

# Radio & Records

ISSUE NUMBER 420

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FEBRUARY 19, 1982

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## MITCHELL OUT, HILL IN AS PD

### KJR In Transition To A/C

Making public a gradual format shift over the past few months from CHR to A/C, Metromedia's KJR/Seattle has changed program directors. Seven-year KJR vet Tracy Mitchell has resigned, and Benjamin Hill from Metromedia's WCBM/Baltimore will take over KJR's programming on March 1.

KJR VP/GM Rich Robertson told R&R, "Although I've only been here five weeks, I am sorry to see Tracy go. However, this will be the best for all concerned . . . bringing Benjamin Hill from



our Baltimore Benjamin Hill station to complete our transition to Adult/Contemporary. Ben has done in Baltimore what we need done here, and we are very excited about having him. There won't be any radical changes, as the station has been heading that

way for the past year now. Getting our image changed will be the biggest battle. Tracy has done a fine job, and someone would be smart to pick him up, as he is a great PD for CHR or AOR."

Mitchell, an air personality, MD, and PD during his seven years with KJR, told R&R, "It is best for them and best for me that I leave at this time. The parting is very amiable, and there are no hard feelings. I have some great memories of this radio station to take with me. I would like to stay in Seattle radio, if possible, but if

KJR/See Page 20

## EX-WLUP PD SEEKS \$460,000

### Floyd Sues Heftel Over Contract

Max Floyd, PD at WKLS/Atlanta and former PD at Heftel's WLUP/Chicago, is suing Heftel for breach of contract and asking \$460,000 in damages. Floyd's attorney, Joel Weisman, told R&R the suit was filed because Heftel allegedly intentionally broke Floyd's contract with a year left to

run, firing him and failing to pay him the balance owed. WLUP VP/GM Jim DeCastro asserted that Floyd was paid after his dismissal last October and added about the suit, "I don't even know where it's coming from."

Floyd's suit alleges that Heftel was quoted in newspapers describing him as incompetent and circulating similar sentiments within the industry. Feeling libeled and defamed, Floyd filed the suit, asking \$60,000 in contract costs and the rest in damages.

## WLUP Counters Allegations

DeCastro told R&R, "At no point in time did we ever say anything bad about Max. Max was relieved of his duties. We kept him on the payroll, and on the in-

FLOYD/See Page 20

## TEST FAVORABLE, MELTZER SIGNS ON

### NBC's Talknet Given Green Light

Based on the successful completion of a three-month test in 25 markets, the NBC Radio Network has announced it will go ahead with plans to develop an all-Talk network called Talknet. The official word was sounded last week by NBC Radio Network VP/GM Dick Penn.

Penn also said he expects the show to be out on satellite within 45 days. The goal is to have 100 affiliates by summer, he stated.

Simultaneously, Penn has announced that Bernie Meltzer of WOR/New York has signed on to do 10 hours of weekend programs. Meltzer's show will air 7pm to midnight and repeat midnight to 5am on Saturdays and Sundays.

Currently, Talknet consists of 40

affiliates taking late evening and overnight programming. An 800 number is used to bring in calls from around the country.

Already on the air is financial specialist Bruce Williams, whose show runs 10pm to midnight and repeats from 3-5am. Following Williams is Sally Jessie Raphael, who offers listeners "self-help"

NBC/See Page 20

## CONSULTANTS GO INTO OWNERSHIP

### Sherwood & Hennes Purchase WRJZ

Burt Sherwood and Bill Hennes, principals in the consulting firm Sherwood-Hennes & Associates, have purchased WRJZ/Knoxville from Basic Media for \$1.2 million. The purchase agreement, which

was signed Wednesday (2-10), is subject to FCC approval.

Sherwood explained the purchase to R&R, "We've been the consultants for the station since October, and we fell in love with the market and the station. That was one of the reasons we wanted to buy it, and Bill and I had never been in anything but our little company before, so we decided that it was time to put our money where our mouths are. This is the first station acquisition for Sherwood-Hennes Broadcasting, a newly-created arm of our consulting firm. It's our Country format that's in there now, so we'll just be strengthening it as consultants until we can officially take over this spring. We bought this as an investment for ourselves, and the consulting business will go on as always."

Hennes told R&R, "Between the station acquisition and our consultancy we're busier than one-

WRJZ/See Page 20

## WYIS/PHILADELPHIA OWNER SAM HART

### Reagan's Radio Nominee Stirs Civil Rights Furor

Last week's nomination of WYIS/Philadelphia owner B. Sam Hart to the U.S. Civil Rights Commission quickly erupted into one of the most controversial of President Reagan's administration.

Besides owning the Religious/Talk station, Hart syndicates the "Grand Old Gospel Hour." Civil rights groups expressed outrage after Hart, a black evangelical minister, said he opposes ERA, busing to achieve school integration and civil rights for gays.

The Moral Majority announced its support for Hart, but his home state Senator, John Heinz (R-PA), moved to place an indefinite hold on the nomination, questioning whether Hart is "an advocate for civil rights as most people understand the term." Hart's hometown newspaper, the Philadelphia Inquirer, editorialized that his selection was a "gross civil rights affront."

Hart declined R&R's offer to make public his feeling on the furor and the nomination itself.

## WIRTH SAYS COMMISSION VIOLATES LAW

### FCC Lottery Draws Heavy Fire From House

R&R has learned that House Telecommunications Subcommittee Chairman Tim Wirth (D-CO) plans to notify the FCC by letter this week that it is in violation of the law. At issue is last week's FCC refusal to create a lottery for awarding new licenses (R&R 2-12). Unless the Commission sets up a lottery, a Wirth aide says the Subcommittee will move "legally or legislatively" against the agency with actions that could include a citation for contempt of Congress.

In Wirth's view, last year's budget bill ordered the FCC to set up a lottery, but gave the agency discretion on whether to use it. It is the FCC's refusal to set up even a skeleton procedure that has angered Wirth.

A memo sent to the Subcommittee staff says, "In its defense the FCC has simply stated the Congress could not have intended it to devise a system which it would not use. But it is not for the FCC to presume legislative attempt when Congress clearly mandated that an action be taken."

The FCC refused to set up a lottery because it believes the law is unworkable owing to a provision requiring a preference for minorities and other groups. Additionally, the FCC said checking the qualifications of huge numbers of lottery participants would wipe out any time and money savings over the present system of comparative hearings.

The Commission asked Congress for a simpler law requiring it to check only the qualifications of lottery winners. It also asked that the preferences be abolished or spelled out more clearly.

Asked whether the House Subcommittee might go along with those changes, Wirth's aide declared: "No. What we told them to do is perfectly clear. It's not up to them to tell us what to do."

FCC/See Page 20

## Boulding Returns To Radio At WJPC

Jerry Boulding has returned to radio in the newly-created position of Operations Manager for WJPC/Chicago. Boulding, who spent the last year as National Director/Black Product for MCA Records, told R&R, "I really have mixed feelings about this . . . I'm sad in a way to be leaving MCA. They were very good to me, but I'm happy to be back in radio."

Prior to joining MCA in 1981, Boulding programmed KDIA/Oakland, WVON/Chicago, WWRL/New York, WCHB/Detroit, and WOOK/Washington. He told R&R, "I'm looking forward to doing some things Jerry Boulding that I wanted to do when I was at KDIA/Oakland and didn't get a chance to do. I want to take this radio station to the top, and I'm very enthused that (WJPC President) John Johnson has the kind of



BOULDING/See Page 20

# Satellite Technology "Down to Earth..."

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## Peck Picked As KOGO & KPRI VP/GM

Jeff Peck is set to join KOGO & KPRI/San Diego as VP/GM, coming from National/Retail Sales Manager at KHJ/Los Angeles. Tom Shadek, VP of SBI (owner of the A/C and AOR-formatted stations), commented, "Jeff brings to us a wealth of experience gained in one of the most competitive markets in the country. We are sure his contribution to the success of KOGO and KPRI will be significant."

Peck told R&R, "I've been here nine

years. I've just about had every position they can give me up to the position I'm leaving for. Going down there is a step up in my career. I leave KHJ feeling good, because I think we've turned it around. Even our competitors feel our station sounds good - so I haven't left a 'sinking ship.' The Shadeks have been totally delightful to work with so far. They're very professional, sincere, and honest. I'm very excited to go down there and be part of their crew."

## KLAK Drops Country For Traditional MOR

After 27 years as a Country station, KLAK/Denver will switch formats to a "traditional MOR" approach within the next week. General Manager Jim Teeson and Program Director Ron Tompkins made the decision to change KLAK's format after a careful analysis of Denver listening patterns. Tompkins explained, "The change is because Denver is essentially a 1.5 million market with 36 radio stations, which gives us more radio per capita than Los Angeles. There are five Country stations in town now, two of them on FM, so you can imagine us on AM at the high end of the dial trying to compete."

"We gave it our best shot for 27 years, but for the past three or four years it's not been doing well. I hate to be the guy who put the knife in tradition's heart, but..."

Describing the new format for KLAK, Tompkins continued, "It is the old MOR format, which you don't hear a hell of a lot anymore. I tore the ratings apart and it was obviously the only direction in which we could go. It is not heard in this market or in most other markets across the country. We're going to try to skew for a median age of 40. It should be a good arrangement here because our FM (KPPL) is a young adult-

oriented station, so we can sell in combo. We're picking up our music from all places, but it is not a syndicated format."

KLAK is owned by the Des Moines Register & Tribune. No personnel changes were anticipated as the new format goes into place. KLAK's afternoon "Sportstalk" show with personalities Irv & Woody will not be changed when the new format kicks off.

## UPI, McGavren-Guild Form Newsco

UPI Audio has signed McGavren-Guild to rep its network, R&R has learned. The move is significant since UPI has never sold advertising to national sponsors.

The name of the new company formed from the joint venture is Newsco. Commenting on the move, McGavren-Guild President Ralph Guild noted the two companies have been talking for over two years on an ongoing basis and about numerous projects. This was the one that made the most sense, according to Guild.

Compared to other networks which demand up to 160 spots per week for news compensation, UPI expects it will only need 30 to 40 spots a week.

As in the past, local stations will still be able to sell local avails during the news with UPI asking for comparable time periods. Stations are expected to move slowly into accepting spots, however. Currently, affiliates pay for their news feeds. The news compensation schedule is to be used initially to sign new affiliates.

## Ralph Smith Named VP/GM For Watermark

Ralph Smith has been promoted to Vice President/General Manager of Watermark/ABC Radio Enterprises, in the wake of Watermark's recent acquisition by ABC Radio Enterprises (R&R 1-22). Smith had been VP/Finance & Administration for the company, but will now take charge of day-to-day operations for the company, plus administrative and product planning responsibilities. Smith reports to Watermark President Tom Rounds.

Rounds commented, "When we invited Ralph to join Watermark a year ago, we were attracted by his broad range of experience in the entertainment business. Ralph has an impressive ability to work with people as well as numbers. I predict he will become a highly visible contributor to the development of nationally-distributed radio programming."

Smith, a nine-year entertainment industry veteran, worked at TV syndication firm National Telefilm Associates for five years before joining Watermark.

## Bickel Resigns At Jefferson-Pilot

Andy Bickel, Assistant VP/National Program Director for Jefferson-Pilot Broadcasting, has resigned that position. Bickel will pursue other broadcasting interests, possibly establishing his own consultancy. No replacement has been named.

Bickel, who was based at WBT/Charlotte and directly supervised its programming, commented, "Although I am excited about the future, I am obviously sad to leave all my friends at Jefferson-Pilot. Without question, the past nine years have been the best of my broadcasting career. Jefferson-Pilot is a great company."

Jefferson-Pilot's stations are WQXI-AM & FM/Atlanta, KIMN & KYGO/Denver, WBT & WBCY/Charlotte, WGBS & WLYF/Miami, WBIG/Greensboro, and WWIL & WHSL/Wilmington, NC.

## Bonneville Sets Four Sr. VP's

Four new Senior Vice Presidents have been designated at Bonneville International. KIRO, Inc. President Kenneth Hatch, KSL/Salt Lake City President Jay Lloyd, Bonneville VP/General Counsel Robert Barker, and VP/Finance Blaine Whipple received the promotions.

Bonneville International President Arch Madsen commented, "These changes reflect the rapidly growing scope of Bonneville International Corporation." Bonneville owns rep firm Torbet Radio, Bonneville Broadcasting System, Bonneville Satellite Corp., and radio stations KIRO & KSEA/Seattle, KSL/Salt Lake City, WRFM/New York, KBIG/Los Angeles, WCLR/Chicago, KMBZ & KMBR/Kansas City, KOIT/San Francisco, and KAFM & KAAM/Dallas, among its other subsidiaries.

## WEA Promotes Bach, Rossi To Exec. VP



Russ Bach

George Rossi

Russ Bach and George Rossi have been promoted at WEA, Bach to Executive VP/Marketing Development and Rossi to Executive VP/Marketing. Bach had been VP/Marketing Development, while Rossi's former position was VP/Sales-Promotion Administration.

WEA President Henry Droz commented, "Both Russ and George have played vital roles in the success of our company. We look forward to their future contributions in helping us maintain, without disruption, our capacity to meet the challenges of tomorrow's changing marketplace. In addition to recognizing their past contributions to the company, these two appointments have been made so that we may fulfill the company's commitments to the future growth and development of our labels, artists, and customers."

Bach entered the industry in 1960, working at Liberty Records and Musical Isle and joining WEA in 1973 as L.A. Branch Manager. He attained his VP position in 1978. Rossi started his career in 1956 with Decca Records, also serving at ABC before joining WEA upon its inception in 1971 as Philadelphia Sales Manager. He succeeded Bach as L.A. Branch Manager in 1977 and became a VP in early 1980. Both Bach and Rossi are based at WEA's Burbank home offices.

# Washington Report

## Pay-For-Play Champion Danielson To Resign From Congress

Rep. George Danielson (D-CA), for years the prime mover behind performers royalty legislation, will resign from Congress within the next few weeks to take a judgeship in California.

Gov. Jerry Brown has appointed the 11-year veteran of Congress to a seat on the California State Court of Appeal. Once a special commission has confirmed the appointment, expected within two to three weeks, Danielson's office said he will resign his seat in Congress almost immediately.



George Danielson

Danielson's current performers royalty bill (H.R. 1805) will remain alive for the rest of 1982 despite his resignation. But it's unknown whether the House Courts Subcommittee will push ahead with the measure, or whether another House member might step forward to lead the cause.

## Fairness Unit Moving Out Of Broadcast Bureau

The Fairness and Political Broadcasting Branch is leaving the FCC's Broadcast Bureau for a new home. Branch Chief Milton Gross and his seven employees are to become part of the General Counsel's office.

It's one of Broadcast Bureau Chief Larry Harris's first reorganization moves. He reasons that since all of the unit's decisions must be reviewed by the GC's office anyway, the restructuring will eliminate one layer of bureaucratic overlap. Harris also believes being in the GC's office will give the unit's attorneys a broader exposure to communications issues beyond fairness and political broadcasting.

## Broadcast Bureau To Lose 35 Employees

Of the 260 employees the FCC will lose this October under the new Reagan budget, 35 will come from the Broadcast Bureau, which regulates radio and television, R&R has learned.

In fact, 49 jobs are being wiped out, but the creation of 14 new slots to help process low-power television applications brings the Bureau's net loss down to 35.

Among the affected divisions are Complaints & Compliance (-18); Policy & Rules (-10); Hearing (-10); Renewal & Transfer (-7); and the Bureau Chief's office (-4).

Under the budget plan, the agency would save \$475,000 by making all employees take just over two and a half days off during the year without pay.

The FCC could choose to fight the budget cuts when it undergoes its first Congressional appropriations hearing on March 2.

## Restrictions To Be Lifted On AM-FM Combinations

Ever since the Ferris Commission began thinking about breaking up AM-FM combinations, anyone buying a combo had to agree to one condition: that they'd sell either the AM or the FM should the FCC ever go ahead with the break-up idea.

In fact, the idea never went anywhere in the Ferris FCC and is even less popular with the Fowler regime. A vote to abolish the condition, putting all AM-FM combinations in the clear, is expected at the March 4 FCC meeting.

## Marketplace Gaining Favor As AM Stereo Choice

The long-delayed FCC vote on AM stereo has now been scheduled for March 4. As late as several weeks ago word was out at the Commission that a single system would be chosen.

But the latest belief of well-placed FCC insiders is that the tide is swinging towards a marketplace decision. That means AM stations going stereo could have five different systems to choose from.

Since they aren't all compatible, it would be up to the station to make sure its listeners buy the right model of receiving equipment. Another expert said receiver manufacturers will control the debate. One option may be a Japanese multiple system receiver.

## REMINISCES ABOUT DJ DAYS

## Mark Fowler Returns To Radio Airwaves

"You're always a disc jockey," FCC Chairman Mark Fowler told listeners of Mutual's "Larry King Show" last Friday night. "I still am."

And to prove it, Fowler introduced "Quicksand," the 1963 Martha & the Vandellas hit, in his best 60's rock jock style.

The audition even brought in a job offer. "If things don't work out at the Commission, give us a call," said the manager of WJJK/Eau Claire, WI, one of several dozen callers Fowler chatted with. "Do you do Country, by any chance?"

Fowler told King he was paranoid about inspectors from the agency he now heads. "God help me if they walk in now," he recalled thinking on more than one occasion. "I'm one hour behind in keeping my log up!"

His show was "irreverent," said the man who billed himself on the air as "Madman Mark." Placing outrageous bogus calls to unsuspecting businesses was his specialty.



Mark Fowler

# Broadcasters Blitz Senate On Radio-TV Coverage

Trying to avert what now appears to be shaping up as a narrow defeat, five broadcast trade groups are enlisting their members in a grass-roots lobby effort to open up Senate floor proceedings to radio and television coverage.

A resolution permitting broadcast coverage (S.R. 20) is likely to be scheduled for a vote after the Senate returns from its current recess February 22.

Only six or seven more votes are needed to ensure victory, says Ernie Schultz, who is quarterbacking the lobby campaign in his capacity as Managing Director of the Radio-Television News Directors Association (RTNDA).

"It's a question of just a little bit of pressure," Schultz told R&R. "I think the Senators have felt nobody cared. Not

enough people have spoken to them about it. If just a few radio and TV broadcasters at the state level would pick up the phone and tell their Senators how they feel, I think that would be enough."

The NAB is mobilizing its Broadcast Legislative Liaison Committees in every state to contact Senators, while the NRBA and the American Women in Radio & Television (AWRT) and RTNDA are urging individual members to do the same. The National Broadcast Editorial Association (NBEA) has asked its members to air editorials supporting S.R. 20.

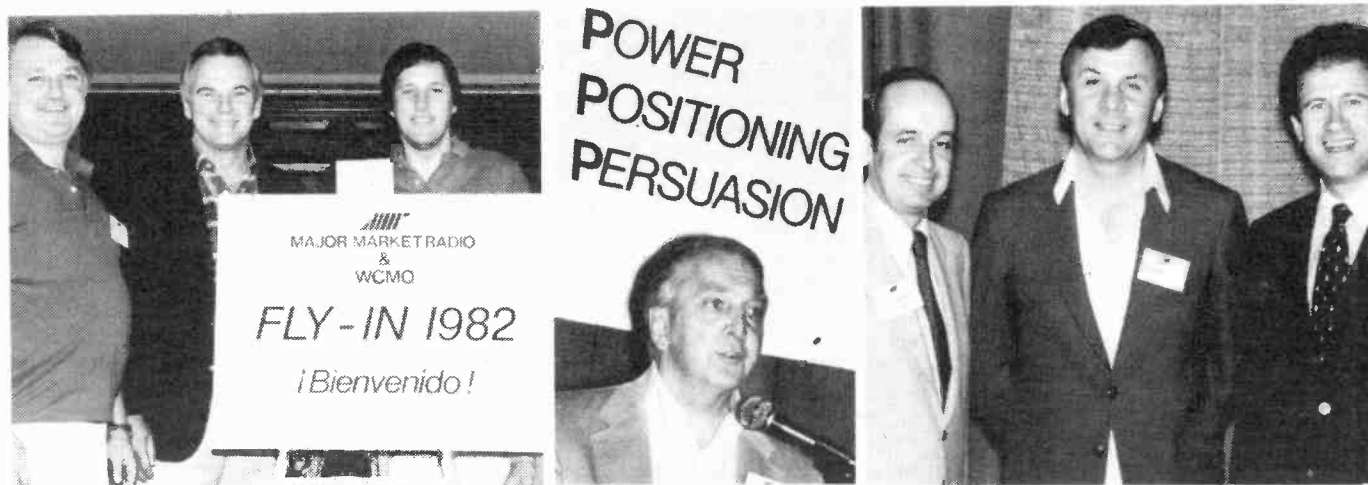
## Storer Group Lends Editorial Support

All the Storer group stations were to air editorials favoring broadcast coverage of the Senate on Tuesday (2-16), and Schultz expected many other stations to follow suit.

Besides arguing that broadcast coverage of the Senate will increase the public's understanding of important issues, Schultz believes the workings of the Senate itself will improve. Senators will put more time and effort into a speech that may make the news than when "they're just talking to themselves and a few people in the gallery," he contends.

Since the House opened the door to cameras and microphones several years ago, Schultz says even Speaker Tip O'Neill, an initial opponent, has come to realize that broadcast coverage "has enhanced the prestige of the House enormously."

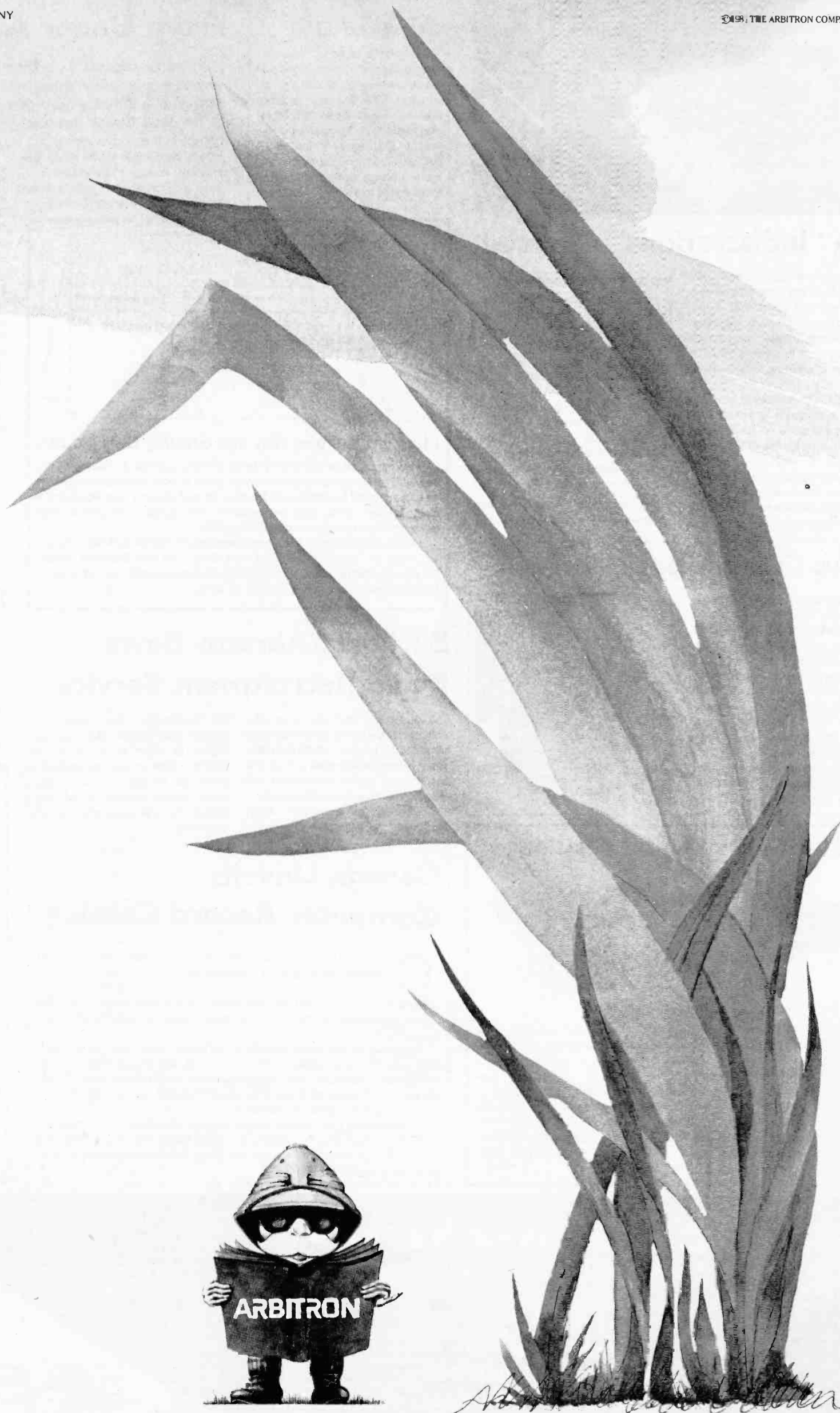
Schultz also believes a Senate vote against coverage would be a particular setback to broadcasters because it could help trigger a backslide in a steady trend in recent years towards opening up governmental and judicial proceedings to the broadcast media.



## Major Market Gathers Broadcasters For Conference

Major Market Radio flew in 102 broadcasters from its markets for a two-day Miami Beach conference on radio marketing issues. Seminars and workshops plus five featured guest speakers highlighted the meetings, described by MMR as the biggest ever. At the same time, MMR celebrated the first anniversary of its Radio Advisory Council, composed of top executives from MMR-repped stations; the firm is the only rep operation with such an advisory group. The council has a rotating membership, with Greater Media VP Herb McCord and WLLF/Tampa President Ed Winton stepping down this year and WPEN & WMGK/Philadelphia VP/GM Larry Wexler, Belo VP Marty Greenberg, and WCMQ/Miami GM Joe Rey joining. KMPC/Los Angeles National Sales Manager Don McGovern and KCMO & KCEZ/Kansas City VP/GM Steve Shannon remain, with Shannon stepping down as Chairman in favor of WXKS/Boston VP/GM Rich Balsbaugh.

Pictured at far left are (l-r) McCord, and Balsbaugh. Center, Golden West President John Reynolds addresses the group, while at right, pictured (l-r) are speakers Shannon, MMR President Warner Rush, and communications attorney Jason Shrinisky.



It's a jungle out there... filled with all sorts of ferocious beasts. You could get lost.  
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## Top "Indiscretions" Charted

Ever wondered just how many people are guilty of the same offenses you brush off as minor "infractions"? Well, according to a recent study conducted by **Psychology Today**, more people than you'd care to think admitted to some form of cheating, lying and bending the rules.

From 24,100 completed questionnaires, the magazine compiled some surprising and some not so surprising results. Heading the top of the list with 93% was a very common offense — driving faster than the posted speed limit. This was closely followed by 88% who confessed to telling little white lies during the past year. Other

top indiscretions included:

- 68%— took home office supplies
- 47%— called in sick despite the fact they were well
- 41%— had driven while drunk or under the influence of drugs
- 38%— Lied or withheld information on taxes
- 38%— Purposely didn't declare an item with customs
- 37%— Made personal long-distance calls on the office phones
- 33%— Deceived best friend about something significant

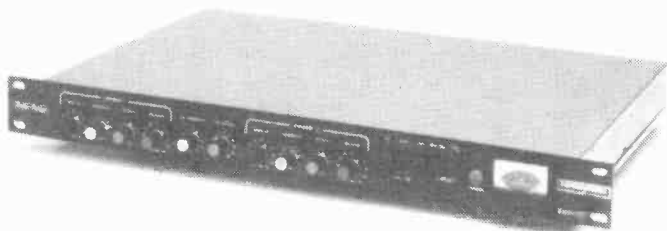
And one more: 28% cheated on an expense account in the past year.

## "Cup Cake" Keeps Coffee Warm

Have you ever left your desk for a second, only to return and find ice coffee in place of the steaming cup you had before? Well, those days of trekking back and forth to the office coffee machine are over. "Cup Cake" warms coffee or any hot beverage via a magnetic switch. When you remove a cup from its surface, Cup Cake automatically turns itself off. It's available through People Products Co., 131 Southwest 156 Street, Seattle, WA 98166.



## F601 Masters Digital Challenge



F601 Superdynamic Limiter

Designed to meet the digital challenge, the "F601 Superdynamic Limiter" functions principally as a mastering limiter for recording, front ending PCM units, satellite lines and broadcast transmitters. Its dynamic range is 100dB with 100% transient control.

Other features include precision-stepped attenuators and controls, a music/voice ration control (VO) system, and a 20dB makeup gain. There are two models: the F601-RS stereo/dual mono unit priced at about \$1600 or the F601-R mono edition, which is around \$1100. For more information contact **Audio & Design (Recording) Ltd.**, 16 North Street, Reading, RG1 4DA, England.

## E/A Inaugurates \$6.98 LP Line

**Mike Post's** six-song "Television Theme Songs" album kicks off **Elektra/Asylum's** \$6.98 pricing structure. The line also includes new artists and those just beginning to establish themselves in the marketplace. Pinned to the \$6.98 policy are company hopes that the line will attract consumers unable to afford full ten-song \$8.98 LPs.

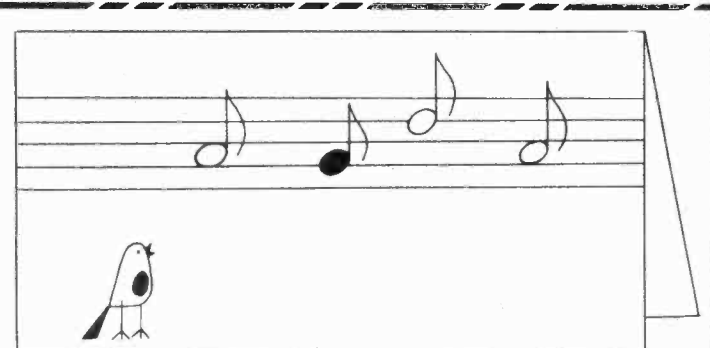
## Separating Over Achievers From Under Achievers

The Soviets call it "anthropomaximology" — the study of why some people far outperform their peers. According to the findings of a Berkeley psychologist highlighted in a recent issue of the **Wall Street Journal**, there are six characteristics inherent in these over achieving employees.

First, they're able to rise above their previous levels of accomplishment. They aren't content to remain in the "comfort zone." Pushed by strong per-

sonal goals, these people perform for the art of it and would rather find a problem's solution than point a finger in blame. They will take risks after determining the worst consequences ahead of time. Plus they are capable of "rehearsing" approaching actions/events in their mind's eye. However, they're not workaholics. The key to their success is the ability to delegate authority. Unlike their workaholic counterparts they know when to work and when not to, their stress factors are under control, and they will take their vacations.

As an example, salesmen were studied. Those who performed the best not only met their sales quotas as good team players should do, but at the same time also improved and further developed their skills. Lower-achieving salesmen basically believed they had done their best by only meeting company requirements. The actual process and the skills necessary to attain higher performance levels weren't as much fun for them.



## Musicard Warbles Way Into Greeting Card Industry

We may soon be charting the latest greeting card hits if "Musicard" has its way. Tired of the humdrum sameness found in most greeting cards, **Brent Reason** decided to compose and perform his own greeting card, according to **Daily Insider**. Thus, Musicard combines your ordinary card with a single featuring original songs for special occasions.

While Brent plays all instrumental accompaniment on such card classics as "Rock On Your Birthday" and "I'm Sorry," his wife **Deborah** renders vocals with **Andrea Standley** overseeing the business end. The Los Angeles-based trio sells the greeting records for \$4.95.

## Burkhart/Abrams Bows Radio Recruitment Service

Capitalizing on its contacts developed through its well-known radio consulting efforts, **Burkhart/Abrams/Michaels/Douglas** is now providing a key person recruitment service for clients and non-clients alike.

According to President **Kent Burkhart**, the intent is to "disprove

the supposition that there's not enough management, sales, engineering, or air talent to be found." Immediate plans include the addition of personnel to help the firm explore every avenue possible in the talent search. For more information call (404) 955-1550.

## Polygram Ups LP, Tape Prices

Citing higher material and operating costs, **Polygram Records** has raised the prices of all **RSO** albums/tapes as well as **RSO** and **Polygram** two-record sets to \$8.98 and \$13.98 respectively.

## Canada Unveils Computer Record Catalog

Canada, our northern radio neighbor, has developed the **Canadian Record Catalogue**, a computerized bilingual music data base utilizing **Telidon**, a Canadian videotex system. The catalog has the capacity to contain 10,000 different entries, and is intended to benefit the country's recording industry and broadcasters, as well as record retailers and the public.

Users will be able to cull a wealth of information covering 80 fields ranging from artist bios and labels to publishing rights and song licenses to cassette/record availability and management/distribution information. Future plans call for **Telidon** terminals to be placed in record stores, radio stations, libraries, and educational establishments.

There is also a two-volume printed version aimed toward radio programmers and dealers. The first consists of records, performers, and authors while the second lists titles. Issued via subscription, the two volumes are updated every second month.

**5 YEARS AGO TODAY** **Radio & Records**

- **GOLDEN WEST BUYS WCAR-AM & FM/DETROIT FOR \$5.5 MILLION.**
- **COX TO BUY WWSH/PHILADELPHIA FOR \$4.2 MILLION FROM UNITED ARTISTS BROADCASTING.**
- **NUMBER ONE FIVE YEARS AGO: "Torn Between Two Lovers" — Mary Macgregor (Ariola)**
- **NUMBER ONE COUNTRY: "Moody Blue"/"She Thinks I Still Care" — Elvis Presley (RCA)**
- **NUMBER ONE LP: "Hotel California" — Eagles (Asylum)**

# WESTWOOD ONE

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

LOS ANGELES

NEW YORK



WINZ-FM/Miami

# The J. GEILS BAND

## FREEZE FRAME

### BREAKERS

J. GEILS BAND

Freeze Frame (EMI America)

62% of our reporters on it. Moves: Up 17, Debuts 38, Same 21, Down 1, Adds 56 including WBEN-FM, WIFI, Q107, Z93, Y100, Q105, KBEQ, WKTI, KIIS-FM, KFRC, XTRA, KYYX, KIMN, Q103, WDOQ. See Parallels, debuts at number 29 on CHR chart.

## FLAMMETHROWER

### Burning up the R&B Charts.

KZEY  
WKYS  
WGCI  
KMJM

WESL  
WSSJ  
WJLB  
WOWI

WTOY  
WPAK  
WDAO  
WDMT

WBLK  
KCOH  
KAPE  
WAIL

## A Two-Sided Hit from EMI America.

Produced & Arranged by Seth Justman.  
Direction: Krage & Co., N.Y.—Jeb Hart & Bob Hinkle.



© 1982 EMI AMERICA RECORDS, a division of Capitol Records, Inc. All Rights Reserved.

# Networks/Program Suppliers

## NEW PROGRAMMING

● Humorist **Henry Morgan** returns to radio with a new 54-minute show "Morgan And The Media." **WOR/New York** serves as anchor station for the show, which features personalities from all walks of media. Syndicator is **Cinema/Sound Ltd.**, (212) 799-4800; contact **Joan Franklin** or **Christie Tolstoy**.

● Minneapolis-based **The Production Room** is launching three new 13-week series: "The Big Band Broadcast," an hour highlighting top hits from the Swing Era; "The John Farrell Report," daily 90-second news feature; and "Classic Country," focusing on top country hits from 50's and 60's, five times a week. For more info call **Doug McLeod** at (612) 332-8213.

● Irvine, CA-based **House of Music Enterprises** announces two new formats: "Rainbow MOR," designed to fill the gap between A/C and Beautiful Music; and "Formula 500," a blend of solo performers and groups mixed to fit individual markets. Contact **Mitchell Crawford** at (714) 641-8000.

● "Hitparade," **Drake Chenault's** first new format in several years (R&R 12-18-81), will now debut April 4.

● Spring 1982 is target date for the third annual "Hickory Creek Reunion" with **Johnny Cash**, the **Oak Ridge Boys**, and **Ronnie Milsap** set to host the imaginary 49-hour concert distributed by **McLendon Broadcasting**.

● "Rock And Roll Roots" recently debuted; it's a weekly three-hour look at 60's, 70's and 80's rock hits hosted by **Jack Alix**, VP/GM of **WDOQ-FM/Daytona Beach**, the national flagship station. Contact **Carl Reynolds** or **Dave Tyler** at the **Tanner Co.**, (901) 320-4344.

## PEOPLE

● **Allen Balch** to the newly-created post of Marketing Manager, **CBS Radio Stations News Service**, from VP/Network Services at **O'Connor**.

● **Ken Martin** new Manager/Station Relations at **Narwood Productions** from a similar **Mutual** position.

● **Andy Fisher**, former **WNEW-FM/New York** newscaster/reporter, to **NBC News** as a correspondent for the **Source**.



### Mutual Broadcasts Reagan Washington Address

President **Reagan's** speech honoring the 250th anniversary of **George Washington's** birthday will be aired live, exclusively by **Mutual News** on February 22. The five-minute address takes place at Mount Vernon, the historical home of the first president. Reagan's commemorative remarks tie in with observances being planned by the nation's schools.

### Radioradio Up To 40 Affiliates

Scheduled to debut April 26, the young adult-aimed **Radioradio** network has contracted with more than 40 affiliates thus far. According to VP/GM **Robert Kipperman**, the client roster represents eight of the top ten **Arbitron** markets with coverage in 15 of the top 25 and in 26 of the top 50. Plans call for doubling the number of affiliates before the start date.



**AT&T SIGNS DOTTED LINE** — **AT&T Long Lines**, a client of **NW Ayer**, recently signed with **Radioradio** for 26 weeks, set for the second quarter of 1982. Shown ushering in the welcome wagon are (l-r): **Larry Storch**, Director/Sales, Radioradio; **Mike Stodolski**, VP and Network Supervisor, NW Ayer; **Robert P. Kipperman**, VP/GM, Radioradio; **Natalie Swed**, Network Buyer, NW Ayer; **Joe DelAcquilla**, NW Ayer VP and Account Supervisor, AT&T Long Lines; and **Joe Dodson**, Sr. VP and Management Supervisor, NW Ayer.

### RKO Net Affiliates Create Co-op Organization

In an effort to widen their national news coverage, affiliates of the **RKO Radio Networks** have formed "RANS," (**RKO Affiliate News Services**). To date 45 stations are members of the two-month old organization conceived by **Tim Herrera**, News Director of **RKO One** affiliate **WFFM/Pittsburgh**. RANS provides members the opportunity to supply local news stories of national interest to various affiliates across the country. For more information, RKO affiliates can contact Herrera at (412) 351-1100.

## Congratulations, Barbara... On Your Promotion!



**Barbara Mihalich**  
Network Sales Manager

**Network**

NEW YORK • CHICAGO • LOS ANGELES • PHILADELPHIA • ATLANTA • DETROIT • BOSTON • SAN FRANCISCO • DALLAS



**RNA MEMBERS CHART COURSE** — The newly-formed **Radio Network Association**, announced last week (R&R 2-12), has as its main purpose improving advertiser/agency understanding and use of network radio as an advertising medium. Pictured at the press conference announcing the network organization are the four charter officers (l-r): **Richard Penn**, VP/GM, **NBC Radio Network**, Director; **Edward McLaughlin**, President/**ABC Radio Networks**, Chairman; **Richard Brescia**, VP/GM, **CBS Radio Network**, Secretary/Treasurer; and **Thomas Burchill**, President, **RKO Radio Networks**, Vice Chairman.

## MUSIC FEATURES

- February 19: **Charly McClain** on **United Stations'** three-hour "Weekly Country Music Countdown"
- February 19: **Seals & Crofts** on **United Stations'** "Dick Clark's Rock Roll And Remember" four-hour weekly program
- February 19-20: "Night of the Oldies" segment appears during **RKO's** "Night Time America" all night music show
- February 19-21: The **Kinks** headline 90-minute **Source** recorded-in-concert broadcast
- February 20: **Rick Nelson** spotlighted on **RKO's** "Solid Gold Saturday Night"
- February 20: **Terri Gibbs** and **Lee Greenwood** guest on **ABC Entertainment's** "Silver Eagle"
- February 20-21: **Bobby Goldsboro** on **NBC's** "Country Sessions"
- February 20-21: "Salute To The 24th Annual Grammy Awards" featured on **RKO's** three-hour "Weekly Music Magazine"
- February 21: **Stevie Nicks** kicks off **ABC Contemporary's** 90-minute "Spotlight Specials" with host **Kris Stevens**
- February 22: **Connie Francis** on "The Music Makers"; **Charly McClain** on "Country Closeup" (both one-hour **Narwood Productions**)
- February 22: **Air Supply** headlines for one-hour "The Hot Ones," offered by **RKO Radioshows**
- February 26: **Four Tops** on "Dick Clark's Rock Roll And Remember"
- February 26: **Lindsey Buckingham** on two-hour **Source** special
- February 26: The **Kendalls** on "Weekly Country Music Countdown"
- February 27: **Martha & the Vandellas** highlighted on "Solid Gold Saturday Night"
- February 27-28: **Sammi Smith** spotlighted on "Country Sessions"
- February 27-28: "Night of the Oldies" installment on "Night Time America"
- February 28: **Bobby Bare** hosts **RKO's** three-hour "Country Star Countdown"
- March 1-2: **George Benson** guests on one-hour edition of **RKO Radioshows'** "Musicstar Specials"
- March 5: **Rod Stewart** on "Dick Clark's Rock Roll And Remember"
- March 5: **Quarterflash** and **Ian Hunter** co-billed on **Westwood One's** 90-minute "In Concert"
- March 5: **Tom T. Hall** kicks off "Live From Gilley's" via **Westwood One** followed on successive weekends by **Brenda Lee, Glaser Bros., Lacy J. Dalton**
- March 5: **REO Speedwagon** Concert Encore on the **Source**
- March 5: **Ricky Skaggs** featured on "Weekly Country Music Countdown"
- March 6-7: **Johnny Cash** on "Country Sessions"
- March 12: **Kim Carnes** spotlighted on "Dick Clark's Rock Roll And Remember"
- March 12: **Sammy Hagar** performs on "In Concert"
- March 12: The "Steve Miller Event" on the **Source**
- March 12: **Frizzell & West** on "Weekly Country Music Countdown"
- March 12: **Bobby Womack** on "The Budweiser Concert Hour" offered by **Westwood One**

## NEWS & INFORMATION FEATURES

February 19-20: **Phillip Fry**, rep from Tax Information Center, on **RKO's** "America Overnight" from Dallas; "Psychic Night" airs from Los Angeles

February 20-21: Highlights from past "America Overnight" programs

February 22-23: **Susan Krister** talks about human aura on Dallas edition of "America Overnight"; from L.A., **Richard Webb**, actor/author and **Amy Rennert**, editor

February 22-26: "Hard Sell On Short Wave," five-part series offered on **ABC Information**, anchored by **Peter Jennings**

February 22-26: "Dangerous Rain" discusses effects of "acid rain" on **ABC Entertainment** with **Jeri Hamilton**

February 22-26: "Abused Spouses: The Problem Grows," airs with host **Bill Toohey** on **ABC-FM**

February 22-26: **Mutual's Larry King** broadcasts from **WOR/New York**

February 23-24: "America Overnight" from L.A. welcomes **Robert Caradine**, director **Nick Castle**, and authors **Peter** and **Barbara Jenkins**

February 24: Pope **John Paul II's** 5-minute Lenten message delivered by Most Rev. **Edwin Broderick** on **CBS Radio**

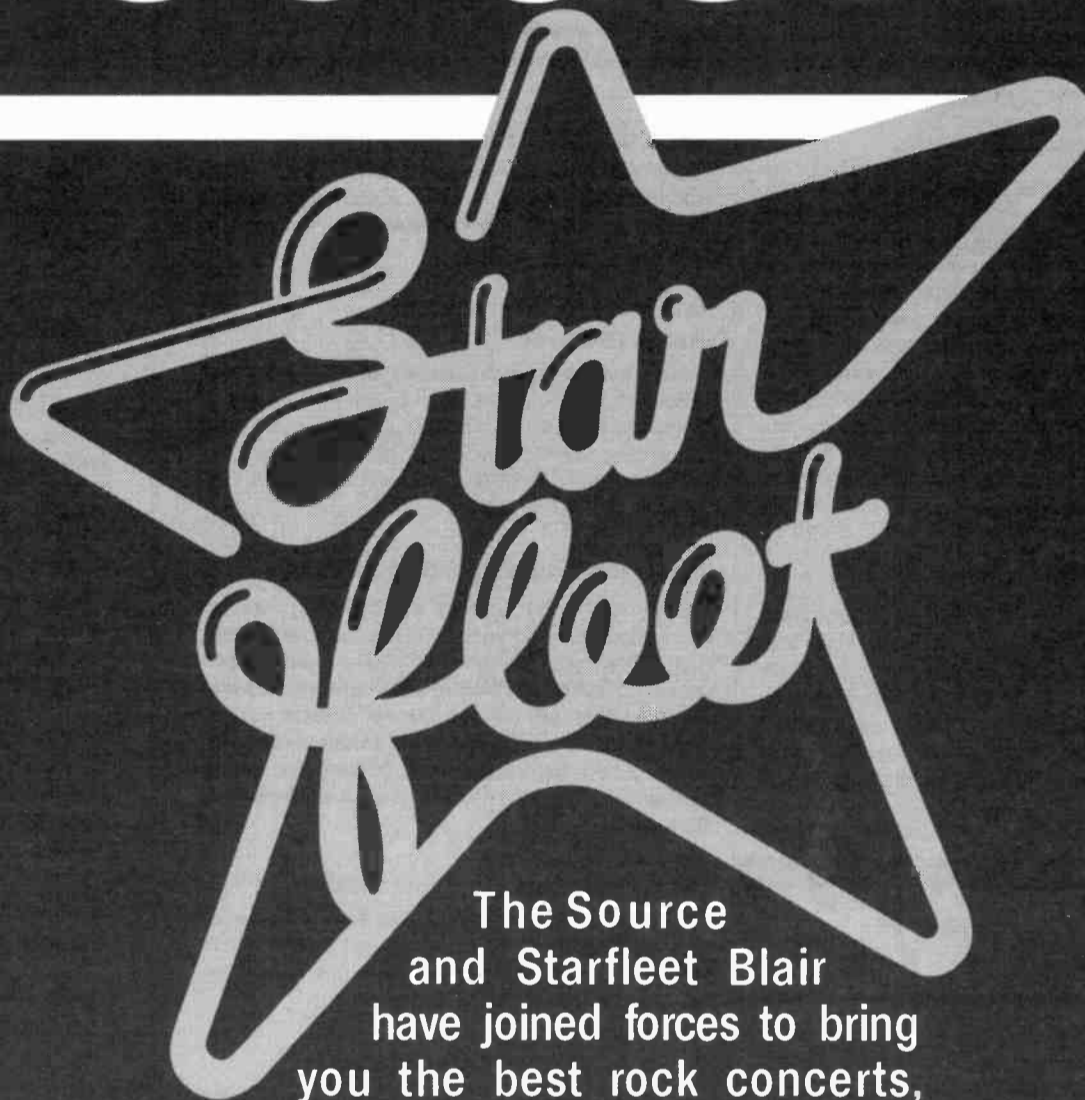
February 25-26: **Robert Olson**, consultant for Energy Information Center, **Heloise** from Dallas; Dr. **Robert Cook**, author, from L.A. on "America Overnight"

February 27: "Personal Computers: The Electronic Cottage," 25 minutes long, explores impact of personal computers on **CBS's** "Newsmark"

March 10-12; March 15-16: Two "sportSpecials," each consisting of 10, 90-second reports, spotlight forthcoming **Holmes/Cooney** match; hosted by **Charley Steiner** on **RKO One** and **John Madden** on **RKO Two**



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Starfleet is a division of John  
Blair & Company.



NBC RADIO'S YOUNG ADULT NETWORK

# VIDEOSCOPE:

JEFF KING

## The Disc Is Still Here!

The recent closing of **Discovision's** Costa Mesa, CA manufacturing plant caused eyebrows to be raised in the video industry. Was Discovision tossing in its hand on the highly touted laser disc? "No," says **William Mount**, Director of Programming. "The closing of the Costa Mesa facility was an efficiency move. Instead of having our Japanese plant producing at 50% capacity and the Costa Mesa facility operating at 50% capacity, we will now have one plant operating at close to 100% capacity." Mount also noted that the Japanese plant was a second generation facility and more efficient than the Costa Mesa plant. Furthermore, another plant will be opened in the U.S. when the demand arises and this plant will be more efficient than the current Japanese facility. For manufacturers wishing to release product on Laser Disc, the Costa Mesa office will still act as the contact point, and all transactions will take place with that office. The biggest problem facing manufacturers, retailers, and consumers will be the additional production and shipping time.

## Slow January

Many retailers and distributors are reporting that January sales and rentals are unusually slow. The culprit seems to be the weather. Retailers claim people can't get to their stores to buy or rent in the subzero weather back East. Another problem: too much product. Retailers claim that they can't purchase all of the new titles being released; distributors can't stock in depth because of cash limitations. Result: cash flow will be crimped until the effects of the bad weather wear off causing slow pay from usually prompt accounts. Also, January was a stock balancing month. To ease cash flow problems, some distributors returned product that was a little over 60 days old and will reorder when the cash flow eases up. . . . Most retailers want the majors to ease up on new video releases limiting the new releases to about two or three a month from each company. This would dent majors' 1982 projections for growth substantially. The video business is getting to sound like a Hollywood movie. . . . TOO MUCH, TOO SOON.

## Quarter-Inch Makes Its Move

The recent announcement of a two-hour plus recording capability for the **Technicolor** quarter-inch VCR may make this a formidable format in the VCR wars. Limited recording capability has hampered consumer acceptance, but the longer playing time will also make prerecorded software possible. Manufacturers, while lauding the technological breakthrough, moan about the additional costs of manufacturing in yet another format. Smaller cassette size should yield a lower retail price and have the attraction of easier storage than present Beta and VHS cassettes.

