

I N S I D E :

Birch Winter Results Continue

Boston: WXKS-FM Slips, But Holds First
St. Louis: KMOX Loses Three; KHTR Gains Four
Minneapolis: WCCO Up Two; KDWB-FM Takes AOR Crown
Seattle: Top Four Unchanged; KBRD Nips KSEA
Atlanta: WZGC, WQXI-FM, WKHX Hit Double Digits
Denver: KOSI, KOAQ Finish 1-2
 Plus the reissued winter Arbitron for Louisville and Birch's revised Dallas-Ft. Worth figures.

Complete details on Page 14

AOR Embraces Black Rock?

The statistics say AOR is playing black music by Michael Jackson and Prince, but the programmers are still debating the broader issue of just what color, if any, hit AOR music should be. Jeff Gelb tackles the trendsetters. Page 30

GE Sells Four More Stations

General Electric continued its pull-out of the radio business by selling its WGY & WGFM/Schenectady and WSIX-AM & FM/Nashville to Foster Management Company of New York. That leaves GE with only WJIB/Boston and KFOG/San Francisco, both of which should be gone within a month. Page 3

People In The News This Week

- Murray Gitlin Exec. VP at WB
- Michael Rosenfeld new Front Line partner
- Dave Martin VP/GM at WLW & WSKS/Cincinnati
- Linn Harrison Station Manager of KYXI & KGON/Portland
- Jeff Pollack to consult Infinity chain Page 3

Confused About DST?

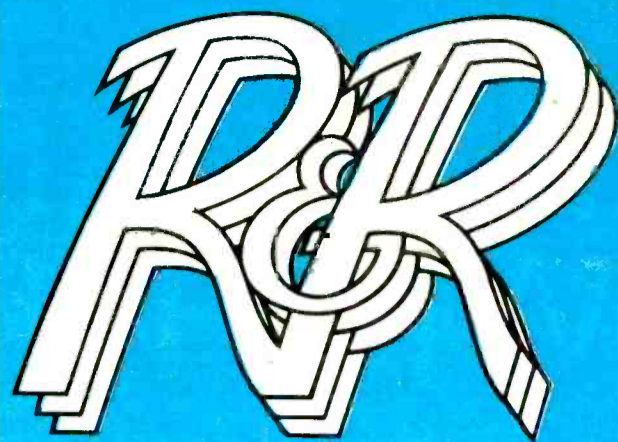
You're not alone. Jhan Hiber reviews the Arbitron procedure in light of the just-implemented Hispanic DST, and compares it to black DST. New York, Chicago, Phoenix, and San Jose set the examples. Page 12

They ARE Makin' 'Em Like They Used To

And they're doin' it more often. Remakes on Country radio are approaching epidemic proportions, and Carolyn Parks talks to the ones in the know on both sides of the industry fence. Their comments might make you forget all about those countless country duets. Page 36

Going Against Baseball: Un-American Activity?

In every major city one station runs baseball and the others program against it. Jeff Green samples two A/C programmers with special ideas on how to battle the national pastime. Page 34



RADIO & RECORDS

WB Promotes Three To Senior VP Slots

David Berman, Bob Regehr, and Ted Templeman have been promoted to Senior VPs at Warner Bros. Records. The three join Senior VP/Marketing Russ Thyret and Senior VP/Nashville Division Jimmy Bowen in the new management tier.



David Berman Bob Regehr Ted Templeman

*RP
BB*

HILLIARD TO JOIN BLAIR

Blair Buys Four Fairbanks Stations For \$50 Million

John Blair & Co. this week signed a letter of intent to acquire KVIL-AM & FM/Dallas and WIBC & WNAP/Indianapolis from Fairbanks Broadcasting for \$50 million. Once the transactions are completed, Fairbanks Executive VP James Hilliard will join Blair as President of a new Owned Stations Division.

Blair President/CEO Jack Fritz commented, "We're delighted to have the opportunity to acquire these fine properties." Noting that the deal is still subject to negotiation of a definitive agreement and FCC approval, Fritz said he expects the purchases to become final late this year.

In addition to the four new stations, which it has repped for many years, Blair also owns WHDH & WCOZ/Boston and WFLA-AM & FM/Tampa.

Fairbanks VP/Administration Dennis Linsin said the company is "definitely not" quitting the radio business. It has no plans to sell WVBF & WVOX/Framingham-Boston or WRMB/Palm Beach and will

acquire KCMO & KCEZ/Kansas City next month, according to Linsin.

Linsin said the deal was prompted largely by deference to the wishes of Hilliard, who negotiated the departure and sale with President Richard Fairbanks.

Warner Bros. Records Chairman Mo Ostin commented on the promotions: "The enormous accomplishments and contributions of David, Bob, and Ted have been integral to the success of our company over the past decade. Their creative and administrative skills have been absolutely essential to WB's continued growth and vitality. It's certainly not an exaggeration to say that these three men embody the energy and commitment to quality that have always been a hallmark of our efforts."

WB/See Page 19

Schoenberger, Lifson Take Key MCA Promo Posts

MCA Records has hired John Schoenberger as its new National Album Promotion Director and promoted Sandi Lifson to National Adult/Contemporary Promotion Director. MCA's new VP/Promotion Steve Meyer made the appointments, saying, "MCA's aggressive posture will be further enhanced with John at the helm of AOR promotion. His years at Arista and Radio Records enabled John to grow into one of the industry's leading record men."

"Sandi's appointment allows MCA to maximize and strengthen the artist roster at the A/C radio level and further proves our total commitment to all formats of music."



Schoenberger Lifson

Schoenberger, who was VP/Promotion at Radio Records and National Album Director for Arista, told R&R, "I am thrilled to be here at MCA. It's been a few years since I've had the position and the tools to exercise all of my abilities. It feels like MCA is ripe to explode into a very successful record company. I'm eager to help make MCA a leader in the industry."

Lifson, who has been in various national promotion capacities at MCA for the past four

years, commented to R&R, "This move is a real show of faith by this company towards A/C. It's a new challenge for me, and I'm looking forward to making new friends in an area I've always been interested in."

11-YEAR WBSL VETERAN

Webb Segues To WRKS Morning Show

After 11 years as morning man at WBSL/New York, Ken "Spider" Webb will move cross-town to WRKS in the same position on June 1. WRKS PD Barry Mayo told R&R, "We needed to do something significant in the mornings to remain viable in the Urban Contemporary battle. Ken Webb is an institution in this market. But I'm not hiring an institution. He is a morning man who's committed to the community and that's probably the most exciting aspect. I look forward to a long, mutual relationship with Ken."

Explaining his feelings about the move, Webb said, "I'm very excited because of the new things I'll be doing and learning, thereby giving me an opportunity to work and be happy at what I'm doing and, especially, continue my community service. There's just so many things I can do now and have the wholehearted support of the station. I'm anticipating a very, very good time. I think what it really boils down to is we're really going to have a lot of fun."

Randall Named OM At WAWA & WLUM

Jack Randall has been appointed Operations Manager of WAWA & WLUM/Milwaukee, effective immediately. In his new post, Randall has tapped Rich Guzman to succeed him as WLUM Program Director. James Milner continues on as PD of WAWA.

Commenting on the appointments Willie Davis, President of parent All Pro Broadcasting, told R&R, "I'm very happy about these gentlemen taking on new responsibilities. They're going to serve the interests of both stations in a very positive way. I felt that by moving Jack into the OM position, he would have an excellent chance to oversee the functioning and programming aspects of the AM

and FM. With Rich, I think we're elevating a guy who has paid a lot of dues and who has proven himself to be very popular in Milwaukee."

Randall added, "I'm very excited - now we can go about settling any and all problems we would have in the mechanics of both station operations and polish up the outlets to maximize our effort here. I also have a lot of confidence in Rich, who was here for 3 1/2 years before he went to WAWA/Miami. My staff and I are looking forward to working with him. It's a good move for the organization to have Rich and James (Milner). And we will continue working as a team for the betterment of both stations."

WEZI & WLVS Swap Formats Scott To Manage WEZI WLVS Takes WEZI OM, Staff

In a double format switch, WEZI/Memphis has announced a change from its Churchill Easy Listening format to Country, while crosstown Country outlet WLVS has responded by picking up the Churchill format and several of the WEZI staffers. WEZI, which has been sold by Harte-Hanks Communications to FirstCom Corporation, will make the switch to Country

shortly after the transfer is completed later this month. WEZI also announced it has applied for a call letter change to WGKX, to be known as "KX-106."

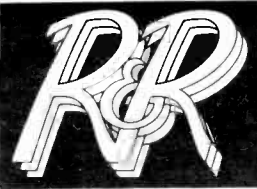
As part of the change, WHRK & WKDJ/Memphis VP/GM Craig Scott has resigned to be appointed GM for WEZI. He will replace longtime GM Dave WEZI/See Page 19

CONGRATULATIONS, DWIGHT!

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WINS Wins

John Waggaman and Joe Gillespie tell our Brad Woodward that "Utility" put WINS on top in New York.

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Pollack To Consult Infinity Chain

Jeff Pollack has signed a consultation agreement with Infinity Broadcasting covering its six (soon to be eight) radio stations. Pollack, who had been consulting three of the Infinity properties previously, told R&R, "Our relationship with (Infinity President) Mel Karmazin and Infinity has been a very successful one. This new agreement allows us the opportunity to be involved on a corporate level and undertake individual projects for the Infinity O&O's in noncompetitive markets."

Karmazin praised Pollack, telling R&R, "Jeff has made some important contributions to the stations of ours that he is already involved with, including WYSP/Philadelphia, WIVY/Jacksonville, and KOME/San Jose. I think Jeff is one of the brightest radio people in the business, and want to use him more."

In addition to WYSP, WIVY, and KOME, Infinity also owns WKTU & WJIT/New

York, WBCN/Boston, and, pending FCC approval, KCBQ-AM & FM/San Diego (see Transactions).

Gitlin New Exec. VP At Warners

Murray Gitlin has been promoted from VP/Treasurer to Exec. VP of Warner Bros. Records. Along with his new responsibilities, Gitlin will retain the Treasurer's post he has held since 1974.

Warner Bros. Chairman Mo Ostin said, "Murray's promotion, along with the recent appointment of Lenny Waronker to the Presidency of Warner Bros. Records, places some of our most talented and trusted individuals in these demanding decision making roles. Murray's extraordinary track record as the company's chief financial officer makes him uniquely suited to the challenge of his new position, and I join with the rest of the company in offering my heartiest congratulations."



Murray Gitlin

TRANSACTIONS:

Infinity Buys KCBQ-AM & FM

Infinity Broadcasting has purchased Charter Broadcasting's last remaining properties KCBQ-AM & FM/San Diego. The transaction price was \$8 million. Infinity Radio Division President Mel Karmazin, noting the Country combo's combined 7.1 share, says no format changes are planned.

KCBQ operates at 1170 kHz with 50kw days and 5kw nights. KCBQ-FM is at 105.3 MHz with 29kw of power at an antenna height of 620ft.

Upon FCC approval of the sale, Charter Broadcasting will effectively cease to exist.

Beasley Acquires WIFI For \$6 Million

Beasley Broadcast Group this week agreed to purchase WIFI/Philadelphia from GCC Communications for \$6 million, pending expected FCC approval in about 90 days. WIFI, which recently adopted Rick Carroll's new music format, broadcasts with 50kw on 92.5 MHz at an antenna height of 500ft. In its application, Beasley stated it does not intend to alter the station's format. TRANSACTIONS/See Page 19

Foster Buys GE's Nashville, Schenectady Stations

General Electric Broadcasting continued its pull-out from the radio business this week by reaching an agreement to sell WGY & WGFM/Schenectady and WSIX-AM & FM/Nashville to a partnership headed by Foster Management Company, a New York-based venture capital firm. Neither GE nor Foster would disclose the selling price.

Operating responsibility for the stations will rest with Dennis Israel, President of

Foster Media Corp. and Sky Corp. Israel's broadcast experience has included stints as VP/Westinghouse Broadcasting, VP/GM at WMAQ/Chicago, and Executive VP/GM at WMCA/New York.

Israel told R&R, "We don't have any substantial changes in mind for any of the stations." Israel predicts an October acquisition at the latest and said, following the signing of a letter of intent, "We have still to come to definitive contract terms."

A GE official said the company should be ready to announce divestiture of its two remaining radio properties, WJIB/Boston and KFOG/San Francisco, within a month. GE announced last November it is selling all of its broadcast properties (except KOA-TV/Denver) to concentrate on its appliance business and other concerns.

Foster and its affiliated companies currently own WSCY & WEZG/Syracuse, WTPA/Harrisburg, KSKY/Dallas, WRIV/Riverhead, NY, and KBCQ/Roswell, NM.



FLORIDA STATION MILKED IN ENGLAND — WFLA/Tampa has the dubious distinction of being the only radio station in America with an English milk drink named after it. When a British firm was ready to market its new cardboard-carton coffee-flavored concoction, it had everything but a name. One member of the marketing department suggested WFLA because he had just returned from a Florida vacation and had listened to the station. For some unknown reason, the name stuck and the product is reportedly selling quite briskly, although it's doubtful if the English consumers have any idea where the WFLA designation came from.

Martin Named WLW & WSKS VP/GM

After two years as VP/GM of WMAQ/Chicago, Dave Martin has resigned to become VP/GM at WLW & WSKS/Cincinnati. The move marks Martin's return to Cincinnati, where he began his career 20 years ago as an account executive at WCKY. Martin replaces WLW VP/GM Bernie Kvale and WSKS GM Barry Hersh, and assumes his new position when Seven Hills Communications obtains FCC approval to take over the two properties from Mariner Communications around June 1.

In making the announcement, Seven Hills President Charlie Murdock commented, "We are very happy to have Dave join us to manage our two stations. He brings a wealth of experience in broadcast management, much of it here in the greater Cincinnati market. He's a 'people' person, whom we feel is just right to lead these two 50kw facilities to great success."

Martin, whose sales and management experience includes over 14 years with Taft Broadcasting at WKRC & WKRQ/Cincinnati and WDAF/Kansas City, told R&R, "It's a great opportunity, and I'm delighted to be 'going home' again to Cincinnati. I do regret leaving WMAQ, as I've been very well treated by (owner) NBC. They've been great people to work for. However, this opportunity was too good to pass up. Seven Hills is an exciting new company with some very aggressive growth plans, and I'm anxious to get started."

Harrison Appointed KYXI & KGON Station Manager

Linn Harrison has been named Station Manager of KYXI & KGON/Portland, assuming daily operations from President/GM Craig McCoy. McCoy, who also serves as VP/Radio for parent Des Moines Register Broadcast Group, will take a leave of absence from May 28 to September 5. Following his return, McCoy will devote attention to corporate business matters.

Commenting on Harrison's promotion, McCoy said, "I'm delighted to present Linn with the opportunity and challenge of directing our Portland operation. The promotion is a well-deserved and appropriate 'next step' in his growth within our company. I am equally delighted about the challenge that awaits me in September."

Harrison spent the last four years at the stations as General Sales Manager. He told R&R, "I'm very pleased to be able to take on additional responsibilities at a good operation like this. It will be a very smooth and easy transition." When questioned about possible changes at either the News or AOR-formatted outlet, Harrison added, "We have two very good and successful radio stations here. I can't think of a single reason to mess around and try to make any kind of a change."

Rosenfeld Becomes Front Line Partner

Joins Kaufman And Solters

Front Line Management has restructured following the departure of founder Irving Azoff. Azoff, who will continue as a non-active principal of the firm, became President of MCA Records Group and a VP of MCA, Inc. last week (R&R 4-29). Joining Front Line seven-year veterans Howard Kaufman and Larry Solters is new partner Michael Rosenfeld, a founder of the entertainment law firm, Rosenfeld, Kassoy & Kraus.

Rosenfeld, who represents some of Front Line's artists, said "I look forward to having a closer working relationship with Front Line clients in my new capacity."

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Washington Report

FCC Approves 19 New Satellites

The FCC last week approved the launching of 19 new domestic satellites. There are currently 15 aloft and four others that are authorized, but not yet launched.

There's general agreement that the vast new satellite and transponder capacity resulting from last week's action will benefit the radio industry by assuring space for networks and other program distributors. Another effect could be to keep down the price of transponder space.

In a related action, the FCC ordered that domestic satellites be moved closer together (from four to two degrees apart) over the next few years. That could pose a technological challenge to radio networks and possibly require a slight reorientation of some radio station receiving dishes.

NAB Radio Race Features May-Snider Faceoff

The contest for the Vice Chairmanship of NAB's Radio Board has narrowed to two candidates, KARN & KKYK/Little Rock President Ted Snider and WPKE & WDHR/Pikeville, KY President Walter May. A winner will be chosen when the NAB Board meets in June. The race is considered especially important because the victor stands a good chance of becoming NAB Joint Board Chairman in two years.

Doubleday Broadcasting President Gary Stevens, who had been an active candidate, dropped out last week on the grounds he wouldn't have the time necessary for the Joint Board Chairmanship. Another candidate, KWVE/Marina Del Rey, CA President Cliff Gill, recently resigned from the NAB Board.

Meanwhile, RKO has announced that its seat on the NAB Board will be filled by Jerry Lyman, its VP/Government Relations and VP/GM at WGMS-AM & FM/Washington.

Wirth Panel Adds \$1.6 Million For FM Processing

An FCC budget of \$91.2 million a year for 1984 and 1985 was authorized last week by the House Telecommunications Subcommittee. An extra \$900,000 was voted to pay for 32 new staffers to help clear out the backlog in FM processing. Another \$700,000 was added to hire 30 employees to work just on processing applications for FM drop-ins, which the Commission will soon consider.

The Senate Commerce Committee voted an extra \$300,000 for FM processing and \$550,000 for FM drop-ins, so a compromise will be necessary.

Meanwhile, the FCC has denied a request by NAB's Radio Allocation Task Force that it be allowed to see the Commission's engineering study on FM drop-ins (Docket 80-90). And the panel last week asked the FCC to hold an en banc meeting, where all the Commissioners would gather to hear various viewpoints on FM drop-ins.

Supreme Court To Rule On Liquor Ads

The Supreme Court scheduled oral arguments this week in a case challenging the constitutionality of Oklahoma's laws

banning liquor advertising. Several cable and broadcast companies who tried to overturn the laws lost in the U.S. Court of Appeals in Denver this winter. However, courts elsewhere have struck down similar laws.

At the center of the controversy is the 21st Amendment to the Constitution, which gives the states the right to prohibit liquor sales. The Supreme Court is being asked to decide whether that authority extends to liquor advertising and whether a ban on liquor ads violates the right to freedom of speech.

FCC Ducks

Female Vs. Minority Case

For the moment, at least, the FCC says it won't settle a case in which there's a clash between minority and female ownership preferences. At stake is an FM license in Russellville, AR.

A female applicant who will be her own GM got 100% credit for female participation of ownership in management. But another applicant got credit because a black male with 15% ownership will be involved in daily operations. The Review Board said it was unable to pick a winner because the conflict presents "a narrow but novel issue of law or policy which the Commission has never had an opportunity to address."

But the Commission last week sent the case back to the Review Board for further study. It said the Board failed to consider several factors, including alleged untruthfulness by one applicant, that could provide the basis for a decision.

Sharp Won't Seek Jones FCC Seat

FCC Commissioner Steve Sharp, whose term expires June 30, announced last week that he won't seek appointment to the two years remaining in the term of Anne Jones, who is resigning this month. That throws the White House selection of a nominee for the GOP seat wide open.

Sharp told R&R he will go into private law practice in Washington, but has no firm plans yet. Although the White House had indicated the seat was Sharp's for the asking, he cited plans made with his family as a major reason for declining to run.

Also critical was Chairman Mark Fowler's assurance that Sharp's presence was not absolutely essential to the success of his agenda. Sharp disputed reports that Fowler wouldn't back him because of their disagreement on several key issues, most notably teletext. Had he decided to seek the Jones seat, Sharp said, he would definitely have enjoyed Fowler's support.

Other Key Developments:

- Radio syndicator Harry O'Connor's nomination to the board of the Corporation for Public Broadcasting (CPB) was approved last week by the Senate Commerce Committee and sent to the full Senate.

- FCC Commissioner Henry Rivera has chosen Benjamin Perez, an attorney in the Managing Director's office, to be his legal assistant.

- The NRBA has lined up cosmetics queen Mary Kay as featured speaker, discussing salesmanship, at its annual convention in New Orleans.

LEADERSHIP END-RUN?

Radio Deregulation Sponsors Weigh New House Strategy

The chief House backers of radio deregulation this week were seriously considering a bid to ram their bill through the House Commerce Committee in an attempted end-run around Chairman John Dingell (D-MI) and Telecommunications Subcommittee Chairman Tim Wirth (D-CO).

Reps. Tom Tauke (R-IA) and Billy Tauzin (D-LA) were trying to decide whether to offer their deregulation bill (H.R. 2382) as an amendment when the Commerce Committee votes on the FCC's authorization for 1984 and 1985.

Their measure, which now has over 50 cosponsors, would codify the FCC's deregulation and extend it to television, abolish comparative renewals, speed up handling of petitions to deny, and allow buyers to take over stations before getting FCC approval.

Tauke and Tauzin planned to meet Tuesday (5-3) with Wirth and Dingell, and Tauke told R&R a decision on the end-run ploy could hinge on whether the chairmen agreed to allow a subcommittee vote on deregulation.

"Only Chance" Strategy

"We are not anxious to anger the leadership, but we feel this may be our only chance for passing this legislation," said Tauke. "We would prefer the normal subcommittee process, but we've been waiting two and a half years for a deregulation bill with no success."

Tauke said he believes a majority on the Commerce Committee and in the House

favors deregulation, "but the question is whether they'll support this amendment at this time," risking the wrath of Dingell and Wirth.

NAB Gives "All Out" Backing

NAB Sr. VP/GM John Summers told R&R, "It's Tauzin and Tauke's show. We'll back whatever they want to do." In case the amendment is offered, said Summers, "we're going all out."

He said the association's lobbyists were working the issue heavily on Capitol Hill and a grassroots effort was underway to get broadcasters to contact members of the Commerce Committee.

Asked if the strategy posed any risks, such as alienating Dingell and Wirth, Summers replied, "If Tauzin and Tauke are willing to take risks, we're willing to take risks with them." The only alternative, he said, is a bill containing spectrum fees that would be unacceptable to NAB members.

NRBA Executive VP Abe Voron labelled the chances of the strategy succeeding as "very, very slim" and said his association would not be willing to run the risk for the potential gains. NAB's Summers retorted, "They always seem willing to let us do the dirty work."

Congress Requested To Curb Record Rentals

The record and music industries denounced record rental operators as parasites last week and asked a Senate subcommittee to pass legislation (S. 32) to control the practice.

At issue is the first sale doctrine, which cuts off a copyright owner's control over a record after the first sale. S. 32, introduced by Sen. Charles Mathias (R-MD) and 12 cosponsors, would extend that control by allowing copyright owners to either ban rental of their records or demand a copyright fee for each rental. A similar bill (H.R. 1027) is pending in the House, offered by Rep. Don Edwards (D-CA) and several dozen cosponsors.

record rentals by the full Senate is unlikely until legislation on home taping is ready for consideration, a Mathias aide told R&R. But before tackling that issue, Congress is awaiting a Supreme Court decision on the legality of home taping.

Chairman Salvatore Chiantia claimed retail record sales are down 30% in the areas near Japan's 1600 record rental shops.

Wayman Fears Digital Setback

Speaking for the makers of blank tape and recording equipment, Electronic Industries Association Sr. VP Jack Wayman countered that any change in the first sale doctrine would hurt manufacturers, retailers, and consumers. And he suggested the introduction of digital audio will be hurt.

Noting that compact digital discs cost twice as much as cassettes, Wayman testified, "Many consumers are likely to want to rent both players and discs prior to making purchase decisions. If the software rental market is foreclosed, an informed consumer choice becomes more difficult."

Music Industry Threatened

Appearing before the Senate Copyright Subcommittee last week, witnesses from the record companies and distributors, composers, and music publishers all urged that record rentals be curbed.

Stanley Gortikov, President of the Recording Industry Association of America (RIAA) testified that "rental shops merely feed off the talent and investment of others, jeopardizing jobs, careers, and music itself."

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RAB Rolls Out Idearama



Once again **RAB** is wheeling its "Idearama" wagon across the country, making whistlestops in 34 cities beginning this month. The one day, 9am-4pm session focuses on station sales staffs, offering a variety of moneymaking and co-op ideas together with selling techniques, complemented by actual radio commercials and graphics.

Idearama pulls out on May 17 in Madison, WI and rolls to a stop in Providence June 23. Attendance fee remains the same as last year, with discounts available for multiple registrations. For more details and/or reservations, call (212) 599-6666.

Cox Gains, WCI Declines In First Quarter

In the first quarter of 1983, **Cox Communications** posted a 23% revenue growth, \$133.7 million versus \$108.9 million a year ago. Operating income also gained 23% (\$26.7 million over \$21.7 million), while net income rose one percent, \$13.5 from \$13.3 million. The broadcast division saw revenues and operating income increase 10% (\$42.8 to \$47 million) and 21% (\$12.3 to \$14.9 million), respectively.

On the record industry front, **Warner Communications Inc.** reported first quarter revenues of \$869.4 million, a decrease from \$948.8 million the year prior. While revenues for the recorded music and music publishing division dipped slightly, \$190 million to \$189.7 million, income rose marginally, \$16.2 million from \$15.8 million.

Equating Love

A while back **Len Barry** said love was as easy as 1-2-3. But in the technology-minded '80s, it's not that simple... at least not in the math-inclined heart of psychologist **Jeffrey Young**. To help patients in their love quests, he devised the following formula:

$$M = \frac{0.7}{O \times S \times A \times D \times I}$$

In putting this formula together, Young determined that attractiveness wasn't *the* key (although it helps) to finding a romantic relationship. Other items also had to be considered. The (O) in the equation symbolizes opportunity, which means the number of members of the opposite sex you're exposed to each month. Selectivity (S)

stands for the percentage of those met deemed desirable; approach (A) means the percentage of that group you ask for a date; and desirability (D) is the percentage of those agreeing to go out with you. The last letter, (I) for intimacy, covers the percentage of dates that progress into a six-month or longer intimate relationship. Lastly, the 0.7 represents the 70% probability of the formula's answer coming true. That's where the *M* comes in: it's the number of months you'll wait before that certain someone comes along.

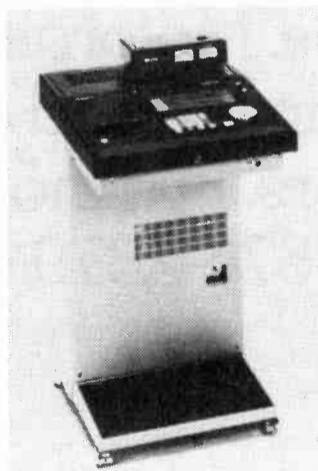
So the next time you're figuring out the station's average quarter-hour share, you might want to try your hand at this love formula. Who knows? You might have two things to celebrate.

T.J. Martell Announces Bogart Memorial Lab

A laboratory dedicated to the memory of the late **Neil Bogart** is being established at the USC Cancer Center. The Neil Bogart Memorial Laboratory will devote research on leukemia and other child-related cancers and will function as the west coast division of the **T.J. Martell Foundation**. An Executive Committee is in the process of being formed, drawing from community and entertainment circles. Plans for fundraising efforts include radio spots, public service TV, movie premieres, and benefit concerts.

Sony Unveils CD Player

During the recent **NAB** Convention, **Sony** introduced its professional compact disc player, the CDP-5000. Designed for broadcast and recording studio use, the console-type player features quick access capability — it can locate signal "frames" of 13.3 milliseconds, while any musical piece can be randomly accessed in two seconds or less. A ten-key input unit on the player lets the operator enter recording track number, minute, second, and frame information. Additional features include remaining time indicator, dual channel output meters, and a built-in monitor speaker with gain control. The CDP-5000 becomes available in September.



Sony's CDP-5000

RIAA SURVEY

'82 Album Releases Drop 6%, Singles Up

According to **RIAA** estimates, new LP releases totalled 2630 in 1982, representing a 6% decline from 1981 and a 37% overall decrease from 1978's 4170 total. New singles releases, however, were up 3.5% bolstered by 460 12" new title singles. Their 7" counterparts dropped slightly from 2315 to 2285. All told, the combined sum of new LP and singles releases (5375) is 1.5% below 1981's 5460.

Mini-album EPs rose to an estimated 235 new titles, far outpacing the 40 issued in 1981; cassette EPs jumped

from 10 to 50. Midline reissues, listing at \$5.98, picked up 26%, from 975 to 1230, while cassette midline product saw a 14% hike, 870 to 990.

Cassettes rose 10%, 2465 to 2710. Excluding 240 budget titles in '82, new cassette releases accounted for 93% of LP titles. That figure was 88% in 1981. Conversely, 8-tracks suffered a 60% decline, 400 from 985, representing less than one of every seven new LP releases. Double-length cassettes, featuring two pop/rock albums or 90 minutes of classical music, racked up 100 title releases.

Device Adapts Stations To Pre-Sunrise Hours

Eagle Hill Electronics' Pre-Sunrise Authority Adapter is a device that lets daytime-only stations broadcast pre-sunrise at levels high enough to adequately cover their cities of license, yet sufficiently low to prevent interference to protected stations. It controls power down to two watts, while regular transmitters are held at 250 watts.

The unit has already been used at

KWPC/Muscataine, IA, whose Chief Engineer, **David Metz**, designed the adapter. Between 6am and local sunrise KWPC broadcasts at 7.5 watts, and then automatically transfers back to its normal 250 watts. With **FCC** authorization, the station used the device to operate on a Canadian clear channel pre-sunrise. The Rutledge, PA-based firm has tentatively priced the adapter at less than \$4000.

B/A/M/D Seminar Slated

Burkhart/Abrams/Michaels/Douglas & Associates is sponsoring the "Adult Radio Forum," May 23-24. Geared toward radio stations targeting an 18+ demo, the conference will focus on sales and management the first day; speakers will include **Torbet Radio** President **Peter Moore**, and **Custom Audience Consultants** President **Sam Paley**. Programming will be the principal discussion topic on

the second day, with an emphasis on the non-AOR approach. In addition to several workshops and an address by **Kent Burkhart**, **John Parikh** of **Joint Communications Corporation** will present an in-depth look at lifestyle research/media for the '80s. The Atlanta Marriott Airport Hotel serves as seminar site. Direct inquiries to **Ruth Kelly** at (404) 955-1550.

Cable Growth Defies Recession

When the opportunity for cable hook-up knocks at potential subscribers' doors, nearly two out of three U.S. homes sign up the first time around. In October 1982 there were 31 million household cable subscribers, a 1.9 million increase from April of the same year. Also during that six-month span, an additional 3.2 million homes had the capacity to receive cable for the first time.

According to the **NPD Electronic Media Tracking Service**, cable

market penetration was up to 37% of all homes from 35% in those six months previous. Also of note: there was a five percent penetration increase among \$15-\$25,000 income households and a four percent growth for households in the \$25,000+ salary range. College-educated head of household subscribers numbered 41%, while the percentage of cable homes headed by white collar employees reached 45% as of October.

11

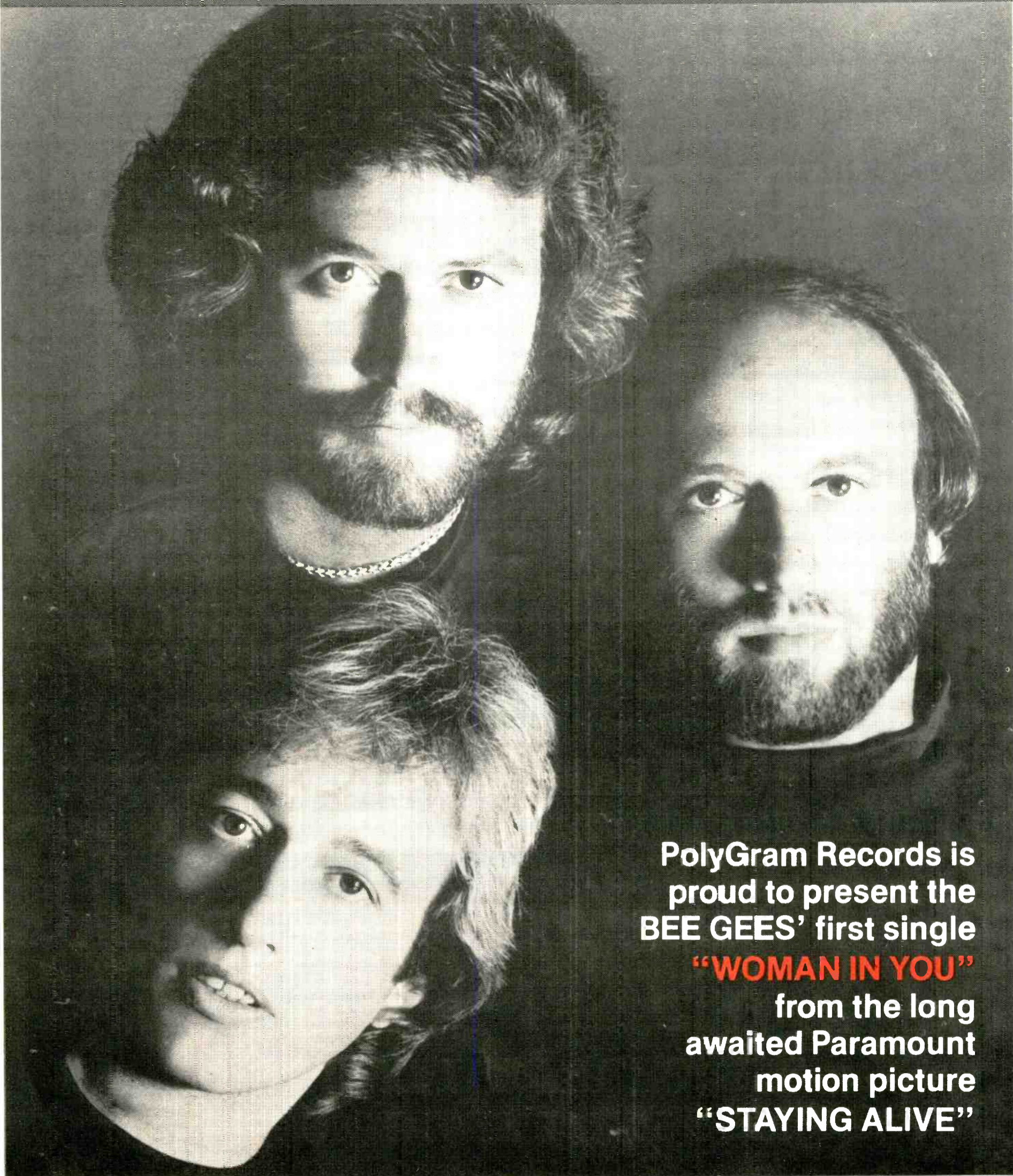
WESTWOOD ONE

ROCK ALBUM COUNTDOWN

WITH JEFF GELB

ONE OF 28 GREAT RADIO PROGRAMS FROM AMERICA'S NUMBER ONE PRODUCER OF NATIONALLY SPONSORED RADIO PROGRAMS, CONCERTS AND SPECIALS.

The Excitement of the **BEE GEES**
Is Staying Alive With **"WOMAN IN YOU"**



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BEE GEES' first single
"WOMAN IN YOU"
from the long
awaited Paramount
motion picture
"STAYING ALIVE"



Manufactured and Marketed by **PolyGram Records™**

Networks/Program Suppliers

MUSIC FEATURES

Innerview

Innerview:

Pink Floyd/Pt. I (May 23)
Pink Floyd/Pt. II (May 30)

Mutual

Triple special w/Alabama, Janie Fricke, Ricky Skaggs (Memorial Day Weekend)
Dick Clark Presents The Beach Boys (Memorial Day Weekend)

Lee Arnold On A Country Road:

Leon Everette/Earl T. Conley/Emmylou Harris (May 21-22)

Rock USA:

John Cougar/Scandal/Duran Duran/Bryan Adams (May 21-22)

Narwood

Country Closeup:

Statler Brothers (May 23)

Music Makers:

World of Sammy Kahn/Pt I (May 23)

NBC

Source:

Roxy Music (live, S. Blair) (May 26)
"Wild, Bad & Free" profiles groups Wildlife, Bad Company, and Free (May 28-30)

RKO Networks

Captured Live! (Perry Stone):

Jethro Tull (May 23)

Countdown America (IS, Inc.):

Al Jarreau spotlighted (May 14-15)

Hot Ones (IS, Inc.):

Styx (May 23)

Solid Gold Saturday Night (Dick Bartley):

Eric Burdon & The Animals (May 28)

Rolling Stone

Magazine Productions

Guest DJ:

Jim Capaldi (May 23)
U2's Bono and The Edge (May 30)

United Stations

Dick Clark's Rock Roll & Remember:

The Animals (May 27-29)

Country Six Pack:

Eddie Rabbitt Story (Memorial Day)

The Great Sounds:

Mitch Miller (May 27-29)

Weekly Country Music Countdown:

John Anderson (May 27-29)

Watermark

Musical:

Actor Raul Julia/Johnny Mercer/Jumbo (May 21-22)

Soundtrack of the '60s:

Julius Wechter/Fifth Dimension/March 1965 (May 21-22)

Weedeck Radio

"Willie Nelson, Superstar!" (May 14-June 1)

Westwood One

Budweiser Concert Hour:

Evelyn King (May 27-29)

The Countdown:

Champaign/E, W & Fire (May 27-29)

Dr. Demento:

Auto racing (May 27-29)

Earth News:

Joan Rivers, US Fest preview w/Berlin, U2, INXS, others (Week of May 23)

In Concert:

Molly Hatchet (May 27-29)

Off The Record Specials:

Def Leppard (May 27-29)

Rock Album Countdown:

Bryan Adams/U2 (May 27-29)

Rock Chronicles:

Rock Video (May 27-29)

Special Edition:

Whispers (May 27-29)

Star Trak Profile:

"Paul McCartney, The Beatle Years" (May 27-29)

ABC

Contemporary Net/Spotlight Special (Watermark):

Toto (May 22)

Entertainment Net/Silver Eagle (DIR):

Bobby Bare (May 28)

Rock Net/King Biscuit (DIR):

Chris DeBurgh/Modern English (May 22)
U2 (May 29)



KLEINDESTINE MEETING — While touring across the country, comedian Robert Klein took time out during his stopover in St. Louis to visit with Jack Carney. His humorous observations will be the focus of several forthcoming segments on "Jack Carney's Comedy Show."

Rock Net/Continuous History of Rock and Roll (Rolling Stone):

British Rockers (May 22)
A Tribute To Those Who Rocked (May 29)

CBS

RadioRadio:

Honor Roll Of Rock 'N Roll (Memorial Day Weekend)

Clayton Webster

Country Calendar:

Shelly West (May 23)
Rosanne Cash (May 24)
Tom T. Hall (May 25)
Hank Williams (May 26)
Don Williams (May 27)
Gary Stewart (May 28)
Razzy Bailey (May 29)

Rarities:

David Bowie (May 23)
Faces (May 24)
Traffic (May 25)
Dave Edmunds (May 26)
Robert Plant (May 27)

Retro Rock:

Greg Kihn Band (May 23)

Continuum Broadcasting

On Bleecker Street:

"Surf's Up!" w/Beach Boys, Jan Berry, the Ventures (May 27-31)

Creative Factor

"I Write The Songs" Pop Music Special (May 28-29)

Creative Radio Shows

Nat King Cole/Tony Bennett (May)

Country Special of the Month:

Mickey Gilley (May)

A/C Special of the Month:

Air Supply (May)

DIR Network

Inside Track:

Mick Jagger/Dave Lee Roth (Week of May 23)



NUMBER ONE — "American Country Countdown" and Watermark/ABC Radio Enterprises have instituted the "Number One" award, commemorating the program's tenth anniversary and honoring individual artists or groups who reach the top of the country charts. The first award went to Emmylou Harris for the single "(Lost His Love) On Our Last Date." Ms. Harris is shown accepting the award from (l) program host/co-producer Bob Kingsley and (r) co-producer Johnny Biggs.

NEWS & INFORMATION FEATURES

ABC

ABC Radio Networks air exclusive live coverage of Preakness Stakes (May 21)

Direction Net:

"Let's Cope" w/Dr. Laura Schlessinger examines saving face, afraid of asking for help, winning (May 9-13)

FM Net:

"Movie News" w/Roger Ebert features film festival reports from Cannes (May 17-30)

Rock Net:

"Rocknotes" w/Pat St. John talks with former Doobie Patrick Simmons (May 7-11)

CBS

Byline Magazine offers three special 13-week series: Managing Your Money, Report on Personal Computers, Looking at the Law (During May)

RadioRadio:

Composer Phillip Glass, actor James Luisi, James Darren, writer/producer Jon Sayles, Culture Club's Boy George on "Kris Erik Stevens — In Touch" (May 9-15)

Clayton Webster

Jack Carney's Comedy Show:

Airlines with Alan King, Flip Wilson, and George Carlin (May 23)

Sporting News Report:

Julius Erving, Sparky Anderson, Tony LaRussa, and Dean Smith (May 18)

Mutual

Arranges with NFL to broadcast national radio football doubleheader every Sunday afternoon during 1983-84 pro season, beginning with opener on September 4

Narwood Productions

Minding Your Business:

Corporate art/Toll-free hotlines (May 9)
Buying vs. leasing/White collar theft (May 10)
Media relations (May 12)
Trade with Russia (May 13)

Outlook:

Vocations (May 8)

NBC

Source:

"Rock Chronicle" w/Dan Formento features Mick Jagger's marriage to Bianca/Billy Joel's birthday (Week of May 9)

"One Minute With..." spotlights U2 (Week of May 9)

"Coping With..." has Frank Cody coping with bad habits (Week of May 9)

"Screen Scenes" — Shelley Lewis discusses "Space Hunter — 3D" and "Blue Thunder" (Week of May 9)

Progressive Radio Network

Laugh Machine:

Joan Rivers/Robin Williams/Woody Allen/Monty Python (Week of May 9)

News Blimp:

Weird weather/Private detective/Mythical beasts (Week of May 9)

Strand Broadcast Services

Something You Should Know:

Keeping love alive (May 9, 10)

Exercises that don't work (May 11)

Assertive language (May 12)

Thirsty Ear Productions

Newsweek-FM:

1984 Olympic segment/Shep Gordon of "Rock & Roll Tonight" (Week of May 9)

Watermark

TV Tonite:

"I Want to Live" — ABC (May 9)

"Help Wanted: Male" — CBS (May 10)

"Love, Sex & Marriage?" — ABC (May 11)

"Missing Pieces" — CBS (May 13)

Westwood One

Brad Messer's Daybook:

Laser to moon (May 9)

Skunk season (May 10)

Florence Nightingale (May 12)

Friday the 13th lore (May 13)

Playboy Advisor:

Fearful homebody/She likes older men/Backstabbing/Meaning of life (Week of May 9)

Spaces & Places:

Kids of the famous (May 13-15)

CBS, NBC Cancel Landline Service

Both CBS and NBC have announced plans to cancel landline service to their affiliates. NBC will cut the service to all nationwide affiliates by December 15. CBS is severing landline ties in the northern section of the country as of 11:52pm (ET) September 30.

Areas affected by CBS's move include Maine, New Hampshire, Vermont, Rhode Island, Massachusetts, Connecticut, parts of Wyoming and Idaho, Montana, Oregon, Northern California, and Reno. Target cancellation dates for additional sections of the country will be announced soon by CBS.

PEOPLE

● **Westwood One's** "Off The Record Specials" with host **Mary Turner** recently celebrated its 100th show, spotlighting **Def Leppard**. An outgrowth of the "Off The Record" interview feature, the program premiered 2½ years ago on 150 stations with **Rolling Stone** **Keith Richards** as



Mary Turner

guest artist. "Off The Record Specials" is currently carried by over 250 radio stations in the U.S.

● **Steve Lehman** is named National Sales Manager for **Innerview**. Prior to joining the firm, Lehman was President of **Great American Comedy Productions and Syndications**. In other company activity, **Chris Applegate**

has been appointed producer/engineer of the syndicated feature "Innerview." His background includes a production stint with **KMET/Los Angeles**.

● Former **KHJ/Los Angeles** personality **M.G. Kelly** has been tapped as host of **RadioRadio's** weekly three-hour countdown series, "Top 30 USA." Its debut is set for July 8. Broadcast weekly in flexifomat, the program is produced by **Osmond Entertainment's Broadcast International**.



M.G. Kelly

● The **ABC Radio Networks** recently were awarded a National Headliner Award for "Coping With Unemployment," aired over the **Enter-**

tainment Network and "State of the Union," broadcast over all six networks. The Entertainment Net was also honored by **AWRT** for its "Babies After 30." And "Philip Greer On Business," aired via the **Information Network**, has garnered a 1983 Janus Award for excellence in financial news programming.

● **Bruce Morton** is tapped as a regular contributor to **CBS Radio's** "Newsnotes," a commentary/observation forum. A CBS News correspondent since 1964, Morton will be heard every third Friday, rotating with **Andy Rooney** and **Bob Schieffer**.

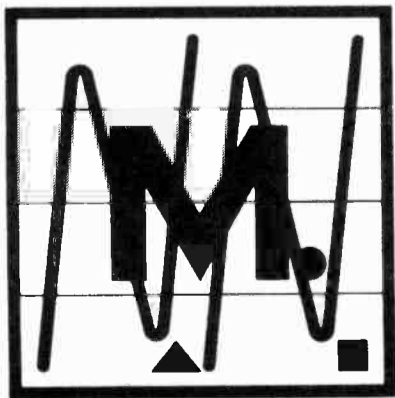


Bruce Morton

FOR RADIO • 1 HOUR • WEEKLY

MAXIMUM JOY • TRACY ULLMAN • PAUL HAIG

DEXYS MIDNIGHT RUNNERS • BUSH TETRAS



NEW MUSIC NEWS

GEORGE CLINTON • FUN BOY THREE • YMO

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The first of RADIORADIO's '83 blockbusters is coming up. And then see what we do for encores!

Head for the heights of audience and advertiser interest in your market with RADIORADIO's music specials for 1983.

First up, MEMORIAL DAY WEEKEND: HONOR ROLL OF ROCK 'N' ROLL.

A six-hour star-studded tribute in the audience-grabbing countdown format. We present the top 25 artists of the rock era—each a music legend—leading up to the No. 1 hitmaker of them all.

And that's just the beginning. It will be followed by...

JULY 4TH WEEKEND: THE GREAT AMERICAN SUMMER.

A six-hour beach party! Top hits of the past nineteen summers, plus interviews and features.

AUGUST 13: MEMORY MAKERS.

A three-hour summer party, featuring the fun of music trivia plus hits of the past 15 years, with options for localized contests.

LABOR DAY WEEKEND: SUPER CONCERT.

