

I N S I D E:

Harris AM Stereo Off For Three Months?

A new FCC type acceptance for the company may take 90 days, the latest word has it, and stations can't get Special Temporary Authority to continue either.

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The Complete Guide To Deano Day

The KLAC/Los Angeles morning legend is profiled as never before, as **Lon Helton** exposes Deano's unorthodox radio wizardry to the world.



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Identifler Confusion Mounts

Jhan Hiber explains the intricacies of **Arbltron's** policies on assigning credit for muddled identifiers, and emphasizes the importance of protecting your own station.

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Y100 Celebrates Its Tenth

As Y100 extends its dominance over the Miami market to ten years, **Joel Denver** talks to PD **Rob Walker** about the station's enduring success.

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People In The News This Week

- **Doug Brown** VP/GM at KTNW
- **Jerry Reo** WGR PD
- **Sam Bellamy** resigns from KMET
- **Sean Coakley, Paul Yeskel, Jeff Cook** head Arista AOR
- **William B. Tanner** steps down
- **Ray Marshall** Op. Dir. at WWVE
- **Peter Coughlin** WCMF's VP/GM
- **Gary King** PD at KXOK
- **Doug Lane** WCII PD
- **Austin Vall, Kimo Akane** upped at KKUA & KQMQ

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Format Leaders Showcase

WKZE-FM/Cape Cod, MA; WVAF/Charleston, WV; and WVEE/Atlanta are the ratings success stories of the week. See the A/C and Black Radio sections for the scoop.

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Album Sticker Pros And Cons

For record companies, sticker albums with the message "As Heard On WXXX" sounds like a perfect promotion — but the backlash from competing stations sometimes makes it more trouble than it's worth.

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Brandt Joins KROQ As GM

KMEL/San Francisco GSM **Michael Brandt** has been named General Manager of KROQ-AM & FM/Los Angeles, taking over from **T. Patrick Welsh**, who will be working with KROQ-AM & FM owner **Ken Roberts** in developing new, entertainment-related businesses.

Brandt told R&R joining KROQ was "an opportunity to move up in position and market size. And the overriding factor was the station itself. It's the only station I've seen in a long time that catches the feeling of excitement and enthusiasm of

the late '60s and early '70s progressive radio." Brandt had served as KMEL's GSM for the past four and a half years. Previously, he held sales positions at WNEW-FM/New York, WMCA/New York, Katz, and McGavren-Guild.

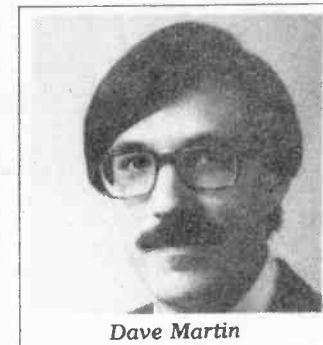
Mason Promoted To OM

Concurrent with Brandt's appointment is the promotion of KROQ-FM air personality **Scott Mason** to the newly-created position of Operations Manager. He will have responsibilities on several levels: production, promotion, public affairs, public service, engineering, and programming. Mason will report to PD **Freddie Snakeskin**.

Martin Upped To WCLR VP

WCLR/Chicago Program Director **Dave Martin** has been promoted to VP. Prior to joining WCLR 17 months ago, Martin programmed competitors WCFL and WFYR, as well as WBZ/Boston. He will retain his programming duties.

In making the announcement, WCLR President/GM **Chet Redpath** stated, "I've never seen anybody have so much visibility in such a short period of time at any company. In this very tough competitive environment, his input has certainly helped to make WCLR what it is today. The qualities that make Dave



Dave Martin

what he is transcend the unilateral 'brain trust' programming skills. He is a spectacular leader, beloved by everyone at the station. We are very lucky to have him here."

Martin told R&R, "I'm truly privileged to be part of **Bonneville International Corporation**, which is undoubtedly one of the finest broadcasting companies in this country today. I'm very fortunate to have great leaders like CEO **Arch Madsen** and **Chet Redpath**, who set the tone for winning at the top."

Network To Geffen

Al Coury's Network Records has signed an agreement with **Geffen Records**, with forthcoming albums and singles by Network artists **Irene Cara** and **Moving Pictures** to be released on a joint logo basis through Geffen in North America.

Coury, who formerly headed **RSO Records** and served as Senior VP/Promotion for

Capitol before founding Network in 1981, commented, "What convinced us that Geffen is the place to be is their multimedia approach, a philosophy in which I firmly believe. We have a lot of friends at Geffen and are looking forward to a long and prosperous relationship."

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Radio In Upbeat Mood At Sixth Annual NAB RPC

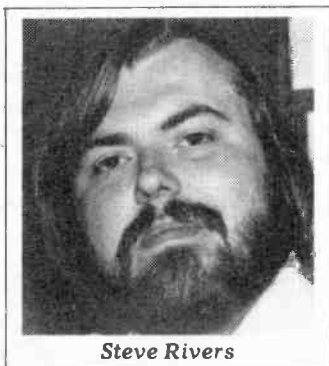
Audience Study Draws Fire; MTV, Radio Basics Hot Topics

An optimistic and business-like atmosphere prevailed at the NAB's Radio Programming Conference '83 in San Francisco this week, with most of the approximately 2000 managers and programmers in attendance displaying solid faith in radio's future. A strong emphasis on hard facts and practical knowledge characterized most of the sessions, and a broad survey of radio audience attitudes provided a thematic focus for the conference.

The survey, entitled "Radio WARS: How To Survive In The '80s" and conducted by Detroit research firm **Reymer & Gersin Associates**, isolated psychographic characteristics for followers of each of nine radio formats, and also established attitude variations within those

Rivers New PD At WRBQ

KOPA/Phoenix PD **Steve Rivers** will exit that First Media CHR outlet to become the new Program Director at **Harte-Hanks's WRBQ-AM & FM (Q105)/Tampa** in mid-September. Rivers has been PD at KOPA since the format debuted five years ago. He previously served as PD of **WAPE/Jack-**



Steve Rivers

sonville and **WGNG/Providence**.

WRBQ-AM & FM VP/GM **Michael Osterhout** told R&R, "We are very fortunate to have someone of **Steve's** caliber joining our team, helping us to carry on the winning tradition.

RIVERS/Continued on Page 21



NETWORKS AT NAB — Participating in a panel called "Building Audiences With Today's Professional Network Programming" at the NAB RPC were (l-r) ABC's **Willard Lochridge**, NBC's **Jim Farley**, CBS's **Frank Murphy**, RKO's **Dave Cooke**, Mutual's **Glenn Morgan**, and SMN's **Ellen Ambrose**.

nine audience groups (see story Page 20). Its overall message was cheering, as the vast majority of respondents felt that "something very important would be missing from life" if radio was gone; and the Monday morning presentation of the survey was enthusiastically received. But at individual format meetings, which were structured around the survey findings and featured presentations by **Reymer & Gersin** staffers, disagreement with some of the study's conclusions did surface (particularly in Country and CHR circles).

KMGC Promotes Two In Programming Department

Nicholl Named OM, **Schell** To PD; **Dowe** Set For Mornings

In twin programming promotions at **KMGC/Dallas**, PD **Steve Nicholl** has been elevated to the newly-created position of Operations Director, while Promotion Director **Jack Schell** moves up to PD.

KMGC President/GM **David Small** commented, "Steve has always been very strong in the analysis and formatics of the station, and this just gives him the opportunity to focus on that. We really try to concentrate on the personal strengths of our managers and have them dedicate themselves to these areas as much as possible. Now, **Jack's** strengths are in working with people and being able to implement what **Steve**

MTV Debate

Another study, from **Jon Coleman & Associates**, was presented Sunday morning, with MTV its topic. Many of the findings came as good news for the cable music video service, such as the evidence that longtime subscribers tend to increase their MTV viewing instead of burning out and slacking off. But conclusions that MTV draws viewers more from TV audiences than radio, and a conciliatory address from MTV VP **Les Garland**, did not prevent a lively debate over MTV's effect on ra-

NAB/See Page 21

has created. It's going to be a good marriage."

Discussing next week's debut of new morning personality **Ken Dowe** (R&R 8-26), **Small** continued, "Ken's arrival at **KMGC** KMGC/Continued on Page 21

“KRAK and KEWT: tough turn-arounds.”

“I’d had a chance to work with The Research Group in another market where they helped us find a hole and soar from a 2.3 to an 11.2 share. It was a *great* success.

But here in Sacramento the situation was different. At KRAK — an AM country station being attacked by a “more music” country FM — and KEWT — a beautiful music FM which had fallen off to a 5.5 — we were dealing with two *tough* turn-around situations.

The Research Group — and our good team of people here at the stations — worked as usual: hard and smart. Today, we’re coming back pretty nicely. KRAK is up from a 4.8 to a 6.7 (beating the FM country) and KEWT is #1 in Sacramento with an 8.2.

We couldn’t have done it without good people . . . and The Research Group.”

*John Winkel
Senior Vice President
and General Manager
KRAK and KEWT*



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R&R's Ratings Report Is Here

The 1983 R&R Ratings Report (Vol II), covering all the spring Arbitron and Birch results, ships with this issue. Packed with all the ratings data you need to know, it's free to all subscribers — a bonus for our readership.



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BROWN APPOINTED KTWN VP/GM

Sunbelt Acquires KTWN, KRAB For \$7.8 Million

In separate transactions, Sunbelt Communications has agreed to purchase Class C FM properties KTWN/Minneapolis for \$3.8 million and KRAB/Seattle for \$4 million, pending FCC approval.

North Suburban Radio Co., which is selling KTWN, retains ownership of Country-formatted sister daytimer KKKC. Both stations are licensed to nearby Anoka.

As part of the change, Sunbelt has appointed Malrite Communications Group Western Region VP and KPPL & KLAQ/Denver GM

Doug Brown as VP/GM of KTWN. The move marks a return for Brown to the Twin Cities, where he formerly served as VP/GM at Malrite's KEEY-AM & FM/Minneapolis. Sunbelt Chairman/President C.T. Robinson stated, "Doug had tremendous success running KEEY, and he's a very professional and qualified executive. I feel confident that whatever we do there formatically will be done very well with Doug at the helm."



Doug Brown

Brown departs his Malrite post after nine months in Denver. He joined the company as Local Sales Manager in 1975 from WHK/Cleveland, and was promoted to GSM the following year. Eighteen months later, Brown became GM at sister station KEEY-AM & FM, and after a year, he was promoted to VP/GM. In 1980, Brown was named Midwest Regional VP, and finally VP/Western Division in November 1982. He told R&R, "After ten years with Malrite, it's a big step for me, but I'm excited about it. We've got a tremendous staff here and Malrite is a first-class operation. However, my family and I really missed Minneapolis, and when the opportunity came from a

SUNBELT/See Page 21

Sam Bellamy Departs KMET

After nearly nine years with KMET/Los Angeles, the last eight as PD, Sam Bellamy has exited the Metromedia AOR outlet with no immediate replacement named. Bellamy told R&R, "Actually, I'm quite happy about it. After nine years at one radio station I feel the need to find a new avenue of challenge. You can get very sluggish after being in a job that long. There are exciting things about programming that make you feel good about yourself. That just hasn't been there for me for a while."

KMET VP/GM Howard Bloom commented to R&R, "Sam and I mutually agreed that it was time for a change... for her and for KMET. She spent nine years being part of the creation of one of the great radio stations of the world. We'll miss her a lot." Bloom indicated that he "had some people in mind" and may have a replacement announcement within a week.

Bellamy said she wanted to pursue several different areas and options, but would not cite specifics. Her last day at KMET was Friday (8-26).

Lane Becomes WCII's New PD

Country-formatted WCII/Louisville has tapped Doug Lane as its new Program Director. Lane, who has six years experience programming Country radio, was most recently PD at WLXR & WLCX/La Crosse, WI. He replaces Jack Armstrong, who left the station in March. Acting PD Ed Philips remains with the station as Music Director.

WCII Station Manager Edward Hardy told R&R, "Lane brings some great ideas, a wealth of experience and knowledge of Country radio to WCII. He'll be a great asset to us as part of our plan for continued growth in the Louisville market."

Lane begins his new duties in Louisville immediately.

Coughlin VP At WCMF

In the recent ownership change at WCMF/Rochester, Peter Coughlin was promoted from Station Manager to VP/GM. Also coincidental with the transfer from Sconnix to Stoner Broadcasting was the exit of former WCMF President/GM Ted Nixon, a Sconnix principal.

Coughlin joined the station in 1980 as Sales Manager, moving up to GSM, then Station Manager. He took the promotion philosophically, telling R&R, "The vice presidency sounds terrific, but all of Stoner's GMs are also VPs. I love it here... it's great. Stoner seems like a great group of people."

Reo Upped To WGR PD

Veteran broadcaster and longtime WGR/Buffalo Assistant PD/MD Jerry Reo has been promoted to PD. Reo fills the vacancy left three weeks ago when former OM Dave Mason transferred to Taft sister station WKRC/Cincinnati.

Commenting on the appointment, WGR VP/GM John Soller said, "Jerry has served WGR well in many capacities. He brings us station and market knowledge and the maturity this job demands. He's a super guy, and the support has been unanimous. Jerry has a lot of friends here."

Reo had been MD at WGR for 10½ years, becoming Assistant PD in 1975. Before, WGR, he was MD and an air personality at crosstown WYSL for five years. Reo told R&R, "It hasn't completely sunk in yet. At first I was reluctant to go for the position since I was already handling the music duties and serving as sports anchor in the morning. But I received a great deal of encouragement, and after a lot of thought, realized there was no reason why I shouldn't go for it. It's been worth waiting for, as WGR is one of the top A/C's in the country. I've been well tutored by (former

PDs) Larry Anderson and Dave Mason, and really look forward to this opportunity."

Reo added he has elevated two-year mid-day personality Joe Galuski to MD.

Arista Sets New National AOR Staff

Sean Coakley, Paul Yeskel, and Jeff Cook have been named to new positions within the national album promotion department at Arista Records. Coakley and Yeskel become National Album Promotion Director and Associate National Album Promotion Director respectively, coming from identical posts at Atco Records. Cook, a seven-year Arista veteran and most recently Southeast Regional Album Promotion Director, was promoted to National Field Album Promotion Director.

New Arista VP/Promotion Don Jenner

Tanner Steps Down To Face Allegations

William B. Tanner, Chairman/President/CEO of the William B. Tanner Co. time brokerage, has stepped down from those positions, taking a leave of absence. Tanner Co. Sr. VP/Treasurer Earl Funk has also departed his position. Alan Donahoe, Vice Chairman/CEO of Tanner parent company Media General, said that Tanner requested the leave "in order to have the time to defend... against allegations made against him by the government."

The FBI and IRS raided the Tanner Co.'s Memphis offices three weeks ago, alleging tax and mail fraud and illegal kickback

TANNER/Continued on Page 21

DAUER INTERIM VP/GM

KXOK Names King As PD

Talk-formatted KXOK/St. Louis has made Gary King Program Director, a position he's held in an acting capacity since joining the station last September. King had spent the previous two years as PD/Operations Manager at WJBO/Baton Rouge. Meanwhile, KXOK Sales Manager Larry Dauer has been named interim VP/GM, temporarily replacing Lee Douglas, who departed earlier this month to take the same position at WCZY/Detroit.

KXOK dropped its A/C format in April
KXOK/See Page 21



Sean Coakley



Paul Yeskel

commented, "Sean and Paul are an exciting and welcome addition to Arista's new 'A Team,' and they have already proven to be a dynamic force in the field of album promotion. Together with Jeff, who has excelled in his regional album promotion position, I am sure they will bring Arista to new heights in rock radio. This is a team with muscle."

Marshall Elevated To WWWE Operations Director

Following last week's announcement of WWWE/Cleveland's switch from Country to full-service MOR, MD/Operations Assistant Ray Marshall has been promoted to Operations Director. He had been serving as acting PD since the departure of former OM Norm Pringle.

Regarding Marshall's qualifications, WWWE President/GM Tom Wilson stated, "We believed WWWE's new direction could be guided best by someone who was familiar with both the Cleveland market and this history of this station. Ray meets those requirements. We have relied very much on Ray's programming input over the past four years and felt it was time to officially give him the ball."

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Closed On Labor Day

Our Los Angeles, Nashville, and Washington offices will be closed Monday, September 5 in observance of the Labor Day holiday. R&R will be open for business as usual early Tuesday morning.

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Washington Report

Wirth Slams "Pathetic" Survey Response, Blames NAB

Furious that only 25% of 1200 radio stations have responded to his programming survey so far, House Telecommunications Subcommittee Chairman Tim Wirth (D-CO) is laying the blame on the NAB, which advised members compliance was voluntary. Wirth, who termed the response "pathetic," has sent follow-up letters to non-respondents, asking them to return the surveys by September 6.

"Without the directive of the NAB mailgram," Wirth wrote to NAB President Eddie Fritts, "this subcommittee would have a far greater number of survey responses in hand." Wirth suggested the poor response hurts the "good faith, collegial effort on the part of all" that will be needed to craft a broadcast deregulation bill by October 15.

Fritts wrote back that he wasn't surprised by the lack of cooperation. He pointed out that the NAB, too, gets a low response to its own industry surveys.

WWCT/Peoria Agrees To Give Up License

A year after a law judge's decision denying its license renewal for illegal transfer of control and misrepresentations, Peoria Community Broadcasters has agreed to hand in the license of WWCT/Peoria.

Peoria was fighting the denial, and in April had won permission from the FCC Review Board to submit new evidence

(R&R 4-29). But now the firm has agreed to a settlement with Central Illinois Broadcasting, the competing applicant who won the license in last fall's initial ruling.

Peoria will drop its renewal bid in return for \$217,000 for its assets (including \$50,000 for "the good will of ongoing business"), \$1000/month tower rental for 60 months, and \$140,000 for a five-year, 50-mile non-compete covenant. The FCC generally frowns on such covenants but the Mass Media Bureau says it won't object because it's anxious to settle this longstanding case.

Buyout Ends KOBY/Reno Comparative Challenge

After being off the air for nine years, it looks like KOBY/Reno may finally be coming to life. KOBY Radio has applied for renewal of its license, but faced a comparative challenge from First Broadcasting of Nevada. The FCC designated the case for hearing this spring (R&R 6-3).

According to documents filed with the FCC, the parties reached a settlement agreement on August 22 "whereby KOBY, for a consideration, would voluntarily dismiss its application for license renewal upon the grant of First Broadcasting of Nevada's competing application for a construction permit." The Mass Media Bureau has given its backing to the settlement.

KOBY got FCC permission to go dark in 1974 while sale negotiations were underway. Those talks dragged on until last year, when the buyer backed out. KOBY's authorization to stay off the air, meanwhile, had expired in 1979.

KPRE DENIED RELIEF

Harris AM Stereo Silence Could Last Three Months

FCC officials say it could take from 60 to 90 days for Harris Corp. to get a new type acceptance allowing nearly 70 stations to resume use of its AM stereo exciter, which was ordered off the air by September 1.

There was more bad news for Harris AM stereo stations this week when the FCC said it won't grant Special Temporary Authority (STAs) for them to continue stereo broadcasts until the problem is resolved. The first station to seek such an STA, KPRE/Paris, TX, was notified by telegram Tuesday (8-30) that its request has been rejected.

However, engineer Henry Straube of the FCC AM Branch said "it wouldn't hurt" for other stations to file for STAs. They can't be granted right away, but he said the FCC may be able to approve them sometime after lab testing of the Harris system has begun, but before a new type acceptance is granted.

Christmas Rush Creates Logjam

The new Harris application won't even be looked at for 30 days because the FCC lab is currently jammed with a rush of consumer products awaiting type acceptance for the Christmas season.

There's also talk in FCC corridors of a stiff fine for Harris. "We've definitely got to do something," engineer John Reed said. He suggested a fine in the \$20,000 range might be proposed to the full Commission. But Bob Ungar of the Office of Science and Technology said no decision on a fine has been reached.

No Distortion At KPRE

At KPRE, President/GM Eugene Suduth told R&R, "We were one of the earliest stations to go stereo and we've promoted it very heavily. We've been very happy. The sound has been excellent and we've had no

complaints of any kind from mono listeners about distortion. Nobody can hear any distortion, including our competitor, who we asked."

Until directly ordered by the FCC, Suduth said he won't shut the system down. Turning it off in the absence of audible distortion is "cutting off our nose to spite Harris's face," he contends. "We're not hurting anybody. We're helping the public."

Test Tone Vs. Programming

The Harris system met all standards for low distortion on mono receivers when tested with a pure tone. But FCC Lab officials claim they were unaware that when the tone is replaced with programming, the system automatically switches to a different mode that can lead to much higher distortion.

Commission engineer John Reiser says that, in its new type acceptance application, Harris hasn't proposed to change its system, presumably because changes could impair the quality of Harris reception on Sony and Sansui AM stereo receivers now hitting the market.

Instead, Harris wants the FCC to change the way it measures distortion by using an averaging method that would permit its present system to win type acceptance. Reiser said that request places "a heavy, heavy burden on Harris" to prove the technique is valid and is fair to other AM stereo proponents.

FEAR NEW PAPERWORK MOUNTAIN

Radio Industry Cool To Proposed Issue-Oriented Programming Log

After the U.S. Court of Appeals struck down the abolition of radio program logs in May, the FCC proposed a new log of all "issue-oriented programming," to be placed in public files every three months.

Comments on the plan were due at the FCC last week. Not surprisingly, they show broadcasters lining up against any new requirements, while public interest groups say issue logs are essential in determining whether a station has met its public interest responsibilities.

WJAC, WHFB Hit "Stopwatch" Logging

WJAC-AM & FM/Johnstown, PA GM Sandy Neri said a firm definition of "issue-oriented program" is essential and worried, "If every minute of air time, staff and facilities that radio stations devote to such programming must be recorded for public firm purposes, then the burden upon radio licensees to monitor and to 'stopwatch' many, many hours of programming will indeed be substantial."

Neri suggested it would be easier if the FCC just reimposed its former logging requirements, which most stations still adhere to.

Similar comments were filed by WHFB-AM & FM/Harbor/St. Joseph, MI GM Kent Slocum. He wrote, "The previous classification of News, Public Affairs, Other, etc. gave us guidelines to follow, yet allowed some latitude in record-keeping. While we are hard-pressed to come up with a new standard, perhaps a return to the old method would suffice."

Slocum told the FCC, "It would be less of a burden to simply reinstate the logging requirements as they existed prior to the court order. We envision the 'stopwatch' concept as being next to impossible to handle."

NRBA filed comments saying it "opposes

the imposition of any new or additional record-keeping obligations." Issues/programs lists are adequate, said NRBA, but if any new logs are created, the format should be up to the station's discretion.

Most emphatic in its opposition to any new logging rules was the law firm Haley, Bader & Potts. It blasted the U.S. Court of Appeals for using "erroneous assumptions" in striking down the FCC's abolition of logs.

The firm urged the FCC to "stick by its guns and take this opportunity to perfect its

reasons for not imposing new record keeping requirements on its licensees rather than attempt a quick, but totally undesirable, fix."

The law firm raised the spectre of stations having to compile voluminous issues logs daily, a burden it says "would not only effectively negate the Commission's deregulation efforts, it would establish a new high water mark in pernicious regulatory oversight."

Geller: Log All Non-Entertainment Programming

Typical of public interest comments were those of former NTIA Chief Henry Geller

and Donna Lampert. They argued strongly that issues/programs lists are useless, making an issue-oriented programming log essential to assure "that the licensee's overall public service programming is adequate."

They called cost objections "phony" and irrelevant, noting that radio stations still keep logs "because of the commercial necessity to do so."

Geller and Lampert called for logging of all non-entertainment programming — not just issue-oriented material as the FCC has proposed — broken into the broad categories of news, public affairs and "other."

GROUP'S QUALIFICATIONS UPHELD

United Loses Appeal To Save WOOK License

Citing United Broadcasting's "record of management misconduct," the FCC Review Board last week (8-24) upheld a law judge's initial decision denying license renewal to WOOK(OK100)/Washington. United officials did not comment on the ruling, but have said in the past they will exhaust all FCC avenues of appeal and, if necessary, take the case to the U.S. Supreme Court.

The Review Board agreed with the initial decision, awarding WOOK's license to black-owned District Broadcasting. A second competing applicant, Hispanic Broadcasting, was rated the runner-up, while the board said United was a "distant third."

Despite the WOOK setback, there was also a positive aspect for United in last week's ruling. The Review Board affirmed that United has the basic character qualifications to be a licensee. That keeps United in the running to renew its other radio licenses, all of which are under challenge from competing applicants.

"Renewal Expectancy" Denied

The centerpiece of United's appeal was a bid to have WOOK judged only on its record from 1975-1978, when programming and management had been vastly improved. The law judge based his decision on the period 1969 to 1975 — from WOOK's last renewal until the time United knew its license was in jeopardy. United won a partial victory when the Review Board agreed to consider its record through 1978, when competing applications were filed. But the board also insisted that the full record dating back to 1969 was relevant.

Even taking into account the extra three years of improved performance, however, the Review Board decided that WOOK isn't entitled to the "renewal expectancy" granted to stations with substantial programming performance. Rating WOOK's record as "minimal," the board said, "United's past performance has not been adequately proven, and what has been proven is significantly marred by serious past misconduct and concerns about future reliability."

Owner-Manager Carries Weight

After determining that United is still fit to be a licensee, the Review Board treated the case as a regular comparative renewal, pitting the three applicants against each other.

District came out on top because it has no other media interests, one of its principals will be a fulltime manager at the station, and it will have an auxiliary power supply.

BOB SEGER

AND THE SILVER BULLET BAND

OLD TIME ROCK & ROLL

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Risky Business



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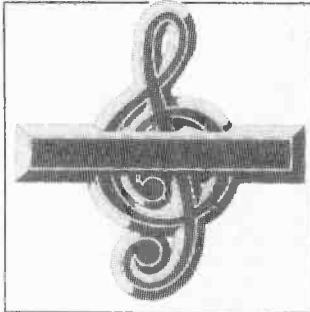
Radio's Teen Reach Beneficial

\$43 Billion In Disposable Income; 81% Choose Radio For Advertising Effectiveness

Radio and teens — an advantageous pairing for advertisers. That's a principal conclusion of the recent **CBS/FM National Sales** presentation, "The Teens Are Listening." In that presentation it was noted that the US teen population of 25 million represents a potential \$43 billion in disposable income. Radio ranks as teens' favorite medium: it reaches 88% on a given day and 99% in a week, with teens averaging almost three hours of listening daily. Additionally, 81% chose radio when it came to advertising effectiveness, as compared to magazines at 44%, television at 31%.

Teen spending habits are significant as well. An estimated 17 million hold parttime or fulltime jobs, while others receive allowances. According to the **Rand Youth Poll**, total teen spending for '82 increased 53% from 1977. Besides setting aside \$10 billion in savings for such items as cameras, cars and college, teens (five million) buy at least ten records a year, purchase 57 million movie tickets a month, buy over 42 million pairs of jeans a year, and eat (over 2 million) at fast food restaurants. Advertisers should also be aware that teens are taking a more active role in family buying decisions, while their buying habits lead the way to lasting brand loyalties.

Radio's teen popularity is tied in part to its portability. Since teens spend more time away from home, radio is their link to entertainment/information. In fact, during TV's prime time, teens make up only nine percent of the total audience; that figure doubles for radio during the same time frame.



RTNDA CONFERENCE FEATURES

State-Of-The-Art Newsroom

Final preparations are underway for the 38th annual **Radio-Television News Directors Association (RTNDA)** conference at Caesar's Palace in Las Vegas, September 21-24. Seeking to boost the radio content of the meeting, RTNDA will have a working state-of-the-art radio newsroom available for inspection — and use — by broadcasters. Following the conference, the newsroom will be installed at **KSL/Salt Lake City**.

The gathering, which has attracted more than 80 exhibitors, will be opened with a keynote speech by **ABC** newsman **David Brinkley**. Other name speakers are **ABC** Radio commentator **Paul Harvey**, **CBS** Morning News anchor **Diane Sawyer**, and **NBC** News commentator **John Chancellor**, recipient of RTNDA's annual **Paul White Award**. Panels have been arranged on various topics, including "The General Manager/News Director Relationship," "The PR Experts," "Radio-TV Writing," "Trouble In The Newsroom — Booze and Pills," "Business and Economic Reporting," "Campaign and Election Coverage," and "Management Motivation."

For more information about the conference, contact RTNDA at (202) 737-8657. Broadcasters interested in using the radio studio for interviews during the conference should contact **David Lampel, WBLS & WLIB/New York**, (212) 661-3344, as soon as possible.



Agency Aims Services At Broadcast Companies

Working under the premise that "programming alone is not enough to build longterm, dependable market success," **Dancer Fitzgerald Sample** of Southern California has inaugurated the **DFS Audience Image Marketing Group (AIM)**. Through the development of longterm marketing programs designed to strengthen audience loyalty and market shares, AIM seeks to counsel radio and television stations, cable systems, and program-

ming production firms. **Michael Davidson** serves as General Manager, with **Burns Media Consultants, Inc.**

President **George Burns** as consultant. AIM is headquartered in Torrance, CA at (213) 540-2554.

City Travel Costs Up

It's no secret that traveling across the country can be an expensive proposition. However, the per-day cost of traveling in some cities has risen more than in others. **USA Today** points out that the largest increases occurred in Charlotte, NC (10.5%), which rose from \$65.45 in mid-1982 to \$72.30 in mid-1983. Rounding out the top five were Albuquerque (10.1%), Anchorage (10.0%), Orlando (9.5%), and At-

lanta (8.8%). Heading the list for smallest increase was Tucson (1.1%), up slightly to \$72.15 per day as compared to a previous \$71.35. Next up were Toledo (1.2%), Philadelphia (1.5%), and Cleveland/El Paso, tied at (1.7%). These changes were based on first-class accommodations, with three meals a day in first-class restaurants.

