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\$3.50 Single Copy

NAB's Wasilewski Resigns

Vince Wasilewski, NAB's President since 1965, announced to the association's Executive Committee in Washington Tuesday (4-27) that he'll leave the NAB by year's end, confirming reports over the last several weeks of his imminent resignation.

Wasilewski, 59, said of his departure after 33 years at the NAB, "I think it's time." While not detailing his reasons for quitting, he did mention "an extremely heavy travel and public appearance obligation."

Wasilewski promised "a transition with dignity and grace and all good will." He refused to say what he'll do next, but he is expected to practice communications law in Washington.



Vince Wasilewski

NAB Board Chairman Eddie Fritts pledged a "thorough but not long and protracted" search for a successor. He said the search committee will consist of NAB's Executive Committee plus four additional members to be named within a week.

"We feel we have an obligation to this industry to cover every

base to find the best possible person available to head this association," said Fritts. He indicated some thought is being given to hiring an executive search firm to help in the task.

"Terrible Damage" From Thurston Rumors

Fritts volunteered that NAB Executive VP/GM John Summers "is one of the people who will be looked at very closely," but said he knows of no other individual already in the running.

Speculation has centered on Summers, plus former FCC Chairman Dick Wiley and former

WASILEWSKI/ See Page 14

SUPREME COURT REFUSES HEARING

Gap Loses Radio In-Store Play Case

In a decision that could reduce the amount of airplay radio stations receive in stores, the U.S. Supreme Court this week declined to review lower court rulings which held that the Gap retail clothing chain must pay royalties to copyright owners whose songs are piped into Gap stores over the radio.

The practical effect of this week's action is to uphold a general guideline, developed in an earlier court case and in the 1976 Copyright Act, which says a store must pay copyright royalties if it is larger than 1000 square feet and uses more than four radio speakers to entertain customers.

Although the two Gap stores involved in the dispute used only

RENWICK ALSO EXITS

Mounty Moves Up At NBC As Sherman Departs

NBC Corporate VP/Marketing Bob Mounty has assumed the duties of Executive VP for the NBC Radio Division. His appointment follows the departure this week of Executive VP Bob Sherman, who becomes President of a new subsidiary of New York-based ad agency Della Femina, Travisano & Partners. In an unrelated move, NBC Executive VP Chuck Renwick announced his departure to become VP/System Manager of Mid America Media's Plantation Cablevision.

Mounty reports to NBC Executive VP/TV Stations & Radio Mike Eskridge and told R&R that Eskridge would function like a CEO while he would serve in effect as the Radio Division's Chief Operating Officer. He commented, "My style of operation will enable all our people to contribute across the board and receive recognition from the top." Before joining NBC in 1975, Mounty served at WHN/New York and previously spent 15 years with Metromedia.



Bob Mounty

Along with Sherman and Renwick's exits, NBC has experienced several other key executive departures, including VP/Programming & Audience Development Al Brady Law's move to Surrey Communications Research, VP Walt Sabo's return to ABC Radio, and NBC Radio President Dick Verne's switchover to LIN Broadcasting. A replacement for Verne is expected soon, but the positions of Law, Sabo, and Renwick have not been filled. Mounty will be directly supervising NBC Radio Network & Talknet VP/GM Dick Penn and Source VP/GM Ellyn Ambrose.

Sherman, who became Executive VP at NBC only six months ago from the VP/GM position at WNBC/New York, will head Della Femina, Travisano & Sherman, working in the area of radio station advertising. "The little boy in me is very excited," he told R&R. "I've had a growing entrepreneurial bent."

Hershberger Promoted To VP At WDOK

Neil Hershberger has been promoted to VP/Operations for Gannett's Beautiful Music-formatted WDOK/Cleveland after 18 months as Operations Manager at the station. He had earlier been Operations Manager at WLPA & WNCE/Lancaster, PA.

Hershberger commented, "Naturally, I'm very honored. (President/GM) Pete Irmiter, the WDOK staff, and the people at Gannett Radio have shown a great deal of faith in me, and I'm proud to have lived up to their expectations."

Irmiter, in making the announcement, praised Hershberger/ See Page 14

LAST CHARTER STATION SOLD

Amaturo Buys WDRQ For \$5 Million

The Amaturo Group has purchased WDRQ/Detroit, the last remaining Charter Broadcasting station, for \$5 million. The broker in the transaction was Frank Kalil, who also served as Charter's rep in the sale of its other six stations to Surrey Communications last December.

Charter President John Bayliss, who will head Surrey's new broadcast division when the firm absorbs the six Charter stations, told R&R, "Joe Amaturo and I go back a long time. Frank Kalil had the exclusive listing on the property, and J.P. Smith, who is the President of Chartcom, and I negotiated on behalf of Charter with Joe for the sale. That completes the circle for Charter of the one remaining broadcast property."

Amaturo, which currently owns and operates KMJQ/Houston, KMJM/St. Louis, and WFTL & WEWZ/Ft. Lauderdale, anticipates a late summer or early fall takeover of WDRQ. Operating at 93.1 MHz, WDRQ has 20kw of effective radiated power.



KDKA CONTRIBUTES FOR KIDS — Every year KDKA/Pittsburgh raises money for the Children's Hospital in town, with an assist from KDKA-TV's annual special. And every year their combined efforts pull in over a million dollars for the cause, with this year's total reaching \$1.5 million. Pictured receiving a small but significant portion of that sum from two youthful donors is KDKA morning man Jack Bogut.

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

***KWK-FM/AM St. Louis**_____

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

***KDWB-FM Minneapolis**_____

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

WLLZ-Detroit_____

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

KPKE-Denver_____

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

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WTWR Switching To Country

WTWR/Detroit, Golden West's FM CHR facility, will adopt a "more music, contemporary Country format" beginning May 3. The station will also apply for new call letters WCXI-FM to coincide with the company's Country AM outlet, WCXI.

WCXI President/GM John Risher, who will now take over managerial duties for both stations, told R&R, "This (format change) decision comes directly from (Golden West owner) Gene Autry, and of course has the backing of GWB Radio President Bill Ward. I'm most excited about the format change as it is being made to help shore up the Country strength already generated by WCXI, and will insure that GWB will own the Country format in Detroit. We expect the call letters to be approved quickly since they already exist in the market."

Regarding the current WTWR staff, Risher said, "Naturally we have asked everyone to stay who would like to remain with the station to do the Country format. Morning man Tom Shannon just renewed his contract in February, and has been asked to stay on, but whether he will or won't isn't certain at this point."

"WCXI PD Larry Patton will handle the programming duties for both facilities, with an emphasis on personality for the AM and a more contemporary/more music approach for the FM. We will not be simulcasting any dayparts, as both stations are located in different parts of the city."

WTWR/ See Page 14

GIDION RESIGNS

Newman Upped To Handshake VP

Joel Newman has been promoted to the newly created position of Vice President/West Coast Operations for Handshake Records. Newman, who had been Director/National Operations for the label, reports directly to President Ron Alexenburg in matters of national promotion and West Coast A&R. He has also been given new administrative responsibilities for the West Coast, reporting in these areas to VP/Finance Al Kiczales. Before joining Handshake, Newman served in national promotion positions at Infinity, Epic, and Arista, working closely with Alexenburg at the first two labels named.

Alexenburg commented, "Joel Newman's contributions to Handshake and other enterprises where I've had the opportunity of working with him make him uniquely qualified for his new post. I look forward to our continuing relationship in the years ahead."



Joel Newman

NEWMAN/ See Page 14

Hill To Manage WGLD & WOKX

Chuck Hill has been named General Manager of Mann Media's WGLD & WOKX, located in the Greensboro/Winston-Salem/High Point, NC area. He was most recently Vice President/Sales for LIN's WBBF & WMJQ/Rochester, and previously managed WAXC & WWWG in the same city. A 16-year radio veteran, Hill started as an air personality at WHLD/Niagara Falls, NY.

Mann Media President Bernie Mann commented, "We are very proud to have Chuck Hill join us in this capacity. He comes to us with an outstanding background in sales and management, and has an excellent reputation within the broadcast industry. He is a professional who has committed himself to our industry."

EDITORIAL

NAB: Time For A New Direction

He's been President of the NAB for 17 years. His style of operation has been more political than anything else. He's a survivor. So it comes as a bit of a shock to hear that Vincent T. Wasilewski is actually leaving the NAB (see story Page 1).

We're not sorry to see Mr. Wasilewski go. We have failed to see strong leadership on radio's behalf coming from his office. Indeed, we question his true knowledge of current radio operations.

Does this mean that the President of the NAB should be a broadcaster? Not necessarily. What is needed, however, is leadership.

The NAB's hierarchy is workable. The NAB Board sets the direction of the association. Its Executive Committee, chaired by a broadcaster who usually serves a two-year term, meets monthly to discuss interim policy matters. The staff, headed by the association's President, implements the policies.

Rethinking NAB's Role

We feel strongly that as the directors look for acceptable candidates, they should also rethink the association's role in the coming decades. We agree with former NAB Chairman Dick Chapin, who told R&R, "These are new times and new conditions, and perhaps it's time . . . to review the direction we're going in." And that view was seconded from outside the broadcasting community, Rep. Al Swift of the House Telecommunications Subcommittee told R&R that Wasilewski's exit "might be kind of coterminous with the end of an era and give the NAB the opportunity to look for new leadership whose job is really going to be very different from Vince's."

We believe now is the opportune time to continue talks with other trade associations, notably the NRBA but also RAB and NCTA, with the goal of a more unified representation for all broadcasters — a definition that may be extended to cable and others entering the programming and broadcasting fields in the future.

President Should Hold Fiscal Responsibility

We also recommend that Mr. Wasilewski's replacement, as well as other association heads, be held accountable in a real "business" fashion for a "bottom line." That means goals and objectives should be established and the chief executive made to answer for any failings.

While current NAB accomplishments — radio deregulation, longer licenses, and AM stereo are cited — have paralleled the regulatory mood of the times, arguably NAB's biggest accomplishments for radio have been convincing the FCC to eliminate or modify needless and tedious paperwork, which saves broadcasters thousands of man-hours of work. This is the kind of accomplishment which the industry will probably too soon forget, but according to one NAB Regional Manager it's led to big increases in membership recruitment.

However, the NAB still has a tired image, despite a revitalization in recent times owing to the efforts of its Chairmen, Eddie Fritts, Tom Bolger, and Don Thurston. Other positive signs are NAB's staff, for the most part hardworking and bright, and a force of Regional Managers who are good ambassadors in the field.

Armed with a new mandate, a new NAB President should be well positioned in the coming decade to champion broadcasters' interests, especially in turning the so-called threats of new technologies into opportunities.

DEALING WITH "MONOPOLY"

RAB Reviews Ratings Committee Plan

The RAB All-Industry Radio Ratings Committee has received what is described as "a very encouraging" legal analysis on forming a negotiating committee to deal with radio audience measurement services. The 75-page report, given to all members of the RAB Committee, states, "When faced with a de facto monopoly (such as Arbitron), there is ample precedent for forming a negotiating committee to deal with that monopoly," according to an individual heavily involved in the RAB effort.

Negotiating Tactics Undecided

Once the legal analysis by Weil, Gotshal & Manges has been scrutinized by the legal departments of the various

WCCO Radio Pioneer Dies

Lawrence Haeg, longtime broadcaster and executive at WCCO/Minneapolis, passed away April 15 of heart failure. He was 73.

During his 41 years in broadcasting at WCCO, Haeg worked his way up from

WCCO, Haeg worked his way up from Farm Service Director (the station's first) in 1941, to General Manager in 1952, corporate VP in 1967, and President/CEO in 1969. He retired from his executive positions in 1976, and most recently acted as a consultant to WCCO and Director of parent company Midwest Radio-Television.

In addition to being named the first President of the National Association of Radio Farm Directors, Haeg served 16 years in the Minnesota Legislature.



Lawrence Haeg

WCCO/ See Page 14

groups involved in the RAB movement, organizational work involved in setting up the negotiating committee will get underway. A key observer told R&R, "It will be a couple of months before the committee is organized, then they'll review negotiating tactics and positions." Part of the committee's strategy may be to seek a common expiration date for all ratings contracts, making cancellation easier. The committee source indicated that "trying to reduce the confiscatory price structure which everybody feels is now facing them might also be a topic of discussion." He added, "The negotiating committee will be around for quite a while — this is a very serious undertaking."

To date about \$115,000 has been raised to support the RAB project. A goal of \$150,000 has been established.

Sale Programs WCKX As Station Moves A/C

Wally Sale has been appointed Program Director at Metroplex's WCKX/Tampa, replacing Johnny Velchoff, who took over the position two months ago (R&R 3-5). The station will now complete its gradual conversion from CHR to Adult/Contemporary under the continuing consultation of E. Alvin Davis.

WCKX GM Jim Johnson told R&R, "When I became GM in February, Johnny was already here as an announcer, and was moved into the PD position on an acting basis. He understood at that time that it might be more than he could handle, so it didn't come as a surprise to him when we made the change. We brought Wally Sale in because of his knowledge and expertise in the areas of research, music, and the handling of personalities for an A/C radio station."

WCKX/ See Page 14

Washington Report

NAB Cranks Up Productivity Campaign

Starting around Thanksgiving, radio and television stations will be asked to donate as much free airtime as they can for spots urging Americans to be more productive on the job. The request will come from the Broadcast Industry Council to Improve American Productivity (BICIAP), which got the blessings of NAB's Executive Committee this week.

BICIAP, a corporation independent of NAB, hopes to raise about \$200,000 to produce and distribute its spots, probably through the Trout-Ries agency in New York. Already, 12 groups have kicked in \$10,000 apiece: Bonneville International, Broad Street Communications, McGavren-Guild Radio, Malrite, Greater Media, Field Communications, GCC Communications, and the Buckley, Century, Fairbanks, Hubbard, and Susquehanna Broadcasting groups.

Senate Broadcast Coverage Clears First Hurdle

By voice vote last week, the Senate gave its approval to radio and television coverage of its proceedings. However, it also decided to send the resolution (SR 20) back to the Senate Rules Committee with instructions to report back within 60 days with proposed rules to govern electronic coverage.

"We're declaring victory," said Ernie Schultz of the Radio-Television News Directors Association (RTNDA). However, he concedes the resolution isn't entirely out of the woods. The full Senate will have to vote again once rules have been proposed giving opponents still another chance to scuttle the resolution.

Broadcasters Warned Not To Censor Political Ads

The FCC has warned broadcasters they have no right to refuse or edit any material a candidate submits as a station "use" under the political broadcasting laws. Ironically, the warning came as the Commission rescinded an earlier admonition of WPAM/Pottsville, PA for intimidating a candidate into changing an ad.

In 1979 WPAM refused to air a local candidate's ad which contained derogatory information about one of the station's owners. After checking with counsel, WPAM agreed to run the spot but threatened to sue over its contents. The candidate then dropped the offensive material.

Even though it lifted the admonition against WPAM, the FCC warned broadcasters against trying to intimidate candidates with legal threats or imposing "other requirements that have a chilling effect on the exercise of a candidate's rights."

WRKL/New York Goes Nighttime

In the near future, WRKL/New York will no longer be a daytime-only station. An FCC law judge has granted the station permission to add nighttime service with 1 kw of directionalized power.

WRKL's bid had been challenged by Capital Cities Communications, owner of WPAT/Paterson, NJ. Cap Cities claimed WRKL's nighttime signal would interfere with WPAT. However, a joint analysis conducted by engineers representing both parties showed that only a minimal overlapping of signals would result.

Three Maryland Stations Get EEO Warning

Seven Maryland stations won license renewal last week despite complaints of shoddy EEO performance filed by the National Black Media Coalition (NBMC). However, three of the four radio stations involved were ordered to report yearly to the Commission on their minority recruitment efforts, job applicants and hirings. The stations are WYRE/Annapolis, WVOB/Bel Air, and WAMD/Aberdeen. WRLX/Baltimore was renewed unconditionally.

In a dissent from imposing the reporting requirement, Commissioner Jim Quello complained about using a "strict numerical standard" to judge the stations. In fact, he said, two of the stations would come into compliance with EEO guidelines if they hired just one more minority employee.

Quello said he hopes the Commission will review its EEO rules soon and adopt a policy "which focuses strictly on each station's minority recruitment efforts in conjunction with its size, location, and available resources."

Age Wins Advantage In Calls Dispute

If two or more stations apply for identical call letters on the same day, the FCC says the letters will go to the applicant with "the longest continuous record of broadcasting operation under substantially unchanged ownership."

The rare conflict arose last October 23 when the letters WNCR were sought by both WLAB/St. Pauls, NC and Tampa Bay Concert Radio, which is building a new FM in Safety Harbor, FL.

BROADCAP Loans Total \$3.75 Million

A new round of nine loan commitments by BROADCAP has brought the NAB-sponsored venture capital firm's total aid to minority broadcasters to \$3.75 million.

The new commitments, in the form of both loans and loan guarantees, total \$2.95 million and are expected to leverage an overall investment of \$18.99 million in eleven stations.

Commitments were made to Silver Star for an AM-FM combination in Birmingham, AL; Seaway Communications for a VHF television station in Bangor, ME; KIM Communications for a Cincinnati AM; GMP Communications for an FM in Spokane; Latino Broadcasting for an AM in Denver; and Gilliam Communications for an AM in New Orleans. Three commitments were made to assist minority syndication ventures.

In other developments:

- The FCC announced it will close its Pittsburgh Field Office on April 30 and said enforcement in the area will now be handled by its office in Philadelphia.

- George Gray, 65, NAB Director/Government Relations Special Projects, died April 23. Before joining NAB in 1976, he was Avco Broadcasting's VP/Washington Affairs.

- With only Chairman Mark Fowler dissenting, the FCC voted to waive its rules to allow WETA-TV/Washington to run an on-air fundraiser on behalf of Wolf Trap, a performing arts center that burned down earlier this month. FCC policy allows noncommercial stations to raise funds on-air only for the stations themselves.

NAB SAYS PLAN "FAR-FETCHED"

Leasing Of Radio Frequencies Explored In Hill Talks

R&R has learned of a new deregulation initiative being explored on Capitol Hill in recent weeks centering on the longterm rental of radio frequencies for fees that would be used to fund public radio.

The idea is being pushed by the National Radio Broadcasters Association (NRBA) and National Public Radio (NPR). NRBA lobbyists report encouraging reactions in several meetings they've held with the staff of Tim Wirth (D-CO) House Telecommunications Subcommittee and in a session Tuesday (4-27) with Senate Commerce Committee Chief Counsel William Diefenderfer.

Although conceding the plan is "a long shot," NRBA lobbyist Bob Schule says there's a chance such a scheme could clear Congress this year if a consensus developed among all parties concerned.

However, chances of achieving such a consensus appeared unlikely this week when NAB Chairman Eddie Fritts, whose association would be critical, termed the initiative "far-fetched." Fritts told R&R, "Unless our board changes its position, we couldn't at this point in time embrace any leasing proposals of that nature." Fritts confirmed that NAB President Vince Wasilewski was briefed on the plan early this week by NPR President Frank Mankiewicz.

NRBA Seeks 50-Year Licenses

Here is the outline of NRBA's plan, which is only in the exploratory stage:

- The FCC's radio deregulation would be cemented into law, so it could not be easily reversed by a new administration.

- Radio stations would win longterm leases on their frequencies, creating industry stability. (NRBA has proposed 50 years; Wirth's staff reportedly suggested 15 years.)

- Stations would pay the government a rental fee that could not be changed during the lengthy lease period. NRBA is talking about a figure equalling 1 or 1 1/2% of a station's gross revenues.

- The rental fees would be used to fund public radio, a sweetener NRBA officials believe may help bring skeptics like Tim Wirth and Rep. John Dingell (D-MI) on board the deregulation bandwagon.

NRBA officials report finding considerable interest in the idea on both sides of Capitol Hill. They say Rep. Wirth's staff was enthusiastic, taking a "let's go" attitude. However, Wirth aides gave R&R only a "no comment" when asked about the plan.

On the Senate side, Diefenderfer reportedly indicated that Commerce Committee Chairman Bob Packwood (R-OR) might go along if some way could be found to satisfy the television industry, which is not part of the radio-only plan.

Fritts Says NRBA On Wrong Course

NAB Chairman Fritts seemed disappointed that NRBA is, in his opinion, "dividing" the industry at a time when everyone should be working to win passage of deregulation bills already pending in Congress.

Noting the Senate's unanimous passage of a radio-television deregulation bill earlier this month, Fritts commented, "We're halfway home." He said he wishes NRBA would more actively attempt to get more Congressmen to cosponsor deregulation bills offered in the House by Rep. Jim Collins (R-TX).

NATIONAL PUBLIC RADIO



BUSH ON HAND AT NPR — Steering clear of Reagan administration budget cuts that have put a financial strain on public broadcasting, Vice President George Bush concentrated on nuclear arms control last week as he addressed National Public Radio's annual conference in Washington, D.C. Over 600 executives from local public radio stations were in attendance.

Lottery Compromise Headed For Hill OK

Legislation clearing the way for the FCC to use a timesaving lottery in granting new radio and TV licenses appeared almost certain to win approval this week from the House Telecommunications Subcommittee. Also, at presstime, Subcommittee Chairman Tim Wirth (D-CO) was considering offering an amendment to reduce the number of FCC Commissioners from seven to five as a way to save \$500,000 a year.

Both developments were expected on Wednesday (4-28) as the Wirth panel took up HR 5008, a package of heretofore minor FCC reforms. A Wirth aide said, "mutually satisfactory language" on the lottery would almost certainly be included.

Faced with processing over 5000 low-power television applications, the FCC badly wants a lottery. But it has refused to use authority already in its hands. It says too many groups get preferences as the law now stands, and little or no time would be saved because each applicant's

qualifications would have to be checked in advance.

The compromise would largely solve both problems. Only minorities and those who don't already own telecommunications facilities would get preferences; unions and community groups would be written out. Also, the new language would let the FCC hold a lottery among all applicants, then check only the qualifications of the winner. No time and effort would be wasted checking out the losers.

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KZZP add
WRCK add
3WT add 37
WDRC-FM add
WYCR add

K104 add 40
WKEE add
KSET-FM add
KINT add
KROK add
WBBQ add
WSSX add
WANS-FM add
WGH add

KMGK add
WZOK add
WIKS add
WMEE add
WOW add
KJRB add
KCPX add
KHYT add
WIGY add

WFBG add
WOMP-FM add
WCIR add
95XIL add
WZYQ add
Q104 add
WXLK add
WYKS add 39
KSEL-FM add

KVOL add
KFYR add
KRNA add
99KG add
KFMZ add
KDVV on
KENI add



**ALBUM ON YOUR
DESK MAY 20th**



DISTRIBUTED BY CBS RECORDS



Spray Prolongs Equipment Life

Touted as the "new space age shield," **Acrilite** was developed to prolong the life of your mechanical, electrical and electronic equipment in the home and office as well as the farm or factory. It can be sprayed on a variety of things including autos, bikes, motor homes, golf clubs, television parts, cables, instruments, typewriters, computers — the list goes on and on.

Subtermed the "longevity treatment," **Acrilite** acts as a defense against breakdowns and costly repairs by suspending the detrimental effects of friction and oxidation. Its blend of "liquid" and "solid" lubricating particles claims to protect up to 40 times longer than other similar products.



For more details write **Acrilite International**, 416 West San Ysidro Blvd., San Ysidro, CA 92073; (714) 428-5923.

Kapri Opens Doors To Indie Labels

Based on the concept that two heads are better than one, **Kapri Records** is extending an open door policy to those independent labels interested in establishing a distribution/promotion cooperative. **Kapri**, a subsidiary of **Kapri Entertainment**, plans to share its industry acumen so other companies may benefit, especially when it comes to cutting high overhead costs. As such **Kapri's** new policy includes the offer of U.S. distribution, record promotion, and business/cost effectiveness consultation.

Direct inquiries to **Kapri Entertainment Corp.**, 7419 Clybourn Avenue, Los Angeles, CA 91352; (213) 765-2774.

10th Burns Media Radio Seminar Slated

As it has done for the past five years, **Burns Media** will conduct the tenth in a series of ongoing "Radio Studies Seminars" designed to challenge the programming/marketing problems faced by radio. The Marina International Hotel, Marina Del Rey, CA, is the selected site; seminar dates are June 21-23 with classes running from 9am to 5pm each day with the exception of June 23 (1pm). Registration fees total \$545 which includes a nonrefundable \$50 deposit to reserve a space. Multiple registrants from the same company and **Burns Media** Review recipients are entitled to a 10% discount. The balance is due May 21.

For further details contact 3054 Dona Marta Drive, Studio City, CA 91604; (213) 985-8522.

All-Night Jocking Hazardous To Health?

The night shift attracts a lot of workers who, for a variety of reasons (including the avoidance of those early morning traffic jams), like to work after dark. But working those hours might not be what it's all cracked up to be. Or so says **Peter Finn**, who studied night-shift workers in a recent "Monthly Labor Review." According to him, late-night workers may not only experience reduced job satisfaction, but problems with health, family relationships, and social activities.

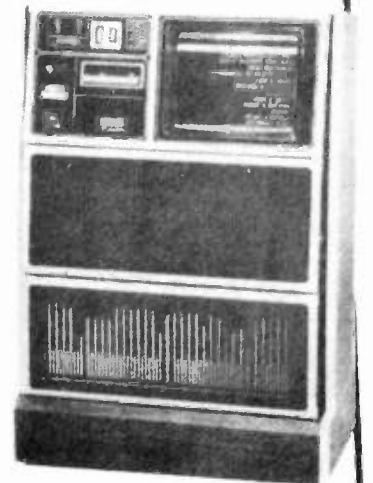
Physical and nervous disorders can be caused by insufficient and poor quality sleep, which is described as any problems you may have in falling asleep, sleeping fitfully, or waking up early. This can also lead to problems in psychomotor performance that in turn can be the culprit behind on-the-job accidents. Night shift staffers seem to have more digestive problems when compared to their regular-hour counterparts. 43 percent in one report admitted they took some type of medication for digestive ailments. Then there's the problem of being out of synch with the daily activities of spouses and children. "Quality time" spent with either isn't worth it if the spouse/parent is tired.

So the next time you're listening to your favorite all-nighter, give him or her a call. Let them know you care.

Jukebox Joins Forces With Video

Seeburg's "VMC" (Video Music Center) teams the ordinary capabilities of a jukebox with the extraordinary ones of video. The unit comes with a 19-inch color TV monitor that displays some 200 music titles plus credits and information regarding location-format, which is also listed by means of a scrolling message across the screen's bottom.

Other highlights include precision customer controls: a thumb-wheel to call up musical category selections and a select knob so you can select individual titles; a stereo speaker system able to power six separate remote speakers, and a whole line of standard and new accessories. Each business can also



customize the VMC to its location with information ranging from menu choices to stock exchange numbers and sport scores.

CBS Tests One-Sided Singles

In an effort to make 45's less expensive and more attractive to consumers, **CBS Records** plans to test "one-sided" singles, described as having no "B" sides or samplers on the flip. Testing begins within the next couple of weeks in New York and Los Angeles with forthcoming single releases from **Journey**, **Karla Bonoff**, the **O'Jays**, and **Jimmy Hall**.

Besides **A&M**, **CBS** is the only other major label that hasn't upped its singles to \$1.99. Although a set price for the one-sided disks has yet to be established, a label spokesperson stated it would be "significantly lower" than that of current singles. In addition to increased sales, label executives hope the lower priced one-sided 45's translate into higher profits, since mechanical/artist royalties will be cut in half.

Device Censors Home TV Viewing



It's 9pm. Do you know what your children are watching on television? Soon, thanks to **General Electric**, you won't have to wonder or worry any more. Beginning in June, **GE** will market its new home television censor on a dozen top-of-the-line 1983 models. Just by dialing a private code number and the desired television channel number, you can prevent the viewing of that channel for 12 hours.

The censoring device comes as part of the sets' remote control unit; equipped sets are priced from \$645 for the 19-inch model. But even though some of the worry has been eliminated, remember to write the private code number on a slip of paper. If you forget the code, that darkened channel will remain that way for the life of the television's electronic memory — a mere 27 years.

Computers Call Up 3-D Images

First there were 3-D movies. Now there's **SpaceGraph**, a newly-developed device that generates three-dimensional computer images. And unlike with films, special glasses aren't necessary.

The premise behind **SpaceGraph** is very simple. It generates a rapid series of images representing a particular object as it would look from different depths. These computer images are fed singly to a cathode-ray tube and are reflected to viewers by a flexible mirror. The mirror's curvature changes on a continuous basis, making the images appear closer or farther away. These

curvature changes synchronize with the succession of images on the tube. Since the image changes occur at about thirty per second, the viewer sees the changes combined into a single, three-dimensional picture that looks as if it's floating in space. As an extra added attraction, all parts of the entire object can be viewer-visible — no parts would be hidden as in the case of a solid object.

Uses range from visualizing abstract mathematical problems to identifying subtle patterns of seismological and other scientific data to observing the three-dimensional x-ray images of us humans.

WESTWOOD ONE

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

LOS ANGELES

NEW YORK

KDWB
93 FM ROCKS ARIZONA
Phoenix

Networks/Program Suppliers

MUSIC FEATURES

Global Satellite Network

Rockline:

Kansas (May 24)
Jethro Tull (May 31)

Innerview

Innerview:

Asia (May 24)
Z.Z. Top/Part I (May 31)
Z.Z. Top/Part II (June 7)

Narwood Productions Country Closeup:

Bill Anderson (May 24)

Music Makers:

Jonah Jones (May 24)
Helen Forrest (May 31)

NBC

Country Sessions:

New Faces Show (May 22)
Tom T. Hall (May 29)
Michael Murphey (June 5)
Terri Gibbs (June 12)

NEWS & INFORMATION FEATURES

Westwood One

Spaces And Places:

Women's Changing Role (May 21)
Whatever Happened to Solar Energy (May 28)
The Cable Revolution (June 4)

NEW PROGRAMMING

● **Westwood One** announces a forthcoming two-hour national radio special featuring an exclusive interview with former **Beatle Paul McCartney**. Said to be McCartney's "only national radio interview granted this year," the special airs July 4 weekend and includes producer **Bert Kleinman's** interview with McCartney, who relates his career from its early days until now and his relationship with **John Lennon**. Program host is **KMET/Los Angeles** personality **David Perry**. The special is available exclusively to one station per market. For more information call (213) 204-5000.

● **Pacific Satellite Network** (Pacsat) is an Australian communications syndication and programming company in Los Angeles addressing the needs of the Australian/New Zealand market. "Pacsat One — The Music Network" features **Rocksat Reports**, rock/lifestyle news capsules, and **Starsat**, a live weekly satellite show originating from Los Angeles. The hour and a half interview/question program is hosted by Australian DJ/Pacsat Creative Director **John Hood**. It debuted April 21 with **Angel City** followed by the **Motels**, **Spilt Enz**, and **Christine McVie**. "Pacsat Two — The News Network" concentrates on hard news reports. For additional details contact **Milt Barlow**, Managing Director at (213) 655-5044.

Source:

Sammy Hagar Live (May 22)
Aldo Nova (May 21-23)
Alan Parsons (May 28-30)

RKO

Hot Ones:

Ray Parker Jr. (May 31)
Dr. Hook (June 14)

Musicstar Specials:

Cliff Richard (May 24-26)
Neil Sedaka (June 7)

Rolling Stone Magazine Productions Continuous History Of Rock And Roll:

Memorial Day Tribute to All Rockers Who Have Died (May 24)
Where Rock Began/II (May 31)
The Greatest Live Albums (June 7)
East Coast Rock — Pt. II (June 14)
The Producers: Jimmy Iovine (June 21)
Greatest American Bands (June 28)

United Stations

Dick Clark's Rock Roll

And Remember:

Righteous Brothers (May 21)
Elton John (May 28)
Johnny Rivers (June 4)
Gladys Knight & Pips (June 11)
David Gates & Bread (June 18)
Bobby Vinton (June 25)
Beach Boys (July 2)

Weekly Country

Music Countdown:

John Conlee (May 21-23)

Watermark

Soundtrack of the 60's:

Rob Grill (Grass Roots)/Mars Bonfire/Death Songs (May 22-23)
Aretha Franklin/Howard Hesseman/Creedence Clearwater Revival (May 29-30)

Westwood One

Budweiser Concert Hour:

Dazz Band/A Taste Of Honey (May 21-23)

In Concert:

Tommy Tutone/Krokus (May 21-23)

Live From Gilley's:

Bobby Bare (May 21-23)
Moe Bandy (May 28-30)
Mel McDaniel (June 4-6)

Off The Record:

Sammy Hagar (May 21-23)
Stevie Nicks (May 28-30)

The Rock Years: Portrait Of An Era:

1972 (May 21-23)
1973 (May 28-30)
1974 (June 4-6)

Special Edition:

Quincy Jones/Part II (May 21-23)
Con Funk Shun (May 28-30)

ABC

Silver Eagle: (prod. by DIR)

Frizzell & West (May 22)
George Jones/George Strait (May 29)

CBS

RadioRadio:

Live Coast To Coast: Barry Manilow (May 22), produced by Creative Factor

On Stage Tonight: 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)

Clayton Webster

Country Calendar:

Rosanne Cash (May 24)
Tom T. Hall (May 25)
Hank Williams Jr. (May 26-27)
Don Williams (May 28-29)
Bellamy Brothers (May 30)

Rarities:

Stevie Winwood (May 24)
Pete Townshend (May 25)
Becker/Fagen (May 26)
J. Gells (May 27)
Rod Stewart/Peter Green (May 28)



SINGING COWBOY STRIKES AGAIN — This time the trail led Rex Allen, Jr. (alias The Singing Cowboy) to Los Angeles where the Warner Bros. artist taped interviews with Ron Martin, host of Weedeck's "Country Report" and "Country Report Countdown." Smiling for the cameras are (l-r) Rex and Ron.

ABC Extends Derby Contract

ABC Radio Networks has inked a five-year extension pact with **Churchill Downs, Inc.** to air live exclusive coverage of the Kentucky Derby through May 1987. The networks first gained the exclusive radio rights in 1980; coverage of Kentucky Derby's 108th running will be broadcast to over 500 stations on May 1.

CBS Officially Launches RadioRadio

RadioRadio, CBS Radio's new young adult network (R&R 9-4-81), officially kicked off at 12:50am, April 28 with a two-minute news broadcast. CBS's first new radio network since its founding 54 years ago, RadioRadio blends entertainment, lifestyle and information with a monthly offering of concerts/specials, highlighted by the May 22 "Live Coast To Coast" — a network radio music/phone-in special featuring **Barry Manilow**.

The network is comprised of more than 70 affiliates. These include stations in the country's Top 10 markets plus coverage in 19 of the Top 25, 34 of the Top 50. At the recent **NAB** Convention, more than ten stations were signed, with **KAFM/Dallas** among the group. **Robert Kipperman**, VP/GM of RadioRadio, stated, "We're extremely pleased with these figures, which surpass the goals we had set for ourselves by air date. We are also encouraged and delighted by the number of stations signing up for our music specials and music concerts on an ad hoc basis."

ANCHORS for the network's 90-second "In Touch" features are **Tom McKay**, **Carl Arrington** of **People** magazine, **Kris Erik Stevens**, longtime air personality, and **Lisa Birnbach**, editor of the "Official Preppy Handbook." The news staff is headed by News Director **Larry Cooper** and Assistant News Director **Fran Stern**, both overseeing nine news correspondents and eleven editorial staff members.

Ten advertisers signed with RadioRadio prior to its inauguration: **AT&T Longlines**, **Armour Foods**, two divisions of **Bristol-Myers**, **Budweiser Lite**, **Dell Books**, **Jel-Sert** desserts, **Kodak**, **Schwab** investment services, and the **Wall St. Journal**. Another half dozen are reported currently firming negotiations.

PEOPLE

● **Anna Mae Sokusky** to Director/CBS Radio Stations News Service, replacing **Joseph Durso, Jr.** who was appointed News Director, **WBBM/Chicago**.

● **Wink Martindale** tapped as new host of **Creative Factor's** "20:20 Musicworld," which begins a second year.

● **Betsy Dirnberger** to **United Press International** as Director/Broadcast Group Sales.



George Davies Robert Carpenter

● **George Davies** appointed Director/Sales and Marketing at **Bonville Broadcasting** from Director/Affiliate Affairs at **Enterprise Radio**. **Robert Carpenter** also joins Bonville as Client Services Associate from OM or **WCTO/Long Island**.

● **Rachel Myers Lowe** to News Supervisor at **Mutual News**.

UPI Carries Commercials Via McGavren

Radio news network **UPI Audio** has reached an agreement with rep firm **McGavren Guild** resulting in UPI's carrying commercials for the first time. McGavren Guild will essentially "become the agent for UPI" via McGavren's newly-created division called **Newsco**. Through Newsco, time will be acquired on UPI Audio station subscribers in a method similar to that of line networks acquiring time for supplying newscasts to stations. But there won't be any station compensation payments, whereas before a station paid UPI for its news service. Instead Newsco will pay the fee for stations subscribing to the news service in exchange for a number of spots predetermined at the beginning of a station's contract. UPI Audio's current pacts with subscribers won't be affected.



SCHWARTZ SEEKS SOURCE REFUGE — Atco artist **Eddie Schwartz** was on hand recently to discuss the "No Refuge" LP with NBC's **Source Network**. Pictured in the middle of a heated discussion are (l-r) **Sean Coakley**, Atco National Director/Album Promotion; interviewer **Alan Tullio** and **Eddie**.



**I heard what
my dad said about
me on your radio
show...and I don't
think I ever want to
see him again**

Talknet

FROM NBC RADIO

**A one-of-a-kind programming service
that can cut costs and brighten up
nighttime sales. Bruce Williams and
Sally Jessy Raphael weeknights.
Bernard Meltzer weekends. So distinc-
tive you have to hear it to believe it.
Call Meddy Woodyard at NBC Radio
collect today (212) 664-4745.**

Music On TV

Air Supply, the Bellamy Bros., Dr. Hook, Huey Lewis & the News, Melissa Manchester, Olivia Newton-John, Eddie Rabbitt, and Sister Sledge are featured on "Solid Gold" the week of April 30. . . . Third World makes an appearance on a special edition of "SCTV" on May 1 in "Saturday Night Live's" time slot. . . . Norman Saleet is on "Merv Griffin" May 1. . . . George Duke and Taste of Honey guest on "American Bandstand" May 1. . . . Franke & the Knockouts are displayed in concert over MTV May 1, while Cars leader Ric Ocasek is profiled on the network May 2. . . . Showtime is planning a pair of musical cable specials. "Folk Music Reunion" features the Kingston Trio as hosts, with guests Judy Collins, the Brothers Four, the Firesign Theater, the Limeliters, Tom Paxton, John Sebastian, Mary Travers, and Glenn Yarbrough. "Hallelujah Gospel" stars Glen Campbell and Andrae Crouch as hosts, with Ray Charles and Deniece Williams plus gospel notables the Hawkins Family and the Imperials.

CBS WINS SEASON RATINGS

Final figures for the 1982-82 TV season are in, and CBS was the winner, although with the lowest overall average ever, 19.0. ABC was second with 18.1, and NBC, scoring the lowest seasonal average in 25 years, had a 15.2. Top 20 programs for the year were:

- | | |
|--|---------------------------------|
| 1. Dallas (CBS) | 11. One Day At A Time (CBS) |
| 2. 60 Minutes (CBS) | 12. NFL Football (CBS) |
| 3. The Jeffersons (CBS) | 13. Archie Bunker's Place (CBS) |
| 4. Three's Company (ABC) | 14. Falcon Crest (CBS) |
| 5. Joanie Loves Chachi (ABC late season entry) | 15. The Love Boat (ABC) |
| 6. Alice (CBS) | 16. Hart To Hart (ABC) |
| 7. Dukes Of Hazzard (CBS) | 17. Trapper John MD (CBS) |
| 8. Too Close For Comfort (ABC) | 18. Magnum PI (CBS) |
| 9. Monday Night Football (ABC) | 19. Happy Days (ABC) |
| 10. MASH (CBS) | 20. Dynasty (ABC) |

5

YEARS AGO
TODAY

Radio & Records

- WCAO-FM/BALTIMORE GOES DISCO, BECOMES WXYV
- EDDIE DE JOY NAMED PRESIDENT AT JANUS
- CHARLIE TUNA TAKES OVER MORNINGS AT KHJ/LOS ANGELES
- NUMBER ONE FIVE YEARS AGO: "When I Need You" — Leo Sayer (WB) (2nd week)
- NUMBER ONE COUNTRY: "Some Broken Hearts Never Mend" — Don Williams (ABC/Dot)
- NUMBER ONE LP: "Rumours" — Fleetwood Mac (WB) (10th week)

Hit Us With Your Best Shot

R&R wants you . . . to send us your station's pictures. Any format, any size market, whether you're a reporter or not, we're here to give your station's promotions, contests, activities, and staff changes the kind of widespread exposure only the industry's most-read publication can provide. Send photos (preferably black & white) to the editor of your format, or to Ken Barnes, Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.

Pro:Motions

Butler, Ashley, McNally Add Duties At Doubleday

James Butler, Chief Engineer at KWK-AM & FM/St. Louis, assumes the additional position of Group Chief Engineer at Doubleday Broadcasting. WAVA-FM/Washington, DC Chief Engineer William Ashley adds post of Assistant Group Chief Engineer while E. Patrick McNally, Station Manager at WAVA, takes on the additional responsibility of Director of Sales at Doubleday.

Cheshier To Sales Development At KOMO

John Cheshier has been appointed Sales Development Manager at KOMO/Seattle, effective May 1. For the past four years, Cheshier was Retail Advertising Manager for the Seattle Post-Intelligencer.



John Cheshier

Payson Upped To WCI Exec. VP

Martin Payson has been elected Executive VP/General Counsel of Warner Communications Inc. Formerly Senior VP/General Counsel, Payson has worked at WCI since 1970.

Roberts Appointed President, Lorimar Music Group

Bobby Roberts has been tapped as President of the Lorimar Music Group, overseeing both the development and expansion of Lorimar Records and Lorimar Music Publishing. Roberts' music experience includes the 1965 start, with partner Lou Adler, of Dunhill Records and the Mums/CBS label, geared up in 1975.



Bobby Roberts

Wallace Becomes Nat'l Sales Manager At KFAC

Susan Wallace joins KFAC/Los Angeles as National Sales Manager from a similar post at neighboring KIIS.

Darst Named Dir./Artist Development At Island

Ellen Darst has been appointed Director/Artist Development at Island Records. Before joining Island, Darst served as East Coast Artist Development Manager for Warner Brothers Records.



Ellen Darst

Chodosh Directs West Coast Operations At Chi-Sound

Len Chodosh has been appointed Director/West Coast operations for Chi-Sound International Records which recently opened a West Coast office. It is located at 8230 Beverly Boulevard, Suite 28, Los Angeles, CA 90048; (213) 655-8404.

Holser Directs Mktg/Sales At Mega

Tom Holser has been named Director/Marketing and Sales at Mega Records. He most recently served in a national promotion/marketing capacity for Takoma Records.

Urban Rock Records Label Created

Ira Cossin, a producer/writer/artist, has launched Urban Rock Records. The label's first release is a self-titled album by the group Cousin Ice.

Pride, Wright Assume New Posts At RaKel



James Pride



William Wright

James Pride, President of RaKel Communications and EZY Com Corporations, adds the GM post at newly-acquired WEZY & WCWR/Cocoa, FL to his duties. In other company related activity, William Wright, GM of WMOH/Hamilton, OH, has been appointed Executive Vice President at RaKel.

Morgan Rejoins Todd Wallace

Following a two-year stint as PD of WPIX/New York, Chuck Morgan has rejoined Todd Wallace/Associates as VP/Director of U.S. Consultation. Morgan's appointment comes in the wake of the firm's major expansion into radio program consultation following the opening of an office in Sydney.

Smith To GM At WVOI

William (Billy Joe) Smith III has been named General Manager of WVOI/Toledo. Prior to his appointment, Smith was a partner in the advertising/marketing firm of Hobbs and Smith, LTD.



William Smith

Eagle Syndication Takes Flight

Paul Meacham, formerly VP/partner at First Com Broadcast Services, has created Eagle Syndication, offering syndicated programs, contests, audience builders, and sales tools to radio stations. The firm is currently selling a direct mail promotion/campaign that helps radio stations build audience and make money. Eagle Syndication is located at 3616 Shore Road, Fort Collins, CO 80524; (303) 484-4736.

Call To VP/Nat'l Sales Manager At KPRZ, KIIS

Dick Call, most recently VP/National Sales Manager of KPRZ/Los Angeles, assumes the same post at both KPRZ and sister station KIIS-FM.



Dick Call

Altfeld Reactivates Maui Music



Dr. Don Altfeld, composer of several Jan & Dean hits and co-founder of the Big Music America talent contest, has reactivated his Maui Music publishing firm. He will be writing songs for the company, as will Roger Christian, cowriter of a number of Beach Boys and Jan & Dean tunes and a longtime Los Angeles radio personality. Altfeld's partner, engineer Chris Huston, is joining with George Benson in the opening of the Lahaina Sound Recording Studio in Maui as well. Pictured (l-r) are Altfeld and Benson.

Perez-Solis New VP, CBS Songs

Antonio Perez-Solis has been named VP/CBS-Songs Latin America, based in Coral Gables. Perez-Solis first joined CBS in 1976; he was most recently Regional Director/CBS Songs Latin America.

"FOURPLAY"



THE MOTELS ALL FOUR ONE

featuring the CHR hit

"Only the Lonely"

ACR BREAKERS

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

MOTELS

All Four One (Capitol)

"Only" "L" "Mission" "L.A." 53% of our reporters on it. Total album reports: 91. A-25, M-48, H-18. Album charted this week at number 23.

CHR NEW & ACTIVE

MOTELS "Only The Lonely" (Capitol) 87/28

Moves: Up 2, Debuts 5, Same 34, Down 0, Adds 26 including WBEN-FM, WXKS-FM, WLS-FM, KIQO, KEZR, KYYX, WRCK, WPST, KHFI, WAXY, CK101, WQUT, WAYS, WSEZ, WANS-FM, WNAM, KGGI, KNBO, KHYT.

BB 75 **



Produced by VAL GARAY



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Records Proudly Announces The Release Of



HEART

**"This Man
Is Mine"**

**SHAKIN'
STEVENS**

**"You Drive Me
Crazy"**



Ratings & Research



JHAN HIBER

Third Anniversary Perspectives

In a business where three years at the same job entitles you to a gold watch, I am pleased to note that I'm completing my third year here at R&R. It sure doesn't seem like three years — the time goes so quickly in this crazy broadcast biz. However, in looking back over the last 1096 days some interesting items came into focus. I thought I'd run some of these by you in order to give a perspective on what is going on now in the ratings and research world and what may happen next.

Ratings Companies Come & Go

When I started here in May 1979, after having been at Arbitron, then CKLW/Detroit in the previous years, it was an exciting time in the radio research world. Do you remember when there was going to be "competition" to Arbitron? There were five companies in the radio ratings field; besides Arbitron, Audits & Surveys, Burke, RAM, and Mediastat.

Where are these companies today? Mediastat has been acquired by Birch, RAM is a shadow of its former self, and A&S and Burke have gone to that big computer room in the sky. Here's a trivia bit for you, with the correct response earning the winning station an extra share in the spring Arbitron sweeps — Where are Avery Gibson, Harry Bolger, Jack McCoy, and Jim Seiler? If you can't recall, don't worry, but the point is that the one constant in the radio research field has been, is, and will be Arbitron.

Today the challenger is Tom Birch and his Birch Report service. Three years ago Tom was programming WQAM/Miami — now he heads up the number two ratings service in America. Where will he and his service be in three years? Hard to tell, but much depends on the ability of the Birch Report to be seen and used as a sales tool. Birch has avoided some of the pitfalls that doomed A&S and Burke. If the industry sees Birch as having sales as well as programming utility, then there may indeed be a notable alternative to Arbitron.

New Reality Has Dawned

One of the most startling changes in the last three years has been the plethora of methodology revisions to the way Arbitron surveys radio. The rules of the game have definitely changed as a result of the new Arbitron procedures, with almost a revolutionary impact on the way radio does business.

Here are examples of the "new reality," all of which I was involved with during my days at Arbitron . . .

- **Expanded Sample Frame:** This technique to measure homes not listed

"The rules of the game have definitely changed as a result of the new Arbitron procedures."

in the phone book began in 1977, but has been expanded significantly in the last several years. Effective with the spring '82 survey, every market will be measured using ESF. In some markets 50% of the homes are not listed in the books, homes that often contain ethnics or young males. There have been shocks when ESF hit in the past and there will be more this spring as the remaining markets see ESF possibly boost ethnic and AOR stations.

- **Quarterly Measurement:** This technique of 10 and 12-week long surveys began in the spring of 1978, and was known then as Extended Measurement. As you might imagine, tripling the length of the surveys caused some sleepless nights for PD's and GM's

Q&A

Tim Watts, PD of WXYV/Baltimore, wrote in to ask, "Why is it necessary to note Washington, DC stations that showed up in our ratings book? You did not mention which Baltimore stations showed up in the D.C. book?"

The criterion that R&R uses for listing stations in the advance ratings breakouts is the achievement of a one-share in the respective metro. Some stations outside a metro will have more than a one-share in that market, and will be listed. It happened that none of the Baltimore stations reached the one-share threshold in the D.C. book.

Week In Review

Arbitron Name To Change

It's name-change time again at the nation's radio ratings leader. Formerly the American Research Bureau, and more recently the Arbitron Company, the firm's moniker will be Arbitron Ratings Company. The name change, effective immediately, was made, according to spokesperson Connie Anthes, "so there will be no question what this company's business is."

BRC Selects Dimling, Expands Role

The Broadcast Ratings Council, which monitors the performance of several of the nation's ratings services, has appointed John Dimling, former NAB and Arbitron researcher, as Executive Director. Dimling's appointment becomes effective June 1, following the retirement of 50-year broadcast veteran Mal Beville.

In addition, BRC Chairman Dan Kops, President of Kops-Monahan Communications,

announced that the BRC will seek to expand "to include all electronic communication. We already have ample interest on the part of cable and strong support from multi-media corporations. It's obvious that John Dimling's arrival will coincide with the BRC's movement into service for the whole spectrum of electronic communications."

Arbitron Longterm Deals Top 1000

According to Arbitron representative Connie Anthes, "In the last year over 1300 stations have signed longterm contracts with Arbitron, a number we are pleased with." Among those groups covered by long-term deals is Sandusky; Ms. Anthes stated: "The Sandusky stations in Dallas and Tucson are on five-year deals, while the Phoenix, Denver and Seattle properties are on three-year contracts." In last week's R&R, Sandusky indicated its intention to drop Arbitron when its contracts expire.

who had to wrestle with budgets that didn't triple at the same time. On the whole, though, QM has been an improvement, allowing for a potentially more reliable survey while attempting to cut down on the hype that goes on. Still, with the longer surveys, stations that don't have significant ad or promotion budgets are penalized.

- **Differential Survey Treatment:** Three years ago DST was still being tested internally at Arbitron. However, effective with either the recent winter sweep or the current spring survey in your area, this new way of measuring blacks is bound to be noticed. In some markets it appears that giving blacks diaries and additional incentives to return those diaries may have resulted in larger shares for stations with notable black appeal. Stations without much ethnic appeal may proportionately suffer.

What's ahead? There's a new diary (to be debuted here next week), DST for Hispanics is likely to happen next year, and other surprises. Bottom line is that the last three years have brought major changes in the way radio ratings are produced by Arbitron. Whether the future will see as many dramatic revisions remains to be seen.

Good Trends, Bad Trends

Let me offer some thoughts on the worthwhile things happening in the radio research field over the last three years, then we'll look at the down side. Herewith some trends that seem positive:

1. More and more research is being done. Stations are waking up to the fact that in today's competitive radio battlefield, market research, music research, and ratings research are vital tools. After the numbers are achieved, better sales research systems, such as Market-Buy-Market, Marketron, Simmons, and Qualidata can generate the revenue payoff. It is heartening to see many stations spending for research, as well as hiring competent station research directors.

2. Arbitron's longer surveys and new reliability study mean that its numbers are more believable than ever. This is good for radio, since the agencies accept Arbitron readily. More useful data may mean more dollars for radio.

3. There is a worthwhile alternative to Arbitron, namely the Birch Report. Unless it snatches defeat from the jaws

of victory it appears that Birch's leadership has set a course that will keep it afloat. A telephone survey, compared to Arbitron's diary technique, will help certain formats such as AOR. Sales staffs and media buyers can now have another useful way of looking at audience estimates, and this can be good too for radio. If the soon-to-be-released Birch Quarterly Market Reports are well-received, the radio ratings battle could develop.

On the down side I've been disappointed by these items:

1. Knee-jerk reactions to the numbers. It never fails that the pages of R&R will be filled with firings after the numbers are out. Yet how many of those who make the firing decision realize what went into the estimates? How many realize the error factor in the books? How many have been to Laurel to look through the diaries to see the problems that really hurt the station? Not many, I'd imagine, and it's a real shame.

"As subscription to the ratings gets more expensive, piracy seems to be growing."

2. The piracy of ratings numbers. As subscription to the ratings gets more expensive, piracy seems to be growing. Piracy means that those who do subscribe are getting ripped off, and that the agency or station staffer giving out the numbers to non-subscribers is undermining the integrity of our business. Remember, Arbitron has been very successful in nailing judgements against stations that pirate the numbers.

3. The abuse of the focus group process. All too many researchers and stations are using focus groups as a be-all and end-all. Focus groups are generally only the beginning, not the end, of a research process.

It's been an interesting three years. I've enjoyed serving you through this column and the semi-annual Ratings Reports. It's all worthwhile when I get a comment like the one volunteered at the recent NAB, when a gentleman came up and said, "My station has gone from a 5 to a 10 using tips in your column." Hope that happens to many of you! Here's to the future . . .

These Stations Already Know Hagar By "Heart":

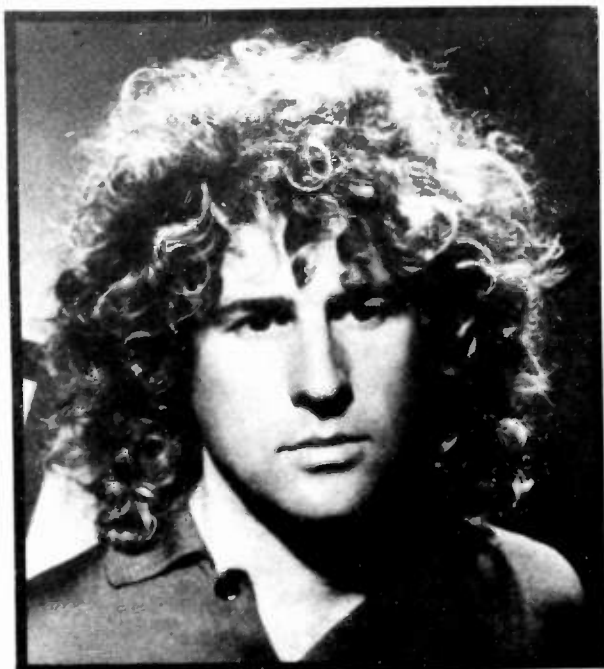
- | | | |
|---------|------|---------|
| KEGL | WGH | WIGY |
| KYYX | WRVQ | 95XIL |
| WPHD | WVIC | KSEL-FM |
| K104 | WJXQ | KFMZ |
| WKEE | KZ93 | KENI |
| KSET-FM | KKXX | KSLY |
| BJ105 | KBBK | KOZE |
| WOKI | KSKD | |

"Piece Of My Heart" SAMMY HAGAR

Produced by Keith Olson



GEFFEN RECORDS
Distributed by Warner Bros. Records



Jessop KISN Operations Manager/PD

Dan Jessop has been named Operations Manager/Program Director at KISN/Salt Lake City. He comes to the station from crosstown KCPX, where he spent ten years as an air personality, Production Director, and for the last five years, Assistant Program Director.