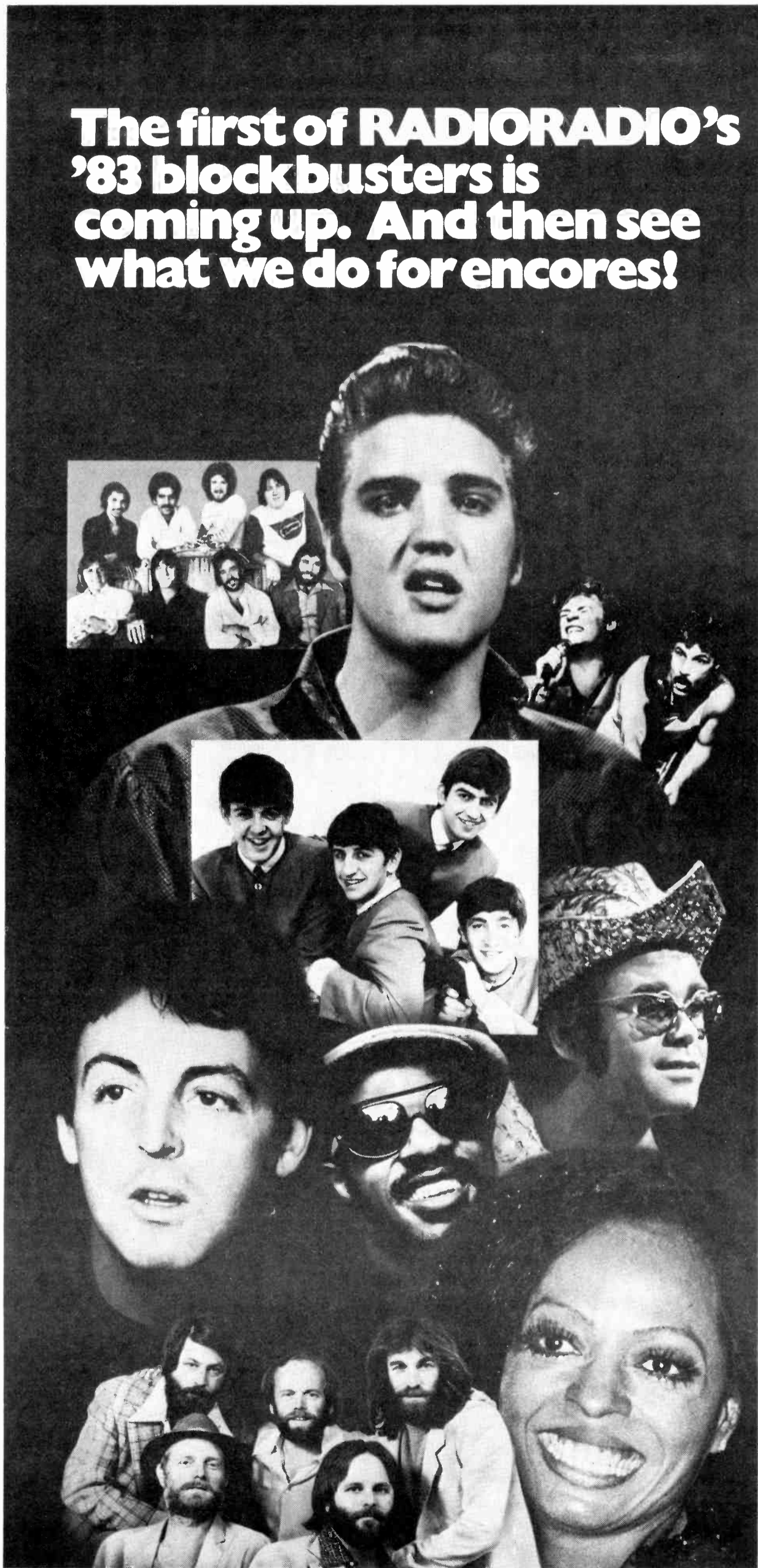
A blockbuster for sure. This will be a fantastic session with one of the year's biggest acts.

NEW YEAR'S WEEKEND: THE GREAT 1'S OF '83.

Three hours of great hits and artists of the year! Plus trivia, fun and surprises.

So don't get left behind. Check out the details of this unique lineup of specials. It's about to start rolling!

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Affiliate Relations
(212) 975-6917**

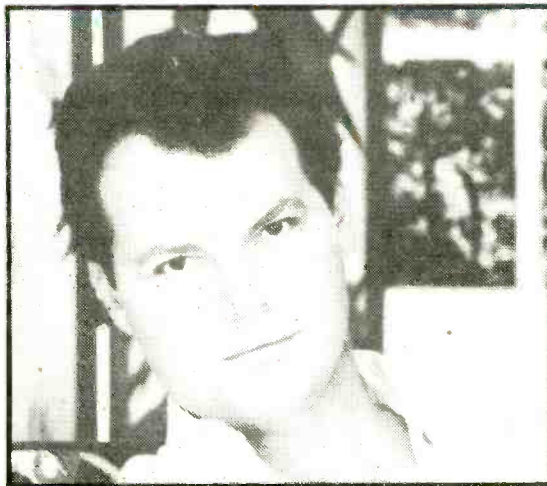


THREE OF OUR BIGGEST WITH THREE OF THEIR BEST!

CHRISTOPHER CROSS "No Time For Talk"

B104 deb 26
WBEN-FM 39-35
WCAU-FM on
94Q on
KAFM deb 31
WGCL deb 24
WHYT add
Q103 deb 30
KIIS-FM add
KMJK 39-33
XTRA on
KYUU on
KNBQ deb 32
WTRY add
WHTT add
WKEE deb 36
WLAN-FM add
WPST add

Q106 deb 30
KXX106 deb 28
WCSC deb 31
WNOK-FM deb 34
KITE 29-25
WANS-FM deb 31
WZYP deb 28
94TYX deb 39
WJDX 25-21
WOKI deb 39
FM100 add
G100 30-28
WSFL 35-25
KITY deb 39
WSEZ deb 35
WKDD 30-24
KMGK 38-37



WKDQ 30-27
WKFR add
K107 40-36
KRAV add
KKXX add
KBBK deb 35
K093 34-31
KHOP deb 28
KIDD 39-30
KSKD deb 38
KJRB add
WIGY 31-29
WCIR add
WOMP-FM deb 39
WERZ 35-31
WKHI deb 38
WJBQ 34-32

WHEB add
WSQV add
KQIZ-FM 30-27
WISE deb 31
WJAD 36-28
WFLB 39-35
KISR deb 31
KILE 38-35
WXLK add
Z102 32-29
WBWB add
WAZY-FM deb 29
99KG deb 34
KDVV 31-26
KCDQ 28-24
KGHO deb 35
KDZA deb 38
KBIM 39-32

Produced by MICHAEL OMARTIAN For Free Flow Productions

TODD RUNDGREN "Bang The Drum All Day"

B94 deb 30
Q105 22-18
WABX 22-19
K104 add
WKRZ-FM 39-35
WNVZ 40-38
WZZR add
Z104 15-12
I95 24-24
OK100 add
95XIL add

WJBQ 33-27
Q104 deb 34
WPFM 21-19
WXLK 18-11
Z102 31-27
WGLF deb 32
KKQV deb 29
WHS� add
WBWB 25-20
WRKR 30-28



KWTO-FM add
KGHO 16-15
Y100
KBEQ
WLOL-FM
KIQQ
KMJK
KYUU
KNBQ
WHFM

WQID
WCSC
WBCY
WDOQ
WANS-FM
WZYP
KX104
WIKZ
WERZ
WYKS
Q101
FM99



Produced, Engineered and Performed by TODD RUNDGREN For Alchemedia Productions, Inc.

JAMES INGRAM and PATTI AUSTIN "How Do You Keep The Music Playing" (Theme from the motion picture 'BEST FRIENDS')

WXKS-FM add
WCAU-FM on
PRO-FM on
Y100 add
KBEQ add
KIQQ on
WROR on
WKEE add
KITE 30-26
KAMZ on
WJDX 28-26
Y103 add 28
WOKI on
KRGV on
WSFL deb 37
WTIX 39-35
KITY add

KTFM add
WSEZ on
KBBK on
KSKD on
WJBQ on
WFLB on
WFOX add
KILE on
KVOL on
Q101 add
KNOE-FM on
WGLF on
KENI on
KCDQ deb 36
KOZE on
KSLY add



Produced by QUINCY JONES For



A/C BREAKER
#1 MOST ADDED!
DEBUT 30



Manufactured and Distributed by
WARNER BROS. RECORDS

Networks/Program Suppliers

News Key Reason In Network Affiliation

News ranked strongest among station managers as the key reason they would affiliate with a radio network, being cited by 49% in a **Torbet Radio** poll. Music specials and support services (co-op assistance, computer capabilities, etc.) tied for last place. Other reasons cited in the survey included compensation, in second place with 23%; prestige 9%; having a national sound 7%; news actualities 6%; features 5%; and sports coverage 1%.

Although news was a significant consideration, poll findings indicated that stations air only 54% of the network news feeds. Not surprisingly, morning drive leads in network newsfeed usage with 31%, followed by afternoon drive (23%), weekends (12%), and middays/evenings (tied at 11%). Judging by those surveyed, a typical station devotes 55% of its average newscast to local news, 32% to national, and 11% international.

In regard to music specials, 56% of the managers preferred "highly-produced" specials over live concerts, with 52% airing them on weekend nights, 42% on holidays, 39% on weekend days, and 25% on weekday nights. On the other hand, 24% rarely broadcast network-produced features, as compared to 14% who always air them. 55% agreed there was a definite need for network-produced overnight programming: contentwise, 38% leaned toward music specials, 25% opted for talk, and 37% had no preference.

PEOPLE

• **Lori Pinkerton** has been promoted to Manager/Operations for the **United Stations**. Her new duties include production quality control and scheduling. Pinkerton moves in-house from her former Technical Producer post.



Lori Pinkerton

• The **Spanish Satellite Network**, described as "the only existing connected, fulltime Spanish language radio network," is set for a July launch. This outgrowth of **World Latin Entertainment** will feature news, sports, and business reports.

• **Burwood Broadcasting Corp.** has been established under the direction of President **Skip Woolwine**. The syndication firm plans to bow its first

Country oriented offering, "The Best On Music Row," on July 25.

• **Luke Griffin** has been upped to Director/Sports Operations from Manager/Sports Operations at **Mutual**. He's been with the network since 1977. In other activity **John Chanin**, VP/Sports, was named to the US Olympic Committee's USA All-Media Screening Committee.

• **Don Fass**, VP/Director of Programming for the **Continuum Broadcasting Network**, is named National Director of the **Entertainment and Broadcasting Organization Against Drug Abuse**. The newly-created group plans an extensive radio campaign to help educate the public.

• **Telemedia Broadcast Services, Inc.** President **Len Bramson** has been chosen as a member of the Board of Governors of the **North American Rock Awards**.

Pro:Motions

New B/A/M/D Division Taps Busch

Ed Busch, formerly one half of **RKO's "America Overnight"** team, joins **Burkhart/Abrams/Michaels/Douglas & Associates** as head of its newest division, News/Talk. This appointment doesn't affect his recent selection as host of **AP's** weekend talk show, which is scheduled to premiere in May.



Ed Busch

E/A Appoints Vinitzky

Eric Vinitzky has been tapped as National Urban Dance Promotion Manager at **Elektra/Asylum**. He comes to the newly-created post from **RCA Records**, where he handled dance promotion on an independent basis. Before that he was National Dance Promotion Director for **Emergency Records**.



Eric Vinitzky

Shaler Named Together GM

As reported earlier (**R&R** 4-22), **Bill Shaler** has been named General Manager of **Motown Records' West Coast** distribution operation, **Together Distributors**. Prior to this Shaler served as branch manager of **Pickwick/Los Angeles**.

Higgins Segues To KJQY

Jim Higgins moves to **KJQY(K-JOY)/San Diego** as Sales Manager. He transfers crosstown from **KCST-TV**, where he worked in the local and regional sales departments.



Don Burkheimer

RCA Promotes Burkheimer

Don Burkheimer has been upped to Managing Director of **RCA Records** subsidiaries, **RCA B.V.**, Netherlands and **RCA S.A.**, Belgium. A 28-year RCA veteran, Burkheimer was most recently Managing Director-Acting of the label's German subsidiary, **RCA Schallplatten GmbH**. In his new post, Burkheimer will be based in Amsterdam.

CBS Appoints Two

Ronald Wilcox has been named Director/Business Affairs, **CBS Records**. He moves in-house from the Sr. Attorney post in the Records Section of the CBS Law Department. In other company-related activity, **Donna Young** has been appointed Director/West Coast Creative Operations, **CBS Songs**. She previously served in that division as Creative Director/West Coast.

SFRBA Elects Officers

The **South Florida Radio Broadcasters Association** recently elected new officers. They are **George Hyde, WQBA-AM & FM/Miami**, President; **Howard Premer, WKAT/Miami Beach**, First VP; **Maurice Lowenthal, WTM/Miami**, Second VP; and **Jerry Rushin, WEDR/Miami**, Secretary-Treasurer.

Reed Rolls Into Europe



RCA's Lou Reed visited four European countries recently on a promotional tour for his new "Legendary Hearts" LP. Pictured at an Amsterdam reception are (l-r seated) **Sylvia & Lou Reed** and manager **Eric Kronfield**; (l-r standing) **RCA Holland's Tibor Benkardt**, **RCA International's J.P. Bommel**, **RCA Europe VP Alan Cornish**, **RCA Netherlands/Belgium Managing Director Don Burkheimer**, **RCA Europe's Greg Rogers**, and **RCA Benelux Controller Hans Vloemans**.

ZZ Top's Berlin Encounter



Warner Bros. artists ZZ Top and **Geffen's Berlin** ran into each other while visiting the Boston branch of **WEA** as part of separate promotional tours. Pictured (l-r) are **ZZ Top's Frank Beard**, **Berlin's David Diamond**, **ZZ Top's Billy Gibbons**, **Lone Wolf Enterprises' John Williams**, **WB's George Skaubitis**, **Berlin's John Crawford**, **WB's Ted Cohen** and **Ken Puvogel**, **Berlin's Terri Nunn**, **WB's Debbi DiTullio**, and **WEA's Mike Fontecchio**.

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 Saint Louis, Missouri

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IS YOUR FORMAT OUT OF CONTROL?

Lock down those complex music patterns with the **Formax Music System**® of computerized music control. Inexpensive and incredibly flexible. No hardware required!

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Ratings & Research



JHAN HIBER

Winter Arbitrons: Ethnic Methodologies Cause Commotion

As I've had a chance to look over the winter Arbitron reports, one item has become crystal clear — the introduction of DST for Hispanics, along with the maturing of the DST approach for blacks, has added another wrinkle to the "new reality" of the ratings wars. Here are a few figures to back up this feeling.

- In a cross-section of winter markets, 89% of the stations targeted to a Hispanic audience had improved 12+ metro shares compared to the winter '82 figures.

- In every one of the markets examined there were more Hispanic diaries used from outside the High Density Hispanic Area than from within the HDHA.

- Concurrently, 80% of the examined stations aiming for the black audience were down compared to the winter '82 results, when DST for blacks had really begun to make itself felt.

Many of you who work in markets where there is notable ethnic audience have been in touch lately, wondering what the DST implications may be for the spring numbers in your metros. Allow me to address that issue by giving an overview of the DST methods, highlighting interesting ratings results, and then looking at the data from four winter markets with ethnic populace — New York, Chicago, Phoenix, and San Jose.

DST Review

I recently received a note from programming consultant E. Karl asking me to review the DST issue and clarify what this method is — and isn't. Assuming that note speaks for a number of you, let me first poke into the technique just introduced in this winter sweep — namely, DST (Differential Survey Treatment) for Hispanics in markets where there is a High Density Hispanic Area. Later I'll look into DST for blacks.

Hispanic DST

- **What:** A technique implemented by Arbitron to measure listening by Hispanics without having to personally place and later personally retrieve the diaries from homes in the High Density Hispanic Area. DST involves placing diaries by telephone, mailing the diaries to participating homes, and prodding the respondents to return the diaries by giving them more of a monetary incentive (\$2 per person) and more follow-up attention during the diarykeeping week. At the end of the diarykeeping week the person is supposed to mail the diary back to Beltsville. Bilingual diaries are sent to Hispanics within and without the HDHA.

Implementation of DST for Hispanics allows Arbitron to rely on more of a

standardized methodology — telephone diary placement, mail diaries to homes, and hoping diaries will be mailed back — than before, when Personal Placement and Retrieval (PPR) was in use in Hispanic areas. DST is also much less expensive to administer than PPR.

- **When:** The first use of DST for Hispanics was in the recently received winter '83 reports. Other markets with HDHAs are undergoing their first Hispanic DST sweep this spring.

- **Problems:** There are three that seem notable. First, homes without phones cannot be involved in the surveys any more since all diaries are now placed over the phone (when they were personally delivered by Arbitron staffers, it didn't matter whether or not the homes had phones). In some markets with significant Hispanic populace this change means the disenfranchisement of a huge portion of the Hispanic public.

Also, since the diaries will not be picked up at the end of the relevant diarykeeping week (Arbitron now relies on the person to mail the booklet), it's to be expected that there will be fewer Hispanic diaries received in a usable form. As a result, those that are in-tab will carry higher cume values per diary, leading to more unstable estimates in the books.

Post-survey reviews of the winter diaries have turned up another, unexpected problem. It seems that Hispanics outside the HDHA have been reluctant to answer the "race" question (when the diary placement call is first made), and thus are not identifying themselves as Hispanic. However, these folks (about 2% of the sample in the markets seen so far) do request bilingual diaries (it's unlikely they would do so unless they were indeed Hispanic). However, since the person did not identify themselves ethnically, the usable diaries are being tabulated as "non-ethnic" by Arbitron. It is to be hoped that Arbitron will find a way to clear up this and the other problems noted earlier.

Black DST

- **What:** A replacement for telephone retrieval of black diary information. Involves the same telephone placement/mailed diaries steps mentioned earlier under the Hispanic DST section. The additional premiums vary — up to \$5

per person in homes with black males 18-34, \$2 to all others.

- **When:** DST for blacks began with the winter '82 sweep (or spring book last year if your market did not have a winter sweep).

- **Problems:** Several! Immediately, listening levels for stations with black audiences rose significantly — up to several hundred percent increases in rare cases, 30% increases not uncommon. One giant step towards the new reality, but there were many who did not believe the estimates. Black in-tab totals were down (since telephone retrieval meant an Arbitron staffer had kept and sent in the completed diaries, there was usually a very good return rate in the past — not so high now that the diarykeepers had to be relied on to send back their booklets). Also, there was some concern — expressed by the RAB GOALS Committee and others — that the \$5 premium was "buying" listening. Arbitron is now testing a universal \$2 premium to see what impact, if any, that move might have.

As the year has gone on and Arbitron has become more used to dealing with DST, some notable events have occurred. In the fall book there were many cases where the black in-tab was terribly low, leading to unstable numbers. Also, it seemed that the shares of black-targeted stations had been slipping since the inception of DST.

Four-Market Analysis

In light of the perspective provided earlier on the DST efforts, let's look at four winter books to see how the ethnic stations fared.

- **New York** — It appears Arbitron retrieved enough black diaries (21% of the relevant in-tab vs. a 19% goal) but was short among Hispanics. 303 Hispanic diaries were received and used, about 7% of the relevant diaries, compared to the goal of 9%. As for the Hispanic geographic return, it was diverse — and as in each of the markets analyzed here, there were more usable Hispanic diaries outside the HDHA (186) than from within the HDHA (117).

How did the ethnically-targeted stations do in the numbers?

	Winter '82 12+ Total	Winter '83 12+ Total
WADO (Span)	2.0	2.5
WJIT (Span)	2.3	1.7
WKTU (Urbn)	4.5	5.2

The black-oriented stations didn't fare as well . . .

WBLS (Urbn)	5.9	4.9*
WRKS (Urbn)	5.1	4.0

* (subject to possible one-tenth point upward adjustment)

- **Chicago** — The Windy City also saw Arbitron underachieve in getting back enough Hispanic diaries with DST — 3.9% of the total versus the goal of 7.7%. 80 Hispanic diaries were returned from the zips outside the HDHA, while only 45 came from within. Thus, you might expect the Hispanic station with a better signal would have done well — and lo and behold, that's what happened . . .

Winter '82

12+ Total

Winter '83

12+ Total

WOJO (Span)	1.0	3.2
WOPA (Span)	—	.3
WGCI (Urbn)	6.1	5.4
WJPC (Blk)	2.6	2.6
WBMX (Blk)	4.6	3.6
WVON (Blk)	2.0	1.2

Black stations took it on the chin here too, compared to the first DST sweep.

- **Phoenix** — Poor Hispanic return plagued this book too. The usable number this survey was 7.3% of the total diaries returned, while the goal was 11.8%. 81 diaries from outside the HDHA, just 49 from within that geography. Hispanic stations did show signs of improvement while an Urban showed slippage.

Winter '82

12+ Total

Winter '83

12+ Total

KPHX (Span)	1.7	2.4
KUKQ (Urbn)	5.3	4.0
KVVA (Span)	.6	1.0

- **San Jose** — Definite Hispanic station gains here, although Arbitron received only 12% of the metro total from this group (vs. the 16% desired). Non-HDHA diaries again outnumbered those from within the HDHA zips — 88 to 74.

Winter '82

12+ Total

Winter '83

12+ Total

KAZA (Span)	1.0	1.4
KNTA (Span)	1.9	3.3

As for the stations aiming at the black populace, I'm afraid their collective shares have dropped from 7.4, when DST for blacks began last year, to 5.4 this sweep.

Spring Predictions

What does all this portend for the future? Here are my best guesses:

- Stations geared at black audiences will not again approach the shares they garnered when DST for blacks began a year ago.

- Arbitron will strive to get better black in-tab, leading to more stable estimates for that group.

- Hispanic DST will favor those stations with better signals and coverage patterns, especially outside the HDHA zips.

- The more upscale Hispanic stations may do better since no-phone homes don't count any more (and the influence of the lower socioeconomic status folks who often populate such homes will tend to be diminished).

- After the initial round of Hispanic DST, look for Arbitron to try to boost Hispanic diary return. This will mean more cuming opportunities for these stations, but should also stabilize the estimates.

- Finally, it's unlikely that Hispanic stations will earn higher shares than those achieved in the first run of DST in a market.

All this adds up to challenging times for those involved in ethnically-oriented stations — and for those general market stations who have to explain to advertisers where the numbers are going. Just another aspect of the new reality. Don't get left behind!

Have you noticed how much of Billboard's 'Hot 100' is licensed by ASCAP these days?

WEEK OF	% OF BILLBOARD 'HOT 100'*
APRIL 2ND	61.6%
APRIL 9TH	66.0%
APRIL 16TH	65.7%
APRIL 23RD	65.7%
APRIL 30TH	66.0%

ascap
American Society of Composers, Authors & Publishers
Where The Music Is

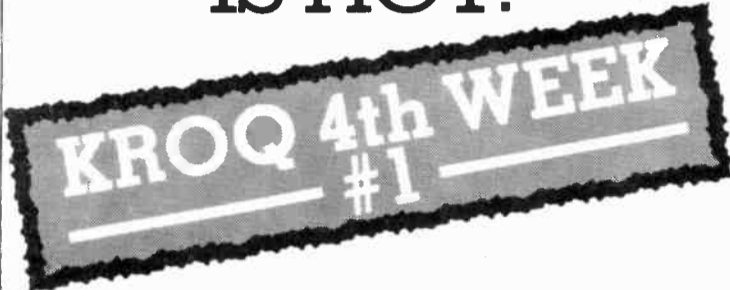
* On a weighted basis: #1 song = 100 points; #100 song = 1 point, etc.

SPARKS

"COOL PLACES"

(With JANE WIEDLIN Of The GO-GO's)

IS HOT!



Now That's Cool...

CHR

- | | |
|---------------|---------------|
| WXKS-FM 22-19 | WLAN-FM add |
| WCAU-FM 40-21 | WSPK 27-25 |
| 79Q on | WPST 40-36 |
| Y100 add | WKRZ-FM 31-29 |
| WABX 9-5 | KSET-FM 26-20 |
| WHYT deb 28 | WTIX add |
| KHTR add | WSEZ add |
| WLOL-FM on | WMEE add |
| Q103 on | WZPL deb 29 |
| KEARTH 17-13 | WHOT deb 32 |
| KIIS-FM 19-17 | KBBK 35-32 |
| KIQQ 16-8 | KYYX 14-7 |
| KMJK 22-14 | WKHI deb 35 |
| XTRA deb 29 | WJBQ deb 40 |
| KNBQ add | WFLB 36-32 |
| WPHD 24-23 | WPFM 23-21 |
| WROR add | FM99 add |
| | WGLF add |

From Their Hot New Album



On Atlantic Records And Cassettes



Produced by RON MAEL and RUSSELL MAEL for GIORGIO MORODER ENTERPRISES, LTD

The Birch Report

Winter '83

Quarterlies, 12+ Metro Shares

Louisville			Dallas-Fort Worth			Boston																																																																																																																																																																																
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<h3>Minneapolis-St. Paul</h3> <p>WCCO Up Two; KSTP-FM, WLOL Softer; KDWB-FM Takes AOR Crown; WAYL Adds Three</p> <table border="0"> <tr><td></td><td>Fall '82</td><td>Winter '83</td></tr> <tr><td>WCCO (AC)</td><td>18.4</td><td>20.2</td></tr> <tr><td>KSTP-FM (AC)</td><td>13.6</td><td>12.8</td></tr> <tr><td>WLOL (CHR)</td><td>12.6</td><td>10.4</td></tr> <tr><td>KDWB-FM (AOR)</td><td>7.4</td><td>7.0</td></tr> <tr><td>KQRS-FM (AOR)</td><td>7.5</td><td>6.3</td></tr> <tr><td>WAYL (BM)</td><td>3.4</td><td>6.0</td></tr> <tr><td>WDGY (Ctry)</td><td>6.8</td><td>5.5</td></tr> <tr><td>KEEY (BM)</td><td>4.5</td><td>4.6</td></tr> <tr><td>KSTP (Talk)</td><td>3.3</td><td>3.4</td></tr> <tr><td>WCCO-FM (AC)</td><td>3.2</td><td>2.8</td></tr> <tr><td>KTWN (Jazz)</td><td>1.7</td><td>2.1</td></tr> <tr><td>KJJO (Ctry)</td><td>2.5</td><td>1.6</td></tr> <tr><td>WWTC (AC)</td><td>1.4</td><td>1.5</td></tr> <tr><td>KDWB (AC)</td><td>.5</td><td>1.0</td></tr> <tr><td>KLBB (BBnd)</td><td>.5</td><td>1.0</td></tr> </table>				Fall '82	Winter '83	WCCO (AC)	18.4	20.2	KSTP-FM (AC)	13.6	12.8	WLOL (CHR)	12.6	10.4	KDWB-FM (AOR)	7.4	7.0	KQRS-FM (AOR)	7.5	6.3	WAYL (BM)	3.4	6.0	WDGY (Ctry)	6.8	5.5	KEEY (BM)	4.5	4.6	KSTP (Talk)	3.3	3.4	WCCO-FM (AC)	3.2	2.8	KTWN (Jazz)	1.7	2.1	KJJO (Ctry)	2.5	1.6	WWTC (AC)	1.4	1.5	KDWB (AC)	.5	1.0	KLBB (BBnd)	.5	1.0	<h3>Seattle-Tacoma</h3> <p>KIRO, KISW, KZOK, KOMO Remain 1-2-3-4; KBRD Jumps Into BM Title; KUBE, KNBQ Slip</p> <table border="0"> <tr><td></td><td>Fall '82</td><td>Winter '83</td></tr> <tr><td>KIRO (News)</td><td>8.9</td><td>8.6</td></tr> <tr><td>KISW (AOR)</td><td>6.6</td><td>6.9</td></tr> <tr><td>KZOK (AOR)</td><td>6.0</td><td>6.4</td></tr> <tr><td>KOMO (AC)</td><td>6.3</td><td>6.3</td></tr> <tr><td>KBRD (BM)</td><td>3.3</td><td>5.6</td></tr> <tr><td>KSEA (BM)</td><td>4.0</td><td>5.3</td></tr> <tr><td>KUBE (CHR)</td><td>5.8</td><td>4.6</td></tr> <tr><td>KNBQ (CHR)</td><td>4.9</td><td>4.3</td></tr> <tr><td>KMPS-FM (Ctry)</td><td>3.7</td><td>3.9</td></tr> <tr><td>KPLZ (AC)</td><td>2.7</td><td>3.4</td></tr> <tr><td>KKFX (CHR)</td><td>2.8</td><td>3.1</td></tr> <tr><td>KIXI-FM (AC)</td><td>3.3</td><td>2.9</td></tr> <tr><td>KJR (AC)</td><td>2.5</td><td>2.9</td></tr> <tr><td>KYYX (CHR)</td><td>4.1</td><td>2.9</td></tr> <tr><td>KVI (N/T)</td><td>3.0</td><td>2.8</td></tr> <tr><td>KING-FM (Clas)</td><td>3.6</td><td>2.7</td></tr> <tr><td>KIXI (BM)</td><td>2.4</td><td>2.5</td></tr> <tr><td>KZAM (AOR)</td><td>3.1</td><td>2.4</td></tr> <tr><td>KBIQ (Rel)</td><td>2.5</td><td>2.4</td></tr> <tr><td>KRPM (Ctry)</td><td>2.4</td><td>2.3</td></tr> <tr><td>KMPS (Ctry)</td><td>2.4</td><td>2.1</td></tr> <tr><td>KEZX (AC)</td><td>2.2</td><td>1.7</td></tr> <tr><td>KING (News)</td><td>1.5</td><td>1.6</td></tr> <tr><td>KGDN (Rel)</td><td>1.3</td><td>1.1</td></tr> </table>				Fall '82	Winter '83	KIRO (News)	8.9	8.6	KISW (AOR)	6.6	6.9	KZOK (AOR)	6.0	6.4	KOMO (AC)	6.3	6.3	KBRD (BM)	3.3	5.6	KSEA (BM)	4.0	5.3	KUBE (CHR)	5.8	4.6	KNBQ (CHR)	4.9	4.3	KMPS-FM (Ctry)	3.7	3.9	KPLZ (AC)	2.7	3.4	KKFX (CHR)	2.8	3.1	KIXI-FM (AC)	3.3	2.9	KJR (AC)	2.5	2.9	KYYX (CHR)	4.1	2.9	KVI (N/T)	3.0	2.8	KING-FM (Clas)	3.6	2.7	KIXI (BM)	2.4	2.5	KZAM (AOR)	3.1	2.4	KBIQ (Rel)	2.5	2.4	KRPM (Ctry)	2.4	2.3	KMPS (Ctry)	2.4	2.1	KEZX (AC)	2.2	1.7	KING (News)	1.5	1.6	KGDN (Rel)	1.3	1.1	<h3>St. Louis</h3> <p>KMOX Loses Three; KHTR Adds Four, Scores Double Digits; KSHE Opens AOR Gap; WIL-FM Dominates Country</p> <table border="0"> <tr><td></td><td>Fall '82</td><td>Winter '83</td></tr> <tr><td>KMOX (Talk)</td><td>23.1</td><td>20.3</td></tr> <tr><td>KHTR (CHR)</td><td>8.6</td><td>12.6</td></tr> <tr><td>KSHE (AOR)</td><td>7.2</td><td>7.6</td></tr> <tr><td>KMJM (Urbn)</td><td>7.9</td><td>7.3</td></tr> <tr><td>WIL-FM (Ctry)</td><td>5.9</td><td>6.8</td></tr> <tr><td>KSD-FM (AC)</td><td>6.8</td><td>6.2</td></tr> <tr><td>KWK-FM (AOR)</td><td>6.6</td><td>4.6</td></tr> <tr><td>KEZK (BM)</td><td>3.4</td><td>4.5</td></tr> <tr><td>WRTH (BBnd)</td><td>3.3</td><td>4.3</td></tr> <tr><td>KSD (Ctry)</td><td>4.3</td><td>4.0</td></tr> <tr><td>WZEN (Blk)</td><td>3.3</td><td>3.4</td></tr> <tr><td>KYKY (AC)</td><td>4.1</td><td>3.0</td></tr> <tr><td>WIL (Ctry)</td><td>1.2</td><td>2.4</td></tr> <tr><td>KXOK (AC)</td><td>1.9</td><td>1.6</td></tr> <tr><td>KATZ (Blk)</td><td>1.0</td><td>1.1</td></tr> <tr><td>KLPW (BM)</td><td>.6</td><td>1.0</td></tr> </table>				Fall '82	Winter '83	KMOX (Talk)	23.1	20.3	KHTR (CHR)	8.6	12.6	KSHE (AOR)	7.2	7.6	KMJM (Urbn)	7.9	7.3	WIL-FM (Ctry)	5.9	6.8	KSD-FM (AC)	6.8	6.2	KWK-FM (AOR)	6.6	4.6	KEZK (BM)	3.4	4.5	WRTH (BBnd)	3.3	4.3	KSD (Ctry)	4.3	4.0	WZEN (Blk)	3.3	3.4	KYKY (AC)	4.1	3.0	WIL (Ctry)	1.2	2.4	KXOK (AC)	1.9	1.6	KATZ (Blk)	1.0	1.1	KLPW (BM)	.6	1.0
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<h3>Atlanta</h3> <p>WKLS-FM, WVEE Hold 1-2; WZGC, WQXI-FM, WKHX Hit Double Digits</p> <table border="0"> <tr><td></td><td>Fall '82</td><td>Winter '83</td></tr> <tr><td>WKLS-FM (AOR)</td><td>13.7</td><td>12.3</td></tr> <tr><td>WVEE (Urbn)</td><td>11.7</td><td>11.5</td></tr> <tr><td>WZGC (CHR)</td><td>9.5</td><td>11.4</td></tr> <tr><td>WQXI-FM (CHR)</td><td>8.2</td><td>10.4</td></tr> <tr><td>WKHX (Ctry)</td><td>8.8</td><td>10.0</td></tr> <tr><td>WSB (AC)</td><td>9.1</td><td>7.9</td></tr> <tr><td>WPCH (BM)</td><td>6.1</td><td>5.7</td></tr> <tr><td>WLTA (AC)</td><td>4.3</td><td>4.6</td></tr> <tr><td>WSB-FM (AC)</td><td>5.1</td><td>4.5</td></tr> <tr><td>WPLO (Ctry)</td><td>4.2</td><td>3.8</td></tr> <tr><td>WGST (News)</td><td>4.1</td><td>3.7</td></tr> <tr><td>WAOK (Blk)</td><td>2.1</td><td>1.9</td></tr> <tr><td>WQXI (CHR)</td><td>1.0</td><td>1.5</td></tr> <tr><td>WCNN (News)</td><td>1.2</td><td>1.3</td></tr> </table>				Fall '82	Winter '83	WKLS-FM (AOR)	13.7	12.3	WVEE (Urbn)	11.7	11.5	WZGC (CHR)	9.5	11.4	WQXI-FM (CHR)	8.2	10.4	WKHX (Ctry)	8.8	10.0	WSB (AC)	9.1	7.9	WPCH (BM)	6.1	5.7	WLTA (AC)	4.3	4.6	WSB-FM (AC)	5.1	4.5	WPLO (Ctry)	4.2	3.8	WGST (News)	4.1	3.7	WAOK (Blk)	2.1	1.9	WQXI (CHR)	1.0	1.5	WCNN (News)	1.2	1.3	<h3>Denver</h3> <p>KOSI, KOAQ Rise To First, Second; KPKE Slips, Still Leads AORs; KLZ Wins Country Battle</p> <table border="0"> <tr><td></td><td>Fall '82</td><td>Winter '83</td></tr> <tr><td>KOSI (BM)</td><td>6.7</td><td>7.8</td></tr> <tr><td>KOAQ (CHR)</td><td>6.1</td><td>7.4</td></tr> <tr><td>KPKE (AOR)</td><td>7.3</td><td>6.7</td></tr> <tr><td>KAZY (AOR)</td><td>6.9</td><td>6.2</td></tr> <tr><td>KBPI (AOR)</td><td>6.7</td><td>6.2</td></tr> <tr><td>KBCO (AOR)</td><td>4.6</td><td>5.8</td></tr> <tr><td>KOA (Talk)</td><td>7.1</td><td>5.8</td></tr> <tr><td>KLZ (Ctry)</td><td>5.1</td><td>5.5</td></tr> <tr><td>KLIR (AC)</td><td>5.4</td><td>4.7</td></tr> <tr><td>KIMN (CHR)</td><td>4.6</td><td>4.6</td></tr> <tr><td>KYGO (Ctry)</td><td>6.7</td><td>4.0</td></tr> <tr><td>KPPL (AC)</td><td>3.2</td><td>3.6</td></tr> <tr><td>KHOW (AC)</td><td>3.8</td><td>3.5</td></tr> <tr><td>KEZW (BBnd)</td><td>3.1</td><td>3.2</td></tr> <tr><td>KVOD (Clas)</td><td>3.2</td><td>3.0</td></tr> <tr><td>KDKO (Blk)</td><td>1.6</td><td>2.4</td></tr> <tr><td>KBRQ (Ctry)</td><td>1.3</td><td>2.3</td></tr> <tr><td>KNUS (N/T)</td><td>2.0</td><td>1.8</td></tr> <tr><td>KDEN (News)</td><td>2.0</td><td>1.5</td></tr> <tr><td>KJJZ (Jazz)</td><td>.8</td><td>1.1</td></tr> </table>				Fall '82	Winter '83	KOSI (BM)	6.7	7.8	KOAQ (CHR)	6.1	7.4	KPKE (AOR)	7.3	6.7	KAZY (AOR)	6.9	6.2	KBPI (AOR)	6.7	6.2	KBCO (AOR)	4.6	5.8	KOA (Talk)	7.1	5.8	KLZ (Ctry)	5.1	5.5	KLIR (AC)	5.4	4.7	KIMN (CHR)	4.6	4.6	KYGO (Ctry)	6.7	4.0	KPPL (AC)	3.2	3.6	KHOW (AC)	3.8	3.5	KEZW (BBnd)	3.1	3.2	KVOD (Clas)	3.2	3.0	KDKO (Blk)	1.6	2.4	KBRQ (Ctry)	1.3	2.3	KNUS (N/T)	2.0	1.8	KDEN (News)	2.0	1.5	KJJZ (Jazz)	.8	1.1																																																																					
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KDKO (Blk)	1.6	2.4																																																																																																																																																																																				
KBRQ (Ctry)	1.3	2.3																																																																																																																																																																																				
KNUS (N/T)	2.0	1.8																																																																																																																																																																																				
KDEN (News)	2.0	1.5																																																																																																																																																																																				
KJJZ (Jazz)	.8	1.1																																																																																																																																																																																				
<h3>Format Legend</h3> <p>AC—Adult/Contemporary, AOR—Album-Oriented Rock, BBnd—Big Band, Blk—Black/Urban, BM/Easy—Beautiful Music, Easy Listening, CHR—Contemporary Hit Radio, Clas—Classical, Ctry—Country, Oldies—Oldies, Jazz—Jazz, Misc—Miscellaneous, News—News, Rel—Religious, Span—Spanish, Talk—Talk.</p>																																																																																																																																																																																						

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FACTS: on Singles

SERGIO MENDES:

CHR BREAKERS

SERGIO MENDES

Never Gonna Let You Go (A&M)

64% of our reporters on it. Moves: Up 42, Debuts 27, Same 40, Down 0, Adds 35 including WNYS, 79Q, KHTR, Q103, KIIS-FM, XTRA, KNBQ. See Parallels, will debut next week on the CHR chart.

A/C CHART 13-8



The first smash single
"Never Gonna Let You Go" AM 2540
from the album Sergio Mendes SP 4937
Produced by Sergio Mendes



ON A&M CASSETTES AND DISCS © 1983 A&M Records, Inc. All Rights Reserved

CHRIS DE BURGH:

WBEN-FM deb-23
WNYS deb-30
WPHD 23-22
WCAU-FM on
KAFM 25-17
79Q add 30
Q102 30-25
WGCL deb-28
KHTR add
WLOL-FM 39-36
WTRY add 29
WKEE deb-38
KC101 add
WSPK 30-27
WRCK 21-17
WKRZ-FM deb-34

WSSX add 30
CK101 add
WNOK-FM add
WOKI add
WABB-FM 30-28
WTIX deb-39
WSEZ add
WMEE deb-27
WZZR 31-27
WZPL add 30
WVIC 19-14
Z104 add
WHOT add
KKXX deb-26
KKFM add
KO93 add 30

WIGY 28-25
WZYQ 31-23
95XL 31-27
WISE deb-38
WYKS 30-27
KILE add
KKQV 20-8
WHSL deb-30
WBWB 21-16
KFMZ add
99KG deb-37
KFMW deb-36
KENI add
KCBN deb-38
KBIM deb-40
KSLY add

CHRIS DE BURGH *The Getaway*



The first smash single
"Don't Pay The Ferryman" AM 2511
from the international best selling album The Getaway SP 4929
Produced by Rupert Hine
Management: Mismanagement Inc., Los Angeles, & London

GEORGE BENSON INSIDE OUT

B104 add	KRGV add
WXKS-FM add	WSFL add
WCAU-FM add	KROK add
94Q add	WKDD add
KAFM add	KHOP add
KIQQ add	KSKD add
KFRC add	KHYT add
WFLY add	WERZ add
WYCR add	WJBQ add
WTIC-FM add 30	KILE add
WKRZ-FM add	KVOL add
WBBQ add	Q101 add
WNOK-FM add	KNOE-FM add
KITE add 29	WSGF add
WZYP add	FM99 add
94TYX add	KCDQ add
WOKI add	KBIM add
FM100 add 26	

**ONE
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THE
"MOST
ADDED"
CHR!**

"Inside Love (So Personal)"

The New Single From

GEORGE BENSON

Produced by ARIF MARDIN and KASHIF



Manufactured & Distributed by WARNER BROS. RECORDS



STREET TALK

R&R's Country Editor Carolyn Parks has resigned and will move to Nashville this spring to set up her own independent promotion firm, specializing in Country, naturally. While all of us wish her the best in her new endeavors, we're now faced with the unenviable task of trying to fill her soon-to-be-vacant slot on our editorial board.

At Elektra-Asylum Tom Werman is no longer Senior VP/A&R, but will continue doing projects for the company "on an independent basis." If you've heard that Queen/Cars producer Roy Thomas Baker is about to take Werman's vacated post, you may have heard correctly. However, nothing is official yet. On the West Coast, E-A AOR VP/Promotion Burt Stein is out after 11 years and will announce his future plans shortly. Rumor has it that Burt's replacement will be Robyn Kravitz, who would be rejoining her ex-Arista boss Mike Bone if she made the move to E-A.

KYYX/Seattle has named Van Johnson from KMGH/Bakersfield as its new PD. The station has been without a day-to-day programmer for some time.

The legendary Joel Sebastian is WKHK/New York's new morning man. Former 6-10am jock Al Bernstein moves to middays. Joel's previous Country experience was at WMAQ/Chicago, but he's best known for his Top 40 days at WLS and WCFL.

KAER/Sacramento is taking its Country competitor KRAK to court this week over the use of the slogan "Continuous Country." KAER is a Burns/Somerset station and has a service mark on the slogan. KRAK calls itself "Continuous KRAK Country" and KAER contends that is a blatant attempt to muddy the water. KAER has asked for \$500,000 in damages. Now, it's up to the judge.

KBBK/Boise PD Bob Lee departs after five years with the station and can be contacted at (208) 888-4308. He's being replaced by Tom Evans, coming in from KRSS/Sioux Falls, SD.

Looks like Mike Joseph will strike again with another "Hot Hits" station, as usual in a top 15 market.

Merle Blair has resigned the GM slot at KDVV & KTOP/Topeka, and is being replaced by Don Neer, who was GSM at sister station WJOL/Joliet, IL.

Jack Alix has resigned his position as Abell Communications VP/Programming to pursue other interests. No replacement named yet, but look for the company's WRLX/Baltimore to change formats soon under the guidance of an outside consultant.

K107/Tulsa has lured Johnny Rivers away from mornings at KRAV. After six years at KRAV, Rivers will become Operations Manager and morning man at K107 for PD Phil Williams.

Kipper B. McGee has exited WLUM/Milwaukee to become PD for Forward's KFMW/Waterloo. Consulting the Waterloo station is Ron Ross, PD at sister station WKAU/Appleton-Oshkosh.

KITY/San Antonio has changed PDs . . . again. Michael Brandon gives up the PD chair but remains as PM driver for new PD Jim "The Catfish" Prewitt, who also does mornings. Also, MD Angela Wright is upped to Assistant PD in addition to music duties and her night shift.

With May now upon us, it's the proper time to wish KFKA/Greeley, CO a happy 62nd birthday. KFKA, which claims it is the nation's 5th oldest station, received a recent birthday greeting from President Reagan.

At KQDI/Great Falls, MT, former PD Barry Cooper is PD again. Moving up from his afternoon drive shift, Barry replaces Paul Westcott, who leaves radio for the ministry.

Get well wishes go out to WCMB & WSFM/Harrisburg PD Bob Paiva, who's home recuperating after some serious surgery.

After more than six years with Al Coury at both RSO and Network, Jason Minkler has exited. No immediate plans, but Jason shouldn't be idle long.

Ernie Kovacs has been upped from Local Sales Manager to Station Manager at KPRI & KOGO/San Diego, and Don Walker has been promoted from National Sales Manager to GSM. Meanwhile, KOGO has hired TV actor Martin Milner (Adam 12, Route 66) as part of its morning team with personality Lee Mirabal. Milner was signed to a longterm contract which will keep him busy 46 weeks a year, leaving him six weeks to dabble in TV.

WFMK/Lansing National Sales rep Marylou Keenon has been upped to GM. Replacing her in the sales area is Wendy Benzette.

KZOZ/San Luis Obispo has gone CHR. PD Joe Collins is out, and Don Potter has assumed the PD/MD duties.

Former Chrysalis and Motown executive Billy Bass has opened "Billy's Bar-B-Q" restaurant at 130 South Beverly in Beverly Hills. Who was Billy's first customer? Well, only moments after the Beverly Hills Board of Health gave him the okay to unlock the doors, a long limo pulled up and out stepped WBLS/New York PD Frankie Crocker. Billy tells Street Talk that not only was Frankie favorably impressed with the barbecue, but *he paid for his own meal*.

Sam Calle splits from Rocshire, where he'd been Director of National Promotion, to form his own independent firm "We're Talkin' Music" with Ilsa Glanzberg, who also resigns from Rocshire. The new firm will be based in L.A. and can be reached at (213) 377-6430.

Stan Monteiro has joined the L.A.-based radio syndication firm Radio Entertainment Network as Senior Account Executive.

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FESTIVAL NEWS

VOLUME I

UP TO THE MINUTE CONCERT INFORMATION FROM WESTWOOD ONE

MAY 6, 1983

THE MUSIC EVENT OF THE EIGHTIES CONTINUES...

at Glen Helen Regional Park, San Bernardino, California

SATURDAY, MAY 28TH

THE CLASH
MEN AT WORK
STRAY CATS
A FLOCK OF SEAGULLS
THE ENGLISH BEAT
OINGO BOINGO
WALL OF VOODOO
INXS
DIVINYLS

SUNDAY, MAY 29TH

VAN HALEN
SCORPIONS
TRIUMPH
JUDAS PRIEST
OZZY OSBOURNE
JOE WALSH
MOTLEY CRUE

MONDAY, MAY 30TH

DAVID BOWIE
STEVIE NICKS
JOHN COUGAR
PRETENDERS
MISSING PERSONS
U2
QUARTERFLASH
BERLIN
LITTLE STEVEN & THE DISCIPLES OF SOUL

Westwood One Gets US Festival Rights

WILL BROADCAST REPORTS LIVE VIA SATELLITE

Westwood One has secured the exclusive worldwide radio rights to the 1983 US Festival from the UNUSON Corporation, producers of the festival, it was announced today by Norm Pattiz, Westwood One President.

Under the agreement, Westwood One will establish a command post backstage to record the Festival's three days of rock 'n' roll May 28, 29 and 30 at the 500-acre Glen Helen Regional Park in the foothills of the San Bernardino Mountains east of Los Angeles.

Westwood One will also beam live reportage from the Festival's backstage area live via satellite to a special network of participating radio stations.

Westwood One will produce for distribution later this summer a 10-12 hour radio special featuring actual concert performances from the Festival, plus interviews with the performing artists.

Westwood One's state-of-the-art mobile recording studio, one of the few capable of documenting an event of the US Festival's magnitude, will be on hand to record the rock 'n' roll acts scheduled to perform from the world's largest outdoor stage (420' across). Westwood One's command post will also house a separate production facility with portable uplink to transmit the live Festival reports—covering the event, the artists, the fans and the special "sideshows" including the Career & Technology Fair—via satellite twice daily in hour-long blocks.

