

I N S I D E :

**Clear Channels Take Aim At Daytimers Bill**

The Clear Channel Broadcasting Service plans a large-scale assault to prevent passage of legislation aimed at extending daytimers' operating hours. Page 4

**Surprising Survey On Black & Urban Audiences**

A McGavren Guild study finds the old stereotypes about the Black radio audience are outdated, and the new findings indicate a relatively untapped goldmine for advertisers. Page 6

**NAB Radio-TV Split Proposed**

Are radio and TV's goals drifting apart? NAB's leadership is taking a plan to separate radio and TV functions under consideration. Page 4

**Somerset On Continuous Country**

"Announcers and PDs do not like this format... and I don't blame them." Joe Somerset, founder of the controversial Continuous Country format, tackles the objections of competing Country radio people head on in a candid discussion with Lon Helton. Page 30

**People In The News This Week**

- Tom Hoyt VP/GM at WMAQ
- Scott Jameson KAZY PD
- Carlos Lando PD at KDKO

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**The Women On WYSP**

WYSP/Philadelphia features four women in fulltime air positions — and it's no gimmick. Jeff Gelb talks to PD Michael Picozzi and the staffers themselves about the success of this unusual situation. Page 24

**Simplifying Your Arbitron Analysis**

Next week brings on the spring Arbitron books, and Jhan Hiber provides a timely guide to three key pages in the market reports that can help you take a more accurate look at your station's performance. Page 12

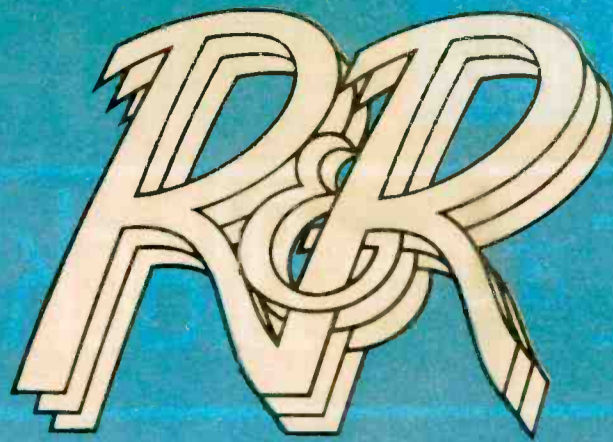
**RadioRadio Anniversary Report**

Jeff Green talks to Bob Kipperman and Leslie Corn of CBS's RadioRadio about the network's first year and its future plans. Page 29

**How To Hire A PD**

WZEN & KATZ/St. Louis GM Robert G. Miller tells Walt Love what he looks for in hiring a programmer: a multifaceted individual who can combine entertainment and education. Page 34

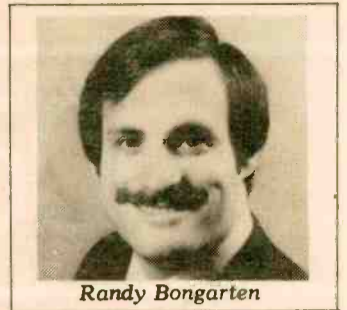
\$3.50 Single Copy



RADIO & RECORDS

**WNBC Names Bongarten VP/GM**

Randy Bongarten has been appointed VP/GM at WNBC/New York, filling the vacancy left by Dom Fioravanti, who departed last month to become VP/GM at MTV. Bongarten had been VP/Radio for General Electric Broadcasting, supervising the company's eight radio stations and then marketing and negotiating sales agreements for the stations following GE's decision to divest its radio holdings.



Randy Bongarten

NBC Executive VP Bob Mouny, in making the announcement, told R&R, "We're

delighted. It is rare to find someone so youthful with so much experience. Randy's string of past assignments makes him the uniquely qualified candidate for this job, the most visible position in radio."

Bongarten told R&R, "I'm absolutely delighted. I think WNBC is the most important station in New York. It's the station the media people pay attention to, and it performs exceptionally well in terms of numbers. I have no preconceptions other than the station sounds terrific; I'm going in to do the very best job I can."

Bongarten started in radio ten years ago with GE's WGY & WGSN/Schenectady as Asst. Business Manager and later sales representative. He was Business Manager at WJIB/Boston for seven months in 1975-76 before rejoining WGY & WGSN as Sales Manager and, in 1978, Station Manager. He became GE's VP/Radio in September 1981.

**Edson, Rudin, Cataldo Earn Promotions At PolyGram**

PolyGram Records has promoted three key executives, two in promotion and one in sales. VP/Promotion Bob Edson has been named Senior VP/Promotion, VP/Sales Shelly Rudin moves up to Senior VP/Sales, and Director of Promotion Bill Cataldo becomes VP/Promotion.

In making the announcements, PolyGram Executive VP Jack Kiernan commented, "These promotions represent a continued solid belief in the talents and track records of Bob Edson, Shelly Rudin, and Bill Cataldo. Especially in the last year, Edson and Cataldo have fine-tuned PolyGram's promo-



Bob Edson

Shelly Rudin

Bill Cataldo

tion department, thereby strengthening the image and stature of the company as a whole. Likewise, Shelly Rudin has made the sales department into one of the most respected in the business. We look forward

to many more fine achievements from these very worthy people."

**WYOR Making Switch To A/C**

Goldmark New GM, Moen Named OM/PD; EZ Applies For WEZI Calls

Following EZ Communications' takeover of WYOR/Miami from Insilco Broadcast Group within the next few days, the station will change from its automated Churchill Easy Listening format to A/C. EZ has already applied for a call letter change to WEZI. Miami area radio broker Chuck Goldmark has accepted the vacant GM position, while United Broadcasting National PD John Moen was named Operations Manager/PD, taking over for departing PD Bud Melton.

Goldmark told R&R that WYOR Business Manager Pat Considine will be staying on, along with the present support personnel. There is speculation that some WYOR personalities may join Oldies-formatted sister AM outlet WVCG, although that station has also been sold to another company. The remaining WYOR talent is expected to reapply to EZ.

Describing WYOR's new approach, EZ Communications VP/Programming Dan Vallie said, "The station will be targeted to 25-34 adults. We've thoroughly investigated the

market for the past several months, and despite the presence of several A/C's already, we do think there's a hole there. We considered several other formats, but feel the potential dollars for an A/C format are just phenomenal."

WYOR becomes EZ's fourth property to convert to A/C within the past year, following WEZS/Richmond, WEZC/Char-

WYOR/See Page 14

**NAB's New Leadership**



Gert Schmidt

Ted Snider

Marty Beck

The new leadership roster at NAB, elected at last week's Board of Directors meeting in Washington, includes Joint Board Chairman Gert Schmidt, Sr. VP/Broadcasting & Entertainment, Harte-Hanks Communications; Radio Board Chairman Marty Beck, President, Beck-Ross Communications; Radio Board Vice Chairman Ted Snider, President, KARN & KKYK/Little Rock.

In the hard-fought race for Radio Vice Chairman, Snider managed a 17-14 win over WPKE & WDHR/Pikeville, KY President Walter May on the first ballot, moments after WSRZ/Sarasota VP/GM Charley Jones pulled out of the race. Beck was unopposed for Radio Chairman, while Schmidt beat Springfield Television President Kathryn Broman, 22-19. More NAB details on Page 4.

**Gladden To Program KPRI**

Retains KUPD PD Title While Commuting To Separately-Owned Station

In an unusual move, KUPD/Phoenix PD Ernest Gladden has accepted the position of Director of Programming for KPRI/San Diego while retaining his original post. The two stations are not commonly owned, and Gladden will divide his time between them.

Gladden explained, "It falls close to a consultancy, with just a little more control." Gladden, who was PD at KPRI in 1979-80 and served as an air personality



Ernest Gladden

at crosstown KGB and KGB-FM, continued, "It presents a

challenge to return to the competitive environment of San Diego. The chance to work with (SBI VP/Station Operations) George Johns and (KOGO & KPRI Operations Manager) Al Casey is a once-in-a-lifetime opportunity. I'm sure we can achieve the market position that has long placed KPRI at the top of the San Diego market."

Discussing his situation in Phoenix, Gladden told R&R, "With the expert help of KUPD Asst. PD Val McIntosh, the sta-

GLADDEN/See Page 14

the new **Album**

# Joan Jett and the Blackhearts



Joan Jett  
and the  
Blackhearts  
Album

MCA-5437

Featuring "Fake Friends"  
on

MCA RECORDS



JETT LAG INC. ♥

**Unveiling The Past**

Ken Barnes reveals the hidden past of Joe Stampley, Michael Murphey, and Dan Seals, plus other unique artifacts and artist facts in R&R's newest weekly column, "On The Records."

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**Hoyt Becomes WMAQ VP/GM**

Tom Hoyt has been appointed to fill the VP/GM position at NBC's WMAQ/Chicago. Previous VP/GM Dave Martin departed in May to become VP/GM at WLW & WSKS/Cincinnati (R&R 5-6). Hoyt, who has been in radio since the midsixties, was most recently VP/Sales & Marketing for Bonneville Broadcasting System.

NBC Radio Exec. VP Bob Mountry, who made the announcement, commented to R&R, "Tom combines a great track record and total familiarity with the market. The variety of his background gives him a unique potential ability to maintain WMAQ's programming spectrum. We're extremely pleased about this appointment."

Before joining Bonneville, Hoyt owned Great American Broadcasting, which in turn owned KYSR-AM & FM/EI Paso. From October 1978 to December 1981 he was President of HefTel Broadcasting, supervising its seven radio stations, including WLUP/Chicago. Earlier, he was VP of Taft's Broadcast Division for four years, and served as VP/GM of KRBE/Houston for three years.



Tom Hoyt

**Lando Promoted To KDKO PD**

Carlos Lando has been upped from MD/Asst. PD to Program Director of Urban Contemporary KDKO/Denver. Lando, who retains his midday airshift, replaces

the exiting Byron Pitts. Danny Harris replaces Lando as Music Director.

Commenting on the changes, KDKO GM Rod Loudin told R&R, "Carlos is a walking encyclopedia of black and jazz music. We're very fortunate to have him. With Danny and Carlos, I think we now have a broader understanding of the proper mix required in Urban Contemporary. We think we're on the right track."

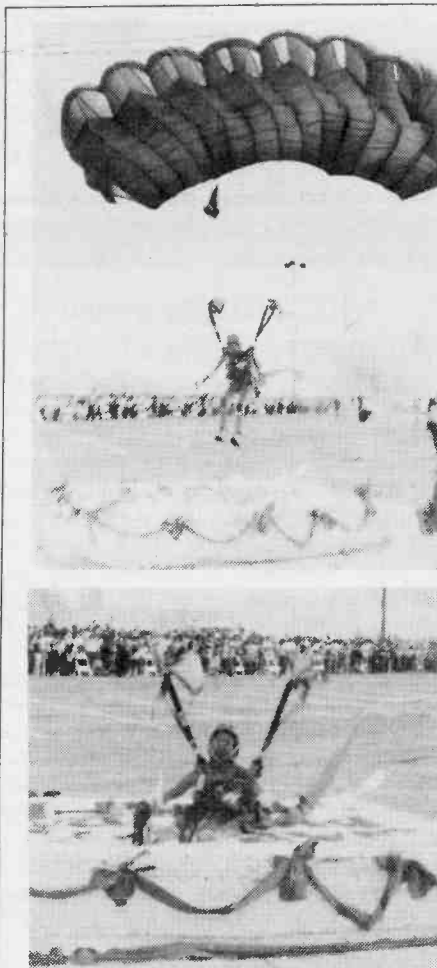
Lando told R&R, "I feel I've worked hard toward attaining this position. I've been here in the market for three years, I know the market, I know the people, and I've been MD and Asst. PD, so I felt I earned the shot, and the company is giving me that shot. I'm ready to give it my best."

Lando added, "I believe the key to my success will be to surround myself with people who can do the job." He said KDKO has hired Kevin Brown, a former KDKO personality recently at crosstown KJJZ, for morning drive, and Cooch for afternoons, from the PD position at KPLV & KRQY/Pueblo.

**Nevins Dead At 51**

Broadcasting veteran Elliot Biggie Nevins died of a massive heart attack last week (6-16) in his Malibu, CA home. The 51-year-old programmer had spent more than 25 years with Cox Broadcasting, most recently as Operations Manager of KFI/Los Angeles, a post he left in January 1982. Before joining KFI, Nevins served in a similar capacity at Cox's WIOD/Miami. His early radio career took him to Erie, PA; New Haven; and New York.

Nevins, who was buried Tuesday (6-21) in New York State, is survived by his wife, two sons, a sister, and his parents. At the time of his death Nevins was working on a new radio format for future syndication.



**Amazing Stunt Takes KFI Cake**

KFI/Los Angeles recently completed its "Amazing Letter" contest when Sandra Doyle made good on her promise to skydive from KFI's traffic plane into a 300-pound birthday cake. In the sequence of photos it's plain to see that Sandra knew exactly what she was doing. Her 3000-foot drop put her squarely in the middle of the KFI cake, which had been stationed in a shopping mall parking lot for the occasion. Sandra got her just desserts in the form of a \$10,000 check from KFI, while the hungry crowd of spectators had to munch slightly used cake.



**Jameson Joins KAZY As PD**

Scott Jameson has been appointed PD at KAZY/Denver, joining the AOR station from KOMP/Las Vegas. KOMP Promotion Director Charlie Morris has been named to replace Jameson as PD.

KAZY GM Marvin Rosenberg commented to R&R, "Scott's skills and attitudes meet our objectives. His positive outlook, organization, and energy, as well as his accomplishments at KOMP, will work well for us here at KAZY."



Scott Jameson

Jameson told R&R, "I love the idea of the competition there. There are about nine stations in the market going for 18-34. It'll be a real challenge to freshen it up. Utilizing all the things I've learned from working the Superstars format for so long will be helpful."

"A major reason for my decision was that I'll be able to work with the Source. I'm a true believer in them, and I know how to utilize their stuff really well. I'm also anxious to keep the station's strong ties with the Feyline concert promoters."

Before joining KOMP, Jameson was MD at WIOT/Toledo, an air personality at KDKB/Phoenix, and a production person/parttimer at WKLS/Atlanta. He started in radio in 1976 and was PD at KOMP for two years.

**Justice Buys WCIB For \$2 Million**

Boston radio personality Larry Justice has purchased WCIB/Cape Cod, MA from New England Media for \$2 million and considerations, subject to FCC approval. Justice is an 18-year veteran of Boston radio, including a lengthy stint at WBZ and more recently an airshift at WROR.

Justice, who will become President of the station and also take on an airshift, commented, "Needless to say, I'm thrilled at the opportunity to own and direct my own station. (Current WCIB President) Ken Patch has done a tremendous job. We wish to continue this success. It's a dream come true, doing what you like to do and owning the company besides."

WCIB broadcasts on 101.9 MHz with 50kw at an antenna height of 240 feet. Justice plans to retain the station's Adult/Contemporary format.

**TRANSACTIONS:**

**WGLI Sold To Babylon**

Babylon Communications has agreed to purchase WGLI/Babylon, NY from Greater Long Island Communications. WGLI's GM, Andrew Pettit, is President of Babylon. No specific price was disclosed, although the figure is estimated to be approximately \$500,000. The sale is subject to FCC approval, with a September 1 takeover date expected.

Funding for the acquisition was provided by Foster Management Company, which owns six radio stations and recently signed an agreement to purchase four stations from General Electric. WGLI is Babylon's first radio property, while Greater Long Island owns no other stations. WGLI operates at 1290 kHz with 5kw days/1kw nights. Bruce Houston of Cecil L. Richards, Inc. served as broker for the transaction.

**R&R Staff Celebrates Fourth Of July**

R&R's offices will be closed Monday, July 4 in observance of our nation's 207th birthday. We'll resume regular business hours on Tuesday, July 5.

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# Washington Report

## Record Rental Curb Cleared For Senate Vote

Legislation to let copyright holders determine whether their records can be rented passed the Senate Judiciary Committee last week on a voice vote. That's the final step before the bill (S. 32) goes to the Senate floor for a vote. Under the legislation, copyright owners could block the rental of their records, or impose controls such as copyright fees for each rental.

Despite rapid progress in the Senate, there's been no action on record rentals this year in the House, where Rep. Don Edwards (D-CA) and 37 co-sponsors introduced a similar bill (H.R. 1027). An Edwards aide points out that Rep. Robert Kastenmeier (D-WI), Chairman of the Judiciary Subcommittee handling the bill, decreed last winter that no copyright issues would be considered in the first half of 1983.

## Non-Renewed AM & FM Awarded In New Hampshire

The licenses of WMOU & WXLQ/Berlin, NH were awarded to new owners last week by an FCC law judge. Renewal of both licenses was denied to Robert Powell, Sr. in 1980 in what the Commission said was one of the worst fraudulent billing schemes it had ever encountered.

Although not an applicant, Powell was the central figure in the new licensing. He is the principal employee of the interim operator for both stations, and his children filed two of the three applications for vacant frequencies. But the FCC law judge found no evidence that Powell was attempting to use his children to regain control of the stations. And he said the "gnawing and disturbing" questions of genuine competition between family-owned stations became moot when one set of children dropped out.

The other set of Powell children, doing business as New England Broadcasting, won the FM license, while the AM went to the third party, Christina and Joel Martin.

## CELEBRITY FUNDRAISING

### NPR Reels Under \$6.5 Million Deficit, Mismanagement Charges

"We are indeed in trouble. But we are also healthy. We are wounded, but not mortally. We will survive. We are secure enough in our future to describe our problems." That was the mixed assessment last week of NPR Board Chairman Myron Jones.

Jones spoke at a Washington press conference called to release an audit showing a worse-than-expected \$6.5 million deficit, which could go even higher. Perhaps most damaging was news that NPR failed to pay \$651,000 in federal and state payroll taxes, and is now liable for penalties. And the NPR Board was bracing itself this week to get part two of the audit, projecting the outlook for the rest of the year.

House Commerce Committee Chairman John Dingell (D-MI) charged that mismanagement has brought NPR to "the brink of bankruptcy." He threatened hearings unless the mess is cleaned up and more of those responsible for the "debacle" resign.

NPR's survival strategy centers on tightening internal controls, seeking grants, and attempting to get loans from commercial banks. Also, member stations are giving NPR \$1.6 million owed them by the Corporation for Public Broadcasting (CPB). Already, NPR's budget has been slashed 34% and the staff cut from 442 to 288,

## NRBA Elects Board Members, Honors Reagan

Mail balloting for eight seats on NRBA's Board produced five winners and three ties. The victors and their regions are: #3 - Larry Keene, President/GM, WWOC/Avalon, NJ; #7 - Jack Hobbs, VP/GM, WIRE & WXTZ/Indianapolis; #9 - Pat Walsh, GM, KLRA/Little Rock; #11 - Kent Braverman, President, KCJJ/Iowa City, IA; #13 - Gary Grossman, VP/GM, KRKT/Albany, OR. Runoff elections with a July 18 deadline will feature: #1 - N. Scott Knight, Knight Quality Stations, Boston vs. Donald Nutting, PD, WJIB/Boston; #5 - Vic Aderhold, WFYV/Jacksonville, FL vs. Augustine Cavallaro, President/GM, WOSO/San Juan; #15 - Bill Clark, President/GM, KABL/San Francisco vs. Pete Pappas, President, KTRB & KHOP/Modesto, CA.

Meanwhile, on July 14, NRBA President Sis Kaplan will present President Reagan with a special award for his "innovative use of radio."

## Other Key Developments:

- The law firm Finley, Kumble has tapped two Capitol Hill veterans, Lou Frey and Ronald Coleman, to head its new telecommunications division. Both come from the firm Pepper, Hamilton & Scheetz. Frey, a former Congressman, served on the House Commerce Committee, for which Coleman was Minority Communications Counsel from 1975 to 1979.

- Admitting no guilt, AP has settled a class action discrimination suit by agreeing to pay nearly \$1.1 million to 670 former and present employees, and agreeing to a five-year hiring plan for minorities and women.

- In other NAB activities (see separate items this page and Page 1), the board heard from Reps. Tom Tauke (R-IA), Billy Tauzin (D-LA), and Tom Luken (D-OH). And board members were gratified to hear Senate Commerce Committee Chairman Bob Packwood (R-OR) retract his earlier criticism that NAB couldn't "lobby its way out of a paper bag in the House."

although no more firings are planned.

A private sector appeal for donations was issued Sunday by "Friends of NPR," headed by former Sen. Dick Clark (D-IA). The group, which spent \$36,000 on large ads in the New York Times and Washington Post, includes such notables as CBS newsmen Dan Rather, Walter Cronkite, and Bill Moyers, NBC anchor Roger Mudd, columnists James J. Kilpatrick and George Will, and actor/director Carl Reiner.

Although last week's audit contained few specifics, such as which departments overspent their budgets, it pinpointed problems that included poor collection of revenues like satellite fees, poorly-monitored use of American Express cards, which have now been turned in; inefficient non-centralized purchasing, sloppy internal accounting procedures, unrealistic revenue projections from the profitmaking subsidiary, NPR Ventures; and unexpectedly low income from grants, which lagged 50% behind the projections of \$6 million.