"Things were very comfortable at KCPX," said Jessop. "It was hard leaving after 10 years. But this is something I've been wanting for a long time." Regarding any station changes, he stated, "We're continuing our association with the Churchill A/C format, but we'll be doing more of the music on our own." Summarizing his feelings, he said, "It's going to be

really different for me and a great challenge. It's my first time as a PD, but they have a lot of confidence in me here. I'm really excited."

KISN General Manager Bunk Robinson commented, "I'm very pleased that we can have someone of Dan's integrity and broad experience in this market. Anyone who has spent any time in Salt Lake knows this is a unique city. He really fits in with our long-range goals."

Jessop replaces Scott Gentry, who was appointed PD at nearby KFMY/Provo last week (R&R 4-23). No replacement was named at KCPX. Jessop starts Monday (5-3).

Island Moves To Atlantic Distribution

Island Records, which only recently ended its distribution deal with Warner Bros. Records to go independent (R&R 3-12), has now reversed itself and announced a distribution agreement with Atlantic. Island subsidiaries Mango and Antilles will continue to go through independents, as they did under the Warners arrangements.

The new deal is scheduled to debut in a few weeks with a new Joe Cocker album. Under the Atlantic agreement, Is-

land will underwrite a higher proportion of promotion expenses than it did with Warners, and will use its own promotion staff (including newly-appointed VP Michael Abramson) and independents to bolster Atlantic efforts. Familiarity with the WEA system (which distributes both Warners and Atlantic) was also cited as a positive influence on the deal; however, no decision has been reached about Island's controversial "1-plus-1" cassette innovation (a complete LP on one side of the tape, with the other side blank).



BASEBALL, BEACH BOYS AND B100 — With the possible exception of Mom, apple pie and the flag, what could be more American than baseball and the Beach Boys? Well, that's what B100/San Diego figured in arranging for the Beach Boys to play a special concert following the May 2 San Diego Padres/Philadelphia Phillies game. The combined playing efforts of the Padres and the Beach Boys should be more than enough to fill the stadium beyond "standing room only." Pictured getting ready for the big night are: (l-r) Padres Kurt Bevaqua, Sixto Lezcano, John Montefusco, and Rupert Jones, all supporting two lovely Beach Boy fans on a surfboard.

WTWR

Continued from Page 3

As to the future of current WTWR VP/GM and GWB FM Division VP Victor Ives, Risher explained, "Victor will be moving to our GWB West Coast offices in an undisclosed capacity at this point." A Golden West executive added that WCXI GSM Michael Berman will take on those duties for both stations, while WTWR Station Manager Tony Salvadore has been designated Local Sales Manager for both.

When Golden West purchased WTWR four years ago, it was WCAR-FM, a Country station. WTWR has been an Oldies format, Adult/Contemporary, and most recently CHR.

WCKX

Continued from Page 3

Sale, who most recently programmed WTAR/Norfolk, observed, "We are definitely moving the station in an A/C mode completely. WCKX's main demographic target will be 25-34, and we will be beefing up the news and information aspects of the station in an effort to complete the transition. I'm very excited to be getting the chance to program this station."

Newman

Continued from Page 3

Gidion Exits As Promotion VP

In a move announced a few days earlier, VP/Promotion Peter Gidion resigned his position. Gidion commented, "My years with Ron have been the most exciting, thrilling, and motivating in my life, but it suddenly dawned on me that with my background in sales, plus my extensive expertise in promotion, it was time to expand my horizons and explore some new opportunities that have recently developed."

Alexenburg added, "Peter's leaving at this time, after our close association, will leave both a physical and emotional void. Being one who always looks for challenges, I understand his need to make the move and wish him nothing but the best."

Hershberger

Continued from Page 1

shberger's "fine work and attention to detail, which obviously has been a tremendous factor in WDOK's continuing dominance in the market."

Wasilewski

Continued from Page 1

NAB Chairman and Berkshire Broadcasting President Don Thurston.

Thurston told R&R that trade press speculation about his replacing Wasilewski has been premature, has done "terrible damage," and is "an embarrassment."

Before any search is undertaken, Thurston believes NAB's Futures Committee must assess what direction the organization should take. Indeed, Fritts indicated that the panel's mandate, which has been to study NAB's structure, will be expanded in light of Wasilewski's resignation.

WCCO

Continued from Page 3

WCCO VP/GM Phil Lewis commented, "Lawrence Haeg was a tremendously energetic man, one who gave us leadership and inspiration. He offered a family-type organization, an environment we will continue to maintain. He was a great man, a great leader, and most of all, just a great human being."

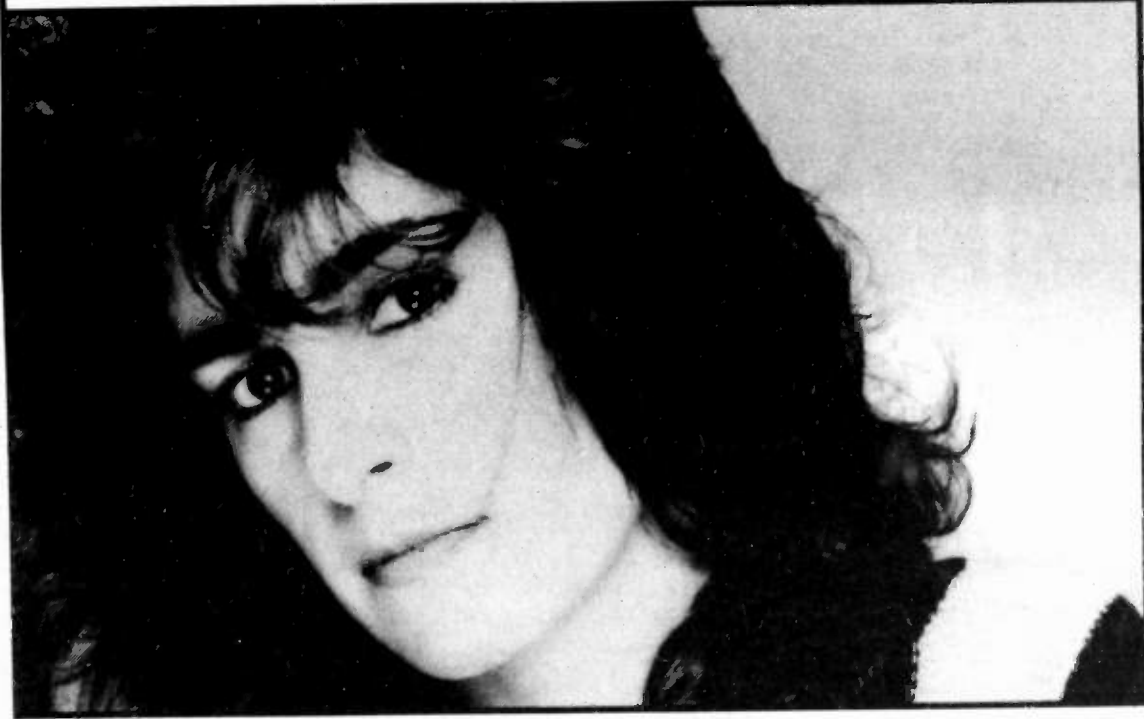
KARLA BONOFF

is taking her new hit single
"PERSONALLY"
 this week

A/C BREAKERS

KARLA BONOFF
Personally (Columbia)

57% of our reporters on it. Rotations: Heavy: 9/0, Medium 45/6, Light 24/6, Extra Adds 3, Total Adds 15, WJMD, WCLR, WISN, KHOW, KPPL, KEZL, KFMB, WGY, WENS, WFMK, WQUA, KSL, WWNR, WSKY, Q96. Debuts at number 24 on the A/C chart.



This Week At CHR:

94Q add
 KBEQ deb 37
 KEARTH on
 KRLA add
 KIOQ on
 KEZR 29-22
 KCNR 26-21
 KYYX 22-20
 KIMN add

WRQK add
 WJXQ add
 KRAV add
 KBBK add
 KSKD add
 WYKS add
 KKQV add
 KENI add

KSLY add
 KCBN add
 WAEB deb 30
 WMAK-FM 25-16
 WCSC deb 30
 KJRB deb 29
 Q104 31-28
 WAEV 17-13

Z102 31-28
 WFOX 32-29
 WXLK 22-19
 WKEE
 WHHY-FM
 WBCY
 WGH
 WVIC

KIOA
 Z104
 KNBQ
 KHYT
 WRKR
 WCIL-FM
 KATI
 KYYA
 KOZE



Sales



JONATHAN HALL

COMMUNITY CLUB AWARDS

Selling Public Service

While radio has gained giant freedoms under deregulation, many stations haven't changed their outlook regarding community service. In 1982, working with community groups, however, must be good business in addition to good for business. So I decided to take a look at the long-standing Community Club Awards (CCA).

For WABB/Mobile President Bernie Dittman, CCA is a way of getting national business which would be nonexistent otherwise. The payoff isn't a bonanza, confesses Bernie, but it is \$125,000 in revenue the station wouldn't be getting.

WCAO/Baltimore GSM Jack Devlin has been using CCA for three years and is just as enthusiastic about the program as Bernie, who has run it for over 20 years. "We have a spring cycle and a fall cycle. Last year we did approximately \$350,000 total, most of it new business with approximately 80% of that all the little loopholes are out of it because it has a track record of 27 years."

How It Works

CCA President John Gilmore, who bases the company in Westport, CT, explains that civic group leaders are invited to a kickoff meeting annually. For example, in Baltimore, Jack Devlin said he had representatives from 232 clubs representing over 100,000 club members at a wine and cheese party a month ago. "At this particular meeting we explained the whole program - that's for the newly-solicited clubs, and gave out the awards to previous winners so it hyped the new people," Jack noted. "Now at the same time, the participating sponsors if they wish, will have exhibit tables all around the hall. So when the members of these nonprofit organizations come in and see the sponsors, they can talk to them and can get little freebies. This develops interest at both the club level and the sponsor level."

In addition, John Gilmore says each participating group must appoint a CCA director to work with the station's fulltime CCA director. Next, groups identify what they would like to collect. It can be anything from cereal boxtops to canned gravy. Then the station approaches consumer advertisers backed by an army of managers ready to purchase the manufacturer's products.

After sponsors are identified, a buyer's guide listing all participating products is distributed and clubs are given points for their proof of purchases. Sponsors are given status reports every two weeks. At WCAO, for example, there's a \$15,000 pot with clubs turning in the most proofs of purchase getting the biggest shares.

John Gilmore told me he began CCA after doing five radio Miss America Pageants at WGH/Norfolk close to thirty years ago. Presently, he has six field representatives calling on stations and has approximately 110 station participants in the U.S., Canada and Australia.

Stations pay 15% of gross after cash awards, agency and rep commissions - or about 11% of total gross - to CCA on a 17-week schedule.

Since John Gilmore holds all rights to the idea, I asked him what other stations might do on their own to generate a different type of community service sales strategy. His suggestion was to do "presentation selling." There are lots of ideas waiting to be tried, he stressed, but each must be sold using the "presentation sell."

Positive Ideas To Activate Advertisers In This Economy!

IDEARAMA '82

May / June

RAB Puts Idearama '82 On The Road

The Radio Advertising Bureau has set 41 meetings for May and June in its "Idearama '82" campaign. The regional meetings include sales ideas and motivational techniques, basic principles, and plots to win sales away from other media, with an overall emphasis on inspiring positive attitudes about radio. Early May meetings are May 4 in Minneapolis at the Sheraton Airport Inn, May 6 in Madison at the Sheraton Inn & Conference Center, May 11 in Charlotte, NC at the Holiday Inn, May 11 in Los Angeles at the Sheraton Plaza La Reina, May 13 in Richmond at the Airport Holiday Inn, and May 13 in Sacramento at the Airport Red Lion Motor Inn.

Sponsor Benefits

Jack Devlin explained the benefits of the program as being an ongoing trackable record of merchandise sold, spot packages for the 17-week cycle, and ads in the buyer's guide. "I believe it's a great program because it incorporates broadcast media, print, word-of-mouth and public relations," Jack told me.

Are there any drawbacks to it? "Not that I know of. The only drawback is at this particular moment is that a lot of sponsors - local and national - are finding it very hard to commit to longterm campaigns. Because the economy is the way that it is, they are skeptical of doing more than a week, two weeks, three weeks, four weeks' advertising."

With that situation, is the program more attractive to pitch? "Sometimes it is because we generate totally new dollars," Jack told me. "We did this with Kellogg and Maxwell House Coffee and the money didn't

even come from their ad budgets. It came from the public relations and marketing departments."

How many people sell CCA at WCAO? "All my sales people sell CCA as a regular part of sales continuity. But we have a Community Club Awards director who coordinates with the sponsors as to what to put in the booklets and what's said in the newsletters. And she coordinates the pickups of all the proofs of purchase from the clubs, speaks at the clubs, tabulates the clubs' returns, etc."

For more information on this community-oriented sales proposition, you can contact Gilmore at Community Club Awards, P.O. Box 151, Westport, CT 06881.

REP REPORT

Marc Gross appointed VP/Sales for McGavren Guild, upped from Sports Director. Gross is a nine-year veteran of the rep firm... Robert



Marc Gross

Welsh becomes Sr. VP for Bernard Howard & Co., after nine years with the company culminating in a National Sales Manager position... Torbet has opened its 15th office, this one in Minneapolis, with former Detroit account exec Craig Rosenthal appointed Office

Manager. Bob Wolff is Chicago/Minneapolis Divisional Manager.

Jim Marshall has been promoted to Network Manager for the Eastman Radio Network, moving up from account executive and transferring from Detroit to New York. Also at Eastman, Madeline Dubrowski moves from Director of Publicity & Promotion for the parent firm to account executive for Eastman Radio Network. Dave Tolbert joins Eastman in Dallas as an account executive from the Southwest Sales Manager position at H-R/Stone. And Neil Cutler joins the Eastman Los Angeles sales team from KZLA-AM & FM/Los Angeles. Eastman has added KXEW/Tucson; WSPR/Springfield, MA; and WIXY & WAQY, also in Springfield... Hillier, Newmark & Wechsler now reps WJMD/Washington, DC.

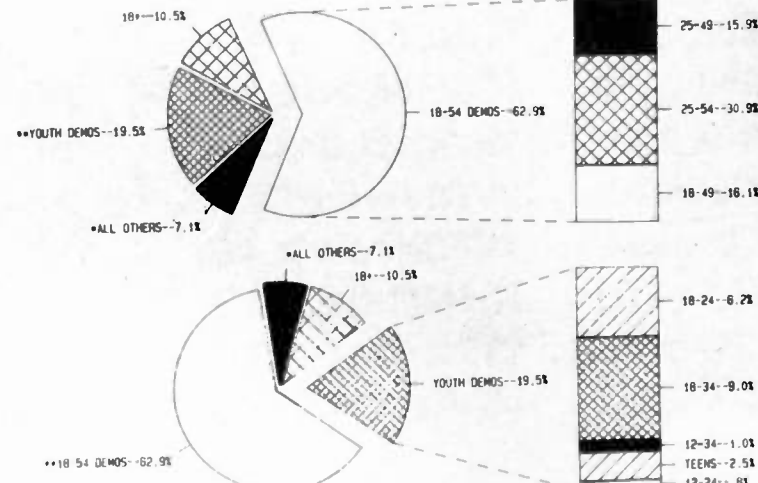
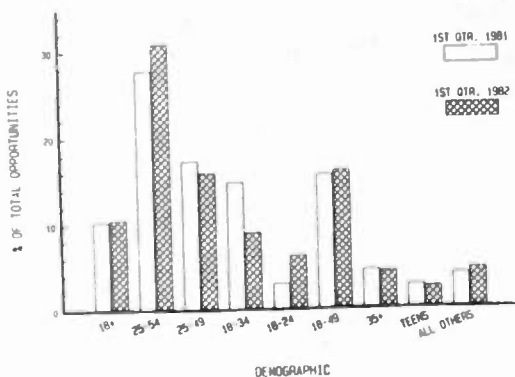


Jim Marshall

BLAIR FIRST QUARTER COMPARISONS

25-54 Increases Most Desired Demo Status

BLAIR RADIO BUSINESS OPPORTUNITIES
FIRST QUARTER 1981 VS. FIRST QUARTER 1982



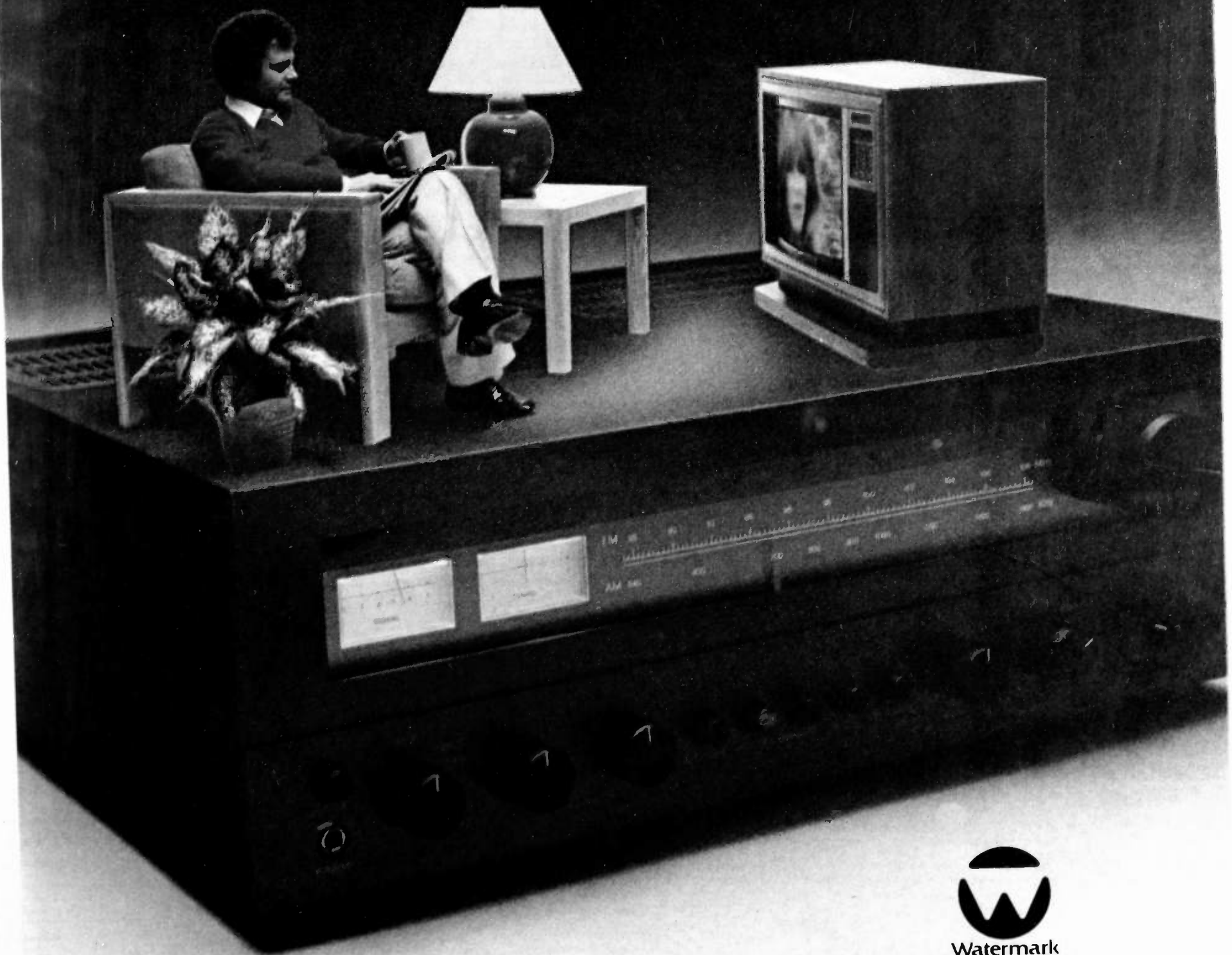
Blair Radio's new analysis of the most requested demographics for 1982's first quarter shows the 25-54 group extending its lead three points to 30.9% of all requests. Interestingly, the 25-49 group was down from 17.3% in 1981's first quarter to 15.9%, falling to third narrowly behind 18-49 at 16.1%. Requests for 18-34 were way down, 12.4%, to 4.3%, but 18-24 climbed from 3% to 6.2%. 35+ was static at 4.3%, while teens dropped a bit to 2.5%. Combining teens, 12-24, 12-34, and 18-34 into a total youth figure, Blair indicates that demand for that segment has dropped dramatically from 19.1% last year to 13.3%. The graphs pictured render a visual look at the demographic request breakdowns.

T.V. TONITE KEEPS THE VIEWERS LISTENING.

Every day on radio Ron Hendren previews T.V. for your listeners. In hard-hitting 60-second reports, Hendren saves hours of time wasted on bad T.V. . . . and spots the goodies in advance. People listen . . . and sponsors buy. T.V. Tonite is already in most of the Top 100 radio markets.

Some exclusivities still available. Check with your Watermark rep at 800/423-2502 or collect at 213/980-9490.

T.V. Tonite
WITH RON HENDREN



Watermark
ABC RADIO ENTERPRISES

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STREET TALK.

ANOTHER POLYGRAM RECORDS

BREAKERS.

JOHN COUGAR

"Hurts So Bad"

JOHN COUGAR
American Fool



**From His
Hot New
Album
*American
Fool***

**R&R AOR
No. 28**

**Produced by
John "Cougar"
Mollenkamp &
Don Gehman**



Manufactured and Marketed by
PolyGram Records

Two big items of interest in L.A. radio this week . . . first, Chuck Martin resigned as PD of KWST, after almost a year of fighting it out for a CHR niche in the market. Chuck, who recently had some gallstones removed, will take time to relax and recuperate before announcing his future plans. No immediate replacement was named.

Over at KEARTH, PD Bob Hamilton has finally selected a permanent morning man after nearly a year of Pat Evans temporarily filling in. Dean Goss, who did AM drive for Jeff Lucifer at 13K/San Diego (prior to 13K becoming KCNN and going all-News), will take over KEARTH's morning slot.

Remember when WHDH & WCOZ/Boston dropped Arbitron in favor of Birch by not renewing their Arbitron contract? Well, apparently the stations have had a change of heart. According to Arbitron's Richard Lamb, "We have a verbal commitment that the stations are going to renew. However, we have not received any confirming paperwork yet." Some you win, some you lose . . . Lamb also told Street Talk that two more groups, Stoner and Midwest Stations, have recently cancelled their Arbitron contracts.

Rick Sklar said Superadio had signed a female air personality to its lineup, and he wasn't kidding. Made public for the first time this week, when she gave notice at WYNY/New York, Ms. Carol Mason will join ABC's new satellite service on-air staff.

Street Talk from Chicago says that popular WLUP personality and Music Director Sky Daniels is about to cross the street to WMET in the same capacities. Don't worry about current WMET MD Dave Benson. We hear he'll be retained for his excellent airwork.

Speaking of Midwest personalities . . . there's talk that WTWR/Detroit morning man (and longtime CKLW staffer) Tom Shannon may not stay with the soon-to-be-Country WCXI-FM (see Page 3). Although Tom recently signed a new one-year pact, there is speculation that he'll ask for some severance and depart, possibly for the West Palm Beach area. Family considerations may be playing an important part in Tom's decision to relocate.

KXXY/Oklahoma City has announced plans to switch to Country, dropping its current AOR format on June 1. No word yet on which airstaffers will be retained.

Neil Young has signed with Geffen Records. Look for Joni Mitchell to do the same after one more Asylum LP. Paul Anka has apparently signed a deal with Columbia. The biggest record signing rumor this week had Kenny Rogers going to RCA for megabucks. We'll just have to wait and see on that one.

WWWS/Pittsburgh (the AM) held a press conference this week to announce that it will affiliate with ABC's Talkradio network. This could be the first of some more format changes coming soon from Pittsburgh.

Lee Bailey, who had been VP/Programming at TM in Dallas, has set up his full-service consultancy business. He is based at the TM offices (TM was the first to sign for Lee's services), and has just pacted with WHAS & WAMZ/Louisville.

KSRR/Houston has retained the services of Burkhardt/Abrams/Michaels/Douglas on a special "research-only" basis. Alan Sneed, KSRR PD, said, "We are interested in obtaining as much input as possible, but want to make it clear to the industry that KSRR will be an independently programmed radio station."

WSGW/Saginaw Operations Manager Rick Belcher has resigned to become Program Manager at WSPD/Toledo. In Toledo, Rick replaces Skip Essex, who is being transferred to WSPD sister station WOOD/Grand Rapids as Program Manager. In the wake of Rick's departure from WSGW, Dave Murray becomes Operations Manager in addition to News Manager; Fred Heller is now MD; and Art Lewis is PD, remaining on in morning drive. Meanwhile, Skip replaces Bill Struyk at WOOD, with Bill remaining with the station in middays.

Was that Mantovani doing "Freeze-Frame?" Hey, how did WDOK/Cleveland turn up with a 27 share of teens in middays during the recently released winter ARB? The Beautiful Music station scored notably with the 12-17's in other key dayparts too. Arbitron is investigating, but it looks like two heavy-listening teen diaries may be the culprits.

Kate Ingram has been named MD at KFRC/San Francisco replacing Sandy Louie, who *did* join the staff at KDIA/Oakland, as we speculated she might. If Kate's name sounds familiar, it might be because she was at one time MD at WCOZ and WBCN/Boston.

Marcus Palmer, who had been one of Steve Dahl's assistants at WLS-FM/Chicago, died Monday (4-26) shortly after an operation to remove his tonsils and adenoids. While in the recovery room after the routine operation, Marcus (age 22) somehow pulled a tube loose and went into immediate cardiac arrest. Efforts to revive him failed and he passed away. Dahl was unable to finish his Monday show and did not work on Tuesday. Our condolences to Marcus's many friends and his family.



stickers.

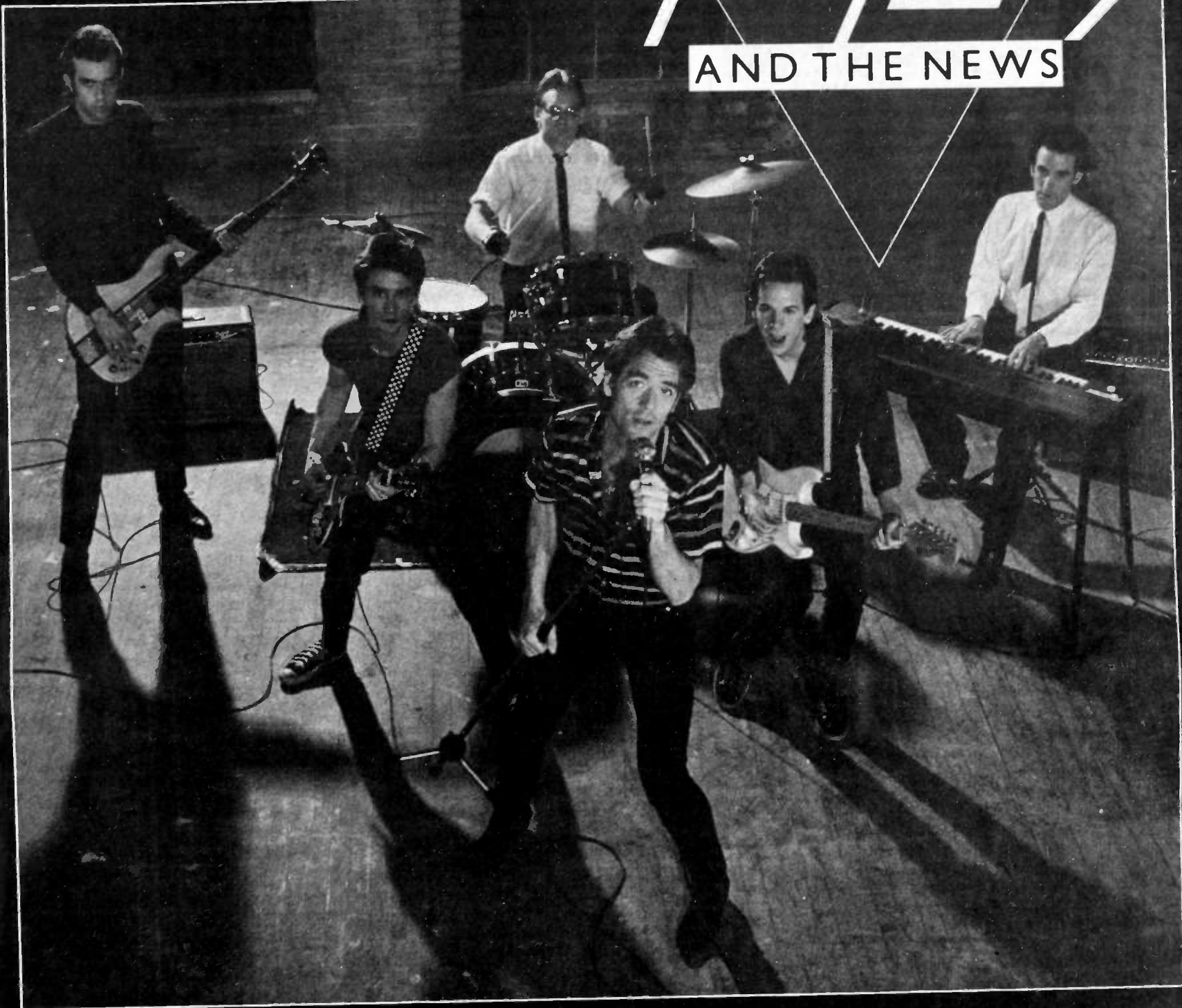
Ask how ours can be so much better at such a terrific price!

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WINDOW DECALS • BUMPERSTICKERS

HUEY LEWIS

AND THE NEWS



“Hope You Love Me Like You Say You Do”

the second single
from the album

“Picture This”

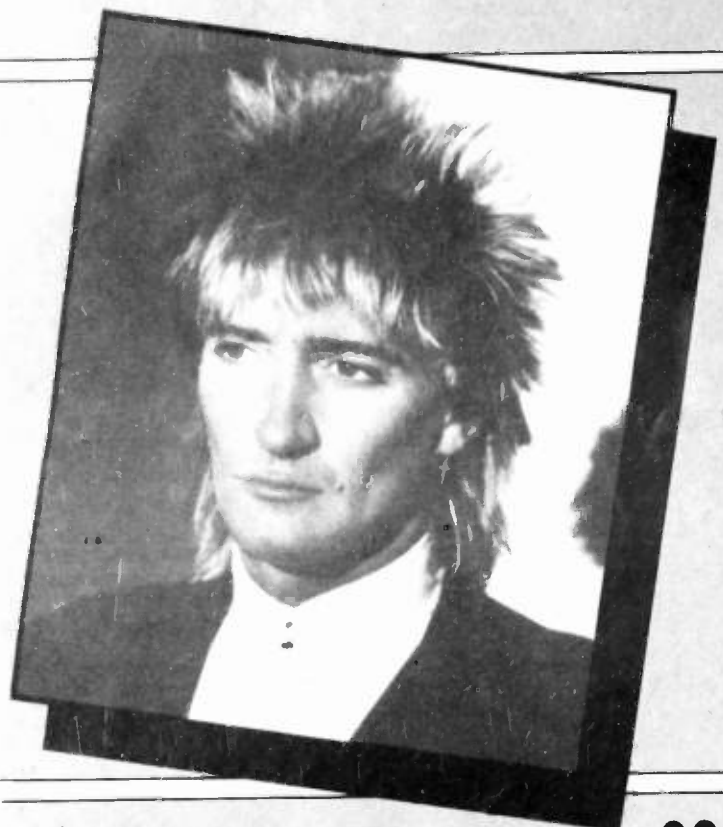


Chrysalis
Records and Tapes

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

"Long" Players:

WBEN-FM 40-35	G100 32-27	KKXX 21-17	WFLB add
JB105 add 34	WZYP add	KNBQ 25-23	WXLK 14-12
CFTR on	WHHY-FM 26-22	KCPX add	WYKS on
CKGM on	WDOQ on	KHYT on	KKQV on
KIQQ 36-31	WBBQ add	WJBQ deb 36	KILE add 40
KEZR add	KX104 on	WACZ deb 29	KSEL-FM 26-25
KZZP deb 27	WMAK-FM on	WIGY on	KPUR 25-19
KEGL 26	WOKI 30-27	WTSN deb 26	Q101 add
WFBR deb 28	WQUT on	WFEA deb 28	KVOL add
WPHD add	WAYS 28-24	WFBG add	WAZY-FM 22-19
3WT 29-26	WSEZ on	WOMP-FM on	WCIL-FM 30-28
WPST 31-28	WRQK on	WCIR deb 30	99KG add
WLAN-FM on	WCSC 23-21	95XIL deb 37	KFMZ 25-18
WAEB 30-28	WSSX deb 25	Q104 27-23	KSly add
WYCR on	WANS-FM deb 29	WAEV add	KCBN deb 37
WKRZ-FM add	WNOK-FM on	95SGF on	KDZA add
WKEE 36-35	WJXQ add	WFOX add 35	KATI 35-31
KSET-FM on	WKFR add	WCGQ on	KYYA deb 30
KHFI deb 23	KEYN-FM add	WISE add	KOZE on
KROK on	Z104 on		
KXX106 19-14			



"How Long"

ROD STEWART

Produced by Rod Stewart
Co-Produced by Jim Cregan



on Warner Bros. Records

CALENDAR



BRAD MESSER

Surprise For News: No De-Reg Blues

I'm told a Miami psychic once called in reporters and said "I predict a major snowstorm here in July!" When the openly skeptical news corps challenged so preposterous a prediction, the man said "I agree with you that it seems impossible. There's no real chance it'll actually happen. But if it does I'll be the greatest damned predictor in history, won't I!"

The greatest predictions are monkey-wrenched by the most unexpected developments, and we in News who feared Deregulation would ax our jobs are now seeing the luckiest twist of timing coming to our rescue. Just as Uncle Sam began moving to stop forcing News programming, broadcasters finally realized what a few successful programmers had been saying all along: when the music's the same, good News programming can make a station stand out favorably. The rapidly-growing mood of the industry is that a substantial News operation is one of the few ways a station can set itself apart from the music copycats and be a valuable successful community resource.

Some of us thought by now we might be interns in shoe stores because stations would blow off News to make room for (less expensive) music programming, but instead — even despite the nation's economic hard times and the feared Deregulation — we see expanding Information and News operations from the local level up through the new nationwide satellite operations.

I would have believed the summer-snow-in-Miami prediction before I fell for anything as unlikely as more and better News under Deregulation.

1st Passenger Jet: Un-American

MONDAY, MAY 3: America isn't first in everything. Thirty years ago this week the world's first scheduled jet airliner service began aboard a British "Comet." Milton Brown of the National Aeronautic Association says the U.S. lagged a half-dozen years behind England only because America's aircraft priority in the 1950's was the military jet bomber, which we did have first.

Frankie Valli is 45. Arnold George Dorsey, who changed his name to Englebert Humperdinck, is 46. James Brown reaches 54. Sugar Ray Robinson is 62. Legendary composer/performer Pete Seeger, who wrote "Where Have All The Flowers Gone" and "If I Had A Hammer" and many others, is 63.

\$24 For Manhattan: Who Skinned Whom?

TUESDAY, MAY 4: Today's the anniversary of Dutch colonizer Peter Minuit landing on Manhattan Island in 1626. He's said to have bought it from natives for \$24 worth of fish hooks and trinkets, but historian James Trager wonders who really scammed whom in that deal. What became New Amsterdam and then New York, he says, may not have belonged to the Indians who sold it. The deal may have been similar to selling the Brooklyn Bridge and pocketing the money.

Roberta Peters is 52. Audrey Hepburn is 53.

First American In Space

WEDNESDAY, MAY 5: Twenty-one years ago today America's first man in space went on his fifteen-minute ride, about three weeks after the Soviet Union orbited Yuri Gagarin. Alan Shepard's comment after rocketing 115 miles into space: "Boy, what a ride!" NASA's Dr. John Lawrence says, "We really didn't know what to expect in a weightless environment, whether he'd be able to swallow food, whether his heart and lungs would work properly. That was really exploration of the finest degree during that period."

Tammy Wynette (born Wynette Pugh) is 40. Reporter Bob Woodward, is 39.

"It's Burning, Bursting Into Flames, Ohhh!"

THURSDAY, MAY 6: Until 45 years ago today many people believed the future of world air transportation was the dirigible. Then the German zeppelin "Hindenburg" exploded in a ball of fire while landing at Lakehurst, NJ. Thirty-five of its 97 passengers died, and the airship industry itself was killed by negative PR. Radio reporter Herbert Morrison was there to broadcast a live color piece describing a routine landing, and as the big airship exploded he kept talking. "It's crashing! It's crashing, terrible, oh my get out of way please, it's burning, bursting into flames and it's falling on the mooring pads, and all the folks, this is terrible! This is one of the worst catastrophes in the world, Ohhh!"

Orson Welles is 67. Willie Mays is 51. Others born on this date have included the founder of psychoanalysis Sigmund Freud and the man who introduced strained baby food to the U.S., Daniel Gerber.

Non-Mom Creates Mothers' Day

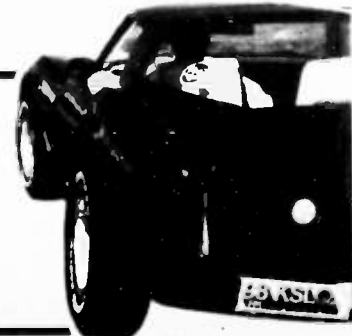
FRIDAY, MAY 7: This weekend's will be the 74th Mothers' Day in the United States, thanks to Anna Jarvis who singlehandedly created it in 1908 to honor her own mom. When she saw all the commercialization, Jarvis began not liking what she had created, and spent many years opposing the florists, gift shops and card companies. She had wanted a day of emotion, not commerce, and Miss Jarvis eventually withdrew from society and became a recluse because her idea had been co-opted by the mighty dollar.

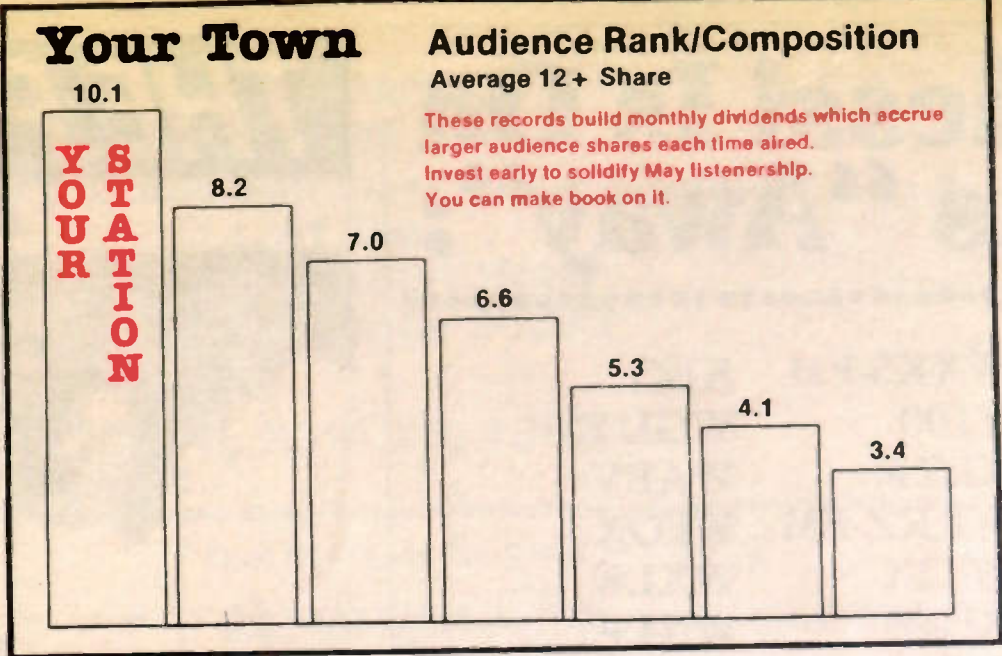
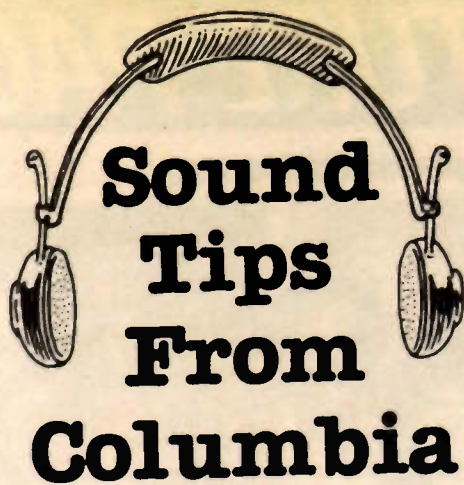
Edwin Land, who invented the instant camera in 1947, is 73. Teresa Brewer is 51, and football legend Johnny Unitas is 49.

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LOVERBOY "When It's Over"

WBEN-FM 23-18	Q103 add	KHFI 10-7	KZ93 11-7	KILE 35-32	CHUM 18	KKQV deb 27	WZZR
96KX 28-25	WPHD 15-6	WFMM 14-10	Z104 19-16	KSEL-FM 7-2	WGCL 20	KQIZ-FM 29-28	KIHK
WXKS-FM 20-18	WHFM deb 38	WABB-FM deb 28	WMEE 24-19	KELO 27-24	KYYX 25	KVOL deb 30	WZOK
CKOM 6-5	WRCK 22-19	WZYP 30-26	KKXX add	KKLS 22-19	K104 6-9	WRKR 32-31	WNAM
KE9L 22-18	3WT 9-5	WHHY-FM deb 28	KIDD 27-22	WAZY-FM 27-23	CK101 deb 40	WCIL-FM 23	92X
94Q 19-15	WPST 28-25	BJ105 add 37	FM103 20-16	KFMZ 16-12	WRVQ 17	KRNA 19-17	KBBK
WLS-FM 40-34	WLAN-FM add	WBBQ 24-14	KLUC 25-18	KDVV 26-19	WIKS 14-13	99KG 31-29	KCPX
WLOL-FM on	Q106 add	WSKZ 19-16	WACZ 21-17	KENI 32-29	KNBQ 15-13	KATI 30-27	WGUY
KBEQ 40-33	WYCR 29-25	WOKI 23-19	WIGY 4-4	KKLV add	KSKD 21-19	KOZE 25-23	WCIR
Q102 24-17	WKEE 27-25	WDCG deb 28	WFBG 25-21	KSLY 28-25	KHYT 38-36	KBFM	WFOX
WTKI 22-19	KZFM 22-17	WSSX add	95XIL 13-11	KCBN 29-25	WOMP-FM 39-36	KROK	WISE
KIQQ 31-28	KSET-FM 10-5	WJXQ 8-4	WZYQ 20-16	KYYA 18-15	WAEV deb 30	Q100	WFLB
KEZR deb 29	KINT 19-11	KMGK 20-16	Q104 14-9	B104 25	95SGF deb 29	WMAK-FM	Q101
							KDZA

DENIECE WILLIAMS "It's Gonna Take A Miracle"

WABC 13-4	KFI 28-20	KITY add	WFLB 13-9	KROK	WCIR
WKBW 17	KIIS-FM 23-21	KZFM deb 29	WGLF 28-21	WDOQ	95SGF
WBEN-FM 21-13	KIQQ 10-9	KINT 38-32	KILE 28-25	WBBQ	WFOX
WIFI deb 29	KFRC 28	WTIX 30-25	WCIL-FM 21-17	WSEZ	KENI
B104 on	KEZR 21-19	WJDX 29-26	WFBR 16-14	KIDD	KDZA
WXKS-FM 10-8	KYYX on	BJ105 deb 38	WKEE 39	KBBK	
94Q 26-22	WBLI add	CK101 deb 39	KCPX 26	KSKD	
Y100 on	WTIC-FM 20-15	FM100 22-18	WGUY 19	KHYT	
KEARTH 17-14	KC101 25-20	WMAK-FM 17-11	KSLY	WACZ	
KRLA 19-16	Q106 29-26	KIKI 17-12	WDRG-FM	WTSN	



WILLIE NELSON "Always On My Mind"

WKBW deb 16	KBEQ 39-34	KZZP add 30	KC101 29-22	WJDX 7-3	WAYS 4-3	KRAV 6-4	WZYQ 28-19	KELO 18-11	KBBK
WBEN-FM 14-3	WGCL add	WHFM add	WKEE 33-30	KXX106 1-4	WSEZ 13-11	WGBF 21-16	Q104 2-2	WRKR 34-28	KHYT
WIFI on	KEARTH 27-24	KTSA add 19	V100 deb 30	WABB-FM 29-26	WRQK 22-16	WNCI 8-8	WAEV 9-4	KSLY 4-8	95SGF
B104 deb 27	KRLA on	KJ100 add	KITY deb 27	Q100 29-23	WCSC 3-2	WDJX 18-16	Z102 18-16	KDZA deb 29	WISE
WPGC add 28	KIQQ 29-20	WAKX add	KZFM 3-3	Y103 24-21	WNOK-FM 6-5	FM102 deb 25	WFOX 6-5	WAEB	KILE
293 1-5	KEZR 28-25	KEYN-FM add	KINT 18-16	WDOQ 6-3	WGH 17-9	KCPX 9-7	WCGQ 28-22	KEEL	Q101
94Q 1-3	KYYX 15-13	WNAM add	KHFI 25-20	CK101 8-7	WKFR 25-20	KRQ 11-2	WFLB 7-6	WHHY-FM	KENI
I95 add	KUBE add	WKDQ add	WTIX 3-2	WBBQ 1-3	KSTT 7-6	WTSN deb 25	KPUR 13-10	WMAK-FM	KKLV
Q105 27-19	KIMN 17-13	KIKI add	KROK 21-18	FM100 13-11	KIHK 21-18	WFEA deb 20	KKXL 16-9	WMAK-FM	KATI
CKLW 8-7	Q103 20-14	WGLF add	WFMM 28-21	KX104 24-10	KIOA 30-26	WFBG 14-11	KFYR 18-14	WDCG	
WLLOL-FM on	KOPA 20-16	WFBR 18-8	KLPQ deb 20	WOKI 1-2	KOFM 22-20	WCIR 7-3	KQWB deb 18	WZZR	

LARRY LEE "Don't Talk"

Starting at these	WSLI	KMBZ	KKUA	KRBC	WDAY	KTWO
A/C stations:	SM95	WFMK	KIXI	WSKY	KPAT	KRNO
WLTA	WKAZ	WSRZ	WNAB	WCHV	WJON	KRKK
WCZY	WGAC	WHBY	KKRD	WKZE-FM	WBOW	KISN
WCCO	KEY103	WHBC	KBOI	WEIM	KFQD	KSRO
KEX	WAFB	WHIO	KUGN	WKBR	WJBC	

Neil Diamond's "BE MINE TONIGHT"
On your Desk Monday, May 3



Alessi Is On Its "Away":

- | | |
|---------|---------|
| WXKS-FM | KIKI |
| Y100 | WGUY |
| KEZR | WAEV |
| WKRZ-FM | WFOX |
| WTIX | WXLK |
| BJ105 | WGLF |
| WBBQ | KVOL |
| WGH | WAZY-FM |
| KMGK | KSLY |
| KGGI | KDZA |
| KNBQ | |

ALESSI

"Put Away Your Love"

Produced by Christopher Cross and Michael Ostin

Executive Producer: Quincy Jones



Management: Tim Neece, Artist Communications

Manufactured and Distributed by Warner Bros. Records



THE PICTURE PAGE

Chic In Style At Palladium



Atlantic's Chic played New York's Palladium recently, and met backstage with industry notables. Pictured (l-r) are Atlantic/Cotillion VP Everett Smith, group's Alfa Anderson, unidentified guest, group's Bernard Edwards and Luci Martin, Atlantic/Cotillion's Bill Cureton, group's Nile Rodgers, booking agent Steve Ellis, and Atlantic's Bob Kaus.

Le Roux Pops In To L.A.



RCA's Le Roux visited the label's Los Angeles offices recently. Pictured (l-r) are RCA's Jeff Naumann, group's Tony Haselden, RCA VP Joe Mansfield, group's Rod Roddy, label's Kelly Summers, and manager Budd Carr.

Ripe Deal For Elektra/Asylum



Elektra/Asylum has signed a production agreement with Ripe Productions headed by artist manager Al Bunetta and producers Peter Bunetta and Rich Chudacoff. The first single under the deal, by Leslie Smith with Merry Clayton, was recently released, with a Smith album due late in May. Pictured (l-r) are Peter Bunetta, EJA Sr. VP Kenny Buttice, Al Bunetta, Rick Chudacoff, and EJA Sr. VP Jerry Sharell.

Liberty's Marz Venture



Liberty has signed Marz, with an album due shortly and a single just out. Pictured at the signing are (l-r rear) attorney Toby Pieniek, group's Gregory Mackell and Keith Rowel, EMI/Liberty VP Don Grierson, label's Ted Currier, group's Marvin Ennis, Dwayne Herndon, William Pettaway Jr., Gerard Mackell, and Perry Hudson; (l-r seated) producer Lionel Job and group's Gloria Lloyd.