The UNUSON Corporation, headed by Apple home computer co-founder Steve Wozniak, expects approximately 300,000 people per day to attend US Festival '83. The multi-million-dollar talent lineup, booked by Denver-based Feyline Presents, features Van Halen, The Clash, Stevie Nicks, Judas Priest, Men At Work, John Cougar, Ozzy Osbourne, Flock of Seagulls, David Bowie, Missing Persons, Triumph, Stray Cats, Pretenders, Scorpions, The English Beat, Divinyls, U2, Little Steven and the Disciples of Soul, Joe Walsh, Oingo Boingo, Quarterflash, Wall of Voodoo, INXS, Berlin and Motley Crue. The acts will be heard courtesy of a 400,000-watt sound system and seen with the help of a huge Diamond-Vision screen atop the stage.

"We're excited to be participating in an event of this magnitude," Pattiz said. "It gives us a chance to utilize our live satellite capabilities as well as producing the biggest, most important, radio concert event ever."

Stations interested in being a part of the live satellite network or the radio concert special can get more information by calling WESTWOOD ONE at (213) 204-5000.

Stevie Nicks to Release New 45 Prior To US Appearance



Stevie Nicks

DEVORE, CALIFORNIA—Fleetwood Mac vocalist and solo recording artist Stevie Nicks, one of the May 30 headliners at the US Festival '83, plans to release a new single prior to her appearance here.

Now in a Hollywood studio with producer Jimmy Iovine and engineer Shelly Yakus, Nicks is working on her second solo LP, following the platinum *Bella Donna* album of 1981, also recorded with Iovine and Yakus.

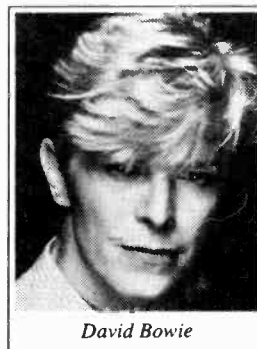
The new album, titled *The Wild Heart*, is due at the end of May. An advance single is slated for release in the middle of the month; at press time, Nicks and her producer had narrowed the candidates to two songs—"Stand Back" or "If Anyone Falls," both Nicks originals.

As one-fifth of Fleetwood Mac, Nicks performed at the first US Festival during Labor Day weekend 1982. She's the only veteran of the first US Festival appearing on this year's bill. Nicks will be backed by pianist Roy Bittan (from Springsteen's E Street Band), organist Benmont Tench (who just wound up a major tour with Tom Petty), guitarist Waddy Wachtel, percussionist Bobbye Hall, drummer Liberty Devitto, bassist Wizard, and backing vocalists Lori Perry and Sharon Celani. All except Devitto and Wizard are alumni of her *Bella Donna* tour.



Westwood One Concert Master Recording Studio will be returning to the site of the US Festival.

Bowie Plays US Festival: First U.S. Set In Six Years



David Bowie

DEVORE, CALIFORNIA—David Bowie, considered by critics and fans of rock 'n' roll alike as one of the few true superstars to emerge from the past decade, will make his first concert appearance in the United States in six years when he performs at the US Festival '83 May 30.

Bowie, whose last LP, *Scary Monsters*, was released in late 1980, has concentrated on his stage and film career during the past few years, earning praise

for his performance in the title role of "The Elephant Man" on Broadway and co-starring with Catherine Deneuve and Susan Sarandon in the just-released film "The Hunger."

The release of Bowie's new "Let's Dance" single and album and his worldwide tour on its behalf marks his return to the rock 'n' roll center stage. After rehearsing in Texas in April, Bowie kicks off the European leg of his "Serious Moonlight" tour (the name comes from a "Let's Dance" lyric line) May 20 with a show in Frankfurt, Germany at the Festival Hall.

Bowie will suspend the European leg long enough to fly to California for his special appearance at the US Festival '83, which he termed "the most important outdoor concert of 1983." He'll complete the Continental swing and head for the States to perform some 60-70 concerts before trekking to Japan for the final leg, to wind up a week before Christmas.

Accompanying Bowie are lead guitarist Stevie Ray Vaughan (brother of Fabulous Thunderbirds guitarist Jimmy Vaughan), rhythm guitarist Carlos Alomar (who worked with Bowie during the *Fame* period), bassist Carmine Rojas, drummer Tony Thompson (a member of Chic), keyboardist Fred Mandell (Queen's road keyboardist during the band's 1982 U.S. tour), a horn section and three male backing vocalists.

TICKET INFO & HOTLINES

Tickets for the US Festival '83 are available for \$20 per person per day by writing US Festival '83, P.O. Box 300, Phoenix, AZ 85001, as well as through an extensive network of ticket outlets throughout the country. For ticket availability information outside California, call 800-222-0533. In Southern California, call 213-480-3232; San Francisco, 415-835-4342; San Jose, 408-297-0533; and Sacramento, 916-443-2118.

US FESTIVAL UPDATES:

The only change in the lineup as announced at the late March press conference in Los Angeles has Little Steven & The Disciples Of Soul performing May 30, instead of May 28. The lineups for the other days remain the same.

Lessner Joins Capitol National Staff

As previewed last week (R&R 4-29), Michael Lessner has been named National Pop Promotion Manager at Capitol Records. Lessner will move to Los Angeles from Philadelphia where he's been Capitol's local promotion representative.



Capitol VP/Pop Promotion Bruce Wendell said, "Michael has

been an integral part of the promotion team for more than five years, and his diligent work in the key market of Philadelphia has been responsible for helping to break several of our acts."

WEZI

(Continued from Page 1)

Thomas, who moves to Phoenix to be named VP/Marketing for the Churchill organization. Scott told R&R, "Memphis is one of the few Southeastern cities that doesn't have a top-ranked Country music FM station, and very few people would argue that this station can't be number one. The opportunity to be part of it is exciting and challenging." Scott added that his replacement at WHRK & WKDJ has not been named yet.

Following the ownership transfer, WEZI Operations Manager Phyllis Moore will move over to WLVS as Station Manager, but will maintain her operational duties. WEZI staffers Rick Burk, John Hall, and Chris Ruleman will join Moore at the same time.

WB

(Continued from Page 1)

Senior VP/Business Affairs Berman most recently was VP/Business Affairs for the label. Regehr, now Senior VP/Artist Relations & Publicity, became a VP in 1974. Templeman assumes Warner Bros. President Lenny Waronker's former position as Senior VP/Director of A&R. He officially joined the label in 1971 as a staff producer.

All three appointments are effective immediately.

Blackfoot Birthday Bash



Blackfoot lead vocalist/guitarist Rick Medlocke was recently surprised by a birthday party thrown in his honor by Atco Records. Adding to the celebration were a surprise visit from Ted Nugent and the imminent release of Blackfoot's new Atco LP, "Siogo." Beaming at the birthday bash are (l-r) Atlantic President Doug Morris, Nugent, Medlocke, and manager/producer Al Nalli.

Yetnikoff Hosts Azoff Luncheon



CBS Records Group President Walter Yetnikoff recently hosted the East Coast kickoff luncheon for the City of Hope's June 30 Los Angeles dinner honoring MCA Records Group President Irving Azoff. A music industry fellowship will be established in Azoff's name. Pictured at the luncheon are (l-r) West Coast dinner co-Chairman and Front Line Sr. VP Larry Solters, 1975 honoree and MGM/UA Home Video Chairman Cy Leslie, and Yetnikoff, East Coast Chairman for the dinner.



HOLIDAY HARMONY — Jennifer Holliday of "Dream Girls" fame joins forces with Earth, Wind & Fire's Maurice White on her forthcoming album. Above, the two harmonize during a studio session.

TRANSACTIONS:

(Continued from Page 3)

GCC Communications President Alex Tanger says he has an option to purchase the company's two remaining radio properties **WHUE-AM & FM/Boston**. Last weekend the firm, a subsidiary of **General Cinema**, purchased **WGRZ-TV/Buffalo**, simultaneously spinning off **WCIX-TV/Miami**.

WILK Team Purchases WTLO

An as yet unnamed corporation consisting of **WILK/Wilkes-Barre** President **Roy Morgan**, VP **James Morgan**, and PD **Joe Montione** has signed an agreement to purchase new station **WTLO/Pittston, PA** (between Scranton and Wilkes-Barre). Seller is **Morgan Communications** (no relation), which owns the CP. Station is set to go on the air this summer with the transaction to take place in the fall.

James Morgan will manage both **WILK** and **WTLO**. Montione will program both, but a separate company will be formed to administer **WTLO**. The new station is authorized for 3kw (antenna height 300ft.) at 102.3 MHz.

Chilliwack Collect Canadian Kudo



Millennium's Chilliwack won six West Coast Music Awards at a recent Canadian presentation in Vancouver, as well as winning top producer honors for Bill Henderson and Brian MacLeod in the national Juno Awards. Pictured at the Vancouver festivities are (l-r) Millennium President Jimmy Jenner, Henderson, MacLeod, group's Ab Bryant, and managers Steve Propas and Neill Dixon.

Gold For Whispers



Solar/E-A artists the Whispers received gold record awards for their "Love Is Where You Find It" LP. Pictured at the presentation are (l-r standing) Dick Griffey Productions President Virgil Roberts, group's Leavell Degreee, Nicholas Caldwell, and Wallace "Scotty" Scott, and Solar/Constellation President Ray Harris; (l-r front) group's Marcus Hutson and Walter Scott.

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News/Talk



BRAD WOODWARD

WINS — New York News “Utility” Hits The Top

WINS is decisively winning the five-way news and information battle in New York City. With its 5.4 share in the winter Arbitron book, WINS became the first all-News station ever to reach first place in the fiercely competitive New York market.

WINS was last topped by WCBS, the city's only other all-News outlet, in spring '82, when the split was 4.8-4.3. Last summer the race evened at 4.6-4.6. Then WINS moved ahead 5.2-4.5 in the fall and extended its dominance in the new book, 5.4-4.2.

During that same year, all three of New York's Talk stations have slipped. WOR has declined 6.5-4.9 while WMCA fell 2.5-1.8. Since switching to talk last May WABC has dropped from 3.0 in its first summer book to 2.4 this winter.

“Don't Touch My Radio Station”

WINS delivers a fast-paced, hard news product that's heavy on traffic, weather, local news, and sports. Commentary, features, national/international news, and personality are downplayed. That approach has prompted some to call WINS ‘the cab driver's all-News station.’ Others compare WINS and WCBS, respectively, to the New York Daily News and the New York Times.



John Waggaman

Says VP/GM John Waggaman, “If people want to know the in-depth stuff on what's going on or why something happened behind the story that's breaking, they will not use radio for that. I don't care whether it's our competitor or ourselves. They'll either get it at night on television or from Time or Newsweek. We don't feel they use us for depth. They want to know what's happening right now. What's the time, the temperature, the weather? Is my world secure?”

Waggaman's view of how listeners use WINS has been reinforced in focus groups. In one set of sessions the moderator asked whether the station should add programming such as cooking shows and sports talk in its less popular afternoon hours. As Waggaman tells it, “All the panels would say, ‘Don't touch my radio station. Even though I may not be using it, I know it's there.’ That's a key ingredient for us. And I would use WINS, KFWB, KYW, KABC and a lot of others that are doing well as my answer to those who say AM radio is dead. Hogwash! You've got to know what you're doing, believe in it, and stay with it.”

The World In 20 Minutes

Prepared by a professional staff of 45, WINS news is programmed in 20-minute blocks, giving birth to the now-famous WINS slogan, ‘Give us 22 minutes and we'll give you the world.’ Why 22 minutes? Waggaman explains, “We studied the diaries and found that people listened to us for 15 to 25 minutes. Then we narrowed it to 18 to 24. Neither of those sounded right, but 22 did.”

A typical 20-minute block in morning drive consists of news headlines (always at :00, :20, :40), Shadow Traffic, news, traffic update, news, and sports (always at :15 and

:45). There are frequent weather and time checks, and commercials are limited to 17 minutes an hour. From 5-8am business news runs twice an hour, at :27 and :57.

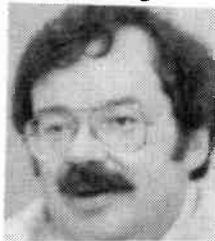
Radio As Utility

Keeping sight of the traditional spring slippage of all-News formats, Waggaman tries not to play up his station's first-place finish, which he attributes to consistency. “We stay with what we've been doing very well for 18 years, and I think that's climaxed. We've also had good, steady, consistent advertising with the same theme that we've been running now for about 18 months. And I think we've gotten across the message very well in the last year about what we are, and that is a utility. That's the key — we stay the same, we don't deviate from it. We're afraid to touch the success of it.

“When you throw a light switch you know what's going to happen. When you turn a faucet you know what's going to happen. When you punch 1010 WINS, any time, 24 hours a day, you know what's going to happen — all news, nothing else, and in that cycle of 20 minutes we're going to give it to you.”



Executive Editor Joe Gillespie, formerly PD and VP/News at WIND/Chicago and VP/News at KSDO/San Diego, also stresses the station's consistency. “I think one of the keys to WINS is that we put the news where people can find it. People know they're going to get the sports at :15 and :45 every hour, 24 hours a day. They know they're going to get the top story of the moment at :00, :20 and :40. I think that's very important.”



Joe Gillespie

“We Are New York”

In explaining the station's success, another factor Waggaman cites is the heavy local emphasis at WINS. “We are New York and I think the listeners know that. They recognize the voices as being basic New Yorkers. Our whole thrust is local. They have to be big stories for us to go out of local news.”

“If people want to know the in-depth stuff they will not use radio for that. They'll either get it at night on television or from Time or Newsweek.”

— John Waggaman

Waggaman also credits a heavy WINS television campaign developed by the New York agency Slater, Haft & Martin. “Some people say it's the best ever done,” maintains Waggaman, who gets calls about the spots from broadcasters all over the country who see them on cable-transmitted WOR-TV.

Aired 44 to 48 weeks a year, the campaign consists mainly of 60-second spots, each containing three separate vignettes drawn from a pool of 13 sketches. The vignettes, which Waggaman calls “clever but not cute,” each focus on a single aspect of WINS programming. For instance, one shows a gridlocked intersection to illustrate the message that “WINS unlocks” rush hour traffic.

News, Weather, Traffic Are Stars

I asked Gillespie to highlight what he considers the main differences between his station and WCBS. “If you listen to the two stations, they're definitely different,” he points out. “For one thing, we are much more locally-oriented than they are. Although we're affiliated with the ABC Direction Network and AP Radio, plus having the Group W Washington Bureau and other Group W stations across the country, our main emphasis is local, here in New York.

“Our services are also very good — Accu-Weather and Shadow Traffic. And we don't emphasize feature-type programming as much as they do. We're a very hard news station. We do have a theatre reviewer, movie reviewer, an expert on personal finance, and several news commentators. But their role on the station is not the same as the news. The news and the services are the star.”

While Gillespie considers New York's Talk stations to be less direct competitors



subscribe to the theory that we should do a different kind of news in the afternoon — nicer, easier, softer. My fear would be that if I don't do all-News in the afternoon and you can't find something you want, then you really wouldn't think about me in the morning when you wanted something.”

Computers Fight Paper Battle

According to Gillespie, the only changes contemplated in the WINS sound “may not even be perceptible to most people. But we're always looking for ways to do things better internally, how to process the news quicker.” A computerized newsroom will eventually be essential “just to fight the paper battle,” he predicts.

About the future of all-News radio, Gillespie says, “I think its biggest liability is that it can be expensive. It scares a lot of owners away from it because they see an operation of our size and think it would have to be this big. But that isn't necessarily so, depending on where they are and what they're doing. And they have to look at the cost of whatever they're doing — a music format can be expensive, with very high-priced personalities and things like that.

“As you know, any time you get into a spoken word format — a News to Talk format — it can be slow building. It's tougher and slower, but I think the rewards are there. It's an exciting format to be a part of and you're really close to your community because you're involved with them.”

News/Talk Notes

On The Move

Atlanta Braves Manager Joe Torre now cohosts a Monday night sports talk show on WGST/Atlanta . . . KABC/Los Angeles ends its widely publicized talent contest for a sports commentator by selecting Marrie Rich, 27, who gets a minimum \$25,000 contract. “Sportstalk” host Art Rust signs a new five-year contract with KABC . . . Former KFI/Los Angeles ND Ken Beck moves north to become Assistant ND at KGO/San Francisco . . . KYW/Philadelphia takes Steve Butler off the transportation beat and makes him City Hall Reporter . . . Mutual promotes Judith Dennis-Thomas to Program Assistant for “The Larry King Show” . . . Chuck Swirsky leaves his morning sports anchor job at WITS/Boston to join WGN/Chicago . . . ABC Talkradio's new affiliate board is chaired by WTKN/Pittsburgh VP Diane Sutter. Members include KGNR/Sacramento President/GM Bob Henley; KYOR/Colorado Springs Sr. VP Dave Noll; WMER/Portland, ME President John Bride; KSTP/Minneapolis PD Bob Oakes; WJNO/West Palm Beach PD John Picano; WGSN/North Myrtle Beach, SC GM Matt Sedota; WFAA/Dallas GM Jim Gaskin, and KCNN/San Diego PD John Mainelli . . . Program Coordinator for WRC/Washington's “Ron Eisenberg Show” is Neal Fieger, ex-WMCA/New York.

than WCBS, he still watches them closely. “WOR does a really nice job at news, and they have for years. It isn't clear yet exactly what they're going to do at WABC. They're still in a growing process. If you look at the ABC Talk stations, the perception of KGO is news, where KABC has more emphasis on Talk.”

Holding Afternoon Audience

WINS has a dominant share approaching 10.0 in morning drive, a figure unmatched by any other New York station — music, talk or news — in any daypart. But its afternoon drive figures are more than 60% lower, and WCBS has a slight edge in the daypart.

I asked Gillespie if that erosion is a fact of life that all-News stations have to accept. “I think it is,” he replied. “There are certain things you want in the morning that you just don't want in the afternoon. Plus look at what we're in competition against. There's a lot of information to be had in the afternoons.

“We're not satisfied with that and we're always working to improve it. But I don't

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Q101 Q*BERT CONTEST — WKQX(Q101)/Chicago, in cooperation with the D. Gottlieb folks, staged a successful promotion for the new video game "Q*bert." The three-week on-air promotion culminated with the station hosting two Q*bert parties. Shown are listeners stepping up to play the game and trying to win Q*bert T-shirts, home cartridges, and frisbees.



KICKS KEY WORDS — KX104/Nashville recently sent listeners on a trip to Walt Disney World's EPCOT Center with a contest called "Kicks Key Words." The station gave out ten Kicks Key Words each weekday morning for two weeks on the Coyote McCloud show and solicited mail entries for the vacation packages, valued at over \$3000 each. Pictured (l-r) are Senior VP/GM Tex Meyers, winner Hope Ellis, and VP/Programming Michael St. John.



KIHN YOU DIG IT? — On the road again, it's Beserkley/E-A's Greg Kihn Band stopping for a show in Williamsport, PA. WSQV played host to the band, and took sports fanatic Kihn on tour of a brand new multi-million dollar Little League Baseball Museum. Afterward, they took time to pose for this photo. Shown (l-r) are road manager Al Pins, PD Frank Bell, band member Gary Phillips, and Kihn.



A TON OF CASH — How much is one ton of cash? Well, according to KGBS/Greeley, CO, it's \$5293. During a recent promotion the station asked listeners to take a guess, and the winner, Linka Kent (left), standing next to PD Greg Crawford, came closest with a guess of \$5292.50. Now she's got to figure how to get a ton of cash home!

CALENDAR



BRAD MESSER

The Great American Traveling Scam

We are a nation of bargain hunters vigilantly scanning for new ideas and better ways. Having been brought up respecting good ol' American ingenuity, having also seen incomprehensible technological wonders become almost commonplace, we're fairly easy marks for ideas which seem to offer something for almost nothing.

True story: in Florida a man pulls his almost-new car to the curb, pops open the trunk, and rapidly gathers a sidewalk crowd by announcing he is about to set the vehicle afire. Not to destroy the car. No, he wouldn't think of doing that, he assures the marks. Placing a small paper bag on the pavement behind the car, he goes into his pitch. "I just want to demonstrate to all of you a new discovery in firefighting technology. It's cheap, anyone can use it, and watch how effective it is!" From a gallon jug he quickly pours some liquid onto the floor of the open trunk. The people edge back a bit, but they're hooked on watching the fool destroy his car and they're not about to walk away now. (Doesn't he realize the gas tank's right under there?) Without hesitation he strikes a match and tosses it in. Instant fire. Black oily smoke, big red flames. The man grabs that little paper bag, reaches inside for a handful of the "new discovery in firefighting technology," deftly tosses a couple of handfuls into the inferno, and the fire goes out, almost instantly. Almost magically. The stuff works. It would be good to have a bag of it around the house, another in the car for emergencies like this, eh? Obviously it would, and several of the bystanders willingly shell out \$5 for their own sack of the white, odorless, crystal-like firefighting chemical.

They have just bought common Florida beach sand. Yes, it did extinguish the fire, but only because (a) after long hours of practice the con artist has perfected his hand-tossing technique so the sand uniformly blankets the fire and smothers it, and (b) because the oil-based liquid's volatility assures that it will burn itself out in about ten seconds anyway, sand or no sand.

Another true story: man comes to town and lets word leak about his miracle 200-mile-per-gallon carburetor, which Detroit auto giants and major oil companies are trying to keep secret. Because he hates the giants who are covering up this sensational technological breakthrough, he's willing to share his simple conversion plans with Average Joes for a negligible amount of cash. But wait, you've heard that one already this year, haven't you? If not, you probably will, because as gas prices edge up and summer vacation time approaches, the "high-mileage carb" scam seems to come along as naturally as green grass and flowers.

When something seems too good to be true, it most often isn't. Traveling scams are made to order for those of us willing to suspend disbelief and give "miracles" a fair hearing. When the next miracle trots into town, consider making a quick check with your Better Business Bureau. If your local BBB is one of the effective ones, the people there will have heard 'em all.

Shooting The Moon

MONDAY, MAY 9 — MIT scientists shot a concentrated beam of light and hit a target a quarter-million miles away on this date in 1962: it was the first laser to the moon.

The Rolling Stones' first Olympic Studio recording session was twenty years ago today (1963). The Richard Nixon impeachment hearings began in 1974. Three years ago bulletins were coming from Tampa Bay, where a ship had rammed the Sunshine Skyway bridge knocking out a 1000-foot section and dropping cars 140 feet into the water. Thirty-five people died.

Piano man Billy Joel (who half his lifetime ago didn't get a high school diploma because of "behavior problems") is 34. Dave Mason celebrates his 38th. Richie Furay is 39. Two-time Academy Award winner Glenda Jackson is 47 and Mike Wallace hits 65.

Golden Spike Ceremony

TUESDAY, MAY 10 — Getting from New York City to San Francisco used to take a minimum of three months of tough travel, until the first transcontinental railroad was completed 114 years ago today (1869) with the Golden Spike ceremony at Promontory Point, Utah. The railroad cut travel time (and freight shipping time) to eight days.

America got its first plastic-based clothing 32 years ago this week when Dacron polyester men's suits were introduced in 1951. Three years ago the Chrysler Corporation was rescued from sure bankruptcy when Uncle Sam agreed to guarantee up to \$1.5 billion in loans.

Nancy Walker is 62. Fred Astaire is 84: he began dancing professionally 67 years ago in 1916, the year that aspirin was the new miracle drug.

Dust Bowl Storms

WEDNESDAY, MAY 11 — Part of America was literally blowin' in the wind 49 years ago, as an estimated 300 million tons of topsoil blew away from Texas, Oklahoma, Kansas, and Colorado. After the Dust Bowl storms of 1934, about 350,000 out-of-work farmers migrated to California and touched off the West Coast population boom. (Could it happen again? Jerry Lee of the U.S. Conservation Service says there was a dust storm in Northern Texas late last month "where up to 200,000 acres of land was seriously damaged by wind erosion.")

Early TV star Phil Silvers is 71.

The "Shawnee Curse" On Presidents

THURSDAY, MAY 12 — This story can't be confirmed, but several sources indicate that on May 12, 1839, a Shawnee Indian medicine man uttered a curse against "the Great White Father" because of broken treaties. Curse or not, the following year a strange pattern of deaths began. Presidents elected in 1840 and every twenty years since then have all died in office (Harrison, Lincoln, Garfield, McKinley, Harding, Roosevelt, and Kennedy). The most recent year in that pattern was 1980, when Ronald Reagan was elected.

Steve Winwood 35. Billy Swan 41. George Carlin 46. Burt Bacharach 54. Yogi Berra hits 58 and Howard K. Smith is 69.

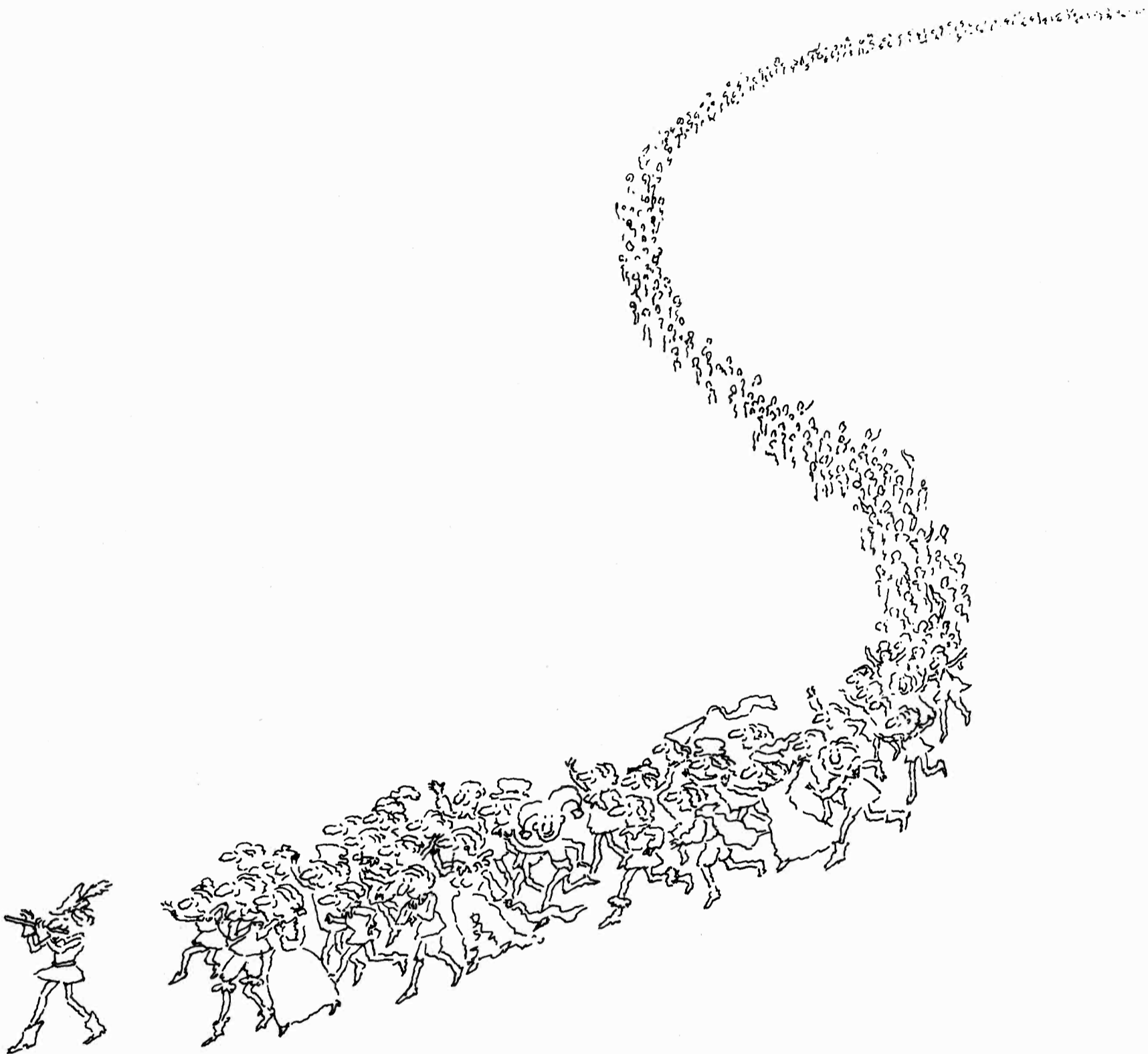
The Only Friday-The-13th Of 1983

FRIDAY, MAY 13 — The best-selling book of all time first hit the market in 1881: the revised version of the New Testament.

America issued the 24-cent Jenny airmail stamp in 1918, with the airplane mistakenly printed upside down. Four years ago a block of four of those error stamps sold for \$500,000.

Two years ago today Pope John Paul II was shot.

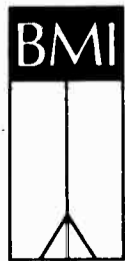
Stevland Morris, showname Stevie Wonder, is 33. Beatrice Arthur is 57.



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Contemporary Hit Radio



JOEL DENVER

WEEKENDS WEREN'T MADE FOR MICHELOB

Weekend Programming: Wasteland Or Winning Opportunity

If radio were like a beer commercial, weekends might be more fun . . . especially if you're a PD. In radio we know that weekends weren't necessarily made for Michelob, but were made to include promotions, contests, dayparting, syndicated specials, simulcasts, parttime air talent, and the problems associated with all of the above.

We'll take a look at a cross-section of programmers for their attitudes on these subjects, including some contest ideas. And we'll explore the reasons why syndication has become so popular for use as a regular weekend programming tool, with the help of Watermark President Tom Rounds and Westwood One President Norm Pattiz.

Weekends: A Different Animal?

The first call on the subject of weekend programming went to Z93/Atlanta PD John Young. His success as a programmer for a number of years gives him a solid middle-ground viewpoint on why many programmers do look at weekends as a different animal.

"While Arbitron can show it to you in black and white, it's plain to see there is a potential for longer listening on the weekends which gives programmers a different attitude on music as well. Music that during the week would be dayparted until after 3pm, I open up at 10am on weekends. As a result, Z93 is much more up on the weekends.

"People do everything differently on the weekends, and naturally their attitudes are



John Young

Contest And Syndication Combination

Recently, 94TYX/Jackson, MS Operations Manager Jim Chick told me how he's taken a syndicated weekend show and combined it with a contest. The end result is a clever 10-week promotion that ends up recycling audience continuously between the weekdays and weekends.

Jim outlined this unique combination. "It's a continuing 30-hour show called 'The Beatles: The Days In Their Life,' which we run for three hours on Sunday afternoons at 1pm over a 10-week period. It's an anthology of the Beatles produced by TM and marketed by RKO. The music and interviews are just great, and we tried to figure a way to maximize the show's potential.

"We've been asking listeners to send in a card with the name of their favorite Beatle. We give out a running total over the air on a daily basis, which maintains interest for the show during the week. Eventually a drawing will be held



Jim Chick

Continued on Page 26

different, too. They wake up later, putter around the house, and take their time about things. The best way to describe it is a 'more open attitude' than during the week. I think I can get away with playing Thomas Dolby earlier on weekends for that reason." John admitted, "I can't back this up with research, but to me being more open and aggressive on the weekend just makes Z93 sound better.

"We all made a bit of a mistake in the past couple of years by becoming too A/C'ish during the week. I know I got too heavily into Kenny Rogers and other similar artists and, frankly, it was throwing me off on the weekends. We began to sound like two radio stations. Now the weekdays are more up than before, so when weekends hit there's not such a radical change, but there is enough of a difference to complement the weekend mood."

Promoting Weekday Events On Weekends

Since the weekends offer longer listening spans and greater audience potential (Saturday and Sunday 10am-3pm generally being the most cued dayparts of the week), it's a good idea to maximize that potential. John makes a strong effort to do so. "Every hour of the weekend, we run promos for our morning guy Steve McCoy. They feature bits he did in the previous week, or will mention something special that he's got coming up.

"On the weekend, we will promote anything that will help our image during the week. People also listen in different dayparts on the weekends. Monday through Friday some of them listen only during drivetimes due to radio's mobility and that TV is such a part of people's lives. Weekends are the time to recapture your habit listeners' interests and spread them to other weekday dayparts."

Pros And Cons Of Syndication

If you go along with the idea that weekends are different, then as a PD you might turn to syndicated/network programming for regular weekend features, or an occasional special event. While John likes the quality of shows offered, he did express concern about their potential for overuse. "I hate to pass them up, since they add something different to the weekends at Z93. We carry some things from RKO like 'Countdown America' and 'The Hot Ones.' But we also carry 'American Top 40' twice on Sunday in middays, and nights. Just before AT-40, I also run Dick Clark's oldies show on Sunday morning."

He went on to explain why he uses so much syndicated programming. "Like any other station we often have trouble finding weekend folks that sound as good as the regular staff. It also helps me give my fulltime people better weekend shifts that

don't put as much pressure on their social activities. It's very easy to take simulcasts with pay channels and have your call letters on TV five times an hour. I like it but have some reservations about it.

"I'm afraid that I'm losing some real station identity when all I have is five breaks an hour in a syndicated show." In defense of syndication and other weekend features he added, "I haven't seen it work against us yet, and I just have to be sure that we don't get too far out of our element."

He wondered aloud, "If a station took too many of these shows, I fear for what it might do to them because it might deviate their sound too much. Are we risking unfamiliarity by running too many feature shows? It's a question I've got no answer for, or any research to show it's bad, but it's just a gut feeling of sorts."

John added that it's tempting to grab a Stevie Nicks special, for example, but it's important to find out how many times you can identify the station during the broadcast. "I'm sure that the pressure is enormous on a programmer in a smaller market who gets a call from New York or Los Angeles to take such a show. Just make sure it's what you want before you say yes," he cautioned.

Weekend Worries: Talent And Promotions

Want to start an argument? Ask a PD which is harder to replace, weekend air talent or a morning man. Perhaps surprisingly, the former problem comes up more often than the latter. Patten Communications VP/Programming and WJXQ/Jackson-Lansing PD Jim Ryan tackled the subject.

He explained why finding someone who's eager to get on the radio isn't the answer for every weekend airshift. "It's especially hard to find good people for the weekend, because the most listened-to dayparts are on the weekend. Throwing a schlep on there can really hurt you a lot. And there's no

Weekday/Weekend Consistency

There are always two sides to every subject, and weekend programming is no exception. Differing from John Young and Jim Ryan, BJ105/Orlando PD Gary Mitchell feels his station operates best by being consistent seven days a week, as does KHYT/Tucson PD Sherman Cohen. While their views are similar, each has different reasons.

"I think 'Motown' or 'Beatles' weekends are very dangerous," stated Garry. "The best thing is to be consistent in each of the 168 broadcast hours. At BJ105 we don't change our dayparts or song selection for the weekends. The only deviation to the format is to run 'American Top 40.' We haven't ventured too far into syndication because so much of it is sold in packages, and we didn't want to get locked in to some things that don't appeal to us just to take one show."



Gary Mitchell



Sherman Cohen

Both Young and Ryan have noted that people's attitudes are different on the weekend. So I asked Garry why he didn't take this factor into account. "We've set the station up the way we want it, and hope when people tune in they'll begin to understand they can count on

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Syndicators Boost Weekend Revenues

Why do the people who make some of the most successful syndicated shows feel the programs do so well? Westwood One's Norm Pattiz said, "It's really simple as to why stations use syndicated and special weekend or concert programming . . . they work and add additional revenues to the station. In fact, research shows that when promoted properly, these shows can far outdraw regular programming in terms of audience and advertising revenues by three to 11 times as much."



Norm Pattiz

Tom Rounds

Watermark's Tom Rounds offered some support to syndication-shy PDs. "If there are any concerns out there about weekend programming, as a former PD (KFRC/San Francisco in the '60s), I totally understand it. I know some feel that these shows dilute the format. Actually they form set times that the audience can gear themselves to tune in to your station on a regular basis. It's a way to break up exclusive cumes that your competition might be getting. A classic example is 'American Top 40.' People actually go out of their way to tune it in. In some markets (AT-40 host) Casey Kasem is the longest-running personality."

As to John Young's fears about losing station identity, Norm responded, "Turning down a show that clearly indicates an increase in audience just because it lacks local identity is wrong. That's like saying in order to have local identity, we've got to have the smallest audience possible. By promoting and careful planning, a concert or special can take on the image that it's a station production. After all, we never say 'live from Hollywood.'"

Tom addressed the challenge that syn-
Continued on Page 26

doubt that weekenders are necessary, since you can only ask your fulltimers to work so many hours."

Lansing is surveyed just twice a year, so Jim told me, "During book times a part-timer will do Saturday mornings, I'll put my afternoon guy on during Saturday middays, and another full-timer for afternoons. The same goes for Sunday. I can more easily afford a part-timer on the air for nights and overnights on the weekend."

So where does Jim find worthwhile weekend talent? "I've always scored good folks from Michigan State and the University of Michigan, because those folks are really serious about what they're doing. One guy, Pete O'Brien, worked for me as a part-timer for almost two years, and now he's landed a fulltime slot at WVIC.

"The college kids don't get enough time on the campus stations, so they try to get outside jobs at commercial radio stations like mine. If they land one, then they are looked up to by others on the college station, which reinforces their confidence. They'll take the bad hours and modest starting pay, and as a result they become the big person on campus. I find these people really progress quickly. Just establish a good rapport with your local college radio station. The next time you have an opening, post a notice and you'll get all the response you need."

Continued on Page 26

There's Nothing Weird About A Hit Record!



“WEIRD AL” YANKOVIC

“Ricky”

CHR

“#1 phones, adults and teens.” WPRO/Providence
 “#1 phones, it will be a smash!” WROR/Boston
 “15-8, huge adult phones.” B97/New Orleans
 “#1 requests, 28-23.” I95/Miami
 “Big phones across the board!” KIQQ/Los Angeles
 “It takes to of our people to handle all the phones . . . it’s a smash!” 79Q/Houston
 “Listeners of all ages are reacting. The fact that ‘The Lucy Show’ is still in reruns makes the record’s impact that much more effective.” KNBQ/Seattle-Tacoma
 “Exploding!” Y100/Miami

WXKS-FM	WTRY	KSET-FM	WCIR
B94	WROR	94TYX	WTSN
I95	K104	WSFL	WZYQ
Y100	WKEE	B97	95XIL
WBBM-FM	WLAN-FM	WTIX	WJBQ
WKQX	WRCK	KTFM	Z102
WGCL	WKRZ-FM	KTSA	KKXL-FM
KBEQ	CK101	WMEE	99KG
WLOL-FM	KITE	KQKQ	KKRC
KFI	KZFM	KRSP	KGHO
KIQQ	WDCG	KYYX	KSLY
KNBQ			

AOR

R&R #4 Most Added
 Album Network #6 Most Added
 Bill Hard #4 Most Added
 Billboard #7 Most Added

“A certified phone burner.” Bill Hard Front Page
 “Chris Rivers has Syracuse singing ‘Ricky’ every morning.” WAQX/Syracuse
 “As expected, ‘Weird Al’ topped the request list this week.” WWCT/Peoria

WBCN	91X	KMJX	WIOT
WUWU	KFOG	WLRS	KRSP
WZIR	KRQR	WKZL	WECM
WBAB	KISW	WXP	KFMX
WSHE	WPYX	KQDS	WOWD
WEBN	WZZO	WWCK	WDEK
WMMS	WPDH	WLAV	KWHL
KBCO	WEZX	WFBQ	
KROQ	WAQX	WILS	



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63% of our reporters on it. Moves: Up 63, Debuts 12, Same 53, Down 1, Adds 14 including WABX, KFI, KX104, KIIK, WEBC, KKFM, KRQ. See *Parallels*, will debut next week on the CHR chart.

Backstreet

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Weekend Programming

Continued from Page 24

Weekend Promotions

A PD can drive himself crazy trying to come up with unique weekend promotions. Record companies are no longer handing out hundreds of albums and T-shirts as in past days. So PDs are forced to turn to their own innovative ideas. Jim cited a case in point in his own market. "I tuned in my AOR competition, WILS, this past weekend and heard them doing a 'Led Zeppelin' weekend . . . again. Now, this is unique since they've been doing these 'New Music' weekends which haven't been going over too well, according to some of the feedback we've been receiving.

"I've got a tentative promotion calendar mapped out, but you've got to be flexible enough to make changes in order to be topical. Apparently WILS decided to return to a successful promotion they've used in the past rather than risk devoting a whole weekend to something that's not getting over."

Jim points out another reason to be flexible with your promotions. "In the springtime, it's tough to plan around the weather in an area like this. If it's raining or snowing late in the season, you don't want to be giving away tickets to an amusement park. At the same time you've got to jazz up these giveaways because just handing out tickets or albums every weekend doesn't really make it anymore."

To make things a bit different, Jim said, "We've

done a 'six-pack weekend' where we played six in a row, and when we deviated by playing seven in a row, that was the time to call in for a prize. We've also played live versions of songs for an afternoon just to be different and to complement our broadcasting live from a park.

"If nothing else, the need to be different makes you rely on your sales department for more help than in the past. The positive side is better communication between the sales department and programming. Recently we held a concert featuring Art In America, and handed out Polaroid 'Disc' cameras for the listeners to create their own art. Naturally the sales department scored these for me. Many PDs miss the obvious tie-ins because they've gotten too locked into albums, tickets, and T-shirts."

Because Jim feels weekend promotions are necessary elements for his station's success, he detailed how he leads into them. "I'll be talking about a weekend promotion usually by Wednesday afternoon to take advantage of the beginning of the Arbitron week (which begins on Thursday). If it's a huge promotion with a trip as a grand prize, I'll begin teasing it on Monday and giving them details on Wednesday. This gives the audience plenty of time to become aware of it."

Jim agreed with John Young on the importance of weekend promotions, summing up, "A good weekend promotion can help take those listeners and recycle them to the weekdays where you need the most help. My listeners have come to expect something different each weekend at WJXQ, and I try to give it to them."

Syndicators Boost Weekend Revenues

Continued from Page 24

icated shows had a potential negative effect on parts of the audience. "When I was a PD we strived to eliminate the negatives. In the end we found that if you eliminate every negative, then you have nothing left. Doing a format is not enough. You've got to have some hooks, and network or syndicated programs offer these hooks.

"There are many types of shows being offered. A concert series, for example, could act as a positioning statement for a station, in addition to the entertainment value. It can identify the station as a purveyor of concert music. Even though radio is bombarded by MTV and other distractions that compete for a listener's time, the one thing it can offer is immediacy and portability. The specialized programs should be used to facilitate a station's ability to narrowcast and increase the potential of whatever time period it's run in."

Norm cites Westwood One's monthly newsletter to radio stations on forthcoming attractions as an aid to station planning. Included are promotional tips on how to effectively market programs and how to get local sponsor support, in addition to background information on the artist or specifics of the show. "We learned from the stations themselves how to make these shows sound like they were done by them. We simply pass this information along. It all depends on how you use these shows and what you do with them."

Norm finished by saying, "If anything, stations need to be bolder in moving special programming to other than Sunday nights 7pm to 12midnight. If it works in that time period, it should work elsewhere. Your audience breaks its weekday listening patterns, so offer them something different on the weekends. We supply image-enhancers to separate your station from the guy across the street playing the same music."

Weekday/Weekend Consistency

Continued from Page 24

the same product at all times. People's weekend listening habits are a bit different," he admitted, "but I still maintain that their expectations of the station remain the same."

Sherman Cohen advocates consistency for different reasons. "I believe that in this market doing the same thing all the time brings me numbers. Everyone else is doing weekend specials and the like, and all I do is play the hits. As a result KHYT beats everyone in certain time periods because we are consistent and not specialized. I wouldn't even take a simulcast special with a superstar, since I'm on AM. Were I on FM, it would be another story.

"I probably get two or three calls a week for special things. The idea behind KHYT is that we appeal to the broadest spectrum of listeners possible. When we do something so specialized, we immediately eliminate part of our audience. The only deviation from format is our own countdown show called 'The Tucson Top 30,' which runs Sunday night from 7-10pm."

Part of being consistent around the clock is keeping dayparting to a minimum, a philosophy Sherman supports. "We don't do very much dayparting during the week, and the weekends are identical. The only change I make at night is boosting the black crossover product to a 50-50 mix up from every third song."

Garry told me he doesn't vary his music at all, keeping the station up but not too hard. He's also a bit shy about contests and their possible negative effects. "We don't run any special weekend contests at all. This station used to do so many promotions at one time, the audience perceived it all as clutter. Maybe down the road we'll do some special weekend giveaways, but not right now."

Contest And Syndication Combination

Continued from Page 24

in England at a local pub. We're sending one of our jocks, Scott Mateer, to London via Delta Airlines with one of the pub's patrons doing the drawing. We'll broadcast it live over the phone and the winner will get to take a friend for an all-expense-paid trip, complete with a send-off party."

Motion

KAMZ/EI Paso welcomes Georgia Saylor as new MD and 10pm to 2am announcer from KGB/San Diego . . . Suzanne Horowitz joins WIZD/Ft. Pierce, FL as Promotions Director from her intern slot at WRKO/Boston . . . CK101/Cocoa Beach brings in News Director Steve Craig from WDIZ/Orlando to replace Michael Kelly, who joins WLW/Cleveland as afternoon anchor . . . Zachery Sadkin moves from WNOK-FM/Columbia to WRKR/Racine to hold down 7pm to midnight . . . WIKZ/Chambersburg, PA night rocker Kevin Scott moves into afternoons as the station brings in Rick Alexander from WKBO/Harrisburgh to do nights.

