

Radio & Records

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THE INDUSTRY'S NEWSPAPER

OCTOBER 17, 1980

BROADCASTERS MOUNT OPPOSITION

New York County Proposes Banning Radios From Public Parks

The Westchester Parks and Recreation Commission recently voted (4-2) in favor of a proposal to ban radios from all beaches, parks, and pools under the New York county department's jurisdiction. The proposal is currently being reviewed by the county attorney, who must decide whether or not the recommendation should be placed on the county's books.

As might be expected, local broadcasters, led by WFAS-WWYD/White Plains VP/GM John Winkel and WVOX-WRTM/New Rochelle President Bill O'Shaughnessy, are seeking to prevent the proposal from becoming a legal reality. The New York Market Radio Broadcasters Association (NYMRAD) has written a letter supporting the broadcasters' position, stating the proposed ordinance is "not only bad public policy, but probably unconstitutional." Furthermore, NYMRAD Executive Director Maurie Webster told R&R that he was "positive that such an action would be viewed by all NYMRAD members as an encroachment on the rights of individuals to carry radios."

Winkel, O'Shaughnessy, and other affected broadcasters scheduled

uled a meeting with Westchester County Executive Alfred Del Bello Friday (10-17). They will attempt to persuade the county's ruling body that the enforcement of existing laws governing excessively loud radios is preferable to enacting this new law which, in the eyes of the broadcasters, stands in direct opposition to an individual's First Amendment rights, including the dissemination of important news and public information.

CBS, WMET In Springsteen Airing Controversy

The usual cease-and-desist scenario for stations airing superstar product in advance of release dates took a harsher turn in Chicago last week. According to WMET PD Tom Teuber, after the station acknowledged a cease-and-desist order from Columbia Records Thursday morning (10-9) and stopped playing Bruce Springsteen's "The River" album over the air, the local CBS branch called to cancel all current ad schedules for Columbia and Epic product at the station.

Teuber told R&R, "We got hold of the album Wednesday night (10-8) and played the whole LP with no pre-promotion at 9pm. We talked up to every song and stuck our usual commercials in there; it was impossible to tape. We went over backwards not to pre-promote it, not to make any references to taping, not to track it. The cease-and-desist order was served at 8:55 the next morning, and we stopped playing it and read the order on the air to explain why. By 9:30 the person at the CBS branch in charge of placing time called and cancelled all the current schedules."

"Much Ado About Nothing"

WMET GM Bruce Holberg picks up the story: "The call came from Branch Manager Jim Sculley. He felt we cost them at least \$40,000 in record sales by airing the album, so he was going to pull all CBS and Epic advertising." Holberg stated that Sculley did not say how long the pullout would last, and asserted that the decision came from Sculley, not from CBS headquarters. Sculley declined to comment at this time.

"It's really much ado about nothing," Holberg said. "I think the ways in which we dissuaded people from taping it were effective. Tom Teuber hosted our talk show last night, and talked to people who had taped it off the radio. To a person, they were all going to go out and buy the album."

The Chicago situation was not duplicated in other markets where the album was played early. WIOQ/Philadelphia played the first six cuts Friday (10-3) from a copy given to air personality Ed Sciaky, but pulled it off the air at CBS's request. WPLJ and WNEW-FM/New York played it the same day as WMET, but heard nothing more from the record company following their compliance with cease-and-desist orders.



Mandrell's CMA Triumph

Barbara Mandrell not only cohosted the 14th annual CMA Awards Monday night (10-13) with Mac Davis, but walked away with the Country Music Association's top award, Entertainer of the Year. In the radio realm, the top disc jockey awards went to KRLD/Dallas's Larry Scott (who announced he'll soon be joining KLAC/Los Angeles), KOKE-FM/Austin's Bob Cole, and WCCF/Punta Gorda, FL's Lee Shannon. George Jones and Emmylou Harris won the best male and female vocal awards, while the Statler Bros. picked up another in a long series of best vocal group prizes. "He Stopped Loving Her Today" won both single and song of the year, while Moe Bandy and Joe Stampley took the vocal duo honors. And three new Hall of Famers were announced: Johnny Cash, the original Sons Of The Pioneers, and founding CMA President Connie B. Gay (also a radio pioneer and the first broadcaster to join the Hall of Fame). Full coverage and more photos will appear in Jim Duncan's column next week, including details of the successful NBC post-awards show, which was aired over 200 radio stations nationwide. Pictured above are Barbara Mandrell (left) and (l-r) DJ winners Bob Cole, Larry Scott, and Lee Shannon, and post-awards cohost Bill Anderson.

SEEK INJUNCTION, \$1 MILLION DAMAGES

AOR PD's Sue Drake-Chenault Over "Satcon One"

KTIM/San Rafael, CA PD David T. and KADI/St. Louis PD Terry Fox have filed a suit seeking an injunction against Drake/Chenault Inc. preventing the airing of D/C's syndicated concert show "Satcon One," scheduled for October 24. The plaintiffs claim breach of contract in connection with the program, and are seeking \$1 million in damages. A hearing is set for October 20.

According to T., he and Fox approached Drake/Chenault with "creative services concepts" and a storyboard for a "Con Sat One" concert, for which they would act as independent producers. The duo claim that final contracts were drafted, but as production was scheduled to start, the com-

pany balked, maintaining the concept of a simulated satellite concert was not viable. Then in August 1980, Drake/Chenault announced the "Satcon One" project.

Drake/Chenault VP James Kefford told R&R, "There's absolutely no merit to their allegations in either fact or law, and we're pursuing all legal avenues to prove we're right. The idea originated with Drake/Chenault and was communicated to them in the fall of 1978, with the thought that they might be part of the production team. The fantasy concert concept was there before us," Kefford continued, citing the "Fantasy Park" radio special as an example. "We're adapting a space age/satellite theme to it."

Burbank Moves To Tampa

Gary Burbank will return to mornings when he joins WDAE/Tampa Monday (10-20). A top morning man for years at CKLW/Detroit and WNOE/New Orleans, he switched to the afternoon shift at WAKY/Louisville and most recently WHAS in the same city.

Commenting on his first change of location in five years, Burbank told R&R, "I feel real good. I've written a couple of TV things, and Taft, the owner of this station, has been really receptive. The first thing they did was fly me to Cincinnati and tell me we own Hanna-Barbera, we own Quinn Martin Productions, we have some definite ins for you. And a company in Louisville is going to do a TV pilot on me down here, and if it's bought, we'll do it with WDAE. I think this is a perfect place to do everything I want to do from, and it's such a lovely town."

Vance Dillard, PD of the Tampa Pop/Adult outlet, told R&R, "I think WDAE has made a commitment to win in Tampa with a personality, full-service format. Evidence of that is Gary Burbank, who is a leader, a winner, and has

everything a full-service radio station needs in the 80's, including information, humor, and excitement. He knows how to do it all. Over the last 1 1/2 years, WDAE has done a lot to position itself, and now with Gary coming in, we're on the way."

Harry Nelson KSLQ PD

Harry Nelson, longtime Program Director at WRKO/Boston in the 70's, has been appointed PD at KSLQ/St. Louis. Commenting on his new position, Nelson told R&R: "It's really a pleasure to be here. The station is really hot again. It reminds me a lot of WRKO when I first came there in 1973. There's a lot of energy in the hallways. I took some time off travelling, and now I'm just glad to be here and be a part of it all. The music is definitely right on target with our demos; I'm in here to maintain that and improve the image of the personalities and the promotions we're doing."

Minorities Directed To New Technologies

The National Black Media Coalition (NBMC) held its seventh annual meeting last week (October 9-12) in Washington for approximately 125 registrants. In a luncheon presentation, FCC Commissioner Joe Fogarty applauded NBMC for its "consistent support of additional station proposals when others who have already gained entrance to the exclusive broadcasting preserve, are suggesting that the gates now be closed." He concluded, "I would also urge you to broaden your horizon and efforts into other tele-

communications fields; i.e., cable television, subscription television, multi-point distribution service, and direct broadcast satellites."

Deputy Broadcast Bureau Chief Frank Washington joined Fogarty by saying, "The role of you and your organization in this age of new technology is to find new and innovative ways to implement this technology." Commissioner Tyrone Brown sounded a similar theme.

(More details on the NBMC meeting may be found on Page 4.)



MEETING AT THE NBMC — Pictured are (l-r rear) NBMC Chairman Pluria Marshall; KLTV/Tyler, TX GM Frank Melton; and WTOP/Washington GM Michael Douglass; (l-r front) EEOC Commissioner J. Clay Smith and FCC Commissioners Jim Quello and Joe Fogarty.

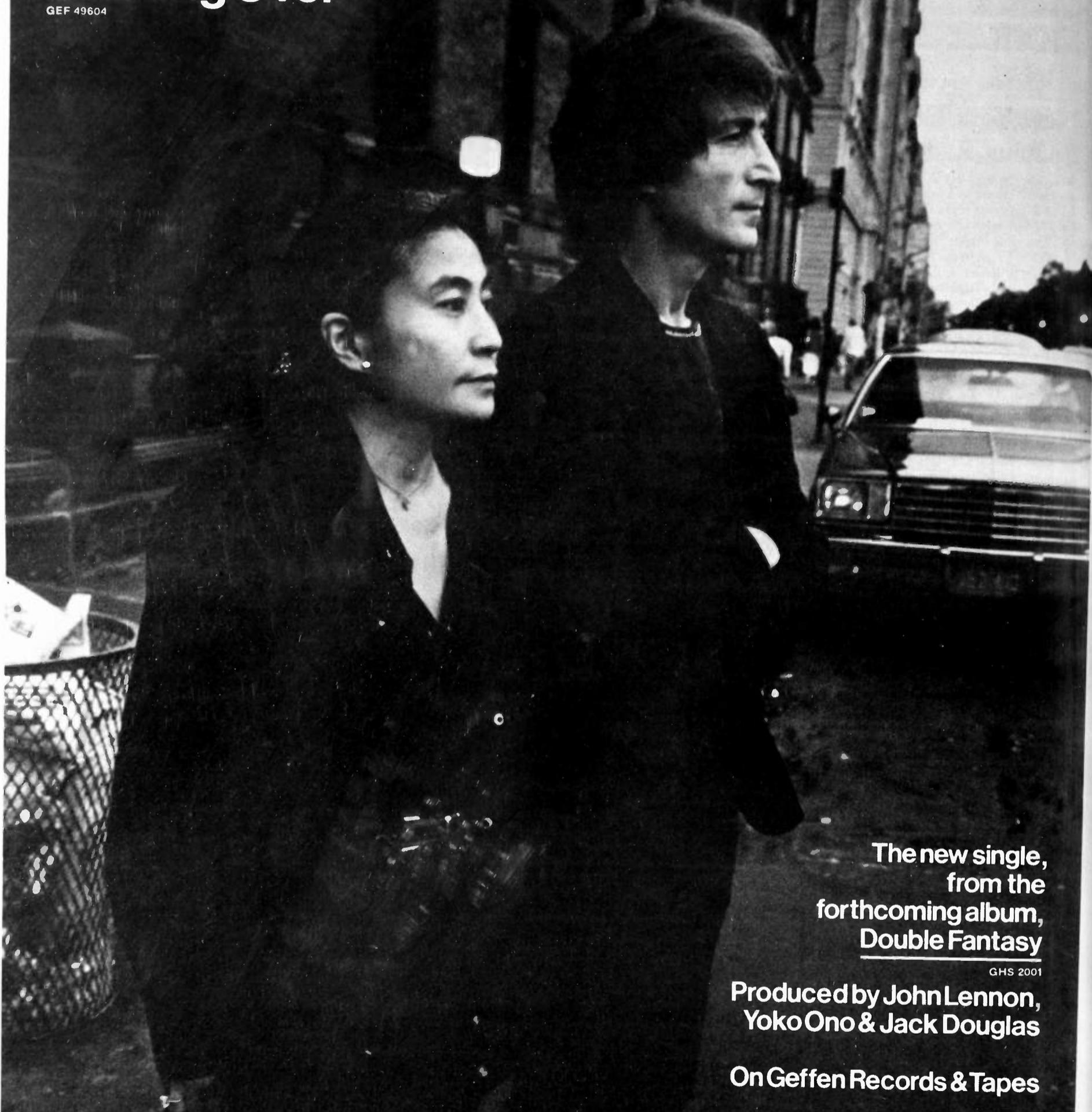
John Lennon

**(Just Like)
Starting Over**

GEF 49604

Yoko Ono

Kiss Kiss Kiss



The new single,
from the
forthcoming album,
Double Fantasy

GHS 2001

Produced by John Lennon,
Yoko Ono & Jack Douglas

On Geffen Records & Tapes



Manufactured exclusively by Warner Bros. Records Inc.





Dave Sholin



Bob Hamilton

HAMILTON TAKES NATIONAL MUSIC POST

Sholin Exits RKO To Join Gavin

Dave Sholin, National Music Coordinator for RKO Radio for the past three years, resigned that position last week to become Editor of the Rock Music Section for the Gavin Report. KRTH/Los Angeles PD Bob Hamilton has been promoted within the chain to replace Sholin, and will also continue his KRTH duties. Hamilton told R&R, "I'm really looking forward to the new responsibilities. It's a little extra, but nothing I can't handle. I'll be based at RKO's corporate headquarters on Tuesdays coordinating the music, but will otherwise be at KRTH."

Sholin, who joined RKO as KFRC/San Francisco MD after programming KLIV/San Jose, told R&R, "To be able to work in a company like RKO for seven years, with the best programmers in the country and people like (RKO Radio President) Dwight

SHOLIN/See Page 22

Elliott KENR Operations Manager

Mike Elliott, who joined KENR/Houston six weeks ago as Sports Director, has been named Operation Manager of the station, and will handle programming duties as well, following the departure of PD Joe Wade Formicola. Elliott will also continue as a sports personality on the Country station.

Elliott told R&R, "What a challenge it is to pro-

ELLIOTT/See Page 22

METROMEDIA LOSES EXCLUSIVE ON TERM

WPLJ Wins "Rocktober" Fight

WPLJ/New York won a legal round in its battle with Metromedia's WNEW-FM to use the promotional term "Rocktober" over the air. Metromedia had registered the term as a service mark, and claimed exclusive rights. However, last week Judge Henry Worker maintained that Metromedia failed to provide satisfactory proof of its claim that it had used the term as early as 1974 or 1975, asserting that Rocktober was apparently first used at 2SM/Sydney, Australia in 1974 and later by stations in several large American cities.

WPLJ GM Nick Trigony told R&R, "We went on the air with Rocktober and WNEW-FM filed in court to say we couldn't use it. The judge determined we could. We just felt it was a promotional tool, like 'commercial-free' or anything else. There are really very few original promotions or contests in this business. We didn't want to start anything, but we felt we had a right to use it, and we checked it out before and

ROCKTOBER/See Page 22

O'HAIR EXITS

Brooks To Program KQFM

Veteran AOR programmer Thom O'Hair has exited his position as PD at KQFM/Portland, OR, after five months at the station. Bob Brooks, former Production Director at KQFM's sister station KEX and ex-PD at KGON/Portland, has been appointed interim PD.

O'Hair resigned to "pursue personal endeavors," and will announce his future plans shortly. Brooks told R&R, "Our music policies and air staff are to remain exactly the same." He added, "It's an incredible opportunity for me to lead a collection of some of the best radio people in the Northwest."

EDITORIAL

A Conflict Of Conventions

As the highly successful American Radio Expo fades into our memories, it becomes apparent that radio broadcasters are facing a unique situation for 1981 radio gatherings.

While most broadcasters have not been made aware of the problem to date, the two trade associations (NAB and NRBA) that claim to represent the best interests of radio have gotten themselves into a 1981 convention bottleneck. The NRBA meeting and the NAB's Radio Programming Conference IV are scheduled on the same dates, in different cities. NRBA's dates have been set for four years; the NAB announced its dates this year. Neither association seems willing to do anything at this time beyond inciting the other. This attitude suggests absolute disrespect for the good of their radio members and is a sequence of events more typical of Washington, DC bureaucratic bunglers than concerned trade organizations.

It is obvious to close observers that NAB was the Johnny-come-lately in the date conflict; therefore it is the position of this newspaper that NAB should be the group to move its date or postpone its convention. On the other hand, we do not condone the actions of the NRBA's board in voting down its executive committee's recommendation to avoid the conflict by moving its dates ahead several weeks; that vote also smacks of arrogance. If radio broadcasters allow this petty confrontation between two trade associations to continue, no one will benefit.

We'd also like to set the record straight regarding R&R's involvement with NRBA and the American Radio Expo. To begin with, R&R's first gesture of participation with either association was to sponsor a cocktail party for 2000 radio participants at the NAB Spring 1979 Convention, in addition to bringing at our own expense our multimedia special "Radio Across America" for the opening radio session.

Therefore, it only seemed proper to entertain a request from the NRBA to be active in its 1980 convention. After consideration, R&R agreed to help NRBA - whose existence depends on revenues from its convention - in a one-time, radio-only, special "kickoff for the 80's" celebration to be called the "American Radio Expo." The staff of R&R donated its time and energies, and R&R promoted the convention. No one at the publication received payment of any kind.

We did it to assist the "little" association, because we believe radio is entitled to separate, uncompromising representation in Washington. We also continue our support of the NAB, qualified by our conviction that sometimes television and radio interests do not precisely coincide, and that a dissenting voice from the (solely radio) NRBA should be supported not only by us and radio but by the NAB as well.

We don't like the big guy pushing the little guy around. We stepped in this year to ensure a success for the NRBA. We won't be as involved next year because we're counting on radio broadcasters across the nation to take whatever action necessary to make sure their radio-only association will be around in 1982. We leave it in your hands.



this week ...

NEWSROOMS PROTECTED IN NEW LAW

President Carter signed a bill reversing the Supreme Court and putting limits on police searches and seizures in newsrooms.

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CONVENTION SESSION HIGHLIGHTS

Radio's prime topics of discussion at the American Radio Expo are analyzed this week by R&R's Editors in the following columns:

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Washington Report

NBMC Stresses Taking Advantage Of Current Trends

The central message of the National Black Media Coalition (NBMC) meeting last week (see Page 1) was that minorities should get involved in new technology, according to NBMC Chairman Pluria Marshall. "What you have done in the past won't count in the future; focus more on the programming of this new technology versus the apparatus used," he concluded.

At various workshops, minority broadcasters discussed everyday issues:

- Panelists for "EEOC And The FCC" generally felt that EEO responsibility should remain at the FCC, due to a backlog at the Equal Opportunities Commission.

- In a workshop on "Management Perspective & Career Opportunities," four broadcasting executives discussed their management philosophies. "In order for blacks to get into broadcast management they must be better and different," according to Frank Melton, GM of KLTU/Tyler, TX. WRQX-FM/Washington GM Ernie Fears added that management should clarify each employee's job, recognize outstanding employees and pay them well, then finally strive for building a team. He concluded the main cause for failure in this business "is not having enough confidence in yourself." Michael Douglass, GM of WTOP/Washington, was also a panelist.

- In a session called "The State Of Black Programming In Public Broadcasting," Valeria Lee of WVSP/Warrenton, NC told her audience that blacks should look at public broadcasting as a means of servicing their community and not focus solely on ownership.

- "Stop using the term 'Public Affairs Programming' and use the term 'Informational Programming,'" proclaimed Ken Smith, Community Relations Director of WFAA/Dallas in a panel entitled "Innovative Public Affairs Programming." The majority of the panelists agreed that public affairs programs are often shortchanged; however, they felt informational

women, can be overcome through a mentor or buddy system.

- Black radio can aid in community development in many areas including improving the black image and revenue. However, in order for Black radio to have a direct effect on community development, according to Skip Finely of Sheridan Broadcasting, it must do a better job than anyone in the areas of programming and sales, be given the opportunity to fail, and project an image to be

programming could generate revenue if more innovative ideas were used in producing these shows.

- In the words of Carol Porter of the Washington Post, black women in media should "move



FCC's Patti Grace, WVSP GM Valeria Lee, Brunson Broadcasting President Dorothy Brunson



Commissioner Tyrone Brown CTN's Jim Winston FCC's Frank Washington

around, diversify your experience, understand the economics of the organization, perfect your craft and be aware of new technology." Points of interest brought up by other panelists and audience dialogue were:

1. Entry level jobs seemingly are more acceptable to women and the willingness to start as low as clerical help is sometimes the foot in the door.

2. Black women are at an advantage since they are often used to fit a dual standard for the FCC's EEO requirements.

3. Sexism and racism, a common problem for black and white

respected by all.

Minorities In Action

In a banquet speech, syndicated columnist and commentator Carl Rowan addressed the issue of blacks getting more involved in the media to assure accurate portrayal of the news. Wrapping up this seventh annual meeting was a "Minority Ownership Exchange" session, in which several black entrepreneurs, including Jim Winston of Community Television Network, Inc. (and former assistant to FCC Commissioner Bob Lee), shared their experiences on entering the broadcast business.

People

ABC Radio VP Shuffle

Radio Net President Ed McLaughlin appoints four to newly created positions of individual network VP's (R&R 10-10): Richard McCauley, VP of Entertainment Net; Willard Lochridge, VP of Contemporary Net; John Axten, VP of Information Net; and Thomas Plant, VP of FM Net. All four will report to Bob Chambers, VP/GM of ABC Radio Nets, and each will have a Network Director & Program Director reporting directly to him.

Jacksonville

Fred Danneman has been named Chairman of the Board of Chartcom. Replacing him as President will be James P. Smith Jr. (as first reported in R&R 10-3), formerly President of Charter's Direct Response Division.



Willard Lochridge Thomas Plant



John Axten Richard McCauley

Buffalo

Frank Woodbeck is the new GM at WKBW/Buffalo, replacing Norm Schrutt, who recently took a similar position with KZLA/Los Angeles.

Detroit

WWW (W4)'s new General Sales Manager is Sharman Stewart.

Little Rock

Dave Gorman is the new GM at KXLR/Little Rock, and appoints Marie Underwood as Local Sales Manager.

New Orleans

WBOK-AM has a new GM, Phil Lanka.

St. Louis

KMOX VP/GM Bob Hyland honored as "Churchman Of The Year" (10-6) in ceremonies held by Religious Heritage of America.

Carter Inks Privacy Act

President Jimmy Carter signed legislation Tuesday (10-14) sponsored by Senator Birch Bayh (D-IN) known as the "Privacy Protection Act of 1980." The bill "provides limits on governmental search and seizure of documents by persons without just cause," and reverses a 1978 Supreme Court decision giving local authorities the right to search all newsrooms using only a search warrant.

"Just cause" means a newspaper has committed a crime in connection with documents stored in the newsroom. At that point, a

subpoena would have to be issued, according to the new law. This is of particular interest to news reporters seeking to maintain the confidentiality of their source material. The legislation, which goes into effect January 1, was aided greatly by the efforts of RTNDA and NAB, according to Washington sources.

Sales Talk

SRA

The second Issue Report from the Station Representatives Association, entitled "Regulatory Trends In The 80's - More Stations, More Owners," focuses on the FCC's regulatory philosophies, and asserts that while the Commission has "more than a passing interest" in decreasing regulation, its trend in the area of station ownership is toward increasing regulation. For more information, contact SRA at 230 Park Ave., New York, NY 10017 (212) 687-2484.

Black Radio Usage Up Slightly

In a report issued in September by RADAR, the NAB summarized the findings to show that black listenership on FM is on the increase and is especially heavy at night and on the weekends.

While most black listenership takes place on AM, the survey indicated the increased use of FM and a slightly higher use of FM only in black vs. white audiences during the years 1977-1979, from 40.4% to 50%.

Sales

Robert O. Malilman Inc. has announced sale of WAIV-AM-FM for \$3 million subject to Commission go-ahead from Robert Rounsaville to Affiliated Broadcasting, a division of the Boston Globe.

KHSN/Coos Bay, OR sold by Cecilia Murphy, Bob & Sue Walberg, and Mike & Janet Whitty to Bay Radio Corporation for \$500,000 pending FCC approval. Broker was William A. Exline Inc.

FCC: At A Glance

North American Pow Wow

After appearing at a meeting of the Mexican Association of Broadcasters last week, NAB Board Chairman Tom Bolger announced this week there would be a combined meeting between the executive committees of the Canadian, Mexican and NAB associations. The summit is scheduled for November 30-December 3 in Williamsburg, VA. Topics to be discussed include proposed FCC and U.S. State Department position supporting 9 kHz and world press freedom.

Golden West Ruling Given Additional Time

New York-based rep firm Blair, licensee of several stations, has won a two-week extension from the Commission (9-29) for comments on revising the "Golden West Rule." New dates are October 28 and November 14 for reply comments.

At issue is the present FCC ruling that a sales rep firm owning a station could not represent another station in the same market. The Commission has noted a willingness to open up this area in connection with its other deregulatory actions for radio, but still questions "if a rep's interest in two stations would result in diminished competition between the two."

Ferris Challenges Broadcasters

In a speech to the National Press Club (10-7), FCC Chairman Charles Ferris called on all networks to "stop opposing competition and start giving consumers new program choices."

"The same industry that is asking the government to get off our backs has fought the deregulation of cable and direct broadcasting

from satellite for fear of more competition," Ferris noted.

He ended the speech with several challenges to the industry; including:

- For networks to use their vast resources to improve programming and stop crying "the sky is falling."

- For members of the press to advance the delivery of electronic journalism.

NBMC Denied Exclusive Use Of Frequencies

Losing a decision that would have allowed the use of either 530 or 531 kHz exclusively for Class IV minority-owned stations, National Black Media Coalition (NBMC) was instructed to "look towards the clear channel proceedings to increase minority ownership," in action by the FCC (10-10).

If the proposal had been approved, over 100 stations, all minority-controlled, could have gone on the air subject to individual Commission approval. The FCC noted, "It would be premature to act now since the WARC power limits for 525-535 kHz will not become effective until January 1, 1982."

"LOVE ON THE ROCKS"⁽⁴⁹³⁹⁾

THE FIRST SINGLE BY

NEIL DIAMOND

Produced by Bob Gaudio

THE JAZZ SINGER



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ALBUM AVAILABLE NOVEMBER 10TH

(SWAV-12120)



CONVENTION WRAPUP

News/Talk Session Addresses The Future

The recent NRBA American Radio Expo in Los Angeles spotlighted radio and its growing future. The News/Talk format is an integral part of that future, as evidenced during the sessions held October 5 and 6.

Sunday: Getting Acquainted

This was the forerunner to the major session held on Monday and was actually a hospitality suite, allowing convention attendees the opportunity to come by, get acquainted, and chat. Among those dropping by were Joe Dorton, President of Gannett; Brad Messer of R&R; Bruce Marr, OM of KVI/Seattle; Hilly Rose of KMPC/Los Angeles, John Butler of KIIS/Los Angeles; Rick Devlin, VP/GM of WOR/New York; and Steve Baim of Zodiac News in San Francisco.

