

Radio & Records

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STATION SWITCHES TO BONNEVILLE

Schy Becomes KOAX Operations Manager

Steve Schy has been appointed Operations Manager of Group W's KOAX/Dallas, moving from a similar position at KMEQ-FM/Phoenix. Schy's appointment coincided with KOAX's adopting Bonneville's Easy Listening format last week (9-1); the station formerly used Schulke's Beautiful Music approach.

Schy told R&R, "I'm really excited about it. Westinghouse has all the resources anyone could ask for. We're determined to make KOAX the top Easy Listening station in Dallas.

"KOAX was viewed as an old Beautiful Music station, so we have a positioning problem. We

have to become more well-known in the community and let people know where to find us. We feel Bonneville has a brighter sound, more the kind of music that will appeal to the younger demographics; and Bonneville is a very progressive company."

Before joining KMEQ-FM, Schy was interim Operations Manager and morning personality at KQYT/Phoenix. He previously worked at KEZK/St. Louis and WHEZ/Huntington, WV.

Simon Promoted To Operations Manager At KYST/Houston

Cat Simon has been promoted to Operations Manager at KYST/Houston, replacing market veteran Hank Moore. Simon, who will continue to handle his midday air shift, told R&R, "I'm going to do my best to handle the day-to-day operational affairs and keep this place running smoothly, which will help (consultant) Clay Gish's programming ideas achieve success. This station is really taking off, and there is of course a tremendous battle between KYST and 79Q, which makes this job very interesting. This is the right place to be for me, as I think with Clay's help, we'll be a major force in Houston."

KYST VP/GM Vesta Brandt commented to R&R, "As we have evaluated our situation, we felt that Cat would be perfect to be our Operations Manager. His aggressiveness, combined with his excellent on-air work and capabilities in so many areas around the station, make him the logical choice. He's been here for a couple of years, even prior to my joining the station, so he's got a pretty good idea about what the market needs. He and Clay Gish work well together, and Cat's got a great understanding of what Clay is trying to accomplish."

KYST recently switched formats to CHR, as did fellow AM competitor KULF (now KKBQ or 79Q). Simon was formerly known as Mike O'Brien when he was an air personality at KSET-FM/El Paso prior to joining KYST.

WCAO Going Country

Longtime contemporary music station WCAO/Baltimore will abandon its current Adult/Contemporary format in favor of Country within three weeks. WCAO VP/GM Joe Cahill told R&R, "We're shooting to go Country on the first or second of October."

Explaining the decision to change formats on the AM station, Cahill said, "We took a pretty extensive market research study, and it showed us a considerable hole, particularly on the AM side, for country music in Baltimore. We're going to call ourselves 'Modern Country,' whatever that means... you could ask me what Adult/Contemporary means and I

couldn't tell you that either! Actually A/C and a lot of modern country are similar. I would imagine in round figures that a third of the music we're playing now we'll continue to play."

Asked about personnel changes as a result of the announced shift, Cahill told R&R, "We just went public with the change, so I don't really know yet if there'll be many staff changes. Everyone seems to be quite happy about it. The only ones we've lost have been our current morning team 'Lou & The Bear' (Lou Roberts & Allen Berrier)." John Lund will consult the new Country format on WCAO.



GOING MY WAY? The answer to that one is yes, if you're planning a cruise in the WLPX/Milwaukee "Mello Yello Limo." You may have noticed that the vehicle pictured above seems to be coming and going at the same time, an effect that is purely intentional. In fact, two Checker cabs were carefully crafted together for this outrageous vehicle. No detail was left out, as both seats face identical dash assemblies, steering wheels, pedals, lights, etc. The bright yellow limo travels the streets and highways of Milwaukee as an ambassador of goodwill (and considerable pedestrian confusion) for WLPX. If you think the car looks strange from the outside, can you imagine riding inside? Talk about your backseat drivers!

ROUNSAVILLE OUT OF OWNERSHIP

Nationwide Buys WBJW & WLOF For \$6.5 Million

Robert Rounsaville has agreed to sell his last remaining broadcast properties, WBJW & WLOF/Orlando, to Nationwide Communications for \$6.5 million in cash. Nationwide's VP/Radio Division Steve Berger told R&R, "We will close on these new properties Sep-

tember 16. The Orlando market is a young, vital and actively growing city, so as Nationwide expands, we're glad to be there. Both stations are very successful, so we plan on keeping things the same. You don't fix something that's not broken." WLOF is an

Adult/Contemporary station at 950 kHz with 5 kw of power. WBJW (BJ105) is formatted CHR with 100 kw at 105.1 MHz.

Nationwide currently owns WNCI/Columbus, OH; WGAR & WKSX/Cleveland; WLEE/Richmond; WKZL/Winston-Salem; WPOC/Baltimore; and WSHH/Pittsburgh as well as TV and cable outlets.

Rounsaville now plans to devote his full energies to Robert W. Rounsaville & Associates, a brokerage firm handling broadcast acquisitions. Rounsaville, who has owned more than 40 radio stations in his extensive broadcasting career, told R&R, "I've owned some great stations like the ones we are selling to Nationwide, plus WQXI/Atlanta, WFUN/Miami (now WNWS), WDAE & WJYW/Tampa, WAIV & WNSY/Jacksonville, WCIN/Cincinnati, WYLD/New Orleans, and WLOU/Louisville. In that time I've done every format and been affiliated with every network that's existed, so I feel I've done it all in radio. I've always handled my own sales. I know that with my brokerage experience my firm can do a great job for others."

HANSEN, WARE TAKE CHARGE

KXRX Becomes CHR KHTT

Adult/Contemporary-formatted KXRX/San Jose switched to a CHR format this week (9-7) with the new call letters KHTT and identity "K-HIT 15." Lee Roy Hansen, Operations Manager/PD for the station's AOR FM sister KSJO, has been designated Operations Manager for KHTT in addition to his present duties, while Dave Ware has been named PD and morning personality.

Hansen, commenting on his new appointment, told R&R, "It's great. I'm looking forward to the day when I can own my own station, and this is the next step."

Ware, who previously programmed KSTN/Stockton and was most recently midday personality at KLOK/San Jose, remarked that the station features "a sound

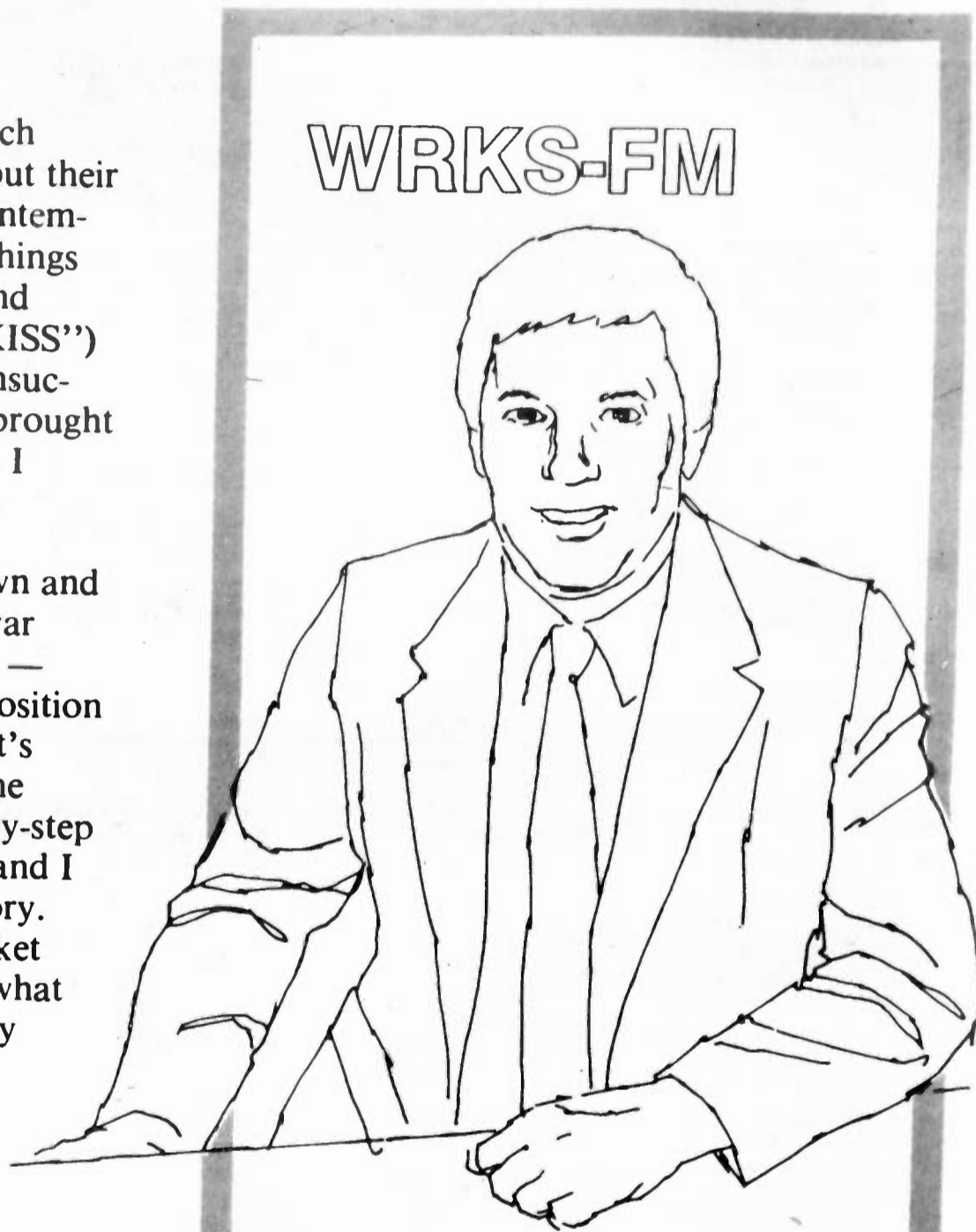
that no listener can find on the AM dial anywhere: the best of the old songs and the best of the new. This is the most challenging position I've held in my 14 years in broadcasting, because K-HIT 15 is a totally new operation. We have brand new call letters, new personalities for the Bay Area, experienced personalities full of enthusiasm for life. That's being communicated over the air, and we think it'll excite our listeners, and they'll want to stay with us for a long, long time."

The K-HIT lineup, in addition to Ware's 6-10am shift, includes Justin Palmer 10am-3pm, Ron Stevens 3-7pm, Mark Tanner for evenings, and Dave Diamond all-nights.

“It surprised me that they could even help create strong growth in this format.”

“I’d known the people at The Research Group for many years. And I knew about their quality and their success in the adult contemporary format (where we’d done great things together), Rock — A.O.R., Country, and News/Talk. But at WRKS-FM (98.7 “KISS”) we’d been in an *urban* format, rather unsuccessfully, for quite some time when we brought them in to help us strategize for success. I wasn’t sure what the outcome would be.

Now, at that time — when we sat down and discussed the applications of offensive war strategy to come up with a winning plan — WRKS-FM had an overall #21 market position with a 1.6 (12+) share in Arbitron. That’s what we in New York call “red ink”. The Research Group laid out a careful step-by-step plan which Lee Simonson, Barry Mayo and I set about to accomplish. The rest is history. Our last book showed an overall #2 market position with a 5.9 (12+) share. That’s what we in New York call “black ink”. . . . very black ink.”



*DON KELLY, Program Director
“98.7 KISS” WRKS-FM*

In almost every field there is a company that has *earned* a reputation as the leader.

The Research Group

Radio's Strategic Research Team

this week . . . 9-10-82

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Pande Named Operations Manager At KCNN

Pete Pande has been named Operations Manager/afternoon anchor at KCNN/San Diego, effective September 13. Previously News Director at KPRO/Riverside for almost three years, Pande succeeds Jeff Lucifer, who exited to become Assistant Program Director at neighboring KEZL (R&R 8-27).

Commenting on the appointment, KCNN & KGB News Director Jeff Prescott said, "I first heard of him while he was stringing for KFWB/Los Angeles. He's a fine, upcoming young journalist and he did great work in Riverside." Pande told R&R, "I think that I've gotten great experience at KPRO; it's a real good market to start in. And obviously moving to San Diego is ideal. I think it's a good market and a great place to live. I'm really excited about starting with KCNN because I want to work at a News station and it's sort of an innovative venture. I'm looking forward to it very much."

Concurrent with this announcement, Kelly Wheeler has been appointed Managing Editor. He joins KCNN after a three-year stint at crosstown competitor KSDO.



WGN LETS THE CHICKEN TAKE THE CAKE — The San Diego Chicken was in Chicago for a Cubs-Padres game, and WGN, which broadcasts Cubs games, presented him with a giant stadium-shaped "layer" cake on the occasion of his birthday. Pictured (l-r) are WGN personality Bob Collins, the Chicken (Ted Giannoulas), and WGN's Jim Loughman.

Brodey Directs National Album Promotion At Network Records

John Brodey has been named Director/National Album Promotion for Network Records, a newly-created position. Brodey ran independent promotion firm Brodey-Perry & Associates, and will continue to work on certain projects for that company. Previously he headed East Coast promotion for Casablanca and was at WBCN/Boston for ten years as Music Director and air personality.

Brodey told R&R, "This is a company for the 80's. Our size, structure, and principal goals are tailored perfectly for the business

as it is coming to be known. Working with (Network President) Al Coury is like being sold a set of encyclopedias on the record business, so I feel doubly benefitted."

Coury commented to R&R, "I worked with John for the last couple of months as an independent. I found him to be extremely effective and aware of the nuances of today's AOR radio. I felt very confident in his ability to communicate both with radio and promotion people. I'm very pleased that we were able to get him to join us."

Cohen Program Director At KHYT/Tucson

Sherman Cohen has been appointed PD at KHYT/Tucson, replacing Rich "Brother" Robbin, who had programmed the station for the past four years. Cohen was most recently Programming Assistant at KRLA/Los Angeles, and also worked in KIIS/Los Angeles's programming department and produced Wolfman Jack's syndicated radio show.



KHYT President/GM Laurie Fagin told R&R, "I think we've hired someone whose extensive background in music will help us program Tucson's best hit radio station. We're behind Sherman 100%. We're parting amiably with Rich Robbin, and we wish him luck."

Moves Toward Conventional CHR

KHYT had been slanted in an Urban Contemporary direction, but under Cohen will move to a more conventional CHR stance.

Cohen told R&R, "My first step will be to better define an image for the station, so that when people tune in, they know exactly what they'll be getting. We plan to play the hits of all types, not just those that lean to the black audience as was previously done. We will also incorporate those cuts by artists that are turning out some of the 'modern music' that's showing increased popularity around the country. We'll be known as the 'New 13 K-Hit,' and plan to be very active within the market. I'm definitely excited about this opportunity."

TRANSACTIONS

Johnson Buys WLOU

Johnson Communications, a subsidiary of top black magazine publishing firm Johnson Publishing, has purchased WLOU/Louisville for \$1.6 million from Summers Broadcasting. Johnson currently owns WJPC/Chicago, and publishes Ebony and Jet. WLOU was the second-rated station in Louisville's spring Arbitron book with a 9.3, and is located at 1350 kHz on the dial, with 5000 watts, daytime-only. Cecil L. Richards brokered.

LETTER

Artificial Air Personalities?

Dear R&R,

On a recent trip to the Midwest, I engaged in the pastime of many broadcasters who vacation by car . . . dial-twisting.

Being an air personality myself, I was listening with a critical ear, and was rather surprised to find times haven't changed that much from the 1960's. Seems about 90% of the "personalities" I listened to could be categorized as one of the following:

- 1) Tommy Talk-Up . . . the guy who will slow down his intro to hit the vocal post, every time.
- 2) Peter Puker . . . characterized by what some call yukking, or affecting the voice to such a degree it becomes comical.
- 3) Freddy Feedback . . . the joker who needs 50 db in the cans, and a hearing aid by age 28.
- 4) Al Inaudible . . . screams over the intros. These guys prefer hands-off control of the board, so they'll be prepared for that New York City gig. Good luck.
- 5) Willie Wimp . . . a simple case of no self-confidence.

It usually follows that the first three of this group are in love with themselves, obnoxiously so.

I'm sure there are more one could add to the list, but my point is this: the business of being an air personality is communication with the listener, on a one-to-one basis.

KDKA's Roy Fox sums it up as communicating, and he's a master at it. This critique, if you will, is not exclusive to the Midwest. Certainly it is nationwide, and a continuing problem for many on-air folk (of both sexes) to overcome.

When I was a neophyte in the industry, I used to think I sounded better if I lowered my voice as much as possible for the basso profundo effect. Looking back, I wonder why they kept me.

Being natural and letting your own real personality come through without gimmickry is the very essence of our profession.

Tom McCarthy, WGY/Schenectady

Washington Report

Daytimers Meeting In Reno

The Daytime Broadcasters Association (DBA) is inviting daytime-only operators to attend a 4pm forum Monday, September 13, at the NRBA Convention in Reno. The exact location will be announced at the convention. DBA President Jim Wychor of KWOA/Worthington, MN will moderate a panel which includes FCC Policy & Rules Chief Rod Porter, NRBA Engineering Advisor Harold Kassens of the engineering firm A.D. Ring, DBA counsel Greg Skall of the Washington law firm Blum and Nash, and Andy Anderson of KBIR/Bismarck, ND.

A package of daytimer relief measures recently proposed by the FCC will top the agenda. The Commission has set a November 15 deadline for anyone wanting to comment on those proposals. Reply comments will be due December 15.

FCC Chief Scientist Lukasik Resigns

Effective October 2, FCC Chief Scientist Steve Lukasik will resign to become a Vice President of the Northrop Corporation. He'll manage the company's Research and Technology Center in Palos Verdes, CA.

FCC Chairman Mark Fowler commented, "Steve Lukasik's contributions to the Commission are many. He brought a high level of scientific and technological expertise to the agency at a critical juncture in the development of communications policy for this country."

Before joining the FCC in 1979, Lukasik had been Chief Scientist for the Rand Corporation. Other past positions included being Director of the Defense Department's Advanced Research Projects Agency and a VP of the Xerox Corporation.



Steve Lukasik

FORMER KAHN STATIONS TO COMPARE

WLS, WGN Switch Test To Harris AM Stereo

It seems that even stations already broadcasting in AM stereo aren't completely sold on the systems they're using. In Chicago, both WLS and WGN, which have been using Kahn AM stereo, are planning to disconnect their Kahn exciters in order to test the competing Harris system.

At ABC O&O WLS, Chief Engineer Al Resnick noted that ABC has never committed itself to one system. He said Harris has offered to provide WLS with an exciter for "testing and evaluation," without any advance purchase requirement. The station's experience with AM stereo so far has produced only "minor problems," he added, mostly stemming from the station's lack of preparedness for the signal processing stereo transmission requires.

Resnick said the Harris process interests him because, as the only linear system among the four AM stereo competitors, it offers the only "theoretically distortion-free system." Resnick expects to be using the

Harris system by the end of September at WLS, although ABC's other AM stereo station, WMAL/Washington, will continue with the Kahn system. WGN Chief Engineer Jim Carollo said his station cancelled an original order to buy Harris. Harris then offered to make its system available for testing, he said, adding that the evaluation results will probably decide which one ultimately remains on the air.

Of his experience so far with the Kahn system, Carollo told R&R. "There has been no noticeable degradation in our monaural performance. Stereo performance has been acceptable, although I'm not sure it's the best."

RADIO MARTI SENATE TEST

Voice Of Cuba Suffers Laryngitis

The five high-powered Voice of Cuba radio stations, which rocked the U.S. Broadcasting industry during their four-hour debut last week (8-30), have remained silent ever since, leaving American observers somewhat bewildered.

During their 7-11pm broadcast, the stations directed propaganda at the U.S. on 570, 670, 1040, 1160, and 1380 kHz. An FCC spokesman said monitoring failed to detect an encore performance.

But Matt Liebowitz, counsel for the South Florida Broadcasters Association, believes it would be foolish to think the Cuban stations won't be turned on again now that they've been built and tested. Liebowitz speculates that the Castro regime may use

the AM's only intermittently for special purposes, such as disrupting American stations during weather emergencies.

Radio Marti Blamed

A possible explanation for last week's exercise of muscle may have been a signal of Cuban displeasure that the U.S. Congress is getting closer to creating Radio Marti to broadcast propaganda into Cuba from Florida on 1040 kHz.

A key session on the station was called for Thursday (9-9) in the Senate Foreign Relations Committee, where opposition has been strong. WHO/Des Moines, which would suffer most if Cuba jammed 1040 kHz, has two home state senators on the panel.

Senators Roger Jepsen and Charles Grassley (both R-IA) have proposed an amendment requiring the government to take potential Cuban interference into account when assigning a frequency for Radio Marti. They believe that would assure that 1040 was not picked.

And even though the State Department opposed similar moves in the House, it has agreed to the Jepsen-Grassley proposal as a way of calming U.S. broadcasters' fears.

Meanwhile, there could be new signs of trouble for Radio Marti on the other side of Capitol Hill. Although the House has authorized the station, it hasn't yet voted any funds to build and operate Radio Marti.

Commercial Alternative

The House already defeated one proposal that would have given the responsibility for communicating with Cuba to private, commercial interests. However two entrepreneurs, William J. Kitchen and James Slaughter, principals in Quality Media Corp. of Columbus, GA, plan to place three stations on islands near Cuba to service the Caribbean (including Cuba). These would be fully commercial with news, music and talk, according to reports. Quality Media owns WIXO/Mobile, WBFJ-AM & FM/Winston-Salem, and WMOC/Chattanooga.

The Week In Review

- WLS and WGN will test Harris AM stereo system and decide between Harris and the Kahn systems they're using.
- The radio Voice of Cuba broadcasts haven't resumed since last week's four-hour demonstration, but two broadcasters are planning their own Caribbean stations aimed at Cuba.
- 35-54 is radio's prime demographic in forthcoming years, according to the man who supervised the NAB's detailed study of radio's future.
- Daytimers are settling up a special meeting in Reno at the NRBA convention next week.

NAB STUDY FINDINGS

Changing Demos, Technologies To Shape Radio Future

"We're becoming an older country and a country that's less conformist, more independent," says Paul Bortz of the Denver firm Bortz, Browne & Coddington. "When you look at the radio programming challenges of the future, I think you have to anticipate that."

As reported last week in R&R, Bortz gave broadcasters at the NAB Radio Programming Conference in New Orleans a peek into radio's crystal ball. The full study his firm conducted for NAB on the future of radio will be published later this fall.

To get a more in-depth advance look, R&R spoke with Bortz and learned that his study pinpointed three key demographic trends he thinks radio programmers must take into account.

The first is the entrance of postwar baby-boomers into "that terrible abyss of the 35-54 category," says Bortz. Programmers will be challenged by trying to find how to appeal to this key group, as job and family responsibilities and leisure time activities evolve with age.

The second trend is a continuing "upscaling in taste" as the overall education level of the population increases. Whereas forty percent of Americans had less than a high school education in 1960, says Bortz, that figure will be only fifteen percent in 1985.

The third trend for programmers to watch is a jump from 38 percent to 52 percent in working women over the last 20 years. "Working women as compared to housewives are a different audience," Bortz emphasizes. The workers listen to radio for different reasons and have more disposable income, he notes.

Competing Technologies, Programming

Bortz also warns about "functional equivalents" of radio such as the pocket television sets that will be on the market this fall. These, he says, will compete more directly with radio than with television.

He adds that many television programs are now competing directly with radio, such as Music TV, 24-hour cable news, and a talk-oriented health channel. In addition to some radio people entering joint ventures with cable operators, Bortz says, "There ought to be some thought given to subscription radio, just as we have subscription television to target highly-selected audiences."

Bortz says he doesn't see a bleak future for radio, but definitely a future with more intense competition from these "functional equivalents."

Summarizing the demographic, programming, and technological challenges facing radio, Bortz told R&R, "You can't look at any of those alone. When you put them together, then you begin to see the outline of how the industry is going to change. We're going to see new and innovative formats. How are we going to effectively capture the baby-boomers when they're in the 35-54 category?"

Relaxation, Entertainment Come First

The Bortz study for NAB also included a national opinion poll which found that most people view radio as a means of entertainment and relaxation. "Indeed, it has a news and information function," says Bortz, "but that is secondary when compared to newspapers and television."

The survey also found that 40 percent of the public fall into the category of "light listeners," who tune to radio less than an hour per day. One challenge for programmers is to find ways to coax this group into becoming moderate or heavy listeners.

NO REVOLVING DOOR

Few things frustrate station management as much as turnover of people at their rep firm. Not just because it takes time to train someone new, but also because an inexperienced salesperson invariably results in missed opportunities.

At Masla Radio our sales staff has been with us an average of five and a half years. Our sales managers even longer.

How do we hold onto them? We pay them well. They're worth it, too. There's simply no substitute for experience. That's why Masla Radio means more business for major stations in key national and regional markets.



MASLA RADIO

We'll never be too big not to be hungry.

NRBA Hospitality Suite 1734-A MGM Grand

What's New

Edited by Gail Mitchell

Machine Tenders Call Automatically

"THE TALK SHOW SOLUTION"



Small market stations considering the viability of adding talk to their programming but worried about the cost of equipment and personnel may want to consider the "Automatic Call Tender." Available through **Allied Broadcast Equipment**, the Call Tender automatically answers call, gives instructional announcements, and rather than keeping callers on hold, patches them into the actual program so they can listen while waiting. The talk moderator knows which call to pick up next by means of a flashing light, while two or more callers can be conferenced for livelier talk exchanges. Call (317) 962-8596 for further details.

\$10.98 PRICE TAG

WEA Intros "Two On One" Cassette Product Line

Hoping to capitalize on the growing sales of portable tape players, led by **Sony's Walkman**, **WEA** recently launched its new "Two On One" product line. This line of low-cost high-performance cassettes is comprised of two hit LP's by a single artist or group packaged into one \$10.98 cassette, two dollars above the list price of one cassette.

Under this new configuration, the **Doobie Brothers** cassette, for example, will contain the LP's "Takin' It To The Streets" and "Livin' On The Fault Line." All told, 19 artists have been selected from each of WEA's three labels, including **Fleetwood Mac** on **WB**; the **Eagles** and the **Doors** on **E/A**; and the **J. Geils Band** plus **Daryl Hall & John Oates** on **Atlantic**. Label spokespersons stated that further developments and marketing strategies concerning the "Two On One" line will be contingent upon consumer response.



50% Of America Baseball Fans

In the words of "Saturday Night Live" 's **Chico Escuela**, baseball's been very, very good to radio ratings. But just how much of America loves the "national pastime?" According to a survey conducted by the **R.H. Bruskin Market Research** firm almost half of all Americans are baseball fanatics, translating into 56% of all adult males and 39% of adult females. The highest interest rates in the sport were counted among those younger than 24 and older than 64. And in light of the dollars baseball brings in, this particular finding may not be so surprising: the more money you make, the more likely you are to be a baseball lover.

Drive-In Diskery Sells Music To Go

What with movie channels, cable TV, VCR's and videodiscs, drive-in movie theatres are on the wane. But if **Mark Wheat** has his way, another type of drive-in will flourish, boosting record sales at the same time. His **Mark's Drive-Thru** record store in Independence, MO is just what it sounds like. Similar to cruising by their favorite fast food drive-up windows, customers drive in and order **Fleetwood Macs** instead of **Big Macs** from behind their steering wheels.

Open since March, **Mark's Drive-Thru** is the updated version of **Mark's Discount Records** shop which closed its doors in January after nine years. It was the latter part of that nine-year run that inadvertently triggered the store's evolutionary process. As album prices increased, so did overhead and shoplifting. To help forestall the thefts, extra staff was hired, increasing the overhead even more while recession contributed its share to poor sales. Forced to close the store, **Mark** reopened it as a drive-in, acknowledging loyal customer demand. Now only one person is needed to operate the store, shoplifters have been thwarted, and overhead reduced, permitting **Mark** to offer buyers discount prices for his \$80,000 LP & cassette inventory.

Pointing to daily 100-car drive-in estimates, **Mark** says response has been good. According to a local newspaper article, one customer bought nearly \$70 worth of records. However, there are still those who miss not being able to browse through the

The Kansas City Times
Metropolitan

8/4/82



Innovative KC businessman opens drive-in that sells treats for your ears

racks. To help them and to stimulate sales (to the tune of 30%) **Mark** distributes a newsletter, "On Your Mark's" consisting of music industry news, concert dates, a mail order form, and "Markdowns," a list of discounted LP's going at three for \$12. Record label displays and painted plywood representations of album covers on the outside of the building keep customers from becoming bored as they wait in line.

NBACA Conference

The **National Broadcast Association for Community Affairs** (NBACA) has set October 3-7 as the dates for its eighth annual conference, "Community Affairs: Future Shock." Held at New York City's **Warwick Hotel**, this year's meet focuses on broadcast deregulation for radio/TV, basically hoping to insure that broadcasters don't lose sight of serving the community in the absence of government regulation.

Deregulation author Congressman **Al Swift** (D-WA) is the keynote speaker and will review the current deregulation proposals before Congress. On Monday morning a panel featuring **Brunson Communications** President **Dorothy Brunson** will discuss "Communications Industry Support for Community Affairs." Additional highlights include a professional self-development workshop, while another will showcase the best and most innovative radio/TV approaches to programming and projects complemented by radio and TV "show and tell" rooms with industry colleagues.



There's also an exhibition of new production technologies. Speakers include **Robert Mulholland**, President and Chief Operating Officer, **NBC**; **FCC** Commissioner **Henry Rivera**; and **Dan Griffin**, VP/Director of Programming, **RKO Radio Networks**, who talks about selling ideas to a GM, PD, or Sales Manager. A "Public Affairs Success Story" spotlighting **WYNY/New York's** popular **Dr. Ruth Westheimer** caps off the conference.

For more information regarding registration costs and deadlines, contact **Marsha Kaminsky** at (212) 764-6755.

CBS Cranks Up One-Sided Singles

Acting on favorable test response from retailers and consumers (R&R 4-30), **CBS Records** inaugurated a nationwide one-sided singles program this week (9-7). Eight releases by popular **Columbia** and **Epic** artists comprised the initial shipment: "Don't Fight It," **Kenny Loggins w/Steve Perry**; "Hold On," **Santana**; "Man Out Of Time," **Elvis Costello**; "Make Believe," **Toto**; "Sweet Time," **REO Speedwagon**; "Bad Boy (Having A Party)," **Luther Vandross**; "I Need You," **Paul Carrack**; and "Heart-broke" by **Ricky Skaggs**.

These non-returnable one-sided singles will wholesale for 29¢, with dealers expected to sell them for well under \$1. Each of the one-sided discs will be released as regular two-sided singles at normal prices. The records are packaged in specially-labelled sleeves touting "One-Sided Single, Get the Hit, Special Low Price," and their non-playable sides will also be clearly marked. Unlike their conventional 45 counterparts, the one-sided discs will be marketed as small-hole 45's in deference to customer preference.

1982		SEPTEMBER-OCTOBER
17-19	★	OLIVIA NEWTON-JOHN
24-26	★	CHICAGO
1-3	★	PAUL REVERE & THE RAIDERS
8-10	★	THE RASCALS

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...expand channel capacity from four 15 kHz channels on Westar III to six 15 kHz channels on Satcom I for expanded programming options.

...institute first nationwide use of the industry standard for easy access to programming on all radio networks.

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Visit us at the NRBA in the MGM Grand Hotel, Suite 2334 and set the pace in your market with RKO!



Networks/Program Suppliers

MUSIC FEATURES

Rolling Stone Magazine Productions

Rock Star Guest DJ:
Go-Go's Kathy Valentine, Charlotte Caffey (September 27)
John Cougar (October 4)
Billy Squier (October 11)

Continuous History Of Rock & Roll:
Greatest Rock Festivals (September 27)

United Stations

Country Music Countdown:
Alabama (October 1)
Barbara Mandrell (October 8)
Larry Gatlin (October 15)

Dick Clark's

Rock Roll And Remember:
Paul Revere (October 1)
Rascals (October 8)
Connie Francis (October 15)

Watermark

Musical:
Phil Silvers/Lena Home Tribute (September 25-26)

Soundtrack Of The 60's:

Paul Anka/ABC's Michael Jackson/Moody Blues (October 2-3)

Westwood One

Budweiser Concert Hour:
Aetha Franklin/Third World (October 8-10)

In Concert:

Nazareth/Toronto (October 8-10)

Live From Gilley's:

Michael Murphy (October 1-3)

Off The Record:

Genesis (October 1-3)
Queen (October 8-10)

Rock Years:

1974 (October 1-3)
1975 (October 8-10)

Special Edition:

Cheryl Lynn (October 1-3)
Ray Parker Jr. (October 8-10)

ABC

Contemporary Nat/

Spotlight Specials:

Billy Joel (October 24)

Entertainment Nat/

Silver Eagle (DIR):

Charlie Daniels (October 2)

Rock Nat/

King Biscuit (DIR):

Judas Priest (September 28)

CBS

RadioRadio:

On *Stage Tonight*: Carole King (October 2)
Commodores (November 8)

Clayton Webster

Country Calendar:

Freddy Fender (October 4)
CMA Preview (October 5)
Lacy J. Dalton (October 8)
Earl Thomas Conley (October 7)
Lefty Frizzell Tribute (October 8)
Eddy Arnold (October 9)
David Fritzell (October 10)

Rarities:

Robert Plant (October 4)
Peter Gabriel (October 5)
Eddie Money (October 8)
Ronnie & Wayne Wood/Pete Townshend (October 7)
Todd Rundgren (October 8)

Retro Rock:

Johnny Winter/Jimi Hendrix (September 27)

Creative Factor

"Rock Pumpkin" Special (Halloween)

Earth News

Eddie Money (September 27-30)
Squeeze (October 1-3)

Mutual

Rolling Stones: Past and Present (September 30-October 3)

Narwood

Country Closeup:

Lorette Lynn (September 27)

Music Makers:

Lionel Hampton (September 27)
Steve Lawrence/Eydie Gorme (October 4)
Dave Brubeck (October 11)

NBC

Source:

Billy Squier Special (October 2-3)
Police Special (October 8-10)

RKO Radio

Hot Ones (IS, Inc.):

Chicago (October 4)
Little River Band (October 18)

Musicstar (IS, Inc.):

America (September 27)
Julie Newton (October 11)
Eddie Rabbit (October 25)
Melissa Manchester (November 8)



MUTUAL ROCKS WITH CSN — Glenn Morgan (third from left), Director/Music Programming at Mutual, interviews veteran artists (from l-r) Graham Nash, Stephen Stills, and David Crosby, better known as Crosby, Stills and Nash. The interview will be integrated into a forthcoming music special focused around the group. This special is part of an ongoing series of AOR specials, which debuts with a 12-hour Rolling Stones "rockumentary" September 30-October 3.

PEOPLE

John Winfield is the newly-appointed Farm Director for the 65-station Mississippi Network. His new duties include overseeing several daily agr-news shows. Winfield most re-



John Winfield

cently worked with the Mississippi State Cooperative Extension Service.

Westwood Wins Exclusive Fleetwood Mac Broadcast

Program supplier **Westwood One** has obtained the exclusive rights to record and air a **Fleetwood Mac** national radio concert. The group's forthcoming two-day appearance in Los Angeles will be part of Westwood's syndicated series, "In Concert," while the recording of their L.A. performance will also comprise an **HBO TV**/radio simulcast slated for the beginning of 1983.

