

Radio & Records

ISSUE NUMBER 324

THE INDUSTRY'S NEWSPAPER

MARCH 21, 1980

12 RADIO STATIONS WOULD BE INCLUDED

General Tire Proposes Broadcast Spinoff

General Tire & Rubber Co. has filed a proposal with the FCC which would spin off a new broadcasting company encompassing RKO's 12 radio stations and one of its TV stations. The company also proposes to sell WNAC-TV/Boston to the New England Television

Corp. (NETV). WNAC-TV is one of the three RKO-owned TV stations named in the recent FCC ruling holding that RKO was an unqualified licensee because of transgressions associated with the parent company (R&R 2-1).

Under the proposal, which re-

quires FCC approval, stock in the new broadcast company would be distributed to General Tire shareholders. A General Tire statement said the proposal was in the best interests of the shareholders, as the company hopes the move will "remove any cloud" on the stations not involved in the FCC decision, which is being appealed.

The Boston TV station would be sold to NETV subject to the approval of the spinoff, in which case RKO will request an FCC approval of its license for WNAC-TV conditional on the sale of NETV. The FCC previously rejected NETV's request to assume the WNAC-TV license. RKO General Vice Chairman/Chief Operating Officer John B. Poor commented that RKO "continues to maintain that it is fully qualified as a broadcaster, and intends to avail itself of all legal remedies to contest any denial or renewal of licenses." He described the spinoff proposal as a means to limit the scope of future litigation.

Stations involved in the spinoff would be WOR-WXLO/New York, WRKO-WROR/Boston, WGMS-AM-FM/Washington, D.C., WAXY/FL, Lauderdale, WFYR/Chicago, WHBQ-AM-FM-TV/Memphis, KFRC/San Francisco, and KHJ-KRTH/Los Angeles.

Licata Promoted To Chrysalis Presidency

Sal Licata has been appointed President of Chrysalis Records Inc., moving up from the Sr. VP/GM position at the label. At the same time, Chrysalis co-owners Terry Ellis and Chris Wright will adopt the title of Co-Chairman/Chrysalis International Group of Companies.

Ellis commented, "In 1976 we undertook the daunting task of establishing a completely new, totally independent record company in the U.S. Three years later we have a stable, profitable operation which has, we hope, established its position in the industry. Sal Licata's contribution to this achievement is incalculable."

Calling Licata a "supreme record man with a unique understanding of the U.S. market," Ellis continued, "Over the past 12 months he has gradually taken over completely his responsibility for the day-to-day operation of Chrysalis. He has guided the company through a very difficult year for the industry, and must take a large share of the credit for the fact that we have substantially increased our sales volume in our three years in business. We are proud to have someone of Sal Licata's stature as President of Chrysalis Records."



Sal Licata

Ellis concluded, "This appointment will allow me the extra time I have wanted to work more closely with our artists and their managers in developing meaningful careers for them. Also, I can guide our A&R more fully towards bringing to Chrysalis the artists most suited to our philosophies."

WOMEN INCREASE IN NEWS

Minorities Now Own 124 Radio Outlets

Minorities (blacks, Hispanics, Native Americans) now own 138 broadcast stations, 124 of them radio out-

lets, according to an NAB study. The new figures represent a 37% increase in the ownership total, with blacks making the biggest gains. Black owners are now in charge of 105 radio stations, with Hispanics owning 18 and one being licensed to a Native American.

Meanwhile, a Radio-TV News Directors Association study showed women making solid gains in radio news positions, although their representation is still far below the percentages for TV. Nearly 50% of radio news operations employ at least one woman, up from 20% in 1972, but the equivalent TV figures are 94% now compared to 57% in 1972. Women now make up 26% of radio news staffs, and the number of female news directors increased.

Minorities were employed by 20% of responding radio news departments, the same figure as reported in 1972. 63% of minorities were black, 26% Hispanic, 7% Native Americans, and 4% Asian-Americans.



HARVEY ADDRESSES CRS — Paul Harvey, the ABC Radio Network's legendary newscaster, is pictured delivering the keynote address at the 11th annual Country Radio Seminar held in Nashville last weekend. Over 400 broadcasters gathered for two days of panels and presentations, including a speech by Red Barber, highlighting his 50 years in radio sports. For summary and exclusive photos, see Jim Duncan's column, Page 52.

Stigwood Announces RSO Dreamland Distribution

Robert Stigwood, Chairman/Chief Executive Officer of the Stigwood Group, formally announced RSO Records' multi-million dollar worldwide distribution agreement with Dreamland Records, the new label formed by hit producer/songwriter Mike Chapman and his longtime songwriting/business partner Nicky Chinn.

Stigwood commented, "The agreement between RSO and Dreamland is a milestone in the history of RSO Records. It is rare to have the opportunity to begin a far-reaching association with such highly talented and universally respected people. Although many signs in the past year indicate that others consider the record industry to be 'soft,' I firmly believe in the future of the music business. This multi-million dollar commitment represents not only my belief in Nicky and Mike, but also my firm confidence in the future of the music business as a whole."

"Major Step Forward"
— Coury

RSO President Al Coury called the agreement a "major step forward," adding, "Nicky Chinn and Mike Chapman have for years been trendsetters in this highly unpredictable industry. Their way of working has always reflected their honesty, reliability, and integrity, and it is a real pleasure now to be in business with them on such an enormous scale."

Chinn stated, "We are thrilled by this new association. We don't intend to be just another 'new label'... The label will be small,

and we will have an artist-oriented and career-oriented record company." Chapman added, "The formation of our own record label is a dream I have nurtured for almost eight years. The timing I'm convinced that RSO Records... is best equipped to help us realize our goals. I have the highest regard for the energy of Al Coury and his staff and for the creative instincts of Robert Stigwood."

Cross-Pollination Of Talents

Stigwood Group President Fredric B. Gershon said, "The Chinn/Chapman/RSO Records deal is ambitious, and we believe that it is structured in an extremely unorthodox fashion. This unique agreement will have long-reaching effects beyond the record division... Mike and Nicky's talents, and the talents of their artists, will be cross-pollinated with our theatre, motion picture, and television activities around the world. The signing of this agreement is an integral part of the Group's expansion into more diverse contemporary communication activities."

Chinn and Chapman came into prominence in England in 1971 with hits by New World and Sweet, later scoring international successes with Suzi Quatro, Mud, and Smokie. In recent years, Chapman has produced the Knack, Blondie, Pat Benatar, Nick Gilder, and others. New artists signed to Dreamland include Nervus Rex, Spider, Shandi, Holly Penfield, Consenting Adults, and Michael Des Barres.

Arbitron Advance Results

NEW YORK
WBSL Gains For Solid Lead
LOS ANGELES
KABC Regains First; KJOI Edges KBIG
CHICAGO
WGN, WLS, WLUP On Downslide
SAN DIEGO
KGB-AM Rocks Up Almost 4;
KPRI Tops AOR's
Plus First Four March Mediatrends
See Page 24.

**MARSHALL TUCKER'S
"TIME" HAS
ARRIVED**



**THE MARSHALL
TUCKER BAND**
"It Takes Time"

The first from "TENTH," the new Marshall Tucker Band album.

PRODUCED BY STEWART LEVINE
FOR OUTSIDE PRODUCTIONS, INC.

ON WARNER  BROS. RECORDS

More Changes At Polygram

Restructuring continued at Polygram Corp. over the past week, with Dr. Ekke K. Schnabel appointed Sr. VP/Legal & Business Affairs for the new PRO USA umbrella group, and Richard Rollefson named VP of London Records, recently acquired as part of a worldwide deal with Decca Records in the UK. In addition, Casablanca FilmWorks has been dissolved in name, with a new company called Polygram Pictures formed by joint owners the Polygram Group and Casablanca Record and FilmWorks Chairman Peter Guber.

Schnabel, most recently Sr. VP/Business Affairs for Polydor, Inc., now takes on responsibility for all contracts and other business-related agreements emanating from Polydor, Casablanca, Phonogram, and Polygram Classics, the four labels whose business and local promotion functions were recently placed under the PRO USA umbrella.

Rollefson, most recently Manager of London's Classical Division, will supervise artist relations, product development, promotion, and publicity for London, which is placed under the Polygram Classics wing but will ap-

WPIX Switch Generates Protests By Listeners

WPIX/New York's recent decision to drop its "25 years of rock 'n' roll" format (R&R 3-14) has triggered a variety of listener protests. One listeners' group chose to picket in front of the Daily News (owners of the station) building at 1pm, Thursday (3-20), while a second coalition, including a New Jersey-based "Listeners To Bring Back The Old 'PIX'" group, has scheduled a similar action for noon, Friday (3-21).

One of the leaders of the second protest, Elizabeth Schaffner, told R&R they had spent the weekend collecting signatures and leafletting XTC and Boomtown Rats concerts as well as local stores, clubs, and the like. Over 3000 signatures have been collected, she said.

Meanwhile, New York City concert promoters FAT Productions

\$102,000 IN DAMAGES

Black Daytimer Suffers Fire

KJOP/Hanford, CA caught fire at 11am Wednesday (3-12), resulting in \$102,000 in damages to the Black/Spanish-formatted daytimer. While arson was initially suspected, principally because of a history of past incidents involving the station (last November, a large "KKK" was painted in front of the black-owned outlet), Kings County Battalion Chief Dave Barros told R&R that, following a State Fire Marshal's investigation, a homemade wood stove was determined to have been the cause of the blaze. Despite the extensive nature of the damages, John Penbroke, owner and General Manager of KJOP, estimated that the station would return to the airwaves within two weeks. He also expressed some uncertainty as to whether the wood stove could have caused the fire.

parently retain some of its pop catalog as well. Rollefson reports to Polygram Classics President Guenter Hensler, who commented, "Under this new structure, London will not only continue as an independent label, but also benefit from the Polygram organization's financial and business resources."

Polygram Pictures supersedes Casablanca FilmWorks, with Guber serving as Chairman of the Board and former 20th Century-Fox Film Corp. President Gordon Stulberg named President/Chief Operating Officer. William Tennant, FilmWorks President, will become President of the Motion Picture Division of the new company, which will be heavily funded by Polygram as a "major commitment" to establish the company "in the same leadership position in the U.S. that it currently enjoys in recorded music, film, and television worldwide," Polygram President Coen Solleveld stated. "Our name is on the company and our reputation is behind it, as well as a large sum of money. I might add," he concluded.

have set up a "Rock Against Ratings" benefit concert for March 28th at the Irving Plaza Rock 'n' Roll Theatre. The event will feature local bands, DJ's and guest speakers.

Frank Roccio, one of the firm's principals, outlined the reasons behind the effort: "We feel that what happened to 'PIX is going to affect a lot of New York bands that would have gotten airplay and aren't anymore. We're trying to organize bands who will be directly affected by this. There will be a lot of people playing, and we hope to have (ousted PD) Joe (Piasek) and (former MD)

WPIX/See Page 24

OPINION LINE

Music Thriving On AM

Dear R&R,

Recent times have seen a number of major signals convert from music formats to News/Talk and combinations thereof. Our market (St. Louis) is no exception.

To those remaining diehards who continue to play records on AM radio... hang in there.

I'm beginning to feel a little like Mark Twain, who said, "The news of my death has been greatly exaggerated!" It is not my intent to blow my own horn, but here in St. Louis, KXOK...

1. Has the #1 music come of any station Metro & TSA.

2. Shows significant growth in the target 25-34 audience including the broader 25-49 & even 18-49.

3. Has reached a 6.2 share Metro and we did it with music, on AM radio.

I give my personal thanks for the support of the world's best GM (Phil Trammell), and the dedication of a great air staff. I certainly don't have all the answers, but I firmly believe that giving up is no answer at all.

Metroplex Buying WOKF-FM For \$3 1/2 Million

Metroplex Communications, owners of Y100/Miami, have filed to purchase WOKF-FM/Clearwater, in the Tampa/St. Petersburg metro, for \$3 1/2 million from Broadcast Enterprises Network, Inc. pending FCC approval. The expanding company is also awaiting approval on its purchase of WPIK-WXRA-FM/Washington, D.C. from Potomac Broadcasting. Metroplex National PD Bill Tanner recently formed a programming consultation firm (R&R 3-14), and it's viewed as likely that his company will consult these new acquisitions after approval is granted.

WBLS CROCKER'S FOCUS

Stevens Returns As KUTE PD

Bill Stevens, who programmed KUTE/Los Angeles prior to its purchase by Inner City Broadcasting, has resumed the PD position. Inner City National PD Frankie Crocker, who had been programming both Black / Dancemusic - formatted KUTE and flagship station WBLS/New York, turned over the KUTE position to Stevens in order to concentrate on the high-rated New York station, according to a company statement.

An Inner City spokesman told R&R, "We have an opportunity to establish true dominance in this market... We needed a local person who would be more responsive to the highly competitive Los Angeles marketing environment, and we are fortunate to have a quality programmer on staff already in Bill Stevens." Stevens had been doing overnights at the station. A KUTE spokesman said the station would be heading in a "mass appeal hit format" direction. Assistant PD Bobby Magic has exited the station in the wake of the changeover.

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BEWARE THE STICKERS

A Guide To Arbitron's Least Favorite Contests, With Pointers On Keeping A Clean, Unstickered Profile In The Ratings Book.

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THE NEW ERA IN RADIO PROMOTION

New Promotion Strategies For The Age Of Arbitron Extended Measurement.

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this week...

RADIO ON TV:

CREATING YOUR OWN COMMERCIALS

In the final installment, Robert W. Wood offers useful tips for the do-it-yourself TV spot designer.

Page 14

THE AOR ARMY INVASION

AOR programmers discuss the "rock & roll army" boom, and explain mobilizing, drafting and basic training of listener recruits.

Page 40

PROMOTION BASICS IN BEAUTIFUL MUSIC

The pros and cons of advertising BM stations on TV, outdoors, in print, and even on other radio stations.

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For The Record

In last week's articles on the purchases of KIOI/San Francisco and KJR/Seattle, certain comparisons of station purchase prices were accidentally misapplied, creating the misleading impression that the \$12 million paid by Karl Eller for KIOI was a new single-station record and the \$10 million Metromedia purchase of KJR established a new AM record. Actually, while \$12 million is apparently the highest price paid for an FM station, it is exceeded by Cox's \$15 million-plus purchase of KFI/Los Angeles and Mutual's \$14 million cash payment for WHN/New York, which received final approval last week. Mutual also purchased WCFL/Chicago in 1978 for \$12 million.

Washington Report

DID NAB PLAY BY THE RULES?

Nine Kiloherz Stalled

A resolution tabling discussion of 9 kHz until November, 1981 by Region 2 countries (the Western Hemisphere) was expected to be adopted this week in Buenos Aires. The resolution reportedly contained a clause stating the majority of countries, including the U.S., favors reduced AM spacing.

The FCC was claiming a victory, however, since the word "majority" was included, according to Elliot Maxwell, Asst. Chief, Office of the Chief Scientist, and former aide to Chairman Ferris. Maxwell told R&R the U.S. Government went to Region 2 with little initial support.

The strongest opposition appears to be still coming from Canada, Argentina, Peru, and U.S. broadcasters.

NAB Caper

Publicly, NAB was being chastised by government officials and

members of Congress for having interfered in the diplomatic ballgame. NAB surprised FCC Commissioner Bob Lee (who heads the U.S. delegation) and State Department officials by sending a letter to every country asking them to hold off on making a decision until there were additional studies on the impact of 9 kHz.

"Every Radio Board member supported the letter," NAB Radio Board Chairman Arnie Lerner (Pres. WLLH/Lowell, MA) told R&R. "It's not realistic to represent our membership without coming to loggerheads with the

Commission and the Hill," NAB Exec. VP John Summers said.

The part of the resolution calling for more study appeared to be a blueprint of NAB's letter, according to Summers. Representing NAB interests in Buenos Aires, although he's not an official member of the U.S. delegation, is NAB's past Board Chairman Don Thurston.

Confusion Over U.S. Policy

The prime result of NAB's letter was to create confusion in the minds of other delegates, and Commissioner Lee even denounced it during a session late last week. The effect will be to cause delay, and broadcasters hope more studies will be conducted in the interim about the effects of 9 kHz.

But privately, many sources, including House Communications Subcommittee Chairman Lionel Van Deerlin (D-CA) and FCC Chairman Charles Ferris, were upset with NAB's diversionary tactics and miffed at not being sent a copy of NAB's letter. Van Deerlin, who on March 6 placed comments in the Congressional Record to the effect that some lobbying was straining propriety, told R&R, "The postponement just delays the inevitable."

"It wasn't proper for NAB to do what they did in the midst of delicate negotiations" one Ferris aide said.

So for the next 18 months, NAB can claim a bigger victory than the FCC and State Department. The remaining question is to what degree NAB may have damaged its relationship with Commissioner Lee and some Congressmen for failure to use its Xerox.

NO ACTION ON "ENDANGERED" BLACK FORMATS

Extra Renewal Punishments?

FCC To Study Three Proposals, Also Close To Plan For AM-FM Break-Ups, Ratings Review

Responding to an October, 1979 petition from the National Black Media Coalition (NBMC) containing 35 separate proposals, the FCC last week asked its Broadcast Bureau to study additional renewal sanctions:

- License suspension, whereby a station would continue to operate, but profits would go to a non-profit group.

- EEO rehabilitation, whereby a licensee not conforming with EEO rules would be required to finance a minority training program.

- Partial license revocation, which would force broadcasters to share their frequencies.

In addition, Ed Cardona's Industry EEO & Minority Enterprise Division was told to look into whether ratings firms are undercounting minority audiences and the effect on the Commission's efforts to expand minority ownership because of low ratings. The FCC said, however, it did not appear that it had any control over ratings firms.

In The Works

Some NBMC ideas are being discussed already. For example, the FCC said it was:

- In the process of drafting a rulemaking proposal for possible prohibition of AM-FM crossownership.

- Reviewing the comparative renewal process (NBMC sought increased advantages for minorities based on their degree of proposed ownership and participation).

- Considering installation of a toll-free WATS line to the Consumer Assistance Division.

But other proposals were tabled. The Commission said it will:

- Consider later, along with a similar NTIA proposal, expanding

RENEWAL/See Page 20

The Week In Review

- RKO Asks FCC For Permission To Form New Radio/TV Company (See Page 1)
- Expectations High That 9 kHz Decision Will Be Put Off 18 Months
- Final Rush At FCC To Get Dereg Comments In
- Possible Additional Renewal Sanctions Considered
- New Extension To Cross-Ownership Rule

— Jonathan Hall

Final Days For All-Out Deregulation Effort

Healthy Public Radio Essential For Deregulation, Says Ferris

Everyone seems to be getting into the radio deregulation act as the deadline for comments, March 25, approaches. The latest trend is a stack of petitions signed by over 300 individuals that arrived at the Commission last week, all opposing the idea.

The letters said the undersigned had heard about deregulation from their churches, but contained misinformation along the lines of "the FCC will release all stewardship of radio broadcasting," and "radio stations will no longer be required to broadcast in the public interest." Other opposing letters continue to pour in from religious organizations, educational institutions, and charity groups,

and the myth that current regulations require stations to air PSA's persists.

Broadcasters are keeping up with opposing comments in volume and originality. KNEU/Roosevelt, UT GM Earl Hawkins summed up what many broadcasters have told the FCC, "My 15 years in the radio industry makes me more capable of judging the needs and

DEREGULATION/See Page 20

FCC: At A Glance

WCEH EEO Program Okay

An updated EEO report from WCEH/Hawkinsville, GA showing increased recruitment of blacks and a proposal that 50% of all new employees hired will be black was accepted last week. WCEH had received a warning letter from the FCC in October urging the station to increase minority hiring.

WGTV Moves To A School Across Town

WGTV/Washington, which has been dark for a year, was assigned to the University of the District of Columbia (UDC) last week. A coalition of listeners had asked the FCC to deny the transfer because Georgetown University officials

said they could not afford to operate the station. The FCC said that although WGTV's format had been unique, UDC also proposed a unique format, so there was no loss to the community. UDC proposed Caribbean and Spanish music, Classical, Oldies, and traditional African music.

FCC AT A GLANCE/See Page 20

People

Las Vegas

Everett Erlick, ABC Senior VP/GC, will receive the 1980 Grover Cobb award at the NAB Convention April 13-16. Honor is for unusual dedication to improving broadcasting's relationship with the federal government.

New York

Al Neuharth, Gannett Chairman/Pres., named Chief Exec. of the Year in publishing and printing by Financial World magazine. Neuharth also won the award in 1976 and 1977.

Steuben glass apples were presented at the New York Market Radio Broadcasters Association Big Apple Awards Ceremony last week. First place winners included: PSA's: WCBS-FM; Music: McCann-Erickson Inc. for Coca-Cola, U.S.A.; and Humor: Dick & Bert for RAB.

Washington

FCC Commissioner Jim Quello defended his record and clarified his stance on key concerns of minorities before a gathering of black media people last Thursday, March 13. Speaking to the Capital Press Club, he said he supports methods



Everett Erlick

the FCC uses to encourage black ownership, as well as conferences to explain the Commission's procedures to the public and a proposal to establish funding for public participation in rulemakings. He took the opportunity also to reemphasize his concern for "forced" broadcaster/citizen agreements.

Cincinnati

Bill Sims, President of Wycom Corp., group owner of six stations, has associated with the R.C. Crisler Co. brokerage house. Sims' specialty will be small and medium market stations in the Rockies, Plains and Southwest.

Chicago

Mike Eckert named Blair Network/Blair Group Sales account exec for the Chicago Office. Eckert was previously with WHDE.

Broadcasters Must Ascertain Gays & Handicapped

Not A Vote For Or Against, Gays Say

Broadcasters don't have to search their communities for gay or handicapped leaders, but in the future if those groups come to a station they may have to be ascertained.

The FCC announced Wednesday (3-12) that it will be up to the groups to make their presence felt

and up to broadcasters to decide if they constitute a significant portion of listeners.

If a broadcaster refuses to accommodate a group, the FCC says the group will have the right to ask that the station's license be denied. While TV will be stuck with this decision, the measure was adopted on an interim basis for radio, pending the outcome of the Commission's deregulation proposal, which may eliminate ascertainment requirements for radio broadcasters. Previously, the FCC denied a request by gays to be added as a permanent 20th category in the FCC Ascertainment Primer. Currently, there is a checklist of 19 areas which must be ascertained.

Gays Hail Decision

Last week's discussion was initiated in 1977 by a petition from the National Gay Task Force and 142 other gay groups. "We are pleased that the Commission has written the rule in such a way that groups (other than lesbians and homosexuals) such as the handicapped and physically challenged must be ascertained as well," said Task Force Co-Executive Director Charles Brydon, who concluded the vote wasn't an endorsement for or against homosexuality.

Quello And Jones Raise Doubts, Ferris Claims No Undue Burden

Commissioner Jim Quello stated HANDICAPPED/See Page 20

The Evolution of Rock

THE MUSIC THAT MADE THE WORLD TURN 'ROUND

The show PD's want and General Managers love.

PD's want it because **The Evolution of Rock** is the first and only complete, up-to-date Rock documentary ever produced; it sounds fantastic, and increases listener involvement. General Managers love it because it will make back six to eight times its cost and showcase their station as The Leader.

The Evolution of Rock will be a Major Programming Event in your market.

To make sure your station is part of this major programming event call TM Special Projects' Ron Nickell or Neil Sargent

Collect at (214) 634-8511

"Sold out" is one of the best ways to describe The Evolution of Rock.

"Just incredible. When I first unpacked the thing, I listened to a couple hours worth and I was so impressed I scheduled the entire 67 hours right in the middle of an ARB. We ran it straight through from a Friday morning till Sunday midnight, pre-empting our regular jocks and programming right in the middle of ratings. And I'll never regret it. Response was just fantastic! ... It was completely sold out and the sponsors loved it. It was like they had a captive audience!"

John Gehron
Pgm. Dir., WLS
Chicago, Illinois

"We kicked it off commercial-free on our FM station, and then, due to the response, we started running it the next week on AM and it was completely sold out from the start ... The production, the ... general format and the way they've done it ... it's really incredible. It's the best thing to come down the pike."

Ted Atkins
VP. & G.M., WTAE-WXXK
Pittsburgh, Pennsylvania

TM

TM Special Projects

1349 Regal Row • Dallas, Texas 75247 • Ron Nickell V.P. • (214) 634-8511



A subsidiary of Sharnrock Broadcasting Company, Inc.

Make a sound Save a life.

The T.J. Martell Foundation for Leukemia Research belongs to the music industry. It was founded in 1975 by a group of concerned record executives in memory of T.J. Martell, son of CBS Records Vice President Tony Martell, and was inspired by T.J.'s valiant and selfless fight against this dreadful blood disease.

In the few years since its inception, the foundation has raised enough funds to establish a research laboratory at New York City's Mt. Sinai Medical Center, and to make grants in excess of \$1,000,000 to the facility. Dr. James F. Holland and his staff of research pioneers have made the laboratory the focal point of leukemia research within the international medical community, and have made remarkable progress through chemoimmunotherapy.

Each year, the support and generosity of the music business grows. Each year, the results of the foundation's efforts are being put to use in prolonging and saving human lives. Each year, the investment of the music industry in the T.J. Martell Memorial Foundation helps to solve the devastating mystery of leukemia.

With your help, the foundation can bring this deadly disease to a dead silence. And that's a wonderful sound.

T.J. Martell Memorial Foundation for Leukemia Research.

1370 Avenue of the Americas, New York, N.Y. 10019, (212) 245-1818

For further details, contact Muriel Max, Director of Development.



investment.

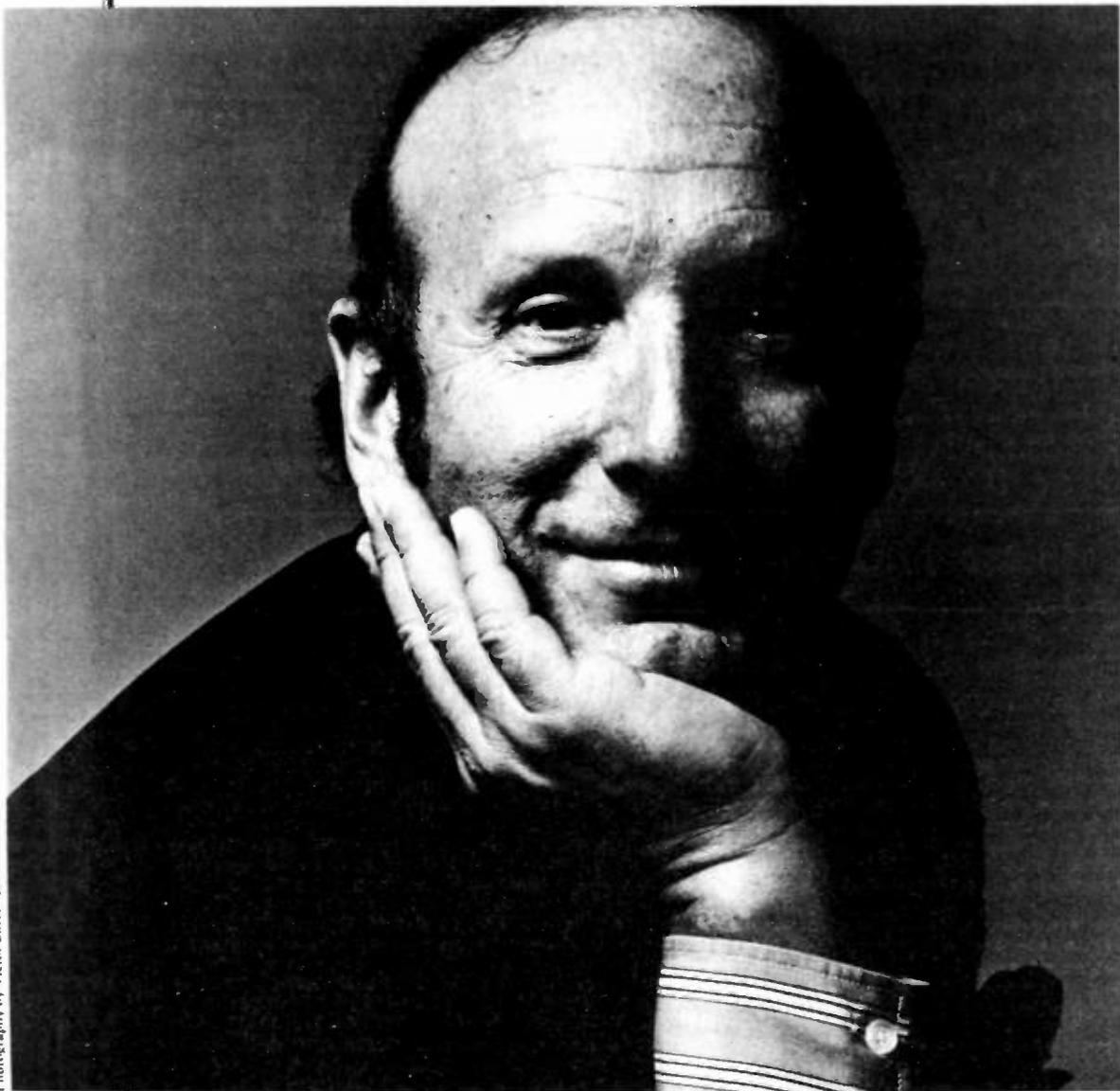
**The T.J. Martell Memorial Foundation
for Leukemia Research
1980 Humanitarian Award Dinner
in honor of Clive Davis**

This year, Clive Davis, President of Arista Records, becomes the fourth recipient of the foundation's annual Humanitarian Award. The 1980 T.J. Martell Humanitarian Award Dinner will take place on Saturday, April 19, at the Waldorf-Astoria's Grand Ballroom in New York City.

Special entertainment:
**Barry Manilow and
Dionne Warwick.**

**The Clive Davis
Research Fellowship**
Each special contribution of \$5000 or more brings a Clive Davis Research Fellowship, enabling the foundation to train more specialists, to put more of medicine's most capable and gifted minds to work on wiping out leukemia.

Please pledge your support.
You can't make a more sound investment.



Shubert '80

BOHANNONS JOIN WCFL

Chicago's New Husband/Wife Team

Listeners in Chicago will soon have a second place to tune on their dials to hear a husband/wife news team. Camille and Jim Bohannon will join WCFL, doing morning drive; they had been Morning News Co-Anchors for WRC/Washington. Although no date has been set (negotiations are still going on), the Bohannons say they expect to be on the air in the Windy City in a few weeks.

"We'll make more money, be in a larger market, and have more promotion possibilities with Mutual (WCFL's owner)," Jim said, explaining the move. "Even with WCFL's current low rating, we'll have as many listeners in a city the size of Chicago as we do in Washington," he said.

Chicago already has a long-established husband/wife routine on CBS's WBBM, where Bob and Betty Sanders share the 10am-2pm shift. How do the Bohannons feel about the competition? "We'll be different, we won't discuss personal matters," Camille told R&R. "With us there are no spats on the air." WCFL VP/GM Orrin McDaniels pointed out, "The other difference is in format and style."

"News comes first," Jim added. "We'll be doing hard news, but we won't be too tightly formatted. We'll be able to bounce the news off each other in a relaxed style." McDaniels added, "The Sanderses do interviews and talk. We're hiring the Bohannons for their personalities, and they'll be a great complement to the market."

Personalities . . . Not Journalists

Bob Sanders stressed the fact that he and Betty consider themselves radio personalities. "We're not journalists," he told R&R. "Our responsibility is to keep the listeners tuned in so when some big news story breaks the audience is with us."

The Sanderses have been together on WBBM for eight years. Their show features interviews with celebrities, authors and newsmakers, including two 15-minute interviews daily. "It is part of our style to needle each other," Bob said. "If Betty really bombs out on a quiz question I throw her, I'll make a crack about it." But Betty is quick to point out that the kidding is good-natured, not caustic.



Camille and Jim Bohannon

Positive Image Of American Family

Asked how they felt about the arrival of a new husband/wife team in the market, Betty said, "It would be great to see more married teams as a trend in radio." Bob noted, "Their arrival really won't affect our style. We're the experts at being Bob and Betty Sanders and that's why people listen to us. We hope to present a positive image of the American family because the health of family life is very important to us."

Bohannons Make Up For Lost Time

"People ask how we can be together so much, but my answer is that we're making up for the first five years when I was a DJ at night and Jim did news during the day and we never saw each other," Camille said.

The Bohannons first worked together at WTOP/Washington, but the station wouldn't let Camille use her married name, preferring the air-name Laura Walters. "We were together but separate," Camille said. They weren't happy with that situation, so when WRC offered them a chance to be husband and wife in name, they jumped at the opportunity, and have worked together ever since.

Counting Minorities



ENHANCING THE CENSUS — Pictured in Washington, D.C. at the Department of Commerce Census Bureau press conference are (l-r) CBS VP LeBaron Taylor, Secretary of Commerce Philip Klutznick, Kirshner artist Sarah Dash, BMA Exec. Director Glenda Gracia, and Census Bureau Director Vincent Barraba.

Industry Unites To Promote Minority Participation In The Census

CBS Records and a newly-formed coalition comprising the National Black Network, Sheridan Broadcasting, the Black Music Association and NABOB (National Association of Black-Owned Broadcasters) have committed support to the U.S. Census Minority Outreach Program. A public service announcement campaign for 250 Black-oriented radio stations was unveiled at a press conference hosted by CBS VP/GM, Divisional Affairs LeBaron Taylor, Secretary of Commerce Philip Klutznick, Director of the U.S. Census Vincent Barraba, and top executives from the communications industry Wednesday (3-12) in Washington.

"Entertainers and athletes are role models for blacks within the community, and we decided at CBS that since we represent 131 major black artists ranging from Earth, Wind & Fire and the O'Jays to Michael Jackson, we would be able to record special announcements that would be aired on radio stations across America."

said Taylor in his introduction. A two-part demonstration of one announcement by Barry White was given: one to be used before the Census (April 1, 1980) to make the audience aware, and the second to be used after as a reminder that it is not too late.

Commenting on the role the Census will play in the black music industry, Black Music Association President Kenneth Gamble stated, "When the Census missed some two million blacks in 1970, the black music business missed an opportunity to sell acts and book classier halls."

"Confidentiality" Important

The National Association of Spanish Broadcasters previously reported difficulty in the Hispanic community proving to persons who are U.S. residents, but may not be citizens, that confidentiality is strong and that they will not be "turned in" after completing the Census form.

There is a "communication" problem, Barraba stressed to the gathering last week. He is hoping the PSA campaign will be an effective way of delivering the "confidential" message to holdouts. The Census Director also emphasized transforming the federal bureaucratic message into one that fits broadcasters' formats.

News/Talk

News/Talk Personalities

Jack Kirby is the new Producer of Mutual's "Larry King Show." Kirby was the Exec. Producer of Talk Programming for Mariner's WITS/Boston.

Linda Bloomer has joined KTAR/Phoenix as Promotion Director. She formerly held a similar position at KJZZ/Phoenix.

Recent guest on Diane Raymond's noon-3pm show on KXRX/San Jose was David Harris, well known draft resister from the 60's who's gearing up to do it all over again. Topic: "Why we should resist the President's current registration plan?"

Lee Rodgers moves to mornings on WIND/Chicago to cohost drive time news with reporter Steve Tom. Norman Mark will take over Rodgers's 1-4pm shift, giving up midnight-5am to Steve King. WIND also won two awards recently. The Freedom Foundation at Valley Forge presented the station an award for a five-part series, "Mid-America Views America," and Religion In Media honored WIND's "Religion On The Line."

Mary Jo Melone named KYW/Philadelphia City Hall/Government reporter and Tony Harrison writer/newsroom reporter.

Sylvia Rowe joins WRC/Washington Saturdays from 5-8pm with a talk show on consumer problems. Rowe hosted "Consumer Notebook" on WBAL-TV for six years.

Don Karnes, WKAT/Miami Operations Mgr. and "Good Morning Florida" co-anchor, has resigned effective March 28. He will be replaced by Steve Gilbert, formerly 11pm-1am talk host.

The Irish Spirit Is Alive And Well In L.A.

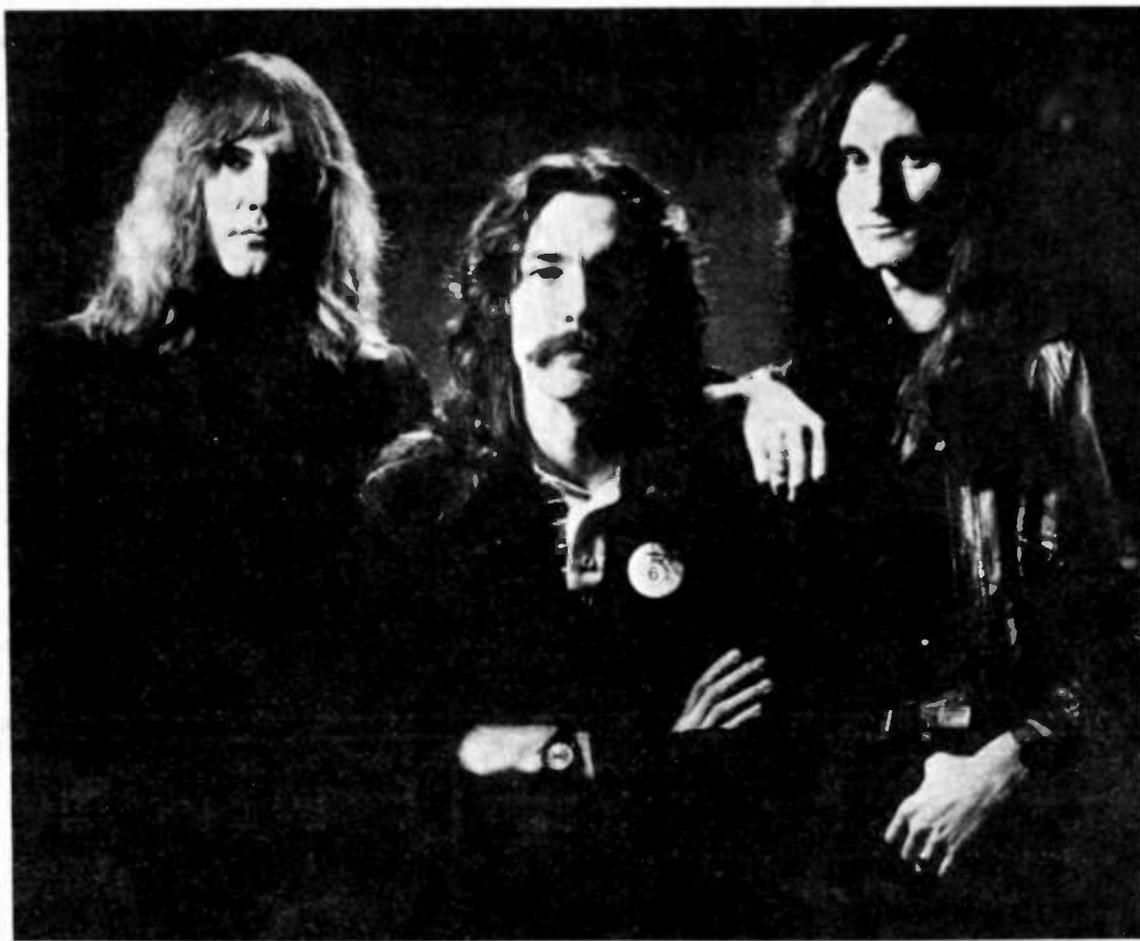
Popular KABC/Los Angeles morning team Ken & Bob held their first annual "St. Patrick's Day Breakfast" last Monday at a local restaurant. The festivities were kicked off at 5:00am, and by the time their show was over, nearly 2000 loyal listeners came by to catch the action. All funds collected for the breakfast were donated to the St. Jude's organization (Danny Thomas stopped by to participate); the total at press time hit the \$5400 mark. Ken Minyard and Bob Arthur, the two key figures in the early morning play, were obviously pleased with the impressive turnout. "What Bob and I try to do," Minyard offered, "is to make our audience feel a part of what's going on — to make them feel a part of our radio family. I've been in radio for a long time and I can say that I've never done anything as gratifying as this."

The four-hour celebration had different ethnic sections blocked off for Irish, Scottish, German, Jewish, and Italian persuasions. Arthur, echoing Minyard, said, "We had people come here from all over, driving for many miles to come by and be a part of our family. I've got to say that we have the greatest listeners in the world, they always respond to whatever it is we're doing. Let's face it, in a big way, it's the listeners that make the show and as you saw, they came by, participated and proved that they feel a part of what we're doing." KABC is an assigned set of call letters — but in Los Angeles they could be translated to mean the Ken And Bob Company or, as the duo might typically say, doo dah, doo dah.



NBC Radio's Young Adult Network

TURN ON WITH RUSH



RUSH, coming of age in the 80's. Everything they're known for and more, personified in this exclusive concert recorded live for The Source.

Alex Lifeson on guitar, Neil Peart on drums and Geddy Lee on bass and vocals. Together they create music of epic proportions which is laced with their own personal style and unforgettable force.

Recorded by EDR-Media in front of 30,000 people on three consecutive nights, this exclusive concert captures the energy and style of RUSH with songs like "Spirit of Radio," "Closer to the Heart," and "2112." Plus more from their new album "Permanent Waves" on Phonogram/Mercury Records.

Break into the 80's with a RUSH.

The weekend of March 28. On more than 200 radio stations throughout the country. Check your newspapers for specific time and station.

WHAT'S NEW

Epic To Introduce Low-Cost 10-Inch EP's

Epic Records has announced plans to introduce a new line of 10-inch, four-song records, beginning in May. These recordings, christened "Nu-Disks" by the label, will feature a uniform cover design, will consist of new or unreleased material only, and will be sold at up to \$5 below LP retail prices.

Designed primarily to break new talent, the "Nu-Disks" will be used to gain AOR exposure for established acts as well. Initial releases for the 10-inch form will be debut domestic waxings for the groups Propaganda, the Continentals and New Musik, with previous unreleased live and studio material from Cheap Trick and the Clash to follow. All of the Nu-Disks will retail for \$3.98 with the exception of the Cheap Trick offering, which will sell for \$4.98.

While the move to 10-inch EP's marks the first for a major label, several recent locally-produced recordings, notably the Plimsouls and the Weirdos (Los Angeles), the Sneakers and the Plasmatics (New York) and the Avengers (San Francisco), have proven the viability of the form.

The Dream Car Of '85

Although lighter than today's models, lower in fuel consumption (possibly a diesel), and most likely front-wheel drive, the dream car of 1985 will be priced approximately 50 percent higher than current cars, according to Runzheimer & Co., a travel consultant firm. Despite the rise in basic

price, the 1985 cars should be much more fuel-efficient and therefore provide some measure of economic relief as the four-cylinder engine is predicted to become the norm with but few V-6's on the market. The V-8, it appears, will soon go the way of the dodo and the dinosaur.

Blair Posts Profit, Revenue Records For '79

Rep firm John Blair & Company has reported record net profits and revenues for the year ending December 31, 1979. Year-end net profits for the firm rose 12 percent to \$12.1 million, up from \$10.8 million in 1978, while 1979 revenues climbed 16 percent to \$197.3 million, up from \$170.6 million for the year previous.

Blair's fourth-quarter net profits dipped four percent to \$3.2 million, down from \$3.4 million for the equivalent period of 1978, but fourth quarter revenues jumped 21 percent to \$55.7 million as opposed to \$46.1 million during the fourth quarter of 1978.



RAB Rates Radio A Hamburger Heaven

According to a recent booklet published by the Radio Advertising Bureau (RAB), radio is the best buy for fast-food advertisers. Among the 10 points cited in the study are that upwards of 96 percent of the 18+ Ronald McDonald crowd are weekly radio listeners, a higher penetration than found in either newspapers or TV, and that fast-food advertisers also have the advantage of reaching potential customers through radios in their cars and kitchens (where motivation to eat out is the greatest).

The RAB data concludes that radio is the most cost-efficient means of advertising, having a cost-per-thousand increase of only 52 percent from 1967 through 1979, as compared with an 111 percent increase in newspapers and a 103 percent increase in TV for the same period. For further information, contact RAB at 485 Lexington Ave., New York, NY 10017, (212) 599-6666.

SLIGHT SALES DECLINE IN '79

WCI Execs Claim Record Biz Remains Healthy

Speaking before a group of security analysts last week, David Horowitz, a member of Warner Communications Inc.'s three-man Office of the President, claimed that U.S. record industry sales were flat or down only slightly in 1979. Basing his claim on WCI estimates, Horowitz said that last year's record and tape sales barely trailed 1978's RIAA \$4.13 billion figure on a dollar basis, while unit sales dipped between six and 10 percent and unit prices rose six percent.

"What went wrong with 1979 was only one thing — unfortunately, returns set records," said WEA Corp. President Henry Droz, speaking at the same meeting. Droz noted, however, that first quarter returns for 1980 were approximately 45 percent lower than for the equivalent period of 1978.

Profitability Major Problem

Profitability was the record industry's major problem, Horowitz continued, pointing out that the huge volume increases in previous years had concealed the effects of overspending, some wasteful business practices, promotional and marketing expenditures that were out of line with the sales they were supposed to generate, and a destructive competition for artists.

Nevertheless, Horowitz cited a 1979 update of an earlier survey on consumer attitudes toward recorded music which indicated that the percentage

of purchasers of recorded music had remained constant over the past two years while the U.S. population has continued to grow, meaning that there are more people buying records than ever before. The survey also showed that the ratio of heavy to medium to light consumers of music has remained the same and that consumers still feel that, despite price increases, records are a good entertainment value. To paraphrase Mark Twain, it would appear that reports of the record industry's demise are greatly exaggerated.

Arista/GRP To Become First Full-Digital Label

Arista-distributed GRP Records will soon become the first major-distributed label to go completely digital, with an initial release of Scott Jarrett's "Without Rhyme Or Reason." This system, still in its infancy, results in a more exact reproduction of sound than conventional systems. The Soundstream digital system in use by GRP will either record live directly onto two tracks with no generation loss in the master or by mixing to the digital format.

ARM Expands Markets, Services

American Radio Monitor (ARM), the recently-established radio ad monitoring service, has expanded its market coverage to include Detroit, Philadelphia and Boston, in addition to their New York City, Los Angeles and Chicago operations.

The company has also incorporated two new services for its radio station and advertising agency clients — a biweekly contest and promotions monitor and a national air check service. These features are now available along with the firm's semi-monthly computerized advertising monitor and the individual account advertising summaries printed quarterly (as outlined in R&R 11-9-79).

ARM plans to expand their coverage to the top 30 markets by the end of the year. For further information, contact ARM at 6354 N. Broadway, Suite 208, Chicago, IL 60660, (312) 764-0405.

Radio Moscow Retools Image

In an attempt to shed its "propaganda machine" image, Radio Moscow, the U.S.S.R.'s shortwave broadcast vehicle, has eliminated such listener negatives as the terms "imperialism" and "capitalism," according to a recent Wall Street Journal report. The current Soviet emphasis, said Vladimir Zhuravlov, program chief of Radio Moscow's English-language "World Service," is "to speak in a human voice."

Actually, the Russian image tooling dates back to October, 1978, when the BBC-styled "World Service" was initially introduced, broadcasting news, music and commentary throughout the world in English for 19 hours daily. But while the new approach may be lower-key, the program's content remains suspiciously unchanged, with a recent broadcast chiding the U.S., Pakistan and China for "armed interference in Afghanistan."

PRO:MOTIONS

Meacham Upped To VP At TM Prods.

Paul Meacham has been named Vice President of TM Productions. Most recently General Sales Manager for the firm, Meacham joined TM Productions in 1977 as Sales Consultant for the Mountain West Territory. Prior to his association with TM he spent 12 years in various broadcast sales and management positions as well as owning several Southwest radio stations.

Bruno, Yoshimura Named VP's At CBS Records Int'l

Arthur Bruno and Michi Yoshimura have been named Vice President of Operations and Vice

President of Manufacturing and Engineering, respectively, at CBS Records International. A seven-year veteran of the CBS organization, Bruno most recently served as VP of Manufacturing and Engineering at CBS Records International, having previously held the post of Technical Director for the CBS Records Division Manufacturing. Prior to his joining CBS, Bruno served as Vice President of Research and Development for Audio Devices Inc.

During his 16 years with CBS, Yoshimura has held the positions of Industrial Engineer in the CBS Records Division, Director of Manufacturing and Engineering Services for CBS Records International, and as Vice President of Manufacturing and Engineering Services for CBS Rec-

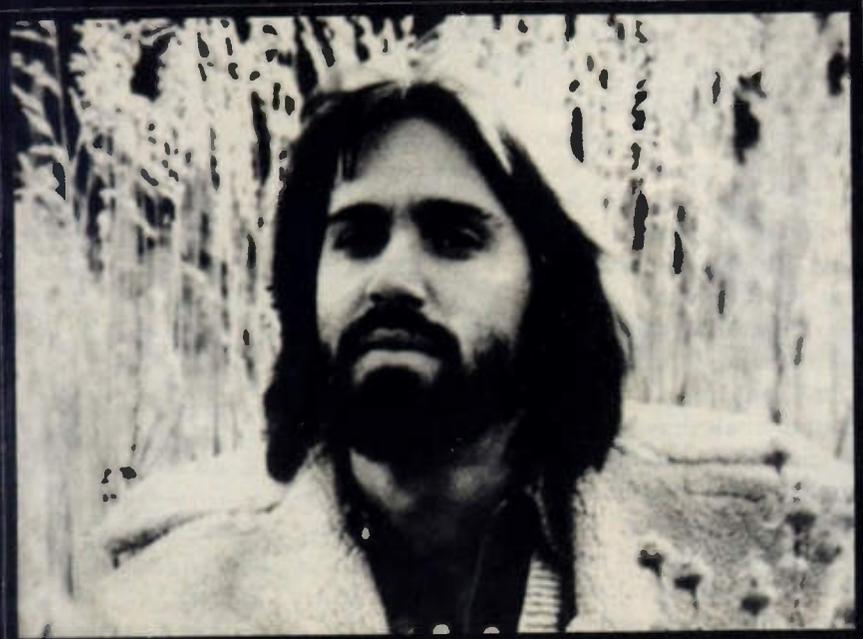
ords International, the latter for the past five years.

Taylor Enters Consultancy Field

Joseph C. Taylor has announced his intention to enter the broadcast consultancy field, with efforts to be centered on medium and small market stations in the Northeast and Atlantic Seaboard areas. Taylor, most recently Operations Manager of WPEN/Philadelphia, previously served as General Manager of WDDL-WNCE/Lancaster, PA, Program Director of WOMC/Detroit, and air personality at KDKA/Pittsburgh. For further information contact Joseph Taylor at 1416 Sunnyhill Lane, Havertown, PA 19083, (215) 853-1421.

THEIR INTEREST RATE KEEPS GROWING!