Towards the latter half of the evening, Scott Rasmussen (President) and Dick Hammer (Senior VP/Marketing and Sales) outlined details of Enterprise Radio's all-sports network. Set to debut January 1, 1981, the network offers a wide variety of programming features including a sports update as well as a national sports talk show.

Monday: Workshop

This morning workshop session attracted about 40 persons and featured three guest speakers: Carey Davis, Station Manager of WSDR/Sterling, IL; WOR's Rick Devlin; and KVI's Bruce Marr. Each of the three gave short talks about his respective market and the future of News/Talk formats.

All concurred that the outlook is extremely bright for News/Talk formats in the 80's, with an emphasis on

News/Talk

local programming being the heart of the format. Carey Davis, discussing the future of small market N/T stations, used his station as an example, explaining it was AOR — "all over the road," programming to local interest groups with such elements as Spanish and travel shows.

One interesting phenomenon pointing to the growth of the format was the presence of those from music-formatted stations considering the addition of talk segments to their regular programming or adopting the format totally. One of those considering the latter was Robert Bennett of WBMJ/San Juan, who questioned the viability of going all-Talk against a formidable all-News competitor in the market. Bruce Marr advised him of the time, expense, and patience involved with a Talk format. However, it pays off in the long run because in time it garners strong audience loyalty, he said.

It's Showtime!

Another major area of discussion was advanced by Hilly Rose of KMPC/Los Angeles. He questioned Rick Devlin about the advantages and disadvantages of doing



Above, Hilly Rose (foreground) of KMPC/Los Angeles questions one of the guest speakers during the News/Talk session. Discussion topics included advantages/disadvantages of remotes and the trend towards self-help shows.

remotes. Does a listener in Brooklyn really give two hoots about what is going on in the Bronx, let alone Disneyworld/Florida or London? Devlin pointed out that for one thing it was good from a sales standpoint and that his sales staff wishes he would do more. But on a more serious note he hit upon a belief shared by stations in large, medium, and small markets alike — they are there to entertain the listening public. It's showbiz. And it doesn't have to be done on a grand scale to be effective. Carey Davis illustrated this when he talked of how WSDR has its vacationing listeners call collect from wherever they are and describe their trips to the listening audience.

Self-Help: A New Trend?

What about the increase in self-help programs (psychologists, mystics, etc.)? Is this the new trend? All three guests believed that with the economic situation today, virtually everyone is interested in learning how to make their dollar stretch more, how to do things on their own, and basically how to cope with everyday tensions and problems. And as long as there is a need, this type of programming will have a place in the format. But one also has to gauge the listening audience, taking into account client response, letters, and ratings. Not all things will necessarily work. WOR's garden show elicits tremendous listener response, whereas an attempt at a repair show did not fare as well. Another angle to consider is that there are regional lifestyles that stations must be attuned to, as explained by Bruce Marr. He described the Northwest lifestyle as "tweedy," and for that reason a personality such as Toni Grant of KABC/Los Angeles would probably not be as successful in his market. Also, an advantage of such self-help programming is the generating of new sales outlets.

Other topics that were touched upon were demographics, commercials, and listener phone-in problems. One person questioned the problem small markets encounter in attracting guests and hosts without a pattern of redundancy. Carey Davis said his station uses local

officials who also discuss state issues as well as dealing on a national level. He then emphasized that small market stations should not be afraid to try for national experts.

Promotion was the last subject brought up for discussion. Fred Bergendorff, Director of Promotion for KNX/Los Angeles, spoke about the difference of promoting all-News. However, his station has to date received 9 million responses to contests, which are done within the framework of the format, without compromising it. He stated, too, that sports coverage balances out the news — no one wants to hear about five murders in a row.

Winding up the morning session was a demonstration by Steve Church, Chief Engineer at WFXZ/Buffalo, of the "Telemix Two," a phone mixing system developed by him and Mark Durenberger, Chief Engineer of WLWL/Minneapolis. The system was featured in R&R's "What's New" column in the October 3 issue, and is now in use at KSTP/Minneapolis. Later on that evening, Peter Straus (Chairman) and Ellen Straus (President) of WMCA/New York hosted a cocktail party for Talk format station registrants. During the party, I had a chance to talk at length with Ellen Straus, whose major purpose for the get-together was to get a feeling from others about the viability of a Talk station association.

I would like to take this opportunity to thank my special guests, the Strauses, for the cocktail party, and those of you who attended the News/Talk format workshop. Your enlightening discussion helped to make it a success, giving food for thought to myself as well as others. Future News/Talk columns will cover these topics in depth, and I welcome any further suggestions and/or ideas you may have.



ROUND TABLE DISCUSSION — Guests listen attentively during the News/Talk workshop session at the recent NRBA American Radio Expo in Los Angeles. Pictured (l-r): (backs to camera) David Graves, Westinghouse/NY; Bruce Marr, OM, KVI/Seattle; Fred Bergendorff, Promotion Director, KNX/Los Angeles; Lindsay Davis, Sales Manager, WSDR/Sterling, IL; Rick Devlin, VP/GM, WOR/New York; Carey Davis, Station Manager, WSDR/Sterling; Robert Bennett and June Bennett (partially hidden), WBMJ/San Juan; and Gail Mitchell, R&R News/Talk Editor.

News/Talk Personalities

Craig Worthing has moved from WKAT/Miami to neighboring WINZ. Voted the number one talk host in 1979 and 1980 by the Miami News/AWRT poll, Worthing can be heard Monday through Friday from 12:30am to 5:30am.

Travelling west to east is KGO/San Francisco's Owen Spann. During the week of October 17, he will broadcast live from New York saluting the grand opening of the city's Hyatt Hotel. Bay Area listeners will have the opportunity to speak directly with several featured guests including Mayor Ed Koch and actress Lillian Gish. Also, KGO's Public Affairs Director, Juana Montgomery, achieved a first when elected to the Northern California Broadcasters Association Board of Directors. She is the first elected board member who is not a General Manager or Sales Manager of a San Francisco station, as well as the first black woman (and, in fact, first woman) to join the board.

Assistant Chief Engineer for KTAR-KBBC-FM/Phoenix, Ted Stratton, has been upped to Chief Engineer.

WMCA/New York welcomes Jonathan King to its team in the 10am to noon slot. King has worn many hats during his career including producer, television personality, record company exec, and recording artist with the 1965 hit "Everyone's Gone To The Moon."

And speaking of New York... Crosstown rival WOR's Carlton Fredericks, resident expert on nutrition and health, was feted October 11, on the occasion of his 70th birthday. The "Design For Living" host was also awarded honors by several health organizations.

Libertarian presidential candidate Ed Clark was a recent guest of "People Talk" hosts Ken Stahl and Jack London while visiting KDOWN/Las Vegas.

News/Talk isn't the only thing cooking at KCMO/Kansas City. The station rounded up the top 50 chili-making teams for its second Chili Cookoff on October 4. Each entry fee of \$25 was donated to the local Starlight Theater, with entrants judged on the basis of the color, texture, and flavor of their chili. First prize was a trip for two to the Bahamas, while second and third place

winners received engraved silver bowls and other consolation prizes.

THE AWARD CORNER: KSDO/San Diego copped three top awards in the Radio and Television division during the city's annual Press Club journalism awards ceremony. Field reporter Terry Moore won for best radio newswriting, while former Business Editor Bruce Bernhart won for documentary and general business reporting.

The Armstrong Foundation recently presented KYW/Philadelphia with first place honors for its coverage of the Three Mile Island nuclear accident.

KNX/Los Angeles's animated "Who" commercial is a national winner in Art Direction Magazine's annual "Creativity" competition. This brings to 12 the total number of major awards the station's promotion campaign has won... And WINS/New York captured two first place awards during this year's New York State Associated Press Broadcasters Association News competition. The station's "UN Buzz," the story of an unidentified pilot circling the UN, won for Best Spot News coverage, while "Diplomats and the Gas Lines" was awarded Best Editorial.

— Gail Mitchell

THEIR NUMBERS ARE IN YOUR FAVOR!

154/47



JIMMY HALL

"I'm Happy That Love Has Found You"

THE BACK PAGE

BREAKERS

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

JIMMY HALL

I'm Happy That Love Has Found You (Epic)
69% of our reporters on it. Moves: Up 78, Same 29, Down 0, Adds 47 including WKBW, WBEN-FM, WFIL, WFI, WCAO, JB105, WCKX, KSLQ, WGCL, KIMN, WFBL, 897, FM100, WNCI, KKXX, KGW. See Parallels, charts at number 29.

PRODUCED BY NORBERT PUTNAM

86/51



RANDY MEISNER

"Deep Inside My Heart"

NEW & ACTIVE

RANDY MEISER "Deep Inside My Heart" (Epic) 86/51
Moves: Up 14, Same 21, Down 0, Adds 51 including WRKO, 94Q, Q105, KFI, KIMN, KOPA, WICC, WAQY, WSGN, KX104, WRVQ, WGBF, KEZR, KSPZ, KCPX.

MOST ADDED

PRODUCED BY VAL GARAY

ON *Epic* RECORDS

WHAT'S NEW

Edited by Don Waller



Bob Harris and Dick Starr

"Epic 80" Syndie Special Surveys Year's Top Country Songs

"Epic 80" is a nine-hour radio special counting down the top 100 country songs of 1980. Hosted by WMAQ/Chicago's Lee Sherwood, the program features over 60 interviews with such notable country artists as Kenny Rogers, Barbara Mandrell, Charley Pride, Ronnie Milsap, Merle Haggard, Waylon Jennings, Loretta Lynn, and the Oak Ridge Boys. The market-exclusive special is designed for airing on New Year's Eve and New Year's Day and contains slots for six two-minute commercial clusters per hour.

Bob Harris will serve as Executive Producer with Dick Starr acting as Production and Programming Consultant for the syndicated special, which will be available from Dallas-based Toby Arnold & Associates Inc. Included with the "Epic 80" program are special sales and promotion kits which encompass an ad-maker kit for creating print ads and written sales presentations along with various audio materials ranging from jingles and celebrity voice tracks to contest guidelines and a cassette version of a local sales presentation.

For further information or a demo tape contact Toby Arnold at (214) 661-8201.

Lease-A-Bumper Concept Sticks

Naomi Berman and Ann Berenson have produced a bumper cash crop from their stick-em-up business, Lease-A-Bumper Inc. The two Norristown, PA women and their husbands, Herbert Berman and Jerry Berenson, came up with the concept of paying people to attach bumper stickers to their cars for a prescribed amount of time at a dinner party last year. Mrs. Berman, an advertising partner in Norristown-based Komko Industries, and Mrs. Berenson, a speech pathologist, swiftly incorporated and began pitching their idea to local banks and restaurants. Their idea has since proved to be an unequivocal success and the duo plan to take the concept nationally soon.

Basically, Lease-A-Bumper works as follows: advertisers request where they want their message displayed, for how long, and by how many

people. The firm then finds the appropriate bumpers. The base is 50 cars, although Lease-A-Bumper is capable of covering 10,000 vehicles in either a neighborhood, a region, or over a tri-state area.

How they recruit people remains a "trade secret," but the autos' owners are paid anywhere from three dollars for use of a bumper for three months to \$100 for displaying two stickers for two years. Each vehicle owner signs a lease agreeing to exhibit a maximum of two stickers for at least three months at a time with Lease-A-Bumper conducting spot checks to make sure the stickers stay on the cars.

While Lease-A-Bumper does not accept requests from liquor, cigarette or political advertisers, the concept would appear to be a natural for radio stations, who could target safely within their listening areas.

RELAXING RADIO

Station Airing Subliminal Messages

Many Beautiful Music stations in the U.S. use the word "relax" in their advertising to accentuate the image they wish to convey — that listening to the station will be a soothing experience. However, one small station in Ste. Adele, Quebec, Canada, CIME-FM, has incorporated that slogan into an integral part of its programming. Through subliminal messages, aired nightly between 11:30pm and midnight, listeners are subconsciously lulled out of their stress while listening to the station's usual classical music programming.

For almost two years, station owners Colette Chabot and Gilles Lajoie have been broadcasting these subliminal tapes, supplied by psychiatrists Louis Chalout (Mme. Chabot's husband) and Francois Borgeat of the Albert Prevost Institute, the originators of the concept. To further enhance the calming effect, no commercials are run either during or 15 minutes before and after each program, and the preshow announcer encourages listeners to make themselves as comfortable as possible by loosening ties and belts, opening windows, or reclining.

Motorists Warned Not To Listen

While the messages (which the station will not release publicly) are not designed to induce sleep, but rather to combat stress, the station plays it safe by warning motorists three times during the course of the program not

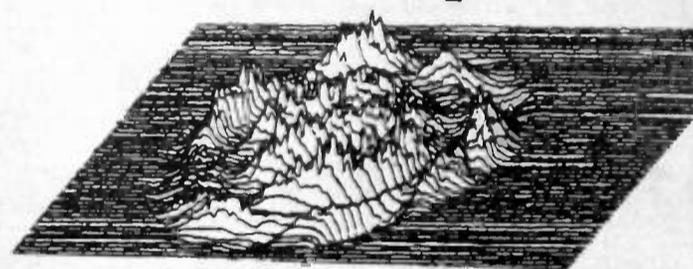
to listen. This approach has so far proved expedient, although the Canadian Radio-Television & Telecommunications Commission (the equivalent of our FCC) has been studying the effects of subliminal messages. In fact, station representative Jacqueline Bouchard told R&R that she anticipates having to discontinue the program within the next six months to avoid any legal problems.

Even if this happens, the concept will not be completely discarded, as the station has already released an album (as of last June) called "Subliminal Relaxation, Vol. I," incorpo-

rating the same technique as the radio program. If response to the first album is as encouraging as listener feedback has been to the program, the station may continue to release subsequent volumes.

CIME-FM is the first radio station to employ this concept in North America. However, one can only assume that the real test of the format would be in the tension-packed cities of New York or Los Angeles. Who knows — someday we may all have a choice of listening to "Soporific Showtunes," "Relaxing Rock & Roll," or "Calm Country" — the formats of the future?

Phono Graphics



For years audio designers have sought to view the vibrating surface of a speaker diaphragm as though it were enlarged and frozen in time. Now, Celestion Industries, a British loudspeaker firm, has accomplished just that. One result (pictured) shows what a one-inch, hard-dome treble speaker looks like when driven by a 14.2 kHz signal. The pictorial representation is possible by analyzing laser reflections from the loudspeaker's surface and plotting the results with a computer.

'Tis The Season To Order Christmas Specials

With the fall season comes a wide selection of Christmas programs designed to fill in those holiday gaps. For the station with a lot of holes to fill, TM Special Projects is offering (for the first time) an 18-hour special called "The Magic Of Christmas." The special combines Christmas music with feature segments highlighting Christmas customs around the world, letters to Santa Claus, audio Christmas cards and greetings, and Christmas legends. The program is designed to run either from 6pm-midnight Christmas Eve and from 6am-6pm Christmas Day, or for one hour each day for the 18 days preceding the holiday, or in its entirety on Christmas Day.

Stations can customize the special by including their own announcers as hosts of the program, which has ten minutes of commercial time allotted per hour. TM will provide each subscriber with a complete package of ad slicks, promos, and sales tools to further promote and sell "The Magic Of Christmas." For additional information, call Neil Sargent, TM Special Projects, at (214) 634-8511.

Returning to the marketplace for the fourth year in a row is Tuesday Productions' "A Christmas Album," with this year's updated version containing an original holiday song, "A Christmas Dream," written and composed by the firm's Ron Walz, as well as both traditional and contemporary holiday music by artists such as Paul

McCartney, Stevie Wonder, Barbra Streisand, and the Carpenters. Other features include celebrity interviews, humorous and straight holiday skits, and "Christmas Calls" by KMPC's Joey Reynolds. For information on the program, available in both automated and non-automated formats, contact Tuesday's Director of Program Sales Shirley Ferris at (714) 272-7660.

Another revamped holiday special comes from The Music Director Programming Service, which has updated their previous package to include 140 Christmas-inspired tunes on reel-to-reel tape. This year's highlights include stereo cuts from Phil Spector's legendary 1963 Christmas album, featuring the Ronettes, the Crystals and Darlene Love. This marks the first time these songs have been released in stereo in the U.S. Available to radio stations only, the special can be obtained by contacting "The Music Director" Programming Service, Box 103, Indian Orchard, MA 01151.

To round out the Yule catalogue, Broadcast Programming International (BPI) has released "The Other Wise Man," a 45-minute Christmas story based on the popular legend of a fourth wise man. Directed and narrated by Chicago air personality Richard Thorne, the program is available by calling (toll free) 1-800-426-9082.

British Station Airing Tardy Workers' Alibis In Morning Drive

Morning drive listeners in Norfolk, England are receiving an unusual service from their local radio station, which is airing worker's excuses as to why they will be late for work in hopes that bosses tuning in will hear the alibis, thus softening the blow when the strag-gling worker finally arrives.

REQUESTS TABULATION

Mail us 5000 requests and we'll return a computerized report containing a rank-order list of the most requested songs, plus age/sex breakouts. Price: \$325.

CHICAGO PROGRAMMING RESOURCES
666 Dundee Road
Northbrook, IL 60062
312-291-9200



Automatic Auto Audio

The "PE-959" car radio-cassette player from Clarion eliminates the need for button pushing as it automatically tunes in and plays up to 10 different AM or FM stations. The unit contains a programmable memory which stores the frequency of your favorite stations and the times at which you'd like to hear them. Price: \$899.95.

FROM ONE OF THE HOTTEST AOR ALBUMS
COMES THE SINGLE

♥♥ HE CAN'T
LOVE YOU ♥♥

OUT OF

Heartland

FROM THE

MICHAEL STANLEY BAND

PRODUCED AND ARRANGED BY THE MICHAEL STANLEY BAND

Radio & Records Album Airplay / 40

9/19 9/26 10/3 10/10

26 24 20 16 **MICHAEL STANLEY...**



ON EMI-AMERICA RECORDS

1980 EMI-AMERICA RECORDS, INC.



Give the gift
of music.

WHAT'S NEW

Celebrity Commercials: The Myth Of Star Power

Although sometimes it seems like every other commercial features a celebrity endorsement and although the use of celebrities in advertising is on a steady but slight rise, the truth of the matter is that according to a recent study conducted by **Gallup and Robinson**, name talent commercials constitute but nine percent of all commercials aired on television. One reason the number seems greater is that the average celebrity presenter is better liked than the average non-celebrity pitchman. **McCullum/Spielman & Co. Inc.** recently compiled data from hundreds of commercials tested over the past 12 years and found that the public prefers celebrities' personality, voice and "appropriateness" to non-celebrities by approximately 11 percent in each category.

There is no denying celebrity commercials generate a great deal of interest, and they are used to push products ranging from travelers checks (**Karl Malden**) and rental cars (**O.J. Simpson**) to perfume (**Catherine Deneuve**) and cameras (**James Garner**). But exactly how effective are celebrity spots?

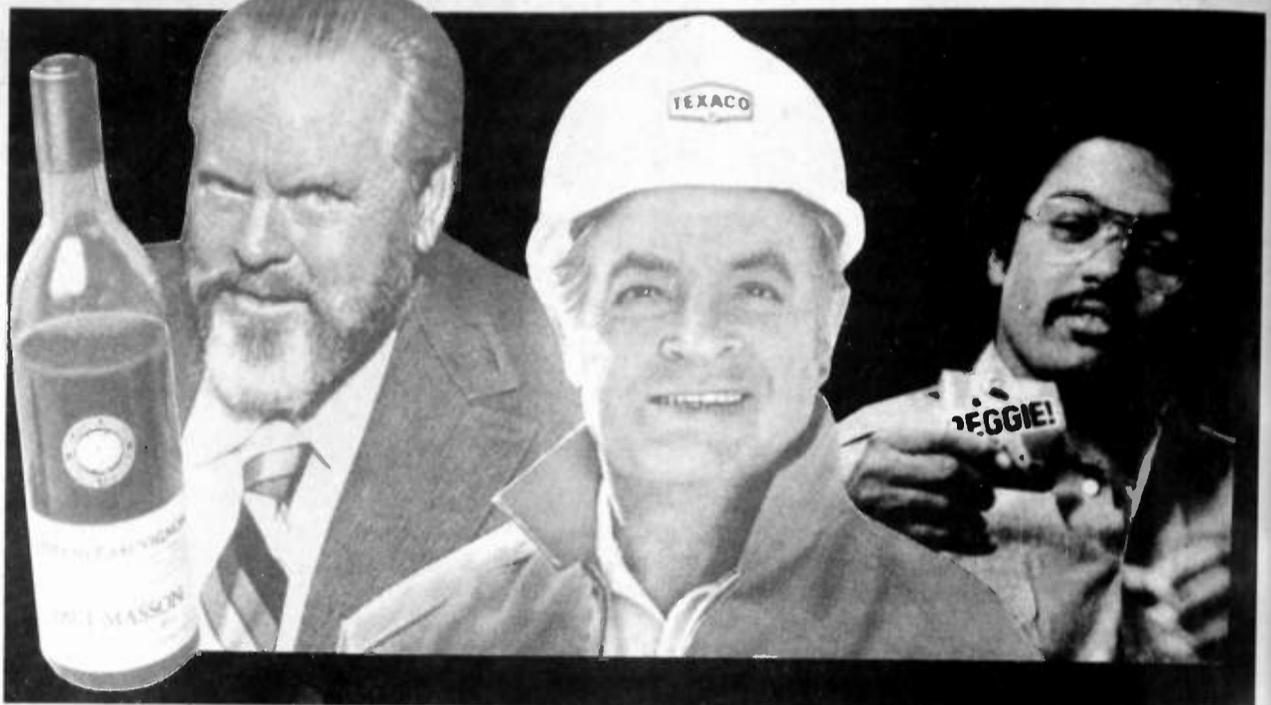
Less Than 50% Effective

According to the McCullum/Spielman study, only 41 percent of the stars' spots produced above-average scores when compared to other non-celebrity commercials with regard to two important categories: Clutter/Brand Awareness or Attitude Change. Furthermore, only 19 percent of the celebrity commercials scored above-average in both categories simultaneously. Therefore, it's about a 50-50 proposition as to whether a star really adds enough luster to make the spot a real cluster buster. But since averages can be deceiving, McCullum/Spielman delved further into the subject to ascertain whether there were specific instances where stars showed greater effectiveness.

Use of male celebrities outnumbers female celebrities by more than two to one; however, female celebrities achieve above-average clutter and awareness scores more frequently (about five percent of the time). In addition, women celebrities are more likely to score higher than their male counterparts.

Since most (53 percent) of the female celebrities used were models and actresses advertising women's beauty aids (41 percent of the spots), the obvious question is, "Does use of beautiful women ensure greater commercial effectiveness?"

Although "beauty symbols" scored no higher on the average than commercials using other types of women (athletes, singers, veteran actresses) and, actually were slightly less likely to break through clutter, the spots that featured females that received the highest ratings were those that drew upon the power of a well-known beautiful woman.



Beautiful Women Better For Non-Beauty Products

Nevertheless, beautiful women who advertised products other than female beauty aids scored higher above-average ratings, especially in the area of Attitude Shift (23 percent higher), than those advertising beauty products. However, when comparing only those spots which garnered above-average scores, the individual scores for beautiful women advertising women's beauty aids were higher. In summary, a beautiful woman is no guarantee of a commercial's success, but when effective, the intensity of that effectiveness can be extremely high.

As for males, athletes and veteran dramatic actors both scored very high (over 55 percent in each category) with regards to cutting through clutter and changing attitudes. Younger dramatic actors, however, performed very poorly, with only 12 percent being able to break through commercial clutter and none being able to cause brand attitude shift. Comedians were also a shaky proposition, as only little more than one-third of the spots using comics turned up above-average scores in either category.

In short, there is no foolproof formula for a celebrity

commercial's effectiveness. McCullum/Spielman contends that it is more important for the advertisers 1) to decide what they want to say about their product and 2) if they decide to use a celebrity, to find one that fits. Furthermore, McCullum/Spielman stress the necessity of pretesting the spots to not only ascertain if the star is compatible with the product, but also to determine whether the celebrity spot still has the impact it once did as the famous face begins to fade.

Perhaps if more advertisers followed their researcher's advice, we'd never have been subjected to **Billy Carter's** ill-fated Billy Beer endorsements, nor the \$500,000 per word spent on **James Coburn** for Schlitz Lite, not to mention **Ricardo Montalban's** Chrysler commercials, which failed to do much for the firm's sagging sales figures.

Money-Making Magazines

The top five magazines in terms of dollar volume for 1979 were: **TV Guide**, **Time**, **Newsweek**, **Sunday**, and **Parade**. The only monthly magazine to achieve a dollar volume of \$100 million with 12 issues was **Reader's Digest**.

PRO:MOTIONS

Stainze Elevated To VP/A&R At Phonogram

John Stainze has been promoted to Vice President of A&R at Phonogram/Mercury Records. Most recently Director of A&R, West Coast for the label, Stainze previously served as A&R Manager at Phonogram Records-U.K. for three years. He will be based at the Phonogram/Mercury offices in Los Angeles.



John Stainze

Green Named Nat'l Promo Dir. At Pacific Arts

Jeffrey Green has been appointed Director of National Promotion for Pacific Arts Records. Green was most recently National Music Director for Fred magazine.

In his new post, Green will be responsible for singles airplay for all formats as well as serving as the Carmel, CA-based label's Publicity Director.

McKeon Upped To Assoc. Dir./ Nat'l LP Promo At Columbia

Jim McKeon has been promoted to Associate Director of National Album Promotion for Columbia Records, as previewed in R&R. A nine-year veteran of radio, whose experience includes serving as an air personality at Detroit sta-

tions WRIF and WCAR, Music Director at WWW/Detroit, and Program Director at KWST/Los Angeles, McKeon joined Epic Records in 1976 as Western Regional Album Promotion Manager, his most recent position. He will be based at Columbia's Century City offices.

Galliani Named Nat'l Secondary & P/A Promo Mgr. At E/A

Lou Galliani has been appointed National Secondary and Pop/Adult Promotion Manager at Elektra/Asylum Records. Most recently a co-principal at Galliani Bros. Promotion, a San Francisco-based independent promotion firm, Galliani previously served as National Promotion Director at ABC Records. Galliani's previous experience includes local promotion stints at Mercury and Capitol Records, regional promotion positions at Capitol, RCA and Elektra/Asylum Records, and serving as National Promotion Manager for RCA Records. He will be based at Elektra/Asylum's Los Angeles offices.