NEWS & INFORMATION FEATURES

ABC Contemporary

"Divorce in the 80's" explores reasons behind divorce increase (September 13-17)

ABC Direction

Weekly public affairs program "Direction Digest" with host Doug Limerick debuts (September 10)

ABC FM

"The Business Of Dying" outlines expense involved in dying (September 20-24)

ABC Information

"College Football Scoreboard" (September 11-November 20)
"NFL Scoreboard" (September 12-December 26)
"Child Athletics — Healthful Or Hurtful?" (Week of September 13)

ABC Rock

Ten-part series "Touchback," which coincides with NFL season, kicks off (Week of September 13)

CBS

Live play-by-play coverage of NFL 1982 season begins (September 13)

Earth News

Stuntwoman Hyla Marrow (September 20-22)
Richard Taylor of "Tron" (September 23-26)

Law Irwin Reports

Actor/singer John Schneider (September 13-17)

Narwood

Minding Your Business:

Long range planning/Gov't pension fund (September 18)
Middle Managers/Pt. I, II (September 17)

Outlook:

Hank Aaron (September 17)
"Rocky III" vs Mr. T. (September 18)
African Festival (September 20)

National Public Radio

Sunday Show:

Bob and Ray comedy team (October 3, 10, 17, 24)

Progressive Radio Network

Laugh Machine:

Steve Martin/Don Imus/Flip Wilson (Week of September 13)

News Blimp:

Water/Lecture circuit/Simplified spelling (Week of September 13)

Watermark

TV Tonite:

"Dynasty" — ABC (September 15)
"Teachers Only" — NBC (September 16)
"7 Brides For 7 Brothers" — CBS (September 18)



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Pro:Motions

Patterson To KNAC SM

Jere Patterson has been appointed Station Manager of **KNAC/Long Beach, CA**. Patterson worked at KNAC from 1978-79 followed by a two-year sales stint at **KHJ/Los Angeles**. He returned to KNAC in 1981 as Sales Manager.



Jere Patterson

Davis To Country Promo At Monument

Tex Davis, who had handled country promotion for **Monument Records** since 1967, has been appointed Director/Country Promotion in the wake of the label's reactivation (R&R 9-3). Davis's experience includes his work as an air personality at **WCMS/Norfolk** and **WLOW/Portsmouth, VA**.

Polygram Promotes Young, Harper

Dan Young has been upped to VP/International at **Polygram Records**. A seven-year veteran of the label, Young was most recently Director/International. In related activity **John Harper** has been tapped as VP/Marketing, Polygram Classics, Inc. He moves in-house from his prior Director/Marketing post for Classics division.



Dan Young

Schaefer Segues To KCBQ

Tom Schaefer has assumed the Local Sales Manager post at **KCBQ** and **Q105** in San Diego. He is the former regional and retail sales manager of neighboring **KOGO & KPRI**.

Kragen And Co. Promotes Yates

Ken Yates has been elevated to the newly-created post of VP/Chief Operating Officer at **Kragen And Company**, the personal management and television production firm. Yates has been associated with the company since 1981 when he joined on as Director/Project Development.



Ken Yates

Cain Raised At Erect

Ron Cain has been promoted to National R&B Promotion Director at **Erect Records**. Prior to this appointment, he had served as National Director of Secondary R&B Promotion for the label.

Neo Records Launched

Neo Records debuts under the direction of President **Peter Hay**, a 12-year music business veteran and former GM of **Polish Records**. The label plans to incorporate jazz, rock, electronic, blues, and funk; its first signing is solo artist **Ian North**. Neo can be reached at (212) 308-1128.



Peter Hay

Cranston Upped At WB

Fern Cranston moves up from Director/Royalties and Licensing to VP of the same division at **Warner Bros. Records**. She'd held the director post since 1965.



Fern Cranston

"It's true. When we took the station over in 1978 spots were selling for only \$1.25. But, we felt there was excellent market potential if we provided an outstanding radio product.

"I'm not a programming person, I'm a bottom line businessman, so I consulted a top programmer—Jay Mitchell. One of the first decisions Jay made was to bring in AP Radio Network. At first I balked—we could hardly afford the basic radio wire. Jay argued that the AP news and features would upgrade our sound and our rates.

"Back in 1978 the street rate was \$1.25. Now a spot on the news or an AP Feature is \$28."

"I was skeptical, but now I'm a believer. We don't use everything that comes down the network, but we sure use a lot of it. AP Radio Network is absolutely top quality with all the prestige of the AP behind it. We strip and package it just the way AP suggests. Our news and features sell well at premium prices.

"We've cut commercial time per hour from 18 minutes down to 12. Our goal is no more than 10 minutes. Better programming and less clutter more than justify the much higher rates. The result—more bottom line profit per hour and a better product to sell.

"The AP network has been one of the key factors in our growth. I don't think there's a station in the country that's too small to take on the AP Radio Network and upgrade their air product the way we did.

"For me AP means Added Profit."

To find out more about the Added Profit AP news can bring your station, contact AP Broadcast Services today at 50 Rockefeller Plaza, New York, NY 10020 (212) 621-1511 —or call your nearest Associated Press Broadcast Executive.



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"Elvis" Book Walks The Line

Following countless other volumes on the ever-enticing subject of **Elvis Presley**, **Dave Marsh's "Elvis"** attempts a balanced, authoritative portrait, somewhere between the shock-value revelations of **Albert Goldman's** controversial biography and the blind adulation of books like "The Truth About Elvis" by Presley's combination hairdresser and trusty psychic **Larry Geller**.

"Elvis" tells the story on the straight and narrow path, but with plenty of color and wit, especially as regards Presley's movies and music. Marsh explodes a popular view that Elvis never made a good



record after he got out of the army (at least until "Suspicious Minds") by citing scores of strong performances, and generally is at his best in chronicling Presley's musical development.

Finally, the photos are spectacular, a godsend to the true Elvis fan and perhaps a sufficient attraction to offset the \$35 coffee-table book price tag, which unfortunately may deter many potential readers.



95.4% VS. 4.6%

Videocassettes: Rentals Outstrip Sales

A study of five Chicago video retail outlets by **A.C. Nielsen** confirms that videocassette rentals are far outnumbering sales. 95.4% of all transactions measured were rentals, compared to 4.6% sales. Further information shows 75.9% of these rentals were VHS-formatted, 24.1% Beta and, interestingly enough, no videodisc rentals.

Leading the pack in terms of market share was **CBS-Fox Video** with 20.6% combined rental and sales activity, followed by **Warner Home Video**, **Paramount Home Video**, **MCA Videocassettes**, and **Columbia Pictures Home Entertainment**. Rounding out the top ten were **Caballero Control**, which specializes in X-rated adult fare; **MGM/UA Home Video**; X-rated **VCX**; **Walt Disney Home Video**; and **Bestron Video**. Among the five top-selling titles were "Jane Fonda's Workout" and "The Godfather Epic," while top rental titles included "Arthur," "Star Wars," and "Stripes."

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Ratings & Research



JHAN HIBER

Spring Problems At Arbitron

In previous weeks, I doled out report cards for the key formats based on Arbitron marks from the spring sweep. How did the ratings firm itself do this time around, you may wonder. Were there any anomalies that might have affected the numbers you received? Are there new Arbitron procedures that came to light and might have had some impact? In a word, yes. Based on what you'll read below I'd give Arbitron a grade of C+/B-

Good News

First, the good news. The ratings giant did an admirable job of getting the books out faster. This holds true especially when you consider that Arbitron produces more than 250 market reports based on 12 weeks' worth of data. The Birch Report quarterlies are based on only six weeks' worth of surveying over a three-month period. This spring Arbitron got all reports out within 48 days after the last survey day. That figure is down nicely from last year and is 55% speedier than the production of the spring '80 survey, when not all markets had the 12-week sweeps. Radio Product Manager Claire Kummer and her associates in Laurel and Beltsville are to be commended.

Bad News

The question I'm often asked is, "I know the books are coming out faster, but are they as correct as they ought to be?" No, they aren't. Here are some examples of procedural changes and production problems that were seen in reviewing (post-survey) over 100,000 diaries. Keep in mind that when a company such as Arbitron is processing hundreds of thousands of diary entries, there are going to be mistakes and anomalies. However, even if the error rate was just one percent, that's still a lot of entries that can affect your fates and fortunes. Let me touch on three situations where either anomalies or seemingly strange procedures have affected the quality of the estimates.

ESF Sample Updates

In some markets this spring there was dramatic growth in the percentage of diaries coming back from homes not listed in phone books. In Salt Lake City there was a 50% increase in the amount of sample sought from the Expanded Sample Frame (unlisted) portion of the metro. In Atlanta the desired increase was in the 35% range. However, the actual returns varied. In Salt Lake the usable ESF diaries amounted to 27% of the metro diaries — so that market can likely expect to see more ESF sample placed in upcoming sweeps as Arbitron strives to get 30%+ of the local diaries back from ESF Homes. In Atlanta there was an overachievement — the ESF portion of the used metro sample

went from just over 200 to over 400 this book, a 100% increase versus the desired 35% boost. It's likely the Atlanta metro will see the ESF portion of the usable sample reduced.

What caused these ESF fluctuations, and others seen in many Sunbelt markets? Seems that Arbitron was finally able to obtain from the 1980 data an updated estimate of the percentage of each metro's households that have telephones, listed and otherwise. Wanting to plug this information into the survey methodology ASAP, Arbitron made the adjustments so that sample

"In some markets this spring there was dramatic growth in the percentage of diaries coming back from homes not listed in phone books."

placement for the spring book would be the first to show the updated telephone data. That's fine as far as it goes. But it's unlikely that broadcasters in the markets where significant changes were evident had any inkling of what was about to affect their numbers and livelihoods.

What impact might the increased ESF sample have on the quality of estimates from an area? In Salt Lake City, the shares of AM radio were down across the board. Perhaps the increased FM numbers were due to ESF more likely reaching FM listeners than heavy AM cumers. With Arbitron still underachieving on ESF in Salt Lake City — and thus likely to inject more ESF diaries in forthcoming surveys — it may be possible that AM stations will never recoup their former standing in that market.

In Atlanta, where Urban WVEE became number one this book, the increased ESF sample may have helped. One thing is certain — WVEE's numbers this sweep were the best the station has achieved since ESF was introduced to Atlanta in the Spring '80 sweep. WVEE has been coming on strong in the last several Arbitrons, but it will be interesting to see, should Arbitron cut back on the oversample that was apparent this time for ESF, if WVEE suffers some slippage in the estimates.

What can you do if you have noticed,

Q&A

A sales manager from a leading station wanted to know, "How is Arbitron's study into the four-week cume estimate coming?"

At the recent Advisory Council meeting Arbitron reported that four of the diary approaches it was considering to retrieve such information had showed promising results, with return rates in the 50% range. The firm will now have to work with the RAB GOALS Committee and other interested parties to see how to proceed from here. A full-scale test would likely be the next step. Four-week cumes, long held out as a possibly useful sales tool, will not be showing up in the books for some time but progress is being made in that direction.

on Page 5B, that the ESF percentage in your metro changed from the previous sweep to this spring book? First, analyze the market in the light of the ESF percentage desired versus the actual in-tab from ESF individuals, shown on Page 3 of your book. Then look at whether or not AOR, Urban, or Black stations (and some markets Beautiful Music) posted increases. Is there a correlation between increased ESF in-tab and a better showing for the formats mentioned? It certainly bears keeping an eye on.

Another anomaly that cropped up this sweep was the reappearance of those popular audience builders, phantom listeners. You may remember that in the fall '81 sweep a station in Sacramento was off the air during a portion of the survey yet was shown by AID runs to have had a hefty audience at that time.

Well, this neat programming trick must be catching on — WJAS/Pittsburgh accomplished the same feat. As luck would have it the station suffered an unfortunate transmitter fire that knocked it off the air for 93% of the second spring survey week in that market. However, AID runs again showed this disaster paying off for WJAS. According to AID the station scored 184,000 cume persons and an average quarter hour audience larger than the weeks it was on the air 100% of the time.

I asked Arbitron's Mike Membrado, VP for Station Management Relations, about this when I was in New York recently. Does Arbitron cross-check technical difficulties against the listening estimates for the relevant time period to see if there are anomalies cropping up? Mike checked with Laurel and was told that there is no such cross-check done (Birch doesn't have one either). Arbitron assumes that if the diarykeeper puts an entry in the book the station must be entitled to that entry. It may or may not be a mistake to make that assumption — but the recurring "Phantom Audiences" problem doesn't do much for the credibility of radio ratings.

One of the most pervasive, and to me troubling, items seen in reviewing the spring books was what I shall dub the "Zip Code Shuffle." Like me, you may have assumed that whatever zip code the diarykeeper wrote in the back of the diary as belonging to his/her residential address was the zip to which the diary was credited when the estimates were produced. Maybe yes, maybe no.

Apparently, here's what's going on. If the zip recorded by the respondent is

the same as the one to which the diary was mailed, then all is well. If, however, the respondent's zip code doesn't jibe with what Arbitron had originally placed on the diary when it was mailed out, the editors are instructed to strike out the zip listed by the diarykeeper and to enter the diary into the zip originally used to mail out the booklet. Sometimes.

In one instance the differing zip noted by the diarykeeper will be retained. That case involves the situation where the zip, as recorded by the respondent, would move the diary into another sampling unit (county or ethnic area). When such a geographical shift would take place, the diary (and its listening) is shuffled into the new sampling unit.

Does this make sense? Well, from Arbitron's perspective, it's trying to keep intact each sampling unit, since that is the geography used for weighting and the development of the estimates. However, there are some limitations to that thinking, especially for those broadcasters who use AID for promotion or sales decisions.

What the zip code shuffle means is that the diarykeeper's entry is in many cases overlooked. Thus, when doing AID runs to determine where your diaries actually came back from — to target possible promotions or direct mail campaigns, or to pitch retailers who may have outlets in a certain area — the information you are getting may be misleading. Your actual diarykeeper strength may be elsewhere than the zip where Arbitron credits the entry. If the respondent moved, or if the postal service changed the zip after Arbitron had originally contacted the person about being in the sweep, there is a good chance the diarykeeper's input about the correct zip may not be used. The zip code shuffle could render AID, and PRIZM for that matter (since it is based on zip codes), less useful.

Arbitron officials tell me they are looking into this problem, which was rampant in the spring diaries, perhaps affecting as many as 20% in some markets. Diarykeepers are being questioned to see if they really know where they live and whether or not Arbitron's policy of deleting the diarykeeper's zip code entry still makes sense. Stay tuned for more on this.

Never Dull

As you can see from these few examples, plowing through the diaries is never a dull chore. Something is always going on at Arbitron that affects your numbers. Let's hope none of these situations hurt your numbers this past sweep.

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Tom Poulos
Boston



Porky Campbell
Detroit



Peter Doyle
New York



John Fabian
New York



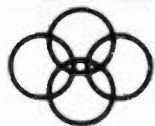
Marc Gross
New York



Eddie Leeds
New York



Michael Rich
New York



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For a \$1 Million Year



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New York



Arlene Geller
New York



Amy Hyman
New York



Eric Coplin
Philadelphia



Bob Steadman
Chicago



John Bitting
Chicago



Michael Martin
Detroit



Carol Salter
San Francisco



Dennis Dalton
San Francisco



Alicia Day
Dallas



Bob Lion
New York



Vince Perez
Chicago



George Pine
New York



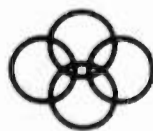
Susan Genis
New York



Fran Sharp
Minneapolis



David Wisentaner
Los Angeles



McGAVREN GUILD RADIO

Tuned-in to tomorrow...today.

RATINGS REPORT

ARBITRON RADIO

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Las Vegas METRO RANK 75

POP(00): 4023

Share Trends table for Las Vegas with columns: Spring '81, Fall '81, Mon-Sun 6AM-Mid Spring '82. Rows include stations like KLUC-FM, KVEG-AM, KORK-FM, etc.

Adults 18-34 Mon-Sun 6AM-Mid

Rank Station table for Las Vegas Adults 18-34

Adults 25-54 Mon-Sun 6AM-Mid

Rank Station table for Las Vegas Adults 25-54

Lansing-E. Lansing METRO RANK 76

POP(00): 3899

Share Trends table for Lansing-E. Lansing with columns: Spring '81, Fall '81, Mon-Sun 6AM-Mid Spring '82.

Adults 18-34 Mon-Sun 6AM-Mid

Rank Station table for Lansing-E. Lansing Adults 18-34

Adults 25-54 Mon-Sun 6AM-Mid

Rank Station table for Lansing-E. Lansing Adults 25-54

Albuquerque METRO RANK 77

POP(00): 3851

Share Trends table for Albuquerque with columns: Spring '81, Fall '81, Mon-Sun 6AM-Mid Spring '82.

Adults 18-34 Mon-Sun 6AM-Mid

Rank Station table for Albuquerque Adults 18-34

Adults 25-54 Mon-Sun 6AM-Mid

Rank Station table for Albuquerque Adults 25-54

El Paso METRO RANK 78

POP(00): 3794

Share Trends table for El Paso with columns: Spring '81, Fall '81, Mon-Sun 6AM-Mid Spring '82.

Adults 18-34 Mon-Sun 6AM-Mid

Rank Station table for El Paso Adults 18-34

Adults 25-54 Mon-Sun 6AM-Mid

Rank Station table for El Paso Adults 25-54

McAllen-Brownsville METRO RANK 79

POP(00): 3786

Share Trends table for McAllen-Brownsville with columns: Spring '81, Fall '81, Mon-Sun 6AM-Mid Spring '82.

Adults 18-34 Mon-Sun 6AM-Mid

Rank Station table for McAllen-Brownsville Adults 18-34

Adults 25-54 Mon-Sun 6AM-Mid

Rank Station table for McAllen-Brownsville Adults 25-54

Harrisburg METRO RANK 80

POP(00): 3786

Share Trends table for Harrisburg with columns: Spring '81, Fall '81, Mon-Sun 6AM-Mid Spring '82.

Adults 18-34 Mon-Sun 6AM-Mid

Rank Station table for Harrisburg Adults 18-34

Adults 25-54 Mon-Sun 6AM-Mid

Rank Station table for Harrisburg Adults 25-54

New Haven-W. Haven METRO RANK 81

POP(00): 3720

Share Trends table for New Haven-W. Haven with columns: Spring '81, Fall '81, Mon-Sun 6AM-Mid Spring '82.

Adults 18-34 Mon-Sun 6AM-Mid

Rank Station table for New Haven-W. Haven Adults 18-34

Adults 25-54 Mon-Sun 6AM-Mid

Rank Station table for New Haven-W. Haven Adults 25-54

Johnson City-Kingsport-Bristol METRO RANK 82

POP(00): 3713

Share Trends table for Johnson City-Kingsport-Bristol with columns: Spring '81, Fall '81, Mon-Sun 6AM-Mid Spring '82.

Adults 18-34 Mon-Sun 6AM-Mid

Rank Station table for Johnson City-Kingsport-Bristol Adults 18-34

Adults 25-54 Mon-Sun 6AM-Mid

Rank Station table for Johnson City-Kingsport-Bristol Adults 25-54

Format Legend

A/C-Adult/Contemporary, AOR-Album-Oriented Rock, BBnd-Big Band, Blk/Urban-Black/Urban, BM/Easy-Beautiful Music, Easy-Listening, CHR-Contemporary Hit Radio, Class-Classical, Ctry-Country, Gold-Oldies, Jazz-Jazz, Misc-Miscellaneous, News-News, Rel-Religious, Span-Spanish, Talk-Talk.

1982 SEPTEMBER-OCTOBER
17-19 ★ CON HUNLEY
24-26 ★ EDDIE RABBITT
1-3 ★ ALABAMA
8-10 ★ BARBARA MANDRELL

Every weekend is Special on
THE WEEKLY COUNTRY MUSIC COUNTDOWN

Can we do something special for you? Unlike some programs which give you a steady diet of the same old thing, at the United Stations we believe we owe you something special. Not just on holidays, but on every program, every week. Big name artists, in-depth interviews. On your station, every weekend is special with "The Weekly Country Music Countdown."

When you invest in a music format, you should get more than just tape or music.

We're more than tape, we're someone who knows.

Not just music, total involvement.

Personal on the scene involvement in your market is made possible by the limited number of situations contemplated. We can improve every aspect of your operation as well as provide your station's programming. All this for one monthly fee. Call Ed Winton today.



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"A natural promotion for rock & roll radio stations."

Alan Sneed - PD
97 Rock/Houston



Builds Audience And Sales Revenues!

Here's a sample of the advertisers who have contracted to participate with contemporary radio stations in the presentation of this dramatic new approach to rock entertainment.

- Thom McAn Shoes
- 7-Up
- McDonald's
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- Pepsi-Co.
- Six Flags Parks

"A promotional event with broad appeal... covers the entire spectrum and history of contemporary music."



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Entertainment Marketing Group

PHONE: 1-213-553-4330

John Young - PD
Z93/Atlanta

SPECIAL NRBA SCREENINGS
MGM GRAND • SOLARIUM SUITE #2716



STREET TALK

Following the Doubleday purchase of WMET/Chicago, you may have heard the rumor that Doubleday was getting ready to sell KDWB-AM & FM/Minneapolis and/or KWK-AM & FM/St. Louis. Well, according to Doubleday President Gary Stevens, the company has no immediate plans to get out of either market, or to quote Gary directly, "Hogwash!"

The on-again, off-again purchase of the Major Market Radio rep firm by McGavren-Guild is apparently on again, at least according to interested parties. The key MMR personnel responsible for the firm's growth in the last few years will reportedly remain, and final details should be wrapped up within the next couple of weeks.

KYA & KLHT/San Francisco PD Ken Dennis has taken an indefinite leave of absence to care for his ill mother in Texas, squelching rumors that he had departed the station on a permanent basis.

Also in the Bay Area, Big Tom Parker has left KYUU/San Francisco. He was replaced by Jeff McNeil, as mentioned here last week.

There is activity on the RAB front as its All-Industry Radio Negotiating Committee makes progress. The committee, in search of a more equitable radio ratings universe, will soon release a report on viable options, according to legal research, and results of discussions with the government on antitrust implications. However, the committee is running low on funds, and may soon be asking the industry for additional support in its quest for better audience measurement.

Liggett Broadcasting, which sold WLOL/Minneapolis (R&R 9-3), is casting an eye towards Detroit, according to the press in the Motor City. Speculation abounds as to which station Liggett is most set on acquiring, if any, but it doesn't take a professional broker to figure it's probably an FM. WOMC and WCZY are most often mentioned as the prime candidates . . . but this is pure speculation.

Well-known independent album promotion person Steve Leeds will close down operations to join MCA on September 20 as the company's East Coast Director of A&R, a newly-created position. Gook luck to Steve in his new vocation.

KEGL/Ft. Worth PD Christopher Haze has gone legit . . . he's now using his real name, Randy R. Brown.

Rumors out of New York City say that ABC Superadio personality Paul Barsky (last at WBBF/Rochester) will join a NYC station for morning drive. More details on this one within the week.

John Shomby continues to staff KAFM/Dallas, hiring Andy Barber for morning drive from KWST/Los Angeles. The staff for the new CHR station is nearly complete.

Former Los Angeles air personality Charlie Fox has surfaced as PD of A/C formatted WFMI/Lexington, KY after a brief stop at WINN/Louisville. With a new tower in place and therefore a new, bigger signal, Charlie's working on building a strong personality A/C outlet on FM.

Boardwalk Entertainment has moved its East Coast headquarters to 888 Seventh Avenue, New York, NY 10106. The phone number remains the same.

KITY/San Antonio PD Robb Stewart is out, being replaced by John Steele, who most recently programmed KZFM/Corpus Christi. John also formerly worked at KITE/Corpus Christi.

When Y100/Miami made plans to give away its \$70,000 Dream Home over Labor Day weekend at the opening of the new Miami International Mall, a few more people showed up for the drawing than Y100 anticipated. Scott Baio was scheduled to appear live and draw the winning entry, but more than 20,000 screaming fans prevented Scott from ever leaving the security office of the mall. Y100 Sales Manager Jeff Monda substituted for Scott, picking the winning name from the more than 1.5 million entries. The winner was pleased, but the rest of the crowd probably would have preferred Scott.

YES-95/Cincinnati 6-10pm personality Michelle has been promoted to the MD slot. She replaces Barry James, who joined KOAQ/Denver as an air personality.

The legendary Dave Diamond, most recently with KFI/Los Angeles, is, as he put it, "taking a break for a while." Dave will join the teaching staff at Buena Vista College in Storm Lake, Iowa. In addition to teaching a writing class, and just to prove that he's not getting all the way out of the business after 25 years, Dave has also agreed to supervise the campus radio station. Best of luck to him.

Independent promotion man Bruce Hinton and his wife Gail are the proud parents of Blake Hinton, who arrived August 30.

Dancin' Danny Wright has exited KNBQ/Tacoma and is ready to put his unique personality back to work. Give him a call at (206) 838-6821.

A well-known Washington, DC CHR PD, whose name just could be Alan Burns, was involved in a station promotion with E/A artist Richard Simmons at the University of Maryland. At the end of each show, Simmons regularly gets men from the audience for an impromptu show for the ladies. Well, Mr. Burns got up on stage, and did what turned into a bump and grind number with mucho garments coming off! What Alan didn't know was that half of his Q107 morning team (Scott Woodside) was videotaping the entire incident. Much to the PD's surprise, the video showed up at the station very soon thereafter. Burns now claims that the only copy of the tape is in his hands. Hey, as fellow-physical fitness personality Jane Fonda would say, "No pain . . . no gain!"

WAEB/Allentown MD Jefferson Ward rode a new ride called "Thunder Creek Mountain" at a local amusement park 209 times over a 24-hour period. He told us, "This is not your typical ride where you get a spray or little splash of water . . . I got absolutely drenched everytime I went through it." Jefferson plans to spend his next long weekend doing something a little more pleasant.

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Heartlight



BY
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FROM THE FORTHCOMING
ALBUM "HEARTLIGHT"
ON COLUMBIA RECORDS

MOST ADDED SECOND WEEK IN A ROW!

- | | | |
|----------------|----------------|-------------|
| WCAU-FM add | KSKD add | WTSN deb 34 |
| PRO-FM add | WJBQ add | WFBG deb 36 |
| CFTR add | WCIR add | WLXK deb 30 |
| CKGM add | WZYQ add | KILE 40-37 |
| 94Q add 29 | Z102 add 37 | KKLS deb 28 |
| B100 add | WCGQ add | KWLO deb 28 |
| KIMN add | KPUR add | KDVV deb 31 |
| WLAN-FM add | Q101 add | KSLY deb 29 |
| WAEB add | KQWB add | KYYA deb 30 |
| V100 add | KELO add 29 | CKLW |
| KTFM add | WAZY-FM add | KEARTH |
| KITY add | KDZA add | KRLA |
| WTIX add | KATI add 27 | KFI |
| WFMF add | KOZE add | KIIS-FM |
| WJDX add 29 | WBEN-FM deb 39 | KOPA |
| WQID add | JB105 34-29 | 92FLY |
| WHHY-FM add | Z93 deb 28 | WYCR |
| Y103 add | KIQQ deb 39 | WKRZ-FM |
| WDOQ add | WHFM deb 37 | BJ105 |
| CK101 add | WTRY deb 26 | KX104 |
| WBBQ add | KC101 28-23 | WOKI |
| FM100 add 29 | KINT 27-23 | WRQK |
| WNOC-FM add | WAXY deb 30 | WCSC |
| WNEC add 23 | WSFL deb 40 | KEYN-FM |
| KSTT add | WGH deb 18 | WNAM |
| KOFM add 30 | KIOA deb 28 | KNBQ |
| WKAU add | KBBK deb 28 | KIKI |
| KQKQ add | | WACZ |
| KO93 add 27 | | WFLB |
| KKXX add | | KVOL |
| KYNO-FM add 30 | | KFYR |
| FM102 add | | KENI |
| KGGI add | | |





ABRAMAS'S ANIMALS — While in Providence to finalize his film's consultation agreement with WBRU, Lee Abrams joined the WBRU airstaff in catching Blue Sky/CBS's David Johansen in concert. Pictured after the show (l-r) are independent album promotion person Al Perry, WBRU MD David Fillpov, band's Huw Gower, Abrams, WBRU PD George Bradt, Johansen, band's Eric Doney, Columbia's Charlie D'Atri.



KLOS COTTONS TO JOSIE — Elektra's Jodie Cotton was greeted by Los Angeles AOR reps after a recent area club date. Pictured (l-r) are KLOS MD Ruth Pinedo, PD Tommy Hedges, E/A's Roy Smith, Cotton, and KLOS morning air personality Frazer Smith.



SPECIAL TIMES WITH 38 SPECIAL — A&M's 38 Special were feted after a Tucson date with chicken and beer at a party thrown by KLPX for the band and 20 listeners. Pictured (l-r) enjoying the evening are station's Bob Bish, band's Donnie Van Zant and Jeff Carlisi, and KPLX's Larry Milos.



WIN A WINNER — WBCN/Boston cosponsored a contest in which three winners will be entitled to future earnings of three racing greyhounds at the Wonderland racetrack. 104 runners-up won dinners at the track and another 1004 won a night at the races. Pictured "going to the dogs" are (l-r) WBCN jock Mark Parenteau, winner, winner, racetrack manager Richard Dalton, WBCN PD Oedipus, co-sponsor Lisa Sullivan of Coleman's Sporting Goods, and winner.

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Your audience wants to hear today's music—and that means the smooth, lively sounds of modern country! Whether your station is live or automated, BPI's Country Living format can sell for you—with consistent programming, all original hits by top country artists, and constantly updated current hit reels. BPI's announced libraries are hosted by 3 of the top country disc jockeys, who personalize and localize your service with monthly customized copy.

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FRIENDLY PERSUASION — It's getting harder all the time to get a record added on AOR radio, so Michael Shrieve (left) of Polydor/Polygram's Novo Combo tried a little friendly persuasion on behalf of his band's "Animation Generation." Also pictured are WAPP/New York's Michael St John (center), and MD Chip Hobart (right with apple).



BATHING BEAUTIES — WHJY/Providence held a beach party that gathered over 2000 for live music and a bathing suit competition that awarded a \$100 windsurfer, plus T-shirts and albums. Pictured (l-r) are WHJY's Greg Reynolds, Promotion Director David Place, the two winners, WHJY air personality Rick O'Brien and MD Jeff Riccio.



HEERE'S OZZY — Jet/CBS recording artist Ozzy Osbourne (left) visited the WQMF/Louisville studios for an interview with MD Duke Meyers (right) before a recent area appearance.



SOUTHERN BELLES — WAPI-FM/Birmingham is the latest AOR to recruit listeners to act as station reps for various promotional functions. Pictured is PD Steve Runner with the WAPI Rock & Rollettes.



WHAT HAS YOUR TV SET DONE FOR RADIO LATELY?

RADIO VIDEO lets your TV set explain radio's concepts. Even the "buzzwords."

RADIO VIDEO. A TV show about radio. Presented on videotape by radio programmer and

consultant Ed Shane.

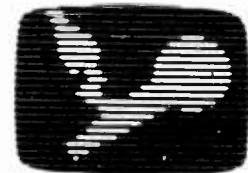
The first RADIO VIDEO cassette gives the step-by-step process for Focus Groups. Ed interviews Dr. James Fletcher of the University of Georgia, who co-authored the NAB's book on focus research.

A new RADIO VIDEO every two months so your home TV

set can keep you up to date on new radio concepts.

RADIO VIDEO Seminar Number One—"Focus on Focus"—available now. \$122.50 in Beta or VHS. (Add \$25.00 for U-Matic.) Use your Visa or MasterCard.

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AT DOUBLEDAY, WE DO IT BOTH WAYS!

WAVA



WASHINGTON'S WAVA (FM) JUMPS NEARLY 47% IN ONE BOOK . . . WITH COMMERCIALS

These days just about everyone in the broadcast business has heard about Doubleday Broadcasting. They've heard about our incredible start-up operations in major markets across the country. They've also heard we do it with no commercials and big promotions.

Sure we promote big . . . and in a new station there are always non-commercial periods that sometimes extend to entire weeks. When we took over Washington's WAVA, we inherited a going machine.

It had plenty of commercial business, and was operating in our primary format. That's how it stayed.

In just one rating period, under our ownership, WAVA jumped nearly 47%, going from an also-ran to one of the top stations in the market. That doesn't get done with mirrors. Anyone looking elsewhere for the secret to our success is ignoring the product . . . and at Doubleday Broadcasting, product is what it's all about.

DOUBLEDAY BROADCASTING . . . NOBODY DOES IT BETTER OR FASTER

WAPP(FM)
New York

WLLZ(FM)
Detroit

WAVA(FM)
Washington, D.C.

KWK AM/FM
St. Louis

KDWB AM/FM
Mpls./St. Paul

KPKE(FM)
Denver

db DOUBLEDAY BROADCASTING CO.
100 Park Avenue, New York, N.Y. 10017

Represented Nationally by McGavren Guild,
HN&W, CBS/FM National Sales and Major Market Radio
WAPP(FM)/Lake Success-New York City,
WAVA(FM)/Arlington-Washington,
KWK-FM/Granite City-St. Louis, KDWB-FM/Richfield, MN

source: Arbitron, Spring 1982,
AQH MSA, Mon-Sun 6A to
Midnite Subject to limitations.

News/Talk



GAIL MITCHELL

N/T Station Update

I thought I'd take the opportunity this time around to update readers on the activities of News/Talk stations across the country through both words and pictures. As always, I'm on the lookout for any type of station information: personnel and/or programming changes, promotions/contests, and photographs. Through the sharing of station happenings, I can become better acquainted with your stations and perhaps also give other stations food for thought. Please feel free as well to call or send in any ideas or suggestions you may have for column topics. I can be contacted through R&R at 1930 Century Park West, Los Angeles, CA 90067; (213) 553-4330.



LOOK MA! I'M ON THE RADIO — Joe Piscopo, "Saturday Night Live's" resident sports commentator, found himself on the other side of the mike recently as a guest of well-known WABC/New York "Sportstalk" host Art Rust, Jr. Coincidentally, Joe graduated from Jones College in Jacksonville, FL with a degree in broadcast management. During his guest stint he reminisced about his earlier DJ aspirations, for instance pounding WABC's doors on a monthly basis.

KSTP's Bikers Cycle Wishes

Just about four months ago, KSTP/Minneapolis talk host Dick Pomerantz interviewed the Phoenix police sergeant responsible for creating the "Make A Wish Foundation," which fulfills the dreams of terminally ill youngsters. A Minnesota chapter was founded following the successful interview; it attracted 150 volunteers. On behalf of the chapter, the station decided to sponsor two local residents on a yearlong cross-country bicycle trip touching each of the 48 states.

Steve Anderson and Ken Rogers embarked on the state trek July 20, departing from the station's front doors. An earlier interview with Pomerantz prior to their departure netted \$5000 in contributions within 47 minutes to help them on their way. They keep in constant contact with KSTP, calling every Friday or each time they cross a new state. As of September 7, the cycling pair have travelled across 11 state lines, including North Dakota, South Dakota, and Iowa. According to Pomerantz, contributions now total \$8000 while the organization's granting of its first wish is imminent.