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Stu Cohen
Kenny Puvogel
George Gerrity

Sue Emmer
Suzy Blosser
Ann Hesen
Marc Ratner

Craig Smith
Jarid Neff
Charlie Springer
Al Frontera

Danny Davenport
Atlanta

Dave Danheisser
Atlanta

Warren Hudson
Charlotte

Gene Dries
Nashville/Memphis

Ed Nuhfer
Miami

Richard Wolod
Chicago

Steve Fingerett
Minneapolis

Dave Stein
Kansas City/St. Louis

Larry Bole
Cleveland

Mark Wallace
Pittsburgh

Nancy Orlandella
Cincinnati/Indianapolis

Jeffrey Criden
Buffalo/Rochester

Linda Baker
Detroit

Murray Nagel
Dallas RMM/RPM

Jerry Barrett
Dallas

Todd Galli
Houston

Tom Cheney
New Orleans

Chris Crist
Los Angeles

Patti Oates
Los Angeles

Kenne Swink
San Diego

Beverly Stevens
San Francisco

Gary Briggs
San Francisco

Michael Linehan
Denver

Sue Brett
Seattle

Greg Lee
Portland

George Stone
Philadelphia

Ron Gregory
Baltimore/Wash./Virginia

Mike Symonds
Boston

George Skaubitis
Boston

Debbie Ditullio
Hartford

Valarie Goodman
New York

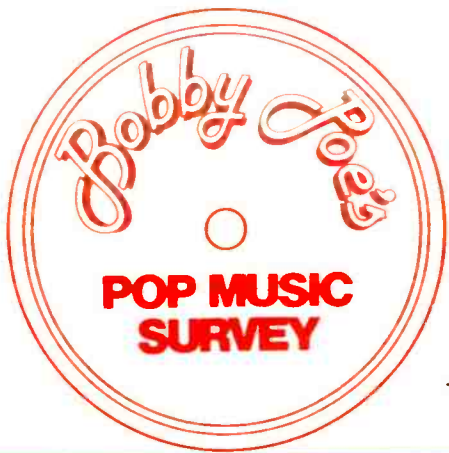
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- National Programmer Of The Year '82:** Jack Alix (Abell) Peter McLane (Stoner) Bob Harlow (Brandon) Jay Cook (Garnett) Steve Roddy (Scripps Howard) George Johns (Fairbanks) Dan O'Toole (Capitol) Tom West (Rounsville) Charlie Quinn (Metro) Barry Richards (Phase II)
- Radio Consultant Of The Year '82:** Paul Christy...Donna Halper...Dwight Douglas...Bill Hennes... Jerry Clifton...Bobby Hattrick...Rick Carroll...E. Alvin Davis...Mary Catherine Sneed...Bob Laurence...Steve Rivers...Lee Bailey...Bob Elliot...John Lund...John Sebastian
- Major Market Radio Station Of The Year '82:** WXKS-FM (Boston) WLOL-FM (Minneapolis) 79-Q (Houston) WCAU-FM (Philadelphia) B104 (Baltimore) B-94 (Pittsburgh) KFRC (San Francisco) WBBM-FM (Chicago) WGCL (Cleveland) KEGL (Dallas)
- Major Market Program Director Of The Year '82:** Gerry Cagle (KFRC) Sunny Joe White (WXKS) John Lander (79-Q) Paula Matthews (KIQQ) Jan Jeffries (B104) Steve Kingston (B-94) Gerry DeFrancesco (KHS-FM) Bob Travis (WGCL) Alan Burns (Q107) Bob Hamilton (KRTH)
- Major Market Music Director Of The Year '82:** Robert Moorhead (KIQQ) Chuck Tyler (B-94) Jeff McCartney (94-Q) Jim Richards (XTRA) Gregg Swedberg (WLOL-FM) Pete Thomson (KAJF) Steve Davis (WBBM-FM) Glenn Kalina (WCAU-FM) Chris Thomas (Z-93) Patti Hamilton (79-Q)
- Major Market Air Personality Of The Year '82:** Tac Hammer (WLOL-FM) Bruce Vidal (KHS-FM) Jim Elliott/Scott Woodside (Q107) Howard Stern (WNBC) Steve Dahl/Gary Meier (WLS-FM) Gary McKee (94-Q) Jack Armstrong (KFRC) Steve McCoy (Z-93) Terry Young (WCAU-FM) Gary Spears (WBBM-FM)
- Large Market Radio Station Of The Year '82:** KBEQ (Kansas City) WKTJ (Milwaukee) KZZP (Phoenix) ROCK-102 (Buffalo) WTIC-FM (Hartford) 92-X (Columbus) WPHD-FM (Buffalo) WKRQ (Cincinnati) Y100 (Miami) WNYS (Buffalo)
- Large Market Program Director Of The Year '82:** Harv Moore (WPHD-FM) Dallas Cole (WKTJ) Joe Nasty (KTFM) Robert Wood (ROCK-102) John Shomby (B-97) Steve Goldstein (WTIC-FM) Ray St. James (WNYS) C.C. Matthews (WKS) Bob Mitchell (WTIX) Charlie Brown (KUBE)
- Large Market Music Director Of The Year '82:** Jerry Lousteau (B-97) John Conrad (KBEQ) John Piccillo (WPHD-FM) Teri Nutter (92-X) Steve Goddard (KZZP) Collen Cassidy (Y100) Gary Franklin (WTIX) Danny Clayton (WKTJ) Chaz Kelley (KOPA) P.J. Fox (WNYS)
- Large Market Air Personality Of The Year '82:** Nick Bazoo (B-97) Roger Christian (ROCK-102) Scott Shannon/Cleveland Wheeler (Q105) Jonathan Brandmeier (KZZP-FM) Kid Curry (KISA) Harv Moore/Robert Taylor (WPHD-FM) Tramonte Watts (Q105) Ken Cooper (B-97) Robert W. Walker (Y100) Dancin' Danny Wright (KNBC)
- Medium Market Radio Station Of The Year '82:** KXX106 (Birmingham) WBCY (Charlotte) WMC-FM (Memphis) KRQ-FM (Lucas) WDCG (Durham) Y103 (Jacksonville) BJ105 (Orlando) PRO-FM (Providence) WNVZ (Norfolk) WHFM (Rochester) WFLY (Albany) WRVQ (Richmond)
- Medium Market Program Director Of The Year '82:** Randy Kabrich (WDCG) Steve Kelly (WNVZ) Todd Chase (BJ105) Kevin McCarthy (KXX106) Gary Mitchell (BJ105) Guy Zapoleon (KRQ-FM) Gary Wall (WMC-FM) Tom Cuddy (PRO-FM) Dan Martin (WTRY) Robert John (Y103) Curt Hansen (KC101) Billy Manders (KSEF)
- Medium Market Music Director Of The Year '82:** Terry Long (BJ105) Danny Lyons (KC101) Bryan Sargent (KX104) Jim Payne (WRVQ) Dave Scott (Y103) Dave Duquesne (KOFM) Bill Cahill (WTRY) Mark Preston (KSEF) John Van Pelt (WDCG) Ed Volkman (KHEF) Marc Cronin (WHFM) Jack Lawrence (WFLY)
- Medium Market Air Personality Of The Year '82:** Jeff Warren (KXX106) John Boy (WBCY) Jeff Morgan (WRVQ) Tom Scott (KXX106) Robert Murphy (WAYS) Marc Mitchell (WDCG) T.J. Stevens (WNVZ) Bobby Cook (KX104) Barry Michaels (BJ105) Rocky Jones (KXX106) Steve Conley (WMC-FM) Mike Waite (BJ105)
- Secondary Market Radio Station Of The Year '82:** WCSC (Charleston) WANS-FM (Greenville) WBBQ (Augusta) KITE (Corpus Christi) WDOQ-FM (Daytona Beach) WZYQ (Frederick) Z102 (Savannah) WSEZ (Winston-Salem) WQEN (Gadsden) WPST (Trenton) WKRZ-FM (Wilkes Barre) Q106 (York)
- Secondary Market Program Director Of The Year '82:** Mark Driscoll (KHE) Roger Gaither (WQEN) Jim Rising (WKRZ-FM) Bill McCown (WANS-FM) J.J. Randolph (WYCR) Larry O'Neal (Q101) Rick Knight (WDOQ-FM) Kirk Cliatt (WQID) J.D. North (WAEV) Russ Brown (WXLK) Ray Williams (Z102) Al Brock (FM99)
- Secondary Market Music Director Of The Year '82:** J.P. Hunter (WSGF) Mark St. John (WHHY-FM) Neil Harrison (KZZB) Leo Davis (WQEN) David Lee Michaels (WXLK) Gary Adkins (WOKI) Chuck McCartney (Q101) Randi Sommers (Z102) Rod Metts (WANS-FM) Jim Martin (WCIR) Brian Phillips (WGLE) Scott Griffith (G100)
- Secondary Market Air Personality Of The Year '82:** Kemosabi Joe (WZYQ) Ralph Carroll (WQ11) Bob Raleigh (WCGO) Dick Phillips (WEVA) Alan DuPriest (WFOX) Shannon West (WJAD) Bill Matthews (WKZ) Jack Norris (FM99) Mark Thompson (WHHY-FM) Henry Kaye (WKCZ) Kris Van Dyke (WKMX) Bryan Conners (WFFD) Dave Bupp (WOYK)

Final Nominees for the Record Industry '82:

- Record Company Of The Year '82:** (Corporate) Atlantic...Polygram...Capitol...Columbia...Elektra... Epic...MCA...Warner Brothers...Atco...Portrait
- Record Company Of The Year '82:** (Independent) Arista...Geffen...Chrysalis...Island...Motown...Solar...Scotti Brothers...Millennium...Full Moon...Total Experience
- Record Company President Of The Year '82:** (Corporate) Jim Mazza (EMI Liberty) Bob Siner (MCA) Walter Yetnikoff (CBS) Doug Morris (Atlantic) Don Zimmerman (Capitol) Dick Asher (Columbia) Guenter Hensler (Polygram)
- Record Company President Of The Year '82:** (Independent) Gil Friesen (A&M) Jay Lasker (Motown) Irv Biegel (Boardwalk) Ed Rosenblatt (Geffen) Sal LiCata (Chrysalis) Al Coury (Network) Johnny Musso (Scotti Brothers) Danny Bramson (Backstreet) Jerry Greenberg (Mirage) Ron Goldstein (Island)
- Record Company Executive Of The Year '82:** (Corporate) Bruce Lundvall (Elektra) Don Dempsey (Epic) Lenny Waronker (Warner Brothers) Rupert Perry (EMI Liberty) Al Teller (Columbia) Reen Nalli (Atco) Jack Kiernan (Polygram) Tunc Erim (Atlantic) Bob Sherwood (Columbia) Mel Posner (Asylum) Al Bergamo (MCA)
- Record Company Executive Of The Year '82:** (Independent) Harold Childs (A&M) Bruce Bird (Boardwalk) Neil Portnow (Arista) Herb Corsack (Island) Dino Barbis (Backstreet) Dick Kline (Radio) Joe Kolsky (Prelude) Mike Sullivan (Kat Family) Carol Peters (Pasha) Bob Greenberg (Mirage)
- Vice-President Of Promotion Of The Year '82:** (Corporate) Vince Faraci (Atlantic) Jerry Sharell (Elektra) Frank DiLeo (Epic) Dick Williams (EMI Liberty) Bob Edson (Polygram) David Urso (Asylum) Pat Pipolo (MCA) Ray Anderson (Columbia) Howard Rosen (Warner Brothers)
- Vice-President Of Promotion Of The Year '82:** (Independent) Richard Palmese (Arista) John Barbis (Geffen) Jack Forsythe (Chrysalis) Michael Abramson (Island) Skip Miller (Motown) Nick Testa (Scotti Brothers) John Schoenberger (Radio) Doug King (Townhouse) Kevin Keogh (Alla) Joey Bonner (Prelude)
- National Promotion Director Of The Year '82:** (Corporate) Steve Meyer (Capitol) Bill Cataldo (Polygram) Walter Winnick (Epic) George Chaltas (Columbia) Jack Satter (EMI) Scotty Regan (Atco) Stewart Cohen (Warner Brothers) Andrea Ganis (Atlantic) Sheila Chlanda (Columbia) Bob Feineigle (Portrait)
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- National Promotion Executive Of The Year '82:** (Corporate) Joe Grossman (Polygram) Mike Martucci (Columbia) Shelly Green (EMI) Burt Stein (Elektra) Sandi Lifson (MCA) Lisa Velasquez (Atlantic) Marc Ratner (Warner Brothers) Bill Bennett (Epic) Mona Moore (Elektra) Sue Emmer (Warner Brothers)
- National Promotion Executive Of The Year '82:** (Independent) Mike Bone (Arista) Rick Stone (A&M) Arthur Promoff (Geffen) Jason Minkler (Network) Fred Scotti (Scotti Brothers) Lana Dengrove (Arista) Robin Henkin (Geffen) Rick Bisceglia (Arista) Tommy Teague (Network) Robyn Kravitz (Arista)
- Northern Regional/Local Promotion Executive Of The Year '82:** (Corporate) Mike Lessner (Capitol) Phil Quarataro (RCA) Ritch Bloom (Columbia) Bob McKenzie (Polygram) Rick Alden (Elektra) Ron Gregory (Warner Brothers) Frank Sciarra (Atlantic) Bobbi Silver (RCA) Tommy Schoberg (EMI) Larry Van Druff (RCA) Don Masters (Polygram) Danny Lyons (Capitol) Gerry Thompson (Epic) Frank Falise (MCA) Sal Ingeme (Columbia) Tony Chalmers (Capitol) David Leach (Polygram) Sammy Vargas (MCA) Arthur Field (Capitol) Herb Gordon (Columbia) Biff Kennedy (Epic) Stan Foreman (Capitol) Bob Brady (Elektra) Rich Tamburro (EMI)
- Northern Regional/Local Promotion Executive Of The Year '82:** (Independent) Mac King (Arista) Chuck Oliner (Chrysalis) Al Cafaro (A&M) Jeff Backer (Arista) Dick Bozzi (A&M) Robert Nesbitt (Chrysalis) Tom Moran (Arista) Mel Zulker (A&M) Gregg Feldman (Arista) Peter Waysny (A&M)
- Southern Regional/Local Promotion Executive Of The Year '82:** (Corporate) Danny Davenport (Warner Brothers) Ed Mascola (RCA) Geno Rumble (Capitol) Robbie Vogt (RCA) Bob Alou (EMI) Wade Conklin (Polygram) Larry King (Atlantic) Mike Steele (Capitol) Chuck Jones (Elektra) Frank Turner (MCA) Alan Orem (Columbia) Terry Lawson (EMI) Jerry Goodman (Elektra) Butch Waugh (RCA) Jay McDaniels (MCA) David St. John (Polygram) Tom Chaltas (Columbia) Rhett Walker (Elektra) Michael Conway (Epic) Eric McDonald (Atlantic) Tim Burruss (Columbia) James Bishop (Capitol) Stan Gleason (EMI) George Luthin (Polygram)
- Southern Regional/Local Promotion Executive Of The Year '82:** (Independent) Bill Lemmons (Arista) Geary Tanner (A&M) Wayne Fogel (Motown) June Colbert (Arista) Paul Crowley (A&M) Louie Newman (Chrysalis) Rich Patchter (A&M) Joanie Lawrence (Arista) Jeff Hackett (Chrysalis) Dave Prescott (Arista)
- Independent Promotion Executive Of The Year '82:** Gary Bird...Fred DiSipio...Jim Davenport... Jerry Meyers...Ernie Phillips...Joe Isgro...Jonas Cash...Juggy Gales...Merv Pilgrim...Mel DeLatte...Don Anti...Bly/Hakim...Paul Gallis...Moe Preskell...Don Graham...Bobby Hurt...Lavinthal/Beer...Chuck Dembrak...Tom Gerardi...Barry Resnick...Dave Carrico...Howie Goodman...Sally/Billy Jerome...Perry Stevens
- Record Distributor Of The Year '82:** (Corporate) CBS (Washington) Polygram (Atlanta) CBS (New York City) RCA (Atlanta) MCA (Baltimore) CBS (Atlanta) RCA (Washington) Capitol/EMI (Atlanta) RCA (Philadelphia) Capitol/EMI (Washington)
- Record Distributor Of The Year '82:** (Independent) Schwartz Brothers (Philadelphia) Malverne (New York City) Progress (Cleveland) Schwartz Brothers (Charlotte) Big State (Dallas) BIB (Charlotte) Alpha (New York City) M.S. Dist. (Chicago) Tone (Hialeah) Universal (Philadelphia)

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Masters Of Ceremonies



KENT BURKHART



GEORGE WILLIAMS

This Week In Music History

DAN FORMENTO

Birthday Boy Billy Joel

MONDAY, MAY 9 — "I knew from the time I was 14, when I started being a professional musician . . . that I was not going to live an ordinary life." For Billy Joel (born May, 1947), in the Bronx, New York), the teenage prophecy has been fulfilled . . . and then some! A multi-platinum, Grammy Award-winning album "The Stranger" in 1977, and three hit singles lifted from it, set Billy on a non-stop roller coaster ride to riches and fame. "I never set out to become a star. I set out to become a songwriter and a musician, and it ended up being 'Billy Joel!' I think it's kinda funny."

EXTRA FACTS: The Who first perform "Tommy," 1969 . . . Beatles sign with EMI, in 1962.

Stones' Day In Court

TUESDAY, MAY 10 — "Three chairs, no waiting," might have been the cry of the magistrate on May 10, 1967, when Rolling Stones Mick Jagger, Keith Richards, and Brian Jones were all in court defending themselves in separate drug-related cases. While in one part of the town Mick and Keith answered charges of possession of marijuana and hashish found during a raid of Richard's home in Redlands, Jones, in another part of London, was playing host to warrant-wielding narcs at his flat, searching (successfully) for similar substances. All three were released on bail.

Cancer Takes Bob Marley

WEDNESDAY, MAY 11 — Jamaican reggae stylist Bob Marley died in his sleep in Cedars of Lebanon Hospital in Miami on May 11, 1981, 40 hours after doctors began a hopeless battle to treat highly advanced cancer in his lungs, liver, and brain. A folk hero, a preacher, and humanitarian, Marley's power among his followers was tragically underscored in 1976 when a bullet from a would-be assassin's gun nearly found its mark several days before a scheduled Bob Marley benefit concert for Prime Minister Michael Manley. Marley died at age 36.

EXTRA FACTS: Eric Burdon (the Animals) born in 1941.

Steve Winwood Born

THURSDAY, MAY 12 — Steve Winwood's soft-spoken manner in conversation adds to the mystery of this multi-talented musician whose voice-in-song blends the rock power of Paul Rogers with the soul of Ray Charles. Born May 12, 1948, Steve's unique vocal style (from his teenage days with the Spencer Davis Group, to fronting the legendary Traffic and Blind Faith) has at times overshadowed his considerable gifts as a songwriter, which many people are discovering now that his solo career is reawakened with a successful 1980 album "Arc Of A Diver." Steve's most recent role has been as producer for longtime friend and Traffic cronic Jim Capaldi.

EXTRA FACTS: Mick Jagger married Bianca in St. Tropez, 1971 . . . Frank Sinatra stars in "Welcome Home, Elvis" TV special, 1960.

You Say Yes, I Say No

FRIDAY, MAY 13 — At the top of the "You Know You've Made It When . . ." list goes this item from May 13, 1968, when the Beatles refused an invitation to perform for Her Majesty the Queen. The Liverpool boys, whose records had provided Britain with her biggest export product of the decade, had stopped touring completely by '68, and not even a royally-engraved invitation would change their minds. As Ringo explained, "It's better to say no to all than yes to one and no to 99 others."

EXTRA FACTS: Peter Gabriel and Stevie Wonder both turn 33.

Music On TV

Guests on a "Country Gold" edition of "Solid Gold" the week of May 6 are Alabama, the Bellamy Bros., Crystal Gayle, Roger Miller, Michael Murphey, Eddie Rabbitt, Jerry Reed, Dottie West, and Tammy Wynette . . . Stevie Wonder will be hosting "Saturday Night Live" May 7, and will perform as well . . . "Rock 'N' Roll Tonite" features Night Ranger, Ultravox, and a jam with John Mayall and Al Kooper the weekend of May 7 . . . Bow Wow Wow and the Thompson Twins are on "American Bandstand" May 7 . . . Ozzy Osbourne is MTV's concert attraction May 7, while Eddie Money is interviewed May 8 . . . USA Cable's "Hot Spots" features the Little Girls May 9.

May 9 marks the 18th annual "Academy Of Country Music Awards" telecast over NBC, with hosts Jerry Reed, John Schneider and Tammy Wynette (all of whom perform as well). Other performers include Alabama, David Frizzell, Lee Greenwood, Willie Nelson, T.G. Sheppard, Sylvia, Dottie West, and Shelly West. Presenters include Chet Atkins, the Bellamy Bros., Barbi Benton, Rosanne Cash, Janie Fricke, Larry Gatlin & the Gatlin Bros., Bobbie Gentry, Emmylou Harris, Sonny James, Johnny Lee, Barbara Mandrell, the Osmond Bros., Helen Reddy, Ricky Skaggs, and Mel Tillis . . . Mick Jagger's starring role in the fairy tale "The Nightingale" begins over

Showtime May 10. Meanwhile, Ringo Starr will be playing a fashion designer in NBC's "Princess Daisy" miniseries . . . Showtime presents a Crosby, Stills & Nash concert

starting May 11, with a Westwood One simulcast . . . MTV has been named official TV information network for the "US '83" Festival, with up to 14 segments a day.

Riva Contracts Ryder



Riva/PolyGram has signed Mitch Ryder, with a John Cougar-coproduced LP, "Never Kick A Sleeping Dog," set for June release. Pictured (l-r first row) are Riva President Bob Davis, Ryder, Gaff/Riva Chairman Billy Gaff and Riva VP Russ Shaw; (l-r second row) PolyGram Sr. VP Russ Regan, attorney Jeff Feiger, PolyGram's Jeff Laufer, and PolyGram VP Len Epan; (l-r third row) PolyGram VP Jeff Sydney, and PolyGram's Bill Cataldo and Drew Murray; (l-r fourth row) PolyGram Distribution VP Bill Follett, PolyGram Dist.'s Kenny Hamlin, and PolyGram VP Emiel Petrone.

Pleasure With Payne



Singer/songwriter Harold Payne, who cowrote the title track of the Temptations' latest album, "Surface Thrills," recently performed at "At My Place" in Santa Monica, CA. Pictured after the show (l-r) are group's Oliver Brown, Payne, Motown's Bob Jones, Larry Payne, group's Clydene Jackson, and an unidentified bystander.

Atlantic Flocks To Flack



Atlantic's Roberta Flack recently played Carnegie Hall in New York, and was congratulated backstage by top label executives. Pictured (l-r) are Atlantic VP Noreen Woods, Flack, and Atlantic Chairman Ahmet Ertegun.

Junior Set For June



Mercury/PolyGram artist Junior just completed his second LP, "Inside Looking Out," for June release. Pictured in the studio are (l-r) producer Bob Carter, Junior, and engineer Mike Barbiero.



5 YEARS AGO TODAY

- PULSE QUILTS RADIO RATINGS FIELD
- WALLY CLARK NAMED VP AT LIN BROADCASTING
- NUMBER ONE FIVE YEARS AGO: "With A Little Luck" — Wings (Capitol)
- NUMBER ONE A/C: "The Closer I Get To You" — Flack & Hathaway (Atlantic) (2nd week)
- NUMBER ONE COUNTRY: "It's All Wrong But It's All Right" — Dolly Parton (RCA) (2nd week)
- NUMBER ONE LP: "Earth" — Jefferson Starship (Grunt/RCA) (6th week)



JEFF GELB

AOR Embraces Black Rock

For years now, critics of AOR radio have lambasted the format for its seeming reticence to play black music. AOR programmers have always responded that good rock songs would be played regardless of the color of their performers. And, after all, the format has its long-term love affair with Jimi Hendrix to offer as proof of that philosophy.

In the past few months, a significant breakthrough seems to have occurred, demonstrated by the AOR success of two artists normally more associated with hits on Black and CHR-formatted radio than AOR: Prince and Michael Jackson. On last week's AOR album and tracks charts, both artists were still gaining positions and reporting stations. Over a third of all reporting AOR stations are now playing at least one of these two acts, with half of those stations playing both. Why the change in attitude — or is it a change in attitude? And what does this mean for the future of AOR radio? To find out, I checked in with AOR programmers who are (and some who aren't) playing black rock.

Artistic Considerations

The story begins, however, by examining the records in question. Michael Jackson achieved his first-ever AOR chart position with "Beat It," a song that includes a guitar solo by Eddie Van Halen from Van Halen. According to Jackson's manager, Ron Weisner, this talent combination was no accident. "Michael is probably the front-runner of crossover artists," Weisner stated. "This represented another direction he wanted to go in. It was definitely a conscious decision on his part. Eddie jumped at the chance to work with Michael, and Eddie was wonderful. He was eager to help make the record special."

On the other hand, Bob Cavallo, of Cavallo, Ruffalo and Fagnoli Management, which handles Prince, said, "The record was not an attempt on his part to 'get to' AOR radio. He's always had rock and roll on his albums. I just think that, as his popularity grew, it became natural for AOR to take a closer look at his records. He just did what came naturally to him, and it was more universal than people might have realized at first."

In The Beginning

Epic National AOR Promotion Director Bill Bennett recalled, "When we first heard Michael's album, 'Beat It' came on and Harvey Leeds and I looked at each other and had the same thought: it was such a great song that it at least deserved AOR's consideration. We didn't shove it down anyone's throat; we just alerted them that it was on the record. It didn't surprise me that AOR ran with the song, because I recalled that Michael's last album, 'Off the Wall,' was

"A hit is a hit, and if a large consensus of people want to hear it, then the hell with the negatives."

— Chip Hobart

probably the most requested record from programmers for their personal collections. So I figured they would at least give the new album a listen. Its success has already opened the door for Eddy Grant, and it probably opened the door for Prince as well."

Steppin' Out

Bennett credited WHCN/Hartford and KTXQ/Dallas as being among the very first AORs in the country to step out on Jackson's "Beat It." At WHCN, MD Bob Bittens recalled, "What made us go on the record out of the box was Eddie Van Halen's presence. What made us stay on it was the overwhelmingly positive audience reaction. After just a few days of airplay, we got request calls that mentioned Iron Maiden and Michael Jackson in the same breath, from your typical 17-year-old male earthdog type. Sure, we were nervous with it at first, and we did start out by preselling it with Eddie Van Halen's name. But it didn't matter after three or four days; we were getting so many requests for it."

"The fact that we had such great success with Jackson made us much more confident to try Prince's song. And Prince's success made it easier to try Eddy Grant — it gets easier all the time."

KTXQ, which added Jackson's cut out of the box, had not yet added Prince. MD Drake Hall explained, "KEGL was on it and dropped it for some reason, so without the support of any of the CHRs, we felt it wasn't a real bright move to play that one by ourselves. Jackson, on the other hand, we added first in the market. Then, everybody else in town followed suit. 'Beat It' was an undeniably great record; if the guy was green it wouldn't have mattered. Color barriers are only problems in the minds of 'too-hip' programmers."

Promoting Prince

WB experienced surprisingly few color barriers in promoting Prince's '1999' album to AOR. National AOR Promotion Coordinator Kenny Puvogel recalled, "The record was released in October, and we got some immediate AOR airplay on the '1999' track. After the Abrams convention, when everyone started to expose new music, we figured we had some of the best new music to offer with Prince. When some of the hottest AORs gave 'Little Red Corvette' a try, we knew we had an AOR record. Certainly MTV's exposure of '1999' helped establish the record as well."

Sound Reasoning

WSCY/Syracuse PD Bernie Kimble agreed that MTV made his job easier, stating, "I think MTV helped to remove any stigma against playing these artists. Of course, if the songs weren't good to begin with, it wouldn't matter how good the



"Color barriers are only problems in the minds of 'too-hip' programmers." — Drake Hall

"Controversy creates street talk, and that can only be good for us." — Randy Raley

videos were. In this case, they were great songs with great videos, so they helped each other."

He also gave credit to outside assistance in his decision-making process: "This shows the beauty of the consultant arrangement. We had lots of calls on Michael Jackson. But there are some records I just can't call, and it helps to have someone else to check with. So I called our consultant, Lee Michaels, and he told me there'd be no problem playing it, based on response he'd seen at other consulted stations."

KYYS/Kansas City MD Randy Raley listed audience response as a key reason for adding both records, explaining, "Controversy creates street talk, and that can only be healthy for us. And I think the educated music listener now isn't color-conscious, so long as the music is good. Also, no other station in town is playing the Prince record. So this is a great opportunity for us to grab a captive audience. There have been some negative calls, but both Prince and Jackson get oodles of requests, and our research shows they're coming through."

"If a song doesn't fit a station's sound, it shouldn't get played."

— Jeff Sattler

WCKN/Greenville MD Gary Jackson listed competitive reasons for adding the records: "Our station lies between CHR and traditional AOR in terms of music choices; before we were here, there was no AOR in the market, so we have to stick to records our audience will recognize. So, for us, adding records like those was not as big a deal as it may have been for others. However, there was some concern about adding the Prince song, 'Corvette.' We did get a few negative calls on it at first, but since the first two or three days, it seems to have been completely accepted."

WPLJ/New York MD Lisa Tonacci said, "Michael Jackson's song was testing well for another ABC station, so we decided to test it and see what we got, and it was extremely positive. Prince was added untested, and there were some mixed reactions to it, probably because it was already a CHR hit. It's an experiment for us, but it's in a light rotation, so I can't see it doing us any harm."

Tonacci pointed out a possible problem for adding black music to AOR playlists: research blind spots. As she explained, "If you were to test some of these songs in a focus group, young males would probably not admit to liking them. But they may like them if they don't know who the artists are."

Across the street at WAPP, MD Chip Hobart reported, "'Beat It' was too big of a hit in New York to ignore. I've probably had more complaints about 'So Wrong' by Patrick Simmons as a disco dance song than 'Beat It.' We're still testing Prince and may well go for it."

"I think the whole music scene is changing. A hit is a hit, and if a large consensus of people want to hear it, then the hell with the negatives. Of course, you still certainly have to be aware of the boundaries of your station imagewise, but more than ever, it's become a song-by-song decision."

KBPI/Denver PD Phil Strider recalled, "We went on Jackson out of the box because it was just so good. The style and texture of the song was in the direction of modern rock, so it fit in well (a lot of the modern rock cuts have R&B tinges to them). We did it with a little trepidation; we first announced it as 'Michael Jackson with Eddie Van Halen and the guys from Toto,' to cushion the blow a bit. But we got no negatives, and it's been one of our best-testing songs. In fact, now it's on every station in the market and we can't get rid of it! Prince was slightly different; we didn't go on it as quickly, letting the CHRs go first on it. But, based on its sales, the requests we were getting, and the song's sound, we added it. So far, we've had no problems with it."

Image Problems

Of course, not every AOR is playing black rock. KRQR/San Francisco Assistant PD Jon Russell said, "There's no denying that they're great records. Our reasons for not playing them, however, are very basic: in our competitive situation in the Bay Area, we have worked to develop the image of a straight-ahead rocker. At this point, their image and the sound of their records doesn't fit with the bulk of what we play. If there were only two stations here, we might be able to afford to be broader-based."

WLUP/Chicago PD Greg Solk presented a similar viewpoint, stating, "They're great records. But Michael Jackson's is getting played on almost every radio station in town, so there's no need for us to play it; we're the alternative radio station. If only a couple were playing it, I definitely would be playing it too. Of the Chicago rockers, only WXRT is playing Prince right now, but he's an artist we have to be careful with. We have an anti-dance music image, thanks to Steve Dahl's stay here, and we're trying to turn that image around. But it's a slow process, and one which can't be done drastically to be successful. It's all timing; by the time Prince records again, we may well be able to play him."

KDKB/Phoenix PD Jeff Sattler offered, "Most of the music blacks make right now has a sound that doesn't fit on AOR stations, just as the Urban stations don't play Bob

Continued on Page 32

Reach the Beach



THE NEW RELEASE BY

the FIXX

Produced by RUPERT HINE

Key Cuts:

"SAVED BY ZERO" (The First Single) AND **"OUTSIDE"**

Look for the **"SAVED BY ZERO"** VIDEO ON MTV starting May 4

...And Join Over 250,000 people who will see **the FIXX** this spring and summer on Tour!

On the New **MCA RECORDS**

Black Rock

Continued from Page 30

Seeger, ZZ Top or Def Leppard. If a song doesn't fit a station's sound, it shouldn't get played. A station's sound depends on the position it holds at a point in time, which can vary from month to month depending on the competitive situation. We played Michael Jackson's 'Beat It,' but we're not playing Prince's 'Little Red Corvette.' It was our decision that Michael fits and Prince doesn't — for now. Our position may change in the future. If it does, and Prince fits, we'll play him. We're all open-minded enough to evaluate music on its own merit, not because it is or isn't by a black artist."

KBPI's Phil Strider countered, "People listen to songs. And, while I wouldn't dare put the Barry Manilow pseudo-rock song on, or an Olivia Newton-John cut, I don't think Prince has an image problem. Before this album came out, I don't think most AOR listeners knew who Prince was. They care about the songs, not the people singing them."

The Motown Legacy

"Besides," Phil pointed out, "there are so many Motown remakes out now, I don't see how people could get frightened away by a person's color. If they're playing 'You Can't Hurry Love,' what difference does it make if the artist is white or black?"

KYYS/Kansas City MD Randy Raley also mentioned Motown. "Back when I was growing up in the '60s," he recalled, "it didn't matter what color someone was. You'd hear the Beach Boys back-to-back with the Temptations. And I think we're getting back to that. That, to me, is fine. Maybe we should play some old Motown now, because the people listening to AOR now grew up with that."

Why has black rock taken so long to develop on AOR radio? Raley guessed, "It just wasn't the right time. People's attitudes had to be nurtured and matured so they'd accept it. Now, with AOR embracing great songs by acts like Madness, Eddy Grant, and Peter Tosh, rhythmic syncopation in songs is no longer anathema to AOR."

Drake Hall had another viewpoint: "Some of the narrow-minded thinking of the past seems to be falling by the wayside, thank God. Now, if it's in the grooves, it's on the air."

AOR Reporter Profile

KNCN/Corpus Christi
3817 S. Alameda
Corpus Christi, TX 78411
(512) 855-4641

Owner:
Tippie Communications, Inc.
GM: Dick Delaney
PD: Bob Fazio
MD: Mando Camina

101
100,000 watts

"KNCN is known as the innovative radio station of the coastal bend. Our philosophy is to take calculated risks in an area not known for acceptance of new ideas. We are now a major source of information for our community, tied in with concerts, beach events, local music, and community affairs. Our success can be attributed to dedication, gut feeling, and willingness to succeed.

"KNCN's musical approach has been to keep it simple, honest, and aware of music's direction. The music mix presents the best of the new while not forgetting our roots. We keep abreast of activities in other markets, but the core of our decisions comes from our own local research. We do not follow trends, we set them for our city. Our programming success reflects the growth and attitude of Corpus Christi. The city is happening and so is KNCN."

— Bob Fazio and Mando Camina



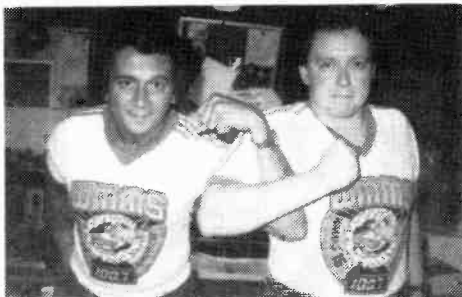
GARBAGE ROCK — Those who say there's too much garbage on the radio these days may be right, at least in reference to a recent promotion held by WHCN/Hartford. The station asked listeners to send letters telling what they did for a living, with the morning show team offering to pick one letter and switch jobs for a day with the winner. That happened to be a garbage collector, so the morning crew's Paul Harris (left) and Gary Lee Horn (right) hauled trash for a few hours, and the next day, helped two refuse collectors play guest dj on WHCN.



QUIET RIOT AT KLOS — Pasha/CBS's Quiet Riot were recent interview guests at KLOS. Pictured with the band's Rudy Sarzo (left) and Kevin DuBrow (right) is the station's Joe Benson (center).



JUKEBOX JURY — EON-FM/Melbourne awarded a 1956 jukebox stocked with hits by Foreigner and other bands in a promotion held in conjunction with Foreigner's greatest hits album. Pictured with the winner are EON FM's breakfast duo John Peters (left) and Ian Meldrum (right).



WMMS CELEBRATES 15TH — WMMS/Cleveland's commemorating its fifteenth AOR anniversary with a new buzzard-embazoned T-shirt, here being modeled by MD Kid Leo (left) and PD John Gorman (right), who appear ready to take on all competitors for another 15 years at least!



HANDLE WITH CARE — WKLS/Atlanta morning team Bearman (left) and Mitchell (right) asked listeners to send them decorated raw Easter eggs, with the duo picking from eggs received intact through the mail to find a design they particularly liked. The winning design's artist was awarded a \$1000 stereo system.

EVOLUTION

KZQZ/San Luis Obispo switches to CHR from AOR and PD Joe Collins exits . . . Bill Bogle takes on the PD post (as well as MD) for WECM/Claremont . . . Ben Smith reclaims the MD job at WEZX/Scranton . . . Bill Hergenson exits mornings at KGB/San Diego and Sue Delaney joins for that shift from competing 91X . . . Tom Couch is appointed Production Director at WCOZ/Boston . . . Jim Pemberton joins WLLZ/Detroit as Asst. PD from KBOS/Tulare . . . Brian Patrick joins WKZL/Winston-Salem from WSNY/Columbus for nights . . . Tim Gannon is new to KEZO/Omaha from KAWY/Casper for late-nights . . . Matt Effen joins KFMQ/Lincoln for middays . . . KDUK-AM & FM/Honolulu switches call letters to KPOI-AM & FM.



CATTIN' AROUND — KATT/Oklahoma City jocks greeted EMI America's Stray Cats with commemorative Cats/KATT leather tour jackets. Pictured at the presentation (l-r) are KATT jock Warren Williams, the band's Brian Setzer, morning jock Shelly Dunn, band's Slim Jim Phantom and Lee Rocker, and the KATT mascot.

UPDATE

When Styx had to postpone a Chicago concert due to technical problems, the band's management called on WMET to help publicize the manner in which a free Styx album will be handed out to everyone who was in the audience the night the show was cancelled . . . He's older than we thought: in our recent WMMR/Philadelphia retrospective, we mentioned Michael Tearson's 11-year-stay with the station. Michael called to say he's actually been with WMMR for 13 years . . . Eagle-eyed AOR fans can spot a KOMP/Las Vegas bumper sticker on Billy Idol's guitar in the "White Wedding" video . . . Y95/Rockford tied in with Capitol and Thomas Dolby's "She Blinded Me With Science" track for a drawing whose winner received a home computer and programming courses . . .

KGON/Portland was spotlighted in a recent 60-minute simulcast TV show that included rock videos and interviews with station jocks . . . WMMS/Cleveland is handing out "Hot Buttons" that attach to car radios for at-a-glance convenience in tuning in the station . . . WQDR/Raleigh raised over \$4000 for the national Multiple Sclerosis Society in a rock auction of items that included John Cougar's leather jacket and a guitar from ZZ Top's Billy Gibbons . . . KZEW/Dallas's "Zooworld" lifestyle fair gathered around 400,000 to its three days of activities . . . KZEW is one of the many AOR's currently setting up promotions to send winning listeners to the US Festival. WPLR/New Haven's drawing sends one winner to the festival and awards another a Harley Davidson motorcycle . . . KMJX's petition drive to bring Styx to Little Rock collected 11,000 signatures and an okay from the band for a show . . . WQXM/Tampa asked listeners to count the number of songs the station played on a recent commercial-free Sunday, awarding a correct respondent with \$1000 . . . Speaking of special Sunday programming, WLWQ/Columbus is experiencing great ratings success with "Psychedelic Sunday," a weekly three-hour oldies and information show hosted by Russell Carey, who showcases rarities and often interviews featured rock artists . . . WKLS/Atlanta gathered the

crowds for a taping of the Greg Kihn Band, which will be used as a TV commercial for Mello Yello soft drink.

CONCERTS & CONVERSATIONS

Presentations: Wall of Voodoo for \$5.92 by WMAD/Madison . . . Single Bullet Theory for \$1.01 by DC101/Washington.

Broadcasts: Robert Hazard on WAAF/Worcester.

CONVERSATIONS: Patrick Simmons on WZIR/Buffalo, WEZX/Scranton . . . Tubes on KTIM/San Rafael, WAAF/Worcester . . . Triumph on KLAQ/EI Paso, KNKN/Corpus Christi . . . Tim Leary on WIMZ/Knoxville . . . Def Leppard on KGON/Portland, KZOK/Seattle, KKCI/Kansas City . . . Robert Hazard on WDVE/Pittsburgh . . . Outlaws on WMAD/Madison . . . Scandal, Patrick Simmons on WBAB/Long Island . . . John Hall, Martin Briley on WCPZ/Sandusky . . . John Prime, Dirt Band, Leo Kottke on KMTN/Jackson Hole . . . Thomas Dolby, Marianne Faithfull, Inxs, ZZ Top on Q107/Toronto . . . Pete Shelley on WMMR/Philadelphia . . . Modern English on KFMG/Albuquerque . . . Jon Butcher Axis on WZZO/Allentown . . . Leslie West on WXKE/Ft. Wayne . . . Kix, Robert Hazard, Inxs on WXCS/Hagerstown . . . Duke Jupiter on WMJQ/Rochester . . . Zebra, Greg Kihn on WPDH/Poughkeepsie . . . Martin Briley, Def Leppard on KILQ/Colorado Springs . . . Inxs on WILS/Lansing . . . Jon Butcher Axis, Divinyls on WTPA/Harrisburg . . . Martin Briley, Robert Hazard, Joan Rivers, Pete Shelley, Alex Call on WDMA/North Jersey.

The Music Section

EXPANDED & UP TO DATE

AOR's Most Accurate
Music Information

Station Listings . . . See Page 50
Hot Tracks & 25+ Chart . . . See Page 67

Crosby, Stills & Nash

IN CONCERT
ON SHOWTIME



WEDNESDAY, MAY 11
CONCERT SIMULCAST

SHOWTIME and WESTWOOD ONE satellite radio network present CROSBY, STILLS & NASH IN CONCERT. Their first pay television concert special was taped at the Universal Amphitheatre and produced by Universal Pay TV. This two hour concert features 20 of their great hits and the unmistakable harmonies of CSN. With great musical specials like CROSBY, STILLS & NASH IN CONCERT it's no wonder... ALL EYES TURN FOR SHOWTIME.™

UNIVERSAL
PAY TELEVISION

W
WESTWOOD ONE

SHOWTIME 

Adult/ Contemporary



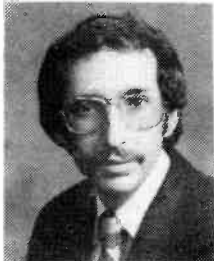
JEFF GREEN

Confronting Baseball Competition

As if AM full-service A/C stations don't have enough problems battling music FMs, pro baseball's return makes the challenge even harder for those AMers which do not broadcast the games. This week, veteran AM programmers Al Herskovitz and Steve Bell discuss how they try to maintain their adult audience during the baseball season.

Al Herskovitz, PD WIP/Philadelphia

WIP, which carries the NFL Eagles and NHL Flyers, knows the Phillies are a special team to Philadelphians. The station, which has been struggling 25-49 in the face of widening and improving A/C competition, has found that, unlike other Philadelphia clubs which waver in popularity according to their won-lost records, the Phillies command a large loyal following. So what does Al do? "My view is if you can't beat 'em, join 'em! The simple truth is you can't stop a tidal wave with your bare hands! I've known stations that've tried to ignore the reality of baseball, but it just doesn't work — especially in Philly, where the team's impact is so great."



Al Herskovitz

Coverage & Involvement

"We have a damn good sports department here at WIP, and if we were to do anything less than solid baseball coverage,

it would damage our credibility. We recognize there are many people who don't listen to the baseball broadcasts, and there are also those who listen to the game and then return to their favorite stations afterwards. So we really cover the Phillies, with plenty of game information and clubhouse interviews. We also get involved with the team promotionally. There are many occasions when the Phillies call on us to take part in pregame activities and community events they're involved in, including personal appearances. We also run contests and ticket giveaways revolving around them."

Nighttime Counterprogramming

When asked how he felt about promoting a team his station's not carrying, Al said, "From a programming perspective, the Phillies are part of this community just as we are, and the two can't ignore each other. By acknowledging their presence, I don't think we throw in the towel as far as programming against them. The fact is we've thought out that approach very carefully, and realizing baseball is a nighttime sport, we've responded with a nighttime telephone talk show."

"Now the market realities are as follows. There are two fulltime talk stations in this market. One, WCAU, drops its normal nighttime fare to carry the Phillies. That leaves only one talk competitor: WWDB. Meanwhile, there are numerous stations where you can find music at night. Philosophically, I'd rather go up against that one station than try to live with one of the slivers of the music audience, particularly considering we're AM. Now, we try to apply a unique angle to this talk show by giving the audience special guests on any given topic. Last night was a terrific example. The subject was sports violence and the move to ban boxing. Our talk host Michelle's guests were heavyweight champ Larry Holmes and former middleweight champ Jake 'Raging Bull' LaMotta — now that's exciting radio! Naturally, we promoted the show very heavily during the day. Now, I'm not saying programming like this will beat baseball, but we've really given listeners a good alternative."

As far as contests or promotions to lure listeners back after the game is concerned, Al said, "We promote the talk show during the day, but have never done anything specific to get listeners back after the game's over, mainly because by then it's pretty late. We've also had discussions with agents for top players regarding their own program, but it really doesn't work against the massive interest in the game itself."

Staying Important To The Team

Al doesn't see WIP in a battle for ad dollars that might go to the baseball station. "While baseball tends to balloon a station's ratings during the season, the advertising community is sophisticated enough to recognize this, and they don't judge a sta-



ALL IN GOOD TASTE — The queen of the Blue Palms Sewage Treatment Plant Salute, brandishing her royal plunger, stands up for sludge during the First Annual National Gross Parade assembled by WMAL/Washington's afternoon team of Trumbull & Core. Some 40,000 delighted spectators contributed over \$4000 to the YMCA as they watched a collection of zany bands and brigades march from northwest Washington into Georgetown. The float shown above won a prize for "Best Taste," while other entries included the Synchronized Precision Briefcase Drill Team and the 80th Airborne Doo Dah Division.

tion's overall effectiveness based on inflated numbers. Now, there are specialized buyers who only take sports, and there are those who are looking for some kind of sports association. But overall, I don't think the lost revenue is that significant. In fact, the Phillies themselves are good WIP advertisers! They use us, among other stations, for promoting ticket sales, so even the team itself recognizes we're important to them."

Steve Bell, PD KMBZ/Kansas City

KMBZ is in an unusual situation this year, having just given up its rights to the Royals after broadcasting their games for the past 14 seasons. Steve began by saying, "My philosophy is that to make counterprogramming baseball your top priority in itself is to incorrectly define your mission or goal. A lot depends on how close the format race is between your station and the one carrying the team. In our case, the station with baseball (KCMO) isn't in a direct format race with us because it's a News/Talk/Sports station."



Steve Bell

"Even if you're in a tight format battle against the baseball station, your job basically remains programming, as opposed to counterprogramming; i.e., doing the best programming, promotion and advertising you can come up with. However, there are counterprogramming measures you can take. For example, the baseball station will lose music audience 18-54 when the games are on, so the first thing you can do is advertise to let the public know they can get music from you. Secondly, you certainly want morning sports because the baseball fans need to get information about the game they didn't hear."

Pre/Postgame Counterprogramming

"A counterprogramming possibility you may wish to consider revolves around the baseball station's pre and postgame programming. Here's what I mean: because of the high cost of rights, most baseball stations have lengthy pre/postgame shows. If you're looking to counterprogram something, here's where to do it! Run your format, promote heavily, and give your best in those hours. Why? Because even though the loyal baseball fan is going to listen to the game, he really doesn't care that much about the pre and postgame shows. I see this as a real vulnerability of the baseball station, particularly when the team's at home. If you've got 24,000 people

going to or leaving a home game, chances are many of the cars are carrying a number of people, and it's likely if they've got the radio on, they're not going to want to listen to the sports-talk show as a group. Also, many people get bored with the postgame show, particularly if it wasn't a very exciting game. They'll be looking for something else."

Inning By Inning Updates

"If the team is doing poorly, inning by inning updates while the game is on the other station might help your station. Here's why: by studying the Arbitron results, we've found that most baseball listeners don't listen to a whole game. They check in to hear the score, and if the game is interesting, they'll stay on. If not, they often drop out and come back later to check the score again. If 1) there's little local enthusiasm about the team, 2) the home team is losing, or 3) it's clobbering the opponent, there's not a lot of excitement there, and the updates make sense. However, there are risks to watch for as well. If the Royals are dueling the Yankees 3-3 in the top of the 8th and you're giving updates each inning, you can bet a lot of radios are going to turn to the game. Also, remember you may be reminding people there's a game going on in the first place. In conclusion, if 1) the home team is playing a rival, 2) your team's on a winning streak, or 3) if the game is a cliffhanger, you may be inviting your listeners to tune you out to hear the game. The main thing we want to make sure we get on the air is the final score."

Regarding extra coverage and promotion, Steve said, "We do some interviews with Royals players. We'll have their manager on, and the games are covered extensively in our sports news. I also see nothing wrong with doing a Royals-related sponsor-tied promotion on KMBZ."

Dealing With The Sales Challenge

Does Steve feel there is a significant amount of ad money available from previous baseball advertisers even though KMBZ no longer carries the Royals? "Yes. The main thrust we use in that sales challenge is that most of our commercial buys are focused in 6am-7pm, which is true for most A/C's, because most advertisers are more prone to buying 6am-7pm. But baseball is primarily a 7-10pm sale. Now, there are some accounts which will only buy sports, and the only thing you can do in these situations is to try your best, however slim the odds. Since KMBZ has been selling packaging anyway — such that a person who takes a spot in the game buys a package during the rest of the day — the approach is, 'Hey, what you're really buying is those drivetime and midday spots, and those are still just as good a deal as they will ever be.'"