# Music On TV

**Chubby Checker** gives "Fridays" a new twist February 19. . . . The week of February 19's "Solid Gold" edition features **James Brown**, **Sheena Easton**, **Crystal Gayle**, the **Go-Go's**, **Madleen Kane**, and the **Rolling Stones**. . . . **Mel Tillis** is on the "Billy Crystal Comedy Hour" February 20. . . . **MTV's** concert for February 20 spotlights **Cheap Trick**. . . . **Tom Jones** and **R.C. Bannon** guest on "Barbara Mandrell & The Mandrell Sisters" February 20. . . . **Daryl Hall & John Oates** are set for "Saturday Night Live" February 27. . . . Additional presenters named for the February 24 **CBS** Grammys telecast are **George Carlin**, **Harry James**, **Chuck Mangione**, the **Pointer Sisters**, **Tina Turner**, and **John Williams**. Additional performers are **Pepper Adams**, **Joe Cocker & The Crusaders**, and **Rick James**.

## Coming Up

A 90-minute live concert from Jamaica starring **James Brown**, **Aretha Franklin**, and **Peter Tosh** will be offered by **Bently Syndication**, with a reported 150-plus markets committed. The special is titled "Rhythm In The Sun" and will be shot February 22. . . . **Oak Media**, which runs **ON-TV**, has a new satirical comedy revue called "Channel Zero," with guests including **Chevy Chase**, **Howard Hesseman**, **Lenny & Squiggy**, **Laraine Newman**, and **Rob Reiner**. The show is reputed to be under far fewer restraints than "SCTV," "Saturday Night Live," and "Fridays". . . . But for those cable watchers who are overly jaded about all programming content, a new Manhattan series called "The Commercial Show" consists of nothing but old commercials (with advertisers able to buy time to insert new spots in between the old ones).

# Pro:Motions

## Burch Appointed Assist. To VP At KSHE

**Robert Burch** has been named Assistant to Vice President **Shelly Grafman** at **KSHE/St. Louis**. Burch began at the station ten years ago, moving up to National Program Director for **Century Broadcasting Corp.** and most recently serving as an account executive at **KSHE**.

## Wein, Shor, Gause Promoted At Solar Broadcasting

At its recent annual meeting, **Solar Broadcasting** announced three new promotions: **Edward Wein** to VP/GM of **WDAK & WEIZ/Columbus, GA**; **Mark Shor** to VP/GM of **WWCW & WALG/Albany, GA**; and **Jim Gause** to Secretary/Treasurer and Comptroller of **WDAK & WEIZ**.

## Abert Joins KWK As GSM

**Alan Abert** has been named General Sales Manager of **KWK/St. Louis** from in-house. He had most recently been Sales Manager of both the AM and FM since October 1981.

## King Record Promotions Opens Offices

Under the direction of President **Candy King**, **King Record Promotions** has opened two new offices in Seattle and Nashville. The Seattle office is located at 80 Yesler Way, Seattle, WA 98109, (206) 622-8358; the Nashville address is 38 Music Square East, Suite 111, Nashville, TN 37203, (615) 255-0653.

## Solid Gold Entertainment Debuts

**Solid Gold Entertainment Inc.** has been launched by President **Dianna Pugh** and VP **Barbara McMahon**. Pugh is the former executive VP of **Jim Halsey Company** and **First Artists Management Enterprises Inc.** while McMahon will still maintain her present post as Director/Marketing for **World Wide Amusement Corp.** Focusing on artist management, booking and career development, the firm's first clients are the **Shoppe** and **Jana Jae**.

## One Man's Records Launched

**Matthew Reid** has created **One Man's Records**, located at Box 434, South Dennis, MA 02660; (617) 394-4785. Scheduled for March release is product by rock group **Another Man's Treasure**.

## Marks Appointed GSM At WYSP

**Richard Marks** has been named General Sales Manager at **WYSP/Philadelphia**. Most recently owner of **Marketing Options**, a Philadelphia-based marketing/promotion firm, Marks's ten year radio background includes the GSM post at neighboring **WMMR**.

## Blossom Becomes RIAA's First PR Director

**Beth Blossom** has been appointed the first Public Relations Director for the **Recording Industry Association of America (RIAA)** and the **RIAA/Video** division. Blossom had served in a similar position for the **Toy Manufacturers of America** since 1978.

## Martin Promoted To Secondaries Manager At Capitol

**Scott Martin** has been upped to Los Angeles Secondaries Promotion Manager at **Capitol Records**. A four-year veteran of the company's sales department, Scott will be responsible for the Phoenix, Tucson, Las Vegas, San Diego, and San Bernardino markets, among others.

## Mendelsohn Moves To WBCN As GSM

**Bob Mendelsohn** has been appointed General Sales Manager at **WBCN/Boston**. Prior to this, he held the same post at **WING/Dayton**.

## McGahey Elevated To Nat'l Sales Manager At KNBR

**David McGahey**, formerly an account executive at **KNBR/San Francisco**, has been promoted to National Sales Manager at the station.

## LeNoble Appointed Director/Retail Sales At Sandusky

**Philip LeNoble** has assumed the post of Director/Retail Sales Development of the Radio Division, **Sandusky Newspapers, Inc.** In addition to his new responsibilities, LeNoble retains his current **KBPI/Denver** Senior Account Executive position.

## Medlin Named BMM Consultant At Polygram

**Joe Medlin** has been named a consultant to **Polygram Records' Black Music Marketing (BMM)** Department; he will help develop, promote and market the gospel catalogue for the label's newly-created **Lecton Records**. Medlin will retain his current position as VP/Promotion and Merchandising at **Spring Records**.



Joe Medlin

## Karavitis Promoted To Nat'l Sales Manager At WNEW

**Kris Karavitis** moves up to National Sales Manager from an account executive post at **WNEW/New York**. Prior to that, Karavitis spent five years with **KRTH-FM/Los Angeles**, two of them as Local Sales Manager.

## Herbert Appointed VP/Finance At First American

**Dennis Herbert** has been named VP/Finance at **First American Records**. Herbert's financial experience includes a stint with **Sunstrand Data Control**.

## Earl Named Regional Promo At EMIA/Liberty

**Ken Earl** joins **EMI America/Liberty Records** as Midwest Regional R&B Promotion Manager. Earl moves over from a Local Promotion Manager post at **CBS Records**.

## Kozlik Upped To Mktg. Director At Arista

**Bob Kozlik** has been promoted to Midwest Regional Marketing Director at **Arista**. Formerly the label's Associate Director covering the same region, Kozlik will add Chicago and Minneapolis to his territory.

## LeBeau Upped To VP At Musico, Inc.

**Brad LeBeau**, most recently Director/National Promotion, has been promoted to VP/Promotion for independent promotion firm **Musico, Inc.** LeBeau's prior experience includes Director/National Rock & Roll Promotion for **Polish Records**.

## J.A.M. Entertainment Debuts

**Judie Berke** and **Moses Armstrong** have formed **J.A.M. Entertainment**, a management/production firm created in conjunction with newly-revived **Embassy Records**. Blues singer **Albert King** has signed as J.A.M.'s first client.

WE'RE SETTING NEW STANDARDS IN THE MESSENGER/LIMOUSINE COMMUNITY!

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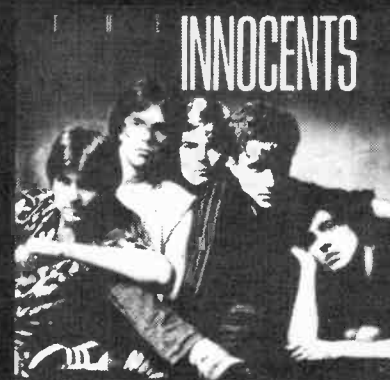
On Sunday, February 21st  
Over Twenty Million Viewers will be introduced  
To A Major New Musical Group.

NBC Television  
Will Present An Unprecedented Prime Time Special  
"ROCK AND ROLL DREAMS"  
Featuring The Story Of A Brand New Band.

This Is An Exceptional Step  
For Network Television  
But Then, This Is An Exceptional Band.

# THE INNOCENTS

The Dick Clark Company Presents The INNOCENTS In "Rock And Roll Dreams"  
Sunday, February 21, 7:00 PM EST NBC  
Performing Music From Their Debut Boardwalk Album, The INNOCENTS



NBI-33250



**THANK'S TO RADIO FOR MAKING JOAN JETT & THE BLACKHEARTS  
THE NO. 1 MOST PLAYED ALBUM IN THE COUNTRY**



# Ratings & Research



JHAN HIBER

## Australian Ratings Contender Debuts

With the recent acquisition of Media Statistics, Inc. by the Birch Report, the alternative ratings arena lost one contender. However, just as Mediastat was being absorbed, a new entry has emerged. The Australian firm McNair Anderson is eyeing the U.S. market. I thought you'd like to be introduced to this foreign venture and have your first peek at what the McNair Anderson reports look like.

I'll discuss the company's methodology, its ambitions for the U.S. market, and give you a first look at some unique features in the McNair report. Perhaps you'll see a feature that domestic ratings services might do well to adopt.

### Diary Technique Used

According to Don Neely, a McNair executive visiting in the U.S. trying to drum up support, the Australian system uses the diary methodology to capture radio data. Like the current Arbitron approach for those in High Density Hispanic Areas, the diaries are personally delivered to the homes and personally retrieved at the end of the relevant survey week.

The survey weeks in the McNair Anderson system run Sunday through Saturday, with everyone aged 10+ in the home getting to keep his or her own diary. Thanks to high staff quality control standards, "an average of 83% of the placed diaries are returned usable," an improvement over any methodology in this nation. Arbitron usually obtains 45-50% return rate, depending on how that figure is calculated. Birch has been lower than that but its new methodology (sampling just one person per home) may boost levels.

### Stations Pre-Listed

In order to aid respondents, a card is placed inside the cover of each diary, listing the stations in that market and how they generally identify themselves (calls, slogans, dial positions, etc.) There is extra space for the diarykeeper to write in other stations not prelisted.

The surveys normally are four in number yearly and last eight weeks each. Advance estimates are generated "within one week after the end of the survey" according to Neely. Pricing of each sweep is evenly distributed among the number of subscribers to each survey. No one pays more than another for the data.

### Problems Here

Neely is interested in getting support from 10-20 medium size markets in order to bring his service to our shores. As you consider whether or not this technology might be right for the U.S., keep in mind these factors.

Neely admitted to me that "as we approached larger markets we'd probably have to revise our methodology." What he's saying is that while personal place-

ment and retrieval may work well in the markets down under, the ethnic population and the geographic spread of the metros here may make the system impractical.

Likewise, it may be impractical to list in a diary all the stations received in a market. Either the print will have to be tiny or you may require Arnold Schwarzenegger to carry the diary around for you. Finally, the personal placement technique, while often achieving excellent results in terms of diary return, is a costly method. That's one reason why Arbitron is testing a new method by which listening in the HDHA's can be obtained.

By the way, you might wonder about costs. Supposedly Neely pitched the broadcasters in Charlotte on the idea of having McNair come in for a survey. He told me "we wanted to achieve 1500-2000 usable diaries, which would have cost the local broadcasters approximately \$65,000 total."

### Innovations Useful

Whether or not McNair Anderson grabs a chunk of the U.S. market, I like some of the features in their reports. Let me show you some that could be adopted by a U.S. firm and would provide much more utility in the ratings data...

**Rate Card Audience Estimates:** As you can see below from looking at station 2CH's rate card, the front portion of each McNair Anderson report provides an interesting way of looking at audience estimates...

### CUMULATIVE AUDIENCE ZONES BY RATE-CARD & PROGRAMMES

STATION	ALL PEOPLE										MEN										WOMEN										HOUSEWIVES				
	ALL	10	18	25	40	55	ALL	10	18	25	40	55	ALL	10	18	25	40	55	ALL	UNDER 18	18-24	25-34	35-44												
BREAKFAST																																			
MON-FRI 5:30-9:00AM	361	19	12	79	99	151	163	9	4	36	52	71	179	11	8	43	47	80	158	42	106	58	34	37											
SAT 5:30-9:00AM	194	8	5	41	53	87	88	5	2	16	30	40	98	3	3	25	21	48	89	23	69	28	17	19											
MORNING																																			
MON-FRI 9:00-1:00PM	293	6	5	54	66	163	108	1	1	19	28	60	180	5	4	34	38	103	157	36	121	34	32	33											
SAT 9:00-1:00PM	186	6	3	36	46	96	74	4	2	13	18	41	106	2	1	22	28	55	94	21	71	36	22	21											

What you see are cume audience data for each daypart on the station's card. Note, by the way, that morning drive is politely referred to as "Breakfast."

Rate cards, featuring both average and cume estimates, are listed for all stations that qualify for the report. This can give a sales manager or media buyer an easy comparison, station to station. (By the way, another translation — "sessions" means dayparts in

## Week In Review

### BRC To Audit DST

The Broadcast Ratings Council has requested a special audit of Arbitron's new black listening retrieval technique, Differential Survey Treatment (DST). RAB and other industry groups have expressed concern over use of the DST approach, which began last month in winter markets with High Density Black Areas. Presumably it will be one or more of those winter markets that will be audited to see how the new procedure affects the survey data.

### Karen Sarro Promoted By Arbitron

Karen Sarro, formerly a Client Service rep for Arbitron Radio, has been upped to an account executive post. Ms. Sarro will report to Susan Dingethal, Eastern Division Manager, and will work out of the New York office.

### Helen Morse Joins Arbitron Radio

Helen Morse, most recently an account executive with WNEW/New York, has joined the New York offices of Arbitron Radio as an account executive.

our lingo).

**Refined Female Breakouts:** Because so many ad dollars are aimed at women, McNair Anderson has broken the female audience into several useful categories.

You'll note the "housewives" heading at the top of the data page. That group is then subdivided into women over/under 40; working women versus housewives; and housewives with "C&T" (children and teens). Even the C&T category is refined further — are the kids under nine years of age, or are they 10-17? Knowing this type of infor-

into its reports (Birch's quarterly data will also have such a breakout), the U.S. is moving to hone in on the vital female consumer. Adoption of some of McNair's breakouts could be a useful next step.

**Time Spent Listening:** Here's a feature sure to gladden the hearts of many a PD. Total week breakouts are shown in order to gauge the average time spent listening to each station. Demo breakouts are listed across the top, along with the Housewives category.

### AVERAGE TIME SPENT LISTENING

TIME SPENT LISTENING BY THOSE WHO LISTENED (HOURS - MINUTES)  
MONDAY - SUNDAY 5:30 AM - MIDNIGHT

	PPL	PPL	PPL	PPL	PPL	PPL	ALL
	10+	10	18	25	40	55+	H/W
2CH CUME (*000)	656	48	28	139	179	262	299
CUME (%)	25.6	12.4	7.7	19.5	34.4	45.8	31.1
AV TIME SPENT	12:15	3:42	5:27	10:01	11:31	16:15	13:56
2GB CUME (*000)	387	26	23	76	99	163	167
CUME (%)	15.1	6.7	6.3	10.7	18.9	28.5	17.4
AV TIME SPENT	8:04	5:00	5:36	6:36	8:39	9:16	9:28
2KY CUME (*000)	401	30	43	97	95	136	148
CUME (%)	15.7	7.7	11.7	13.7	18.3	23.7	15.6
AV TIME SPENT	11:54	4:35	6:07	12:47	14:39	12:49	11:50
2SW CUME (*000)	467	111	137	145	45	29	139
CUME (%)	18.2	28.3	37.0	20.4	8.7	5.1	14.4
AV TIME SPENT	8:02	6:54	9:09	8:42	6:45	5:50	8:42

What you see is a listing of the station's cume, total week, what percentage each station's cume comprised compared to the total universe, and the hours/minutes spent by a typical diarykeeper with each station. A handy insertion in any rating report!

Whether or not McNair makes any inroads here, the Australian researchers are to be congratulated for their innovations. If you're interested in pursuing the McNair Anderson topic further, either return Don Neely's call when you get it — or call him in Sydney at 929-6122. You may also call me since space limits the amount of detail I can go into on this ratings force. Finally, thanks to Don Neely for mailing me a copy of one of his reports so I could share it with you. Maybe the folks from down under are right on top with their ratings ambition.

# THREE STARS SHINE BRIGHT



## GEORGE DUKE "SHINE ON"

B94 30-28  
KRLA on  
KIIS-FM on  
KIQQ add  
WTIC-FM 27-26

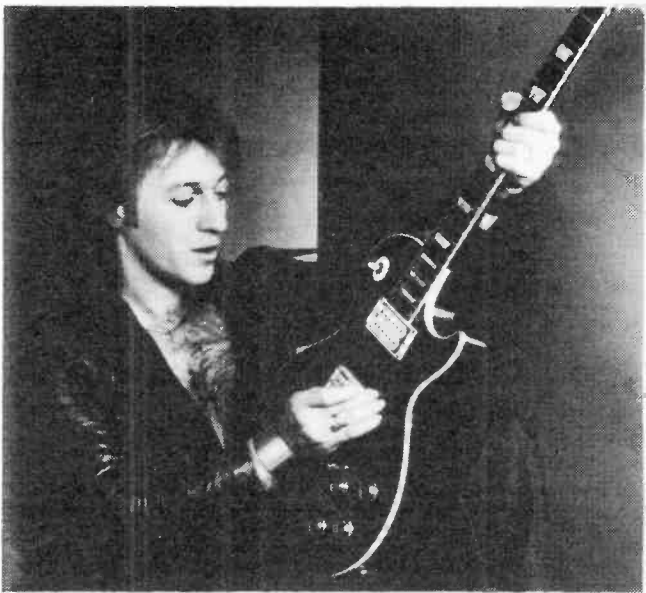
WDRG-FM add  
KC101 add 29  
KHFI on  
B97 deb 29  
KROK add

WDOQ on  
CK101 38-34  
WBBQ add  
WNOX on  
WCSC on

WANS-FM on  
WVIC on  
KJRB deb 30  
WJBQ add  
WGUY on  
WFBG on  
95SGF deb 29  
Q101 add  
KSLY on

PRODUCED BY GEORGE DUKE

*Epic*



## ALDO NOVO "FANTASY"

**SHIPPING THIS WEEK**

PRODUCED BY ALDO NOVO  
EXECUTIVE PRODUCERS: VAL AZZOLI & LENNIE PETZE

*Portrait*



## SHOOTING STAR "HOLLYWOOD"

PRODUCED BY DENNIS MCKAY

*Virgin/Epic*

DISTRIBUTED BY CBS RECORDS



# We've Got The Winning Feeling!

# PolyGram Records



## CHR **BREAKERS**

**VANGELIS**

**Chariots Of Fire (Polydor/PolyGram)**

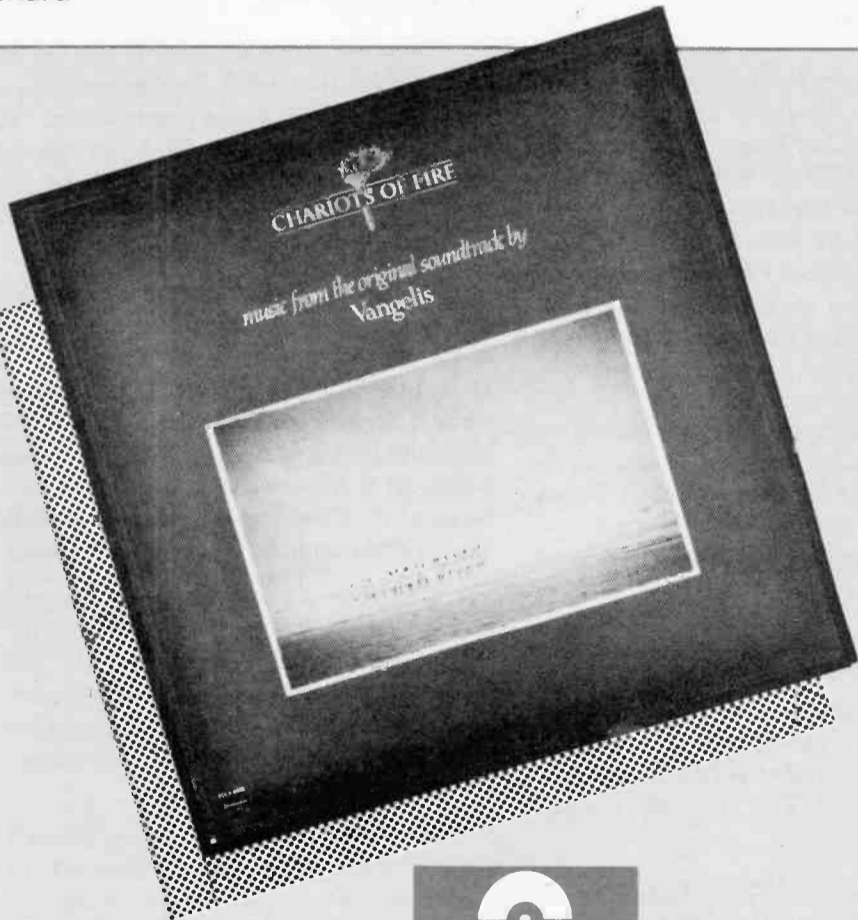
64% of our reporters on it. Moves: Up 52, Debuts 28, Same 20, Down 2, Adds 34 including WBEN-FM, B104, PRO-FM, CKGM, KS95-FM, KBEQ, WZZP, WZZU, Q103, WPST, KTSA, WKDQ, Y94, KIDD, WIGY. See Parallels, debuts at number 28 on CHR chart.

## CHR **BREAKERS**

**BOB & DOUG MCKENZIE**

**Take Off (Mercury/PolyGram)**

56% of our reporters on it. Moves: Up 45, Debuts 12, Same 37, Down 1, Adds 24 including WCAU-FM, JB105, WPGC, Z93, Q105, KFI, KIQQ, XTRA, Q106, G100, 92X, KGGI, WHEB, WGLF, KSly. See Parallels, debuts at number 30 on CHR chart, eh?



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**PolyGram Records**



**Break Out Of  
Your Winter Blues**

with  
**"SUMMER  
NIGHTS"  
SURVIVOR**

WLS	3WT	WGLF
WLS-FM	WJXQ	WSPT
WIFI	KZ93	WTRU
Y100	WIKS	WAZY-FM
WKTI	KGGI	KRNA
KFI		KFMZ



**Scotti Brothers**

Distributed By CBS Records



**STREET TALK**

What is going on at KIIS-FM/Los Angeles? The rumors are flying fast and furious regarding possible personnel and/or programming changes at the station. At presstime, station honchos had no comment, but it seemed like just about everybody else did.

John Lander unexpectedly resigned from WCKX/Tampa late last week, shortly after accepting a reassignment from GM to PD. Lander, who was also doing mornings at the ratings-beleaguered outlet, is considering establishing a limited consultancy. Reports from Tampa/St. Pete indicate that the station is turning quite "mellow" in its music presentation. We hear that E. Alvin Davis has signed on as WCKX's consultant.

WSB-FM/Atlanta will drop its Beautiful Music format for Adult/Contemporary on March 15. Former WSB Music Director Mary Catherine Sneed will be consulting from Houston and she'll be hiring a PD and air staff. It's being called a bona fide music FM station, targeting 18-49, and a call letter change is coming.

Street Talk has picked up that all the RKO general managers have had their bonus plans "restructured" by corporate. That's a nice way of saying that the economic cutbacks have reached into the radio chain's management pockets. Are they thrilled? Our guess is — no.

Is Seattle hopping? Check out Page 1 and Page 3... we'll wait right here. You back? Okay. Last Friday (2-12) Chet Rogers elected to step down as PD of KYYX & KXA/Seattle so he could devote his full attention to being Director of News Operations for both stations. Replacing him as PD of KXA is Gary Ryan, who will also oversee programming on KYYX as well as remain on KXA as half of the Ryan & Ryan morning team.

Frank Holler, Music Director of Q107/Washington, has resigned to seek a programming position of his own. PD Alan Burns, who brought Frank into the ABC FM a year ago, recommends him highly, but is now seeking a replacement.

Lots of radio changes this week... Arnold Chase is exiting WTIC-FM/Hartford, where he had been PD, to pursue some TV interests. What that means is a choice programming position is now open. Interested parties should contact Tom Barsanti at WTIC and make their interest known.

Mike Scott has left WTVN/Columbus to become the new PD at WGAR/Cleveland. Mike replaces Chick Watkins, who resigned at WGAR to join Sunbelt Communications' Transtar network as Production Director (R&R 1-29).

And speaking of satellite nets... remember the legal suit that Satellite Music Network threatened to slap on Mutual Broadcasting over Marty Rubenstein's comments about "snake oil salesmen?" Well, attorneys for both sides have discussed the matter and SMN has decided not to file after all. Once the full transcripts of the speeches in question were read, SMN lawyers decided the comments made were not "actionable."

Former WNOX/Knoxville PD Jay Michaels has accepted the PD job at WAPI/Birmingham. WNOX will be converting to Country soon, but no replacement was named for Jay at the station.

More Seattle news? Sure. KBLE-FM/Seattle is now officially KUBE.

Rick Shaw has joined the air staff at KYUU/San Francisco. After more than six years at crosstown KFRC, Rick took over mid-days at the NBC FM last week. And what about all that supposed "harder rock" product added at KYUU last week? Our Bay Area spies indicate that KYUU still sounds pretty mellow, tempo-wise.

Steve Allen, PD at WOMP-FM/Wheeling, is taking the PD post at WDJX/Dayton, replacing Charlie Butcher. No replacement yet at WOMP-FM, but Jolene Schreiber will handle the music.

Panama Jack Crabbe is out as PD of Q101/Meridian with Operations Manager Larry O'Neal back in the programming chair effective immediately. Charlie Foxx has stepped down from the MD slot, although he remains with Q101, and Bill Evans from WNOX/Knoxville is the new station MD.

WTAE & WXXK/Pittsburgh "Air Alert Traffic" reporter Neal Spence and his fiancée Lorie Rebar were married last Friday (2-12) aboard the station's aircraft, "The Pathfinder," while it circled high above the city. Both stations broadcast the ceremony live as Neal flew the plane and Lorie served as copilot. The vows were repeated that evening at a private ceremony for friends and family back on Mother Earth.

Q105/Tampa morning team Scott Shannon & Cleveland Wheeler, also known as "The Q Zoo," have taken the act to TV. On Saturday nights, the pair host a late-night movie on Channel 44, doing hokey skits and gag routines between commercials and movie segments. Does Count Floyd know about this?

Like father, like son... Jerry Sharell Jr., the 11-year-old son of Elektra Senior VP Jerry Sharell, is quite a crooner. The younger Sharell was asked to open for Rodney Dangerfield recently at Los Angeles nightspot the Laff Stop. According to Jerry Sr., the house nearly came down when Jerry Jr. gave 'em his rendition of "New York, New York."

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Plenty.**

Concerts and specials with the top names in rock. *Stevie Nicks. Dan Fogelberg. Foreigner. Journey. Pat Benatar. Rush. Ozzy. Billy Joel.*

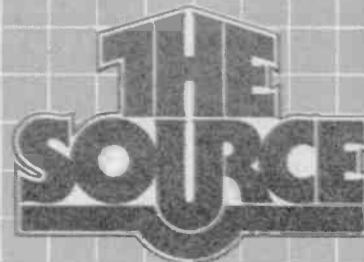
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\*RADAR © 23 (Spring 1981 Report) Vol. 2 (Aud. to cleared programs + commercial exposures), avg. aud. per broadcast, adults 18-34, M-S, 6AM-12M.



NBC Radio's Young Adult Network

# Contemporary Hit Radio



JOEL DENVER

MASS APPEAL PERSONALITY RADIO

## B94 Buzzing In The 'Burgh

The magic spawned within a market when a new station fulfills its goals in the first book is unlike any other. Record promoters and retailers, concert promoters, and advertisers perk up their ears as it becomes self-evident that a new force is moving into the marketplace. Such is the case with Dan Vallie's B94(WBZZ)/Pittsburgh.

B94 started out playing wall-to-wall music without live jocks on April 6, 1981, as the station had only finished making the internal switch from Beautiful Music five days earlier. Dan Vallie, who put B97/New Orleans on the air, was also PD at WMAK and 92Q(WBYQ)/Nashville prior to joining EZ Communications. He is now National PD/Contemporary (R&R 2-12), and is quite proud of his first-book efforts at B94.

In the fall Arbitron, Dan guided the station to number two in teens, just behind WDVE (AOR), and just slightly ahead of CHR competitor 96KX. In just one book, the station also placed itself eighth in 18-34



Dan Vallie, PD/OM Don Jefferson

adults. This may not seem a great accomplishment on the surface, but when you consider that the station started with a low-rated BM audience for a base in a 27-station market, it's been uphill all the way.

### Making The Move To B94

"B94 was once known as WJOI, a Beautiful Music station which didn't have very pretty ratings," said Dan. "The parent company first flew me into the market in September 1980 to look things over. At the time, I recommended that we wait until the market settled down. WPEZ was in transition to A/C and 96KX was still adjusting to that change," reflected Dan.

"The ball was in the company's court, and about three months later we talked again, and decided it was time to make the move. I came into Pittsburgh on April 1, and by April 6 we had CHR music on the air without any jocks... just wall-to-wall music and promos.

"We started asking people to call us up on special code-a-phones and tell us what they liked and disliked about Pittsburgh radio, and what they'd like to hear on B94. We aired these comments, even about other radio stations, because we wanted to be credible and straight with the audience from the start."

What stations did they mention? "Outside of the expected responses of 96KX, WTAE, and WDVE, we found a lot of WAMO listeners wanted something different, and we found out that everyone listens at one time or another to KDKA. They are awesome in the city. The next step was to assemble a staff of professionals," reflected Dan.

### Personable Personalities

"One of the things I looked for most when putting the staff together was not only for how they sounded, but what they had between their ears too. I was able to go out and handpick the staff and felt it important they understand what I expected out of them up front. They knew that there would be re-

strictions within the personality structure, so I needed people who weren't afraid of formatics.

"With the exception of Mark Shannon, who was the original morning man, the original staff is intact. To replace him, I hired "Banana Don Jefferson from KSLQ/St. Louis; Jeff McKay, formerly with WTIX/New Orleans, for middays, afternoons and MD duties went to Chuck Tyler from WSGN/Birmingham; 6-10pm is Beau Richards from K104/Fresno, but originally from Pittsburgh; late nights is Rich Anton, straight out of college, who sounds incredible; and Bumper Morgan does all-nights from KJ100/Louisville. They are all hungry to win, and go out to do whatever it takes."

The mix of the right personalities with the right music is vital to completing the picture of the radio station to the audience. "With my air staff, and the bright, mass-appeal CHR music we play, we're offering the market something it doesn't have. The music is carefully selected not to go too AOR, or too A/C. I don't care how big something becomes in either extreme. If it isn't mass appeal, it won't get on B94.

"Too often I hear programmers say something like, 'Can you believe they played Rufus and Foreigner back to back?' Well, I can. I think you have got to show the listeners you are playing a variety. The industry is wrong to put labels on too many things. The audience doesn't listen that way. All I know is they will listen to what they like. At B94, you can hear music mixes you can't hear anywhere else."

### Motivation Without Money

Targeting to grab a 12-34 audience leaning female, Dan did quite well. He relied mostly on the music and some clever promotions that put the station on the streets, but hasn't given away any money at all. "Pennsylvania has some weird liquor laws, and when we started up our 'Thirsty Thursdays,' we started quite a bit of talk. Everyone was sure we couldn't do it, but the Liquor Control Board gave us permission to offer listeners a case of Michelob Beer or Pepsi each hour.

"The 'B94 Supercard' has been the main promotion vehicle for us. Lots of stations do this, but ours looks and feels like a credit card, and doesn't have any sponsor names on it, just B94. We offer some great prizes with it... nothing cheap. For example last



B94 jocks backstage with Rick Springfield (l-r): MD Chuck Tyler, Rick, Ted Kelly, and Assistant PD Jeff McKay.



week, it was good for a free pair of jeans with the purchase of another. The specials change each day, and we've already got 125,000 of them on the streets."

Continuing his explanation of promotional activities, Dan remarked, "We call ourselves the 'Music FM' and to live up to

AGE	WBZZ :
12-17	39.0%
18-24	27.6%
25-34	19.5%
35-44	12.2%
45-54	0.0%
55+	1.6%
12+ TOTAL	12,300
PITTSBURGH METRO / PERSONS 12+ / AOH / MONDAY-SUNDAY / 6AM-MIDNIGHT / FALL, 1981	

that, most of our promotions are music-oriented. Every concert of importance was a promotion built around it, even if it's not our concert. Our main vehicles are the old standbys of albums, concert tickets, and tour jackets. Many programmers think they are passe, but believe me, they still work well.

"As far as outdoor or TV, we did very little of it. Our budget is nowhere near what others in this market have... we just work harder with what we've got, and sound better doing it. I've had lots of help in learning

the city from the staff, and from Dwight Douglas, who works with us, from Burkhart/Abrams & Associates.

### Respect For The Competition

"I happen to think that 96KX PD Bobby Christian is an excellent programmer, and his years in this market are an advantage. I myself have moved into a very typical Pittsburgh neighborhood to learn the town, and find out what people want. B94 is appealing to the real middle class of the 12-34 demographic, whereas his core audience is 'hipper' and more likely to listen to WDVE or WYDD than us on a regular basis.

"I said it before, and I'll say it again... we are hungry. Our people are always on the street. We take our B94 'Honey Bees' out to promotions and people go nuts. Teens like the concept, and so do adults. We've simply tried to offer a sound, a concept, and feeling to the audience that can't be found elsewhere in Pittsburgh.

"At present, there are a total of 8.4 AQH shares 12-plus between us. I think there are more CHR listeners in Pittsburgh than those numbers show. We are developing an intensely loyal cume, and will see continued growth from the dissatisfied cume of 96KX, WYDD, WDVE, WTAE, and some of the FM A/C stations. We can, and will become number one by being everyone's second favorite radio station," concluded Dan. Good luck!

## Motion

Dan Murphy is leaving mornings at KLBQ/EI Dorado, AR, to do the wakeup show at KLPQ/Little Rock, replacing Bruce Cramer... Kevin Carpenter moves from nights to middays at WGBF/Evansville, and Dave Westrich moves to nights from WLW/Cincinnati... WRKR/Racine has a new morning man, Alan Little from KHFI/Austin.

92X/Columbus announces their lineup: Tom Kelly 5:30-10am, PD Dave Robinson 10-noon, Gary Spears noon-4pm, Joe Dawson 4-8pm, Suzy Waud 8-mid, and Doug Ritter all-nights... WHUZ/Ft. Wayne PD Tony Richards leaves to do nights at WFWQ/Ft. Wayne. The new PD is midday man Jeff Davls... WBTH/Williamson, WV has named Chip Mosley Operations Manager... And congratulations to KOSY-FM/Texas morning man Mario Garcia on his marriage (2-6) to Joy Bohn.

Bill Evans, most recently MD at WNOX/Knoxville, returns to his hometown as MD at Q101/Meridian. Bill replaces Charlie Foxx, who steps down, and recently-appointed PD "Panama" Jack Crabbe departs the station over philosophical differences. Larry O'Neal takes over programming again... Sandra Bobek, MD at

KEGL/Ft. Worth-Dallas, is given additional duties as Promotion Director. Danny Owen joins KEGL to do an oldies show called "Nostalgic Rock" which airs Sundays, 6am to noon.

WAZY-FM/Lafayette PD Keith Harris is leaving the station to join KRKE/Albuquerque as PD of that Country station. His replacement is Scott Dugan, who is promoted to PD, with Bob Leonard continuing the MD duties... Houston veteran air personality Hank Moore, who has worked at KULF, and KMJQ, now takes his oldies show to KYST/Texas City... Mike Lennen becomes the new MD at WOW/Omaha from WHUM/Reading, PA.

Rusty Ford, MD at WOKY/Milwaukee two years ago is back in radio, doing afternoons at WHHY-FM/Montgomery... KATI/Casper line up: Mike Cody, from KOIL/Omaha for mornings; Dave Beneke middays; Marc Rainier afternoons; Nick Lane, from KOIL/Omaha for nights; and Rod Peterson all-nights... Terri Lynn Erb named MD at WDFI/Marion, OH with former MD Ed Douglas becoming Production Director... WEAI/Jacksonville, IL PD Scott Mikovich and wife Lynn welcome their first child (1-21), Abbie Lynn, congratulations!

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\*1981 L.A. fall Arbitron, summer San Diego Arbitron.

Bits

• K104/Erie is running its "Little Help" contest again this year. In the past the station has paid heating bills for six winners for a three-month period. This year, it's added one person's mortgage payment for three months, plus gift certificates for kerosene heaters. In one week, the station received 21,000 entries in the mail.

• CKGM/Montreal is running a contest in conjunction with the Donnie Iris record "Love Is Like A Rock." Listeners take a guess as to the exact weight of the \$500 diamond ring, and if correct they win the "rock."

• WHHY-FM/Montgomery is running the "Road To Gold." Listeners are allowed to enter an imaginary maze, and pick either left, right, or center on the road to gold. If they go through the first passage, they win Golden Flake Snacks, the second wins them a gold album, and the third wins them 10 gallons of gas and puts them, in the running to win one of two gold Krugerrands.

• KNBQ/Tacoma has just finished running "Hi-Low II" which ran from 6am to 10pm daily. Players called in and guessed the amount and if they were correct, won it all. The station offered between \$97 and \$1000 as prizes. Over \$20,000 was given away. This is an old promotion, but it continues to work well as a quarter-hour maintenance feature that takes very little time and doesn't clutter the station.

• KRBE/Houston is taking advantage of the Houston Livestock and Rodeo Shows, which together draw over a million people every year. Morning man Weaver Morrow is doing his morning show from the rodeo for a week, featuring a different rodeo event each morning. He will be interviewing cowboys and will try the event himself, live on the air.

• Q107/Washington remembered the first Beatles concert in the U.S. which took place in Washington on February 11, 1964, by playing only Beatles songs on February 11. That night at 8pm, Q107 created the "Beatles Concert That Never Was."

• KRQ/Tucson is holding a Bob & Doug McKenzie lookalike contest at a local comedy nightclub. First prize is a trip to the "Great White North of Arizona" to go skiing.

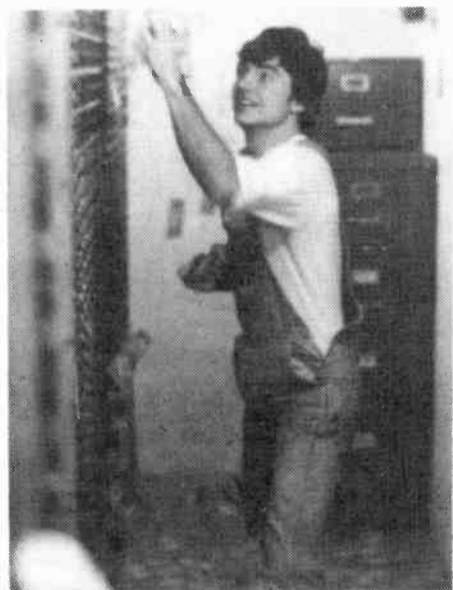
• WMEE/Ft. Wayne is taking sympathy on its listeners after six severe weather weekends by holding a luau complete with swimming, miniature golf, and tropical food and drinks. Designated callers are invited, and must come in beach clothes to complete the setting.



**KSKD GETS LOVERBOY PLATINUM** — A new platinum record now hangs on the walls at KSKD/Salem, OR from Columbia Records and Loverboy. Shown (l-r) are PD Len E. Mitchell and Northwest Columbia promotion manager Larry Reymann.



**IT'S SUMMER IN JANUARY** — Refusing to let the cold get him down, WLAD/Danbury afternoon man Dan Stevens (pictured) did his all-request Sunday show dressed in a bathing suit and presented lots of summer records all day. Also that weekend, the station gave away an air-conditioner to a lucky but cold listener.



**GRAB THE LOOT AND SCOOT** — WKLI/Angola, IN recently had a cash grab, with a lucky listener walking into a bank vault to scoop up as much cash as possible in 100 seconds. Shown is the winner trying to put the clamp down on some flying bills blown around as he whirled through the vault.



**WSSX ELECTRONIC OLYMPICS** — With the craze towards electronic games gaining speed faster than a Pac-Man can gobble cherries, WSSX/Charleston recently held an Electronic Olympics. The winner was determined by who racked up the most points on Space Invaders, Star Castle, and Pac-Man. Grand prize was \$1000 in quarters. Shown (l-r) are PD Bill Martin, air personalities Andrea Vincent and Beau Daniels, and the winner.



**STILL NUMBER ONE** — WCBS-FM/New York recently completed its annual Top 500 voting, and again this year, for the fourth time, the Five Satins' 1956 hit "In The Still Of The Night" was voted number one. Shown (l-r) is Five Satins leader Fred Parris receiving a Golden 101 plaque from air personality Don K. Reed.

Floyd

Continued from Page 1

surance. I kept sending his paychecks right along until he took the Atlanta job. In fact we were instrumental in putting two of our people in Max's employ down there, so I can't even understand the suit.

"The fact is this: Max was the PD at the time we hired (consultant) John Sebastian. John had some key people he'd worked with in the past. One was (current WLUP PD) Tim Kelly, who was renowned in Chicago from WLS-FM. He became available, John put the thing together and talked to me about it, and we had the opportunity to bring a guy over who really knew Sebastian's music research and knew Chicago. It had nothing to do with Max. He's a great guy and a fine PD."

NBC

Continued from Page 1  
solutions to problems midnight-3am.

"They Asked For It"

Impetus for the new programming stemmed from listening to affiliates, Penn told R&R. He noted they spelled out an inability to do late-night longform programming, the need to save dollars, and the desire to have more salable programming in those hours as specific needs.

Topics are switched frequently, Executive Producer Maurice Tunick said, to give the shows a choreographed feeling. For example, he singled out moving from money markets to career advice to land values as one set of topics in the Williams show. Tunick also told R&R that new host Meltzer's New York accent was tested over WAVG/Louisville before he was signed.

Current NBC Radio affiliates are being given the first right of refusal for the programming. But according to Penn, their time runs out this weekend. Affiliates receive the programming free but are required to clear three spots an hour earlier each evening or in a comparable rating time.

KJR

Continued from Page 1

there are no job openings, then I will relocate wherever I have to. I'm going to take a few weeks to relax, and then start to look around. I do wish KJR the very best."

Hill, who joined WCBM as PD 2½ years ago, commented, "I'm really thrilled that the company has the faith in my abilities to give me this new challenge. WCBM VP/GM Harold Deutsch is an incredible person and he really prepared me for the transition from CHR to A/C." (Hill programmed KMGK/Des Moines, a CHR station, prior to joining WCBM.) "I look forward to the challenge, but will miss everyone in Baltimore."

Arlington Takes Over WCBM

Taking over the programming at WCBM is Assistant PD Dave Arlington, who was promoted to PD. Hill commented on his former assistant, "Dave is one of the best 'number two' guys in the country and is more than ready to handle the 'number one' spot."

Arlington told R&R, "I started here at WCBM in 1974 as a part-timer. I've done the all-night show, been Production Director, and most recently Assistant PD for the past several years. I want to thank everyone here at Metromedia for the vote of confidence and for bringing me along to my present promotion. Harold Deutsch has been great to work with and I look forward to many more years with him, programming this great station. Ben Hill has done a great job, and I think he'll do very well in Seattle."

FCC

Continued from Page 1

Seven House Democrats Back EEO Program

Meanwhile, Rep. Wirth and six Democratic members of his panel wrote the FCC last week to voice "strong objections" to recommendations from the Office of Management and Budget (OMB) that the FCC's EEO program be severely curtailed.

If adopted, said the Congressmen, the changes "would seriously compromise efforts to guarantee EEO in broadcasting and would be a significant departure from the federal government's longstanding commitment to minority involvement in the industry."

They continued, "The reports required of broadcast stations are indispensable tools for ensuring compliance with EEO standards and should not be eliminated. We strongly urge the FCC to reject these ill-advised proposals."

Besides Wirth, signers were Commerce Committee Chairman John Dingell (D-MI), Al Swift (D-WA), Cardiss Collins (D-IL), Henry Waxman (D-CA), Ed Markey (D-MA), Tom Luken (D-OH), and James Scheuer (D-NY).

Boulding

Continued from Page 1

commitment to winning that every programmer wants... he wants to win. I've always looked for that kind of situation, and I've found one."

Boulding, who will join WJPC in a few weeks, signed a longterm contract with the station. No immediate replacement was named for Boulding's vacant promotion slot at MCA.

WRJZ

Continued from Page 1

armed paperhangers. We're looking forward to putting the whole package together and making it fly, and we hope that this is the first of many. This marks the first time that we've owned 100% of a station. We won't be actually down there running it... Mark Heiden is the GM, Steve Bridgewater the PD, and Jessica James the MD, and they will remain."

The Music Section

CHR's Most Accurate Music Information  
Begins on Page 55

**R&R's Marketplace**  
has moved... **OPPORTUNITY TALENT**  
Check Marketplace, page 35

On The Back Page,  
A "Quarter" Still Goes "Pretty" Far:

# QUARTERFLASH VAN HALEN



## "Find Another Fool"

Produced By: John Boylan



## "(Oh) Pretty Woman"

Produced By: Ted Templeman

96KX 24-19  
B104 deb 27  
KEGL 24-19  
CKLW add  
KYYX deb 25  
KZZP deb 28  
3WT add 39  
WPST 33-28  
KHFI deb 23  
G100 add 30  
WHHY-FM add  
Y103 add  
KX104 deb 30  
WOKI 31-23  
WSSX 11-9  
WJXQ 28-10  
KZ93 deb 19  
WNAM add  
WIKS 13-10  
KKXX 23-15  
KIDD add  
KNBQ 29-22

KSKD 12-6  
KLUC deb 29  
WFBG add  
WCIR add  
Q104 30-24  
Z102 add 34  
WXLK add  
KKQV deb 28  
KSEL-FM 27-23  
KVOL deb 27  
WTRU 29-24  
WAZY-FM add  
WCIL-FM add  
KFMZ 24-20  
KENI add  
KSLY add  
KATI add  
KOZE 29-23  
WPGC 30-29  
CHUM 21-20  
Z93 on  
Q105 25-24  
KIIS-FM on  
KIQQ on  
WPHD 19-17  
WRCK on  
WLAN-FM on  
WAEB on

WKRZ-FM on  
K104 29-28  
WKEE deb 39  
KBFM on  
WZYP on  
CK101 on  
WBBQ on  
WSKZ on  
WBCY on  
WRVQ 23-20  
WZOK on  
Z104 on  
WKDQ 28-24  
KJRB on  
KBBK on  
KRQ 25-22  
WACZ deb 29  
WIGY on  
WOMP-FM 33-30  
95XIL 34-30  
WFOX on  
WCGQ on  
KELO 37-35  
KKLS on  
WSPT on  
99KG deb 37  
KCBN deb 34  
KDZA on  
KYYA deb 29

WIFI deb 30  
WCAU-FM 35-31  
96KX 29-27  
CHUM 20-14  
WLS-FM 33-33  
I95 add (Frozen)  
WGCL 26-9  
KRLA 19-13  
KIQQ add  
WPST 29-24  
WAEB 26-22  
Q106 deb 29  
WKRZ-FM 24-21  
WFME 27-21  
KXX106 deb 30  
G100 26-21  
Y103 add  
WSKZ add  
WOKI add  
WSSX deb 22  
WJXQ 10-4  
Z104 23-16  
KKXX deb 32  
FM103 24-19  
Q104 16-10  
KKQV deb 27  
KSEL-FM 21-15  
KVOL 29-21  
KQWB add  
WAZY-FM deb 28  
WCIL-FM 10-8

KRNA deb 25  
99KG add  
KCBN 39-32  
KDZA add  
WBEN-FM 37-35  
JB105 on  
Q107 on  
KEGL 23-22  
KYYX on  
WPHD 12-11  
WRCK on  
3WT 40-38  
WDRC-FM 27-26  
WLAN-FM on  
K104 deb 39  
WKEE 39-37  
KBFM on  
KLPQ add  
WZYP on  
WHHY-FM on  
BJ105 deb 37  
WBBQ on  
WBCY on  
WSEZ on

WRVQ 20-19  
KZ93 on  
WIKS on  
WMEE on  
WKDQ on  
WDJX on  
KIDD on  
KJRB on  
KNBQ on  
KHYT on  
WJBQ on  
WGUY on  
WOMP-FM 28-25  
95XIL add  
WZYQ on  
WCGQ on  
WISE 32-30  
WXLK on  
WSPT on  
KFMZ 23-21



Distributed by Warner Bros. Records



On Warner Bros. Records



JEFF GELB

## PART ONE

## The Superstars Tapes

Ten years ago WQDR/Raleigh signed on the dotted line to become the first Superstars affiliate station of the then-fledgling Burkhardt-Abrams consultancy. In the ensuing decade, it's safe to say that the Superstars philosophy has permeated throughout all of album-based radio, helping to usher the format into its third generation.

Annually, the Superstars client stations (62 plus two research-only clients, WMMR/Philadelphia and WMMS/Cleveland) gather for three days of intensive meetings with four consultants: Lee Abrams, Lee Michaels, Dwight Douglas, and Jon Sinton. I trekked to Orlando for this year's confab, and corralled all four consultants at the end of the sessions for two hours of detailed conversation about the state of AOR radio and the music industry as we look ahead to the challenges of the Eighties and beyond.

**R&R:** The theme of your gathering this year was "back to the basics." What exactly does that mean?

● **LA:** Over the last ten years, Superstars has been in control. We could plug in the format in most any market and be pretty successful. Well, we got kind of lazy, and in the last year-and-a-half, not only other consultants but also individual independent programmers have reached a level of technology that equals ours. So what we're getting into is the perfection of the basics: the simple, common elements; tightening down the bolts. We have to get it down to where we're not just competitive, we have to be clearly better in all the essential areas: music, delivery, production, etc.

**R&R:** Plus there's a whole second generation of programmers out there who may need this review of the essentials.

**JS:** The bottom line is that we looked at the people in the meetings and each of us didn't know 50% of the people in the room. We've had our first graduating class!

**LA:** In the 'old days' there were 15 people in the meeting room; first-generation guys who really knew the basics. Now we have to re-teach those basics clearly better than our competitors.