Evans Named GM/A&R, Nicks To Promo Coordinator At Modern

Chris Evans has been named General Manager of A&R and Chris Nicks has been appointed Promotion Coordinator for Modern Records. Evans formerly published and edited Musicians Classified magazine and managed Mink DeVille, while Nicks previously handled lighting for Fleetwood Mac and was involved in talent acquisition for Screen Gems Music Inc. Both will be based at the label's New York offices.

Daniel Forms Muscle Records Firm

Mike Daniel, a veteran session musician, engineer and

producer, has announced the formation of Muscle Records, to be distributed nationally by Cleveland-based Mirus Records. Daniel was most recently associated with Rick Hall at Fame Recording in Muscle Shoals, AL.

The new label will maintain headquarters at Studio 2, 22 Music Square East in Nashville, with its first three releases to be singles by Doug Mays and Storm, Philip Paul and Patrol and former Gants lead vocalist Sid Herring.

Beach Upped To Dir./Music Operations At Management III

Sandi Beach has been promoted to Director of Music Operations at Management III. Prior to her joining Management III, Beach served four years at First Artists Music, the music division of The First Artists Production Co., having previously been associated with Schroeder Music and Warner Bros. Music.

In her new post, Beach will be responsible for all of the Management III firm's publishing and music for films and television. This will include Management III Music and Weintraub/Okun Music.

Washburn Named Exec. VP/GM For Spirit Label

Kent Washburn has been named Executive Vice President/General Manager for Spirit Records, a Christian record and music publishing operation, which is wholly-owned by the Hartsong Corporation. Washburn, presently President of Mighty T Productions, will continue in that post concurrent with his duties at Spirit. Spirit is based in Beverly Hills, CA and can be reached at (213) 855-0525.

QUESTION:

What's infectious,
comes from **ZENYATTA MONDATTA**
and goes "DE DO DO DO, DE DA DA DA"?



ANSWER: THE NEW POLICE SINGLE.

THE POLICE are breaking down all the barricades at radio... first week... and look what's already happening.

FLASHMAKER—RECORD WORLD

#1 Most Added—R&R #1 Most Added—Bill Hard FMBQ #1 New Action—Album Network
#1 Most Added—Billboard Feedback—#1 Most Added #1 First Impressions #1 Taste Makers

FIRST WEEK ACTION!

CKLW	KUPD	WAPE	WAKX	WISE	KRNA
KEARTH	WDRQ	BJ105	KWEN	WANS-FM	KBCY
KFI	CFTR	WAYS	KIOY	KQWB-FM	KSFL
KFRC	WICC	WSEZ	KJRB	KATI	V-97
KJR	WPST	WCSC	KTKT	KRLC	WLOF
					WKZC

ZENYATTA MONDATTA... "DE DO DO DO, DE DA DA DA"...
TWO SIMPLE PHRASES THAT STAND FOR A HIT.

THE POLICE... FROM A&M RECORDS & TAPES.



Produced by The Police and Nigel Gray
Management: Miles Copeland
Agency: FBI



With my usual kreebled dexterity and lack of scruple, I sure had fun last week chatting with so many friends at the NRBA 1980 at the Bonaventure.

Although I wore my owl suit during the entire convention, R&R Editor and Publisher Bob Wilson was kind and did not undergo a cathartic fit of weeping while out-of-towners stood by.

During the confabulation, Larry King of Mutual was in town, emanating his coast-to-coast radio show from KMPC's studios, and it was great fun guesting on his program. Larry knows the importance of being succinct with his callers but always interesting. What surprised me while answering questions from all across the U.S.A. was the large number of callers who mentioned this column in Radio & Records.

Earlier in the evening, Gene Autry, who was named the recipient of the Golden Radio Award, dropped by the program and we all shared some marvelous jocular moments.

Incidentally, if Bill Rock and Walt Pinto will phone the Foonman Bar at the Bonaventure Hotel, they found your joy buzzers, dribble glasses, hawk suits, and whoopie cushions.

Richard Santiago of Radio Rock/Mid-Ocean Broadcasting Corp. in San Juan, Puerto Rico brought up some interesting thoughts.

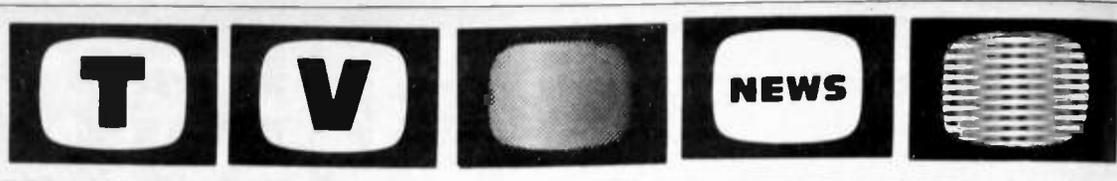
He said, "First it was Travolta in 'Saturday Night Fever' and almost everybody who was discontent with their format went Disco. Now it is Travolta with 'Urban Cowboy' and the same thing is happening with country music. What will happen when one of the big studios decides to do a Travolta

science-fiction flick? A synthesizer format? How about FOR (Futuristic Oriented Rock). Or if John's next film is a 'Caligula' type?" Richard says that's easy, we'll call it SOR, and he sez, "Figure that one out for yourself."

Well, Richard, I haven't seen "Caligula" yet . . . the lines in Hollywood have been too long for me to stand around and wait. But I did enjoy the BBC series "I, Claudius," in which the crazy Caligula did appoint his horse to the Senate and did a whole bunch of naughty things to nearly everybody. I'm sure that almost any words can be put to SOR (Yessor, that's my baby). I hope he's not referring to a rear-ender traffic mishap.

Richard Santiago, by the way, is the Music Director at Radio Rock.

Last week in San Francisco, the public libraries banned the book "Mary Poppins" for a number of reasons. We checked the famous Radio & Records Banned Books File and found that Sherlock Holmes was banned in the Soviet Union in 1929. Gilbert and Sullivan's "H.M.S. Pinafore" was banned in London in 1905. Practically everything ever written by Aristophanes was banned, as were several poems by Emily Dickinson.



Baseball Beats 'Beulah Land' As ABC Wins

Although NBC put all three parts of its controversial "Beulah Land" special into the top ten, ABC placed five baseball playoff games in the top 20 and won the Nielsen playoffs for the week ending October 12 by over three full points. ABC's 21.1 average rating soundly defeated NBC's 18.0 and CBS's 15.1.

The week was marked by the success of special programming; only seven of the 21 shows (two tied for 20th) were regular series, and two of those were "reality" programs airing new editions.

Top-rated program was the Philadelphia-Houston final playoff Sunday on ABC, followed by 2) "Real People" (NBC) 3) "Beulah Land" Pt. III (NBC) 4) "Dukes Of Hazzard" (CBS) 5) "60 Minutes" (CBS) 6) "Beulah Land" Pt. II (NBC) 7) "Beulah Land" Part I (NBC) 8) Kansas City-New York game No. 2 (ABC) 9) "That's Incredible" (ABC) tied with the opening National League playoff contest (ABC).

Leading off the second ten was ABC's "Monday Night Football," followed by 12) Phillies-Astros No. 2 (ABC) 13) "Revenge Of The Stepford Wives" (CBS Sunday movie) tied with "Dallas" (CBS) 15) "Little House On The Prairie" (NBC) 16) "The Castaways On Gilligan's Island" (NBC Thursday movie) tied with Royals-Yankees No. 3 (ABC) 18) "Men Who Rate A 10" (NBC special) tied with "To Find My Son" (CBS Monday movie), and 20) a tie between NBC's "World Of Disney" and ABC's "Love Boat."

NEW SHOWS COMING — While the networks stunt the airwaves with specials and sports and movies, the "new season" in its traditional mold is finally approaching. Actors are back at work, and new episodes of returning and debuting series on ABC and CBS, at least, are set for as early as October 25, on which date "Love Boat" and "Fantasy Island" premiere. The first "WKRP In Cincinnati" episode of the new season airs November 1, while "Barney Miller" bows October 30. "Mork & Mindy" premieres November 13; "Breaking Away," starring Shaun Cassidy, makes its initial appearance November 29. And those all-important "Dallas" episodes, the ones that will satisfy the raging curiosity of several nations and identify J.R. Ewing's would-be assassin, should be ready by mid-November. NBC, which unlike the other two networks contends that the new season started in mid-September, will announce series premiere dates shortly.

MUSIC ON TV — Teddy Pendergrass is the subject of a tribute on a "Soul Train" edition October 25 devoted entirely to him. He's also on "John Davidson" October 23 and "Kids Are People Too" October 26 . . . Rick James appears on the "Toni Tennille Show" October 22 . . . Ted Nugent guests on "Fridays" October 24 . . . Billy Preston & Syreeta guest on "John Davidson" October 20 . . . Bonnie Raitt and Sippie Wallace are on "Mike Douglas" October 30 .

VIDEOSCOPE:

CABLE NEWS WEB NETS FAVORABLE VIEWER REACTION: According to a July survey conducted in San Diego by the Leo Burnett media research firm six weeks after Ted Turner's Cable News Network began broadcasting, 59 percent of the market's cable TV viewers (which encompass 63 percent of San Diego's TV households) claimed to be aware of the service. 34 percent of the cable subscribers said they had watched CNN with over half of those who had watched reporting they had spent 30 minutes or more viewing the last time they tuned in. In addition, CNN was given a strong endorsement in terms of quality, as 37 percent of the news net's viewers rated the program quality "excellent" and an additional 53 percent scored the programming "good" . . . **FIRST XMAS VIDEOCASSETTE INTRO'D:** The Nostalgia Merchant has introduced "Merry Christmas To You," which the independent manufacturer of prerecorded videocassettes is touting as the first seasonal videocassette. The program consists of 80 minutes of color cartoons, singalongs and live action Lone Ranger and Lassie adventures, all of which carry strong Christmas themes. Priced at \$39.95, the videocassette's appeal is expected to be similar to Christmas records with the firm anticipating yearly, seasonal reissue . . .

ERR WAVES

BY BOBBY OCEAN

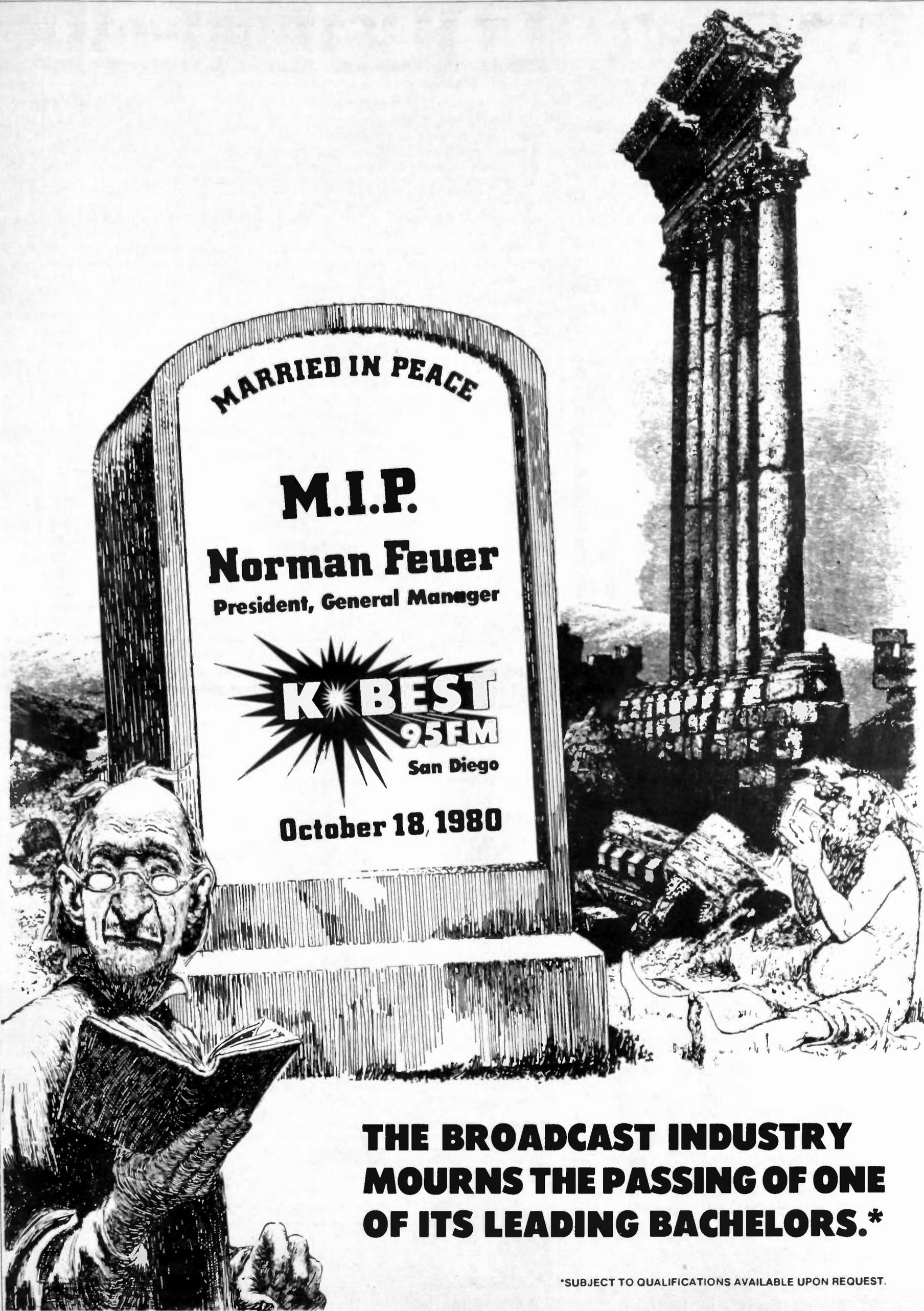


5

YEARS AGO TODAY

Radio & Records

- ★ SAM BELLAMY NAMED OPERATIONS MANAGER/PROGRAMMING AT KMET/LOS ANGELES — PD Shadoc Stevens resigns
- ★ BOB HAMILTON NAMED PD AT WIFI/PHILADELPHIA — Moves from WLAV/Grand Rapids
- ★ NUMBER ONE FIVE YEARS AGO: "Bad Blood" — Neil Sedaka (Rocket)
- ★ NUMBER ONE COUNTRY: "San Antonio Stroll" — Tanya Tucker (MCA)
- ★ NUMBER ONE LP: "Wish You Were Here" — Pink Floyd (Columbia)



MARRIED IN PEACE

M.I.P.

Norman Feuer
President, General Manager

K BEST
95FM
San Diego

October 18, 1980

**THE BROADCAST INDUSTRY
MOURNS THE PASSING OF ONE
OF ITS LEADING BACHELORS.***

*SUBJECT TO QUALIFICATIONS AVAILABLE UPON REQUEST.

"GOTTA HAVE MORE" OF THE CLIMAX BLUES BAND



"GOTTA HAVE MORE LOVE"

THE CLIMAX BLUES BAND

PRODUCED BY JOHN RYAN



ON WARNER BROS. RECORDS



STREET TALK

Street Talk has heard a lot of conversation about Diana Ross shopping for a new label. After some investigating we've narrowed the possible new contenders to Boardwalk, Geffen, and Casablanca; however, those close to the artist say she'll wind up on Columbia if Motown doesn't come up with a much better financial deal, which Berry Gordy is expected to attempt.

The rumors continue to fly regarding KMPC/Los Angeles and its steady move away from music programming. If the station is to become "all-Talk" by January 1, as many are saying, what does that mean for Gary Owens and Robert W. Morgan? We hear that the two personalities are already making discreet inquiries around the market.

Meanwhile over at KHJ/Los Angeles, Rick Dees's last day as that station's morning man was Thursday (10-9). The transition from rocker to Country station seems to be targeted for late this month or early next. Rick, by the way, will apparently remain in L.A., where he and his wife, Julie, are quite busy doing commercials and other voice-work.

Steve Casey will join Bob Pittman at Warner-Amex Satellite Entertainment in New York City to handle music research for future cable projects. Steve was last Operations Manager for KUPD & KKKQ/Phoenix.

And speaking of Phoenix . . . KRUX has applied for the new call letters KLFF. Rumors are plentiful that the Contemporary Hit Radio outlet will be switching formats once the new calls are granted by the FCC.

Look for the official announcement next week that Sire Records will become much more closely tied with the parent label, Warner Brothers. Seymour Stein, Sire's founder, will reportedly take a high-level VP position with WB as Sire is more fully "absorbed." Already Climax Blues Band's latest single has been issued on the Warners label.



HERE'S PIE IN YOUR EYE — WBVP/Beaver Falls, PA may not have the biggest promotional budget on earth, but the staff sure knows how to have fun with it. Pictured is a promotion they called the "WBVP Hitmen." For a listener donation of \$10 to the American Heart Association, station staffers would drive up to the designated victim's location and force-feed a little dessert a la Soupy Sales. Shown in the photo are (l-r) Joey Macy, Scott Lowe, WBVP's Operations Manager; Rick Pantale, PD of sister station WWKS; Dave Radcliff of the station; and the smiling (thankfully) recipient. Incidentally, the french horn case made transport of the pies relatively easy and went along with the overall "gangster motif" of the promotion.

A Really Tough Call!

When you love baseball . . . when your favorite team is the Philadelphia Phillies . . . when the Phillies are going to the World Series and you can't be there, something pretty important must be keeping you away.

Backtracking for a minute . . . if you saw any of the National League Champion series on TV you might have noticed a familiar face in the Phillies dugout shots. Yes, wearing Phillies uniform number 13, jumping for joy with the best of them, was Capitol Records VP Bruce Wendell. Bruce, who just happens to be close friends with Mike Schmidt and Pete Rose, sat in the dugout for all the Championship games and was captured on national TV several times.

So, why isn't Bruce with the Phillies for the series this week? Well, it seems that Capitol Records is about to release a Neil Diamond single, and when it comes to Neil Diamond (as far as Bruce is concerned), the Phillies will just have to go it alone.

Varner Paulsen is the "acting" GM at KSAN/San Francisco and will be moving into another Metromedia position once a permanent manager is hired for the Bay Area AOR station.

KNUS/Dallas PD and morning man Bob McLain has decided to step down as PD and concentrate on his morning show at the station. Consultant Paul Drew and Bob will coordinate the hiring of a new PD for KNUS, which will most likely happen after the conclusion of the fall book.

Congratulations to Cliff Gorov and Craig Dudley on the formation of their new independent promotion firm, DGO (Dudley-Gorov Organization). The duo will set up offices in Los Angeles, announcing a new address and phone by next week.

Mark Elliott, formerly PD at Y95/Tampa, has become the new PD at WDJX/Dayton, replacing Adam Cook, who exits the station.

Get-well-soon wishes to Planet Records' Carol Peters, who was involved in a head-on collision and suffered two broken ribs. Carol says she'll be taking a couple of weeks off to rest and mend.

Jim Rising, who had been PD at WAQY/Springfield, has been transferred within Executive Broadcasting to its station in Wilkes-Barre, WKRZ. Jim will program the station CHR.

Lou Kreiger is out as PD at WKTK/Baltimore. The station had been Disco, moving more contemporary, but rumors indicate that WKTK may switch to a more Pop/Adult direction.

Don Graham Promotions Limited has opened its doors in Hollywood (6255 Sunset, Suite 1911) with Don himself heading up the new firm. He can be reached at (213) 461-3686.



EARTH NEWS.

THIS WEEK
BOB HOPE

NEXT WEEK
THE CARS

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

Let Our People Go!

An Unusual Radio Editorial

This is the first editorial broadcast by this station in three years. It is not our policy to pontificate. Recent events, however, require that we speak out.

We have received a petition from a group of people demanding equal time to respond to the record "BOMB IRAN." We have denied that request. We are not obligated to give equal time to respond to records. We are, however, obligated to give people an opportunity to respond to editorials. That is our intent. We wish to make a statement in this editorial and we invite people of opposing views to respond.

Our position is a simple one. The record "BOMB IRAN" is the single most requested record on our radio station. It is our feeling that the people of Fresno identify this recording as a statement to the Iranian government that we are tired of having our people's freedom stripped from them directly or indirectly by Iran. The basic principles of life, liberty, and the pursuit of happiness, as guaranteed under our Constitution, have been torn away from a group of American citizens who are being held prisoner in a country that continually demonstrates contempt for ours.

While it is not our intention to actually "bomb Iran," or any other nation, we feel, as apparently do the majority of our listeners, that this record expresses our distaste for the sinful act of holding our people hostage. We feel that this recording says to Iran, "We the people of the United States are fed up with this imprisonment of our fellow Americans."

If, as we all believe, the actions of the United States government are ultimately the responsibility of the American people, then the actions of the governing body of Iran are ultimately the responsibility of the Iranian people and, "People of Iran, we the people of America say LET OUR PEOPLE GO!"

It is the intention of the management of Y94 to continue to play the record "BOMB IRAN" until our listeners stop requesting it or our hostages are set free.

Reprinted courtesy Michael Purcell, General Manager, KFYE/Fresno, California

VINCE VANCE AND THE VALIANTS "BOMB IRAN"

ON  **PAID** RECORDS

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

Radio Research Rap Roundup

Faster than a speeding bullet, the NRBA American Radio Expo is over. With all the planning involved, it's a shame the event did not last longer, but at least there was ample opportunity for me to meet and talk with a good many of you. I'd like to summarize the thrust of your concerns, and the comments of those involved in the two sessions I chaired.

Quarterly Measurement Concern

The most prevalent item about which I was queried was the longer Arbitron surveys, known as Quarterly Measurement. The concerns ranged from those who thought their market, formerly surveyed only twice annually, was now going to have four sweeps (the name Quarterly Measurement implying that a survey was done each quarter — not necessarily so) to those who were upset about the monthly reports that Arbitron is trying to sell in the top 20 markets. Overall, I came away from the convention concerned about the industry, because very few seemed to have a handle on how to cope with the new Arbitron monster. There were some, it must be said, who were at the other extreme — they said that one survey is like another, so Quarterly Measurement is no big deal.

Ladies and gentlemen of the radio industry, make no mistake — Quarterly Measurement is a whole new bag, and the stations that do not properly prepare for it will be at a competitive disadvantage. The session that I chaired along with Dr. Richard Lutz pointed up this fact. Dr. Lutz mentioned that promotions are going to have to be much different under the new system, in order to properly market your station on a more consistent basis. He cited the results of a recent study at Harvard which found that sales promotions were most successful when allowed to run for an extensive period of time. Running contests or promotions with an intent to hype the book will, and should be, a thing of the past (see Media Marketing this issue).

Some statistics that I quoted, from reviewing data from a number of Quarterly Measurement markets, might also help orient your thinking about QM. In those markets where Arbitron implemented Quarterly Measurement this spring, the average in-tab increase (compared to the A/M'79 results) was approximately 57%. Think about the implications of that — all those extra diarykeepers possibly to be influenced by your programming and promotions. Stations that plan contests that take advantage of the additional diary sample may be ahead of the game. Likewise, stations that traditionally are under-reported, such as AOR's, may benefit from additional cuming opportunities offered by a significant oversample from Arbitron. Keep in mind that this extra sample costs Arbitron a lot of money, so the next sweep in a Quarterly

"I came away from the convention concerned about the industry, because very few seemed to have a handle on how to cope with the new Arbitron monster."

Measurement market is likely to have a reduced in-tab, thus decreasing cuming opportunities for difficult-to-measure stations and possibly imperiling their numbers again.

In the session on continuous rating, Jim Seiler of Mediastat dealt with ways to track a station's progress during an extended survey. Seiler pointed out that his monthly Mediatrend ratings are taken two weeks each month and are available within days thereafter. He distributed to the audience a flow sheet showing how in New York his service had correctly tracked the WKTU rise, noted the WBLS comeback after the acquisition of Frankie Crocker, and charted the decline of WABC. Seiler stressed that given the fluctuations inherent in survey statistics, it is imperative to have three month's worth of figures before making substantive decisions.

Dick Logan, VP/Marketing for Arbitron, agreed with Seiler on this aspect of monthly ratings, but parted company there. Logan stated that the Arbitron monthly reports cover the full month, thus take longer to get to the marketplace. Also, the Arbitron reports are not to be used for sales purposes but may be useful, Logan felt, in guiding the programming issues. When pressed by Bill Clark of KABL-AM-FM/San Francisco, Logan admitted that the monthlies from Arbitron might not be as useful in fine-tuning programming since the data was broken out only for persons 12+ and adults 18+. On the positive side, Logan mentioned that Quarterly Measurement might allow for more stable estimates, although the four-week sample was just being spread over 10 or 12 weeks. He felt that this would dilute the impact of special events like a one-time sports happening, a special news story, or a weather catastrophe in an area. There was also the hope that although QM costs stations 7% more than their current Arbitron fee, a savings might be realized as stations adjusted their ad/promo budgets to reflect a more consistent effort, rather than spending big amounts hypoing. Logan admitted that the jury is still out on whether or not there really will be any such savings.

In the Q&A session, it was apparent that there is still much confusion not only on the QM issue, but also on the use of the Expanded Sample Frame. ESF is the technique by which Arbitron is able to include homes with unlisted phones in the diary sample. Like Quarterly Measurement, ESF is being implemented everywhere by Arbitron, with all markets scheduled to have this technique by the spring of 1982.

Fine-Tuning Tips

In my Sunday night session on fine-tuning for the Arbitron sweep that's upon us, I offered the following key points. First, as much as is consistent with your format, identify your station with call

Week In Review

First Mediation Test Upcoming

The first test of the Arbitron mediation procedure introduced by the Broadcast Ratings Council will soon reach the mediation panel. As a result of a complaint by Bonneville's KBIG regarding aspects of the Spring '80 L.A. report, The BRC is organizing the five-member committee to hear the details of the situation. At issue are aspects of the Arbitron facility forms, as well as the Arbitron procedure for clarifying slogan conflict problems.

ESF Impacts Revised

Owing to a computer error, Arbitron has issued revised figures dealing with the number of ESF homes used in the recent spring sweeps. 23 markets are affected by this revision. Most impacts are small but in Chicago, for example, more than 250 designated ESF homes have been deleted from the original figures shown in the market report.

Mediastat Changes Staff

Changes in the sales and research arms of Mediastat have recently been completed. Tom Lucedon, formerly of Arbitron, will now be Eastern Sales Manager for the Mediatrend monthly service, succeeding George Davies, who moved to another company. Jan Brown, who formerly handled sales for the Southeastern part of the nation, will now shift from the monthly Mediatrend service to become General Manager of the company's non-monthly division, serving over 200 markets. Valerie Philos remains in the Mediatrend division, but has been promoted to the post of Client Service Director.

letters. There may be a host of "FM104"s in a metro, but the call letters are the only unique thing about a radio station. The diary instructions ask for call letters primarily, and this is what over 90% of the entries are made of.