DAN FOGELBERG



"HEART HOTELS"

| | | |
|-------------|-------------|----------------|
| WKBW add | WBBQ add | WAAY add |
| WIFI on | WSKZ on | WFOX add 30 |
| KRBE add | WRJZ on | WCGQ on |
| 94Q 21-16 | WAYS add | WTMA add |
| KBEQ add | WQRK deb 25 | CK101 add 36 |
| B100 add | WAKY add 28 | FM99 deb 35 |
| KIMN add | KIQQ add | KWIC add |
| KOPA deb 23 | WDRQ deb 25 | KILE add |
| WHFM on | KOFM add | KSEL add |
| WTRY add | KWEN deb 40 | KPUR add |
| WFLY 22-19 | KRAV deb 29 | KQWB-FM add 23 |
| WPST add | KZ93 on | KKXL 26-21 |
| Q106 add | 92X add 24 | KKLS add |
| WKBO add | WOHO add | WAKX 15-11 |
| WHYN add | KTAC add | WROK add 30 |
| 14Q on | KRSP deb 26 | KDVV add |
| WKEE add | KLUC 27-17 | KBDF on |
| KFMK deb 30 | KRQ 22-15 | KQDI add |
| KHFI on | KTKT add | KBOZ add |
| Z98 24-15 | WGUY on | KRLC deb 30 |
| 95SGF add | 13FEA on | KBIM add |
| | K104 on | KJ100 29-27 |
| | WFBG deb 36 | |
| | WCIR add | |

FELIX CAVALIERE



"ONLY A LONELY HEART SEES"

| | | |
|--------------|--------------|-------------|
| WRKO add | KXX106 28-24 | WAAY on |
| PRO-FM 29-27 | WERC deb 28 | WHHY 25-21 |
| 94Q 26-23 | Y103 add | WFOX on |
| CKLW deb 27 | WRJZ on | WCGQ on |
| KDWB 29-26 | WNOX 27-23 | WSEZ deb 37 |
| WGCL add | WKIX on | WISE add |
| WZUU 17-15 | WAYS 35-32 | WFLB on |
| KFI add | WDRQ deb 29 | WTMA add |
| KIQQ add | WVIC on | WANS-FM on |
| KIMN on | WZZP 23-16 | WROV on |
| WFBR on | KCPX add | WAKX add |
| WTRY on | KRUX add 34 | WRBR add |
| WFLY deb 30 | KTKT add | KBDF 24-20 |
| WBLI on | WTSN 16-14 | KBOZ add |
| WTIC-FM add | WHEB 15-14 | KOOK 20-18 |
| KC101 16-14 | 13FEA 26-20 | KRLC on |
| WICC 23-19 | K104 15 | |
| WKBO add | WFBG deb 30 | |
| WHYN 37-31 | WCIR on | |
| WKEE on | WXIL 13-11 | |
| KEEL on | | |



Epic

ON FULL MOON/EPIC RECORDS

PRODUCED BY DAN FOGELBERG,
NORBERT PUTNAM AND MARTY LEWIS



PRODUCED BY FELIX CAVALIERE

ON EPIC RECORDS

MASS "BRASS" APPEAL



PRETENDERS "BRASS IN POCKET (I'm Special)"

WIFI 16-14
WPEZ add
F105 add
PRO-FM 9-7
JB105 32-24
CHUM 24-20
CKGM 24-22
94Q 3-3
Y100 add 36
Q105 on
KDWB 21-19
KSLQ add 27
WGCL add
KEARTH deb 27
KRLA on
KFI on
KHJ 26-20
KFRC deb 27
B100 25-23
KJR on
KIMN on
WTIC-FM add 29
WICC add
WPST 23-17
WHYN add
KXX106 19-16
WAPE add
WBBQ add
WLAC add
92Q add
WSKZ 19-12
WNOX add

WAYS add 35
WRVQ add
WDRQ add
WVIC add
KOFM add
KMJC add 28
KYNO-FM add
KIOY 19-15
KJRB 13-11
KRSP 25-19
KENO add
KRUX 32-22
KRQ deb 25
KTKT 30-25
WGUY add
WLBZ 22-15
WIGY 13-7
V100 add
WXIL add
WFOX 23-19
WTMA add
CK101 12-10
KQWB-FM add 26
KKLS add
WAKX add
WRKR add
KSLY add
KCBN add
KDZA add
KOOK add
KFXD 23-16
KRLC 20-14

... PLUS MANY MORE!

PRODUCED BY CHRIS THOMAS

ON SIRE  RECORDS

PROMOTED AND MARKETED BY
WARNER BROS. RECORDS



STREET TALK

Rob Sisco was involved in an amazing automobile accident last Thursday night (3-13) while visiting Los Angeles . . . amazing because neither he, nor his companion, Kathy Kenyon, were critically hurt. Their car ran out of gas on the freeway, and while they waited for AAA, a gentleman allegedly "under the influence" rammed into them at 60mph! Rob emerged with a broken collarbone, broken wrist and multiple bruises and contusions. Kathy also suffered various injuries, luckily none of them life-threatening. Both will be all right after a few weeks of rest, but Rob, who is WPEZ/Pittsburgh's PD, may not be too anxious to visit L.A. again anytime soon.

Jerry Greenberg has still not signed a new contract as President of Atlantic Records, and Street Talk hears that he may be considering a move west to head David Geffen's new label at WB. Last week the hot rumor surrounding Jerry was that he had been offered the presidency of 20th Records . . . rumors, rumors.

Hal Smith, who was GM of Metromedia's KNEW/Oakland, will now become GM of WMMR/Philadelphia. Taking over on an interim basis as GM at KNEW is the station's former Public Affairs Director Vernon Paulsen. KNEW was sold (pending FCC approval) last week to Malrite for \$5 million.

And speaking of station sale prices . . . it's kind of amazing how one mistake leads to another and another, isn't it? Hey, we admit it, we goofed about those "record-breaking" prices paid for two stations (as reported on last week's Page 1 and corrected on this week's Page 3) but we had no idea that other trades and "tip-sheets" would goof *exactly* the way we did (almost word for word!). Apparently the "Industry's Only Newspaper" is also the "Industry's Primary Source!"

Carly Simon is about to officially say "good-bye" to Elektra/Asylum and sign a new contract with Warner Brothers.

Is Rolling Stone magazine about to feature the Clash on its cover? Will the Clash do a new version of "The Cover Of Rolling Stone" on their next album? Yes and no.

Dayna Steele is the new MD at KRBE/Houston, coming from KRLY/Houston.

Look for Neil & Joyce Bogart to be featured in an upcoming issue of People magazine in a "couples" spread.

About a year ago R&R did a story on a bird that continually chased the WQIK/Jacksonville traffic plane as it took off each morning with pilot Robbie Rose. Eventually the bird got one flap too close to Robbie's prop and, you guessed it, shredded tweet. Well, the station made a big deal of the bird's funeral, listener involvement and all that, but little did they know what was to come next.

Last week the station received a bizarre final request from the wife of one its faithful listeners who had just lost her husband. The dead man had requested in his will that his ashes be scattered over part of the city and Atlantic Ocean by Robbie at the close of one of his traffic reports (talk about your traffic fan; this guy must have been a fanatic!). Robbie complied with the former listener's last request by sprinkling his remains out the cockpit window following his last report of the morning on Wednesday (3-12). Amen.

I Hate To Eat And Run, But . . .

This story is too wild for us to have made it up, even though it might sound like it came from the National Enquirer.

To set the scene, KFRC/San Francisco PD Les Garland is having lunch with the regionally rather well-known Galliani brothers (known to their mom as Lou, Rick and Bob). The quartet are seated at a waterfront restaurant when suddenly Rick stands up and shouts, "Hey, a guy just fell off the pier out there!"

The other three aren't buying this obvious attempt at humor, but soon change their minds as Rick bolts out the rear emergency exit of the eatery, setting off an alarm. As he thunders down the pier, Lou, Bob and Les quickly follow.

Once at the end of the pier, the four some see a man wearing a down jacket floundering in the water. He is clearly in trouble. Lou slides down a pole attached to the pier, dangling his legs near the water, while the other three form a human chain to keep Lou from joining the drowning man in the drink. The man is able to grab Lou's leg and hold on long enough for the Coast Guard to come to the final rescue.

Once the incident is over and the man is safely aboard the Coast Guard boat, Lou, Bob, Rick, and Les part the large and adoring crowd to go back into the restaurant . . . even heroes get hungry.

The "kicker" is that Lou Galliani is somewhat of a legend as a man who goes *nowhere* without his camera! Oh, he had it with him all right, but he left it in the restaurant during the rescue . . . you get the picture. Our hats are off to "The Four G's" for their gallant behavior above and before lunch!

In a surprising move, Bill Phippen resigned as GM of First Media's KOPA/Phoenix on Tuesday (3-18). No immediate replacement for Bill was named at the station.

We hear that Artie Mogull has a new label in the works and that it will be independently distributed when it makes its debut.

Word from the boardrooms is that Gulf/United will make an offer to purchase SJR Communications *larger* than the \$67 million offer made by Shamrock. The SJR-Shamrock deal recently fell through.

J.J. Jordan is now doing national independent promotion from Los Angeles. He can be reached at (213) 993-8971. After a time in the talent placement business, J.J. obviously yearned to get back into the music industry.

There is a Sylvester impersonator running around the streets of New York City and he's causing plenty of trouble for the Fantasy Records recording artist. In fact, the real Sylvester was incorrectly booked by police last week after the phony Sylvester began passing "bad checks." Until the funny business is straightened out, Sylvester is cancelling all his other commitments to help the NYPD find the impostor.

"Solid Gold '79," the "Operation Prime Time" TV show that grabbed big ratings while counting down R&R's 1979 year-end chart, has been picked up as a weekly series for next fall. Come September the show will be counting down R&R's National Airplay/30 every week.

Don't Fall In Love With A Dreamer UA-N1345-Y

The New Single from Kenny Rogers with Kim Carnes



from the forthcoming album *Gideon* 1.000.1035



Produced by Larry Butler & Kenny Rogers
On United Artists Records & Tapes

THE BACK PAGE®

BREAKERS®

KENNY ROGERS & KIM CARNES

Don't Fall In Love With A Dreamer (UA)

55% of our reporters on it, over 50% of our Parallel One stations added this week. Moves: Up 1, Same 6, Down 0, Adds 101 including WXLO, WKBW, WFIL, WPEZ, WCAO, WRKO, BJ105, WPGC, 94Q, Q105, KDWB, KS95-FM, KBEQ, WHB, WZUU, WOKY, KFI, KHJ, KIMN, KOPA. See Parallels, charts at number 30.



Radio On TV: Getting Your Money's Worth

In the first five installments of this series, WBEN/Buffalo PD Robert W. Wood has warned of many of the problems encountered by radio stations rushing blindly to create their own TV spots, and has also interviewed many of the top commercial programming suppliers and creators. However, the creative impulse often impels radio programmers and managers to *do it themselves* — create and film their own spots. Having been bitten by this bug himself, Wood recognizes the impulse, and so in the final installment of the series, shows that you can do it yourself — if certain basic considerations are taken into account. You may be frustrated doing your own spots — or it may be the beginning of a new career . . .

How To Do It Yourself And Succeed

Television commercial production is much like radio, in the sense that you learn by doing. There's little time — or money — to be spent on the luxury of experience. So, you turn to the experts . . . or, if you've just seen Coppola's "Apocalypse Now" and if you left that movie with a strong desire to expand into the visions of film, you might want to try to produce your campaign *yourself*.

Some cautions are necessary! Even "Apocalypse" came in way over budget. While Coppola had his own money in the deal to guarantee the production, you get to gamble with someone else's bankroll. And — you may have noticed — people tend to get touchy when you spend their money for them.

You will, no doubt, end up with 30 seconds of completed film or tape, but what you had and what translated itself onto the video can be worlds apart!

Let's assume you hired the best of your local TV film or videotape crews. You're paying by the hour, unless you got a jobrate, which is unlikely. Some of the smaller, more hungry markets will even give you production time — gasp! — FREE if you buy so much time on their station; but please don't expect too fancy a job for zero bucks.

Tips For Success

Here are some hints on how to avoid the flames.

1. Preparation. This is the great cosmic law. If you do all your homework, you'll have a much better chance of success. And this means, then, that you actually know just what it is you are about to attempt, and that you have successfully communicated this idea to your crew BEFORE you start to shoot. PREPARE. Have a sitdown discussion with your producer/director (usually, but not always, the guy *without* the camera) and solicit his advice! Some shots, for instance, are simply not worth the time they take to set up.

2. Time. Estimate as best you can, but expect to run long. If you are too tight in your budgeting, you'll start to weep and gnash while the cameraperson calls for another run-through. Even the la-de-dah Hollywood bigshots run long . . . and over budget. And if you cannot fight the impulse to experiment, know there's a meter running while you go after those elusive pictures. I think we creative radio types suffer the curse of too

much TV: we tend to think visually in terms of material we have seen, on TV or in the movies, most of which was professionally produced at great cost.

3. Cooperation. If, panicked by cost and time, or maybe by inexperience, you try to push the crew to move faster, you run the risk of alienating them, which will only slow them down. Assume they know their stuff and let them do it. Try to draw them out. But be careful not to push too hard. A crew will have a certain amount of built-in pride which will regulate their work ethic. Do a **Dale Carnegie** and most of 'em will bend over backwards. You *are* brothers in broadcasting; so to speak.

The Production

1. Talent. Any faces to be seen? Remember that those who you show will be identified with your product. Are the folks you show representative of the image you are trying to create or reinforce? They certainly should be. Check out union rules for your market. Your producer can help you. You are the "executive producer," or "client." Have you ever collected man-in-the-street radio interviews? And watched as certain people simply "froze" when the mike was stuck under their chin? Guess what! It can happen with a camera, too. It's probably a good idea to scrutinize whoever you plan to use. Non-pros *can* be used, but don't expect them to look as natural as a pro acting natural. Even the little kids on TV who smile and eat cereal for **General Mills** are *acting!*

2. Props. You've got to make sure you've got all the pieces before you try to assemble your spot. Needless to say, it's very costly to go hunt for something while the crew takes a long "five."

3. Locations. Get permission before you attempt to invade someone else's space. For instance, if you are going up onto a roof of the local tall building to get a panorama of the city, you better plan ahead and get the building manager's permission and the cooperation of the guy who's going up the stairs to unlock the security locks.

4. Weather. You can't fool Mother Nature, but you can fool your audience, if you're careful. If, for instance, you hope to show your spot through at least two books, you are going to confront the problem of green grass and flowers and snow and ice. If that



spot is long-term, try to hide any seasonal references.

5. Rehearsals. There you are, full of nervous and creative energies, and they are walking through every damn scene! Understand this is normal, for a variety of reasons: lighting (see below), audio (below), and camera blocking. It eats up time.

6. Lighting. Especially with multi-scene shots, indoors, and sometimes outdoors, you'll find that lighting can add a very professional touch to what might otherwise appear to be a dull shot. Your crew might light your principal talent's face, even in bright sunlight, to bring out better colors.

7. Audio. If you are going to cut to music, when possible, record your audio tracks before you shoot video. It really is very helpful to carry along a cassette playback machine with that track on it. It'll help your crew find the proper length of zooms and such. If you have completed your track before your video is scheduled, then by all means play it for the producer. He'll know, then, how to structure the pacing of the piece. It's very discouraging to finally get into editing the video only to find a super take was just a second too short. Usually a good crew will shoot extra footage to take care of any problems of this sort. If you are taping or recording on film *live* simultaneous sound, try to get some ambience onto the recording separate from the actual "performance." Then, should you have to go back later and redo something off camera, you've still got the natural sound to run with it, and this will avoid an obvious dead spot when you edit something in.

8. Editing. This is the final moment. You're going to see your baby take form right before your eyes. Plan on being there for the editing, whether it be on film or tape, especially if you are opinionated — and in this business, who isn't? Save the pieces! If you plan to test the spot, you might have to go back, perhaps recut some of it, to grab a more positive response from your focus group, or maybe to clear up some misunderstanding. Editing is fun.

9. Be Aware. You probably watch many hours of television. Keep notes on effects, on camera moves — on elements which seem to make commercials work. Notice how the networks promote themselves. See if you can creatively adapt your list of good ideas into your campaign. If you steal only one idea, you're a thief, but, if you steal *many* ideas, you are a genius at research.

Boz Is Back!

And His New Single Is A Smash

"Breakdown Dead Ahead"

An Out Of The Box Add
At These Fine Stations:

| | | |
|-------------|-------------|--------------|
| WPEZ add | WFBR add | KTAC add |
| WRKO add | WFLY add 21 | KGW add |
| JB105 add | 14Q add | KRQ add 24 |
| WPGC add | KHFI add | KTKT add |
| KRBE on | Z98 add | WIGY add |
| Z93 add 30 | KXX106 add | WYRE add |
| 94Q add | BJ105 add | WCGQ add |
| KSLQ add 29 | KX104 add | WSEZ add |
| WOKY add | WSKZ add | WISE add |
| KEARTH add | WRJZ add | WANS-FM add |
| KHJ add | WNOX add | WROV add |
| KFRC add | WAYS add | CK101 add 38 |
| B100 add | WGH add | FM99 add |
| KJR add | WQRK add | KQWB-FM add |
| KOPA add | KRAV add | KKXL add |
| | WISM add | WAKX add |
| | WNAP add | WRBR add |
| | KROY add | KCBN add |
| | KJRB add | KRLC add |

From The Columbia LP
"MIDDLEMAN"

© C 30106

Produced by Bill Schnee
Action by Irv Azoff and Frontline Management



"Don't rely on a crutch, a 'quick fix' contest or promo that you hope will boost your ratings suddenly."

How To Avoid The Arbitron Sticker

Lately, perhaps because of the proximity of the spring sweep, I've been getting many questions like this week's Q&A item. The basic thread of these queries is that stations are interested in what they can say on the air or run as a contest that won't get them in trouble with Arbitron. How can you run an interesting promotion without incurring the penalty of a sticker on the cover of the book for your market, and a note inside detailing your transgressions? What gets Arbitron's attention? Let's look at some of the main points of interest involved here.

Policy On Page Five

The various aspects of Arbitron's policies toward "stickering" are listed on Page 5 of your local radio market report. If you are not an Arbitron subscriber, write to the Special Station Activity Committee, Arbitron Building, Laurel, Maryland, 20810, and that group will send you a copy of the rules and policies. Basically, the policies cover four major areas that might involve a station getting "stickered," plus the issue of rating distortion. The four major areas of activities covered are: Contests, Diary Reference, On-Air Survey Announcements, and Station Research Activity. As a former member of the Special Station Activity Committee, allow me to detail the important areas in each of the above items.

Contests

The only contest which is likely to get a station stickered in the market report is a "special contest." The key aspect of this policy is that if, on the contest promotion affidavit that you should be submitting prior to each sweep, you list all contests and promotions that you intend to air as part "of the station's regular promotional activity," you will probably not get stickered for running a listed contest. If a competitive station brings the event to Arbitron's attention, the radio department personnel will review your contest/promotion form to see if the item is listed as part of your regular activity. If it is, you are generally off the hook. But if the event is not shown on your form, Arbitron will then ask you to put in writing whether the contest brought to their attention by station X is part of your regular activity or a special contest. If, in a moment of candor you answer that it is a special contest, you will probably get stickered for your efforts. Details about the contest or promotion will appear on page 5B of your local ratings book.

Diary Reference

Diary reference deals with any on-air mention of the fact that there is a survey going on. The usual occurrence is that an air personality will make an offhand remark along the lines of "if any of you folks have diaries from this Arbitron company, be sure to fill them out, etc." Arbitron will review any on-air conversations or references brought to their attention and will seek details from the station supposedly involved. However, it is almost automatic that if there is any on-air reference to the sweep or to Arbitron or ARB, the sticker is headed your way. By the way, the reference is usually on-air, but any mention in print of the survey or the Arbitron company will draw the same penalty as an on-air statement.

On-Air Survey Announcements

As any broadcaster who hasn't been in Tibet for the past year knows, there has been a spate of stations running on-air diary announcements during the Arbitron surveys. While these announcements are ostensibly "public service" vehicles to alert the public about the need to fill in the diaries correctly, they have been abused by some broadcasters. It is the feeling of every major researcher and trade organization that the announcements are bad for radio. Therefore, Arbitron, when it is alerted to the possibility of a station having run such announcements, will pursue the matter. Even if the station charged with the offense does not reply to the Arbitron inquiry, Arbitron may still act. Usually the station that has complained to Arbitron supplies an aircheck, and based on that — and the refusal of the defendant to deny the charge — Arbitron will sticker the book and explain the decision on page 5B. As an extra penalty the station or stations involved in running the announcements are listed at the bottom of each data page, separated by a dotted line from the rest of the market.

Station Research Activity

There are some really devious minds out there. Some broadcasters design "research questionnaires" that look suspiciously like diaries and are timed to be mailed to the public at the same time the diaries are being sent to the market. Other stations, in markets where there is an HDBA, will conduct call-out research that might be confused with Arbitron's telephone retrieval technique among

Week In Review

Jan./Feb. Advances Out

Stations in the top three markets, plus San Diego, have obtained advance information on the January/February sweep. 12+ shares were called to the station early this week, with the remaining dozen markets due to get their first peek at numbers by the end of next week (see Page 1).

RAM To Be Audited By BRC

San Diego-based RAM Research and the Broadcast Rating Council are nearing agreement on a BRC audit of the ratings firm's procedures. The firm of Coopers & Lybrand has been selected by the BRC to perform the audit, which is needed for BRC accreditation of a ratings service. Currently Arbitron and Radar are the only accredited services. The RAM audit may begin within the next month if final details and costs can be agreed upon.

MSA Expands

Multiple Systems Analysis, a broadcast research company, has moved its headquarters from Austin to Irvine, CA. Increased business volume necessitated the move, the company said. MSA specializes in music and perceptual research for radio stations and record companies.

blacks. Be careful of these types of activities. If another station brings such an item to the attention of Arbitron, there is a good chance you could be stickered for your trouble.

No Anonymous Complaints

If you believe a station is engaging in any of the above types of activity during the upcoming A/M '80 sweep, be sure to alert the Special Station Activity Committee in Laurel. Be forewarned, though, that Arbitron will accept no anonymous complaints. You must be serious enough about the action you're taking to allow Arbitron to let the other station know who is complaining.

If you are planning a contest, promotion, or activity that might border on an area I've described here, it may be best to forget it. If you just have to run it, it may be wise to check with either **Buddy Chapman** or **Lynn Turner** of the Arbitron Radio Department in Laurel. They may be able to offer some guidance as to whether your plans might get you in trouble, but realize that each complaint will be investigated, no matter if the contest or promotion was discussed beforehand with an Arbitron official.

The best way to avoid sticker hassles is to do your homework. Don't rely on a crutch, a "quick fix" contest or promo that you hope will boost your ratings suddenly. Doing the proper research at first may save you headaches down the road; then the stickering issue becomes a moot point.

Q&A

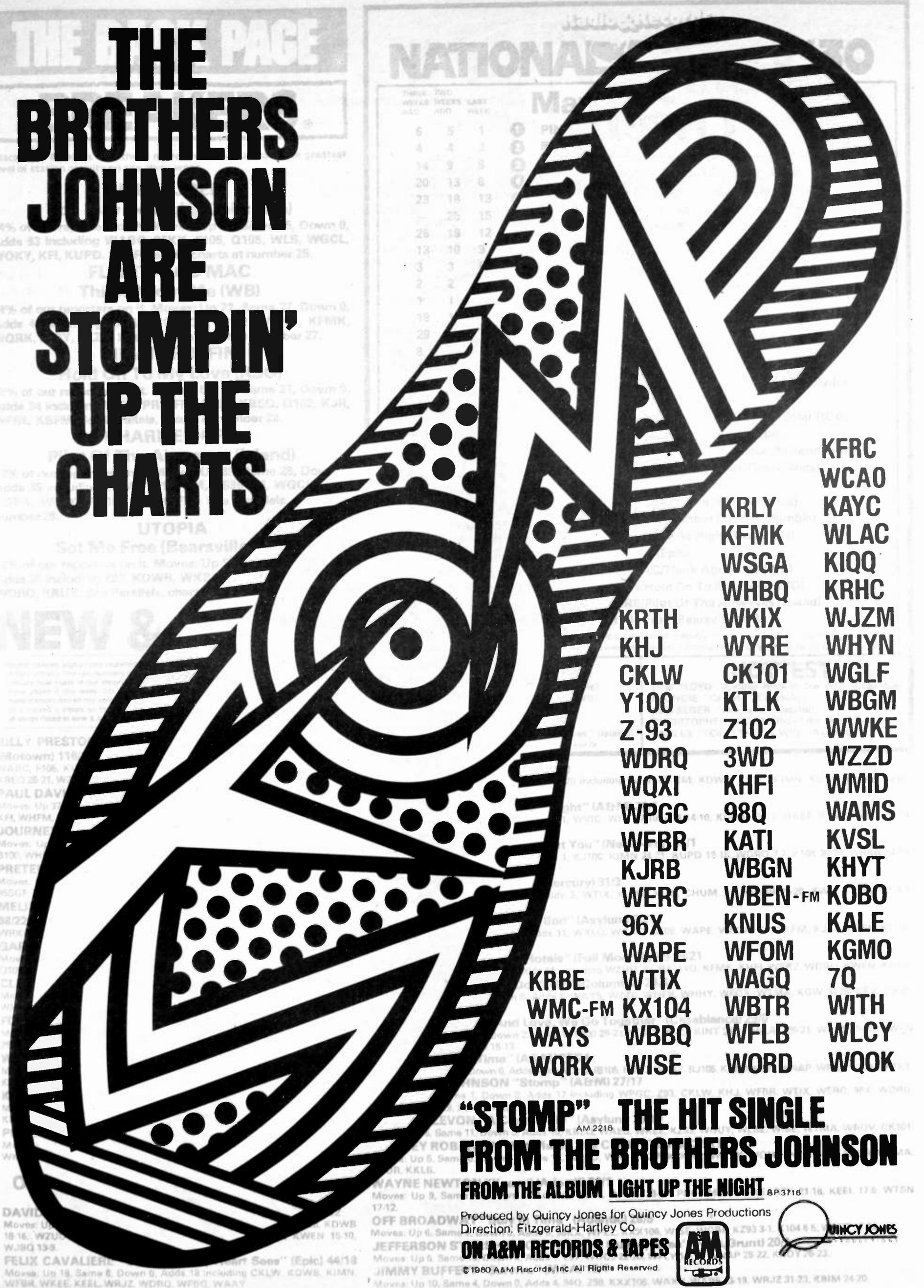
Dave Cohen of KGHL/Billings called this week and asked, "Can I conduct a talk show during the survey, mention the broadcast ratings services and how they work, and avoid having Arbitron get upset?"

Sorry, Dave, but if you and/or your station make any on-air reference to the survey and/or about Arbitron, and if another station in Billings brings the situation to Arbitron's attention, you could be "stickered" for on-air diary reference.

Jhan Hiber, former Manager of Radio Market Reports for Arbitron, is R&R Research Editor. Contact Jhan with any research or ratings question you may have.



THE BROTHERS JOHNSON ARE STOMPIN' UP THE CHARTS



NATIONAL...

| WEEKS | 1 | 2 | 3 | 4 | 5 | 6 |
|-------|----|----|---|---|---|---|
| 6 | 5 | 1 | | | | |
| 4 | 4 | 3 | | | | |
| 14 | 9 | 8 | | | | |
| 20 | 13 | 6 | | | | |
| 23 | 18 | 13 | | | | |
| | 25 | 15 | | | | |
| 26 | 19 | 12 | | | | |
| 13 | 10 | 9 | | | | |
| 3 | 3 | | | | | |
| 2 | 2 | | | | | |
| 1 | 1 | | | | | |
| 18 | | | | | | |
| 29 | | | | | | |
| 8 | | | | | | |

- KRTH
- KHJ
- CKLW
- Y100
- Z-93
- WDRQ
- WQXI
- WPGC
- WFBR
- KJRB
- WERC
- 96X
- WAPE
- KRBE
- WMC-FM
- WAYS
- WQRK
- KRLY
- KFMK
- WSGA
- WHBQ
- WKIX
- WYRE
- CK101
- KTLK
- Z102
- 3WD
- KHFI
- 98Q
- KATI
- WBGN
- WBEN-FM
- KNUS
- WFOM
- WAGQ
- WBTR
- WFLB
- WORD
- KFRC
- WCAO
- KAYC
- WLAC
- KIQQ
- KRHC
- WJZM
- WHYN
- WGLF
- WBGM
- WWKE
- WZZD
- WMID
- WAMS
- KVSL
- KHYT
- KOBO
- KALE
- KGMO
- 7Q
- WITH
- WLCY
- WQOK

"STOMP" THE HIT SINGLE
AM 2216
FROM THE BROTHERS JOHNSON
FROM THE ALBUM LIGHT UP THE NIGHT
BP 3716

Produced by Quincy Jones for Quincy Jones Productions
 Direction: Fitzgerald-Hartley Co.
ON A&M RECORDS & TAPES
© 1980 A&M Records, Inc. All Rights Reserved.





What do you suppose the most *trying* sport is? Soccer? Hockey? Bedpan throwing? Well, last week when I was emceeing the giant dinner honoring UCLA's famous Athletic Director, J.D. Morgan, I believe I found out.

The Bruins track coach, Jim Bush, wrote a paper on just this topic. What is the most coordinated, difficult, trying sport? His answer: the high hurdles! (If you miss, you might be singing with the Vienna Boys Choir.)

Silliest joke going around Hollywood... what is 10... 9... 8... 7... 6... 5...? That's correct, Bo Derek growing older!

Several eves ago, I had the pleasure of nurgling on KCET's Public Broadcasting fundraiser with the Firesign Theater, Phil Austin, David Ossman, Philip Proctor and Peter Bergman.

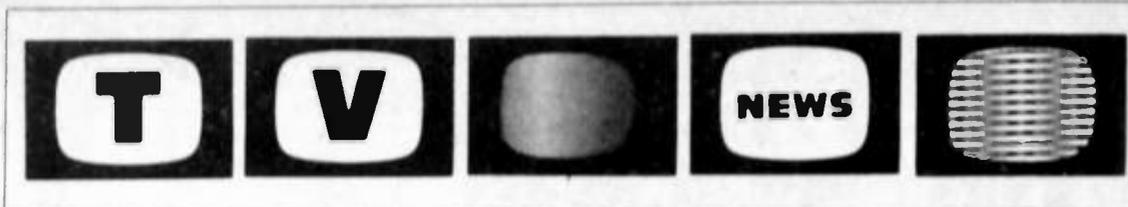
We introduced and raised money during the "Monty Python Festival," and the Firesign guys revealed to me they just signed with Mushroom Records. Their next release will be their 15th album.

Tomorrow night, we'll be presenting a 90-minute gala

starring Leonard Bernstein explaining Pink Floyd...

We'll miss the gentle kreebling of lovely Jan Basham, who just retired from A&M Records. Jan was in the record biz for a decade and a half. It was Jan who first pointed out to us in the late 60's that you are actually safer in the average record library than you are in a faulty nuclear reactor!

Congratulations to Jay S. Lowy, the National President of NARAS, on another superb Grammy show this year at the Shrine. I'm sure that everyone agrees the most magic moment was Barbra and Neil singing "You Don't Bring Me Flowers..." Back when we both were mere children, I had the pleasure of introducing Barbra at the Shrine Auditorium during one of her first public performances on the West Coast. I remember it because she distinctly *didn't* want anybody doing any *funny* stuff on stage before she came out. (Obviously with me standing there inhaling my necktie, she was pretty safe.)



ABC Squeezes By CBS In Tight Race

In an exceptionally close contest, ABC edged CBS for the Nielsen title for the week ending March 16. With only one show in the top nine, ABC still managed to amass an 18.6 average rating, while CBS, with the top four shows and six of the top eight, came up with an 18.3 average. NBC was in the race all the way as well, finishing with a 17.4 average.

"60 Minutes" led the lists for the second week in a row, followed by a tie for second between "MASH" and "Dukes Of Hazzard," while "Alice" completed the top-ranked CBS quartet. Following were 5) "Real People" (NBC) 6) "Dallas" (CBS) 7) "Three's Company" (ABC) 8) "One Day At A Time" (CBS) 9) "Diff'rent Strokes" (NBC), and 10) "That's Incredible" (ABC), repeating its top ten performance of last week and, with "Real People," demonstrating a real groundswell for "true-to-life" unusual people on TV.

CBS captured the first two places in the second ten with "House Calls" and "Archie Bunker's Place" tied for 11th. They were followed by 13) "Barney Miller" (ABC) 14) a three-way tie between NBC's "CHiPs" and "Facts Of Life" special and "Lou Grant" (CBS) 17) another tie between ABC's "Benson" and "Taxi" 19) "20/20" (ABC) in a strong showing, and 20) "Vegas" (ABC). "WKRP In Cincinnati" had an off-week, finishing 34th, although its rating was slightly higher than CBS's average.

MUSIC ON TV: Jim Kirk, composer/singer of the TM "Voice Of Freedom" record (1-25), appears on "Dinah" March 26... Tommy James joins "American Bandstand" April 19... Judie Tzuke on "Dinah" April 11... Pink Lady on the same show April 22... Eddy Arnold is on "Merv Griffin" April 2... Nell Sedaka guests on "Mike Douglas" April 10.

Among the syndicated offerings available at the recent NATPE convention, at which distributors show their wares to TV stations across the country, are these musically-related shows: "Backstage At The Grand Ole Opry," "Lively Country," "Music Country USA," "Nashville Swings," "Music World," "Rock A Mania," "Rock World," "Star Track," and a package of vintage "Ed Sullivan Show" episodes sure to include some prime musical footage. Whether many of these programs actually make it to your local stations is an unanswered question, of course... One rock show which is doing well, according to a company statement, is the satellite-transmitted "Video Concert Hall," now seen in 47 states on cable TV, in 90 and 30-minute versions.

VIDEOSCOPE:

FOX FIRST-RUN FILMS SET FOR SIMULTANEOUS VIDEOCASSETTE RELEASE: 20th Century-Fox has announced that, in the near future, its first-run theatrical motion pictures will be made available in videocassette versions for the home market simultaneous with the films' theatrical release. By this action, 20th hopes to maximize its multimillion dollar promotional campaigns as well as discourage videocassette piracy by eliminating the time gap between the film's pay TV release and its videocassette availability. Once this new program is implemented, theatrical and videocassette release will occur simultaneously, with pay TV to get the product from one to two years later and commercial TV to follow anywhere from three to six years after that... **ZENITH, RCA PEN VIDEODISC TECHNOLOGY PACT:** Zenith Radio Corp. and RCA Corp. have announced the signing of videodisc technology agreements which will allow each firm access to the other's patented videodisc developments. Both Zenith and RCA videodisc players utilize the capacitance format videodiscs... **10 CLIENTS SIGN FOR ARBITRON'S ELECTRONIC MEDIA STUDY:** ABC, CBS, Columbia Pictures, Cox Broadcasting, Dow Jones, NBC, Sears/Comsat, Southern Satellite Systems, Time Inc., and U.A. Columbia Satellite have all subscribed to Arbitron's "New Electronic Media" study, results of which will be available in spring, 1980. The survey will focus on the impact of the new electronic media (pay TV, cable, satellite, videocassettes, etc.) upon traditional television viewing...

5

YEARS AGO TODAY

Radio & Records



FIVE YEARS IS A LONG TIME — As a nostalgic memory refresher, we've reprinted a typical R&R front page, this one from March 21, 1975. It's not quite typical (it wasn't every week Keith Moon had the offices mooned), but it does point out how things have changed in half a decade. As for why we so prominently featured such semi-scandalous shots on our cover — well, it must have been the full moon.

ERR WAVES

BY BOBBY OCEAN



CASABLANCA HITS BETWEEN THE EARS



"Love On A Shoestring"

NB 2243

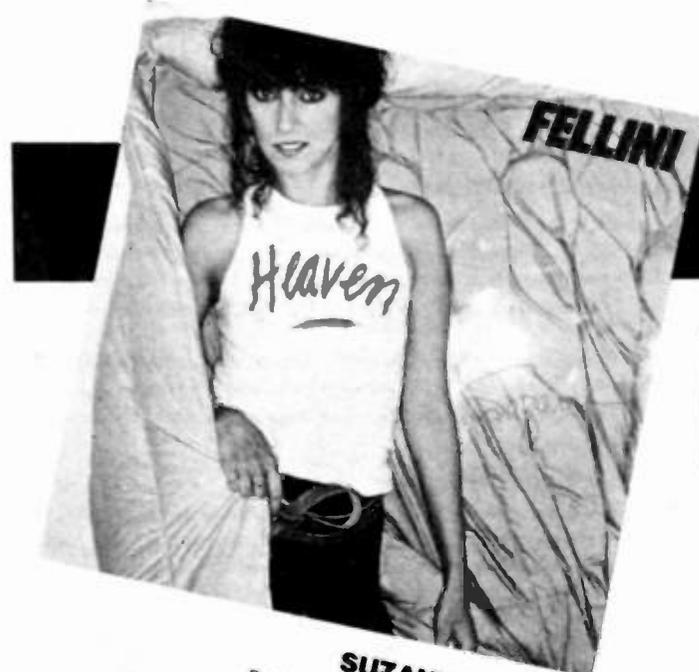
CAPTAIN & TENNILLE
Produced by Daryl Dragon



"Funkytown"

NB 2233

LIPPS, INC.
Produced by Steven Greenberg
Executive Producer Steven Productions



"Love On The Phone"

NB 2242

SUZANNE FELLINI
Produced by Steve Burgh for Actual Music



"It's Hard To Be Humble"

NB 2244

MAC DAVIS
Produced by Larry Butler

**AVAILABLE ON
CASABLANCA RECORD
AND FILMWORKS**



Deregulation

Continued from Page 4

requirements of my community than anyone in Washington. VIVA LA DEREGULATION!"

R&R will have complete coverage of Tuesday's deadline filings on deregulation in next week's issue.

Public Radio Key To Dereg

Speaking at the tenth annual Public Radio Conference in Kansas City Monday (3-17), FCC Chairman Charles Ferris said the service provided by public radio is essential to successful radio deregulation. Ferris said more direct subsidies to NPR for increased news and public affairs were preferable to setting guidelines for commercial stations, and stressed it would be better for public radio to protect endangered formats rather than have the FCC regulate programming.

NRBA Pres. Sis Kaplan, who addressed the group Tuesday, noted that non-commercial radio is equally plagued by over-regulation and urged cooperation to get deregulation through.

FCC Denies Extension

Several groups have requested and been denied an extension of time for comments. The Commission this week denied a request by the National Citizens' Committee for Broadcasting, Public Media Center, and the Consumer Federation of America to extend the comment deadline in the radio deregulation proceeding until 60 days after the Supreme Court issues its opinion in the radio format case (R&R 3-14, 3-7).

FCC At A Glance

Continued from Page 4

Seattle Field Office Expanded

The FCC San Francisco field office had been responsible for stations in Hawaii and the Pacific Islands, but last week the FCC transferred the job to the Seattle field office.

Cross-Ownership Rule Extended

Can a licensee whose controlling shareholder is declared legally incompetent change hands without losing its cross-ownership exemption? The FCC said yes last week in a case involving McClatchy Newspapers, owner of KMJ/Fresno, CA; KBEE/Modesto, CA; KOH/Reno, NV; and KFBK-KAER/Sacramento, and publisher of daily newspapers in Modesto, Sacramento and Fresno.

Eleanor McClatchy, who had controlled the licenses for forty years, was declared incompetent by a California court last March, and her nephew, Charles McClatchy, took over. Because the company owned newspapers and broadcast facilities prior to enactment of the cross-ownership ruling, they were "grandfathered-in" and agreed to continue the grandfather status even though control was being transferred.

The FCC also allowed the sale of KNEV/Reno, NV to McClatchy last week for \$700,000 and issued a tax certificate for McClatchy's sale of KOVR-TV/Stockton, CA. (A tax certificate gives a tax break on income earned from sale of a broadcast property when it is required by FCC rules.)

Renewal

Continued from Page 4

the distress sale policy to include stations in a hearing. (Present rules stipulate selling prior to a hearing.)

- Wait to consider a recommendation that all new stations be reserved for minority applicants.
- Hold off on proposal to break down Class 1-B clear channels. (FCC is in process of evaluating comments in rulemaking proposing to break up 1-A clears.)

Fogarty Wants Format Protection

Also among NBMC's list of proposals for radio was a request that the FCC protect certain endangered Black music formats, including Jazz and Gospel. The Commission refused because of its policy not to regulate formats. Commissioner Joe Fogarty agreed, but took the opportunity to issue a separate statement condemning the FCC for its "view that it is inappropriate for us to regulate entertainment formats."

The Supreme Court recently agreed to hear arguments in the case of whether the FCC should review certain format changes (R&R 3-7).

Rejected Ideas

The Commission also refused to:

- Establish a separate research division in the Broadcast Bureau.
- Launch an investigation into whether or not some stations are refusing to play black artists' records on racial grounds.
- Take away a license if there is a pattern of racist broadcasts.
- Require a hearing on all proposed sales that exceed \$25 million.
- Conduct a closed inquiry into allegations that major advertising firms have conspired with licensees to steer ad accounts away from new black broadcasters.
- Issue new rules for expediting all minority applications for sales and construction permits, and
- Establish citizen advisory councils to rewrite the FCC's EEO Program or consider social issues on spectrum management.

Handicapped

Continued from Page 4

opposition, saying since it can be assumed there are gays in all walks of life, they are adequately represented in the existing 19 categories. Commissioner Anne Jones told R&R, "If we say gays have to be ascertained, what's to stop bankers, lawyers or doctors from demanding the same treatment?"

Despite these reservations, however both voted for the rule, saying the needs of emerging groups must be taken into account.

FCC Chairman Charles Ferris continues to favor eliminating all ascertainment requirements for radio, but said in the meantime the new rule won't "impose undue additional regulatory burdens on broadcasters. It simply clarifies the FCC's existing Ascertainment Primers to help broadcasters and community leaders alike determine what satisfactory ascertainment comprises."

Brad Messer



Top 25 Newspeople Poll: Chocolate Better Than Vanilla?

After 263 ballots and letters it finally dawned on me. It would be absolutely unfair to attempt "ranking" a couple of dozen people based on results of an informal poll, and as futile as trying to decide whether roses are better than daisies or chocolate better than vanilla.

So this week and next I will sample the ballots with you, but I am abandoning the original idea of a Top 25 Newspeople list *per se*.

June Moore of WWYZ-FM/Waterbury, CT was nominated based on her sensitive and responsible handling of a controversial story about a racial slur mouthed by State Representative Russell Reynolds. Larry Ward of KTHO/South Lake Tahoe, CA was cited for his 13-hour work days and no-sleep coverage during floods, plus "building the control room." WMET/Chicago's Dave Alpert was entered by a California admirer who cited his "professional and very creative" style. Amarillo, TX has Gary Foxe suggested because of his 13½-hour, six-day week at KQIZ and his "pretty good strawberry cake."

His investigative reporting, follow-through, and commentaries on WFTL earned David Collin a nomination from Ft. Lauderdale, FL. His PD Tom Daren says Collin "is also one of the kindest people" he's ever known.

Now do you see what an impossible task it would be to rank people based on things ranging from strawberry cake to kindness?

Paul Fredericks of KMPC/Los Angeles was nominated because he is "a ten on all scales," according to a letter from Canton, OH. A ballot from Los Angeles, on the other hand, names Lyle Dean of WFYR/Chicago and theorizes Dean would "never leave" the Windy City.

Mike Anthony is touted as "dedicated, highly motivated, well-organized" and the assembler of "the most talented group of news professionals in Denver" at KHOW. Chuck Moshontz is called "intelligent and well-informed, with a great sense of humor" at WCOZ-FM/Boston.

Former L.A. and San Diego newsman Don Ross is nominated at KGNR/Sacramento for being "a journalist with every degree of knowledge, experience and instinct required of the profession" who "motivates others in a positive, productive way." The person nominating Ross also respected his instructions to a young reporter sent to cover the murder of a child. Should he try to get reaction from the parents of the victim, the reporter asked. "No. Leave them alone."

That's another example of the unfairness of "ranking" people on the List of 25, because Ross's decency may be a plus in some books and just an example of failing to get all the facts in other books. You ain't gonna catch me trying to judge stuff like that . . . but, good going, Don.

There have been nominations from Canada, New Zealand and some country called RKO. Plenty of New York City and network nominations. The very respected John Erickson, not to be hemmed in by the limitation of nominating a single person, named everyone on his KGW/Portland, OR news team. With numbers like KGW has, it was too modest of you, John: you didn't include your name!

More of this next week.

My thanks to the Country Music Association for inviting my participation in the annual convention in Nashville, TN last weekend. Excellent gathering! Paul Harvey's unsettling attack on lyrics ("Country smut") causing some deep thinking as conventioners return home?

Rip 'N' Read

Mezzanine Machine: Bop To The Top

MONDAY MARCH 24: When the forerunner of the escalator was patented 88 years ago this month, there was some concern about whether all human bodies could endure the experience, so one of the first came complete with a servant at the top ready to serve brandy to people unnerved by their ride. The Reno Incline Elevator patent was issued to Jesse W. Reno in 1892, installed at Coney Island, NY in '96, and overseas at Harrods's of London in '98.

Steve McQueen is a half-century old today.

The Kennedy 50¢ coin was issued 16 years ago today. Elvis Presley reported for military duty 22 years ago (a Private affair). The San Francisco Mint produced its final coin, a penny, 25 years ago today.

The Odd Couple: Elton & Anita

TUESDAY MARCH 25: Anita Bryant was born 40 years ago in Tulsa, OK and had her major hit half-a-lifetime ago with "Paper Roses" in 1960. Her fundamentalist religious beliefs include homosexuality being a sin, and she briefly emerged as a spokesperson against gay life in the mid-70s.

Elton Hercules John emerged (as Reginald Kenneth Dwight) 38 years ago in Pinner, Middlesex, England. Anita doesn't understand him at all, I'll bet.

Leonard Nimoy is 49. Aretha Franklin becomes 38. Howard Cosell is 60. Gloria Steinem hits 44.

Salk's Anti-Polio Success

WEDNESDAY MARCH 26: Polio nearly panicked the United States in the early 1950's, crippling nearly 60,000 people and killing 3300 in 1953 alone. On this date in 1953 Dr. Jonas Edward Salk announced the successful end of a three-year March of Dimes-financed program to find a preventative. Mass inoculations nationwide were financed by the National Foundation for Infantile Paralysis, and by 1955 the polio epidemic was history. Dr. Salk has also worked on flu vaccines and devotes much time to anti-cancer research.

The March of Dimes organization was so effective at raising money, it began casting around for new causes to fund.

Reporter Bob Woodward is 37. Actor Alan Arkin is 46. Diana Ross is 36. Aerosmith's Steven Tyler is 32. Entertainer Vicki Lawrence turns 31. Hunk James Caan is 41 (my research assistant Ms. Goodbody so describes him).

"Hey, Isn't That Florida?"

THURSDAY MARCH 27: Explorer Ponce de Leon discovered Florida on this date in 1513. In 1794 the U.S. Navy was created. In 1884 the first long-distance telephone call was made. In 1968 the first person to orbit Earth, Soviet cosmonaut Yuri Gagarin, died in a plane crash. In 1973 Marlon Brando refused his Academy Award, in support of the occupation of Wounded Knee. In 1977 two 747's collided on a runway in the Canary Islands killing 581 people.

Actor Michael York is 38. Racer Cale Yarborough hits 41. "Fugitive" David Janssen would have been 50 today. The first coast-to-coast color TV broadcast was 25 years ago today.

Birth Of Pirate Radio

FRIDAY MARCH 28: Radio Caroline inaugurated the days of pirate radio 16 years ago today, broadcasting from a ship safely outside British jurisdiction, playing whatever in hell it wanted to play and selling commercials to companies who couldn't advertise on non-commercial BBC.

Country musician Charlie McCoy is 39. Basketballer Rick Barry is 36.

Media Marketing

Entering A New Era Of Radio Promotion

As most of you are undoubtedly already aware, the structure of the "ratings game" is about to undergo a major change as Arbitron moves to its "Extended Measurement" system. This change means that radio stations will be on the "firing line" for much longer periods each year with respect to the measurement of the audience they are delivering. For those of you unaware of the changes in the offing, you should consult past "Ratings and Research" columns by Jhan Hiber for more details.

In one of his columns, which dealt with Extended Measurement, Jhan made an analogy to the marketing of a box of cereal, which is on the shelf in the supermarket every day waiting for consumers to pick it up and take it home. General Mills and Kellogg's have been marketing their products year-round for decades. Radio, with Extended Measurement, is moving into the same situation: it can no longer rely on a four-week promotional effort coinciding with the Arbitron sweep. Rather, radio must adapt itself to the new measurement system by modifying its promotional effort in such a way as to maintain its audience year-round. What kinds of changes will this entail?

The "Franchise-Building" Concept

One important distinction which is made by contemporary advertising practitioners is between so-called "franchise-building" promotional activities and "non-franchise-building" promotions.

Basically, franchise-building activities are those which are designed to convey information about the product or service to consumers to convince the consumer that the particular brand (or station) is the best one available in the market. The most obvious example of franchise-building promotional activity is advertising, especially ads which convey to the audience the benefits offered by listening to the station. In other words, the station is providing sound reasons for listening to it — furthermore, these reasons are more or less long-term and not just related to a short-term contest or other form of promotion.

Thus, the goal of franchise-building promotion, as the name implies, is to build a group of listeners who are committed or loyal to the station on the basis of the basic product it is delivering, day in and day out. Just as a consumer buys Kellogg's Corn Flakes repeatedly over time because the taste or texture of the product is pleasing, the same consumer would tune in to the station repeatedly over time because the programming content is pleasing.

Franchise-building advertising would constantly remind current listeners of the station's benefits, while also attempting to attract other listeners who may desire the same type of programming but are not currently listening to the station. The latter group must be reached by advertising in media other than your own station.

The ongoing R&R series "Radio On TV" has pointed out some of the advantages and pitfalls of that medium. Newspapers and outdoor advertising (e.g., billboards, bus placards) are other potential media for attracting non-listeners.

Because of the highly competitive structure of the industry, and the variety-seeking of the listener, portions of the station's audience will be continuously shifting from one station to another. Thus, it is important to (1) constantly attract new listeners to the station and (2) reinforce current listeners, via franchise-building advertising. The end result should be a reasonably large group of fairly stable, or loyal, listeners, plus an even larger group of people who will tune in at least occasionally and stick around for a while before moving on.

In contrast to this franchise-building type of promotion, non-franchise-building promotions are those which are designed to elicit an immediate behavioral response, with little or no regard to the long term. Most often, these non-franchise-building efforts involve offering some sort of price discount (e.g., two for the price of one) or a premium (e.g., buy six razor blades — get the razor free). Contests are an excellent example of this form of promotion.