Holly Birthday Feted

On September 10, Lubbock, TX honors one of its own — composer/musician **Buddy Holly**. With the Lubbock Hilton as host, the first annual "Buddy Holly Birthday Celebration" promises to be an event-filled day. Remembrances take several forms: a '50s car show and parade, a statewide '50s dance, memorabilia exhibits, live bands, and a special ceremony at the city's Walk of Fame. Capping off the celebration is a Buddy Holly look-alike contest. And celebrity guests will be present, among them Holly's widow **María Elena**. Joining the Hilton as a sponsor is the **West Texas Music Association**, a group dedicated to recognizing the musicians and entertainers who are native to West Texas. Additional Holly birthday sponsors include Lubbock stations **KSEL**

and **KLLL, KEYS (AM)/Corpus Christi** and **K-106/Beaumont**.



Self-Help Hit Parade

Though not quite the Top 40, radio and television call-in therapy programs do have a hot hits chart of their own. According to **Psychology Today**, the **Association for Media Psychology** lists the current top self-help topics as:

- Marriage
- Child care and discipline
- Phobias
- Depression
- Anxiety
- Sexual relations
- Sexual dysfunction



- Contraception
- Addiction
- Career change
- Homosexuality



WESTWOOD ONE

**PLAYBOY
ADVISOR**

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

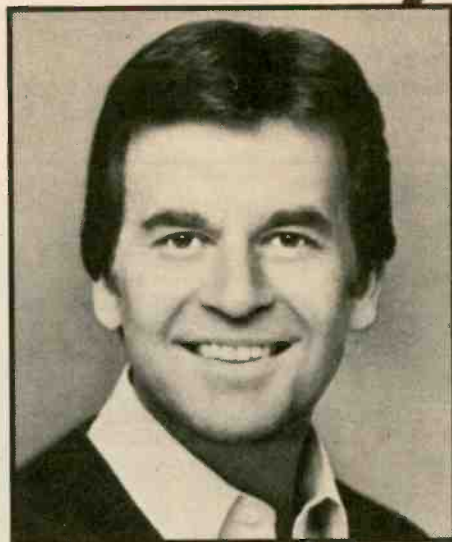
The sound of success. Sounding even better.



Dick Clark's "National Music Survey" has rocketed to the top on over 520 Mutual stations across the country. And now, it's sounding better than ever.

With more music to bring you more listeners. Fewer commercial breaks, to keep them tuned in to your station. And to give you the finest sound on the dial, Mutual's now broadcasting "National Music Survey" in stereo — via satellite.

Let Dick Clark take your station up the charts, behind the scenes, and into the hottest sounds of today's music. With Dick Clark and Mutual, the sound of success never sounded better.



Dick Clark's National Music Survey

Mutual. 

MUTUAL BROADCASTING SYSTEM

THE RADIO CONVENTION

NRBA '83

**Program
Directors:
Radio Programming
and Much More**

**1983
Convention
and
Exposition**

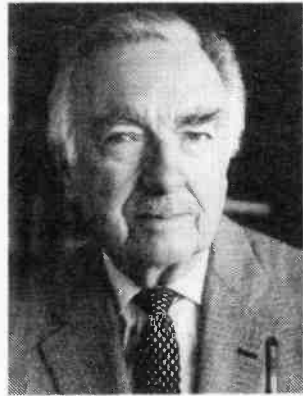
**National
Radio
Broadcasters
Association**

**October 2-5
New Orleans Hilton
New Orleans,
Louisiana**

Speakers



**MARK
FOWLER**
FCC
Chairman,
Keynote
Speaker



**WALTER
CRONKITE**
CBS Special
Correspondent
1983 Golden Radio
Award Winner



**MARY
KAY
ASH**
Chairman,
Mary Kay
Cosmetics

SESSIONS for Program Directors and for Every Broadcaster Interested in Programming

FORMAT ROOMS

Free form ideas exchanges led by America's leading programmers. Every kind of market, every format.

PROGRAMMING TRENDS

One of radio's most widely-recognized experts will analyze today's trends and tomorrow's probabilities with a special look at the audience parity problem.

THERE'S A DISH IN YOUR FUTURE

Satellite delivery is a fact of radio life and you need to be prepared and informed. This fast moving workshop will keep you in phase with the whirling world of satellite.

FOCUS GROUP VIDEOTAPE

A video taped, actual focus group session will be viewed and analyzed, the techniques explained and the reactions dissected by a top programming consultant and an eminent psychologist.

MEDIA TRENDS

What are the effects that other media are having today on radio programming? What can you expect tomorrow? A necessary workshop for every thoughtful radio programmer.

AUDIO THEATER OF NEW PROGRAMMING FEATURES

What's new and available in radio programming? This continuous audio theater will present a sampling of the new programs, features and program services.

THE YEAR'S BEST

A special session presenting the year's ten best audience/sales promotions and one national winner selected by The Radio Convention audience.

Other Special Events:

- Gala Opening Reception
- Hospitality Suites
- Raffle Galore
- Special Spouse Program
- Giant Exposition
- Exhibitors Cocktail Party
- Demonstration Room
- Television Theater

**202-466-2030 or
202-466-5540**
For More Details or Registration



NRBA



DAVID

BOWIE

MODERN LOVE

FROM THE LP, **LET'S DANCE**. SO-17093
PRODUCED BY **DAVID BOWIE & NILE RODGERS**. ENGINEERED BY
BOB CLEARMOUNTAIN FOR **FAST FORWARD PRODUCTIONS**.
EM AVAILABLE ON **EMI AMERICA RECORDS** AND HIGH-QUALITY
AMERICA XDR CASSETTES.
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96TIC-FM COKE PAYOFF — WTIC-FM/Hartford recently completed the "Coke Summer Payoff" which meant thousands of dollars in cash and a 1983 Camaro for one lucky winner. Shown (l-r) are morning maniac Gary Craig and News Director John Elliott getting ready to test drive the car.



WFBG GETS ITS "KIX" — On a recent concert tour, Atlantic recording group Kix stopped in to say hi to the people at WFBG/Altoona. Pictured (l-r) are group member Steve Whiteman, air personality Jay Randyll, PD Tony Booth, and Kix's Donnie Purnell.



BACKSTAGE WITH LOGGINS — Kenny Loggins recently performed at Kansas City's Starlight Theater, and invited the people at KZZC backstage for a visit. Shown (l-r) are KZZC's Kevin Crockett, Kevin Chase, Loggins, KZZC President/GM Connie Wodlinger, and PD Johnny Rowlands.

For the Best in a **TRAVELING BILLBOARD**® (Bumper Strip or Window Label) call Byron Crecelius, person to person, COLLECT (314) 423-4411

Pro:Motions

Reynolds Named MCA Canada VP

Ross Reynolds has been appointed Executive VP/GM of **MCA Records**, Canada. Prior to this appointment, he was Exec. VP of **WEA** in Canada; his career also includes a stint as President of **GRT**, Canada. Reynolds will be based in Toronto.



Ross Reynolds

Peter Pan Appoints Fusco

Vinnie Fusco has been promoted to National Promotion Director at **Peter Pan Industries, Inc.** He moves up to the newly-created post from his position as Managing Director of the company's pop label, **Artist Series**. Fusco was formerly affiliated with **Bearsville Records** before joining Peter Pan two years ago.

RCA Appoints Whalen, Vallone



Donald Whalen

Michael Vallone

RCA Records has named **Donald Whalen** Division VP, New Business Development, and **Michael Vallone** Director/Video & Promotion Administration. Whalen joins the label from **RCA Corporation** where he served as Staff VP, Special Studies. He first joined the firm in 1976. Counting ten years' record industry experience, Vallone was most recently with **Multi Media Marketing** in New York. He's also **Record World** magazine's former VP/Research and Development.

WASEC Taps Seidmon

Steve Seidmon is named Director/Research for **Nickelodeon** and **MTV**, divisions of **Warner Amex Satellite Entertainment Company**. He first joined WASEC in 1981 as Manager/Program Research. Seidmon's background also includes work in the Programming/Research departments at **WDAI/Chicago**.



Alicia Culver

Culver Joins I.R.S.

Alicia Culver assumes the Director of College Radio/Dance Club & Video Promotion slot at **IRS Records**. Before this, Culver was Promotion Director for **Faulty Products Records** and PD of **WRAS/Atlanta**.

EPA Appoints O'Sullivan

Cliff O'Sullivan becomes Associate Director, Product Management, West Coast, **Epic/Portrait/CBS Associated Labels**. With CBS since 1978, O'Sullivan most recently held the Product Manager, West Coast, E/P/A post.



Cliff O'Sullivan

Slenski Segues To WTIP & WWSR GM

Mike Slenski is the new General Manager of **WTIP & WWSR/Charleston, WV**. He had served in a similar capacity with former **Beasley Broadcast Group** property **WSGF/Savannah**. Before coming to Beasley, he was Sales Manager of **WOMP/Wheeling, WV**.

Bergman New WB VP/Video

Jo Bergman has been tapped as VP/Video at **Warner Bros. Records**, moving up from Director of Television and Video. Her WB career began in 1973 when she joined the label as Director of Special Projects. Her music background also includes a publicist post with the **Beatles**, positions with **Kama Sutra Records** and **KRLA/Los Angeles**, and five years working with the **Rolling Stones**.



Jo Bergman

Sherwin New Goddard VP

Jane Sherwin has been appointed VP of public relations firm the **Goddard Company**. The appointment is effective immediately.

MCA Names Collier

George Collier has been elevated To West Coast Regional Director for **MCA Distributing Corporation**. Prior to this, he worked for two years as MCA Distributing's New York Branch Manager. Collier succeeds **Le Ray Sather**, who was promoted to VP/Field Sales for the company.



George Collier

Pavillion Picks Bastone

Freddy Bastone is appointed Manager/National Rock Promotion & Rock Retail Marketing at **Pavillion Records**. He's been a club DJ since 1977, playing venues in the Bronx and Manhattan.

Linyl Vinyl Launched

Linyl Vinyl is a newly-established independent record label, specializing in new music. Founder **Lionel Conway** is President of the **Island Music Publishing Group**. Inaugural releases by **Robit Hairman** and **Annie G.** are scheduled. Linyl Vinyl may be reached at (213) 469-1285.

SCBA Taps New Board Members

New to Board of Directors of the **Southern California Broadcasters Association (SCBA)** are **KHTZ/Los Angeles** VP/GM **Bob Moore** and **KWKW/Pasadena** GM **Jose Cabrera**. Representing District 1, which includes Santa Barbara, Santa Maria, and San Luis Obispo, is **KUHL & KSFM/Santa Maria** President/GM **Jim Ranger**. And **KACE/Los Angeles** President **Willie Davis** joins the board in an ex-officio capacity as the Southern California representative of the **NAB**.

Rogers & Parton Team With Gibb



Kenny Rogers, Dolly Parton, and Barry Gibb gathered together to celebrate the release of the Gibb-co-produced/written Rogers/Parton duet "Islands In The Stream." Pictured (l-r) are RCA President **Bob Summer**, **Kragen & Co. President Ken Kragen**, **Gibb, Parton, Rogers**, and **Katz-Gallin principal Sandy Gallin**.



Identifier Problems Continue

Just as Arbitron has recently taken steps to greatly reduce slogan conflicts and problems, now it is time for the ratings giant to rethink its policies regarding other identifier situations. That's the apparent outcome of recent diary analyses where Arbitron's handling of problem diaries — those with dual identifiers on the same entry line for example — seems to need improvement.

If your station carries a major sports team on a regular basis, or if you air a popular DJ, the problem could be costing you valuable diary credit. Let me review the dual identifier possibilities, take a look at Arbitron's current stance, then suggest some remedies.

Dual Identifier Conflicts

What do I mean by dual identifiers? In essence this has to do with diary entries that include — on the same line and in the same time frame — two usually conflicting station identifiers. Often the case involves the call letters of one station and the DJ name or sports team carried by another station.

Here's an example from the spring diaries in Detroit . . . "WWJ Tigers."

In this situation the editor at Arbitron has difficulty because the Tigers are aired on WJR, not WWJ. Both stations strive for the 35+ audience, the call letters are close enough to make confusion almost a certainty, and dual identifiers are a result.

Another example may crop up in the fall Pittsburgh sweep. WTAE has recently wooed away longtime KDKA morning man Jack Bogut, yet there is the possibility of "Jack Bogut KDKA" entries, as diarykeepers — out of habit — may still connect Jack to his former station. Fill in the blanks in your market or station situation — the possibilities are endless given the nuances in your area.

"According to current policy, call letters take precedence over personality/program/sports identifiers on the same entry line."

Arbitron's Dilemma

Let's put ourselves in Arbitron's shoes for a minute and try to deal equitably with the "WWJ Tigers" entry. In the crunch of production a diary comes in with such an entry — or several — and you have to try and make a

crediting decision. There are three possibilities:

The diarykeeper knew the station calls and perhaps just heard a score from the Tigers game.

The diarykeeper listened to WWJ for a news update (the station is an all-News formatted property) then switched to WJR for the Tigers game.

"If your station carries a major sports team on a regular basis, or if you air a popular DJ, the problem could be costing you valuable diary credit."

Or (most likely), the diarykeeper spent the entire time with the baseball game on WJR but confused the calls (there is a lot of sharing between the two stations so this is certainly possible).

Since the time-frame of the entries was for two or three hours in the evening — times congruent to the Tigers ballgames — it would seem logical that this was a baseball listener who was confused about call letters.

Given the above there are three ways Arbitron could edit the diaries in question. It could give all the credit to WWJ, split the credit between WWJ and WJR, or grant all the quarter hours and come value to WJR. Which do you think makes sense?

If you gave all the credit to WWJ there may be a future for you at Arbitron. According to current policy, call letters take precedence over personality/program/sports identifiers on the same entry line. Thus, WWJ was the beneficiary this spring of some entries that were most likely baseball fans tuning in to WJR's broadcasts of the Tigers.

Arbitron's editors are instructed to assume that all dual identifiers are to be resolved in favor of the call letters on the same diary line. What's the basis for this procedure? According to Arbitron, "Callback research in similar situations has shown in almost all cases

Week In Review

Arbitron Improves Qualidata

In an effort to upgrade its qualitative/produce usage product, Qualidata, Arbitron has added new features to the reports. New categories, such as local groceries, department stores, and fast food franchises, are included. There are also several "Teen Only" product categories added to the lineup. Qualidata is now available in the top 10 markets.

Birch Debuts "BirchScan" At RPC

At the NAB's Radio Programming Conference, Birch Radio debuted its new sales and programming analysis look, BirchScan. Conceived in conjunction with Tapscan Inc., BirchScan not only can provide rankers and reach/frequency analyses, but also can be used to design rate cards and project rates for all dayparts and demos. Monthly Birch ratings will also be available on the microcomputer diskette used to interface with Birch. The new system will be available later this month to Birch subscribers.

that whenever there is a personality/program/sports entry next to call letters, there is a match between those identifiers and the call letters."

The bottom line here is that rather than delve into the facility paperwork you send in (with DJ and sports schedules), or conduct callbacks to resolve the diarykeeper confusion, Arbitron chooses to rely totally on the call letters. While this may work "in almost all cases," it's tough for broadcasters paying high prices for DJs or sports broadcasts to gracefully accept the loss of listening credit due to this policy.

An Alternative

While it is great to have the books out faster after each sweep, it would also be a plus to know that the data contained in the reports is correct. Lots of dollars and careers ride on editing decisions such as those described here, so perhaps there's another way Arbitron can have its editors proceed on dual identifier situations.

Thankfully not a huge number of diaries are afflicted with the dual identifier malady. As a result it shouldn't take much time or money for Arbitron to use the following two-step approach to clearing up and correctly editing such entries:

"While it is great to have the books out faster after each sweep, it would also be a plus to know that the data contained in the reports is correct."

1. Compare the time of the DJ/program/sports event entry to the facility form programming logs sent by the stations in the market. If the entry shows listening to a DJ/program/sports event outside of when that aspect of programming was (according to the programming log) aired by the station in question, then the call letters of the other station on the line should take precedence.

2. If, however, the entry does correctly match a timeframe for the relevant DJ/program/sports event, then the editor could conclude the diarykeeper who put the calls of one station and another identifier on the same line was confused. This could trigger a callback to that person to try and clarify the listening entry.

"It's tough for broadcasters paying high prices for DJs or sports broadcasts to gracefully accept the loss of listening credit due to this policy."

The callback dialogue could proceed . . . "Station WWJ is an all-News station; Tigers baseball games are broadcast on station WJR. What do you think you were listening to when you wrote down WWJ Tigers?" At worst the listening should be split.

Arbitron is looking at its identifier policies. Perhaps this suggestions, or an adaptation of it, could be helpful in that review.

The Best Insurance? Protect Yourself

Until you hear that Arbitron has revised its approach, you can do several things to cover yourself. First, a diary review is essential — to see if your station's DJs, programs, or sports events are being properly handled (WJR would not have known about this matter were it not for a diary review). Next, if you see a problem, be sure to bring it to the attention of Arbitron — for more equitable handling in upcoming sweeps. Finally, make sure that your various programming features — whether sports, DJs, or programs, are closely tied to your calls. Dual identifiers can be a hassle — better to not have to cope with this type of identifier problem at your station.



SETH MASON
General Manager
WXRT

MIKE DONOVAN
General Sales Manager
WKQX-FM

CHUCK HILLIER
Vice President
Hillier, Newmark, Wechsler & Howard

TOM WALTON
Vice President/Office Manager
Blair Radio-Chicago

JEFF SCHWARTZ
General Sales Manager
WBBM-FM

"It's a street fighting weapon we use every day."

You want the facts fighting for you, not against you. And it pays to use every fact you can get. That means you need Birch facts instead of just ARB facts. Compare them in the chart at the right:

Only Birch gives you more reports.

Only Birch gives you more *in* your reports. More dayparts. More demos.

And only Birch gives you qualitative and product usage data to help you in both programming and selling your station.

"It's a quality product that's priced fairly," Mike Donovan says. "And it keeps getting better all the time."

Get the street fighter on your side.

CASE HISTORY: CHICAGO, ILLINOIS		
	BIRCH	ARBITRON
Metro HH Sample Size	2,393	1,542*
Measurement Period	Jan.-Dec.	Jan.-Dec.
Number of Reports	4 Quarterlies, Monthlies Avail.	4 Quarterly Reports
Demographic Breaks	42	29
Dayparts	44	37
Annual Qualitative/ Product Categories	62	0
County by County	In Book	Extra Cost
Location of Listening	In Book	Extra Cost
Cume Duplication	In Book	Extra Cost
Audience Composition	In Book	Extra Cost
Tape Service Available	Yes	Yes
Data Base Access	DataNow	AID

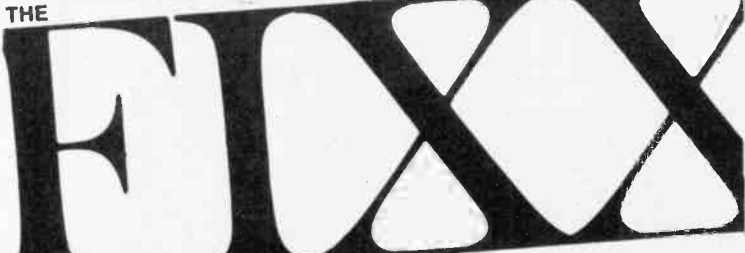
For more information call David Gingold,
Vice President (305) 753-6043.

**Birch
Radio
Research**

We give you more, more often.

*ARB Metro Household Sample Size is based on Fall, 1982 Quarterly Survey Period and is estimated based on average of 2.5 respondents per household.

ONE BREAKER LEADS TO ANOTHER!

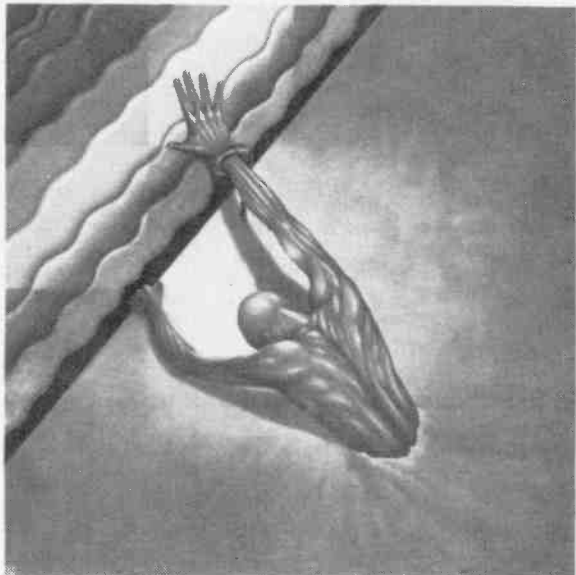


“ONE THING LEADS TO ANOTHER”

THE 2ND CHR BREAKER

From The Gold Album

Reach the Beach the **FIXX**



RATINGS REPORT ARBITRON RADIO

Arbitron Spring '83 Quarterlies, 12+

Lancaster, PA METRO RANK **99**

Share Trends Persons 12+ Mon-Sun 6AM-Mid

Spring 82		Fall 82		Spring 83		
5.4	7	6.8	5	12.7	1	WIOV-FM (Chr)
14.8	2	13.4	1	10.7	2	WNCE-FM (BM)
16.0	1	10.5	2	10.5	3	WLAN-FM (AC)
7.9	3	8.1	3	9.6	4	WKKZ-FM (Chr)
6.9	4	6.0	6	7.6	5	WSBA-FM (AC)
6.0	5	7.3	4	6.1	6	WUAC-FM (Rel)
5.4	6	5.3	7	4.4	7	WQXA-FM (CHR)
3.5	8	2.4	13	3.5	8	WSBA-AM (AC)
2.7	11	1.7	15	3.3	9	WKFY-FM (CHR)
1.5	13	3.0	11	2.9	10	WLPA-AM (AC)

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid		Mon-Sun 6AM-Mid	
RANK	STATION	RANK	STATION
1	WLAN-FM	1	WIOV-FM
2	WKKZ-FM	2	WKKZ-FM
3	WIOV-FM	3	WSBA-FM
4	WSBA-FM	4	WLAN-FM
5	WQXA-FM	5	WNCE-FM

Peoria METRO RANK **100**

Share Trends Persons 12+ Mon-Sun 6AM-Mid

Spring 82		Fall 82		Spring 83		
14.2	1	16.2	1	14.9	1	WKZW-FM (CHR)
11.4	4	12.2	3	13.4	2	WMBD-AM (AC)
11.8	3	9.7	5	12.4	3	WSWT-FM (BM)
13.7	2	11.5	4	11.1	4	WXCL-AM (Chr)
9.9	5	12.5	2	8.5	5	WWCT-FM (AOR)
7.1	6	8.3	6	5.1	6	WIKL-AM (CHR)
4.9	7	3.7	7	5.1	7	WKQA-FM (CHR)
1.1	16	2.8	9	4.7	8	WTXR-FM (Chr)
2.8	10	2.1	10	3.0	9	WLS-AM (CHR)
2.6	11	3.7	8	2.6	10	WGLO-FM (BM)

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid		Mon-Sun 6AM-Mid	
RANK	STATION	RANK	STATION
1	WKZW-FM	1	WSWT-FM
2	WWCT-FM	2	WXCL-AM
3	WKQA-FM	3	WMBD-AM
4	WIKL-AM	4	WKZW-FM
5	WSWT-FM	5	WTXR-FM

Jackson's 36



Michael Jackson was presented by CBS with 36 gold and platinum plaques from 19 different countries, all for the "Thriller" LP and singles from it. Pictured at the San Diego presentation are (l-r) E/P/A's T.C. Thompkins, E/P/A VP Frank Dileo, E/P/A Sr. VP/GM Don Dempsey, CBS Records Group President Walter Yetnikoff, Jackson, CBS International President Allen Davis, producer Quincy Jones, and E/P/A VP Ron McCarrell.

Bryson/Flack Celebration



Peabo Bryson and Roberta Flack played the Greek Theatre in Los Angeles in conjunction with their album together, "Born To Love." Pictured after the show are (l-r) Capitol VP Varnell Johnson, WB artist George Benson, Flack, Bryson, songwriter Michael Masser, and Capitol Records Group President Jim Mazza.

Queensryche's Royal Visit



Seattle band Queensryche, whose local album was recently picked up by EMI America, visited the label's L.A. headquarters recently. Pictured (l-r) are co-manager Kim Harris, EMI's Clay Baxter and Kathy Keep, group's Scott Rockenfield, Michael Wilton, and Chris DeGarmo, EMI/Liberty President Rupert Perry, label's Mavis Brodey, group's Geoff Tate and Eddie Jackson, EMI's Frenchy Gauthier, EMI VP Gary Gersh, co-manager Diana Harris, and EMI's David Budge.

E/P/A's HOT STACK!



HEART "How Can I Refuse"

CHR NEW & ACTIVE

AOR Albums: **5** AOR Tracks: **2**

Now on over
120 stations!
55%



KANSAS "Fight Fire With Fire"

**CHR
SIGNIFICANT ACTION**

AOR Albums: **7**

AOR Tracks: **4**

New This Week:

WHTX	WIGY
WLAN-FM	WERZ
KZFM	KQIZ-FM
WOKI	WBWB
WJXQ	KFMZ
WHOT	KFMW
WACZ	KGHO

CBS ASSOCIATED RECORDS



EDDY GRANT "I Don't Wanna Dance"

CHR NEW & ACTIVE

WXKS-FM 18-11 WGCL deb 35
WHTX 18-13 XTRA 23-20
CFTR add 37 WYCR 40-34
Y100 add WTIX add

KTFM deb 38	WKHI 35-31
WSEZ deb 38	KVOL deb 40
KMGK 31-27	Z102 18-11
WZZR 40-28	KTRS add
KMQQ 40-31	KGHO 36-32
WIKZ deb 35	KCBN 35-26



S.O.S. BAND "Just Be Good To Me"

**CHR
SIGNIFICANT ACTION**

B104 20-16 79Q add
WXKS-FM 22-15 I95 deb 25
Q107 30-28 Y100 28-21
Z93 on WABX 30

Q103 on	KHYT 22-19
KIQQ on	Q104 35-27
KFRC 20-12	Q101 add
WNFI 25-21	Z102 26-21
KAMZ 25-22	FM99 add
WTIX add	
WNVZ 34-30	
KTFM 39-35	
KYNO-FM add 27	



QUIET RIOT "Cum On Feel The Noize"

**CHR
SIGNIFICANT ACTION**

**Album
Now Gold!**

WNYS 16
WPHD 8-7
WABX add 40
KIQQ 8

KNBQ deb 35	KFMZ add
WFLY add	KYTN add 35
WRCK add	KCDQ on
WKRZ-FM 29-23	KGHO 20-15
WNFI on	KCBN 14-11
WJXQ 29-27	
KSKD deb 35	
WERZ on	
WZYQ 35	
KQIZ-FM on	



BIG RIC "Take Away"

**CHR
SIGNIFICANT ACTION**

WXKS-FM
PRO-FM
Y100
WABX
KBEQ
KFI
WCSC

WZZR
WHOT
WGUY
WOMP-FM
WERZ
13FEA
WJBQ



Sales

Deep Breathing Helps!

When the Sales Meeting is over and we return to our desks to prepare to conquer the world, and our impulse is to sit down and rest for a moment . . . this is generally explained as having to "make one more phone call before I leave the building," but really you are stopping to rest!

Don't do it. Leave the Sales Meeting, walk to your desk area and stand for 30-40 seconds and **BREATHE DEEPLY**. Then (do not sit down) gather up your materials for the sales calls. Place them in your carrying case and leave the building for your first call. If you are walking to the call, walk briskly! If you are driving, push the seat back as far as you can, open the windows and breathe briskly. If you have the guts, sing . . . loudly! Upon arrival of the first call, leave the car and walk briskly to the reception area of your customer.

If the customer can see you right away, stay on your feet!

If it is to be 10-20 minutes before your opportunity . . . leave the building and walk around the block. Keep that energy flowing.

Do not sit down and page through an old *Outdoor Life* magazine. Sending telegraphs to your body that the rest time has arrived means your motor will slow down. Reading strange magazines with strange materials changes your entire mindset away from the task at hand. That task is to be up for the opportunity.

If the customer and you are physically on top of your game, and you have "something" to sell, your chances of completion are at least triple . . . if you have been breathing deeply!

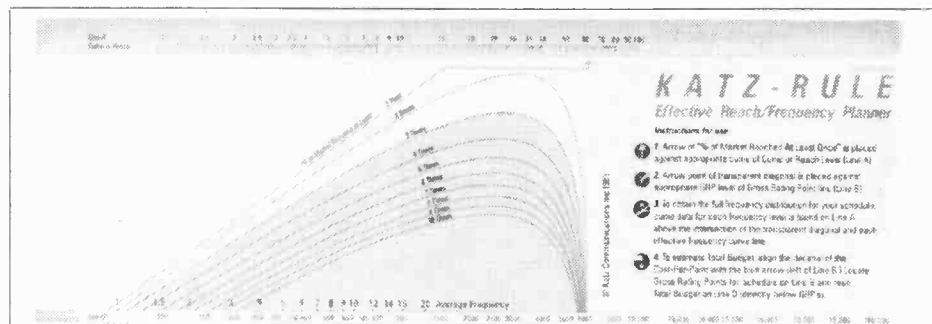
As a sidebar to this activity, remember that physical approach is also beneficial before any meeting. Most of the time when we feel it's time for a raise or time for a promotion, we just screw up our courage and walk into the king's lair and begin to seek advancement with no definite plan!

That or any confrontation activity should be accompanied with a written plan (or presentation . . . what do you want the boss to buy?), and before the meeting go for a walk . . . breathe deeply . . . and then return while your body and your mind are up!

No one is a true finely-tuned instrument. We all need physical and mental training to stay on the winning side. This kind of physical help can get you through all kinds of tough moments. As a matter of fact, this planning and deep breathing have a way of doing away with tough moments.

