-15

KGQI/Riverside San Bernardino Steve O'Neil

PAUL DAVIS, SISTER SLEDGE, ROLLING STONES, CARPENTERS, FRANKE/KNOCKOUTS, STEVIE WONDER 1-1, RICK SPRINGFIELD 16-9, J. GEILS BAND 17-10, QUARTERFLASH 23-19, KOOL & THE GANG 30-25

KKXX/Bakersfield, CA Squires/DeRo

GORDON LIGHTFOOT, ELTON JOHN, CDB, MARTIN BRILEY, CHARLENE (dp), QUARTERFLASH 1-1, GO GO'S 7-3, PAUL DAVIS 20-10, PRISM 17-12, LRB 24-18

KNBQ/Tacoma, WA Gary Bryan

JOHN DENVER, CDB, LOVERBOY, DAN FOGELBERG, FRANKE/KNOCKOUTS, CHRIS REA, STEVIE WONDER 2-1, JOAN JETT 3-2, J. GEILS BAND 15-6, RICK SPRINGFIELD 16-11, HALL & OATES 20-13

K96/Provo, UT Kraddick/Ginsberg

TOMMY TUTONE, JOURNEY 1-1, BERTIE HIGGINS 5-4, JOAN JETT 13-8, J. GEILS BAND 14-9, ONJ 15-12

FM103/Salt Lake City, UT Lorraine Winnegar

CDB, BEATLES, JOAN JETT 1-1, J. GEILS BAND 11-3, STEVIE NICKS 8-4, HUEY LEWIS AND TH 12-7, GO GO'S 14-8

KIBK/Holee, ID Rob Lee

SHEENA EASTON, KOOL & THE GANG, FRANKE/KNOCKOUTS, RAY PARKER JR., STARS ON 45, WAYLEN & WILLIE, GAMMA, JOAN JETT 3-1, ONJ 5-4, BERTIE HIGGINS 7-5, J. GEILS BAND 11-7, RICK SPRINGFIELD 14-9

K8KD/Salem, OR Len E. Mitchell

WILLIE NELSON, KOOL & THE GANG, FRANKE/KNOCKOUTS, RAY PARKER JR., GLASS MOON (dp), GAMMA (dp), JOHNNY & DISTRACT (dp), JOAN JETT 1-1, GO GO'S 8-2, J. GEILS BAND 23-16, STEVIE NICKS 24-17, ALDO NOVA 28-19

KKFM/Colorado Springs Jack Hamilton

KOOL & THE GANG, JOAN JETT 1-1, GO GO'S 2-2, JOURNEY 3-3, J. GEILS BAND 12-5, ONJ 6-6

KIHI/Honolulu John Fink

ALII, DENICE WILLIAMS, DR. HOOK, STARS ON 45, BOBBY WOMACK, BAR-KAYS, ANGELA CLEMMONS, CHILLIWACK, BLACK UHURU, JOAN JETT 1-1, GO GO'S 8-4, STEVIE WONDER 13-5, MANHATTANS 19-8, RICK SPRINGFIELD 24-15

PARALLEL THREE

KCBN/Reno, NV Jim O'Neil

LRB, ELTON JOHN, INNOCENTS, JOURNEY 2-1, RICK SPRINGFIELD 22-13, PAUL DAVIS 21-14, ROBERTA FLACK 33-29, HALL & OATES 35-31

KOZE/Lewiston, ID Jay McCall

BARRY MANILOW, LRB, CDB, DAN FOGELBERG, GAMMA, JOAN JETT 2-1, GO GO'S 9-3, HUEY LEWIS AND TH 8-4, J. GEILS BAND 10-5, STEVIE NICKS 11-7

KDZA/Pueblo, CO Rip Avina

DAN FOGELBERG, SIMON & GARFUNKEL, JUNIOR, GAMMA, FRANKE/KNOCKOUTS, DONNIE IRIS, STEVIE WONDER 2-1, JOAN JETT 4-2, GO GO'S 6-4, ONJ 7-6, QUINCY JONES 17-13

THE FOLLOWING STATIONS DID NOT REPORT THIS WEEK:

Q102/Cincinnati, WMEE/Ft. Wayne, WHEB/Portsmouth, WTSN/Dover

THE FOLLOWING STATIONS REPORTED A FROZEN PLAYLIST THIS WEEK:

WXKS-FM/Boston, KEYN-FM/Wichita

PARALLELS

Parallel I: Selected stations in major markets that are format dominant...

Parallel II: Selected stations in secondary markets that are format dominant...

Parallel III: Selected stations in smaller markets that are format dominant...

Note: (*) Format dominance is based on the Monday-Sunday, 6AM-12Midnight, total persons 12 plus shares as published by Arbitron...

★ DENOTES FIRST WEEK IN PARALLELS.

212 REPORTS 214 LAST WEEK

JOHN DOE 'Hit Song' (Anylabel) LP: Hit Song National Summary Up 51

EXAMPLE 100/25 - 100 CHR reporting stations on 11 this week including 25 new adds.

(Alabama continued) JOHN DOE 'Hit Song' (Anylabel) LP: Hit Song National Summary Up 51

ALDO NOVA Fantasy (Portrait/CBS) LP: Aldo Nova National Summary Up 71

AIR SUPPLY Sweet Dreams (Arista) LP: The One You Love National Summary Up 7

BEATLES Movie Medley (Capitol) LP: Reel Music National Summary Up 49

ALABAMA Love In The First... (MCA) LP: Feels So Right National Summary Up 15

CARS Since You're Gone (Elektra) LP: Shake It Up National Summary Up 11

PAUL DAVIS '65 Love Affair (Arista) LP: Cool Night National Summary Up 13

(Cars continued) WYLB on KRCV 4-30

CHARLENE I've Never Been... (Motown) LP: I've Never Been To Me National Summary Up 27

NEIL DIAMOND On The Way... (Columbia) LP: On The Way To The Sky National Summary Up 28

DR. HOOK Baby... (Casablanca/PG) LP: Players In The Dark National Summary Up 23

CHARLIE DANIELS BAND Still In Saigon (Epic) LP: Windows National Summary Up 25

GENESIS Man On The Corner (At.) LP: Abacab National Summary Up 13

FOREIGNER Lukebox Hero (Atlantic) LP: Foreigner 4 National Summary Up 13

GLASS MOON On A Carousel (Radio/At.) LP: Growing In The Dark National Summary Up 7

ALABAMA Love In The First... (MCA) LP: Feels So Right National Summary Up 15

(Paul Davis continued) KEER 9-7 KTRN 15-12

NEIL DIAMOND On The Way... (Columbia) LP: On The Way To The Sky National Summary Up 28

DR. HOOK Baby... (Casablanca/PG) LP: Players In The Dark National Summary Up 23

CHARLIE DANIELS BAND Still In Saigon (Epic) LP: Windows National Summary Up 25

GENESIS Man On The Corner (At.) LP: Abacab National Summary Up 13

FOREIGNER Lukebox Hero (Atlantic) LP: Foreigner 4 National Summary Up 13

GLASS MOON On A Carousel (Radio/At.) LP: Growing In The Dark National Summary Up 7