## SKYWAVE PROTECTION ENDED

### Clear Channels Target Senate's Daytimer Relief For Defeat

Claiming nighttime protection of skywave signals would be destroyed, clear channel broadcasters are gearing up to kill S. 880, the daytimer relief bill passed two weeks ago (6-10) by the Senate Commerce Committee. The bill would extend daytimer hours to two hours before sunrise and after sunset, as long as no objectionable interference would be caused to another station's groundwave signal.

"All it provides is groundwave. It would wipe out all of the skywave," complains Russell Eagan, Counsel to the 11-station Clear Channel Broadcasting Service (CCBS). Eagan, of the Washington law firm Wiley, Johnson & Rein, says the bill would hurt 26 million Americans who can only get skywaves at night.

Also coming in for criticism is the Commerce Committee's quick action and lack of hearings on the bill. Last week the Board of Directors of the Utah Broadcasters Association (UBA) adopted a resolution calling for hearings in both the House and Senate "so that these matters might be thoroughly explored and considered before these bills are enacted."

CCBS's Eagan told R&R, "They didn't have any record before them. It almost seems un-American to report out a bill without hearing both sides of the issue." Eagan says he and other concerned groups, such as the Association of Broadcast Engineering Standards (ABES), weren't given a chance to comment and didn't know a vote was imminent.

## White Defends Committee

However, the charge that the bill was hustled to passage was dismissed by Ward White, Counsel to the Senate Communica-

tions Subcommittee. He points out that on May 17 the committee asked for public comments in a notice that was published in numerous trade journals (R&R 5-27). Calling S. 880 of "relatively limited interest," White said Sens. Packwood (R-OR), Goldwater (R-AZ), and Pressler (R-SD) wanted to proceed without delay.

Moreover, White said the committee is "well aware" of clear channel concerns about skywave protection, adding, "We would be glad to meet with them." He said immediate action by the full Senate isn't likely.

CCBS will now lobby to get the bill sent back to the Commerce Committee for hearings, amended to protect skywaves or killed altogether. The group is also seeking support from House Commerce Committee Chairman John Dingell (D-MI). Non-members of CCBS are being asked to help, and Eagan says Capital Cities Broadcasting, owner of WJR/Detroit, WKBW/Buffalo, and WBAP/Ft. Worth, has already enlisted. Members of CCBS are WSM/Nashville, KIRO/Seattle, WGN/Chicago, WCCO/Minneapolis, WHAS/Louisville, WHO/Des Moines, WBT/Charlotte, WRVA/Richmond, KSL/Salt Lake City, KVOO/Tulsa, and WCKY/Cincinnati.

## NAB Considers Radio-TV Split

Besides the election of officers (see box Page 1), discussion at NAB's Board of Directors meeting last week in Washington also focused on the recommendation of retiring NBC VP/Washington Peter Kenney that radio and TV should have fully independent operating divisions, including separate lobbying arms, within NAB. A member of NAB's Board for 22 years, Kenney believes radio and TV interests are growing apart, and sometimes conflict. Radio Chairman Marty Beck, while not endorsing the idea, said it was "most impressive" and "food for thought" that warrants discussion by the Executive Committee. Vice Chairman Ted Snider also declined comment, but said the concept "deserves study."

The Radio Board passed resolutions calling for immediate deregulation of broadcasting by Congress, but denouncing program percentages for radio as "unacceptable"; favoring abolition of the 7-7-7 ownership rule; asking for government aid to NPR in its fiscal crisis; and calling for a task force on

how to increase minority and female representation on the NAB Board. Informally, Radio Board members agreed to try to open lines of communication with officials and board members of NRBA. "These guys are our friends and contemporaries," Radio Chairman Beck remarked. "We shouldn't be yelling at each other."



**NAB SELECTS BRASS** — Elected to NAB's Executive Committee at last week's Board of Directors semiannual meeting in Washington were: (seated, left to right) TV Chairman Jerry Holley, VP/Broadcasting, Stauffer Communications; Joint Board Chairman Gert Schmidt, Sr. VP/Broadcasting & Entertainment, Harte-Hanks Communications; Radio Chairman Marty Beck, President, Beck-Ross Communications; (standing, left to right) Radio Vice Chairman Ted Snider, President, KARN & KKYK/Little Rock; past Joint Board Chairman Tom Bolger, President, Forward Communications; NAB President Eddie Fritts; TV Vice Chairman Bill Turner, President/GM, KCAU-TV/Sioux City, IA; and Network Representative Gene Cowen, VP/Washington, ABC.



**SWIFT BRIEFS RADIO BOARD** — The NAB Radio Board met with its Capitol Hill allies on deregulation last week, including Rep. Al Swift (D-WA). Pictured (left to right) are RKO VP/Government Relations Jerry Lyman; NAB President Eddie Fritts; KDEN/Denver Chairman/President Doug Stephens; Rep. Swift; KLEM & KZZL/Le Mars, IA President/GM Paul Olson; Capps Broadcasting owner Gary Capps; KWBW & KHUT/Hutchinson, KS President/GM Fred Conger; All-Pro Broadcasting President Willie Davis; WPKE & WDHR/Pikeville, KY President Walter May; and KIXL & KHFI/Austin President/GM Dick Oppenheimer.

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# After The Numbers Have Come Out It's Time To Bring Hiber, Hart & Patrick In

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**S**oon the spring Arbitrons will be coming out and many managers will be wondering "How can we do better in the fall?" One answer is to bring in Hiber, Hart & Patrick.

**95%** of our clients have improved their ratings and revenues with our assistance. They've used the extra dimension of our services, including . . .

- Focus Groups
- Telephone Positioning Studies
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to win, both in the books and on the street. Now, we've recently doubled the size of our firm to handle more business without having to sacrifice the quality of service our clients have come to expect.

**I**f you are interested in improved numbers this fall — and beyond — call or write for market availability and other details on how you can put Hiber, Hart & Patrick on your side. Let us help you rise this fall!



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## Sing-Along Shower Curtains Note Lyrics

Have you ever hopped into your private singing studio, otherwise known as the shower, and burst into song, only to forget the words? For song stylists who don't wish to resort to the improvisational la la la, lyrical help is a wet fingertip away with **Merchant Of Dreams'** "Sing-Along Shower Curtains."

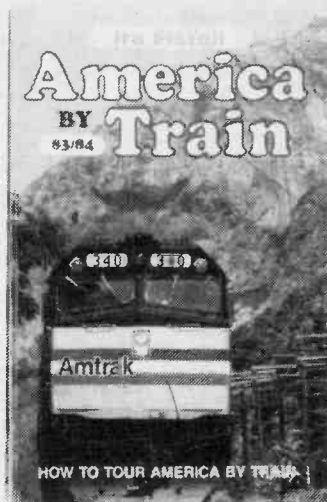
"Splish Splash," "Broadway Showers," and "Country Suds" are the first three curtains to bow. Each are hand silkscreened on white vinyl with colorful artwork and the lyrics of ten hit songs, all published by **Chappell Music Company**. For example, country crooners can wail "Save The Last Dance For Me," while Broadway hopefuls can harmonize on "I'm Gonna Wash That Man Right Out Of My Hair." Or rock 'n' rollers may compose their own snappy renditions of such oldies as "It's My Party," "Yakety Yak," and "All Shook Up," surrounded by images of pool



side skirts, '57 Chevys, and 3-D movies (pictured here). The curtains also double as liners.

Sing-Along Shower Curtains are available nationally at \$25 apiece. Among various New York outlets, they're carried by Bloomingdales and Serendipity.

## Training Travellers



Whether you're planning a vacation, taking a weekend jaunt, or moving on to your next station gig, "America By Train — 83/84" is a handy guide to pack along. Written by **KABC/Los Angeles-ABC Talk-radio** personality and train enthusiast **Ira Fiestell**, the paperback helps train travellers in the art of rail transportation.

The guide's four sections conduct you through a thorough description of the **Amtrak** passenger system, an outline of the facilities/services found in 49 major cities, the various train routes and sightseeing possibilities — all the information needed to engineer a comfortable and enjoyable trip. This book is part of "The Compleat Traveler" series from New York-based **Burt Franklin & Company**, list-priced at \$7.95.

## New Look At Black Consumer, Urban Radio

### Black Affluence, Economic Impact Growing; 40% Of Urban Contemporary Listeners Non-Black

Advertisers are only slighting themselves by not tapping the full potential of the black consumer market, especially in regard to radio. The old stereotypes and labels traditionally affixed to Black-formatted stations and their listeners don't offer a true indication of that audience's complexion today. In fact, eight sample markets show that 40% of Urban Contemporary listeners aren't black. Those are the major findings of "Black America & Urban Contemporary Radio: Misunderstood & Misinterpreted," a study released by **McGavren Guild**.

The black American consumer profile is going through a transition period. According to 1980 Census figures, these consumers number 26.5 million, possess \$140 billion in purchasing power, and represent the ninth largest free market in the world. Contributing to the changing profile is blacks' steady migration to the suburbs and increased education, which is related to such lifestyle adjustments as increased income, self-perception, and buying style.

Black adults 18+ are 19% more likely than all adults to describe themselves as intelligent. Blacks' self-concept also finds them more likely than whites to view themselves as self-assured and creative. In terms of buying style, blacks are 18% more likely to see themselves as persuasible, compared to 3% less likely for white adults 18+; black adults are again more likely (29%) than all adults to view themselves as style-conscious.

A look at the average contemporary/disco listener by **Simmons Market Research** shows that 43.8% of men and 37.2% of women attended/graduated college, while 47.1% of men and 38.7% of women earn \$25,000+. In addition, both the male

and female contemporary/disco listener fall within the desired advertiser demos. A closer look at eight major markets with Urban Contemporary stations (Atlanta, Baltimore, Chicago, Cleveland, Detroit, Houston, New York, and Washington) reveals that this format has more mass appeal than once thought. These stations reach a combined audience of 6,436,900 people. That breaks down into 3,892,100 black listeners and 2,544,800 non-black listeners, translating into 40% non-black listenership for Urban Contemporary in these markets.

Adding to that mass appeal, in 75% of the sample markets an Urban Contemporary station is among the top three. In New York, those stations were one, six and nine, while in Houston and Washington they were ranked respectively one and two, one and ten. And of those blacks dialing up Urban Contemporary in the eight test markets, in-car listening comprised 51.8% of the total black audience.

For more details concerning this report and/or copies (\$20 each) contact **Frank O'Neill**, McGavren Guild, 154 E. 46th Street, New York, NY 10017.

## Life Expectancy Is Raised

Past projections by the Census Bureau and other agencies pegged life expectancy at 70 for men and 78 for women up to the year 2000. However, during a recent **American Assn. for the Advancement of Science** meeting, gerontologists predicted men will average 74.3 years and women 86.2 years in 2000. The group also estimated these figures may rise to a maximum life span of about 95 years.

## Workshop Targets Morning Drive

**Klemm Media** moves from news-writing skills (**R&R** 5-27) to AM drive-time with its forthcoming "Morning Radio Success Techniques" workshop. The three-hour seminar explores show preparation, clutter, timing, use of comedy, telephone tips, and local involvement. San Francisco is the site; August 27 the scheduled date. For more details call **Tom Zarecki** at (203) 868-0505.

## Computers Go Pop

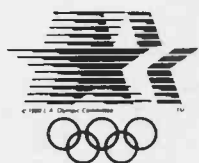
It seems computers have invaded every aspect of our lives, including music. This month's issue of **Psychology Today** reports that 89 song titles starting with the word *computer* are catalogued in **ASCAP's** files. And the relationships being sung about have transformed from "Baby Love" into "Computer Love," the title for 12 of the songs.

## Unit Recycles Mono Into Stereo



Sound Concepts VSP-1

A monaural record collector and television fan can both benefit from **Sound Concepts VSP-1**, a device that changes monophonic sound into synthetic stereo. To perform this feat, the synthesizer divides the mono signal into three parts, delaying one. That delayed signal is then added to one part of the mono signal in specific proportions, and subtracted from the other. The zigs and zags of the response curves are 1000 Hz wide, similar to the resonance width responsible for the timbre of musical instruments and voices. Interestingly, VSP-1 manufacturer **FMI** told **Technology Illustrated** that several of the \$159 units have been sold to radio stations. Direct inquiries to **Joel Cohen** at 17 A Street, Burlington, MA 01803.

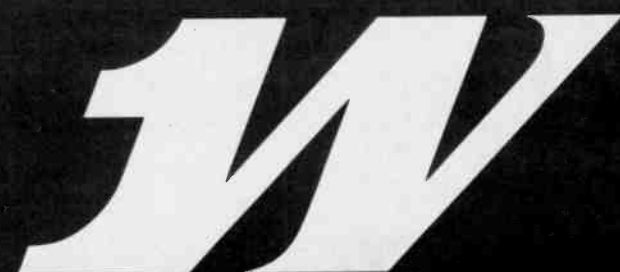


### THE OLYMPIC MINUTE

One-minute daily features now through July 27, 1984.

"AN OFFICIAL RADIO SERIES of the 1984 Olympic Games"  
Call for market availability. Phone: (213) 792-2100

RADIO ENTERTAINMENT NETWORK  
48 South Raymond Avenue, Pasadena, California 91105



**WESTWOOD ONE**

# ROCK & ROLL NEVER FORGETS

WITH **JEFF GELB**

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

“中國女孩子”

“ROBERT MOORHEAD of KIQQ, Los Angeles says, ‘LP is Top 3 sales since its release...now China Girl is already exploding here at retail, and seems to have an even broader demographic appeal than the first single!!’”

“BOB HAMILTON of KRTH, Los Angeles says, ‘David Bowie’s China Girl is the No. 2 request record 25 plus. It debuts Top 10 in adults 18-24...good phone records!’”

(China Girl.)

## CHR NEW & ACTIVE

✓ DAVID BOWIE “China Girl” (EMI America) 118/33  
Moves: Up 27, Debuts 20, Same 38, Down 0, Adds 33 including B104,  
CFTR, Z93, Y100, WLOL-FM, KFI, KHS-FM, KYUU, WROR, WSSX, KX104,  
WNVZ, KMGK, WZZR, KRSP, WAZY-FM.

EMI  
AMERICA

# DAVID BOWIE “CHINA GIRL” FROM THE ALBUM, LET’S DANCE.

PRODUCED BY DAVID BOWIE & NILE RODGERS. AVAILABLE ON EMI AMERICA RECORDS AND HIGH-QUALITY XDR CASSETTES.

© 1983 DAVID BOWIE UNDER LICENSE TO EMI AMERICA RECORDS, a division of Capitol Records, Inc. All Rights Reserved.







## This is one dish you can't put on a back burner.

Considering what satellite technology can do for a radio station, it's no wonder that satellite dishes are hot items.

They can make a correspondent on Capitol Hill sound like he's in your back yard. And they can give you enough programming flexibility to zero in on the most strictly defined target audience.

The best way to get access to an earth station? Turn to AP Radio Network.

We own, operate and offer the use of 900 functioning earth stations,

making us the largest privately-operated satellite network in the world. So, very likely, you're within a local loop of one of our dishes right now.

We also offer a greater variety of news and information features—in long and short versions—than any other network. Those include our Business Barometer, Sportsline and our one-of-a-kind AgReport.

Plus, we deliver 200 actualities per day, many of them regional reports.

But the best thing about AP Radio Network is that you control

the mix. Completely. So you can compose a unique blend of news and features, a blend that's most compatible with your own format.

You even control all of your own commercial time. What's more, you pocket the profit from every valuable second you sell.

So if you want to explore the very limits of radio technology, while enjoying unlimited programming freedom, contact Glenn Serafin, Broadcast Services Division of

**AP** Associated Press.  
(212) 621-1511.

## Associated Press Broadcast Services. Without a doubt.

# POLYGRAM, OH WHAT A FEELING!

## IRENE CARA

"Flashdance...What A Feeling"

**BREAKER April 8**

From The Double Platinum 'FLASHDANCE' LP



SHIPPING JUNE 22

## DONNA SUMMER

"She Works Hard For The Money"

**BREAKER June 3**

From The Album 'SHE WORKS HARD FOR THE MONEY'



SHIPPING JUNE 22

## BEE GEES

"The Woman In You"

**BREAKER May 20**

From The Album 'STAYING ALIVE' The Movie Opens JULY 15



## MICHAEL SEMBELLO

"Maniac"

**BREAKER June 17**

From The Double Platinum 'FLASHDANCE' LP



## DEF LEPPARD

"Photograph"

**BREAKER April 8**

From The Double Platinum Plus Album 'PYROMANIA'



SOON TO  
BE BREAKERS

## DEF LEPPARD "Rock Of Ages"

NEW & ACTIVE 132/19 From The Double Platinum Plus Album 'PYROMANIA'



## MARTIN BRILEY "The Salt In My Tears"

NEW & ACTIVE 110/16 From The Album 'ONE NIGHT WITH A STRANGER'



# POLYGRAM'S SUPERSTAR SUMMER

Manufactured & Marketed by  
PolyGram Records

# Networks/Program Suppliers

## PEOPLE

Continued from Page 8

● **Michael Vaughn**, formerly President, now assumes the Chairman of the Board post for all divisions of **London Wavelength**. VP/Radio **Don Eberle** moves up to President for both radio and television. Hollywood-based **Jon Sargent Productions** continues to handle all post-production for **BBC/London Wavelength**.

● **Rob Battles** is tapped as Manager/Promotion for the **ABC Radio Networks**. Prior to this, he served as Assistant Director, Advertising and Promotion for **WPLJ/New York**. At the **Direction Network**, **Cathleen Pratt** is upped from Administrator to Manager, Station Relations.

● **John Kane** has been promoted to account executive at **United Stations**. He had previously held the Manager/Station Clearance post. In related activity, **Suzanne Berg** joins the network as Technical Producer. And **Stan Martin** has been chosen as host of "Solid Gold Country," the latest addition to **United Stations'** program lineup. The weekly, three-hour show, which examines the connections between country music past and present, premieres in September. Martin was a member of the original **WHN/New York** country airstaff. Also, **WNBC/New York's** **Don Imus** is the

announcer of the net's "Daryl Hall & John Oates: Golden Decade" special on the Fourth of July.

● **Patrick Piper** appointed Senior News Producer for **Mutual News**. He first joined the net in 1981 as a tape editor, later promoted to his most recent post as morning charge editor. In other network news, former **KIIS/Los Angeles** personality **Bruce Phillip Miller** has been chosen as host of the "Dick Clark Presents Our Summer Love" music special, slated to air August 6-7.

● **WWKS (KS107-FM)/Pittsburgh** personality **Steve Granato** is host of "The Hot 30," an Adult/Contemporary countdown debuting July 2. The series is produced by **Creative Syndications, Inc.**

● **Seymour Miles** named account executive for **Westwood One**. He comes aboard after five and a half years in account management at **Grey Advertising**. Based in the firm's New York office, Miles will work with VP/Sales **Ron Hartenbaum**.

● **Orange Productions, Inc.**, which features "Sounds of Sinatra," "Auto Show," and "Music Machine," is now located at 105 Forrest Avenue, Narberth, PA 19072; (215) 667-8620. Principals are **Lita Cohen** and **Sid Mark**.

# Pro:Motions

## Burbach Promotes Two

**Bill Shannon** has been upped to VP/Operations for **Burbach Broadcasting Company**. Prior to this promotion, he had been overseeing the programming of the firm's five radio properties. In addition, **Howard Nemenz** has been promoted from General Sales Manager to GM of Burbach's **WCCK (K-104) & WEYZ/Erie**.

## Sedota New WGSN & WNMB GM

**Matt Sedota** moves up to General Manager of **WGSN & WNMB/North Myrtle Beach, SC**. Previously affiliated with former **WDOE/Dunkirk, NY** owner **Lake Shore Broadcasting, Inc.**, Sedota assisted with WGSN's April News/Talk debut.

## Bresnahan Takes WLTT GSM Post

**Tom Bresnahan** has been named General Sales Manager of **WLTT/Washington, DC**. He assumes the newly-created post following a seven-year stint with the station's sales department.



Tom Bresnahan

## IRTS Elects Officers

**Ralph Baruch**, Chairman/CEO of **Viacom International**, succeeds **Ave Butensky** as President of the **International Radio and Television Society (IRTS)**. **Warner Bros. Television** Executive VP **Edward Bleier** has been named First VP of the organization. Rounding out the list of newly-elected officers are: **Eleanor Applewhaite, CBS**; **Mark Cohen, ABC**; and **James Greenwald, Katz** as VPs; **Jerome Boros** as Secretary, and **Alan Griffith** as Treasurer.

## Atlantic Elevates Moran

**Linda Moran** has been promoted to Assistant VP of **Atlantic Records**. She retains her duties as Executive Assistant to Vice Chairman **Sheldon Vogel** and will continue to assist **Ted Jaffe**, consultant to Atlantic and **Warner Communications, Inc.** Moran first joined the label in 1970.



Linda Moran

## Brown Named VP/GM At WIRL & WSWT

**Ken Brown** has been appointed VP/GM of **WIRL & WSWT/Peoria**. He most recently held a similar position at sister **Mid America Media** stations **WQUA/Moline, IL** and **KRVR/Davenport**.