Remember once again: target . . . quota . . . train. —Dwight Case

"Sending telegraphs to your body that the rest time has arrived means your motor will slow down. It changes your entire mindset away from the task at hand. That task is to be up for the opportunity."



The Katz-Rule: Calculating Your Campaign

Just as the slide rule seemed destined to become the symbol of pre-microchip math, the marketing team at **Katz Communications** has developed the Katz-Rule, a copyrighted simple-to-operate analytic device for sales reps and media planners that may put the slide rule back in your briefcase for the first time since high school.

Developed for radio and television buying, the Katz-Rule can be utilized both for weekly planning and analysis of an existing schedule. By calibrating the instrument for the desired effective-frequency, the user can determine all possible combinations of GRP/reach/average frequency. Planners can use reach to set GRP goals or vice versa. You can also hone your existing schedules to maximum effectiveness by adjusting for either a fixed reach or a fixed GRP level. The Katz-Rule also includes special instructions to allow for the adjustment of schedules with double spots.

The Katz-Rule was developed to help demystify the concepts of effective reach/frequency, according to **George Feldman**, Katz's Vice President of Research-PROBE-Marketing. "Prior to the development of the Katz-Rule," says Feldman, "getting any information about how a schedule performed based on effective reach frequency was both time-consuming and costly, requiring special tabs from **Nielson or Arbitron**."

"A media planner or advertiser (using the Katz-Rule) can now plan a schedule targeted exactly to his effective reach/frequency marketing objectives and achieve desired results."

The Katz-Rule, developed over the past two years, was spearheaded by **Bill Schrank**, Katz's VP/Research, and **Carol Mayberry**, VP/Radio Research. The device is the latest in a series of media planning and marketing tools developed by the PROBE/Marketing division to help the agency and its client stations "talk the advertiser/agency language" and, according to Feldman, "help prospects understand the true value and broadcast media."

To this end, the Katz-Rule may be an effective tool in selling a proposed schedule to an advertiser. It can give your proposals a mathematical edge they may have lacked before. For local advertisers, especially those without the resources to do their own advertising research, the Katz-Rule may be useful in simplifying the buying process and encouraging the use of radio as a sales tool.

Those interested in the Katz-Rule can contact their nearest Katz representative for further details.

RAB ANNOUNCES...

The First All-Radio Retail & Co-op Workshop

SEPTEMBER-NOVEMBER 18 MEETINGS

QUESTION CO-OP EXECUTIVES

Some of the companies participating:

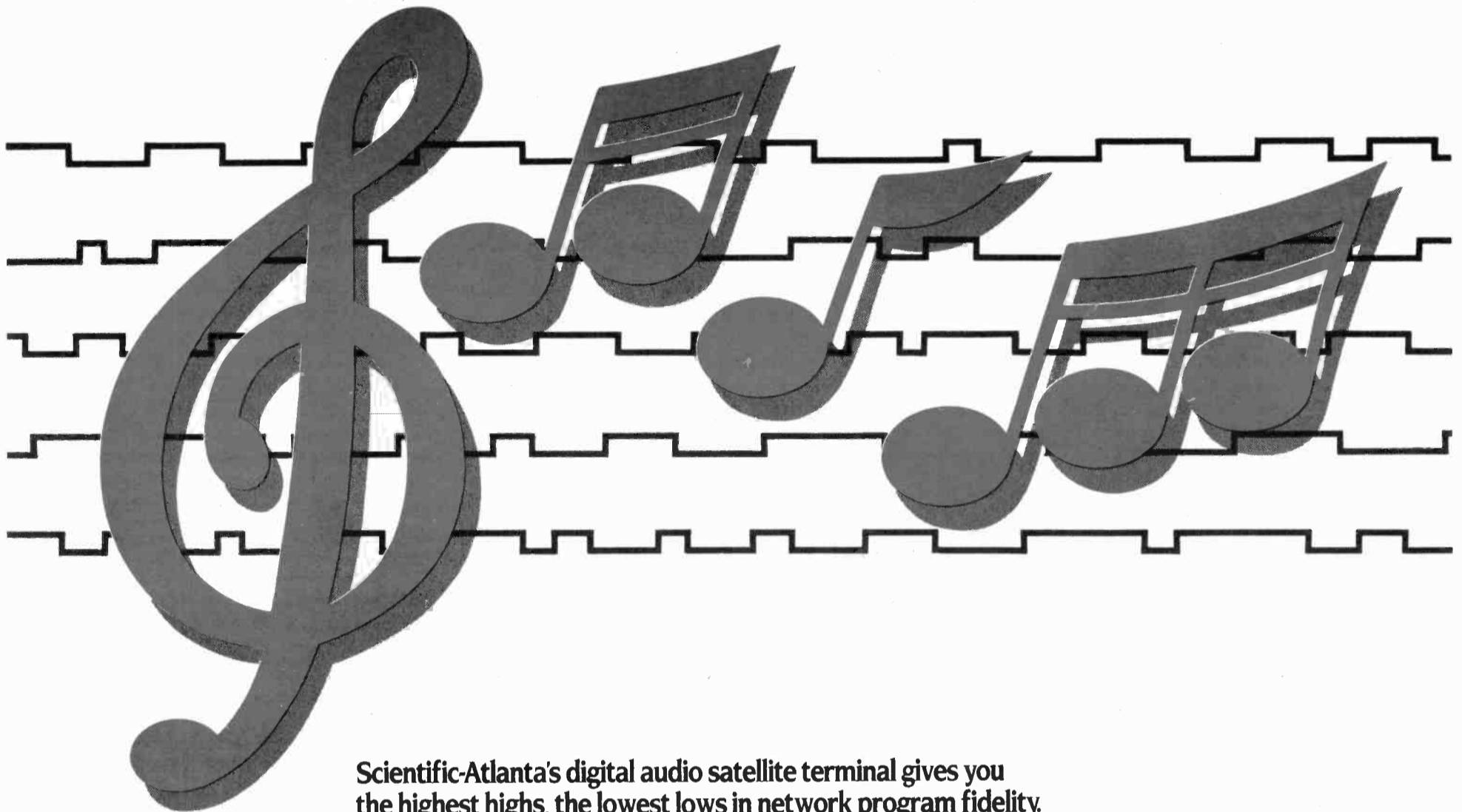
- Levi's • Commodore
- Wrangler • Lees
- Osborne • John Deere
- Monroe-Walker • GE
- Eastman Kodak

DATES AND LOCATIONS

✓ Sept. 15 Kansas City	✓ Oct. 4 Chicago	✓ Oct. 18 Charlotte	✓ Nov. 1 Atlanta
✓ Sept. 20 Minneapolis	✓ Oct. 6 Denver	✓ Oct. 20 Pittsburgh	✓ Nov. 2 New Orleans
✓ Sept. 22 Detroit	✓ Oct. 11 Washington	✓ Oct. 25 Seattle	✓ Nov. 3 Dallas
✓ Sept. 27 Cincinnati	✓ Oct. 12 New York	✓ Oct. 26 San Francisco	
✓ Sept. 29 Orlando	✓ Oct. 13 Boston	✓ Oct. 27 Los Angeles	

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Scientific-Atlanta's digital audio satellite terminal gives you the highest highs, the lowest lows in network program fidelity.

Scientific-Atlanta brings you the first major advance in network radio program delivery since there were network radio programs to deliver: the digital audio satellite terminal.

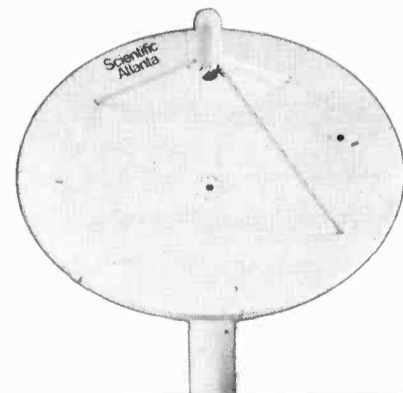
Listen to the crisp, clean signal quality featuring 80 dB of dynamic range and a full 24 dBm peak signal level. And then notice the low distortion characteristics—less than .3% THD. We make it sound like the program is originating in your own studio.

Our new digital audio

terminal also offers fast set-up and long-term reliability. Plus ease of operation: you can make a program change with a simple flip of a switch.

Once you hear the dramatic difference of digital satellite distribution, you'll be introduced to a quality of sound you've never known before. Find out more right now by contacting P. Michael Kelly. The new digital audio terminal from Scientific-Atlanta—the choice of four of America's leading radio networks.

Scientific Atlanta



Scientific-Atlanta Telecommunications, Digital Audio Marketing, 3845 Pleasantdale Road, Atlanta, GA 30340/(404) 449-2381

CEE FARROW



"SHOULD I LOVE YOU"

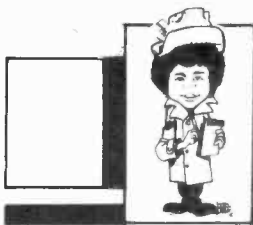
WABX	WRKR	KKEZ	WJPC
WDRQ	WISE	WPAX	KHRM
KIQQ	WNVR	WLBS	WESL
KFRC	WKOR	KUTE	KPRS
KYYX	WYDD	KJLH	WVEE
WFLB	WGMB	WGCI	WXYV

- Exploding on video airwaves across the country!
- Added by MTV!
Also breaking on Urban/
- Contemporary and Dance charts across America!

EVERYBODY'S CATCHING FARROW FEVER!



Distributed by MCA Distribution Corp.



STREET TALK

After weeks of speculation (and repeated denials) that he would leave A&M Records, Senior VP/Sales & Promotion Harold Childs handed in his resignation last week (8-24). Harold, who first joined A&M in 1969, did not announce any immediate future plans, but he did say, "Positive feelings about my A&M years can only be surpassed by the anticipation with which I now look forward to taking on fresh challenges and new directions in the industry." Look for Harold to move to New York.

Another prominent resignation this week with the announcement that Schulke Radio Productions VP/Creative Director Phil Stout will exit the firm October 1. Phil, who's spent more than 14 years with Schulke, programmed the music for client stations and was generally acknowledged as President Jim Schulke's right-hand man.

Okay, just one more . . . Charlie Van Dyke parted company with KOY/Phoenix last week in order to devote his full attention (spelled P-I-P-E-S) to his very busy freelance commercial schedule. Look for CVD to return to the national radio airwaves soon with a weekly syndicated A/C-oriented show. No immediate replacement for him as PD of KOY.

Although final details and a written agreement remain to be worked out, WXKS-AM & FM/Boston GM/principal Richie Balsbaugh and partners have shaken hands on a deal to buy WWDB/Philadelphia from Dolly Banks for \$7 million. A Balsbaugh associate says the Talk format, unusual on FM, will be kept "for a while," but makes no promises after that.

Twenty-year Country station KOKE/Austin will convert to FairWest's syndicated Adult/Contemporary format on September 21.

If you're keeping track of Country stations, there may be a few more soon, as Transtar is making plans to debut its new Country Network in the near future.

Wondering what former KFI/Los Angeles PD John Rook's been up to? As a principal in the newly formed RHW Broadcasting Group, he's purchased KNCW/Grand Coulee, WA, which will be the AM sister to the FM John and his two partners already own in the market (KEYF). RHW also owns KIOB/Coeur d'Alene, ID and a new FM license in Helena, MT. Congratulations to John on this new phase of his broadcasting career.

Former WRIF/Detroit PD Fred Jacobs has formed his own media consultancy, "Media Strategies." The firm specializes in focus groups, marketing, and planning. Fred's number is (313) 626-7158.

KING/Seattle morning news host Bruce Murdock, also known as "Murdock In The Morning" back in his music-playin' days, will join KLSY/Seattle this month in morning drive. Bruce had been PD at KING prior to the A/C's shift to News a year ago. He's remained as morning man, but his heart's not been in it. Shifting to KLSY's A/C approach should have Bruce back in form within days.

Look for WGH-AM & FM/Norfolk to change calls and formats. The AM is currently A/C, and the FM is the only Classical outlet in the Tidewater market. Pending FCC approval, they will be known as WNSY-AM & FM, but just what the format(s) will be isn't clear. The rumors have mentioned every possible format except "All Lost Dog Reports."

WLPX/Milwaukee PD/afternoon drive jock Rick McBean has decided to resign in the wake of the format switch to CHR after all. Director of Programming Rick Harris is looking for a solid pro immediately.

What newly-appointed consultant to a major group is getting the cold shoulder from the programmers and the managers following a series of memos, directives, and unsolicited suggestions on format changes? Street Talk has heard some tales regarding this situation that would be easily dismissed as ridiculous if they weren't recurring at station after station chain-wide.

Pat McKay has exited Q105/Tampa to become MD and afternoon drive personality at KBEQ/Kansas City.

Is Rick Bisceglia up next on the Arista "promotion platform?" (This label never sleeps.) Bet on it, and watch Rick's title change as his responsibility grows. Meanwhile, in light of this week's Page 3 story, Randy Hock has exited his Arista album promotion post. He'll announce details of a video promotion and production firm under his direction in about a month.

Mike Schmidt, most recently with KPKE/Denver, has been named Operations Manager at KWTO-AM & FM/Springfield, MO. Mike replaces Scott Alexander, who just became PD at KHTR/St. Louis.

Stu Evans, who shared the PD's duties at WMAK-FM/Nashville with Dan James, will exit the Urban outlet for afternoon drive at Country-formatted WJEZ/Chicago starting September 5.

Laurel, MD's own radio station WLMD has promoted Production Director Pat O'Leary to PD/MD, replacing Steve Allen, who recently segued to WLTT/Washington as an air personality.

In call letter action from the FCC, KCNN/San Diego has asked for KPQP. KLVU/Dallas will become KLUV when it trades call letters with the current KLUV/Haynesville, LA. And the recently abandoned WEZI calls now belong to the former WYOR/Coral Gables, FL.

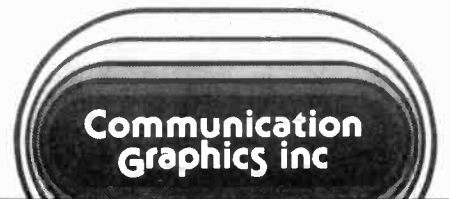
KNX-FM/Los Angeles kicked off its new Hitradio format last week (8-25) and officially became KKHR this week (9-2). The station's slogan is "Hitradio 93," a phrase it "shares" with KHJ/Los Angeles . . . sounds like a possible ascription headache to us.

Wedding bells for A&M Chairman and co-founder Jerry Moss, who married model Ann Holbrook in Hawaii August 28.

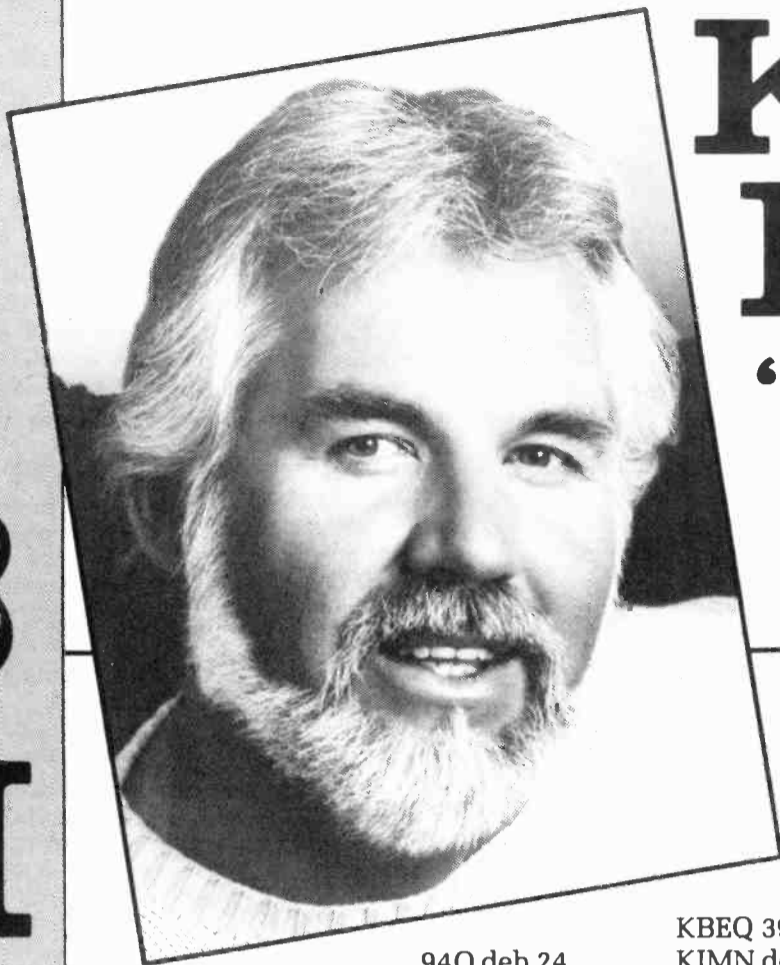
DECALS.

THE BEST! Broadcasting's only silkscreened bumperstickers and window decals. Why except less when you can have the industries' brightest and glossiest decals.

TOLL FREE! 1-800-331-4438
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3 HITS IN 1



KENNY ROGERS

“ISLANDS IN THE STREAM”

Duet With Dolly Parton

CHR BREAKERS

CHR Chart **37**

WBEN-FM 33-11
WKBW 28-25
WNYS add
B94 on

94Q deb 24
Z93 31-25
79Q add 26
Q105 28-26
WGCL 30-26

KBEQ 39-35
KIMN deb 38
Q103 deb 32
KEARTH 30-27
KFI on
KIIS-FM on

KIQQ on
XTRA deb 32
KYUU deb 25
KUBE add
KNBQ on
B104 on
WBLI add
KC101 add

KHFI add 25
BJ105 add
KTFM add 34
WKDD add
KMGK add
WNAP add 16
K107 add 37
KKXX add

KBBK add
KO93 add 35
KIDD add
KRSP add
KRQ add
WAZY-FM add
WSPT add
KKAZ add
KIST add 30

A/C BREAKERS

AUGUST 19

WFBR
GR55
WPIX
WTAE
WPRO
WLTT
WRMM

WSB
WSB-FM
KVIL-FM
W101
WCLR
WFYR
WARM98

WMJI
KUDL
WHB
WISN
WMYX
WBEN
KEY103

WCCO
KS94
KHOW
KPPL
KOST
KOY
KGW

B100
KFMB
KNBR
KEZR
KPLZ
WAEB
WICC

WAFB
WHBY
55KRC
KBOI
KRDO

#1 MOST ADDED - AUGUST 19 & 26!

A/C Chart **10**

Country BREAKERS

AUGUST 26

WIL
WMC
KHEY
KSO
WESC
WPOR
WSLR

WHK
WDAF
WYNK
KYNN
WKMF
KTTS
WWVA

WSOC-FM
KRMD-FM
KPLX-FM
KEBC-FM
WAXX-FM
WWWV-FM
WZZK-FM

WIRE
WNDE
WTSO
WXCL
WNYR
WFMS
WCAW

KLAC
KFDI
WDGY
WHN
WSEN-FM
WAMZ-FM
WMZQ-FM

KLZ
KLLL
KKYX
KWMT
KFGO
WCXI
WKSJ-FM

#1 MOST ADDED - AUGUST 26!

Country Chart **36**

From Kenny's RCA Debut Album
“EYES THAT SEE IN THE DARK”

RCA Records Welcomes KENNY ROGERS



Produced By Barry Gibb,
Management: Ken Kragen

Karl Richardson★, And Alby Galuten★
★For Karlby Productions

All This Action Has Gone To Our Heads

**CHR
BREAKERS**

TALKING HEADS

"Burning Down The House"



Produced by Talking Heads



Manufactured & distributed
by Warner Bros. Records



NAB Survey Charts Audience Attitudes

The centerpiece of the NAB's Radio Programming Conference this year was a study of radio listener attitudes conducted by Reymer & Gersin Associates of Detroit, and given the possibly overdramatic title of "Radio WARS: How To Survive In The '80s." The survey's findings served as the theme for the RPC format meetings, but were greeted with considerably less than unanimous approval.

The study was based on 1300 responses from 13 markets. Part 1 provided a psychographic profile for fans of each of nine formats. Part 2 then explored further by isolating the main attitude variants found in followers of each format.

Summarizing the findings, respondents who cited AOR as their favorite format fancy themselves to be music experts, avant-garde types who are loyal to favorite artists and appreciate the shared spirit of community an AOR station can provide. CHR fans are music enthusiasts, but not necessarily on the cutting edge of what's new, listening more for songs than artists and desiring "companionship from radio."

Country listeners display strong loyalty to their favorite stations and like a more traditional sort of radio approach. Black/Urban fans see radio as a role model and use it as more of a mood elevator than a companion. Beautiful Music types become "emotionally involved" with their radio sta-

tions, but dislike talk; while Nostalgia enthusiasts care more about the music and parallel AOR listeners in their interest in and loyalty to artists.

A/C listeners favor unobtrusive presentations and familiar music, and regard radio as more of a background environment than do listeners to any other format. However, the study distinguishes a "Full Service" format from A/C, and finds these listeners are oriented towards upbeat personalities and a combination of music and information. News/Talk listeners are out to "engage their minds" through radio, to learn and stimulate thought, and increase their expertise and superior knowledge.

Exceptions To The Rule

Having established the above listener profiles, the study proceeds to complicate matters by breaking down each format fan group into 4-6 "segments." For instance, the CHR audience is composed of 30% "Funny DJ Fans,"

listeners who respond primarily to amusing air personalities rather than the music. 24% of the total is made up of "Get-Me-Up Rockers," advocates of more hits more often; while another 24% are "Romantics," essentially the segment that used to be called "passives," with a strong oldies and familiar music orientation. The remaining 22% are "New Music Trendies," the same sort of leading edge music fans who make up 18% of the AOR audience, but favoring the CHR music style.

Similar divisions are established for all nine formats studied, along with suggestions for targeting these specific segments. Part 3 of the study reiterates the importance of targeting, while Part 4 explains the survey's methodology.

It should be pointed out that many RPC attendees had doubts or outright disagreements with the study's conclusions, with some questioning the statistical base — just 1300 respondents divided into nine favored-format groups and then divided at least four ways further for the format segments, ending up with a sample of under 100 in many cases to create a segment attitude profile. The survey was the talk of the RPC, but perhaps not exactly in the way the NAB intended.



TAKING IT EASY — Exchanging views during the Beautiful/Easy Music format clinic are KBIG/Los Angeles's Rob Edwards (left) and KABL/San Francisco's Dave McKinsey.



TAKING IT A/C — Pictured at the A/C format clinic are panelists Mike Novak of KYUU/San Francisco (left) and WLTT/Washington's Bob Hughes.



MAKING A PRODUCTION OUT OF IT — KIIS/Los Angeles's Don Elliot masterminds the machines during the hands-on Production Lab.



PROMOTION EMOTION — Blore & Richman's Chuck Blore is captured enjoying himself during his station promotion presentation.



ONE POINT FOR RESEARCH — Ted Bolton of Philadelphia-based research firm Ted Bolton Associates makes his point during the "Getting To Know Your Audience With Market Research" panel.



NEWSPERSON/AIR PERSONALITY RELATIONSHIP — At the panel of that name, moderator Charlie Seraphin of KCBS/San Francisco looks on as WGN/Chicago morning team Tom Petersen (center) and Bob Collins expound on their ability to coexist successfully.

Capitol Forms Picture Music

Willms, Levinson Head Expanded Video Unit

Capitol Industries has expanded its video operation, forming Picture Music International to produce music videos, full-length music programming, and commercials. Capitol VP Fred Willms, who is in charge of publishing, retail, video, and tape activities for the company, will supervise the new unit, with former EMI America/Liberty VP/Business Affairs Mark Levinson serving as President of PMI.

Replacing Levinson at EMI/Liberty is Mark Berger, who had been Director/Business Affairs for Capitol for two years. Other appointments at PMI include VP/Production & Marketing Bob

Rivers

Continued from Page 1

The number of years Steve's spent at KOPA is indicative of the type of individual he is. Steve is a team player and that's what Harte-Hanks believes in."

Rivers, who will report to Operations Director Mason Dixon, commented, "Q105 is a great radio station and I'm really excited about the prospects of working with everyone in Tampa. I've enjoyed my long relationship with First Media, working with (President) Glenn Potter, (VP/Programming) Dan Mason, and (VP/GM) Gary Guthrie and the staff at KOPA. I'll miss them and Phoenix very much."

Hart, Director of Production Jim Yukich, Manager of Creative Services Mick Kleber, Manager of Production & Administration Cynthia Biedermann, and Director of Business Affairs Vic Rapoport.

Ostin Named A&R VP At WB

Michael Ostin has been upped to VP/A&R Co-director at Warner Bros. Records. Ostin, who first joined the WB A&R staff in 1977, will now be active in talent scouting and acquisition, as well as keeping in contact with artists currently on the WB roster.

WB Senior VP/A&R Ted Templeman commented, "In light of my continued activity in the studio, I felt the need for someone with day-to-day contact in the talent field. Michael, who has contributed so much to our past successes, was the obvious choice."

WB President Lenny Waronker stated, "Michael has demonstrated his excellent instincts many times over the years. We are confident that he will add significantly to the strength of our A&R presence in his new position."



Michael Ostin

NAB

Continued from Page 1

dio from taking place at a well-attended Monday session. Proponents, including KKBQ-AM & FM/Houston PD John Lander, felt that MTV was good for music in general and therefore helped music radio as well; while consultants Jeff Pollack and John Sebastian were more skeptical, with Sebastian asserting that MTV's importance was "vastly overblown."

Other conference meetings covered the future of AM, station promotion, marketing research, newspaper/air personality relations, programming/sales relations, network programming, and new music. Consultant Dave Klemm, WTAE & WHTX/Pittsburgh VP/GM Ted Atkins, and WLS-AM & FM/Chicago VP/GM John

Network

Continued from Page 1

Geffen President Ed Rosenblatt stated, "We're excited to be involved in the careers of both Irene Cara and Moving Pictures and are confident the bonds between our company and Al Coury's Network organization will be strong and lasting."

Network's present international distribution agreement with CBS International continues outside of North America. The label was formerly distributed here by Elektra/Asylum.

Gehron participated in a popular clinic on the PD-to-GM transition; while a "Making Money With Your Mouth" luncheon starring Larry King, Howard Stern, and Rick Dees quickly turned into a one-liner one-upmanship contest, to no one's surprise, but was an entertainment highlight. Concerts starring the Pointer Sisters and Barbara Mandrell also entertained to strong positive reactions. And in a

diverting bonus for attendees, a carrier-current conference radio station, KRPC, was on the air during the days under the direction of Ron Fell and Dave Sholin of the Gavin Report, with many top personalities handling guest shifts and critiquing sessions staged for added amusement. Addresses by NAB VP/General Counsel Erwin Krasnow and former FCC Commissioner Steve Sharp closed the conference Wednesday.

KMGC

Continued from Page 1

is really exciting, because he truly is the top personality in the market. (Competitor KVIL morning man) Ron Chapman is strong, but when Ken was here, he had as high as a 60 share. The market remembers him and they're just going crazy over the news of his return. Ken's bright, funny, and a completely different kind of show. The market's ripe for him, and the timing is perfect."

Nicholl began at KMGC six years ago as afternoon personality, was named News Director a year later, and became PD three years ago. His background also includes a brief stint as News Director at KYYX/Seattle, as well as three years as afternoon news anchor at crosstown KZOK. Nicholl said, "Before I was in charge of some things and just involved in

others. This title pulls everything underneath one umbrella, and now I'll be responsible for the overall direction of KMGC. I feel really good about it."

A lifetime Dallas broadcaster, Schell has spent the last three of his four years at KMGC as Promotion Director, while working the first three as morning personality. Prior to that, he worked as an air talent at KNUS (now KLVU), having previously programmed KRLD for a year after serving seven more as PD of KVIL. Schell told R&R, "I enjoy it thoroughly! Working with people and making things happen are two of the real treats of this business. Although Steve and I will work on the direction together, he's the architect of the station, while I will implement and execute the designs."

TRANSACTIONS

Clear Channel Buys 40% Of SunGroup

Clear Channel Communications has agreed to purchase 40% of the outstanding shares of SunGroup Inc. (formerly Mooney Broadcasting) for a price of approximately \$3.25 million. SunGroup owns WERC & WKXX/Birmingham, WLUY & WYHY/Lebanon (Nashville), and WSEV & WMYU/Savannah (Knoxville). Clear Channel owns WOAI & KAJA/San Antonio, KPEZ/Austin, KBBJ & KMOD/Tulsa,

and KTXC & KHYS/Port Arthur, TX. The transaction is subject to FCC approval and the drafting of a final document.

Sierra Buys KOWL For \$1.25 Million

Pacific Communications has agreed to sell KOWL/South Lake Tahoe, CA to Sierra Broadcasting for \$1.25 million. KOWL operates at 1490 kHz with 1kw days/250 watts nights. The purchase agreement was reached August 17, with takeover expected within 90 days, pending FCC approval.

Kalil & Co. served as broker for the transaction. KOWL is Sierra's first broadcast acquisition, while Pacific retains ownership of KIKI & KMAI/Honolulu.

WYRE & WBEY Sold To Anna-Del

WYRE & WBEY/Annapolis, MD have been sold by Bay Broadcasting/Atlantic Broadcasting to Anna-Del Broadcasting for \$1.3 million. Neither company owns any other broadcast properties.

WYRE is 250 watts at 810 kHz; WBEY is 3000 watts at 103.1 mHz with an antenna height of 319 feet. The transaction was brokered by Cecil L. Richards, Inc.

KXOK

Continued from Page 3

for what King calls "contemporary Talk." The station airs ABC Talkradio days and NBC Talknet nights. Drivetimes feature news, traffic and sports, plus locally-produced Talk mixed with small amounts of A/C music. According to King, the local segments appeal to the "mass interest" with celebrity interviews and "community-type interviews of a wide spectrum."