ALABAMA Love In The First... (MCA) LP: Feels So Right National Summary Up 15

(Foreigner continued) MPD 12-11 WYF 4-8

J. GEILS BAND Freeze... (EMI America) LP: Freeze Frame National Summary Up 26

NEIL DIAMOND On The Way... (Columbia) LP: On The Way To The Sky National Summary Up 28

DR. HOOK Baby... (Casablanca/PG) LP: Players In The Dark National Summary Up 23

GENESIS Man On The Corner (At.) LP: Abacab National Summary Up 13

FOREIGNER Lukebox Hero (Atlantic) LP: Foreigner 4 National Summary Up 13

GLASS MOON On A Carousel (Radio/At.) LP: Growing In The Dark National Summary Up 7

ALABAMA Love In The First... (MCA) LP: Feels So Right National Summary Up 15

GO-GO'S We Got The Beat (IRS/A&M) LP: Beauty & The Beat National Summary Up 3

J. GEILS BAND Freeze... (EMI America) LP: Freeze Frame National Summary Up 26

NEIL DIAMOND On The Way... (Columbia) LP: On The Way To The Sky National Summary Up 28

DR. HOOK Baby... (Casablanca/PG) LP: Players In The Dark National Summary Up 23

GENESIS Man On The Corner (At.) LP: Abacab National Summary Up 13

FOREIGNER Lukebox Hero (Atlantic) LP: Foreigner 4 National Summary Up 13

GLASS MOON On A Carousel (Radio/At.) LP: Growing In The Dark National Summary Up 7

ALABAMA Love In The First... (MCA) LP: Feels So Right National Summary Up 15

D. HALL & J. OATES Did It In A Minute (RCA) LP: Private Eyes

188/13 63% National Summary

SOUTH EAST WEST MIDWEST

137/2 65% National Summary

BERTIE HIGGINS Key Largo (Kat Family/CBS) LP: Just Another Day In Paradise

137/2 65% National Summary

137/2 65% National Summary

137/2 65% National Summary

137/2 65% National Summary

Continued On Next Column

(Human League continued)

119/42 56% National Summary

119/42 56% National Summary

119/42 56% National Summary

119/42 56% National Summary

119/42 56% National Summary

119/42 56% National Summary

119/42 56% National Summary

119/42 56% National Summary

Continued On Next Column

(Ethin John continued)

140/9 66% National Summary

140/9 66% National Summary

140/9 66% National Summary

140/9 66% National Summary

140/9 66% National Summary

140/9 66% National Summary

140/9 66% National Summary

140/9 66% National Summary

Continued On Next Column

KOOL & THE GANG Get Down... (De-Lite/PG) LP: Something Special

108/20 51% National Summary

108/20 51% National Summary

108/20 51% National Summary

108/20 51% National Summary

108/20 51% National Summary

108/20 51% National Summary

108/20 51% National Summary

108/20 51% National Summary

Continued On Next Column

HUEY LEWIS & THE NEWS Do You Believe... (Chrysalis) LP: Picture This

196/2 92% National Summary

196/2 92% National Summary

196/2 92% National Summary

196/2 92% National Summary

196/2 92% National Summary

196/2 92% National Summary

196/2 92% National Summary

196/2 92% National Summary

Continued On Next Column

OLIVIA NEWTON-JOHN Make A Move... (MCA) LP: Physical

188/1 89% National Summary

188/1 89% National Summary

188/1 89% National Summary

188/1 89% National Summary

188/1 89% National Summary

188/1 89% National Summary

188/1 89% National Summary

188/1 89% National Summary

Continued On Next Column

DONNIE IRIS My Girl (MCA) LP: King Cool

51/25 24% National Summary

51/25 24% National Summary

51/25 24% National Summary

51/25 24% National Summary

51/25 24% National Summary

51/25 24% National Summary

51/25 24% National Summary

QUINCY JONES One Hundred Ways (A&M) LP: The Duke

140/9 66% National Summary

140/9 66% National Summary

140/9 66% National Summary

140/9 66% National Summary

140/9 66% National Summary

140/9 66% National Summary

140/9 66% National Summary

108/20 51% National Summary

108/20 51% National Summary

108/20 51% National Summary

108/20 51% National Summary

108/20 51% National Summary

108/20 51% National Summary

108/20 51% National Summary

108/20 51% National Summary

196/2 92% National Summary

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188/1 89% National Summary

188/1 89% National Summary

JOAN JETT... I Love Rock... (Boardwalk) LP: I Love Rock 'N Roll

168/0 78% National Summary

168/0 78% National Summary

168/0 78% National Summary

168/0 78% National Summary

168/0 78% National Summary

JOURNEY Open Arms (Columbia) LP: Escape

194/0 92% National Summary

194/0 92% National Summary

194/0 92% National Summary

194/0 92% National Summary

194/0 92% National Summary

LE ROUX Said It Was... (RCA) LP: Last Safe Place

164/4 77% National Summary

164/4 77% National Summary

164/4 77% National Summary

164/4 77% National Summary

164/4 77% National Summary

BARRY MANILOW Let's Hang On (Arista) LP: Somewhere Down The Road

60/18 28% National Summary

60/18 28% National Summary

60/18 28% National Summary

60/18 28% National Summary

60/18 28% National Summary

STEVIE NICKS Edge Of... (Modern/Atco) LP: Bella Donna

169/2 80% National Summary

169/2 80% National Summary

169/2 80% National Summary

169/2 80% National Summary

169/2 80% National Summary

ELTON JOHN Empty Garden... (Geffen) LP: Jump Up

119/42 56% National Summary

119/42 56% National Summary

WILLIE NELSON Always On My Mind (Col.) LP: Always On My Mind

50/12 24% National Summary

50/12 24% National Summary

RAY PARKER JR. "The Other Woman" (Arista) 83/21
 Moves: Up 33, Debuts 16, Same 13, Down 0, Adds 21 including WFLI, B104, Q107, KRLA, KZZP, WLAN-FM, Y103, KX104, WSEZ, KSKD, WFLB, KILE, WCIL-FM, KRNA, KSLY.

SISTER SLEDGE "My Guy" (Cotillion/Atco) 82/3
 Moves: Up 43, Debuts 4, Same 23, Down 0, Adds 3, KROK, WBGF, KGGI, WNBC 14-11, WCKX 19-13, KOPA 29-20, WDRC-FM 22-18, WJDX 8-4, WAXY 25-18, WMAK-FM 4-4, KJ100 10-7, WNCI 22-19, KIKI 3-3, WAEV 12-10, WAZY-FM 30-27.

BARRY MANILOW "Let's Hang On" (Arista) 60/18
 Moves: Up 13, Debuts 6, Same 23, Down 0, Adds 18 including Z93, KBEQ, KOPA, WFBR, WJDX, WMAK-FM, WRKQ, WVIC, KIKI, KIOA, WNCI, WGLF, WCIL-FM, KDVV, KOZE.