## WMBM & WWWL Taps Two

**WMBM & WWWL (Love 94)/Miami** General Sales Manager **Steve Avellone** adds National Sales Manager duties. He's been with the stations for seven years. In other related activity, television account executive **Nick Carrera** joins the stations as Regional Sales Manager.

## WB Appoints Crawford

**Kent Crawford** assumes the post of National Sales Manager/Albums for **Warner Bros. Records**. Prior to this appointment, Crawford served as Assistant to the label's VP/Sales. He first joined WB in 1972 as a Denver area local promotion manager, then held regional marketing manager posts for the label in Boston and Los Angeles.



Kent Crawford



**JUST MY IMAGINATION** — During a recent New York visit, MCA's Imagination dropped by the National Black Network for an interview. Pictured at the session are (l-r, sitting) group's Ashley Ingram and Errol Kennedy; (l-r, standing) group's Lee John, MCA's Michael Halley, and NBN's Ed Castlebury.

"... the most aggressive, fun and 'today' sounding jingles I've heard!"

- Buddy Scott  
Program Director  
WBBM-FM Chicago

# AIRPOWER

The newest, most high-flying jingles for Top 40/CHR, from the company with the best flight record around!

HEAR THE DEMO ...

Call Janie Autz collect 214/634-8511.

Blow your competition out of the skies.

**TM**  
Productions

**ZERO TO SIXTY REDEFINES THE PRODUCTION LIBRARY**



**AND THE RESULT IS BEYOND WORDS!**

*syntrax, n. in radio resonance.*  
*syntractrix, n. the locus of a point on the tangent to a tractrix, which divides the constant line into parts of a determined length.*  
*syntrax, n. (Dallas) 1. the first all electronic production library to break the price barrier. See synthesizer, see economical, hear great production support. 2. commercial length cuts, short staggers, and all the laser zaps, beeps, and bops you'll ever need. 3. created and performed by synthesists responsible for the development of music for ad agencies and broadcasters coast to coast. adj. 1. the producer said, "it's got to be the best spot ever. Use a Syntrax cut." 4. over 100 cuts for just \$159 (average of less than \$1.30 per cut!) 5. an economical, effective production support tool. Designed for use, priced to own. (editor's note: sounds so good it's hard to describe in words.)*  
*syntropic, syntropical, a. (syn-, and Gr. trepein, to turn.) turning or pointing in the same direction;*

To truly appreciate this accomplishment, you must hear **SYNTRAX**. Send for your three record set today. Or, for more information, call or write for the **SYNTRAX** demo.

Please send me \_\_\_\_\_ Syntrax libraries (a \$159 each plus \$3 postage & handling (Texas residents add 5% sales tax) Checks or Money Orders only. Allow 4 to 6 weeks delivery.

**ZERO TO SIXTY**  
15080 Beltwood Parkway East Suite 108  
Dallas, Texas 75234  
Telephone: 214/934-3116



**AND COMING SOON FOR HALLOWEEN . . . PUMPKIN RADIO!™**



# Tips For Analyzing Your Arbitron Report

Welcome to the twilight zone. Yes, it's that time between the end of the all-important spring Arbitron sweep in over 200 markets and the date when you'll find out how your station did in the numbers. When you finally take a look at your Arbitron estimates, you might feel that they resemble science fiction more than reality — but how can you analyze your book to find out what happened?

Glad you asked. The best thing to do is to go to Laurel, MD and look at your market's diaries at Arbitron's Client Service Department. However, failing that, there are some steps you can take, just by delving into three pages of your Arbitron, that can offer excellent insight. Let's look at these key Pages — 2, 3 and 5b — and see what they can tell you.

## Geographic Return

Page 2 of any Arbitron report deals with how the usable diaries were returned by sampling unit, usually counties. Here's an example of what that page looks like, taken from the Washington, DC market report for the winter '83 survey.

## Population Estimates and Tabulated Diaries by Sampling Unit

Estimated Area Population	In-Tab	Counties	State
MTA 405,800	380	DIST OF COLUMBIA HDB	DC
MTA 118,900	58	DIST OF COLUMBIA NON	DC
MTA 505,000	418	MONTGOMERY	MD
MTA 553,200	389	FAIRFAX	VA
MTA 56,900	30	LOUDOUN	VA
MTA 142,600	98	PRINCE WILLIAM	VA
MTA 550,000	442	PRINCE GEORGES	MD
MTA 219,900	146	ARLINGTON	VA
MTA 63,900	88	CHARLES	MD

Not only is the geographic return information useful for each book (giving you a clue regarding the areas that were key in the sweep), but it's especially valuable when trended. I'd suggest trending compared to the previous report for your market, and compared to the same book from one year ago (this will be the same book in markets surveyed just once annually). The trending shows how much fluctuation, if any, there is in diary return by county or sampling unit, which in itself can help explain some ratings variances.

As you might expect, the more diaries returned from a sampling unit, the better the quality of the estimates of listening in that area. As a result, stations with particular signal patterns, or with appeal in certain portions of the metro geography, might have their numbers helped/hurt, depending on the diary count by geography. With the impact of Differential Survey Treatment (DST) for blacks and Hispanics in the last few

surveys, it will be important to trend the return from High Density Areas in markets that have notable ethnic populace. Don't be surprised if you see changes in the returned diary levels in those portions of markets.

## Demographic Return

In my mind Page 3 is probably like an X-ray of a market report. Perhaps the most useful aspect of that page is the sample distribution by demo and gender. As you can see below, there are population estimates broken out for each demo, followed by a figure that indicates what percentage of the 12+ metro population comes from that demo. The key figure is to the right, namely the "unweighted in-tab" figure. This percentage number tells you what proportion of the total metro usable diaries came back from each demo.

In the Washington example seen here,

## Population Estimates and Sample Distribution by Sex-Age Group

### Metro Survey Area

		Estimated Population	Estimated Population as Percent of Tot. Persons 12+	Percent of Unweighted In-Tab Sample	Percent of Weighted In-Tab Sample
Men	18-24	192,800	7.4	5.1	7.4
Men	25-34	300,100	11.5	11.3	11.5
Men	35-44	235,800	9.0	8.6	9.0
Men	45-49	79,400	3.0	2.6	3.0
Men	50-54	74,400	2.9	2.8	2.9
Men	55-64	123,500	4.7	4.8	4.7
Men	65+	88,100	3.4	3.5	3.4
Women	18-24	200,600	7.7	8.4	7.7
Women	25-34	323,500	12.4	13.8	12.4
Women	35-44	243,300	9.3	10.2	9.3
Women	45-49	82,500	3.2	2.7	3.2
Women	50-54	74,700	2.9	3.4	2.9
Women	55-64	139,800	5.4	5.9	5.4
Women	65+	149,700	5.7	4.9	5.7
Teens	12-17	302,000	11.6	12.1	11.6
Total Persons	12+	2,610,200			
Men	18+	1,094,100			
Women	18+	1,214,100			
Adults	18+	2,308,200			

the men 18-24 cell is an interesting one to look at. According to Market Statistics, Inc., the young men in the DC metro number approximately 192,800, comprising about 7.4% of the total metro populace. However, Arbitron was able to get only about 5.1% of the total metro diary count back from men 18-24 — a 31% shortfall compared to what was desired in that cell. Those diaries are then weighted up to represent the goal of 7.4%.

Since Page 3 tells you how many usa-

## Week In Review

### Birch Adds Chicago Office

According to Tom Birch, the Birch Radio ratings service will open a Chicago office July 1, allowing the company "to better serve our growing list of broadcast and agency clients in the Midwest." The new office will be headed by Rick Dames, previously GM of KLOZ/El Paso. Dames will serve as Midwest Regional Sales Manager.

Two other personnel have been added to the Birch roster. Gary Kabot, previously with the Arthur Young accounting firm for 10 years, will become Vice President/Chief Financial Officer for the ratings firm. In a client service vein, Beth Tuohy, recently with Selcom in Dallas, joins Birch as Advertiser/Agency Sales Representative, based in the Birch Dallas office.

ble diaries were returned in your metro, the unweighted in-tab data can provide you some valuable hints as to what happened in the book. In the DC case there were 2087 usable diaries — thus there were approximately 106 diaries returned and used for men 18-24 (2087 x 5.1% = 106). How does this compare with previous sweeps? How did Arbitron do in other demos — did it have another shortfall or was there an overabundance returned? You can tell when the unweighted percentage is higher than that for the estimated percent of population. In DC, women 25-34 were well represented, since Arbitron retrieved more diaries (13.8% of the total) than it wanted (12.4%).

The demos that suffer significant shortfalls are poorly surveyed, and stations or formats that appeal to those audiences are likely to see their numbers vary from book to book, depending on the quality of the diary return in the key cell. Stations with female appeal, or which target older demos, aren't subject to such wide swings in diary return and ratings reliability. Thus, when you get your book, look at the diary return corner of Page 3 — and trend the figures. You'll be surprised how much correla-

work together. Look at the example here from DC.

## Special Notices and Station Activities

306 METRO BLACK IN-TAB: HDBA  
215 METRO BLACK IN-TAB: OUTSIDE HDBA  
521 TOTAL METRO BLACK IN-TAB

ETHNIC WEIGHTING HAS BEEN APPLIED IN THE METRO SURVEY AREA TO PROPORTIONATELY PROJECT THE SAMPLE TO REPRESENT THE BLACK POPULATION AT 26.5%.

ARBITRON HAS IMPLEMENTED THE ESF TECHNIQUE IN THE METRO SURVEY AREA OF ALL MARKETS AND ESTIMATES THE PERCENT OF METRO HOUSEHOLDS UNAVAILABLE IN TELEPHONE DIRECTORIES SUPPLIED BY METROMAIL ADVERTISING COMPANY TO BE:

MARKET	PERCENT OF METRO HOUSEHOLDS
WASHINGTON, DC	36.7

We can see that Arbitron estimates about 26.5% of the Washington metro populace is black. We also know that 521 black diaries were returned in a usable fashion. From Page 3 we know that there were 2087 metro diaries, so we can figure that 521 is almost 25% of that metro number. Thus, on an overall metro basis Arbitron did a good job of getting back the right amount of diaries from blacks. You can do the same math for your market report, and be sure to trend the percentages to see how they might vary and how that might explain some fluctuations seen in the estimates.

As for ESF, in the DC area Arbitron figures that 36.7% of the metro sample lives in homes with non-listed phones. Turning again to Page 3, we can tell that just above the metro in-tab total is the ESF total — in this instance 677 diaries. That comes to 32.7% of the total metro diaries, meaning that Arbitron was a little short in getting back booklets from those ESF folks. Since ESF individuals have different listening patterns — they may be young males who love AOR, or they may be ethnics, or older affluent people who prefer Easy Listening or Classical — much rides on the quality of ESF return book to book. Check the data for your market when you get your report in the next few weeks. Keep in mind that the ESF percentage shown on Page 5b will vary from market to market, and that the ESF in-tab total shown near the bottom of Page 3 will change from survey to survey. That's why trending takes on more importance — is Arbitron getting back more ESF diaries in the last few books? That might help explain why the local AOR has seen its numbers improving.

These are just some highlight tips that can help you pry useful information out of your spring Arbitron. However, if you can master the sales and programming implications of Pages 2, 3, and 5b, you'll be way ahead of the competition in understanding — and succeeding in — the Arbitron derby. Good luck!



NBC Radio's Young Adult Network

# GREG KIHN BAND. LIVE. ON RADIO.



## KIHNDEPENDENCE DAY!

### The Kihn Classics

"The Break-Up Song"  
"Testify"  
"Happy Man"  
"Valerie"

### Plus Their Latest

"Jeopardy"  
"Fascination"  
"Tear That City Down"  
From their latest LP  
"Kihnspiracy" on  
Beserkley Records

### Monday, July 4

Broadcast live via satellite.  
Call your favorite rock station  
for details

Produced exclusively  
for The Source by  
Starfleet Blair Inc.



Brought to you, in part, by Clarion Car Stereos and Levi's

# JACKSON BROWNE

## "Lawyers In Love"

7-69826  
Produced by Jackson Browne  
and Greg Ladanyi

On Your Desk  
Friday,  
June 24th.



© 1983 Elektra/Asylum Records • A Warner Communications Co.

### WYOR

Continued from Page 1  
lotte, and WEZR/Washington  
three weeks ago (R&R 6-3).

Goldmark, who has been running his own radio brokerage and private cable TV companies for the past year, previously spent two years as GM at WRKO/Boston. Before that, he worked three years as GSM at WXLO/New York (now WRKS). Goldmark stated, "I'm real excited about creating a station from scratch. EZ is an aggressive company, and I think we'll be the only true A/C. in the Miami-Fort Lauderdale market."

Commenting on Moen's appointment, Vallie said, "We're very proud John is joining us. It's great to be able to get someone as broad-minded and experienced as he is. There was an immediate chemistry between us."

Before joining WYOR, Moen served over seven years with United Broadcasting, three as National PD, 2½ as OM at WOOK/Washington, and two more programming WLPL/Baltimore (now WYST). Moen told R&R, "I owe a tremendous debt to (United Executive VP/Operations) Bill Parris and (President) Jerry Hroblak. But I can't tell you how excited I am

about going to Miami. I truly look forward to working with Chuck Goldmark and Dan Vallie. Instead of covering nine different metros with a variety of formats, I'll enjoy focusing all of my energy and knowledge on one station and one market."

### Gladden

Continued from Page 1  
tion has moved to the top of the marketplace. Understanding arrangements with (KUPD GM) Bob Melton make it possible to continue our growth." Gladden starts his new position July 1.

### E/A's Yello Fellows



Dedicated to promoting Yello's "I Love You" single, the Elektra/Asylum promotion team members proved they'd go to the point of dyeing for the record and even beyond. Pictured in appropriate garments and in some cases newly-dyed "yello" hair are (l-r standing) E/A VPs Dave Urso and Mike Bone and label's Robyn Kravitz, Roger Smith, Mona Moore, and Denny Mosesman; (kneeling) E/A's Ray Gmeiner.

### ASCAP Honors Toto



Toto won ASCAP's Golden Note Award for outstanding musical achievements at a recent cocktail reception in L.A. Pictured (l-r) are group's Michael and Steve Porcaro and Steve Lukather, ASCAP President Hal David, and group's Jeff Porcaro, Bobby Kimball, and David Paich.

### PolyGram Follows Lita



Mercury/PolyGram's Lita Ford recently played at the Country Club in Los Angeles. Pictured after the show are (l-r) PolyGram's Jack Lombardo, manager Alan Kovac, PolyGram's Gary Cruse, Ford (foreground), PolyGram VP Jeff Sydney, and PolyGram's Steve Heldt, Gregg Miller, Rooth Blackman, and Kenny Hamlin.

Communication  
Graphics inc

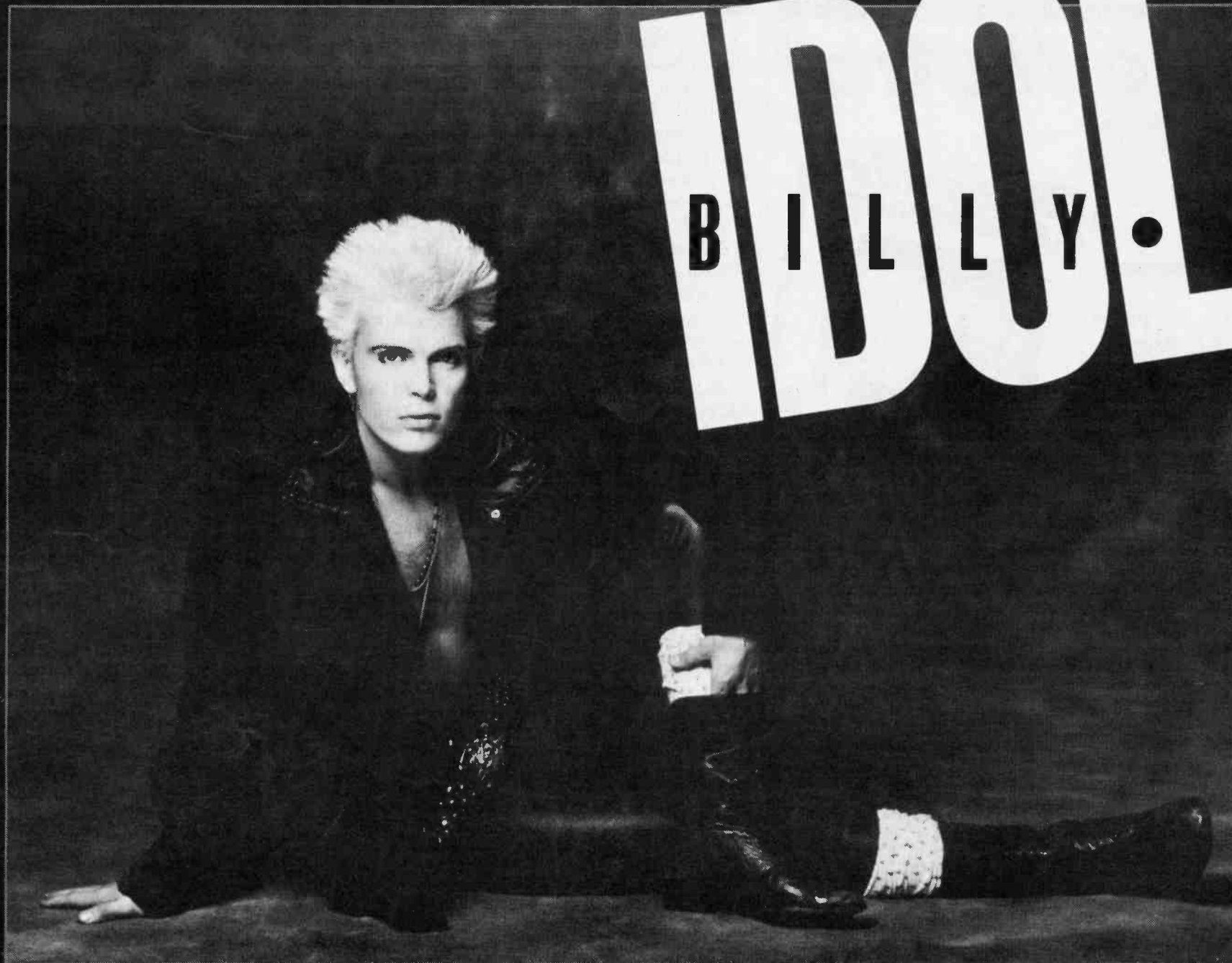
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# White Wedding

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"BILLY IDOL"  
Featuring "Hot In The City"  
and "White Wedding"



**Chrysalis**  
Records & Cassettes

Produced by Keith Forsey

# BERLIN

## "The Metro"

7-29638

From the Geffen LP  
PLEASURE VICTIM

GHS 2036



Produced by  
Daniel R. Van Patten  
for M.A.O. Records

- WXKS-FM deb 35
- WPHD 35-31
- PRO-FM add
- WABX 16-14
- WHYT add
- WLOL-FM add
- KEARTH 25-22
- XTRA 22-17
- KNBQ add
- K104 24-19
- WNFY add
- KSET-FM 11-7
- WKDD add
- WHOT add
- WFBG add
- WKHI add
- WGLF add
- KYTN 20-16
- WNYS on
- WCAU-FM 34-32
- 79Q on
- KFI on
- KFRC on
- WOKI deb 39
- WRVQ 36-33
- WZZR 22-20
- OK100 28-24
- 95XIL 27-25
- WJBQ 31

- 99KG 40-36
- KCBN 25
- WROR on
- WRCK on
- KZFM on
- KBFM on
- KROK on
- WSEZ on
- WNAM on
- KYNO-FM on
- KQMQ on
- WGUY on
- WOMP-FM 32
- WERZ on
- 13FEA on
- KQIZ-FM on
- WISE on
- WJAD on
- KILE on
- Q101 on
- WBWB on
- KFMZ on
- KCDQ on
- KBIM on

**CHR NEW & ACTIVE**



MANUFACTURED BY WARNER BROS. RECORDS INC.



# STREET TALK

The Marines haven't even landed yet and already New York programmers are getting nervous about Malrite's soon-to-be WHTZ. Who will be the PD? Intensive interviews have been taking place over the past two weeks, and we hear that Malrite Programming VP John Chaffee and new station GM Dean Thacker have the candidate list narrowed down to two, both of whom currently work for the same company in different markets. Look for a firm offer to one of them by next week.

Who will buy GE's KFOG/San Francisco? Street Talk says Susquehanna will announce it's spinning off one of its 14 stations (WLQR/Toledo) in order to buy the AOR outlet. The deal, when consummated, will put GE out of the radio business, the chain having successfully sold all eight of its stations.

Just what's going on at Boardwalk Records? Depending on who you talk to, things are either very much in transition or it's business as usual. Rumors have President Bruce Bird exiting, the company being sold, or quietly closing up shop. However, nothing is confirmed and it may be another week or so until any of this is dignified with an official answer. For now, the company is still operating.

Will Rick Carroll's Rock Of The '80s format travel successfully? We'll all find out soon. The consultant has signed his first overseas client: 2SM/Sydney, Australia will convert to the new music format shortly.

RCA Records may have a new Director of National Album Promotion. The name we hear as a replacement for Bill McGathy, who departed the post months ago, is Alan Wolmark, currently Associate Director of National Album Promotion for Atlantic.