Saying their goodbyes to host Pomerantz (center) are (l-r) Anderson and Rogers.

News/Talk Personalities

ON THE MOVE: Bob Dahlgren tapped as Sports Director at WFAA/Dallas, also handling sports reports in the AM news block while Andy Pollin reports during PM drive. As mentioned earlier (R&R 8-20) Bob Hardwick exited KTAC/Tacoma and returned to KVI/Seattle as morning personality. Also joining Hardwick's morning news team was Roall Erickson. WIND/Chicago midday personality Steve King served as cohost of the Chicago area annual Labor Day Muscular Dystrophy telethon earlier this week.

Bill Lorin is News Director at KSDO/San Diego, moving up through the in-house news ranks (he's pictured here). Also at the station, sportscaster Ron Reina will host "Aztec Hour," a new weekly sports talk program. Wayne Jefferson to Director of Finance and Administration at WBBM/Chicago. WBBF/Rochester's Jack Kinnicutt is now handling the PM drive slot. WGSO/New Orleans appoints Tom Courtenay Chief Engineer; he'll oversee the same duties for sister station WQUE there in town. Also named Chief Engineer at KGO-AM&FM/San Francisco is Erick Steinhilber. Down the coast at sister station KABC/Los Angeles, Dennis Prager comes aboard as host of the Sunday show "Religion On The Line," while Director/Creative Services Judith Learner has been selected as a member of Women in Business, a local group of 300 successful businesswomen. Carl Rowan, syndicated columnist and TV commentator, joins Ted Turner, the FCC's Mark Fowler, and NBC News' Tom Pettit as a guest speaker at the forthcoming RTNDA Convention in Las Vegas. Congratulations to WXYZ/Detroit's Bob Sherman, the recent recipient of the "best broadcast/telecast entry" award from the Craftsman/American Auto Racing Writers and Broadcasters Association.



Bill Lorin

viewed prison officials, guards, inmates, and the surrounding community. In other station activity a Businessphone has been installed, supplying the latest business and stock reports updated three times every day. The number is (206) 343-5665. KING PILOTS TV SHOW: Post-Newsweek Video's "Larry King Show" will begin airing in January. In the meantime a pilot episode is being filmed with guests Rona Barrett, negotiator Herb Cohen, and the Reverend Jerry Falwell. NETWORK AFFILIATIONS: ABC Talkradio has signed on five more affiliates: KZJO/Salt Lake City, KNUS/Denver, WGVL/Greenville, SC, WKHM/Lansing, and WHAG/Hagerstown, MD. WBBF/Rochester has dropped local talk, opting for News/Talk from 7pm-9am featuring NBC's Talknet; music will run from 9am-7pm.

PROMOTIONAL POTPOURRI: On September 11, WGST/Atlanta sponsors the 10K "Six Miles At Six Flags" fun run for the third year in a row. Participants vie for trophies with the entire event benefiting the American Diabetes Association. KGO/San Francisco's second annual "Five Mile Fun Run" is set for October 24 and is on behalf of the Recreational Center for the Handicapped. In honor of Oklahoma's 75th anniversary as a state, KTOK/Oklahoma City has launched a "Name A Ship" contest to have a U.S. Naval frigate or submarine renamed the USS Okiahoma — the original was sunk at Pearl Harbor. Thousands of entries have already been sent to the Secretary of the Navy. Earlier last month WRKO/Boston teamed up with Bristol, England's independent station Radio West to commemorate "America Week" there.

Audience on both sides of the Atlantic communicated with each other for an hour each day. From September 13-17 WOR/New York goes Hawaiian when the station presents a five-day broadcast from Waikiki Beach, Oahu and Lahaina, Maui, featuring John A. and John R. Gambling and Joan Hamburg. KOA/Denver took the "Pepsi Challenge" recently when personalities Alan Berg and Peter Boyles served as "official starters and Unofficial winners" in the "Diet Pepsi 10,000-Meter Series." Personalities from sister station KOA-TV lent helping hands to the race, which was open to runners of all ages and abilities who competed for medals, a championship plaque, and a General Universal Training Supplies (G.U.T.S.) training suit. PROGRAMMING HIGHLIGHTS: KFWB/Los Angeles plans to "Blow The Whistle On Crime" as its part in the September campaign proclaimed by Mayor Tom Bradley. In association with J.C. Penney, the station is distributing thousands of police whistles and airing a five-part series about crime prevention. WBBM/Chicago anchorman and Sr. Correspondent John Hultman is host of the new program "Up-To-Date," which focuses on topics of national concern, while another station anchorman, Sherman Kaplan, supplements his popular restaurant reviews with weekly reviews of film, theater, and music. KNUS/Denver's "Old Time Radio" program with host John Dunning expands from Sundays only to include Saturdays. Another look at old time radio, WCAU/Philadelphia's "Radio Classics" with Jim Rogers, and Bill Campbell's "Sportsline Weekend Edition" also added more broadcast hours. Jerry Williams of WRKO/Boston recently broadcast live from the Middle East, including Beirut, Tel Aviv, and Jerusalem. KGNR/Sacramento talk host Mary Jane Popp last week talked with Dr. Tom Allison and Dr. Mary Lyn Young on the psychology of being single. KYW/Philadelphia aired a five-part series "Iron Horses Under Broad Street," taking a nostalgic look at the soon-to-be-replaced Broad Street Line subway cars, some of which are 55 years old. Chicago Bulls basketball fans will be able to turn their dials to WIND, which will provide coverage of 1982-83 season games that do not conflict with broadcasts of Blackhawks hockey.

Bill Lorin is News Director at KSDO/San Diego, moving up through the in-house news ranks (he's pictured here). Also at the station, sportscaster Ron Reina will host "Aztec Hour," a new weekly sports talk program. Wayne Jefferson to Director of Finance and Administration at WBBM/Chicago. WBBF/Rochester's Jack Kinnicutt is now handling the PM drive slot. WGSO/New Orleans appoints Tom Courtenay Chief Engineer; he'll oversee the same duties for sister station WQUE there in town. Also named Chief Engineer at KGO-AM&FM/San Francisco is Erick Steinhilber. Down the coast at sister station KABC/Los Angeles, Dennis Prager comes aboard as host of the Sunday show "Religion On The Line," while Director/Creative Services Judith Learner has been selected as a member of Women in Business, a local group of 300 successful businesswomen. Carl Rowan, syndicated columnist and TV commentator, joins Ted Turner, the FCC's Mark Fowler, and NBC News' Tom Pettit as a guest speaker at the forthcoming RTNDA Convention in Las Vegas. Congratulations to WXYZ/Detroit's Bob Sherman, the recent recipient of the "best broadcast/telecast entry" award from the Craftsman/American Auto Racing Writers and Broadcasters Association.



BUILDING UP STATION ID — Pictured above is a sample of WFAA/Dallas's new billboard campaign.

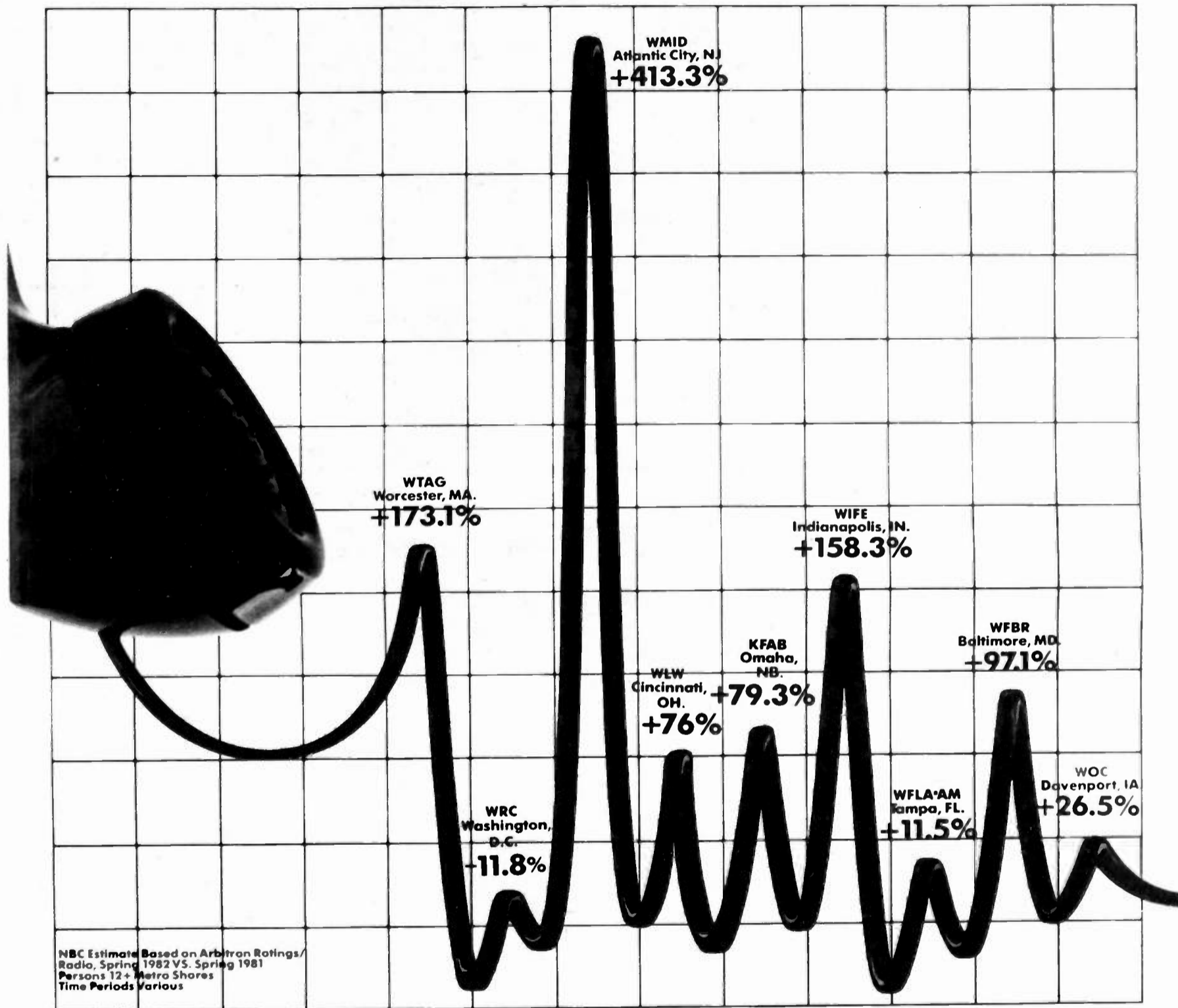


EQUAL TIME FOR EPA — Mutual's Larry King recently welcomed EPA Administrator Anne Gorsuch (left). Current environmental issues and possible solutions were discussed.



CRAZY MUSIC TALK — That's what WTKN/Pittsburgh got when artist Chuck Mangione and comic Rip Taylor dropped in to visit 7-midnight talk personality Doug Hoerth (center). Or as WTKN termed it, "Whatta Parley!"

NIGHTTIME SHARES HAD THEM DOWN. WE TALKED THEM UP.



Metro Share Increases Spring 1982 VS Spring 1981

Share the wealth. Plug into a one-of-a-kind call-in programming service that keeps your audience up at night. Bruce Williams and Sally Jessy Raphael weeknights. Bernard Meltzer soon on weekends. So distinctive you have to hear it to believe it.

Call Meddy Woodyard at NBC Radio collect today (212) 664-4745. Talknet. The nighttime audience builder.

Talknet
FROM NBC RADIO

Sales



JONATHAN HALL

What PD's Must Know About Sales

For two days last week in an air-conditioned conference room in New Orleans, over a hundred PD's, GSM's, GM's and operations managers informally discussed "What PD's Should Know About Sales." The occasion was NAB's fifth annual Radio Programming Conference. Panelists and participants agreed that improving communication between sales and programming departments requires extra effort.

Panelists described the difference between creating the radio product and selling it. On the panel were: Burt Sherwood, President of Sherwood, Hennes & Associates and former VP/GM of WMAQ/Chicago; Chuck Tweedle, VP/Sales and Assistant Station Manager of WCLR/Chicago; Frank Bell, VP/Programming and partner in WSQV/Jersey Shore, PA; and Tex Meyer, VP/GSM of WWKX (Kicks 104)/Nashville. My thanks to all for their insightful comments.

Burt described why he felt the attitude of programmers has to change. He said the manager - with all the perks - in most cases got his job from having sold the most air time. "Believe me, I had to do it and it ain't easy." Commenting further on the role of sales people, he said, "They go out and sell air time with or without the damn numbers and bring it home for ownership so that programmers can do their thing."

Explaining why the majority of managers come from the sales ranks, Burt noted that radio is big business because each and every radio station is worth a lot

of money. "To get that money, the ownership takes risks so they hire the right people to maximize the dollar."

A second reason why sales people become managers, according to Burt, is that they are less transient than programmers. "They tend to put their roots down. Yes, they move, but not with the same frequency as programmers and jocks."

"Set up ways for jocks and sales people to interact."

—Frank Bell

Commenting on the typical sales exec's attitude, Burt suggested that sales people have a "hard time empathizing with a jock who is out of gas after working four or five hours and sweating to stay in format." As a word of wisdom, Burt offered, "Let me remind you that in business, an unhappy shop is easily beatable by the opposition across the street."



THE NAB SALES LINEUP — Participating in the NAB Radio Programming Conference's "What PD's Should Know About Sales" panel were (l-r) consultant Burt Sherwood, WCLR/Chicago VP/Sales Chuck Tweedle, WWKX/Nashville VP/GSM Tex Meyer, WSVQ/Jersey Shore, PA part-owner Frank Bell, and moderator Jonathan Hall of R&R.

Selling A Pure Product

"How can you and your sales department work together to have your station meet its revenue goals, without prostituting the product with too many units, obnoxious copy or an off-the-wall sales promotion?" Chuck Tweedle asked rhetorically as he began his comments. "I believe that PD's and sales departments are friends, not adversaries. I believe this because we have something in common - we're both selling every day. Programmers sell the audience while sales executives sell the advertisers. And we both realize that nothing happens until somebody sells something."

Chuck had four suggestions for PD's on how sales and programming can work in harmony:

1) "The goal of your station is to make a profit. Accept that. Support it. You're part of the free enterprise system where profit is the ultimate incentive for business to succeed. This year's profit buys next year's equipment, talent, and salaries, and you need to win the ballgame."

2) "Commit ten percent of your time every week to learn more about sales at your station. Attend sales meetings, go on sales calls . . . both agency and direct, and cold calls . . . and join your GM on an occasional national sales trip."

3) "Demand at least ten percent of your sales department's time each week to learn more about your job including strategy, goals and future promotional plans. If you've just installed a 'state of the art' music research system, share it with your sales staff. Explain the benefits. Believe me, it will continue to their level of knowledge and enthusiasm. Knowledge is power . . . and enthusiasm sells!"

4) "Come up with an effective positioning statement for your station against the entire marketplace. This is more than saying 'We're MOR going after adults 18+.' Be specific and be honest."

Educating The Air Staff

"Educating the air staff sales means getting the jocks involved in the selling process," Frank Bell stated, picking up on Chuck's theme. "Talk it over with your GM or GSM," he recommended, then "set up ways for jocks and sales people to interact." He described five ways that could happen:

1) "Let a jock go on a sales pitch to see how the station is presented to a client and what objections the client has."

2) "Let a sales person sit in on a drivetime air shift for an hour and learn that being a good air personality is more than just pushing buttons."

3) "Try whenever possible to include jocks, production people, copy and traffic people in sales promotions. This reduces the chance for alienation of the air staff and will lead to better copywriting, better promotion, and more sales!"

4) "Have a staff brainstorming session. Invite everyone - even part-timers - to sit down and come up with ways to creatively deal with clients' problems. This gets the entire staff in on the decision-making process, and gets them all together in a fun, creative type of environment."

5) "Encourage jocks and sales people to get together outside the normal working environment. Softball games, pump-offs, concerts, all station promotions are team efforts. The station that drinks together, thinks together."

Sales Promotion Strategies

Finally, Tex Meyer described the nuts and bolts of running a sales promotion. Tex explained that the best sales promotions stem from working with the programming department. He suggested the bigger the client, the easier it is to work out a promotion. He also recommended that community involvement-type projects can still be turned into useful promotions.

Tex had several ideas on why sales promotions work. They work, he said, when you commit 100% to an idea. If you can't do that then a PD must say "No." "Otherwise, if it comes off sloppy, it hurts everyone - sales, programming, - and the audience." Furthermore, Tex said, "If a personality or announcer is involved, be sure that person is compensated."

"PD's and sales departments have something in common. Programmers sell the audience while sales executives sell the advertisers. And we both realize that nothing happens until somebody sells something."

—Chuck Tweedle

In conclusion, Tex described ways that sales promotions might fail:

1) "It might be a bad idea. It might be good for the client, but not good for the station. Or it might be good for an account executive, but not really good for the client who may not know how to weigh the results or will interpret them incorrectly."

2) "It might not be priced correctly. Everything has a value. We are in a supply and demand business. Something overpriced, however, won't sell."

3) "Lack of program director's involvement can cause failure."

In the final analysis, all agreed that it is incumbent upon the general manager to foster an environment of openness between sales and programming. The result of mutual cooperation will be bigger profits, they concluded.

Reader Feedback

I received a couple of interesting letters recently that I thought I'd share with you. The first is in response to the thoughts that consultant Dave Klemm set down in a recent issue about local sales:

Dear Mr. Klemm,

I enjoyed reading your article which appeared in the July 16, 1982 edition of *Radio & Records*. Your suggestions for asking questions of the prospective customer are very well put.

However, there is one point that I think you missed. True, you provided the salesperson with a good overview of sales psychology. In fact, you presented the basics for conducting a research interview!

For example, "You must dig deep; don't just scratch the surface. You need to ask the advertiser to define what he means." If a radio salesperson really follows your advice, that radio salesperson will obtain information that will help the radio station to improve its listener share! Obviously, it is easier to sell radio to someone who listens to it. And what could be more opportune for a station than to increase its share of the local business/advertiser?

It appears to me that you have isolated the radio salesperson. He appears to be selling his products, but has no control over that product (i.e., The Radio Station Broadcast Format).

I believe in synergy, and you are in the perfect position to encourage the radio salesperson to communicate in depth with both the potential advertiser (on the outside) and with the programming department (on the inside). Please let me know if the hoped-for synergy is a possibility. Wouldn't it be nice if the salespeople and the pro-

gramming people worked together? Thank you for your well prepared column in *Radio & Records*.

Sincerely,
Gerry Kaufhold

The second poses some questions of interest; those with answers can write to me at 818 Connecticut Ave., NW, Suite 300, Washington, DC 20036 to share your ideas, or write directly to Bob Jones at the address underneath his letter.

Dear R&R,

I have a request to make on broadcast logs. Basically my question is this: are there any radio stations that have the "Utopian log" for commercial matter and if so could they send us examples? Currently we're using the strip version and what a mess it is! I'm certain someone has a log that somehow voids the inherent problem of clutter over the air, but at the same time won't cut down on the RAB's 18 units per hour suggestion.

Another problem we're running into is this: Our advertisers only want to advertise Wednesday thru Saturday. The end result? Monday & Tuesday's log may only have four commercials per hour, if we're lucky! Does anybody in a major market have a suggestion on how to alleviate such problems? I would appreciate answers from the sales and programming departments. Thanks to everyone who will be taking the time to help us out!

Our radio station is fulltime Country on the AM side.

Sincerely,
Bob Jones, MD,
KTAN/Sierra Vista
2300 Busby Dr.
Sierra Vista, AZ 85835

What's WHAT on the WHO...



...and WHY:

CHR AVERAGE MOVE +4

WBEN-FM 35-10	KCNR add	WYCR deb 25	BJ105 39-36	WEBC add 33	KBBK deb 30	WGLF on	KENI 28-25
WCAU-FM deb 34	KIMN on	WKRZ-FM deb 34	CK101 39-37	KSTT deb 23	FM103 27-23	WYKS 31-31	KKLV deb 38
96KX 32-30	KZZP deb 29	K104 on	WBBQ on	KMGK deb 27	KSKD deb 30	KKQV deb 30	KSly on
B104 28-24	WSPK deb 26	WKEE on	KX104 add	KZ93 on	KLUC deb 29	KQIZ-FM add	KCBN 37-32
CFTR deb 36	WKFM add	WSSX deb 30	WSKZ on	Z104 deb 30	KIKI on	KPUR add	KDZA add
CHUM 10-5	WPHD 20-6	KYST deb 37	WOKI 37-30	WNAM deb 28	WJBQ add	KVOL deb 29	KYYA on
KEGL add	WHFM deb 27	KSET-FM 27-24	WQUT deb 29	WKAU on	WOMP-FM add	KSEL deb 24	KOZE deb 28
WLS add 31	92FLY add	KROD add	WBCY add	WIKS add	WCIR on	KKXL-FM 39-36	
WLS-FM deb 31	WRCK 30-24	KBFM add	WSFL add	WMEE add	95XIL deb 37	KQWB add	
WLOL-FM on	3WT deb 38	WJDX on	WCSC deb 28	KQKQ add	WZYQ deb 26	WSPT 29-29	
WGCL deb 18	WPST 37-34	WQID deb 29	WANS-FM 29-25	WKDD add	WIGY add	WAZY-FM on	
KIQQ add	WLAN-FM on	WABB-FM on	WNOK-FM on	KHOP on	Q104 add	KRNA deb 24	
		G100 on	WZZR deb 35	KKXX deb 26	95SGF DEB 32	99KG add	
		WZYP on	WJXQ 13-8	KGGI on	WCGQ on	KFMZ deb 22	
		WHHY-FM on	WKFR on	KNBQ deb 27	WXLK on	KDOW 30-22	

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Contemporary Hit Radio



JOEL DENVER

A LOOK AT CONSISTENT PROGRAMMING

WIKS Turns A Bad Image Around

Last week we looked at KIQQ/Los Angeles, and the advantages it has gained with a long and quite diversified playlist. Now let's take a look at WIKS/Indianapolis and PD C.C. Matthews: a study in programming consistency and how it was used to turn a negative image into a winning image.

When WIKS was bought a few years back by Cecil Hefel, it was pretty common to go into a market, spend a lot of money and expect instant success. They did it with Disco, but in WIKS's case the choice had a negative longterm effect. The station didn't call itself "Disco," but it had positioned itself that way in the market's eyes when the market soured on the image.

There had been a series of management, PD, and staff changes to complicate things, not to mention some outstanding radio stations in Indianapolis. Examples include such market leaders as Fairbanks's WIBC (A/C) & WNAP C.C. Matthews (WIKS's major CHR competitor), plus formidable competition from AOR outlet WFBQ, and mellow rock competition from WENS.



During the most recent Arbitron, WIKS topped the CHR ranks, moving 4.6 to 6.1, while WNAP dropped from 7.6 to 5.2 in the 12+ category. This is the first time that WIKS has bested WNAP since the spring 1980 book, when WIKS was sitting with a 9.0 and WNAP managed a 7.1 share. This recent book also meant growth in 18-34 men, and more than 100% growth in women 18-34 for WIKS. The station is a strong number two, just behind WFBQ, for teen domination.

Salvaging The Female Audience

"When I got here about a year ago, the station was skidding rapidly, still stuck with a worn-out 'Disco' image from the days when they signed the station on. In the Midwest, you couldn't have a worse image," admitted C.C. Matthews. He went on to say, "Before we could do anything, we had to analyze what we could salvage, and we



WIKS BED RACE CREW — A total of 25 beds took part in the WIKS Bed Race. Shown here is the station's entry, the "Safari Bed." Pictured (l-r) are all-nighter Keith Richards, News Director Kathy Letterman, and office staffers Margie Schreiber and Lyn Busby. Afternoon driver Jonathan Doll was part of the crew, but didn't make the shot.

found only a handful of women left, so that was our starting point.

"E. Alvin Davis was brought in, prior to my joining, to consult this station, along with Hefel's YES-95/Cincinnati. The first step was to establish some kind of consistency on the air with the music. We immediately started to mold the music over a short period of time to maintain whatever came we had. The image was so bad, people had stopped listening to the station altogether."

Creating A New Image

One of the inherent problems that C.C. had to overcome was while he was trying to get his station's image together, WNAP wasn't making too many mistakes.

WIKS 99 FM

"They're like a heritage station in this market," he said. "One part of the WNAP morning team, Chris Connors, has been there for a lot of years. This means consistency. So the first step in creating our new image was for us to get consistent, too.

"We could only hope that as we got more consistent, it would shake them up a bit, and it did. WNAP is an interesting station that doesn't just play a variety of music. They seem to get soft in approach for a while, then suddenly harden up again. So now we are the consistent CHR, and they have sort of traded places with us.

"I mentioned before that the music was the first step. If you were to listen to us, we could be best described as a mass appeal rock station. We don't play a lot of black product at the moment, but tastes change and if the market starts to demand it, we'll play it. Right now, when they tune us in they know what to expect, every time, and that's part of the reestablishment of consistency.

"As far as marketing the station, we decided to use the slogan 'KISS-99' for the first five or six months. The people really didn't know our call letters, and eventually we became the 'New KISS-99' as part of this image change, finally becoming WIKS 99 FM.' At the same time we had to clean up the air sound. It was cluttered with promotions.

"This station was in the middle of every kind of promotion you could think of. They were good, but the problem was they were all on the air at one time. The entire station was oversaturated with giveaways from tickets to albums to you-name-it," recalled C.C. "Now we still do giveaways, but we think about the promotions more carefully."

Not A Cornucopia

Remember in years past how the Hefel stations made headlines with their megabuck giveaways? First it was \$50,000

**WIKS HAS A BIG VAULT
FULL OF MONEY
AND MORE IN...**



**CRANK UP WIKS 99 FM ON YOUR RADIO DIAL
AND BANK ON WINNING BIG!**

at Y100/Miami, and at 13Q/Pittsburgh. Then there was the grand finale of handing out \$50,000 at YES-95... and the company did its share of monster prizes at WIKS also.

"Here is a station that handed out \$125,000 plus cars, and lots of other huge prizes. When it came time to change the image of the station, we couldn't go in and paint the same picture again. It's amazing how a station could do all of that, yet be dead in the water.

"Once the on-air product started to take shape, we again made our first attempts to promote. We now do hourly album contests, and ticket giveaways, but only one thing at a time. We also consider the appeal of the contest to make sure that it won't be obnoxious to our 12-34 demo target."

C.C. went on to explain how the station used moderate amounts of TV, but not the usual big splash that the Hefel chain is known for. In addition the amount of money spent on billboards, newspapers and the like was substantially reduced as well. "In the most recent survey (spring) we used no TV at all. Instead we used a direct mail piece."

Crank It And Bank It

"I went to Chicago and worked with a firm that helped me customize art work and the like for our 'Crank It and Bank It' sweepstakes." C.C. told me that 'Crank It and Bank It' stands for "Crank it up to WIKS 99 FM, and bank on winning." Here's how it worked.

"We sent it to about 250,000 homes, and it made people aware of us again. We found that our new image was helped by the direct mail piece. People listened of course for their sweepstakes numbers to win prizes, but I don't think it would be fair to attribute our success totally to this contest," he reasoned. The station offered some great prizes like a 1982 Jeep CJ-7, \$100 bills, groceries for a whole year, stereo systems, and a concert trip with \$500 spending money.

C.C. pointed out some of the other things he feels were a successful part of the image change. "Like everyone else, we gave away tickets to the Stones in Dallas, and after that was over, everyone figured that's that. Well, we came back at them and took an entire busload of folks to Louisville to see them in concert too. That impressed people. It's that extra effort, without too much hype, combined with consistent music and personalities, that really made the difference."

Finding The Leading Edge

Every programmer who keeps rein on an actively-programmed station must walk a thin line between keeping up with the market's tastes, and being too far in front of them by overanticipating their desires.

This could be especially tough in the Midwest, as C.C. remarked, "There's no doubt about the fact that the Midwest is slow, and conservative about things. Having spent some time in this area for a while has helped me understand just how far to go.

"When I look at WBBM-FM/Chicago, I look at how the future might be for radio. Chicago is in the Midwest, but it's certainly a bigger city than Indianapolis. I'll also be interested to see how the format holds up and how people compete against it. Getting big shares is hard, but keeping them is harder."

Taking a station like WIKS and making an image change with what seems to be an average budget is a pretty fair accomplishment. Especially when you consider it took only about a year to do. "I've been here almost a year now, and really felt that things were on the right track in June. In fact June has always been a magical month for me. When I started KJ100/Louisville it was in June, and when I was across the street at WQMF that was the month it all came together for me.

"It just felt good. All my jocks sounded like they belonged here, the music was good and our promotions fit well. As far as figuring out what the right things are for your market, it's pretty simple. Go ask them what they want. You'd be surprised that if you go out on the streets and ask them about what they like and what they don't like about your station, you'll probably begin to see a pattern form. We're not

"When I got here about a year ago, the station was skidding rapidly, still stuck with a worn-out 'Disco' image from the days when they signed the station on. In the Midwest, you couldn't have a worse image."

necessarily the first to add every record, but we're certainly not the last either."

What about the fall book? Can WIKS keep the image they have and keep it strong enough to reinforce their base? "We've been out all summer long. We've done a bed race, we sponsored the 'Newlywed Game' at a local mall with TV host Bob Eubanks, and cooperated in a blood drive. This Labor Day we're heavily involved with the MDA Telethon. I'm confident of the future for the station. An image change can work, but it takes time, and you've got to have the help of others in the market. By that I mean your competition has got to make mistakes and you've got to be ready to jump in."

STRAY CATS

"ROCK THIS TOWN"

B-8132

Robert Moorehead, Music Director, KIQQ-FM, Los Angeles

In Los Angeles, they have become superstars, playing to sell-out crowds. The infectious excitement of the Stray Cats transcends age boundaries, as evidenced by the request lines at KIQQ!

Rick Carroll, KROQ, Los Angeles

The Stray Cats have been 'rockin' this town' for over a year. We put it on the air and got immediate GREAT response...

Judy McNutt, Music Director, KGB-FM, San Diego

With the Stray Cats album No. 2 in San Diego record sales, I suppose it is pretty safe for me to say that this is one of San Diego's favorite groups!

James Haldeman, National Album & Pop Buyer, Musicland Group

Unexpectedly good sales with virtually no airplay. We would sell by the numbers if there was more exposure.

Al Wilson, LP Buyer, Strawberries Chain, Boston

"Built for Speed" has sold from the first day of airplay and is selling better now than ever.

WCAU-FM

WLLOL-FM

KRLA

KZZP

WKFM

WPHD

KINT

WZYP

WHHY-FM

BJ105

WOKI

WCSC

WZZR

WJXQ

KMGK

KSKD

KRQ

WIGY

WFLB

WISE

KENI

KSLY

Produced by
Dave Edmonds
from the album
Built For Speed,
ST 17070



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From their forthcoming album,

DAYS OF INNOCENCE

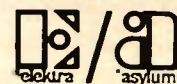
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7 weeks #1 in Australia!



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WKDQ SKIN DAY ON THE RIVER — WKDQ/Evansville held its fourth annual "Q-Ski Day" on the Ohio River. Hundreds turned out to watch demonstrations of water events with over \$1500 in prize money. The station also held a swim suit competition which turned it into a "Skin Day" on the river. Shown in front of the WKDQ boat are the five finalists with some very attentive staff members looking on.



LOADS OF LEGS — Summertime and the legs are lovely as WERZ/Exeter recently completed the judging of its "Miss English Leather" contest. The winner, pictured second from right, won a selection of English Leather products for women and a chance to compete in the national finals. Shown with clipboard and mike in hand is Operations Manager Merk Ericson.

Motion

WVIC/East Lansing welcomes new PD Mike Hayes from KNVA/Kansas City and Tom Gilligan from WIKS/Indianapolis under the consultancy of E. Alvin Davis... WTIC-FM/Hartford MD Rick Donahue is exiting the station, leaving a vacancy... Neil Harrison from WHYY-FM/Montgomery to do mornings at KZZB/Beaumont.

Jeff McNeil leaves KIIS-FM/Los Angeles to do afternoon drive at KYUU/San Francisco... WSEZ/Winston-Salem PD Bob Mahoney taps Steve Finnegan to do music... Tom Huber from KLSS/Mason City to middays at WSPT/Stevens Point... 92FLY/Albany MD/morning personality Jack Lawrence and midday jock Kelly Stevens switch shifts.

KIKI/Honolulu MD John Fink hangs up his headphones to work at TV9 on the island. Replacing him is Greg Mundy, coming over from

KDUK... Jeff Travis, who does mornings at 99KG/Salina, KS, has been tapped by PD Denny Collier to also handle music chores.

WKSQ/Elisworth, ME has signed on the air with a new CHR format. The station is located about 20 miles from Bangor and is looking to give WGUY and WACZ some competition. Here's the lineup: Mark Osborne does mornings, and is also known as Jeff Ryder, owner of the station, and former WOKY/Milwaukee PD; Tim Moore is PD and does middays, coming from Q107/Washington; afternoons is Keryn Smith, who is also an account exec with prior experience at WGUY/Bangor; and Doug Driscoll does nights, coming over from middays at WGUY.

KFOX/Redondo Beach has a new PD for its CHR format. It's Brian Thomas, most recently the MD at WZZR/Grand Rapids. The lineup is: 6-10am, the Captain; 10am-3pm Jim Dolce; 3-7pm PD Brian Thomas; 7-midnight Rick Taylor; and Dave Summers, all-nights.

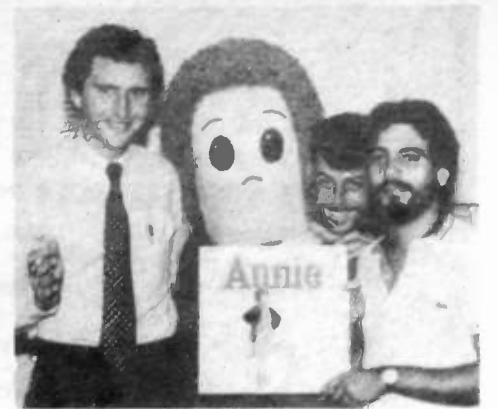
K104/Erie PD Bill Shannon called to say that his company's latest acquisition, WOKW(OK100)/Cortland-Ithaca, NY, has a new lineup: PD Chuck Abel mornings, MD Jeff O'Brien middays, Denny Alexander afternoons, Smokey Burns nights, and Jeff Wheatley all-nights.



TONS OF FUN — WPST/Trenton PD/Station Manager Tom Taylor is getting the ride of his life atop Dumbo. Tom and other local media celebs participated in an elephant race to promote the Clyde Beatty-Cole Bros. Circus appearance in town. Who won the race? Well, Tom came in second by a trunk.



WBLI BEDS DOWN — WBLI/Long Island held its annual "Bed Race" for the benefit of two children's wards at two local hospitals. This year's race earned the hospitals over \$15,000. The event was MC'd by morning man Barry Neal. Shown in the WBLI entry (l-r) are newsmen Don Nelson and jocks Rick Sommers and Jeff Scott. Seated in the bed is personality Steve Harper.



INVASION OF ANNIE — Taking matters into her own hands, Annie made her own deliveries to radio stations of the single "Annie" and album. Shown (l-r) are FM100/Memphis PD Garry Wall, Annie, air personality Tom Prestigiacomo, and local Columbia promotion rep Tom Chaltas.