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JUNE 25 & 26, 1982

Final Nominees For Record Industry '81

- Record Company Of The Year '81 (Corporate) Atlantic...Capitol...Arista...Columbia...Epic...Polygram...RCA...Elektra...Atco...MCA
- Record Company Of The Year '81 (Independent) Boardwalk...Geffen...Motown...Millennium...A&M...Radio...Handshake...Cleveland International...Island...Scotti Brothers
- Record Company President Of The Year '81 (Corporate) Jim Mazza (EMI/Liberty) Doug Morris (Atlantic) Walter Yetnikoff (CBS) Robert Summer (RCA) Don Zimmerman (Capitol) Bob Siner (MCA) Joe Smith (Elektra) Guenter Henler (Polygram) Mo Ostin (Warner Brothers) Dick Asher (Columbia)
- Record Company President Of The Year '81 (Independent) Neil Bogart (Boardwalk) Bob Fead (Alfa) G.H. Friesen (A&M) David Geffen (Geffen) Jay Laaker (Motown) Sal Licata (Chrysalis) Al Coury (RSO) Ron Alexenburg (Handshake) Jerry Greenberg (Mirage) Ed McGlynn (Radio)
- Record Company Executive Of The Year '81 (Corporate) Don Dempsy (Epic) Jack Craig (RCA) Jack Klerman (Polygram) Jerry Sharsel (Elektra) Al Teller (Columbia) Russ Regan (Casablanca) Robert Sherwood (Polygram) Dave Glew (Atlantic) Joe Mansfield (RCA) Perry Cooper (Atlantic)
- Record Company Executive Of The Year '81 (Independent) Bob Edson (RSO) Irv Biegel (Boardwalk) Michael Leon (A&M) Dick Kline (Radio) Ray Anderson (Pasha) Ed Rosenblatt (Geffen) John Powell (A&M) Herb Coraack (Island) Rich Fitzgerald (RSO) Mike Sullivan (Kat Family)
- Vice-President Of Promotion Of The Year '81 (Corporate) Vince Faraci (Atlantic) Al Gurewitz (Epic) Dick Williams (EMI/Liberty) John Betancourt (RCA) Howard Rosen (Warner Brothers) Burt Stein (Elektra) Ed Hynes (Columbia) Bill Cataldo (Polygram) Reen Naili (Atco) Pat Pipolo (MCA)
- Vice-President Of Promotion Of The Year '81 (Independent) Scott Kranzberg (Boardwalk) Jack Forsythe (Chrysalis) Johnny Barba (Geffen) Charlie Minor (A&M) Kevin Keogh (Alfa) Skip Miller (Motown) John Schoenberger (Radio) Peter Gidion (Handshake) Doug King (Townhouse) Nick Testa (Scotti Brothers)
- National Promotion Director Of The Year '81 (Corporate) Steve Meyer (Capitol) Frank DiLeo (Epic) Mike Becca (RCA) Bill Smith (Elektra) Jack Satter (EMI/Liberty) Gordon Anderson (CBS) Reda Richards (Warner Brothers) Glen Lajacki (Arista) Scott Regan (Atco) Joe Grossman (Polygram)
- National Promotion Director Of The Year '81 (Independent) Steve Brack (Boardwalk) Billy Bass (Motown) Ken Franklin (Millennium) Michael Abramson (Chrysalis) Jason Minkler (RSO) Vicki Laben (Alfa) Mark Cooper (Robox) Lauren Scilliano (Swan Song) Michael Pien (I.R.S.) Jeff Robbins (Scotti Brothers)
- National Promotion Executive Of The Year '81 (Corporate) Sheila Chlanda (Columbia) Louis Lawow (Epic) Rich Totolin (CBS) Andrea Genis (Atlantic) Vicki Germaise (Atco) Lou Galliani (Elektra) Sandy Ufson (MCA) Lane Dargrove (Arista) George Chaitas (Columbia) Sue Emmer (Warner Brothers)
- National Promotion Executive Of The Year '81 (Independent) Jon Konjoyan (A&M) Janis Ross (Chrysalis) Marlene Reyes (Motown) Rick Stone (A&M) Don Wright (Motown) March Edgar (Radio) John Cox (Geffen) Doc Remer (Mirus) Bill Catina (Cleveland International) Tommy Zutaout (Solar)
- Regional Promotion Director Of The Year '81 (Corporate) Rish Wood (Polygram) Arthur Field (Capitol) Bill Lammons (Arista) Frank Turner (EMI/Liberty) Sal Ingeme (Columbia) Alan Smith (Atco) Walter Winnick (Epic) Alan Oremar (Columbia) Danny Davenport (Warner Brothers) Gary Tanner (Elektra) Fred DiSipio Jr. (Polygram) Michael Prince (Atlantic)
- Regional Promotion Director Of The Year '81 (Independent) Joel Newman (Handshake) Mike Martin (Alfa) Al Twanmo (Chrysalis) Jim Francis (Boardwalk) Jeff Hackett (Chrysalis) Bruce Greenberg (Motown) Louise Newman (Chrysalis) Wayne Fogel (Motown) Larry Green (Handshake) Robert Nesbitt (Chrysalis) Ricki Gale (Alfa) Chuck Oliner (Chrysalis)
- Local Promotion Director Of The Year '81 (Corporate) Mike Lesner (Capitol) Ed Nuhfer (Warner Brothers) Earl Robison (Columbia) Danny Lyons (Capitol) Larry Van Druff (RCA) Joan Lawrence (Arista) Tommy Schoberg (EMI/Liberty) Robble Vogt (RCA) Chuck Jones (Elektra) Butch Waugh (Capitol) Jim Stewart (Epic) Frank Sclarra (Atlantic)
- Local Promotion Director Of The Year '81 (Independent) Eve Wood (A&M) Tommy Teague (RSO) Al Cafaro (A&M) Lee Durham (A&M) Johnny Bee (Pickwick) Mark Weiss (Schwartz) John Schuler (A&M) James Bishop (Motown) Bob Galliani (RSO) Paul Crowley (A&M) Dana Morris (A&M) Patricia Breedlove (RSO)
- Independent Promotion Director Of The Year '81: Jerry Meyers...Jones Cash...Lavinthal/Beer...Lu Fields...Barry Resnick...Ernie Phillips...Gary Bird...Sally Jerome/Butch Lowrey...Howie Goodman...Don Graham...Doug Lee...Joe Iagro...Bly/Hakim Bobby Hurt...Tom Gelardi...B.J. McElwee...Paul Gallis...Perry Stevens...Chuck Dembrak...Merv Pilgrim...Bob Patton...Vic Perrotti...Tony Richland...Don Tolle...Sam Karamanos...Tony Muscolo...Mike Manocchio...Dave Carrico
- Record Distributor Of The Year '81 (Corporate) CBS (Washington) W/E/A (Philadelphia) Polygram (Atlanta) CBS (Atlanta) MCA (Baltimore) CBS (New York City) RCA (Atlanta) CBS (Philadelphia) RCA (Washington) Capitol/EMI (Washington)
- Record Distributor Of The Year '81 (Independent) Tara (Atlanta) Universal (Philadelphia) BIB (Charlotte) Pickwick (Atlanta) Alpha (New York City) Schwartz Brothers (Charlotte) Big State (Dallas) Melverne (New York City) Lieberman (Atlanta) Progress (Cleveland)

Final Nominees For Radio Industry '81

- Radio Executive Of The Year '81: Tom Bigby (GCC) Gary Edens (Hartz-Hanks) Pat Norman (KKO) Ron Bladese (Summer) Jerry Blum (Jefferson Pilot) Gary Stevens (Doubleday) Bud Polacek (First Media) Jerry Rogers (Weis) Jack Alix (Patten) Gary Rodriguez (Mariner)
- Radio Consultant Of The Year '81: Dwight Douglas...E. Alvin Davis...Jerry Clifton...Paul Christy...Mike Joseph...Landman/Rivers...Bob Elliot...Donna Halper...George Burns...Bob Henaberry
- National Programmer Of The Year '81: Tom West (Rounsville) Steve Roddy (Scripps Howard) Bobby Hatrick (Doubleday) Jay Cook (Gannet) Dan Valle (E.Z.) George Johns (Fairbanks) Al Casey (Surrey) Andy Bicket (Jefferson Pilot) Jim Ryan (Patten) Ross Regan (Shamrock)
- Major Market Radio Station Of The Year '81: KSTP-FM (Minneapolis) Z-93 (Atlanta) KFRC (San Francisco) WPGC (Washington) 96KX (Pittsburgh) B104 (Baltimore) WXKS-FM (Boston) WNBC (New York City) WLS AM/FM (Chicago) Q107 (Washington)
- Major Market Program Director Of The Year '81: Gerry Cagle (KFRC) Jim Morrison (94-Q) Paula Matthews (KIQX) Bobby Christian (96KX) Chuck Knapp (KSTP-FM) Jan Jeffries (B104) Kevin Metheny (WNBC) Steve Kingston (WPGC) Alan Burns (Q107) Bob Travis (WGCL)
- Major Market Music Director Of The Year '81: J.J. Jackson (WQXI) Jerry Steele (KFMC) Andy Szulinski (WFBZ) Liz Kiley (WIFI) Roger Collins (KFT) Scott Richards (WCAO) Frank Holler (Q107) Jay Stone (WGCL) Rick James (B104) Bob McKay (WZZP)
- Major Market Air Personality Of The Year '81: Dr. Don Rose (KFRC) Don Geronimo (KHS-FM) Jim Elliot/Scott Woodside (WPGC) Steve McCoy (Z-93) Dick Puritan (CKLW) Steve Dahl (WLS-FM) Gary McKee (94-Q) Don Cannon (WIFI) Jonathan Doll (KEGL) Terry Young (WCAU-FM)
- Large Market Radio Station Of The Year '81: Q106 (Tampa) WTIC-FM (Hartford) I-95 (Miami) ROCK102 (Buffalo) 92-X (Columbus) KBEQ (Kansas City) WKRQ (Cincinnati) KOPA (Phoenix) WZUU-FM (Milwaukee) KTFM (San Antonio)
- Large Market Program Director Of The Year '81: Bob Wood (ROCK102) John Driscoll (WZUU-FM) Steve Rivers (KOPA) Scott Shannon (Q105) Dave Anthony (KZZP-FM) John Shomby (B-97) Buddy Scott (92-X) Robb Stewart (KITY) Joe Nasty (KTFM) Garry Wall (WNIC)
- Large Market Music Director Of The Year '81: Rick Donahue (WTIC-FM) Gary Franklin (WTIX) Pat McKay (Q105) Colleen Casady (WCKX) Jerry Loutseau (B-97) Mark Shands (Y100) Chaz Kelley (KOPA) Bill Shannon (WZUU-FM) Steve Goddard (KZZP-FM) Donna Walker (WKTI)
- Large Market Air Personality Of The Year '81: Harv Moore/Robert Taylor (WPHD) Mason Dixon (Q105) Jonathan Brandmeier (KZZP-FM) B.J. Hunter (WKTI) Bruce Kelly (Y100) Ken Cooper (B-97) Johnny Veichoff (WCKX) Kid Curry (I-95) Chris Thomas (WIKS) Paul Mendenhall (WNAP)
- Medium Market Radio Station Of The Year '81: KX104 (Nashville) Y103 (Jacksonville) WBCY (Charlotte) PRO-FM (Providence) KXX106 (Birmingham) WMC-FM (Memphis) WGII (Norfolk) BJ105 (Orlando) WRVQ (Richmond) WOKI (Knoxville)
- Medium Market Program Director Of The Year '81: Todd Chase (JB105) Bob Canada (WGH) Scott Slade (WAYS) Gary Berkowitz (PRO-FM) Bill Thomas (WRVQ) Smokey Rivers (KXX106) Robert John (Y103) Dave Wright (BJ105) Rick Shaw (WAXY) John Jenkins (KOFM)
- Medium Market Music Director Of The Year '81: Jon Anthony (KX104) Steve Kelly (WRVQ) Chris Trane (KXX106) Terry Long (BJ105) Rick Williams (Y103) Phil Stanley (WMAX-FM) Bill Evans (WNOX) Kenny Lee (WAXY) Joe Dawson (WJDX) Mark Preston (KSFM)
- Medium Market Air Personality Of The Year '81: John Boy (WBCY) Coyote McCloud (KX104) Paul Barsky (WBBF) Jeff Morgan (WRVQ) Mark Kessler (WAYS) Bill Hickok (WMC-FM) Pete Berry (WKOS-FM) Mike West (WTIC-FM) Dave Mann (Y103) Jeff Warren (KXX106)
- Secondary Market Radio Station Of The Year '81: WDOQ (Daytona) WHHY-FM (Montgomery) WICC (Bridgeport) Q106 (York) Z102 (Savannah) WCSC (Charleston) Z104 (Fredrick) KC101 (New Haven) WQEN (Gadsden) WPST (Trenton) WJAD (Bainbridge) WYRE (Annapolis)
- Secondary Market Program Director Of The Year '81: Jack Diamond (WYRE) Larry Stevens (WHHY-FM) Gary Peters (WICC) Bill McCown (WANS) Dan Steele (Q106) Rick Knight (WDOQ) J.D. North (WAEV) Larry O'Neal (Q101) Kamosabi Joe (Z104) Randy Kabrich (GI05) Roger Gaither (Q104) Doug Weldon (WSGF)
- Secondary Market Music Director Of The Year '81: Chris Bailey (WCSC) Stu Wright (WORG) Neil Harrison (WHHY-FM) Leo Davis (Q104) Joe McClure (WCGQ) David Lee Michaels (WXLK) Dave Russell (FM97) Sam Church (WANS) David Ford (WGAD) Jim Forrest (WSSC) David Miller (WETB) Ed Volkman (KHFI)
- Secondary Market Air Personality Of The Year '81: John Chommie (WHSY) Ron Frederick (WSGA) Larry Cannon (WFLB) Chris Van Dyke (KSET) C.J. & Buzz (WTMA) Rob Leonard (WSEZ) Bart Goynahor (KRNA) Joe Holland (WGAD) David Carroll (KZ106) Dick Phillips (WEVA) Bill Matthews (WIKZ) Greg Simmons (WMYQ)

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(Satellite Network)



***Award Winners For '79 & '80 Were Not Eligible For Nomination.**

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(KEARTH)



GERRY CAGLE
(KFRC)



Contemporary Hit Radio



JOEL DENVER

CONTESTS: MOMENTUM OR CLUTTER?

The Pleasure And Pain Of Promotions

Like the age-old question, "Which came first the chicken or the egg?", it's still anybody's guess as to how effective promotions, contests, and other assorted gimmicks are in attracting, but more importantly, holding audiences. The question is complicated further when a station has no promotion director to put it all together. Planning a successful promotion without the help of a promotion director can be a painful experience.

On the other hand, when this painfully executed contest comes off without a hitch, the pleasure and rewards are immense. I talked with four programmers, three in medium markets and one in a small market about their viewpoints on promotions and contests. They share some good ideas on some successful contests they've run, and explain what they go through being program director and promotion director rolled into one.

Mark Evans, PD KQKQ/Omaha

I put in 20-hour days sometimes trying to pull all the strings together for promotions, but I love it. Up until now, Sweet 98 has done without a promotion director, but we've just hired one to do some of the details, planning and legwork. This will leave me more time to spend on the creative ends of the job.

My GM Bill Cunningham came from Y100/Miami and has a wealth of ideas and knowledge about promotions. We try and sit down, close the door, and brainstorm at least twice a week on what we need to do. Our promotions are filled with action, because this is one of the key ingredients that brings listeners back again, and again.

When we changed KQKQ from AOR to CHR, we ran a "Cash Call" promotion. Listeners answered the phone, "I listen to the new sound of Sweet 98." This come-building promotion worked real well, as we are now the highest cuming FM in the market. We gave away prizes of \$50,000, \$10,000, and \$5000.

Then came the bumper stickers, where we gave one listener \$98,000, not to mention numerous other prizes. Our most recent big promotion is the "World's Largest Bingo Game," where we packed 9000 folks into an arena playing for cars, cash, and trips worth \$98,000 all totalled. Now we play bingo on the radio with game cards available at grocery stores. Prizes include cash and food, which in today's economy goes over real well.

To promote all of this requires airtime, and to some listeners it's clutter. The most important thing is to make the recorded promos so interesting that they'll capture



Mark Evans

the attention of the listener. The biggest danger is for them to sound like another commercial.

The promos should convey a mental image to the listeners of what is going on and how they can participate. To get away from the typical overproduced, bigger-than-life promos, we sometimes do them in the form of two-voice skits, which seem to work nicely. Here again, the big problem is avoiding repetition, so it's necessary to have several versions rotating.

I think when you are a PD without a promotion director, it becomes a great strain to continually come up with great ideas, and have to tie up the loose ends too. If you're in this situation, delegate responsibility and find someone in your station to sit down and bounce ideas off.

Chris Squires, PD KKXX/Bakersfield

There was a time when I would agonize daily over what we were going to do in the way of contests. It became a daily grind for me without a promotion director. The only



way I've found to get out from under it all is to plan ahead. I try and stay five or six months ahead, and set up a promotions calendar.

For the spring sweep I had several things lined up ready to be plugged in, but ended up scrapping them for something else. We ended up using the "Secret Song" contest, using riffs from records, letting people take guesses at it for cash. With the exception of albums and concert tickets, generally all our prizes are cash, since it's something everyone can use.



Chris Squires

WMEE Asks For Help

Just before deadline, I received this letter from John Curry, PD at WMEE/Fl. Wayne. He had phoned me some weeks ago asking for assistance in securing a major band to play for a free concert as a thank-you to the kids who worked to save the city from recent floods. At that time I gave him some suggestions and told him if nothing happened, I'd get more involved. It seems that John has had little success in securing a known band from a record label to do this concert, and he has sent along this open letter to the music industry. Please read it, think about it, and get in touch with John. He's trying to do a nice thing for his community, and deserves your help. Thanks.

AN OPEN LETTER TO THE MUSIC INDUSTRY:

What's the matter with kids today? Not A Damn Thing!

The kids in Fort Wayne are the greatest. This is your chance to help thank the kids and gain national exposure, too!

Fort Wayne suffered through the largest flooding in the city's history in March, resulting in over \$20 million in damages.

As you saw during national TV coverage, the kids turned out by the thousands to stand in sand, mud, and water to fill sandbags and pile them on the dikes. The kids literally saved our city.

Now the city has come to us to arrange a free concert for those great kids to thank them for their help. The Fort Wayne newspapers, school system, local union leaders, and ABC affiliate TV 21 have offered this help and support for this concert.

"That's Incredible" is doing a feature on the flooding for an upcoming program. The city of Fort Wayne has secured in writing commitments from ABC, CBS, NBC, and Newsweek magazine for coverage of the concert and the story behind it.

The city wants a major recording act for the concert. The city will pay expenses. With your help it will be a great celebration.

If you want to be involved, call me at WMEE, (219) 447-5511 and let's get rolling.

Sincerely,
John Curry
WMEE PD/MD

KKXX incorporated the idea of cash giveaways into our billboards and TV spots. I think one way you make a contest more palatable is to explain it carefully to the audience. This way active listeners, who you hope are holding diaries, will be more likely to get involved. It also stimulates interest for a person in the car.

It's bad enough that he's not able to call in, but if the game works easily enough, he can listen and reach satisfaction from maybe knowing the answer or be interested in what someone else guesses. It then encourages that listener to become actively involved once a phone is near.

One thing we try and stay away from is trendy contests. Sure, it's nice to do a weekend thing with "Jaws," or Rubik's Cube or something along those lines, but to involve yourself in something like this on a long-term scale is dangerous. Most of the solid ideas come from myself and the GM, while the trendy on-the-street ideas, come from my jocks. They help me stay on top of things.

Contest clutter is avoided if you think through the mechanics carefully. Over-promotion of a contest is also a negative. We did a bumper sticker campaign where I think we almost overdid it. I now run a recorded promo about every hour and a half, and fill with live promotional information.

There are times I've wrestled with the idea of taking my cash for contests and sinking it into extra billboards and TV spots, but have resisted. I think the momentum generated by a contest or promotion is worth its weight in what it does for the sound of the station.

We've recently experimented with avoiding the "call in and win clutter" for movie tickets by announcing that the tickets are free and available at the studios. This won't work in a huge market, but for Bakersfield, we are pretty accessible. This way, only the people who want to go to the show get tickets, and we end up with a full house, plus avoid extra clutter on the air.

Dan Steele, PD Q106(WQXA)/York

In my whole career as a programmer, I've never had the luxury of a promotion



director. For that reason, I've always developed and maintained a good working relationship with the sales manager. It's amazing what kinds of tricks they can pull out of mid-air for you on contests and prizes.

Too many young PD's have the idea that sales promotions are a big negative. With a little communication with the sales department, you can avoid lots of problems with this stumbling block. When you take a little extra time to work it out, you can take an awkward promotion with a desirable prize and make it sound like your own, but still make the client happy.

I think the hardest thing to do is to come up with new ways of giving things away in a clean manner that's not old and wornout sounding to the audience. All you can really do is put a new twist on a good idea. We did this at Q106 with "Hi-Lo Cash." We now call it "10-second Showdown." The listener is given just 10 seconds to zero in on the hourly jackpot amount.

This contest moves quickly, encourages audience participation, but isn't offensive to people who don't care about contests. This aspect concerns me greatly. I've often asked myself how valid contests are and if it would really make a difference if we didn't contest. I think the bottom line is that everyone else does, and it adds some excitement to the station, which is greatly apparent from your jocks.

One promotion I did years ago that got lots of talk started was asking listeners to send a saltine cracker to the station in the mail. The first virgin cracker to make it through the postal system got a stereo system. Mail-in contests generally take time to generate response, but this one was pretty quick.

Probably the most effective contest I ever saw was the "Fantasy Contest." It offered listeners the chance to write down the fantasy they would like to win, worth up to a set amount. They listened for their fantasies and names to be announced for a qualifying prize. If they called in, their names were added to a drawing for winning the fantasy. It's one of the best quarter-hour contests I've ever seen. Imagine trying to put that together without some help. I did once, and it was tough.



DIANA & DENVER



DOUBLE YOUR DEMOGRAPHIC APPEAL

DIANA ROSS

“WORK THAT BODY”

“No. 2 most requested record, 25 + demographics after only two weeks. (24 to 17).”

BOB HAMILTON - KRTH/Los Angeles

“Concert was electrifying - and ‘Work That Body’ is working even better!”

JEFF HUNTER - XTRA/San Diego

“Fabulous! Great female calls and the jocks are cheating on it - they love it!”

PHIL ZACHAREY - WQUE/New Orleans

“With the exercise craze in America, Diana’s ‘Work That Body’ is perfect for any format.”

DON POTTER - KSLY/San Luis Obispo

JOHN DENVER

“SHANGHAI BREEZES”

“The finest piece of art in Denver’s illustrious career. No. 1 at KVIL!”

CHUCK RHODES - KVIL/Dallas

“Heavy mass appeal record, attracts strong females.”

ANDY SZULINSKI - WFBR/Baltimore

“Great easy adult record, sounds super for all demos.”

LYNDON ABELL - WNBC/New York

“John Denver definitely delivers. Excellent 25+ male and female response.”

JERRY STEELE - KFMK/Houston

RCA
Records



PERSONAL MANAGEMENT:
JERRY WEINTRAUB
MANAGEMENT THREE

THE BACK PAGE

CHR

BREAKERS

SIMON & GARFUNKEL

Wake Up Little Susie (WB)

56% of our reporters on it. Moves: Up 51, Debuts 23, Same 31, Down 1, Adds 13 including KFI, KYYX, KIMN, BJ105, WGH, WKDQ, KQKQ, WLYT, FM102, KNBQ, KSPZ. See Parallels, will debut next week on the CHR chart.



"Wake Up Little Susie"

SIMON & GARFUNKEL

Produced by Paul Simon, Art Garfunkel, Phil Ramone and Roy Halee



On Warner Bros. Records

The Pleasure And Pain Of Promotions

Continued from Page 24

One thing I try to keep in mind when planning a promotion is to keep the prize believable. If the prize becomes too big, it may attract attention, but it lessens your listeners' personal expectations of winning. Look at Publisher's Clearing House and their contests. They give the prizes away, but no one believes they could win, so don't try.

Bob Abbott,
PD WGOL/Lynchburg, VA

In a market this size, you might be limited by the amount of money your station is willing to spend. We're fortunate the owner of WGOL believes in promotion, and spends money for contests. I rely very heavily on my Assistant PD/MD Wayne Fanning, and copywriter Diane Baylor for assistance in doing promotions.

Our station is very music-oriented, so image contests are important to us. We are about 50 miles from Roanoke, and we jump at the chance to give away concert tickets for shows there. Very few shows come here, but movies are a big item for prizes too. We tend not to put winners on the air for these kinds of prizes, as it helps to cut down on the clutter.



Bob Abbott



Promotions can be very effective, but I think too many get too complicated and end up wasting time. We're currently involved in a direct mail campaign contest. We sent a mailer to 50,000 homes in the area and surrounding four counties. That covers roughly 100,000 or more people, which is the entire population of the region. We've literally got them blanketed.

All listeners have to do is take the five winning numbers they've been sent, and listen each day at 7:10am for their numbers to be called. We also call out bonus prize numbers throughout the other dayparts too. Prizes include cruises, cash, stereo systems, dinners and more. This is pretty big for this area. It was coordinated through an outside agency, so our internal planning was cut down to a minimum on this one. The beauty of this promotion is that it's all explained in the mailer, and very little time needs to be spent on the air with longwinded explanations, which bore audiences, and detract from contests.

Bits

- KIIS-FM/Los Angeles morning man Rick Dees is taking his show on the road with appearances scheduled earlier this year at Disneyland. Coming up May 23 he'll be at Magic Mountain. With the help of his wife Julie Dees, a cast of Dees's characters make appearances in this highly successful comedy routine.

- WILK/Wilkes-Barre recently gave away a full-sized \$3000 Pac-Man video game. Each hour the name of a different Pac-Man monster was announced, with calls taken to identify the name for hourly prizes. These winners received Atari Video Game systems with Pac-Man cartridges, concert tickets, motorcycles, vacations, and more. Hourly winners then guessed at imagining the score on the Pac-Man machine. If they matched it, they won the video game.

- KHFI/Austin sponsored a concert by Christopher Cross and Friends. It was for the benefit of the Wild Basin Wilderness. Tickets were \$10 a person and approximately \$10,000 was raised.

- KWLO/Waterloo is active with the conclusion of their annual "Hi-Lo Cash" contest. The station has now started giving away money using a game called "Computer Cash." A ticket giveaway is also taking place for Willie Nelson at the Uni-Dome in Cedar Falls, and the station is looking for 400 walkers in this year's March of Dimes Walk-A-Thon.

Coming Next Week

While we are in the midst of an Arbitron sweep, now is the time for planning for the fall. Next week, I'll be talking to Q107(WRQX)/Washington Promotion Director Rick Fowler about some valuable do's and don'ts concerning promotions. Out of that conversation I will put together a promotions checklist of sorts that will be useful to hang on to.

Motion

Z93/Atlanta PD John Young informs that he's hired Chris Thomas from WIKS/Indianapolis to do 4-8pm and Jay Andrews to do all-nights from WFOX/Gainesville... Jim Morgan, PD at CK101/Cocoa Beach has resigned effective June 15 to take on a new challenge.

Michael Griffin moves across town from WFBQ(Q95)/Indianapolis to middays at WNAP... KSTT/Davenport lineup: 5:30-10am Denis Prior, 10am-noon PD Jim O'Hara, noon-3pm Jack McKay; 3-7pm Dave Shropshire, 7pm-midnight Keith Avallone, and MD Bill Young overnights... Susan Platt is promoted to all-nights at WLS/Chicago, replacing veteran Yvonne Daniels. Filling Susan's parttime duties at WLS-FM is Laurie Sanders, most recently from WHAS, and KJ100/Louisville.



PLAYBOY PLAYMATE PLAYS AROUND - All eyes were on the JB105/Providence booth at the recent Custom Car Show held at the Providence Civic Center as March Playboy Playmate Karen Wittner was signing autographs. Shown (l-r) is half of the JB105 morning team Mike Waite, Karen, and the other half of the team, Jeff Baker.

The Music Section

CHR's Most Accurate
Music Information
Begins on Page 55

Radio Is Making ALDO NOVA'S "FANTASY"

A Reality!

The Single:

WIFI deb 30
B104 on
CKGM 11-10
KEGL 7-6
I95 17-11
Q105 add 24
WLS-FM 20-16
CKLW 17-10
WGCL 13-7
WKTI on
KRLA add
KFI on
KIQQ 38-27
KEZR on
B100 19-16
KYYX add
WHFM add
WLAN-FM add 30
WKEE add
WGRD add 14
WIKS add
WLYT add 28
WACZ add
95SGF add
KKLV add
KDZA add
WPHD 3-4
WRCK 12-8
3WT 23-17
WPST 13-11
K104 17-15
KZFM 27-23
KSET-FM 21-16
BJ105 19-16

WOKI 6-5
WQUT 26-22
WSSX 5-12
WANS-FM 20-17
WJXQ 2-2
KMGK 9-5
KZ93 deb 17
WMEE deb 23
KKXX 6-6
KNBQ 17-10
FM103 11-9
KSKD 4-4
KHYT deb 32
Q104 16-12
WGLF 22-15
WYKS 39-29
KSEL-FM 3-4
KRNA deb 23
KFMZ 11-10



KCBN 14-9
CFTR
Q106
WYCR
KBFM
WABB-FM
WZYP
CK101
WSKZ
WSEZ
WNOK-FM
WRVQ
WVIC
KOFM
WNAM
KJRB
KCPX
KIKI
WIGY
WOMP-FM
95XIL
WZYQ
WISE
KKQV
Q101
KVOL
KELO
WRKR
KWLO
99KG
KENI
KATI
KYVA
KOZE

The Album:

#2 R&R AOR Airplay
#2 FMQB Album Chart
#2 Album Network
#10 Superstar / Billboard

Produced by Aldo Nova

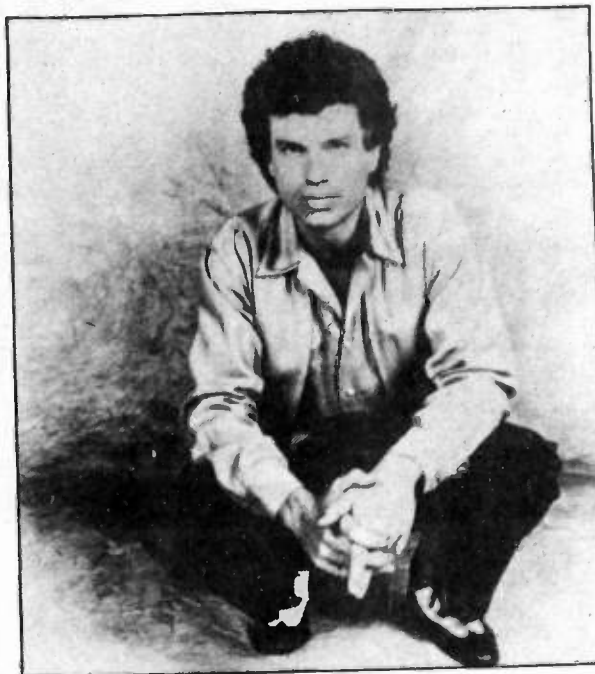
Executive Producers: Val Azzoll & Lennie Petze

Portrait

Hall the Hit! Hall the Time!

"FOOL FOR YOUR LOVE"

JIMMY HALL



KFI	BJ105	KCPX
KIQQ	WDOQ	KHYT
KEZR	CK101	WGUY
KYYX	WBCY	WCIR
3WT	WCSC	WAEV
WKEE	WGH	95SGF
KZFM	WJXQ	WFOX
KROK	KIOA	WFLB
WABB-FM	KMGK	KVOL
WZYP	KGGI	KENI

Produced by Norbert Putnam

Epic

THE BEAST BEGINS TO ROAR!

IRON MAIDEN

THE NUMBER OF THE BEAST

featuring "Run To The Hills" and "The Number Of The Beast"

DEBUTS AT #36 AOR NATIONAL AIRPLAY/40

OVER 150,000 ALBUMS ALREADY SOLD

A DIE-HARD CULT
HAS BECOME A MASSIVE HORDE

WATCH THE BEAST BREAK LOOSE WITH RECORD NUMBERS

AS THE NATIONWIDE TOUR COMMENCES MAY 11th!



Produced and engineered by Martin Birch

© 1982 CAPITOL RECORDS INC.

Management: Rod Smallwood/Sanctuary

Give the gift
of music.





JEFF GELB

- The Hattrik Music Research System
- "Modal" Dayparted Music
- ▶ Ultimate Responsibility: Ratings
- ◀ The Rock And Roll Image

ENTERS CONSULTANT RACE

Bob Hattrik On AOR Programming

In the last several years, a "phantom consultant" has been overseeing the operations of some of AOR's biggest winners. As Doubleday's National PD, and then VP/Programming, Bob Hattrik put three stations on the air as AOR's: KWK/St. Louis, WLLZ/Detroit, and KPKE/Denver; switched KDWB-FM/Minneapolis to an AOR from another format; and helped guide new Doubleday acquisition WAVA into the winning Hattrik mold.

Last week, Hattrik and Doubleday parted company and Hattrik made a move that was entirely natural: in forming Bob Hattrik Communications Inc., he will put his winning philosophies to work for new clients.

This week, Bob offers his first comments on the state-of-the-art of AOR programming — and consulting, in an R&R interview. Though many questions and answers refer to the Doubleday stations where his philosophies were so successful, they can be applied equally as the guidelines he will follow now as a consultant.



Bob Hattrik

R&R: When you left Doubleday, you were in the process of helping set up WAPP/New York as a new AOR. What approach would have been taken in that highly competitive market?

BH: The concept was to go pretty directly against WPLJ, if a bit broader-based, playing on WPLJ's weaknesses as our research turned them up. Plus we'd play up "The Apple" as New York's new rock station; there's always an advantage to be able to come into a market fresh. It makes life a lot easier than, say, at KDWB, where we had to turn around an image that was badly perceived.

R&R: Is there really room for another AOR in New York City?

BH: I don't know. The first thing that happened in Detroit, when WLLZ debuted so strongly, was WWWW changing formats. Metromedia (WNEW-FM) and ABC (WPLJ) are very committed to their formats, and I don't expect them to lie down without a battle. I think WPLJ is one of the best competitors we've ever had. They're a fine radio station, and if anyone else is responsible for what is today called "tight AOR" besides KWK, it's certainly Larry Berger and WPLJ. It would have been a real battle.

R&R: No one would argue your success rate at Doubleday, which made the down book in Detroit this time surprising to the industry. What happened there?

BH: We spent no money on promotion from November through March. That was not my decision, and I objected to it strenuously. ABC spent a lot of money and did a promotion (five in a row or \$5000) I wanted to do there. They may have known I wanted to do that; I'd done the same promotion in St. Louis six months before.

From what we can tell in-house, it looks like the situation has already reversed. If the station has any weakness, it's 25+ men. That's because it's going after stations with 10-12 years of AOR image in the market.

In general, our wins in markets like Detroit, Denver, St. Louis, and Minneapolis have not just been teens and 18-24. 25+ males have come through remarkably well for us.

R&R: Is there a target demo for your format?

BH: From what I know of the other consultants, I would say I target my stations a bit more broadly. Many consultants gear 12-24 as their target base. When we sample a market, I target 14-17 M-F, 18-24 M-F, and 25-32 M-F. The 25-32 cells are weighted with respect to what can reasonably be expected for that market's AOR performance in those cells. In most markets you can't expect a large share of 25+ women in your research. Cleveland, Detroit, St. Louis, and Denver are examples of such markets.

R&R: Is the cornerstone of your personal programming philosophy research or promotion, or both?

BH: Both. No radio station sustains its market position without proper promotion. KWK is still the No. 1 AOR in St. Louis, fighting one of the most entrenched AOR's in the United States, KSHE, a well-promoted radio station. That win didn't happen from lack of promotion! Incidentally, the first person I hired for my company is Bill Moir, who worked with KSHE's promotions.

We'll make sure our client stations have a street awareness and are involved in every nuance of rock and roll.

R&R: You and John Sebastian seemed to come on the AOR scene with music research systems at about the same time. How would you say your system differs from his?

● **BH:** I'm not here to say anything derogatory against John. He's done a good job with some of his stations and a fine one with others. His associate Steve Casey I consider an old friend. John does callouts, and preselects the methodology, the questions asked the respondents, the way they gather the respondents, the way they conduct the interviews, and ultimately, the way the received data is utilized. It's all done very differently than I do.

"I believe the consultant field will narrow."

My music research produces ongoing audience data and listener profiles with regard to their images of radio stations. It also produces information the PD and MD can use to determine not only what songs to play and when, but also how the songs will affect certain demographic and psychographic groups.

The efficacy of the system is proven by its results. I believe that no one has had better results in AOR radio than my system and its execution. Of course, all the correct data in the world won't produce ratings. You must add proper interpretation, historical knowledge of the format in the market, and proper promotion.

There are some services that sell my stations' playlists, tracked over a period of time. While copying may be of some value

short-term, it's of no value longterm, and, in fact, would probably be detrimental. You have to know why you're doing what you're doing. The market is always changing and you need to remain sensitive to those changes. If you simply rely on a bank of songs and liners that you were sold from an outside source in August 1981, they may not be valid in December 1981.

All our music research is entered into a master data base which produces a national overview. That base contains all the data from all the markets and can be accessed in any way: by most recent calls, by any time frame or tempo, by acceptance or burn level. You can specify the parameters and access it for your market or the national overview. And of course, Bill and I will always be available to help interpret the data.

The real advantage to this national music base is that, often you'll find titles that have never been used locally on any level, that you might want to put in as currents for awhile if they've shown extreme positive reactions in other markets.

R&R: Some people argue that phone lines provide inadequate sound quality for music research, or that it is unfair to judge a song outside the context of the radio station.

BH: Callouts don't ask for a judgment of a song the respondents aren't familiar with. If they're not familiar with a song we don't ask any other questions about it.

The way we ask questions and what we ask helps reveal how each song would apply to radio. Anyway, we're certainly closer to defining a record's potential for radio by playing a bit of a song for a listener than by judging by units sold. And requests make up too small a population sample of your audience to reflect anything accurately.

We test all the music, including new music. Every six months we do an ongoing attitudinal study focus group, which I personally conduct, to find out several things: what artists are developing image problems, which ones are gaining, and the same for radio stations.

We also conduct ongoing music panels. The MD sits down with part of our respondent base, who are brought in for some sandwiches and a few dollars, and go over new music on a trial basis. They don't have the final say, but they add an interesting dimension to our decision-making process. Of course, over the course of time, I have been able to train my ears as to what works and what doesn't work. That doesn't mean I hit everything; I missed Human League. But it generally means that what is added works for us.

R&R: Is your music "modal"; that is, all rock?

■ **BH:** Modal carries with it the stigma of two years ago when Lee Abrams was touting modal theory. Our music is certainly not that hard, nor that narrowly-based. Without abandoning our 18-24 base, we're very careful to blend each quarter-hour so we're hitting all our targets. Target specificity? To that extent, yes, we're modal. Modal, to the extent that some of the Abrams stations were or some of the Sebastian stations are, no.

The music is very dayparted, though the personality approach is consistent throughout the day. The music reflects the changes

not so much in audience composition (that stays more stable on a cume basis than people tend to realize), but it does reflect changes in perceived desires of that audience (based on in-depth studies we've done that show us what people want from radio during certain dayparts).

R&R: Do you ever play mellow older material by people such as James Taylor or Joni Mitchell?

BH: No Joni Mitchell, but in some markets James Taylor does very well. In St. Louis "You've Got A Friend" and "Fire & Rain" are extremely strong; they're dayparted and used sparingly. There are other markets where they're inappropriate and never touched, all based on a preselected audience sample.

R&R: What about black product? Someone like a Stevie Wonder?

BH: It's unlikely but possible. We're finding just very recently a need for more variety, a bit more depth in the oldies, and a bit more variety in the overall station sound. Within the boundaries of our systems we strive for that.

"No radio station sustains its market position without proper promotion."

R&R: Do you feel any responsibility to expose new music?

BH: Only to the extent that our potential audience demands it. And again, we are seeing more demand for it, and are trying to do that, through special programs that are admittedly put in less than high-cume dayparts. The "Classic Rock" show is on at 10:30pm, while "Freeform," which exposes new product, is after midnight (except on the AM in St. Louis, where it starts at 9pm).

R&R: Do you feel any responsibility to help sell records?

▶ **BH:** Our stations have a responsibility to get ratings. If they have ratings and play the popular music it may sell. If it sells records so much the better. That's not based on any animosity toward the record companies; their responsibility is not to get ratings for us.

R&R: Your industry image is someone who is unapproachable to record companies. Why?

BH: I'm pretty busy and don't have a lot of time. I do listen to the music and I will test what's appropriate. But you're right, my policy has always been not to have lunches and entertainment with record people. That's a policy I'll continue. Again, it's not based on any personal animosity. I know they have a job to do; many are very fine, hard-working people. It's simply not my responsibility to spend time with record people. My responsibility is with the radio stations to make sure they're working. I've been able to successfully delegate the radio station-record company interface to my MD's.

R&R: Is there really nothing they can tell you to help make your decisions?

BH: Generally that's true.

R&R: What can you offer to client stations that don't have the budget for your music research system?

EVOLUTION

Several new AOR's to report this week: WVBK-AM/Herndon, VA, switching from Country to AOR with Mark Steven as PD; KXRT/Taos, returning to the air in June after a two-year off-air hiatus, with Brad Hockmeyer as PD; and CKIK-FM/Calgary signing on with Andrew Forsyth as PD and Jaime Wohl as MD. Chuck Geiger exits as KPKE/Denver Asst. PD/MD as Mike Schmlidt is upped to MD and Greg Fitzgerald joins from KTCL/Ft. Collins for airshifts. Exiting DC 101/Washington are airstaffers Michael McKay, Howard Page and Richard Anderson, as the station also announces plans to automate sister AM station WWDC. WHMD/Hammond operations Manager Rod Starns and airstaffer Jeanne Juneau exit. Ron LaRussa is upped to Asst. PD for WBAB/Long Island from jockshift. KRKN/Anchorage shifts MD Morgan Evans to Promotion Director spot as Jim Conner is named MD from airstaff. KLOL/Houston hires Nick Van Cleve from WYNF/Tampa for middays. David Place is appointed Promotion Director for WHJY/Providence. Jan Schaefer joins WAVA/Washington for airwork from DC 101/Washington. KQRS/Minneapolis signs with Pollack Communications Inc. as consultants. Holly Danner joins KMTN/Jackson, WY as News Director from KRKK/Rock Springs. Jeanne Samois is named Programming Assistant for WTPA/Harrisburg.

Coming Next Week: In the latest Arbitron results, no market was quite as closely matched in AOR 12+ results than Tampa, where both WQXM and WYNF had good up books. The results? A virtual tie, with WQXM up 4.9-5.2, and WYNF scoring 5.0-5.1. Next week, both stations' PD's talk about the market and their competitive battle.

AOR Reporter Profile



Kingsport

OM: Reggie Jordan

MD: John Kelly Power:

Consultant: none 1000 watts

"Having been on the air since October 31, 1981, Y105 has already begun to make an impact on the Tri-Cities market in East Tennessee. Our programming philosophy is to be a radio station that serves the lifestyle of the 18-34 young adult. We are promotion-minded, community-minded, personality-oriented, and musically-oriented only to our audience.

"Y105's on-air approach is human and personal, to have a one-on-one rapport with our audience. We give them concert information, news, and features that are of interest to our target demographic. We feature concerts and interview features every weekend, plus our midweek syndicated program 'Rock Album Countdown.'

"Our music policy is to be a music station 24 hours a day. We play a blend of old and new product that's instantly recognized and accepted by our core audience. We closely monitor national trades, local retail sales, and keep our ears to the ground for new trends and music in our area. In a short time Y105 has earned the reputation of 'rocking the Tri-Cities.'" (WZXY is a new AOR reporting station.) — Reggie Jordan

The Music Section

AOR's Most Accurate
Music Information

Begins on Page 45

Bob Hattrik On AOR Programming

Continued from Page 29

BH: The master data base helps very small markets get research at no cost. It may not be localized but for their purposes will probably be fine. In a larger market or more competitive environment we'll have to have local research, to get a quick handle on the market. The local research will be processed and paid for completely by the consultancy; however, the personnel actually making the calls will be hired by the station. In a market the size of St. Louis, that represents 90 hours of part-time help a week generally. We will provide all training of these people and all forms for them.

R&R: Will you accept any size market station as a client?

BH: Yes. But I want to limit myself personally to ten or 11 major clients, and will bring in shortly a VP/Programming to work with the other clients. We'll both be working with all the stations to some extent, no matter the size.

R&R: In starting a new AOR (especially one that's switching formats to AOR) are certain things essential to your philosophies; for example, commercial-free periods?

BH: No, in fact we were only commercial-free two weeks in Denver and we were not commercial-free in Washington. There are certain format techniques that help, certain ways of imaging a station from the start, and making certain that all the music is right from day one. You don't want to promote a product and change it later because you've found you've made some errors.

R&R: Are your stations personality-oriented?

BH: I believe they are much more personality-oriented than several other consultants' out there. When our personalities speak they talk about rock and roll. They talk about all the things our target audience tells us they want to hear about. When they speak they should know about rock and roll.

True, our jocks don't cut up. They don't talk about what happened to them on the way to work. But they do lend credibility and credence to what rock and roll radio is all about: a street image that the station knows what's happening with rock and roll. We want the identity that, when Belushi or Lennon's death occur, they call us to find out if it's true, not our competitors. That is one of the most important images a rock station can have: to be the place that knows everything about rock and roll.

The jocks do use liners. However, hopefully they don't read them, they say them. They don't overemphasize words or call letters. We have probably the most natural-sounding air personalities around. I'm very proud of the programming staffs I assembled at Doubleday and am sorry that I'm leaving many of them behind.

R&R: Do your jocks have any freedom of song choice?

BH: No. The PD will be thoroughly trained in each and every nuance of what we're trying to achieve, and able to make the right choices.

R&R: Does this present morale problems for the jocks?

BH: No, in fact it gives the jocks more time to look over their music, decide what they want to talk about, etc.

R&R: What's the role of news to your stations?

BH: It's important in mornings only; that's when our respondents told us they wanted to hear it. Much of the news is what's going on around town or rock oriented, but when something important happens, we'll tell them about it briefly. Sports is also important and we use it heavily; we run scores in the afternoons.

R&R: How do you feel about outside programming and networks?

BH: Outside programming, and particularly live concerts (this comes back to

us from our focus panels), as well as the ones we generate, have been enormously successful in capturing specific audiences that the general format cannot develop allegiances with. It's a tool we use carefully but generously.

As far as networks are concerned, I'm not interested in having to take programs we don't want, and the sales department wasn't interested in what it felt was the potential to lose business because clients felt they had us covered by their ads on the affiliated network.

They can, in certain environments, be turned into a positive. Certainly a lot of the programming provided by the nets is exceptionally good.

R&R: You're well-known as an outspoken, strong-willed programmer. As a consultant, who will get the final say?

BH: Obviously the client. But they're not paying me to keep my mouth shut. I'm being paid to help, and part of that help consists of making sure everything is being done as well as can be. If I believe a client station is leading itself down the wrong path, or not executing to the maximum any particular programming element, I will make my feelings known as strongly as I can.

R&R: The consultant field is getting pretty crowded. What will make your contributions unique?

BH: I believe the consultant field will narrow. I don't feel there will be as many in a few years as there are today. What Bob Hattrik Communications Inc. offers is state-of-the-art programming, research, promotion, audio, and production. We offer the ability to train people in our systems and use them to the fullest. When I think of all my competitors in the field, I can see their special talents and what they offer to specific stations. But I can't think of one who will offer as much as we will to all our stations.

UPDATE

Few things are sadder and more uncomfortable than the last days at a radio station switching formats. When, after 11 years as a rocker, it was decided to switch KSFJ/San Francisco to a News/Talk operation (mirroring its AM sister station KGO), PD Pat Evans decided to make the station's last days something San Franciscans will recall for years to come. The station's staffers put together an eleven-day commemorative celebration of KSFJ's 11-year rock history called "When the Music's Over — The Last Eleven Days." Each day, from April 22 through May 2, the station is devoting its music and jock presentation to the songs and events of importance for each of those 11 years. Bay Area musicians, radio and music industry leaders, local politicians, and other notables are visiting the studios to provide guest commentary. Departing PD Pat Evans stated, "We've been putting so many hours and so much energy into this special programming that we've almost forgotten that it's our final days. This will certainly be a great reminder to our audience of the contribution we made to music and radio here in the Bay Area." WNEW-FM/New York is readying its 15th anniversary celebration for July, which promises to be a big one. Meanwhile, it's already released the first commemorative item connected to the station's anniversary: a limited edition "NEW-FM 15 Years" pin that's sure to become a sought-after collector's item. WMMR/Philadelphia is just one year behind WNEW-FM; the station is celebrating its 14th anniversary (and the city's 300th) with a low-dough show featuring Point Blank, Novo Combo, and others. Great ratings news for KISS/San Antonio, which got a whopping 19.5 in the latest Birch (No. 1 in the market, naturally). WMET/Chicago is sponsoring two special Grad Nights at nearby Marriott's Great America theme

park, including live broadcasts and rock from Prism, Le Roux, Shooting Star, and Donnie Iris. Owners of WCOZ/Boston T-shirts, pins or COZ Cards were eligible for free admissions at several recent promotional functions, including a rock concert of local acts, the planetarium, and rock roller skating parties. KSMB/Lafayette attracted 5000 fans to a free Kite Flight party. KZAP/Sacramento's producing its own TV show, "Capitol Rock," of local and national bands, which is simulcast on the station. WQDR/Raleigh and KILQ/Colorado Springs both won prestigious Pea-

body awards for (unrelated) news specials on the plight of the Vietnam vet. KNCN/Corpus Christi held a "Beach Olympics" competition and live music celebration for Special Olympics that garnered 7000. KFMH/Muscataine is introducing listeners to new wave and other special sounds in a new program called "Off the Beaten Track," which runs weekly. KZAM/Seattle just started a new feature called "The Lifestyle File," a series of three 2½-minute daily pieces dealing with issues of interest to listeners.

COLOR

ROCK AND ROLL PAYDAY: WLUP/Chicago invites listeners to call each Friday to register for \$98 "rock and roll paychecks," the station gives out ten each Friday.

\$25,000 DOUBLE PLAYS: WMMS/Cleveland is presenting a contest that asks listeners to catch double-plays (two back-to-back songs by the same artist) and then be the first to call a special station phone number to win \$1000. The station's giving away a total of \$25,000.

OFFICE LOVE PARTY: WTPA/Harrisburg pacted with Johnston/CBS and Susan Lynch's "Office Love" track for an "Office Love Party." Listeners won invitations to the party by submitting their office love fantasies on company stationery. Once picked, 20 winners had a wine and cheese listening party with Lynch, who gave them tickets to see her concert performance in town that night.

BLOCKBUSTERS: KFMH/Muscataine did "block parties," playing several songs in a row by the same artist, then asked listeners to call at a certain time of night and identify at least two of the artists spotlight-

ed in the day's block parties. Winners received prize packages including car stereos and video games.

PLAID MADNESS: WLPX/Milwaukee tied in with Universal Pictures and the new Steve Martin movie, "Dead Men Don't Wear Plaid," in a contest asking listeners to send in something bizarre in plaid. The most imaginative entry wins its sender an expenses-paid trip to the Hollywood premiere of the film.

CONCERTS & CONVERSATIONS

PRESENTATIONS: KVRE/Santa Rosa presented Dwight Twilley for \$1.01.

CONVERSATIONS: Motels on KZAP/Sacramento... Squeeze on WLIR/Long Island, WNEW-FM/New York, WDHA/North Jersey... Donnie Iris on WKWK/Wheeling... Country Joe, Dwight Twilley on KVRE/Santa Rosa... Loverboy, Long John Baldry, Foreigner, Bryan Adams on WCHM-FM/Montreal... Uriah Heep, Asia on WEZX/Scranton... Duke Jupiter on KTCL/FL Collins... Motels, Dwight Twilley on KKD/JFresno... Krokus on KLAQ/EI Paso... Cheap Trick on WLUP/Chicago.

Get On

THE INSIDE TRACK

With Lisa Robinson

SHOW #1 • March

Mick Jagger • Keith Richards • Bill Wyman

SHOW #2 • April

Rod Stewart • Ray Davies • Ian Hunter

SHOW #3 • May

Peter Wolf • Ric Ocasek • Billy Squier

COMING UP

Elton John • Pat Benatar • Chrissy Hynde
Peter Dinklage • Jerry Garcia

Hosted by **Lisa Robinson**, the rock journalist Rolling Stone called "America's most influential rock byline," **THE INSIDE TRACK** delivers the biggest names in rock **plus** the questions your listeners want answered, **plus** the music your stations are playing.

THE INSIDE TRACK, a 90-minute monthly special.

For further information, please contact: David Knight
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Santa Barbara	KTYD-FM	99.9	Greensburg	WGRK-FM	103.1	Pascagoula	WKKY-FM	104.9	Glens Falls	WYLR-FM	95.9	State College	WXLR-FM	103.1
San Diego	KGB-FM	101.5	Louisville	WQMF-FM	95.7	Bemidji	KDRS-FM	102.3	New York City	WPLJ-FM	95.5	Oklahoma City	KGOU-FM	106.3
Marysville	KRFD-FM	99.9	Bogalusa	WIKC	1490	Kansas City	KYYS-FM	102.1	Riverhead	WRCN-FM	104	Amarillo	KYTX-FM	98.7
Riverside	KOLA-FM	99.9	Donaldsonville	KSMI-FM	104.9	Jackson	KJAQ-FM	99.3	Syracuse	WAQX	95.3	Johnson City	WIDD-FM	99.3
Carbondale	WIDB-FM	104	Monroe	KMLB-FM	104.1	St. Louis	KWK-FM	106	Utica	WOUR-FM	96.9	Covington	WIQO	100.9
Champaign	WKIO-FM	103.9	Manhattan	KMKF-FM	101.7	Columbus	KTTT-FM	93.5	Watkins Glen	WXXY-FM	104.9	Harrisonburg	WQPO-FM	100.9
Chicago	WLS-FM	94.7	Pittsburg	KMRJ-FM	96.9	Kearney	KQKY-FM	106	Athens	ARCN-FM	99.3	Oak Hill	WOAY-FM	94.1
Rockford	WYFE-FM	95.3	Detroit	WRIF-FM	101.1	McCook	KICX-FM	95.9	Cleveland	WMMS-FM	101	Parkersburg	WIBZ-FM	99.3
Waukegan	WXLC-FM	102.3	Escanaba	WFNN-FM	104.7	Omaha	KEZO-FM	92.3	Youngstown	WSRD-FM	101	Ft. Smith	KISR-FM	93.7
Ames	KCCQ-FM	107.1	Flint	WWCK-FM	105.5	Alamogordo	KYLO-FM	90	Eau Claire	WBIZ-FM	100.7	Anchorage	KRKN-FM	102.1
Davenport	KKRL-FM	93.7	Grand Rapids	WLAV-FM	96.9	Albuquerque	KWXL-FM	94.1	Oshkosh	WAHC	96.7	Phoenix	KDKB-FM	93.3
Muscatine	KFMH-FM	99.7	Houghton	WMTU-FM	99.1	Hobbs	KZOR	94.1	Portage	WDDC	100.1	Adel	WDDQ-FM	92.1
Brazil	WBDJ-FM	97.7	Marquette	WBXX-FM	105	Roswell	KBIM	910	Bellingham	KISM-FM	93	Washington	WRQX-FM	107.3
Greencastle	WJNZ-FM	94.3	Newberry	WNBX-FM	93.5	Toos	KKIT-AM	1340	Spokane	KREM-FM	92.9	Denver	KBPI-FM	105.9
Alexander City	WRPS-AM	1050	Orono	WMEB-FM	91.9	Princeton	WPRB-FM	103.3	Jacksonville	WQXR-FM	105.5	Colo. Springs	KILO-FM	94

Adult/ Contemporary



JEFF GREEN

BOB HENABERY, CONSULTANT

Listening To The Voice Of Experience

Consultants today play a large role in radio programming. There are literally dozens of consultants specializing in individual formats, and some who cover several. One such person is Bob Henabery, a radio programmer for 34 years. His experience includes work with the ABC O&O AM & FM stations, WCBS/New York, WKYS/Washington, WWJ-AM&FM/Detroit, and WRKO-AM&FM/Boston. Among his current A/C clients are WENS/Indianapolis, WWYZ/Hartford, WZZP/Cleveland, WCCO-FM/Minneapolis, and KHTZ/Los Angeles.

Broadly-experienced consultants like Bob represent a valuable industry commodity: advice and education. There are no schools for radio programmers, so whenever a programming expert is willing to share time-tested insight, it's worth a listen.

Those who know Bob will tell you he can authoritatively address nearly any topic about programming. Although he insists "there are no success secrets," Bob did share several interesting and seldom-heard thoughts directed towards young or developing programmers.

Music Balance & Research

Many programmers today use only records that score well in their research or appear high in the charts. It sounds sensible, but you can't perceive the excellence of the music on a station to be the sum of the individual scores. The answer lies in a perception of correct balance. Love songs get the high marks in callouts, but you obviously can't just play ballads. It gets boring — extremely boring. Watch for aspects such as artist fatigue and tempo variety.

Research is a fine tool, but a station can still cause tuneout, even with the individual records all testing at high score levels. If the playlist is too tight and off-balance, the entire music list can experience a massive "meltdown," and the overall radio station sound suddenly burns out. I've seen it happen in a variety of formats, and it is a very serious situation.

Basically, I'm a gut instinct programmer who values and uses research, but instead of letting it control my decisions, I use it to confirm my own instincts. Sometimes my research methods themselves have not been considered "valid" as seen by statistical experts, but a creative person can extrapolate, using his professional experience in constructing synthetic forms parallel to his own past experiences.

Radio: Creative Or Scientific?

As important as creativity is, it's essential to keep your creative successes in perspective. There is a limit to the amount of creativity this industry generally exercises. After all, we in radio don't create the actual music and the news that occupy such a large percentage of our programming. Therefore, it could be said that radio is not an overwhelmingly creative business. However, this is an extremely difficult business, because of the complexity in obtaining feedback from the people using radio. For this reason, I see radio as much a scientific field as a creative business. An analytical mind is as important as a creative one.

Leaving Mistakes Behind You

The qualities of a successful career programmer are familiar: a hard-working attitude and honesty. Not so well-known are emotional control, the ability to honor confidentiality, and very significantly, leaving your mistakes behind you when switching jobs. Making a job change is one of the best moves you can do, because you can analyze your weaknesses, and try to correct them as you begin your new position.

I've always discouraged programmers from hiring friends from previous working experiences. The reason is that these friends have become witnesses to the weaknesses you supposedly left behind. This situation makes it more challenging for you to change and improve yourself.

Progress

Programming/Operations

In addition to positions as producer/air talent, Bill Oberst has been promoted to Music Director at WIS/Columbia, SC. . . . Across town at WSCQ, Joel Knight is appointed Music Director. . . . Bob Cummings, most recently PD at WNDE/Indianapolis, joins WJMD/Washington as Music Director and morning personality. . . . John Roberts, former PD at WSQR/Sycamore, IL, is appointed Music Director for WQUA/Moline, IL. . . . Chris Hunter is named Program Director at KSRO/Santa Rosa. . . . WSKY/Asheville has appointed Tom Cassidy as Music Director, replacing Shannon West, who is the new MD at WJAD/Bainbridge, GA. . . . Greg Peddicord is upped to MD, in addition to his midday show at WVLC/Lexington. . . . Michael Hagerty returns to KOLO/Reno as afternoon drive personality/MD, after serving as News Anchor for KTVN-TV/Reno. . . . Paul Ehls is promoted from PD to GM at KBOZ/Bozeman, MT, while former WKTY/La Crosse staffer David Fozler is named Operations Manager. . . . Robin Barron has been promoted from secretary to co-MD at WEIM/Fitchburg. . . . In its 35th annual ceremony, the Greater Washington Board of Trade Directors announced WMAL/Washington Executive VP/GM Andrew M. Ockershausen as their 1982 "Man Of The Year." He has been with WMAL for over 32 years.



Andrew Ockershausen



WHAT THE HECK IS THAT?! — Just another wild entry in KALL/Salt Lake City's co-sponsored Snow Sculpture competition. The day-long activities include sled races, baseball, public-bull, giant snowpeople, chill cook-offs, trophies, and cash prizes.