Next, keep in mind that as far as timing of promotional and programming events goes, the first week has no carryover or legacy of diaries left from a previous survey week. These additional diaries may be filled in at a later date and still be sent in to be used by Arbitron. Only the first week, by definition, is without this carryover of diaries that are still in the field from a discrete survey week, but have yet to be filled in and sent in. Because promotions should be aimed at maximizing diary entries, it makes sense to run them when there will be a chance for more diary impact. The first week is the least opportune time for maximum diary impact.

In order to fine-tune for the next sweep, I suggested being sure to have your local diaries reviewed at Laurel, either by station personnel or by consultants expert in this field. By reviewing the diary you can spot slogan conflicts or editing problems that may have hurt your numbers and you can also glean respondent comments that may offer valuable feedback on station efforts.

All in all, the gathering at the NRBA was a most useful one. I enjoyed meeting and sharing ideas with so many of you, and I hope you came away with enough food for thought to get you through the upcoming changes in the Arbitron system. Keep in touch, and thanks for the kind words about the effort that we at R&R have undertaken on the ratings and research front.

— Jhan Hiber

Q&A

Bob Fish, GM of WRKO/Boston, recently asked, "In markets that have Quarterly Measurement, what can be done to revise information already submitted on the facility forms?"

According to an Arbitron spokesperson, information that pertains to changes in airstaff or other items (except slogans) can be communicated to Arbitron in Laurel by letter, and the information will be sent to the edit department for use.

**"GET WELL SOON"
THE NEW SINGLE
FROM THE ALBUM BY:**

STEVE FORBETT

"LITTLE STEVIE ORBIT"



ON EMPEROR RECORDS

DISTRIBUTED BY CBS ASSOCIATED LABELS



AH, THOSE NEW ORLEANS LADIES — WTIX/New Orleans recently threw its fourth annual Beach Party, with over 15,000 people taking part. The live entertainment included four bands, including a special appearance by the group Hotel. During the blast the WTIX van man managed to pass out 12 gross of TIX T-shirts, 4000 albums, 3000 singles, and the grand prize winner took home a new sailboat. And what would a beach party be without a bikini contest? Lots less fun for the male guests, that's what. Pictured next to the WTIX van man is this year's bikini contest winner.

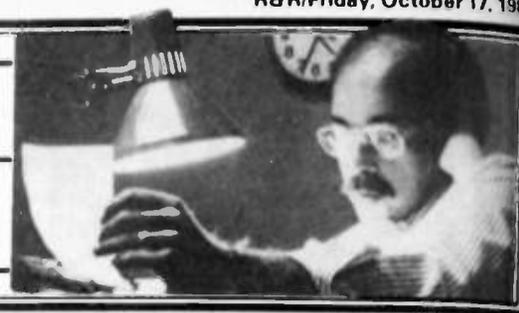


D102 HOSTS BEAR BASH — D102 (WDNL/Danville, IL) received 20,000 entries trying to win the "D102/Mr. Steak Backyard Bash," a steak cookout for 50 people with additional prizes, the whole event hosted by a Chicago Honey Bears cheerleader. Pictured just before the bash are (l-r) D102 air personality Bob Taylor, Honey Bear Mary Kay Kriese, air personalities Doug Quick and Bill LaCombe, and Operations Manager Keith Mason.



DANCIN' DANNY DOES IT WRIGHT, WINS "FAST TALK" CONTEST — KJR/Seattle air personality Dancin' Danny Wright, competing against some of the nation's most well-known fast-talking disc jockeys, took the honors in the first Invitational Talk-Off, filmed in L.A. for inclusion in NBC's "Games People Play." The finals air November 6. Wright is pictured with his trophy, awarded by, among other judges, R&R Executive Editor John Leader.

BRAD MESSER



"Volcano Goddess" in Washington State

Another urban folk legend has conned a few reporters in Washington state where Mount St. Helens is still a frightening threat, and the wire stories are proof that old rumors can be dressed up with new details to renew their lifespans.

A correspondent informs me the wires have carried a fascinating story. See if you haven't heard this before with slightly different "facts." A man is driving along when he sees a woman hitchhiker with her thumb up. She's wearing a flowing white dress. She sits in the back seat and they drive along for awhile discussing this and that, when suddenly she warns the driver there will be a major volcanic eruption "next week" and then — poof! — she vanishes into thin air.

Enhancing this well-worn urban legend with some fanciful guesswork, the story grows its own speculative details, including a theory that the mysterious vanishing woman is perhaps a volcano goddess of some sort. Maybe the one from Hawaii, over on the mainland for a guest appearance. At the time my correspondent notified me of this wire story roughly two weeks ago, it had supposedly happened to two drivers who picked her up at proximate locations not far from the volcano.

Shame. Shouldn't the wire services cleanse themselves of this recurring sloppiness? How many times do they have to sucker in before subscribers demand a higher level of journalism for their money?

A lot of comment followed last week's column about "true facts" that aren't true. Just to add to the conversations, here are some more things we all know happened, that didn't.

Lizzie Borden took an ax and gave her mother forty whacks. When she saw what she had done, she gave her father forty-one. Nope. The jury acquitted her.

The famous Civil War naval battle between the ships *Monitor* and *Merrimac* was erroneously reported, because the latter vessel had been renamed *Virginia* a year prior to the 1862 engagement.

Moths don't eat clothing. Some moths eat nothing at all during their brief adult lives. What get the clothing are the moth larvae, prior to springing wings to become moths.

The Wright Brothers didn't make the first flight of a heavier-than-air aircraft, either. Mr. S.P. Langley's airplane did, a half-dozen years earlier. The catch is, there was no one in Langley's 16-foot-long airplane when it flew for a minute and a half in 1896 along the shore of the Potomac. The Wrights made the first heavier-than-air flight with a person aboard. Pretty picky, ain't it? But good for a dollar bet.

Rip 'N' Read

Shooting Stars Every 2 Minutes?

MONDAY, OCT. 20: The British Astronomical Association predicts a pretty fair meteor shower tonight with a peak of 38 per hour, but stresses the Orionid Shower may occur any time between the 18th and 22nd. The nearly-full moon will detract from viewing conditions, so only the brighter "shooting stars" will be noticeable. The meteors are small bits of space debris left in the orbital track of the famed Halley's Comet. The spectacular comet itself is due back in May, 1986.

Mickey Mantle is 49. Art Buchwald is 55. Alan R. Greenwood of Foreigner is 29. Dr. Joyce Brothers is 52.

Stock Crash of 1929

TUESDAY, OCT. 21: The Great Crash of '29 began 51 years ago this week, with about \$30 billion lost within weeks. Part of the problem then — it has been changed since — was margin purchasing, in which you only had to pay a small percent down. The remainder of the stock price was borrowed from the broker, who got it from bankers at interest rates of 20% and even higher. As long as stock values increased no one had to worry, but when they started falling the margin calls began and people couldn't pay. A \$115 cigar company stock dropped to \$2. General Motors went from \$72 to \$7, and General Electric from \$39 1/4 to \$34. The Great Depression began, and within two years the economy was so badly crippled that farmers were burning wheat instead of coal because wheat was cheaper; and breadlines were common.

Michael Landon is 43. He was born Eugene Maurice Orowitz. Manfred Mann is 40.

Kennedy's Showdown with Russia

WEDNESDAY, OCT. 22: When Fidel Castro's revolution swept Cuba he said he wasn't a Communist, but it didn't turn out that way and the Soviet Union began sending aid. Then advisors, then troops. And finally missiles capable of hitting U.S. targets. Eighteen years ago today President John Kennedy went live on radio and TV to announce the Soviets had been building bomber and missile bases in Cuba, and that within 48 hours the U.S. would "quarantine" the island to prevent shipments of offensive weapons. Many Americans feared the showdown would mean war, but the Soviets backed off within a week and agreed to remove their bombers and missiles. The word "brinkmanship" was coined to describe the policies that put the superpowers on the brink of war in the 1962 Cuban Missile Crisis.

Timothy Leary is 60. Annette Funicello is 38. Catherine Deneuve is 37.

Johnny Carson Hits 55

THURSDAY, OCT. 23: Johnny Carson was born 55 years ago today in Corning, IA, in the year television was first demonstrated. Carson is slightly older than NBC. He was born in 1925 and the network was formed a year later. From 1958 to 1963 he hosted "Who Do You Trust?," with a segue into the "Tonight Show" in 1962. Within five years he cracked the million dollars-a-year barrier after staging a walkout. By 1978 it was \$3 million yearly for three nights' work.

World famous soccer master Pele is 40. Gore Vidal is 55.

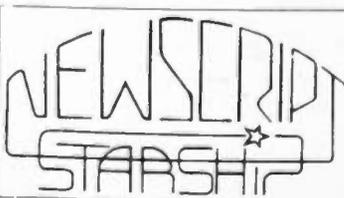
Invention of the Match

FRIDAY, OCT. 24: They didn't have any Bics to flick in the old days. People mostly carried around little chips of flint and striker bars, so they could create sparks in wood shavings. Then the great invention was patented 144 years ago today and the "Lucifer match" became common.

The nation Vietnam was formed 35 years ago, on the same day in 1945 that the United Nations was chartered.

The first telegraph wires were strung across the nation about 25 years after the friction match was invented. On this date in 1861 the first transcontinental telegram was sent. Its effect was overwhelming. One of the minor changes it brought about was the immediate death of the legendary Pony Express.

Bill Wyman is 44. Sonny Terry is 69. Y.A. Tittle is 54. The initials are for Yelberton Abraham.



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Media Marketing

Sales Promotion Under Quarterly Measurement

As is usually the case when a group of broadcasters gets together for any reason, **Arbitron** was a big topic of conversation during the **American Radio Expo** last week. In addition to the usual gripes, however, there was a large amount of discussion devoted to the quarterly measurement system which Arbitron has been testing for several years and will be introducing extensively in Spring 1981. **Jhan Hiber** has frequently dealt with quarterly measurement in his Ratings and Research column, so I will assume that you are familiar with the idea already.

What I would like to discuss are the promotional implications for radio of this more intensified measurement system. What will happen when major markets are on the firing line 44 weeks a year instead of 16? Ratings in these markets will, for all practical purposes, become a continuous activity. In smaller markets there will be more breathing room between measurements, but even 24 weeks a year is a long time to be measured.

View quarterly measurement as a healthy step forward for radio, as I believe most enlightened broadcasters do. Sure, there will be problems associated with it, but on balance the ratings should have a better chance of reflecting the reality of the marketplace. A four-week book is too subject to aberrations and distortions. The extended measurement period will provide an opportunity for unusual events to be balanced out by more weeks of "normal" activity, thus providing a more accurate picture of what's really going on out there.

"What will happen when major markets are on the firing line 44 weeks a year instead of 16? Ratings in these markets will . . . become a continuous activity."

Impact On Promotions

Jim Seiler, President of **Media Statistics, Inc.**, speculated at the Expo that quarterly measurement will have an "anti-hyping" effect. That is, the current radio practice of dumping lots of promotional dollars into the ratings periods will be discouraged since there will be a ratings period almost year round in major markets. This might suggest a decrease in promotional expenditures by stations; however, **Dick Logan** of Arbitron stated at the Expo that the "jury was still out" on promotional expenditures under quarterly measurement. In their test markets, some stations have cut promotional expenditures substantially, while others have remained at virtually the same levels.

Hyping by radio stations is equivalent to the general marketing term *sales promotion*. Sales promotion refers to a wide range of

promotional activities (e.g. coupons, premiums, price deals, sweepstakes) which have the common goal of eliciting a *short-term behavioral response* from the consumer. It is obvious why radio has used sales promotion so heavily in the past, when a short-term listening response was all that mattered. But what will the role of sales promotion be under quarterly measurement, when you really need to encourage listeners to stay with your station in the long run? Can long-run listenership be secured *without* sales promotion?

"Advertising creates the awareness, a sales promotion induces trial behavior, but the quality of the product or service offered is what keeps the customer coming back, long after the promotion has ended."

To look for an answer, let's turn briefly to some recent marketing statistics. The magnitude of the advertising industry in the U.S. is well known — estimated expenditures for all media advertising in 1980 will exceed \$50 billion. Yet, despite the enormous amount spent on media advertising, even more is spent on sales promotion (estimated at \$60 billion for 1980). Therefore, if we accept Jhan Hiber's analogy of radio stations under quarterly measurement being like so many boxes of cereal or laundry detergent on the supermarket shelf, we must also accept the fact that sales promotion will continue to be a critical part of stations' marketing efforts.

A New Role

Major consumer goods marketers use sales promotion in a very special way, as part of their overall promotional "mix." In highly competitive markets (and radio is one, obviously), media advertising is used to build consumer awareness of the brand. However, advertising alone is often not enough to move a person to actually purchase a brand — some additional inducement is required. Thus, a sales promotion offering the consumer a "good deal" in the short run is used to get people to switch to the brand or try it for the first time. But the ultimate objective is to let the product sell itself — advertising creates the awareness, a sales promotion induces trial behavior, but the quality of the product or service offered is what keeps the consumer coming back, long after the promotion has ended.

Too often in the past, stations have used attractive promotions to get more listeners during the ratings period. When the ratings period ended, so did the promotion, and so did the increased listenership — because the station did not provide the programming desired by the audience. Unless you are prepared to run promotions year round, you cannot rely heavily on them to provide value to your listeners. That is, unless promotions become part of your basic product instead of just a promotional tool, you must precede any promotional effort with a serious attempt to get your programming in tiptop shape.

A recent study conducted at Harvard Business School uncovered two important factors which distinguish successful from unsuccessful promotions:

1. For a promotion to be successful in creating more long-term sales, the brand must have real value to the consumer. Listeners may tune in for a contest, but tune out as soon as it ends because they don't like what they hear.
2. Successful promotions tended to be longer

in duration, on average, than unsuccessful promotions. What this suggests is that a fixed promotional budget should be spread out over time rather than begin concentrated in a short, fiery burst of activity. Let's say you have \$10,000 to give away. Giving it away in two weeks will attract a lot of short-term listeners, but the "value" of the promotion during those two weeks will probably be too far above the "value" of the programming and will cause your new listeners to leave afterward. Giving away \$1000 during each of 10 weeks will probably attract fewer new listeners initially than the 2-week promotion, but stands a better chance of keeping a lot more "new" listeners around once the promotion ends, *assuming you are providing the kind of programming that new audience desires.*

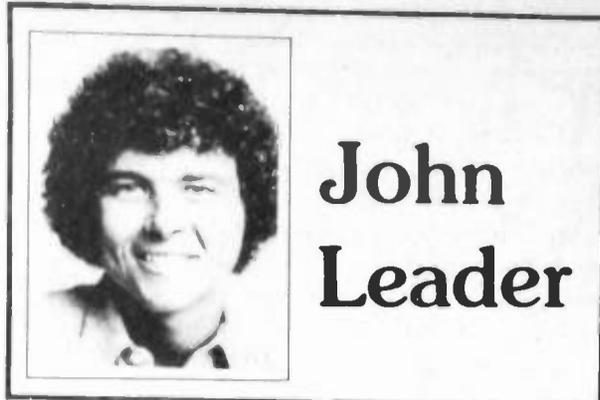
A Systematic Program

Thus, sales promotion will remain an important part of radio marketing under quarterly measurement, but as part of an overall system which begins with programming activity:

1. Research to determine listeners tastes and preferences.
2. Refinement of programming mix.
3. Media advertising to build awareness of station and its offering.
4. Sales promotion to induce trial listening behavior.
5. "Self-advertising" on your own station to reinforce the audience's trial listening.
6. Monitoring listener satisfaction to determine needed changes in programming.

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





**John
Leader**



THE INFORMATION WAS FLOWING

Informality Equals Success at NRBA

This year we tried something different in the format discussion rooms and, thanks to everyone's willingness to experiment, it worked. As R&R and the NRBA began our cooperative effort to set up the largest radio convention ever, all the format editors here agreed that the format room concept needed a new approach.

R&R's AOR Editor Jeff Gelb felt that the panel-of-experts-versus-the-audience approach had outlived its usefulness as the audiences became larger and larger. We all agreed that it took a lot of courage to stand up in a room containing hundreds of your peers and ask a question that might be too basic. So, the informal "hospitality room" concept was born.

This year the experts were invited to be present for informal smaller group and one-on-one discussions, and the results were very positive. After a mostly social gathering on Sunday evening, Contemporary Hit Radio's official format session convened at 10:45am Monday morning to a packed house.

At first those attending were unsure just how the new concept was supposed to work, but after a quick explanation, it all began to come together.

Contemporary Hit What?

I felt like a politician. I think I shook hands with everyone that came into our format room on Monday, while trying to keep tabs on just what people were talking about. The topics were many and varied, but for starters, I picked up a lot of talk on our recent change of "Top 40" to "Contemporary Hit Radio." As I explained the week we made the switch, almost everyone I spoke with felt that "Top 40" was no longer a proper description for our format — thus the change. At the convention several people commented positively about the new designation, feeling that CHR was a term they could live with for some time to come.

Audience Confusion

Several people were talking about fragmentation and its logical extension, audience confusion. As more and more kinds of radio stations begin sharing musical



selections, the listener can be easily confused as to just what type of station he or she is listening to. As one programmer said, "When Kenny Rogers is in power rotation at six different stations in my market, not only does it shorten the lifespan of the record, but it confuses the listeners a lot. They just don't know who they're listening to."

How do CHR's keep themselves apart from all the other stations in their market playing similar music? The answer seemed to be "with personalities." Any station can steal your playlist, but no other station can have the same lineup of talent that you can put together. Specifically, in those situations where fragmentation has clouded the marketplace, more programmers are seeing the need for differences in presentation including personality jocks. Most agreed that strong air personalities are coming back after a long drought.

New Talent

Naturally, the comeback of personalities leads to another problem — where to find that new talent a lot of stations needed yesterday. This question came down to two very basic schools of thought: (1) you can find new talent, you just have to go out and look for it; or (2) you've got to train them yourself. That was a discussion that went on for hours, with everyone agreeing that the talent shortage was something we did to ourselves during radio's research obsession in the mid-70's. As more



and more programmers researched their markets in order to eliminate every "negative" from their stations, the air personalities were stifled. The smaller markets heard what the bigger markets were doing and followed along, leaving a whole generation of developing jocks unable to communicate beyond call letters, time, and temperature.

Music Selection

This is still a hot topic whenever programmers get together and this year's NRBA was no exception. One conversation I heard between a former programmer turned manager and a group PD centered on just how much a successful station should attempt to "lead" the audience musically. The group PD felt that he should let his competitors take all the chances with new music, while the manager strongly believed that any station that did that would have to be musically very boring. This was an encounter that drew more and more participants as the volume level increased. I believe the end result was that both gentlemen understood the other's point of view but continued to disagree with it completely. That's what these get-togethers are all about.

AM Versus FM

Two programmers from the same market, one the PD of an AM, the other from an FM, got together with a few smaller market people for a discussion on AM's future as a contemporary music band. Although the first two PD's were competitors, they both agreed that it's much too soon to write music on AM completely off. The opinions they were expressing in different ways really came down to the same thing: it's not *what* you put on your AM station that makes a difference, it's *how* you do it. FM may have the advantage for any number of reasons, but the advantage is not insurmountable when quality programming and equal signals are present.

Many Thanks

There are a lot of people to thank for their participation in CHR's first "hospitality room," but special thanks go to the following people who agreed to share their expertise: Dave Sholin, Don Benson, George Williams, Sherry Toennies, Michael O'Malley, Todd Chase, Jim Rising, Bobby Rich, Michael O'Shea, E. Alvin Davis, Bob Hamilton, Dave Anthony, John Stevens, Alan Hague, John Young, Mike McVay, John Lander, Ray Quinn, Scott Slade, Glen McCartney, Dan Vallie, Buddy Scott, Bobby Christian, John Lee Walker, Stan Kaplan, Allan Chlowitz, and Bob Wood. It was quite a gathering and a session that produced many questions and not quite enough answers, which only means that we are all still learning. Thank you to everyone for the best convention ever.

Football Fight Song: A Big Hit!

When you read this story you're going to be upset with yourself for not thinking of it first. Rob Norton, Program Director of KRNA/Iowa City (location of the University of Iowa), took the traditional "Iowa Fight Song" and had it recut as a rock/disco tune by JAM Productions in Dallas.

**FIGHT
SONG
'80**



Rob described the original version as "a classic piece of 6/8 tempo march music written by Meredith Willson." The treatment given the song by the JAM Production musicians and singers made it into a modified — "TSOP"-type of tune. And to literally top it all off, the new version ends with a KRNA jingle!

The station pressed up the song on a 45rpm record and the rest, as they say, is history. Over 400 juke box locations put the tune on their machines, local college bars began selling it over the counter between cold beers, and a deal was offered to the J.C. Penney stores state-wide. The sales have been brisk, bolstered by KRNA's airplay and the town's natural fervor for Iowa Hawkeyes football. Rob told me he'd even heard other stations around the state playing the new version complete with the KRNA jingle at the end! It's a perfect promotion for KRNA.

The cost to the station for the session in Dallas and having the 5000 singles pressed ran about \$8000, but making money was not one of the promotion's objectives (KRNA is selling the 45's for \$1 apiece to recoup some of its expenses). Rob really believes in "getting into the community," and this project has done the trick. Trust an old Michigan State boy like me when I tell you how much communities get behind their Big 10 football teams. Chances are this promotion would be a huge success in any college town and remember, where there's a college, there's a fight song just waiting to be jazzed up in 1980's style.

DIVE DEEP INTO NIELSEN PEARSON

WIFI add
 WCAO 28-24
 WROR 18
 PRO-FM 28-26
 JB105 27-22
 WDRQ add
 KS95FM on
 WZZP 29-24
 WFBR deb 28
 WTRY on
 WICC on
 WPST add
 Q106 add
 WAQY 30-28
 WKEE add
 WFLY 31
 KQ94 on

KTKT deb 30
 WJBQ 30-23
 WGUY deb 28
 WLAM deb 33
 WIGY deb 30
 WTSN on
 13FEA 30-26
 WFBG on
 WISE add 32
 WANS-FM deb 38
 KILE 40-38
 WEAQ add 29
 KENI on
 KCBN add
 KDZA on
 KATI on
 KBOZ on

Their New Hit Single

“IF YOU SHOULD SAIL”

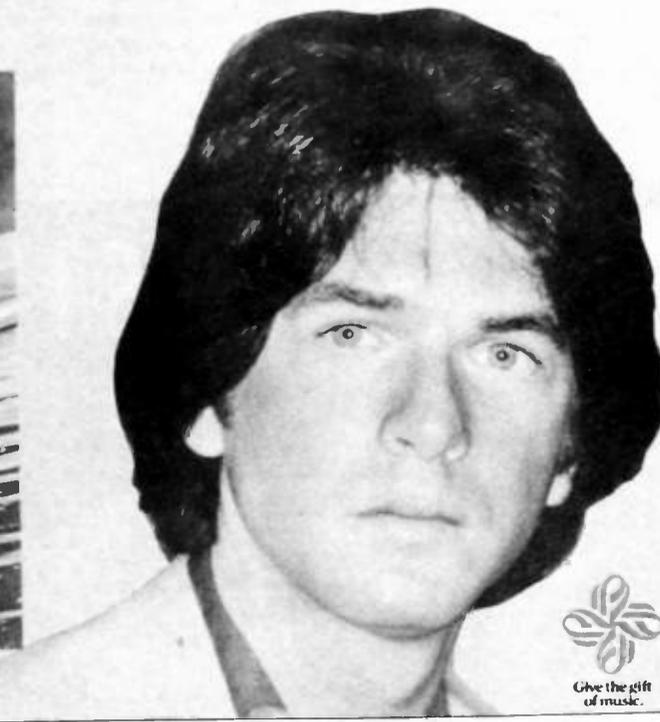
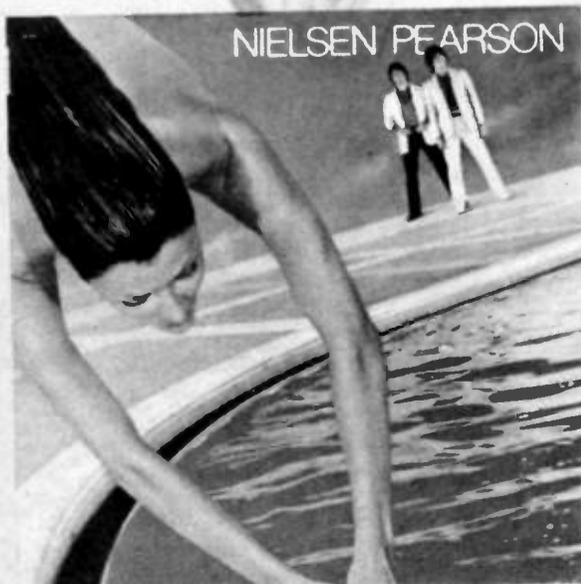
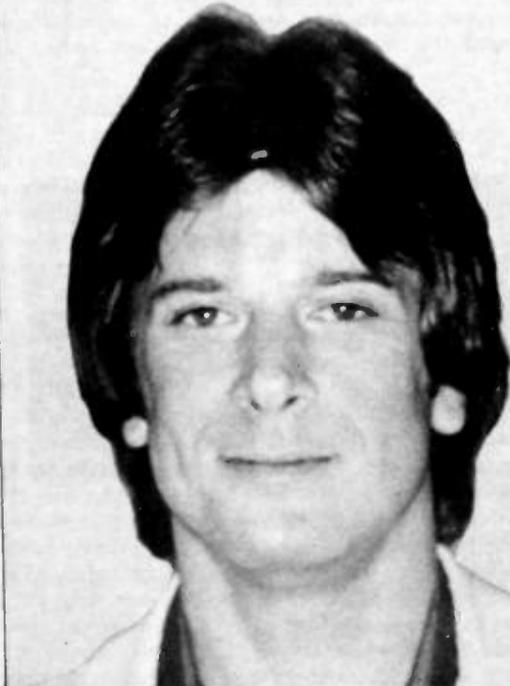
Is Making Waves!