Looking at the present structure of radio and the ratings procedure, it is clear that much of the promotional "stunting" and "hypoing" that accompanies the Arbitron sweeps is in actuality non-franchise-building promotion. The station sinks large amounts of money into one four-week period, hoping to attract enough listeners so as to "give good book." From the station's perspective, the key is short-term response in the form of listenership during that four-week period, and not the long-term effect of the promotion on listenership. This is the time-honored tradition of "marketing to the ratings" instead of marketing to the audience.

Entering A New Era

While such hypoing may have worked in the past if it was carefully orchestrated, it will not work in the future under Extended Measurement. Few, if any, stations can afford to engage in a series of short-term promotions on virtually a year-round basis. Instead, short-term promotions will have to take their place as a supplement to franchise-building activities, which attempt to maintain audience year-round. Stations will no longer be able to rely on a hot contest to create a momentary spurt in listenership coinciding with the ratings weeks, because the ratings weeks will almost always be there.

Thus, instead of attracting listeners who are interested only in the contest or the giveaway, stations must focus on attracting listeners who genuinely enjoy the programming of the station. Obviously, this may entail changes not only in promotional strategy, but also in the programming of the station itself. A station can no longer survive with essentially inferior programming but good contests once or twice a year;

rather, each station must offer a service that will be satisfactory to some substantial number of listeners day in and day out.

From this discussion, it is clear that radio's new era of promotion is one which involves much closer coordination of programming and promotional efforts. The programming is the basic "product" which is being sold to listeners. Under the present ratings system, the product being sold during the ratings weeks has in many cases, been "programming plus promotional gimmicks." But promotional gimmicks won't work year-round, meaning that the basic programming of the station must provide true benefits to the potential listener audience.

Therefore, promotional activities in the future should begin with market research to determine listeners' and potential listeners' wants and needs, redesigning (if necessary) of the station's programming, and promotional activity aimed at informing potential listeners of the station's benefits. The "product" and the "promotion" go hand in hand. Promotion which promises what the programming can't deliver is worse than no promotion at all — people will tune in once, find out that the station isn't "as advertised" and stay away in droves.

A New Role For "Hypoing"

Even under Extended Measurement, there will be a role for hypoing, stunting, or whatever you call short-term promotional activity. As mentioned earlier, hypoing will be a supplement to ongoing franchise-building promotional activity. The key role to be played by short-term promotion is one of stimulating "trial" of the station by current non-listeners. Advertising and publicity on behalf of the station are good ways of building listener awareness and knowledge of the station, but often a little extra prodding is necessary in order to get the consumer to actually turn that dial and give a listen to the station. The same phenomenon is present in the marketing of cereals and other packaged goods where coupons or "cents-off" deals are used to get people to try the brand, the hope being that the initial purchase will trigger further purchases by the same consumer over time. The same philosophy should hold true in radio marketing — if the product is a good one, then consumers who tune in the first time in order to get a shot at some concert tickets, should like what they hear and tune in the next time just for the sake of the programming itself.

The "new era" of radio promotion will require more sophisticated blending of all the available marketing tools in order to achieve a well-rounded promotional effort. Most importantly, the new era signals an end to the old way of doing things in radio — the conventional wisdom which included hypoing and promotional stunting as keys to good ratings will go by the wayside. The new approach to radio marketing will be one which is much more consistent with marketing principles derived from a variety of consumer-oriented industries. More than ever before, sound knowledge of marketing techniques will be required for success in the radio industry.

Dr. Richard J. Lutz is Associate Professor of Marketing at UCLA's Graduate School of Management, and an acknowledged research and marketing expert. To direct questions to Dr. Lutz, call R&R at (213) 553-4330 or write to Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.





TOP-40

John Leader

The Aircraft Carrier Syndrome

There is an analogy that is becoming very popular at AM radio stations around the country. I say it's becoming popular because I have heard this same analogy from several different programmers and managers in the last few weeks. It is almost always used in reference to AM stations that were once dominant and are now declining. It goes something like this: "Bringing this station back in the ratings is sort of like turning around an aircraft carrier. It can't be done quickly. Just as it takes a lot of ocean to reverse the course of a giant ship, it will take lots of time to turn around this station."

That's just bunk. Further, that kind of attitude may be contributing to some of the so-called "AM problems" we've seen around the country.

Be A Speedboat

If and when any radio station gets to the point that it has become "like an aircraft carrier," then it is highly vulnerable from all sides. The analogy taken to its logical extension implies that the station is big, successful, strong, and very slow to change. When dealing with an entity that must cater to public taste, namely a radio station seeking to please listeners, any resistance to change should be avoided like water in the bilges.

It doesn't take a Ph.D. in Sociology to know that times are changing quickly. People in this country are into different things than they were ten, five, or even two years ago. More specifically, the prime rock music demographics that we all so desperately seek to dominate (12-24, 18-34, 18-49, etc.) encompass so many different life-styles and psychographics that resistance to change can cost you plenty.

What About Consistency?

One of the basic ingredients of a successful radio station has always been consistency, and I'm not advo-

cating a change in that part of the recipe. Consistency has real value to a radio station because people still like the comfortable feeling that comes from something they can depend on.

But consistency as the first commandment? No. Too many times in the not so distant past we have seen "new stations" come into various markets around the country and literally steal the audience away from the established giant. That's usually about the time the wounded giant starts using the aircraft carrier analogy.

Did the new station win because of magic tricks and a super secret programming formula? In every case I think the answer to that one is no. I think the new station took over because the old station just wasn't as good, or as aware of its audience as it once was. So, the older station had really become an aircraft carrier.

When you're winning big and maybe you're the only game in town, it's easy to get lazy. And when your station gets lazy, that's the best time for "the new kid" to come in and steal your thunder and your audience.

station appeared in your market, targeted at your throat, could you emerge as champion? These are rhetorical questions posed to illustrate a point.

The point is that any radio station must remain flexible enough to change with the times. If the word "change" seems too severe for you, try "adjust." In the cases where a new station has defeated an older one it's usually because the older one couldn't stand up to the competition. There are probably just as many cases of older, well established stations who could stand up to any competition. These situations you don't read about every week because in most markets where such a powerhouse station exists, potential competitors wisely choose not to enter a fight they can't win.

The bottom line, as always, is that elusive but vital marriage of solid programming and insightful management. Both the PD and the GM of any winning station have to remain open to new ideas and guard against the kind of complacency that can become a successful station's worst enemy. When the numbers are great, it's a real temptation to say to yourself, "Well, we're doing the right things now, let's not change anything. This is the winning combination." The real problem arises when the "winning combination" changes a little bit every day. In other words, what makes your radio station so popular with so many people is that you're giving them more of what they want than any other station in town. Tomorrow the listeners' desires will be slightly

"Both the PD and the GM of any winning station have to remain open to new ideas and guard against the kind of complacency that can become a successful station's worst enemy."

The Radio Diet

Maybe it's time for your station to go on a diet. Throwing in my own analogy here, the radio diet I'm talking about is for any station that finds itself in a dominant position. Is your station so rigidly locked into what it's been doing (very successfully) for some time that any change would be difficult to accomplish? If a new

different, just as they will change some more next week. By the time a whole year goes by, if you haven't adjusted what it is that your station does, the listeners may not have those same great feelings about your radio station. Without direct competition, those listeners will probably stay with you, but the minute something new comes along with a similar format, they'll be gone.

The key is flexibility. Getting to the top is always easier than staying there. Looking around the country at the radio stations that have been successful for periods of years, as opposed to single rating periods, they all share the ability to adjust. What sounded great two years ago might not sound too terrific today, and then again, it just might. A good program director and station manager should be in touch enough with their community to know what the listeners want, and they should both be flexible enough to make sure their station is the one that delivers that package better than the other stations in the market.

It seems to me that if you are the captain of a ship, a programmer or manager of a station, and the boat needs to be compared to an aircraft carrier, then the speedboats may have already whizzed past you.

An Uplifting Promotion



Andy Barber grimaces through the standing curl event.



Steve O'Neal stands up to the standing press event.



Steve O'Neal (with raised "Rocky" salute) is congratulated by runner-up Andy Barber.

KASH/Eugene recently held a "friendly" weightlifting contest between PD Andy Barber and evening jock Steve O'Neal. It was all a part of the station's participation in the grand opening celebration of "Steve's Bodybuilding & Fitness Center."

The two KASH personalities competed in three events: standing curl, standing press, and the ever-popular bench press. KASH morning man Terry Donahue acted as emcee for the event and also managed to canvass the overflow crowd for the March of Dimes (Terry was the March of Dimes Mother of the Month for the "Mother's Walk").

But, back to the competition . . . Steve O'Neal was declared the winner when he was able to do one more curl than his (luckily) forgiving boss Andy Barber.

That's What Friends Are For

Mike Randall needs our help. Mike, who most recently worked for Capricorn Records, was the Music Director at WBBQ/Augusta for over 9 years. A couple of weeks ago, during a typical Atlanta midwinter down-pour, Mike's car slid off the highway and smacked into a tree. The accident has left Mike in the hospital with a crushed jaw, two broken legs, a smashed hip joint and multiple facial lacerations. He's already had several operations and the doctors say there's more to come. To say the least, being out of work, Mike is in a bit of a financial bind. A fund has been established to help pay his mounting medical bills. If you can help, the address is: Mills & Mills Randall Escrow Account, 804-10 Main Street, Suite E, Forrest Park, GA 30050. And if you'd like to drop Mike a card he's at Paces Ferry Hospital, Room 1710, 3200 Howell Mill Road, Atlanta, GA 30327.

610 KFRC

THANKS THE EAGLES FOR "THE LONG RUN"



Pictured are (l-r) Eagle Glenn Frey, KFRC PD Les Garland, contest winner John Marino, and Eagle Don Felder.



Shown are, from left: Eagle Glenn Frey, contest winner Michelle Abrasham, and Eagle Don Felder.



MARCH 8TH, 1980
**THOUSANDS OF RUNNERS DONATED
THOUSANDS OF DOLLARS
TO SAN FRANCISCO'S
GOLDEN GATE PARK AS KFRC AND
THE EAGLES PRESENTED THE "LONG RUN"**

THANKS NIKI TOO

January-February 1980

Advance Arbitron Results

This data is copyrighted by Arbitron. Non-subscribers to Arbitron syndicated radio service may not reprint or use this information in any form.

Average Quarter Hour Shares are Monday-Sunday 6am-midnight, Metro Survey Area, 12+.

Advance figures supplied by subscribing stations and verified by Arbitron.

Note: A broken line dividing stations in a market signifies that the stations below are located outside the metro area. A solid dividing line signifies that stations below the line allegedly ran on-air survey announcements during the book.

New York

WBLS Up For Solid Market Lead; WKTU Down To Third Behind WOR; WABC Edges Downward; WHN Has Best Book In Year; WNBC Reaches 4.0, Approaching WABC; Good Jump For WNEW-AM's Traditional Pop; WPLJ Back Up As Other AOR's Slip; Three BM Stations Rise

| | O/N '79 | J/F '80 |
|--------------|---------|---------|
| WABC (R) | 4.6 | 4.5 |
| WADO (S) | 2.8 | 2.4 |
| WBLS (B) | 7.1 | 7.5 |
| WCBS (N) | 5.4 | 4.5 |
| WCBS-FM (O) | 3.1 | 2.3 |
| WHN (C) | 2.7 | 3.5 |
| WINS (N) | 4.4 | 4.4 |
| WJIT (S) | 1.9 | 1.4 |
| WKTU (B/D) | 6.8 | 6.0 |
| WMCA (T) | 3.2 | 3.2 |
| WNBC (R) | 3.2 | 4.0 |
| WNCN (CL) | 1.1 | 1.0 |
| WNEW (PA) | 2.0 | 3.1 |
| WNEW-FM (A) | 2.7 | 2.5 |
| WOR (T/PA) | 6.6 | 6.3 |
| WPAT (BM) | 3.0 | 3.2 |
| WPAT-FM (BM) | 2.9 | 3.8 |
| WPLJ (A) | 3.2 | 3.7 |
| WQXR-FM (CL) | 1.1 | 1.2 |
| WRFM (BM) | 4.7 | 5.2 |
| WTFM (PA) | 1.7 | 1.9 |
| WXLO (R) | 1.7 | 2.1 |
| WYNY (PA) | 2.1 | 2.1 |

Los Angeles

KABC Regains Lead As KBIG Slips Below BM Rival KJOI; KMET Now Second With Steady Book; KHJ In Strong Jump; KIQQ Up Sharply, KRTH Stable, Other Top 40's Down; KIIS-FM Hits Highest Numbers; KNX Passes KFVB As Both Rise; KMPC Up A Bit; KLOS Holds; KNX-FM Up; KWST Drops Below 1 As KROQ Doubles Share

| | O/N '79 | J/F '80 |
|--------------|---------|---------|
| KABC (T) | 6.0 | 6.5 |
| KALI (S) | 1.5 | 1.2 |
| KBIG (BM) | 6.1 | 5.0 |
| KDAY (B) | 2.4 | 1.9 |
| KEZY (A) | 8 | 1.0 |
| KFI (R) | 3.3 | 2.6 |
| KFWB (N) | 4.1 | 4.4 |
| KGFJ (B) | 1.2 | 1.0 |
| KHJ (R) | 2.4 | 3.0 |
| KHTZ (R) | 2.2 | 1.9 |
| KIIS-FM (D) | 2.8 | 3.6 |
| KIQQ (R) | 1.5 | 2.2 |
| KJLH (B) | 8 | 1.3 |
| KJOI (BM) | 4.9 | 5.2 |
| KKGO (J) | 1.4 | 1.7 |
| KLAC (C) | 4.3 | 3.8 |
| KLOS (A) | 2.2 | 2.2 |
| KLVE (S) | 1.5 | 1.6 |
| KMET (A) | 5.8 | 5.8 |
| KMPC (PA) | 2.8 | 3.1 |
| KNOB (BM) | 7 | 1.2 |
| KNX (N) | 4.0 | 4.9 |
| KNX-FM (A) | 2.7 | 3.0 |
| KOST (BM) | 2.8 | 2.3 |
| KRLA (R/O) | 3.7 | 3.3 |
| KROQ (A) | 6 | 1.2 |
| KRTH (R) | 3.8 | 3.8 |
| KTNQ (S) | 1.6 | 1.9 |
| KUTE (D) | 2.6 | 2.3 |
| KWKW (S) | 1.1 | 1.3 |
| KZLA-FM (PA) | 1.9 | 2.0 |
| XTRA (BM) | 1.0 | 1.0 |

Chicago

WGN Drops Below Double Figures; WBBM, WIND Surge; WLS Slide Continues; WLUP Down Again, Rivals Fail To Gain; Two BM Stations Drop; WMAQ In Good Book; WGCI, WEFM Climb

| | O/N '79 | J/F '80 |
|--------------|---------|---------|
| WAIT (BM) | 2.2 | 2.6 |
| WBBM (N) | 6.1 | 7.0 |
| WBBM-FM (PA) | 2.1 | 2.2 |
| WBMX (B) | 4.2 | 4.0 |
| WCLR (PA) | 3.1 | 2.7 |
| WDAI (D) | 1.7 | 1.7 |
| WEFM (R) | 2.2 | 2.6 |
| WFMT (CL) | 2.0 | 1.7 |
| WFYR (PA) | 2.9 | 2.7 |
| WGCI (D) | 2.7 | 3.5 |
| WGN (PA) | 10.5 | 9.6 |
| WIND (N) | 4.3 | 5.3 |
| WJEZ (C) | 2.5 | 1.8 |
| WJJD (C) | 1.3 | 1.1 |
| WJPC (B) | 2.1 | 1.7 |
| WKQX (PA) | 2.7 | 3.1 |
| WLAK (BM) | 5.6 | 4.7 |
| WLOO (BM) | 8.2 | 7.8 |
| WLS (R) | 6.2 | 5.3 |
| WLUP (A) | 4.9 | 4.4 |
| WMAQ (C) | 4.5 | 5.4 |
| WMET (A) | 2.2 | 2.3 |
| WOJO (S) | .8 | 1.4 |
| WVON (B) | 2.8 | 1.9 |
| WXRT (A) | 1.8 | 1.8 |

San Diego

KGB's Rock Format Inspires Vast Leap Upward; KPRI Takes Over AOR Lead As KGB-FM Slides Slightly; KJQY Stable, Holds No. 1; KBZT In Strong Jump; KFMB-FM, KMJC Down; Three P/A's Climb, KFMB Tops

| | O/N '79 | J/F '80 |
|-------------|---------|---------|
| KBZT (R/O) | 3.7 | 5.1 |
| KCBQ (PA) | 2.5 | 3.3 |
| KEZL (BM) | 4.5 | 4.6 |
| KFMB (PA) | 3.8 | 4.6 |
| KFMB-FM (R) | 4.2 | 3.9 |
| KFSD (CL) | 3.6 | 3.6 |
| KGB (R) | 2.6 | 6.4 |
| KGB-FM (A) | 5.7 | 5.1 |
| KIFM (A) | 5.0 | 3.3 |
| KITT (D) | 2.2 | 2.4 |
| KJFM (BM) | 1.5 | 1.7 |
| KJQY (BM) | 7.7 | 7.6 |
| KMJC (R) | 3.1 | 1.8 |
| KOGO (PA) | 3.1 | 2.0 |
| KPRI (A) | 5.6 | 6.7 |
| KSDO (N) | 5.0 | 4.9 |
| KSON (C) | 3.2 | 2.8 |
| KSON-FM (C) | 2.4 | 3.0 |
| KYXY (PA) | 2.5 | 2.8 |
| KABC (T) | 1.0 | 1.2 |
| KFI (R) | 2.8 | 1.1 |
| KNX (N) | 2.4 | 3.0 |
| XTRA (BM) | 3.9 | 3.5 |
| XTRA-FM (A) | 4.4 | 3.9 |

Note: KABC, KFI, KNX based in Los Angeles; XTRA-AM-FM in Tijuana.

March 1980

Mediatrend Estimates

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All share estimates are for metro average persons 12+, Monday-Friday, 6am-midnight.

Note: — denotes station which did not rank in Mediatrend's Top 20 for the relevant month.

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Disco, J-Jazz, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

San Francisco

KGO Drops 5, Still Leads; KCBS Draws Closer; KFRC Rebounds To No. 4; KYUU, KNEW Show Steady Growth; KSOL, KABL-FM Up; KSAN Drops From Top 10, Falls To 20th; KNBR Also Drops Out; KLOK (San Jose), KSFX Debut

| | Jan. '80 | Feb. '80 | Mar. '80 |
|--------------|----------|----------|----------|
| KGO (N/T) | 16.7 | 13.8 | 8.9 |
| KCBS (N) | 6.6 | 5.7 | 6.9 |
| KYUU (PA) | — | 3.2 | 5.3 |
| KFRC (R) | 3.5 | 1.8 | 5.1 |
| KSOL (B) | 6.3 | 3.4 | 4.9 |
| KMEL (A) | 3.6 | 4.3 | 4.4 |
| KABL-FM (BM) | 3.6 | 3.2 | 4.3 |
| KNEW (C) | — | 2.0 | 3.6 |
| KDIA (B) | 2.6 | 3.9 | 3.2 |
| KLOK (PA) | 1.4 | — | 2.8 |
| KSFX (D) | 2.6 | 1.9 | 2.8 |

Dallas-Ft. Worth

KSCS Gains Share, Takes Over Lead; KVIL-FM Drops 3/4, Falls Behind KFJZ-FM Surge; WBAP Skids; KNOK Up Again; KTXQ, KZEW In Close AOR Battle; KNUS Up Almost 2, Returns To Top 10; WFAA Drops After Share Loss; KKDA-FM Rebounds

| | Jan. '80 | Feb. '80 | Mar. '80 |
|--------------|----------|----------|----------|
| KSCS (C) | 10.1 | 10.3 | 11.2 |
| KFJZ-FM (R) | 8.0 | 6.9 | 8.4 |
| KNOK (B) | 3.0 | 6.7 | 7.3 |
| KVIL-FM (R) | 10.5 | 10.7 | 7.1 |
| WBAP (C) | 7.3 | 8.6 | 7.0 |
| KRLD (N) | 6.8 | 6.9 | 6.7 |
| KTXQ (A) | 7.2 | 6.7 | 5.9 |
| KNUS (PA) | 5.0 | 3.9 | 5.8 |
| KZEW (A) | 4.1 | 5.9 | 5.8 |
| KKDA-FM (BM) | 5.6 | 4.7 | 5.6 |

Philadelphia

KYW Back Up, Increases Lead; WMMR In Second Straight Slip; WDVR Passes WWSH With Sharp Rise; WIP Improves; WIFI Gains To Edge WFIL, Debut At No. 8; WCAU-AM Drops Share-Plus, Falls Out Of Top 10 To No. 13

| | Jan. '80 | Feb. '80 | Mar. '80 |
|---------------|----------|----------|----------|
| KYW (N) | 12.2 | 11.4 | 12.7 |
| WMMR (A) | 10.2 | 9.5 | 8.6 |
| WDVR (BM) | 5.7 | 4.7 | 7.5 |
| WIP (PA) | 8.6 | 6.2 | 7.2 |
| WDAS-FM (B) | 8.5 | 7.0 | 6.5 |
| WMGK (PA) | 4.3 | 4.8 | 5.3 |
| WWSH (BM) | 5.5 | 6.6 | 5.3 |
| WIFI (R) | 3.2 | 3.0 | 4.5 |
| WFIL (R) | 2.8 | 4.9 | 4.4 |
| WCAU-FM (B/D) | — | 4.3 | 4.2 |

Denver

KLIR, KOA 1-2 After Big Jumps; KAZY, KHOW Slide; Classical KVOD Doubles Share, Debuts At No. 5; KLZ Up For Debut; Top 40's KIMN, KOAQ Drop; KBPI Down 2+, Out Of Top 10

| | Jan. '80 | Feb. '80 | Mar. '80 |
|-----------|----------|----------|----------|
| KLIR (BM) | 7.7 | 5.5 | 9.1 |
| KOA (N/T) | 6.9 | 5.8 | 8.5 |
| KOSI (BM) | 6.7 | 7.5 | 7.8 |
| KAZY (A) | 10.5 | 8.4 | 7.3 |
| KVOD (CL) | 5.6 | 3.0 | 6.0 |
| KTLK (D) | 3.8 | 6.7 | 5.9 |
| KHOW (PA) | 4.5 | 8.1 | 5.7 |
| KLZ (C) | 4.0 | 3.8 | 5.2 |
| KIMN (R) | 4.3 | 5.1 | 4.1 |
| KOAZ (R) | 5.2 | 5.6 | 4.0 |
| KPPL (PA) | 5.6 | 3.9 | 4.0 |

Motown Wins Suit Against Jacksons, CBS

The three-year old breach of contract suit filed by the Motown Record Corp. against CBS Records and the Jacksons recording group has been settled, with Motown to receive approximately \$600,000 in an out-of-court settlement. The Jacksons will pay \$100,000 under the terms of the agreement plus an agreement on other items estimated to be in excess of \$500,000. Motown retains all rights to the name "Jackson 5" as well.

WPIX

Continued from Page 3

Meg (Griffin) speak. It's just to let people know that New York is real angry about what's happened at 'PIX. We just want to say something in our own way."

Despite spot cancellations by Hurrah's Club and the Irving Plaza Rock 'n' Roll Theatre, former PD Piasek, while acknowledging that the listener protests were encouraging ("The neatest thing about it is that we've only been doing it a year, and we've created this kind of following"), admitted that "PIX is probably a lost cause at this point." Latest Arbitron figures for the station showed it at 0.9, down from a 1.2, its highest mark under the "rock 'n' roll" format.



KJR TAKES HEART — Heart leaders Ann and Nancy Wilson visited hometown station KJR/Seattle recently. Pictured (l-r) at the station are Epic's Michael Alhadeff, Nancy Wilson, KJR's Max Stein, Epic's Debbi Lipetz, Ann Wilson, and KJR PD Tracy Mitchell.



CHATting WITH CHILLIWACK — CFJC/Kamloops, British Columbia personnel visited with Chilliwack backstage after the group's opening show in town. Pictured (l-r) are JC55 air personalities Jim Keller and Nick Carter, group's Bill Henderson, and PD Shawn Rosvold.

POP ROCKS!

(*WHAT'S NEW)



CLASH "Train In Vain (Stand By Me)"

Produced by Guy Stevens

WIFI deb 28
CHUM 21-17
CKGM on
94Q add
KDWB 27-24
KBEQ on
WOKY add
B100 add
KIMN on
KUPD 29-26
WICC on
WPST 27-21
14Q 20-17
WKEE on
KEEL on
BJ105 on
95SGF add
KX104 deb 30
WNOX 24-22

WGH on
KZ93 on
WISM 30-27
KERN on
KJRB add
KCPX on
KRSP add
KMJK deb 30
KLUC add
KRUX add 40
KTKT on
WLBZ add
WFBG on
14WK add
V100 add
WXIL on
WAAY add
WCGQ on
WSEZ add

WFLB on
WANS-FM on
WROV on
CK101 on
FM99 deb 33
KPUR add
KQWB-FM add 28
WRKR 31-27
WSPT 30-24
WNAM deb 29
WRBR add
WROK add 27
KCBN 34-31
KDZA on
KQDI on
KFXD add
KRLC 22-19
KBIM 30-25
WISE deb 34

TOURISTS "I Only Want To Be With You"

Produced by Tom Allom

OLD SONG . . .
. . . BRAND NEW



On Epic Records

"STRAIGHT LINES"
"NEW MUSIC
NEW MEN"

EAST

Most Added Hottest

Kenny Rogers & Kim Carnes
 Andy & Olivia
 Paul Davis
 Boz Scaggs

Pink Floyd
 Blondie
 Christopher Cross

ADDS & HOTS

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

SOUTH

Most Added Hottest

Kenny Rogers & Kim Carnes
 Boz Scaggs
 Andy & Olivia

Blondie
 Pink Floyd
 Bob Seger

EAST

PARALLEL ONE

96.3X/Pittsburgh, PA
 Jay Stone
 OFF BROADWAY
 KENNY LOGGINS
 BERNADETTE PETERS
 MAC DAVIS
 SMOOTHING STAR
 Notteat
 STX 2-1
 PINK FLOYD 11-6
 JOURNEY 19-14
 ROO & THE GANG 26 18
 BILLY JOEL 27-20

CHUM/Toronto, CAN.
 Brad Jones
 UTOPIA
 Notteat
 RY 1-1
 BILLY JOEL 25-13
 CLASH 21-17
 PRETENDERS 24 20
 EAGLES 29-21

CKGM/Montreal, CN
 Jim Connell
 WHISPERS
 RAY, GOODMAN & B
 UTOPIA
 Notteat
 QUEEN 1-1
 NEW MUSIC 8 2
 BLONDIE 13 6
 CHRIS CROSS 14 9
 LINDA RONSTADT 22 15

WABH/New York, NY
 Sunja Jones
 BOB SEGER
 CHRIS CROSS
 Notteat
 PINK FLOYD 1-1
 RAY, GOODMAN & B 7-4
 BLONDIE 11-5
 PEACHES & HERB 12 9
 FESTIVAL 23-16

WJAT/Baltimore, MD
 Ron Riley
 UTOPIA
 PAUL DAVIS
 ANDY & OLIVIA
 ROGERS & CARNES
 BROTHERS JOHNSON
 MAC DAVIS
 Notteat
 PINK FLOYD 1-1
 ROO & THE GANG 2 2
 EAGLES 7-3
 CHRIS CROSS 10-5
 BOB SEGER 17-9

WFIL/Philadelphia, PA
 Gerry DeFrancisco
 LINDA RONSTADT
 ROGERS & CARNES
 DOLLY PARTON
 BERNADETTE PETERS
 Notteat
 SPINNERS 1-1
 ROO & THE GANG 10-3
 RAY, GOODMAN & B 7-4
 BLONDIE 14-5
 BILLY & SYREETA 13 6

WFIL/Philadelphia, PA
 Liz Kiley
 Notteat
 PINK FLOYD 1-1
 GARY NUNAN 5-3
 EAGLES 9 6
 JB SPECIAL 10-8
 BILLY JOEL 20-11

WKBF/Rochester, NY
 Dave Manon
 PINK FLOYD 1-1
 RAY, GOODMAN & B 7-4
 BLONDIE 11-5
 PEACHES & HERB 12 9
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 BILLY & SYREETA 13 6

PRO-FM/Providence, RI

PRO-FM/Providence, RI
 Curt Hansen
 FLEETWOOD MAC
 HEART
 PETER MCAN
 FOOLES
 Notteat
 ROO & THE GANG 2-1
 ANDY GIBB 3-2
 PEACHES & HERB 8-4
 PINK FLOYD 11-8
 MICHAEL JACKSON 19 11

JHIS/Providence, RI
 Todd Chase
 ANNE MURRAY
 JERMAINE JACKSON
 ROGERS & CARNES
 BOZ SCAGGS
 KORONA
 NAZARETH
 Notteat
 PINK FLOYD 1-1
 MICHAEL JACKSON 10-5
 RAY, GOODMAN & B 16 9
 BLONDIE 23 10
 EAGLES 19 12

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 FESTIVAL 23-16

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 Liz Kiley
 Notteat
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 GARY NUNAN 5-3
 EAGLES 9 6
 JB SPECIAL 10-8
 BILLY JOEL 20-11

KC101/New Haven, CT

KC101/New Haven, CT
 Curt Hansen
 LINDA RONSTADT
 ROGERS & CARNES
 HEART
 PETER MCAN
 FOOLES
 Notteat
 ROO & THE GANG 4 1
 WHISPERS 12 8
 CHRIS CROSS 18 11
 BOB SEGER 15-13
 DR. HOOR 23 17

WFBH/Baltimore, MD
 Andy Sullinski
 ROGERS & CARNES
 TONY SCITUO
 BOZ SCAGGS
 BRUCE COCKBURN
 ANNE MURRAY
 Notteat
 BLONDIE 3 1
 CHRIS CROSS 5-3
 WHISPERS 12 6
 BILLY JOEL 27-18
 PEACHES & HERB 26 21

WBFJ/Altoona, PA
 Jeff Frank
 COOPER DODGE BAND
 REX RIDER
 SMOKEY ROBINSON
 ANDY & OLIVIA
 PETER MCAN
 ROGERS & CARNES
 Notteat
 PINK FLOYD 1-1
 MICHAEL JACKSON 5 2
 CHRIS CROSS 10-4
 EAGLES 13-6
 BILLY & SYREETA 21-15

WGLY/Hager, ME
 Chuck McKay
 STX
 CHUCK MANGIONE
 BILLY & SYREETA
 PRETENDERS
 Notteat
 PINK FLOYD 1-1
 DR. HOOR 3-2
 EAGLES 19-8
 LINDA RONSTADT 14-9
 BOB SEGER 20-10

WHBR/Portland, ME
 Rick Bean
 STX
 CHUCK MANGIONE
 BILLY & SYREETA
 PRETENDERS
 Notteat
 PINK FLOYD 1-1
 DR. HOOR 3-2
 EAGLES 19-8
 LINDA RONSTADT 14-9
 BOB SEGER 20-10

WHBR/Portland, ME
 Rick Bean
 STX
 CHUCK MANGIONE
 BILLY & SYREETA
 PRETENDERS
 Notteat
 PINK FLOYD 1-1
 DR. HOOR 3-2
 EAGLES 19-8
 LINDA RONSTADT 14-9
 BOB SEGER 20-10

WBLI/Long Island, NY
 Bill Terry
 PAUL DAVIS
 BROTHERS JOHNSON
 UTOPIA (dp)
 Notteat
 PINK FLOYD 1-1
 RAY, GOODMAN & B 8-5
 RUPERT HOLMES 9 6
 WHISPERS 11-7

WBBF/Rochester, NY
 Dave Manon
 PINK FLOYD 1-1
 RAY, GOODMAN & B 7-4
 BLONDIE 11-5
 PEACHES & HERB 12 9
 FESTIVAL 23-16

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 MAC DAVIS
 Notteat
 PINK FLOY

R&R/Friday, March 21, 1980

104.1 WJLB Detroit

- 1 BLONDIE/Call Me
- 2 PINK FLOYD/Another Brick In The Wall
- 3 BOB SEGER/Fire Lake
- 4 BILLY & SYRETA/With You I'm Born
- 5 QUEEN/Crazy Little Thing Ca
- 6 LINDA RONSTADT/How Do I Make You
- 7 DAN FOEGLER/Longer
- 8 KOO & THE GANG/Too Hot
- 9 SPINERS/Workin' My Way
- 10 SHALAMAR/Second Time Around
- 11 ROBERTA FLACK/You Are My Heaven
- 12 MICHAEL JACKSON/Off The Wall
- 13 CHRIS CROSS/Ride Like The Wind
- 14 DONNA SUMMERS/On The Radio
- 15 RUPERT HOLMES/Hi
- 16 BROTHERS JOHNSON/Stamp
- 17 EAGLES/Can't Tell You Why
- 18 AIR SUPPLY/Lost In Love
- 19 CHUCK WANGIONE/Give It All You Got
- 20 CAPT. & TENNILLE/Do That To Me
- 21 MICHAEL JACKSON/Off The Wall
- 22 JIMMY RUFFIN/Hold On To My Love
- 23 DR. HOOD/Sony Eyes
- 24 PAT BENAAR/Heart Breaker
- 25 JIMMY RUFFIN/Hold On To My Love
- 26 DIRT BAND/An American Dream

ADDS CHARLIE DORE/Pilot Of The Airwaves
PEACHES & HERB/ I Pledge My Love
ANDY & OLIVIA/ Can't Help It

ON SUSAN JACKS/All The Year In China
DOLLY PARTON/Starting Over Again

107.1 WBBM Chicago

- 1 PINK FLOYD/Another Brick In The Wall
- 2 BLONDIE/Call Me
- 3 QUEEN/Crazy Little Thing Ca
- 4 DAN FOEGLER/Longer
- 5 MICHAEL JACKSON/Off The Wall
- 6 DONNA SUMMERS/On The Radio
- 7 SPINERS/Workin' My Way
- 8 BILLY & SYRETA/With You I'm Born
- 9 RAY, GOODMAN & B/Special Lady
- 10 KERRY LOGGINS/Keep The Fire
- 11 PAT BENAAR/Heart Breaker
- 12 TOM PETTY/Rafters
- 13 CAPT. & TENNILLE/Do That To Me
- 14 LINDA RONSTADT/How Do I Make You
- 15 STEVE NUNBER/How Do I Make You
- 16 EAGLES/Can't Tell You Why
- 17 HEIL DIAMOND/September Morn
- 18 BOB SEGER/Fire Lake
- 19 TOM PETTY/Rafters
- 20 JIMMY RUFFIN/Hold On To My Love
- 21 DIRT BAND/An American Dream
- 22 JIMMY RUFFIN/Hold On To My Love
- 23 JIMMY RUFFIN/Hold On To My Love
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- 28 JIMMY RUFFIN/Hold On To My Love
- 29 JIMMY RUFFIN/Hold On To My Love
- 30 JIMMY RUFFIN/Hold On To My Love

ADDS 11, 17, 25
ON CLIFF RICHARD/We Don't Talk Anymore
KC & BAND/Please Don't Go
BILLY JOEL/You May Be Right

100.1 KHTB Houston

- 1 PINK FLOYD/Another Brick In The Wall
- 2 SPINERS/Workin' My Way
- 3 BLONDIE/Call Me
- 4 QUEEN/Crazy Little Thing Ca
- 5 DIRT BAND/An American Dream
- 6 CHRIS CROSS/Ride Like The Wind
- 7 DAN FOEGLER/Longer
- 8 SHALAMAR/Second Time Around
- 9 LINDA RONSTADT/How Do I Make You
- 10 CAPT. & TENNILLE/Do That To Me
- 11 RAY, GOODMAN & B/Special Lady
- 12 WHISPERS/And The Beat Goes On
- 13 BILLY JOEL/You May Be Right
- 14 BROTHERS JOHNSON/Stamp
- 15 EAGLES/Can't Tell You Why
- 16 TERRY DESARIO/Yes I'm Ready
- 17 AIR SUPPLY/Lost In Love
- 18 ANDY GIBB/Desire
- 19 BILLY & SYRETA/With You I'm Born
- 20 BOB SEGER/Fire Lake
- 21 DR. HOOD/Sony Eyes
- 22 HEART/Even It Up
- 23 CHARLIE DORE/Pilot Of The Airwaves
- 24 CHUCK WANGIONE/Give It All You Got
- 25 MICHAEL JACKSON/Off The Wall
- 26 JIMMY RUFFIN/Hold On To My Love
- 27 JIMMY RUFFIN/Hold On To My Love
- 28 JIMMY RUFFIN/Hold On To My Love
- 29 JIMMY RUFFIN/Hold On To My Love
- 30 JIMMY RUFFIN/Hold On To My Love

ADDS 19
ON DAN FOEGLER/Heart To Heart
SUE SAAD & HEAT/Can't Help It
STYL/Borrowed Time

93.1 KTLA Los Angeles

- 1 BLONDIE/Call Me
- 2 SPINERS/Workin' My Way
- 3 PEACHES & HERB/ I Pledge My Love
- 4 MICHAEL JACKSON/Off The Wall
- 5 WHISPERS/And The Beat Goes On
- 6 PINK FLOYD/Another Brick In The Wall
- 7 QUEEN/Crazy Little Thing Ca
- 8 SHALAMAR/Second Time Around
- 9 DAN FOEGLER/Longer
- 10 HEIL DIAMOND/September Morn
- 11 RUPERT HOLMES/Hi
- 12 RAY, GOODMAN & B/Special Lady
- 13 TERRY DESARIO/Yes I'm Ready
- 14 BILLY JOEL/You May Be Right
- 15 PAT BENAAR/Heart Breaker
- 16 KOO & THE GANG/Too Hot
- 17 MICHAEL JACKSON/Off The Wall
- 18 DONNA SUMMERS/On The Radio
- 19 CAPT. & TENNILLE/Do That To Me
- 20 PRETENDERS/Brass In Pocket
- 21 PATRICE RUSHEN/Heaven? You Heard
- 22 JIMMY RUFFIN/Hold On To My Love
- 23 CHRIS CROSS/Ride Like The Wind
- 24 KNOX/Baby Talk Dirty
- 25 LIPPS, INC./Funkytown
- 26 DAN FOEGLER/Longer
- 27 BROTHERS JOHNSON/Stamp
- 28 NARADA M. WALDEN/ I Should Have Loved
- 29 RUPERT HOLMES/Hi
- 30 LINDA RONSTADT/How Do I Make You

ADDS 30
ON BOB SEGER/Heart To Heart
ROGERS & CARNE/Don't Fall In Love...
SLEY BROTHERS/Don't Say Goodnight

104.1 KJRH Denver

- 1 PINK FLOYD/Another Brick In The Wall
- 2 CHRIS CROSS/Ride Like The Wind
- 3 BOB SEGER/Fire Lake
- 4 KOO & THE GANG/Too Hot
- 5 LINDA RONSTADT/How Do I Make You
- 6 TOMMY JAMES/Three Times In Love
- 7 EAGLES/Can't Tell You Why
- 8 BLONDIE/Call Me
- 9 RUPERT HOLMES/Hi
- 10 CHUCK WANGIONE/Give It All You Got
- 11 AIR SUPPLY/Lost In Love
- 12 JIMMY RUFFIN/Hold On To My Love
- 13 BILLY JOEL/You May Be Right
- 14 BABY'S BACK/On My Feet Again
- 15 TOM PETTY/Rafters
- 16 HEART/Even It Up
- 17 DR. HOOD/Sony Eyes
- 18 KARLA BONOFF/Baby Don't Go
- 19 CHARLIE DORE/Pilot Of The Airwaves
- 20 JIMMY RUFFIN/Hold On To My Love
- 21 ROMAN/Any Way You Want It
- 22 JOURNEY/Any Way You Want It
- 23 SPINERS/Workin' My Way
- 24 FLEETWOOD MAC/Think About Me
- 25 QUEEN/Crazy Little Thing Ca
- 26 J. GEILS BAND/Come Back
- 27 UP/IA/Set Me Free
- 28 DAN FOEGLER/Longer
- 29 WILIE NELSON/My Heroes
- 30 ROGERS & CARNE/Don't Fall In Love...

ADDS 30
ON DAN FOEGLER/Heart To Heart
PAUL DAVIS/Do Right
HEIL DIAMOND/The Good Lord Loves Y

104.1 KDWB Minneapolis

- 1 TOMMY JAMES/Three Times In Love
- 2 EAGLES/Can't Tell You Why
- 3 PINK FLOYD/Another Brick In The Wall
- 4 CHRIS CROSS/Ride Like The Wind
- 5 HEART/Even It Up
- 6 BOB SEGER/Fire Lake
- 7 AIR SUPPLY/Lost In Love
- 8 HEIL DIAMOND/September Morn
- 9 DAVID GATES/Where Does The Lovin'
- 10 30 SPECIAL/Rockin' Into The High
- 11 BLONDIE/Call Me
- 12 DR. HOOD/Sony Eyes
- 13 CHUCK WANGIONE/Give It All You Got
- 14 BABY'S BACK/On My Feet Again
- 15 GARY HUMAN/Cars
- 16 RUPERT HOLMES/Hi
- 17 NICOLETTE LARSON/Let Me Go, Love
- 18 RUSH/Spirit Of The Radio
- 19 PRETENDERS/Brass In Pocket
- 20 PAUL DAVIS/Do Right
- 21 M. MANCHESTER/First In The Morning
- 22 JOURNEY/Any Way You Want It
- 23 UP/IA/Set Me Free
- 24 CLASH/Train In Vain
- 25 LINDA RONSTADT/How Do I Make You
- 26 FELIX CAVALIERE/Only A Lonely Heart...
- 27 BRUCE COOPER/Wondering Where You Are
- 28 ROGERS & CARNE/Don't Fall In Love...
- 29 WARREN ZEVONA/ Certain Girl
- 30 STEVE FORBER/Goodbye To Little Joe
- 31 CLIFF RICHARD/Carrie
- 32 HAZARD/No Holiday

ADDS 28, 29, 30, 31, 32

107.1 KWKW St. Louis

- 1 JOURNEY/Any Way You Want It
- 2 BOB SEGER/Fire Lake
- 3 RUSH/Spirit Of The Radio
- 4 PINK FLOYD/Another Brick In The Wall
- 5 OFF BROADWAY/Stay In Time
- 6 RICK DEBAR/Heaven? You Heard
- 7 SMOKEY ROBINSON/Outin'
- 8 SANTANA/All I Wanted
- 9 FANDANGO/Blame It On The Night
- 10 BABY'S BACK/On My Feet Again
- 11 BLONDIE/Call Me
- 12 DAN FOEGLER/Longer
- 13 TREVOR RABIN/Now
- 14 BABY'S BACK/On My Feet Again
- 15 STEVE WALSH/Spirit Of The Holy
- 16 BILLY JOEL/You May Be Right
- 17 RUSH/Free Will
- 18 BEAT/Don't Tell Me
- 19 EAGLES/Can't Tell You Why
- 20 LINDA RONSTADT/How Do I Make You
- 21 ROCKET/Desire
- 22 TRUMAN/ I Can Survive
- 23 ALLAN CLARKE/Silhouette
- 24 21, 22, 24

ADDS 21, 22, 24

105.1 WWSB Tampa

- 1 PINK FLOYD/Another Brick In The Wall
- 2 BLONDIE/Call Me
- 3 KOO & THE GANG/Too Hot
- 4 DAN FOEGLER/Longer
- 5 SHALAMAR/Second Time Around
- 6 LINDA RONSTADT/How Do I Make You
- 7 CHRIS CROSS/Ride Like The Wind
- 8 MICHAEL JACKSON/Off The Wall
- 9 ANDY GIBB/Desire
- 10 BOB SEGER/Fire Lake
- 11 TOMMY JAMES/Three Times In Love
- 12 RUPERT HOLMES/Hi
- 13 EAGLES/Can't Tell You Why
- 14 QUEEN/Crazy Little Thing Ca
- 15 JIMMY RUFFIN/Hold On To My Love
- 16 AIR SUPPLY/Lost In Love
- 17 CHUCK WANGIONE/Give It All You Got
- 18 HEART/Even It Up
- 19 TOMMY JAMES/Three Times In Love
- 20 J. GEILS BAND/Come Back
- 21 KNOX/Baby Talk Dirty
- 22 SMOKEY ROBINSON/Outin'
- 23 22 TOP/IA/Set Me Free
- 24 PAT BENAAR/Heart Breaker
- 25 JIMMY RUFFIN/Hold On To My Love
- 26 DIRT BAND/An American Dream
- 27 JIMMY RUFFIN/Hold On To My Love
- 28 JIMMY RUFFIN/Hold On To My Love
- 29 JIMMY RUFFIN/Hold On To My Love
- 30 JIMMY RUFFIN/Hold On To My Love

ADDS 30
ON ANDY & OLIVIA/ Can't Help It
JEROME JACKSON/Don't Fall In Love...
ROGERS & CARNE/Don't Fall In Love...
STYL/Borrowed Time

95.0 KJR Seattle

- 1 HEART/Even It Up
- 2 PINK FLOYD/Another Brick In The Wall
- 3 CHRIS CROSS/Ride Like The Wind
- 4 LINDA RONSTADT/How Do I Make You
- 5 TOM PETTY/Rafters
- 6 SPINERS/Workin' My Way
- 7 BLONDIE/Call Me
- 8 RUPERT HOLMES/Hi
- 9 BOB SEGER/Fire Lake
- 10 KARLA BONOFF/Baby Don't Go
- 11 CHUCK WANGIONE/Give It All You Got
- 12 NICOLETTE LARSON/Let Me Go, Love
- 13 TOMMY JAMES/Three Times In Love
- 14 EAGLES/Can't Tell You Why
- 15 KOO & THE GANG/Too Hot
- 16 BILLY JOEL/You May Be Right
- 17 J. GEILS BAND/Come Back
- 18 UP/IA/Set Me Free
- 19 PAUL DAVIS/Do Right
- 20 AIR SUPPLY/Lost In Love
- 21 HAZARD/No Holiday
- 22 FLEETWOOD MAC/Think About Me
- 23 DR. HOOD/Sony Eyes
- 24 BILLY & SYRETA/With You I'm Born
- 25 JIMMY RUFFIN/Hold On To My Love
- 26 BOB SEGER/Fire Lake
- 27 BOB SEGER/Fire Lake
- 28 BOB SEGER/Fire Lake
- 29 BOB SEGER/Fire Lake
- 30 BOB SEGER/Fire Lake

ADDS 25
ON BOB SEGER/Heart To Heart
ROGERS & CARNE/Don't Fall In Love...
SLEY BROTHERS/Don't Say Goodnight

104.1 KUPD Phoenix

- 1 FORE GHER/Roman
- 2 AEROSMITH/Sweet Emotion
- 3 PINK FLOYD/Another Brick In The Wall
- 4 PINK FLOYD/Another Brick In The Wall
- 5 BABY'S BACK/On My Feet Again
- 6 BABY'S BACK/On My Feet Again
- 7 30 SPECIAL/Rockin' Into The High
- 8 RUSH/Spirit Of The Radio
- 9 HEART/Even It Up
- 10 HEART/Even It Up
- 11 BOB SEGER/Fire Lake
- 12 BOB SEGER/Fire Lake
- 13 LINDA RONSTADT/How Do I Make You
- 14 22 TOP/IA/Set Me Free
- 15 JOURNEY/Any Way You Want It
- 16 SANTANA/All I Wanted
- 17 MICHAEL JACKSON/Off The Wall
- 18 ROMAN/Any Way You Want It
- 19 PRETENDERS/Brass In Pocket
- 20 STEVE WALSH/Chain-O-Dreamer
- 21 BILLY JOEL/You May Be Right
- 22 PAT BENAAR/Heart Breaker
- 23 CHRIS CROSS/Ride Like The Wind
- 24 TRUMAN/ I Can Survive
- 25 UP/IA/Set Me Free
- 26 CLASH/Train In Vain
- 27 RED SPEEDWAGON/Only The Strong
- 28 AC/DC/You Too Much
- 29 TOM PETTY/Rafters
- 30 M. MANCHESTER/First In The Morning

ADDS 30

107.1 WOXY Milwaukee

- 1 PINK FLOYD/Another Brick In The Wall
- 2 KOO & THE GANG/Too Hot
- 3 LINDA RONSTADT/How Do I Make You
- 4 RUPERT HOLMES/Hi
- 5 SHALAMAR/Second Time Around
- 6 DIRT BAND/An American Dream
- 7 DONNA SUMMERS/On The Radio
- 8 CHRIS CROSS/Ride Like The Wind
- 9 SPINERS/Workin' My Way
- 10 TOM PETTY/Rafters
- 11 BILLY & SYRETA/With You I'm Born
- 12 DAN FOEGLER/Longer
- 13 TOMMY JAMES/Three Times In Love
- 14 HEIL DIAMOND/September Morn
- 15 HEART/Even It Up
- 16 AIR SUPPLY/Lost In Love
- 17 QUEEN/Crazy Little Thing Ca
- 18 JIMMY RUFFIN/Hold On To My Love
- 19 BARRY MANILOW/I Started To Boogie
- 20 WILLIE NELSON/My Heroes
- 21 EAGLES/Can't Tell You Why
- 22 BLONDIE/Call Me
- 23 CHUCK WANGIONE/Give It All You Got
- 24 CLIFF RICHARD/Carrie
- 25 BOB SEGER/Fire Lake
- 26 YELLOW MAGIC ORC/Computer Game
- 27 MICHAEL JACKSON/Off The Wall
- 28 CHARLIE DORE/Pilot Of The Airwaves
- 29 FLEETWOOD MAC/Think About Me
- 30 J. GEILS BAND/Come Back
- 31 PEACHES & HERB/ I Pledge My Love
- 32 CAPT. & TENNILLE/Do That To Me
- 33 BILLY JOEL/You May Be Right

ADDS ROGERS & CARNE/Don't Fall In Love...
PAUL DAVIS/Do Right
BOZ SCAGGS/Breakdown Dead Ahead
CLASH/Train In Vain

ON GARY HUMAN/Cars
UP/IA/Set Me Free
OFF BROADWAY/Stay In Time
JOURNEY/Any Way You Want It
FORE GHER/Roman

107.1 SOUTH Atlanta

- 1 BOB SEGER/Fire Lake
- 2 CHRIS CROSS/Ride Like The Wind
- 3 BLONDIE/Call Me
- 4 PINK FLOYD/Another Brick In The Wall
- 5 TOM PETTY/Rafters
- 6 RAY, GOODMAN & B/Special Lady
- 7 AIR SUPPLY/Lost In Love
- 8 30 SPECIAL/Rockin' Into The High
- 9 BILLY & SYRETA/With You I'm Born
- 10 KOO & THE GANG/Too Hot
- 11 CHUCK WANGIONE/Give It All You Got
- 12 SPINERS/Workin' My Way
- 13 DR. HOOD/Sony Eyes
- 14 PAUL DAVIS/Do Right
- 15 CHARLIE DORE/Pilot Of The Airwaves
- 16 MICHAEL JACKSON/Off The Wall
- 17 WHISPERS/And The Beat Goes On
- 18 SHALAMAR/Second Time Around
- 19 BILLY JOEL/You May Be Right
- 20 FLEETWOOD MAC/Think About Me
- 21 JIMMY RUFFIN/Hold On To My Love
- 22 EAGLES/Can't Tell You Why
- 23 M. MANCHESTER/First In The Morning
- 24 BROTHERS JOHNSON/Stamp
- 25 J. GEILS BAND/Come Back
- 26 PAT BENAAR/Heart Breaker
- 27 UP/IA/Set Me Free
- 28 LINDA RONSTADT/How Do I Make You
- 29 BOZ SCAGGS/Breakdown Dead Ahead
- 30 29, 30

ADDS 29, 30

ON LEO HANLIS/You're My Blessing
ROGERS & CARNE/Don't Fall In Love...