Regarding competition from market dominator KMOX, King says, "We're not going head-to-head with them. We're offering an alternative. They are more of a News and Sports station."

VALI TO OPERATIONS, AKANE NAMED PD

KKUA & KQMQ Up Two Programmers

In simultaneous in-house promotions at KKUA & KQMQ/Honolulu, PD Austin Vali has moved up to Director/Operations, while MD Kimo Akane was elevated to PD.

The restructuring, although part of a long-range plan by owner Aloha Broadcasting, was prompted by the sudden departure of simulcast morning team Kelly Randall & Dan Cooke to WWSH/Philadelphia (R&R 8-26). Randall & Cooke have been replaced by Vali, teamed with station sports personality and former KGB-TV/Honolulu Sports Director Kimo Leahi.

In announcing the promotions, Aloha Broadcasting President/GM Dennis Brown said, "The plan has always been to build our operations around Austin and Kimo, and we're delighted to give both of them added responsibilities and opportunities. Although the timing was somewhat unexpected, our blueprint is working and these promotions are well-deserved."

Vali had been PD for both stations for four years, having previously served a year as PD at crosstown KIKI & KPIG. Before that, Vali spent five years at WLRS/Louisville, including the last 18 months as PD. Vali said, "I'm really happy about it. We were able to move a lot of people up as a result of this change, and everybody feels

very good about the whole thing. It's an affirmation of management's commitment to win." Regarding Leahi, Vali continued, "He's the greatest! Kimo's so talented, it makes working just a complete pleasure. He's the reason I returned to the air."

Akane joined KKUA as MD three years ago and was named MD for both stations a year later. A Honolulu veteran, Akane previously worked as a personality and MD at competitors KORL, KULA, and KIOE. He told R&R, "I'm very pleased to receive this vote of confidence and look forward to developing the growth of these stations as well as my own abilities."

It was also announced that Traffic/Continuity Director Lilia Miller has been promoted to MD for KKUA.

Sunbelt

Continued from Page 3

company as respectable as Sunbelt to return to the Twin Cities in an equity position, it was something I just leaped at."

KTWN operates at 100kw on 107.9 mHz with an antenna height of 400 feet. Ray Stanfield of Chapman & Associates served as broker. Takeover is expected around September 15.

KRAB, a non-commercial property, is being acquired from the Jack Straw Memorial Foundation, which owns no other radio station. The station operates at 100kw on 107.7 mHz. The transfer is scheduled to occur in October or November. Jay Bowles of Blackburn & Co. acted as broker.

Robinson added that, aside from Brown's appointment, no decisions regarding personnel, call letters or format for either station will be made until the acquisitions are completed.

Sunbelt also owns KVOR & KSPZ/Colorado Springs, KQEO & KZZX/Albuquerque and KFYE/Fresno.

No replacement for Brown at KPPL & KLAK was announced.

Tanner

Continued from Page 3

schemes. No charges have been filed as yet. Tanner and Funk will remain on the company's payroll during their leaves, with office space and secretarial help provided them.

While it was unclear whether Tanner and Funk had actually resigned their positions, Media General did announce three new appointments at the Tanner Co. Media General Senior VP James Linen becomes Tanner's acting President/CEO, Media General President/COO James Evans will serve as Tanner Chairman, and Media General Broadcasting President Robert Sutton is Tanner Executive VP.

Marshall

Continued from Page 3

Marshall began at WWWE in 1979 as a weekend personality, moving up to mid-days in 1980. Prior to WWWE, he worked as an air talent at crosstown stations WZZP, WHK and WLYT (now WRQC). Marshall said, "I have no magic formula for success. I just think it's going to take a little direction, a little patience, and a whole lot of hard work. Management agrees with that, and so does the staff. I'm just excited about having the opportunity to shape and define our new sound."

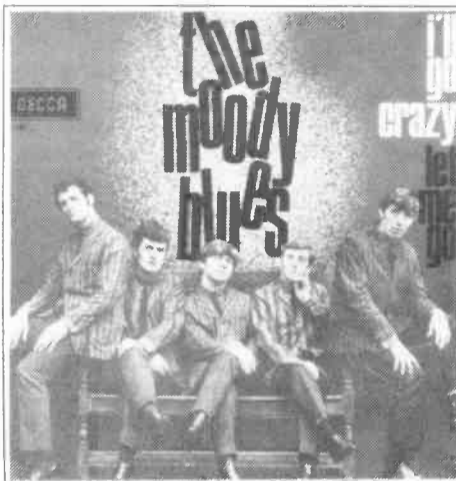
On The Records



KEN BARNES

The Moody Blues — The Past & The Present

The Moody Blues' new album, "The Present," naturally reminds me of their past, in keeping with my perversely historical bias. It is quite a past, just about 19 years now since the Birmingham, England-based band released its first single, "Steal Your Heart Away," which stiffed. Fortunately the second one, a cover of a great soul ballad by Bessie Banks, did somewhat better — "Go Now" was a global smash



Moodies past and present

in early 1965. It also became something of an albatross for original Moodies singer Denny Laine. Denny left the band in 1967 and eventually emerged in Wings, where he apparently contributed little besides harmonies and rhythm guitar except for his one concert spotlight number — "Go Now." After leaving Wings and going solo, Denny



Denny Laine goes now for the third time

put out a single in Europe featuring a new version of — you guessed it — "Go Now." His replacement as lead singer in the Moody Blues was Justin Hayward, who was previously in a folk trio called the Wilde Three, where he was partnered with Marty Wilde (Kim's father). After a pair of unsuccessful singles, the Moodies were allowed to record an album with an orchestra in order to demonstrate the capabilities of a new sound recording technique, and according to legend were able to convince the company to let them record a collection of their own songs with orchestral backing. The result was the "Days Of Future Passed" album, featuring "Tuesday Afternoon" and "Nights In White Satin" (which actually didn't become a single hit until five years later, in 1972), and the group was irrevocably on its way.

Pre-Fixx

Before the Fixx was in formation, three members of the band were in an electronically-oriented British group called the Porraits, who released a 1980 single called "Hazards In The Home." Hazarding their chances on this release were current Fixx-tures Cy Curnin, Adam Woods, and Rupert Greenall.

Men Of Letters: This must be a record, but there are presently three records out based around the five vowels A, E, I, O, and U. Freeez has the Black Radio hit "IOU" (which adds the A and E during its chorus) on Streetwise, Elektra's oddly-named Ebn Ozn (which may be a column in itself) has a dance-oriented single called "AEIOU Sometimes Y" (thoughtfully adding another quasi-vowel to the group), and the new A&M EP by the Europeans contains their recent UK single "A+E+I+O+U." I'm not sure about the cosmic significance of all this, but I wonder if I can get away with labelling it a "Vowel Movement."

Grapes Of Rock

A recent Los Angeles Times article contained the intriguing information that Billy Steinberg, writer of Linda Ronstadt's "How Do I Make You" and a member of Epic's i-Ten, administers a 1500-acre grape ranch in California's Coachella Valley. The group's name comes from the interstate highway that runs by the ranch.

Executive Tableturns, Part V



Paul Rappaport overcame Wino background to reach executive heights at Columbia

NAME PAUL'S GUITAR CONTEST
WIN A DREAM DATE WITH
YOUR FAVORITE WINO



Paul Rappaport is Columbia's National Album Director and a much-lauded record man of over a decade's standing. But in happenings ten years' time ago he was leading a double life as a campus rep for CBS and as lead guitarist for L.A.'s somewhat less-than-legendary Mogan David & His Winos. On their one and only Koshier Records LP, this eclectic combo performed material ranging from Led Zep's "Communication Breakdown" to the Dave Clark Five's "Glad All Over" to Teresa Brewer's "Music, Music, Music," treating each tune with the same smooth assurance, spirited innovation, and basic lack of skill.

Included in the deluxe packaging of the LP are copious liner notes, describing Paul as a "bumbling Jeff Beck imitator," and even a "Name Paul's Guitar Contest" to win a "dream date" with your favorite Wino. Also in this historically significant band, by the way, were Mark Leviton, now a VP at Warner Special Products, and Harold Bronson, a top executive at independent label Rhino Records, whose quirkier projects were no doubt inspired by the Winos.

STREETBAND



Paul Young stands apart from his early group.

Who's Paul Young? He's a British singer well regarded by his peers (he and Elvis Costello contributed background vocals to Squeeze's "Black Coffee In Bed"). "Wherever I Lay My Hat" (a Marvin Gaye song, 1963 vintage) is his third solo single. Previously he was in hardworking UK soul band the Q-Tips and a more rock-oriented aggregation called Streetband. Each group released two albums overseas.

Back in their early days in Seattle, Heart used to perform so many numbers from the Jimmy Page/Robert Plant songbook that their local nickname was "Little Led Zep-pelin."

Finally, adding to my recent featurette on groups named after states, I thought of a British group a couple of years back called Nevada, and KZOQ/Missoula, MT Promotion Director Rod Harsell wrote in to tell me of a band called Montana, which had two nationally-distributed albums out a few years back. So that brings the total up to 11 and climbing.

TV News

Lionel Richie's new "All Night Long" video debuts on "Friday Night Videos" September 2... "Solid Gold" for the week of September 2 is a "classic edition" starring Chuck Berry, Stephen Bishop, Golden Earring, Thelma Houston, Engelbert Humperdinck, Lou Rawls, Del Shannon, and Frankie Valli & the Four Seasons... The Filirts and X appear on "American Bandstand" September 3... "Rock 'N' Roll Tonite" for the weekend of September 3 features Marshall Crenshaw, Ellen Foley, Garland Jeffreys, and Quarterflash... Journey in concert is MTV's feature September 3, while U2 stars on MTV's "Fast Forward" September 4.

The Cinemax cable service will debut a half-hour music series called "Album Flash," featuring premieres of LP tracks from top artists, with videos, in-studio footage, and commentary from the artists. Linda Ronstadt is the subject of the first show, airing September 13.

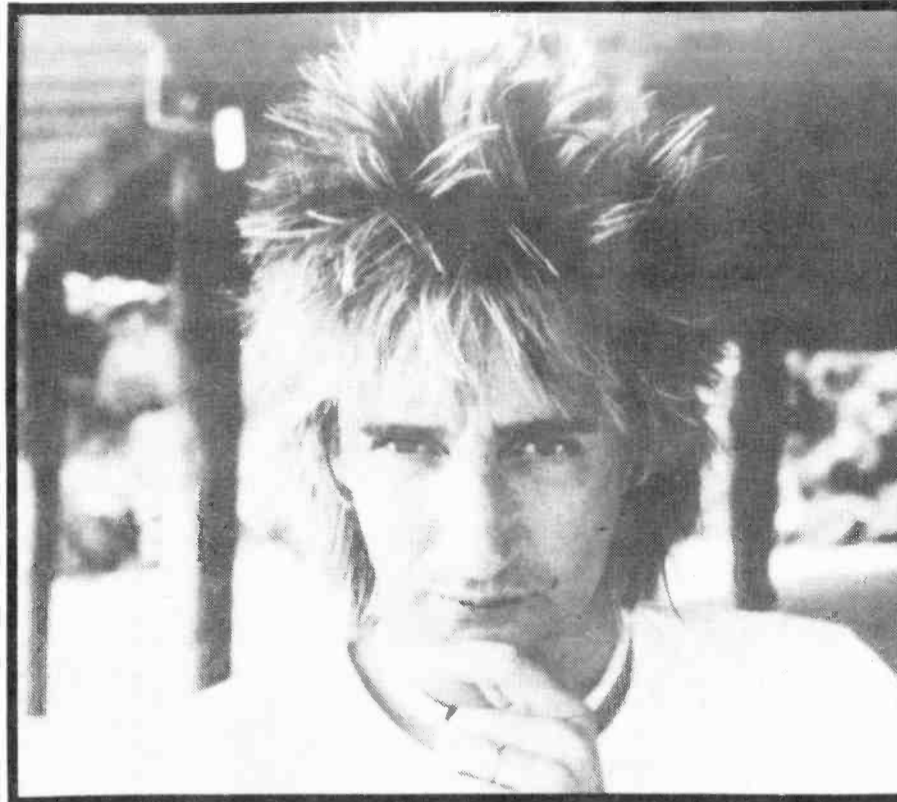
RR 5 Years Ago Today



Jerry Boulding

- KEVIN METHENY NAMED PD AT WXKS/PITTSBURGH
- BOBBY CHRISTIAN PD AT WMET/CHICAGO
- DICK KLINE EXEC. VP AT POLYDOR: Harry Anger upped to Sr. VP
- JERRY BOULDING NEW PD AT KDIA/OAKLAND
- BILL GABLE NAMED PD AT CKLW/DETROIT
- NUMBER ONE FIVE YEARS AGO: "Three Times A Lady" — Commodores (Motown) (5th week)
- NUMBER ONE A/C: "Hopelessly Devoted To You" — Olivia Newton-John (RSO) (2nd week)
- NUMBER ONE COUNTRY: "Rake And Ramblin' Man" — Don Williams (ABC)
- NUMBER ONE LP: "Some Girls" — Rolling Stones (Rolling Stones/Atco) (8th week)

These Are CHR's Fastest-Moving New Hits



Prince

Rod Stewart

"Delirious"

"What Am I Gonna Do (I'm So In Love With You)"

125/61

ONE OF THE "MOST ADDED"

B104 add
WXKS-FM add
WBEN-FM add
WKBW add
WNYS add
B94 add
WHTX add
94Q add
Z93 add
KAFM add
I95 add
Y100 add
Q105 add 30
WGCL add
WABX deb 39
KBEQ deb 39
WKTI add
WLOL-FM 18-15
Q103 add
KEARTH add
KIQQ on
KMJK on
XTRA add
KFRC deb 38
KNBQ add

WFLY add
WTRY add
WLAN-FM add
WHFM deb 34
WKRZ-FM add
Q106 add
WBBQ add
KHFI add
KZZB deb 38
WQID add 40
WCSC deb 39
KITE deb 35
WDOQ deb 39
WNFI deb 38
KAMZ add
WANS-FM add
WZYP add
WOKI add
G100 add 38
WHHY-FM add
KRGV deb 28
KX104 add
WSFL add
B97 deb 28

KROK add
WSEZ deb 30
WNAM add
KMGK add 38
WMEE add
WGRD add
WZZR add
WZPL deb 38
Z104 deb 33
KQKQ deb 35
WHOT deb 40
KYNO-FM 28-23
KQMQ deb 40
KLUC add
KHOP 36-24
KGGI add
KRSP 38-35
KYYX deb 40
KHYT deb 29
WGUY add
WIGY add
WOMP-FM add 40
WERZ add
OK100 add

WKHI add
WJBQ add
WJAD add
Q104 deb 31
KILE add
Q101 deb 39
Z102 add
FM99 deb 37
KKQV add
WBWB deb 35
KKXL-FM add
KYTN deb 40
KRNA deb 33
WRKR add
99KG add
KFMW add
KCDQ add 39
KBIM deb 36
KSLY add
KIST add



MANUFACTURED BY WARNER BROS. RECORDS INC.

Produced, arranged, composed
and performed by Prince

129/29

B104 deb 29
WXKS-FM deb 30
WBEN-FM deb 40
WKBW add
WNYS add
WPHD 33-30
PRO-FM add
CFTR add
CHUM on
Q107 add
79Q add
WGCL add 33
WABX on
KBEQ 38-34
WLOL-FM 38-31
KNBQ on
KIMN deb 37
Q103 35-30
KFI deb 35
KIQQ on
KMJK deb 39
XTRA on
KYUU on
WFLY add
WBLI add
WSPK add
WKFM deb 33
WBBQ add 39

KZZB deb 31
WQID 36-32
KXX106 deb 29
WCSC deb 36
KZFM deb 29
WDOQ add
94TYX deb 39
WJDX 39-34
KBFM deb 33
KRGV deb 30
WSEZ add
WNAM deb 38
KMGK deb 35
WZZR deb 38
WZPL deb 37
WKFR add
KQKQ deb 34
K107 39-35
WHOT 39-34
KKXX deb 36
KYNO-FM add
KQMQ 38-35
KLUC deb 29
KHOP deb 39
KSKD 39-36
WIGY 32-26
WOMP-FM 39-29
WIKZ 38-34

WTSN add
WERZ 38-27
WJBQ 38-35
KQIZ-FM 30-23
WCGQ add
WFLB 38-35
KISR deb 34
Q104 add
WFOX deb 32
WYKS add
KILE deb 31
KVOL deb 35
Q101 add
WAEV add
WGLF add
KKQV add
WBWB 37-33
KFMZ deb 33
KYTN add
KRNA add
KKLS deb 26
99KG add 38
KDVV add
KCDQ deb 32
KTRS add
KOZE deb 28
KBIM 40-30
KIST add 40

Produced by Rod Stewart,
Jimmy Iovine & Tom Dowd

Contemporary Hit Radio



JOEL DENVER

REFLECTIONS ON A DECADE

Happy Birthday Y100— A Winning Legend Turns 10

In radio success can be as short-lived as one rating book. But that's hardly the case for Y100/Miami, which officially celebrated its "10th Birthday" on August 3, culminating with an elaborate free concert on August 20.

Almost from the day Y100 signed on, South Florida responded warmly. The market has placed Y100 at or near the top of the ratings, book after book, year after year. For a look back at this consistently successful station, as well as a look ahead to the future, I talked with PD Rob Walker. Having witnessed the sign-on of the station and actively participated in nine of those ten years, Rob has great memories and sound thoughts on why Y100 has been a winner for so long.

The Secret Of Success

Ordinarily I might hold back the secret of Y100's success for the last part of the story, but in this instance it's important to understand at the outset the philosophical cornerstone the station was built on. Many well-known programmers have come against Y100 over the years: Jim Dunlap and Tom Birch at WQAM, Al Casey at WMYQ (later to become 96X under Jerry Clifton), Beau Raines and now Keith Isley at I95. As another who programmed against Y100, when I was at 96X, I can tell you there is something special about this radio station. When you call the station, staffers answer the phone, "#1 again, Y100!" I probed Rob for the scoop.



Rob Walker

"Y100 has a secret of success. We are not a follower, we are an innovator," Rob explained. "The station has a spirit of its own that transcends any individual that is here or who has ever been here. Y100 is living proof that the total is greater than the sum of the parts. It's the team, the people, the chemistry that make it. There is an incredible spirit, pride, and legacy to live up to.

"Y100 came on the air balls-out and ready to take the market, and we did. With little exception, we have maintained dominance book after book after book. People have come close, they have edged us, and made

us think twice, but we've never been soundly trounced and don't plan on it ever happening."

In The Beginning

Rob went on to describe the infancy of the station. "Y100 signed on August 3, 1973, and it was a pretty wild day. We kicked it off with a \$50,000 Cash Call. Before that, the biggest prize ever given away in this market was probably a \$100 bill. The town went wild. At the time we were up against WMYQ, WQAM, WFUN, and to some extent WINZ (AM), although WINZ and WFUN were the first to fall apart.



at 13Q/Pittsburgh dubbing music to take to Hawaii, when they called me up to fly down and do the morning show the next day, since Robie quit . . . so I was really the second morning man at Y100. After me, Todd Chase came in as morning man for a long while."

these doors," Rob said. "John Rook (who became PD after Buzz Bennett), Bill Tanner, Kid Curry, Tom Birch, Quincy McCoy, Mark Shands, Earl The Pearl and The Madame (all three now at I95), Rick Elliott, Jay Marks, Banana Joe Montione, and Keith Isley, now PD at I95, who was once the continuity/copywriter for Y100. And I can't forget about morning newsman/personality Jim Reihle, who was here for nine years and is off to rejoin Tanner at WASH-FM/Washington."

Tanner Sends Birthday Greetings

Bill Tanner was PD at Y100 for nine years, and it would be hard to pass this 10th anniversary by without some thoughts from the man who programmed the station into a winning legend.

"Frankly, I get chills thinking about Y100's 10th birthday," he said. "The station is purely and simply the best CHR station in America. It is a showcase for superb talent. Everyone from Sonny Fox, Cramer Haas, Rob Walker, to Don Cox and the rest of the airstaff, all display amazing talents. Of all the accomplishments I had any part in over the years, the most satisfying was convincing (then-GM) Matt Mills into taking Cox back after his problems with cocaine.

"Working at Y100 was unquestionably the highlight of my career, and it was a superb pleasure to be associated with those people. I just hope that everybody in radio can have the professionally-satisfying experience of being associated with a longtime winner. Y100 is the ultimate example to radio station operators, PDs, and young jocks out there that personality does pay. I can't think of another CHR station that has been so successful in its history and is today still number one in a major market. Y100 is a role model for others to emulate. It has the essence of what it takes to be a winner, and I think that's the finest thing that I could say on Y100's 10th anniversary."



Bill Tanner

"I was working for WMYQ and Buzz (Bennett, PD) approached me about coming over to Y100. In the course of the conversation I ended up making a deal instead to go to Cecil Heftel's KGMQ/Honolulu to take them CHR. As it turned out, Robie Young was the first morning man on Y100, and when he got off the air, the GM at the time read him the riot act about his show. I was

Rob recalled other original staffers, including newsman John Emm; Ronnie Grant, middays; and Larry McKay, afternoons. Nights were anchored by Don Cox, Davey O'Donnell did late-nights, and there was an all-night guy who called himself simply "Him" (actually Bill Stedman). "Over the years there have been amazing number of folks that have passed through

Y100 — A Blending of Styles

Rob Walker's nine years at Y100 include a couple of detours. "I'd left to start a record company, and rejoined this company to put our station in Tampa (WCKX, now WMGG) on the air, but I've always come back to Y100 because it is home for me. People are treated special here, and it's something I haven't found elsewhere.

"Tanner and I worked together for nine years and know each other inside and out. We have very different backgrounds, since he came from an MOR showbiz-type of background at WJDX, and I came from the 'Drake school of doing things' at KAKC/Tulsa. The two styles made a great combination. I was the mechanic and he was the designer of the fabric of the format. Y100 has always been a tight, non-BS-sounding radio station, but has always maintained a personality based on predictable unpredictability."

Great Memories

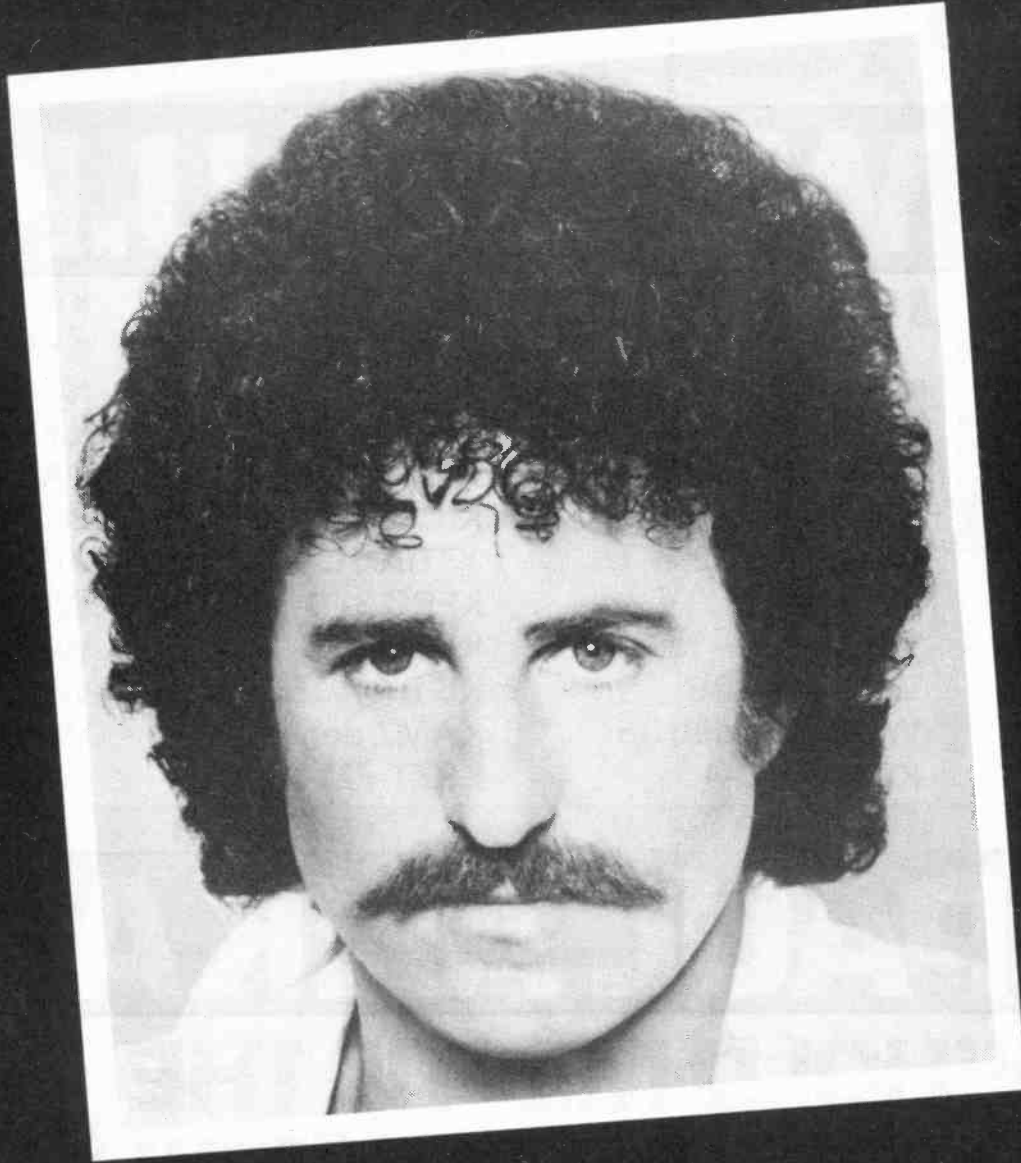
In ten years, Y100 has pulled off a number of interesting promotions — some of which have become indelibly etched in Rob's mind. "One of the outstanding high points would be the first free concert we ever did in 1974 on Virginia Beach Key. There were thousands of folks for as far as we could see. It starred K.C. & the Sunshine Band, just as their first hit, 'Get Down Tonight,' had come out. It was amazing to see a hometown band do so well. Another one had to have been the \$250,000 giveaway, which really had everyone talking.

"The most emotional high point of the past ten years would have to be Christmas Day 1981. Cramer Haas was on the air, and as he was signing off at 2pm, we hauled a huge box into the studio. There was about 30 seconds of paper being ripped and the box being torn open and soon you could hear a pounding from inside the box. Then we heard a muffled voice, and out popped Don Cox (returning to the station after a highly-publicized cocaine ordeal). The look on Cox's face was incredible. The outpouring of supportive emotion from the audience was overwhelming and something I'll never forget."

Continued on Page 28



MATTHEW WILDER



“Break My Stride”

ON YOUR DESK THIS WEEK

From The Private I Album:

“I Don’t Speak The Language”

Produced by Peter Bunetta, Rick Chudacoff and Bill Elliott for Ride Productions



Manufactured and Distributed by
CBS RECORDS INC.

COLU
Has The Pieces That Fit



WHAM! U.K.