KLAZ 28-27
 96X 34-31
 BJ105 on
 CK101 18-17
 WSEZ 24-21
 WCSC 20-19
 WQRK 34-32
 WVLK on
 WVIC on
 KSTT 27-25
 KWEN on
 KEYN-FM add
 WISM
 WNAM add
 WGBF add

WRBR on
 KKXX on
 KERN on
 KCPX 39-37
 KASH on
 KRUX 37-34
 KHYT add

KYYA add
 KFXD add
 Y103 on
 WXLK on
 98Q 19-17
 V97 on
 13Q add
 KFXM add 19
 KJOY on
 KSTN on
 KWIC 31
 WTAC on
 WSAM on



Produced by Richard Landis



Bee Gees Fire Stigwood, File \$200 Million Suit

The Bee Gees (Barry, Maurice and Robin Gibb) have fired their manager of 13 years, Robert Stigwood, and have filed a \$200 million suit against Stigwood and the Polygram Group, owners of a partial interest in Stigwood's RSO Records label, for which the Bee Gees record. Filed October 3 in New York State Supreme Court, the suit charges Stigwood with fraud, unfair enrichment at the group's expense, and conflict of interest, the latter charge arising from Stigwood's serving as the group's manager while owning the company they record for. As a result the Bee Gees are asking for \$75 million in damages plus \$50 million in punitive damages from Stigwood with the remaining \$75 million sought from the Polygram Group.

In addition to the aforementioned conflict of interest charges, stemming from the group's view that Stigwood failed to offer their services to other labels, the suit alleges that Stigwood pocketed money due the group which the BMI organization had advanced for performing rights and that Stigwood's companies had maintained an accounting system whereby the Bee Gees were delayed royalty payments for two years. The suit also claimed that an independent audit of Bee Gees record sales conducted in September uncovered more than \$16 million in unpaid royalties.

Stigwood, in turn, has filed in London court, asking that his contracts with the Bee Gees be declared valid and in full force and branded the charges "false" and "an ill-advised stunt."

RSO Records President Al Coury, meanwhile, issued a lengthy and vehement denial, noting that the group had received, to his knowledge, "the highest royalty rate ever given any artist," and that the Bee Gees had made "in excess of \$56 million" in the five years that they have been associated with RSO.

Coury additionally said that Stigwood had gone "far beyond the responsibilities required" while act-

ing as the Bee Gees manager, at one point asking for so much money for their four contributions to the "Saturday Night Fever" soundtrack that Coury threatened to resign as President of RSO. "It is impossible for us to be more generous without putting ourselves out of business," he concluded.

Sholin

Continued from Page 3

Case and (KFRC GM) Pat Norman — it's hard to say goodbye. But in this position I'm not saying goodbye to anyone. I'm keeping all the contacts I already have and saying hello to a whole bunch of people I don't know. Bill Gavin is obviously a legend in the industry. There are no words to describe my respect and admiration for that report, and to be part of it is a thrill. I'm honored to be part of the team and to try to do as much as I can for radio." Sholin starts at the Gavin Report Monday (10-20).

Elliott

Continued from Page 3

gram a great radio station in the city of Houston. To have the opportunity to program a 10,000-watt radio station with tremendous facilities is terrific. I've always wanted to program a Country station." He added that he planned no staff changes, and will provide "possibly a stronger Country sound than before. We've added some news and information services, and will be a little more full-service than previously. I believe that no matter what the music base, there is still a need-to-know factor, and we're going to supply that to our audience."

Before joining KENR, Elliott was PD/sports personality at WTMJ/Milwaukee. He held similar positions at WASH-FM/Washington and WGST/Atlanta.

Richards Elevated To Station Manager at WTMJ

Donald Richards has been promoted to Station Manager at WTMJ/Milwaukee. A 13-year veteran of the Pop/Adult outlet, Richards most recently served as WTMJ's General Sales Manager, a position he had held since 1976. Richards began his broadcast industry career with WDUZ/Green Bay in 1966, working at Wisconsin stations WDUX/Waupaca, WAUK/Waukesha, and WRIT/Milwaukee prior to his joining WTMJ in 1967.

Commenting upon his appointment, Richards told R&R: "It's an awesome responsibility because this is a premier station with a proud history and I want to make sure that I don't let anybody down. I've been fortunate in the training I've received from the people above me who've shared a lot of knowledge and information with me to make my job and transition easier. We've got one hell of a radio station here and we're blessed with exceptional people on the staff."

Rocktober

Continued from Page 3

found there was no copyright."

WNEW-FM Assistant PD Dick Neer explained his station's position to R&R: "We had been using Rocktober about two years ago, did heavily last year, and were doing so again this year. KMET had been doing it for quite some time — six or seven years. WMMR had been using it for about five years. Metro-media registered the term this year as a service mark. Then we heard WPLJ go with it, so Metro-media instigated a lawsuit, claiming we had it registered and they were not entitled to use it. Their contention was that it was already in widespread use, that it wasn't an original Metro-media idea, that it had come from some station in Australia, and that it had become a generic term like Kleenex. They didn't feel there was any way we could register it."

When asked if Metro-media will appeal, WNEW-FM GM Mel Karmazin declined to comment.



NO SLEEP FOR THE CRAZY — KNBQ/Tacoma's Crazy Steve Randall stayed awake and on the air for 48 hours over Labor Day weekend to raise money for the Muscular Dystrophy Association, bringing in \$9700 (to match the station's frequency). Following his ordeal, Randall was wheeled into the TV station airing the national MD telethon, and according to KNBQ "proceeded to go berserk presenting the pledges" to telethon officials. He's pictured above during a more restrained moment.



CLEVELAND SHIRTS BIG IN TAMPA — WRBQ/Tampa morning man Cleveland Wheeler has been selling "Cleveland My Man" T-shirts in local stores, with proceeds going to charity. Wheeler is pictured poolside along with two appropriate models for the shirt.

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RUPERT HOLMES

IS YOUR #1

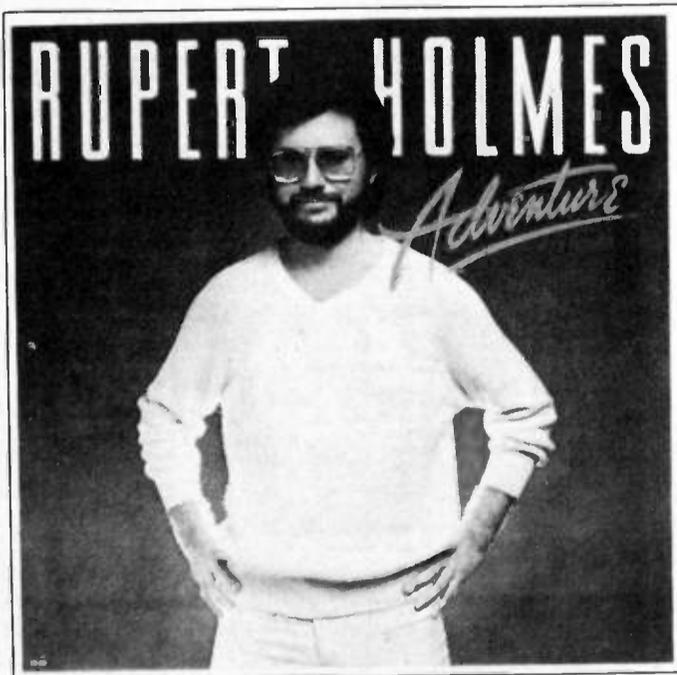
MORNING MAN

RUPERT HOLMES'

SMASH NEW SINGLE

MCA-51019

From his new album on **MCA RECORDS** THAT'S JUST FULL OF HITS!!



MCA-5129

Produced by Rupert Holmes for the Holmes Line of Records



© 1980 MCA Records, Inc.

EAST
Most Added Hottest
Bruce Springsteen Barbra Streisand
Jimmy Hall
Korgis

ADDS & HOTS

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

SOUTH
Most Added Hottest
Randy Meisner
Bruce Springsteen
Christopher Cross
Kenny Rogers
Barbra Streisand
Doobie Brothers

EAST

PARALLEL TWO

14Q/Worcester, MA
Steve York

IRENE CARA
ROGER DALTRY
JIMMY HALL
Hottest
BARBRA STREISAND 5 1
CDH 4 2
POINTIER SISTERS 13-10
SUPERTRAMP 19 13
DIANA ROSS 23 18
WBHF/Rochester, NY
Dave Mason
DIANA ROSS
AIR SUPPLY
NILEY JOEL
Hottest
QUEEN 1 1
BARBRA STREISAND 1 2
KENNY ROGERS 15 7
DONNA SUMMER 12 9
AL STEWART 14 11

WICC/Bridgeport, CT
Bob Mitchell

RANDY MEISNER
RUPERT HOLMES
BRUCE SPRINGSTEEN
Hottest
DOOBIE BROS 2 1
BARBRA STREISAND 3 2
KENNY ROGERS 13 7
DONNA SUMMER 10 8
HALL & OATES 25 19

WKEE/Huntington, WV
Gary Miller

NIELSON/PEARSON
EDDIE MONEY
CORRIE BENSON
OLIVIA W/CLIFF
RANDY MEISNER
AIR SUPPLY
BRUCE SPRINGSTEEN
MOLLY HATCHET
Hottest
STEPHANIE MILLS 2 1
BARBRA STREISAND 3 2
KENNY ROGERS 18 9
HALL & OATES 21 12
JACKSONS 30 16

WOLF/Syracuse, NY
Bob Mitchell

CHRIS CROSS
DIANA ROSS
BRUCE SPRINGSTEEN
AC/DC
Hottest
BARBRA STREISAND 2 1
POINTIER SISTERS 3-2
AMY HOLLAND 8-5
STEPHANIE MILLS 9-7
LEO SAYER 15 11

WPST/Trenton, NJ
Tom Taylor

PAUL SIMON
BRUCE SPRINGSTEEN
NIELSON/PEARSON
KORGIS
Hottest
DOOBIE BROS 4 1
BARBRA STREISAND 6 4
KENNY ROGERS 18 13
SUPERTRAMP 22 17
CHRIS CROSS D 29

WTRY/Albany, NY
Bill Cahill

KORGIS
WAYLON JENNINGS
Hottest
QUEEN 1-1
BARBRA STREISAND 2 2
STEPHANIE MILLS 15-9
KENNY ROGERS 19-13
DEVO 18 14

WAEB/Allentown, PA
Jeff Frank

JIMMY HALL
RANDY MEISNER
Hottest
QUEEN 1-1
POINTIER SISTERS 8-4
KENNY ROGERS 14 11
STEPHANIE MILLS 23-16
CHRIS CROSS 25 21

WHY/Springfield, MA
Andy Carey

CHRIS CROSS
JACKSONS
KIM CARNES
Hottest
DOOBIE BROS 1 1
BARBRA STREISAND 4-2
POINTIER SISTERS 5-3
KENNY ROGERS 12 4
STACY LATTISAW 22-13

WFBR/Baltimore, MD
Andy Szulinski

JIMMY HALL
KOOL & THE GANG
PAUL SIMON
AIR SUPPLY
Hottest
STEPHANIE MILLS 1-1
BARBRA STREISAND 4 2
DONNA SUMMER 9 6
JACKSONS 11-7
KENNY ROGERS 22 10

WBLI/Long Island, NY
Bill Terry

JIMMY HALL
Hottest
BARBRA STREISAND 2 1
POINTIER SISTERS 8-4
CLIFF RICHARD 16-9
KENNY ROGERS 21-13
STEPHANIE MILLS 20 14

WTCM/Hartford, CT
Rick Donahue

PAT BENATAR
HALL & OATES
OLIVIA W/CLIFF
Hottest
QUEEN 1-1
BARBRA STREISAND 4 2
DONNA SUMMER 9 5
DEVO 10-6
STEPHANIE MILLS 12-9

Q108/York, PA
Steve Gallagher

ROGER DALTRY
NIELSON/PEARSON
VAPORS
RANDY MEISNER
DEVON PAYNE
DIANA ROSS
BRUCE SPRINGSTEEN
Hottest
BARBRA STREISAND 2 1
DONNA SUMMER 13-6
DOOBIE BROS 10-7
DIANA ROSS 19 8
KENNY ROGERS 29-11

WHFM/Rochester, NY
Marc Cronin

BRUCE SPRINGSTEEN
HANDY MEISNER
VAPORS
SPYRO CYRA
Hottest
BARBRA STREISAND 2 1
DONNA SUMMER 10-4
JACKSON BROWNE 14-8
SUPERTRAMP 15 9
JACKSONS 19 11

WFBS/Syracuse, NY
Tony Davis

JIMMY HALL
BILLY JOEL
CHRIS CROSS
Hottest
BARBRA STREISAND 1 1
DONNA SUMMER 7 5
STEPHANIE MILLS 9-6
CLIFF RICHARD 11 7
HALL & OATES 26-22

K106/Erie, PA
Bill Shannon

BRUCE SPRINGSTEEN
NEW ENGLAND
EDDIE RABBITT
CHICAGO
KORGIS
MOLLY HATCHET
Hottest
JOURNEY 3 1
PETER GABRIEL 11 6
HALL & OATES 15-7
POINTIER SISTERS 14-9
EDDIE MONEY 16-10

V100/Charleston, WV
Bob Spence

BRUCE SPRINGSTEEN
JIMMY HALL
RANDY MEISNER
Hottest
DOOBIE BROS 1-1
POINTIER SISTERS 4-2
BARBRA STREISAND 9-3
AL STEWART 10-7
LARSSEN-FEITEN BAN 15 8

WAGY/Springfield, MA
Jim Rising

KORGIS
RANDY MEISNER
ROGER DALTRY
WAYLON JENNINGS
Hottest
DOOBIE BROS 2 1
DEVO 3-2
DONNA SUMMER 4 3
POINTIER SISTERS 6 4
CLIFF RICHARD 16-8

W1QY/Bath, ME
Wille Mitchell

BRUCE SPRINGSTEEN
BOB MARLEY
RANDY MEISNER
UTOPIA
Hottest
GENESIS 1 1
HALL & OATES 13-4
DOOBIE BROS 14 5
BOZ SCAGGS 12 8
WILLY NELSON 21-15

WLAN/Lewiston, ME
Gary Bruce

BARBRA STREISAND (dp)
DR. HOOK
POCO
PAT BENATAR
Hottest
DOOBIE BROS 1 1
DONNA SUMMER 8 6
HALL & OATES 20-10
CHRIS CROSS 30-22
JIMMY HALL D-28

14WK/Wheeling, WV
Rich Collins

AIR SUPPLY
RANDY MEISNER
IRENE CARA
DON WILLIAMS
KIM CARNES
Hottest
POINTIER SISTERS 3 1
KENNY LOGGINS 8-5
KENNY ROGERS 17-8
STACY LATTISAW 14-9
QUEEN 18 14

WCIR/Beckley, WV
Ron Hill

GEORGE BENSON
JOHN COUGAR
KORGIS
BRUCE SPRINGSTEEN
VAPORS
Hottest
DOOBIE BROS 1-1
BARBRA STREISAND 6 3
TEDDY PENDERGRASS 12-7
EW&P 22-15
KENNY ROGERS 29-22

WFBQ/Ahona, PA
Tony Roath

ROBERT JOHN
YES
DANDY & DOOLITTLE
BILLY BURNETTE
AIR SUPPLY
BILLY JOEL
ALI THOMSON
Hottest
QUEEN 1-1
POINTIER SISTERS 4 2
DOOBIE BROS 10-3
JACKSON BROWNE 11-5
DEVO 12 7

WQUY/Bangor, ME
John Jackson

OLIVIA W/CLIFF
LEO SAYER
CHRIS CROSS
DR. HOOK
KORGIS
WILLIE NELSON
Hottest
CARLY SIMON 2-1
DOOBIE BROS 7 4
POINTIER SISTERS 14-5
CLIFF RICHARD 20 9
DONNA SUMMER 23-11

WHBB/Portsmouth, NH
Rick Bean

DIANA ROSS
Hottest
BARBRA STREISAND 2-1
ANNE MURRAY 6-3
STEPHANIE MILLS 12-7
IRENE CARA 15 10
KENNY ROGERS 20-11

WJBC/Portland, ME
Mike O'Neil

BARBRA STREISAND
BRUCE SPRINGSTEEN
EDDIE RABBITT
PETE TOWNSHEND
Hottest
CARLY SIMON 2-1
BARBRA STREISAND 5-2
KENNY ROGERS 12 6
LIVINGSTON TAYLOR 15-10
CLIFF RICHARD 17-12

WLBZ/Bangor, ME
Michael O'Hara

DON WILLIAMS
BRUCE SPRINGSTEEN
JIMMY HALL
WAYLON JENNINGS
Hottest
QUEEN 1-1
DONNA SUMMER D-7
ANNE MURRAY 15 11
WILLIE NELSON 21-17
KENNY ROGERS 24-19

WTSN/Dover, NH
Jim Sebastian

STACY LATTISAW
DIANA ROSS
DR. HOOK
BARBRA STREISAND
Hottest
BARBRA STREISAND 2 1
DOOBIE BROS 6-2
KENNY ROGERS 12-5
DONNA SUMMER 10-7
CARS 15-11

W1QY/Bath, ME
Wille Mitchell

BRUCE SPRINGSTEEN
BOB MARLEY
RANDY MEISNER
UTOPIA
Hottest
GENESIS 1 1
HALL & OATES 13-4
DOOBIE BROS 14 5
BOZ SCAGGS 12 8
WILLY NELSON 21-15

WLAN/Lewiston, ME
Gary Bruce

BARBRA STREISAND (dp)
DR. HOOK
POCO
PAT BENATAR
Hottest
DOOBIE BROS 1 1
DONNA SUMMER 8 6
HALL & OATES 20-10
CHRIS CROSS 30-22
JIMMY HALL D-28

95XII/Parkersburg, WV
Bobby Wayne

HARRY CHAPIN
WILLIE NELSON
BRUCE SPRINGSTEEN
EDDIE RABBITT
CHICAGO
KORGIS
Hottest
HENRY PAUL BAND 2-1
POINTIER SISTERS 4-2
DOOBIE BROS 6-4
BARBRA STREISAND 10 7
JOURNEY 12-8

THE FOLLOWING STATIONS DID NOT REPORT THIS WEEK:

- CHUM/Toronto
- WFLY/Albany
- KC101(WKCI)/New Haven
- WKBO/Harrisburg
- KSET-FM/EI Paso
- KNWC/Beaumont
- WSKZ/Chattanooga
- KJ100(WKJL)/Louisville
- WOW/Omaha
- KNXE/Toledo
- KNBQ/Tacoma
- WROV/Roanoke
- WPUR/Amarillo
- WTRU/Muskegon
- KQDI/Great Falls

SOUTH

PARALLEL TWO

82Q/Nashville, TN
Scooter Devle

DIANA ROSS
OLIVIA W/CLIFF
KORGIS (dp)
BRUCE SPRINGSTEEN (dp)
PAUL SIMON (dp)
Hottest
QUEEN 1-1
DOOBIE BROS 6-3
KENNY ROGERS 15-4
DONNA SUMMER 12-9
DON WILLIAMS 28-23

BJ106/Orlando, FL
Tom West

CHRIS CROSS
DR. HOOK
RANDY MEISNER
POLICE
Hottest
QUEEN 1-1
BARBRA STREISAND 3-2
DOOBIE BROS 7 4
KENNY LOGGINS 18-8
DONNA SUMMER 20-14

KEEL/Shreveport, LA
Marty Johnson

JOHN COUGAR
AC/DC
CHRIS CROSS
KIM CARNES
EDDIE MONEY
Hottest
QUEEN 2-1
POINTIER SISTERS 6-3
WILLIE NELSON 11-7
DIANA ROSS 17-10
JACKSONS 19 11

KTSA/San Antonio, TX
John Walton

JIMMY HALL
DON WILLIAMS
Hottest
QUEEN 1-1
DOOBIE BROS 10-6
KENNY ROGERS 19-14
WILLIE NELSON 25-20
LEO SAYER D 28

KXX106/Birmingham, AL
Larry O'Day

PAUL SIMON
BRUCE SPRINGSTEEN
VAPORS
BILLY JOEL
OLIVIA W/CLIFF
ERIC CLAPTON
WAYLON JENNINGS (dp)
Hottest
BARBRA STREISAND 1-1
KENNY ROGERS 13-6
STACY LATTISAW 9-7
DONNA SUMMER 20-15
CLIFF RICHARD 25 20

WAKY/Louisville, KY
Marsha Witten

STACY LATTISAW
PAUL SIMON
Hottest
DOOBIE BROS 1-1
BARBRA STREISAND 2-2
WILLIE NELSON 5-3
POINTIER SISTERS 9-4
LARSSEN-FEITEN BAN 11-5

WAPE/Jacksonville, FL
Paul Sebastian

HARRY CHAPIN
POLICE
OLIVIA W/CLIFF
BURT REYNOLDS
Hottest
QUEEN 1-1
BARBRA STREISAND 3-2
DONNA SUMMER 6-4
DOOBIE BROS 8-5
WAYLON JENNINGS 10-6
LEO SAYER 24-15

WAXY/Ft. Lauderdale, FL
Kenny Lee

STACY LATTISAW
ROGER DALTRY
AMBROSIA
Hottest
QUEEN 1-1
STEVIE WONDER 10-4
DONNA SUMMER 16-7
BOZ SCAGGS 12-8
LARSSEN-FEITEN BAN 15-10

WAYS/Charlotta, NC
Roy Rosen

LTD
AIR SUPPLY
DIANA ROSS
PAUL SIMON
JOHN COUGAR
POLICE
Hottest
BARBRA STREISAND 4-1
QUEEN 1-2
STEPHANIE MILLS 8-4
KENNY ROGERS 11-9
DONNA SUMMER 14-11

WBQQ/Augusta, GA
Bruce Stevens

CHRIS CROSS
GEORGE BENSON
DON WILLIAMS
RANDY MEISNER
CLIMAX BLUES BAND
BARBRA STREISAND
BRUCE SPRINGSTEEN
BILLY BURNETTE
AIR SUPPLY
Hottest
OLIVIA N-3 2-1
DONNA SUMMER 9-4
WILLIE NELSON 11-5
STEPHANIE MILLS 12-8
DIANA ROSS 14-10

WFMF/Baton Rouge, LA
Randy Rice

STEPHANIE MILLS
JIMMY HALL
Hottest
DOOBIE BROS 5-1
STACY LATTISAW 10-6
DONNA SUMMER 11-7
DEVO 14-8
CLIFF RICHARD 17-11

WGH/Norfolk, VA
Bob Canada

DON WILLIAMS
BILLY BURNETTE
STEVIE WONDER
RANDY MEISNER
ROBERT JOHN
Hottest
VINCE VANCE & ... 2-1
KENNY ROGERS 15-4
ANNE MURRAY 16-11
LEO SAYER 17-13
DONNA SUMMER 20-16

WHBQ/Memphis, TN
Mike Scalzi

CHRIS CROSS
Hottest
QUEEN 1-1
POINTIER SISTERS 14-8
JACKSONS 15-9
STEVIE WONDER 13-10
KENNY ROGERS 24-19

WJDX/Jackson, MS
Cindy Crawford

PAT BENATAR
CHRIS CROSS
JOHN COUGAR
Hottest
QUEEN 3-1
BARBRA STREISAND 7-3
DIANA ROSS 12-8
JACKSONS 13-9
ROLLING STONES 20-17

WKIX/Raleigh, NC
Ron McKay

STACY LATTISAW
ROGER DALTRY
LEO SAYER
LARRY GRAHAM
DON WILLIAMS
BURT REYNOLDS
Hottest
KENNY ROGERS 8-1
DOOBIE BROS 9-4
CHRIS CROSS 20-12
DIANA ROSS 22-16
ROLLING STONES 23-18

WLCY/Tampa, FL
Mike Weber

OLIVIA W/CLIFF
GEORGE BENSON
Hottest
BARBRA STREISAND 1-1
KENNY ROGERS 14-5
WILLIE NELSON 17-14
HALL & OATES 23-16
CHRIS CROSS 29-23

WNOE/New Orleans, LA
Bruce Cramer

HALL & OATES
BARBRA STREISAND
Hottest
DOOBIE BROS 2-1
BARBRA STREISAND 4-2
DONNA SUMMER 16-12
CHRIS CROSS 29-23

WRJZ/Knoxville, TN
Fred Story

BILLY JOEL
JIMMY HALL
ROGER DALTRY
Hottest
DOOBIE BROS 2-1
BARBRA STREISAND 3-2
KENNY ROGERS 13-4
WAYLON JENNINGS 16-6
LEO SAYER 24-15

WBNQ/Birmingham, AL
Walt Brown

OLIVIA N-3
JOHN COUGAR
RANDY MEISNER
AIR SUPPLY
Hottest
BARBRA STREISAND 1-1
WILLIE NELSON 9-5
AL STEWART 10-6
CLIFF RICHARD 12-8
KENNY ROGERS 14-9

WTIX/New Orleans, LA
Gary Franklin

BRUCE SPRINGSTEEN
CHRIS CROSS
DON WILLIAMS
KORGIS
WAYLON JENNINGS
Hottest
BARBRA STREISAND 4-1
POINTIER SISTERS 9-4
STEVIE WONDER 17-12
KANSAS 27-19
LEO SAYER O-28

Y103/Jacksonville, FL
Scott Sherwood

AIR SUPPLY
POCO
RANDY MEISNER
Hottest
QUEEN 1-1
BARBRA STREISAND 7-3
STEPHANIE MILLS 17-9
KENNY ROGERS 23-12
JACKSONS 30-19

WRVQ/Richmond, VA
Bill Thomas

BRUCE SPRINGSTEEN
RANDY MEISNER
KORGIS
JOHN COUGAR
Hottest
DOOBIE BROS 6-3
PAT BENATAR 4-4
DEVO 13-9
KENNY ROGERS 18-10

KELP/EI Paso, TX
Stan Main

CHRIS CROSS
STEVIE WONDER
JACKSON BROWNE
Hottest
QUEEN 1-1
DEVO 8 3
KENNY ROGERS 13-9
DIANA ROSS 18-11
JACKSONS 29-14

FM100/Memphis, TN
Mark Williams

DIANA ROSS
BILLY JOEL
JIMMY HALL
Hottest
KENNY LOGGINS 1-1
DOOBIE BROS 2-2
BARBRA STREISAND 5-3
POINTIER SISTERS 7-4
STEPHANIE MILLS 14-9

WNOX/Knoxville, TN
Scott Majors

OLIVIA W/CLIFF
DR. HOOK
Hottest
KENNY LOGGINS 1 1
WAYLON JENNINGS 7 4
CDH 8 5
JACKSONS 12-6
DONNA SUMMER 17-10

KINT/EI Paso, TX
Jim Zippo

KORGIS
OLIVIA W/CLIFF
AIR SUPPLY
VINCE VANCE & ...
BARBRA STREISAND
Hottest
BARBRA STREISAND 2-1
DEVO 6-2
SUPERTRAMP 12-10
STACY LATTISAW 15 11
WILLIE NELSON 23-17