105.1 WWSB Tampa

- 1 PINK FLOYD/Another Brick In The Wall
- 2 BLONDIE/Call Me
- 3 KOO & THE GANG/Too Hot
- 4 DAN FOEGLER/Longer
- 5 SHALAMAR/Second Time Around
- 6 LINDA RONSTADT/How Do I Make You
- 7 CHRIS CROSS/Ride Like The Wind
- 8 MICHAEL JACKSON/Off The Wall
- 9 ANDY GIBB/Desire
- 10 BOB SEGER/Fire Lake
- 11 TOMMY JAMES/Three Times In Love
- 12 RUPERT HOLMES/Hi
- 13 EAGLES/Can't Tell You Why
- 14 QUEEN/Crazy Little Thing Ca
- 15 JIMMY RUFFIN/Hold On To My Love
- 16 AIR SUPPLY/Lost In Love
- 17 CHUCK WANGIONE/Give It All You Got
- 18 HEART/Even It Up
- 19 TOMMY JAMES/Three Times In Love
- 20 J. GEILS BAND/Come Back
- 21 KNOX/Baby Talk Dirty
- 22 SMOKEY ROBINSON/Outin'
- 23 22 TOP/IA/Set Me Free
- 24 PAT BENAAR/Heart Breaker
- 25 JIMMY RUFFIN/Hold On To My Love
- 26 DIRT BAND/An American Dream
- 27 JIMMY RUFFIN/Hold On To My Love
- 28 JIMMY RUFFIN/Hold On To My Love
- 29 JIMMY RUFFIN/Hold On To My Love
- 30 JIMMY RUFFIN/Hold On To My Love

ADDS 30
ON ANDY & OLIVIA/ Can't Help It
JEROME JACKSON/Don't Fall In Love...
ROGERS & CARNE/Don't Fall In Love...
STYL/Borrowed Time

104.1 KPLA Los Angeles

- 1 RAY, GOODMAN & B/Special Lady
- 2 SPINERS/Workin' My Way
- 3 KOO & THE GANG/Too Hot
- 4 DAN FOEGLER/Longer
- 5 QUEEN/Crazy Little Thing Ca
- 6 WHISPERS/And The Beat Goes On
- 7 PEACHES & HERB/ I Pledge My Love
- 8 MICHAEL JACKSON/Off The Wall
- 9 SHALAMAR/Second Time Around
- 10 RUPERT HOLMES/Hi
- 11 HEIL DIAMOND/September Morn
- 12 B. S. B./Rock Lobster
- 13 DR. HOOD/Sony Eyes
- 14 BOB SEGER/Fire Lake
- 15 BOB SEGER/Fire Lake
- 16 BOB SEGER/Fire Lake
- 17 BOB SEGER/Fire Lake
- 18 BOB SEGER/Fire Lake
- 19 BOB SEGER/Fire Lake
- 20 BOB SEGER/Fire Lake
- 21 LINDA RONSTADT/How Do I Make You
- 22 LINDA RONSTADT/How Do I Make You
- 23 LINDA RONSTADT/How Do I Make You
- 24 LINDA RONSTADT/How Do I Make You
- 25 LINDA RONSTADT/How Do I Make You
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- 27 LINDA RONSTADT/How Do I Make You
- 28 LINDA RONSTADT/How Do I Make You
- 29 LINDA RONSTADT/How Do I Make You
- 30 LINDA RONSTADT/How Do I Make You

ADDS 22, 23

ON BILLY JOEL/You May Be Right
BEACH BOYS/God Only Knows
OFFICER IN THE PARK
STEVE ROBINSON/Let Me Be The Clock
PRETENDERS/Brass In Pocket

610.1 KFRC San Francisco

- 1 PINK FLOYD/Another Brick In The Wall
- 2 BLONDIE/Call Me
- 3 KOO & THE GANG/Too Hot
- 4 MICHAEL JACKSON/Off The Wall
- 5 QUEEN/Crazy Little Thing Ca
- 6 RAY, GOODMAN & B/Special Lady
- 7 JOURNEY/Any Way You Want It
- 8 DAN FOEGLER/Longer
- 9 SPINERS/Workin' My Way
- 10 LINDA RONSTADT/How Do I Make You
- 11 TOM PETTY/Rafters
- 12 BOB SEGER/Fire Lake
- 13 J. GEILS BAND/Come Back
- 14 EAGLES/Can't Tell You Why
- 15 PAT BENAAR/Heart Breaker
- 16 BILLY & SYRETA/With You I'm Born
- 17 WHISPERS/And The Beat Goes On
- 18 TERRY DESARIO/Yes I'm Ready
- 19 SHALAMAR/Second Time Around
- 20 BILLY JOEL/You May Be Right
- 21 CHRIS CROSS/Ride Like The Wind
- 22 MICHAEL JACKSON/Off The Wall
- 23 CHUCK WANGIONE/Give It All You Got
- 24 CAPT. & TENNILLE/Do That To Me
- 25 BROTHERS JOHNSON/Stamp
- 26 PRETENDERS/Brass In Pocket
- 27 JIMMY RUFFIN/Hold On To My Love
- 28 GARY HUMAN/Cars

ADDS 25
ON FLEETWOOD MAC/Think About Me
SMOKEY ROBINSON/Let Me Be The Clock
ROGERS & CARNE/Don't Fall In Love...
KORNA/Let Me Be
GARY HUMAN/Cars

107.1 WOXY Milwaukee

- 1 PINK FLOYD/Another Brick In The Wall
- 2 KOO & THE GANG/Too Hot
- 3 LINDA RONSTADT/How Do I Make You
- 4 RUPERT HOLMES/Hi
- 5 SHALAMAR/Second Time Around
- 6 DIRT BAND/An American Dream
- 7 DONNA SUMMERS/On The Radio
- 8 CHRIS CROSS/Ride Like The Wind
- 9 SPINERS/Workin' My Way
- 10 TOM PETTY/Rafters
- 11 BILLY & SYRETA/With You I'm Born
- 12 DAN FOEGLER/Longer
- 13 TOMMY JAMES/Three Times In Love
- 14 HEIL DIAMOND/September Morn
- 15 HEART/Even It Up
- 16 AIR SUPPLY/Lost In Love
- 17 QUEEN/Crazy Little Thing Ca
- 18 JIMMY RUFFIN/Hold On To My Love
- 19 BARRY MANILOW/I Started To Boogie
- 20 WILLIE NELSON/My Heroes
- 21 EAGLES/Can't Tell You Why
- 22 BLONDIE/Call Me
- 23 CHUCK WANGIONE/Give It All You Got
- 24 CLIFF RICHARD/Carrie
- 25 BOB SEGER/Fire Lake
- 26 YELLOW MAGIC ORC/Computer Game
- 27 MICHAEL JACKSON/Off The Wall
- 28 CHARLIE DORE/Pilot Of The Airwaves
- 29 FLEETWOOD MAC/Think About Me
- 30 J. GEILS BAND/Come Back
- 31 PEACHES & HERB/ I Pledge My Love
- 32 CAPT. & TENNILLE/Do That To Me
- 33 BILLY JOEL/You May Be Right

ADDS ROGERS & CARNE/Don't Fall In Love...
PAUL DAVIS/Do Right
BOZ SCAGGS/Breakdown Dead Ahead
CLASH/Train In Vain

ON GARY HUMAN/Cars
UP/IA/Set Me Free
OFF BROADWAY/Stay In Time
JOURNEY/Any Way You Want It
FORE GHER/Roman

107.1 SOUTH Atlanta

- 1 BOB SEGER/Fire Lake
- 2 CHRIS CROSS/Ride Like The Wind
- 3 BLONDIE/Call Me
- 4 PINK FLOYD/Another Brick In The Wall
- 5 TOM PETTY/Rafters
- 6 RAY, GOODMAN & B/Special Lady
- 7 AIR SUPPLY/Lost In Love
- 8 30 SPECIAL/Rockin' Into The High
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- 10 KOO & THE GANG/Too Hot
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- 12 SPINERS/Workin' My Way
- 13 DR. HOOD/Sony Eyes
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- 16 MICHAEL JACKSON/Off The Wall
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- 19 BILLY JOEL/You May Be Right
- 20 FLEETWOOD MAC/Think About Me
- 21 JIMMY RUFFIN/Hold On To My Love
- 22 EAGLES/Can't Tell You Why
- 23 M. MANCHESTER/First In The Morning
- 24 BROTHERS JOHNSON/Stamp
- 25 J. GEILS BAND/Come Back
- 26 PAT BENAAR/Heart Breaker
- 27 UP/IA/Set Me Free
- 28 LINDA RONSTADT/How Do I Make You
- 29 BOZ SCAGGS/Breakdown Dead Ahead
- 30 29, 30

ADDS 29, 30

ON LEO HANLIS/You're My Blessing
ROGERS & CARNE/Don't Fall In Love...

105.1 WWSB Tampa

- 1 PINK FLOYD/Another Brick In The Wall
- 2 BLONDIE/Call Me
- 3 KOO & THE GANG/Too Hot
- 4 DAN FOEGLER/Longer
- 5 SHALAMAR/Second Time Around
- 6 LINDA RONSTADT/How Do I Make You
- 7 CHRIS CROSS/Ride Like The Wind
- 8 MICHAEL JACKSON/Off The Wall
- 9 ANDY GIBB/Desire
- 10 BOB SEGER/Fire Lake
- 11 TOMMY JAMES/Three Times In Love
- 12 RUPERT HOLMES/Hi
- 13 EAGLES/Can't Tell You Why
- 14 QUEEN/Crazy Little Thing Ca
- 15 JIMMY RUFFIN/Hold On To My Love
- 16 AIR SUPPLY/Lost In Love
- 17 CHUCK WANGIONE/Give It All You Got
- 18 HEART/Even It Up
- 19 TOMMY JAMES/Three Times In Love
- 20 J. GEILS BAND/Come Back
- 21 KNOX/Baby Talk Dirty
- 22 SMOKEY ROBINSON/Outin'
- 23 22 TOP/IA/Set Me Free
- 24 PAT BENAAR/Heart Breaker
- 25 JIMMY RUFFIN/Hold On To My Love
- 26 DIRT BAND/An American Dream
- 27 JIMMY RUFFIN/Hold On To My Love
- 28 JIMMY RUFFIN/Hold On To My Love
- 29 JIMMY RUFFIN/Hold On To My Love
- 30 JIMMY RUFFIN/Hold On To My Love

ADDS 36, 37, 38

104.1 KPLA Los Angeles

- 1 RAY, GOODMAN & B/Special Lady
- 2 SPINERS/Workin' My Way
- 3 KOO & THE GANG/Too Hot
- 4 DAN FOEGLER/Longer
- 5 QUEEN/Crazy Little Thing Ca
- 6 WHISPERS/And The Beat Goes On
- 7 PEACHES & HERB/ I Pledge My Love
- 8 MICHAEL JACKSON/Off The Wall
- 9 SHALAMAR/Second Time Around
- 10 RUPERT HOLMES/Hi
- 11 HEIL DIAMOND/September Morn
- 12 B. S. B./Rock Lobster
- 13 DR. HOOD/Sony Eyes
- 14 BOB SEGER/Fire Lake
- 15 BOB SEGER/Fire Lake
- 16 BOB SEGER/Fire Lake
- 17 BOB SEGER/Fire Lake
- 18 BOB SEGER/Fire Lake
- 19 BOB SEGER/Fire Lake
- 20 BOB SEGER/Fire Lake
- 21 LINDA RONSTADT/How Do I Make You
- 22 LINDA RONSTADT/How Do I Make You
- 23 LINDA RONSTADT/How Do I Make You
- 24 LINDA RONSTADT/How Do I Make You
- 25 LINDA RONSTADT/How Do I Make You
- 26 LINDA RONSTADT/How Do I Make You
- 27 LINDA RONSTADT/How Do I Make You
- 28 LINDA RONSTADT/How Do I Make You
- 29 LINDA RONSTADT/How Do I Make You
- 30 LINDA RONSTADT/How Do I Make You

ADDS 22, 23

ON BILLY JOEL/You May Be Right
BEACH BOYS/God Only Knows
OFFICER IN THE PARK
STEVE ROBINSON/Let Me Be The Clock
PRETENDERS/Brass In Pocket

610.1 KFRC San Francisco

- 1 PINK FLOYD/Another Brick In The Wall
- 2 BLONDIE/Call Me
- 3 KOO & THE GANG/Too Hot
- 4 MICHAEL JACKSON/Off The Wall
- 5 QUEEN/Crazy Little Thing Ca
- 6 RAY, GOODMAN & B/Special Lady
- 7 JOURNEY/Any Way You Want It
- 8 DAN FOEGLER/Longer
- 9 SPINERS/Workin' My Way
- 10 LINDA RONSTADT/How Do I Make You
- 11 TOM PETTY/Rafters
- 12 BOB SEGER/Fire Lake
- 13 J. GEILS BAND/Come Back
- 14 EAGLES/Can't Tell You Why
- 15 PAT BENAAR/Heart Breaker
- 16 BILLY & SYRETA/With You I'm Born
- 17 WHISPERS/And The Beat Goes On
- 18 TERRY DESARIO/Yes I'm Ready
- 19 SHALAMAR/Second Time Around
- 20 BILLY JOEL/You May Be Right
- 21 CHRIS CROSS/Ride Like The Wind
- 22 MICHAEL JACKSON/Off The Wall
- 23 CHUCK WANGIONE/Give It All You Got
- 24 CAPT. & TENNILLE/Do That To Me
- 25 BROTHERS JOHNSON/Stamp
- 26 PRETENDERS/Brass In Pocket
- 27 JIMMY RUFFIN/Hold On To My Love
- 28 GARY HUMAN/Cars

ADDS 25
ON FLE

PARALLELS

Parallel I: Selected stations in major markets that are format dominant* and/or exert a significant national influence.

Parallel II: Selected stations in secondary markets that are format dominant* and/or exert a significant local or regional influence. This parallel may also contain some major market stations that do not qualify for parallel one status.

Parallel III: Selected stations in smaller markets that are format dominant* and/or exert a significant local influence. This parallel may contain some secondary market stations that do not qualify for parallel two status.

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

★ DENOTES FIRST WEEK IN PARALLELS.

198 REPORTS
(201 LAST WEEK)

JOHN DOE
"Hit Song" (Anylabel)
LP: Hit Song

| | | | |
|----------------|--------|-----|------------------|
| Regional Reach | 100/25 | 85% | National Summary |
| E 33% | | | Up 51 |
| M 21% | | | Same 24 |
| S 56% | | | Down 0 |
| W 19% | | | Adds 25 |

EXAMPLE

100/25 — 100 R&R reporting stations on this week. 25 of those 100 added it this week.

85% — Percentage of this week's reporting stations playing it.

Regional Reach — Percentages of this week's reporting stations playing the song within the four tracking regions.

National Summary Up 51 — Number of stations moving it UP on their charts.

Same 24 — Number of stations holding it STATIONARY on their charts (to on, add to on, 31-31, etc.).

Down 0 — Number of stations moving it DOWN on their charts.

Adds 25 — Again, number of stations ADDING it this week.

BLONDIE
Call Me (Chrysalis)
LP: "American Gigolo" Soundtrack

| | | | |
|----------------|-------|-----|------------------|
| Regional Reach | 179/2 | 91% | National Summary |
| E 30% | | | Up 11 |
| M 57% | | | Same 12 |
| S 56% | | | Down 0 |
| W 19% | | | Adds 7 |

CLASH
Train In Vain (Epic)
LP: London Calling

| | | | |
|----------------|-------|-----|------------------|
| Regional Reach | 57/18 | 28% | National Summary |
| E 25% | | | Up 18 |
| M 27% | | | Same 21 |
| S 26% | | | Down 0 |
| W 22% | | | Adds 10 |

AIR SUPPLY
Last In Love (Arista)

| | | | |
|----------------|-------|-----|------------------|
| Regional Reach | 181/3 | 92% | National Summary |
| E 9% | | | Up 172 |
| M 9% | | | Same 5 |
| S 91% | | | Down 1 |
| W 8% | | | Adds 1 |

FELIX CAVALIERE
Only A Lonely Heart... (Epic)

| | | | |
|----------------|-------|-----|------------------|
| Regional Reach | 58/14 | 28% | National Summary |
| E 40% | | | Up 24 |
| M 20% | | | Same 18 |
| S 30% | | | Down 0 |
| W 10% | | | Adds 14 |

DR. HOOK
Sexy Eyes (Capitol)
LP: Sometimes You Win...

| | | | |
|----------------|-------|-----|------------------|
| Regional Reach | 161/8 | 82% | National Summary |
| E 5% | | | Up 148 |
| M 8% | | | Same 1 |
| S 87% | | | Down 1 |
| W 0% | | | Adds 0 |

PAUL DAVIS
Do Right (Bang)
LP: Do Right

| | | | |
|----------------|--------|-----|------------------|
| Regional Reach | 124/28 | 63% | National Summary |
| E 54% | | | Up 72 |
| M 70% | | | Same 24 |
| S 68% | | | Down 0 |
| W 8% | | | Adds 38 |

CHRISTOPHER CROSS
Ride Like The Wind (WB)
LP: Christopher Cross

| | | | |
|----------------|-------|-----|------------------|
| Regional Reach | 190/3 | 97% | National Summary |
| E 100% | | | Up 172 |
| M 0% | | | Same 0 |
| S 0% | | | Down 0 |
| W 0% | | | Adds 3 |

CHARLIE DORE
Pilot Of The Airwaves (Island)
LP: Where To Now

| | | | |
|----------------|--------|-----|------------------|
| Regional Reach | 146/14 | 74% | National Summary |
| E 81% | | | Up 11 |
| M 57% | | | Same 30 |
| S 62% | | | Down 0 |
| W 0% | | | Adds 14 |

CLASH
Train In Vain (Epic)
LP: London Calling

| | | | |
|----------------|-------|-----|------------------|
| Regional Reach | 57/18 | 28% | National Summary |
| E 25% | | | Up 18 |
| M 27% | | | Same 21 |
| S 26% | | | Down 0 |
| W 22% | | | Adds 10 |

DR. HOOK
Sexy Eyes (Capitol)
LP: Sometimes You Win...

| | | | |
|----------------|-------|-----|------------------|
| Regional Reach | 161/8 | 82% | National Summary |
| E 5% | | | Up 148 |
| M 8% | | | Same 1 |
| S 87% | | | Down 1 |
| W 0% | | | Adds 0 |

PAUL DAVIS
Do Right (Bang)
LP: Do Right

| | | | |
|----------------|--------|-----|------------------|
| Regional Reach | 124/28 | 63% | National Summary |
| E 54% | | | Up 72 |
| M 70% | | | Same 24 |
| S 68% | | | Down 0 |
| W 8% | | | Adds 38 |

CHRISTOPHER CROSS
Ride Like The Wind (WB)
LP: Christopher Cross

| | | | |
|----------------|-------|-----|------------------|
| Regional Reach | 190/3 | 97% | National Summary |
| E 100% | | | Up 172 |
| M 0% | | | Same 0 |
| S 0% | | | Down 0 |
| W 0% | | | Adds 3 |

CHARLIE DORE
Pilot Of The Airwaves (Island)
LP: Where To Now

| | | | |
|----------------|--------|-----|------------------|
| Regional Reach | 146/14 | 74% | National Summary |
| E 81% | | | Up 11 |
| M 57% | | | Same 30 |
| S 62% | | | Down 0 |
| W 0% | | | Adds 14 |

DR. HOOK
Sexy Eyes (Capitol)
LP: Sometimes You Win...

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|----------------|-------|-----|------------------|
| Regional Reach | 161/8 | 82% | National Summary |
| E 5% | | | Up 148 |
| M 8% | | | Same 1 |
| S 87% | | | Down 1 |
| W 0% | | | Adds 0 |

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LP: Do Right

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|----------------|--------|-----|------------------|
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| E 54% | | | Up 72 |
| M 70% | | | Same 24 |
| S 68% | | | Down 0 |
| W 8% | | | Adds 38 |

CHRISTOPHER CROSS
Ride Like The Wind (WB)
LP: Christopher Cross

| | | | |
|----------------|-------|-----|------------------|
| Regional Reach | 190/3 | 97% | National Summary |
| E 100% | | | Up 172 |
| M 0% | | | Same 0 |
| S 0% | | | Down 0 |
| W 0% | | | Adds 3 |

EAGLES
I Can't Tell You Why (Asylum)
LP: The Long Run

| | | | |
|----------------|-------|-----|------------------|
| Regional Reach | 188/1 | 86% | National Summary |
| E 92% | | | Up 102 |
| M 94% | | | Same 13 |
| S 94% | | | Down 1 |
| W 1% | | | Adds 1 |

DR. HOOK
Sexy Eyes (Capitol)
LP: Sometimes You Win...

| | | | |
|----------------|-------|-----|------------------|
| Regional Reach | 161/8 | 82% | National Summary |
| E 5% | | | Up 148 |
| M 8% | | | Same 1 |
| S 87% | | | Down 1 |
| W 0% | | | Adds 0 |

PAUL DAVIS
Do Right (Bang)
LP: Do Right

| | | | |
|----------------|--------|-----|------------------|
| Regional Reach | 124/28 | 63% | National Summary |
| E 54% | | | Up 72 |
| M 70% | | | Same 24 |
| S 68% | | | Down 0 |
| W 8% | | | Adds 38 |

CHRISTOPHER CROSS
Ride Like The Wind (WB)
LP: Christopher Cross

| | | | |
|----------------|-------|-----|------------------|
| Regional Reach | 190/3 | 97% | National Summary |
| E 100% | | | Up 172 |
| M 0% | | | Same 0 |
| S 0% | | | Down 0 |
| W 0% | | | Adds 3 |

DAN FOGLBERG
Heart Hotels (Full Moon/Epic)
LP: Phoenix

| | | | |
|----------------|-------|-----|------------------|
| Regional Reach | 88/38 | 34% | National Summary |
| E 33% | | | Up 18 |
| M 38% | | | Same 12 |
| S 31% | | | Down 0 |
| W 0% | | | Adds 36 |

DR. HOOK
Sexy Eyes (Capitol)
LP: Sometimes You Win...

| | | | |
|----------------|-------|-----|------------------|
| Regional Reach | 161/8 | 82% | National Summary |
| E 5% | | | Up 148 |
| M 8% | | | Same 1 |
| S 87% | | | Down 1 |
| W 0% | | | Adds 0 |

PAUL DAVIS
Do Right (Bang)
LP: Do Right

| | | | |
|----------------|--------|-----|------------------|
| Regional Reach | 124/28 | 63% | National Summary |
| E 54% | | | Up 72 |
| M 70% | | | Same 24 |
| S 68% | | | Down 0 |
| W 8% | | | Adds 38 |

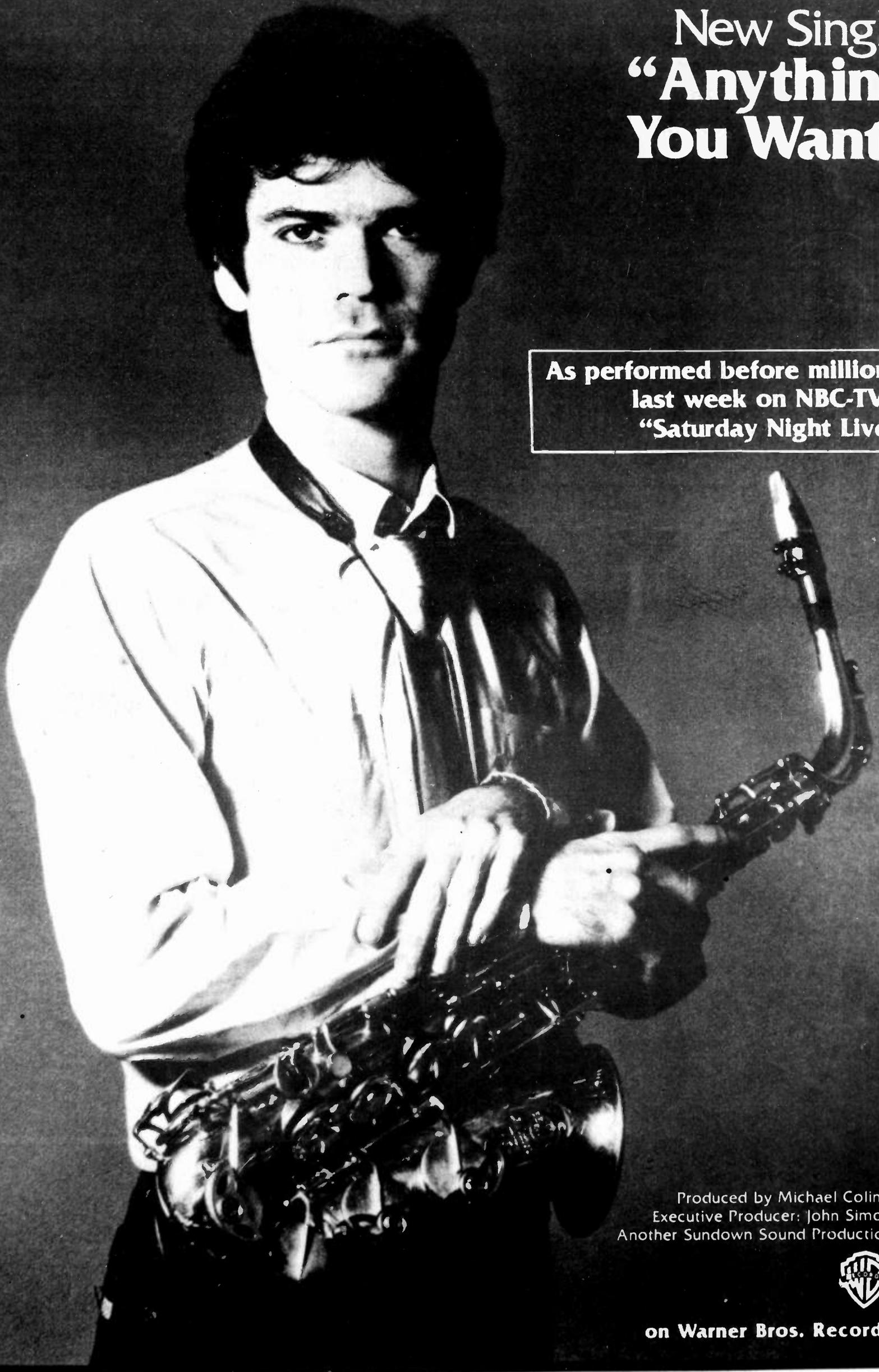
CHRISTOPHER CROSS
Ride Like The Wind (WB)
LP: Christopher Cross

| | | | |
|----------------|-------|-----|------------------|
| Regional Reach | 190/3 | 97% | National Summary |
| E 100% | | | Up 172 |
| M 0% | | | Same 0 |
| S 0% | | | Down 0 |
| W 0% | | | Adds 3 |

DAVID SANBORN'S

New Single
**"Anything
You Want"**

As performed before millions
last week on NBC-TV's
"Saturday Night Live"



Produced by Michael Colina
Executive Producer: John Simon
Another Sundown Sound Production



on Warner Bros. Records

THE PICTURE PAGES

Gibb Given Birthday Surprise



RSO's Andy Gibb was treated to a surprise birthday party by the label recently at L.A.'s Le Dome restaurant, with label executives and celebrities attending. Pictured (l-r) are Mary Ann and RSO President Al Coury, Chantal Comtour, Olivia Newton-John (Gibb's duet partner on his new single), Andy Gibb, and RSO's Janis Lundy.

Atlantic Inks Laurie Beechman



Atlantic Records has announced the pacting of Laurie Beechman to an exclusive world wide contract with a debut LP due later this month entitled "Laurie And The Sighs." Shown are from left: Attorney Mike Rudell, Atlantic VP Jim Delehant, Beechman, producer Roger Probert, and manager Arthur Mann.

20th Gears Up For R&B Push



20th Century-Fox Records recently held a strategy session for its R&B staff at the Sunset Strip home office. Shown at the meeting are (standing, l-r): E. Rodney Jones, Donny Brooks, VP Bunky Sheppard, and Andre Morgan (seated, l-r): Harold Thomas, Carol King, President Neil Portnow, Wendy Grasberg, Maurice Watkins, and Willie Bean.

St. James Creates Magic



Elektra/Asylum's newly-signed Sylvia St. James is planning an April release for her debut album, "Magic Minstrel," produced by Lenny White and Larry Dunn. Discussing the project are (l-r): E/A VP Oscar Fields, manager Paul Addis, St. James, and E/A Chairman Joe Smith.

CBS UK Artists Gather



CBS Records recently held its mid-year National Sales Conference in London and many of the label's British artists were on hand to spice things up. Pictured are (l-r) artists Tim Renwick, Mick Jackson, Judas Priest's K.K. Downing and Rob Halford, Bruce Woolley, the Quick's George McFarlane, Barbara Dickson, the Quick's Col Campsie, After The Fire's Nick Brotherhood, Shakin' Stevens, and After The Fire's Andy Piercey and John Russell.

Spanos Wings Over To Windsong



Detroit's Danny Spanos has just been signed to Windsong Records with a self-titled debut album to be released shortly. The happy people pictured above are (l-r): Livetime Productions' Ray Anderson, Windsong President Al Teller, Spanos, M.A.T. Management's Mark Tobin, and Windsong VP Denny Diante.

THE PICTURE PAGES

Hall & Oates In Carefree Concerts



RCA's Daryl Hall & John Oates are the prize for schools turning in the largest number of Carefree Sugarless Gum wrappers, playing concerts in 20 cities for winning schools as part of a \$1 million Carefree promotion. Past prize groups include Tommy James & the Shondells, the Raspberries, Dr. Hook, the Grass Roots, ARS, and Bo Donaldson & the Heywoods. Pictured in a carefree pose are (l-r, rear) Carefree's Jack McFadden, event coordinator Barry Richards, agent Randy Garelick, and manager Tommy Mottola; (l-r, front) Daryl Hall, Carefree's Bob Wienke, and John Oates.

Off Broadway Hit In New York



Atlantic's Off Broadway played New York's Palladium recently. Gathering backstage were (l-r) Atlantic's Susan Stein and Sandi Young, group's John Ivan, Ken Harck, John Pazdan and Bob Harding, Cheap Trick's Bun E. Carlos, Off Broadway's Cliff Johnson, Atlantic Sr. VP/IGM Dave Glew, and label's Sam Kaiser.

Grammy Gratitude



Bob Dylan is pictured accepting his first Grammy Award at the recent presentation, as presenters Ted Nugent (center) and Michelle Phillips (right) bear witness.

Rock Video For EMI



EMI Videograms has acquired worldwide rights to Marty Balin and Bob Heyman's original rock video "Rock Justice," as reported earlier in R&R. Pictured at the signing are (l-r) EMI Videograms President Gary Dartnall, Balin, Heyman, and Balin's manager Joe Buchwald.

The Beat Goes On . . . TV



Columbia's Beat appeared on "American Bandstand" recently, and following custom, were interviewed by host Dick Clark. Pictured (l-r) are the Beat's Larry Whitman, Clark, and group members Paul Collins, Steve Huff, and Mike Ruiz.

Duet One More Time



At the Grammy Awards, host Kenny Rogers dueted with Donna Summer on a number of the Song of the Year nominations. Both Rogers and Summer were award winners in their own right.

THE PICTURE PAGES

If It's The Beach Boys, It Must Be Summer!



The perennial Beach Boys have just released a new album, "Keepin' The Summer Alive," on Caribou Records. Shown discussing strategy are (bottom, l-r): producer Bruce Johnston and Beach Boys' Carl Wilson; (top, l-r): E/P/A VP Al DeMarino, CBS Records Division President Bruce Lundvall, E/P/A VP Ron McCarrell, E/P/A Sr. VP & GM Don Dempsey, manager Jerry Schilling, and CBS Assoc. Labels VP & GM Tony Martell.

RCA & Millennium Fete Tommy James



Millennium and RCA Records recently feted Tommy James, celebrating his debut LP for the labels. Pictured at the reception are, from left: RCA's Jorge Pino and Bob Beranato, Millennium's Beverly Berman, James, RCA's Larry Palmacci, Millennium's Shelly Petrov-Sherman, RCA's Joe Cohen, and RCA VP Jack Chudnoff.

Wild & Woolley In L.A.



Columbia Records' Bruca Woolley and the Camera Club recently performed at the Whisky in Los Angeles and were greeted backstage after the show by company execs. Pictured are (l-r) Columbia's David Cohen and Greg Phiffer, band members Rod Johnston, Tom Dolby, Dave Birch, Woolley, Nigel Ross-Scott, Columbia VP Ron Oberman, and Columbia's Jock McLean and Ken Sasano.

Blondies And Burns Have More Fun



Chrysalis recording artist Deborah Harry (left) of Blondie and George Burns are shown saying goodnight to each other gracefully after the recent Grammy Awards. Both were co-presenters at the awards ceremonies.

Getting Into Jam



Polydor Records recording group the Jam recently played at the Palladium in New York and were greeted backstage by well-wishing company execs. Shown are, from left: Polydor's Jim Del Balzo, the Jam's Paul Weller and Rick Buckler, Polydor's Randy Roberts, the Jam's Bruce Foxton, and Polydor Executive VP Dick Kline.

Flack Honored In Washington



Washington, D.C.-raised Roberta Flack was honored recently when her hometown proclaimed February 11 "Roberta Flack Day." After a full day of Washington activities, Roberta is shown at the Mayor's Office accepting an official city proclamation from Mayor Marion Berry (left) while Cotillion Records President Henry Allen looks on.

Black Radio



Bill Speed

Selling Your Station To Advertisers: A Rep's Point Of View

The basic requirement for any radio station is to be successful in selling time to advertisers. Black radio has always had unique problems in presenting itself to accounts, especially big national advertisers, since in many cases the Arbitron numbers have been low and advertisers often assume the station reaches only a limited ethnic audience.

Bernard Howard, who runs his own radio station rep firm, Bernard Howard & Co., specializing in Black radio, has long been aware of these problems. He's been involved in the business for 21 years and his firm is believed to be the first full-scale national radio rep company for Black radio. As he points out, the entire medium of radio always must prove itself to advertisers, and for Black radio the tests are even harder. Below, he offers some suggestions on the best ways to present yourself to the advertisers you're after.

R&R: You've been in the business of selling Black radio stations to advertisers for a long time. What sort of methods have you used to sell?

BH: It's a very simple answer. You must continuously sell the concept of Black radio and the black market. Historically, going back in time, black people always responded to Black radio stations. I don't really believe that has changed to any great degree. They may

"We have to prove our medium. Newspapers don't have to prove it any more, television doesn't have to prove it any more. Radio itself always has to prove it. We in Black radio have to prove it more."

listen to other radio stations but we don't believe they respond to the commercials that other radio stations broadcast. They may like the music. Many stations today are broadcasting hits by black artists; because they are so very popular with both the black and white population, all radio stations play their records, and as a result, black people will listen to other radio stations. However, I think they have a certain loyalty to the Black radio stations because they identify with them and it is more or less their voice.

R&R: How much is your company involved with Arbitron's surveying of Black stations?

BH: We are involved with them to a great degree. We are continuously trying to work with them, to get them to upgrade the black sampling in many cities. We have convinced them over the past years and showed and proved to them that in certain cities they undercount and as a result affect the ratings. We have gotten them to increase the black sample in most cities.

R&R: What do you do with a guy who doesn't have the Arbitron numbers to back him up?

BH: In the major cities where they do have top ratings, they never lose sight and we encourage them not to, that they are a Black radio station. Don't try to sell yourself as a general station at the expense of selling your black audience down the river. You are a Black station. You should get every hunk of business that goes into the market, but never lose sight of the fact that you are a Black station, because one day you may not have those numbers. We sell the concept of Black radio appealing to the black market. Most astute advertisers know that some forms of specialized radio do not necessarily get the numbers. They know they can't get the numbers. Most ethnic radio, whether it's Spanish, Black or a foreign language of some sort, they cannot truly be measured. So we sell successes.

R&R: How do you go about getting an American Airlines, or the large advertisers to invest into a bunch of radio stations that don't necessarily have the numbers or the image?

BH: We get the stations however they can, to measure the number of blacks they see in an airport and watch the people who board American Airlines, and we throw it on their desk. There are other forms of research other than audience measurement. There is research on product categories, the percentages of various products used or consumed by the black population. We do whatever we can to prove to advertisers that blacks are a viable market, a growing market that consumes their products, and there may be greater potential for their product because of the type it is. As far as the airlines are concerned, we continuously work on them, and little by little we've been breaking them.

"A radio station is really as good as its sales manager insofar as selling time is concerned. It's locally that people are able to feel the impact of any radio, especially Black radio."

R&R: What can radio stations do to make themselves available to you?

BH: A radio station is really as good as its sales manager insofar as selling time is concerned. An aggressive sales manager will call on accounts locally — their regional offices, their representatives, their distributors, their dealers. It's locally that people are able to feel the impact of any radio, especially Black radio. They can see the movement in their establishments, the amount of products they are distributing, etc. And a good sales manager gets his local people to scream to the home office or to the parent company or to management to use their radio station.

R&R: At the agency level, what do you see as the main problem keeping most Black stations from getting a fair shake?

BH: Number one, most large agencies are not really sold on radio, per se. The biggest problem we have is getting the advertising agencies to go to their clients and try to convince them that Black radio is a viable medium with great potential. It doesn't pay for them. Major advertisers today use television. They go out and for the same method of putting together a television campaign they make a lot more money and faster. They are not going to knock themselves out asking for a three, four, five hundred thousand dollar budget. They get millions simply by waving their hands and saying television is great. That's one of the reasons why we call our national advertisers direct. We probably call on more na-

tional advertisers direct than all of the radio station representatives combined. We actually go direct to try to sell the concept of Black radio. We have a presentation that we have presented to many advertisers.

It's just hard selling, consistent selling. Unfortunately, we have to prove our medium. Newspapers don't have to prove it any more, television doesn't have to prove it any more. Radio itself always has to prove it. We in Black radio have to prove it more. Once we get an account to expend money, we have to have a pre-campaign and a post-campaign. We have to do merchandising to find out what products are on the shelves now and then after the campaign, how much was sold. Then we go to the advertisers and say here's what happened. We have to do that continuously.

R&R: What would you like to say to some of these radio stations if you could talk to them directly about this problem?

BH: I talk to them all the time, every day. There's nothing new . . . you live in a world where numbers are very important. When we don't have the numbers, we sell without them, and when we have them we sell with them. The only advice I could give is program as best as you can. Stay abreast of everything. Every radio station in the market today competes with each other. Black radio is so successful that every station is competing with them trying to say that they have a black audience. The idea is just to keep programming and making yourself a very good radio station that appeals not only to your market but to everybody. Get the people to listen.

Black radio doesn't stand still; like anything else it must move forward and change with the times. The disco movement clearly proved that the whole audience listens to Disco radio, both black and general. There's no reason why a good Black-programmed station cannot have white people listening to them. Why not? We were just the forerunners of it. But today all radio is specialized. Country is specialized, Classical is a specialty, all-News, all-Talk. Today advertisers decide what demographics they want to reach and they invariably consider or buy the station that is going to deliver those demographics. And in the case of Black radio, if its programming reaches a certain age group, the advertisers are going to consider and buy. And the advertisers also know there are certain categories that they want to beam to the blacks as well as other groups of people. Radio has become pretty scientific today.

R&R: What do you think people are going to look forward to in the future in terms of advertising approaches?

BH: It's becoming more sophisticated as I said. I think I touched upon it a moment or two ago, when I said all radio is specialized. Advertisers are going to look to the research that is going to pinpoint exactly what they are getting: the age groups, the income groups, the ethnic groups. Research will deliver this to them. Sales people, radio station representatives or prime salesmen will be able to present this information to the advertisers. Except it will never replace the personal sell. And the personal sell is where you come in and you sell your specialty. And that's where the concept of selling is concerned.



PRECIOUS POUND — WKYS-FM/Washington, D.C. recently conducted a month-long contest whereby listeners were given clues to the whereabouts of a troy pound of gold (value: \$8000) each morning. Pictured with the winner of the city-wide search (left) is station Music Director and morning man Donnie Simpson.

People

WAOK/Atlanta has named a replacement to fill the vacancy left by former Program Director Doug Harris. He is Norbet Bain from PBS affiliate WHYY-TV (Channel 12) in Philadelphia . . . Evening personality J.J. Johnson of KDAY/Los Angeles has moved back to mornings . . . A good production person with strong voice capabilities is needed at WYLD/New Orleans. Interested parties are asked to contact Operation Manager Calvin Booker at (504) 822-1945 . . . Remember, you don't have to be a reporter to participate in this section. Please send all material (pictures and news items) to Bill Speed, 1930 Century Park West, Los Angeles, CA 90067 . . .

Places

ROBERTA FLACK DAY: February 11 was declared "Roberta Flack Day" in Washington, D.C. with the Atlantic artist being presented with an official city proclamation by the mayor. She was also the subject of a live interview on WHUR, located at Howard University, her alma mater. This marks the second time the city has honored Ms. Flack. The first was April 22, 1972 . . .

Things

COMMUNITY SUPPORT THROUGH SPORTS: WWWS/Saginaw will be traveling with the local high school basketball team to Grand Rapids for the regional championships. According to Program Director Kermit Crockett, the station has received overwhelming response from the local community on behalf of the station's efforts . . . Jazz-formatted WTJZ/Newport News, VA will be presenting Etta Jones and Houston Person as hosts of the upcoming "Sunday Concert Special" airshow. Each artist will feature samples of their musical works . . .

Pop/Rhythms

HOTTEST

Following are listed in order of their airplay activity.

- BROTHERS JOHNSON**
"Stomp!" (A&M)
- LEON HAYWOOD**
"Don't Push It Don't Force It" (20th)
- PRINCE**
"Why You Wanna Treat Me So Bad" (WB)
- GAP BAND**
"I Don't Believe You Want To Get Up And Dance (Oops!)" (Mercury)
- ISLEY BROTHERS**
"Don't Say Goodnight" (T-Neck)
- WHISPERS**
"And The Beat Goes On" (Solar/RCA)
- DRAMATICS**
"Welcome Back Home" (MCA)
- GQ**
"Standing Ovation" (Arista)
- RUFUS & CHAKA**
"Any Love" (MCA)
- MICHAEL JACKSON**
"Off The Wall" (Epic)
- L.A. BOPPERS**
"Is This The Best" (Mercury)

CLIMBERS

Following are listed in order of their airplay activity.

- ROBERTA FLACK & DONNY HATHAWAY** "You Are..." (Atlantic) 49% of our reporters on it. Added in the South at WANT; climbing at KOKY and hot at WYLD. In the East it's climbing at WWIN and WAMO while hot at WOL, WKND and WDAS. In the Midwest it debuts at KAEZ while climbing at WWWS and hot at WJMO, WAMM and WKWM. Hot at KDAY, KDIA, KDKO, KSOL and KYAC in the West.
- RONNIE LAWS** "Every Generation" (UA) 49% of our reporters on it. In the East it's in medium rotation at WAMO while hot at WOL, WKND and WDAS. In the South it's climbing at KMJQ and hot at WYLD, WAOK and WGIV. In the Midwest it's in medium rotation at KPRS, WLOU, WAMM, KMJM, WBMX; hot at KAEZ, WJMO, WKWM. In the West it's medium at KDKO and hot at KSOL.
- SKYY** "High" (Salsoul) 46% of our reporters on it. Medium at KYAC in the West. Debuts in the Midwest at KAEZ, while climbing at WJMO, WLOU, KMJM, WKWM, WWWS and WBMX and hot at WDAO. In the South it's climbing at KOKY, WAOK, WDIA, WYLD and WJMI while hot at WKXI. Hot at WWIN and WOL in the East.
- RICK JAMES** "Come Into My Life" (Gordy) 43% reporting action. In the South it's in medium rotation at WOIC, WYLD and WDIA while hot at WAOK. In the East it's in medium rotation at WOL and WAMO. The Midwest shows it hot at KAEZ with medium rotation at KPRS, WJMO, WLOU, WAMM, WBMX, KATZ and WTLC. Medium at KDKO and KSOL in the West.
- NATALIE COLE & PEABO BRYSON** "What You Won't Do For..." (Capitol) 43% of our reporters on it. In the West it's climbing at KDIA, KDKO and KSOL. In the Midwest it's in medium rotation at KPRS, WJMO, WAMM, WWWS, KATZ and WDAO while hot at WTLC. In the South in medium rotation at WYLD, WJMI, WOIC; hot at KOKY, WKXI. Hot at WKND in the East.
- SMOKEY ROBINSON** "Let Me Be The Clock" (Tamla) 41% reporting action. In the East it's climbing at WWIN and WDAS. Debuts in the South at WANT, while added at WAOK, and in medium rotation at WDIA, KOKY and WGIV with a hot at KMJQ. In the Midwest it debuts at WDAO, while climbing at WAMM, KMJM and WKWM. In the West it's added at KDAY and KYAC while climbing at KLIP.
- PEABO BRYSON** "Minute By Minute" (Capitol) 41% on it. Hot new record. Debuts in the East at WDAS. Added at WKWM, WTLC, WJMO and WDAO in the Midwest while medium at KMJM and KAEZ and hot at WLOU. New in the South at WJMI, WYLD, KOKY and WGIV, while climbing at WKXI. New at KDIA and in medium rotation at KLIP in the West.
- YELLOW MAGIC ORCHESTRA** "Computer Game" (Horizon/A&M) 38% reporting it. In the East it's climbing at WWIN and WOL. Climbing at WYLD and KMJQ while hot in the South at WAOK, KOKY and WANT. In the Midwest it's in medium rotation at KAEZ, KMJM, and WBMX while hot at KATZ. Climbing at KSOL and KDAY while hot at KDIA in the West.
- WHISPERS** "Lady" (Solar/RCA) 38% on it. Medium in the East at WWIN, WOL and WKND, while hot at WDAS. In the South it's climbing at WYLD and WGIV; hot at WDIA. In the Midwest, it debuts at WDAO, while climbing at WKWM and WJMO and hot at KMJM. In the West it's in medium rotation at KYAC and KDAY while hot at KLIP.
- BAR-KAYS** "Today Is The Day" (Mercury) 38% of our reporters on it. In the East it's in medium rotation at WOL and WKND. In medium rotation in the South at WOIC and WJMI; hot at WKXI and WDIA. In the Midwest it's medium at KMJM, WJMO and KPRS while hot at WDAO. In medium rotation at KDIA, KDKO, KSOL, KYAC in the West.
- SYLVESTER** "You Are My Friend" (Fantasy) 38% on it. Added in the East at WOL and WKND while climbing at WDAS. In the South it's new at WANT and medium rotation at WGIV, KOKY and WOIC while hot at WAOK. In the Midwest it's new at WAMM; climbing at KPRS, KATZ and WKWM, while hot at WDAO. New at KSOL in the West.
- FATBACK BAND** "Gotta Get My Hands On Some..." (Spring/Polydor) 38% reporting it. New in the Midwest at KPRS, WKWM, WBMX and WDAO, with medium rotation at WLOU, WWWS, KATZ and WTLC. Medium in the South at WGIV, WAOK, WDIA, WKXI and WJMI. Debuts in the East at WOL.
- TERI DeSARIO w/KC** "Yes, I'm Ready" (Casablanca) 35% of our reporters on it. In medium rotation at WAMO in the East. New in the South at WANT with medium rotation at KMJQ while hot at WAOK and WYLD. In the Midwest it's new at WTLC; medium at

WBMX and WAMM and hot at WDAO and WLOU. In the West it's medium at KDIA, and KSOL while hot at KDAY.

PHYLLIS HYMAN "Under Your Spell" (Arista) 35% on it. In the East it's new at WAMO with medium rotation at WOL, WDAS. Debuts in the South at WAOK; climbing at KMJQ and WOIC. In medium rotation in the Midwest at WDAO, WBMX, KMJM, WJMO, and KAEZ. Added in the West at KYAC while hot at KLIP.

BEN E. KING "Music Trance" (Atlantic) 35% of our reporters on it. In the South it's in medium rotation at WYLD, WKXI, WDIA, KMJQ and WGIV with hot rotation at WJMI. In the Midwest it's climbing at KATZ, WKWM, KMJM and WAMM and hot at WWWS. In the East it's climbing at WOL and hot at WDAS.

WEBSTER LEWIS "Give Me Some Emotion" (Epic) 32% of our reporters on it. In the East it's in medium rotation at WOL and hot at WWIN. New in the South at WDIA with medium rotation at WYLD and WJMI. In the East it's in medium rotation at WOL and hot at WWIN. In the Midwest it's in medium rotation at WDAO, WBMX and WKWM while hot at WTLC and WLOU. Added at KSOL while climbing at KDIA in the West.

CON FUNK SHUN "Got To Be Enough" (Mercury) 32% on it. In the West it's climbing at KLIP. In the Midwest it's new at WDAO and WKWM; climbing at WJMO, WWWS and WTLC. Added in the South at WANT while climbing at KOKY, KMJQ, WKXI and WJMI. In medium rotation at WDAS in the East.

RANDY BROWN "We Ought To Be Doin' It" (Chocolate City) 32% on it. Added in the East at WAMO, WKND and WDAS. Added in the South at WOIC and WAOK; medium at WKXI, WDIA, KOKY and WGIV. New in the West at KDAY while climbing at KLIP and KDKO.

NEW & ACTIVE

SISTER SLEDGE "Reach Your Peak" (Cotillion) 30% of our reporters on it. Hot new record. A favorite album cut. Added in the East at WDAS, while in hot rotation at WAMO. Medium rotation in the South at WKXI while hot at KMJQ. Hot in the Midwest at KATZ, WAMM, KMJM and KPRS while medium at WBMX. In the West it's in medium rotation at WDIA and hot at KDKO.

