

Radio & Records

ISSUE NUMBER 352

This Week We Begin Our 8th Year Of Service To The Industry

OCTOBER 3, 1980

Eller, Charter Dissolve Partnership

After six action-packed months of building a vast communications empire, Karl Eller and the Charter Co. announced Tuesday (9-30) their intention to "amicably dissolve" their association. Eller, former head of Combined Communications, and Charter's communications group Chartcom had teamed to form the Charter Media Co., incorporating six Charter radio stations and Eller's KIOI/San Francisco, plus several magazines, subscription fulfillment and billboard operations. Shortly after its formation, Charter Media purchased the Philadelphia Bulletin and announced plans to buy KITT-FM/San Diego.

Under the terms of the contemplated dissolution plan, Charter will retain its publications and withdraw its application to the FCC to shift its radio licenses to Charter Media, and presumably will follow through on the purchase of KITT as an FM complement to its San Diego AM outlet, KCBQ. Eller is expected to retain ownership of KIOI, the Bulletin, and the recently-acquired New York Subways Advertising Co.

A Friendly Split

Both parties emphasized that the dissolution is subject to satisfactory approvals and consents from Charter's board, regulatory agencies, lenders, and other involved parties. Eller, stressing the friendly nature of the parting, commented, "We agree that because of the

demands of my personal time, present economic conditions, and the long-term interests of several of the properties involved, this separation is the most sensible all-round solution."

Charter Chairman Raymond Mason stated, "This separation in no way alters our corporate commitment to maintain investments in the communications industry, and is a part of our overall strategy of diversification." Mason also announced that current Chartcom President Fred Danneman will be named Chairman of the Board,

David Braun Named PRO-USA President

David Braun, one of the music industry's best-known attorneys and artist representatives, has been appointed President/Chief Executive Officer of Polygram Records Operations, USA, it was announced by Polygram USA President Harvey Schein late this week. Irwin Steinberg will continue as PRO-USA Chairman, but will function chiefly in an advisory capacity, according to a Polygram spokesperson, while Braun will actively administer PRO-USA's operations.

Braun, a practicing attorney for 26 years and a partner in the firm of Barovick, Konecky, Braun, Schwartz, Kay & Schiff, has represented a number of top recording figures, including Irving Azoff, the Beach Boys, Neil Diamond, Bob Dylan, George Harrison, Michael Jackson, and Diana Ross.

while James Smith Jr., President of Charter's Direct Response Division, will become President of Chartcom. Mason added, "J.B. Smith brings four years of experience in the communications group of the Charter company, and has successfully restored the profitability of our Direct Response Division during that time."

John Bayliss, President of Charter Media's Radio Division, told R&R when contacted, "Both Karl and Charter have indicated they wish to retain my services. I am currently considering the situation."

represented a number of top recording figures, including Irving Azoff, the Beach Boys, Neil Diamond, Bob Dylan, George Harrison, Michael Jackson, and Diana Ross.

SPINOFF DENIED, RENEWAL HEARING SET

FCC Tells RKO No On NewCo

The FCC voted 6-1 Tuesday (9-30) to set the 13 RKO stations for evidentiary hearings to determine what action if any it will take against them. In a 4-3 vote, the Commission turned down RKO's plan to spin off the stations to a publicly-held company known as NewCo.

"After careful consideration on the alternatives available to us, we have decided to reopen the renewal applications for RKO's 13 licenses which were conditionally granted pending the outcome of the Boston hearing," said the Commission. RKO officials when contacted by R&R gave "no comment."

The order, which becomes effective immediately, has instructed RKO not to file new renewal applications for its 13 stations until receiving judicial verdicts on RKO's WNAC-TV/Boston, KHLJ-TV/

Los Angeles, and WOR-TV/New York. RKO had filed with the U.S. Court Of Appeals seeking a reversal of the FCC's decision to deny the TV licenses.

The NewCo Plan

When RKO learned of the FCC TV license denial in June 1980, in which the company was cited for "knowingly engaging in anticompetitive practices, filing false financial statements, and lacking candor with the Commission," it proposed a spinoff to a publicly-held company called NewCo. RKO did not file for a formal transfer application, but asked the Commission to approve the spinoff "in principle." The Broadcast Bureau had recommended approval of the spinoff.

The Commission noted that "before it could approve the transfer, RKO would have to show that it is qualified to hold a license." Since all of the RKO stations were up for renewal, their fate rests on the decision of the courts regarding Boston, Los Angeles, and New York.

RKO had told the Commission that if the spinoff was approved (R&R 7-25), that it would "displace anyone who was in control of either RKO or (parent company) General Tire during the period of misconduct to allay any fears to the Commission as to the future of the operation." The Commission noted, "This would not prevent RKO and General Tire officials who were not board members from joining NewCo." RKO argued "enough is enough" and that the proposed spinoff would prevent the further punishment of its 45,000 stockholders.

RKO/See Page 24

Miami Jock Busted For Coke

Don Cox, air personality at WHYI (Y-100)/Miami, was arrested at his home Monday evening (9-29) and charged with trafficking in cocaine. Another station employee, Robert Cochran, was also arrested.

R&R contacted the arresting officer, a detective with the Hollywood, FL police department, who said that Cochran had sold an ounce of marijuana to an undercover officer on September 12. This transaction allegedly took place at the radio station.

At that time, Cochran and the undercover policeman reportedly made an agreement to purchase cocaine at a future date, to take place at Cox's home.

According to the arresting officer, COKE/See Page 24

Summer 1980 Advance Arbitron Results New York

WBLS Holds Lead; WNBC Beats WABC

WBLS (B) continued to reign supreme, staying steady from spring to summer 8.1 to 8.1. Second-place WKTU (R/D) dropped a half-share 6.7 to 6.2, while WOR (T) moved into third 5.2 to 5.7 as WCBS (N) slipped to fourth 5.5 to 5.1. News competitor WINS also slumped a bit, 4.9 to 4.6.

WNBC moved ahead of WABC in the CHR battle, going 4.1 to 4.7 while WABC dipped slightly 4.5 to 4.2. WRFM, steady at 4.7, held its Beautiful Music lead, while WPAT-FM climbed 3.4 to 3.9 and WPAT-AM declined 2.6 to 2.3. Both AOR stations had upward movement, WPLJ 3.9 to 4.2 and WNEW-FM 2.3 to 2.9. In its final Jazz book before a switch to Country, WRVR slipped 1.6 to 1.3.

Other stations over a share were WNEW (PA) 3.1 to 3.1, WCBS-FM (O) 2.9 to 2.9, WMCA (T) 3.1 to 2.9, WHN (C) 2.5 to 2.6, WADO (S) 2.0 to 2.2, WYNY (PA) 2.4 to 2.2, WTFM (PA) 1.7 to 1.8, WJIT (S) 1.5 to 1.7, WPIX (R) 1.4 to 1.6, WXLO (R) 1.9 to 1.6, WQXR-FM (CL) 1.3 to 1.4, and WVNJ-FM (Newark) (BM) 0.8 to 1.1.

Chicago

WGN Widens Lead

WGN (T) extended its longtime lead to almost double its nearest competitor by gaining a share, 10.9 to 12.0. WBBM (N) moved into second, inching up 6.5 to 6.6 while WIND (N) dipped 4.6 to 4.1. WLOO (BM), in second in the Spring book, lost some ground 6.7 to 6.0, while WLAK (BM) went up slightly 4.6 to 5.0.

WLS (R) suffered a slight drop, 6.4 to 5.7, while WEFM (R) lost a share, 2.8 to 1.8; meanwhile, WRCK (formerly WDAI-FM) made its CHR debut with a 2.2. WLUP (A) climbed 4.0 to 4.7 while WMET (A) improved 2.1 to 3.2.

WGCI opened up a half-share lead in the Black radio battle, increasing 3.5 to 4.1 while closest competitor WBMX inched up 3.4 to 3.6. WMAQ's Country edge increased despite a 4.9 to 4.7 move; WJEZ (3.1 to 2.3) and WJJD (1.3 to 1.0) dropped further.

Others earning a share or above were WFYR (PA) 3.3 to 3.4, WCLR (PA) 2.8 to 3.1, WKQX (PA) 3.2 to 2.9, WBBM-FM (PA) 2.3 to 2.4, WAIT (BM) 2.2 to 2.0, WJPC (B) 1.6 to 1.9, WVON (B) 1.9 to 1.9, WFMT (CL) 2.0 to 1.6, WOJO (S) 1.6 to 1.4, and WXRT (A) 1.5 to 1.3.

This data is copyrighted by Arbitron. Non-subscribers to the Arbitron syndicated radio service made no reprint or use this information in any form.

Average Quarter Hour Shares are Monday-Sunday, 6am-midnight, Metro Survey Area, 12+.
A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Disco, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

Radio Pioneer Autry To Receive NRBA Award

Gene Autry, cowboy hero, early radio star, singing idol, and head of Golden West Broadcasters, will be honored with the Golden Radio Award at the NRBA American Radio Expo next week. Autry's movie and record exploits (over 95 films and 40 million disks sold, including 10 million for "Rudolph The Red-Nosed Reindeer" alone) are well known, but his radio achievements are equally impressive and deserving of notice. He made his debut on WLS/Chicago in 1929, singing on a Saturday evening program and also appearing on a morning cooking show, singing 3-4 songs in between experts' culinary tips. This experience evolved into the "National Barn Dance" over WLS, and eventually the "Melody Ranch Show," emanating from WLS and networked nationally (later becoming a TV series).

In the mid-40's, he acquired an interest in KOOL/Phoenix, entering radio from the ownership standpoint. After meeting Bob Reynolds,



Gene Autry

an ex-football star who was Sales Manager of KMPC/Los Angeles in the early 50's, Autry bought the station, as well as shares in several local sports teams. Over the years the KMPC purchase mushroomed into a highly successful diversified broadcast enterprise; Golden West now operates KSFO/San Francisco, KEX/Portland, KVI/Seattle, KTLA-TV/Los Angeles, and the flagship, KMPC. As a pioneering radio broadcaster on every level of the medium, Autry is a more-than-appropriate recipient of the NRBA's salute.

THE DOOBIE BROTHERS



LAST YEAR the Doobie Bros. scored: a triple platinum album (*Minute By Minute*); three hit singles ("What A Fool Believes," "Minute By Minute" and "Depending On You"); and more Grammy awards (FOUR) than any other act in the music business.

THIS YEAR the Doobies have given us *One Step Closer*, the new album, and "Real Love" (WBS 49503), the new single.

**AOR BREAKER
DEBUT #13**



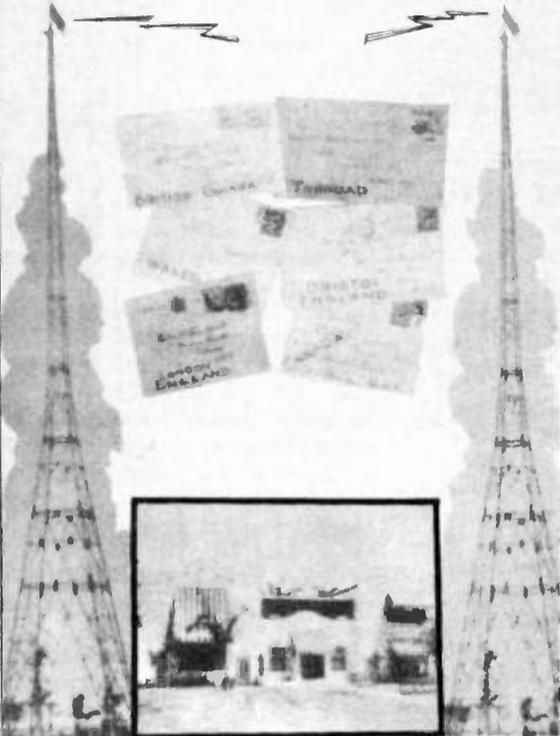
ONE STEP CLOSER

PRODUCED BY TED TEMPLEMAN. MANAGEMENT: BRUCE COHN. ON WARNER BROS. RECORDS & TAPES. HS 3452

W.I.O.D.

WONDERFUL ISLE O'DREAMS

MIAMI BEACH FLORIDA



WIOD REDISCOVERS ITS PAST — Rummaging through its files, WIOD/Miami staffers unearthed a 1927 station brochure, along with a schedule listing the locations for WIOD's many orchestra remote broadcasts. As a tribute to radio's past heritage (and as an example of how things have changed), we reprint above part of the brochure from the "Wonderful Isle O' Dreams."

Paulsen Becomes KSAN GM

Varner Paulsen has been named General Manager at KSAN/San Francisco. He is currently GM at KSAN's sister station KNEW, and will supervise both stations until October 8 when Metromedia's sale of KNEW to Malrite Broadcasting becomes final.

Paulsen told R&R, "I feel great about it. I ran KSAN during the days of Tom Donahue for about a year around 1968." He has been at KNEW for a year, having been West Coast Regional VP for Metromedia and GM of the company's WNEW-FM/New York for four years in the early 70's. Besides his KSAN responsibilities, Paulsen continues as a Senior VP at Metromedia.

Metromedia Regional VP/West Coast L. David Moorhead, who had been serving as interim GM at KSAN for the past year, will return to his former Los Angeles base.

Scalzi Takes WHBQ PD Post

Mike Scalzi has been named Program Director at WHBQ/Memphis, replacing Jed Duvall, who exited the station to pursue new career ventures. Scalzi was most recently Assistant PD at WXLO/New York.

"It's a great career opportunity for Mike," WHBQ General Manager Ron Thompson told R&R. "He's coming on board at about the right time insofar as he's a young man and this intra-company move gives him a chance to show what he really knows. I've

SCALZI/See Page 24

Johnson, Somers Promoted To VP's At Warner Bros.



Pete Johnson, Adam Somers

Pete Johnson has been appointed Vice President/Creative Director and Adam Somers has been promoted to Vice President/Director of Creative Services and Operations at Warner Bros. Records. An 11-year veteran of the label, Johnson most recently served as Creative Director for Warner Bros., having previously held posts as Publicity Director, Editorial Director, Executive Producer, and Director of Product Managers. Prior to joining Warner Bros., he was

WARNER BROS./See Page 24

Stakes Named Summit President

Richard Stakes will assume the presidency of Summit Communications November 1, following the announced retirement of Lee Wallenhaupt, a 28-year veteran of the company. Stakes became Executive VP of Summit early this year following two years as Executive VP of Spartan Radiocasting Co. and a term as President of Evening Star Broadcasting, with whom he was affiliated for 19 years.

Summit owns WREC & WZXR/Memphis, WSJS & WTQR/Winston-Salem, WCOA & WJLQ/Pensacola, and KOCY & KXXY/Oklahoma City, in addition to cable TV systems in North Carolina and Georgia.

Arnold Appointed A&R VP/GM For CBS

Larkin Arnold has been named Vice President and General Manager of A&R for CBS Records, R&R has learned. In this newly-created position, Arnold will supervise all A&R activities for Columbia and Epic Records as well as their associated labels. He will be based at the CBS West Coast offices and will report directly to CBS Records Division President Bruce Lundvall.

Most recently Senior VP of A&R at Arista Records, Arnold formerly served as VP of A&R for Capitol Records, prior to assuming his duties at Arista.

Rich To Direct Drake-Chenault Consultation



Bobby Rich, Denny Adkins, Jim Kefford

Bobby Rich has been appointed to the newly-created position of Director/Specialized Programming Consultation at Drake-Chenault. He will be working in the live consultation area and on the development of future programming ventures. Rich, a longtime programmer, was most recently PD at KHTZ/Los Angeles.

Drake-Chenault Exec. VP/GM Jim Kefford commented, "We've been actively looking for someone to lead our company back to live consultation. Bobby's the man." Company founders Bill Drake and Gene Chenault were active and highly successful in station consultation in the 60's, but the firm has more recently concentrated on syndicated formats and specials. D-C VP/Research & Development Denny Adkins stated, "Bobby takes a good idea and makes it great. We're pleased to welcome him to our program team."

RICH/See Page 24

Dileo Named Epic National Promotion Director

Frank Dileo has been appointed Director/National Promotion for Epic Records, replacing Jerry Smallwood. Dileo was most recently Associate Director/National Promotion for the CBS Associated Labels.

In his new position, Dileo will direct all Epic promotion activities on singles, reporting directly to E/P/A VP/National Promotion Al Gurewitz. Before rejoining CBS in 1979, Dileo worked in national promotion at RCA and Monument following three years at CBS in regional and local sales and promotion capacities.



Frank Dileo

R&R

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this week ...

FCC IN MOVING VIOLATION?

Congress questions Commission's hiring a consultant to check out new office space.

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KVI PROMOTES "RODEO RADIO"

The Seattle Talk station sponsors a rodeo, plus a roundup of other News/Talk activity.

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FOCUS GROUPS IN FOCUS

Ratings & research-oriented suggestions for getting the most out of focus groups.

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PRESERVING OUR AIR TALENT RESOURCES

A small market programmer illustrates how to locate and encourage this increasingly endangered radio species.

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METAL MISSING FROM NEW ABRAMS FORMAT

Lee Abrams describes his new 25+ AOR format that's light on the heavy metal music and heavy on the classics.

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WPTF IN RALEIGH RALLY

Stirring up new interest in a 57-year-old Pop/Adult fixture.

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KSOL AVOIDS MUSICAL LABELS

The successful Bay Area station sidesteps Black radio stereotypes with general market appeal.

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THE ART OF BEAUTIFUL MUSIC

WXTZ/Indianapolis exhibits original Indiana artworks, plus a sampling of other format promotions and events.

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Washington Report

GSA WOULD HAVE DONE JOB FOR FREE

Commission Consultancy Causes Congressional Controversy FCC Serious About Moving

Senate Judiciary Committee Chairman Max Baucus (D-MT) held a hearing this week (10-2) to "question the costs of the contracts and the failure of the FCC to seek competitive bids and whether they have the right to do their own leasing" of new office space.

Response was quiet when R&R questioned insiders as to why the Commission chose to hire a consultant when this type of service is already provided by the Government Service Administration (GSA). "The GSA would take forever to move on this. Outside help was needed to meet our planned move date of 1981," one source said.

Move Will Consolidate Commission

At issue is \$175,000 paid to Computer Science Corp. for "office landscaping" in preparation for moving the entire FCC under one roof in 1981. The Commission is currently spread out over five different buildings in downtown Washington and is losing the lease on one building housing over 100 employees in the near future.

Payments were also made to Julien Studley's Washington-based real estate firm, which was asked to help the Commission locate additional office space. Tom Campbell, FCC Associate Executive For Operations, noted, "There was no competitive bidding involved, but both are reputable firms that have done business with the government before and were hired at similar rates paid by other agencies."

Should the FCC move, it would be located in Rosslyn, VA in a high rise already under construction, so "we had to act quickly to plan the layout of the offices the Commission would occupy," said Campbell. He concluded, "Competitive bidding would have slowed things by 90-120 days."

NAB Board Reacts To AM Stereo, Joint Government-Industry Advisory Board Move

The NAB Board of Directors meeting held last week in Washington was "a very productive and useful three days," according to a spokesperson.

Radio Board Chairman Eddie Fritts (President of Fritts Broadcasting of Indianola, MS) proclaimed the association's enthusiasm regarding a joint government-industry advisory group that will include discussions of reallocation of AM & FM 9 kHz spacing, deregulation, and VHF-UHF low power drop-ins, along with DBS (direct broadcasting to homes via satellite) and Teletext (TV reception of news services).

Fritts reiterated NAB's theme that "the FCC is moving too fast in too many directions with respect to spectrum areas without sufficient data to determine the total impact on the industry."

Proposed AM Stereo Test

The Board was told that its staff had sent a letter offering to

help coordinate and conduct a study of the five different AM stereo systems to aid the Commission in coming to a final conclusion.

It was sent to AM stereo equipment manufacturers and to FCC Chairman Charles Ferris. The letter stated the association's position of "not supporting any one particular system."

Other Positions Stated

Board members also addressed themselves to the following issues:

- Support for FCC position to abolish First Phone licenses
- Personal products study started on "contraceptives in advertising"
- Shift in bylaws to eliminate eight at-large Directors and create six new districts
- Changing name of Minority Investment Fund to BROADCASTAP.

FCC: At A Glance

Credit For PSA's

Broadcasters have been doing them for years and now they will finally get credit for running PSA's, the FCC announced last week (9-26).

PSA's will be given credit in the "other" programming category in renewal applications. "This is an optional system that allows broadcasters greater credit, but this is not a mandatory policy," emphasized the Commission. The number, nature of content, and duration will be left to stations' discretion.

Call Letters Denied

San Antonio Community Radio Corp. was denied the use of KAZZ for an educational station, due to a conflict with KZZY of the same city. The Commission noted that "both stations are in close proximity on the FM dial and they share three letters in common, emphasizing the distinctive 'ZZ' combination."

Opposition Forms Against FCC's First Phone Drop Proposal

Broadcaster Labels Action "An Open Door To Tinker"

Comments being filed with the Commission are mixed on a proposal to eliminate the First Class Operator license (R&R 8-15). At issue is the licensee's ultimate accountability for the technical parameters of a radio station.

While NAB favors the action, many broadcasters do not. For example, Donna Adams, GM of KFKA/Greeley, CO, opposes it because "this would open the door to tinker with areas of technical operations and will lower the overall technical operation of a station. Many licensees are not qual-

ified to make a judgment in these areas." Fred Mooney, Chief Engineer of WSGN/Birmingham, agreed, as did Bob Kirby, GM of KGNO/Dodge City, KS.

Nor does KNCY/Nebraska City, NB VP/GM David Messing want to see the elimination of first phones. He noted that the erosion of the importance of the First Class License was started by the "quickie schools of knowledge." Other broadcasters wishing to express their views have until November 14 to do so.

A License To Learn?

The Society of Broadcast Engineers (SBE) of San Antonio, TX,

writing in defense of the First Class permit, called it "a license to learn and not a symbol of expertise in the field of engineering and a certificate for employment." The SBE Denver branch backed that up by saying it "would be contrary to the public interest for the Commission to abrogate responsibility to maintain control over the people directly responsible for the technical operations."

If the FCC decision is implemented, however, SBE asked for some sort of certification or new standards that job applicants would present at time of employment to demonstrate their engineering proficiency. Although NAB disagrees with SBE's position, the association did agree about having some type of standard and said it would work with SBE to determine if a competency standard can be achieved.

People

Louisville



Roger Hilkert

Roger Hilkert becomes President of WZZX-FM and joins Publicast Communications as a new managing partner. He was most recently GSM at WTOP/Washington, DC, previously working at WBBM/Chicago and CBS Radio.

Washington

NAB held a reception at the State Dept. (9-30) to announce the appointment of Sam Ewing, Jr. as the President of Broadcast Capital Fund, Inc. (BROADCASTAP), formerly known as the Minority Investment Fund. Part of the celebration resulted from a favorable IRS ruling that would permit donors to deduct their contributions. BROADCASTAP's goal is to raise \$15 million which through federal matching programs can be leveraged to nearly \$300 million.

David Saylor of the Deputy General Counsel's office of the FCC received a Distinguished Service Rank Award from President Carter last week and a stipend of \$10,000. 255 such awards were handed out as part of the Civil Service Reform Act of 1978 to honor those who show outstanding personal and organizational performance.

Oklahoma City

Sherol Hovis was named VP of the Insilco Broadcast Group of Oklahoma. He continues as GM of Insilco's Oklahoma News Network, which interconnects 56 of the state's radio stations.

Memphis

Louise Heifetz named FM Sales Manager of WZZR, moving from a senior account exec position at WEEL-FM/Boston.

FCC Receives Advice On Nine Kilohertz

Black Media Coalition Wins Participation

If American broadcasters had to switch to 9 kHz, as is the case in two-thirds of the world, who should be given first priority to file for a new station? Comments on that issue and what the long-term demand for additional AM facilities will be through 1987 were due Wednesday (10-1).

While these were the only two areas of discussion regarding 9 kHz the FCC wanted to hear about this week, NAB suggested they should be considered during upcoming joint industry-government talks which begin October 14, but "prior to any submission of data to the Region 2 Conference or final FCC decision."

NBMC Gains Representation

NBMC (National Black Media Coalition) received permission last week to participate in the upcoming advisory committee meetings. Its inclusion came because the FCC turned down the idea of having a special 9 kHz summit meeting, also rejecting allowing NBMC to

represent its view "en banc" to all seven Commissioners.

Another major point of NBMC's petition was to allow until December of 1980 for filing demand studies and statements of intent to apply for a station on the newly-created frequencies. The Commission gave in only partly on this issue, saying, "Statements on this issue received after October 1 will be helpful, but run the risk of not being on hand for consideration during bilateral discussions."

The Commission in December 1979 organized the First Region Advisory Committee and emphasized the need for the views of women and minorities to be heard regarding 9 kHz. So far NBMC is the only minority organization to participate.



NABOB'S FERRIS TRIBUTE — FCC Chairman Charles Ferris was honored by members of the National Association of Black Owned Broadcasters (NABOB) at their meeting in Washington, DC this week. Presenting the award (at right) is Inner City's Pepe Sutton, while BENI's Ragan Henry looks on.

When your listeners want to know the outcome of their income, can you tell them?

Beginning November 1980 in the top 50 radio markets, The Wall Street Journal Report will be broadcast *live*, Monday through Friday, 17 times daily, from The Journal's newsroom in New York. It's all the money news your listeners want—and need—to hear.

Plus . . .

An international network of more than 250 Wall Street Journal reporters and editors will be covering late-breaking events from the world of business and finance. These correspondents are on the scene—gathering the business news that affects you and your listeners: your companies, your careers, your lives.

Plus . . .

On Saturdays, The Wall Street Journal Report will broadcast two special features. Reviewing the highlights of the week past...previewing the week to come. There'll be interviews with newsmakers and views

With the new Wall Street Journal Report, you can!

of the business world from the unique perspective of The Wall Street Journal.

What does all this mean for your station?

It means association with The Wall Street Journal—America's #1 newspaper—and its prestigious readership.

It means gearing your station toward an affluent community—a target group *your advertisers* want to reach.

It means combining the quality and accuracy of The Journal's research and reporting with the immediacy of radio.

The new, live Wall Street Journal Report. A big plus for your listeners—a sound investment for your advertisers.

For more information on this exciting new service, write The Wall Street Journal Report, 22 Cortlandt Street, New York, N.Y. 10007. Or call Robert Rush, Director of Broadcast Services, at (212) 285-5381.

**THE
WALL STREET
JOURNAL REPORT**



Radio Deregulation: A Look From Two Sides

Last month, the Commission held two days of public hearings on the issues of deregulation. Views were expressed by select broadcast organizations and public interest groups regarding Commission proposals:

- To remove itself from detailed consideration of the exact amounts of nonentertainment programming to be furnished.
- To change the way stations ascertain the needs and problems of their community.
- To eliminate all commercial time restrictions.
- To eliminate log requirements.

Radio & Records covered these hearings (R&R 9-19) but wanted to get specific reaction from some of the Commissioners as well as a cross-section of radio. We talked to Commissioners Jim Quello, Ty Brown, and Bob Lee. We also contacted Joe Dorton, President of Gannett Radio, and Jay Cook, VP & National PD for Gannett, as well as Charles Giddens, VP First Media Corp.; Tom Baker, VP/GM WROR/Boston; and George Francis, VP/GM WAKY-WVEZ/Louisville.

The Commissioners

R&R: Commissioner Quello, you are the only former broadcaster on the Commission. If you were still a broadcaster and faced with deregulation, what areas would most influence you to change your day-to-day methods of operation?

Quello: First of all, I am the most deregulatory of all of the Commissioners. I go for total deregulation, just like newspapers. I would run things the same only there would be more time to devote to sales and programming and not quite so much needless paperwork to the government.

R&R: Do you feel that deregulation will show the true broadcasters in our industry as opposed to those that are only "playing at broadcasting" and hiding behind the FCC rules?



Bob Lee Jim Quello

Brown: There are always going to be those who will feel that this will allow them to pump their stations and markets for as much profit as possible with as little return as possible back to the community.

Quello: Most broadcasters are responsible citizens and do a good job socially. A station that continues to do a good job of news, service to the public, and community affairs will find that success usually goes hand-in-hand with these areas.

Lee: If I were a broadcaster I might have to look at deregulation with a jaundiced eye if it is interpreted to mean a "complete restructuring of the industry," but really dereg is not that at all. It is a current "buzzword" in the industry that is meant to free broadcasters from excess work that is not needed. No matter how far dereg goes, there will always be a

necessity to look at the public interest standard for broadcasting.

R&R: Do you feel that with more stations being made available, that now is the time for deregulation, as many of the people getting these frequencies will be first-time licensees?

Lee: I would like to see a first-time broadcaster abide by more stringent reporting standards to the FCC during the first year, and as he gains experience and credibility he should be allowed the same deregulatory freedom as the rest.

Brown: The standards of the industry will determine who will get these stations. The standards and traditions will be the ones that they must strive to maintain. If they do not, the marketplace will help to regulate this area.

R&R: How will deregulation affect citizens' groups?

Lee: Deregulation could put an end to many of these groups. I don't think we need public policemen out there... if the station is doing well financially it is because people are listening to it and therefore they are serving the public interest.

Quello: There is a great funding incentive for these groups to generate and then exploit discontent in the form of petitions to deny filed against stations.

R&R: What will be the outcome of deregulation? Will it pass and how soon can we expect a vote?

Brown: I think that the two days of hearings have helped to reshape some of my original thinking on dereg and have opened my eyes to some areas that I must resolve within myself before voting. Also, the final form in which the measure is written will have a lot to do with it. The staff is prepared to work quickly to finalize their recommendations so that we can hopefully vote before the end of the year.

Lee: I think that deregulation will pass in some form, although there will be a lot of tinkering with it. Maybe it will take an experimental form for a period of a few years or so to see if it works. I look for a final vote before the end of the year.

Quello: I don't know if it will pass or not. In all candor I don't know if I will vote for it. I may shock everyone! Broadcasters may be giving up more than they are getting. Give me complete freedom with no strings attached and no tokenism. If it is not passed this time, look for some form of legislation with far-reaching impact. I still reserve judgment until I see what the staff recommends.

The Broadcasters



Tom Baker Charles Giddens

R&R: In your opinion, will radio broadcasters decrease the amount of nonentertainment programming for competitive reasons if the Commission deregulates this industry?

Baker: Any responsible broadcaster would be foolish to go the minimum route. The manager should provide the maximum needed to do a good job in this area. RKO has a strong commitment to public affairs and responsible broadcasting.

Giddens: The only difference in this area would probably be a better integration of nonentertainment programming into the rest of our formats in more creative ways. Anyone who is really competitive realizes the need for this type of programming.

R&R: The FCC has found that

broadcasters spend 18 million hours per year on paperwork... much of that on logs. If dereg allows you to adopt your own methods for logging to save time and money, would you be likely to change your operation in this area?

Francis: I hope we can simplify our logging procedures. In the end our corporate accountants will determine the final outcome on this one.

Cook: I don't think there is any problem with the way we are doing our logs at present. It doesn't seem to be a major hurdle or an area where there is a need for change.

R&R: If ascertainments are no longer required, how would you stay in touch with the community?

Dorton: Ascertainments have been a real pain for everybody. The results are very important and beneficial, but it is the method that is the pain. An independent research firm might be smart to specialize in this service. They could supply additional information to help keep us abreast of the changing needs.

Giddens: Any broadcaster who doesn't keep up with the public and its needs in the 1980's is not a good businessman. We would continue in much the same manner as at present.

Francis: It seems we have lost sight of the Commission's formalized requirements for ascertainment. Instead of requiring the licensee to conduct ascertainment of the service area's needs, the FCC should allow radio operators to decide how best to conduct their ascertainment.

R&R: In the panel discussion on dereg before the Commission, many public interest groups feared that if current restrictions on commercialization are lifted, broadcasters would go overboard in this area.

Cook: Our commercial load would only increase in the face of changes in the overall market, and I doubt anyone would really change at all.

Baker: If everyone raises commercial limits it would be suicide. Every station is competing in a fragmented marketplace for almost the same piece of pie. All of our focus groups point to the negatives of commercials.

Francis: We are in favor of removing the rules and policies for commercials, but I would not increase our commercial load.

R&R: If this deregulation measure is approved by the FCC and goes into effect, what other areas would you like to see deregulated in the future?

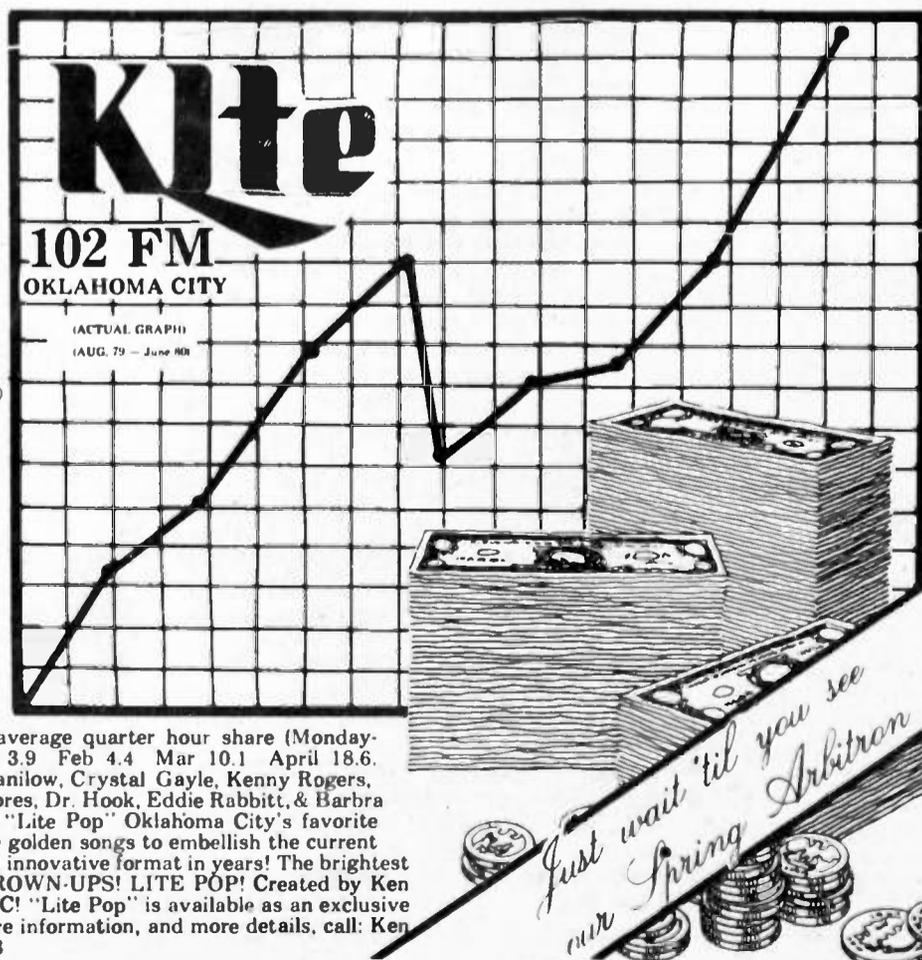
Giddens: To be allowed more freedom in the area of news coverage so that so much time would not have to be spent on equal time claims by someone of an opposing view when the coverage was not dealing with the specific issues.

Dorton: I have great fears about becoming too deregulated. What would happen if a community group went after a license and if the FCC has no criteria for measurement of a station's performance? You would then get into a very subjective area. At least now there is a yardstick to go by. The FCC should also get away from any programming judgments.

Baker: I am for non-government intervention. Nirvana would be having broadcasters make the rules. I don't think the government knows what we go through or understands our business.

Lite Pop Sells..

When KLTE introduced LITE POP[®] music in Oklahoma City only months ago, sales actually came before the ratings. Listeners and clients gave Lite Pop a resounding vote of positive approval. Oklahoma City's new "Music for Grown-Ups" was an immediate success! Light and popular! Contemporary, but not hard. Some of its roots in country, but decidedly sophisticated and eclectic! Balanced and blended for the 18-49 year old market. This early audience acceptance has firmly established KLTE with OKC's affluent adult audience. In Women 25-44, BIRCH REPORT tracks the average quarter hour share (Monday-Friday, 6AM-12Mid) as follows: Jan 3.9 Feb 4.4 Mar 10.1 April 18.6 Willie Nelson, Anne Murray, Barry Manilow, Crystal Gayle, Kenny Rogers, Elvis, Eagles, Neil Diamond, Commodores, Dr. Hook, Eddie Rabbitt, & Barbra S. They're the artists who're making "Lite Pop" Oklahoma City's favorite music! Plus, hundreds of your favorite golden songs to embellish the current LITE POP hits! The most exciting and innovative format in years! The brightest new idea of the 80's! MUSIC FOR GROWN-UPS! LITE POP! Created by Ken Dowe, and now playing on KLTE, OKC! "Lite Pop" is available as an exclusive music service in your market! For more information, and more details, call: Ken Dowe or Richard Corner (405) 755-5583



News/Talk

This week, the News/Talk personalities section is expanding to accommodate the many staff and programming changes as well as promotional efforts of various stations across the country. This convention week issue is a most opportune time to allow readers a chance to get a broad overview of what these stations are doing.

I'd like to take this time to thank the News/Talk stations for their support and cooperation thus far. Also, a reminder that any station news (staff and/or programming changes, promotions, photos, etc.) are welcome. They should be sent to Gail Mitchell, R&R, 1930 Century Park West, Los Angeles, CA 90067.

Alan Silverman has been upped to National Sales Manager from account executive at WOR/New York. The station also announces the arrival of a new morning team, produced by air personality John R. Gambling and his wife Wendy. Andrew John and Bradley John were born September 16, weighing in at 5 lbs. each.

KYW/Philadelphia names Deborah McLaughlin as Sales Manager. McLaughlin moves from a National Sales Manager post at WHTT-WHYI-FM/Miami-Ft. Lauderdale.

Necia Wakefield joins the news department as part-time announcer/reporter at WIND/Chicago. Station producer Harlan Loebman has been named executive producer.

Former WXYZ/Detroit News Director Larry Matthews becomes Managing Editor and morning host

News/Talk Personalities

at KSD/St. Louis. Effective September 8, Mike Miller is the new morning personality at WXYZ coming from an on-air position at WTIC/Hartford. Jane Prescott, Director of WXYZ's Action Bureau, hosted a Consumer Forum on September 24. Her featured guest was Esther Peterson, Special Assistant to the President for Consumer Affairs.

KVI/Seattle's new arts and entertainment segment will be emceed by Paul Gregutt. Gregutt is producer and reporter for "Stepping Out" on local TV and columnist for Argus magazine.

For the fourth consecutive year, WGN/Chicago will air Loyola U's basketball games. And speaking of sports, the first WITS/Boston broadcast of Bruins hockey kicked off September 20.

In addition to his "Redskin Report" duties, Chris Hanburger will host a two-hour call-in show from the site of home and away games for WRC/Washington. Senator George McGovern brings his expertise to WRC via daily live commentaries weekday mornings at 6:50am.

WERE/Cleveland is asking its listeners to guess the won/lost record for the Cleveland Browns by October 26. The closest answer earns the winner and a guest a trip to the 1981 Super Bowl.



ROLLING IN DOUGH — No, not the kind you spend, but the kind you eat. KTOK/Oklahoma City talk host John Dayle began reminiscing one night about San Francisco's sourdough bread, telling his listeners he was having a couple of loaves flown in. No sooner said, listeners began calling in and placing orders of their own. Once the cloud of flour and baking powder settled, the Parisian Bakery in San Francisco had supplied 1950 loaves of bread, totalling 3000 pounds, to 600 KTOK listeners. Shown during the distribution process are (l-r) Dayle; Christine Barnard, KTOK; Bob Miller, station producer; B.J. Wexler, PD; and his wife Ann.



Rodeo Radio

The effects of the cowboy craze sparked by "Urban Cowboy" have been felt everywhere, even radio. These aftershocks have brought forth some fair imitations, but KVI/Seattle will present the real thing when the Golden West Rodeo stampedes into town October 2, 3 and 4.

Sanctioned by the Professional Rodeo Cowboys Association, the event features over 350 cowboys competing in six "bun bustin'" events including bull riding, steer wrestling and saddle bronc riding. Cowgirls will be given the chance to strut their stuff during the barrel racing contest. Vying for \$50,000 in prize money, the entrants will also be trying to earn points toward the national finals slated for December in Oklahoma City.

Rodeo clowns and a wild west saloon round out the festivities. And, yes, those with less derring-do can test their prowess as urban cowboys on a mechanical bucking horse in the saloon.

HANG ON TO YOUR BRITCHES, THIS IS THE BIG 'UN!

\$50,000 DUCKS TO THE WINNERS

KVI 670 Radio brings you the biggest rodeo in the state of Washington. One of the top twenty in the United States. The first ever in the Kingdom. And one of the last chances for cowboys to qualify for the National Finals in Oklahoma City. So you can bet your boots the top cowboys in the country will be here. Over 400 of them, out to prove once and for all who really is the best cowboy in the world.

THREE BIG DAYS OF CLOWNS AND CLOWNS

The Golden West is going to be the greatest rodeo. Spectacular events held under one roof. You'll see the top cowboys in the world compete in an all out contest. A real test of strength, skill, stamina and guts. You're going to be amazed (maybe even frightened) by the rodeo clowns as they risk life and limb to divert a ton of snorting, bone crushing Broncho bull from a fallen rider. One of these daredevils is Robin Sandoz, former Dallas Cowboy cheerleader and the only woman fullfighthing down in the world.

SIX SUN BUSTIN' EVENTS

Bull riding. Some cowboys claim a Broncho bull can buck any body off. Once he turns on full power. Over a ton of bucking, tearing, grating, spine-rattling action that makes your heart race like an engine.

STEER WRESTLING In this event, the cowboys really take the situation by the horns. So to speak. Charging full throttle across the arena, sliding from their saddles to wrestle a 700 lb.

SADDLE BRONC RIDING The rodeo's classic event. Learning the chute the rider tries at once to find "timing" with the bronc's action. Properly executed has spurred feet fall into rhythmic stride, going to the animal's shoulders as it backs behind, moving back toward the article's cattle as the bronc jumps. Sound simple? Great you try it for eight seconds!

BARREL RACING This is the chance for the cowgirls to show their stuff. An all out race against the clock, where hundreds of a second determine who wins. And who loses.

GUARANTEE YOUR SEAT

Guarantee the seats of your choice.

KVI 670 RADIO PRESENTS THE GOLDEN WEST RODEO

OCTOBER 2, 3 & 4 IN THE KINGDOM

★ AMERICA'S BEST COWBOYS COMPETE FOR \$50,000 IN PRIZE MONEY ★★

EVENTS CO SPONSORED BY BUDWEISER, PEPSI, COLA AND THE MUELLER GROUP

Tickets Available at Facility Line and all Suburban Outlets or charge your tickets by phone (206) 222-6466



CAMPAIGNING IN THE GOLDEN GATE CITY — Independent presidential candidate John Anderson recently made a one-hour appearance on the Ron Owens talk show while visiting KGO/San Francisco. Shown immediately following the successful guest stint are (l-r) Anderson and Owens.

WGAN/Portland, ME won three awards at the recent Maine Association of Broadcasters annual convention. The station was honored for its Public Service and Public Affairs achievements.

KXRK/San Jose General Manager Clifford M. Hunter was elected President of the Santa Clara County Broadcasters Association. Hunter was named Director of parent company Sterling's Broadcast Division last week (R&R 9-26).

WRC/Washington, D.C. has added an hour each to talk shows hosted by Ken Alvord, psychic Sallee Rigler and Shelly Tromberg. Expanded news coverage has also been included. Ron Menchine succeeds Tony Roberts as play-by-play announcer for Navy Football Radio Network with WRC as the originating station. Pete Larsen, ex-Redskin, will handle color commentary.

Joint Custody: "One Way To End The War," written by Ciji Ware, was awarded the 1980 Silver Gavel in the 23rd annual American Bar Association competition. Ms. Ware is a regular on the Ken & Bob Company show each morning on KABC/Los Angeles. The station's Dr. Toni Grant was honored by the Wilshire Business and Professional Women's Club with a Woman of Achievement award. She was recognized as one of three outstanding women in medicine. And while popular KABC personality Michael Jackson vacationed, Mayor Tom Bradley and actor Robert Vaughn, among others, manned the guest host slot.

WOR/New York welcomes back Dick Oliver as host of its "Daily News Bulldog Edition." The popular news program will now be presented live at 7pm, Monday through Friday.

Weeding Out The Allergies," a ten-part series on the allergy season, was recently broadcast by KYW/Philadelphia. The series was hosted by Health and Science reporter Ed Abrams.

Rich Barnett subbed for vacationing Ken Prewitt at WERE/Cleveland.

WFAA Conducts Inflation Watch

In an effort to win the fight against inflation, WFAA/Dallas has become a "Super Consumer," sending members of its news team out in search of better buys.

"Market Basket" debuted September 4 with reporter Carol Lorah shopping and comparing prices on her own, then reporting her findings to station listeners. Only exact product comparisons were made, with Lorah presenting price comparisons on 57 commonly purchased grocery/household items from seven major supermarket chains. 60-second segments during morning drive outlined these findings while afternoon drive reports spotlighted the best buys for the week.

According to News Director Bill Kietzer, this is just phase one of the planned "Inflation Watch" series. Future reports include a survey of gas prices, a comparison of mortgage and interest rates, and an analysis of clothing prices.

Harvey A. Pearlman has been named General Sales Manager at WIND/Chicago. Prior to that he was VP/GM for crosstown rival WMET. In other station related activity, local Alderman Clifford Kelley announced his intention to introduce an ordinance to the City Council to install emergency communications equipment on area expressways. This comes nearly a year after WIND talk host Norman Mark began a campaign for emergency telephones, coupled with station editorials, in the wake of several tragic incidents on the expressways.

Two newcomers at KTAR/Phoenix: weekend reporter Mark Ernst and weekend editor Jorj Goss. Both are Arizona State graduates. On September 1, the station's "Midday" show, hosted by Preston Westmoreland, welcomed its 5500th guest. The show debuted in October of 1978.

Kathi Moran joins the KNX News Department as a broadcaster. She was formerly News Director for KAFY/Bakersfield. KWOW/Pomona Chief Engineer Michael Smith becomes Maintenance Supervisor for KNX Technical Operations Department.

Bud Elliott has been appointed News Director at KWBZ/Denver. His prior experience includes stints at neighboring KIMN and KHOW. The station kicks off its fall sports season with "Sportstalk," anchored by Woody Paige and Irv Brown.

KGO/San Francisco recently distributed free passes to 3000 underprivileged children to Ringling Brothers, Barnum & Baily Circus. KCMO/St. Louis's "Call For Action" hotline accounted for \$51,879 retrieved by consumers during the year ending May 31. The number of calls totalled 2964, an average of 247 calls per month. Continuing the good work, the station cosponsored its third annual bloodmobile on September 2. — Gail Mitchell

RADIO'S HOT AND HERE'S THE FUEL.