WWSH/Philadelphia is now without a PD, as Jack Acuff has departed.

Bill Pottle, 48, all-night personality at KABL/San Francisco, died June 11 of cancer. Bill, who is survived by his wife and four children, was a member of the KABL staff for 18 years.

Last weekend, WQLS/Cleveland, TN (Chattanooga) switched calls to WUSY and formats to Country. The new station identity is US-101.

Q105/Tampa's new MD is Diana Thomas. She replaces Pat McKay, who's hosting a local TV show as well as his Q105 air-shift.

Former KHTZ/Los Angeles PD Jim Conlee is looking for a new programming opportunity. He can be reached at (213) 708-1290.

No, it wasn't a ploy by other stations to keep WCZY/Detroit morning man Dick Purtan off the air, but the effect was the same. Seems Purtan, many other WCZY staffers, and about 200 members of the public were laid low by food poisoning contracted at a gathering held in conjunction with the recent Detroit Grand Prix. Purtan and the others were hospitalized with salmonella, but Dick is now back on the air — minus 15 pounds!

Speaking of morning men . . . All of us at R&R send along get-well wishes to the legendary KSSK/Honolulu drivetime dominator Aku, who's home recuperating following surgery to remove one of his lungs. He's expected back on the air in a few weeks.

Sandy Neri, longtime GM at WCRO/Johnstown, PA, has moved across town to the GM's post at WJNL-AM & FM. WCRO staffer Mike Farrow leaves with Sandy to become WJNL's PD and morning man.

Gene King, 71, former PD of WOR/New York, WCBS/New York, and the Voice of America, died last week in Washington, DC. In recent years he was best known as the voice of the Better Business Bureau PSAs heard on hundreds of stations coast-to-coast.

How about a commuter marriage? B97/New Orleans has hired Rasa Kaye as News Director. Rasa was morning news anchor and meteorologist at WABC/New York and (still is) wife of Ross Britain, half of WABC's morning team. According to B97 PD Nick Bazoo, the couple will meet each weekend, alternating between the Big Apple and the Crescent City.

KKXX/Bakersfield MD Scott Marcus has accepted the position of PD at KFMI & KATA/Eureka. As founder of the Small Market Association of Radio Talent (SMART), Scott is returning to his roots. KKXX has tapped Dave Kamper as Scott's replacement.

Word out of Detroit is that WHYT PD/morning man Lee Malcolm has resigned to pursue interests outside of radio, but will stay on until a replacement is named by Station Manager Maureen Hathaway. Interested parties should contact her as soon as possible.

KMGG/Los Angeles afternoon driver Pat Garrett is out of work. Pat can be reached at (714) 594-7191. Replacing Pat in Magic's afternoon show is Jeff Serr, promoted from middays.

Stork Stops: Tom Graye, Operations Manager of WROK & WZOK/Rockford, and his wife Linda are the proud parents of new baby girl Kelly Ann, who arrived June 14 . . . Congrats to KEYN/Wichita PD Ron Eric Taylor and wife Kitty Malone, Operations Manager of the Kansas Information Network, on the birth of twin girls Erika and Allison (6-7).

Looking for all the glamor and prestige the radio business can offer? Want to work horrible hours for very little pay? KIIS/Los Angeles morning maniac Rick Dees is seeking a producer for his AM drive program. You've got to get up early, work hard, and not eat very much, but it could be some laughs. Contact Rick at KIIS. Incidentally, Rick's last producer Dave Lipgloss is now selling Avon in El Salvador.

Congratulations to WMAQ/Chicago morning man Charlie O'Neal and former WMAQ MD Suzanne Benson. The couple was married in the Windy City June 18.

Also married in Chicago, WFYR morning man Stu Collins and Margaret Faulkner. They tied the knot June 1.

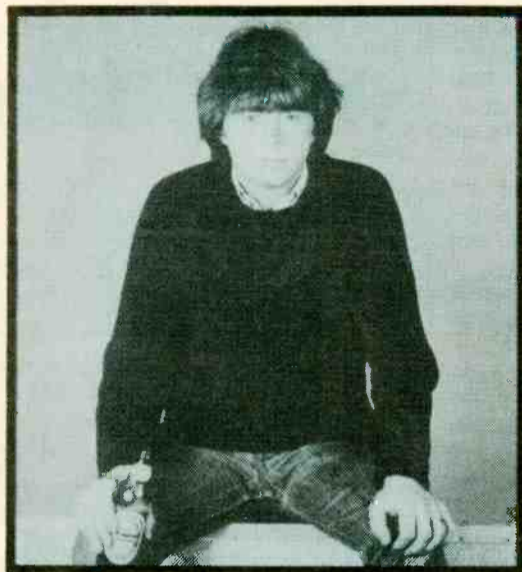
When was the last time an AM station with a Zero share changed formats . . . and all 3 local network-affiliate TV stations covered it as a news story (with 2-minute reports at 5, 6, and 10PM)?  
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**index research** **Todd Wallace**  
**associates**



# THE ROCK & ROLL IS HOT AT COLUMBIA AND IS GETTING HOTTER!

## DAVE EDMUNDS "SLIPPING AWAY"



### CHR NEW & ACTIVE

#### 127 STATIONS STRONG!

##### INCLUDING:

WXKS-FM 20-17	WGCL 26-24	KSET-FM add	KOZE add	KBFM 19-17
WBEN-FM add 38	WABX 39	WZYP add	B104 on	WNAM 20-14
WPHD 17-15	KHTR 25	FM100 add	WHYT on	KSKD 25-20
WCAU-FM 31-28	WLOL-FM 31-28	WNVZ add	Q103 on	KYYX 23-20
KAFM deb 31	KIMN deb 40	WRVQ add	KCNR on	WGUY 24-18
WBBM-FM add 36	KFI add	WZPL add	XTRA on	WIGY 21-19
WKQX add	KIQQ deb 38	KEYN-FM add	KYUU on	WERZ 16-12
WLS-FM add	KMJK 19-18	KRSP add	WPST 17-15	WYKS 15-13
Q102 26-23	KNBQ 34-30	Q104 add	WSSX 27-23	WBWB 24-19
		KKAZ add	WOKI 24-18	KFMZ 20-10
				KKRC 16

GINGER HAVLET — KADE/BOULDER "Just added, seems to do everything but slip away. It's a fun, kickin' summertime record that's rock 'n' roll plus!"

MIKE LOWE — CK101/COCOA BEACH "Phones now kicking in . . . sounds great on the radio."

GREG SWEDBERG — WLOL/MINNEAPOLIS "In addition to sounding great, research is awesome across the board."

DOUG CLIFTON — KBCO/BOULDER "Jeff Lynne's production on 'SLIPPING AWAY' adds a spark to Dave Edmunds on the album."

PAUL CHRISTY — WABX/DETROIT "If you're smart, you won't let this one slip away!"

RUSS DANA — WHTT/BOSTON "Strong 12-24, both M/F, expecting 25-34. Great summertime rock 'n' roll record."

BRIAN SARGENT — KX104/NASHVILLE "Production makes for a great summertime record."

## RED ROCKERS "CHINA"



### CHR NEW & ACTIVE

WXKS-FM 35-31	WERZ add 38	WSSX 22	KSKD deb 36
WPHD 29-24	WKHI add	WOKI deb 37	WIGY deb 39
WCAU-FM 25	KGHO add	KBFM 34	WJBQ deb 39
WABX 29	WNYS	KRGV deb 30	KQIZ-FM 28
WLOL-FM deb 40	PRO-FM	WTIX 35-31	WYKS 26-22
KMJK 8-7	Q103	WSEZ 37	WHSL 30-21
XTRA deb 30	KNBQ	KMGK 38-36	WBWB 35-30
WLAN-FM add	WHTT 29-26	WZZR 11-6	KFMZ 27-25
WRVQ add	WKFM 37-33	WJXQ 24	KYTN 29-25
WZPL add	WPST deb 40	WVIC 21	
KYYX 8-6	WRCK 30-27	K107 39	
WIKZ add	KZZB deb 40	WHOT 33	



GREG SWEDBERG — WLOL/MINNEAPOLIS "'CHINA' sounds great on the air . . . constant requests. Perfect for MA stations."

DAN KELLEY — WYDD/PITTSBURGH "Strong in callouts . . . growing in sales . . . #27 - #21 this week . . . RED ROCKERS burning up Pittsburgh!"

PAUL CHRISTY — WABX/DETROIT "We're rockin' this one all the way to 'CHINA' . . . Once you hear it you'll crank your radio all the way up to 10!"

ELVIN ICHIYAMA — KYYX/SEATTLE "'CHINA' has been a smash here since we started playing it . . . RED ROCKERS has great potential."

RUSS DANA — WHTT/BOSTON "Our pick hit of the week . . . Playing in heavy rotation . . . #44 - #20 on our playlist this week."

BRIAN SARGENT — KX104/NASHVILLE "'CHINA' . . . play it once and an hour later you'll want to play it again."

# ...MORE DIRECT HITS FROM COLUMBIA RECORDS



# On The Records



KEN BARNES

## Mysterious Pasts Of The Stars

I've always found it both enjoyable and useful to accumulate intriguing information on artists' earlier career moves. Sometimes an early venture seems wildly out of sync with later developments, and that obscure information can be useful in interviews to get an artist to perk up his attention. An innocent question to **Kenny Loggins** about his days touring with the road version of the **Electric Prunes**, for instance, might make a big difference in your interview . . . in fact, it might wrap it up then and there. (It is true, by the way.)

The Country charts are always a good place to ferret out data of that nature — country music careers tend to last a while and the rock-to-country career crossover is common. You probably remember **Dan Seals** from his days as half of **England Dan & John Ford Coley**, or as the brother of **Jim Seals** and **Crofts** fame. But before teaming up with Coley, Dan was part of a Texas band called **Southwest FOB**, whose "Smell of Incense" was one of the 1968's most memorable psychedelic chartbusters.

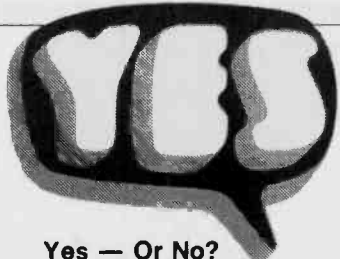
**Michael Murphey** had a No. 2 pop hit with "Wildfire" in 1975, but in 1967 he was almost a teen idol. He and partner **Boomer Castleman** were signed to the same label as the **Monkees** (**Colgems**), and were decked out in Western nouveau fur trapper ensembles and christened the **Lewis & Clarke Expedition** (Michael was Lewis). Only a lack of hits prevented their following in the Monkees' footsteps, but Michael did write a song or two for the Monkees along the way.



With 16-year-old **Johnny Gill**'s Cotillion single "Super Love" a **Black Radio Breaker**, can a duet with similarly-youthful labelmate **Stacy Lattisaw** be far behind?

When **Donnie Iris**'s new album "Fortune 410" came out a few weeks back, I was curious about the title — I knew Donnie had been successful, but I didn't think he'd made it to No. 410 on *Fortune* magazine's list of the top 500 companies in America. But according to a rather fanciful **MCA** communique, "Fortune 410" is the designation in the optometry trade for Donnie's trademark style of box-frame eyeglasses.

**Ken Barnes**, besides being **R&R**'s co-Executive Editor, is an incorrigible record collector and music archivist who has been published in **Playboy**, the **Los Angeles Times**, **Rolling Stone**, **Phonograph Record**, and numerous music history publications.



Yes — Or No?

A new incarnation of **Yes** appears to be forming. Founding **Yes** bassist **Chris Squire** and longtime drummer **Alan White** started working with South African guitarist **Trevor Rabin** (who has a couple of solo albums and one with a band called **Rabbitt** to his credit), and **Yes**'s lead vocalist **Jon Anderson** joined the lineup. Producing the sessions is **Trevor Horn**, briefly the singer for the last version of **Yes** and later the producer of **ABC** and **Malcolm McLaren**. And **Yes**'s original keyboard player **Tony Kaye** is also on the album, but some doubt exists about his fulltime status. Some doubt also exists as to whether the band will call itself **Yes**, as that decision will probably be made by the group's former manager.

## Checklist For The New British Invasion

British "new music" artists are making serious inroads on American playlists. That's certainly not news, but the extent of the invasion is pretty surprising. UK new music artists of relatively recent vintage make up 25% of the **CHR Top 40** and 22% of the top 40 albums (and that's not counting **Def Leppard**, **Iron Maiden**, and **Marillion**, new groups working in more traditional styles). With the bewildering onrush of new artists in mind, following are brief entries on some of the principals in the second British Invasion. More next week.

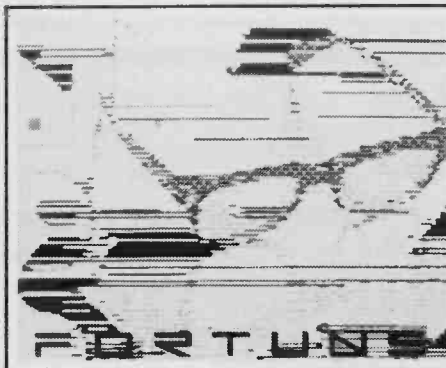
■ **A FLOCK OF SEAGULLS**: Took their name from U.S. best-seller "Jonathan Livingston Seagull," also a source of inspiration for **Neil Diamond**. Singer **Mike Score** is apparently so inspired by gulls that he's fashioned his coiffure to resemble the species closely. Early records produced by **Bill Nelson**, former leader of **Be Bop Deluxe**.

■ **CULTURE CLUB**: "I'll Tumble 4 Ya" is their third American single, but they've had five in England, including two tracks on the album that didn't make much noise, and their latest, the Motown-styled "Church Of The Poison Mind," still unreleased in this country. **Boy George** is turning into a popular all-around family entertainer in his homeland, where outrage at his appearance has apparently died down.

■ **THOMAS DOLBY**: This former **Foreigner** and **Lene Lovich** sideman/songwriter has had six singles out in England, of which his new American release, "Europa & The Pirate Twins," was the second. He's also recorded under group names like the **Fallout Club**. Along with the **Fixx** and **Naked Eyes**, he's been more successful in the U.S. than in his native country.



■ **DURAN DURAN**: Their original intent was to combine rock & roll with disco, and they've ended up worldwide pop idols. "Is There Something I Should Know" is their most recent release (their eighth UK single), but it's been added to their first album for America. The group's moniker comes from a character in the **Jane Fonda** sci-fi romp "Barbarella." (They did *not* name themselves after two Panamanian boxers.)



"Solid Gold" for the week of June 24 stars **Bryan Adams**, **Dexys Midnight Runners**, **Jose Feliciano**, **Crystal Gayle**, **Kool & the Gang**, **Night Ranger**, and **June Pointer** . . . **Dave Edmunds** is the guest on "American Bandstand" June 25 . . . "Rock 'N Roll Tonite" stars **Al Kooper**, **John Mayall**, **Night Ranger**, and **Ultra-vox** the weekend of June 25 . . . **Queen** appear on a rerun "Saturday Night Live" June 25 . . . **Dotie West's Showtime** concert concludes its June run on the 26th and 30th.

## RR 5 Years Ago Today



Bonnie Simmons

**JACK CRAIGO UPPED TO SR. VP/GM AT COLUMBIA**: Paul Smith Sr. VP/GM, Marketing for CBS  
**KGBS/LOS ANGELES BECOMES KHTA**: AM sister TEN-Q switches to Country  
**BONNIE SIMMONS JOINS WB PROMOTION TEAM**: Abby Melamed new KSAN/San Francisco PD  
**NUMBER ONE FIVE YEARS AGO**: "Baker Street" — Gerry Rafferty (UA)  
**NUMBER ONE A/C**: "You Belong To Me" — Carly Simon (Elektra) (2nd week)  
**NUMBER ONE COUNTRY**: "It Only Hurts For A Little While" — Margo Smith (WB)  
**NUMBER ONE LP**: "Stranger In Town" — Bob Seger (Capitol) (4th week)

1983		JULY	
1-3	★	CONWAY TWITTY	
8-10	★	LACY J. DALTON	
15-17	★	ED BRUCE	
22-24	★	GARY MORRIS	
29-31	★	LEON EVERETTE	

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# THE WEEKLY COUNTRY MUSIC COUNTDOWN

The United Stations  
 AMERICA'S TARGET RADIO NETWORKS

New York • Detroit • Washington, D.C. • Los Angeles

# THE SOUNDS OF SUCCESS...FROM RCA RECORDS

One Of The  
MOST ADDED

## DIANA ROSS "Pieces Of Ice"

**CHR NEW & ACTIVE**

WCAU-FM add	WFMF add	WSEZ add	KILE add	KIQQ on	WJAD deb 39	WGUY
KAFM add	WCSC add	WNAM add	KVOL add	XTRA on	Z102 deb 35	WCIR
Q105 add 33	WBCY add	KMGK add 40	Q101 add	KFRC deb 37	99KG deb 39	WZYQ
Q103 add	CK101 add	WKFR add	WPFM add	WBBQ deb 40	WLAN-FM	WJBQ
KFI add	WNOK-FM add	KIKI add	WAEV add	KZZB deb 36	WKFM	WISE
KYUU add	WDOQ add	KLUC add	WSGF add	KITE deb 37	KSET-FM	KISR
WYCR add	WNFY add	KHOP add	WBWB add	WAMZ deb 30	WANS-FM	WFOX
WTIC-FM add 29	94TYX add	KSKD add	KOZE add	WJDX 38-32	WZYP	KNOE-FM
WKEE add	FM100 add 27	WIKZ add	KIST add	KBFM deb 32	WTIX	FM99
WSPK add	G100 add	WKHI add	B104 on	WHHY-FM deb 32	KROK	KENI
WPST add	KRGV add	95XIL add	94Q on	B97 deb 30	WHOT	KCDQ
WKRZ-FM add	KX104 add	WCGQ add	Z93 on	WNVZ deb 40	WQMQ	KDZA
Q106 add	WSFL add	WFLB add	WGCL deb 31	KYNO-FM 31-26		KBIM
KHFI add	KTFM add 36	Q104 add	WABX on	WFBG 40-34		

From The Soon-To-Be-Released Album "ROSS"



## TACO "Putting On The Ritz"

WKBW add	WNVZ add	KGHO add	WZYQ deb 39	KBBK
Z93 add	KROK add	CKGM 18	WFLB deb 39	WTSN
WABX add	KMGK add	WNBC 30-27	WSGF 36-31	WKHI
WLOL-FM add	WMEE add	CFTR 5	Z102 38-34	WISE
WTRY add	KJRB add	CHUM 8-4	KFYR deb 19	WXLK
WYCR add	13FEA add	Q105 33-31	KCBN deb 36	KWTO-FM
WKEE add	WJBQ add	KEARTH 26	79Q	KDZA
WBBQ add	KISR add	KFRC deb 38	KIQQ	
KSET-FM add	KKQV add	KUBE deb 25	KNBQ	
WANS-FM add	KYTN add	WHFM deb 35	WSPK	
Y103 add 27	KFMW add	WBCY deb 20	WCSC	
WSFL add	KENI add	KYYX deb 40	KIHK	

**CHR NEW & ACTIVE**

JUST RELEASED—His New Album "After Eight"

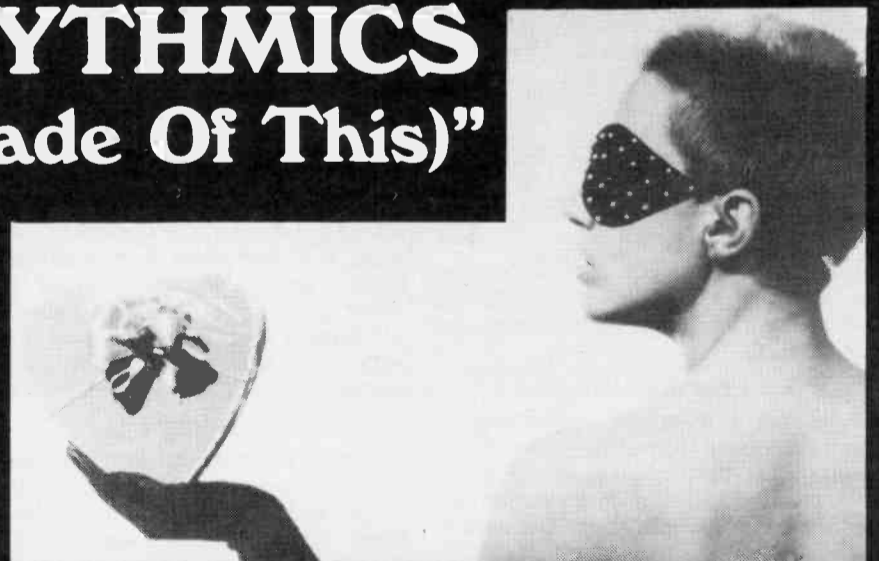
A/C Action: **A/C NEW & ACTIVE** #3 Most Added!