GO-GO GOLD — "Beauty And The Beat" went gold for IRS/A&M recording artists the Go-Go's, and A&M rep Steve Pachter (l) is shown handing a gold award to WCIL-FM/Carbondale PD Tony Waitkus for his efforts.

Bits

• Here's an idea A/C Editor Jeff Green and I were discussing. Instead of getting credit cards printed with numbers good for prizes and discounts, use keychains. The difference here would be that you'd have them made out of brass. They could be stamped with your station logo, serial number, and on the reverse side, they could be made "postage-guaranteed" to be returned to the radio station if lost. I'm not sure of the unit cost, but if bought in bulk, and considering their longevity, it might be more cost-efficient than credit cards.

• KVOL/Lafayette recently held its annual "Rock-B-Que" for 1000 listeners. The station worked with a sponsor and served up free chicken, beans, cole slaw, beer, and cokes for hungry listeners while five local bands rocked out. This kind of function is a great way to show listener appreciation.

• WIKZ/Chambersburg recently played a game of "Magnificent Music Chairs" for the benefit of the Cancer Society of Washington County. The winner walked off with a new swimming pool, which was donated by the mall where 1200 listeners competed and raised money for the charity. The station is also having the third annual "WIKZ/Budweiser Open Golf Tournament," with a new Chrysler up for grabs to anyone sinking a hole in one. Proceeds benefit the Shriners' Children's Hospital.

• A softball game is always a good way to get out in the public and raise some money for a charity. Recently WZZR and WGRD, both in Grand Rapids, put aside their hot clocks, research, and contests to put on their cleats and play a game for MD. The score? WGRD came from behind to beat WZZR 22 to 8.



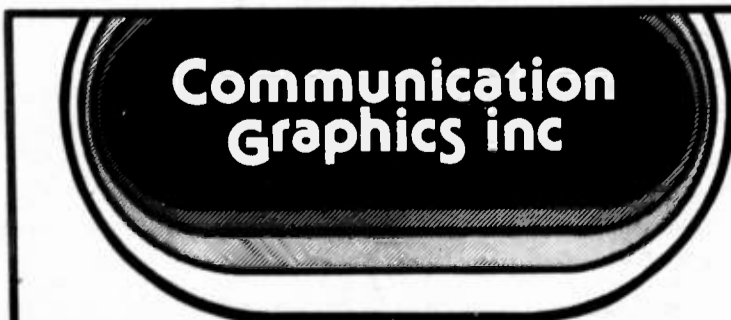
NEARLY A "GRAND" PRIZE — WSTO-FM ("The New 96")/Owensboro has been handing out \$9.60 every time it's played two songs in a row by the same artist. All those winners have gone into a grand prize drawing for almost a "grand prize" of \$960 cash. Shown with the check in hand is the winner, Donna Morgan. The new CHR station is programmed by Kirk Kirkpatrick.



A Y103 "Z" FOR ME — Y103/Jacksonville recently awarded a 1982 Datsun 280 ZX as the grand prize in its "Visible Vault" promotion. The station gave away over \$35,000 in cash and prizes during the contest, which was staged in five phases. Shown (l-r) is morning personality Dave Mann handing the keys to the winner Edward Ashby.

The Music Section

CHR's Most Accurate Music Information Begins on Page 63



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CHR PICTURE PAGE



NICOLETTE MONKIES AROUND — On the road promoting her records is WB recording artist Nicolette Larson stopping by KINT/EI Paso to monkey around with a monkey. Shown (l-r) are an unnamed relative of King Kong, Nicolette, and PD Jim Zippo.

CKSL Beds 'Em Down



WHAT A LOVELY ELBOW YOU HAVE — Nothing like a little togetherness to make you notice the small details of the person you're closest to. In this case 102 people got very close as CKSL/London, Ontario held its second annual "World Attempt On A Waterbed." Last year the station packed 90 people aboard the fluid-filled mattress with nary a leak, and this year as you can see success is theirs again. The photo and other proof material are being forwarded to Guinness for consideration in the "Book Of Records."



Y103 SETS SAIL — Y103/Jacksonville and Sea & Ski got together to give away a 14-foot custom Hobie catamaran. Other prizes included suntan lotion, visors, T-shirts etc., with over 5000 registered entries for the boat. Shown (l-r) are winners, Bill, Barbara, and Karen Reed, with air personality Dave Scott.



TANE' HOLDS ON TO NEW YORK — RCA recording artist Tane' Cain was out promoting her debut album and single and is shown with some folks from her label and WNBC/New York. Pictured (l-r) are RCA VP John Botancourt, Tane', East Coast National Singles Director Mike Becce, PD Kevin Metheny, National Singles Promotion Manager Susan Wax, and National Album Director Bill McGathy.



SOMEDAY, SOMEWAY, TODAY — WB recording artist Marshall Crenshaw invited some folks backstage after a recent concert appearance in San Francisco. Shown in the back (l-r) are WB's Gary Briggs, guest Ellen White, KEZR/San Jose's Steva Beam; (front row l-r) WB's Beverly Stevens, Crenshaw, WB's Suzy Blosser, and BranJon Communications Group PD Bob Harlow.



IN SEARCH OF HONEYBEES — Some guys have all the luck. Here's B97 morning man Cajun Ken Cooper surrounded by the finalists in the station's search to find 10 "B97 Honeybees." The finalists will represent the station at public functions and appearances.



KX104 FOOTBALL FANATICS — Shown in full Vanderbilt Football gear is the entire KX104/Nashville team, ready for the next Arbitron. Actually the station is readying for a promotion called "Commodore-For-A-Day" for the 1982 Vanderbilt games, in which a winner sits on the sidelines with the 'Dores and gets some great Vandy souvenirs. Shown in the back (l-r) are MD Bryan Sargent, Coyote McCloud, Bobby Cook, and B.J. Harris; front row (l-r) are "Katie," PD Michael St. John, and Mary Glen Lassiter.



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A unique and revealing look at Stevie Nicks through the music she creates. Spend an hour with the most fascinating woman in rock...
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This EARTH NEWS RADIO WEEKEND SPECIAL featuring Stevie Nicks is available only to EARTH NEWS affiliates for airing the weekend of September 25th. To join the growing list of hundreds of stations carrying EARTH NEWS RADIO, call **COLLECT** (213)392-8611 for a free demo.



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CALENDAR



BRAD MESSER

Is There More Than Sex, Music and Drugs?

The News Tuneout Debate has finally sputtered out. Our industry's own long-lived major misconception about radio News has been all but completely eradicated, after more than a decade of energetic debate. There are probably only four people left on Earth who haven't yet come to realize that professionally-presented News not only isn't a tuneout, it's a tune-in when something hot's going on. News Tuneout Debate, rest in peace.

Now, what shall we do next, something easier? Perhaps just some idle discussion of a relatively minor subcategory, until we can catch our collective breath for the next Big debate? I hereby nominate the misconception that pre-middle-aged radio news audiences simply melt with admiration when served a steady diet of "demographic" news about sex, drugs and music.

Yes, an effective approach to socio-/demo-/econo-/geo-/psychographic News has included hitting those three subjects that hit young people in the ears, nose, mouth and, uh, between the legs. But take off! There's more.

The earlier successful practitioners of targeted journalism consciously ignored some traditional self-imposed restraints, and dedicated time to contemporary subjects which in the beginning surely included VD, LSD, THC, and LP's. The most effective News operations of today still listen to the audience and consciously tailor coverage to current and developing interests, but we're now seeing some earnest followers who apparently believe the not-so-secret formula is to hit those three specific categories without knowing or even asking why.

Aw, sure, in any serious effort to determine the real interests of a specific target audience of today, the researcher is likely to routinely find our three headline subjects still right up there among the top ten favorites, but shouldn't other topics continually be ascertained and covered? Yes they should, and anyone who simply tells a staff to go only or mainly for just sex, drugs, and music ought to be sat down and given a good talking to.

You know who you are.

America's Strangest Public Execution

MONDAY, SEPTEMBER 13 — When the circus arrived at Erwin, Tennessee, on this date in 1916, there was more excitement than usual. In the previous town one circus performer had attacked and killed another. The attacker, a female heavyweight named Mary, was to be executed in Erwin. Mary was taken to the railroad yard, a steel-cable noose was placed around her huge neck, and she was abruptly hoisted into the air. Mary died swinging from the boom of a railroad freight crane. The hanging 66 years ago today was America's strangest public execution, because Mary was an African elephant, who had turned on her trainer and killed him.

The world's hottest day was 60 years ago, when the temperature reached 136 degrees in Al'azizyah, Libya (1922) That's in the shade.

Jacqueline Bissett, who has been in about forty movies, is 38. Peter Cetera, vocals and bass for Chicago, also is 38. Mel Torme (tor-MAY) is 57: he became a teenage singer with touring bands forty years ago.

World's First Benefit Tune?

TUESDAY, SEPTEMBER 14 — We're about ten weeks away from being saturated with Christmas music. One of the biggies is always "The Messiah," which most of us recognize by "The Hallelujah Chorus." George Handel wrote that two-and-a-half-hour piece (faster than modern copyists can transcribe it) by working day and night for 24 days, completing his masterwork on this date in 1741. He wanted "The Messiah" finished in time for an orphans' charity concert. It may have been the world's first benefit tune. Royalties from subsequent performances supported the London Foundation for Homeless Children for many years.

Francis Scott Key completed his poem "The Star Spangled Banner" 168 years ago this morning, after witnessing the day-and-night battle in which Americans successfully defended Fort McHenry (Baltimore) against British attackers (1814). Within weeks the poem was being sung to the tune of an old British drinking song. The combination became our official national anthem many years later.

Joey Heatherton is 38. Also born on 9-14: Margaret Sanger, who founded the birth control movement here; Charles Gibson, the artist who created America's first airbrushed pin-ups, the "Gibson girls"; Ivan Pavlov, whose study of conditioned reflexes (dog salivating at sound of feeding bell) earned a Nobel Prize.

"Little Willie" the Super Weapon

WEDNESDAY, SEPTEMBER 15 — The first time a tank was used in a battle was 65 years ago today, when the British "Little Willie" became the super-weapon of World War One (1917).

"Blondie" is 52 today. The comic strip Chic Young created during the Great Depression in 1930 has been drawn by his son Dean Young since his father's death in 1973.

The man who held the world heavyweight boxing title for the shortest time was Leon Spinks, who lost the crown to Muhammad Ali four years ago today. Spinks had been champ only 214 days.

Gaylord Perry is 44. He has won the Cy Young award in both the American and National leagues. Jackie Cooper is 60. He was a child star in the "Our Gang" movies 55 years ago, and is now a successful TV producer/director with many episodes of "M*A*S*H" to his credit.

Our First Traffic Statistic

THURSDAY, SEPTEMBER 16 — The first traffic victim was a 68-year-old real estate broker who apparently never saw what hit him. Eighty-three years ago this week, Henry Bliss stepped from a New York City streetcar into the path of a horseless carriage which knocked him dead (9-13-1899). The word automobile is from the Greek *auto* (self) and *mobile* (moving). Car originally meant chariot; Julius Caesar called his chariots *karras*.

Rosemary Casals is 34. Basketball vet Elgin Baylor is 48. Peter Falk, best known as Columbo, is 55. B.B. King is 57. Lauren Bacall is 58. The man who created "Candid Camera," Allen Funt, is 68.

Original Birdman Bites the Dust

FRIDAY, SEPTEMBER 17 — In Latin *avis* means bird. An aviary is where birds live, and an aviator is a person who flies up among 'em. Our first aviators did just fine until 74 years ago today, when Orville Wright crashed Flyer #1 and became the first pilot to kill his passenger, military observer Lt. William Selfridge. Orville survived with some broken ribs, a fractured hip and a broken leg.

In the great California Gold Rush, one of the '49ers who did not hit pay dirt was Joshua Norton. Maybe it was disappointment that drove him loony. On this date in 1859 he announced he was the Emperor of the United States. A San Francisco newspaper printed his proclamation. But instead of ridiculing him, the people of San Francisco played right along, and for the next thirty years Emperor Norton was a freeloading local celebrity. Wearing a uniform covered with medals, he collected donations of "taxes," ate free at the finest restaurants, and seldom had to pay for anything. When Emperor Norton died his funeral was a major San Francisco event.

CONSTITUTION DAY. Writer Ken Kesey is 47. Actress Anne Bancroft (born Anna Maria Italiano) is 51. Astronaut Thomas Stafford is 52. Actor Roddy McDowell hits 54. George Blanda, who played pro football for 26 seasons, is 55.



A GIBBS GIFT — WIXZ/Pittsburgh MD Jack Seckel was the proud recipient of an "Ashes To Ashes" T-shirt, presented to him personally by Terri Gibbs, when she dropped by the station to talk about her recent single.



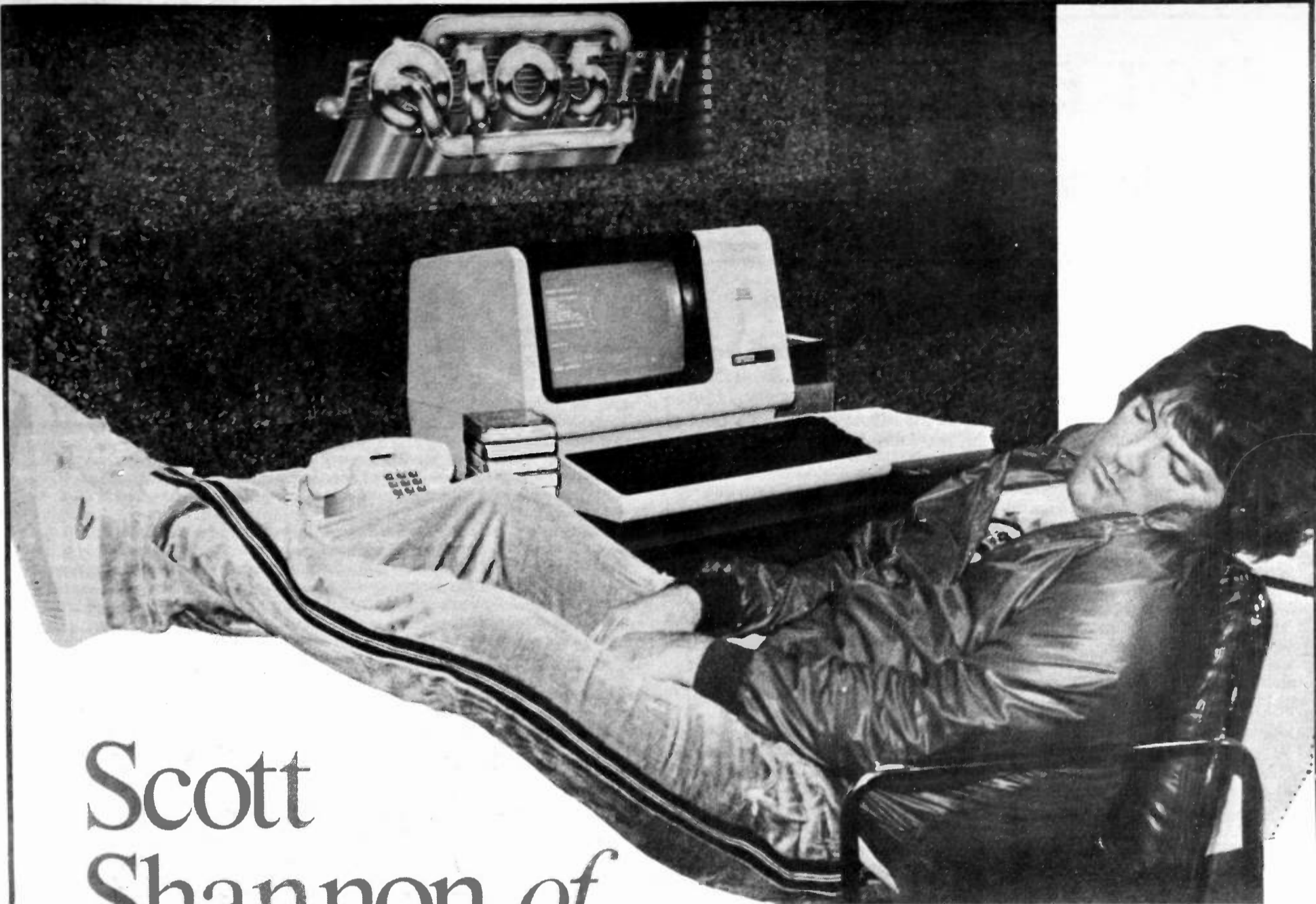
FILL 'ER UP — In honor of the station's 28th anniversary, WBEU/Beaufort, SC offered the first ten listeners who pulled into a local service station the opportunity to fill up their tanks to the tune of 28¢ per gallon. Needless to say, it didn't take long to reach their quota. Pictured filling up the last car are station morning personality Linda Moran and midday announcer Bob Gerard.



FORT WAYNE GIVES EASY MONEY — The winner of WQHK/Fort Wayne's "Easy Money" contest, chosen from over 30,000 entries, was definitely someone who could use the \$5000 prize, 35-year-old Bill Davis Jr., who has been unemployed for 18 months. Station PD Phil Simon (left) is shown handing over Bill's windfall.



PJ PARTY — WIBA/Madison held a pajama party at a local club to help promote the station's overnight announcer and its midnight album feature. Pictured (center) is WIBA overnighther Bob Dusks and the WIBA Dancing Radio (right) awarding prizes to two costume contest winners.



Scott
Shannon of
Q-105, Tampa, says,

“After taking calls from weirdos, wackos, reverts, preverts, dingbats, and jelloheads all morning, I can still relax. I know our music is under the watchful chip of *Selector*.”

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JEFF GELB

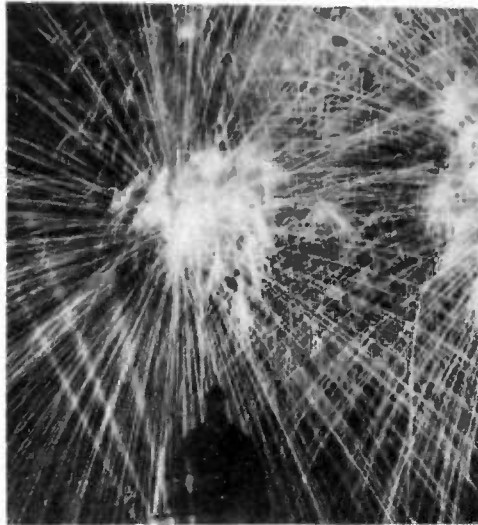
Fireworks, Music, AOR = Radio Summer Fun

"The rockets' red glare, the bombs bursting in air," and on the air, groups like Yes, AC/DC and Pink Floyd, their crescendos accentuated simultaneously in the skies by the fireworks displays. It's all a part of the fun of one of AOR radio's most successful ongoing summer promotions, which goes by several names: "Sky Blast," "Sky Show," or "Fire Dance," among others.

Rick Leibert's Brainstorm

Credit for the first coordinated fireworks/music radio event is generally given to Rick Leibert, now Director of Creative Development for Watermark. In 1974 he was PD of KGB-AM & FM/San Diego, and in search of a truly dynamic promotional vehicle for both stations. "I was seeking a compelling reason for everyone in San Diego to switch their dials to KGB-AM or FM. I was running through a mental list of all the things that everyone likes doing, and fireworks popped out as an entertainment with universal appeal. Then, I went to a Kiss concert and saw them light off flash pots in time with a musical crescendo, and I got to thinking about doing the same thing on a truly grand, pyrotechnic scale."

Leibert contacted Jim Souza of Pyro-Spectaculars, and spent the next two years discussing the concept with that company. The first "KGB Sky Show" (now a term copyrighted by KGB) was held in 1976 simultaneously at two locations in San Diego, with police estimates of the crowd size around 350,000. Leibert had gotten his wish: for that night, the KGB's owned San Diego listenership of all ages (I was working at KGB-AM at that time and still recall



driving to one of the sites, my own car radio off, but being able to hear KGB's simulcast wafting through the air on every conceivable radio and receiver. It was an incomparably thrilling feeling). Since then, KGB has put on annual Sky Shows, while Leibert, who left KGB in 1980, has put on his "fire dances," as he calls them, in such diverse locales as San Francisco, Milwaukee, Singapore, and Hong Kong. Of the latter he commented, "It was a real honor to do a

98 Rock Listeners "Flock" To Key West

An innovative promotion at WQXM/Tampa is making it easier for listeners to vacation this summer. Promotions Director Bob Hughes put together a campaign that allows any "98 Rock Flock" cardholder to fly to Key West round-trip for \$44, as opposed to the \$140 usually charged by participating airline Aerosun International. Hughes explained, "The key to the promotion was to find an airline in a very competitive situation that would be interested in getting an edge on finding customers. Once we determined a location our core audience liked as a vacation spot, Key West, we then checked out the airlines that flew there. I'd already established a good working relationship with Aerosun on a previous promotion, and they were most interested in getting an edge on their competition. The beauty of the promotion is that it's free to us — our part of the bargain is the on-air promotion we give the airline every time we mention the promotion. They cover the other costs involved."

Hughes reported that Aerosun is "very very happy" with the early results of the promotion, which continues through Labor Day weekend. With 90,000 98 Rock Flock cards in circulation locally, the airline stands to benefit greatly, as does 98 Rock. As Hughes put it, "It gives us an exciting new way for the cards to be used. Usually the cards are for use at a retail advertiser's outlet, which is an excellent sales vehicle. But once in awhile I think you have to add some pizzazz to the card, to make it something really special. Here it is summer, and we're giving people a meaningful vacation discount with their card. It's not like a promotion where they have to win it — any cardholder can use it. We're saving them about \$50, and putting that money back in their pockets." In these inflationary times, that's bound to be a very popular idea.



fireworks concert for the Chinese, who, after all, invented fireworks. We shot them off barges in the Hong Kong harbor, timed to a mixture of Chinese and classical music. Three million people showed up!"

Timing's The Thing

With eight years of experience doing such shows under his belt, Leibert is uniquely qualified to talk about the intricacies of "fire dances." Perhaps the trickiest part of this kind of performance is coordinating the fireworks with the music crescendos. Leibert claimed the shows he produces have reached 95% synchronization, but not without a lot of work behind the scenes. "Fireworks," he explained, "are made all over the world, and each manufacturer has his own method of making the shell. Each shell has a timing fuse that's ignited by a

lift charge, which gets it out of the mortar and into the air. Lift charges are not necessarily predictable, so every shell we use we replace their lift charge with one of our own. By rebuilding each shell (up to 3000 per show), we can increase accuracy. Of course, when you deal with explosives, explosive things can happen. No matter what precautions you take, you might get a shell that just comes out of the muzzle of the mortar and then explodes, which tears out some of the electronics used to fire the rest of the show. So the operator has to be on his toes at all times."

Leibert's fireworks operators use an electronic panel of switches to set off the displays, but they do not use computers. "Computers can put on fireworks shows," Leibert clarified. "Theme parks, which run fireworks nightly, employ computers. But our shows are so complex, and so important to the image of the stations involved, that we wouldn't dare let a computer run them. A common occurrence like a low-breaking shell might destroy the show's timing. A computer wouldn't know that and keep firing in sequence as originally timed, but with the show now out of synchronization. An operator can get back in step a lot faster. We do use computers to store data about the fireworks: size, color, shape, duration, lift time, etc. There are so many manufacturers in so many countries that nothing's standard. So, when we're listening to a musical selection and trying to match it with a certain effect, we'll go to the computer to find, for example, a red one that lasts eight seconds, goes 900-1200 feet, etc."

Music for the shows is customized according to each sponsoring station's needs, but Leibert warned that not all music goes well with such displays. His shows have included everything from classical to electronic, movie themes to jazz.

He has also experimented with a combined laser-fireworks display but found the results unsatisfying: "My personal feeling is that fireworks are the real show. The effect of lasers is overwhelmed by the fireworks displays."

Leibert defined the benefits of fire dances: "It's a great positioning statement for the sponsoring station. People who attend come away figuring that any station that can stage something on such a massive scale must clearly be the leading station in the community. And, it gives listeners a reason to have a citywide party with the station as the guest of honor."

The KGB Sky Show — 1981

Fanfare For The Common Man — Emerson,
Lake & Palmer
We Will Rock You — Queen
For Those About To Rock — AC/DC
Mars — Holzt's The Planets
Rhapsody In Blue — Leonard Bernstein
Chariots Of Fire — Vangells
Start Me Up — Rolling Stones
(I Can't Get No) Satisfaction — Rolling
Stones
Theme From "Twilight Zone"
Theme From "Mickey Mouse Club"
Theme From "Dragnet"
Theme From "2001"



Turn Me Loose — Loverboy
Light Up — Styx
Purple Haze — Jimi Hendrix
Wheels In The Sky — Journey
Time — Pink Floyd
"Close Encounters" Conversation — John
Williams
Lunatic Fringe — Red Rider
Sweet Madame Blue — Styx

Total Time: 34 Minutes

Continued on Page 35

Fireworks, Music, AOR

Continued from Page 34

KGB's Sky Show

After Leibert left KGB in 1980, new PD Larry Bruce was given the task of carrying on the Sky Show tradition. Bruce commented, "The promotion requires the PD's ultimate dedication, focus and energy. It's more difficult than doing a Homegrown album, lifestyle fair, or anything else promotionally. It takes the longest to prepare, is literally the most dangerous, gives the most to the audience, and is the most uncertain — the whole damn thing could blow up in two seconds. But at the end of the show, when a quarter-million people are applauding their asses off (and I'm in a state of physical collapse), it's ultimately rewarding to have done it."

KGB's Sky Shows run in the late spring or early summer, but never close to the July 4th holiday ("Too much competition," Bruce stated). For several years now, the shows have been staged inside San Diego Stadium, a sports facility that holds 55,000. Bruce said the shows moved there to facilitate crowd control (and to appease city government), and to enable KGB to recoup its costs (over \$1000 per minute of show) by charging admission to the show via an attached sports or rock event. In 1981, KGB cosponsored a rock concert prior to the fireworks, which Bruce found the ideal tie-in. Interestingly, whether the event is tied to a sports match or a rock concert, estimates of crowd size are always about the same: a sold-out stadium and another 200,000 onlookers from nearby hillsides and highways.

After staging two such "pyromusicals," as he calls them, Bruce commented, "Take any rock concert and triple the problems and that's what you have. Not only do you have the fans and the music, but you also have live explosives, which are very dangerous. We've been very fortunate to have had no injuries, thanks to a very trained and talented company, Zambelli, that's scripted lots of pyromusicals."

"Timing is essential, and it's also the toughest element of the show. One shell can take as long as 15 seconds to explode and

fully display, so if you hit 40% on the money and another 25% explode within a second or two of the music's beat, you're doing incredibly well. If anyone ever does a perfectly-timed show, please videotape it because I'd love to see it."

"These shows are enormous headaches," Bruce admitted. "It's a monumental undertaking to create a show of the caliber I want to represent the radio station. But ultimately it's worth it, because fireworks are primal; they reach the child in all of us. It's a promotion that bypasses the adult consciousness and reaches right into the heart of every person watching. That's a unique gift to offer your listeners."

The WEBN Fireworks

Aside from KGB, the AOR station with the most experience in pyromusical displays is WEBN/Cincinnati, which has held six (the most recent just this past weekend). The "WEBN Fireworks" are held at the conclusion of "Riverfest," a community fair organized around the fireworks by the city recreation department. Crowd estimates run as high as 500,000, which, as PD Denton Marr pointed out, "makes it arguably the largest gathering in the Western world, something on the scale of the Simon & Garfunkel Central Park concert. The only larger gatherings on the planet are the political rallies in China's Red Square, which I understand gather millions."

Preparations for WEBN's fireworks displays begin about three months before the event takes place, with Marr contacting Rozzi's Famous Fireworks to set up the shows. A 25-minute music montage is assembled, combining several musical styles, including classical, jazz, and special electronic effects. "The show lends itself to a broader spectrum of music than what we usually program," Marr commented.

The fireworks are shot by electronic ignition systems that have been pre-timed to the station's music selections. Marr explained how the two are combined: "We used to put all the music together, roll the tape, and start setting off the fireworks. Now the music is prepared in segments and produced live with cues coming to the station's board operator from the fireworks scene via telephone. We've found this to be a better system for making the fireworks go off in time with the music." The percentage of success in timing the music and fireworks depends, as Marr put it, on "the willing suspension of disbelief — people want it to work so it does." The actual percentage of successful timing has gone up over the years, now hovering around 75%.

Marr was enthusiastic in his appraisal of the promotion: "For about a month, we absolutely own the town. Everyone talks about it, including the other radio stations — it's so big an event, they have to. And last year's research indicated that people remembered WEBN for weeks after the event, so I feel it's very beneficial."

This year's pyromusical should increase WEBN's call letter visibility even further, because a local TV station videotaped the event for a future TV stereo simulcast with the AOR station.

WAAF's Skyblast

New to the field of fireworks promotions is WAAF/Worcester, which held its first

"Skyblast" (a trademarked term) over this past July 4th weekend under the coordination of Promotion Director Steve Stockman. He called the Zambellis to coordinate the show, which he estimated cost \$25,000 for fireworks and a like amount for all other considerations (security, transportation, etc.)

WAAF's 20-minute musical montage included the station's electronic logo and a Coke jingle. "That was our way of helping defray costs — we split the show's cost down the middle with Coke. Fortunately, the spot we used had a lot of crescendos; it was actually quite well-received by the crowds."

300,000 showed up for the WAAF Skyblast, which, Stockman pointed out, effectively doubled Worcester's population for the night. "You couldn't get by, around, or near the place (the Worcester airport) till three in the morning. The airstaff had to be flown in by helicopters."

"City officials were surprised by the crowd size, but because WAAF can be heard in Providence, Springfield, Boston and Manchester (as well as Worcester), we were drawing from a lot of metropolitan areas. Plus, it was free and open to the public, so we had to be ready for everyone to show up." To those considering such a promotion, Stockman advised, "You're going to have the biggest crowd you'll ever see for a promotion, because fireworks have universal appeal. So you have to think very big."

The Skyblast was also an event involving very minute details, like the timing of the musical selections. "We put the music on

two of four tape tracks," Stockman explained, "and sent that to the fireworks people. They synched the fireworks cues to the soundtrack by backtiming, using their knowledge of the length of time it takes for each rocket to explode once it's shot. That information was put on a third tape track. Two of the tracks are played on the air while the cue track is played down phone lines to the on-site operator. He hears something like, 'Fire One-Beep.' On the beep, he presses the button that sends up a cluster, hopefully right on time. I'm happy to say the show was perfectly timed."

Stockman, like all the AOR reps with whom I spoke about their experiences with pyromusicals, was very pleased with the results of the grueling promotion. As Stockman summarized, "When it's all over, you've made an enormous crowd enormously happy, providing them with a legitimate public service. And the second biggest reward for doing these shows is that they're covered by every form of media there is. You just can't argue the value of something like that."

So, look to the skies, AOR's, and start thinking now about making your own pyromusical plans for 1983 (and don't forget to include the theme from "E.T.!").

COMING NEXT WEEK: As WEBN/Cincinnati celebrates fifteen years of rocking, PD Denton Marr offers comments on the value of humor, the difficulty of finding air talent, the importance of research, and the record industry crisis in an exclusive R&R conversation.

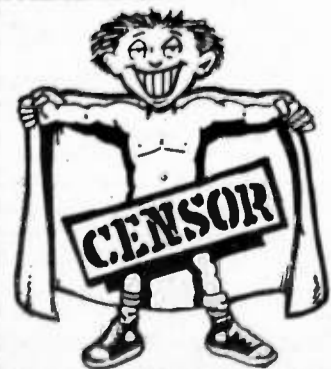
UPDATE

AOR radio was heavily involved in coverage of last weekend's US Festival, with Los Angeles AOR's KLOS and KMET serving as information and feed sources for many AOR's nationwide. Additionally, KLOS printed up free pocket US Festival concert guides to answer listener questions about the show. Among stations sending listeners to the site were KDUK/Honolulu and KRKN/Anchorage . . . KGB/San Diego celebrated its tenth AOR anniversary with an on-air listener party from a hotel ballroom. The show was complete with comedy, guest stars including Bob Denver and Cameron Crowe, and live rock music by Slash's Bonnie Hayes . . . In the recent R&R feature on the "Ticket to Rock" promotion, Pioneer was mistakenly identified as the company offering mini-cassette player prizes. That should have been Panasonic . . . CITI-FM/Winnipeg morning man Jake Edwards set up a cross-country "Ride for Big Brothers," a benefit motorcycle trek from Vancouver to Newfoundland, a distance of 4000 miles. Along the way, he'll be calling the station with updates, while CITI-FM takes listener pledges in hopes of collecting over \$40,000 . . . WMMR/Philadelphia just published a "Rock & Roll Survival Guide" of concert hall seating charts, maps, and important phone numbers. The initial press run of 100,000 copies will be sold for 93¢ each . . . WEZX/Scranton acted as the official Northeast Pennsylvania host station for a giant concert featuring Genesis, A Flock Of Seagulls, Blondie, and Elvis Costello. The station sent two busloads to see the show and featured an interview with Mike Rutherford of Genesis . . . KQAK/San Francisco morning men Alex Bennett and Joe Rigelski are

doing their show daily in front of a live audience. Each morning, the team asks listeners to join them in the control room, packing in about 40 fans daily . . . Congratulations to WLIR/Long Island MD Ray White and new bride Karen . . . For its sixth AOR anniversary, the Oklahoma City mayor honored KATT by declaring September "KATT Month" . . . In conjunction with the station's 12th anniversary, KLOL/Houston asked listeners to send in birthday cards with their ten favorite rock songs of all time. The tabulated results were heard on the station's special "Rock & Roll 500." The top ten: "Stairway To Heaven," "Free Bird," "Baba O'Riley," "Cradle Will Rock," "Purple Haze," "Spirit Of The Radio," "Start Me Up," "Cocaine," "Whole Lotta Love," and "Sweet Home Alabama" . . . WKLC/St. Albans broadcasted live 18 hours daily for twelve days from the Charleston "Sternwheel Regatta" . . . KZEW/Dallas commemorated summer's end with a giant free listener concert featuring four local bands . . . WPLJ/New York has opened its first "Rock Stations" of station merchandise at A&S department stores throughout the New York metropolitan area . . . WIOT/Toledo invited 20 listeners to be "bound and gagged" and taken by limo to a Ted Nugent concert, meeting the star backstage after the show, and dining later on . . . KMET/Los Angeles presented a special laserium premiere of the new Rush album for 800 listeners . . . WIQB/Ann Arbor is cosponsoring a hometown talent album to be recorded live at a local bar. Also, congratulations to WIQB morning man Gregg Michaels and wife Lynn on the birth of their son, Brian.