“BAD BOYS”

**CHR
SIGNIFICANT ACTION**

WXKS-FM deb 33
CKGM 25-22
I95 add
Y100 on
WABX 36-25
WLOL-FM deb 38
KEARTH 6-4

KFI 35-22
KIIS-FM 11-9
KIQQ 5-5
XTRA 16-11
KFRC 3-1
KZZB add
KITE 17-15
KAMZ deb 26
KSET-FM 18-14

KRGV deb 20
KYNO-FM 12-10
KGGI 26-22
KYYX 20-11
KRQ deb 28
WGUY deb 29
WSPT add
WKFM on
WBBQ on
WCSC on
WNOK-FM on
WGRD add

WZZR 22
WJXQ add
Z104 36-34
KQMQ 28
KRSP on
KHYT 24-21
WACZ on
WERZ on
WHEB on
WFLB on
Q104 on
KOZE on



PAUL ANKA

“HOLD ME 'TIL THE MORNIN' COMES”

CHR NEW & ACTIVE

WKBW 28
PRO-FM deb 30
94Q 27
Q105 25-22
WKQX 5-5
WGCL 14-6
WHYT 20-16
KIMN 34-31

KNBQ 31-29
WKEE 14-10
CK101 12-10
WJDX 21-19
KX104 add
WSFL 35-30
KTSA 14-12
KROK 39-35

WKDQ 6-4
Z104 35-30
KEYN-FM 10-8
WCIR 30-23
WKHI 18-14
Q104 9-8
Q101 add
B104 on

WXKS-FM on
WHTX on
Q103 on
KCNR on
WROR on
WKRZ-FM deb 34
WNFI 18
WDCG 30-28
KAMZ 19
WANS-FM on

94TYX deb 36
WOKI on
WKDD deb 29
KIIK 20
WEBC on
WNAP 17
KQMQ on
KGGI 21
KSKD on
KJRB 4-7
WFBG 40

WTSN 23
WERZ on
13FEA 12
WFLB 22-20
WQLT 8
KISR on
KILE on
FM99 30-27
KQWB on
KENI 18
KTRS on
KGHO on
KDZA 22
KBIM on



ELVIS COSTELLO AND THE ATTRACTIONS

“EVERYDAY I WRITE THE BOOK”

CHR NEW & ACTIVE

WXKS-FM add
WPHD 28-25
PRO-FM add
WABX 25-18
WLOL-FM 31-26
KIMN add
KIIS-FM add

KIQQ 33-25
KMJK on
K104 deb 40
WYCR add
WHFM add
WKFM deb 40
WPST 39-34

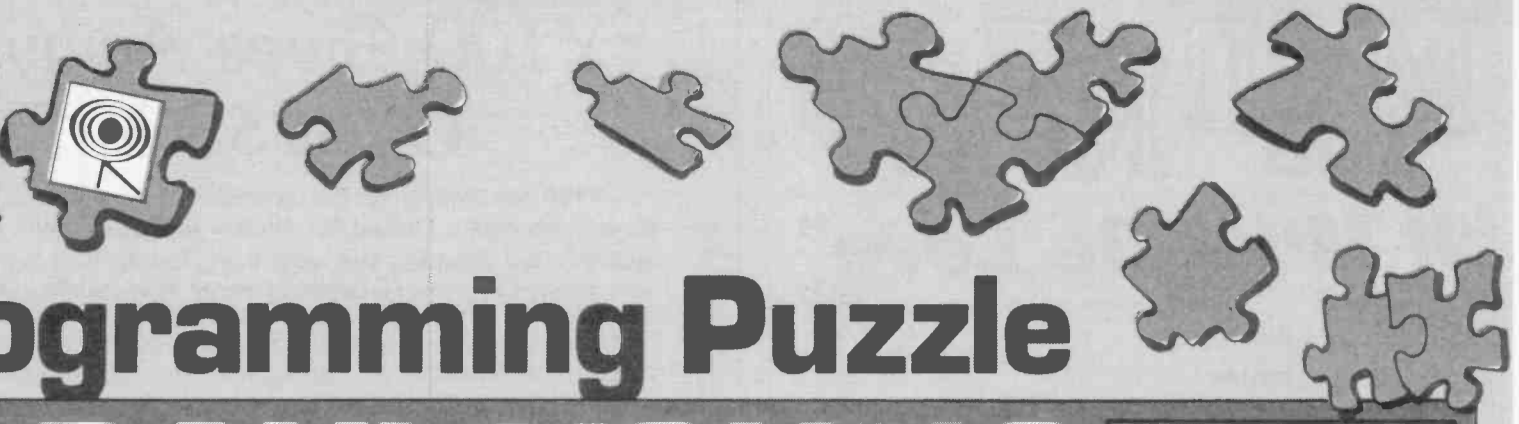
WRCK deb 28
WBBQ 36-26
KZZB deb 30
KSET-FM add
WOKI add 37
WHHY-FM deb 28
KRGV add

WSFL 37-34
WTIX deb 32
WGRD 25-18
Z104 40-38
K107 40-36
KBBK add
KIKI add
KYYX 24-20
WGUY deb 34
WIKZ add

WERZ add 40
WJBQ add
WHEB 20
KQIZ-FM 26-19
WISE 28
KISR deb 38
Q104 22
WYKS 29-26
KVOL add
WPFM 22-14

WXLK 36-33
KKQV 32-30
WHSL deb 29
WBWB 39-34
KFMZ deb 21
KYTN 29-24
WAZY-FM 29-27
KGHO add
KBIM deb 40

MBIA



Your Programming Puzzle

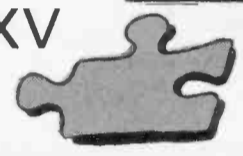
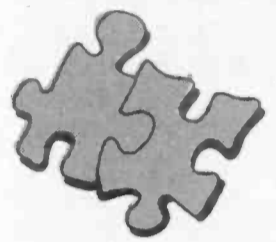
PAUL YOUNG

**"WHEREVER I LAY MY HAT
[THAT'S MY HOME]"**



Out of the Box Action at:

- | | | | | |
|------|------|-------|------|------|
| CKGM | K104 | WSFL | WJAD | WIXV |
| KIQQ | WCSC | 95XIL | WPFM | |

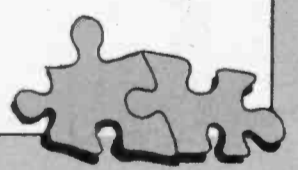


HERBIE HANCOCK

BLACK CHART: 4

"ROCKIT"

- | | | | | | |
|---------|------|---------|---------|------|---------|
| WXKS-FM | KHYT | WKYS | KRNB | WBLZ | WJLB |
| I95 | WGUY | WOOK | WHRK | WCIN | KMJM |
| KIQQ | WXVY | WHUR | WEDR | WDMT | WZEN-FM |
| KBFM | WILD | WAOK | WAIL-FM | WJMO | KACE |
| WHOT | WRKS | KKDA-FM | WYLD-FM | WZAK | KDAY |
| KQMQ | WDAS | KMJQ | WBMX | WDRQ | KJLH |
| KGGI | WAMO | KRLY | WGCI | WGPR | XHRM |
| | | | | | KSOL |



DAVE EDMUNDS

"INFORMATION"

- | | | | | |
|----------|------|------|---------|------|
| WABX | KIQQ | WJXQ | KQIZ-FM | KYTN |
| WLLOL-FM | WZZR | KYYX | WBWB | KFMW |

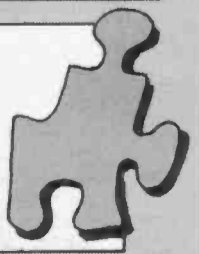
**CHR
SIGNIFICANT ACTION**



MEN AT WORK

"DR. HECKYLL & MR. JIVE"

ON YOUR DESK THIS WEEK!



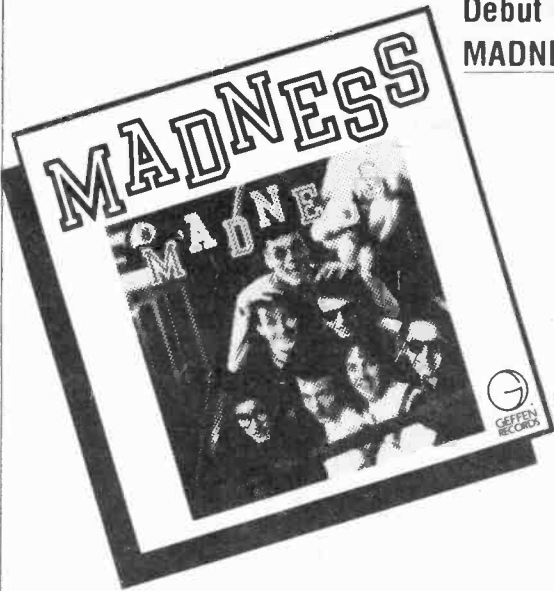
MADNESS

"It Must Be Love"

7-29562

Produced by Clive Langer
and Alan Winstanley

The Second Single
from the
Debut Geffen LP
MADNESS GHS 4003



CHR BREAKERS

154/36

ADDED THIS WEEK:

- | | | |
|---------|---------|---------|
| WHYT | WNVZ | WZYQ |
| KBEQ | WKAU | OK100 |
| XTRA | WEBC | 95XIL |
| WFLY | Z104 | WCGQ |
| K104 | KQKQ | Q104 |
| WYCR | KBBK | WIXV |
| WRCK | KYNO-FM | Z102 |
| WKRZ-FM | K96 | KQWB |
| KAMZ | KGGI | KKXL-FM |
| WANS-FM | KRSP | KKLS |
| 94TYX | KJRB | KYYA |
| B97 | WIKZ | KKAZ |

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Y100 Gives Away Millions Of \$\$\$\$ In Prizes

Y100 has always had the reputation of digging deep into the coffers for promotions and contests. I asked **Rob Walker** to figure out how much has been given away over the past decade. "We were trying to total it up but some of the records from many years ago are nowhere to be found. However, when you look at all we've done, and then at what we are currently doing, we figure in cash and prizes we've given away between \$3-4 million."

Those prizes include several station vans, cameras, video equipment, stereo systems, boats, trips, cars, movie tickets, albums, and T-shirts. Rob detailed some of the cash prizes that were awarded:

- \$250,000 to one person.
- \$50,000 to one person in three separate contests.
- \$25,000 in four separate contests.
- \$10,000 at least 15 times.
- \$1000 and \$100 denominations: "It's impossible to know exactly how many, but there have been a lot."

Happy Birthday

Continued from Page 24

The 10th Birthday Celebration

On Saturday August 20, over 75,000 people turned out for a free concert to celebrate Y100's 10th birthday at 79th Street in Miami Beach. The acts included a good blend of South Florida favorites; Miguel Brown, "Weird Al" Yankovic, Champaign, Stacy Lattisaw, Jonzun Crew, and Frank Stallone. "Every act was so cooperative with us," said Rob. "They just sang their hearts out for our 10th anniversary, and it was an incredible day for us. The concert went from noon to 5pm, and we got extensive local coverage from the papers and TV stations."

"Our actual birthday was August 3, and the celebration has really been going on all month. On August 3 we went commercial-free for several hours and had a lot of phoners from artists like Donna Summer, all the guys from Journey, and Styx, who called in to wish us well. We opted not to do any contesting or money giveaway, as we wanted to keep it as non-hype as possible. It just didn't seem right to make a contest out of our 10th anniversary. Instead we felt the way to say thanks to the community was to do a great concert and play lot of the music that has helped make us number one."

Y100 With An Eye To The Future

It would be pointless to examine Y100's past glories without a look at what's ahead in the next 10 years. While anything can happen along the way, Rob made it clear that Y100 is keenly aware of its place in the community.

"Y100's mission in life these days is to try to pour back into the community as much as we can. Y100 is the March of Dimes station, and this is one of their strongest areas, I'm proud to say. We also participate in the Christmas Boat Parade each year. Our manager, David Ross, sits on the Tourist Development Council, and is Chairman of the Broward County March of Dimes. Each year we are the Toys for Tots station, and provide trucks of food for the needy."

We are like 'Star Wars.' We have force within us and it could be for light or dark. We always try to choose the most beneficial route.

"This area needs a lot of positives," he stressed. "With Time magazine covers for the past year describing South Florida as a 'paradise lost,' we've gotten an image of being nothing but a haven for drugs and crime. Our pride as a community has been hurt, and we work toward being a positive influence on that image."

"It's so much easier to run things first class than to run things in a mediocre manner. Insist on high standards and maintain them, it will never fail you."

"We're proud of what we've done, and we knock on wood each day for our good fortune. It's just a great chemistry that transcends all of us. I think over the years we've developed a calm confidence that things will always be OK as long as we make the effort. I'm amazed that more radio stations aren't run like this. It's a family feeling that keeps this place cemented together."

Rob summed up his thoughts on ten years of success for Y100. "It's so much easier to run things first class than to run things in a mediocre manner. Insist on high standards and maintain them, and it will never fail you. It's harder to do, but is worth the effort. When Buzz Bennett came in, he and Cecil Heftel refused to do anything second class. They established standards which John Rook maintained, Tanner continued, and I will uphold as well."

Y100 Casting A Vote For Liberty

Y100 has long been known for unusual promotions that often lean toward the amazing . . . hence the slogan the station has used for years, "The Amazing FM." Well, Y100 has done it again . . . it's out to raise money to repair the Statue of Liberty on Ellis Island, near New York City.

Rob Walker explained, "We got the idea from a 10th grader at Hialeah High School who sent us a letter which pointed out the importance of the statue to the people of this area. Morning man **Sonny Fox** is going to be on location in our mobile studio at parks, malls, and our street dances, and we may hold a benefit concert as well."

"On September 11, Sonny is going to take off in the Y100 van on a journey called 'US 1 to Liberty.' He'll be stopping in cities all along US 1 and working with radio and TV stations that are participating in similar fundraising events. It will culminate in New York City with a 'Y100 Street Dance' in Battery Park. At the dance we will present a check to the Ellis Island Foundation of the money raised locally and along the way."

"Locally, **WTVJ TV-4** has gotten involved very heavily with this event, sending a news crew along the whole route. It's the kind of event that has already raised \$130,000 because of the publicity already received." VP/GM **David Ross** added, "Sunset Commercial Bank has set up the necessary accounts for this project, including individual accounts for the local schools. They have also provided a Wackenhut security vehicle to follow Sonny all the way up the coast."

Look for **Sonny Fox** to make stops on his 1264-mile "US 1 to Liberty" trip in Jacksonville, Savannah, Atlanta, Greenville, Charlotte, Raleigh, Norfolk, Richmond, Washington, Baltimore, Atlantic City, Philadelphia, Trenton, and New York. Any stations in these cities interested in participating should contact Rob Walker at Y100 by calling (305) 925-7117.

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CHR PICTURE PAGE

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KYUU BATTLES THE VIETNAM VETS — As the highlight of the Northern California Vietnam Vets Picnic, KYUU/San Francisco played a hard-fought game of softball with the Vets. KYUU won the game 14-12 and as a prize won the vets' caps. Shown (l-r) are VP/GM John Hayes, morning man Don Bleu, PD Mike Novak, and Chief Engineer Ricardo Frank, and two unidentified vets.



I'VE GOT IT COVERED — WFLB/Fayetteville's MD/afternoon drive personality Larry Cannon is shown covered in over 6000 entries for a recently-held contest to win a trip to Myrtle Beach, SC. The prize included four days and three nights, all expenses paid, and \$250 in cash. If the station had upped the prize money a bit higher, we might not have seen Larry at all.



OUI, OUI TO PARIS — WQSR(Q105)/Baltimore recently offered an all-expenses-paid trip to Paris for two for identifying a list of 25 Paris landmarks. Shown (l-r) are winner Cherie Smith and PD Waylon Richards.

Motion

Gary Peters is now PD at WNVN/Naugatuck, CT... Geina Horton gives up the MD slot at WHSL/Wilmington, NC to join KSKI/Winter Park, CO... Greg Crawford leaves KGBS/Greeley, CO to do weekends on the Transstar Satellite Network... WJAD/Bainbridge welcomes Steve Kelly to afternoon drive from FM99/Tallahassee, and PD Skip Elliot moves to mornings... WGLF/Tallahassee picks up John Summers and Paul Williams for weekends, and Johnny Mark Franks for overnights, all from FM99... Adam North moves from the MD post at KV91/Volga, SD to become MD at KKRC/Sioux Falls, SD replacing Jim Schaeffer as MD. Other changes at KKRC include Mike Bradford joining from K96/Provo to do afternoons, and J.D. Stewart from Q102/Cincinnati to do nights.

KEZB/EI Paso brings in Brad Edwards for afternoons... Kevin Rabat, middays at KYTN/Grand Forks is also handling Promotion Director duties as well... Dick Williams returns as PD to KIST/Santa Barbara with Scotty Johnson stepping down, but remaining as Chief Engineer/afternoon drive personality... Changes at WXLK/Roanoke include Kat Thomas as new night rocker from G105/Raleigh-Durham, MD Don O'Shea returns to late nights, and Mike Stevens is appointed Sports Director from G93/Stanton-Waynesboro... Tony Macrini exits mornings at WNVZ/Norfolk, moving to WGH, and former WRVQ/Richmond PD/morning man Jeff Morgan fills the opening.

KTRS/Casper brings in Jill Savage to do middays, Rick Lane for nights, and Stan Icenogle for all nights... Lew White, Director of Operations at WRNJ/Hackettstown, NJ for three and a half years moves to overnights at WQQQ(Q100)/Allentown... WZZR/Grand Rapids loses Amy Scott to WLS/Chicago, and all-nighter Susan Platt is upped to middays... KKRQ/Iowa City PD Mark Vos is now doing afternoons at KIKI/Davenport.

Tom Kent is leaving late-nights at B94/Pittsburgh to become PD at KNOK-FM/Columbia, SC... Tom Halliday, who does all-nights at WLAN-FM/Lancaster, was promoted to MD replacing Nicole, who has resigned... Frank Walsh moves from KTSA/San Antonio to become MD across the

street at KITY, and former MD Angela Wright is out... "Crazy" Dave Otto moves from KZZP/Phoenix to 570 AM/Dallas for mornings... John Conlee joins KKHR/Los Angeles for a swing shift/weekend slot...

WCIR/Beckley names Bob Nelson Operations Manager/morning personality, coming in from the PD post at WGNM/Murfreesboro, TN and Bob Spencer is named MD... Keith Greer is now doing music at K96/Provo... KROK/Shreveport Assistant PD Aubrey Hayden is now handling music duties... Kevin Nettleship joins WFLB/Fayetteville for the night shift from WSBA-FM/York... KNOE-FM/Monroe switches Larry Rhymes to afternoons and Sam Shea moves to mornings... KTRS/Casper shifts Jill Savage to middays and Rick Lane is now doing 7-midnight... Keith Miller Jr. is named Research Director/Program Coordinator for KSKD/Salem... KKYK/Little Rock named Mark McCain MD... Jay Glass is tapped as PD at KRIO/McAllen-Brownsville, TX.

Bits

• KFI/Los Angeles is running the "Five Mystery Superstars" contest. Correct identification wins a cruise to either Alaska or Mexico and \$1000 spending cash.

• KCBN/Reno is giving away a Hobie Cat sailboat worth \$2000. The contest is tied in with Coca Cola so entry blanks are available all over town. Also, it's offered a little in-house jock incentive. The jock guessing closest to the actual number of entries wins an open-tab dinner for four at the Top Of The Hilton.

• KFMW/Waterloo gave away \$19.99 every time they played the cut by Prince. Grand prize winner, determined from a drawing of all smaller winners, received \$199.99 which could be placed in an interest-bearing account until 1999.

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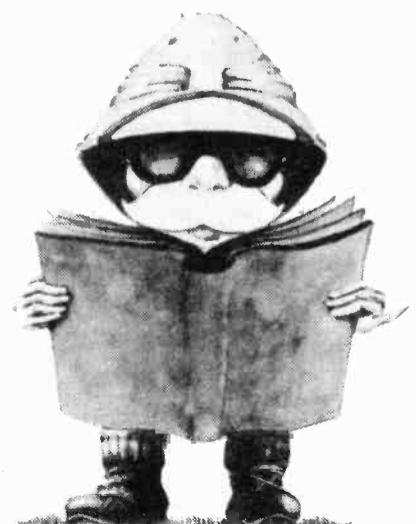
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Associate Producer: Tom Canning



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CALENDAR



BRAD MESSER

Job Burnout: Matchless Boredom?

Some people are superglued to their jobs no matter what, forever and ever. Their exact opposites wildly pogo around the map nearly nonstop and can quote U-Haul rates by heart. The rest of us are mainstreaming along in the middle trying to maintain levelheaded control over occasional sudden wild impulses while still remaining open-minded and receptive to constructive changes. We non-extreme types, I'm told, are prime candidates for job burnout. That's why, at least in Big Business, supervisors go to seminars to learn how to spot flameout symptoms and deal with 'em. As with other maladies, the proverbial ounce of prevention is touted as being much better than a pound of cure.

One sign of trouble is an employee who's increasingly frequently late to work and blames broken alarm clocks and flat tires. Others might include general lethargy, leaving work early, and increased absences because of mysteriously incapacitating one-day illnesses.

A prescribed cure for burnout is to change the victim's job chores by subtracting the most boring aspects and adding new and different duties to fire up interest. Sometimes we can spot burnout signs in ourselves and take positive steps to squelch disinterest by forcing ourselves to assume additional responsibilities. A total job change within the company is a more radical but sometimes effective move.

But what if that stuff doesn't work? In the event the burnout is complete and you're smoldering with a desire to hop aboard the pogo stick to a place where they'll really appreciate you, consider this professional wisdom. "How well you are liked, not how competent you are, will determine if you get hired." That's from a recent USA Today item which quoted James Challenger, founder of a Chicago-based outplacement company, saying, "I'm not sure people who hire will admit it."

Labor Day

MONDAY, SEPTEMBER 5 — The first Labor Day parade was 101 years ago today in New York City. Some of the 10,000 marchers carried banners reading "Less hours, more pay!"

The cornerstone for the Statue of Liberty pedestal was placed 199 years ago. Father Time has made Miss Liberty so creaky that a national fundraising drive is being conducted to finance major repairs.

The Country Music Association (1958) is 25.

Freddie Mercury of Queen is 37. Raquel Welch is 43. Bob Newhart is 54. Former Nixon administration Attorney General John Mitchell (who because of Watergate became the first Cabinet member ever sent to prison) is 70.

Voyage Of The Mayflower

TUESDAY, SEPTEMBER 6 — The "Mayflower" sailed from Plymouth, England 363 years ago (1620). The Pilgrims arrived in New England nine weeks later, just in time for a winter so severe that half of them didn't live to see spring.

In 1901 President William McKinley was shot. He died eight days later and was succeeded by 42-year-old Theodore Roosevelt, at that time the youngest President ever.

JoAnne Worley is 46.

The Real Uncle Sam

WEDNESDAY, SEPTEMBER 7 — The first reference to Uncle Sam as the symbol of the American government was printed in a Troy, New York newspaper 170 years ago today (1813). The man who inspired the nickname was Samuel Wilson, a meat packer. Containers of meat sold to the Army were stamped U.S., and somehow a joke got started that U.S. stood for Uncle Sam. The nickname inexplicably expanded to apply to anything having to do with the American government. Next week in his hometown of Troy, they'll have a big parade honoring Uncle Sam Wilson.

Margaret Gorman became the first Miss America in 1921, selected on the basis of a photograph she had mailed and then forgotten. Gorman still holds the record as the youngest Miss America. She was 15.

Hawaiian politician Daniel Inouye is 59. Satellite and rocket pioneer Dr. James Van Allen, discoverer of Earth's radiation belts, is 69.

Presidential Pardon For Nixon

THURSDAY, SEPTEMBER 8 — His Attorney General went to prison along with several other Watergate figures, but President Richard Nixon never did. The possibility was eliminated nine years ago today when his successor Gerald Ford issued a full Presidential pardon, guaranteeing Mr. Nixon could not be taken to trial on criminal charges.

"Star Trek" premiered on TV in 1966. It lasted three years and totaled 79 programs.

The Great Hurricane struck Galveston in 1900, flooding buildings to the second-story level and killing an estimated 6000 Texans.

The city of New Amsterdam was renamed 319 years ago (1664) and became New York City.

Frankie Avalon is 43.

Hotdogs Lose Gloves, Get Buns

FRIDAY, SEPTEMBER 9 — When you heat a wiener, juice drops out and makes a mess. At his St. Louis wiener stand, Arnold Feutchwanger gave away a white glove with every hot frankfurter he sold. It was a good gimmick, but expensive. Then he realized an oblong bun would not only be cheaper, it would work better, and exactly 100 years ago today Feutchwanger began selling frankfurters in buns. He's listed as the inventor of the hotdog as we know it today. It is an almost unbelievably popular food. About 50 million hotdogs are eaten every day in the United States, which amounts to about 80 hotdogs per person per year.

RCA formed the National Broadcasting Company on this date in 1926. Today is NBC's 57th anniversary. Nine years ago today the lead stories were about Evel Knievel's unsuccessful attempt to rocket across Idaho's Snake River Canyon.

Football's Joe Theismann is 34.

Tomorrow (9-10) Jose Feliciano will be 38, newsman Charles Kuralt will be 49, and Arnold Palmer will be 54.

Sunday (9-11) Tom Landry will be 59; he's held the Dallas Cowboys head coaching job for 23 years.

AOR



JEFF GELB

Album Stickers: A Sticky Promotion

AOR radio is always on the lookout for exciting promotions that enhance station visibility and underscore musical identity. But sometimes what looks like a surefire concept can backfire. Years ago, disco demolitions and anti-disco armies were popular, though their anti-music stance made them unpopular notions with some critics (and perhaps also kept some valid music off the air at those stations). More recently, music guarantees and extended periods of non-commercial programming have been tried, but longterm ratings results have been less than spectacular.

Recently, a spate of AORs have found success with a promotional concept called album stickering. This involves a radio station tying in with a record store chain to place stickers on specific new albums that mention those albums as having been heard on the station. Here again, though, what seems like a positive promotion may have negative results for some of the stations involved.

Monkey See Monkey Do

An early proponent of album stickering was KBCO/Boulder, which started its on-going campaign last fall. Assistant PD Jesse Summers recalled, "The promotion was created to give added visibility to the new music coming out, as well as the fact that KBCO was, especially at the time, playing more of it than any other station in town. Sound Warehouse picked up the tab for the stickers, which say, 'New Music You Heard First On KBCO.'"

The promotion worked so well that both of KBCO's Denver area competitors, KBPI and KAZY, signed up with other record chains to sticker their albums. This move, however, didn't concern KBCO, according to Summers. "We were the first by far to start stickering albums in this community, and we've garnered enormous publicity value from the promotion."

KBPI PD Phil Strider admitted that KBCO served as the inspiration for his station's campaign to showcase certain albums each week, which began this past January. "There's nothing wrong with reacting to a good promotional idea," Strider said. "And we felt it would be good for KBPI to be connected with new music."

Strider enthused about the promotion's benefits: "It works well for us as well as for the record stores, which put out weekly flyers spotlighting the rock of the '80s. Since we don't even mention it on the air, it's a no-risk promotion for us. There are no drawbacks."

KAZY's stickering promotion, which began in April, introduced some different concepts. First, it incorporated price reductions on the week's featured albums, and secondly, it gave the record buyer something extra for his money. KAZY Promotion Director Ann Quinn explained:

"It's a no-risk promotion for us. There are no drawbacks."

— Phil Strider

"Instead of putting the stickers on the cellophane, which gets ripped off and thrown out, we put our stickers on plastic record sleeves that cover each album. So there will be longevity to the KAZY stickers, as record collectors will want to keep their albums in these protective sleeves.

"It's a great promotion because it showcases the best of the new music, and it's available to record buyers all over town. It lets listeners know that we're on top of the current musical trends while giving them an attractive price break."

Trouble Strikes

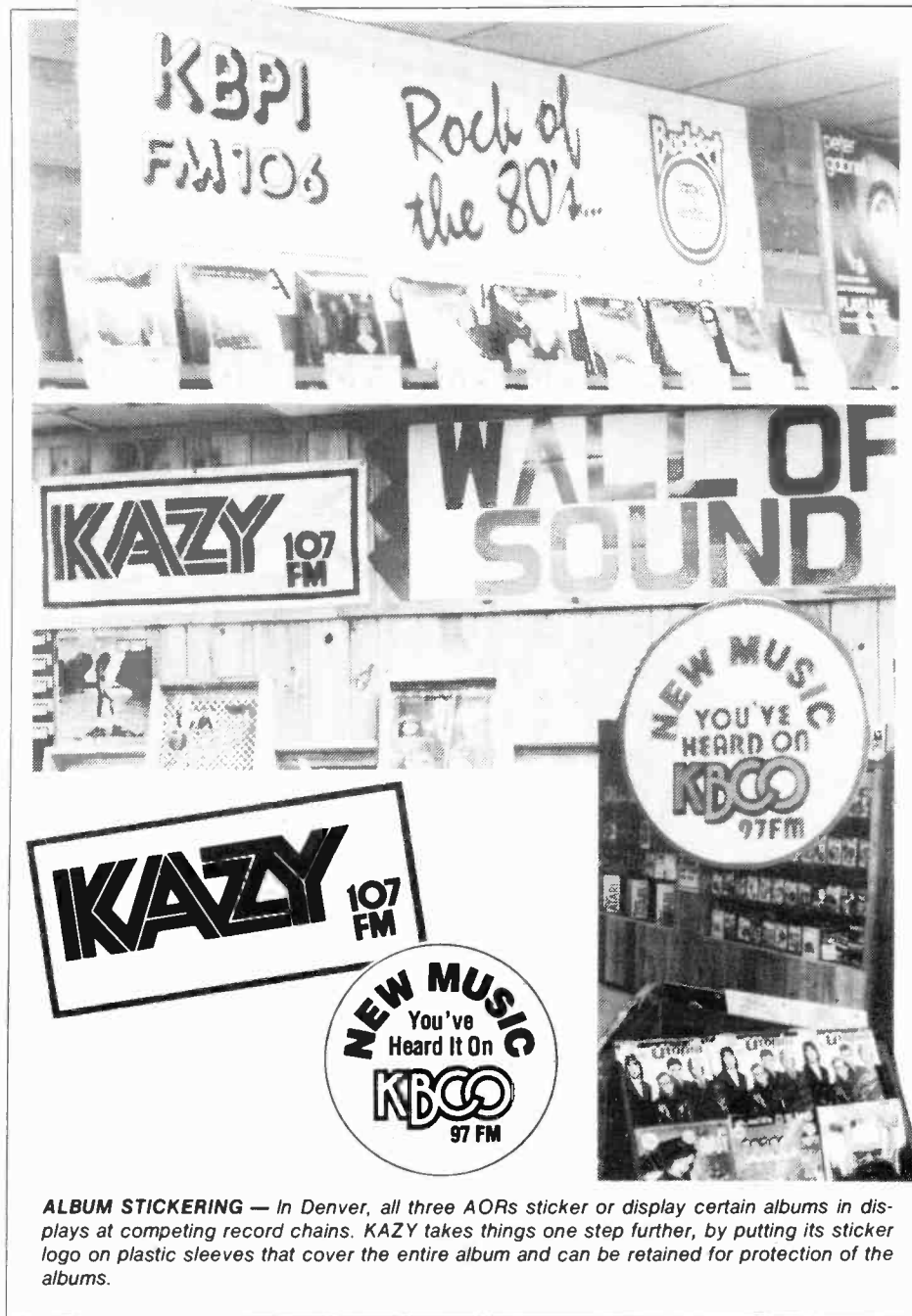
In Denver, album stickering seems to have made everyone a winner, from the stations to the record buyers. Things didn't work as well in San Diego, where 91X began stickering albums early this summer. PD Jim Gelaro recalled, "The promotion started basically by itself. Albums we were playing were starting to sell at the record stores, so they set up sections that displayed the albums we were playing. We decided to take it one step further with banners and stickers."

"Stickering an artist is basically an endorsement for a radio station." — George Gerrity

WB National Album Promotion Director George Gerrity continued the story at this point: "It was originated by 91X and the WEA sales operation in Los Angeles as a monthlong promotion. 91X offered advertising, plus the services of their jocks every weekend for a month for in-stores and giveaways of T-shirts and hot dogs. They provided banners for each of the stores while we covered the merchandising end of things. It was an excellent promotion and 91X did a great job with it. There was only one hitch: it tied up all three of the city's biggest record chains. So there was no real option open for a competing radio station to react to the promotion. Naturally, some PDs started complaining about it, and they had a right to."