CARS "Since You're Gone" (Elektra) 60/11
 Moves: Up 17, Debuts 9, Same 23, Down 0, Adds 11, KHFI, WABB-FM, WOKI, WNAM, WNAF, WGUY, WIGY, WOMP-FM, WISE, KKRC-FM, KENI, B104 27-23, WPHD 29-21, KSEL-FM 21-13.

NEIL DIAMOND "On The Way To The Sky" (Columbia) 60/1
 Moves: Up 26, Debuts 2, Same 27, Down 6, Adds 1, KCNR, WABC 33-23, WCKX 26-23, KIIS-FM 3-28, KC101 12-9, KZFM 12-9, KLPO 33-28, KJ100 19-14, WVIC 16-10, WAKX 7-7, WOW 14-11, WNCI 8-7, KCPX 25-19, WFLB 16-13, KELO 18-14.

GENESIS "Man On The Corner" (Atlantic) 56/13
 Moves: Up 12, Debuts 15, Same 15, Down 1, Adds 13, WFLI, KBEQ, WGCL, KYXX, KZZP, WLAN-FM, G100 Y103, WBCY, WLYT, WISE, WGLF, WTRU, KEZR 22-18, WJXQ 18-11.

ALDO NOVA "Fantasy" (Portrait/CBS) 55/7
 Moves: Up 21, Debuts 6, Same 21, Down 0, Adds 7, WKTJ, WABB-FM, WVIC, WIGY, WZYQ, KVOL, WSPT, CKGM 30-25, KEGL 26-22, WRCK 30-25, KINT 34-20, WOKI 28-21, WSSX 23-19, WRVQ 26-21, KSKD 28-19.

A TASTE OF HONEY "I'll Try Something New" (Capitol) 55/8
 Moves: Up 18, Debuts 11, Same 20, Down 0, Adds 6, WGCL, KIIS-FM, WTKX, KYNO-FM, WYKS, KILE, WPGC 27-24, KEZR 25-21, WAEV 27-22, WKEE 35-30, CK101 36-32, WVIC 40-35, KIKI 26-22, WGUY 29-26, WFLB 33-27.

GLASS MOON "On A Carousel" (Radio/Atlantic) 52/7
 Moves: Up 16, Debuts 8, Same 12, Down 1, Adds 7, WLOL-FM, WTKX, WMAK-FM, KSKD, WOMP-FM, WAEV, WYKS, WBN-FM 33-30, KBEQ 30-27, WRCK 22-18, KINT 17-12, Z104 20-17, KHYT 39-35, KILE 39-35, KYAA 28-21.

DONNIE IRIS "My Girl" (MCA) 51/25
 Moves: Up 2, Debuts 4, Same 20, Down 0, Adds 25 including WBN-FM, WGCL, KZZP, WPHD, WRCK, KZFM, KROK, WDOQ, WSKZ, WQSC, KIDD, WACZ, WISE, WSPT, KSLY.

WILLIE NELSON "Always On My Mind" (Columbia) 50/12
 Moves: Up 18, Debuts 9, Same 11, Down 0, Adds 12, CKLW, KIMN, WKEE, WJDX, CK101, FM100, KIOA, WNCI, KSKD, KHYT, Q102, KIXL, Z93 25-14, 94Q 8-4, KXX106 27-16.

SIGNIFICANT ACTION

JOHN DENVER "Shanghai Breezes" (RCA) 48/12
 Moves: Up 14, Debuts 7, Same 15, Down 0, Adds 12, Q103, KC101, KLPO, WBBQ, WDCG, WKFR, KNBQ, KHYT, WFLB, WYKS, KKLS, KWLO, WAEV 20-14, KINT 27-18, KXXX 29-24.

DAN FOGELBERG "Run For The Roses" (Full Moon/Epic) 45/32
 Moves: Up 1, Debuts 7, Same 5, Down 0, Adds 32 including KFI, KIQQ, KYXX, 92FLY, WKEE, WBCY, WNAM, WKDQ, KNBQ, KRQ, WCIR, WAEV, WXLK, WTRU, KDZA.

BOYS BAND "Please Don't Stop Me Baby (I'm On Fire)" (Elektra) 45/10
 Moves: Up 12, Debuts 4, Same 19, Down 0, Adds 10, KLPO, WHHY-FM, WMAK-FM, WQUT, WKDQ, KHYT, WISE, WYKS, KKRC-FM, 99KG, WLLO-FM 26-23, WAEV 21-17, KINT 28-19, WOKI 38-35, KVOL 30-26.

DAVID LASLEY "If I Had My Wish Tonight" (EMI America) 45/3
 Moves: Up 5, Debuts 10, Same 27, Down 0, Adds 3, WPGC, WYCR, WTKX, WNBC 24-21, B104 on, WGCL on, KFI on, KFRC on, KEZR 27-24, WDCG 38-36, WSEZ on, KIOA on, KBBK d-30, WGUY d-29, KILE d-38, 99KG on.

JUNIOR "Mama Used To Say" (Mercury/PolyGram) 44/7
 Moves: Up 16, Debuts 8, Same 12, Down 1, Adds 7, JB105, XTRA, B97, KX104, WAYS, KHYT, KDZA, WFLI 18-13, B94 on, Y100 18-11, KEARTH d-26, WZYP on, KIDD on, Z102 37-29, WFLB 34-19.

ROBERTA FLACK "Making Love" (Atlantic) 44/7
 Moves: Up 21, Debuts 4, Same 12, Down 0, Adds 7, 94Q, V100, KZFM, KINT, CK101, WBBQ, WRKQ, Z93 30-27, KEARTH 19-14, KIIS-FM 29-23, WAEV 29-26, Q106 29-26, KRQ 26-23, WGUY 30-27, WFOX 29-26.

GEORGE DUKE "Shine On" (Epic) 44/4
 Moves: Up 21, Debuts 4, Same 15, Down 0, Adds 4, KEZR, KRQD, KCPX, KVOL, B94 19-17, Q105 27-24, KIIS-FM 23-21, KC101 19-16, KHFI 22-19, B97 19-16, CK101 20-17, KYNO-FM 35-27, KIKI on, WJBO 235-21, 95SGF 17-13.

FRANKE & KNOCKOUTS "Without You (Not...)" (Millennium/RCA) 43/42
 Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 42 including 96KX, B104, WKTJ, KFI, KEZR, KYXX, WPST, WYCR, WANS-FM, KMGK, KNBQ, KSKD, 95XIL, 99KG, KDZA.

GEORGE BENSON "Never Give Up On A Good Thing" (WB) 39/4
 Moves: Up 24, Debuts 3, Same 7, Down 1, Adds 4, Y100, WDRC-FM, WGLF, WRKR, B94 24-22, WCKX 29-26, WTK-FM 24-22, Y103 25-22, KYNO-FM 13-11, KGGI 10-8, KHYT 22-20, WJBO 23-15, Q104 13-6, 95SGF 14-10, KVOL 24-21.