EVOLUTION

Welcome to new AOR WJSO(AM)/Johnson City, switching from soft rock with Wayne Sparks as PD and Candy Bryant as MD . . . Tom Grier is named PD at KGGO/Des Moines . . . WRNW/Briarcliff Manor switches from AOR to A/C . . . Hugh Surratt is named MD for KMET/Los Angeles and Ted Habeck is upped to Assistant MD . . . Randy Raley replaces Mike Schmidt as MD at KPKE/Denver . . . Carey Carlson is named MD for WFBQ/Indianapolis . . . Mark Thompson exits MD post at Y95/Rockford as "Doc" is upped to Assistant PD . . . Michael Stevens is named MD for WLAV/Grand Rapids . . . Mick Lane grabs MD post at KMBQ/Shreveport . . . Susan Christol is named Acting PD at KTYD/Santa Barbara as James Lull takes a PD sabbatical to teach . . . Steven Clean joins WXRT/Chicago from WCOZ/Boston for afternoon drive . . . DC 101/Washington announces it has hired Bob Hatrick Communications Inc. for music research. The station remains a B/A/M/D Superstars affiliate as well . . . Carla Leonardo is upped to Assistant MD at WCOZ/Boston . . . Doug Burton is appointed Music Assistant for WILS/Lansing . . . Lisa Cartin exits nights at WBCN/Boston and Carter Allen is upped from weekends to overnights . . . Brad Riegel is new to nights at WCMF/Rochester from WAPI-FM/Birmingham . . . Tom Hamilton is new to KPKE/Denver from KRNA/Iowa City for mornings . . . Dennis Daniel joins WPDH/Poughkeepsie from WBAB/Long Island for mornings . . . Fran Kovacs departs news at WLWQ/Columbus . . . Bob Tong is new to the WDEK/DeKalb airstaff from WJKL/Elgin . . .



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JEFF GREEN

WAIV, KKPL, WCPI FEATURED

A/C Secondary Champs, Part 2

This week R&R concludes its look at spring '82 Arbitron ratings winners with three more secondary market A/C success stories: WAIV/Jacksonville, KKPL/Spokane, and WCPI/Wheeling.

Not unlike the three stations highlighted last week, each of the following PD's believe that "finding a hole in the market" contributed to their successes. At the same time, you will find these PD's attributing their growth to specific market research, as well as music research. Interestingly, all three stations have been programming A/C for less than two years.

WAIV/Jacksonville

We commented last week that WTRX/Flint led the nation in one-book 25-49 average quarter-hour share increase, as it leaped over 10 shares between fall '81 and spring '82. The crown for the biggest growth 25-49 over the past twelve months has to be awarded to WAIV. Programmed by Reggie Blackwell, WAIV soared from less than a 1.5 share to practically a 20 share in just one year!

Reggie explained how research and positioning fueled WAIV's skyrocketing performance. "It goes back about 1 1/2 years, when Affiliated Broadcasting bought WAIV and hired the services of the Research Group. They conducted a strategic market study and found a weakness in the A/C field on the FM band. There was an opportunity for a station which concentrated



Reggie Blackwell

on music, as opposed to full service. "Specifically," he continued, "the music balance we use is about 75% gold/25% current, with the gold coming from the 60's and 70's. We play about 30 currents. Now, in order to expose 30 currents and still limit that new music to 25% of the total music exposure, we don't use fast rotations. The turnover times for our various current rotations aren't that different, either."

Linking the music philosophy to WAIV's positioning statement, Reggie went on, "The common denominator to all the songs we play is that they all have been determined through research to be our targeted demographic's very favorite songs. They

may sound typical, but we came right out and actually asked the listeners what their favorites were, and promised to play only those, not the ones they didn't like. We then positioned ourselves as 'Your Favorite Radio Station,' with the slogan, 'Right Now We're Playing One Of Your Favorite Songs.' This position was the basis of our kickoff TV campaign. In all, we spent \$250,000 on TV and billboards, and continued that advertising through this past spring."



Right now, we're playing one of your favorite songs.

Aside from the media blitz, WAIV has taken a reserved promotional stance. "We don't do a lot of promotions on the air," said Reggie. "We keep basically to the music. We'll run four songs in a row and promote that instead."

When asked what the most important aspect of programming he's learned over the past year, Reggie replied, "The main thing has been to pay attention to the marketplace and really know both what the people want to hear and what they're all about. It doesn't matter what kind of research you use or how limited it is, as long as you do it and understand it. Finally, you've got to get on the air and tell the listener about it through your programming."

"Over the years," Reggie admitted, "I myself have sat inside these four walls and just guessed. I've said to myself, 'I think they like the song.' But I really didn't know what the listener's opinions were. My advice? Don't just assume; check it out!"

Progress

610TVN/Columbus awarded a very deserving winner \$100,000 for its "Spring Sweepstakes." A 40-year-old unemployed auto worker rode his bicycle to 17 registration locations hoping to be chosen from 20,000 entries. He was the one . . . WRKA/Louisville gave away tickets to the Temptations concert in town, along with dinner and copies of their latest LP . . . The 1982 Milwaukee Brewers bullpen car was given away in WISN/Milwaukee's "Brew Cruiser" contest. The winner had to guess a 25-digit "mystery code" . . . WMJI/Cleveland picked a winner for its "Majic 105.7 Cash Drawing." The \$10,000 grand prize was drawn from 35,000 postcard entries . . . WBAL/Baltimore provided entry blanks for its "Walking Tour & Lunch" contest at the National Aquarium birthday festivities. Ten winners were drawn for a city sightseeing tour, and lunch with a WBAL personality . . . The local London, Ontario woman who was chosen by sponsor

CKSL to become "Miss London" went on to win "Miss Canada" and finally "Miss Universe!" CKSL is understandably very proud . . . KTOK/Oklahoma City is commemorating Oklahoma's 75th anniversary as a state by running a "Name A Ship" campaign. Listeners are asked to send in their names in support of renaming a U.S. naval frigate or submarine the "Oklahoma." The original was sunk at Pearl Harbor. The Secretary of the Navy is receiving thousands of letters . . . A trip to Denver was awarded to a winning family as part of WHAM/Rochester's 60th anniversary party . . . Listeners registered at Central Florida Subways for a chance to win a pair of subway stubs and tickets to see "Young Doctors In Love," courtesy of Y-106/Orlando. The ticket winners were eligible to win dinner and a ride to the movie in an ambulance! The subway ticket stubs were good for free drinks at a station party after the show.



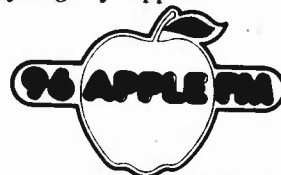
STARS OF THE PAST ALWAYS LAST — Do you remember these famous faces? Three TV childhood idols joined KHTZ/Los Angeles host Mike Carruthers (right center) for a special call-in show. After the show, a small "mob" of fans waited outside for photos and autographs. If you're still scratching your head, from left, Jack Larson (Jimmy Olson), Noel Nell (Lois Lane) from the "Superman" TV series, Mike, and Billy Gray (Bud Anderson) from "Father Knows Best."

KKPL/Spokane

If KMAJ/Topeka had the best debut book in the country (see last week's column), special mention should go to KKPL, which notched over a nine share 25-49 "out of the box." Program Coordinator Ric Morgan talked with R&R about how KKPL, known as "Apple," swiftly became "Washington's Delicious" radio station. "We switched from Country to A/C just three months before the spring sweep began. The marketing research that was done pointed to a gap for A/C on FM, especially for a music station, which is what we are. We run very little news and our spot load is kept down on purpose. We consider ourselves a 'full music' station."

Explaining the development of the "Apple" image, Ric said, "Before setting on 'KKPL,' we first applied for the calls 'KAPL.' Unfortunately, those were already assigned to a Navy ship." Logically, an "apple" identity should test well in a state famous for the fruit, and it did. "We had researched the word itself," said Ric, "and it came back as very positive and pleasant. I believe it's worked out better than any other set of calls we might have chosen. The 'Apple' identity has left some people unsure of our true call letter letters," he conceded, "but we've registered variations with Arbitron to allow for possible incorrect diary entries."

"The community has responded very well to this image," Ric concluded. "Of the 21 stations in Spokane, only one other I can think of uses image calls. Merchants get bombarded with all these 'straight' call letters. We just go by 'Apple.'"



Did Ric expect to do this well? "We were a little surprised the response came so fast," he remarked. "The Birch figures came in about three weeks into the ARB, and those were very positive. We had given ourselves three rating periods to get where we are now, but it only took one."

As with WAIV, KKPL was not promotionally active on the air. "We did some TV, but that was all. We ran no contests. However, we're now doing a summer 'apple' window sticker campaign, and are giving away a Porsche convertible. That'll take us up to the start of the book. Beyond that, we're still studying our options. We've been doing some recycling breakouts, sharing trends, and are considering a number of ideas. We always keep the bottom line in perspective, though; that is, if you don't have to spend money on a major promotion, why not save it?"

In giving advice to other programmers, Ric stressed, "I can't say enough about getting into the marketing research end of the business. If Country music had been the biggest hole in the market, that's what we'd be right now. We didn't come into Spokane with the idea of being A/C."

Expanding on his belief in research, Ric added, "We rely on research nearly 100% for everything we do. That includes what times we run news, how often to give weather, as well as callouts on music. If you're just starting out in your career, look for the job at a station that is into research and pick up those skills."

WCPI/Wheeling

Supervised by Operations Manager/Director of Programming Tom Miller, FM WCPI broke away from its AM competitors AM WKWK and WNEU, doubling its 25-49 share well into the midteen figure.

It should be noted that while WNEU went dark shortly after the book began, WCPI's increase was even greater than WNEU's previous audience share. Tom doesn't feel that WNEU's shutdown was entirely responsible for his station's improvement. "Certainly there were some market changes that went in our favor," he began. "If a station goes dark, the



Tom Miller

listeners have to go somewhere. We did not make a point of appealing to WNEU's listeners. No cheap shots whatsoever. In fact, we saw their demise as bad for the market. I myself like a healthy competitive situation. The sharper everyone else is, the sharper it makes us. WNEU was a fine radio station with a good listenership and we regret they went off the air. I don't see an AM to FM listener jump as a major factor in our success."

What does Tom see as the big difference in WCPI's growth? "A steadily developed and consistently professional sound was the key," he said. "We've found and nurtured very professional, adult-sounding personalities. Even though it's geared for a rock audience, the ABC FM News we use fits into our lifestyle target very well here. Our local news was adapted to sound somewhat like the network news also. We spent a lot of money and time developing a clean stereo sound, which we'd had problems with. Each song we play is very carefully chosen, whether it be a current, recurrent, or oldie. We've only been A/C since the fall of 1980. Before that we were pretty much an abysmal failure as an AOR. It took us some growing time to mature and garner the audience we now have."



Tom pointed out that selecting the right music has become an easier process since WCPI established itself in the market. "In the initial months as an A/C station, we had to be very careful with Country crossover material. Our Country sister AM WWVA is very well-identified in this market, and we didn't want to be perceived as the Country FM to them. Now that we're a strong A/C, we can play any record crossing from Country to A/C without having to worry about a potential image problem."

Agreeing with the words of Reggie and Ric, Tom advised, "Young PD's and PD's in general working in markets this size should never forget what kind of market they're in and must appeal to. What makes or breaks a PD is knowing your market and what the audience really wants. If a station in L.A., Chicago, or Miami is doing well, that's fine for them. But don't take that format and copy it exactly, unless you're sure it's going to work for you. Strengthen your research skills so you'll know the correct moves to make."

Country



CAROLYN PARKS

The Oaks Turn AOR (Into A Profitable Venture)

Tune in almost any Country or A/C station and you'll most likely hear an Oak Ridge Boys tune within a relatively short period of time. Catching one of their songs on an AOR station, however, is highly unlikely, unless you happen to live in Terre Haute, Indiana, for the Oaks have just purchased their first radio station, AOR-formatted WPFR-FM there. While that in itself is not unusual (a number of country artists are station owners, including Mel Tillis and Buck Owens),

the smoothness with which the transaction was handled and the amount of involvement the Boys intend to have with both the station and the community is refreshing. Although the group has no intention of becoming "hands-on" owners, they do have definite ideas on how they want the station to run, which direction it should take musically, and what contributions they personally can make to benefit the Terre Haute market.

According to the latest Spring Arbitron figures, WPFR was one of the highest-rated AOR stations in the country, scoring an impressive 18.8 12+, which placed it #1 overall as well as #1 in teens, 18-34 adults, and 25-49 adults. Not your basic tax shelter, as Oak Ridge Boys' spokesman Joe Bonsall confirms. "Naturally you have to look into some tax shelters, but for the most part I don't want to invest in anything that's going to lose money. It's just the principle... I'd rather give that money to a great charity

"It's important that the people in that area know that we're not just some big shot out-of-towners who have come here, taken over a big radio station, and that's the end of it."

Joe Bonsall

than put money into a losing cause. I think WPFR is going to make the four of us a lot of money, but, as responsible broadcasters, I also believe that we're going to do a lot for the town too."

Oaks Charity Committee Formed

"It's important that the people in that area know that we're not just some big shot out-of-towners who have come here, taken over a big radio station, and that's the end of it. Our track record should prove that the Oaks have more heart than that. We want to make sure that the town benefits from the Oaks being there and owning WPFR so that they're happy we came in there, and one way we're going to do that is by forming an Oak Ridge Boys Charity Committee, which will raise money for various local charities (we've already gotten some very interesting requests for backing since we announced that). For instance, I can see us coming in and doing a big benefit show, not on the scale of 'Stars For Children' or anything like that, but something big for the town."

Purchasing the Terre Haute facility was not a haphazard decision by any means. Oaks Business Manager Shelly Davis was instrumental in putting the deal together. With his extensive background in broadcasting, including a stint as GM of KIKK-AM&FM/Houston, Shelly felt that a radio facility would be the ideal place for the

Oaks to invest their money. "I really think they agreed to buy a radio station to placate me!" Shelly joked.

Plans To Add AM

"Actually, I looked long and hard until I could find a good deal. Some of these people want ridiculous prices, and I can't take that risk. I'm afraid to fail, and when the cost of a station is so expensive and the debts are so high, you've really got to take a lot of risks. We paid \$600,000 for WPFR, which is pretty reasonable. I previously worked with the Mel Tillis organization and started proceedings for him to buy KIXZ/Amarillo



"BUT WHY CAN'T WE PUT 'ELVIRA' INTO POWER ROTATION?" — Oak Ridge Boy Joe Bonsall tries his hand at the mike following the group's purchase of WPFR/Terre Haute, IN. Supplying some announcing pointers are station GM Jerry Scott and air personality "Frosty."

when I was there. I got him into the business. We did real well with that one, so when I came over to the Oak Ridge Boys, we started looking into a similar investment for them. I really believe in radio, so much so that we're now in the midst of signing a purchase agreement for an AM facility in the same market to go with our FM. If it succeeds, it could turn into a trend!

"Can you imagine what it must be like to be the Oak Ridge Boys all these years, stumbling along trying to keep a band together, hardly making it financially, and now they're to the point where they own a radio station. That's a big deal to an artist,

to be a licensee. However, the only difference between the previous owner and us is that we'll spend \$250,000 promoting the station this year with a huge outdoor campaign and on TV. We're also upgrading the facility dramatically. However, I don't see any reason to make any wholesale changes since the station is doing so well. All we're going to do is to try and improve it a little bit, do some fine-tuning."

Smooth Transition

One interesting aspect of the purchase is the people who will be doing that fine-tuning. Joe Bonsall explains. "We kept on the former owner Bud Walters, as a consultant because he really knows his business and knows that market. He sold the station because he was under some financial strain, but keeping him on as a consultant was, I think, a good move and I was glad to see it happen. I think a lot of times in transactions like this there's not that much

Country Correspondence

Sometimes columnists wonder if anyone other than their editors actually reads the articles they slave over each week. When a response comes in via phone or mail, it's encouraging, because it tells us you not only read the material but were interested enough to comment on it. Here's one on a recent column on CJAX/Edmonton.

Dear R&R:

Recently, I read in your column about CJAX in Edmonton, Canada; also, I noticed the letters from a couple of other stations that seem to be following the same pattern as CJAX. Basically, I'm speaking of the use of country-slanted rock bands in the Country format.

These stations state that they are having a great success using such bands as Marshall Tucker, the Eagles, etc., in their programming. Well, I agree totally with their philosophy. I have had great success programming these artists into our format, as well as people like Dan Fogelberg, Michael Murphey, Jimmy Buffett, and even Jackson Browne and the Nitty Gritty Dirt Band. Also, Adult/Contemporary artists like Neil Diamond do very well here. To be specific, the last Dr. Hook record "Loveline" was the most requested song of the week for about three weeks in a row.

Our station's slogan is "The sound you've been waiting for." Judging from our success with the type of programming I've described, we must be right!

Thanks for listening; I appreciate your column and the ideas it gives me.

Sincerely,

David Gordon,
Program Director
WFOR/Hattiesburg, MS

Another letter concerns a question posed by KRWQ/Gold Hill, OR MD Marney Roddick regarding the need to publish a playlist.

Dear R&R:

I am writing this in response to the letter that appeared in the July 16 Issue from KRWQ MD Marney Roddick concerning the need for publishing a playlist. The amount of music service that we receive from record companies is a direct response to our publication of a weekly playlist. When we did not publish, our service was minimal, to say the least. For a small market station at least, I feel that the playlist is well worth the small amount of time invested. From my experience, the music companies do look at the lists, since I have gotten some very direct response from them. The response far outdistances what we were getting without the list.

Thanks,

Henry Miller
Music & Program Director
WIMO/Winder, GA

"Naturally you have to look into some tax shelters, but for the most part I don't want to invest in anything that's going to lose money... I'd rather give that money to a great charity."

Joe Bonsall

friendliness, but when we get involved in something, we want it to be all on the up-and-up with everything positive and everybody benefitting from the deal, or else it's just not worth the hassle.

"When we bought the station, nobody was let go. We have competent people there. For instance, Jerry Scott, our GM, is a really fine employee and a tremendous person who knows his work and runs that station very well. I believe that much of the success of WPFR is due to him individually. Our staff there seems to be very happy that we're involved in that they know we're going to come in and put money into the station and not rest on the fact that it just became number one in the ratings. We're going to come in there and let the other broadcasters in town know that they've got some competition on their hands!"

Broadening The Audience

One would think that if the Oaks were going to buy any station, it would certainly be

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The Music Section

Country Radio's Most Accurate
Music Information
Begins on Page 58

Country Pictures



GATLINS AUTOGRAPH DOOR OF FAME — Following their recent performance in Chicago, Steve, Larry, and Rudy Gatlin got a chance to make more history in the Windy City by autographing the famous WMAQ "Door Of Fame." Lending some moral support is WMAQ evening personality Nancy Turner.



TWO OUT OF THREE HEAVENLY BODIES AIN'T BAD — WHN/New York PD Dene Hallam is surrounded by two "Heavenly Bodies" who delivered the latest Earl Thomas Conley single to the blushing kisser. There's a lot to be said for that personal touch!



WHOK BURRITO BROADCAST — When the Burrito Brothers were in town for an appearance at the Charlie Horse Palace, WHOK(K95)/Lancaster, OH PD Maxwell Raines corralled them in to doing an on-air interview/guest DJ stint for the station. Shown during the broadcast are Burrito Brothers John Beland (left) and Gib Gullbeau (right).



SINGING COWBOY IN CINCINNATI — WSAI sponsored a free concert during the Appalachian Festival held recently in downtown Cincinnati where the station presented Rex Allen Jr. premiering his new "Singing Cowboy" stage show. Pictured during the Festival's opening ceremonies are (l-r) Cincinnati Mayor David Mann, WSAI's Patty Spitzer, Allen, and WSAI-FM MD John Marks.



HEADIN' NORTH WITH THE BOYS — KMPS/Seattle staffers were on hand to greet the Oak Ridge Boys following their recent concert in the area. Pictured backstage are (l-r) ORB's Duane Allen, Richard Starban, and William Lee Golden, KMPS Programming Assistant/Promotions Director Addy McKay Hansen, KMPS-AM afternoon drive personality Ed Dunaway, Oak member Joe Bonsall, MCA's Jim Raymond, and Jim's date Kathy Castleman.



HOUSTON GETS A KICK OUT OF MANDRELL — Barbara Mandrell is shown here after her Houston concert at the Summit with KIKK-FM morning personality Gerry Harmon.



REBA TRIPS INTO TRIPLE S — Reba McEntire, on a recent trip to Colorado Springs, stopped by K-Triple-S (KSSS) for a little elbow rubbing with some of the station's DJ's. Pictured (l-r) are Steve Saunder, Reba, Deb Dahl, and Ed Kellerman.



NOW THAT'S COUNTRY SUNSHINE! — WMBH/Joplin, MO recently held its second annual Miss Country Sunshine Pageant, awarding the winner \$1450 in cash. Pictured surrounding Miss Country Sunshine 1982 are (l-r) PD Tom Jordan, afternoon driver Wild Ken Cody, and midday man Mike Moore.



AND THEY'RE OFF! — The second annual WPOC/Baltimore Sugarfoot 5k race brought out 360 racers all eager to raise funds for Camp Glyndon, a summer camp for diabetic youths. Awards were presented immediately following the race to the first 200 winners who received runners shoe packets.



BELLAMYS BLAST MILWAUKEE — The WMIL/Hamms Beer Country Music Night got off to a rousing start with an hour-long concert by the Bellamy Brothers (pictured) before 36,000 Bellamy/Milwaukee Brewers fans, who also got to see the Brewers take on the Boston Red Sox, as well as attend a special tailgate party which preceded the festivities.

Inside Nashville



BIFF COLLIE

TCB: Connie Francis spent a week song-shopping. Harold Shedd, who produces Alabama, will do an album with her the first part of October. Look for her on the CMA Awards (as a presenter?) . . . Bill Golden of the Oak Ridge Boys announced at his party that there will be no "Harvest Jam II" in his hometown of Brewton, AL this fall. 30,000 came last year to see the Oaks, CDB, and Alabama. Bill says since they can't arrange talent scheduling of the caliber of last year's stars, they just won't have it this year . . . T.G. Sheppard co-headlining a five-concert tour with Kenny Rogers in the Great Northwest last week . . .

Tammy Wynette sang "Stand By Your Man" standing by George C. Wallace at a gubernatorial rally. Wallace, three-time governor of Alabama is trying for four . . . September is National Guitar Month. To the 20 million-odd pickers of the strings, salute!!

. . . The 1983 Agenda Committee of the Country Radio Seminar meeting this weekend in Music City, with the ORCB (Organization of Country Broadcasters) Board of Directors quarterly meeting as well. The Friday (9-10) Promotion Community cocktails and supper at Mack & Sherry (Bryce) Sanders Franklin Road Mansion (he owns the new "KZ Country" stations in Nashville) arranged as a poolside party, with nostalgic tours of the home built by Hank & Audrey Williams in 1950. In Hank Williams, Jr.'s autobiographical screenplay for TV, "Living Proof," in which Richard "John-Boy" Thomas will star as Hank, Jr. and produce, we'll see scenes shot at the Sanders home, which, of course, was the boyhood home of Hank Williams, Jr. . . . Nashville Music Association (NMA) is full-speed-ahead on plans for its first Music Exposition at Nashville's Municipal Auditorium November 12-14 of this year. This Convention-Expo is described as "a Fan Fair for music businesses" . . .

Lynn Phillips, formerly office manager at Tom T. Hall's Hallnote Music office, has been appointed Vice President/Operations for Adamas Records, a division of Fireside Studios, formerly owned by Porter Wagoner & Dolly Parton . . . Wrangler Starsearch Grand Champion Denise Price recorded her first session with Ray Pennington at Dimension Records, part of her booty as first choice over the 30,000 contestants who competed in that event. She also won \$50,000 and a one-year booking contract with the Lavendar Agency here . . . Roy Tessier, President of Tessier Talent Inc., announced the opening of a branch office in Durant, OK, to be known as Tessier Talent West. He books Kitty Wells, Jan Howard, Hank Snow, Freddie Hart, Leroy Van Dyke, Pee Wee King, Sheh Wooley, Penny DeHaven & "Minnie Moore" . . . Jody Williams crossed the street, to become professional manager for Chappell Music, from Screen Gems Music . . . Andrea Smith, Dean Raymer and Steve Lassiter celebrated the first anniversary of their International Celebrity Services. They book Ricky Skaggs, the Kendalls, Jimmy C. Newman, Charly McClain, etc. . . . Olivia Newton-John will be using Nashville as her base of operations for the remainder of the "Physical" tour, from her

Murfreesboro-Nashville concert to completion of schedule . . . Johnny Lee and wife Charlene Tilton recently became the parents of a 6 lb. 9 oz. baby girl, Cherist, born August 20 . . . The deadline dates for this year's Music City Song Festival competition are November 13 for lyrics, December 4 for songs. Write P.O. Box 17333, Nashville 37217 or call (615) 244-3748 for more info . . .

RADIO CONVENTION BULLETIN: Because the interest and use of the DJ tape session during October convention week has grown so much, this year there will be two days of tape sessions. Scheduled are Tuesday, October 12, 9:30-11:30 am and 12:30-3:00pm, and Friday, October 15, from 1:00-4:00 pm, with all sessions in the Opryland Hotel . . . For the fifth straight year the Country Music Association Awards Show will be simulcast on radio stations across the nation. Well over 100 stations are confirmed to date with 150 being projected. Stations, call Rob Parrish at CMA for info, (615) 244-2840. Immediately following the TV show, the NBC Radio Network will begin broadcasting the fourth annual post-awards show. The 90-minute live program will feature all the winners and music, plus interviews and replays from the TV special, acceptance speeches, and reactions, utilizing the help of roving reporters (last year's CMA DJ Of The Year Award winners). Once again this year R&R's Jim Duncan and KHJ/Los Angeles's Terry Moss will coproduce and direct the show, which will be hosted by Bill Anderson and Ralph Emery. NBC will begin clearing stations within the next few weeks, so if you're interested in either or both of these programs, get a move on . . . the CMA's not far away!

PERSONALITY: Conway Twitty's new home drew over a quarter-million visitors this summer since the opening May 1 . . . Banjo giant Earl Scruggs was hospitalized briefly; he's OK now. Earl, along with his late partner Lester Flatt, are among the nominees for induction this year into the Country Music Hall of Fame . . . Roy Clark wrote the Rifle, CO Chamber of Commerce a check for \$30,000 after the Garfield Country Fair didn't sell as many tickets as they'd hoped because of poor business slowing down the oil shale industry there. Roy's check was exactly the amount they'd advanced for his appearance at the fair . . . This could be the year for Lester "Roadhog" Moran and his Cadillac Cowboys to "win all the marbles" at the CMA Awards. Lester says "In the even-sequined history of country music, some dates shine with startling brightness." It was August 1927 when Jimmie Rodgers and the Carter Family made their first records; June 11, 1949 when Hank Williams debuted on the stage of the Opry; add to those milestones the date October 8, 1973, the day that Lester "Roadhog" Moran and his Cadillac Cowboys stepped up to the microphone and commenced to record their legendary album "Live At Johnny Mack Brown High School." Country Music has not been the same since. The clue as to this being their year was that group receiving the plywood record signifying sale of 50 copies of that classic album. I understand the group will travel to Nashville in October in their newly-refurbished Silver Eagle Bread Truck for upcoming road tours. Mighty-Fine!

The Oaks Turn AOR (Into A Profitable Venture)

Continued from Page 37

one on which they could hear their own releases played. I found out that WPFR has a "softer" AOR approach and indeed played both "Elvira" and "Bobbie Sue" when those records were hit singles. Joe describes the direction he envisions the station taking and whether it includes future Oak Ridge Boys product.

"The station has been successful as a rock station, and we're not changing it a whole lot, but there are subtle changes being made in the programming so as to appeal to the older crowd. We're backing off some from AOR, not making it Country or Beautiful Music or anything like that, but moving the format more towards Top 40. I think there's a happy medium that can be met to bring in that older audience too.

"Obviously the station is not a Country station, so if the Oaks don't have a song

that's happening on the pop charts, we're not going to be played here, but that's okay. That really had nothing to do with it. The bottom line for the Oak Ridge Boys is still the Oak Ridge Boys and making music as the Oak Ridge Boys. That's definitely where our heads are at. Although we're interested in broadcasting, we're not basing our whole lives or careers on buying this or any other radio station. It's simply an investment. In fact, it's kind of ironic, but I guess the success of our records is one of the reasons we were able to buy WPFR."

As I mentioned at the outset, it's nice to be able to write about a station changing hands where no one was fired and the transaction was handled in such a positive manner. It's also encouraging to find people who are willing and eager to reinvest their earnings into the industry which made them a success in the first place. Welcome to the other side, Boys!



ANDERSON'S FRIED IN ATLANTA — Celebrating the success of Bill Anderson's latest release "Southern Fried" at a recent Southern Tracks Records-hosted luncheon in Atlanta are (l-r) Anderson, WPLO MD Len Anthony, independent promotion man Wade Pepper, Anderson's tour manager Don Dashiell, publicist Mark Pucci, and the Lowery Group's Butch Lowery.



COLUMBUS APPRECIATES BANDANA — WB recording group Bandana were the special feature act at WPNX/Columbus, GA's recent "Appreciation Day" party held for area listeners. Pictured prior to performing are (l-r) Bandana members Jerry Fox and Lonnie Wilson, WPNX PD Jim Bell, group members Tim Menzies and Joe Van Dyke, and Bandana's Jerry Ray Johnston (kneeling).



AND THEN THERE WAS ONE — KKAL/Arroyo Grande recently held a "Hang Five Marathon," where 30 contestants (one selected from each sponsoring business) were required to stand upright with their hands flat on a brand new 1982 Toyota pickup. The winner, Billy Parker, lasted 72 hours and 58 minutes before claiming his new wheels. Photo on left shows start of contest with all 30 contestants, while pictured on right is the winner, looking none the worse for his long ordeal.

Stranded
in the
jingle
jungle?

Find Help in Marketplace, page 42



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Black Radio



WALT LOVE

"RACIST" ACCUSATIONS REBOUND

KRLY Turns Trouble Into A Positive

An interesting thing has taken place in Houston and we hope to enlighten you to both sides of the story. For months now, I've been saying good radio is good radio, not a color or a label. Urban Contemporary radio is what I'm talking about specifically. Some Urban formats have not wanted to be linked to black music, black people, or black anything, which in my opinion is ludicrous. When a station plays as much black music as any Urban Contemporary station you choose to mention in the country, it is connected to the black experience.

What happened in Houston is unfortunate, but the real story has now surfaced. KRLY, an Urban Contemporary station, decided to put out a printed promotion piece for the sole purpose of educating certain ad agency buyers. As we all know, racism is alive and well in most businesses, communities, professions, etc. KRLY's piece was intended to shed some light on the problem of radio stations being omitted from buys if they were considered Black in any way.



John Hiatt

John Hiatt, GM of KRLY, explains: "In the last nine months we've watched a consistent problem. We've had some good ratings in our primary demo, adults 18-34. Unfortunately we've consistently been excluded from buys that were in our primary demographic. We were excluded not because we didn't have sufficient numbers, not because the rates we quoted were inefficient, but because we are predominantly a Black radio station. I've gotten weekly sales reports from my national rep firm and I would see accounts that were again in our primary demo that specified no black or ethnic."

"Blacks Don't Eat Pizza"

"All this came to a head about a month ago when a pizza chain had a buy in our adult demo 18-34 and I was told that we could not be included because 'blacks don't

eat pizza.' Obviously, that is a ridiculous statement — so I went to bat and it took us two weeks to change their minds; eventually they bought our station. That's one we won by showing them the qualitative aspects of black consumers. It's unfortunate that when some Black radio stations come up against that barrier of 'we're not gonna buy you because you're black,' they invariably start screaming racist. We felt the more appropriate and the stronger way to attack the problem would be to try and change their perception of what a black consumer is. That's why we put out this piece. It was to try and turn minds of white buyers who have a problem, for whatever reasons, with Black radio stations."

I asked John to tell us more. "When the piece was released two weeks ago, we printed a limited edition and it was to be used strictly in the case of a situation where the buyer had a problem with buying Black radio. We did not mass-market the piece. Well, it fell into the hands of some competitors and they chose to show the piece, but not in its entirety. What they did was only show half the picture, the part that's in question. As a result of this, we got some very negative publicity."

Houston's black weekly newspaper the Defender printed both the stereotype pictures and positive role models, along with an article which mentioned callers phoning in complaints for two hours on competitor KYOK's Brenda Ross Show, plus an editorial the following week. The daily Chronicle also ran a piece in its TV/Radio column stating the KRLY brochure

the urban contemporary stereotype



LATONYA WILLIAMS

PROFESSION: Unwed mother of three
BORN: 1962
FAVORITE TV SHOW: "All My Children"
FAVORITE READING: "Instructions on the box of my hair relaxer."
MOST RECENT ACCOMPLISHMENT: Won a wet T shirt contest
CURRENT PROJECTS: "Gettin' liquor with food stamps."
HOBBIES: Watching soap operas and reading the National Enquirer



RUFUS "BUCKWHEAT" JOHNSON, JR.

PROFESSION: Head rag boy at the car wash
FAVORITE FOODS: Fried chicken, watermelon and red soda water
BIGGEST ACCOMPLISHMENT: Once held a job for more than two days
HOBBIES: "Shootin' hoops, jammin' duh box n' stealin'."
AMBITION: "Nevah to have no ambition, suckah"
QUOTE: "She lyin', that ain't mah baby!"

KRLY'S MISUNDERSTOOD STEREOTYPES — Pictured above are the two pictures making up the inside cover of KRLY/Houston's sales piece aimed at exploding the myths about Urban Contemporary and Black radio listeners. The idea was first to exaggerate the stereotypes of black listeners as apparently held by many agencies and advertisers, and follow with the pictures shown below on this page of an actual cross-section of prosperous KRLY listeners. Some confusion resulted, but KRLY believes it got the point across successfully.

"backfired."

Black Leaders Positive

"Our reaction was to go into the community and find out what blacks thought about it," Hiatt said. "So we went out and consulted with the NAACP, the Urban League, the Houston Black Chamber Of Commerce, and KTSU (Texas Southern University's Black radio station) GM Charles Porter. We showed them all this piece in its entirety — mind you, all of these distinguished black leaders had been sent this piece anonymously, and only the stereotype part. All these people had no problem with it at all.

"We're going to have isolated incidents throughout the course of our business where we will run up against people who think all blacks live in the ghetto and have no money. In Houston — and this is why I'm having a little trouble relating to this — the black population is basically parallel to the white population. There are doctors, lawyers, police officers, teachers, insurance salesmen, secretaries, garbage collectors, etc. — they come from all walks of life. Black lifestyles are also parallel to the white community. Blacks have over \$2 billion a year in spendable income, yet they are not privy to a lot of the advertising knowledge that the white audience are."

Correcting The Perception

"I have a problem with that, so we are obviously trying to attack that problem. We saw no other way to do it than to try and eradicate the old negative images. Sure, we could sit around and be happy with our wine and fried chicken ads, and we are very delighted to have those clients on the air.

But we also think we deserve to have banks, car dealers, insurance companies, etc., running on our radio station. We honestly feel that if we can make this point understood by some white buyers, maybe all Urban Contemporary stations and other ethnic outlets will benefit as we will."

John added, "Any Urban Contemporary or Black radio station who wants to use the concept of this piece, I would be delighted to let them use it. We've only used it 12 times. I made a call in New York City and when we finished making the presentation, the buyer said, 'You know you have changed my whole concept of Black radio.' We had a guy locally who had never bought a Black station before. After two days he called us back and said, 'I'm going to include a Black station in my next buy because you have opened my eyes.' This piece is working well for us in a short period of time. I'm only sorry that someone attempted to take something with good intent and make it into a negative issue."