HOLLI MEETS HOLLY — Miss Indiana 1981/Miss U.S.A. first runner-up Hollie Dennis stops by for an interview with WZUN/Lowell, IN afternoon personality/Operations Manager Jim Holly, as part of the station's involvement in the annual beauty pageantry.



LAMESANS LOVE CHUBBY — Chubby Checker, accompanied by his son Sheen, says hello to KCOT/Lamesa, TX morning personality John Rizzo and his wife Renee during a recent rodeo appearance nearby.

Understanding Management BS: The Real Truth

This is a very critical area young PD's should be on the alert for. Young PD's are sometimes totally naive about the things management tells them. They need to be able to tell the difference between a lie and BS.



Bob Henabery

"Young PD's are sometimes totally naive about the things management tells them."

A lie is when someone is led to really expect what is said to be the truth. On the other hand, BS is telling someone something that is not expected to be believed. The problem occurs when the manager thinks he has simply BS'd the PD, while the PD feels he was lied to. This instance occurs frequently over the issue of company advancement. Here's the point: This business called radio is controlled and managed by businesspeople, and most businesspeople rightfully do not want to give management opportunities to young PD's because they have neither the selling nor the money management experience.

For this reason, when management tells a young PD, "You stick with us and we'll have a management opportunity for you at some point," that's usually all BS. What he's really saying is, "We don't want to lose you because we think you're good." He's just saying these things to make you stay, but he doesn't really mean it. After all, when the big jobs comes up, they go to the

sales managers. I really believe that. You don't see PD's promoted to management except in unusual situations. It just doesn't happen. Most of the time when a young programmer is told, "Don't take that new job — stick around because great things are going to open up in the company," he's being fed BS. Yet these are not lies. It's up to the programmers, as professionals, to understand what is BS and to accept it as that. It's not calling someone a liar, it's recognizing corporate behavior. You really can't expect people in business to be more straightforward, because we're talking about human nature. People don't want to lose good employees, and will BS to keep them.

In the final analysis, this point about corporate BS reveals an important lesson about business loyalty; i.e., there is no such thing. Recently, I talked with a guy considering a new job, but he wanted to stay where he was because of loyalty. Frankly, I had to laugh at the notion! What does loyalty have to do with business? Loyalty has everything to do with family, spouse, country, and religion, but has nothing to do with the dollars and cents of a straight business proposition.

If leaving your job for another creates problems for your station, you can try to work a smooth transition for all concerned, but in the end, it's just tough luck for your company. It's crazy for a manager to say, "You're leaving us in the middle of the ratings period!" He's being unrealistic. Why should someone stay when he's been offered an immensely better opportunity? That's what the American system is all about. Provided it's ethical and legal, what everybody in this business should do is what is best for themselves.

The Music Section

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

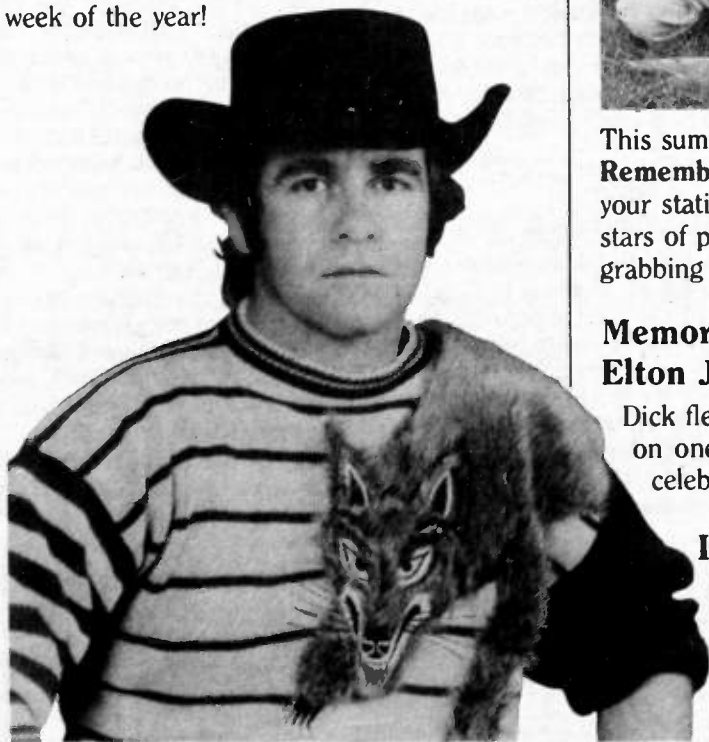
D I C K C L A R K ' S

Rock Roll & Remember

The Summer of '82 Super Specials

Join WCBS-FM, New York; KCEE, Tucson; KNBR, San Francisco; (and stations in more than 100 other markets) and let The United Stations help you build the biggest summer ratings ever for **your** radio station!

Dick Clark's Rock, Roll and Remember features an in-depth interview profile of a major artist, as well as additional interviews with as many as a half dozen other artists. Dick Clark and The United Stations create a new four-hour radio special each and every week of the year!



This summer **Dick Clark's Rock, Roll and Remember** is sure to attract listeners to your station with a roster of the biggest stars of pop music, including these listener-grabbing specials:

Memorial Day Weekend with Elton John!

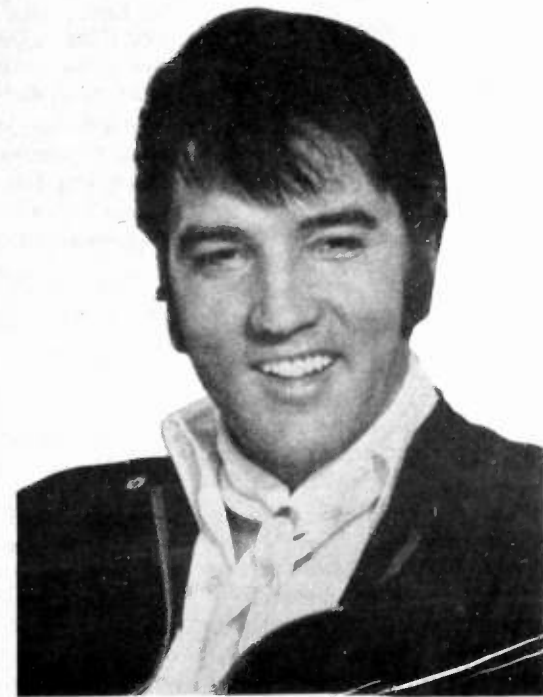
Dick flew to London to do a recent one on one interview with this star who's celebrating his first dozen as a hitmaker.

Independence Day Weekend with the Beach Boys!

The biggest Sun and Fun weekend of the year with the group that means "summer" to radio listeners.

Labor Day Weekend with Elvis Presley!

Rare interview material from Dick's personal collection shows sides of Elvis that your listeners have never heard before.



All the great music you remember from the beginning of Rock and Roll until today.

For more information, on how your station and its audience can be a part of our Summer of '82 Specials, call us at (800) 368-3033 or (703) 556-9870.

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Country



CAROLYN PARKS

- Testing Potential Hits
- Don't Prejudge Record By Label Or Artist
- ▶ Production Quality Is Important

RADIO MD'S RESPOND

Bridging The Communications Gap

Last week's article dealt with some of the problems independent record labels face in their dealings with radio stations. With, in most cases, a limited promotional budget and a roster of unknown artists, these companies often find the task of getting their records played and distributed a disappointing and frustrating experience. However, a number of helpful hints were brought out, the most frequent being honesty — on both sides.

Not too surprisingly, that basic premise was also foremost on the minds of the three radio Music Directors I talked with this week, KMAK/Fresno's Charlie Scott, KBMR/Bismarck's Kim Gillund, and WGNA-FM/Albany's Rex Gregory. Following, these MD's offer their thoughts on the at times tentative and always symbiotic relationship that exists between the radio and record industries, and some ideas on how to make this relationship work to the advantage of both the record players and promoters.

Charlie Scott KMAK/Fresno

My primary motivating force in adding a record is is that a good record for KMAK? If it's on a label that I have no information on whatsoever, I'm not afraid to go by the sound of the record. However, I do like to get some information on it, such as what some of my fellow programmers are thinking about the record, although I won't necessarily wait for someone else to go on it first. I appreciate it when I get calls from the label giving me some background on the record, but still the primary thing is is it good for our format and do I think it's going to be a hit?

If I haven't been contacted by the label, I'll even call them and tell them I'm considering adding the record because I can appreciate the difficulty a small label has in getting a record started, so I like to help them out. I find that the biggest problem, particularly with some of the independent or smaller labels, is that after we're playing a record and our listeners want to go buy it, they start calling us because they can't find it in the stores. However, there are a couple of major labels that could be a little bit faster with their distribution too!

● My music policy is very liberal. I may have anywhere from three adds up to whatever I feel is necessary. I never tell someone that I'm going to add his record if I'm not going to add the record. One of the ways that I have compromised, if that's a

good word, is that I do have a period of time where we'll test some records that have potential. I'll put the record on at night, usually after 9pm, and have people call and vote on it. It's an old gimmick but it's surprising how many times we find some left-field hits. Some of the small independent labels have themselves a hit on their hands and they're probably not aware of how big a record it could be. If it doesn't test well, I tell them that I don't feel I can justify adding it but to keep me posted. If everybody else in the world plays it, then it means I was wrong, and I'll probably add it.

● I don't take calls when I'm on the air (between 2-6pm) because the companies are calling long distance and it's difficult for me to talk to them and probably expensive for

"Everybody on both sides of the fence should exhibit a little more honesty with each other, and it would probably be a much healthier situation."

— Charlie Scott

them as well. However, I do take calls from anybody and everybody before I go on the air. KMAK has excellent service, so I do get a lot of product. I listen just about every night because I feel I should listen to everything that comes in. One thing I do

like to know is where the record was produced, who produced it, and where it was recorded. That's important, because if it's an established studio and an established producer, obviously the company has put a lot of money into it, which means that it's not just one of those overnight garage records.

Sometimes there's a little more hype from some of the smaller labels. They'll call me and say, "Boy, we're getting great action on it, and I've got an awful lot of adds." When I ask who, they'll say, "Well, I don't have my sheet right here, but..." I'm not going to not play the record because of that, but talk to me like a big boy. If no one's playing it, fine, tell me! If I hear a record and think it's good, I'll add it, and we have done that. Fortunately, we've not been wrong very often.

Where the problem enters is when the label doesn't have faith in the record itself. In that case I don't think they should try to convince someone else to have faith in the record. I feel that labels should have a little more straightforward presentation of the story behind the record and a little less hype. Let's all be a little more honest about a record on both sides... the person promoting it and the programmer who's considering it. I think that the people who add the records should realize that it's a very responsible and serious business, one that is critical to a record company. Just one add from a significant station for a small label can mean a make it or break it situation. What it all boils down to is that everybody on both sides of the fence should exhibit a little more honesty with each other, and it would probably be a much healthier situation.

Kim Gillund KBMR/Bismarck

Mainly I do a heck of a lot better with the smaller labels because it seems like they don't have as much product to promote, so they're more apt to call just to make you aware of it. They're not pushy at all, whereas some of the major labels don't even call here. Since we are kind of a starter station, I tend to lean that way in reporting and adding records. If a label is pushing a new artist and calls me, I'll often

add it to help them out, because it is hard to get started.

I try to take my music calls between noon and 2pm on Wednesday and Thursday. By Friday it really isn't of much use to them anyway. Although I've told people not to call me at other times, I still have trouble with a few who call while I'm on the air. If everyone would call at the right time, it would work great, but it hasn't worked for me yet!

"I like to get input from the listening audience because I don't think one person should judge what everyone else should listen to."

— Kim Gillund

There is a little problem getting some of the smaller labels into the stores here. If we play an off-brand label and it's a good song and people want to buy it, I have no way of knowing who to contact to get it into the stores. However, we'd still keep it on. Mainly the stores around here carry the major stuff, even if a song does get really hot. Everybody and their dog sends their records to us, so if we do happen to play it then the store probably doesn't get it.

■ Some people prejudice a record by what label it's on (such as the Charlene record on Motown) or even by the name of the artist (like Petula Clark), and some MD's won't even listen to it. I usually listen to everything that comes in and sort it out into three piles... stuff we're not going to play, a "maybe" pile, and records that will definitely go on. However, if someone calls me and asks for an add and I'm still kind of worried about going with it, I'll put the record on a program we have called "Rate A Record" and see how people react to it. So it's not entirely my decision. I like to get input from the listening audience because I don't think one person should judge what everyone else should listen to.

If it's a new artist, a lot of times I'll be the first one on it, so I don't know who else is

Continued on Page 36



COMING TO YOUR NEIGHBORHOOD SOON! When shy, retiring RCA artist Jerry Reed comes to visit your station, look out for some fun times (and some very interesting pictures)! Jerry, currently on a promotional tour in support of his current single and album, is shown hamming it up with (1)

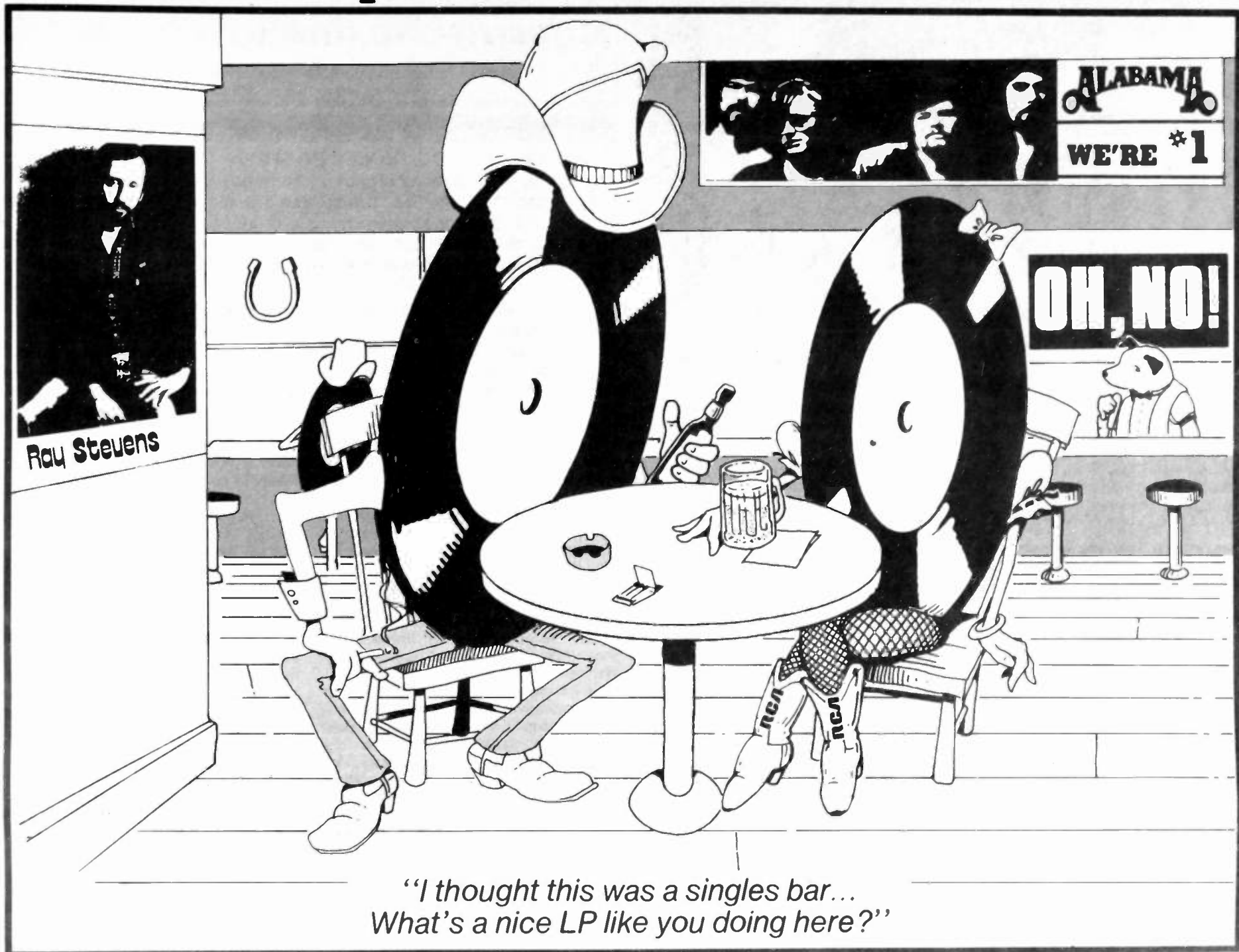


WYDE/Birmingham PD Jim Powell (rear) and jock Chris Fox; (2) WLWI/Montgomery MD Rhubarb Jones (center) and RCA's Gaylen Adams; and



(3) WPL0/Atlanta MD Len Anthony.

On The Flip Side



RANDY PARTON

"Oh, No"

BB ★ 79

PAUL OVERSTREET

"Beautiful Baby"

BB ★ 87

RAY STEVENS

JUST SHIPPED

"Where The Sun Don't Shine"

RCA
RECORDS



KLZ EXPOSES COUNTRY — KLZ/Danver recently presented its first annual listener appreciation event, the Colorado Country Expo, featuring numerous booths and exhibits, live local bands, and two performances at the Denver Coliseum by Charley Pride and Sylvia. Over 25,000 people stopped by to look and listen as KLZ broadcast live from the site. Pictured (top, l-r) are KLZ jock Sandy Travis, RCA's Carson Schreiber, Kim Mellick, KLZ GM Ed Hardy, KLZ announcer Perry Martin, station PD Bill Bradley, and KLZ Promotion Director Ann Quinn; (bottom, l-r) station personality Chuck Leary, KLZ Sales Manager Jon McNutt, Sylvia, Charley Pride, and KLZ staffers Mike Tanner and Jockey Joe.

Bridging The Communications Gap

Continued from Page 34

playing it. However, I do like to know if the artist has done anything before, what area of the country he or she is from, etc. I don't need a whole lot, just a little background information, because I go basically on how the song sounds. If a label calls to make me aware of a song coming out, I'll look for it and if it's good, I'll put it in rotation the day we get it.

If I say I'm going to add a record, it goes at the top of my list, because a lot of times when I report my list to say the Gavin Report, they only have so much room and they may drop off your last couple of adds. If you don't report it as the first one, it's not going to get on there. I think a lot of MD's will say they're going to add the record and then don't and then try to avoid the promoters. If you're not going to add it, tell them you're not. At least be honest!

Rex Gregory WGNA-FM/Albany

What I look for basically in a record is if it's country and if it's professional. We're going with the heaviest country sound we can get and still be professional and salable. If it sounds good and the quality is good, I don't really worry if it's not on a big label. I'll go with a new artist if the record has a real good country sound and a good storyline. In fact, I'd rather go on something like that than something that is more pop, such as the new Barbara Mandrell, which I'll probably lay back on until it starts to move a little bit.

► Production quality is also important. I've had some records come in and sound good and the lyrics are great, but the record quality is so bad you can't use it. It's a shame because the artist isn't going to make it because of that. This mostly happens with the smaller labels, although I've had it happen with even some of the bigger labels.

We also monitor the lyrics because the one thing we have to worry about up here is if the lyrics are really bad or gross. If so, we won't play it, or if it's a heavy crossover record that really isn't country I won't play it. With about ten other A/C or CHR stations in the market, we try to keep our ID away

from them and establish our own identity. I don't find it a problem saying no to someone who wants me to add their record if I don't think it will fit, because you've got to worry about the sound of the station. I just tell them the reason and most of the time they take it in stride.

There's so much product coming in all the time that you have to pick and choose. However, our playlist is usually around 60-65, so I've got a lot of room to play with. Even if a record doesn't really make it, I'll usually stay on it four to five weeks if it sounds good. At least it gives the listeners a chance to hear it and request it on the air if they want. I feel that if it was good enough to add originally, it deserves to stay in for at least a month because in a light rotation the listeners aren't going to hear it that often.

We get good service from both the large and small labels. The only real problem is

"I feel that if it was good enough to add originally, it deserves to stay in for at least a month."

— Rex Gregory

getting the records into the stores. There are only two or three stores around here that carry a big selection of country, so it's tough to get them to carry artists that are not as well known as say a Mickey Gilley or Charley Pride. If they get enough airplay, a lot of the smaller labels will then send product to the stores in the area, so I always tell them what we're playing and how the requests are so they have some idea of how their record is doing.

I'd say I probably have a little better rapport with most of the majors, simply because they handle more well-known product and it's not much of a push thing. However, I basically haven't had many problems with any of them. If we're not going to play a record, that's it. I'll always listen to what the promoter has to say, but I find that the less they hype me on something and the more they let me rely on my own judgment, the more open I'll be. The one thing which does get to me is when they start calling two times a week. I'd rather have them call once every two weeks if it's something that isn't a real big hit, because it doesn't change that much in a week. If enough stations are on it, I'll listen to it again, but the main thing is still sound.

Inside Nashville



BIFF COLLIE

WHAT ARE YOU GONNA DO WHEN YOU GROW UP?: This month marks the anniversary of my romance with radio. I started playing disc jockey at age 15 at KMAC/San Antonio in 1943. Every manager I've ever worked for at one time or another has opined: "The money's not great, but look at the exposure you're getting." Would you call 39 years on the air "overexposure?" (It's still my first love) . . . Graceland (Elvis's home in Memphis) is girding for gawkers, opening the grounds and the house for general public viewing at \$5 a whack starting June 7. Sorry, you still won't be able to see in inner sanctum upstairs, where he lived and died. That will be off-limits . . .

Jerry Clower became a member of the Nashville Chamber of Commerce. (He lives in Mississippi) . . . Dolly says she's "back to the country" musically after a run at "All Over The Road" music. Dolly says she wore herself out making the "Best Little Whorehouse In Texas" movie. By the way, while they were here recording the music soundtrack for that movie, one day the female background singers all appeared at the studio in "proper attire befitting the 'Call House' station in life," all dressed like streetwalkers. Got a good laugh. . . . George Jones has a new personal manager, Don Gilbert of Florence, AL. Nashville columnist Michael Erickson branded last year's No.1 chart champ Razy Bailey as "long on hits but short on fame." It's coming for Razy though . . . The new Big Boy restaurant on Music Row opening this week and the companion hotel with reservations into winter 1982 won't be open for sometime, but they're stacking bricks fast and furious . . . Lots of radio people and hopeful artists in town for the Wrangler Country Starsearch National Finals held April 28. The 49 state winners went through the elimination stage all week, culminating in the TV-taped, two-hour show featuring the Top 10 finalists presented at the Opry Wednesday night. Look for the show to air in early summer, with special in-person performances by Jerry Reed, Tammy Wynette, George Jones, Mel Tillis, T.G. Sheppard, and Connie Cato, and hosted by Dennis Weaver . . . By the way, Ray Price has announced that he will no longer be associated with the Starsearch "for personal reasons," as he feels the original objective "to promote new talent all around the country" has now been accomplished

AIRLINES: Faron Young's description of a girl he heard perform the other night: "She should be arrested for loitering in front of a band!" . . . "Hee Haw" matchstick-figured Roni Stoneman says: "I married my husband Richard Adams for his money and he married me for my body . . . and we both got cheated!" . . . Loretta Lynn, after sessioning with her favorite producer Owen Bradley, flew to L.A. to videotape the Richard Simmons show . . . I'd say Barbara Mandrell has arrived. Erma Bombeck wrote a column on her . . . Bobby Mackey's new record "Pepsi Man" and a case of Pepsi is being delivered to stations all over the country by your neighborhood Pepsi-Cola delivery man . . . great idea! . . . "I DON'T BELIEVE DOLLY SAID IT DEPT.:" "I make a better whore than a secretary" comparing, of course, her first two movie roles, "9 to 5" and "Best Little Whorehouse In Texas" . . . Cindy Cash says the way her dad got "into"

the "Man In Black" stage clothes evolved from his first public appearance as a singer with a band; it was in a church and they all thought it would be nice to dress alike, hence the black attire . . . Conway Twitty's "Star-Shower" at Opryland theme park in Nashville last week kicked off a succession of stars succeeding Sundays this summer: Ray Stevens, Bonnie Raitt, Ricky Skaggs, Quarterflash, et al for the month of May . . . Wayne Edwards' editor should be arrested. He's always got funny lines in his "Bullsheets" from RCA's Dallas office. Go for it! . . . Rick Springfield's date at the Opry House here on Sunday May 16 was sold out an hour after the tickets went on sale. They could fill three or four houses here for all the Soap/Rock addicts . . . Have you seen the newest singing cowboy? He's Rex Allen Jr., seen hereabouts with his dad . . . Hey, Wayne Edwards, the cowboy on your weekly sheet looks like Mercury/PolyGram's Frank Leffel. (Better check that out) . . . Karen Taylor's star-route is following the pattern of Janie Fricke. Karen's been a studio back-up singer on hundreds of country hits, including Dolly, George Jones, and more, and you know, it shows in her record product . . . Former Cleveland, LA DJ and local Texas promotion man Charlie Ross just cut his first single for Townhouse Records. As Charlie explains, his varied background will come in handy, since "I can record 'em, promote 'em, and play 'em!" . . .

Although gold records line the walls of many radio stations around the country, this special presentation of the "Coal Miner's Daughter" movie soundtrack album was the first gold presentation ever received by the CMA and the first ever



specially packaged for the CMF. Loretta Lynn is pictured doing the honors with Country Music Association Executive Director Jo Walker-Meador (left) and Country Music Foundation Executive Director Bill Ivey (right).

HOW TO "PITCH" A HIT-SONG: Kris Kristofferson, a licensed pilot, flew over Johnny Cash's Old Hickory Lake home, his helicopter landed in the yard, got out and sang "Sunday Morning Coming Down." You know "the rest of the story."



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The Music Section

Country Radio's Most Accurate
Music Information

Begins on Page 50

News/Talk



GAIL MITCHELL

WWDB 7-YEAR VET

Talk's Alive And Well On Philly FM

Following its switch in format allegiance from music to talk (R&R 4-23), KGO-FM/San Francisco joined the ranks of the few not adhering to a commonly-held belief — FM isn't suited for talk; AM is. To find out just how well talk holds its own on the FM band, I recently talked with Lita Indzel Cohen, Exec. VP/General Counsel, and Sid Mark, Exec. Operations Manager of WWDB-FM/Philadelphia.



Sid Mark



Lita Cohen

WWDB began talking on St. Patrick's Day; however, it's not "green" any more where talk is concerned. It's been seven years. Though the station went down (5.0-4.7) in the winter book, it has consistently scored well in the wake of such competition as Group W's KYW (9.3-10.5) and CBS's WCAU (3.4-3.6). For 18 years prior the station had programmed jazz, which was an aesthetic success but not a monetary one. But what prompted Banks Broadcasting to change its 50,000 watt facility from music to talk? "Billy Banks, who was the founder and owner of the station, always did innovative things," explains Lita, a six-year station vet. (Dolly Banks now serves as President/GM) "We saw the growth of FM and this was a chance to find our niche. When everyone was switching to the FM band, there we were as a refreshing oasis in a desert of music."

Sid, who's been with the station for 26 years, dismisses the "swallowed up" feeling of being surrounded by all that music and adds, "Absolutely, the more music the

better. Let them all play music. Just about all other formats were available in Philadelphia on either AM or FM, and the management had the bright idea of trying talk on FM. Everybody from the President of Arbitron to former CBS executives told us that it was sheer suicide. But it has been enormously successful."

Talk All The Time

Besides the strong signal, both think part of WWDB's success stems from the station being talk all the time. Sid elaborates, "Most Talk stations go into a news cycle for their morning and afternoon drivetimes whereas we continue right in with our two-way conversation straight through the morning and afternoon." That's not to say the station doesn't air any news. It carries ABC every hour at the top of the hour and local news every hour at the half. And it hasn't entirely forsaken its musical roots. Sid hosts the long-running Frank Sinatra program which WWDB broadcasts for four hours on Friday, five hours on Sunday.

There was a time, according to Lita, when the station was known only for the Sinatra show. But as time passed, audience awareness evolved and they now associate WWDB with Sinatra and talk, and know the air personalities by name. It's the talent and management's camaraderie with them that is credited with enhancing the on-air sound and the station's popularity. Talk hosts include Richard Hayes, a singer formerly associated with the Arthur Godfrey show, and Frank Ford, described as the father of Philadelphia talk radio. The



MASCOT HOUNDS CITY FOR NEWS — A familiar sight these days sniffing around the French Quarter and elsewhere in New Orleans is WGSO's station mascot, NewsHound. Buff-tan with black trim and a bright red tongue, NewsHound is in actuality personality Ken "Hollywood" Hernandez. Besides being a popular audience attraction at remote broadcasts and other special events, NewsHound barks out live reports via a wired two-way radio.



BOOSTING MDA PLEDGE SUPPORT — WRKO/Boston, the Boston Celtics, and the local "Stop and Shop" chain have banded together in support of the Muscular Dystrophy Association. One dollar from every Celtics T-shirt is donated to the MDA. Shown modeling the official T-shirts are Celtics Head Coach Bill Fitch and Massachusetts MDA poster child Jennifer Haskins.

weekends feature a potpourri of specialists who give advice on real estate, finance, and health/physical fitness. Overall, the station strives for a blend of controversy and entertainment: "It's not just a station where people call in and talk," Sid stresses.

Promotion = Listener Loyalty

Ongoing promotions that "don't clutter, but are done within the flow" add to WWDB's community awareness. The station has sold hamburgers for a dime and french fries for a nickel, gas for 39.9 cents, paid listener auto gas and telephone bills for a year, and sponsored a "big cheese" contest with station personnel coming to listeners' place of business with cheesecakes. Such promotions aim for high visibility, strong community feeling, and the ultimate goal of listener loyalty.

One example is a recent trip host Frank Ford made to South America. He took along a capacity crowd of listeners who paid close to \$4000 for the travel opportunity. Then there's the case where a cult movement was being forced to evacuate the house in which they were dwelling. Innocent neighbors were removed and the whole area was sealed off from the press. However, one person, who had been asleep, was overlooked. When he looked out of his win-

dow and saw what was happening, he called WWDB and gave the station a blow-by-blow account of the proceedings; his accuracy resulted in the station tapes being subpoenaed. "The young man who saw it could have called anywhere," Lita reiterates. "But he picked us."

Crowding The Oasis

Since WWDB has carved a successful space on the FM dial, why haven't more within the market and nationally staked out a share of the oasis? "In Philadelphia, KYW is doing well. WCAU tried to do all-News, KYW buried them, and they went back to a Talk format," Sid explains. "We are currently in a position of strength. I would say that number one it's difficult to find the personnel that's required to do Talk radio, both male and female." Lita agrees and emphasizes, "The FM band still has the feeling of music so that people are reticent across the country to try it on FM. We just happen to be in a lovely position here in Philadelphia for the same reason that no one challenges KYW anymore." However, she does concede that could change. "Once AM stereo becomes not just accepted, but more predominant, at that point there may be no difference between AM and FM. Then other people across the country may try it."

News/Talk Personalities

ON THE MOVE: Beginning May 3, syndicated columnist Pat Buchanan cohosts a one-hour talk show with Tom Braden on WRC/Washington, DC.

In other station activity, Bob Levey, Washington Post columnist, jumps aboard as afternoon talk host; fellow Postonian Mike Causey tackles a Sunday talk show; Ron Eisenberg, attorney, hosts a weekly talk segment; and Dr. Mark Cathey, horticulturist, cohosts a gardening talk



Gail Parker

program with Mac McGarry... KCNN/San Diego kicked off its new format last month and the news staff is as follows: Larry Bruce, PD; Jeff Prescott, News Director; Roxane Russell, Managing Editor; Bob Hudson, AM anchor and Jeff Lucifer, PM anchor; Lyn Lacye/Ashley Gardner, community news; and reporters Rick Hill, Robin Brown, Dr. Benjamin Wool, Steve Springer, Robert Lakisol, and Larry Lindner... Kathy Garrow named writer/reporter at KYW/Philadelphia

... WBBM/Chicago News Director John Hultman, appointed Senior Correspondent at the station... Jim Nelson replaces Sean O'Brien as PM host at KMED/Medford, OR; O'Brien moved to KUGN-FM/Eugene... WINS/New York announces Ritschard Homberg's elevation to Promotion Manager, names Karin Ericson Research Director... Copy Editor Roger Nadel to Executive News Producer at KNX/Los Angeles, which just celebrated its 14th anniversary as a News station... KVI/Seattle welcomes Deborah Berger as Consumer Reporter... Dr. Gail Parker (pictured) hosts "Ask the Psychologist" on WXYZ/Detroit, Monty Korn named host of station's "Money Talk"... KYXI/Portland, OR (News 15) evening anchor/reporter Dennis Brodigan elected President of Oregon Associated Press Broadcasters Association... Barbara Riegel, KFWB/Los Angeles's Orange County Bureau Chief, elected President of S. California division of AWRT... WRKO/Boston State House reporter Owen May was the sole Boston media rep at the recent Democratic Gubernatorial Debate Panel...

ABC TALKRADIO ADDS TWO: Effective May 3,

KLIQ/Portland, OR joins ABC's talk network fold, followed by the May 6 affiliation debut of WERE/Cleveland.

PROGRAMMING HIGHLIGHTS: WBAL/Baltimore broadcasts live from Mt. Vernon Place at the 66th annual Flower Mart Festival on May 5... KVI/Seattle now programs "Dream Talk," hosted by clinical psychologist Dr. Gayle Delaney, who analyzes dreams... KCBS/San Francisco set to air live coverage of the Earthquakes' 1982 outdoor soccer season... WMCA/New York recently launched an "Advertising Age" segment on its "Special Edition" show with AA Executive Editor Fred Danzig working alongside station host Bob Grant... KTRH/Houston kicks off monthly talk show featuring Mayor Kathy Whitmire... KORK/Las Vegas adds business news segment with veteran business reporter Gordon Williams, who files for ABC Information Network... "Down To Earth," a gardening program with George Miller, joins WEZO/Rochester lineup...

KIRO SEEKS ACTION: KIRO/Seattle has formed a Newsradio Action Group, a team of 12 radio journalists who are prepared to cover major news

events live from anywhere in the world within 24 hours of departure. The team includes: News/Programming Director Vic Bremer, Managing Editor Andy Ludlum, morning host Bill Yeend, morning anchor Dave Stone, sr. reporter Phil Johnson, midday host Jim French, afternoon anchor Dave Ross, Sportsline host Wayne Cody, evening host Bill Gallant, weekend host Rick Van Cise, and reporters Jim Meyer and Carolyn Duncan... WOR/New York once again winged its way to London for the second time to broadcast live from the Duke of York's Theater.

NBC SEARCH: NBC Radio is looking for the right talk host to complement Sally J. Raphael on its Talknet, dealing with human relations. Interested talkers can contact Morrie Trumble at (212) 664-2490...

KYXI SPELLS TAXPAYERS' RELIEF: On April 15, KYXI/Portland, OR was on hand at the local post office with coffee and donuts for the midnight deadline... For the second year WGST/Atlanta sponsored the "World's Largest Garage Sale," featuring more than 120 civic, charitable and religious nonprofit organizations selling their wares...

Black Radio



WALT LOVE

KTWN-FM/MINNEAPOLIS, ST. PAUL

"Pop-Jazz" — A New Radio Format?

Our Jazz radio stations across the country continue to decrease while jazz-oriented musicians continue to grow in numbers. College music professors are desperately trying to find seasoned jazz musicians to interact and sit in with their students so the true art form won't be lost. When one speaks of a black musical art form, jazz has been as solid a part of our music background as gospel and the blues. If there are no outlets for this music to be heard, it will die like so many other things in our society.

Well, in Minneapolis/St. Paul, one radio station, KTWN-FM, is preserving music — especially music by blacks, whites, and anyone whose music may not be considered "commercial." If one's music is jazz or what is sometimes referred to as "fusion," an outgrowth of jazz, KTWN-FM will give you an opportunity to have your music heard. After speaking with Jack Moore, KTWN-FM Owner/General Manager, and Tom Pelissero, the station's Operations Manager, I concluded that here was a unique format aimed to please a special type of audience that obviously included the small percentage of blacks in the area.



Jack Moore

Tom Pelissero

I started by asking both gentlemen to tell us something about Minneapolis/St. Paul and their format. Jack Moore told me, "For those who may not know the Minneapolis/St. Paul market, we think of it as the 'San Francisco of the plains.' It's a fairly sophisticated market, with good theater, orchestra hall, sports, and a nationally famous major league stadium, and great art institutes. Considering all of this we were not surprised to find an audience for our 'Pop/Jazz' format. Generally speaking, we play listenable music ranging from Art Tatum to Keith Jarrett and Joe Sample (if you're thinking in terms of piano). I suppose if you're thinking trumpet it would range from the softer fu-

sion of Chuck Mangione, Wynton Marsalis, Maynard Ferguson to Dizzy Gillespie."

Turning to Operations Manager Tom Pelissero, I asked him to comment on his rationale for the specific choice of music selections. "First of all, I'd like to clarify that Jack listens to everything that comes in — every album, every cut. We approach our format on the mellower side of jazz and pop. Everything has to be listenable and easy on the ears of our 25-49 year old, upscale audience. When I mention upscale I'm not necessarily talking about money; I am talking about well-educated people with a developed taste in music." Adding to these comments, Jack continued: "It's more than a formal education, we're talking about a lifestyle; we're talking about those persons who go to concerts, plays, and out to good restaurants! We are definitely not talking about that 40% who watches 70% of television. Mediatrend has assisted us in determining that evening is our heaviest listening time."

Pop/Jazz Fusion

With a general idea of KTWN-FM's audience, I wanted a more in-depth description of this approach to music selection. Jack responded, "Our format as far as we know is unique. Locally people refer to us as a Jazz station but we are not one of those stations that plays hard straight-ahead jazz; these types of stations have had a very limited appeal and for the most part have not survived. Our listenership is attracted to a type of music that has merged from the classics and rock. I guess fusion is really the word for it. Your aunt Martha would like to listen to some of this stuff if she didn't know it was jazz; if she knew that it was jazz, she would get upset. Again, it's easy to listen to, music played by good musicians like Jeff Lorber, Earl Klugh, Bob James and Dan Siegel.

"We originally started something like this about three years ago and since that time it has gradually evolved. In fact we didn't know where we were headed when we first started. I remember around the time when Chuck Mangione stayed on the charts for twenty weeks. I got to thinking what can I play that people want to hear and nobody else is playing? My only other alternative was to establish a standard format and try to outpromote and outspend my competitors, and this I could not do. Instead, we were able to recognize that there was a lot of music out there not being played, despite its listenability. We began looking for and then playing this noncommercial type of sound and Mediatrend showed us that there was a substantial group of people out there just waiting for it. Today we do not get the heavy end of people's budgets, but we are used by the



MAJIC 102 FM AND THE GLOBETROTTERS — When the Harlem Globetrotters were in Houston, Majic 102 FM's "Majicians" challenged them to hoop. Pictured (kneeling) is KMJQ morning personality Jim Snowden, while standing from left are Majic producer Joe Martel, Program Director Fred Henderson, Globetrotter Curly Neal, Majic air personality "World Famous" J. Thomas Smith, and two loyal Majic 102 FM fans. Naturally, the Majic staff didn't tell us the score!!

largest accounts in the market as well as by large media buyers. People who buy time locally are some of our biggest fans. They've said it's about time that somebody did something different; we really like your sound."

Adding to his GM's comments, Tom stated: "When we first approached this format the first artists that we selected. Thus, we were one of the first stations to expose his music to the Minneapolis/St. Paul market. Consequently, Lorber has a good relationship with us and usually when he's in town he'll stop by. In fact, Jeff was here last week and had the opportunity to come in and listen. We value the musicians' opinions, and when Lorber declared us one of the most interesting, progressive — not in the rock sense but progressive enough to program material not heard elsewhere — stations, we were very pleased. Lorber's albums, like Earl Klugh's, sell really well here and concerts are usually sold out in advance."

"We are not one of those stations that plays hard straight-ahead jazz; these types of stations have had a very limited appeal and for the most part have not survived."

Impressed with the display of confidence and belief in their product, I asked Jack and Tom about competition within their city. Jack answered, "As far as we know we have no competition in our market or anywhere else in the entire country. We are aware that many stations play a lot of soft rock flavored by Mangione, Deodato or the Crusaders, but we don't care if anyone who plays soft pop only if it has a fusion background. Normally, we will not play vocals with big strings but we'll play Barbara Streisand if she's accompanied with fusion." Tom added, "I would say that one of our most popular vocalists is Randy Crawford, along with Ella Fitzgerald from the jazz point of view and Judy Roberts, who is extremely popular here despite that she's yet to record on a major label. Just this morning we played a few cuts from the new Patrice Rushen album and immediately the phones lit up with listener inquiries."

When I asked both men if they considered themselves pioneers, they responded in the negative. Instead they feel that the musicians are the pioneers and KTWN-FM is the medium which exposes these musical works to the people. As General Manager

Moore states, "We have found something which we want to share with people."

Recalling our discussion early in the interview about the Minneapolis market, I asked Tom, from a programming point of view, what else he could observe on the subject. "I think the most important thing is that musicians, not just the public, but musicians in general at a national level are behind the station and our approach to music. They're in constant contact with us regarding their new product and whether or not it's receiving airplay. Why? They know that their records will sell in this market if they're good. If the record companies don't know enough about the market, don't know enough to get the music to us the musicians will make sure that it happens. Jack mentioned earlier that records which don't sell anywhere else often sell here. In fact, we go out into many stores and pick out of the cutout bins selling five LP's for \$6. We'll play our selected cuts on the air and the phones will light up with people asking where they can find that album. I refer them to the same place. Jack says we are playing something that people wanted to hear, and the reason the product can be found in a cutout bin is it was never given airplay before. If they had — in many cases — some would have been million sellers. People would want to hear these albums and most want to go out and buy them. For this reason Columbia Records has worked directly with us on the promotion of a mini-LP with four long playing cuts — all new releases from Ramsey Lewis, Charles Earland, Wynton Marsalis, and Marcio Montroyes. CBS went ahead, footed the bill on the whole thing, made 10,000 copies, brought it into this market, gave away some free copies, and within ten days all copies were sold. The main reason they did it here in Minneapolis was because Bob Ewald, CBS's Branch Manager, said, 'Hey, KTWN-FM is selling product here like no other market — let's get behind them and give them some support!' So he went to the national people, they came through, and it has been a big plus for both our station and for CBS."

It's nice to know that some radio stations are still out to entertain and expose good music to the public while making their mark financially. There are no black music stations in Minneapolis/St. Paul as such, but it's obvious that black music can be heard there with some regularity — on KTWN-FM.



WLUM/MILWAUKEE VISITS WITH KLUGH — After a recent engagement in Milwaukee, WLUM Program Director Jack Randall (left) and Music Director James Milner (right) went backstage to say hello to Earl Klugh.

The Music Section

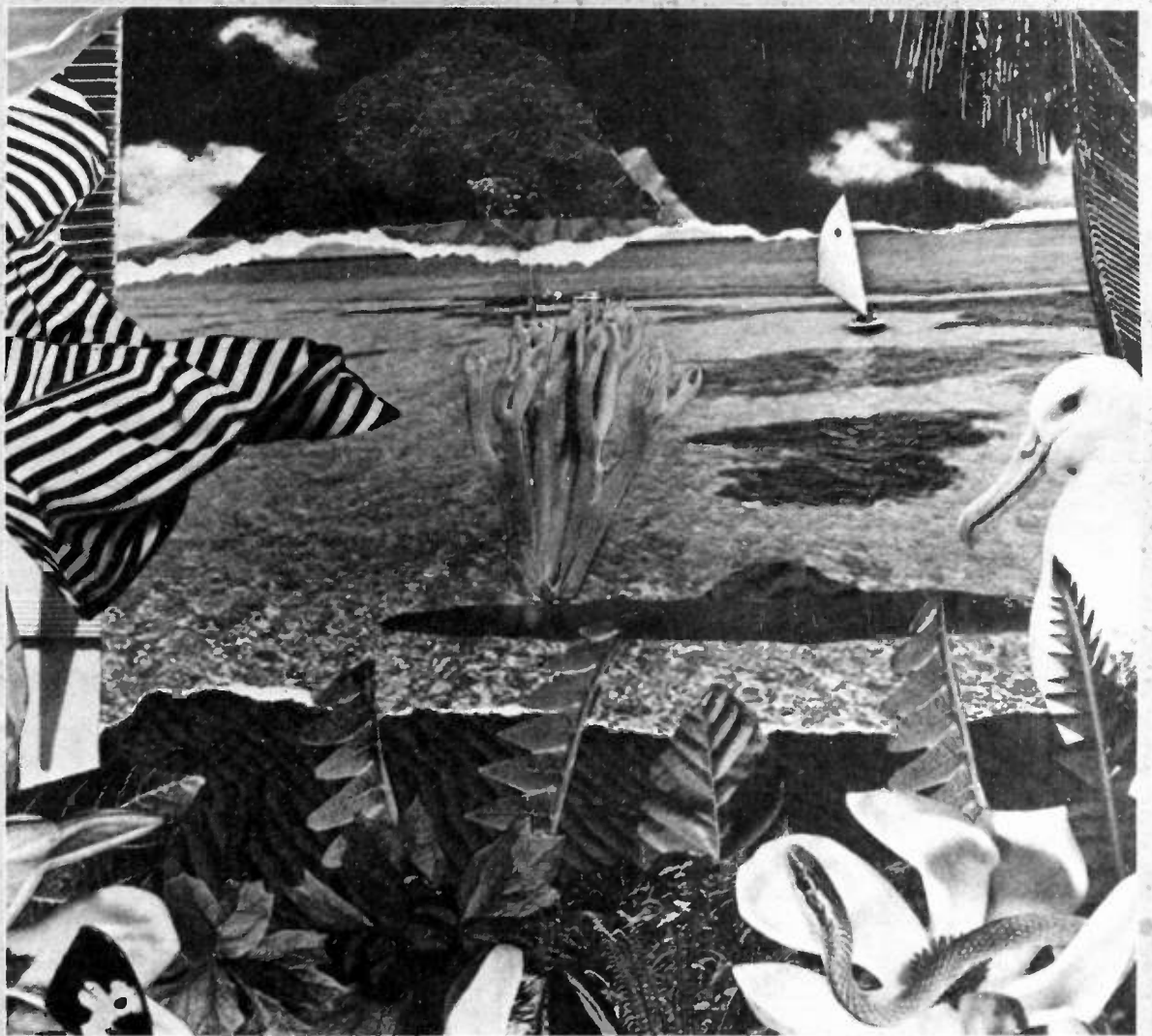
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SD 10477 4/13/82

WHERE THERE'S A WILL THERE'S A WAY

DENNIS BROWN

**THE
DENNIS BROWN
STORY IS
UNFOLDING**



We have been talking about Dennis and his music for some time now, and with the release of the new album and single, *LOVE HAS FOUND ITS WAY*, you've heard us. AM 407 SP 4586

LOVE HAS FOUND ITS WAY is on its way and on radio stations all across the country.

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Management: Larry Maxwell for Max Maxx Management.



Opportunities

Openings

EAST

WAPP/New York needs jocks. No beginners. Major market experience preferred. T&R to Frank Kelly, 173-15 Horse Herding Blvd., New York NY 11365. EOE M/F (4-30)

WDRG AM/FM/Hartford looking to fill fulltime summer vacation shifts. June thru Sept. T&R: Charlie Parker, 889 Blue Hills Ave., Bloomfield, CT 06002. (4-30)

Central PA music FM accepting T&R's for 1827 opening. Send to Steve Austin, PO WPRR, Box 1827, Altoona, PA 16601. EOE M/F (4-30)

Immediate afternoon drive opening for A/C personality communicator. Growing market, one hour from NY. T&R: Drew Wilder, WLAD, 198 Main St., Danbury, CT 06810.

Accepting airchecks for future reference. New studios, TM package. Females encouraged to apply. No calls. T&R: Rod Grant, WHNT, Box 1539, Huntington, WV 25716. EOE M/F (4-30)

All night opening coming soon. WFSM/Harrisburg. Experienced A/C performers preferred. T&R: Bob Pava, WFSM, Box 3433, Harrisburg, PA 17105. (4-30)

WHCN needs weekend announcer immediately. T&R to Dan Hayden, WHCN, 1039 Asylum Ave., Hartford, CT 06105. No calls please. EOE M/F (4-30)

WNBF/Binghamton updating file of available talent. Talent only. T&R to Tony Russell, Box 414, Binghamton, NY 13903. No calls. EOE M/F (4-30)

WRFY FM/Reading, PA has immediate openings. Looking for adult communicators. T&R to Mike Shannon, 2325 Perkiomen Ave., Reading, PA 19606. EOE M/F (4-23)

Full-time AOR announcers for all shifts. T&R to Lich, 243 S. Whitney St., Hartford, CT 06105. EOE M/F (4/23)

Openings

Q94, only CHR FM serving Johnstown/Altoona, needs creative morning talent immediately! T&R: Chauncey Ross, WBXQ-FM, Box FM84, Altoona, PA 16630. EOE M/F (4/23)

Program Director, broadcast leader requires individual that possesses proven track record along with top-notch managerial skills. 3-5 years commercial radio experience in programming a must. Send resume to Personnel Department, WJLK, Press Plaza, Asbury Park, NJ 07712. (4-30) *

WYCR/New York, PA seeks experienced drive-time jock. Good production for CHR 60,000 watt FM. T&R: John Lawrence, Box 234, Hanover, PA 17331. EOE M/F (4/23)

Full-time opening for CHR personality. Experience necessary. T&R to Jim Simonetti, WSPK, Box 1703, Poughkeepsie, NY 12601. EOE M/F (4/23)

Immediate opening part-time announcer. Must be bright, professional/good team worker. Send T&R: Carol Parker, 98 WMZQ-FM, 5613 Connecticut Ave., NW Washington, DC 20015. EOE M/F (4/23)

92 Star is searching for A/C part-time. T&R to Ralph Rhodes, 8623 Reisterstown Rd., Baltimore, MD 21215. EOE M/F (4/23)

Got your act together and want to work with real pros? Send T&R immediately to Bill Anthony, WBBF, 850 Midtown Tower, Rochester, NY 14604. EOE M/F (4/23)

Small market Country music station needs jock to also handle production. Call Dennis at WAFL, Milford, DE. (302) 422-7575. (4/23)

Openings

SOUTH

100,000 watt FM Country giant needs top 7pm mid communicator. Top pay, benefits, climate, college market. T&R: Manager, KXKZ, Box 430, Ruston, LA 71270. EOE M/F (4-30)

Needed: PD and OJ for 24 hour A/C. Heavy emphasis on oldies. Send T&R: Tom Thies, KLOU, Box 1726, Lake Charles, LA 70602. EOE M/F (4-30)

Growing sunbelt company searching for midday announcer. Experience a must. T&R to Gary King, Box 486, Baton Rouge, LA 70821. EOE M/F (4-30)

KOZA is looking for an experienced MOR announcer. Strong personality and conversational approach. T&R: Woody Stevens, KOZA, Box 351, Odessa, TX 79760. EOE M/F (4-30)

Class "C" FM needs aggressive Country PO. Experience necessary. Top pay, medium college market. T&R: Manager, KXKZ, Box 430, Ruston, LA 71270. EOE M/F (4-30)

WKQQ-FM/Lexington 100,000 watt AOR accepting applications for Production Director position. T&R: Gary Dickson, Box 100, Lexington, KY 40560. (4-31)

Openings

Wanted now: Afternoon drive newperson. T&R: Gary Mitchell, KBIU, Box 3306, Lake Charles, LA 70602. EOE M/F (4-30)

WBPA AM total radio 95 Greenville/Spartanburg needs midday A/C personality. Production skills. Five-day week. Benefits! T&R: Larry Cook, Box 1717, Spartanburg, SC 29304. EOE M/F (4-30)

WKQQ-FM 100,000 watt AOR looking for part-time air talent. Must be able to commute. T&R: Gary Dickson, Box 100, Lexington, KY 40560. (4-30)

Move to the beach. PM and night shift. 100,000 watt A/C. T&R to Bruce Cotton, 211 N. 2nd St., Wilmington, NC 28401. EOE M/F (4-30)

WRVQ/Richmond, VA has rare part-time/vacation relief shift. Opening June 1st. T&R: Bill Thomas, Operations Director, Box 1384, Richmond, VA 23211. EOE M/F (4-30)

Air personality with strong production skills. T&R: Tommy Oliver, One Radio Park, Jackson, TN 38301. EOE M/F (4-30)

Off air Production Director. Major market experience. Send T&R and 10 examples: Joe Conway, KCCW/KLLS, 8401 Datapoint Dr., Suite 900, San Antonio, TX 78229. EOE M/F (4-30)

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Opportunities

Openings

Florida East Coast has immediate opening for entry level announcer. Nights. Need a start? T&R: Jim Lord Chaplin, WIRA, Box 3032, Ft. Pierce, FL 33454. EOE M/F (4-23)

Southeastern 100,000 watt A/C has openings in all dayparts, plus new positions. If you are creative and self-motivated, we want you! Only pros need apply. Send tape, resume and salary requirements to Radio & Records, 1930 Century Park West, #331, Los Angeles, CA 90067. EOE M/F

Experienced ND qualified administrator with research investigative street reporting. For locally community-involved stations. T&R: Station MGR., WSAC/WWKK, Ft. Knox, KY 40121. EOE M/F (4-23)

Texas major market needs newscaster. Personality + reporting. T&R: Anne Schiller, KTSA/KTFM, Box 18128, San Antonio, TX 78218 or call (512) 655-5500. EOE M/F (4-23)

Looking for morning jock with comedy personality. Big bucks for right person. T&R to Barry Richards, WAIL-FM, 1639 Gentilly Blvd., New Orleans, LA 70119. EOE M/F (4-23)

Accepting T&R's for 7-mid & mid-6. Good prod. T&R to John Canterbury, WOWW-107-FM, Pensacola, FL or call (904) 434-7388. EOE M/F (4-23)

PM Drive opening Mid-May for Contemporary Country. Must keep ahead of Dallas ADI. T&R: Tim Hart, PD, KEMM-FM, Box 1292, Greenville, TX 75401. (4-23)

Openings

Need experienced PD for A/C with air production, & administrative capabilities. T&R: Station Manager, WSAC, Box 70, Ft. Knox, KY 40121. EOE M/F (4-23)

Urban Contemporary station seeks announcer for possible future opening. Absolutely no calls. Rush cassette aircheck: Skip Taylor, WTKL, 7249 Florida Blvd., Baton Rouge, LA 70806. EOE M/F (4-23)

Creative Production Director/air personality needed for June opening at top rated AOR KISS/San Antonio. At least five years rock radio experience preferred. Four-track experience a plus. Send T&R to Tim Spencer, KISS, 1100 N. Main, San Antonio, TX 78212. (5-12) •

MIDWEST

KSKU/Hutchinson, KN 100kw CHR is looking for part-time weekend on air help. T&R to Bob Walker, 1120 N. Halstead, Hutchinson, KN 67501. EOE M/F (4-30)

Powerful AOR in Top 50 market needs a morning personality. Good working conditions and benefits. Send tapes and resumes to Radio & Records, 1930 Century Park West, # 328, Los Angeles, CA 90067. EOE M/F

Openings

Strong personality for community oriented A/C station. Communicator for afternoon drive. Minimum two years commercial experience. T&R: Allen Strike, WTRC, Box 699, Elkhart, IN 46515. EOE M/F (4-30)

Needed yesterday. Expanding chain seeks News Director. Life-style, one-to-one news. "Readers" need not apply. Target news 25-44. Should be self-starter. Send tape and resume to Radio & Records, 1930 Century Park West, #332, Los Angeles, CA 90067. EOE

KOIO/Omaha now accepting tapes for possible future openings. A/C format. Rush T&R to Terry Mason, KOIO, 3000 Farnum, Omaha, NE 68131 or call (402) 345-1290. EOE M/F (4-30)

TOP 50 MIDWEST MARKET CHR

station looking for an experienced morning entertainer. If you are creative, self-motivated, and ready to work with professionals apply now to Radio & Records, 1930 Century Park West, #326, Los Angeles, CA 90067. EOE M/F

WMIL/Milwaukee's new Country FM has a fulltime opening. Call PD, Michael St. James at (414) 785-4545 1:00 PM - 5:00 PM CST. EOE M/F (4-30)

Openings

Newsperson needed at Top 50 AOR. Must be concise, creative and authoritative. T&R: Jeff Freund, 716 S.E. 79th St., Oklahoma City, OK 73149. EOE M/F (4-30)



I'm looking for a career-minded, business-oriented announcer and newsperson who can fit in with America's first staff of Satellite announcers. Our people are self-starters who need to be told only once how the job is done. They respond to good pay, benefits, and security with consistent quality performance. If you think you're capable of performing coast to coast with our Chicago-based team of top-flight announcers and affiliates, contact me at America's first 24-hour satellite radio programmers: Robert Hall, Operations Manager, Satellite Music Network, Adult Contemporary Station, P.O. Box 977, Mokena, IL 60442 or call (312) 479-1717.