## EURYTHMICS "Sweet Dreams (Are Made Of This)"

CHR CHART: **21**

AOR ALBUMS: **30**

AOR TRACKS: **34**



On Your Desk This Week A New Remix Of  
**DOLLY PARTON'S "Potential New Boyfriend"**



# Contemporary Hit Radio



JOEL DENVER

## TIPS FROM THE PROS

# Getting The Most Out Of A Convention

**A**fter all these years, going to a convention is still an exciting experience for me. There are lots of meetings to attend, people to see, and information to absorb. This week Bobby Poe's "Pop Music Survey" convention is taking place in Atlanta, and before long NAB's "Radio Programming Conference '83" will be in session August 28-31 in San Francisco, and then it's the NRBA October 2-5 in New Orleans. For a programmer to attend all three of these conventions will require spending a nice chunk of the T&E budget. Does your GM see the value in spending the money to send you?

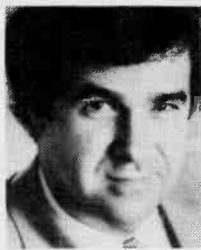
A few years ago conventions were common. As the economy tightened, people went to fewer conferences and the business of attending conventions became just that... business. While there's no doubt that conventions are a place to socialize, the most important aspect is to be able to learn something that will justify the dollars being spent to send you.

To generate ideas on how you make the most of the convention season and show your GM how valuable your attendance is at these sessions, I talked with some of the pros who have attended a number of these events over the years. They go each year because they've demonstrated to management that their attendance is worthwhile. Here's what they have to say.

### Z93/Atlanta PD John Young

John Young is one of the friendliest, most accessible major market PDs I know. His basic advice is, "Don't be afraid to walk over and talk to anybody you want to talk to. I remember when I was still in smaller markets and I'd see a 'name' in the business and be scared to go and say hello or ask a question.

"Newcomers to conventions will quickly learn that most of the other attendees are there to communicate as well. Years ago I remember walking up to Chuck Blore one time, and how kind and easy he was to talk to. Speaking for myself, it's fun to answer questions and share knowledge with people who want to learn."



John Young

### Peer Pressure Problems

John took aim at one of the biggest stumbling blocks to learning. "I think people are most intimidated to ask questions at a panel discussion. Most people are afraid to stand up in front of a couple hun-

"Most people are afraid to stand up in front of a couple hundred of their peers and ask something for fear of sounding dumb. It's important to realize that no question is a dumb question."

—John Young

"Bringing back information and then applying it in a beneficial manner to your own needs is the best way to show your GM that you've spent his money wisely."

—Jim Morrison

dred of their peers and ask something for fear of sounding dumb. It's important to realize that *no question is a dumb question*. Those people are on the panel to answer your questions. If the answer is too involved for the meeting, or you don't understand the answer, then ask that person to go into more detail *after* the meeting.

"Panelists can only make a panel discussion just so interesting without the proper feedback from the floor. No one in radio likes dead air, and sitting on a panel with a nonresponsive audience causes dead air. You'll get out of a panel discussion what you put into it. These panels are a chance to participate and learn, not lecture sessions.

"I would also advise that you don't change your personal routines too much. By that I mean don't stay up so late partying that you can't get up early enough to attend the meetings. It's real easy the first night at a convention to stay up half the night. I know, I've done it myself. If you come in with the attitude that you're there to socialize *and* learn, you'll walk away with some knowledge. It's tough to be disciplined, but it will pay off."

### Preplanning Pays Off

Many GMs feel that programming conventions are a waste of time, mainly because their PDs never tell them what took place. To remedy that, John advised, "Do some preplanning before you get to a convention, or before leaving your room each day. Set some goals that you want to accomplish. Ask yourself what areas you need to find information on... music, promotions, engineering, sales, research, etc. Then seek out those people you think will be able to help you get the answers. Don't be afraid to take notes that you can review with your GM. If you do that, you're more likely to get a 'yes' when you ask to go to the next convention.

"If you and the GM have a solid relationship, it might be a good idea to sit down



**TWO TOUGH BANANAS** — WTIC-FM/Hartford recently staged an interesting event... a "Banana Eating" contest. Morning man Gary Craig (left) and newsman John Elliott (right) hosted the event as the crowd cheered the contestants on, trying to eat 10 bananas in two minutes. After the scheduled contest, the crowd called for more, forcing Gary and John into their own competition. Craig won the event claiming victory because, "I'm used to eating my own words so often."

prior to the convention and discuss what areas you both think need to be explored. Asking around in the right areas can make conventions a cost-effective expenditure. Go in with a purpose in mind and you'll be more likely to come back with some great ideas for your radio station. Conventions can become a solid investment in your own future if you approach them properly."

### 94Q/Atlanta PD Jim Morrison

Jim Morrison has spent most of his radio career at WQXI-AM & FM, and views the opportunity to travel to another city one that shouldn't be passed up or taken lightly. "I think if you get the chance to attend a convention and meet some of the people you've talked to for years, you're already ahead of the game. By sitting and talking with these people, you firm up relationships that can help you and your radio station.

"Part of this process is to *participate* in as many functions as you can. With more stations set to come on the air, and the proliferation of video and cable, there have to be lots of questions going through everyone's mind about the future. Take the opportunity to ask people what they think."

Jim echoed John's thoughts about panel meetings. "Take a notebook with you and attend every meeting. Sit by the pool and hang in the bar *after* the meetings. You can sit by a pool or have a drink anytime, but you can't always take advantage of the atmosphere of a panel meeting with people who can help you. A convention is really not for the people putting on the convention, it's for those who are attending for the first or second time. Those are the people who stand to learn and profit from a convention the most."

### Cross-Pollination Of Ideas

Jim drew an interesting analogy. "To take full advantage of any programming conference, think of it as a cross-pollination of ideas from different experts. You, no matter how limited in experience, are more of an expert in some aspect than someone else is. Be open and share your thoughts, and others should respond the same way. Whether in a panel discussion, or one on one, the exchange is vital.

"I urge every major market PD and record VP attending these conventions to give these new folks the chance to talk. Part of your job and responsibility is to

"Showing your GM that you made good use of your time at a convention will encourage him to spend another \$1000 next time to make sure you go to the next convention."

—Dan Vallie

give of yourself to help others to grow. You may have already been to a lot of conventions and be burned out on them, but remember, *it goes with the territory!* You were once young and inexperienced. If someone hadn't taken the time to help you, you might not be where you are today."

The cost of attending a convention has escalated rapidly. Most radio folks are fortunate to be able to attend one convention a year. To insure the opportunity of returning the following year, or adding more conventions to your future plans, Jim suggested a bit of philosophy to make your going worthwhile in the eyes of management.

"Information is different from knowledge. Information is a piece of paper with notes on it. Knowledge comes from applying the information. Bringing back information and then applying it in a beneficial manner to your own needs is the best way to show your GM that you've spent his money wisely. Conduct yourself like a business person at all times and you'll take care of business at all times."

### EZ Communications VP/Programming Dan Vallie

Dan Vallie already has the advantage of travel, simply by the nature of his job. He suggests putting together a "hit list" of people you want to meet with.

"Try and find out who is going to be attending ahead of time. Because most people are timid about going up to someone they've never met, it might be a good idea to do a little homework on the individual. That way,



Dan Vallie

when you get the opportunity to say hello, you've got a few specific questions in mind that can get the ball rolling. A phone call in advance to arrange a meeting isn't a bad idea either."

Continued on Page 22

**COLUMBIA RECORDS WILL TAKE THESE TWO THE TOP!**



# MEN AT WORK

## "It's A Mistake"

**#1 Most Added!**

**Added This Week:**

WBEN-FM	WTKI	WYCR	WANS-FM	WMEE	KHYT	WPFM
WPHD	WLOL-FM	WKEE	WZYP	WZZR	KRQ	Z102
WCAU-FM	KIMN	KC101	WJDX	WKFR	WFBG	FM99
B94	Q103	WHFM	WOKI	Z104	WACZ	KKQV
Q107	KEARTH	WKFM	KBFM	KQKQ	WCIR	WBWB
94Q	KFI	WPST	FM100	KZ93	WIKZ	KRNA
Z93	KIIS-FM	WRCK	WABB-FM	KEYN-FM	WTSN	WSPT
KAFM	XTRA	WKRZ-FM	WHHY-FM	WHOT	WZYQ	KDVV
Y100	KFRC	WBBQ	KX104	KBBK	13FEA	KCDQ
Q105	KNBQ	KZZB	WSFL	KQMQ	WSQV	KOZE
WBBM-FM	WFLY	WCSC	WTIX	K093	WJAD	KDZA
WGCL	WTRY	WSSX	WRVQ	KHOP	WFLB	KCBN
WABX	WHTT	WBCY	KROK	KGGI	Q104	KBIM
KBEQ	WROR	CK101	WSEZ	KSKD	WFOX	KSly
		KITE	WKDD	KRSP	WYKS	KIST
		KZFM	WKAU	KYYX	KILE	
		KAMZ	WEBC	KJRB	KNOE-FM	

**CHR NEW & ACTIVE**

Taken From  
The Album "Cargo"

QC 38660



# BONNIE TYLER

## "Total Eclipse Of The Heart"

**CHR  
SIGNIFICANT ACTION**

CKGM 12-9	K104 add	OK100 add	WFOX on
CFTR add 40	WPST add	95XIL add	WHSL add
CHUM deb 29	WSFL 36-28	WCGQ on	WBWB add
KIQQ deb 39	WCIR deb 27		

Taken From The Album  
"Faster Than The Speed Of Night"

BFC 38710

**COLUMBIA...WE STICK WITH THE MUSIC!**



# Make The Most Of The Best "Memory" Of Them All



## "MEMORY" BARBRA STREISAND

The Definitive Version Of  
Andrew Lloyd Webber's  
Tony Award Winning  
Theme From "CATS"

From The Columbia  
Album "MEMORIES"

Produced by Andrew Lloyd Webber  
for The Entertainment Co.

Executive Producer: Charles Koppelman



# Convention

Continued from Page 20

Asking the right kinds of questions is a key to getting a good response. "Panel meetings are one place where you've got to be brave and ask what's on your mind. If not, you're wasting an opportunity. Don't worry about not looking smart by asking a question. If you get the answer, then you will be smarter. Taking a tape recorder to a panel meeting can be invaluable for capturing things verbatim instead of wondering exactly how they were said. While I don't carry a recorder around now, I did when I first went to conventions. Even now, I'm not without pen and notepad. Again, don't be afraid to take notes for fear of looking stupid. We've all got weaknesses and things we don't understand.

"Back to the tape recorder again. I always make airchecks of what's going on in town. Not only do you learn from doing it because you can review it over and over, but you can play it for your staff when you return. You can demonstrate proper technique, or show your own staff how they execute a part of your own format better than the station in the big cities do. Everyone knows that a big market doesn't always mean the best radio, so the tapes then become an ego boost for the staff."

Dan also suggested filling in the GM on what occurred at the convention. "You've got to let your GM know that you're interested in something besides just picking the hits. While that's an important aspect of programming, all too often that's the only image a PD projects. A GM would love to have more than one person on the staff to delegate responsibilities and authority to. You can really help develop his confidence in this aspect of your abilities.

"By attending some sales-oriented meetings that your GM would be interested in, and taping the session, you have really demonstrated the worth of the trip. I've been on a bandwagon for years to improve the image of the PD. Those PDs who claim they don't get the respect they deserve often haven't done the right things to earn it. Showing your GM that you made good use of your time at a convention will encourage him to spend another \$1000 next time

to make sure you go to the next convention. It might even make the GM consider attending the next one with you, which can only help your relationship."

KAFM/Dallas

Operations Manager John Shomby

John Shomby, an experienced programmer in small, medium, and major markets, still remembers his first experiences at a convention. "I learned early on to ask a lot of questions. I was told by a friend not to be afraid of asking something I thought was dumb or that everyone else already knew. Don't try and impress people with what you know. Instead, be more like a sponge, soaking up as much information as you can, since all the people with experience have been where you are now.



John Shomby

And, don't believe everything you hear, but take it all in as input."

Before John attends a convention he does a bit of homework. "Prior to going on any trip, I file a plan with the GM outlining the destination and goals I expect to accomplish. It impresses the heck out of the GM and shows that you have good business sense. By taking the time to find out how you can represent any needs outside of programming, you're going to assure your superiors that business is being taken care of.

"After the convention, I suggest writing a concise report to retrace your accomplishments. Included should be a recap of who you saw, what was discussed, and any outcome of the conversations. While paperwork is no fun, this small amount of extra work will pay off by winning your GM's trust in your abilities as a professional."

Dress For Success

Times have changed, and John observed that proper dress is important at a convention. "The days of ragged jeans and T-shirts are all but over," he said. "We're not talking as much about rotations as we are about radio from a total business level. To create a businesslike atmosphere, you've got to dress and feel the part. As a minimum standard a sport coat, clean pants, and collared shirt would be considered comfortable but businesslike.

"To be assured of a 'yes' when you're asking for permission to attend a convention, I would suggest some involvement on a panel, or as part of the planning committee if that's possible. Being a panel member makes you an integral part of the learning system. Not only does it round out your skills as a speaker, but your career and station's image are enhanced as well."

## Motion

KJRB/Spokane welcomes new midday personality Michael Lehnen from KRKO/Everett, WA... Chris O'Brien leaves WARM/Scranton to replace Michael Fox in the morning show at WKHI/Ocean City... Diana Thomas is now MD at Q105/Tampa, replacing Pat McKay, who gives up music to devote his spare time to a local TV show... WHFM/Rochester brings in Pete Kennedy from WFLC/Canandaigua, NY... Z104/Savannah hires Pat Waters for overnights from WSEA-FM/Georgetown, DE... Larry O'Neal, is out at Q101/Meridian and Chuck McCartney is now Operations Manager.

Jim Donovan exits the MD slot at KTRS/Casper to do middays at KUAD/Windsor... Richard McKenzie resigns the PD post at WOMP-FM/Bellaire, OH to return to college and is replaced by John Cline as PD and Don Michaels as MD... Bob Stuart, weekender at WXKS-FM/Boston, is also doing nights at WHEB/Portsmouth... Gary Mitchell, afternoons at KITY/San Antonio, is upped to MD, as Angela Wright steps down from music but continues her night show.

KITE/Corpus Christi night jock Woody Wood exits to join KJ103/Oklahoma City, and all-nighter Jessica Walker exits to look for a radio gig in Minneapolis... Sylvia C. Brown has been named Director of Creative Services for KEARTH & KHJ/Los Angeles... KWSS/San Jose welcomes Peggy Weinstein as Promotions Director... Pat Moore exits the PD slot at WZWZ/Kokomo, IN to do middays at WNAP/Indianapolis.

## Bits

• WPST/Trenton jock Mark Sheppard was joined by seven other "bike nuts" as they pedaled their way to Montreal in a "Ride For Runaways." The 500-mile trip is being used to raise money for the "Anchorhouse," a shelter for runaways. Cosponsors of the event include McDonalds and the local Trenton newspaper.

## STATION PROFILE

### WHSL 97FM

WHSL/Wilmington, NC "WHSL-97FM"  
PO Box 3368, Wilmington, NC 28406  
OWNER: Jefferson-Pilot Broadcasting  
VP/GM: Jim Capers Jr.  
PD: Dave Foster  
MD: Geina Horton  
REP: Blair  
97.3 mHz  
100,000 watts

"WHSL 97FM is an adult CHR with a rock base, and we're number one 18-34 adults in the market. Our format, featuring 60% current music with new and old LP cuts, gives the station depth and brings in some valuable 25-plus demos as well.

"We are a music-oriented CHR which programs six in a row every hour and features 'Music Mondays,' which in reality means we are commercial-free all day. We do feature news as well, with the emphasis on lifestyle information from our News Director Jeff Haas.



Dana Foster



Geina Horton

"The station makes every effort to reflect the town of Wilmington, and we come across as being real-sounding in order to communicate with our listeners. WHSL is the most visible station in the market, taking full advantage of nearby beaches to tie in with promotions. Our biggest promotion of the year is the 'WHSL Surf-A-Bout'... the largest Pro/Am surfing contest on the East Coast with a purse of \$10,000.

"Unlike most small-market FM stations, WHSL is fully staffed with our own research department, plus we're able to take advantage of research from our parent company as well. We rely on input from WBCY/Charlotte PD Bob Kagan and WQXI-FM/Atlanta PD Jim Morrison. It's planning and promotion like this that make WHSL sound like a major market radio station." —Dave Foster

G A R Y M Y R I C K

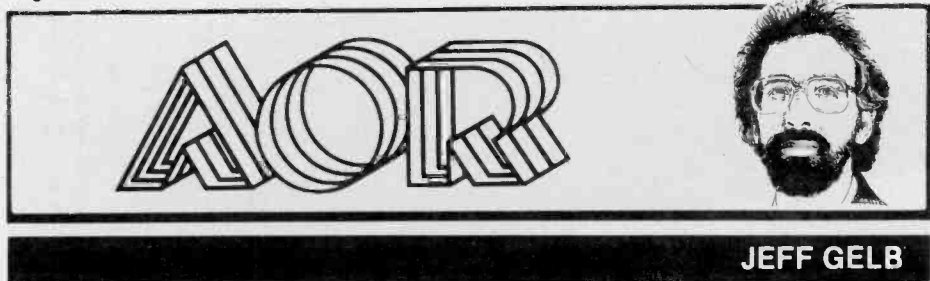


L A N G U A G E

THE NEW SINGLE FROM  
**GARY MYRICK**  
**“Message Is You”**  
ON YOUR DESK NEXT WEEK!

ILLUSTRATION: GARY MYRICK

*Epic*



JEFF GELB

**FOUR FULLTIME FEMALES**

# WYSP's Distaff Airstaff

**T**here's something unusual about WYSP/Philadelphia: the station employs four women in fulltime air positions (including News Director): Anita Gevinson in middays, followed by Pam Merly, Leslie Patten from 10pm-2am, and News Director Alice Stockton. Additionally, Kim Alexander handles weekend nights. WYSP may not be unique in its hiring practices, but if there's another AOR radio station in the United States with four fulltime female staffers, it hasn't exactly made it common knowledge. I remember during my disc jockey days that PDs used to squirm when two female artists were played back-to-back. WYSP listeners regularly hear two female jocks back-to-back, and apparently love it, as witness the station's fine ongoing ratings performance.

**The Best Man For The Job . . .**

Michael Picozzi programs WYSP, and he is quick to downplay the boldness of his decision to hire a predominantly female airstaff. "It wasn't planned at all," he claimed. "I just hired the best people for the jobs. A lot of radio people expressed to me their anxieties, especially over the idea of having two women on back-to-back. But there aren't a whole lot of listeners who tune in for eight hours straight, and I doubt that those who do are sitting there thinking, 'God, I wish I were hearing a male voice.'

"Listeners feel we're a close-knit family, and they're a part of it. I don't think they think, 'Man, you've got a lot of girls there.' The bottom line is, our target is males. Males like females, don't they? Saying women can't rock and roll is utter bullshit. Maybe AORs should have girl DJs instead of guys."

**Competition — Or Lack Of Same**

Picozzi claimed there is no competition between his distaff staffers. "After all," he noted, "they all have good, prime-time airshifts. None is buried in overnights." The women all agreed that there was no reason for any interstation competition. Pam Merly offered, "If I feel I have to be good, that's just for my own personal satisfaction and to make my boss happy."



"I don't think the magic formula for success is to hire females. If I played it as a gimmick, I'd be shot down so fast I'd be spinning."

— Michael Picozzi

Anita Gevinson stated, "The only thing we ever complain about is who gets to play our favorite songs. We really all like each other, at least so far. We don't socialize, because everyone has her own shift, plus

## Ask Anita

When WYSP midday air personality Anita became so popular with listeners that some of them started calling her to ask for help with their problems, PD Michael Picozzi encouraged her to answer those calls live on the air. "Ask Anita" was the result: an hourlong talk show that runs daily from noon to one (with a "Best Of Ask Anita" on weekends). The programming feature has already garnered significant listener interest.

Anita described the show: "The kids need someone to talk to. I answer the easier questions myself and play middleman for the rest, referring them to people who can help them. A helper pre-screens the calls, and if they're too heavy, they're turned away. Suicide calls are not the nature of the show. I'm not Dr. Toni Grant. I can't sit there and go, 'I hear hostility.' Most of these people, when asked if they could tone down their questions, will say, 'Okay, then could I hear Journey?' I was gonna kill myself, but instead I'll hear Journey."

Anita has some expert help to turn to whenever she needs it: "I have my mom on the air sometimes, answering questions only a mom could answer."

She noted, "There's no tape delay, but that causes problems only once in awhile. I psyche 'em out on the air, saying how childish those types of calls are. Plus we get their names and phone numbers, ask them what they're going to talk about, and keep them waiting for awhile. By the time they get on, I don't think they want to play games with us."

we see each other every day at work. But we enjoy hanging out together at station functions."

She added, "From an egotistical point of view, it might be nice to be at a station where I was the only female on the staff. But, as long as there are two, there may as well be four. And actually, I'm glad to relinquish the 'only-girl' spotlight, because when that's the case, there's more things only you can do for the station, and that can get pretty tiring."