WERC/Birmingham, AL
Mark Thompson

ERIC CLAPTON
BILLY JOEL
PAT BENATAR
BARBRA STREISAND
Hottest
KENNY ROGERS 8-1
DOOBIE BROS 9-4
CHRIS CROSS 20-12
DIANA ROSS 22-16
ROLLING STONES 23-18

WLCY/Tampa, FL
Mike Weber

OLIVIA W/CLIFF
GEORGE BENSON
Hottest
BARBRA STREISAND 1-1
KENNY ROGERS 14-5
WILLIE NELSON 17-14
HALL & OATES 23-16
CHRIS CROSS 29-23

KX104/Nashville, TN
Beau Richards

RANDY MEISNER
BRUCE SPRINGSTEEN
TIERRA
HARRY CHAPIN
Hottest
DOOBIE BROS 1-1
KENNY ROGERS 18-6
STACY LATTISAW 16-8
JACKSONS 20-15
SUPERTRAMP 22-19

KHF/Austin, TX
Ed Volkman

HALL & OATES
AC/DC
EDDIE MONEY
WAYLON JENNINGS
MAC DAVIS
JOHN COUGAR
Hottest
DOOBIE BROS 1-1
KENNY ROGERS 16-9
LEO SAYER 15-10
DIANA ROSS 28-20
BILLY JOEL 33-27

WSEJ/Winston-Salem, NC
Bob Ziegler

BILLY JOEL
JOHN COUGAR
STEPHANIE MILLS
RANDY MEISNER
KORGIS
JIMMY HALL
Hottest
DOOBIE BROS 2-1
DEVO 3-2
ALLMAN BROTHERS 4-3
LARSSEN-FEITEN BAN 8-7
ROLLING STONES 9-8

WTMA/Charleston, SC
Rick Tracy

LEO SAYER
KIM CARNES
BARBRA STREISAND
JOHNNY LEE
KORGIS
Hottest
QUEEN 1-1
STEPHANIE MILLS 8-4
POINTIER SISTERS 11-7
KENNY ROGERS 18-8
JACKSONS 19-11

98X/Miami, FL
Bruce Kelly

CHRIS CROSS
IRENE CARA
AIR SUPPLY
Hottest
BARBRA STREISAND 3-1
DIANA ROSS 12-5
JACKSONS 15-10
VAPORS 19-11
STEVIE WONDER 21-12

WQRK/Norfolk, VA
Don Davis

BRUCE SPRINGSTEEN
OLIVIA W/CLIFF
STEVIE WONDER
RANDY MEISNER
Hottest
QUEEN 1-1
DOOBIE BROS 6-3
PAT BENATAR 4-4
DEVO 13-9
KENNY ROGERS 18-10

KFMK/Houston, TX
Jerry Steele

CHRIS CROSS
DIANA ROSS
QUEEN 1-1
DON WILLIAMS 4-2
DOOBIE BROS 5-3
KENNY ROGERS 18-7
STEPHANIE MILLS 21-11

KHBE/Houston, TX
Dayna Steele

BRUCE SPRINGSTEEN
LEO SAYER
KORGIS
AIR SUPPLY
EDDIE RABBITT
KENNY ROGERS
Hottest
QUEEN 1 1
ELO 12-6
DONNA SUMMER 14 9
CLIFF RICHARD 20-10
DOOBIE BROS 29-13

KSRH/Houston, TX
Rick Lambert

LEO SAYER
PAUL SIMON
OLIVIA W/CLIFF
AIR SUPPLY
BARBRA STREISAND
Hottest
BARBRA STREISAND 1-1
DOOBIE BROS 10-2
PAUL SIMON 9-3
WILLIE NELSON 14-9
AL STEWART 17-10

KQ94/Little Rock, AR
Ray Lincoln

RANDY MEISNER

MIDWEST Most Added Hottest

Bruce Springsteen Barbra Streisand Christopher Cross Kenny Rogers Jimmy Hall 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

Bruce Springsteen Kenny Rogers Randy Meisner Barbra Streisand Christopher Cross Doobie Brothers Korgis

MIDWEST

PARALLEL TWO

B2X/Columbus, OH

Leo Sayer, Bruce Springsteen, Queen, Doobie Bros, Barbra Streisand, Carly Simon, Kenny Rogers

KIOA/Des Moines, IA

Jimmy Hall, John Cougar, Kenny Rogers, Supertramp, Donnie Warwick

KOFM/Oklahoma City, OK

Jacksons, Rolling Stones, Waylon Jennings, Queen, Barbra Streisand, Kenny Rogers

KRAV/Tulsa, OK

Gary Reynolds, Korgis, Jimmy Hall, Rupert Holmes, Don Williams, Donna Summer, Kenny Rogers, Cliff Richard, Stephanie Mills

KZ93/Peoria, IL

Chris Cross, Pat Benatar, Billy Joel, Doobie Bros, Barbra Streisand, Stephanie Mills, Kenny Rogers, Al Stewart

WGRD/Grand Rapids, MI

Stephanie Mills, Queen, Carly Simon, Barbra Streisand, Diana Ross, Doobie Bros

WHOT/Youngstown, OH

Amy Holland, Roger Daltrey, Jimmy Hall, Barbra Streisand, Donna Summer, Cliff Richard, Willie Nelson, Kenny Rogers

WNMEE/Fort Wayne, IN

Leo Sayer, Chris Cross, Doobie Bros, Queen, Carly Simon, Pointer Sisters, Kenny Rogers

WNAP/Indianapolis, IN

Leo Sayer, Bruce Springsteen, Jackson Browne, Queen, Doobie Bros, Donna Summer, Barbra Streisand

WNCI/Columbus, OH

Chris Cross, Leo Sayer, Jimmy Hall, Kenny Rogers, Queen, Carly Simon, Boz Scaggs, Kenny Rogers, Supertramp

WOHO/Toledo, OH

Jeff McCarthy, Roger Daltrey, Korgis, Barbra Streisand, Carly Simon, Boz Scaggs, Kenny Rogers, Donna Summer

WVIC/East Lansing, MI

Jim St. John, Benny Mardones, Billy Joel, George Benson, Queen, Barbra Streisand, Doobie Bros, Kenny Rogers, Donna Summer

KSTT/Davenport, IA

Mike Kenneally, Pat Benatar, Diana Ross, Jimmy Hall, Barbra Streisand, Boz Scaggs, Stephanie Mills, Kenny Rogers, Cliff Richard

WISM/Madison, WI

Samantha Jones, Chris Cross, Nielson/Pearson, Kenny Rogers, Cliff Richard, Kenny Rogers, Donna Summer, Jacksone

KEYN-FM/Wichita, KN

Lee Cory, Chris Cross, Billy Joel, Diana Ross, Paul Simon, Nielson/Pearson, Jimmy Hall, Barbra Streisand, Kenny Rogers, Larsen-Feiten, Cliff Richard, Hall & Oates

KWEN/Tulsa, OK

Ronda Curtis, Bruce Springsteen, Rupert Holmes, Police, Paul Simon, Olivia W/Cliff, Korgis, Benny Mardones, Queen, Pointer Sisters, Willie Nelson, Devo, Rolling Stones

WYFM/Youngstown, OH

Jeff Tobin, Kenny Rogers, Queen, Kenny Loggins, Carly Simon, Barbra Streisand, Pointer Sisters

WTWR/Detroit, MI

Kurt Kelly, Detroit Lions, Hall & Oates, Stacy Lattisaw, Leo Sayer, Detroit Lions, Barbra Streisand, Donna Summer, Stephanie Mills, Cliff Richard

WDJX/Dayton, OH

Mark Elliott, Donna Summer, Carly Simon, Stephanie Mills, Chris Cross, Pat Benatar, Amy Holland, Doobie Bros, Pointer Sisters, Carly Simon, Al Stewart

WAKX/Duluth, MN

Bruce McGregor, Roger Daltrey, Bruce Springsteen, Air Supply, Police, Queen, Dean Dodge, Doobie Bros, Barbra Streisand, Willie Nelson

WNAM/Appleton-Oshkosh, WI

Jay Tyler, Bruce Springsteen, Billy Joel, Air Supply, Nielson/Pearson, Doobie Bros, Cliff Richard, Donna Summer, Kenny Rogers, Supertramp

WGBF/Evansville, IN

B.J. Hunter, Stacy Lattisaw, Robbin Thompson, Pete Townshend, Nielson/Pearson, Randy Meisner, Benny Mardones, Barbra Streisand, Doobie Bros, Pointer Sisters, Kenny Rogers, Donna Summer

WRBR/Sound Bend, IN

Joe Lightner, Roger Daltrey, Bruce Springsteen, Jimmy Hall, Barbra Streisand, Olivia N-J, Kenny Rogers, Willie Nelson, Donna Summer

WBFM/Chicago, IL

Bill Gemble, Al Stewart, Chris Cross, Bruce Springsteen, Doobie Bros, Kenny Loggins, Kings, Pat Benatar, Eddie Rabbitt

WZOK/Rockford, IL

Tom Hunter, Kenny Rogers, Hall & Oates, Diana Ross, Pat Benatar, Bruce Springsteen, Doobie Bros, Barbra Streisand, Donna Summer, Stephanie Mills, Gerry Rafferty, Eddie Rabbitt, Billy Joel, Chicago, Hall & Oates

Z104/Madison, WI

Little/Hudson, Bruce Springsteen, Diana Ross, Jimmy Hall, Stephanie Mills, Kenny Loggins, Queen, CDB, Barbra Streisand, Billy Joel

WIKS/Indianapolis, IN

Mike Timmes, Diana Ross, Vapors, AC/DC, Bruce Springsteen, Stephanie Mills, Jimmy Hall, Doobie Bros, Queen, Kenny Loggins, Doobie Bros, Pointer Sisters, Barbra Streisand

US3/South Bend, IN

J.K. Deering, Kenny Rogers, Stephanie Mills, Supertramp, Queen, Diana Ross, Olivia N-J, Donna Summer, George Benson

WDJX/Dayton, OH

Mark Elliott, Donna Summer, Carly Simon, Stephanie Mills, Chris Cross, Pat Benatar, Amy Holland, Doobie Bros, Pointer Sisters, Carly Simon, Al Stewart

WDXJ/Dayton, OH

Mark Elliott, Donna Summer, Carly Simon, Stephanie Mills, Chris Cross, Pat Benatar, Amy Holland, Doobie Bros, Pointer Sisters, Carly Simon, Al Stewart

WDXJ/Dayton, OH

Mark Elliott, Donna Summer, Carly Simon, Stephanie Mills, Chris Cross, Pat Benatar, Amy Holland, Doobie Bros, Pointer Sisters, Carly Simon, Al Stewart

WDXJ/Dayton, OH

Mark Elliott, Donna Summer, Carly Simon, Stephanie Mills, Chris Cross, Pat Benatar, Amy Holland, Doobie Bros, Pointer Sisters, Carly Simon, Al Stewart

KKLS/Rapid City, SD

Mark Hahn, Randy Meisner, Climax Blues Band, Air Supply, Olivia W/Cliff, Doobie Bros, Barbra Streisand, Cliff Richard, Willie Nelson, Poco

KKRC/Sioux Falls, SD

Don Nordine, Billy Joel, Kansas, Korgis, Olivia W/Cliff

KKXU/Grand Forks, ND

Rick Scott, Air Supply, Jimmy Hall, M. Manchester, Barbra Streisand, Carly Simon, Cliff Richard, Kenny Rogers, Roger Daltrey

WEAQ/Eau Claire, WI

Rick Roberts, Ali Thomson, Nielson/Pearson, Roger Daltrey, Gerry Rafferty, Eddie Rabbitt, Billy Joel, Chicago, Hall & Oates

WRKR/Racine, WI

Steve Warren, Chris Cross, Scott Wilk & Wall, Commodores, Paul Simon, Queen, Barbra Streisand, Johnny Lee, Stevie Wonder, Donna Summer

WSPT/Stevens Point, WI

Pat Martin, Bruce Springsteen, Irene Cara, Chris Cross, Barbra Streisand, Devo, Donna Summer, Supertramp, Kenny Rogers

KDVV/Topeka, KS

Rocky Roberts, Roger Daltrey, Leo Sayer, Randy Meisner, Billy Joel, Barbra Streisand, Donna Summer, Supertramp, Kenny Rogers

KQWB-FM/Fargo, ND

Richards/Waters, John Cougar, Paul Simon, Vapors, Bruce Springsteen, Climax Blues Band, Police, Babys, Stingray, AC/DC, Roger Daltrey, Kansas, Jackson Browne, Cliff Richard, Hall & Oates

KWVL/Waterloo, IA

Drew Bentley, Waylon Jennings, Jimmy Hall, Olivia W/Cliff, Queen, Diana Ross, Pointer Sisters, Willie Nelson, Cars

KELO/Sioux Falls, SD

Paul Wescott, Olivia W/Cliff, Barbra Streisand, Queen, Carly Simon, Kenny Rogers, Cliff Richard

WEST

PARALLEL TWO

KCPX/Salt Lake City, UT

Gary Waldron, Dandy & Doolittle, Randy Meisner, Jacksone, Robert John, Doobie Bros, Pointer Sisters, Donna Summer, Kenny Rogers, Cliff Richard

KENO/Las Vegas, NV

Bill Alexander, Korgis, Olivia W/Cliff, Waylon Jennings, Randy Meisner, Jimmy Hall, Kim Carnes, Barbra Streisand, Doobie Bros, Donna Summer, Stephanie Mills, Devo

KERN/Bakersfield, CA

Guy Davis, Chris Cross, Jimmy Hall, Korgis, Vapors, Barbra Streisand, Cliff Richard, Stephanie Mills, Kenny Rogers, Jacksone

KJMK/Portland, OR

John Shomby, Randy Meisner, Olivia W/Cliff, Vapors, Queen, Barbra Streisand, Donna Summer, Cliff Richard, Hall & Oates

KGW/Portland, OR

Jenja Wojniak, Stephanie Mills, Jimmy Hall, Ali Thomson, Diana Ross, Paul Simon, Barbra Streisand, Johnny Lee, Stevie Wonder, Barbra Streisand

KJRB/Spokane, WA

Brian Gregory, Barbra Streisand, Korgis, Police, Bruce Springsteen, Angel City, Queen, Barbra Streisand, Doobie Bros, Kenny Rogers, Jacksone

KROY/Sacramento, CA

Bob Malk, Burt Reynolds, Queen, Bruce Springsteen, Queen, Devo, Rolling Stones, Supertramp, Donna Summer

KRO/Tucson, AZ

Dave Vanstone, Barbra Streisand, Pat Benatar, Bruce Springsteen, Rolling Stones, Barbra Streisand, Kenny Rogers, Hall & Oates, Leo Sayer, Chris Cross

KRSP/Salt Lake City, UT

Lorraine Winnegar, Randy Meisner, Bruce Springsteen, Doobie Bros, Pat Benatar, Devo, Larsen-Feiten, Rolling Stones

KRUX/Phoenix, AZ

Bobby Rivers, Chris Cross, Jimmy Hall, Dandy & Doolittle, Suzy Quatro, Johnny Lee, Eddie Money, Waylon Jennings, Queen, Donna Summer, Supertramp, Cliff Richard, Kenny Rogers

KTAC/Tacoma, WA

Seen Carter, AC/DC, Randy Meisner, Diana Ross, Queen, Carly Simon, Pointer Sisters, Pat Benatar, Doobie Bros

KTKT/Tucson, AZ

Ed Alexander, Korgis, Bruce Springsteen, Police, Queen, Supertramp, Barbra Streisand, Kenny Rogers, Chris Cross, Leo Sayer, Billy Joel

Y94/Fresno, CA

Ray Appleton, Leo Sayer, Chris Cross, Queen, Pointer Sisters, Doobie Bros, Donna Summer, Vince Vance

KLUC/Las Vegas, NV

Dave Anthony, Barbra Streisand, Leo Sayer, Jimmy Hall, Bruce Springsteen, Doobie Bros, Barbra Streisand, Kenny Rogers, Willie Nelson

KID/Portland, OR

John Shomby, Randy Meisner, Olivia W/Cliff, Vapors, Queen, Barbra Streisand, Donna Summer, Cliff Richard, Hall & Oates

KIOY/Fresno, CA

Rick Shannon, Bruce Springsteen, Kim Carnes, Eddie Money, Police, Korgis, Barbra Streisand, Kenny Rogers, Supertramp, Jacksone

KYNO-FM/Fresno, CA

Walker/Demory, Rolling Stones, Billy Burnette, La Toya Jackson, Pointer Sisters, Vince Vance, Fatback Band, Jacksone, Devo

KZZX/Albuquerque, NM

Chris Carey, Jacksone, Rolling Stones, Chris Cross, Barbra Streisand, Doobie Bros, Pointer Sisters, Kenny Rogers, Willie Nelson

FM102/Sacramento, CA

Billy Manders, Devo, Stevie Wonder, Jimmy Hall, Queen, Diana Ross, Stephanie Mills, S.O.S. Band, Air Supply

KSPZ/Colorado Springs, CO

Mike Daniels, Ambrosia, Randy Meisner, Johnny Rivers, Paul Simon, Barbra Streisand, Cliff Richard, Hall & Oates, Donna Summer, Kenny Rogers

KYSN/Colorado Springs, CO

Mark Murray, Dandy & Doolittle, Olivia W/Cliff, Randy Meisner, Paul Simon, Burt Reynolds, Queen, Cliff Richard, Donna Summer, Jacksone, Stephanie Mills

KZZP/Phoenix, AZ

Steve Goddard, Bruce Springsteen, Randy Meisner, Paul Simon, Queen, Doobie Bros, Kenny Rogers, Cliff Richard, Chris Cross, Billy Joel

KHYT/Tucson, AZ

Rich Brother Robbin, Carly Simon, Air Supply, Cool & The Gang, Bob Marley, Chris Cross, Jones Girls, Pointer Sisters, Nielson/Pearson, L.T.D., Cameo, Bruce Springsteen, Queen, Barbra Streisand, Devo, Zapp, Tom Browne

KEZR/San Jose, CA

Bob Harlow, Bruce Springsteen, Randy Meisner, Mac Davis, Barbra Streisand, Doobie Bros, Kenny Rogers, Hall & Oates, Devo, Al Stewart

KIDD/Monterey, CA

Ron Rodriguez, Randy Meisner, Korgis, Bruce Springsteen, Leo Sayer, Queen, Pointer Sisters, Stephanie Mills, Donna Summer, Kenny Rogers

KKXX/Bakersfield, CA

Chris Squires, Bruce Springsteen, Jimmy Hall, Harry Chapin, Korgis, Molly Hatchet, Kenny Loggins, Devo, Doobie Bros, Barbra Streisand, Donna Summer

KASH/Eugene, OR

Andy Barber, Diana Ross, Roger Daltrey, Korgis, Queen, Barbra Streisand, Stephanie Mills, Billy Joel, Supertramp

K96/Provo, UT

Jim Sumpter, Chris Cross, Billy Joel, Doobie Bros, Donna Summer, Kenny Rogers, Cliff Richard, Supertramp

KBOZ/Bozeman, MT

Paul Ehls, Air Supply, Paul Simon, Olivia W/Cliff, Stevie Wonder, Korgis, Boz Scaggs, Barbra Streisand, Kenny Rogers, Willie Nelson, Hall & Oates

KCBN/Reno, NV

Larry Irons, Randy Meisner, Billy Burnette, Nielson/Pearson, Jimmy Hall, Doobie Bros, Pointer Sisters, Barbra Streisand, Devo, Irene Cara

KDZA/Pueblo, CO

Rip Avina, Chris Cross, Randy Meisner, Roger Daltrey, AC/DC, Kim Carnes, Korgis, Johnny Rivers, Doobie Bros, Kenny Rogers, Amy Holland, Willie Nelson, Cliff Richard

KFXD/Boise, ID

Charlie Fox, Air Supply, Billy Joel, Jimmy Hall, Pat Benatar, Nielson/Pearson, Barbra Streisand, Carly Simon, Devo, Cliff Richard, Kenny Rogers

KOOK/Billings, MT

Dennis Nichols, Air Supply, Stacy Lattisaw, Billy Burnette, Dr. Hook, Climax Blues Band, Doobie Bros, Kenny Loggins, Donna Summer, Devo, Al Stewart

KRLC/Lawton, ID

Steven Alan Mackelvie, Bruce Springsteen, Billy Burnette, Jacksone, Randy Meisner, Chris Cross, Police, Devo, Doobie Bros, Pointer Sisters, AC/DC, Kenny Rogers

KSly/San Luis Obispo, CA

Don Potter, John Cougar, Ali Thomson, Don Williams, Randy Meisner, Doobie Bros, Barbra Streisand, Pointer Sisters, AC/DC, Kenny Rogers

KYAA/Billings, MT

Jack Bell, Chris Cross, Nielson/Pearson, Bruce Springsteen, Korgis, Climax Blues Band, Queen, Doobie Bros, Donna Summer, Pointer Sisters, Devo

KATI/Casper, WY

Donna Fox, Olivia W/Cliff, Police, Stacy Lattisaw, Mac Davis, Queen, Cliff Richard, Doobie Bros, Donna Summer, Stevie Wonder

Warners
Has The Hits For
Contemporary Hit Radio

PAUL SIMON "One-Trick Pony"



WBEN-FM add 38
WCAO add
F105 on
WRKO deb 27
KJR on
WFBR add
WPST add
KSRR add
KRBE deb 28
KINT on
KLAZ add
KXX106 add
WERC deb 25
G100 on
WAAY add

96X on
CK101 add 38
92Q add
WOKI on
WAYS add
WSEZ 38-29
WCSC add
WQRK deb 34
WAKY add 30
WVLK add
KIOA on
KWEN add
KEYN-FM add
KKXX on
KSPZ add 29
KYSN add

KZZP add 29
Z102 add 32
WSGA add 32
95SGF add
WFOX deb 29
WCGQ deb 30
WISE add
WANS-FM on
KSEL add
KQWB-FM add 40
KKXL on
KKLS deb 28
WRKR add 39
KBOZ add
KOOK on
KRLC add

PRODUCED BY PHIL RAMONE AND PAUL SIMON

GEORGE BENSON "Love X Love"



WXLO deb 24
WCAO add 29
WXKS add
KRLY on
Q105 deb 27
Q102 deb 19
KSFX on
KPLZ on
WFBR 30-27
WKEE add

KBFM add
WAAY deb 29
WLCY add
Y103 on
CK101 26-22
WBBQ add
WOKI deb 35
WNOX deb 27
WAYS on
WCSC on

WQRK deb 27
WVIC add
KSET on
KJRB 25-21
KRUX on
WJBQ deb 30
WGUY on
WCIR add
WFOX on
FM99 34-29
KKLS deb 27
KRLC on

PRODUCED BY QUINCY JONES
DIRECTOR: KEN FRITZ/DENNIS TURNER — KEN FRITZ MANAGEMENT

ON WARNER BROS. RECORDS



Balance Your Book With These Entries...



KANSAS "Hold On"

NEW & ACTIVE

KANSAS "Hold On" (Kirshner) 111/10
Moves: Up 66, Same 35, Down 0, Adds 10, WKBW, F105, PRO-FM, Q107,
KPLZ, KIOA, WISM, KILE, KKRC.

 PRODUCED BY KANSAS
ON KIRSHNER RECORDS



TEDDY PENDERGRASS "Love TKO"

WABC add 33
WXLO deb 29

WXKS 32-29
KRLY add

KGGI on
FM99 add

 PRODUCED BY GAMBLE/HUFF PRODUCTIONS
ON PHILADELPHIA INTERNATIONAL RECORDS

Ally



SAILOR "Runaway"

 PRODUCED BY JAMES WILLIAM GUERCIO
ON CARIBOU RECORDS

REDDINGS "Remote Control"

KRLY add Y100 add 37 WCKX add WFBR deb 29 96X deb 28

 PRODUCED BY RUSSELL TIMMONS & NICK MANN
ON BID RECORDS

...From The CBS Associated Labels

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.

224 REPORTS
221 LAST WEEK

★ DENOTES FIRST WEEK IN PARALLELS.

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

Regional	100/25	65%	Summary
Reach	E 37%	Up 51	Same 24
M 21%	S 56%	Down 0	Adds 25
W 19%			

EXAMPLE

100/25 — 100 R6R reporting stations on it this week, 25 of those 100 added it this week

65% — 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, 31-31, etc.)

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

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

(Pat Benatar continued)

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

Regional	100/25	65%	Summary
Reach	E 37%	Up 51	Same 24
M 21%	S 56%	Down 0	Adds 25
W 19%			

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

Regional	95/9	42%	Summary
Reach	E 47%	Up 16	Same 14
M 9%	S 54%	Down 12	Adds 8
W 14%			

Region	Station	Share
P1	WJL 20-24	100%
P2	WJL 20-24	100%
P3	WJL 20-24	100%

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

Regional	102/50	86%	Summary
Reach	E 47%	Up 16	Same 14
M 9%	S 54%	Down 12	Adds 8
W 14%			

Region	Station	Share
P1	WJL 20-24	100%
P2	WJL 20-24	100%
P3	WJL 20-24	100%

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

Regional	133/2	55%	Summary
Reach	E 47%	Up 16	Same 14
M 9%	S 54%	Down 12	Adds 8
W 14%			

Region	Station	Share
P1	WJL 20-24	100%
P2	WJL 20-24	100%
P3	WJL 20-24	100%

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

Regional	201/10	80%	Summary
Reach	E 47%	Up 16	Same 14
M 9%	S 54%	Down 12	Adds 8
W 14%			

Region	Station	Share
P1	WJL 20-24	100%
P2	WJL 20-24	100%
P3	WJL 20-24	100%

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

Regional	85/14	38%	Summary
Reach	E 47%	Up 16	Same 14
M 9%	S 54%	Down 12	Adds 8
W 14%			

Region	Station	Share
P1	WJL 20-24	100%
P2	WJL 20-24	100%
P3	WJL 20-24	100%

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

Regional	167/5	75%	Summary
Reach	E 47%	Up 16	Same 14
M 9%	S 54%	Down 12	Adds 8
W 14%			

Region	Station	Share
P1	WJL 20-24	100%
P2	WJL 20-24	100%
P3	WJL 20-24	100%

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

Regional	95/10	28%	Summary
Reach	E 47%	Up 16	Same 14
M 9%	S 54%	Down 12	Adds 8
W 14%			

Region	Station	Share
P1	WJL 20-24	100%
P2	WJL 20-24	100%
P3	WJL 20-24	100%

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

Regional	105/22	47%	Summary
Reach	E 47%	Up 16	Same 14
M 9%	S 54%	Down 12	Adds 8
W 14%			

Region	Station	Share
P1	WJL 20-24	100%
P2	WJL 20-24	100%
P3	WJL 20-24	100%

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

Regional	222/0	99%	Summary
Reach	E 47%	Up 16	Same 14
M 9%	S 54%	Down 12	Adds 8
W 14%			

Region	Station	Share
P1	WJL 20-24	100%
P2	WJL 20-24	100%
P3	WJL 20-24	100%

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

Regional	154/47	63%	Summary
Reach	E 47%	Up 16	Same 14
M 9%	S 54%	Down 12	Adds 8
W 14%			

Region	Station	Share
P1	WJL 20-24	100%
P2	WJL 20-24	100%
P3	WJL 20-24	100%

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

Regional	152/16	68%	Summary
Reach	E 47%	Up 16	Same 14
M 9%	S 54%	Down 12	Adds 8
W 14%			

Region	Station	Share
P1	WJL 20-24	100%
P2	WJL 20-24	100%
P3	WJL 20-24	100%

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

Regional	96/0	43%	Summary
Reach	E 47%	Up 16	Same 14
M 9%	S 54%	Down 12	Adds 8
W 14%			

Region	Station	Share
P1	WJL 20-24	100%
P2	WJL 20-24	100%
P3	WJL 20-24	100%

JOHN COUGAR
"This Time (Riva)"
LP: Nothin' Matters...