**JS:** We've taught so many people how to do Superstars and some are now at stations across the street from us now. We even have program directors who grew up listening to our format! It's scary!

**R&R:** Does the "back to the basics" philosophy mean you go back to the time-and-temp jocks and leave personalities behind?

**LA:** There are two types of jocks: the jocks who really have it, really go for it, and those who don't really have it all together. And rather than let those people screw around with liners, we're going to have to tighten them down.

**DD:** This is not just an AOR problem. I work with several formats, and I can tell you that in CHR, for example, I can name about four really great jocks. The rest, God love 'em, have great voices, are great promo readers, are consistent board-runners, and are great with liners.

In terms of talent, there are certain people who are communicators. There are others who can't be developed into a Howard Stern (DC101/Washington morning man) or a Steve Dahl (WLS-FM/Chicago afternoons). I throw out this challenge daily: please, if there are any people out there who think they're ready for the big time, developing into morning talent, stand up and let us know you're there.

**JS:** There's an attrition rate too. This is not the best-paying industry in the world. People can go to a tech school and could be reading X-rays in some major hospital and probably be making better money than many air talents make in the U.S. today.

**R&R:** Does "back to the basics" mean the Superstars stations will be changing their musical postures?

**LA:** No, music stays very similar. We believe very deeply in our music. When we analyze our stations that are having any kind of trouble, whether it's overall or in individual demos, it always gets back to execution of mechanics rather than music.

▶ **DD:** Lee uses the phrase "balancing science and emotion," and I agree with that. Some records just don't test well; the Police, for example, but when we play them, we get positive 25-34 male calls all the

"If anyone in radio in the next ten years uses an overload of science, he's going to find his ass out on the street."  
— Dwight Douglas



time. Jon & Vangelis is another example of a record that didn't test well, but has performed very well for us. These are called reaction records, and all formats of radio have them.

**JS:** You can't approach radio from such a simplistic standpoint as to say, "These are the criteria and they're rigid; nothing else goes." That's stupid. You have to be able to see the big picture.

**R&R:** How has Superstars reacted to the more research-oriented consultancies and AOR's?

**DD:** It's a market-by-market decision. The way we will react to Hattrik and Doubleday in Washington, DC will be very different from the way we deal with him in Minneapolis. It's the same with any of the other consultants.

In general, I feel that using research without emotion creates an imbalance. It may work well in one market and not well in another. If anyone in radio in the next ten years uses an overload of science, he's going to find his ass out on the street. You have to be able to understand the body politic; the emotion and the soul of the town you're working in.

In any case, we've always done research of many different kinds. I've talked to 200,000 people face-to-face in Washington, DC in three years. We just don't hang that sort of information out on a shingle.

**LA:** Callout is valuable and a lot of our stations do it. But it's a matter of balancing it.

**JS:** It has to be an ingredient, not the entire recipe.

**R&R:** Will 12-plus remain the most important demo for you to help your stations achieve?

- Getting Back To The Basics
- ▶ Balancing Science & Emotion
- Buying Futures
- ▲ Gaining in 25-plus

**DD:** Absolutely not. One of the problems with radio is that we love that "ego share." It's kind of like the Cincinnati Reds: they didn't have the best record but they were the best team. That's the way you have to look at the 12-plus share. It means something in terms of overall head trip; it's a warm body count.

■ We have to start looking at the demographic cells, and how to deliver 25-34 men, which will make the 25-49 men picture look better. As far as teens are concerned, you're going to get them whether you want them or not; they have nowhere else to go in many markets. You have to "buy futures." A lot of consumer habits are formed between the ages of 15 and 22 years of age. If you decide you're going to buy Charmin toilet tissue when you're 20, you may buy it for your whole life. If the marketers of some of these products are wise, they'll comprehend that with AOR they're buying current 25-49 men and also buying 12-24-year-old futures.

**R&R:** I'd like each of you to give a programming suggestion for gaining 25-plus listeners.

▲ **LM:** You can do it through the music with AOR depth: some of the oldies we recall from our college days that, when played now, are bringing 25-plus men listeners. You can do it with music features like the "Electric Lunch," which gets men and women 18-plus. It's an hour's worth of classic gold that pushes that button that was pushed the first time you heard that great Byrds tune (or whatever). It's rock and roll but it's an hour of rock and roll without AC/DC or Ozzy Osbourne or Van Halen.

**DD:** It's also knowing what not to do: certain promotions can come off very juvenile. They show up in focus groups all the time in comments like, "They're talking to eighth graders with that." A rock and roll army, for instance, could be construed by an older listener as a negative, whether it's because of the antiwar thing he went through, or just because it makes him feel out of touch with younger people.

**JS:** Let me offer the other side of the coin to what Dwight said. There are certain promotions which, if done right, are classy enough to appeal to 25-34's. If promoted properly in the mass marketplace, so that people are turned on to listening to your station for them, they can be brought in. Of course, you have to be very careful not to blow off the core audience with that particular promotion. As a suggestion, you can daypart promotions like you daypart music.

For example, try a racquetball or tennis tournament. It's a good sales promotion in that you can tie in not only the court you're using but Wilson, Spaulding, or another sporting goods or clothing manufacturer (that's important because you can use the clothing as prizes). You can also tie in a soft drink company; the more people you tie in the more schedules you can sell on the air. Also, you can break up the age groups of the participants just as Arbitron does: you can have teens, 18-24's, 25-34's, and 35-plus. If you advertise properly, you can attract a lot of older people and expose them to your station's lifestyle.

**LA:** This is a very deep question and I could give a better answer if I had half an hour to talk about it. But here are three key points:

First, consider the realistic 25-34 listener who's going to listen to your station and generate numbers: he's going to be the mood listener. He listens to you when he's in the mood for rock and roll and he knows to come to you for it. You have to give him exactly what he expects from you: Pink

Floyd, Stones, Led Zeppelin, Foreigner. He's not your regular listener, but when he does tune in, you have to be able to deliver. That was the bottom line to the WKTU success story: not everyone was into disco all the time, but when the mood struck them WKTU was the place to go.

Second, understand the realistic psychographics that make up 25-34's. In reality, you might have a 30-year-old country fan who hates R&B and rock, or the 30-year-old who likes Barry Manilow and Neil Diamond, or the 30-year-old who grew up with Cream and Jimi Hendrix and still enjoys hearing those artists. But of the 40 or 50 different types of 25-34's, understand which ones you have the real potential of reaching, and then hone in on their tastes.

Third, make sure that in every fifteen-minute set you play some timeless music by the all-time greats. As Dwight mentioned, musical likes are formed early in life. If I ask my Dad what his favorite music is now, he says big bands. If I ask him when he got into it, he'll say the Navy in 1938.

**R&R:** In reference to getting older listeners with AOR music, what's become of "Superstars Two," a format we last spoke of a year ago (1-23-81) that was geared toward upper demo AOR listenership?

**LA:** We developed it over the last two years and are pitching it now. There's some testing going on right now at stations we can't mention. The response from focus group testing so far is very encouraging.

"What we're getting into is the perfection of the basics . . . we have to be clearly better in all the essential areas."  
— Lee Abrams



This is such an obvious format! But the reality is, at this point in time, Superstars 2 will only work in 15 or 20 markets, places like Detroit, Los Angeles, New York, or Boston, where there are enough 25-34's in the right psychographic who would find the format attractive.

I've been in Detroit when all three AOR's were playing AC/DC at the same time. Where's the choice in that? There's something happening here: 30-year-olds have kids who are into AC/DC, but mom and dad aren't! They'd rather hear someone like Steve Winwood. This is called the "radio generation gap"; they're too hip for Manilow and too old for AC/DC. For those people, Superstars 2 is the answer.

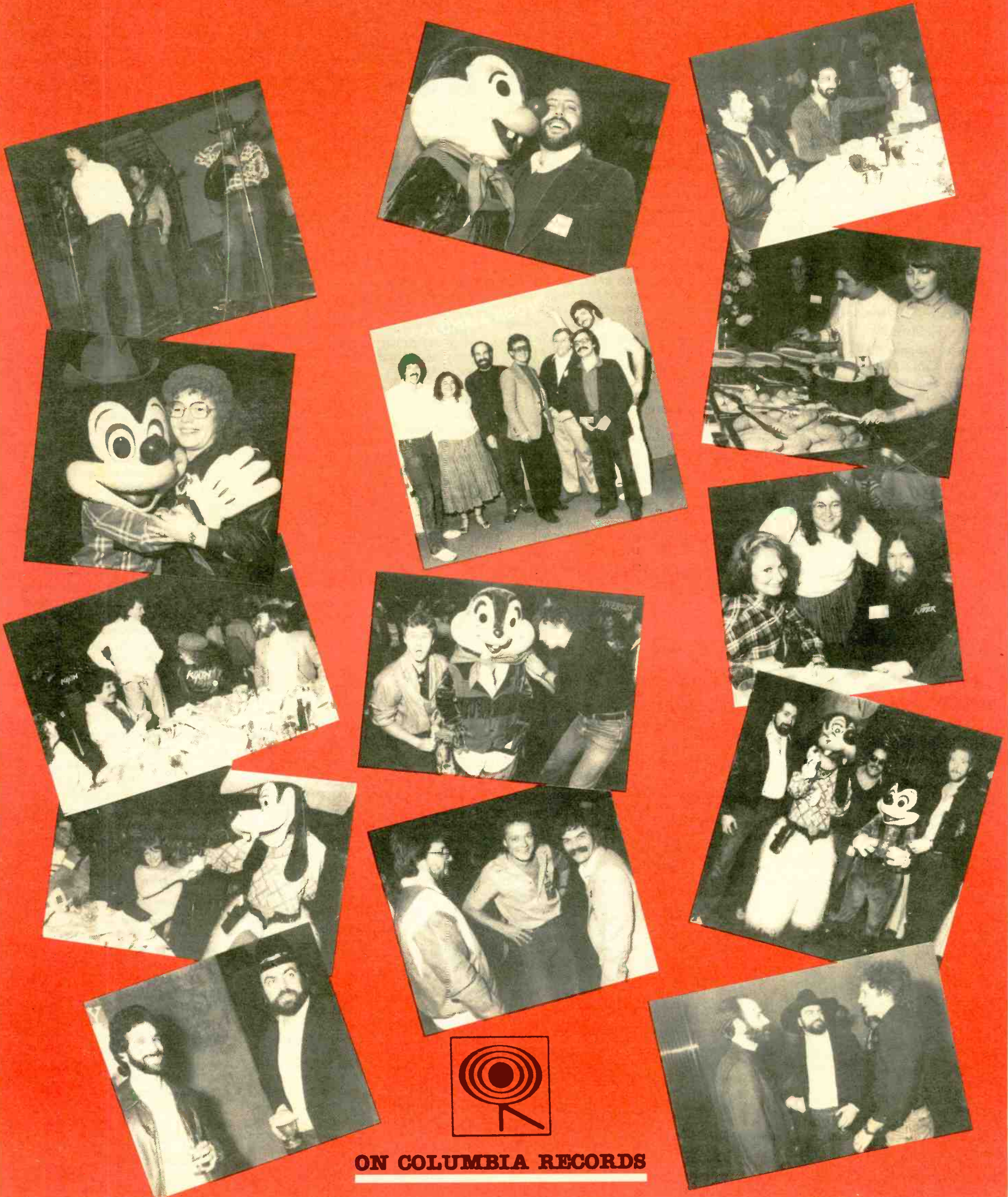
Next week, the four Superstars consultants continue their radio discussion, focusing on such topics as the state of AOR music in 1982 (and why it may have been better ten years ago), and shattering myths about what radio format sells the most singles. It's thought-provoking, controversial reading.



**WEIR OUT WEST** — Arista's Bob Weir (of Bobby & Midnights) pulled a guest DJ shift at KBCO/Boulder prior to a local appearance. Pictured (l-r) are KBCO air personality Richard Ray, PD Dennis Constantine, assistant PD John Bradley, and Weir.

# LOVERBOY

## ROCKS SUPERSTARS AT DISNEY WORLD



ON COLUMBIA RECORDS

## EVOLUTION

Watch for a new AOR in Montana, where KFXZ signs on in March with 100,000 watts from Kalispell. Debbie Jubb programs... Mark Thompson gets MD nod at Y95/Rockford... Jim Richards accepts MD position for 91X/San Diego (along with sister AM station)... Bob Spence joins WGIR-FM/Manchester as PD from WYDD/Pittsburgh... Dave Scott is named MD for WLLZ/Detroit. Also new to WLLZ is Marsha McAlvey from WILS/Lansing for nights... Tony Evans exits as KUPD/Phoenix PD... Mike Perkins is upped to Operations Manager for WYDD/Pittsburgh from PD (he'll retain that title as well)... Jim Pemberton is elevated to Assistant PD post at WFBQ/Indianapolis in addition to his MD responsibilities... Jeff Pollack Communications signs M105/Cleveland as a client station and withdraws from WNOR/Norfolk... Sheila Rene joins KSFZ/San Francisco for interviews and special programming... KAZY/Denver links Kelly

O'Neill and Jay Cooper for mornings... Greg McClure gets News Director title for KZOK/Seattle from neighboring KZAM... Paul Crosswhite rejoins KNX-FM/Los Angeles from KCET-TV for news reporting... Brian McFadden is new overnights to WQDR/Raleigh... Chancey Blackburn joins WMET/Chicago for part-time airwork... Tom Collins is upped to overnights from weekends at KAZY/Denver... Kelly Garrett joins WCMF/Rochester from WTIX/New Orleans for news... KBOS/Tulare hires Kathy O'Connell from WBAI/New York for weekends... Rick Mentler joins WIZD/West Palm Beach for part-time airwork from neighboring WIRK... Bruce Figler joins WRKI/Bridgeport for part-time airwork from WTFM/New York... M105/Cleveland hires Eddie Fingers from WSAI/Cincinnati for weekends.



**POLICE RAID WPLJ** — A&M's Police stopped by the offices of WPLJ/New York for an interview while in town for a concert date. Pictured (l-r) are group's Sting, WPLJ's Lisa Robinson, group's Stewart Copeland, WPLJ Promotion Director Kim Reis, A&M's Michael Leon.

## UPDATE

More music or else! WRIF/Detroit's putting its money where its music is in a new promotion that guarantees listeners will hear at least five songs in each set without a paid commercial interruption. If a listener hears a set with less than five songs and is first to call a special number, he or she wins \$5000. The campaign, being advertised heavily on TV, continues through March 19. Speaking of WRIF, the station just celebrated its 11th AOR anniversary with listener parties, an on-air retrospective of the station's history, and prizes consisting of album catalogues by artists popular over the past eleven years... Who stole the goods? That's what KMJX/Little Rock is wondering, after thieves broke into the station's transmitter and stole enough components to put the station off the air for one-and-a-half days last week... Congratulations to WMMS/Cleveland PD John Gorman and new bride Mary Helen... KMJX/Little Rock just held a successful "beer hunter" party, which has led MD Sandy O'Connor to ask for other stations' help in organizing a regional or national beer hunter competition. Contact Sandy for more details at (501) 224-6500... You should have been there: KZAP/Sacramento just held its second "cutest tush" contest at an area bar, where 10 men and 20 women displayed their "assets" to an admiring crowd and KZAP jocks who acted as judges. Winners in male and female competitions each won \$100... WLRS/Louisville just held a "Snow Ball" promotion, offering \$1.02 lift tickets to 1002 listeners for a day's skiing at an area resort... Musicvision album rep Jon Scott's moonlighting as a jock on an hourlong weekly radio show called "Visionary Music" at a Los Angeles college station, KCSN. To kick off the show, Jon had friend Tom Petty by for a rare interview... "If you think his face is ugly you should see his car": KSJO/San Jose invited listeners to photograph their "ugly cars" for a contest judged by the KSJO jocks. Grand prize winner received a \$500 home stereo and had the car displayed at an area auto show... Recycled rock and roll is the theme of a promotion that ties in Seven-Up, a California record chain, and KMEL/San Francisco, KTIM/San Rafael, and KVRE/Santa Rosa, among others. The stations are asking listeners to bring in Seven-Up cans for recycling, to receive in turn \$2 off the purchase price of any record or prerecorded tape of their choice.

February 17 was Buzzard Day in Cleveland, by Mayor's decree, in celebration of WMMS's third straight win in the Rolling Stone Readers' Poll for favorite radio station. To help commemorate the event, EMIA's Michael Stanley Band will play in a special live Coffee Break concert broadcast... Bob & Doug mania reigns in Detroit, where WRIF has been giving away an average of 600 Bob & Doug bumper stickers daily... More great fall ARB's: KLAQ/El Paso's rise to #1 in the market with a 14.5; WXLN/Davenport's move

10.8-11.5... Missing Numbers Dept.: Those wondering how WMYK/Norfolk might have done in the Fall ARB's (in which the station and its AM counterpart WZAM were delisted) might want to check out the station's numbers in the Dec.-Jan. Birch report for Norfolk, which showed WMYK at a 13.4 to WNOR's 8.9... Congrats to KOLL/Gillette MD Dave Kallaway, who was married on the air last week to Elaine Chrobak... Mardi Gras comes to New Orleans on February 23, but celebrating has already begun, according to WRNO. Stations seeking live commentary from the festivities can call WRNO MD Dave Nichols at (504) 889-2424... WBCN/Boston continues its petition drive to ask the United Nations to declare John Ono Lennon's October 9 birthday as an international day of peace. Helping spread the campaign nationwide to date are WNOR/Norfolk, KGON/Portland, KZEW/Dallas, KCAL/San Bernardino, KMOD/Tulsa, KDKB/Phoenix, WRIF/De-



**VENTURES VENTURE TO EL PASO** — Veteran instrumental rockers the Ventures played a set in El Paso recently, and then visited KLAQ. Pictured (l-r) are PD Arin Michaels, group's Nokie Edwards and station MD Rob Roman.

troit and CHUM-FM/Toronto. Any other interested stations should contact PD Oedipus or Programming Assistant Priscilla Simms at (617) 266-1111... Coping awards at the annual Superstars confab in Orlando were WAAF/Worcester, for best promotion (the Rolling Stones concert ticket giveaway); KISW/Seattle, for best morning team (Langan & West) and best major market AOR; WLAV/Grand Rapids, best medium market AOR; and WWCK/Flint as best small market AOR... KNX-FM/Los Angeles's musical jingles have been honored with a 1981 Clio award. The jingles were produced by San Diego's Tuesday Productions... KLZR/Lawrence, KS has marketed its annual "KLZR Candle," produced locally by Waxman Candles. The colorful candles, which are embossed with the station's logo, are used as giveaway items and for table decorations at the station's Tuesday night "106 Dinners" at a variety of local restaurants, where featured meals are \$1.06... KISS/San Antonio awarded local band the Max with \$5000 for being voted favorite act on the station's homegrown album... KZAM/Seattle is cohosting a radiothon for Greenpeace. The 6-hour marathon started last week, and allowed listeners to call in bids on over \$20,000 worth of merchandise. Last year's radiothon for Greenpeace brought in over \$45,000 in collected pledges... New AOR KFXZ/Montana needs album service from all labels. Contact PD Debbie Jubb at (406) 755-0985... WXQR/Jacksonville, NC has moved. The station's new address is 1011 Hargett St., Jacksonville, NC 28540.

## COLOR

**STOOGES-FEVER:** What comes after Bob & Doug-mania? WLVQ/Columbus thinks it's sure to be Three Stooges fever. The station sponsored a five-hour Stooges marathon, and held a drawing at the event for a grand prize offering of fifty cream pies plus maid service to clean up after the winner threw (or ate) his pies.

**ONSTAGE PASS:** WYSP/Philadelphia celebrated a local appearance of the J. Geils Band by offering onstage seats for the show plus a camera to the listener who submitted the most accurate guess of the location of the best seats in the house.

**VIDEO WEEKEND:** WHMD/Hammond sponsored a Video Weekend, awarding a Zenith color TV plus free cable and HBO service for three months to a winning listener. Also awarded were free cable and HBO hook-ups plus copies of Gary Myrick's latest Epic album, "Living in a Movie."

**LYRICS COMPETITION:** WRIF/Detroit's morning show is asking listeners to submit their own lyrics to current songs. The winning entry will be recorded by the entrant and the morning show hosts and the entrant will guest on the morning show when the song is debuted.

**THE GIFT OF SEX:** KROQ/Pasadena tied in with Posh Boy, Kenny Ryback Promotions, and the Gleaming Spires album cut "Are You Ready for the Sex Girls" for a

Valentine's Day promotion. Participants were asked to send a photo, drawing, or written description of how they got ready for that 'special' Valentine. Winners, picked by the group on the air at KROQ, received gift certificates worth up to \$200 at the International Love Boutique, or copies of the Gleaming Spires album.

## CONCERTS &amp; CONVERSATIONS

**PRESENTATIONS:** WRXL/Richmond presented McGuffey Lane for \$1.02.

**CONVERSATIONS:** Loverboy, Quarterflash on KIDQ/Boise... Marshall Tucker on WBWB/Bloomington... Roger Glover, Thin Lizzy on CHOM-FM/Montreal... Bob & Doug McKenzie on KKRQ/Iowa City... Peter Tork (Monkees) on WLIR/Long Island... Ozzy Osbourne, Starflighters, Kasim Sulton on WIOT/Toledo... Molly Hatchet, Harlequin on CITI-FM/Winnipeg.

## AOR Reporter Profile

**WERI-FM 104**

Westerly, RI

Co-PD's: Ulysses Gallman, Steve Feldman

Power: 16,000 watts

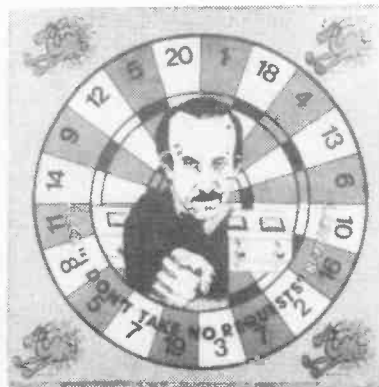
Consultant: none

"The foundation of WERI-FM's format is diversity of rock music in all its forms. In our record library we've included four decades of rock, from Bill Haley to Soft Cell, and such related genres as jazz fusion, reggae, blues, funk, and folk. The philosophy is to create a fresh sound for rock listeners aged 18-35. We have worked to establish musical flow, maintaining a progressive sound while avoiding awkwardness or soundalike sets. We remain competitive by mixing a broad rotation of well-known album tracks and radio hits.

"As MD I try to be frank when evaluating adds. Face it, there's an onslaught of faceless formula rock, crunch metal, and trendy new wave descending on AOR radio. I look for music that stands out with personality, a distinct sound, lyrical depth, or just plain old good hooks. In 1981 less-acknowledged acts such as Del Shannon, Shot In The Dark, Joan Armatrading, Garland Jeffreys and Squeeze, to name a few, all offered us this fresh sound.

"The bottom line: I don't want to bore, or blow out ears, or kick anyone's ass." — Steve Feldman

## Promotion Of The Week



**KMEL DART BOARD:** Recognizing KMEL/San Francisco morning man Alex Bennett's street reputation as the jock everyone loves to hate (because of his sarcastic wit), Promotion Director Kenny Wardell helped to produce an Alex Bennett dartboard. 600 were created to sell by mail at \$10 apiece, and have been a hot item on Bennett's show.

## The Music Section

AOR's Most Accurate  
Music Information  
Begins on Page 41



# Adult / Contemporary



JEFF GREEN

A/C PROMOTION EXEC, PD SHARE IDEAS

## How To Improve Local Sales Research

A significant number of calls and letters asking about research specifically request reasons and systems for measuring local record sales.

This week two streetwise industry pros comment on the purposes and pointers for better local sales analysis: **Rick Bisceglia**, former MD at WXLO (now WRKS)/New York, currently Manager/National A/C Promotion for Arista Records; and **Barney Luv**, Program Director at top-rated A/C WIBA/Madison.

As you will see, both individuals believe the key for obtaining valid sales research is to find and develop strong working relationships with the *right* retailers.

### Why Do Local Sales Research?

**BL:** Local research is essential because every market is different. For example, black product doesn't have much acceptance here. However, because of our big university, rock sells very well. Which ones are right for me? Local sales will help me find that answer.



Barney Luv

**RB:** Although many stations often drop a record as soon as it loses its bullet on R&R's A/C chart, it isn't necessarily time to move that song to recurrent status. Conversely, if a record is No. 5 with a bullet, that doesn't mean you still have to play it. The point: local research provides you with a sharper perspective about the decisions you make.

**BL:** We check single sales as well as LP's, because they do sell to adults here. For example, the Foreigner single "Waiting For A Girl Like You" was bought by more adults

than the album was. That's just one example of how local sales helped me reach the right decisions.

### Finding The Correct Retailers

**RB:** The first mistake music directors make when they start out doing sales research is in attempting to develop relationships with and understandings of the street record business *over the phone*. At this stage, the best move is to go visit a record store, introduce yourself, and just hang out



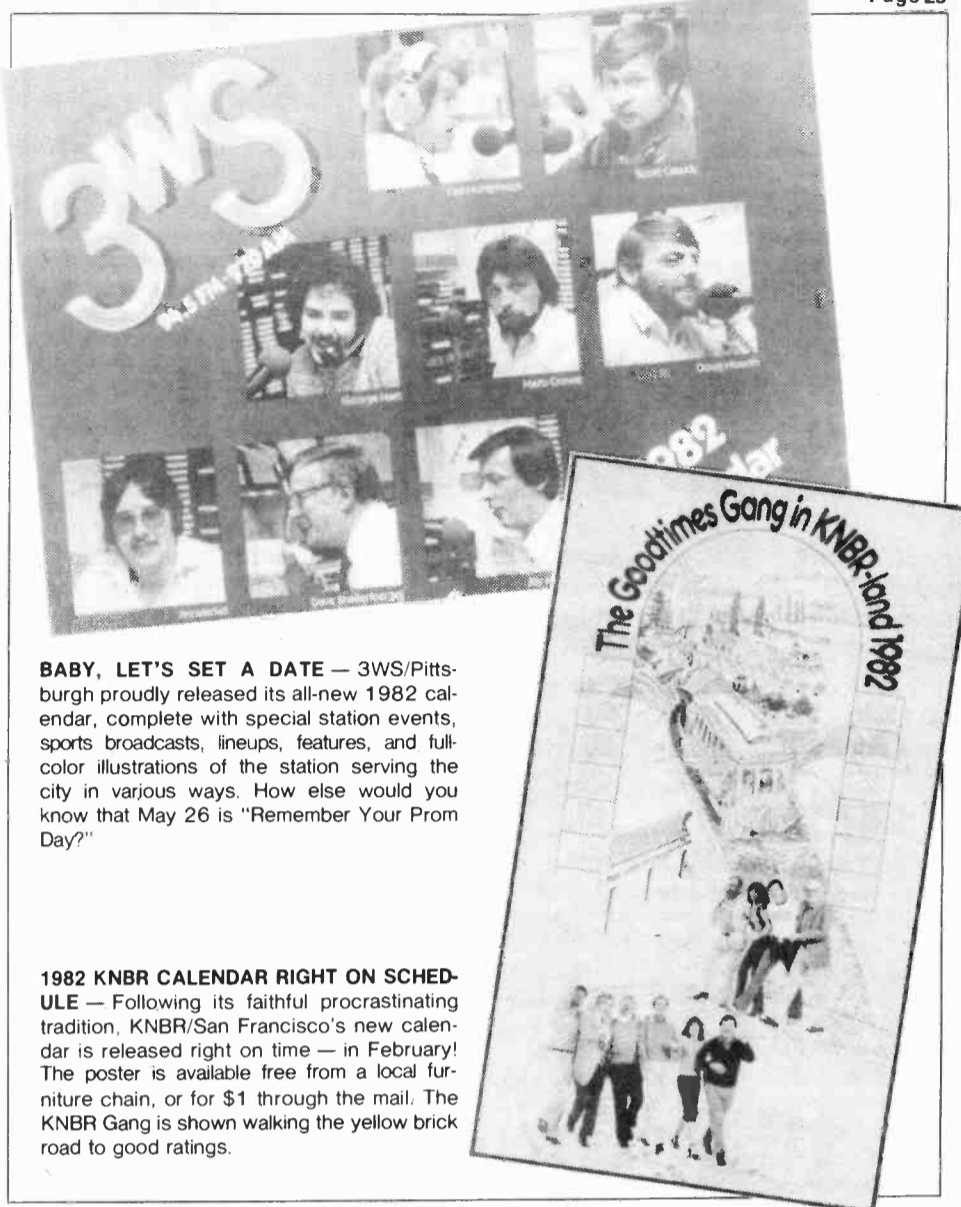
Rick Bisceglia

for about four hours. You'll learn more in that short time than you would in a year by simply dialing various outlets for their "Top Twenty." Meet each store before you call it. It's obviously important to learn which retailers serve your current or potential listeners. In major markets, this means visiting a lot of stores, but it's the only way to do it properly.

**BL:** Right. You have to be very selective about your retailers because they, like radio stations, appeal to a certain clientele.

### Building Better Retailer Rapport

**RB:** Generally speaking, record retailers are not yet conditioned to the potential sales value of A/C radio. So you have to help the educational process. We're working on that ourselves. Not only is it important for you to know what records are being bought by your audience, it's just as vital that the retailers know what you're play-



**BABY, LET'S SET A DATE** — 3WS/Pittsburgh proudly released its all-new 1982 calendar, complete with special station events, sports broadcasts, lineups, features, and full-color illustrations of the station serving the city in various ways. How else would you know that May 26 is "Remember Your Prom Day?"

**1982 KNBR CALENDAR RIGHT ON SCHEDULE** — Following its faithful procrastinating tradition, KNBR/San Francisco's new calendar is released right on time — in February! The poster is available free from a local furniture chain, or for \$1 through the mail. The KNBR Gang is shown walking the yellow brick road to good ratings.

ing. Make sure they each get a copy of your weekly music. Why? If they're not sufficiently stocked with your new adds, an accurate judgment of a record's impact is impossible.

Many A/C stations lament over not being recognized as a sales influence in their markets. Often, the real problem is the station itself. Make your presence felt through a steady, friendly rapport — that's the key.

**BL:** Get to really know the people you talk with. You don't want to be *too* familiar to them, but after awhile you should be able to determine if the person supplying you with sales information is personally biased. That's critical, because you run into that a lot, particularly with young retail clerks, who just might happen to dislike a certain artist. By spending the time to know the people I talk with, I can uncover those individual prejudices. I try to learn as soon as possible whether or not a retailer will be straight with me. Now, every store will hype to a certain extent at various times, but if I get a truly negative feeling about a store, I'll stop researching them, regardless of their size.

### Direct Benefits

**RB:** Over time, when your rapport develops into trust, you can believe you're getting the truth. Furthermore, this trust will bring you more information: specific piece counts, demographic appeal, or simple things like less time on hold.

**BL:** Some stores have learned to give me readings about specific songs and artists, rather than merely the best sellers.



**ANYWHERE BUT HERE** — It's all smiles in the polar country as KBYR & KNIC/Anchorage Sales Manager Randy Kruse helps PD Kay Taylor select the winning entry for a weekend trip to balmy Seattle with a favorite DJ. We haven't heard if their air personality ever returned...

## KBND SUPPORTS JOBLESS

### Free Spots To Employers

We received the following letter from KBND/Bend, OR PD Chip Lewis. The idea is such a good one that it deserves reprint:

Dear R&R,

In response to the growing unemployment rate in Central Oregon (which is now up to 17%), KBND has begun a service to listeners which we hope will help.

Because it can be an expensive proposition to look for work (since running ads in the newspaper requires full payment up front) we have offered Central Oregon's unemployed listeners a chance to run their "situation wanted" ads on our air absolutely free for five days. We run the ads in morning and afternoon drive to give maximum exposure, and if the listener wants a repeat ad, he can send in another one the following week.

Now, to make the employers feel more like hiring someone they hear about from us, we are offering them this: Free advertising if they hire a person who listed their 'looking' ad with KBND, in an amount equivalent to the new employee's first week's gross salary. The only catch is that the person must be hired for at least three months.

In the first few hours after our first announcement, we received over 100 want ads from unemployed folks. It's already beginning to look like we'll have to run several editions in the morning to get everyone in. The idea was hatched after Station Manager John Stenkamp and I discussed how we could do our bit to try turning attitudes around in this area. We thought that this might be a good kick to show we care about the future of our service communities.

Great work, Chip, and ideal for secondary market stations seeking to enhance their community images while providing a genuine service!

That's very helpful for an A/C format. Sometimes they will tip me to something special selling that week which I might be interested in. That kind of cooperation only comes with a good relationship.

Rick and Barney have demonstrated that an honest, personalized approach can provide a station with more meaningful sales research. If you have any suggestions about gathering or interpreting local sales information, please send them to us for future articles: 1930 Century Park West, Los Angeles, CA 90067.

## Progress

### Air Personalities

**Dave Banks** joins **WSNI/Philadelphia** as morning personality. Dave, who holds the Guinness world record for the most kisses in eight hours, most recently worked at **WQYK/Tampa**... Veteran radio personality **John Donabie** shifts from **CHUM-FM/Toronto's** PM drive post to **CJCL's** afternoon magazine host slot across town... **Eileen Fields** is the new PM drive personality at **K-BEST/San Diego**, previously air talent on **KINK/Portland**, **KSFX** and **K-101/San Francisco**... **Pat Patterson** is promoted from **WISN/Milwaukee** sports show producer to overnight personality... **KCPX/Salt Lake City** weekender/reliever **Larry Nielsen** moves across the street to afternoons on **KISN**... **Mark McKinny** has resigned as PD at **Z-96/Wrens, GA** to handle evenings at **WWSA/Savannah**... At **WMAS/Springfield, MA**, **Dave Mallo** is promoted from overnights to evenings, while weekend host **Skip Miller** steps into the swing slot... New lineup at **WINC/Winchester, VA**: **Joe Pasquali/MD** and mornings, **John Bloom/middays**, **Frank Mitchell/afternoons**, **Amy Hammond/nights**. Under the guidance of PD **Frank Iddings, Jr.**, **WINC** is an AM/FM combo which recently dropped its automated Country format in favor of A/C.

## The Music Section

A/C Most Accurate  
Music Information

Begins on Page 54



CAROLYN PARKS

## PRN Puts Some Of The Western Back Into Country

The rodeo has always been uniquely associated with country music and country lifestyle. Unfortunately, with many of today's programmers striving to take the "western" out of "country & western," that aspect of country living has been largely overlooked as a programming tool. However, there are at least five people in Eugene, Oregon who are trying to change that thinking and convince programmers that labels don't necessarily dictate lifestyle. So far they've been surprisingly successful.

The Pro Rodeo Network (PRN) was first conceived by two old friends, Peter Powell and Bob Tallman, who decided a little over a year ago that the time was right to combine their talents and go on the air with the project they had long envisioned. Peter is a former radio man now involved with his own radio/TV production and media buying company, and Bob is a longtime rodeo announcer who is known throughout the circuit as "The Voice Of Rodeo." With the additional help and support of Peter's ex-wife and business partner Kep Powell, plus the talents of Jan Yearwood for national sales and husband Graham Marden, who deals directly with the radio stations, the dream became a reality and the PRN was born. Peter elaborates.

### PRN Covers National Finals

"We spent six months with five different law firms making sure we were set up properly, and we were able to secure the exclusive radio rights to the professional sport of rodeo, the PRCA (Professional Rodeo Cowboy Association), so we had no competition. There were actually two starts to this. The first one was a year ago December, which is when the PRCA has its national finals rodeo, something like the World Series. They wanted radio coverage, and they wanted it from us. We were notified of it ten days prior to the start, and although we weren't prepared to go on for another four months, we looked at it and said, 'Shoot, we can do that!' So we put together a 34-station network, and Jan got Wrangler as a sponsor three days before we were to go on the air."

From that hastily-thrown-together but very successful beginning the rest, as they say, is history. "From the success of that special nine-program live interview commentary show," Peter continues, "we were convinced that we were on the right track. We then regeared and proceeded with our regular plan to go on the air the first of March, which we did with 12 initial stations. 'The Great American Cowboy' has now grown to over 100 markets, and we've continued to add sponsors and improve our product ever since. We're still growing, but it's quite obvious to us now that we've got a real good high-quality radio production. It's probably one of the better interview-type shows on the air."

### Taking The Commentary Approach

If you're thinking, as I was, that the program is a rodeo play-by-play, it's not. In fact, as Peter notes, "We don't do any play-by-play although we have been approached and have the rights to do it from some of the major rodeos. We're still working to get the network set up, and then we're going to start doing some of the other side things, such as longer-format programming for Saturday and Sunday (presently programs run about three minutes in length), more

shows with country music personalities tying their music into their lifestyles, and, of course, taking 'The Great American Cowboy' to TV. We do carry a little bit of the standings of the PRCA, but it's more of a commentary than it is a standings show. What we're really talking about is country lifestyle.

"Bob Tallman, who is far and away the number one announcer and personality in the pro sport of rodeo, travels 250 days a year...he's always out there and calls all the major world rodeos. While he's at these rodeos, he does interviews. We try and find out what these people like to do when they get a chance to go home, their philosophies on life, that type of thing. We talk a lot about

*"Once we get on we stay on, so we feel very pleased that we're putting out a good product."*

— Peter Powell

family, God, and country living. I think Paul Tierney summed it up nicely when he won the 1981 All Around World Champion-

types of markets he could go into, as some towns had never even seen a rodeo. He acknowledged that there has been some

ship, 'The glory goes to God, but I'm taking the money home to South Dakota.'

### Market Limitations

I asked Peter if he wasn't limited in the

hesitance in certain markets, but PRN is continually working on changing that attitude. "Obviously we're not in New York City yet or Detroit or Chicago, but we're working them and have some definite interest there. We have probably 85% of our stations west of the Mississippi, plus a few stations in New York and New Jersey, and several stations across the Southeast.

"I think that some stations are scared off by the rodeo aspect of it. However, when we're actually able to get there in person and sit them down and play them some shows, I think they'll see that it's country

Continued on page 28



Bob Tallman

## COUNTRY HAPPENINGS

### Time Is Running Out!

Well, here it is only one week away from the Country Radio Seminar, and I still haven't polished my boots! Seems like everyone I've talked to is planning on attending, which should make this year's event the biggest ever. There are some great speakers and topics lined up, so don't miss out on this opportunity to learn more about this industry we all love so much (yes, it does get in your blood). If you haven't already registered, see if you can talk your GM into appropriating some funds for a very worthwhile seminar. Hope to see you all there!!

During my absence the latter part of next week, able assistant Paula Ponce will be filling in. If you have any questions or problems, don't hesitate to give her a call.

Next week's Country section will be a special CRS edition featuring the winners of R&R's annual Country Music Poll, as determined by the airstaffs of our reporting stations. It should be interesting to see if the choices coincide with the Grammy winners to be announced Wednesday (2-24).

In future issues I will be spotlighting our newer reporting stations as space permits. I hope these mini-profiles will help you become better acquainted with the personnel, music and programming philosophies of the stations chosen to report to R&R. If there's anything you'd like to know about our reporters (but have been afraid to ask!), let me know and I'll ask for you.

### Welcome To Our World

It's always nice to welcome some new

stations to the Country radio fold. Chicago's WEFM crossed over February 6 and has applied for new calls WUSN (R&R 2-12)...New Country convert KAFY/Bakersfield is in need of record service, especially those golden oldies. Contact Joe King at (805) 366-4411...Soon there'll be a new Country facility in Lubbock, TX, as KRUX-FM (K102) has been granted a construction permit. GM Jim Arnold asks record labels contact him at Box 3548, Lubbock, TX 79452, (806) 793-5900...KOSY/Texas, AR PD Don Michaels also needs record service for his new Country station. Contact Don at (501) 772-3771.

### WHN And Lee Arnold Together Again

Only weeks after Biff Collie wondered aloud in his column what Lee Arnold was doing these days, we found out. He's back at

WHN/New York in his old 10am-1pm shift (R&R 2-5) and enjoying every minute of it we understand. Good to have you back on the air again, Lee!...WHYL/Carlisle, PA welcomes Lee Crawford to the staff as OM/morning drive personality. Lee, who is looking for gospel product for his Sunday morning show, did a little welcoming of his own recently, as he and wife Diane celebrated the arrival of daughter Amy Michelle...Scott Aber promoted from MD to PD at KHIX/Ft. Collins, CO. The station was also named "Station Of The Year" for Colorado by AP...New PD at WIBR/Baton Rouge is Ron Casey...KGEM/Boise's new PD is Chris Adams from KYTE/Portland...WGVM/Greenville, MS PD/MD Lee Randall departs to WNIX across town. Allen Reynolds is filling in temporarily, although the station is looking for a permanent replacement...Dave White upped to MD at WVOK/Birmingham...Mike Tanner joins KLZ/Denver as air personality...Randy Price is WQYK/Tampa's new morning driver (from WJEZ/Chicago)...John Rafferty added to the staff of WBTH & WXCC/Williamson, WV as Production Director and morning man for WBTH...WIL/St. Louis promotes Al Aguis to Promotions Director from part-time announcer, which he will continue doing.

## The Music Section

Country Radio's Most Accurate Music Information

Begins on Page 48

# CONGRATULATIONS.

The Fall Arbitron book is in, and George Burns and Joe Somerset continue to be a smash with their Burns/Somerset Country Format.

It's an exciting format that, for the first time, utilizes the proven radio techniques common to beautiful music and introduces them to the FM Country Music scene.

They're scoring the points, and we're proud to be their representative for this unique country format.

Come see us at the Country Radio Seminar, February 26 and 27, at the Opryland Hotel, Hospitality Suite #4201 P.

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## Inside Nashville



BIFF COLLIE

**TOASTS:** Mae Boren Axton toasted "Luke Duke" from "Dukes Of Hazzard" (Tom Wopat) with a champagne party last Thursday... Brenda Lee will be the "main toaster" honoring Red O'Donnell March 10 with the stars... The Tennessee Legislature honored Charlie Daniels as "Musical Ambassador" of Tennessee... "Superpicker" harmonicist Terry McMillan and his wife Peggy Lynn welcomed a new son Adam Taylor... John Denny honored 20-year "overnight sensation" Terry Flaherty with a testimonial affair on a "Coffee Break"... Twitty City (opening shortly) honors its namesake on his latest ("Red Neckin' Love Makin' Night"), as Conway's 41st No. 1 Country hit record!... Mickey Gilley, at Las Vegas's MGM Grand Hotel Feb. 25-Mar. 3, celebrating his sixth No. 1 hit in a row... Dean Tubb & wife Diana (another second generation of Ernest) expecting twins in March... Alabama's February 2 show in Charlotte sold 12,000 tickets in 2 1/2 hours!! (a new record)... Hank Williams, Jr.'s unprecedented seven albums in the Top 50 LP chart netted him, among others, four nominations in the Music City News Awards ("Male Vocalist," "Musician Of The Year," "Album Of The Year," "Single Of The Year")... "Dallas" star Charlene Tilton, 22, and Johnny Lee, 36, tied the knot at Lake Tahoe in a Valentine's Day ceremony.

**ROASTS:** Thomas W. Hamm of Galveston, TX filed a \$2 million lawsuit against his son Johnny Lee and Us magazine claiming statements made in the February 3, 1981 issue saying the father deserted Lee as a baby were not true... Kenny Rogers's out-of-court settlement with Liberty Records includes a commitment to deliver two more albums for the label. Terms of the settlement were not disclosed... Alabama group member Teddy Gentry, testifying in court against Al Cartee, charged with copyright infringement for selling an album called "Alabama: Pride Of Dixie," said the songs for the album were recorded in 1975 as a demonstration tape of songs only and not as a master for an album. "We were still workin' bars and scratchin' out a livin'," he said.

**VIDEO GAMES:** Barbara Mandrell's through with her weekly series. The last new show will be seen February 28... Johnny Cash signed to star in a new one-hour CBS-TV "American Cowboy" special maybe for April or May run... One of the "cookin'est" TV tapings ever here was the Jerry Lee Lewis 25th anniversary special. Watch for it... Merle Haggard's "Austin City Limits" show last week, and the profile on "20/20" for ABC-TV were great... For the first time in its 12-year history, "Hee Haw" will be taken on the road as a Fair Show this summer... Those 13 one-hour Jimmie Rodgers-hosted TV shows taped at the Palomino Club in L.A. will be syndicated by Media Productions... Charley Pride was profiled for PBS with footage from a concert in Senatobia, MS near his hometown of Sledge, MS. (Pride now owns the Mississippi delta land on which he picked cotton as a kid and his father Mack still operates a one-chair barber shop in his hometown)... Jeannie C. Riley videotapes the "Freddy Quinn Show," seen throughout West Germany, Austria, and Switzer-

land... Jim Ed Brown was featured in a "PM Magazine" on "Life On The Road" for a country music star.

**AIRLINES:** They're calling Loretta Lynn the "Goldminer's Daughter" these days after banking three "gold" records (LP's), as Loretta revives her songwriting career after a hiatus of 10 years (and that's not a "lie")... Esquire magazine's "Quarter Note" feature in the June issue will spotlight Tom T. Hall... Janie Fricke teams with Alabama for 60 showdates in 1982... Roy Clark's 17-day run at Las Vegas's Aladdin Hotel, he says, is like a vacation... Gail Davies and Glen Campbell will be "going around together" with their March 18 tour starting in the Southeast... Rex Allen, Jr. cut a thing for his next album called "The Last Of The Silver Screen Cowboys," which features Rex, his dad Rex Allen, Sr. and a guy named Leonard Slye (Roy Rogers)... Reba McEntire lost that \$4500 silver and gold belt buckle, lifted from her Opryland dressing room while she was onstage doing "Nashville Alive" for Ted Turner's superstation with host Ralph Emery... Paul (of Peter, Paul & Mary) Stookey signed with Gary Paxton's New-Pax label to sing Gospel music... Waylon Jennings's new office walls are covered in blue suede!... Among the more than 100 dealer exhibits at the "Heart Of Country" antiques show at the Tennessee State Fair Grounds here last weekend were Johnny & June Carter Cash. They mainly show antique jewelry, vintage clothing and glassware. Among their offerings were pocket watches and belt buckles from John's personal collection... Wink "Tic Tac Doe" Martindale opening a restaurant in his hometown of Jackson, TN (remember his million-selling "Deck Of Cards" hit?)... If some of Dolly Parton's thoracic attributes appear disproportionate, it may be because she is only 5 feet tall... 44-year-old Glen Campbell's current heartthrob is 23-year-old Kim Woolen... It has nothing to do with "country," but didja know that "Gabby" Hayes, Roy, Gene and Hoppy's cowboy movie sidekick, filled in as "Howdy Doody" for over a year when Buffalo Bob had a heart attack????... *True Story:* On the way back from a showdate one night, Hank Williams's mother Lilly, relieved she wasn't lost when she spotted the lights of the Montgomery airport, exclaimed "Thank God! I saw the lights!" Hank woke up from a nap with a start and said, "Say that again!" She did, he turned, grabbed a brown paper sack and wrote, without saying another word, all the lyrics to a new song called "I Saw The Light"... Jose Feliciano went backstage after a Terri Gibbs concert in L.A. The two sightless stars have a lot in common. "When you settle down," Jose advised Terri, "you oughta marry a blind man. You could save a fortune on light bulbs!"

# PRN Puts Some Of The Western Back Into Country

Continued from Page 26

more than rodeo. Some of these markets may not have rodeo, but they've got country-thinking people, and those kind of people are very much interested and have roots with country lifestyles. That's one of the big things in the quality of the program. If all we were talking about was rodeo stats and standings, then we'd really be confined to rodeo towns.

"Our demographics are extremely broad, both male and female. We basically sell it on total adults 18+ but we've found that a lot of kids still look to cowboys as their heroes, so we have a lot of younger demographics that we really didn't think we'd get, plus a lot of older people who identify with the country lifestyle, the family orientation. We've only lost eight stations since we've started, half of which were format changes. Once we get on we stay on, so we feel very pleased that we're putting out a good product."

### On Tape But Sounding Live

The programs are made available to stations on a barter system, with the cost of production and distribution born by network sponsors. Each station must air the six three-minute programs per week at a time designated by PRN, usually during the peak listenership morning drive segments.

At present, "The Great American Cowboy" is a tape-distributed, two-week delay program that is fed via the COMREX system back to the main studio in Eugene from wherever Bob Tallman happens to be that week. Peter expects that they will go satellite sometime in the next year or so, but until that happens, they take special care to make the program sound live. "We're distributed on tape, but we operate as if we were wired. We are the most current information in the sport of pro rodeo... we beat out everything as far as information goes, so as a consequence nobody knows that we're two weeks old with information. We operate as if it is a live situation. It takes a little bit more production, a little bit more forethought producing in advance, but it's a much better program that way."

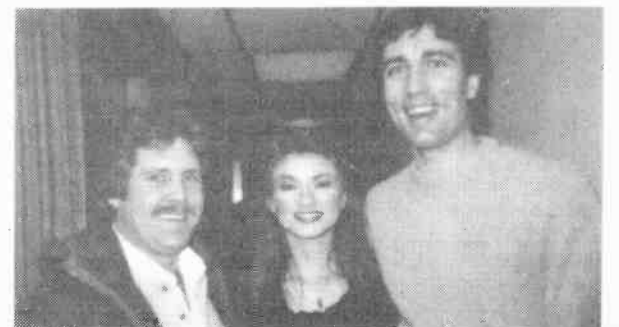
Since the "Urban Cowboy" syndrome came about just prior to PRN's formation, I asked Peter if he felt it had helped get his network off the ground. "It was a big help to us. It legitimized it. All these people were always there. They were closet cowboys, but all of a sudden it became hip and all right to be cowboys. It was a big deciding factor to me to get involved in it." With the growth that the Pro Rodeo Network has had over the past year, maybe we indeed all did "grow up to be cowboys."