SHALAMAR "Right In The Socket" (Solar/RCA) 30% of our reporters on it. Another hot new record. Added in the East at WDAS while climbing at WKND and hot at WWIN. In the South it's added at WGIV, WAOK, KMJQ and WJMI. Added in the Midwest at WKWM and KMJM, and climbing at WJMO. Added at KDAY in the West.

RAY PARKER JR. & RAYDIO "Two Places At The Same Time" (Arista) 30% of our reporters on it. Added in the East at WOL. Added in the South at WYLD and WGIV with medium rotation at WJMI and KOKY and hot at KMJQ. New in the Midwest at WBMX and WDAO while climbing at WTLC and WLOU. Climbing at KDIA in the West.

MERRY CLAYTON "Emotion" (MCA) 24% of our reporters on it. Added in the West at KDAY while climbing at KLIP and KDKO. In the Midwest it's in medium rotation at WTLC and KPRS while hot at WLOU. Climbing in the South at KMJQ. In the East it's climbing at WKND and WOL.

AL JOHNSON w/JEAN CARN "I'm Back For More" (Columbia) 24% of our reporters showing it. Added in the East at WKND; climbing at WOL. In the South it's in medium rotation at WYLD and WGIV while hot at KOKY. Debuts in the Midwest at WDAO while climbing at WLOU and KPRS. Climbing in the West at KYAC.

SLAVE "Foxy Lady" (Cotillion) 24% showing action. In the West it's in medium rotation at KDAY and hot at KLIP. Added in the Midwest at KMJM while climbing at KATZ, and WDAO. Climbing in the South at WKXI and WAOK while hot at WGIV. Climbing in the East at WKND.

PRESSURE "Can You Feel It" (LAX/MCA) 24% showing action on this one. Added in the Midwest at WAMM; medium at KMJM and WKWM and hot at WTLC. In the South it's new at WAOK and WGIV while hot at KMJQ. In the East it debuts at WKND while climbing at WOL.

JAZZ RADIO HOTTEST

Following are listed in order of their airplay activity.

- CHUCK MANGIONE**..... Fun And Games (A&M)
- DAVID SANBORN**..... "Give It All You Got" Hideaway (WB)
- GROVER WASHINGTON JR.**..... Title "Carly's Song" Various Cuts
- HIROSHIMA**..... Skylarkin' (Motown)
- HIROSHIMA**..... Hiroshima (Arista)
- CEDAR WALTON**..... Soundscapes (Columbia)
- GIL SCOTT-HERON & BRIAN JACKSON**..... Various Cuts
- AHMAD JAMAL**..... 1980 (Arista)
- WILBERT LONGMIRE**..... Genetic Walk (20th)
- RON CARTER**..... With All My Love (Tappan Zeel/Columbia)
- CHUCK MANGIONE**..... Various Cuts
- DAVID SANBORN**..... Various Cuts
- GROVER WASHINGTON JR.**..... Various Cuts
- HIROSHIMA**..... Various Cuts
- CEDAR WALTON**..... Various Cuts
- GIL SCOTT-HERON & BRIAN JACKSON**..... Various Cuts
- AHMAD JAMAL**..... Various Cuts
- WILBERT LONGMIRE**..... Various Cuts
- RON CARTER**..... Various Cuts

NEW & ACTIVE

- CHICO HAMILTON**..... Nomad (Elektra)
- SPYRO GYRA**..... Catching The Sun (MCA)
- CHICO HAMILTON**..... Various Cuts
- SPYRO GYRA**..... Various Cuts

EAST: WRVR/New York, NY, Herschel/Prescott WHUR/Washington, O.C., Jesse Fox, WEAA/Baltimore, MD, Cheuncey Lewis, WYBC/New Haven, CT, Eric Strauss SOUTH: WCR/Atlanta, GA, Requesa Ward, WTJZ/ Newport News, VA, Roi Ewell, MIDWEST: WBBY/Columbus, OH, P. Norman Grant, WJZZ/Detroit, MI, Dorian Paster, WEST: KADK/Denver, CO, Chuck Edwards, KRE/Berkeley, CA, Hal Jackson, KKGO/Los Angeles, CA, Monica Rhorden, KJLH/Los Angeles, CA, Lawrence Tenter

Pop/Rhythms
Hottest
March 21, 1980

| EAST | SOUTH | MIDWEST | WEST |
|----------------------------------|--|--|--|
| Leon Haywood Brothers Johnson | Brothers Johnson Whispers Isley Brothers Leon Haywood | Brothers Johnson Whispers Gap Band Vaughan Mason & Crew | Brothers Johnson Roberta Flack/Donny Hathaway |

Regionalized Adds & Hots

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

EAST

WWIN
Baltimore, MD
Curtis Anderson

ADDED
Odyssey
Kleer
Sugar Hill Gang "Here"
Roberta Flack/Donny Hathaway "Stay"
Alton McClain & Destiny
Le Pamplamousse
GQ

HOTTEST
Manhattans
Leon Haywood
Trussel
Skyy
Brothers Johnson
Ray, Goodman & Brown
"Inside"
Lou Rawls "Ain't"
Webster Lewis
Soft Tones
Shelamar "Right"

WXVY
Baltimore, MD
Larry Wilson

ADDED
None

HOTTEST
Whispers
Spinners
Ray, Goodman & Brown
Isley Brothers
Shelamar
Brothers Johnson
Leon Haywood
Sister Sledge
Yellow Magic Orchestra

WAMO
Pittsburgh, PA
Ken Allen

ADDED
Randy Brown
Teena Marie
Phyllis Hyman "Spell"
M'Lady
Sharon Paige
Isaac Hayes
Lakeside

HOTTEST
Whispers
Ray, Goodman & Brown
Spinners
Vaughan Mason & Crew
Kool & The Gang
Tavares
Harold Melvin & Bluenotes
Sister Sledge
L.A. Boppers
Dramatics

WBSL
New York, NY
Hal Jackson/Frankie Crocker

ADDED
Rupert Holmes
Stephanie Mills

HOTTEST
Brothers Johnson
Leon Haywood
Vaughan Mason & Crew
Bobby Thurston
Invisible Man's Band

WOL
Washington, DC
Bob Scott

ADDED
Fatback Band
Sylvester
Invisible Man's Band
Raydio

HOTTEST
Ronnie Laws
Kool & The Gang
Leon Haywood
L.A. Boppers
Roberta Flack/Donny Hathaway
Gap Band
Dramatics
Skyy
Kinsman Dazz
Brothers Johnson

WKND
Hartford, CT
Eddie Jordan

ADDED
Sylvester
Randy Brown
Al Johnson
Lenny White
Pressure
Manhattans

HOTTEST
Kool & The Gang
Vaughan Mason & Crew
Whispers
Ray, Goodman & Brown
Bress Construction
Ronnie Laws
Roberta Flack/Donny Hathaway
Leon Haywood
Brothers Johnson
Natalie Cole/Peabo Bryson

WDAS
Philadelphia, PA
Joe Tamburro
ADDED
Shelamar "Socket"
Sister Sledge "Peak"
Peabo Bryson
Billy Preston & Syreeta
Nareda Michael Walden
"Tonight"
Spyder Turner
Randy Brown
David Simmons
Asphalt Jungle

HOTTEST
Brothers Johnson/Gap Band (tied)
Vaughan Mason & Crew
Isley Brothers
Leon Haywood
Kool & The Gang
Roberta Flack/Donny Hathaway
Whispers "Lady"
Rufus & Chaka
Ben E. King
Ronnie Laws

MIDWEST

WWWS
Saginaw, MI
Kermit Crockett

ADDED
Side Effect
Change

HOTTEST
Invisible Man's Band
Vaughan Mason & Crew
Brides Of Funkenstein
Leon Haywood
Ben E. King
Whispers
Brothers Johnson
Gap Band
Spinners
Chuck Mangione

WBMX
Chicago, IL
James Alexander

ADDED
Fatback Band
Raydio
Emotions
Coffee

HOTTEST
Gap Band
Shelamar
Isley Brothers
Kenny Loggins
Vaughan Mason & Crew
Leon Haywood
Brothers Johnson
Harold Melvin & Bluenotes
Kool & The Gang

KATZ
St. Louis, MO
Earl Parnell

ADDED
Jimmy Ruffin
Jerry Knight
Lou Rawls "Blessing"

HOTTEST
Whispers
Vaughan Mason & Crew
Sister Sledge
Dramatics
Rufus & Chaka
Kool & The Gang
Yellow Magic Orchestra
Gap Band
Brothers Johnson
One Way

WDAO
Dayton, OH
Turk Logan

ADDED
Lakeside
Whispers "Lady"
Dionne Warwick "After"
Manhattans
Con Funk Shun
Fatback Band
Peabo Bryson
Patti Labelle
Smokey Robinson
Raydio
Patrice Rushen "Let"
Jermaine Jackson
Grey & Hanks
Mass Production
Al Johnson

HOTTEST
Gap Band
Brothers Johnson
Bar-Keys
Leon Haywood
Shadow
Skyy
GQ
Prince
Tari DeSario w/KC
Sylvester

WTLC
Indianapolis, IN
Jay Johnson

ADDED
Peabo Bryson
Damon & Denita
Side Effect
Tari DeSario w/KC

HOTTEST
Brothers Johnson
Fat Larry's Band
Pressure
Webster Lewis
Lou Rawls "Sit"
Pleasure
Slave "Ready"
Natalie Cole/Peabo Bryson
Clifford Coulter
Spinners

WLOU
Louisville, KY
Bill Price

ADDED
Sharon Paige
Eagles

HOTTEST
Gap Band
Brothers Johnson
Vaughan Mason & Crew
Tari DeSario w/KC
Natalie Cole/Peabo Bryson
Donna Summer
Whispers
Leon Haywood
Webster Lewis/Merry Clayton
Prince

WKWM
Grand Rapids, MI
Frank Grant

ADDED
Con Funk Shun
Shelamar "Right"
B.T. Express
Jerry Knight
Fatback Band
Wilson Pickett
Patti Labelle
Peabo Bryson

HOTTEST
Chapter 8
Whispers
Gap Band
Brothers Johnson
Vaughan Mason & Crew
Parliament
Ronnie Laws
Roberta Flack/Donny Hathaway
Silk
Vernon Burch

KMJM
St. Louis, MO
Harry O

ADDED
Shelamar "Right"
Wer
Blondie
Two Tons O'Fun
Mess Production
Nareda Michael Walden
"Tonight"
Crown Heights Affair
Slave
HOTTEST
Whispers "Lady"
Isley Brothers
Shelamar "Second"
Gap Band
Kool & The Gang
Leon Haywood
Brothers Johnson
Sister Sledge
Michael Jackson
Dramatics

WAMM
Flint, MI
Enoch Gregory

ADDED
Lenny White
Sylvester
Pressure
Bobby Thurston
Dramatics
Leon Haywood

HOTTEST
Vaughan Mason & Crew
Whispers
Kool & The Gang
Ray, Goodman & Brown
Donna Summer
Shelamar
Sister Sledge
Parliament
Roberta Flack/Donny Hathaway
Billy Preston & Syreeta

KAEZ
Oklahoma City, OK
Steve Scott

ADDED
Skyy
Leon Haywood
Lenny White
Roberta Flack/Donny Hathaway
Sharon Paige
Harold Melvin & Bluenotes

HOTTEST
Prince
Angela Bofill "Try/What"
Mighty Fire
Alton McClain & Destiny
Rick James
Parliament
Donna Summer
Ronnie Laws
David Sanborn
Chuck Mangione

WJMO
Cleveland, OH
Bernie Moody

ADDED
Ray, Goodman & Brown
Peabo Bryson

HOTTEST
Whispers
Vaughan Mason & Crew
Ronnie Laws
Kool & The Gang
Dramatics
Ray, Goodman & Brown
Roberta Flack/Donny Hathaway
Gap Band
Parliament
Brothers Johnson

KPRS
Kansas City, MO
Dell Rice

ADDED
Nareda Michael Walden
Heath Brothers
Clifford Coulter
Kenny Doss
George Duke
Ray, Goodman & Brown
Alton McClain & Destiny
Fatback Band
Herbie Hancock
Jimmy Ruffin
Dionne Warwick
Wee Gee

HOTTEST
Whispers
Kool & The Gang
Patrice Rushen
Silk
Vaughan Mason & Crew
Tavares
Sister Sledge
Dramatics
Spinners
Brothers By Choice

SOUTH

WQXI
Jackson, MS
Tommy Marshall

ADDED
Oscar Perry

HOTTEST
Vaughan Mason & Crew
Whispers
Parliament
Brothers Johnson
Controllers
Bar-Keys
Natalie Cole/Peabo Bryson
Leon Haywood
Ren Woods
Skyy

WYLD
New Orleans, LA
Willie Jay Johnson

ADDED
Kwick
Raydio
Manhattans
Peabo Bryson
Invisible Man's Band
Jimmy Ruffin

HOTTEST
Whispers
Vaughan Mason & Crew
Roberta Flack/Donny Hathaway
Tari DeSario w/KC
Brothers Johnson
Parliament
Ronnie Laws
Gap Band
Spinners
Dramatics

WQIC
Columbia, SC
Bob Walters

ADDED
Phyllis Hyman
Wilson Pickett
Chuck Cissel
Dionne Warwick
Ava Cherry
Randy Brown
Mess Production
Sylvester
Captain & Tennille

HOTTEST
Whispers
Prince
Kool & The Gang
Shelamar
Michael Jackson
Isley Brothers
Ray, Goodman & Brown
Vaughan Mason & Crew
Gap Band
Brothers Johnson

WJMI
Jackson, MS
Carl Haynes

ADDED
Shelamar "Right"
Kleer
Peabo Bryson

HOTTEST
Michael Jackson
Brothers Johnson
Leon Haywood
Gap Band
Prince
Ben E. King
Teddy Pendergrass
Vaughan Mason & Crew
Lou Rawls
Rufus & Chaka

KMLQ
Houston, TX
Jack Patterson

ADDED
Deniece Williams
Shelamar "Right"
Two Tons O'Fun
Nareda Michael Walden
"Tonight"
Sister Sledge "Reach"
Mass Production
Blondie
War
Crown Heights Affair

HOTTEST
Brothers Johnson
Ray, Goodman & Brown
Shelamar "Second"
Isley Brothers
Whispers
Smokey Robinson "Clock"
Gap Band
Pressure
Sister Sledge "Got"
Raydio

KOKY
Little Rock, AR
Jimmy Smith

ADDED
Peabo Bryson
Side Effect
Wee Gee
Jimmy Ruffin
Ahmad Jamal
Heath Brothers
Herbie Hancock

HOTTEST
Brothers Johnson
Yellow Magic Orchestra
Leon Haywood
Rufus & Chaka
GQ
Dramatics
Natalie Cole/Peabo Bryson
Al Johnson
Invisible Man's Band
Isley Brothers

WGIV
Charlotte, NC
Chris Turner

ADDED
Shelamar "Right"
Lips, Inc.
Peabo Bryson
Nareda Michael Walden
"Tonight"
Pressure
Raydio
Triple S Connection

HOTTEST
Brothers Johnson
Rufus & Chaka
Lou Rawls "Blessing"
Slave "Foxy"
Michael Jackson
Brides Of Funkenstein
Prince
Ray, Goodman & Brown
Ronnie Laws
Isley Brothers

WDIA
Memphis, TN
Ron King

ADDED
Ray, Goodman & Brown
Webster Lewis
Kwick

HOTTEST
Anne Peebles
Little Milton
Bobby Blend
Bar-Keys
L.V. Johnson
Isley Brothers
Spinners
Leon Haywood
Whispers "Beat/Lady"

WANT
Richmond, VA
Ben Miles

ADDED
Roberta Flack/Donny Hathaway
Mass Production
Smokey Robinson
Con Funk Shun
Brides Of Funkenstein
Jimmy Ruffin
Jean Carn
Ahmad Jamal
Pleasure
Tari DeSario w/KC
Sylvester

HOTTEST
Brothers Johnson
Controllers
Parliament
Gap Band
Tavares
Vaughan Mason & Crew
Chuck Cissel "Hot"
Norma Jean
Yellow Magic Orchestra

WAOK
Atlanta, GA
Norbert Bain

ADDED
Asphalt Jungle
Pressure
Lenny White
Randy Brown
Lakeside
Deniece Williams
Giants
Smokey Robinson
Andrae Crouch
Sister Sledge "Peak"
Shelamar "Right"
Grover Washington Jr.
Stone City Band
Tavares
Kleer
Phyllis Hyman "Spell"
Fatback Band
War
Love Unlimited
Nareda Michael Walden
"Tonight"

HOTTEST
Brothers Johnson
Whispers
Rick James
Ronnie Laws
Chuck Mangione
Controllers
Yellow Magic Orchestra
Prince
Trussel
Tari DeSario w/KC

WVEE
Atlanta, GA
Scotty Andrews

ADDED
None

HOTTEST
Whispers
Spinners
Ray, Goodman & Brown
Isley Brothers
Shelamar
Brothers Johnson
Leon Haywood
Sister Sledge
Yellow Magic Orchestra

WHRK
Memphis, TN
Ron Olson

ADDED
None

HOTTEST
Whispers
Spinners
Ray, Goodman & Brown
Isley Brothers
Shelamar
Brothers Johnson
Leon Haywood
Sister Sledge
Yellow Magic Orchestra

WEST

KDKO
Denver, CO
John Anderson

ADDED
None

HOTTEST
Parliament
Sister Sledge
Vaughan Mason & Crew
Ray, Goodman & Brown
Donna Summer
Roberta Flack/Donny Hathaway
Michael Jackson
Brothers Johnson
Trussel
Leon Haywood

KDAY
Los Angeles, CA
Steve Woods

ADDED
Merry Clayton
Smokey Robinson
Randy Brown
Shelamar "Right"
Jermaine Jackson
George Duke
Chapter 8
Stone City Band

HOTTEST
Isley Brothers
Brothers Johnson
Rufus & Chaka
L.A. Boppers
Gap Band
Spinners
Captain & Tennille
GQ
Roberta Flack/Donny Hathaway
Tari DeSario w/KC

KLIP
Fresno, CA
Mike Anthony

ADDED
Jackie Moore
Herbie Hancock
Kenny Doss
Chocolate Jam Company
Alton McClain & Destiny
War
Dayton "Let Go"

HOTTEST
David Sanborn
Phyllis Hyman "Spell"
Whispers "Lady"
Grey & Hanks
Dramatics
Slave
L.A. Boppers
Brothers Johnson
Shadow
Jermaine Jackson

KSOL
San Mateo, CA
J.J. Jeffries

ADDED
Isley Brothers
Webster Lewis
Sylvester

HOTTEST
Vaughan Mason & Crew
Brothers Johnson
Spinners
Parliament
Whispers
Roberta Flack/Donny Hathaway
Gap Band
Ronnie Laws
Dramatics
Leon Haywood

KYAC
Seattle, WA
Robert L. Scott

ADDED
Phyllis Hyman
Ben E. King
Smokey Robinson
Ray, Goodman & Brown

HOTTEST
Billy Preston & Syreeta
Brothers Johnson
Chuck Mangione
Dramatics
GQ
Gap Band
Harold Melvin & Bluenotes
L.A. Boppers
Raydio
Roberta Flack/Donny Hathaway

KDIA
Oakland, CA
Jerry Boulding

ADDED
Jermaine Jackson
Triple S Connection
Peabo Bryson
Lips, Inc.

HOTTEST
Whispers
Brothers Johnson
Parliament
Ray, Goodman & Brown
Vaughan Mason & Crew
Michael Jackson
Roberta Flack/Donny Hathaway
Spinners
Tavares
Yellow Magic Orchestra

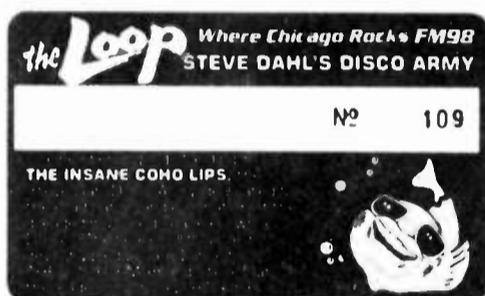


Jeff Gelb AOR

AOR Radio Recruits Rock 'N' Roll Armies

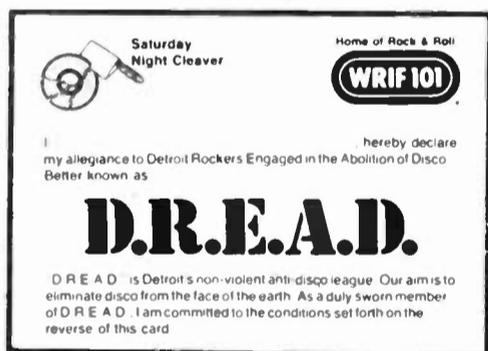
The U.S. Government may be having trouble finding recruits for its army and navy, but AOR radio isn't. Nationwide, AOR radio is busily recruiting listeners into legions of rock 'n' roll supporters.

In the following conversations, AOR programmers give tips to other stations which may be interested in starting similar organizations. Interestingly, the first station to begin such a group, WLUP/Chicago, has let it fall by the wayside, while others recount stories of incredible amounts of listener interest in the idea.



Mitch Michaels, PD WLUP/Chicago

"We were probably the first radio station to start an anti-disco, pro-rock 'n' roll organization with Steve Dahl's 'Insane Coho Lips Army.' We haven't used that as a promotional tool for the station basically because of the negative publicity surrounding our one big Coho Lips rally at Comiskey Park. 'Disco Sucks' was such a negative; we had to turn it into 'Chicago Rocks.' But we've let it slide as a promotional tool."



Tom Bender, PD WRIF/Detroit

"We now have over 100,000 DREAD cards in people's hands. They can mail in for them, get them at a local ticket office, or from the jocks themselves at concerts and guest appearances.

"We were faced with the same problem as the other early anti-disco groups: how to turn it around and make it a positive statement. Our answer was to make DREAD an economic-based organization: we help our listeners save money. The jocks announce discount tie-ins with our advertisers. We also use the cards for no-cover nights at clubs, and for money off from concert tickets.

"We just brought out our first semi-regular DREAD newsletter, which went to about 25,000 members. It offered additional information on the station and the organization, with pictures of past DREAD events.

It's important that it continue to be another point of identity with the station. That's our goal in terms of DREAD being a viable marketing tool for WRIF. Whether we have to go to major events

the size of the Comiskey Park thing, I don't know. I don't think the size of the event is as important as the continuous nature of the service we're offering our listeners, to help reduce their cost of living."



Beau Phillips, PD KISW/Seattle

"We were the second station in the country to do a disco destruction thing once Dahl did it at The Loop. Steve Slaton (KISW MD) was onstage at a sold-out Kansas show and swore in 15,000 people at the same time. We printed an initial 15,000 and it cost us maybe \$350. We also gave away 9000 at a Cars concert. We'd prepromoted it on the air, telling listeners to look for the guys in the KISW T-shirts, and that we'd be handing out the cards. We were mobbed when we got there; it was like we were giving out free money. They could also send a self-addressed envelope for the card, and for six months, we were getting upwards of a hundred requests a day. Not only would they send the envelopes, but they'd tell us how much they liked the station. Now we distribute the cards through four local Tower record outlets.

"In one of our most recent promotions, we were giving away Tom Petty/KISW tuxedo jackets to the first 2000 people to show us their cards at a recent Petty concert. We've also taken over discos for rock dances and private parties.

"Aside from the card's value for those sorts of promotions, there are a bunch of phone numbers on the back of the card, with concert promoters' numbers, or concert halls, and various service organizations.

"The success of the promotion points out that a lot of people are starting to develop a strong loyalty for rock. The club makes them feel like, 'Hey, that's my station. They're talking to me.' It lends a real feeling of camaraderie."

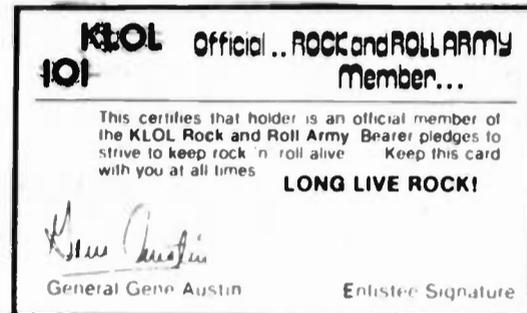


Bobbin Beam, MD WLPX/Milwaukee

"We offer both the card as well as a pin. The cost for both is 50 cents, and we ask listeners to sign up for them with name, address, phone number and age at various locations around town. We use that data for station research later on, call-outs for lifestyle research and so on.

"Spontaneously, we'll announce 'Rock 'n' Roll Air Force' specials on the air: show your card for discounts of all sorts. We even sell cars on this thing: a thousand off a new Trans Am at a local dealership when you show your card or pin.

"But, beyond the discounts and the research we can do with the group, the whole concept is to promote rock 'n' roll. We go out to concerts and do rock 'n' roll 'maneuvers' and chants. It not only promotes rock 'n' roll but promotes WLPX as the rock 'n' roll radio station; it's the perfect image builder for the station."



Vanessa Cargo, MD KLOL/Houston

"Since the organization started last September, we've recruited approximately 14,500 members, by asking them to send us a postcard or letter with their names and addresses. We mail back a bumper sticker and the card.

"For awhile we were also sending out cryptogram translators. We put together a code sheet of 101 numbers. Each had a word associated with it. Then we'd have rock 'n' roll army messages on the air, like 44-6-101, which is 'Vanessa rocks on 101.' People with the decoders would call in to translate the message to win tickets and other prizes.

"In the past we've done discount things with record stores and sponsored \$1.01 concert admissions for those with the cards. Right now we've organized a 'party patrol' using our van. We made arrangements with Lone Star beer where we get ten cases of beer each Saturday. Then we ask card-carrying members to call and tell us where they'll be partying for the weekend, and the van cruises by the parties and drops off the beer. That's a tangible reason right there to own a card. They're very much in demand; the Houston kids love them."



Tommy Hedges, PD WCOZ/Boston

"We printed 50,000 on heavy plastic at a station cost of around \$4000. We incurred the additional expense of making them out of plastic because when we do anything that's tied in with the station's call letters, we have to make it look good enough that listeners will take it seriously. They are as close as possible to the size and weight of a regular credit card. We've distributed them through retail stores and also by the WCOZ van.

"To enhance the prestige of having one of the cards, we ask the listener to fill out an application for it, including name, address, phone number and age. To just distribute them without having them fill out the form doesn't make them feel like the card is going to be really important to them, and those are the kind of cards that get chucked out.

"The cards are used in a continuous promotional campaign. For example, every week our MD Bob Slavin gets together with the merchandising people at Strawberry Records to decide on a

Continued on Page 41

Jeff Bell

AOR Radio Recruits Rock 'N' Roll Armies

Continued from Page 40

WCOZ album of the week. It's a new album we like that the store can get, which is offered at a substantial discount to people with the card in their hands. Or we'll use it for specials like a free electronic flash with the purchase of a camera, or a free cartridge with the purchase of a stereo. The cards are numbered, and we occasionally run contests on the air tied in to the person calling in to identify himself as the holder of that numbered card. We also offer 'a table in Paradise,' which gives tickets and a couple of drinks to cardholders at a local club.

"As good as the cards are for the retailers as station tie-ins, it's vitally important that the station is ready and able to deliver the goods with continuous promotions. Our promotions encourage the club members to keep the cards in their pockets, and to use them as often as they can. When they do that, it's good for us: the logo becomes a part of their brain, and that's when the real psychological loyalties to the station can be cemented."

DECLINES W4 OFFER

Still Upped To Station Manager At WIOT

Just after accepting an offer to become Assistant PD and Music Director at WWWW/Detroit, WIOT/Toledo PD Pat Still has decided to decline the offer to remain with WIOT in a new position, as Station Manager.

Still explained, "I was into going to Detroit. It was going to be fun, and I was psyched up to work with Dick Hungate. But unexpectedly, our AM sister station's GM was let go and my GM (Dan Dudley) was upped to VP of the company, which left a vacancy for a station manager. They offered me the job, along with some other things down the road with the company that I can't talk about right now.

"Careerwise for me," Still continued, "it was an up in salary. And, I had expected to get into management perhaps five or six years down the road. Here it is in my lap right now."

Still's PD successor at WIOT has been named: he is Terry Sullivan, who is being upped from the station's Assistant PD post.

Meanwhile, W4 PD Hungate commented, "Needless to say, it was disappointing to everyone. All I can do is take Pat's word for it that he had no knowledge to the impending changes at WIOT when he accepted the position at W4. We're now looking at several really fine PD's and MD's who are very interested in the post. We expect an announcement shortly."



NEW HAIRLESS WOLF REVEALED — When Peter Wolf of EMI America's J. Geils Band visited WMMS/Cleveland, he astounded staffers by displaying his new hairless torso and face, as well as the band's new album. Pictured (l-r) are EMIA-UA's Clay Baxter, EMIA-UA's National AOR Promotion Director Ken Benson (back), WMMS PD John Gorman (front), Wolf, WMMS MD Kid Leo.

EVOLUTION

Lyn Corey has been named PD at WZZO/Allentown. New jocks at the station are Ellie Richman, Dale Hendrix and Steve McKnee . . . Dave Logan has been named PD at WLAV/Grand Rapids, from WLUP/Chicago . . . WBCY/Charlotte PD John Lambis exits today (3-21) . . . WBIR-FM/Knoxville has changed calls to WIMZ. No format change . . . Former WSHE/Miami MD Michele Robinson has joined WLUP/Chicago for promotions . . . Rosie Pisani has been upped to Promotions Director at WLIR/Long Island from account exec . . . WSMU-FM/Starkville plans to automate its music but not its jocks . . . Dennis Steele has been appointed Production Director for WYSP/Philadelphia from WWCK/Flint . . . "Eddie Haskell" is now doing middays at WHCN/Hartford (so that's what became of him) . . . Craig Martin has joined KFMG/Albuquerque from KQWY/Casper for nights. Dave Owens has exited KFMG for an airshift at 91X/San Diego.

PROMOTION OF THE WEEK

We will pay you \$10,000 for one hour! K-WEST 106 FM

HIGHEST PAID AIR PERSONALITY: KWST/Los Angeles is using these billboards to advertise its current promotion, which will pay a winning listener \$10,000 to do an hour airshift on the station (that's \$166.67 per minute).

David Lee Roth of Van Halen announced the promotion, which is being held in conjunction with University Stereo, Wherehouse Records, and May Co. Listeners are asked to record a three-record music segment, along with a back-announce and a live commercial. University Stereo will make available special recording facilities for those who have none at their disposal. Six finalists will be picked to perform hourlong airshifts, and a panel of judges will determine the winner from those shows. Second place winner receives a check for \$1006, and the other four finalists will receive \$106 checks.

By the way, the station has taken steps to insure that no competing stations will have jocks auditioning for the shift, by stating "Any person who has worked on-air at a commercial radio or TV station is not eligible."

Every week the AOR section will spotlight a significant station promotion. If your station has produced an interesting piece of merchandise (a homegrown record album, piece of clothing, coffee mug, calendar, etc.), send a sample along with pertinent explanatory information about the promotion to AOR Department, R&R, 1930 Century Park West, Los Angeles, CA 90067.

UPDATE

WRVR/New York drew a record crowd to the Central Park skating rink for a skating party with jazz music accompaniment . . . Bloomington Mayor Frank McCloskey moonlighted as morning man on WBWB recently as part of the station's Heart Fund Celebrity Racquetball Challenge, which netted more than \$9000 . . . WLUP/Chicago is the sole Chicago ticket outlet for seats to an upcoming return engagement by the Who. However, WMET Promotion Director Jeff Bierig reported that his station has purchased some of the much sought-after tickets for giveaways. Meantime, the Who will also appear in Denver, where host station KBPI will send a "Magic Bus"-load of listeners to the show and a special after-concert party, hopefully with the group . . . 203 stations are already committed to run a Source concert featuring Mercury's Rush. Also coming up is a concert by George Thorogood . . . Meantime, coming up on the ABC FM network is "Supergroups In Concert" featuring Chrysalis's Blondie . . . KTIM/San Rafael celebrated International Women's Day with features on women in the arts. Included were special interviews with Grace Slick and Suzi Quatro, along with guest airshifts by WBCN/Boston's Kate Ingram, KSJO/San Jose's Sheila Rene, and former KSAN/San Francisco air personality Beverly Wilshire. Only women staffers were on KTIM for that day . . . To celebrate the first warm weather Wheeling's had in months, WOMP-FM offered free albums to the first woman showing up at the station wearing a bikini. After the winner collected her prizes, she displayed her gratitude by taking off her bikini, autographing it and leaving the station — totally nude . . . There must be something about living in Wheeling: competing WCPI has started a promotion involving a "cash flasher," who hits the streets asking people which station they listen to. If the response is WCPI, he'll open his coat to reveal one of six packs of money all covered with a one dollar bill. They get to keep the pack of money they pick . . . College AOR WMHW/Mt. Pleasant, MI made up 91 Marshall Tucker cowboy hats to give to listeners in commemoration of the Warner Bros. group's local concert. One of the hat winners also received dinner for two at an area restaurant . . . WILS-FM/Lansing's 24' x 12' mylar logo backdrop was stolen by local college students, who are "ransoming" it. The station has yet to hear what the demands will be for the backdrop's safe return . . . WTUE/Dayton is a new Superstars client station . . . KY 102/Kansas City air personality Randy Raley did a guest DJ stint on WXLN/Davenport during a recent trip back to his old stomping grounds; Raley is a former WXLN jock . . . Among the items to be auctioned in W4/Detroit's Rock Benefit Auction for MS are Ted Nugent's guitar, autographed Tom Petty albums, and a tour backdrop from Journey . . . KQFM/Portland just held its first Video Cassette Party for listeners at a local tavern. A video of Blondie's "Eat To The Beat" album provided entertainment for the listeners at no cover charge . . . Congrats to KFMG/Albuquerque MD Carey Curelop and wife Susan on the birth of their new daughter Jessica.

COMING NEXT WEEK: KROQ/Pasadena, always noted for playing radio by its own rules, has recently begun to create its own music. Next week we'll speak with the station's Darryl Wayne and Jed Gould about the two album projects they coordinated for the station.

CONCERTS & CONVERSATIONS

RADIO-TV SIMULCASTS: KZEL/Eugene presented AC/DC, Beat, Michael Nesmith, Triumph, City Boy. **PRESENTATIONS:** ZETA 4/Miami presented Steppenwolf for 95 cents.

RADIO CONCERTS: D.L. Byron on WLIR/Long Island . . . Lene Lovich on WBCN/Boston . . . Off Broadway, Blackfoot, UFO on WLUP/Chicago.

GUEST DJ'S: Shooting Star on KSAS/Kansas City.

CONVERSATIONS: Billy Joel, Ted Nugent on WKLS/Atlanta . . . Billy Joel on WNEW-FM/New York . . . Madness, David Sanborn on KTIM/San Rafael . . . Suzanne Fellini, Jeff "Skunk" Baxter on WSMU-FM/Starkville.



Radio & Records

Album Airplay/40

Chart Summary

March 21, 1980

156 REPORTERS

Album cuts are listed in order of airplay preference.

| | | | | |
|-----|----|------|------|-----------------------------|
| 229 | 37 | 3/14 | 3/21 | |
| 1 | 12 | 4 | 1 | BOB SEGER & |
| 1 | 1 | 1 | 2 | PINK FLOYD |
| 5 | 2 | 3 | 3 | HEART |
| 12 | 4 | 2 | 4 | LINDA RONSTADT |
| — | — | 19 | 5 | BILLY JOEL |
| — | 22 | 8 | 6 | JOURNEY |
| 4 | 5 | 6 | 7 | J. GEILS BAND |
| 2 | 3 | 5 | 8 | TOM PETTY & THE |
| 6 | 7 | 7 | 9 | RUSH |
| 14 | 11 | 12 | 10 | PRETENDERS |
| 20 | 19 | 11 | 11 | WARREN ZEVON |
| 37 | 21 | 14 | 12 | ELVIS COSTELLO & |
| 17 | 16 | 13 | 13 | CLASH |
| 9 | 9 | 9 | 14 | KNACK |
| 3 | 6 | 10 | 15 | DAN FOGELBERG |
| 15 | 13 | 16 | 16 | NAZARETH |
| 22 | 20 | 17 | 17 | ROBIN TROWER |
| 7 | 8 | 18 | 18 | BABYS |
| 8 | 10 | 15 | 19 | RUNDGREN/UTOPIA |
| — | — | — | 20 | PAT TRAVERS BAND |
| 26 | 29 | 24 | 21 | SHOOTING STAR |
| 31 | 28 | 25 | 22 | CHRISTOPHER CROSS |
| — | — | 32 | 23 | MARSHALL TUCKER |
| 16 | 18 | 20 | 24 | ROCKETS |
| 28 | 26 | 23 | 25 | GARY NUMAN |
| 11 | 14 | 26 | 28 | EAGLES |
| 13 | 15 | 22 | 27 | ZZ TOP |
| 10 | 17 | 21 | 28 | JEFFERSON STARSHIP |
| 21 | 30 | 28 | 29 | ROMANTICS |
| 30 | 25 | 27 | 30 | MAHOGANY RUSH |
| 19 | 24 | 30 | 31 | PAT BENATAR |
| 18 | 23 | 29 | 32 | FLEETWOOD MAC |
| 40 | 36 | 33 | 33 | SUE SAAD & NEXT |
| — | 39 | 36 | 34 | RAMONES |
| — | — | — | 35 | TRIUMPH |
| — | — | — | 36 | JOE PERRY PROJECT |
| 23 | 27 | 31 | 37 | STEVE WALSH |
| — | — | — | 38 | RED RIDER |
| — | — | 37 | 39 | WISHBONE ASH |
| — | — | — | 40 | RACHEL SWEET |

| | |
|--|---------------------------------------|
| Against The Wind (Capitol)..... | "Fire" Title "Betty" "Bop" |
| The Wall (Columbia)..... | "Brick" "Lust" "Numb" "Hell" |
| Bebe Le Strange (Epic)..... | "Even" "Rockin'" "Raised" Title |
| Mad Love (Asylum)..... | "How" "Talk" "Can't" Title |
| Glass Houses (Columbia)..... | "Right" "Fantasy" "R&R" "Ask" |
| Departure (Columbia)..... | "Anyway" "Lady" "Time" "Where" |
| Love Stinks (EMI America)..... | "Come" Title "Wait" "Night" |
| Damn... (Backstreet/MCA)..... | "Refugee" "Don't" "Girl" "Losers" |
| Permanent Waves (Mercury)..... | "Radio" "Freewill" "Nous" "Strings" |
| Pretenders (Sire)..... | "Brass" "Sobbing" "Kid" "Neck" |
| Bad Luck Streak... (Asylum)..... | "Certain" "Jeannie" "Gorilla" "Play" |
| Get Happy!! (Columbia)..... | "Five" "Opportunity" "Stand" |
| London Calling (Epic)..... | "Vain" Title "Supermarket" |
| ...But The Little... (Capitol)..... | "Baby" "Handleman" "Want" "Price" |
| Phoenix (Full Moon/Epic)..... | Title "Fire" "Last" "Moon" |
| Malice In Wonderland (A&M)..... | "Holiday" "Talkin'" "Showdown" |
| Victims Of Fury (Chrysalis)..... | "Shout" Title "Madhouse" "Roads" |
| Union Jacks (Chrysalis)..... | "Feet" "Rendezvous" "True" Title |
| Adventures In... (Bearsville/WB)..... | "Free" "Road" "Rider" "Time" |
| Crash And Burn (Polydor)..... | "Whiskey" Title "Sign" "Love" |
| Shooting Star (Virgin)..... | "Need" "Bring" "Stop" "Rainfall" |
| Christopher Cross (WB)..... | "Ride" "Mine" |
| Tenth (WB)..... | "Cattle" "Blues" "Time" "Dissolution" |
| No Ballads (RSO)..... | "Desire" "Back" "Sally" "Songs" |
| Pleasure Principle (Atco)..... | "Cars" |
| The Long Run (Asylum)..... | "Tell" "Heartache" "King" Title |
| Deguella (WB)..... | "Thank" "Fool" "Cheap" |
| Freedom At... (RCA/Grunt)..... | "Eyes" Title "Rock" "Things" |
| The Romantics (Nemperor)..... | "What" "Eyes" |
| What's Next (Columbia)..... | "Roadhouse" "R&R" "Rock" |
| In The Heat Of The... (Chrysalis)..... | "Heartbreaker" "No" "X" |
| Tusk (WB)..... | "Think" "Sara" "Moon" |
| Sue Saad & Next (Planet)..... | "Gimme" "Lips" "Prisoner" "Danger" |
| End Of The Century (Sire)..... | "Radio" "Affected" "Baby" "Danny" |
| Progressions Of Power (RCA)..... | "Live" "Survive" "Woman" "Road" |
| Let The Music Do... (Columbia)..... | Title "Dogs" "Star" |
| Schemer-Dreamer (Kirshner)..... | Title |
| Don't Fight It (Capitol)..... | "Hot" Title "Make" "News" |
| Just Testing (MCA)..... | "Price" "Proof" "Helpless" "Lifeline" |
| Protect The... (Stiff/Columbia)..... | "Gold" "Reason" "Spellbound" |

SEGER shot all the way up to number one this week, taking a strong lead in hot and total reports. FLOYD and HEART remained neck and neck for hot reports, and LINDA, while down this week, retained phenomenally strong hot reports. These top four albums garnered the lion's share of hot airplay for the week. JOEL jumped into top five as adds converted to higher rotations. JOURNEY had a good week while PRETENDERS hit top ten. ZEVON held rock steady as COSTELLO moved up. CLASH, NAZARETH, TROWER and BABYS all maintained. TRAVERS was the week's most added album and highest debut, with excellent response in all rotations. STAR, CROSS and TUCKER all shot up this week. EAGLES and SAAD held their own, while RAMONES showed airplay gains. TRIUMPH, PERRY, RIDER and SWEET all debuted. CRETONES came close to charting this week.

The Album Airplay/40 chart represents activity based on a combination of add, medium and hot reports. Artists' chart numbers are displayed over a four-week period. The artists in italics registered the most rapid gains in airplay for the week. Album cuts that are also current singles are listed in bold type.

New Entry →

MOST ADDED

| | 3/21 | 3/14 | 3/7 | 2/29 | 2/22 |
|------------------------------|--------|-------|-------|------|------|
| 1 PAT TRAVERS BAND | 112/82 | 40/37 | 0/0 | 0/0 | 0/0 |
| Crash And Burn (Polydor) | M 12 | M 1 | | | |
| "Whiskey" | H 8 | H 2 | | | |
| 2 TRIUMPH | 65/60 | 9/9 | 0/0 | 0/0 | 0/0 |
| Progressions Of... (RCA) | M 4 | M 0 | | | |
| "Live" | H 1 | H 0 | | | |
| 3 RED RIDER | 60/51 | 1/0 | 1/0 | 2/2 | 0/0 |
| Don't Fight It (Capitol) | M 8 | M 1 | M 1 | M 0 | |
| "White Hot" | H 1 | H 0 | H 0 | H 0 | |
| 4 CRETONES | 55/37 | 33/32 | 2/2 | 0/0 | 0/0 |
| Thin Red Line (Planet) | M 16 | M 1 | M 0 | | |
| "Real Love" | H 2 | H 0 | H 0 | | |
| 5 JOE PERRY PROJECT | 47/35 | 0/0 | 0/0 | 0/0 | 0/0 |
| Let The Music... (Columbia) | M 10 | | | | |
| Title | H 2 | | | | |
| 6 MARSHALL TUCKER... | 93/34 | 78/73 | 3/3 | 0/0 | 0/0 |
| Tenth (WB) | M 37 | M 1 | M 0 | | |
| "Cattle Drive" | H 22 | H 2 | H 0 | | |
| 7 MOTORS | 34/33 | 1/1 | 0/0 | 0/0 | 0/0 |
| Tenement Steps (Virgin) | M 1 | M 0 | | | |
| "Loneliness" | H 0 | H 0 | | | |
| 8 DARYL HALL | 34/32 | 8/6 | 0/0 | 0/0 | 0/0 |
| Sacred Songs (RCA) | M 2 | M 0 | | | |
| Title | H 0 | H 0 | | | |
| 9 ANGEL CITY | 40/22 | 28/23 | 7/7 | 1/1 | 0/0 |
| Face To Face (Epic) | M 17 | M 3 | M 0 | M 0 | |
| "Marseilles" | H 1 | H 0 | H 0 | H 0 | |
| 10 WILLIE NILE | 37/20 | 36/26 | 11/11 | 0/0 | 0/0 |
| Willie Nile (Arista) | M 14 | M 10 | M 0 | | |
| "Vagabond Moon" | H 3 | H 0 | H 0 | | |
| 11 TOURISTS | 29/17 | 17/16 | 2/2 | 0/0 | 0/0 |
| Really Effect (Epic) | M 10 | M 1 | M 0 | | |
| "I Only Want" | H 2 | H 0 | H 0 | | |
| 11 GENTLE GIANT | 27/17 | 23/20 | 4/3 | 1/1 | 1/1 |
| Civilian (Columbia) | M 7 | M 2 | M 1 | M 0 | M 0 |
| "Underground" | H 3 | H 1 | H 0 | H 0 | H 0 |
| 11 JOHN STEWART | 17/17 | 0/0 | 0/0 | 0/0 | 0/0 |
| "Dream Babies Go" (RSO) | M 0 | | | | |
| "Hollywood" | H 0 | | | | |
| 12 AXE | 19/15 | 0/0 | 0/0 | 0/0 | 0/0 |
| Living On The Edge (MCA) | M 4 | | | | |
| Title | H 0 | | | | |
| 13 SUZANNE FELLINI | 20/12 | 13/8 | 17/15 | 7/7 | 1/1 |
| Suzanne Fellini (Casablanca) | M 7 | M 4 | M 1 | M 0 | M 0 |
| "Love On The Phone" | H 1 | H 1 | H 1 | H 0 | H 0 |
| 13 TAZMANIAN DEVILS | 14/12 | 4/4 | 0/0 | 0/0 | 0/0 |
| Tazmanian Devils (WB) | M 1 | M 0 | | | |
| "Heaven" | H 1 | H 0 | | | |

The Added reports of charting artists are displayed over a five-week period. They are listed in order of total reports within the specific rotation for the week. Two numbers follow each album title. The first represents total number of our reporting stations playing the album this week. The second is the number of those stations that added it this week. Below these numbers are breakdowns of the album's reports in other rotations for the week. The album's preferred airplay cut is listed.

MEDIUM

| | 3/21 | 3/14 | 3/7 | 2/29 | 2/22 |
|--------------------------------|--------|--------|--------|--------|--------|
| 1 WARREN ZEVON | 121/74 | 118/86 | 90/47 | 103/22 | 53/2 |
| Bad Luck Streak... (Asylum) | A 3 | A 10 | A 12 | A 65 | A 51 |
| "Certain Girl" | H 44 | H 42 | H 31 | H 16 | H 0 |
| 2 CLASH | 103/73 | 104/67 | 87/49 | 100/53 | 85/59 |
| London Calling (Epic) | A 2 | A 4 | A 5 | A 5 | A 13 |
| Title | H 28 | H 33 | H 33 | H 36 | H 23 |
| 3 NAZARETH | 105/85 | 102/82 | 92/52 | 108/70 | 102/63 |
| Malice In... (A&M) | A 1 | A 1 | A 1 | A 2 | A 12 |
| "Holiday" | H 39 | H 39 | H 39 | H 36 | H 27 |
| 4 ELVIS COSTELLO &... | 113/83 | 105/53 | 93/23 | 70/2 | 0/0 |
| Get Happy!! (Columbia) | A 6 | A 14 | A 50 | A 66 | |
| "Five Gears" | H 44 | H 38 | H 20 | H 2 | |
| 5 SHOOTING STAR | 73/62 | 76/62 | 55/40 | 71/48 | 68/33 |
| Shooting Star (Virgin) | A 0 | A 5 | A 5 | A 17 | A 30 |
| "Got What I Need" | H 11 | H 9 | H 10 | H 6 | H 3 |
| 6 ROBIN TROWER | 99/59 | 99/60 | 82/56 | 82/46 | 83/3 |
| Victims Of Fury (Chrysalis) | A 7 | A 6 | A 7 | A 19 | A 88 |
| "The Shout" | H 33 | H 33 | H 19 | H 17 | H 2 |
| 7 KNACK | 108/58 | 112/55 | 105/46 | 114/50 | 118/20 |
| ...But The Little... (Capitol) | A 0 | A 0 | A 1 | A 7 | A 81 |
| "Baby Talks" | H 48 | H 57 | H 58 | H 57 | H 17 |
| 8 T. RUNDGREN/UTOPIA | 96/51 | 104/57 | 106/50 | 127/58 | 122/59 |
| Adventures... (Bearsville/WB) | A 1 | A 0 | A 0 | A 1 | A 0 |
| "Set Me Free" | H 44 | H 47 | H 56 | H 68 | H 63 |
| 9 PRETENDERS | 112/49 | 110/56 | 98/47 | 107/57 | 94/48 |
| Pretenders (Sire) | A 2 | A 5 | A 5 | A 8 | A 8 |
| "Brass In Pocket" | H 61 | H 50 | H 45 | H 42 | H 38 |
| 10 J. GEILS BAND | 130/48 | 130/45 | 119/40 | 135/46 | 135/55 |
| Love Stinks (EMI America) | A 0 | A 0 | A 0 | A 0 | A 0 |
| "Come Back" | H 82 | H 85 | H 79 | H 89 | H 80 |
| 10 MAHOGANY RUSH | 58/48 | 66/52 | 46/34 | 60/41 | 48/33 |
| What's Next (Columbia) | A 2 | A 7 | A 5 | A 14 | A 13 |
| "Roadhouse Blues" | H 6 | H 7 | H 7 | H 5 | H 2 |
| 11 ROCKETS | 72/47 | 80/50 | 79/46 | 98/59 | 98/57 |
| No Ballads (RSO) | A 0 | A 0 | A 1 | A 0 | A 2 |
| "Desire" | H 28 | H 30 | H 32 | H 39 | H 39 |
| 12 GARY NUMAN | 82/42 | 71/54 | 57/41 | 57/45 | 64/50 |
| Pleasure Principle (Atco) | A 2 | A 3 | A 3 | A 3 | A 4 |
| "Cars" | H 18 | H 14 | H 13 | H 9 | H 10 |
| 13 ROMANTICS | 52/41 | 60/47 | 51/40 | 69/52 | 64/41 |
| The Romantics (Nemperor) | A 1 | A 0 | A 0 | A 1 | A 4 |
| "What I Like" | H 10 | H 13 | H 11 | H 16 | H 19 |

The Medium reports of charting artists are displayed over a five-week period. They are listed in order of total reports within the specific rotation for the week. Two numbers follow each album title. The first represents total number of our reporting stations playing the album this week. The second is the number of those stations that reported it in medium rotation this week. Below these numbers are breakdowns of the album's reports in other rotations for the week. The album's preferred airplay cut is listed.