Operations Director/Program Director WCFL. Send description of your accomplishments (no tapes/no calls) and salary history to J. Bibbs, 300 N. State, Chicago, IL 60610. EOE M/F (4-23)

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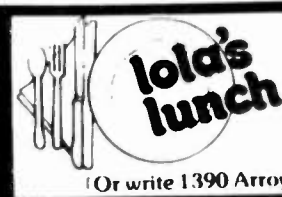
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Opportunities

Openings

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Cincinnati's new AOR now accepting tapes for possible future openings. No beginners. T&R: Michael McConnell, PD, WSKS, 98 Stereo Lane, Hamilton, OH 45013. No calls. EOE M/F (4-23)

WBOW/Terre Haute, IN looking for experienced AM news anchor. T&R: Barry Kent, 1301 Ohio St., Terre Haute, IN 47807. EOE M/F (4-23)

Personable one to one communicator wanted. 100,000 watt KS CHR. Individual for assistant PD/MD. T&R: Mark Spencer, K101, 171 S. Main, Hoisington, KS 96544. EOE M/F (4-23)

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Colorado radio looking for good communicator. T&R: Greg Bennett, Box 117, Windsor, CO 80550. No calls please. EOE M/F (4-30)

Middays in UT. If you're real good you can start tomorrow. T&R to: Gaylen Palmer, Box KEY, Provo, UT 84603. EOE M/F (4-30)

Tapes and resumes requested for future openings. News/sports. Call Bob Brill, News Director, KYNO/Fresno. (209) 251-0505 9AM-11AM only. EOE M/F (4-23)

Afternoon drive K11X/Ft. Collins, CO. T&R to: Scot Aber, 1608 Riverside Drive, Ft. Collins, CO 80524. No calls please. EOE M/F (4-23)

Wanted: dynamite production talent for top Chico Adult Rocker. Females encouraged. T&R: Brent Ferris, KNVR, Box 1167, Paradise, CA 95969 or call (916) 895-1197. EOE (4-23)

Tapes & resumes requested for future openings. Air personality for adult format. T&R to: Alan Richmond, KYNO-AM, Box 8029, Fresno, CA 93703 or call (209) 255-8383. EOE M/F (4-23)

Aggressive station seeking experienced announcer with production skills. Good bucks for right person. T&R to: Fantasy, 337 W. 12th Ave., Anchorage, AK 99501. EOE (4-23)

KZLS-FM/Billings, MT is now accepting tapes and resumes for full-time positions. CHR. Jim Schaeffer, 300 N. 25th St., Billings, MT 59101. EOE (4-23)

KFAT covers much of California with unusual format — ranging from George Jones to Dave Edmunds and Fats Domino to Eagles. We need warm, playful, experienced jock. Customized tape preferred to standard AOR or Country aircheck. T&R to Box 9686, San Jose, CA 95157. For further info, call Larry, (408) 847-0330. EOE M/F (4-30) •

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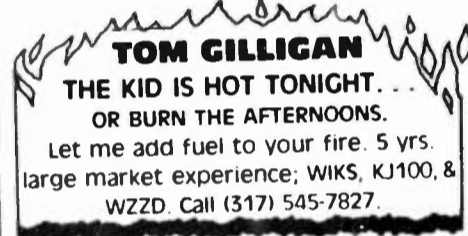
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Damned good news, too outrageous for the "Rock Radio Network." Takes no prisoners in mornings. Great writing, insure delivery. Call now. ROB (205) 928-8919. (4-30)

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Ace newsman, great personality, great track record. KYNO/Fresno, 13WAYS/New Haven, KLZ/Denver, 96X/Miami. (213) 515-5353 days, (213) 492-1139 evenings/weekends. MIKE ELLIOT. (4-30)

CHRIS JARRETT, currently at WAYS/Charlotte seeks position in medium or major market. Smooth, knowledgeable communicator. Superb references. (704) 525-8427 or (704) 392-6191. (4-23)

Experienced female communicator with excellent knowledge of music. Looking for MD/on-air position in Southeast. Call LEE (803) 762-0973. (4-23)

8 yr. pro. Excellent production, B.A., management experience. On-air or off, responsible, knowledgeable, dedicated personality. BRYAN ST. PETERS, (702) 870-2420, 6412 Ironbark, Las Vegas, NV 89107. (4-23)

Girls who don't repulse men's advances, advance men's pulses. Creative, entertaining CHR announcer with engineering experience seeks medium market. ROB (312) 894-3987. (4-23)

4th yr. - Youngstown/Warren. Friendly, warm, smooth. A/C & Modern Country. Creative production. FRED ANDERSON (216) 538-3600, late afternoons, 3225 S. Lipkey, N. Jackson, OH 44451. (4-23)

Talented young announcer with a very mature sound eagerly seeking second job. Can adapt quickly to any format. Call MIKE (212) 756-2194. (4-23)

Promotion minded announcer with 3 yrs. experience. AOR, A/C, Country formats. Available April 23rd. Call RAY (305) 275-2133 or (305) 277-4103. (4-23)

Assistant PD at regional station wants to fly alone. 6 yrs. experience. Call LARRY (308) 382-3820. (4-23)

Newsmen from the Great White North looking for a move South. 5 yrs. radio & TV experience, anchoring & reporting. Contact RANDY PIKE (519) 352-7615. (4-23)

\$\$\$ SALARY BACK \$\$\$

If not completely satisfied with the ratings and revenue this mass appeal morning concept generates. Currently succeeding through community involvement, localized humor, credibility, and no ego problems. This product, major market tested, is available if you meet a criteria for winning. (609) 397-8318. (offer good in the U.S. and Canada).

\$\$\$\$\$ SALARY BACK \$\$\$\$\$

I've got 10 yrs. of experience to put to work at your CHR station. Formerly with WLCY/Tampa, KX104/Nashville & B94/Pittsburgh. Call BEAU RICHARD (412) 628-8122. (4-23)

Psychic will donate open line service free! Presently on-air: KNEU/Denver, WKNR/Battle Creek, MI. Call CANDY WINKLER (213) 851-7625 & leave message. (4-23)

Experienced Sports Director seeks college football & basketball PBP position in medium to major market. Contact PAT FOSS (612) 251-1450. (4-23)

Experienced AOR/CHR jock. Former Music Director/Production Director ready to work hard, available now. Prefer West. Call BOBBY (806) 792-4830 or (806) 745-3129. (4-23)

Rookie of the Year. Formerly WFTL/Ft. Lauderdale. Seeking small/medium, CHR or Talk. Well read, energized, 28, college grad. We need each other. EDDIE (305) 940-3101. (4-23)

Dedicated, ambitious, 8 yrs. pro with small/medium market. PD/MD experience. Solid references. All offers considered. Available now. Call STEVE (304) 723-5596. (4-23)

This ad has been pre-recorded. MICHAEL TURNER, to be announced. 5 yrs. experience, will relocate, will work all formats. (213) 752-2336. (4-23)

PBP Sports Director with 5 yrs. experience looking for college PBP job. RON (313) 681-3510. (4-23)

DAVID GREENE, WOBC PD about to graduate, seeks health & happiness at AOR station anywhere. 4 yrs. jock, also news & production. (216) 775-8107, afternoons. (4-23)

In need of fulfilling minority commitment? Hispanic with 10 yrs. experience, presently on-air in large market. Call (512) 340-5764. (4-23)

Silky voiced news person is seeking a station. Experienced multi-faceted, creative with good writing skills. Prefer West of the Mississippi. JULIE EVANS (303) 667-1407. (4-23)

Positions Sought

Announcer/sportscaster. 5 1/2 yrs. experience in CHR. Southern Rockies, West coast preferred. (303) 661-3649. (4-23)

WAYNE MAIN newsmen with winning edge. Aggressive, solid writer with strong delivery. Small or medium market. B.S./Journalism. (304) 298-3039. (4-23)

Major market air personality from Magic 108-FM looking. Call MARK (314) 361-0966. (4-23)

Talented, tight & personable former PD/MD. 3 1/2 yrs. in Chicago area seeks CHR or A/C full-time. Call RICH PADGEN for T&R today. (312) 237-5278. (4-23)

British accent, AOR experience, seeking gig anywhere in U.S. Call (813) 251-2929, anytime. (4-23)

Versatile. On air, production, copywriting & MD experience. Former MD at WGVF-FM looking for AOR/CHR position. GARY SHERMAN (904) 371-2947. (4-23)

Male announcer, new, aggressive, some experience in writing & production seeks start in San Diego or Orange Counties. PHIL (714) 483-4264. (4-23)

Good low voice jock with 10 yrs. experience in CHR & Country formats seeks gig within 2 hour distance of New York City. BILL DALLAS (516) 423-0167. (4-23)

Established Operations Manager for profitable small market company is looking for move up. I have a proven track record in programming/sales, positive personality, and enthusiasm to generate a high self image. Seeking company that's on the move, promotes from within and challenges their employees. Call (804) 384-5483. (4-23) •

Changes

RADIO

Duane Fox appointed National Sales Manager at KRBC/Abilene, TX.

Pet Ryan joins WHK/Cleveland, OH sales staff.

Beri Shand named Senior Account Executive for KJ-JJ AM & FM/Phoenix, AZ.

Caroline Cassidy named Senior Public Relations Assistant at RKO General, Inc., NY

Marcie Davis joins the sales staff at KQYT/Phoenix, AZ as Account Executive.

Dixie Fields named Account Executive at KQYT/Phoenix, AZ.

Charles Kriel joins WFIW-AM & FM/Fairfield, IL as Account Executive.

Jim Cozzi appointed Account Executive at WCZY/Detroit, MI.

Helen Dumont appointed Personnel Representative at RKO General, Inc., NY.

Miscellaneous

Q-94/WBXC-FM, Altoona/Johnstown, PA needs CHR LP and 45 service, all labels. Chauncy Ross, Box 94, Cresson, PA 16630.

R&R Opportunities Advertising

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

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

Frequency Rates

1 Week	2 Weeks	3 Weeks
\$12 00	\$20 00	\$25 00

* Must run consecutive weeks.

Payable In Advance

Orders must be typewritten or printed and must be accompanied by check.

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

Deadline for all Opportunities ads is noon (PST) Thursday

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

This Week In Music History

BY DAN FORMENTO OF THE SOURCE

Wings Over America

MONDAY, MAY 3 — Paul McCartney & Wings embarked on their first-ever North American Tour on May 3, 1976. "Wings Over America," as the tour was known, played 31 concerts in 23 cities, beginning in Fort Worth and finishing seven weeks later with three nights at the Forum in Los Angeles. Even those in the audiences too young to remember the Fab Four seemed electrified during the Beatles set. "Wings Over America," a live triple LP, documents the event.

4 Dead In Ohio

TUESDAY, MAY 4 — A living nightmare took place on May 4, 1970, when four students at Kent State University in Ohio were shot and killed during a campus demonstration by overzealous National Guardsman. Young America's outrage was reflected in the lyrics of Neil Young's "Ohio," written in the wake of the killings. ("Tin soldiers and Nixon's coming/ We're finally on our own/ This summer I hear the drumming/ Four dead in Ohio.") The song became a hit for Crosby, Stills, Nash & Young soon after.

TRIVIA: Entering American album charts are the Beach Boys' "Surfin' U.S.A.," 1963, and the Moody Blues' "Days of Future Past," 1968. . . . Birthday greetings to Jackie Jackson of the Jacksons, 1951.

Tammy's B-I-R-T-H-D-A-Y

WEDNESDAY, MAY 5 — Country darling Tammy Wynette was born Wynette Pugh on May 5, 1942, in Red Bay, Alabama. Since fighting her way from the cotton fields of Mississippi to the recording studios of Nashville, Tammy has been named the Country Music Association's Female Vocalist of the Year three times. Her remarkable string of 32 straight country hits includes classics like "D-I-V-O-R-C-E" (of which she's had four herself including one from singer George Jones), and "Stand By Your Man," the biggest selling country single in history.



TRIVIA: Buffalo Springfield disbanded, 1968.

Live Rhymin'

THURSDAY, MAY 6 — Paul Simon began his first concert tour without longtime partner Art Garfunkel on May 6, 1973. (The two parted company a year earlier when it became apparent that Art's interests tended more toward acting than music.) For this extensive American and European tour, Paul enlisted the backing support of gospel group The Jessy Dixon Singers and a South American band Urubamba. Tapes rolled for many of the shows, and out of it came an album, "Live Rhymin'," which contained no new music but many radically different versions of previously recorded material.

Janis Ian Is Born

FRIDAY, MAY 7 — In "At 17," Janis Ian's 1975 No.1 hit single, she sings an autobiographical tale of a young girl caught in that difficult period between puberty and womanhood. What she doesn't mention is that by age 17, Janis Ian was already a well-known singer/songwriter with a 1967 hit "Society's Child." Ian, born in New York on May 7, 1951, started singing at the Village Gate and was signed by Elektra Records when she was just 15. By 16, she had her first album in the charts. Soon, however, Janis became disillusioned with the pop record business and dropped out to marry and live with her husband in Philadelphia. By 1971, her self-assurance restored, she started recording again, first for Capitol, then for Columbia, for whom she recorded her biggest hit "At 17."

	CHR	A/C	AOR	Country	Black Radio
# 1	RICK SPRINGFIELD (4th Week)	McCARTNEY/WONDER (2nd Week)	ASIA (4th Week)	ALABAMA (3rd Week)	DENIECE WILLIAMS
Next Week's #1 Contenders:	McCARTNEY/WONDER (3-2) HALL & OATES (4-3)	WILLIE NELSON (5-2) DAN FOGELBERG (10-3)	ALDO NOVA (2-2) SCORPIONS (6-3)	WILLIE NELSON (3-2) WAYLON & WILLIE (5-3)	RAY PARKER JR. (2-2) SHALAMAR (5-3)
Breakers:	JOAN JETT (64%) JOHN COUGAR (56%) SIMON & GARFUNKEL (56%) QUEEN (55%)	KARLA BONOFF (57%) CAROLE KING (49%) RONNIE MILSAP (49%)	VAN HALEN (84%) RAINBOW (78%) .38 SPECIAL (77%) MOTELS (53%) BLUE OYSTER CULT (51%)	RONNIE MILSAP (83%) ED BRUCE (77%) BARBARA MANDRELL (71%) BILLY SWAN (60%) RAY PRICE (60%)	WARWICK & MATHIS (65%) PLEASURE (64%) SMOKEY ROBINSON (59%) McCARTNEY/WONDER (59%)
MOST ADDED:	JUICE NEWTON .38 SPECIAL JOAN JETT QUEEN KANSAS RONNIE MILSAP	RONNIE MILSAP JUICE NEWTON BERTIE HIGGINS MELISSA MANCHESTER KARLA BONOFF MANHATTAN TRANSFER STEVIE WOODS	VAN HALEN BLUE OYSTER CULT JOHN COUGAR ELTON JOHN SHERBS	RONNIE MILSAP JANIE FRICKE BARBARA MANDRELL LACY J. DALTON	JEFFREY OSBORNE WHISPERS NARADA M. WALDEN GAP BAND LARRY GRAHAM
Hottest:	McCARTNEY/WONDER RICK SPRINGFIELD CHARLENE RAY PARKER JR. HALL & OATES TOMMY TUTONE	McCARTNEY/WONDER WILLIE NELSON CHARLENE PAUL DAVIS DAN FOGELBERG VANGELIS	ASIA ALDO NOVA RICK SPRINGFIELD	ALABAMA WILLIE NELSON WAYLON & WILLIE T.G. SHEPPARD	RAY PARKER JR. PATRICE RUSHEN DAZZ BAND RICHARD "D" FIELDS SHALAMAR CHERI
Biggest Chart Jumps:	LITTLE RIVER BAND (26-18) RAY PARKER JR. (15-9) ELTON JOHN (17-11) ASIA (30-24)	DAN FOGELBERG (10-3) WARWICK & MATHIS (25-18) EDDIE RABBITT (23-17) SHEENA EASTON (24-19)	VAN HALEN (38-14) MOTELS (36-23) RAINBOW (13-6)	DON WILLIAMS (34-24) ED BRUCE (50-40)	GAP BAND (29-16) ASHFORD & SIMPSON (19-14) McCARTNEY/WONDER (20-15)
Debuts:	JOAN JETT (29) JOHN COUGAR (30)	KARLA BONOFF (24) CAROLE KING (28) RONNIE MILSAP (30)	.38 SPECIAL (20) BLUE OYSTER CULT (31) CAT PEOPLE (Snd Trk) (35) IRON MAIDEN (36)	RONNIE MILSAP (39) BARBARA MANDRELL (41) BILLY SWAN (45) RAY PRICE (46)	PLEASURE (22) SMOKEY ROBINSON (23) WARWICK & MATHIS (28)
	CHR	A/C	AOR	Country	Black Radio

VAN HALEN

DIVER DOWN

**"WHERE HAVE ALL THE GOOD
TIMES GONE!"
"DANCING IN THE STREET"**



FEATURING THE HIT,

"(OH) PRETTY WOMAN" (WBS 50003)



PRODUCED BY TED TEMPLEMAN.
ON WARNER BROS. RECORDS & TAPES. (BSK 3677)

VAN HALEN

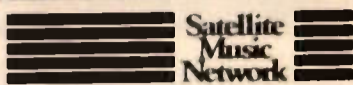
BREAKERS

38 TO 14

DIVER DOWN

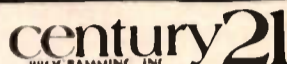
National Music Formats

Added This Week



George Williams (214) 343-9205

THE STARSTATION
RONNIE MILSAP "Any Day Now" (RCA)
Country Coast-To-Coast
CONWAY TWITTY "Slow Hand" (Elektra)
RONNIE MILSAP "Any Day Now" (RCA)
JOHNNY CASH
"The General Lee" (Scotti Bros./CBS)
BARBARA MANDRELL "Til You're Gone" (MCA)



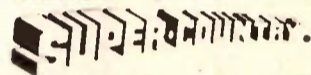
Bob Stevens (214) 934-2121

The **3** Format.

JOAN JETT & THE BLACKHEARTS
"Crimson & Clover" (Boardwalk)
MOTELS "Only The Lonely" (Capitol)
.38 SPECIAL "Caught Up In You" (A&M)
RONNIE MILSAP "Any Day Now" (RCA)
JUICE NEWTON
"Love's Been A Little Bit Hard On Me" (Capitol)

The **A-C** Format

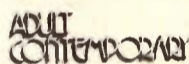
RONNIE MILSAP "Any Day Now" (RCA)
JUICE NEWTON
"Love's Been A Little Bit Hard On Me" (Capitol)
FRANK BARBER ORCHESTRA
"Hooked On Big Bands" (Victory/Sugarhill)



JOHNNY LEE
"When You Fall In Love" (Elektra)
MERLE HAGGARD
"Are The Good Times Really Over (I Wish A Buck
Was Still Silver)" (Epic)



John Iles (800) 426-9082



BERTIE HIGGINS
"Just Another Day In Paradise" (Kat Family/CBS)
KARLA BONOFF "Personality" (Columbia)

Country Living

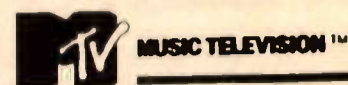
BARBARA MANDRELL
"Til You're Gone" (MCA)
RONNIE MILSAP "Any Day Now" (RCA)
LACY J. DALTON "Slow Down" (Columbia)
TERRI GIBBS "Ashes To Ashes" (MCA)
JERRY REED
"The Man With The Golden Thumb" (RCA)
JANIE FRICKE
"Don't Worry About Me Baby" (Columbia)



Lee Nye (916) 7754

Adult Rock

JUICE NEWTON
"Love's Been A Little Bit Hard On Me" (Capitol)
LARRY LEE "Don't Talk" (Columbia)
STARS ON 45
"Tribute To Stevie Wonder" (Radio/Atlantic)
RONNIE MILSAP "Any Day Now" (RCA)

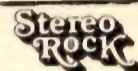


Buzz Brindlo (212) 944-5399

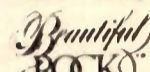
GODLEY & CREME "Wedding Bells" (Mirage/Atlantic)
ELTON JOHN "Ball And Chain" (Geffen)
MOON MARTIN "X-ray Vision" (Capitol)
FLESHTONES "R.I.G.H.T.S." (IRS/A&M)



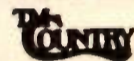
Cal Casey (214) 634-8511



ROD STEWART "How Long" (WB)
.38 SPECIAL "Caught Up In You" (A&M)
JOAN JETT & THE BLACKHEARTS
"Crimson & Clover" (Boardwalk)
MOTELS "Only The Lonely" (Capitol)
QUEEN "Body Language" (Elektra)



SHEENA EASTON "When He Shines" (EMI America)
DARYL HALL & JOHN OATES
"Did It In A Minute" (RCA)



TERRI GIBBS "Ashes To Ashes" (MCA)
RONNIE MILSAP "Any Day Now" (RCA)
RONNIE McDOWELL "I Just Cut Myself" (Epic)
JANIE FRICKE
"Don't Worry About Me Baby" (Columbia)



Chick Watkins (303) 578-0700

LITTLE RIVER BAND
"Man On Your Mind" (Capitol)
ROBERTA FLACK "Making Love" (Atlantic)



Kenny Bosak (901) 320-4433

Bright Blue

MANHATTAN TRANSFER
"Route 66" (Atlantic)
RONNIE MILSAP "Any Day Now" (RCA)
BOBBY CALDWELL "Jamaica" (Polydor/PolyGram)
STEVIE WOODS "Fly Away" (Cotillion/Atco)
JUICE NEWTON
"Love's Been A Little Bit Hard On Me" (Capitol)

TANner Country

CHARLEY PRIDE
"I Don't Think She's In Love Anymore" (RCA)
JOHNNY CASH
"The General Lee" (Scotti Bros./CBS)
CONWAY TWITTY "Slow Hand" (Elektra)
MERLE HAGGARD
"Dealing With The Devil" (MCA)
JOHN ANDERSON
"Would You Catch A Falling Star" (WB)
JERRY REED
"The Man With The Golden Thumb" (RCA)
ED BRUCE
"Love's Found You And Me" (MCA)
RONNIE MILSAP "Any Day Now" (RCA)
BARBARA MANDRELL
"Til You're Gone" (MCA)

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Please send me _____ additional copies of the 1982 R&R Ratings
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Mall to: Radio & Records, 1930 Century Park West, Los Angeles, CA 90067

(Allow 4-6 weeks for processing)

Radio & Records . AOR . NATIONAL AIRPLAY / 40

April 30, 1982

172 REPORTERS

Album cuts are listed in order of airplay preference.

4/9	4/16	4/23	4/30	ASIA	Asia (Geffen)	"Heat" "Sole" "Only" "Dreams"
1	1	1	1	ALDO NOVA	Aldo Nova (Portrait/CBS)	"Fantasy" "Gun" "Foolin'" "Late"
2	2	2	2	SCORPIONS	Blackout (Mercury/PolyGram)	"No One"
10	9	6	3	CHARLIE DANIELS BAND	Windows (Epic)	"Saigon" "Partyin'"
9	6	3	4	RICK SPRINGFIELD	Success Hasn't Spoiled Me Yet (RCA)	"Calling" "Don't" "Kristina" "Excited"
5	3	4	5	RAINBOW	Straight Between The Eyes (Mercury/PG)	"Stone" "Death" "Bring" "Tearin'"
—	—	13	6	LOVERBOY	Get Lucky (Columbia)	"Over" "Take" "Jump" "Working"
6	8	7	7	JOAN JETT & THE BLACKHEARTS	I Love Rock-N-Roll (Boardwalk)	"Crimson" Title "Nag" "Pain"
4	5	5	8	TOMMY TUTONE	Tommy Tutone-2 (Columbia)	"867-5309/Jenny" "Shadow"
8	7	9	9	SAMMY HAGAR	Standing Hampton (Geffen)	"Only" "Babys" "I'll Fall" "You"
3	4	8	10	TOTO	IV (Columbia)	"Rosanna" "Afraid" "Good" "Hold"
38	25	14	11	GREG KIHN BAND	Kihntinued (Beserkley/Elektra-Asylum)	"Testify" "Every" "Saturday" "Happy"
26	14	12	12	HUEY LEWIS & THE NEWS	Picture This (Chrysalis)	"Workin'" "Believe" "Tell" "Change"
7	10	10	13	VAN HALEN	Diver Down (WB)	"Dancin'" "Good" "Pretty" "Secrets"
—	—	38	14	HUMAN LEAGUE	Dare (Virgin/A&M)	"Don't You Want Me"
35	31	18	15	JETHRO TULL	Broadsword & Beast (Chrysalis)	"Fallen" "Beastie" "Clasp" "Colours"
—	36	16	16	GAMMA	3 (Elektra)	"Right The First Time"
11	11	11	17	FRANKE & THE KNOCKOUTS	Below The Belt (Millennium/RCA)	"Never" "Without" "Keep" "Gina"
28	21	15	18	POINT BLANK	On A Roll (MCA)	"Let" "White" Title "Don't"
37	26	23	19	38 SPECIAL	Caught Up In You (A&M)	12-inch 45
—	—	—	20	DUKE JUPITER	1 (Coast-Coast/CBS)	"Drink" "Rockin'" "Don't" "R&R"
24	19	22	21	DREGS	Industry Standard (Arista)	"Crank" "Bloodsucking" "Ridin'"
26	23	25	22	MOTELS	All Four One (Capitol)	"Only" "L" "Mission" "L.A."
—	—	36	23	KROKUS	One Vice At A Time (Arista)	"Stick" "Woman"
36	34	28	24	POLICE	Ghost In The Machine (A&M)	"Spirits" "Journey" "Demolition"
16	20	19	25	J. GEILS BAND	Freeze-Frame (EMI America)	"Rage" Title "Centerfold" "Flame"
12	12	17	26	GENESIS	Abacab (Atlantic)	"Man" Title "Like" "Keep"
19	22	21	27	JOHN COUGAR	American Fool (Riva/PolyGram)	"Hurts" "Jack & Diane" "Hand" "Close"
—	—	31	28	LE ROUX	Last Safe Place (RCA)	"Addicted" "Nobody" "Boys"
15	16	24	29	CARS	Shake It Up (Elektra)	"Since" Title "Victim" "Think"
17	18	27	30	BLUE OYSTER CULT	Extraterrestrial Live (Columbia)	"Roadhouse" "Veteran" "Burnin'"
—	—	—	31	JAY FERGUSON	White Noise (Capitol)	"Tonight" Title "Alive"
18	17	20	32	OUTLAWS	Los Hombres Malo (Arista)	"Don't" "Rebel" "Foxtail" "Goodbye"
—	40	34	33	PRISM	Small Change (Capitol)	"Don't Let Him Know"
13	15	26	34	CAT PEOPLE	G. Moroder/D. Bowie (Backstreet/MCA)	Title
—	—	—	35	IRON MAIDEN	The Number Of The Beast (Capitol)	"Run"
—	—	—	36	GO-GO'S	Beauty & The Beat (IRS/A&M)	"Beat" "Lips" "Town"
23	27	30	37	SECRET POLICEMAN'S OTHER BALL	Various Artists (Island)	"Roxanne" "Message" "Air" "Cross"
30	32	32	38	BONNIE RAITT	Green Light (WB)	"Keep" "River" "Me" "Can't"
29	35	33	39	SOFT CELL	Non-Stop Erotic Cabaret (Sire/WB)	"Tainted" "Sex"
32	37	39	40			

New Entry →

MOST ADDED

	4/30	4/23	4/16	4/9	4/2
1 VAN HALEN	144/126	12/12	0/0	0/0	0/0
2 BLUE OYSTER CULT	87/76	0/0	0/0	0/0	0/0
3 JOHN COUGAR	85/50	14/7	0/0	0/0	0/0
4 ELTON JOHN	50/44	1/1	1/1	0/0	0/0
5 SHERBS	36/36	0/0	0/0	0/0	0/0
6 RAINBOW	134/27	85/64	0/0	0/0	0/0
7 PAUL MCCARTNEY	30/27	0/0	0/0	0/0	0/0
8 MOTELS	91/25	75/45	41/41	1/1	1/0
9 ROBERT PALMER	20/20	1/0	1/0	1/1	0/0
10 SPLIT ENZ	33/19	16/15	4/3	1/0	2/0
11 JETHRO TULL	111/17	107/29	88/85	4/4	1/1
12 DAVE EDMUNDS	50/15	44/36	13/13	0/0	0/0
12 CHAS SANDFORD	15/15	0/0	0/0	0/0	0/0
14 HUMAN LEAGUE	100/13	91/16	69/12	57/11	50/13
15 FLOCK OF BEAGULLS	14/10	2/2	0/0	0/0	0/0
15 MAGNUM	14/10	10/10	0/0	0/0	0/0

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

MEDIUM

	4/30	4/23	4/16	4/9	4/2
1 POINT BLANK	108/80	90/64	90/45	72/0	0/0
2 GREG KIHN BAND	120/78	119/81	105/61	89/49	90/2
3 FRANKE & KNOCKOUTS	104/71	108/72	88/63	88/57	78/5
4 DREGS	88/69	86/68	81/70	90/72	83/57
5 JETHRO TULL	111/84	107/55	88/0	4/0	1/0
6 RAINBOW	134/62	85/15	0/0	0/0	0/0
7 TOTO	121/80	110/49	89/41	75/2	5/0
8 KROKUS	78/58	73/58	69/52	62/41	66/7
9 GAMMA	98/55	118/68	120/79	122/87	130/90
10 DUKE JUPITER	80/54	85/57	85/60	88/62	86/58
10 OUTLAWS	65/54	69/40	68/0	0/0	0/0
12 SCORPIONS	135/53	130/57	121/51	114/64	112/63
13 JAY FERGUSON	84/51	87/63	88/68	96/73	104/76
14 CHARLIE DANIELS BAND	137/49	136/51	126/50	124/56	113/57
15 MOTELS	91/48	75/20	41/0	1/0	1/1

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

	4/30	4/23	4/16	4/9	4/2
1 ASIA	165/153	162/145	158/128	152/113	146/80
2 ALDO NOVA	141/108	143/108	139/101	140/99	143/97
3 RICK SPRINGFIELD	127/99	131/110	134/101	138/91	140/95
4 CHARLIE DANIELS BAND	137/85	136/83	126/70	124/52	113/31
4 LOVERBOY	117/85	123/83	118/86	125/83	129/85
6 JOAN JETT	122/84	128/97	124/96	135/97	136/108
7 SCORPIONS	135/81	130/77	121/61	114/45	112/25
8 TOMMY TUTONE	107/77	114/81	116/84	119/77	126/74
9 SAMMY HAGAR	109/70	124/85	128/99	131/108	146/123
10 HUEY LEWIS & NEWS	101/58	116/69	119/68	132/72	133/74
11 TOTO	121/62	110/41	89/22	75/0	5/0
12 HUMAN LEAGUE	100/51	91/43	69/22	57/21	50/18
13 RAINBOW	134/45	85/6	0/0	0/0	0/0
14 GAMMA	98/42	118/47	120/41	122/33	130/34
14 J. GEILS BAND	70/42	89/55	95/63	109/84	132/103

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

AOR BREAKERS

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

VAN HALEN
Diver Down (WB)
"Dancin'" "Good" "Pretty" "Secrets." 84% of our reporters on it. Total album reports: 144. A-126, M-7, H-11. Album charted this week at number 14.

RAINBOW
Straight Between The Eyes (Mercury/PG)
"Stone" "Death" "Bring" "Tearin'." 78% of our reporters on it. Total album reports: 134. A-27, M-62, H-45. Album charted this week at number 6.

38 SPECIAL
"Caught Up in You" (A&M)
12-inch 45
77% of our reporters on it. Total single reports: 133. A-117, M-9, H-8. 45 debuted this week at number 20.

MOTELS
All Four One (Capitol)
"Only" "L" "Mission" "L.A." 63% of our reporters on it. Total album reports: 91. A-26, M-48, H-18. Album charted this week at number 23.

BLUE OYSTER CULT
Extraterrestrial Live (Columbia)
"Roadhouse" "Veteran" "Burnin'" "Godzilla." 51% of our reporters on it. Total album reports: 87. A-78, M-10, H-1. Album debuted this week at number 31.

Significant Action

12-inch 45 (Elektra)
Total: 51. A-48, M-1, H-2

DAVE EDMUNDS
D.E. 7th (Columbia)
Total: 50. A-15, M-29, H-6

ELTON JOHN
Jump Up (Geffen)
Total: 50. A-44, M-4, H-2

DWIGHT TWILLEY
Scuba Diver (EMI America)
Total: 48. A-1, M-35, H-12

GRAHAM PARKER
Another Grey Area (Arista)
Total: 40. A-6, M-24, H-10

BRYAN ADAMS
You Want It - You Got It (A&M)
Total: 37. A-1, M-17, H-19

SHERBS
Defying Gravity (Atco)
Total: 36. A-36, M-0, H-0

THIN LIZZY
Renegade (WB)
Total: 33. A-0, M-21, H-12

"Angel" "Hollywood"
Total: 33. A-0, M-24, H-9

JOHNNY & THE DISTRACTIONS
Let It Rock (A&M)
Total: 33. A-0, M-24, H-9

"Complicated"
Total: 33. A-0, M-24, H-9

SPLIT ENZ
Time And Tide (A&M)
Total: 33. A-19, M-11, H-3

"Boat" "Walk"

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 AIR

Last This Week

6 1 DAN SIEGEL Dan Siegel (Elektra)
"Great" "Soaring" "Touch"

3 2 JEFF LORBER "Tierra" "Springs" "Always"
It's A Fact (Arista)

4 3 JEAN-LUC PONTY Mystical Adventures (At.)
"Rhythms" "As"

1 4 LARRY CARLTON Sleepwalk (WB)
"Nite" "Blues" Title

7 5 AL DI MEOLA Electric Rendezvous (Col.)
"Cruisin'" "Black"

2 6 FULL MOON N. Larsen/B. Felton (WB)
"Sierra" "Eyes"

8 7 LEE RITENOUR Rio (Musician/Elektra)
"Rio" "Sunset" "Rainbow"

6 8 MICHAEL FRANKS Objects Of Desire (WB)
"Ladies" "Flirtation"

10 9 WEATHER REPORT Weather Report (ARC/Col.)
"N.Y.C."

9 10 CASIOPEA Make Up City (Alfa)
"Wind" "Eyes"

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

Van Helen (36/29)
Blue Oyster Cult (21/20)
John Cougar (21/15)
Elton John (13/13)
Paul McCartney (9/9)

MEDIUM

Greg Kihn Band (22/18)
Franke & KO's (22/15)
Point Blank (20/15)
Rainbow (33/14)
Huey Lewis (24/14)

THE HOTTEST

Asia (36/33)
Aldo Nova (31/25)
Loverboy (30/23)
Joan Jett (28/21)
Rick Springfield (28/20)

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.

WRCR/Bridgeport
(703) 578-0095

WTPA/Harrisburg
(717) 238-1402

WCCF/Hartford
(203) 233-4426

WGRQ/Buffalo
(716) 841-4555

WBCN/Boston
(617) 296-1111

WYZZ/Baltimore
(301) 548-0098

WCOZ/Boston
(617) 247-9090

WECM/Cambridge
(603) 543-7735

WHLR/Long Island
(516) 485-9200

WHPJ/Hartford
(203) 247-1080

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Q187/Toronto (416) 987-8888
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WERW/Seattle (801) 898-7726
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SOUTH

MOST ADDED

- Van Halen (35/31)
Blue Oyster Cult (22/18)
Sherba (8/8)
Rainbow (31/7)
Elton John (8/7)

MEDIUM

- Drags (25/21)
Point Blank (24/18)
Scorpions (34/17)
Greg Kihn Band (25/17)
Outlaws (19/17)

THE HOTTEST

- Asia (37/35)
Aldo Nova (31/27)
Charlie Daniels (31/28)
Rick Springfield (30/28)
Joan Jett (29/22)
Tommy Tutone (27/22)

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.

MIDWEST

MOST ADDED

- Van Halen (37/32)
Blue Oyster Cult (28/24)
John Cougar (28/18)
Sherba (14/14)
Elton John (12/11)

MEDIUM

- Point Blank (34/29)
Franke & KO's (33/28)
Greg Kihn Band (35/24)
Duke Jupiter (28/22)
Jethro Tull (25/20)

THE HOTTEST

- Asia (46/45)
Rick Springfield (37/30)
Aldo Nova (40/29)
Loverboy (33/25)
Charlie Daniels (40/23)

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.

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MIDWEST

WVHT/Chicago (612) 777-1700
WUOE/Dayton (612) 224-1601
WVWB/Boonington (612) 333-9292

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WVWB/Boonington (612) 333-9292

WVHT/Chicago (612) 777-1700
WUOE/Dayton (612) 224-1601
WVWB/Boonington (612) 333-9292

WEST MOST ADDED. Blue Helen (36/34), Van Oyster Cut (18/14), John Cougar (20/13), Elton John (16/13). MEDIA. Dregs (29/22), Greg Kihn Band (38/19), Point Blank (23/18), Toto (26/17), Franke & KO's (38/17). THE HOTTEST. Asia (48/40), Aldo Nova (39/28), Scorpions (36/26), Sammy Hagar (36/24), Rick Springfield (34/23). 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.

Country

BREAKERS.

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

RONNIE MILSAP
Any Day Now (RCA)

On 83% of reporting stations. National Summary: Up 13, Same 23, Down 0, Debuts 26, Adds 48. A Most Added Record. R&R Chart: Debut 39.

ED BRUCE

Love's Found You And Me (MCA)

On 77% of reporting stations. National Summary: Up 34, Same 25, Down 0, Debuts 21, Adds 23. A Most Added Record. R&R Chart: 60-40.

BARBARA MANDRELL
Til You're Gone (MCA)

On 71% of reporting stations. National Summary: Up 12, Same 23, Down 0, Debuts 22, Adds 38. A Most Added Record. R&R Chart: Debut 41.

BILLY SWAN

With Their Kind Of Money... (Epic)

On 80% of reporting stations. National Summary: Up 34, Same 25, Down 0, Debuts 10, Adds 11. R&R Chart: Debut 45.

RAY PRICE

Forty And Fadin' (Dimension)

On 80% of reporting stations. National Summary: Up 45, Same 17, Down 0, Debuts 9, Adds 8. R&R Chart: Debut 48.

MOST ADDED

- RONNIE MILSAP (48)
Any Day Now (RCA)
- JANIE FRICKE (41)
Don't Worry 'Bout Me Baby (Columbia)
- BARBARA MANDRELL (38)
Til You're Gone (MCA)
- LACY J. DALTON (30)
Slow Down (Columbia)

HOTTEST

- ALABAMA (89)
Mountain Music (RCA)
- WILLIE NELSON (85)
Always On My Mind (Columbia)
- WAYLON & WILLIE (80)
Just To Satisfy You (RCA)
- T.G. SHEPPARD (39)
Finally (WB/Curb)

NEW & ACTIVE

Recent releases are listed in order of their activity. The two numbers following the artist/title/label designation (example: 100/25) indicate how many of our reporters are on the record this week (100) and of those 100 how many added it this week (25). "Moves" are broken down for each record and indicate how many stations moved the song up on their charts, held it the same on to on, add to on, 51-51, etc.) moved it down on their charts, or added it this week. indicated one of this week's most added new songs.

- JERRY REED** "The Man With The Golden Thumb" (RCA) 69/8
National Summary: Up 29, Same 24, Down 0, Debuts 8, Adds 8, WYVA, WCOS-AM-FM, KYXX, WITL-FM, KECK, WTHI-FM, KBMY, KBBQ, WVAM 41-38, WXL-FM 19-10, WWOOD 29-22, KKYX 40-34, WWWW-FM 30-25, KXRB 23-18, KSOP-FM 46-41.
- MERLE HAGGARD** "Dealing With The Devil" (MCA) 66/11
National Summary: Up 22, Same 23, Down 0, Debuts 10, Adds 11, WIXY, KLVI, WOKK, WSM, KWKH, WMNI, WKMF, WFMS-FM, WDAF, WXCL, KUZU, WADR 37-28, WIRK-FM 38-31, WKQO-AM-FM 29-24, CKCC 21-18.
- TERRY GREGORY** "I Never Knew The Devil's Eyes..." (Handshake/CBS) 56/3
National Summary: Up 30, Same 18, Down 2, Debuts 5, Adds 3, KIX108, WKMF, KYGO-FM, WYII 46-41, KYXX 21-19, KKYX 29-24, WIRK-FM 30-23, WMNI 15-13, WBCS 17-16, KFDI-AM-FM 42-37, KFH 25-17, KUZU 36-27, KRWO-FM 15-12, KLAC 24-20, KCBO-AM 24-17.
- TERRI GIBBS** "Ashes To Ashes" (MCA) 55/19
National Summary: Up 8, Same 19, Down 0, Debuts 9, Adds 19 including WYVA, WCOS-AM-FM, WESC-AM-FM, WIRK-FM, WTQR-FM, WKMF, KTTS-AM-FM, WIL-AM-FM, KFH, KUUY, KMAK, KYTE, WGNA-FM 44-38, KRMD-AM-FM 46-38, WFMS-FM 31-26.
- MICHAEL MURPHEY** "The Two-Step Is Easy" (Liberty) 55/1
National Summary: Up 34, Same 17, Down 0, Debuts 3, Adds 1, WDAK, WYVA 39-26, KLVI 11-10, KHEY 22-17, WWOOD 23-19, WKSJ-FM 21-19, WSIX-FM 5-4, WNOE-AM 17-15, WAXX 36-31, KEBC-FM 18-17, WHBF 48-39, KEED 29-24, KCBO-AM 19-9, KMPS-AM-FM 27-21.
- LACY J. DALTON** "Slow Down" (Columbia) 54/30
National Summary: Up 7, Same 14, Down 0, Debuts 3, Adds 30 including WSIX-FM, WNOE-AM, KKYX, KFGO, WKQO-AM-FM, WTSO, KFDI-AM-FM, KLAC, KNIX-FM, KWJ, KSOP-FM, CKCC, KEEN, KBBQ, WFMS-FM 35-29.
- BOXCAR WILLIE** "Bad News" (Main Street) 52/1
National Summary: Up 30, Same 12, Down 0, Debuts 8, Adds 1, WNOE-AM, WYII 41-37, WLWI-FM 21-15, KKYX 45-38, WIRK-FM 31-24, WHK 26-23, WAXX 31-25, WITL-FM 33-28, WTSO 10-9, KUZU 18-14, KEED 24-19, KRAK 25-21, KMPS-AM-FM 2-2, KGA 13-9.
- JANIE FRICKE** "Don't Worry 'Bout Me Baby" (Columbia) 48/41
National Summary: Up 1, Same 4, Down 0, Debuts 2, Adds 41 including WGNA-FM, WSEN-AM-FM, WCOS-AM-FM, KIKK-FM, WCMS-FM, WSAI-AM-FM, WUBE-FM, WFMS-FM, WBCS, KEBC-FM, KOMA, KFDI-AM-FM, KLZ, KNIX-FM, KSOP-FM.
- ALLEN TRIPP** "Love Is" (Nashville) 46/6
National Summary: Up 19, Same 18, Down 0, Debuts 3, Adds 6, KXCL, WQIK-FM, WWOOD, WTQR-FM, WHBF, KBMY, KIXZ 50-37, KOKE-AM-FM 35-32, KKYX 36-30, KOMA 33-27, WXCL 39-32, KFDI-AM-FM 38-33, KRWO-FM 44-37, KTOM 39-30, KGA 26-21.
- BURRITO BROTHERS** "Closer To You" (Curb/CBS) 45/8
National Summary: Up 18, Same 17, Down 0, Debuts 6, Adds 6, WIXY, WIRK-FM, WSAI-AM-FM, WMNI, KVEG, WBGW-FM 44-36, WCMS-FM 42-38, KTTS-AM-FM 44-31, KVOO 44-40, KFH 47-39, KEED 43-38, KRAK 36-32, KTOM 45-40, KMPS-AM-FM 15-9, KGA 40-32.
- KIPPI BRANNON** "If I Could See You Tonight" (MCA) 43/1
National Summary: Up 25, Same 14, Down 0, Debuts 3, Adds 1, KVEG, WYVA 25-22, WYII 32-28, KHEY 49-43, WKSJ-FM 29-24, WLWI-FM 21-19, WSM 32-24, KKYX 37-37, WSAI-AM-FM 33-29, WXCL 42-38, KFDI-AM-FM 41-38, KRWO-FM 23-19, KWJ 42-37, KGA 36-31.
- G. STEWART & D. DILLON** "Brotherly Love" (RCA) 40/3
National Summary: Up 15, Same 19, Down 0, Debuts 3, Adds 3, KOKE-AM-FM, WFNC, KKYX, WIXL-FM 8-8, WAMZ-FM 31-25, WWOOD 24-20, KEBC-FM 33-31, KFH 45-43, KKAL 36-32, KEED 44-40, KWJ 41-36, KTOM 43-38, KEEN 39-27.

SIGNIFICANT ACTION

- OSMONDS** "I Think About Your Lovin'" (Elektra) 38/23
National Summary: Up 1, Same 11, Down 0, Debuts 3, Adds 23 including WBGW-FM, WYVA, KLVI, WQYK-FM, WSAI-AM-FM, WHK, WFMS-FM, WDAF, WIL-AM-FM, KLZ, KCBO-AM.
- CORBIN HANNER BAND** "Everyone Knows I'm Yours" (Alfa) 35/4
National Summary: Up 12, Same 15, Down 1, Debuts 3, Adds 4, WESC-AM-FM, WFMS-FM, KFH, KKAL, WSIX-FM 18-18, WXCL 43-36, KTTS-AM-FM 41-29, KFDI-AM-FM 47-42, KEED 40-38, KSOP-FM 47-42.
- RANDY PARTON** "Oh, No!" (RCA) 32/12
National Summary: Up 2, Same 13, Down 2, Debuts 3, Adds 12, WIXY, WYII, WXBO-FM, WGVM, WCMS-FM, KBMR, KFGO, KXRB, KTTS-AM-FM, KKAL, KEIN, KVEG.
- JERRY LEE LEWIS** "I'm So Lonesome I Could Cry" (Mercury/PolyGram) 32/8
National Summary: Up 5, Same 17, Down 0, Debuts 2, Adds 8, WYII, KIKK-FM, WMC-AM, KUUY, KEED, KCCY-FM, KRAK, KSOP-FM, KRMD-AM-FM 46-37, KEBC-FM 48-44, KUZU 48-39.
- RONNIE McDOWELL** "I Just Cut Myself" (Epic) 30/26
National Summary: Up 0, Same 2, Down 0, Debuts 2, Adds 26 including WADR, WSM, KRMD-AM-FM, WIRK-FM, WSAI-AM-FM, WDAF, WBCS, KEBC-FM, KEED, KSOP-FM, KMPS-AM-FM.
- T. HALL & E. SCRUGGS** "There Ain't No Country Music..." (Columbia) 30/14
National Summary: Up 5, Same 11, Down 0, Debuts 0, Adds 14 including WOKQ, KLRA, KBMR, WAXX, WDAF, KFH,

Radio & Records

NATIONAL AIRPLAY/50

April 30, 1982

Three Weeks	Two Weeks	Last Week	
4	1	1	1 ALABAMA/Mountain Music (RCA)
12	5	3	2 WILLIE NELSON/Always On My Mind (Columbia)
16	8	5	3 WAYLON & WILLIE/Just To Satisfy You (RCA)
3	2	2	4 CRYSTAL GAYLE/You Never Gave Up On Me (Columbia)
9	6	4	5 GAIL DAVIES/Round The Clock Lovin' (WB)
20	14	11	6 STEVE WARINER/Kansas City Lights (RCA)
14	10	8	7 DOLLY PARTON/Single Women (RCA)
13	9	6	8 JOHN CONLEE/Busted (MCA)
28	19	13	9 MICKEY GILLEY/Tears Of The Lonely (Epic)
22	17	12	10 GENE WATSON/Speak Softly (You're Talking...) (MCA)
29	22	17	11 STATLER BROTHERS/You'll Be Back... (Mercury/PolyGram)
21	18	14	12 GARY MORRIS/Don't Look Back (WB)
25	20	16	13 MOE BANDY/Someday Soon (Columbia)
18	16	15	14 EDDY RAVEN/A Little Bit Crazy (Elektra)
40	29	22	15 T.G. SHEPPARD/Finally (WB/Curb)
34	26	20	16 BELLAMY BROTHERS/For All The Wrong... (Elektra/Curb)
5	4	7	17 RICKY SKAGGS/Crying My Heart Out (Epic)
36	28	24	18 EDDIE RABBITT/I Don't Know Where To Start (Elektra)
32	26	23	19 KIERAN KANE/I Feel It With You (Elektra)
38	33	27	20 TAMMY WYNETTE/Another Chance (Epic)
37	32	26	21 MEL McDANIEL/Take Me To The Country (Capitol)
11	11	18	22 GEORGE STRAIT/If You're Thinking You Want... (MCA)
6	7	10	23 D. FRIZZELL & S. WEST/Another Honky-Tonk... (WB/Viva)
47	43	34	24 DON WILLIAMS/Listen To The Radio (MCA)
1	3	9	25 GEORGE JONES/Same Ole Me (Epic)
43	36	28	26 JOE STAMPLEY/I'm Goin' Hurtin' (Epic)
44	40	30	27 LEE GREENWOOD/Ring On Her Finger... (MCA)
45	41	31	28 LEON EVERETTE/Just Give Me What You... (RCA)
17	15	19	29 DOTTIE WEST/You're Not Easy To Forget (Liberty)
48	44	37	30 RAZZY BAILEY/Everytime You Cross My Mind... (RCA)
42	38	32	31 JACKY WARD/Travelin' Man (Asylum)
7	12	31	32 HANK WILLIAMS JR./A Country Boy Can... (Elektra/Curb)
-	45	39	33 CHARLEY PRIDE/I Don't Think She's In Love (RCA)
2	13	26	34 CONWAY TWITTY/The Clown (Elektra)
-	-	42	35 CONWAY TWITTY/Slow Hand (Elektra)
-	50	43	36 JOHN ANDERSON/Would You Catch A Falling Star (WB)
49	46	38	37 FRED KNOBLOCK/I Had It All (Scotti Bros./CBS)
50	48	40	38 REX ALLEN JR./Last Of The Silver Screen Cowboys (WB)
-	-	50	39 RONNIE MILSAP/Any Day Now (RCA)
-	-	50	40 ED BRUCE/Love's Found You And Me (MCA)
-	-	46	41 BARBARA MANDRELL/Til You're Gone (MCA)
-	-	46	42 JOHNNY CASH/The General Lee (Scotti Bros./CBS)
24	27	35	43 LORETTA LYNN/Lie (MCA)
10	23	23	44 ANNE MURRAY/Another Sleepless Night (Capitol) New
-	-	23	45 BILLY SWAN/With Their Kind Of Money... (Epic) Entry
-	-	23	46 RAY PRICE/Forty And Fadin' (Dimension) →
8	21	29	47 KENNY ROGERS/Through The Years (Liberty)
15	24	36	48 LARRY GATLIN/In Like With Each Other (Columbia)
23	31	44	49 TOMPALL & GLASER BROTHERS/It'll Be Her (Elektra)
27	35	45	50 MERLE HAGGARD/Big City (Epic)

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.