HALL & OATES: "You've Lost That Lovin' Feeling" PB-12103

DAVID BOWIE: "Ashes To Ashes" PB-12078

STEPHANIE MILLS: "Never Knew Love Like This Before" TC-2460

WAYLON JENNINGS: "Dukes Of Hazzard" PB-12067

BRUCE COCKBURN: "Rumours Of Glory" YB-11795

IN TRANSIT: "Still Got A Lot" PB-12099



PLAY IT BY THE BOOK

David Bowie
Scary Monsters



AQL1-3647

RCA

DAVID BOWIE
"Ashes To Ashes"
"Teenage Wildlife"

**DARYL HALL
JOHN OATES**
VOICES



AQL1-3646

RCA

HALL & OATES
"You've Lost That Lovin'
Feelin'"
"Hard To Be In Love With You"

**BREAKING THROUGH
THE ICE AGE**
Ellen Shipley



AFL1-3626

RCA

JACK GREEN



AFL1-3639

RCA

HUMANESQUE

JACK GREEN
"Murder"
"So Much"

ELLEN SHIPLEY
"This Little Girl"

BRUCE COCKBURN
HUMANS



BXL1-7752

millennium RECORDS

BRUCE COCKBURN
"Rumours Of Glory"
"How I Spent My
Fall Vacation"

DAVE DAVIES
"Imaginations Real"

DAVE DAVIES



AFL1-3603

RCA

WHAT'S NEW

Edited by Don Waller

"Howard The Duck" Syndie Show Fowls Airwaves

Listen! On the air... it's absurd. It's so plain. It's a duck! That's right, beginning April 1, 1980, comicdom's favorite fowl, "Howard The Duck," will take to the airwaves via the "Howard The Duck Radio Show." The syndicated series will consist of 10 different 3-minute segments per week, designed to be aired mornings and afternoons, Monday through Friday, with every 10 segments making up one complete story.

Targeted toward AOR formats in the top 100 markets on a market-exclusive barter basis, the "Howard The Duck Radio Show" features 24-track production and stars **Jim Belushi** as Howard, **WLUP/Chicago** News Director **Tom Webb** as the Announcer, and **Spring O'Mara** as Howard's girlfriend, Beverly. The initial syndication package encompasses 13 weeks and is produced and directed by independent record promoter **Lee Arnold** (former PD at **WAAF/Worcester** and **WQXM/Tampa**) and **WMMR/Cleveland** Production Director **Steve Lushbaugh** (formerly of **WBCN/Boston** and **WMMS/Cleveland**).

Localized merchandising aids such as T-shirts and special edition comics will be available to aid in launching the shows, with station placement handled by **Morrie Eisenman** (who conceived and executive-produced the shows) in the West and **Lee Arnold** in the East. For further information and demos of the first four episodes, contact Eisenman at **Selluloid**, 456 15th St., Santa Monica, CA 90402, (213) 394-9747, or Arnold at 1947 Hastings, Marietta, GA 30062, (404) 971-5024.



19 NEWSCASTS PER WEEK

Wall Street Journal Establishes Satellite Radio News Network

Soon radio stations will have a live-voice alternative to wire services. Beginning in November, "The Wall Street Journal Report" will provide 17 weekly two-minute, satellite-transmitted hard newscasts (six of which will allow for a one-minute spot insertion) plus two three-minute Saturday morning business news features (with allowances for three 60-second commercials).

Developed by **Wall Street Journal Information Services Group VP William Clabby**, the service is a spinoff of "The Wall Street Business Journal Report," a hard-copy news wire presently in use at 276 radio stations. **Dow Jones**, the newspaper's parent company, took the first step in live-voice transmissions by broadcasting news actualities via satellite after **KQV/Pittsburgh** (as well as other subscribers) pushed for the move.

"The Wall Street Journal Report" will initially air in the top 50 ADI's, while a similar TV service (see Videoscope, **R&R** 9-19) and a **Wall Street Journal** weekend edition of national business news are reportedly currently in the planning stages.

ON-AIR TALENT WANTED

Bonneville International Corporation, one of the nation's most successful group owners, is constantly looking for qualified individuals to fill periodic on-air openings at our radio stations.

If you are interested in being considered by Bonneville, and if you have at least two years of experience as an on-air personality or newscaster, please submit an aircheck* together with your name, address and phone number. All replies will be held in strictest confidence.

Mail aircheck to
**Jean Bishop, Personnel Department,
Bonneville International Corporation,
36 South State, Suite 2100,
Salt Lake City, Utah 84111.**

* Note: Tapes of airchecks will not be returned.



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KSEA, NRO, NRO-TV, Seattle, Washington • KMDR, KMBZ, Kansas City, Mo. • KSL, KSL-TV, Salt Lake City, Utah

Network Start-Up Costs Nullify RKO Revenue Increase

While third quarter earnings for **General Tire & Rubber Co.** declined 30 percent from \$20.8 million in the third quarter of last year to \$14.5 million in the equivalent period of 1980, GT&R's broadcast subsidiary **RKO General** saw its earnings decline as well. Although figures for the broadcast division were not available, GT&R stated that RKO posted higher third quarter revenues, but that start-up costs associated with its new radio network eroded the increase. GT&R's third-quarter sales dipped five percent from \$554.1 million in the analogous period of 1979 to \$527.2 million in 1980.

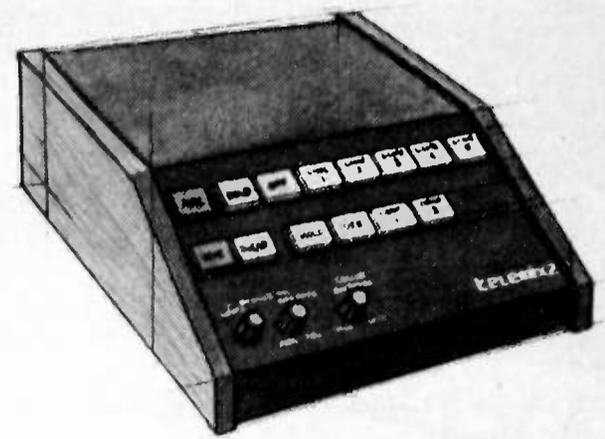
College Kids Spend More On Discs Than Films

The average college student spends \$94 per month on items as varied as pencils and concert tickets, according to **Brown's National College Survey**. The study, which surveyed 600 of America's colleges, found that each of the 11 million U.S. college students spends 21 percent of the \$42 they spend on entertainment monthly in bars, 17 percent on records and tapes, and 15 percent on films.

Body Heat Bolsters Bulova Battery

The **Bulova Watch Co.** has adapted a basic energy source (body heat) to activate its "Thermatron," the first solid-state electric watch battery. Watches containing the device, when worn against the skin, convert our natural 98.6 into electricity. This new technology will no doubt be welcomed by the increasing number of digital watch wearers whose primary complaints about the devices have been the necessity, difficulty, and cost of replacing batteries each year.

Bulova's patented invention marks the company's reemergence as a viable competitor in the watch business after falling to third place behind **Timex** and Japan's **K. Hattori & Co.** ("Seiko") in U.S. watch sales this year. (Approximately 27.5 million units were sold in the U.S. alone last year.) Watches containing the "Thermatron" will be available by late 1981 but will carry a substantial price tag.



"Telemix Two" Phone Mixing System Developed For Radio

The "Telemix Two" is a sophisticated, compact telephone interface system designed by **Steve Church**, Chief Engineer at **WFXX/Buffalo**, and **Mark Durenberger**, Chief Engineer at **WLOL/Minneapolis**, for use by any radio personality who airs phone calls. The "Telemix Two" attaches to the station's phone system as easily as a standard telephone and is capable of handling seven incoming lines, two of which may be used to conference long-distance guests with local callers, allowing up to four lines to be conferenced together.

Currently in use at **KSTP/Minneapolis** (the first station to use the "Telemix Two"), the unit's additional features include: silent switching, automatic volume control and tone shaping, on-off-hold switching, into and out of delay and "swear" switching, and adjustable split-cue and level balance. The desktop unit (the size of a standard telephone) also contains a proprietary mixing circuit that enables talk-show hosts to operate in the usual speaker-phone mode, where the announcer automatically overrides and ducks the caller, or in a special alternate mode that permits true simultaneous conversation without switching or ducking.

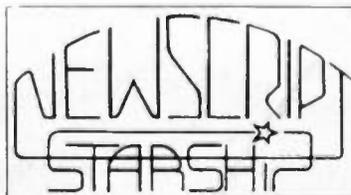
Air personalities will appreciate "Telemix Two"'s automatic split-headphone system, which allows the jock to hear programming in one ear and the caller in the other (useful when putting contest winners on the air, etc.). When operated in this manner, the jock's console mike feeds the phone, providing the ability to answer and screen off-air phone calls without removing headphones. The "Telemix Two" may also be used in the station's newsroom as a means for recording actualities. For further information, contact Steve Church at (716) 882-4300.

FIVE-MINUTE VERSION ALSO AVAILABLE

"Hitbound" Syndie Show Restructures

Media Research Associates (MRA) has restructured its syndicated radio program "Hitbound," altering its research-predicted content from ten songs to nine. Series host **Gene Weed** will shoulder all hosting chores, eliminating the portion of the show previously hosted by celebrity guests. Interviews with some of the artists currently on the show's charts will replace the celebrity spots.

A shorter version of the 55-minute "Hitbound," "Hitbound Spotlight," has also been introduced as an alternative feature to radio stations. This five-minute abbreviated edition, available five days a week, will feature one of the MRA-predicted hit songs on each segment. Both versions are available on a barter basis from **Lee Benton** or **Laurie Ferris** at (213) 399-3128 or 399-4439.



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I COULD BE GOOD FOR YOU

NB2280

The Hit Single By 707

Produced By Norman Ratner



KWK 6-1
WDRQ 11-5
CKLW 10-6
WGCL add

KUPD add
KQ94 28-24
WAAY add
BJ105 add

WVIC 32-25
WXEZ deb 27
WTAC add
KRSP on

IT COULD BE GOOD FOR YOU!

On Casablanca Records



Give the gift
of music.



WHAT'S NEW

Panasonic Sponsors Earth, Wind & Fire Radio Promotion

"Panasonic Presents the Earth, Wind & Fire Story," a two-hour radio special to be featured on 200 stations in late October, will wrap up the ARC/Columbia recording group's promotional sweepstakes. The Panasonic-sponsored program will coincide with the group's latest album release. The sweepstakes, which began October 1, will offer Panasonic stereo radio/cassettes, EW&F records, and cassette shoulder straps, among other prizes.

Firm To Market Records Minus Lead Vocals

Showering sopranos and bathtub baritones, take note. The Nashville-based Southern Music Group has begun to market records containing only the song's instrumental and background vocal tracks in much the same manner as the mid-Sixties Beach Boys' "Stack Of Tracks" LP or the "Play Guitar With the Ventures" album series, not to mention the numerous singles of yesteryear (the Jaynettes' "Sally Go 'Round The Roses," Edwin Starr's "Agent Double-O Soul," et. al) whose B-sides were simply their A-sides minus the lead vocal track.

The discs will come complete with lyric sheets so that America's amateur altos and tyro tenors can flex their vocal cords without having to compete with Barbra Streisand or Michael Jackson at considerable cost to their egos. Southern Music Group President Harry Wilcox claims to have come up with the idea after years of watching people sing along to the radio.

"Record Game" Enables You To Own Your Own Label

So you want to own your own record company? Now's the chance to test all those years of expertise you've accumulated without having to convince an Arab prince of your acute entertainment business acumen. "The Record Game," described as a board game of the music industry, has been developed by Gorilla Inc., a division of the Nashville-based Monkey Business firm, with just this purpose in mind.

Players begin with \$4 million in bogus bills and their own record company. The object of the game is to press discs, release singles, secure adds on radio station playlists, and book concerts, with the eventual winner being the one who makes the most money (or, as is often the case, the one who loses the least amount).

Become The Chairman Of The Board

The playing board itself is 28 inches square and is shaped like a record with 12 playing grooves, 318 playing squares, various tracking sheets, agency cards and formula sheets, and 198 pun-ishing circumstance cards; e.g., "A Tight Antic"; "A Ship Full O' Sound" promotion, combining canoes full of the act's LP in retail outlets with radio-sponsored raft races, is poorly launched and leaves promoters up a creek.

"The Record Game" will be available in record and game stores nationwide by the last week of October at \$32 per copy. Contact Monkey Business at (615) 646-3335, or Box 325, Nashville, TN 37221.

PRO:MOTIONS

Firth Named Exec. VP At Big Music America Corp.

Gary Firth has been named Executive Vice President of the Big Music America Corp., the Houston-based firm currently syndicating a national "Homegrown" LP contest (R&R 8-15). Most recently Firth served as Operations Director for KSRR/Houston, having previously programmed WDRQ/Detroit and KRIZ/Phoenix.

Commenting upon the appointment, Firth told R&R: "I'm very happy to be a part of the Big Music America Corporation. I look forward to working with the radio community in developing new and exciting promotions and programs."

Collins Named VP For Rolling Stones Label

Art Collins has been named to the newly-created post of Vice President in charge of U.S. and Canada for Rolling Stones Records. Collins most recently served as Assistant to the President of Rolling Stones Records, having previously been Associate Director of National Publicity for Atlantic Records, which distributes the Rolling Stones label. He had been with Atlantic since 1975.

In his new post, Collins will work closely with the parent label in the promotion, advertising, merchandising, and production of all Rolling Stones Records' releases. Collins will also assume the duties of former Rolling Stones Records President Earl McGrath, who resigned the post recently.

In a related development, Colin Burn has been named to coordinate Rolling Stones Records' activities in the remainder of the world.

Griffith Named Director Of R&B A&R For Arista

Gerry Griffith has been named director of A&R for R&B at Arista Records. Most recently Griffith was Director of the Creative Division at Motown Records, having previously spent nine years at Columbia Records, where he served as West



Art Collins

Coast Director of R&B A&R, Associate Director of Product Management, and Regional Promotion Manager.

Wolmark Upped To Asst. Dir./Nat'l AOR Promo At Atlantic

Alan Wolmark has been elevated to Associate Director of National AOR Promotion for Atlantic Records. Most recently National Album Promotion/Special Projects Manager for Atlantic, Wolmark formerly served as an Assistant Editor of Record World, having previously worked at Virgin Records-U.K.

Shearer Named Dir./Creative Services For Westwood One

Karen Shearer has been named Director of Creative Services for Los Angeles-based radio syndicator Westwood One. Shearer was most recently Director of Media Concepts at Elektra/Asylum Records.

In her new post, Shearer will be responsible for the development of a radio spot production division for the firm.

Love Named VP/ A&R-West Coast At Carrere

Stuart Alan Love has been named Vice President of A&R-West Coast at Carrere Records, the Atlantic/Atco-distributed label. Most recently an independent producer working with Nick Gilder, Shotgun, Bobbi Walker and Foreigner's Lou Gramm in his earlier group Black Sheep. Love formerly held A&R posts at Columbia and Warner Bros. Records.



Stuart Alan Love

Roseman Named Exec. VP/GM At Otis Conner

Clifford Roseman has been named Executive Vice President and General Manager at Otis Conner Productions. Formerly a consultant to Drake-Chenault, Roseman will supervise marketing efforts for all Otis Conner product, which recently severed ties with the Drake-Chenault organization. Roseman may be reached at Otis Conner Productions at 2829 W. NW Highway, Suite 940, Dallas, TX 75220.

Lawrence Named Dir./Black Progressive Music At Planet

Trevor Lawrence has been named to the newly-created post of Director of Black Progressive Music at Planet Records. Lawrence, a noted record producer, arranger and session musician, has produced the McCrarys, Jimmy Cliff, and Harry Nilsson, among others. Most recently he was associate producer and arranger for the Pointer Sisters' current Planet LP. He has been with Planet since February 1980, having formerly performed with Paul Butterfield, Fats Domino and Stevie Wonder. Lawrence will be based at the label's Los Angeles offices.



Trevor Lawrence

Jackson Upped To Dir./Black Product Mgt. At RCA

Keith Jackson has been promoted to Director of Product Management-Black Music at RCA Records. Jackson most recently served as RCA's Manager of Black Music Product Merchandising, having previously been National R&B Promotion Coordinator for Polydor Records as well as having originated the syndicated radio show "Rock Around The World."

In his new post, Jackson will have administrative responsibility for the coordination of marketing plans for all black recording on RCA and its associated labels.

Ferris Named Mgr./Program Sales At Tuesday Prods.

Shirley Ferris has been named Manager of Program Sales for Tuesday Productions, the San Diego-based broadcast jingle production firm which has recently expanded into radio syndication. Most recently Ferris held a sales position with KOGO-KPRI-FM/San Diego, having previously written broadcast advertising copy for San Diego-based Phillips/Ramsey and later producing a weekly 30-minute TV show for Pace Productions of San Diego.

THE POWER PLAYS

EARTH, WIND & FIRE "Let Me Talk"



NEW & ACTIVE

EARTH, WIND & FIRE "Let Me Talk" (ARC/Columbia) 75/4
Moves: Up 49, Same 22, Down 0, Adds 4, PRO-FM, KJ100, KKXX, KDZA,
WXLO d-22, Y100 34-30, WGCL 20-17, KFRC d-26.

Taken From **ARC** Album "FACES"
KC236795
Produced by Maurice White for Kallimba Productions

EDDIE MONEY (DUET WITH VALERIE CARTER) "Let's Be Lovers Again"



WCSC add
WGH add
WXLK add
KQWB-FM add 35
WTMA

Taken from the Columbia LP "PLAYING FOR KEEPS"
FC36514
Produced by Ron Nevison for Gadget Productions, Inc.

BILLY JOEL "Sometimes A Fantasy"

48 OUT-OF-THE-BOX ADDS!

WABC add	WNOE on	WIGY add
WNBC on	CK101 add 39	WCIR add
PRO-FM add 26	FM100 on	WHY add
JB105 add 35	KX104 on	Z102 add 32
WLS add	WAYS add	WSGA deb 32
CKLW add	WORK add	WCGQ add
KSFJ on	WRVQ add	WANS-FM add
WBLI add	WAKX add	WXLK add
WTIC-FM add 30	Z104 26-21	KILE add
WICC add	WIKS add	KVOL add
WKEE add	KNBO add	KQWB-FM add 34
V100 add	KYSN add	WRKR on
KRBE add	KRSP add	KBOZ add
KFMK 29-27	KZZP add 26	KYYA add
WTIX deb 34	KHYT add	KOOK add
B97 on	WGUY add	KRLC add

Taken from the Columbia LP "GLASS HOUSES"
FC 36384
Produced by Phil Ramone
in Association with Home Run

DANDY AND THE DOOLITTLE BAND "Who Were You Thinkin' Of"

WROR add 29
KEARTH on
KFI add
KFRC add
WAYS add
WGH 17-12
WNAM add
KEZR add

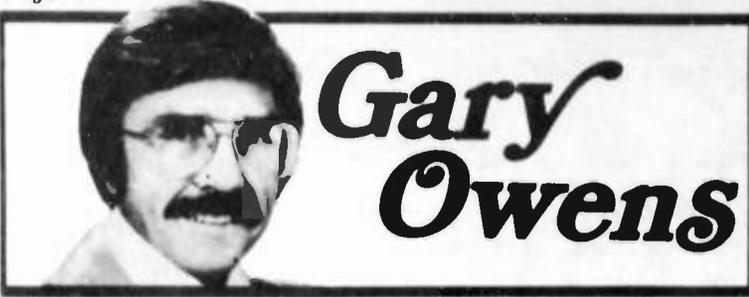
"Beginning to feel the
strength of good
phones. A definite
mass appeal record!"

Bob Hamilton, KRTH/L.A.

Produced by Louls Lofredo for Mandala International
A Power Plant Productions, Inc.



PLAY THE POWERFUL ON COLUMBIA RECORDS



The Palomino in North Hollywood was nurling to its fullest with Hoyt Axton and lovely Meryle Jaye the other night . . . and a *Did You Know* popped into my predatory mind . . . Hoyt Axton's mother Mae was the co-writer of Elvis's first million seller, "Heart-break Hotel," back in 1956! The Axton family has long been a talented one; Mae's brother David Boren was Governor of Oklahoma. Hoyt's second cousin invented his first cousin!

The American Film Institute sent me a list of its ten most wanted "lost" films. The AFI has been searching for hundreds of historically and artistically significant movies . . . but here are the ten most lusted for:

Erich Von Stroheim's original complete 40-reel "Greed." "Cleopatra" (1917) with Theda Bara; Tom Edison's "Frankenstein" (1910); "The Kaiser, Beast of Berlin" (a World War I flick); D.W. Griffith's "That Royale Girl" with W.C. Fields; Walt Disney's "Little Red Riding Hood" (1922. This is a film made by Walt when he was still in Kansas City before he came to exotic Hollywood); "The Rogue Song," a Technicolor feature made in 1930 with Laurel and Hardy and Lionel Barrymore; Greta Garbo playing Sarah Bernhardt in "The Divine Woman"; Norma Talmadge's "Camille" (1927); and one of the truly great spooky directors, Tod Browning and his "London After Dark" (1927) with Lon Chaney.

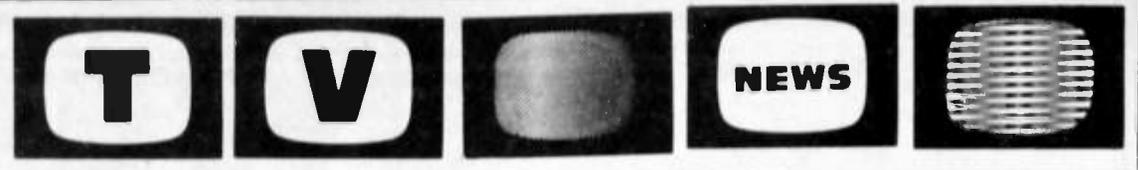
I mentioned Paul Drew in my last column, and while chatting with Paul at Irwin Winkler's house, I wrote down some fas-

inating information about what he's up to. Unfortunately I wrote the material down on my shirt cuff . . . and my shirt cuff is still in the laundry. So, unless my laundryman has a furtive desire to get into program consulting, my cuff should be back here next week, and I will share some interesting news with you.

* * * * *

Jeepers! It's almost time for the biggie . . . the Great Radio Event of 1980 . . . the NRBA is next week. I've been asked to appear at several workshops, including "How To Get That Special Demographic...Necrophiliacs!", "The Toxic Shlock Syndrome," and "What To Do At A Station With No Format At All." A new management panel is causing a lot of talk: "How To Buy Unpainted Personnel And Finish Them Yourself," and "How To Develop To The Fullest Your Untapped Power Of Gluttony."

It'll be great to see a lot of old familiar faces and new ones as well (as you know, many R&R readers have purchased new faces in the last couple of years . . .). It should be great fun!



NBC Wins Another One

In this most unusual TV season, with most new programming some time away, NBC is off to a flying start. After last week's "Shogun" massacre, NBC managed to win a second race, albeit by a much smaller margin, 17.5 to ABC's 17.4 average rating and CBS's 16.0. The victory was due in large part to a fine showing by the repeat of "Centennial." Also starring "Shogun" headliner Richard Chamberlain, the show gunned its way to 9th and 11th this week, vast improvements over the first two episodes' placing last week.

Top show of the week was "60 Minutes" (CBS), followed by ABC's blockbuster entry "Marilyn — The Untold Story." The rest of the top ten went 3) "Dukes Of Hazzard" (CBS) 4) "Little House On The Prairie" (NBC) tied with "Dallas" (CBS) 6) "Act Of Love" (NBC Wednesday movie) 7) "Love Boat" (ABC) 8) "Real People" (NBC) 9) "Centennial" Pt. III (NBC) and 10) "Three's Company" (ABC).

Following "Centennial" Pt. IV were 12) "M*A*S*H" (CBS) 13) "The Jeffersons" (CBS) 14) "Happy Days" (ABC) 15) "The Magic Of David Copperfield" (CBS special) 16) "CHiPs" (NBC) 17) "Taxi" (ABC) 18) "Laverne & Shirley" (ABC) 19) "Rage" (NBC Thursday movie) and 20) "That's Incredible" (ABC). "WKRP In Cincinnati" finished a significantly-improved 26th this week.

MUSIC ON TV — The Pretenders and Buggles are on "Hollywood Heartbeat" October 3 in most markets . . . Robert Palmer appears on "Rock Concert" October 4 . . . Rick Nelson guests on the NBC special "Men Who Rate A 10" October 7 . . . The Larsen-Felten Band and Seals & Crofts are among "Solid Gold" 's guests the week of October 3-9 . . . Ambrosia materializes on "Midnight Special" October 10, while on the same date Devo is on "Hollywood Heartbeat." Devo also appears on "Merv Griffin" October 16, with T.G. Sheppard, among others, while Larry Graham joins Merv the day before. Devo is also on "Rock Concert" October 18 . . . The Roches appear on the "Smothers Bros." special October 22.

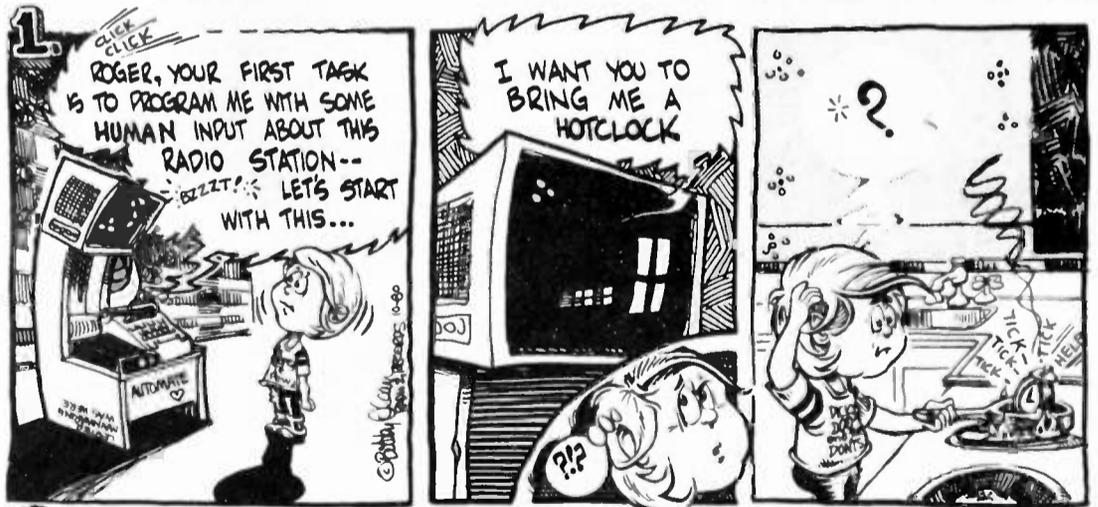
RADIO'S MILLION DOLLAR FEVER SPREADS TO TV — Intriguingly hot on the heels of Q102/Cincinnati's announcement of its single-person \$1 million giveaway (R&R 9-19), Chuck Barris Productions announced with considerable fanfare that it was readying a 25-week talent contest called "The Million Dollar Talent Show," with the same \$1 million cash figure as the ultimate prize. Days later, Barry & Enright Productions announced that "The Joker's Wild" game show would give away a million in cash this fall, although just \$250,000 is earmarked for the grand prize winner.

VIDEOSCOPE:

MAGNAVOX VIDEODISCS INTO 3 TOP MARKETS THIS MONTH: Magnavox will introduce its laser-read videodisc players in New York, Los Angeles, and Chicago by late October as the firm aims for 90 percent national availability by the end of 1980. The units, which retail for \$775, are currently available in 22 markets across the nation with San Francisco to be added in November . . . **LOW-COST CABLE TV ADS:** Three million of America's 16.2 million cable TV-equipped homes recently began receiving "The Home Shopping Show," a new cable-TV advertising vehicle. Each advertiser pays \$3500 for 10 minutes of air time (compared to an approximate average cost of \$95,000 for a 30-second spot on prime time commercial TV), allowing them to demonstrate products and converse with the cohosts of the weekly, hour-long talk show. During the course of the segment, a toll-free number is flashed so that viewers may phone in orders. Current sponsors include Better Homes & Gardens magazine, Encyclopedia Britannica, the Amoco Motor Club and a Quaker Oats needlecraft kit subsidiary . . . **TOTO'S "HYDRA" WINS VIDEO AWARD:** Columbia recording group Toto recently received the "Monitor" award from the Videotape Production Association for their video promoting their "Hydra" album.

ERR WAVES

BY BOBBY OCEAN



5

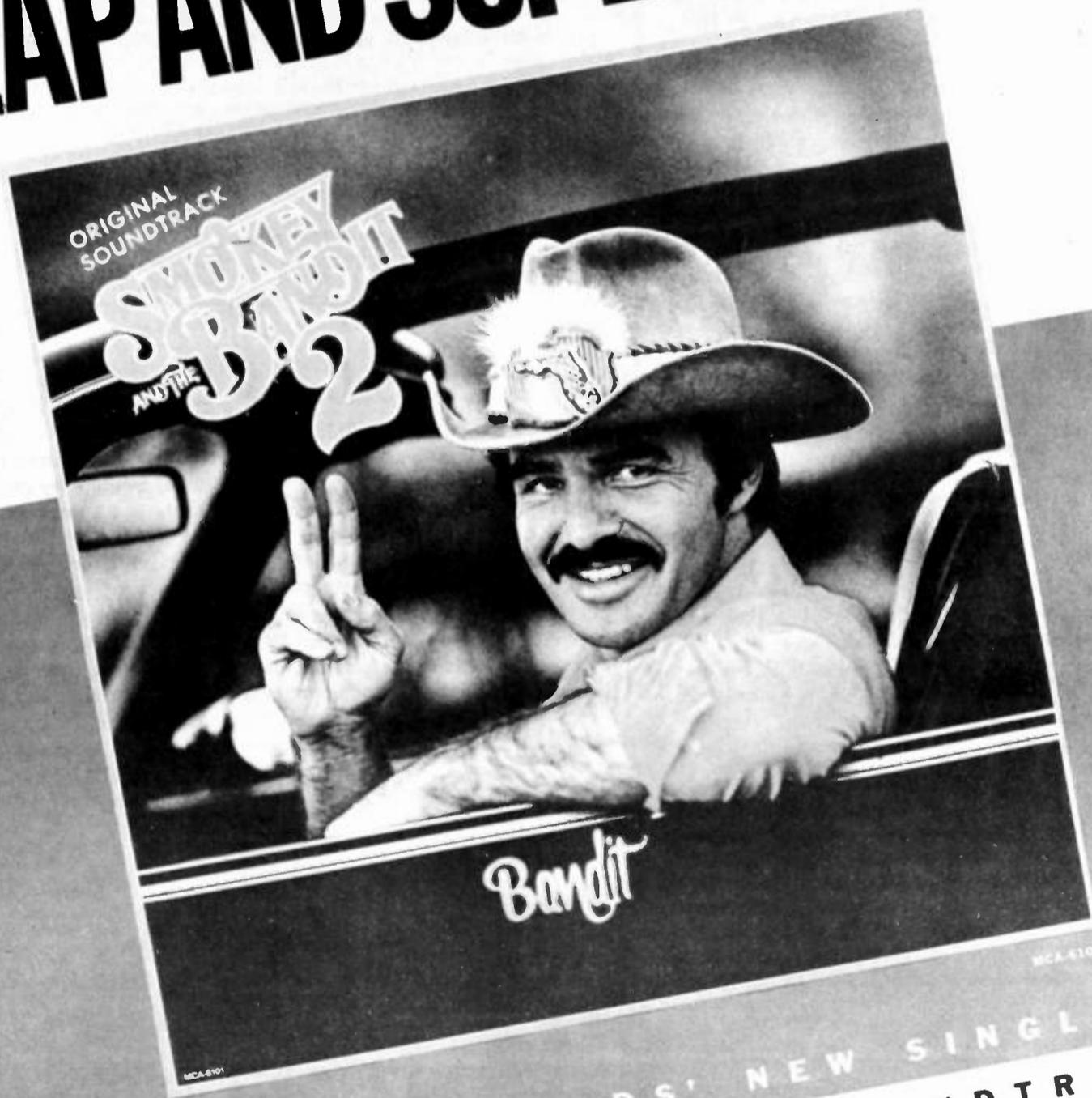
YEARS AGO TODAY

Radio & Records

- ★ ABBOT WASHBURN CONFIRMED AS NEW FCC COMMISSIONER
- ★ JERRY SHARELL PROMOTED TO VP/INTERNATIONAL AT ELEKTRA/ASYLUM
- ★ JEFF SALGO NAMED OPERATIONS MANAGER AT OK102½ & KU16/SEATTLE
- ★ ED HYNES APPOINTED REGIONAL PROMOTION MARKETING MANAGER AT COLUMBIA
- ★ LARRY DOUGLAS NAMED VP/PROMOTION AT WINDSONG RECORDS
- ★ NUMBER ONE FIVE YEARS AGO: "I'm Sorry" — John Denver (RCA)
- ★ NUMBER ONE LP: "Wish You Were Here" — Pink Floyd (Columbia)

**“LET’S DO SOMETHING
CHEAP AND SUPERFICIAL”**

MCA-51004



**BURT REYNOLDS' NEW SINGLE
FROM THE ORIGINAL SOUNDTRACK**

**“Put it on the air last
week and it blew up
the request lines”
Gerry Peterson
KFRC**

Produced by Snuff Garrett
Arranged by Al Capps



MCA RECORDS
© 1980 MCA Records Inc

the KINGS

ARE HERE
ON!

CONTEMPORARY HIT RADIO

CFTR 17-13	WOLF on	WEFM 12-10
WDRQ 21-15	WFBL 38-35	WVIC 29-28
CKLW 25-15	WHFM on	WXEZ on
KUPD 10-11	WFLY on	WPHD 4-2

R&R ALBUM AIRPLAY 25
BILL HARD SONG INDEX 4
METRO CHART 22
ALBUM NETWORK 23
BILLBOARD 82*
RECORD WORLD 84*
CASHBOX 74*
"SWITCHIN' TO
GLIDE"

E-47006

THE SINGLE FROM
THE KINGS NEW ALBUM



THE KINGS ARE HERE
6E-274

PRODUCED BY BOB EZRIN



©1980 Elektra/Asylum Records A Warner Communications Co.



STREET TALK

Catching almost everyone by surprise was the announcement that KMJC/San Diego was changing formats again. The Oldies format gave way to all-Religion on Wednesday (10-1).

The Polydor changes (see Page 1) have Irwin Steinberg remaining as a consultant to the company, but Street Talk hears that once Steinberg's contract ends in mid-1981, so will the continuing affiliation.

Michael Spears is back in music radio. Michael, who last programmed a music station at KHJ/Los Angeles in 1977, has been one of the co-owners/operators of WPLP/Pinellas Park (Tampa), a News/Talk operation, for the last two years. His return to the ranks of rock comes at KFJZ-FM/Ft. Worth, where Michael will consult. KFJZ-FM's new PD is Christopher Haze, coming from KILT/Houston to replace Gary Mack, who has left the station to continue his work investigating President John Kennedy's assassination.

We hear that Warner Brothers is about to announce the signing of another custom label . . . this one to be headed by Snuff Garrett and Clint Eastwood.

Street Talk was very sad to hear of the passing of Milt Salstone last week in New York. Milt, the owner/founder of M.S. Distributing, was one of the true pioneers of independent distribution. He will be missed.

Word out of Louisville is that WLRS MD Drake Hall has offered his resignation. The six-year WLRS veteran will be exiting the station today (10-3) and should announce his future destination in about a week.

Dan O'Toole, currently PD at VI00/Charleston, is making a move within the Capitol Broadcasting organization. He will be taking over the programming reins at WRKA/Louisville.

Look for an official announcement on this next week, but when Malrite takes over the ownership of Metromedia's KNEW/Oakland on October 8, some key changes will include the appointment of Jim Wood as KNEW's new PD. Jim, who was most recently PD at KZLA-AM-FM/Los Angeles, will replace Bob Young, who is expected to find another position within the Metromedia chain.

As we tipped you last week (R&R 9-26), Geffen Records has officially signed John Lennon. Now, be on the lookout for his first record, a single, within two weeks. The title, appropriately enough, will be "Starting Over."

Barry Richards, formerly of WDON & WEAM/Washington, is the new PD of WAIL/New Orleans. The station has just kicked off its new "Urban Contemporary" format.

Mike Selden did a fast segue from KNUS/Dallas to become the new MD at KHFI/Austin.

Hey! I Paid Good Money For That Line

In another classic case of open-mouth-insert-foot, WTRX/Flint jock Tony Johnson set his market spinning last week when he said (and we quote), "We have a bulletin. I just heard that a cement truck and a police van carrying prisoners have just collided on Flint's East Side. Be on the lookout for 12 'hardened' criminals."

Great line, right? Well, apparently it was so great that a lot of people listening to Tony heard the line but missed the delivery. The police department switchboard lit up like the Buick plant at retooling time, as concerned parents demanded that schools be evacuated until the criminals were rounded up.

In a mini-"War Of The Worlds" reaction, hundreds of listeners called the station for details about the nonexistent fugitives. In case you haven't already guessed, Tony's remark was direct from Dan O'Day's "O'Liners" and was meant purely in jest. WTRX GM Jim Meltzer said the whole incident, while somewhat regrettable, "really proves the power of radio." Tony was not reprimanded, but was reminded to be a bit more obvious in his future attempts at humor.

Now, we're wondering if Dan O'Day plans any special "warning" on his next edition of "O'Liners."

WPEZ/Pittsburgh is a thing of the past . . . the station was officially granted the new call letters WWSW-FM last week (9-26), and has adopted the new on-air identity of 3WS.

Andy Barber has resigned at KASH/Eugene as PD and will most likely return to major market jock work in the very near future.

Fred Holland, who exited as PD of WAAY/Huntsville last week, has become the new PD of 100kw WAHR/Huntsville, and now appears ready to compete with his old station.

Ron Brandon, former Publisher of the National Music Report, is now on the loose, looking for a new challenge in either the radio or record industries. Ron, who programmed in the South and Midwest, can be reached in Atlanta at (404) 973-5751.

The baby boom brought forth three boys this week . . . David Berman, VP/Business Affairs at WB, and his wife are the proud parents of Joshua Abraham (9-9) . . . Wynn & Martica Rosenberg of WWSW (WPEZ)/Pittsburgh had a baby boy (9-29) but were unable to finalize his name by presstime . . . L.A. promotion man Rick Harold and his wife Cathy had their first child, Nicholas Joseph (9-26). Street Talk is happy to announce that all the parents and their new sons are doing fine!



EARTH NEWS

This Week
AMERICA
(Plus various guests)

Next Week
MARTY BALIN
(Jefferson Airplane/Starship)

Call Jim Brown (213) 399-4949 (Collect)
131 Ocean Park Boulevard Santa Monica, CA 90405

BRUCE COCKBURN

"HUMANS"

The Secret Is Out!!!

Bruce Cockburn has arrived! His first Millennium album, "Dancing In The Dragon's Jaws," was a resounding musical and commercial success and included the stunning hit single, "Wondering Where The Lions Are."

Now, his new album, "Humans"...a gutsy personal statement and accurate reflection of our times.

Bruce Cockburn's "Humans" truly involves you!

Includes the
new single
"Rumours
Of Glory"

YB-11795

BXLI-7752

BRUCE COCKBURN

HUMANS



millennium
RECORDS

Produced by Gene Martynec for
True North Productions

millennium
RECORDS

Manufactured and Distributed by RCA Records

Give the gift
of music.

Ratings & Research

"Stations making decisions on the sole basis of focus group results are making unwise decisions."

Focus Group Focus

There seems to be a great deal of interest in the topic of focus groups. Recently I've been getting letters asking for a column on this subject, so here goes. Please keep in mind that space will only allow an overview, so if what you read here piques your interest or curiosity, don't hesitate to call and discuss your thoughts with me.

Dick Lamb, President of WWDE-AM-FM/Norfolk, wrote last week and posed questions worthy of exploration here. Some of the key questions are:

1. Who should be in the focus group(s)?
2. How many people should be in the groups?
3. How should focus groups be used?
4. How do you avoid asking members of the panels leading questions?

Let's delve into each one below, rearranging the order of the items slightly. This week we'll look at how to use panels and who should set them up. We'll also answer the query about the makeup of the panels. Next week's column will pursue the other questions and operational areas.

How To Use Focus Groups

Focus groups have become a popular radio research tool, but there are those who have little faith in them. Perhaps those who feel negatively about focus groups have not had the best understanding about what groups can — and cannot — do.

Focus groups are best used when it is understood that initial information gathering is needed before embarking on a more thorough research effort. Focus groups are not meant to be the research end-all and be-all. Stations making decisions on the sole basis of focus group results are making unwise decisions.

The proper scenario for deciding that such groups might be needed could go like this: a station's sales team continues to bring to the GM and PD feedback that the station is perceived by listeners as too teen-oriented. The numbers in the Arbitron show teen strength but also show a healthy (although not dominant) 18-34 core for the station. The challenge — how to turn around the marketplace's perception that station X is for no one but teens. While a thorough telephone or in-person survey of the market can go a long way towards solving this dilemma, focus groups can serve as a screening technique, separating the real issues worth pursuing from the less pertinent concerns of the listeners. The purpose of the groups is to help focus the follow-up, more deeply probing research, that will be the next step.

What Goals?

Once you have decided to make the invest-

ment in focus groups, how do you get the most out of the effort? It helps to establish goals that will help the researchers handling the groups for you. Do you want to change marketplace perceptions? First you need to know what they are, and how your station stacks up against the competition. Do you want thoughts from the public on the music that your station and its competitors are playing? Is it important that a discussion of personalities be included? Examine your key concerns, discuss them with the party doing the groups on your behalf, then review the understanding prior to the beginning of the focus group effort. Clear-cut communications between the station and the research team are invaluable in this task.

Getting Started

Find yourself a competent outside research firm to set up and conduct the panels for you. Dr. Lutz has been writing for the last few weeks on selecting and dealing with a research firm, so you may want to review his columns on this area. By all means, it is important to use an outside firm to conduct the groups. Although a number of stations have competent research personnel, the objectivity inherent in bringing in an outside firm is worth the effort.

Once the firm has been selected, discuss your goals and areas of concern. Determine the universe of the sample to be used for the groups (for example, adults 18-34 who listen at least one hour per week to your station and its competitors). Then leave to the research firm the task of selecting and screening focus group respondents. By the way, it is customary to offer the respondents an incentive for participating in the sessions. A restaurant trade is sometimes good for this, and cash is always popular. \$20 per participant is usually sufficient.

In my experience, focus groups are best when conducted with no more than 10 members of the listening public at each session. With a time frame of from one hour to one-and-one-half hour, this will allow a skillful focus group moderator to touch on several key issues of concern to the station, while allowing all of the participants time to express their thoughts. Sessions that go for longer than 90 minutes tend to be counterproductive, as the respondents (and the facilitator) get weary and the quality of the interaction suffers.

One additional note here. At the initial stages of setting up and conducting the focus group, the sponsor of the research is necessarily kept anonymous. However, at the end of each session as each respondent is given his/her incentive gift, it is quite acceptable to mention the station that sponsored

Week In Review

Magid Execs Form Consulting Firm

Two former executives of the Frank Magid research firm have formed their own consulting company. The new firm is known as Communications Research, Ltd., and will be based in Tucson. Bruce Fohr, Magid's VP/Director of Research, and Ken Dennis, former GM of Magid's Radio Divisions, will head up the consulting services. Communications Research Ltd. will focus on market research and programming consultation services for radio.

Hundreds Trek To Laurel

According to Arbitron spokesperson Connie Anthes, more than 350 stations have been to Laurel to review diaries from the Spring 1980 survey. Between July 7 and September 26, diary reviews have been performed on behalf of 359 stations measured in April/May. The majority of those visiting Laurel are either actual station personnel or station consultants, with the remainder being rep firm personnel.

the session. This implies that the station in question cares enough about the public to do this type of research, and may pay off in influencing the listening habits of some of the participants. The only time it would not be proper to mention the sponsor is if the respondent might be used in additional research efforts.

Group Makeup

An important ingredient in any successful focus group research is the caliber of the participants in the sessions. Be sure that when you meet with the research team you give them guidelines with regard to age/sex quotas, economic criteria, and geographic influences (signal problems) that might be crucial to getting the best sample base for this effort. For example, a station and its researcher might agree that the sample will be 60% female, will include adults 25-44, with most of that in the 25-34 cell, and that the persons can only come from one county in the relevant metro. Sample screening is then done until the researcher is pleased that a representative sample has been acquired.

Bird's-Eye View

Now that we've covered some of the initial steps, next week we'll look over the shoulder of the moderator as a panel actually convenes. This bird's-eye view will allow you the chance to get a feel for what the groups are like, and what can be gleaned from them.



With the NRBA's American Radio Expo just around the corner, here's hoping I'll have the opportunity to meet and chat with many readers. I'll be involved in two sessions of interest — one Sunday night dealing with Arbitron tips and your general Q&A on Arbitron; the other Tuesday afternoon, in which Dr. Lutz, Dick Logan of Arbitron and Jim Seiler of Mediastat will join me in a discussion of dealing with year round ratings. I look forward to seeing you at either or both of these interesting sessions!

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



Think You Know Radio? Take This Quiz.

- 1 Cost per thousand is a primary tool in selling radio. TRUE FALSE
- 2 Sample bias can be minimized by increasing sample size. TRUE FALSE
- 3 Few people listen to just one station over the course of a week. TRUE FALSE
- 4 Cumulative audience figures should never be added together. TRUE FALSE
- 5 It is impossible to determine the influence of one daypart on another with the rating report. TRUE FALSE
- 6 Reach is more important than frequency. TRUE FALSE
- 7 Magazines are more like radio or television. TRUE FALSE
- 8 The primary role of promotion is to get new listeners to try a station. TRUE FALSE
- 9 The key to audience success is how long people listen each time they tune to a station. TRUE FALSE
- 10 Weighting is a device for correcting a survey that was done improperly. TRUE FALSE

No, the answers aren't found at the bottom of this page or anywhere else in this issue. We've got the answers in the Arbitron Radio Workshop, the two-day "hands-on" workshop that shows you how to get the most out of the numbers in the book . . . all 100,000 of them.

Knowing the right answers for these questions can mean better programming, greater sales and higher profitability for your station.

Arbitron's Radio Workshop was designed and will be conducted by Jim Yergin, the

former Vice President, Research, Westinghouse Broadcasting Company. Jim's 34 years of experience in broadcast research includes positions with RKO, the Mutual Broadcasting System, Crossley Surveys, Inc., and the Keystone Broadcasting System.

The cost for each two-day session, which includes a textbook, work materials, lunches and coffee breaks, is \$350. A \$50 nonrefundable deposit is required with each registration form.

Mail completed registration form to: **Arbitron Radio Workshop**, 4320 Ammendale Road, Beltsville, MD 20705.

To highlight specific needs, separate Arbitron Radio Workshops will be held in the following cities on the dates indicated.

Registration

Mail to: **Arbitron Radio Workshop**
4320 Ammendale Road
Beltsville, Maryland 20705

COURSE	DATE	
CITY		
NAME	POSITION	
STATION/COMPANY	STREET	
CITY	STATE	ZIP

- I enclose \$350 payment in full.
- I enclose \$50 nonrefundable deposit. (The balance of \$300 must be received 10 days prior to the start of the Workshop selected.)



Washington, DC	
General Managers	October 28-29, 1980
Program Directors	November 11-12, 1980
New York	
General Managers	January 21-22, 1981
General Sales Managers	January 28-29, 1981
Program Directors	February 4-5, 1981
Los Angeles	
General Managers	February 23-24, 1981
General Sales Managers	February 25-26, 1981
Program Directors	March 2-3, 1981
Atlanta	
General Managers	March 18-19, 1981
General Sales Managers	March 23-24, 1981
Program Directors	March 25-26, 1981
Chicago	
General Managers	May 27-28, 1981
General Sales Managers	June 1-2, 1981
Program Directors	June 3-4, 1981
New York	
General Managers	June 17-18, 1981
General Sales Managers	June 22-23, 1981
Program Directors	June 24-25, 1981

Radio Loves "Love X Love"



WXLO add
KRLY on
94Q add 29
KSFY on
WFBR on
WAAY add
CK101 34-30
WAYS add
KJRB deb 28
WGUY add
WFOX add
FM99 add
KRLC add

GEORGE BENSON "LOVE X LOVE"

Produced by Quincy Jones



Direction: Ken Fritz/Dennis Turner — Ken Fritz Management

ON WARNER BROS. RECORDS 

BRAD MESSER



I'll Be the Tall, Handsome One

Can't help it. After so many years in the radio business I still believe all of you are either tall and handsome, or brilliant and beautiful, because you sound that way on the phone. This image of perfection has very seldom been confirmed when we meet in person because you turn out to be a plain ol' everyday person like me. But the telephone image stubbornly persists, and I still can't believe your socks wear out and you're not always supremely confident of your abilities.