THE HOTTEST

| | 3/21 | 3/14 | 3/7 | 2/29 | 2/22 |
|--------------------------------|---------|---------|---------|---------|---------|
| 1 BOB SEGER & SILVER... | 162/146 | 146/127 | 127/18 | 0/0 | 0/0 |
| Against The Wind (Capitol) | A 2 | A 16 | A 108 | | |
| "Fire Lake" | M 4 | M 6 | M 3 | | |
| 2 PINK FLOYD | 144/140 | 140/136 | 138/127 | 148/148 | 148/144 |
| The Wall (Columbia) | A 0 | A 0 | A 0 | A 0 | A 0 |
| "Brick" | M 4 | M 2 | M 3 | M 3 | M 4 |
| 3 HEART | 148/138 | 140/128 | 128/104 | 168/81 | 118/13 |
| Bebe Le Strange (Epic) | A 1 | A 0 | A 1 | A 4 | A 4 |
| "Even It Up" | M 4 | M 12 | M 24 | M 21 | M 13 |
| 4 LINDA RONSTADT | 143/138 | 143/126 | 127/98 | 138/22 | 0/0 |
| Mad Love (Asylum) | A 0 | A 2 | A 11 | A 110 | |
| "How Do I Make You" | M 13 | M 15 | M 20 | M 4 | |
| 5 TOM PETTY... | 121/104 | 127/113 | 122/112 | 148/138 | 148/138 |
| Damn... (Backstreet/MCA) | A 1 | A 0 | A 1 | A 0 | A 0 |
| "Refugee" | M 16 | M 14 | M 9 | M 10 | M 7 |
| 6 BILLY JOEL | 134/87 | 142/74 | 14/1 | 0/0 | 0/0 |
| Glass Houses (Columbia) | A 7 | A 123 | A 13 | | |
| "Right" | M 30 | M 5 | M 0 | | |
| 7 JOURNEY | 132/98 | 130/59 | 87/9 | 0/0 | 0/0 |
| Departure (Columbia) | A 4 | A 38 | A 73 | | |
| "Anyway" | M 32 | M 33 | M 5 | | |
| 8 RUSH | 105/83 | 109/80 | 102/78 | 121/84 | 128/74 |
| Permanent Waves (Mercury) | A 0 | A 0 | A 0 | A 0 | A 5 |
| "Spirit Of The Radio" | M 22 | M 29 | M 26 | M 37 | M 41 |
| 9 J. GEILS BAND | 130/82 | 130/85 | 119/79 | 135/83 | 135/80 |
| Love Stinks (EMI America) | A 0 | A 0 | A 0 | A 0 | A 0 |
| "Come Back" | M 48 | M 45 | M 40 | M 46 | M 55 |
| 10 DAN FOGELBERG | 88/73 | 108/82 | 112/90 | 138/111 | 145/119 |
| Phoenix (Full Moon/Epic) | A 0 | A 0 | A 0 | A 0 | A 0 |
| Title | M 25 | M 26 | M 22 | M 25 | M 28 |
| 11 PRETENDERS | 112/81 | 110/50 | 98/45 | 107/42 | 94/38 |
| Pretenders (Sire) | A 2 | A 4 | A 5 | A 8 | A 8 |
| "Brass In Pocket" | M 49 | M 56 | M 47 | M 57 | M 48 |
| 12 KNACK | 106/48 | 112/57 | 105/58 | 114/57 | 118/17 |
| ...But The Little... (Capitol) | A 0 | A 0 | A 1 | A 7 | A 81 |
| "Baby Talks" | M 98 | M 65 | M 46 | M 50 | M 20 |
| 12 BABYS | 87/48 | 89/52 | 97/68 | 115/63 | 113/80 |
| Union Jacks (Chrysalis) | A 0 | A 0 | A 0 | A 0 | A 0 |
| "Back On My Feet" | M 38 | M 27 | M 29 | M 32 | M 33 |
| 13 CHRISTOPHER CROSS | 72/45 | 68/35 | 55/30 | 63/25 | 54/21 |
| Christopher Cross (WB) | A 2 | A 9 | A 7 | A 7 | A 8 |
| "Ride" | M 25 | M 24 | M 18 | M 27 | M 25 |

The Hottest reports of charting artists are displayed over a five-week period. They are listed in order of total reports within the specific rotation for the week. Two numbers follow each album title. The first represents total number of our reporting stations playing the album this week. The second is the number of those stations that reported it in hot rotation this week. Below these numbers are breakdowns of the album's reports in other rotations for the week. The album's preferred airplay cut is listed.

"GIMME LOVE, GIMME PAIN"

(P-45913)



The new single from **SUE SAAD AND THE NEXT** (P-5)

PRODUCED BY RICHARD PERRY
AND JAMES LANCE

ON PLANET RECORDS



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AOR BREAKERS

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

PAT TRAVERS BAND
Crash And Burn
 (Polydor)
 "Whiskey" Title "Sign"
 "Love." 72% of our reporters on it. Total album reports: 112. A-92, M-12, H-8. Debuted this week at number 20.



MARSHALL TUCKER BAND
Tenth (WB)
 "Cattle" "Blues" "Time"
 "Dissolution." 60% of our reporters on it. Total album reports: 93. A-34, M-37, H-22. Charted this week at number 23.



SINGLES

- BLONDIE**
"Call Me" (Chrysalis)
- QUEEN**
"Crazy Little Thing Called Love" (Elektra)
- CRETONES**
"Real Love" (Planet)
- OFF BROADWAY**
"Stay In Time" (Atlantic)
- FOOLS**
"Night For Beautiful Girls" (EMI America)
- 38-SPECIAL**
"Rockin' Into The Night" (A&M)
- McGUINN & HILLMAN**
"One More Chance" (Capitol)
- GRAHAM NASH**
"In The Eighties" (Capitol)
- LED ZEPPELIN**
"Fool In The Rain" (Swan Song)
- TOURISTS**
"I Only Want To Be With You" (Epic)

These 45's received significant AOR airplay reports this week. These singles are either not available on an album or are from an album not currently on the Album Airplay/40 chart. The chart is listed in order of total mentions received this week.

JAZZ ON AOR

- SPYRO GYRA** Catching The Sun (MCA)
Title "Laser Material"
- CHUCK MANGIONE** Fun And Games (A&M)
"Give" "Pine"
- DAVID SANBORN** Hideaway (WB)
Title "Carly's" "Lisa"
- G. WASHINGTON JR.** Skylarkin' (Motown)
Various
- HERON & JACKSON** 1980 (Arista)
"Shah" "Push" "Willing" "Allen"
- PAT METHENY GROUP** American Garage (ECM)
Title "Heartland"
- RONNIE LAWS** Every Generation (UA)
Title "Passport"
- PASSPORT** Oceanliner (Atlantic)
Title "Hiroshima"
- HIROSHIMA** Hiroshima (Arista)
"Never"
- DR. STRUT** Struttin' (Motown)
Title

These albums received significant airplay reports this week but did not chart on the Album Airplay/40 listing. This chart represents activity based on a combination of add, medium and hot reports, as well as special jazz programming. The album's preferred airplay outs are listed.

REGIONAL AOR ACTIVITY

EAST

WZZO Allentown
215-894-0511

PD: GEORGE HARRIS
NO: CLASH 45

Added:
ONE TONS (Planet)
"Real Love"
"Whiskey" (A&M)
"Love" (Polydor)
"Stay In Time" (Atlantic)
"Night For Beautiful Girls" (EMI America)
"Rockin' Into The Night" (A&M)
"One More Chance" (Capitol)
"In The Eighties" (Capitol)
"Fool In The Rain" (Swan Song)
"I Only Want To Be With You" (Epic)

Hot:
BLONDIE (Chrysalis)
"Call Me"
QUEEN (Elektra)
"Crazy Little Thing Called Love"
CRETONES (Planet)
"Real Love"
OFF BROADWAY (Atlantic)
"Stay In Time"
FOOLS (EMI America)
"Night For Beautiful Girls"
38-SPECIAL (A&M)
"Rockin' Into The Night"
McGUINN & HILLMAN (Capitol)
"One More Chance"
GRAHAM NASH (Capitol)
"In The Eighties"
LED ZEPPELIN (Swan Song)
"Fool In The Rain"
TOURISTS (Epic)
"I Only Want To Be With You"

104FM WBCN Boston
617-266-1111

PD: GARY BROWN
NO: KATIE MEARNS

Added:
JAMES BRUSH (Polydor)
"Whiskey"
PAT TRAVERS BAND (Polydor)
"Crash And Burn"
MOTORHEAD (Polygram)
"Overkill"
JOURNEY (A&M)
"Don't Stop Believin'"
"Open Arms"
"Who's Your Favorite"
"L.A. Woman"
"I Wanna Take You Home"
"Crazy Little Thing Called Love"
"Stay In Time"
"Night For Beautiful Girls"
"Rockin' Into The Night"
"One More Chance"
"In The Eighties"
"Fool In The Rain"
"I Only Want To Be With You"

MOST ADDED

PAT TRAVERS BAND
Crash And Burn (Polydor) 28/27

RED RIDER
Don't Fight It (Capitol) 18/16

MOTORS
Tenement Steps (Virgin) 14/14

JOE PERRY PROJECT
Let The... (Columbia) 15/12

TRIUMPH
Progressions... (RCA) 14/12

Two numbers follow each album title. The first represents total number of Eastern stations playing the album this week. The second is the number of those stations that added it this week.

MEDIUM

CLASH
London Calling (Epic) 29/15

ROBIN TROWER
Victims Of... (Chrysalis) 22/16

NAZARETH
Malice In... (A&M) 24/14

ELVIS COSTELLO & ATTRACTIONS
Get Happy!! (Columbia) 31/13

WARREN ZEVON
Bad Luck... (Asylum) 28/13

GARY NUMAN
Pleasure... (Atco) 22/13

SHOOTING STAR
Shooting Star (Virgin) 14/13

Two numbers follow each album title. The first represents total number of Eastern stations playing the album this week. The second is the number of those stations who reported it in medium rotation this week.

THE HOTTEST

BOB SEGER & SILVER BULLET BAND
Against The... (Capitol) 33/33

PINK FLOYD
The Wall (Columbia) 32/32

LINDA RONSTADT
Mad Love (Asylum) 32/32

HEART
Babe Le Strange (Epic) 31/30

BILLY JOEL
Glass Houses (Columbia) 33/28

Two numbers follow each album title. The first represents total number of Eastern stations playing the album this week. The second is the number of those stations who reported it in hot rotation this week.

WZZO Baltimore
301-889-0088

PD: DEAN OLIVER
NO: ALAN CORNFELD

Added:
LINDA RONSTADT (Asylum)
"Mad Love"
PAT TRAVERS BAND (Polydor)
"Crash And Burn"
MOTORHEAD (Polygram)
"Overkill"
JOURNEY (A&M)
"Don't Stop Believin'"
"Open Arms"
"Who's Your Favorite"
"L.A. Woman"
"I Wanna Take You Home"
"Crazy Little Thing Called Love"
"Stay In Time"
"Night For Beautiful Girls"
"Rockin' Into The Night"
"One More Chance"
"In The Eighties"
"Fool In The Rain"
"I Only Want To Be With You"

104FM WBCN Bridgeport
203-579-9995

PD: TOM ZAROCK
NO: BRUCE ST. JAMES

Added:
JAMES BRUSH (Polydor)
"Whiskey"
PAT TRAVERS BAND (Polydor)
"Crash And Burn"
MOTORHEAD (Polygram)
"Overkill"
JOURNEY (A&M)
"Don't Stop Believin'"
"Open Arms"
"Who's Your Favorite"
"L.A. Woman"
"I Wanna Take You Home"
"Crazy Little Thing Called Love"
"Stay In Time"
"Night For Beautiful Girls"
"Rockin' Into The Night"
"One More Chance"
"In The Eighties"
"Fool In The Rain"
"I Only Want To Be With You"

Hartford
203-549-3458

PD: PAUL PETERSON

Added:
JAMES BRUSH (Polydor)
"Whiskey"
PAT TRAVERS BAND (Polydor)
"Crash And Burn"
MOTORHEAD (Polygram)
"Overkill"
JOURNEY (A&M)
"Don't Stop Believin'"
"Open Arms"
"Who's Your Favorite"
"L.A. Woman"
"I Wanna Take You Home"
"Crazy Little Thing Called Love"
"Stay In Time"
"Night For Beautiful Girls"
"Rockin' Into The Night"
"One More Chance"
"In The Eighties"
"Fool In The Rain"
"I Only Want To Be With You"

Lewiston-Portland
207-783-2085

PD: JOSE DIAZ
NO: NICE BUSBY

Added:
JAMES BRUSH (Polydor)
"Whiskey"
PAT TRAVERS BAND (Polydor)
"Crash And Burn"
MOTORHEAD (Polygram)
"Overkill"
JOURNEY (A&M)
"Don't Stop Believin'"
"Open Arms"
"Who's Your Favorite"
"L.A. Woman"
"I Wanna Take You Home"
"Crazy Little Thing Called Love"
"Stay In Time"
"Night For Beautiful Girls"
"Rockin' Into The Night"
"One More Chance"
"In The Eighties"
"Fool In The Rain"
"I Only Want To Be With You"

WRCN Long Island
516-727-1570

PD: PAUL HARRIS

Added:
JAMES BRUSH (Polydor)
"Whiskey"
PAT TRAVERS BAND (Polydor)
"Crash And Burn"
MOTORHEAD (Polygram)
"Overkill"
JOURNEY (A&M)
"Don't Stop Believin'"
"Open Arms"
"Who's Your Favorite"
"L.A. Woman"
"I Wanna Take You Home"
"Crazy Little Thing Called Love"
"Stay In Time"
"Night For Beautiful Girls"
"Rockin' Into The Night"
"One More Chance"
"In The Eighties"
"Fool In The Rain"
"I Only Want To Be With You"

WAAL Binghamton
607-772-8850

PD: DAVID BASKIN

Added:
JAMES BRUSH (Polydor)
"Whiskey"
PAT TRAVERS BAND (Polydor)
"Crash And Burn"
MOTORHEAD (Polygram)
"Overkill"
JOURNEY (A&M)
"Don't Stop Believin'"
"Open Arms"
"Who's Your Favorite"
"L.A. Woman"
"I Wanna Take You Home"
"Crazy Little Thing Called Love"
"Stay In Time"
"Night For Beautiful Girls"
"Rockin' Into The Night"
"One More Chance"
"In The Eighties"
"Fool In The Rain"
"I Only Want To Be With You"

104FM WBCN Cape Cod
617-255-3220

PD: LARRY KING
NO: NAME UNKNOWN

Added:
JAMES BRUSH (Polydor)
"Whiskey"
PAT TRAVERS BAND (Polydor)
"Crash And Burn"
MOTORHEAD (Polygram)
"Overkill"
JOURNEY (A&M)
"Don't Stop Believin'"
"Open Arms"
"Who's Your Favorite"
"L.A. Woman"
"I Wanna Take You Home"
"Crazy Little Thing Called Love"
"Stay In Time"
"Night For Beautiful Girls"
"Rockin' Into The Night"
"One More Chance"
"In The Eighties"
"Fool In The Rain"
"I Only Want To Be With You"

Hartford
203-247-1080

PD: DANIEL J. HARTON
NO: ID O'CONNELL

Added:
JAMES BRUSH (Polydor)
"Whiskey"
PAT TRAVERS BAND (Polydor)
"Crash And Burn"
MOTORHEAD (Polygram)
"Overkill"
JOURNEY (A&M)
"Don't Stop Believin'"
"Open Arms"
"Who's Your Favorite"
"L.A. Woman"
"I Wanna Take You Home"
"Crazy Little Thing Called Love"
"Stay In Time"
"Night For Beautiful Girls"
"Rockin' Into The Night"
"One More Chance"
"In The Eighties"
"Fool In The Rain"
"I Only Want To Be With You"

WBLM Long Island
516-687-1023

PD: MARC COPPOLA

Added:
JAMES BRUSH (Polydor)
"Whiskey"
PAT TRAVERS BAND (Polydor)
"Crash And Burn"
MOTORHEAD (Polygram)
"Overkill"
JOURNEY (A&M)
"Don't Stop Believin'"
"Open Arms"
"Who's Your Favorite"
"L.A. Woman"
"I Wanna Take You Home"
"Crazy Little Thing Called Love"
"Stay In Time"
"Night For Beautiful Girls"
"Rockin' Into The Night"
"One More Chance"
"In The Eighties"
"Fool In The Rain"
"I Only Want To Be With You"

WRCN Long Island
516-485-9200

PD: LARRY ALLEGRA

Added:
JAMES BRUSH (Polydor)
"Whiskey"
PAT TRAVERS BAND (Polydor)
"Crash And Burn"
MOTORHEAD (Polygram)
"Overkill"
JOURNEY (A&M)
"Don't Stop Believin'"
"Open Arms"
"Who's Your Favorite"
"L.A. Woman"
"I Wanna Take You Home"
"Crazy Little Thing Called Love"
"Stay In Time"
"Night For Beautiful Girls"
"Rockin' Into The Night"
"One More Chance"
"In The Eighties"
"Fool In The Rain"
"I Only Want To Be With You"

WJZ Boston
617-247-0850

PD: BOB WATIN

Added:
JAMES BRUSH (Polydor)
"Whiskey"
PAT TRAVERS BAND (Polydor)
"Crash And Burn"
MOTORHEAD (Polygram)
"Overkill"
JOURNEY (A&M)
"Don't Stop Believin'"
"Open Arms"
"Who's Your Favorite"
"L.A. Woman"
"I Wanna Take You Home"
"Crazy Little Thing Called Love"
"Stay In Time"
"Night For Beautiful Girls"
"Rockin' Into The Night"
"One More Chance"
"In The Eighties"
"Fool In The Rain"
"I Only Want To Be With You"

104FM WBCN Cape Cod
617-255-3220

PD: LARRY KING
NO: NAME UNKNOWN

Added:
JAMES BRUSH (Polydor)
"Whiskey"
PAT TRAVERS BAND (Polydor)
"Crash And Burn"
MOTORHEAD (Polygram)
"Overkill"
JOURNEY (A&M)
"Don't Stop Believin'"
"Open Arms"
"Who's Your Favorite"
"L.A. Woman"
"I Wanna Take You Home"
"Crazy Little Thing Called Love"
"Stay In Time"
"Night For Beautiful Girls"
"Rockin' Into The Night"
"One More Chance"
"In The Eighties"
"Fool In The Rain"
"I Only Want To Be With You"

Hartford
203-247-1080

PD: DANIEL J. HARTON
NO: ID O'CONNELL

Added:
JAMES BRUSH (Polydor)
"Whiskey"
PAT TRAVERS BAND (Polydor)
"Crash And Burn"
MOTORHEAD (Polygram)
"Overkill"
JOURNEY (A&M)
"Don't Stop Believin'"
"Open Arms"
"Who's Your Favorite"
"L.A. Woman"
"I Wanna Take You Home"
"Crazy Little Thing Called Love"
"Stay In Time"
"Night For Beautiful Girls"
"Rockin' Into The Night"
"One More Chance"
"In The Eighties"
"Fool In The Rain"
"I Only Want To Be With You"

WBLM Long Island
516-687-1023

PD: MARC COPPOLA

Added:
JAMES BRUSH (Polydor)
"Whiskey"
PAT TRAVERS BAND (Polydor)
"Crash And Burn"
MOTORHEAD (Polygram)
"Overkill"
JOURNEY (A&M)
"Don't Stop Believin'"
"Open Arms"
"Who's Your Favorite"
"L.A. Woman"
"I Wanna Take You Home"
"Crazy Little Thing Called Love"
"Stay In Time"
"Night For Beautiful Girls"
"Rockin' Into The Night"
"One More Chance"
"In The Eighties"
"Fool In The Rain"
"I Only Want To Be With You"

WRCN Long Island
516-485-9200

PD: LARRY ALLEGRA

Added:
JAMES BRUSH (Polydor)
"Whiskey"
PAT TRAVERS BAND (Polydor)
"Crash And Burn"
MOTORHEAD (Polygram)
"Overkill"
JOURNEY (A&M)
"Don't Stop Believin'"
"Open Arms"
"Who's Your Favorite"
"L.A. Woman"
"I Wanna Take You Home"
"Crazy Little Thing Called Love"
"Stay In Time"
"Night For Beautiful Girls"
"Rockin' Into The Night"
"One More Chance"
"In The Eighties"
"Fool In The Rain"
"I Only Want To Be With You"

MIDWEST

Kansas City 816-531-3400

WIBX 104.5
 Add: PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)
 PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)

KY/IO9 - Kansas City 816-753-4567

WIBX 104.5
 Add: PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)
 PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)

Lansing 517-393-1320

WJLB 101.1
 Add: PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)
 PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)

Lincoln 402-432-8565

FM 102.1
 Add: PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)
 PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)

Madison 608-274-5460

WIBA-FM
 Add: PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)
 PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)

Madison 608-249-9277

WMAD
 Add: PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)
 PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)

Milwaukee 414-342-1111

WLPX 97 fm
 Add: PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)
 PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)

Milwaukee 414-276-2040

93QFM
 Add: PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)
 PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)

Minneapolis 612-545-5601

KQ92
 Add: PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)
 PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)

Muscatine 319-283-2612

KPHL
 Add: PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)
 PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)

Omaha 402-592-5300

Z92
 Add: PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)
 PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)

Peoria 309-674-2000

WUUCT
 Add: PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)
 PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)

Rockford 815-877-3075

JOE
 Add: PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)
 PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)

Rockford 815-877-3075

JOE
 Add: PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)
 PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)

Rockford 815-399-2233

WZOK 97
 Add: PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)
 PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)

Saginaw 817-892-9528

WANGS
 Add: PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)
 PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)

Sioux Falls 605-339-1620

KYYQ3
 Add: PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)
 PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)

St. Louis 314-842-1111

WVUE 104.5
 Add: PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)
 PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)

St. Louis 314-842-1111

WVUE 104.5
 Add: PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)
 PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)

Terre Haute 812-238-2857

WZLX 104.5
 Add: PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)
 PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)

Toledo 419-248-3377

FM 104
 Add: PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)
 PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)

Wichita 316-722-8123

T-95
 Add: PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)
 PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)

Winnipeg 204-775-0371

92 CITI FM
 Add: PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)
 PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)

MIDWEST

Albuquerque 505-285-8811

KFMG
 Add: PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)
 PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)

Aspen 303-925-5776

KCN
 Add: PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)
 PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)

Albuquerque 505-266-7948

KRST
 Add: PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)
 PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)

Bakersfield 805-832-1410

98
 Add: PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)
 PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)

Anahelm 714-776-3688

KGZYFM
 Add: PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)
 PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)

MOST ADDED

PAT TRAVERS BAND
Crash And Burn (Polydor) 29/24
DARYL HALL
Sacred Songs (RCA) 13/13
CRETONES
Thin Red Line (Planet) 17/12
TRUMPH
Progressions... (RCA) 14/12
RED RIDER
Don't Fight It (Capitol) 14/11

MEDIUM

KNACK
...But The Little... (Capitol) 32/20
CLASH
London Calling (Epic) 25/19
ELVIS COSTELLO & ATTRAXIONS
Get Happy!! (Columbia) 28/18
WARREN ZEVON
Bad Luck... (Asylum) 31/16
NAZARETH
Malice In... (A&M) 27/16

THE HOTTEST

BOB SEGER & SILVER BULLET BAND
Against The... (Capitol) 42/40
HEART
Babe Le Strange (Epic) 39/36
LINDA RONSTADT
Mad Love (Asylum) 37/33
PINK FLOYD
The Wall (Columbia) 36/33
JOURNEY
Departure (Columbia) 35/27

Boulder 303-444-5600

KBCO
 Add: PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)
 PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)

Boise 208-344-6363

104
 Add: PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)
 PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)

Denver 303-938-2313

106 KBPI
 Add: PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)
 PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)

Casper 307-235-1515

106
 Add: PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)
 PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)

Casper 307-235-1515

106
 Add: PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)
 PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)

Casper 307-235-1515

106
 Add: PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)
 PAT TRAVERS BAND (Polydor)
 HEART (Capitol)
 DARYL HALL & THE HOLOGRAMS (Capitol)
 JEFFERSON STARSHIP (Capitol)
 BOB SEGER & THE SYSTEM (Capitol)

Country



R&R's Nashville Editor Biff Colle, one of the founding fathers of the Country Radio Seminar (CRS), is shown getting the crowd set for another session of learning in Nashville.



"How To Find And Develop Programming Talent" was the topic of the panel shown here. (Left to right) Bobby Kraig, WTHI/Terre Haute; Pat Martin, WXYQ/Stevens Point; Steve Dickert, WKDA/Nashville; and Dale Weber, WDWY/Minneapolis.



Ed Salamon, PD of WHN/New York (standing) moderates a panel with Jim Phillips, KHEY/El Paso and Don Nelson, recently resigned GM of WIRE/WXTZ/Indianapolis. The discussion centered around Arbitron ratings.



Gary Teaney, KIOC/Orange, TX; Kim Pyle, WOKX/High Point (newly-elected CRS-1981 Radio Agenda Chairperson) Rhil Newmark, WMC/Memphis; and Mike Oatman, KFDI/Wichita, as seen during their creative sales panel.



John Curb is pictured (standing) during the Friday night rep room. RCA's Wayne Edwards and Gary Kines of WSUN/St. Petersburg, are in the background. Edwards and Kines co-directed the flow to topics.



This year's CRS Radio Agenda Chairman Don Boyles of WSUN/St. Petersburg (left) hosts a panel on FCC rules and regulations with Washington lawyers Tom Wall and Bob Heald.



Walt Shaw, PD of KRAK/Sacramento, is seen with seminar participants of the traditional "rap room."



Dr. Robert Balon, President of Multiple Systems Analysis, and KIKK/Houston OM, Bill Figenshu, during the programming and music research panel.



Mercury's Frank Leffel (right) and promoter Johnny "K" (left end) are pictured sharing a laugh during a meeting break at the seminar.

COUNTRY RADIO SEMINAR

"New Faces Show"



Capitol's Juice Newton makes music.



"New Faces" master of ceremonies Charlie Monk (center) is surrounded by the evening performers, who included Alabama (MDJ Records); Carol Chase (Casablanca); Lacy J. Dalton (Columbia); "Big Al" Downing (WB); Leon Everette (Orlando); Reba McEntire (Mercury); Juice Newton (Capitol); Sylvia (RCA); and Jim Weatherly (Elektra).



"Big Al" Downing performs at the festivities.



Elektra's Jim Weatherly wings one of his compositions.



The always-entertaining John "The Fish" Fisher does a few magic tricks for the crowd of friends.



RCA's Sylvia during her performance.

LORETTA LYNN

she's done it again



...another hit single

Pregnant Again

MCA-41185

B/W You're A Cross I Can't Bear

from her newly released album: **LORETTA** produced by Owen Bradley.
MCA-3217

MCA RECORDS
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Jim Duncan

Country

1980 Country Radio Seminar A Huge Success

One of the hardest decisions I've ever had to make came last week when I decided not to get on a plane and join many old friends in Nashville for the annual Country Radio Seminar. Having served on the agenda committee for the past few years, including this year, I knew the excitement the first seminar of the 80's was creating. As always, I wanted to be a part of the creative energy flow that is a part of the seminar. The sharing of ideas and the chance to learn the present state of our art and business makes it a must for my continued education and growth. Besides a learning experience, the seminar has always been a fun experience which I enjoyed for the past years covering not only with my words, but my camera as well. My reason for not getting on that plane last week was personal, and seems almost boring now, so I won't waste the space here trying to explain.

As has been the policy of the R&R Country section since I have been here, the Country Radio Seminar is always given lots of space for pictures and the highlights. This year is no exception. Thanks to Jon "Mr. Big" Di Amelio for all of this year's exclusive seminar pictures. (He sent me the film; I still did my share by developing the film and making the prints.) Also, thanks to Agenda Chairman Don Boyles, seminar coordinator Frank Mull, PR Director Kelley Delaney, and R&R's Lee Wade for helping me get the details. A very special "thank you" to KIKK's Bill Figenshu for filling in for me as moderator of the Programming-Music Research panel. I can hardly wait until next year.

Speaking of next year, Kim Pyle of WOKX/High Point, NC became the first female Radio Agenda Chairperson for the CRS. Sonderling's Mac Allen was re-elected as President of the CRS. Frank Mull was given the position of Executive Director, with CBS's Joe Casey and RCA's Joe Galante named to represent the record industry for CRS/1981.

In talking with a number of panelists and participants of this year's seminar, their consensus is that the runaway highlight was keynoter Paul Harvey. They are still talking about his thoughts on country music lyrics with sexual overtones. Video presentations of Dr. Morris Massey of the University of Colorado and one prepared by Malrite Broadcasting's John Chaffey proved to be favorites of most in attendance. Pioneer radio sports broadcaster Red Barber was the opening speaker on the second day of activity.



Seminar keynote speaker Paul Harvey.

Topics ranged from managing people to music research. This year's theme was "Answers To The 80's." Everyone we talked with seemed to agree they did walk away from this seminar with some answers to better programming, sales, motivation, and creativity for the new decade.

The Mutual Radio network presented a satellite demonstration and an audiovisual show about the growth of network radio. Friday afternoon the Country Music Association bought lunch for the 400 registrants and gave a mini-multimedia show. Jimmy Carter impersonator Carl Wolfson helped lighten the affair. Beside the annual Friday night "rap room," that night was special because of a private screening of the much-acclaimed "Coal Miner's Daughter." The seminar's "New Faces Show" was put together by Charlie Monk, Ed Keeley and Barbara Kelly.

As the R&R press deadline rapidly approaches, I must let the pictures tell the rest of the story. Thanks again to everyone in making our coverage once again the best.

News Notes

In other news this week, the Arbitron advances for the January-February books are starting to come into R&R. Country radio is looking good in the early returns... Coyote Calhoun is the PD of semi-automated WAMZ/Louisville. Calhoun recently joined the station from KLUF/Houston. He had been former WAKY/Louisville PD John Randolph's assistant for five years. Randolph is currently PD of Plough's WMPS/Memphis... As of May 17, Bill Knight is resigning as PD of WUNI/Mobile. Knight will be looking to relocate at that time... John Stevens, from KTTS/Springfield, MO, is the new afternoon man and MD at KCKN/Kansas City... Ron Tatar has been let go as MD-air personality at KOKE/Austin. Apparently there will be no replacement... Jolley Snyder is the new all-night personality on KLIX/Twin Falls, ID. As reported here earlier this month, former Salt Lake City radio man Larry Hunter has also been added to the KLIX staff... Carolyn Duncan, the morning co-anchorperson on KMPS/Seattle, just became a mother; giving birth to an eight-pound girl. It is also reported that KMPS all-nighter Susan Falconer is expecting. (Makes you wonder what goes on during PD Ron Norwood's staff meetings.)... WMZQ-FM has new offices and studios. They are now located at 5513 Connecticut Ave. NW, Washington, D.C. 20015... Check out the R&R "Street Talk" item this week submitted by Rusty Walker of WQIK/Jacksonville, FL. The WQIK traffic airplane is back in the news again. Of course you remember the R&R story about its famous short-lived station mascot, a ring-necked pheasant. This new bit is worth a chuckle... So what's NEWS with you?



Red Barber



Panel discussion about the record industry and its relation to the radio industry in the 80's. Pictured are Moon Mullins, WDAF/Kansas City; producer Norro Wilson; RCA's Ronnie Millsap; Joe Galante, also of RCA; Mike Martinovich of CBS Records Marketing; independent promoters Bruce Hinton, Peter Svendsen and Jan Rhees.



"Programming For The 80's" was the topic off a panel lead by Lee Master (not pictured). Seen here are panellists Barry Warner of KIKK/Houston; R&R columnist Brad Messer of KTSA/San Antonio; and John Chaffey of Malrite Broadcasting.



Hosted By:

**EDDIE
RABBITT**

Already scheduled on:
WPLO, CKLW-FM,
WMAQ, WMZQ,
and 56 others.

The Music Festival

Imagine this setting . . . 18 miles of creek with the clearest water you've ever seen running through a mythical valley, surrounded by solid oak trees and bathed in prairie sun . . . Right in the middle of this fantastic setting, a multiple of stages with all of the excitement of country music at its best . . . Imaginary? Yeah! But so real you'll swear you're there, and your station will be broadcasting this event exclusively in your market.

This is the original country music festival for radio, featuring over 50 of the greatest country artists, including Crystal Gayle, Larry Gatlin, Dolly Parton, Willie Nelson, Emmylou Harris, Charley Pride, Waylon Jennings, Tanya Tucker, Kenny Rogers, Mel Tillis, Charlie Daniels, Jerry Reed, Mickey Gilley PLUS backstage interviews with many of the people who helped structure the foundation of the country music we enjoy today . . . Roy Acuff, Minnie Pearl, Chet Atkins, Willie Nelson, Waylon Jennings, Snuff Garrett, Tompall, Merle Haggard and more . . . 24 NON-STOP HOURS . . . Already sold to many stations including CKWX/Vancouver, WYPL/Green Bay, WCHY/Savannah, WPNX/Columbus, GA, KLOZ/El Paso, WQBE/Charleston, WV and many more . . . Call TM Special Projects' Ron Nickell or Neil Sargent **COLLECT AT (214) 634-8511.**

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Country

BREAKERS

MERLE HAGGARD The Way I Am (MCA)

On 76% of reporting stations. This week's adds include KLAC, WHOO, KOKE, WIL, WINN, WCMS, WEEP, WPOR. Charts: 31-23 WCXI, 40-30 WMZQ, 36-29 KCUB, 31-24 KNIX, 51-30 CKLW-FM, 35-28 KLZ, 30-24 WSM, 35-30 WJJD, 43-27 KHEY, 38-28 WUBE. R&R Chart 37-31.

LARRY GATLIN AND THE GATLIN BROTHERS BAND

Taking Somebody With Me... (Columbia)

70% of reporters on it. Charts: 38-29 WTSO, 39-28 KHAK, 20-15 WSAI, 39-29 KRMD, 45-30 KKYX, 35-27 KFTN, debut 21 WHOO, 1-1 WHN, 31-23 WQQT, 49-27 KLV, 37-29 WVOJ. New adds include KSON, WIL, WUBE, WKSJ, WMC, WKXA. R&R Chart 40-33.

DOLLY PARTON

Starting Over Again (RCA)

On 63% of reporting stations, one of the "Most Added" this week. New at WHN, WDAF, KFDI, WMAQ, KSO, KLAC, WWVA, KSON, WXCL, KVET, KWMT, WGTO, KEBC, WBAX, KIKX, KYNN, WNVY, WPOR. Charts: 38-27 WFMS, debut 25 WHOO, debut 26 WSUN, debut 29 WUNI. R&R Chart: Debut 35.

NEW & ACTIVE

All other new and recent releases getting substantial airplay. These are listed in order of activity for this week. You'll notice two numbers immediately follow each song title below (example 30/5). The first represents total number of our reporting stations playing the record this week. The second is the number of those stations that added it this week.

EDDY ARNOLD "Let's Get It While The Gettin's Good" (RCA) 75/14, WHK, WUBE, WDAF, KNEW, KCUB, WINN, WMC, WSUN, KNOE, WLAS, WCMS, WSEN, KIDN, WHBF. Charts: 36-27 KRMD, 36-30 KRZY, 25-18 KFTN, 33-29 WCOS-FM, 29-21 CKLW-FM, 31-25 KLZ, 30-25 KFGO, 32-23 WJJD. R&R Chart: Debut 38.

CON HUNLEY "You Lay A Whole Lot Of Love On Me" (WB) 67/13, WFMS, WSAI, WTSO, WHK, WTHI, WHBF, KRAM, WIL, WYDE, WINN, KHEY, WPOR, WOKQ. Charts: 36-27 WCOS-FM, 38-30 WBAM, 29-24 KFGO, 14-12 KCKC, debut 28 WUNI, 28-24 WWVA.

JOE STAMPLEY "After Hours" (Epic) 64/17, WEEP, WKXA, WGTO, WNVY, WLAS, WINN, WDDD, WDAF, WIL, WWOJ, CKLW-FM, WTHI, KSO, WJJD, KTOM, KSSS, KMAK. Charts: 38-29 KRZY, 39-30 KFTN, 37-24 WBAM.

LORETTA LYNN "Pregnant Again" (MCA) 64/8, KLAC, KEEN, KIDN, WIL, WBAP, KKYX, WQQT, WEEP. Charts: 30-24 WDAF, 33-27 KWMT, 30-17 WCXI, 31-26 KRMD, 31-20 WNR, 34-29 KHAK, 33-27 CKLW-FM, 38-28 WCOS-FM, 20-14 WIRK-FM, 29-22 WTHI, 33-24 KSO, 36-27 WUBE, 27-20 WKMF, 19-6 KLAKE.

JOHN WESLEY RYLES "Perfect Strangers" (MCA) 63/6, KLAC, KBET, WTSO, KWMT, WINN, KVET. Charts: 37-29 WCMS, 28-22 WCOS-FM, 13-7 WBAM, 37-28 WQQT, 39-29 KIKX, 37-27 WAXX, 31-21 WMZQ, 32-26 KKYX, 33-24 KRMD, 29-23 KHAK.

JOHN ANDERSON "She Just Started Liking Cheatin' Songs" (WB) 57/13, KNIX, KUZZ, KLAKE, WXCL, KWMT, WNR, WDG, WIRE, WHK, KSSS, WUNI, WQQT, KLV. Charts: Debut 19 WHOO, 39-29 WSM, 36-26 KSO, 30-25 WADR.

JEANNE PRUETT "Temporarily Yours" (IBC) 56/18, WLAS, WSUN, KHEY, KLV, WUBE, WHK, KWMT, WNVY, WNR, WJJD, WIRE, KTOM, KRZY, KNEW, KRAM, KIKX, KSSS, KMAK. Charts: 40-30 KHAK, 34-24 WMZQ, 36-29 CKLW-FM.

BILLY "CRASH" CRADDOCK "I Just Had You On My Mind" (Capitol) 55/9, KMPS, KEEN, KRAK, KUZZ, WDAF, WHBF, WUBE, WHK, WLAS. Charts: 31-28 WEEP, 38-30 WFMS, 36-30 WSAI, 30-26 WWVA, 9-4 KCKC.

LEON EVERETTE "I Don't Want To Lose" (Orlando) 53/12, WCMS, KOKE, WSAI, KSO, WJJD, KSON, KLAKE, KTOM, KLZ, KMPS, KSSS, WOKQ. Charts: 30-21 WCOS-FM, 32-25 CKLW-FM, 36-29 WQQT.

DONNA FARGO "Walk On By" (WB) 53/6, KRZY, KIDN, WHBF, WINN, WCXI, WWOJ. Charts: 37-28 KRMD, 29-25 WWVA, 26-19 WQQT.

Others Getting Significant Action

ED BRUCE "Diane" (MCA) 41/7, KEEN, WGTO, WCOS-FM, WUNI, KHEY, WHBF, KTYN, 38-27 WMZQ.

JANIE FRICKE "Pass Me By" (Columbia) 35/10, KIKX, KSSS, KHAK, WXCL, KYNN, WKMF, KLV, KVET, WUNI, KHEY, 35-30 KFGO.

JOE SUN "Shotgun Rider" (Ovation) 34/9, WYII, WGTO, WIRK-FM, KENR, WTHI, KBMR, KRZY, KSSS, debut 29 WLWI.

FLOYD CRAMER "Dallas" (RCA) 33/15 WWVA, WINN, WJJD, KEED, KMPS, KRZY, KMAK, KUGR, KIKX, KRAM, KBET, KFGO, WIRK-FM, WYII, KRMD. Charts: 35-27 WEEP, 20-14 KNOE, 15-9 WMZQ, 16-11 WLWI, 30-24 WSUN.

TOMMY OVERSTREET "Down In The Quarter" (Elektra) 32/8, KFTN, KIKX, KLZ, KUGR, KSSS, KBMR, KEBC, WNVY, 27-22 WLWI.

RONNIE McDOWELL "Lovin' A Living Dream" (Epic) 29/19, KNIX, KLAKE, KEED, KBET, WSAI, WXCL, CKLW-FM, KFGO, KSO, KHEY, KEBC, KKYX, KZIP, WLAS, KVOO, WLWI, WUNI, WBAM, WYII, 32-28 WVOJ.

CRISTY LANE "One Day At A Time" (UA) 27/23, KMPS, KEEN, WIRE, WHK, WDG, WXCL, WCXI, KHAK, KSO, CKLW-FM, KYNN, KEBC, KVOO, KRMD, WYDE, WLWI, KZIP, WVOJ, KSSS, KIKX.

MAC DAVIS "Hard To Be Humble" (Casablanca West) 25/6, KEED, WDAF, WKMF, KIKX, KSSS, WPOC. Charts: 17-10 WCXI, 34-25 KNIX, 19-8 KCKC.

NATIONAL AIRPLAY/40

Radio & Records

March 21, 1980

| Three Weeks | Two Weeks | Last Week | | |
|-------------|-----------|-----------|----|---|
| 13 | 11 | 4 | 1 | BELLAMY BROTHERS/Sugar Daddy (WB/Curb) |
| 5 | 2 | 1 | 2 | RONNIE MILSAP/Why Don't You Spend The Night (RCA) |
| 7 | 4 | 3 | 3 | CONWAY TWITTY/I'd Love To Lay You Down (MCA) |
| 2 | 1 | 2 | 4 | WILLIE NELSON/My Heroes Have Always Been Cowboys (Columbia) |
| 12 | 9 | 6 | 5 | STATLER BROTHERS/(I'll Even Love You) Better Than I Did (Mercury) |
| 17 | 12 | 8 | 6 | CRYSTAL GAYLE/It's Like We Never Said Goodbye (Columbia) |
| 22 | 17 | 10 | 7 | CHARLEY PRIDE/Honky Tonk Blues (RCA) |
| 9 | 7 | 7 | 8 | CHARLY McCLAIN/Men (Epic) |
| 18 | 14 | 11 | 9 | MOE BANDY/One Of A Kind (Columbia) |
| 27 | 20 | 16 | 10 | RAY STEVENS/Shriner's Convention (RCA) |
| 6 | 5 | 5 | 11 | MEL TILLIS/Lying Time Again (Elektra) |
| 24 | 19 | 15 | 12 | HANK WILLIAMS JR./Women I've Never Had (Elektra) |
| 31 | 25 | 19 | 13 | DOTTIE WEST/A Lesson In Leaving (UA) |
| 32 | 26 | 20 | 14 | BRENDA LEE/The Cowgirl And The Dandy (MCA) |
| 26 | 22 | 17 | 15 | JERRY LEE LEWIS/When Two Worlds Collide (Elektra) |
| 34 | 29 | 24 | 16 | GEORGE JONES & TAMMY WYNETTE/Two Story House (Epic) |
| 29 | 23 | 22 | 17 | ROSANNE CASH/Couldn't Do Nothing Right (Columbia) |
| - | 31 | 27 | 18 | EMMYLOU HARRIS/Beneath Still Waters (WB) |
| 35 | 30 | 26 | 19 | DEBBY BOONE/Are You On The Road To Lovin' Me Again (WB/Curb) |
| 10 | 10 | 14 | 20 | BOBBY BARE/Numbers (Columbia) |
| 33 | 28 | 25 | 21 | ALABAMA/My Home's In Alabama (MDJ) |
| 30 | 27 | 28 | 22 | LACY J. DALTON/Tennessee Waltz (Epic) |
| 15 | 13 | 18 | 23 | JOHNNY DUNCAN/Play Another Slow Song (Columbia) |
| 3 | 6 | 9 | 24 | WAYLON JENNINGS/I Ain't Living Long Like This (RCA) |
| 1 | 3 | 12 | 25 | ANNE MURRAY/Daydream Believer (Capitol) |
| - | - | 32 | 26 | EDDIE RABBITT/Gone Too Far (Elektra) |
| - | - | 33 | 27 | JIM ED BROWN & HELEN CORNELIUS/Morning Comes Too Early (RCA) |
| 37 | 32 | 31 | 28 | REX ALLEN JR./Yippy Cry Yi (WB) |
| - | 40 | 34 | 29 | DANNY DAVIS & WILLIE NELSON/Night Life (RCA) |
| 4 | 8 | 13 | 30 | GENE WATSON/Nothing Sure Looked Good On You (Capitol) |
| - | - | 37 | 31 | MERLE HAGGARD/The Way I Am (MCA) |
| 16 | 18 | 21 | 32 | GEORGE BURNS/I Wish I Was Eighteen Again (Mercury) |
| - | - | 40 | 33 | LARRY GATLIN/Taking Somebody With Me When I Fall (Columbia) |
| - | - | 35 | 34 | BILLIE JO SPEARS/Standing Tall (UA) |
| - | - | 36 | 35 | DOLLY PARTON/Starting Over Again (RCA) |
| - | - | 36 | 36 | KENNY DALL/Let Me In (Capitol) |
| - | - | 36 | 37 | DIRT BAND/An American Dream (UA) |
| - | - | 38 | 38 | EDDY ARNOLD/Let's Get It While The Gettin's Good (RCA) |
| - | - | 39 | 39 | JIM WEATHERLY/Gift From Missouri (Elektra) |
| - | - | 40 | 40 | CHARLIE DANIELS BAND/Long-Haired Country Boy (Epic) |

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate continued upward movement from the majority of our reporters.

DON WILLIAMS "Good Ole Boys Like Me" (MCA) 49/49, "The Most Added" record this week. Some new adds include KMPS, KNIX, KCUB, KEED, KNEW, KEEN, KRAK, KCKC, KLAKE, WFSR, WSLR, KSO, WIRE, KFGO, WCXI, WDAF, WXCL, WSAI, WDG, WNR, WMAQ, WMC, WINN, KRMD, WHOO, WSUN, WIRK-FM, WSM, WQQT, WYDE, KIKK, WUNI, WVOJ, WYII, WSEN.

LINDA RONSTADT "Rambler Gambler" (Asylum) 49/12, KLZ, WFMS, WINN, KVOO, KRMD, KHEY, WYDE, KFEQ, WXCL, KWMT, KMAK, KLAKE. Charts: 18-13 WBAX, 31-20 KSSS, 32-28 KEEN, 24-19 KUGR, 36-30 WIRK-FM, 31-24 KHAK, 33-28 WPOC.

GAIL DAVIES "Like Strangers" (WB) 45/15, KIKK, WVOJ, WSLR, KNEW, KIKX, WLAS, KEBC, WTSO, KYNN, WXCL, KHAK, KBMR, CKLW-FM, KUZZ, KBET. Charts: 39-30 WSEN, 26-20 KCKC, debut 28 WSUN, debut 27 KMPS.

Most Requested

| LW | RW | |
|----|----|----------------------------|
| 2 | 1 | RAY STEVENS (RCA) |
| 1 | 2 | CONWAY TWITTY (MCA) |
| 4 | 3 | BELLAMY BROTHERS (WB/Curb) |
| 3 | 4 | BOBBY BARE (Columbia) |
| 6 | 5 | CRYSTAL GAYLE (Columbia) |
| 7 | 6 | GEORGE & TAMMY (Epic) |
| - | 7 | CHARLEY PRIDE (RCA) |
| - | 8 | BRENDA LEE (MCA) |
| - | 9 | ROSANNE CASH (Columbia) |
| - | 10 | DOTTIE WEST (UA) |

Active Re-Currents

Singles that have dropped off most current charts but still showing some activity through sales and/or requests.

- BOBBY BARE Numbers (Columbia)
- RAZZY BAILEY I Can't Get Enough... (RCA)
- GEORGE BURNS I Wish I Was 18... (Mercury)
- JOHN CONLEE Baby, You're Something (MCA)
- TOM T. HALL Old Side Of Town (RCA)
- WAYLON JENNINGS I Ain't Living Long... (RCA)
- BARBARA MANDRELL Years (MCA)
- ANNE MURRAY Daydream Believer (Capitol)
- WILLIE NELSON My Heroes Have Always... (Columbia)
- GENE WATSON Nothing Sure Looked... (Capitol)
- DON WILLIAMS Love Me Over Again (MCA)



Biff Collie Inside Nashville

Country

FLASHVILLE: Paul Harvey and Red Barber thrilled over 400 Country Radio Seminar registrants with their own brand of Pronouncements as 1980 keynoters of CRS 11. Charlie Daniels did a walk-on and PSA for the CMA. Super panels and strong agenda, thanks to this year's agenda chairman Don Boyles, VP/GM at WSUN/St. Petersburg . . . Daniels had just gotten back from a flight to Dallas to see Bobby Bare's show at The Rose. Though crippled by a broken arm, Charlie had to sing "Long-Haired Country Boy" and "Uneasy Rider." He's in Vegas this week to do "Dinah" at the Grand Hotel . . .

Johnny and June Cash will build a 106-unit home for the elderly in nearby Madison next door to the home where June's mother Maybelle Carter died in October '78 . . . Tom T. Hall played a big part in building a new sanctuary at Mt. Pisgah United Methodist Church in Brentwood, across from his old home. The Mt. Pisgah choir was heard on Tom T.'s "Me & Jesus" . . . David Allen Coe finished his latest album, "I've Got Something To Say," helped vocally by Kris Kristofferson,



Johnny and June Cash

Dickey Betts, Bill Anderson, and George Jones . . . Pat Boone has another book going on sale in May called "Pray And Win" . . . George & Tammy killed 'em on stage with their first duet in four years, playing to two sellout houses in New London, CT and two sellouts in Hagerstown, MD . . . Tammy tapes her first TV special April 14-15 (60 minutes from the Grand Ole Opry). Ex-hubby George Jones and Tom T. Hall special guest . . . Eddie Rabbitt's sixth Elektra release wrapping up now, with 9 out of 10 cuts written or co-written by Eddie. One track will be part of the movie soundtrack for UA's "Roadie," a rock 'n' roll comedy starring Meat Loaf, Blondie, Alice Cooper, and Art Carney. Movie out this summer in tandem with soundtrack . . . June 7 is air date for the Oak Ridge Boys ABC Radio network special (400

affiliates) . . . Slim Whitman, who most Americans for years have presumed inactive, may be the "Come-backer" of the year, thanks to his current record album TV commercial selling a package of his hits (which has sold over 1.2 million by the way). Though he's been named Entertainer of the Year in England (1973-78-79) and is one of the biggest international record stars, he's not even under record contract in America. (Not for long now, I'll bet!) . . . Ernest Tubbs, in an Associated Press story, says the major record companies have "quit" country music (his "Legend & Legacy" album went over the \$1 million mark in Canada and America recently) . . . The Academy of Country Music awards air May 1, carried live by NBC-TV. A special award will be announced for the "single biggest contributor in image and success to Country music through the past decade." Previous winner, in 1970, was Marty Robbins.