Leslie Patten reported, "We all have a great deal of respect for each other. We're all about the same age and have been through similar struggles on the way up. Any woman in this industry who's smart doesn't set up problems for herself; it's hard enough to get good jobs as it is. There are still companies and stations that refuse to believe that women are listened to because they're good entertainers. We're hardworking people, just like the guys. Certain companies haven't stepped into the 1980s and realized that. Instead, they stick to their preconceived, inaccurate notions."

Leslie had nothing but good things to say about her current employer: "The station as a whole is a wonderful place to work. We were hired because we were very good at what we did, not because we're women." Pam Merly was equally enthusiastic about WYSP and her PD: "I love working here, because we've been given such freedoms as far as our delivery and presentation is concerned. We're encouraged to put forth our personalities. Picozzi is a great PD."

Anita called Picozzi "a very fair PD who doesn't play favorites," while Alice Stockton characterized Picozzi as "a very sensitive PD. That's a refreshing change for me, after having worked with men who have had big ego problems dealing with women."

**The Sky's The Limit**

PD Picozzi is proud of his female-dominated airstaff, but how many are too many? That's a question female part-timer Kim Alexander is asking herself right now, as she awaits a fulltime opening at WYSP. "Michael's so open-minded," she enthused, "that anything's possible. But even I have to admit that another fulltime female might be too much. If a woman left, I think I'd have a better shot than if a man did." Picozzi commented on the situation, "Other people might have said two fulltime females on the air were too many. WYSP takes a lot of chances. Where is the line? There is no line. Again, if Kim's the best person for the job when a job opens up, she'll get it."



Picozzi is loath to credit his station's ongoing success on the unusual nature of its airstaff. "The fact that they're good jocks or a good newsperson is what makes us successful; I don't think it's because they're female. I don't think the magic formula for success is to hire females. If I played it as a gimmick, I'd be shot down so fast I'd be spinning. This isn't a gimmick; it just happened that way."

He concluded by admitting that WYSP's preponderance of female disc jockeys does have its pluses and minuses: "I certainly feel more married than any married man I know. I don't have a wife, and at this point, why bother? But I have to say, and I don't say this with any prejudice, that our softball team is weak!"

<p><b>Anita Gevinson</b> 10am-2pm Has also worked at WCAU-FM/Philadelphia, WMMR/Philadelphia, KLOS/Los Angeles.</p>	<p><b>Pam Merly</b> 2pm-6pm Has also worked at WNEW-FM/New York, WLIR/Long Island, WHCN/Hartford, WPLR/New Haven, WPKN/Bridgeport.</p>	<p><b>Leslie Patten</b> 10pm-2am Has also worked at WMMR/Philadelphia, WBCN/Boston, WKTU/New York, WNEW-FM/New York, WNBC/New York, WCOZ/Boston.</p>	<p><b>Alice Stockton</b> News Director Has also worked at WSNI/Philadelphia, WSSJ/Camden, WIMG/Princeton, WTTN/Trenton.</p>



ATARI®

*presents*

# HOT SUMMER ROCK

■ 1983 is marking major changes in America's contemporary music scene, as young audiences establish their own rock heroes. A "new music" has broken the hold of the stars of the last generation on the charts and allowed new faces and sounds to emerge. For four consecutive weeks this summer The United Stations is joining with the hottest of these groups to produce a series of special one hour profiles. Group members

■ T H E

■ T U B E S themselves discuss their songs in brief capsule form, illustrating their stories with lots and lots of music.

■ A F L O C K While some of these groups are truly new, others have had quite a history while only recently achieving popularity. The United Stations is proud to have been chosen to produce and distribute these radio specials.

■ T H E S T R A Y S E A G U L L S

■ Available on a market-exclusive, swap/exchange basis to radio stations in the top 171 Arbitron rated Metro markets. Call The United Stations at (212) 869-7444 to reserve this program package in your market.

**The Tubes**, July 22, July 23, July 24  
**A Flock of Seagulls**, July 29, July 30, July 31  
**Def Leppard**, August 5, August 6, August 7  
**The Stray Cats**, August 12, August 13, August 14

**The United Stations**  
AMERICA'S TARGET RADIO NETWORKS  
New York • Detroit • Washington, D.C. • Los Angeles

# EURYTHMICS



**"Sweet Dreams  
(Are Made Of This)"**

On MTV

**AOR Albums: 30**  
**AOR Tracks: 34**

- |         |        |      |
|---------|--------|------|
| WIYY    | KBCO   | KQAK |
| WBCN    | KAZY   | WCMF |
| WCOZ    | KBPI   | KLBJ |
| WUWU    | KNAC   | WAPI |
| WNEW-FM | KLOS   | KLAQ |
| WMMR    | KNX-FM | KISS |
| WHJY    | KROQ   | WIBA |
| CHUM-FM | KUPD   | WMAD |
| DC101   | KPRI   | WIOT |
| WKLS    | KCAL   | KLPX |
| KEGL    | 91X    | KWFM |



The **EURYTH-METIC**  
Says Hit!

## EVOLUTION

Kevin Malvey is named MD for WMJQ/Rochester as Mike Isobella exits the Asst. PD/MD post . . . KEZE/Spokane MD Jim Arnold exits for airwork at KISW/Seattle . . . KMJX/Little Rock MD Sandy O'Connor exits that post for Capitol Records promotion work in Nashville . . . Bob Fazio is upped from KNCN/Corpus Christi PD to Operations Manager . . . Jay Evans is upped to mornings at WQXM/Tampa . . . Returning to KINK/Portland for mornings from competing KRCK is Mike Bailey . . . John Reid is named News Director at KILO/Colorado Springs . . . Dick Durante is new to mornings at WCOZ/Boston as Bill Smith exits . . . Jerry Evans joins

WMET/Chicago for nights from KDWB-FM/Minneapolis and Dave Dworkin takes Evan's KDWB-FM shift.

**COMING NEXT WEEK:** As the sole media representative on site at the first convention for Pollack Communications Inc. client stations, I was in a great position to learn about the programming plans and philosophies these stations will be implementing in the coming year. Next week, company president Jeff Pollack reveals all in an exclusive R&R interview.

## UPDATE

Moviegoers in New York City will be reminded of WPLJ throughout the summer. The station has a 90-second trailer running at about 85 UA screens throughout the city, in conjunction with a summer midnight rock movie series they're co-sponsoring with the theatre chain . . . KISW/Seattle and WTPA/Harrisburg presented rock celebrity auctions for charity. WTPA's raised \$80,000 for a local hospital, while KISW's included stage clothing from Jimi Hendrix, Heart, and John Cougar . . . WIF1/Philadelphia has entered into an arrangement with 30 record stores locally to carry an "I-92" new music section, sticking all new music being played on the "Roq of the '80s" client station . . . For Q107/Toronto's sixth AOR anniversary, the station

held a costume party, inviting listeners to dress as their favorite rock stars to win prizes. Providing music at the party were Red Rider and the Tenants . . . Also celebrating anniversaries were KLPX/Tucson (fourth) and WAPP/New York first . . . WMMS/Cleveland just released a concert seating guide for Cleveland venues, plus 15th anniversary articles and photos. The station also tied in with Donnie Iris in a promotion whose winners were given onstage seats for the band's Cleveland show, plus the opportunity to join the band for the chorus of one of their numbers, "Love Is Like A Rock" . . . WRXL/Richmond is co-sponsoring a Fourth of July holiday celebration. To be held at the state fair, the events include continuous musical entertainment, children's games, motorcycle races, athletic events, and a fireworks display . . . Through KWK/St. Louis's "New Rock Summer" promotion, winners receive albums by acts like the Police, Loverboy, and Stevie Nicks . . . DC101/Washington is sponsoring an area battle of the bands that will award its winner \$10,000 . . . WWTR/Ocean City is holding a series of "Picnics After Dark," weekly wine-and-cheese-tasting listener parties at area clubs . . . KJET/Seattle is sponsoring a T-shirt design contest, whose winner will receive concert tickets and merchandise . . . KGB/San Diego held its third annual "Surf Classic" competition, attracting several thousand onlookers and 100 contestants . . . Y95/Rockford cosponsored a tan line contest that attracted 3000 sun-worshippers. The winner was awarded \$100 cash and a wardrobe to cover the winning tan line . . . Tommy Shaw of Styx visited WZXR/Memphis and brought his guitar along, singing acoustic versions of Styx and Beatles songs live on the air . . . KPOI/Honolulu held a rock and roll scavenger hunt, with a list of items read over the air daily. The first listener to deliver the goods to the station won a vacation trip to another Hawaiian island . . . In a random drawing, WMAD/Madison awarded a winning listener a guitar donated by Blackfoot, plus concert tickets and albums . . . WDHA/North Jersey, in conjunction with the Fastway album, held a "Fastway Down the Rapids" contest. Ten winners in the random drawing won rafting trips down the Delaware River . . . Congratulations to WRXL/Richmond air personality Dick Hungate and new bride Mary, and to WBYG/Kankakee air personality Rick Johns and wife Debbie on the birth of son Ryan.

### AOR Reporter Profile

**KREM-FM**  
4103 South Regal  
Spokane, WA 99203  
(509) 448-2000

Owners: King Broadcasting  
GM: Gary Taylor  
PD: Bill Stairs  
MD: Tony Miles  
Rep: Blair

92.9  
87,000 watts

"KREM-FM was Spokane's first AOR, and remained its only AOR for over a decade. For the past year, KREM-FM's music has been skewing toward a more desirable demo, and the result is a very classic sound. The personalities appeal to adults, and are a very strong point for us. We are known as the most active station in our community, through tremendous efforts dedicated to outside activities by our staff.

"Our playlist is determined through many forms of research. As far as currents go, we have the same dilemma as many other AORs that are targeted toward adults: the ratio of currents to oldies is determined by available product that appeals to adults.

"The past year has seen some very exciting evolutionary changes taking place, and KREM-FM is definitely at the forefront of those changes."

— Bill Stairs



**BEACH BLANKET BUNNY** — When Playboy Playmate of the Year Marianne Gravatte visited KMEL/San Francisco on a promotional tour, the station persuaded her to help them publicize the station's summer promotional offering: a KMEL beach towel (what's that? You hadn't noticed the towels?). Talk about hot fun in the summertime . . .

# ...All This Action Is On E/P/A!



## ELO

"Rock 'N' Roll Is King"

ONE OF THE MOST ADDED

### CHR BREAKERS

ELO

Rock 'N' Roll Is King (Jet/CBS)

70% of our reporters on it. Moves: Up 6, Debuts 43, Same 42, Down 0, Adds 66 including B104, WPHD, PRO-FM, WBBM-FM, WHYT, Q103, KIIS-FM, KZZP. See Parallels, debuts at number 39 on the CHR chart.



## CULTURE CLUB

ONE OF THE MOST ADDED

"I'll Tumble 4 Ya!"

Out of the Box Adds:

WPHD	XTRA	KZFM	WKFR	<b>CHR NEW &amp; ACTIVE</b>		
Y100	KFRC	KAMZ	WHOT	WGUY	WJBQ	WGLF
WGCL	KNBQ	WJDX	KIKI	WCIR	WJAD	KRNA
WABX	WFLY	WOKI	KQMQ	WTSN	WCGQ	KCDQ
KBEQ	WHTT	KBFM	KHOP	WERZ	KILE	KGHO
WLOL-FM	WROR	KX104	KSKD	WZYQ	KNOE-FM	KOZE
KEARTH	WKEE	WNVZ	KYYX	13FEA	Z102	KDZA
KIIS-FM	WSPK	WRVQ	KHYT	WKHI	FM99	KCBN
KIQQ	WPST	WKDD	WACZ			
KMJK	KZZB	WZZR				



## MTUME

"Juicy Fruit"

**CHR SIGNIFICANT ACTION**

R&R Black Chart: 2

B94 add	KDZA add	KTFM 24-20
Z93 add 22	WXKS-FM on	WSGF 3-3
KIQQ add	WCAU-FM 39-30	Z102 8-5
WFLY add	79Q 17	WSPK
K104 add	I95 5-4	KAMZ
WKEE add	Y100 20-16	KBFM
WNOK-FM add	WABX deb 40	WHOT
WTIX add	WBBQ 34-24	KQMQ
KITY add 38	KITE 4-1	KHYT
WSEZ add	WDOQ deb 32	WJAD
KIKI add	WNFY deb 24	WGLF
KSKD add	KX104 29-22	KENI
OK100 add	WSFL 29-14	KCDQ
WJBQ add 37	WNVZ deb 27	



## DOUBLE IMAGE

"Night Pulse"

**CHR SIGNIFICANT ACTION**

WBEN-FM 40-35	WRKR add			
WNYS on	WQID 36-34			
WPHD on	CK101 deb 40			
WCAU-FM on	KRGV 27			
K104 add	WTIX 38			
KTFM add	WKFM			
OK100 add	WRCK	KSET-FM	WHOT	WCGQ
95XIL add	WCSC	WOKI	KHOP	WAEV
WJBQ add	WSKZ	WSFL	KSKD	WHSL
Q101 add	WISE	WJXQ	WJAD	KCDQ





**THE Q-ZOO COMES THROUGH** — 79Q & 93Q/Houston came through as promised for Russell Dickerson. In April, Russell's left arm was severed by a falling tree, and then miraculously reattached with the help of the folks at Northeast Medical Center Hospital. While hospitalized, all Russell wanted was a radio to listen to 93Q. John Lander heard about it, brought him a radio and promised he could be the featured guest of the day when he was released. Shown (l-r) are Lander and Russell, whose arm is still in a protective cast. He's hoping to regain 80 to 90% use of it with therapy.



**AND NOW TO THE MAILBAG ... OOPS** — KKYK/Little Rock MD David Allen Ross is shown under a "ton" of mail in the station's "Write Your Own Ticket" contest. So far, the station has handed out over \$9000 in cash to winners who hear their names and call in within the 104-minute time limit to claim \$140 cash.



**DICK CLARK LOVES THOSE KYA OLDIES** — KYA/San Francisco, which airs Dick Clark's syndicated show "Rock, Roll and Remember," recently presented the star with his own KYA jacket. Clark had made a guest appearance on KYA during afternoon drive. Shown (l-r) are Clark, PD Ken Dennis, and GM Fred Schumacher.



**KBBK ROCKS WITH NIGHT RANGER** — Boardwalk recording artists Night Ranger recently opened for Sammy Hagar and stopped by KBBK/Boise to say hi. Pictured (l-r) are midday man T.J. Sommers, Night Ranger's Kelly Keagy and "Fitz" Gerald, and morning man Larry "Emperor" Lomax.

# CALENDAR



BRAD MESSER

## Pentagon Papers Retrospect

Once upon a time, long ago, Americans trustingly believed in the essential good and decency of our Washington leaders, and tended to refrain from challenging a President's foreign policies because we were told he was in a better position to know all the facts about world events. The President could pick up a phone and dispatch United States Marines wherever he desired.

But now the President is handcuffed by the pressure of Congressional and public opinion, unable to freely effect foreign policy at gunpoint in Central America or elsewhere. A significant factor in the powering-down of the President was Daniel Ellsberg, who 12 years ago this month went to a Xerox machine and copied the classified Pentagon Papers, revealing to Congress and the American people "that Presidents lied to us in the area of national security, and they did so quite systematically, and essentially they all did it."

Ellsberg's 1971 revelation of the Defense Department study of the history of American policy decisions in Vietnam made him the immediate target of a hit team, under orders from President Nixon to discredit (and perhaps even kill) Ellsberg.

"The study covered four Presidents, one of whom, Lyndon Johnson, had acquired a reputation for a good deal of lying. In fact, he didn't lie much more or less than any of the others, or his successor Richard Nixon, or the ones that came after him. That came through very clearly with documentary evidence. In those days you needed documentary evidence to make that point. Now I find that the suspicion that the President may be lying to us on a given issue is no longer a controversial one. If that reflects a bit of disillusionment, it's the kind that comes with growing up . . . politically," Ellsberg says.

With the Fourth of July weekend approaching, our thoughts will be directed to our venerable American patriots. My personal opinion is that Ellsberg, who risked his job and perhaps his life on behalf of the democracy, should be counted among the patriots. Long since cleared of all charges against him, Ellsberg is now an anti-nuclear weapons activist and lecturer.

### B-19 Bomber Maiden Flight

**MONDAY, JUNE 27** — The big feature story on this date is 1941 was the test flight of the four-engine B-19 bomber. "At the time it was built," says Harry Gann of McDonnell Douglas, "it was the largest airplane in the world." But when America entered World War II six months later the B-19 wasn't ready to go into mass production, and the only one ever constructed ended up on a scrap heap.

The year's longest days ended over the weekend, and today's a minute shorter than yesterday.

Robert Keeshan worked his way up in television. First he was Clarabelle the Clown on the Howdy Doody TV show, then he became Captain Kangaroo 28 years ago in 1955. Keeshan is 56 today.

### Pentagon Papers Indictment

**TUESDAY, JUNE 28** — Twelve years ago today and lead stories were about Daniel Ellsberg being indicted on charges of stealing the Pentagon Papers, the secret Defense Department study of American policy in Vietnam which revealed Presidents had lied to Congress and the American people. Courts later determined Ellsberg had committed no crime. Congress declared Labor Day a national holiday in 1894. The Air Force and Coast Guard academies went coed in 1976. Gilda Radner is 37.

### Interstate Highways

**WEDNESDAY, JUNE 29** — Part of the reason we now have the Interstate Highway network goes back to 1919, when it took a military convoy 62 days to cross the country. Convoy leader Col. Dwight Eisenhower realized America needed better roads. In 1956 after General Eisenhower became President, he signed the Federal Aid Highway Act, okaying a 41,000-mile Interstate system to be completed within ten years. That authorization was signed 27 years ago today, but the system is still only about 95% complete.

Baseball star-turned-broadcaster Harmon Killebrew is 47.

### Synthetic Fuels

**THURSDAY, JUNE 30** — Three years ago today President Jimmy Carter signed into law a huge program to create synthetic fuels, remarking the SynFuel project would be bigger than the Interstate Highway and moon-landing programs combined. What ever happened to it? One Colorado oil shale venture now abandoned, a coal gassification project in North Dakota now bankrupt, and one oil shale project still underway. Bob Roach, Director of the Synthetic Fuels Assessment Project in Washington, DC, says the sum total of American synthetic fuel production is now "zero percent. We have no commercial synthetic fuel facilities on line at this time."

Former ballplayer Ron Swoboda is 39. Actress Dorothy Malone is 58. Singer Lena Horne is 86.

### Ms. Magazine

**FRIDAY, JULY 1** — The first issue of Ms. magazine was published eleven years ago today. Publisher/Editor Pat Carbine says "women are still, even today, I'm sorry to say, earning 59¢ for every dollar a man is earning [and] most women with a college education are still earning less than most men with a high school education."

An atomic bomb was tested on Bikini Island in the Pacific on this date in 1946, inspiring the name for the swimsuit designed the same year. Medicare began in 1966.

Actresses Genevieve Bujold and Karen Black both hit 41 today. Dancer Leslie Caron is 52.

Tomorrow (7-2) Cheryl Ladd will be 32, racer Richard Petty 45, and standup comedian Dan Rowan hits 61. Sunday (7-3) reporter Geraldo Rivera will be 40.

Sunday is the first of the Dog Days of Summer.



**TALK LIVE TO 36 NOTED HARD-TO-GET-TO PERSONALITIES**  
PAUL ANKA — MICHAEL LANDON — VALERIE HARPER — TIMOTHY LEARY

and 32 other fascinating newsmakers

They are waiting to talk live on your show in the month of July  
Book them now. FREE and with no obligation by sending for your copy of

**NEWSMAKER INTERVIEWS**, 439 S. La Cienega Blvd., Los Angeles, CA 90048  
or Call (213) 859-9130





# The Music Section

## National Music Formats Added This Week

### Satellite Music Network

George Williams (214) 343-9205

#### The Starstation

AMERICA "The Border"  
RITA COOLIDGE "All Time High"  
ENGELBERT HUMPERDINCK  
"Til You And Your Lover..."

#### Country Coast-To-Coast

JOHNNY LEE "Hey Bartender"  
LACY J. DALTON  
"Dream Baby (How Long Must I Dream)"  
WILLIE NELSON "Why Do I Have To Choose"  
ENGELBERT HUMPERDINCK  
"Til You And Your Lover..."

### TM Programming

Cal Casey (214) 634-8511

#### Stereo Rock

DAVE EDMUNDS "Slipping Away"  
ELO "Rock 'N' Roll Is King"  
AMERICA "The Border"  
CHARLIE "It's Inevitable"  
CROSBY, STILLS & NASH "War Games"

#### TM A/C

KINKS "Come Dancing"  
POLICE "Every Breath You Take"  
PAUL ANKA "Hold Me 'Til The Mornin' Comes"

#### TM Country

EMMYLOU HARRIS  
"So Sad (To Watch Good Love Go Bad)"  
OSMOND BROTHERS  
"She's Ready For Someone To Love Her"  
SHELLY WEST "Flight 309 To Tennessee"  
DAVID WILLS "The Eyes Of A Stranger"

### BPI

John Iles (800) 426-9082

#### Adult Contemporary

DIONNE WARWICK "All The Love In The World"  
NAKED EYES  
"Always Something There To Remind Me"

#### Country Living

GUS HARDIN "If I Didn't Love You"  
DOTTIE WEST "Tulsa Ballroom"  
DAVID WILLS "The Eyes Of A Stranger"  
JOHN CONLEE "I'm Only In It For The Love"

### Transtar

Chick Watkins (303) 578-0700

PAUL ANKA "Hold Me 'Til The Mornin' Comes"

### Radio Arts

John Benedict (213) 841-0225

#### Country's Best

BOBBY BARE "The Jogger"  
GUS HARDIN "If I Didn't Love You"  
CHARLEY PRIDE "Night Games"  
NITTY GRITTY DIRT BAND "Shot Full Of Love"  
JOHN ANDERSON "Goin' Down Hill"  
ENGELBERT HUMPERDINCK  
"Til You And Your Lover..."