Before we meet in person at this week's NRBA convention I must tell you that — as you may have suspected — I actually am tall, handsome, brilliant, and quite self-assured. However, during the period of the Los Angeles gathering I will be disguised as a shorter, balding fellow somewhat older than my actual age, and I will be using a speaking voice slightly less ballsy than usual. To keep from intimidating you I will pretend to have to look at your name tag to remember your full name.

Boy. All this image stuff. At the heart of things I'm a rather shy person much in the manner of the Wizard of Oz. Remember him in the movie? Ranting and raving behind that curtain, sounding like thunder and lightning, with his much-enlarged likeness projected amidst swirls of mystic vapors on a screen for public viewing? Lots of us in radio are like the Wiz. We get behind mikes where no one can see us and conjure up big public images. Fire off salvos at the biggies. Speak Powerful Truths and broadcast Brilliant Insights. Then when we meet one another at a convention we turn out to be just us.

Meeting old friends and making new ones is my favorite convention activity. At most such gatherings we have to leave the convention to loll around shooting the breeze and talking shop, but it appears this NRBA schedule has been designed with all this in mind. There are rooms set aside for News/Talk sessions without the usually-boring panels, so we can just hang around with like-minded people and exchange rumors and intelligence, look for jobs, all the things we normally have to sneak off to a hotel room to do. Great idea, structuring get-together times into the schedule.

Come say hi. I won't have the white telephone to my ear, and I won't even have the mustache pictured above, so keep looking at name tags 'til you come to mine, or just keep your ears open: I'll be the guy *not* talking in a big resonant deep voice.

Rip 'N' Read

To AC or DC? That Was the Question

MONDAY, OCT. 6: Back in the days when this country first began wiring itself for electricity, the hot idea was DC, but direct current had the disadvantage of losing its kick along the line. The homes nearest the generator had bright lights while those farthest away were dim. The brilliant electrical engineer Nikola Tesla developed the principles and hardware that made AC usable, and in 1886 he sold his patents to George Westinghouse. The Westinghouse Electric Company was responsible for making alternating current the standard form of electrical transmission in the U.S. Westinghouse was born 134 years ago today.

Thomas McClary of the Commodores is 31. Laudir DeOliveira of Chicago is 40. On this date in 1848 the first shipload of gold hunters left New York for California where they would become famous as the '49ers.

* * * * *

The First Commercial Airline

TUESDAY, OCT. 7: The Wright Brothers put together the first practical airplane in 1905, about two years after the famous Kitty Hawk flight of 1903. On this date in 1913 a passenger was flown from Albany to New York City, and six years after that, the world's first commercial airline was established. KLM Royal Dutch Airline is the oldest, and it's 61 today (est. 1919).

Today's the sixth anniversary of "Fanne Fox, the Argentine Firecracker" hopping out of Rep. Wilbur Mills's car, jumping into the Washington Tidal Basin when police stopped him for suspected drunk driving.

David Hope of Kansas is 31. June Allyson is 57. The Kennedy-Nixon TV debate was 20 years ago today.

* * * * *

Most Deadly Wildfire Ever

WEDNESDAY, OCT. 8: The worst killer fire in America's history was 109 years ago tonight. The Chicago Fire? Well, the Chicago Fire of 1871 did begin on this date, and it was a bad one. Some 300 people were killed and about 90,000 left homeless in that famous three-day blaze. But no, that wasn't the worst fire. On the same night, about 200 miles to the north, the forest of Wisconsin exploded into a firestorm that swept through Peshtigo, burning 400 square miles in four hours. The Peshtigo fire killed 1182 people and is the most deadly U.S. fire ever. Both the Peshtigo and Chicago fires began on the same night, but only the one supposedly started by Mrs. O'Leary's cow became well known.

Chevy Chase (born Cornelius Crane Chase) is 37. Rev. Jesse Jackson is 39.

* * * * *

"Daddy . . . Were You a Beatle?"

THURSDAY, OCT. 9: John Lennon is 40, and the 1960-1970 Beatles are ancient history to Mr. and Mrs. Lennon's 5-year-old Sean. Newsweek reported last month that neighbors showed the boy "Yellow Submarine," after which Sean "came running in, saying, 'Daddy, you were singing . . . were you a Beatle?'" Daddy's reply: "Well — yes, right."

Jackson Browne is 32. John Entwistle of the Who is 34.

Good chance of a good meteor shower after midnight, says the British Astronomical Ass'n., with peak periods of ten "shooting stars" per hour. If you see one, keep searching the constellation from which it came, which will be Draco (the dragon) in the northern sky. Meteor showers vary a day or two either way so don't bet your Sennheisers on this.

* * * * *

Most One-Sided Election

FRIDAY, OCT. 10: Eighteen years ago this week North Korea reported a 100% of the ballots cast for the Workers' Party. The all-time champion rigged election was in 1928 in Liberia, when the President got a majority of 600,000 votes. Pretty impressive for a nation with 15,000 voters.

The U.S. naval officer training school at Annapolis, MD is 135 years old today (est. 1845). Spiro Agnew resigned the Vice Presidency seven years ago.

Greg Lake is 33. Tanya Tucker is 22. Ben Vereen is 34. Grace Slick is 41.

**ELECTRIC
WEENIE**

P.O. Box 25-866
Honolulu, Hawaii 96825
(808) 395-9600

THE ELECTRIC WEENIE, RADIO'S NUMBER 1
GAG SHEET GETS LETTERS . . .

DR. DON ROSE, KFRC . . . "Greetings, Tom. Great to get together with you in Hawaii! And continued success with the Electric Weenie. You just keep getting better! All the best, Dr. Don."

Jocks... write today for free samples.

FOURTH QUARTER TOUCHDOWNS

JACKSONS

"Lovely One"

THE BACK PAGE

BREAKERS

JACKSONS

Lovely One (Epic)

63% of our reporters on it. Moves: Up 89, Same 27, Down 0, Adds 28 including WBEN-FM, WIFI, CKGM, KVIL, CKLW, WBLI, WTIC-FM, 14Q, KNUS, WNOE, WAXY, KSTT, KKXX, FM102, KNBQ. See Parallels, charts at number 28.

Produced by the Jacksons

Management and Direction

~~Malcolm Danare Entertainment, Inc. and Joe Jackson~~

BARRY GOUDREAU

"Dreams"

JB105 on
KUPD 22-18
KQ94 30-27
WBBQ add
WSEZ on
KJ100 deb 32
WEFM 20
WVIC add

WXEC 9-6
KEZR on
KKXX on
KNBQ on
KYSN 29-24
KRUX add
WXLK on
KRLC deb 30

KYLT add
WANS add
KQWB-FM on
WPHD on
KWK-FM 8
KRSP on
KROK on
WZDQ on

**Barry Goudreau,
the Lead Guitarist
of BOSTON**

Produced by John Boylan

THE CHARLIE DANIELS BAND

"The Legend Of Wooley Swamp"

NEW & ACTIVE

CHARLIE DANIELS BAND "The Legend Of Wooley Swamp" (Epic) 123/9 Moves: Up 67, Same 33, Down 14, Adds 9, Z93, WOKY, B97, WAXY, WKIX, KROY, KNBQ, KQWB-FM, WTRU.

Produced by John Boylan

JIMMY HALL

"I'm Happy That Love Has Found You"

NEW & ACTIVE

JIMMY HALL "I'm Happy That Love Has Found You" (Epic) 69/30, Moves: Up 17, Same 22, Down 0, Adds 30 including WXKS, Z93, KPLZ, KSRR, KSET-FM, WJDX, 96X, WAYS, WAKY, KWEN, WISM, KEZR, KJRB, KSPZ, KCPX, KHYT.

Produced by Norbert Putnam

THAT WIN THE RATINGS GAME

ON  RECORDS



**John
Leader**

BUILDING FOR THE FUTURE

Air Talent: Developing A Natural Resource

We've all heard the cries before: "Where can I find some talented air personalities . . . there just aren't any being trained anymore!" Take heart, someone has heard your plea and is well on the road to doing something about it.

Scott Noyes is the Station Manager of WAGM/Presque Isle, ME. Presque Isle, for those of you unfamiliar with Northern Maine geography, is just south of Caribou and slightly southeast of Fairfield — in other words, not the nation's most populated market. Scott offers a unique perspective on talent from a small market and several specific ways in which smaller stations can help develop new air personalities for all of our future needs.

The Problem

"Talent — it's that hard-to-define element that is all too frequently in short supply in the smaller market station. And, more often than not, we, as radio programmers, find ourselves looking for people who are essentially overqualified yet readily willing to be underpaid. And certainly anyone who has looked for such persons

"We in the smaller markets need to develop the major market talent of tomorrow, if for no more noble reason than to insure better talent for our own stations today."

knows that they are in short supply. All too often you wind up 'settling' for someone who falls short of your hopes.

"If talent were your only programming obstacle, you might be able to get by with a 'good enough' approach to hiring on-air talent. But unfortunately there are many other problems facing smaller stations. Budgets being what they are, it is often difficult to pay better money in hopes of attracting better people. But I believe there is a viable solution. However, it rests on the seriousness of your commitment to the quality of your product and it will require that you put your time where your mouth is. We in the smaller markets need to develop the major market talent of tomorrow, if for no more noble reason than to insure better talent for our own stations today.

The Philosophy

"Develop your talent. That is the key to better local air talent. You, as a programmer, need to take the necessary time to transform demonstrated raw potential into a more polished refined on-air delivery. And you needn't be incredibly farsighted to see just how immediately you and your station stand to benefit from your efforts. Add to an aggressive programming and promotional effort a staff that has been thoughtfully and carefully guided by a sincere and concerned programmer and almost surely you will have a measurable advantage on your competitor. That advantage, the 'talent edge,' is readily transformed into dollars. It's easier to sell a better product, and that enhances the all-important bottom line.

"Your efforts to develop your air talent will very likely have other returns for your station. I can assure you that if you are able to convey to your staff your sincerity and concern for helping them, you will boost their morale and sense of purpose noticeably. Your staff will often stay longer knowing that their time is well spent with your station. And when they do leave, they are more likely to move up, and that is a compliment to you as a programmer and as a teacher.

The Theories

"First — don't inhibit your personalities with your format. It's important that you build into your format the space for your personalities to grow and to explore the personalities that are uniquely theirs. This is not to say that your station need be free-form. Obviously, the format is absolutely essential in conveying the image of your station, but don't saddle your air talent with the format. It should not require them to read one-liner cards

all day. It should not lock them into preplanned formulas whenever they open the microphone for when or how to give the call letters or frequency. Certainly you will need to give them guidelines as to what information you want them to be giving in the course of their shows, but allow them the freedom to communicate that information in the ways that are uniquely their own. The whole concept of personality radio is incompatible with a format that requires all your jocks to communicate the same information in the same way. It's important that consistency is not confused with absolute conformity. If you insist on all your jocks sounding alike, you might consider automation. It is consistency to a fault.

"Talk extensively with your jocks about just who your target listener is, what his or her demographic and psychological characteristics are. Then, let them loose. More than likely they'll surprise you. And, if they don't, spend more time with them both individually and collectively. Give them guidelines within which to communicate. But don't confine them with hard and fast rules that virtually smother individuality.

"Second — encourage your personalities to listen to themselves. If you don't have a skimmer now, install one. It's not an expense, it's an investment, and it will make it very easy for your jocks to hear themselves as your listeners do. Each week require at least one air-check from your people and listen to them. When necessary, confer with individual announcers about their tapes and areas where they might make changes. And whether or not you choose to meet with them on a given week, make sure that you point out their assets whenever they are apparent. It is at least as important that your on-air people be aware of their strengths as well as their weaknesses. It's important that your sincerity be apparent, since you're dealing with a delicate balance between maintaining one's ego through self-assurance, and admitting to one's professional inadequacies. Your jocks need to know that your intent is to build and enhance, not to destroy or detract.

"Third — make good airchecks available to your staff. There's no denying the very positive influence of listening to larger market air personalities. More than likely your jocks will jump at the chance to listen to the likes of Dr. Don Rose, Gary Owens, Dan Ingram, or Jess Cain. Good airchecks are relatively inexpensive and readily available. There is no measuring their inspirational value, but they can be an important catalyst to the development of your announcers into personalities. You can't make them listen, but I'll lay odds that many will stand in line for the chance.

"Fourth — make good radio texts and periodicals available to your personalities. To an individual with a reasonable amount of self motivation, the opportunity to read good radio literature without having to make the investment (which realistically can be prohibitive on a small market salary) will be a welcomed one. More than likely these publications will help you as a programmer as well.

"Fifth — keep your door open. This is as important as any single measure you can take in encouraging air talent development. Your jocks need to know that whether it's for specific information or just for general speculation, you are an ever-available source of radio information. And you needn't have all the answers. Often your role will simply be to stimulate thought and discussion or to shed a different or revealing light on a subject. But you need to make time for this type of discussion. It needs to be one of your overall priorities. Even if it means adding a couple of hours to your busy schedule, let your personalities know that the talent aspect of the

radio business is as important to you as it is to them.

It Makes Good Sense

"By now perhaps you're beginning to write all this off as unrealistic. I can assure you that it's not. Creating an environment that is conducive to talent development will require time, but we began by admitting that. It will require a commitment, but if you require a bottom-line incentive, it's clearly there. And if by chance you happen to be concerned with your personalities and their futures, and find yourself identifying better with them than your GM, then you might just find the whole process very fulfilling. Certainly the boys in the major markets will be glad to see the local farm team preparing future major leaguers. So, whether you're short-sighted or far-sighted or somewhere in between, radio personality development in the smaller market radio station just makes good sense."

* * * * *

Scott Noyes at age 24 is a two-year veteran of radio in Northern New England. He began his broadcasting career in Berlin, NH, moved to Plymouth, NH, and became Station Manager of WAGM July 14, 1980. His thoughts are based on many articles he has read (he admits to being a voracious reader of anything to do with radio) and his own experiences of dealing with people in radio during the past two years. His article indicates that he is truly wise beyond his limited experience. My thanks to Scott for allowing me to share his ideas with all of our readers.

Welcome To The American Radio Expo

To those of you reading this issue of R&R at home, we're sorry you can't be in Los Angeles this week. For those of you reading this in Los Angeles, welcome to the NRBA's American Radio Expo.

During the next three days you will have a chance to see and hear many of the people and things that will shape radio's future. There are in fact so many sessions that you might well want to take the convention agenda and select the ones that are most important to you. If there is more than one representative of your company or station attending this conclave, the two of you could coordinate which sessions each of you will view, thereby doubling your coverage.

If your area of interest is Contemporary Hit Radio, we have two separate sessions where you will be able to come face-to-face with many of the people who practice the format almost flawlessly. Sunday evening (10-5) at 8:30 in the Santa Anita "C" room CHR will have its first meeting. This evening session will help us all get acquainted and perhaps set the tone for our more structured gathering the next day. Monday at 10:45am (in the same location), Contemporary Hit Radio's workshop will take place. At this meeting several of our format's most famous names will be available for your comments and questions. Large, medium and small markets will be represented, but it is up to you to participate. Don't be shy . . . if you see someone that you'd like to talk to, feel free to step right up and introduce yourself. If that's uncomfortable for you, grab me and I'll introduce you.

One of the reasons the actual structure of all the format sessions has been changed is to avoid the lack of communication and interaction that being part of a crowd often brings. Now, with many experts available for smaller discussions, your communications should be easier.

The NRBA has put together perhaps the most diversified array of activities and sessions that any industry gathering has ever seen. All of us at R&R hope you enjoy your stay in Los Angeles and your visit to the American Radio Expo.

THEY'RE PLAYING OUR SONGS...

KIM CARNES "CRY LIKE A BABY"

F105 deb 28
WRKO 30-27
WXKS on
KRLY add
Z93 add
Q105 add
KRLA on
WOLF add
WFBL 32-28
WKBO add
WKEE on
KINT 27-25
KBFM on
WTIX add

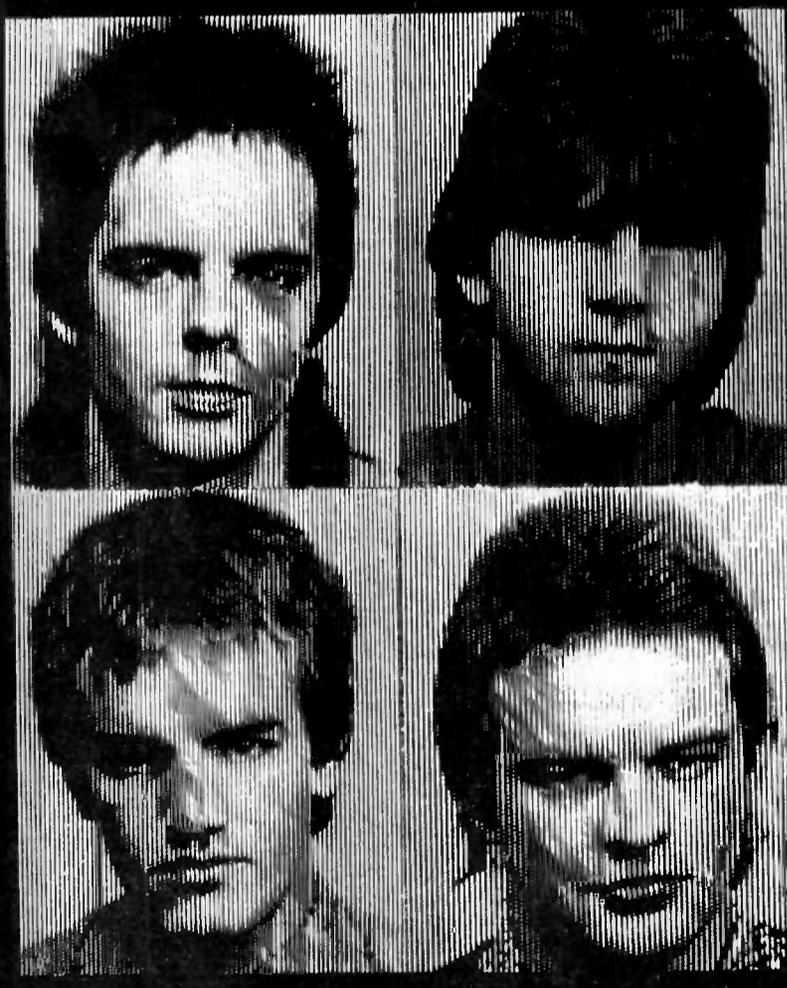
KLAZ deb 38
WSGN deb 30
WLCY add
Y103 36-34
WLAC on
KX104 on
92Q deb 30
WSKZ on
WOKI add
WRJZ add
WNOX on
WSEZ 32-23
WCSC add
WQRK add

WRVQ deb 32
WVIC add
WAKX on
KSTT deb 27
KIOA on
KWEN deb 36
WNAM on
KILT add 37
KSPZ on
KCPX deb 27
KMJK on
KRUX on
13FEA add
KROK add

KWOS add
WCGQ add
WFLB add
FM99 on
WKXY add
KKRC 25-22
KKLS on
KENI on
KSly on
KCBN add
KQDI add
KOOK on
KRLC on



PRODUCED BY GEORGE TOBIN IN ASSOCIATION WITH MIKE PICCIRILLO FOR G. T. P. PRODUCTIONS



THE VAPORS "TURNING JAPANESE"

WLS 30-19
KUPD 5-3
WEFM 16-12
Z104 deb 26
WLBZ deb 34
CHUM add
KEARTH add
KFI add
KFRC add
WAKX add
WSEZ add
WANS add

WRKE add
KINT add
WAAY add
96X add 29
WBBQ add
WGH add
KJ100 add
WVIC add 39
WNAM add
KIOY add
KIDD add

WSPT add
WBGH add
WAQY add
WXLO on
F105 on
PRO-FM on
JB105 on
KRLY on
FM100 on
WLAC on
WSEZ on



PRODUCED BY VIC COPPERSMITH-HEAVEN



ON EMI-AMERICA/LIBERTY RECORDS



RKO

Continued from Page 1

RKO: What Next?

With the Commission's 6-to-1 decision to set the "RKO 13" for hearing upon the court's decision about their TV licenses, RKO has several options:

- File for renewal in the event it is found fit to be a licensee.
- Sell its stations to qualified minority-controlled applicants at prices not to exceed 75% of the fair market value under the FCC's "distress sale" policy.
- Propose a new spinoff when the court decision has been reached.

Quello And Washburn Concur; Lee Dissents

In statements issued following the 6-to-1 vote, Commissioner Jim Quello noted, "I am reluctantly concurring because of the guarantees that hearings will not com-

mence until court appeals are completed."

Commissioner Abbott Washburn commented, "This decision preserves the remaining stations' status quo until the appeals are finished and prevents any further regulatory injustice to RKO."

Commissioner Bob Lee, the lone dissenting vote, said, "I do not believe these stations should be set for hearing on the basis of the court's decision in the case of WNAC-TV. Only time and the decision of the court will tell who was right."

The FCC will assign the matter to an Administrative Law Judge to develop a hearing record for RKO, and said that RKO would be allowed the opportunity to demonstrate that its programming of the 13 stations had been "meritorious" enough to warrant renewal despite the Boston decision.

Rich

Continued from Page 3

Rich spoke with R&R on his new responsibilities, stating, "I'm now able to achieve a longstanding goal — to work with several stations with diverse formats, since in my career I've done everything from adult contemporary to Country, from Top 40 to middle-of-the-road, along with variations like 'Album-Oriented Hits.' My specialty will be the personal touch. While systems are important, it's people that make the difference. Part of our service will be to locate, train, and motivate staffs."

He continued, "Initially I'll be concentrating on consultation, but I've also been assigned the task of helping to develop satellite programming for the company. There is no doubt that's the new frontier for radio, and I enjoy the pioneer role."

Warner Bros.

Continued from Page 3

a reporter and pop music critic for the Los Angeles Times. Somers, a nine-year veteran of Warner Bros., began his tenure in the label's merchandising department, later becoming Director of Merchandising and most recently serving as National Operations Manager for the firm.

In making the announcements, Warner Bros. Board Chairman and President Mo Ostin said, "The complementary strengths of Pete Johnson and Adam Somers are almost an embarrassment of riches for us. Pete's creative abilities and Adam's organizational skills make for a team that we expect to carry forward the longstanding Warner Bros. tradition of originality and innovation in the creative field."

Johnson's new role will be to supervise the label's art, editorial and advertising departments with Somers's primary responsibilities being merchandising, graphics, production and administration.

Scalzi

Continued from Page 3

got all the confidence in the world in Mike," Thompson continued. "I certainly believe very strongly that working with Kent Burkhardt, Mike and I will see the radio station turning around in the Arbitron."

Scalzi told R&R: "I'm very excited about this unique situation and I'm looking forward to it. I think

we have a real challenge here. Ron Thompson is a very promotion-oriented GM and I think that's the key to this market, being visible.

"I'm really grateful to (WXLO PD) Don Kelly and all he's done for me," Scalzi added. "He's taken a kid from Long Island, given him a shot, and enabled him to be in a visible situation which allowed me to get this new job."

Coke

Continued from Page 1

he agreed to purchase an ounce of cocaine from Cox at his home for \$2200. The officer completed the transaction, and arrested Cox and Cochran. In addition to trafficking, Cox was charged with possession

of cocaine, hashish, and marijuana, and possession of a firearm while committing a felony.

Neither station officials nor Y-100's owners, when contacted by R&R, had any comment on either the arrest or Cox's current status at the station. However, he has not been on the air since the incident.

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.

Boston

WHDH Up Again, Regains Lead; WBZ Up-swing Continues; WCOZ Slips 4 1/2; WVBF, WXKS-FM Rebound

	JULY '80	AUG. '80	SEPT. '80
WHDH (PA)	7.8	12.6	14.2
WCOZ (A)	11.6	14.5	9.9
WBZ (PA)	7.1	8.5	9.4
WVBF (R)	6.7	5.8	7.0
WJIB (BM)	4.6	6.4	6.7
WXKS-FM (R)	6.9	4.5	6.1
WEEI (N)	5.3	5.3	5.6
WEEI-FM (A)	4.4	5.0	4.9
WBCN (A)	5.2	5.0	4.8
WROR (PA)	4.2	4.7	4.6

Washington, D.C.

WMAL Retakes Lead; WRQX Drops Two; WKYS Edges WHUR; WAVA Moves 12th-6th; WGMS-AM-FM Jumps 14th-7th; WRC Slips 8th-11th; WOOK Moves 7th-13th

	JULY '80	AUG. '80	SEPT. '80
WMAL (PA)	9.5	7.5	9.0
WRQX (R)	9.8	10.2	8.4
WKYS (B)	7.5	6.5	7.7
WHUR (B)	5.1	7.8	7.3
WPGC-AM-FM (R)	7.4	5.7	6.2
WAVA (A)	5.1	4.1	5.3
WGMS-AM-FM (CL)	2.6	3.2	5.2
WGAY-FM (BM)	5.0	5.5	5.1
WASH (PA)	6.1	4.5	4.7
WJMD (BM)	2.9	4.3	4.4

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

Cleveland

WMMS Remains Tops; WQAL Passes WDOK In BM Contest; WHK On Rise; WWWM, WJMO Rebound (14th-8th, 12th-9th); WGAR Slips 10th-11th; WLYT Moves 9th-12th

	JULY '80	AUG. '80	SEPT. '80
WMMS (A)	13.3	15.3	13.5
WERE (N)	7.7	9.6	8.3
WQAL (BM)	8.1	6.0	8.1
WDOK (BM)	7.4	7.9	7.4
WHK (C)	4.2	5.1	5.9
WDMT (B)	5.7	8.8	5.7
WGCL (R)	8.7	6.2	5.5
WWWM (A)	5.4	2.4	5.1
WJMO (B)	4.7	2.6	4.7
WWWE (PA)	5.5	6.5	4.5

St. Louis

KMOX Hovers Near 30; KSHE, WWWK Rebound, KSLQ Down Two; WIL-AM, FM Falter; New Top 10 Entries: KMOX-FM From 13th, WRTH From 15th, KSD-FM From 11th; WESL Loses Two, Falls 10th-16th

	JULY '80	AUG. '80	SEPT. '80
KMOX (T)	30.4	25.2	29.9
KSHE (A)	9.1	7.0	8.1
KSLQ (R)	6.2	10.0	8.0
WWWK (R)	7.4	5.3	7.8
WIL-FM (C)	6.9	10.5	7.3
KMJM (B)	3.0	3.7	5.3
KEZK (BM)	4.8	5.8	4.5
KXOK (R)	3.7	3.9	3.4
WRTH (PA)	2.9	1.5	2.8
KMOX-FM (PA)	2.7	1.8	2.7
KSD-FM (PA)	1.0	2.4	2.7
WIL (C)	4.6	3.6	2.7

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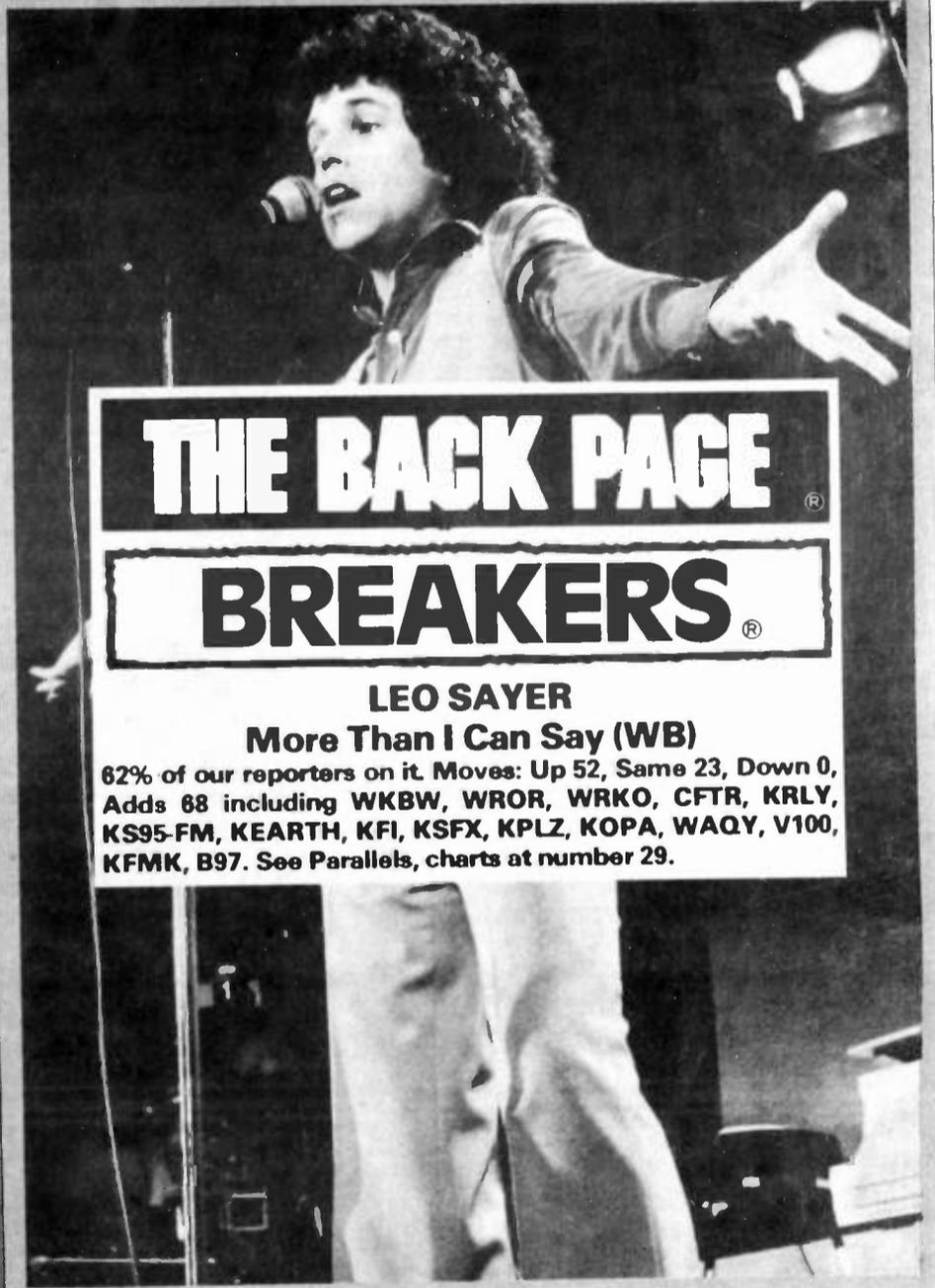
64
KFI

The Right Cross Is Always A Knockout:

FIRST WEEK OUT!

WBEN-FM add 40	WGH add	KKXL add
96KX add	WTWR add 30	KENI add
WRKO add 28	WAKX add	KOOK add
PRO-FM add 28	KWEN add	Q105 deb 28
WPGC add 25	KEZR add	WDRQ on
WLS add	KJRB add	KRBE 25-18
WOKY add	KTAC add	KXX106 deb 29
WFBR add	KSPZ add 27	WERC 25-24
WAEB add	KYSN add	WSGN deb 27
Q106 add	KGW add	WAAY deb 26
WKBO add	KMJK add	Y103 on
K104 add	WGUY add	CK101 35-28
KNUS add	WLAM add	WQRK 30-27
KSRR add	WCIR add	WRVQ deb 30
KSET-FM add	WXIL add	WRBR on
WLCY add	WHHY add	KZZP 24-20
WAXY add	95SGF add	WHEB deb 35
WOKI add	WFOX add	WCGQ deb 28
WRJZ add	FM99 add	WXLK 7-5
WNOX add	KSEL add	

Another Big Week For Leo Sayer:



THE BACK PAGE

BREAKERS

LEO SAYER

More Than I Can Say (WB)

62% of our reporters on it. Moves: Up 52, Same 23, Down 0, Adds 68 including WKBW, WROR, WRKO, CFTR, KRLY, KS95-FM, KEARTH, KFI, KSFX, KPLZ, KOPA, WAQY, V100, KFMK, B97. See Parallels, charts at number 29.

**LEO
SAYER**
"MORE
THAN I
CAN SAY"

Produced and Arranged by Alan Tarney



**CHRISTOPHER
CROSS**
"NEVER BE
THE SAME"

Produced by Michael Omartian

ON WARNER BROS. RECORDS

EAST
Most Added [®] Hottest

Leo Sayer
Pat Benatar
Christopher Cross
Barbra Streisand
Doobie Brothers
Queen

ADS & HOTS

Music Key: (DPI) 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

Pet Benatar
Leo Sayer
Jimmy Hall
Barbra Streisand
Queen
Doobie Brothers

EAST

PARALLEL TWO

140/Worcester, MA
Steve York

JACKSONS
HOTTEST:
OLIVIA N-J 1-1
BOB SEGER 6-4
CDB 8-3
BARBRA STREISAND 15-10
DONNA SUMMER 22-17

WBBF/Rochester, NY
Dave Mason

HALL & OATES
SUPERTRAMP
HOTTEST:
OLIVIA N-J 2-1
QUEEN 6-3
BARBRA STREISAND 9-6
POINTER SISTERS 14-9
CDB 26-13

WICC/Bridgeport, CT
Bob Mitchell

BILLY JOEL
KANSAS
NIELSON/PEARSON
HOTTEST:
QUEEN 1-1
DOOBIE BROS 6-3
BARBRA STREISAND 13-6
STEPHANIE MILLS 16-11
AL STEWART 17-12

WKBO/Harrisburg, PA
Betty Keys

CHRIS CROSS
ALI THOMSON
ROGER DALTRY
KIM CARNES
HOTTEST:
PAUL SIMON 2-1
DOOBIE BROS 10-3
BARBRA STREISAND 14-4
STEPHANIE MILLS 15-10
WILLIE NELSON 22-11

WKEE/Huntington, WV
Gary Miller

KENNY ROGERS
PAT BENATAR
JOHN COUGAR
PETE TOWNSHEND
COMMODORES
BILLY JOEL
HOTTEST:
QUEEN 3-1
DOOBIE BROS 6-2
STEPHANIE MILLS 7-3
BARBRA STREISAND 12-4
POINTER SISTERS 9-5

WOLF/Syracuse, NY
Bob Mitchell

HALL & OATES
LEO SAYER
ROLLING STONES
PAT BENATAR
KIM CARNES
HOTTEST:
DOOBIE BROS 2-1
BARBRA STREISAND 6-3
STEPHANIE MILLS 13-10
STACY LATTISAW 26-14

WTRV/Albany, NY
Bill Cahill

LEO SAYER
ROLLING STONES
DIANA ROSS
HOTTEST:
QUEEN 1-1
POINTER SISTERS 8-5
BARBRA STREISAND 14-6
DOOBIE BROS 13-9
DONNA SUMMER 17-13

WAEB/Allentown, PA
Jeff Frank

WILLIE NELSON
JACKSON BROWNE
STACY LATTISAW
CHRIS CROSS
HOTTEST:
QUEEN 2-1
DOOBIE BROS 7-4
BARBRA STREISAND 11-6
POINTER SISTERS 13-8
CLIFF RICHARD 21-13

WHYI/Springfield, MA
Andy Carey

SUPERTRAMP
HALL & OATES
HOTTEST:
CARLY SIMON 2-1
DOOBIE BROS 10-4
BARBRA STREISAND 6-5
POINTER SISTERS 14-8
DONNA SUMMER 22-10

KC101/New Haven, CT
Curt Hansen

JACKSONS
LEO SAYER
HOTTEST:
DIANA ROSS 1-1
OLIVIA N-J 3-2
DOOBIE BROS 8-4
DIANA ROSS 20-10
DONNA SUMMER 24-12

WFBZ/Baltimore, MD
Andy Szufinski

DON WILLIAMS
CHRIS CROSS
JACKSON BROWNE
HOTTEST:
QUEEN 1-1
KENNY LOGGINS 8-4
BARBRA STREISAND 17-6
DIANA ROSS 19-7
DOOBIE BROS 22-9

WBLI/Long Island, NY
Bill Terry

JACKSONS
JACKSON BROWNE
KENNY ROGERS
BILLY JOEL
HOTTEST:
QUEEN 3-1
DOOBIE BROS 7-3
BARBRA STREISAND 12-4
DONNA SUMMER 18-10
POINTER SISTERS 17-13

WTIC/FM/Hartford, CT
Rick Donahue

JACKSONS
BILLY JOEL
HOTTEST:
QUEEN 1-1
DOOBIE BROS 5-2
POINTER SISTERS 6-3
BARBRA STREISAND 16-7
AL STEWART 17-8

Q108/York, PA
Steve Gallagher

JACKSON BROWNE
ROLLING STONES
IRENE CARA
PAT BENATAR
CHRIS CROSS
HOTTEST:
QUEEN 1-1
BARBRA STREISAND 5-2
DEVO 16-7
CDB 18-13
DONNA SUMMER 20-15

WHFM/Rochester, NY
Marc Cronin

SUZIE QUATRO
ALI THOMSON
PAT BENATAR
LEO SAYER
HOTTEST:
QUEEN 1-1
DOOBIE BROS 9-3
BARBRA STREISAND 14-6
DONNA SUMMER 19-13
SUPERTRAMP 23-18
AL STEWART 17-12

WFLY/Albany, NY
Bob Mason

LEO SAYER
PAT BENATAR
PETE TOWNSHEND
ALLMAN BROTHERS
KANSAS
HOTTEST:
QUEEN 1-1
DOOBIE BROS 7-2
BOZ SCAGGS 5-3
AL STEWART 14-8
SUPERTRAMP 22-14

WFBZ/Syracuse, NY
Tony Davis

KENNY ROGERS
LEO SAYER
CARL COUGAR
ROGER DALTRY
HOTTEST:
QUEEN 1-1
DOOBIE BROS 5-2
BARBRA STREISAND 9-3
KENNY LOGGINS 10-6
LARSSEN FEITEN BAN 15-10

K104/Erie, PA
Bill Shannon

CHRIS CROSS
BRUCE COCKBURN
BLACKFOOT
PAT BENATAR
POCO
HOTTEST:
BOZ SCAGGS 4-1
KANSAS 26-10
JOURNEY 18-12
DOOBIE BROS 21-13
ROGER DALTRY 23-15

V100/Charleston, WV
Bob Spence

LEO SAYER
KIM CARNES
PAT BENATAR
BILLY JOEL
HOTTEST:
PAUL SIMON 2-1
DOOBIE BROS 10-6
OLIVIA N-J 13-8
BOZ SCAGGS 17-11
BARBRA STREISAND 23-18

WAQY/Springfield, MA
Jim Rialing

JACKSON BROWNE
STACY LATTISAW
ALLMAN BROTHERS
LEO SAYER
HOTTEST:
QUEEN 2-1
PAUL SIMON 9-2
CDB 11-5
POINTER SISTERS 18-6
DONNA SUMMER 24-7

WLANI/Lewiston, ME
Gery Bruce

CHRIS MONTAN
ROGER DALTRY
LEO SAYER
CHRIS CROSS
HOTTEST:
QUEEN 2-1
PAUL SIMON 9-2
CDB 11-5
POINTER SISTERS 18-6
DONNA SUMMER 24-7

13FEA/Manchester, NH
Rick Ryder

MELO
LEO SAYER
KIM CARNES
SUPERTRAMP
PAT BENATAR
HOTTEST:
QUEEN 3-1
DOOBIE BROS 8-2
CDB 11-7
WILLIE NELSON 16-10
AL STEWART 18-14
ANNE MURRAY 23-16

WCRB/Beckley, WV
Ron Hill

PAT BENATAR
BILLY JOEL
JIMMY HALL
CHRIS CROSS
HOTTEST:
QUEEN 3-1
DOOBIE BROS 8-2
CDB 11-7
WILLIE NELSON 16-10
AL STEWART 18-14
ANNE MURRAY 23-16

WFBQ/Altoona, PA
Tony Booth

ROLLING STONES
LEO SAYER
PAT BENATAR
JIMMY HALL
KORCIS
HOTTEST:
QUEEN 3-1
CARLY SIMON 8-5
POINTER SISTERS 14-6
BARBRA STREISAND 16-7
DOOBIE BROS 18-13

WQUY/Bangor, ME
John Jackson

CHRIS CROSS
BAY BROS
BARBRA STREISAND
GEORGE BENSON
BROKEY ROBINSON
DEODATO
ROGER DALTRY
DIANA ROSS
PURE PRAIRIE LEAG
BILLY JOEL
HOTTEST:
QUEEN 4-1
KENNY LOGGINS 3-2
BARBRA STREISAND 10-4
CARLY SIMON 12-8
BARBRA STREISAND 13-10
DOOBIE BROS 15-11

WHES/Portsmouth, NH
Rick Bean

ROGER DALTRY
JIMMY HALL
HOTTEST:
OLIVIA N-J 3-1
BOZ SCAGGS 10-5
BARBRA STREISAND 12-6
LARRY GRAHAM 17-11
ANNE MURRAY 19-13

WJBO/Portland, ME
Mike O'Neil

DIANA ROSS
LEO SAYER
NIELSON/PEARSON
HOTTEST:
DIANA ROSS 4-1
OLIVIA N-J 6-3
DOOBIE BROS 12-7
BARBRA STREISAND 14-8
AL STEWART 15-9

WLBZ/Bangor, ME
Michael O'Hara

DIANA ROSS
HALL & OATES
PAT BENATAR
LEO SAYER
HOTTEST:
QUEEN 1-1
BARBRA STREISAND 16-9
POINTER SISTERS 11-10
DOOBIE BROS 15-11
BOZ SCAGGS 17-13

WTSN/Dover, NH
Jim Sebastian

DONNA SUMMER
JACKSON BROWNE
LEO SAYER
HOTTEST:
BOR SEGER 3-1
CARLY SIMON 6-3
BARBRA STREISAND 11-6
AMY HOLLAND 14-8
DONNA SUMMER 17-12

WXII/Parkersburg, WV
Terry Lee Collins

ROKY MUSIC
CHRIS CROSS
BLACKFOOT
JACKSON BROWNE
PAT BENATAR
ROLLING STONES
HOTTEST:
QUEEN 1-1
DOOBIE BROS 12-10
BOZ SCAGGS 19-15
ROGER DALTRY 23-16
CDB 31-23

WQY/Bath, ME
Willie Mitchell

ROLLING STONES
NIELSON/PEARSON
LEO SAYER
BILLY JOEL
POCO
HOTTEST:
QUEEN 1-1
GENESIS 10-2
AL STEWART 13-7
CARL 18-10
KANSAS 24-11

WLANI/Lewiston, ME
Gery Bruce

CHRIS MONTAN
ROGER DALTRY
LEO SAYER
CHRIS CROSS
HOTTEST:
QUEEN 2-1
PAUL SIMON 9-2
CDB 11-5
POINTER SISTERS 18-6
DONNA SUMMER 24-7

WLANI/Lewiston, ME
Gery Bruce

CHRIS MONTAN
ROGER DALTRY
LEO SAYER
CHRIS CROSS
HOTTEST:
QUEEN 2-1
PAUL SIMON 9-2
CDB 11-5
POINTER SISTERS 18-6
DONNA SUMMER 24-7

13FEA/Manchester, NH
Rick Ryder

MELO
LEO SAYER
KIM CARNES
SUPERTRAMP
PAT BENATAR
HOTTEST:
QUEEN 3-1
DOOBIE BROS 8-2
CDB 11-7
WILLIE NELSON 16-10
AL STEWART 18-14
ANNE MURRAY 23-16

WCRB/Beckley, WV
Ron Hill

PAT BENATAR
BILLY JOEL
JIMMY HALL
CHRIS CROSS
HOTTEST:
QUEEN 3-1
DOOBIE BROS 8-2
CDB 11-7
WILLIE NELSON 16-10
AL STEWART 18-14
ANNE MURRAY 23-16

WFBQ/Altoona, PA
Tony Booth

ROLLING STONES
LEO SAYER
PAT BENATAR
JIMMY HALL
KORCIS
HOTTEST:
QUEEN 3-1
CARLY SIMON 8-5
POINTER SISTERS 14-6
BARBRA STREISAND 16-7
DOOBIE BROS 18-13

SOUTH

PARALLEL TWO

82Q/Nashville, TN
Scooter Davis

JIM HURT
DON WILLIAMS
WAYLON JENNINGS
KANSAS (dp)
HOTTEST:
QUEEN 4-1
KENNY LOGGINS 3-2
BARBRA STREISAND 10-4
CARLY SIMON 12-8
BARBRA STREISAND 13-10
DONNA SUMMER 20-15

BJ108/Olando, FL
Terry Long

STEPHANIE MILLS
PURE PRAIRIE LEAG
IRENE CARA
KANSAS
JOHN COUGAR
707
HOTTEST:
OLIVIA N-J 1-1
PAUL SIMON 6-3
BARBRA STREISAND 13-6
POINTER SISTERS 12-8
DOOBIE BROS 15-12

KEEL/Shreveport, LA
Marty Johnson

DIANA ROSS
KENNY ROGERS
JACKSONS
KANSAS
IRENE CARA
WAYNE MASSEY
HOTTEST:
DIANA ROSS 1-1
POINTER SISTERS 11-6
BOZ SCAGGS 12-8
DOOBIE BROS 11-10
STEPHANIE MILLS 22-13

KTSA/San Antonio, TX
John Walton

KENNY ROGERS
HOTTEST:
AIR SUPPLY 2-1
BARBRA STREISAND 7-4
QUEEN 14-6
OLIVIA N-J 16-10
DOOBIE BROS 10-13

KXX108/Birmingham, AL
Larry O'Day

KORCIS
JOHN COUGAR
ROBIN THOMPSON
HOTTEST:
POINTER SISTERS 3-1
BARBRA STREISAND 10-4
DOOBIE BROS 9-5
DIANA ROSS 23-18
DONNA SUMMER 26-21

WAKY/Louisville, KY
Mike McVay

STEPHANIE MILLS
JIMMY HALL
ALI THOMSON
HOTTEST:
CARLY SIMON 4-1
DOOBIE BROS 12-3
BARBRA STREISAND 16-7
WILLIE NELSON 18-8
NATALIE COLE 23-19

WAXY/FL Lauderdale, FL
Kenny Lee

JACKSONS
CHRIS CROSS
CDB
HOTTEST:
QUEEN 2-1
POINTER SISTERS 6-2
KIM CARNES
BARBRA STREISAND 17-6
CARLY SIMON 21-10

WAYS/Charlotte, NC
Roy Rosen

GEORGE BENSON
JIMMY HALL
BILLY JOEL
DANDY & DOLITTLE
PAT BENATAR
HOTTEST:
QUEEN 1-1
DOOBIE BROS 7-4
BARBRA STREISAND 13-5
ZEDDIE RABBITT 10-7
POINTER SISTERS 17-12

Y103/Jacksonville, FL
Scott Sherwood

PAT BENATAR
HALL & OATES
IRENE CARA
BARBRA STREISAND
ALI THOMSON
ALLMAN BROTHERS (dp)
KORCIS (dp)
HOTTEST:
QUEEN 7-1
EDDIE RABBITT 6-3
BOZ SCAGGS 17-13
DOOBIE BROS 18-14
BARBRA STREISAND 20-15

WRVQ/Richmond, VA
Bill Thomas

VINCE VANCE & ...
STEPHANIE MILLS
PAT BENATAR
BILLY JOEL
HOTTEST:
DIANA ROSS 1-1
DEVO 5-2
AMY HOLLAND 10-7
BARBRA STREISAND 15-8
PURE PRAIRIE LEAG 20-13