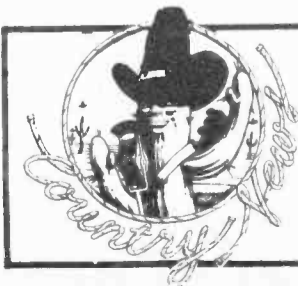
**RONNIE LOVES THOSE "OLDER WOMEN"** — WILQ/Williamsport, PA recently conducted an "Older Women" contest in conjunction with the Ronnie McDowell song of the same name and received hundreds of entries from the 26-plus demo who wanted to hear the artist in concert as well as join him for an intimate dinner afterwards. The two lucky ladies who got to share an evening with Ronnie are shown above with (l-r) WILQ's Ted Bear, Ronnie, and WILQ PD Mark Lindow.



**WNOE PICKS THE PERFECT COUNTRY 10** — WNOE-AM/New Orleans PD Joe Patrick would probably pick the station's "Miss Country 10" contest as one of his favorites. Joe took a moment out from the hard work of judging to surround himself with the five finalists because, as he writes, "I figured it was the only way to get my picture into R&R!"



**K-JO RADIO HAS SYLVIA IN TOW** — RCA artist Sylvia recently visited the hallowed halls of KJJO-FM/Minneapolis-St. Paul, where she is flanked by RCA's John McNamara (left) and KJJO MD/afternoon drive personality Don Michaels (right).



**Coors Country News**  
This Week:  
**ED BRUCE**  
Plus Various Guests

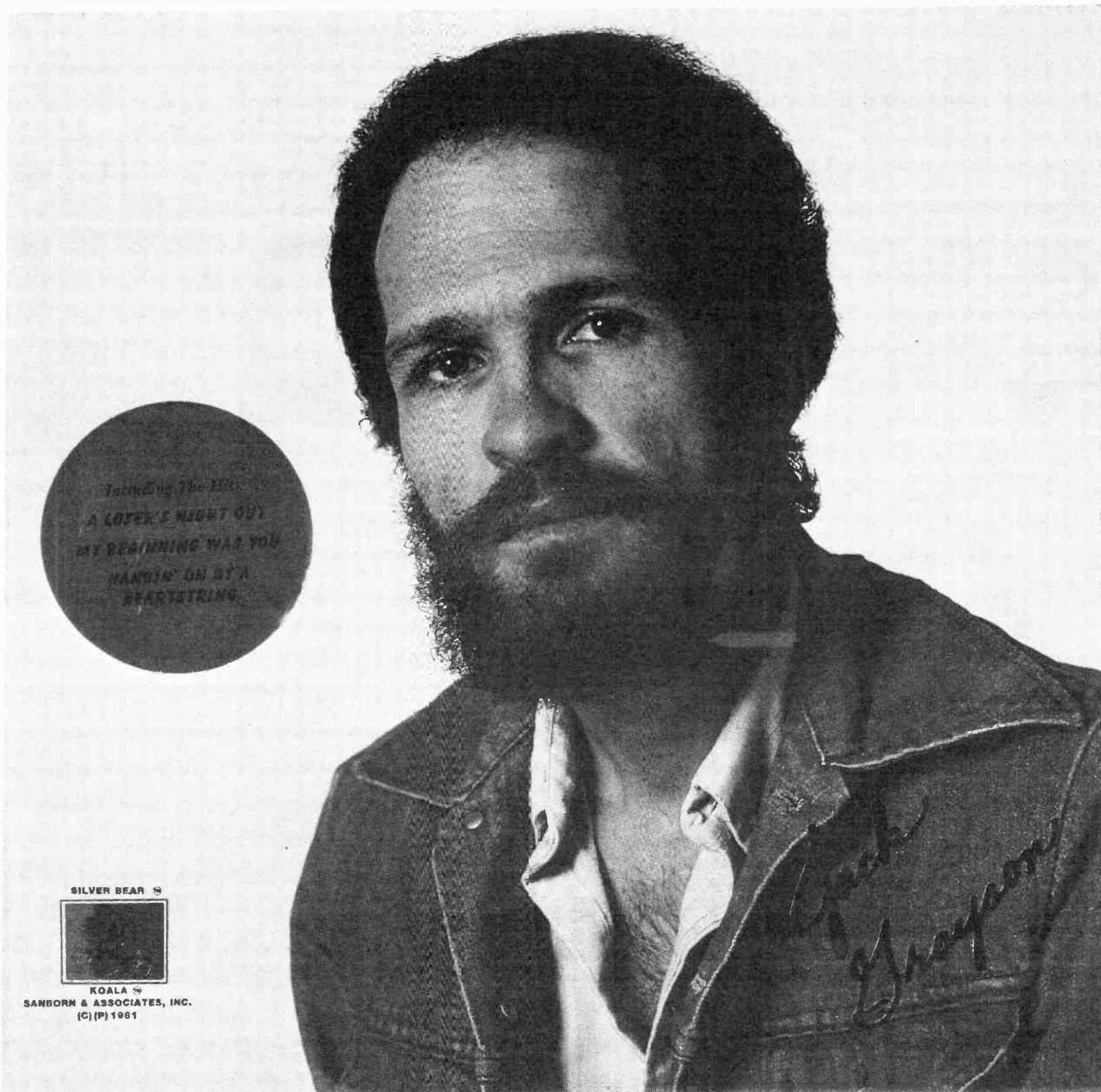
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Koala Record Company Announces A New Album Release By  
**Jack Grayson**

**WHEN A MAN LOVES A WOMAN** KOA 15751

Includes The Hit Single Headed For Top 10,

**"WHEN A MAN LOVES A WOMAN"** KOS 340



Executive Producer Wes Sanborn

Produced By: Bernie Vaughn And Jack Grayson

Distributed by:  
Koala Record Company  
P.O. Box 1680  
Hendersonville, Tennessee 37075  
615-824-8601

Marketing Consultant:  
Ken Woods  
3600 Hillsboro Road  
G-13  
Nashville, Tennessee 37215  
615-298-3751

Watch For New Koala Releases

# Black Radio



WALT LOVE

MUTUAL BENEFITS FOR RADIO, RECORDS, AND RETAIL

## The Importance Of Accurate Music Reporting

Radio, music, and the trade publication. Hard economic times are tough for every business, so if one business depends on or coexists with others, there must be a common bond. If music had no radio to expose it, music would not sell as well. If radio had no music to play, all-Talk radio sure would get boring. If radio/music trade publications had no radio or music to write about and organize... well, you get the picture. All three industries depend on each other quite heavily.

In talking with many radio executives, and record executives, one mutual problem continues to come to the forefront — the lack of professionalism and accuracy among some radio and music industry personnel. In an attempt to try and shed some light on the subject, I contacted two proven executives in their chosen fields: Jerry Boulding, National Director of Black Product for MCA Records and Steve Harris, newly-appointed Program Director at KRLY/Houston, formerly of WGCI/Chicago. These two gentlemen agreed to discuss the problem of misinformation among black program directors and music directors, a subject whose time has come.

Our first interviewee, Jerry Boulding, has spent the better part of 20 years in the radio business, both general market and Black radio. Mr. Boulding has been a successful air personality as well as one of radio's premier programmers. Jerry's successes include WWRL/New York, WVON/Chicago, KDIA/Oakland, WOOK/Washington, and WCHB/Detroit. After a year with MCA, he's just joined WJPC/Chicago (see Page 1).

Getting right to the point, I asked Jerry how to stress the importance of accurate music reporting for all concerned. "I think we who have been around the industry must try to raise their level of consciousness about business itself. Program/music directors must be honest themselves — when they commit to air a



Jerry Boulding

*"With the advent of Urban Contemporary Radio, there's even more of a need for those in Black Radio to pay more attention to what they're doing."*

— Jerry Boulding

record they should then play the record, not just say they are to get the promotion person off their backs. Every programmer, in my opinion, is charged with the responsibility of giving accurate information about anything that's aired on the radio station. I'm a big advocate of radio doing their charts accurately and reporting that information accurately.

"It does no one any good for a station to tell the record company that they're playing a song (single or album) and not pass the same information on to the trade publications. Secondly, a lot of radio stations have difficulty understanding just how important their actions are to a record company. They've got to understand that their

honesty and accuracy regarding music playlists affects a number of individuals and business decisions as well."

### If You Don't Do It . . . Someone Else Will

How do we accomplish this? "I think one thing we have to do is point out the strength of black music. Look at the new Urban Contemporary concept — the danger is that if black programmers don't begin to do the proper professional things, someone else will. Without trying to appear racist, I think it's important that black people be in control of Black radio to the extent that they can."

Do you think some black programmers really realize how much radio depends on the music business and how much the music business depends on radio? "I really don't think some of them know the impact they have. I've also looked at some of the problems. For example, I can't understand, for whatever reasons, why there are people who can't get their lists finished on time. I don't know if they weren't trained properly or what. Some PDs and MDs these days were disc jockeys one day and the next they were in charge of the radio station. In defense of some black programmers and music directors, some of these people have no help at all. They don't have assistants or secretaries to help get all this work done. Some even do air shifts, production, etc. — it's tough, but that's the difference between those who make that second effort to do the things that are necessary. The people who make the effort very often are the ones who have longevity and are successful at whatever they do."

What is your field staff doing to help with this problem of accuracy? "I think that

black promotion people have the additional responsibility of reminding the programmers and MDs how important some of the things we are discussing are to them. One thing I'm doing with my staff which may make a difference, is to make them aware of radio's problems. I want our people to be welcomed at a radio station, not thought of as someone who's bugging the programming personnel, but as people who give good, helpful, accurate information to radio."

Any closing thoughts? "Yes, I'm really concerned about the new PDs and MDs and black jocks. With the advent of Urban Contemporary Radio, there's even more of a need for those in Black Radio to pay more attention to what they're doing. Black

- Accuracy in reporting can help bring revenue to your station.
- Extra effort: The difference between success and failure.

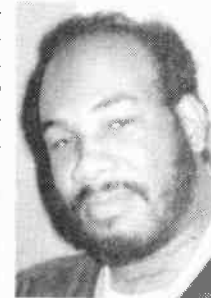
music is big, crossover is big, and there will be some opportunities for those people who pay attention and do honest, good work, with a little second effort."

### Steve Harris: A System For Consistency

Steve Harris, Program Director at KRLY/Houston, is one of the fine young, bright black programmers in the country. Steve most recently programmed WGCI/Chicago and prior to that worked as a jock for WBMX/Chicago, where he worked with James Alexander and Earnest James, now GM at KDIA/Oakland. Harris also had some tutelage from Barry Mayo, now Asst. PD at WRKS/New York.

"I learned very early in my career the importance of a record add," Steve said. "When I add a record, so many things go into motion. The local person calls his national promotion director who in turn calls the national sales director who contacts a branch sales rep, who then starts sending his sales people out to the local retailers who ultimately buy this record. The song hasn't even been heard on the air yet but all of this activity takes place — a lot of dollars and a lot of reputations are on the line at this point. So I think it's very important that I be accurate and consistent."

Knowing that other persons' livelihoods depend on what you do as a PD, how did you achieve accuracy at your stations? "My



Steve Harris

*"These people don't need to buy 300 pieces of a record that I'm not really playing."*

— Steve Harris

system works this way. No matter when I add a record I make a list of everything. Let's say the new Stevie Wonder record comes out on Thursday. I don't wait till the next music day to add it. Instead I'll add it, and put it on my list for next week when I talk to you with my music report. The next Wednesday I will report everything that I have added since the last report. That way, I don't miss anything by being disorganized. At that point I make sure R&R knows if I'm playing these records as singles or album cuts and what their rotations are. Some trades call us and ask for the top 10 reported records — you guys do better, which makes us be more careful, you take 60-70 records at all times, if we want to report them.

"One thing that you people do which I like and I think is important — you ask questions, about each record. For example, if one of my records takes a big jump, you immediately say, 'What happened with that record, why did it move like that?' It's that type of dialogue which makes the difference. You can't sit out in L.A. and know exactly what's happening in Chicago, New York, or Houston — you've got to get a feel for what's happening by asking questions. That's why I like R&R's methodology, because if I make a mistake I already know you'll question me about that record."

### Retail Rapport

How did you acquire your techniques? "Well, I was very fortunate, I had three very good teachers — Earnest James, James Alexander, and Barry Mayo. These people taught me the total importance of being a professional. Earnest is a

businessman — radio is fun, you should have your fun days, but when it's time to work you do your job as a pro and to the best of your ability, or you don't work for Earnest. I had the same rapport with James Alexander, who now does mornings for us here at 'Love 94,' and when I worked with Barry, I think all of that good training really paid off.

"Barry would take me to the stores to talk to the local retailers. When you do that kind of research, talking to these people face to face, you begin to realize that they have a hard time just keeping their doors open for business. These people don't need to buy 300 pieces of a record that I'm not really playing. You really begin to understand just how important it is to be accurate with your reporting. Radio can be fun, entertaining, enjoyable, and when the ratings are up you feel good — but one must always remember, it's a business first."

Since most Black radio stations are operated on minimal budgets, I asked Steve what he would suggest PD/MDs who have no help do to accomplish all the things that must get done. "I would try two avenues. First is to tap members of your staff that you feel are professional enough to entrust with the responsibility of completing a project for you. Teach them how to get involved, explain what you want them to do, and make sure they understand everything clearly. I've also made sure that my staff knows that any extra work I ask them to do is going to make a better radio station.

"The next approach would be to use interns from local colleges. It's imperative that you find the students who are serious about broadcasting — not the ones who just want to hang around the radio station. Find

the serious students and you'll get some good workers, because most of them will be getting some academic credit."

For those in small markets, I asked Steve to explain the longterm financial benefits of a professional attitude. "Some of the PD/MDs in small markets don't realize that both our businesses feed off one another. I don't mean to imply that if you play a record expect the station to be paid in advertising dollars, but as a normal business practice, realize that when you play a piece of product, that company just may make a time buy to support the possible sales of that product. If that happens, then that's revenue to your company. If a marketing person knows your station's operated in a professional manner, they're more inclined to do business with you because they know you'll report to the trades properly, to the retailers, and them. Plus, radio stations who have no budgets can get support from record companies in the form of promotions. These companies naturally are going to do business with the stations who are straight with them, and I don't blame them."

Steve Harris and his "LOVE 94" will begin reporting music to this section in the next two weeks. Welcome aboard.

## The Music Section

Black Radio's Most Accurate Music Information

Begins on Page 51

# "SHINE ON" WITH THE DUKE.

THE #1 MOST ADDED SINGLE OF THE WEEK, NOW ON THESE STATIONS: WWRL, WDIA, WJMO, WANS, KRLA, WLOK, WBMX, KSOL, KGFJ, WGCI, WHRK, WGIV, KPRS, WRBD, WCIN, WAMO, WEDR, WDMT, WDKO, KSLY, WSSJ, WVOL, KDIA, WGUY, WQPD, CK 101, SM 99, KIIS AND WSGA.



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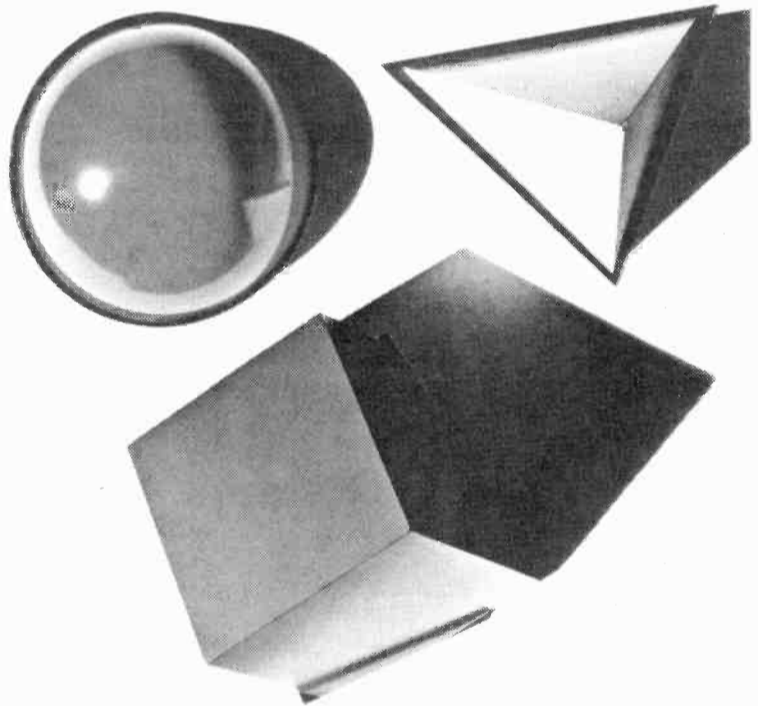
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## GAMMA 3

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## BRAD MESSER



### When Is A "Basic" Outdated? Ask Someone Else

There's a line separating basics from dull repetition. We may hear something on the radio and think of it as a tired old gimmick well past its useful life, or we may hear the same thing and say the station is doing a fine job of adhering to the proven basics. What's the difference?

If I knew that answer I'd become the world's most successful consultant, make a quick fortune and begin squandering money at the rate to which I would enjoy being accustomed.

The difference between basics and merely doing the same thing over and over and over is exclusively in the attitude of the listener, who may not know why, but who surely knows how he feels about what he's hearing. It's the old not knowing anything about radio but knowing what you like.

Programmers, who absolutely must know how people feel about everything on the radio, use consultants, surveys, focus groups, request lines, numbers, percentages, pie-slice graphs, breakers and bullets, walking the tightrope trying to determine where comfortable familiarity ends and burnout begins. It is not an easy exact process like manufacturing a phonograph record; it is a sort of magic mumbo jumbo art like predicting whether the record will sell.

This mishmash of thoughts drifted through my mind as I was listening to a Southern station's live remote broadcast from the local rodeo and stock show. I thought it was disgustingly old-fashioned, and wondered who really cares about the rodeo? If people were interested they would be there, wouldn't they? The station was playing music I enjoy and had good clean newscasts so I kept listening, but every hour those stupid rodeo remotes kept coming. Then something inside me began looking forward to the next one, and I realized that the programmer or news director had somehow gradually romanced me into liking what I had hated initially. I still didn't want to go to the show but it was becoming interesting to hear updates on what performers were making music, and even what cowboys were doing what to which kinds of animals.

Whoever had decided to run those dumb old-fashioned hourly remotes from the fairground had known — either by luck or by careful research — more about my likes and dislikes than I had known myself. Something I had considered a hopelessly outdated gimmick had, by pure force of its entertainment value, changed my attitude to "that's good basic local programming!"

I don't know a whole lot about radio, but I do know what I like. Those remotes from local events are great, hey?

## CALENDAR

**MONDAY, FEBRUARY 22:** Another success story in which the hero failed and tried again before winning: Frank Woolworth opened the Great Five-Cent Store 103 years ago today, but it promptly went broke. A few weeks later he opened another store in a better location and was on his way to becoming one of America's richest men. Woolworth's 5-and-10-cent stores enabled him to build what was then the world's tallest building, the 792-foot Woolworth Tower in New York City, in 1913.

Twenty-five years ago today Alan Freed hosted a Times Square rock show. People had stood in line since before sunrise to get tickets for the 10:30pm concert. The New York Times reported rock 'n' roll was "a fad in swing music."

Robert Young, best known in "Father Knows Best," is 75. Former owner of the Oakland A's, Charley Finley, is 64. Champion grand prix driver Nicki Lauda hits 33 and "Doctor J" Julius Erving is 32.

**TUESDAY, FEBRUARY 23:** An odd festival is underway in Liberal, Kansas and Olney, England today. Women are running through the streets carrying skillets with pancakes in 'em, trying to flip the hotcakes as they run. The "Shrove Tuesday" pancake races reenact an ancient legend in which a woman cooking breakfast heard the bells ringing, and ran all the way to church. She made it on time but arrived still clutching her skillet. Today's races are carefully timed in each city, and results are compared over the phone. The record for the official 415-yard course (held by Liberal) is 58 seconds.

During a live radio "fireside chat" by President Roosevelt on this date in 1942, several Japanese submarines surfaced and fired at West Coast targets. They caused little damage but lots of jitters because Americans thought an invasion might be starting. It wasn't.

Peter Fonda is 43. Dallas Cowboy Ed "Too Tall" Jones is 31.

**WEDNESDAY, FEBRUARY 24:** The U.S. launched Earth's first space rocket 33 years ago today. We had a lot of help from German engineers and scientists who were captured at the end of World War II. In fact, America even used a reworked German rocket for the historic 1949 launch.

Our overseas radio service Voice Of America first broadcast 40 years ago today. Its first director was the actor who played the law professor on "Paper Chase," John Houseman.

The FCC authorized limited testing of pay TV 21 years ago today in 1961.

Abe Vigoda, who played the always-about-to-retire Detective Fish on "Barney Miller," is 60. Lawyer and author Mark Lane is 55. Barbara Lawrence reaches 52, and James Farentino is 44.

**THURSDAY, FEBRUARY 25:** The United States was between wars when Samuel Colt received the patent for his "revolving pistol" 146 years ago today in 1836. The gun was good, but people weren't buying, so Colt's company went broke six years later. He worked on other kinds of weapons including underwater mines, until the Mexican War came along and created a demand for the Colt revolver. He opened a new gun company and, on his second try, Colt became a success. His six-shooter was the most significant small arms invention of the 19th century.

Cassius Clay became world heavyweight boxing champ in 1964. The next day Clay announced his new name, Muhammad Ali.

This is the first day of the 70th year of U.S. income taxes. George Harrison is 39. Former U.S. tennis champ Bobby Riggs is 64. Voice talent and actor Jim Backus is 69.

**FRIDAY, FEBRUARY 26:** One of the nation's first liberal arts colleges for women, Vassar, was established 121 years ago today in 1861. Poughkeepsie brewery baron Matthew Vassar wanted no men, and his school stayed that way until the sex barrier was broken in 1968.

The first nonstop around-the-world flight began today in 1949. Averaging 250mph, the USAF B-50 bomber "Lucky Lady II" landed 94 hours later.

The Grand Canyon has been a National Park 63 years today.

Johnny Cash hits 50. Fats Domino is 54.

Tony Randall is 62, and Jackie Gleason reaches 66.

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# THE PICTURE PAGES

## Martell Kickoff Luncheon



Preparing for the 1982 T.J. Martell Memorial Foundation for Leukemia campaign, a Los Angeles luncheon was held, with participants including (l-r) E/A Chairman Joe Smith, A&M Chairman Jerry Moss, Chrysalis Co-Chairmen and 1982 honorees Terry Ellis and Chris Wright, CBS Associated Labels VP/IGM Tony Martell, and Shorewood Exec. VP Floyd Glinert.



Like its counterpart on the West Coast, the T.J. Martell Memorial Foundation for Leukemia Research's East Coast contingent staged a Presidential Luncheon recently to salute 1982 honorees Terry Ellis and Chris Wright of Chrysalis Records. Pictured (l-r) are Foundation Chairman Floyd Glinert, Foundation President Tony Martell, Wright, Foundation Research Director Dr. James Holland, Ellis, and Dinner Chairman Dick Asher.

## Grammy Poster People



The National Academy of Recording Arts & Sciences (NARAS) TV Committee is pictured displaying the new poster for the 1981 Grammy Awards. Shown (l-r, front) are Nashville Chapter's John Sturdivant, National Executive Director Christine Farnon, Memphis's Les Bruëck, Los Angeles's Eddie Lambert, past President Jay Lowy, and Atlanta's Bill Huie; (l-r, rear) Chicago consultant Murray Allen, past President Bill Denny, New York's Al Steckler, sound consultant Bones Howe, National President Bill Ivey, San Francisco's Paul Smith, and Chicago's Charles Colbert.

## MCA Signs Black Label



Nashville-based black gospel company Black Label Records has signed a distribution deal with MCA Distributing Corp. Pictured (l-r) are MCA Distributing President Al Bergamo, Black Label President Larry Blackwell, Black Label's Shannon Williams, and MCA attorney Bonnie Greenberg.

## Williams Wins Gold



Elektra/Asylum recently presented Hank Williams Jr. with a gold album award for his "Whiskey Bent And Hell Bound" LP. Pictured (l-r) are E/A Nashville VP Jimmy Bowen, Williams, and manager J.R. Smith.

## RCA's Main Men



RCA's Main Ingredient played the Savoy in New York, and were greeted backstage by label executives. Pictured (l-r) are RCA's Patrick Spencer, group's Luther Simmons, RCA President Bob Summer, and group leader Cuba Gooding.

## Lowrell & Hammond



Hammond Music Enterprises Chairman John Hammond visited Zoo York artist Lowrell Simon Jr. to discuss plans for an LP on the label. Pictured (l-r) are executive producer Derrick Parker, Hammond, Simon, and producer Gus Redmond.

## Smith's Date With Destiny



Destiny Records has signed Myrna Smith, former Sweet Inspirations member and co-writer of Carl Wilson's first solo album. Pictured (l-r) are Destiny President Arnie Orleans, Smith, and manager Jerry Schilling.

# Opportunities

## Openings

### EAST

**Creative Director needed for growing A/C AM station.** Send T&R and sample copy to Rich Reis, GM, WFTQ, 34 Mechanic St., Worcester, MA 01608. EOE M/F (2-19)

**Just lost our News Director to ABC.** Good bucks for good anchor and talk show. WEJL & Rock 107, call yesterday. Barney Stone, (317) 346-6555. EOE M/F (2-19)

**Major market News Director/Anchorman.** 2 NYC radio stations, staff of 20 budget \$500,000. Winner deadline news, documentary. BA, 32, (315) 652-6835. (2-19)

**Evening jock opening.** Send T&R to WZZO, Suite 205, Westgate Mall, PA 18017. No calls please. EOE M/F (2-19)

**WCOZ has an immediate opening for a fulltime air/production talent to join America's top Rock 'n' Roll station.** Major market experience preferred. T&R to Andy Beaubien, WCOZ, 441 Stuart St., Boston, MA 02116. EOE (3-5) •

**WADC/WIBZ Parkersburg has immediate sales openings.** Heavy hitters only. Beginners need not apply. Call Walt, (304) 485-7354. EOE M/F (2-12)

**News Director wanted minimum 3 years experience.** T&R to Steve Hopp, WNAV AM-FM, Box 829, Annapolis, MD 21404. EOE M/F (2-12)

**Suburban Washington A/C seeks news anchor person with good voice/ability to dig.** T&R: John Long, WPRW, Box 1480, Manassas, VA 22110 or (703) 368-3100. EOE M/F (2-12)

## Openings

**I'm about to purchase an underdeveloped FM on the Central New Jersey shore.** I need a "take-charge" Program Director to give direction to a potentially great radio station. Air shift; oversee air staff, production, news, format execution. Proven ability to lead a must. Also accepting applications for news and production personnel. T&R's to Jonathan Hoffman, WWUU, 156 Broadway, Long Branch, NJ 07740. EOE (3-5) •

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**WADC/WIBZ Parkersburg has opening for News Director.** Strong gathering and reporting. T&R to Box 1747, Parkersburg, WV 26102. EOE M/F (2-12)

### SOUTH

**C102 in Savannah now accepting T&R's for future air talent.** Send to Jonathan Keyes, Box 1326, Savannah, GA 31401. EOE M/F (2-19)

## Openings

**KXLR/Little Rock now accepting applications for News Director and other possible future openings.** EOE M/F. T&R: Don Moore, Box 3014, Little Rock, AR 72203. (2-19)

**KIXY-FM/KQSA looking for talented air people.** Advance with a growing partnership. T&R: Bobby Hart, City Hall Plaza, San Angelo, TX 76903. No calls. EOE M/F (2-19)

**Minorities, male and female openings.** Expanding staff. We pay if you deliver - COUNTRY. T&R: Ron Casey, WIBR, Box 1226, Baton Rouge, LA 70821. (2-19)

**Wanted: Lady reporter to write and deliver on-air local news.** T&R: WMMB, 2221 Front St., Melbourne, FL 32901. (2-19)

**WAVV-FM105 accepting T&R for future openings.** Work for top notch organization. T&R: Marty Rowland, PD, Rt. 1, Box FM105, Ft. Pierce, FL 33450. EOE M/F (2-19)

**Afternoon Drive open at Greenville's #1, possible as MD.** T&R: Dan Diamond, PD, WNIX, Box 235, Greenville, MS 38701. (2-19)

**New Texas FM award-winning group - Country opening.** Announcers with good voices and production skills. T&R: Box 3548, Lubbock, TX 79452. EOE M/F (2-12)

**Noon-4/possible 4-8 openings.** Fun-loving KVIL-type personalities. Good bucks for right person. T&R: Randy Kabrich, WDCG-FM, Box 2128, Durham, NC 27702. EOE M/F (2-12)

**WANS-FM/Greenville-Spartanburg, SC's 100,000 watt CHR looking for adult communicator-morning drive.** Community involvement. Good money. T&R: Bill McCown, Box 211, Anderson, SC 29622. (2-12)

**K102/Ft. Lauderdale-Miami searching for a great morning entertainer/team (AOR).** T&R: 4431 Rock Island Road, Ft. Lauderdale, FL 33319. EOE M/F (2-12)

## Openings

### MIDWEST

**WISM/Madison afternoon drive personality needed at leading A/C in one of America's best cities.** T&R: Bill Vancil, Box 2058, Madison, WI 53701. EOE M/F (2-19)

### MAJIC 108 FM AIR PERSONALITIES

**KMJM, No. 1 Urban Contemporary/Black in St. Louis, seeking talented, experienced on-air entertainers.** Lots of outside promotion and exposure. Great benefits package, new showcase facility. Rush tape, resume and photo to:

**MAJIC 108 FM, Box 4860/St. Louis, MO 63108 (EOE)**

KMJM is a member of the Amature Group, Inc. with facilities in St. Louis, Southern Florida, and Houston

**Top CHR FM looking for experienced morning drive talent.** Looking for that right team member. T&R: Doug Gillan, WIBW-FM, Box 119, Topeka, KS 66601. EOE M/F (2-19)

### Morning Man!

We may be the place for you to do your act. AM in Top 100 market, Great Lakes area. Great bucks, good basics and strong act a must! You will be filling big shoes. Send T&R to Radio & Records, 1930 Century Park West, #307, Los Angeles, CA 90067.

**WILS-FM/Lansing, MI looking for personalities for all shifts.** T&R to Frank Smith, 600 West Cavanaugh, Lansing, MI 48910. EOE M/F (2-19)

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# Opportunities

## Openings

Number One station medium market wants experienced A/C announcer. Creative skills a must. T&R, copy sample: Tim White, WSMT, Box 3335, Peoria, IL 61614. EOE M/F (2-19)

### Medium Top 100 Market AOR Expanding

Splitting AM-FM, FM needs:  
 PD: (present one moves up to Manager). Experience, maturity, promotion-minded, strong people skills.  
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 Send tape, resume, photo and present earnings to Radio & Records, 1930 Century Park West, #314, Los Angeles, CA 90067.

Tower 92FM, Detroit has immediate opening, evenings 6pm-12mid. 2 years experience required. T&R: Steve Schram, WTWR, 100 Renaissance Center, Ste. 1550, Detroit, MI 48243. EOE M/F (2-19)

### Copywriter

For one of Midwest's top stations. Experience preferred. Good voice helpful but not necessary. Looking for a team person. Good pay, excellent benefits, working conditions in attractive medium size market. Resume to: Radio & Records, 1930 Century Park West, #311, Los Angeles, CA 90067.

AOR personality newscaster sought. T&R and writing sample to Dave Lyons, KC 103, Box 3486, Evansville, IN 47734. EOE (2-19)

Are you crazy enough to work in Indianapolis? Are you considered a "dangerous" character? Tapes only: WNAP, Indianapolis, IN 46208. EOE (2-19)

All news/information AM station looking for anchor/reporter. Minimum 2 years. T&R to News Director, WAYY, Box 47, Eau Claire, WI 54702. EOE M/F (2-19)

WCXI/Detroit looking for overnight talent. Send T&R's to Larry Patton, 18900 James Couzens, Detroit, MI 48235. No phone calls. EOE M/F (2-19)

## Openings

Join a winning team! We need a young, aggressive reporter/anchor to join our four-person department. Writing skills emphasized. Excellent facilities, competitive market, 70,000 metro, 200,000 TSA, on Lake Michigan. Grow with 13 station Midwest family group. Tape, resume and letter to WSJM/WIRX, Box 107, Benton Harbor, St. Joseph, MI 49085. (12-19) •

### Major Market A/C Morning Drive Personality

We are a dynamic Adult Contemporary major station in a Top 5 market, and we need a bright, strong personality for morning drive. If you are ready to make the jump to a market leader, we offer an incredible opportunity. Qualified candidate must possess tremendous one-on-one technique, know how to use the phones, be clever, witty, not afraid to laugh, and be able to write adult humor. Voices helpful but not necessary. Salary and fringes are substantial, and we guarantee that you would be one of the highest paid morning personalities in the country. We guarantee confidentiality in your response, and no background calls will be made without your approval. Send T&R to Jim Harper, PD, WNIC-AM/FM, 15001 Michigan Ave., Dearborn, MI 48126. A Josephson station. EOE M/F.

Morning drive A/C personality needed. Community involvement & personable entertainer a must. T&R: Charlie Bennett, WQUA, 1801 8th Ave., Moline, IL 61265. No calls. EOE M/F (2-5)

## Openings

WHNN-FM looking for funny person to join morning team. Audience established. Bucks for pros. T&R: Dave Brewer, Box 96, Seginaw, MI 48606. EOE (2-12)

KKXL/Grand Forks needs morning entertainer. Good bucks. T&R: Don Nordine, Box 997, Grand Forks, ND 58201 or call (701) 775-0575. EOE M/F (2-12)

## WEST

KAGO/AM-FM/Klamath Falls, OR needs PD for A/C AM/automated CHR FM. Minimum 2 years on-air experience. T&R: Box 1150, Klamath Falls, OR 97601. Manager (918) 527-3511. EOE M/F (2-19)

KFXD has opening for 8-10pm night time air talent. Send T&R to Wendy Green, Box 107, Boise, ID 83701. EOE M/F (2-19)

Looking for staff announcer for A/C. Send resumes & tapes to H. David Allan, KQ92, Box 48, Rte. 1, Polson, MT 59860. EOE M/F (2-19)

Wanted: Mature PM drive jock. 2 years experience, good salary and company. T&R: Fred James, KVOC, Box 2090, Casper, WY 82602. No calls. EOE M/F (2-19)

KPGA/Pismo Beach seeking production/board work. Experienced only. T&R to Tony Kent, 333 Five Cities Drive, Pismo Beach, CA 93449 or call (805) 773-1895. EOE M/F (2-19)

Are you a production wiz? Salt Lake City's newest FM needs ya. T&R: KLRZ-FM, 307 South 1600 West, Provo, UT 84601. EOE M/F (2-19)

KFMG has possible openings for full and part-time announcers. T&R to John Florence, 5601 Domingo Road N.E., Albuquerque, NM 87108. EOE M/F (2-19)

### #1 A/C STATION IN TOP 5 MARKET NEEDS PD

This attractive opportunity is open to someone with experience in market research, music research and top notch people management. Competitive instinct is also a vital factor. Send resume & references to Jhan Hiber, Hiber & Hart, LTD., Box 1220, Pebble Beach, CA 93953. EOE M/F

KAVR/Apple Valley, CA looking for jocks & newscaster. T&R to Bob Morgan, KAVR, Apple Valley Inn, Apple Valley, CA. EOE M/F (2-12)

Looking for PM drive with good production voice. Top station in market. T&R: Mike Patchen, KFBC, 1806 Capitol, Cheyenne, WY 82001. EOE M/F (2-12)

## Openings

New ownership has put together new air staff in medium market NW station. Now we need hard-working aggressive ND on their way up or ready to settle down. Stable job. AP Satellite Network and interns. This is a great opportunity. Send tape and resume right away to Brian Casey, P.O. Box 749, Albany, OR 97321. EOE (2-12)

KAFY needs personality for Country format. Two years experience minimum. Rush to: Joseph King, Box 6128, Bakersfield, CA 93386. No calls. EOE M/F (2-12)

It's 70 degrees in Tucson, KWFM has 6-10am opening. Experienced only. T&R: Jim Ray, 199 N. Stone, Suite 708, Tucson, AZ 85702. No calls. EOE (2-12)

KOJM/KPOX looking for creative on-air, production talent. Excellent working conditions, benefits. T&R to P.O. Box K, Havre, MT 59501. (2-19) •

## Positions Sought

Professionally-minded jock with resounding pipes, pro training. Phoenix & Evansville experience. Looking for growth position with stable CHR. WES SILVER, (502) 826-5228. (2-19)

Eager announcer seeking second job. Interested in Jazz, Disco, & A/C. Will consider all. Call MIKE, (212) 756-2194. (2-19)

Established MD/communicator available. Team player with award-winning production. Excellent knowledge of Country/Rock. Have talent will travel. Call RANDY HOOKER, (303) 544-7347. (2-19)

BARRY McCOY available now. 5 years experience including WOHO/Toledo, WDUZ, WQTC looking for air work — all formats. Call (419) 698-9706 to 6:30pm EDT. (2-19)

My loss — your gain! JAN FOX, my all nighter at KBOY in SF area and ready. Air production/traffic copy. (415) 345-7038; RICK ST. CLAIR, (503) 779-2244. (2-19)

Major market personality looking for a change. Currently employed. Only major markets please. Call GARY, (214) 530-8145. (2-19)

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# News/Talk



GAIL MITCHELL

## SIX STRAIGHT UP BOOKS

# WXYZ: Talking Up A Winner In Detroit

Everybody's talking since the release of the fall ratings — especially in Detroit. Listeners there talked back to the tune of six straight up books for WXYZ. With a current 6.0, the station now rests at third place in the market, a far cry from its humble beginnings at number 16.

Operations Manager Michael Packer credits programming and positioning with unlocking rating success's door. Prior to autumn 1978 the station was widely synonymous with Top 40 music and the Lone Ranger. Michael recalls, "When I came into the market, the first thing I did was put together focus group research, listened very carefully to the Detroit market — to the hardcore audience the station had at the time and also to the information-oriented audience to find out what type



of news and talk they liked, what they disliked. I changed the logo from just "Talk" to "Newstalk," all one word, and combined the best of those two products and packaged it into a format that I felt would have a lot of personality, be colorful, have a high energy level, be entertaining, fun and informative."

Once the station had zeroed in on its product, a positioning aspect was debated which gave birth to the station's "Talk To Me" promotional campaign (see box). "You can have the people and the product, but if the people aren't aware and the station isn't positioned correctly, then it's been a futile exercise," Michael adds. "We positioned the station as *the* Talk station; the first, the original, the only Newstalk station in Detroit."

### Fourth Alternative

Although WXYZ isn't a clone of its ABC sister Talk stations (KABC/Los Angeles and KGO/San Francisco), it does share the common goal of meeting the specific needs of its community. Confronted with the strong reign of CKLW's Dick Purtan, WWJ's all-News and WJR's personality-filled mornings, Michael devised what he terms the fourth alternative to satisfy its listeners as well as create an AM niche for WXYZ. "Mike Miller Morning" is hosted by eight-year talk vet and former WTIC/Hartford staffer Mike Miller and former ABC news anchor Dan Streeter. Michael continues, "It's a 'Good Morning Detroit' type of format which combines a total information package in capsule form of news, weather, sports, traffic, combined with two-way telephone talk with early risers plus brief interviews with newsmakers/celebrities. In one year, we've gone from 14th to number 3 in AM drive."

Weekly readings of listener likes and dislikes are conducted by the station's Advisory Board. Listeners send in postcards with their telephone numbers and they are contacted regarding the pros and cons of a particular programming element. Michael firmly believes "the reality is in the ears of the audience and not in what the programmer perceives." Hence, the decision to replace an afternoon sportstalk show with an afternoon version of the morning pro-

gram. Issues-oriented News/Talk programming, "Noon Update" (which garnered one of four UPI awards), a psychic, a psychologist, Larry King, and various weekend self-help shows round out the total package.

### Sales Slump

As far as News/Talk's traditional attraction to older demos is concerned, Michael says the station is skewing for a 25-54 year old target audience, but to be realistic such programmers should view 35-44 as the demo cell. He continues, "You're just not going to find that many people... News/Talk formats attract people after they reach a certain age and usually that is 35+." He says listening seems to balance out, in that case-wise the station has younger listeners in drive times whereas the older demos show higher numbers in the time spent listening category, since they are retired and have more time to listen longer.

A more significant problem than old versus young demos in Detroit is the economy. Economy-forced auto industry shutdowns have left many jobless. I asked Michael if this had affected WXYZ's sales efforts. "Where we have suffered is in national dollars," he replies. "There's a tendency right now... some people are saying buy the top 11 markets and scratch off Detroit. They are forgetting that many of the people who are laid off are drawing 50-90% of their pay. There's money in Detroit and the na-

*"Some people are saying buy the top 11 markets and scratch off Detroit. They are forgetting that many of the people who are laid off are drawing 50-90% of their pay."*

tional dollars are beginning to come in now. We've seen it's much easier this first quarter than it has been for the last year to year and a half."

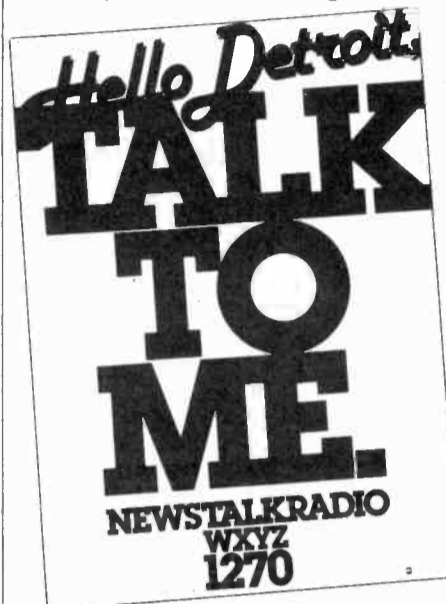
To offset the national sales slump, the sales department has concentrated on local sales. In January, WXYZ fired up its "Calling Card" promotion entitling card holders to 10% discounts with various local merchants. Michael further adds, "There's a lot of excitement, a lot of positive thinking going on. I see a very healthy spirit."

After 14 years worth of broadcasting experience including music and talk, Michael still remains enthused about News/Talk radio. "In most markets, it's a relatively new type format. (With it) radio becomes a two-way communications street versus music that is being played at you and news broadcast at you. We talk to our audience, we listen to our audience; our audience talks to us and listens to us. That's what makes it different."

## Staging A Station Promotion

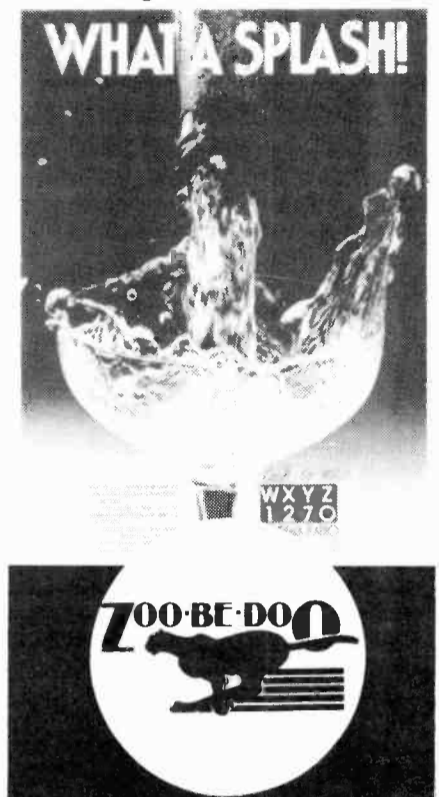
"You can describe a Promotion Director's job in two words — get come," says WXYZ's Director of Advertising/Promotion Meryl Cohen. Upon her arrival in April 1980, she found that nothing had been done to "herald" the format change or give the station an identity. Working with Los Angeles-based Jacobs & Gerber, she developed the "Hello Detroit, Talk To Me" slogan which

original Talk To Me station in Detroit." During that time, a four-month billboard blitz began using what Meryl describes as "pow purple," a bright color that had high impact and that people wouldn't tire of seeing.



debuted that October. The campaign began with a limited print run and a jingle package consisting of five separate and distinct melodies and lyrics. Each chorus emphasized radio, differentiating WXYZ from its sister WXYZ-TV, as well as the "Talk To Me" slogan.

The next stage began in 1981 with an animated television spot further positioning WXYZ as "the first, the only, the



Pictured here are several of the promotional items used in WXYZ's campaign. Besides the billboards, the station sponsors a run for the zoo twice a year, called the "Zoo Be Doo." The station also handed out fortune cookies in honor of the Chinese New Year with such catchy radio sayings as "Talk To Me Station Say: To Air Is Human," and "WXYZ Like Minister, Both Preach Good Book."

Meryl sums up, "That's really old down and dirty advertising philosophy. If you're the first in something, people like to know, and we were hoping that would establish some sort of listener loyalty."

## News/Talk Personalities

**ON THE MOVE:** KGO/San Francisco welcomes Ralph Barbieri as weekend talk host... Bill Ryan, formerly with NBC-TV, now on the AM team at WMCA/New York... Two new additions at KOA/Denver: Peter Boyles, former staff member at neighboring KHOW and KWBZ, as morning host; Paul McGregor, "Morning Report" Editor/reporter... Bill Wilkerson is new cohost of KMOX/St. Louis's "Total Information AM"... KMPC/Los Angeles names Neil Ross as permanent host of evening talk show... Carl Gardner assumes Executive Producer post at KNUS/Denver... Tony Hanson is KYW/Philadelphia's new judicial reporter. KABC/Los Angeles's "Ken and Bob Company Saturday Special" has added Barbara Esensten, late of rival KFVB... Marsha Sullivan appointed Executive Producer for WCAU/Philadelphia, while Harriett Holland is named Director of Administration there... Business Week Broadcast Operations Editor S.G. "Rudy" Ruderman signed to air six daily financial reports on KFVB/Los Angeles.

**SPECIAL BROADCASTS:** KTRH/Houston aired a 33-hour radiothon replaying vintage recordings depicting Houston's early history in honor of "Growing Up in the Golden Age," the era when the city changed from "oil boomtown to sophisticated metropolis"... The stage is set for the upcoming WOR/New York 60th anniversary live salute at Carnegie Hall Feb. 28. Special guest, via tape recording, will be President Reagan. KMPC/Los Angeles celebrates 55 years of broadcasting with a day long (5am-7:45pm) tribute to American pioneers on February 19. Live

interview guests include John Glenn, Dr. Jonas Salk, Bob Hope and Gene Autry. Also in honor of the anniversary, the station will air monthly one-hour retrospectives, beginning March 1 with a look at the year 1942.

**PROGRAMMING HIGHLIGHTS:** 3WS/Pittsburgh (WWSW) has instituted two different kinds of talk shows. One is "Words & Music" with Scott Cassidy, who plays A/C music integrated with calls concerning the hot topic of the day. Regular features include a psychic, artist interviews plus talks with doctors and city councilmen. Doug Hoerth hosts a daily 7pm-midnight show which focuses on both serious and insane elements including Trivia, "Where Are They Now" and "The Dating Service Of The Air"... KOA/Denver has inaugurated several new weekend shows: "Teen Age Talk Show," the first show in the city to be hosted by a teenager; "Auto Show," "Mr. Greenthumbs," "The Psychic World," "Ecumenical Forum," "Weekend 85" (one-minute bits on travel, photography, etc.); and "The Restaurant Show"... Last weekend WGN/Chicago, with the help of its afternoon personality Bob Collins, gave away 5000 free ski lift tickets during its "Ski Spree." The promotion culminated in five trips for two to enjoy a week of free skiing in Winter Park, CO, escorted by Bob himself... Broadcast Interview Connection welcomes affiliates WLAC-Nashville; WERE/Cleveland; WRC/Washington, DC; KCMO/Kansas City; KTOK/Oklahoma City; KYX/Portland, OR; and KWMS/Salt Lake City.

**HAPPY BIRTHDAY:** Congratulations to KNTB/Bakersfield on its second anniversary this month.

## This Week In Music History

BY DAN FORMENTO OF THE SOURCE

### "Heartbreak Hotel" Hits Charts

**MONDAY, FEBRUARY 22** — Although it wasn't the first Elvis Presley single to appear on a national chart, as is popularly believed ("Baby Let's Play House" on the Sun label was first), "Heartbreak Hotel" virtually exploded onto all major American charts on February 22, 1956. Give RCA Victor much of the credit. That label signed the hip-shakin' Memphis boy (however reluctantly) earlier that year and gave "Heartbreak" much wider distribution than Sun could have. The song soon topped American charts and sold well over two million copies.

**TRIVIA** — The Beatles began filming "Help!", 1965...The first Genesis single released, 1968...Rolling Stone Ron Wood and girlfriend busted in St. Maarten, 1980.

### Johnny Winter Born

**TUESDAY, FEBRUARY 23** — Ace blues guitarist Johnny Winter was born in Leland, Mississippi on February 23, 1944. Johnny and his brother Edgar, both albinos, started playing music together in the group **Black Plague**, scoring bar gigs in and around the town of Beaumont, Texas, where they grew up. In the early 60's Johnny cut a demo record which he'd intended to peddle around in hopes of landing a record deal. He didn't need it, as things turned out, because word had already gotten out about this dazzling guitar player, and by the late 60's Winter had his record deal...a massive contract from Columbia Records.

**TRIVIA** — George Frederic Handel born, 1685...Rusty Young of Poco born in 1946...Dire Straits began their first U.S. tour, 1979.

### Rockpile Disbanded

**WEDNESDAY, FEBRUARY 24** — After years of playing together live, **Rockpile** released its first album in 1980, was critically hailed as one of the most promising bands of the new decade, and then abruptly disbanded on February 24, 1981. It seems that neither group leaders Nick Lowe nor Dave Edmunds, each a successful artist in his own right, thought that their union produced any new or exciting sounds. That, combined with "a serious management problem," as Edmunds described it, led to Rockpile's demise.



**TRIVIA** — The Bee Gees signed with promoter Robert Stigwood, 1967...Keyboardist Nicky Hopkins born in 1944.

### Christopher Cross's Grammys Grand Slam

**THURSDAY, FEBRUARY 25** — "I was hoping maybe for one. I felt like I had a pretty good chance for



Best New Artist. And after I got that I sat down in my seat and didn't really expect anything else, and boy, it just started to come at me from all directions," a humble Christopher Cross told me the day after he and his debut album had won five Grammys at the 1981

Awards Presentation in New York. Cross took home trophies for Best New Artist, Record of the Year, Song of the Year, Album of the Year, and Best Arrangement Accompanying a Vocalist.