#### The Entertainers

LITTLE RIVER BAND "We Two"  
GEORGE FISCHOFF "Summer Love"

#### Sound 10

TOTO "Waiting For Your Love"  
TACO "Puttin' On The Ritz"  
MEN AT WORK "It's A Mistake"  
GEORGE FISCHOFF "Summer Love"

### Concept Productions

Dick Wagner (916) 782-7754

#### Adult Rock

HUMAN LEAGUE "(Keep Feeling) Fascination"  
CROSBY, STILLS & NASH "War Games"  
CHARLIE "It's Inevitable"  
DIANA ROSS "Pieces Of Ice"  
DAVID BOWIE "China Girl"  
MEN AT WORK "It's A Mistake"

### Drake-Chenault

Bob Laurence (213) 883-7400

#### XT-40

ELO "Rock 'N' Roll Is King"  
DIANA ROSS "Pieces Of Ice"  
HUMAN LEAGUE "(Keep Feeling) Fascination"  
BRYAN ADAMS "Cuts Like A Knife"  
CHARLIE "It's Inevitable"

#### Contempo 300

AMERICA "The Border"  
DIANA ROSS "Pieces Of Ice"  
RITA COOLIDGE "All Time High"

#### Great American Country

LARRY GATLIN & GATLIN BROS. BAND  
"Easy On The Eye"  
JOHN ANDERSON "Goin' Down Hill"  
DAN SEALS "Everybody's Dream Girl"

### Tanner Musical Spectrum

Kenny Bosak (901) 320-4433

#### Bright Blue A/C

RITA COOLIDGE "All Time High"  
AMERICA "The Border"  
GEORGE FISCHOFF "Summer Love"  
F.R. DAVID "Words"  
QUARTERFLASH "Take Me To Heart"  
TACO "Puttin' On The Ritz"  
STEVIE NICKS "Stand Back"

#### Tanner Country

ENGELBERT HUMPERDINCK  
"Til You And Your Lover..."  
GUS HARDIN "If I Didn't Love You"  
LACY J. DALTON  
"Dream Baby (How Long Must I Dream)"  
BOBBY BARE "The Jogger"  
MERLE HAGGARD & LEONA WILLIAMS  
"We're Strangers Again"  
NITTY GRITTY DIRT BAND "Shot Full Of Love"

#### Red Satin Rock

QUARTERFLASH "Take Me To Heart"  
MICHAEL SEMBELLO "Maniac"

### Century 21

Greg Stephens (214) 934-2121

#### The Z Format

ELO "Rock 'N' Roll Is King"  
CROSBY, STILLS & NASH "War Games"  
CHARLIE "It's Inevitable"  
DIANA ROSS "Pieces Of Ice"  
ROMAN HOLLIDAY "Stand By"  
JOE WALSH "Space Age Whiz Kids"

#### The A/C Format

RITA COOLIDGE "All Time High"  
TOTO "Waiting For Your Love"  
GEORGE FISCHOFF "Summer Love"  
F.R. DAVID "Words"

#### Super-Country

JOHN CONLEE "I'm Only In It For The Love"  
CHARLEY PRIDE "Night Games"  
MOE BANDY featuring BECKY HOBBS  
"Let's Get Over Them Together"  
WAYLON JENNINGS "Breakin' Down"

### Peters Productions, Inc.

Debbie Welsh (619) 565-8511

#### Country Lovin'

RONNIE McDOWELL  
"You're Going To Ruin My Bad Reputation"  
WILLIE NELSON "Why Do I Have To Choose"  
JOE STAMPLEY "Poor Side Of Town"  
WAYLON JENNINGS "Living Legends"  
EMMYLOU HARRIS  
"So Sad (To Watch Good Love Go Bad)"  
CHARLEY PRIDE "Night Games"  
JOHN ANDERSON "Goin' Down Hill"

#### The Great Ones

RITA COOLIDGE "All Time High"

1983	JULY
1-3	★ JOHNNY MATHIS
8-10	★ ARTIE SHAW
15-17	★ KAY STARR
22-24	★ NELSON RIDDLE
29-31	★ JACK JONES

Every weekend is Special on



The United Stations

AMERICA'S TARGET RADIO NETWORKS ©

New York • Detroit • Washington, D.C. • Los Angeles





# Turntable-Ready — ELEKTRA, SOLAR, and BESERKLEY Records!



## WHISPERS

**"KEEP ON LOVIN' ME"**  
HOT AT RADIO EVERYWHERE!  
R&R: #4 BILLBOARD: 8 CASHBOX: 10



## MIDNIGHT STAR

**"FREAK-A-ZOID"**

R&R: 18 BILLBOARD: 44 CASHBOX: 55

BREAKING FAST AT:

WKND	WTMP	KSOL	WAOK	WJMI	WRBD	WJMQ	WNOV	KRLY	WTLC	K104
WWIN	WDNT	WILD	WIGO	WPEG	WORL	WGCI	WGPR	WZAK	WHRK	KNOK
WNOO	WLUM	WNHC	WENN	WVDM	WOKB	WJPC	WDRQ	WAMO	KRMB	KUKO
WERD	KDAY	WDAS	WATV	WEDR	WJAX	WAWA	WKWM	WLOU	WVOL	



## GREG KIHN BAND

**"LOVE NEVER FAILS"**  
URBAN CONTEMPORARY AND MORE . . .

KRLY	WHRK	WBLK	KCAT	KUKO	WBMK
WBLS	WWIL	WUFO	WDX	WPDQ	WJAX
WBIL	WZAK	WSHA	KUTE	WXVI	



## LAKESIDE

**"TURN THE MUSIC UP"**  
IMMEDIATE ADDS AT:

WWIN	WAOK	WATV	3WS	WCIN	KJCB
WPLZ	WVEE	WAWA	WAMO	WTLC	KHLH
WTOY	WENN	WNOV	WBLK	WLOK	KSOL



## SHALAMAR

**"DEAD GIVEAWAY"**

OUT OF THE BOX AT:

WKND	WUSL	WAIL	WAAA	WCIN	WJAX	WAWA	WESL
WNHC	WJJS	KSOL	WVDM	KNOK	WTMP	WNOV	KRNB
WBLS	WAOK	WRDW	WEDR	KUTE	WGCI	WGTR	KMJQ
WRKS	KPRS	WNOO	WRBD	WOKB	WBMX	WJLB	KDIA
WDAS	K104	WPAL	WORL	WANM	WTLC	WDRQ	WZAK
				WPDQ	KZEY	3WS	WBLK
				WERD	KGJ	WKWM	WUFO
							WDX



. . . TO NAME  
A FEW!

## IMAGINATION

**"LOOKING AT MIDNIGHT"**  
NEW MUSIC FOR URBAN, CHR, AND BLACK PLAYLISTS!

## CLARK SISTERS

**"YOU BROUGHT THE SUNSHINE (INTO MY LIFE)"**  
PRIMED AND READY FOR RADIO EVERYWHERE!



ELEKTRA RECORDS . . . TOMORROW'S RECORD COMPANY TODAY!



# Country Regional Adds & Hots

MOST ADDED		EAST		HOTTEST		MIDWEST		HOTTEST		SOUTH		HOTTEST		WEST		HOTTEST	
Waylon Jennings (RCA) Emmylou Harris (WB)		Ricky Skaggs (Epic) Sylvia (RCA)		Waylon Jennings (RCA) Shelly West (Viva)		Waylon Jennings (RCA) Shelly West (Viva)		Emmylou Harris (WB) Shelly West (Viva)		Alabama (RCA) Ricky Skaggs (Epic)		Shelly West (Viva) John Conlee (MCA)		Ricky Skaggs (Epic) W. Nelson & M. Haggard (Epic)			

EAST		MIDWEST		SOUTH		WEST	
<b>WJWA</b> Morgantown, WV None	<b>WJWA</b> Morgantown, WV None	<b>WJWA</b> Morgantown, WV None	<b>WJWA</b> Morgantown, WV None	<b>WJWA</b> Morgantown, WV None	<b>WJWA</b> Morgantown, WV None	<b>WJWA</b> Morgantown, WV None	<b>WJWA</b> Morgantown, WV None
<b>WGNA-FM</b> Albany, NY None	<b>WGNA-FM</b> Albany, NY None	<b>WGNA-FM</b> Albany, NY None	<b>WGNA-FM</b> Albany, NY None	<b>WGNA-FM</b> Albany, NY None	<b>WGNA-FM</b> Albany, NY None	<b>WGNA-FM</b> Albany, NY None	<b>WGNA-FM</b> Albany, NY None
<b>WJWA</b> Morgantown, WV None	<b>WJWA</b> Morgantown, WV None	<b>WJWA</b> Morgantown, WV None	<b>WJWA</b> Morgantown, WV None	<b>WJWA</b> Morgantown, WV None	<b>WJWA</b> Morgantown, WV None	<b>WJWA</b> Morgantown, WV None	<b>WJWA</b> Morgantown, WV None

**Hottest Tracks:**

"The Boy Gets Around" (RCA) SYLVIA

**COUNTRY ALBUMS**

Cuts in bold type are receiving the heaviest airplay.

**ALABAMA** - The Closer You Get - (RCA) "Dixie Boy" "Lovin' Man" "Lady Down On Love"

**LACY J. DALTON** - Dream Baby - (Columbia) "Dixie Devil" "You Satisfy Me" "My Old Yellow Car"

**LEE GREENWOOD** - Somebody's Gonna Love You - (MCA) "Somebody's Gonna Love You" "Ladies Love" "Someone Who Remembers" "Think About The Goodtimes"

**MEL McDANIEL** - Naturally Country - (Capitol) "Livin' For The Weekend"

**150 Current Reports**

The following stations did not report this week and therefore their playlists were frozen:

**WTQR-FM/Winston-Salem**  
**WSNO/Wikes-Barre**  
**WDAF/Kansas City**  
**WVWW-FM/Detroit**  
**KRST/Albuquerque**  
**KYAK/Anchorage**  
**KTPK-FM/Topeka**

**Most Requested:**

SYLVIA "Snapshot" (RCA)

W. NELSON & M. HAGGARD "Pancho And Lefty" (Epic)

ALABAMA "The Closer You Get" (RCA)

RICKY SKAGGS "Highway 40 Blues" (Epic)

LEE GREENWOOD "I.O.U." (MCA)

DON WILLIAMS "Love Is On A Roll" (MCA)

GARY MORRIS "The Love She Found In Me" (WB)

GEORGE JONES "I Always Get Lucky With You" (Epic)

BOBBY BARE "The Joggler" (Columbia)

**Keyed Up** - (RCA) "I'm Just A Redneck At Heart" "Don't You Know How Much I Love You" "We're Here To Love" "Feelings Change"

**Burlap & Satin** - (RCA) "ooo-eee" "Jealous Heart" "One Of Those Days" "I Really Don't Want To Know"

**Snapshot** - (RCA) "The Boy Gets Around" "Bobby's In Vicksburg" "So Complete" "Who's Kidding Who" "I Never Quite Got Back (From Loving You)"

**Lost In The Feeling** - (WB) "Heartache Tonight" "First Things First" "The Best Is Yet To Come" "I Think I'm In Love"

**West By West** - (Viva) "When He Kisses Me" "Me On The One Side"

**Old Familiar Feeling** - (WB/Curb) "Blue Letters" "When The New Wears Off Of Our Love" "Follow The Leader" "Old River" "I'll Be Lovin' You"

**Yellow Moon** - (MCA) "Stay Young" "Wrong End Of The Rainbow" "I'm Still Looking For You"















**WCCO 98** Cleveland  
 PD: Bob Travis  
 MD: Tom Jeffries

**WOL 95.1 FM** St. Paul  
 PD: Tac Hammer  
 MD: Gregg Swedberg

**3M 92.7 FM** Tacoma-Seattle  
 PD: Gary Bryan  
 MD: Sean Lynch

**KICE 102.7 FM** Seattle  
 PD: Charlie Brown  
 MD: Tom Huttyler

**KQQQ 100.7 FM** Los Angeles  
 PD: Paula Matthews  
 MD: Robert Moorhead

**WTKL Milwaukee**  
 Ops. Mgr.: Dallas Cole  
 MD: Danny Clayton

**WOL 95.1 FM** St. Paul  
 PD: Tac Hammer  
 MD: Gregg Swedberg

**3M 92.7 FM** Tacoma-Seattle  
 PD: Gary Bryan  
 MD: Sean Lynch

**KICE 102.7 FM** Seattle  
 PD: Charlie Brown  
 MD: Tom Huttyler

**KQQQ 100.7 FM** Los Angeles  
 PD: Paula Matthews  
 MD: Robert Moorhead

**KBEQ Kansas City**  
 Ops Manager: Todd Chase

**B96 Chicago**  
 PD: Buddy Scott  
 MD: Dave Robbins

**WKQX Chicago**  
 PD: Chuck Morgan  
 Music Coord.: Kurt Kelly

**64 KFI Los Angeles**  
 PD: Jhani Kaye  
 MD: Steve LaBeau

**KISW 102.7 FM Los Angeles**  
 PD: Gerry De Francesco  
 MD: Mike Schaefer

**FM 104 Phoenix**  
 PD: Charlie Quinn  
 MD: Steve Goddard

**Q103 Cincinnati**  
 PD: Jim Fox  
 MD: Tony Galluzzo

**Hot Hits! WHYT 96 FM Detroit**  
 PD: Lee Malcolm  
 MD: Bob Ransom

**WEST KYUU San Francisco**  
 PD: Mike Novak  
 MD: Steve Behm

**KCMR 97.7 FM Portland**  
 PD: Richard Harker  
 MD: Trevlyn Holdridge

**610 XTRA San Diego**  
 PD: Jim Richards  
 MD: Steve Sande

**Denver PD: Doug Erikson MD: Gloria Avila**

**WBX 99.1 FM Detroit**  
 PD/MD: Paul Christy

**WWS Chicago**  
 Ops. Mgr.: Steve Casey  
 MD: Steve Perun

**KMJK Portland**  
 PD/MD: Jon Barry

**Q103FM KOAQ Denver**  
 PD: Jack Regan  
 MD: Alan Sledge

**610 KFRS San Francisco**  
 PD: Gerry Cagle  
 MD: Sandy Loule

**101 FM Los Angeles**  
 PD: Bob Hamilton  
 MD: David Grossman

(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.

★ DENOTES FIRST WEEK IN PARALLELS. 225 Reports

JOHN DOE "Hit Song" (Anylabel) LP: Hit Song National Regional 100/25 44% Summary Up 51 E 33% Debuts 20 M 21% Same 4 S 56% Down 0 W 19% Adds 25

EXAMPLE 100/25 - 100 CHR reporting stations on it this week including 25 new adds. 44% - Percentage of this weeks reporters playing it. Regional Reach - Percentage of reporters playing the song within each region. National Summary Up 31 - Number of stations moving it up on the charts. Debuts 20 - Number of stations debuting the song this week. Same 24 - Number of stations reporting no movement this week. Down 0 - Number of stations moving it down on their charts. Adds 25 - Total number of stations adding it this week.

AMERICA "The Border (Capitol)" LP: Your Move Regional Reach 91/30 40% Summary Up 6 E 42% Debuts 19 M 29% Same 36 W 50% Down 0 Adds 30

A FLOCK OF SEAGULLS "Wishing (If I Had...) (Jive/Arista)" LP: Listen Regional Reach 158/4 70% Summary Up 18 E 82% Debuts 18 M 55% Same 4 W 64% Down 0 Adds 4

BERLIN "The Metro (Geffen)" LP: Pleasure Victim Regional Reach 53/10 24% Summary Up 14 E 34% Debuts 26 M 20% Same 10 W 23% Down 1 Adds 10

DAVID BOWIE "China Girl (EMI America)" LP: Let's Dance Regional Reach 118/33 52% Summary Up 27 E 60% Debuts 27 M 58% Same 0 W 49% Down 0 Adds 33

BRYAN ADAMS "Cuts Like A Knife (A&M)" LP: Cuts Like A Knife Regional Reach 183/22 81% Summary Up 85 E 92% Debuts 14 M 88% Same 32 W 75% Down 0 Adds 22

DAVID BOWIE "China Girl (EMI America)" LP: Let's Dance Regional Reach 118/33 52% Summary Up 27 E 60% Debuts 27 M 58% Same 0 W 49% Down 0 Adds 33

BRYAN ADAMS "Cuts Like A Knife (A&M)" LP: Cuts Like A Knife Regional Reach 183/22 81% Summary Up 85 E 92% Debuts 14 M 88% Same 32 W 75% Down 0 Adds 22

BRYAN ADAMS "Cuts Like A Knife (A&M)" LP: Cuts Like A Knife Regional Reach 183/22 81% Summary Up 85 E 92% Debuts 14 M 88% Same 32 W 75% Down 0 Adds 22

MARTIN BRILEY "The Salt In My Tears (Mercury/PolyGram)" LP: One Night With A Stranger Regional Reach 110/18 48% Summary Up 41 E 32% Debuts 19 M 44% Same 4 W 41% Down 2 Adds 16

AMERICA "The Border (Capitol)" LP: Your Move Regional Reach 91/30 40% Summary Up 6 E 42% Debuts 19 M 29% Same 36 W 50% Down 0 Adds 30

IRENE CARA "Flashdance...What A Feeling (Casablanca/PolyGram)" LP: Soundtrack Flashdance Regional Reach 197/1 88% Summary Up 11 E 82% Debuts 109 M 98% Same 109 W 98% Down 76 Adds 1

BERLIN "The Metro (Geffen)" LP: Pleasure Victim Regional Reach 53/10 24% Summary Up 14 E 34% Debuts 26 M 20% Same 10 W 23% Down 1 Adds 10

DAVID BOWIE "China Girl (EMI America)" LP: Let's Dance Regional Reach 118/33 52% Summary Up 27 E 60% Debuts 27 M 58% Same 0 W 49% Down 0 Adds 33

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CHARLIE "It's Inevitable (Mirage/Atco)" Regional Reach 89/31 40% Summary Up 4 E 48% Debuts 7 M 40% Same 47 W 20% Down 0 Adds 31

MARTIN BRILEY "The Salt In My Tears (Mercury/PolyGram)" LP: One Night With A Stranger Regional Reach 110/18 48% Summary Up 41 E 32% Debuts 19 M 44% Same 4 W 41% Down 2 Adds 16

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**STEVIE NICKS**  
*Stand Back (Modern/Atco)*  
LP: The Wild Heart