WBBQ/Augusta, GA
Bruce Stevens

JACKSON BROWNE
KORCIS
POCO
BARRY GOUDREAU
VAPORS
WAYLON JENNINGS (dp)
HOTTEST:
PAUL SIMON 7-1
OLIVIA N-J 7-3
DOOBIE BROS 11-6
BARBRA STREISAND 14-7
AL STEWART 16-11

WFMF/Baton Rouge, LA
Randy Rice

KENNY ROGERS
LEO SAYER
DIANA ROSS
HALL & OATES
AC/DC (dp)
HOTTEST:
DIANA ROSS 1-1
CARLY SIMON 9-4
QUEEN 3-5
DOOBIE BROS 13-7
STACY LATTISAW 20-13

WGM/Norfolk, VA
Bob Canada

DONNA SUMMER
CHRIS CROSS
IRENE CARA
EDDIE MONEY (dp)
VAPORS (dp)
BENNY HARDONES (dp)
HOTTEST:
BARBRA STREISAND 1-1
VINCE VANCE & ... 6-2
DIANA ROSS 13-7
DOOBIE BROS 16-11
DANDY & DOLITTLE 17-12

WNBQ/Memphis, TN
Jed Duval

LEO SAYER
DIANA ROSS
ANNE MURRAY
HOTTEST:
QUEEN 1-1
OLIVIA N-J 6-3
KENNY LOGGINS 14-7
DOOBIE BROS 17-8
BARBRA STREISAND 19-11

WJDX/Jackson, MS
Cindy Crawford

WAYNE MASSEY
MAC DAVIS
JACKSONS
ROLLING STONES
DEVO
ROGER DALTRY
JIMMY HALL
HOTTEST:
BOZ SCAGGS 2-1
QUEEN 11-6
BARBRA STREISAND 14-9
STACY LATTISAW 15-10
KENNY ROGERS 10-23

WKIX/Raleigh, NC
Ron McKay

CDB
HALL & OATES
HOTTEST:
QUEEN 1-1
KENNY LOGGINS 12-7
BARBRA STREISAND 16-13
WAYLON JENNINGS 22-16
DIANA ROSS D-23

WLAC/Nashville, TN
Pat Clancibelle

JIMMY HALL
HOTTEST:
QUEEN 1-1
POINTER SISTERS 10-7
BARBRA STREISAND 17-11
CARLY SIMON 19-14
ROLLING STONES 21-16

WNOE/New Orleans, LA
Bruce Cramer

JACKSONS
KENNY ROGERS
ROLLING STONES
AMY HOLLAND
HOTTEST:
GEORGE BENSON 3-1
POINTER SISTERS 6-2
KENNY LOGGINS 5-3
BOZ SCAGGS 13-8
OIANA ROSS 18-10

WNOE/Knoxville, TN
Fred Story

CHRIS CROSS
KIM CARNES
HOTTEST:
BILLY JOEL 2-1
BARBRA STREISAND 10-3
IRENE CARA 13-10
STEPHANIE MILLS 22-14
ANNE MURRAY 26-17

WLCY/Tampa, FL
Mike Weber

SEALS & CROFTS
KIM CARNES
CHRIS CROSS
HOTTEST:
BILLY JOEL 2-1
BARBRA STREISAND 10-3
IRENE CARA 13-10
STEPHANIE MILLS 22-14
ANNE MURRAY 26-17

WXJZ/Knoxville, TN
Fred Story

CHRIS CROSS
KIM CARNES
HOTTEST:
BILLY JOEL 2-1
BARBRA STREISAND 10-3
IRENE CARA 13-10
STEPHANIE MILLS 22-14
ANNE MURRAY 26-17

WNOE/Nashville, TN
Bau Richards

MAC DAVIS
OLIVIA W/CLIFF
DON WILLIAMS
KORCIS
JIM HURT
HOTTEST:
DOOBIE BROS 6-2
BARBRA STREISAND 8-5
DONNA SUMMER 20-13
STACY LATTISAW 26-21

KJ100/Louisville, KY
Bobby Hatfield

PAT BENATAR
HALL & OATES
JIMMY HALL
ALI THOMSON
EWF
VAPORS
HOTTEST:
QUEEN 6-1
KENNY LOGGINS 11-6
GENESIS 14-7
JACKSON BROWNE 16-9
JOURNEY 19-15

WTFI/Austin, TX
Mike Selden

STEVIE WONDER
PAT BENATAR
HOTTEST:
QUEEN 2-1
OLIVIA N-J 7-4
BOZ SCAGGS 10-7
AL STEWART 14-10
CDB 17-12

KBFM/McAllen-Brownsville, TX
Steve Owens

ROLLING STONES
CARL
IRENE CARA
STACY LATTISAW
LEO SAYER
PAT BENATAR
HOTTEST:
CARLY SIMON 1-1
QUEEN 5-2
PAUL SIMON 8-3
DOOBIE BROS 13-5
BARBRA STREISAND 16-6

98X/Miami, FL
Bruce Kelly

B-52'S
VAPORS
NIELSON/PEARSON
JIMMY HALL
REDDINGS (dp)
BARBRA STREISAND (dp)
POINTER SISTERS (dp)
HOTTEST:
QUEEN 1-1
BARBRA STREISAND 17-5
BOZ SCAGGS 15-6
STACY LATTISAW 20-10
DOOBIE BROS 20-19

WQRK/Norfolk, VA
Don Davis

KIM CARNES
BILLY JOEL
IRENE CARA
NIELSON/PEARSON
HOTTEST:
QUEEN 1-1
CDB 10-2
BARBRA STREISAND 11-5
POINTER SISTERS 14-9
PAT BENATAR 22-12

FM100/Memphis, TN
Mark Williams

PAT BENATAR
ANNE MURRAY
STEVIE WONDER
HOTTEST:
PAUL SIMON 2-1
OLIVIA N-J 7-4
DOOBIE BROS 10-6
BARBRA STREISAND 13-10
POINTER SISTERS 14-11

WNOX/Knoxville, TN
Scott Majors

STEPHANIE MILLS
JACKSON BROWNE
ANNE MURRAY
CHRIS CROSS
PAT BENATAR
HOTTEST:
QUEEN 1-1
WILLIE NELSON 17-11
WAYLON JENNINGS 23-14
DEVO 25-15

WBKZ/Chattanooga, TN
David Carroll

KANSAS
PAT BENATAR
HOTTEST:
WILLIE NELSON 7-4
BARBRA STREISAND 11-7
CLIFF RICHARD 16-11
DONNA SUMMER 18-12

KINT/El Paso, TX
Jim Zippo

DIANA ROSS
WILLIE NELSON
VAPORS
CHRIS CROSS
JIMMY HALL
LED SAYER
FRANK STALLONE
KIM CARNES
HOTTEST:
QUEEN 1-1
POINTER SISTERS 13-4
DEVO 14-8
DOOBIE BROS 12-9
KENNY ROGERS 30-10

WERC/Birmingham, AL
Mark Thompson

LEO SAYER
JACKSON BROWNE
HOTTEST:
DIANA ROSS 1-1
BARBRA STREISAND 15-5
WILLIE NELSON 13-6
DONNA SUMMER 18-8
KENNY ROGERS 28-18

WQY/Little Rock, AR
Ray Lincoln

BLACKFOOT
PAT BENATAR
OZARIE MT. DAREDEV
HOTTEST:
QUEEN 2-1
PAUL SIMON 8-6
LARSSEN FEITEN BAN 11-9
OLIVIA N-J 12-10
DOOBIE BROS 20-15

Q100/Mobile, AL
Scott Griffith

ROLLING STONES
LEO SAYER
HOTTEST:
QUEEN 1-1
DOOBIE BROS 9-2
POINTER SISTERS 10-4
BARBRA STREISAND 12-7
LARSSEN FEITEN BAN 17-14
STACY LATTISAW 36-29

WAAV/Huntsville, AL
Jim Kendrick

VAPORS
707
BILLY JOEL
GEORGE BENSON
BARBRA STREISAND
HOTTEST:
OLIVIA N-J 5-1
DEVO 7-2
STEPHANIE MILLS 12-9
DIANA ROSS 20-10
STEVIE WONDER 21-15

MIDWEST Most Added Hottest

Hall & Oates Queen Pat Benatar Barbra Streisand Leo Sayer Doobie Brothers

ADDS & HOTS

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

WEST Most Added Hottest

Leo Sayer Queen Pat Benatar Barbra Streisand Jackson Browne Doobie Brothers

MIDWEST

PARALLEL TWO

92X/Columbus, OH

Teri Nuttar KENNY ROGERS KANSAS (dp) PAT BENATAR (dp) Hottest: QUEEN 1-1 DOOBIE BROS 9-3 KENNY LOGGINS 8-4 OLIVIA N-J 10-5 BARBRA STREISAND 15-7

KIOA/Des Moines, IA A.W. Pantoja

KENNY ROGERS JACKSON BROWNE ELTON JOHN LEO SAYER HALL & OATES PAT BENATAR Hottest: QUEEN 1-1 ELO 6-3 CARLY SIMON 15-8 DOOBIE BROS 13-10 BARBRA STREISAND 17-12

KOFM/Oklahoma City, OK Chuck Morgan

LARSEN-FEITEN BAN STEPHANIE MILLS SUPERTRAMP Hottest: QUEEN 1-1 KENNY LOGGINS 4-2 DOOBIE BROS 9-5 CARLY SIMON 17-10 KENNY ROGERS 29-20

KRAV/Tulsa, OK Gary Reynolds

LEO SAYER ROGER DALTRY Hottest: BARBRA STREISAND 2-1 DON WILLIAMS 9-4 POINTER SISTERS 12-9 CARLY SIMON 15-11 ANNE MURRAY 22-13

KZ93/Peoria, IL Lou Patrick

KENNY ROGERS STEPHANIE MILLS WILLIE NELSON HALL & OATES JACKSONS Hottest: QUEEN 8-1 DOOBIE BROS 12-3 CARLY SIMON 18-6 BARBRA STREISAND 19-10 POINTER SISTERS D-12

WGRD/Grand Rapids, MI Ray Baker

BARBRA STREISAND SUPERTRAMP Hottest: QUEEN 1-1 KENNY LOGGINS 2-2 ELO 18-7 DOOBIE BROS 20-11 CARLY SIMON 29-21

WHOT/Youngstown, OH Dick Thompson

JACKSON BROWNE ROLLING STONES Hottest: QUEEN 1-1 BARBRA STREISAND 10-3 POINTER SISTERS 11-4 STEPHANIE MILLS 14-10 DONNA SUMMER 20-13

WMEE/Fort Wayne, IN John Curry

DIONNE WARWICK KENNY ROGERS Hottest: KENNY LOGGINS 3-1 OLIVIA N-J 10-6 DOOBIE BROS 15-7 BARBRA STREISAND 16-8 BOZ SCAGGS 17-11

WNAP/Indianapolis, IN Dennis Jon Bailey

CLIFF RICHARD HALL & OATES STEVIE WONDER DEVO Hottest: KENNY LOGGINS 3-1 ELO 9-2 QUEEN 12-4 POINTER SISTERS 16-5 CARLY SIMON 11-7

WNCH/Columbus, OH Steve Edwards

STEVIE WONDER ROLLING STONES KENNY ROGERS Hottest: QUEEN 1-1 KENNY LOGGINS 5-2 BARBRA STREISAND 11-7 CARLY SIMON 16-9 BOZ SCAGGS 20-14

WOHO/Toledo, OH Jeff McCarthy

LEO SAYER Hottest: PAUL SIMON 2-1 BILLY JOEL 6-2 DOOBIE BROS 12-7 POINTER SISTERS 17-13 NATALIE COLE 22-17

WOW/Omaha, NE Don Devle

M. MANCHESTER JACKSON BROWNE (dp) Hottest: PAUL SIMON 1-1 DIANA ROSS 6-2 BARBRA STREISAND 10-6 DOOBIE BROS 14-10 KENNY ROGERS 27-19

WVIC/East Lansing, MI Jim St. John

KENNY ROGERS VAPORS MECO BARRY GOUDREAU NIELSON/PEARSON HALL & OATES KIM CARNES KORGIS Hottest: QUEEN 3-1 BARBRA STREISAND 20-6 LARSEN-FEITEN BAN 14-9 AL STEWART 19-13 DEVO 23-15

KSTT/Davenport, IA Mike Kenneally

DONNA SUMMER ROLLING STONES JACKSONS STEVIE WONDER ROGER DALTRY NIELSON/PEARSON Hottest: DIANA ROSS 1-1 BILLY JOEL 5-3 OLIVIA N-J 12-9 QUEEN 14-10 STEPHANIE MILLS 19-12

WISM/Madison, WI Samantha Jones

DONNA SUMMER ALI THOMSON JIMMY HALL STACY LATTISAW Hottest: PAUL SIMON 3-1 DOOBIE BROS 11-3 BOZ SCAGGS 10-6 CLIFF RICHARD 20-14 WILLIE NELSON 27-21

KEYN-FM/Wichita, KN Lee Cory

PURE PRAIRIE LEAG AMY HOLLAND ANNE MURRAY Hottest: DOOBIE BROS 2-1 BARBRA STREISAND 6-2 CARLY SIMON 11-5 BOZ SCAGGS 10-7 DIONNE WARWICK 14-10

KWEN/Tulsa, OK Ronda Curtis

DON WILLIAMS CHRIS CROSS JIMMY HALL JOHN COUGAR NIELSON/PEARSON PAT BENATAR LEO SAYER ROLLING STONES CARS Hottest: QUEEN 1-1 OLIVIA N-J 2-2 POINTER SISTERS 9-5 CLIFF RICHARD 16-12 DONNA SUMMER 20-14

WYFM/Youngstown, OH Jeff Tobin

BARBRA STREISAND CARLY SIMON POINTER SISTERS Hottest: QUEEN 1-1 KENNY LOGGINS 4-3 BOZ SCAGGS 9-7 DOOBIE BROS 16-11 ROBBIE DUPREE 18-15

WTWR/Detroit, MI Kurt Kelly

CLIFF RICHARD CHRIS CROSS Hottest: QUEEN 7-1 BARBRA STREISAND 11-2 POINTER SISTERS 13-4 KENNY ROGERS D-9 DONNA SUMMER 20-11

WAKX/Duluth, MN Bruce McGregor

PAT BENATAR AC/DC BILLY JOEL CHRIS CROSS Hottest: QUEEN 2-1 KENNY LOGGINS 5-2 DEAN DODGE 20-10 BARBRA STREISAND 21-16

WNAM/Appleton-Oshkosh, WI Jay Tyler

ROLLING STONES KANSAS LEO SAYER VAPORS DANDY & DOLITTLE DEVON PAYNE Hottest: BARBRA STREISAND 4-1 QUEEN 9-2 DOOBIE BROS 8-3 AL STEWART 12-8 CLIFF RICHARD 19-10

WGBF/Evanville, IN B.J. Hunter

KENNY ROGERS KORGIS ROGER DALTRY PAT BENATAR Hottest: QUEEN 2-1 BARBRA STREISAND 12-5 BOZ SCAGGS 7-6 DOOBIE BROS 10-7 POINTER SISTERS 14-11

WRBR/Sound Bend, IN Joe Lightner

LEO SAYER DIANA ROSS IRENE CARA Hottest: DIANA ROSS 1-1 BARBRA STREISAND 17-6 POINTER SISTERS 15-10 DOOBIE BROS 18-12 OLIVIA N-J 24-19

WEFM/Chicago, IL Bill Gamble

BOZ SCAGGS QUEEN CARS Hottest: QUEEN 2-1 DOOBIE BROS 8-2 KENNY LOGGINS 7-4 AC/DC 17-9 PAT BENATAR 30-16

WZOK/Rockford, IL Tom Hunter

DONNA SUMMER STEPHANIE MILLS SUPERTRAMP PURE PRAIRIE LEAG Hottest: QUEEN 5-1 DOOBIE BROS 6-4 BARBRA STREISAND 11-6 POINTER SISTERS 12-8 CARLY SIMON 13-9

WSPT/Stevens Point, WI Pat Mardin

AC/DC VAPORS WAYLON JENNINGS JIMMY HALL LEO SAYER Hottest: QUEEN 1-1 DEVO 13-6 BARBRA STREISAND 19-9 CARS 18-11 CLIFF RICHARD 21-16

Z104/Madison, WI Little/Hudson

HALL & OATES ALI THOMSON IRENE CARA CARLY SIMON Hottest: QUEEN 1-1 AC/DC 15-12 SUPERTRAMP 19-14 DEVO 23-17 BARBRA STREISAND 25-20

WKSJ/Indianapolis, IN Mike Tinnes

JACKSONS HALL & OATES LEO SAYER BILLY JOEL PAT BENATAR BARBRA STREISAND Hottest: QUEEN 4-1 ELO 5-3 JOHNNY LEE 9-5 KENNY LOGGINS 14-10 KENNY DUPREE 18-13

U83/South Bend, IN J.K. Dearing

Hottest: DIANA ROSS 1-1 KENNY LOGGINS 5-2 CARLY SIMON 13-6 PAUL SIMON 17-8 BOZ SCAGGS 20-9

WXE2/Toledo, OH Cary Pahl

JACKSON BROWNE KANSAS PETE TOWNSHEND ROGER DALTRY MICHAEL STANLEY B DAKOTA KORGIS Hottest: QUEEN 2-1 BOB SEGER 7-4 EDDIE RABBITT 13-7 ROSSINGTON COLLIN 16-9 BILLY JOEL 19-12

WDJX/Dayton, OH Adam Cook

KENNY ROGERS HALL & OATES JACKSON BROWNE PAT BENATAR Hottest: QUEEN 1-1 OLIVIA N-J 9-2 DOOBIE BROS 10-6 BOZ SCAGGS 14-8 POINTER SISTERS 21-14

PARALLEL THREE

KFYR/Bismarck, ND Dan Brannen

LEO SAYER Hottest: CARLY SIMON 3-1 DOOBIE BROS 7-3 QUEEN 13-5 BOZ SCAGGS 12-7 WILLIE NELSON 18-13

KKLB/Rapid City, SD Mick Kjar

MECO KORGIS HALL & OATES PETE TOWNSHEND JIMMY HALL M. MANCHESTER DIANA ROSS FIREFALL Hottest: KENNY LOGGINS 1-1 PAUL SIMON 10-3 DOOBIE BROS 12-4 ELO 14-7 BARBRA STREISAND 16-9

KKRC/Bloux Falls, SD Don Nordine

ELO LEO SAYER PAT BENATAR Hottest: AIR SUPPLY 1-1 BARBRA STREISAND 7-2 QUEEN 15-4 BOZ SCAGGS 12-6 OLIVIA N-J 23-17

KKXL/Grand Forks, ND Rick Scott

CHRIS CROSS Hottest: BILLY JOEL 1-1 DOOBIE BROS 7-4 BARBRA STREISAND 14-9 ROLLING STONES 23-16 CLIFF RICHARD 24-18

WEAQ/Eau Claire, WI Rick Roberts

POINTER SISTERS LARSEN-FEITEN BAN KANSAS Hottest: CERRY RAFFERTY 3-1 EDDIE RABBITT 5-2 CARLY SIMON 8-4 BILLY JOEL 11-5 ROBERT JOHN 12-6

WRKR/Racine, WI Steve Warren

SUPERTRAMP Hottest: QUEEN 1-1 DIANA ROSS 2-2 BARBRA STREISAND 15-7 POINTER SISTERS 21-17 STEVIE WONDER 29-24

WTRU/Muskegon, MI Mike Stevens

WILLIE NELSON KENNY ROGERS CDB DEVO Hottest: DIANA ROSS 1-1 QUEEN 9-2 CARLY SIMON 11-6 BOZ SCAGGS 12-9 DOOBIE BROS 16-10

KDVT/Topeka, KS Rocky Roberts

PAT BENATAR STACY LATTISAW DIANA ROSS HALL & OATES Hottest: QUEEN 1-1 DIANA ROSS 3-2 BARBRA STREISAND 7-5 DONNA SUMMER 16-10 CLIFF RICHARD 19-14

KQWB-FM/Fargo, ND Richards/Waters

LEO SAYER BILLY JOEL (dp) QUEEN BOB WELCH BILLY JOEL EDDIE MOWEY DIRT BAND DEVO CDB KENNY ROGERS KENNY LOGGINS Hottest: ROLLING STONES 1-1 LARSEN-FEITEN BAN 13-10 CARS 17-13 SUPERTRAMP 32-24 GARY MYRICK 39-32

KWWL/Waterloo, IA Drew Bentley

ROLLING STONES JACKSONS STEVIE WONDER CARS DICKIE GOODMAN (dp) Hottest: DIANA ROSS 5-1 BARBRA STREISAND 15-6 DOOBIE BROS 16-8 CLIFF RICHARD 28-10 SUPERTRAMP 33-23

WEST

PARALLEL TWO

KCPX/Salt Lake City, UT Gary Waldron

MECO LEO SAYER JIMMY HALL COMMODORES Hottest: PAUL SIMON 2-1 DOOBIE BROS 8-4 GEORGE BENSON 21-11 DONNA SUMMER 28-17 KENNY ROGERS D-21

KENO/Las Vegas, NV Bill Alexander

CARS LEO SAYER Hottest: QUEEN 2-1 OLIVIA N-J 7-2 BARBRA STREISAND 11-6 POINTER SISTERS 13-10 STEPHANIE MILLS 22-16

KERN/Bakersfield, CA Guy Davis

LEO SAYER PAT BENATAR ROGER DALTRY STACY LATTISAW Hottest: QUEEN 3-1 CARLY SIMON 7-3 DOOBIE BROS 12-4 POINTER SISTERS 10-7 BARBRA STREISAND 15-9

KGW/Portland, OR Janis Wojniak

PEACHES & HERB Hottest: QUEEN 1-1 DONNA SUMMER 15-9 POINTER SISTERS 23-10 JACKSONS 14-11 JOHNNY LEE 19-12

KZZZ/Albuquerque, NM Chris Carey

STEPHANIE MILLS KENNY ROGERS HALL & OATES Hottest: QUEEN 3-1 DOOBIE BROS 8-3 BARBRA STREISAND 14-4 CARLY SIMON 12-9 POINTER SISTERS 17-12

KJRB/Spokane, WA Brian Gregory

JIMMY HALL LEO SAYER CHRIS CROSS Hottest: QUEEN 3-1 POINTER SISTERS 10-3 BARBRA STREISAND 11-6 BOZ SCAGGS 13-7 DOOBIE BROS 16-9

KROY/Sacramento, CA Bob Melik

CDB JACKSON BROWNE PAT BENATAR Hottest: QUEEN 3-1 BOZ SCAGGS 9-3 POINTER SISTERS 13-6 CARS 26-16 DEVO 24-18

KRO/Tucson, AZ Dave Vanstone

Hottest: AIR SUPPLY 1-1 BARBRA STREISAND 4-2 DOOBIE BROS 6-5 WILLIE NELSON 11-9 DEVO 13-10

KRSP/Salt Lake City, UT Lorraine Winnegar

BILLY JOEL LEO SAYER ROGER DALTRY Hottest: QUEEN 1-1 CDB 7-0 CARS 10-7 LARSEN-FEITEN BAN 13-8 JACKSON BROWNE 16-9

KRUX/Phoenix, AZ Bobby Rivers

HALL & OATES ROLLING STONES DON WILLIAMS BARRY GOUDREAU AMB Hottest: PAUL SIMON 1-1 BARBRA STREISAND 9-4 DOOBIE BROS 13-9 QUEEN 17-10 DEVO 16-13

KTAC/Tacoma, WA Sean Carter

ROLLING STONES CHRIS CROSS LEO SAYER Hottest: QUEEN 7-1 BARBRA STREISAND 9-2 CARLY SIMON 14-10 PAT BENATAR 19-13 DONNA SUMMER D-25

Y94/Fresno, CA Ray Appleton

KENNY ROGERS HALL & OATES Hottest: QUEEN 1-1 BARBRA STREISAND 12-5 PAUL SIMON 11-7 POINTER SISTERS 16-8 DOOBIE BROS 15-11

KLUC/Las Vegas, NV Dave Anthony

ROLLING STONES PAT BENATAR Hottest: QUEEN 1-1 DOOBIE BROS 5-2 DEVO 15-11 PURE PRAIRIE LEAG 17-13 SUPERTRAMP 22-16

KMJK/Portland, OR John Shomby

ROLLING STONES CHRIS CROSS PAT BENATAR Hottest: QUEEN 1-1 KENNY LOGGINS 6-3 CARLY SIMON 9-4 BARBRA STREISAND 12-7 BOZ SCAGGS 15-11

KIOY/Fresno, CA Rick Shannon

LEO SAYER WILLIE NELSON PRINCE PAT BENATAR STEPHANIE MILLS VAPORS Hottest: POINTER SISTERS 4-1 BARBRA STREISAND 9-4 DEVO 15-7 DONNA SUMMER 17-8 DOOBIE BROS 28-17

KYNO-FM/Fresno, CA Gary Bryan

ROLLING STONES BILLY JOEL ALLMAN BROTHERS JACKSONS CDB Hottest: QUEEN 5-1 BARBRA STREISAND 10-7 DONNA SUMMER 14-10 CLIFF RICHARD 20-11 JACKSON BROWNE 25-19

KZZZ/Albuquerque, NM Chris Carey

STEPHANIE MILLS KENNY ROGERS HALL & OATES Hottest: QUEEN 3-1 DOOBIE BROS 8-3 BARBRA STREISAND 14-4 CARLY SIMON 12-9 POINTER SISTERS 17-12

FM102/Sacramento, CA Billy Manders

STACY LATTISAW JACKSONS JACKSON BROWNE Hottest: QUEEN 3-1 POINTER SISTERS 6-3 LARRY GRAHAM 9-6 BARBRA STREISAND 11-8 SUPERTRAMP 27-18

KSPZ/Colorado Springs, CO Mike Daniels

CHRIS CROSS JIMMY HALL DIRT BAND Hottest: QUEEN 1-1 BARBRA STREISAND 6-2 CLIFF RICHARD 20-13 AMY HOLLAND 24-19 HALL & OATES 25-20

KYSN/Colorado Springs, CO Mark Murray

BILLY JOEL LEO SAYER CHRIS CROSS KENNY ROGERS Hottest: QUEEN 1-1 OLIVIA N-J 3-2 POINTER SISTERS 7-4 CLIFF RICHARD 13-7 DONNA SUMMER 15-8

KRSP/Salt Lake City, UT Lorraine Winnegar

BILLY JOEL LEO SAYER ROGER DALTRY Hottest: QUEEN 1-1 CDB 7-0 CARS 10-7 LARSEN-FEITEN BAN 13-8 JACKSON BROWNE 16-9

KRUX/Phoenix, AZ Bobby Rivers

HALL & OATES ROLLING STONES DON WILLIAMS BARRY GOUDREAU AMB Hottest: PAUL SIMON 1-1 BARBRA STREISAND 9-4 DOOBIE BROS 13-9 QUEEN 17-10 DEVO 16-13

KHYT/Tucson, AZ Rich Brother Robin

RAY CHARLES LENNY WILLIAMS ZAPP KENNY ROGERS BILLY JOEL PAT BENATAR CARS VIOLA WILLS JIMMY HALL Hottest: QUEEN 1-1 ELO 6-3 KENNY LOGGINS 8-5 KURTIS BLOW 10-6 BARBRA STREISAND 19-13

KEZR/San Jose, CA Bob Harlow

HALL & OATES DANDY & DOLITTLE ALI THOMSON JIMMY HALL CHRIS CROSS Hottest: BARBRA STREISAND 5-1 QUEEN 7-4 DONNA SUMMER 13-7 JACKSON BROWNE 19-13 POCO 21-15

KIDD/Monterey, CA Ron Rodrigues

PAT BENATAR VAPORS Hottest: QUEEN 1-1 DEVO 4-2 BARBRA STREISAND 9-4 DONNA SUMMER 23-18 STEPHANIE MILLS 26-20

KGGI/Riverside-San Bernardino, CA Bob West

DIANA ROSS CARLY SIMON CARS DONNA SUMMER Hottest: QUEEN 1-1 DEVO 7-2 TIERRA 10-6 BARBRA STREISAND 14-10 STEPHANIE MILLS 18-13

KKXX/Bakersfield, CA Chris Squire

JACKSONS LEO SAYER EW&P ALI THOMSON Hottest: QUEEN 1-1 KENNY LOGGINS 4-2 POINTER SISTERS 10-6 DEVO 16-9 DOOBIE BROS 17-10

KNBQ/Tacoma, WA Gary Bryan

ROLLING STONES BILLY JOEL ALLMAN BROTHERS JACKSONS CDB Hottest: QUEEN 5-1 BARBRA STREISAND 10-7 DONNA SUMMER 14-10 CLIFF RICHARD 20-11 JACKSON BROWNE 25-19

KASH/Eugene, OR Andy Barber

JACKSONS HALL & OATES JACKSON BROWNE DEVO Hottest: QUEEN 1-1 BARBRA STREISAND 9-3 POINTER SISTERS 13-10 DONNA SUMMER 22-15 LARSEN-FEITEN BAN 21-17

K96/Provo, UT Jim Sumpter

JACKSON BROWNE HALL & OATES PAT BENATAR Hottest: QUEEN 2-1 CARLY SIMON 8-4 DOOBIE BROS 12-6 DEVO 20-13 DONNA SUMMER 22-14

PARALLEL THREE

KBOZ/Bozeman, MT Paul Ehls

NEIL SEDAKA STEPHANIE MILLS BILLY JOEL ROGER DALTRY ALI THOMSON MECO Hottest: PAUL SIMON 1-1 BARBRA STREISAND 17-10 DIONNE WARWICK 16-12 OLIVIA N-J 22-20 KENNY ROGERS D-24

KCBN/Reno, NV Larry Irons

KENNY ROGERS KIM CARNES EXILE ROLLING STONES Hottest: QUEEN 1-1 KENNY LOGGINS 5-2 DOOBIE BROS 14-9 POINTER SISTERS 20-12 CLIFF RICHARD 28-22

KDZA/Pueblo, CO Rip Avine

STACY LATTISAW DIANA ROSS EW&P KANSAS JOHN COUGAR Hottest: QUEEN 3-1 DOOBIE BROS 10-3 BARBRA STREISAND 15-10 STEPHANIE MILLS 18-14 LARSEN-FEITEN BAN 20-15

KFXD/Boise, ID Charlie Fox

LEO SAYER JACKSON BROWNE (dp) AC/DC (dp) ALLMAN BROTHERS (dp) Hottest: OLIVIA N-J 1-1 QUEEN 2-2 DOOBIE BROS 14-3 BOZ SCAGGS 12-4 EDDIE RABBITT 16-11

KOOK/Billings, MT Dennis Nichols

CHRIS CROSS JACKSONS PAT BENATAR BILLY JOEL Hottest: QUEEN 2-1 CARLY SIMON 11-8 DONNA SUMMER 16-11 CLIFF RICHARD 22-17

KQDI/Great Falls, MT Wendi Carpenter

ROLLING STONES KIM CARNES JOHN COUGAR LEO SAYER Hottest: PETE TOWNSHEND QUEEN 1-1 PAUL SIMON 6-2 SEALS & CROFTS 23-18 PETER GABRIEL 24-20 BARBRA STREISAND 26-21

KRLC/Lewiston, ID Steven Alan Mackelvie

KORGIS BILLY JOEL POCO BRUCE COCKBURN DIRT BAND GEORGE BENSON SUZI QUATRO (dp) Hottest: DEVO 2-1 WILLIE NELSON 9-4 KANSAS 24-18 AC/DC 28-19 DONNA SUMMER 27-20

KSLV/San Luis Obispo, CA Don Potter

JACKSON BROWNE JACKSONS ROGER DALTRY Hottest: QUEEN 2-1 OLIVIA N-J 3-2 BOZ SCAGGS 11-5 DOOBIE BROS 13-6 BARBRA STREISAND 10-8

KENI/Anchorage, AK Handy Robbins

JACKSON BROWNE LEO SAYER JACKSONS ROLLING STONES DONNA SUMMER HALL & OATES SUPERTRAMP AMB CHRIS CROSS Hottest: DIANA ROSS 1-1 POINTER SISTERS 5-3 AMY HOLLAND 12-10 NATALIE COLE 20-15 BOZ SCAGGS 24-21

KYYA/Billings, MT Jack Bell

BILLY JOEL JIMMY HALL PAT BENATAR LEO SAYER Hott

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.

230 REPORTS
231 LAST WEEK

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

Regional	100/25	85%	Summary
Reach	100/25	85%	Summary
E 23%			Up 51
M 21%			Same 24
S 58%			Down 0
W 19%			Add 25

EXAMPLE

100/25 — 100 R/R reporting stations on it 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 (on to on, add to on, 31, etc.).
Down 0 — Number of stations moving it DOWN on their charts.
Add 25 — Again, number of stations ADDING it this week.

PAT BENATAR
"Hit Me... (Chrysalis)"
LP: Crimes Of Passion

Regional	106/67	48%	Summary
Reach	106/67	48%	Summary
E 33%			Up 23
M 21%			Same 51
S 58%			Down 0
W 19%			Add 25

Region	Station	Share
P1	WFLA 10-10	100%
P2	WFTS 10-10	100%
P3	WTVT 10-10	100%

AC/DC
"You Shook Me..." (Atlantic)
LP: Back In Black

Regional	68/10	30%	Summary
Reach	68/10	30%	Summary
E 23%			Up 23
M 21%			Same 24
S 58%			Down 0
W 19%			Add 25

Region	Station	Share
P1	WFLA 10-10	100%
P2	WFTS 10-10	100%
P3	WTVT 10-10	100%

JACKSON BROWNE
"That Girl Could Sing (Asylum)"
LP: Heart Out

Regional	141/34	61%	Summary
Reach	141/34	61%	Summary
E 33%			Up 23
M 21%			Same 24
S 58%			Down 0
W 19%			Add 25

Region	Station	Share
P1	WFLA 10-10	100%
P2	WFTS 10-10	100%
P3	WTVT 10-10	100%

ALLMAN BROTHERS BAND
"Angelina (Arista)"
LP: Reach For The Sky

Regional	59/8	28%	Summary
Reach	59/8	28%	Summary
E 23%			Up 23
M 21%			Same 24
S 58%			Down 0
W 19%			Add 25

Region	Station	Share
P1	WFLA 10-10	100%
P2	WFTS 10-10	100%
P3	WTVT 10-10	100%

KIM CARNES
"Cry Like... (EMI America)"
LP: Romance Dance

Regional	52/18	23%	Summary
Reach	52/18	23%	Summary
E 23%			Up 23
M 21%			Same 24
S 58%			Down 0
W 19%			Add 25

Region	Station	Share
P1	WFLA 10-10	100%
P2	WFTS 10-10	100%
P3	WTVT 10-10	100%

CARS
"Touch And Go (Elektra)"
LP: Panorama

Regional	112/10	49%	Summary
Reach	112/10	49%	Summary
E 23%			Up 23
M 21%			Same 24
S 58%			Down 0
W 19%			Add 25

Region	Station	Share
P1	WFLA 10-10	100%
P2	WFTS 10-10	100%
P3	WTVT 10-10	100%

IRENE CARA
"Out Here On My Own (RSO)"
LP: "Fame" Soundtrack

Regional	82/14	38%	Summary
Reach	82/14	38%	Summary
E 23%			Up 23
M 21%			Same 24
S 58%			Down 0
W 19%			Add 25

Region	Station	Share
P1	WFLA 10-10	100%
P2	WFTS 10-10	100%
P3	WTVT 10-10	100%

CHRISTOPHER CROSS
"Never Be The Same (WB)"
LP: Christopher Cross

Regional	58/43	26%	Summary
Reach	58/43	26%	Summary
E 23%			Up 23
M 21%			Same 24
S 58%			Down 0
W 19%			Add 25

Region	Station	Share
P1	WFLA 10-10	100%
P2	WFTS 10-10	100%
P3	WTVT 10-10	100%

DOOBIE BROTHERS
"Real Love (WB)"
LP: One Step Closer

Regional	228/1	99%	Summary
Reach	228/1	99%	Summary
E 23%			Up 23
M 21%			Same 24
S 58%			Down 0
W 19%			Add 25

Region	Station	Share
P1	WFLA 10-10	100%
P2	WFTS 10-10	100%
P3	WTVT 10-10	100%

ROGER DALTREY
"Without Your Love (Polydor)"
LP: "McVicar" Soundtrack

Regional	71/20	31%	Summary
Reach	71/20	31%	Summary
E 23%			Up 23
M 21%			Same 24
S 58%			Down 0
W 19%			Add 25

Region	Station	Share
P1	WFLA 10-10	100%
P2	WFTS 10-10	100%
P3	WTVT 10-10	100%

DEVO
"Whip It (WB)"
LP: Freedom Of Choice

Regional	138/7	59%	Summary
Reach	138/7	59%	Summary
E 23%			Up 23
M 21%			Same 24
S 58%			Down 0
W 19%			Add 25

Region	Station	Share
P1	WFLA 10-10	100%
P2	WFTS 10-10	100%
P3	WTVT 10-10	100%

CHARLIE DANIELS BAND
"The Legend Of... (Epic)"
LP: Full Moon

Regional	123/9	63%	Summary
Reach	123/9	63%	Summary
E 23%			Up 23
M 21%			Same 24
S 58%			Down 0
W 19%			Add 25

Region	Station	Share
P1	WFLA 10-10	100%
P2	WFTS 10-10	100%
P3	WTVT 10-10	100%

JIMMY HALL
"I'm Happy That Love... (Epic)"
LP: Touch You

Regional	68/30	30%	Summary
Reach	68/30	30%	Summary
E 23%			Up 23
M 21%			Same 24
S 58%			Down 0
W 19%			Add 25

Region	Station	Share
P1	WFLA 10-10	100%
P2	WFTS 10-10	100%
P3	WTVT 10-10	100%

EARTH, WIND & FIRE
"Let Me Talk (ARC/Columbia)"
LP: Faces

Regional	76/4	33%	Summary
Reach	76/4	33%	Summary
E 23%			Up 23
M 21%			Same 24
S 58%			Down 0
W 19%			Add 25

Region	Station	Share
P1	WFLA 10-10	100%
P2	WFTS 10-10	100%
P3	WTVT 10-10	100%

AMY HOLLAND
"How Do I Survive (Capitol)"
LP: Amy Holland

Regional	142/3	62%	Summary
Reach	142/3	62%	Summary
E 23%			Up 23
M 21%			Same 24
S 58%			Down 0
W 19%			Add 25

Region	Station	Share
P1	WFLA 10-10	100%
P2	WFTS 10-10	100%
P3	WTVT 10-10	100%

DARYL HALL & JOHN OATES
"You've Lost That Lovin' Feeling (RCA)"
LP: Voices

Regional	183/39	82%	Summary
Reach	183/39	82%	Summary
E 23%			Up 23
M 21%			Same 24
S 58%			Down 0
W 19%			Add 25

Region	Station	Share
P1	WFLA 10-10	100%
P2	WFTS 10-10	100%
P3	WTVT 10-10	100%

VINCE VANCE AND THE VALIANTS ARE SINGING WHAT YOUR AUDIENCE IS THINKING. “BOMB IRAN”

“WISH I HAD THOUGHT OF IT! EXPLOSIVE PHONES!!” — Larry Irons, KCBN/Reno
“IT’S THE HOTTEST THING TO COME ALONG SINCE CANNED BEER!”

— Walt Brown, WSGN/Birmingham

“VINCE VANCE AND THE VALIANTS ARE BOMBING SAN LUIS OBISPO WITH
THEIR HOT HIT SINGLE! #1 REQUESTS ON THE KSLY PHONES IN ALL
DEMOGRAPHICS.” — Grateful Don Potter, KSLY/San Luis Obispo

“#1 PHONES! HEAVY ADULT PHONES.” — Andy Szulinski, WFBR/Baltimore

“#1 PHONES!” — Jim St. John, 94.9 FM WVIC/Lansing

“SPREADING TO ALL DAYPARTS! GREAT PHONES!”

— Rick Shannon, K-104/Fresno

“HOT REQUESTS! GREAT RECORD! I LOVE IT!” — Guy Davis, KERN/Bakersfield

“PHENOMENAL PHONES!” — Jim Lewis, WSGA/Savannah

“GREAT PHONES!” — Bob Mitchell, WOLF/Syracuse

“#1 PHONES 12 to 49 DEMOGRAPHICS, ABSOLUTELY NO NEGATIVES!”

— Jim Sumpter, K-96/Provo-Salt Lake City

“# 1 EIGHTH STRAIGHT WEEK!” — Dayna Steele, KRBE/Houston

“MOST EXCITING RECORD ON A COUNTRY STATION, EVER!”

— Mac Sanders, WJRB/Nashville

AVAILABLE FROM THE FOLLOWING DISTRIBUTORS:

Alpha Distributors-New York
Alta Distributors-Phoenix
Bib Distributors-Charlotte, N.C.
Big State Distributors-Dallas
California Records-Glendale, Cal.
Hot Line Distributors-Memphis

H.W. Daily, Inc.-Houston
Music City Record Distributors-Nashville
Pacific Records-Oakland, Cal.
Pickwick Distributors-Opa Locka, Fla.
Pickwick Distributors-Minneapolis
Progress Distributors-Cleveland

Progress Distributors-All Sales Branches, Chicago
All South Distributors-New Orleans
Schwartz Brothers-Baltimore
Tara Records-Atlanta



ON PAID RECORDS

50 Music Square West/Suite 306/Nashville, Tennessee 37203

THE PICTURE PAGES

WB Bar-B-Q Crosses Platinum



Warner Bros. staffers recently enjoyed a "Texas Style Bar-B-Q" which featured something label artist Christopher Cross could really get his teeth into: a platinum album. Shown at the presentation are (l-r) Cross's manager Tim Neece, WB VP's Carl Scott and Lou Dennis, Cross, WB Board Chairman and President Mo Ostin, WB's Michael Ostin, WB VP's Russ Thyret and Lenny Waronker, producer Michael Omartian, and WB's George Gerrity.

Producer Huff Debuts As Artist



Philadelphia International Records Vice Chairman of the Board Leon Huff has turned the tables by shifting from record producer to recording artist, with his debut solo LP, featuring Huff on electric and acoustic piano in association with the PIR stable of artists, set for release this week by CBS Records. Shown celebrating "Here To Create Music"'s release are (standing, l-r) CBS Records VP Vernon Slaughter, CBS Assoc. Labels VP & GM Tony Martell, CBS Records Div. President Bruce Lundvall, Huff, EIP/A Sr. VP & GM Don Dempsey, PIR Exec. VP Harry Coombs, EIP/A VP Bill Freston, and CBS Assoc. Labels' Gordon Anderson and Frank Dileo; (seated, l-r) EIP/A VP Ron McCarrell, CBS Records VP Paris Eley, and EIP/A VP Al Gurewitz.

Burnette Bombards Country Club With Rock



L.A.'s Country Club recently welcomed EMI America artist Rocky Burnette. The "Son Of Rock 'N' Roll" gathered backstage post concert with (l-r) EMIA/Liberty's Dale White Horn and Jack Satter, EMIA/Liberty VP Joe Petrone, label's Clay Baxter, Burnette, EMIA/Liberty VP Dick Williams, and label's Ken Benson and David Budge; EMIA/Liberty staffer Ben Edmonds is kneeling.

Peaches & Herb Blast Off On Satcon I



Peaches & Herb are shown with Drake-Chenault Enterprises VP & GM James Kefford (center) at the celebrity premiere kicking off the company's new radio special, "Satcon I," featuring the popular duo.

Sager/Bacharach Collaboration On Boardwalk



Prolific pop songwriter Carole Bayer Sager has signed an exclusive recording contract with Boardwalk Entertainment Company, with her first project for the label to feature several collaborations with Burt Bacharach. Getting a head start on the early 1981 release are Sager and Boardwalk President Neil Bogart.

Gannett Exposes Chinese To American Radio, TV



The Gannett Broadcasting Group is sponsoring two Chinese staff members of the Central Broadcasting Administration and China Central Television to a year of work and study in the U.S. in an effort to further both communications and broadcasting techniques between the two countries. Xu Dachun and Chen Guhua are shown with KBTU-Channel 9/Denver staffer Ronna Chappawhe (seated) on the first leg of their educational journey, which features Gannett radio stations KIIS/Los Angeles and WVON/Chicago.

Ground Control To Major Tom

Your first message in ten years safely received on earth—picked up loud and clear on David Bowie's new LP.

"Scary Monsters"—we're happy—hope you're happy too

—RCA Records.

Produced by Robert John "Mutt" Lange



SD 16018

SOON TO BE PLATINUM



The new single

"YOU SHOOK ME ALL NIGHT LONG"

3761

WBEN-FM add 35
WIFI on
PRO-FM add
JB105 on
Q107 on
Q105 on
WLS LP cut
WDRQ 25-20
KBEQ 23
WOKY on

KWK 6
KFRC 16-14
KSFY 26-22
KJR on
KUPD 19-15
13K on
K104 39-35
KRBE on
WTIX 36-33
B97 add

KXX106 31-27
96X on
WLAC on
KJ100 28
WEFM 17-9
Z104 15-12
92X on
FM100 on
KROY 22-19
KNBQ 19-15

KRS 25-22
WLBZ 35-27
WCGQ 14-11
WANS-FM 28-24
KILE add 40
KELO add
WSPT add
KRLC 28-19
... AND MANY MORE



"TURN IT ON AGAIN!"⁰⁰ 3751
The new single from Genesis.

WLS add
WIFI 19
96KX 22-18
WXKS on
JB105 21
CKGM 17-9
WGCL 30-28
WOKY on
WDRQ on
KIQQ on
K104 37-33
V100 deb 30
KHFI on
KEEL 36-28
KQ94 deb 30
Y103 on
WLAC on

92Q on
WSEZ 24-20
WGH on
KJ100 14-7
WEFM 13
WNAM 28-22
WOW on
WXEZ 29-24
KRSP 13
WIGY 18-10-2
WFBG 24-21
WCIR 30-28
WCGQ 17
KQWB-FM 12-7-5
KCBN 29-25
KFXD 12
KRLC 20-17

Produced by David Hentschel and Genesis



SD 19202

YES

"INTO THE LENSE"



SD 16016

CHIC

"REAL PEOPLE"



WTG 19276

MIRAGE RECORDS

WHITESNAKE

"SWEET TALKER"

THREE HOT NEW SINGLES FROM ATLANTIC



© 1982 Atlantic Recording Corp. A Warner Communications Co.



Jeff Gelb AOR



Abrams Reveals New Format

Lee Abrams has announced research is underway by the B/A/M/D organization into a new permutation of the AOR format. Thus far untitled, the format will be targeted 25-plus, and emphasize AOR but stay away from the sort of "modal" hard rock that proliferated on the Superstars stations last year.

Abrams explained the genesis of the format: "We've gotten to the point where AOR has become the new Top 40, and now it's time for something progressive. This is a new sort of progressive rock format, but well-researched. We're talking about four kinds of music, in general: the sort of orchestrated rock that's typified by groups like Genesis, Pink Floyd, and Yes; electronic music like Gary Numan and even more esoteric; real selective new artists; and some mainstream groups like the Cars or Steely Dan.

"Based on the nature of the new music that's coming out right now," Abrams continued, "the format will probably offer less exposure for new artists than Superstars, although ideally it would expose more; it depends entirely on what's released." Similarly, the format will be geared to include some new wave, but again, dependent on each individual artist. "There's some stuff that's been coming out that might come under the label of new wave, but it really isn't." Abrams mentioned cuts by the Police, Wire, and Madness as examples of such material.

Oldies will also play an important role in the station's programming. "We'll have a lot of depth in the old mid-and-late-Sixties stuff, starting with 'She Loves You' and running up through songs

"We've gotten to the point where AOR has become the new Top 40, and now it's time for something progressive."

—Lee Abrams

like 'I Had Too Much To Dream,' 'Itchycoo Park,' and 'Pictures Of Matchstick Men.'" He said the format would "selectively revive" AOR artists whose music from that era has not lately been heard on AOR radio.