Playing Favorites

KGB PD Larry Bruce was one of those who was upset. "The promotion was fine," he said. "It just went one step too far. What bothered me was the stickering of the albums — there was really no reason to do that. The in-store appearances by jocks, the record runs, even the banners were



ALBUM STICKERING — In Denver, all three AORs sticker or display certain albums in displays at competing record chains. KAZY takes things one step further, by putting its sticker logo on plastic sleeves that cover the entire album and can be retained for protection of the albums.

fine. But albums that were stickered with 91X's call letters were also being played on KGB and the other contemporary stations in town. It was an unfair advantage to 91X. KGB certainly doesn't do any promotions that come out on the side of one label vs. another.

"It's bad business for everyone to choose up sides. If station A affiliates with record company A, then it's in the best interests for station B to put the screws to record company A. We're all in too touchy and tenuous a business right now to be choosing up sides."

Bruce recalled the response he got from the record labels: "I received extensive apologies from people at the national level. Their experience with this promotion in Denver had not been negative because the stations had each affiliated with a different chain of stores. 91X had tied up all of San Diego's record stores for a month. It wasn't a malicious mistake on anyone's part; it was something that seemed like a good idea, and worked on a smaller scale in Denver, but when the rules changed, it caused a real problem."

WB's Gerrity said, "We had many talks about the promotion, and decided that stickering an artist is basically an endorsement for a radio station. To attach the endorsement of a radio station to a specific artist, who is usually being played by several different stations and formats in the same city, is not a good idea."

One person who was taken by surprise by the promotion's backlash was 91X's Jim Gelaro: "I was shocked. We were doing it as a positive thing for our listeners: you want the records we play? Here's where you can find them. We hadn't given any thought as to how the promotion would affect the city's other radio stations."

Once the 91X promotion ended, Gerrity and Bruce worked out the details of a co-

promotion that both hoped would assuage any ill feelings. A contest with entries at all of San Diego's record stores will send a winning listener on a weeklong WEA rock vacation, where he will see Asia, Robert Plant, and Jackson Browne. Gerrity called the promotion "an equalizer. 91X was focusing attention on their core artists, and this promotion gives KGB the chance to focus in on their core audience. It's a comparable promotion without the stickering of the records."

He added, "We will never again do a stickering promotion of that sort; it isn't fair to give preferential treatment to anyone."

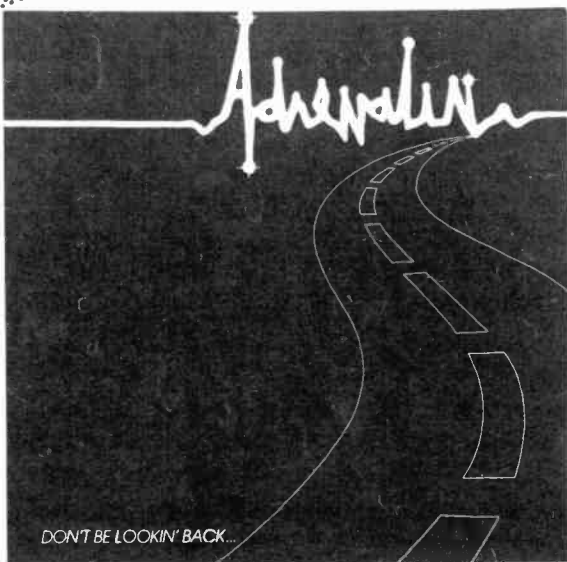
"It's bad business for everyone to choose up sides."

— Larry Bruce

91X PD Jim Gelaro had slightly different feelings about it: "I felt we'd come up with a good idea: reinforcement for our radio station and something nice for our listeners. We just happened to beat the other stations to the punch." And indeed, Larry Bruce admitted, "It's easy to say now that, had I thought of the idea first, I wouldn't have done it because I'm philosophically opposed to it. I really do feel strongly that it's bad for the business. But, as a programming strategist, had I thought of it first, I might have gone for it. That would have been my inclination to go for the jugular overcoming my better judgment of what's good for the industry, and I'd like to think that would have kept me from doing the promotion. Of course, now we'll never know!"

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—Gary Shaw, PD, KZOM

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—Dean Matela, PD, WZIR

" . . . It's a sizzler!"
—Garrett Hart, PD, WGLU

"This band has won hands down three weeks in a row on our new music show 'Virgin Vinyl' "
—Bernie Kimble, PD, WSCY

" . . . Reminiscent of the live magnitude of J. Geils."
—Clark Ryan, PD, KLBJ

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KKLV/Anchorage modifies formats to 25+ AOR with Jay Noble as PD/OM . . . Ken Silva is named Operations Manager (as well as PD and MD) at WECM/Claremont . . . Former KTYD/Santa Barbara PD Jim Trapp starts own consultancy for radio . . . Y95/Rockford switches from B/A/M/D to Frank Felix for consultancy . . . Steve Mitchell segues from mornings at WKLS/Atlanta to Production Director. Now doing mornings there are Mark McCain and Kelly Kincaid. Upped to late-nights from weekends at WKLS is McKenzie Scott . . . Jon Amberg is named MD at WWCT/Peoria . . . Jesse exits middays at

KUPD/Phoenix and Lee Lyons is upped to fulltime overnights . . . Rick Shaw exits KNX-FM/Los Angeles for afternoons at KEZY/Anaheim . . . Jake Edwards exits CITI-FM/Winnipeg mornings for Q104/Halifax . . . Mark Avery is new to weekends at KTYD/Santa Barbara . . . Tim Scott joins KILQ/Colorado Springs from WRXL/Richmond for mid-days . . . Dick Bascom exits the MD post at WQXM/Tampa . . . Former Y95/Rockford MD Doc Ballje joins WAPI-FM/Birmingham as MD as Joanne Peterson exits.

UPDATE

Department of corrections: In our article on the success of KZEL/Eugene, Ken Martin was mistakenly listed as having been PD for one-and-a-half years. Actually, he took that post in February of this year, following the departure of Charlie Van Hall. Also, please adjust your copy of the spring 1983 AOR Arbitron ratings scoreboard to reflect two corrections. WDIZ/Orlando should not have been listed number one in the 18-34 demo (WBJW was), and KSTM/Phoenix-Mesa should have been listed rising 1.4-2.1 . . . Speaking of ratings, WNOR/Norfolk celebrated its number one demo wins in the spring Arbitron by giving away 1000 "FM99 Is #1" T-shirts . . . WKLS/Atlanta is celebrating its ninth AOR anniversary with nine days of special events, including several area listener parties, a low-dough concert featuring INXS for \$1.95, and a countdown of the top 296 rock and roll songs of the past nine years . . . Local heroes: When WDHA/North Jersey's staff heard that David Bowie was apparently going to pass by their state on his current tour, they organized a phone poll of listeners using the 900 number to gauge interest in an area Bowie show. Telephone representatives said that over 30,000 calls were attempted; the station plans to submit those numbers to Bowie's management in an attempt to bring him to town . . . And in Fresno, KKDJ was instrumental in bringing the Police to town by publicizing a controversy surrounding the use of the concert facility in which the band was scheduled to play. The show was due to be cancelled because of neighbors' noise and harassment complaints, but when KKDJ aired that information, public opinion changed and the show was allowed to go on . . . WQDR/Raleigh has Men At Work fever: the station commemorated the band's local concert appearance with a promotion that sent a winning listener to the show in a chauffeur-driven limo, after dining with WQDR's Bob Walton. The station also sponsored a Men At Work "after work" party at a local bar, offering reduced rates on Australian beer, and giving away the band's albums,

T-shirts, and posters . . . WERI/Westerly sponsored a "cruise to nowhere," taking 600 listeners on a boat cruise with live music by the Stompers . . . WKZL/Winston-Salem registered 107 listeners for a "serious moonlight flight" to see David Bowie live in Norfolk . . . Speaking of flying, KROY/Sacramento awarded a \$9000 ultralight airplane (and flying lessons) in its current co-promotion with Coors . . . KPOI/Honolulu registered listeners for a prizewinning trip with PD Bill Mims to see Journey at two stops along the band's current U.S. concert tour . . . It's only natural: KICT/Wichita tied in with Kansas to send 100 listeners to see the band at their Kansas State Fair appearance . . . WFBQ/Indianapolis raised \$3000 for charity in a game of donkey softball (no relation to Donkey Kong). WFBQ is also involved in a hometown talent album project in conjunction with Coca Cola, for which a staggering 950 musical entries were received. Good luck judging, gang . . . KFMG/Albuquerque held an outdoor concert of area talent that drew 4000 . . . KINK/Portland held the first of two seasonal winery tours that gave each participant a free KINK wine glass . . . Congrats to WCKO/Miami PD Mark Taylor and new bride Pat.

CONCERTS & CONVERSATIONS

GUEST DJs: Joan Jett on WBAB/Long Island.
CONVERSATION: Bob & Doug McKenzie, Hollies on WNEW-FM/New York . . . Romantics on WDHA/North Jersey . . . Payolas, Supertramp on CHEZ-FM/Ottawa . . . Chris DeBurgh, Asia on WZIR/Buffalo . . . Kenny Loggins, Danny Spanos on WLWQ/Columbus . . . Jefferson Starship on WLLZ/Detroit . . . Fixx, Chris DeBurgh, Madness on WBCN/Boston . . . Sammy Hagar on KROY/Sacramento . . . Asia on WBLM/Lewiston-Portland . . . Jefferson Starship on WQBK/Albany . . . Bob & Doug McKenzie on WMMS/Cleveland . . . Chris DeBurgh, Fixx on WCOZ/Boston.



ALL SMILES WITH SEGER — When Bob Seger played Chicago recently, airstaffers of the Loop were among those who greeted the artist backstage. Pictured (l-r) are Capitol rep Jay Hart, Loop's Jonathon Brandmeier, Seger, and WLUP MD Sky Daniels.



GOOD SPORTS — KQWB/Fargo teamed up with Red Baron Pizza for a fundraising promotion that raised \$1400 for the American Gold Gymnastics organization. Pictured (l-r) at the check presentation are Red Baron's Marlyn Moen, Faye Aarnold of American Gold, KQWB marketing director Inez Erickson, American Gold's Yvonne Lund.

Adult/ Contemporary



JEFF GREEN

NO. 1 A/C IN TOP 150 MARKETS

V100 Runaway Leader In Charleston

V100(WVAF)/Charleston, WV continued its outstanding performance in the spring Arbitron ratings, becoming the highest-rated station among all A/C's in the top 150 markets (25-49 adults AQH share, Mon-Sun 6am-midnight MSA). Now ranked sixth nationally (up from 14th last fall), V100, after its latest improvement, has nearly a 25 share of adults, almost 19 notches ahead of its nearest competitor.

Discussing V100's success, PD Bob Spence began by emphasizing that as the market leader, he must always be looking ahead. "You have to plan six months to a year in advance. This is very important, because the market competition continually gets tougher. If you're number one, they're gunning for you, and by sitting back, you won't be ready when they bring out the heavy artillery. What results then is a very difficult game of catch-up. It's harder to stay number one than it is to get there."



Bob Spence

Like WICC/Bridgeport (see last week's A/C column), V100 is a recent convert from CHR. How did Bob handle the transition? "When changing to A/C, we put everything behind it, which you must do to succeed. Our total marketing effort became geared towards that adult audience; the music, personality, promotions and community in-



volvement all changed to a more mature appeal. You can't just change the music!

"We were fortunate because we were number one as a CHR station, too," continued Bob, "as that enabled us to make a nice, smooth transition. We had a very strong base of adults, and now we're just evolving with the audience. The switch came quietly, without a lot of promotion."

One thing that hasn't changed at V100 is their promotional effort. Bob said, "We've always been out in the community, done a lot of remotes, played softball for charity, etc. But it's just the way we do these things that's different. There aren't T-shirt and record giveaways on the air like there used to be. Instead, we target promotions towards what adults want, such as money,

WKZE-FM Captures Cape Cod Crown

Despite gains by its two direct competitors, WKZE-FM/Cape Cod exploded with nearly a 10-share increase 25-54 in the spring Arbitron to win this unusual market's A/C battle. The improvement, fourth best among A/C stations, reversed WKZE-FM's position of two years ago, when it trailed the former leader by over seven shares. Now WKZE-FM is ahead by more than seven, maintaining close to a 20 share 25-54.

The Cape Cod metro varies from most others in that its population soars from 140,000 at the start of the spring book to nearly 700,000 in June. WKZE-FM modifies its programming for the sudden influx, becoming much more foreground and promotionally active than during the winter months. But why does WKZE-FM adjust its programming if tourists don't get diaries? Owner/GM Al Makkay explained, "Many seasonal travelers are actually residents who just live here during the summer and then return to Boston, Connecticut or New York. They have two addresses and might get a diary. They're not all tourists."



Jack Brady

Operations Manager Jack Brady and PD Jack Miller had plenty of reasons why their station had such a strong book. Miller began, "You see, last year we had the highest come, but we had a problem with men and with quarter-hour maintenance. So we concentrated on building audience involvement and enforced listenership.



"For men, we added a two-minute commercial fishing report, which has made an important difference, since fishing is very popular here. We also began sports reports with Fred Cusick, the voice of the Boston Bruins."

Brady continued, "Besides holiday promotions, we also developed a number of quarter-hour maintenance promotions. 'Great Cape Trivia,' which runs at 9:30am, develops at-work listening and pits one business against another on a weekly basis. A second round was played later to boost afternoon drive sampling. The competition built to a playoff, which ran during the final week of the sweep. We also added a game for listeners involving a three-song sequence which repeated in another daypart, offering \$104 to the winners. Finally, we offered a 'Great Cape Escape' series of vacation



"We're always pushing our people out on the listeners, and they love being out there, too. Just plastering a big caricature of Rocky Morning Marlowe is a big attention-getter. The message is, 'We're smiling, so why not have a cup of coffee with Rocky and enjoy!'"

— Bob Spence

cars, or appliances. The approach is the same, it's the targeting that's changed."

Bob noted V100's method of converting to A/C might not be correct for all stations. "Being number one already," he explained, "gave us a lot of adults to begin with. But we also had a lot of teens. So, instead of announcing, 'OK, now we're adult,' thereby threatening to blow off a considerable chunk of our base audience, we just tried to make it a smooth evolution. Now, for a station whose audience is all teens without an adult base, one may be better off just making an abrupt change."

Musically, V100's change has been anything but abrupt, as it maintains a foreground, lively sound. That includes playing some records most A/C's are hesitant to commit to. "We promptly dropped the Def Leppard and Van Halens, said Bob, "but that didn't mean we suddenly became a mellow, ballad-oriented station. We still play the latest ELO, Quarterflash, and Stevie Nicks because they do fit and aren't offensive to adults. Just because a record is upbeat and a little 'rocky' doesn't make it bad. After all, adults aren't in rocking chairs at age 35! But generally speaking we've slowly begun ignoring the teens while reinforcing the 25-34 base by integrating artists such as Sergio Mendes and Paul Anka."

Bob added that even though V100 is perceived as primarily a music station, he's aware of the value of news and information. "We've never been known as a news

authority, but it's important to us, and we're gradually becoming more credible to adults in this area. The idea is to give them news and lifestyle information they really need and can use, wrapped in brief, well-produced packages. We're making the information more meaningful."

When asked for advice to developing programmers, Bob suggested, "Don't be afraid to seek help from other people. I learned a long time ago I don't have all the answers. I've made a point of getting second opinions from our National PD Dan O'Toole and my GM Jim Davis, who have a lot of programming experience under their belts. Don't just guess about the decisions you make. Have a good reason for every move. That doesn't mean your gut feel isn't important, because it is. Gut feel is based on your past experiences, so your gut judgment calls are going to be justified. Finally, don't be afraid to take risks. That's been a scary place for me, but don't let fear hold you back. With outside input alongside your professional experience, chances are you're going to succeed."

Station Profile

WCCO
Real
Radio.
8-3-0

WCCO/Minneapolis "Real Radio"
625 2nd Ave. So., Minneapolis, MN 55402
(612) 370-0611

OWNER: Midwest Communications
VP/IGM: Phil Lewis
STATION MANAGER: Clay Kaufman
PD: By Napier
MD: Denny Long
REP: CBS Radio Spot Sales
830 kHz, 50kw

"As a clear channel station, WCCO covers 96 counties, ten in the Minneapolis-St. Paul metro, and 86 non-metro counties in Minnesota, Wisconsin, Iowa, and South Dakota.

"WCCO broadcasts variety programming 24 hours per day, including news, weather, traffic, sports, music, humor, and CBS network news and features. The station has won virtually every major broadcast award, including the Columbia-DuPont, Peabody, Sigma Delta Chi, Ohio State, RTNDA, NWNA, and Broadcast Pioneers Golden Mike.

"Among the popular WCCO personalities are Steve Cannon, Charlie Boone & Roger Erickson, Howard Viken, Dan Hertsgaard, David Hop, Joyce Lamont, Chuck Lillgren, Ruth Koscielak, Jim Rogers, Bill Diehl, Joel McFarlin, Dick Chapman, Bill Farmer, Denny Long, and Mike Lynch.

"For sports, year around play-by-play coverage includes Vikings football, Twins baseball, University of Minnesota football and basketball, as well as numerous other sports events and programs. Sportscasters include Ray Christensen, Herb Carneal, Sid Hartman, Tim Moreland, Ron Weber, and Stu Voigt.

"WCCO is Real Radio: radio the way it was, is, and always should be. A blending of nearly 60 years commitment to public service, news and information, sports, agriculture, and entertainment, WCCO is consistently among the nation's leaders in market radio shares and ratings."



Jack Miller

giveaways, since research shows our listeners enjoy traveling."

WKZE-FM next move was to initiate a musical overhaul. Miller admitted, "We had been a little scattered, so with the help of our fine MD Joan Orr, the oldies were first trimmed down to the very best songs. Following that, we invested in about 400 songs we didn't have in the studio. So now we're probably playing more selections than ever, and it's also a better mix. Furthermore, WKZE-FM became more specifically programmed in that the station changed distinctly during the course of the book. As spring progressed, we shifted gears towards a younger sound. One reason is to accommodate the younger people arriving in the area and also because the springtime weather makes the local folks more active and outgoing."

Brady added, "We also showcased our music much more than in the past and called attention to the occasions when we ran extended music sweeps. We were always playing a lot of music, but we just never promoted it! It gets back to the basic technique of first telling the audience what you're going to do, then what you're doing, and then informing them what you've just done. Sure, it's an old formula, but it works for us."

Country



LON HELTON

Personality Profile: KLAC's Deano Day

I've been on the air at Country radio stations for the better part of 11 years now, and throughout those years one of the names I've always heard mentioned in the same breath as "personality radio" is Deano Day. Deano was a veritable legend in Detroit, splitting 11 years in the Motor City between WDEE and WCXI. (He spent about 6 months at CKLW-FM in-between the other two stations.) Three months ago he came to KLAC/Los Angeles as part of an effort to help the station recapture lost ratings by injecting a huge dose of personality, Deano Day style, into the morning show.

While I'm sure you've heard of Deano, perhaps you haven't heard Deano, so this week I thought I'd try to capture a little of Deano's day in print. Defining exactly what it is that Deano does is no small task for, as KLAC PD Charlie Cook puts it, "Deano's show is a mixture of everything weird and a few things that haven't been discovered yet."



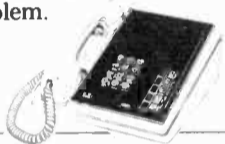
After a number of years as a self-styled "screaming rock jock," Deano, oddly enough, was at KLAC in 1971 when he heard the station was going to go Country. "I went to management on my hands and knees and told 'em I loved Country, and they gave me a chance and let me stay. That's how I got into Country and, as a matter of fact, when I first took this job a few months ago I thought, gosh, wouldn't it be fun to end my Country career, which has been very good to me, right here where it began at KLAC." Before Charlie and everybody else at Metromedia have coronaries, I should hasten to add that Deano was talking about ten years or so down the road.

"During my years in Detroit I'll bet I met 90% of the people who listened to me."

Phone Calls And Novelty Tunes

But what about Deano's act? What is it that has made him the personality of the year four times? In a nutshell, he blends a high percentage of listener calls with a number of novelty songs that you will not hear on any other station in the world, and mixes in the hits. His novelty songs, by the way, number in the hundreds and are part of his personal collection. The titles range from "Seven Old Ladies Stuck in a Lavatory" to "I'd Rather Have A Bottle In Front Of Me Than A Frontal Lobotomy." He also plays everything from Hudson & Landry to Elton Britt . . . whatever fits the mood or occasion. On a hot summer day, don't be surprised if you hear Mungo Jerry's "In The Summertime." The key to his success in playing such a wide variety of off the wall stuff is his ability to set up all of

the songs so well. Most people will accept almost anything if it's set up right; witness Deano solving a problem.



"Good morning, this is Uncle Deano here at KLAC."

(Breathlessly) "Hi."

"You sound out of breath . . . what have you been doin', lady?" (Nasty laugh)

"Nothin'. Believe me, my husband doesn't get off work 'til 7 o'clock."

"How are things goin'?"

"Well, we never fight, never, but last night we had a real big one."

"Ya know, the people who never fight really have big blow-outs when they do happen, rather than the constant bickering, know what I mean? But I have the perfect song for you two. What is your husband's name?"

"Fred."

"OK. Fred, your wife called Uncle Deano to put this back together. This song, a little spit, and KLAC will tighten you up."

(Segue to one of Deano's special novelty songs. "Take Your Tongue Out Of My Mouth, I'm Kissin' You Goodbye.")

(Chorus)

*I thought you were so innocent,
Just like the driven snow,
But it seems you've been messin'
'round*

With every guy I know.

*I don't wanna hear you whimper
I don't wanna hear you cry,
I don't wanna see your face
'til the day after I die,
Take your tongue out of my mouth,
I'm kissin' you good-bye.*

Deano truly has a song for every occasion and he really profits from his ability to couple the right call with the appropriate song. This schtick, however, is only part of his success. All you need to do is listen to him for a little while to realize that he has an innate ability to relate to people he is talking to on the radio as well as on the phone.

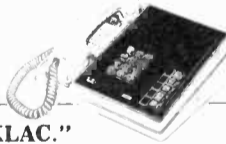
"I like people, and I like to get to know them. I'll bet that, during my years in Detroit, at some time or another, I met 90% of the people who listened to me. I relate to the listeners on a personal basis. I tell them everything; what's going on with the kids, what I'm gonna do with Martha Jean (Deano's wife) later in the day, stuff that they relate to 'cause they've gone through it. Not many guys on the radio talk about everyday stuff. What is it they say . . . wear your life on your sleeve?"

Deano does a few other things that are anything but ordinary radio fare. "I predict babies," he told me. "I have the women put the phone by their navel, I call it God's little speaker, and then I listen while dropping in some baby-noise sound effects. I have about an 86% success ratio in picking boy or girl." Deano also does a little healing on the side to get people out of blue moods.

The Audience Is The Show

In listening to him for the past few months, it never ceases to amaze me how the most innocent call will grow into a mammoth event. Recently, Deano was chatting with this guy about his girlfriend, and Deano got him to propose on the air. The girlfriend called in to say "yes," and, as Deano explains, it snowballed from there. "The guy calls back and I asked if he would like to get married on the air. After they agreed, the next thing I knew a catering place called and wanted to supply food, a florist called and said they want to be the official florist of the Deano Day show, the owner of a limo called and said he would pick up the couple and drive them to and from the station, and that's just a few of the folks who got involved. We even had the reception at the station. It was an incredible event by the time it was all put together, and it was done by the people listening to the show."

The audience, obviously, is a big part of the show, but as Deano says, "It's an outlet for them, too. They pick up on what we do and pretty soon it is the listeners who are coming up with all kinds of crazy stuff on their own. It's like I have thousands of writers out there. Just listen and play off of them."



"Good morning, KLAC."

"Uncle Deano, I would like you to play a song for my nine-year-old son, Stuart. He has a serious problem in that he forgets to brush his teeth in the morning. I heard you play a song the other morning that would be just right for him."

"Why don't you put Stuart on the phone?" (Stuart comes on the line) "My Dad's just lying."

(Laughing) "Listen my little pal, this is your Uncle Deano, and I'm gonna teach you how to brush your teeth. OK? Repeat after me: Up like a rocket, down like a plane, back and forth like a choo-choo train."

"What?"

(Laughing harder) "I'm gonna play this song so you remember to brush, otherwise this is what happens."

Segue to another novelty tune, "Stinky (pronounced 'Stanky') Breath."

*"Now friends I think that I'm a pretty
fair man,
but one damn thing that I can't stand*

*When you're hustlin', bustlin', lookin'
for a date
and it really doesn't matter if her
head's a little late,
But you turn the lights real low at
night
and you grab her by the back and
pinch her tight,
and wormin' and a squirmin' but you
never get loose
'cause you both know you're lookin'
for a Christmas goose.
And you're both kinda thinkin' you've
had enough cheap wine,
'cause you've tied her up with binder
twine.
Then you bend right over and put
your face real close,
But your eyes roll back and
you stop . . .
'Cause she's got Stinky breath.
Stinky, stinky, stinky breath.*

Laying It On The Line

Deano has over three hundred of these speciality songs; most are unavailable to the public. When people call to ask where they might buy a copy of one of the songs, Deano tells them on the air, "You can't get it anywhere else but right here on the Deano Day show on KLAC." About these songs, Deano says, "I like those kind of things because it gets new listeners. People will tell a friend about a song and the friends won't believe it, but will be encouraged to listen to my show to be proven wrong. I've also started a real honest thing with them where I come on and say, 'Look, I have the freedom to talk to you, do crazy stuff, play a lot of crazy songs and oldies nobody else will play. But, the name of the game here is ratings, and I've got two years to get them up. If you enjoy this kind of fun on the radio, go out and recruit one friend to listen to me. If everybody listening would do that, the ratings would go up and, because that's how I live and die, if they go up I can stay here having fun with you.' You know, word of mouth is really important in this business. If you get all these people talking about you, well, you just can't beat that kind of advertising. And when they call, I'll ask 'em, 'Hey, have you recruited anybody yet?'"

Deano is always looking for novelty stuff to play, and everyone around him aids in the search. Not long ago, KLAC PD Charlie Cook and I were in Las Vegas and saw a duo by the name of Williams & Ree. They did a song called "He Died With His Ding-Dong In His Hand." (The song is a ballad about Hostess pastries. Shame on you!) We went backstage after the show, got a copy of the album, and ever since it has been one of Deano's most requested songs.

Continued on Page 38

A NEW DIMENSION IN MORNING TEAMS — Not really, but this particular placement of a Deano Day billboard is rather indicative of the zaniness that goes on during Deano's show.

RADIO CHART ACTIVITY

MEANS BREAKERS!!



DEBORAH ALLEN

"BABY, I LIED"

PB 13600

WWW-FM debut 34
 WAXX-FM NEW ADD
 KTTS 48 to 39
 WTQR-FM NEW ADD
 WRNL NEW @ 48
 WSOC-FM debut 40
 KBMR 48 to 36
 KFGO 52 to 46
 WAMZ-FM 35 to 28
 WSEN-FM 42 to 36
 KIKF-FM 56 to 50
 KSSS debut 45

WKHK-FM 39 to 35
 KRMD-FM 39 to 35
 KFDI NEW @ 61
 WCMS-FM 37 to 30
 WEZL-FM 50 to 45
 WIRK-FM 62 to 52
 KIKK debut 39
 KYNN 47 to 36
 WFMS 38 to 33
 WPKX-FM 30 to 26
 KSOP 38 to 29
 KUUY debut 40

WHN
 KLZ
 WTSO
 WMIL
 WDGY
 WHBF
 KYGO -FM
 WELE-FM
 WAXX-FM
 WKMF
 WPOR-FM debut 35
 KGA debut 37

BB 48*

CB 47*

R&R **47***
BREAKER

SYLVIA



"THE BOY GETS AROUND"

PB 13589

From "SNAPSHOT" AHL1-6724

WIL
 WHBF
 KRAK @ 49
 WOKK debut 44
 KKYX 50 to 41
 WAXX-FM debut 40
 KFGO 57 to 48
 WITL-FM 40 to 34
 WESC debut 42
 WSEN-FM 41 to 33

KLAC
 WCMS-FM @ 63
 KTTS 49 to 46 40
 KLLL 26 to 21
 WYNK 41 to 35
 KSO debut 39
 KYNN 40 to 34
 WKSJ-FM 36 to 31
 WEZL @ 58
 KVEG debut 39

KNIX-FM
 WRNL @ 47
 KFDI 60 to 55
 KYXX debut 35
 WTSO 43 to 38
 KWMT debut 36
 KBMR 44 to 37
 WTQR-FM 38 to 32
 WPOR-FM debut 34
 KSOP 42 to 33

BB 52*

CB 48*

R&R **46***
BREAKER

BREAKING SOON!

"Holding Her, Loving You" EARL THOMAS CONLEY

PB 13596

WATCH FOR....

GUS HARDIN "Loving You Hurts"

PB 13597

TEXAS VOCAL COMPANY "It Had To Be You"

PB 13566

RCA
Records and Cassettes



Personality Profile: KLAC's Deano Day

Continued from Page 36

Another Deano favorite is Eddie Vespa's "Letter to My Ex-Wife," where Eddie lists the 365 reasons why his wife would not have sex with him in the last year. As a "response" to this, Deano's producer and board operator Rudy Uribe wrote "Answer To My Husband," which was recorded by KLAC Music Director Cathy Hahn and is now a heavy request item.