MEGO "Pop Goes The Movies Part I" (Arista) 38/3
 Moves: Up 10, Debuts 6, Same 17, Down 2, Adds 3, KRLA, KYNO-FM, KFYY, WABC 38-24, WCAU-FM 32-29, KFI on, WDRC-FM on, CK101 17-13, WMAK-FM 20-14, WSEZ 30-27, WVIC 10-8, Y94 d-22, 95XIL 39-34, WFLB 30-24, KSLY 20-17.

LITTLE RIVER BAND "Man On Your Mind" (Capitol) 37/33
 Moves: Up 2, Debuts 1, Same 1, Down 0, Adds 33 including WBN-FM, B104, CHUM, KIQQ, KFRC, KYXX, WPHD, WKRF-FM, WABB-FM, WSKZ, KJRB, KLUC, WZYQ, Q104, KYAA.

GAMMA "Right The First Time" (Elektra) 36/13
 Moves: Up 5, Debuts 2, Same 16, Down 0, Adds 13, WKEE, KZFM, WSKZ, WSSX, KBBK, KCPX, WFBG, WZYQ, KVOL, KDZA, KATI, KOZE, 96KX on, KSEL-FM 20-15.

STARS ON 45 "Tribute To Stevie Wonder" (Radio/Atlantic) 33/22
 Moves: Up 2, Debuts 6, Same 3, Down 0, Adds 22 including B104, JB105, WPGC, CKGM, CKLW, WGCL, KITY, KBFM, KXX106, WOKI, WNOK-FM, KQKQ, WNCI, KBBK, Q101.

SMOKEY ROBINSON "Tell Me Tomorrow" (Tamlia/Motown) 30/0
 Moves: Up 14, Debuts 0, Same 10, Down 6, Adds 0, B104 13-9, KIIS-FM 8-7, B97 8-6, KROK 24-20, WDOQ 11-9, WMAK-FM 26-23, KRQ 20-18, KHYT 14-9, WJBO 21-17, 95SGF 30-27, WXLK on, WCIL-FM 28-25.

SHEENA EASTON "When He Shines" (EMI America) 29/27
 Moves: Up 0, Debuts 1, Same 1, Down 0, Adds 27 including WFLI, KFI, KZZP, WAEV, WKEE, KSET-FM, KLPO, Y103, WDOQ, WOKI, WQSC, Z104, KBBK, WACZ, WFOV, WXLK, KPUR.

LOVERBOY "When It's Over" (Columbia) 29/24
 Moves: Up 4, Debuts 1, Same 0, Down 0, Adds 24 including KEGL, WPHD, 3WT, WKEE, WABB-FM, WSKZ, KMGK, WNAM, WYKS, KIDD, WIGY, WZYQ, Q104, WCIL-FM, KYAA.

DUKE JUPITER "I'll Drink To You" (Coast-Coast/CBS) 28/4
 Moves: Up 6, Debuts 2, Same 16, Down 0, Adds 4, CKGM, Q101, WCIL-FM, KFMZ, 96KX on, KIQQ on, KFRC on, WPHD 26-23, 3WT 35-29, KINT 30-25, BJ105 on, KLUC 30-27, WOMP-FM on, KENI on, KSLY on.

BARBRA STREISAND "Memory" (Columbia) 26/1
 Moves: Up 11, Debuts 1, Same 11, Down 2, Adds 1, WCAU-FM, WFLI on, WYKS-FM on, CKLW d-22, Q106 27-24, WKRF-FM on, KZFM 22-14, KLPO on, WRKQ on, WNOK-FM on, KJ100 15-13, KYNO-FM 29-26, KFYY on, KENI 18-14, KSLY on.

CAROLE KING "One To One" (Atlantic) 24/14
 Moves: Up 2, Debuts 1, Same 7, Down 0, Adds 14, WFBR, WPHD, WBLI, KC101, WPST, WYCR, KLPO, WDOQ, WGUY, WFEA, WCGO, WYKS, KQV, KLS, WNBC 30-26.

IRENE CARA "Anyone Can See" (Network/Elektra-Asylum) 24/0
 Moves: Up 12, Debuts 0, Same 8, Down 4, Adds 0, B94 30-26, WCKX 9-8, KBEQ on, KIQQ on, KFRC 33-29, WHFM 24-22, B97 on, KEEL on, G100 on, WAXY 21-27, Y103 36-34, WDOQ 23-21, WNCI 23-21, WCIR on, WCIL-FM 26-19.

SIMON & GARFUNKEL "Wake Up Little Susie" (WB) 23/17
 Moves: Up 0, Debuts 1, Same 5, Down 0, Adds 17 including KEGL, 94Q, B100, WFBR, WYCR, WKEE, WTKX, WBBQ, WAYS, KHYT, WCIR, WZYQ, WCGO, WCIL-FM, KDZA.

T.G. SHEPPARD "Finally" (WB/Curb) 23/9
 Moves: Up 0, Debuts 4, Same 10, Down 0, Adds 9, Q105, WCKX, WZYP, WMAK-FM, WQUT, Q104, Z102, WCGO, KVOL, Z93 d-28, 94Q on, KXX106 on, WBBQ on, WOKI d-39, WRKQ on.

CHRIS REA "Loving You" (Columbia) 21/7
 Moves: Up 2, Debuts 1, Same 11, Down 0, Adds 7, KEZR, BJ105, WOKI, WIGY, WFEA, WFLB, KRLA on, KZFM on, KINT 37-31, WZYP on, KBBK on, WGUY on, KVOL on, KSLY on.

SOFT CELL "Tainted Love" (Sire/WB) 21/1
 Moves: Up 12, Debuts 0, Same 4, Down 4, Adds 1, WLAN-FM, WFLI 30-25, WCAU-FM 26-15, CKGM 2-2, I95 20-18, WLS 16-12, WLS-FM 16-12, KRLA 16-12, KIQQ 13-9, WRCK 8-6, WPST 4-4, K104 26-22, WJBO 27-20, 95XIL on, KRNA on, KFMZ 20-18.

BEATLES "Movie Medley" (Capitol) 49/27
 Rotations: Heavy 1/1, Medium 18/9, Light 30/15, Extra Adds 2, Total Adds 27, WROR, WFYR, WNIC, KEX, KPLZ, WKAZ, WSFM, WAFB, KMGC, KULF, WAKR, WHBY, WHBC, WQMC, WFMK, KLTE, WQUA, KRMG, KSEL, WROV, WJBC, WDAY, WBOW, KRNO, KRKK, KISN, KRNO. Medium: WCBM, WSGN, KRBC.

FRED PARRIS & THE FIVE SATINS "Medley" (Elektra) 42/3 *
 Rotations: Heavy 0/0, Medium 18/0, Light 18/3, Extra Adds 0, Total Adds 3, KRND, WNNR, WJBC. Heavy: WTAE, WICC, WSFM, WYZZ, WELI, WNAW, WDEF, KRNO. Medium: KDKA, WSB, WCZY, WCCO, WRIE, WTK, WHAM, WGY, WSBA, WGAC, WSGN, WBT, WIS, KULF, WEIM, WCTC, KRBC, KBOZ. * NOTE: This record was inadvertently deleted from last week's New & Active listings. It would have appeared 10th-ranked with a total of 42/6.