The format is in its earliest stages of development. "Right now," Abrams reported, "we're doing feasibility studies. So far, response indicates people would love a format like this." Radio will have to wait about a year before it has the chance to try out the resultant formatic configuration, which will be offered as an AOR alternative to client stations who want to target for older listeners than the traditional 18-24 Superstars format. "It's not real obvious what to do (to make this format work), so that's why it's going to take a long time."

Some Last-Minute Thoughts On The American Radio Expo

It's exciting to think that in just a few days, I'll be meeting many of R&R's AOR reporters at the American Radio Expo. We've worked hard to prepare the sort of gathering you'll be able to take

back home with you, in terms of valuable tips and information on how radio works and how it can work better for you.

The format hospitality rooms have been designed specifically to encourage your active participation in this year's convention; to a great degree, they insure that what you put into the convention you'll also get out of it. If you see someone in the room you've always wanted to speak to, to ask questions of, or just to listen to, you'll never have a better opportunity to do so than you will at this year's convention.

At Sunday night's gathering, you'll meet the AOR department of R&R. Christina Anthony, Sylvia Salazar and I will, in turn, make sure that you meet the people you are looking to connect with to start the sort of conversations that can turn into brainstorming sessions about radio from which all sides can benefit.

We've also scheduled some specific guests at specific times throughout the convention, with our major format session occurring Tuesday morning at 9am. Other scheduled sessions will be posted outside the AOR hospitality room throughout the convention.

Last-minute reminders: don't forget your station airchecks on cassette, to play for interested parties; a cassette deck of your own if you want to record talks, lots of questions and lots of ideas to share with the rest of the assembled AOR community. We'll see you in Los Angeles!



KKSN BLOWS ITS TOP — When it came time to take a new staff photo, KKSN/Portland took advantage of the fact that they are within eyesight of the Mt. St. Helens eruption for an unusual backdrop. Pictured (l-r) are staffers Kathy Sullivan, Todd Tolces, Michael Jack Kirby and Steve O'Shea, MD Michael Knight, Creative Director Norman Davis, and PD Bob Simmons.



FLYING SOUTH FOR THE SUMMER — In appreciation for their part in making the summer of 1980 a record-breaking sales period, WRKK/Birmingham flew the staff to a Bahamas vacation. Pictured is the staff just before boarding for their holiday.

For those R&R readers unable to attend the American Radio Expo, we'll have photos from the convention in next week's issue. And in the issue of October 17, the AOR section will spotlight some of the conversations and ideas from the format hospitality room that merit attention throughout the industry.

The guest column on AOR talk radio by WBAB/Long Island talk show host Joel Martin, originally scheduled to run this week, will see print October 24. Having already read Joel's insightful comments, I can assure you it's worth waiting for.

THE FALL COLLECTION

Billy Burnette



BILLY BURNETTE

KENNY LOGGINS

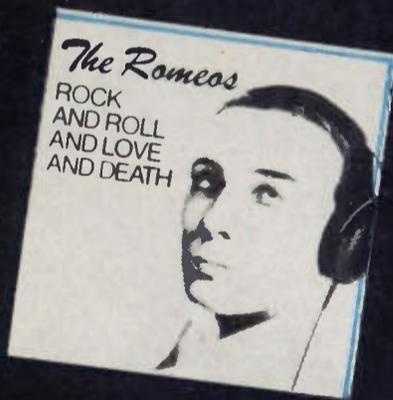


**ELVIS COSTELLO
TAKING LIBERTIES**



ELVIS COSTELLO

ROMEOS



**EDDIE MONEY
PLAYING FOR KEEPS**



EDDIE MONEY

OUTFIT YOUR PLAYLIST NOW



ON COLUMBIA RECORDS

**BRUCE
SPRINGST**

Jeff Gelb



ROCKETS BLAST INTO SAGINAW — RSO's Rockets played a recent outdoor show cosponsored by WHNN/Saginaw, which gave two listeners the chance to greet the band backstage. Pictured (l-r) are WHNN PD Dave Brewer, winner, Rockets member Dave Gilbert, winner, WHNN jock Ken Carson.

EVOLUTION

WNGS/W, Palm Beach has switched from AOR to CHR programming... Chuck Geiger has exited KWK/St. Louis to program WKLC/St. Albans, WV... Joe DiDonato has exited as PD at WOMP/Wheeling; his position has not been filled... Several changes at KPRI/San Diego, where Raymond Bannister has exited middays for KROQ/Pasadena, and Bree Bushaw has exited nights. Taking their places are Laura Wilkinson (for middays) and Adrian Bolt, from neighboring KGB-FM, for nights... WQXM/Tampa midday air personality Dia is exiting for airwork at WMMS/Cleveland... Larry Woodside has rejoined KROQ/Pasadena for mornings. April Whitney has switched from KROQ news to overnights... Lonesome John is new to overnights at KMGH/Bakersfield... Jeff Berlin has joined WHCN/Hartford from WAAF/Worcester for 6-10pm. Pete Delloro has joined WAAF from WPLR/New Haven for part-time airwork... John Giese has rejoined KDKB/Phoenix from WDVE/Pittsburgh for mornings... Jill Savage is new as morning co-host at WFBQ/Indianapolis from WZVZ/Kokomo... Karen Conway has joined KIL0/Colorado from neighboring KSSS for airwork.

COLOR

EVEN THE SCORE: WAQX/Syracuse, in conjunction with A&M's Toronto, is challenging listeners to compete with its jocks in games of pinball, with the winner getting the machine.

REAL CHAINSAW ROCK: WKLS/Atlanta is promoting its image as a "Chainsaw" rocker by giving away albums by groups like AC/DC and Molly Hatchet. Winners of those albums become eligible to win the promotion's grand prize, a genuine chainsaw.

KINGS AND QUEEN: KIL0/Colorado Springs, in conjunction with Elektra and the Kings and Queen albums, asked listeners to register at various record stores for glider rides up and down the front range of Colorado, Denver Broncos football tickets, chess sets and albums by both bands.

VAN-TASY: KSJO/San Jose has made its own customized van the grand prize in its latest promotion. Listeners can sign up for it at various retail locations, or slap a KSJO decal on their cars. Both make the listener eligible to win \$92 cash, and later, to win the van itself.



STARFLEET BLAIR MEET — Station, recording and advertising executives were reception guests of Starfleet Blair, the new subsidiary of John Blair & Company, which originates radio concerts for station networks. Pictured (l-r) are WPLJ/New York PD Larry Berger, Ms. Georgette Pape, Jim Slattery, and Sam Kopper, VP's of Starfleet Blair.

UPDATE

Playboy's annual music poll is underway, with the help of WBCN/Boston, WLUP/Chicago, WMMS/Cleveland, KAZY/Denver, WABX/Detroit, KWST/Los Angeles, WNEW-FM/New York, WYSP/Philadelphia, KPRI/San Diego and KMEL/San Francisco. All stations are polling their listeners' musical tastes in return for the chance to win AM-FM cassette decks, stereo systems, and the opportunity to join Cheap Trick on tour... KZEW/Dallas GM Jeff Poll sent along an informative sales kit for "Zoo World '81" that details how the massive promotion is put together. Programmers interested in trying out a similar promotion can obtain a free copy of the sales kit by writing Poll at KZEW, Communications Center, Dallas, TX 75202... WCMF/Rochester has installed a new transmitting facility that will increase the station's effective coverage by about 50%... September was a good month for weddings in the radio and record industry. Congrats to Chrysalis' Mike Abramson and Lyndsy (Sept. 6) and Radio Records' John Schoenberger and Angie (Sept. 13)... WRCN/Long Island's concert bus of listeners headed to a Ted Nugent show got a special treat when the bus stopped at the local Holiday Inn and Ted himself boarded to greet his fans and sign autographs... Most AOR stations scheduled some special programming the day Led Zeppelin's John Bonham died. And, WRCN plans to forward any listeners' letters of condolence to Bonham's family and the band... Bruce Springsteen fans in Colorado Springs waited in line (some as many as three days!) to purchase tickets to his upcoming area concert appearance. KIL0 provided donuts and coffee to the line-sitters, and ran some live remotes from the lines as well... Among current WCOZ/Boston promotional paraphernalia being passed out: the COZ Streetwise Guide, a comprehensive listing of phone numbers for everything



LEGEND OF A MIND — Is AOR radio ready for Dr. Timothy Leary? The former LSD guru has joined KEZY-AM/Anaheim for a week's worth of morning shows, after which he may join the station on a more permanent basis for a weekend talk show. Pictured while on the air, Leary (perhaps wisely) decided not to start his show with either the Moody Blues song about him or the Beatles' "Lucy In The Sky With Diamonds."

from entertainment to government in Boston; the COZ Coupon Book, produced in conjunction with students at Boston U., for discounts on products and services; and Channel Free Week Cards for two-for-one admissions to an area nightclub... WXKE/Ft. Wayne raised \$18,500 in a 36-hour muscular dystrophy radiothon at a local mall, with live remotes and live bands... Q107/Toronto morning man Scruff Connors helped raise a staggering \$150,000 in a 36-hour radiothon and rock memorabilia auction benefitting the Canadian Cancer Society... WLUP/Chicago carried exclusive live interviews with Yes from backstage at the band's recent Chicago concert appearance... KLOS/Los Angeles Public Service Director Sam Russell has been named the head of "Target: Women in Radio," a nonprofit subsidiary of Target: Radio whose goal is to encourage the placement, promotion and development of women in radio. We'll have more on this organization as it develops... WBLM/Lewiston-Portland just held its third annual "Rites of Fall" listener party, with \$3 admission to a bar with reduced drink prices, plus live music and lots of rock videotapes, including one of the live Kinks album... WGRQ/Buffalo is introducing its listeners to the political world by running a series of station-produced minute-long PSA's explaining the ins and outs of politics. Meanwhile, WTUE/Dayton staffers have all been sworn in as deputy registrars and will be registering listeners to vote at two area malls... WYDD/Pittsburgh paid for the beer at four recent listener parties, to help introduce a new Pittsburgh-produced brand of brew... WMMR/Philadelphia is sponsoring a series of "jailhouse rock" concerts at area penitentiaries, with local bands visiting a different prison for a live show once monthly... Here's another addition to your list of AOR promotion reps: You can reach IRS's Michael Plen at 595 Madison Avenue-Floor 32, New York, N. Y. 10022, or call (212) 826-0477.

CONCERTS & CONVERSATIONS

BROADCASTS: See Level, John Cougar on WGRQ/Buffalo... Henry Paul on KAZY/Denver... Chris DeBurgh on WPLR/New Haven... Pointer Sisters on WIOQ/Philadelphia.

CONVERSATIONS: Rick Derringer on KSAS/Kansas City, KSHE/St. Louis... Pat Benatar on CITH-FM/Winnipeg... Eddie Money, See Level on WGRQ/Buffalo... Gary Myrick, Larry Carlton, Tigers, Michael Des Barres on KTIM/San Rafael... Saxon on WYSP/Philadelphia... Robert Palmer, AC/DC, Blackfoot on WXKE/Ft. Wayne... Robert Palmer, Eddie Money, Poco on WLVI/Columbus... Steve Howe on WLUP/Chicago... Monty Python on KROQ/Pasadena... Dakota on WSYR/Syracuse... Saxon on WFYV/Jacksonville... Steve Hackett on WAQX/Syracuse... Rick Derringer, Blackjack on WPLR/New Haven... Queen on WCOZ/Boston... Marshall Tucker Band on WQBK/Albany... David Grisman, Asleep At The Wheel on KLBK/Austin... Point Blank on KPAS/El Paso... Bob McGilpin, Tigers on KTYD/Santa Barbara... Dakota on WEZX/Scranton.

PROMOTION OF THE WEEK



KAZY Commemorative Concert Buttons

"This particular Van Halen button is the second in a series; the first was for a recent Heart concert.

"We print 1000-2000 (depending on the concert) and hand them out before, during, and after the show. Since the shows usually sell 10,000 to 12,000 seats, they truly are collectors items. Our cost is roughly 25¢ per button. So far, the response has been tremendous."

—Greg Gillispie
Music Director,
KAZY/Denver

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.

I'm not strange

I'm just like you

"...the album contains something for everybody – timeless melodies and 'rock & roll roots' performances. With the release of this album nationally, Keith Sykes could well become the Buddy Holly of the '80s."

Redbeard, WZXR – Memphis

"When I first heard the Keith Sykes' LP I knew it was the kind of rock & roll that KWFM would play."

Jim Ray, KWFM – Tucson

"Keith Sykes is one of the most original rock & rollers I've heard in a long time. Sykes is pure Memphis rock at its best!"

Jack Snyder, Assistant Program Director, KMET – Los Angeles

"Around Christmas time, the natural thing to do would be to stock the stores with nothing but superstars, but take my word, stock plenty of Keith Sykes' records because rock radio airplay will make customers take this one home. It's that good!"

Steve Smith, Editor, Album Network

"Considering the trend away from heavy metal and toward what I call melody-based rock and roll, I foresee across-the-board radio acceptance and high profile airplay on Keith's record out-of-the-box!"

Bill Hard, FMOB Album Report

a new album by **Keith Sykes**

Backstreet
MCA RECORDS

Radio & Records

Album Airplay/40

Chart Summary

October 3, 1980

155 REPORTERS

Album cuts are listed in order of airplay preference.

Main chart table with columns for week numbers (9/12, 9/19, 9/26, 10/3) and album titles/artists. Includes entries for Rolling Stones, Pat Benatar, Cars, Jackson Browne, Queen, AC/DC, Yes, Kansas, Molly Hatchet, Allman Brothers Band, Jethro Tull, Al Stewart, Doobie Brothers, Supertramp, Eddie Money, Rossington Collins Band, Split Enz, Barry Goudreau, Kenny Loggins, Johnny Van Zant Band, David Bowie, Gamma, Paul Simon, Michael Stanley Band, Kings, Times Square, Robert Palmer, Peter Gabriel, Charlie Daniels Band, Devo, Bob Welch, B-52's, McVicar, POCO, John Cougar, Hall & Oates, Elvis Costello, Steve Forbert, Pete Townshend, Bob Seger & Silver Bullet.

STONES clung tightly to the top spot this week, just edging out all competition in total reports. Meantime, BENATAR jumped to second place in a virtual tie with CARS. BROWNE, though down, held onto a wealth of total reports. QUEEN, AC/DC and YES held rock steady. KANSAS hit top ten as MOLLY and TULL inched up. DOOBIES were the week's most added album and highest debut, with a staggering list of adds, plus significant early rotational jumps. Similarly, SUPERTRAMP took a big leap upward, as they garnered new adds and add conversions to upper rotations. LOGGINS jumped up handsomely, with many stations converting from the CADDYSHACK version of "I'm Alright" to the live cut. VAN ZANT inched up. BOWIE debuted with an impressive number of adds plus significant moves to upper airplay rotations. GAMMA, STANLEY and SQUARE all moved up. PALMER jumped while WELCH maintained and the B-52's rose. COUGAR, COSTELLO, and FORBERT all debuted. MICHAEL SCHENKER and ROBBIN THOMPSON came close to charting.

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.

MOST ADDED

Table with 5 columns (10/3, 9/26, 9/19, 9/12, 9/5) and 14 rows of album titles and artists, including Doobie Brothers, Supertramp, David Bowie, Steve Forbert, Robert Palmer, Elvis Costello, John Cougar, Jack Green, McGuinn-Hillman, Kenny Loggins, Michael Schenker, Michael Stanley, Robbin Thompson, and Billy Burnette.

MEDIUM

Table with 5 columns (10/3, 9/26, 9/19, 9/12, 9/5) and 13 rows of album titles and artists, including Jethro Tull, Johnny Van Zant, Barry Goudreau, Gamma, Al Stewart, Times Square, Split Enz, Michael Stanley, Allman Brothers, Yes, Eddie Money, Bob Welch, Molly Hatchet, and Kings.

THE HOTTEST

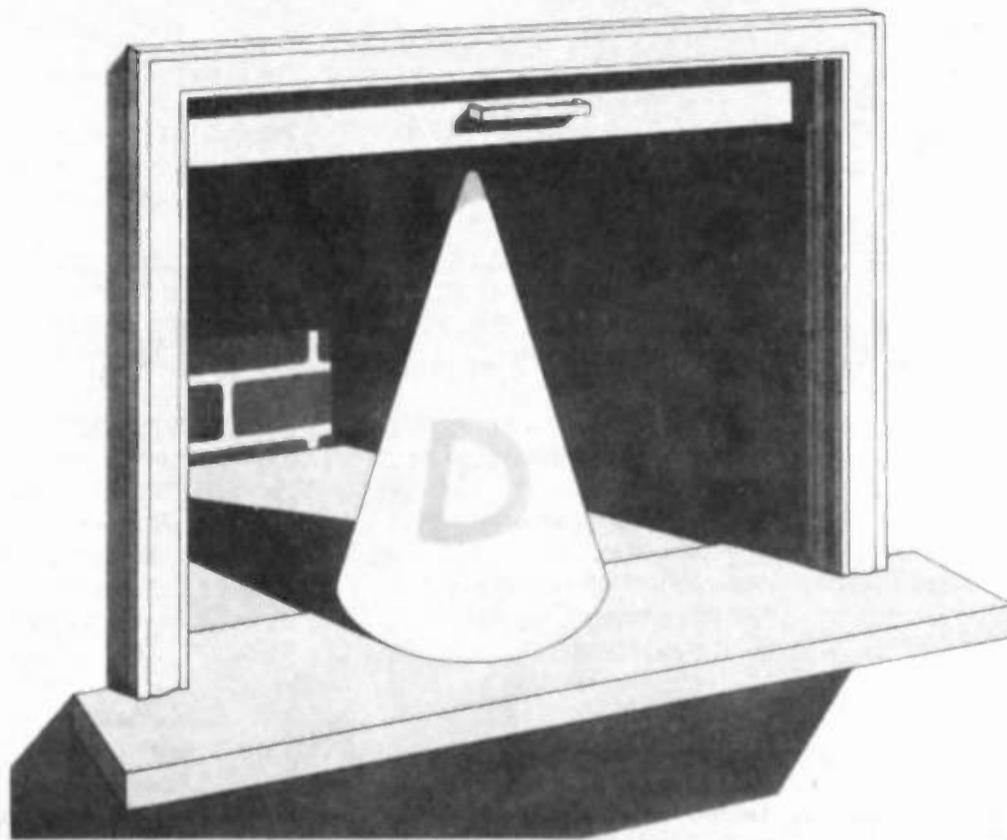
Table with 5 columns (10/3, 9/26, 9/19, 9/12, 9/5) and 15 rows of album titles and artists, including Rolling Stones, Cars, Pat Benatar, Queen, Jackson Browne, AC/DC, Yes, Molly Hatchet, Allman Brothers, Kansas, Rossington Collins, Al Stewart, Eddie Money, Paul Simon, and Kenny Loggins.

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.

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 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.

THE KORGIS



DUMB WAITERS

6E-290

THE NEW ALBUM

CONTAINS THE SINGLE
“EVERYBODY’S GOT TO
LEARN SOMETIME”

E-47018

ALREADY ON:

94Q on	KX104 add	KNBQ on	KQWB-FM 34-28
KDWB on	WSKZ on	KRUX on	KKLS add
KLAZ on	WRJZ add	KEZR add	WRKR deb 35
KXX106 add	WVIC add	Z105 add	KRLC add
Y103 add	WGBF add	WFBQ add	KCBN add
WBBQ add	WXEZ add	KVOL add	WBSR add



A Rialto Records Ltd. Production

PRODUCED BY THE KORGIS & DAVID LORD



1980 Elektra/Asylum Records A Warner Communications Co

AOR BREAKERS

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

DOOBIE BROTHERS
One Step Closer (WB)
"Real" Title "Train" "Stop pin" 92% of our reporters on it. Total album reports: 143. A-110, M-6, H-27. Debuted this week at No. 13.



KENNY LOGGINS
Alive (Columbia)
"Alright" "Believe" "Driver" "Fool." 81% of our reporters on it. Total album reports: 95. A-22, M-30, H-43. Charted this week at No. 19.



SUPERTRAMP
Paris (A&M)
"Dreamer" "School" "Logical" "Home." 90% of our reporters on it. Total album reports: 140. A-93, M-13, H-34. Charted this week at No. 14.



SINGLES

- 1 **ROBBIN THOMPSON** "Brite Eyes" (Ovation)
- 2 **WHITESNAKE** "Fool For Your Loving" (Mirage)
- 3 **VAPORS** "Turning Japanese" (UA)
- 4 **GARY NUMAN** "I Die: You Die" (Atco)
- 5 **GARY MYRICK & FIGURES** . . . "She Talks In Stereo" (Epic)
- 6 **KENNY LOGGINS** "I'm Alright" (Columbia)
- 7 **GENESIS** "Turn It On Again" (Atlantic)
- 8 **MOTELS** "Danger" (Capitol)
- 9 **TALKING HEADS** "Cross-eyed And Painless" (Sire)
- 10 **BLACK SABBATH** "Lady Evil" (WB)
- 11 **DONNIE IRIS** "Ah! Leah!" (Midwest)
- 12 **HENRY PAUL BAND** "Longshot" (Atlantic)
- 13 **DAVE DAVIES** "Imagination's Real" (RCA)
- 14 **BILLY JOEL** "Don't Ask Me Why" (Columbia)
- 15 **ELO** "All Over The World" (MCA)

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

- 1 **JEFF BECK** There And Back (Epic)
- 2 **LARSEN & FEITEN** Larsen Feiten Band (WB)
- 3 **D. CARLOS SANTANA** The Swing Of... (Columbia)
- 4 **LARRY CARLTON** Strikes Twice (WB)
- 5 **GEORGE BENSON** Give Me The Night (WB)
- 6 **JOHN KLEMMER** Magnificent Madness (Elektra)
- 7 **JEAN-LUC PONTY** Civilized Evil (Atlantic)
- 8 **TIM WEISBERG** Party Of One (MCA)
- 9 **AL DIMEOLA** Splendido Hotel (Columbia)
- 10 **CRUSADERS** Rhapsody & Blues (MCA)

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

REGIONAL AOR ACTIVITY

EAST

104 WQBN FM Albany
518-462-5555

Hot: DOOBIE BROTHERS (WB) "One Step Closer" (WB) SUPERTRAMP (A&M) "Paris" (A&M) KENNY LOGGINS (Columbia) "Alive" (Columbia)

Medium: JETHRO TULL (Chrysalis) "A" (Chrysalis) JETHRO TULL (Chrysalis) "Split Enz" (Polydor) "No More Dirty..." (Polydor)

Hot: JETHRO TULL (Chrysalis) "A" (Chrysalis) JETHRO TULL (Chrysalis) "Split Enz" (Polydor) "No More Dirty..." (Polydor)

WQZ Boston
817-287-3810

Hot: DOOBIE BROTHERS (WB) "One Step Closer" (WB) SUPERTRAMP (A&M) "Paris" (A&M) KENNY LOGGINS (Columbia) "Alive" (Columbia)

Medium: JETHRO TULL (Chrysalis) "A" (Chrysalis) JETHRO TULL (Chrysalis) "Split Enz" (Polydor) "No More Dirty..." (Polydor)

MOST ADDED

DOOBIE BROTHERS One Step Closer (WB) 36/29

SUPERTRAMP Paris (A&M) 37/28

DAVID BOWIE Scary Monsters (RCA) 35/27

STEVE FORBERT Little Stevie... (Nemperor) 26/24

ELVIS COSTELLO Taking Liberties (Columbia) 24/21

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 this week.

MEDIUM

GAMMA Gamma 2 (Elektra) 24/22

TIMES SQUARE Various Artists (RSO) 23/19

JETHRO TULL A (Chrysalis) 30/17

SPLIT ENZ True Colors (A&M) 27/17

BARRY GOUDREAU Barry Goudreau (Portrait) 25/17

JOHNNY VAN ZANT BAND No More Dirty... (Polydor) 24/17

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

CARS Panorama (Elektra) 37/35

ROLLING STONES Emotional... (Rolling Stones) 36/35

PAT BENATAR Crimes Of... (Chrysalis) 36/33

JACKSON BROWNE Hold Out (Asylum) 37/32

QUEEN The Game (Elektra) 33/32

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 Allentown
215-894-0511

Hot: DOOBIE BROTHERS (WB) "One Step Closer" (WB) SUPERTRAMP (A&M) "Paris" (A&M) KENNY LOGGINS (Columbia) "Alive" (Columbia)

Medium: JETHRO TULL (Chrysalis) "A" (Chrysalis) JETHRO TULL (Chrysalis) "Split Enz" (Polydor) "No More Dirty..." (Polydor)

Boston
617-282-5900

Hot: DOOBIE BROTHERS (WB) "One Step Closer" (WB) SUPERTRAMP (A&M) "Paris" (A&M) KENNY LOGGINS (Columbia) "Alive" (Columbia)

Medium: JETHRO TULL (Chrysalis) "A" (Chrysalis) JETHRO TULL (Chrysalis) "Split Enz" (Polydor) "No More Dirty..." (Polydor)

Bridgeport
203-579-9995

Hot: DOOBIE BROTHERS (WB) "One Step Closer" (WB) SUPERTRAMP (A&M) "Paris" (A&M) KENNY LOGGINS (Columbia) "Alive" (Columbia)

Medium: JETHRO TULL (Chrysalis) "A" (Chrysalis) JETHRO TULL (Chrysalis) "Split Enz" (Polydor) "No More Dirty..." (Polydor)

Lewiston-Portland
207-783-2085

Hot: DOOBIE BROTHERS (WB) "One Step Closer" (WB) SUPERTRAMP (A&M) "Paris" (A&M) KENNY LOGGINS (Columbia) "Alive" (Columbia)

Medium: JETHRO TULL (Chrysalis) "A" (Chrysalis) JETHRO TULL (Chrysalis) "Split Enz" (Polydor) "No More Dirty..." (Polydor)

Long Island
518-727-1570

Hot: DOOBIE BROTHERS (WB) "One Step Closer" (WB) SUPERTRAMP (A&M) "Paris" (A&M) KENNY LOGGINS (Columbia) "Alive" (Columbia)

Medium: JETHRO TULL (Chrysalis) "A" (Chrysalis) JETHRO TULL (Chrysalis) "Split Enz" (Polydor) "No More Dirty..." (Polydor)

98Rock wavy Baltimore
301-889-0098

Hot: DOOBIE BROTHERS (WB) "One Step Closer" (WB) SUPERTRAMP (A&M) "Paris" (A&M) KENNY LOGGINS (Columbia) "Alive" (Columbia)

Medium: JETHRO TULL (Chrysalis) "A" (Chrysalis) JETHRO TULL (Chrysalis) "Split Enz" (Polydor) "No More Dirty..." (Polydor)

WHON TOFM Hartford
203-247-1060

Hot: DOOBIE BROTHERS (WB) "One Step Closer" (WB) SUPERTRAMP (A&M) "Paris" (A&M) KENNY LOGGINS (Columbia) "Alive" (Columbia)

Medium: JETHRO TULL (Chrysalis) "A" (Chrysalis) JETHRO TULL (Chrysalis) "Split Enz" (Polydor) "No More Dirty..." (Polydor)

97Rock wavy Buffalo
718-881-4555

Hot: DOOBIE BROTHERS (WB) "One Step Closer" (WB) SUPERTRAMP (A&M) "Paris" (A&M) KENNY LOGGINS (Columbia) "Alive" (Columbia)

Medium: JETHRO TULL (Chrysalis) "A" (Chrysalis) JETHRO TULL (Chrysalis) "Split Enz" (Polydor) "No More Dirty..." (Polydor)

WLIB 102.5 Long Island
516-485-9200

Hot: DOOBIE BROTHERS (WB) "One Step Closer" (WB) SUPERTRAMP (A&M) "Paris" (A&M) KENNY LOGGINS (Columbia) "Alive" (Columbia)

Medium: JETHRO TULL (Chrysalis) "A" (Chrysalis) JETHRO TULL (Chrysalis) "Split Enz" (Polydor) "No More Dirty..." (Polydor)

ORFM 102.5 Manchester
603-625-6915

Hot: DOOBIE BROTHERS (WB) "One Step Closer" (WB) SUPERTRAMP (A&M) "Paris" (A&M) KENNY LOGGINS (Columbia) "Alive" (Columbia)

Medium: JETHRO TULL (Chrysalis) "A" (Chrysalis) JETHRO TULL (Chrysalis) "Split Enz" (Polydor) "No More Dirty..." (Polydor)

WMAI Binghamton
607-772-8650

Hot: DOOBIE BROTHERS (WB) "One Step Closer" (WB) SUPERTRAMP (A&M) "Paris" (A&M) KENNY LOGGINS (Columbia) "Alive" (Columbia)

Medium: JETHRO TULL (Chrysalis) "A" (Chrysalis) JETHRO TULL (Chrysalis) "Split Enz" (Polydor) "No More Dirty..." (Polydor)

WHON TOFM Hartford
203-549-3458

Hot: DOOBIE BROTHERS (WB) "One Step Closer" (WB) SUPERTRAMP (A&M) "Paris" (A&M) KENNY LOGGINS (Columbia) "Alive" (Columbia)

Medium: JETHRO TULL (Chrysalis) "A" (Chrysalis) JETHRO TULL (Chrysalis) "Split Enz" (Polydor) "No More Dirty..." (Polydor)

WCCC Hartford
203-549-3458

Hot: DOOBIE BROTHERS (WB) "One Step Closer" (WB) SUPERTRAMP (A&M) "Paris" (A&M) KENNY LOGGINS (Columbia) "Alive" (Columbia)

Medium: JETHRO TULL (Chrysalis) "A" (Chrysalis) JETHRO TULL (Chrysalis) "Split Enz" (Polydor) "No More Dirty..." (Polydor)

WLIB 102.5 Long Island
516-485-9200

Hot: DOOBIE BROTHERS (WB) "One Step Closer" (WB) SUPERTRAMP (A&M) "Paris" (A&M) KENNY LOGGINS (Columbia) "Alive" (Columbia)

Medium: JETHRO TULL (Chrysalis) "A" (Chrysalis) JETHRO TULL (Chrysalis) "Split Enz" (Polydor) "No More Dirty..." (Polydor)

WUVAQ Morgantown
304-286-0029

Hot: DOOBIE BROTHERS (WB) "One Step Closer" (WB) SUPERTRAMP (A&M) "Paris" (A&M) KENNY LOGGINS (Columbia) "Alive" (Columbia)

Medium: JETHRO TULL (Chrysalis) "A" (Chrysalis) JETHRO TULL (Chrysalis) "Split Enz" (Polydor) "No More Dirty..." (Polydor)



Rock
Hard

SUZI QUATRO

DL-1-5006

R O C K ' S L E A D I N G L A D Y I S B A C K
With her new album, "ROCK HARD," SUZI QUATRO returns to her hard Rock 'N' Roll musical roots.
Includes the title cut "ROCK HARD," featured in the movie "Times Square!"

DL-104

RS-2-4203

PRODUCED BY MIKE CHAPMAN

MANUFACTURED AND MARKETED BY  RECORDS, INC.



EAST

WPLR

New Haven 203 777 6617

Address: 1000 ... Station: ...

Philadelphia 215 639 7626

Address: ... Station: ...

Pittsburgh 412 562 5900

Address: ... Station: ...

Pittsburgh 412 362 2144

Address: ... Station: ...

Poughkeepsie 914 471-1500

Address: ... Station: ...

Philadelphia 215-561-0933

Address: ... Station: ...

Providence 401-272-9550

Address: ... Station: ...

Rochester 716 288-3200

Address: ... Station: ...

Rochester 716-232-7550

Address: ... Station: ...

Scranton 717-961-1842

Address: ... Station: ...

Syracuse 315 462 9538

Address: ... Station: ...

Syracuse 315-474-5061

Address: ... Station: ...

Toronto 416 967 3446

Address: ... Station: ...

Utica 315 797 0803

Address: ... Station: ...

Washington, D.C. 202 826 9932

Address: ... Station: ...

West Virginia 304 722 3308

Address: ... Station: ...

Wheeling 614 676 5661

Address: ... Station: ...

Worcester 617-752-5611

Address: ... Station: ...

York 717-266-8606

Address: ... Station: ...

New York 212 986 7000

Address: ... Station: ...

New York 212-867-7777

Address: ... Station: ...

North Jersey 201-328-1055

Address: ... Station: ...

Philadelphia 215-561-0933

Address: ... Station: ...

Pittsburgh 412 362 2144

Address: ... Station: ...

Poughkeepsie 914 471-1500

Address: ... Station: ...

Philadelphia 215-561-0933

Address: ... Station: ...

Rochester 716 288-3200

Address: ... Station: ...

Rochester 716-232-7550

Address: ... Station: ...

Scranton 717-961-1842

Address: ... Station: ...

Syracuse 315 474-5061

Address: ... Station: ...

Toronto 416 967 3446

Address: ... Station: ...

Utica 315 797 0803

Address: ... Station: ...

Washington, D.C. 202 826 9932

Address: ... Station: ...

West Virginia 304 722 3308

Address: ... Station: ...

Wheeling 614 676 5661

Address: ... Station: ...

Worcester 617-752-5611

Address: ... Station: ...

SOUTH

KY99 Amarillo 806-359-8561

Address: ... Station: ...

Augusta 404-722-1302

Address: ... Station: ...

MOST ADDED. DOOBIE BROTHERS One Step Closer (WB) 32/29. DAVID BOWIE Scary Monsters (RCA) 27/21. SUPERTRAMP Paris (A&M) 29/19. ROBERT PALMER Chise (Island) 21/19. STEVE FORBERT Little Stevie... (Nemperor) 13/13.

MEDIUM. AL STEWART 24 Carrots (Arista) 29/19. JETHRO TULL A (Chrysalis) 23/19. JOHNNY VAN ZANT BAND No More Dirty... (Polydor) 23/17. BARRY GONDREAU Barry Goudreau (Portrait) 19/16. BOB WELCH Man Overboard (Capitol) 18/15.

THE HOTTEST. QUEEN The Game (Elektra) 31/31. PAT BENATAR Crimes Of... (Chrysalis) 32/29. ROLLING STONES Emotional... (Rolling Stones) 31/28. JACKSON BROWNE Hold Out (Asylum) 30/28. CARS Panoramas (Elektra) 30/25.

Atlanta 404-325-0960

Address: ... Station: ...

Atlanta 404-325-0960

Address: ... Station: ...

Atlanta 404-325-0960

Address: ... Station: ...

Austin 512 474 6543

Address: ... Station: ...

Charlotte 704-392-6191

Address: ... Station: ...

Country



Jim Duncan

News Notes

With a great deal of excitement, I am looking forward to seeing friends old and new at the NRBA's American Radio Expo. The event officially gets underway this Sunday and if there is anything we can do to make your stay here in Los Angeles more enjoyable, don't hesitate to call. We are planning an informal gathering of the Country participants this Sunday evening at the Bonaventure Hotel, immediately following the cocktail-buffet that night. Our scheduled session is on Tuesday morning at 9am, where we'll view some of the best Country radio television spots and discuss "Image For The 80's." Hope to see you along the way.

Due to last minute planning for the "Expo" and the CMA's "Post-Awards Radio Special" I'm producing and directing for the NBC Radio Network, I was unable to attend this past weekend's Country Radio Seminar agenda planning meeting in Nashville. Talked with Radio Agenda Chairperson Kim Pyles, GM of WOKX/Highpoint, NC, on Monday (9-29) and she laid out some of the details about next year's CRS. The theme will be "Country Radio: Nobody Does It Better." Dates have been set for the seminar March 13 & 14 at Nashville's Hyatt Regency Hotel. Chris Collier, Operations Director of KYTE/Portland, was named Vice-Chairman for the CRS-'81. (Having worked with Chris a couple of years at the old KFOX here, I know he will be a great "vice" chairman.) From the record industry side, RCA's Joe Galante and Columbia's Joe Casey will help coordinate things from Nashville, with the assistance, as always, of Frank Mull. Ms. Pyle told R&R, "This is going to be the most exciting seminar to date. We plan to address the Country phenomenon and how it affects our radio stations. Other planned topics are on-air and off-air marketing, competition, people management, career development, how to buy a radio station, the FCC, and a new topic for the seminar on the use of computers." As keynote speakers are confirmed in the coming months, they will be announced here in R&R, so stay tuned . . . Mutual Broadcasting announced this week that R&R's Country listing of the top songs of 1980 will be the source for a New Year's radio special "Country Music Countdown '80." The show will be hosted by Anne Murray along with WHN/New York air personality Mike Fitzgerald. WHN's PD Ed Salamon will be the producer of the three-hour special. For more info call Shelley Jackson at Mutual in Washington, DC (703) 685-2161 . . . While I'm on the subject of specials, I am getting many calls about the CMA's

"Post-Awards Radio Special." I have nothing to do with clearing the stations for the live 90-minute broadcast on Monday, October 13, via NBC. I'm just coordinating the production and direction of the show for the Country Music Association and NBC. If your station is interested, contact Ray Gardella or Steve White at NBC Radio (212) 664-5757 . . . WDDD/Marion, IL reports its tower went down for the second time this year just a couple weeks ago. A storm did the deed in July, with a construction accident to blame this time around. The station building was destroyed along with many new records, but no one was hurt. The station is now in operation, with limited power, in a mobile home . . . Mark Stewart is the new PD at WNOW/York, PA; he was formerly with WTPA/Carlisle, PA . . . J.R. Greeley has been promoted to Op. Dir. at KSKX-KDWT/Topeka. His PD job at Country KSKX will be filled by Rex Lane from WAXX/Eau Claire, WI . . . One of the great inspirational speakers at a Country Radio Seminar about six years ago was a Los Angeles newscaster, J. Paul Huddleston. He has just joined Country stations WBCS-AM-FM/Milwaukee as News Director, according to President/GM Terrell L. Metheny Jr. . . . Terry Moss of L.A. Air Force production fame has been selected to do afternoon drive for KZLA-AM-FM/Los Angeles. (Terry did afternoons while I did mornings for many years at KSON/San Diego.) . . . "Wild" Bill Wilkins moves from the all-nighter to afternoons at WHK/Cleveland . . . Bill Dollar is the new morning man at WSOC-FM/Charlotte, NC . . . One of Oklahoma's top television and radio personalities, Danny Williams, has signed on with KEBC-FM/Oklahoma City to guest host in morning and afternoon drives, in the morning along with Lynn Waggoner and afternoons with Jay Shankle . . . So what's news with you?



COUNTRY ON THE BALL — WBCS/Milwaukee recently had Jacky Ward as the guest performer for its Country night at a Brewers baseball game. Jacky is seen here performing and on the stadium's scoreboard . . . In Los Angeles, KLAC's Country Day at Dodger Stadium had Susie Allanson as entertainment. Pictured (l-r) Don Grierson, VPIA&R, EMIA/Liberty; KLAC's GM Don Kelly; Susie; PD Don Langford; MD Cathy Hahn; and KLAC's morning personality Gene Price.



TAN TALE — WSLR/Akron held a beauty contest to determine its 1980 Perfect Tan winner. Winner Kathy Fox (center) is seen here with WSLR's PD Billy Coffey and his co-morning personality Gay Lanier.

CORRESPONDENCE

Anti-Country Bias?

Dear R&R:

I need to get this off my skinny chest. Perhaps I'm taking it too personally, but I want to express my feelings on what I believe to be a bum rap to Country Radio. In recent weeks, there have been references in various trade publications to stations switching to a country format as a "major casualty" and "an end to a great era." This kind of negative connotation sucks! On the other hand, when stations switch to a rock format, it's always "to fill a much needed void in the marketplace" or some other competitive statement.

I would like to see less editorializing when the print media reports stories to our industry and a more positive attitude in all of the radio and record industry.

Sincerely,
Dale Turner
Music Director
WSAI-AM/Cincinnati

"SMOKEY AND THE BANDIT PART II"
WELCOMES WGNA
TO PREMIERE SHOW
STARRING BURT REYNOLDS & SALLY FIELDS

PG



CUT-OUT CUT-UPS — What appears to be "Smokey And The Bandit Part 2" star Burt Reynolds and WGNA-FM/Albany PD Chris Warren is in reality a life-size standup cut-out. (We're not sure if the cut-out is of Burt, or Chris, or both.) The event was WGNA's screening of the movie, at which the station gave away a black Trans-Am automobile as part of a promotion.

Country

BREAKERS

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

JACKY WARD

That's The Way A Cowboy Rocks And Rolls (Mercury)

On 67% of reporting stations. Adds this week include WIRE, WDG, KSON, WINN, WBAP, WMC, WKSJ, WEAT, WNVY, WBAX, WHBF. Charts: debut 22 WIL, 38-32 KNEW, 34-29 KSO, 25-16 WAXX, debut 23 KOKE, 38-33 KRAK, 35-28 KWMT, 43-38 KKYX. R&R Chart: Debut 34.

CHARLEY PRIDE

You Almost Slipped My Mind (RCA)

61% of reporters on this record. Charts: 40-28 WINN, 35-26 WFMS, 32-23 WMZQ, 42-28 WTSO, 28-21 WSUN, 59-48 KKYX, 48-37 KIKK, debut 23 WMC. New adds include KEEN, WPOR, KENR, WJJD, KRAM, KOKE, KSON, WHBF, KGF, WTHI, WNVY, WKSJ. R&R Chart: Debut 35.

LARRY GATLIN

Take Me To Your Lovin' Place (Columbia)

59% of our reporters on it. Added at KLA, KUZZ, KCUB, WKMF, WINN, WVOJ, WSUN, KENR, WADR, WPOR, WNOW and others. Charted: debut 22 WMC, 41-33 WIRE, 45-35 KRAM, 48-35 WCMS, debut 34 KNEW, debut 33 WKDA. R&R Chart: Debut 36.

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.

BRENDA LEE "Broken Trust" (MCA) 74/13. KSON, KLZ, KRAM, KKAL, KBMR, WHBF, WSAI, WKCO, WUBE, WDAF, WDG, WINN, WKDA. Charts: 39-31 KIKK, 36-30 WKSJ, 36-31 KRMD, debut 20 WHOO, 38-31 KEBC, 47-37 KFEQ, 36-21 WCOS-FM, 35-29 KNEW, 20-24 WHK, 41-32 WCMS, 21-17 WMZQ, 33-28 WWVA, 32-22 WFMS. R&R Chart: Debut 37.

RAY STEVENS "Night Games" (RCA) 71/7. KLA, WSLR, WSAI, WKCO, WINN, WBAP, KHEY. Charts: 41-36 KRAM, 24-20 KNOE, 37-31 KEEN, 48-41 KFEQ, 29-23 WWVA, 40-35 KNIX, 29-24 WLWI, 44-39 KKYX, 38-34 WCOS-FM, 28-24 KUGR, 29-34 KFGO, 39-30 KFTN, 32-26 KSO. R&R Chart: Debut 38.

JOHNNY PAYCHECK "In Memory Of A Memory" (Epic) 70/6. WBAP, KLA, WJJD, KGF, WKCO, WTHI. Charts: 27-22 KMPS, 37-22 KSON, 35-28 KWKH, 42-35 KHEY, 39-34 WNVY, 27-21 WCOS-FM, 40-32 WAXX, 24-17 KFTN, debut 27 KEED. R&R Chart: Debut 40.

FREDDIE HART "Roses Are Red" (Sunbird) KLA, KOKE, KUZZ, WSAI, WHK, WINN, WNVY. Charts: 29-25 KMAK, 55-47 KKYX, 38-30 WAXX, 38-31 KWMT, debut 36 WKCO.

RONNIE MILSAP "Smoky Mountain Rain" (RCA) 57/57. The "Most Added" record this week. New stations include WHN, WMZQ, KENR, WSLR, WFMS, WSAI, WUBE, WNRS, WHK, WIRE, KMPS, KEEN, KLZ, KCUB, KNIX, KIKK, KOKE, KUZZ, KRAK, and others.

JOHNNY RODRIGUEZ "North Of The Border" (Epic) 52/7. KEEN, WNYR, KOKE, WKOA, WHBF, KWKH, WAXX. Charts: 40-33 KWMT, 41-34 KHEY, 55-36 WVOJ, 45-36 KUZZ, 35-39 KENR, 29-21 WTSO, 48-41 KKYX, 38-26 KIKK.

KENNY ROGERS "Lady" (Liberty) 51/39. One of the "Most Added" of the week. New at KMPS, KEEN, KLZ, WHN, WMZQ, WHOO, WQGT, KENR, WSUN, KHEY, WBAM, WKDA, KOKE, KRMD, WINN, KVOO, WSLR, WFMS, KSO, WIL and more. Charts: Debut 23 WDDD, debut 24 WBCS, 26-22 WDG, debut 25 WLWI.

BELLAMY BROTHERS "Lovers Live Longer" (WB/Curb) 51/51. Another of this week's "Most Added." New stations include WCMS, WWVA, WPOR, WKSJ, KRMD, WLWI, WKDA, WBAM, KHEY, WVOJ, WNRS, KSO, WUBE, CKLW-FM, WBSC, KEBC, KFEQ, KFGO, KVOO, WAXX, WLJD, KWKH, WSAI, WKMF, WIL, WHK, KMPS, KSON, KLA, KEEN, KEED, KIKK, KRAM, KCUB, KNIX and more.

Others Getting Significant Action

R.C. BANNON "Never Be Anyone Else" (Columbia) 42/6. WSLR, WTSO, WHK, WKDA, WPOR, WCMS. Charts: Debut 28 KMPS, debut 37 KRMD, debut 21 WHOO, 35-30 WMZQ, 17-13 KUGR.

JOE STAMPLEY "There's Another Woman" (Epic) 41/8. KCUB, WSLR, WKKN, KWMT, WNRS, WLAS, WVOJ, WKSJ. Charts: 31-27 WFMS, 34-24 WMZQ, 27-21 WBAX, 50-38 KIKK.

BONNIE RAITT "Don't It Make Ya Wanna Dance" (Full Moon/Asylum) 37/10. WPOR, WEAT, WAXX, KVOO, KBMR, WBSC-FM, WUBE, KNIX, KSSS, KLA. Charts: 27-22 KFGO, debut 35 KNEW, debut 35 WWVA, debut 28 WHOO.

BARBARA MANDRELL "The Best Of Strangers" (MCA) 36/36. One of the "Most Added" this week. New stations include KMPS, KEEN, KLZ, KNIX, KIKK, WSLR, WMFS, WSAI, WIRE, KSO, WUBE, WNRS, KRMD, WLWI, KEBC, WHOO, KKYX, WQGT, WIRK-FM, KIKK, WVMI, and more.

KENNY SERATT "Until The Bitter End" (MDJ) 35/5. KLA, KWMT, WHK, WBAP, WSM, 38-31 KWKH, 45-40 KKYX, debut 39 WUBE.

MAC DAVIS "Texas In My Rear View Mirror" (Casablanca) 33/14. KRAK, KNIX, KIKK, KUGR, KVOO, WSLR, WKMF, WKCO, KFGO, WHK, KRMD, WHOO, WQGT, KENR, debut 40 KEEN, debut 31 KSSS.

GLEN CAMPBELL & TANYA TUCKER "Dream Lover" (MCA) 32/9. WWVA.