PROGRESS:

Air Personalities

WQDR/Raleigh morning man Tom Gongware leaves to do mornings at WEZC/Charlotte . . . WLLT/Cincinnati names Dick Shannon to afternoons, from WSAI across town. Also at WLLT, sportscaster Jeff Fowler is now evening talent . . . Former WTIC-FM/Hartford MD Rick Donahue is now the midday host at WRKA/Louisville . . . Talk show host Valerie Geller departs WPLP/Pinellas Park for KLAK & KPPL/Denver . . . WABB-FM/Mobile morning man Steve Scott segues to sister AM WABB for the same shift . . . WCCC/Hartford personality Sandy Kelley joins crosstown WWYZ for evenings . . . Sheri Brooks joins WAAY/Huntsville for overnights . . . 97AIA/Miami appoints Rich Guzman as its new morning man, formerly evenings at WLUM/Milwaukee . . . At WSTU/Stuart, FL, Jeff Morgan joins for mornings from Q107/Daytona Beach, while new to overnights is former WRMF/West Palm Beach personality Dave Goode . . . 2WD/Norfolk owner/President/GM Dick Lamb returns to mornings. Also at 2WD, Mark Joseph switches from sister AM-WPEX to handle afternoons . . . Ten-year radio veteran Angie Davenport joins WRMT/Rocky Mount, NC for middays . . . Congrats to 24-year WBVP/Beaver Falls, PA morning man Jim Reynolds on his marriage to Debbie Little . . . While vacationing in Jamaica, KBOI/Boise afternoon man Drew Harold and his wife Deloris were seriously injured when their taxi collided with another car. The cabbie was killed, Drew suffered broken ribs and cuts, and Deloris had multiple internal injuries. R&R sends get well wishes to both!

Black Radio Picture Page



PAM GRIER DROPS BY WZAK — Film star Pam Grier was in Cleveland recently to promote her new film "Something Wicked This Way Comes" from Walt Disney Productions. While in town she stopped by for an interview on WZAK(93FM). Shown are (l-r) 93FM PD Lynn Tolliver, Ms. Grier, and AM personality Ken Allen.



IT'S A CELEBRATION — To celebrate the opening of its Philadelphia office and the national release of Roundtree's new single, "Hit On You," Aria Records threw a party at the 2601 Club for area radio and record personnel. Pictured are (l-r) WUSL PD Jeff Wyatt, Boston Record Pool President George Borden, Pro-Media-Motion's Evelyn Nebal, label producer Ken Lehman, and Universal Distributors' Allan Lott.



KIRBY VISITS GARY — While travelling through Indiana recently, comedian George Kirby stopped by Gary station WLTH. Circling the comic are (l-r) Judy Moore, WLTH PD Fred Moore, and Serenity House President Mozell Haymon, whose organization sponsored by the Kirby concert.

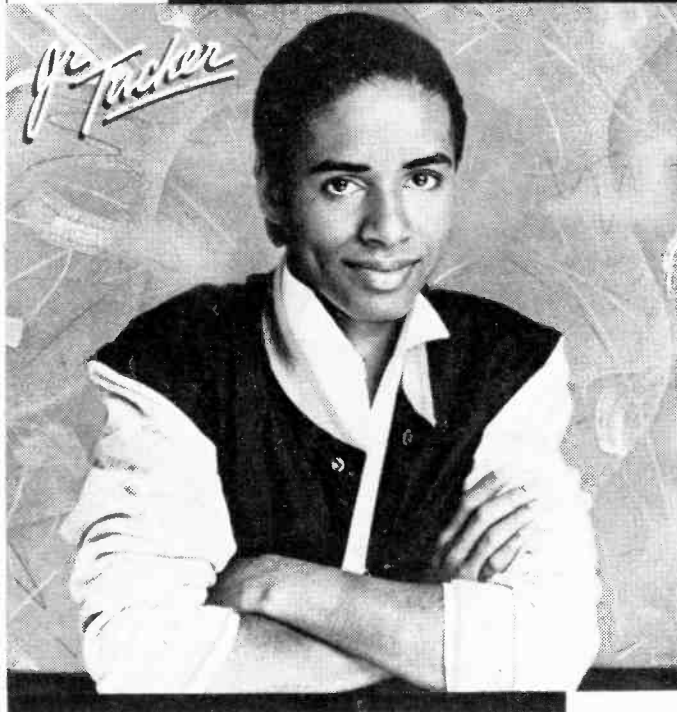


JARREAU BRIGHTENS WKYS MORNIN' — On a recent promotional tour through Washington, D.C., WB artist Al Jarreau took time out to visit WKYS and talk about his current album. Afterwards he posed with station personality Jeff Leonard.



WVNJ WELCOMES DAVE GRUSIN — GRP recording artist Dave Grusin discussed his new LP, "Dave Grusin & The LA Dream Band," with WVNJ jazz show host Les Davis during a recent stopover. Taking calls are (l-r) Grusin, GRP's Sherry Winston, and Davis.

JR. TUCKER



"BAD GIRLS"

7-29697

The First Single
From The Soon To Be
Released Album:

JR. TUCKER

GHS 4009

Produced By:
RAY PARKER JR.



GEFFEN
RECORDS

Manufactured by Warner Bros. Records

THE PICTURE PAGE

Boardwalk At Home With Night Ranger



Boardwalk's Night Ranger recently played the Forum in Los Angeles, with a strong contingent from the label visiting backstage. Pictured (l-r rear) are producer Pat Glasser, group's Jeff Watson, Boardwalk's Beth Einson, management's Bruce Cohn, label's Steve Brack, Boardwalk Sr. VP/GM Bruce Bird, label's Kathy Gerrity, engineer John Van Nest, Boardwalk principal Joyce Bogart, group's Jack Blades, and (obscured) label's Shawn LeWinter; (l-r front) group's Brad Gillis, company's Andi Stevens, and group's Kelly Keagy and Alan Fitzgerald.

Platinum Chapter For Saga



Portrait/CBS artists Saga, who record for the Maza label (distributed by A&M) in their native Canada, received a platinum album for their Canadian live album "In Transit." Pictured (l-r) are A&M VP Bill Ott, Maza Sr. VP Zoran Basic, group's Jim Crichton, CBM (management) President Clive Corcoran, group's Ian Crichton, A&M VP Doug Chappel, group's Michael Sadler, CBM VP Petra Schweitzer, A&M Canada President Gerry Lacoursiere, and Maza VP Perry Goldberg.

Hot Night For Murray



Capitol's Anne Murray recently played Los Angeles's Amphitheatre in support of her "The Hottest Night Of The Year" LP. Pictured backstage are (l-r) Capitol's Joe McFadden, VP Walter Lee, Murray, VP Sam Citro, and label's Larry Hathaway.

McClary In With Klique



Commodores member Thomas McClary is producing the next MCA album for Klique. Pictured in the studio are (l-r) McClary and group members Howard Huntsberry, Deborah Suthers, and Isaac Suthers.

Lost Tropics Planted At MCA



MCA Records has signed the Lost Tropics, with a debut album expected in June. Pictured amid the lush greenery of MCA's New York offices are (l-r front) producer Roma Baran and group's Monica Serra and Terry Bacon; (l-r rear) manager Bruce Levinson, MCA's Steve Leeds, and group's M.E. Miller, Jerry James, and Steve Kaufman.

Liberty Seals Deal



Liberty Records has signed Dan Seals, with a single just out and an album set for summer. Pictured at the signing are (l-r standing) producer Kyle Lehning, EMI/Liberty's Paul Lovelace, and EMI/Liberty VP Dick Williams; (l-r seated) Capitol/EMI VP Lynn Shults, Seals, and EMI/Liberty President Rupert Perry.

ASCAP, Chappell Set Gershwin Scholarship



ASCAP and Chappell Music, along with the Jean & Louis Dreyfus Foundation and City College of New York, have established a scholarship honoring famed composers George and Ira Gershwin. Pictured at the reception announcing the scholarship are (l-r) Radio City Music Hall President Richard Evans, CCNY Provost Dr. Harry Lustig, Chappell Intl. President Nicholas Firth, Chappell President Irwin Robinson, and ASCAP President Hal David.

BREAKER!

Kayagoo

"TOO SHY"

Produced by Colin Thurston & Nick Rhodes

KENNY ROGERS

"ALL MY LIFE"

PRODUCED BY DAVID FOSTER & KENNY ROGERS

CHR NEW & ACTIVE 90/32

WITH THIS WEEKS ADDS:

B104	WKEE	KXX106	WRQK	WRVQ	KIHK	WZPL	WKHI
WKBW	WSPK	WBCY	WOKI	KTFM	WEBC	WKFR	WCGQ
KIMN	WPST	WNOK-FM	KKYK	KTSA	WKDQ	WCIR	KVOL
WTRY	Q106	WNFY	WTIX	WNAM	WMEE	WTSN	KOZE



AVAILABLE ON EMI AMERICA/LIBERTY RECORDS AND HIGH-QUALITY XDR CASSETTES

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Marketplace

RADIO'S MONTHLY MUSIC/INFORMATION MAGAZINE

Lip Service

Send for your free copy on station letterhead to:
Lip Service P.O. Box 381 Santa Rosa, CA 95402

Radio Job Placement

DJs-News-Programmers-Sales... If you are looking to "move up," NATIONAL BROADCAST TALENT COORDINATORS can help you. NBTC, the Nation's leading radio placement service, services radio stations in all size markets, from coast to coast. Many opportunities for females. For confidential details, including registration form, enclose \$1.00 postage and handling to:

NATIONAL BROADCAST TALENT COORDINATORS
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The only comedy service written by a 1982 Billboard Comedy Personality of the Year offers:
(A.) One liners. (B.) Bits.
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Payable in advance. Orders must be typewritten and accompanied by check. One-inch minimum; additional space up to six inches available in increments of one-inch. Rates for R&R Marketplace (per inch):

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1 Time	\$39.50
6 Insertions	\$34.00
13 Insertions	\$29.00
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Volume Rates Available

Additional \$10.00 per week charge for Blind Box ads.

Will include logo or other line art on ads of two inches or more if camera-ready art provided. Deadline for Marketplace ads is Friday noon, two weeks in advance of publication date. Marketplace ads are non-commissionable.

Submit to: **Marketplace**
RADIO & RECORDS 1930 Century Park West
Los Angeles, Calif. 90067 (213) 553-4330

Contemporary COMEDY

Hundreds renewed again!

Free sample!

Write on station letterhead to
Contemporary Comedy
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The only pre-recorded comedy service in the world!

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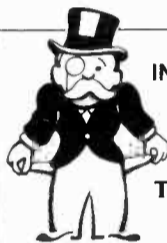
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Thousands of 45s in stock from the 50s, 60s, 70s, and 80s. Write or call for free catalogue:

Records Unlimited

7968 Belair Rd.
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TIRED OF MAKING THE WRONG INVESTMENT IN COMEDY MATERIAL?

Are you paying high premiums for a service that's not "Bullish" on laughs? Send \$5.00 for complete May edition of

THE NEW YORK YOCK EXCHANGE
P.O. Box 185, Dearborn Hgts., MI 48127
or call: 313-855-2064



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RADIO'S MOST RESPECTED DJ GAG SHEET SINCE 1970

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FOR FREE SAMPLES WRITE

The Electric Weenie, P.O. Box 25-866
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AIRCHECKS

20 years of airchecks available for sale all size markets.

Collectables Included!

Write for FREE catalog and send double stamped business envelope to:

MAN FROM MARS PRODUCTIONS

159 Orange Street, Manchester, New Hampshire 03104
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FREE SAMPLE ISSUE of radio's most popular humor service!

For sample, write on station letterhead to: **O'Liners**

1237 Armacost Ave., #6-R
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Poor (announcer's name)'s Almanac

Your own staff of writers and researchers do it all for you. Concise stories, timely quotes, celebrity profiles, meaningful facts, sports anecdotes, fresh, relevant material. For a Free Sample — P.A.N.A., P.O. Box 85152, San Diego, CA 92138.

PROFESSIONAL CHEAP COMEDY

My comedy is cheap. These ads aren't. For FREE SAMPLE write on company letter head to:

P.O. Box 6344, Virginia Beach, VA. 23456

FREE SAMPLE!

...FROM DIAL-LOG, Radio's complete show prep service!

This month we celebrate our First Anniversary — One Year serving the best pros in the business! We'll make you an offer you can't refuse.

HUMOR, CONVERSATION, CALLS, CALENDAR & MORE.

Write on station letterhead or call!



5727 Indianola Dr.
Richmond, VA 23228

(804) 270-7206

Opportunities

Openings

EAST

WHCN/Hartford looking for the most exciting night jock in America. Also weekend opening. T&R: 1039 Asylum Ave., Hartford, CT 06105. EOE M/F (5-6)

ND needed yesterday at dynamic, community-oriented stations. Parttimers needed also. Excellent facilities. T&R: Rich Michaels, WMRF-AM & FM, 5 W. Market, Lewiston, PA 17044. (5-6)

Northeast top 50 market high power facility seeks all around Operations Director. Good market, good pay for the right person. Send cover letter and complete details to: Radio & Records, 1930 Century Park West, #477, Los Angeles, CA 90069.

WEIM(AM), local station with heavy news commitment seeking professional, hard-working team-player for future position. T&R: Lisa Mullins, ND, Box 727, Fitchburg, MA 01420. (5-6)

WPTR/Albany, NY. Country personality. Need parttime pro, fulltime possibility. Should be driving distance away. Steve Warren, (548) 456-1144, mornings EDT. EOE M/F (5-6)

Heavy local news commitment seeks experienced digger for PM anchor & local government meetings. T&R & samples: Barry Pretzel, 155 Front St. Manchester, NH 03102. EOE (4-29)

Parttime announcer wanted for A/C AM. Personality & production. Send T&R: Bob Sawyer, WPOE, Box 1520, Greenfield, MA 01302. (4-29)

Openings

Quality small market MOR FM seeks mature-voiced announcer & newscasters. Full & parttime. Gutsy-voiced females encouraged. WSUL, 250 Broadway, Monticello, NY 12701. (4-29)

Q106-WQXA-FM & WNOW(AM)/Harrisburg-Lancaster-York. PA seeking experienced aggressive newscaster. T&R: Craig Rhodes, ND, Box 2506, York, PA 17405. EOE M/F (4-29)

Area weekend air talent, some experience preferred. Pleasant voice necessary for community minded A/C. T&R: Bruce Goldsen, WIME, Box 95, Danbury, CT 06810. EOE M/F (4-29)

WABK means #1 FM A/C. Exceptional, relatable personalities. Team-players. T&R: Rick Barron, Box 1280, Gardiner, ME 04345. EOE M/F (4-29)

Fast-growing Northeast market seeking afternoon drive news anchor. Solid writing, solid sound. T&R: Jim Sproat, WEOK Broadcasting, Box 416, Poughkeepsie, NY 12602. (4-29)

Award-winning small market AM/FM near NYC has immediate news opening. Challenging position and a dedicated professional local news department. Paul Lester (914) 856-5185. (4-29)

WDOE looking for sports director. PBP football, basketball, & baseball. T&R: Dan Palmer, Box 209, Dunkirk, NY 14048. (4-29)

Send T&Rs for full and parttime openings! Bright beginners welcome. Mail to Jack Raymond, Box 727, Fitchburg, MA 01420. (4-29)

A/C personality for expanding staff. Experienced only. New owner. T&R: WSME, Box 1220, Sanford, ME 04073. (207) 324-7271, 4-6pm. EOE M/F (4-29)

Openings

WKHI is looking for a morning pro for this 50kw CHR. T&R: Jack Gillen, WKHI, 807 Baltimore Ave. Ocean City, MD 21842. (4-29)

Move up to small or medium market PD or jock position. Work with national consultant, top GMs. T&R: MCS, 168 Gracey Rd. Canton, CT 06019. (4-29)

Sophisticated, witty yet concise Morning Drive Air Performer wanted for Boston's fastest growing FM Adult-Contemporary. No crazies or lightweights need apply. Familiarity with New England and the "Magic" approach helpful. No calls. T&Rs only to Jack Casey, WMJX, Box 352, Back Bay Post Office, Boston, MA 02117.



A GREATER MEDIA STATION

EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

WFIL-WUSL/Philadelphia, full-service AM, Urban FM, seeking ND/anchor. Solid, stable background. T&R: Bill Neil, WFIL, 440 Domino Lane, Philadelphia, PA 19128. EOE (4-22)

WDRS/Hartford looking for summer fill-ins & parttimers. Reasonable, adult communicators only. No calls please. T&R: Charlie Parker, 869 Blue Hills Ave. Bloomfield, CT 06002. EOE M/F (4-22)

Openings

Sales Exec/syndication expert. Structure, sell spot inventory. Familiar with agency sales & national buyers. Aggressive & polished. Potential \$50,000+. Resume: Box 1122 Flushing, NY 11354. EOE M/F (4-22)

Immediate & future openings on-air & news communicators. Fulltime, parttime. WROW/Albany, NY. (518) 436-4841. Lee Philips (air), Gary Hughes (news). EOE M/F (4-22)

SOUTH

Public relations people wanted to represent new talent. Commission + salary (parttime). Resume: 1250 S. La Cienega, #120, Los Angeles, CA 90035. (5-6)

FMX/Lubbock (AOR) seeking overnight person that's hip to the new rock. T&R: Nat Lamp, 5613 Villa Dr., Lubbock, TX 79452. (5-6)

Morning personality for Southeast medium market. PBP opportunities available. T&R & salary requirements: Phil Valentine, WRMT, Highway 301 North, Rocky Mount, NC 27801. EOE M/F (5-6)


KKQV/Wichita, TX seeking creative morning man with production. Chuck Beck (817) 723-6688. EOE M/F (5-6)

We're looking to expand our news department. Someone who can get facts & anchor our midday news block. T&R: Mike Edwards, KTTB, Box 7935, Tyler, TX 75711. (5-6)

Balon & Assoc., Inc. seeking superior researcher — programmer-communicator. Advance degree, fantastic opportunity. 2525 Wallingwood, Austin, TX 78746. EOE M/F (5-6)

100kw CHR seeking newshound. Also accepting T&Rs for future openings. New facility, great station. Send to: Skip Eliot, WJAD, Box 706, Bainbridge, GA 31717. EOE M/F (5-6)

Marketplace



"Phantastic Phunnies"
 Highly Respected! Hilarious! Original!
 Proven worldwide audience builder!
 'Quick-quip,' Topical Humor!! Introductory month's 500
 topical one-liners and 'BONUS'... Just \$2.00!! Phantastic
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FREE ISSUE OF Galaxy

Radio's most complete personality biweekly, Current artist Bios & update, record facts, daily calendar/almanac, trivia, etc. Send for sample on station letterhead:
 ALL AIRSHIFT READY!
 Box 20093R, Long Beach, CA 90801

What would Mom say if she thought you were skipping lunch?

lola's lunch

Over 7 years of creative **COMEDY** material.
 For complimentary snack call (313)434-6142 or write
 1390 Arroyo Dr., Ypsilanti, MI 48197

Opportunities

Openings

WQXM-98 Rock/Tampa needs strong morning man. T&R: George Harris, WQXM, Box 4809, Clearwater, FL 33518. No calls please. EOE M/F (4-29)

Openings

WKDQ/Evansville has morning drive opening. Contemporary format. Experience & production skills a must. T&R: Gabe Hobbs, WKDQ, Box 418 Henderson, KY 42420. EOE M/F (5-6)

Openings

Leading Sunbelt A/C station in need of ND who writes like USA Today. T&R & writing sample: KLTE, 2814 Quail Plaza, Dr., Oklahoma City, OK 73120. EOE M/F (5-6)

Openings

KBOS looking for an adult AOR jock for PM drive. T&R: Kris Van Kamp, Box 1101, Tulare, CA 93275. EOE M/F (5-6)

Openings

Gary Burns & Associates has openings and future openings at client stations in Pennsylvania, New York, Texas and Colorado. All formats... Air Talent, News, Promotion and Sales. Send tape and resume to:

Brenda Weatherby
 Gary Burns & Associates
 P.O. Box 40013
 San Antonio, Texas 78229

Can you replace a radio legend? Top rated A/C seeks replacement for departing morning man. Full service station. Top 30 market. Good pay and benefits. Experienced pros only. T&R to: Radio & Records, 1930 Century Park West, #478, Los Angeles, CA 90069.

KKXL-AM & FM still searching for the right newscaster. Ready to hire today! Rush T&R: Don Nordine, Box 997 Grand Forks, ND 58206. EOE M/F (4-29)

KRLS/Lewiston has immediate opening. Allnight shift. T&R: Jack Armstrong, 805 Stewart Ave., Lewiston, ID 83501. (5-6)

Forward Broadcasting wants T&Rs from qualified newscasters & CHR air talent for future openings. Ron Ross, WKAU, 1765 Block Rd., Kaukauna, WI 54130. EOE M/F (4-29)

Like to be heard in 5 states? KLMR seeking afternoon drive/production director. T&R: John Kelly, KLMR, Box 890, Lamar, CO 81052. EOE M/F (5-6)

WBBY-FM is accepting T&Rs for future openings. Production a must. Knowledge of Jazz helpful. Tim Hodges, Box 14, Westerville, OH 43081. EOE M/F (4-29)

KUEN(AM) & KYJR-FM/Wenatchee, WA seeking experienced fulltime on-air ND. T&R: Lee Matthew, Box 79, Wenatchee, WA 98801. No calls please. EOE M/F (5-6)

Why are you in radio? Answer question & you're hired. Mid-day for disciplined, experienced, committed personality. T&R: Phil Simon, WQHK, Box 6000, Ft. Wayne, IN 46896. EOE M/F (5-6)

WMRN-AM & FM seeks PD. Must have good pipes, 2 yrs. experience, & understanding of latest marketing concepts. T&R, copy samples: Box 518, Marion, OH 43302. (4-29)

Future openings in award-winning news dept. Strong anchor, reporter. Agriculture experience preferred. No beginners. T&R: KYNO, Bob Brill, Box 6029, Fresno, CA 93703. EOE M/F (4-29)

WQUA/Quad Cities wants mature, intelligent communicator to join morning team. T&R: J.J. Scott, 1801 6th Ave., Moline, IL 61265. EOE M/F (4-29)

Wanted: 2 DJs with strong production. KBAD, Box 70, Carlsbad, NM 88220. EOE M/F (4-29)

"THE TRENDSETTER"
Sweet 98fm

Needs A Morning Man To Entertain City Of 600,000

Station is currently ranked:
#1 teens, 18-34, 18-49
#2 25-49, 25-54

LARGE PROMOTIONS

Want personality to join winning team. Excellent pay and ratings bonus plan.

Send tape and resume to:
 Bill Cunningham
 P.O. Box 31777
 Omaha, NE 68131

DJ for mid-morning. Minimum 3 yrs. experience required. Automation experience desired. Midwest. Call Dave (308) 284-3633. (4-29)

A/C air talent for WOHO/Toledo. T&R: Scott McLeod, 2965 Pickle Rd. Toledo, OH 43616. (4-29)

Country Program Director . . .

Country FM in Michigan metro market needs people-oriented programmer. Knowledge of Country music, programming and research a must. Super opportunity with growing broadcast organization. Rush all info to Radio & Records, 1930 Century Park West, #474, Los Angeles, CA 90067.

Y94, The HOT FM needs experienced parttime CHR personalities immediately. & future fulltime talent. T&R: Dan Collins, Y94, Box 2466, Fargo, ND 58108. (4-29)

Leading CHR station seeks polished personalities and ND. T&R: Jack Swart, WKFR, 612 American Building, Battle Creek, MI 49017. EOE M/F (4-22)

WEST

Drake-Chenault seeking qualified programmers/air talent, all formats, possible future consulted station openings. T&R: Mike Kinoshian, Drake-Chenault, Box 1629, Canoga Park, CA 91304. (5-6)

Top-rated FM & AM seeks conversational audio journalist. Award-winning news dept. Strong street reporting. T&R: Ken Hunt, KXOA Inc., Box 1677, Sacramento, CA 95808. EOE M/F (5-6)

Fulltime radio announcer. Thoroughly experienced. Heavy emphasis on creative copy & production. T&R & references: KBEE & KHYV, Box 3131, Modesto, CA 95353. EOE (5-6)

Midday PERSONALITY Wanted
 KLOK, 50,000 watt San Francisco Bay area Adult Contemporary. Please send tape and resume immediately to: Allen Waterous, P.O. Box 21248, San Jose, CA 95151.
 (408) 274-1170
PERSONALITY A MUST!

Career Opportunity with SUPERSPOTS™

The entertainment industry's number one creative radio/television spot production company seeks mature, aggressive, dedicated professional for client-service position. Rep SuperSpots with AOR-A/C FM, promoters, venues and personal managers. 2 years of broadcast experience required. Must have office skills, knowledge of broadcast programming/sales/production and personality plus. This is *not* a 40-hour a week position. Benefits liberal. Pay excellent. The right person will join America's fastest growing creative group. Send resume to: SuperSpots, 1455 N. Sandburg Terrace, Suite 809B, Chicago, IL 60610. References required. No calls. Every applicant will receive response.

Needed: Creative morning talent who likes community involvement. Live in beautiful Colorado! Wynn Bradley, PD, KRDO, Box 1457, Colorado Springs, CO 80901. EOE M/F (4-29)

Lost our ace to Reno. Seeking aggressive ND. 24-hr. Country AM, auto. CHR FM. Experience preferred. KFTM & KBRU-FM, Dennis Brown, (303) 867-5674 after 2pm, MDT. EOE M/F (4-29)

All-night position open June 1, at KOMP-FM/Las Vegas Superstars & NBC Source affiliate. T&R: Scott Jameson, PD, Box 26629, Las Vegas, NV 89126. No calls! EOE M/F (4-29)

Eager jock for late night position. T&R: KIZN, 1002 Franklin St., Boise, ID 83702. EOE M/F (4-29)

Midday personality wanted at KLOK, 50,000 watt San Francisco Bay area. T&R: Allen Waterous, Box 21248, San Jose, CA 95151, (408) 274-1170. (4-29)

Positions Sought

10-yr. pro DWAYNE BONDS available for PD, MD, or jock. Formerly WATE, Q105, WCIR, WOMP, etc. (813) 988-8152, (813) 971-0892. (5-6)

KRBE-AM seeks chief engineer. Maintain complicated, highly directional transmitter. Complete resume, references, salary requirements: Bob Scott, 9801 Westheimer, Houston, TX 77042. (4-29)

Accepting applications for future openings. T&R: Bill McCown, Suite 103, Wade Hampton Mall, Greenville, SC 29611. EOE M/F (4-29)

WPAP-FM/Panama City, FL on the beach, seeks weekend air talent. 2 yrs. experience & willing to work all shifts on weekends. Kevin O'Neal (904) 769-1409. (4-29)

Country station KTRN/Wichita Falls, TX accepting T&Rs for news & morning drive. Send to: KTRN, Route 1, Box 428, Wichita Falls, TX 76301. EOE M/F (4-29)

Sports director with football PBP. T&R: Scott K. Smith, Box 280, Brownwood, TX 76801. No calls please. (4-29)

Looking for experienced communicator, 3 yrs. minimum. Production, remote news/sports experience. Salary negotiable. Frank Farrow or Roger Cavaness (318) 445-5306. (4-29)

WJHR-FM has opening for fulltime air person. T&R: Betty Mastick, GM, Box 1743, Jackson, TN 38301. EOE M/F (4-29)

WRGI/Naples, FL, A/C is looking for someone to enjoy the sunshine days, & handle our all-night show. Minimum 3 yrs. experience & production expertise. Send T&R, references, salary requirements to Roger Bald, WRGI, 950 Manatee Rd., Naples, FL 33962. No phone calls please. EOE (4-29)

MIDWEST

KQDS-FM seeks studio engineer to maintain top AOR sound. Must be parttimer air-worthy. T&R: KQDS, Box 6187, Duluth, MN 55806. EOE M/F (5-6)

WMJI seeks Research Director for music callouts. Must have college education in marketing. Experience preferred. Resumes: Mike McVay, WMJI, 3940 Euclid Ave., Cleveland, OH 44115. EOE M/F (5-6)

Current openings for announcers, news, sales, production, programmers, sportscasters. All size markets. See our Marketplace ad. National Broadcast Talent Coordinators can help you. (5-6)

KLZ/Denver had midday opening for strong music-oriented personality. Great station, great city. T&R ASAP: Bill Bradley, PD, 2149 S. Holly St., Denver, CO 80222. EOE M/F (5-6)

Opportunities

Positions Sought

Career-minded announcer. 3 yrs. public & commercial experience. On-air, news, production. Ready to relocate. T&R: TIM (507) 345-3836. (5-6)

Experienced newscaster seeking new challenge. 5 yrs. experience, 3 as ND. Solid anchor reporter. Prefer small or medium market in Midwest. JEFF (815) 663-9173. (5-6)

PD available. Major market & 17 yrs. experience. Prefer A/C, CHR. Currently recording studio VP. Warmer climate, please! KEN TOWNSON (214) 750-9087. (5-6)

I do mornings — 8-yr. professional — phones, bits, controversy & basics. What do you need? Major & medium call JOHNNY MacBROWN (813) 788-5918. (5-6)

PHONE CALLS PLEASE: 5-yr. midday Country air personality needs fresh-airtime. DAVID HINCKLEY, 1714 Monroe, Galesburg, IL 61401, (309) 344-1971. (5-6)

Experienced, eager, youthful, yet serious about career. College, broadcast school training. Good pipes for news, jock. Excellent writer, sports, interviews. DAVE (312) 358-7689. (5-6)

Morning personality looking. Country, A/C. Top 50 only. (512) 425-5874. (5-6)

ALAN SWAN, Philly personality, seeks PD/OM position (with airstrip possible) at growing station. Oldies, CHR format preferred. Box 241, Philadelphia, PA 19105. (5-6)

Trained news announcer. Investigative reporting Talk radio, interviewing, sports, commercials. Creative writer, great pipes. Chicago, Midwestern states preferred. BILL LANDING (219) 874-8285. (5-6)

I want to be the Paul Harvey of sports in your town. Extremely unusual & distinctive voice. Brains. JOHN FITZRANDOLPH (805) 543-9402. (5-6)

Hard-working sportscaster. College football, basketball, minor league baseball PBP. Strong anchor skills. Network stringer, young & aggressive. VINCE (305) 275-2729, (305) 862-6252. (5-6)

Need your ratings improved? I'm a dynamic DJ who can do the job. Call me! (312) 787-4980, ext. 510 or 602. JULIO ANTONIO SUAREZ, JR. (5-6)

Promotion Director, MD for Top 40 market. Stop wasting time. I'll make you sound the best. Handle people well. JIM (702) 782-4285. (5-6)

ND, 15 yrs. radio experience including top 30 markets available immediately. OK, TX, LA preferred. JOHN ADAMS (316) 442-5400 (work), (316) 442-7268 (home). (5-6)

For sale: 1983 AOR/CHR Program/Research Director. Computer knowledge/development. 10 yrs. experience including Doubleday & Malrite. Excellent record & references. (313) 853-6025. (5-6)

DJ, MD & Assistant PD. 5-yr. pro in Country or A/C. Creative production, good phones & remotes are a specialty. DAVE (312) 437-0357. (5-6)

Available immediately! Locate anywhere. Airshift, MD, PD background. Prefer CHR, Rock, consider Talk, News. MIKE CHAMBERLAIN (213) 857-8610. (5-6)

DJ position in Midwest. Prefer MI. 2 yrs. experience, 1 yr. as PD (906) 293-3221. (5-6)

Sharp female DJ seeks hip station. Southern CA area only. First class & experience. I can do it all. DIA (213) 316-8986. (5-6)

Aussie DJ arrives U.S. late August. Seeks work. Good production. Also, copywriting, comedy skills, 3 yrs. experience. CHRIS — Australia — (03) 876-2478. (5-6)

Adult communicator. Friendly airwork, production that sells, remotes, etc. Now OD. Wants better, secure challenge, anywhere. (517) 522-4981. (5-6)

Young, hard-working jock. Great production, news/sports background. AOR, A/C, CHR preferred. 2 yrs. experience. Presently Country morning drive. BRIAN (618) 549-7104. (5-6)

Experienced board engineer seeks Los Angeles. Comedy-minded, character voices will add to your special team of talents. MARC (714) 761-9394, AM or afternoons. (5-6)

Communicator with experience & B.A. prefers Great Lakes, Midwest, FL medium market to grow & develop further. MARK JAMES (313) 982-2642. (5-6)

Automation strikes stop . . . checks stop stop . . . LARRY JAMES available stop . . . PD, MD stop . . . don't stop calling (308) 382-3820. (5-6)

15+ yrs. experience. CHR, A/C, Urban, AM/FM, all formats. DJ. Dependable, good production. Cincinnati. (513) 528-5793. (5-6)

Country radio personality ready to relocate. 5½ yrs. experience with excellent teachers. Currently mornings, 50,000+ market. DAN, (314) 335-5516, days. (5-6)

Talkshow host, news reporter. Experienced major market Pittsburgh, overseas. WTKN, WAMO, WYDD. Creative, community-oriented. Will relocate. KEVIN (412) 362-1571. (5-6)

Medium market air talent. 2 yrs. experience wants small market PD or medium market airshift. Hard-working DAN, (313) 736-1764. (5-6)

Team-player looking for personality station. 7 yrs. experience in A/C, Country, Oldies & sports. DAVE (215) 791-4485. (5-6)

Positions Sought

Satellite replaced everybody but me. I must be good! Morning man, PD, MD, computers. Prefer CHR, A/C. Dependable. South/Midwest. BRIAN KEITH (918) 756-0919. (5-6)

Communicating warmth, talent, teamwork, stability. If describing your philosophy, we should be working together. DIANE CARTWRIGHT (916) 443-5009 (home), (916) 929-5843 (work). (5-6)

WLCV grad, currently employed, 3½ yrs. related experience. degree, RRT, broadcast grad. JANET LYNCH, 3743 Deep Dale, Louisville, KY, (502) 895-5208, (502) 589-4215, message. (5-6)

An intelligent news communicator looking to continue reporting career. B.A. journalism & 1 yr. of experience. CAROL (716) 675-2330. (5-6)

MD, AOR format. Afternoon drive, morning drive. Looking for slot in medium market or PD in small. DOUG (205) 834-3684, (205) 832-4295. (5-6)

JOHN SAINT JOHN, formerly WFL/Philadelphia, KSD/St. Louis & WLAC/Nashville, seeking major market air position or medium market air/programming. (215) 825-5348, anytime. (5-6)

JERRY DEAN, veteran A/C & CHR programmer available. 10 yrs. experience, last 5 as PD at WAAY. Complete T&R & ratings info available at (205) 883-5234. (5-6)

Experienced DJ/news ready to meet any challenge. Will relocate. CHRIS (915) 699-6224. (5-6)

Strong on-air duo. Morning or afternoon drive. Spontaneous personalities. Creativity builds ratings & we have it. (414) 539-2670. (5-6)

Top-rated jock at medium market station desires position on the air in similar market. Have extensive management & programming experience. REED (312) 634-2227. (5-6)

Formerly XROK, KINT, KRQK. KEITH MORGAN. 10 yrs. experience seeking programming or announcing. Secondary or major markets only. (805) 937-2847. (5-6)

Experienced dedicated sportscaster victim of budget cuts, seeks position with PBP opportunity. Strong Hockey. Available now, will relocate. MARC (612) 253-2399. (5-6)

Entry Level Position Sought

'83 Emerson College Grad seeks entry level position in music programming, promotion, national network program syndication. Five years experience in major Northeast Market. Will relocate to California or elsewhere. Contact STEVEN BERNSON at (617) 389-5207 or Box 1152, Chelsea, MA 02150.

Experienced radio announcer. Production, programming, KMEL, KPRI, KTIM, KOPX. Black announcer seeking CHR, A/C, Urban. MICHAEL HESTER (602) 624-0266. (5-6)

Michigan only. Experienced major market pro with heavy Country & A/C past, offers big voice, adult presentation, heavy personality to stay. BOB (616) 968-8125. (5-6)

Aggressive up-state, NY, ND seeks relocation into CT market. Need an ND or reporter/anchor? Call BOB, (518) 843-1697. Best after 2pm. (5-6)

BILL KNIGHT, research oriented programming veteran. Formerly KWKH. Damn-good airwork & production. Serious inquiries only. Contemporary & A/C experience. (318) 635-7987. (5-6)

Announcer for nationally syndicated format available for NY metro suburban radio. Excellent references. GLENN (914) 337-2730. (5-6)

6 yrs. AOR experience medium & major markets. Top references. (313) 474-1919 (home). (5-6)

Announcer with 4 yrs. experience. Good production. Seeking fulltime position in small-market. DON (303) 351-0229. (5-6)

Stereotyped. Black announcer presently employed at successful Urban/Contemporary station. Seeks stable announcing position at CHR, A/C station. SKIP TAYLOR (504) 924-7012. (5-6)

Major market Country personality. Last 2 yrs. in Midwest. Interested in working around West Coast. Programming or drivetime. (612) 789-3958, (612) 781-3788. (5-6)

Smooth one-to-one communicator. 4 yr. pro & college degree. Family man working & looking. ANDY GORDON (716) 664-4142. (5-6)

Friends of JIM SHARP aka JAMES BOND of KTRN/Wichita, TX. I need you now. Available now! (817) 767-8799. (5-6)

Newsman, 3 yrs. L.A. experience. Golden Mike Award for best news broadcast. Seeking fulltime anywhere, local part-time or veteran relief. DION (213) 360-9717. (5-6)

8-yr. Country, A/C personality looking. Top 100 experience. First phone with PD & management experience. TERRY (502) 845-4392. (5-6)

Positions Sought

BOB GILBERT seeks news position at West Coast station. Qualifications: B.A. journalism, 5 yrs. experience. Conversational delivery, & solid interviewer. Act now! (213) 993-1909. (5-6)

Major market MD seeks PD/air position at A/C or CHR in small or medium market. Excellent recommendations. Reply: Box 268, Springfield, PA 19064. (4-29)

Seeking PD or MD position. Prefer East. 9 yrs. experience, good ratings. Formerly WJLB, WCIR, WILD. BJ (617) 884-0339. (4-29)

AOR crazy wants to make your ratings climb. Interested? Call (703) 368-9659. (4-29)

I'm ready to work for you. 4 yrs. under my belt. PBP, production & communication are my strength. Liberal arts degree. GERST (419) 448-1671, today! (4-29)

Experienced sports director seeks college football & basketball PBP position in medium-major market. Contact PAT FOSS (912) 537-9716. (4-29)

Dolbyized tonals can be yours! Published writer has T&R, creativity and writing samples waiting for you. Ask and you shall receive. PHEBE: (201) 773-3492. (4-29)

Young production specialist with experience looking for production work plus airshift. Call ANDY (219) 229-9515, (219) 381-4395. (4-29)

I have 4 yrs. in radio, with broadcasting degree. Looking for news or Ag-related radio. Good voice. (515) 359-2931. (4-29)

Nepotism rears its ugly head once again, so I'm available. Prefer AOR, but at this point will consider janitorial work. JOHN SCHROEDER (414) 563-2048. (4-29)

Looking for personality radio. 7 yrs. experience in Country, A/C, sports, & teamwork. Currently working & looking to move. DAVE (215) 791-4485. (4-29)

For sale . . . Operations/Production Manager. News casting too, 5 yrs. management experience, university AM. T&R available for test drive. ALLAN (514) 482-9280, (514) 932-2144. (4-29)

Experienced, multi-talented hard-worker. Excellent references, great attitude, good production. Seeks CHR or A/C, P2 air or P3 programming in East. ALAN (203) 347-7445. (4-29)

Country programmer, 8 yrs. experience. Presently employed Midwest major market. Prefer Kansas/Missouri medium market. TOM (513) 683-7028. (4-29)

Air personality with great production & 4 yrs. major market experience seeks position in Michigan as jock, PD, or MD. JON BAILEY (313) 535-5306. (4-29)

NY metro broadcaster, 6 yrs. experience including MD, PD seeks A/C, CHR major or medium market. Willing to relocate. SCOTT MILLER (516) 368-7540. (4-29)

Need up-beat jock with great delivery? 13-yr. morning man for C&W with MD & PD experience ready to go. (817) 691-1649 after 12 noon, CST. (4-29)

Award-winning news pro with 9 yrs. looking for an operation with a future. Willing to invest in station. Midwest only. KERT (419) 423-8267. (4-29)

PD with medium market experience in A/C format seeks position in East. Available immediately. (419) 698-3936. (4-29)

2½ yrs. professional radio. BA communications seeks sports/news position. West Coast only. DAVE RODRIGUEZ (707) 224-9579. (4-29)

Major market AOR jock/MD wanting to work anywhere except L.A. Could benefit any format, any size market. All replies answered. HOWARD (714) 761-4409. (4-29)

BOB LEE, creator of Magic-92 now seeking new medium or major market challenge. Guaranteed exciting radio that wins. (208) 888-4308. (4-29)

Radio junkie who flies planes wants to do airborne traffic. Prefer South. PETE (504) 386-2818 before 5pm please! (4-29)

BRAD OLESON former GM/PD, last 2 yrs. announcer at KY-102/Kansas City. I can do it all! For more info, (816) 358-0238. (4-29)

Seattle's best traffic reporter is now available. RICK JOHNSON, former KING, (206) 643-6393. (4-29)

15 yrs. experience. If you have mountains, we are looking for a home. Any size market. PD, MD & PBP. Call (919) 977-7137 anytime. Excellent references. (4-29)

Announcer for nationally syndicated format available for NY metro suburban radio. Excellent references. GLENN (914) 337-2730. (4-29)

Think Dole — you'll get the Top Banana. Newslady with appeal. Aggressive, creative writing, talk show host — 2 yrs. experience. College degree. CINDY DOLE (619) 323-9418. (4-29)

Getting bored with weekends. I want to move up from KNBA/Vallejo to fulltime in major or medium market. Contact FRANK BUTERA (415) 223-1534 now! (4-29)

Solid morning man/PD, 5 yrs. experience. WRVQ, WGMB, WMPZ. Seeking airwork in small-medium Southeast market. Mature, married. CHRIS EDWARDS (912) 272-6865. (4-29)

Experienced AOR, A/C jock, top 15 market, ready to move to killer station & play on winning team. HARVE ALAN, 6 Burling Ln. Old Bethpage, NY 11804. (4-29)

Positions Sought

Good announcers with good promotion, public affairs & music abilities. JIM (trained by Dave Shannon & Pat Martin) or MICHELE. Separate or same shifts. (715) 842-9431. (4-29)

CHRIS LARKO, former PD, MD, Production Director, Promotions Director, seeks gig at CHR or CHR/Hot Tracks station. Midwest preferred, all considered. For T&R and/or station composite, call (219) 745-3777 or (219) 356-6114. Turn-around situation welcomed. Support staff & engineer also available. (4-29)

Underemployed 10-yr. vet with MD and pro sports color experience seeks long-term gig in Florida, Michigan, or 7 A/C, CHR, or Oldies. Will start at bottom for the right stuff. Call VIC DOUCETTE anytime, M/F, (813) 549-8986. (4-22)

Changes

RADIO

Cory Deitz, co-editor & publisher of Dial-Log accepted additional responsibilities, joining Q94's (WRVQ/Richmond) current morning talent & PD Jeff Morgan.

Leyla Kirdar promoted Account Executive at KNIX/Tempe, AZ.

Sheryl Henderson succeeds Ms. Kidar as Promotion Director, KNIX.

Bobette Joy Gordon named Account Executive for KQYT-FM 95/Phoenix, formerly KMEQ-AM & FM.

Dennis Shanahan joins KGO-AM & FM/San Francisco as Account Executive, formerly KREO-FM/Santa Rosa, CA.

Jeffrey D. Holden named Account Executive for RKO Radio Sales' Chicago office.

RECORDS

Joan M. Wiesen & Ronni Sander named Contract Specialists, Business Affairs at RCA Records.

Miscellaneous

KNFT, Country/KLCJ, Contemporary-Urban needs record service from all labels. Very liberal playlist. John Libynski, KNFT & KLCJ, Highway 180 E., Silver City, NM 88061.

Dates appearing at the end of each listing signify first week listed.

R&R Opportunities Advertising

Radio & Records provides free listings (maximum 24 words or 3 lines) in Openings, Positions Sought, and Changes. You may place your free listing by mail or by phone. R&R will accept classifieds by telephone **Monday & Wednesday 3-5pm; Thursday & Friday 9am-5pm.**

Frequency Rates*

1 Week	2 Weeks	3 Weeks
\$12.00	\$20.00	\$25.00

*Must run consecutive weeks.

Payable In Advance

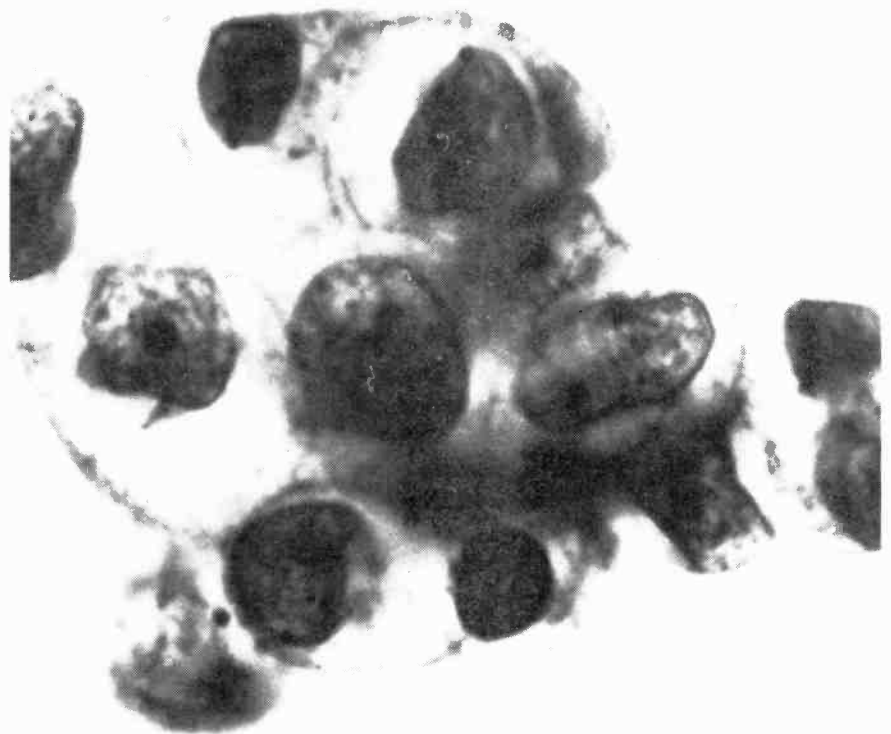
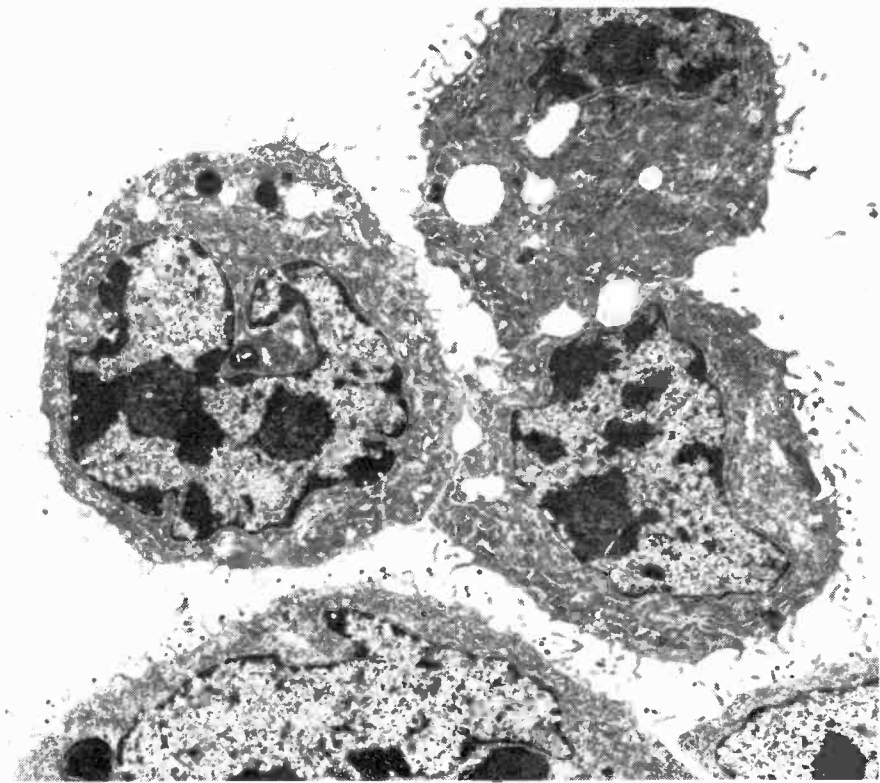
Orders must be typewritten or printed and must be accompanied by check.