DAN FOGELBERG "Run For The Roses" (Full Moon/Epic) 38/36
 Rotations: Heavy 0/0, Medium 20/17, Light 17/17, Extra Adds 1, Total Adds 36, WBEN, WSB, KEX, KGW, KEZL, WSFM, WYZZ, WELI, WGY, KEY103, KULF, WRKA, WHBY, WHBC, WARM98, WHIO, KMBZ, WFMK, KRND, KUGN, KKUA, KBL, KTKT, WNEU, KRBC, WDEF, WLVA, WORG, WWSA, WDAY, KFOR, KADE, KTWQ, KMED, KBAI.

DARYL HALL & JOHN OATES "Did It In A Minute" (RCA) 37/14
 Rotations: Heavy 4/0, Medium 23/9, Light 10/5, Extra Adds 0, Total Adds 14, WASH, WZUU, WICC, WHEN, WAAY, WTVN, KMJJ, K108, KYUU, WEIM, WSKY, Q98, WLVA, KADE. Heavy: WSRZ, WFMK, KWAV, WROV. Medium: WRIE, WSFM, WAFB, WSGN, KULF, WQUE, WMHE, KKUA, WNEU, WCHV, WBOW, KRKK.

RICK SPRINGFIELD "Don't Talk To Strangers" (RCA) 37/9
 Rotations: Heavy 0/0, Medium 18/3, Light 12/6, Extra Adds 0, Total Adds 9, KDKA, WASH, WFYR, WHB, WSFM, WSGN, KMJJ, Q98, KADE. Heavy: WWHY, WQUE, WSRZ, WFMK, KWAV, WNNR. Medium: WZZP, WHEN, WAFB, KRBE, KULF, WAAY, SM95, WOWO, WMHE, KYUU, WKBR, WORG, KCRG, KBAI, KRKK.

JENNIFER WARNES "Come To Me" (Arista) 31/3
 Rotations: Heavy 2/0, Medium 18/2, Light 11/1, Extra Adds 0, Total Adds 3, WRVA, KRBC, KISN. Heavy: WDEF, WLVA. Medium: WSB, 97AIA, WCCO, KEX, WGAC, KEY103, WIS, WHBC, WHIO, KBOI, KUGN, KSL, WWSA, WJON, KBOZ, KMED.

MICHAEL SMOTHERMAN "Do I Ever Cross Your Mind?" (Epic) 31/2
 Rotations: Heavy 1/0, Medium 17/1, Light 13/1, Extra Adds 0, Total Adds 2, WCZY, WLVA. Heavy: KRNO. Medium: WLTA, WSB, 97AIA, WCCO, KPLZ, WELI, WHAM, WGAC, KULF, WHBC, KUGN, KSL, KFOD, KTWQ, KMED, KRKK.

MIKE POST "Theme From 'Magnum P.I.'" (Elektra) 30/0
 Rotations: Heavy 4/0, Medium 14/0, Light 12/0, Extra Adds 0, Total Adds 0. Heavy: WBEN, WFMK, KKUA, WNEU. Medium: KEX, WELI, WGAC, WHHY, WMHE, KRMG, KBOI, KSL, WEIM, WKBR, WSGW, KBOZ, KBAI, KRKK.

SIGNIFICANT ACTION

T.G. SHEPPARD "Finally" (WB/Curb) 26/9
 Rotations: Heavy 1/0, Medium 10/2, Light 13/5, Extra Adds 2, Total Adds 9, WSB, WCCO, WIS, WRVA, WHBY, WHBC, WWSA, WJON, KISN. Heavy: WLTA. Medium: KEX, WSFM, WSGN, KRBC, WSKY, WDEF, WDAY, KMED.

EDDIE RABBITT "I Don't Know Where To Start" (Elektra) 25/17
 Rotations: Heavy 0/0, Medium 10/6, Light 14/10, Extra Adds 1, Total Adds 17, WJMD, WLTA, WCZY, WHYN, WIS, WHBY, WARM98, KMBZ, KRMG, KRND, KRBC, WWSA, WDAY, KFOR, KFOD, KBOZ, KSRO. Medium: WCCO, WELI, WAKR, WNEU.

PATTI AUSTIN with JAMES INGRAM "Baby Come To Me" (Qwest/WB) 23/5
 Rotations: Heavy 1/0, Medium 12/4, Light 10/1, Extra Adds 0, Total Adds 5, WCBM, WBEN, WLVA, KRNO, KISN. Heavy: KKUA. Medium: WJMD, KULF, KWAV, WCHV, WWSA, WDAY, KFOD, KBOZ.

HUEY LEWIS & THE NEWS "Do You Believe In Love" (Chrysalis) 23/3
 Rotations: Heavy 0/0, Medium 10/2, Light 5/1, Extra Adds 0, Total Adds 3, KDKA, KOY, WORG. Heavy: WZZP, WHHY, WSRZ, WFMK, WMHE, WROV, KPAT, WBOW. Medium: KVIL, WFYR, WBBF, KMGC, KRBE, WOWO, KWAV, KYUU.

A TASTE OF HONEY "I'll Try Something New" (Capitol) 23/3
 Rotations: Heavy 0/0, Medium 13/2, Light 10/1, Extra Adds 0, Total Adds 3, WROR, WBEN, WCZY. Medium: WJMD, WLTA, KPLZ, KULF, KKUA, KRBC, WSKY, WCHV, WORG, KRNO, KRKK.

LE ROUX "Nobody Said It Was Easy (Lookin' For The Lights)" (RCA) 23/1
 Rotations: Heavy 5/0, Medium 14/0, Light 4/1, Extra Adds 0, Total Adds 1, KRKK. Heavy: WAFB, WSRZ, WFMK, KWAV, WLVA. Medium: WZZP, WSFM, KRBE, WRVR, WHHY, WQUE, WOWO, WMHE, KYUU, WNNR, WCHV, WROV, KPAT, WBOW.

BILL LABOUNTY "Livin' It Up" (WB/Curb) 20/1
 Rotations: Heavy 1/0, Medium 12/0, Light 7/1, Extra Adds 0, Total Adds 1, KISN. Heavy: WDAY. Medium: WCZY, KEZL, WGAC, WBT, KULF, SM95, WHBC, WJON, KFOD, KBOZ, KRKK.

SHEENA EASTON "When He Shines" (EMI America) 18/18
 Rotations: Heavy 0/0, Medium 7/7, Light 10/10, Extra Adds 1, Total Adds 18, WHB, WCCO, KEX, WELI, KULF, WRVR, WHBY, KRMG, KRND, KUGN, KSL, WORG, WDAY, KFOR, WJON, KADE, KMED, KRKK.