**TRIVIA** — Buddy Holly recorded "That'll Be The Day," 1957...Led Zep's "Physical Graffiti" released, 1975...Happy Birthday George Harrison, 39 years old.

### Johnny Cash Born

**FRIDAY, FEBRUARY 26** — Country music's biggest selling artist Johnny Cash was born into a strict Baptist family in Kingsland, Arkansas on February 26, 1932. When young Cash was 23 years old he signed with **Sun Records**, adding his name to the impressive roster of early rock and roll performers on that label which included Elvis Presley, Jerry Lee Lewis, Roy Orbison, and Carl Perkins. His first single, "Cry Cry Cry," sold well for a debut, but nothing like his second one, "I Walk The Line"...the million seller that launched his career.

**TRIVIA** — Also born this day was Bob Hite of Canned Heat, 1945...and Fats Domino, 1928.

## CHR

### Vangelis, Geils, Bob & Doug Break Middle Of Chart Jammed Dogfight Shaping Up From 26-21

Vangelis, who up until this release has seen mostly AOR airplay, crossed to CHR, becoming the first instrumental Breaker of the year. J. Geils's "Freeze Frame" went to Breaker status in two weeks, and "SCTV" stars **Bob & Doug McKenzie** made it a double Breaker for Polygram this week. Congratulations!

Journey looks to sit at number one for a couple more weeks with the strongest record behind it **Stevie Wonder**. The middle of the chart was jammed with **Rod Stewart**, **Alabama**, **Bertie Higgins**, **Pointer Sisters**, and **Cliff Richard** all showing great moves and widespread airplay.

Another battle shaping up near the bottom between **Joan Jett**, **Genesis**, **Olivia**, **Huey Lewis**, **Go-Go's**, and **Chilliwack**, all doing nicely, but this week **Chilliwack** was squeezed a bit for chart position. **Dr. Hook** seeing big airplay for the first time this year, and **Le Roux** spread beyond the Deep South to all regions. **Paul Davis** had a strong first week, and newcomer **Greg Guidry** got a good start.

SEE PAGE 55

## A/C

### Rogers Steps To No. 1 Carlton, Wonder New Breakers Meco, Holmes, Olivia Move Up Short Week Quiets Action

After two recent singles peaking at No. 3 and No. 2, "Through The Years" heralds **Kenny Rogers's** return to the top position. The

strongest climber to challenge **Kenny's** crown is the dark horse-turned-favorite, "Key Largo" by **Bertie Higgins**.

This week's Breakers are **Larry Carlton** and **Stevie Wonder**, with both songs producing hefty chart jumps. "Sleepwalk" marks **Carlton's** first career Breaker, while "That Girl" represents **Wonder's** best-received A/C effort since "Send One Your Love" over two years ago.

With the President's Day holiday abbreviating the reporting schedule, just 76% of our reporters called in new playlists. Nonetheless, several new records sprouted solidly, such as **John Denver**, **Barbra Streisand**, **Paul Davis**, **Willie Nelson**, and **Sneaker**. Singles with immediate Breaker potential include **Meco**, **Rupert Holmes**, and **Olivia Newton-John**.

SEE PAGE 54



### Jett Rockets To The Top Thin Lizzy Most Added UFO, Soft Cell Debut Prism, Van Halen Up Le Roux, Go-Go's Grow

In the year's first big success story, **Joan Jett & the Blackhearts** overtook **J. Geils Band's** hot and total reports to climb all the way to first place. Other top ten jumpers included **Prism** and **Van Halen**. Also showing significant airplay growth this week were **Le Roux** and the **Go-Go's**, along with newcomers **Huey Lewis & the News**, **Johnny & the Distractions**, and **Tommy Tutone**.

**UFO** and **Thin Lizzy** debuted with strong adds as well as early medium conversions. **Soft Cell** debuted with strong reports for all rotations.

SEE PAGE 41



### Pride Peaks At No. 1 Seven Breakers Debut Dolly Most Added & Breaker

Charley Pride's "Mountain Of Love" remake reached the No. 1 pinnacle this week after a long steady climb. **Rosanne Cash**, right behind, seems a sure contender for next week, followed by the **Oaks** at No. 5, who have made the most upward progress in the shortest amount of time of any record in the Top Ten.

There are an unusually large number of Breakers this week, as **Earl Thomas Conley** (49-40), **Gail Davies** (Debut 41), **Crystal Gayle** (Debut 42), **Tompall & The Glaser Brothers** (Debut 43), **Bobby Bare** (50-44), **John Conlee** (Debut 47), and **Dolly Parton** (Debut 48) all made the grade. **Dolly** not only debuted and reached Breaker status, but also had the Most Added record of the week, with 60 stations going on "Single Women." Another up-and-comer is **Gary Morris's** second release "Don't Look Back," already on 48 stations the second week out (45 new adds this week).

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## Black Radio

### Wonder No. 1 For Third Week Diana Holds No. 2 Chi-Lites, Xavier, Jones Girls Break Benson Most Added

**Stevie Wonder** remained a solid chart-topper for the third straight week. **Diana Ross** held second place in the face of strong challenges from **Smokey Robinson** and **Junior**. "D" Train was the only new entrant to the top 10.

Big jumper for the week was **George Duke** (30-18), with notable increases from **Sister Sledge** (18-12), the **Chi-Lites** (28-20), and **Quincy Jones** with **James Ingram** (27-21). The **Chi-Lites** were also one of three Breakers, along with **Xavier** and the **Jones Girls**.

**George Benson**, **Atlantic Starr**, and the **Jones Girls** headed the Most Added list, while **AM-FM** and **Brandi Wells** joined **Xavier** and the **Jones Girls** as debuts this week. All 56 stations reported with just three frozen lists.

SEE PAGE 51

# PARALLEL

## “DON'T LET HIM KNOW”

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WXKS-FM add  
JB105 add  
KEGL add  
96KX on  
B104 on

CFTR on  
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WKTI on  
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WLS-FM 34 (Frozen List)  
KEZR 22-19  
WBEN-FM 35-33  
WANS-FM add  
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See New & Active/ Parallels for Complete Breakdown!

## FROM THE TOP 10 AOR ALBUM



# SMALL CHANGE

Produced by Carter



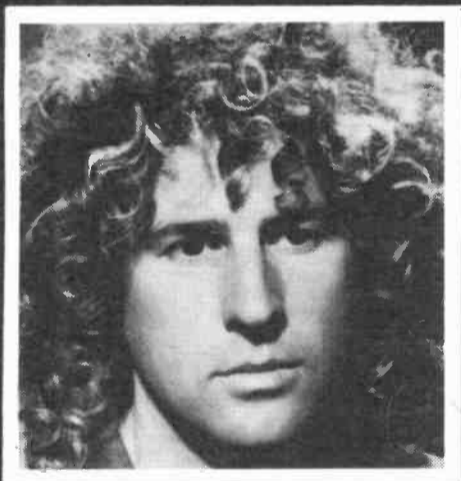
Give the gift  
of music.



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# All These Stations Are Making SAMMY HAGAR Right At Home:

WBEN-FM	KSET-FM	WIKS	WXLK
WIFI	KINT	KKXX	KKQV
96KX	KBFM	KYNO-FM	KILE
WXKS-FM	KROK	KIDD	KSEL-FM
JB105	KXX106	KJRB	KQIZ-FM
CFTR	WZYP	KNBQ	Q101
CHUM	Y103	KBBK	KVOL
KEGL	BJ105	KCPX	KKLS
WLS	CK101	FM103	WSPT
WLS-FM	WSKZ	KSKD	WTRU
WGCL	WOKI	KLUC	WAZY-FM
WKTJ	WBCY	KHYT	WCIL-FM
KFI	WSEZ	WJBQ	KRNA
KEZR	WSSX	WACZ	99KG
KYYX	WANS-FM	WIGY	KFMZ
WPHD	WRVQ	WFBG	KENI
3WT	WJXQ	WOMP-FM	KSLY
WPST	KIHK	WCIR	KCBN
WLAN-FM	KOFM	Q104	KDZA
Q106	KZ93	WFOX	KATI
WKRZ-FM	WZOK	WCGQ	KYYA
WKEE	Z104	WISE	KOZE



“I’ll Fall  
In Love Again”

# SAMMY HAGAR

Produced by Keith Olsen



Distributed by Warner Bros. Records

## National Music Formats

### Added This Week

The songs listed below represent new additions to the playlists of fulltime syndicated formats currently running on 50 or more radio stations.



#### THE STARSTATION

LARRY CARLTON "Sleep Walk" (WB)  
BARBRA STREISAND "Memory" (Columbia)

#### Country Coast-To-Coast

RICKY SKAGGS  
"Crying My Heart Out Over You" (Epic)  
WILLIE NELSON "Always On My Mind" (Columbia)  
CON HUNLEY "No Relief In Sight" (WB)  
EARL THOMAS CONLEY  
"After The Love Slips Away" (RCA)  
BURRITO BROS.  
"If Something Should Come Between Us"  
(Curb/CBS)



#### TANner Country

CRYSTAL GAYLE  
"You Never Gave Up On Me" (Columbia)  
JOHN CONLEE "Busted" (MCA)

#### Bright Blue

LARRY CARLTON "Sleep Walk" (WB)  
OLIVIA NEWTON-JOHN  
"Make A Move On Me" (MCA)  
GENE COTTON  
"If I Could Get You (Into My Life)" (Knoll)  
GREG GUIDRY "Goin' Down" (Badland/Columbia)  
MICHAEL SMOTHERMAN  
"Do I Ever Cross Your Mind" (Epic)  
ANGELA BOFILL "Holdin' Out For Love" (Arista)  
CHARLEY PRIDE "Mountain Of Love" (RCA)  
CHILLIWACK "I Believe" (Millennium)



VANGELIS "Chariots Of Fire" (Polydor/PG)  
J. GEILS BAND "Freeze Frame" (EMI America)  
LE ROUX "Nobody Said It Was Easy" (RCA)



none



DOLLY PARTON "Single Women" (RCA)  
RAY STEVENS  
"Written Down In My Heart" (RCA)  
TOMPALL & GLASER BROS.  
"It'll Be Her" (Elektra)  
GENE WATSON  
"Speak Softly (You're Talking To My Heart)" (MCA)



PERRY COMO "Theme From 'Reds'" (RCA)

### BPI



NEIL DIAMOND  
"On The Way To The Sky" (Columbia)  
LARRY CARLTON "Sleep Walk" (WB)  
OLIVIA NEWTON-JOHN  
"Make A Move On Me" (MCA)

#### Country Living

CRYSTAL GAYLE  
"You Never Gave Up On Me" (Columbia)  
DOTTIE WEST  
"You're Not Easy To Forget" (Liberty)  
DOLLY PARTON "Single Women" (RCA)  
EDDY RAVEN "A Little Bit Crazy" (Elektra)  
GARY MORRIS "Don't Look Back" (WB)  
GENE WATSON  
"Speak Softly (You're Talking To My Heart)" (MCA)  
MEL TILLIS  
"It's A Long Way To Daytona" (Elektra)  
LOUISE MANDRELL "Around My Heart" (RCA)



CARS "Shake It Up" (Elektra)  
LINDSEY BUCKINGHAM "It Was I" (Asylum)  
TOASTERS "True Love"  
SCHON/HAMMER "Wasting Time" (Columbia)  
GARY MYRICK "No Crisis" (Epic)  
TRIUMPH "Say Goodbye" (RCA)

### Concept

#### Adult Rock

LE ROUX "Nobody Said It Was Easy" (RCA)  
GO-GO'S "We Got The Beat" (IRS/A&M)  
J. GEILS BAND "Freeze Frame" (EMI America)  
QUARTERFLASH "Find Another Fool" (Geffen/WB)

### century21

#### The 2 Format.

GEORGE BENSON  
"Never Give Up On A Good Thing" (WB)  
BARBRA STREISAND "Memory" (Columbia)  
J. GEILS BAND "Freeze Frame" (EMI America)  
TOMMY TUTONE "867-5309/Jenny" (Columbia)  
SNEAKER "Don't Let Me In" (Handshake/CBS)  
ANNE MURRAY  
"Another Sleepless Night" (Capitol)

#### The A-C Format

BARBRA STREISAND "Memory" (Columbia)  
POCO "Sea Of Heartbreak" (MCA)  
MICHAEL SMOTHERMAN  
"Do I Ever Cross Your Mind" (Epic)  
CRYSTAL GAYLE  
"You Never Gave Up On Me" (Columbia)



WILLIE NELSON "Always On My Mind" (Columbia)  
DOLLY PARTON "Single Women" (RCA)  
GENE WATSON "Speak Softly" (MCA)  
MOE BANDY "Someday Soon" (Columbia)  
CRYSTAL GAYLE  
"You Never Gave Up On Me" (Columbia)  
EDDY RAVEN "A Little Bit Crazy" (Elektra)





# AOR



MAGIC 105

**HOT ROD** — KMJX/Little Rock took promotion-winning listeners on an expenses-paid trip to see WB's Rod Stewart in Nashville. Pictured at a post-concert party (l-r) are WB's Gene Dries, KMJX MD Sandy O'Connor, listener, Rod, and listener.



**WCOZ ON THE SLOPES** — WCOZ/Boston held its first annual ski fest at an area slope, combining live rock and roll with an evening's skiing. Pictured (l-r) are WCOZ PD Andy Beaubien, Promotion Director Jane Norris, staffer Patricia Morgan, Promotion Coordinator Grace Urbaitis, staffer Ron Brenahan.



KYD

**KTYD CALENDAR** — KTYD/Santa Barbara produced a unique 1982 calendar showcasing area bands, available at local retail outlets. Pictured at one of the calendar displays (l-r) are KTYD PD James Lull, MD Susan Christol, and staffer Lynn Hoskins.



KMET 94.7

**FLYIN' HIGH WITH OZZY** — Jet/CBS's Ozzy Osbourne was feted by radio and record reps after a sold-out Los Angeles concert appearance. Pictured (l-r, standing) are E/PIA's John Kirksey, Eric Heckman and Robert Smith, manager Sharon Arden, Ozzy, Jet President Don Arden and Mrs. Arden, E/PIA's Harvey Leeds and Debbie Gould; (sitting, l-r) E/PIA's Rich Totoian, KMET/Los Angeles PD Sam Bellamy, E/PIA's Robin Wren.



**GENESIS GREET'S LOOP** — Atlantic's Genesis were recent interview guests at WLUP/Chicago while in town for concert dates. Pictured (l-r) are Atlantic's Rick Sudakoff, WLUP MD Sky Daniels, group's Phil Collins and Mike Rutherford.



95.1 WMET

**CHICAGO VISIT FOR KING COOL** — MCA's Donnie Iris (center) was introduced to WMET/Chicago's air personality "Slim" (left) by MCA promotion rep Larry Green (right) during Iris's concert stopover in the Windy City.



KSFX 104

**TUTONE DIALS KSFX** — Tommy Heath of Columbia's Tommy Tutone dropped by the offices of KSFX/San Francisco while promoting his current album release. Pictured (l-r) are KSFX air personality Michael Stevens, PD Pat Evans, Heath, producer Linda Fink and Columbia's Burt Baumgartner.



**KIHN GIFTED BY KOAL** — Beserkley/E-A's Greg Kihn was a featured performer at the Loyola National Radio Conference in Chicago. College AOR KOAL/Winona, MN MD Randy Winter presented Kihn with a station T-shirt during the event. Pictured (l-r) are Winter, Kihn, group's Gary Phillips, and WEA's Larry Braverman.



KUFO

**ROCK POLL WINNINGS** — KUFO/Odessa asked listeners to fill out ballots for their top albums of all time, which were tabulated and played on the air (Pink Floyd's "Dark Side Of The Moon" was the number one choice). One ballot submission was picked to win all top 98 albums. Pictured at the presentation (l-r) are KUFO MD Steve Driscoll, Promotion Director Kim Bengs, winner and child, KUFO jock Larry Williams and PD J. Michael Scott.



KGGO FM 95

**BUILD IT AND WIN IT** — KGGO/Des Moines awarded a new Fiat Strada in a promotion that asked listeners to keep track of three weeks worth of car parts mentioned daily. The winner had to recite all 75 parts in order. Pictured handing over the keys (l-r) are KGGO Sales Manager Bill Wells, winner, and KGGO PD Larry Moffitt.

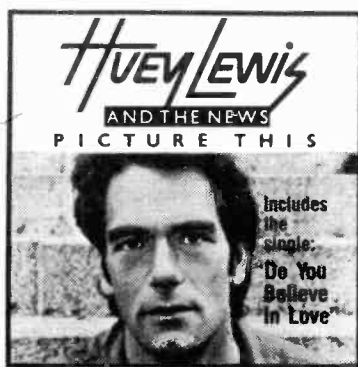


KNX-FM

**BENSON'S BOSS WITH KNX-FM** — KNX-FM/Los Angeles helped WB's George Benson celebrate his ongoing success at a press reception. Pictured (l-r) are KNX-FM MD Dave Hall, Benson, KNX-FM PD Mike Sheehy and WB's Chris Crist.

# AOR READER

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



## HUEY LEWIS & THE NEWS Picture This (Chrysalis)

"Believe" "Workin'" "Heart" "Giving." 54% of our reporters on it. Total album reports: 86. A-33, M-46, H-7. Charted this week at number 25.

# Significant Action

- GAMMA** Right The First Time (Elektra) 12-inch 45 Total: 47
- AL DI MEOLA** Electric Rendezvous (Columbia) "Cruisin'" Title Total: 37. A-0, M-9, H-2, J-26
- NICK LOWE** Nick The Knife (Columbia) "Stick" "Burning" Total: 36. A-7, M-20, H-9
- PAUL COLLINS' BEAT** The Kids Are The Same (Col.) "Highway" "Crying" Total: 35. A-6, M-25, H-4
- GLASS MOON** Growing In The Dark (Radio/Atlantic) "Carousel" "Heart" Total: 35. A-12, M-20, H-3
- NEIL YOUNG & CRAZY** Re-Ac-Tor (WB/Reprise) "Southern" "Surfer" Total: 32. A-0, M-22, H-10
- KINKS** Give The People What They Want (Arista) "Destroyer" "Dial" Total: 30. A-0, M-18, H-12
- NOVO COMBO** Novo Combo (Polydor/PolyGram) "Tattoo" Total: 30. A-7, M-21, H-2
- FULL MOON** N. Larsen/B. Feiten (WB) "Sierra" "Eyes" Total: 29. A-3, M-10, H-5, J-11
- JEAN-LUC PONTY** Mystical Adventure (Atlantic) "Rhythms" "As" Total: 29. A-1, M-4, H-1, J-23

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

# JAZZ ON AOR

Last This Week

- 1 1 FULL MOON N. Larsen/B. Feiten (WB) "Sierra" "Eyes" "Visitor"
- 2 2 AL DI MEOLA Electric Rendezvous (Columbia) "Cruisin'" Title "Cat"
- 6 3 JEAN-LUC PONTY Mystical... (Atlantic) "Rhythms" "As" "Truth"
- 3 4 LARRY CARLTON Sleepwalk (WB) Title "Song" "Nite"
- 4 5 MICHAEL FRANKS Objects Of Desire (WB) "Deposit" "Gas" "Jealousy" "Nite"
- 5 6 G. WASHINGTON JR. Come Morning (Elektra) Title "Drive"
- 8 7 WEATHER REPORT Weather... (ARC/Col.) "Dara"
- 7 8 DAN SIEGEL Oasis (Inner City) "First Dance"
- 9 9 ROSS TRAUT Ross Traut (Headfirst) "Trout Stream" "Bird"
- 10 JOHN McLAUGHLIN Belo... (WB) Various Cuts

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

- Thin Lizzy (17/12)
- Huey Lewis (19/8)
- UFO (14/8)
- Chubby Checker (10/7)
- Johnny B... (18/5)
- Susan Lynch (8/5)

## MEDIUM

- Le Roux (22/19)
- Aldo Nova (28/15)
- Bob & Doug... (22/12)
- Johnny B... (18/12)
- Wrabit (14/12)

## THE HOTTEST

- J. Geils Band (33/31)
- Joan Jett (31/29)
- Police (32/28)
- Cars (29/24)
- Loverboy (31/23)

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.

## WOBK/Boston (813) 842-9555

- ALDI MEOLA (Columbia) "Cruisin'" Title
- NICK LOWE (Columbia) "Stick" "Burning"
- PAUL COLLINS' BEAT (Col.) "Highway" "Crying"
- GLASS MOON (Radio/Atlantic) "Carousel" "Heart"
- NEIL YOUNG & CRAZY (WB/Reprise) "Southern" "Surfer"
- KINKS (Arista) "Destroyer" "Dial"
- NOVO COMBO (Polydor/PolyGram) "Tattoo"
- FULL MOON (WB) "Sierra" "Eyes"
- JEAN-LUC PONTY (Atlantic) "Rhythms" "As"

## WYXX/Albany (518) 755-9000

- ALDI MEOLA (Columbia) "Cruisin'" Title
- NICK LOWE (Columbia) "Stick" "Burning"
- PAUL COLLINS' BEAT (Col.) "Highway" "Crying"
- GLASS MOON (Radio/Atlantic) "Carousel" "Heart"
- NEIL YOUNG & CRAZY (WB/Reprise) "Southern" "Surfer"
- KINKS (Arista) "Destroyer" "Dial"
- NOVO COMBO (Polydor/PolyGram) "Tattoo"
- FULL MOON (WB) "Sierra" "Eyes"
- JEAN-LUC PONTY (Atlantic) "Rhythms" "As"

## WCCW/Hartford (803) 233-4426

- ALDI MEOLA (Columbia) "Cruisin'" Title
- NICK LOWE (Columbia) "Stick" "Burning"
- PAUL COLLINS' BEAT (Col.) "Highway" "Crying"
- GLASS MOON (Radio/Atlantic) "Carousel" "Heart"
- NEIL YOUNG & CRAZY (WB/Reprise) "Southern" "Surfer"
- KINKS (Arista) "Destroyer" "Dial"
- NOVO COMBO (Polydor/PolyGram) "Tattoo"
- FULL MOON (WB) "Sierra" "Eyes"
- JEAN-LUC PONTY (Atlantic) "Rhythms" "As"

## WRCM/Clemont (603) 842-7775

- ALDI MEOLA (Columbia) "Cruisin'" Title
- NICK LOWE (Columbia) "Stick" "Burning"
- PAUL COLLINS' BEAT (Col.) "Highway" "Crying"
- GLASS MOON (Radio/Atlantic) "Carousel" "Heart"
- NEIL YOUNG & CRAZY (WB/Reprise) "Southern" "Surfer"
- KINKS (Arista) "Destroyer" "Dial"
- NOVO COMBO (Polydor/PolyGram) "Tattoo"
- FULL MOON (WB) "Sierra" "Eyes"
- JEAN-LUC PONTY (Atlantic) "Rhythms" "As"

## WGLR/Manchester (603) 825-8915

- ALDI MEOLA (Columbia) "Cruisin'" Title
- NICK LOWE (Columbia) "Stick" "Burning"
- PAUL COLLINS' BEAT (Col.) "Highway" "Crying"
- GLASS MOON (Radio/Atlantic) "Carousel" "Heart"
- NEIL YOUNG & CRAZY (WB/Reprise) "Southern" "Surfer"
- KINKS (Arista) "Destroyer" "Dial"
- NOVO COMBO (Polydor/PolyGram) "Tattoo"
- FULL MOON (WB) "Sierra" "Eyes"
- JEAN-LUC PONTY (Atlantic) "Rhythms" "As"

## WGLR/Manchester (603) 825-8915

- ALDI MEOLA (Columbia) "Cruisin'" Title
- NICK LOWE (Columbia) "Stick" "Burning"
- PAUL COLLINS' BEAT (Col.) "Highway" "Crying"
- GLASS MOON (Radio/Atlantic) "Carousel" "Heart"
- NEIL YOUNG & CRAZY (WB/Reprise) "Southern" "Surfer"
- KINKS (Arista) "Destroyer" "Dial"
- NOVO COMBO (Polydor/PolyGram) "Tattoo"
- FULL MOON (WB) "Sierra" "Eyes"
- JEAN-LUC PONTY (Atlantic) "Rhythms" "As"

## WYSP/Philadelphia (215) 688-6466

- ALDI MEOLA (Columbia) "Cruisin'" Title
- NICK LOWE (Columbia) "Stick" "Burning"
- PAUL COLLINS' BEAT (Col.) "Highway" "Crying"
- GLASS MOON (Radio/Atlantic) "Carousel" "Heart"
- NEIL YOUNG & CRAZY (WB/Reprise) "Southern" "Surfer"
- KINKS (Arista) "Destroyer" "Dial"
- NOVO COMBO (Polydor/PolyGram) "Tattoo"
- FULL MOON (WB) "Sierra" "Eyes"
- JEAN-LUC PONTY (Atlantic) "Rhythms" "As"

## WYSP/Philadelphia (215) 688-6466

- ALDI MEOLA (Columbia) "Cruisin'" Title
- NICK LOWE (Columbia) "Stick" "Burning"
- PAUL COLLINS' BEAT (Col.) "Highway" "Crying"
- GLASS MOON (Radio/Atlantic) "Carousel" "Heart"
- NEIL YOUNG & CRAZY (WB/Reprise) "Southern" "Surfer"
- KINKS (Arista) "Destroyer" "Dial"
- NOVO COMBO (Polydor/PolyGram) "Tattoo"
- FULL MOON (WB) "Sierra" "Eyes"
- JEAN-LUC PONTY (Atlantic) "Rhythms" "As"

## WYXX/Albany (518) 755-9000

- ALDI MEOLA (Columbia) "Cruisin'" Title
- NICK LOWE (Columbia) "Stick" "Burning"
- PAUL COLLINS' BEAT (Col.) "Highway" "Crying"
- GLASS MOON (Radio/Atlantic) "Carousel" "Heart"
- NEIL YOUNG & CRAZY (WB/Reprise) "Southern" "Surfer"
- KINKS (Arista) "Destroyer" "Dial"
- NOVO COMBO (Polydor/PolyGram) "Tattoo"
- FULL MOON (WB) "Sierra" "Eyes"
- JEAN-LUC PONTY (Atlantic) "Rhythms" "As"

## WYXX/Albany (518) 755-9000

- ALDI MEOLA (Columbia) "Cruisin'" Title
- NICK LOWE (Columbia) "Stick" "Burning"
- PAUL COLLINS' BEAT (Col.) "Highway" "Crying"
- GLASS MOON (Radio/Atlantic) "Carousel" "Heart"
- NEIL YOUNG & CRAZY (WB/Reprise) "Southern" "Surfer"
- KINKS (Arista) "Destroyer" "Dial"
- NOVO COMBO (Polydor/PolyGram) "Tattoo"
- FULL MOON (WB) "Sierra" "Eyes"
- JEAN-LUC PONTY (Atlantic) "Rhythms" "As"

EAST

HEIL YOUNG & LARRY (MB/Rap/Rock) "So Pacific"
BRYAN ADAMS (AM)
PETER DINKEL (Full Moon/MB)
DEF LEPPARD (MERCURY/PolyGram)
JOHN ENTWISTLE (ATCO)
J. GEILS BAND (EMI America)

ROSS TRAUT (Mercury/ATCO)
TOM LUSTER (Fantasy)
DAN SIEGEL (Inner City)
VIN WILSON (MCA)
SPYGLASS (MCA)
DAVID LARRY (MCA)
GREGG KRAMER (MCA)
JAMES EARL RAY (Atlantic)

WAAF/Worcester (512) 752-6811
RAY DAVID BERNSTEIN
MCA RECORDS
THIN LIZZY (MB)
UFO (PolyGram)

EDDIE SCHWARTZ (ATCO)
"...Tomorrow"
ALAN AMBARTON (Asylum)
"Come On Home"
MUSIC PRISM (Capitol)
J. GEILS BAND (EMI America)

ALICE (Atlantic)
QUARTERFLASH (Geffen/MB)
J. GEILS BAND (EMI America)
J. GEILS BAND (EMI America)
J. GEILS BAND (EMI America)

PETER DINKEL (Full Moon/MB)
BRYAN ADAMS (AM)
SAMMY HAGAR (Geffen/MB)
LE ROUX (MCA)
J. GEILS BAND (EMI America)

WYNY/Wyoming (310) 474-0061
DANNIE IRIS (MCA)
POLICE (AM)
WYNY/Syracuse (310) 474-0061
POLICE (AM)

KISS/San Antonio (512) 225-8211
POL: TOM SPENCER
MCA RECORDS

WCMF/Rochester (716) 288-3200
POL: TRIP REEB
MCA RECORDS
DANCE DUPTER
WYNY/Syracuse (310) 474-0061
POLICE (AM)

SOUTH MOST ADDED

Thin Lizzy (14/10)
Huey Lewis (19/8)
Johnny & ... (13/6)
UFO (13/6)
Glass Moon (10/5)

KZOM/Beaumont (713) 727-0229
POL: PAUL GAUTIER
MCA RECORDS
ALDO NOVA (PolyGram/MB)
BRYAN ADAMS (AM)

KTXX/Dallas (214) 528-5500
POL: TOM WRENDS
MCA RECORDS
QUARTERFLASH (Geffen/MB)
ALDO NOVA (PolyGram/MB)

KSRH/Houston (713) 787-0007
POL: ALAN SHEED
MCA RECORDS
ALDO NOVA (PolyGram/MB)
BRYAN ADAMS (AM)

WVRS/Louisville (502) 585-5178
POL: DAVID CURELY
MCA RECORDS
ALDO NOVA (PolyGram/MB)
BRYAN ADAMS (AM)

WYNY/Tampa (813) 224-0742
POL: MARK STEVENS
MCA RECORDS
ALDO NOVA (PolyGram/MB)
BRYAN ADAMS (AM)

WOUR/Utica (315) 787-0803
POL: DALE EDWARDS
MCA RECORDS
ALDO NOVA (PolyGram/MB)
BRYAN ADAMS (AM)

MEDIUM THE HOTTEST

Loverboy (35/33)
Joan Jett (31/28)
Cars (30/28)
Police (30/26)
Sammy Hagar (36/24)
AC/DC (29/24)

WKRR/Birmingham (205) 870-8900
POL: DAN BRENNAN
MCA RECORDS
ALDO NOVA (PolyGram/MB)
BRYAN ADAMS (AM)

KZEW/Dallas (214) 748-8998
POL: AMY LAUGHLIN
MCA RECORDS
ALDO NOVA (PolyGram/MB)
BRYAN ADAMS (AM)

WIMZ/Knoxville (615) 525-6000
POL: KEVIN LAMBERT
MCA RECORDS
ALDO NOVA (PolyGram/MB)
BRYAN ADAMS (AM)

WDMF/Routledgeville (502) 585-4400
POL: TOM WRENDS
MCA RECORDS
ALDO NOVA (PolyGram/MB)
BRYAN ADAMS (AM)

WRNO/New Orleans (504) 898-2424
POL: DAVID STIGLITZ
MCA RECORDS
ALDO NOVA (PolyGram/MB)
BRYAN ADAMS (AM)

WERI/Wesley (401) 586-7729
POL: STEVE FELDMAN
MCA RECORDS
ALDO NOVA (PolyGram/MB)
BRYAN ADAMS (AM)

WAP/Birmingham (205) 833-8274
POL: STEVE RUMER
MCA RECORDS
ALDO NOVA (PolyGram/MB)
BRYAN ADAMS (AM)

WAO/Charlotte (704) 392-8191
POL: JIM BELLARDI
MCA RECORDS
ALDO NOVA (PolyGram/MB)
BRYAN ADAMS (AM)

KLAQI/Pease (813) 544-8884
POL: ARIN MICHELE
MCA RECORDS
ALDO NOVA (PolyGram/MB)
BRYAN ADAMS (AM)

KSMB/Lafayette (318) 231-3111
POL: SUELT GUYARDES
MCA RECORDS
ALDO NOVA (PolyGram/MB)
BRYAN ADAMS (AM)

KFMJL/Abbeok (806) 745-4125
POL: BOB JAGGER
MCA RECORDS
ALDO NOVA (PolyGram/MB)
BRYAN ADAMS (AM)

WYNY/Tampa (813) 224-0742
POL: MARK STEVENS
MCA RECORDS
ALDO NOVA (PolyGram/MB)
BRYAN ADAMS (AM)

WEZZ/Warrenton (717) 861-1842
POL: CHRIS NORTON
MCA RECORDS
ALDO NOVA (PolyGram/MB)
BRYAN ADAMS (AM)

WVLA/Atlanta (404) 220-0980
POL: MARK FIDELL
MCA RECORDS
ALDO NOVA (PolyGram/MB)
BRYAN ADAMS (AM)

WRO/Charlotte (704) 392-8191
POL: JIM BELLARDI
MCA RECORDS
ALDO NOVA (PolyGram/MB)
BRYAN ADAMS (AM)

WVLA/Atlanta (404) 220-0980
POL: MARK FIDELL
MCA RECORDS
ALDO NOVA (PolyGram/MB)
BRYAN ADAMS (AM)

WVLA/Atlanta (404) 220-0980
POL: MARK FIDELL
MCA RECORDS
ALDO NOVA (PolyGram/MB)
BRYAN ADAMS (AM)

WVLA/Atlanta (404) 220-0980
POL: MARK FIDELL
MCA RECORDS
ALDO NOVA (PolyGram/MB)
BRYAN ADAMS (AM)

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POL: MARK FIDELL
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ALDO NOVA (PolyGram/MB)
BRYAN ADAMS (AM)



# MIDWEST

## MOST ADDED

**UFO (13/9)**  
**Huey Lewis (21/6)**  
**Johnny &... (16/6)**  
**Aldo Nova (32/4)**  
**Thin Lizzy (12/4)**

## MEDIUM

**Aldo Nova (32/20)**  
**Le Roux (27/20)**  
**Wrabbit (23/18)**  
**Prism (34/17)**

## THE HOTTEST

**Police (33/31)**  
**J. Geils Band (38/28)**  
**Joan Jett (38/28)**  
**Cars (35/27)**  
**Loverboy (33/28)**

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.

**WTUE/Dayton (613) 224-1501**  
 PD: MICHAEL MCCORMELL  
 MD: JIM RINEY

Academy  
 UFO (13/9)

Medium  
 QUARTERFLASH (Gaffan/MB)  
 ROLLING STONES  
 SMITHSONIAN (Radio/Antic)  
 THE POWER GENERATION (Radio/Antic)  
 TRUMAN (Radio)

Notest  
 J. GEILS BAND (EMI America)  
 POLICE (Atlantic)

WBBN/Cincinnati (513) 871-4500  
 PD: DENTON HARK  
 MD: CURT GARY

Academy  
 PRISM (Capitol)

Medium  
 BRYAN ADAMS (A&M)  
 CAROL ANN MOFFATT (A&M)  
 CARS (Epic)  
 JOHN CAHILL (Polygram)  
 J. GEILS BAND (EMI America)  
 LE REX (A&M)  
 QUARTERFLASH (Gaffan/MB)  
 SMITHSONIAN (Radio/Antic)  
 THE POWER GENERATION (Radio/Antic)  
 TRUMAN (Radio)

Notest  
 J. GEILS BAND (EMI America)  
 POLICE (Atlantic)

WABX/Detroit (313) 299-1100  
 PD: LARRY GURELUP  
 MD: GREG ST. JAMES

Academy  
 UFO (13/9)

Medium  
 QUARTERFLASH (Gaffan/MB)  
 ROLLING STONES  
 SMITHSONIAN (Radio/Antic)  
 THE POWER GENERATION (Radio/Antic)  
 TRUMAN (Radio)

Notest  
 J. GEILS BAND (EMI America)  
 POLICE (Atlantic)

WMBM/Cleveland (216) 781-0887  
 PD: JOHN GORMAN  
 MD: KID LEO

Academy  
 UFO (13/9)

Medium  
 QUARTERFLASH (Gaffan/MB)  
 ROLLING STONES  
 SMITHSONIAN (Radio/Antic)  
 THE POWER GENERATION (Radio/Antic)  
 TRUMAN (Radio)

Notest  
 J. GEILS BAND (EMI America)  
 POLICE (Atlantic)

**WJZZ/Jacksonville (912) 477-0811**  
 PD: DAVID LYONS  
 MD: JOSH HENRY

Academy  
 UFO (13/9)

Medium  
 QUARTERFLASH (Gaffan/MB)  
 ROLLING STONES  
 SMITHSONIAN (Radio/Antic)  
 THE POWER GENERATION (Radio/Antic)  
 TRUMAN (Radio)

Notest  
 J. GEILS BAND (EMI America)  
 POLICE (Atlantic)

**WKHC/Evanstonville (615) 477-0811**  
 PD: DAVID LYONS  
 MD: JOSH HENRY

Academy  
 UFO (13/9)

Medium  
 QUARTERFLASH (Gaffan/MB)  
 ROLLING STONES  
 SMITHSONIAN (Radio/Antic)  
 THE POWER GENERATION (Radio/Antic)  
 TRUMAN (Radio)

Notest  
 J. GEILS BAND (EMI America)  
 POLICE (Atlantic)

**WYDQ/Denver (303) 733-5511**  
 PD: BILL TAYLOR  
 MD: CHRISTIE MATHILL

Academy  
 UFO (13/9)

Medium  
 QUARTERFLASH (Gaffan/MB)  
 ROLLING STONES  
 SMITHSONIAN (Radio/Antic)  
 THE POWER GENERATION (Radio/Antic)  
 TRUMAN (Radio)

Notest  
 J. GEILS BAND (EMI America)  
 POLICE (Atlantic)

**WYCK/Chicago (312) 332-2292**  
 PD: BETH SURTITE  
 MD: JOHN McINNIS

Academy  
 UFO (13/9)

Medium  
 QUARTERFLASH (Gaffan/MB)  
 ROLLING STONES  
 SMITHSONIAN (Radio/Antic)  
 THE POWER GENERATION (Radio/Antic)  
 TRUMAN (Radio)

Notest  
 J. GEILS BAND (EMI America)  
 POLICE (Atlantic)

**WYCK/Chicago (312) 777-1700**  
 PD: NICHOLAS WISSE  
 MD: TERRY DOUGAN

Academy  
 UFO (13/9)

Medium  
 QUARTERFLASH (Gaffan/MB)  
 ROLLING STONES  
 SMITHSONIAN (Radio/Antic)  
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 TRUMAN (Radio)

Notest  
 J. GEILS BAND (EMI America)  
 POLICE (Atlantic)

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 TRUMAN (Radio)

Notest  
 J. GEILS BAND (EMI America)  
 POLICE (Atlantic)

**WAPL/Appleton (914) 734-9228**  
 PD: WAH SWINNE  
 MD: MARK COOPER

Academy  
 UFO (13/9)

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 J. GEILS BAND (EMI America)  
 POLICE (Atlantic)

**WYCK/Chicago (312) 777-1700**  
 PD: NICHOLAS WISSE  
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Academy  
 UFO (13/9)

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 TRUMAN (Radio)

Notest  
 J. GEILS BAND (EMI America)  
 POLICE (Atlantic)

**WYCK/Chicago (312) 777-1700**  
 PD: NICHOLAS WISSE  
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 UFO (13/9)

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 ROLLING STONES  
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Notest  
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 POLICE (Atlantic)

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 UFO (13/9)

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 QUARTERFLASH (Gaffan/MB)  
 ROLLING STONES  
 SMITHSONIAN (Radio/Antic)  
 THE POWER GENERATION (Radio/Antic)  
 TRUMAN (Radio)

Notest  
 J. GEILS BAND (EMI America)  
 POLICE (Atlantic)



# THE PICTURE PAGES

## Kool Platinum Pool



Kool & the Gang earned a platinum award for their "Something Special" album. Celebrating and having a good time en masse are (l-r, rear) group's Curtis Williams and Dennis Thomas, Polygram VP's Bill Levy and Tommy Young, Sr. VP's Jack Kiernan and Harry Losk, VP Bob Edson, label's Stu Fine, De-Lite VP Martin Feig, group's Michael Ray, De-Lite VP Stan Price, and group's George Brown; (l-r, front) De-Lite Sr. VP Bernie Block, group's Ronald Bell, Polygram President Guenter Hensler, group's James Taylor, De-Lite President Gabe Vigorito, group's Robert "Kool" Bell, Polygram Sr. VP Bill Haywood, Polygram's Bill Cataldo, and group's Clifford Adams and Charles Smith.

## Bofill Boffo At Savoy



Arista's Angela Bofill played the Savoy in New York City recently. Pictured backstage opening night are (l-r) Arista's Gerry Griffith and Vincent Davis, Bofill, Arista President Clive Davis, VP Richard Smith, and label's Milton Allen.

## Paul Party Backstage



Atlantic's Henry Paul Band played New York's Trax club as part of a recent tour. Pictured backstage after the show are (l-r) Atlantic's Sam Kaiser and Judy Libow, Paul, Sr. VP Vince Faraci, and Atlantic's Andrea Ganis, Susan Erim, and Lou Sicurezza.

## Wedding Room At The Whisky



EMI America artists Our Daughter's Wedding played Los Angeles's Whisky, and were met backstage by label executives. Pictured (l-r) are Capitol Group VP Helmut Fest, EMIA/Liberty VP Don Grierson, group's Layne Rico, label's Clay Baxter, group's Scott Simon and Keith Silva, and Capitol Group's Roger Lummus.

## Diamond Platinum



Neil Diamond received a platinum award from Columbia for his "On The Way To The Sky" LP. Pictured (l-r) are Columbia's George Chaltas, VP Ray Anderson, Sr. VP/GM Al Teller, Diamond, and VP Ron Oberman.

## Marie Osmond Joins Elektra/Curb



Elektra/Curb has signed Marie Osmond, with a single just out. Pictured at the signing are (l-r) E/A's Pat McCoy and Lou Galliani, Marie Osmond, manager Karl Engeman (rear), Elektra/Curb Exec. VP Dick Whitehouse, and E/A Sr. VP Jerry Sharell.

## Spirit Of RCA Dancers



Two top RCA executives acted out Evelyn King's current "Spirit Of The Dancer" single with the artist during her choreography workouts in New York. Pictured (l-r) are RCA VP Ray Harris, King, and VP Keith Jackson.

## CBS Unveils Ambient Doowop

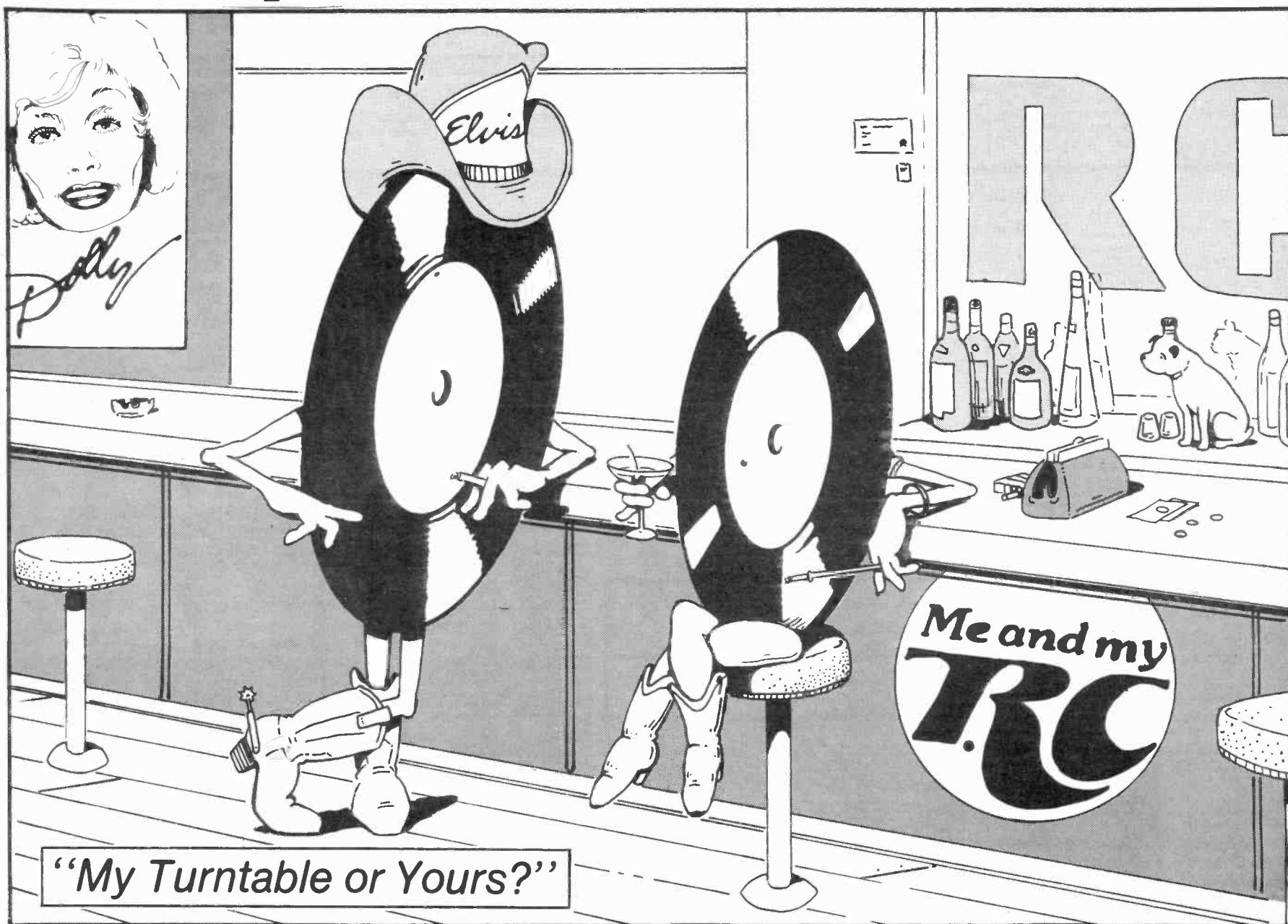


CBS Associated Labels will be distributing Ambient Sound Records, which exclusively features "doowop" harmony groups, the first being the Capris, Harptones, Jive Five, Mystics, and Randy & the Rainbows. Pictured (l-r, standing) are Associated Labels VP/GM Tony Martell, Ambient Sound attorney Laurie Hutzler, CBS's Ted Green, E/P/A Sr. VP/GM Don Dempsey, Ambient Sound attorney Jim Charne, and (seated) Ambient Sound President Marty Pekar.





# On The Flip Side



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## DOLLY PARTON

**"Single Women"** PB13057

BB 46 ★ CB 45 ★ RW 50 ★ R&R 48 ★

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## LOUISE MANDRELL

**"(You Sure Know Your Way) Around My Heart"** PB13039

BB 58 ★ CB 61 ★ RW 59 ★

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## ELVIS PRESLEY

**"There Goes My Everything"** PB13058 B/W "You'll Never Walk Alone"

BB 81 ★ CB 84 ★ RW 83 ★

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Regional Ads & Hots

Table with columns: MOST ADDED, EAST, HOTTEST, MIDWEST, SOUTH, WEST, HOTTEST. Lists artists and record labels like RCA, MCA, Epic.

EAST

- WQNA-FM Albany, NY: Kieran Kane, Ronnie Rogers, Johnny Dunbar...
WVAB Morgantown, WV: Gail Davies, Vicki Skaggs, Earl Thomas Cloney...
WVAM Altoona, PA: Mike White, Guy Lank...

EAST

- WVAB Morgantown, WV: Gail Davies, Vicki Skaggs, Earl Thomas Cloney...
WVAM Altoona, PA: Mike White, Guy Lank...
WVBN New York, NY: Mela & Willie, Dolly Parton...
WVBT Williamsport, PA: Loretta Lynn, Charley Pride...
WVBA-FM Altoona, PA: Dolly Parton, Charley Pride...
WVBC-FM Williamsport, PA: Dolly Parton, Charley Pride...

MIDWEST

- WVBA-FM Altoona, PA: Dolly Parton, Charley Pride...
WVBC-FM Williamsport, PA: Dolly Parton, Charley Pride...
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MIDWEST

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SOUTH

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WVBF-FM Altoona, PA: Dolly Parton, Charley Pride...
WVBG-FM Altoona, PA: Dolly Parton, Charley Pride...

The following stations did not report this week: WDMG/Minneapolis, WKYG/Parkersburg, WEEP/Pittsburgh, WFOA-FM/Portland, KLVI/Beaumont, WOIK-FM/Jacksonville.

SOUTH

- WVBA-FM Altoona, PA: Dolly Parton, Charley Pride...
WVBC-FM Williamsport, PA: Dolly Parton, Charley Pride...
WVBD-FM Altoona, PA: Dolly Parton, Charley Pride...
WVBE-FM Altoona, PA: Dolly Parton, Charley Pride...
WVBF-FM Altoona, PA: Dolly Parton, Charley Pride...
WVBG-FM Altoona, PA: Dolly Parton, Charley Pride...

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WVBF-FM Altoona, PA: Dolly Parton, Charley Pride...
WVBG-FM Altoona, PA: Dolly Parton, Charley Pride...