AIRLINES: Charley Pride sold his interest in KFOG-FM/San Francisco for \$1.1 million . . . Hoyt Axton sings in ABC's new series about construction workers, "When The Whistle Blows" . . . Crystal Gayle and Loretta work the "Tonight Show" six days apart: Loretta on the 19th, Crystal on the 26th . . . Signs: on the Oak Ridge Boys' bus #1, "Senior Citizens," on #2, "Governor's Staff" . . . Bobby Daniels, drummer in



Charley Pride

Kenny Rogers's "Bloodline" band, got married at Jack Clement Studios to Sylvia Coakely while the rest of the band watched. (They thought they were there for a record session!) . . . Sheb Wooley will star in a new TV pilot called "Dallas Saturday Night." His costars will include Slim Pickens, Joe Heathcock and Mel Tillis . . . David Houston recorded an album on stage at the Grand Ole Opry House, alone! No people there, just David, the musicians, the Osborne Bros., and Charlie Louvin, who will be heard on the album with him.

MOVIES: Loretta's "Coal Miner's Daughter" opened, first weekend, to a three-day gross of \$3.25 million. It debuted Friday (14) in 125 theatres and Friday (21) in an additional 250. ABC-TV bought the television rights, to air in 1982 . . . Glenarm Productions of Pasadena bought the movie rights to Barry "Green Beret" Sadler and Billy Arr's book, a mystery novel called "Nashville With A Bullet." It will be filmed here sometime this year. The screenplay is still cooking. Country Disc Jockey Hall of Famer Cliffie Stone and G.L. Hall are co-producers of the project . . . George Jones & Tammy Wynette will sing the soundtrack in Tammy's movie story "Stand By Your Man" . . . Don Williams sang and acted in "Smokey & The Bandit II" in Jupiter, FL. Don's acting in his second Burt Reynolds movie; the first was "W.W. & The Dixie Dancekings."

MERLE HAGGARD is 10 chapters into his book, "My Life's Been Grand," which he says should be out in spring '81. His longtime friend Peggy Russell is the co-author, and they're digging into the real story of Merle, born in a boxcar when his parents moved from Oklahoma to California in 1937. "It's not easy to tell everything," Merle says, "but it's not real if you don't. It's plastic and unreal when you do that. It may shock a few people in the process, but they'll read my real story, and that's important to me if we're gonna do it." Simon & Schuster will publish the book, and although it's a good way off, Columbia and Universal are already talking about a movie based on the book. Hag says he can see Dustin Hoffman doing his part. "He's my kind of guy."



Merle Haggard

MITCH MILLER came to town, appeared on the Grand Ole Opry Friday night and conducted a concert with the Nashville Symphony on Saturday night. On the program was a Mitch Miller "Sing-along," a medley of Nashville hits which he produced into giant country-pop hits, Gershwin's "An American In Paris," Bach's "Little Fugue," and Tchaikovsky's "March Slav." Mitch Miller's an American music legend, and a giant factor in country music's importance to the world in the 1980's. Salute!



FLANKING NAMATH — "Good Ol' Boys" Moe Bandy and Joe Stampley "flank" fellow guest Joe Namath at a recent taping of nationally syndicated TV show "Dinah & Friends" at Burt Reynolds Dinner Theater in Jupiter, FL.



GOING FOR THE EMMY — Jerry Seabolt, Director of Operations, EMI/UA/Nashville plays the role of Jim Denny in the upcoming TV special "Hank Williams: His Life and His Music." Shown above in a scene from the 2-hour musical/drama is Seabolt (left) and Jim Owens, who plays the legendary Hank.



P/A

POP/ADULT®

Mike Kasabo

Flight Of The Phoenix

KOY's newsman and afternoon traffic reporter in the sky, Bob Scott (pictured), turned out to be quite a hero recently after discovering a way to hold back large scale flooding in the Phoenix area.

The major bridge crossings over the Salt River, which bear the majority of commuting traffic, were washed out in recent storms, causing massive tie-ups and heated tempers. Rush hour traffic that would start at 4 in the afternoon would continue until 10 that night.

Here's where Scott became resourceful. "As I was flying traffic watch," he revealed, "my boss called and said as long as these delays are in effect that I was going to have to stay up all those extra hours to cover the situation. Well, I took immediate steps and constructed a plan to rock-jetty (the process of dumping rocks to shore up water) the entire troubled area. Those jetties slowed the velocity of the water down — it caused some silting to repair the riverbed underneath to protect the piers from further erosion." The process was completed within five days and the traffic lanes have been open ever since. With the help of Governor Bruce Babbitt's press aide, Athia Hadt, the project was put into full swing, resulting in a savings of time (and money) from an original prediction of two months to the actual five days. Yes, necessity is the mother of invention!



KROD/EI Peso Program Director Kent Lacy (both hands on the gold) accepts a gold album award on behalf of the station for Spyro Gyra's "Morning Dance." With Kent are (l-r) Steve Jones, MCA/Dalles; Lacy; Jay Beckenstein, Spyro Gyra; and Simon Buchman, Spyro Gyra manager.

Update

ONE-TWO PUNCH ON WYNY: Billy Joel and Bernadette Peters helped make a recent Monday a treat for the station's listeners. Joel stopped by to chat with afternoon host Al Bernstein and reminisced about growing up in the City, while fielding phone calls from a jammed phone line. The guest appearance of Peters was, however, a surprise for mid-morning host Dan Daniel, and sources say judging by the tone of the conversation, it was very much a mutual admiration feeling between the two. She also took to the phonewaves and paid special attention to her friends from her native New York . . . KMPC/Los Angeles has taken a new approach to its weekend programming. Billed as "Weekend L.A.," it's a potpourri of sports, information, helpful hints, and music. All of the above is anchored from sunup to sunset by Sonny Melendrez, but it's a team effort that will have Robert W. Morgan filing recreational reports, restaurant reviews by Hilly Rose, entertainment by Gary Owens, coping with weekend living by Dr. Laura Schlessinger, sports commentary and predictions with Scott St. James, and other input designed to make the weekend come alive in L.A. . . . WBZ/Boston was awarded UPI's top national award for Spot News Reporting . . . KGNR/Sacramento just completed a very successful co-sponsorship of the fifth annual "Show Me How Fair and Energy Expo." The do-it-yourself extravaganza drew well over 300,000 people over a four-day period, and was broadcast live certain times of the day . . . Another fair, held by WFTL/Ft. Lauderdale, was in a sense even more healthy. For the "Health Fair," the station and a local hospital (which donated one floor for displays and testing facilities for hearing, sight, and so forth) combined their efforts for a two-day show that drew over 5000 people . . . WVMT/Burlington will be doing a one-hour broadcast from a local correctional center as a promotion for a new group formed by inmates and concerned community people called S.T.R.E.N.G.T.H. It is a non-profit organization designed to aid the families of inmates while they are waiting for financial assistance from government agencies — prisoners will be interviewed anonymously by station General Manager George Cameron . . .



\$1.98 AIDS WIP RADIOTHON — The Leukemia Society was enriched by more than \$70,000 as the result of WIP/Philadelphia's fifth annual Radiothon. The 27-hour broadcast brought a great gathering of showbiz people, such as Joey Bishop, Roberta Flack, Ron Howard, Donny Most, Teri DeSario, Robert John, Peaches & Herb and Jane Olivior, plus many Philadelphia sporting figures. Pictured here are the star of the \$1.98 Beauty Show" Rip Taylor and WIP Program Director Al Herskovitz.

Station Grants Wish To Dying Youngster

KWOD/Sacramento Program Director Tom Chase sends along a very sad, but more important, a positive human interest story about an 8-year-old boy who will soon die of a rare disease. After reading of the child's plight, KWOD personalities took to the air with a "Daryl For Disneyland Day" promotion and solicited money from listeners, who were encouraged to come by the studios and offer what they could.

In 12 hours, more than \$1500 was collected to send Daryl and his parents to Southern California so he could enjoy his dream come true — a day at Disneyland! Arrangements were also made with an airline and hotel so the trip wouldn't cost the family anything, in view of their high medical bills for their son. PD Chase commented, "We were very happy to see how many people really care and will come together to help others in their time of need. This reaffirmed our belief that people really do want to get involved with their radio station — and we at KWOD are very proud to have been involved to make Daryl's dream come true."

Tom, so are we.

Transition

WBZ/Boston VP & GM Bill Hartman has named Dan McCarney as General Sales Manager of the AM Group W outlet for New England, as well as announcing the appointment of Roger Strawbridge to the position of Director of Cooperative Advertising of the station. McCarney was most recently with Radio Advertising Representatives (RAR), the Westinghouse-owned rep firm, while Strawbridge's promotion was in-house . . . KSTP/Minneapolis has a new research/assistant music person, Don Michaels, who takes over for Steve Perun, who has taken his act across town to KDWB . . . Bill Norton has left KRKO/Everett as that station's Music Director, and moves on to KIXI/Seattle, where he will take an air position. Taking over for him is Karen McKenzie . . . In this second acquisition from KVI/Seattle in recent weeks (the other was Clark Race), KOGO/San Diego Program Director Chuck Brinkman announced the appointment of Art Kevin as the station's News Director. "We were really in need of a good administrative man as well as a good on-air talent," he states, adding, "Art appears to be the best candidate on the West Coast — or anywhere else for that matter." Kevin starts in the border city March 31 . . . Paul Stacke is leaving the morning drive slot at WJON/St. Cloud to join that station's news department. Returning to that slot is Gaylen Johnson, who had previously been the opening act (with time off for good behavior) for ten years . . . WCHV/Charlottesville has a new News Director, Larry Mathiot, who comes from the news department of WMRN/Marion, OH . . . Ken Case to KBLF/Red Bluff to do afternoon drive from KBCQ/Roswell, NM . . . KAKE/Wichita has changed its calls to KAKZ . . .

Color

ST. PATTY'S PARADE: A cross-section of St. Patrick Day promotions follows: For the third year in a row, WIOD/Miami will celebrate the Irish holiday by giving away green bagels. Popular morning personality Mike Reineri visited several high-profile areas to distribute the bagels on a first-come-first-served basis to listeners. More than 2500 were given out . . . In midstate, WDBO/Orlando held its "Shamrock Shenanigans" promotion, with a lucky couple being flown to Dublin to take in the world-famous parade in Ireland's capital. It was a seven-day six-night adventure with first class accommodations all the way. Well, kiss my Blarney Stone . . . Moving west, KSEN/Shelby, MT helped stage two St. Patrick's Day parades complete with all the typical festive requirements and marching bands to add some musical happiness to the day.

TWO FOR THE PRICE OF NONE: KLMS/Lincoln is involved with a giveaway that will net two lucky listeners an automobile. Contestants register at designated locations, fill out a card properly (the card, interestingly, is broken down into Arbitron dayparts for the contestant to check off — research lives!), and if it's announced on the air, that person has five minutes to call. A choice is then offered to the caller of \$14.80 and a mystery prize or a car key. On May 3rd, all those choosing a key will go to a local car dealer and select their key based upon the order they were won on the air. Two cars will be won — a Honda and an Oldsmobile.

P/A

POP/ADULT (R)

BREAKERS

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

CHARLIE DORE

Pilot Of The Airwaves (Island)

67% of our reporters are on it. Latest adds include KAKZ (formerly KAKE), WEBC, WKHM, WATR, WPRO, WFDF, KAFM, WSGW. Key moves: 7-2 WGR, 24-16 KRKO, 22-13 WMAZ, 24-21 KEX, 26-19 WBT, 22-17 KBLF, 34-30 WFIR, 27-20 WCWA, 19-18 KOLO, 31-25 KFMB, 19-13 FM97, 28-25 WVMT, debut 26 WCSC, debut 28 WHIZ, debut 28 WHBC, debut 29 WORG, debut 29 KSTP. Heavy rotation: WIP, WASH, WSLI, KGNR, KRKK. Jumps 32-22 on P/A chart.

PAUL DAVIS

Do Right (Bang)

61% of our reporters are on it. Adds include WGR, WISN, KOY, WHIO, KNBR, WBAL, WATR, WIP, KFMB, WEBC, WOWO, WCBM, WFDF. Key moves: 19-14 WMAZ, 31-25 WBT, 35-26 KRKO, 35-31 WFIR, 28-21 WSM-FM, 27-22 WCSC, debut 22 WBEN, debut 24 KEX, debut 26 KWOS, debut 30 WHBC, debut 30 WPRO, debut 30 WORG. Heavy rotation: WTMJ, WREC, WYMC. Jumps 35-28 on P/A chart.

NEW & ACTIVE

You'll notice two numbers immediately follow each song title below (example 30/5). The first represents total number of our reporting stations playing the record this week. The second is the number of those stations that added it this week.

KARLA BONOFF "Baby Don't Go" (Columbia) 52/10 add WMAZ, WKHM, WSIX, WGY, KOLO, WFDF, WHEN, WIOD, WWWE, KAKZ. Key moves: 19-15 KFMB, 18-15 KRKO, 28-25 WORG, 23-19 WCWA, 28-21 WHBC, 25-19 WTIC, 30-27 WJBO, 23-20 KEX, 26-17 WBT. Increased 34-29 on P/A chart.

WILLIE NELSON "My Heroes Have Always Been Cowboys" (Columbia) 46/9 add WELI, WHDH, KRMG, WSLI, WYMC, KAFM, KOLO, WJON, WFTL. Key moves: 18-13 WHBC, 12-9 KLTE, 29-26 KBLF, 27-24 KRKO, 27-19 WNEU, 22-19 KEX, debut 26 WJBO, debut 30 KSTP. Increased 38-30 on P/A chart.

KENNY NOLAN "Us And Love (We Go Together)" (Casablanca) 49/4 add WEBC, WFTL, WRVA, WJBO. Key moves: 16-12 KRKO, 22-19 WCSC, debut 32 WHBC. Increased 33-31 on P/A chart.

JOHN DENVER "Autograph" (RCA) 46/6 add WDBO, WSGW, WFDF, WHEN, KUGN, WJBO. Key moves: 29-26 WMAZ, 27-24 WWWE, 29-26 FM97, 31-27 WHBC, debut 30 WLNH. Increased 36-32 on P/A chart.

BOB SEGER "Fire Lake" (Capitol) 39/5 add WORG, WJON, WWWE, KPPL, K59 (dp). Key moves: 29-19 WHIZ, 22-16 WOWO, 25-18 KDKA, 20-16 WGR, 28-21 WFIR, 22-18 KRKO, 29-20 WNEU, 25-20 WPRO, 34-26 KBLF, 20-17 FM97, 21-16 KWOS, debut 22 WVMT, debut 26 WCSC. Increased 39-33 on P/A chart.

BARBARA MANDRELL "Years" (MCA) 40/3 add WFTL, WYMC, WDAE. Moves 32-25 KRKO. Increased 37-34 on P/A chart.

SPYRO GYRA "Catching The Sun" (MCA) 49/5 add WSB, WCSH, KMPC, KRKK, WSBA. Key moves: 23-18 WBT, debut 21 WBEN, debut 22 WRIE. Debuts at No. 35 on P/A chart.

ENGELBERT HUMPERDINCK "Love's Only Love" (Epic) 39/6 add KWOS, WORG, WHBC, WCHV, WOOD, KEX. Heavy rotation: WATR, WSBA, WSB. Increased 40-38 on P/A chart.

DIONNE WARWICK "After You" (Arista) 48/23. Easily this week's "Most Added" — including WISN, KFOR, KOGO, KOY, WBT, WHIO, WSLI, WHAM, WOOD, WVMT, WJBO, WSGW.

Others Getting Significant Action

ENGLAND DAN & JOHN FORD COLEY "In It For Love" (Big Tree) 36/4 add WCHV, WTIC, KMRJ, KPPL. Moves 23-16 WWWE, 26-20 KRKO, 33-23 WHBC, debut 22 KEX, debut 29 WJBO, debut 32 WCSC.

DIANA HUBBARD "Rose Coloured Lights" (Waterhouse) 32/3 add WHIZ, WSB, WISN.

J.D. SOUTHER "White Rhythm & Blues" (Columbia) 32/0. Moves 22-19 WHBC, 25-21 WJBO.

FLEETWOOD MAC "Think About Me" (WB) 31/15 adds include WQUD, WBT, KFOR, WGR, WCBM, WOWO, WBZ, WRVA, WPRO, WHEN. Moves 36-29 KRKO, 28-25 WMAZ, 27-22 KDKA, 26-23 WLNH.

STEVIE WONDER "Outside My Window" (Tamla) 31/3 WHBC, WHOK, WGY. Moves 30-23 KRKO, 25-22 WMAZ, 27-24 WBT, debut 31 WCSC, debut 31 WORG.

KENNY LOGGINS "Keep The Fire" (Columbia) 31/2 KFIR, WHOK. Moves 15-11 WSM-FM, 26-19 KRKO, 35-29 WHBC, 24-20 WWWE, 28-21 WBT.

JENNIFER WARNES "When The Feeling Comes Around" (Arista) 30/16 adds include KFOR, WHAM, WSLI, WBAL, KEX, WDBO, KWOS, WSGW, WRVA, WHIO, WFTL, WIOD, WOOD.

MICHAEL JACKSON "Off The Wall" (Epic) 28/5 add KLTE, KRKO, WIP, WCBM, WSB. Moves 9-2 WRIE, 11-5 WNEU, 10-6 WCSC, 18-14 WLNH, 33-27 WBT, 16-12 WBZ, 27-20 WFIR.

WAYNE NEWTON "Years" (Aries II) 27/1 add WNEU. Heavy rotation: WYMC.

DOTTIE WEST "A Lesson In Leaving" (UA) 26/2 add WNEU (dp), KUGN. Moves 15-10 WORG, debut 29 WCSC.

JIMMY RUFFIN "Hold On To My Love" (RSO) 25/2 add WORG, KRKO. Moves 26-17 WCSC, 22-14 WSM-FM, 33-28 WFIR, 29-22 WCWA, 27-22 WPRO, 28-23 WOWO, 30-24 WLNH, debut 29 WWWE.

AMERICA "All Around" (Capitol) 23/2 add WHBC, KOGO.

JIMMY BUFFETT "Survive" (MCA) 23/1 add WHBC. Moves 29-24 WSM-FM, debut 29

WVMT.

HERB ALPERT "Street Life" (A&M) 22/4 add WWWE, KGNR, WSB, WLNH. Heavy rotation: WHIO.

PHOTOGLO "We Were Meant To Be Lovers" (20th) 22/4 add WRIE, WYMC, WATR, WTMJ. Debut 30 WNEU.

CAPTAIN & TENNILLE "Love On A Shoestring" (Casablanca) 21/4 add WFIR, WPRO, KRMG, WSB. Moves 25-22 WWWE, 30-26 WSM-FM.

DAN FOGELBERG "Heart Hotels" (Full Moon/Epic) 20/17 adds include KDOWN, WSLI, KFOR, WHBC, WBAL, WSIX, KRKK, WTMJ, WTVN, WCFR, WREC, WSM-FM.

DOLLY PARTON "Starting Over Again" (RCA) 15/10 add WSLI, WCCO, KRKK, WELI, KUGN, KBLF, KDOWN, WBAL, WPRO, WHIZ. Moves 24-20 WTIC.

EDDIE RABBITT "Gone Too Far" (Elektra) 13/3 add WHIZ, WTMJ, WSBA.

LINDA RONSTADT "Hurt So Bad" (Asylum) 13/2 add KWOS, WTAE. Moves 31-27 FM97.

BERNADETTE PETERS "Gee Whiz" (MCA) 12/12 adds include WVMT, WIP, WORG, WHIZ, WBEN, WTMJ, WCCO, WBT, WGR, WGIR.

MAC DAVID "It's Hard To Be Humble" (Casablanca) 11/8 add WHIZ, WIP, WTMJ, KRMG, WHBC, WASH, WCBM (dp), WHIO.

BEACH BOYS "Goin' On" (Caribou) 10/5 add WCSC, WVMT, KMRJ, WSGW, WBT. Debut 30 WATL.

LARRY GATLIN "Taking Somebody With Me When I Fall" (Columbia) 10/1 add WHIO.

BILLY JOEL "You May Be Right" (Columbia) 10/1 add WHEN. Moves 27-23 WMAZ, debut 27 WCSC.

CLIFF RICHARD "Carrie" (EMI America) 10/1 add WFIR. Moves 23-20 FM97.

BETTE MIDLER "The Rose" (Atlantic) 7/7 add WSM-FM, WRVA, KRMG, WKHM, WCCO, WBAL, WGR.

Radio & Records

POP/ADULT AIRPLAY / 40

| Three Weeks | Two Weeks | Last Week | This Week | | March 21, 1980 |
|-------------|-----------|-----------|-----------|----|---|
| 4 | 3 | 2 | 1 | 1 | RUPERT HOLMES/Him (MCA) |
| 5 | 5 | 3 | 2 | 2 | CHUCK MANGIONE/Give It All You Got (A&M) |
| 11 | 8 | 4 | 3 | 3 | TOMMY JAMES/Three Times In Love (Millennium) |
| 21 | 15 | 5 | 4 | 4 | AIR SUPPLY/Lost In Love (Arista) |
| 27 | 21 | 11 | 5 | 5 | EAGLES/I Can't Tell You Why (Asylum) |
| 1 | 1 | 1 | 6 | 6 | DAN FOGELBERG/Longer (Full Moon/Epic) |
| 24 | 20 | 14 | 7 | 7 | KOOL & THE GANG/Too Hot (DeLite/Mercury) |
| 7 | 7 | 6 | 8 | 8 | SPINNERS/Working My Way Back To You (Atlantic) |
| 13 | 9 | 9 | 9 | 9 | ANDY GIBB/Desire (RSO) |
| 18 | 14 | 12 | 10 | 10 | BILLY PRESTON & SYREETA/With You I'm Born Again (Motown) |
| 26 | 22 | 15 | 11 | 11 | DAVID GATES/Where Does The Lovin' Go (Elektra) |
| 31 | 24 | 18 | 12 | 12 | DR. HOOK/Sexy Eyes (Capitol) |
| 15 | 13 | 13 | 13 | 13 | STARLAND VOCAL BAND/Loving You With My Eyes (Windsong) |
| 20 | 17 | 16 | 14 | 14 | CRYSTAL GAYLE/It's Like We Never Said Goodbye (Columbia) |
| 22 | 19 | 17 | 15 | 15 | MELISSA MANCHESTER/Fire In The Morning (Arista) |
| 2 | 2 | 7 | 18 | 18 | NEIL DIAMOND/September Morn (Columbia) |
| 3 | 4 | 10 | 17 | 17 | ANNE MURRAY/Daydream Believer (Capitol) |
| 33 | 30 | 22 | 19 | 19 | FELIX CAVALIERE/Only A Lonely Heart Sees (Epic) |
| 6 | 6 | 8 | 19 | 19 | DIRT BAND/American Dream (UA) |
| 38 | 31 | 23 | 20 | 20 | CHRISTOPHER CROSS/Ride Like The Wind (WB) |
| 39 | 33 | 24 | 21 | 21 | RAY, GOODMAN & BROWN/Special Lady (Polydor) |
| — | 36 | 32 | 22 | 22 | CHARLIE DORE/Pilot Of The Airwaves (Island) |
| 17 | 18 | 19 | 23 | 23 | TOTO/99 (Columbia) |
| 16 | 16 | 20 | 24 | 24 | DONNA SUMMER/On The Radio (Casablanca) |
| 9 | 10 | 21 | 25 | 25 | BARBRA STREISAND/Kiss Me In The Rain (Columbia) |
| 28 | 26 | 26 | 26 | 26 | MICHAEL JOHNSON/The Very First Time (EMI America) |
| 34 | 29 | 27 | 27 | 27 | MAUREEN McGOVERN/We Could Have It All (WB/Curb) |
| — | — | 35 | 28 | 28 | PAUL DAVIS/Do Right (Bang) |
| — | 35 | 34 | 29 | 29 | KARLA BONOFF/Baby Don't Go (Columbia) |
| — | 39 | 38 | 30 | 30 | WILLIE NELSON/My Heroes Have Always Been Cowboys (Columbia) |
| 35 | 34 | 33 | 31 | 31 | KENNY NOLAN/Us And Love (We Go Together) (Casablanca) |
| — | 40 | 36 | 32 | 32 | JOHN DENVER/Autograph (RCA) |
| — | — | 39 | 33 | 33 | BOB SEGER/Fire Lake (Capitol) |
| — | 38 | 37 | 34 | 34 | BARBARA MANDRELL/Years (MCA) |
| — | — | — | 35 | 35 | SPYRO GYRA/Catching The Sun (MCA) |
| 14 | 28 | 28 | 36 | 36 | QUEEN/Crazy Little Thing Called Love (Elektra) |
| 32 | 32 | 30 | 37 | 37 | PEACHES & HERB/I Pledge My Love (Polydor) |
| — | — | 40 | 38 | 38 | ENGELBERT HUMPERDINCK/Love's Only Love (Epic) |
| — | — | — | 39 | 39 | DIONNE WARWICK/After You (Arista) |
| — | — | — | 40 | 40 | SHALAMAR/The Second Time Around (Solar/RCA) |

This chart is based solely on statistics compiled weekly from our reporting stations. Black circled numbers indicate significant upward movement from at least 60% of our reporters.

New Entry



Most Added:

- DIONNE WARWICK**
After You (Arista)
Added at 26% of our reporting stations.
- DAN FOGELBERG**
Heart Hotels (Full Moon/Epic)
Added at 19% of our reporting stations.
- JENNIFER WARNES**
When The Feeling Comes Around (Arista)
Added at 18% of our reporting stations.
- PAUL DAVIS**
Do Right (Bang)
Added at 17% of our reporting stations.
- FLEETWOOD MAC**
Think About Me (WB)
Added at 17% of our reporting stations.
- BERNADETTE PETERS**
Gee Whiz (MCA)
Added at 12% of our reporting stations.

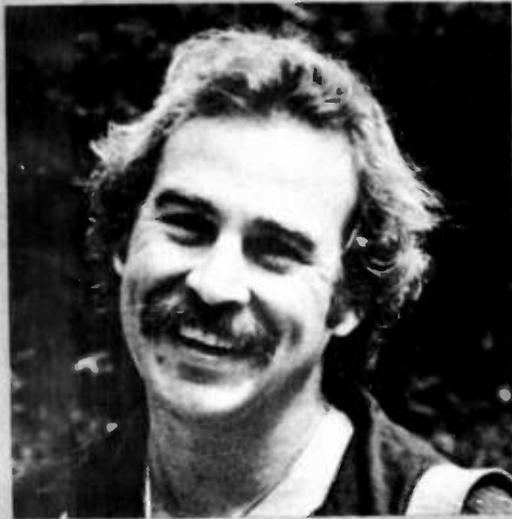
Hottest:

- RUPERT HOLMES**
Him (MCA)
Reported hot at 46% of our stations.
- EAGLES**
I Can't Tell You Why (Asylum)
Reported hot at 39% of our stations.
- AIR SUPPLY**
Lost In Love (Arista)
Reported hot at 34% of our stations.
- PRESTON & SYREETA**
With You I'm Born Again (Motown)
Reported hot at 32% of our stations.
- KOOL & THE GANG**
Too Hot (DeLite/Mercury)
Reported hot at 27% of our stations.
- TOMMY JAMES**
Three Times In Love (Millennium)
Reported hot at 26% of our stations.
- CHRISTOPHER CROSS**
Ride Like The Wind (RSO)
Reported hot at 23% of our stations.

LOVE AT FIRST LISTEN



SPYRO GYRA
"Catching The Sun"
MCA-41180



JIMMY BUFFETT
"Survive"
MCA-41199



BERNADETTE PETERS
"Gee Whiz"
MCA-41210



DON WILLIAMS
"Good Ole Boys Like Me"
MCA-41205

B.J. THOMAS
"Walkin' On A Cloud"
Songbird / MCA RECORDS

ON
MCA
RECORDS

P/A

REGIONAL ADDS & HOTS

EAST

WBAL/Baltimore
Jack Lacy

D. Fogelberg (Heart)
G. Slick
J. Warnes
D. Parton
B. Midler
(Rose)
P. Davis

WCMB/Baltimore
Debra Reane
M. Jackson
F. Mac
P. Davis
M. Manchester
K. Rogers &
K. Carnes
M. Davis (dp)
HOTTEST
C. Cross
Preston & Syreeta
Ray, Goodman
& Brown
Air Supply
Eagles

WBZ/Boston
Wendy Furze
F. Mac
D. Gates
Peaches & Herb
HOTTEST
D. Fogelberg
(Longer)
Ray, Goodman
& Brown
R. Holmes
Kool & The Gang
A. Gibb
Shalamar

WHDH/Boston
Donna Halper
F. Cavaliere
M. Nelson
HOTTEST
D. Fogelberg
(Longer)
G. Burns
Dr. Hook

WBEN/Buffalo
Roger Christian
B. Peters
Ray, Goodman
& Brown
A. Gibb & ONJ
HOTTEST
Preston & Syreeta
Peaches & Herb
K. Holmes
Eagles
Toto
Kool & The Gang
C. Cross

WGR/Buffalo
Jerry Reo
P. Davis
F. Mac
B. Peters
B. Midler
(Rose)
K. Rogers &
Neil & Dara
HOTTEST
R. Holmes
C. Dore
Air Supply
Peaches & Herb
C. Cross
Eagles

WVMT/Burlington
Gary Wheelock
D. Warnick
Ray, Goodman
& Brown
Kool & The Gang
Beach Boys
B. Peters
HOTTEST
Spinners
R. Holmes
Air Supply
A. Gibb
T. James
Preston & Syreeta
Eagles

WRIC/Erie
Ted Abbott
Photoglo
D. Warnick
HOTTEST
Preston & Syreeta
M. Jackson
Eagles
Air Supply
Toto
T. James
Peaches & Herb
M. Manchester

WTIC/Hartford
Gunny Jesonka
Ray, Goodman
& Brown
England Dan
HOTTEST
R. Holmes
T. James
Preston & Syreeta
Eagles
Kool & The Gang
Air Supply
D. Gates
WLNH/Laconia
Roger Curtis
P. Davis
H. Alpert
D. Valery
HOTTEST
R. Holmes
A. Gibb
Ray, Goodman
& Brown
C. Cross
Eagles
M. Jackson
C. Gayle

WGIR/Manchester
Karen Anderson
B. Peters
L. Rawls
M. Davis
B.J. Thomas
HOTTEST
Air Supply
Dr. Hook
D. Fogelberg
(Longer)
C. Mangione

WELI/New Haven
Walt Pinto
D. Parton
Eagles
J. Last Band
HOTTEST
Starland Vocal
Band
T. James
Kool & The Gang
M. Manchester
R. Holmes
Preston & Syreeta

WNEW/New York
Jeff Mazzei
M. Newton
HOTTEST
R. Whittaker
D. Warnick
A. Murray

WYNY/New York
Jerry Sullivan
Eagles
Dr. Hook
HOTTEST
Kool & The Gang
Dirt Band
WIP/Philadelphia
Bob Russo
P. Davis
M. Jackson
B. Peters
M. Davis
HOTTEST
C. Cross
Dr. Hook
B. Seger
C. Dore

FM97/Pittsburgh
Dave Popovich
J. Last Band
Raydio
Blonde
HOTTEST
Dirt Band
Peaches & Herb
Spinners
& Brown
Kool & The Gang
C. Dore

KOKA/Pittsburgh
Randy Fick
Dr. Hook
K. Rogers &
K. Carnes
HOTTEST
Spinners
R. Holmes
Queen
Kool & The Gang
Eagles

WTAE/Pittsburgh
Don Berns
Preston & Syreeta
Dr. Hook
L. Ronstadt
(Hurt)
HOTTEST
N. Diamond
Ray, Goodman
& Brown

WSBA/York
Jim Horn
Air Supply
Spro Gyra
(Hurt)
M. Tillis
HOTTEST
Ray, Goodman
& Brown

WASH/Washington D.C.
Bob Duckman
F. Cavaliere
B. Cockburn
M. Davis
K. Rogers &
K. Carnes
HOTTEST
Spinners
C. Dore

WATR/Waterbury
Chris Evans
Photoglo
Ray, Goodman
& Brown
B. Peters
J. Contardo
C. Dore
Dollar
P. Davis
HOTTEST
A. Gibb
Preston & Syreeta
E. Humperdinck
M. Manchester

WVBE/Washington
Bob Duckman
F. Cavaliere
B. Cockburn
M. Davis
K. Rogers &
K. Carnes
HOTTEST
Spinners
C. Dore

WVBE/Washington
Bob Duckman
F. Cavaliere
B. Cockburn
M. Davis
K. Rogers &
K. Carnes
HOTTEST
Spinners
C. Dore

MIDWEST

WHBC/Canton
Nick Jacobs
S. Wonder
America
E. Humperdinck
D. Fogelberg
J. Buffett
HOTTEST
R. Holmes
T. James
Preston & Syreeta
W. Nelson
M. McGovern
Air Supply
C. Cross

WRNT/Des Moines
Scott Hushay
D. Warnick
HOTTEST
R. Stevens
WECB/Duluth
Rick Murgan
C. Dore
K. Nolan
P. Davis
Shalamar (dp)
HOTTEST
Kool & The Gang
Air Supply
Eagles
Preston & Syreeta

WVVE/Cleveland
Terry Patrick
Shalamar
B. Seger
K. Bonoff
H. Alpert
HOTTEST
Spinners
C. Mangione
F. Cavaliere
D. Fogelberg
(Longer)
A. Gibb
T. James
England Dan

WTVN/Columbus
Owen Nugent
Preston & Syreeta
D. Fogelberg
HOTTEST
A. Gibb
R. Holmes
Spinners

WHIO/Dayton
Kris Rankin
D. Warnick
P. Davis
M. Davis
D. Fogelberg
(Heart)
S. Forbert
(Goodbye)
J. Oliver
G. Galtin
Blondie (dp)
J. Warnes
HOTTEST
H. Alpert
Dirt Band
Queen

WOOD/Grand Rapids
Bill Striker
E. Humperdinck
D. Warnick
J. Warnes
HOTTEST
F. Cavaliere
Starland Vocal
Band
Ray, Goodman
& Brown
Preston & Syreeta

WHDR/Lancaster
Greg Evarman
Dr. Hook
K. Bonoff
HOTTEST
F. Mac
K. Loggins
D. Valery
S. Wonder
HOTTEST
Air Supply
Eagles
C. Gayle
Preston & Syreeta

WVOW/Ft. Wayne
Sam DeVincent
Whispers
Pink Floyd
P. Davis
F. Mac
HOTTEST
Kool & The Gang
Ray, Goodman
& Brown

WHOR/Lancaster
Greg Evarman
Dr. Hook
K. Bonoff
HOTTEST
F. Mac
K. Loggins
D. Valery
S. Wonder
HOTTEST
Air Supply
Eagles
C. Gayle
Preston & Syreeta

WNFL/Green Bay
Bibi Hooper
None
HOTTEST
D. Fogelberg
(Longer)
R. Holmes
T. James

WKHM/Jackson
Jerry Barnhart
C. Cross
C. Dore
K. Bonoff
D. Warnick
M. McGovern
J. Warnes
B. Midler
T. Orlando
HOTTEST
Abba
S. Wonder
F. Cavaliere
Starland Vocal
Band

KWJZ/Jefferson City
Steve Morse
A. Gibb & ONJ
L. Ronstadt
(Hurt)
J. Warnes
E. Humperdinck
D. Williams
S. Forbert
(Goodbye)
HOTTEST
A. Gibb
R. Holmes
Kool & The Gang
C. Cross
Air Supply

WHOR/Lancaster
Greg Evarman
Dr. Hook
K. Bonoff
HOTTEST
F. Mac
K. Loggins
D. Valery
S. Wonder
HOTTEST
Air Supply
Eagles
C. Gayle
Preston & Syreeta

WVOW/Ft. Wayne
Sam DeVincent
Whispers
Pink Floyd
P. Davis
F. Mac
HOTTEST
Kool & The Gang
Ray, Goodman
& Brown

WHOR/Lancaster
Greg Evarman
Dr. Hook
K. Bonoff
HOTTEST
F. Mac
K. Loggins
D. Valery
S. Wonder
HOTTEST
Air Supply
Eagles
C. Gayle
Preston & Syreeta

WVOW/Ft. Wayne
Sam DeVincent
Whispers
Pink Floyd
P. Davis
F. Mac
HOTTEST
Kool & The Gang
Ray, Goodman
& Brown

WHOR/Lancaster
Greg Evarman
Dr. Hook
K. Bonoff
HOTTEST
F. Mac
K. Loggins
D. Valery
S. Wonder
HOTTEST
Air Supply
Eagles
C. Gayle
Preston & Syreeta

WVOW/Ft. Wayne
Sam DeVincent
Whispers
Pink Floyd
P. Davis
F. Mac
HOTTEST
Kool & The Gang
Ray, Goodman
& Brown

WHOR/Lancaster
Greg Evarman
Dr. Hook
K. Bonoff
HOTTEST
F. Mac
K. Loggins
D. Valery
S. Wonder
HOTTEST
Air Supply
Eagles
C. Gayle
Preston & Syreeta

SOUTH

WSB/Atlanta
George Fisher
L. Rawls
D. Hubbard
T. Orlando
H. Alpert
M. Jackson
Spro Gyra
Capt. & Tennille
(Shoestring)
Kool & The Gang
COB
HOTTEST
R. Holmes
E. Humperdinck
A. Murray
Dirt Band
C. Gayle

WCHV/Charlotteville
Thomas M. Twine
D. Fogelberg
(Heart)
J. Warnes
England Dan
Whispers
E. Humperdinck
HOTTEST
Ray, Goodman
& Brown
C. Cross
Eagles
B. Seger
Kool & The Gang

KAFM/Dallas
Ron Dean
M. Nelson
C. Dore
HOTTEST
Air Supply

WFTL/Ft. Lauderdale
Tom Oaran
M. Nelson
K. Nolan
J. Warnes
B. Mandrell
HOTTEST
M. Diamond
D. Fogelberg
(Longer)
R. Holmes
C. Mangione

WCSB/Charleston
Randy Scott
Beach Boys
J. Jackson (dp)
Karona
Prince (dp)
P. McLean
HOTTEST
A. Gibb
R. Holmes
M. Jackson
C. Cross
Ray, Goodman
& Brown
Eagles
C. Gayle
L. Ronstadt
(Make)
J. Ruffin

WVIZ/Zanesville
Dave Cost
D. Parton
E. Foley
L. Garrett
D. Hubbard
S. Robinson
B. Peters
E. Rabbit
Don Williams
HOTTEST
Spinners
R. Holmes
Ray, Goodman
& Brown
Eagles
T. James
B. Seger
C. Cross
Air Supply

WVIZ/Zanesville
Dave Cost
D. Parton
E. Foley
L. Garrett
D. Hubbard
S. Robinson
B. Peters
E. Rabbit
Don Williams
HOTTEST
Spinners
R. Holmes
Ray, Goodman
& Brown
Eagles
T. James
B. Seger
C. Cross
Air Supply

WVIZ/Zanesville
Dave Cost
D. Parton
E. Foley
L. Garrett
D. Hubbard
S. Robinson
B. Peters
E. Rabbit
Don Williams
HOTTEST
Spinners
R. Holmes
Ray, Goodman
& Brown
Eagles
T. James
B. Seger
C. Cross
Air Supply

WVIZ/Zanesville
Dave Cost
D. Parton
E. Foley
L. Garrett
D. Hubbard
S. Robinson
B. Peters
E. Rabbit
Don Williams
HOTTEST
Spinners
R. Holmes
Ray, Goodman
& Brown
Eagles
T. James
B. Seger
C. Cross
Air Supply

WEST

KOB/Albuquerque
Paul Douglas
C. Cross
Eagles
Ray, Goodman
& Brown
M. McGovern
HOTTEST
C. Cross
Eagles
Dr. Hook

KUGN/Eugene
Rick Hubbard
J. Denver
D. Parton
D. West
A. Gibb
HOTTEST
P. K. Bonoff
Preston & Syreeta
Dr. Hook

KRKO/Evart
R.P. McMurphy
Ray, Goodman
& Brown
C. Mangione
Starland Vocal
Band

KLYD/Bakersfield
Larry Crawford
J. Kirk
D. Valery
K. Tobin
F. Mills
L. Rawls
D. Warnick
HOTTEST
J. Kirk
R. Holmes
C. Dore
K. Nolan
B. Streisand
M. McGovern
G. Burns

KPLD/Denver
Michael Moore
England Dan
B. Seger
D. Fogelberg
(Heart)
HOTTEST
Eagles
Starland Vocal
Band
T. James
C. Gayle

KDWN/Las Vegas
Jack London
D. Fogelberg
(Heart)
O. Rogers
L. Garrett
D. Parton
HOTTEST
M. Manchester
C. Mangione
M. McGovern
Air Supply

KMPC/Los Angeles
Terry Russell
Dr. Hook
Spro Gyra
HOTTEST
R. Holmes
Preston & Syreeta
Starland Vocal
Band
T. James
D. Gates
M. Manchester
Eagles

KBLF/Red Bluff
Tom Plant
D. Warnick
D. Fogelberg
(Heart)
D. Parton
J. Warnes
B. Cockburn
R. Holmes
C. Mangione
D. Gates
C. Gayle
A. Gibb
F. Cavaliere
Preston & Syreeta

KEK/Portland
Bob Swanson
J. Warnes
D. Warnick
E. Humperdinck
HOTTEST
D. Fogelberg
(Longer)
R. Holmes
Queen
Preston & Syreeta
Starland Vocal
Band
T. James
D. Gates
M. Manchester
Eagles

KOLQ/Reno
Mike Hagerty
M. McGovern
K. Bonoff
W. Nelson
HOTTEST
R. Holmes
Kool & The Gang
Air Supply
Eagles
T. James

KRRK/Rock Springs
Rod Tucker
D. Rogers
D. Parton
D. Warnick
F. Mac
Spro Gyra
D. Fogelberg
(Heart)
HOTTEST
Queen
M. Manchester
Eagles
D. Gates
C. Dore

KNBR/San Francisco
Bryan Eston
F. Cavaliere
P. Davis
HOTTEST
D. Fogelberg
(Longer)
Eagles
Preston & Syreeta
Air Supply

KEK/Portland
Bob Swanson
J. Warnes
D. Warnick
E. Humperdinck
HOTTEST
D. Fogelberg
(Longer)
R. Holmes
Queen
Preston & Syreeta
Starland Vocal
Band
T. James
D. Gates
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KOLQ/Reno
Mike Hagerty
M. McGovern
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D. Fogelberg
(Longer)
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Preston & Syreeta
Air Supply

Album Airplay Tracks

(The following album tracks, alphabetically listed by artist, are getting significant airplay on many of our Pop/Adult stations.)

HERB ALPERT (A&M) "1980"

BEE GEES (RSO) "Wind Of Change"

KARLA BONOFF (Columbia) "Restless Nights"

DEBBY BOONE (WB/Curb) "With All My Love" "Never Say Goodbye"

JIMMY BUFFETT (MCA) "Dreamsicle" "Chanson Pour Les Petits Enfants"

GLEN CAMPBELL (Capitol) "I Was Just Thinking About You"

CAPTAIN & TENNILLE (Casablanca) "Deep And Dark"

RITA COOLIDGE (A&M) "Sweet Emotion" "Pain Of Love"

NEIL DIAMOND (Columbia) "I'm A Believer" "Mama Don't Know" "That Kind" "The Shelter Of Your Arms" "Stagger Lee"

EAGLES (A&M) "Sad Cafe"

FLEETWOOD MAC (WB) "Honey Hi" "Never Make Me Cry" "Sisters Of The Moon" "Angel" "Over & Over" "Storms"

DAN FOGELBERG (Full Moon/Epic) "Gypsy Wind"

ANDY GIBB (RSO) "After Dark" "Rest Your Love On Me"

HEART (Epic) "Pilot"

RUPERT HOLMES (MCA) "Answering Machine" "Partners In Crime"

MICHAEL JACKSON (Epic) "She's Out Of My Life" "I Can't Help It"

BILLY JOEL (Columbia) "Don't Ask Me Why" "C'Etait Poi" "Through The Long

Night"

MICHAEL JOHNSON (EMI America) "I Just Can't Say No To You" "Doors"

JACK JONES (MGM) "Quiet Please, There's A Lady On Stage" "Evergreen"

NICOLETTE LARSON (WB) "Dancin' Jones" "Rio de Janeiro Blue" "Back In My Arms Again"

LOBO (MCA/Curb) "A Day In The Life Of A Love"

MELISSA MANCHESTER (Arista) "Don't Want A Heartache" "Holdin' On To The Lovin'"

BARRY MANILOW (Arista) "Rain" "Why Don't We Try A Slow Dance" "Sunday Father" "I Don't Want To Walk Without You" "Where Are They Now" "One Voice"

JIMMY MESSINA (Columbia) "Free To Be Me" "Lovin' You Lady"

BETTE MIDLER (Atlantic) "The Rose"

ANNE MURRAY (Capitol) "You've Got Me To Hold On To"

CLIFF RICHARD (EMI America) "Fallin' In Love"

KENNY ROGERS (UA) "Goodbye Marie" "She's A Mystery"

LINDA RONSTADT (A&M) "Girls Talk" "Look Out For My Love" "Mad Love"

CARLY SIMON (Elektra) "Love You" "Coming To Get You" "Just Like You Do" "Love You By Heart"

BARBRA STREISAND (Columbia) "Niagara" "Come Rain Or Come Snow"

JENNIFER WARNES (Arista) "Shot Through The Heart" "Tell Me Just One More Time"

STEVIE WONDER (Tamla) "Power Flower" "Black Orchid" "Come Back As A Flower"

The Basics Of Beautiful Music Promotion

This issue we're going to examine the vital and somewhat expensive area of promotion. After discussions with key Beautiful Music radio people, we've arrived at the following essential points. When examining promotion for any format, there are two areas of concern: external or off-air promotion (television, billboards, newspaper, magazines, etc.), and on-air or listener involved promotion. We'll start with the external end. The basics of Journalism 101 — why, where, what, who, and how — are highly appropriate in planning a promotional campaign. In a later column, we'll also be looking at one more area — "how much," speaking of money, of course.

Why

Research and track records. It isn't coincidental that successful Beautiful Music stations have planned, created, and executed extensive research and promotional campaigns. This has been accomplished by using such services as focus study groups and/or research companies like Magid or Moyes, or perhaps other research techniques. What have they discovered? The most effective medium for Beautiful Music stations is television. The other media fall in different orders of preference depending on the marketplace: outdoor (billboards, bus cards, and the like), print (newspapers, magazines, etc.) and our own medium, radio.

"To spend \$20,000 on producing a spot to have it air in the reruns of "Leave It To Beaver" on your independent UHF at 4 o'clock in the afternoon is incredible!"

It's true! Some Beautiful Music stations have and are advertising on radio, usually on all-Talk or News stations. To deal with the broad question of why, however, we've discovered that without extensive and high-profile external promotion, a Beautiful Music station struggles with a background or "Muzak" image. As a matter of fact, they struggle with that image regardless of promotion, even though that stereotyped image (created largely by those trying to discount Beautiful Music formats' large audience shares) is false.

Promotion for a new or under-rated Beautiful Music station is even more important than for a station which has captured the Beautiful Music franchise in its marketplace. This is largely due to the very loyal audience Beautiful Music stations garner.

The audience needs a reason to change its loyalty or sample a new station's product. But even for the #1 rated Beautiful Music station, promotion is important to reinforce the image already created in the marketplace.

Where

Now that we've determined that virtually every station needs to promote, the next area of concern is where. Television has been determined to be by far the most effective medium for this format. Obviously, then, TV should be your first consideration.

1 The TV Spot: First, you'll need an effective TV spot. There are many ways to approach the creative aspect of your campaign . . . from the very low cost voice over a series of slides to the very expensive agency-produced, famous spokesman, special effects spot. What's the most effective? Sometimes, we as creative beasts get caught up in the artsy/craftsy, super star-wars or gimmick-type production. What happens is you've probably produced a 30-second spot that has outstanding visual effects but very little call letter or station recall. As Robert W. Wood pointed out in his "Radio On TV" series a few issues ago, remember what the purpose of the spot is: to tell the viewer who you are, where you are and what you do. You are probably an FM radio station located at a specific frequency, and you play very nice easy and relaxing music with a few commercial interruptions.

Perhaps one of the most effective spots currently making the rounds across the country (a couple of dozen markets last count) is the spot originally produced for WDVR/Philadelphia by Shelly Scharfberg, known as the "Patrick O'Neal" spot, described in "Radio On TV" (R&R 2-9). The vast majority of stations airing that spot during the O/N '79 Arbitron showed an increase in their total 12+ shares. If the cost of that spot is prohibitive or perhaps the spot has been purchased by your competitor . . . don't despair. There is no one secret or gimmick to having, or successfully promoting, a radio station. There are numerous other proven methods to TV promotions such as the "how-to-use" method, showing people using your product; the harder-sell, straight forward graphics with a straight-forward voice track; animation (computer and conventional, scenic or a combination of all of them). Just remember the medium you're using . . . television. Take advantage of what it is: visual, showing movement.

2 The TV Schedule: Nothing surprises me more than a station that will spend \$10,000 to \$20,000 to produce a very neat spot and then doesn't air the spot effectively or with enough frequency. To spend \$20,000 on producing a spot to have it air in the reruns of "Leave It



BILLBOARD BASICS — This compact KBIG/Los Angeles board compresses all the essentials of outdoor promotion — call letters, frequency, and music image.

To Beaver" on your Independent UHF at 4 o'clock in the afternoon (probably a result of trade schedule) is incredible! First of all, who are your potential listeners and what do they view? If your market is like most, the average Beautiful Music listeners are 35 to 40 years of age, affluent, college educated, with very little interest in "Laverne & Shirley" or "The Incredible Hulk," much less worn-out reruns of ancient sit-coms. Your money is best spent on news and information. At least 70% of your TV dollars should be spent in that category. In addition to the obvious local and network newscasts, this means programs like "60 Minutes" (if you can afford it!), ABC's "20/20," "Good Morning America," the "Today Show," "CBS Morning News," etc. With the other 30% of your budget, look for blockbuster specials and movies. Have you considered the primetime "News Updates" (you'll need a 10-second spot for these) in your market? After all the right buys have been made then go ahead and set up that trade with the TV stations that will provide frequency as opposed to reach.

3 Outdoor: When you're creating your outdoor/billboard campaign, again it's important to remember how the medium you're advertising in or on is being used by the consumer. The billboard can only be a reinforcement of your already-established image in your market. Your message has to be short, simple, and easy to read. You've only a few seconds (at 55 mph in traffic) to get your message across. The graphics need to be easy to read at a distance. The message should be who (call letters,) where (frequency), and what (Beautiful Music) you are. No need to give them any more. It only confuses the main message. Outdoor, by itself, is more effective for the established station. For the newcomer it should be part of a media mix — TV, print, etc.