If you are starting to get the feeling that this is a community effort, you're right on track; and Deano really appreciates the input. He's only been at KLAC a short time, but he's thrown a couple of parties for just the members of the morning crew. Sometimes the involvement by the others takes on new twists, like whenever Deano gets a call from a Hispanic listener, he converses with them in fluent Spanish. Of course, he doesn't bother to tell them that he can't speak a word of the language, but that's OK, because that's where producer Rudy comes in; he does speak Spanish. It's a great bit and believe me, nobody knows it isn't Deano. As much as Deano appreciates the contributions, those around him love it even more. As Rudy sums it up, "He and I work very closely together, and he is very receptive to all of my ideas and suggestions. Ego is certainly not a problem with him. We laugh most of the four hours we're together in the morning, and I think it comes across on the air."

Total Involvement

The crazy antics extend beyond the studio, too. He loves to do remote broadcasts. Recently, Deano did his morning show from the mouth of a giant shark on a billboard advertising the film "Jaws 3-D." (See R&R's August 12 edition, Page 1.) In response to another station in town doing its morning show for a week from Hawaii,

"It's like I have thousands of writers out there. Just listen and play off of them."

Deano took a whole group to Irwindale, CA for a live broadcast from the world's largest gravel pit. The Miller Brewing Company has a plant there, and they laid out Mexican food for everybody, as well as supplying a mariachi band. Another innocent project that grew to be a widely publicized event.

Deano really is a PD's dream in that he loves to get out among the listeners on a regular basis. On the air, he invited anybody who wanted to come to the unveiling of his new billboard campaign to meet him at the Palomino night club, and he would buy them all beer. His first week on the air, he mentioned that he found out there were rattlesnakes around his property, and so many called with ways to get rid of them that Deano had a bunch of listeners over to his house for the "1st Annual Deano Day Rattlesnake Hunt." One listener even donated a four-foot-high trophy for the person that caught the longest snake. You talk about involvement!

That seems to be the key for Deano Day, involvement. Both on and off the air he has a great relationship with his listeners. This is epitomized by his recollection of how he got the moniker "Uncle Deano."

"About ten years ago, a little boy in Detroit called me and said he was going to a Cub Scout banquet, but that he didn't have anyone to go with since his father had passed away. I told him that I would go along, and he could introduce me as his uncle. He called back the day after the event and said his thank-yous and how grateful he was to his 'Uncle Deano.' The regular listeners picked up on it, and I've been Uncle Deano ever since."



"Uncle Deano"

Have You Heard?

SuperStation WTBS will launch a new show, *America's Music Tracks*, beginning October 2. The hour long program, airing from 8:05-9:05 PM (ET) each Sunday night, will include video music clips and special country music features. Television personality **Chuck Woolery**, formerly of NBC's "Wheel of Fortune," will host the new show. The features will include profiles on country music personalities of the present and past, country music news, and a countdown of the nation's top 10 country songs, taken from the R&R Country chart. We're honored and very excited to be a part of this new video adventure produced by **John Oldman** and **Jim Aubrey** for **Seabright Productions**, Los Angeles. Now, if I can just figure out a way to get on camera... I hope this hasn't started any sort of trend, but just a couple of days after I interviewed **Bob McNeill** for an article, he resigned to take over the PD duties at **WRVQ/Richmond**. Best of luck, Bob... **Dave Lang** has recently arrived at **WGTO/Cypress Gardens, FL** to do noon-4pm... **Ken Smith** is the new PD (and continuing owner) at **WYII/Williamsport**. Former PD **Stacy Drake** resigned to do mornings at **WAYZ/Waynesboro, PA**... A couple of top rated morning personalities have split for greener crosstown pastures. **WQIK/Jacksonville** morning man **Nell Linton** has picked up his 16 share and moved to rival **WCRJ**. **Big Jim McCloud** has spent the past four years on **KOMA/Oklahoma City** and will henceforth wake up that city from his new radio home, **KXY-AM-Stereo**... And now for a brief musical interlude... Abilene, there's a new GM at **KEAN**. Brief enough? **Bourdon Wooton** is now filling the Big Guy's chair. Former GM **Benny Springer** is now at **WYYN & WSLI/Jackson, MI**... **WJRB/Nashville** has moved to a Classic Country format while dropping its daytime simulcast with its FM sister station Contemporary Country **WJKZ**. The stations will continue their nighttime simulcasting... The new ND at **KNEW/Oakland** is **Bob Price**... Another air staff change at **WHK/Cleveland** as **John E. Douglas** arrives to do afternoons from **WIBC/Indianapolis**... Now doing 10am-1pm at **WHBF/Rock Island** is **Julie Warn**, most recently of **KUAD/Windsor, CO**. Julie is also the Public Service Director... The new PD at **WKZZ & WWOD/Lynchburg** is **Richard Kent**, arriving from **WCNV/Amherst, VA**... The new afternoon driver at **WQCT/Bryan, OH** is **Terry Wunderlin**... After an absence of two years, **Kriss St. John** has returned to **WBZI/Xenia, OH** to do evenings. Kriss had spent the last 24 months as an office manager and personal secretary to **Alabama**. She reports the parting with the guys from Fort Payne was amicable; she just wanted to return to her home of **Beaver Creek**... **Larry Neal**, who has been the Promotion Director and Assistant PD at **KRWQ/Gold Hill, OR**, has just been appointed Operations Manager... **Dale Elchor**, PD at **KWMT/Fort Dodge** is looking for a morning personality... And whenever you hear anything of interest, be sure to let me know what it is you have heard!



NASHVILLE SLUGGERS — WB softball squad coach Nick Hunter (front row, 3rd from right), reports that while this team didn't go number 1 in the Metro Nashville League, they were number 2... with a bullet, of course.



THANK GOD FOR RYAN — When the Oak Ridge Boys sang "Thank God For Kids" at a concert in Baltimore, it was a very special moment. In a front row seat was 5-year-old Ryan Klipa, an El Salvadorian battered child recently adopted by an American couple. Ryan went to the show in style as the winner of a WCAO contest that included an Oaks tour jacket as part of the prize package. Shown after the show are the Oaks' William Lee Golden, WCAO PD Johnny Dark, Duane Allen of the ORB, Ryan (whose first words in English were the lyrics to "Elvira"), the Oaks' Joe Bonsall and Richard Sterban, and MCA's Frank Falise.



KENNY WOVES THE APPLE — It also looks as if he did a pretty good job entertaining the crew from WHN. The group got together following a show that was part of the Jovan/Kenny Rogers '83 Tour. Left to right are WHN PD Joel Raab, MD Pam Green, Kenny, and Lee Arnold and Susan Storms of WHN.



CD TAKES RICHMOND — Charlie Daniels spent three hours on the air to help kick off the "News 95-WPVA." The station had set up an open-air stage for Charlie, and it worked so well and drew such great crowds and response that it will be left up for future appearances. WPVA is a new entry in the Country battle for the Petersburg/Richmond market.

Nashville This Week



SHARON ALLEN

Country Talent On Display

If you're planning to make it to Nashville for CMA Week there are 12 acts you may want to catch, especially if you're involved in booking talent. A special Talent Buyers Showcase will be held on Wednesday (10-12) from 2-5pm at the Grand Ole Opry House. Another show will take place on Thursday (10-13) from 7-10pm at the Opryland Hotel, following the CMA Talent Buyers Seminar's closing dinner.

Artists scheduled to appear are: Rex Allen Jr., Earl Thomas Conley, Vern Gosdin, Kieran Kane, Johnny Lee, Charly McClain, Connie Smith, Tanya Tucker, Steve Wariner, Shelly West, the Whites, and James & Michael Younger.

Both showcases are part of the annual CMA Talent Buyers Seminar that runs from Tuesday through Thursday (October 11-13) this year.

Registration is \$100 until September 9, and will elevate to \$150 after that date. For additional information contact: CMA Talent Buyers Seminar, Country Music Association, PO Box 22299, Nashville, TN 37202.

George On The Upswing

When the pieces fit, the formula is simple. George Jones + Labor Day Weekend = Celebration . . . and George calls the event "Birthday Celebration Jam," which kicks off the official opening of "Jones Country." John Anderson, Gail Davies, Vern Gosdin, Little Jimmy Dickens, Leona Williams, and the Florida Boys will perform alongside George at the 65-acre parkland located in Colmesneil, TX (just 45 miles north of Beaumont, where George grew up).



George & Nancy Jones

Looks as if the pieces of his life are beginning to fit, namely - Jones moved back to his native land (Texas), he married the woman of his dreams (Nancy Sepulveda), he's fulfilling his lifelong dream of having his own music park, he's enjoying a new wave of success in his career, and it's his 52nd birthday (September 12).

"I want to invite all my friends and neighbors to Jones Country," pronounced the singer. "I want everybody to know I'm a changed and happy man and I want to visit with everyone at Jones Country."

More Talent On Display

The second annual Entertainment Expo, cosponsored by the Nashville Music Association and the Tennessean newspaper, will take place November 18-20 at Nashville Municipal Auditorium.

The purpose of Entertainment Expo is to spotlight the entertainment industry in Nashville. All talent presented has some connection to the Nashville community. The Oak Ridge Boys and Charlie Daniels will serve as Honorary Co-Chairmen for the event. Other Expo '83 entertainment so far includes John Hartford, Bobby Bare, Gary Morris, Guy Clark, New Grass Revival, Ed Bruce, J.D. Souther, Sandi Patti, Michael Johnson, and Dobie Gray.

Carl Perkins, who received a standing ovation for his performance last year, will also return.

Dean Martin will perform cuts from "The Nashville Sessions," and other hits from his long career. Jimmy Buffett, who began his recording career in Nashville, will perform, with assists from Timothy Schmit (of Eagles fame) and Josh Leo.

Introducing "the other side of Nashville" will be Tracy Nelson, Pam Tillis, and Jason & the Nashville Scorchers.

If you could possibly squeeze in another trip to Nashville this year, Entertainment Expo '83 obviously provides an excellent opportunity to view the Nashville entertainment industry.

Bits & Pieces: Jerry Lee Lewis's fifth wife, Shawn Michelle Lewis, 25, was found dead last Wednesday (8-24) by a maid. A preliminary autopsy report showed she died from pulmonary edema, a build-up of fluid in the lungs. Lewis was at home when the body was found, but left Wednesday afternoon and went into seclusion . . . Stella Parton is starring as Miss Mona in the Broadway musical "Best Little Whorehouse in Texas," currently on a six-month tour across the country . . . Lee Greenwood has been playing "name that band" lately, and with a little help from his recent single "Ain't No Trick (It Takes Magic)," he decided the musicians will be called "The Trick Band" and his two new female backup singers are "Magic." Lee also has a new touring bus, but hasn't settled on a name for it. Wonder if he'd like a little help playing "name that bus?"



Stella Parton

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Black Radio



WALT LOVE

V103—Atlanta's No. 1 Peach

If you have been in or around the broadcasting industry for any length of time, it's certainly no news to you how radio stations (and for that matter, businesses in general) experience peaks and valleys. WVEE(V103)/Atlanta peaked once again in the #1 position with a move from 9.7 to 10.1 12+. WVEE faces competition from a number of contemporary general market stations, plus two other Black-oriented music formats, WAOK and WIGO. With V103's impressive ratings achievement in mind, I took the opportunity to talk once again with Program Manager **Scotty Andrews**.

I first asked Scotty what happened during the last Arbitron to rebound WVEE from its down fall '82 book (11.5-9.7)? "First of all, I think we have some very strong competition in this market. We may not have another Urban Contemporary station on FM competing with us, but we do have eight 100,000-watt FM stereo stations here who are out to be #1 in every book. During the years that I've been here, we've always wanted to keep the station in the top four, and presently there are six stations in the marketplace that are extremely strong, so that down book in the fall of '82 we knew we had to correct the things that were wrong. One thing we did that had never been done here before was a total analysis of the radio station. We identified what we felt were the weaknesses of the station, then we set about correcting them."



Scotty Andrews

Scotty went on to say, "We've always looked very good in the spring, but we drop off in the fall. For example, we had a 10.3 fall '81, in the spring '82 book we were up with an 11.5, fall '82 we went back down to a 9.7, then the spring '83 book we're at a 10.1. We've already begun our analysis of the station for the fall — this time we hope to do better. But I don't think any radio station anywhere in the country can continuously dominate a market."

Describing The Magic

I've often wondered what is V103's magic. Scotty attempted to isolate it: "I think it's a combination of things. Image, music, and community involvement are the most impor-

tant things, in my opinion. Atlanta is a fun city, but it's also a very serious city. Atlanta has become a center for commerce, fashion, sports, etc. A lot of positive things originate and come out of Atlanta. Positives are the key, we believe in positives and no negative whatsoever. Matter of fact, you'll hear very few negatives on our air, if any. We discourage all negative talk."

How does V103 get involved with the city of Atlanta? "One of the things we encourage in our staff is that they belong to at least one civic organization and work closely with that

"We still believe that all our people want to be involved in making our station better, in all ways, not just the air sound. My door is always open for ideas and suggestions."

organization. It's paid off for us, so I highly recommend that approach. I've been in this market for 13 years, so I know a number of people affiliated with many organizations... we just go get involved. Our public affairs and news programs also help us get the message out that we're here to help our fellow citizens.

"This fall we're planning a promotion leading up to Christmas called the '12 Days Of Christmas.' We're doing this so we can fulfill some wishes of those less fortunate so that they may have a big, happy, traditional Christmas. Regarding the recent historical March on Washington, we encouraged people to attend and participate. Every year we get involved doing fundraisers for the Sickle Cell Anemia Research Foundation, the NAACP, and other organizations."

A Commitment To News

Most Urban formats around the country have news, as do all radio stations. But often the amount of news is limited and the news staff is minimal. I asked Scotty what WVEE's news philosophy was. "We worry more about what's happening locally. If there's a national story about blacks that will be of importance to blacks here, we give it our utmost attention.

"We don't have a 'Rip & Read' news operation here — we have excellent news journalists who are dedicated to their profession. Presently, we have six newsmen on staff, four mobile vans, and we also lease two helicopters. The helicopters are not only used for traffic information — if there are some newsbreaking events taking place and if one of our mobile units can't get there because of the traffic, we'll put a newsmen in the chopper and get him to the site in minutes for a live report."

Scotty mentioned that WVEE will soon be moving to new headquarters. "I'm tickled about our new facilities. We're moving to downtown Atlanta into a building that's maybe a year old, and there aren't too many



KJAZ EUROPEAN JAZZ FESTIVAL TOUR — KJAZ/San Francisco sponsored a 15-day jazz extravaganza to Europe with 21-year KJAZ announcer Jerry Dean. The tour included stops at two of Europe's most notable jazz festivals, Switzerland's Montreux International and Holland's North Sea fest. Twenty-six KJAZ listeners are captured in this photo donning their KJAZ T-shirts with the Matterhorn as a backdrop.

people in it right now. We'll have two floors. On one floor will be both radio stations' operating facilities and programming departments (WVEE's and sister Country AM WPLO's). On the second floor will be sales and other administrative offices. Our studios will be equipped with state-of-the-art technology. I really think it will be a great morale booster for all of us."

As a final statement, Scotty had some good words for owner **Plough Broadcasting**. "I've been in radio for 17 years, and the seven years I've been with PBC here in Atlanta at V103 have been the best years of my career. We've always had the tools to work with to get the job done, which is very important to any profession, but you don't always have the perfect setup. We're fortunate that we work for a company that's not only sensitive to the needs of its employees but to the community as well. When you have that type of positive atmosphere around, it's usually contagious. Our people are paid good salaries,

which I think helps to provide incentive to do an excellent job.

"We still believe that all our people want to be involved in making our station better, in all ways, not just the air sound. We encourage employee participation. My door is always open for ideas and suggestions. Being

"We encourage our staff to belong to at least one civic organization. It's paid off for us."

in a city with internationally-known figures like **Julian Bond**, **Coretta Scott King**, **Andrew Young**, and **Dr. Lowery** makes all of us proud to be a part of an organization that helps to entertain and inform. It's a real exciting life experience."

WVEE has set winning standards that most radio stations dream about. The achievements of Scotty Andrews and his staff are something to be proud of.

Action

WXAG/Athens, GA begins a monthlong first anniversary celebration September 1. As part of the on-air festivities, Music/Production Director **Eric Milton** has asked us to say any artists willing to do a personalized station promo should contact him at the following number: (404) 549-1470. WXAG is the first and only Black-formatted radio station in the Athens area.

Montage Records has moved to a new address. For those interested, here's where it can be found: 112 South 16th Street, Suite 906, Philadelphia, PA 19102. The new phone number is (215) 561-5880; the toll-free number is (800) 233-3090.

Donald R. Palmer is **WBMX/Chicago's** new Public Affairs Director and host of the station's Sunday morning public affairs program, "Sunday Morning Live." Palmer, a veteran Chicagoland broadcast newsmen, replaces **Derek Hill**, who resigned in April this year to work for the **CBS-TV** affiliate in Chicago. In addition to hosting the weekly program, Palmer will anchor the morning and midday newscasts.

KRLY/Houston has signed **Captain Jack** to present a "94FM Parte' Music Countdown" every Friday night beginning at 10pm. The weekly show will count down the top ten songs in Houston's hottest clubs. Captain Jack cowrote and performed LOVE 94's tribute to Texas's tallest fraternity, "The Phi Slama Jamma Rap," earlier this year. The song was written in honor of the excellent University of Houston Cougars basketball team last year. Captain Jack will be producing the new show with KRLY's nighttime personality, **G.L. Hayes**, "The Nighthawk." Do you get the feeling that the "Disco" approach is quietly returning?

Since last week there have been more programming changes around the country in Black radio. **WZEN/St. Louis** Program Director **Ajay Kemp** is out. **Rod "Dr. Jockinstein" King** has been named acting PD/MD by the station's new GM, **Bernardine Douglas**. Expect an exciting battle to emerge in the St. Louis market between WZEN and **KMJM**, the Urban Contemporary outlet.

Sid Kennedy has been named PD/MD at **WCIN/Cincinnati**. Sid replaces **Frank Bailey**, who's been in the position less than a year. Bailey will be staying on in another capacity. Sid has worked in the Cincinnati area for a number of years, including **WSAI** and **WGUE**, a Classical outlet. Sid told me he's been in the radio industry for the past 14 years.

Willie Clark, is out as Music Director at **WORL/Orlando**, a position he's held for the past three years. **GM Willie Martin** could not be reached for comment.

WBOK/New Orleans has been purchased by well-known clergyman **L.E. Willis**. The station has taken on a new 24-hour Gospel format under the direction of new General Manager **Celestine Willis**. More details as I get them.

Kevin Trower, the new Program Manager for **Sheridan Broadcasting's** "Stars All Night" satellite program, asked us to let the music industry know that the show needs better record service. Kevin told me he definitely needed some jazz product also. If you can give him any assistance, I'm sure it would be greatly appreciated. Kevin can be reached at (412) 281-6751.

If any of you have any station news or photos you would like to see in **R&R**, send it all our way.



FIERCE FRANKIE — Atlantic recording artist Jim Capaldi (l), recently visited the studios of WBLS/New York. Frankie Crocker, Program Director of WBLS, shows off his smile and his muscles. The reason for the visit was Capaldi's first solo album release on Atlantic Records, entitled "Fierce Heart."

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| WHUR | WAIL-FM | KMJM | WKXI | WLTH |
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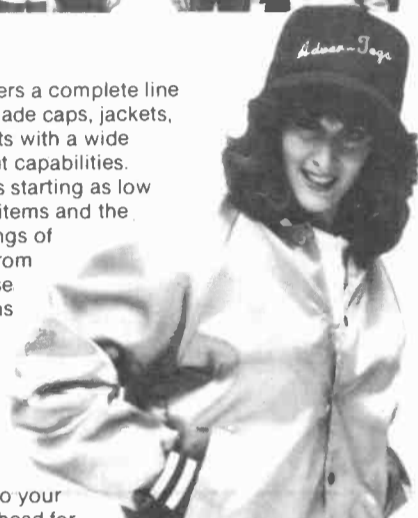
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Roman Gabriel



Among the label executives visiting Peter Gabriel backstage after the Greek Theatre/L.A. performance was PolyGram's Label Manager for Italy, Gianna Morello. Pictured (l-r) are agent Mike Farrell, co-manager Gail Coulson, Gabriel, Geffen's Carole Childs, Geffen President Ed Rosenblatt, and Morello.

Elektra/Musician Takes Steps



Elektra/Musician artists Steps Ahead recently performed at Avery Fisher Hall in New York. Pictured (l-r) are group's Mike Mainieri and Peter Erskine, manager Christine Martin, group's Michael Brecker and Eddie Gomez, E/A President Bruce Lundvall, group's former keyboardist Elaine Elias (now replaced by Warren Berhardt), and E/A VP Randy Edwards.

Mills Makes Chicago Her Own



Casablanca/PolyGram's Stephanie Mills was present in Chicago for "Stephanie Mills Day" in that city recently. Mills served as honorary Chairperson for the city's Buckingham Foundation Art Fair and will reprise her role as Dorothy in "The Wiz" in Chicago later this year. Pictured (l-r) are PolyGram's Deke Atkins, Chicago Commissioner/Dept. of Human Services Lenora Cartwright, manager Cassandra Mills, Stephanie Mills, and PolyGram's Ken Reynolds.

The Baiophonic Man



RCA's Scott Baio recorded a 900-number phone message about his current single "Some Girls." A subsequent message will detail a contest offering a trip to Hollywood to meet Baio. Pictured at the recording are Baio (left) and RCA's Don Wardell.

The Music Section

National Music Formats Added This Week

TM Programming

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- MOODY BLUES "Sitting At The Wheel"
- TALKING HEADS "Burning Down The House"
- PRINCE "Delirious"
- BRYAN ADAMS "This Time"
- MOTELS "Suddenly Last Summer"

TM A/C

- PEABO BRYSON & ROBERTA FLACK "Tonight I Celebrate My Love"
- BONNIE TYLER "Total Eclipse Of The Heart"
- NAKED EYES "Promises, Promises"

TM Country

- DEBORAH ALLEN "Baby I Lied"
- BANDANA "Outside Lookin' In"
- MICHAEL MURPHEY "Don't Count The Rainy Days"

Drake-Chenault

Bob Laurence (213) 883-7400

XT-40

- KENNY ROGERS w/DOLLY PARTON "Islands In The Stream"
- MOODY BLUES "Sitting At The Wheel"
- MOTELS "Suddenly Last Summer"
- BRYAN ADAMS "This Time"

Contempo 300

- BONNIE TYLER "Total Eclipse Of The Heart"

Great American Country

- KENNY ROGERS w/DOLLY PARTON "Islands In The Stream"
- GARY MORRIS "The Wind Beneath My Wings"
- STEVE WARINER "Midnight Fire"

Century 21

Greg Stephens (214) 934-2121

The Z Format

- STEVIE NICKS "If Anyone Falls"
- MOODY BLUES "Sitting At The Wheel"
- MOTELS "Suddenly Last Summer"
- AGNETHA FALTSKOG "Can't Shake Loose"
- DEF LEPPARD "Foolin' "
- BRYAN ADAMS "This Time"

The A/C Format

- COMMODORES "Only You"
- MANHATTAN TRANSFER "Spice Of Life"

Super-Country

- KENNY ROGERS w/DOLLY PARTON "Islands In The Stream"
- SISSY SPACEK "Lonely, But Only For You"

Tanner Musical Spectrum

Kenny Bosak (901) 320-4433

Bright Blue A/C

- SISSY SPACEK "Lonely, But Only For You"
- JARREAU "Trouble In Paradise"
- JIM GLASER "The Man In The Mirror"
- TANYA TUCKER "Baby, I'm Yours"
- BETTE MIDLER "All I Need To Know"
- MANHATTAN TRANSFER "Spice Of Life"
- WHISPERS "This Time"

Tanner Country

- MEL TILLIS "Cowboy's Dream"
- TERRI GIBBS "Anybody Else's Heart But Mine"
- THOM SCHUYLER "A Little At A Time"

Red Satin Rock

- TALKING HEADS "Burning Down The House"
- STYX "High Time"

Concept Productions

Dick Wagner (916) 782-7754

Adult Rock

- POLICE "King Of Pain"
- MOODY BLUES "Sitting At The Wheel"
- MOTELS "Suddenly Last Summer"
- BRYAN ADAMS "This Time"
- PABLO CRUISE "Will You, Won't You"
- FIXX "One Thing Leads To Another"
- TALKING HEADS "Burning Down The House"
- HUEY LEWIS & NEWS "Heart And Soul"

Radio Arts

John Benedict (213) 841-0225

Country's Best

- GEORGE JONES "Tennessee Whiskey"
- EDDIE RABBITT "You Put The Beat In My Heart"
- MICKEY GILLEY "Your Love Shines Through"
- KENNY ROGERS w/DOLLY PARTON "Islands In The Stream"

Soft Contemporary

- JARREAU "Trouble In Paradise"
- MANHATTAN TRANSFER "Spice Of Life"
- COMMODORES "Only You"

Sound 10

- JARREAU "Trouble In Paradise"
- BEE GEES "Someone Belonging To Someone"
- MANHATTAN TRANSFER "Spice Of Life"
- COMMODORES "Only You"

Transtar

Chick Watkins (303) 578-0700

- RITA COOLIDGE "All Time High"
- MEN AT WORK "It's A Mistake"
- BILLY JOEL "Tell Her About It"
- MICHAEL JACKSON "Human Nature"
- EURYTHMICS "Sweet Dreams (Are Made Of This)"

Black Radio Regionalized Adds & Hots

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

EAST
WXV/Baltimore
WILD/Boston
WKNB/Hartford
WVAA/Pittsburgh
WKND/Hartford
WVOC/Washington, DC
WVWG/Washington, DC
WNHC/New Haven
WRKS/New York
WDMT/Cleveland
WGCI/Chicago
WVGM/Detroit
WVWV/Cincinnati
WVZK/Cleveland

SOUTH
WVOK/Atlanta
WVYE/Atlanta
WVGA/Charlotte
WVJC/Jackson
WVWA/Jackson
WVXJ/Jacksonville
WVWM/Grand Rapids
WVWJ/Detroit
WVWB/Detroit
WVWQ/Detroit
WVWU/Milwaukee
WVWZ/Gary
WVWV/Saginaw

WEST
KJAZ/Los Angeles
KDAY/Los Angeles
KJLH/Los Angeles
KSNB/San Mateo
KJAZ/San Francisco
WVWJ/Gainesville
WVWZ/Detroit
WVWQ/Chicago
WVWU/Milwaukee
WVWZ/Gary
WVWV/Saginaw

KJAZ/Los Angeles
KDAY/Los Angeles
KJLH/Los Angeles
KSNB/San Mateo
KJAZ/San Francisco
WVWJ/Gainesville
WVWZ/Detroit
WVWQ/Chicago
WVWU/Milwaukee
WVWZ/Gary
WVWV/Saginaw

JAZZ RADIO
NATIONAL AIRPLAY/30
September 2, 1983
Last Week
1 SPYRO GYRA/City Kids (MCA)
2 RAMSEY LEWIS/Les Fleurs (Columbia)
3 GEORGE BENSON/In Your Eyes (WB)
4 LARRY CARLTON/Friends (WB)
5 TOM GRANT/Tom Grant (Pausa)
6 VICTOR FELDMAN/Secret Of The Andes (Palo Alto)
7 PAT METHENY/Travels (ECM)
8 MAYNARD FERGUSON/Storm (Palo Alto)
9 CLIFF SARDE/Temporary Tight (Asian)
10 ERIC GALE/Island Breeze (Musician/Elektra)
11 WYNTON MARSALIS/Think Of One (Columbia)
12 CHUCK MANGIONE/Journey To A Rainbow (Columbia)
13 EARL KLUGH/Low Ride (Capitol)
14 JARREAU/Jarreau (WB)
15 JIMMY McGRIFF/The Countdown (Milestone)
16 MACAR BROTHERS/Cosmos Kid (Aircraft)
17 HIROSHIMA/Third Generation (Epic)
18 KOINONIA/More Than A Feelin' (Breaker)
19 GERRY MULLIGAN/Little Big Horn (GRP)
20 RONNIE LAWS/Mr. Nice Guy (Capitol)
21 HERBIE MANN/Astral Island (Atlantic)
22 FREE FLIGHT/Soaring (Palo Alto)
23 RARE SILK/New Weave (Polydor/PolyGram)
24 LINDA HOPKINS/How Blue Can You Get (Palo Alto)
25 JEAN LUC-PONTY/Individual Choice (Atlantic)
26 RICHIE COLE & BOOTS RANDOLPH/Yakety Madness! (Palo Alto)
27 YELLOW JACKETS/Mirage A Trois (WB)
28 MARVIN STAMM/Stampede (Palo Alto)
29 ERNESTINE ANDERSON/Big City (Concord)
30 BOB JAMES/The Genie (Columbia)

New & Active . . . See Page 62

JAZZ REPORTING STATIONS: WYBC/New Haven, Art Russell; KSAX/Dallas-Ft. Worth, Bob Stewart; WMGI/Gainesville, FL, Lou Patrick; WLOQ/Orlando, Paul Gerardi; WBYY/Columbus, OH, Tim Hodges; WNOP/Cincinnati, Ray Scott; WJZZ/Detroit, John Hill; KTWN/Minnneapolis, Tom Pelissero; WJFM/Chicago, James Walsh; KKGO/Los Angeles, Cal Milner; KJAZ/San Francisco, Dick Conte; KJZZ/Seattle, Kasia Wilk.



Regional Adds & Hots

Table with columns: MOST ADDED, EAST, HOTTEST, MIDWEST, HOTTEST, SOUTH, HOTTEST, WEST, HOTTEST. Each column lists station names and associated artists.

Main table listing regional adds and hot tracks for various stations across different regions (East, Midwest, South, West). Includes station call letters, city, and artist names.

Table listing 150 current reports for the station. It includes the station name (KRAK/Sacramento), the report title, and the artist/album name.

Hottest Tracks: List of top songs including 'Dance Little Jean' by Liberty and 'Nitty Gritty Dirt Band'. Includes 'COUNTRY ALBUMS' section listing recent releases.