Hottest Tracks: "Slow Hand" CONWAY TWITTY (Elektra), "The Blues" "Givin' Herself Away" "You Turn Me On I'm A Radio" "Hold On" "Dawn" "Movin' (I Might Decide To Stay)" "It's Amazing What A Little Love Can Do" DAVID FRIZZELL & SHELLEY WEST - The David Frizzell & Shelly West Album - (WB) "Wasn't That Love" "Just Before Dawn" "I Just Came Here To Dance" "Dark Side Of The Moon" "Our Day Will Come" "Three Act Play" MERLE HAGGARD - Big City - (Epic) "Stop The World (And Let Me Off)" "Are The Good Times Really Over (I Wish A Buck Was Still Silver)" "This Song Of Mine" "I Think I'm Gonna Live Forever" "Texas Fiddle Song" "I Always Get Lucky With You" EMMYLOU HARRIS - Cimarron - (WB) "Born To Run" "Tennessee Waltz" "Rose Of Cimarron" "The Last Cheater's Waltz" "Son Of A Rotten Gambler" CON HUNLEY - Ask Any Woman - (WB) "Don't It Break Your Heart" "He Will Break Your Heart" "Tryin' To Love Two" GEORGE JONES - Still The Same Ole Me - (Epic) "You Can't Get The Hell Out Of Texas" "Together Alone" KIERAN KANE - Kieran Kane - (Elektra) "Doctor's Orders" "I'll Be Your Man Around The House" "Blue All Over You" "Finishing Touches"

COUNTRY ALBUMS

Cuts in bold type are receiving the heaviest airplay. ALABAMA - Feels So Right - (RCA) "Fantasy" "Ride The Train" "Hollywood" "Woman Back Home" "I'm Stoned" "Bum Georgie Bum" JOHN ANDERSON - I Just Came Home To Count The Memories - (WB) "Stop In The Road" "Don't Think Twice (It's All Right)" "Would You Catch A Falling Star" "Trail Of Time" BURRITO BROTHERS - Sunset Sundown - (Curb/CBS) "Run To The Night" "I'm Drinking Canada Dry" "Coast To Coast" "What's One More" "Louisiana" GAIL DAVIES - Givin' Herself Away - (WB) "Singing

OAK RIDGE BOYS - Bobbie Sue - (MCA) "Old Kentucky Song" "I Wish You Were Here (Oh My Darlin')" "So Fine" "Would They Love Him Down In Shreveport" "Up On Cripple Creek" "Doctor's Orders" "Back In Your Arms Again" T.G. SHEPPARD - Finally - (WB/Curb) "Finally" "All My Cloudy Days Are Gone" "Wasn't It A Short Forever" "Crazy In The Dark" "You're The First To Last (This Long)" "I Wish You Could Have Turned My Head (And Let My Heart Alone)" "In Another Minute" CONWAY TWITTY - Southern Comfort - (Elektra) "Slow Hand" "She Only Meant To Use Him" "I Was The First" "Southern Comfort" "Something Strange Got Into Her Last Night"

Most Requested: OAK RIDGE BOYS "Bobbie Sue" (MCA) CONWAY TWITTY "The Clown" (Elektra) MERLE HAGGARD "Big City" (Epic) H. WILLIAMS JR. "A Country..." (Elektra/Curb) CHARLEY PRIDE "Mountain Of Love" (RCA)

# Black Radio

## BREAKERS

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

### CHI-LITES

#### Hot On A Thing Called Love (20th/RCA)

66% of our reporters on it. Rotations: Heavy 6/0, Medium 19/2, Light 10/3, Extra Adds 2, Total Adds 7, WHRK, WEDR, WDMT, WJAX, WVOL, WANT, KUKQ. Heavy: WXYV, WAMO, WHUR, KDAY, WWRL, WKXI. Moves from 28-20 on the Black Radio Chart.

### XAVIER

#### Work That Sucker To Death (Liberty)

63% of our reporters on it. Rotations: Heavy 8/0, Medium 13/0, Light 11/2, Extra Adds 3, Total Adds 5, WSSJ, WPDQ, WJJS, WOWI, KDIA. Heavy: WAIL-FM, WBMX, WJLB, WKND, WENN, WGIV, WVOL, WWWS. Debuts at number 23 on the Black Radio Chart.

### JONES GIRLS

#### Nights Over Egypt (Phil. Int./CBS)

61% of our reporters on it. Rotations: Heavy 5/0, Medium 14/2, Light 11/5, Extra Adds 4, Total Adds 11, WAMO, WYLD-FM, WCIN, WDMT, KDAY, WKND, WATV, WENN, WOIC, WDAO, KDIA. Debuts at number 24 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.

- GEORGE BENSON "Never Give Up On A Good Thing" (WB) 32/23**  
Rotations: Heavy 2/0, Medium 5/1, Light 11/8, Extra Adds 14, Total Adds 23, WILD, WDAS, WAMO, WDIA, WEDR, WYLD-FM, WBMX, WJMO, KDKO, KDAY, WSSJ, WKND, WWRL, WGIV, WOIC, WJMI, WPDQ, WOWI, WTMP, WTLC, KAEZ, KDIA, KUKQ. Heavy: WOOK, WHUR. Medium: WVON, KSOL, WJAX, WVOL.
- QUINCY JONES featuring JAMES INGRAM "One Hundred Ways" (A&M) 32/1**  
Rotations: Heavy 11/0, Medium 12/0, Light 9/1, Extra Adds 0, Total Adds 1, WDAS. Heavy: WWIN, WEDR, WJLB, KSOL, WATV, WENN, KOKY, WVOL, WTOY, WTLC, KAEZ. Medium: WILD, WOOK, WVEE, WDIA, WHRK, WAIL-FM, WYLD-FM, WGCI, WVON, WDMT, WOWI, KUKQ. Moves 27-21 on the Black Radio Chart.
- CHOCOLATE MILK "Let's Go All The Way" (RCA) 30/5**  
Rotations: Heavy 5/0, Medium 8/1, Light 15/2, Extra Adds 2, Total Adds 5, WWIN, WDAS, WHRK, WGCI, KUKQ. Heavy: WILD, WAOK, WJLB, KDKO, WJAX. Medium: WVEE, WEDR, KDAY, WSSJ, WTLC, WWWS, KACE.
- AM-FM "You Are The One" (Dakar/Brunswick) 29/2**  
Rotations: Heavy 8/0, Medium 12/0, Light 8/1, Extra Adds 1, Total Adds 2, KDKO, WSSJ. Heavy: WILD, WHUR, WAOK, WEDR, WBMX, WJLB, WLOU, WWWS. Medium: WDAS, WVEE, WDIA, WHRK, WGCI, KDAY, KSOL, WJJS, WANT, WTOY, WTLC, KDIA. Debuts at number 28 on the Black Radio Chart.
- BRANDY WELLS "Watch Out" (WMOT/CBS) 28/5**  
Rotations: Heavy 9/0, Medium 8/0, Light 9/3, Extra Adds 2, Total Adds 5, WDIA, WJMO, WJAX, WTMP, KACE. Heavy: WWIN, WILD, WEDR, WSSJ, WKND, WENN, WGIV, WOIC, WTOY. Medium: WXYV, WDAS, WOOK, WAOK, WDMT, WBLX, WDAO, WKWM. Debuts at number 29 on the Black Radio Chart.
- RENE & ANGELA "Imaginary Playmates" (Capitol) 27/2**  
Rotations: Heavy 1/0, Medium 17/0, Light 8/1, Extra Adds 1, Total Adds 2, WJMO, KUKQ. Heavy: WJMI. Medium: WXYV, WAMO, WOOK, WHRK, WEDR, KDKO, WSSJ, WATV, WENN, WOIC, WKXI, WLOU, WJJS, WOWI, WANT, WTOY, WKWM.
- O'BRYAN "The Gigolo" (Capitol) 26/5**  
Rotations: Heavy 6/0, Medium 7/0, Light 10/2, Extra Adds 3, Total Adds 5, WDAS, WVEE, WKND, WLOU, WJJS. Heavy: WDIA, WEDR, KDAY, WKXI, WJAX, KACE. Medium: WHRK, WJMO, WVOL, WKWM, WWWS, KDIA.

# Radio & Records NATIONAL AIRPLAY/30

## February 19, 1982

Three Weeks	Two Weeks	Last Week	
4	1	1	① STEVIE WONDER/That Girl (Tamla/Motown)
5	4	2	② DIANA ROSS/Mirror, Mirror (RCA)
13	7	4	③ SMOKEY ROBINSON/Tell Me Tomorrow (Tamla/Motown)
26	9	7	④ JUNIOR/Mama Used To Say (Mercury/PolyGram)
9	6	5	⑤ AURRA/Make Up Your Mind (Salsoul/RCA)
1	3	3	⑥ SKYY/Call Me (Salsoul/RCA)
23	16	9	⑦ WHISPERS/In The Raw (Solar/Elektra)
3	2	6	⑧ BOBBY WOMACK/If You Think You're... (Beverly Glen)
14	10	10	⑨ LAKESIDE/I Want To Hold Your Hand (Solar/Elektra)
17	14	13	⑩ "D" TRAIN/You're The One For Me (Prelude)
12	12	12	⑪ LUTHER VANDROSS/Don't You Know That (Epic)
-	22	18	⑫ SISTER SLEDGE/My Guy (Cotillion/Atco)
-	27	15	⑬ TOM TOM CLUB/Genius Of Love (Sire/WB)
27	17	14	⑭ EARTH, WIND & FIRE/Wanna Be With... (ARC/Columbia)
-	29	19	⑮ PRINCE/Let's Work (WB)
8	8	11	⑯ TIME/Cool (WB)
2	5	8	⑰ HALL & OATES/I Can't Go For That (No Can Do) (RCA)
-	-	30	⑱ GEORGE DUKE/Shine On (Epic)
-	24	22	⑲ KOOL & THE GANG/Steppin' Out (De-Lite/PolyGram)
-	-	28	⑳ CHI-LITES/Hot On A Thing Called Love (20th/RCA)
-	-	27	㉑ Q. JONES featuring J. INGRAM/One Hundred Ways
6	11	21	㉒ SLAVE/Wait For Me (Cotillion/Atco) (A&M)
-	→	→	㉓ XAVIER/Work That Sucker To Death (Liberty) <b>New Entry</b>
-	→	→	㉔ JONES GIRLS/Nights Over Egypt (Phil. Int./CBS) <b>New Entry</b>
21	21	24	㉕ SUGAR HILL GANG/Apache (Sugar Hill)
-	30	26	㉖ CHIC/Stage Fright (Atlantic)
7	13	17	㉗ GROVER WASHINGTON JR./Be Mine (Tonight) (Elektra)
-	→	→	㉘ AM-FM/You Are The One (Dakar/Brunswick)
-	→	→	㉙ BRANDY WELLS/Watch Out (WMOT/CBS)
15	15	16	㉚ VERNON BURCH/Do It To Me (Spector/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

GEORGE BENSON (23)  
ATLANTIC STARR (16)  
JONES GIRLS (11)

### HOTTEST

STEVIE WONDER (40)  
SKYY (26)  
BOBBY WOMACK (24)  
JUNIOR (17)

- MANHATTANS "Honey, Honey" (Capitol) 26/5**  
Rotations: Heavy 3/0, Medium 11/1, Light 11/3, Extra Adds 1, Total Adds 5, WAMO, WAOK, WCIN, WDMT, WJMO. Heavy: WWRL, WOIC, WBLX. Medium: WOOK, WEDR, KDKO, WKND, WATV, WKXI, WJAX, KOKY, WTOY, WTLC.
- MAZE featuring FRANKIE BEVERLY "We Need Love To Live" (Capitol) 26/0**  
Rotations: Heavy 1/0, Medium 14/0, Light 11/0, Extra Adds 0, Total Adds 0. Heavy: WWRL. Medium: WXYV, WOOK, WAOK, WHRK, WEDR, WVON, WJMO, KDAY, KSOL, WGIV, WLOU, WVOL, WTOY, WTLC.
- ATLANTIC STARR "Circles" (A&M) 23/16**  
Rotations: Heavy 1/0, Medium 6/3, Light 7/4, Extra Adds 9, Total Adds 16, WWIN, WDIA, WHRK, WEDR, WAIL-FM, WYLD-FM, WBMX, WJLB, WKND, WWRL, WATV, WJJS, WVOL, WOWI, KAEZ, WWWS. Heavy: WHUR. Medium: WGCI, WVON, KSOL.
- T-CONNECTION "A Little More Love" (Capitol) 23/1**  
Rotations: Heavy 5/0, Medium 9/0, Light 8/0, Extra Adds 1, Total Adds 1, KACE. Heavy: WEDR, WGCI, WCIN, WJAX, KUKQ. Medium: WDAS, WOOK, WHUR, WAOK, WHRK, WJMO, WKND, WTOY, KAEZ.
- FOUR TOPS "Tonight I'm Gonna Love You All Over" (Casablanca/PG)**  
Rotations: Heavy 1/0, Medium 10/1, Light 7/1, Extra Adds 4, Total Adds 6, WAMO, WVEE, WJMO, WKND, WANT, WTOY. Heavy: WWRL. Medium: WXYV, WHRK, WCIN, KDKO, WJMI, KOKY, WOWI, WDAO, KDIA.
- MELBA MOORE "Let's Stand Together" (EMI/Liberty) 21/2**  
Rotations: Heavy 3/0, Medium 10/0, Light 7/1, Extra Adds 1, Total Adds 2, WAIL-FM, WPDQ. Heavy: WXYV, WAOK, WENN. Medium: WOOK, WHUR, WCIN, KSOL, WSSJ, KOKY, WOWI, WTLC, KAEZ, WWWS.
- CHIC "Stage Fright" (Atlantic) 21/1**  
Rotations: Heavy 5/0, Medium 13/0, Light 3/1, Extra Adds 0, Total Adds 1, KDKO. Heavy: WILD, WAMO, WOOK, WLOU, KAEZ. Medium: WHUR, WHRK, WCIN, WDMT, WJMO, WJJS, WOWI, WANT, WKWM, WTLC, KACE, KJLH, KUKQ. Holds at number 26 on the Black Radio Chart.
- DUNN & BRUCE STREET "If You Come With Me" (Davaki/Mirus) 20/5**  
Rotations: Heavy 1/0, Medium 11/0, Light 5/2, Extra Adds 3, Total Adds 5, WILD, WAOK, WVON, WTOY, WTLC. Heavy: WJMO. Medium: WWIN, WDAS, WCIN, WDMT, WSSJ, WATV, WENN, WGIV, WJMI, WKXI, WLOU.

## SIGNIFICANT ACTION

- RICHARD "DIMPLES" FIELDS "If It Ain't One Thing..." (Boardwalk) 18/8**  
Rotations: Heavy 0/0, Medium 8/2, Light 8/2, Extra Adds 4, Total Adds 8, WWIN, WILD, WAOK, WDIA, WDMT, WJLB, WENN, WVOL. Medium: KSOL, WSSJ, KAEZ, KDIA.
- COMMODORES "Why You Wanna Try Me" (Motown) 18/4**  
Rotations: Heavy 2/0, Medium 6/0, Light 8/2, Extra Adds 2, Total Adds 4, WDAS, KMJM, KSOL, WTLC. Heavy: WVEE, WWRL. Medium: WWIN, WAOK, WJMI, WBLX, WOWI, WDAO.
- ISLEY BROTHERS "Welcome To My Heart" (T-Neck/CBS) 18/3**  
Rotations: Heavy 0/0, Medium 7/0, Light 8/2, Extra Adds 1, Total Adds 3, WDAS, WDIA, WKND. Medium: WOOK, WAOK, WSSJ, WATV, WJMI, WDAO, KDIA.
- L.A. BOPPERS "Where Do The Bop Go?" (MCA) 17/4**  
Rotations: Heavy 0/0, Medium 7/0, Light 8/2, Extra Adds 2, Total Adds 4, WILD, WJAX, WTOY, WDAO. Medium: WEDR, KDKO, KDAY, WSSJ, WGIV, WJJS, KAEZ.
- STARPOINT "Angel" (Chocolate City/PolyGram) 17/4**  
Rotations: Heavy 3/0, Medium 3/0, Light 10/3, Extra Adds 1, Total Adds 4, WILD, WAOK, WDMT, WLOU. Heavy: WEDR, WATV, WDAO. Medium: WHUR, WGIV, WKWM.

- GRAND MASTER FLASH "It's Nasty (Genius Of Love)" (Sugar Hill) 17/2**  
Rotations: Heavy 7/0, Medium 5/1, Light 5/1, Extra Adds 0, Total Adds 2, WKXI, WTOY. Heavy: WDIA, WAIL-FM, WDMT, WATV, WJMI, WTMP, KDIA. Medium: WWIN, KMJQ, KDKO, WGIV.
- ANGELA BOFILL "Holdin' Out For Love" (Arista) 16/6**  
Rotations: Heavy 0/0, Medium 4/0, Light 9/3, Extra Adds 3, Total Adds 6, WOOK, WDMT, KDKO, KSOL, WSSJ, WDAO. Medium: WWIN, WHRK, WVON, KACE.
- GLADYS KNIGHT & THE PIPS "Friend Of Mine" (Columbia) 16/5**  
Rotations: Heavy 1/0, Medium 5/0, Light 8/3, Extra Adds 2, Total Adds 5, WDAS, WOOK, WATV, WOWI, WDAO. Heavy: WENN. Medium: WILD, WHRK, WVON, WWRL, WJJS.
- STONE "Time" (West End) 15/8**  
Rotations: Heavy 1/0, Medium 1/0, Light 10/5, Extra Adds 3, Total Adds 8, WILD, WDAS, WVEE, KDKO, WATV, WJMI, WDAO, KACE. Heavy: WWIN. Medium: WHRK.
- L.T.D. "April Love" (A&M) 15/3**  
Rotations: Heavy 1/0, Medium 9/1, Light 5/2, Extra Adds 0, Total Adds 3, KDAY, WANT, WDAO. Heavy: WWWS. Medium: WWIN, WILD, WOOK, WHUR, WAOK, WPDQ, KACE, KJLH.
- GQ "Sad Girl" (Arista) 12/2**  
Rotations: Heavy 1/0, Medium 4/0, Light 6/1, Extra Adds 1, Total Adds 2, WDAO, KDIA. Heavy: WVOL. Medium: WOIC, WKXI, WLOU, WJJS.

# Black Radio

## Hottest

February 19, 1982

EAST	SOUTH	MIDWEST	WEST
George Benson Atlantic Starr	George Benson Atlantic Starr Jones Girls Manhattans	George Benson Atlantic Starr Chi-Lites	George Benson Bettye Lavette

# Regionalized Adds & Hots

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

### EAST

#### WVIN/Baltimore Curtis Anderson

EVELYN KING  
ATLANTIC STARR  
ADC BAND  
CHOCOLATE MILK  
WARREN SHADD  
RICHARD D. FIELDS  
SHALAMAR  
BETTYE LAVETTE  
CHARLES EARLAND  
Hottest:  
BRANDY WELLS  
TOM TOM CLUB  
JUNIOR  
STEVIE WONDER  
ZOOM

#### WXYV/Baltimore Tim Watts

none  
Hottest:  
CHI-LITES  
FW&F  
LUTHER VANDROSS  
SISTER SLEDGE  
KOOL & THE GANG

#### WILD/Boston Steve Crumley

L.A. BOPPERS  
DUNN & BRUCE  
STARPOINT  
RICHARD D. FIELDS  
JIMMY CASTOR  
STONE  
GEORGE BENSON  
VICKY "D"  
Hottest:  
SKYY  
JUNIOR  
AURRA  
SMOKEY ROBINSON  
STEVIE WONDER

#### WSSJ/Camden-Philadelphia Gary Shepherd

AM-FM  
PRINCE  
XAVIER  
WILL HART  
GEORGE BENSON  
WAR  
ZOOM  
NIGHT BANDIT  
ANGELA BOFILL  
IMAGINATION  
Hottest:  
STEVIE WONDER  
PRINCE  
SKYY  
WHISPERS  
BRANDY WELLS  
DUNN & BRUCE

#### WKND/Hartford Eddie Jordan

JONES GIRLS  
GEORGE BENSON  
ISLEY BROS  
FOUR TOPS  
ATLANTIC STARR  
O'BRYAN  
Hottest:  
STEVIE WONDER  
HALL & OATES  
BOBBY WOMACK  
DIANA ROSS  
JUNIOR

#### WWRL/New York Wanda Ramos

TERRI GONZALEZ  
POSITIVE EXPRESS  
ORIGINALS  
SKOOL BOYZ  
GEORGE BENSON  
RUFUS & CHAKA  
ATLANTIC STARR  
SHALAMAR  
Hottest:  
BOBBY WOMACK  
STEVIE WONDER  
WHATNAUTS  
JUNIOR  
DIANA ROSS

#### WDAS/Philadelphia Joe Tamburro

STONE  
GEORGE BENSON  
ISLEY BROS  
GLADYS KNIGHT  
QUINCY JONES  
O'BRYAN  
CHOCOLATE MILK  
SKOOL BOYZ  
WAR  
FERRARI  
COMMODORES  
TRACY WEBER  
KWICK  
JACKSONS  
Hottest:  
JUNIOR  
BOBBY WOMACK  
STEVIE WONDER  
D TRAIN  
TIME

#### WAMO/Pittsburgh John Anthony

LUTHER VANDROSS  
JONES GIRLS  
MANHATTANS  
GEORGE BENSON  
EVELYN KING  
JACKSONS  
FOUR TOPS  
CHAS JANKEL  
ADC BAND  
Hottest:  
STEVIE WONDER  
CHI-LITES  
WHATNAUTS  
SISTER SLEDGE  
JUNIOR

#### WOOK/Washington Harry Boomer

GLADYS KNIGHT  
GEORGE DUKE  
ANGELA BOFILL  
Hottest:  
JUNIOR  
TOM TOM CLUB  
STEVIE WONDER  
LUTHER VANDROSS  
O'BRYAN

#### WHUR/Washington Oscar Fields

GEORGE DUKE  
RAMSEY LEWIS  
Hottest:  
BOBBY WOMACK  
STEVIE WONDER  
SMOKEY ROBINSON  
KOOL & THE GANG  
RARE ESSENCE

### SOUTH

#### WAOK/Atlanta Larry Tinsley

MANHATTANS  
DUNN & BRUCE  
STARPOINT  
THE ORIGINALS  
SKOOL BOYZ  
TOMORROW'S EDIT.  
RICHARD D. FIELDS  
Hottest:  
STEVIE WONDER  
TOM TOM CLUB  
LAKESIDE  
PRINCE  
TIME

#### WVEE/Atlanta Scotty Andrews

ZOOM  
FOUR TOPS  
WHISPERS  
STONE  
O'BRYAN  
LAMONT DOZIER  
Hottest:  
TOM TOM CLUB  
BOBBY WOMACK  
STEVIE WONDER  
LAKESIDE  
SKYY

#### WENN/Birmingham Gene Wise

RICHARD D. FIELDS  
REN WOODS  
SWITCH  
TOMORROW'S EDIT.  
JONES GIRLS  
RUFUS & CHAKA  
Hottest:  
SKYY  
SUGAR HILL GANG  
ZZ HILL  
XAVIER  
GAYLE ADAMS

#### WATV/Birmingham Stan Granger

GLADYS KNIGHT  
ATLANTIC STARR  
ADC BAND  
GEORGE DUKE  
STONE  
JONES GIRLS  
VICKY "D"  
PHYLLIS HYMAN  
CISSEL & KING  
Hottest:  
SKYY  
STEVIE WONDER  
PEABO BRYSON  
SUGAR HILL GANG  
JUNIOR

### MIDWEST

#### WBMX/Chicago Lee Michaels

GEORGE BENSON  
TIERRA  
STYLISTICS  
ATLANTIC STARR  
SISTER SLEDGE  
WAR  
Hottest:  
HALL & OATES  
SKYY  
D TRAIN  
GLADYS KNIGHT  
BOBBY WOMACK

#### WVON/Chicago Pam Wells

JEAN-LUC PONTY  
DUNN & BRUCE  
Hottest:  
STEVIE WONDER  
SKYY  
TOM TOM CLUB  
WHISPERS  
MAGNUM FORCE

#### WGCI/Chicago Pam Wells

JEAN-LUC PONTY  
GEORGE DUKE  
ROY AYERS  
RAMSEY LEWIS  
SARAH VAUGHN  
CHOCOLATE MILK  
CISSEL & KING  
LARRY CARLTON  
T-CONNECTION  
SWITCH  
Hottest:  
ZZ HILL  
STEVIE WONDER  
TOM TOM CLUB  
LUTHER VANDROSS  
WHISPERS

#### WCIN/Cincinnati Everett Cork

REN WOODS  
JONES GIRLS  
MANHATTANS  
EVELYN KING  
Hottest:  
TOM TOM CLUB  
D TRAIN  
DIANA ROSS  
XAVIER  
STEVIE WOODS

#### WJMO/Cleveland Erk Stone

GEORGE DUKE  
FOUR TOPS  
BRANDY WELLS  
MANHATTANS  
GEORGE BENSON  
RENE & ANGELA  
WEST STREET MOB  
Hottest:  
BOBBY WOMACK  
PEABO BRYSON  
HALL & OATES  
AURRA  
STEVIE WONDER

#### WDMT/Cleveland Magic/James

JONES GIRLS  
MANHATTANS  
CHI-LITES  
STARPOINT  
ANGELA BOFILL  
SHALAMAR  
RICHARD D. FIELDS  
Hottest:  
STEVIE WONDER  
BOBBY WOMACK  
DIANA ROSS  
ROGER  
SMOKEY ROBINSON  
JUNIOR

#### WDAO/Dayton Lankford Stephens

GLADYS KNIGHT  
JONES GIRLS  
LTD  
ZOOM  
JOE SIMON  
CHARLES EARLAND  
GEORGE DUKE  
WAR  
ANGELA BOFILL  
SPINNERS  
GO  
IMAGINATION  
CANDI STATON  
ONE WAY  
L.A. BOPPERS  
STONE  
JOHNNY BRISTOL  
Hottest:  
STEVIE WONDER  
JUNIOR  
JERMAINE JACKSON  
FW&F  
EVELYN KING

#### WJLB/Detroit J. Michael McKay

ATLANTIC STARR  
RICHARD D. FIELDS  
Hottest:  
DIANA ROSS  
HALL & OATES  
D TRAIN  
AURRA  
GROVER WASHINGTON

#### WKWM/Grand Rapids Frank Grant

none  
Hottest:  
SKYY  
HALL & OATES  
TIME  
TOM TOM CLUB  
STEVIE WONDER

#### WTLC/Indianapolis Jay Johnson

TOMORROW'S EDIT.  
GEORGE BENSON  
DUNN & BRUCE  
COMMODORES  
CISSEL & KING  
TROUBLE FUNK  
Hottest:  
BOBBY WOMACK  
SKYY  
D TRAIN  
JUNIOR  
STEVIE WONDER

#### KAEZ/Oklahoma City Lee Simpson

ATLANTIC STARR  
TRACY WEBER  
PLEASURE  
PRINCE  
JOHNNY BRISTOL  
GEORGE BENSON  
ADC BAND  
TOMORROW'S EDIT.  
Hottest:  
SKYY  
BOBBY WOMACK  
KOOL & THE GANG  
RICHARD D. FIELDS  
ATLANTIC STARR

#### WWWS/Saginaw, MI Kermit Crockett

EBONEE WEBB  
ATLANTIC STARR  
KWICK  
HERITAGE  
Hottest:  
D TRAIN  
SUGAR HILL GANG  
STEVIE WONDER  
XAVIER

#### KMJM/St. Louis Dick Edwards

TOM TOM CLUB  
COMMODORES  
J. GEILS BAND  
Hottest:  
LUTHER VANDROSS  
DIANA ROSS  
STEVIE WONDER  
SKYY  
ONJ

### WEST

#### KDKO/Denver Byron Pitts

JUICY  
GEORGE BENSON  
SHALAMAR  
CHIC  
AM-FM  
WAR  
STONE  
SKOOL BOYZ  
ANGELA BOFILL  
MIGHTY CLOUDS  
ADC BAND  
ROY AYERS  
Hottest:  
HALL & OATES  
ONJ  
STEVIE WONDER  
BOBBY WOMACK  
JERRY CARR

#### KACE/Los Angeles Alonzo Miller

CHAS JANKEL  
STONE  
T-CONNECTION  
JOHNNY BRISTOL  
BETTYE LAVETTE  
BRANDY WELLS  
Hottest:  
D TRAIN  
AURRA  
O'BRYAN  
JUNIOR  
WHISPERS

#### KDAY/Los Angeles J.J. Johnson

ONF WAY  
GEORGE BENSON  
MADAGASCAR  
LTD  
SWITCH  
RENE & ANGELA  
JONES GIRLS  
BETTYE LAVETTE  
KWICK  
TOM TOM CLUB  
Hottest:  
STEVIE WONDER  
TIME  
AURRA  
JUNIOR  
PRINCE

#### KJLH/Los Angeles Levi Booker

none  
Hottest:  
STEVIE WONDER  
AURRA  
KOOL & THE GANG  
GROVER WASHINGTON  
BOBBY WOMACK

#### KDIA/Oakland Keith Adams

WAR  
WHATNAUTS  
GEORGE BENSON  
WALDO  
JONES GIRLS  
GO  
XAVIER  
Hottest:  
SKYY  
D TRAIN  
STEVIE WONDER  
DIANA ROSS  
PRINCE

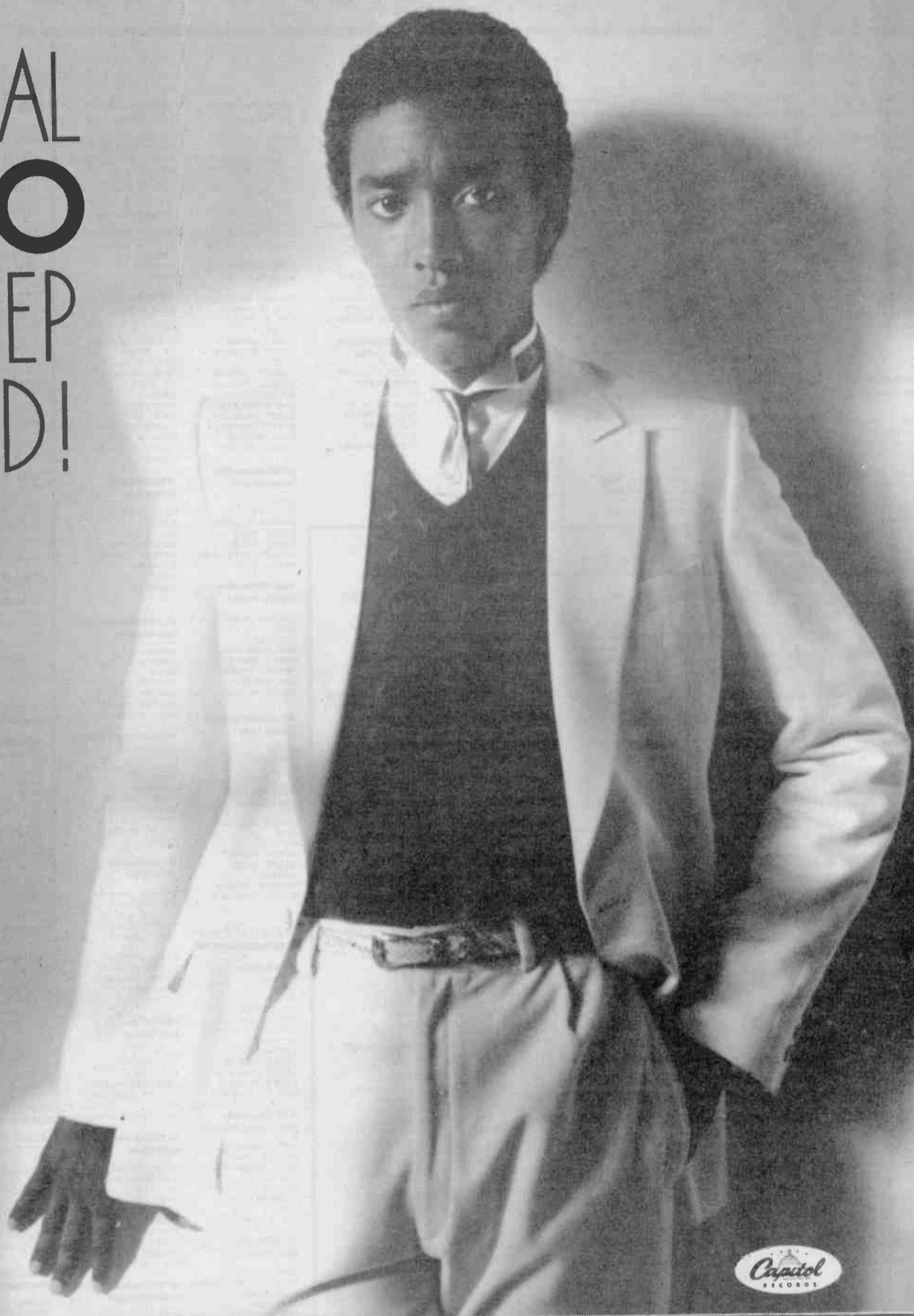
#### KUKQ/Phoenix Steve Smith

GEORGE BENSON  
CHOCOLATE MILK  
POINTER SISTERS  
RENE & ANGELA  
CHI-LITES  
Hottest:  
STEVIE WONDER  
DIANA ROSS  
SKYY  
WHISPERS  
AURRA

#### KSOL/San Mateo, CA Bernie Moody

PLEASURE  
COMMODORES  
BAR-KAYS  
ANGELA BOFILL  
SKYY  
BETTYE LAVETTE  
Hottest:  
TIME  
STEVIE WONDER  
AURRA  
BOBBY WOMACK  
LUTHER VANDROSS

WILL THE REAL  
**GIGOLO**  
PLEASE STEP  
FORWARD!



**"THE GIGOLO"**  
THE SENSATIONAL SMASH  
FROM THE FORTHCOMING  
ALBUM | DOIN' ALRIGHT BY



**O'BRYAN**

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EXECUTIVE PRODUCER: DON CORNELIUS





CHART PARALLEL CHARTS

EAST

PRO-FM Providence PD & MD: Gary Berkowitz

- 1 HALL & GATES/Can't Go For That
2 J. GEILS BAND/Centerfold
3 ROLLING STONES/Waiting On A Friend

ADDS J. GEILS BAND/Freeze Frame
HUEY LEWIS AND THE 4000S/You Belive In...

96 KX Pittsburgh

WIKX FM STEREO OM: Bobby Christian MD: Clarke Ingram

- 1 JOURNEY/Open Arms
2 PAT BENATAR/Promises In The Dark
3 DONNIE IRIS/Love Is Like A Rock

ADDS JOHN HALL BAND/Crazy (Keep On Fallin'
MICHAEL STANLEY/By Myself And You

BIO 4 WBSB Baltimore

PD: Jan Jeffries MD: Kevin Shea

- 1 AIR SUPPLY/Sweet Dreams
2 LRB/Take It Easy On Me
3 PAUL DAVIS/Cool Night

ADDS JOHN HALL BAND/Crazy (Keep On Fallin'
MIKE POST/These From Megnum P.I.

WABC 77 New York

PD: Jay Clark MD: James Golden

- 1 HALL & GATES/Can't Go For That
2 ON/Physical
3 KENNY ROGERS/Through The Years

ON POINTER SISTERS/Should I Do It
ADDS SISTER SLEDGE/My Guy

105.0 chum Toronto

PD: Jim Waters MD: Brad Jones

- 1 JOAN JETT/ Love Rock 'N Roll
2 AC/DC/Let's Get It Up
3 ROD STEWART/Tonight I'm Yours

ADDS CONDUCTOR/Voice On The Radio
ON SAMMY HAGAR/It's Fall In Love Age

FM 95.5 & AM 1580 Washington, D.C.

PD: Steve Kingston MD: Clarke Ingram

- 1 AIR SUPPLY/Sweet Dreams
2 LRB/Take It Easy On Me
3 CAROL/Share It Up

ADDS VANELLEIS/Charlots Of Fire
ON VANELLEIS/Charlots Of Fire

98.0 Montreal

PD: B. Beau Dean MD: Kevin Shea

- 1 SOFT CELL/Tainted Love
2 J. GEILS BAND/Centerfold
3 HALL & GATES/Can't Go For That

ADDS GO GO'S/Me Got The Beat
STEVIE NICKS/Edge Of Seventeen

ROCK 102 Buffalo

WBEN-FM PD: Bob Wood MD: Roger Christian

- 1 STEVIE WONDER/That Girl
2 ON/Physical
3 KENNY ROGERS/Through The Years

ADDS SISTER SLEDGE/My Guy
ON SISTER SLEDGE/My Guy

wifi 92 Philadelphia

PD: Don Cannon Music Assistant: Verna McKay

- 1 J. GEILS BAND/Centerfold
2 CAROL/Share It Up
3 DIANA ROSS/Mirror, Mirror

ADDS SAMMY HAGAR/It's Fall In Love Age
STEVIE NICKS/Edge Of Seventeen

WKEF 105 Buffalo

PD: Neil McGinley MD: Jon Summers

- 1 J. GEILS BAND/Centerfold
2 JOURNEY/Open Arms
3 DAN FOEGLER/Leader Of The Band

ADDS NONE
ON NEDCO/Pop Goes The Movies

105 Providence

PD: Todd Chase MD: Mike Wate

- 1 HALL & GATES/Can't Go For That
2 J. GEILS BAND/Centerfold
3 CAROL/Share It Up

ADDS PRISM/Don't Let Him Know
SAMMY HAGAR/It's Fall In Love Age

107 Washington, D.C.

PD: Alan Burns

- 1 HALL & GATES/Can't Go For That
2 J. GEILS BAND/Centerfold
3 BUCKNER & GARCIA/Pac-Man Fever

ADDS J. GEILS BAND/Freeze Frame
CHUBBY CHECKER/Runnin'

WXKS-FM Boston

PD: Sonny Joe White MD: Vinnie Peruzzi

- 1 STEVIE WONDER/That Girl
2 PEABO BRYSAN/In The Feeling Flow
3 JUNIOR/Made To Stay

ADDS 14 PRISM/Don't Let Him Know
BOB & DOUG MCKENZ/Take Off

WBZZ Pittsburgh

PD: Dan Vallie MD: Chuck Tyler

- 1 TOM TOM CLUB/Genius Of Love
2 DONNIE IRIS/Love Is Like A Rock
3 AIR SUPPLY/Sweet Dreams

ADDS STEVIE NICKS/Edge Of Seventeen
ON GEORGE BENSON/Never Give Up On A

SOUTH TAMPA

PD: Scott Shannon MD: Pat McKay

- 1 JOAN JETT/ Love Rock 'N Roll
2 J. GEILS BAND/Centerfold
3 BERTIE HIGGINS/Key Largo

ADDS 26, 29, 30, 31
ON SISTER SLEDGE/My Guy

Z-93 Atlanta

ATLANTA'S RADIO STATION PD: John Young

- 1 JOURNEY/Open Arms
2 BERTIE HIGGINS/Key Largo
3 ROLLING STONES/Waiting On A Friend

ADDS 20 DR. HOOK/Baby Makes Her Blue J

KEGL FM Eagle Ft. Worth

PD: Christopher Haze MD: Sandra Bobek

- 1 JOAN JETT/ Love Rock 'N Roll
2 JOURNEY/Open Arms
3 ROLLING STONES/Waiting On A Friend

ADDS PRISM/Don't Let Him Know
BARRY MANILOW/Somewhere Down The...

WNBC Radio 66 New York

PD: Kevin Metheny Music Coord.: Lyndon Abell

- 1 BILLY JOEL/She's Got A Way
2 KENNY ROGERS/Through The Years
3 RONNIE MILSAP/I Wouldn't Have Missed

ADDS 29, 30
ON STEVIE NICKS/Edge Of Seventeen

WCKX Tampa

MD: Colleen Cassidy

- 1 GEORGE BENSON/Turn Your Love Around
2 PAUL DAVIS/Cool Night
3 NICKS & HENLEY/Leather & Lace

ADDS NONE
ON FORE/ONE/Just A Fool

100 Miami

PD: Bill Tanner MD: Mark Shands

- 1 JOAN JETT/ Love Rock 'N Roll
2 JOURNEY/Open Arms
3 J. GEILS BAND/Centerfold

ADDS J. GEILS BAND/Freeze Frame
JUNIOR/Made To Stay

WINZ-FM Miami

PD: Keith Isley MD: Johnny Dolan

- 1 J. GEILS BAND/Centerfold
2 ON/Physical
3 JOAN JETT/ Love Rock 'N Roll

ADDS KENNY ROGERS/Through The Years
VAN HALEN/On Pretty Woman

WABC 77 New York

PD: Jay Clark MD: James Golden

- 1 HALL & GATES/Can't Go For That
2 ON/Physical
3 KENNY ROGERS/Through The Years

ON POINTER SISTERS/Should I Do It
ADDS SISTER SLEDGE/My Guy

MIDWEST MILWAUKEE

WKTU 24 FM PD: B.J. Hunter

ADDS SAMMY HAGAR/It's Fall In Love Age
TOMMY LITTON/867-5309/Jenny

CHR Parallel One Playlists

WLS Chicago

WEST Los Angeles

The NEW 95 FM Seattle

Phoenix

Phoenix FM 104

Q102 Cincinnati PD: Jim Fox MD: Tony Galuzzo

WLS Chicago PD: Richard Lippincott MD: Karen Cavaliero

WEST Los Angeles PD: Bob Hamilton MD: David Grossman

The NEW 95 FM Seattle PD: Charlie Brown MD: Tom Huttyler

Phoenix PD: Steve Rivers MD: Chaz Kelley

Phoenix FM 104 PD: Dave Anthony MD: Steve Goddard

WZZM FM96 AND YOU Milwaukee PD: Buddy Scott MD: Bill Shannon

WZZM Cleveland PD: Bob McKay

KETK San Jose 106.5 FM PD & MD: Bob Harlow

R100 Los Angeles PD: Paula Matthews MD: Robert Moorhead

R100 Denver PD: Doug Erikson MD: Gloria Avila

KISFM Los Angeles 102.7 PD: Don Benson MD: Danny Lemos

WZZM FM96 AND YOU Milwaukee PD: Buddy Scott MD: Bill Shannon

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R100 Los Angeles PD: Paula Matthews MD: Robert Moorhead

R100 Denver PD: Doug Erikson MD: Gloria Avila

KISFM Los Angeles 102.7 PD: Don Benson MD: Danny Lemos

(H) indicates one of the five "hottest" records on each Parallel One playlist.



### EAST Most Added® Hottest

Stevie Nicks  
Paul Davis  
Journey  
Joan Jett  
Stevie Wonder

# 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. Geils Band  
Dr. Hook  
Greg Guldry  
Stevie Nicks  
Journey  
Stevie Wonder  
Joan Jett

#### EAST

##### PARALLEL TWO

**WBFF/Rochester, NY**  
Jay Stevens

**ABBA**  
Hottest:  
HALL & OATES 1-1  
GEORGE BENSON 2-2  
DAN FOGELBERG 3-3  
SHEENA EASTON 5-4  
PAUL DAVIS 4-5

**WKDE/Huntington, WV**  
Gary Miller

**BARBRA STREISAND**  
GINO VANNELLI  
SNEAKER  
SKYY  
ANNE MURRAY  
Hottest:  
DONNIE IRIS 2-1  
JOURNEY 3-2  
STEVIE WONDER 11-5  
ALABAMA 20-10  
POINTER SISTERS 22-15

**WPST/Trenton, NJ**  
Tom Taylor

**VANGELIS**  
STEVIE WONDER  
Hottest:  
JOAN JETT 1-1  
JOURNEY 5-2  
POLICE 16-7  
GENESIS 12-8  
BOB & DOUG MCKENZ 24-17

**WTRY/Albany, NY**  
Bill Cahill

**BERTRIE HIGGINS**  
J. GEILS BAND  
Hottest:  
J. GEILS BAND 1-1  
JOURNEY 4-2  
JOAN JETT 16-8  
ROD STEWART 23-19  
ONJ 30-19

**WAEB/Allentown, PA**  
Jeff Frank

**JOURNEY** 1-1  
**AIR SUPPLY** 2-2  
**STEVIE WONDER** 25-13  
**ONJ** D-21

**KC101/New Haven, CT**  
Danny Lyons

**GEORGE DUKE**  
ROBERTA FLACK  
Hottest:  
AIR SUPPLY 4-1  
JOURNEY 12-4  
BERTIE HIGGINS 18-9  
ONJ 25-21  
FRED PARRIS/FIVE 28-22

**WFBP/Baltimore, MD**  
Andy Szulnaki

**STEVIE NICKS**  
LARRY CARLTON  
ROBERTA FLACK  
JOHN DENVER  
Hottest:  
JOURNEY 4-1  
KENNY ROGERS 6-4  
ABBA 13-9  
CLIFF RICHARD 12-10  
BERTIE HIGGINS 24-16

**WBFL/Long Island, NY**  
Bill Terry

**SISTER SLEDGE**  
Hottest:  
JOURNEY 5-1  
DAN FOGELBERG 6-3  
AIR SUPPLY 8-5  
KENNY ROGERS 11-8  
STEVIE WONDER 21-11

**WTIC-FM/Hartford, CT**  
Rick Donahue

**JOAN JETT**  
JUNIOR  
Hottest:  
STEVIE WONDER B-1  
SKYY 15-13  
JOURNEY 18-15  
BERTIE HIGGINS 20-17  
JOAN JETT A-20

**Q106/York, PA**  
Dan Steele

**BOB & DOUG MCKENZ**  
J. GEILS BAND  
STEVIE NICKS  
BARBRA STREISAND  
DR. HOOK  
FRED PARRIS/FIVE  
Hottest:  
JOURNEY 6-1  
STEVIE WONDER 10-6  
JOAN JETT 19-9  
BERTIE HIGGINS 16-12  
DIANA ROSS 21-15

**WHFM/Rochester, NY**  
Almae Peck

**ABBA**  
CHILLIWACK  
VANGELIS  
Hottest:  
AIR SUPPLY 3-1  
JOURNEY 11-3  
LRB 8-5  
BERTIE HIGGINS 17-13  
POINTER SISTERS 21-16

**K104/Oris, PA**  
Bill Shannon

**CHINA**  
BERTIE HIGGINS  
PAUL DAVIS  
SOFT CELL  
ROBERTA FLACK  
Hottest:  
JOURNEY 1-1  
FOREIGNER 2-2  
PETE CETERA 4-3  
GO GO'S 15-7  
LRB 20-12

**V100/Charleston, WV**  
Jay Jarvis

**VANGELIS**  
CHILLIWACK  
ONJ  
Hottest:  
SHEENA EASTON 3-1  
LRB 6-2  
KENNY ROGERS 7-3  
JOURNEY 9-5  
BERTIE HIGGINS 10-P

**WKRT-FM/Wilkes-Barre, PA**  
Jim Riesing

**BARBRA STREISAND**  
OAK RIDGE BOYS  
ANGELA BCFILL  
DR. HOOK  
Hottest:  
FOREIGNER 1-1  
JOURNEY 6-2  
BOB & DOUG MCKENZ 7-3  
JOAN JETT 8-4  
J. GEILS BAND 20-5

**92FLY/Albany, NY**  
Jack Lawrence

**ALABAMA**  
STEVIE NICKS  
PAUL DAVIS  
Hottest:  
J. GEILS BAND 1-1  
POLICE 5-2  
JOURNEY 16-12  
KENNY ROGERS 18-13  
ROD STEWART 24-18

**WVBF/Boston, MA**  
Reg Johns

**QUINCY JONES**  
CLIFF RICHARD  
Hottest:  
BILLY JOEL 2-1  
DAN FOGELBERG 9-5  
BARRY MANILOW 12-9  
SHEENA EASTON 16-12  
LRB 24-18

**WCAO/Baltimore, MD**  
Ron Riley

**ROBERTA FLACK**  
PAUL DAVIS  
HUEY LEWIS AND TH  
Hottest:  
AIR SUPPLY 2-1  
DIANA ROSS 8-4  
STEVIE WONDER 11-8  
ALABAMA 21-13  
ABBA 24-19

**WDRS-FM/Hartford, CT**  
Paul Roberts

**STEVIE NICKS**  
CHILLIWACK  
GEORGE DUKE (dp)  
FOREIGNER (dp)  
TOMMY TUNONE (dp)  
BOB & DOUG MCKENZ (dp)  
Hottest:  
HALL & OATES 1-1  
J. GEILS BAND 2-2  
JOURNEY 10-3  
JOAN JETT 22-11  
STEVIE WONDER 16-12

**WRCK/Utica, NY**  
Jim Reltz

**CARS**  
LE ROUX  
SNEAKER  
GREG GUIDRY  
Hottest:  
JOURNEY D-1  
JOAN JETT 10-4  
ROD STEWART 14-9  
POLICE 13-10  
FOREIGNER 15-12

**3WT/Binghamton, NY**  
Scott Michaels

**ABBA**  
TOMMY TUNONE  
QUARTERFLASH  
OZZY OSBORNE  
GAMMA  
Hottest:  
JOURNEY 3-1  
JOAN JETT 18-9  
BOB & DOUG MCKENZ 19-14  
GO GO'S 27-18  
J. GEILS BAND 37-24

**WPHD/Buffalo, NY**  
Harv Moore

**GAMMA**  
UFO  
BOBBY & THE MIDNI  
NICK LOWE  
Hottest:  
POLICE 3-1  
J. GEILS BAND 1-2  
JOURNEY 5-3  
STEVIE WONDER 6-4  
JOAN JETT 15-12

**WLAN-FM/Lancaster, PA**  
Dave Russell

**J. GEILS BAND**  
STEVIE NICKS  
LE ROUX  
TOMMY TUNONE  
Hottest:  
JOURNEY 4-1  
LRB 5-3  
STEVIE WONDER 10-6  
JOAN JETT 20-11  
DIANA ROSS 18-13

#### PARALLEL THREE

**WCIR/Beckley, WV**  
Jim Martin

**ROBERTA FLACK**  
FOREIGNER  
PRISM  
QUARTERFLASH  
VANGELIS  
Hottest:  
J. GEILS BAND 1-1  
ALABAMA 2-2  
JOURNEY 9-3  
OAK RIDGE BOYS 15-5  
GO GO'S 22-13

**WFBQ/Altoona, PA**  
Tony Booth

**QUARTERFLASH**  
SISTER SLEDGE  
ANNE MURRAY  
GREG GUIDRY  
STELLA PARTON  
Hottest:  
JOURNEY 2-1  
SHEENA EASTON 6-5  
KENNY ROGERS 8-7  
STEVIE WONDER 11-8  
JOAN JETT 22-16

**WGVY/Bangor, ME**  
Jim Rendall

**JOURNEY**  
ROD STEWART  
CHRIS REA  
JIGSAW  
FOUR TOPS  
CLIFF RICHARD  
Hottest:  
STEVIE WONDER 9-1  
SKYY 7-4  
SISTER SLEDGE 20-14  
J. GEILS BAND D-15  
JOAN JETT 28-22