Finally, I contacted KTSU GM Charles Porter, who reinforced John Hiatt's comments on the black audience. "Most advertisers apparently conceive the black consumer as a person that is listless, gay-poppin', no ambition, no future, no direction, and no purpose in life. Hiatt simply stated what is a reality — that there are black people (consumers) who are just the opposite of the aforementioned group."

Porter concluded, "All this is simply what broadcasters like myself have been fighting for ever since I've been in this business. Trying to make the perception of the black audience one of an average. American, just another human being."

KRLY's class of the 80's



MICHELE HOLLINS

PROFESSION: Research and Marketing Planner
BORN: 1960
PROUDEST MOMENT: "Having my baby girl."
HOBBIES: Swimming and fishing
FAVORITE GROUP: The O'Jays
AMBITIONS: "To raise my little girl and to get my B.S. Degree in Marketing."
A LOVE 94 LISTENER SINCE: 1980



JIM McELGUNN

PROFESSION: Advertising
BORN: 1950
FAVORITE GROUP: The Commodores
AMBITION: "To own and operate my own Advertising Agency."
MOST RECENT ACCOMPLISHMENT: "Selected as Publicity Chairman for Texas Opera Theatre."
HOBBIES: Photography, sailing
A LOVE 94 LISTENER SINCE: 1981



DENISE MOSELEY

PROFESSION: Draftsman
BORN: 1959
RECENT ACCOMPLISHMENTS: Won a local talent contest and was discovered by a modeling agency.
GOAL: "To be a nationally famous model!"
FAVORITE ARTIST: Quincy Jones
HOBBIES: Dancing, singing, and drawing
A LOVE 94 LISTENER SINCE: 1980



DR. ELDRIDGE DORSEY

PROFESSION: Dentist
FAVORITE GROUP: Maze
MOST RECENT ACCOMPLISHMENT: Was elected to the Board of the Gulf States Dental Assn.
GOAL: "To be the best Pedodontist (children's dentist) in the U.S.A."
HOBBIES: Hunting, fishing, golf, tennis
A LOVE 94 LISTENER SINCE: 1981

Radio & Records®
NATIONAL AIRPLAY/30®

Three Weeks Two Weeks Last Weeks

● **PEABO BRYSON**
GIVE ME YOUR LOVE (5157)



PAETHA ARENKLIN TO JUMP
 PYZA PENCE DION
 SUNNA DUNNER CONTROL IN LOVE
 JONSON MONAS
 MTEBIANE SILLS
 MAINE BACK

Black Radio BREAKERS

PEABO BRYSON
Give Me Your Love (Capitol)
 74% of our reporting stations on it. Rotations: Heavy 2/0, Medium 21/3, Light 22/8, Extra Adds 6, Total Adds 17, WILD, KWAM, WDIA, WJPC, WZEN-FM, XHRM, WKND, KNOW, WNOO, WKXI, WJAX, KJCB, WJJS, WPLZ, WTMP, WLTH, WTLC. A Most Added Record. Debuts at number 30 on the Black Radio Chart.

Capitol



THE NEW SINGLE THAT'S HEADED FOR THE TOP!

produced by Peabo Bryson



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MIC 41562

Marketplace

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News and Information Programming can be a ratings winner! Jim Cameron, founder and News Director for "The Source," is now available to position your programming for success.

76 State Street / Brooklyn Heights, New York 11201
Telephone 212-852-5455



ELECTRIC WEENIE

RADIO'S MOST RESPECTED
DJ GAG SHEET SINCE 1970

Dr. Don Rose, KFRC, "Can't tell you all the times I've had the pleasure of recommending you to guys who inquire where I get my material."

FOR FREE SAMPLES WRITE
The Electric Weenie, P.O. Box 25-866
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Payable in advance. Orders must be typewritten and accompanied by check. One-inch minimum; additional space up to six inches available in increments of one-inch. Rates for R&R Marketplace (per inch):

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1 Time	\$37.50
6 Insertions	\$32.50
13 Insertions	\$27.50
26 Insertions	\$22.50

Volume Rates Available

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

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

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

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BROADCAST PROMOTIONS DIVISION
2B SYSTEM CORPORATION
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(313) 588-7400



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PRODUCTIONS
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Denver, CO 80209
(303) 756-9091

Attention Program Directors

Draw attention to your weekends inexpensively with well-known personality **Chuck Buell** and a strong specialized program. Each week 3 hours of the hits from the 50's, 60's, & 70's and the stories behind them. Send or call for your demo tape today

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Over 1100 titles available only to radio stations. Mono or stereo with 25 Hz toning. Call or write for information and free list of titles.



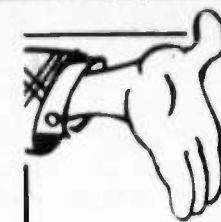
THE MUSIC DIRECTORY
PROGRAMMING SERVICE
Box 103 - Indian Orchard, Massachusetts 01151-413-783-4626



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Proven worldwide audience builder!

'Quick-quip,' Topical Humor!! Introductory month's 500 topical one-liners and 'BONUS'... Just \$2.00!! Phantastic Phunnies, 1343-A Stratford Drive, Kent, Ohio 44240



Charlie Van Dyke... MOVE OVER!

THE voice you need for station IDs and liners, promos, and special programming
\$100 gets you 10 cuts. Send check with copy, or order your FREE demo today. Professional!

HARRY MAY, 446 Lawrence, San Luis Obispo, CA 93401

FREE ISSUE OF Galaxy

Radio's most complete personality biweekly. Current artist Bios & update, record facts, daily calendar/almac, trivia, etc. Send for sample on ALL AIRSHIFT READY! station letterhead:
Box 20093R, Long Beach, CA 90801 (213) 595-9588

lola's lunch

What would Mom say if she thought you were skipping lunch?
Over 6 years of creative COMEDY material. For complimentary snack call (313) 434-6142 or write 1390 Arroyo Dr., Ypsilanti, MI 48197

RADIO PLACEMENT

If you are currently employed, but thinking of improving your position, or if you are "in between and looking," NBTC can help. We specialize in placing qualified DJ's, news people, sports, PD's, sales and management. For confidential details, including registration form, enclose \$1.00 postage and handling to:

NATIONAL BROADCAST TALENT COORDINATORS
Dept. R, P.O. Box 20551, Birmingham, AL 35216
(205) 822-9144



Laugh Your Way To #1

• Secrets • Little known tips • Explanations

Confessions of a Comic D.J.

contains language & bits never used on radio
*** Rating Hilarious radio spoof. \$5.50 (free catalog)
Comedy Cassette Box 111, Newburgh, IN 47630



Opportunities

Openings

EAST

Reporters, join respected news operation in North-west New Jersey. Full or part-time. T&R: ND, WJXL, Box 40, Newton, NJ 07860. EOE M/F (9-10)

CHR WBRK seeks creative, enthusiastic, one-on-one communicator. Quality production a must. Creative atmosphere for team player. T&R: T.J. Michaels, 100 North St., Pittsfield, MA 01201. EOE M/F (9-10)

Powerful New York City area FM, A/C is expanding. Looking for experienced adult personality. Great opportunity for the right talent. Send T&R to Radio & Records, 1930 Century Park West, #386, Los Angeles, CA 90067.

Morning personality sought by 14 WNAV A/C. Experienced only. Production. Send T&R: Steve Hopp, P.O. Box 829, Annapolis, MD 21404. EOE M/F (9-10)

Experienced jock/production person for A/C in Northern New England. T&R: Jim Ancona, WLTN, Box 349, Littleton, NH 03561. No calls please. (9-10)

BM announcer wanted for live/assist operation. Quality voice. Experience preferred. T&R: WNAV-FM, P.O. Box 829, Annapolis, MD 21404. EOE M/F (9-10)

Immediate opening for personality CHR announcer with production. Experience required. Come join a winner. T&R: Patrick Gillen, C.O. 102, Box 213, Geneva, NY 14456. (9-3)

WGRQ/Bufalo needs off the wall morning man to join established morning team. Good bucks. Solid company. T&R: Paul Hiene, 59 Virginia Place, Buffalo, NY 14202. (9-3)

Looking for hungry young adult communicator with basics of on-air and production work for fulltime. T&R: D. Warren, WDOE, Dunkirk, NY 14048. (9-3)

Openings

News Director WFTQ-AM WORCESTER, MA

Katz Broadcasting's WFTQ-AM seeks an aggressive, energetic News Director for Worcester's top Adult Contemporary station.

If you're currently a news-leader with on-air experience, management ability and enjoy working in a state-of-the-art facility, join the Katz Broadcasting Team and help build Central New England's "best." To make application send tape, resume and other materials that reflect your news management philosophy in confidence to Richard Reis, General Manager, WFTQ-AM, 19 Norwich Street, Worcester, MA 01608. Katz Broadcasting is an Equal Opportunity Employer.

KATZ BROADCASTING COMPANY
America's Employee-Owned Broadcast Group
A SUBSIDIARY OF KATZ COMMUNICATIONS INC.



Katz. The best.

Openings

ND needed immediately at WJLK in Central NJ. Experienced professional with news and administrative background. T&R: Stephen Rice, Press Plaza, Asbury Park, NJ 07712. EOE M/F (9-3)

ARE YOU GOOD?

Major group wants to hear from good personalities. We want real people, not rock-jocks. No beginners, please. Send aircheck and resume to:

BOB SHIPLEY
Program Personnel Coordinator
Box 910, York, PA 17405

News Director at WEZN, Katz Broadcasting's Beautiful Music FM in Bridgeport, CT. Position includes writing and anchoring morning drive newscasts. On-air news experience a must. T&R: Paul Knight, OM, WEZN, Park City Plaza, Bridgeport, CT 06604. EOE M/F (9-10) •

SOUTH

South Carolina 100,000 watt FM rocker seeks creative morning drive. T&R: Mike Justin, WDWO, St. George, SC 29477 or (803) 563-4533. EOE M/F (9-10)

Fulltime newperson opening for morning drive. T&R: Brock Boulette, WXLY, Box 8887, Jackson, MI 39204. (9-10)

Radio production pro needed now. Send sample of your best work to Mitch Craig, William B. Tanner Co., 2714 Union Ave. Extended, Memphis, TN 38112. (9-10)

Immediate opening for drive personality. T&R: Cat Simon, KSET-FM, El Paso, TX 79902. EOE M/F (9-10)

Openings

Talk Show Host WDBO-AM

Orlando, FL

Dynamic evening talk show host needed at Katz Broadcasting's newest kin, WDBO-AM, Orlando.

If you... have an outstanding personality

...have had similar on-air experience interviewing studio guests and telephone call-ins

...want to help build a major radio station in one of America's fastest growing sunbelt markets...

Send tape and resume in confidence to Tom Kennington, Program Director, WDBO-AM, 58 South Ivanhoe, Orlando, Florida 32802. Katz Broadcasting Company is an Equal Opportunity Employer.

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Marketplace

WE MAKE Beautiful MUSIC
 And Adult Contemporary, News & Information, Oldies and Big Band and Country and Religious and Spanish Station ID's and Commercial Jingles

CONTINENTAL RECORDINGS
 210 SOUTH STREET, BOSTON, MA 02111 617-426-3131

O'Liners

FREE SAMPLE ISSUE of radio's most popular humor service!
 For sample, write on station letterhead to: **O'Liners**
 1237 Armacost Ave., #6-R, Los Angeles, CA 90025
 or phone (213) 479-1767

Country Consultant

Automated or live assist Country FM's using ANY Nationally Syndicated music service are **EXTREMELY VULNERABLE**. If your full-time AM signal covers the metro, then you can be your market's Country Leader using my proven format. Complete music libraries provided at no additional charge to client stations which change to Country Music.

Bill Taylor - Country Consultants
 1425 E. Orange Grove, Pasadena, CA 91104
 (213) 791-4836

Contemporary COMEDY

Hundreds renewed again!
Free sample!
 Write on station letterhead to
Contemporary Comedy
 5804-D Twining
 Dallas, TX 75227

"HAVING PROGRAM PROBLEMS?"

PERSONAL CONFIDENCE? - Talk show Dr. Ellie Brager, #1 personality, video & audio experience, Masters & Johnson trained sexologist. Syndicator and/or stations write for this FREE informational & educational demo. Dr. Ellie Brager, 44 West 12th St., N.Y., N.Y. 10011 (212) 255-3044

Poor (announcer's name)'s Almanac

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

DJ COMEDY SERVICE

Expand your show material with the most topical, up-to-the-minute comedy service available.

- DJ COMEDY - Monthly humor based on what's happening in the world today
- DJ "THROWAWAYS" - record intros and outros sent twice monthly

Send for sample today, or call **(713) 984-2144** and **Visa** leave your address. **Mastercard**

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FREE SAMPLE!

...from **DIAL-LOG**, RADIO'S NEWEST SERVICE FOR AIR PERSONALITIES!

I expect to be using it a lot. A true class act! Brad Krantz, WSJS/Winston-Salem

HUMOR, CONVERSATION, CALLS, CALENDAR & MORE

Write or Call: **DIAL-LOG** 4325 N. Lockwood,
 (419) 478-1031 Toledo, OH 43612

New Jokes Every Month
With Comedy/Update

Write today for recent issue: R. Aaron, 1909 Lake Street #6,
 San Francisco, CA 94121

Opportunities

Openings

FM100/Waco, TX looking for midday personality to keep our middays #1. Only adult communicators needed! T&R: Mike Wright, Box 7912, Waco, TX 76710. EOE M/F (9-10)

WNOX is looking for a good communicator that knows Country music. Females encouraged. T&R: Jerry Howell, 4400 Whittle Springs, Knoxville, TN 37917. (9-10)

NEEDED NOW

Afternoon drive jocks. Lots of A/C experience required. Tapes and resumes to Mike Hedges, FAIRWEST, 3341 Towerwood #204, Dallas, TX 75234.

Humorous personality for medium market morning drive. Promotionally active A/C in Southeast. Production skills essential. Contact: Mike Kirchen, Rocky Mount, NC (919) 442-8091. (9-3)

94Q/Atlanta has 6-10pm airshift opening for adult communicator. PD/MD experience. No calls. T&R and photo: Jim Morrison, Suite 240, Tower Place, Atlanta, GA 30026. EOE M/F

Want Country communicator for satellite network station. Good production a must. Call or write: Doc Washburn, WTND, Drawer 730, Orangeburg, SC 29115. (803) 634-1301. EOE M/F (9-3)

WWLF/Tampa-St. Petersburg has fulltime announcer opening for nostalgia format. T&R: John Fennessy, Box 20898, St. Petersburg, FL 33742. (9-3)

A major radio station in a beautiful Sunbelt market is seeking a pro to handle morning drive. Abilities to bring together heavy news/information commitment a must. Personality must be everything a full service, adult radio station requires. No amateurs. Send T&R: Radio & Records, 1930 Century Park West, #377, Los Angeles, CA 90067

If you're a humorous, bright, extremely mixing entertainer, a major market pro that loves Country music, rush T&R: WWIN, 660 S. 3rd, Louisville, KY 40202 (9-3)

Openings

WTNO/Orangeburg is looking for a few good sales people. Call Pete Nadel (803) 634-1301. EOE M/F (9-3)

WSSX needs a real go-getter for news. If your writing style relates to young adult audience, rush T&R: Bill Martin, Box 31089, Charleston, SC 29407. (9-3)

KSET-FM has immediate opening. Send T&R: Cat Simon, 4180 N. Mesa, El Paso, TX 79902. Calls accepted: (915) 532-4879. EOE M/F (9-3)

WSBX has immediate openings for CHR talent. Good money for the right hardworking individuals. T&R: Bill Martin, Box 31089, Charleston, SC 29407. (9-3)

MIDWEST

KOFM/Oklahoma City is looking for an experienced Music/Research Director. On-air ability important. T&R: John Jenkins, Program Director, KOFM Box 14806, Oklahoma City, OK 73120. (405) 478-0444. EOE M/F (9-10)

WBLZ FM 103 1/2

Urban Contemporary, 50,000 watt FM needs a strong 6 to 10am talent. Send tape and resume if you are the strong experienced person we want. Salary open.

BRIAN CASTLE

106 Glenwood Ave., Cincinnati, OH 45217

News Director suburban Kansas City A/C. T&R: Dan Carney, KIEE, 207 E. Pearl, Harrisonville, MO 64701. EOE M/F (9-10)

KOFM/Oklahoma City is looking for talented creative adult personality. T&R: John Jenkins, Program Director, KOFM, Box 14806, Oklahoma City, OK 73120. (405) 478-0444. EOE M/F (9-10)

Openings

Research/Firm needs sales person with programming or research background. Contact: Kurt Hanson, Chicago Programming Resources, 2256 N. Clark St., Chicago, IL 60614. (312) 883-1559. EOE M/F (9-10)

COMPTROLLER/OFFICE MANAGER

Midwest, mid-size, AM&FM has immediate opening. Accounting and one year experience on IBM, 32 or 34, with Columbe System preferred. \$15,000-\$18,000 to start (depending on background). Send resume to Radio & Records, 1930 Century Park West, #387, Los Angeles, CA 90067.

Metro Des Moines Country station seeking T&Rs and salary requirements from jocks for future openings. Jim Beam, OM, KBAB, Box H, Indianola, IA 50125. (9-10)

MOR PERSONALITY

A very large market station is looking for air talent who can entertain via use of phones, bits, conversation and the passing on of information that our audience cares about. Pay, benefits, signal and backup will all be extraordinary. We are looking for a few absolutely great people for our air staff, and we're willing to go to the wall to make you and us happy and successful. Music is secondary. If you think you can work on a station like WBZ, WLW, or WGN, then you're what we're looking for. Personality is the reason our listeners listen. Send T&R: Radio & Record, 1930 Century Park West, #385, Los Angeles, CA 90067.

Kansas news leader seeking a reporter. T&R: Steve McIntosh, KFH Radio, 104 South Emporia, Wichita, KS 67202. No calls please. EOE M/F (9-10)

Openings

WEAQ/Eau Claire seeking experienced, creative copywriter/producer. Send tape, resume and writing sample: Steve Dickoff, Box 1, Eau Claire, WI 54702. EOE M/F (9-3)

New Adult Contemporary with plans to be #1 25-49 in medium Midwestern market looking for all dayparts. Rush T&R to Radio & Records, 1930 Century Park West, #381, Los Angeles, CA 90067.

FM Metro market #50. Contemporary. Accepting air talent applications. T&R: Bruce Randolph, 7 South Monroe St., Monroe, MI 48161. EOE M/F (9-3)

WEST

KLIR/Denver's newest CHR is accepting T&Rs for future opportunities. c/o of Mike Anthony, 6855 West Jewel Ave, Denver, CO 80226. EOE M/F (9-10)

The Orange County Broadcast Workshop is looking for part-time engineer on a regular basis. Salary commensurate. Call Chuck Howard (714) 956-7171. EOE (9-10)

PD for KANC/Anchorage. T&R: Don Lane, Nat'l PD, KRDR, Box 32, Gresham, OR 97030 (503) 867-1230. EOE (9-10)

CO calls. Full power CHR FM needs talented morning man pronto. T&R: KROY, Box 7089, Pueblo West, CO 81007. No calls (9-10)

#1 station 12+; 18-24; 18-49! A super opportunity for an effective communicator. Someone needed to add to our proven team at this CHR station. Top pay and benefits for the right person! Submit your tape and resume to: Jamie Sears, KTRS Radio, 251 West 1st St., Casper, WY 82601. (9-24)

KLAV/Las Vegas looking for future part-timers. T&R to Kevin Barrett, Box 15290, Las Vegas, NV 89114. (702) 732-2555. EOE M/F (9-10)

THE PICTURE PAGES

Mac's "Mirage" Menage



Fleetwood Mac received a platinum award for their "Mirage" LP from Warner Bros. recently. Pictured (l-r) are WB VP David Berman, attorney Mickey Shapiro, group's Stevie Nicks and Mick Fleetwood, WB Chairman/President Mo Ostin, and group's Christine McVie, John McVie, and Lindsey Buckingham.

Go-Go's Golden Vacation



The Go-Go's played three Canadian dates recently, and while in Calgary received the first gold and platinum awards for their "Vacation" LP. Pictured (l-r top) are A&M's Randy Wells, group's Glna Schock, Kathy Valentine, and Bellinda Carlisle, and A&M's Al Harrison; (l-r bottom) A&M Canada VP Doug Chappell, group's Charlotte Caffey and Jane Wiedlin, and A&M's Greg Barkley.

EMI Home For Stray Cats



EMI America threw a party for the Stray Cats recently in Los Angeles when the band was in town for three Hollywood Palladium dates. Pictured (l-r) are Capitol/EMI's Larry Hathaway and Joe McFadden, group's Brian Setzer, Lee Rocker, Slim Jim Phantom, Capitol VP Sam Citro, and EMI America President Jim Mazza.

Rats At The Ritz



Columbia's Boomtown Rats played at the Ritz in New York recently. Pictured (l-r) are Columbia Sr. VP/IGM Al Teller and group's Bob Geldof, Gerry Cott, and Pete Briquette.

RCA Reveals Fall Product Line



RCA staged its East Coast fall product presentation in New York, with over 400 staffers in attendance. Pictured (top row, l-r) are RCA President Bob Summer, VP/Finance Jose Menendez, VP/International Ekke Schnabel, and VP/US & Canada Jack Cralgo; (second row) VP/Contemporary Music Joe Mensfield (left) shares a joke with Millennium Exec. VP Don Jenner; (third row) Cralgo talks with recently signed artist Carl Carlton; (fourth row l-r) Champion Entertainment VP Jeb Brien and President Tommy Mottola, Summer, A&M VP Michael Leon, and RCA VP/Field Sales Larry Gallagher; (fifth row) Director Black Music A&R Robert Wright (left) introduces new artist Nona Hendryx, and (bottom) newly signed Rodney Dengerfeld entertains the crowd.

THE PICTURE PAGES

Elton Joins Indianapolis Radio



Geffen artist Elton John played Indianapolis recently and received a contingent of local media representatives backstage. Pictured (l-r) are the Indianapolis News's Zach Duncan, guest, Mike Kerling of Jet Co. distributors, WNAP MD Larry Mego, WPFR MD Frosty Stillwell, Warners' Nancy Orlandella, Elton John, WENS MD Scott Wheller, and WENS PD Rick Cummings.

Cliff Collects Capitol Canada Gold



Cliff Richard received a gold album for his "Wired For Sound" LP from Capitol/EMI of Canada. Pictured (l-r) are manager Peter Gormley, Richard, assistant David Bryce, and Capitol Canada President Dave Evans.

Switch To Total Experience



Switch has signed a contract with Total Experience Records after several years with Motown. Pictured (l-r) are group's Daryl Brooks, Phillip Upchurch Jr., and Renard Gallo, Total Experience President Lonnie Simmons, group's Jody Sims, Gonzales, Ozone, and Eddie Fluellen, Total Experience's Rick Kurshner, group's attorney Michael Ehrman, and manager Chris Jonz.

Chrysalis "Dreamcoat" Comes Home



The L.A. production of "Joseph & The Amazing Technicolor Dreamcoat" premiered just after Chrysalis Records released the original cast recording. Pictured after the show are (l-r) producer Susan Rose, composer Andrew Lloyd Webber, lyricist Tim Rice (kneeling at front), stars Bill Hutton and Sharon Brown, and Daniele and Chrysalis Co-Chairman Terry Ells.

Forbert's Foursome



Nemperor/CBS artist Steve Forbert made his first New York appearance in almost two years at the Ritz, and was visited by label executives. Pictured (l-r) are EIP/A Sr. VP/GM Don Dempsey, Nemperor President Nat Welss, Forbert, and Associated Labels VP/GM Tony Martell.

Columbia Smiles For Miles



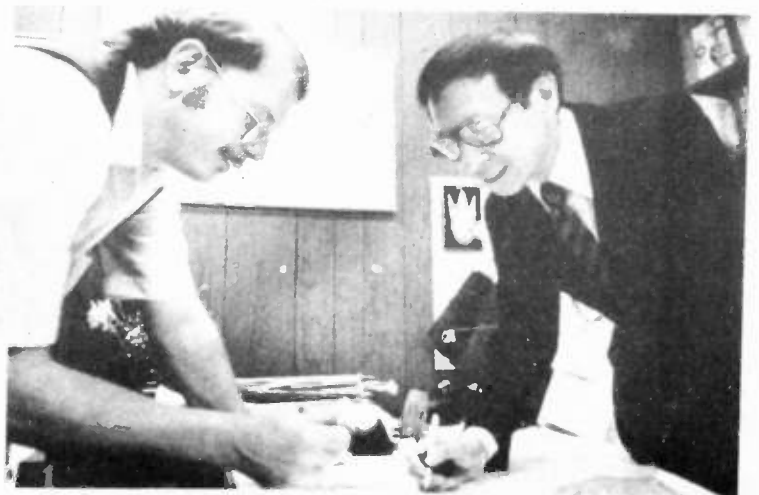
After Miles Davis played the Green Theatre, he was visited by Columbia VP Ron Oberman and Weather Report's Wayne Shorter. Pictured (l-r) are Oberman, Davis, and Shorter.

Clark Clique At Stark Meet



Churchill artist Roy Clark performed at the national Stark Record & Tape convention in Cambridge, OH. Pictured at the retailer's meeting are (l-r) MCA Distributing President Al Bergamo, MCA Dist. VP John Burns, Clark, Stark President Paul David, and Churchill VP David Webb.

Cole Brought To Palo Alto



Alto saxophonist Richie Cole has signed with Palo Alto Jazz Records. He's pictured (left) with Palo Alto head Herb Wong.

A FLOCK OF SEAGULLS. THE FINAL CONQUEST!

CHR BREAKER "I RAN" - R&R: 30*

MASSIVE CHART ATTACK.

A Flock of Seagulls is sweeping the charts! Their long-running (13 weeks on the R&R Album chart) Top 10 LP has launched the smash single "I Ran (So Far Away)" for the final conquest of the Top 40 summit!

**TRIUMPHANT
BREAKTHROUGH TOUR.**

A Flock of Seagulls' summer-long tour established them as one of the major new bands of 1982. Their fans stomped, cheered, and begged for more! Find out for yourself what the excitement's all about: their new tour with the Go Go's begins September 3rd.

NATIONAL SALES EXPLOSION.

Market by market, coast-to-coast, the A Flock of Seagulls LP explosion gets stronger by the week. Reorders are now over 30,000 per week! The pundits say new music doesn't sell? Tell them to go take a flying Flock!



ARISTA 1982 Arista Records, Inc. Jive Records (Distributed by Arista). Produced by Mike Howlett.

"EYE IN THE SKY!"

AS 0696

THE ALAN PARSONS PROJECT
EYE IN THE SKY



AL 9599

A TOWERING TRIUMPH FOR THE ALAN PARSONS PROJECT!

1. The single is now super-bulletheaded at **14 in *Billboard* and exploding to the Top 5, and beyond.
2. The album is now super-bulletheaded at **12 in *Billboard* and storming to the top.

Eye In The Sky. Do You Have It In Hot Rotation Now?

ARISTA 1982 Arista Records, Inc.

Type Acceptance Filed

On April 27, 1982, we filed a request for Type Acceptance. According to reports, this was the first such request submitted to the FCC.

On issuance of a Type Acceptance the following stations will initiate AM Stereo operation:

- Baltimore/WFBR
- Boston/WBZ
- Chicago/WLS-WGN
- Ft. Wayne/WOWO
- Kansas City/KMBZ
- Los Angeles/KHJ
- New York/WNBC
- Omaha/WOW
- Philadelphia/WFIL
- Pittsburgh/KDKA
- Salt Lake City/KSL
- San Antonio/KTSA
- San Francisco/KFRC
- Washington, D.C./WMAL

These stations have procured our initial production units and, as you know, other major stations* will be installing the equipment as soon as it is available. Since many of these stations are No. 1 in music, in their cities, we believe that as soon as receivers become available the "marketplace" selection process will be firmed-up, leading to what we hope to be the selection of a single system as a de facto standard in the United States. After some 20 years of delay, the Fowler FCC "marketplace" decision has surely gotten things moving. I believe, within six months it will be over and AM will be on its way to a better quality image. No new broadcast technology has ever produced a brand new image, especially better quality. RECEIVERS. We are pleased to report the initiation of conversations with almost every major receiver manufacturer in the US and in the Far East. It is our belief that AM Stereo will produce a brand new image, especially better quality. Receivers are made - why? The receiver manufacturers have been unable to produce narrow band receivers because of spectrum congestion. Receivers are designed to meet "worst case" interference situations. For car radios this has driven frequency response down to 2.2 kHz (6 db)! Instead of curing the problem, this narrow banding of receivers has forced broadcasters to use unusually high amounts of pre-emphasis, further aggravating adjacent channel interference.

NEW SELECTIVITY. We are now providing receiver manufacturers with information concerning our new patented

techniques of "Asymmetrical Sideband Selectivity." This type of selectivity, besides being inexpensive and easily integrated, automatically adjusts selectivity to optimize signal to adjacent channel interference. As an example of how this system works, if a listener to your station drives far from the station during the daytime, when you have little adjacent channel interference, his receiver will remain broadband providing quality reception. On the other hand, if he drives at night to a location where you have interference 10 or 20 kHz below your carrier frequency, his receiver will sense that interference and automatically reduce the lower sideband response. Assume that your interference is not serious above the carrier frequency, you will still get reasonable quality under such conditions. Our word-patented system automatically adjusts selectivity to provide **PERFORMANCE OF A SPECIAL SYSTEM.** We guarantee that the system will provide:

- 1) AM Stereo without the loss of signal to the listener. No loss of music detail or intelligibility.
- 2) Stereo listeners on the first day you initiate stereo broadcasting. (FCC record incorporates reports of better sound with two conventional radios than competitor's special expensive receiver.)
- 3) Stereo reception to your 0.5 mv contour free of:
 - (a) Clicks and pops,
 - (b) stereo ghosts,
 - (c) stereo platform sway motion,
 - (d) unusual antenna problems.

We salute those pioneering stations that have, since July 23, 1982, inaugurated AM stereo broadcasting:

Boston — WBZ
 Chicago — WLS
 Kansas City — KMBZ
 Los Angeles — KHJ
 New York — WNBC
 Pittsburgh — KDKA
 Salt Lake City — KSL
 San Antonio — KTSA
 San Francisco — KFRC
 Washington DC — WMAL
 & Atlanta — WQXI (Harris system)

MORE TO FOLLOW at a later date. Your comments would be appreciated.

*See May 1982 ad in Radio World for partial list of stations.

**We have been granted permission to announce that we are presently negotiating with three US manufacturers: McKay Dymek, Mura Corpora-

tion, and Radio Shack/Tandy Corp. As you will note from reviewing our free booklet, entitled "What they say about the Kahn/Hazeltine stereo system", the Sony Corporation (which evaluated all 5 of the stereo systems) has given us excellent grades.

This Week In Music History

BY DAN FORMENTO OF THE SOURCE

Payola Outlawed

MONDAY, SEPTEMBER 13 — The House of Representatives-backed anti-payola amendment became law on September 13, 1960, after a six-month probe into "play-for-pay" practices involving disc jockeys and record companies. The new law prohibited the payment of cash or gifts in exchange for airplay, and held radio stations responsible for any employee who accepted cash or gifts. The passage of this list capped a scandal that drove popular New York DJ Alan Freed to ruin.

EXTRA FACTS: Born this day were country great Bill Monroe, 1911... the late songwriter Tim Hardin, 1940... and Peter Cetera of Chicago, 1944.

Kenny Rogers Superstar

TUESDAY, SEPTEMBER 14 — Mayor Tom Bradley proclaimed September 14, 1979 "Kenny Rogers Day in Los Angeles," when the multi-award winning country superstar would open a three-day concert event at the Universal Amphitheatre. Kenny's accomplishments over the previous two years had been staggering; his last eleven singles charted (six hit #1), he'd sold five million records including four gold albums and one platinum, "Lucille" won him a 1978 Grammy for "Best Country Vocal Performance," and he was about to begin filming "The Gambler," a made-for-TV movie based on his latest monster hit.

EXTRA FACTS: Little Richard records "Tutti Frutti," 1955... Bob Dylan's "Hard Rain" TV special airs, 1976.



Bowie On Broadway

WEDNESDAY, SEPTMEBER 15 — As the curtain rose at New York City's Booth Theater on September 15, 1980, the audience was given its first glimpse of rock superstar David Bowie in his Broadway debut as John Merrick, "The Elephant Man." This preview performance in the Big Apple followed two months of test runs in Denver and Chicago, and interestingly, coincided with Linda Ronstadt's Broadway debut in "The Pirates of Penzance."

EXTRA FACTS: Cannonball Adderly born in 1928... Bob Dylan's longest tour begins, 1978.



B.B. King Born

THURSDAY, SEPTEMBER 16 — Super showman and one of the greatest guitar soloists of all time, B.B. King was born Riley King on September 16, 1925, in Itta Bena, Mississippi. Nicknamed Blues Boy by Sonny Boy Williamson (abbreviated to B.B.), King had his first major R&B hit in 1950 with "Three O'Clock Blues," and went on to turn out a string of blues classics. In 1969 he teamed up with rock producer Bill Szymczyk for his "Live and Well" LP, and has since recorded with Carole King, Joe Walsh, Leon Russell, and Ringo Starr. King is perhaps best known for his million-selling single "The Thrill Is Gone."

EXTRA FACTS: Caruso's final recording, 1920... Marc Bolan of T. Rex died, 1977.

RCA's Failed LP

FRIDAY, SEPTEMBER 17 — A record capable of "reproducing the longest movement of a symphony without interruption" was first demonstrated by RCA Victor on September 17, 1931 to a surprisingly cool reception. "The recording is conspicuously lacking in color, brilliance and character," noted one critic. Poor reviews and RCA's failure to develop a low-cost 33 1/2 rpm player combined to scare off wary consumers, and a discouraged RCA Victor scrapped the project.

EXTRA FACTS: Fleetwood Mac's "Rumours" tops charts for record 19 weeks, 1977.