Regional 201/12 89% National Summary

Reach	UP 154
S 928	DEBITS 19
H 884	ADDS 16
M 878	DOWN 0
N 918	ADDS 12

**PRINCE**  
*1999 (WB)*  
LP: 1999

Regional 173/7 77% National Summary

Reach	UP 131
S 388	DEBITS 27
H 781	ADDS 16
M 738	DOWN 6
N 688	ADDS 7

**RED ROCKERS**  
*China (415/Columbia)*  
LP: Good As Gold

Regional 78/7 36% National Summary

Reach	UP 19
S 404	DEBITS 9
H 358	ADDS 43
M 358	DOWN 0
N 328	ADDS 7

**ROMAN HOLIDAY**  
*Stand By (Jive/Arista)*

Regional 59/14 28% National Summary

Reach	UP 3
S 161	DEBITS 9
H 278	ADDS 28
M 278	DOWN 0
N 398	ADDS 14

**DIANA ROSS**  
*Pieces Of Ice (RCA)*  
LP: Ross

Regional 95/51 42% National Summary

Reach	UP 3
S 648	DEBITS 13
H 558	ADDS 28
M 518	DOWN 0
N 518	ADDS 51

**DIANA ROSS**  
*Pieces Of Ice (RCA)*  
LP: Ross

Regional 95/51 42% National Summary

Reach	UP 3
S 648	DEBITS 13
H 558	ADDS 28
M 518	DOWN 0
N 518	ADDS 51

**STYX**  
*Don't Let It End (A&M)*  
LP: Kilroy Was Here

Regional 194/0 86% National Summary

Reach	UP 71
S 868	DEBITS 0
H 828	ADDS 47
M 898	DOWN 76
N 918	ADDS 0

**STYX**  
*Don't Let It End (A&M)*  
LP: Kilroy Was Here

Regional 194/0 86% National Summary

Reach	UP 71
S 868	DEBITS 0
H 828	ADDS 47
M 898	DOWN 76
N 918	ADDS 0

**TACO**  
*Putting On The Ritz (RCA)*  
LP: After Eight

Regional 56/26 24% National Summary

Reach	UP 6
S 308	DEBITS 9
H 258	ADDS 13
M 168	DOWN 2
N 278	ADDS 25

**TACO**  
*Putting On The Ritz (RCA)*  
LP: After Eight

Regional 56/26 24% National Summary

Reach	UP 6
S 308	DEBITS 9
H 258	ADDS 13
M 168	DOWN 2
N 278	ADDS 25

**LOUISE TUCKER**  
*Midnight Blue (Arista)*

Regional 51/6 23% National Summary

Reach	UP 9
S 348	DEBITS 6
H 298	ADDS 28
M 98	DOWN 2
N 168	ADDS 6

**LOUISE TUCKER**  
*Midnight Blue (Arista)*

Regional 51/6 23% National Summary

Reach	UP 9
S 348	DEBITS 6
H 298	ADDS 28
M 98	DOWN 2
N 168	ADDS 6

**POLICE**  
*Every Breath You Take (A&M)*  
LP: Synchronicity

Regional 226/4 100% National Summary

Reach	UP 206
S 1008	DEBITS 1
H 1008	ADDS 4
M 1008	DOWN 0

**POLICE**  
*Every Breath You Take (A&M)*  
LP: Synchronicity

Regional 226/4 100% National Summary

Reach	UP 206
S 1008	DEBITS 1
H 1008	ADDS 4
M 1008	DOWN 0

**QUARTERFLASH**  
*Take Me To Heart (Geffen)*  
LP: Take Another Picture

Regional 186/28 83% National Summary

Reach	UP 58
S 838	DEBITS 59
H 778	ADDS 43
M 778	DOWN 0
N 778	ADDS 28

**QUARTERFLASH**  
*Take Me To Heart (Geffen)*  
LP: Take Another Picture

Regional 186/28 83% National Summary

Reach	UP 58
S 838	DEBITS 59
H 778	ADDS 43
M 778	DOWN 0
N 778	ADDS 28

**ROD STEWART**  
*Baby Jane (WB)*  
LP: Body Wishes

Regional 192/11 85% National Summary

Reach	UP 159
S 908	DEBITS 8
H 808	ADDS 11
M 808	DOWN 1
N 868	ADDS 11

**ROD STEWART**  
*Baby Jane (WB)*  
LP: Body Wishes

Regional 192/11 85% National Summary

Reach	UP 159
S 908	DEBITS 8
H 808	ADDS 11
M 808	DOWN 1
N 868	ADDS 11

**BOB SEGER**  
*Roll Me Away (Capitol)*  
LP: The Distance

Regional 177/5 78% National Summary

Reach	UP 130
S 828	DEBITS 12
H 728	ADDS 8
M 738	DOWN 8
N 738	ADDS 5

**BOB SEGER**  
*Roll Me Away (Capitol)*  
LP: The Distance

Regional 177/5 78% National Summary

Reach	UP 130
S 828	DEBITS 12
H 728	ADDS 8
M 738	DOWN 8
N 738	ADDS 5

**JOE WALSH**  
*Space Age... (Full Moon/WB)*  
LP: You Bought It - You Name It

Regional 81/12 36% National Summary

Reach	UP 15
S 438	DEBITS 7
H 438	ADDS 17
M 168	DOWN 0
N 168	ADDS 12

**JOE WALSH**  
*Space Age... (Full Moon/WB)*  
LP: You Bought It - You Name It

Regional 81/12 36% National Summary

Reach	UP 15
S 438	DEBITS 7
H 438	ADDS 17
M 168	DOWN 0
N 168	ADDS 12

**DIANA ROSS**  
*Pieces Of Ice (RCA)*  
LP: Ross

Regional 95/51 42% National Summary

Reach	UP 3
S 648	DEBITS 13
H 558	ADDS 28
M 518	DOWN 0
N 518	ADDS 51

**DIANA ROSS**  
*Pieces Of Ice (RCA)*  
LP: Ross

Regional 95/51 42% National Summary

Reach	UP 3
S 648	DEBITS 13
H 558	ADDS 28
M 518	DOWN 0
N 518	ADDS 51

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# Summer is Hot — But COLUMBIA is Hotter!



## NEW HORIZONS “YOUR THING IS YOUR THING”

**Black Radio BREAKERS**

NEW HORIZONS

Your Thing Is Your Thing (Columbia)

60% of our reporting stations on it. Rotations: Heavy 18/0, Medium 13/0, Light 10/1, Extra Adds 2, Total Adds 3, WILD, WJMO, WPLZ. Heavy: KRNB, WEDR, WZEN-FM, KJLH, WATV, WDAO, KUKQ. Will debut next week on the Black Radio Chart.



## MANHATTANS “CRAZY”

Last Week: **Black Radio BREAKERS**

Last Week's #1 Most Added!

R&R Black Chart: **14**



## PEACHES & HERB “REMEMBER”

R&R: **25**

BILLBOARD: **37** CASHBOX: **39**



## RAMSEY LEWIS “LES FLEURS”

Radio & Records  
Jazz Chart Debut: **20**

**RED ALERT!**

- On your desk this week the hot new sound of Herbie Hancock's "ROCKIT"!
- Also shipping soon: A new remix of "Spread Your Love" by Earth, Wind & Fire.





# AOR / ALBUMS

Continued From the Back Page

This chart compiles data from reporting stations with a majority of listeners aged 12-24.

Three Weeks	Two Weeks	Last Week	Rank	Artist/Album	Total Reports	Heavy Rotation	Medium Rotation	Adds	Total Adds All Rotations
		1	1	<b>POLICE/Synchronicity (A&amp;M)</b>	165	162	2	0	0
		2	2	<b>STEVIE NICKS/The Wild Heart (Modern/Atco)</b>	158	135	22	0	3
5	3	3	3	<b>FIXX/Reach The Beach (MCA)</b>	162	124	38	0	1
		6	4	<b>LOVERBOY/Keep It Up (Columbia)</b>	155	137	16	0	4
3	2	5	5	<b>DAVID BOWIE/Let's Dance (EMI America)</b>	150	125	25	0	6
1	1	4	6	<b>DEF LEPPARD/Pyromania (Mercury/PolyGram)</b>	142	127	14	1	1
10	5	7	7	<b>DURAN DURAN/Duran Duran (Capitol)</b>	142	105	37	0	2
19	9	10	8	<b>KINKS/State Of Confusion (Arista)</b>	140	78	62	0	5
2	4	8	9	<b>MEN AT WORK/Cargo (Columbia)</b>	135	79	55	1	3
4	6	9	10	<b>ZZ TOP/Eliminator (WB)</b>	127	77	49	1	5
21	13	12	11	<b>ZEBRA/Zebra (Atlantic)</b>	134	59	72	1	3
9	7	11	12	<b>A FLOCK OF SEAGULLS/Listen (Jive/Arista)</b>	125	65	59	1	2
8	8	13	13	<b>U2/War (Island/Atco)</b>	116	53	62	1	2
17	10	14	14	<b>DAVE EDMUNDS/Information (Columbia)</b>	115	54	61	0	2
		22	15	<b>CROSBY, STILLS &amp; NASH/Allies (Atlantic)</b>	127	33	91	2	9
20	17	16	16	<b>FASTWAY/Fastway (Columbia)</b>	114	34	80	0	1
32	23	17	17	<b>IRON MAIDEN/Piece Of Mind (Capitol)</b>	104	52	50	1	3
7	12	15	18	<b>INXS/Shaboo Shoobah (Atco)</b>	106	30	75	1	4
16	19	18	19	<b>BRYAN ADAMS/Cuts Like A Knife (A&amp;M)</b>	95	43	50	2	8
15	15	21	20	<b>KROKUS/Headhunter (Arista)</b>	91	41	49	1	2
26	22	23	21	<b>BLACKFOOT/Siogo (Atco)</b>	103	21	79	3	3
<b>DEBUT</b>			22	<b>JOE WALSH/You Bought It - You Name It (Full Moon/WB)</b>	110	20	68	22	52
24	24	26	23	<b>QUIET RIOT/Metal Health (Pasha/CBS)</b>	85	24	59	2	2
12	14	20	24	<b>EDDY GRANT/Killer On The Rampage (Portrait/CBS)</b>	75	50	25	0	1
6	11	19	25	<b>TUBES/Outside Inside (Capitol)</b>	75	32	43	0	0
		34	26	<b>TALKING HEADS/Speaking In Tongues (Sire/WB)</b>	86	19	54	8	21
11	18	25	27	<b>RICK SPRINGFIELD/Living In Oz (RCA)</b>	76	31	45	0	3
<b>DEBUT</b>			28	<b>QUARTERFLASH/Take Another Picture (Geffen)</b>	89	26	50	13	28
	35	32	29	<b>MARSHALL CRENSHAW/Field Day (WB)</b>	82	19	59	4	8
	34	33	30	<b>EURYTHMICS/Sweet Dreams (Are Made Of This) (RCA)</b>	74	28	43	3	5
22	26	29	31	<b>MARTIN BRILEY/One Night With A Stranger (Mercury/PG)</b>	65	26	37	2	8
		40	32	<b>DONNIE IRIS/Fortune 410 (MCA)</b>	75	12	57	3	12
14	16	24	33	<b>RED ROCKERS/Good As Gold (415/Columbia)</b>	62	22	40	0	0
23	25	28	34	<b>GOANNA/Spirit Of Place (Atco)</b>	64	18	46	0	0
36	27	30	35	<b>URIAH HEPP/Head First (Mercury/PolyGram)</b>	64	13	50	1	2
<b>DEBUT</b>			36	<b>GARY MYRICK/Language (Epic)</b>	73	5	61	5	13
<b>DEBUT</b>			37	<b>R.E.M./Murmur (IRS/A&amp;M)</b>	63	13	46	3	10
	36	37	38	<b>ELTON JOHN/Too Low For Zero (Geffen)</b>	58	26	30	2	3
13	20	27	39	<b>MADNESS/Madness (Geffen)</b>	53	26	27	0	0
18	21	31	40	<b>PLANET P PROJECT/Planet P Project (Geffen)</b>	47	17	30	0	1

## BREAKERS

This data reflects reporting stations with a majority of listeners aged 12-24.

- JOE WALSH**  
**You Bought It - You Name It (Full Moon/WB)**  
"Space" "Play" "Told." 65% of our 12-24 reporters on it. Total reports: 110. Hot 20, Medium 68, Extra Adds 22, Total Adds 52. Debuts at #22 on the AOR Albums chart.
- QUARTERFLASH**  
**Take Another Picture (Geffen)**  
"Heart." 53% of our 12-24 reporters on it. Total reports: 89. Hot 26, Medium 50, Extra Adds 13, Total Adds 28. Debuts at #28 on the AOR Albums chart.
- TALKING HEADS**  
**Speaking In Tongues (Sire/WB)**  
"Burning." 51% of our 12-24 reporters on it. Total reports: 86. Hot 19, Medium 54, Extra Adds 8, Total Adds 21. Moves 34-26 on the AOR Albums chart.

## NEW & ACTIVE

This data reflects reporting stations with a majority of listeners aged 12-24.

- MINISTRY/With Sympathy (Arista) "Revenge"**  
Total Reports: 57(52)/Total Adds: 6(6); Hots: 3(4)/Hot Adds: 0(1); Mediums: 49(46)/Medium Adds: 1(4)/Extra Adds: 5(1).
- PETER GABRIEL/Plays Live (Geffen) "I Go Swimming"**  
Total Reports: 56(53)/Total Adds: 21(26); Hots: 11(9)/Hot Adds: 2(0); Mediums: 29(23)/Medium Adds: 6(7)/Extra Adds: 13(19).
- PLIMSOULS/Everywhere At Once (Geffen) "A Million Miles Away"**  
Total Reports: 55(54)/Total Adds: 5(1); Hots: 7(7)/Hot Adds: 0(0); Mediums: 45(46)/Medium Adds: 2(0)/Extra Adds: 3(1).
- JOAN ARMATRADING/The Key (A&M) "Drop The Pilot"**  
Total Reports: 55(62)/Total Adds: 0(1); Hots: 11(12)/Hot Adds: 0(0); Mediums: 44(50)/Medium Adds: 0(1)/Extra Adds: 0(0).

### MOST ADDED

All Stations

Joe Walsh	(62)
Quarterflash	(34)
Joan Jett &...	(31)
"Fake"	
Charlie	(31)
ELO	(29)

### HOTTEST

All Stations

Police	(182)
Stevie Nicks	(154)
Loverboy	(141)
Fixx	(139)
David Bowie	(136)

- SHOOTING STAR/Burning (Virgin/Epic) "Straight Ahead"**  
Total Reports: 54(39)/Total Adds: 20(30); Hots: 7(3)/Hot Adds: 0(0); Mediums: 36(20)/Medium Adds: 11(15)/Extra Adds: 9(15).
- MITCH RYDER/Never Kick A Sleeping Dog (Riva/PolyGram) "When You Where Mine"**  
Total Reports: 54(41)/Total Adds: 13(14); Hots: 7(3)/Hot Adds: 1(2); Mediums: 40(32)/Medium Adds: 5(6)/Extra Adds: 7(6).
- ARCANGEL/Arcangel (Portrait/CBS) "Tragedy"**  
Total Reports: 53(53)/Total Adds: 1(6); Hots: 3(3)/Hot Adds: 0(0); Mediums: 48(44)/Medium Adds: 1(1)/Extra Adds: 0(5).
- CHARLIE/Charlie (Mirage/Atco) "It's Inevitable"**  
Total Reports: 52(36)/Total Adds: 27(16); Hots: 1(1)/Hot Adds: 0(0); Mediums: 37(23)/Medium Adds: 14(7)/Extra Adds: 13(9).
- TEARS FOR FEARS/The Hurting (Mercury/PolyGram) "Change"**  
Total Reports: 51(59)/Total Adds: 4(0); Hots: 13(14)/Hot Adds: 0(0); Mediums: 34(45)/Medium Adds: 0(0)/Extra Adds: 4(0).
- ROD STEWART/Body Wishes (WB) "Baby Jane"**  
Total Reports: 46(49)/Total Adds: 3(6); Hots: 25(19)/Hot Adds: 1(0); Mediums: 19(24)/Medium Adds: 0(2)/Extra Adds: 2(4).
- STEVIE RAY VAUGHAN AND DOUBLE TROUBLE/Texas Flood (Epic) "Pride And Joy"**  
Total Reports: 43(31)/Total Adds: 18(25); Hots: 4(3)/Hot Adds: 1(1); Mediums: 25(14)/Medium Adds: 6(11)/Extra Adds: 11(13).
- MARILLION/Script For A Jester's Tear (Capitol) "He Knows You Know"**  
Total Reports: 43(64)/Total Adds: 3(2); Hots: 10(10)/Hot Adds: 0(0); Mediums: 31(52)/Medium Adds: 1(1)/Extra Adds: 2(1).
- ELO/Secret Messages (Jet/CBS) "Rock 'N' Roll Is King"**  
Total Reports: 38(22)/Total Adds: 23(22); Hots: 5(3)/Hot Adds: 2(3); Mediums: 21(8)/Medium Adds: 10(8)/Extra Adds: 11(11).
- HOLLIES/What Goes Around... (Atlantic) "If The Lights Go Out"**  
Total Reports: 25(25)/Total Adds: 2(3); Hots: 3(2)/Hot Adds: 0(0); Mediums: 21(22)/Medium Adds: 1(2)/Extra Adds: 1(1).

More AOR Music Information See Page 60

AOR /HOT TRACKS

This chart compiles data from reporting stations with a majority of listeners aged 12-24.

Table with 169 reporters. Columns: Rank, Weeks, Artist, Song, Label, Total, Heavy, Medium, Add, Total Adds.

DEBUT

DEBUT

DEBUT

BREAKERS

This data reflects reporting stations with a majority of listeners aged 12-24.

POLICE

King Of Pain (A&M)

60% of our 12-24 reporters on it. Total reports: 102. Hot 67, Medium 33, Extra Adds 1, Total Adds 12. Moves 26-13 on the AOR Hot Tracks chart.

JOAN JETT & THE BLACKHEARTS

Fake Friends (Blackheart/MCA)

54% of our 12-24 reporters on it. Total reports: 91. Hot 7, Medium 65, Extra Adds 13, Total Adds 30. Moves 56-29 on the AOR Hot Tracks chart.

SIGNIFICANT ACTION

ESPIONAGE/Espionage (A&M) "The Sound Of Breaking Hearts" Total Reports: 21(11)/Total Adds: 7(4); Hots: 1(1)/Hot Adds: 0(0); Mediums: 15(14)/Medium Adds: 3(3)/Extra Adds: 4(1).

Station Listings . . . See Page 44

AOR /ALBUMS 25+

This chart compiles data from reporting stations with a majority of listeners aged 25-plus.

Table with 25+ albums. Columns: Rank, Weeks, Artist, Album, Label, Last Week, Total, Heavy, Medium, Add, Total Adds.

CHART PARTICIPANTS - WECM/Claremont, WPLR/New Haven, WNEW-FM/New York, WERI/Westerly, WXRT/Chicago, WCPZ/Sandusky, KLBJ/Austin, KUFO/Odessa, WSLQ/Roanoke, KEZY/Anaheim, KSPN/Aspen, KBCO/Boulder, KTCL/Ft. Collins, KNX-FM/Los Angeles, KINK/Portland, KFOG/San Francisco, KTSM/Santa Barbara, KZAM/Seattle.

AOR ALBUMS - Compiles album airplay data from stations showing ratings strength 12-24. Includes four-week trend of chart action, plus cuts listed numerically by airplay. Current singles are BOLD. Also listed is present week's number of reports in all rotations, including total adds for all rotations. Symbols represent more (+), less (-), or equal (=) airplay in each rotation compared to last week's figures. Records showing significant airplay growth are bulleted.

- Q-FEEL/Q-FEEL (Jive/Arista) "Cross Talk" Total Reports: 21(18)/Total Adds: 6(6); Hots: 1(0)/Hot Adds: 0(0); Mediums: 14(13)/Medium Adds: 2(1)/Extra Adds: 4(5).

# 3 SUMMER SIZZLERS FROM



## JARREAU "Boogie Down"

WXKS-FM	WZYP	KHOP	WSGF
WCAU-FM	94TYX	KSKD	KCDQ
Y100	FM100	KHYT	KDZA
WROR	KRGV	WGUY	KBIM
WKFM	KROK	WERZ	
KITE	WSEZ	WJBQ	
WDOQ	WHOT	WFOX	
KAMZ	KYNO-FM	KVOL	

Produced by JAY GRAYDON



## JOE WALSH "Space Age Whiz Kids"

B104	WSPK	WABB-FM	WVIC	KQIZ-FM	WAZY-FM
WXKS-FM	WKFM	WHHY-FM	Z104	WJAD	WSPT
WNYS	WRCK	KRGV	KQKQ	WCGQ	KDVV
WPHD	WBBQ	WSFL	WHOT	WFLB	KCDQ
WCAU-FM	KZZB	B97	KHOP	KISR	KGHO
Z93	WQID	KTFM	KSKD	Q104	KBIM
WGCL	WSSX	WSEZ	WGUY	WYKS	KSLY
WABX	WNOK-FM	WKDD	WIGY	Q101	
KBEQ	KITE	WKAU	WCIR	KNOE-FM	
WLOL-FM	KZFM	WNAM	WERZ	WPFM	
KMJK	KSET-FM	KMGK	OK100	WXLK	
WROR	WANS-FM	WGRD	WKHI	FM99	
K104	WZYP	WZZR	95XIL	WHSL	
WKEE	WOKI	WZPL	WJBQ	WBWB	
	G100	WJXQ	WSQV	KYTN	

Produced by BILL SZYMCZYK for Pandora Productions

AOR BREAKER  
DEBUTS 22



## the B-52's "Legal Tender"

WXKS-FM	KYYX
WPHD	WIGY
KMJK	WERZ
KZFM	WJBQ
KSET-FM	KCDQ



Produced and Engineered by STEVEN STANLEY

Manufactured and Distributed by WARNER BROS. RECORDS



# MEN WITHOUT HATS



The **"SAFETY DANCE"** (BSR-52232) is  
 the Debut Single from their  
 forthcoming Album,  
**"RHYTHM OF YOUTH"** (BSR-39002)

(Shipping July 1st)

*Backstreet*  
 RECORDS

## HATS OFF AT:

WHTT add  
 WLAN-FM add  
 WPST add  
 WNOK-FM add  
 KAMZ add  
 WSFL add

WSEZ add  
 WZPL add  
 WHOT add  
 KIKI add  
 WERZ add  
 WKHI add

KILE add  
 KVOL add  
 Q101 add  
 KYTN add  
 KRNA add  
 WRKR add

KFMW add  
 WXKS-FM on  
 CKGM 23  
 WCAU-FM on  
 WFTR 36  
 WABX on  
 WLOL-FM on

XTRA on  
 KITE 32-24  
 KSET-FM deb 27  
 WOKI deb 36  
 KYX 37-31  
 WGUY deb 35  
 WJBQ 20-17

WBWB deb 37  
 KCBN deb 37  
 WFLY on  
 WTRY on  
 WCSC on  
 WRVQ on  
 KTFM on

WZZR on  
 KKXX on  
 KBBK on  
 KYNO-FM on  
 KHOP on  
 WSGF on  
 99KG on