Regional	71/20	32%	Summary
Reach	E 47%	Up 16	Same 14
M 9%	S 54%	Down 12	Adds 8
W 14%			

Region	Station	Share
P1	WJL 20-24	100%
P2	WJL 20-24	100%
P3	WJL 20-24	100%

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

Regional	88/1	38%	Summary
Reach	E 47%	Up 16	Same 14
M 9%	S 54%	Down 12	Adds 8
W 14%			

Region	Station	Share
P1	WJL 20-24	100%
P2	WJL 20-24	100%
P3	WJL 20-24	100%

"I'M COMING OUT"

M-1491F
THE SECOND SINGLE
FROM MUSIC'S
FIRST LADY!



THE BACK PAGE

BREAKERS

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

DIANA ROSS

I'm Coming Out (Motown)

61% of our reporters on it. Moves: Up 97, Same 19, Down 8, Adds 15, WBEN-FM, WOLF, WBBF, G100, FM100, 92Q, KSTT, KEYN-FM, WZOK, Z104, WIKS, KTAC, KASH, WFOX, KILE. See Parallels, charts at number 30.

PRODUCED BY
BERNARD EDWARDS AND
NILE RODGERS FOR THE
CHIC ORGANIZATION, LTD.

Album remixed by
Russ Terrana and Diana Ross

On Motown
Records
and Tapes



©1983 MOTOWN RECORDS CORPORATION

THE PICTURE PAGES

Graham Of Gold



Larry Graham recently received gold record awards for his "One In A Million" single and album. Pictured at Warner Bros. headquarters in Burbank are (l-r) Warners VP's Tom Ruffino, Tommy Li Puma, Russ Thyret, and Tom Draper, Graham, Warners VP Clyde Bakkemo, manager Ron Nadel, Warners' Cortez Thompson and Mark Maitland, and VP Carl Scott; (front) Warners' Marylou Badeaux and VP Lou Dennis.

Dodgers, Lee Lookin' For Hits



Johnny Lee's recent Palomino shows in L.A. drew four Dodgers backstage. Pictured (l-r) are Dodgers' Joe Ferguson, Jim Faraci, E/A VP Vic Faraci, Dodgers' Gary Thomasson, Johnny Lee, Dodgers' Rick Sutcliffe and Don Sutton, and E/A's Sammy Affano.

Top Level Meeting



Numerous Arista executives gathered backstage to congratulate Sea Level after the band's Bottom Line appearance in New York. Pictured (l-r) are manager Bob Schwaid, Arista Sr. VP Rick Dobbis, group's Paul Brodeur, Randall Bramblett, Jimmy Nalls, and Davis Causey, Arista's Abbey Konowitch, group's Chuck Leavell, label's Randy Hock, group's Steve Kent, VP Mike Bone, unidentified, Arista President Clive Davis, and Sr. VP Richard Palmese; (seated) group's Matt Greeley.

Motels At The Arena



Capitol's Motels played L.A.'s Sports Arena recently on tour with the Cars, and were visited by label executives backstage. Pictured (l-r, back) Capitol's Bruce Ravid, group's Mike Goodroe, co-manager Ken Fritz, group's Martha Davis, co-manager Dennis Turner, and Capitol VP Rupert Perry; (l-r, front) Louise Olin, group's Brian Glascock, label VP's Bobby Colomby and Bruce Wendell, group's Marty Jourard, VP Helmut Fest, and group's Tim McGovern.

Destry's Millennium Destiny



The signing "marriage" of Jonny Destry and Millennium Records was celebrated before the public recently, with a single and album called "Girls, Rock 'N' Roll & Cars" to come later. Pictured in automotive splendor are (l-r) Millennium President Jimmy Ienner, Destry, and producer Steve Verroca.

Johnson Plays Roxy



EMI America's Michael Johnson performed at L.A.'s Roxy recently, with top label staffers showing up for backstage congratulations. Pictured (l-r) are EMI/Liberty VP's Joe Petrone and Don Grierson, Johnson, label VP Dick Williams, and Capitol President Don Zimmermann.

Golde Portrait



Gathering together to discuss the imminent release of Frannie Golde's second Portrait album are (l-r) Portrait VP/GM Lennie Petze, Golde, EIP/A VP Stan Monteiro, and manager Bill Hons.

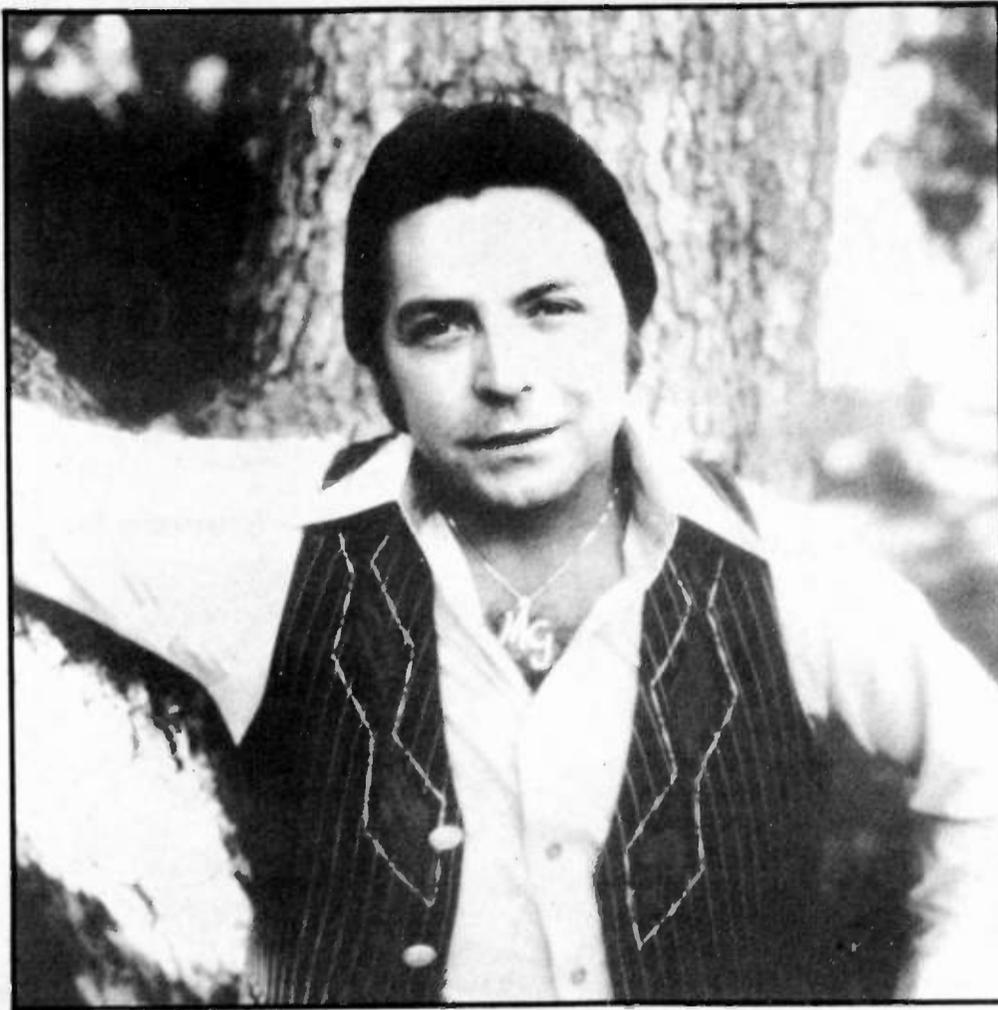
English Venture Signing



Venture Records has signed Jackie English, with a single featuring the theme from "Hopscotch," "Once A Night," released. Pictured (l-r) are Venture President Cecile Barker, English, Creative Music Group principal Jay Warner, and Venture National Pop Promotion Director Dick Reus.

"THAT'S ALL THAT MATTERS"

THE NEW SINGLE FROM



MICKEY GILLEY

PRODUCED BY JIM ED NORMAN

KILT 39
98Q add
WSB deb 22
WDEC add
Q101 add
KMBZ deb 27
KRIG add

KOY on
KUGN on
WHIO on
WALG add
WHAS on
KLAZ add 37
KAAZ 29-25
KRMG deb 17

WREC deb 29
WHMY add
WEVA add
KFOR on
KCUZ add
WCCO-AM on
WHAG add

WSGA on
KGGF on
WKHM on
WLTA on
WBAL on
WOOD on
KCRS add
WFBG on

Epic

ON EPIC RECORDS

THE PICTURE PAGES

Philly Radio Accomp'nies Bob Seger



Capitol's Bob Seger, currently touring to promote his album "Against The Wind" and single "You'll Accomp'ny Me," was greeted backstage at the Philadelphia Spectrum by a predominantly female group of area station staffers, including (l-r) WZZO PD Lynn Corey, Seger, WIFJ MD Liz Kiley, WMMR MD Joe Bonnadonna, WYSP MD Robin Henkin, and WIOQ MD Helen Leicht. Capitol's Mike Lessner is kneeling.

Jacksons Star In Hollywood



Epic's Jacksons were honored recently with a Beverly Hills dinner party following the placement of their "Star" in Hollywood's "Walk of Fame." Celebrating the occasion are (l-r) Epic VP Frank Rand, Enid (Mrs. Jackie) Jackson, group's Jackie Jackson, and Epic VP Gregg Geller.

Commodores Head Schlitz Spots



The Joseph Schlitz Brewing Co. rolled out the red carpet (and the beer) when Motown's Commodores toured the Milwaukee plant recently in an effort to learn more about the brew they will soon be advertising. Shown inspecting the suds are (back, l-r) Commodore Ronald LaPread, Schlitz Chairman Daniel F. McKeithan, Jr., and group member Thomas McClary; (front, l-r) Commodores' manager Benny Ashburn, Commodores' Milan Williams, Walter Orange, and Lionel Richie, Schlitz President Jerome E. Vielehr, and group member William King.

Stewart Acknowledged As Vintage Vet



Al Stewart, one of the recording industry's prime wine connoisseurs, was inducted into an exclusive wine brotherhood at the home of actor Burgess Meredith. The star-studded celebration marked Stewart's acceptance as a Master Connoisseur of French Gastronomy, French Wine Chapter, as well as bestowing the same honors on author Dennis Overstreet (of "Wine Secrets" fame). Some of the grape guzzlers in attendance were, from left, Overstreet, Cyndy Garvey, Stewart, and Meredith.

Thorpe Enters 21st Century With E/A



Australian star Billy Thorpe has signed with Elektra/Asylum Records, which has just released his debut effort for the label, "21st Century Man." Welcoming the futurist to the label are (standing, l-r) E/A's Rip Pelley and Bill Smith, E/A Vice Chairman Mel Posner, Thorpe, E/A VP Kenny Buttice, Thorpe's manager and record co-producer Spencer Proffer, E/A VP Vic Faraci, and E/A's Randy Edwards; (seated, l-r) label's Dave Cline, Burt Stein, and Lou Maglia, and the Pasha Organization's (Proffer's production company) GM Diana Kaylan.

Vinton Visits Chicago



WYEN/Des Plaines, IL owners Ed and Carol Walters are shown visiting with Tapestry's Bobby Vinton (left) after his recent appearance at Chicago's Mill Run Theatre to support his current single, "He."

Tigers Stalk Whisky Stage



A&M's Tigers had nothing to snarl about following their recent appearance at L.A.'s Whisky and post-concert party. Included in the merrymaking are (standing, l-r) A&M's Marko Babineau, A&M Sr. VP David Kersenbaum, A&M VP Jordan Harris, Mrs. Roy Thomas Baker, group member Tony Jacks, A&M VP Mike Gormley, and Tigers members Nik Potter, Nick Cola, and Ross McGeeney; (kneeling, l-r) band member Pete Dobson and attorney Craig Wilson.

Ruthi Navon On Polydor Roster



Polydor Records has signed Israeli-born singer Ruthi Navon to an exclusive recording contract with her debut single, "The Ballad Of Lucy Jordan," scheduled for release later this month. Welcoming the label's newest artist are (l-r) Polygram Records East Exec VP Dick Kline, Polygram Records East VP Jim Collins, Navon, and PRE's Bill Cataldo.

I HOPE I NEVER SPLIT ENZ

A single from **SPLIT ENZ** that will cut through your heart like a laser beam.

In our hearts we believe that people want to hear SPLIT ENZ and with the release of the ballad "I HOPE I NEVER" SPLIT ENZ has given your audience a beautiful, poignant and timely song.



"I HOPE I NEVER" AM 2285

THE BEAUTIFUL BALLAD FROM

SPLIT ENZ

From their brilliant album **TRUE COLOURS**. SP 4822

Produced and Engineered by David Tickle A Boomerang Production



Management and Direction: Nathan Brenner (North America) Tommy Mattola, Champion Entertainment Organisation, Inc. ©1990 A&M Records, Inc. All Rights Reserved

ON A&M RECORDS & TAPES



TOUR DATES

Oct. 11 Paradise, **BOSTON, MA**
Oct. 12 Stage West, **HARTFORD, CT**
Oct. 14 JB Scotts, **ALBANY, NY**
Oct. 15 Barrymore's, **OTTAWA, CAN.**
Oct. 16 Le Club, **MONTREAL, CAN.**

Oct. 17 Masonic Temple, **TORONTO, CAN.**
Oct. 19 Uncle Sam's, **BUFFALO, NY**
Oct. 20 Second Chance, **ANN ARBOR, MI**
Oct. 21 Park West, **CHICAGO, IL**
Oct. 22 Merlin's, **MADISON, WI**
Oct. 25 Warfield, **SAN FRANCISCO, CA**
Oct. 26 Catalyst, **SANTA CRUZ, CA**
Oct. 27/28 Whiskey, **LOS ANGELES, CA**

Oct. 31 Rainbow, **DENVER, CO**
Nov. 2 Lawrence Opry House,
LAWRENCE, KS
Nov. 4 Spits, **HOUSTON, TX**
Nov. 5 Armadillo, **AUSTIN, TX**
Nov. 7 Agora, **ATLANTA, GA**
Nov. 9 Agora, **TAMPA, FL**
Nov. 10 Agora, **HALLENDALE, FL**



Jeff Gelb AOR

Recapping American Radio Expo's AOR Talks

For AOR registrants, the American Radio Expo presented numerous options for dialogue and entertainment. The AOR hospitality room was in use throughout the convention, offering both structured discussion groups as well as the opportunity for programmers to meet one-on-one.

Key topics covered, and detailed in the following paragraphs, included the importance of research, the changing face of AOR music (with particular emphasis on new wave), the future of progressive rock radio, some comments on the relationship between the Superstars organization and its client stations' PD's, album tracking, and some opinions as to whether AOR radio has become 1980's Top 40.

Research

Most programmers agreed that some form of research can only, in the long run, make the AOR programmer's job easier (or at least less prone to guesswork). Still, said consultant Jeff Pollack, "Research backs up our instincts." KBPI/Denver PD Frank Cody concurred: "It still comes down to instinct ultimately."

"Previewing an album is both an image-enhancement for us as well as good exposure for the record."

— KNAC/Long Beach PD
Paul Fuhr

Superstars researcher John Parikh noted, "A key to research is knowing whether the answers you get are representative" of your audience's opinions. His partner Dave Charles added, "The danger in going to the street is that you sometimes get the wrong information." WCOZ PD John Sebastian theorized, "You just have to go to enough streets!"

Music

Most (but by no means all) research being done by AOR programmers centers around the music played on their stations. Lee Abrams said his company's research points to the possibility that the musical listener develops his lifetime taste in musical styles between the ages of 16-20 (a prime AOR demographic). Dave Charles claimed, "AOR is out of touch; we are in sad shape so far as new music is concerned." This led to a long discussion with the AOR promotion reps present as to why certain bands get (or don't get) signed. There was some indication that many A&R reps are out of touch with the realities of the marketplace, and that radio could help find the star talents of tomorrow by being certain to service record companies with their Homegrown-type albums.

Lee Abrams, who has experience both as a programming consultant and record producer (Gentle Giant, Yes, Critical Mass), was asked for some comments on AOR music. He mentioned that successful bands could, in a sense, be cloned in the studio by using success-proven licks and lyrics, but that this kind of "McDonald's Rock" would prove, in the end, to be "very unsatisfying." To heighten a band's awareness of the kind of music that goes over the best with AOR listeners, he jokingly suggested, "Get the musicians high and start preaching radio theory."

"Research backs up our instincts."

— KBPI/Denver PD
Frank Cody

Programmers of Abrams-affiliated stations were asked how much freedom they had in choosing music for their stations. WLPX/Milwaukee MD Bobbin Beam reported, "There's a lot of leeway in utilizing our gut feel for material that is right for our market." WMJQ/Rochester PD Bernie Kimble was succinct in his summation of the Abrams organization's role as consultants: "We don't work for them — they work for us."

New Wave

Among the most controversial topics discussed throughout the AOR meetings was the role of new wave music on the AOR station playlist (interestingly, research by the Abrams group shows that young teen new wave fans prefer the term "party rock"). John Sebastian surprised many programmers when he reported research results done at WCOZ that suggested that most people who liked disco music were now among new wave's biggest supporters. This interesting hypothesis was supported by Dwight Douglas of the Burkhardt/Abrams group, who said the company's research pointed to the same conclusion.



AOR session contributors Jeff Pollock (left) and John Sebastian (right)

The B-52's were mentioned throughout the meeting as an example of a band that has polarized AOR stations. Neal Mirsky, PD of WSHE/Miami, reported that album sales and heavy phone requests helped him decide to play the album, while John Sebastian said that, though his own research showed the album to be number one in sales in Boston, he would not program it on WCOZ. "We're not playing the B-52's," he explained, "for the same reason we're not playing the number two-selling album, Barbra Streisand: they don't fit our image."

The point was also made that record store sales reports are often inaccurate, which necessitates other forms of music research input into the decision-making process at stations.

According to KZOK/Seattle PD Nils Von Veh, the decision to play or ignore new wave music must come "as a matter of context" with the rest of the station's musical image. John Sebastian asked, "Do you want consistency or do you want something else?"

Progressive Rock Radio

The belief in musical consistency has led, in part, to the demise of most of the freeform progressive rockers that spawned the entire AOR format a little over a decade ago. Loss of ratings is another problem. WXRT/Chicago GM Seth Mason was asked how his unique station has survived up and down books with a very broad music list for over seven years now. He answered that it's a matter of "ratings vs. billing: we sell qualitative numbers, not quantitative. It's a concept sale." He illustrated his point by saying that while WXRT's total audience estimate doesn't match that of its AOR contemporaries in the marketplace, it might have the most listeners interested in purchasing fine furniture, as an example. Information of this sort makes it easier for WXRT's sales force to sell

time to clients looking for a specific segment of the Chicago radio audience.

Station PD Norm Winer, when asked how long WXRT can exist in the competitive Chicago AOR radio arena with lower ratings numbers, answered, "As to how much time do we have — I don't have a wristwatch — I do have a calendar."

Album Tracking

The most fiercely-debated topic of the sessions was that of album-tracking by AOR's. Starfleet Blair's Sam Kopper called the practice "harmful," and his sentiments were echoed by Arista's Mike Bone, who said that at no time did the promotional advantages of album tracking outweigh the loss in potential sales for that album. Atlantic's Tunc Erim felt album tracking hurt sales for established acts but that the promotional value for young acts was worthwhile.

Radio defended the practice of album tracking. The most common statement was that it enhanced new artists' sales, and was a proven audience-grabber as well. KNAC/Long Beach PD Paul Fuhr summarized many stations' feelings by explaining, "It's part of the service we offer our audience; it's what they expect from us. Previewing an album is both an image-enhancement for us as well as good exposure for the record."

There was no consensus on the number of listeners equipped to adequately record albums tracked on the air. Some programmers added that they felt a larger problem to album sales came from people loaning out their albums to friends who recorded them directly from their own stereos.

It was obvious from this discussion that this is an area of great importance to both record company and radio station alike, with many implications for the future. Tunc Erim pointed out that in many countries in Europe, blank cassette manufacturers must pay royalties to the record companies. He predicted this might happen in the United States as well in the near future.

The Finances Of AOR

Another area of concern expressed by Tunc Erim was the question of whether AOR has become the Top 40 of the Eighties. Most programmers agreed that our format, already dominant

"We sell qualitative numbers, not quantitative. It's a concept sale."

— WXRT/Chicago GM Seth Mason

in contemporary formats in many markets, looks like it will continue to increase in popularity in the months to come. Ironically, however, programmers pointed out that salaries for AOR programmers and personalities have not yet hit the level of those other formats that AOR has already surpassed in many markets. Many participants said they felt program directors deserved to make as much money as sales managers; others decried the practice of paying air personalities more than their own program directors. In any case, there was general agreement that AOR needs to create not only new air and programming talent, but that we need to start training new salespeople as well, people who are just as excited to sell AOR as personalities are to play its music.

These are just some of the topics covered at the informal AOR sessions this year. We'll enlarge on many of these topics in AOR columns in the weeks and months to come. I'd like to take this opportunity to thank the members of the radio and record industries who came to the sessions, and shared their experiences, questions, and projections for the future with the rest of the AOR community.



SUZI QUATRO

Rock Hard

PRODUCED BY MIKE CHAPMAN

Featuring "LIPSTICK," "STATE OF MIND," "HARD HEADED" and "LOVE IS READY"

- | | | | | | | | |
|---------|---------|------|------|------|------|------|--------|
| KROQ | KZAM-AM | WRNO | KLYX | WABX | WFSU | WBAB | WLPL |
| KEZY-AM | KZOK | KGRA | WXLP | WWCK | WKWF | WRMW | WMYK |
| KPRI | KQFM | WRAS | KQDS | WIOT | KWFM | WQBK | WKLS |
| KXFM | KZEL | WYMX | KSHE | WLAV | WBWB | WPDH | WRKK |
| KZOZ | KREM | WLYX | KYYS | WILS | WXUS | WOUR | WKQB |
| KMGN | KAAC | WKIR | KICT | WHNN | WBCN | WAAL | WIMZ |
| KDKB | OK95 | WHSL | KLZR | WEBN | WCOZ | WDHA | WWWZ |
| KSAN | 93Q | WJAX | WMMS | WSAI | WBLM | WMMR | WSHE |
| KLIV | Q104 | WKGC | M105 | WVXU | WCCC | WYSP | WOWD |
| KKDJ | KYTX | KSJO | WDVE | WVUD | WPLR | WZZO | KFYD |
| KTIM | KPAS | KLOL | WYDD | WLRS | 195 | WXPB | KGB-FM |
| KLRB | KATT | KQFM | WGRQ | WKQQ | WBRU | WRHY | |
| KSRT | KPFT | WYFE | WMJQ | WUOG | WLOB | WPRB | |
| KOZZ | KILT | WLPX | WOMP | WKDF | WGIR | WEZX | |
| KBPI | KNCN | WQFM | WVAQ | WQUT | WNEW | WWDC | |
| KTCL | KZOM | WDEK | W4 | WROQ | WLIR | WAVA | |
| | | KFMH | WRIF | WKZL | WRCN | WHFS | |

MANUFACTURED AND MARKETING BY RSO RECORDS



Jeff Bell

EVOLUTION

T.R. (Thomas Rezny) has been upped to Asst. PD at M105/Cleveland. Lou Kishkunas has been appointed News and Public Affairs Director at M105, from neighboring WBBG . . . Denise Westwood has exited as KNAC/Long Beach MD. Her successor is Jimmy Christopher, from the airstaff . . . Libby is the New MD at KPAS/El Paso . . . Exiting KLOS/Los Angeles are airstaffer Laura Davis and newperson Jane Platt . . . Cecile has joined WABX/Detroit for 10pm-2am . . . Jeff Nimmo has joined WCMF/Rochester for mornings . . . Ted Ziegenbusch has exited 91X/San Diego to program KLAV/Las Vegas . . . Pete Delloro has joined WHCN/Hartford from WPLR/New Haven for part-time airwork . . . KWST/Los Angeles morning man Phil Hendrie has exited the station; his successor is Raechel Donahue (from weekends). Also exiting KWST was News Director Steve "Scoop" Monkiewicz. The new KWST News Director is David Heller. Former KWST airstaffer Frank Bennett has joined Watermark Inc. as a production director . . . WRCN/Long Island weekend Bill Hershey has exited to join KMYZ/Pryor, OK for middays and as MD.



MEASURING UP AT WYSP — In a recent promotion, WYSP/Philadelphia gave a winning listener the chance to win her height in albums. Pictured (l-r) are two WYSP Rockettes, contest winner, and co-promotion rep Miss Sunkist.



GREETING GAMMA — The KSAN/San Francisco air staff, escorting contest winners, greeted Elektra's Gamma after a recent concert which was broadcast live by the station. Pictured (l-r) are station's Billy Juggs, contest winner, group's Ronnie Montrose, contest winner, concert promoter, and KSAN MD Kate Hayes.



WCOZ STAGGERS BOSTON — WCOZ/Boston's staff gathered for a group display of excitement when its day was highlighted by the news of the station's # 1 AOR ARB status in the summer book.