CAROLE KING "One To One" (Atlantic) 18/10
 Rotations: Heavy 1/1, Medium 10/4, Light 5/3, Extra Adds 2, Total Adds 10, WSLI, WENS, KWAV, WEIM, WNEU, WDEF, WORG, WDAY, KFOD, KTWQ. Medium: WICC, SM95, WSRZ, KUGN, KISN, WJON.

BOYS BAND "Please Don't Stop Me Baby (I'm On Fire)" (Elektra) 16/2
 Rotations: Heavy 2/0, Medium 7/1, Light 7/1, Extra Adds 0, Total Adds 2, WGY, WRVR. Heavy: WSKY, KISN. Medium: KEX, WHHY, SM95, KKUA, KFOD, KRKK.

SIMON & GARFUNKEL "Wake Up Little Susie" (WB) 15/9
 Rotations: Heavy 0/0, Medium 8/5, Light 6/3, Extra Adds 1, Total Adds 9, KEX, WICC, KUOL, KWAV, WSKY, KSEL, KRGR, WJON, KBAI. Medium: WASH, KRMG, KSL.

WAYLON & WILLIE "Just To Satisfy You" (RCA) 13/7
 Rotations: Heavy 0/0, Medium 6/2, Light 6/4, Extra Adds 1, Total Adds 7, WSGN, WHBY, WFMK, KSL, WLVA, WJON, KFOD. Medium: WSB, WCCO, KBOI, WDAY.

STARS ON 45 "Tribute To Stevie Wonder" (Radio/Atlantic) 12/8
 Rotations: Heavy 0/0, Medium 4/2, Light 8/6, Extra Adds 0, Total Adds 8, WCBM, KTKT, WNNR, WKBR, Q98, WORG, WROV, KRGR. Medium: KFMK, KULF.

LAURA BRANIGAN "All Night With Me" (Atlantic) 11/7
 Rotations: Heavy 0/0, Medium 0/0, Light 9/5, Extra Adds 2, Total Adds 7, WLTA, WHIO, WQUA, KRND, KFOD, KTWQ, KISN.

STEVIE NICKS "Edge Of Seventeen" (Modern/Atco) 11/1
 Rotations: Heavy 3/0, Medium 4/0, Light 4/1, Extra Adds 0, Total Adds 1, 55KRC. Heavy: WZZP, WHHY, WSRZ. Medium: KRBE, WCHV, KPAT, KISN.

LITTLE RIVER BAND "Man On Your Mind" (Capitol) 10/9
 Rotations: Heavy 0/0, Medium 5/4, Light 4/4, Extra Adds 1, Total Adds 9, KEX, KULF, SM95, KTKT, WEIM, WSKY, WLVA, KBOZ, KBAI. Medium: WSRZ.

SNEAKER "Don't Let Me In" (Handshake/CBS) 8/2
 Rotations: Heavy 1/0, Medium 4/1, Light 3/1, Extra Adds 0, Total Adds 2, WSRZ, KWAV. Heavy: WDAY. Medium: KBOI, WSKY, KRKK.

DOTTIE WEST "You're Not Easy To Forget" (Liberty) 8/1
 Rotations: Heavy 1/0, Medium 4/0, Light 3/1, Extra Adds 0, Total Adds 1, WIS. Heavy: WSBA. Medium: WLTA, WCCO, WHIO, KSL.

LARRY LEE "Don't Talk" (Columbia) 7/6
 Rotations: Heavy 0/0, Medium 2/2, Light 5/4, Extra Adds 0, Total Adds 6, KEX, KEZL, KULF, WEIM, KRKK, KISN.

DENIECE WILLIAMS "It's Gonna Take A Miracle" (ARC/Columbia) 7/2
 Rotations: Heavy 0/0, Medium 6/2, Light 1/0, Extra Adds 0, Total Adds 2, WBEN, WASH. Medium: WJMD, WLTA, WNNR, KRBC.

RANDY GOODRUM "Savin' It Up" (Polydor/PolyGram) 6/5
 Rotations: Heavy 0/0, Medium 2/1, Light 4/4, Extra Adds 0, Total Adds 5, WJMD, WCCO, WSLI, KRBC, KMED. Medium: WLTA.

GROVER WASHINGTON JR. "Jamming" (Elektra) 6/1
 Rotations: Heavy 0/0, Medium 3/0, Light 2/0, Extra Adds 1, Total Adds 1, WJON. Medium: KULF, KWAV, WDEF.

ALABAMA "Mountain Music" (RCA) 6/0
 Rotations: Heavy 0/0, Medium 5/0, Light 1/0, Extra Adds 0, Total Adds 0. Medium: WBT, WHBC, KBOI, WORG, WDAY.

BOBBY CALDWELL "Jamaica" (Polydor/PolyGram) 5/5
 Rotations: Heavy 0/0, Medium 3/3, Light 2/2, Extra Adds 0, Total Adds 5, WBEN, WLTA, WCCO, WSKY, WDEF.

CHARLIE DANIELS BAND "Still In Saigon" (Epic) 5/4
 Rotations: Heavy 0/0, Medium 3/2, Light 1/1, Extra Adds 1, Total Adds 4, WROV, WDAY, KFOR, KPAT. Medium: WSRZ.

STEVE CARLISLE "I'll Fall In Love Again" (Sweet City/MCA) 5/1
 Rotations: Heavy 1/0, Medium 1/0, Light 3/1, Extra Adds 0, Total Adds 1, WHBC. Heavy: WLTA. Medium: WHIO.

DAN SEALS "Can't Get You Out Of My Mind" (Atlantic) 5/1
 Rotations: Heavy 0/0, Medium 1/0, Light 4/1, Extra Adds 0, Total Adds 1, WNNR. Medium: KBOZ.

You Asked For It, Radio...



...And We're Listening!

"Wake Up Little Susie"