Radio & Records

NATIONAL AIRPLAY/40

October 3, 1980

Three Weeks	Two Weeks	Last Week		
10	3	2	①	DON WILLIAMS/I Believe In You (MCA)
4	4	1	2	T.G. SHEPPARD/Do You Wanna Go To Heaven (WB/Curb)
11	9	5	③	WAYLON JENNINGS/Theme From The Dukes Of Hazzard (RCA)
7	8	4	④	RAZZY BAILEY/Loving Up A Storm (RCA)
21	11	8	⑤	WILLIE NELSON/On The Road Again (Columbia)
6	6	6	6	WILLIE NELSON & RAY PRICE/Faded Love (Columbia)
14	13	9	⑦	MOE BANDY/Yesterday Once More (Columbia)
27	20	14	⑧	GEORGE JONES/I'm Not Ready Yet (Epic)
3	2	3	9	OAK RIDGE BOYS/Heart Of Mine (MCA)
17	15	12	⑩	TAMMY WYNETTE/Starting Over (Epic)
34	27	22	⑪	TANYA TUCKER/Pecos Promenade (MCA)
5	5	7	12	DOLLY PARTON/Old Flames Can't Hold A Candle To You (RCA)
16	14	16	13	SLIM WHITMAN/When (Epic/Cleveland International)
30	23	17	⑬	CHARLY McCLAIN/Women Get Lonely (Epic)
33	28	19	⑭	HANK WILLIAMS JR./Old Habits (Elektra)
29	25	21	⑮	MEL TILLIS/Steppin' Out (Elektra)
19	17	15	17	KENDALLS/Put It Off Until Tomorrow (Ovation)
35	30	26	⑰	LACY J. DALTON/Hard Times (Columbia)
36	29	24	⑱	ANNE MURRAY/Could I Have This Dance (Capitol)
25	22	18	20	JOHN ANDERSON/If There Were No Memories (WB)
-	33	25	⑳	EMMYLOU HARRIS/The Boxer (WB)
1	1	10	22	JOHNNY LEE/Lookin' For Love (Full Moon/Asylum)
13	12	11	23	GENE WATSON/Raisin' Cane In Texas (Capitol)
-	35	27	㉑	JERRY LEE LEWIS/Over The Rainbow (Elektra)
-	34	30	㉒	CRYSTAL GAYLE/If You Ever Change Your Mind (Columbia)
-	36	32	㉓	JOHN CONLEE/She Can't Say That Anymore (MCA)
40	31	29	27	CRISTY LANE/Sweet Sexy Eyes (UA)
39	32	28	28	JOE SUN/Bombad, Boozed And Busted (Ovation)
-	40	34	㉔	PATSY CLINE/Always (MCA)
38	37	36	㉕	JERRY REED/Texas Bound And Flyin' (RCA)
-	-	38	㉖	ALABAMA/Why Lady Why (RCA)
37	-	35	32	CON HUNLEY/They Never Lost You (WB)
-	38	37	33	GEORGE JONES & TAMMY WYNETTE/Old Pair Of Sneakers (Epic)
-	-	→	㉗	JACKY WARD/That's The Way A Cowboy Rocks And Rolls (Mercury)
-	-	→	㉘	CHARLEY PRIDE/You Almost Slipped My Mind (RCA)
-	-	→	㉙	LARRY GATLIN & GATLIN BROS./Take Me To Your Lovin' Place (Columbia)
-	-	→	37	BRENDA LEE/Broken Trust (MCA)
-	-	→	38	RAY STEVENS/Night Games (RCA)
-	-	→	40	SYLVIA/Tumbleweed (RCA)
-	-	→	40	JOHNNY PAYCHECK/In Memory Of A Memory (Epic)

New Entry →

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.

REX ALLEN JR. "Drink It Down, Lady" (WB) 49/10. WNYR, WKSJ, WKKN, WBSC, WNRS, KMAK, KEED, KKAL, KSSS, KTOM. Charts: 48-39 KRAM, 39-22 WTSO, debut 30 WLWI.

BOBBY BARE "Food Blues" (Columbia) 46/8. KEED, WHBF, WKMF, WNVY, WVOJ, WPOR, WCMS. Charts: Debut 31 WINN, debut 35 WSAI, 35-29 WKCO, debut 36 KNIX, 21-15 WLWI.

STEPHANIE WINSLOW "Baby I'm A Want You" (WB/Curb) 45/6. KTOM, KIDN, KWMT, KFGO, KNOW, WNVY. Charts: Debut 34 KRMD, 40-30 WVOJ, debut 32 WKMF, 39-32 KWKH, 60-46 KKYX, 34-28 WCOS-FM.

KRMD, WAXX, KKYX, WSM, WIL, KBMR, KSSS, KIKK, 52-45 KUZZ, 35-26 WCMS

DON KING "Take This Heart" (Epic) 27/6. KWKH, WKMF, WAXX, KHEY, WOKK, WCMS, 34-28 KFTN, 32-27 WWVA.

MICKEY GILLEY "That's All That Matters" (Epic) 23/23. WMZQ, WNYR, WYII, WOKQ, WMC, WLWI, KEBC, KENR, WIRK-FM, KIKK, WVMI, KFGO, WNRS, WIRE, WCUZ, WFMS, KMPS, KRAK, KEEN, KFTN, KNIX, KIKK, KMAK.

CHARLIE RICH "A Man Just Don't Know..." (Elektra) 20/20. WMZQ, WWVA, WNYR, WHK, WBAM, KHEY, WQGT, WIRK-FM, KIKK, WCOS-FM, CKLW-FM, KEBC, KWKH, WSLR, KSSS, KUZZ, KEEN, KEED, KNIX, KFTN.

CAPITALS "A Little Ground In Texas" (Ridgetop) 20/4. WWVA, WVMI, KSSS, KRAK.

O.B. McCLINTON "Not Exactly Free" (Sunbird) 17/4. WKMF, KWKH, WOKK, WMC, On KVOO, WAXX, CKLW-FM, KYNN, WVMI, WSM, WWVA, WCMS.

MARGO SMITH "He Gives Me Diamonds..." (WB) 16/5. KVOO, WUBE, WKKN, WLAS, WEAT.

ZELLA LEHR "Love Crazy Love" (RCA) 12/7. KRMD, WLAS, KVOO, KWKH, KUGR, KFTN, KTOM. On KSSS, KNIX, WEAT, KEBC, WYII.

Most Requested

LW	TW	
1	1	DON WILLIAMS (MCA)
2	2	WAYLON JENNINGS (RCA)
3	3	WILLIE NELSON (Columbia)
4	4	JOHNNY LEE (Full Moon/Asylum)
5	5	ANNE MURRAY (Capitol)
6	6	T.G. SHEPPARD (WB/Curb)
7	7	TANYA TUCKER (MCA)
8	8	MEL TILLIS (Elektra)
9	9	DOLLY PARTON (RCA)
10	10	KENNY ROGERS (Liberty)

Active Recurrents

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

- MAC DAVIS
Let's Keep It That Way (Casablanca)
- OUNCAN & FRICKE
He's Out Of My Life (Columbia)
- MERLE HAGGARD
Misery And Gin (MCA)
- JOHNNY LEE
Lookin' For Love (Full Moon/Asylum)
- BARBARA MANORELL
Crackers (MCA)
- DOLLY PARTON
Old Flames... (RCA)
- PORTER & DOLLY
Making Plans (RCA)
- EOOIE RABBITT
Driving My Life Away (Elektra)
- STATLER BROTHERS
Charlotte's Web (Mercury)



Biff Collie Inside Nashville

Country



Lynda Emon

HEADLINES: "Jim Ed & Helen break up" (this time for sure?) ... "Barbara Mandrell and the Mandrell clan all move to Hollywood for three months to film her six-show mini-series for NBC" ... "Rob Parrish appointed head of CMA's membership department" ... "Vic Damone makes the Nashville Sound with Jack Clement" (what a combination!) ... "Dick Clark's October 4th 'American Bandstand' will, for the first time in its 30 years, present an all-country show, with Alabama, Lacy J. Dalton, and other country records" ... "Justin Tubb celebrated his 25th anniversary as a member of the Grand Ole Opry" ... "Loretta Lynn sings on the Sesame Street Album" ... "Johnny Wilson, writer of 'Love The World Away,' 'Cheating On A Cheater' (Loretta's next single), dies of a heart attack at age 45" ... "Danny Davis's new vocalist is Jimmy C. Newman" ... "Whitey Ford (he's the world-famous 'Duke of Paducah') and his big fat wife, as he calls her (she's 4'11", 105 pounds) celebrate their 50th anniversary"

BARBARA MANDRELL, after negotiating a deal with Saul Ilson, head of variety programming for NBC, agreed to move her family to Hollywood for three months while in production on what now has developed into a six-episode mini-series of shows, with a 50-50 mix of music and comedy. The shows will run Saturday nights at 8:00 starting November 22, and are titled "Barbara Mandrell and the Mandrell Sisters," featuring Barbara, Louise and Irlene, plus selected guests, both country and otherwise. Barbara says the time slot makes it important they appeal to kids, teenagers, married people, and senior citizens, all at the same time. Sid & Mary Krofft will produce. If the show is a hit in the mini-series configuration, you can bet that NBC will be camping in nearby Sumner County on the Dudney doorstep till Barbara and Ken agree she should make it a weekly affair. Barbara and Ken leased a house in Beverly Hills. Barbara, last year's "Female Vocalist of the Year," and this year's cohost of those CMA Awards on Oct. 13, could well end up also being "Entertainer of the Year." That wouldn't hurt the success of the series either.

... & **MANY OTHERS:** Wouldn't it be interesting if, after their split as a duet (and friends say this will be permanent), Jim Ed Brown and Helen Cornelius should win this year's CMA "Duet of the Year" award again? ... Jim "Rockford Files" Garner's quiet visit in Music City netted him his first record session (he's done about everything else) under the direction of the distinguished Waylon Jennings, whose famous hands and voice are seen and heard often on TV's "Dukes Of Hazzard." It was sort of an experiment, they say, and if it sells, he'll probably come back and do an album ... Eddie Rabbitt's music publisher, appropriately named Briarpatch, is putting together materials for a "Best Of..." songbook to be published in early 1981 ... RCA Records has planned a major multifaceted marketing thrust for the new Ronnie Milsap "Greatest Hits" album ... "Lacy J. Dalton Day" was proclaimed recently in her hometown of Bloomsburg, PA ... By the way, Lacy will join fellow CBS artists Bobby Bare, Mickey Gilley, and Moe Bandy, along with Elektra's Johnny Lee, to entertain at the FICAP Banquet here during convention week. The banquet and show will be Friday, October 17 at the Hyatt Regency. WSM's Ralph Emery will serve as master of ceremonies ... Also during the convention, WBAP/Fort Worth air personality Bill Mack will do his all-night show from the Hyatt on October 14, 15, and 16 ... Michael Radford has been named Operations Manager of Ovation Records. He will continue to be involved with promotion and assist in the A&R department ... Leon Everette has been inked by RCA Records ... Gene Watson joins the MCA roster ... Roy Acuff, the second-oldest active record artist (remember George Burns?) has a new album of Hank Williams songs. That figures, since he is credited with having come back to Nashville to tell his publishing partner Fred Rose about

this skinny kid he had seen and heard down in Montgomery, Alabama ... Charlie Rich, the actor, whose costarring role in "Take This Job And Shove It" is the first time the Silver Fox has been on the silver screen, says he loves everything about acting except the hours! ("Going to bed at 4:45 and gettin' up at a quarter till five will kill you!") ... Ed Bruce appeared on the Opry for the first time since they moved from the old Ryman Auditorium ... Wonder why Willie Nelson is not a performer or presenter on the CMA Awards? ... Tanya Tucker taped a picture of



Glen Campbell & Tanya Tucker

Glen Campbell on the mike while she was overdubbing during sessions at Woodland Studios (for inspiration?) ... Joe and Betty Gibson (Nationwide Sound Distributors) planted a tomato seed in a bucket at their house last January. Today, that "seed" is 18 feet tall! (cut a hole in the roof, Joe?) ... Hoyt Axton and his piano-playing pal Donna Roberts (she's a longtime member of his band) say their meeting at the altar (Saturday, Oct. 4) in Lake Tahoe was to make permanent arrangements! Congratulations, Hoyt & Donna! ... Barbara Eden (remember "I Dream Of Jeannie?") will record the soundtrack of her NBC-TV "Harper Valley PTA" series at Shelby Singleton's Sound Studio, where "Harper Valley" began ... Jacky Ward guested on the Opry and at Jerry Lee Lewis's club last Saturday.

... "Charlie Daniels 'King for a Day' last weekend in his hometown of Mt. Juliet, Tennessee" ... "Dolly Parton brings Hollywood Home to Nashville" ... "The Great American Gospel Sound" taped another special here with Della Reese, Ramona & Grandpa Jones, the Happy Goodman Family, and special guest Andrae Crouch ... "Brenda Lee Tennessee's 1980 Christmas Seals Chairperson" ... "Lynda Emon invades Nashville to establish the Country Skates of America, introducing what she calls the next American entertainment boom" ... "Jerry Reed's six-episode mini-series, 'Concrete Cowboy,' begins filming here in late October" (pending the strike settlement) ... "Ramona & Grandpa Jones will lead the Veterans' Day Parade Nov. 11" he was an MP in World War II) ... "Uncle Len Ellis (he holds membership card #1 in the Country Music Association) informs they had 60,000 people at this year's Popcorn Festival in Len's town of Valparaiso, Indiana."



PRIDE PILOT — Charley Pride is seen here as emcee of a proposed television game show for the 1981 season. "The Great Country Music Game" will feature a celebrity panel that helps guests guess the titles of country songs. Along with Pride are contestants Chuck Flood and Naomi Judd. The pilot was taped at Opryland Studios in Nashville with Ray Stevens and Danny Davis in on the original show.



MCA SIGN-UP — Gene Watson recently signed an exclusive recording contract with MCA Records. On hand for the ceremonies are (l-r) MCA's Tony Tamburrano; MCA/Nashville President Jim Fogelsong; Gene; Russ Reeder, Watson's manager and producer; and MCA Marketing VP Chic Doherty. Watson's first MCA album is currently in production at Nashville's Sound Emporium.



P/A

POP/ADULT®

Mike Kasabo

Getting Aggressive In Raleigh

For more than 57 years, WPTF has been the top (or most certainly never far away from the top) station with adults in Raleigh, North Carolina. It seemed all this station had to do was turn the transmitter on to get the lion's share of listeners. Originally the calls meant "We Protect The Family," but during the last six or seven years, the "Family" seems to have become less and less protectable. Market after market seems to show fractionalization eroding those once "unbeatable monsters," from FM penetration or just greater competition on AM. Whatever the case, well-established long-term Pop/Adults have found cause to readjust their thinking for the future. We recently talked at length about this subject with WPTF Program Director Jimmy Dean. His comments, I believe, you'll find interesting.

R&R: It's almost like keeping an old man alive, or at least young, isn't it?

JD: It's really weird. Here I am programming a 57-year-old radio station that has been until just recently keying on a 35+ demo, with most people saying, "How do you do that and win anymore?" The answer is that we don't.

R&R: Please explain...

JD: What I'm saying is that we've never really been an aggressive station. It's always been, "Hey, we don't need to do that kind of thing, we don't need to sound aggressive." We were so laid back that everything started to catch up with us.

R&R: How are you keeping ahead of the pack?

JD: What we're doing is trying to reposition WPTF into something more than just a radio station, because we are more than just a radio station.

R&R: Could you be saying that you're offering some kind of mental picturing?

JD: Exactly. We're basically a TV station without pictures. Every day you hear us we sound different — we sound different at 9am than we do at 2:30pm. I go by the philosophy of the responsive chord theory — painting pictures literally.

R&R: What are the keys to this theory?

JD: Different programming elements, lots of communication between the audience and us, a lot of telephone talk in certain dayparts; we really have our ear on the public these days. While we're not totally different formats every day, we feature music from different periods during various times of the day; we even went back to 1942.

R&R: How can you maintain the younger side while peeking back to World War II? Let's discuss your programming philosophy and why you maintain you've changed it — at least to some degree.

JD: We have seen our numbers slide, going down to a 14 overall from a 24 in recent times. We're threatened every book by all kinds of new music formats. We have also lost, to some degree, that retentive illusion that when you think of radio you think of WPTF.

R&R: You mean like when you think of tissues you think Kleenex or with soft-drinks it might be Coca-Cola?

JD: Precisely. So we are thrusting ourselves back into that retentive "life-cycle" rather than the competitive cycle that we've been in for awhile. We are really having to work hard to be number one right now, which is in some ways a nice spot to be in, but it's a lot harder than some might think. When you're No. 1, everyone takes a shot at you. They all want to topple you if they can. And hey, that's the way it should be; I'm not complaining, just trying to stay on top.

R&R: So you're saying you're addressing that problem through marketing?

JD: We're saying that marketing is the key to the thing, because if you have a quality product, and you're already number one, you should maintain it . . .

R&R: But it doesn't always work that way . . .

JD: The problem to keeping a number one station number one is to make sure you have the best programming on the air, but even if it's tasteful and what they seemingly want, you can still lose that number one slot, unless you market it properly.

R&R: How are you going to go about properly marketing WPTF?

JD: It's basically involved with graphics and how we are using those graphics. Our theme is "57 Years Of What Radio Is All About." But it's the subliminal way that it is put in type. And then, "WPTF, Total Radio 68." And then the way we build on that, like in one of our full-page newspaper ads, it becomes a history lesson, starting in 1924 when we went on the air. In other words, instead of just having an ad that says, "Listen to us because we're good," we're giving them a news story to read about us, and while they're reading it they really get a sense of belonging to this station; it doesn't matter what age they are.

Update

THE KING COMES TO LA: The nationally known all night talk show program, "The Larry King Show," will broadcast live from its Los Angeles affiliate, KMPC, October 6, 7 and 8. Guests for those evenings include Milton Berle, Gene Autry, Frank Capra, Casey Kasem, Jimmy Stewart, and Gary Owens. For those not familiar with it, the show is actually two programs in one. From midnight to 3am, King interviews celebrity guests; and then the 3-5:30am segment he takes calls from listeners all over America . . . **KDKA/Pittsburgh** recently presented a program called "The Marriage Puzzle" which examined the reasons for the current high divorce rate. The reaction was extremely strong from listeners — and many responding seemed to indicate that couples are not giving their marriages enough time to develop . . . **WWWE/Cleveland** sponsored some events at the Geauga Amusement Park recently that featured a performance by Livingston Taylor. Station personalities were also on hand, as well as broadcasts from the station's mobile unit . . . **San Diego Chargers** wide receiver John Jefferson (who's right up there this year in receptions) recently joined KCBQ/San Diego's morning team of Charlie & Harrigan. Jefferson comes on each Monday through Friday morning at 7:40 to discuss previous as well as upcoming games with the comedy duo . . . **WNEU/Wheeling** will join the ABC Entertainment Network effective October 20 . . . **WORC/Orangeburg** 7pm-1am personality Lee Price entered into the hall of matrimony with Lynnette Williams recently . . .

Transition

Susan Hirsch has been named Publicity Director for KMPC/Los Angeles, coming from the programming department of the Golden West outlet. Her primary responsibilities will be in the area of press relations, on-air promotions, and coordination of the Speakers Bureau . . . **Ken Manning** has replaced Bob Bely as the morning personality of WNDB/Daytona. Also, Linda Block is a new part-time addition to the staff from WXTZ/Indianapolis . . . **New General manager** for WHBY/Apleton is Don Weir, who replaces L.J. Lancer. Also at WHBY, Dan Davis leaves as Operations Manager with no replacement named as yet . . . **Mark Robinson** is the new Program Director and air personality of WABZ/Albemarle, NC, coming from WTMA/Charleston. He replaces Ted Bell, who was handling the PD and Sales Manager position . . . **New air personality** at WISN/Milwaukee is Ron Richards, who comes from weekends and will now handle the 10pm-1am shift . . . **Rick Morgan** has changed his position from Program Director to Production Director of WEBC/Duluth — also at WEBC, Jim Casey is the new PD, from KCLD/St. Cloud, where he was also PD . . . **Bruce Allen** is the new PD of KBLF/Red Bluff from KNCO/Grass Valley, CA, replacing Terry Lee . . .

R&R: Recycling is critical for an old-line Pop/Adult image. What are you going to offer those below 25?

JD: In 1981 I'm going to get a motor home equipped with a studio and totally customize it with all the latest things. In another part of the wheels, I'm going to put in a radio museum. A communications museum, we'll call it. We'll have radio memorabilia from the Raleigh area. Old photographs, early cart machines playing old music, everything reasonable from the beginning right up to our current state of the art. Call it a time machine, or whatever you want, but I'll take it to schools along with our personalities and I'll make an irreversible impression on not only the school kids, but anyone else who comes to see it.

R&R: An in-person blitz will be great, but what'll be on the air for the kids?

JD: We're very heavy into sports and I can tell you right now that kids, even the young girls in this area, are into sports. We're also looking at direct mail as part of our five-year plan.

R&R: How are you going to work that direct-mail plan?

JD: First of all, those who come to town, or who are already here, will be seeing our outdoor campaigns, which should be enough to get them. But if it doesn't, we're going to resort to direct mail. Specifically the little flexible records that you find in Reader's Digest sometimes. Anyway, there is a company that markets these on postcards, and so you just do a nice slick scope of your station, put it on the disc, place any printing you want on the back and you're in business. It's one of the most effective pieces of direct mail I've seen for a radio station.

R&R: Many readers will be interested in that. What else might you see in store for you and WPTF?

JD: We're prepared for satellite, especially in the area of information . . .

R&R: The proliferation of news and information is a natural; even now it's the leading cause for satellites . . .

JD: We've got a dish going up on top of the building in January. You see, I feel that radio in the 80's will not be terribly unlike radio of the 40's, except we're going to have such better technology. Radio of the 40's was fantastic, but the technology was archaic, even then!

R&R: But surely you're not going to turn back the clock in Raleigh?

JD: We're not going to dwell on yesterday at all; what we're going to do is make radio a much greater part of people's lives, as it once was before TV. Radio took us to war, brought us back, and made up a part of everything that happened. Today they talk about 62-channel TV sets; what the hell are they going to put on 62 channels? We've been communicating on 680 kilocycles at 50,000 watts for 57 years. AM hasn't anything to worry about as long as we remain smart and start to hustle. If we sit on our asses the way we have we'll only have ourselves to blame.

Color

BREAKFAST AT SEA: What do you feed a Dolphin for breakfast? A Miami Dolphin, that is. Well, WGBS/Miami is going to offer the listener who comes up with the most original and creative breakfast menu a chance to eat a morning meal with a Dolphin player. The contest is called "What Do You Feed A Dolphin For Breakfast?" and will sponsor a series of six Monday morning breakfasts with a player and the station's Sports Director Joe Croghan. Although winners must provide ingredients for their creative menu, WGBS will reimburse expenses up to \$25, as well as provide a chef from a local restaurant, and maid service to handle the dishes in their home, where the eating will take place. The station will also broadcast from the winner's home during the sports reports.

INFLATION FIGHTING IN PHOENIX: KARZ is currently running a contest designed to help listeners fight the inflation problem. Called the "Great Inflation Fighter," it offers such prizes as free rent or mortgage payments, a free month's of utilities, milk for a year, bags of grocery items, and other money burners. This postcard promotion also offers nights on the town, and mini-vacations, but listeners must respond within 96 seconds also lost, to some degree, that retentive illusion that when

P/A

POP/ADULT®

BREAKERS®

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

KENNY ROGERS

Lady (Liberty)

64% of our reporters are on it. A whopping 52 adds this week, the most in recent memory. They include KSL, KAKZ, WELI, WDAE, WGY, KAAY, WIOD, WRVA, KOB, WIP, KLO, KRMG, KPPL, WBEN, WHBC, KFMB, WPRO, KMED, WSM-FM, KING, KXIC, KMJJ, WHAM, WCBM, WNEW, WHIO, KOGO, KHOW, KEX, WCMB. Key moves: 38-28 WSGW, 28-25 KDKA, debut 19 WWWE, debut 21 KOLO, debut 26 KMBZ, debut 27 WHAG. Hot at WASH, KNBR, KLOK. Debuts at No. 26 on P/A chart.

LARSEN-FEITEN BAND

Who'll Be The Fool Tonight (WB)

53% of our reporters are on it. Add WGY, KNBR, WDAE, WELI, WLTA, WHBY, WFDF, WDEF, WEBC, WDBO, KXIC, KSFO, KMED, WRVA. Key moves: 22-19 WPRO, 34-29 WHBC, 33-28 KRKO, 23-20 KDKA, 23-20 WMAZ, 29-26 WHIZ, 29-26 WQUD, debut 19 KRMG, debut 23 KEX, debut 26 WLNH, debut 28 WDAK, debut 28 WJBO. Jumps 32-27 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.

RAY, GOODMAN & BROWN "My Prayer" (Polydor) 50/4 add KING, WSGW, WLNH, WLTA. Key moves: 10-7 WSB, 21-16 WEIM, 21-15 KMBZ, 19-14 WSTV, 23-19 WLW, 29-23 WHBC, 20-16 K59, debut 30 WJBO. Heavy rotation: KSL. Increased 31-28 on P/A chart.

CRYSTAL GAYLE "If You Ever Change Your Mind" (Columbia) 48/14 add KHOW, WCCO-FM, WRVA, KMRJ, WQUD, WHBY, WFDF, WGR, WND, WNFL, WDBO, KSFO, WABZ, WORG. Key moves: 29-20 WTAR, 30-26 WHAG, 28-22 KSTP, 27-20 KMBZ, 31-27 WBT, debut 23 WPRO, debut 27 KMED. Increased 39-31 on P/A chart.

MELISSA MANCHESTER "If This Is Love" (Arista) 48/9 add WGR, KGGF, WHAM, WQAI-FM, KBLF, WOOD, WEIM, KLMS, WGY. Key moves: 29-26 WFDF, 29-23 WSGW, 29-24 KSTP, debut 29 WSM-FM, debut 29 KMBZ, debut 30 KLO, debut 32 WORG. Heavy rotation: WSBA. Increased 35-32 on P/A chart.

MICHAEL JOHNSON "You Can Call Me Blue" (EMI America) 40/2 add KOLO, WIOD. Key moves: 29-23 WHAG, 25-20 KMED, 22-19 WEIM, debut 30 KWOS. Increased 34-33 on P/A chart.

CLIFF RICHARD "Dreaming" (EMI America) 42/15 adds include WQUA, KGGF, KNBR, WSLI, WQAI-FM, WBZ, WMAZ, WFR, WHEN, KFOD, WDAK. Key moves: 27-24 KWOS, 26-21 KDKA, 34-29 KRKO, 33-30 WHAG, debut 24 WLW, debut 25 WPRO, debut 29 WNEU, debut 30 WQUD. Debuts at No. 35 on P/A chart.

HALL & OATES "You've Lost That Lovin' Feeling" (RCA) 41/21. P/A programmers are really going for this Righteous Bros. remake, adds include WIP, WBT, KEX, WHBY, WCBM, WEBC, WGY, WRVA, WCCO-FM, WSLI, WJON, KPPL. Key moves: 27-23 WSM-FM, debut 19 WGR, debut 23 WBEN, debut 24 WSTV, debut 26 KOLO, debut 29 WLNH, debut 30 WWWE. Hot at WTAE. Debuts at No. 36 on P/A chart.

NEIL SEDAKA "Letting Go" (Elektra) 41/2 add WBT, WSJS. Key moves: 29-26 KAAY, 34-23 KMED, 28-26 KSTP, 33-30 WORG, 30-26 KLO, 10-7 KBLF. Increased 38-37 on P/A chart.

IRENE CARA "Out Here On My Own" (RSO) 38/8 add WSGW, KOGO, KRZI, WHBC, KSTP, WCHV, WDEF, KMRJ. Key moves: 11-8 WHAG, 19-12 KMED, 28-22 WSM-FM, 30-27 WQUD, 25-21 WYMC, 26-22 KRKO, 26-22 WDAK, debut 18 KBLF, debut 28 WMAZ. Increased 40-38 on P/A chart.

ROGER DALTRY "Without Your Love" (Polydor) 35/10 add WSB, WHAM, WSLI, KOY, KPPL, WFTL, WHIZ, KBLF, WDEF, KWOS. Key moves: 27-23 KFMB, debut 23 KOLO, debut 29 WJBO. Hot at WGY. Debuts at No. 40 on P/A chart.

Others Getting Significant Action

LEO SAYER "More Than I Can Say" (WB) 37/17 adds include WRVA, WSGW, WGR, WDF, WQAI-FM, WHBY, KEX, WBT, WBAL, KDKA, WCFR, KFOD, KPPL, KLO. Moves: 21-18 WYMC, 26-19 WMAZ, 36-28 WORG, 29-24 KOLO, 29-23 WSTV, 28-24 WSB, debut 28 WSM-FM.

ELO "All Over The World" (MCA) 36/3 add WHEN, WSGW, WSIX. Moves: 15-11 WMAZ, 11-8 KRKO, 11-8 WHIZ, 9-4 WFYR, 9-7 KWOS, 30-17 WSTV, 22-19 WHBC, 24-20 WORG.

ALI THOMSON "Live Every Minute" (A&M) 29/12 add KFOR, WSLI, WKHM, WGR, KRKK, KPPL, WHBC, WHAG, WABZ, WLW, WHIZ, WSTV. Moves: 36-30 KRKO, debut 26 WMAZ, debut 29 KOLO.

POCO "Midnight Rain" (MCA) 26/8 add WKHM, KGGF, WHBC, KRMG, WEBC, WCCO-FM, WMAZ, WQAI-FM. Moves: 23-20 KFMB, 30-26 WTAR, 31-28 WLVA.

JANIS IAN "The Other Side Of The Sun" (Columbia) 25/3 add KRKO, WFDF, KGGF.

DON WILLIAMS "I Believe In You" (MCA) 22/6 add KLOK, WTAR, KLO, WFTL, WHIZ, WRVA. Moves: 1-1 KRMG, 8-1 KMBZ. Hot at KOY.

DELIVERANCE "Leaving L.A." (Columbia) 20/1 add WDEF.

COMMODORES "Heroes" (Motown) 19/3 add KMED, KOLO, WIOD. Moves: 25-21 WWWE, 26-21 WSTV, 29-24 WLVA, debut 29 KLO.

AMII STEWART & JOHNNY BRISTOL "My Guy/My Girl" (Handshake) 19/2 add KSL, WSIX. Moves: 25-21 WPRO.

DIANA ROSS "I'm Coming Out" (Motown) 18/7 add WKHM, WSLI, WQUD, WSTV, WJON, WLW, KGGF. Moves: 22-19 WBEN, 24-22 WPRO, debut 24 WYMC, debut 27 WNEU.

WHITNEYS "Heaven In My Arms" (WB/Curb) 18/1 add WND, WSB. Moves: 8-7 WSTV, 30-27 KLO.

DONNA SUMMER "The Wanderer" (Geffen/WB) 17/5 add WLW, WNEU, KSFO, WFYR, KRKK. Moves: 27-20 WEIM, 29-27 WQUD, 23-20 WPRO.

STACY LATTISAW "Let Me Be Your Angel" (Cotillion) 17/3 add WWWE, KGGF, KMRJ. Moves: 20-16 WSTV, 17-9 WJBO.

OAK RIDGE BOYS "Heart Of Mine" (MCA) 17/1 add WOOD. Hot at KOY.

SAMMY JOHNS "Falling For You" (Atlantic/Real World) 16/3 add KSL, WND, WSJS. Hot at WKIQ.

Radio & Records

POP/ADULT AIRPLAY / 40

Three Weeks Two Last This Weeks Weeks Week Week

October 3, 1980

Three Weeks	Two Weeks	Last Week	This Week	
2	1	1	1	BILLY JOEL/Don't Ask Me Why (Columbia)
4	2	2	2	PAUL SIMON/Late In The Evening (WB)
9	7	3	3	DIONNE WARWICK/No Night So Long (Arista)
18	13	6	4	BARBRA STREISAND/Woman In Love (Columbia)
17	15	9	5	BOZ SCAGGS/Look What You've Done To Me (Columbia)
13	10	10	6	DIANA ROSS/Upside Down (Motown)
10	9	7	7	CARLY SIMON/Jesse (WB)
5	4	4	8	EDDIE RABBITT/Drivin' My Life Away (Elektra)
3	3	5	9	JOHNNY LEE/Lookin' For Love (Full Moon/Asylum)
14	12	12	10	OLIVIA NEWTON-JOHN w/ELO/Xanadu (MCA)
27	19	15	11	STEPHANIE MILLS/Never Knew Love Like This Before (20th)
25	20	18	12	POINTER SISTERS/He's So Shy (Planet)
29	22	16	13	DOOBIE BROTHERS/Real Love (WB)
7	8	13	14	AIR SUPPLY/All Out Of Love (Arista)
12	11	11	15	GEORGE BENSON/Give Me The Night (WB)
40	27	21	16	ANNE MURRAY/Could I Have This Dance (Capitol)
6	5	8	17	AMBROSIA/You're The Only Woman (You And I) (WB)
34	28	24	18	AL STEWART/Midnight Rocks (Arista)
15	14	14	19	LARRY GRAHAM/One In A Million You (WB)
1	6	17	20	CHRISTOPHER CROSS/Sailing (WB)
8	16	19	21	NATALIE COLE/Someone That I Used To Love (Capitol)
-	37	28	22	WILLIE NELSON/On The Road Again (Columbia)
19	17	20	23	BOB SEGER/You'll Accompany Me (Capitol)
39	35	29	24	AMY HOLLAND/How Do I Survive (Capitol)
31	26	25	25	SEALS & CROFTS/First Love (WB)
-	-	-	26	KENNY ROGERS/Lady (Liberty)
-	36	32	27	LARSEN-FEITEN BAND/Who'll Be The Fool Tonight (WB)
35	33	31	28	RAY, GOODMAN & BROWN/My Prayer (Polydor)
20	23	26	29	ROBBIE DUPREE/Hot Rod Hearts (Elektra)
16	18	22	30	LIVINGSTON TAYLOR/First Time Love (Epic)
-	-	39	31	CRYSTAL GAYLE/If You Ever Change Your Mind (Columbia)
-	39	35	32	MELISSA MANCHESTER/If This Is Love (Arista)
-	40	34	33	MICHAEL JOHNSON/You Can Call Me Blue (EMI America)
30	29	30	34	ELTON JOHN/Sartorial Eloquence) Don't Ya Wanna Play This Game...(MCA)
-	-	-	35	CLIFF RICHARD/Dreaming (EMI America)
-	-	-	36	HALL & OATES/You've Lost That Lovin' Feeling (RCA)
-	-	38	37	NEIL SEDAKA/Letting Go (Elektra)
-	-	40	38	IRENE CARA/Out Here On My Own (RSO)
38	34	36	39	CHICAGO/Thunder And Lightning (Columbia)
-	-	-	40	ROGER DALTRY/Without Your Love (Polydor)

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:

- KENNY ROGERS**
Lady (Liberty)
Added at 46% of our reporting stations.
- HALL & OATES**
You've Lost That Lovin' Feeling (RCA)
Added at 15% of our reporting stations.
- LEO SAYER**
More Than I Can Say (WB)
Added at 15% of our reporting stations.
- CLIFF RICHARD**
Dreaming (EMI America)
Added at 13% of our reporting stations.
- CRYSTAL GAYLE**
If You Ever Change Your Mind (Columbia)
Added at 12% of our reporting stations.
- LARSEN-FEITEN BAND**
Who'll Be The Fool Tonight (WB)
Added at 12% of our reporting stations.
- WILLIE NELSON**
On The Road Again (Columbia)
Added at 12% of our reporting stations.

Hottest:

- BARBRA STREISAND**
Woman In Love (Columbia)
Reported hot at 88% of our stations.
- PAUL SIMON**
Late In The Evening (WB)
Reported hot at 43% of our stations.
- BOZ SCAGGS**
Look What You've Done To Me (Columbia)
Reported hot at 39% of our stations.
- BILLY JOEL**
Don't Ask Me Why (Columbia)
Reported hot at 37% of our stations.
- DIANA ROSS**
Upside Down (Motown)
Reported hot at 34% of our stations.
- OLIVIA NEWTON-JOHN w/ELO**
Xanadu (MCA)
Reported hot at 32% of our stations.
- DOOBIE BROTHERS**
Real Love (WB)
Reported hot at 31% of our stations.
- OLIVIA NEWTON-JOHN w/ELO**
Xanadu (MCA)
Reported hot at 32% of our stations.
- DOOBIE BROTHERS**
Real Love (WB)
Reported hot at 31% of our stations.

JACKSON BROWNE "That Girl Could Sing" (Asylum) 15/4 add WHBC, WSM-FM, WHIZ, WBOV. Moves: 29-25 KRKO, debut 27 WSTV.

LOBO "With A Love Like Ours" (Elektra/Curb) 15/4 add WYMC, KRKO, WMAZ, WHIO. Debuts 28 WSTV, debuts 29 WEIM.

EXILE "Take Me Down" (WB/Curb) 15/3 add WABZ, WDAK, WSJS. Moves: 34-25 WLNH, debut 26 WSTV.

NIELSEN/PEARSON "If You Should Sail" (Capitol) 14/6 add WRIE, WPRO, WEIM, WGY, WMAZ, KOY. Moves: 22-19 WLVA, 21-19 WSM-FM.

LEFT BANKE "Queen Of Paradise" (Camerica) 14/2 add WSB, WFDF.

FRED KNOBLOCK "Let Me Love You" (Scotti Bros.) 13/11 add WSTV, KWOS, WHOK, WND, KBLF, KMED, WRIE, WSB, WQAI-FM, KGGF, KRKK.

FRANK STALLONE "Case Of You" (Scotti Bros.) 12/9 add WCCO-AM, KGGF, WCFR, KLO, WABZ, KMED, WDAK, WSB, WKHM.

MECO "Love Theme From Shogun" (RSO) 11/4 add KFOD, KUGN, WBT, WHIO.

O'JAYS "Girl Don't Let It Get You Down" (Philadelphia International) 11/4 add WIP, KSL, WSIX, KOY. Moves: 11-9 WORG, 28-25 WLTA.

WAYLON JENNINGS "Theme From The Dukes Of Hazard" (RCA) 11/3 add WYMC, KRNT, WSJS. Moves: 10-7 KRMG, 30-26 WHIZ.

ENGELBERT "Don't Touch That Dial" (Epic) 10/3 add KSL, WDBO, WLTA. Hot at KUGN.

WAYNE MASSEY "One Life To Live" (Polydor) 10/2 add WORG, WCFR.

CAROLE KING "Oh No Not My Baby" (Capitol) 10/1 add WKHM.

EMMYLOU HARRIS "The Boxer" (WB) 9/5 add WDEF, KLO, KFOD, WHIO, WCCO-AM.

KORGIS "Everybody's Got To Learn Sometime" (Asylum) 9/5 add KOLO, WEIM, WSTV, KWOS (ral), WCCO-AM.

STEVIE WONDER "Master Blaster (Jammin')" (Tamla) 9/3 add WYMC, WCMB (dp), KFOD.

AVERAGE WHITE BAND "For You, For Love" (Arista) 9/1 add WORG. Moves: 32-30 WLVA.

PURE PRAIRIE LEAGUE "Almost Ready" (Casablanca) 9/1 add WDAE. Moves: 25-22 WQUD.

MICKEY GILLEY "That's All That Matters" (Epic) 8/8 add KGGF, WSB, WLTA, WSB, WCCO-AM, WOOD, KMBZ, KRMG.

FIREFALL "Only Time Will Tell" (Atlantic) 8/6 add KRKO, WDFI (dp), KLO, WORG, KMBZ, WSB.

PORRAZZO "Take A Look At Me" (Polydor) 8/1 add WDFI (dp).

KIM CARNES "Cry Like A Baby" (EMI America) 7/3 add WABZ, WYMC, WHOK.

JIMMY HALL "So Happy That Love Has Found You" (Epic) 7/3 add WORG, WEIM, WSIX.

JIM HURT "I Love Women" (Scotti Bros.) 7/3 add WDFI (dp), KGGF, WKIQ.



Black Radio

Bill Speed

KSOL Removes The Musical Boundaries

KSOL/San Francisco (based in suburban San Mateo) jumped into a tie for third in the competitive Bay Area market in the July/August Arbitron ratings, moving from a 4.3 to a 4.8. I spoke with Operations Manager J.J. Jeffries about how he achieved this standing, and he delivered some thought-provoking opinions on arbitrary music labels and their limitations as well as the problems Black stations have with their sales images even when they're close to the top of their markets in ratings.

R&R: It seems like with this last book you've accomplished what you came out West to do. How did you do it?

JJ: Let me put it to you this way. We came in to try and prove that music is the universal language and that

"Most people put labels on music: R&B, pop, jazz, disco. We don't believe in labels. Once you put a label on it, you put up a boundary and you can only go so far."

it had no boundaries. Most people put labels on music: R&B, pop, jazz, disco. We don't believe in labels. Once you put a label on it, you put up a boundary and you can only go so far. But there should be no boundaries. No one has any limitations.

R&R: In terms of on-air presentation of music, what did you do? You beat a long-time rocker there, KFRC, and a few others who had been established for quite a while.

JJ: It was a lot of theory that had worked before in other markets. It's a mixture of music, a way of mixing your music and creating a certain attitude. There are no limitations to what you can do, as I said. So you don't classify music and you have a mixture of music. If you put a classification on music, there would be certain things you would not play.

R&R: Was music the sole factor in your winning?

JJ: No, not at all. It couldn't have been pulled off without the jocks and the entire staff. They made it happen. Without their openness and willingness to learn, it wouldn't have been possible.

R&R: How long have you been in the market?

JJ: Almost five years.

R&R: You've been coming on since you've been

there. Was it that each book you changed your appeal or approach or you just tinkered with it until you got it where you want it to be?

JJ: You just fine-tune it after a point. The problem was that coming into this market, the announcers that we had had never been trained. The thing to do was to restructure and train all of the announcers.

R&R: Train them in what way?

JJ: To become announcers and not disc jockeys.

R&R: How do you see the difference?

JJ: Teach them how to deliver, about flow, and technique.

R&R: Let's take that a step further and talk about your whole mechanical approach.

JJ: We mixed our current records with our old, we mix jazz with pop, and come up with a type of music mixture.

R&R: What are your plans now that you've reached third in the market?

JJ: To keep fine-tuning. I think we've just reached the foundation. It hasn't reached its full potential yet.

R&R: What have you done for the fall? Have you recycled your audience at all, come up with any different kind of on-air presentations of block programming because of back-to-school?

JJ: You must fine-tune at different times of the year to compensate for your audience. We might change a few records here and there, but other than that we might change our involvement in the community to compensate for it. If the kids were back in school, we might change our involvement in the community to be more housewife-oriented or to the person who is outdoor-oriented, if you have that kind of job. The people who would have accessibility to radio.

R&R: What is your new goal from this point on?

JJ: To keep going up. We've just reached the foundation. We're at the beginning, the work is just starting. Most people would say it is over now. There is a staff of 25 people here depending on this thing going further. And there is a community out there depending on us to help them also.

R&R: How would you describe your audience?

JJ: San Francisco is the largest multi-cultured city or area in the country. As a matter of fact, it has been referred to as the only 'international' city. You have 10% blacks out of 4.7 million people and I guess the majority would be Caucasian with many other minorities. Any minority you can name you'll find in the Bay Area. And that's why it is important that we don't label ourselves and our music.

R&R: Why do you think the traditional Black radio stations stay around a number 10 ranking in the market?

JJ: It's a stereotype. The problem with most traditional radio stations is we are locked in by popular opinion and nine times out of ten, popular opinion is wrong. You can be a so-called Black station and be number one in the market, and don't get general market buys because your audience is supposedly black. How can you be in a market with five million people, 10% black, and be number one, and then have people say you can't get a particular buy because your audience is black? It doesn't make sense. Also, you're in this business to do the job. In most so-called R&B or black stations, popular opinion has it that the philosophy is, 'Brother, give your brother a job. Help your brother.' I agree, help my brother if my brother is willing to help himself. If I have to make my brother's living then I don't need him. We all have enough personal problems, so if we are in the business to get the job done, then we should hire the people who are going

"How can you be in a market with five million people, 10% black, and be number one, and then have people say you can't get a particular buy because your audience is black?"

to do the job. If your brother isn't going to do it, why make everything worse? If you have a fixation that it must be your brother, otherwise I can't do it, you will never succeed. As black people the first thing we say is "racism" or "prejudice." And the reason most black people don't get anywhere is because they use prejudice as an excuse. It's wrong when other people do it to them, but it's right when they do it to somebody else. I don't understand it.

People

Larry O'Jay has resigned his post as Music Director as well as his airshift at KMJQ/Houston to move to WGCI/Chicago to do afternoon drive. Replacing O'Jay is Robert V. from in-house . . . Joe Johnson, WILD/Boston's Music Coordinator, has been recently appointed Reggae Coordinator for Boston's first and only reggae program at WERS/Boston, Emerson College's station . . . WTJZ/Newport News has a new Sales Manager, Frank Halison, formerly of WKIE/Richmond, where he served as account exec . . . KDIA/Oakland has a new full-timer, Jay Smith, who replaces Sam Weaver . . . Enoch Gregory has exited WAMM/Flint as Program Director. Gregory joins Religious-formatted WYCB/Washington, D.C. He will be replaced by John Tatum from in-house . . . G. Keith Alexander has rejoined the airstaff at WKTU/New York . . . 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, R&R, 1930 Century Park West, Los Angeles, CA 90067 . . .

Places

WLOU/Louisville was the place where a crowd estimated at over 3000 people came to the "13-LOU" studios to celebrate the station's 30 years of service to the community. WLOU held an open house as well, with guests treated to guided tours of the facility and a chance to win door prizes which included a Barry White waterbed giveaway and a chance to travel to the West Coast to meet Barry himself . . . KDIA/Oakland recently participated in the local Elmhurst Day parade with Public Affairs Director Khalil Faheem serving as Grand Master of the event . . . KDAY/Los Angeles is the official L.A. station to host the Commodores-sponsored giveaway of a new Mercedes-Benz to a lucky listener . . .

Things

ON THE AIR: Betty Carter recently visited the studios of WJZZ/Detroit, where she hosted a two-hour show. The station also held an on-air tribute to the late Bill Evans with artists such as Helen King, Marc Johnson and Joe LaBarbera calling in to talk about what it was like working with Evans . . . WPXI/Charleston has a new music line number: (803) 571-7793 . . . KYAC/Seattle recently held a weekend radiothon for voter registration (9-27) . . . WJJS/Lynchburg recently aired a Rockie Robbins showcase (9-28) . . .



WHITE HOUSE LAUDS MINORITY INCREASE — President Jimmy Carter is pictured at the podium speaking before the recent (9-11) NTIA-hosted White House symposium and reception honoring the 100 percent increase in minority-owned and operated broadcast facilities since the Carter-sponsored program began in 1978 (R&R 9-19).

Pop/Rhythms

HOTTEST

Following are listed in order of their airplay activity.

- STEVIE WONDER**
"Master Blaster (Jammin')" (Tamla)
- TOM BROWNE**
"Funkin' For Jamaica (NY)" (GRP/Arista)
- EARTH, WIND & FIRE**
"Let Me Talk" (ARC/Columbia)
- STEPHANIE MILLS**
"Never Knew Love Like This Before" (20th)
- ZAPP**
"More Bounce To The Ounce" (WB)
- STACY LATTISAW**
"Let Me Be Your Angel" (Cotillion)
- JACKSONS**
"Lovely One" (Epic)
- DIANA ROSS**
"I'm Coming Out" (Motown)
- LTD**
"Where Did We Go Wrong" (A&M)
- MINNIE RIPERTON**
"Here We Go" (Capitol)
- QUEEN**
"Another One Bites The Dust" (Elektra)
- GRANDMASTER FLASH**
"Freedom" (Sugar Hill)
- DELLS**
"I Touched A Dream" (20th)

CLIMBERS

Following are listed in order of their airplay activity.