Most Requested: List of songs requested by listeners, including 'Paradise Tonight' by C. McClain & M. Gilley and 'Lady Down On Love' by RCA.

150 Current Reports: A large box containing detailed information about the current reports, including the station name, report title, and artist details.

REGIONAL MORNING ACTIVITY

EXPANDED & UP TO DATE

EAST MOST ADDED Rainbow "Dreams" (20) Moody Blues (18) Hue Lewis "Heart" (16) M. Stanley Band (13) Payolas (9) HOTTEST Asia (44) Police (43) Robert Plant (35) Jackson Browne (33) Heart (29)

Parallel One

WYV/Baltimore (301) 888-0098 WVCZ/Boston (617) 267-9090 WDFW/Pittsburgh (412) 582-5900 WZLW/Buffalo (716) 773-0098 WZLW/Buffalo (716) 773-0098 WZLW/Buffalo (716) 773-0098

JOE WALSH (M) TALKING HEADS... JOE WALSH (M) TALKING HEADS... JOE WALSH (M) TALKING HEADS...

NEIL YOUNG (M) PARACHUTE CLUB... NEIL YOUNG (M) PARACHUTE CLUB... NEIL YOUNG (M) PARACHUTE CLUB...

WAGY/Syracuse 315-472-0200 WQUR/Utica (315) 797-0803 WQUR/Utica (315) 797-0803 WQUR/Utica (315) 797-0803

WAZX/Scranton (717) 961-1842 WQBI/Albany (518) 462-5555 WQBI/Albany (518) 462-5555 WQBI/Albany (518) 462-5555

WRCI/Danbury (203) 579-9995 WERI/Westerly (401) 596-7728 WERI/Westerly (401) 596-7728 WERI/Westerly (401) 596-7728

Parallel Two

WCCO/Hartford (203) 233-4426 WYSR/Syracuse (315) 472-9797 WYSR/Syracuse (315) 472-9797

Parallel Three

WRAI/Danbury (203) 579-9995 WERI/Westerly (401) 596-7728 WERI/Westerly (401) 596-7728



WMGM/Atlantic City (609) 841-1400
OK: TOM DONALDY
MD: WAVE DIDIA

WBLM/Lewiston-Port (207) 783-2065
MD: JOSE DIAZ
MD: MIKE BUSNEY

MINOR DETAIL
QUENSYNCH
CONEY HATCH
A NEIL YOUNG
A HOTELS

KLQJ/Houston (713) 528-4591
PD: MICHELLE SAYRE
MD: NICK VAN CLEVE

MINOR DETAIL
QUENSYNCH
CONEY HATCH
A NEIL YOUNG
A HOTELS

MINOR DETAIL
QUENSYNCH
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CONEY HATCH
A NEIL YOUNG
A HOTELS

SOUTH MOST ADDED
Rainbow "Dreams" (17)
Huey Lewis "Heart" (15)
Dokken (8)
Moody Blues (7)

HOTTEST
Asia (40)
Police (40)
Robert Plant (36)
Jackson Browne (33)
Heart (32)

WLRN/Dallas (214) 748-9898
PD: ANDY LOCKRIDGE
MD: JON DILLON

WLRN/Dallas (214) 748-9898
PD: ANDY LOCKRIDGE
MD: JON DILLON

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MD: JON DILLON

WLRN/Dallas (214) 748-9898
PD: ANDY LOCKRIDGE
MD: JON DILLON

Parallel One
KTXQ/Dallas (214) 528-5500
PD: TOM OMONS
MD: DRAKE HALL

WYFN/Tampa (813) 876-0455
PD: GARY DUNLOP
MD: RON DIAS

WYFN/Tampa (813) 876-0455
PD: GARY DUNLOP
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MD: RON DIAS

WYFN/Tampa (813) 876-0455
PD: GARY DUNLOP
MD: RON DIAS

MIDWEST MOST ADDED
Rainbow "Dreams" (17)
Huey Lewis "Heart" (13)
M. Stanley Band (10)
Moody Blues (10)
Big Country "Country" (8)

HOTTEST
Police (40)
Asia (38)
Robert Plant (36)
Jackson Browne (33)
Heart (29)

WYFN/Tampa (813) 876-0455
PD: GARY DUNLOP
MD: RON DIAS



Main directory listing of radio stations and their programming details across various markets.

WEST MOST ADDED and HOTTEST lists of stations and programs.

Parallel One K-97/Edmonton and KSQY/Rapid City listings.

Parallel Three WBYG/Kankakee and WYER/Mt. Carmel listings.



WIDE BOY ANNE
JOCKEYS
UB40
KISSING THE PINK
MALCOLM MCLAREN
MUSICIANS
GARY MYRICK
OLIVIA O'LEARY
MORRIS MORRAN
DIAL-N
TRES
MAURICE & CLICHES
SPANDAU BALLET
ALAN
STRAY CATS
MIAMI U.E.
OPF2
PETER GABRIEL
V.E.M.
LORDS OF THE NEW C
ALTERED IMAGES
TIM FINN
MENA
JOE JACKSON
HEALTH AS ANYTHING
GANG OF FOUR
FADEI
TONY CLAY
NEW ORDER

KQB-FM/San Diego
(619) 292-1380
PD: LARRY BRICE
ASST. PD: TED EDWARDS

KUPD/Phoenix
(602) 838-3082
PD: ERN GLADDER
ASST. PD: VAL MCINTOSH

KMET/Los Angeles
(213) 464-5638
PD: SAM BELLARY
ND: HUGH SERRATT

KFOG/San Francisco
(415) 885-1045
PD: DAVE LOGAN
ASST. PD: (FROZEN)

KCAL/San Bernardino
(714) 825-5020
PD: JIM JAMES
ND: KEIC STERNETT

KBCO/Boulder
(303) 444-5600
PD: JOHN HANDLEY
ND: DOUG CLIFTON

KMEL/San Francisco
(415) 391-0400
PD: ROBERT COLE
ND: NADINE HARRIS

KOLA/San Bernardino
(714) 825-8952
PD: AL BARNETT

Men Without Hats
ELTON JOHN
ASIA
ROBERT PLANT
POLICE
BIG COUNTRY
ANIMALS
TALKING HEADS
NEIL YOUNG
KNSB
SPANDAU BALLET
GRIFFIN
MAURICE & CLICHES
SPANDAU BALLET
ALAN
STRAY CATS
MIAMI U.E.
OPF2
PETER GABRIEL
V.E.M.
LORDS OF THE NEW C
ALTERED IMAGES
TIM FINN
MENA
JOE JACKSON
HEALTH AS ANYTHING
GANG OF FOUR
FADEI
TONY CLAY
NEW ORDER

KBP/Denver
(303) 638-2313
PD: PHIL STRIDER
ND: KAREN ALLEN
(FROZEN)

KMPD/Salt Lake City
(801) 282-5541
PD: RANDY ROSE
ND: BARRY HOLL

KPOI AM-FM/Honolulu
(808) 524-7100
PD: BILL HUIE
ND: ANNY PRESTON

KZEL/Eugene
(503) 484-4304
PD: KEN WARREN

KTYD/Santa Barbara
(805) 963-1801
PD: JANE ASHER
ND: ALLAN WILSON

KSPN/Aspen
(303) 925-5776
PD: LEE OSKAM
ND: TOM CRUICK

KZOK/Seattle
(206) 223-3911
PD: JIM ROBINSON
ND: CRAIG WORTHIN
(FROZEN)

KSOJ/San Jose
(408) 288-5400
PD: LEE ROY HANSEN
ND: MIKE STEVENS

FLIX
KINGS
ZEBRA
DAVID BOWIE
IRON MAIDEN
RATT
MEN AT WORK
MOODY BLUES
AC/DC

KOMI/Las Vegas
(702) 876-1480
PD: CHARLIE MORRIS
ND: BIG WATT

KREI/Spokane
(509) 448-2000
PD: BILL STAIRS
ND: TONY HILES

KWXL/Albuquerque
(505) 785-5400
PD: BILL STAIRS
ND: DOUG DAVIS

KWFM/Tucson
(602) 824-5588
PD: JIM RAY
ND: (FROZEN)

KFIV/Modesto
208-527-8100
PD: C.J. STONE

EVILIS COSTELLO
GRANAM PARKER
JACKSON BROWNE
CONY HATCH
II TOP
JOE WALSH
CHERRY PREICE
TALKING HEADS
STEVE RAY VAUGHAN
MOODY BLUES
ROBERT PLANT
NILE LOPFREN
KINGS
JOAN JETT
SPITS
DANNY SPANOS
SPRIT
QUIET RIOT
JOE LAKE
NOTES
ADAM
PETER SCHILLING
BIG COUNTRY
HEALTH AS ANYTHING
COBRA

KRSP/Salt Lake City
(801) 282-5541
PD: RANDY ROSE
ND: BARRY HOLL

KWHL/Anchorage
(907) 349-8551
ND: CARTER S. BRADLEY

KIDQ/Boise
208-338-0939
PD: DAVE FREEDMAN
ND: (FROZEN)

KZAP/Sacramento
(916) 925-3700
PD: CHECK BRUNING
ND: TOM CABLE
(FROZEN)

KIJO/Colorado Springs
(303) 634-4896
PD: RICH BARK
ND: ALAN WHITE

KFMF/Chico
(916) 343-6461
PD: RON WOODWARD

KTCL/Ft. Collins
(303) 971-1232
PD: JOHN HAYES
ND: SCOTT ARBOUGH

Twisted Sister
EVILIS BROTHERS
JOHN RAT & STEPPEN
TRANSLATOR
HEALTH
TIN BOOTS
LEIA PRICE
GARY MYRICK
ADAM
ROBERT PLANT
JOE JACKSON

KKDJ/Freano
(209) 228-5991
PD: DEAN OPPERMAN
ND: JEFF BRENDEL

K200/Missoula
(406) 728-5500
PD: VERN ANGO

KTYD/Santa Barbara
(805) 963-1801
PD: JANE ASHER
ND: ALLAN WILSON

KAWY/Casper
307-235-1515
ND: (FROZEN)

KOZZ/Reno
(702) 329-9281
PD: DANIEL COOKE
ND: BRUCE VAN DYKE

Parallel Two

Parallel Three

An asterisk (*) signifies a primary station in its parallel, denoting a station's competitive ratings strength.

PARALLEL PLAYLISTS

CBS 620 EAST Montreal PD: Rob Braide

103 WPHD Buffalo PD: Harv Moore MD: John Piccillo

WXKS-FM Boston PD: Sonny Joe White Music Coord: Geni Donaghey

WWSW Chicago Ops. Mgr.: Steve Casey MD: Steve Perun

101.1 Washington, D.C. PD: Alan Burns MD: Mary Taten

BIG 4 WBSB Baltimore PD: Jan Jeffries Music Coord: Amy Kronthal

ROCK 102 WBEN-FM Buffalo PD: Bob Wood MD: Roger Christian

B93.1 Pittsburgh PD: Steve Kingston MD: Don Geronimo

Buffalo PD: Ray St. James MD: P.J. Fox

HITRADIO 96 WHTX FM STEREO Pittsburgh PD: Cary Pall MD: Keith Abrams

PRO FM Providence Operations Manager: Tom Cuddy

WKBW Buffalo PD: Sandy Beach MD: Jon Summers

1050 chum Toronto PD: Jim Waters MD: Brad Jones

WNBC Radio 66 New York PD: Kevin Metheny Music Coord: Babette Stirling

CFR 680 Toronto PD: Sandy Sanderson MD: Bob Saint

SOUTH Atlanta PD: Jim Morrison MD: Jeff McCartney

92.7 Tampa Ops Mgr: Mason Dixon MD: Diana Thomas

78.9 Houston PD: John Lander MD: Patty Hamilton

MIAMI PD: Keith Isley MD: Mark Shands

93 Atlanta PD: John Young MD: Chris Thomas

Dallas/Ft. Worth PD: John Shomby Asst. PD/MD: Pete Thomson

Miami PD: Robert W. Walker MD: Frank Amadeo

MIDWEST PD: Bob Travis MD: Tom Jeffries

(H) indicates one of the five "hottest" records on each Parallel One playlist.

(Police continued)

RAYN 12-7, WJZY 27-26, KQIZFM 10-6... (Police continued) listing various radio stations and their frequencies.

MICHAEL SEMBELLO Maniac (Casablanca/PolyGram) LP: Sountrack Flashdance. Regional 185/1, 84%. National Summary: UP 38, DEBITS 0, SAME 0, DOWN 1, ADOS 1.

SPANDAU BALLET True (Chrysalis) LP: True. Regional 201/2, 91%. National Summary: UP 19, DEBITS 19, SAME 75, DOWN 0, ADOS 2.

FRANK STALLONE Far From Over (RSO/PolyGram) LP: Soundtrack Staying Alive. Regional 191/2, 87%. National Summary: UP 157, DEBITS 3, SAME 25, DOWN 4, ADOS 2.

STRAY CATS (She's) Sexy 17 (EMI America) LP: Rant 'n' Rave... Regional 180/2, 82%. National Summary: UP 147, DEBITS 1, SAME 25, DOWN 1, ADOS 1.

TALKING HEADS Burning Down... (Sire/WB) LP: Blame It On Love. Regional 132/17, 60%. National Summary: UP 53, DEBITS 18, SAME 42, DOWN 1, ADOS 17.

PRINCE Delirious (WB) LP: 1999. Regional 126/81, 57%. National Summary: UP 26, DEBITS 24, SAME 34, DOWN 0, ADOS 61.

SHALAMAR Dead Giveaway (Solar/Elektra) LP: Living In Oz. Regional 158/3, 72%. National Summary: UP 113, DEBITS 7, SAME 26, DOWN 12, ADOS 7.

RICK SPRINGFIELD Human Touch (RCA) LP: Living In Oz. Regional 174/0, 79%. National Summary: UP 114, DEBITS 2, SAME 36, DOWN 20, ADOS 40.

ROD STEWART What Am I Gonna... (WB) LP: Body Wishes. Regional 129/29, 59%. National Summary: UP 59, DEBITS 21, SAME 29, DOWN 5, ADOS 29.

STYX High Time (A&M) LP: Kilroy Was Here. Regional 114/5, 52%. National Summary: UP 57, DEBITS 5, SAME 45, DOWN 0, ADOS 5.

BONNIE TYLER Total Eclipse... (Columbia) LP: Faster Than The Speed... Regional 205/9, 93%. National Summary: UP 138, DEBITS 7, SAME 2, DOWN 7, ADOS 9.

KENNY ROGERS & WOLLY PARTON Island In... (RCA) LP: Eyes That See In The Dark. Regional 143/23, 85%. National Summary: UP 37, DEBITS 17, SAME 30, DOWN 0, ADOS 27.

SHALAMAR Dead Giveaway (Solar/Elektra) LP: Living In Oz. Regional 158/3, 72%. National Summary: UP 113, DEBITS 7, SAME 26, DOWN 12, ADOS 7.

RICK SPRINGFIELD Human Touch (RCA) LP: Living In Oz. Regional 174/0, 79%. National Summary: UP 114, DEBITS 2, SAME 36, DOWN 20, ADOS 40.

ROD STEWART What Am I Gonna... (WB) LP: Body Wishes. Regional 129/29, 59%. National Summary: UP 59, DEBITS 21, SAME 29, DOWN 5, ADOS 29.

DONNA SUMMER Unconditional Love (Mercury/PolyGram) LP: She Works Hard For The Money. Regional 58/22, 26%. National Summary: UP 22, DEBITS 9, SAME 21, DOWN 0, ADOS 22.

BONNIE TYLER Total Eclipse... (Columbia) LP: Faster Than The Speed... Regional 205/9, 93%. National Summary: UP 138, DEBITS 7, SAME 2, DOWN 7, ADOS 9.

KENNY ROGERS & WOLLY PARTON Island In... (RCA) LP: Eyes That See In The Dark. Regional 143/23, 85%. National Summary: UP 37, DEBITS 17, SAME 30, DOWN 0, ADOS 27.

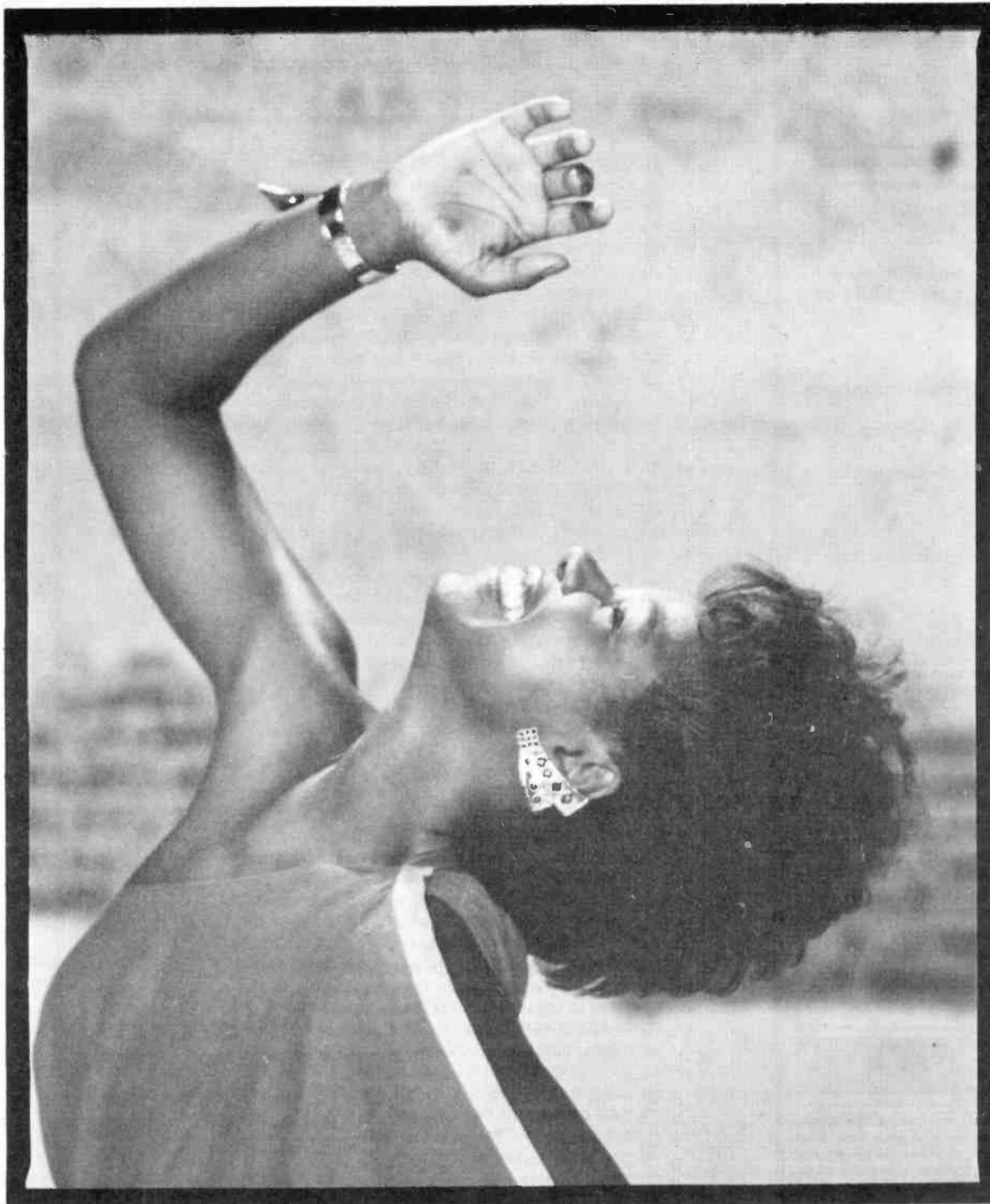
SHALAMAR Dead Giveaway (Solar/Elektra) LP: Living In Oz. Regional 158/3, 72%. National Summary: UP 113, DEBITS 7, SAME 26, DOWN 12, ADOS 7.

RICK SPRINGFIELD Human Touch (RCA) LP: Living In Oz. Regional 174/0, 79%. National Summary: UP 114, DEBITS 2, SAME 36, DOWN 20, ADOS 40.

ROD STEWART What Am I Gonna... (WB) LP: Body Wishes. Regional 129/29, 59%. National Summary: UP 59, DEBITS 21, SAME 29, DOWN 5, ADOS 29.

DONNA SUMMER Unconditional Love (Mercury/PolyGram) LP: She Works Hard For The Money. Regional 58/22, 26%. National Summary: UP 22, DEBITS 9, SAME 21, DOWN 0, ADOS 22.

BONNIE TYLER Total Eclipse... (Columbia) LP: Faster Than The Speed... Regional 205/9, 93%. National Summary: UP 138, DEBITS 7, SAME 2, DOWN 7, ADOS 9.



BREAKER



Randy's calling you on the "Nightline"

Randy's calling you on the "Nightline"—

person to person, heart to heart.

The time is now.

The place is radio.

The connection is perfect.

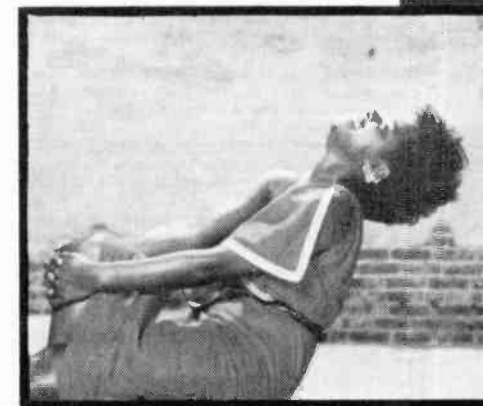
Randy Crawford has had hits before,

but nothing like "Nightline."

"Nightline," a Breaker.

The first single from the

forthcoming album **Nightline**.



Producer: Tommy LiPuma



THE MOODY BLUES

The Present



2nd Week CHR
& AOR Breaker

"SITTING AT THE WHEEL"

THE MOODY BLUES FIRST SINGLE

FROM THE LONG AWAITED NEW ALBUM, THE PRESENT

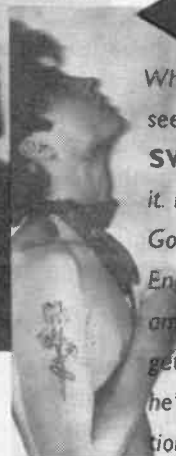


MARKETED AND MANUFACTURED BY
PolyGram Records



MARIA ROBLED

Back in England **AZTEC CAMERA** came to light via Rough Trade Records. The release of the group's first LP **HIGH LAND, HARD RAIN** impressed **ELVIS COSTELLO**, who told *Face Magazine* it was his favorite record this year and that 19-year-old leader **RODDY FRAME** was the person he had to pace himself against. Said *Melody Maker*, "Treat this record with the respect it deserves... Listen to it over and over again." Praise continued from *New Musical Express*, which hailed "the strengths that have become Roddy Frame's hallmark: the soaring chorus and the silyer guitar, the spirited melody and even the occasional shiver down the spine." As it said, the record is "one for the morning when the sun shines and there's milk in the fridge, money in your pocket..." Current single from **HIGH LAND, HARD RAIN** is **OBLIVIOUS**.



Wild People In Church worshipping what looks like... What the hell is it??? Anyway, that's part of the soon-to-be-seen **TIM SCOTT** video for his **SWEAR** single from the **SWEAR** mini-LP. You read it here first: it's a hit, we swear to it. Produced by Richard Gottreher (*Blondie*, *Robert Gordon*, *Go Go's*), this former **ROCKAT** worked on the video with English director **TIM POPE**, who also did Neil Young's amazing **WONDERIN'** video, **BOW WOW WOW** and is getting set for a new **PRETENDERS**. Forget Tim Pope—he's already getting the play. Break **TIM SCOTT** (no relation to Francis Scott Key). **SWEAR**. The mini-LP. The video.

If you saw the recent issue of **ROLLING STONE**, the one with **STING**, look again at the cover headline about how **AZTEC CAMERA** is England's hottest young band. This is **RODDY FRAME**, the 19-year-old lead singer and songwriter of **AZTEC CAMERA**. Get the picture!

FUTURES



HEAR TODAY
HERE TOMORROW

LISTEN TO: B-Side of **DELIRIOUS** by **PRINCE** is **HORN**Y TOAD, which is not on the 1999 album...



JOY GARGANI

SOMETHING TO LOOK FORWARD TO. Coming soon: songs about Disney and Hefner, Sex with a Kennedy, the Brave New World, Gucci Loafers, Mr. Big, Hula Hoops, Never Never Land, Going Back To Russia and Assorted Sexual Connections. **T-BONE BURNETT** has a new album **PROOF THROUGH THE NIGHT** (see Francis Scott Key). After **TRAP DOOR**, last year's raved-about EP (#1 in **VILLAGE VOICE**, ahead of the great R.E.M. EP) and so many stars from the **ROLLING STONE** review that it looked like Liberace's closet, **T-BONE BURNETT** has made a full album. No funny haircut. No nasal Englishmen. With quietly violent songs like "Murder Weapon" (see MTV), "Baby Fall Down" and "Fatally Beautiful," this one makes you sit down and listen.



GARY HEERY

The talk of New York is **MADONNA**, the blonde bombshell whose 12" hits "EVERYBODY" and **BURNING UP** b/w **PHYSICAL ATTRACTION** have sold more than 150,000 copies. The last two cuts are on the immaculately conceived **MADONNA** album, the one with the cover that looks like **MARILYN MONROE** crossed with **JEAN HARLOW**, except that Madonna's got a dog chain around her neck, and her publicity pic shows her belly button. The record's even hotter than she looks, produced by Reggie Lucas and John "Jellybean" Benitez, the top mixer in New York—he also did new T. HEADS 12" remixes, "Maniac" and "Flashdance (What A Feeling)." Now comes the single **HOLIDAY**. You know what happened the last time someone turned down a **MADONNA**. We hear there's an unbelievable video coming next month.

WARNER BROS. RECORDS

ONE OF LITTLE RIVER BAND'S GREATEST HITS JUST WENT SOLO.

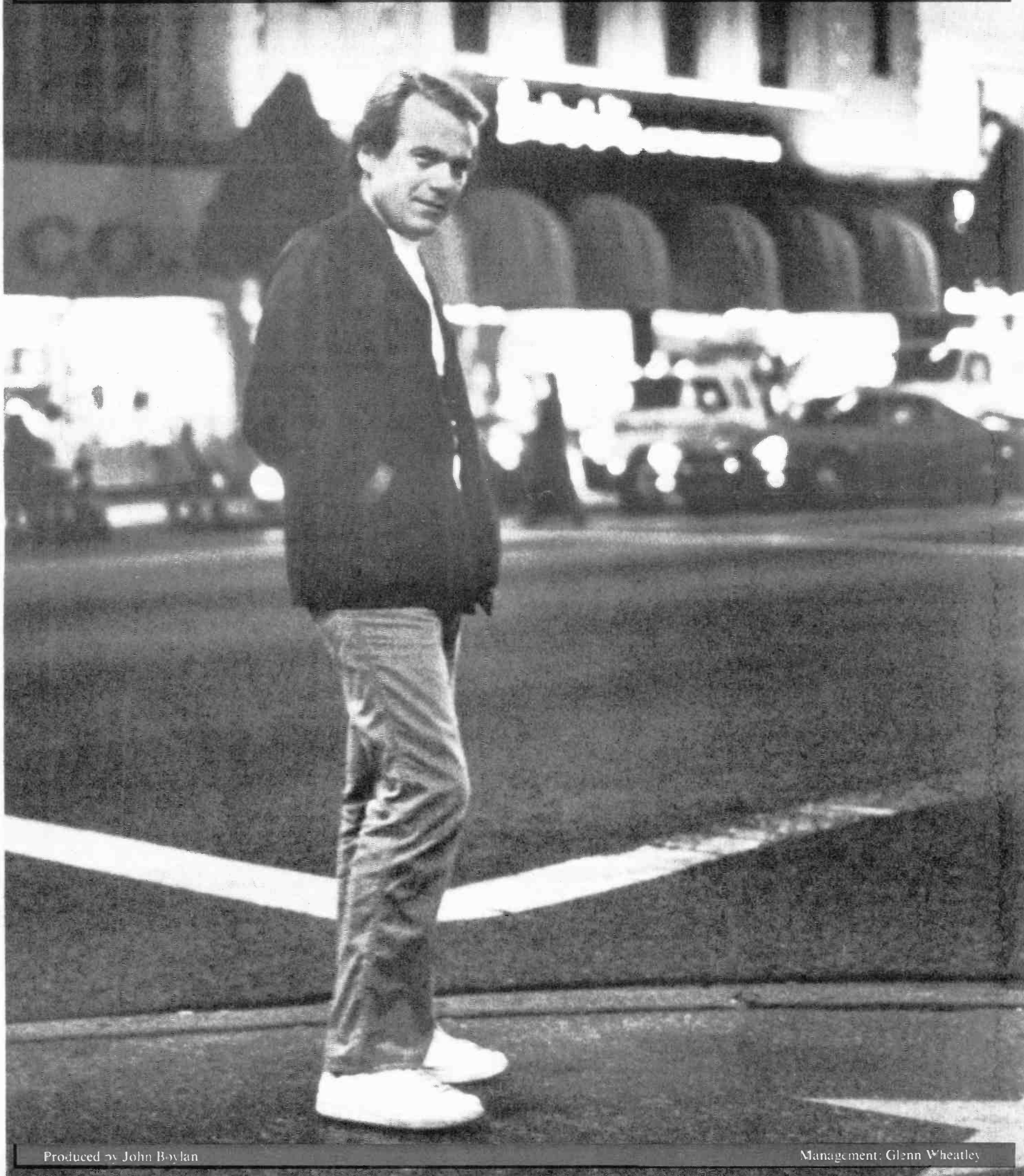
GLENN SHORROCK.

His debut single is

DON'T GIRLS GET LONELY?



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Produced by John Boylan

Management: Glenn Wheatley