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

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

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

LEUKEMIA AND CANCER.



Cellular research on leukemia and other cancers is the basis of continuing progress funded by the T.J. Martell Foundation.

YOU COULD BE THE CURE.



Creative: Gianefino & Meredith Adv Photo: William Wagner

You have the power to cure leukemia and cancer.

It takes genius, which is displayed every day by scientists working in the T.J. Martell Laboratory at Mt. Sinai Medical Center in New York and at the U.S.C. Cancer Center in Los Angeles.

It takes concern, which you have shown since the establishment in 1975 of the T.J. Martell Foundation for Leukemia and Cancer Research—the only charitable organization supported solely by contributions from the entertainment industry.

It takes money, too. Your contributions to date total \$4,500,000. The return on your investment is the profound progress achieved toward understanding and conquering leukemia and cancer.

The cure is getting closer and closer.

The power to make it real is as close as your checkbook.

Please join your friends and colleagues at the annual T.J. Martell Foundation Humanitarian



Scott Muni

Award dinner in honor of radio veteran Scott Muni of NEW-FM/New York, Saturday, May 21, 1983 at the New York Hilton.

A contribution of \$10,000 makes you a Foundation Patron. A contribution of \$5,000 makes you a Scott Muni Fellowship Sponsor.

Every penny makes you a hero.

T.J. Martell Foundation for Leukemia and Cancer Research, 730 Fifth Avenue, New York, NY 10019. For further details, contact Muriel Max, Director of Development, 212-245-1818.



The Music Section

National Music Formats Added This Week

Concept Productions

Dick Wagner (916) 782-7754

Adult Rock

ELTON JOHN "I'm Still Standing"
 KENNY ROGERS "All My Life"
 LITTLE RIVER BAND "We Two"
 JIM CAPALDI "That's Love"
 CHAMPAIGN "Try Again"

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

ELTON JOHN "I'm Still Standing"
 KINKS "Come Dancing"
 ALABAMA "The Closer You Get"

TM A/C

CHRISTOPHER CROSS "No Time For Talk"

TM Country

WILLIE NELSON & MERLE HAGGARD
 "Pancho & Lefty"
 DOLLY PARTON "Potential New Boyfriend"
 DELIA BELL "Flame In My Heart"
 CON HUNLEY "Once You Get The Feel Of It"
 RAY CHARLES "3/4 Time"
 ALABAMA "The Closer You Get"

BPI

John Iles (800) 426-9082

Adult Contemporary

KENNY ROGERS "All My Life"

Country Living

STEVE WARINER
 "Don't Your Memory Ever Sleep . . ."
 ALABAMA "The Closer You Get"
 GEORGE JONES
 "I Always Get Lucky With You"

Satellite Music Network

George Williams (214) 343-9205

The Starstation

IRENE CARA "Flashdance . . . What A Feeling"
 CHRISTOPHER CROSS "No Time For Talk"
 STYX "Don't Let It End"

Country Coast-To-Coast

RICKY SKAGGS "Highway 40 Blues"
 KENNY ROGERS "All My Life"
 JIM GLASER "You Got Me Running"

Century 21

Greg Stephens (214) 934-2121

The Z Format

LITTLE RIVER BAND "We Two"
 KINKS "Come Dancing"
 EDDY GRANT "Electric Avenue"
 CALL "The Walls Came Down"
 THOMPSON TWINS "Love On Your Side"
 MADNESS "Our House"

The A/C Format

LITTLE RIVER BAND "We Two"
 STYX "Don't Let It End"

Super-Country

LARRY GATLIN "Easy On The Eye"
 STEVE WARINER
 "Don't Your Memory Ever Sleep . . ."
 EARL THOMAS CONLEY
 "Your Love's On The Line"
 CON HUNLEY
 "Once You Get The Feel Of It"
 BELLAMY BROTHERS "I Love Her Mind"
 SYLVIA "Snapshot"
 ALABAMA "The Closer You Get"

Drake-Chenault

Bob Laurence (213) 883-7400

XT-40

LITTLE RIVER BAND "We Two"
 ELTON JOHN "I'm Still Standing"
 KENNY ROGERS "All My Life"
 JIM CAPALDI "That's Love"
 ALABAMA "The Closer You Get"
 KINKS "Come Dancing"
 THOMPSON TWINS "Love On Your Side"

Contempo 300

LITTLE RIVER BAND "We Two"
 JIM CAPALDI "That's Love"
 ALABAMA "The Closer You Get"
 ELTON JOHN "I'm Still Standing"

Great American Country

GEORGE JONES
 "I Always Get Lucky With You"
 GAIL DAVIES "Singing The Blues"
 WILLIE NELSON & MERLE HAGGARD
 "Pancho & Lefty"

Radio Arts

John Benedict (213) 841-0225

Country's Best

RAZZY BAILEY "After The Great Depression"
 ALABAMA "The Closer You Get"
 SYLVIA "Snapshot"
 GEORGE JONES "I Always Get Lucky With You"
 KENNY ROGERS "All My Life"

The Entertainers

JIM CAPALDI "That's Love"
 JAMES INGRAM & PATTI AUSTIN
 "How Do You Keep . . ."

Sound 10

ROBERT ELLIS ORRALL w/CARLENE CARTER
 "I Couldn't Say No"
 LITTLE RIVER BAND "We Two"
 JAMES INGRAM & PATTI AUSTIN
 "How Do You Keep . . ."
 STYX "Don't Let It End"

Tanner Musical Spectrum

Kenny Bosak (901) 320-4433

Bright Blue A/C

DAN SEALS "Everybody's Dream Girl"
 RITA COOLIDGE "I'll Never Let You Go"

Tanner Country

WILLIE NELSON & MERLE HAGGARD
 "Pancho & Lefty"
 RAZZY BAILEY "After The Great Depression"
 KENNY ROGERS "All My Life"
 SYLVIA "Snapshot"
 WHITES "I Wonder Who's Holding My Baby"

Red Satin Rock

KAJAGOOGOO "Too Shy"
 PAT BENATAR "Looking For A Stranger"
 SERGIO MENDES "Never Gonna Let You Go"
 ELTON JOHN "I'm Still Standing"

MCA Meets Musical Youth



MCA Records hosted a reception for Musical Youth in L.A., where the group was appearing in a movie, "D.C. Cab." Pictured (l-r) are MCA VP Joan Bullard, group's Michael Grant, management's Peter Price, MCA Records Group President Irving Azoff, and MCA International President Lou Cook.

Atlanta Says Farewell To Southern Tracks



Atlanta's Southern Tracks studio was torn down recently as part of a rapid transit construction program, so owner Bill Lowery held a sendoff party. Attending were many of the artists and producers who used the facility. Pictured (l-r, foreground) are studio manager Mike Clark, producer Buddy Buie, Lowery, and artist Sammy Johns.

JSE Inks LaNoue



Vocalist Mark LaNoue has been signed to the management division of Jimmy Simpson Enterprises. Four original LaNoue songs, produced by Simpson, are being prepared for release. Sealing the deal are (l-r, seated) President Jimmy Simpson and LaNoue; (l-r, standing) JSE attorney Ron Kreidman and company GM Carlo Accattato.

Black Radio Regionalized Adds & Hots

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

EAST
WXYV/Baltimore
Tim Watts
DENICE WILLIAMS
MICHAEL HENDERSON
CHAKA KHAN
D TRAIN
CULTURE CLUB
STARPOINT
SHOCK
SISTER SLEDGE
ANGELA BOFILL
Hottest
LIONEL RICHIE
INDEEP
MTUME
WKND/Hartford
Jordan/McLean
ANGELA BOFILL
SISTER SLEDGE
INGRAM & AUSTIN
O'BRYAN
CAMEO
MONTANA SEXTET
Hottest
GEORGE CLINTON
KASHIF
FONZI THORNTON
BLUE MAGIC
NARADA M WALDEN
WNHC/New Haven
James Jordan
MICHAEL HENDERSON
52ND STREET
NEW GUYS ON THE B
IRENE CARA
STARPOINT
PEACHES & HERB
O'BRYAN
WHISPERS
SYSTEM
PRIVATE SECTOR
GLENN JONES
MONTANA SEXTET
COOKIE WATKINS
MARY JANE GIRLS
WOLF
ANGELA BOFILL
RHETTA HUGHES
GRANDMASTER FLASH
Hottest
GEORGE CLINTON
CHAMPAIGN
ISLEY BROS
MTUME
DAVID BOWIE
WBLS/New York
Frankie Crocker
SO BE IT
MONTANA SEXTET
52ND STREET
MADONNA
GRANDMASTER FLASH
ANTHONY FRANKLIN
TEMPTATIONS
PEACHES & HERB
MEN AT WORK
Hottest
WARP 9
MTUME
GEORGE CLINTON
INDEEP
MICHAEL JACKSON

MIDWEST
WGCI/Chicago
Richard Pegue
SISTER SLEDGE
WHISPERS
LEON HAYWOOD
RENE & ANGELA
LUTHER VANDROSS
GLENN JONES
IRENE CARA
ANGELA BOFILL
JOE SAMPLE
Hottest
CHAMPAIGN
MICHAEL JACKSON
ISLEY BROS
CHI-LITES
CHERI
WBMX/Chicago
Lee Michaels
BRASS CONSTRUCTIO
SMOKEY ROBINSON
SISTER SLEDGE
ROCKET
ANITA BAKER
Hottest
MTUME
CHAMPAIGN
GLADYS KNIGHT
DAWSON & DIGGS
KIDDO
WBLS/Cincinnati
Brian Castle
CULTURE CLUB
MTUME
INDEEP
MICHAEL HENDERSON
IRENE CARA
CHI-LITES
Hottest
THOMAS DOLBY
BAR-KAYS
GEORGE CLINTON
MEN AT WORK
LIONEL RICHIE
WCIN/Cincinnati
Frank Bailey
PEACHES & HERB
LANIER & CO
FONZI THORNTON
ROCKET
JAMES BROWN
GENE CHANDLER
INSTANT FUNK
LEON HAYWOOD
Hottest
AL JARREAU
CHI-LITES
TEMPTATIONS
MTUME
SALSOU ORCHESTRA
WDMT/Cleveland
Magic/James
MARY JANE GIRLS
YARBROUGH/PEOPLES
NONA HENDRYX
JANET JACKSON
STARPOINT
Hottest
ISLEY BROS
AL JARREAU
DAVID BOWIE
GLADYS KNIGHT
LIONEL RICHIE
93FM/Cleveland
Lynn Tolliver
INGRAM & AUSTIN
WHISPERS
ANTHONY FRANKLIN
ANGELA BOFILL
JANET JACKSON
SYSTEM
CON FUNK SHUN
ART WILSON
YVONNE BROWN
OLIVER CHEATHAM
Hottest
MTUME
DEBARGE
MICHAEL JACKSON
ISLEY BROS
MICHAEL JACKSON

SOUTH
WAOK/Atlanta
Larry Tinsley
WHISPERS
INDEEP
PEACHES & HERB
LANIER & CO
IRENE CARA
MICHAEL WYCOFF
BOOKER NEWBERRY I
ART WILSON
RUN D M C
Hottest
GEORGE CLINTON
NEW EDITION
GLADYS KNIGHT
LAKEIDE
WVEE/Atlanta
Scotty Andrews
JANET JACKSON
BOOKER NEWBERRY I
SISTER SLEDGE
IRENE CARA
MICHAEL WYCOFF
LUTHER VANDROSS
BRENDA RUSSELL
GRANDMASTER FLASH
DAZZ BAND
BTH DAY
BRASS CONSTRUCTIO
KAWAGOOD
MICHAEL HENDERSON
Hottest
NEW EDITION
LAKEIDE
MICHAEL JACKSON
THOMAS DOLBY
EDDY GRANT
WRDW/Augusta
Teddy Black
LIONEL RICHIE
CON FUNK SHUN
RUN D M C
INGRAM & AUSTIN
DEBARGE
GLENN JONES
JANET JACKSON
Hottest
LAKEIDE
ISLEY BROS
CHAMPAIGN
GLADYS KNIGHT
NEW EDITION
KNOW/Austin
Selby Edwards
D TRAIN
SISTER SLEDGE
LEON HAYWOOD
MTUME
O'BRYAN
Hottest
MICHAEL JACKSON
AL JARREAU
LAKEIDE
NONA HENDRYX
CON FUNK SHUN
WVMO/Columbia
Mickey Arnold
GEORGE CLINTON
BOOKER NEWBERRY I
DANNY GOLD
RUN D M C
TONY TROUTMAN
INGRAM & AUSTIN
WISH
ANGELA BOFILL
JANET JACKSON
CON FUNK SHUN
RENE & ANGELA
Hottest
NEW EDITION
GLADYS KNIGHT
LIONEL RICHIE
NONA HENDRYX
MTUME
WENN/Birmingham
Gene Wise
GRANDMASTER FLASH
GEORGE CLINTON
JOHNNIE TAYLOR
Hottest
MTUME
FREEDOM
CHI-LITES
LAKEIDE
MICHAEL JACKSON

WJMO/Cleveland
Erik Stone
LAKEIDE
RUN D M C
PEACHES & HERB
LANIER & CO
WEEKS & CO
ANGELA BOFILL
Hottest
DENICE WILLIAMS
DEBARGE
BAR-KAYS
CAMEO
PRINCE
WVKB/Columbus
Lyles/Jones
INGRAM & AUSTIN
SERGIO MENDES
SISTER SLEDGE
MTUME
Hottest
LAKEIDE
GEORGE CLINTON
MICHAEL JACKSON
DEBARGE
THOMAS DOLBY
WDAO/Dayton
Lankford Stephens
CON FUNK SHUN
ANGELA BOFILL
SISTER SLEDGE
RHETTA HUGHES
E S P
YVONNE BROWN
LYNN & CHANDLER
BOHANNON
Hottest
CHAMPAIGN
LAKEIDE
BAR-KAYS
TYRONE BRUNSON
GLADYS KNIGHT
WDRQ/Detroit
Brian White
MARY JANE GIRLS
WHISPERS
WEE GEE
WOLF
RJ'S LATEST ARRIV
HIGH INERGY
FONZI THORNTON
TERRY BURRUS
Hottest
ISLEY BROS
EM&F
O'BRYAN
AL JARREAU
MTUME

WATV/Birmingham
Ron January
DEBARGE
SISTER SLEDGE
JONZUN CREW
INGRAM & AUSTIN
WHISPERS
WISH
JANET JACKSON
CON FUNK SHUN
Hottest
CHAMPAIGN
NEW EDITION
MICHAEL JACKSON
BAR-KAYS
GLADYS KNIGHT
WPEG/Charlotte
Les Norman
PEABO BRYSON
THELMA HOUSTON
INSTANT FUNK
MICHAEL HENDERSON
WHISPERS
STARPOINT
O'BRYAN
SLIM
ANGELA BOFILL
Hottest
DAWSON & DIGGS
EM&F
ISLEY BROS
CHI-LITES
GLADYS KNIGHT
KASHIF
CHAMPAIGN
BAR-KAYS
WGIV/Charlotte
Hal Harrill
WHISPERS
O'BRYAN
CON FUNK SHUN
STARPOINT
SYREETA
SYLVESTER
SISTER SLEDGE
WEEKS & CO
NEW HORIZONS
Hottest
NEW EDITION
MELBA MOORE
D TRAIN
GLADYS KNIGHT
LAKEIDE
WJMI/Jackson
Janet Haynes
JANET JACKSON
BRASS CONSTRUCTIO
NEW HORIZONS
CON FUNK SHUN
DICK SMITH
Hottest
GLADYS KNIGHT
EM&F
DEBARGE
NEW EDITION
LAKEIDE
WKXII/Jackson
Tommy Marshall
ANGELA BOFILL
RUN D M C
LEON HAYWOOD
LENNY WHITE
BRASS CONSTRUCTIO
ART WILSON
WHISPERS
Hottest
MICHAEL JACKSON
BAR-KAYS
ISLEY BROS
LAKEIDE
NEW EDITION

WJLB/Detroit
James Alexander
none
Hottest
GEORGE CLINTON
ISLEY BROS
GLADYS KNIGHT
NEW EDITION
MTUME
WQPR/Detroit
Joe Spencer
none
Hottest
FALCO
AL JARREAU
STEVE ARRINGTON'S
GLADYS KNIGHT
MAZE
WLTW/Gary
Dana Huskisson
WHISPERS
FONZI THORNTON
SISTER SLEDGE
WARP 9
DAVID BOWIE
JANET JACKSON
TYRONE DAVIS
INGRAM & AUSTIN
FISHER'S
Hottest
AL JARREAU
MICHAEL JACKSON
ISLEY BROS
GLADYS KNIGHT
BAR-KAYS
WKWM/Grand Rapids
Frank Grant
ANGELA BOFILL
RJ'S LATEST ARRIV
SMOKEY ROBINSON
RITA MARLEY
JANET JACKSON
MARK MITCHELL
Hottest
MTUME
THOMAS DOLBY
SYSTEM
CHI-LITES
NEW EDITION
WTLN/Indianapolis
Jay Johnson
JANET JACKSON
PEACHES & HERB
INGRAM & AUSTIN
SYSTEM
NEW HORIZONS
WHISPERS
MARLENA SHAW
YVONNE BROWN
WEEKS & CO
LANIER & CO
LOVE UNLIMITED OR
Hottest
LAKEIDE
NEW EDITION
NARADA M WALDEN
RAY PARKER JR.
JONZUN CREW

WJAX/Jacksonville
Ron January
STEVE FOX
SYSTEM
WARP 9
O'BRYAN
INGRAM & AUSTIN
PATRICK WILLIAMS
ART WILSON
CULTURE CLUB
Hottest
CAMEO
NEW EDITION
IRENE CARA
ISLEY BROS
MTUME
WPDQ/Jacksonville
Marc Little
WHISPERS
GLENN JONES
O'BRYAN
CULTURE CLUB
LANIER & CO
STARPOINT
INGRAM & AUSTIN
INSTANT FUNK
RJ'S LATEST ARRIV
JANET JACKSON
Hottest
MICHAEL JACKSON
LAKEIDE
TEMPTATIONS
CHI-LITES
GLADYS KNIGHT
WJZI/Jacksonville
Lad Goins
MASTER JAM
CULTURE CLUB
INGRAM & AUSTIN
IRENE CARA
Hottest
MICHAEL JACKSON
DEBARGE
KASHIF
GEORGE CLINTON
SYSTEM
KRNB-FM/Memphis
Floyd Blackwell
O'BRYAN
NONA HENDRYX
LANIER & CO
GRANDMASTER FLASH
STARPOINT
CON FUNK SHUN
INSTANT FUNK
SYREETA
TYRONE DAVIS
STARPOINT
MTUME
NEW EDITION
ISLEY BROS
DENICE WILLIAMS
LAKEIDE
KJCB/Lafayette
Beatrice Evans
O'BRYAN
GRANDMASTER FLASH
GEORGE CLINTON
CON FUNK SHUN
INSTANT FUNK
SYREETA
TYRONE DAVIS
STARPOINT
MTUME
NEW EDITION
ISLEY BROS
DENICE WILLIAMS
LAKEIDE
WKOK/Little Rock
Paul Todd
SYSTEM
SUPERSTARS
INGRAM & AUSTIN
EM&F
CON FUNK SHUN
STARPOINT
MIKKI
LANIER & CO
JONZUN CREW
PEACHES & HERB
Hottest
CHAMPAIGN
AL JARREAU
GEORGE CLINTON
GLADYS KNIGHT
KASHIF
WDMJ/Memphis
Bobby O'Jay
JONZUN CREW
Hottest
CHI-LITES
NEW EDITION
CHAMPAIGN
GLADYS KNIGHT
TYRONE DAVIS

WLOU/Louisville
Neal O'Rea
THELMA HOUSTON
RJ'S LATEST ARRIV
TYRONE DAVIS
WHISPERS
DAVID JOSEPH
BOHANNON
MTUME
SWEET G
SISTER SLEDGE
SERGIO MENDES
CON FUNK SHUN
Hottest
GLENN JONES
MELBA MOORE
CHI-LITES
CHAKA KHAN
SOUL SONTIC FORCE
WJJS/Lynchburg
Lad Goins
MASTER JAM
CULTURE CLUB
INGRAM & AUSTIN
IRENE CARA
Hottest
MICHAEL JACKSON
DEBARGE
KASHIF
GEORGE CLINTON
SYSTEM
KRNB-FM/Memphis
Floyd Blackwell
O'BRYAN
NONA HENDRYX
LANIER & CO
GRANDMASTER FLASH
STARPOINT
CON FUNK SHUN
INSTANT FUNK
SYREETA
TYRONE DAVIS
STARPOINT
MTUME
NEW EDITION
ISLEY BROS
DENICE WILLIAMS
LAKEIDE
WHRK/Memphis
Jimmy Smith
INGRAM & AUSTIN
STEVE ARRINGTON'S
GEORGE BENSON
GRANDMASTER FLASH
JANET JACKSON
MICHAEL WYCOFF
COLLAGE
GENE CHANDLER
VAUGHAN MASON
Hottest
GLADYS KNIGHT
DAVID BOWIE
DENICE WILLIAMS
LIONEL RICHIE
MICHAEL JACKSON
WDIA/Memphis
Bobby O'Jay
JONZUN CREW
Hottest
CHI-LITES
NEW EDITION
CHAMPAIGN
GLADYS KNIGHT
TYRONE DAVIS

WPLZ/Petersburg
Hardy Jay
VAUGHAN MASON
DEBARGE
ADVANCE
Hottest
CAMEO
NEW EDITION
GLADYS KNIGHT
THOMAS DOLBY
D TRAIN
WANT/Richmond
Kirby Carmichael
MTUME
SISTER SLEDGE
Hottest
DAWSON & DIGGS
CHAMPAIGN
BAR-KAYS
AL JARREAU
NEW EDITION
WTOY/Roanoke
Francisca Stewart
LENNY WHITE
IRENE CARA
NONA HENDRYX
MTUME
DEBARGE
Hottest
MICHAEL JACKSON
WHISPERS
DAWSON & DIGGS
NEW EDITION
ISLEY BROS
WVDM/Sumpter
Janice Baycote
MTUME
IRENE CARA
THELMA HOUSTON
STARPOINT
GRANDMASTER FLASH
HOTTEST
CHAMPAIGN
CHERI
MICHAEL JACKSON
AL JARREAU
FATBACK
WYLD-FM/New Orleans
Brute Bailey
OLIVER CHEATHAM
NEW HORIZONS
GLENN JONES
NONA HENDRYX
Hottest
NEW EDITION
LAKEIDE
AL JARREAU
DEBARGE
SISTER SLEDGE
WAIL-FM/New Orleans
Barry Richards
PEACHES & HERB
DEBRA HURD
DAZZ BAND
SYSTEM
BRASS CONSTRUCTIO
YVONNE BROWN
STARPOINT
Hottest
NEW EDITION
MICHAEL JACKSON
JONZUN CREW
GLADYS KNIGHT
AL JARREAU
WAAA/Winston-Salem
Joe Jackson
MTUME
DEBARGE
MICHAEL JACKSON
ANGELA BOFILL
O'BRYAN
JANET JACKSON
MICHAEL WYCOFF
NEW HORIZONS
COLLAGE
IRENE CARA
BRASS CONSTRUCTIO
INGRAM & AUSTIN
Hottest
KASHIF
AL JARREAU
DAWSON & DIGGS
GLENN JONES
TYRONE BRUNSON

WEST
KACE/Los Angeles
Miller/Wiggins
BETTY WRIGHT
GLADYS KNIGHT
LONNIE L SMITH
DENISE LASALLE
MTUME
OLIVER CHEATHAM
MICHAEL HENDERSON
DAVID BOWIE
JANET JACKSON
STARPOINT
DYNAMIC 7
RENE & ANGELA
NEW HORIZONS
RICH CASON
Hottest
MICHAEL JACKSON
WHISPERS
O'BRYAN
STEVE ARRINGTON'S
ANITA BAKER
KDAY/Los Angeles
Jack Patterson
ART WILSON
PEACHES & HERB
ANGELA BOFILL
GENE PAGE
BRENDA RUSSELL
LEON HAYWOOD
JANET JACKSON
CULTURE CLUB
TYRONE DAVIS
Hottest
MICHAEL JACKSON
AL JARREAU
KID CREOLE
GLADYS KNIGHT
NEW EDITION
KJLM/Los Angeles
J.B. Stone/Rico
EWSF
Hottest
MTUME
TANIA MARIA
ANGELA BOFILL
O'BRYAN
DENISE LASALLE
KDAI/Oakland
Jeff Harrison
MARY JANE GIRLS
ANGELA BOFILL
MTUME
D TRAIN
SISTER SLEDGE
CHAKA KHAN
LENNY WHITE
Hottest
CHAMPAIGN
MICHAEL JACKSON
PRINCE
NEW EDITION
GLADYS KNIGHT
KUKUQ/Phoenix
Steve Smith
DEBARGE
SISTER SLEDGE
STARPOINT
INGRAM & AUSTIN
Hottest
AL JARREAU
GEORGE DUKE
LAKESIDE
GLADYS KNIGHT
NONA HENDRYX
KPOP-FM/Sacramento
Bill Jeffries
DEBRA HURD
GLENN JONES
MELISSA MANCHESTE
DEVO
COLLAGE
JUNE POINTER
PATTIE BROOKS
PHIL COLLINS
Hottest
MICHAEL JACKSON
STYX
IRENE CARA
EDDY GRANT
DEBARGE
XHRM/San Diego
Voni/Lindsay
THELMA HOUSTON
IRENE CARA
GEORGE CLINTON
O'BRYAN
DEBARGE
ANGELA BOFILL
Hottest
PRINCE
MALCOLM MCLAREN
AL JARREAU
CHAMPAIGN
CHI-LITES
KSOL/San Mateo
Bernie Moody
GREG KINN BAND
SISTER SLEDGE
NEW EDITION
SERGIO MENDES
CHAKA KHAN
WHISPERS
INGRAM & AUSTIN
IRENE CARA
Hottest
WHISPERS
AL JARREAU
PRINCE
LAKEIDE

(J) indicates Black reporters also contributing to Mozy Chart

JAZZ RADIO
NATIONAL AIRPLAY/30
May 6, 1983
Last Week

- 1 **JOE SAMPLE/The Hunter** (MCA)
- 2 **JARREAU/Jarreau** (WB)
- 3 **12 LONNIE LISTON SMITH/Dreams Of Tomorrow** (Doctor Jazz)
- 4 **RARE SILK/New Weave** (Polydor/PolyGram)
- 5 **DAVE GRUSIN/The NY/LA Dream Band** (GRP)
- 6 **WILTON FELDER/Gentle Fire** (MCA)
- 7 **HANK CRAWFORD/Midnight Ramble** (Milestone)
- 8 **GEORGE HOWARD/Asphalt Gardens** (Palo Alto)
- 9 **KILIMANJARO/Two** (Philo)
- 10 **PHIL UPCHURCH/Revelations** (JAM)
- 11 **13 DAVID DIGGS/Realworld** (Palo Alto)
- 12 **ALLEN VIZZUTTI/Red Metal** (Bainbridge)
- 13 **14 EARL KLUGH/Low Ride** (Capitol)
- 14 **15 DAN SIEGEL/Reflections** (Pausa)
- 15 **16 RICHIE COLE AND.../Return To Alto Acres** (Palo Alto)
- 16 **17 STEPS AHEAD/Steps Ahead** (Musician/Elektra)
- 17 **18 TANIA MARIA/Come With Me** (Concord/Picante)
- 18 **19 GROVER WASHINGTON JR./The Best Is Yet To Come** (Elektra)
- 19 **20 SHAKATAK/Invitations** (Polydor/PolyGram)
- 20 **21 DAVID GRISMAN/Dawg Jazz** (WB)
- 21 **22 JESSICA WILLIAMS/Update** (Clean Cuts)
- 22 **23 YOUNG LIONS/Young Lions** (Musician/Elektra)
- 23 **24 JOHN KAIZAN NEPTUNE/West Of Somewhere** (Milestone)
- 24 **25 BILL EVANS/A Tribute** (Palo Alto)
- 25 **26 CHARLES EARLAND/Street Themes** (Columbia)
- 26 **27 DEE BELL/DURAN/GETZ/Let There Be Love** (Concord)
- 27 **28 MOSE ALLISON/Lessons In Living** (Musician/Elektra)
- 28 **29 EDDIE HARRIS/The Real Electrifying** (Mutt & Jeff)
- 29 **30 HERBIE HANCOCK/Quartet** (Columbia)
- 30 **BURGESS GARDNER/Music Year 2000** (MCA)

JAZZ REPORTING STATIONS: WYBC/New Haven, Art Russell; KSAX/Dallas-Ft. Worth, Bob Stewart; WMGI/Gainesville, FL, Albert Jiles; WLOQ/Orlando, Paul Gerardi; WBWB/Columbus, OH, Tim Hodges; WJZZ/Detroit, John Hill; KTWN/Minneapolis, Tom Pelissero; WXMFM/Chicago, James Walsh; KKKO/Los Angeles, Cal Milner; KJAZ/San Francisco, Dick Conte; KJZZ/Seattle, Kasia Wilk.

New & Active . . . See Page 64



Regional Adds & Hots

MOST ADDED	EAST	HOTTEST	MOST ADDED	MIDWEST	HOTTEST	MOST ADDED	SOUTH	HOTTEST	MOST ADDED	WEST	HOTTEST
Alabama (RCA) George Jones (Epic)	B.J. Thomas (Cleve. Int./Col.)		Alabama (RCA)	Shelly West (WB/Viva) John Conlee (MCA)		Alabama (RCA)	Ronnie Milsap (RCA) Eddie Rabbitt (WB) David Allan Coe (Columbia)		Alabama (RCA) Earl Thomas Conley (RCA)	Crystal Gayle (WB) Shelly West (WB/Viva) Merle Haggard (Epic)	

EAST

WGNR-FM Albany, NY	WVAJ Morgantown, WV	CHOW Welland, ONT
ALBANY RAY PRICE GEORGE JONES KENNY ROGERS BAMA BAND RONNIE MILSAP STEPHANIE WINSLON MIKE CAMPBELL CRYSTAL GAYLE TAMMY WYNETTE RICKY SKAGGS	GENE WATSON KENNY ROGERS STEVE WARNER GEORGE JONES STEVE WARNER SHELLY WEST B.J. THOMAS LOUISE MANDRELL JOHN CONLEE ROSANNE CASH EMMYLOU HARRIS	AMIE MURRAY MICKEY GILLEY T.G. SHEPPARD IRIS LARRAT MEL MC DANIEL MARGIE FELTS WAYNE CARSON BELLAMY BROTHERS SONNY DECLERIE GEORGE JONES LEE GREENWOOD ANNE MURRAY GEORGE STRAIT RICKY SKAGGS WILLIE & MERLE
WKWQ Allentown, PA	WVMA Newton, NJ	WVIL Williamsport, PA
ALBAMA KENNY ROGERS WILLIE & MERLE KEITH CARRADINE HANK WILLIAMS JR. EDDIE RABBITT LEE GREENWOOD DON WILLIAMS GARY MORRIS RICKY SKAGGS	ALBAMA EARL THOMAS CONLEY TAMMY WYNETTE CRYSTAL GAYLE RONNIE MILSAP ED BRUCE DOLLY PARTON DAN SEALS CONNY SMITH DICK FELLER RONNIE MILSAP LEE GREENWOOD EDDIE RABBITT GARY MORRIS BOB CARL WILLIE	WILLIAMSPORT CRYSTAL GAYLE RONNIE MILSAP ED BRUCE DOLLY PARTON DAN SEALS CONNY SMITH DICK FELLER RONNIE MILSAP LEE GREENWOOD EDDIE RABBITT GARY MORRIS BOB CARL WILLIE
WVAM Altoona, PA	WVLA Philadelphia, PA	WVNO Barre, VT
ALBAMA EARL THOMAS CONLEY TAMMY WYNETTE CRYSTAL GAYLE RONNIE MILSAP ED BRUCE DOLLY PARTON DAN SEALS CONNY SMITH DICK FELLER RONNIE MILSAP LEE GREENWOOD EDDIE RABBITT GARY MORRIS BOB CARL WILLIE	ALBAMA EARL THOMAS CONLEY TAMMY WYNETTE CRYSTAL GAYLE RONNIE MILSAP ED BRUCE DOLLY PARTON DAN SEALS CONNY SMITH DICK FELLER RONNIE MILSAP LEE GREENWOOD EDDIE RABBITT GARY MORRIS BOB CARL WILLIE	ALBAMA WILLIE & MERLE CHARLIE MC CLAIN HANK WILLIAMS JR. EDDIE RABBITT LEE GREENWOOD DON WILLIAMS GARY MORRIS RONNIE MILSAP JOHN CONLEE SHELLY WEST

MIDWEST

WHLR Akron, OH	WVMA Wheeling, WV	WMAO Chicago, IL
ALBAMA EARL THOMAS CONLEY TAMMY WYNETTE CRYSTAL GAYLE RONNIE MILSAP ED BRUCE DOLLY PARTON DAN SEALS CONNY SMITH DICK FELLER RONNIE MILSAP LEE GREENWOOD EDDIE RABBITT GARY MORRIS BOB CARL WILLIE	ALBAMA EARL THOMAS CONLEY TAMMY WYNETTE CRYSTAL GAYLE RONNIE MILSAP ED BRUCE DOLLY PARTON DAN SEALS CONNY SMITH DICK FELLER RONNIE MILSAP LEE GREENWOOD EDDIE RABBITT GARY MORRIS BOB CARL WILLIE	CHICAGO ENGELBERT HUMPERDI ALBAMA KENNY ROGERS WILLIE & MERLE KEITH CARRADINE HANK WILLIAMS JR. EDDIE RABBITT LEE GREENWOOD DON WILLIAMS GARY MORRIS RONNIE MILSAP JOHN CONLEE SHELLY WEST
WVMAO Columbus, OH	WVMAO Grand Rapids, MI	WVMAO Lansing, MI
ALBAMA EARL THOMAS CONLEY TAMMY WYNETTE CRYSTAL GAYLE RONNIE MILSAP ED BRUCE DOLLY PARTON DAN SEALS CONNY SMITH DICK FELLER RONNIE MILSAP LEE GREENWOOD EDDIE RABBITT GARY MORRIS BOB CARL WILLIE	ALBAMA EARL THOMAS CONLEY TAMMY WYNETTE CRYSTAL GAYLE RONNIE MILSAP ED BRUCE DOLLY PARTON DAN SEALS CONNY SMITH DICK FELLER RONNIE MILSAP LEE GREENWOOD EDDIE RABBITT GARY MORRIS BOB CARL WILLIE	ALBAMA EARL THOMAS CONLEY TAMMY WYNETTE CRYSTAL GAYLE RONNIE MILSAP ED BRUCE DOLLY PARTON DAN SEALS CONNY SMITH DICK FELLER RONNIE MILSAP LEE GREENWOOD EDDIE RABBITT GARY MORRIS BOB CARL WILLIE

SOUTH

WVMAO Nashville, TN	WVMAO San Antonio, TX	WVMAO Dallas, TX
ALBAMA EARL THOMAS CONLEY TAMMY WYNETTE CRYSTAL GAYLE RONNIE MILSAP ED BRUCE DOLLY PARTON DAN SEALS CONNY SMITH DICK FELLER RONNIE MILSAP LEE GREENWOOD EDDIE RABBITT GARY MORRIS BOB CARL WILLIE	ALBAMA EARL THOMAS CONLEY TAMMY WYNETTE CRYSTAL GAYLE RONNIE MILSAP ED BRUCE DOLLY PARTON DAN SEALS CONNY SMITH DICK FELLER RONNIE MILSAP LEE GREENWOOD EDDIE RABBITT GARY MORRIS BOB CARL WILLIE	ALBAMA EARL THOMAS CONLEY TAMMY WYNETTE CRYSTAL GAYLE RONNIE MILSAP ED BRUCE DOLLY PARTON DAN SEALS CONNY SMITH DICK FELLER RONNIE MILSAP LEE GREENWOOD EDDIE RABBITT GARY MORRIS BOB CARL WILLIE

WEST

WVMAO Los Angeles, CA	WVMAO San Francisco, CA	WVMAO Portland, OR
ALBAMA EARL THOMAS CONLEY TAMMY WYNETTE CRYSTAL GAYLE RONNIE MILSAP ED BRUCE DOLLY PARTON DAN SEALS CONNY SMITH DICK FELLER RONNIE MILSAP LEE GREENWOOD EDDIE RABBITT GARY MORRIS BOB CARL WILLIE	ALBAMA EARL THOMAS CONLEY TAMMY WYNETTE CRYSTAL GAYLE RONNIE MILSAP ED BRUCE DOLLY PARTON DAN SEALS CONNY SMITH DICK FELLER RONNIE MILSAP LEE GREENWOOD EDDIE RABBITT GARY MORRIS BOB CARL WILLIE	ALBAMA EARL THOMAS CONLEY TAMMY WYNETTE CRYSTAL GAYLE RONNIE MILSAP ED BRUCE DOLLY PARTON DAN SEALS CONNY SMITH DICK FELLER RONNIE MILSAP LEE GREENWOOD EDDIE RABBITT GARY MORRIS BOB CARL WILLIE

Hottest Tracks:

"Living Legends (A Dyin' Breed)" (RCA)
WAYLON JENNINGS

COUNTRY ALBUMS

Cuts in bold type are receiving the heaviest airplay.

ALABAMA - The Closer You Get - (RCA) "Lady Down On Love" "Red River" "Dixie Boy" "Alabama Sky" "Lovin' Man" "Very Special Love"

LEE GREENWOOD - Somebody's Gonna Love You - (MCA) "Ladies Love" "Somebody's Gonna Love You"

WAYLON JENNINGS - It's Only Rock & Roll - (RCA) "Living Legends (A Dyin' Breed)" "It's Only Rock & Roll" "No Middle Ground" "Mental Revenge" "Medley Of Hits"

151 Current Reports

The following stations did not report this week and therefore their playlists were frozen:

WIXY/Springfield
WKFM/Flint
WVNO/Baton Rouge
WVMAO/Greenville
WVMAO/Detroit
WVMAO/Memphis
KIK-FM/Anahem
KGEM/KJOT/Boise
KCKC/San Bernardino

Hottest Tracks:

GEORGE JONES - Shine On - (Epic) "O' George Stopped Drinking Today" "Tennessee Whiskey" "She Hung The Moon"

CHARLY MCCLAIN - Paradise - (Epic) "Paradise Tonight" "Meet You In The Middle Of The Bed"

RONNIE MILSAP - Keyed Up - (RCA) "I'm Just A Redneck At Heart" "Don't You Know How Much I Love You" "We're Here To Love" "Don't Your Mem'ry Ever Sleep At Night" "Shove Her"

WILLIE NELSON - Tougher Than Leather - (Columbia) "Tougher Than Leather" "The Convict And The Rose"

WILLIE NELSON & WAYLON JENNINGS - Take It To The Limit - (Columbia) "No Love At All" "Why Baby Why" "Homeward Bound"

OAK RIDGE BOYS - American Made - (MCA) "Heart On The Line (Operator, Operator)" "Love Song" "You Made It Beautiful" "Amity"

KENNY ROGERS - We've Got Tonight - (Liberty) "Scarlet Fever" "Farther I Go"

SHELLY WEST - West By West - (WB/Viva) "Flight 309 To Nashville" "Sexy Song" "Me On The One Side"

Most Requested:

DAVID ALLAN COE "The Ride" (Columbia)
SHELLY WEST "Jose Cuervo" (WB/Viva)
JOHN CONLEE "Common Man" (MCA)
RONNIE MILSAP "Stranger In My House" (RCA)

National Airplay/50 . . . See Page 62

151 Current Reports

The following stations did not report this week and therefore their playlists were frozen:

WIXY/Springfield
WKFM/Flint
WVNO/Baton Rouge
WVMAO/Greenville
WVMAO/Detroit
WVMAO/Memphis
KIK-FM/Anahem
KGEM/KJOT/Boise
KCKC/San Bernardino

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WAYLON JENNINGS - It's Only Rock & Roll - (RCA) "Living Legends (A Dyin' Breed)" "It's Only Rock & Roll" "No Middle Ground" "Mental Revenge" "Medley Of Hits"

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GEORGE JONES - Shine On - (Epic) "O' George Stopped Drinking Today" "Tennessee Whiskey" "She Hung The Moon"

CHARLY MCCLAIN - Paradise - (Epic) "Paradise Tonight" "Meet You In The Middle Of The Bed"

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SHELLY WEST "Jose Cuervo" (WB/Viva)
JOHN CONLEE "Common Man" (MCA)
RONNIE MILSAP "Stranger In My House" (RCA)

National Airplay/50 . . . See Page 62



SAMMY HAGAR
CRIS DEBURGH
RED RIDER
ADAMS
MADNESS
MOLLY HATCHET

WEBN/Cincinnati
(513) 871-8500
 PD: DEPTON HARR
 MD: CURT GARY

Botnet
 SAMMY HAGAR
 SCANDAL
 DEPTON HARR
 GARY MOORE
 KENNY LOGGINS
 JOURNEY
 PLANET P
 MOLLY HATCHET
 BRITAY ADAMS
 SAGA
 Medium
 R.I.Z.
 PHIL COLLINS
 TONY CAREY
 TRIMPH
 NIGHT RANGER
 RED RIDER
 U2
 II TOP
 KROKUS
 MARTIN BRILEY
 RICK SPRINGFIELD
 DAVE EDWARDS
 PINK FLOYD
 MEN AT WORK
 RED ROCKERS
 A STOMPERS
 A JOAN ARMSTRADING
 ADAMS
 WEIRD AL YANOVIC

KDWB/Minneapolis
(612) 739-4000
 PD: DAVE HAMILTON
 ASST: POK LOKIN PALAGI

Botnet
 DEPTON HARR
 TUBES
 BRYAN ADAMS
 MEN AT WORK
 SILEY IDOL
 RICK SPRINGFIELD
 DEPTON HARR
 MICHAEL BOLTON
 II TOP (M)
 SCANDAL
 INXS
 II TOP
 MARTIN BRILEY
 JOHN BONGIOVI
 TONY CAREY
 PAT BENATAR
 SAGA
 INXS
 MICHAEL BOLTON
 RED ROCKERS
 PRINCE
 KROKUS
 MICHAEL BOLTON
 MARTIN BRILEY
 DAVE EDWARDS
 BILLY IDOL
 TOM PETTY & H.B.S.
 U2
 DIVINYLS
 STRANGE ADVANCE
 BLANDET OF SECRECY
 DURAN DURAN
 PATRICK SIMMONS
 BOB SEGER
 MEN AT WORK
 SAMMY HAGAR
 PLANET P
 TUBES
 PINK FLOYD
 JOURNEY (M)
 DURAN DURAN
 RED RIDER
 KIX
 MADNESS
 MODERN ENGLISH

WLLZ/Detroit
(313) 863-1800
 PD: JOE URBEL
 MD: DOUG HODGELL

Botnet
 DEPTON HARR
 BRYAN ADAMS
 JEFFERSON STARSHIP
 TRIMPH
 GOLDEN EARRING
 TONY CAREY
 JOURNEY
 BOB SEGER
 SAMMY HAGAR
 SCANDAL
 KROKUS & HANMER
 MICHAEL BOLTON
 Medium
 MEN AT WORK
 GREG KINN BAND
 SAGA
 H&S
 VANDERBERG
 MOVING PICTURES
 JOHN BONGIOVI
 BLANDET OF SECRECY
 JOHN MAITE
 U2
 WLLZ
 PHIL COLLINS
 MEN AT WORK
 JIMMY HENNETT AL
 PAT BENATAR
 SAGA
 PLANET P
 RED RIDER
 II TOP
 TONN RUNDGREN
 INXS
 MICHAEL BOLTON
 U2
 TUBES
 DURAN DURAN
 CHRIS DEBURGH
 PATRICK SIMMONS
 DURAN DURAN
 RICK SPRINGFIELD
 KROKUS
 RED RIDER
 TUBES
 TRIMPH
 MADNESS
 PASTYAN
 MODERN ENGLISH

WOFM/Milwaukee
(414) 276-2040
 PD: LEE ARNOLD
 ASST: POK MIKE MOLY

Botnet
 DEPTON HARR (M)
 RICK SPRINGFIELD
 SAGA
 GREG KINN BAND
 MEN AT WORK
 TONY CAREY
 S3 JIM HENNETT AL
 MICHAEL BOLTON
 PAT BENATAR (M)
 SAMMY HAGAR (M)
 BRYAN ADAMS
 MICHAEL BOLTON
 II TOP
 A STX
 GARY MOORE
 PINK FLOYD
 U2
 Medium
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BOULEVARD... KDKU/Honolulu... BOULEVARD... KDKU/Honolulu...

KILO/Colorado Springs (303) 634-4886

BOULEVARD... KILO/Colorado Springs... BOULEVARD... KILO/Colorado Springs...

KIDQ/Boise (208) 336-0939

BOULEVARD... KIDQ/Boise... BOULEVARD... KIDQ/Boise...

KLPX/Tucson (602) 622-6711

BOULEVARD... KLPX/Tucson... BOULEVARD... KLPX/Tucson...

KTM/Santa Barbara (805) 963-1975

BOULEVARD... KTM/Santa Barbara... BOULEVARD... KTM/Santa Barbara...

KMEL/San Francisco (415) 391-9400

BOULEVARD... KMEL/San Francisco... BOULEVARD... KMEL/San Francisco...

KVRE/Santa Rosa (707) 544-5873

BOULEVARD... KVRE/Santa Rosa... BOULEVARD... KVRE/Santa Rosa...

KIDQ/Boise (208) 336-0939

BOULEVARD... KIDQ/Boise... BOULEVARD... KIDQ/Boise...

KKZZ/Reno (702) 329-9261

BOULEVARD... KKZZ/Reno... BOULEVARD... KKZZ/Reno...

KTM/Santa Barbara (805) 963-1975

BOULEVARD... KTM/Santa Barbara... BOULEVARD... KTM/Santa Barbara...

KTM/Santa Barbara (805) 963-1975

BOULEVARD... KTM/Santa Barbara... BOULEVARD... KTM/Santa Barbara...

KOME/San Jose (408) 248-8111

BOULEVARD... KOME/San Jose... BOULEVARD... KOME/San Jose...

KREM/Spokane (509) 448-2000

BOULEVARD... KREM/Spokane... BOULEVARD... KREM/Spokane...

KOMP/Las Vegas (702) 878-1460

BOULEVARD... KOMP/Las Vegas... BOULEVARD... KOMP/Las Vegas...