4 Print: Here we're talking about newspaper (entertainment section) or magazine (city magazine or regional Time/Newsweek inserts). Print should never be done at the expense of TV or outdoor. The Beautiful Music listener is relatively active and spends little time with print. It does again, however, act as reinforcement for your other campaigns. When designing your "space," remember the medium. With print, you have the person's time and attention to have more of a message than you would have on billboards. Print is a good vehicle to promote special programming . . . such as a Christmas music special your station is featuring.

5 Radio: We mentioned it and some stations do it. Usually it's a trade with a News/Talk station. Each promotes the other . . . for example, an all-News station's spot may say, "After you've received all the latest news, sports and traffic information from WXXX, you're invited to tune FM 109, WYYY for the world's best relaxing Beautiful Music." Obviously a similar message with a reverse thrust should be aired on the Beautiful Music radio station.

COMING IN TWO WEEKS: Considering the expenses of external promotion, plus on-air contest do's and don'ts.



ALL QUIET ON THE LINKS — KQYT/Phoenix sponsors an annual celebrity golf tournament, and manages to banner a little image promotion during the course of events.

OPPORTUNITIES

Openings

WABZ-FM/Albemarle, NC Pop/Adult, 26 miles North east of Charlotte, has immediate opening for good mid-day communicator. Send tapes and resumes to Tedd Bell, Station Mgr., Box 608, Albemarle, NC 28801. No calls please. EOE (3-21)

AM Anchor, flash reporter for aggressive community-oriented news department. Immediate opening. Call Kathy at (707) 445-0200 anytime. EOE M/F (3-21)

Are you a morning nut? We're looking for a morning man who's more than an announcer. Money is open. Send tapes and resumes to Dan Martin, PD, WTRY, 1054 Troy-Schneck Rd., Latham, NY 12110. EOE M/F (3-21)

Ski Sun Valley, shoot the rapids of the Snake and work afternoon drive in the beautiful intermountain West. **KEEP/KEZJ** is now taking tapes and resumes for possible future opening. Pop/Adult format with heavy emphasis on news and information. If you want to join a winning team and a growing broadcast group send tapes and resumes to T. Tario, PD, **KEEP/KEZJ**, Box 348, Twin Falls, ID 83301. EOE M/F (3-21)

WTSL looking for a conscientious person with some news experience to work in a two-person department. Job involves an afternoon shift and coverage of night meetings. Ability to write and dependable transportation are minimum requirements. Interested applicants should send current resume and demonstration tape to Lee Jones, ND, Box 1400, Lebanon, NH 03766. EOE (3-21)

WSPK/Poughkeepsie, NY now accepting tapes and resumes for future part and full-time openings. Beginner salary. Need warm adult Top 40 communicator. Send to Jim Simonetti, WSPK, Box 1703, Poughkeepsie, NY 12601. EOE M/F (3-21)

WKYX/Puduchah is now taking airchecks and production samples for future openings. If you can be a listener's friend, write and produce like Dick & Bert and don't mind a professional, secure environment, why aren't you on file? Send information to Rick Harrington, PD, Box 2397, Puduchah, KY 42001. EOE M/F (3-21)

Lost our 6pm-12midnight jock to mornings in Sacramento. That makes room for you in this very competitive medium market. If you're a hard worker willing to join a team that strives to be #1, send tapes and resumes to Gaylen Palmer, PD, Box KEY, Provo, UT 84601. (3-21)

CK101/Cocoa Beach, FL seeks air talent for immediate and future openings. Only professionals on and off the air need apply. Send tapes, recent photos and resumes to Bill Baker, Box 520, Cocoa Beach, FL 32931. EOE M/F (3-21)

News Director, seeking experienced News Director with smooth casual delivery to head 2 1/2 member team. Excellent salary and benefits for the right person. Send tapes, letter and resume to Larry Schaffer, GM, KGRC, Box 1265, Quincy, IL 62301. (3-21)

We are the Tri-States 24-hour information source. In the near future we will be needing an afternoon news anchor to fit into our new, life style, news approach. If you want to be part of this exciting new concept in news send tapes, resumes and brief description of news policies to A. Marcus, WKRR, Box 3636, Evansville, IN 47735. EOE (3-21)

WANTED: Experienced news person to do morning shift on highly rated FM Pop/Adult CBS affiliate. Must be able to write and edit and assign news. Responsible for 1/2 hour weekly public affairs program. Tapes and resumes to T.C. Weberling, Box 1318, Melbourne, FL 32936. No calls please. EOE (3-21)

Openings

KQFM/Portland, DR has immediate opening for a high energy AOR promotion director with advertising skills (sales experience preferred). Great benefits with Golden West Broadcasters. Send resumes to or call Janet Walwright at (503) 228-0100 or 4949 Macadam, Portland, OR 97201. (3-21)

Hey! Is there a competent announcer/production person out there anymore? Our requirements are simple. Good pipes, easy going, dependable, able to handle some production, willingness to work with automated Pop/Adult and Beautiful Music. Night shift. If you're ready to move to sunny California right now, contact Chris Edwards, Box 927, Bakersfield, CA 93302. EOE M/F (3-21)

PD and morning personality needed for Country station in Milwaukee metro. Tapes and resumes to Steve Warren, WWEG, 2200 N. Green Bay Road, Racine, WI 53045. (414) 652-8787. EOE (3-21)

Personality morning man wanted for leading station in market. Tight Modern Country format with crossovers. Enjoyable place to live with lakes for boating, skiing, and swimming nearby. Exceptional public schools. Call and I'll tell you about them. Comprehensive medical plan. Starting salary: \$8,000 to \$10,000. Send tapes and resumes to Jeffery B. Miller, WKUL, Drawer 968, Cullman, AL 35055. EOE (3-21)

KDVV-FM/Topeka, KS has immediate opening for news anchor/reporter. Tapes and resumes to Bill DeMore, PD, KDVV-FM, Box 1478, Topeka, KS 66601. EOE (3-21)

WDAI/Chicago has openings for news people, on-air talent, production person and research person. Tapes and resumes to Matthews Clennott, WDAI, 360 N. Michigan Ave., Chicago, IL 60601. EOE M/F (3-21)

Florida's space coast needs you! Top rated Pop/Adult CBS affiliate has rare jock opening. Good bucks for right person. Tapes and resumes to Chuck Deal, Box 1318, Melbourne, FL 32935. No calls please. EOE (3-21)

We're out to be #1! Our Pop/Country format is ready for aggressive young communicators for several near future openings. If you want to be a part of our success story, send us your tape and resume now. Females encouraged. A. Marcus, WKRR, Box 3636, Evansville, IN 47735. EOE (3-21)

2 stations with nowhere to go but up. Associated Communications Corp., is beginning to develop its Buffalo properties. Country AM, FM Pop Music. New studios. Manager needs strong #2 man as Operations Mgr., for both stations. Must have proven track record of success and have wide range of skills. Salary commensurate with experience. If you're a winner in a medium market and are ready to put it all together in the big, send resume and other pertinent material to Bob Hanebery Assoc., Inc., 136 E. 55th St., New York, NY 10022. EOE M/F (3-21)

D102 adult Top 40 FM #1 ARB is accepting tapes and resumes for future openings. Send materials to Keith Mason, WDNL, 1501 N. Washington, Danville, IL 61832. EOE M/F (3-21)

KCUB/Tucson has a rare opening for a Country air personality to do the evening air shift. Contact GM Jim Sione or PD Dave Nelson at (602) 887-1000. Tapes and resumes to KCUB, Box 50006, Tucson, AZ 85703. EOE (3-21)

Live and work in America's most livable city. KEED/Eugene needs utility jock. Experienced in news, production and on-air. No starters. No phone calls. Tapes and resumes to Tom Edwards, PD, KEED, 1245 Cherneton, Eugene, OR 98401. EOE (3-21)

Openings

WNDE/Q95/Indianapolis has an immediate opening for Assistant Chief Engineer with background in directional and studio construction. Perfect chance to get into a good expanding market with good bucks, benefits and advancement possibilities. Resumes to Rene Tetro, Chief Engineer, WNDE/WFBQ, 6181 Fall Creek Rd., Indianapolis, IN 46220. EOE (3-21)

News person for morning drive at highly respected contemporary station. If your writing style and delivery are unique, but still believable, we're interested. Send tapes and resumes to Radio & Records, 1930 Century Park West, #180, Los Angeles, CA 90067.

Tampa Bay's 86WAZE needs a modern day Commander Cody morning person. Heavy community involvement, flexible, willing to take it on the chin and start for lousy bucks but be able to knock the big boys on their bottoms by the Bay. Also other future openings available. Tapes and resumes to Apple, PD, Box 4667, Clearwater, FL 33518. (813) 725-5545 11am-noon, M-F. EOE (3-21)

KNIX-AM-FM/Phoenix is looking for qualified applicants to fill a number of positions in announcing and traffic (computer logging). Most positions full-time, some part-time. Mail resumes (and air checks) to Box 3174, Tempe, AZ 85281, c/o Larry Daniels no later than April 5. EOE (3-21)

Ground floor opportunity. A brand new station begins when our AM ceases to simulcast the FM on May 1st. We are seeking talent for 3 DJ positions, 2 news anchors, and a continuity production director. Mature sounding voice desired. Send tapes and resumes to Box 2288, Huntington, WV 25724. Closing date for applicants March 27. EOE M/F (3-21)

Talented jocks with strong production available for Top 40, Pop/Adult, AOR or Country. Call Media Consultants at (317) 474-5888. (3-21)

KJMO/Jefferson City, MO. Top rated Arbitron station in market looking for good communicator. We're an aggressive station looking for the right person, with good speaking voice at this Pop/Adult FM. Production background a plus. Salary negotiable. We're very interested in you. Send tapes and resumes to George Gutjahr, GM, KJMO, 3103 S. Ten Mile Drive, Jefferson City, MO 65101. (3-21)

WLAN-AM-FM has a part-time opening in news. We are also accepting tapes and resumes for future openings. Send tapes and resumes to Ellen Wasscou, News Director, WLAN 252 North Queen St., Lancaster, PA 17603. (3-21)

Future openings for air personalities. Good bucks and benefits. Send tapes and resumes to Tom Gilligan, WRNR, Box 709, Martinsburg, WV 25401. EOE M/F (3-21)

Aggressive News Person with conversational style and delivery. Must be willing to dig. We're in the process of building a Top 40 killer. Send tapes and resumes to Ron Chedwell, WRNR, Box 709, Martinsburg, WV 25401, or call (304) 283-6586. (3-21)

WAKE has an immediate opening for a morning announcer. We're a Pop/Adult station. Production and writing ability a must. Call O.J. Jackson (219) 462-6111. EOE (3-21)

KQEO/Albuquerque, NM looking for creative experienced news person who can handle morning drive and street reporting. Send tapes and resumes to John Gedde, KQEO, 2000 Indian School Rd. N.W., Albuquerque, NM 87104. EOE M/F (3-21)

Openings

#1 rated Top 40 FM seeks tapes, resumes and references for possible afternoon drive opening. We're a 50,000 watt facility with a winning team. Strong production a must. Very competitive market with signals from Indianapolis to Chicago. Send tapes, resumes and references to Jeffrey Jay Weber, OM, WAZY-FM, Box 1410, Lafayette, IN 47902. Women and minorities encouraged to apply. (3-21)

Looking for a New Englander. Beginners with the basics down are encouraged to apply. Interest in sports and music is essential. Tapes and resumes to Tom Richards WDOT, 395 College St., Burlington, VT 05401. EOE (3-21)

Sales Manager wanted for large market operation. Experienced sales person willing to learn management. Write to John Demeter, WCUE Radio, 424 Seckett Ave., Akron, OH 44313. EOE M/F (3-21)

If you're interesting, professional, bright and a team player we want your tape and resume. Bill Moyes, The Research Group, 1422 Monterey Plaza, San Luis Obispo, CA 93401. EOE M/F (3-21)

WLEQ/Ft. Meyers, FL looking for 7-12midnight jock with good production skills. Best weather in the country on the Gulf Coast. Contact Tony Sands, 96 Super Q Blvd., Rt. 22, Ft. Meyers, FL 33908. (3-21)

Experienced full-time announcers for Adult Contemporary formats medium to large markets needed by BBS. Tapes and resumes to Botkin Broadcast Services, Rte. 6, Box 49-B, Austin, TX 78737. (3-21)

WEEEX/Easton, PA is looking for Adult Contemporary communicators for future openings. Contact Charlie Ryan, OM, WEEEX, Box 190, Easton, PA 18042. (3-21)

Part-timers from the Vermont area needed immediately. Tapes and resumes to Tom Richards, WDOT, 395 College St., Burlington, VT 05401. EOE (3-21)

South Florida Pop/Adult FM looking for PD. 100 KW No. 1 Arbitron rated station in coastal growth area. Excellent staff and new studios. Prefer experienced PD with smooth delivery, mature voice and strong production ability. Minimum 5 yrs commercial radio experience required. Tapes and resumes to Randolph Miller, Pres., WOW-FM, Box 3192, Ft. Pierce, FL 33450. EOE (3-1)

Z92... one of the world's outstanding Rock stations is now accepting tapes and resumes for possible future openings. Send to Bob Linden, Meredith Broadcasting, 11128 John Galt Blvd., Omaha, NE 68137. EOE (3-21)

KEZY/Southern California looking for communicator/AOR jock who understands Top Tracks radio and telephone talk. (AFTRA, LA Metro payscale.) Contact Dave Forman, PD with tapes and resumes only to 1190 E. Ball Rd., Anaheim, CA 92805. EOE (3-21)

People to fill one full-time on-air news/one part-time entry level reporter positions. Tapes and resumes to Cynthia Heath, KCBO, Box 1629, San Diego, CA 92112. EOE (3-21)

PLEASE NOTE:

You may place your ad in the Opportunities section by mail or phone. All Openings, Positions Sought and Changes are free of charge. Simply call us at (213) 553-4330 with your information, or mail it to Radio & Records, 1930 Century Park West, L.A., CA 90067. Please be sure to let us know when you have found a position or filled your opening.

CHANGES

Record

CHUCK BEESON promoted to Director of Graphics for A&M Records.
ARLA DIETZ-BAIM appointed Advertising Manager, Print/Audio for A&M Records.

Industry

SUSAN WOODNICK appointed Vice President of Artist Development and Director of Publicity for Crabshaw Management.

Radio

MIKE McCOY formerly CK101/Cocoa Beach joins KLUC/Las Vegas, NV doing 6pm-10pm shift.
RABBETT formerly KPIG-FM/Honolulu joins KDEO/Waipahu-Honolulu, HI as copywriter/production.
PAT RYAN formerly news reporter WROK-WZOK/Rockford, IL joins KFMK-KWPC/Muscataine, IA as News Director.
DOROTHY HICKS appointed Director of Minority Affairs for KTAR-KBBC-FM/Phoenix, AZ.
LINDA STONE BLOOMER named Promotion Director for KTAR-KBBC-FM/Phoenix, AZ.
TOM GILLIGAN formerly PD WRNR/Martinsburg, WV joins CK101/Cocoa Beach, FL.
RON CHADWELL promoted to Program Director WRNR/Martinsburg, WV.
AMY LANDSMAN joins WRNR/Martinsburg, WV as News Director from Z104/Frederick, MD.

DEAN MITCHELL joins KDVV/Topeka, KS from Y100/Miami, FL.
BENN FELTHEIMER appointed Retail Sales Manager for WBBM-FM/Chicago, IL.

Station Line-Ups

KZZX/Albuquerque, NM LINE-UP: 6am-10am Waslon Walker, 10am-2pm Chris Carey (PD/MD), 2pm-6pm Jim Wellborn, 6pm-10pm Mickey Olson (Asst. MD), 10pm-2am Steve Sage, 2am-6am DeDe Lewis
Weekends: Scott Giles, Steve Pollock, Ben Ortega, News Director: Jane Akre

WIBM/Jackson, MI LINE-UP: 6am-10am Bert Hawley (PD), 10am-3pm Jeff Jennings, 3pm-7pm Michael W. Key (MD), 7pm-12mid Mike Parks, 12mid-6am Jim Ellis. Weekends: Kevin Kreiger, Norm Spafford.

CJXX/Grande Prairie, Alberta: LINE-UP: 5:30am-9am Chuck Ingram, 9am-1pm Dave Jennings, 1pm-4pm Skip Norman, 4pm-8pm Kirk Leyton, 8pm-12mid Charley Robbins, 12mid-5:30am John Marshall. Weekends: K.J. Quinn, Johnny Williams.

WZZO/Allentown, PA LINE-UP: 6am-10am Ellie Richman & Mark O'Brien, 10am-2pm Dale Hendrix, 2pm-4pm Lyn Corey, 4pm-8pm Joe Madden, 8pm-12mid Captain Mozzo, 12mid-6am Steve McKnee. Weekends: Todd Heft, Linda Major.

WBLM/Lewiston-Portland, ME LINE-UP: 5:30am-9am R.J. Hanson, 9am-12noon Jose Diaz, 12noon-4pm David Borderlais, 4pm-8pm Mike Bushey, 8pm-12mid Carla Raswyck, 12mid-5:30am Mark Persky. Weekends: Charlie Rose, Greg Stump, Tom Peterson, Paul Judkins.

KZOM/Beaumont, TX LINE-UP: 6am-10am Chris Baker, 10am-2pm Dave Scott, 2pm-7pm Mark McLaren, 7pm-12mid Bobbie Choate, 12mid-6am Bill Spry. Weekends: Larry King.

WXAM/Charlottesville, VA LINE-UP: 6am-10am Mike Terry (PD), 10am-2pm Josh Cohen, 2pm-6pm Steve Reed (MD), 6pm-10pm Bob Randall, 10pm-12mid Tom Chandler, 12mid-5:30am Larry King (Mutual Show), 5:30am-8am Tom Chandler.

KMGN/Bakersfield, CA LINE-UP: 6am-12noon Steve Brickell, 12noon-6pm Mike Bell, 6pm-12mid Dave Lawrence, 12mid-6am Colleen Cool. Weekends: Bobby Roberts and Zak.

WWOD/Lynchburg, VA LINE-UP: 6am-10am Matt McCall (PD), 10am-3pm Ed Michaels (MD), 3pm-7pm Rich Randall, 7pm-12mid Bob Barney, 12mid-6am Bobby Howell. Weekends: Charley Taylor, Robin Coker.

KXTC/Phoenix, AZ LINE-UP: 6am-12noon Alicia Torres (MD), 12noon-6pm Brian Christian, 6pm-12mid John Edwards, 12mid-6am Alethea Long. Weekends: Mitch Miglis, Patrick Lee.

OPPORTUNITIES

Openings

WGAN/Portland, ME needs studio engineer/announcer. You will engineer sports at night, some on-air announcer work available. Experience necessary. Call (207) 797-9220 between 9am-12noon. Bob Adams, Operations Manager. EOE (3-21)

WMEE-FM/Ft. Wayne looking for top flight Program Director. Must be a winner and dedicated to being #1. Send any information on how you can do the job to John David Spangler, Box 6000, Ft. Wayne, IN 46896. (3-14)

News Director, new 100,000 watt FM Contemporary Rock station. Strong on interviewing and Public Affairs. Good natural delivery, some production. Resumes and tape to Manager, KAOH, Box 6167, Duluth, MN 55806. (3-14)

Southeastern New Mexico's #1 50,000 Top 40 powerhouse looking for qualified experienced announcer for midday position. Good climate and great people. Females encouraged to apply. Send tapes and resumes to J.R. Lonigan, KBCQ, Roswell, NM 88102. EOE (3-14)

KCUB/Tucson has a rare opening for a Country air personality to do the evening air shift. Contact GM Jim Stone or PD Dave Nelson at (602) 887-1000. Tapes and resumes to KCUB, Box 50006, Tucson, AZ 85703. EOE (3-21)

Due to an Intercompany promotion, WNOW/York, PA has opening for qualified, take-charge News Director. Good pay, good benefits, good hours. Contact Dave Marino, Station Manager at (717) 755-1049. EOE M/F (3-14)

KENR/Houston is looking for a News Director. Send tapes and resumes with news philosophy to Joe Wade Formicola, PD, 2 Greenway Plaza East, Houston, TX 77042. EOE M/F (3-14)

Sunbelt radio station adding to news staff. Searching for heavyweight morning news anchor for 5 day week shift. Includes production writing and anchoring several times 15 minute news blocks. Must be strong both on and off the air. Send tapes and resumes with full references and salary requirements to Don Bradley, ND, KELI, Box 52182, Tulsa, OK 74152. Minorties welcome. EOE M/F (3-14)

KAGO/Klamath Falls, OR seeks funny, natural sounding announcer for sold out AM drive shift. Good production a must. Market of 350,000 people. Tapes and resumes to Charlie Van Hall, Box 1150, Klamath Falls, OR 97601. EOE M/F (3-14)

Production Director/awing man experienced in Top 40 and Pop/Adult at Maine's #1 station. Also in desperate need of part-time help. Send tapes and resumes to Steve Rogers, WIGY/WJTO-AM, Box 329, Bath, ME 04530. EOE M/F (3-14)

Experienced announcers needed for top Midwest city. New 100,000 FM Contemporary Rock station. Need natural delivery and above average production skills. Tapes, resumes to Manager, KAOH, Box 6167, Duluth, MN 55806.

Needed yesterday. Conversational morning man who can entertain and maintain strong AM numbers. Someone to blend in with our overall sound while being a personality. Is that you? Tapes and resumes to Mark Robertson, WBEU, 3040 Boundary St., Beaufort, SC 29902. EOE (3-14)

WOBL/Oberlin, OH has opening for 7pm-12midnight jock with good production skills. Females especially encouraged to apply. Send tapes and resumes to Ken Lucas, WOBL, Box 277, Oberlin, OH 44074. EOE M/F (3-14)

Southern California midday personality. Immediate opening KWIZ/Orange County, Disneyland-Newport Beach area. Send tapes to Bill Weaver, KLOK, Box 21248, San Jose, CA 95151. EOE M/F (3-14)

News persons for new 100,000 watt FM Contemporary Rock station. Ladies encouraged! Good natural delivery. Experience a must! Tapes and resumes to Manager, KAOH, Box 6167, Duluth, MN 55806. (3-14)

WBSG/Savannah's newest #1 is accepting tapes and resumes for future openings. Show us a bright, Top 40 sound plus a couple of production samples and you may be first in our files. Send to Doug Welldon, OM, WSGF-FM, Box 876, Savannah, GA 31402. EOE (3-14)

New 60,000 watt (FM97) WLAN/FM has opening for 7pm-12midnight personality. Send tapes and resumes to Program Director, WLAN-FM, 252 N. Queen St., Lancaster, PA. No calls please. (3-14)

WBZA-AM and WNIQ-FM/Glens Falls, NY now looking for experienced first class Chief Engineer to work in a four season resort area. Join a growing company and make your home here. Let's talk. Call Jay Scott at (518) 792-2151 between 9am-5pm. EOE M/F (3-14)

Western Cities Broadcasting, with stations in Phoenix, Las Vegas, Tucson and Sacramento looking for conversational one-on-one newscasters who take pride in delivering bright, solid, creative news. Strong rewriting ability essential. Tapes, resumes and writing samples to Jeff Michaels, ND, KMJJ, Box 14805, Las Vegas, NV 89114. EOE (3-14)

WALT-FM/Meridian, MS 100,000 watts under new direction needs experienced, talented voices with good production to increase numbers. Salary negotiable. Top 40 with AOR flavoring. I need several talented people immediately. Send tapes and resumes 1st class mail to Dave Edney, PD, WALT, Box 5797, Meridian, MS 39301 or call (601) 693-2661. EOE M/F (3-14)

Goods & Services

Program Consultant Help!

Let a national radio program consultant see and hear your material and forward you a critique. Send tapes, resumes and \$5.00 to C.V.L.A., Box 3087, Hollywood, CA 90028.

Lola's Lunch

DROP YOUR PANTS, grab your socks, here comes the lolla, here comes the yocks. Complimentary snack "LOLA'S LUNCH," 1789 Hamlet Drive, Ypsilanti, Michigan 48197.

Take The TAPE Test!

When it comes to audition tapes, THE PROGRAM DIRECTORS **Know** what to listen for because WE KNOW what program directors listen for! We offer a thorough written critique PLUS recommendations that will ensure your tape's impact and effectiveness. Let us listen first!

THE PROGRAM DIRECTORS, with major market experience in every radio format, is headed by Jerry Stevens. (Programming: WMMR and WCAU-FM, Philadelphia. On-Air: WBZ, Boston, WIBG, Philadelphia, WNEW, New York.) GO WITH THE BEST!

We report within two (2) weeks of receipt of your tape which will be returned.

Evaluation fee: \$30.00

Contingent upon our evaluation and your agreement, your tape may merit job placement efforts with our client stations.

YOUR AUDITION TAPE IS CRITICAL! If it doesn't make it... you won't.

LET THE PROGRAM DIRECTORS LISTEN FIRST!

THE PROGRAM DIRECTORS, The Warwick, Suite 1810, 17th & Locust, Philadelphia, PA 19103, (215) 985-4337.

Comedy Material

Comedy bits for all formats. Gary Owens KMPC loves it. For freebie write HYPE INK, Box 69581, Los Angeles, CA 90069

Radio Personality Development

"BUILDING WITH THE BASICS"... A handy reference book for experienced radio people, and a training program for beginners. "... A new book on radio basics that appears to be a cut above the rest... Michael has taken all the basic knowledge surrounding the job of a radio personality and organized it into an easy-to-comprehend text that I wish I could have read before I took my first radio gig." — John Leader, R&R. Price \$11.70 in U.S. funds (including postage). MICHAEL MAY Box 127, Billings, MT 59103, (406) 248-3278.

You'll Be Funnier

Hundreds of deejays renewed again this year! Guaranteed funnier! Free sample. CONTEMPORARY COMEDY, 5804-D Twineing, Dallas, TX 75227. Phone (214) 381-4779.

Phantastic Phunnies

Highly respected... proven worldwide audience bulder! Hilarious... original... "quick-quip"... topical humor!! Introductory month's 400 topical one-liners and "BONUS"... just \$2.00!!! "PHANTASTIC PHUNNIES," 1343-A, Stratford Dr., Kent, OH 44240.

Air Check Center

Unable to produce a quality AIR CHECK because of poor equipment? Perhaps you don't know what to include on your audition tape. Let our staff of programmers edit-process your tape professionally! Call (318) 861-4507.

Broadcaster's Action Line

Job referral Service — \$40.00 for 12 months. R 2, Box 25-A, Lexington, IN 47138, (812) 889-2907. Free to employers.

"Radio's Premiere Comedy Service"

FREE SAMPLE ISSUE of radio's most popular humor service! O'LINERS, 1448-R West San Bruno, Fresno, CA 93711 or phone (209) 431-1502.

Goods & Services

Making your classifieds come alive, or getting your goods and services singled out is simple. Only 35 cents a word, \$10.00 minimum per week for Goods & Services. Blind Box ads, 50 cents a word, \$20.00 minimum per week. All headlines are free. Contact R&R Classified Department, Mon-Fri at (213) 553-4330, or write us at 1930 Century Park West, L.A., CA 90067

Positions Sought

Midnight to 6 is my spot. All-night DJ wants stable permanent position. 7-yr pro, excellent references, very dependable. Florida and Southeast only. Call MIKE (904) 255-6950. (3-21)

Minority jock with Top 40 and AOR experience looking to relocate Southeast or Southwest. Currently working afternoon drive and MD. Have worked at WUIC, WMET, WNUR, Call BILL MORGAN (312) 638 3717 or (312) 643-3831. (3-21)

Major market pro looking for air or PD slot in East. #1 18-49 ratings in top 10 market. Yours can be next. Call DAVE (714) 528-2555. (3-21)

Positions Sought

Available immediately. Programming, production, on-air team. STEVE CASSIDY and DAVID POWERY. Experienced in Rock, Top 40, Country. Excellent with automation. Know FCC rules and regulations. References. (602) 296-0877. (3-21)

Experienced announcer/programmer in Top 40, Pop/Adult and Country seeks similar challenge. References include only up ARB's. Research background at KABC Radio and Audience Studios. Formerly with KADE/Boulder, CO. Available now. Call JOHN at (303) 429-4769 or write me at 700 Bronco Rd., Denver, CO 80221. (3-21)

A young and very eager AOR air personality. Have 19 months experience. Have vast musical knowledge and am capable of being a good MD. I just want enough money to make ends meet. Seeking full time employment. Call ALAN HALL (502) 895-2142. (3-21)

Award winning news pro. 12 yrs experience. Serious journalist dedicated to comprehensive coverage over the headline service. Seeks same in Western US. Medium or major market outlet. Preferably all-News. Excellent anchor, street reporter, writer, manager, editor. I can do it all for the right station. Call RON (607) 432-0350 after noon EST. (3-21)

15 yrs as radio announcer. News, commercials, play-by-play experience. Looking for position at any Spanish station in U.S. 3 yrs college, dramatics, etc. Will relocate. Currently working at WKFE, but would like a change. If interested write to FRANKIE RODRIGUEZ, Manuel A. Negron St., #43, Yauco, Puerto Rico. 00768 (3-21)

Am currently working, but seeking a change. I have a 1st phone plus 8 yrs experience (6 a current station) in programming, music, production, promotions, air work and sales. I'm interested in what you have to offer in the way of a programming/airwork position. Prefer Midwest. Reply to JOE, 601 N. 6th St., Carmi, IL 62821. (3-21)

Very good production! Eager to work with quality equipment. 3 yrs AOR and 1 yr Pop/Adult. Currently working middays P/A. Dying to get back into AOR in a medium market. Outstanding knowledge of late 60's rock, laid back yet intense on air. Second phone, will have 1st by mid-April and eager to do engineering. Call (904) 629-8008. (3-21)

Available: lady DJ. Worked with Pop/Adult and oldies. MD, PD plus mid-days. Any air shift in Northern CA. Call (415) 345-8420. (3-21)

RUDY FERNANDEZ, 7 yrs experience in medium market of 150,000 population. Have worked as Public Affairs Director, public relations manager, MD and assistant PD. Worked at 2 #1 stations, currently production manager at the #1 station in town. For more information or air check contact RUDY at (915) 677-5383. (3-21)

Help me flex my AOR muscle. I have major market experience and its time to move. If you'd like to talk to me about where I'm going, anytime. (201) 247-8769. TOM MITTEN. (3-21)

I will fill your opening if you're looking for Top 40, AOR announcer who can do play-by-play sports and very creative writing. Don't delay. I need the pay. Call MIKE HAMMONDS at (214) 785-5455 or (214) 784-2311. (3-21)

Experienced DJ with automation experience looking for small market station with room for advancement. \$150-\$160 per week net. Call GREG at (419) 422-8970. (3-21)

14-year pro seeks medium market Program Director position at Pop/Adult station with opportunity to win. Call after 5pm EST (914) 292-4928. (3-21)

JASON DOUGLAS BJ105 looking for full-time position only. Formerly MD CK101. Call (305) 273-7548 or (305) 425-6634. (3-21)

Present AOR jock looking for AOR or progressive Country on-air position. Will relocate. Call DAVID DANIELS (406) 453-0080 anytime (keeps trying). (3-21)

Doctor has fever! Missing Dixie and wants to move back to the South. 5 1/2 yrs radio on-air and sales experience. Let's talk. Nude photo available on request along with tape and resume. JERRY TURNER 1901 S. Main, Apt. 4, Roswell, NM 88201. (3-21)

Looking for AOR in medium market. 3 yrs experience in AOR. Good production. Willing to bust ass. Call evenings at (315) 837-3227 and ask for BRAD. (3-21)

JON ANTHONY 8 yrs experience Top 40. Formerly Asst. PD and afternoon drive for last 1 1/2 yrs at KX104/Nashville. KGGO, WMPS, WOKY, WERC, WSGN. Looking for Top 40 or afternoon or night gig in Southeast. Call (615) 822-1163. (3-21)

One of the South's top Talk Show host and adult-oriented Program Directors is available for either or both positions. Top 30 markets only please. Call (813) 324-1891 or write STACY TAYLOR 2300 Jackson Rd., #502, Cypress Gardens, FL 33880. (3-21)

Successful PD seeks new challenge, background in live as well as locally produced automated formats. Major and medium market experience. Call (209) 732-4443 anytime. (3-21)

I can do a good job for you 7pm-12midnight or 12midnight-6am. Mature announcer 15 yrs experience, good voice, 1st ticket. Have worked Country and Pop/Adult formats. Prefer Florida or another state in Southeast. BILL SMITHSON (305) 448 1260. (3-21)

Positions Sought

PATRICK HENRY PRICE available as consultant in major market. Call (213) 464-1731. (3-21)

Successful Program Director currently programming Country station in secondary market is looking for new challenge. Looking for programming or major market jock position. Have worked all formats but prefer Country or Adult Contemporary. Call BILL (205) 661-7589 after 7pm. (3-21)

Midwest major market air personality/production looking for stable Top 40 or Pop/Adult situation. Call (612) 293-0133. (3-21)

ANGELO FIAT, entertainer coordinator and trouble shooter is free from all contractual obligations. Now accepting offers. Law degree, concert and nightclub promotion, record company experience. Write Box 1391, Canoga Park, CA 91304 or call (213) 348-7099. (3-21)

Marketing graduate with 3 1/2 yrs professional programming and production experience wants job in objective programming, promotion or research. Degree emphasizes advertising and promotion. Available immediately. MIKE NEAL (314) 625-1635 or (314) 441-5121. (3-21)

Morning drive jock, humorous but not insene. 10 yrs radio veteran has outgrown present market. Wish to work with professionals who want to win. Call (412) 681-8143 and leave message. (3-21)

JACK RANDALL Program Director of KAAV is available due to massive management and personnel change. Programming/air. (501) 758-4138. (3-21)

Creative and super entertaining personality seeks programming and/or on-air job with medium or major market station any format. Call WES at (209) 299-0688 24 hours a day. (3-14)

NICK SOMMERS would like to relocate in Southeast. Formerly WMYQ, WAPE, KTLK, KIMN-FM, Q103 (KOAQ). Call (303) 922-3347. (3-14)

Top West Central Minnesota sportscaster looking for small or medium market station that values play-by-play and sports coverage and wants quality personnel. Over 6 yrs experience devoted to high school and junior college sports. Currently employed at #1 rated area AM as Sports Director and air personality but looking for new challenge. Call BOB at (612) 235-2915 or (612) 235-1340. (3-14)

Dedicated professional radio newsmen looking for right challenge in West or Northwest. Strong anchor and reporter seeking similar or ND position at station that cares about gathering news. Background includes work with all-news format. Excellent references. Now employed top 30 market. (415) 573-7294. (3-14)

Colgate University grad seeks small/medium market Top 40 Pop/Adult position. Top production and professional experience. Can relocate anywhere immediately. Call or write DAVE DINARDO, 1510 Waterbury Rd., Lakewood, OH 44107 or call (216) 221-7953. (3-14)

Need a PD? Ten year radio pro including top 5 markets. Will build your small to medium market station to Top 40 winner. Have Ass't PD will travel. Call (602) 432-5584 anytime. (3-14)

Top 40, Pop/Adult, AOR, Disco AM/FM, likable personality with PD, MD, PSA Director, promotion, remote and production experience. Desires full-time opening as DJ with responsibility. Aircheck and resume only a phone call away. (216) 478-1206 or (216) 478-0440. Young but mature. Call anytime L.J.D (3-14)

Mature married minority wants to move family back to the West. Former weather man, salesman and businessman. 3rd phone. I do play-by-play and airshift, news, plus give 150%. Community-oriented. Member Jaycees, American Legion, etc. Call (218) 681-6364 or (218) 253-4135. (3-14)

Pop and R&B 10-year veteran with great credentials and references seeks major market PD/announcer or announcer position. Call JACK (301) 589-1028. (3-14)

Miscellaneous

WETZ/New Martinsville, WV switched formats to Top 40 and needs record service from all labels. Send to Neal Ardman, WETZ, Box 249, New Martinsville, WV 26155. (3-14)

CBUB new cable FM/New York needs Pop/Adult and Top 40 album service from all labels. Please send to M.E. Young, GM 1235 Gr. Concourse #622, Bronx, New York 10452. (3-14)

WNDR/Syracuse's #1 station among 18-49 needs better record service from all labels. Please contact Jay Meyers, PD, (315) 446-1515 (3-14)

WFAW-94/Fort Atkinson, WI recently changed to Pop/Adult format. Strong emphasis on Oldies. We're in desperate need of fresh copies of Oldies from the 50's, 60's, and 70's. Send anything to Johnnie G. Gardner, PD, WFAW, Box 84, Ft. Atkinson, WI 53538. (3-14)

WBZI-FM95... has made the switch to stereo country, and now we need service ASAP...! Playing slick, modern country. We need help from all labels including the old and new releases. Send any help to Mike Mahaffey, PD, WBZI, Box 99 600 Kinsey Road, Xenia, OH 45388. (513) 426-2433. (3-14)

KCOW/Alliance, NE Adult Contemporary/Pop/Adult format needs record service as well as Oldies from all labels. Call (308) 762-1400. (3-14)

THE BACK PAGE

BREAKERS

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

BILLY PRESTON & SYREETA

With You I'm Born Again (Motown)

63% of our reporters on it. Moves: Up 87, Same 10, Down 15, Adds 12, KRBE, KSLQ, WBBF, KRLY, KHFI, WTI, WMEE, WZZP, KTAC, WGUY, WGBF, KCBN. See Parallels, charts at number 24.

PAUL DAVIS

Do Right (Bang)

63% of our reporters on it. Moves: Up 72, Same 24, Down 0, Adds 28 including WCAO, F105, KS95-FM, WGCL, Q102, WOKY, KIMN, WFBL, WBLI, WICC, 14Q, KELP, WJDX, WAXY, KRAV, KIOY. See Parallels, charts at number 29.

KENNY ROGERS & KIM CARNES

Don't Fall In Love With A Dreamer (UA)

55% of our reporters on it, over 50% of our Parallel One stations added this week. Moves: Up 1, Same 6, Down 0, Adds 101 including WXLO, WKBW, WFIL, WPEZ, WCAO, WRKO, BJ105, WPGC, 94Q, Q105, KDWB, KS95-FM, KBEQ, WHB, WZUU, WOKY, KFI, KHJ, KIMN, KOPA. See Parallels, charts at number 30.

NEW & ACTIVE

Recent releases with airplay reported by at least 50 of our reporting stations are listed in order of their activity. The two numbers following the artist title label designation (example: 100/25) indicate how many of our reporters are on the record this week (100) and of those 100 how many added it this week (25). Moves are broken down for each record and indicate how many stations moved the song up on their charts, held it the same on to on, add to on, 31-31, etc., moved it down on their charts, or added it this week. Complete airplay activity on all songs listed in New & Active can be found in the parallels.

JOURNEY "Any Way You Want It" (Columbia) 108/25

Moves: Up 64, Same 18, Down 1, Adds 25 including Q102, KOPA, WFBL, 14Q, KHFI, Y103, KSTT, Y94, G100, KDZA, 96KX 19-14, KWK 2-1, WGCL 26-17, KFRC 10-7.

PRETENDERS "Brass In Pocket (I'm Special)" (Sire) 104/34

Moves: Up 46, Same 23, Down 1, Adds 34 including WPEZ, F105, Y100, KSLQ, WGCL, WTIC-FM, WAPE, WNOX, WDRQ, KYNO-FM, KENO, JB105 32-24, CHUM 24-20, KHJ 26-20.

MELISSA MANCHESTER "Fire In The Morning" (Arista) 83/16

Moves: Up 43, Same 23, Down 1, Adds 16 including WHB, WFMF, WGH, KWEN, KFXM, KRQ, WTSN, WAAY, KILE, KKRC, KSLY.

CLIFF RICHARD "Carrie" (EMI America) 76/15

Moves: Up 50, Same 11, Down 0, Adds 15 including KDWB, WKBO, KBFM, KEEL, KERN, KFXM, KGW, WHHY, KAAV, FM99, KWIC, KOOK.

GARY NUMAN "Cars" (Atco) 75/10

Moves: Up 46, Same 18, Down 1, Adds 10, WPEZ, KBEQ, WHYN, 95SGF, WCGQ, KQWB-FM, WAKX, WEAQ, WRBR, KDZA.

WHISPERS "And The Beat Goes On" (Solar/RCA) 70/13

Moves: Up 42, Same 11, Down 4, Adds 13 including CKGM, WGCL, WFBL, KINT, KEEL, WQRK, FM102, KWIC, KILE, WRKR, KDZA, PRO-FM 30-26, KFI 25-22.

KENNY LOGGINS "Keep The Fire" (Columbia) 67/13

Moves: Up 43, Same 8, Down 3, Adds 13 including 96KX, WPEZ, KJR, WICC, 92Q, WAKY, KMJK, KENO, F105 35-31, CHUM 10-3, WFLY 25-14.

DAN FOGELBERG "Heart Hotels" (Full Moon/Epic) 66/36

Moves: Up 18, Same 12, Down 0, Adds 36 including WKBW, KRBE, KBEQ, B100, KIMN, WPST, WHYN, 95SGF, WAYS, 92X, 94Q 21-16, KOPA d-23.

PEACHES & HERB "I Pledge My Love" (Polydor) 62/18

Moves: Up 38, Same 9, Down 7, Adds 8, WPGC, CKLW, WSGN, WGH, KSTT, KERN, WABC 12-9, WXLO 19-11, PRO-FM 8-4, KFI 29-21.

LINDA RONSTADT "Hurt So Bad" (Asylum) 59/28

Moves: Up 20, Same 11, Down 0, Adds 28 including WFIL, Z93, 94Q, KHJ, WFLY, KINT, KRAV, Y94, KENO, 96KX 20-17, KDWB 28-25, KRLA 21-19.

CLASH "Train In Vain" (Epic) 57/18

Moves: Up 18, Same 21, Down 0, Adds 18, including 94Q, WOKY, B100, 95SGF, KRSP, V100, KPUR, KQWB-FM, KFXD, CHUM 21-17, KDWB 27-24, KUPD 29-26.

FELIX CAVALIERE "Only A Lonely Heart Sees" (Epic) 56/14

Moves: Up 24, Same 18, Down 0, Adds 14 including WRKO, WGCL, KFI, WTIC-FM, Y103, KCPX, KTKT, WISE, WRBR, KBOZ, 94Q 26-23, KDWB 29-26.

BOZ SCAGGS "Breakdown Dead Ahead" (Columbia) 53/52

Moves: Up 0, Same 1, Down 0, Adds 52 including WPEZ, WRKO, JB105, WPGC, Z93, 94Q, KSLQ, WOKY, KEARTH, KHJ, KFRC, B100, KJR, KOPA.

ANDY GIBB & OLIVIA NEWTON-JOHN "I Can't Help It" (RSO) 52/40

Moves: Up 5, Same 7, Down 0, Adds 40 including WCAO, KRBE, Q105, CKLW, WZUU, Q106, WHYN, WSGN, WRVQ, KRAV, WOHO, KMJK.

Radio & Records

NATIONAL AIRPLAY/30

March 21, 1980

THREE WEEKS AGO TWO WEEKS AGO LAST WEEK

| THREE WEEKS AGO | TWO WEEKS AGO | LAST WEEK | |
|-----------------|---------------|-----------|--|
| 5 | 1 | 1 | 1 PINK FLOYD/Another Brick In The Wall (Columbia) |
| 13 | 8 | 4 | 2 CHRISTOPHER CROSS/Ride Like The Wind (WB) |
| 25 | 15 | 6 | 3 BLONDIE/Call Me (Chrysalis) |
| 19 | 12 | 7 | 4 BOB SEGER/Fire Lake (Capitol) |
| 18 | 13 | 5 | 5 EAGLES/I Can't Tell You Why (Asylum) |
| 9 | 6 | 3 | 6 KOOL & THE GANG/Too Hot (DeLite/Mercury) |
| 10 | 9 | 8 | 7 LINDA RONSTADT/How Do I Make You (Asylum) |
| 26 | 18 | 13 | 8 AIR SUPPLY/Lost In Love (Arista) |
| 4 | 3 | 2 | 9 RUPERT HOLMES/Him (MCA) |
| 3 | 5 | 9 | 10 SPINNERS/Workin' My Way Back To You (Atlantic) |
| 27 | 22 | 16 | 11 RAY, GOODMAN & BROWN/Special Lady (Polydor) |
| - | 23 | 19 | 12 MICHAEL JACKSON/Off The Wall (Epic) |
| - | - | 25 | 13 BILLY JOEL/You May Be Right (Columbia) |
| 2 | 2 | 10 | 14 DAN FOGELBERG/Longer (Full Moon/Epic) |
| 30 | 28 | 22 | 15 DR. HOOK/Sexy Eyes (Capitol) |
| 1 | 4 | 11 | 16 QUEEN/Crazy Little Thing Called Love (Elektra) |
| 15 | 14 | 12 | 17 CHUCK MANGIONE/Give It All You Got (A&M) |
| 12 | 11 | 15 | 18 TOM PETTY/Refugee (Backstreet/MCA) |
| 24 | 21 | 20 | 19 TOMMY JAMES/Three Times In Love (Millennium) |
| 22 | 19 | 18 | 20 SHALAMAR/The Second Time Around (Solar/RCA) |
| - | - | 27 | 21 FLEETWOOD MAC/Think About Me (WB) |
| 28 | 26 | 23 | 22 J. GEILS BAND/Come Back (EMI America) |
| 7 | 7 | 14 | 23 ANDY GIBB/Desire (RSO) |
| - | - | → | 24 BILLY PRESTON & SYREETA/With You I'm Born... (Motown) |
| - | 29 | 26 | 25 HEART/Even It Up (Epic) |
| - | - | 28 | 26 JIMMY RUFFIN/Hold On To My Love (RSO) |
| - | - | 29 | 27 CHARLIE DORE/Pilot Of The Airwaves (Island) |
| - | - | 30 | 28 UTOPIA/Set Me Free (Bearsville/WB) |
| - | - | → | 29 PAUL DAVIS/Do Right (Bang) |
| - | - | → | 30 KENNY ROGERS & KIM CARNES/Don't Fall In Love... (UA) |

This chart is based solely on airplay statistics compiled weekly from our Top 40 reporting stations. Black circled numbers indicate significant upward movement from at least 60% of our reporters.

MOST ADDED

K. ROGERS & K. CARNES "Don't Fall In Love..." (UA)
BOZ SCAGGS "Breakdown Dead Ahead" (Columbia)
ANDY & OLIVIA "I Can't Help It" (RSO)
DAN FOGELBERG "Heart Hotels" (Full Moon/Epic)
PRETENDERS "Brass In Pocket (I'm Special)" (Sire)

Complete Regionalized Listings on Pages 26 and 27

HOTTEST

PINK FLOYD "Another Brick In The Wall" (Columbia)
BLONDIE "Call Me" (Chrysalis)
CHRISTOPHER CROSS "Ride Like The Wind" (WB)
BOB SEGER "Fire Lake" (Capitol)
EAGLES "I Can't Tell You Why" (Asylum)

Parallel Listings Begin on Page 30.

Others Getting Significant Action

BROTHERS JOHNSON "Stomp!" (A&M) 47/21

Moves: Up 26, Same 0, Down 0, Adds 21 including WCAO, KFRC, WBLI, WKEE, KAUM, KBFM, 95SGF, WNOX, KJRB, KRBE 20-14, CKLW d-16, KEARTH 25-20.

WARREN ZEVON "A Certain Girl" (Asylum) 41/15

Moves: Up 10, Same 16, Down 0, Adds 15 including KDWB, WICC, WHYN, WAPE, KJ100, WVIC, KRSP, KTKT, V100, WCGQ, WAKX, KSLY.

BETTE MIDLER "The Rose" (Atlantic) 38/18

Moves: Up 13, Same 7, Down 0, Adds 18 including WKBW, WRKO, WHB, WKEE, KHFI, WERC, WVIC, WZZP, KCPX, KC101 30-25, WKIX 5-2.

STYX "Borrowed Time" (A&M) 38/12

Moves: Up 10, Same 15, Down 1, Adds 12 including Z97, KRBE, Q105, Y95, WQRK, WNCI, V100, WGBF, KDZA, JB105 35-31, WFLY 30-25, KRSP 21-16.

SMOKEY ROBINSON "Let Me Be The Clock" (Tamla) 37/14

Moves: Up 10, Same 13, Down 0, Adds 14 including WRKO, Q106, KBFM, WLAC, Y94, WFBG, WHHY, KBDF, KIOY 22-17.

DAVID GATES "Where Does The Lovin' Go" (Elektra) 37/1

Moves: Up 23, Same 13, Down 0, Adds 1, KBOZ, WRKO 28-26, KDWB 16-9, WZUU 14-11, Z98 30-25, WCIR 29-24, WFLB 30-26.

RUSH "Spirit Of The Radio" (Mercury) 35/3

Moves: Up 17, Same 11, Down 4, Adds 3, WFLY, 92X, WGBF, CKGM 27-23, WGCL 27-20, WVIC 27-21, KRUX 29-24.

ROMANTICS "What I Like About You" (Nemperor) 30/1

Moves: Up 11, Same 17, Down 1, Adds 1, KSLY, WTI, X39-36, WVIC 35-31, KRSP 28-24, WLBZ 24-17.

KARLA BONOFF "Baby Don't Go" (Columbia) 29/1

Moves: Up 14, Same 13, Down 1, Adds 1, WZUU, KIMN 29-19, WJDX 11-4, KWEN 20-16, KGW 28-22, KKXL 18-13, KBDF 23-18, KBOZ 28-22.

OFF BROADWAY "Stay In Time" (Atlantic) 26/8

Moves: Up 8, Same 10, Down 0, Adds 8, 96KX, KSLQ, KRUX, WCIR, WFLB, KQWB-FM, WRBR, KCBN, KWK 10-5, KZ93 1-1, K104 5-4, WFBG 31-24.

KORONA "Let Me Be" (UA) 23/9

Moves: Up 6, Same 8, Down 0, Adds 9, JB105, WAEB, KXX106, WHBQ, WSKZ, WHHY, WISE, CKLW 30-28, BJ105 40-34.

JAMES LAST BAND "The Seduction" (Polydor) 22/15

Moves: Up 2, Same 5, Down 0, Adds 15 including WRKO, KJR, KOPA, WERC, WLAC, WSKZ, WDRQ, KJRB, WFLB.

BRUCE COCKBURN "Wondering Where The Lions Are" (Millennium) 21/6

Moves: Up 10, Same 5, Down 0, Adds 6, WFB, WSKZ, WTWR, KRQ, WSEZ, WSPT, 94Q 16-10, KQWB-FM 16-9, KQDI 27-20.

Continued on Page 32