- CHARLENE** "I've Never Been To Me" (Motown) 29/6
National Summary: Up 12, Same 7, Down 0, Debuts 4, Adds 6, WZZK-FM, WWOOD, KWKH, WITL-FM, KCCY-FM, KRISY, WHN 13-10, WNYR 16-8, WILQ 14-10, WQAM 34-21, WHK 11-4, WWWW-FM 14-11.
- SUSIE ALLANSON** "Wasn't That Love" (Liberty) 27/3
National Summary: Up 6, Same 18, Down 0, Debuts 3, Adds 3, KLRA, KRISY, KCBO-AM, WBGW-FM 48-41, WKSJ-FM 42-38, KKYX 44-41, WCMS-FM 45-42, KFDI-AM-FM on, KSOP-FM on, KMPS-AM-FM on.
- JOHN DENVER** "Shanghai Breezes" (RCA) 26/1
National Summary: Up 13, Same 9, Down 0, Debuts 3, Adds 1, WIXY, WHN 8-6, WNYR d-17, WILQ 19-14, KXYL 16-11, WQAM 1-1, WHK 34-31, WWWW-FM 17-13, WKQO-AM-FM 20-18, KUGR 18-14.
- CONWAY TWITTY** "Over Thirty (Not Over The Hill)" (MCA) 23/8
National Summary: Up 6, Same 8, Down 0, Debuts 2, Adds 8, WGNA-FM, WESC-AM-FM, WQIK-FM, WWOOD, WOKK, WCMS-FM, KXRB, KUZU, WHOO 29-19, WWWW-FM 39-34.
- SONNY JAMES** "A Place In The Sun" (Dimension) 22/15
National Summary: Up 1, Same 4, Down 0, Debuts 2, Adds 15 including WVAM, WDAK, KHEY, KRMD-AM-FM, KBMR, WTSO, KTTS-AM-FM, KTOM, KSOP-FM, KGA.
- MUNDO EARWOOD** "All My Lovin'" (Primer) 22/2
National Summary: Up 9, Same 9, Down 0, Debuts 2, Adds 2, KFH, KRWO-FM, WSM 40-33, KKYX 49-45, KFGO 38-34, KTTS-AM-FM 47-33, KVOO 47-44, KUZU 45-40, KTOM 48-45.
- BANDANA** "Cheatin' State Of Mind" (WB) 21/10
National Summary: Up 4, Same 7, Down 0, Debuts 0, Adds 10, KIXZ, WWOOD, KWMT, KEBC-FM, WXCL, KTTS-AM-FM, KFDI-AM-FM, KWJ, KGA, KIGO.
- STEPHANIE WINSLOW** "Slippin' & Slidin'" (Primer) 20/6
National Summary: Up 3, Same 7, Down 0, Debuts 4, Adds 6, WBGW-FM, WESC-AM-FM, WLWI-FM, KFGO, WKMF, KEED, WVAM 50-45, KVOO 48-45, KUUY 41-37.
- DAVE ROWLAND** "Why Didn't I Think Of That" (Elektra) 20/4
National Summary: Up 6, Same 8, Down 0, Debuts 2, Adds 4, WOKQ, KWJ, KRISY, KSOP-FM, WIXL-FM 45-38, WADR 48-42, WBEU d-38, WQYK-FM 35-32, KFGO 34-29, WKQO-AM-FM 45-43.
- DAVID ALLAN COE** "Take Time To Know Her" (Columbia) 20/3
National Summary: Up 8, Same 10, Down 0, Debuts 1, Adds 3, WYVA, WESC-AM-FM, KUUY, KLVI 19-17, KIKK-FM 39-25, WAMZ-FM 19-14, WCUZ-AM-FM 33-26, KTTS-AM-FM 38-28, KFDI-AM-FM 49-44.
- JOHNNY LEE** "When You Fall In Love" (Full Moon/Asylum) 19/15
National Summary: Up 0, Same 2, Down 0, Debuts 2, Adds 15 including WHN, WNYR, WLWI-FM, WSIX-FM, WHK, KFGO, KLZ, KMAK, KLAC, KMPS-AM-FM.
- JOHNNY PAYCHECK** "No Way Out" (Epic) 19/1
National Summary: Up 3, Same 10, Down 0, Debuts 5, Adds 1, KUZU, WGNA-FM 38-38, WESC-AM-FM on, WGVM d-32, WAMZ-FM 42-38, KRMD-AM-FM on, WSAI-AM-FM on, KEBC-FM 48-36, KFDI-AM-FM on, CKCC on.
- YOUNGER BROTHERS** "Lonely Hearts" (MCA) 18/1
National Summary: Up 5, Same 12, Down 0, Debuts 0, Adds 1, KKAL, WVAM 39-37, WIXL-FM 29-24, KOKE-AM-FM 40-38, KLVI 40-38, WNOE-AM on, KKYX 47-43, WQYK-FM on, KFH on, KRAK on.
- EDDY ARNOLD** "Don't Give Up On Me" (RCA) 18/1
National Summary: Up 3, Same 11, Down 0, Debuts 3, Adds 1, WHBF, WIXL-FM 41-38, WSIX-FM 24-21, KRMD-AM-FM on, KFDI-AM-FM on, KUGR 30-28, KRAK on, KSOP-FM on, KMPS-AM-FM on.
- CRISTY LANE** "Fragile - Handle With Care" (Liberty) 17/10
National Summary: Up 1, Same 6, Down 0, Debuts 1, Adds 10, WYVA, KHEY, WQYK-FM, WBCS, WHBF, KTTS-AM-FM, KFDI-AM-FM, KEED, KMAK, KRAK.
- DEBORAH ALLEN** "After Tonight" (Capitol) 17/4
National Summary: Up 1, Same 10, Down 0, Debuts 2, Adds 4, KRRV, KLRA, WWOOD, WHBF, WSEN-AM-FM on, WIXL-FM 44-39, WADR on, WESC-AM-FM on, WSM on, WTHI-FM on.
- BILLY PARKER** "The Last Country Song" (Soundwaves) 16/9
National Summary: Up 0, Same 6, Down 0, Debuts 1, Adds 9, WVAM, KHEY, WESC-AM-FM, WKSJ-FM, WAXX, WKMF, KTTS-AM-FM, KUZU, KEED.
- MERLE HAGGARD** "Are The Good Times Really Over" (Epic) 13/4
National Summary: Up 3, Same 4, Down 0, Debuts 2, Adds 4, WSEN-AM-FM, WBGW-FM, VMC-AM, WLWI-FM, WHN 39-32, KPLX-FM d-29, WMPs on, WHOO 28-24, WMAQ on, KEBC-FM 41-33.
- LANE BRODY** "He's Taken" (Liberty) 13/2
National Summary: Up 2, Same 8, Down 0, Debuts 1, Adds 2, KXRB, KFH, WSIX-FM 17-3, WQYK-FM on, KBMR on, KFGO on, WKMF on, WBCS on, WXCL 35-30, KGA on.
- GORDON LIGHTFOOT** "Baby Step Back" (WB) 13/1
National Summary: Up 6, Same 6, Down 0, Debuts 1, Adds 1, KUUY, WSEN-AM-FM 25-23, WNYR 30-27, WMQZ-FM 39-35, KXYI 35-31, WRCS 22-19, KRST-FM 24-19.

Country

Regional Adds & Hits

MOST ADDED	EAST	HOTTEST	MOST ADDED	MIDWEST	HOTTEST	MOST ADDED	SOUTH	HOTTEST	MOST ADDED	WEST	HOTTEST
Janie Fricke (Columbia)	Willie Nelson (Columbia) Alabama (RCA)	Janie Fricke (Columbia) Ronnie Millsap (RCA)	Willie Nelson (Columbia) Alabama (RCA)	Ronnie Millsap (RCA) Barbara Mandrell (MCA)	Willie Nelson (Columbia) Alabama (RCA)	Ronnie Millsap (RCA) Lucy J. Dalton (Columbia)	Alabama (RCA)	Ronnie Millsap (RCA) Lucy J. Dalton (Columbia)	Alabama (RCA)	Alabama (RCA)	

EAST		MIDWEST		SOUTH	
WJLA-TV Alexandria, VA JANIE FRICKE DIANE PRICER COMBAT TRITTY SALLY GOLD BAND JIM & JESSIE & CHAR JACLYN WARD KIMBERLY CHARLEY STRAIT T.G. SHEPPARD COMBAT TRITTY	WJLA-TV Alexandria, VA JANIE FRICKE DIANE PRICER COMBAT TRITTY SALLY GOLD BAND JIM & JESSIE & CHAR JACLYN WARD KIMBERLY CHARLEY STRAIT T.G. SHEPPARD COMBAT TRITTY	WJLA-TV Alexandria, VA JANIE FRICKE DIANE PRICER COMBAT TRITTY SALLY GOLD BAND JIM & JESSIE & CHAR JACLYN WARD KIMBERLY CHARLEY STRAIT T.G. SHEPPARD COMBAT TRITTY	WJLA-TV Alexandria, VA JANIE FRICKE DIANE PRICER COMBAT TRITTY SALLY GOLD BAND JIM & JESSIE & CHAR JACLYN WARD KIMBERLY CHARLEY STRAIT T.G. SHEPPARD COMBAT TRITTY	WJLA-TV Alexandria, VA JANIE FRICKE DIANE PRICER COMBAT TRITTY SALLY GOLD BAND JIM & JESSIE & CHAR JACLYN WARD KIMBERLY CHARLEY STRAIT T.G. SHEPPARD COMBAT TRITTY	WJLA-TV Alexandria, VA JANIE FRICKE DIANE PRICER COMBAT TRITTY SALLY GOLD BAND JIM & JESSIE & CHAR JACLYN WARD KIMBERLY CHARLEY STRAIT T.G. SHEPPARD COMBAT TRITTY

WEST		MIDWEST		SOUTH	
WJLA-TV Alexandria, VA JANIE FRICKE DIANE PRICER COMBAT TRITTY SALLY GOLD BAND JIM & JESSIE & CHAR JACLYN WARD KIMBERLY CHARLEY STRAIT T.G. SHEPPARD COMBAT TRITTY	WJLA-TV Alexandria, VA JANIE FRICKE DIANE PRICER COMBAT TRITTY SALLY GOLD BAND JIM & JESSIE & CHAR JACLYN WARD KIMBERLY CHARLEY STRAIT T.G. SHEPPARD COMBAT TRITTY	WJLA-TV Alexandria, VA JANIE FRICKE DIANE PRICER COMBAT TRITTY SALLY GOLD BAND JIM & JESSIE & CHAR JACLYN WARD KIMBERLY CHARLEY STRAIT T.G. SHEPPARD COMBAT TRITTY	WJLA-TV Alexandria, VA JANIE FRICKE DIANE PRICER COMBAT TRITTY SALLY GOLD BAND JIM & JESSIE & CHAR JACLYN WARD KIMBERLY CHARLEY STRAIT T.G. SHEPPARD COMBAT TRITTY	WJLA-TV Alexandria, VA JANIE FRICKE DIANE PRICER COMBAT TRITTY SALLY GOLD BAND JIM & JESSIE & CHAR JACLYN WARD KIMBERLY CHARLEY STRAIT T.G. SHEPPARD COMBAT TRITTY	WJLA-TV Alexandria, VA JANIE FRICKE DIANE PRICER COMBAT TRITTY SALLY GOLD BAND JIM & JESSIE & CHAR JACLYN WARD KIMBERLY CHARLEY STRAIT T.G. SHEPPARD COMBAT TRITTY

134 Current Programs
The following stations did not report this week:
WCAW/Charlotte
WEEP/Pittsburgh
WPOR-AM/FM/Portland
KSO/Denver
WDGY/Minneapolis
WPLD/Atlanta
WSON-FM/Charlotte
WRNL/Richmond
KGM/Boise

Hottest Tracks:
"Heartbreak Express" DOLLY PARTON (RCA)

COUNTRY ALBUMS
Cuts in bold type are receiving the heaviest airplay.

ALABAMA - Mountain Music - (RCA) "Take Me Down" "Close Enough To Perfect" "Changes Comin' On" "Lovin' You're Killin' Me" "Words At Twenty Paces" "Green River" "You Turn Me On"

BOBBY BARE - Ain't Got Nothin' To Lose - (Columbia) "If You Ain't Got Nothin' (You Ain't Got Nothin' To Lose)" "Golden Memories" "I'm Not A Candle In The Wind"

BELLAMY BROTHERS - When We Were Boys - (Elektra/Curb) "Untd The Money's Gone" "Goin' Bare" "This Time" "You Make Love So Easy" "Get Into Reggae Cowboy" "We Can Handle It"

JOHN CONLEE - Busted - (MCA) "Common Man" "A Little Of You"

CHARLIE DANIELS BAND - Windows - (Epic) "Ain't No Ramblers Anymore" "Still In Saigon" "Nashville Moon"

GAIL DAVIES - Givin' Herself Away - (WB) "You Turn Me On I'm A Radio" "Movin' (I Might Decide To Bstay)" "Givin' Herself Away" "Singing The Blues"

WAYLON JENNINGS - Black On Black - (RCA) "Women Do Know How To Carry On" "Honky Tonk Blues" "May I Borrow Some Sugar From You" "Get Naked With Me" "Folsom Prison Blues"

GARY MORRIS - Gary Morris - (WB) "No Place To Hide" "Dancin' The Night Away" "Sweet Red Wine" "Day By Day" "Dreams Die Hard" "I Can Tell By The Way You Dance"

WILLIE NELSON - Always On My Mind - (Columbia) "A Whiter Shade Of Pale" "The Party's Over"

OAK RIDGE BOYS - Bobbie Sue - (MCA) "Doctor's Orders" "So Fine" "I Wish You Could Have Turned My Head (And Left My Heart Alone)" "I Wish You Were Here (Oh My Darlin')" "Old Kentucky Song"

DOLLY PARTON - Heartbreak Express - (RCA) "Heartbreak Express" "Do I Ever Cross Your Mind" "Barbers On Your Mind" "My Blue Ridge Mountain Boy" "Release Me"

CHARLEY PRIDE - Charley Sings Everybody's Choice - (RCA) "I Hope (You Never Cry Again)" "I See The Devil In Your Deep Blue Eyes" "Cup Of Love" "Oh What A Beautiful Love Song" "When She Dances" "You're So Good When You're Bad"

JERRY REED - The Men With The Golden Thumb - (RCA) "She Got The Goldmine (I Got The Shaft)" "44"

JOE SUN - I Ain't Honky Tonkin' No More - (Elektra) "Fraulin'" "I Ain't Honky Tonkin' No More" "Livin' Outside Of The Law"

DON WILLIAMS - Listen To The Radio - (MCA) "Mistakes" "If Hollywood Don't Need You" "Only Love" "If She Help Me Get Over You"

HANK WILLIAMS JR. - High Notes - (Elektra/Curb) "If Heaven Ain't A Lot Like Dixie" "The South's Gonna Rattle Again" "Whiskey On Ice" "High And Pressurized" "Ain't Makin' No Headlines (Here Without You)" "Honky Tonkin'" "I've Been Down"

Most Requested:
ALABAMA "Mountain Music" (RCA)
WILLIE NELSON "Always On My Mind" (Columbia)

Black Radio

BREAKERS

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

DIONNE WARWICK & JOHNNY MATHIS

Friends In Love (Arista)

65% of our stations reporting it. Rotations: Heavy 3/0, Medium 13/2, Light 22/4, Extra Adds 5, Total Adds 11, KRLY, WYLD-FM, WJPC, KSOL, WKXI, WLOU, WVOL, WANT, WTOY, WTMP, WLTH. Debuts at number 28 on the Black Radio Chart.

PLEASURE

Sending My Love (RCA)

64% of our stations reporting it. Rotations: Heavy 4/0, Medium 21/1, Light 14/1, Extra Adds 3, Total Adds 5, WYLD-FM, KDAY, WVOL, WLTH, WKWM. Debuts at number 22 on the Black Radio Chart.

SMOKEY ROBINSON

Old Fashioned Love (Tamla/Motown)

59% of our stations reporting it. Rotations: Heavy 3/0, Medium 21/0, Light 12/3, Extra Adds 3, Total Adds 6, WILD, KRLY, WCIN, WANT, WTMP, KDIA. Debuts at number 23 on the Black Radio Chart.

PAUL McCARTNEY with STEVIE WONDER

Ebony And Ivory (Columbia)

59% of our stations reporting it. Rotations: Heavy 13/0, Medium 18/0, Light 7/0, Extra Adds 1, Total Adds 1, WKWM. Heavy: WXYV, WAOK, WAIL-FM, WDMT, WSSJ, KNOW. Moves 25-20 on the Black Radio Chart.

NEW & ACTIVE

Recent releases with airplay reported by at least 20 of our reporting stations are listed in order of their activity. The two numbers immediately following each song title indicate how many of our reporters are on the record this week and of those, how many added it this week. The rotational breakdowns which follow indicate how many stations have the song in the respective rotation and of those, how many added it into that particular rotation this week. indicates one of this week's Most Added new songs.

PATTI AUSTIN with JAMES INGRAM "Baby Come To Me" (Qwest/WB) 35/3
Rotations: Heavy 4/0, Medium 18/0, Light 11/1, Extra Adds 2, Total Adds 3, WDMT, WTOY, WLTH. Heavy: WJMO, WNHC, KNOW, KAEZ. Medium: WXYV, WAMO, WAOK, WYLD-FM, WBLZ, WCIN, WJLB, KDAY, XHRM, WSSJ, WWRL, WENN, KOKY, WJJS, WBLX, WANM, WLUM, KUKQ.

BILL SUMMERS & SUMMERS HEAT "At The Concert" (MCA) 33/3
Rotations: Heavy 8/0, Medium 17/0, Light 8/1, Extra Adds 2, Total Adds 3, WBMX, WANT, KUKQ. Heavy: WOOK, WENN, WJMI, WLOU, WOWI. Medium: WWIN, WHUR, WAOK, WDMA, WCIN, WJMO, KDKO, KDAY, KSOL, WJAX, WJJS, WVOL, WTOY, WDAO, WLTH, WTLC, KAEZ.

BRASS CONSTRUCTION "Can You See The Light" (Liberty) 33/0
Rotations: Heavy 10/0, Medium 12/0, Light 11/0, Extra Adds 0, Total Adds 0. Heavy: WILD, WAOK, WCIN, WJMO, XHRM, WENN, WJMI, WKWM, WTLC, KPOP-FM. Medium: WXYV, KDAY, WATV, WKXI, KOKY, WLOU, WVOL, WTOY, WLTH, KAEZ, KDIA, KUKQ. Moves 28-26 on the Black Radio Chart.

WEST STREET MOB "Sing A Simple Song" (Sugar Hill) 32/5
Rotations: Heavy 8/0, Medium 13/0, Light 10/2, Extra Adds 3, Total Adds 5, WVEE, KMJQ, WJMI, WLOU, WTMP. Heavy: WDMA, WGIV, WJAX, WDAO, WWWWS, KACE. Medium: WWIN, WDAS, WHUR, WAOK, WAIL-FM, WGCI, WJMO, WENN, WVOL, WOWI, WLTH, WTLC, KUKQ.

AURRA "A Little Love" (Salsoul/RCA) 31/4
Rotations: Heavy 1/0, Medium 15/1, Light 14/2, Extra Adds 1, Total Adds 4, WDMA, WHRK, KNOW, WTOY. Heavy: WGV. Medium: WWIN, WILD, WVEE, WEDR, WCIN, WJMO, WJLB, KDKO, XHRM, WBLX, WVOL, WTLC, WVOL, KACE.

REDDINGS "I Know You Got Another" (Believe In A Dream/CBS) 31/3
Rotations: Heavy 8/0, Medium 15/0, Light 8/1, Extra Adds 2, Total Adds 3, WHRK, WATV, WTOY. Heavy: WOOK, WDMA, WEDR, WCIN, WENN, WJAX. Medium: WWIN, WAOK, WVEE, WJMO, KDKO, KDAY, XHRM, KSOL, WJMI, WBLX, WVOL, WOWI, WANT, WKWM, KDIA.

JEFFREY OSBORNE "I Really Don't Need No Light" (A&M) 30/18
Rotations: Heavy 1/0, Medium 3/0, Light 13/5, Extra Adds 13, Total Adds 18, WOOK, WAOK, WVEE, KRLY, WDMA, WEDR, WJPC, WBLZ, WCIN, WJMO, WJLB, WLOU, WOWI, WANM, WTMP, WDAO, WLUM, WWWWS. Heavy: WWIN, Medium: WHUR, WHRK, KSOL.

WHISPERS "Emergency" (Solar/Elektra) 30/16
Rotations: Heavy 2/1, Medium 9/2, Light 8/2, Extra Adds 11, Total Adds 16, WWIN, WHUR, WAOK, WCIN, KDKO, XHRM, WATV, WOIC, WJMI, KOKY, WJJS, WANT, WANM, WDAO, WLUM, KPOP-FM. Heavy: KACE. Medium: WOOK, WHRK, KSOL, KNOW, WPDQ, WVOL, KUKQ.

WILLIAM "BOOTS" COLLINS "Take A Lickin' And Keep On Kickin'" (WB) 30/0
Rotations: Heavy 2/0, Medium 19/0, Light 9/0, Extra Adds 0, Total Adds 0. Heavy: WDAS, WJMS, WATO, WLTH, WWIN, WHUR, WAOK, WEDR, WGCI, WCIN, WJLB, KDAY, XHRM, WOIC, KOKY, WLOU, WJJS, WTOY, WDMT, WKWM, WTLC, KUKQ, KPOP-FM.

NARADA MICHAEL WALDEN "You're #1" (Atlantic) 28/16
Rotations: Heavy 1/1, Medium 6/1, Light 11/4, Extra Adds 10, Total Adds 16, WWIN, WXYV, WCIN, KDKO, WKXI, WJAX, WPDQ, WLOU, WJJS, WBLX, WTOY, WANM, WDAO, WKWM, KAEZ, KPOP-FM. Medium: WHUR, WDMA, WHRK, KSOL.

DIANA ROSS "Work That Body" (RCA) 28/7
Rotations: Heavy 0/0, Medium 12/0, Light 11/2, Extra Adds 5, Total Adds 7, WOOK, WJMO, XHRM, KSOL, WKXI, WTOY, KTFM. Medium: WILD, WEDR, WAIL-FM, KDKO, KDAY, WSSJ, WENN, WJMI, WPDQ, WBLX, WVOL, WDAO.

SHOTGUN "Ladies Choice" (Montage/Capitol) 24/7
Rotations: Heavy 3/0, Medium 7/0, Light 9/2, Extra Adds 5, Total Adds 7, WOOK, WKND, WWRL, WJAX, KOKY, WTOY, WANM. Heavy: WATV, WENN, WPDQ. Medium: WDAS, KDKO, WLOU, WOWI, WTLC, KAEZ, KDIA.

SIGNIFICANT ACTION

VERNON BURCH "Playing Hard To Get" (Spector/Capitol) 22/2
Rotations: Heavy 2/0, Medium 9/0, Light 10/1, Extra Adds 1, Total Adds 2, WATV, WTOY. Heavy: WENN, WLOU. Medium: WILD, WEDR, WJMO, KDKO, KDAY, XHRM, WOWI, WTLC, KACE.

ZOOM "Love Seasons" (Polydor/PolyGram) 22/0
Rotations: Heavy 9/0, Medium 5/0, Light 8/0, Extra Adds 0, Total Adds 0. Heavy: WDMT, WJLB, WSSJ, WKND, WWRL, WLOU, WOWI, WANT, WLUM. Medium: WYLD-FM, WPDQ, KOKY, WTLC, KAEZ.

L.T.D. "April Love" (A&M) 22/0
Rotations: Heavy 9/0, Medium 9/0, Light 4/0, Extra Adds 0, Total Adds 0. Heavy: WWIN, WHRK, WEDR, WJLB, WATV, WBLX, WVOL, WOWI, WVOI. Medium: WDAS, WVEE, WYLD-FM, WCIN, WNHC, WPDQ, WANT, WLUM, KAEZ.

Radio & Records NATIONAL AIRPLAY/30

April 30, 1982

Three Weeks	Two Weeks	Last Week		
11	6	3	1	DENIECE WILLIAMS/It's Gonna... (ARC/Col.)
4	2	2	2	RAY PARKER JR./The Other Woman (Arista)
6	5	5	3	SHALAMAR/A Night To Remember (Solar/Elektra)
5	4	1	4	PATRICE RUSHEN/Forget Me Not (Elektra)
12	7	6	5	CHERI/Murphy's Law (Venture)
8	8	8	6	CAMEO/Just Be Yourself (Chocolate City/PolyGram)
2	3	4	7	ATLANTIC STARR/Circles (A&M)
13	9	9	8	A TASTE OF HONEY/I'll Try Something New (Capitol)
27	19	12	9	BLOODSTONE/We Go A Long Way Back (T-Neck/CBS)
20	14	13	10	DAZZ BAND/Let It Whip (Motown)
16	15	11	11	O'JAYS/I Just Want To Satisfy (Phil. Int'l./CBS)
1	1	7	12	RICHARD "D" FIELDS/If It Ain't One Thing... (Boardwalk)
-	30	16	13	TEMPTATIONS/R. JAMES/Standing On... (Gordy/Motown)
-	27	19	14	ASHFORD & SIMPSON/Street Corner (Capitol)
18	16	15	15	SKYY/Let's Celebrate (Salsoul/RCA)
-	-	29	16	GAP BAND/Early In The Morning (Total Experience/PGM)
-	29	20	17	CHANGE/The Very Best Is You (RFC/Atlantic)
10	10	10	18	WAR/You Got The Power (RCA)
7	11	14	19	O'BRYAN/The Gigolo (Capitol)
-	-	25	20	P. McCARTNEY/S. WONDER/Ebony & Ivory (Columbia)
30	21	21	21	THIRD WORLD/Try Jah Love (Columbia)
-	→	→	22	PLEASURE/Sending My Love (RCA)
-	→	→	23	SMOKEY ROBINSON/Old Fashioned Love (Tamla/Motown)
3	12	17	24	STEVIE WONDER/That Girl (Tamla/Motown)
26	26	26	25	BAR-KAYS/Freaky Behavior (Mercury/PolyGram)
-	28	28	26	BRASS CONSTRUCTION/Can You See The Light (Liberty)
-	-	27	27	STARS ON 45/Tribute To Stevie Wonder (Radio/Atlantic)
-	→	→	28	D. WARWICK & J. MATHIS/Friends In Love (Arista) New Entry
-	24	24	29	ROBERTA FLACK/Making Love (Atlantic)
28	23	23	30	PEABO BRYSON/There's No Guarantee (Capitol) →

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

- JEFFREY OSBORNE (18)
- WHISPERS (16)
- NARADA MICHAEL WALDEN (16)
- GAP BAND (13)
- LARRY GRAHAM (13)

HOTTEST

- RAY PARKER JR. (32)
- PATRICE RUSHEN (25)
- DAZZ BAND (23)
- RICHARD "DIMPLES" FIELDS (22)
- SHALAMAR (21)
- CHERI (21)

LAKESIDE "Something About That Woman" (Solar/Elektra) 21/11
Rotations: Heavy 3/0, Medium 5/2, Light 8/4, Extra Adds 5, Total Adds 11, WWIN, WDMA, KDKO, KDAY, KSOL, WKND, KOKY, WLOU, WDAO, WLTH. Heavy: WGCI, WATV, WJAX. Medium: WHRK, WVOI, KACE.

SECRET WEAPON "Must Be The Music" (Prelude) 21/0
Rotations: Heavy 12/0, Medium 8/0, Light 3/0, Extra Adds 0, Total Adds 0. Heavy: WWIN, WXYV, WDAS, WAOK, WAIL-FM, WSSJ, WATV, WOIC, KELP, WOWI, WANT, WTMP. Medium: WVEE, WDMA, WJPC, WJMO, KDAY, WGIV.

GREG PERRY "It Takes Heart" (Alfa) 21/0
Rotations: Heavy 1/0, Medium 9/0, Light 11/0, Extra Adds 0, Total Adds 0. Heavy: WAOK. Medium: WWIN, WEDR, KDAY, XHRM, WKXI, WOWI, WDAO, WLTH, WTLC.

RICHARD JON SMITH "Stay With Me Tonight" (Jive/Arista) 20/6
Rotations: Heavy 0/0, Medium 8/0, Light 9/1, Extra Adds 5, Total Adds 6, WBMX, WCIN, WJMO, WTLC, KUKQ, KPOP-FM. Medium: WVEE, WEDR, XHRM, KSOL, WLOU, WLTH.

DAVID LASLEY "If I Had My Wish Tonight" (EMI America) 20/4
Rotations: Heavy 2/0, Medium 8/0, Light 9/1, Extra Adds 3, Total Adds 4, WVEE, WEDR, KDAY, WENN. Heavy: WAOK, XHRM. Medium: WAIL-FM, WSSJ, WVOL, WLTH, WLUM, KUKQ.

AL JARREAU "Teach Me Tonight" (WB) 20/1
Rotations: Heavy 1/0, Medium 11/1, Light 8/0, Extra Adds 0, Total Adds 1, WJAX. Heavy: KNOW. Medium: WOOK, WHRK, WDMT, KSOL, WSSJ, KOKY, WJJS, WTOY, WLUM, KAEZ.

SYLVIA "It's Good To Be The Queen" (Sugar Hill) 19/5
Rotations: Heavy 3/0, Medium 8/0, Light 7/2, Extra Adds 3, Total Adds 5, WOIC, WPDQ, WANT, WTOY, WANM. Heavy: WHUR, WEDR, WGIV. Medium: WWIN, WILD, WENN, WLOU, WOWI, WTLC.

ONE WAY "Cutie Pie" (MCA) 19/4
Rotations: Heavy 9/0, Medium 8/0, Light 3/3, Extra Adds 1, Total Adds 4, WILD, KDAY, KSOL, WANT. Heavy: KMJQ, KRLY, WHRK, WGCI, XHRM, KELP, KAEZ, KACE, KPOP-FM.

CHIC "Soup For One" (Mirage/Atlantic) 18/3
Rotations: Heavy 1/0, Medium 3/0, Light 12/1, Extra Adds 2, Total Adds 3, WCIN, XHRM, WJJS. Heavy: WGIV. Medium: WHRK, KDAY, WJMI.

TIME "Girl" (WB) 17/5
Rotations: Heavy 8/0, Medium 4/0, Light 7/2, Extra Adds 2, Total Adds 5, WXYV, KMJQ, WJJS, WTOY. Heavy: WDMA, WHRK, KELP, WJMI, WKXI, KOKY. Medium: KDKO, KNOW, WPDQ, WOWI.

MIGHTY FIRE "Sixth Street (Turn It Up)" (Elektra) 17/5
Rotations: Heavy 0/0, Medium 5/0, Light 9/2, Extra Adds 3, Total Adds 5, WJMO, WKND, WOWI, KDIA, KUKQ. Medium: KDKO, KDAY, XHRM, KSOL, WENN.

HERBIE HANCOCK "Lite Me Up" (Columbia) 17/1
Rotations: Heavy 0/0, Medium 8/0, Light 8/0, Extra Adds 1, Total Adds 1, WJMO. Medium: WXYV, WHRK, WJLB, XHRM, WGIV, WTOY, WTLC, WLUM.

SHARON BROWN "I Specialize In Love" (Profile) 16/5
Rotations: Heavy 4/0, Medium 2/0, Light 6/1, Extra Adds 4, Total Adds 5, WXYV, WILD, WYLD-FM, WOWI, WKWM. Heavy: WAOK, WSSJ, WNHC, WWRL. Medium: WWIN, WEDR.

DRAMATICS "Live It Up" (Capitol) 16/1
Rotations: Heavy 0/0, Medium 7/0, Light 8/0, Extra Adds 1, Total Adds 1, WJMO. Medium: WJLB, KDAY, XHRM, WOIC, WJJS, WKWM, KAEZ.

J. GEILS BAND "Flamethrower" (EMI America) 16/0
Rotations: Heavy 9/0, Medium 5/0, Light 2/0, Extra Adds 0, Total Adds 0. Heavy: KMJM, XHRM, WATV, WJJS, WBLX, WVOL, WLTH, WWWWS, KPOP-FM. Medium: WHRK, WAIL-FM, WGCI, KOKY, WKWM.

FAT LARRY'S BAND "Act Like You Know" (WMOT/CBS) 15/1
Rotations: Heavy 0/0, Medium 8/0, Light 8/0, Extra Adds 1, Total Adds 1, WSSJ. Medium: WXYV, WILD, WEDR, WJJS, WDAO, WLTH.

LARRY GRAHAM "Don't Stop When You're Hot" (WB) 14/13
Rotations: Heavy 0/0, Medium 2/1, Light 2/2, Extra Adds 10, Total Adds 13, WWIN, WDAS, WHUR, WAOK, WDMA, WHRK, WGCI, WWRL, WGIV, KOKY, WVOL, WTMP, WKWM. Medium: KSOL.

Black Radio

Hottest

April 30, 1982

EAST	SOUTH	MIDWEST	WEST
Cheri Patrice Rushen Richard "Dimples" Fields Atlantic Starr Third World Shalamar	Ray Parker Jr. O'Bryan Cameo Bloodstone Shalamar	Dazz Band Richard "Dimples" Fields Patrice Rushen Ray Parker Jr. Cameo	Atlantic Starr Dazz Band Deniece Williams Cheri Patrice Rushen Ray Parker Jr.

Regionalized Adds & Hots

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

EAST

WXYV/Baltimore
Tom Watts

QUEEN
NARADA M. WALDEN
SHARON BROWN
TIME
TROUBLE FUNK
HIGH INERGY
MARZ
RICK JAMES
Hottest:
MCCARTNEY/WONDER
SECRET WEAPON
PEABO BRYSON
ONE WAY
IMAGINATION

WVIN/Baltimore
Curtis Anderson

WAS (NOT WAS)
BILLY ALWAYS
NARADA M. WALDEN
WHISPERS
VISION
HUMAN LEAGUE
LAKESIDE
RITCHIE FAMILY
TEDDY PENDERGRASS
ALVIN FIELDS
MILES WATSON
LA. CONNECTION
LARRY GRAHAM
Hottest:
SECRET WEAPON
CHERI
CHAS JANKEL
DUNCANS
RICHARD D. FIELDS

WILD/Boston
Steve Crumley

SMOKEY ROBINSON
ONE WAY
RONNIE DYSON
SIMMONN
SHARON BROWN
Hottest:
RAY PARKER JR.
CHERI
ATLANTIC STARR
SHALAMAR
TEMPTATIONS/JAMES

WSSJ/Camden-Philadelphia
Gary Shepherd

GAP BAND
TROUBLE FUNK
PAT LARRY'S BAND
KENI BURKE
ALTON EDWARDS
JUNIOR
Hottest:
O'JAYS
BLOODSTONE
CHERI
MCCARTNEY/WONDER
SECRET WEAPON

WKND/Hartford
Eddie Jordan

BOBBY WOMACK
LAKESIDE
RONNIE DYSON
SHOTGUN
MIGHTY FIRE
LADY
Hottest:
STEVIE WONDER
ATLANTIC STARR
SHALAMAR
PATRICE RUSHEN
THIRD WORLD

WNHC/New Haven
James Jordan

QUEEN
HIGH FASHION
SISTER SLEDGE
Hottest:
ATLANTIC STARR
RICHARD D. FIELDS
DENIECE WILLIAMS
SKYY
PATRICE RUSHEN

WWRL/New York
Wanda Ramos

LARRY GRAHAM
MILES WATSON
TEDDY PENDERGRASS
PEECH BOYS
JUNIOR
SHOTGUN
LONNIE JORDAN
MC CRARYS
FRANCE JOLI
DENNIS BROWN
RAINBOW VALLEY
EARL KLUGH
Hottest:
ATLANTIC STARR
SHALAMAR
DENIECE WILLIAMS
RICHARD D. FIELDS
THIRD WORLD

WDAS/Philadelphia
Joe Tamburo

LARRY GRAHAM
XAVIER
RICK JAMES
MANAGERS
JUNIOR
RJ'S LATEST ARRIV
THOMPSON TWINS
CHIMERE
Hottest:
CHERI
THIRD WORLD
ATLANTIC STARR
RICHARD D. FIELDS
PATRICE RUSHEN

WAMO/Philadelphia
John Anthony

none
Hottest:
PATRICE RUSHEN
TEMPTATIONS/JAMES
BOOTS COLLINS
CHERI
O'BRYAN

WOOK/Washington
Dwight Langley

RICK JAMES
JEFFREY OSBORNE
SHOTGUN
DIANA ROSS
Hottest:
RAY PARKER JR.
PATRICE RUSHEN
CHANGE
DAZZ BAND
RICHARD D. FIELDS

WHUR/Washington
Oscar Fields

TEDDY PENDERGRASS
LARRY GRAHAM
WHISPERS
SISTER SLEDGE
Hottest:
STEVIE WONDER
CHERI
THIRD WORLD
PATRICE RUSHEN
SHALAMAR

SOUTH

WAOK/Atlanta
Larry Tinsley

JEFFREY OSBORNE
DOROTHY MOORE
BOHANNON
JIMMY ROSS
LARRY GRAHAM
STARPOINT
HIGH FASHION
WHISPERS
Hottest:
O'BRYAN
RAY PARKER JR.
DAZZ BAND
CAMEO
PATRICE RUSHEN

WVEE/Atlanta
Scotty Andrews

RICK JAMES
ROSE ROYCE
JEFFREY OSBORNE
DAVID LASLEY
THOMPSON TWINS
QUEEN
MIKE POST
FRANCE JOLI
JIMMY ROSS
WEST STREET MCB
TEDDY PENDERGRASS
BOHANNON
Hottest:
O'BRYAN
RAY PARKER JR.
DAZZ BAND
BLOODSTONE
PATRICE RUSHEN

KNOW/Austin
Selby Edwards

TEMPTATIONS/JAMES
TOTO
GAP BAND
AURRA
SMITH & CLAYTON
Hottest:
RAY PARKER JR.
KOO & THE GANG
SHALAMAR
O'BRYAN
ASHFORD & SIMPSON

WENN/Birmingham
Gene Wise

CAROLE SYLVAN
RJ'S LATEST ARRIV
KLEEFER
DAVID LASLEY
STARPOINT
FREDI GRACE & RHI
Hottest:
CHERI
CONTROLLERS
BLOODSTONE
DAZZ BAND
RAY PARKER JR.
CHANGE
SHALAMAR
TIME

WATV/Birmingham
Ron January

VERNON BURCH
REDDINGS
ANGELA CLEMMONS
JUICY
FUNKAPOLITAN
WHISPERS
Hottest:
BLOODSTONE
CAMEO
GAP BAND
LTD
BRASS CONSTRUCTION

WGIV/Charlotte
Chris Turner

LARRY GRAHAM
TOM TOM CLUB
XAVIER
EDWIN BIRDSONG
DOROTHY MOORE
GRANDMASTER FLASH
Hottest:
ATLANTIC STARR
O'BRYAN
CHANGE
DENIECE WILLIAMS
GAP BAND

WOIC/Columbia, SC
Mickey Arnold

SYLVIA
WHISPERS
RITCHIE FAMILY
CHANGE
Hottest:
RAY PARKER JR.
DAZZ BAND
DENIECE WILLIAMS
BLOODSTONE
CHERI
PATRICE RUSHEN

KELP/E Paso
Estrella Flores

ATLANTIC STARR
STEVIE WOODS
ALESSI
RAINBOW
CAMEO
SKYY
D TRAIN
TEMPTATIONS/JAMES
Hottest:
TIME
O'BRYAN
SWITCH
ONE WAY
SECRET WEAPON

KRLV/Houston
Steve Harris

SMOKEY ROBINSON
GAP BAND
O'JAYS
JEFFREY OSBORNE
WARWICK & MATHIS
Hottest:
RAY PARKER JR.
SHALAMAR
RICHARD D. FIELDS
O'BRYAN
STARS ON 45

KMJQ/Houston
Ross Holland

BLOODSTONE
ATLANTIC STARR
WEST STREET MOB
GAP BAND
Hottest:
ONE WAY
RICHARD D. FIELDS
O'BRYAN
DENIECE WILLIAMS
QUINCY JONES

WJMI/Jackson
Carl Haynes

WEST STREET MOB
WHISPERS
DOROTHY MOORE
Hottest:
DAZZ BAND
RAY PARKER JR.
CHANGE
SHALAMAR
TIME

WKXI/Jackson
Tommy Marshall

NARADA M. WALDEN
AURRA
LARRY GRAHAM
LAKESIDE
DIANA ROSS
CAROLE SYLVAN
Hottest:
RAY PARKER JR.
BLOODSTONE
CHERI
BOBBY WOMACK
TEMPTATIONS/JAMES

WPDQ/Jacksonville
Earl James

SYLVIA
GAP BAND
TROUBLE FUNK
NARADA M. WALDEN
Hottest:
DENIECE WILLIAMS
RICHARD D. FIELDS
O'BRYAN
CHI-LITES
JOHNNY OTIS

MIDWEST

WJPC/Chicago
Jerry Boulding

GENE CHANDLER
WARWICK & MATHIS
WAR
ASHFORD & SIMPSON
JEFFREY OSBORNE
ZZ HILL
T-CONNECTION
WALDO
Hottest:
RICHARD D. FIELDS
O'BRYAN
RAY PARKER JR.
ROBERTA FLACK
CHERI

WGCI/Chicago
Pam Wells

DENNIS BROWN
SUPERIOR MOVEMENT
HIGH INERGY
LARRY GRAHAM
LONNIE JORDAN
Hottest:
RICHARD D. FIELDS
DENIECE WILLIAMS
O'JAYS
PATRICE RUSHEN
SHALAMAR

WBMX/Chicago
Lee Michaels

BILL SUMMERS
RICHARD JON SMITH
SISTER SLEDGE
HIGH INERGY
RITCHIE FAMILY
ZZ HILL
GAP BAND
Hottest:
PATRICE RUSHEN
RICHARD D. FIELDS
TEMPTATIONS/JAMES
CHANGE
WEST STREET MOB

WBLZ/Cincinnati
Harry Lyles

CHANGE
JEFFREY OSBORNE
Hottest:
PATRICE RUSHEN
CAMEO
SHALAMAR
DAZZ BAND
RAY PARKER JR.

WCIN/Cincinnati
Everett Cork

RICHARD JON SMITH
NARADA M. WALDEN
WHISPERS
BOBBY WOMACK
CHIC
JEFFREY OSBORNE
ROSE ROYCE
VALENTINE BROS.
SMOKY ROBINSON
Hottest:
DAZZ BAND
CAMEO
RAY PARKER JR.
PATRICE RUSHEN
CHERI

WDMT/Cleveland
Magic James

PATTI AUSTIN
ELTON JOHN
PEABO BRYSON
HIGH INERGY
Hottest:
DAZZ BAND
RICHARD D. FIELDS
RAY PARKER JR.
O'BRYAN
CHERI

WTOY/Roanoke
Donnie Deane

GAP BAND
O.C. SMITH
CHANGE
AURRA
WARWICK & MATHIS
DIANA ROSS
TIME
NARADA M. WALDEN
VERNON BURCH
PATTI AUSTIN
REDDINGS
ROBERTA FLACK
RONNIE DYSON
SHOTGUN
SYLVIA
ROSE ROYCE
LUTHER VANDROSS
Hottest:
RICHARD D. FIELDS
KOO & THE GANG
ATLANTIC STARR
RAY PARKER JR.
PATRICE RUSHEN

KTFM/San Antonio
Joe Nasly

DIANA ROSS
HUMAN LEAGUE
TEMPTATIONS/JAMES
BOBBI WALKER
LIPPS, INC.
Hottest:
JOAN JETT
JOURNEY
SHOCK
VANGELIS
JUNIOR

WANM/Tallahassee
Joe Bullard

SYLVIA
WHISPERS
NARADA M. WALDEN
JEFFREY OSBORNE
SHOTGUN
SISTER SLEDGE
RJ'S LATEST ARRIV
Hottest:
RAY PARKER JR.
ATLANTIC STARR
CAMEO
SHALAMAR
BLOODSTONE

WTMP/Tampa
Jerry Walker

SMOKEY ROBINSON
DAZZ BAND
BERNARD WRIGHT
JEFFREY OSBORNE
LARRY GRAHAM
WARWICK & MATHIS
SISTER SLEDGE
THIRD WORLD
WEST STREET MOB
Hottest:
BRANDI WELLS
RICHARD D. FIELDS
PATRICE RUSHEN
DENIECE WILLIAMS
TROUBLE FUNK

WJMO/Cleveland
Erk Stone

BLOODSTONE
TEMPTATIONS/JAMES
CHANGE
DIANA ROSS
GAP BAND
KOMIKO
RICHARD JON SMITH
MIGHTY FIRE
DRAMATICS
HERBIE HANCOCK
JEFFREY OSBORNE
Hottest:
PATRICE RUSHEN
DAZZ BAND
ATLANTIC STARR
SHALAMAR
RICHARD D. FIELDS

WDAO/Dayton
Lankford Stephens

LAKESIDE
NARADA M. WALDEN
SISTER SLEDGE
JEFFREY OSBORNE
WHISPERS
Hottest:
PATRICE RUSHEN
SHALAMAR
CAMEO
KOO & THE GANG
RAY PARKER JR.

WJLB/Detroit
J. Michael McKay

JEFFREY OSBORNE
JUNIOR
Hottest:
MICHAEL FRANKS
LTC
RONNIE LAWS
DAZZ BAND
CHANGE

WLTH/Gary
Dana Huskisson

PLEASURE
ZZ HILL
BOBBY WOMACK
GAP BAND
PATTI AUSTIN
MAGNUM FORCE
LAKESIDE
WARWICK & MATHIS
Hottest:
RICHARD D. FIELDS
PATRICE RUSHEN
SHALAMAR
CHERI
J. GEILS BAND

WKWM/Grand Rapids
Frank Rapido

TOM TOM CLUB
LARRY GRAHAM
MCCARTNEY/WONDER
PLEASURE
NARADA M. WALDEN
HIGH FASHION
SHARON BROWN
Hottest:
DAZZ BAND
CAMEO
DAYELINE
DENIECE WILLIAMS
RAY PARKER JR.

WTLC/Indianapolis
Jay Johnson

NOEL POINTER
LAKESIDE
BLOODSTONE
KLAS
STARPOINT
XAVIER
HIGH INERGY
RICHARD JON SMITH
Hottest:
LTD
DAZZ BAND
RAY PARKER JR.
CAMEO
PATRICE RUSHEN

WLUM/Milwaukee
Jack Randall

SKOOL BOYZ
HIGH INERGY
CHANGE
VISION
JEFFREY OSBORNE
O.C. SMITH
SISTER SLEDGE
ANGELA BOFILL
Hottest:
GEMINI
SHALAMAR
CHERI
BLOODSTONE
RICHARD D. FIELDS

KAEZ/Oklahoma City
Lee Simpson

BERNARD WRIGHT
NARADA M. WALDEN
L.A. BOPPPRS
CHOCOLATE MILK
STARPOINT
TONY TROUTMAN
STEVIE WOODS
BETTYE LAVETTE
KENI BURKE
SMITH & CLAYTON
Hottest:
BAR-KAYS
CHERI
ONE WAY
BOBBY WOMACK
SHOTGUN

WWWS/Saginaw, MI
Kermit Crockett

JEFFREY OSBORNE
JUNIOR
CHOCOLATE MILK
QUEEN
MARZ
GRANDMASTER FLASH
Hottest:
J. GEILS BAND
O'BRYAN
DAZZ BAND
CAMEO
RJ'S LATEST ARRIV

KMJM/SL Louis
Dick Edwards

TEMPTATIONS/JAMES
RAY PARKER JR.
DAZZ BAND
Hottest:
KOO & THE GANG
STEVIE WONDER
J. GEILS BAND
MCCARTNEY/WONDER
QUINCY JONES

WVOI/Toledo
Maxx Myrick

GAP BAND
RJ'S LATEST ARRIV
O'JAYS
ASHFORD & SIMPSON
HIGH FASHION
QUEEN
Hottest:
RICHARD D. FIELDS
ATLANTIC STARR
DAZZ BAND
RAY PARKER JR.
CAMEO

WEST

KDKO/Denver
Byron Pitts

NARADA M. WALDEN
SEARCH
LAKESIDE
WHISPERS
STARPOINT
ALVIN FIELDS
Hottest:
CHERI
CAMEO
ATLANTIC STARR
BLOODSTONE
TEMPTATIONS/JAMES

KACE/Los Angeles
Alonzo Miller

O'JAYS
ST. TROPEZ
JUNIOR
Hottest:
ATLANTIC STARR
DAZZ BAND
PATRICE RUSHEN
TEMPTATIONS/JAMES
GAP BAND

KDAY/Los Angeles
J.J. Johnson

DAVID LASLEY
PLEASURE
RICK JAMES
LAKESIDE
RONNIE JONES
ONE WAY
Hottest:
DAZZ BAND
PATRICE RUSHEN
ATLANTIC STARR
DENIECE WILLIAMS
SHALAMAR

KDIA/Oakland
Jeff Harrison

CAMEO
RAY PARKER JR.
QUEEN
SMOKEY ROBINSON
MIGHTY FIRE
AZYHUTH
JEFF LORBER
Hottest:
SHALAMAR
TOM TOM CLUB
DAZZ BAND
RAY PARKER JR.
DENIECE WILLIAMS

KUKQ/Phoenix
Steve Smith

ASHFORD & SIMPSON
LEVEL 42
BILL SUMMERS
RICHARD JON SMITH
MIGHTY FIRE
HUMAN LEAGUE
HAIRCUT 100
QUEEN
Hottest:
ATLANTIC STARR
RAY PARKER JR.
CAMEO
CHERI
PATRICE RUSHEN

KPOP-FM/Sacramento
Bill Jeffries

XAVIER
RICHARD JON SMITH
WHISPERS
STARPOINT
BETTYE LAVETTE
NARADA M. WALDEN
QUEEN
GREG KINH
Hottest:
RAY PARKER JR.
DENIECE WILLIAMS
RICHARD D. FIELDS
ONE WAY
GAP BAND

XHRM/San Diego
DuH Lindsay

CHIC
THOMPSON TWINS
WHISPERS
ALTON EDWARDS
MATRIX
DIANA ROSS
Hottest:
DAZZ BAND
ATLANTIC STARR
DENIECE WILLIAMS
ONE WAY
CHERI

KSOL/San Mateo, CA
Bernie Moody

DIANA ROSS
LINDA CLIFFORD
LAKESIDE
RICK JAMES
QUEEN
WARWICK & MATHIS
ONE WAY
Hottest:
ATLANTIC STARR
DAZZ BAND
SKYY
TASTE OF HONEY
O'BRYAN

A/C Regional Aids & Hots

EAST Parallel One

WCBM/Baltimore
Hal Martin

CARPENTERS
RONNIE MILSAP
JUIE NEWTON
PAUL DAVIS
HOTT: MCCARTNEY/WONDER

WFOR/Boston
Mike Adams

GREG GUIDRY
HOTT: PAUL DAVIS
ONJ
ROBERTA FLACK
CHARLENE
MCCARTNEY/WONDER

WVBF/Boston
Reg Johns

SHEENA EASTON
CAROL KING
HOTT: JOHN DENVER
CHARLENE
DAN FOGELBERG
MCCARTNEY/WONDER
AL JARREAU

WBEW/Buffalo
Roger Christian

ELTON JOHN
HARRICK & MATHIS
HOTT: MCCARTNEY/WONDER
CHARLENE
WILLIE NELSON
VANGELIS
DENICCE WILLIAMS

QR55/Buffalo
Jerry Rao

SIMON & GARFUNKEL
RICK SPRINGFIELD
HOTT: ONJ
HARRY MANLOW
WILLIE NELSON
ROBERTA FLACK
CHARLENE

WVNY/New York
Jeff Mazzo

RICHARD D. FIELDS
DENICCE WILLIAMS
CAROLE KING
HARRICK & MATHIS
HOTT: PAUL DAVIS
VANGELIS
MCCARTNEY/WONDER
BERTIE HIGGINS
JOURNEY

WRPH/Philadelphia
Bob Russo

GREG GUIDRY
HARRICK & MATHIS
EDDIE RABBITT
HOTT: none

KDKA/Pittsburgh
Jim Harrington

none
HOTT: RICK SPRINGFIELD
HUY LEWIS AND TH
PAUL DAVIS
GREG GUIDRY
BEATLES

WTAE/Pittsburgh
Don Berns

WAYLON & WILLIE
MANHATTAN TRANSP
DAN FOGELBERG
HOTT: ANNE MURRAY
BARBARA STREISAND
ROBERTA FLACK
WILLIE NELSON
HUY LEWIS AND TH

WPRO/Providence
Gary Berkowitz

GREG GUIDRY
HOTT: ROBERTA FLACK
PAUL DAVIS
MCCARTNEY/WONDER
CHARLENE
AL JARREAU

WJMO/Washington, D.C.
Bala Ben-Lewis

JUIE NEWTON
GREG GUIDRY
RONNIE MILSAP
KARLA BONOFF
HOTT: AL JARREAU
MCCARTNEY/WONDER
CHARLENE
T.G. SHEPPARD

WASH/Washington, D.C.
Bob Duckman

none
HOTT: MCCARTNEY/WONDER
ONJ
DAN FOGELBERG
JOHN DENVER
ROBERTA FLACK

Parallel Two

WCCB/Bridgeport
Lee Roberts

JUIE NEWTON
DENICCE WILLIAMS
SMITH & CLAYTON
RICHARD D. FIELDS
MANHATTAN TRANSP
HOTT: PAUL DAVIS
MCCARTNEY/WONDER
CHARLENE
DAN FOGELBERG
BERTIE HIGGINS

WRAZ/Charleston
Frank George

LARRY LEE
RONNIE MILSAP
HOTT: MCCARTNEY/WONDER
WILLIE NELSON
CHARLENE
RICK SPRINGFIELD
HALL & OATES

WVOC/Boston
Mike Adams

GREG GUIDRY
HOTT: PAUL DAVIS
ONJ
ROBERTA FLACK
CHARLENE
MCCARTNEY/WONDER

WVNY/New York
Jeff Mazzo

RICHARD D. FIELDS
DENICCE WILLIAMS
CAROLE KING
HARRICK & MATHIS
HOTT: PAUL DAVIS
VANGELIS
MCCARTNEY/WONDER
BERTIE HIGGINS
JOURNEY