KKDJ/Fresno (209) 226-5991

BOULEVARD... KKDJ/Fresno... BOULEVARD... KKDJ/Fresno...

KKZQ/Santa Barbara (805) 963-1601

BOULEVARD... KKZQ/Santa Barbara... BOULEVARD... KKZQ/Santa Barbara...

KTM/Santa Barbara (805) 963-1975

BOULEVARD... KTM/Santa Barbara... BOULEVARD... KTM/Santa Barbara...

Parallel Three

BOULEVARD... Parallel Three... BOULEVARD... Parallel Three...

KTM/Santa Barbara (805) 963-1601

BOULEVARD... KTM/Santa Barbara... BOULEVARD... KTM/Santa Barbara...

KTM/Santa Barbara (805) 963-1975

BOULEVARD... KTM/Santa Barbara... BOULEVARD... KTM/Santa Barbara...

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KTM/Santa Barbara (805) 963-1975

BOULEVARD... KTM/Santa Barbara... BOULEVARD... KTM/Santa Barbara...

CITY PARADELO PLANNERS

101.1
FM MUSICRADIO
Washington, D.C.

PD: Alan Burns
MD: Mary Taten

105.0
Toronto
PD: Jim Waters
MD: Brad Jones

105.0
Toronto
PD: Scott Walker
MD: Glenn Kalina

105.0
Toronto
PD: Jim Waters
MD: Brad Jones

79
Houston
PD: John Lander
MD: Patty Hamilton

100
Miami
PD: Robert W. Walker
MD: Frank Amadeo

WAYS
Buffalo
PD: Ray St. James
MD: P.J. Fox

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CHR ADS & HOTS

EAST Most Added Hottest Billy Idol Elton John Eurythmics Kenny Rogers

SOUTH Most Added Hottest Little River Band Elton John Kinks Men At Work Michael Jackson Irene Cara David Bowie

EAST PARALLEL TWO

WFLY/Albany, NY Jack Lawrence
WTRV/Albany, NY Bill Cahill
WHYY/Boston, MA Peters/Dana
WROR/Boston, MA Gary Berkowitz
WYCR/Hanover, York, PA J.J. Randolph
WKKE/Huntington, WV Gary Miller
WLAN-FM/Lancaster, PA Nicole
WBLI/Long Island, NY Bill Terry
WC101/New Haven, CT Denny Lyons

WSPK/Poughkeepsie, NY Chris Laide

WVIR/Beckley, WV Jim Martin
WHEB/Portsmouth, NH Rick Bean
WK101/Cocoa Beach, FL Lowe
WJDX/Jackson, MS Bill Crews
KX104/Nashville, TN Bryan Sargent

WVIR/Beckley, WV Jim Martin

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WK101/Cocoa Beach, FL Lowe
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KX104/Nashville, TN Bryan Sargent

EAST PARALLEL THREE

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WHEB/Portsmouth, NH Rick Bean
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WK101/Cocoa Beach, FL Lowe
WJDX/Jackson, MS Bill Crews
KX104/Nashville, TN Bryan Sargent

SOUTH PARALLEL TWO

WVIR/Beckley, WV Jim Martin
WHEB/Portsmouth, NH Rick Bean
WK101/Cocoa Beach, FL Lowe
WJDX/Jackson, MS Bill Crews
KX104/Nashville, TN Bryan Sargent

SOUTH PARALLEL THREE

WVIR/Beckley, WV Jim Martin
WHEB/Portsmouth, NH Rick Bean
WK101/Cocoa Beach, FL Lowe
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WVIR/Beckley, WV Jim Martin
WHEB/Portsmouth, NH Rick Bean
WK101/Cocoa Beach, FL Lowe
WJDX/Jackson, MS Bill Crews
KX104/Nashville, TN Bryan Sargent

MIDWEST Most Added Hottest

Little River Band Elton John

Men At Work Michael Jackson David Bowie

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

Elton John Little River Band Sergio Mendes

Men At Work Michael Jackson Irene Cara

MIDWEST PARALLEL TWO

WKDD/Akron, OH Matt Patrick

GEORGE BENSON MICHAEL BOLTON PINK FLOYD ERIC CLAPTON EDDY GRANT (dp) GOANNA

WKAU/Appleton-Oshkosh Ross/Allen

ELTON JOHN SERGIO MENDES LRB THOMPSON TWINS ALABAMA

WNAM/Appleton-Oshkosh Chris Caine

INXS (dp) CHAMPAIGN EDDY GRANT (dp) KENNY ROGERS DAVE EDMUNDS

92X/Columbus, OH Teri Nutter

LAURA BRANIGAN KINKS NIGHT RANGER Hottest: MICHAEL JACKSON 2-1

KHKB/Davenport, IA Jim O'Hara

DURAN DURAN RICK SPRINGFIELD KENNY ROGERS THOMAS DOLBY

KMGK/Des Moines, IA Jim Roberts

KINKS LRB SERGIO MENDES Hottest: LAURA BRANIGAN 5-1

WEBC/Duluth, MN Dick Johnson

KENNY ROGERS ELTON JOHN SERGIO MENDES WALTER EGAN (dp) LRB

WKDQ/Evansville, IN Hobbs/Payne

IRENE CARA KENNY ROGERS Hottest: TOTO 2-1

WMEE/Fort Wayne, IN Keith Green

SPARKS KENNY ROGERS ELTON JOHN EDDY GRANT Hottest: THOMAS DOLBY 10-1

WGRD/Grand Rapids, MI J.J. Duling

INXS ZZ TOP KAJAGOOGOO LRB ELTON JOHN Hottest: MEN AT WORK 8-1

WZZR/Grand Rapids, MI Don Schueller

TODD RUNDGREN JIM CAPALDI KINKS Hottest: BOB SEGER 1-1

WNAP/Indianapolis, IN Larry Mago

CARL WILSON Hottest: TOTO 1-1 MEN AT WORK 9-3

WZPL/Indianapolis Hoffman/Brodie

INXS THOMAS DOLBY STYX CHRIS DEBURGH KINKS (dp)

WNAM/Appleton-Oshkosh Chris Caine

WJXQ/Jackson, MI Ryan/Cheeks

DEXYS MIDNIGHT RU (dp) THOMPSON TWINS (dp) A FLOCK OF SEAGUL (dp)

WKFR/Kalamazoo, MI Swart/Chapman

CHRIS CROSS EDDY GRANT KENNY ROGERS Hottest: MICHAEL JACKSON 1-1

WVIC/Lansing Jay Stevens

ELTON JOHN SCANDAL PLANET P Hottest: DEF LEPPARD 2-2

WZEE/Madison, WI Little/Hudson

CHRIS DEBURGH RONNIE MILSAP MADNESS Hottest: MICHAEL JACKSON 1-1

KOFM/Oklahoma City, OK Dave Duquesne

CULTURE CLUB NEIL DIAMOND Hottest: TOTO 3-2

KQKQ/Omaha, NB Taylor/Evans

LRB ALABAMA Hottest: MICHAEL JACKSON 1-1

WZOK/Rockford Tim Fox

ELTON JOHN CULTURE CLUB PAT BENATAR Hottest: MICHAEL JACKSON 1-1

WZOK/Rockford Tim Fox

LIONEL RICHIE CULTURE CLUB HALL & OATES IRENE CARA Hottest: MICHAEL JACKSON 3-1

U93/South Bend, IN J.K. Dearing

BRYAN ADAMS STYX RICK SPRINGFIELD Hottest: MICHAEL JACKSON 2-1

KAYI/Tulsa, OK Phil Williams

ELTON JOHN THOMPSON TWINS LRB Hottest: MICHAEL JACKSON 2-1

KRAV/Tulsa, OK Gary Reynolds

IRENE CARA CHRIS CROSS SERGIO MENDES Hottest: TOTO 2-1

KEYN-FM/Wichita, KS Taylor/Pearman

LRB Hottest: MICHAEL JACKSON 1-1

TOYO 5-2 MEN AT WORK 10-4 LIONEL RICHIE 9-5

WHOT/Youngstown, OH Dick Thompson

SERGIO MENDES CHRIS DEBURGH LRB ALABAMA

WYFM/Youngstown, OH Jeff Tobin

IRENE CARA Hottest: MICHAEL JACKSON 1-1

KFYR/Bismarck, ND Dan Brannan

ALABAMA TUBES Hottest: ATF 2-1

WBWB/Bloomington John Heimann

CHRIS CROSS LRB JOAN ARMSTRADING KAJAGOOGOO

WCIL-FM/Carbondale, IL Tony Waitkus

SHERIFF (dp) NIGHT RANGER (dp) GOLDEN EARRING (dp)

KFMZ/Columbia Steve Graziano

CHRIS DEBURGH RED ROCKERS Hottest: DURAN DURAN 2-1

KQWB/Fargo, ND Craig Roberts

ELTON JOHN JOURNEY TUBES (dp) Hottest: RONNIE MILSAP 2-1

KKXK-FM/Grand Forks, ND Don Nordine

KAJAGOOGOO PAT BENATAR SHERIFF Hottest: PRINCE 3-1

KYTN/Grand Forks, ND Tom Fricke

EDDY GRANT LRB DAVE EDMUNDS PINK FLOYD

KRRA/Iowa City, IA Bart Goynshor

ELTON JOHN LRB EURYTHMICS (dp) PHIL COLLINS (dp)

WAZY-FM/Lafayette, IN Jim Stacy

SERGIO MENDES (dp) CHAMPAIGN (dp) ELTON JOHN KAJAGOOGOO

WRKR/Racine, WI Steve Warren

LRB A FLOCK OF SEAGUL KAJAGOOGOO BELLE STARS

KKLS/Rapid City, SD Sherwin/Piper

KINKS SERGIO MENDES Hottest: BOB SEGER 1-1

KSKG/Salina Collier/Travis

SERGIO MENDES ALABAMA (dp) LRB ELTON JOHN

KKRC/Sioux Falls Dan Kiele

IRENE CARA DAVE EDMUNDS Hottest: PRINCE 3-1

KWTO-FM/Springfield, MO Alexander/Hammond

TODD RUNDGREN Hottest: GREG KIHN BAND 1-1

WSPT/Stevens Point, WI Fuhr/Tracy

none Hottest: MICHAEL JACKSON 1-1

KDVV/Topeka, KN Tony Stewart

ELTON JOHN LRB ENGLISH BEAT (dp) ALABAMA (dp)

KFMW/Waterloo, IA Mark Potter

SHERIFF IRENE CARA KINKS Hottest: MEN AT WORK 8-4

KIDD/Monterey, CA Brown/Carr

ELTON JOHN DEBARGE Hottest: MICHAEL JACKSON 2-1

KKXX/Bakersfield, CA Squires/Marcus

CHRIS CROSS ELTON JOHN PAT BENATAR KAJAGOOGOO

KBK/Boise, ID Bob Lee

KINKS SHERIFF EDDY GRANT DEXYS MIDNIGHT RU

KKFM/Colorado Springs Ryan/Finney

BRYAN ADAMS ELTON JOHN SCANDAL CHRIS DEBURGH

KYNO-FM/Fresno Walker/Davis

BRYAN ADAMS ELTON JOHN SHANDI PAT BENATAR

KIKI/Honolulu, HI Kong/Shihodo

KAJAGOOGOO DEXYS MIDNIGHT RU MUSICAL YOUTH

KQMQ/Honolulu, HI Kimo Akane

KINKS DURAN DURAN BERLIN JIM CAPALDI

KLUC/Las Vegas, NV Randy Lunquist

none Hottest: MEN AT WORK 9-2

KOSO/Modesto Ausham/Main

LRB FRIDA ALABAMA CHRIS DEBURGH Hottest: MICHAEL JACKSON 1-1

KRQ/Tucson, AZ Zapoleon/Norris

IRENE CARA LIONEL RICHIE WALTER EGAN SERGIO MENDES

KHOP/Modesto-Stockton David Kraham

A FLOCK OF SEAGUL LRB DEVO (dp) DEXYS MIDNIGHT RU

K96/Provo, UT Gentry/McCoy

none Hottest: MICHAEL JACKSON 1-1

KGGI/Riverside-S.B. O'Neil/Hubbs

NELSON & HAGGARD NAKED EYES Hottest: MICHAEL JACKSON 1-1

KSKD/Salem, OR Len E. Mitchell

ALABAMA KINKS ELTON JOHN GEORGE BENSON

KRSP/Salt Lake City, UT Carlson/Moll

ELTON JOHN SERGIO MENDES THOMPSON TWINS

KYYX/Seattle, WA Elvin Ichiyama

B-52'S EURYTHMICS PETER TOSH MEN AT WORK

KJRB/Spokane, WA Suda Coleman

CHRIS CROSS EDDY GRANT KAJAGOOGOO

KHYT/Tucson, AZ Sherman Cohen

EDDY GRANT A FLOCK OF SEAGUL JIM CAPALDI

KRQ/Tucson, AZ Zapoleon/Norris

IRENE CARA LIONEL RICHIE WALTER EGAN

KRQ/Tucson, AZ Zapoleon/Norris

IRENE CARA LIONEL RICHIE WALTER EGAN SERGIO MENDES

IRENE CARA LIONEL RICHIE WALTER EGAN

IRENE CARA LIONEL RICHIE WALTER EGAN SERGIO MENDES

PARALLEL THREE

KENI/Anchorage, AK Vaughn/Kimberly

LRB DEBARGE ELTON JOHN CHRIS DEBURGH MADNESS

KYVA/Billings, MT Charlie Fox

ELTON JOHN ALABAMA SERGIO MENDES LRB Hottest: MICHAEL JACKSON 1-1

KCCQ/Bozeman, MT Williams/St. John

LRB GEORGE BENSON EURYTHMICS JIM CAPALDI

KTRK/Casper, WY Sears/Donovan

ELTON JOHN JIM CAPALDI ALABAMA LRB Hottest: MEN AT WORK 3-1

KKAZ/Cheyenne, WY John Ramsey

none Hottest: GREG KIHN BAND 1-1

KGHO/Hoquiam Steve Larson

ELTON JOHN KAJAGOOGOO DEBARGE BELLE STARS

KIST/Santa Barbara Scotty Johnson

INXS (dp) KINKS STYX WALTER EGAN

KJRB/Spokane, WA Suda Coleman

CHRIS CROSS EDDY GRANT KAJAGOOGOO

KHYT/Tucson, AZ Sherman Cohen

EDDY GRANT A FLOCK OF SEAGUL JIM CAPALDI

KRQ/Tucson, AZ Zapoleon/Norris

IRENE CARA LIONEL RICHIE WALTER EGAN

KRQ/Tucson, AZ Zapoleon/Norris

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KTRK/Casper, WY Sears/Donovan

ELTON JOHN JIM CAPALDI ALABAMA LRB Hottest: MEN AT WORK 3-1

KKAZ/Cheyenne, WY John Ramsey

none Hottest: GREG KIHN BAND 1-1

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IRENE CARA LIONEL RICHIE WALTER EGAN

226 Reporters 215 Current Reports
The following stations reported frozen playlists this week: WHFM/Rochester K96/Provo 13FEA/Manchester WAEV/Savannah Q101/Meridian KWTO-FM/Springfield
The following stations did not report this week and therefore their playlists were frozen: WHTX/Pittsburgh WFMF/Baton Rouge WGUY/Bangor WIKZ/Chambersburg KKAZ/Cheyenne

PARALLELS

Parallel I: Selected stations in major markets that are format dominant and/or exert a significant national influence.

Parallel II: Selected stations in secondary markets that are format dominant and/or exert a significant local or regional influence. This parallel may also contain some major market stations that do not qualify for parallel one status.

Parallel III: Selected stations in smaller markets that are format dominant and/or exert a significant local influence. This parallel may contain some secondary market stations that do not qualify for parallel two status.

★ DENOTES FIRST WEEK IN PARALLELS.

226 Reports

JOHN DOE
"Hit Song" (Anylabel)
LP: Hit Song

Regional 100/25 44% National Summary
Reach UP 152
E 33% DEBITS 2
S 56% SAME 12
W 19% DOWNS 4
ADDS 4

100/25 - 100 CHR reporting stations on it this week including 25 new adds.

44% - Percentage of this weeks reporters playing it.

Regional Reach - Percentage of reporters playing the song within each region.

National Summary
Up 31 - Number of stations moving it up on the charts.

Debuts 20 - Number of stations debuting the song this week.

Same 24 - Number of stations reporting no movement this week. (On to On, Add to On, 31-31, etc.)

Down 0 - Number of stations moving it down on their charts.

Adds 25 - Total number of stations adding it this week.

EXAMPLE

100/25 - 100 CHR reporting stations on it this week including 25 new adds.

44% - Percentage of this weeks reporters playing it.

Regional Reach - Percentage of reporters playing the song within each region.

National Summary
Up 31 - Number of stations moving it up on the charts.

Debuts 20 - Number of stations debuting the song this week.

Same 24 - Number of stations reporting no movement this week. (On to On, Add to On, 31-31, etc.)

Down 0 - Number of stations moving it down on their charts.

Adds 25 - Total number of stations adding it this week.

BRYAN ADAMS
Straight From The... (A&M)
LP: Cuts Like A Knife

Regional 201/3 89% National Summary
Reach UP 152
E 80% DEBITS 4
S 87% SAME 12
W 85% DOWNS 10
ADDS 3

DAVID BOWIE
Let's Dance (EMI America)
LP: Let's Dance

Regional 206/3 91% National Summary
Reach UP 158
E 93% DEBITS 1
S 93% SAME 12
W 93% DOWNS 5
ADDS 3

JIM CAPALDI
That's Love (Atlantic)
LP: Fierce Heart

Regional 85/31 38% National Summary
Reach UP 155
E 80% DEBITS 8
S 47% SAME 32
W 48% DOWNS 0
ADDS 31

CHRISTOPHER CROSS
No Time For Talk (WB)
LP: Another Page

Regional 108/16 48% National Summary
Reach UP 223
E 88% DEBITS 23
S 55% SAME 42
W 58% DOWNS 0
ADDS 16

CHRIS DeBURGH
Don't Pay The... (A&M)
LP: The Getaway

Regional 80/18 35% National Summary
Reach UP 20
E 40% DEBITS 14
S 28% SAME 26
W 29% DOWNS 0
ADDS 18

DURAN DURAN
Rio (Capitol)
LP: Rio

Regional 184/3 81% National Summary
Reach UP 135
E 92% DEBITS 7
S 82% SAME 26
W 71% DOWNS 14
ADDS 3

ALABAMA
The Closer You Get (RCA)
LP: The Closer You Get...

Regional 75/40 33% National Summary
Reach UP 152
E 28% DEBITS 12
S 88% SAME 16
W 23% DOWNS 4
ADDS 40

ALABAMA
The Closer You Get (RCA)
LP: The Closer You Get...

Regional 75/40 33% National Summary
Reach UP 152
E 28% DEBITS 12
S 88% SAME 16
W 23% DOWNS 4
ADDS 40

LAURA BRANIGAN
Solitare (Atlantic)
LP: Branigan 2

Regional 203/4 90% National Summary
Reach UP 152
E 80% DEBITS 2
S 86% SAME 12
W 93% DOWNS 4
ADDS 4

IRENE CARA
Flashdance... What A Feeling (Casablanca/PolyGram)
LP: Soundtrack Flashdance

Regional 202/14 89% National Summary
Reach UP 160
E 92% DEBITS 15
S 91% SAME 12
W 87% DOWNS 0
ADDS 14

CULTURE CLUB
Time (Clock Of The Heart) (Virgin/Epic)
LP: Kissing To Be Clever

Regional 206/9 91% National Summary
Reach UP 165
E 92% DEBITS 15
S 91% SAME 12
W 88% DOWNS 0
ADDS 9

DEF LEPPARD
Photograph (Mercury/PG)
LP: Pyromania

Regional 152/4 67% National Summary
Reach UP 99
E 88% DEBITS 1
S 75% SAME 34
W 73% DOWNS 14
ADDS 4

THOMAS DOLBY
Blinded By... (Capitol)
LP: Blinded By Science

Regional 182/5 81% National Summary
Reach UP 91
E 84% DEBITS 3
S 82% SAME 14
W 81% DOWNS 25
ADDS 5

CHAMPAIGN
Try Again (Columbia)
LP: Modern Heart

Regional 106/11 47% National Summary
Reach UP 92
E 63% DEBITS 14
S 63% SAME 27
W 45% DOWNS 11
ADDS 11

CALL
Walls Came Down (Mercury/PolyGram)
LP: Modern Romances

Regional 57/8 25% National Summary
Reach UP 16
E 55% DEBITS 1
S 25% SAME 32
W 32% DOWNS 0
ADDS 8

DAVID BOWIE
Let's Dance (EMI America)
LP: Let's Dance

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Reach UP 158
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LP: Fierce Heart

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Reach UP 155
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S 47% SAME 32
W 48% DOWNS 0
ADDS 31

CHRISTOPHER CROSS
No Time For Talk (WB)
LP: Another Page

Regional 108/16 48% National Summary
Reach UP 223
E 88% DEBITS 23
S 55% SAME 42
W 58% DOWNS 0
ADDS 16

CHRIS DeBURGH
Don't Pay The... (A&M)
LP: The Getaway

Regional 80/18 35% National Summary
Reach UP 20
E 40% DEBITS 14
S 28% SAME 26
W 29% DOWNS 0
ADDS 18

DURAN DURAN
Rio (Capitol)
LP: Rio

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Reach UP 135
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W 71% DOWNS 14
ADDS 3

ALABAMA
The Closer You Get (RCA)
LP: The Closer You Get...

Regional 75/40 33% National Summary
Reach UP 152
E 28% DEBITS 12
S 88% SAME 16
W 23% DOWNS 4
ADDS 40

LAURA BRANIGAN
Solitare (Atlantic)
LP: Branigan 2

Regional 203/4 90% National Summary
Reach UP 152
E 80% DEBITS 2
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ADDS 4

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LP: Kissing To Be Clever

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Reach UP 165
E 92% DEBITS 15
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W 88% DOWNS 0
ADDS 9

DEF LEPPARD
Photograph (Mercury/PG)
LP: Pyromania

Regional 152/4 67% National Summary
Reach UP 99
E 88% DEBITS 1
S 75% SAME 34
W 73% DOWNS 14
ADDS 4

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LP: Blinded By Science

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LP: The Closer You Get...

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(Naked Eyes continued)

ROBBIE PATTON Smiling Islands (Atlantic) LP: Orders From Headquarters. Regional Summary: 79/0 35%. Includes station call letters and program details.

NIGHT RANGER Sing Me Away (Boardwalk) LP: Dawn Patrol. Regional Summary: 107/3 47%. Includes station call letters and program details.

PLANET P Why Me? (Geffen) LP: Planet P. Regional Summary: 65/10 28%. Includes station call letters and program details.

ROBERT ELLIS ORRALL W/Carlene Carter I Couldn't Say No (RCA) LP: Special Pain. Regional Summary: 168/4 74%. Includes station call letters and program details.

SPARKS & JANE WIEDLIN Cool Places (Atlantic) LP: Sparks In Outer Space. Regional Summary: 66/10 29%. Includes station call letters and program details.

LIONEL RICHIE My Love (Motown) LP: Lionel Richie. Regional Summary: 187/3 83%. Includes station call letters and program details.

ROBBIE PATTON Smiling Islands (Atlantic) LP: Orders From Headquarters. Regional Summary: 79/0 35%. Includes station call letters and program details.

PLANET P Why Me? (Geffen) LP: Planet P. Regional Summary: 65/10 28%. Includes station call letters and program details.

PRINCE Little Red Corvette (WB) LP: 1999. Regional Summary: 184/0 81%. Includes station call letters and program details.

ROBERT ELLIS ORRALL W/Carlene Carter I Couldn't Say No (RCA) LP: Special Pain. Regional Summary: 168/4 74%. Includes station call letters and program details.

SPARKS & JANE WIEDLIN Cool Places (Atlantic) LP: Sparks In Outer Space. Regional Summary: 66/10 29%. Includes station call letters and program details.

LIONEL RICHIE My Love (Motown) LP: Lionel Richie. Regional Summary: 187/3 83%. Includes station call letters and program details.

KENNY ROGERS All My Life (Liberty) LP: We've Got Tonight. Regional Summary: 90/32 40%. Includes station call letters and program details.

SCANDAL Love's Got A Line On You (Columbia) LP: Love's Got A Line On You. Regional Summary: 64/5 28%. Includes station call letters and program details.

SPARKS & JANE WIEDLIN Cool Places (Atlantic) LP: Sparks In Outer Space. Regional Summary: 66/10 29%. Includes station call letters and program details.

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LIONEL RICHIE My Love (Motown) LP: Lionel Richie. Regional Summary: 187/3 83%. Includes station call letters and program details.

RICK SPRINGFIELD Affair Of The Heart (RCA) LP: Land Of Oz. Regional Summary: 199/5 88%. Includes station call letters and program details.

STYX Don't Let It End (A&M) LP: Kitroy Was Here. Regional Summary: 211/9 93%. Includes station call letters and program details.

SCANDAL Love's Got A Line On You (Columbia) LP: Love's Got A Line On You. Regional Summary: 64/5 28%. Includes station call letters and program details.

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LIONEL RICHIE My Love (Motown) LP: Lionel Richie. Regional Summary: 187/3 83%. Includes station call letters and program details.

THOMPSON TWINS Love On Your Side (Arista) LP: Side Kicks. Regional Summary: 97/27 43%. Includes station call letters and program details.

TOTO I Wouldn't Hold... (Columbia) LP: Toto IV. Regional Summary: 195/1 86%. Includes station call letters and program details.

THOMPSON TWINS Love On Your Side (Arista) LP: Side Kicks. Regional Summary: 97/27 43%. Includes station call letters and program details.

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THOMPSON TWINS Love On Your Side (Arista) LP: Side Kicks. Regional Summary: 97/27 43%. Includes station call letters and program details.

ZZ TOP Gimme All Your Lovin' (WB) LP: Eliminator. Regional Summary: 133/5 58%. Includes station call letters and program details.

THOMPSON TWINS Love On Your Side (Arista) LP: Side Kicks. Regional Summary: 97/27 43%. Includes station call letters and program details.

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Adult/Contemporary

Continued from Back Page

BREAKERS®

IRENE CARA

Flashdance... What A Feeling (Casablanca/PG)

57% of our reporters on it. Rotations: Heavy 13/0, Medium 35/10, Light 33/19, Extra Adds 0, Total Adds 29 including GR55, WTAE, WPRO, 55KRC, WCZY, WOMC, WHB, WCCO, KPPL, WHEN, WSGN, KMGC, KFIM, KUDL, KUDO, and 14 more. Debuts at number 25 on the A/C chart.

JAMES INGRAM & PATTI AUSTIN

How Do You Keep The Music Playing (Qwest/WB)

49% of our reporters on it. Rotations: Heavy 1/0, Medium 36/14, Light 32/20, Extra Adds 0, Total Adds 34 including WPRO, WSB-FM, WCZY, KHOW, KOY, KGW, WRIE, WWSH, WGY, WAAY, WMAZ, KRNT, KOIL, KUDO, KS103, and 19 more. Debuts at number 30 on the A/C chart.

NEW & ACTIVE

MELISSA MANCHESTER "My Boyfriend's Back" (Arista) 61/11

Rotations: Heavy 0/0, Medium 25/1, Light 36/10, Extra Adds 0, Total Adds 11, WWYZ, KOIL, KUGN, KUDO, KWAV, KS103, KCEE, WCTC, WCPI, KRKC, KSRO. Medium: WCCO, KHOW, WAEB, WGY, WHBC, KMBZ, WMHE, KKUA, WNNR, WSKI, WTNV, WCKQ, WGSV, WLVA, KFSB, KFQD, KTWO, KRNO, KALE.

CHRISTOPHER CROSS "No Time For Talk" (WB) 56/22

Rotations: Heavy 1/0, Medium 30/9, Light 24/12, Extra Adds 1, Total Adds 22, WFBR, WAXY, 97AIA, WISN, KPPL, KOY, WAEB, WRIE, WGY, WHEN, KMGC, WAIV, WQUE, WEZS, WHBY, WHBC, WENS, KS103, WTNV, KVOX, WBOW, KALE. Heavy: WBEN. Medium: WHB, KHOW, KGW, WSLI, WHHY, KBOI, KUGN.

JOURNEY "Faithfully" (Columbia) 52/8

Rotations: Heavy 2/1, Medium 26/1, Light 24/6, Extra Adds 0, Total Adds 8, WASH, WMJI, KUDL, KWAV, KS103, WROV, WHNN, KRNO. Heavy: WFYR. Medium: WFBR, KGW, WHEN, KFIM, WAAY, WMAZ, Y106, WTRX, KYKY, KBOI, KRDO, KUDO, WEIM, WSKI, WTNV, WSKY, WCKQ, KFQD, KRKC, KRKC, KALE.

LEE GREENWOOD "I.O.U." (MCA) 49/15

Rotations: Heavy 3/0, Medium 21/5, Light 25/10, Extra Adds 0, Total Adds 15, WBEN, WWYZ, WGY, WAFB, WAAY, WVLK, WMAZ, WEZS, KRDO, WTNV, WGSV, WROV, WBOW, KTWO, KISN. Heavy: WEIM, WLVA, KFOR. Medium: WFBR, WLTA, WCCO, KHOW, WHHY, WRVA, WSRZ, KRNT, KUGN, KSL, WNNR, KSRO.

WILLIE NELSON & MERLE HAGGARD "Pancho And Lefty" (Epic) 45/12

Rotations: Heavy 0/0, Medium 19/3, Light 25/8, Extra Adds 1, Total Adds 12, WWYZ, WMAZ, WHHY, WHBY, WHBC, WQUA, KRDO, KCEE, WKNE, KVOX, WHNN, KVSF. Medium: KHOW, WBEN, WGY, WRVR, KBOI, KRDO, KSL, WEIM, WSKI, WTNV, WGSV, KFOR, KTWO, KRKC, KRKC, KALE.

GARY PORTNOY "Theme From 'Cheers' (Where Everybody Knows Your Name)" (Applause) 45/1

Rotations: Heavy 7/0, Medium 32/1, Light 6/0, Extra Adds 0, Total Adds 1, KEZR. Heavy: GR55, WLTA, KPPL, KGW, WBEN, WAYV, WKNE. Medium: WPRO, WCLR, KHOW, KNBR, WVLK, WRVR, WHBC, 610TVN, KRNT, WENS, KMBZ, KUDL, WFMK, KOIL, WMHE, KRDO, KWAV, KEX, KPPL, WSKI, WTNV, WGSV.

STYX "Don't Let It End" (A&M) 42/19

Rotations: Heavy 1/0, Medium 25/7, Light 16/12, Extra Adds 0, Total Adds 19, WTAE, KVIL, WAXY, 97AIA, WFYR, KGW, WICC, WWYZ, WAFB, KFIM, WMAZ, WRVR, 610TVN, WTRX, KS103, WSKY, WCHV, KRLB, KWEB. Heavy: WQUE. Medium: WSB-FM, KOST, WRIE, WHEN, WHHY, WISM-FM, KOIL, WMHE, KKUA, KUDO.

ROBERT ELLIS ORRALL with CARLENE CARTER "I Couldn't Say No" (RCA) 37/3

Rotations: Heavy 5/0, Medium 17/1, Light 15/2, Extra Adds 0, Total Adds 3, Y106, KOIL, KWAV. Heavy: WFMK, KKUA, KUDO, WVBS, KALE. Medium: WFBR, WFYR, KGW, KPLZ, WICC, WHEN, WHHY, WEIM, WKNE, WKBR, WSKI, WSKY, WROV, KRNO, KRKC, KRKB.

ALABAMA "The Closer You Get" (RCA) 36/24

Rotations: Heavy 1/1, Medium 13/8, Light 22/15, Extra Adds 0, Total Adds 24, WSB-FM, WCCO, KHOW, WICC, WBEN, WWYZ, WSGN, WAAY, WSLI, WSRZ, KRDO, KEX, WEIM, WSKI, WCKQ, WCHV, WLVA, WORG, WVBS, KFSB, KFOR, KRKC, KRKB, KISN. Medium: WFBR, GR55, KGW, WHHY, KFQD.

RITA COOLIDGE "I'll Never Let You Go" (A&M) 33/9

Rotations: Heavy 0/0, Medium 11/2, Light 21/6, Extra Adds 1, Total Adds 9, WMAZ, WEZS, WHBC, WCKQ, WORG, WJBC, KQDI, KSRO, KALE. Medium: WISM-FM, WAYV, WEIM, WSKI, WCHV, KFSB, KRKC, KRNO, KRKC.

JULIO IGLESIAS "Amor" (Columbia) 31/0

Rotations: Heavy 2/0, Medium 23/0, Light 6/0, Extra Adds 0, Total Adds 0. Heavy: WBEN, WDEF. Medium: WPRO, WCCO, KHOW, WRIE, WTIK, WSLI, WMAZ, WHBY, KBOI, KKUA, KEX, KSL, WAYV, WNNR, WEIM, WKNE, WSKI, WCTC, WJON, KRKC, KRKB, KVSF, KSRO.

SIGNIFICANT ACTION

ENGELBERT HUMPERDINCK "Til You And Your Lover Are Lovers Again" (Epic) 27/13

Rotations: Heavy 1/0, Medium 6/0, Light 19/12, Extra Adds 1, Total Adds 13, WSLI, KRDO, KUGN, KKUA, WNNR, WEIM, WKNE, WCTC, WCKQ, WGSV, WLVA, KVOX, KQDI. Heavy: WDEF. Medium: WCCO, WMAZ, WHBY, KFSB, KFOR, KRKC.

BRYAN ADAMS "Straight From The Heart" (A&M) 27/1

Rotations: Heavy 5/0, Medium 17/1, Light 5/0, Extra Adds 0, Total Adds 1, WLTT. Heavy: WRIE, WSGN, KFIM, WKBR, WSKI. Medium: WFYR, KPLZ, V100, WHEN, KEY103, KMGC, Y106, WOWO, WFMK, WISM-FM, KOIL, WMHE, KRDO, KKUA, KRKC, KRKB.

LITTLE RIVER BAND "We Two" (Capitol) 26/13

Rotations: Heavy 1/0, Medium 9/3, Light 16/10, Extra Adds 0, Total Adds 13, WFSM, WWYZ, WHEN, WHBY, KKUA, KS103, WEIM, WKNE, WSKI, WCHV, WGSV, KRNO, KSRO. Heavy: WGY. Medium: WFBR, KGW, WISM-FM, WSKY, KRKC, KVSF.

CRYSTAL GAYLE "Our Love Is On The Faultline" (WB) 26/10

Rotations: Heavy 1/0, Medium 9/0, Light 15/9, Extra Adds 1, Total Adds 10, WTRX, WQUA, WNNR, WSKY, WVBS, KVOX, WBOW, KFQD, KTWO, KSRO. Heavy: KSL. Medium: WCCO, KGW, WHBC, WCKQ, KFSB, KFOR, KRKC, KRKB, KVSF.

CHAMPAIGN "Try Again" (Columbia) 26/5

Rotations: Heavy 5/0, Medium 14/1, Light 7/4, Extra Adds 0, Total Adds 5, WBEN, WSRZ, WTRX, KS103, KTWO. Heavy: WASH, WAXY, KKUA, WAYV, WVBS. Medium: WLTA, 97AIA, WWYZ, WWSH, WEZS, WFMK, WISM-FM, KWAV, WNNR, WEIM, WSKI, WCKQ, KRKB.

MOST ADDED®

JAMES INGRAM & PATTI AUSTIN (34)
How Do You Keep The Music... (Qwest/WB)
IRENE CARA (29)
Flashdance... (Casablanca/PolyGram)
ALABAMA (24)
The Closer You Get (RCA)
CHRISTOPHER CROSS (22)
No Time For Talk (WB)
KENNY ROGERS (22)
All My Life (Liberty)
STYX (19)
Don't Let It End (A&M)

HOTTEST

LIONEL RICHIE (95)
My Love (Motown)
TOTO (83)
I Won't Hold You Back (Columbia)
JARREAU (73)
Mornin' (WB)
EDDIE RABBITT (58)
You Can't Run From Love (WB)
MEN AT WORK (52)
Overkill (Columbia)
MAC McANALLY (32)
Minimum Love (Geffen)

DAN SEALS "Everybody's Dream Girl" (Liberty) 23/5

Rotations: Heavy 1/0, Medium 9/1, Light 12/3, Extra Adds 1, Total Adds 5, WSRZ, WQUA, KSL, WKNE, KRKC. Heavy: WDEF. Medium: WCCO, WMHE, KUGN, KUDO, WSKI, KFOR, KRNO.

DARYL HALL & JOHN OATES "Family Man" (RCA) 22/8

Rotations: Heavy 1/0, Medium 11/4, Light 10/4, Extra Adds 0, Total Adds 8, WYNY, KOST, Y106, KOIL, WCHV, WROV, WVBS, KRNO. Heavy: KFIM. Medium: WAXY, KLTE, WMHE, WAYV, WSKI, WCKQ, KRKC.

BERTIE HIGGINS "Pirates And Poets" (Kat Family/CBS) 21/4

Rotations: Heavy 0/0, Medium 9/0, Light 12/4, Extra Adds 0, Total Adds 4, WTRX, WNNR, WJBC, KWEB. Medium: WCCO, WRVR, WSRZ, WHBY, WQUA, KSL, WGSV, KRKC, KRKC.

PHIL COLLINS "I Cannot Believe It's True" (Atlantic) 19/3

Rotations: Heavy 0/0, Medium 11/0, Light 6/1, Extra Adds 2, Total Adds 3, WQUA, WNNR, KTWO. Medium: KPLZ, WRVR, WSRZ, WISM-FM, KRDO, KBOI, WAYV, WEIM, WCKQ, KRKC, KVSF.

GREG KIHN BAND "Jeopardy" (Beserkley/Elektra-Asylum) 18/0

Rotations: Heavy 5/0, Medium 8/0, Light 5/0, Extra Adds 0, Total Adds 0. Heavy: Y106, WOWO, KYKY, KRDO, WKBR. Medium: GR55, WTAE, WASH, V100, WQUE, KOIL, WNNR, WTNV.

BOB SEGER & THE SILVER BULLET BAND "Even Now" (Capitol) 17/0

Rotations: Heavy 0/0, Medium 7/0, Light 4/0, Extra Adds 0, Total Adds 0. Heavy: WGY, KFIM, Y106, KUDO, WKBR, WSKI. Medium: WFBR, KNBR, WHEN, WOWO, WNNR, WSKY, KFQD.

DeBARGE "All This Love" (Gordy/Motown) 16/7

Rotations: Heavy 0/0, Medium 5/3, Light 11/4, Extra Adds 0, Total Adds 7, WYNY, WASH, WCLR, WFYR, WORG, KRKB, KVSF. Medium: 97AIA, WHHY.

ELTON JOHN "I'm Still Standing" (Geffen) 15/8

Rotations: Heavy 0/0, Medium 2/0, Light 13/8, Extra Adds 0, Total Adds 8, WFBR, WTAE, WCCO, WSKI, WSKY, WCHV, WVBS, KFSB. Medium: WQUE, KFQD.

NAKED EYES "Always Something There To Remind Me" (EMI America) 15/2

Rotations: Heavy 4/0, Medium 8/2, Light 3/0, Extra Adds 0, Total Adds 2, WSB-FM, WWSH. Heavy: WYNY, WQUE, KUDO, WAYV. Medium: KOY, KGW, WAEB, KFIM, WSKI, WSKY.

FRIDA "Here We'll Stay" (Atlantic) 12/2

Rotations: Heavy 0/0, Medium 1/0, Light 11/2, Extra Adds 0, Total Adds 2, KUDO, WEIM. Medium: WLVA.

JIM GLASER "You Got Me Running" (Noble Vision) 11/3

Rotations: Heavy 0/0, Medium 3/0, Light 6/1, Extra Adds 2, Total Adds 3, WVLK, WQUA, KRKC. Medium: WLTA, KOY, KALE.

DAVID BOWIE "Let's Dance" (EMI America) 10/3

Rotations: Heavy 3/0, Medium 2/1, Light 5/2, Extra Adds 0, Total Adds 3, KPLZ, Y106, WSKY. Heavy: WAYV, WKBR, WSKI. Medium: KFIM.

MICHAEL JACKSON "Beat It" (Epic) 9/2

Rotations: Heavy 4/0, Medium 1/1, Light 4/1, Extra Adds 0, Total Adds 2, KS103, WCHV. Heavy: Y106, WKBR, WSKI, WVBS.

GEORGE BENSON "Inside Love (So Personal)" (WB) 8/8

Rotations: Heavy 0/0, Medium 0/0, Light 7/7, Extra Adds 1, Total Adds 8, 97AIA, WSRZ, WKBR, WSKY, KFSB, KTWO, KRKC, KRKB.

PRINCE "Little Red Corvette" (WB) 8/4

Rotations: Heavy 3/1, Medium 3/2, Light 2/1, Extra Adds 0, Total Adds 4, KEY103, Y106, WAYV, WTNV. Heavy: WKBR, WSKI. Medium: KFIM.

FIREBALL "Falling In Love" (Atlantic) 7/4

Rotations: Heavy 0/0, Medium 0/0, Light 7/4, Extra Adds 0, Total Adds 4, KRLB, KFSB, KWEB, KRKC.

SHERIFF "When I'm With You" (Capitol) 7/1

Rotations: Heavy 1/0, Medium 2/0, Light 4/1, Extra Adds 0, Total Adds 1, KPLZ. Heavy: WFMK. Medium: WMHE, WAYV.

PATRICK SIMMONS "So Wrong" (Elektra) 7/0

Rotations: Heavy 1/0, Medium 1/0, Light 4/0, Extra Adds 0, Total Adds 0. Heavy: WSKI. Medium: WKBR, WTNV.

RICK SPRINGFIELD "Affair Of The Heart" (RCA) 7/0

Rotations: Heavy 0/0, Medium 3/0, Light 4/0, Extra Adds 0, Total Adds 0. Medium: WHEN, WVBS, WSKI.

KINKS "Come Dancing" (Arista) 6/4

Rotations: Heavy 0/0, Medium 2/2, Light 3/1, Extra Adds 1, Total Adds 4, WQUA, WKBR, WSKI, KALE.

BARBARA MANDRELL "In Times Like These" (MCA) 6/1

Rotations: Heavy 1/0, Medium 1/0, Light 4/1, Extra Adds 0, Total Adds 1, WJBC. Heavy: KSL. Medium: KRNT.

EARTH, WIND & FIRE "Side By Side" (Columbia) 5/1

Rotations: Heavy 0/0, Medium 2/0, Light 3/1, Extra Adds 0, Total Adds 1, KS103. Medium: KKUA, WAYV.

NEW & ACTIVE includes songs reported by at least 30 of our A/C reporting stations. The two numbers following the artist/title (label) designation indicate how many A/C reporters are on the record this week and, of those, how many added it for the first time this week. A/C stations report their playlists by rotations (Heavy, Medium, Light, and Add). The two numbers following each rotational designation indicate how many stations have the record in that particular rotation and, of those, how many added it directly into that same rotation.

SIGNIFICANT ACTION is a quantitative listing of songs below the New & Active level.

Indicates one of this week's most added new releases.

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of A/C reporters adding the song this week or noting that the song is among their five hottest.

Country

BREAKERS

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

KENNY ROGERS All My Life (Liberty)

On 75% of reporting stations. National Summary: Up 25, Same 33, Down 0, Debuts 24, Adds 31. A Most Added Record. Debuts at number 45 on the Country Chart.

SYLVIA Snapshot (RCA)

On 74% of reporting stations. National Summary: Up 14, Same 37, Down 0, Debuts 25, Adds 36. A Most Added Record. Debuts at number 46 on the Country Chart.

RAZZY BAILEY After The Great Depression (RCA)

On 68% of reporting stations. National Summary: Up 21, Same 36, Down 0, Debuts 24, Adds 20. Moves 50-47 on the Country Chart.

GEORGE JONES I Always Get Lucky With You (Epic)

On 66% of reporting stations. National Summary: Up 11, Same 26, Down 0, Debuts 24, Adds 38. A Most Added Record. Debuts at number 48 on the Country Chart.

ALABAMA The Closer You Get (RCA)

On 65% of reporting stations. National Summary: Up 0, Same 4, Down 0, Debuts 2, Adds 91. A Most Added Record. Debuts at number 49 on the Country Chart.

WHITES I Wonder Who's Holding My Baby Tonight (WB/Curb)

On 64% of reporting stations. National Summary: Up 21, Same 31, Down 0, Debuts 24, Adds 19. Debuts at number 50 on the Country Chart.

MOST ADDED

- ALABAMA (91)
The Closer You Get (RCA)
- EARL THOMAS CONLEY (61)
Your Love's On The Line (RCA)
- ED BRUCE (41)
You're Not Leavin' Here Tonight (MCA)
- GEORGE JONES (38)
I Always Get Lucky With You (Epic)
- SYLVIA (36)
Snapshot (RCA)
- KENNY ROGERS (31)
All My Life (Liberty)
- WILLIE NELSON & MERLE HAGGARD (27)
Pancho And Lefty (Epic)

HOTTEST

- SHELLY WEST (47)
Jose Cuervo (WB/Viva)
- B.J. THOMAS (44)
Whatever Happened To... (Cleve. Int./Col.)
- JOHN CONLEE (44)
Common Man (MCA)
- DAVID ALLAN COE (41)
The Ride (Columbia)
- CRYSTAL GAYLE (41)
Our Love Is On The Faultline (WB)
- MERLE HAGGARD (39)
You Take Me For Granted (Epic)
- EDDIE RABBITT (38)
You Can't Run From Love (WB)

NEW & ACTIVE

Recent releases are listed in order of their activity. The two numbers following the artist, title/label designation (example: 100 25) indicate how many of our reporters are on the record this week (100) and of those 100 how many added it this week (25). "Moves" are broken down for each record and indicate how many stations moved the song up on their charts, held it the same on to on, add to on, 31-31, etc.) moved it down on their charts, or added it this week. Indicated one of this week's most added new songs.