The New Single From

Simon & Garfunkel

Produced by Paul Simon, Art Garfunkel, Phil Ramone and Roy Halee



on Warner Bros. Records

Three Two Last
Weeks Weeks Week

1	1	1	1	JOURNEY/Open Arms (Columbia)
2	2	2	2	STEVIE WONDER/That Girl (Tamla/Motown)
8	3	3	3	OLIVIA NEWTON-JOHN/Make A Move On Me (MCA)
6	5	4	4	JOAN JETT & BLACKHEARTS/I Love Rock 'N Roll (Boardwalk)
10	6	5	5	GO-GO'S/We Got The Beat (IRS/A&M)
16	11	8	6	HUEY LEWIS & THE NEWS/Do You Believe In Love (Chrysalis)
20	12	7	7	VANGELIS/Chariots Of Fire (Polydor/PolyGram)
27	19	12	8	RICK SPRINGFIELD/Don't Talk To Strangers (RCA)
21	13	10	9	J. GEILS BAND/Freeze-Frame (EMI America)
4	4	6	10	ROD STEWART/Tonight I'm Yours (Don't Hurt Me) (WB)
11	9	9	11	POINTER SISTERS/Should I Do It (Planet/Elektra-Asylum)
22	17	13	12	STEVIE NICKS/Edge Of Seventeen (Modern/Atco)
28	25	15	13	PAUL DAVIS/'65 Love Affair (Arista)
13	8	11	14	BERTIE HIGGINS/Key Largo (Kat Family/CBS)
-	30	20	15	Q. JONES featuring J. INGRAM/One Hundred Ways (A&M)
25	23	19	16	LE ROUX/Nobody Said It Was Easy (Lookin' For The Lights) (RCA)
29	24	21	17	QUARTERFLASH/Find Another Fool (Geffen)
-	-	27	18	DARYL HALL & JOHN OATES/Did It In A Minute (RCA)
30	27	24	19	GREG GUIDRY/Goin' Down (Badland/Columbia)
3	7	14	20	AIR SUPPLY/Sweet Dreams (Arista)
-	28	25	21	VAN HALEN/(Oh) Pretty Woman (WB)
-	-	29	22	TOMMY TUTONE/867-5309/Jenny (Columbia)
-	29	26	23	DR. HOOK/Baby Makes Her Blue Jeans Talk (Casablanca/PG)
9	10	16	24	POLICE/Spirits In The Material World (A&M)
-	→	→	25	CHARLENE/I've Never Been To Me (Motown)
5	15	22	26	KENNY ROGERS/Through The Years (Liberty)
12	16	18	27	ALABAMA/Love In The First Degree (RCA)
-	→	→	28	BEATLES/Movie Medley (Capitol)
-	→	→	29	ROLLING STONES/Hang Fire (Rolling Stones/Atco)
-	→	→	30	ELTON JOHN/Empty Garden (Hey Hey Johnny) (Geffen)

Three Two Last
Weeks Weeks Week

8	6	5	1	VANGELIS/Chariots Of Fire (Polydor/PolyGram)
6	5	3	2	NEIL DIAMOND/On The Way To The Sky (Columbia)
3	2	2	3	JOURNEY/Open Arms (Columbia)
20	12	8	4	OLIVIA NEWTON-JOHN/Make A Move On Me (MCA)
13	9	7	5	SISTER SLEDGE/My Guy (Cotillion/Atco)
7	7	6	6	Q. JONES featuring J. INGRAM/One Hundred Ways (A&M)
1	1	1	7	BERTIE HIGGINS/Key Largo (Kat Family/CBS)
15	10	9	8	STEVIE WONDER/That Girl (Tamla/Motown)
4	4	4	9	CLIFF RICHARD/Daddy's Home (EMI America)
19	14	11	10	LARRY CARLTON/Sleepwalk (WB)
-	24	17	11	PAUL DAVIS/'65 Love Affair (Arista)
26	20	13	12	JOHN DENVER/Shanghai Breezes (RCA)
2	3	10	13	KENNY ROGERS/Through The Years (Liberty)
23	18	16	14	POINTER SISTERS/Should I Do It (Planet/Elektra-Asylum)
24	23	18	15	BARBRA STREISAND/Memory (Columbia)
16	16	14	16	STEVIE WOODS/Just Can't Win 'Em All (Cotillion/Atco)
-	-	24	17	BARRY MANILOW/Let's Hang On (Arista)
-	27	25	18	WILLIE NELSON/Always On My Mind (Columbia)
5	8	12	19	ALABAMA/Love In The First Degree (RCA)
-	29	27	20	ROBERTA FLACK/Making Love (Atlantic)
22	22	21	21	MECO/Pop Goes The Movies Part I (Arista)
11	11	15	22	ABBA/When All Is Said And Done (Atlantic)
10	13	19	23	AIR SUPPLY/Sweet Dreams (Arista)
-	-	30	24	AL JARREAU/Teach Me Tonight (WB)
-	30	28	25	GENE COTTON/If I Could Get You (Into My Life) (Knoll)
-	→	→	26	CHARLENE/I've Never Been To Me (Motown)
21	21	23	27	OAK RIDGE BOYS/Bobbie Sue (MCA)
-	→	→	28	GREG GUIDRY/Goin' Down (Badland/Columbia)
14	15	20	29	DAN FOGELBERG/Leader Of The Band (Full Moon/Epic)
17	19	26	30	LITTLE RIVER BAND/Take It Easy On Me (Capitol)

BEATLES (49)
CHARLIE DANIELS (47)
ELTON JOHN (42)

FRANKE & KNOCKOUTS (42)
ROLLING STONES (34)
LITTLE RIVER BAND (33)

**MOST
ADDED**

DAN FOGELBERG (35)
CARPENTERS (30)
BEATLES (27)

BARRY MANILOW (24)
CHARLENE (22)
ELTON JOHN (20)

JOAN JETT (129)
J. GEILS BAND (85)
RICK SPRINGFIELD (83)

GO-GO'S (73)
STEVIE WONDER (59)
VANGELIS (59)

HOTTEST

BERTIE HIGGINS (63)
JOURNEY (58)
NEIL DIAMOND (57)

VANGELIS (55)
OLIVIA NEWTON-JOHN (54)
Q. JONES/J. INGRAM (46)

CHARLENE

I've Never Been To Me (Motown)

65% of our reporters on it. Moves: Up 54, Debuts 38, Same 17, Down 1, Adds 27 including WKBW, JB105, CKLW, WGCL, KUBE, WTIC-FM, KEEL, WZYP, WQUT, WGBF, KKXX, WCIR, KILE, KKXL, KSLY. See Parallels, debuts at number 25 on CHR chart.

BEATLES

Movie Medley (Capitol)

58% of our reporters on it. Moves: Up 8, Debuts 37, Same 29, Down 0, Adds 49 including WBEN-FM, CFTR, Z93, Y100, CKLW, WLOL-FM, KFI, KEZR, XTRA, KIMN, Q103, 3WT, WHHY-FM, WJXQ, KHYT. See Parallels, debuts at number 28 on CHR chart.

ROLLING STONES

Hang Fire (Rolling Stones/Atco)

58% of our reporters on it. Moves: Up 28, Debuts 28, Same 32, Down 1, Adds 34 including B94, CFTR, CKGM, Z93, KEARTH, B100, KIMN, KOPA, WTRY, KQKQ, KGGI, WCIR, Z102, KFYZ, KYA. See Parallels, debuts at number 29 on CHR chart.

ELTON JOHN

Empty Garden (Hey Hey Johnny) (Geffen)

56% of our reporters on it. Moves: Up 27, Debuts 27, Same 23, Down 0, Adds 42 including WIFI, B94, CFTR, CHUM, Z93, 94Q, Q105, KRLA, KFI, WKRZ-FM, WBCY, WNAF, KJRB, WGUY, KCBN.

12-34

NEW & ACTIVE

KOOL & THE GANG "Get Down On It" (De-Lite/PolyGram) 108/20
Moves: Up 57, Debuts 16, Same 14, Down 1, Adds 20 including WLOL-FM, KIMN, Q103, WTX, KEEL, KRK, KXX106, WNOK-FM, Z104, WHOT, KIDD, KBBK, KSKD, WFOX, KATI.