WRLR/Pro
Ted Abbott

BERTIE HIGGINS
RONNIE MILSAP
EDDIE RABBITT
HOTT: WILL DIAMOND
SISTER KLEGG
ONJ
DAN FOGELBERG
WILLIE NELSON
GREG GUIDRY

WSPH/Harrisburg
Bob Paiva

HARRICK & MATHIS
HOTT: JOHN DENVER
MCCARTNEY/WONDER
CHARLENE
RICK SPRINGFIELD
HALL & OATES
ONJ

WVYZ/Hartford
Glenn Colligan

JUIE NEWTON
SHEENA EASTON
RONNIE MILSAP
HOTT: MCCARTNEY/WONDER
ROBERTA FLACK
ELTON JOHN
DAN FOGELBERG
HEATLER

WTIC/Hartford
Ginny Jesionka

BERTIE HIGGINS
EDDIE RABBITT
HOTT: VANGELIS
MCCARTNEY/WONDER
BARRY MANLOW
WILLIE NELSON
ROBERTA FLACK

WVAB/Bridgeport
Russ Garrett

TERRY CASHMAN
LARRY LEE
HARRICK & MATHIS
LARRY LEE
HOTT: LARRY ELGART & MI
SMITH & CLAYTON

WWSW/3WSY/Pittsburgh
Herb Cross

BERTIE HIGGINS
HARRICK & MATHIS
HOTT: ONJ
PAUL DAVIS
WILLIE NELSON
CHARLENE
DAN FOGELBERG

WHAM/Rochester, NY
Osve Laird

none
HOTT: JOHN DENVER
PAUL DAVIS
MCCARTNEY/WONDER
ONJ
ROBERTA FLACK
CHARLENE

WQV/Rochester, NY
Walter FRL

JUIE NEWTON
T.G. SHEPPARD
KARLA BONOFF
RONNIE MILSAP
HOTT: ROBERTA FLACK
HUY LEWIS AND TH
PAUL DAVIS
MCCARTNEY/WONDER

WVNY/Springfield, MA
Mazy Ferrara

RONNIE MILSAP
JUIE NEWTON
HOTT: VANGELIS
JOHN DENVER
GREG GUIDRY
ROBERTA FLACK
MCCARTNEY/WONDER

WVNY/Syracuse
Keren Taylor

GORDON LIGHTFOOT
HOTT: VANGELIS
PAUL DAVIS
MCCARTNEY/WONDER
WILLIE NELSON
MCCARTNEY/WONDER

WCTC/New Brunswick, NJ
Jay Meyers

LARD & VALLI
BERTIE HIGGINS
PHOEBE CATES
HOTT: BARRY MANLOW
JOHN DENVER
ROBERTA FLACK
MCCARTNEY/WONDER
CARPENTERS

**WEST
Parallel One**

KNOX/Denver
Leigh Starnes

ELTON JOHN
HALL & OATES
KARLA BONOFF
LRB
HOTT: BERTIE HIGGINS
STEVIE WOODS
VANGELIS
QUINCY JONES
POINTER SISTERS

KEZU/San Diego
Gary Allyn

RONNIE MILSAP
KARLA BONOFF
HOTT: WILLIE NELSON
MCCARTNEY/WONDER
SIMON & GARFUNKEL
DAN FOGELBERG
EDDIE RABBITT

KFMB/San Diego
Larson/Anthony

KARLA BONOFF
HARRICK & MATHIS
T.G. SHEPPARD
HOTT: JUIE NEWTON
MCCARTNEY/WONDER
BARRY MANLOW

KPNL/Denver
Rick Brady

BERTIE HIGGINS
SHEENA EASTON
KARLA BONOFF
HOTT: VANGELIS
JOHN DENVER
MCCARTNEY/WONDER
WILLIE NELSON
GORDON LIGHTFOOT

KOY/Phoenix
Charlie Van Dye

JUIE NEWTON
HOTT: none

KEE/Portland
Bob Swanson

MELISSA MANCHESTE
MANHATTAN TRANSP
JOHN SCHNEIDER
RONNIE MILSAP
HOTT: ONJ
JOHN DENVER
WILLIE NELSON
BARRY MANLOW

KOW/Portland
Janis Wojnack

ROBERTA FLACK
HOTT: WILLIE NELSON
VANGELIS
STEVIE WOODS
DAN FOGELBERG
LARRY CARLTON

WFTQ/Worcester
CMI Risko

GORDON LIGHTFOOT
HOTT: VANGELIS
WILL DIAMOND
SISTER KLEGG
ONJ
DAN FOGELBERG

WBSA/Yon
Jim Horn

BARBARA HANDRELL
MCCARTNEY/WONDER
HOTT: JOHN DENVER
ROBERTA FLACK
BARRY MANLOW
EDDIE RABBITT
CHARLENE

WVYU/Hartford
Glenn Colligan

JUIE NEWTON
SHEENA EASTON
RONNIE MILSAP
HOTT: MCCARTNEY/WONDER
ROBERTA FLACK
ELTON JOHN
DAN FOGELBERG
HEATLER

WVNY/Springfield, MA
Mazy Ferrara

RONNIE MILSAP
JUIE NEWTON
HOTT: VANGELIS
JOHN DENVER
GREG GUIDRY
ROBERTA FLACK
MCCARTNEY/WONDER

WVNY/Syracuse
Keren Taylor

GORDON LIGHTFOOT
HOTT: VANGELIS
PAUL DAVIS
MCCARTNEY/WONDER
WILLIE NELSON
MCCARTNEY/WONDER

WCTC/New Brunswick, NJ
Jay Meyers

LARD & VALLI
BERTIE HIGGINS
PHOEBE CATES
HOTT: BARRY MANLOW
JOHN DENVER
ROBERTA FLACK
MCCARTNEY/WONDER
CARPENTERS

**WEST
Parallel Two**

KNOX/Denver
Leigh Starnes

ELTON JOHN
HALL & OATES
KARLA BONOFF
LRB
HOTT: BERTIE HIGGINS
STEVIE WOODS
VANGELIS
QUINCY JONES
POINTER SISTERS

KEZU/San Diego
Gary Allyn

RONNIE MILSAP
KARLA BONOFF
HOTT: WILLIE NELSON
MCCARTNEY/WONDER
SIMON & GARFUNKEL
DAN FOGELBERG
EDDIE RABBITT

KFMB/San Diego
Larson/Anthony

KARLA BONOFF
HARRICK & MATHIS
T.G. SHEPPARD
HOTT: JUIE NEWTON
MCCARTNEY/WONDER
BARRY MANLOW

KPNL/Denver
Rick Brady

BERTIE HIGGINS
SHEENA EASTON
KARLA BONOFF
HOTT: VANGELIS
JOHN DENVER
MCCARTNEY/WONDER
WILLIE NELSON
GORDON LIGHTFOOT

KOY/Phoenix
Charlie Van Dye

JUIE NEWTON
HOTT: none

KEE/Portland
Bob Swanson

MELISSA MANCHESTE
MANHATTAN TRANSP
JOHN SCHNEIDER
RONNIE MILSAP
HOTT: ONJ
JOHN DENVER
WILLIE NELSON
BARRY MANLOW

KOW/Portland
Janis Wojnack

ROBERTA FLACK
HOTT: WILLIE NELSON
VANGELIS
STEVIE WOODS
DAN FOGELBERG
LARRY CARLTON

**MIDWEST
Parallel One**

WCLR/Chicago
Gary Price

WILLIE NELSON
DAN FOGELBERG
KARLA BONOFF
HOTT: MCCARTNEY/WONDER
VANGELIS
KENNY ROGERS
ONJ
BERTIE HIGGINS

WVYU/Hartford
Glenn Colligan

JUIE NEWTON
SHEENA EASTON
RONNIE MILSAP
HOTT: MCCARTNEY/WONDER
ROBERTA FLACK
ELTON JOHN
DAN FOGELBERG
HEATLER

WVNY/Springfield, MA
Mazy Ferrara

RONNIE MILSAP
JUIE NEWTON
HOTT: VANGELIS
JOHN DENVER
GREG GUIDRY
ROBERTA FLACK
MCCARTNEY/WONDER

WVNY/Syracuse
Keren Taylor

GORDON LIGHTFOOT
HOTT: VANGELIS
PAUL DAVIS
MCCARTNEY/WONDER
WILLIE NELSON
MCCARTNEY/WONDER

WCTC/New Brunswick, NJ
Jay Meyers

LARD & VALLI
BERTIE HIGGINS
PHOEBE CATES
HOTT: BARRY MANLOW
JOHN DENVER
ROBERTA FLACK
MCCARTNEY/WONDER
CARPENTERS

**WEST
Parallel Two**

KNOX/Denver
Leigh Starnes

ELTON JOHN
HALL & OATES
KARLA BONOFF
LRB
HOTT: BERTIE HIGGINS
STEVIE WOODS
VANGELIS
QUINCY JONES
POINTER SISTERS

KEZU/San Diego
Gary Allyn

RONNIE MILSAP
KARLA BONOFF
HOTT: WILLIE NELSON
MCCARTNEY/WONDER
SIMON & GARFUNKEL
DAN FOGELBERG
EDDIE RABBITT

KFMB/San Diego
Larson/Anthony

KARLA BONOFF
HARRICK & MATHIS
T.G. SHEPPARD
HOTT: JUIE NEWTON
MCCARTNEY/WONDER
BARRY MANLOW

KPNL/Denver
Rick Brady

BERTIE HIGGINS
SHEENA EASTON
KARLA BONOFF
HOTT: VANGELIS
JOHN DENVER
MCCARTNEY/WONDER
WILLIE NELSON
GORDON LIGHTFOOT

KOY/Phoenix
Charlie Van Dye

JUIE NEWTON
HOTT: none

KEE/Portland
Bob Swanson

MELISSA MANCHESTE
MANHATTAN TRANSP
JOHN SCHNEIDER
RONNIE MILSAP
HOTT: ONJ
JOHN DENVER
WILLIE NELSON
BARRY MANLOW

KOW/Portland
Janis Wojnack

ROBERTA FLACK
HOTT: WILLIE NELSON
VANGELIS
STEVIE WOODS
DAN FOGELBERG
LARRY CARLTON

WZUW/Milwaukee
Scott/Shannon

GORDON LIGHTFOOT
SHEENA EASTON
HOTT: MCCARTNEY/WONDER
VANGELIS
KENNY ROGERS
ONJ
BERTIE HIGGINS

WVYU/Hartford
Glenn Colligan

JUIE NEWTON
SHEENA EASTON
RONNIE MILSAP
HOTT: MCCARTNEY/WONDER
ROBERTA FLACK
ELTON JOHN
DAN FOGELBERG
HEATLER

WVNY/Springfield, MA
Mazy Ferrara

RONNIE MILSAP
JUIE NEWTON
HOTT: VANGELIS
JOHN DENVER
GREG GUIDRY
ROBERTA FLACK
MCCARTNEY/WONDER

WVNY/Syracuse
Keren Taylor

GORDON LIGHTFOOT
HOTT: VANGELIS
PAUL DAVIS
MCCARTNEY/WONDER
WILLIE NELSON
MCCARTNEY/WONDER

WCTC/New Brunswick, NJ
Jay Meyers

LARD & VALLI
BERTIE HIGGINS
PHOEBE CATES
HOTT: BARRY MANLOW
JOHN DENVER
ROBERTA FLACK
MCCARTNEY/WONDER
CARPENTERS

**WEST
Parallel Two**

KNOX/Denver
Leigh Starnes

ELTON JOHN
HALL & OATES
KARLA BONOFF
LRB
HOTT: BERTIE HIGGINS
STEVIE WOODS
VANGELIS
QUINCY JONES
POINTER SISTERS

KEZU/San Diego
Gary Allyn

RONNIE MILSAP
KARLA BONOFF
HOTT: WILLIE NELSON
MCCARTNEY/WONDER
SIMON & GARFUNKEL
DAN FOGELBERG
EDDIE RABBITT

KFMB/San Diego
Larson/Anthony

KARLA BONOFF
HARRICK & MATHIS
T.G. SHEPPARD
HOTT: JUIE NEWTON
MCCARTNEY/WONDER
BARRY MANLOW

KPNL/Denver
Rick Brady

BERTIE HIGGINS
SHEENA EASTON
KARLA BONOFF
HOTT: VANGELIS
JOHN DENVER
MCCARTNEY/WONDER
WILLIE NELSON
GORDON LIGHTFOOT

KOY/Phoenix
Charlie Van Dye

JUIE NEWTON
HOTT: none

KEE/Portland
Bob Swanson

MELISSA MANCHESTE
MANHATTAN TRANSP
JOHN SCHNEIDER
RONNIE MILSAP
HOTT: ONJ
JOHN DENVER
WILLIE NELSON
BARRY MANLOW

KOW/Portland
Janis Wojnack

ROBERTA FLACK
HOTT: WILLIE NELSON
VANGELIS
STEVIE WOODS
DAN FOGELBERG
LARRY CARLTON

WVYU/Hartford
Glenn Colligan

JUIE NEWTON
SHEENA EASTON
RONNIE MILSAP
HOTT: MCCARTNEY/WONDER
ROBERTA FLACK
ELTON JOHN
DAN FOGELBERG
HEATLER

WVNY/Springfield, MA
Mazy Ferrara

RONNIE MILSAP
JUIE NEWTON
HOTT: VANGELIS
JOHN DENVER
GREG GUIDRY
ROBERTA FLACK
MCCARTNEY/WONDER

WVNY/Syracuse
Keren Taylor

GORDON LIGHTFOOT
HOTT: VANGELIS
PAUL DAVIS
MCCARTNEY/WONDER
WILLIE NELSON
MCCARTNEY/WONDER

WCTC/New Brunswick, NJ
Jay Meyers

LARD & VALLI
BERTIE HIGGINS
PHOEBE CATES
HOTT: BARRY MANLOW
JOHN DENVER
ROBERTA FLACK
MCCARTNEY/WONDER
CARPENTERS

**WEST
Parallel Two**

KNOX/Denver
Leigh Starnes

ELTON JOHN
HALL & OATES
KARLA BONOFF
LRB
HOTT: BERTIE HIGGINS
STEVIE WOODS
VANGELIS
QUINCY JONES
POINTER SISTERS

KEZU/San Diego
Gary Allyn

RONNIE MILSAP
KARLA BONOFF
HOTT: WILLIE NELSON
MCCARTNEY/WONDER
SIMON & GARFUNKEL
DAN FOGELBERG
EDDIE RABBITT

KFMB/San Diego
Larson/Anthony

KARLA BONOFF
HARRICK & MATHIS
T.G. SHEPPARD
HOTT: JUIE NEWTON
MCCARTNEY/WONDER
BARRY MANLOW

KPNL/Denver
Rick Brady

BERTIE HIGGINS
SHEENA EASTON
KARLA BONOFF
HOTT: VANGELIS
JOHN DENVER
MCCARTNEY/WONDER
WILLIE NELSON
GORDON LIGHTFOOT

KOY/Phoenix
Charlie Van Dye

JUIE NEWTON
HOTT: none

KEE/Portland
Bob Swanson

MELISSA MANCHESTE
MANHATTAN TRANSP
JOHN SCHNEIDER
RONNIE MILSAP
HOTT: ONJ
JOHN DENVER
WILLIE NELSON
BARRY MANLOW

KOW/Portland
Janis Wojnack

ROBERTA FLACK
HOTT: WILLIE NELSON
VANGELIS
STEVIE WOODS
DAN FOGELBERG
LARRY CARLTON

WVYU/Hartford
Glenn Colligan

JUIE NEWTON
SHEENA EASTON
RONNIE MILSAP
HOTT: MCCARTNEY/WONDER
ROBERTA FLACK
ELTON JOHN
DAN FOGELBERG
HEATLER

WVNY/Springfield, MA
Mazy Ferrara

RONNIE MILSAP
JUIE NEWTON
HOTT: VANGELIS
JOHN DENVER
GREG GUIDRY
ROBERTA FLACK
MCCARTNEY/WONDER

WVNY/Syracuse
Keren Taylor

GORDON LIGHTFOOT
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KEE/Portland
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WILLIE NELSON
GORDON LIGHTFOOT

KOY/Phoenix
Charlie Van Dye

JUIE NEWTON
HOTT: none

KEE/Portland
Bob Swanson

MELISSA MANCHESTE
MANHATTAN TRANSP
JOHN SCHNEIDER
RONNIE MILSAP
HOTT: ONJ
JOHN DENVER
WILLIE NELSON
BARRY MANLOW

KOW/Portland
Janis Wojnack

ROBERTA FLACK
HOTT: WILLIE NELSON
VANGELIS
STEVIE WOODS
DAN FOGELBERG
LARRY CARLTON

WVYU/Hartford
Glenn Colligan

JUIE NEWTON
SHEENA EASTON
RONNIE MILSAP
HOTT: MCCARTNEY/WONDER
ROBERTA FLACK
ELTON JOHN
DAN FOGELBERG
HEATLER

WVNY/Springfield, MA
Mazy Ferrara

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JUIE NEWTON
HOTT: VANGELIS
JOHN DENVER
GREG GUIDRY
ROBERTA FLACK
MCCARTNEY/WONDER

WVNY/Syracuse
Keren Taylor

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MCCARTNEY/WONDER
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KEZU/San Diego
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MCCARTNEY/WONDER
SIMON & GARFUNKEL
DAN FOGELBERG
EDDIE RABBITT

KFMB/San Diego
Larson/Anthony

KARLA BONOFF
HARRICK & MATHIS

R&R/Friday, April 30, 1982

EAST
Most Added. Hottest
J. Newton McCartney/Wonder
Kansas Rick Springfield
Queen Charlene
38 Special

CHR ADDS & HOTS

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

SOUTH
Most Added. Hottest
J. Newton McCartney/Wonder
Joan Jett Rick Springfield
Queen Ray Parker Jr.

EAST

PARALLEL TWO

WKEE/Huntington, WV

38 SPECIAL
JIMMY HALL
KANSAS
RONNIE MILSAP
ALDO NOVA (RA)
Hottest:
MCCARTNEY/WONDER 2-1
KOO & THE GANG 6-2
RAY PARKER JR. 9-4
TOTO 22-8
ASIA 31-16

WPST/Trenton, NJ

JOHN JETT
MOTELS
QUEEN
Hottest:
RICK SPRINGFIELD 2-1
MCCARTNEY/WONDER 12-2
HALL & OATES 5-4
ASIA 16-8
FRANKE/KNOCKOUTS 20-17

WTRY/Albany, NY

BILL CAHILL
TOTO
JUICE NEWTON
Hottest:
JOAN JETT 1-1
MCCARTNEY/WONDER 10-6
PAUL DAVIS 11-9
HALL & OATES 12-11
TOMMY TUNONE 17-14

WAEB/Allentown, PA

JEFFERSON WARD
RONNIE MILSAP
SOFT CELL
JUICE NEWTON
Hottest:
RICK SPRINGFIELD 1-1
CHARLENE 2-2
SHEENA EASTON 10-6
DONNIE IRIS 20-14
HUMAN LEAGUE 23-18

KC101/New Haven, CT

DENY LYONS
SHALAMAR
ATLANTIC STARR
BETTIE HIGGINS
JUICE NEWTON
PARTY AUSTIN
Hottest:
RICK SPRINGFIELD 3-1
MCCARTNEY/WONDER 8-2
PAUL DAVIS 4-3
ELTON JOHN 14-11
DAN FOGELBERG 19-14

WFBZ/Baltimore, MD

ANDY BAULINAKI
FRANK BARBER ORCH
JUICE NEWTON
PATRICIA RUSHEN
Hottest:
CHARLENE 1-1
MCCARTNEY/WONDER 4-2
HALL & OATES 11-7
WILLIE NELSON 18-8
DAN FOGELBERG 20-15

WBL/Long Island, NY

BILL TERRY
DENICE WILLIAMS
LBB
ASIA
Hottest:
MCCARTNEY/WONDER 5-1
PAUL DAVIS 3-2
RICK SPRINGFIELD 7-5
CHARLENE 13-8
GREG GUIDRY 11-9

WTIC/FM/Hartford, CT

RICK DONAHUE
DAN FOGELBERG
TOTO
DONNIE IRIS
Hottest:
VANGELIS 2-1
KOO & THE GANG 3-2
CHARLENE 7-3
TOMMY TUNONE 8-6
MCCARTNEY/WONDER 11-8

Q108/York, PA

DEN STALE
LOVERBOY
JOHN COUGAR
RONNIE MILSAP
CHERI
Hottest:
RICK SPRINGFIELD 2-1
KOO & THE GANG 6-3
RAY PARKER JR. 12-9
MCCARTNEY/WONDER 9-5
CHARLENE 8-7
GREG GUIDRY 15-10

WHFM/Rochester, NY

ALMEE PECK
WILLIE NELSON
QUEEN
38 SPECIAL
ALDO NOVA
HAIRCUT 100
FOUR TOPS
Hottest:
PAUL DAVIS 11-1
RICK SPRINGFIELD 14-7
MCCARTNEY/WONDER 18-8
CHARLENE 24-9
RAY PARKER JR. 20-15

K104/Erie, PA

BILL SHANNON
JOAN JETT
KANSAS
RONNIE MILSAP
JOURNEY
VAN HALEN
JOB & VANGELIS
Hottest:
RICK SPRINGFIELD 1-1
POCO 3-2
SOFT CELL 5-3
JOURNEY 9-4
FOREIGNER 13-7

V100/Charleston, WV

JAY JARVIS
BETTIE HIGGINS
Hottest:
CHARLENE 2-1
HALL & OATES 3-2
MCCARTNEY/WONDER 8-4
DAN FOGELBERG 12-7
ELTON JOHN 13-10

WKXZ-FM/Wheeling, PA

JIM RISING
QUEEN
ROD STEWART
JUICE NEWTON
RONNIE MILSAP
PRISM
Hottest:
RICK SPRINGFIELD 1-1
MCCARTNEY/WONDER 4-2
FRANKE/KNOCKOUTS 11-9
HUMAN LEAGUE 20-13
TOTO 28-19

52FLY/Albany, NY

JECK LAWRENCE
38 SPECIAL
JUICE NEWTON
ELTON JOHN
DONNIE IRIS
Hottest:
RICK SPRINGFIELD 1-1
CHARLENE 6-4
BETTIE HIGGINS 7-7
KOO & THE GANG 13-10
TOMMY TUNONE 17-12

WDRM-FM/Hartford, CT

PAUL ROBERTS
JUICE NEWTON
JOHN COUGAR
38 SPECIAL
KANSAS
Hottest:
VANGELIS 1-1
RICK SPRINGFIELD 2-2
TOMMY TUNONE 6-3
MCCARTNEY/WONDER 11-5
ASIA 28-18

WRCU/Utica, NY

JIM RITZ
FOREIGNER
KANSAS
MOTELS
Hottest:
TOMMY TUNONE 1-1
RICK SPRINGFIELD 2-2
MCCARTNEY/WONDER 11-5
HUMAN LEAGUE 17-9
ASIA 24-14

JWT/Binghamton, NY

SCOTT MICHAELS
KANSAS
FOUR TOPS
JUICE NEWTON
FOREIGNER
Hottest:
RICK SPRINGFIELD 2-1
PAUL DAVIS 4-3
LOVERBOY 9-5
ALDO NOVA 23-17
TOTO 31-27

WPHD/Buttalo, NY

HARV MOORE
KIM WILDE
HUEY LEWIS & NEWS
BOW WOW WOW
HAIRCUT 100
ROD STEWART
FOREIGNER
Hottest:
MCCARTNEY/WONDER 5-1
RICK SPRINGFIELD 1-2
ASIA 4-3
LOVERBOY 15-6
POLICE 22-13

WLAN-FM/Lancaster

DAVE RUSSELL
ALDO NOVA
CHERI
QUEEN
38 SPECIAL
LOVERBOY
Hottest:
RICK SPRINGFIELD 2-1
MCCARTNEY/WONDER 8-2
CHARLENE 11-8
RAY PARKER JR. 19-12
HUMAN LEAGUE 16-13

WYCR/Hanover, PA

J.J. RANDOLPH
FOREIGNER
QUEEN
KANSAS
JUICE NEWTON
Hottest:
RICK SPRINGFIELD 2-1
HALL & OATES 5-7
DR. HOOK 7-3
SNEAKER 14-9
DONNIE IRIS 21-12

WFEA/Manchester, NH

KEITH LEMIRE
JUICE NEWTON
38 SPECIAL
Hottest:
CHARLENE 3-1
HALL & OATES 4-4
ROLLING STONES 16-11
LBB 17-12
DAN FOGELBERG 21-13

WCIR/Beckley, WV

JIM MARTIN
JOAN JETT
KANSAS
RONNIE MILSAP
MOTELS
38 SPECIAL
Hottest:
KOO & THE GANG 7-1
RAY PARKER JR. 3-2
WILLIE NELSON 7-3
PAUL DAVIS 10-5
RAY PARKER JR. 17-6

WFBQ/Altoona, PA

TONY BOOTH
ASIA
KANSAS
RONNIE MILSAP
38 SPECIAL
STEVE WOODS
ROD STEWART
Hottest:
RICK SPRINGFIELD 1-1
MCCARTNEY/WONDER 3-2
TOMMY TUNONE 5-4
CHARLENE 6-5
RAY PARKER JR. 11-6

WGUW/Bangor, ME

J.J. WRIGHT
TOTO
JUICE NEWTON
Hottest:
RICK SPRINGFIELD 1-1
QUARTERFLASH 4-4
MCCARTNEY/WONDER 7-7
DR. HOOK 10-10
HUMAN LEAGUE 13-13

WJBO/Portland, ME

BRIAN PHOENIX
TOTO
T.G. SHEPPARD
38 SPECIAL (dp)
JUICE NEWTON
BETTIE HIGGINS
Hottest:
RICK SPRINGFIELD 3-1
HALL & OATES 13-7
MCCARTNEY/WONDER 17-12
HUMAN LEAGUE 25-17
POLICE 38-28

WTSN/Dover, NH

JIM SEBASTIAN
QUEEN
WILLIE HIGGINS
JOHN COUGAR
JUICE NEWTON
MOTELS
Hottest:
WARMICK & MATHIS
CDB
RICK SPRINGFIELD 6-1
PAUL DAVIS 7-3
HALL & OATES 5-4
JOHN DENVER 8-5
BARRY MANLOW 13-9

WGV/Bath, ME

WILLIE MITCHELL
JOAN JETT
SAMMY HAGAR
KANSAS
DONNIE IRIS
JOHN COUGAR
LEO SAYF
JUICE NEWTON
QUEEN
Hottest:
JOAN JETT 1-1
TOMMY TUNONE 2-2
CHARLENE 6-3
LOVERBOY 4-4
FRANKE/KNOCKOUTS 16-10

6XII/Parkeburg, WV

TERRY LEE COLLINS
ASIA
KANSAS
JOURNEY
JON & VANGELIS
RONNIE MILSAP
Hottest:
J. GEILS BAND 3-1
DIEZEL 10-4
HALL & OATES 18-8
CDB 25-12
MCCARTNEY/WONDER 26-14

WACZ/Bangor, ME

MICHAEL O'HARA
WAITRESSES
JOAN JETT
BOW WOW WOW
STYFANCER
JUICE NEWTON
FOREIGNER
38 SPECIAL
ALDO NOVA
Hottest:
JOAN JETT 1-1
CHARLENE 2-2
RICK SPRINGFIELD 3-3
RAY PARKER JR. 8-4
VANGELIS 12-6

WZYQ/Fredrick, ND

KEMOSABI JOE
KIM WILDE
KROKUS
JUICE NEWTON
SCORPION
RONNIE MILSAP
Hottest:
RICK SPRINGFIELD 4-1
TOMMY TUNONE 6-4
MCCARTNEY/WONDER 9-5
ASIA 15-10
WILLIE NELSON 28-19

WYCR/Hanover, PA

J.J. RANDOLPH
FOREIGNER
QUEEN
KANSAS
JUICE NEWTON
Hottest:
RICK SPRINGFIELD 2-1
HALL & OATES 5-7
DR. HOOK 7-3
SNEAKER 14-9
DONNIE IRIS 21-12

WYCR/Hanover, PA

J.J. RANDOLPH
FOREIGNER
QUEEN
KANSAS
JUICE NEWTON
Hottest:
RICK SPRINGFIELD 2-1
HALL & OATES 5-7
DR. HOOK 7-3
SNEAKER 14-9
DONNIE IRIS 21-12

WYCR/Hanover, PA

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FOREIGNER
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KANSAS
JUICE NEWTON
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HALL & OATES 5-7
DR. HOOK 7-3
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DONNIE IRIS 21-12

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DR. HOOK 7-3
SNEAKER 14-9
DONNIE IRIS 21-12

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HALL & OATES 5-7
DR. HOOK 7-3
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DONNIE IRIS 21-12

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FOREIGNER
QUEEN
KANSAS
JUICE NEWTON
Hottest:
RICK SPRINGFIELD 2-1
HALL & OATES 5-7
DR. HOOK 7-3
SNEAKER 14-9
DONNIE IRIS 21-12

SOUTH

PARALLEL TWO

BJ100/Orlando, FL

TOTO
LOVERBOY
JOAN JETT
SIMON & GARPUNKEL
JUICE NEWTON
RONNIE MILSAP
QUEEN
SAMMY HAGAR
Hottest:
JOAN JETT 1-1
RICK SPRINGFIELD 4-3
TOMMY TUNONE 10-7
HALL & OATES 14-9
MCCARTNEY/WONDER 23-13

KEEL/Shreveport, LA

TOM KENNY
Hottest:
VANGELIS 1-1
PAUL DAVIS 2-2
CHARLENE 7-7
WILLIE NELSON 13-13
SIMON & GARPUNKEL 24-24

KTSA/San Antonio, TX

J.J. RODRIGUEZ
WILLIE NELSON
CDB
Hottest:
RICK SPRINGFIELD 5-1
VANGELIS 10-4
OAK RIDGE BOYS 14-11
MCCARTNEY/WONDER 17-13
RAY PARKER JR. 30-26

KXX108/Birmingham, AL

CHRIS TRANE
TOTO
ROBERTA FLACK
Hottest:
RICK SPRINGFIELD 5-1
MCCARTNEY/WONDER 9-5
KOO & THE GANG 12-9
ROD STEWART 19-14
HUMAN LEAGUE 20-15

WAXY/Ft. Lauderdale, FL

RICK SHAW
WARMICK & MATHIS
BETTIE HIGGINS
JUICE NEWTON
MOTELS
Hottest:
MCCARTNEY/WONDER 4-1
RAY PARKER JR. 3-2
BEATLES 12-9
ELTON JOHN 15-11
SIMON & GARPUNKEL 22-16

WAYS/Charlotte, NC

LOU SIMON
JOAN JETT
MOTELS
JUICE NEWTON
ROBERTA FLACK
38 SPECIAL
Hottest:
J. GEILS BAND 2-1
GO GO'S 3-2
HALL & OATES 7-4
HUMAN LEAGUE 11-9
RAY PARKER JR. 16-11

W88Q/Augusta, GA

BRUCE STEVENS
JUICE NEWTON
KANSAS
ROD STEWART
MELISSA MANCHESTE
Hottest:
RAY PARKER JR. 2-1
KOO & THE GANG 4-2
TOMMY TUNONE 8-7
MCCARTNEY/WONDER 13-10
LOVERBOY 24-14

WFMF/Baton Rouge, LA

RICA WATKINS
TOMMY TUNONE
JOAN JETT
RONNIE MILSAP
Hottest:
RICK SPRINGFIELD 1-1
RAY PARKER JR. 6-2
LOVERBOY 14-10
HUMAN LEAGUE 19-14
ASIA 29-24

WGH/Norfolk, VA

BOB CANADA
ELTON JOHN
JUICE NEWTON
KANSAS
SIMON & GARPUNKEL
FOUR TOPS
Hottest:
MCCARTNEY/WONDER 6-1
CHARLENE 5-7
DAN FOGELBERG 8-6
ROBERTA FLACK 11-7
WILLIE NELSON 17-9

WJDX/Jackson, MS

BILL CROWE
PATRICIA RUSHEN
DONNIE IRIS
RICHARD D. FIELDS
QUEEN
JOHN COUGAR
Hottest:
CHARLENE 1-1
RAY PARKER JR. 5-2
WILLIE NELSON 7-3
ELTON JOHN 12-7
MCCARTNEY/WONDER 16-8

WTIX/New Orleans, LA

GARY FRANKLIN
ROLLING STONES
JOHN COUGAR
Hottest:
RICK SPRINGFIELD 2-1
MCCARTNEY/WONDER 13-5
LBB 22-15
RICHARD D. FIELDS 28-20
DAN FOGELBERG D-27

Y103/Jacksonville, FL

ROBERT JOHN
QUEEN
HUMAN LEAGUE
SCORPION (dp)
Hottest:
GLASS MOON 1-1
LOVERBOY 10-5
FRANKE/KNOCKOUTS 22-14
JOAN JETT 25-15
TOTO 30-17

WRVQ/Richmond, VA

BILL THOMAS
TOTO
Hottest:
PAUL DAVIS 5-1
GREG GUIDRY 6-4
TOMMY TUNONE 9-5
HALL & OATES 8-6
MCCARTNEY/WONDER 12-7

FM100/Memphis, TN

TOM PRESTIGIA
JUICE NEWTON
Hottest:
HALL & OATES 3-1
RAY PARKER JR. 5-2
MCCARTNEY/WONDER 7-5
KOO & THE GANG 17-10
DAN FOGELBERG 21-16

WSKZ/Chattanooga, TN

DAVID CARROLL
BEATLES
DAN FOGELBERG
JOAN JETT
Hottest:
RICK SPRINGFIELD 1-1
MCCARTNEY/WONDER 5-2
ELTON JOHN 9-3
HUMAN LEAGUE 13-6
RAY PARKER JR. 20-10

KINT/EI Paso, TX

JIM ZIPPO
ASIA
38 SPECIAL
BOW WOW WOW
MOTELS
CAROLE KING
JUICE NEWTON
KANSAS
Hottest:
RICK SPRINGFIELD 1-1
MCCARTNEY/WONDER 4-2
JOAN JETT 27-10
LOVERBOY 19-11
QUEEN 23-18

KX104/Nashville, TN

JON ANTHONY
QUEEN
FOUR TOPS
JUICE NEWTON
Hottest:
RICK SPRINGFIELD 3-1
HALL & OATES 8-2
MCCARTNEY/WONDER 14-3
RAY PARKER JR. 10-5
WILLIE NELSON 24-10

KJ100/Louisville, KY

DAVE MCCANN
WILLIE NELSON
Hottest:
VANGELIS 1-1
PAUL DAVIS 2-2
CHARLENE 6-4
DAN FOGELBERG 13-10
ROBERTA FLACK 15-13

KHFI/Austin, TX

ED VOLKMAN
JUICE NEWTON
MOTELS
BETTIE HIGGINS
FOUR TOPS
ASIA
Hottest:
HALL & OATES 2-1
RAY PARKER JR. 3-2
MCCARTNEY/WONDER 7-3
LOVERBOY 10-7
TOTO 29-17

KBFM/McAllen-Brownsville

STAVE OWENS
38 SPECIAL
Hottest:
JOAN JETT 1-1
GREG GUIDRY 6-6
PAUL DAVIS 7-7
HALL & OATES 8-8
MCCARTNEY/WONDER 14-14

G100/Mobile, AL

SCOTT GRIFFITH
QUEEN
38 SPECIAL
RONNIE MILSAP
Hottest:
J. GEILS BAND 1-1
RICK SPRINGFIELD 2-2
TOMMY TUNONE 8-3
RAY PARKER JR. 10-6
MCCARTNEY/WONDER 14-9

CK101/Cocoa Beach, FL

MIKE LOWE
38 SPECIAL
SHALAMAR
STRANCFR
Hottest:
RICK SPRINGFIELD 1-1
HALL & OATES 8-3
KOO & THE GANG 11-6
TOMMY TUNONE 13-7
MCCARTNEY/WONDER 15-9

WZYH/Huntsville, AL

SCOTT MITCHELL
ROD STEWART
SHALAMAR
BETTIE HIGGINS
O'JAYS
TEMPTATIONS/JAMES
DAZZ BAND
Hottest:
KOO & THE GANG 1-1
OREO GUIDRY 2-2
WILLIE NELSON 3-3
CHARLENE 4-4
MCCARTNEY/WONDER 20-8

WBEZ/Winston Salem, NC

BOB MAHONEY
DONNIE IRIS
MIKE POST
GODDARD LIGHTFOOT
RICHARD D. FIELDS
BETTIE HIGGINS
MOTELS
SHALAMAR
Hottest:
PAUL DAVIS 2-1
KOO & THE GANG 7-3
HALL & OATES 9-6
CHARLENE 11-9
MCCARTNEY/WONDER 19-16

KSET-FM/EI Paso, TX

KRIS VAN DYKE
QUEEN
PRISM
SCORPION (dp)
Hottest:
GLASS MOON 1-1
LOVERBOY 10-5
FRANKE/KNOCKOUTS 22-14
JOAN JETT 25-15
TOTO 30-17

B77/New Orleans, LA

VOIPE/LOUSTEAU
JOAN JETT
KELLY MARIE
SOFT CELL
Hottest:
RICK SPRINGFIELD 3-1
TOMMY TUNONE 4-3
RAY PARKER JR. 14-9
JUNIOR 13-11
MCCARTNEY/WONDER 15-12

WOKI/Knoxville, TN

GARY ADKINS
JUICE NEWTON
BETTIE HIGGINS
FOREIGNER
FOUR TOPS
JOHN DENVER
LARRY LEE
Hottest:
RICK SPRINGFIELD 4-1
RAY PARKER JR. 7-4
CHARLENE 9-6
MCCARTNEY/WONDER 18-9
ASIA 34-21

WCSC/Charleston, SC

CHRIS BAILEY
JUICE NEWTON
PINUPS
FOUR TOPS
BOW WOW WOW
Hottest:
RAY PARKER JR. 4-1
HALL & OATES 6-4
MCCARTNEY/WONDER 10-5
HUMAN LEAGUE 15-9
CDB 12-10

WBCY/Charlotte, NC

BOB KAGHAN
JUICE NEWTON
JOAN JETT
JIMMY HALL
Hottest:
RICK SPRINGFIELD 1-1
TOTO 7-2
MCCARTNEY/WONDER 8-3
ELTON JOHN 18-12
LBB 19-13

WMAK-FM/Nashville, TN

PHIL STANLEY
WARMICK & MATHIS
BETTIE HIGGINS
JUICE NEWTON
JOAN JETT (dp)
SHALAMAR (dp)
GENESIS (dp)
QUEEN (dp)
Hottest:
RICK SPRINGFIELD 4-1
DENICE WILLIAMS 17-11
DAN FOGELBERG 24-14
KARLA BONOFF 25-16
HUMAN LEAGUE 27-21

WANS-FM/Greenville, SC

SAM CHURCH
MOTELS
FOREIGNER
KANSAS
RAINBOW
Hottest:
RICK SPRINGFIELD 1-1
PAUL DAVIS 8-2
HALL & OATES 10-4
MIKE POST 12-8
JOAN JETT 16-12

WHHY-FM/Montgomery, AL

NELL HARRISON
RICHARD D. FIELDS
JOAN JETT
RONNIE MILSAP
Hottest:
RICK SPRINGFIELD 1-1
HALL & OATES 4-2
MCCARTNEY/WONDER 8-4
ELTON JOHN 14-11
TOMMY TUNONE 18-12

WDDQ/Daytona Beach, FL

RICK KNIGHT
JUICE NEW

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.

MIDWEST
Most Added® Hottest
Joan Jett McCartney/Wonder
Juice Newton Rick Springfield
Toto Charlene
Asia

WEST
Most Added® Hottest
J. Newton McCartney/Wonder
38 Special Rick Springfield
Ronnie Millsap Charlene
Queen

MIDWEST

PARALLEL TWO

WXX/Columbus, OH
Teri Nurter

DAN FOGELBERG
TOTO
Hottest:
RICK SPRINGFIELD 1-1
MCCARTNEY/WONDER 11-4
ELTON JOHN 16-12
TOMMY TUTONE 24-16
FRANKE/KNOCKOUTS 20-17

KIOA/Dan Moines, IA
A.W. Pantoja

JUICE NEWTON
Hottest:
CHARLENE 2-1
PAUL DAVIS 4-3
RICK SPRINGFIELD 6-4
CDB 12-8
MCCARTNEY/WONDER 17-11

KOFM/Oklahoma City, OK
John Jenkins

TOTO
EDDIE HABBITT
Hottest:
VANGELIS 1-1
MCCARTNEY/WONDER 10-3
SISTER SLEDGE 6-4
JOHN DENVER 11-8
CHARLENE 17-10

KRAV/Tulsa, OK
Gary Reynolds

KARLA BONOFF
JUICE NEWTON
Hottest:
PAUL DAVIS 1-1
ELTON JOHN 3-2
WILLIE NELSON 6-4
MCCARTNEY/WONDER 9-5
CHARLENE 11-8

KZB3/Peoria, IL
Keith Edwards

JOHN COUGAR
QUEEN
FOREIGNER
CDB
Hottest:
RICK SPRINGFIELD 3-1
MCCARTNEY/WONDER 7-3
ASIA 10-5
LOVERBOY 11-7
ELTON JOHN 13-8

WGRD/Grand Rapids, MI
Sean Stevens

AIDO NOVA
ASIA
Hottest:
RICK SPRINGFIELD 2-1
JOAN JETT 1-2
TOMMY TUTONE 8-4
MCCARTNEY/WONDER 19-5
ALDO NOVA 4-14

WHOT/Youngstown, OH
Dick Thompson

HUMAN LEAGUE
QUEEN
Hottest:
RICK SPRINGFIELD 1-1
MCCARTNEY/WONDER 8-2
CHARLENE 12-6
RAY PARKER JR. 21-16
JOAN JETT D-23

WMEE/Fort Wayne, IN
John Curry

TOTO
38 SPECIAL
KANSAS
JOAN JETT
Hottest:
VANGELIS 2-1
CHARLENE 5-3
MCCARTNEY/WONDER 6-5
TOMMY TUTONE 12-7
RAY PARKER JR. 19-14

WNCC/Columbus, OH
Steve Edwards

AL JARREAU
BERTIE HIGGINS
MCGUFFY LANE
Hottest:
RICK SPRINGFIELD 2-1
HALL & OATES 4-2
MCCARTNEY/WONDER 9-5
DAN FOGELBERG 15-10
ROBERTA FLACK 1P-14

WOW/Omaha, NB
Ralph Caldwell

JOHN COUGAR
JOAN JETT
38 SPECIAL
QUEEN
KANSAS
TOTO
Hottest:
MCCARTNEY/WONDER 1-1
HALL & OATES 3-2
CHARLENE 4-3
RICK SPRINGFIELD 7-6
DAN FOGELBERG 10-7

WVIC/East Lansing, MI
Jim St. John

JOAN JETT
EDDIE HABBITT
FOUR TOPS
JUICE NEWTON
SPARKS
SHALAMAR
Hottest:
PAUL DAVIS 2-1
MCCARTNEY/WONDER 11-2
CHARLENE 13-8
GREG GUILDY 18-12
ROBERTA FLACK 20-15

KSTT/Davenport, IA
Bill Young

JUICE NEWTON
BERTIE HIGGINS
DONNIE IRIS
JOHN COUGAR
Hottest:
RICK SPRINGFIELD 4-1
CDB 3-2
CHARLENE 6-3
WILLIE NELSON 7-6
MCCARTNEY/WONDER 11-8

KEYN-FM/Wichita, KN
Terrie Springs

WILLIE NELSON
JOAN JETT
ROD STEWART
MIKE POST
Hottest:
RICK SPRINGFIELD 1-1
HALL & OATES 11-5
HUEY LEWIS & NEWS 10-7
GREG GUILDY 13-9
JOHN DENVER 17-13

WYFM/Youngstown, OH
Jeff Tobin

PAUL DAVIS
Hottest:
JOAN JETT 1-1
RICK SPRINGFIELD 3-3
TOMMY TUTONE 6-5
MCCARTNEY/WONDER 13-6
HUEY LEWIS & NEWS 7-7

WAKX/Duluth, MN
Dave Strandberg

WILLIE NELSON
JUICE NEWTON
TOTO
Hottest:
CHARLENE 3-1
HALL & OATES 5-4
MCCARTNEY/WONDER 12-8
DAN FOGELBERG 14-11
RICK SPRINGFIELD 19-14

WNAM/Appleton Oshkosh
Chris Caine

MOTELS
JOAN JETT
JUICE NEWTON
BERTIE HIGGINS
RONNIE MILSAP
WILLIE NELSON
Hottest:
RICK SPRINGFIELD 1-1
MCCARTNEY/WONDER 3-2
ELTON JOHN 11-6
DAN FOGELBERG 22-17
TOTO 28-20

WGBF/Evanville, IN
Kevin Carpenter

RONNIE MILSAP
BERTIE HIGGINS
EDDIE RABBITT
TOMMY TUTONE
RAY PARKER JR.
Hottest:
CHARLENE 3-1
MCCARTNEY/WONDER 9-2
PAUL DAVIS 4-3
DAN FOGELBERG 10-4
HALL & OATES 11-8

WZOK/Rockford, IL
Mr. Ed

HUMAN LEAGUE
ASIA
KANSAS
Hottest:
RICK SPRINGFIELD 1-1
MCCARTNEY/WONDER 6-2
TOMMY TUTONE 4-3
HALL & OATES 5-4
RAY PARKER JR. 12-9

Z104/Madison, WI
Little/Hudson

FRANKE/KNOCKOUTS
LRB
DAVID BOWIE
Hottest:
JOAN JETT 1-1
CHARLENE 5-2
HALL & OATES 7-6
MCCARTNEY/WONDER 17-10
KOOL & THE GANG 18-15

WKS/Indianapolis, IN
Hal Martin

JOAN JETT
KANSAS
ALDO NOVA
CHUBBY CHECKER
Hottest:
JOURNEY 1-1
LRB 2-2
RICK SPRINGFIELD 3-3
LOVERBOY 6-4
GENESIS 9-6

U93/South Bend, IN
J.K. Dearing

DAN FOGELBERG
TOTO
Hottest:
JOAN JETT 1-1
PAUL DAVIS 4-2
J. GEILF BAND 8-3
CHARLENE 18-7
MCCARTNEY/WONDER 15-9

WDJX/Dayton, OH
Joe Dawson

RAY PARKER JR.
Hottest:
VANGELIS 1-1
RICK SPRINGFIELD 3-2
J. GEILF BAND 4-3
CHARLENE 8-5
MCCARTNEY/WONDER 10-8

WKDQ/Evanville, IN
Hobbs/Payne

ASIA
DONNIE IRIS
SIMON & GARFUNKEL
BERTIE HIGGINS
WILLIE NELSON
Hottest:
RICK SPRINGFIELD 1-1
CHARLENE 4-2
MCCARTNEY/WONDER 5-3
DAN FOGELBERG 11-8
RAY PARKER JR. 24-11

WJXQ/Jackson, MI
Ryan/Cheeks

KROKUS (dp)
SPARKS (dp)
STRANGER (dp)
KARLA BONOFF (dp)
ROD STEWART (dp)
GORDON LIGHTFOOT (dp)
Hottest:
ASIA 1-1
LOVERBOY 8-4
JOAN JETT 14-8
38 SPECIAL 76-22
DWIGHT TWILLEY 75-23

KKQK/Omaha, NB
Jay Taylor

JOAN JETT
QUEEN
JUICE NEWTON
SIMON & GARFUNKEL
Hottest:
RICK SPRINGFIELD 1-1
CHARLENE 4-2
MCCARTNEY/WONDER 7-3
TOMMY TUTONE 16-9
RAY PARKER JR. 18-12

KHK/Davenport, IA
Chuck King

TOTO
JOHN COUGAR
Hottest:
JOAN JETT 1-1
PAUL DAVIS 11-7
HALL & OATES 16-11
MCCARTNEY/WONDER 27-12
ROBERTA FLACK 31-27

WZZR/Grand Rapids, MI
Brian Thomas

QUEEN
DONNIE IRIS
RAY PARKER JR.
PATTI AUSTIN
JUICE NEWTON
JOHN SCHNEIDER
Hottest:
RICK SPRINGFIELD 1-1
HALL & OATES 3-2
GREG GUILDY 6-3
MCCARTNEY/WONDER 10-5
CHARLENE 8-6

WKFR/Kalamazoo, MI
Swert/Chapman

ASIA
ROD STEWART
JUICE NEWTON
38 SPECIAL
RAINBOW
Hottest:
MCCARTNEY/WONDER 5-3
LRB 18-11
DAN FOGELBERG 24-16
WILLIE NELSON 25-20
SHEENA EASTON 29-21

WLYT/Cleveland, OH
Scott "Smoker" Howlitt

ALDO NOVA
HUMAN LEAGUE
CDB
SHEENA EASTON
LRB
SIMON & GARFUNKEL
DONNIE IRIS
ASIA
RAY PARKER JR.
TOTO
Hottest:
BERTIE HIGGINS 1-1
VANGELIS 7-3
TOMMY TUTONE 11-6
MCCARTNEY/WONDER 26-14
CHARLENE D-17

KMGK/Des Moines, IA
Michael Stone

KANSAS
KIM WILDE
Hottest:
HUEY LEWIS & NEWS 2-1
ALDO NOVA 9-5
ASIA 16-10
TOTO 19-12
SOFT CELL 22-15

PARALLEL THREE

KFYR/Bismarck, ND
Dan Brannan

KANSAS
JOAN JETT
38 SPECIAL
DONNIE IRIS
RONNIE MILSAP
Hottest:
VANGELIS 2-1
PAUL DAVIS 3-3
MCCARTNEY/WONDER 9-6
TOMMY TUTONE 14-10
GREG GUILDY 15-13

KKLS/Rapid City
Sherwin/Piper

QUEEN
POLICE
MELISSA MANCHESTE
RONNIE MILSAP
Hottest:
ELTON JOHN 4-1
VANGELIS 9-3
ROLLING STONES 13-8
MCCARTNEY/WONDER 18-10
LRB 23-14

KKXU/Grand Forks, ND
Jeff Parker

BERTIE HIGGINS
JOHN DENVER
EDDIE RABBITT
Hottest:
PAUL DAVIS 1-1
RICK SPRINGFIELD 2-2
HALL & OATES 4-3
MCCARTNEY/WONDER 7-5
CHARLENE 17-7

WRKR/Racine, WI
Steve Warren

KIM WILDE
PETER NOONE
Hottest:
VANGELIS 1-1
TOMMY TUTONE 17-10
CHARLENE 20-14
HUMAN LEAGUE 21-17
RAY PARKER JR. 25-18

KDVV/Topeka, KS
Tony Stewart

JOAN JETT
ASIA
SHEENA EASTON
38 SPECIAL
Hottest:
RICK SPRINGFIELD 2-1
KOOL & THE GANG 3-2
RAY PARKER JR. 4-3
CDB 8-6
MCCARTNEY/WONDER 18-11

KELO/Sioux Falls, SD
Marc Elliot

TOTO
Hottest:
ASIA
SHEENA EASTON
38 SPECIAL
Hottest:
RICK SPRINGFIELD 2-1
KOOL & THE GANG 3-2
RAY PARKER JR. 4-3
CDB 8-6
MCCARTNEY/WONDER 18-11

KWLO/Waterloo, IA
Orew Bentley

JUICE NEWTON
ASIA
Hottest:
VANGELIS 1-1
RICK SPRINGFIELD 4-2
TOMMY TUTONE 7-4
CHARLENE 13-5
PAUL DAVIS 14-7

WAZY/FM/Lafayette, IN
Bob Leonard

ALESSI
ABBA
JUICE NEWTON
PINUPS
PETER NOONE
Hottest:
MCCARTNEY/WONDER 9-1
RAY PARKER JR. 10-4
LRB 12-7
DONNIE IRIS 13-8
TOTO 15-10

KRNA/Tows City, IA
Bart Goyshor

JOAN JETT
KANSAS
MOTELS
KIM WILDE (dp)
Hottest:
RICK SPRINGFIELD 1-1
HUMAN LEAGUE 3-2
RAY PARKER JR. 9-4
ASIA 20-16
TOTO 23-19

KQWB/Fargo, ND
Wayne Hiller

DAN FOGELBERG
ASIA
Hottest:
RICK SPRINGFIELD 2-1
PAUL DAVIS 3-3
HALL & OATES 6-4
CHARLENE 8-5
MCCARTNEY/WONDER 12-6

WCIL-FM/Carbondale, IL
Tony Waltkus

JOAN JETT
DAN FOGELBERG
Hottest:
CHARLENE 17-1
DR. HOOK 7-2
KOOL & THE GANG 5-3
DENICE WILLIAMS 21-17
BARRY MANILOW 27-21

KFMZ/Columbia, MO

Steve Graziano

SCORPION
CHUBBY CHECKER
MOTELS
KANSAS
Hottest:
HUMAN LEAGUE 3-1
SOFT CELL 4-3
ASIA 8-4
POLICE 20-14
JOHN COUGAR 24-16

99KG/Salina, KS

Denny Collier

JUICE NEWTON
38 SPECIAL
KANSAS
ROD STEWART
Hottest:
RICK SPRINGFIELD 1-1
MCCARTNEY/WONDER 8-3
CHARLENE 12-7
RAY PARKER JR. 19-11
HUMAN LEAGUE 22-15

KKRC-FM/Sioux Falls, SD

Dan Kiley

LRB
DAN FOGELBERG
Hottest:
RICK SPRINGFIELD 3-1
ONJ 4-3
PAUL DAVIS 6-4
HALL & OATES 8-6
TOMMY TUTONE 12-8

FM102/Sacramento, CA

Manders/Preston

AFIA
HUMAN LEAGUE
SIMON & GARFUNKEL
Hottest:
RICK SPRINGFIELD 1-1
TOM TOM CLUB 3-2
MCCARTNEY/WONDER 16-7
ATLANTIC STARR 23-19
WILLIE NELSON D-25

KSPZ/Colorado Springs, CO

Mike Daniels

RAY PARKER JR.
SIMON & GARFUNKEL
Hottest:
RICK SPRINGFIELD 2-1
HALL & OATES 3-2
MCCARTNEY/WONDER 8-4
CHARLENE 11-7
DAN FOGELBERG 17-10

KHYT/Tucson, AZ

Rich Brother Robbin

RONNIE MILSAP
FOREIGNER
ATLANTIC STARR
VAN HALEN
T.G. SHEPPARD
JUICE NEWTON
MOTELS
KANSAS
QUARTERFLASH
PINUPS
PRISM
MELISSA MANCHESTE
Hottest:
JOAN JETT 1-1
MCCARTNEY/WONDER 11-4
CHARLENE 19-10
TOTO 23-14
ASIA 27-15

KIDD/Monterey, CA

Barry Brown

38 SPECIAL
QUEEN
FOUR TOPS
TEMPTATIONS/JAMES
Hottest:
RICK SPRINGFIELD 2-1
VANGELIS 7-2
HALL & OATES 11-6
MCCARTNEY/WONDER 19-10
CDB 20-14

KGGI/Riverside-San Bernardino

Steve O'Neil

CDB
ATLANTIC STARR
MOTELS
ALESSI
Hottest:
VANGELIS 2-1
JUNIOR 13-6
MCCARTNEY/WONDER 21-9
HUMAN LEAGUE D-10
TOTO 20-17

KJRB/Spokane, WA

Suds Coleman

JUICE NEWTON
JOHN COUGAR
KANSAS
RICK SPRINGFIELD (dp)
Hottest:
CHARLENE 1-1
TOMMY TUTONE 7-4
MCCARTNEY/WONDER 12-8
DR. HOOK 18-9
ASIA 21-10

KRO/Tucson, AZ

Guy Zapoleon

QUEEN
38 SPECIAL
JUICE NEWTON
Hottest:
VANGELIS 1-1
WILLIE NELSON 11-2
MCCARTNEY/WONDER 9-4
CDB 25-16
QUARTERFLASH 26-20

Y94/Fresno, CA

John McCorkle

ASIA
HUMAN LEAGUE
Hottest:
JOAN JETT 1-1
RICK SPRINGFIELD 3-2
PAUL DAVIS 11-8
ELTON JOHN 18-14
TOTO 24-18

KLUC/Las Vegas, NV

Dave Van Stone

QUEEN
JOHN COUGAR
38 SPECIAL
SHEENA EASTON
JOAN JETT
Hottest:
RICK SPRINGFIELD 2-1
MCCARTNEY/WONDER 15-8
HUMAN LEAGUE 20-12
CDB 21-17
LOVERBOY 25-18

KYNO-FM/Fresno, CA

Walker/Davis

BAR-KAYS
MCCARTNEY/WONDER
TEMPTATIONS/JAMES
FOUR TOPS
Hottest:
JOAN JETT 1-1
RICK SPRINGFIELD 2-2
ONJ 3-3
JUNIOR 5-4
CHERI 9-6

KSKD/Salem, OR

Len E. Mitchell

RICHARD D. FIELDS
38 SPECIAL
KARLA BONOFF
KIM WILDE (dp)
HAIRCUT 100 (dp)
Hottest:
JOAN JETT 1-1
MCCARTNEY/WONDER 18-8
ELTON JOHN 20-15
CHARLENE 28-18
BEATLES 26-20

KKFM/Colorado Springs

Jack Hamilton

RAY PARKER JR.
ASIA
TOTO
DONNIE IRIS
Hottest:
J. GEILF BAND 1-1
KOOL & THE GANG 3-2
TOMMY TUTONE 6-4
RICK SPRINGFIELD 5-5
BEATLES 16-10

KIKI/Honolulu

John Fink

WILLIE NELSON
JOURNEY
DAZZ BAND
JUICE NEWTON
RONI GRIFFITH
PAUL MCCARTNEY (dp)
PAUL MCCARTNEY (dp)
Hottest:
TOM TOM CLUB 2-1
MCCARTNEY/WONDER 10-3
ALII 9-6
TOMMY TUTONE 13-10
DENICE WILLIAMS 17-12

PARALLEL THREE

KCBN/Reno, NV

Jim O'Neal

KARLA BONOFF
JOHN COUGAR
MELISSA MANCHESTE
FOUR TOPS
38 SPECIAL
Hottest:
RICK SPRINGFIELD 1-1
HUMAN LEAGUE 15-10
CHARLENE 18-11
MCCARTNEY/WONDER 21-14
ELTON JOHN 28-21

KDZA/Pueblo, CO

Rip Avina

ALDO NOVA
ROD STEWART
FOREIGNER
PATRICIE RUSHEN
ATLANTIC STARR
Hottest:
RICK SPRINGFIELD 1-1
PAUL DAVIS 3-2
TOMMY TUTONE 7-4
KOOL & THE GANG 8-5
MCCARTNEY/WONDER 10-6

KKXX/Bakersfield, CA

Squires/DeRoo

JOHN COUGAR
JUICE NEWTON
SHEENA EASTON
38 SPECIAL
LOVERBOY
Hottest:
LRB 1-1
SPARKS 18-5
MCCARTNEY/WONDER 16-8
HUMAN LEAGUE 23-18
TOTO 28-20

KNBQ/Tacoma, WA

Gary Bryan

JUICE NEWTON
FOREIGNER
SIMON & GARFUNKEL
38 SPECIAL
MOTELS
Hottest:
RICK SPRINGFIELD 1-1
CHARLENE 4-3
MCCARTNEY/WONDER 16-6
ALDO NOVA 17-10
TOTO 21-14

K88/Provo, UT

Kraddick/Ginsberg

TOTO
JOAN JETT
38 SPECIAL
Hottest:
VANGELIS 1-1
MCCARTNEY/WONDER 4-2
CHARLENE 6-4
GREG GUILDY 7-5

FM103/Salt Lake City, UT

Lorraine Winnegar

DONNIE IRIS
QUEEN
Hottest:
RICK SPRINGFIELD 1-1
TOMMY TUTONE 4-2
HUEY LEWIS & NEWS 3-3
ALDO NOVA 11-9
ASIA 26-19

KBBK/Boise, ID

Bob Lee

38 SPECIAL
KARLA BONOFF
PATRICIE RUSHEN
RONNIE MILSAP
CDB
Hottest:
RICK SPRINGFIELD 1-1
DR. HOOK 6-3
ELTON JOHN 7-5
CHARLENE 14-8
KOOL & THE GANG 10-9

KSIV/San Luis Obispo

Don Potter

ALESSI
WARWICK & MATHIE
FOUR TOPS
PATRICIE RUSHEN
KARLA BONOFF
OORDON LIGHTFOOT
ROD STEWART
Hottest:
RICK SPRINGFIELD 1-1
BARRY MANILOW 11-6
CHARLENE 12-7
RAY PARKER JR. 15-11
HUMAN LEAGUE 17-12

KENI/Anchorage, AK

FR/Friday, April 30, 1982

PARALLELS.