- O'JAYS** "Girl, Don't Let It Get You Down" (TSOP) 59% reporting. Climbing at WGIV, KMJQ and WDIA with hot rotation at WJJS, WKXI, WYLD, WHRK, WVEE, WPXI and WVOL in the South. Hot at WVON and WJMO; climbing at KATZ in the Midwest. Medium airplay at WWIN and WDAS while hot at WKND, WXYV and WILD in the East. Climbing at KDIA and KLIP with hot airplay at KDKO in the West.
- BRICK** "Push Push" (Bang) 59% of our reporters are on it. The South shows medium airplay at WYLD, WJJS and WAOK with hot rotation at WVOL, WOIC, WHRK, WVEE, WKXI, KMJQ, WANT and WPDQ. Hot at WXYV; climbing at WKND, WAMO, WILD and WDAS in the East. Climbing at WKWM while hot at WLOU, WWWS and WVKO in the Midwest. New at KDKO and climbing at KDAY in the West.
- RAY, GOODMAN & BROWN** "My Prayer" (Polydor) 59% reporting airplay. Hot at WDAO; climbing at WBMX, WTLC, WVON, KATZ, WJMO and WVKO in the Midwest. The South reflects an add at WYLD, climbing at WPDQ, WAOK, WJJS, WDIA and WVOL, and hot at WKXI and WGIV. Hot at KDAY; climbing at KDKO, KLIP and KSOL in the West. Medium airplay at WAMO and WKND while hot at WWRL in the East.
- MICHAEL HENDERSON** "Wide Receiver" (Buddah) 57% reporting action. The East shows hot rotation at WWIN, WXYV, WAMO and WDAS. Hot at WBMX, KATZ, WJMO, WKWM and WWWS in the Midwest. Climbing at KDKO with hot airplay at KSOL in the West. The South shows an add at WPXI, medium airplay at WJJS and WGIV, and hot rotation at WPDQ, WAOK, KMJQ, WDIA, WHRK, WVEE and WVOL.
- PRINCE** "Uptown" (WB) 57% reporting. Added at WANT, KMJQ, WKXI and WDIA with medium airplay at WVOL, WOIC, WHRK, WVEE and WAOK in the South. New at WBMX, WLOU and WJMO, climbing at WVKO, WWWS, KATZ and WDAO, and hot at WTLC in the Midwest. Debuting at WAMO; climbing at WXYV and WWIN in the East. Climbing at KDAY in the West.
- POINTER SISTERS** "He's So Shy" (Planet) 51% reporting action. The East reflects medium airplay at WDAS and hot airplay at WKND and WILD. New at WOIC, climbing at WVOL, KMJQ, WGIV and WPDQ, and hot at WJJS, WKXI, WDIA, WYLD and WPXI in the South. Medium airplay at WVON, WJMO and WVKO in the Midwest. Hot at KDAY and climbing at KDIA and KSOL in the West.
- TEENA MARIE** "I Need Your Lovin'" (Gordy) 51% of our reporters are on it. Climbing at WWIN, WAMO, WILD and WDAS in the East. Medium airplay at WAOK, WJJS, WKXI, WDIA and WPXI with an add at KMJQ in the South. New at WAMM, climbing at KATZ, WKWM and WVKO, and hot at WMBX and WTLC in the Midwest. Added at KDKO, climbing at KSOL, and hot at KDAY in the West.
- JONES GIRLS** "Dance Turned Into A Romance" (Philadelphia International) 44% reporting. Climbing at WKXI, WDIA, WHRK, WVEE and WVOL in the South. The East shows an add at WWIN with medium airplay at WXYV, WILD, WWRL and WKND. Hot at KATZ and WWWS; climbing at WLOU, WJMO, WKWM and WVKO in the Midwest. Added at KDIA and KSOL in the West.
- MTUME** "Give It On Up" (Epic) 43% reporting activity. Hot at WWRL with medium airplay at WWIN, WXYV and WDAS in the East. Climbing at KDAY and KSOL in the West. Hot at WBMX; climbing at KATZ and WJMO in the Midwest. The South shows hot rotation at WGIV, WAOK and WDIA with medium airplay at WJJS, WHRK, WVEE and WVOL.
- SPINNERS** "Now That You're Mine Again" (Atlantic) 41% reporting action. Added at WAMO while climbing at WKND, WDAS and WWRL in the East. Climbing at WAOK; hot at WGIV, WDIA and WOIC in the South. New at WVON, climbing at WJMO and WVKO, and hot at WAMM and WDAO in the Midwest. Medium activity at KDAY and KLIP in the West.

- DIONNE WARWICK** "No Night So Long" (Arista) 38% reporting. The South shows it climbing at WPXI and WGIV; hot at WVEE, WHRK and WAOK. Climbing at WBMX, WTLC, WVON and WJMO in the Midwest. Medium airplay at KLIP and KSOL in the West. Hot at WXYV with medium airplay at WAMO and WKND in the East.
- McFADDEN & WHITEHEAD** "I Heard It In A Love Song" (TSOP) 38% of our reporters are on it. Climbing at WVOL and WKXI; hot at WGIV, WANT, WJJS and WYLD in the South. Added at WVON, climbing at WKWM, WWWS and WVKO in the Midwest. Climbing at KDIA and KSOL in the West. Climbing at WWIN and WILD in the East.
- MELBA MOORE** "Everything So Good About You" (Epic) 35% of our reporters are on it. Added at WANT, climbing at WDIA, WHRK and WVEE, and hot at WAOK in the South. Climbing at WWWS, KATZ and WLOU; hot at WBMX and WDAO in the Midwest. Medium airplay at WAMO and WXYV in the East. Climbing at KDKO in the West.
- DONNA SUMMER** "Walk Away" (Casablanca) 32% reporting activity. Added at WBMX and WVON; climbing at WDAO and KATZ in the Midwest. New at WPXI, climbing at WAOK and WOIC, and hot at WHRK and WVEE in the South. Hot at WXYV; climbing at WWIN in the East. Climbing at KDIA in the West.
- TYRONE DAVIS** "How Sweet It Is" (Columbia) 32% of our reporters are on it. New at WKND in the East. Added at WDIA and WVOL, climbing at WOIC and WGIV, and hot at WAOK in the South. Debuting at WBMX, climbing at KATZ and WJMO, and hot at WDAO, WWWS and WAMM in the Midwest.
- STYLISTICS** "Hurry Up This Way Again" (Philadelphia International) 32% reporting airplay. Medium airplay at WILD, WDAS and WWRL in the East. Added at WYLD; climbing at WKXI, WJJS and WAOK in the South. New at WDAO and WKWM; climbing at WJMO in the Midwest. Medium airplay at KDIA and KLIP in the West.
- BOB MARLEY & THE WAILERS** "Could You Be Loved" (Island) 32% of our reporters are on it. New at WDAO and WBMX, climbing at KATZ, WAMM and WVKO in the Midwest. Added at WWRL; climbing at WWIN and WKND in the East. New at WDIA and climbing at WAOK in the South. Debuting at KDKO with medium airplay at KDIA in the West.
- S.O.S. BAND** "S.O.S." (Tabu) 30% reporting. The Midwest shows an add at WLOU, KATZ, WJMO and WAMM while climbing at WVKO, WKWM, WDAO and WTLC. Hot at KDAY; climbing at KLIP in the West. Hot at WOIC in the South.
- CRUSADERS** "Soul Shadows" (MCA) 30% reporting activity. Hot at WDIA; climbing at WPDQ, WKXI, WYLD, WHRK and WVEE in the South. Climbing at WVON and WDAO in the Midwest. Hot at KLIP with medium airplay at KSOL in the West. Climbing at WXYV in the East.

NEW & ACTIVE

- JOHNNY GUITAR WATSON** "Telephone Bill" (DJM) 27% reporting airplay. Added at WJMO; climbing at WBMX, WLOU, KATZ and WKWM in the Midwest. New at WVOL; climbing at WOIC and WKXI in the South. Climbing at WAMO and WWIN in the East.
- REDDINGS** "Remote Control" (B.I.D.) 24% of our reporters are on it. Added at WOIC, WHRK, WVEE, WYLD, WDIA and WAOK in the South. New at WWIN and WXYV in the East. Debuting at WWWS in the Midwest.
- LENNY WHITE** "Kid Stuff" (Elektra) 24% reporting. Medium airplay at KATZ, WDAO, WLOU, WTLC and WWWS in the Midwest. Added at WAOK; climbing at WOIC and WVOL in the South. New at WKND in the East.
- CURTIS MAYFIELD** "Tripping Out" (Curtom/RSO) 24% reporting activity. New at WVON, WKWM and WTLC; climbing at WVKO and WAMM in the Midwest. Added at WKXI in the South. Debuting at WKND while climbing at WAMO and WWRL in the East.
- AVERAGE WHITE BAND** "For You, For Love" (Arista) 24% reporting action. Medium airplay at WPDQ, WHRK and WVEE in the South. Added at WTLC and WDAO; climbing at KATZ and WVKO in the Midwest. New at WDAS and climbing at WXYV in the East.

JAZZ RADIO

HOTTEST

Following are listed in order of their airplay activity.

- BOB JAMES** H (Tappan Zee/CBS) *Various Cuts*
- TOM BROWNE** Love Approach (GRP/Arista) *Various Cuts*
- GEORGE BENSON** Give Me The Night (WB) *Various Cuts*
- CRUSADERS** Rhapsody And Blues (MCA) *Various Cuts*
- JOHN KLEMMER** Magnificent Madness (Elektra) *Various Cuts*
- RAMSEY LEWIS** Routes (Columbia) *Various Cuts*
- AL JARREAU** This Time (WB) *Various Cuts*
- HORACE SILVER** Silver And Strings (Muse) *Various Cuts*
- AL DIMEOLA** Hotel Splendido (Columbia) *Various Cuts*
- EMPIRE JAZZ** Empire Jazz (RSO) *Various Cuts*

NEW & ACTIVE

- JUDY ROBERTS BAND** Judy Roberts Band (Inner City) *Various Cuts*

EAST: WHUR/Washington, D.C., Jesse Fox; WEBB/Baltimore, MD, Chauncey Lewis; WYBC/New Haven, CT, Roy Schneiderman. SOUTH: WCLK/Atlanta, GA, Requeya Ward; WTJZ/Newport News, VA, Roi Ewell. MIDWEST: WBBY/Columbus, OH, Terry Wilson; WJZZ/Detroit, MI, Dorian Pastor. WEST: KADK/Denver, CO, Chuck Edwards; KRE/Berkeley, CA, Hal Jackson; KKGO/Los Angeles, CA, Sal Levine; KJLH/Los Angeles, CA, Lawrence Tarter.

Pop/Rhythms
Hottest
October 3, 1980

EAST	SOUTH	MIDWEST	WEST
Tom Browne Zapp Queen Stacy Lattisaw	Tom Browne Stacy Lattisaw Zapp O'Jays Michael Henderson	Zapp Tom Browne LTD	Tom Browne

Regionalized Adds & Hits

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

EAST

WWRL
New York, NY
Bob Law/Linda Haynes

ADDED
Hubert Laws
Larry Graham "When"
Kool & The Gang
Lou Rawls
Bob Marley
Jackie Moore
Randy Crawford
O.C. Smith
Chaka Khan "Get"

HOTTEST
Mtume
Natalie Cole
LTD
Al Jarreau
Manhattans
Herb Alpert
Melissa Manchester & Peabo Bryson
Ramsey Lewis
Minnie Riperton
Ray, Goodman & Brown

ADDED
Reddings
HOTTEST
George Benson "Give"
Tom Browne
O'Jays
Queen
Michael Henderson
Diana Ross "Upside"
Stacy Lattisaw
Stevie Wonder
Jacksions
Earth, Wind & Fire

ADDED
Reddings
HOTTEST
George Benson "Give"
Tom Browne
O'Jays
Queen
Michael Henderson
Diana Ross "Upside"
Stacy Lattisaw
Stevie Wonder
Jacksions
Earth, Wind & Fire

WWIN
Baltimore, MD
Curtis Anderson

ADDED
Jonas Girls
Lou Rawls
Phillippe Wynne
A Taste Of Honey "I'm"
Tavares
Cameron "Funk"
Kano
Jimmy Datsun
Loose Joint
Dee Dee Bridgewater
Reddings
RJ's Funk
Frankie Smith
Belinda West

HOTTEST
Michael Henderson
Earth, Wind & Fire
Young & Company
Grandmaster Flash
Zapp
Geraldine Hunt
Queen
Dells

ADDED
Reddings
HOTTEST
George Benson "Give"
Tom Browne
O'Jays
Queen
Michael Henderson
Diana Ross "Upside"
Stacy Lattisaw
Stevie Wonder
Jacksions
Earth, Wind & Fire

WDAS
Philadelphia, PA
Joe Tamburro

ADDED
Kool & The Gang
One Way
Triple S Connection
Average White Band
Rene & Angela

HOTTEST
Zapp
Tom Browne
Maze
Michael Henderson
Grandmaster Flash
Queen
LTD
Stacy Lattisaw
Locksmith
Slick

WKNB
Hartford, CT
Eddie Jordan

ADDED
Curtis Mayfield
Tyronne Davis
Lenny White

HOTTEST
Zapp
Larry Graham "One"
Stacy Lattisaw
Slick
Maze
Diana Ross "Upside"
Tom Browne
Pointer Sisters
O'Jays
Stephanie Mills

WILD
Boston, MA
Steve Crumbley

ADDED
Captain Sky
Narada Michael Walden
Betty Everett
Shadow
Jerry Palmer
Kool & The Gang

HOTTEST
Tom Browne
Zapp
O'Jays
Queen
Stephanie Mills
Pointer Sisters
Dells
Kwick
Stacy Lattisaw
Grandmaster Flash

WAMO
Pittsburgh, PA
Ken Allen

ADDED
Prince
Diana Ross
Stevie Wonder
Spinners
Norman Connors

HOTTEST
Tom Browne
Michael Henderson
Zapp
Rick James
Queen
Stacy Lattisaw
Stephanie Mills
Maze
LTD
Minnie Riperton

MIDWEST

WVVO
Columbus, OH
Kirk Bishop

ADDED
George Benson "Love"
Sweet Band
Natalie Cole
Lou Rawls
Idris Muhammad

HOTTEST
Zapp
Queen
Tom Browne
One Way
Grandmaster Flash
Minnie Riperton
Dells
LTD
Brick
Peaches & Herb

WJMO
Cleveland, OH
Bernie Moody

ADDED
S.O.S. Band
Prince
Johnny Guitart Watson
George Benson "Love"

HOTTEST
Michael Henderson
Stacy Lattisaw
Tom Browne
Zapp
Teddy Pendergrass "Can't"
LTD
O'Jays
Minnie Riperton
Dynasty
One Way

KATZ
St. Louis, MO
Earl Parnell

ADDED
Sweet Band
Phillippe Wynne
Cameron
Junie
Kenny Rogers
S.O.S. Band
Lenny Williams
Vaughan Mason & Crew
Lipps, Inc.
Narada Michael Walden

HOTTEST
Michael Henderson
Tom Browne
Dynasty
Queen
One Way
Stephanie Mills
George Benson "Give"
Zapp
LTD
Jones Girls

WVON
Chicago
Lee Armstrong

ADDED
Donna Summer "Walk"
Spinners
Jacksions
George Benson
Curtis Mayfield
McFadden & Whitehead

HOTTEST
Maze
Tom Browne
Dynasty
Dells
LTD
Teddy Pendergrass "TKO"
O'Jays
George Benson
Chaka Khan "Papillon"
Stacy Lattisaw

WLOU
Louisville, KY
Bill Price

ADDED
Jacksions
Stevie Wonder
Prince
S.O.S. Band
Norman Connors
Narada Michael Walden
Randy Brown
Dayton
Idris Muhammad

HOTTEST
Grandmaster Flash
One Way
King Tim III
Kwick
Rick James
Zapp
Stacy Lattisaw
Brick
Edmund Sylvers
Diana Ross "Coming"

WTLC
Indianapolis, IN
Jay Johnson

ADDED
Cameron
Average White Band
Curtis Mayfield
Sylvia St. James
Hubert Laws
Brecker Brothers
Seventh Wonder
Dee Dee Bridgewater
Unknown Rapper

HOTTEST
Zapp
LTD
Stacy Lattisaw
Stevie Wonder
Jacksions
Grandmaster Flash
Prince
Earth, Wind & Fire
Cameo
Teena Marie

WBMX
Chicago
Jim Maddox
ADDED
Shadow
Bob Marley
Southroad Connection
Average White Band
Linda Clifford
Kurtis Blow

HOTTEST
Zapp
Queen
Tom Browne
Spinners
Tyronne Davis
Ray, Goodman & Brown
Herb Alpert
Paul Humphrey
Dayton
Melba Moore

WPIX
Charleston, SC
Tony Jamison

ADDED
A Taste Of Honey "I'm"
Stephanie Mills
Stevie Wonder
Donna Summer "Walk"
Michael Henderson
Kano

HOTTEST
Queen
Diana Ross "Upside"
Tom Browne
Paul Simon
O'Jays
Robbie Dupree
George Benson "Give"
Doobie Brothers
ELO
Pointer Sisters

WVOL
Nashville, TN
Fred Harvey

ADDED
Johnny Guitart Watson
Tyronne Davis
Seventh Wonder

HOTTEST
Zapp
Tom Browne
Queen
D.J. Hollywood
Diana Ross "Upside"
Brick
Michael Henderson
Dynasty
O'Jays
Cameo

ADDED
None

HOTTEST
Dave Valentin
Kurtis Blow
Crusaders
Jackie Moore
Stephanie Mills
Al Jarreau
Larry Graham
B.B. King
Albert King
Ray Charles

WWWS
Saginaw, MI
Kermit Crockett

ADDED
Reddings
Mouzon Electric Band
Lou Rawls
Kurtis Blow
Unknown Rapper
Senderella
Jimmy Hall

HOTTEST
Grandmaster Flash
Queen
Zapp
Brick
Jones Girls
Michael Henderson
Maze
Rick James
Tyronne Davis
Johnnie Taylor

WAMM
Flint, MI
John Tatum

ADDED
Jacksions
Rene & Angela
Teena Marie
S.O.S. Band

HOTTEST
LTD
Diana Ross "Upside"
Stephanie Mills
Spinners
Minnie Riperton
Tyronne Davis
Otis Clay
Earth, Wind & Fire
Linda Clifford
Gledys Knight

WKWM
Grand Rapids, MI
Frank Grant

ADDED
Shotgun
Curtis Mayfield
Pleasure
Con Funk Shun
Rene & Angela
Seventh Wonder
Doobie Brothers
Stylistics
Frank Smith
Pure Pleasure

HOTTEST
Zapp
Tom Browne
Michael Henderson
One Way
Cameron
Queen
Grandmaster Flash
LTD
Diana Ross "Upside"
Slick

ADDED
Jones Girls
Michael Henderson "Choice"
Larry Graham "When"
Junie

HOTTEST
George Benson "Love"
Diana Ross "Now"
Teena Marie "Love"
Teddy Pendergrass "TKO"
Billy Preston/Syretta
George Benson "Give"
Stephanie Mills
Earth, Wind & Fire
Ashford & Simpson

KSOL
San Mateo, CA
J.J. Jeffries

ADDED
Jones Girls
Earth, Wind & Fire
Grandmaster Flash

HOTTEST
Michael Henderson
Tom Browne
O'Jays
Cameo
Dynasty
Zapp
Queen
Maze
Stacy Lattisaw
Minnie Riperton

SOUTH

WYLD
New Orleans, LA
Brute Bailey

ADDED
Reddings
80's Ladies
Stylistics
Geraldine Hunt
Philly Cream
Ray, Goodman & Brown
Bohannon
Genty

HOTTEST
Stacy Lattisaw
Cameo
O'Jays
McFadden & Whitehead
LTD
Pointer Sisters
Brothers Johnson
Stephanie Mills
Change
Ashford & Simpson

WDIA
Memphis, TN
Mark Christian

ADDED
George Benson "Love"
Reddings
Rene & Angela
Billy & Syreeta
Tavares
Lou Rawls
Candi Staton
Gene Chandler
Z.Z. Hill
Prince
Tyronne Davis
Bob Marley
Shotgun

HOTTEST
Dells
Mtume
Spinners
Zapp
LTD
Tom Browne
Michael Henderson
Pointer Sisters
Crusaders
Diana Ross "Coming"

ADDED
Reddings
80's Ladies
Stylistics
Geraldine Hunt
Philly Cream
Ray, Goodman & Brown
Bohannon
Genty

HOTTEST
Zapp
Tom Browne
O'Jays
Queen
Michael Henderson
Diana Ross "Upside"
Stacy Lattisaw
Stevie Wonder
Jacksions
Earth, Wind & Fire

WHRK
Memphis, TN
Ron Olsen

ADDED
Reddings
HOTTEST
George Benson "Give"
Tom Browne
O'Jays
Queen
Michael Henderson
Diana Ross "Upside"
Stacy Lattisaw
Stevie Wonder
Jacksions
Earth, Wind & Fire

WKXI
Jackson, MS
Tommy Marshall

ADDED
Lenny Williams
Z.Z. Hill
Prince
Jacksions
Stevie Wonder
Curtis Mayfield
Kurtis Blow
Fredrick Knight
Ecstasy
Geraldine Hunt

HOTTEST
George Benson "Give"
Diana Ross "Upside"
Pointer Sisters
O'Jays
Stacy Lattisaw
Ray, Goodman & Brown
Flakes
Zapp
Brick
Joe Simon

WGIV
Charlotte, NC
Jo Ann Graham

ADDED
Jeff & Aleta
Linda Clifford
Cameron
Rene & Angela
Jackie Moore
Kano
HOTTEST
Bubba Johnson
McFadden & Whitehead
Mtume
Grandmaster Flash
Zapp
Main Ingredient
Ray, Goodman & Brown
Spinners
Queen
Chaka Khan "Papillon"

ADDED
Reddings
80's Ladies
Stylistics
Geraldine Hunt
Philly Cream
Ray, Goodman & Brown
Bohannon
Genty

KMJQ
Houston, TX
Robert V.

ADDED
Commodores "Heroes"
Narada Michael Walden
Teena Marie
Prince
Teddy Pendergrass "TKO"

HOTTEST
Zapp
Tom Browne
Michael Henderson
Brick
Queen
One Way
Stevie Wonder
Jacksions
Dynasty
Larry Graham "One"

WJJS
Lynchburg, VA
Robert Goins

ADDED
Legend
Hubert Laws
Lipps, Inc.
Smokey Robinson
Shotgun
Flakes

HOTTEST
Tom Browne
George Benson "Give"
Stacy Lattisaw
Rick James
O'Jays
LTD
Pointer Sisters
Stephanie Mills
Dells
McFadden & Whitehead

WPDQ
Jacksonville, FL
Nat Jackson

ADDED
Larry Graham "When"
Chaka Khan "Get"
George Benson "Love"
Starpoint
Geraldine Hunt
HOTTEST
Larry Graham "One"
Change
Commodores "Old"
Diana Ross "Upside"
Stacy Lattisaw
Ashford & Simpson
Chic
Michael Henderson
Brick
Locksmith

WAOK
Atlanta, GA
Carl Connors

ADDED
Lenny White
Larry Graham "When"
Reddings
Chaka Khan "Get"
George Benson "Love"
Kool & The Gang

HOTTEST
Michael Henderson
Dionne Warwick
Stacy Lattisaw
Mtume
Tyronne Davis
Melba Moore
Tom Browne
Zapp
Minnie Riperton
Grandmaster Flash

WVEE
Atlanta, GA
Scotty Andrews

ADDED
Reddings
HOTTEST
George Benson "Give"
Tom Browne
O'Jays
Queen
Michael Henderson
Diana Ross "Upside"
Stacy Lattisaw
Stevie Wonder
Jacksions
Earth, Wind & Fire

WOIC
Columbia, SC
Bob Walters

ADDED
Lenny Williams
Bohannon
Cameron
Kurtis Blow
Reddings
Pointer Sisters "Shy"
Larry Graham "When"
George Benson "Love"

HOTTEST
Queen
Zapp
Diana Ross "Coming"
Brick
Grandmaster Flash
Stacy Lattisaw
Dynasty
Spinners
S.O.S. Band
Stephanie Mills

WANT
Richmond, VA
Ben Miles

ADDED
Jacksions
Prince
Melba Moore
Isley Brothers
Geraldine Hunt
Lipps, Inc.
Flakes
Lou Rawls

HOTTEST
Grandmaster Flash
McFadden & Whitehead
Teddy Pendergrass "Can't"
Cameron
Zapp
Brick
Tom Browne
Maze
Earth, Wind & Fire

WPIX
Charleston, SC
Tony Jamison

ADDED
A Taste Of Honey "I'm"
Stephanie Mills
Stevie Wonder
Donna Summer "Walk"
Michael Henderson
Kano

HOTTEST
Queen
Diana Ross "Upside"
Tom Browne
Paul Simon
O'Jays
Robbie Dupree
George Benson "Give"
Doobie Brothers
ELO
Pointer Sisters

WVOL
Nashville, TN
Fred Harvey

ADDED
Johnny Guitart Watson
Tyronne Davis
Seventh Wonder

HOTTEST
Zapp
Tom Browne
Queen
D.J. Hollywood
Diana Ross "Upside"
Brick
Michael Henderson
Dynasty
O'Jays
Cameo

WEST

KDAY
Los Angeles, CA
Steve Woods

ADDED
Senderella
Teddy Pendergrass "TKO"
Larry Graham "When"
Junie

HOTTEST
Earth, Wind & Fire
Stevie Wonder
Zapp
Diana Ross "Coming"
Tom Browne
Ray, Goodman & Brown
Teena Marie
LTD
Pointer Sisters

KLIP
Fresno, CA
Debbie Lee

ADDED
None

HOTTEST
Dave Valentin
Kurtis Blow
Crusaders
Jackie Moore
Stephanie Mills
Al Jarreau
Larry Graham
B.B. King
Albert King
Ray Charles

KDIA
Oakland, CA
Keith Adams

ADDED
Jones Girls
Michael Henderson "Choice"
Larry Graham "When"
Junie

HOTTEST
George Benson "Love"
Diana Ross "Now"
Teena Marie "Love"
Teddy Pendergrass "TKO"
Billy Preston/Syretta
George Benson "Give"
Stephanie Mills
Earth, Wind & Fire
Ashford & Simpson

KSOL
San Mateo, CA
J.J. Jeffries

ADDED
Jones Girls
Earth, Wind & Fire
Grandmaster Flash

HOTTEST
Michael Henderson
Tom Browne
O'Jays
Cameo
Dynasty
Zapp
Queen
Maze
Stacy Lattisaw
Minnie Riperton

KDKO
Denver, CO
John Anderson

ADDED
Brick
Grandmaster Flash
TTF
Bob Marley
Teena Marie
Herb Alpert
La Toya Jackson

HOTTEST
Diana Ross "Upside"
Larry Graham "One"
O'Jays
Tom Browne
Dynasty
Maze
Teddy Pendergrass "Can't"
Chris Cross
Queen
A Taste Of Honey "Rescue"

ADDED
None

HOTTEST
Michael Henderson
Tom Browne
O'Jays
Cameo
Dynasty
Zapp
Queen
Maze
Stacy Lattisaw
Minnie Riperton

Beautiful Music Activity

Beautiful
Music

In recent weeks many staff changes and station promotions have taken place, and I'd like to bring you up to date. I would also like to encourage you to send in any information, news, photos, promotions and changes for all our readers to enjoy.

— Pam Bellamy

Staff Promotions

Alan R. Bishop, formerly VP/GM of WGIG & WSBI-FM/Brunswick, GA and more recently GM at WUNI/Mobile, moves across town to WLPR as Station Manager . . . A couple of changes in Rochester over recent weeks: Ken Hart, General Sales Manager for WEZO/WNYR, has been upped to Station Manager, while Cindy Weiner was promoted to Local Sales Manager, taking over for Dale Hartnett, who has been named Co-Op Manager for sister WUHF-TV . . . Eric Johnson returns to KQYT/Phoenix to take on the duties of Operations Director . . . Alan Ecklund promoted to Sales Manager of KOAX/Dallas-Ft. Worth and Susan Davis joins the station as account exec. Davis comes to KOAX from neighboring KBOX-KMEZ . . . Sue Bell joins KODA/Houston as account exec . . . Kansas City's KCEZ welcomes John Pearson to the on-air staff . . . Rob Stevens, formerly KJOI/Los Angeles, joins KEZL/San Diego doing afternoon drive . . . Paul Roger promoted to Director of TM Beautiful Music. Roger has been with TM for seven years and will be responsible for the programming, music, development, and direction for the format.



WEZC'S GOT THAT SWING — WEZC/Charlotte, NC went all out in promoting itself; using the theme "The Big Swing Is To WEZC," the station mounted an actual swing on a billboard and employed a brave young lady to swing during morning and afternoon drivetimes to make people aware of EASY 104.

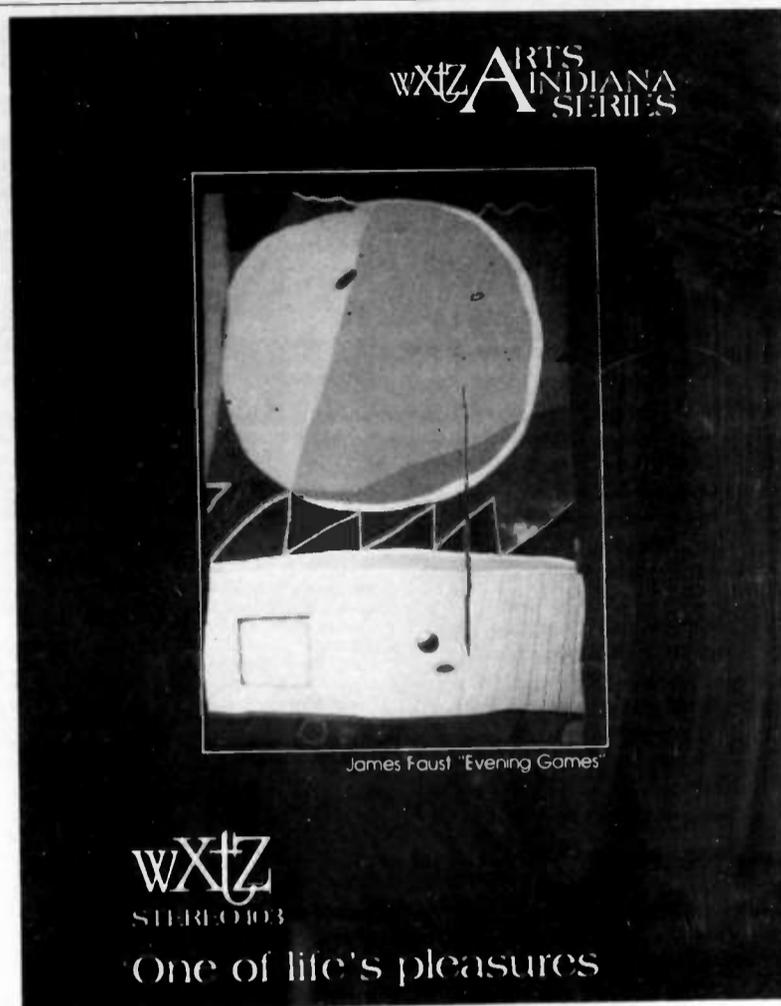
Solving An Identity Crisis

On September 15 WDVR/Philadelphia changed call letters to WEAZ (EASY 101). According to General Manager Gary Lewis, "There was a great deal of call letter confusion between WDVR and WJBR, WDNR, WWDB, and WMMR. We worked very closely with Bill Moyes of the Research Group, doing in-depth studies in 750 households, as well as focus studies. The results showed a definite problem. WEAZ—EASY 101 were the ideal call letters to use; it describes the format and our dial position."

The new WEAZ is currently running a successful TV campaign using Patrick O'Neal to convey this change, plus 10,000 helium-filled balloons, 20,000 bumper stickers, and retail stores carrying window stickers (like Mastercharge or Visa) saying "Come On In And Relax. We proudly feature EASY 101." The station will also be sponsoring a float in the Gimbels Thanksgiving Day parade.

IBMA Drive

The IBMA (Independent Beautiful Music Association) is now holding its annual drive for new members. Please contact Art Kellar, President IBMA, (703) 691-1900 or Ed Winton, Executive Committee, (813) 229-8650. If you plan to be with us at the NRBA American Radio Expo, come by the Beautiful Music hospitality room for more information.



THE ART OF BEAUTIFUL MUSIC — WXTZ/Indianapolis launched its "Art Indiana Series" combining Beautiful Music and beautiful works of art from Indiana artists. WXTZ selected fifteen artists and to promote the exhibit chose a different work of art each month as a full-page ad in Indianapolis At Home magazine. Reproductions of these ads were also made into buscards and billboards. The series was developed for a twelve-month period. Station Manager Tom Severino, who created the Art Indiana concept, is making plans for another year's series.



KABL RINGS SF'S BELL — KABL/San Francisco recently held its annual Cable Car Bell Ringing competition, cosponsored by the city's Municipal Railway. Pictured is John Pereira, conductor of the Symphony of the Mountain and winner of the first place honors. Pereira, accompanied by two violinists, won \$1000 cash and \$1000 worth of air time on KABL for his favorite charity or nonprofit organization. More than 40 tunes were clanged out on the cable car bells by celebrity contestants in front of thousands of spectators.

OPPORTUNITIES

Openings

EAST

Full-time position for AOR pro. Commercial AOR experience necessary. Not much bucks right now, but active growing organization in New York City suburbs. Tapes and resumes to Gary Axelbank, WRNW, Box F, Briarcliff Manor, NY 10510. No calls please. (10-3)

RADIO's number one production company looking for creative, highly-motivated producer for new nationally-syndicated program, "Newspot." Top production skills and musical knowledge a must. Tapes and resumes to Tom Powell, Exec. Producer, PRN, Box 172, Bronx, NY 10451.

Update NY opening for Pop/Adult air personality and morning news person. News person. News experience helpful. Tapes and resumes immediately to Jack Shane, OM, WCBA, Coming, NY 14830, or call (807) 962-4648. EOE (10-3)

WSBA/York/Lancaster/Harrisburg, PA flagship of Susquehanna Group seeking news/sports talents. Require aggressive, highly-organized persons who are absolutely dedicated to achieving the excellence we will demand of them. Call Ron Corbin, News Director, (717) 764-1155 (9am-3pm). We pay for the best. EOE (10-3)

50,000-watt FM in Ocean City, MD seeks good announcer with good production ability. Number one in market. Send tapes and resumes to WKHI, Box 758, Ocean City, MD 21842. No calls please. EOE (10-3)

WIXY Country, Springfield, MA is looking for a morning jock for a newly-opened position on a previously automated station. Please send tapes and resumes to Billy Carter, 45 Fisher Ave., East Long Meadow, MA 01028. EOE M/F (10-3)

Wacky 102 FM needs a great overnight person. If you want to learn, enjoy work, and have at least two years commercial experience, call Jim Rising at (413) 525-4141. EOE M/F (10-3)

Northeast Superstars 100,000-watt AOR looking for morning anchor to do "lifestyle" news. Creative writing, reporting, and broadcast experience required. About to move to brand new, top-notch facilities. Good pay and excellent benefits. Tapes and resumes to Dan Abemathy, ND, WSYR-AM-FM, 1030 James St., Syracuse, NY 13203. EOE M/F (10-3)

WMGQ FM 98 is looking for personable, natural-sounding announcers for openings. This Greater Media station is 35 miles from the Big Apple. Good production a must. Send tapes and resumes to Gary Balaban, WMGQ FM 98, Box 100, New Brunswick, NJ 08903. EOE M/F (10-3)

News person wanted. No beginners. Tapes, resumes, and references to Doug Walker, ND, WCIX, 2 West Market St., York, PA 17401. Modest pay, but great opportunity. EOE (10-3)

WLAN FM-98 is presently looking for a top-notch morning personality (or team). We also have an opening for a night personality, 12mid-5am. Our announcers are among the highest paid in central PA (days off with pay will average 20-25 the first year). Send tapes and resumes to Mel Edwards, PD, WLAN-FM, 252 N. Queen St., Lancaster, PA 17603. EOE (10-3)

WKYG/Parkersburg, WV, with a modern Country format, needs one outstanding air personality/production talent for drive time shift. Also looking for tapes and resumes for news people and other air talent positions. Excellent opportunity and wages. Send tapes and resumes immediately to Jack Randall, WKYG, Box 368, Parkersburg, WV 26101. (9-26)

Air talent (all shifts) for Northeast medium market Top 40. Tapes and resumes to Steve Rivers, Landsman/Rivers Radio Services, 741 Red Oak Terrace, Wayne, PA 19087. (9-26)

Engineer with first class ticket to assist Chief Engineer. Immediate opening for qualified person with hands-on experience at leading Central Jersey AM-FM combo. Resumes, references, and salary requirements to Box 1350, Princeton, NJ 08540, or call (609) 924-3600. (9-26)

Openings

News Anchor. WPAT/Clifton, NJ wants you to know that there is a position open in our News Department. We need a top-flight morning news anchor. Send audition tapes and resumes to Ken Lamb, WPAT, 1396 Broad St., Clifton, NJ 07013 (tapes not returnable). No calls please. EOE M/F (9-26)

Morning man leaving to become Operations Manager at a Pittsburgh station. Need bright, natural-sounding morning man to replace him. Bits nice but not necessary. Looking for a reliable human being to work at Northern W. Virginia's most listened to and best equipped radio station. Send tapes and resumes to Dr. John, WCLG-FM, Morgantown, WV 26505. EOE M/F (9-26)

WITH/Baltimore, MD has full and part-time openings for announcers. Looking for air personalities who can relate to Top 40, P/A music past and present. Production must be superior and ability to work within structure a must. Tapes and resumes to Charles LaMason, WITH, 5 Light St., Baltimore, MD 21202. EOE M/F (9-26)

Top-rated Pop/Adult seeks bright, talented entertainer for morning drive. Polish your skills in one of the Northeast's most delightful communities. Rush tapes and resumes to Bob Lynch, PD, WTKO, Box 10, Ithaca, NY 14850. EOE (9-26)

Sales person opportunity in Baltimore, MD. Need good strong sales persons to beat the bushes at a turn-around operation. Send resumes to Ed Graham, 5 Light St., Baltimore, MD 21202, or call (301) 528-1230. EOE M/F (9-26)

WROR-FM/Boston looking for bright-sounding 8-10pm jock. Good pipes. Top 40-oriented to do Pop/Adult format. Send tapes and resumes to Mike Adams, PD, WROR-FM, Government Center, Boston, MA 02114.

Possible PM drive and 7pm-12mid opening. Pop/Adult station covering three-state area. Good pay for right person. Tapes and resumes to Rod Grant, WGNT, Box 1539, Huntington, WV 25716. EOE M/F (9-26)

Chief Engineer needed with first class. Must be experienced in studio construction, sound acoustics, and electronic wizardry. Opportunity to customize studios. Send all resumes to Henry Bruen, WITH Radio, 5 Light St., Baltimore, MD 21202. EOE M/F (9-26)

CKGM/Montreal looking for mature broadcaster. 5-10 years experience in Pop/Adult or Top 40 for afternoon drive. Tapes and resumes to Robert Hall, CKGM, 1310 Green Ave., Montreal, Quebec H3Z2B5. EOE M/F (9-26)

Personality news person for Northeast major market Top 40. Must be willing to take direction. Tapes and resumes to Steve Rivers, Landsman/Rivers Radio Services, 741 Red Oak Terrace, Wayne, PA 19087. (9-26)

WGNT Radio is looking for a talk show host/news person. Two years experience desired in either category. Send tapes and resumes to Jim Jablonski, ND, WGNT, Box 1539, Huntington, WV 25716. EOE M/F (9-26)

SOUTH

Expanding Sunbelt chain looking for experienced news people and announcers. Must have minimum 3 years on air and/or managerial experience. Good salary and benefits. Send tapes and resumes to Gary King, WJBO/WFMF, Box 498, Baton Rouge, LA 70821. No calls please. EOE M/F (10-3)

KLBQ-FM/El Dorado, AR has immediate opening for the right talent at South Arkansas' number one contemporary station. Excellent facilities and benefits. If you're a team worker, send tapes and resumes to Mitch Reynolds, KLBQ-FM, Box 1565, El Dorado, AR 71730, or call (501) 863-5121. EOE M/F (10-3)

100,000-watt modern Country FM stereo accepting tapes and resumes for future opening. Must be good reader and communicator. Good pay, good benefits, excellent year-round climate. Tops for hunting and fishing. Two local universities. Medium market. Send tapes and resumes to Station Manager, KXKZ, 105 Park Ave., Ruston, LA 71270, or call (318) 255-5000. EOE (10-3)

Openings

KENR/Houston is looking for a studio engineer. Must have 1st class FCC license. Salary open. Send resumes to Ron Heney, KENR, Two Greenway Plaza East, Houston, TX 77048. EOE (10-3)

Looking for afternoon drive in beautiful Golden Triangle of Texas: Benumont/Port Arthur/Orange. Top 100 market. Good bucks for right guy. Must be able to communicate well. Tapes and resumes to Mike Patrick, Box 8067, Beaumont, TX 77705, or call (817) 842-2255. EOE (10-3)

Needed. Program Director for AM-FM in Southeast Kentucky. New format for FM; all new equipment. Also need two announcers. Good bucks in Manchester, KY. Call (606) 598-5102. EOE M/F (10-3)

50,000-watt WAAY still looking for the right person to fill our morning drive slot. Experienced morning man needed yesterday! Rush tapes and resumes to Jerry Dean, WAAY, Box 2041, Huntsville, AL 35804. EOE M/F (10-3)

Future openings for full and part-time news people. Minorities urged to apply. Tapes and resumes to Matt Reese, KCCW, GPM South Tower Building, San Antonio, TX 78216. No calls please. EOE (10-3)

AM-FM in Southeast Kentucky needs News Director to organize news department. Write and report on both AM and FM. Prefer female. Call Randall Bliss at (606) 598-5102. EOE M/F (10-3)

New FM going on the air. Mass appeal Contemporary Hit Radio. Need teen communicator for nights. Must have good production and be willing to work hard. Females encouraged. If interested call (806) 598-5102. (10-3)

Q107(WDWO)/Charleston, SC is expanding its staff of professionals. Wanted: Killer jock. Must be natural, exciting and able to work phones. In return we offer excellent pay and security. Clock watchers and persons scared of hard work need not apply. If you can truly entertain, send your tape and resume today to Gary London, OM, WDWO, Box 903, St. George, SC 29477, or call (803) 723-5119. EOE M/F (9-26)

Tired of the mundane B.S.? Beautiful Gulf State, medium market, urban Country radio station is seeking talented and aggressive air personality. Contact Billy Martin, (205) 438-4514, Monday-Friday, 9am-6pm. EOE M/F (9-26)

98 ROCK Superstars in Tampa Bay is looking for premier talent. If you have what it takes to make it in a Top 20 market where the sun shines all year, rush tapes and resumes to Al Peterson, Box 4809, Clearwater, FL 33518. No calls please. EOE (9-26)

New stereo FM in Virginia's Shenandoah Valley seeks 2 additional personalities to join present staff who come from San Francisco, Norfolk, New Jersey, and Ohio. Send tapes and resumes to Wizard 96-FM, 133 W. 21st Street, Buena Vista, VA 24416, or call (703) 267-6113. EOE (9-26)

Modern Country radio station in a highly competitive market looking for a quick-witted, intelligent, fun to listen to, morning personality. Send tapes and resumes to John Steele or John Frankhouser, KLLL-AM-FM, 1314 50th Street, Lubbock, TX 79408, or call (806) 763-1911 before 3pm Central time. EOE M/F (9-26)

Central Virginia college town seeks experienced, aggressive and imaginative News Director with on-air personality to co-anchor popular morning show and lead established news team. Send tapes, resumes, references and photos to WXAM, Box 1294, Charlottesville, VA 22902. EOE M/F (9-26)

97 ROCK, WJAD-FM/Bainbridge, GA, Tri-State's top-rated 100,000 watt 24-hour rocker now looking for several good air personalities to fill various time slots. Good working conditions, pay and extras for aspiring people. Located only 1 1/2 hours from beaches of Florida. Rush tapes and resumes to Charlie Rowe, GM, WJAD-FM, Box 706, Bainbridge, GA 31717, or call (912) 246-1650. EOE M/F (9-26)

K92-WXLK/Roanoke, Virginia's most listened to station with 93,000 constantly cookin' watts, needs experienced morning news anchor/reporter. Must be conversational. Send tapes and resumes to Russ Brown, Box 8428, Roanoke, VA 24014. EOE (9-26)

Solid personable communicator needed for major market Pop/Adult FM. Team players only. Tapes and resumes to Joe Capobianco, Bonneville Broadcast Consultants, Box 157, Tenafly, NJ 07670. (9-26)

Personality morning man jock wanted for leading station in market to work air shift 4:45-10am. 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 negotiable. Send tapes and resumes to Paige Pitta, PD, WKUL, Drawer 968, Cullman, AL 35055. EOE (9-26)

Z93/Amarillo needs 2 top-notch parttimes to be an important part of Number 1 team. Tapes and resumes to Steve Stucker, Z93, Box 7488, Amarillo, TX 79109. No calls please. EOE M/F (9-26)

Midday personality wanted. KRUS/Ruston, LA needs good communicator, good reader for college community. Excellent pay, good benefits, great climate. Send tapes and resumes to Station Manager, KRUS, Box 430, Ruston, LA 71270, or call (318) 255-2530. EOE M/F (9-26)

12-14K's for afternoon steamroller, 3-7pm, at Number 1 FM. Natural Top 40, AOR communicator who won't settle for less than the best. New studios, great morale and a chance to have fun again. Possible Music Director. Class acts only. Rush tapes and resumes to KQIV-FM, c/o Steve Stucker, Box 7488, Amarillo, TX 79109. No calls. EOE M/F (9-26)

KPUR/Amarillo is accepting tapes and resumes for an afternoon drive opening. Applicants should be well-versed in production. Money will be excellent for the right candidate. Contact Ron Chase, KPUR, Box 30,000, Amarillo, TX 79120. No calls. EOE M/F (9-26)

Fly south for the winter. KY99/Amarillo, 100,000-watt FM AOR now accepting tapes and resumes. Experienced jocks only. Send to Jim Dillion, KY99, 3309 S. Georgia, Amarillo, TX 79109. EOE M/F (9-26)

Need energetic human-sounding Top 40 jock. All tapes and resumes considered. If you're good, send materials to Carey Curelop, KAMX, 5601 Domingo NE, Albuquerque, NM 87108. No calls please. EOE M/F (9-26)

Drive-time news anchor sought for major market Pop/Adult FM. Must have polished delivery and superior writing/editing skills. Tapes and resumes to Joe Capobianco, Bonneville Broadcast Consultants, Box 157, Tenafly, NJ 07670. (9-26)

WAAY still looking for experienced morning man for our 50,000-watt contemporary station. Rush tapes and resumes immediately to Jerry Dean, WAAY, Box 551, Huntsville, AL 35801. EOE M/F (9-26)

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

Radio

DAVE DINARDO, formerly with WTIG/Massillon, OH, joins WOHN/Herndon, VA as 6-10am personality.
CRAIG FLESHMAN joins KPLZ/Seattle, WA's sales staff from KGAA/Kirkland.
GARY WHEELER promoted to full-time from overnights at 92-WFLY/Albany, NY.
PETER DOMINGUEZ joins KLAC/Los Angeles' Sales Dept.
JOSEPH M. STEPHENSON named General Sales Manager at WIL-AM-FM/St. Louis, MO.
KATHLEEN WHELAN appointed Local Sales Manager at WIL-FM/St. Louis, MO.
SHARON TAYLOR appointed Public Relations Representative at CKSL/Ontario, Can.
STEVE A. GLASER (Steve Alexander), formerly with KLIX-K96/Twin Falls, ID, joins WQDE/Albany, NY as Production Director and PM drive personality.
FARRELL LEVITT (Dick Farrell) joins WBQW-13Q/Scranton, PA, from WGBB/Long Island.
NORMAN SHOR (Pat O'Day), formerly with WJET/Erie, PA, joins KFMH/Muscatine, IA.
MICHAEL STONE appointed acting PD at KMGK-FM/Des Moines, IA.
GARY CAMPBELL promoted to PD at KDUO/Riverside, CA.