HUMAN LEAGUE "Don't You Want Me" (A&M) 93/18
Moves: Up 34, Debuts 12, Same 29, Down 0, Adds 18 including WFI, WGCL, KRLA, KZZP, WDRC-FM, WYCR, KITY, KBFM, KXX106, WAYS, WDCG, WIKS, WACZ, WFEA, WCIL-FM.

CHARLIE DANIELS BAND "Still In Saigon" (Epic) 90/47
Moves: Up 3, Debuts 25, Same 31, Down 0, Adds 47 including WFI, KEGL, WLOL-FM, KEARTH, KZZP, WLAN-FM, KBFM, WSEZ, KLIK, KNBQ, KLUC, WIGY, WGLF, WTRU, KSLY.

FOREIGNER "Juke Box Hero" (Atlantic) 88/0
Moves: Up 29, Debuts 3, Same 31, Down 25, Adds 0, WBEN-FM 9-7, WFI 22-19, 96KX 10-8, Q105 12-8, WLS-FM 15-14, KFRC 26-23, 3WT on, WLAN-FM 16-13, KR0D 10-8, WZYP 25-21, BJ105 8-6, WANS-FM 6-4, KXXX on, WCIR 8-4, KELO 15-11.

MIKE POST "Theme From 'Magnum P.I.'" (Elektra) 87/4
Moves: Up 44, Debuts 18, Same 19, Down 2, Adds 4, WGCL, KOPA, WNCI, KELO, Z93 d-29, WPST 32-29, KINT 8-6, WDOQ 15-10, WBCY 1-1, WZZR 21-15, KSKD 31-26, WFBG 9-3, WFOX 20-17, WXLK 26-21, WCIL-FM 8-3.

BREAKERS

WILLIE NELSON

Always On My Mind (Columbia)

67% of our reporters on it. Rotations: Heavy 26/0, Medium 58/9, Light 14/2, Extra Adds 2, Total Adds 13, WBEN, WASH, WICC, WAAY, WAIV, WMAZ, WTAR, WDFD, KWAV, KREM, WNAB, WCTC, KPAT. Moves 25-18 on A/C chart.

ROBERTA FLACK

Making Love (Atlantic)

60% of our reporters on it. Rotations: Heavy 13/0, Medium 59/5, Light 17/4, Extra Adds 1, Total Adds 10, WPRO, KOY, 3WS, KULF, SM95, KMBZ, KREM, KCEE, WWRN, WKBR. Moves 27-20 on A/C chart.

GENE COTTON

If I Could Get You (Into My Life) (Knoll)

57% of our reporters on it. Rotations: Heavy 15/0, Medium 45/3, Light 26/7, Extra Adds 0, Total Adds 10, WAFB, KMGC, KAAV, WTAR, WDFD, WENS, KUDL, KLTE, KCEE, WNAB. Moves 28-25 on A/C chart.

NEW & ACTIVE

25-49

AL JARREAU "Teach Me Tonight" (WB) 83/11
Rotations: Heavy 14/0, Medium 46/4, Light 22/6, Extra Adds 1, Total Adds 11, WSGN, WRKA, WRVR, WAKR, YES95, WDFD, WENS, WIBA, KING, KTKT. Heavy: WASH, WSB, WICC, WSBA, WBT, WIS, KULF, WOMC, WEIM, WSKY, WLVA, KFOR, KRNO. Medium: WBEN, 97AIA, WCZY, KEZL, KPLZ. Moves 30-24 on A/C chart.

CHARLENE "I've Never Been To Me" (Motown) 77/22
Rotations: Heavy 11/0, Medium 41/10, Light 22/9, Extra Adds 3, Total Adds 22, WYNY, 1VFYR, WNIC, WYYZ, WELI, WGY, WHYN, KEY103, WAIV, WRVR, WARM98, WTVN, WHIO, WOMC, KKRD, K108, KCEE, WJBC, KCRG, KFOR, WSGW, KBOZ. Heavy: WLTA, KULF, WAAY, WQUE, WRVA, KMJJ, WSKY, KRNO. Debuts at number 26 on A/C chart.

GREG GUIDRY "Goin' Down" (Badland/Columbia) 74/12
Rotations: Heavy 9/0, Medium 42/4, Light 23/8, Extra Adds 0, Total Adds 12, KDKA, WFYR, KGW, WBBF, KRBE, WVLK, WHBC, WOWO, KRMG, KUGN, Q96, KSEL. Heavy: WBEN, WAAY, WFMK, KWAV, WWRN, WSKY, WDAY, WBOW, KRKK. Medium: 97AIA, WCLR, WZZP, KEX, KPLZ, WSFM, KEY103, WHBY, K108. Debuts at number 28 on A/C chart.

CARPENTERS "Beechwood 4-5789" (A&M) 69/30
Rotations: Heavy 4/1, Medium 35/14, Light 30/15, Extra Adds 0, Total Adds 30, WJMD, WISN, WICC, WKAZ, WSFM, WYYZ, WSBA, KEY103, WSGN, WIS, WSLI, Y106, WPTF, WRVA, WAKR, WDFD, WQUA, KSL, KCEE, WWRN, WNAB, WKBR, WCTC, KRBC, WWSA, WJBC, WGSW, WBOW, KRNO, KRKK.

GORDON LIGHTFOOT "Baby Step Back" (WB) 65/12
Rotations: Heavy 4/0, Medium 37/2, Light 22/8, Extra Adds 2, Total Adds 12, WBEN, KPPL, WSFM, WIS, WVLK, WQUE, WHBC, WWRN, WNEU, WROV, WBOW, KISN. Heavy: SM95, KWAV, WLVA, KRNO. Medium: WSB, WCZY, WCCO, KEX, KPLZ, WICC, WGAC, KULF, WSLI, WHBY, WARM98, KOB, KBOI, KIXI.

ELTON JOHN "Empty Garden (Hey Hey Johnny)" (Geffen) 59/20
Rotations: Heavy 2/0, Medium 30/7, Light 23/9, Extra Adds 4, Total Adds 20, KEZL, WAIV, Y106, WSRZ, WHBC, WARM98, WQUA, KRDR, KKUA, KWAV, K108, WNEU, KRBC, WROV, WJBC, WSGW, WJON, WBOW, KFQD, KTWO. Heavy: WLVA, KRNO. Medium: WCBM, WSB, 97AIA, WCZY, KPLZ, WENS, WFMK, KUGN.

GEORGE BENSON "Never Give Up On A Good Thing" (WB) 53/3
Rotations: Heavy 9/0, Medium 36/1, Light 7/1, Extra Adds 1, Total Adds 3, 97AIA, WNCI, KISN. Heavy: WBT, WAAY, WRVA, WFMK, KRDR, KKUA, WWRN, WLVA, WORG. Medium: WCBM, WROR, WTAE, KOY, KEX, KPLZ, WICC, WRIE, WGAC, KEY103, WSGN, WHBY, KBOI, KUGN, WKBR.