Parallel I: Selected stations in major markets that are format dominant* and/or exert a significant national influence.

Parallel II: Selected stations in secondary markets that are format dominant* and/or exert a significant local or regional influence. This parallel may also contain some major market stations that do not qualify for parallel I status.

Parallel III: Selected stations in smaller markets that are format dominant* and/or exert a significant local influence. This parallel may contain some secondary market stations that do not qualify for parallel II status.

Note: (*) Format dominance is based on the Monday-Sunday, 8AM-2Midnight, total persons 12 plus shares as published by Arbitron. All pre- and possible future reporting stations are evaluated and updated twice annually.

★ DENOTES FIRST WEEK IN PARALLELS.

212 REPORTS
213 LAST WEEK

JOHN DOE
"Hit Song" (Anylabel)
LP: Hit Song

Regional	100/25	44%	National
Reach	51		Summary
E 33%			Debut
M 21%			Same
S 56%			Down
W 19%			Adds

EXAMPLE

100/25 - 100 CHR reporting stations on all this week including 25 new adds

44% - Percentage of this week's reporters playing it

Regional Reach - Percentage of reporters playing the song within each region

National Summary

Up 31 - Number of stations moving it up on the charts

Debut 25 - Number of stations debuting the song this week

Same 24 - Number of stations reporting no movement this week (On to On, Add to On, 31 to 31, etc.)

Down 0 - Number of stations moving it down on the charts

Adds 25 - Total number of stations adding it this week

(Beats continued)

WFLA 25-10	WTVT 25-10	WFTS 25-10	WTOG 25-10
WTVT 25-10	WTVT 25-10	WTVT 25-10	WTVT 25-10
WTVT 25-10	WTVT 25-10	WTVT 25-10	WTVT 25-10
WTVT 25-10	WTVT 25-10	WTVT 25-10	WTVT 25-10

ASIA
Heat Of The... (Geffen)
LP: Asia

Regional	150/27	75%	National
Reach	27		Summary
E 75%			Debut
M 75%			Same
S 75%			Down
W 75%			Adds

CHARLENE
I've Never Been... (Motown)
LP: I've Never Been To Me

Regional	186/2	78%	National
Reach	2		Summary
E 78%			Debut
M 78%			Same
S 78%			Down
W 78%			Adds

PAUL DAVIS
65 Love Affair (Arista)
LP: Cool Night

Regional	185/1	87%	National
Reach	1		Summary
E 87%			Debut
M 87%			Same
S 87%			Down
W 87%			Adds

JOHN COUGAR
Hurts So Good (Riva/PQ)
LP: American Pool

Regional	122/73	58%	National
Reach	73		Summary
E 58%			Debut
M 58%			Same
S 58%			Down
W 58%			Adds

BEATLES
Movie Medley (Capitol)
LP: Real Music

Regional	130/1	80%	National
Reach	1		Summary
E 80%			Debut
M 80%			Same
S 80%			Down
W 80%			Adds

JOHN COUGAR
Hurts So Good (Riva/PQ)
LP: American Pool

Regional	122/73	58%	National
Reach	73		Summary
E 58%			Debut
M 58%			Same
S 58%			Down
W 58%			Adds

BEATLES
Movie Medley (Capitol)
LP: Real Music

Regional	130/1	80%	National
Reach	1		Summary
E 80%			Debut
M 80%			Same
S 80%			Down
W 80%			Adds

JOHN COUGAR
Hurts So Good (Riva/PQ)
LP: American Pool

Regional	122/73	58%	National
Reach	73		Summary
E 58%			Debut
M 58%			Same
S 58%			Down
W 58%			Adds

JOHN DENVER
Shanghai Breazes (RCA)
LP: Shanghai Breazes

Regional	91/5	43%	National
Reach	5		Summary
E 43%			Debut
M 43%			Same
S 43%			Down
W 43%			Adds

CHARLIE DANIELS BAND
Still In Saigon (Epic)
LP: Windows

Regional	141/6	67%	National
Reach	6		Summary
E 67%			Debut
M 67%			Same
S 67%			Down
W 67%			Adds

DAN FOGELBERG
Run For The Roses (FM/Epic)
LP: The Innocent Age

Regional	158/11	75%	National
Reach	11		Summary
E 75%			Debut
M 75%			Same
S 75%			Down
W 75%			Adds

J. GEILS BAND
Freeze... (EMI America)
LP: Freeze From

Regional	152/1	72%	National
Reach	1		Summary
E 72%			Debut
M 72%			Same
S 72%			Down
W 72%			Adds

SHEENA EASTON
When He... (EMI America)
LP: You Could Have Been With Me

Regional	117/7	55%	National
Reach	7		Summary
E 55%			Debut
M 55%			Same
S 55%			Down
W 55%			Adds

FRANKE & KNOCKOUTS
Without... (Millennium/RCA)
LP: Below The Belt

Regional	160/2	75%	National
Reach	2		Summary
E 75%			Debut
M 75%			Same
S 75%			Down
W 75%			Adds

RICHARD "D" FIELDS
If It Ain't One... (Boardwalk)
LP: Mr. Look So Good

Regional	56/8	28%	National
Reach	8		Summary
E 28%			Debut
M 28%			Same
S 28%			Down
W 28%			Adds

GREG GUIDRY
Gain' Over The Line (Badland/Col.)
LP: Over The Line

Regional	138/0	64%	National
Reach	0		Summary
E 64%			Debut
M 64%			Same
S 64%			Down
W 64%			Adds

ROBERTA FLACK
Making Love (Atlantic)
LP: Soundtrack "Making Love"

Regional	70/11	37%	National
Reach	11		Summary
E 37%			Debut
M 37%			Same
S 37%			Down
W 37%			Adds

FRANKE & KNOCKOUTS
Without... (Millennium/RCA)
LP: Below The Belt

Regional	160/2	75%	National
Reach	2		Summary
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M 75%			Same
S 75%			Down
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LP: Over The Line

Regional	138/0	64%	National
Reach	0		Summary
E 64%			Debut
M 64%			Same
S 64%			Down
W 64%			Adds

JOHN COUGAR
Hurts So Good (Riva/PQ)
LP: American Pool

Regional	122/73	58%	National
Reach	73		Summary
E 58%			Debut
M 58%			Same
S 58%			Down
W 58%			Adds

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Without... (Millennium/RCA)
LP: Below The Belt

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Reach	2		Summary
E 75%			Debut
M 75%			Same
S 75%			Down
W 75%			Adds

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Reach	0		Summary
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S 64%			Down
W 64%			Adds

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Reach	73		Summary
E 58%			Debut
M 58%			Same
S 58%			Down
W 58%			Adds

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LP: Below The Belt

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Reach	2		Summary
E 75%			Debut
M 75%			Same
S 75%			Down
W 75%			Adds

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LP: Soundtrack "Making Love"

Regional	70/11	37%	National
Reach	11		Summary
E 37%			Debut
M 37%			Same
S 37%			Down
W 37%			Adds

GREG GUIDRY
Gain' Over The Line (Badland/Col.)
LP: Over The Line

Regional	138/0	64%	National
Reach	0		Summary
E 64%			Debut
M 64%			Same
S 64%			Down
W 64%			Adds

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D. HALL & J. OATES
Did It In A Minute (RCA)
LP: Private Eyes

186/18 82% National Summary

Regional Beach
E 104
M 91
W 87

National Summary
UP 13
DOWN 3
SAME 4
A 0
M 0

JOAN JETT...
Crimson & Clover (Boardwalk)
LP: I Love Rock 'n Roll

136/48 64% National Summary

Regional Beach
E 55
M 44
W 55

National Summary
UP 1
DOWN 2
SAME 2
A 0
M 0

KOOL & THE GANG
Get Down... (De-Lite/PG)
LP: Something Special

133/1 83% National Summary

Regional Beach
E 7
M 9
W 7

National Summary
UP 1
DOWN 1
SAME 0
A 0
M 0

LOVERBOY
When It's Over (Columbia)
LP: Get Lucky

106/7 50% National Summary

Regional Beach
E 5
M 8
W 4

National Summary
UP 1
DOWN 1
SAME 0
A 0
M 0

RONNIE MILSAP
Any Day Now (RCA)

67/37 27% National Summary

Regional Beach
E 7
M 2
W 4

National Summary
UP 1
DOWN 1
SAME 0
A 0
M 0

JUCE NEWTON
Love's Been A... (Capitol)
LP: Quiet Lies

78/76 30% National Summary

Regional Beach
E 104
M 91
W 87

National Summary
UP 1
DOWN 1
SAME 0
A 0
M 0

HUMAN LEAGUE
Don't You Want Me (A&M)
LP: Dare

165/6 78% National Summary

Regional Beach
E 7
M 9
W 4

National Summary
UP 1
DOWN 1
SAME 0
A 0
M 0

ELTON JOHN
Empty Garden... (Geffen)
LP: Jump Up

159/3 75% National Summary

Regional Beach
E 95
M 75
W 70

National Summary
UP 1
DOWN 1
SAME 0
A 0
M 0

DAVID LASLEY
I'll Miss... (EMI America)
LP: Missin' Twenty Grand

71/3 33% National Summary

Regional Beach
E 5
M 4
W 4

National Summary
UP 1
DOWN 1
SAME 0
A 0
M 0

BARRY MANILOW
Let's Hang On (Arista)
LP: Somewhere Down The Road

102/2 48% National Summary

Regional Beach
E 4
M 4
W 4

National Summary
UP 1
DOWN 1
SAME 0
A 0
M 0

MOTELS
Only The Lonely (Capitol)
LP: All Four One

67/26 32% National Summary

Regional Beach
E 3
M 3
W 3

National Summary
UP 1
DOWN 1
SAME 0
A 0
M 0

OLIVIA NEWTON-JOHN
Make A Move... (MCA)
LP: Physical

143/0 67% National Summary

Regional Beach
E 104
M 91
W 87

National Summary
UP 1
DOWN 1
SAME 0
A 0
M 0

DOONIE IRIS
My Gih (MCA)
LP: King Cool

149/18 70% National Summary

Regional Beach
E 85
M 74
W 63

National Summary
UP 1
DOWN 1
SAME 0
A 0
M 0

LITTLE RIVER BAND
Man On Your Mind (Capitol)
LP: Time Exposure

169/7 80% National Summary

Regional Beach
E 8
M 9
W 8

National Summary
UP 1
DOWN 1
SAME 0
A 0
M 0

P. McARTNEY'S WONDER
Ebony And Ivory (Columbia)
LP: Ug Of War

208/2 97% National Summary

Regional Beach
E 9
M 9
W 9

National Summary
UP 1
DOWN 1
SAME 0
A 0
M 0

WILLIE NELSON
Always On My Mind (Col)
LP: Always On My Mind

107/14 50% National Summary

Regional Beach
E 33
M 24
W 24

National Summary
UP 1
DOWN 1
SAME 0
A 0
M 0

ALDO NOVA
Fantasy (Portrait/CBS)
LP: Aldo Nova

87/13 41% National Summary

Regional Beach
E 40
M 39
W 39

National Summary
UP 1
DOWN 1
SAME 0
A 0
M 0

ALDO NOVA
Fantasy (Portrait/CBS)
LP: Aldo Nova

87/13 41% National Summary

Regional Beach
E 40
M 39
W 39

National Summary
UP 1
DOWN 1
SAME 0
A 0
M 0

DAVID LASLEY
I'll Miss... (EMI America)
LP: Missin' Twenty Grand

71/3 33% National Summary

Regional Beach
E 5
M 4
W 4

National Summary
UP 1
DOWN 1
SAME 0
A 0
M 0

DAVID LASLEY
I'll Miss... (EMI America)
LP: Missin' Twenty Grand

71/3 33% National Summary

Regional Beach
E 5
M 4
W 4

National Summary
UP 1
DOWN 1
SAME 0
A 0
M 0

DAVID LASLEY
I'll Miss... (EMI America)
LP: Missin' Twenty Grand

71/3 33% National Summary

Regional Beach
E 5
M 4
W 4

National Summary
UP 1
DOWN 1
SAME 0
A 0
M 0

DAVID LASLEY
I'll Miss... (EMI America)
LP: Missin' Twenty Grand

71/3 33% National Summary

Regional Beach
E 5
M 4
W 4

National Summary
UP 1
DOWN 1
SAME 0
A 0
M 0

DAVID LASLEY
I'll Miss... (EMI America)
LP: Missin' Twenty Grand

71/3 33% National Summary

Regional Beach
E 5
M 4
W 4

National Summary
UP 1
DOWN 1
SAME 0
A 0
M 0

DAVID LASLEY
I'll Miss... (EMI America)
LP: Missin' Twenty Grand

71/3 33% National Summary

Regional Beach
E 5
M 4
W 4

National Summary
UP 1
DOWN 1
SAME 0
A 0
M 0

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Regional Beach
E 5
M 4
W 4

National Summary
UP 1
DOWN 1
SAME 0
A 0
M 0

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Regional Beach
E 5
M 4
W 4

National Summary
UP 1
DOWN 1
SAME 0
A 0
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E 5
M 4
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National Summary
UP 1
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71/3 33% National Summary

Regional Beach
E 5
M 4
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National Summary
UP 1
DOWN 1
SAME 0
A 0
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71/3 33% National Summary

Regional Beach
E 5
M 4
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National Summary
UP 1
DOWN 1
SAME 0
A 0
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E 5
M 4
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National Summary
UP 1
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E 5
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National Summary
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National Summary
UP 1
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E 5
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National Summary
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E 5
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National Summary
UP 1
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SAME 0
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Regional Beach
E 5
M 4
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National Summary
UP 1
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SAME 0
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Regional Beach
E 5
M 4
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National Summary
UP 1
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SAME 0
A 0
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DAVID LASLEY
I'll Miss... (EMI America)
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71/3 33% National Summary

Regional Beach
E 5
M 4
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National Summary
UP 1
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SAME 0
A 0
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DAVID LASLEY
I'll Miss... (EMI America)
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Regional Beach
E 5
M 4
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National Summary
UP 1
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Regional Beach
E 5
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National Summary
UP 1
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National Summary
UP 1
DOWN 1
SAME 0
A 0
M 0

New & Active Continued from Back Page

BARRY MANILOW "Let's Hang On" (Arista) 102/2

Moves: Up 63, Debuts 6, Same 23, Down 8, Adds 2. WCAU-FM WLOL-FM, WNBC 26-22, KIQQ 21-19, Q106 25-22, WFMF 16-11, WFEA 20-17, KILE 27-19, WCIL-FM 27-21, KSLY 11-6.

JOHN DENVER "Shanghai Breezes" (RCA) 91/5

Moves: Up 39, Debuts 9, Same 36, Down 2, Adds 5, WPGC, KRBC, WOKI, KPUR, KXKL, WNBC 28-26, KEZR 20-17, KRQD 26-22, KOFM 11-8, KCPX 18-13.

ALDO NOVA "Fantasy" (Portrait/CBS) 87/13

Moves: Up 38, Debuts 5, Same 25, Down 6, Adds 13, Q106, KRLA, KYYX, WHFM, WLN-FM, WKEE, WGRD, WIKS, WLYT, WACZ, 95SGF, KKL, KDZA.

GENESIS "Man On The Corner" (Atlantic) 82/3

Moves: Up 40, Debuts 7, Same 27, Down 5, Adds 3, WMAK-FM, 95SGF, KILE, WFI 23-20, B94 18-16, KEGL 10-8, WLS 26-23, KEZR 7-6, WLN-FM 29-28, KZ93 18-13, 95XIL 27-24, WGLF 26-23, WRKR 35-33, KRNA 13-11.

ROD STEWART "How Long" (WB) 79/21

Moves: Up 22, Debuts 13, Same 23, Down 0, Adds 21 including JB106, KEZR, WPHO, WKRZ-FM, WZYP, WBBQ, WJXQ, WKFR, KEYN-FM, KCPX, WFBG, WAEV, WFLB, KVOL, KDZA.

ROBERTA FLACK "Making Love" (Atlantic) 79/11

Moves: Up 47, Debuts 3, Same 17, Down 1, Adds 11, WABC, WNBC, WCAU-FM, WPGC, Y100, KXX106, WAYS, WDCG, Z102, WISE, WYKS, Z93 6-4, KEARTH 5-4, KZFM 12-7.

JUICE NEWTON "Love's Been A Little Bit Hard On Me" (Capitol) 76/76

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 76 including WABC, JB106, WPGC, CKGM, Z93, 94Q, Q106, KBEQ, KEARTH, KFI, KIQQ, KEZR, KOPA, KZZP, KC101.

DAVID LASLEY "If I Had My Wish Tonight" (EMI America) 71/3

Moves: Up 31, Debuts 7, Same 30, Down 0, Adds 3, WABC, WCAU-FM, WLOL-FM, WFI 27-24, KIQQ 40-38, WFBP 28-26, WYCR 27-23, CK101 32-29, WOKI 27-24, WVIC 30-28, KBBK 20-18, WJBO 34-31, WFEA 29-27, WISE 31-27.

RAINBOW "Stone Cold" (Mercury/PolyGram) 68/4

Moves: Up 16, Debuts 3, Same 45, Down 0, Adds 4, CKGM, WANS-FM, WKFR, 95SGF, 98XK 22-16, KEGL 30-24, WGLC d-29, WPST 30-27, WOKI 37-33, KMGK 28-25, KSEL-FM 24-16, KCBN 39-38, KYA 14-12.

MOTELS "Only The Lonely" (Capitol) 67/26

Moves: Up 2, Debuts 5, Same 34, Down 0, Adds 26 including WBEN-FM, WXKS-FM, WLS-FM, KIQQ, KEZR, KYYX, WRCK, WPST, KHFI, WAXY, CK101, WOUT, WAYS, WSEZ, WANS-FM, WNAM, KGGI, KNBQ, KHYT.

T.G. SHEPPARD "Finally" (WB/Curb) 60/4

Moves: Up 25, Debuts 4, Same 27, Down 0, Adds 4, WFI, KROK, KHYT, WJBO, Z93 19-18, KBEQ 36-32, KXX106 14-12, CK101 24-20, FM100 20-17, WOKI 28-25, WGH d-19, WVIC 34-27, KOFM 24-21, WCGQ 21-15, KCBN 38-33.

DIANA ROSS "Work That Body" (RCA) 60/0

Moves: Up 26, Debuts 5, Same 29, Down 0, Adds 0, WXKS-FM 23-21, JB106 20-16, WPGC 28-27, KEARTH 24-17, KIQQ 34-25, XTRA d-25, KZZP 30-28, KC101 26-24, Q106 24-21, KZFM 21-16, WJDX 20-16, KYNO-FM 17-14.

RONNIE MILSAP "Any Day Now" (RCA) 57/37

Moves: Up 1, Debuts 7, Same 16, Down 0, Adds 37 including WNBC, Z93, 94Q, KEARTH, KRLA, KFI, Q103, KOPA, WKRZ-FM, K104, WFMF, WHHY-FM, WNOK-FM, WNAM, KCPX.

RICHARD "DIMPLES" FIELDS "If It Ain't One Thing..." (Boardwalk) 56/8

Moves: Up 23, Debuts 6, Same 18, Down 1, Adds 8, KIIS-FM, KITY, WJDX, WHHY-FM, WSEZ, KSKD, WXLK, KILE, WABC 23-11, Z93 28-20, Q106 26-26, KEARTH 13-8, KRLA 21-10, KFI 17-11, KJRB 26-23.

DENIECE WILLIAMS "It's Gonna Take A Miracle" (ARC/Columbia) 55/2

Moves: Up 28, Debuts 4, Same 21, Down 0, Adds 2, WBLI, KITY, WABC 13-4, WBEN-FM 21-13, WXKS-FM 10-8, 94Q 26-22, KFI 28-20, KC101 26-20, WMAK-FM 17-11, KIKI 17-12, WFLB 13-9, WCIL-FM 21-17.

SIGNIFICANT ACTION

BERTIE HIGGINS "Just Another Day In Paradise" (Kat Family/CBS) 45/25

Moves: Up 6, Debuts 3, Same 11, Down 0, Adds 25 including 94Q, WGLC, KC101, V100, KZFM, KHFI, WAXY, WDOQ, WMAK-FM, WOKI, WSEZ, WRCK, KSTT, WNAM, WGBF, WKDQ, WNCI.

STARS ON 45 "Tribute To Stevie Wonder" (Radio/Atlantic) 44/1

Moves: Up 20, Debuts 2, Same 16, Down 5, Adds 1, WCAU-FM, B104 17-15, PRO-FM 13-11, CKGM 18-14, WLOL-FM 23-20, WBLI 30-27, WOKI 24-22, KJRB 20-16.

KANSAS "Play The Game Tonight" (Kirshner/CBS) 43/42

Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 42 including 96XK, KEGL, KBEQ, KYYX, KZZP, 3WT, WYCR, WKEE, KSET-FM, KROK, WSSX, WGH, WZOK, WMEE, KJRB, KCPX, KHYT.

KARLA BONOFF "Personally" (Columbia) 43/13

Moves: Up 10, Debuts 4, Same 16, Down 0, Adds 13, 94Q, KRLA, KIMN, WRQK, WJXQ, KRAV, KBBK, KSKD, WYKS, KQOV, KENI, KSLY, KCBN.

SHALAMAR "A Night To Remember" (Solar/Elektra) 34/8

Moves: Up 10, Debuts 1, Same 15, Down 0, Adds 8, KC101, KZFM, WZYP, WMAK-FM, WDCG, WSEZ, WVIC, 95SGF, WXKS-FM 26-23, WPGC 30-26, KIQQ 26-17, WTIC-FM 18-14, CK101 29-21.

JUNIOR "Mama Used To Say" (Mercury/PolyGram) 33/0

Moves: Up 20, Debuts 0, Same 6, Down 7, Adds 0, B94 20-17, WPGC 15-9, CKGM 31-20, XTRA 9-7, B97 13-11, WAYS 10-8, Z104 28-25, KYNO-FM 5-4, KGGI 13-6, Z102 12-9.

DUKE JUPITER "I'll Drink To You" (Coast-Coast/CBS) 31/0

Moves: Up 12, Debuts 3, Same 15, Down 1, Adds 0, KEGL 25-23, KZZP 19-18, WPHD 17-15, 3WT 19-16, WTIX 40-39, WDCG 40-39, KLUC 17-16, 95XIL 38-30.

JIMMY HALL "Fool For Your Love" (Epic) 30/3

Moves: Up 2, Debuts 1, Same 24, Down 0, Adds 3, WKEE, CK101, WBCY, KFI on, KYYX on, 3WT 39-34, WCSC 24-23, KCPX d-40, 95SGF on.

PRISM "Turn On Your Radar" (Capitol) 29/4

Moves: Up 5, Debuts 2, Same 18, Down 0, Adds 4, WFI, WKRZ-FM, KSET-FM, KHYT, KEZR 25-23, KINT 30-28, BJ106 36-32, WBCY 23-20, KILE 40-37.

ABBA "The Visitors" (Atlantic) 27/4

Moves: Up 7, Debuts 2, Same 14, Down 0, Adds 4, B100, WQUT, KCPX, WAZY-FM, KEGL d-28, K104 37-33, KINT 31-23, WHHY-FM 29-25, 95XIL d-39, WFOX 24-22, KVOL 29-22.

SOFT CELL "Tainted Love" (Sire/WB) 27/3

Moves: Up 13, Debuts 2, Same 3, Down 6, Adds 3, WAEB, KRQD, B97, WCAU-FM 3-2, B94 d-25, Y100 3-2, KIQQ 3-2, B100 18-13, XTRA 13-11, K104 5-3.

CAROLE KING "One To One" (Atlantic) 26/1

Moves: Up 10, Debuts 2, Same 13, Down 0, Adds 1, KINT, WABC d-34, WXKS-FM 21-20, WFBP 25-22, KZFM 30-21, WTIX 34-32, KSTT 17-13, WFLB 35-33.

SAMMY HAGAR "Piece Of My Heart" (Geffen) 23/4

Moves: Up 4, Debuts 3, Same 12, Down 0, Adds 4, WKEE, BJ105, WIGY, KOZE, KEGL d-29, WPHD 28-27, K104 d-38, WJXQ 17-16, KXXK d-28, KSEL-FM 28-21.

ATLANTIC STARR "Circles" (A&M) 22/9

Moves: Up 9, Debuts 0, Same 4, Down 0, Adds 9, WCAU-FM, KEARTH, KIIS-FM, KFRC, KC101, CK101, KGGI, KHYT, KDZA.

DIONNE WARWICK & JOHNNY MATHIS "Friends In Love" (Arista) 22/6

Moves: Up 6, Debuts 1, Same 9, Down 0, Adds 6, WABC, WNBC, WAXY, WMAK-FM, WTSN, KSLY, WAEB 29-24, CK101 38-30, WGH 19-17, WVIC 39-34.

PATTI AUSTIN with JAMES INGRAM "Baby Come To Me" (Qwest/WB) 21/4

Moves: Up 5, Debuts 2, Same 10, Down 0, Adds 4, KC101, CK101, WZZR, KCPX, Y100 d-23, KIIS-FM 25-24, KIQQ 30-24, WMAK-FM d-22, KILE 36-30.

EDDIE RABBITT "I Don't Know Where To Start" (Elektra) 21/4

Moves: Up 6, Debuts 5, Same 6, Down 0, Adds 4, WVIC, KOFM, WGBF, KXKL, WAEB 22-21, WFMF 25-22, WAYS 29-26, WGH 18-16, WFOX 35-32.

ALESSI "Put Away Your Love" (Qwest/WB) 21/3

Moves: Up 0, Debuts 4, Same 14, Down 0, Adds 3, KGGI, WAZY-FM, KSLY, WXKS-FM d-27, KEZR d-28, WTIX d-35, WXLK d-28.

FOREIGNER "Break It Up" (Atlantic) 20/16

Moves: Up 3, Debuts 1, Same 0, Down 0, Adds 16, WPHD, WRCK, 3WT, WYCR, WOKI, WSSX, WANS-FM, WNOK-FM, KZ93, KNBQ, KHYT, WACZ, KSEL-FM, KENI, KDZA, KOZE.

GORDON LIGHTFOOT "Baby Step Back" (WB) 19/3

Moves: Up 10, Debuts 1, Same 5, Down 0, Adds 3, WSEZ, WJXQ, KSLY, CKLW on, KCNR 8-5, V100 26-22, CK101 36-32, WVIC 26-22.

CHERI "Murphy's Law" (Venture) 18/3

Moves: Up 9, Debuts 0, Same 6, Down 0, Adds 3, KFI, WLN-FM, Q106, WFI 20-17, WCAU-FM 28-18, WXKS-FM 18-12, Y100 18-16, CKLW 30-17, KIQQ 20-18.

GAMMA "Right The First Time" (Elektra) 18/0

Moves: Up 7, Debuts 0, Same 10, Down 1, Adds 0, 96XK on, CHUM 22-17, KFRC on, K104 31-28, WJBO 36-34, WOMP-FM 30-26, KFMZ 14-13.

SMOKEY ROBINSON "Old Fashioned Love" (Tamla/Motown) 18/0

Moves: Up 3, Debuts 5, Same 10, Down 0, Adds 0, KIQQ d-33, WTIC-FM 26-24, KINT 39-35, WOKI d-39, WVIC d-39, KCPX 37-36.

DENIECE WILLIAMS "It's Gonna Take A Miracle" (ARC/Columbia) 32/6

Rotations: Heavy 3/0, Medium 19/4, Light 9/1, Extra Adds 1, Total Adds 6, WYNY, WICC, KEY103, KBOI, KFQD, KISN. Heavy: WBEN, WJMD, WWRN, Medium: WCBM, WASH, WLTA, WBT, KRBE, WHBC, KKUA, KSL, WKZE-FM, WEIM, KRBC, WSKY, WORG, WWSA, KBOZ.

WAYLON & WILLIE "Just To Satisfy You" (RCA) 32/5

Rotations: Heavy 3/0, Medium 22/3, Light 7/2, Extra Adds 0, Total Adds 5, WTAE, KFMM, WSJS, WDFD, KLTE. Heavy: KBOI, WDAY, KFDR. Medium: WSB, KVIL, WCCO, KPLZ, WSBA, WGAC, KEY103, WAFB, WSGN, KRBE, WSLI, WHBY, WMHE, KSL, KRBC, WORG, WJON, KBOZ, WFMK.

STEVE WOODS "Fly Away" (Cotillion/Atco) 31/15

Rotations: Heavy 0/0, Medium 13/5, Light 18/10, Extra Adds 0, Total Adds 18, WCZY, KPLZ, WGAC, WBT, WSLI, WRVA, WHBC, WQUA, KWAV, KIXI, WSKY, WORG, KBOZ, KRNO, KRKK. Medium: WSB, 97AIA, WCCO, KEX, KEY103, WHBY, KSL, WLVA.

SIGNIFICANT ACTION

HUEY LEWIS AND THE NEWS "Do You Believe In Love" (Chrysalis) 26/0

Rotations: Heavy 5/0, Medium 13/0, Light 8/0, Extra Adds 0, Total Adds 0, Heavy: KDKA, KVIL, WSRZ, WLVA, KBAI. Medium: WTAE, WGAR, KOY, WHHY, WFMK, KYUU, WWRN, WSKY, WCHV, Q96, WDAY, WBOW, KRKK.

TOTO "Rosanna" (Columbia) 23/9

Rotations: Heavy 2/0, Medium 8/2, Light 12/6, Extra Adds 1, Total Adds 9, WFYR, WZUU, WSGN, KYUU, Q96, WORG, WROV, KCRG, KPAT. Heavy: WHHY, KWAV. Medium: WSRZ, KSLQ, KKUA, WCHV, KFOR, KRKK.

MELISSA MANCHESTER "You Should Hear How She Talks..." (Arista) 21/20

Rotations: Heavy 0/0, Medium 9/8, Light 8/8, Extra Adds 4, Total Adds 20, KEX, WGAC, KEY103, WHBC, KRNT, KSL, WWRN, WNAB, WEIM, WKBR, KRBC, WSKY, KSEL, WORG, KFOR, KPAT, WJON, KFQD, KRKK, KISN.

BARBARA MANDRELL "Til You're Gone" (MCA) 21/9

Rotations: Heavy 2/0, Medium 11/3, Light 8/6, Extra Adds 0, Total Adds 9, WSBA, WHBY, KRNT, KBOI, KSEL, WORG, WWSA, WJBC, KFQD. Heavy: WLTA, WCCO. Medium: WSB, KEX, KMBZ, KSL, WDEF, KFOR, WJON, KBOZ.

STARS ON 45 "Tribute To Stevie Wonder" (Radio/Atlantic) 20/3

Rotations: Heavy 3/0, Medium 8/0, Light 9/3, Extra Adds 0, Total Adds 3, WQUE, YES96, KBAI. Heavy: WYNY, KKUA, WLVA. Medium: KVIL, WCLR, WICC, WBT, WHIO, WWRN, WROV, KCRG.

MIKE POST "Theme From 'Magnum P.I.'" (Elektra) 20/2

Rotations: Heavy 2/0, Medium 11/1, Light 7/1, Extra Adds 0, Total Adds 2, WSGN, KRBE. Heavy: WQUE, WFMK. Medium: KDKA, WRVR, WHHY, WSRZ, WHBC, YES96, KRBC, Q96, WORG, WSGW.

BILL LaBOUNTY "Never Gonna Look Back" (WB/Curb) 18/13

Rotations: Heavy 0/0, Medium 8/5, Light 10/6, Extra Adds 2, Total Adds 13, WLTA, SM96, WHBC, KRNT, KBOI, KRBC, WSKY, KSEL, WLVA, WORG, WDAY, WJON, KTWO. Medium: KFOR.

BOBBY CALDWELL "Jamaica" (Polydor/PolyGram) 18/4

Rotations: Heavy 1/0, Medium 10/0, Light 7/4, Extra Adds 1, Total Adds 4, KOB, KKUA, WCHV, KFQD. Heavy: WLTA. Medium: WBEN, WCCO, WHBC, KRNT, KWAV, KRBC, WSKY, WDEF, KRNO, KRKK.

RAY PARKER JR. "The Other Woman" (Arista) 17/7

Rotations: Heavy 4/0, Medium 7/1, Light 4/4, Extra Adds 2, Total Adds 7, 55KRC, WZZP, WAAY, 610TVN, KSLQ, WWRN, Q96. Heavy: WHHY, WQUE, WSRZ, WSKY. Medium: WGAR, KOY, WHEN, WSGN, Y106, WORG.

ALESSI "Put Away Your Love" (Qwest/WB) 16/4

Rotations: Heavy 1/0, Medium 7/1, Light 8/3, Extra Adds 0, Total Adds 4, WSLI, KWAV, WKZE-FM, WORG. Heavy: KKUA. Medium: WSB, KEX, KBOI, WEIM, WSKY, WJON.

DONNIE IRIS "My Girl" (MCA) 14/2

Rotations: Heavy 2/0, Medium 4/0, Light 8/2, Extra Adds 0, Total Adds 2, KSLQ, KFQD. Heavy: KWAV, WWRN. Medium: WCBM, WHHY, WSRZ, KFOR.

DON WILLIAMS "Listen To The Radio" (MCA) 14/2

Rotations: Heavy 1/0, Medium 9/2, Light 4/0, Extra Adds 0, Total Adds 2, KBOI, KCEE. Heavy: WDEF. Medium: WLTA, WSB, WCCO, KRBC, KSEL, WWSA, WDAY.

RANDY GOODRUM "Savin' It Up" (Polydor/PolyGram) 13/0

Rotations: Heavy 0/0, Medium 6/0, Light 7/0, Extra Adds 0, Total Adds 0, Medium: WLTA, WHIO, KRNT, KBOI, KRBC, WSKY.

TERRY CASHMAN "Talkin' Baseball" (Lifesong) 12/5

Rotations: Heavy 1/1, Medium 4/0, Light 6/3, Extra Adds 1, Total Adds 5, WHBY, KMBZ, WIBA, WNAB, KTWO. Medium: WGAR, WHBC, WDFD, WSGW.

ABBA "The Visitors" (Atlantic) 12/3

Rotations: Heavy 1/0, Medium 7/1, Light 4/2, Extra Adds 0, Total Adds 3, WGAC, WMHE, WLVA. Heavy: WFMK. Medium: WTAE, SM96, KWAV, WWRN, WSKY, KCRG.

PATTI AUSTIN with JAMES INGRAM "Baby Come To Me" (Qwest/WB) 12/1

Rotations: Heavy 3/0, Medium 5/0, Light 4/1, Extra Adds 0, Total Adds 1, WSKY. Heavy: SM96, KKUA, WDAY. Medium: WCZY, WYNY, WWSA, KBOZ.

FRANKE & THE KNOCKOUTS "Without You..." (Millennium/RCA) 12/1

Rotations: Heavy 4/0, Medium 4/1, Light 4/0, Extra Adds 0, Total Adds 1, KRBE. Heavy: WHHY, KWAV, WWRN, WLVA. Medium: WSRZ, WSKY, WROV.

ROD STEWART "How Long" (WB) 12/1

Rotations: Heavy 1/0, Medium 5/1, Light 6/0, Extra Adds 0, Total Adds 1, WSRZ. Heavy: WHHY. Medium: KWAV, WEIM, WSKY, WLVA.

CHARLIE DANIELS BAND "Still In Saigon" (Epic) 9/1

Rotations: Heavy 0/0, Medium 6/1, Light 3/0, Extra Adds 0, Total Adds 1, KWAV. Medium: WHEN, WHHY, WSRZ, WROV, WDAY.

PETER NOONE "You Got Me Anyway" (Johnston/CBS) 9/1

Rotations: Heavy 0/0, Medium 0/0, Light 9/1, Extra Adds 0, Total Adds 1, KSEL.

JIMMY HALL "Fool For Your Love" (Epic) 8/2

Rotations: Heavy 0/0, Medium 3/1, Light 4/0, Extra Adds 1, Total Adds 2, KRBC, KISN. Medium: WHEN, WSRZ.

MICKEY GILLEY "Tears Of The Lonely" (Epic) 8/1

Rotations: Heavy 1/0, Medium 2/0, Light 5/1, Extra Adds 0, Total Adds 1, KLTE. Heavy: WLTA. Medium: KMBZ, KRBC.

DAVID LASLEY "If I Had My Wish Tonight" (EMI America) 8/1

Rotations: Heavy 0/0, Medium 2/1, Light 6/0, Extra Adds 0, Total Adds 1, WSRZ.

JOHN SCHNEIDER "Dreamin'" (Scotti Bros./CBS) 7/7

Rotations: Heavy 0/0, Medium 1/1, Light 5/5, Extra Adds 1, Total Adds 7, WLTA, KEX, KMBZ, WFMK, WIBA, WMHE, KTWO.

MOTELS "Only The Lonely" (Capitol) 7/1

Rotations: Heavy 1/0, Medium 1/0, Light 5/1, Extra Adds 0, Total Adds 1, WHHY. Heavy: KWAV. Medium: KRKK.

L. SMITH & M. CLAYTON "Before The Night Is Over" (Elektra) 6/5

Rotations: Heavy 0/0, Medium 0/0, Light 6/

4 OUT OF 4!



"BREAK IT UP,"⁴⁰⁴⁴
THE 4TH SINGLE FROM
FOREIGNER'S MULTI-PLATINUM ALBUM, "4."
ON ATLANTIC RECORDS AND CASSETTES.

96KX 7-5
K 104 13-7
WPHD add
WRCK add
3WT add
WYCR add
WOKI add

WSSX add
WANS-FM add
WNOK-FM add
KZ93 add
KNBQ add
KHYT add

WACZ add
95XIL 33-27
Q104 deb 30
KSEL-FM add
KENI add
KDZA add
KOZE add



SD 16999

PRODUCED BY ROBERT JOHN "MUTT" LANGE AND MICK JONES.

MANAGEMENT: BUD PRAGER/E.S.P. MANAGEMENT, INC.

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Contemporary Hit Radio

NATIONAL AIRPLAY/30

Adult/Contemporary

Three Weeks
Two Weeks
Last Week

1	1	1	1	RICK SPRINGFIELD/Don't Talk To Strangers (RCA)
19	7	3	2	P. McCARTNEY with S. WONDER/Ebony And Ivory (Columbia)
10	6	4	3	DARYL HALL & JOHN OATES/Did It In A Minute (RCA)
5	2	2	4	PAUL DAVIS/'65 Love Affair (Arista)
4	4	5	5	VANGELIS/Chariots Of Fire (Polydor/PolyGram)
14	12	8	6	CHARLENE/I've Never Been To Me (Motown)
3	3	6	7	J. GEILS BAND/Freeze-Frame (EMI America)
17	14	9	8	TOMMY TUTONE/867-5309/Jenny (Columbia)
30	22	15	9	RAY PARKER JR./The Other Woman (Arista)
2	5	7	10	OLIVIA NEWTON-JOHN/Make A Move On Me (MCA)
23	20	17	11	ELTON JOHN/Empty Garden (Hey Hey Johnny) (Geffen)
21	15	14	12	KOOL & THE GANG/Get Down On It (De-Lite/PolyGram)
27	24	18	13	HUMAN LEAGUE/Don't You Want Me (Virgin/A&M)
12	11	10	14	GREG GUIDRY/Goin' Down (Badland/Columbia)
8	8	11	15	JOAN JETT & BLACKHEARTS/I Love Rock 'N Roll (Boardwalk)
22	19	16	16	BEATLES/Movie Medley (Capitol)
-	30	20	17	DAN FOGELBERG/Run For The Roses (Full Moon/Epic)
-	29	26	18	LITTLE RIVER BAND/Man On Your Mind (Capitol)
9	10	13	19	HUEY LEWIS & THE NEWS/Do You Believe In Love (Chrysalis)
7	9	12	20	GO-GO'S/We Got The Beat (IRS/A&M)
28	26	22	21	FRANKE & THE KNOCKOUTS/Without You... (Millennium/RCA)
29	25	23	22	CHARLIE DANIELS BAND/Still In Saigon (Epic)
-	-	28	23	TOTO/Rosanna (Columbia)
-	-	30	24	ASIA/Heat Of The Moment (Geffen)
24	23	21	25	ROLLING STONES/Hang Fire (Rolling Stones/Atco)
15	16	19	26	JOURNEY/Open Arms (Columbia)
-	-	29	27	DONNIE IRIS/My Girl (MCA)
6	13	24	28	STEVIE WONDER/That Girl (Tamla/Motown)
-	-	29	29	JOAN JETT & BLACKHEARTS/Crimson & Clover (Boardwalk)
-	-	30	30	JOHN COUGAR/Hurts So Good (Riva/PolyGram)

Three Weeks
Two Weeks
Last Week

16	6	1	1	McCARTNEY/WONDER/Ebony And Ivory (Columbia)
8	5	5	2	WILLIE NELSON/Always On My Mind (Columbia)
20	14	10	3	DAN FOGELBERG/Run For The Roses (Full Moon/Epic)
4	3	2	4	PAUL DAVIS/'65 Love Affair (Arista)
5	4	4	5	JOHN DENVER/Shanghai Breezes (RCA)
13	9	7	6	CHARLENE/I've Never Been To Me (Motown)
1	1	3	7	VANGELIS/Chariots Of Fire (Polydor/PolyGram)
14	10	9	8	ROBERTA FLACK/Making Love (Atlantic)
26	19	11	9	SIMON & GARFUNKEL/Wake Up Little Susie (WB)
10	8	8	10	BARRY MANILOW/Let's Hang On (Arista)
19	15	12	11	GREG GUIDRY/Goin' Down (Badland/Columbia)
2	2	6	12	OLIVIA NEWTON-JOHN/Make A Move On Me (MCA)
18	16	13	13	AL JARREAU/Teach Me Tonight (WB)
22	20	15	14	GORDON LIGHTFOOT/Baby Step Back (WB)
24	21	17	15	CARPENTERS/Beechwood 4-5789 (A&M)
27	24	20	16	ELTON JOHN/Empty Garden (Hey Hey Johnny) (Geffen)
-	26	23	17	EDDIE RABBITT/I Don't Know Where To Start (Elektra)
-	29	25	18	D. WARWICK & J. MATHIS/Friends In Love (Arista)
-	27	24	19	SHEENA EASTON/When He Shines (EMI America)
3	7	14	20	NEIL DIAMOND/On The Way To The Sky (Columbia)
-	-	27	21	BERTIE HIGGINS/Just Another Day In Paradise (Kat Family/CBS)
-	-	26	22	T.G. SHEPPARD/Finally (WB/Curb)
7	12	16	23	Q. JONES featuring J. INGRAM/One Hundred Ways (A&M)
-	-	24	24	KARLA BONOFF/Personally (Columbia)
9	13	18	25	STEVIE WONDER/That Girl (Tamla/Motown)
11	17	21	26	JOURNEY/Open Arms (Columbia)
6	11	19	27	SISTER SLEDGE/My Guy (Cotillion/Atco)
-	-	28	28	CAROLE KING/One To One (Atlantic)
12	18	22	29	BERTIE HIGGINS/Key Largo (Kat Family/CBS)
-	-	30	30	RONNIE MILSAP/Any Day Now (RCA)

JUICE NEWTON (78)
38 SPECIAL (50)
JOAN JETT "Crimson" (48)

QUEEN (46)
KANSAS (42)
RONNIE MILSAP (37)

MOST ADDED

RONNIE MILSAP (52)
JUICE NEWTON (38)
BERTIE HIGGINS "Just" (27)

MELISSA MANCHESTER (20)
KARLA BONOFF (15)
S. WOODS (15) M. TRANSFER (15)

P. McCARTNEY/S. WONDER (153)
RICK SPRINGFIELD (115)
CHARLENE (80)

RAY PARKER JR. (59)
HALL & OATES (54)
TOMMY TUTONE (48)

HOTTEST

P. McCARTNEY/S. WONDER (98)
WILLIE NELSON (66)
CHARLENE (81)

PAUL DAVIS (50)
DAN FOGELBERG (43)
VANGELIS (36)

BREAKERS

JOAN JETT & THE BLACKHEARTS

Crimson And Clover (Boardwalk)

64% of our reporters on it. Moves: Up 31, Debuts 31, Same 26, Down 0, Adds 48 including WBEN-FM, 96KX, B94, B104, WXKS-FM, CFTR, KEGL, KBEQ, WGCL, WKTI, KFRC, Q103. See Parallels, debuts at number 29 on the CHR chart.

JOHN COUGAR

Hurts So Good (Riva/PolyGram)

58% of our reporters on it. Moves: Up 19, Debuts 32, Same 43, Down 0, Adds 29 including B104, JB105, CFTR, CHUM, KEGL, KBEQ, WKTI, WDRC-FM, Q106, KLPO, KZ93, KKXX. See Parallels, debuts at number 30 on the CHR chart.

SIMON & GARFUNKEL

Wake Up Little Susie (WB)

56% of our reporters on it. Moves: Up 51, Debuts 23, Same 31, Down 1, Adds 13 including KFI, KYXX, KIMN, BJ105, WGH, WKDQ, KQKQ, WLYT, FM102, KNBQ, KSPZ. See Parallels, will debut next week on the CHR chart.

QUEEN

Body Language (Elektra)

55% of our reporters on it. Moves: Up 10, Debuts 29, Same 31, Down 0, Adds 46 including WBEN-FM, WIFI, WPGC, CFTR, CKGM, KEGL, Z93, WLOL-FM, KBEQ, KRLA, KFI, KEZR, XTRA, KYXX, KIMN, KZZP. See Parallels, will debut next week on the CHR chart.

12-34

NEW & ACTIVE

SHEENA EASTON "When He Shines" (EMI America) 117/7
Moves: Up 61, Debuts 16, Same 31, Down 2, Adds 7, WKBW, WCAU-FM, KROK, WLYT, KKXX, KLUC, KDVV, WXKS-FM 13-10, KBEQ 33-28, KIQQ 25-22, WAEB 10-8, K96 13-10, KPUR 22-17.

MIKE POST "Theme From 'Magnum P.I.'" (Elektra) 115/5
Moves: Up 55, Debuts 5, Same 34, Down 18, Adds 5, WABC, KEZR, WSEZ, KEYN-FM, Q101, WNBC 27-24, 94Q 15-9, CKLW 29-18, KEARTH 18-12, FM100 27-23, KRQ 12-8, Q104 8-4.

38 SPECIAL "Caught Up In You" (A&M) 108/50
Moves: Up 8, Debuts 12, Same 38, Down 0, Adds 50 including WBEN-FM, KEGL, WLOL-FM, KBEQ, WGCL, WKTI, KYXX, KIMN, Q103, WLAN-FM, WKEE, KLPO, G100, WMEE, KBBK, KSKD, KRQ.

WILLIE NELSON "Always On My Mind" (Columbia) 107/14
Moves: Up 82, Debuts 10, Same 14, Down 7, Adds 14, WPGC, I95, WGCL, KUBE, KZZP, WHFM, KJ100, WAKX, KEYN-FM, WKDQ, KIKI, WGLF.

LOVERBOY "When It's Over" (Columbia) 105/7
Moves: Up 66, Debuts 0, Same 21, Down 1, Adds 7, Q103, WLAN-FM, Q106, BJ106, WSSX, KKXX, KKLW, WBEN-FM 23-18, KEGL 22-18, 94Q 19-15, WLS-FM 40-34, KBEQ 40-33, Q102 24-17, WPST 28-25, KSET-FM 10-5, KMGK 20-16, FM103 20-16.

POLICE "Secret Journey" (A&M) 104/4
Moves: Up 44, Debuts 14, Same 41, Down 1, Adds 4, KROD, WFLB, WXLK, KKLS, WBEN-FM 34-29, B94 29-26, WPGC 22-20, KEGL 29-25, KEZR 22-20, WPHD 22-13, G100 27-24, BJ105 28-20.

KARLA BONOFF

Personally (Columbia)

57% of our reporters on it. Rotations: Heavy: 9/0, Medium 45/6, Light 24/6, Extra Adds 3, Total Adds 15, WJMD, WCLR, WISN, KHOW, KPPL, KEZL, KFMB, WGY, WENS, WFMK, WQUA, KSL, WWNR, WSKY, Q96. Debuts at number 24 on the A/C chart.

CAROLE KING

One To One (Atlantic)

49% of our reporters on it. Rotations: Heavy 6/0, Medium 42/2, Light 21/8, Extra Adds 1, Total Adds 11, WVBF, WYNY, WVLC, WRVR, Y106, WHBC, Q96, WSGW, KPAT, WBOW, KBAI. Debuts at number 28 on the A/C chart.

RONNIE MILSAP

Any Day Now (RCA)

49% of our reporters on it. Rotations: Heavy 1/0, Medium 30/18, Light 31/27, Extra Adds 7, Total Adds 52 including WCBM, WJMD, WSB, KFMK, WCZY, WHB, KS94, KEX, KEZL, KPLZ, WGY, KEY103, WRVR, KRNT, KSL, and 37 more. Debuts at number 30 on the A/C chart.

NEW & ACTIVE

28-49

DARYL HALL & JOHN OATES "Did It In A Minute" (RCA) 59/4
Rotations: Heavy 23/0, Medium 25/0, Light 11/4, Extra Adds 0, Total Adds 4, KHOW, KJR, YES96, WQUA, Heavy: WRIE, WSM, WAFB, WSGN, WAAV, WHHY, Y106, WSRZ, WOWO, KKUA, KWAV, KYUU, WWNR, WEIM, WCHV, Q96, WLVA, WORG, KFDR, KPAT, WBOW, KBAI, KRKK. Medium: WPRO, WFYR, WZZP.

LITTLE RIVER BAND "Man On Your Mind" (Capitol) 51/9
Rotations: Heavy 9/0, Medium 21/2, Light 20/6, Extra Adds 1, Total Adds 9, KHOW, WSGN, Y106, WQUA, WMHE, KOB, KBOI, Q96, KSRD. Heavy: WHHY, SM95, WQUE, KWAV, KTKT, WKZE-FM, WCHV, WLVA, WJON. Medium: WHB, KEX, KNBR, WXYZ, WGY, KEY103, WAFB, WSRZ, KYUU, WEIM, KSLQ.

RICK SPRINGFIELD "Don't Talk To Strangers" (RCA) 48/2
Rotations: Heavy 31/0, Medium 10/0, Light 7/2, Extra Adds 0, Total Adds 2, GR55, WKZE-FM. Heavy: KDKA, WASH, WFYR, WGAR, WZZP, WHB, WSM, WAFB, WSGN, WAAV, WHHY, WQUE, Y106, WSRZ, WOWO, WFMK, WMHE, KKUA, KMJJ, K108, KTKT, WWNR, WKBR, WSKY, WCHV, Q96, WLVA, WORG, WBOW, KBAI, KRKK.

LARRY LEE "Don't Talk" (Columbia) 43/8
Rotations: Heavy 1/0, Medium 22/1, Light 20/7, Extra Adds 0, Total Adds 8, WCZY, WKAZ, WAFB, WSRZ, WNAB, WJBC, KADE, KSRD. Heavy: WLVA. Medium: WCCO, KEX, WGA, KEY103, SM95, WHBY, WFMK, WMHE, KBOI, KUGN, WKZE-FM, WEIM, KRBC, WSKY, WCHV, WORG, WJON, WBOW, KFOD, KRNO, KRKK.

JUICE NEWTON "Love's Been A Little Bit Hard On Me" (Capitol) 38/38
Rotations: Heavy 0/0, Medium 14/14, Light 20/20, Extra Adds 4, Total Adds 38 including WCBM, WJMD, WSB, WHB, KOY, KFMB, WICC, WXYZ, WGY, WHY, WSGN, WHHY, SM95, KRNT, KMBZ, WFMK, WMHE, KOB, KBOI, KUGN, KWAV, K108, KTKT, WWNR, WSKY, WLVA, KCRG, KPAT, WBOW, KBOZ, and 8 more.

MANHATTAN TRANSFER "Route 66" (Atlantic) 37/15
Rotations: Heavy 1/0, Medium: 17/4, Light 19/11, Extra Adds 0, Total Adds 15, WTAE, WLTA, WCZY, KEX, WICC, WSLI, WRVA, WARM98, KRNT, KKUA, KIXI, WJBC, WDAY, KFOD, KRNO. Heavy: WDEF. Medium: WCCO, KPLZ, WBT, WHBC, WDFD, KBOI, WNAB, WEIM, KRBC, WSKY, WWSA, WJON, KSL.

SMOKEY ROBINSON "Old Fashioned Love" (Tamla/Motown) 33/6
Rotations: Heavy 2/0, Medium 18/2, Light 12/3, Extra Adds 1, Total Adds 6, WXYZ, WBT, KRNT, WKZE-FM, KPAT, KRNO. Heavy: KEY103, WLVA. Medium: WSB, 97AIA, WCCO, WICC, WGY, WRVA, KUGN, KKUA, KRBC, WSKY, KSEL, WORG, KCRG, WDAY, WJON, KRKK.