The Music Section

SEPTEMBER 10, 1982

	CHR	A/C	AOR	Country	Black Radio
# 1	JOHN COUGAR	KENNY ROGERS (4th week)	FLEETWOOD MAC (2nd week)	KENNY ROGERS (4th week)	EVELYN KING
Next Week's #1 Contenders:	ALAN PARSONS PROJ. (4-3) JACKSON BROWNE (6-4) ASIA (7-5)	AMERICA (5-2) ALAN PARSONS PROJ. (4-3)	BILLY SQUIER (2-2) ROBERT PLANT (3-3) MEN AT WORK (7-4)	MICHAEL MURPHEY (2-2) MICKEY GILLEY (6-4) MEL McDANIEL (7-5)	JERMAINE JACKSON (6-3) GAP BAND (4-4)
Breakers:	OLIVIA NEWTON-JOHN (70%) A FLOCK OF SEAGULLS (65%)	AIR SUPPLY (54%) SYLVIA (54%) FLEETWOOD MAC (53%)	WHO (94%) KENNY LOGGINS (55%)	T.G. SHEPPARD (81%) BARBARA MANDRELL (77%) WHITES (74%) BANDANA (69%) CONWAY TWITTY (67%) STEVE WARINER (66%) RICKY SKAGGS (60%)	PEABO BRYSON (74%)
Most Added:	RICK SPRINGFIELD NEIL DIAMOND RUSH CROSBY, STILLS, NASH PAUL CARRACK OLIVIA NEWTON-JOHN POINTER SISTERS	AIR SUPPLY NEIL DIAMOND FLEETWOOD MAC STEPHEN BISHOP SYLVIA KARLA BONOFF	WHO KENNY LOGGINS AEROSMITH STEEL BREEZE ICEHOUSE	CONWAY TWITTY RICKY SKAGGS JANIE FRICKE RONNIE McDOWELL T.G. SHEPPARD DOTTIE WEST	LUTHER VANDROSS PEABO BRYSON JEFFREY OSBORNE DONALD BYRD CARL CARLTON
Hottest:	JOHN COUGAR ALAN PARSONS PROJ. JACKSON BROWNE CHICAGO MICHAEL McDONALD ASIA	ELTON JOHN ALAN PARSONS PROJ. AMERICA KENNY ROGERS MICHAEL McDONALD JACKSON BROWNE	FLEETWOOD MAC BILLY SQUIER ROBERT PLANT FAST TIMES AT R.H. MEN AT WORK	MICHAEL MURPHEY JERRY REED KENNY ROGERS MICKEY GILLEY OAK RIDGE BOYS	ARETHA FRANKLIN GAP BAND GRAND MASTER FLASH ZAPP EVELYN KING
Biggest Chart Jumps:	MICHAEL McDONALD (11-6) AMERICA (15-10) SANTANA (22-17)	NEIL DIAMOND (28-19) MICHAEL McDONALD (13-9) GLENN FREY (18-14) COCKER/WARNES (21-17)	RUSH (27-13) JOAN JETT (36-29) GO-GO'S (37-32) STEVE MILLER BAND (38-34) SHOOTING STAR (40-36)	DON WILLIAMS (32-18) ALABAMA (34-26) CHARLEY PRIDE (35-27)	SUNRIZE (28-21) MELBA MOORE (20-14) LYNN/VANDROSS (25-19)
Debuts:	OLIVIA NEWTON-JOHN (29) A FLOCK OF SEAGULLS (30)	SYLVIA (25) F. MAC "Gypsy" (27) AIR SUPPLY (30)	WHO (16) KENNY LOGGINS (17) STEEL BREEZE (31)	CONWAY TWITTY (44) STEVE WARINER (45) RICKY SKAGGS (46) LARRY GATLIN (49) KAREN BROOKS (50)	PEABO BRYSON (30)
	CHR	A/C	AOR	Country	Black Radio

Music On TV

Marshall Crenshaw is the musical guest for David Letterman's "No-Theme Special" September 10. In keeping with the spirit of the program, Crenshaw will not perform the theme song . . . Rex Smith makes his debut as cohost of "Solid Gold" as the show kicks off its third season with Marilyn McCoo remaining in the other cohost position and guests being Rosanne Cash, John Cougar, Rick James, Huey Lewis & the News, Barry Manilow, and Ronnie Milsap. The show airs the week of September 10 . . . John Cougar is back again on a repeat "Saturday Night Live" September 11 . . . Laura Branigan sings the "Star Spangled Banner" on ABC's "Monday Night Baseball" September 13.

The Waitresses perform on the premiere episode of CBS's new comedy series "Square Pegs" on September 27. The show concerns popularity in high school, and the group will be playing at the freshman dance . . . The Doobie Brothers' farewell show in Berkeley will be taped for later pay TV airing by Paramount Video . . . Another new music series under way is "Music Asylum," a half-hour weekly show in a "bandstand" format with comedy added to music by "new wave and electro-pop" bands. Mark Phillips is host and writer, the Professional Group produces with Tony Miller as producer and Michael Garr director.

5

YEARS AGO
TODAY

Radio & Records

- **WNBC/NEW YORK DEBUTS TOP 40 FORMAT**
- **SANDY BEACH NAMED PD WKBW/BUFFALO**
- **NUMBER ONE FIVE YEARS AGO: "Don't Stop"**
— Fleetwood Mac (WB) (2nd week)
- **NUMBER ONE COUNTRY: "I've Already Loved You In My Mind"** — Conway Twitty (MCA)
- **NUMBER ONE LP: "Crosby, Stills & Nash"** — Crosby, Stills & Nash (Atlantic) (10th week)

Hit Us With Your Best Shot

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

National Music Formats Added This Week

Satellite Music Network

George Williams (404) 955-9521

The Starstation

NEIL DIAMOND "Heartlight" (Columbia)
AIR SUPPLY "Young Love" (Arista)

Country Coast-To-Coast

LACY J. DALTON "16th Avenue" (Columbia)
TAMMY WYNETTE "You Still Get To Me..." (Epic)
ED BRUCE "Ever, Never Lovin' You" (MCA)
T.G. SHEPPARD
"War Is Hell (On The Homefront Too)" (WB/Curb)
BARBARA MANDRELL
"Operator, Long Distance Please" (MCA)

MTV Music Television

Buzz Brindle (212) 944-5399

BILLY JOEL "Pressure" (Columbia)
JOE JACKSON "Real Man" (A&M)
PRODUCERS "She Shelia" (Portrait)
VENETTA "Babylon Rocks" (Epic)

Century 21

Bob Stevens (214) 834-2121

The Z Format

SHEENA EASTON "Machinery" (EMI America)
PAUL CARRACK "I Need You" (Epic)
RICK SPRINGFIELD "I Get Excited" (RCA)
NEIL DIAMOND "Heartlight" (Columbia)
JOE JACKSON "Steppin' Out" (A&M)
KOOL & THE GANG "Big Fun" (De-Lite/PolyGram)
POINTER SISTERS "I'm So Excited" (Planet/RCA)
ABC "The Look Of Love" (Mercury/PolyGram)

The A-C Format

STEPHEN BISHOP "If Love Takes You Away" (WB)
MATTHEW WILDER "Work So Hard" (Arista)

Super-Country

DEAN DILLON "You To Come Home To" (RCA)
RICKY SKAGGS "Heartbroke" (Epic)
MEL TILLIS "Stay A Little Longer" (Elektra)
JANIE FRICKE "It Ain't Easy Bein' Easy" (Columbia)
RANDY PARTON "Roll On Eighteen Wheeler" (RCA)

Tanner Musical Spectrum

Kenny Bosak (901) 320-4433

Bright Blue

AIR SUPPLY "Young Love" (Arista)
NEIL DIAMOND "Heartlight" (Columbia)
SHEENA EASTON "Machinery" (EMI America)
TANYA TUCKER "Cry" (Arista)
ALABAMA "Close Enough To Perfect" (RCA)

Tanner Country

T.G. SHEPPARD
"War Is Hell (On The Homefront Too)" (WB/Curb)
OSMOND BROTHERS
"It's Like Falling In Love..." (Elektra/Curb)
BOBBY BARE
"(I'm Not) A Candle In The Wind" (Columbia)
JERRI KELLY
"Walk Me 'Cross The River" (Carrere/CBS)
WRIGHT BROTHERS "Made In The U.S.A." (WB)
FAMILY BROWN
"Some Never Stand A Chance" (RCA)
BARBARA MANDRELL
"Operator, Long Distance Please" (MCA)
LARRY GATLIN & GATLIN BROTHERS BAND
"Sure Feels Like Love" (Columbia)
DOTTIE WEST
"She Can't Get My Love Off The Bed" (Liberty)

Concept Productions

Lee Nye (916) 782-7754

OLIVIA NEWTON-JOHN "Heart Attack" (MCA)
WHO "Athena" (WB)
PAUL CARRACK "I Need You" (Epic)
NEIL DIAMOND "Heartlight" (Columbia)
RICK SPRINGFIELD "I Get Excited" (RCA)

Drake-Chenault

Bob Laurence (213) 883-7400

XT-40

NEIL DIAMOND "Heartlight" (Columbia)
WHO "Athena" (WB)
RICK SPRINGFIELD "I Get Excited" (RCA)
A FLOCK OF SEAGULLS
"I Ran (So Far Away)" (Jive/Arista)
MOTELS "Take The L" (Capitol)

Contempo 300

NEIL DIAMOND "Heartlight" (Columbia)

Great American Country

LARRY GATLIN & GATLIN BROTHERS BAND
"Sure Feels Like Love" (Columbia)
LORETTA LYNN
"Making Love From Memory" (MCA)
JUICE NEWTON "Break It To Me Gently" (Capitol)
LEE GREENWOOD "She's Lying" (MCA)

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

RUSH "New World Man" (Mercury/PolyGram)
PAUL CARRACK "I Need You" (Epic)

Beautiful Rock

RANDY MEISNER "Never Been In Love" (Epic)
STEPHEN BISHOP "If Love Takes You Away" (WB)
WILLIE NELSON "Let It Be Me" (Columbia)

TM Country

RICKY SKAGGS "Heartbroke" (Epic)
CONWAY TWITTY
"We Did But Now You Don't" (Elektra)
KAREN BROOKS "New Way Out" (WB)
DOTTIE WEST
"She Can't Get My Love Off The Bed" (Liberty)
JANIE FRICKE "It Ain't Easy Bein' Easy" (Columbia)

BPI

John Iles (800) 426-9082

Adult Contemporary

STEPHEN BISHOP "If Love Takes You Away" (WB)
SYLVIA "Nobody" (RCA)
NEIL DIAMOND "Heartlight" (Columbia)

Country Living

LACY J. DALTON "16th Avenue" (Columbia)
LARRY GATLIN & GATLIN BROTHERS BAND
"Sure Feels Like Love" (Columbia)
RICKY SKAGGS "Heartbroke" (Epic)
RONNIE McDOWELL "Step Back" (Epic)
CONWAY TWITTY
"We Did But Now You Don't" (Elektra)

Peters Productions, Inc.

Dobbie Welsh (714) 565-8511

The Great Ones

GLENN FREY "The One You Love" (Asylum)
FLEETWOOD MAC "Gypsy" (WB)
STEVIE WONDER
"Ribbon In The Sky" (Tamla/Motown)

Country Lovin'

LARRY GATLIN & GATLIN BROTHERS BAND
"Sure Feels Like Love" (Columbia)
LOUISE MANDRELL
"Some Of My Best Friends Are Old Songs" (RCA)

Transtar

Chick Watkins (303) 578-0700

JACKSON BROWNE "Somebody's Baby" (Asylum)

THE UNITED STATIONS
PRESENTS A

HOLIDAY SPECIALS

package

PRODUCED BY ED SALAMON

Celebrate Thanksgiving with Charle Daniels and Friends.

Charlie Daniels is the nucleus of a family of southern musicians: stars like Crystal Gayle, Willie Nelson and Bobby Bare who have joined him in his annual charity event "The Volunteer Jam." Charlie tells the stories behind his songs, joined by some of his friends who talk about their music.

Spend Christmas with The Oak Ridge Boys.

The Oak Ridge Boys have broken through all musical boundaries to become the hottest group of 1982. They've recorded a special Christmas album for this season and together with their dozens of hit singles, this provides the music that The Oaks will talk about in this Christmas special.

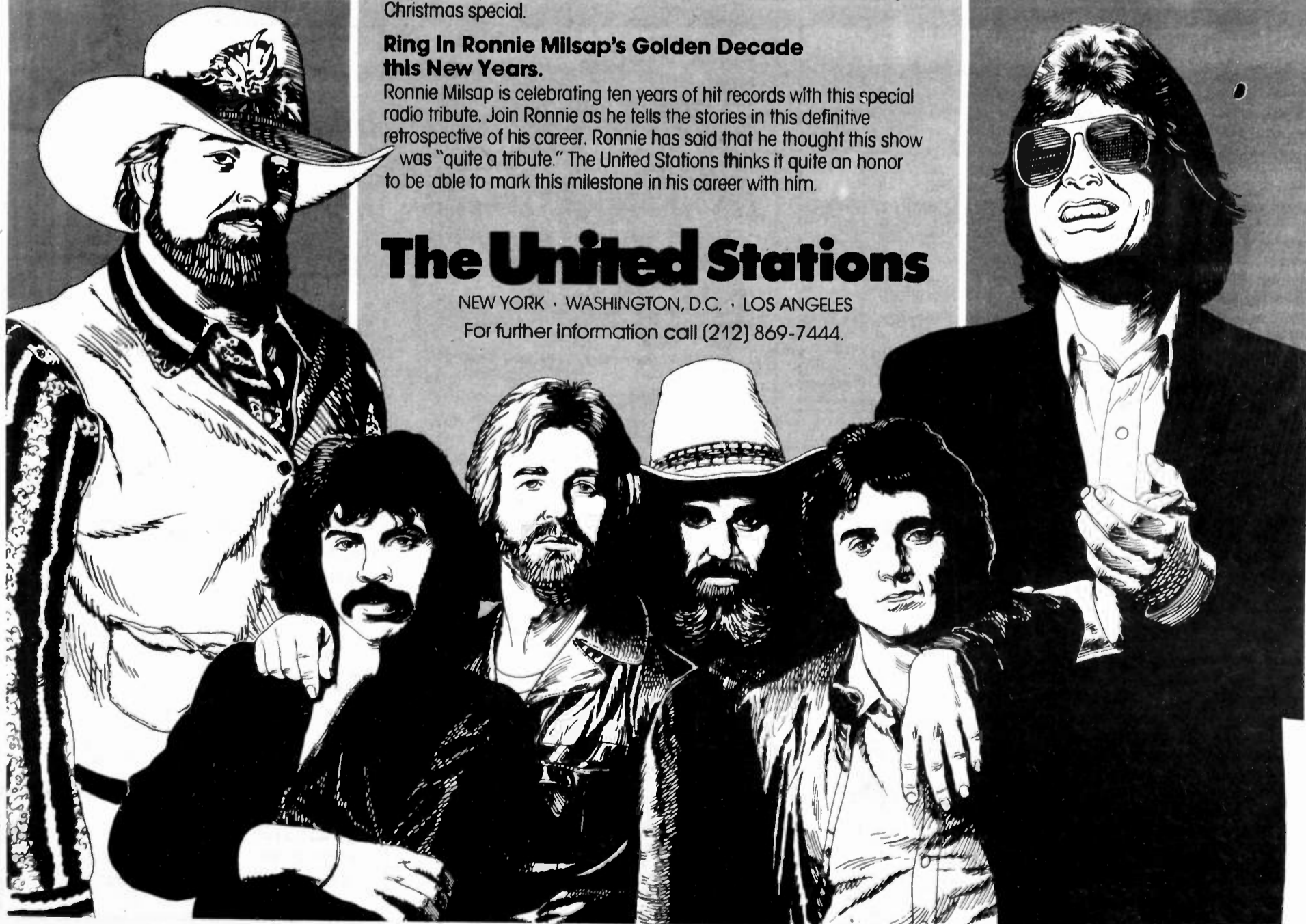
Ring In Ronnie Milsap's Golden Decade this New Years.

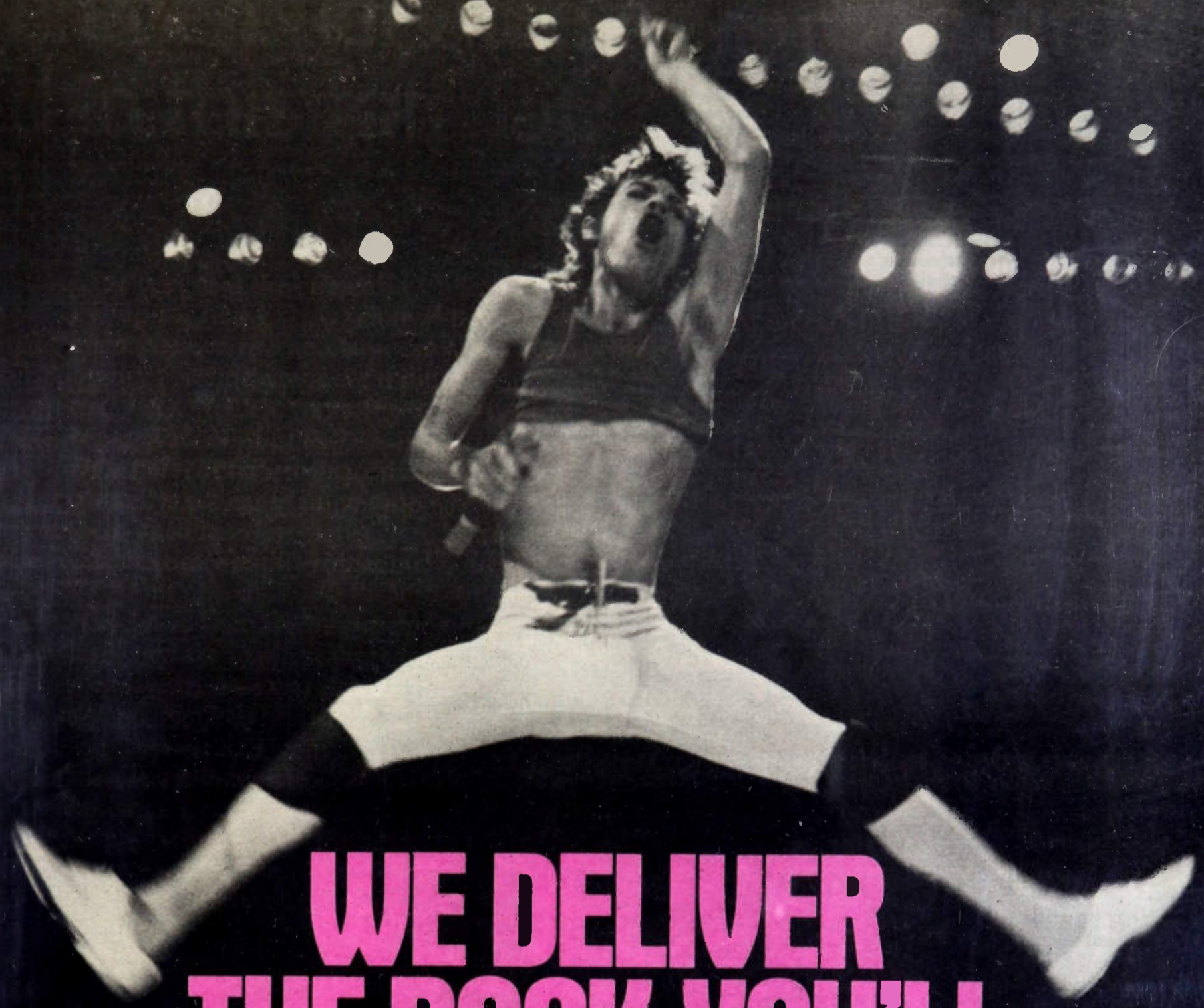
Ronnie Milsap is celebrating ten years of hit records with this special radio tribute. Join Ronnie as he tells the stories in this definitive retrospective of his career. Ronnie has said that he thought this show was "quite a tribute." The United Stations thinks it quite an honor to be able to mark this milestone in his career with him.

The United Stations

NEW YORK · WASHINGTON, D.C. · LOS ANGELES

For further information call (212) 869-7444.



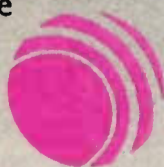


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WITH MORE BIG GROUPS AND SHOWCASE ACTS IN CONCERT

■ The ABC Rock Radio Network gives your listeners top concerts with megarock audience builders. *The King Biscuit Flower Hour* (Produced by DIR), the pioneer program in rock. And *Supergroups*, two-hour concerts with rock's monsters recorded live at venues all over the world. Stars like The

Rolling Stones, The Who, Journey, Foreigner, and Genesis. ■ The bottom line—rock power that'll build average quarter hour audience. Delivered soon via satellite for even better audio. ■ Call us. We deliver. Virginia Westphal (212) 887-5536 or Denise Oliver (212) 887-5635.



abc rock radio network

WE HAVE SEEN THE FUTURE AND IT ROCKS

RADIO
Networks

AOR BREAKERS

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



WHO
"It's Hard" (WB)
"Athena" Title "Front" "Dangerous." 94% of our reporters on it. Total album reports: 146. A-130, M-7, H-9. Album debuted this week at number 16.



KENNY LOGGINS
"High Adventure" (Columbia)
"Fight" "Heartlight" "Swear" "Looking." 55% of our reporters on it. Total album reports: 86. A-75, M-5, H-6. Album debuted this week at number 17.

Significant Action JAZZ ON AOR

Artist	Title	Label	Rank	Weeks
AEROSMITH	Rock in A Hard Place (Columbia)			
MICHAEL STANLEY BAND	"Lines" "Hang" (MSB/EMI America)		2	1
TANE' CAIN	"Holdin'" "Temptation" (Tane' Cain/RCA)		1	2
PAUL CARRACK	Suburban Voodoo (Epic)		3	3
MICHAEL McDONALD	If That's What It Takes (WB)		5	4
JOE JACKSON	Night And Day (A&M)		6	5
BILLY THORPE	East Of Eden's Gate (Pasha/CBS)		4	6
PETER FRAMPTON	The Art Of Control (A&M)		7	8
ICEHOUSE	Primitive Man (Chrysalis)		9	9
GENESIS	Three Sides Live (Atlantic)		7	8
MOTELS	All Four One (Capitol)		9	9
DAVID SANBORN	As We Speak (WB)		2	1
CHUCK MANGIONE	Love Notes (Columbia)		1	2
TOM SCOTT	Desire (Musician/Elektra)		3	3
PAT METHENY GROUP	Offramp (ECM/WB)		5	4
B. COBHAM'S...	Observations... (Musician/Elek.)		6	5
DAVE GRUSIN	Out Of The... (GRP/Arista)		4	6
CHICK COREA	Touchstone (WB)		7	8
BOB JAMES	Hands Down (Tappan Zee/Col.)		7	8
CRUSADERS	Royal Jam (MCA)		9	9
OGERMAN, BRECKER...	Cityscape (WB)		7	8

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

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

REGIONAL AOR ACTIVITY

EAST MOST ADDED

- Who (36/32)
- Aerosmith (21/21)
- Kenny Loggins (20/18)
- Steel Breeze (21/12)
- Kim Carnes (9/8)

MEDIUM

- Johnny Van Zant (22/20)
- Bad Company (35/19)
- Uriah Heep (21/19)
- Don Henley (30/17)
- G. Thorogood (23/17)

THE HOTTEST

- Billy Squier (35/33)
- Fleetwood Mac (35/32)
- Robert Plant (35/32)
- Steve Winwood (34/27)
- John Cougar (32/26)

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

WPJA/Albany
(518) 785-9800

WYNY/Baltimore
(301) 955-0055

WBCH/Boston
(617) 295-1111

WYII/Buffalo
(716) 881-4555

WYWA/Binghamton
(607) 772-4850

WQOB/Boston
(617) 297-6000

WYJA/Albany
(518) 482-4555

WZOB/Albany
(518) 482-4555

WRKJ/Danbury
(203) 576-8068

WPLN/New Haven
(203) 777-8817

WPLJ/New York
(212) 687-7777

WDRP/Pittsburgh
(412) 682-8000

WYNY/Providence
(401) 438-4110

WYDD/Pittsburgh
(412) 382-2144

WYSP/Philadelphia
(215) 688-8400

WYWB/Poughkeepsie
(514) 471-1500

WVBT/Wichita Falls
(817) 624-1111

WVBE/Portland
(503) 253-4420

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(503) 253-4420

EAST

WTAP/Toronto (416) 225-4444
CHUM-FM/Toronto (416) 925-6644
WJQ/Rochester (716) 232-7480
WZZM/Spartanburg (717) 661-1842
WZLQ/Scranton (717) 661-1842

SOUTH

Who (28/22)
Kenny Loggins (20/18)
Aerosmith (14/14)
Steel Breeze (13/9)
Kim Carnes (9/8)

MEDIUM

Johnny Van Zant (18/15)
Bad Company (28/13)
Don Henley (21/13)
G. Thorogood (14/13)
Producers (14/12)

THE HOTTEST

Fleetwood Mac (27/26)
Billy Squier (27/25)
Robert Plant (28/24)
Men At Work (24/18)
Steve Winwood (26/16)

WQDF/Naahville (615) 244-9532

WZLQ/Rochester (716) 232-7480
WZZM/Spartanburg (717) 661-1842

MOST ADDED

Who (28/22)
Kenny Loggins (20/18)
Aerosmith (14/14)
Steel Breeze (13/9)
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WZZM/Spartanburg (717) 661-1842

WYFF/Tampa (813) 978-0455

WWSW/Orlando (407) 238-7824

WZZM/Spartanburg (717) 661-1842

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WWSW/Orlando (407) 238-7824

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Regional Adds & Hots

MOST ADDED EAST HOTTEST MIDWEST HOTTEST SOUTH HOTTEST WEST HOTTEST

Table listing radio stations and artists across different regions: EAST, MIDWEST, SOUTH, and WEST. Includes station call letters, frequencies, and artist names.

WEST HOTTEST section listing specific artists and their tracks, such as Merle Haggard & George Jones, Kenny Rogers, and Ricky Skaggs.

137 Current Reports
The following stations did not report this week:
KILT-FM/Houston
WMC-AM/Memphis

Hottest Tracks:

"No Show Jones"
MERLE HAGGARD & GEORGE JONES (Epic)

Rocky Road To Romance" "Texas Heartache Number One" "If I Can't Hold Her On The Outside" "Don't Be Foolin' With A Fool" "I Really Don't Want To Know"
MERLE HAGGARD & GEORGE JONES - A Taste Of Yesterday's Wine - (Epic) "No Show Jones" "C.C. Waterback" "Silver Eagle" "Must've Been Drunk" "The Brothers" "Mobile Bay"

RONNIE MILSAP - Inside - (RCA) "Caroline Dreams" "Who's Counting"
ANNE MURRAY - The Hottest Night Of The Year - (Capitol) "Fallin' In Love (Fallin' Apart)" "The Hottest Night Of The Year" "Ain't No Way To Rise Above (Fallin' In Love)"

JUICE NEWTON - Quiet Lies - (Capitol) "Lovn Sell Away" "Falling In Love" "Adios Mi Corazon" "Heart Of The Night" "Troll Of Tears"
KENNY ROGERS - Turn Your Love Around - (Liberty) "A Love Song" "Fighting Fire With Fire" "If You Can Lie A Little Bit" "Somewhere Between Lovers And Friends"
GEORGE STRAIT - Stralk From The Heart -

(MCA) "I Can't Ben Texas From Here"
SYLVIA - Just Sylvia - (RCA) "Not Tonight" "Mirage" "You're A Legend In Your Own Mind"

TOMPALL & THE GLASER BROTHERS - After All These Years - (Elektra) "Can't Live With 'Em (Can't Live Without 'Em)" "Oh, America" "I Could Never Live Alone Again"

HANK WILLIAMS JR. - High Notes - (Elektra/Curb) "The South's Gonna Rattle Again" "If Heaven Ain't A Lot Like Dixie"

COUNTRY ALBUMS

Cuts in bold type are receiving the heaviest airplay.
THE BEST LITTLE WHOREHOUSE IN TEXAS - Soundtrack - (MCA) "Sneakin' Around"
ROSANNE CASH - Somewhere In The Stars - (Columbia) "There's How I Got To Memphis" "I Wonder"
DAVID FRIZZELL - The Family's Fine, But This One's All Mine! - (WB/Viva) "Lone Star Lonesome" "Lost My Baby Blues"
MICKY GILLEY - Put Your Dreams Away - (Epic)

Most Requested:

JERRY REED "She Got The Goldmine..." (RCA)
KENNY ROGERS "Love Will Turn You..." (Liberty)
MICHAEL MURPHEY "What's Forever..." (Liberty)
OAK RIDGE BOYS "I Wish You Could..." (MCA)

Black Radio Regionalized Adds & Hots

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

EAST

WXIV/Baltimore
Tim Watts
none
Hottest: JERMAINE JACKSON, EVELYN KING, GAP BAND, STEVIE WONDER, GRAND MASTER FLAS

WILD/Boston
Steve Crumbiey
STANLEY CLARKE, JENNIFER HOLLIDAY, EDDIE MURPHY, JIMMY CLIFF, PEABO BRYSON, JEFFREY OSBORNE
Hottest: ARETHA FRANKLIN, ZAPP, GRAND MASTER FLAS, DONNA SUMMER, EVELYN KING

WSSJ/Camden-Philadelphia
Gary Shepherd
none
Hottest: JENNIFER HOLLIDAY, JEFFREY OSBORNE, HOWARD JOHNSON, ZAPP, SOUL SONIC FORCE

WKND/Hartford
Eddie Jordan
LUTHER VANDROSS, TONY TROUTHAN, PEABO BRYSON, JOHNNIE TAYLOR, DAVID McPHERSON, PRESSURE DROP
Hottest: HOWARD JOHNSON, ARETHA FRANKLIN, GRAND MASTER FLAS, EVELYN KING, ALICIA MYERS

WNHC/New Haven
James Jordan
CHANGE, TOMORROW'S EDIT, KID CREOLE & THE LUTHER VANDROSS BOBBY NUNN, BRENDA TAYLOR, MIKE & BRENDA TOUCHE
Hottest: ARETHA FRANKLIN, DONNA SUMMER, EVELYN KING, ROBERTA FLACK, YAZ

WDAS/Philadelphia
Joe Tamburro
LUTHER VANDROSS, JEFFREY OSBORNE, ALFIE SILAS, MAGIC LADY, BOBBY NUNN, LIMIT, PASSION, TOMORROW'S EDIT, EXTRA T'S, NIGHTHAWK, WEST STREET MOB, SHOTGUN, SONNY CHARLES, LA LA VALLE
Hottest: GAP BAND, GRAND MASTER FLAS, JERMAINE JACKSON, EVELYN KING, DONNA SUMMER

WAMO/Pittsburgh
John Anthony
none
Hottest: EVELYN KING, DAZZ BAND, JERMAINE JACKSON, HOWARD JOHNSON, ARETHA FRANKLIN

WOOK/Washington
Chris Gardner
YAZ, BILLY PRESTON, MELBA MOORE, TIERRA, LUTHER VANDROSS, CURTIS MAYFIELD
Hottest: ARETHA FRANKLIN, GAP BAND, GWEN GUTHRIE, GRAND MASTER FLAS, RAFAEL CAMERON

WHUR/Washington
Oscar Fields
LUTHER VANDROSS
Hottest: GRAND MASTER FLAS, ARETHA FRANKLIN, JERMAINE JACKSON, DONNA SUMMER, TILT

SOUTH

WVEE/Atlanta
Scotty Andrews
RAW SILK, LAURA BRANIGAN, STEVIE WOODS, YAZ, VANITY 6, JOE JACKSON, WAR, CHICAGO, MAGIC LADY, SHARON REDD, ABC
Hottest: STACY LATTISAH, GRAND MASTER FLAS, GAP BAND, DONNA SUMMER, ARETHA FRANKLIN

WATV/Birmingham
Ron January
X-25 BAND, CLIFTON DYSON, CHANGE, SPACE PEOPLE, MAGIC LADY, FANTASY'S DREAM, WHISPERS, FATBACK, STEVIE WOODS, NEW JERSEY CONNEC
Hottest: STACY LATTISAH, GRAND MASTER FLAS, GAP BAND, DONNA SUMMER, ARETHA FRANKLIN

WKLV/Memphis
Carl Connors
MELBA MOORE, X-25 BAND, GAP BAND, BLOODSTONE, TIME, PEABO BRYSON, STEPHANIE HILLS, JERMAINE JACKSON, CARL CARLTON, BLAZE, STEVE MILLER BAND, ANDRE CYNONE, LUTHER VANDROSS, LUTHER VANDROSS, JEFFREY OSBORNE, MICHAEL MCDONALD, TIME, ARETHA FRANKLIN

WVLU/Nashville
Fred Harvey
JOHN COUGAR, STEVE MILLER BAND, JONZUN CREW, JENNIFER HOLLIDAY, LUTHER VANDROSS, POINTER SISTERS, "O"
Hottest: GRAND MASTER FLAS, STACY LATTISAH, ZAPP, SOUL SONIC FORCE, X-25 BAND

WPLZ/Petersburg
Hardy Jay
PEABO BRYSON, CLIFF DAWSON, STEVIE WONDER, TAVARES, HERB ALPERT, HERBIE HANCOCK, GWEN GUTHRIE
Hottest: DONNA SUMMER, ZAPP, ARETHA FRANKLIN, GRAND MASTER FLAS, CHERYL LYNN, STACY LATTISAH

WJAX(95X)/Jacksonville
Stacy Fox
LUTHER VANDROSS, PATRICK, ALICIA MYERS, UNIQUE
Hottest: JIMMY CLIFF, SHOTGUN, GANG'S BACK, ENCHANTMENT, MELBA MOORE, CHERYL LYNN

WJAX(95X)/Jacksonville
Stacy Fox
LUTHER VANDROSS, PATRICK, ALICIA MYERS, UNIQUE
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WJAX(95X)/Jacksonville
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WJAX(95X)/Jacksonville
Stacy Fox
LUTHER VANDROSS, PATRICK, ALICIA MYERS, UNIQUE
Hottest: JIMMY CLIFF, SHOTGUN, GANG'S BACK, ENCHANTMENT, MELBA MOORE, CHERYL LYNN

WEST

KACE/Los Angeles
Alonzo Miller
CAMEO, WHISPERS, GIL SCOTT-HERON, ALICIA MYERS, SHAKATAK
Hottest: ARETHA FRANKLIN, ZAPP, GAP BAND, RICK JAMES, EVELYN KING

KUKQ/Phoenix
Steve Smith
POINTER SISTERS, DONALD BYRD, STEVE MILLER BAND, CAMEO, FOUR TOPS, TIME, TONI BASIL
Hottest: ARETHA FRANKLIN, ZAPP, GAP BAND, RICK JAMES, EVELYN KING

KDAY/Los Angeles
J.J. Johnson
JIMMY CLIFF, JEFFREY OSBORNE, ATLANTIC STARR, CAMEO, ALICIA MYERS, TIERRA
Hottest: EVELYN KING, TIME, HOWARD JOHNSON, ZAPP, ARETHA FRANKLIN

KPOP-FM/Sacramento
Bill Jeffries
ONE WAY, GWEN GUTHRIE, LIPPS, INC., NEIL DIAMOND, TIERRA
Hottest: DONNA SUMMER, HOWARD JOHNSON, STEVE MILLER BAND, MICHAEL MCDONALD, GRAND MASTER FLAS

KRMH/San Diego
Duff Lindsay
CHERYL LYNN, STEVIE WONDER, CARL CARLTON, DONALD BYRD, PEABO BRYSON, TIERRA, RONNIE JONES
Hottest: ARETHA FRANKLIN, HOWARD JOHNSON, ISLEY BROS, GAP BAND, ZAPP

KDIA/Oakland
Jeff Harrison
JEFFREY OSBORNE, DEODATO, BLOODSTONE, LOU RAWLS, MICHAEL MCDONALD, LUTHER VANDROSS
Hottest: ARETHA FRANKLIN, HOWARD JOHNSON, ISLEY BROS, GAP BAND, ZAPP

KTMD/San Mateo, CA
Bernie Moody
STEPHANIE HILLS, LUTHER VANDROSS, CARL CARLTON, MCCOY TYNER, FOUR TOPS, EXTRA T'S
Hottest: GAP BAND, ZAPP, RICK JAMES, GOODIE, EVELYN KING

WTMP/Tampa
Jerry Walker
STEVIE WOODS, EXTRA T'S, CARL CARLTON, CAMEO, GANG'S BACK, ENCHANTMENT, ALFONZO, PEABO BRYSON, MEN AT WORK
Hottest: DONNA SUMMER, STACY LATTISAH, VIDEO, KOOL & THE GANG, STEVE MILLER BAND

WAAA/Winston-Salem
Jones/Jackson
LUTHER VANDROSS, CARL CARLTON
Hottest: EVELYN KING, CURTIS HAIRSTEIN, HOWARD JOHNSON, TIME, ORANGE KRUSH

(J) Black reporters

also contributing to Jazz chart.