**WJBQ/Portland, ME**  
Brian Phoenix

**FOREIGNER**  
ABBA  
MECO  
BRYAN ADAMS  
JOAN JETT  
GEORGE DUKE  
LE ROUX  
Hottest:  
JOURNEY 11-1  
LOVERBOY 12-5  
POINTER SISTERS 16-9  
POLICE 31-24  
GREG GUIDRY 40-30

**WTSN/Dover, NH**  
Jim Sebastian

**NEIL DIAMOND**  
FRED PARRIS/FIVE  
STEVIE WOODS  
Hottest:  
AIR SUPPLY 4-1  
KENNY ROGERS 9-4  
BARRY MANILOW 11-5  
BERTIE HIGGINS 8-6  
STEVIE WONDER 14-8

**WIGY/Bath, ME**  
Willie Mitchell

**J. GEILS BAND**  
GO GO'S  
ONJ  
VANGELIS  
ABBA  
LE ROUX  
STEVIE NICKS  
Hottest:  
JOURNEY 8-1  
LOVERBOY 10-5  
POLICE 14-10  
JOAN JETT 25-17  
BOB & DOUG MCKENZ D-24

**WLAM/Lewiston, ME**  
Chris Layne

**CHUBBY CHECKER**  
MECO  
Hottest:  
SHEENA EASTON 8-4  
KENNY ROGERS 9-7  
ALABAMA 18-8  
BARRY MANILOW 13-9

**95XIL/Parkersburg, WV**  
Terry Lee Collins

**ABBA**  
EM&F  
VAN HALEN  
ROD STEWART  
PAUL DAVIS  
Hottest:  
JUICE NEWTON 3-1  
VANGELIS 11-3  
LRB 13-5  
SMOKEY ROBINSON 18-11  
ONJ 40-33

**WACZ/Bangor, ME**  
Michael O'Hara

**PAUL DAVIS**  
Hottest:  
FOREIGNER 5-1  
DONNIE IRIS 10-7  
JOURNEY 14-8  
BUCKNER & GARCIA 15-9  
JOAN JETT 20-14

**WZYQ/Frederick, ND**  
Kemosabi Joe

**PAUL DAVIS**  
GLASS MOON  
UFO  
Hottest:  
JOAN JETT 2-1  
OAK RIDGE BOYS 11-7  
LRB 12-8  
GO GO'S 16-9  
ONJ 21-11

**WOMP-FM/Bellaire, OH**  
Jolene Baller

**J. GEILS BAND**  
HALL & OATES  
ABBA  
PAUL DAVIS  
Hottest:  
JOURNEY 1-1  
BOB & DOUG MCKENZ 5-3  
FOREIGNER D-8  
MCGUFFEY LANE 18-14  
JOAN JETT 24-17

**WHEB/Portsmouth, NH**  
Rick Bean

**BOB & DOUG MCKENZ**  
Hottest:  
DAN FOGELBERG 1-1  
AIR SUPPLY 2-2  
SHEENA EASTON 7-5  
JOURNEY 15-8  
POINTER SISTERS 14-10

**WFEE/Manchester, NH**  
Keith Lemire

**BARBRA STREISAND**  
LE ROUX  
STEVIE NICKS  
ANNE MURRAY  
Hottest:  
AIR SUPPLY 5-3  
KENNY ROGERS 16-8  
DIANA ROSS 22-10  
ROD STEWART 23-12

#### SOUTH

##### PARALLEL TWO

**BJ106/Orlando, FL**  
Tom West

**GREG GUIDRY**  
SNEAKER  
Hottest:  
HALL & OATES 1-1  
JOURNEY 9-7  
JOAN JETT 20-12  
STEVIE WONDER 32-22  
FOREIGNER 38-29

**KEEL/Shreveport, LA**  
Kevin Davis

**ONJ**  
GO GO'S  
SUGAR HILL GANG  
BOB & DOUG MCKENZ  
J. GEILS BAND  
STEVIE NICKS  
FOREIGNER  
IRENE CARA  
Hottest:  
J. GEILS BAND 1-1  
DAN FOGELBERG 2-2  
DIANA ROSS 15-11  
JOAN JETT 29-14  
BUCKNER & GARCIA 31-25

**KTSA/San Antonio, TX**  
J.J. Rodriguez

**KOOL & THE GANG**  
JOAN JETT  
ABBA  
VANGELIS  
Hottest:  
J. GEILS BAND 4-1  
JOURNEY 13-10  
KENNY ROGERS 15-12  
DIANA ROSS 20-17  
STEVIE WONDER 25-21

**KXX106/Birmingham, AL**  
Chris Trane

**SISTER SLEDGE**  
QUINCY JONES  
Hottest:  
ALABAMA 1-1  
JOURNEY 5-2  
STEVIE WONDER 15-10  
OAK RIDGE BOYS 24-15  
GO GO'S 30-24

**WAKY/Louisville, KY**  
Bob Moody

**PAUL DAVIS**  
HUEY LEWIS AND TH  
STEVIE NICKS  
ONJ  
Hottest:  
STEVIE WONDER 8-1  
OAK RIDGE BOYS 2-2  
CLIFF RICHARD 9-3  
POINTER SISTERS 13-7  
PAUL DAVIS A-18

**WAXY/Ft. Lauderdale, FL**  
Rick Shaw

**GEORGE BENSON**  
VANGELIS  
Hottest:  
AIR SUPPLY 3-1  
JUICE NEWTON 2-2  
JOURNEY 5-3  
STEVIE WONDER 10-8  
SHEENA EASTON 12-10

**WAYS/Charlotte, NC**  
Lou Simon

**ALABAMA** 2-1  
DAN FOGELBERG 3-2  
AIR SUPPLY 4-3  
VANGELIS 16-12  
ONJ 17-13

**WBBO/Augusta, GA**  
Bruce Stevens

**DR. HOOK**  
QUINCY JONES  
PAUL DAVIS  
GEORGE DUKE  
Hottest:  
DIANA ROSS 4-1  
OAK RIDGE BOYS 17-11  
POINTER SISTERS 20-12  
ONJ 22-13  
CLIFF RICHARD 19-14

**WFMF/Baton Rouge, LA**  
Rice Watkins

**GO GO'S**  
SISTER SLEDGE  
Hottest:  
JOURNEY 2-1  
STEVIE WONDER 10-5  
LE ROUX 15-10  
POLICE 19-13  
VAN HALEN 27-21

**WGH/Norfolk, VA**  
Bob Canade

**BOB & DOUG MCKENZ**  
C. CHRISTIAN  
J. GEILS BAND  
JOHN DENVER  
Hottest:  
SISTER SLEDGE 13-1  
STEVIE WONDER 14-8  
NEIL DIAMOND 18-10  
ANNE MURRAY 19-17  
ONJ 21-19

**WBHQ/Memphis, TN**  
Mike Scalzi

**STEVIE WONDER**  
AIR SUPPLY 1-1  
BUCKNER & GARCIA 2-2  
BERTIE HIGGINS 3-3  
LRB 4-4  
JOURNEY 5-5

**WJDX/Jackson, MS**  
Bill Crews

**MECO**  
J. GEILS BAND  
ONJ  
Hottest:  
HALL & OATES 1-1  
SUGAR HILL GANG 3-2  
STEVIE WONDER 15-5  
LRB 17-8  
JOURNEY 21-11

**WGSN/Birmingham, AL**  
Walt Brown

**DR. HOOK**  
STEVIE WOODS  
LARRY CARLTON  
STEVIE WONDER  
Hottest:  
ALABAMA 1-1  
CLIFF RICHARD 16-9  
JOURNEY 18-11  
ANNE MURRAY 19-15  
POINTER SISTERS 20-17

**WTIX/New Orleans, LA**  
Gary Franklin

**MIKE POST**  
VANGELIS  
ONJ  
TOMMY TUNONE  
ANNE MURRAY  
STELLA PARTON  
Hottest:  
JOURNEY 3-1  
DAN FOGELBERG 5-2  
STEVIE WONDER 15-11  
POINTER SISTERS 21-14  
HUEY LEWIS AND TH 37-29

**Y103/Jacksonville, FL**  
Robert John

**STEVIE NICKS**  
FOREIGNER  
NEIL DIAMOND  
QUINCY JONES  
QUARTERFLASH  
VAN HALEN  
Hottest:  
J. GEILS BAND 1-1  
AIR SUPPLY 4-3  
JOURNEY 6-5  
KENNY ROGERS 11-7  
POLICE 13-8

**WRVQ/Richmond, VA**  
Bill Thomas

**LE ROUX**  
CURVES  
Hottest:  
JOURNEY 3-1  
AIR SUPPLY 13-6  
BERTIE HIGGINS 15-10  
JOAN JETT 19-11  
GO GO'S 24-17

**FM100/Memphis, TN**  
Tom Prestigiacomo

**ONJ**  
LE ROUX (dp)  
Hottest:  
DAN FOGELBERG 4-1  
STEVIE WONDER 12-8  
POLICE 22-18  
VANGELIS 25-22

**WSKZ/Chattanooga, TN**  
David Carroll

**DR. HOOK**  
HUEY LEWIS AND TH  
VANGELIS  
Hottest:  
JOURNEY 4-1  
STEVIE WONDER 12-8  
CHILLIWACK 19-13  
ROD STEWART 18-14  
JOAN JETT 21-17

**KINT/EI Paso, TX**  
Jim Zippe

**J. GEILS BAND**  
TRIUMPH  
C. CHRISTIAN  
GREG GUIDRY  
DR. HOOK  
OAK RIDGE BOYS  
Hottest:  
JOURNEY 2-1  
BOB & DOUG MCKENZ 8-2  
JOAN JETT 13-4  
AC/DC 7-7  
ROD STEWART 30-22

**KX104/Nashville, TN**  
Jon Anthony

**J. GEILS BAND**  
DR. HOOK  
BOB & DOUG MCKENZ  
Hottest:  
JOURNEY 1-1  
KENNY ROGERS 9-6  
DIANA ROSS 10-7  
OAK RIDGE BOYS 17-11  
JOAN JETT 21-12

**KJ100/Louisville, KY**  
Kevin O'Neil

**Hottest:**  
JOURNEY 4-1  
AIR SUPPLY 3-2  
KENNY ROGERS 14-6  
STEVIE WONDER 20-10  
ALABAMA 26-11

**SMOKEY ROBINSON**  
J. GEILS BAND  
ROBBIE DUPREE  
Hottest:  
JOURNEY 1-1  
AIR SUPPLY 2-2  
STEVIE WONDER 3-3  
ROD STEWART 4-4  
DONNIE IRIS 7-7

**KBFM/McAllen-Brownsville, TX**  
Kenny Garcia

**Hottest:**  
AIR SUPPLY 1-1  
BUCKNER & GARCIA 2-2  
BERTIE HIGGINS 3-3  
LRB 4-4  
JOURNEY 5-5

**WQRI/Norfolk, VA**  
Bruce Garaway

**SISTER SLEDGE**  
ABBA  
Hottest:  
HALL & OATES 1-1  
JUICE NEWTON 2-2  
DAN FOGELBERG 4-3  
AIR SUPPLY 11-8  
ONJ D-22

**G100/Mobile, AL**  
Scott Griffith

**QUINCY JONES**  
BOB & DOUG MCKENZ  
QUARTERFLASH  
STEVIE NICKS  
Hottest:  
JOURNEY 1-1  
DIANA ROSS 3-2  
STEVIE WONDER 6-4  
ALABAMA 14-7  
JOAN JETT 18-9

**WAAY/Huntsville, AL**  
Jim Kendrick

**PAUL DAVIS**  
LE ROUX  
GREG GUIDRY  
Hottest:  
JOURNEY 2-1  
ALABAMA 3-2  
OAK RIDGE BOYS 4-4  
STEVIE WONDER 5-5  
POINTER SISTERS 10-7

**CK101/Cocoa Beach, FL**  
Mike Lowe

**NEIL DIAMOND**  
ANNE MURRAY  
PAUL DAVIS  
LE ROUX  
MIKE POST  
PRINCE  
Hottest:  
JOURNEY 2-1  
STEVIE WONDER 5-2  
LRB 6-5  
ONJ 20-8  
OAK RIDGE BOYS 10-9

**WSEZ/Winston-Salem, NC**  
Bob Mahoney

**GO GO'S**  
DR. HOOK  
GLASS MOON  
SNEAKER  
KASIM SULTAN  
Hottest:  
DAN FOGELBERG 1-1  
JOURNEY 23-13  
MIKE POST 21-16  
QUINCY JONES 34-22  
ONJ D-27

**KLAZ/Little Rock, AR**  
Rhonda Curtis

**SISTER SLEDGE**  
PAUL DAVIS  
Hottest:  
JOURNEY 9-1  
KENNY ROGERS 8-2  
STEVIE WONDER 13-10  
OAK RIDGE BOYS 21-13  
T.G. SHEPPARD 22-14

**KSET-FM/EI Paso, TX**  
Chris Van Dyke

**JOAN JETT**  
GINO VANNELLI  
J. GEILS BAND  
STEVIE NICKS  
CONDUCTOR  
SAMMY HAGAR (dp)  
Hottest:  
JOURNEY 2-1  
AIR SUPPLY 7-5  
DAN FOGELBERG 23-11  
GENESIS 30-15  
STEVIE WONDER 14-17

**B97/New Orleans, LA**  
Shomby/Volpe

**KOOL & THE GANG**  
STEVIE NICKS  
Hottest:  
JOURNEY 1-1  
DIANA ROSS 10-5  
KINKS 12-9  
POLICE 15-12  
SKYY 17-13

**WOKI/Knoxville, TN**  
Gary Adkins

**DR. HOOK**  
ONJ  
J. GEILS BAND  
PAUL DAVIS  
TOMMY TUNONE  
VAN HALEN  
Hottest:  
DAN FOGELBERG 3-1  
AIR SUPPLY 5-3  
JOURNEY 6-4  
BOB & DOUG MCKENZ 15-10  
ROD STEWART 21-12

**WCSC/Charleston, SC**  
Chris Bailey

**JOAN JETT**  
CHILLIWACK  
CHRIS REA  
PAUL DAVIS  
ROBERTA FLACK  
DR. HOOK  
NOVO COMBO  
Hottest:  
JOURNEY 1-1  
BERTIE HIGGINS 4-2  
STEVIE WONDER 8-5  
GO GO'S 16-12  
MECO 18-14

**WBCY/Charlotte, NC**  
Bob Keghan

**PAUL DAVIS**  
HUMAN LEAGUE  
Hottest:  
JOURNEY 1-1  
J. GEILS BAND 7-2  
STEVIE WONDER 8-3  
JOAN JETT 13-7  
MIKE POST 16-12

**MIDWEST**  
**Most Added® Hottest**  
 J. Geils Band Journey  
 Vangelis Stevie Wonder  
 Le Roux Air Supply

# CHR ADDS & HOTS

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

**WEST**  
**Most Added® Hottest**  
 Olivia Newton-John Journey  
 J. Geils Band Stevie Wonder  
 Stevie Nicks J. Geils Band  
 Kenny Rogers

## MIDWEST

### PARALLEL TWO

**92X/Columbus, OH**

**Teri Nutter**  
 HUEY LEWIS AND TH BOB & DOUG MCKENZ  
 J. GEILS BAND ALABAMA  
 Hottest:  
 J. GEILS BAND 1-1  
 JOURNEY 4-2  
 STEVIE WONDER 12-8  
 JOAN JETT D-21  
 GO GO'S D-22

**KIOA/Des Moines, IA**

**A.W. Pantoja**  
 T.G. SHEPPARD  
 HUEY LEWIS AND TH RUPERT HOLMES  
 MICHAEL SMOTHERMA GEORGE BENSON GREG GUIDRY  
 Hottest:  
 SHEENA EASTON 2-1  
 BERTIE HIGGINS 6-4  
 QUINCY JONES 15-12  
 JOURNEY 20-13  
 STEVIE WONDER 19-14

**KQFM/Oklahoma City, OK**

**Chuck Morgan**  
 J. GEILS BAND BOB & DOUG MCKENZ  
 SAMMY HAGAR QUINCY JONES  
 LE ROUX POCO  
 Hottest:  
 J. GEILS BAND 1-1  
 JOURNEY 12-6  
 OAK D-7  
 KENNY ROGERS 18-8  
 STEVIE WONDER 21-16

**KRAV/Tulsa, OK**

**Gary Reynolds**  
 POINTER SISTERS STEVIE WONDER  
 LARRY CARLTON Hottest:  
 OAK RIDGE BOYS 2-1  
 JOURNEY 7-3  
 AIR SUPPLY 4-4  
 VANGELIS 16-10  
 BERTIE HIGGINS 19-15

**KZ93/Peoria, IL**

**Keith Edwards**  
 SURVIVOR TOMMY TUTONE  
 Hottest:  
 FOREIGNER D-1 JOURNEY 4-3  
 JOAN JETT 10-4  
 GO GO'S 17-11  
 SAMMY HAGAR 18-14

**WGRD/Grand Rapids, MI**

**Sean Stevens**  
 BERTIE HIGGINS Hottest:  
 JOURNEY 4-1  
 CHILLIWACK 3-3  
 GEORGE BENSON 10-5  
 J. GEILS BAND 7-7  
 CARS 18-8

**WHOT/Youngstown, OH**

**Dick Thompson**  
 J. GEILS BAND ONJ  
 Hottest:  
 JOURNEY 12-1  
 BUCKNER & GARCIA 8-5  
 DIANA ROSS 14-12  
 STEVIE WONDER 16-13  
 JOAN JETT 29-23

**WMEE/Fort Wayne, IN**

**John Curry**  
 HUEY LEWIS AND TH POINTER SISTERS  
 GO GO'S J. GEILS BAND  
 Hottest:  
 JOURNEY 1-1  
 STEVIE WONDER 13-4  
 DIANA ROSS 12-7  
 ROD STEWART 19-13  
 ALABAMA 25-14

**WNAP/Indianapolis, IN**

**Paul Mendenhall**  
 ABBA VANGELIS  
 Hottest:  
 SHEENA EASTON 6-4  
 KENNY ROGERS 9-5  
 JOURNEY 14-7  
 STEVIE WONDER 24-11  
 BERTIE HIGGINS 17-14

**WNCL/Columbus, OH**

**Steve Edwards**  
 DIANA ROSS GREG GUIDRY  
 VANGELIS Hottest:  
 JOURNEY 1-1  
 STEVIE WONDER 4-4  
 POLICE 10-6  
 EDDIE SCHWARTZ 11-8  
 BARRY MANILOW 17-10

**WOW/Omaha, NB**

**Ralph Caldwell**  
 GROVER WASHINGTON ONJ  
 JOAN JETT (dp) Hottest:  
 KENNY ROGERS 2-1  
 AIR SUPPLY 3-2  
 STEVIE WONDER 10-7  
 CLIFF RICHARD 12-9  
 ALABAMA 14-10

**WVIC/East Lansing, MI**

**Jim St. John**  
 NEIL DIAMOND J. GEILS BAND  
 DR. HOOK IRENE CARA  
 BUCKNER & GARCIA CHARLEY PRIDE  
 JOHN DENVER GINO VANNELLI  
 MARTIN BRILEY Hottest:  
 HALL & OATES 1-1  
 KENNY ROGERS 4-2  
 ALABAMA 6-4  
 BERTIE HIGGINS 11-8  
 JOURNEY 22-10

**KSTT/Davenport, IA**

**Bill Young**  
 VANGELIS ONJ  
 HUEY LEWIS AND TH GO GO'S  
 MIKE POST Hottest:  
 JOURNEY 3-1  
 ALABAMA 7-4  
 ABBA 11-5  
 BERTIE HIGGINS 12-6  
 STEVIE WONDER 13-7

**KEYN-FM/Wichita, KS**

**Terrie Springs**  
 LE ROUX GINO VANNELLI  
 OAK RIDGE BOYS Hottest:  
 AIR SUPPLY 3-1  
 JOURNEY 9-6  
 STEVIE WONDER 16-12  
 ALABAMA 25-20  
 ONJ 30-22

**WYFM/Youngstown, OH**

**Jeff Tobin**  
 JOAN JETT Hottest:  
 J. GEILS BAND 1-1  
 CARS 6-3  
 AC/DC 14-7  
 DAN FOGELBERG 10-8  
 JOAN JETT A-15

**WAKX/Duluth**

**Jon Armstrong**  
 STEVIE WONDER QUINCY JONES  
 ALABAMA Hottest:  
 DAN FOGELBERG 2-1  
 JOURNEY 6-2  
 LRB 10-6  
 KENNY ROGERS 12-8  
 BARRY MANILOW 14-10

**WNAM/Appleton-Oshkosh**

**Jay Tyler**  
 LE ROUX QUARTERFLASH  
 STEVIE NICKS DR. HOOK  
 Hottest:  
 LRB 1-1  
 POLICE 13-7  
 ROD STEWART 24-16  
 GO GO'S 26-20  
 BERTIE HIGGINS 28-24

**WGBF/Evanville, IN**

**Kevin Carpenter**  
 CHILLIWACK GO GO'S  
 ONJ Hottest:  
 AIR SUPPLY 1-1  
 JOURNEY 6-2  
 DAN FOGELBERG 3-3  
 LRB 7-5  
 SHEENA EASTON 11-7

**WZOK/Rockford, IL**

**Mr. Ed**  
 POINTER SISTERS Hottest:  
 JOURNEY 6-1  
 LRB 3-2  
 POLICE 8-6  
 STEVIE WONDER 15-10  
 GENESIS 14-11

**Z104/Madison, WI**

**Little/Hudson**  
 BERTIE HIGGINS TOMMY TUTONE  
 PAUL DAVIS GLASS MOON  
 Hottest:  
 JOURNEY 1-1  
 ROD STEWART 7-4  
 FOREIGNER D-6  
 KINGS 10-7  
 JOAN JETT 27-14

**WIKS/Indianapolis, IN**

**C.C. Matthews**  
 SHOOTING STAR MAXUS  
 Hottest:  
 BILLY JOEL 1-1  
 JOAN JETT 9-2  
 FOREIGNER 4-3  
 STEVIE NICKS 5-4  
 BILLY SOUIER 8-6

**U93/South Bend, IN**

**J.K. Dearing**  
 KENNY ROGERS BARRY MANILOW  
 STEVIE WONDER Hottest:  
 J. GEILS BAND 1-1  
 JOURNEY 5-2  
 CARS 11-4  
 FOREIGNER 14-7  
 DIANA ROSS 26-14

**WDJX/Dayton, OH**

**Butcher/Dawson**  
 J. GEILS BAND BERTIE HIGGINS  
 Hottest:  
 JOURNEY 4-1  
 AIR SUPPLY 3-2  
 STEVIE WONDER 17-8  
 ONJ 27-18  
 JOAN JETT 25-21

**WLQL-FM/St. Paul, MN**

**Phil Houston**  
 STEVIE NICKS LE ROUX  
 J. GEILS BAND VANGELIS Hottest:  
 QUARTERFLASH 1-1  
 AIR SUPPLY 8-4  
 JOURNEY 14-5  
 LRB 15-9  
 POINTER SISTERS 29-17

**WKDO/Evanville, IN**

**Hobbs/Payne**  
 VANGELIS BERTIE HIGGINS  
 J. GEILS BAND Hottest:  
 JOURNEY 1-1  
 AIR SUPPLY 3-2  
 LRB 6-4  
 DIANA ROSS 9-5  
 SHEENA EASTON 10-7

**WJXQ/Jackson, MI**

**Ryan/Cheeks**  
 DWIGHT TWILLEY DR. HOOK  
 GINO VANNELLI JACK GREEN Hottest:  
 SAMMY HAGAR 1-1  
 JOAN JETT 9-3  
 VAN HALEN 10-4  
 QUARTERFLASH 28-10  
 J. GEILS BAND D-20

**KKQO/Omaha, NB**

**Mark Evans**  
 J. GEILS BAND STEVIE NICKS  
 LE ROUX Hottest:  
 JOURNEY 1-1  
 AIR SUPPLY 5-2  
 STEVIE WONDER 8-5  
 DIANA ROSS 9-6  
 ROD STEWART 16-9

**KIHK/Davenport, IA**

**Chuck King**  
 LE ROUX FOREIGNER  
 CONDUCTOR MIKE POST  
 BUCKNER & GARCIA Hottest:  
 J. GEILS BAND 1-1  
 AIR SUPPLY 10-6  
 JOURNEY 15-7  
 POLICE 23-19  
 OAK RIDGE BOYS 33-28

**WZZR/Grand Rapids, MI**

**Lucian Jay**  
 PAUL DAVIS ONJ  
 DR. HOOK LE ROUX  
 MIKE POST Hottest:  
 JOURNEY 1-1  
 AIR SUPPLY 4-3  
 LRB 6-4  
 KENNY ROGERS 8-6  
 BERTIE HIGGINS 13-8

## PARALLEL THREE

**KFYR/Bismarck, ND**

**Dan Brannan**  
 SISTER SLEDGE STEVIE NICKS  
 ONJ DR. HOOK  
 Hottest:  
 AIR SUPPLY 3-1  
 KENNY ROGERS 10-6  
 ABBA 12-8  
 BUCKNER & GARCIA 13-10  
 DIANA ROSS 17-13

**KKLS/Rapid City, SD**

**Sherwin/Piper**  
 ALABAMA QUINCY JONES  
 LE ROUX Hottest:  
 JOURNEY 5-1  
 DIANA ROSS 11-5  
 STEVIE WONDER 12-7  
 POLICE 17-9  
 BERTIE HIGGINS 27-18

**KKXL/Grand Forks, ND**

**Jeff Parker**  
 POINTER SISTERS HUEY LEWIS AND TH  
 Hottest:  
 DAN FOGELBERG 1-1  
 JOURNEY 7-4  
 BERTIE HIGGINS 13-8  
 POLICE 14-9  
 BOB & DOUG MCKENZ 23-12

**WRKR/Racine, WI**

**Steve Warren**  
 TOM TOM CLUB GREG GUIDRY  
 FRED PARRIS/FIVE Hottest:  
 J. GEILS BAND 2-1  
 BUCKNER & GARCIA 3-2  
 BOB & DOUG MCKENZ 21-11  
 J. GEILS BAND 31-28  
 JOAN JETT D-31

**WSPT/Stevens Point, WI**

**Brad Fuhr**  
 ONJ PAUL DAVIS  
 SURVIVOR (dp) Hottest:  
 JOURNEY 4-1  
 J. GEILS BAND 2-2  
 DONNIE IRIS 7-5  
 GO GO'S 24-20  
 FOREIGNER 28-22

**WTRU/Muskegon, MI**

**Mike Stevens**  
 SISTER SLEDGE GEORGE BENSON  
 GENE COTTON GINO VANNELLI  
 DR. HOOK J. GEILS BAND  
 ONJ STEVIE NICKS  
 Hottest:  
 JOURNEY 2-1  
 LRB 4-3  
 SHEENA EASTON 7-5  
 POLICE 10-6  
 KENNY ROGERS 11-7

**KDVV/Topeka, KS**

**Tony Stewart**  
 J. GEILS BAND VANGELIS  
 DONNIE IRIS LE ROUX  
 Hottest:  
 BUCKNER & GARCIA 2-1  
 JOURNEY 3-2  
 BERTIE HIGGINS 10-5  
 STEVIE WONDER 15-6  
 ALABAMA 17-8

**KELO/Sioux Falls, SD**

**Marc Elliot**  
 NEIL DIAMOND Hottest:  
 DAN FOGELBERG 1-1  
 JOURNEY 8-4  
 BUCKNER & GARCIA 7-5  
 BOB & DOUG MCKENZ 15-10  
 AIR SUPPLY 16-13

**KWLO/Waterloo, IA**

**Drew Bentley**  
 SISTER SLEDGE GREG GUIDRY  
 GO GO'S Hottest:  
 JOURNEY 4-1  
 POLICE 7-2  
 ROD STEWART 11-6  
 BOB & DOUG MCKENZ 20-10  
 ONJ 24-14

**WAZY-FM/Lafayette, IN**

**Bob Leonard**  
 VANGELIS J. GEILS BAND  
 LE ROUX QUARTERFLASH  
 Hottest:  
 DAN FOGELBERG 1-1  
 JOURNEY 6-3  
 ROD STEWART 16-13  
 GO GO'S 23-18  
 JOAN JETT 29-23

**KRNA/Iowa City, IA**

**Bart Goynahor**  
 TOMMY TUTONE PRISM  
 HUMAN LEAGUE DWIGHT TWILLEY (dp)  
 Hottest:  
 BILLY SOUIER 1-1  
 JOURNEY 9-2  
 EDDIE SCHWARTZ 7-3  
 GENESIS 10-4  
 POLICE 12-8

**KQWB/Fargo, ND**

**Wayne Hiller**  
 ONJ VAN HALEN (dp)  
 LE ROUX (dp) J. GEILS BAND (dp)  
 PRISM (dp) Hottest:  
 DAN FOGELBERG 1-1  
 JOURNEY 5-2  
 AIR SUPPLY 3-3  
 SHEENA EASTON 6-5  
 KENNY ROGERS 10-8

**WCIL-FM/Carbondale, IL**

**Tony Waitkus**  
 OAK RIDGE BOYS QUARTERFLASH  
 CHILLIWACK DWIGHT TWILLEY  
 Hottest:  
 BUCKNER & GARCIA 1-1  
 ONJ 21-2  
 BOB & DOUG MCKENZ 4-3  
 DIANA ROSS 17-11  
 JOAN JETT 28-22

**KFMZ/Columbia, MO**

**Steve Graziano**  
 AC/DC TOMMY TUTONE  
 Hottest:  
 J. GEILS BAND 3-1  
 LOVERBOY 8-5  
 GO GO'S 11-6  
 JOAN JETT 22-18  
 QUARTERFLASH 24-20

**99KG/Salina, KS**

**Denny Collier**  
 VANGELIS J. GEILS BAND  
 LE ROUX VAN HALEN  
 Hottest:  
 JOURNEY 3-1  
 STEVIE WONDER 13-7  
 EDDIE SCHWARTZ 18-11  
 POLICE 21-12  
 CLIFF RICHARD 25-18

## WEST

### PARALLEL TWO

**KCPX/Salt Lake City, UT**

**Gary Waldron**  
 GREG GUIDRY J. GEILS BAND  
 C. CHRISTIAN DR. HOOK  
 STELLA PARTON Hottest:  
 JOURNEY 3-1  
 DAN FOGELBERG 2-2  
 LRB 5-3  
 KENNY ROGERS 4-4  
 SHEENA EASTON 10-7

**KGW/Portland, OR**

**Janis Wojniak**  
 STEVIE WONDER NEIL DIAMOND  
 Hottest:  
 DAN FOGELBERG 1-1  
 KENNY ROGERS 6-2  
 LRB 10-7  
 AIR SUPPLY 19-14  
 VANGELIS D-18

**KJRB/Spokane, WA**

**Suds Coleman**  
 Hottest:  
 JOURNEY 3-1  
 BOB & DOUG MCKENZ 15-11  
 KENNY ROGERS 19-15  
 STEVIE WONDER 21-16  
 ALABAMA 22-17

**KRQ/Tucson, AZ**

**Guy Zapoleon**  
 ROLLING STONES CLIFF RICHARD  
 CONDUCTOR Hottest:  
 KENNY ROGERS 4-1  
 BOB & DOUG MCKENZ 11-3  
 JOURNEY 10-5  
 STEVIE WONDER 16-10  
 POLICE 20-11

**Y94/Fresno, CA**

**John McCorkle**  
 ONJ VANGELIS  
 Hottest:  
 SHEENA EASTON 2-1  
 JOURNEY 9-4  
 LRB 10-7  
 CLIFF RICHARD 16-11  
 GO GO'S 18-12

**KLUC/Las Vegas, NV**

**Dave Van Stone**  
 J. GEILS BAND LE ROUX  
 TOMMY TUTONE GREG GUIDRY  
 Hottest:  
 JOURNEY 1-1  
 ROD STEWART 10-5  
 STEVIE WONDER 18-10  
 POLICE 15-11  
 STEVIE NICKS 17-13

**KYNO-FM/Fresno, CA**

**John Lee Walker**  
 IRENE CARA BOB & DOUG MCKENZ  
 LE ROUX Hottest:  
 SKYY 1-1  
 CLIFF RICHARD 6-2  
 TEDDY PENDERGRASS 3-3  
 SUGAR HILL GANG 16-7  
 DIANA ROSS 11-10

**KZZX/Albuquerque, NM**

**Bruce Daniels**  
 HUEY LEWIS AND TH ONJ  
 BERTIE HIGGINS Hottest:  
 DAN FOGELBERG 2-1  
 AIR SUPPLY 7-3  
 LRB 6-4  
 KENNY ROGERS 14-9  
 JOURNEY 20-11

**FM102/Sacramento, CA**

**Manders/Preston**  
 ONJ Hottest:  
 J. GEILS BAND 1-1  
 SKYY 8-3  
 JOURNEY 14-7  
 TIME 18-13  
 STEVIE WONDER 23-15

**KSPZ/Colorado Springs, CO**

**Mike Daniels**  
 ONJ BERTIE HIGGINS  
 Hottest:  
 JOURNEY 6-1  
 LRB 2-2  
 AIR SUPPLY 3-3  
 STEVIE WONDER 13-8  
 BILLY JOEL 24-14

**KHYT/Tucson, AZ**

**Rich Brother Robbins**  
 VANGELIS PAUL DAVIS  
 STEVIE NICKS JUICE NEWTON  
 Hottest:  
 J. GEILS BAND 1-1  
 JOURNEY 3-2  
 STEVIE WONDER 13-4  
 DIANA ROSS 16-13  
 JOAN JETT D-20

**KIDD/Monterey, CA**

**Barry Brown**  
 VANGELIS QUARTERFLASH  
 LE ROUX SISTER SLEDGE  
 Hottest:  
 HALL & OATES 1-1  
 JOURNEY 17-10  
 SKYY 20-14  
 GO GO'S 19-15  
 ROD STEWART 27-20

**KGGI/Riverside-San Bernardino**

**Steve O'Neil**  
 BOB & DOUG MCKENZ GEORGE BENSON  
 Hottest:  
 J. GEILS BAND 1-1  
 GO GO'S 23-8  
 AIR SUPPLY 22-12  
 LRB 21-14  
 POINTER SISTERS 25-18

**KKXX/Bakersfield, CA**

**Squires/DeRoo**  
 GO GO'S SNEAKER  
 BUCKNER & GARCIA STEVIE NICKS  
 JIMMY BUFFETT Hottest:  
 JOURNEY 1-1  
 LOVERBOY 9-6  
 DONNIE IRIS 12-7  
 OAK RIDGE BOYS 22-10  
 QUARTERFLASH 23-15

**KNBQ/Tacoma, WA**

**Bryan/Roberts**  
 HUMAN LEAGUE DR. HOOK  
 GREG GUIDRY Hottest:  
 JOURNEY 2-1  
 AIR SUPPLY 8-5  
 BOB & DOUG MCKENZ 17-13  
 KENNY ROGERS 22-16  
 ROD STEWART 20-18

**K98/Provo, UT**

**Jim Sumpter**  
 MECQ PAUL DAVIS  
 IRENE CARA Hottest:  
 JOURNEY 12-1  
 LRB 8-3  
 SHEENA EASTON 10-5  
 KENNY ROGERS 17-10  
 POINTER SISTERS 25-17

**FM103/Salt Lake City, UT**

**Lorraine Winnegar**  
 GO GO'S LE ROUX  
 Hottest:  
 JOURNEY 3-1  
 J. GEILS BAND 1-2  
 BOB & DOUG MCKENZ 13-6  
 JOAN JETT 23-18  
 VAN HALEN 24-19

**KBBK/Boise, ID**

**Bob Lee**  
 KASIM SULTAN STEVIE NICKS  
 TRIUMPH JOAN JETT  
 PRISM Hottest:  
 AIR SUPPLY 1-1  
 DAN FOGELBERG 3-2  
 DIANA ROSS 7-4  
 POINTER SISTERS 8-6  
 JOURNEY 13-8

**KSKD/Salem, OR**

**Lan E. Mitchell**  
 ALABAMA STEVIE NICKS  
 CONDUCTOR Hottest:  
 DONNIE IRIS 1-1  
 JOURNEY 8-2  
 QUARTERFLASH 12-6  
 BOB & DOUG MCKENZ 16-7  
 JOAN JETT 33-16

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.

Parallel III: Selected stations in smaller markets that are format dominant\* and/or exert a significant local influence.

Note: (\*) Format dominance is based on the Monday-Sunday, 6AM-12Midnight, total persons 12 plus shares as published by Arbitron.

★ DENOTES FIRST WEEK IN PARALLELS.

JOHN DOE "Hit Song" (Anylabel) LP: Hit Song. Regional 100/25 44%. National Summary: Debut 51, Same 4, Down 0, Adds 25.

EXAMPLE. 100/25 - 100 CHR reporting stations on it this week including 25 new adds. 44% - Percentage of this weeks reporters playing it.

ABBA When All Is Said... (Atlantic) LP: The Visitors. Regional 109/13 51%. National Summary: Debut 5, Same 22, Down 2, Adds 13.

AIR SUPPLY Sweet Dreams (Arista) LP: The One The You Love. Regional 187/0 87%. National Summary: Debut 1, Same 50, Down 38, Adds 0.

BUCKNER & GARCIA Pac-Man Fever (Columbia) LP: Pac-Man Fever. Regional 68/4 32%. National Summary: Debut 1, Same 21, Down 13, Adds 4.

ALABAMA Love In The First... (MCA) LP: Feels So Right. Regional 154/6 72%. National Summary: Debut 17, Same 21, Down 7, Adds 6.

CHILLWACK I Believe (Millennium/RCA) LP: Wanna Be A Star. Regional 142/9 68%. National Summary: Debut 11, Same 2, Down 9, Adds 9.

PAUL DAVIS Cool Night (Arista) LP: Cool Night. Regional 128/0 80%. National Summary: Debut 15, Same 14, Down 10, Adds 0.

J. GEILS BAND Centerfold (EMI America) LP: Freeze Frame. Regional 140/0 65%. National Summary: Debut 1, Same 43, Down 90, Adds 0.

NEIL DIAMOND One The Way... (Columbia) LP: One The Way To The Sky. Regional 62/8 29%. National Summary: Debut 14, Same 2, Down 8, Adds 8.

DAN FOGELBERG Leader Of... (Full Moon/Epic) LP: The Innocent Age. Regional 173/0 81%. National Summary: Debut 1, Same 47, Down 67, Adds 0.

J. GEILS BAND Freeze... (EMI America) LP: Freeze Frame. Regional 133/56 62%. National Summary: Debut 38, Same 21, Down 1, Adds 56.

J. GEILS BAND Centerfold (EMI America) LP: Freeze Frame. Regional 140/0 65%. National Summary: Debut 1, Same 43, Down 90, Adds 0.

(Buckner & Garcia continued) Regional 68/4 32%. National Summary: Debut 1, Same 21, Down 13, Adds 4.

(Paul Davis continued) Regional 128/0 80%. National Summary: Debut 15, Same 14, Down 10, Adds 0.

(Paul Davis continued) Regional 128/0 80%. National Summary: Debut 15, Same 14, Down 10, Adds 0.

(Paul Davis continued) Regional 128/0 80%. National Summary: Debut 15, Same 14, Down 10, Adds 0.

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(Paul Davis continued) Regional 128/0 80%. National Summary: Debut 15, Same 14, Down 10, Adds 0.

(Paul Davis continued) Regional 128/0 80%. National Summary: Debut 15, Same 14, Down 10, Adds 0.

(Paul Davis continued) Regional 128/0 80%. National Summary: Debut 15, Same 14, Down 10, Adds 0.

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(Paul Davis continued) Regional 128/0 80%. National Summary: Debut 15, Same 14, Down 10, Adds 0.

(Paul Davis continued) Regional 128/0 80%. National Summary: Debut 15, Same 14, Down 10, Adds 0.

(Paul Davis continued) Regional 128/0 80%. National Summary: Debut 15, Same 14, Down 10, Adds 0.

(Paul Davis continued) Regional 128/0 80%. National Summary: Debut 15, Same 14, Down 10, Adds 0.

(Paul Davis continued) Regional 128/0 80%. National Summary: Debut 15, Same 14, Down 10, Adds 0.

(Paul Davis continued) Regional 128/0 80%. National Summary: Debut 15, Same 14, Down 10, Adds 0.

(Paul Davis continued) Regional 128/0 80%. National Summary: Debut 15, Same 14, Down 10, Adds 0.

(Paul Davis continued) Regional 128/0 80%. National Summary: Debut 15, Same 14, Down 10, Adds 0.

(Paul Davis continued) Regional 128/0 80%. National Summary: Debut 15, Same 14, Down 10, Adds 0.

(Paul Davis continued) Regional 128/0 80%. National Summary: Debut 15, Same 14, Down 10, Adds 0.

(Paul Davis continued) Regional 128/0 80%. National Summary: Debut 15, Same 14, Down 10, Adds 0.

(Paul Davis continued) Regional 128/0 80%. National Summary: Debut 15, Same 14, Down 10, Adds 0.

(Paul Davis continued) Regional 128/0 80%. National Summary: Debut 15, Same 14, Down 10, Adds 0.

(Paul Davis continued) Regional 128/0 80%. National Summary: Debut 15, Same 14, Down 10, Adds 0.

GO-GO'S We Got The Beat (IRS/A&M) LP: Beauty & The Beast

Regional 138/12 64% National Summary UP 18 DEBITS 21 SAME 17 DOWN 12 ADDS 1

Regional 50/1 23% National Summary UP 18 DEBITS 21 SAME 17 DOWN 12 ADDS 1

GREG GUDRY Goin' Down (Badland/Col.) LP: Over The Line

Regional 50/28 23% National Summary UP 8 DEBITS 21 SAME 14 DOWN 10 ADDS 26

Regional 68/9 41% National Summary UP 27 DEBITS 9 SAME 43 DOWN 5 ADDS 9

FALLY HAGAR I'll Fall In Love... (Geffen/WB) LP: Standing Hampton

Regional 88/9 41% National Summary UP 27 DEBITS 9 SAME 43 DOWN 5 ADDS 9

Regional 148/10 69% National Summary UP 97 DEBITS 13 SAME 23 DOWN 5 ADDS 10

Regional 163/38 76% National Summary UP 68 DEBITS 42 SAME 25 DOWN 0 ADDS 38

Regional 170/18 79% National Summary UP 2 DEBITS 7 SAME 29 DOWN 139 ADDS 0

JOHN HALL BAND Crazy (EMI/American) LP: All Of The Above

Regional 50/1 23% National Summary UP 18 DEBITS 21 SAME 17 DOWN 12 ADDS 1

HALL & OATES I Can't Go For That... (RCA) LP: Private Eyes

Regional 170/0 79% National Summary UP 2 DEBITS 7 SAME 29 DOWN 139 ADDS 0

JOAN JETT... I Love Rock'n... (Boardwalk) LP: I Love Rock 'N' Roll

Regional 135/8 63% National Summary UP 79 DEBITS 32 SAME 15 DOWN 0 ADDS 9

BERTIE HIGGINS Key Largo (Kat Family/CBS) LP: Just Another Day In Paradise

Regional 148/10 69% National Summary UP 97 DEBITS 13 SAME 23 DOWN 5 ADDS 10

Regional 92/14 43% National Summary UP 14 DEBITS 13 SAME 14 DOWN 14 ADDS 14

Regional 170/18 79% National Summary UP 2 DEBITS 7 SAME 29 DOWN 139 ADDS 0

Regional 170/18 79% National Summary UP 2 DEBITS 7 SAME 29 DOWN 139 ADDS 0

DONNIE IRIS Love Is Like A Rock (MCA) LP: King Cool

Regional 63/1 29% National Summary UP 25 DEBITS 0 SAME 14 DOWN 13 ADDS 1

Regional 135/8 63% National Summary UP 79 DEBITS 32 SAME 15 DOWN 0 ADDS 9

Regional 92/14 43% National Summary UP 14 DEBITS 13 SAME 14 DOWN 14 ADDS 14

Regional 105/41 49% National Summary UP 26 DEBITS 26 SAME 14 DOWN 0 ADDS 41

Regional 92/14 43% National Summary UP 14 DEBITS 13 SAME 14 DOWN 14 ADDS 14

Regional 170/18 79% National Summary UP 2 DEBITS 7 SAME 29 DOWN 139 ADDS 0

Regional 170/18 79% National Summary UP 2 DEBITS 7 SAME 29 DOWN 139 ADDS 0

Regional 170/18 79% National Summary UP 2 DEBITS 7 SAME 29 DOWN 139 ADDS 0

Regional 170/18 79% National Summary UP 2 DEBITS 7 SAME 29 DOWN 139 ADDS 0

Regional 170/18 79% National Summary UP 2 DEBITS 7 SAME 29 DOWN 139 ADDS 0

JOURNEY Open Arms (Columbia) LP: Escape

Regional 205/2 96% National Summary UP 166 DEBITS 1 SAME 33 DOWN 3 ADDS 2

Regional 135/8 63% National Summary UP 79 DEBITS 32 SAME 15 DOWN 0 ADDS 9

Regional 105/41 49% National Summary UP 26 DEBITS 26 SAME 14 DOWN 0 ADDS 41

Regional 105/41 49% National Summary UP 26 DEBITS 26 SAME 14 DOWN 0 ADDS 41

Regional 170/18 79% National Summary UP 2 DEBITS 7 SAME 29 DOWN 139 ADDS 0

Regional 170/18 79% National Summary UP 2 DEBITS 7 SAME 29 DOWN 139 ADDS 0

Regional 170/18 79% National Summary UP 2 DEBITS 7 SAME 29 DOWN 139 ADDS 0

Regional 170/18 79% National Summary UP 2 DEBITS 7 SAME 29 DOWN 139 ADDS 0

Regional 170/18 79% National Summary UP 2 DEBITS 7 SAME 29 DOWN 139 ADDS 0

Regional 170/18 79% National Summary UP 2 DEBITS 7 SAME 29 DOWN 139 ADDS 0

Huey Lewis & The News (Columbia) LP: Picture This

Regional 170/18 79% National Summary UP 2 DEBITS 7 SAME 29 DOWN 139 ADDS 0

Regional 170/18 79% National Summary UP 2 DEBITS 7 SAME 29 DOWN 139 ADDS 0

Regional 170/18 79% National Summary UP 2 DEBITS 7 SAME 29 DOWN 139 ADDS 0

Regional 170/18 79% National Summary UP 2 DEBITS 7 SAME 29 DOWN 139 ADDS 0

Regional 170/18 79% National Summary UP 2 DEBITS 7 SAME 29 DOWN 139 ADDS 0

Regional 170/18 79% National Summary UP 2 DEBITS 7 SAME 29 DOWN 139 ADDS 0

Regional 170/18 79% National Summary UP 2 DEBITS 7 SAME 29 DOWN 139 ADDS 0

Regional 170/18 79% National Summary UP 2 DEBITS 7 SAME 29 DOWN 139 ADDS 0

Regional 170/18 79% National Summary UP 2 DEBITS 7 SAME 29 DOWN 139 ADDS 0

Regional 170/18 79% National Summary UP 2 DEBITS 7 SAME 29 DOWN 139 ADDS 0

BARRY MANILOW Somewhere Down... (Arista) LP: I Should Love Again

Regional 122/1 57% National Summary UP 166 DEBITS 3 SAME 20 DOWN 12 ADDS 1

Regional 170/18 79% National Summary UP 2 DEBITS 7 SAME 29 DOWN 139 ADDS 0

Regional 170/18 79% National Summary UP 2 DEBITS 7 SAME 29 DOWN 139 ADDS 0

Regional 170/18 79% National Summary UP 2 DEBITS 7 SAME 29 DOWN 139 ADDS 0

Regional 170/18 79% National Summary UP 2 DEBITS 7 SAME 29 DOWN 139 ADDS 0

Regional 170/18 79% National Summary UP 2 DEBITS 7 SAME 29 DOWN 139 ADDS 0

Regional 170/18 79% National Summary UP 2 DEBITS 7 SAME 29 DOWN 139 ADDS 0

Regional 170/18 79% National Summary UP 2 DEBITS 7 SAME 29 DOWN 139 ADDS 0

Regional 170/18 79% National Summary UP 2 DEBITS 7 SAME 29 DOWN 139 ADDS 0

Regional 170/18 79% National Summary UP 2 DEBITS 7 SAME 29 DOWN 139 ADDS 0

(Olivie Newton-John continued)
P2
WHEE on 25
WFOU on 27
WFOU on 27
WFOU on 27
WFOU on 27
WFOU on 27

(Pointer Sisters continued)
P2
KEARNEY 25-20
KRLA on 24
KRLA on 24
KRLA on 24
KRLA on 24
KRLA on 24

(Quarterflash continued)
P2
KYYX 4-25
KEZZ 6-28
KYYX 4-25
KEZZ 6-28
KYYX 4-25
KEZZ 6-28

(Diana Ross continued)
P2
BIOA 10-9
WRRP 6-5
BIOA 10-9
WRRP 6-5
BIOA 10-9
WRRP 6-5

SISTER SLEDGE
My Guy (Columbia/Atco)
LP: The Sisters
Regional 73/11 34%
National Summary UP 21
DEBITS 8
ADDS 11

(Van Halen continued)
P2
WBST
WBST
WBST
WBST
WBST
WBST

STEVIE NICKS
Edge Of... (Modern/Atco)
LP: Bella Donna
Regional 100/39 47%
National Summary UP 21
DEBITS 16
ADDS 39

POLICE
Spirits In A... (A&M)
LP: Ghost In The Machine
Regional 160/0 75%
National Summary UP 31
DEBITS 3
ADDS 0

CLIFF RICHARD
Daddy's... (EMI America)
LP: Wired For Sound
Regional 152/6 71%
National Summary UP 114
DEBITS 13
ADDS 6

ROD STEWART
Tonight I'm Yours... (WB)
LP: Tonight I'm Yours
Regional 165/5 77%
National Summary UP 14
DEBITS 13
ADDS 5

SKYY
Call Me (Salsoul/RCA)
LP: Skyline
Regional 58/5 27%
National Summary UP 24
DEBITS 16
ADDS 5

VAN HALEN
(Oh) Pretty Woman (WB)
Regional 78/10 38%
National Summary UP 29
DEBITS 10
ADDS 10

WHEEL
Regional 100/39 47%
National Summary UP 21
DEBITS 16
ADDS 39

WHEEL
Regional 100/39 47%
National Summary UP 21
DEBITS 16
ADDS 39

WHEEL
Regional 100/39 47%
National Summary UP 21
DEBITS 16
ADDS 39

WHEEL
Regional 100/39 47%
National Summary UP 21
DEBITS 16
ADDS 39

WHEEL
Regional 100/39 47%
National Summary UP 21
DEBITS 16
ADDS 39

WHEEL
Regional 100/39 47%
National Summary UP 21
DEBITS 16
ADDS 39

OAK RIDGE BOYS
Bobbie Sue (MCA)
Regional 110/5 51%
National Summary UP 15
DEBITS 8
ADDS 5

OAK RIDGE BOYS
Bobbie Sue (MCA)
Regional 110/5 51%
National Summary UP 15
DEBITS 8
ADDS 5

OAK RIDGE BOYS
Bobbie Sue (MCA)
Regional 110/5 51%
National Summary UP 15
DEBITS 8
ADDS 5

OAK RIDGE BOYS
Bobbie Sue (MCA)
Regional 110/5 51%
National Summary UP 15
DEBITS 8
ADDS 5

OAK RIDGE BOYS
Bobbie Sue (MCA)
Regional 110/5 51%
National Summary UP 15
DEBITS 8
ADDS 5

OAK RIDGE BOYS
Bobbie Sue (MCA)
Regional 110/5 51%
National Summary UP 15
DEBITS 8
ADDS 5

PRISM
Don't Let Him Know (Capitol)
LP: Small Change
Regional 69/9 32%
National Summary UP 19
DEBITS 3
ADDS 9

PRISM
Don't Let Him Know (Capitol)
LP: Small Change
Regional 69/9 32%
National Summary UP 19
DEBITS 3
ADDS 9

PRISM
Don't Let Him Know (Capitol)
LP: Small Change
Regional 69/9 32%
National Summary UP 19
DEBITS 3
ADDS 9

PRISM
Don't Let Him Know (Capitol)
LP: Small Change
Regional 69/9 32%
National Summary UP 19
DEBITS 3
ADDS 9

PRISM
Don't Let Him Know (Capitol)
LP: Small Change
Regional 69/9 32%
National Summary UP 19
DEBITS 3
ADDS 9

PRISM
Don't Let Him Know (Capitol)
LP: Small Change
Regional 69/9 32%
National Summary UP 19
DEBITS 3
ADDS 9

POINTER SISTERS
Should I Do It (Planet/E-A)
LP: Black & White
Regional 171/8 80%
National Summary UP 130
DEBITS 16
ADDS 17

POINTER SISTERS
Should I Do It (Planet/E-A)
LP: Black & White
Regional 171/8 80%
National Summary UP 130
DEBITS 16
ADDS 17

POINTER SISTERS
Should I Do It (Planet/E-A)
LP: Black & White
Regional 171/8 80%
National Summary UP 130
DEBITS 16
ADDS 17

POINTER SISTERS
Should I Do It (Planet/E-A)
LP: Black & White
Regional 171/8 80%
National Summary UP 130
DEBITS 16
ADDS 17

POINTER SISTERS
Should I Do It (Planet/E-A)
LP: Black & White
Regional 171/8 80%
National Summary UP 130
DEBITS 16
ADDS 17

POINTER SISTERS
Should I Do It (Planet/E-A)
LP: Black & White
Regional 171/8 80%
National Summary UP 130
DEBITS 16
ADDS 17

QUARTERFLASH
Find Another... (Geffen/WB)
LP: Quarterflash
Regional 78/15 38%
National Summary UP 26
DEBITS 14
ADDS 7

QUARTERFLASH
Find Another... (Geffen/WB)
LP: Quarterflash
Regional 78/15 38%
National Summary UP 26
DEBITS 14
ADDS 7

QUARTERFLASH
Find Another... (Geffen/WB)
LP: Quarterflash
Regional 78/15 38%
National Summary UP 26
DEBITS 14
ADDS 7

QUARTERFLASH
Find Another... (Geffen/WB)
LP: Quarterflash
Regional 78/15 38%
National Summary UP 26
DEBITS 14
ADDS 7

QUARTERFLASH
Find Another... (Geffen/WB)
LP: Quarterflash
Regional 78/15 38%
National Summary UP 26
DEBITS 14
ADDS 7

QUARTERFLASH
Find Another... (Geffen/WB)
LP: Quarterflash
Regional 78/15 38%
National Summary UP 26
DEBITS 14
ADDS 7

DIANA ROSS
Mirror, Mirror (RCA)
LP: Why Do Fools Fall In Love?
Regional 160/2 75%
National Summary UP 139
DEBITS 7
ADDS 7

DIANA ROSS
Mirror, Mirror (RCA)
LP: Why Do Fools Fall In Love?
Regional 160/2 75%
National Summary UP 139
DEBITS 7
ADDS 7

DIANA ROSS
Mirror, Mirror (RCA)
LP: Why Do Fools Fall In Love?
Regional 160/2 75%
National Summary UP 139
DEBITS 7
ADDS 7

DIANA ROSS
Mirror, Mirror (RCA)
LP: Why Do Fools Fall In Love?
Regional 160/2 75%
National Summary UP 139
DEBITS 7
ADDS 7

DIANA ROSS
Mirror, Mirror (RCA)
LP: Why Do Fools Fall In Love?
Regional 160/2 75%
National Summary UP 139
DEBITS 7
ADDS 7

DIANA ROSS
Mirror, Mirror (RCA)
LP: Why Do Fools Fall In Love?
Regional 160/2 75%
National Summary UP 139
DEBITS 7
ADDS 7

SISTER SLEDGE "My Guy" (Cotillion/Atco) 73/11

Moves: Up 31, Debuts 8, Same 20, Down 3, Adds 11, KBEQ, WBLI, WFMF, KLAZ, KXXX106, WQRK, KIDD, WFBG, KFYR, WTRU, KWLO, KIQQ 31-27, KFRC 38-35, KZZP 30-27, WJDX 28-19.