- TANYA TUCKER "Changes" (Arista) 85/14
National Summary: Up 20, Same 38, Down 0, Debuts 13, Adds 14, WKYG, KIX106, KLVI, WDAK, WEEL, WFNC, WNOX, WOKK, WAXX, WGEE, WFMS-FM, WITL-FM, WWJO, KEEN, KHEY-AM 46-37.
- WILLIE NELSON & BRENDA LEE "You're Gonna Love Yourself..." (Monument) 77/3
National Summary: Up 36, Same 32, Down 0, Debuts 6, Adds 3, WNOE-AM, KUUY, KWJJ, WBGW-FM 42-38, WSEN-AM-FM 39-32, WJQS 25-19, KLRA 32-29, WKSJ-FM 20-18, WSIX-FM 14-12, WSM 35-29, WIRK-FM 40-35, KFGO 42-38, WFMS-FM 39-34, WTOP 26-20, KGA 32-27.
- DOLLY PARTON "Potential New Boyfriend" (RCA) 76/16
National Summary: Up 15, Same 38, Down 0, Debuts 7, Adds 16, WILQ, KLVI, KPLX-FM, WEEL, WWOD/WKZZ, WCMS-FM, WQYK-FM, KS100, WHK, KRRK, WCUZ-AM-FM, WMIL, WHBF, WIL-AM-FM, KNEW, KEEN.
- TAMMY WYNETTE "I Just Heard A Heart Break..." (Epic) 74/9
National Summary: Up 27, Same 29, Down 0, Debuts 9, Adds 9, WIXL-FM, WPOR-FM, WSEN-AM-FM, KASE, WJQS, WHOO, WIRK-FM, WUBE-FM, KKCS, WGNA-FM 41-31, KHEY-AM 42-34, WCMS-FM 44-36, KTTS-AM-FM 46-40, KWJJ 44-39, KRAK 45-39.
- CON HUNLEY "Once You Get The Feel Of It" (MCA) 73/16
National Summary: Up 11, Same 34, Down 0, Debuts 12, Adds 16, WOKQ, KASE, WSOC-FM, KHEY-AM, WJQS, WWOD/WKZZ, WIRK-FM, WTQR-FM, WSLR, KRRK, KWMT, WHBF, KIOV-FM, KVOO, KVEG, KWJJ.
- LYNN ANDERSON "You Can't Lose What You Never Had" (Perman) 70/5
National Summary: Up 30, Same 28, Down 0, Debuts 7, Adds 5, WDAK, KLLL, WSLR, WIRE, WXCL, WVAM 46-42, KLRA 45-37, WCMS-FM 48-42, KRMD-AM-FM 29-24, WKKO-AM-FM 27-22, WITL-FM 40-35, KOMA 25-21, KVOO 49-41, KWJJ 42-37, KGA 40-32.
- STEVE WARINER "Don't Your Mem'ry Ever Sleep At Night" (RCA) 69/23
National Summary: Up 4, Same 32, Down 0, Debuts 10, Adds 23 including WAJR, WKYG, KEAN-AM-FM, WGTO, KHEY-AM, KLRA, WIRK-FM, WTQR-FM, WAXX, WTSO, KYNN-AM-FM, KUGN-FM, KVEG, KTOM, KMPS-AM-FM.
- KIERAN KANE "It's You" (WB) 69/18
National Summary: Up 12, Same 32, Down 0, Debuts 7, Adds 18, WWVA, WSOC-FM, WGTO, WOKK, KYYX, WHOO, WITL-FM, WTSO, WHBF, KIOV-FM, WWJO, KTKP-FM, KVOO, KYAK, KLZ, KMAK, KEEN.
- RAY CHARLES "3/4 Time" (Columbia) 67/6
National Summary: Up 22, Same 31, Down 0, Debuts 8, Adds 6, WWVA, WHOO, KYNN-AM-FM, KIOV-FM, KEIN, KRAK, WSEN-AM-FM 50-44, WEZL-FM 46-39, WJQS 34-26, WNOE-AM 42-38, KSO 36-27, WXCL 39-33, WTOP 40-34, KKAL 44-40, KWJJ 43-36.
- EARL THOMAS CONLEY "Your Love's On The Line" (RCA) 64/61
National Summary: Up 0, Same 3, Down 0, Debuts 0, Adds 61 including WPOR-FM, WWVA, KASE, WNOX, WAMZ-FM, WSM, WIRE, WDGY, KEBC-FM, KLZ, KNIX-FM, KWJJ, KSOP-FM, KSON-FM, KMPS-AM-FM.
- DAN SEALS "Everybody's Dream Girl" (Liberty) 58/9
National Summary: Up 11, Same 28, Down 0, Debuts 10, Adds 9, WOKQ, WEZL-FM, KLRA, KLLL, WOKK, WUSQ-FM, WDAF, KMPS-AM-FM, KGA, WHN d-34, WGTO 47-43, WKSJ-FM 46-41, WIRK-FM 46-39, KYNN-AM-FM 39-29, KTTS-AM-FM 49-43.
- MARLOW TACKETT "I Know My Way To You By Heart" (RCA) 50/6
National Summary: Up 11, Same 29, Down 0, Debuts 4, Adds 6, WEEL, WFNC, WMNI, KCJB, KTTS-AM-FM, KFDI-AM-FM, WSEN-AM-FM 45-38, KLRA 48-41, WAMZ-FM 36-33, KKYX 50-44, KRMD-AM-FM 38-33, KFGO 48-43, WTSO 35-27, KKAL 48-44, KGA d-39.
- TEXAS VOCAL COMPANY "Two Hearts" (RCA) 48/2
National Summary: Up 6, Same 35, Down 0, Debuts 5, Adds 2, KLRA, WOKK, WSEN-AM-FM 42-36, KHEY-AM d-46, WPAP-FM on, KRMD-AM-FM 48-46, KSO 37-28, WKKO-AM-FM 44-39, KEBC-FM 49-46, KYNN-AM-FM d-35, KFDI-AM-FM d-42, KYAK 30-26, KLZ on, KNIX-FM on, KSON-FM d-31.



NATIONAL AIRPLAY/50

May 6, 1983

Three Weeks	Two Weeks	Last Week	Rank	Artist/Record (Label)
8	6	2	1	JOHN CONLEE/Common Man (MCA)
7	4	3	2	B.J. THOMAS/Whatever Happened To Old... (Cleve. Int./Columbia)
10	7	4	3	LOUISE MANDRELL/Save Me (RCA)
15	11	6	4	MERLE HAGGARD/You Take Me For Granted (Epic)
17	12	7	5	WAYLON JENNINGS/Lucille (RCA)
12	10	8	6	CHARLEY PRIDE/More And More (RCA)
5	2	1	7	SHELLY WEST/Jose Cuervo (WB/Viva)
16	13	11	8	ROSANNE CASH/It Hasn't Happened Yet (Columbia)
28	21	13	9	CRYSTAL GAYLE/Our Love Is On The Faultline (WB)
20	15	12	10	WILLIE NELSON/Little Old Fashioned Karma (Columbia)
30	24	19	11	EDDIE RABBITT/You Can't Run From Love (WB)
25	20	16	12	EMMYLOU HARRIS/I'm Movin' On (WB)
34	26	22	13	DAVID ALLAN COE/The Ride (Columbia)
29	25	23	14	GENE WATSON/You're Out Doing What I'm Here Doing Without (MCA)
23	19	17	15	JOHNNY RODRIGUEZ/Foolin' (Epic)
35	27	24	16	MICKEY GILLEY/Fool For Your Love (Epic)
27	23	21	17	MEL TILLIS/In The Middle Of The Night (MCA)
22	18	18	18	TOM JONES/Touch Me (I'll Be Your Fool Once More) (Mercury/PolyGram)
37	29	26	19	RONNIE MILSAP/Stranger In My House (RCA)
26	22	20	20	VERN GOSDIN/If You're Gonna Do Me Wrong... (Compleat/PolyGram)
1	1	5	21	OAK RIDGE BOYS/American Made (MCA)
36	31	27	22	LEON EVERETTE/My Lady Loves Me (Just As I Am) (RCA)
4	3	9	23	REBA McENTIRE/You're The First Time I've... (Mercury/PolyGram)
38	32	29	24	MICHAEL MURPHEY/Love Affairs (Liberty)
21	17	15	25	MOE BANDY/I Still Love You In The Same Ol' Way (Columbia)
39	35	30	26	GAIL DAVIES/Singing The Blues (WB)
18	16	14	27	GUS HARDIN/After The Last Goodbye (RCA)
42	37	34	28	DON WILLIAMS/Love Is On A Roll (MCA)
40	36	33	29	T.G. SHEPPARD/Without You (WB/Curb)
6	5	10	30	GEORGE STRAIT/Amarillo By Morning (MCA)
43	39	35	31	LEE GREENWOOD/I.O.U. (MCA)
49	46	37	32	BARBARA MANDRELL/In Times Like These (MCA)
45	42	38	33	STATLER BROTHERS/Oh Baby Mine (Mercury/PolyGram)
44	41	36	34	JIM GLASER/You Got Me Running (Noble Vision)
46	43	39	35	CHARLY McCLAIN/Fly Into Love (Epic)
50	47	41	36	GARY MORRIS/The Love She Found In Me (WB)
31	28	28	37	BOBBY BARE & LACY J. DALTON/It's A Dirty Job (Columbia)
-	48	43	38	RICKY SKAGGS/Highway 40 Blues (Epic)
-	50	44	39	MEL McDANIEL/Old Man River (I've Come To Talk Again) (Capitol)
-	-	45	40	WILLIE NELSON & MERLE HAGGARD/Pancho And Lefty (Epic)
2	9	25	41	ALABAMA/Dixieland Delight (RCA)
3	8	31	42	JOHNNY LEE/Sounds Like Love (Full Moon/Asylum)
9	14	32	43	RONNIE McDOWELL/Personally (Epic)
-	49	42	44	CONWAY TWITTY/We Had It All (MCA)
DEBUT	45	45	45	KENNY ROGERS/All My Life (Liberty)
DEBUT	46	46	46	SYLVIA/Snapshot (RCA)
-	-	50	47	RAZZY BAILEY/After The Great Depression (RCA)
DEBUT	48	48	48	GEORGE JONES/I Always Get Lucky With You (Epic)
DEBUT	49	49	49	ALABAMA/The Closer You Get (RCA)
DEBUT	50	50	50	WHITES/I Wonder Who's Hold My Baby Tonight (WB/Curb)

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

SIGNIFICANT ACTION

- ED BRUCE "You're Not Leavin' Here Tonight" (MCA) 41/41
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 41 including WKYG, WWVA, WNOX, WCMS-FM, WHOO, KEBC-FM, KFDI-AM-FM, KUZZ, KNIX-FM, KMPS-AM-FM.
- DELIA BELL "Flame In My Heart" (WB) 38/15
National Summary: Up 1, Same 14, Down 0, Debuts 8, Adds 15, WKYG, WGTO, WJQS, KKYX, WDAF, WTOP, KFDI-AM-FM, KUGN-FM, KMAK, KRWQ-FM, KVEG, Q92, KRSY, KSOP-FM, KIGO.
- JEANNE PRUETT & MARTY ROBBINS "Love Me" (Audiograph) 29/7
National Summary: Up 7, Same 9, Down 0, Debuts 6, Adds 7, WSEN-AM-FM, WEZL-FM, WNOE-AM, KSO, WAXX, WTSO, KVOO, WJQS 23-18, KTTS-AM-FM 48-42, WTOP 25-21.
- BRICE HENDERSON "Lovers Again" (Union Station) 29/5
National Summary: Up 3, Same 13, Down 0, Debuts 8, Adds 5, KMML, KKYX, WITL-FM, WXCL, KGA, WSEN-AM-FM 30-25, WJQS d-37, WPAP-FM 47-43, KYNN-AM-FM d-36, KFDI-AM-FM d-46.
- RAY PRICE "Willie Write Me A Song" (WB/Viva)
National Summary: Up 2, Same 11, Down 0, Debuts 6, Adds 9, WGNA-FM, KHEY-AM, WQYK-FM, KFGO, KWMT, KYNN-AM-FM, KVOO, KVEG, KMPS-AM-FM, KSO 39-29.
- BAMA BAND "Tijuana Sunrise" (Soundwaves) 24/9
National Summary: Up 2, Same 12, Down 0, Debuts 1, Adds 9, WGNA-FM, KLRA, KBMR, WAXX, KWMT, KEBC-FM, KFDI-AM-FM, Q92, KEEN, KTTS-AM-FM 40-36.
- LARRY GATLIN & THE GATLIN BROTHERS "Easy On The Eye" (Columbia) 23/23
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 23 including WBGW-FM, WEZL-FM, WKSJ-FM, WLWI-FM, WSIX-FM, WIRK-FM, KFGO, KYNN-AM-FM, KUZZ, KCCY-FM.
- ENGELBERT HUMPERDINCK "Til You And Your Lover Are Lovers Again" (Epic) 20/13
National Summary: Up 0, Same 7, Down 0, Debuts 0, Adds 13, WBGW-FM, WHN, WEEP, WPOR-FM, WWVA, WJQS, WRNL, KRMD-AM-FM, WMAQ, KFGO, KTTS-AM-FM, KVOO, KNIX-FM.
- RODNEY LAY "Mary Lee" (Churchill) 20/10
National Summary: Up 3, Same 6, Down 0, Debuts 1, Adds 10, WWVA, WEZL-FM, WGTO, KHEY-AM, KEBC-FM, KVOO, KMAK, KRWQ-FM, KVEG, KGA.
- MIKE CAMPBELL "Don't Say You Love Me..." (Columbia) 19/6
National Summary: Up 3, Same 10, Down 0, Debuts 0, Adds 6, WGNA-FM, KIKK-FM, WKKQ-AM-FM, KWMT, KFDI-AM-FM, KUZZ, WSEN-AM-FM 49-42, WSIX-FM 26-23, KRMD-AM-FM on, KTTS-AM-FM 50-44.
- RAY GRIFF "If Tomorrow Never Comes" (RCA) 18/6
National Summary: Up 0, Same 10, Down 0, Debuts 2, Adds 6, WKYG, WSEN-AM-FM, WJQS, WXCL, KTTS-AM-FM, WTOP, WGNA-FM on, KHEY-AM d-50, KTOM d-50, KSOP-FM on.
- STEPHANIE WINSLOW "Nobody Else For Me" (Oak) 15/14
National Summary: Up 0, Same 1, Down 0, Debuts 0, Adds 14, WGNA-FM, WVAM, WYII, KHEY-AM, WJQS, KLLL, WLWI-FM, WPAP-FM, KFGO, KWMT, WTOP, KVOO, KTOM, KGA.
- ED HUNNICUTT "Fade To Blue" (MCA) 15/6
National Summary: Up 0, Same 7, Down 0, Debuts 2, Adds 6, WEZL-FM, KHEY-AM, WJQS, KKYX, WAXX, KVOO, KMML d-49, WNOE-AM d-45, WCMS-FM on, KFDI-AM-FM on.

Adds & Hots... See Page 49

Four For The Future



GARY MORRIS

"The Love She Found In Me"

7-29683

R&R 36

THE WHITES

**"I Wonder Who's Holding
My Baby Tonight"**

7-29659



R&R Breaker 50



CURB
RECORDS



KIERAN KANE

"It's You"

7-29711

DELIA BELL

"Flame In My Heart"

7-29653

Produced by Emmylou Harris



Coming Right Away...

CONWAY TWITTY

"Lost In The Feeling"

BELLAMY BROTHERS

"I Love Her Mind"



Manufactured and Distributed by WARNER BROS. RECORDS

The Summer of '83 Is Going To Sound Like This:



MTUME "Juicy Fruit"

Black Radio BREAKERS

MTUME
Juicy Fruit (Epic)

72% of our reporting stations on it. Rotations: Heavy 32/1, Medium 12/3, Light 6/4, Extra Adds 3.
Total Adds 11, WAMO, WBLZ, KMJM, KACE, KNOW, WLOU, WANT, WTOY, WAAA, WVKO, KDIA. Moves 23-14 on the Black Radio Chart.



ISLEY BROTHERS "Between The Sheets"

22 - 14 - 9 - 9

... and going to #1

TNECK



CULTURE CLUB "Time (Clock of the Heart)"

NEW & ACTIVE

WBLS-FM
WRKS
WDAS-FM
WKND
WNHC

WBLK
WUFO
WILD
WXYV
WKYS

WHUR
OK-100
WPLZ
WGIV
WAOK
WVEE-FM

WWDW
WJAX-FM
WHRK
KOKY
WKXI
WJMI
WGCI-FM
WGPR

WDRQ
WZEN
WCIN
WBLZ-FM
WJMO
WDMT
WTLC
KGFJ

KDAY
KJLH
KUTE
XHRM
KUKQ
KDIA
KSOL
KPOP



EDDY GRANT "Electric Avenue"

SIGNIFICANT ACTION

WBLS-FM
WRKS
WNJR
WDAS-FM
WKND
WNHC

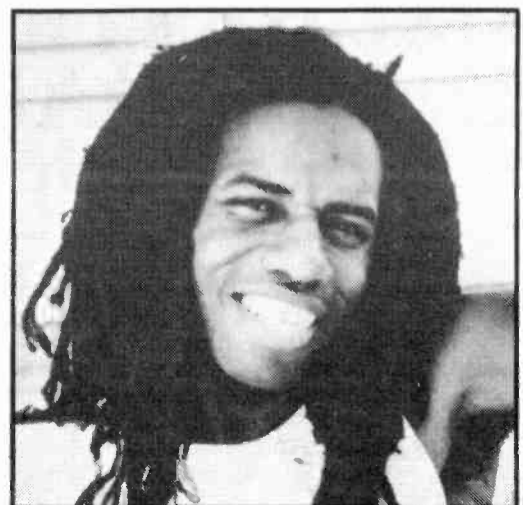
WILD
WXYV
WHUR
WAOK
WVEE-FM
WENN

WWDW
WJAX-FM
WERD
WHRK
WVOL
KOKY
WAIL

WXOK
WBMX-FM
WGCI-FM
WGPR
WLBS
WDRQ
WZEN

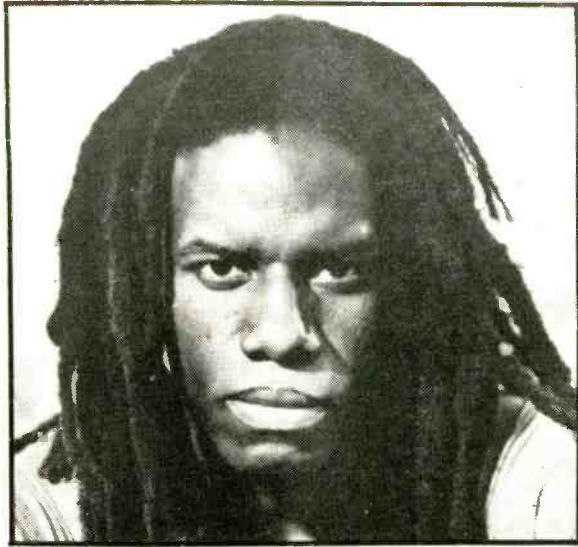
WCIN
WZAK
WJMO
WDAO
WAMO
WTLC
KGFJ

KDAY
KACE
KUTE
XHRM
KSOL
KPOP



Portrait





EDDY GRANT

Portrait

“ELECTRIC AVENUE”

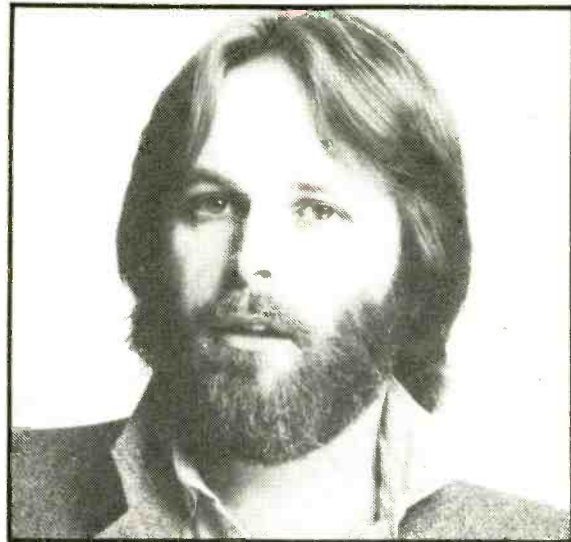
CHR NEW & ACTIVE

105/37

ONE OF THE MOST ADDED

ADDED THIS WEEK:

WBEN-FM	WGCL	WTRY	WBCY	WNAM	KHYT	WGLF
WNYS	WKTI	WKEE	WNOK-FM	WKFR	KQIZ-FM	KYTN
PRO-FM	KEARTH	KC101	WHHY-FM	WMEE	WISE	KGHO
CHUM	KYUU	KZZB	KTFM	WHOT	WFLB	KDZA
94Q	KNBQ	WQID	WSEZ	KBBK	KISR	
			WKDD	KJRB	WSGF	



CARL WILSON

“WHAT YOU DO TO ME”

CHR SIGNIFICANT ACTION

WBEN-FM 33-30	Y103 20-17	WQLT add	WKHI on
KIQQ on	WNAM deb 30	WSPK on	WJBQ on
KYUU 19-16	KIHK 30	WHFM on	WAEV on
Q106 22-19	WNAP add 25	KQMQ on	KCDQ on
WRQK deb 30	KIDD deb 35	WERZ on	KDZA on
94TYX 29			KSLY on



WATCH FOR:

Epic

WILLIE NELSON & MERLE HAGGARD

“PANCHO & LEFTY”

Epic



MOLLY HATCHET

“FALL OF THE PEACEMAKERS”

Epic

ORCHESTRAL MANOEUVRES IN THE DARK

“TELEGRAPH”

Virgin RECORDS



ALTERED IMAGES

“DON'T TALK TO ME ABOUT LOVE”

Portrait



AOR / ALBUMS

Continued From the Back Page

This chart compiles data from reporting stations with a majority of listeners aged 12-24.

Three Weeks	Two Weeks	Last Week	Rank	Artist/Album (Label)	168 REPORTERS	Total Reports	Heavy Rotation	Medium Rotation	Adds	Total Adds All Rotations
2	1	1	1	MEN AT WORK/Overkill (Columbia)	"Overkill" (147) "Heckyll" (99) "Wire" (68)	163	151+	12-	0-	0-
3	3	2	2	TUBES/Outside Inside (Capitol)	"Beauty" (156) "Business" (18) "Monkey" (14)	159	139=	20-	0=	0-
1	1	3	3	DEF LEPPARD/Pyromania (Mercury/PolyGram)	"Ages" (123) "Photograph" (75) "Late" (64)	153	139-	14+	0=	1+
2	4	4	4	U2/War (Island/Atco)	"Day" (127) "Sunday" (88) "Surrender" (17)	155	118-	37+	0=	0=
4	5	5	5	ZZ TOP/Eliminator (WB)	"Lovin'" (142) "Pressure" (87) "Dressed" (26)	157	120+	37-	0=	0-
11	11	7	6	DAVID BOWIE/Let's Dance (EMI America)	"Dance" (105) "Modern" (98) "Cat" (61)	156	106+	49-	0-	2-
5	6	6	7	BRYAN ADAMS/Cuts Like A Knife (A&M)	"Cuts" (133) "Take" (38) "Heart" (27)	144	111=	33-	0=	0-
7	7	8	8	PINK FLOYD/The Final Cut (Columbia)	"John" (136) "Pasts" (47) "Cut" (36)	151	84=	64-	3+	3-
9	10	9	9	INXS/Shabooh Shoobah (Atco)	"Thing" (146) "Change" (22)	151	88+	62-	1+	1=
8	8	10	10	PLANET P/Planet P (Geffen)	"Why Me?" (128) "Static" (38)	141	88=	53-	0-	0-
30	18	12	11	RICK SPRINGFIELD/Living In Oz (RCA)	"Affair" (126) "Touch" (14)	134	82+	51-	1-	4-
6	9	11	12	JOURNEY/Frontiers (Columbia)	"Send" (67) "Fall" (41) "Separate" (31)	118	77-	41-	0=	2+
13	13	13	13	CHRIS DeBURGH/The Getaway (A&M)	"Don't Pay The Ferryman" (113)	115	59-	56-	0-	1-
21	17	18	14	KROKUS/Headhunter (Arista)	"Screaming" (113) "Rich" (14)	121	28+	91+	2-	3-
15	14	14	15	PATRICK SIMMONS/Arcade (Elektra)	"So Wrong" (74) "Streets" (40) "Knocking" (28)	120	43+	76-	0-	2+
20	16	15	16	BILLY IDOL/Billy Idol (Chrysalis)	"White Wedding" (101)	101	67-	33+	0-	1-
12	15	17	17	THOMAS DOLBY/The Golden Age Of Wireless (Capitol)	"Blinded" (74) "Submarines" (37) "Europa" (37)	105	61-	43+	1+	3=
23	22	19	18	MARTIN BRILEY/One Night With A Stranger (Mercury/PolyGram)	"The Salt In My Tears" (118)	119	39+	80-	0-	1-
-	35	25	19	MADNESS/Madness (Geffen)	"Our House" (116)	116	29+	74+	12-	23-
-	37	23	20	RED ROCKERS/Good As Gold (415/Columbia)	"China" (117)	118	20+	88+	10+	17-
31	23	20	21	DURAN DURAN/Duran Duran (Capitol)	"Girls On Film" (96)	96	33+	62-	1-	3-
10	12	16	22	STYX/Kilroy Was Here (A&M)	"Heavy" (40) "War" (28) "End" (24)	93	43-	50-	0=	1=
-	-	28	23	EDDY GRANT/Killer On The Rampage (Portrait/CBS)	"Electric Avenue" (97)	97	40+	45+	11+	18-
18	19	21	24	MICHAEL BOLTON/Michael Bolton (Columbia)	"Fools Game" (73) "Same" (14)	84	34+	50-	0=	1-
17	20	22	25	CALL/Modern Romans (Mercury/PolyGram)	"The Walls Came Down" (74)	74	21-	51-	2+	3+
29	31	27	26	GARY MOORE/Corridors Of Power (Mirage/Atco)	"World" (36) "Loser" (33) "Always" (14)	78	14+	64-	0-	3+
14	21	24	27	GREG KIHN BAND/Kihnspiracy (Beserkley/Elektra-Asylum)	"Jeopardy" (47) "Tear" (18) "Fascination" (13)	67	39-	27-	1+	1-
-	-	37	28	QUIET RIOT/Metal Health (Pasha/CBS)	"Health" (64) "Cum" (18)	77	12+	62+	3-	8-
-	-	35	29	ZEBRA/Zebra (Atlantic)	"Door" (59) "Tell" (24)	80	14+	61+	3-	12-
-	-	39	30	DAVE EDMUNDS/Information (Columbia)	"Slippin' Away" (83)	86	10+	61+	14+	34-
39	36	32	31	GOANNA/Spirit Of Place (Atco)	"Solid Rock" (81)	84	8+	54+	19+	27-
39	36	32	32	PRINCE/1999 (WB)	"Little Red Corvette" (67)	67	33+	33-	1-	5-
37	34	33	33	FASTWAY/Fastway (Columbia)	"Say" (51) "Living" (26)	80	9+	42+	27+	54+
27	29	30	34	MICHAEL JACKSON/Thriller (Epic)	"Beat It" (54)	55	38+	17-	0=	3-
19	24	26	35	MOLLY HATCHET/No Guts . . . No Glory (Epic)	"Fall Of The Peacemakers" (53)	58	14+	41-	3=	4=
33	30	36	36	JON BUTCHER AXIS/Jon Butcher Axis (Polydor/PolyGram)	"Life Takes A Life" (58)	59	16=	43-	0-	0-
40	38	34	37	SCANDAL/Love's Got A Line On You (Columbia)	"Line" (40) "Goodbye" (14)	45	25+	20-	0=	0-
22	26	29	38	CARLOS SANTANA/Havana Moon (Columbia)	"Watch Your Step" (45) "Daughter" (18)	65	13+	52-	0-	2-
39	37	35	39	TRIUMPH/Never Surrender (RCA)	"Fantasy" (31) "Lights" (16) "Surrender" (15)	47	19-	27-	1+	1+
39	37	35	40	JIM CAPALDI/Fierce Heart (Atlantic)	"Living" (30) "That's Love" (19) "Tonight" (10)	64	5+	53+	4-	10-

BREAKERS

This data reflects reporting stations with a majority of listeners aged 12-24.

EDDY GRANT Killer On The Rampage (Portrait/CBS)

"Electric." 58% of 12-24 reporters on it. Total reports: 97. Hot 40, Medium 45, Extra Adds 11, Total Adds 18. Moves 28-23 on the AOR chart.

DAVE EDMUNDS Information (Columbia)

"Slippin." 51% of 12-24 reporters on it. Total reports: 86. Hot 10, Medium 61, Extra Adds 14, Total Adds 34. Moves 39-30 on the AOR chart.

GOANNA Spirit Of Place (Atco)

"Solid Rock." 50% of 12-24 reporters on it. Total reports: 84. Hot 8, Medium 54, Extra Adds 19, Total Adds 27. Debuts at #31 on the AOR chart.

NEW & ACTIVE

This data reflects reporting stations with a majority of listeners aged 12-24.

WALTER EGAN/Wild Exhibitions (Backstreet/MCA) "Fool Moon Fire"
Total Reports: 62(62)/Total Adds: 2(8); Hots: 12(10)/Hots Adds: 0(0); Mediums: 48(47)/Medium Adds: 0(3)/Extra Adds: 2(5).

JOAN ARMATRADING/The Key (A&M) "Drop The Pilot"
Total Reports: 57(46)/Total Adds: 9(16); Hots: 8(7)/Hot Adds: 0(0); Mediums: 47(27)/Medium Adds: 7(5)/Extra Adds: 2(11).

STRANGE ADVANCE/Worlds Away (Capitol) "Worlds Away"
Total Reports: 54(62)/Total Adds: 0(5); Hots: 10(8)/Hot Adds: 0(0); Mediums: 44(52)/Medium Adds: 0(3)/Extra Adds: 0(2).

TODD RUNDGREN/Tortured Artist Effect (Bearsville/WB) "Bang The Drum All Day"
Total Reports: 49(33)/Total Adds: 20(17); Hots: 9(3)/Hot Adds: 1(1); Mediums: 34(23)/Medium Adds: 14(9)/Extra Adds: 5(7).

MODERN ENGLISH/After The Snow (Sire/WB) "I Melt With You"
Total Reports: 46(63)/Total Adds: 2(3); Hots: 9(19)/Hot Adds: 0(0); Mediums: 35(43)/Medium Adds: 0(2)/Extra Adds: 2(1).

KIX/Cool Kids (Atlantic) "Body Talk"
Total Reports: 43(38)/Total Adds: 8(9); Hots: 4(4)/Hot Adds: 0(0); Mediums: 35(30)/Medium Adds: 4(6)/Extra Adds: 4(3).

MOST ADDED

All Stations

Fastway	(56)
Dave Edmunds	(40)
A Flock Of Seagulls	(32)
"Wishing"	
Goanna	(30)
Madness	(25)

HOTTEST

All Stations

Men At Work	(170)
Tubes	(153)
Def Leppard	(142)
U2	(126)
ZZ Top	(124)

NAKED EYES/Naked Eyes (EMI America) "Always Something There To Remind Me"
Total Reports: 42(47)/Total Adds: 1(5); Hots: 12(15)/Hots Adds: 0(0); Mediums: 30(29)/Medium Adds: 1(2)/Extra Adds: 0(3).

DNA/Party Tested (Boardwalk) "Doctors Of The Universe"
Total Reports: 41(35)/Total Adds: 7(8); Hots: 4(1)/Hot Adds: 0(0); Mediums: 34(27)/Medium Adds: 4(3)/Extra Adds: 3(5).

DIVINYLS/Desperate (Chrysalis) "Boys In Town"
Total Reports: 40(46)/Total Adds: 1(4); Hots: 7(5)/Hots Adds: 0(0); Mediums: 33(40)/Medium Adds: 1(3)/Extra Adds: 0(1).

TEARS FOR FEARS/The Hurting (Mercury/PolyGram) "Change"
Total Reports: 39(23)/Total Adds: 14(15); Hots: 9(6)/Hot Adds: 2(2); Mediums: 24(10)/Medium Adds: 7(6)/Extra Adds: 5(7).

RED RIDER/Neruda (Capitol) "Human Race"
Total Reports: 38(45)/Total Adds: 1(1); Hots: 20(25)/Hot Adds: 0(0); Mediums: 18(19)/Medium Adds: 1(0)/Extra Adds: 0(1).

ROBERT ELLIS ORRALL/Special Pain (RCA) "I Couldn't Say No"
Total Reports: 37(41)/Total Adds: 1(6); Hots: 9(8)/Hots Adds: 0(0); Mediums: 27(29)/Medium Adds: 0(2)/Extra Adds: 1(4).

WEIRD AL YANKOVIC/Weird Al Yankovic (Rock & Roll/CBS) "Ricky"
Total Reports: 35(21)/Total Adds: 22(18); Hots: 0(0)/Hot Adds: 0(0); Mediums: 16(5)/Medium Adds: 6(2)/Extra Adds: 16(16).

PETER GODWIN/Images Of Heaven (Polydor/PolyGram) "Images Of Heaven"
Total Reports: 35(38)/Total Adds: 1(5); Hots: 2(1)/Hot Adds: 0(1); Mediums: 31(34)/Medium Adds: 0(1)/Extra Adds: 1(3).

TONY CAREY/Tony Carey (Rocshire) "I Won't Be Home Tonight"
Total Reports: 32(43)/Total Adds: 1(2); Hots: 9(14)/Hot Adds: 0(0); Mediums: 22(28)/Medium Adds: 0(1)/Extra Adds: 1(1).

R.E.M./Murmur (IRS/A&M) "Radio Free Europe"
Total Reports: 31(22)/Total Adds: 6(9); Hots: 6(3)/Hot Adds: 1(2); Mediums: 22(13)/Medium Adds: 4(1)/Extra Adds: 1(6).

AFTER THE FIRE/After The Fire (Epic) "Der Kommissar"
Total Reports: 31(47)/Total Adds: 1(0); Hots: 15(23)/Hot Adds: 0(0); Mediums: 16(24)/Medium Adds: 1(0)/Extra Adds: 0(0).

ROXY MUSIC/High Road (WB) "Like A Hurricane"
Total Reports: 31(35)/Total Adds: 1(2); Hots: 15(16)/Hots Adds: 1(0); Mediums: 16(17)/Medium Adds: 0(0)/Extra Adds: 0(2).

Station Listings . . . See Page 50

SUPERGROUPS




Supergroups is produced by DFR Broadcasting

IT ROCKS YOUR RATINGS

The bigger they are, the harder they hit your audience. And rock superstars don't come any bigger than this year's Supergroups lineup on the ABC Rock Radio Network. The Rolling Stones. Jefferson Starship. The Who. John Cougar. Phil Collins. Stray Cats. Billy Squier. Supergroups. Two hours of recorded live concerts delivered 17 times a year. The excitement this show generates can put your station light-years ahead of the competition. Contact Louise Callahan (212) 887-5218.

COMING UP THE WEEKEND OF MAY 21...JOHN COUGAR

ABC ROCK RADIO NETWORK 



When It Comes To Contemporary Hits for Radio

COLUMBIA's Got 'Em All . . .

Something For All Your Format Needs:

WBEN-FM add 11
Q107 add
KFI add 27
KCNR add
WLAN-FM add
KTSA add
WNAM add
WPFM add
WAZY-FM add
KBIM add
KSLY add
B104 27-24
WXKS-FM 21-15
WKBW 28-25
WNYS deb 24
WCAU-FM 13-9
B94 27-24
PRO-FM deb 34
94Q 12-10
Z93 2-3
KAFM on
I95 15-13
Y100 19-13
Q105 31-29
WHYT on
WKTI deb 25
WLOL-FM deb 39

Q103 on
KEARTH 28-22
KIIS-FM 25-22
KIQQ 20
XTRA 30-27
KFRC 12
KNBQ on
WROR 27-23
WTIC-FM 20-11
KC101 27-23
WSPK 11-9
WBBQ 19-13
KXX106 29-24
KITE 5-3
94TYX 21-11
KBFM 23-19
KRGV 25-20
KX104 29-23
WNVZ 28-21
WSEZ 29-25
KQMQ 6-4
KJRB 26-19
WFLB 27-21
Q104 9
KILE 29-24
WSGF 3-2



CHAMPAIGN

"Try Again"

Z102 5-4
WCIL-FM 11-4
WHTT deb 39
WYCR on
WKEE deb 37
WKFM 39-37
WPST 37-34
WKRZ-FM on
Q106 on
KHFI on
WQID 28
WBCY on
CK101 on
WNOK-FM on
WDOQ deb 25
WANS-FM deb 30
WZYP on
WOKI 32-29
FM100 23
G100 on
WHHY-FM 25-22
WSFL 14
B97 19-17
WTIX 33-30
WTFM 19
KROK on

KQKQ deb 26
WHOT 26-24
KBBK 31-29
KYNO-FM 20-18
KIKI deb 29
KSKD on
WFBG deb 39
WACZ on
WGUY on
WIGY 39
WCIR on
WERZ deb 38
WKHI on
WJBQ 38-35
WHEB 30-27
WISE deb 39
WJAD 37-34
WCGQ on
KISR on
WFOX 26-23
KVOL 36-34
KNOE-FM on
WAEV 27
FM99 on
KENI 40-37
KCDQ on
KDZA deb 40

CHR NEW & ACTIVE

WKQX 17-13
WLS-FM add
Q102 26-21
WABX 17-12
WKTI 23-21
KHTR 11-10
WLOL-FM 24-20
KIMN add
KIQQ 23-21
KZZP 14
KMJK 26-24
KYUU 12-11
KNBQ 31-28
WSSX add
KSET-FM 19-14
WRVQ 29-24

WZZR 29-25
WJXQ 9-8
WVIC add
KKFM add
WKHI 26-22
WPHD on
KAFM on
79Q on
Q103 on
KIIS-FM on
WKFM deb 40
WKRZ-FM deb 37
KZZB 35-32
KZFM 21-19
WOKI 37-34
WTIX 34-31
Z104 deb 30



SCANDAL

"Love's Got A Line On You"

CHR NEW & ACTIVE

KSKD 19-16
KRQ 21-18
WOMP-FM 16
WERZ 14
KILE deb 40
WXLK deb 24
KKQV 16
WKEE on
WHFM on
WNOK-FM on
WNAM 20
KZ93 22-20
KBBK on
KQMQ on
KHYT 23-21
WFBG on
WIGY on

WCIR on
WFLB on
WISE on
Q104 on
WFOX on
WYKS on
WHSL on
WFYR on
WBWB on
KFMZ 24
KYTN 23-20
WSPT on
KCDQ on
KOZE on

WPHD add
KIQQ add
WRCK add
WABB-FM add
WNAM add
KSKD add
WACZ add
WIGY add
WERZ add

WKHI add
95XIL add
WJBQ add
WSQV add
WISE add
KKQV add
WHSL add
KYTN add
KKRC add 30



DAVE EDMUNDS

"Slipping Away"

CHR SIGNIFICANT ACTION

WCAU-FM
KMJK
KYUU
KNBQ
K104
WLAN-FM
WPST

WCSC
Z104
WZYQ
OK100
WYKS
KFYR
KGHO



NATIONAL AIRPLAY

May 6, 1983



Contemporary Hit Radio

Three Weeks	Two Weeks	Last Week	Rank	Artist/Track (Label)
12	6	2	1	MEN AT WORK/Overkill (Columbia)
2	2	1	2	MICHAEL JACKSON/Beat It (Epic)
11	7	5	3	DAVID BOWIE/Let's Dance (EMI America)
7	4	4	4	TOTO/I Won't Hold You Back (Columbia)
10	9	7	5	PRINCE/Little Red Corvette (WB)
1	1	3	6	GREG KIHN BAND/Jeopardy (Beserkley/Elektra-Asylum)
17	13	11	7	LAURA BRANIGAN/Solitaire (Atlantic)
16	12	10	8	BRYAN ADAMS/Straight From The Heart (A&M)
15	11	9	9	THOMAS DOLBY/She Blinded Me With Science (Capitol)
28	23	14	10	IRENE CARA/Flashdance . . . What A Feeling (Casablanca/PG)
4	3	6	11	AFTER THE FIRE/Der Kommissar (Epic)
29	22	15	12	LIONEL RICHIE/My Love (Motown)
21	17	13	13	DURAN DURAN/Rio (Capitol)
-	27	21	14	CULTURE CLUB/Time (Clock Of The Heart) (Virgin/Epic)
-	29	19	15	RICK SPRINGFIELD/Affair Of The Heart (RCA)
24	20	16	16	DEF LEPPARD/Photograph (Mercury/PolyGram)
26	21	17	17	JARREAU/Mornin' (WB)
-	26	22	18	JOURNEY/Faithfully (Columbia)
30	25	24	19	NAKED EYES/Always Something There... (EMI America)
8	8	8	20	BOB SEGER.../Even Now (Capitol)
-	-	28	21	STYX/Don't Let It End (A&M)
27	24	23	22	RONNIE MILSAP/Stranger In My House (RCA)
3	5	12	23	DEXYS MIDNIGHT RUNNERS/Come On Eileen (Mercury/PG)
-	-	30	24	DARYL HALL & JOHN OATES/Family Man (RCA)
-	28	26	25	ROBERT ELLIS ORRALL w/C. CARTER/I Couldn't Say No (RCA)
-	-	29	26	TUBES/She's A Beauty (Capitol)
22	18	18	27	PATRICK SIMMONS/So Wrong (Elektra)
BREAKER			28	INXS/The One Thing (Atco)
BREAKER			29	KAJAGOOGOO/Too Shy (EMI America)
BREAKER			30	ELTON JOHN/I'm Still Standing (Geffen)

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Adult/Contemporary

11	5	3	1	LIONEL RICHIE/My Love (Motown)
3	2	2	2	JARREAU/Mornin' (WB)
10	7	4	3	EDDIE RABBITT/You Can't Run From Love (WB)
1	1	1	4	TOTO/I Won't Hold You Back (Columbia)
8	6	5	5	MAC McANALLY/Minimum Love (Geffen)
21	15	9	6	MEN AT WORK/Overkill (Columbia)
13	10	8	7	LINDA RONSTADT/Easy For You To Say (Asylum)
27	17	13	8	SERGIO MENDES/Never Gonna Let You Go (A&M)
16	13	12	9	RONNIE MILSAP/Stranger In My House (RCA)
2	3	6	10	STEPHEN BISHOP/It Might Be You... (WB)
12	11	11	11	LOU RAWLS/Wind Beneath My Wings (Epic)
26	18	15	12	CULTURE CLUB/Time (Clock Of The Heart) (Virgin/Epic)
5	4	7	13	BARRY MANILOW/Some Kind Of Friend (Arista)
-	-	22	14	KENNY ROGERS/All My Life (Liberty)
23	20	17	15	PETER ALLEN/You Haven't Heard The Last Of Me (Arista)
-	28	20	16	NEIL DIAMOND/Front Page Story (Columbia)
4	8	10	17	DAN FOGELBERG/Make Love Stay (Full Moon/Epic)
-	26	23	18	ROBBIE PATTON/Smiling Islands (Atlantic)
20	19	19	19	B.J. THOMAS/Whatever Happened To... (Cleve. Int./Columbia)
-	27	24	20	LAURA BRANIGAN/Solitaire (Atlantic)
-	30	25	21	MARTY BALIN/Do It For Love (EMI America)
7	9	14	22	DARYL HALL & JOHN OATES/One On One (RCA)
14	14	16	23	KENNY LOGGINS/Welcome To Heartlight (Columbia)
-	-	29	24	JIM CAPALDI/That's Love (Atlantic)
BREAKER			25	IRENE CARA/Flashdance . . . What A Feeling (Casablanca/PG)
-	29	27	26	CARL WILSON/What You Do To Me (Caribou/CBS)
6	12	18	27	DIONNE WARWICK/Take The Short Way Home (Arista)
9	16	21	28	ERIC CLAPTON/I've Got A Rock N' Roll Heart (WB)
17	22	26	29	MICHAEL JACKSON/Billie Jean (Epic)
BREAKER			30	J. INGRAM & P. AUSTIN/How Do You Keep The... (Qwest/WB)

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AOR / HOT TRACKS

Three Weeks	Two Weeks	Last Week	Rank	Artist/Track (Label)
3	2	2	1	TUBES/She's A Beauty (Capitol)
1	1	1	2	MEN AT WORK/Overkill (Columbia)
5	4	4	3	ZZ TOP/Gimme All Your Lovin (WB)
8	6	6	4	INXS/The One Thing (Atco)
7	7	5	5	BRYAN ADAMS/Cuts Like A Knife (A&M)
2	3	3	6	U2/New Year's Day (Island/Atco)
19	11	9	7	DEF LEPPARD/Rock Of Ages (Mercury/PolyGram)
33	26	8	8	PINK FLOYD/Not Now John (Columbia)
6	5	7	9	PLANET P/Why Me? (Geffen)
38	12	11	10	RICK SPRINGFIELD/Affair Of The Heart (RCA)
10	9	10	11	CHRIS DeBURGH/Don't Pay The Ferryman (A&M)
26	16	16	12	DAVID BOWIE/Let's Dance (EMI America)
14	10	12	13	BILLY IDOL/White Wedding (Chrysalis)
20	17	14	14	MARTIN BRILEY/The Salt In My Tears (Mercury/PolyGram)
43	29	19	15	DAVID BOWIE/Modern Love (EMI America)
-	37	17	16	MEN AT WORK/Dr. Heckyll & Mr. Jive (Columbia)
23	15	15	17	KROKUS/Screaming In The Night (Arista)
-	44	29	18	MADNESS/Our House (Geffen)
-	46	24	19	RED ROCKERS/China (415/Columbia)
27	22	21	20	U2/Sunday Bloody Sunday (Island/Atco)
16	18	20	21	ZZ TOP/Got Me Under Pressure (WB)
34	20	18	22	DURAN DURAN/Girls On Film (Capitol)
-	54	33	23	EDDY GRANT/Electric Avenue (Portrait/CBS)
4	8	13	24	DEF LEPPARD/Photograph (Mercury/PolyGram)
-	-	35	25	A FLOCK OF SEAGULLS/Wishing... (Jive/Arista)
11	14	23	26	THOMAS DOLBY/She Blinded Me With Science (Capitol)
-	50	34	27	MEN AT WORK/High Wire (Columbia)
42	33	28	28	DEF LEPPARD/Too Late For Love (Mercury/PolyGram)
17	21	25	29	MICHAEL BOLTON/Fools Game (Columbia)
12	13	22	30	CALL/The Walls Came Down (Mercury/PolyGram)

AOR / ALBUMS

-	2	1	1	MEN AT WORK/Overkill (Columbia)
3	3	2	2	TUBES/Outside Inside (Capitol)
1	1	3	3	DEF LEPPARD/Pyromania (Mercury/PolyGram)
2	4	4	4	U2/War (Island/Atco)
4	5	5	5	ZZ TOP/Eliminator (WB)
11	11	7	6	DAVID BOWIE/Let's Dance (EMI America)
5	6	6	7	BRYAN ADAMS/Cuts Like A Knife (A&M)
7	7	8	8	PINK FLOYD/The Final Cut (Columbia)
9	10	9	9	INXS/Shabooh Shoobah (Atco)
8	8	10	10	PLANET P/Planet P (Geffen)
30	18	12	11	RICK SPRINGFIELD/Living In Oz (RCA)
6	9	11	12	JOURNEY/Frontiers (Columbia)
13	13	13	13	CHRIS DeBURGH/The Getaway (A&M)
21	17	18	14	KROKUS/Headhunter (Arista)
15	14	14	15	PATRICK SIMMONS/Arcade (Elektra)
20	16	15	16	BILLY IDOL/Billy Idol (Chrysalis)
12	15	17	17	THOMAS DOLBY/The Golden Age Of Wireless (Capitol)
23	22	19	18	MARTIN BRILEY/One Night With A Stranger (Mercury/PG)
-	35	25	19	MADNESS/Madness (Geffen)
-	37	23	20	RED ROCKERS/Good As Gold (415/Columbia)
31	23	20	21	DURAN DURAN/Duran Duran (Capitol)
10	12	16	22	STYX/Kilroy Was Here (A&M)
BREAKER			23	EDDY GRANT/Killer On The Rampage (Portrait/CBS)
18	19	21	24	MICHAEL BOLTON/Michael Bolton (Columbia)
17	20	22	25	CALL/Modern Romans (Mercury/PolyGram)
29	31	27	26	GARY MOORE/Corridors Of Power (Mirage/Atco)
14	21	24	27	GREG KIHN BAND/Kihnspiracy (Beserkley/Elektra-Asylum)
-	-	37	28	QUIET RIOT/Metal Health (Pasha/CBS)
-	-	35	29	ZEBRA/Zebra (Atlantic)
BREAKER			30	DAVE EDMUNDS/Information (Columbia)
BREAKER			31	GOANNA/Spirit Of Place (Atco)
39	36	32	32	PRINCE/1999 (WB)
DEBUT			33	FASTWAY/Fastway (Columbia)
37	34	33	34	MICHAEL JACKSON/Thriller (Epic)
27	29	30	35	MOLLY HATCHET/No Guts . . . No Glory (Epic)
19	24	26	36	JON BUTCHER AXIS/Jon Butcher Axis (Polydor/PolyGram)
33	30	36	37	SCANDAL/Love's Got A Line On You (Columbia)
40	38	34	38	CARLOS SANTANA/Havana Moon (Columbia)
22	26	29	39	TRIUMPH/Never Surrender (RCA)
DEBUT			40	JIM CAPALDI/Fierce Heart (Atlantic)

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