STEVE CHAMBERS moves from weekends/swing at 74RNR/Martinsburg, WV to PM drive at WWOO/Berryville, VA.
MARTY WILLIAMS from G105/Metter, GA, joins Y107/Macon, GA as MD.
MIKE ROBERTS joins Y107/Macon, GA as morning drive jock from BJ105/Orlando, FL.
RICKEY LEE STEVENS, formerly with WQIK-FM/Jacksonville, FL, joins Y107/Macon, GA.
BILL WISE appointed PD at Y107/Macon, GA from WDAT/Daytona Beach, FL.
JESSICA, formerly with WRBN/Warner Robins, GA, joins Y107/Macon, FL.

Record

MARCIA GROFF has been named Staff Coordinator at EMI America/Liberty Records.
ROBERTA BRYANT appointed Creative Assistant to Carmen LaRosa, General Manager of DJM Records.
KICK VAN HENGEL has been named Director of European Promotions for Capitol/EMI America/Liberty Records.

OPPORTUNITIES

Openings

MIDWEST

PD or should-be-PD? Send tapes and resumes with cover letter outlining experience, goals, programming ideas, and salary requirements to Penguin Programming, 4471 Rhine Dr., St. Louis, MO 63033. All replies confidential. EOE M/F (10-3)

Newsperson for award-winning news staff on regional powerhouse. Great move for somebody on their way to the big time. Send tapes and resumes to Bill Miller, KGGF, Box 853, Coffeyville, KS 67337. EOE (10-3)

Program Director wanted. We are a young, successful, Top 40 in a small market. We have an immediate opening. If interested, send tape and resume to Scotty Foust, KQTZ, Box 311, Hobart, OK 73651. (10-3)

Immediate opening for a person strong in production. Top-notch organization with great benefits and good bucks. Looking for someone creative and who wants room to grow. Tapes and resumes to Bill Richards, PD, KQWB-FM, Box 2983, Fargo, ND 58108, or call (218) 236-7900. EOE (10-3)

Wanted immediately: AOR personality at 50,000-watt FM, halfway between St. Louis and Springfield, IL. Outstanding opportunity for right person. Rush tape and resume to Tony Taylor, WSMI-FM, Litchfield, IL 62066, or call (217) 324-5921. EOE M/F (10-3)

KCMO/Kansas City seeks applicants for the position of News/Public Affairs Director. This person will direct the activities of a staff of more than 20 at News/Talk 81, KCMO. Three-five years on-air experience in major market radio required plus managerial skills. Send tapes and resumes with first letter to Mike McGee, OM, KCMO, 4500 Johnson Dr., Fairway, KS 66205. No calls please. EOE M/F (10-3)

Staff reporter. Some experience desired but will consider sharp beginner. Tapes and resumes to Rick Cohler, WDUZ, Box 36, Green Bay, WI 54306. No calls please. EOE M/F (10-3)

WXUS (US 83), four-month-old AOR format with new state-of-the-art, multi-track equipment, is looking for a 7pm-12mid personality with good production. Medium market money, 2 ARB's per year, rated #1 with a 29.1 share, 12+ by Burch in August for greater Lafayette. Including Purdue. Opening available after Fall ARB and females encouraged. Send tapes and resumes to Stewart McRae, WXUS, Box 1790, Lafayette, IN 47903, or call (317) 448-1566 after 10am. EOE M/F (10-3)

Two rare openings! Morning news anchor and mid-day jock. Tapes and resumes to Lee Douglas, KXOK, St. Louis, MO 63106. (10-3)

KMGK-FM/Des Moines is looking for an exciting, natural evening personality for 6-10pm shift. Tapes and resumes to Michael Stone, 215 Keo Way, Des Moines, IA 50309. EOE M/F (10-3)

KMGK-FM/Des Moines is looking for a Program Director. Aggressive, mature person who knows how to deal with and develop adult personality format. Tapes and resumes to Ed Wodke, 215 Keo Way, Des Moines, IA 50309. EOE M/F (10-3)

Afternoon drive personality moving up to Program Director, an experienced communicator is needed. Send tapes and resumes to Dan Brannen, KFVR, Box 1738, Bismarck, ND 58502, or call (701) 223-0900. EOE M/F (10-3)

KIOA/Des Moines is looking for a Program Director. Aggressive, mature person who knows how to deal with and develop adult personality format. Also need bright, funny, creative morning personality. Pay top dollar. Tapes and resumes to Ed Wodke, 215 Keo Way, Des Moines, IA 50309. EOE M/F (10-3)

KCOW/Alliance, NE is in need of a knowledgeable hands-on engineer willing to work a weekend on-air shift. New building and decent equipment. Work and live in Nebraska's fastest growing city. Call Doug Day at (308) 762-1400. EOE M/F (10-3)

Midwest radio group (KFDD, KTTS, KWKH & KYNN) looking for evening air personality for one of our stations who loves Country music. Great facilities and working conditions. Tapes and resumes to John Spear, Great Empire Broadcasting, Box 1402, Wichita, KS 67201. EOE M/F (9-26)

KQKQ-FM/Omaha is making a switch from AOR to Top 40 with major promotions and plenty of excitement. Air personalities needed immediately. Send tapes and resumes to Mark Evans, PD, Box 586, Council Bluffs, IA 51501. Females encouraged to apply. EOE (9-26)

WZUU-FM/Milwaukee is expanding and is looking for qualified news persons. Must be experienced with all facets of news gathering. 3-5 years experience required. Tapes to John Driscoll, 520 W. Capitol Dr., Milwaukee, WI 53212. No calls please. EOE M/F (9-26)

Country Sky, KBYM/Billings, MT, looking for air talent with production; some engineering experience would help. Also seeking News Director. Tapes and resumes to Dick Byrd, Box 20316, Billings, MT 59104, or call (406) 259-4586. EOE M/F (9-26)

Air performers/Program Directors, all formats, large and medium markets. Exciting opportunities for hard-working, stable, adaptable broadcasters. Tapes and resumes only to Bob Hennesberry Associates, Midwest Div., Box 03177, Cleveland, OH 44103. EOE M/F (9-26)

Openings

Public Affairs Director for AM-FM in Midwest urban market to produce meaningful public affairs and news for AM Black and FM Rock formats. Applicants must have broadcast experience in news or public affairs. Resumes and sample of PA to United Broadcasting Co., 4733 Bethesda Ave., Bethesda, MD 20014. Minorities and women encouraged. EOE M/F (9-26)

WZUU-FM/Milwaukee is now accepting applications for adult-oriented personality with strong communication skills. Tapes and resumes to John Driscoll, 520 W. Capitol Dr., Milwaukee, WI 53212. EOE M/F (9-26)

WACI/Freepport, IL has immediate opening for air talent. Tapes and resumes to Jim Stockwell, Box 701, Freepport, IL 61032. EOE M/F (9-26)

WHBY/Appleton, WI, a heavy news and information leader in the Fox Cities, is seeking a broadcast news pro who can do it on the air and on the street. Tapes and resumes to Ray Winter, Box 1519, Appleton, WI 54913. No calls please. EOE (9-26)

Sports - News - Morning Talk. All or any your specialty? If so, talk to us. Tapes and resumes to WMRO, Aurora, IL 60604. EOE (9-26)

Entertaining air personality for Pop/Adult station. Excellent future for real pros. Tapes and resumes to Don Hofmann, KAKZ, Box 1240, Wichita, KS 67201. EOE (9-26)

WTAO/Murphysboro/Carbondale, IL has immediate opening for announcers and production. Tapes and resumes to ATTN: Mr. Vereche, Route 5, Box 286, Murphysboro, IL 62966, or call (618) 457-2477 or (618) 687-1779. EOE M/F (9-26)

WEST

KFYE(Y94)/Fresno ready for one more real good part-timer for weekend and occasional overnight fill in. If you sound as good as our full-timers get a tape and resume to Mike Berlak, 49636 Del Webb Building, Fresno, CA 93721. EOE M/F (10-3)

Full-time Pop/Adult midday shift plus sports p-b-p and strong in production. Small Colorado mountain community. Position available 12-1. Looking for hard worker to solve problems, not create them. Tapes and resumes to Dave Scheafer, KLRR, 520 W. 6th Leadville, CO 80461. No calls please. EOE M/F (10-3)

Full-time and part-time announcers needed for future openings. Modern Country FM. Tapes and resumes to Charles Moran, KRST, Box 3280, Albuquerque, NM 87190. No calls please. EOE (10-3)

KLAK/Denver, CO is looking for experienced Country jock. Position is 7pm-12mid. Come live in the Mile High City. Pay negotiable with ability. Minorities encouraged to apply. Tapes and resumes to Larry Werts, PD, KLAK, 7075 W. Hampden Ave., Denver, CO 80227. No calls please. EOE M/F (10-3)

KIDD/Monterey, CA needs part-time jock. Contact Ron Rodriguez, (408) 649-6622 Thursdays and Fridays only. EOE M/F (10-3)

Portland AM-FM station needs top-notch news reporter. Must be communications or journalism graduate with minimum one-year experience in commercial radio news. Tapes and resumes to Tim Macy, KYTE/KLLB, Box 970, Portland, OR 97201. EOE M/F (10-3)

Country KUZZ/Bakersfield is looking for top-notch morning person. If you are creative, hard working and like to get involved with your community send me a tape: Chris Squires, KUZZ, 1209 N. Chester Ave., Bakersfield, CA 93308. No calls please. EOE M/F (10-3)

KCCY-FM/Pueblo, CO needs a PD/morning man. Tapes and resumes to Mike John, General Manager, KCCY, Box 5010, Pueblo, CO 81001. No calls please. Women and minorities encouraged to apply. (10-3)

One hundred kilowatt FM-Country KCCY/Pueblo, CO needs PD/morning personality. Impeccable references required. No calls. Tapes and resumes to Michael John, Manager, Box 5010, Pueblo, CO 81002. Women and minorities encouraged. EOE (9-26)

Need two persons for our newly-acquired station in S. New Mexico. One news person and one sports person with p-bp experience. No beginners, I don't have time to train. Tapes and resumes to John Carver, ND, KPSA, Box 720, Alamogordo, NM 88310 or call (505) 434-1506. EOE M/F (9-26)

KSMA/Santa Maria, CA accepting applications for full and part-time positions. Applicants must have a mature voice, be able to communicate with an adult audience, excellent production, and an interest in news and sports. Beginners will be considered for part-time positions only. Tapes and resumes to KSMA, Box 1240, Santa Maria, CA 93466. No calls please. EOE M/F (9-26)

KUZZ/Bakersfield, CA is still looking for the right talent for future openings. Good bucks, benefits and facilities. I'd like to hear from you today. Tapes and resumes to Chris Squires, KUZZ, 1209 N. Chester Ave., Bakersfield, CA 93308. No calls please. EOE M/F (9-26)

Pop/Adult PD's, personality/announcers, needed for Pop/Adult format in several major and medium markets. Also need beautiful music announcer/Operations Managers. Tapes and resumes to Tom Moran, VP, Churchill Productions, 1130 E. Mission, Suite 800, Phoenix, AZ 85014. (9-26)

Openings

Northern Sun Corporation/Bozeman, MT has openings for two AM drive/Operations Managers. KBOZ is a heavy community involved adult-oriented station with a Spring '80 ARB share of 40. KBZN is a new 100,000-watt automated Country FM with a live morning show. Target date is October 1. Salaries commensurate with experience and ability. Tapes and resumes to Paul V. Ehls, KBOZ Radio, Box 20, Bozeman, MT 59715 or call (406) 586-5466. (9-26)

KDWN/Las Vegas, NV looking for afternoon talk host. Must have News & Talk experience. Good opportunity. Tapes and resumes to Jack London, KDWN, #1 Main Street, Las Vegas, NV 89101. EOE M/F (9-26)

K-BEST 95 needs a News Director. We have a conversational approach to news. Tapes and resumes to Jeff Seigo, PD, 7887 Convoy Court, Suite 303, San Diego, CA 92111. EOE M/F (9-26)

Unique Country-flavored Pop/Adult in the beautiful Northern Sierras has air staff opening. Good production, six months experience preferred. Tapes and resumes to Eric Roy, PD, KPCCO, Box 1370, Quincy, CA 95971. (9-26)

WANTED Chief engineer for major Seattle AM Radio station. Send tape and resume to Radio & Records, Box #202, 1930 Century Park West, Los Angeles, CA 90067. EOE

KQDI/Great Falls is looking for future full-time and part-time air talents. Tapes and resumes to Scott Greeley, Box 6760, Great Falls, MT 59406. No calls please. EOE (9-26)

Looking for air talent who has at least 2 years experience in Pop/Adult. Friendly on the air and no ego, prefer Music Director experience. Tapes and resumes to J.R. Tonnigan, Box 670, Roswell, NM 88201. EOE (9-26)

Air talent 7pm-12mid shift in Southwest medium market AOR Salary \$14,500 per year. Good references with some Top 40 background. Tapes and resumes to Steve Rivers, Landsman/Rivers Radio Services, 741 Red Oak Terrace, Wayne, PA 19087. (9-26)

JOE COLLINS, PD of KBOB, AOR in Tulsa/Fresno, seeks tapes and resumes for future possible air openings. Send to Box 1101, Tulsa, CA 93275. (9-26)

Experienced news person to be a drive time anchor and news administrator in America's finest city with California's fastest growing regional Pop/Adult station, KOGO. If you think you excel in both delivery and administration and are not afraid to be aggressive on the telephone send resumes and salary requirements to Chuck Brinkman, KOGO, 8665 Gibbs Dr., Suite 201, San Diego, CA 92123. EOE M/F (9-26)

Positions Sought

I'm in radio for one reason... sports! Dedicated, experienced pro wants to join your sports-minded organization, preferably in medium to major college market with P-B-P opportunity. Call MARC afternoons at (218) 749-4983. (10-3)

Very good newsmen looking. News Director with 15 years experience. Major market preferred. Department development a specialty. TED (714) 444-3348. (10-3)

KATHY DeROUVILLE is alive and well and living in Los Angeles. 3 years major market MD experience in AOR, Contemporary Hit, Pop/Adult. Excellent references. Please call (213) 464-5501. (10-3)

The victim of format change seeking fresh air. If your station offers stability, challenge, above average dollars and benefits and if my kids can grow up in a clean environment, then grab the phone. 15-year pro now doing morning drive in Los Angeles but don't let that scare you. Pop/ADULT, Country or Contemporary Hit as long as it's personality. Air talent, PD or combination. I'm real good and real expensive. Call JON WAYLIN at KZLA/Los Angeles or (805) 527-7542. (10-3)

JACK with 4 years experience. Major market MD, News Director, currently looking for cold place. Call (301) 922-5137. (10-3)

Upbeat Contemporary Hit DJ and production manager available now for air shift and/or production. 3 years experience at #1 station in a 10-station market. Great deal of promotional experience, including hundreds of live remotes. Resume and aircheck upon request. Call anytime (314) 394-5973 or (314) 773-5160. (10-3)

Los Angeles Operations Manager available for long term relationship with stable organization in top 50 market as PD, Assistant PD, or consultant. Impeccable track record both as programmer and air personality. Automation, TV and syndication experience. All offers given equal consideration. (213) 542-3678 or (213) 370-6666 anytime. (10-3)

Current Assistant PD and afternoon drive looking for air shift on rocker in the West. (915) 944-9256. (10-3)

If you are a personality station on the West Coast or Pacific Northwest and want someone who has fun on the air, call (915) 949-1103. (10-3)

Goods & Services

Charlie Fox

KHJ... KFI... WRKO... KBWB... to get where I've been, you'll need some good advice on how to improve. A personalized critique that will point you toward the majors. \$25.00 and a recent aircheck to: Box 1171, Azusa, CA 91702.

Give Your Newsmen A "Silver Sow Award"

... as seen on "WKRP." Dr. give a personality a "Gold Turkey Award." Real trophies, made by the company that makes the Oscars. Only \$8.50 each, including postage. Other trophies available. WENDELL PRODUCTIONS, 3745 Barrington Ave., Suite 9, Los Angeles, CA 90066.

:60's And :30's

100 :60 second and :30 second Musical Beds for your spots. No monthly payments, no needle drops, no nothing. All contemporary, 24 track recorded. Four LPs, \$75.00 plus \$5.00 shipping. Buy once, use forever. Call or write - VALENTINO MUSIC, 151 West 48th St., New York, NY 10036, (212) 246-4675.

Broadcaster's Action Line

Job referral service - \$40.00 for 12 months R3, Box 84, Lexington, IN 47138, (812) 889-2907. Free to employers.

Broadcasters

Want to sound like you've prepared your program for days? Try our service, used by top radio & TV personalities all over the U.S. and Canada. Free sample of BOB BARRY's NEWSLETTER from P.O. Box 577, Lannon, WI 53046.

Need Numbers?

The IMAGE GENERATORS are at your service. Get Major Market production/voices/ideas to help you generate numbers in your marketplace. Rates vary with market size. Interested? All inquiries to (301) 262-2119, or 11408 Fairoak Drive, Silver Spring, Maryland 20902.

Lola's Lunch

DROP YOUR PANTS, grab your socks, here come the laffs, here come the yocks. Complimentary snack "LOLA'S LUNCH," 1390 Arroyo Drive, Ypsilanti, MI 48197.

Comedy Material

Funny horoscopes. Crazy commercials. Silly soap operas. Ridiculous TV reviews and more. 25 pages delivered to your mouth every month. For freebie write HYPE, INK, Box 69581, Los Angeles, CA 90069.

The System

Another revolutionary new idea for the broadcasting industry available this fall from the first name in profit making promotions, FIRSTCOM BROADCAST SERVICES, INC. Two Oaks Plaza, Suite 2215, 6730 LBJ Fwy, Dallas, TX 75240 (214) 934-2222. The System, Service Mark 1980 FirstCom Broadcast Services, Inc.

"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.

Big Pipe Production

Professional voices, superior studios, creative promotional consultants. Low prices (designed to fit budgets of stations large or small). Call today for the hottest promotion demo ever... before your competition does. (301) 730-7034 or write 11220-B Avalanche Way, Columbia, MD 21044.

Expand Your Oldies Library

Tell AMERICAN JUKEBOX the title and artists. We supply 2-tn. stereo reels of your request. For more information call (916) 393-8814 or write AMERICAN JUKEBOX, 6791 Trudy Way, Sacramento, CA 95831.

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.

OPPORTUNITIES

Positions Sought

10 years experience as announcer. Heavy production. Country, AOR, Pop/Adult. Need gig immediately. DENNIS GOODE. Leave message. (714) 888-8519 or write Box 2668, Mission Viejo, CA 92690. (10-3)

San Francisco Bay area jock with 10 years experience in AOR is looking for full-time gig. Will leave this beautiful area and travel to a good AOR family station. If interested in a good honest jock who knows what he's doing call JAMES, (415), 368-7134 between 9am-5pm. (10-3)

JOHN LYLE, WRVQ (Q94) has resigned. Looking for a day-time slot in a top 50 market with good bucks and friendly faces. Talented and marketable. And I like flying. (919) 787-2381 (10-3)

Available now: 17 years of solid broadcast experience. Modern Country my specialty but will go down in the Middle of the Road, too. Top references and excellent track record in small and medium markets. West only please. DARREL WILSON anytime at (505) 528-8485. (10-3)

Effective communicator with a one-to-one style looking for medium market opportunity. 3 years experience in medium to large markets. Good voice, good production. Adult rock or rock country stations call Don, (615) 331-2272. (10-3)

Attention Omaha-Council Bluffs: personal interests have brought me your way. I am a young, aggressive female seeking employment in a Pop/Adult or rock station. 1 1/2 years experience in top medium market stations. Contemporary Hit and Pop/Adult formats. Super production. For resume and tape call (712) 366-2830 and ask for CARLA JEAN. (10-3)

Versatile CA veteran currently in Fresno market seeks programming position with live operation. Album approaches preferred. All offers considered. ANDY TYLER, (209) 825-3218. (10-3)

Medium market AOR stations take note! TOM SULLIVAN, major market AOR air ace and production wiz is seeking new employment prospects South and West. Market size no problem. Money really not a problem. I love work and lots of it. I also make a good MD. I know album rock like the back of my hand. If you need a great jock and production person contact me at (216) 497-9912 afternoons. Serious discussions only. (10-3)

Street reporter. Northeast newsman with 5 years experience seeks station in Mid-South, Rocky Mountain, or West region for outside reporter job. Have desire, hustle, and excellent references. Small and medium market experience covering just about everything. Need job very soon. Will explain when you call. RANDALL E. BARGAR, (716) 484-0801 anytime. (10-3)

I've done my time in the trenches, and I'm ready to move on to bigger and better things. 2 years announcing and production, with experience in news, sports, operations, and programming. Currently AOR, and will consider AOR or Contemporary Hit. Am interested in MD possibilities. Currently in Kansas City area, but will relocate for the right opportunity. Let's talk about what we can accomplish together. NEAL COX, (913) 841-0544. (10-3)

Current afternoon drive jock looking to move West. Contemporary Hit Radio or AOR. (602) 268-2377 or (602) 945-2500. (10-3)

Talented, versatile female looking to relocate before winter sets in. 3 years announcing experience. Beautiful Music. Have handled automation and AM drive. Proficient in news reporting. Currently employed as reporter, Country station. Black, Christian. Call soon, you'll be glad you did. (804) 547-1662. (10-3)

Music and Research coordinator, formerly at WAXY-FM/Ft. Lauderdale, now at KDZT-FM/San Diego, looking for permanent programming post in medium market. Will relocate. Experience in developing sophisticated computer automation systems for music, programming and research. RICHARD LONG, (714) 745-7383 or (714) 565-9595. (10-3)

Current afternoon drive jock looking to work at true rocker in West. (915) 944-9256. (10-3)

Announcer with 4 years experience as PD, MD seeks medium or major market position. Will relocate. Formerly with KPAS/EI Paso, KZOK/Seattle, and WLUP/Chicago. (312) 437-2843. (10-3)

CKLW Guntinger. Available for a challenging position. Entertaining and enthusiastic. Impeccable references. For tape and resume contact (519) 258-7965. (10-3)

STEVE ALLEN, PD/MD/air personality is available immediately. Top 30 market experience. Give me the opportunity to make your station a winner. Excellent administrative ability and research background. If you're an aggressive, professional thinking person like myself, let's talk. (804) 340-3286. (10-3)

Back from down under after 11 months as announcer, assistant PD at Radio WINDY, New Zealand's #1 rocker in the capital city. Currently in Orange County, CA doing morning drive at the new 94 KIK-FM in 18th top market. Looking for opportunity to program Contemporary Hit, AOR or modern rock station with an 8-year managing, announcing, production and promotional background that speaks for itself. Salary open, location flexible. Tapes and resumes from RANDY, (714) 956-1309 or (507) 583-4443. (10-3)

Energetic entry level broadcaster looking for an opportunity in the area of sports. I have a good knowledge of every sport and am willing to go anywhere in the country for a job! DAVID HOKENSON, (612) 865-3918. (10-3)

Positions Sought

Sex! Now that I have your attention... I'm a 22-year-old male announcer looking for employment in central Iowa. Prefer Country, Contemporary Hit Radio or Oldies. Currently unemployed and really need a break. WALLY, (515) 834-2483 or write Box 82A, Route 1, Earlham, IA 50072. (10-3)

Solid management. Knowledgeable programmer. Strong numbers. Award winner. Community involved. Require those traits? Call REGIS (WBAX, WOND, WILS, WLAV) at (616) 784-3542 with small or medium market PD/personality situation. (10-3)

Looking to program medium market Contemporary Hit Radio, Pop/Adult or AOR. Currently working at 50 kw powerhouse. Call (203) 387-0891. (10-3)

A heck of a nice guy looking for a home doesn't necessarily mean I'm a good boll weevil. Talented, 11 years experience including MD and Public Service, community involvement and automation. Married, stable, but not cheap. Pop/Adult mid-Atlantic preferred. Air personality or PD. Experienced in drive time and midday. (717) 545-0003 early AM or late PM. (10-3)

P.A. HICKEY - dynamically creative, jazz-oriented Pop/Adult, R&B air personality. Also, public affairs engineering experience. Formerly with Inner City Broadcasting Corp. Tape and resume available upon request. Write to 780 Oak Grove Rd., #D200 Concord, CA 94518, or call (415) 682-2201 evenings. (9-26)

A radio station is a terrible thing to waste. Philadelphia veteran personality who's spent half his life in radio is ready to bring your solid gold, Top 40 or personality Pop/Adult station back. No hype, no jive... just positive results! A. SWAN, 2031 South St., Suite 203, Philadelphia, PA 19146. (9-26)

Country music experience. Automation experience. PD who likes to be community involved. 28 years old with family. Call JERRY, (419) 422-3640. (9-26)

New talent with instinctive radio skills seeks on-air position. Tight board. Quick learner. 1st ticket. Creative production abilities. Ready and able to relocate. Call K.C., (213) 985-3080. (9-26)

Attention PD's. You haven't heard comedy 'til you've heard Mr. Rogers & Dave, the Dynamic Duo. Phone DAVE any morning. (313) 375-0868. (9-26)

Experienced DJ looking for an air shift in a small market Top 40 or Pop/Adult station in PA or NY. Would also like to be involved in sports department. Hard worker, stable, currently employed. For tape and resume call (716) 761-6836 and leave message. (9-26)

Recent college graduate looking to break into radio. Experienced in news, sports reporting, PBP, and production. Tape and resume available. Contact DAN, (312) 255-3795. (9-26)

I give good production, plus character voices galore. Experienced in Pop/Adult, Country, and AOR. STEVE SEBASTIAN, 920-A Texas, Columbia, MO 65201. (9-26)

Announcer with 8 years experience, including 5 as PD, looking for announcing or programming position with medium market station. (208) 234-2199. (9-26)

Major markets! I'm a 14-year large market pro working without contract and peaked. PD, morning personality, etc., in Top 40, AOR and Pop/Adult with major consulting. West Coast or Northeast please. (716) 836-4420 anytime. (9-26)

PD/air talent currently doing mornings seeks programming, operations or talent position. Good communicator, mature team player. 46% 12+ increase Spring book. KURT SCHAEFFER, (312) 472-6550. (9-26)

Combine an unknown quantity with your good business acumen and create a young and magnetic air personality whose work is good and whose price is right. The end result will definitely retain and hopefully increase your station's listening audience. Most interested in small or medium market AOR any time slot, even part-time under right conditions. Tapes and resumes on request. JOHN DASHIK, 297 Franklin, TKP, Mahwah, NJ 07430 or call (201) 529-3049. (9-26)

Experienced DJ, formerly with WLS-FM/Chicago. Seeking AOR or jazz gig. Knows rock and jazz thoroughly. Good delivery, deep voice, 3rd phone. Available immediately. Medium or large market preferred. Call anytime. ROBERT NEAL, (312) 674-8517. (9-26)

Newsman with strong sports interest looking for job in either or both. Experience in play-by-play, air shift, MD. Over 2 years in small market plus college degree. (301) 949-0722. (9-26)

PD and morning man with 4 years experience looking to advance to station with ratings problems that I can help work out. Married with one child, looking to settle down. Tape and resume on request. Call (316) 227-7151 work. (316) 225-5794 home. (9-26)

The legendary "PANAMA JACK" CRABBE, former PD WPFM, WQLK and currently WNAP, looking. (317) 923-6710. (9-26)

Medium market news reporter/anchor looking for a change. Has experience in OH, MI area, has done anchoring, live on-scene reporting and public affairs. Can also handle sports and play-by-play. Prefer Northeast or South, but will go anywhere. STEVE FRENCH, 2059 Willowdale, Dr., Stow, OH 44224. (9-26)

Positions Sought

Medium market sports reporter/anchor looking to move up in the world. Has experience in Ohio/Michigan with Big 10, MAC athletics. If it's a sport, then I've done play-by-play for it. Have also done news reporting and anchoring. Prefer the Northeast or South but will go anywhere. Call STEVE: (216) 688-8461. (9-26)

Looking for challenging opportunity with progressive news department. Eight years news experience; ran state capital bureau, formerly ND talk show experience. Thorough, tough, reporter, good writer. Ready to relocate anywhere. STEVE LOBEL, 1527 S. Jackson, Casper, Wyoming 82601. (307) 234-1705. (9-26)

Available now, experienced, dedicated News Director/reporter. Three-time winner of national and state Associated Press reporting awards. Call (915) 581-9443 and ask for MARK. (9-26)

Production Director available. (601) 693-2933. Ask for DAVE. (9-26)

Yesterday's gone but not forgotten: I'm a radio pro, 16 years experience in Top 40, collect oldies and interested in a gig spinning the best in Solid Gold Rock 'n' Roll. I am looking for an opportunity to join a station with an oldies format. Write for particulars and what you have to offer me, money wise and otherwise. LYNN MOORE, 2607 Joplin, Joplin, MO 64802. (9-26)

Looking for a female? Then I'm looking for you. 5 years experience. Looking for position with medium or major market station. Experience in music; formerly with KAUM and KJ100. Call NANCY at (713) 995-0937 or (502) 969-7491. (9-26)

Country music sorcerer wants to do magic with your ratings. Also known to dabble in Pop/Adult. Payment will be accepted in the form of precious stones or rare metals. In lieu of these, money will do. Want to bring sorceress wife and invisible dog back to the Midwest. For T&R, phone RICH ABRAMS, afternoons, (307) 577-0057. An equal opportunity employee. (9-26)

Hey PD's! Don't miss the boat! Let the East Bay Hustler live up your air sound! Energetic and eager ex-KUKI/Ukiah night jock ready to start in major or medium market. Also possess 1st ticket, office skills, great sports play-by-play voice and served as on-air statistician for Santa Rosa Junior College on KSRO/Santa Rosa football broadcasts. If this kind of talent is what you seek, then call FRANK BUTERA soon at (415) 223-1534, to see what you get! (9-26)

PHIL HARVEY (WCOZ, WBOS, KOXX, KCBN), is looking for programming and/or on-air position in Southern California. Great references. Call (213) 463-2621 or (213) 460-6301. (9-26)

Attention Program Directors - just what you've always wanted, an assistant PD. Somebody with a background in programming, music, promotion, community affairs and special features. What I've always wanted is a chance to grow and be part of a top-notch team. Let's make it happen together! Call BETH, (213) 821-7061. (9-26)

Six years experience including PD and Production Director caught in a format change. Looking for production and/or airshift, preferably N.E. medium market. Love and live radio, want to work for people who do same. Call (915) 949-9375 after 5pm CDT. (9-26)

Announcer with three years experience looking for stable medium or small market. Can relate well, especially with women and young people. Interested in community involvement, news and agriculture. For tape and resume, call SAM at (505) 622-7080. (9-26)

Dedicated newsman seeking the right challenge West or Northwest at a station that cares about reporting local news. Strong anchor and reporter ready for a position with a major market station or a News Director post in a medium market. Background includes work with an all-news format. Currently employed at prestige top 30 market station. Call (415) 573-7294 evenings. (9-26)

Eight years experience as Program/Music Director including staff and production supervision, budgeting, promotions, community involvement, motivation sales ideas, and more. Excellent references. Let's form an effective management team. I'm ready. Call BILL McCOWN, (803) 226-1408. (9-26)

Currently an anchor/editor/writer at WXLO/WOR/ New York. Experienced News Director and street reporter seeks challenging news or programming position. KEVIN O'KEEFE, P.O. Box 294, Lincolndele, NY 10540, (914) 248-7635. (9-26)

MARTIN J. MAZER, WSTR/Sturgis, seeking all-night contemporary gig in medium market or on-air PD/MD in small market. Stable operation with positive attitude only! Prefer Midwest, West, or Southwest. Call (616) 651-4248.

Experienced Top 40, Pop/Adult midday announcer. Energetic, good pipes, good production, looking for medium market position, will consider small market programming job. East Coast preferred. Want to work with professional people. This could be what we both need. Call (215) 374-5685. Leave your name, station call letters, address and phone number. (9-26)

Laid back, one-to-one communicator currently searching for air shift and programming/production responsibilities. Intermed at major market owned and operated, MD at college station, conducted music research at a Midwestern medium market FM. Tight production and air work. 3rd endorsed and ambitious career goals. Call MARK STEPHENS, (309) 863-5562. (9-19)

Positions Sought

Over 7 years experience in Top 40, Talk, Disco and FM. Middles, mornings and nights, and TV booth announcing, TV commercials, engineering. Married 10 years, one child, black and willing to relocate. Prefer major market. Call after 5pm, (504) 241-5982. (9-19)

TOM GALLAGHER currently afternoons at KAAY/ Little Rock and formerly morning drive at WHBQ/Memphis is now looking to relocate in a medium or major market. Prefer mornings but will consider afternoons. Call (501) 568-6327 or (501) 661-1090. (9-19)

Male DJ knows Country music very well. Looking for Northern IL, Southern WI and Northeast IN area. Open to all. Tapes and resumes ready. Contact MATT SWANSON, (312) 864-3304. (9-19)

I am ready to come back. 4 1/2 years experience. On-air, MD, Promotion Director, News Director, production and sales. Let's talk. Call DAVE CARLSON, (515) 287-5582. (9-19)

Do you need a communicator? Dedicated, conversational DJ looking for a professional AOR or Pop/Adult air shift. Will consider all markets, small and large. Other interests in talk shows, street reporting, production, etc. Currently available for a personal interview in the Eastern U.S. (412) 527-1923 or write BRUCE ARTMAN, 1209 1/2 Ocean Ave., Seal Beach, CA 90740. (9-19)

Attention Los Angeles PD's. Looking for mature pro who can work your format to the max? 15 years experience shows. Call PAT, (213) 464-1731. (9-19)

Miscellaneous

KKQZ-FM/Omaha needs service from all labels, yesterday. Including oldies. Please send to Mark Evans, PD, Box 588, Council Bluffs, IA 51501. (10-3)

Nebraska panhandlers favorite station needs Pop/Adult service from all labels. Call Doris Day, (308) 762-1400 or send to KCOW, Box 800, Alliance, NE 68301. (10-3)

We're central New Jersey's number 1 station serving almost 2 million people, and we have lousy record service. We are a full service Pop/Adult and need your help. Contact Jay Meyers, OM, WCTC/New Brunswick, (201) 249-2800. (10-3)

KBUF/Garden City, KS needs single and album service. Send to Scott Anderson, KBUF, Box 798, Garden City, KS 67846. (9-26)

I am 17 years old and work in a fairly large radio station and would like to correspond with other youth. Keith Eckhardt, c/o WFAI, Box 649, Fayetteville, NC 28302. (9-26)

WQIT-FM/Grafton, WV. Top 40 station, needs record service for both singles and LPs. Send to Mike Priore, WQIT-FM, Rt. 1, Box 91, Grafton, WV 26354. (9-26)

WQRO/Huntington, PA needs oldies and service from major labels. Send to Steve Austin, PD, Box 107, Huntington, PA 16652. (9-26)

Radio & Records

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Mr./Mrs./Ms. (please print)
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1930 Century Park West, L.A., CA 90067

The New **1** From Ambrosia



“NO BIG DEAL” NEW FROM AMBROSIA

Produced by Ambrosia and Freddie Piro



On Warner Bros. Records

THE BACK PAGE

BREAKERS

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

JACKSONS

Lovely One (Epic)

63% of our reporters on it. Moves: Up 89, Same 27, Down 0, Adds 28 including WBEN-FM, WIFI, CKGM, KVIL, CKLW, WBLI, WTIC-FM, 14Q, KNUS, WNOE, WAXY, KSTT, KKXX, FM102, KNBQ. See Parallels, charts at number 26.

ROLLING STONES

She's So Cold (Rolling Stones)

62% of our reporters on it. Moves: Up 85, Same 41, Down 0, Adds 36 including WABC, WNBC, WIFI, F105, JB105, CKLW, KRLA, WOLF, WTRY, KBFM, WJDX, KWEN, WNCI, KTAC, KMJK. See Parallels, charts at number 27.

LEO SAYER

More Than I Can Say (WB)

62% of our reporters on it. Moves: Up 52, Same 23, Down 0, Adds 68 including WKBW, WROR, WRKO, CFTR, KRLY, KS95-FM, KEARTH, KFI, KSFX, KPLZ, KOPA, WAQY, V100, KFMK, B97. See Parallels, charts at number 29.

JACKSON BROWNE

That Girl Could Sing (Asylum)

61% of our reporters on it. Moves: Up 77, Same 29, Down 1, Adds 34 including WFIL, WIFI, 94Q, WOKF, WLS, WZUU, KSFX, KIMN, WBLI, WERC, WBBQ, WNOX, KIOA, WDJX, KGW. 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. Indicates one of this week's most added new songs.

CHARLIE DANIELS BAND "The Legend Of Wooley Swamp" (Epic) 123/9 Moves: Up 67, Same 33, Down 14, Adds 9, Z93, WOKY, B97, WAXY, WKIX, KROY, KNBQ, KQWB-FM, WTRU.

CARS "Touch And Go" (Elektra) 112/10 Moves: Up 69, Same 33, Down 0, Adds 10, PRO-FM, WFBL, KBFM, WEFM, KWEN, KGGI, KENO, KHYT, KPUR, KWVL.

STACY LATTISAW "Let Me Be Your Angel" (Cotillion) 109/13 Moves: Up 72, Same 19, Down 5, Adds 13, PRO-FM, CKGM, Z93, KSLQ, WAEB, WAQY, KBFM, WSKZ, WISM, KERN, FM102, KDVV, KDZA.

DIANA ROSS "I'm Coming Out" (Motown) 107/28 Moves: Up 65, Same 15, Down 1, Adds 26 including WNBC, WKBW, WFIL, 94Q, KSLQ, WGCL, KRLA, KFI, WTRY, KFMK, KWIC, WFMF, WHBQ, WRBR.

PAT BENATAR "Hit Me With Your Best Shot" (Chrysalis) 105/67 Moves: Up 23, Same 15, Down 0, Adds 67 including WBEN-FM, 96KX, F105, JB105, Z93, 94Q, Q105, WLS, KSLQ, WGCL, KFI, KFRC, WFLY, WTX, WIKS, KIDD, KLUC.

STEVIE WONDER "Master Blaster (Jammin)" (Tamla) 93/12 Moves: Up 65, Same 15, Down 1, Adds 12, KIIS-FM, KHFI, KLAZ, CK101, FM100, WOKI, KSTT, WNAF, WNCI, WSGA, KWVL, KATI.

KANSAS "Hold On" (Kirshner) 91/17 Moves: Up 34, Same 40, Down 0, Adds 17, WLS, WGCL, KIMN, WFLY, WICC, KINT, KEEL, KLAZ, BJ105, 92Q, WSKZ, WNAM, 92X, WXEZ, KSEL, WEAQ, KDZA.

IRENE CARA "Out Here On My Own" (RSO) 82/14 Moves: Up 47, Same 21, Down 0, Adds 14, KVIL, KSLQ, KIMN, Q106, KBFM, KEEL, Y103, BJ105, WSEZ, WGH, WQRK, Z104, WRBR, KSEL.

EARTH, WIND & FIRE "Let Me Talk" (ARC/Columbia) 75/4 Moves: Up 49, Same 22, Down 0, Adds 4, PRO-FM, KJ100, KKXX, KDZA, WXLO d-22, Y100 34-30, WGCL 20-17, KFRC d-26.

ROGER DALTREY "Without Your Love" (Polydor) 71/20 Moves: Up 24, Same 27, Down 0, Adds 20 including WFIL, WDRQ, KFI, KPLZ, WFBL, WKBO, WJDX, WVLC, KSTT, KRAV, WGBF, WXEZ, KERN, KRSP, WLAM, KSLY.

JIMMY HALL "I'm Happy That Love Has Found You" (Epic) 69/30 Moves: Up 17, Same 22, Down 0, Adds 30 including WXKS, Z93, KPLZ, KSRR, KSET-FM, WJDX, 96X, WAYS, WAKY, KWEN, WISM, KEZR, KJRB, KSPZ, KCPX, KHYT.

AC/DC "You Shook Me All Night Long" (Atlantic) 68/10 Moves: Up 31, Same 27, Down 0, Adds 10, WBEN-FM, PRO-FM, B97, WFMF, WRVQ, WAKX, KILE, KELO, WSPT, KFXD.

ALI THOMSON "Live Every Minute" (A&M) 61/20 Moves: Up 22, Same 19, Down 0, Adds 20 including WFIL, WROR, JB105, KXOK, WZUU, KEARTH, WHFM, WKBO, KSRR, Y103, KJ100, WVLC, Z104, KXXX.

Radio & Records

NATIONAL AIRPLAY/30

October 3, 1980

THREE WEEKS AGO	TWO WEEKS AGO	LAST WEEK		
16	5	3	1	DOOBIE BROTHERS/Real Love (WB)
20	16	6	2	BARBRA STREISAND/Woman In Love (Columbia)
10	9	2	3	QUEEN/Another One Bites The Dust (Elektra)
1	4	4	4	DIANA ROSS/Upside Down (Motown)
2	1	1	5	PAUL SIMON/Late In The Evening (WB)
19	13	7	6	POINTER SISTERS/He's So Shy (Planet)
6	2	5	7	OLIVIA NEWTON-JOHN w/ELO/Xanadu (MCA)
17	6	8	8	BOZ SCAGGS/Look What You've Done To Me (Columbia)
18	14	11	9	CARLY SIMON/Jesse (WB)
12	7	9	10	KENNY LOGGINS/I'm Alright (Columbia)
30	23	16	11	DONNA SUMMER/The Wanderer (Geffen)
4	3	10	12	ROBBIE DUPREE/Hot Rod Hearts (Elektra)
3	11	12	13	AIR SUPPLY/All Out Of Love (Arista)
-	28	21	14	STEPHANIE MILLS/Never Knew Love Like This Before (20th)
5	12	13	15	GEORGE BENSON/Give Me The Night (WB)
26	21	19	16	AL STEWART/Midnight Rocks (Arista)
27	24	22	17	CLIFF RICHARD/Dreaming (EMI America)
24	19	18	18	LARSEN-FEITEN BAND/Who'll Be The Fool Tonight (WB)
-	-	29	19	KENNY ROGERS/Lady (Liberty)
25	22	20	20	DIONNE WARWICK/No Night So Long (Arista)
-	25	23	21	SUPERTRAMP/Dreamer (A&M)
-	29	27	22	DEVO/Whip It (WB)
-	30	28	23	WILLIE NELSON/On The Road Again (Columbia)
28	26	24	24	PURE PRAIRIE LEAGUE/I'm Almost Ready (Casablanca)
29	27	26	25	AMY HOLLAND/How Do I Survive (Capitol)
-	-	→	26	JACKSONS/Lovely One (Epic)
-	-	→	27	ROLLING STONES/She's So Cold (Rolling Stones)
-	-	30	28	DARYL HALL & JOHN OATES/You've Lost That... (RCA)
-	-	→	29	LEO SAYER/More Than I Can Say (WB)
-	-	→	30	JACKSON BROWNE/That Girl Could Sing (Asylum)

This chart is based solely on airplay statistics compiled weekly from our CHR reporting stations. Black circled numbers indicate significant upward movement from at least 60% of our reporters.

MOST ADDED

LEO SAYER "More Than I Can Say" (WB)
PAT BENATAR "Hit Me With Your..." (Chrysalis)
CHRISTOPHER CROSS "Never Be The Same" (WB)
HALL & OATES "You've Lost That..." (RCA)
BILLY JOEL "Sometimes A Fantasy" (Columbia)

Complete Regionalized Listings on Page 26 and 27

HOTTEST

BARBRA STREISAND "Woman In Love" (Columbia)
QUEEN "Another One Bites The Dust" (Elektra)
DOOBIE BROTHERS "Real Love" (WB)
POINTER SISTERS "He's So Shy" (Planet)
DONNA SUMMER "The Wanderer" (Geffen)

Parallel Listings Begin on Page 30

CHRISTOPHER CROSS "Never Be The Same" (WB) 59/43 Moves: Up 13, Same 3, Down 0, Adds 43 including WBEN-FM, 96KX, WRKO, PRO-FM, WPGC, WLS, WOKY, WFBR, WAEB, K104, KNUS, KSET-FM, WLCY, WAXY, WOKI, WGH, WTRW, KTAC, KMJK.

ALLMAN BROTHERS "Angeline" (Arista) 59/6 Moves: Up 19, Same 32, Down 2, Adds 6, WFLY, WAQY, Y103, WVLC, KNBQ, KFXD, WXEZ 28-25, KQWB-FM 31-25, KRLC 18-14.

ANNE MURRAY "Could I Have This Dance" (Capitol) 53/10 Moves: Up 27, Same 16, Down 0, Adds 10, WHB, WZUU, KPLZ, WTX, WSGN, FM100, WHBQ, WNOX, WVLC, KEYN-FM.

KIM CARNES "Cry Like A Baby" (EMI America) 52/18 Moves: Up 14, Same 20, Down 0, Adds 18, KRLY, Z93, Q105, WOLF, WKBO, WTX, WLCY, WOKI, WRJZ, WCSC, WQRK, WVIC, 13FEA, WCGQ, WFLB, WKXY, KCBN, KQDI.

Others Getting Significant Action

BILLY JOEL "Sometimes A Fantasy" (Columbia) 48/37 Moves: Up 4, Same 7, Down 0, Adds 37 including WABC, PRO-FM, JB105, WLS, CKLW, WBLI, WTIC-FM, WICC, V100, KRBE, CK101, WAYS, WRVQ, WAKX, WIKS, KNBQ, KRSP, KZZP.

GENESIS "Turn It On Again" (Atlantic) 46/2 Moves: Up 21, Same 23, Down 0, Adds 2, WLS, KELO, CKGM 17-9, WGCL 30-28, KEEL 36-28, WNAM 28-22.

JOHN COUGAR "This Time" (Riva) 42/10 Moves: Up 13, Same 18, Down 1, Adds 10, JB105, WHB, KIMN, WKEE, KXX106, BJ105, KDZA, KQDI, KXOK 28-25, KBEO 10-5, KQ94 26-22.

DONNA SUMMER "Walk Away" (Casablanca) 30/3 Moves: Up 14, Same 12, Down 1, Adds 3, KRLA, KGGI, WTSN, WROR 24-17, WXKS 18-15, PRO-FM 25-20, WJDX 28-19, WHHY 23-17.

NIELSON/PEARSON "If You Should Sail" (Capitol) 29/15 Moves: Up 10, Same 4, Down 0, Adds 15, PRO-FM, WZZP, WICC, KWIC, 96X, WQRK, WVIC, KSTT, KWEN, WJBQ, WIGY, WFLB, WANS-FM, WXLK, KILE.

VAPORS "Turning Japanese" (UA) 28/14 Moves: Up 6, Same 8, Down 0, Adds 14, KEARTH, KFI, KFRC, KINT, WAAY, 96X, WBBQ, WGH, KJ100, WVIC, WNAM, KIOY, KIDD, WSPT, WLS 30-19.

POCO "Midnight Rain" (MCA) 25/8 Moves: Up 8, Same 9, Down 0, Adds 8, K104, BJ105, WBBQ, WIGY, WANS-FM, FM99, KPUR, KRLC, KEZR 21-15, KQIZ-FM 25-22, KKLS 27-20.

JOURNEY "Good Morning Girl/Stay Awhile" (Columbia) 24/0 Moves: Up 10, Same 8, Down 6, Adds 0, 96KX 15-10, K104 18-12, WKEE 14-9, WLAC 20-17, KJ100 19-15, KQDI 30-25.

KORGIS "Everybody's Got To Learn Sometime" (Asylum) 20/12 Moves: Up 2, Same 6, Down 0, Adds 12, KXX106, Y103, WBBQ, KX104, WRJZ, WVIC, WGBF, WXEZ, WFBG, KVOL, KKLS, KRLC.