PRISM "Don't Let Him Know" (Capitol) 69/9

Moves: Up 19, Debuts 8, Same 33, Down 0, Adds 9, WJKS-FM, JB105, KEGL, WANS-FM, KBBK, WCIR, KILE, KQWB, KRNA, B104 on, KEZR 22-19, WPST 27-23, WOKI 35-33, KZ93 on, KATI 35-30.

BUCKNER & GARCIA "Pac-Man Fever" (Columbia) 68/4

Moves: Up 29, Debuts 1, Same 21, Down 13, Adds 4, KOPA, WVIC, KIIC, KXXX, WCAU-FM 3-2, WJKS-FM 19-15, Z93 9-5, KEARTH 4-2, KFRC 8-5, XTRA 1-1, Y103 16-9, WHOT 8-5, KYNO-FM 22-16, WXLK 18-11, KFYR 13-10.

TOMMY TUNONE "867-5309/Jenny" (Columbia) 63/13

Moves: Up 17, Debuts 9, Same 23, Down 1, Adds 13, WKTI, KRLA, 3WT, WDRC-FM, WLAN-FM, WTXI, WOKI, KZ93, Z104, KLUC, KRNA, KFMZ, KYA, KEGL 8-5, KIQQ 11-7, KZZP 21-14.

DONNIE IRIS "Love Is Like A Rock" (MCA) 63/1

Moves: Up 35, Debuts 0, Same 14, Down 13, Adds 1, KDVV, WBNF-FM 19-14, 96KX 7-3, B94 5-2, I95 on, KFRC 17-14, WKEE 2-1, WOKI 9-8, WVIC 21-19, Z104 13-10, KXXX 12-7, WACZ 10-7, Q104 24-17, KSEL-FM 8-5, KOZE 16-12.

NEIL DIAMOND "On The Way To The Sky" (Columbia) 62/8

Moves: Up 18, Debuts 14, Same 22, Down 0, Adds 8, Z93, Y103, WDOQ, CK101, WVIC, KGW, WTSN, KELO, KFI on, KC101 27-23, WAAY 23-19, WCSC 28-22, WAKX 17-14, WFOX 28-21, KATI 33-27.

SKYY "Call Me" (Salsoul/RCA) 58/5

Moves: Up 24, Debuts 6, Same 19, Down 4, Adds 5, WCAU-FM, WKEE, KTTA, KROK, KDZA, WPGC 23-20, Q105 23-18, KFI 7-5, WDRC-FM 25-20, B97 17-13, WDOQ 13-10, KYNO-FM 1-1, FM102 8-3, WGUY 7-4, 95SGF 28-23.

LOVERBOY "Working For The Weekend" (Columbia) 53/1

Moves: Up 17, Debuts 3, Same 17, Down 15, Adds 1, Y100, WCAU-FM 29-24, I95 d-19, Q102 16-12, KFRC 3-3, KUBE 11-10, KROK 20-17, BJ105 16-13, KIIC 26-22, Z104 8-8, KXXX 9-6, WJBO 12-5, WIGY 10-5, KFMZ 8-5, KCBN 9-6.

GREG GUIDRY "Goin' Down" (Badland/Columbia) 50/26

Moves: Up 8, Debuts 2, Same 14, Down 0, Adds 26 including 94Q, KJR, KZZP, WRCK, KZFM, KROK, WAAY, KIOA, WNCI, KNBQ, WTSN, 95SGF, WGLF, Q101, KWLO.

JOHN HALL BAND "Crazy (Keep On Falling)" (EMI America) 50/1

Moves: Up 18, Debuts 2, Same 27, Down 2, Adds 1, 96KX, B104 on, KEGL on, WKTI on, KIMN on, WRCK on, 3WT 26-17, KZFM 19-11, KINT 21-17, KLPO on, WSSX 24-21, WVIC 39-35, WLOL-FM 30-25, KSKD 22-19, WCIR 26-22, WXLK on.

SIGNIFICANT ACTION

STEVIE WOODS "Just Can't Win 'Em All" (Cotillion/Atco) 43/6

Moves: Up 19, Debuts 4, Same 14, Down 0, Adds 6, KBEQ, WSGN, WTSN, WFOX, Q101, KOZE, KZFM 30-23, KHFI 17-11, CK101 36-26, WHBQ 11-8, KIOA 30-25, WNCI 22-19, KXXX 31-25, WJBO 19-12.

MIKE POST "Theme From 'Magnum P.I.'" (Elektra) 40/6

Moves: Up 11, Debuts 5, Same 18, Down 0, Adds 6, WTXI, WDOQ, WZZR, KSTT, KIIC, KQIZ-FM, B104 on, KZFM 15-6, KINT 19-15, WBCY 18-12, WSEZ 21-16, WFBG 30-27, WISE on, KILE on, KYA 16-11.

CONDUCTOR "Voice On The Radio" (Montage/Capitol) 39/8

Moves: Up 8, Debuts 1, Same 22, Down 0, Adds 8, CHUM, KSET-FM, KROK, KIIC, KSKD, KRQ, KATI, KOZE, KFI on, KEZR on, Q103 on, WPHD on, KZFM 29-27, KINT 31-27, WJBO 37-31, KVOL 30-25.

AC/DC "Let's Get It Up" (Atlantic) 39/1

Moves: Up 14, Debuts 3, Same 16, Down 5, Adds 1, KFMZ, CHUM 3-2, KEGL 11-10, WGCL 18-14, WRCK 20-18, 3WT 29-26, WLAN-FM 21-19, G100 on, WHHY-FM on, WSSX 10-5, 92X on, WYFM 14-7, WACZ 23-20, WZYQ d-28.

SMOKEY ROBINSON "Tell Me Tomorrow" (Tamla/Motown) 38/4

Moves: Up 21, Debuts 2, Same 10, Down 1, Adds 4, Y100, KHFI, KENI, KSLY, B94 27-24, WJKS-FM 7-6, KEARTH 19-13, KRLA 27-24, KFI 30-23, KIIS-FM 15-13, WVIC-FM 22-19, G100 21-19, KGGI 8-4, WGUY 12-7, WFLB 22-19.

PAUL DAVIS "65 Love Affair" (Arista) 37/33

Moves: Up 1, Debuts 0, Same 3, Down 0, Adds 33 including WNBC, B104, WPGC, KEARTH, WCAO, 92FLY, CK101, WBCY, Z104, K96, WZYQ, Q104, WFLB, WSPT, KCBN.

DR. HOOK "Baby Makes Her Blue Jeans Talk" (Casablanca/PolyGram) 36/35

Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 35 including WBNF-FM, Z93, 94Q, KFRC, KYA, WKZZ-FM, WBBQ, WSKZ, WOKI, WANS-FM, WZZR, KNBQ, Z102, WTRU, KCBN.

EARTH, WIND & FIRE "Wanna Be With You" (ARC/Columbia) 36/1

Moves: Up 10, Debuts 2, Same 21, Down 2, Adds 1, 95XIL, WJKS-FM 4-4, CKGM on, Y100 on, KRLA on, KIQQ 22-20, WZPY on, WDOQ on, WNOX on, WSEZ 30-25, KIDD on, WJBO on, WGUY 16-10, WCIR 25-18, WFLB 19-16.

ANNE MURRAY "Another Sleepless Night" (Capitol) 34/6

Moves: Up 9, Debuts 7, Same 12, Down 0, Adds 6, KFI, WKEE, WTXI, WDOQ, WFEA, WFBG, CFTR d-39, WVBF 28-23, WAEB on, KINT 35-28, KLAZ 29-23, WSGN 19-15, WSEZ 29-24, WLAM d-26, WFLB 31-25.

COMMODORES "Why You Wanna Try Me" (Motown) 31/0

Moves: Up 12, Debuts 1, Same 17, Down 1, Adds 0, WBNF-FM 33-31, B104 26-24, WPGC 28-25, KIQQ 33-29, WAEB on, KHFI on, KBFM on, WTXI 32-30, WFMF 22-19, WSEZ 31-29, WCSC on, KIDD on, KNBQ on, WFLB 29-26, WGLF-FM on.

IRENE CARA "Anyone Can See" (Network/Elektra-Asylum) 30/6

Moves: Up 9, Debuts 1, Same 13, Down 1, Adds 6, KFI, KEEL, WVIC, KYNO-FM, K96, KOZE, WJKS-FM 26-20, KFRC on, KEZR on, KZFM 18-15, CK101 25-21, KGGI on, KHFI 32-25, WGLF 34-28, KENI on.

MECO "Pop Goes The Movies Part I" (Arista) 30/4

Moves: Up 10, Debuts 4, Same 12, Down 0, Adds 4, WJDX, K96, WJBO, WLAM, WKBW on, WBNF-FM 34-13, Q105 26-22, WCAO 26-23, KEEL on, WAAY 27-20, WNOX on, WAYS d-18, WCSC 18-14, WVIC 37-32, WTSN 30-26.

BARBRA STREISAND "Memory" (Columbia) 26/6

Moves: Up 3, Debuts 5, Same 12, Down 0, Adds 6, WFI, KJR, Q106, WKZZ-FM, WKEE, WFEA, JB105 34-31, WSGN 25-23, WDOQ on, KJ100 d-21, WAKX on, WNAM on, KYNO-FM 38-27, 95SGF on, KENI d-36.

T.G. SHEPPARD "Only One You" (WB/Curb) 26/3

Moves: Up 11, Debuts 1, Same 10, Down 1, Adds 3, KBEQ, KIOA, 95SGF, KIQQ on, KZFM 14-7, KLAZ 22-14, G100 on, WAAY on, WBBQ on, WHBF 14-11, WMAK-FM on-dp, WOKI 33-28, WSEZ 32-23, WZYQ on, WISE on.

TEDDY PENDERGRASS "You're My Latest..." (Phil. Int'l./CBS) 25/1

Moves: Up 8, Debuts 1, Same 14, Down 3, Adds 1, KJR, WCAU-FM d-40, KFI on, WCAO 25-22, KBFM on, KEEL on, KROK 16-13, KXXX106 22-20, BJ105 29-26, WDOQ 22-16, WZZR on, KYNO-FM 3-3, KILE 19-16.

GEORGE DUKE "Shine On" (Epic) 24/7

Moves: Up 3, Debuts 3, Same 11, Down 0, Adds 7, KIQQ, WDRC-FM, KC101, KROK, WBBQ, WJBO, Q101, B94 30-28, KRLA on, KIIS-FM on, KHFI on, CK101 38-34, WANS-FM on, KJRB d-30, 95SGF d-29.

SNEAKER "Don't Let Me In" (Handshake/CBS) 23/9

Moves: Up 0, Debuts 1, Same 13, Down 0, Adds 9, KBEQ, KEZR, WRCK, WKEE, BJ105, WSEZ, KXXX, WISE, KKQV, KEGL on, B100 on, WJXQ on, WFBG on, WXLK on, KSLY on.

GEORGE BENSON "Never Give Up On A Good Thing" (WB) 23/6

Moves: Up 3, Debuts 6, Same 8, Down 0, Adds 6, KEARTH, KIQQ, WAXY, KIOA, KGGI, WTRU, B94 on, WDOQ on, WCSC 30-23, KYNO-FM 27-21, KBBK on, KHFI on, WIGY d-28, 95SGF d-28, KOZE on.

PEABO BRYSON "Let The Feeling Flow" (Capitol) 22/0

Moves: Up 10, Debuts 0, Same 9, Down 3, Adds 0, WFI on, WJKS-FM 3-2, KFI 25-22, KIQQ 30-28, WTXI 27-25, BJ105 31-28, WOKI on, WJBO on, WLAM 29-27, WFBG on, WFLB 37-30, KQIZ-FM on, KENI on.

NOVO COMBO "Tattoo" (Polydor/PolyGram) 21/3

Moves: Up 6, Debuts 1, Same 11, Down 0, Adds 3, KZFM, WCSC, KDZA, WOKI on, WVIC on, WIKS 19-15, WKDQ on, WJBO 36-32, WOMP-FM on, KVOL on, KELO 35-33, KCLS on, WSPT on-dp, KRNA 20-17, 99KG on.

GINO VANNELLI "The Longer You Wait" (Arista) 19/10

Moves: Up 0, Debuts 3, Same 6, Down 0, Adds 10, CKGM, KBEQ, KZZP, WVKC, KSET-FM, WVIC, WJXQ, KEYN-FM, WTRU, KENI, 94Q on, WPST d-36, WBBQ on, WNAM on, WGLF on.

SURVIVOR "Summer Nights" (Scotti Bros./CBS) 17/5

Moves: Up 0, Debuts 2, Same 10, Down 0, Adds 5, WFI, KFI, KEZR, WGLF, WSPT, Y100 on, WLS on, WLS-FM on, WKTI on, 3WT d-34, WJXQ d-28, WIKS on, KGGI on, WTRU on, KFMZ on.

HUMAN LEAGUE "Don't You Want Me" (A&M) 16/7

Moves: Up 1, Debuts 1, Same 7, Down 0, Adds 7, CKGM, 94Q, WBCY, KNBQ, Q104, KSEL-FM, KRNA, WJKS-FM on, CHUM 25-15, KEGL d-27, KROK on, WGUY on, WISE on, KFMZ on, KYA on.

SIGNIFICANT ACTION

SMOKEY ROBINSON "Tell Me Tomorrow" (Tamla/Motown) 19/0

Rotations: Heavy 2/0, Medium 7/0, Light 10/0, Extra Adds 0, Total Adds 0. Heavy: WRIE, KKUA. Medium: WROR, WTFM, KEX, KEY103, KBOI, WORG, KFQD.

JOHN DENVER "Shanghai Breezes" (RCA) 18/18

Rotations: Heavy 0/0, Medium 7/7, Light 8/8, Extra Adds 3, Total Adds 18, WSB, KMBZ, KPLZ, WELI, KEY103, WMAZ, WHBY, WHBC, KKRD, KOB, KUGN, WSKY, KSEL, WORG, WWSA, WJON, KFQD, KMED.

GEORGE BENSON "Never Give Up On A Good Thing" (WB) 17/5

Rotations: Heavy 0/0, Medium 9/2, Light 6/1, Extra Adds 2, Total Adds 5, KEX, WFMK, WLVA, KFOR, WJON. Medium: WGAC, WMAZ, KKRD, KBOI, WCHV, WORG, KBOZ.

CHILLIWACK "I Believe" (Millennium/RCA) 17/4

Rotations: Heavy 2/0, Medium 5/1, Light 7/2, Extra Adds 1, Total Adds 4, WSFM, WAFB, KFOR, KPAT. Heavy: KWAV, KRKK. Medium: WRIE, WHEN, SM95, WSKY, WORG, KMED.

GIDEA PARK "Seasons Of Gold" (Profile) 17/0

Rotations: Heavy 0/0, Medium 9/0, Light 8/0, Extra Adds 0, Total Adds 0. Medium: WSB, KEX, WGAC, WBT, WHBC, WHIO, KBOI, KKUA, KOLO.

CHARLEY PRIDE "Mountain Of Love" (RCA) 16/1

Rotations: Heavy 2/0, Medium 9/0, Light 4/0, Extra Adds 1, Total Adds 1, KBOZ. Heavy: WDEF, KSL. Medium: KMBZ, WGAC, WBT, WIS, WOKV, WMAZ, WRVA, WFMK, KOB.

DEL SHANNON "Sea Of Love" (Network/Elektra-Asylum) 15/0

Rotations: Heavy 1/0, Medium 11/0, Light 3/0, Extra Adds 0, Total Adds 0. Heavy: WRIE. Medium: WGAR, KEY103, Y106, WSJS, WFMK, KBOI, WFIR, WDAY, WSGW, KPAT, WJON.

MIKE POST "Theme From 'Magnum P.I.'" (Elektra) 14/4

Rotations: Heavy 1/0, Medium 4/1, Light 8/2, Extra Adds 1, Total Adds 4, KULF, WFMK, WIBA, WJON. Heavy: KKUA. Medium: WBNF, KWAV, KSL.

ANGELA BOFILL "Holdin' Out For Love" (Arista) 14/2

Rotations: Heavy 1/0, Medium 5/1, Light 8/1, Extra Adds 0, Total Adds 2, KWAV, KSEL. Heavy: KULF. Medium: WTFM, WGAC, KFOR, KRKK.

PAUL DAVIS "65 Love Affair" (Arista) 13/10

Rotations: Heavy 0/0, Medium 4/1, Light 8/8, Extra Adds 1, Total Adds 10, WGAC, WMAZ, WHBC, WFMK, KKRD, KSEL, WORG, WBOW, KBOZ, KMED. Medium: WSB, WSKY, WDAY.

GROVER WASHINGTON JR. "Be Mine (Tonight)" (Elektra) 13/1

Rotations: Heavy 0/0, Medium 5/0, Light 7/0, Extra Adds 1, Total Adds 1, KFQD. Medium: WBNF, WLTA, 97AIA, KUGN, WSKY.

CRYSTAL GAYLE "You Never Gave Up On Me" (Columbia) 12/1

Rotations: Heavy 2/0, Medium 7/0, Light 2/0, Extra Adds 1, Total Adds 1, KEX. Heavy: WCCO, WDEF. Medium: KMBZ, WRVA, WHBY, KSL, WWSA, WDAY, KFOR.

WILLIE NELSON "Always On My Mind" (Columbia) 11/10

Rotations: Heavy 0/0, Medium 4/4, Light 3/2, Extra Adds 4, Total Adds 10, WSB, KMBZ, KEX, WGAC, WDEF, WMAZ, WHBY, WDAY, WJON, KBOZ.

SNEAKER "Don't Let Me In" (Handshake/CBS) 11/9

Rotations: Heavy 1/0, Medium 7/6, Light 3/3, Extra Adds 0, Total Adds 9, KULF, WRVA, KKRD, KKUA, WCHV, WLVA, WORG, WDAY, KOLO. Heavy: KWAV. Medium: WSKY.

FRED PARRIS & THE FIVE SATINS "Medley" (Elektra) 11/6

Rotations: Heavy 1/0, Medium 8/4, Light 2/2, Extra Adds 0, Total Adds 6, WTAE, WGY, WGAC, WBT, WDEF, WMAZ, WGY. Heavy: WNAB. Medium: WSB, WVIC, WYYZ, WELI.

PETULA CLARK "Natural Love" (Scotti Bros./CBS) 10/3

Rotations: Heavy 1/0, Medium 0/0, Light 8/2, Extra Adds 1, Total Adds 3, WGAC, WKBN, WCHV. Heavy: KULF.

DIANA ROSS "Mirror, Mirror" (RCA) 10/0

Rotations: Heavy 2/0, Medium 4/0, Light 4/0, Extra Adds 0, Total Adds 0. Heavy: WSFM, WFMK. Medium: WAFB, KKRD, WCHV, WORG.

ROBERTA FLACK "Making Love" (Atlantic) 8/8

Rotations: Heavy 0/0, Medium 2/2, Light 5/5, Extra Adds 1, Total Adds 7, WASH, WRIE, WGAC, WQUE, KKRD, WORG, WWSA, WJON.

BOYS BAND "Please Don't Stop Me Baby (I'm On Fire)" (Elektra) 8/4

Rotations: Heavy 0/0, Medium 2/1, Light 6/3, Extra Adds 0, Total Adds 4, WJMD, KKUA, WSKY, KMED. Medium: WMAZ.

BILL LABOUNTY "Livin' It Up" (WB/Curb) 7/4

Rotations: Heavy 0/0, Medium 4/2, Light 2/1, Extra Adds 1, Total Adds 4, WMAZ, WHBY, WDAY, KMED. Medium: KUGN, WSKY.

LE ROUX "Nobody Said It Was Easy" (RCA) 7/4

Rotations: Heavy 0/0, Medium 1/1, Light 6/3, Extra Adds 0, Total Adds 4, WFMK, KWAV, WCHV, WBOW.

ASSEMBLED MULTITUDE "Theme From 'Cosmos'" (Eric/Curb) 6/1

Rotations: Heavy 0/0, Medium 2/1, Light 4/0, Extra Adds 0, Total Adds 1, KSL. Medium: KCRG.

COMMODORES "Why You Wanna Try Me" (Motown) 5/1

Rotations: Heavy 0/0, Medium 3/0, Light 1/0, Extra Adds 1, Total Adds 1, WGAR. Medium: KULF, WRIE, KKUA.

CARS "Shake It Up" (Elektra) 5/0

Rotations: Heavy 1/0, Medium 3/0, Light 1/0, Extra Adds 0, Total Adds 0. Heavy: KDKA. Medium: KYUU, Y106, WQOW.

TEDDY PENDERGRASS "You're My Latest..." (Phil. Int'l./CBS) 5/0

Rotations: Heavy 0/0, Medium 4/0, Light 1/0, Extra Adds 0, Total Adds 0. Medium: WGAR, WAFB, KKUA, WSKY.

NORMAN SALEET "Magic In The Air" (RCA) 5/0

Rotations: Heavy 0/0, Medium 0/0, Light 5/0, Extra Adds 0, Total Adds 0.

DOTTIE WEST "You're Not Easy To Forget" (Liberty) 5/0

Rotations: Heavy 0/0, Medium 3/0, Light 2/0, Extra Adds 0, Total Adds 0. Medium: WLTA, WDEF, WMAZ.

CHR SIGNIFICANT ACTION

Continued

SOFT CELL "Tainted Love" (Sire/WB) 16/1

Moves: Up 10, Debuts 0, Same 2, Down 3, Adds 1, K104, CFTR 1-1, CKGM 3-1, Y100 20-17, WRCK 27-22, WPST 20-16, WJXQ 16-14, WJBO on, WACZ 9-6, WSPT 13-11, WCIL-FM 5-4.

CHUBBY CHECKER "Running" (MCA) 14/3

Moves: Up 4, Debuts 2, Same 5, Down 0, Adds 3, Q107, KRLA, WLAM, KEGL d-28, KBEQ d-30, B100 on, KZZP 27-25, WFBR on, KLUC 26-23, WJBO 32-29, WGUY on, 95XIL 28-26, WTRU on, KENI on.

ELO "Rain Is Falling" (Jet/CBS) 14/0

Moves: Up 5, Debuts 0, Same 8, Down 1, Adds 0, KEGL 22-21, K104 35-32, 95XIL 29-24, KILE 34-31, KFYR on, KQWB on-dp.

SUGAR HILL GANG "Apache" (Sugar Hill) 13/3

Moves: Up 7, Debuts 0, Same 3, Down 0, Adds 3, I95, KEEL, WGLF, WCAU-FM 11-9, KFI on, KIQQ 35-30, KZFM 23-18, WJDX 3-2, BJ105 on, KYNO-FM 16-7, WFLB on-dp.

BOYS BAND "Please Don't Stop Me Baby (I'm On Fire)" (Elektra) 12/3

Moves: Up 1, Debuts 1, Same 7, Down 0, Adds 3, KVOL, KCBN, KATI, KIQQ on, K104 on, WAAY on, WCSC on, WLAM d-30, WOMP-FM on, KENI on, KOZE on.

MOLLY HATCHET "Power Play" (Epic) 12/0

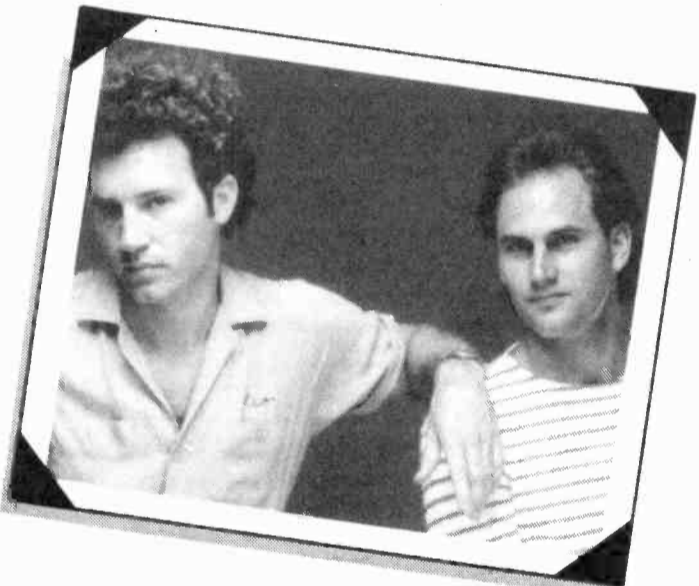
Moves: Up 4, Debuts 1, Same 7, Down 0, Adds 0, KEGL 25-24, KIQQ on, WPHD 25-24, WRCK on, KINT 36-29, KBFM on, WACZ on, WIGY

# Picture Your Playlist In A Positive Frame



## NEIL DIAMOND "On The Way To The Sky"

Z93 add	WAEB deb 24	KBBK deb 30	KFI	WNAM
Y103 add	V100 deb 29	WLAM 27-23	KEZR	WNCI
WDOQ add	WFMF deb 30	WFEA deb 30	WCAO	KYNO-FM
CK101 add	WSGN 24-22	Z102 29-23	WKEE	WFBG
WVIC add 36	G100 29-24	WFOX 28-21	KTSA	WCGQ
KGW add	WAAY 23-19	WFLB 34-29	KHFI	WISE
WTSN add	WHBQ deb 20	KPUR deb 30	KBFM	KILE
KELO add 36	WCSC 28-22	KKXL deb 24	KEEL	KVOL
WBEN-FM deb 37	WGH 18-10	KATI 33-27	WHHY-FM	KFYR
KIQQ deb 33	WQRK deb 24	WNBC	BJ105	KOZE
KJR deb 24	WZZR deb 30	WIFI	WMAK-FM	
WFBR 30-27	WAKX 17-14	KS95-FM	WSEZ	
KC101 27-23	KIOA deb 28	WGCL	WAKY	



## TOMMY TUTONE "867-5309/Jenny"

WKTU add	KFMZ add	WPHD deb 30	KRQ 24-16	KLPQ
KRLA add	KYYA add	WRCK 26-20	WOMP-FM 20-18	WBBQ
3WT add 36	KEGL 8-5	WPST 32-27	KILE 31-29	KBBK
WDRG-FM add	KFI deb 27	WKEE 40-38	KSEL-FM 28-25	KHYT
WLAN-FM add	KIIS-FM deb 29	KZFM deb 26	KQIZ-FM deb 30	WJBQ
WTIX add	KIQQ 11-7	KINT 25-20	WSPT deb 30	WGUY
WOKI add	KFRC 31-23	KROK 30-27	B104	WACZ
KZ93 add	KEZR 26-24	WIKS deb 26	KBEQ	WIGY
Z104 add	B100 22-19	KKXX deb 28	WKRZ-FM	WISE
KLUC add	KYYX 26-24	KNBQ 24-20	KHFI	WFLB
KRNA add	KZZP 21-14	KCPX deb 40	KBFM	WGLF
				KKQV
				WTRU
				KENI
				KSLY
				KDZA



## BARBRA STREISAND "Memory"

WIFI	WAEB	KLAZ	WDOQ	KJ100	KYNO-FM	WFLB
JB105	Q106	WSGN	WHBQ	WVIC	WTSN	KENI
KFI	WKRZ-FM	WAAY	WMAK-FM	WAKX	WFEA	
KJR	WKEE	BJ105	WGH	WNAM	95SGF	



## GREG GUIDRY "Goin' Down"

94Q add	BJ105 add	WFBG add	WRKR add	WTIX	KBBK	WVIC
KJR add	WHBQ add	Q104 add	KWLO add	CK101	WJBQ	GGI
KZZP add 30	KIOA add	95SGF add	B104	KX104	WFOX	KATI
WRCK add	WNCI add 29	WFLB add	Q105	WMAK-FM	KKQV	KYYA
KZFM add	KNBQ add	WGLF add	KFI	WOKI	WAZY-FM	
KINT add	KCPX add	KILE add	KIQQ	WNOX	KRNA	
KROK add	KLUC add	Q101 add	KEZR	WCSC		
WAAY add	WTSN add	KVOL add	WHFM	WGH		



 On Columbia Records

Contemporary Hit Radio

## NATIONAL AIRPLAY/30

Adult/Contemporary

Three Weeks	Two Weeks	Last Week	
10	3	1	① JOURNEY/Open Arms (Columbia)
7	4	4	② AIR SUPPLY/Sweet Dreams (Arista)
4	2	3	③ DAN FOGELBERG/Leader Of The Band (Full Moon/Epic)
1	1	3	④ D. HALL & J. OATES/I Can't Go For That (No Can Do) (RCA)
9	7	5	⑤ LITTLE RIVER BAND/Take It Easy On Me (Capitol)
24	13	9	⑥ STEVIE WONDER/That Girl (Tamla/Motown)
11	9	7	⑦ SHEENA EASTON/You Could Have Been With Me (EMI America)
2	5	6	⑧ J. GEILS BAND/Centerfold (EMI America)
18	12	11	⑨ KENNY ROGERS/Through The Years (Liberty)
20	14	12	⑩ DIANA ROSS/Mirror, Mirror (RCA)
25	17	13	⑪ POLICE/Spirits In The Material World (A&M)
3	6	8	⑫ PAUL DAVIS/Cool Night (Arista)
8	8	10	⑬ CARS/Shake It Up (Elektra)
28	24	17	⑭ ROD STEWART/Tonight I'm Yours (Don't Hurt Me) (WB)
-	27	18	⑮ ALABAMA/Love In The First Degree (RCA)
-	29	21	⑯ BERTIE HIGGINS/Key Largo (Kat Family/CBS)
-	26	22	⑰ POINTER SISTERS/Should I Do It (Planet/Elektra-Asylum)
30	28	23	⑱ CLIFF RICHARD/Daddy's Home (EMI America)
23	20	19	⑲ EDDIE SCHWARTZ/All Our Tomorrows (Atco)
29	23	20	⑳ BARRY MANILOW/Somewhere Down The Road (Arista)
-	-	28	㉑ JOAN JETT & BLACKHEARTS/I Love Rock 'N Roll (Boardwalk)
27	25	24	㉒ GENESIS/Abacab (Atlantic)
-	-	29	㉓ OLIVIA NEWTON-JOHN/Make A Move On Me (MCA)
-	-	26	㉔ HUEY LEWIS & NEWS/Do You Believe In Love (Chrysalis)
-	-	30	㉕ GO-GO'S/We Got The Beat (IRS/A&M)
-	30	27	㉖ CHILLIWACK/I Believe (Millennium/RCA)
5	10	14	㉗ GEORGE BENSON/Turn Your Love Around (WB)
-	-	-	➔ ㉘ VANGELIS/Chariots Of Fire (Polydor/PolyGram)
-	-	-	➔ ㉙ J. GEILS BAND/Freeze Frame (EMI America)
-	-	-	➔ ㉚ BOB & DOUG McKENZIE/Take Off (Mercury/PolyGram)

Three Weeks	Two Weeks	Last Week	
4	2	2	① KENNY ROGERS/Through The Years (Liberty)
1	1	1	② DAN FOGELBERG/Leader Of The Band (Full Moon/Epic)
7	5	3	③ SHEENA EASTON/You Could Have Been With Me (EMI America)
15	9	6	④ BERTIE HIGGINS/Key Largo (Kat Family/CBS)
9	7	5	⑤ BARRY MANILOW/Somewhere Down The Road (Arista)
8	6	4	⑥ AIR SUPPLY/Sweet Dreams (Arista)
16	10	8	⑦ ALABAMA/Love In The First Degree (RCA)
22	15	10	⑧ JOURNEY/Open Arms (Columbia)
25	20	12	⑨ CLIFF RICHARD/Daddy's Home (EMI America)
17	14	11	⑩ LITTLE RIVER BAND/Take It Easy On Me (Capitol)
3	4	9	⑪ BILLY JOEL/She's Got A Way (Columbia)
20	17	13	⑫ ABBA/When All Is Said And Done (Atlantic)
23	21	14	⑬ Q. JONES featuring J. INGRAM/One Hundred Ways (A&M)
2	3	7	⑭ PAUL DAVIS/Cool Night (Arista)
29	23	20	⑮ VANGELIS/Chariots Of Fire (Polydor/PolyGram)
26	22	19	⑯ ANNE MURRAY/Another Sleepless Night (Capitol)
-	-	23	⑰ NEIL DIAMOND/On The Way To The Sky (Columbia)
28	27	21	⑱ STEVIE WOODS/Just Can't Win 'Em All (Cotillion/Atco)
-	28	24	⑲ SISTER SLEDGE/My Guy (Cotillion/Atco)
10	12	15	⑳ D. HALL & J. OATES/I Can't Go For That (No Can Do) (RCA)
13	13	17	㉑ JENNIFER WARNES/Could It Be Love (Arista)
-	-	29	㉒ STEVIE WONDER/That Girl (Tamla/Motown)
5	8	16	㉓ BARBRA STREISAND/Comin' In And Out Of Your Life (Columbia)
-	26	26	㉔ OAK RIDGE BOYS/Bobbie Sue (MCA)
-	-	30	㉕ LARRY CARLTON/Sleepwalk (WB)
30	29	28	㉖ T.G. SHEPPARD/Only One You (WB/Curb)
12	18	22	㉗ GEORGE BENSON/Turn Your Love Around (WB)
6	11	18	㉘ EDDIE RABBITT/Someone Could Lose A Heart Tonight (Elektra)
14	16	25	㉙ JUICE NEWTON/The Sweetest Thing I've Ever Known (Capitol)
-	-	-	➔ ㉚ MECO/Pop Goes The Movies Part I (Arista)

J. GEILS BAND "Freeze" (56)  
 LE ROUX (41)  
 STEVIE NICKS (39)

OLIVIA NEWTON-JOHN (38)  
 DR. HOOK (35)  
 VANGELIS (34)

### MOST ADDED

JOHN DENVER (18)  
 OLIVIA NEWTON-JOHN (17)  
 BARBRA STREISAND (17)

LARRY CARLTON (15)  
 RUPERT HOLMES (11)  
 STEVIE WONDER (11)

JOURNEY (160)  
 STEVIE WONDER (86)  
 JOAN JETT (67)

AIR SUPPLY (54)  
 KENNY ROGERS (46)  
 LITTLE RIVER BAND (40)

### HOTTEST

KENNY ROGERS (62)  
 BERTIE HIGGINS (56)  
 DAN FOGELBERG (51)

SHEENA EASTON (43)  
 JOURNEY (39)  
 AIR SUPPLY (38)

# BREAKERS

**VANGELIS**  
**Chariots Of Fire**  
 (Polydor/PolyGram)

64% of our reporters on it. Moves: Up 52, Debuts 28, Same 20, Down 2, Adds 34 including WBEN-FM, B104, PRO-FM, CKGM, KS95-FM, KBEQ, WZZP, WZZU, Q103, WPST, KTSA, WKDQ, Y94, KIDD, WIGY. See Parallels, debuts at number 28 on CHR chart.

**J. GEILS BAND**  
**Freeze Frame (EMI America)**

62% of our reporters on it. Moves: Up 17, Debuts 38, Same 21, Down 1, Adds 56 including WBEN-FM, WIFI, Q107, Z93, Y100, Q105, KBEQ, WKTI, KIIS-FM, KFRC, XTRA, KYYX, KIMN, Q103, WDOQ. See Parallels, debuts at number 29 on CHR chart.

**BOB & DOUG McKENZIE**  
**Take Off (Mercury/PolyGram)**

56% of our reporters on it. Moves: Up 45, Debuts 12, Same 37, Down 1, Adds 24 including WCAU-FM, JB105, WPGC, Z93, Q105, KFI, KIQQ, XTRA, Q106, G100, 92X, KGGI, WHEB, WGLF, KSLY. See Parallels, debuts at number 30 on CHR chart, eh?

**LARRY CARLTON**  
**Sleepwalk (WB)**

62% of our reporters on it. Rotations: Heavy 4/0, Medium 46/5, Light 25/8, Extra Adds 2, Total Adds 15, WIP, WASH, KMBZ, KPPL, WNAB, WRIE, WCTC, WHYN, WVLK, WRKA, WPTF, WOHO, WKBN, WGIR, KPAT. Moves 30-25 on A/C chart.

**STEVIE WONDER**  
**That Girl (Tamla/Motown)**

60% of our reporters on it. Rotations: Heavy 17/0, Medium 41/4, Light 16/6, Extra Adds 1, Total Adds 11, WIP, WCLR, KPPL, KNBR, WNAB, WGAC, Y106, WAKR, WJBC, KFQD, KOLO. Moves 29-22 on A/C chart.

## NEW & ACTIVE

25-49

MECO "Pop Goes The Movies Part I" (Arista) 65/10  
 Rotations: Heavy 7/0, Medium 36/6, Light 20/2, Extra Adds 2, Total Adds 10, WOMC, KEY103, WBT, WIS, WPTF, WFMK, WQUA, WKBN, WKZE-FM, WGIR. Heavy: WBEN, WNAB, WSBA, WDEF, WRVA, KLTE, KSL, WSB, WARM98, WTIC, WELI, WHAM, WGAC, KEY103, WERC, WAKR, WHBY, WHBC, KOB, KBOI, KWAV. Medium: WCBM, WSB, KULF, 97AIA, KEX, KIXI, WTIC, WCTC, WVLK, WMAZ, WHBY, WHBC, KOB. Debuts at number 30 on A/C chart.

RUPERT HOLMES "The End" (Elektra) 64/11  
 Rotations: Heavy 4/0, Medium 32/5, Light 25/3, Extra Adds 3, Total Adds 11, KIXI, WWYZ, WBT, WIS, WVLK, WPTF, WRVA, KSL, WKZE-FM, WCHV, WWSA. Heavy: WLTA, WCCO, WNAB, WDEF. Medium: WJMD, WSB, WARM98, WTIC, WELI, WHAM, WGAC, KEY103, WERC, WAKR, WHBY, WHBC, KOB, KBOI, KWAV.

OLIVIA NEWTON-JOHN "Make A Move On Me" (MCA) 60/17  
 Rotations: Heavy 7/1, Medium 35/10, Light 15/3, Extra Adds 3, Total Adds 17, WBEN, WASH, WOMC, WISN, KXOK, WWYZ, WELI, WHYN, WRVA, WAKR, WFMK, KKUA, WKZE-FM, WJBC, WDAY, KFOR, KFQD. Heavy: WAFB, WMAZ, KWAV, WNEU, WLVA, WJON. Medium: WCBM, WSB, KIXI, KPLZ, WHAM, WGAC, KMBZ.

POINTER SISTERS "Should I Do It" (Planet/Elektra-Asylum) 51/6  
 Rotations: Heavy 6/0, Medium 30/2, Light 15/4, Extra Adds 0, Total Adds 6, WROR, WPRO, 55KRC, WVLK, WAKR, WLVA. Heavy: KULF, WRIE, WWYZ, WMAZ, KKUA, KSEL. Medium: WCBM, GR55, WIP, WASH, KEX, KYUU, KPLZ, WCTC, WGY, WHEN, WGAC, WLVA, WHBY, WHBC, WHIO, KBOI, KMJJ, KCEE.

GENE COTTON "If I Could Get You (Into My Life)" (Knoll) 40/8  
 Rotations: Heavy 0/0, Medium 21/2, Light 16/3, Extra Adds 3, Total Adds 8, KEX, WBT, WMAZ, WQUA, WKBN, WJBC, WSWG, KBOZ. Medium: WTFM, WJMD, KULF, WELI, WGY, WGAC, WDEF, WAKR, WHBY, WHBC, KOB, KUGN, KWAV, WSKY, WORG, WWSA, KCRG, WJON, KMED.

BARBRA STREISAND "Memory" (Columbia) 37/17  
 Rotations: Heavy 5/1, Medium 21/10, Light 9/4, Extra Adds 2, Total Adds 17, WJMD, WOMC, KMBZ, KNBR, KIXI, KPLZ, WELI, WHYN, WSBA, KEY103, WBT, WVLK, KSL, KCEE, WGIR, WLVA, WSWG. Heavy: KULF, WHIO, WSKY, KBOZ. Medium: WSB, WSFM, WCTC, WGAC, WERC, WDEF, WAKR, WHBC, KRMG.

POCO "Sea Of Heartbreak" (MCA) 33/3  
 Rotations: Heavy 2/0, Medium 19/1, Light 12/2, Extra Adds 0, Total Adds 3, KMBZ, WRIE, WJBC. Heavy: WRVA, KWAV. Medium: 97AIA, WCCO, KEX, WELI, WGAC, WMAZ, WHBY, KUGN, WSKY, WLVA, WORG, WWSA, WDAY, WJON, KBOZ, KMED, KOLO, KRKK.

## SIGNIFICANT ACTION

GREG GUIDRY "Goin' Down" (Badland/Columbia) 23/6  
 Rotations: Heavy 1/0, Medium 8/2, Light 13/3, Extra Adds 1, Total Adds 6, KPLZ, WQUE, KKUA, KWAV, KFOR, KFQD. Heavy: WSKY. Medium: WHEN, WGAC, WMAZ, SM95, KBOI, WDAY.

MICHEAL SMOTHERMAN "Do I Ever Cross Your Mind?" (Epic) 20/5  
 Rotations: Heavy 0/0, Medium 7/2, Light 13/3, Extra Adds 0, Total Adds 5, WBEN, WDEF, WHBC, KKUA, WWSA. Medium: WGY, WMAZ, KSL, WJON, KMED.

## NEW & ACTIVE

12-34

OAK RIDGE BOYS "Bobbie Sue" (MCA) 110/5  
 Moves: Up 78, Debuts 8, Same 18, Down 1, Adds 5, KIQQ, WKZ-FM, KINT, KEYN-FM, WCIL-FM, WBEN-FM 21-10, Z93 24-20, KXX106 24-15, WBBQ 17-11, KX104 17-11, KRAV 2-1, KIOX 22-10, WCIR 15-5, KWLO 5-4, KYA 23-19.

ABBA "When All Is Said And Done" (Atlantic) 109/13  
 Moves: Up 67, Debuts 5, Same 22, Down 2, Adds 13, KEZR, WBBF, WHFM, 3WT, KTSA, WQRK, WNAP, WJBC, WIGY, WOMP-FM, 95XIL, WCGQ, KYA, B104 21-18, KSTT 11-5.

LE ROUX "Nobody Said It Was Easy (Lookin' For The Lights)" (RCA) 105/41  
 Moves: Up 9, Debuts 26, Same 29, Down 0, Adds 41 including WBEN-FM, WIFI, PRO-FM, KFI, B100, KYYX, KIMN, WRCK, WLAN-FM, WZYP, KIJK, KIDD, WOMP-FM, WFOX, 99KG.

STEVIE NICKS "Edge Of Seventeen" (Modern/Atco) 100/39  
 Moves: Up 21, Debuts 16, Same 22, Down 2, Adds 39 including WIFI, B94, CKGM, KIQQ, KEZR, B100, Q103, 92FLY, WDRC-FM, KLPO, KBBK, WFEA, WISE, KFYR, KYA. Note: Some stations are playing the "live" version.

QUINCY JONES featuring JAMES INGRAM "One Hundred Ways" (A&M) 92/14  
 Moves: Up 50, Debuts 13, Same 14, Down 1, Adds 14, Z93, WZZP, Q103, WYBF, KXX106, G100, WZYP, Y103, WBBQ, WYBF, WAKX, KOFM, KILE, KKLK, 94Q 12-9.

SAMMY HAGAR "I'll Fall In Love Again" (Geffen/WB) 88/9  
 Moves: Up 27, Debuts 9, Same 43, Down 0, Adds 9, WKTI, KSET-FM, KROK, WANS-FM, KOFM, WXLK, KILE, KOIZ-FM, KVOL, 96KX 31-29, KEGL 21-14, WJXQ 1-1, KZ93 18-14, KRQV 28-24, KDZA 30-26.

FOREIGNER "Juke Box Hero" (Atlantic) 86/7  
 Moves: Up 32, Debuts 13, Same 26, Down 8, Adds 7, WDRC-FM, KEEL, Y103, KIJK, WJBC, WCIR, KOIZ-FM, WBEN-FM 31-20, WGCL 12-6, WKZ-FM 1-1, WBBQ 24-17, WIKS 4-3, FM103 12-10, WACZ 5-1, KCBN 13-10.