MIDWEST

WBMX/Chicago
Les Michaels
DONALD BYRD, JEFFREY OSBORNE, KENI BURKE, ALPHONSE MOUZON, FIRST LOVE, ELECTRA
Hottest: GRAND MASTER FLAS, ARETHA FRANKLIN, JERMAINE JACKSON, DONNA SUMMER, RICK JAMES

WJPC/Chicago
Jerry Boulding
KENI BURKE, CHERYL LYNN, PEABO BRYSON, TAVARES, SHARON REDD, FOUR TOPS, ATLANTIC STARR, ALFONZO, BRASS CONSTRUCTION
Hottest: ARETHA FRANKLIN, DONNA SUMMER, ZAPP, GAP BAND, KOOL & THE GANG

WQCC/Chicago
Pam Wells
LUTHER VANDROSS, JONZUN CREW, JIMMY CLIFF, JERRY BUTLER, DONALD BYRD, BOBBY NUNN, FIRST LOVE, SUPERIOR MOVEMENT, BOBBY CALDWELL, STEVIE WOODS, (K&N & BUCE STRE), TAVARES
Hottest: SOUL SONIC FORCE, SHADES OF LOVE, KOOL & THE GANG, DONNA SUMMER, FEEL

WBLZ/Cincinnati
Brian Castle
MIX AT WORK, TIME, WHISPERS, LUTHER VANDROSS, CARL CARLTON, TAVARES, JOHN COUGAR
Hottest: MICHAEL MCDONALD, HOWARD JOHNSON, EVELYN KING, ARETHA FRANKLIN, CHICAGO

WCIN/Cincinnati
Everett Cort
ROCKERS REVENGE, ALPHONSE MOUZON, CHERYL LYNN, VANITY 6
Hottest: HOWARD JOHNSON, EVELYN KING, ZAPP, STEPHANIE HILLS, GRAND MASTER FLAS

WDMT/Cleveland
Mogie James
JONZUN CREW, YAZ, ALAN PARSONS, ELTON JOHN
Hottest: GRAND MASTER FLAS, ZAPP, CHICAGO, JERMAINE JACKSON, GAP BAND

WJMO/Cleveland
Erik Stone
ALPHONSE MOUZON, SUNRIZE, ALFIE SILAS, HIGH FASHION, RAFAEL CAMERON
Hottest: TAVARES, STACY LATTISAH, GOODIE, MELBA MOORE, PEABO BRYSON

WKVC/Columbus
Kirk Bishop
TIME, ALFONZO, TAVARES, MELBA MOORE, MICHAEL MCDONALD
Hottest: ZAPP, ARETHA FRANKLIN, DONNA SUMMER, RAY PARKER JR., HOWARD JOHNSON

WDAO/Dayton
Lankford Stephens
WEST STREET MOB, FUNKY FOUR, SENSU BUNCH, TEACHERS THREE
Hottest: HOWARD JOHNSON, ZAPP, ARETHA FRANKLIN, SOUL SONIC FORCE, JERMAINE JACKSON

WQPR/Detroit
Joe Spencer
JEFFREY OSBORNE, NIKE & BRENDA "O", KURTIS BLOW, KHEMISTRY, ENCHANTMENT, NARADA M. WALDEN, JOHNNIE TAYLOR
Hottest: ARETHA FRANKLIN, GRAND MASTER FLAS, JERMAINE JACKSON, EVELYN KING, TIME

WJLB/Detroit
J. Michael McKay
LUTHER VANDROSS, STEVE MILLER BAND, TIME
Hottest: CHERYL LYNN, GRAND MASTER FLAS, TIME, ARETHA FRANKLIN, EVELYN KING

WLTH/Detroit
Dana Huskisson
KHEMISTRY, CHERYL LYNN, PEABO BRYSON, DONALD BYRD, SUNRIZE, GWEN GUTHRIE
Hottest: GRAND MASTER FLAS, EVELYN KING, HARRY WHITE, JERMAINE JACKSON

WKWM/Grand Rapids
Frank Grant
MICHAEL MCDONALD, KURTIS BLOW, BOBBY BLAND, BEAU WILLIAMS, X-25 BAND
Hottest: GRAND MASTER FLAS, ARETHA FRANKLIN, ZAPP, TIME, GAP BAND

WTLC/Indianapolis
Jay Johnson
JONZUN CREW, MELISSA MANCHESTE, TIERRA, DONALD BYRD, SONNY CHARLES, STANLEY CLARKE, LIMIT, JEFFREY OSBORNE, RONNIE JONES, RAW SILK, JAMICA GIRLS, LUTHER VANDROSS, ATLANTIC STARR, PEABO BRYSON
Hottest: ZAPP, GOODIE, SHALAMAR, BRQ, EVELYN KING

WLUM/Milwaukee
Jack Randall
LIMIT, LUTHER VANDROSS, JEFFREY OSBORNE, FIRST LOVE, STEPHANIE HILLS
Hottest: EVELYN KING, ARETHA FRANKLIN, KOOL & THE GANG, JERMAINE JACKSON, CHERYL LYNN

WAZL/Oklahoma City
Chris Morningstar
JOHNNY MATHIS, STEVIE WOODS, FATBACK, MAGIC LADY, SALSOUL/LOLEATTA, SKY'S THE LIMIT, FANTASY'S DREAM
Hottest: ZAPP, ARETHA FRANKLIN, STEPHANIE HILLS, ALFONZO, FALSOUL ORCHESTRA

WWWB/Regina, WI
Kermit Crockett
none
Hottest: ZAPP, JERMAINE JACKSON, GAP BAND, GRAND MASTER FLAS, EVELYN KING

KMJM/St. Louis
Dick Edwards
X-25 BAND, CARL CARLTON
Hottest: GAP BAND, STEVE MILLER BAND, SOUL SONIC FORCE, GRAND MASTER FLAS, ARETHA FRANKLIN

WZEN-FM/St. Louis
Ajay Kemp
ASHFORD & SIMPSON, MELBA MOORE, MICHAEL MCDONALD, DIONNE WARWICK, X-25 BAND, MAGIC LADY, PEABO BRYSON, DONALD BYRD, WAR
Hottest: HOWARD JOHNSON, EVELYN KING, GAP BAND, JERMAINE JACKSON, TIME

WVOI/Toledo
Maxx Myrick
DONALD BYRD, KOOL & THE GANG, CARL CARLTON, ST. TROPEZ, X-25 BAND, LA CONNECTION, JEFFREY OSBORNE, ATLANTIC STARR, LIMIT, WZEB & COMPANY, BOBBY BLAND
Hottest: ZAPP, ODYSSEY, GAP BAND, EVELYN KING, GRAND MASTER FLAS

JAZZ RADIO

NATIONAL AIRPLAY/30

September 10, 1982

Last Week	Chart Position	Artist/Track
2	1	DAVE GRUSIN/Out Of The... (Arista/GRP)
1	2	DAVID SANBORN/As We Speak (WB)
3	3	PIECES OF A DREAM/We Are One (Elektra)
4	4	CHUCK MANGIONE/Love Notes (Columbia)
5	5	BOB JAMES/Hands Down (Tappan Zee/Columbia)
6	6	PAT METHENY GROUP/Offramp (ECM/WB)
7	7	DAVE VALENTINE/In Love's Time (Arista/GRP)
10	8	AL JARREAU/1965 (Bainbridge)
9	9	CRUSADERS w/B.B. KING.../Royal Jam (MCA)
13	10	TOM SCOTT/Desire (Musician/Elektra)
12	11	CAL TJADER/CARMEN McRAE/Heatwave (Concord)
8	12	MCCOY TYNER/Looking Out (Columbia)
21	13	JIMMY SMITH/Off The Top (Musician/Elektra)
11	14	BOBBY McFERRIN/Bobby McFerrin (Musician/Elektra)
15	15	JEFF LORBER/It's A Fact (Arista)
22	16	PAQUITO D'RIVERA/Mariel (Columbia)
23	17	ECHOS OF AN ERA 2/The Concert (Musician/Elektra)
18	18	CLAUS OGERMAN/MICHAEL BRECKER/Cityscape (WB)
20	19	JON HENDRICKS & COMPANY/Love (Muse)
17	20	HERB ALPERT/Fandango (A&M)
16	21	STAN GETZ QUARTET/Pure Getz (Concord)
28	22	JANIS SIEGEL/Experiment In White (Atlantic)
24	23	TYZIK/Radiance (Capitol)
24	24	CHICO FREEMAN/Tradition In Transition (Musician/Elektra)
25	25	SPHERE/Four In One (Musician/Elektra)
26	26	ELVIN JONES/Earth Jones (Palo Alto)
27	27	LARRY VUCKOVICH/City Sounds, Village Voices (Palo Alto)
14	28	RANDY CRAWFORD/Windsong (WB)
19	29	ART PEPPER/Roadgame (Galaxy)
26	30	STANLEY CLARKE/Let Me Know You (Epic)

JAZZ REPORTING STATIONS: WYBC/New Haven, CT, Mark Jordan; WYRS/Stamford, CT, Rick Patrone; KSAX/Dallas Ft. Worth, TX, Bob Stewart; WDBS/Durham, NC, Rob Gringir; WBBY/Columbus, OH, Tim Hodges; WJZZ/Detroit, MI, John Hill; KTNW/Minneapolis, MN, Tom Palisano; WJFM/Chicago, IL, Paul Nelson; KKGO/Los Angeles, CA, Cal Miller; KJAZ/San Francisco, CA, Dick Conte; KJZZ/Denver, CO, Im Gordon; KJZZ/Seattle, WA, Jeff Henley.

CHORUS PARALLEL ONE PLAYLISTS

EAST

Hot 100 WCAU Philadelphia 100

PD: Scott Walker
Music Coord.: Glenn Kalina

- 1 STEVE MILLER BAND/Abacadaba
- 2 JOHN COUGAR/Jack & Diane
- 3 GO GO'S/Vacation
- 4 MELISSA MANCHESTE/You Should Hear How
- 5 SURVIVOR/Eye Of The Tiger
- 6 CHICAGO/Hard To Say I'm Sorry
- 7 FLEETWOOD MAC/Hold Me
- 8 LAURA BRANIGAN/Gloria
- 9 AIR SUPPLY/Even The Nights Are...
- 10 DONNA SUMNER/Love Is In Control (If
- 11 ALAN PARSONS/Eye In The Sky
- 12 PAUL MCCARTNEY/Take It Easy
- 13 JOHN COUGAR/Hurts So Good
- 14 MEN AT WORK/Who Can It Be Now?
- 15 A FLOCK OF SEAGUIRS/It's A Wonderful
- 16 ASIA/Only Time Will Tell
- 17 JERMAINE JACKSON/Let Me Tickle Your
- 18 ELTON JOHN/Blue Eyes
- 19 KIM CARNEYS/You've Got To Be Sure
- 20 JACKSON BROTHERS/Somebody's Baby
- 21 KENNY ROGERS/Love Will Turn You Ar
- 22 HOTELS/Only The Lonely
- 23 MICHAEL MCCONALDI/Keep Forgettin'...
- 24 ON/Hear/Attack
- 25 AMERICA/You Can Do Magic
- 26 RANDY NEWMAN/Don't Be A Boy
- 27 EDDIE MONEY/Think I'm In Love
- 28 POINTER SISTERS/American Music
- 29 TOTO/Rosanna
- 30 JOAN JETT/Do You Wanna Touch Me
- 31 GAP BAND/You Dropped A Bomb On
- 32 MISSING PERSONS/Words
- 33 CS&N/Wasted On The Way
- 34 WHO/Anyone
- 35 WALTER MURPHY/Themes From E.T.
- 36 SANTANA/Hold On
- 37 KIM CARNEYS/You've
- 38 STEVE WINWOOD/Still In The Game
- 39 TOTO/Make Believe
- 40 HUEY LEWIS & NEWS/Workin' For A Livin'

WBZZ Pittsburgh

PD: Steve Kingston
MD: Chuck Tyler

1050 chum Toronto

PD: Jim Waters
MD: Brad Jones

PRO FM Providence

Operations Manager: Tom Cuddy

Q107 FM MUSICRADIO Washington, D.C.

PD: Alan Burns

WBZZ Pittsburgh

ROCK 102 Buffalo

WBEN-FM PD: Bob Wood MD: Roger Christian

WKXS-FM Kiss Boston

PD: Jonny Joe White
MD: Soey Carvello

CRGM Montreal

PD: Keith Grigsby

96 KX Pittsburgh

OM: Bobby Christian MD: Craig Jackson

LOU Providence

PD & MD: Todd Chase

B104 WBSB Baltimore

PD: Jan Jeffries

CFR 680 Toronto

PD: Bob Sain Music Director: Rick Hunter

WNBC Radio 66 New York

PD: Kevin Metheny Music Coord.: Babette Stirland

KEGL FM EAGLE 97 Ft. Worth, Dallas

PD: Randy R. Brown MD: Billy Hayes

MI 100 Miami

PD: Bill Tanner MD: Colleen Cassidy

7-93 Atlanta

ATLANTA'S RADIO STATION PD: John Young MD: Chris Thomas

94-Q Atlanta

PD: Jim Morrison MD: Jeff McCartney

FAS FM Miami

PD: Keith Isley WINZ-FM MD: Johnny Dolan

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

PARALLELS

Parallel I: Selected stations in major markets that are format dominant and/or exert a significant national influence.
Parallel II: Selected stations in secondary markets that are format dominant and/or exert a significant local or regional influence.
Parallel III: Selected stations in smaller markets that are format dominant and/or exert a significant local influence.

Note: (*) Format dominance is based on the Monday-Sunday, 6AM-12Midnight, total persons 12 plus shares as published by Arbitron. All present and possible future reporting stations are evaluated and updated twice annually.

★ DENOTES FIRST WEEK IN PARALLELS.

198 REPORTS
203 LAST WEEK

JOHN DOE "Hit Song" (Anylabel) LP: Hit Song. National Reach 100/25 44%. Regional Reach 100/25 44%. Summary Up 51. Debuts 20. Same 4. Down 0. Adds 25.

AMERICA You Can Do Magic (Capitol) LP: View From The Ground. National Reach 169/4 85%. Regional Reach 169/4 85%. Summary Up 14. Debuts 16. Same 4. Down 0. Adds 7.

EXAMPLE. 100/25 - 100 CHR reporting stations on it this week including 25 new adds. 44% - Percentage of this weeks reporters playing it. Regional Reach - Percentage of reporters playing the song within each region. National Summary Up 11 - Number of stations moving it up on the charts. Debuts 20 - Number of stations debuting the song this week. Same 24 - Number of stations reporting no movement this week. Down 0 - Number of stations moving it down on the charts. Adds 25 - Total number of stations adding it this week.

ASIA Only Time Will Tell (Geffen) LP: Asia. National Reach 165/1 83%. Regional Reach 165/1 83%. Summary Up 12. Debuts 5. Same 25. Down 1. Adds 1.

ABC The Look Of... (Mercury/PG) LP: The Lexicon Of Love. National Reach 50/15 25%. Regional Reach 50/15 25%. Summary Up 2. Debuts 35. Same 1. Down 0. Adds 13.

LAURA BRANIGAN Gloria (Atlantic) LP: Branigan. National Reach 70/12 35%. Regional Reach 70/12 35%. Summary Up 7. Debuts 21. Same 2. Down 2. Adds 12.

A FLOCK OF SEAGULLS I Ran (So Far Away) (Arista) LP: A Flock Of Seagulls. National Reach 128/13 85%. Regional Reach 128/13 85%. Summary Up 65. Debuts 7. Same 7. Down 0. Adds 13.

JACKSON BROWNE Somebody's Baby (Asylum) LP: Soundtrack Fast Times At Ridgemoor High. National Reach 180/8 91%. Regional Reach 180/8 91%. Summary Up 15. Debuts 16. Same 1. Down 1. Adds 6.

A FLOCK OF SEAGULLS I Ran (So Far Away) (Arista) LP: A Flock Of Seagulls. National Reach 128/13 85%. Regional Reach 128/13 85%. Summary Up 65. Debuts 7. Same 7. Down 0. Adds 13.

PAUL CARRACK I Need You (Epic) LP: Suburban Voodoo. National Reach 80/32 40%. Regional Reach 80/32 40%. Summary Up 10. Debuts 30. Same 0. Down 0. Adds 32.

JOHN DOE "Hit Song" (Anylabel) LP: Hit Song. National Reach 100/25 44%. Regional Reach 100/25 44%. Summary Up 51. Debuts 20. Same 4. Down 0. Adds 25.

JACKSON BROWNE Somebody's Baby (Asylum) LP: Soundtrack Fast Times At Ridgemoor High. National Reach 180/8 91%. Regional Reach 180/8 91%. Summary Up 15. Debuts 16. Same 1. Down 1. Adds 6.

JOHN COUGAR Jack & Diane (Riva/PG) LP: American Fool. National Reach 184/1 93%. Regional Reach 184/1 93%. Summary Up 34. Debuts 7. Same 13. Down 0. Adds 17.

ROBERTA FLACK I'm The One (Atlantic) LP: I'm The One. National Reach 56/2 28%. Regional Reach 56/2 28%. Summary Up 10. Debuts 10. Same 0. Down 0. Adds 7.

LAURA BRANIGAN Gloria (Atlantic) LP: Branigan. National Reach 70/12 35%. Regional Reach 70/12 35%. Summary Up 7. Debuts 21. Same 2. Down 2. Adds 12.

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JOHN COUGAR Jack & Diane (Riva/PG) LP: American Fool. National Reach 184/1 93%. Regional Reach 184/1 93%. Summary Up 34. Debuts 7. Same 13. Down 0. Adds 17.

ROBERTA FLACK I'm The One (Atlantic) LP: I'm The One. National Reach 56/2 28%. Regional Reach 56/2 28%. Summary Up 10. Debuts 10. Same 0. Down 0. Adds 7.

CROSSBY, STILLS & NASH Wasted On The Way (At) LP: Daylight Again. National Reach 128/0 85%. Regional Reach 128/0 85%. Summary Up 8. Debuts 100. Same 0. Down 0. Adds 0.

KIM CARNES Voyager (EMI America) LP: Voyager. National Reach 149/2 75%. Regional Reach 149/2 75%. Summary Up 14. Debuts 16. Same 1. Down 1. Adds 7.

NEIL DIAMOND Heartlight (Columbia) LP: Heartlight. National Reach 92/47 48%. Regional Reach 92/47 48%. Summary Up 6. Debuts 23. Same 6. Down 0. Adds 47.

CHICAGO Hard To Say (Full Moon/WB) LP: Summer Lovers. National Reach 166/0 84%. Regional Reach 166/0 84%. Summary Up 12. Debuts 70. Same 0. Down 0. Adds 0.

JOHN COUGAR Jack & Diane (Riva/PG) LP: American Fool. National Reach 184/1 93%. Regional Reach 184/1 93%. Summary Up 34. Debuts 7. Same 13. Down 0. Adds 17.

ROBERTA FLACK I'm The One (Atlantic) LP: I'm The One. National Reach 56/2 28%. Regional Reach 56/2 28%. Summary Up 10. Debuts 10. Same 0. Down 0. Adds 7.

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JOHN COUGAR Jack & Diane (Riva/PG) LP: American Fool. National Reach 184/1 93%. Regional Reach 184/1 93%. Summary Up 34. Debuts 7. Same 13. Down 0. Adds 17.

ROBERTA FLACK I'm The One (Atlantic) LP: I'm The One. National Reach 56/2 28%. Regional Reach 56/2 28%. Summary Up 10. Debuts 10. Same 0. Down 0. Adds 7.

JOHN COUGAR Jack & Diane (Riva/PG) LP: American Fool. National Reach 184/1 93%. Regional Reach 184/1 93%. Summary Up 34. Debuts 7. Same 13. Down 0. Adds 17.

ROBERTA FLACK I'm The One (Atlantic) LP: I'm The One. National Reach 56/2 28%. Regional Reach 56/2 28%. Summary Up 10. Debuts 10. Same 0. Down 0. Adds 7.

JOHN COUGAR Jack & Diane (Riva/PG) LP: American Fool. National Reach 184/1 93%. Regional Reach 184/1 93%. Summary Up 34. Debuts 7. Same 13. Down 0. Adds 17.

ROBERTA FLACK I'm The One (Atlantic) LP: I'm The One. National Reach 56/2 28%. Regional Reach 56/2 28%. Summary Up 10. Debuts 10. Same 0. Down 0. Adds 7.

FLEETWOOD MAC
Gypsy (WB)
LP: Mirage

Regional: 182/25 82% National Summary: UP 30

DEBUTS: 41
DAYS: 26
WEEKS: 26
ADD: 25

22

GAP BAND
You Dropped A Bomb... (Total Experience/PGM)
LP: Gap Band IV

Regional: 63/2 32% National Summary: UP 20

DEBUTS: 20
DAYS: 20
WEEKS: 20
ADD: 20

23

JOE JACKSON
Steppin' Out (A&M)
LP: Night And Day

Regional: 84/24 42% National Summary: UP 21

DEBUTS: 21
DAYS: 21
WEEKS: 21
ADD: 21

24

HUEY LEWIS & THE NEWS
Workin' For A... (Chrysalis)
LP: Picture This

Regional: 98/0 48% National Summary: UP 31

DEBUTS: 31
DAYS: 31
WEEKS: 31
ADD: 31

25

RANDY MEISNER
Never Been In Love (Epic)
LP: Randy Meisner

Regional: 137/3 69% National Summary: UP 15

DEBUTS: 15
DAYS: 15
WEEKS: 15
ADD: 15

18

ELTON JOHN
Blue Eyes (Geffen)
LP: Jump Up!

Regional: 142/2 72% National Summary: UP 95

DEBUTS: 95
DAYS: 95
WEEKS: 95
ADD: 95

11

DON HENLEY
Johnny Can't Read (Asylum)
LP: I Can't Stand Still

Regional: 66/13 33% National Summary: UP 21

DEBUTS: 21
DAYS: 21
WEEKS: 21
ADD: 21

21

K. LOGGINS & S. PERRY
Don't Fight It (Columbia)
LP: High Adventure

Regional: 138/14 70% National Summary: UP 74

DEBUTS: 74
DAYS: 74
WEEKS: 74
ADD: 74

25

PAUL McCARTNEY
Take It Away (Columbia)
LP: Tug Of War

Regional: 156/0 78% National Summary: UP 28

DEBUTS: 28
DAYS: 28
WEEKS: 28
ADD: 28

8

MEN AT WORK
Who Can It Be Now? (Col.)
LP: Business As Usual

Regional: 158/5 80% National Summary: UP 15

DEBUTS: 15
DAYS: 15
WEEKS: 15
ADD: 15

9

GLENN FREY
The One You Love (Asylum)
LP: No Fun Allowed

Regional: 158/17 80% National Summary: UP 17

DEBUTS: 17
DAYS: 17
WEEKS: 17
ADD: 17

20

JERMAINE JACKSON
Let Me Tickle... (Motown)
LP: Let Me Tickle Your Fancy

Regional: 65/1 33% National Summary: UP 15

DEBUTS: 15
DAYS: 15
WEEKS: 15
ADD: 15

21

COOL & THE GANG
Big Fun (De-Lite/PolyGram)
LP: Something Special

Regional: 98/6 48% National Summary: UP 43

DEBUTS: 43
DAYS: 43
WEEKS: 43
ADD: 43

24

MELISSA MANCHESTER
You Should Hear... (Arista)
LP: Hey Ricky

Regional: 150/1 78% National Summary: UP 46

DEBUTS: 46
DAYS: 46
WEEKS: 46
ADD: 46

7

MICHAEL McDONALD
I Keep Forgettin' (Every Time You're Near) (WB)
LP: If That's What It Takes

Regional: 182/4 92% National Summary: UP 162

DEBUTS: 162
DAYS: 162
WEEKS: 162
ADD: 162

6

JOE JACKSON
Steppin' Out (A&M)
LP: Night And Day

Regional: 84/24 42% National Summary: UP 21

DEBUTS: 21
DAYS: 21
WEEKS: 21
ADD: 21

24

JOE JACKSON
Steppin' Out (A&M)
LP: Night And Day

Regional: 84/24 42% National Summary: UP 21

DEBUTS: 21
DAYS: 21
WEEKS: 21
ADD: 21

24

JOE JACKSON
Steppin' Out (A&M)
LP: Night And Day

Regional: 84/24 42% National Summary: UP 21

DEBUTS: 21
DAYS: 21
WEEKS: 21
ADD: 21

24

JOE JACKSON
Steppin' Out (A&M)
LP: Night And Day

Regional: 84/24 42% National Summary: UP 21

DEBUTS: 21
DAYS: 21
WEEKS: 21
ADD: 21

24

JOE JACKSON
Steppin' Out (A&M)
LP: Night And Day

Regional: 84/24 42% National Summary: UP 21

DEBUTS: 21
DAYS: 21
WEEKS: 21
ADD: 21

24

JOE JACKSON
Steppin' Out (A&M)
LP: Night And Day

Regional: 84/24 42% National Summary: UP 21

DEBUTS: 21
DAYS: 21
WEEKS: 21
ADD: 21

24

JOE JACKSON
Steppin' Out (A&M)
LP: Night And Day

Regional: 84/24 42% National Summary: UP 21

DEBUTS: 21
DAYS: 21
WEEKS: 21
ADD: 21

24

JOE JACKSON
Steppin' Out (A&M)
LP: Night And Day

Regional: 84/24 42% National Summary: UP 21

DEBUTS: 21
DAYS: 21
WEEKS: 21
ADD: 21

24

JOE JACKSON
Steppin' Out (A&M)
LP: Night And Day

Regional: 84/24 42% National Summary: UP 21

DEBUTS: 21
DAYS: 21
WEEKS: 21
ADD: 21

24

JOE JACKSON
Steppin' Out (A&M)
LP: Night And Day

Regional: 84/24 42% National Summary: UP 21

DEBUTS: 21
DAYS: 21
WEEKS: 21
ADD: 21

24

JOE JACKSON
Steppin' Out (A&M)
LP: Night And Day

Regional: 84/24 42% National Summary: UP 21

DEBUTS: 21
DAYS: 21
WEEKS: 21
ADD: 21

24

JOE JACKSON
Steppin' Out (A&M)
LP: Night And Day

Regional: 84/24 42% National Summary: UP 21

DEBUTS: 21
DAYS: 21
WEEKS: 21
ADD: 21

24

JOE JACKSON
Steppin' Out (A&M)
LP: Night And Day

Regional: 84/24 42% National Summary: UP 21

DEBUTS: 21
DAYS: 21
WEEKS: 21
ADD: 21

24

JOE JACKSON
Steppin' Out (A&M)
LP: Night And Day

Regional: 84/24 42% National Summary: UP 21

DEBUTS: 21
DAYS: 21
WEEKS: 21
ADD: 21

24

JOE JACKSON
Steppin' Out (A&M)
LP: Night And Day

Regional: 84/24 42% National Summary: UP 21

DEBUTS: 21
DAYS: 21
WEEKS: 21
ADD: 21

24

JOE JACKSON
Steppin' Out (A&M)
LP: Night And Day

Regional: 84/24 42% National Summary: UP 21

DEBUTS: 21
DAYS: 21
WEEKS: 21
ADD: 21

24

JOE JACKSON
Steppin' Out (A&M)
LP: Night And Day

Regional: 84/24 42% National Summary: UP 21

DEBUTS: 21
DAYS: 21
WEEKS: 21
ADD: 21

24

JOE JACKSON
Steppin' Out (A&M)
LP: Night And Day

Regional: 84/24 42% National Summary: UP 21

DEBUTS: 21
DAYS: 21
WEEKS: 21
ADD: 21

24

JOE JACKSON
Steppin' Out (A&M)
LP: Night And Day

Regional: 84/24 42% National Summary: UP 21

DEBUTS: 21
DAYS: 21
WEEKS: 21
ADD: 21

24

JOE JACKSON
Steppin' Out (A&M)
LP: Night And Day

Regional: 84/24 42% National Summary: UP 21

DEBUTS: 21
DAYS: 21
WEEKS: 21
ADD: 21

24

MOTELS
Take The L (Capitol)
LP: Take The L

Regional: 68/11 34% National Summary: UP 11

DEBUTS: 11
DAYS: 11
WEEKS: 11
ADD: 11

11

FRONT LINE

MANAGEMENT COMPANY, INC.

AN OPEN LETTER TO ALL OUR FRIENDS AT CHR RADIO:

In recent weeks, our industry has been plagued by cutbacks necessitated by our economic decline. In these times, the tide often turns toward the careful and the conservative, causing radio and music to stagnate. In spite of these events, we must not be intimidated. Our lives and music are in a constant state of transition. We must move forward. We must take chances. Don Henley did. Many of you have taken a chance with "Johnny Can't Read" and the record has come through for you. Others maintain that you would have automatically added the record had it been by the EAGLES, but can't do the same for Don Henley as a solo artist. Then again, there are those who refuse to play the record because of its supposed "controversial lyrics." The subject of the song is as everyday and as old as recorded history. It is a humorous and valuable reminder that we all have work to do. Nothing more, nothing less.

We believe in radio. Thanks for another listen.

Warmest regards,
Irving Azoff

9044 MELROSE AVENUE, THIRD FLOOR, LOS ANGELES, CALIFORNIA 90069 - (213) 859-1900



This Week's Action:

96KX deb 40	KZZP 20-19	KYST 30-26	WDCG add	KNBQ add	WFBG add	WXLK 21-17
KEGL deb 31	WPHD deb 30	KSET-FM add	WZZR 35-29	KBBK 24-22	WZYQ 30-27	KRNA deb 21
WLOL-FM 23-17	WRCK 27-23	KINT 18-17	WJXQ deb 35	KLUC 26-23	Q104 deb 34	KFMZ add
KEARTH 16-12	3WT add	WTIX deb 39	Z104 24-20	WJBQ 35-29	Z102 21-16	KDVV 32-26
KIQQ 21-18	WPST add	G100 31-27	WKDD 28-24	WGUY add	95SGF 24-20	KCBN add
		WDOQ add	KKXX deb 21	WACZ add	WFLB add	KDZA add

Contemporary Hit Radio

NATIONAL AIRPLAY/30

Adult/Contemporary

Table with 3 columns: Rank, Weeks, Artist/Title. Includes entries like JOHN COUGAR/Jack & Diane, CHICAGO/Hard To Say I'm Sorry, ALAN PARSONS PROJECT/Eye In The Sky, etc.

Table with 3 columns: Rank, Weeks, Artist/Title. Includes entries like KENNY ROGERS/Love Will Turn You Around, AMERICA/You Can Do Magic, ALAN PARSONS PROJECT/Eye In The Sky, etc.

RICK SPRINGFIELD (61) NEIL DIAMOND (47) RUSH (38)

CROSBY, STILLS & NASH (36) PAUL CARRACK (32) OLIVIA N-J (29) P. SISTERS (29)

MOST ADDED

AIR SUPPLY (33) NEIL DIAMOND (30) FLEETWOOD MAC (27)

STEPHEN BISHOP (18) SYLVIA (17) KARLA BONOFF (12)

JOHN COUGAR (139) ALAN PARSONS PROJECT (81) JACKSON BROWNE (79)

CHICAGO (66) MICHAEL McDONALD (64) ASIA (59)

HOTTEST

ELTON JOHN (52) ALAN PARSONS PROJECT (48) AMERICA (47)

KENNY ROGERS (47) MICHAEL McDONALD (37) JACKSON BROWNE (35)

BREAKERS

OLIVIA NEWTON-JOHN Heart Attack (MCA)

70% of our reporters on it. Moves: Up 36, Debuts 39, Same 35, Down 0, Adds 29 including PRO-FM, KEGL, KIIS-FM, KFRC, XTRA, KIMN, 92FLY, KHFI, KZZB, WSEZ, KIIK, WMEE, WKDD, Y94, K96. See Parallels, debuts at number 29 on the CHR chart.

A FLOCK OF SEAGULLS I Ran (So Far Away) (Jive/Arista)

65% of our reporters on it. Moves: Up 65, Debuts 17, Same 29, Down 4, Adds 13, 96KX, B94, WLS-FM, WYCR, KZFM, G100, WHHY-FM, WKDQ, KLUC, WCGQ, WFLB, KILE, KKRC-FM. See Parallels, debuts at number 30 on the CHR chart.

AIR SUPPLY Young Love (Arista)

54% of our reporters on it. Rotations: Heavy 2/0, Medium 26/10, Light 41/21, Extra Adds 2, Total Adds 33 including WBEN, WTAE, WLTA, 97AIA, WARM98, WCZY, WHB, WISN, KJR, WWYZ, WRVR, KRNT, KUDO, and 20 more. Debuts at number 30 on the A/C chart.

SYLVIA Nobody (RCA)

54% of our reporters on it. Rotations: Heavy 11/0, Medium 35/4, Light 23/11, Extra Adds 2, Total Adds 17 including WARM98, KFMB, KPLZ, WSFM, WTIC, WBT, WSLI, WTRX, KKUA, WTNY, and 7 more. Debuts at number 25 on the A/C chart.

FLEETWOOD MAC Gypsy (WB)

53% of our reporters on it. Rotations: Heavy 6/1, Medium 38/8, Light 23/16, Extra Adds 2, Total Adds 27 including WROR, WTAE, WSB, WFYR, KPPL, KJR, WWYZ, WGY, KMGC, WQUE, KMBZ, KUDL, KSLQ, KKUA, KYUU, and 12 more. Debuts at number 27 on the A/C chart.

12-34

NEW & ACTIVE

- JUICE NEWTON "Break It To Me Gently" (Capitol) 110/8
RICK SPRINGFIELD "I Get Excited" (RCA) 99/51
KOOL & THE GANG "Big Fun" (De-Lite/PolyGram) 96/6
HUEY LEWIS & THE NEWS "Workin' For A Livin'" (Chrysalis) 96/0
NEIL DIAMOND "Heartlight" (Columbia) 92/47
STEVE WINWOOD "Still In The Game" (Island/WB) 92/2
JOE JACKSON "Steppin' Out" (A&M) 84/24
PAUL CARRACK "I Need You" (Epic) 80/32
SYLVIA "Nobody" (RCA) 73/24
LAURA BRANIGAN "Gloria" (Atlantic) 70/12

NEW & ACTIVE

25-49

- KARLA BONOFF "Please Be The One" (Columbia) 61/12
MATTHEW WILDER "Work So Hard" (Arista) 52/7
STEPHEN BISHOP "If Love Takes You Away" (WB) 51/18
BILLY PRESTON "I'm Never Gonna Say Goodbye" (Motown) 48/8
STEVIE WONDER "Ribbon In The Sky" (Tamla/Motown) 42/11
BOBBY CALDWELL "All Of My Love" (Polydor/PolyGram) 32/2