UPDATE

Springsteen fever has hit AOR radio! WIOQ/Philadelphia reports it had the album on October 3, and played tracks from it till WIOQ received the usual cease-and-desist order later that day. Several stations called to report playing the album by the following Tuesday, including WPLJ and WNEW-FM in New York, and WMET/Chicago. WMET has 100 tickets to Springsteen's Chicago concert date to give away, along with a night on the town, including limo service and hotel accommodations, to one of the ticket-winners. Competing WLUP has autographed copies of the album to give out . . . New York is in the middle of "New York Music Week," with both AOR's providing coverage and promotions. WPLJ has printed up 10,000 buttons that say "WPLJ Rocks New York Music Week" that it's giving out at concerts. WNEW-FM has announced plans to begin a homegrown music program to coincide with the special week of activity . . . "Hit Me With Your Best Shot": WSYR/Syracuse, in conjunction with Pat Benatar's album, is running a contest whereby listeners get to use a dart gun on a Benatar cardboard stand-up, with three winners getting front-row seats to her area concert . . . WDHA/North Jersey helped raise \$2000 in a bikeathon benefitting a North Jersey hospital . . . One of the things that makes radio convention-going so much fun is the opportunity it affords to run into people you've lost contact with. I spoke with former WLIR/Long Island MD Larry Kleinman at the American Radio Expo, and he told me he's now formed a company called



HATE MAIL — Tom McGulre, 97X/Davenport's PD (right), pictured with winning contestant (left), received a surprising response to his "Why I Hate Jeff Craig Contest" (a controversial syndicated album reviewer heard on 97X) when over 200 "hate" entries arrived at the station.



WHIZZING THROUGH TUCSON — Most radio stations' employees meet rock stars at parties or backstage after shows, but they do things a bit differently in Tucson. KWFM airstaffers greeted Columbia's Eddie Money in the man's room, where the whole gang posed in a relieving position. Pictured (l-r) are MD Jim Owens, PD Jim Ray, station's Karen Stern, Money, station's Criss Ryan.

"RadioActivity," which will package syndicated radio shows. On the drawing board are two: a program that profiles upcoming artists, and another that plays classic radio concert tapes. Larry's also the new announcer for the Robert Klein syndicated talk show . . . LAFM/Lethbridge, Alberta afternoon drive announcer Sam James switched careers for a day to play a role in an upcoming film called "Pure Escape," starring James Garner . . . WMMR/Philadelphia cosponsored the third annual "Great Philadelphia Race," which drew 6000 in a benefit run for the Carousel House for the Handicapped and the Plant-a-Tree program . . . Coming up for RCA's Ellen Shipley is a series of radio concert broadcasts during her current tour. Shows have been arranged with DC101/Washington, WNEW-FM/New York, WQBK/Albany, WDHA/North Jersey, WLIR/Long Island, and WBCN/Boston . . . WSHE/Miami's new catch phrase for bumper stickers and print ads is, "SHE's Only Rock 'n' Roll" . . . KISW/Seattle, in conjunction with a local concert appearance by Jeff Beck, gave away commemorative Beck guitar picks that are also good for a buck off Beck's newest album . . . WKQB/Nashville has hidden its "Rock 106" Rock somewhere in Nashville, and is asking listeners to guess its location, based on clues given out on the air. The first person to find the rock collects \$1006 . . . A number of Texan AOR's combined forces to fill up an invitation-only Kansas concert date in Texas with winning listeners.

COMING NEXT WEEK: Our delayed guest column by WBAB/Long Island talk show host Joel Martin offers a wealth of tips and information on programming a talk show specifically for an AOR audience.

CONCERTS & CONVERSATIONS

BROADCASTS: Jonathan Edwards on WCCC/Hartford . . . Pointer Sisters on WIOQ/Philadelphia . . . Dakota on WEZX/Scranton . . . Ellen Shipley, Eddie Money on DC 101/Washington.

CONVERSATIONS: Supertramp on KWST/Los Angeles . . . Angel City on KGON/Portland . . . Kansas on KSHE/St. Louis . . . Black Sabbath, Saxon on WIOT/Toledo . . . Al Stewart, Angel City, LRB, Gary Myrick, Kansas on KZEW/Dallas . . . Split Enz on WMMR/Philadelphia . . . John Cougar, Rick Derringer, Split Enz on WLIR/Long Island . . . Whitesnake on WCCC/Hartford . . . English Beat, Blotto on WQBK/Albany . . . Jethro Tull on WOUR/Utica . . . Rick Derringer on WZZO/Allentown . . . Harlequin on CITI-FM/Winnipeg . . . Gamma, Kings on WGRQ/Buffalo . . . Ian Anderson, Carlene Carter on WNEW-FM/New York . . . Rick Derringer on WBRU/Providence . . . John Cougar, Pat Benatar, Gamma, AC/DC on WSYR/Syracuse . . . Yes on KEZY-AM/Anahelm . . . Grace Jones, Rick Derringer, Atlantics, John Cougar on WBCN/Boston . . . Shaun Cassidy on KTYD/Santa Barbara . . . Gary Myrick on KQFM/Portland . . . Pat Benatar on WAQX/Syracuse . . . Ian Anderson, Eddie Money, Ellen Shipley on DC101/Washington.

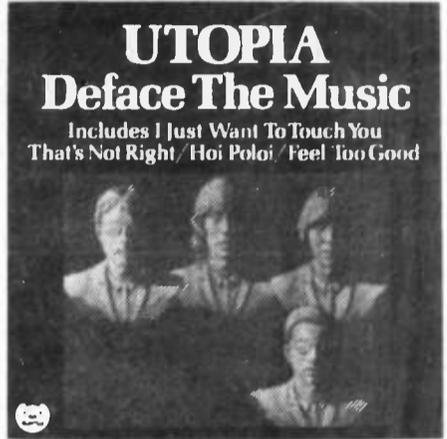


UTOPIA "DEFACE THE MUSIC"

FIRST WEEK OUT— #1 MOST ADDED EVERYWHERE

SECOND WEEK— R&R DEBUT AT #35
FMQB ALBUM REPORT DEBUT AT #40
ALBUM NETWORK DEBUT #37

CONSENSUS CUTS: "I JUST WANT TO TOUCH YOU"
"FEEL TOO GOOD"
"THAT'S NOT RIGHT"



PRODUCED BY TODD RUNDGREN & UTOPIA
FOR ALCHEMEDIA PRODUCTIONS
ON BEARVILLE RECORDS



PLUS UTOPIA'S NATIONAL LIVE HALLOWEEN BALL — A PRESENTATION OF STARFLEET/BLAIR, INC. ON OVER 55 STATIONS ACROSS THE COUNTRY!!!

CODE BLUE

ALREADY ON: WQFM, KLOS, WMAD, KSHE, WCMF, WOUR, WMMS, M105, W4, WWCK, WIOT, WBCN, KZEW, KPAS, WRKK, WYMX, KROQ, WQDR, WKQB, WORJ, KSJO, KREM, WXRT, KFMQ, KGGO, WOMP, WVUD, WXKE, WHNN, WBLM, WLOB, WGIR, WHCN, WCCC, WPLR, WQBK, WPDH, WLIR, WBAB, WRHY, WEZX, WAVA, WHFS, WMYK, KY99, KLBK, WQUT, WKWF, WABD, WHKC, KNAC, KTYD, KZOZ, KSPN, KILO, KOZZ, KKDJ, KZAM-AM, KZEL, KAAK, KIOK, KKSJ, WGVL . . .

CONSENSUS CUTS: "MODERN TIMES"
"FACE TO FACE"
"WHISPER/TOUCH"



PRODUCED BY CODE BLUE AND NIGEL GRAY
ON WARNER BROS. RECORDS



WATCH FOR CODE BLUE ON TOUR STARTING IN NOVEMBER!!!!!!

Album Airplay/40

Chart Summary

October 17, 1980

147 REPORTERS

Album cuts are listed in order of airplay preference.

Main chart table with columns for week numbers (9/19, 9/26, 10/3, 10/10) and album/artist names. Includes entries like CARS, PAT BENATAR, SUPERTRAMP, DOOBIE BROTHERS, ROLLING STONES, KANSAS, AC/DC, QUEEN, JACKSON BROWNE, MOLLY HATCHET, YES, DAVID BOWIE, JETHRO TULL, ALLMAN BROTHERS BAND, AL STEWART, MICHAEL STANLEY, ROBERT PALMER, KENNY LOGGINS, SPLIT ENZ, GAMMA, EDDIE MONEY, JOHN COUGAR, ELVIS COSTELLO, DEVO, TIMES SQUARE, POLICE, PAUL SIMON, STEVE FORBERT, BARRY GOUDREAU, ROSSINGTON COLLINS BAND, JOHNNY VAN ZANT BAND, B-52'S, BOB WELCH, KINGS, UTOPIA, GARY NUMAN, ANGEL CITY, ROBBIN THOMPSON, HALL & OATES, MICHAEL SCHENKER.

Some regular AOR reporters were missing this week, taking the convention week off and freezing their playlists; they'll return next week. Meantime, CARS remained parked at number one, grabbing the best showing in total and hot reports. BENATAR and DOOBIES all jockeyed for the next several positions, with all three virtually tied in total report mentions. BENATAR held rock steady as SUPERTRAMP and DOOBIES flipped. STONES maintained as KANSAS climbed and AC/DC and MOLLY inched up. BOWIE climbed as TULL and STEWART held their own. STANLEY and PALMER showed growth this week, and MONEY resurged. COUGAR, COSTELLO and DEVO climbed. TIMES inched up. POLICE was the week's most added album and highest debut. FORBERT climbed as B-52's inched up. UTOPIA debuted with significant medium conversions. CITY debuted and SCHENKER maintained. VAPORS and JONI MITCHELL 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.

New Entry

MOST ADDED

Table of Most Added albums with columns for week numbers (10/17, 10/10, 10/3, 9/26, 9/19) and album/artist names. Includes entries like POLICE, SUZI QUATRO, BRUCE SPRINGSTEEN, KEITH SYKES, RANDY MEISNER, MONTY PYTHON, JACK GREEN, UTOPIA, ANGEL CITY, McGUINN-HILLMAN, JEAN-LUC PONTY, MOON MARTIN, ELVIS COSTELLO, BRUCE COCKBURN, BUS BOYS.

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

MEDIUM

Table of Medium albums with columns for week numbers (10/17, 10/10, 10/3, 9/26, 9/19) and album/artist names. Includes entries like MICHAEL STANLEY, JETHRO TULL, ROBERT PALMER, GAMMA, DAVID BOWIE, JOHN COUGAR, JOHNNY VAN ZANT, TIMES SQUARE, YES, ELVIS COSTELLO, BOB WELCH, SPLIT ENZ, STEVE FORBERT, GARY NUMAN, MOLLY HATCHET.

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

Table of The Hottest albums with columns for week numbers (10/17, 10/10, 10/3, 9/26, 9/19) and album/artist names. Includes entries like CARS, PAT BENATAR, DOOBIE BROTHERS, SUPERTRAMP, QUEEN, ROLLING STONES, AC/DC, JACKSON BROWNE, KANSAS, MOLLY HATCHET, YES, AL STEWART, KENNY LOGGINS, DAVID BOWIE, ALLMAN BROTHERS.

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.

EAST

WLIB FM 92.7 Long Island 516-485-9200
PD: DENIS NEARHAMA
RD: RAY WHITE
Added: POLICE (AM), JIM CARROLL BAND, TALKING HEADS (S/R)

Manchest 803 625-6915
PD: JOE BIRCHFIELD
RD: KAREN ANDERSON
Added: POLICE (AM), "Do Do Do Do," "Don't Stop"

WVVAQ Morgantown 304-296-0029
AD: SCOTT RADIN
Added: UTOPIA (Bearsville/MS), "Smack Dab In," "No Ruck"

New York 212-986-7000
ASST. PD: DICK HEYER
RD: NAYAN NENTRE
Added: SUZI QUATRO (Dremland), ROBERT PALMER (Island)

New York 212 887 7770
PD: JERRY BERGER
Added: POLICE (AM), JOHN COUGAR (Riva), BRUCE COCKBURN (Millennium)

North Jersey 201-328-1055
ON: BOB LINDER
PD: MARK CHENBERG
Added: ROBERT PALMER (Island), "Johnny & Mary"

Ottawa 613-563-1919
PD: STEVE COLWILL
RD: GREG TORNHEDEN
Added: POLICE (AM), HAK NESTER (Capitol), HARTHA & RUFFINS (Vigilant)

Philadelphia 215-687-8100
PD: CHARLIE KENDALL
RD: JOE BOHANNON
Added: SUZI QUATRO (Dremland), POLICE (AM), JIMMY HALL (S/R)

Philadelphia 215-561-0933
PD: CHARLIE KENDALL
RD: JOE BOHANNON
Added: SUZI QUATRO (Dremland), POLICE (AM), JIMMY HALL (S/R)

Pittsburgh 412-562-5900
PD: DAVE LANGE
Added: SUZI QUATRO (Dremland), POLICE (AM), JIMMY HALL (S/R)

Pittsburgh 412-362-2144
PD: MIKE PERKINS
RD: JIM KINNETT
Added: SUZI QUATRO (Dremland), POLICE (AM), JIMMY HALL (S/R)

WPDH Poughkeepsie 914-471-1500
PD: MIKE HARRIS
RD: STEVE SCHWARTZ
Added: "Loving/Clumsy", UTOPIA (Bearsville/MS), "Don't Stop"

Providence 401-272-9550
PD: NANCY ANDERSON
RD: CAROLYN NEWMAN
Added: CAPT. BEEHONEY... (Vigilant), POLICE (AM), RICH DEARINGER (Blue Sky)

Rochester 716-288-3200
PD: DAVID BOHIE (RCA)
RD: JOHNNY VAN ZANT... (Polydor)
Added: BRUCE COCKBURN (Millennium), POLICE (AM), JIMMY HALL (S/R)

Rochester 716-232-7550
PD: MIKE RIMBLE
RD: DALE EDWARDS
Added: SUZI QUATRO (Dremland), POLICE (AM), JIMMY HALL (S/R)

Scranton 717-961-1842
PD: CHRIS BORTON
RD: BEN SMITH
Added: BRUCE COCKBURN (Millennium), POLICE (AM), JIMMY HALL (S/R)

Syracuse 315-682-9538
PD: ED LEVINE
Added: ANGEL CITY (Epic), QUEEN (Epic), "Smack Dab In," "No Ruck"



JOURNEY TO THE EAST - Columbia's Journey joined the airstaff of WAQX/Syracuse at the station following the group's area concert. Pictured (l-r) are group's Steve Smith, Columbia's M.J. Callendo, WAQX PD Ed Levine, group's Steve Perry.

WSYR Syracuse 315-474-5081
PD: MOHIE CASTLE
RD: TOM NAST
Added: POLICE (AM), JOHN COUGAR (Riva), "Do Do Do Do," "Don't Stop"

WOUR Utica 315-797-0803
ASST. PD: ROBIN SHERWIN
RD: DALE EDWARDS
Added: UTOPIA (Bearsville/MS), "Smack Dab In," "No Ruck"

Washington, D.C. 703-534-0320
PD: GARY CHASE
Added: POLICE (AM), JOHN COUGAR (Riva), "Do Do Do Do," "Don't Stop"

Washington, D.C. 202-828-9932
PD: MICHAEL HEAT
Added: POLICE (AM), JOHN COUGAR (Riva), "Do Do Do Do," "Don't Stop"

West Virginia 304-722-3308
PD: DICK DEGER
RD: DOUG BURTON
Added: POLICE (AM), JOHN COUGAR (Riva), "Do Do Do Do," "Don't Stop"

Wheeling 814-678-5661
PD: BOB WELCH
RD: STEVE WANDER (Tama)
Added: POLICE (AM), JOHN COUGAR (Riva), "Do Do Do Do," "Don't Stop"

Worcester 617-752-5611
PD: DAVE LEE AUSTIN
RD: PAUL LEMIEUX
Added: JOHN COUGAR (Riva), POLICE (AM), JOHN COUGAR (Riva)

York 717-266-6806
PD: JEFF HARTY
RD: JACK QUIGLEY
Added: POLICE (AM), JOHN COUGAR (Riva), "Do Do Do Do," "Don't Stop"

MIDWEST

MOST ADDED

POUCE
Zanyata Mandata (A&M) 29/28

RANDY MEISNER
One More Song (Epic) 8/9

UTOPIA
De face... (Beersville/WB) 18/8

SAZI QUATRO
Rock Hard (Dreamland) 10/8

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

MEDIUM

JETHRO TULL
A (Chrysalis) 33/24

MICHAEL STANLEY BAND
Heartland (EMI America) 33/23

GAMMA
Gamma 2 (Elektra) 26/21

JOHN COUGAR
Nothin' Matters... (Riva) 27/20

Two numbers follow each album title. The first represents total number of Midwest 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) 41/39

DOOBIE BROTHERS
One Step Closer (WB) 40/37

KANSAS
Audio Visions (Kilshner) 40/33

PAT BENATAR
Crimes Of Passion (Chrysalis) 39/32

SUPERTRAMP
Paris (A&M) 36/32

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

WVLA

Appleton
414-734-9226

Address: 1000 W. Main St., Appleton, WI 54912

Radio: 100.1 FM

Program: 100.1 FM

Staff: [List of names and titles]

WERN

Cincinnati
513-871-8500

Address: 1000 W. Main St., Cincinnati, OH 45202

Radio: 100.1 FM

Program: 100.1 FM

Staff: [List of names and titles]

WUE

Dayton
513-224-1501

Address: 1000 W. Main St., Dayton, OH 45402

Radio: 100.1 FM

Program: 100.1 FM

Staff: [List of names and titles]

WJL

Detroit
313-269-4323

Address: 1000 W. Main St., Detroit, MI 48202

Radio: 100.1 FM

Program: 100.1 FM

Staff: [List of names and titles]

WXUS

Lafayette
317-448-1500

Address: 1000 W. Main St., Lafayette, IN 47902

Radio: 100.1 FM

Program: 100.1 FM

Staff: [List of names and titles]

97.7 WMB

Bloomington
812-332-9292

Address: 1000 W. Main St., Bloomington, IN 47402

Radio: 97.7 FM

Program: 97.7 FM

Staff: [List of names and titles]

WVMS

Cleveland
216-761-9667

Address: 1000 W. Main St., Cleveland, OH 44102

Radio: 100.1 FM

Program: 100.1 FM

Staff: [List of names and titles]

WVOD

Dayton
513-229-4247

Address: 1000 W. Main St., Dayton, OH 45402

Radio: 100.1 FM

Program: 100.1 FM

Staff: [List of names and titles]

WJL

Duluth
218-728-6421

Address: 1000 W. Main St., Duluth, MN 55802

Radio: 100.1 FM

Program: 100.1 FM

Staff: [List of names and titles]

FM 102 Womo

Lincoln
402-432-8565

Address: 1000 W. Main St., Lincoln, NE 68502

Radio: 102 FM

Program: 102 FM

Staff: [List of names and titles]

the Loop

Chicago
312-440-5270

Address: 1000 W. Main St., Chicago, IL 60602

Radio: 100.1 FM

Program: 100.1 FM

Staff: [List of names and titles]

M/OS

Cleveland
216-391-1260

Address: 1000 W. Main St., Cleveland, OH 44102

Radio: 100.1 FM

Program: 100.1 FM

Staff: [List of names and titles]

WIDER 92.3

DeKalb
815-756-9250

Address: 1000 W. Main St., DeKalb, IL 60115

Radio: 92.3 FM

Program: 92.3 FM

Staff: [List of names and titles]

WWCK 105 FM

Filmt
313-744-1570

Address: 1000 W. Main St., Filmt, MI 48102

Radio: 105 FM

Program: 105 FM

Staff: [List of names and titles]

WIBA-FM

Madison
608-274-6450

Address: 1000 W. Main St., Madison, WI 53702

Radio: 93.7 FM

Program: 93.7 FM

Staff: [List of names and titles]

WMAZ

Chicago
312-828-9191

Address: 1000 W. Main St., Chicago, IL 60602

Radio: 100.1 FM

Program: 100.1 FM

Staff: [List of names and titles]

Q-FM-96

Columbus
614-224-1271

Address: 1000 W. Main St., Columbus, OH 43202

Radio: 96 FM

Program: 96 FM

Staff: [List of names and titles]

KGGO

Des Moines
515-265-6181

Address: 1000 W. Main St., Des Moines, IA 50302

Radio: 100.1 FM

Program: 100.1 FM

Staff: [List of names and titles]

Album Station

Evansville
812-477-8811

Address: 1000 W. Main St., Evansville, IN 47702

Radio: 100.1 FM

Program: 100.1 FM

Staff: [List of names and titles]

WMAD

Madison
608-249-9277

Address: 1000 W. Main St., Madison, WI 53702

Radio: 100.1 FM

Program: 100.1 FM

Staff: [List of names and titles]

WVET

Chicago
312-777-1700

Address: 1000 W. Main St., Chicago, IL 60602

Radio: 100.1 FM

Program: 100.1 FM

Staff: [List of names and titles]

97.7 WMB

Chicago
312-777-1700

Address: 1000 W. Main St., Chicago, IL 60602

Radio: 97.7 FM

Program: 97.7 FM

Staff: [List of names and titles]

WVOD

Dayton
513-229-4247

Address: 1000 W. Main St., Dayton, OH 45402

Radio: 100.1 FM

Program: 100.1 FM

Staff: [List of names and titles]

SAS

Kansas City
816-531-3400

Address: 1000 W. Main St., Kansas City, MO 64102

Radio: 100.1 FM

Program: 100.1 FM

Staff: [List of names and titles]

93QFM

Milwaukee
414-276-2040

Address: 1000 W. Main St., Milwaukee, WI 53202

Radio: 93 FM

Program: 93 FM

Staff: [List of names and titles]

94.1

Cincinnati
513-921-0594

Address: 1000 W. Main St., Cincinnati, OH 45202

Radio: 94.1 FM

Program: 94.1 FM

Staff: [List of names and titles]

97.7 WMB

Chicago
312-777-1700

Address: 1000 W. Main St., Chicago, IL 60602

Radio: 97.7 FM

Program: 97.7 FM

Staff: [List of names and titles]

WRIF 101

Detroit
313-444-1010

Address: 1000 W. Main St., Detroit, MI 48202

Radio: 101 FM

Program: 101 FM

Staff: [List of names and titles]

WJL

Lansing
517-393-1320

Address: 1000 W. Main St., Lansing, MI 48902

Radio: 100.1 FM

Program: 100.1 FM

Staff: [List of names and titles]

101

Minneapolis
612-739-4000

Address: 1000 W. Main St., Minneapolis, MN 55402

Radio: 101 FM

Program: 101 FM

Staff: [List of names and titles]



**Jim
Duncan**

News Notes

One down . . . one to go! No sooner had the dust settled from the NRBA's American Radio Expo, then the calendar told me it was time for my week-long visit to Nashville for the annual Country Music Convention. Before I go any further, a special thanks to the Country panelists for a job well done. WHN/New York PD Ed Salamon was the co-moderator for the meeting that featured video presentations and the best Country radio television spots of the past year. We used the recently produced CMA video show "The Music For The Times," and concluded with WCXI/Detroit PD Bill Ford letting us view a mini-special about his station and the growth of the music in that part of the country. Other panelists included Bill Hennes and Burt Sherwood of WMAQ/Chicago; Ken Martin, PD at WCOS-FM/Columbia, SC; Lee Ranson, PD of WXCL/Peoria, IL; Perry St. John, VP/GM at KSO/Des Moines; Mike Owens, VP/GM KNIX-AM-FM/Phoenix; and Joel Raab, PD of WEEP/Pittsburgh. Thanks to Plough's Craig Scott for sending along some examples of TV spots from WSUN/St. Petersburg and WJEZ-FM/Chicago. It was not only nice to hear the thoughts of some of the best in Country radio today, but also to see how good these stations sound . . . Enjoyed meeting for the first time Jim Wood, the new PD of KNEW/Oakland, and to spend some time with KHJ/Los Angeles PD Charlie Cook, as well as many other Country radio and record friends . . . Got to tell you Barbara Mandrell was the talk of the NRBA Convention. Her show was the best part of my three days at the Los Angeles Bonaventure. While sitting next to the stage to get some photographs, she noticed me and stopped in the middle of the song to bend down and plant a big kiss on my face. (I will never wash my lips again!) And congratulations from all at R&R on her Entertainer of the Year Honors at the CMA Awards . . . RCA's resident crazy in Dallas, Wayne Edwards, called to inform me the "Top 40 Country Ugliest" has been officially decided. I am happy to report that I seem to be slipping down on that list each year. Wayne told me, "You're just getting prettier every year." This year's winner is the one and only Bill Mack, the famous all-night personality of WBAP/Ft. Worth.



The 1980 Country Ugliest are as follows:

- | | |
|--|-------------------------------------|
| 1. Bill Mack - WBAP | 20. Charlie Russell - KHEY/El Paso |
| 2. Sid Wood - WMAQ/Springfield, IL | 21. Bob Cole - KOKE/Austin |
| 3. Art Wander - Group One | 22. Dave White - WVOK/Birmingham |
| 4. Bob Young - Former PD of KNEW | 23. Dave Dudley |
| 5. Jerry Seabolt - Liberty Records | 24. Chuck Chellman |
| 6. Tom Puffer - KRMD/Shreveport | 25. Max Gardener - KKYY/San Antonio |
| 7. Ed Salamon - WHN/New York | 26. Tandy Rice |
| 8. John Chafee - Malrite | 27. Carson Schreiber - RCA |
| 9. Stan Byrd - WB | 28. Bill Hughes - WPOD |
| 10. Dave Wheller - RCA | 29. Tom Reeder - WKCW |
| 11. Lynn Wagoner - KEBC-FM/Oklahoma City | 30. Tom Williams - WSAI |
| 12. Jack Crease - KVOO/Tulsa | 31. Pete Porter - WJJD |
| 13. Frank Anderson - WB | 32. Erv Woolsey - MCA |
| 14. Dugg Collins - KIXZ/Amarillo | 33. Jonathan Fricke - KOKE |
| 15. Joe Ladd - KIKK/Houston | 34. Razy Bailey - RCA |
| 16. Don Langford - KLAC/Los Angeles | 35. Don Hinson - KLAC |
| 17. Jim Duncan - R&R | 36. Ken Shepard - KWKH |
| 18. Roy Wunach - CBS | 37. Les Acree - WMC-AM-FM |
| 19. Moon Mullins - WDAF/Kansas City | 38. Vito Blando - RCA |
| | 39. Arthur Fiedler - Deceased |
| | 40. King Edward - WSLC |

Last but certainly not least, the first "International Ugly" award goes to Paschal Mooney of RTE Radio in Dublin, Ireland.

Country

R&R/Country Reporting Stations

It is with a great deal of pleasure that R&R presents the new Country reporters for 1980 and part of 1981. As was mentioned in last week's column, our screening committee will be reevaluating these markets and stations at least twice a year. If your station is interested in applying to be an R&R music reporter, send an aircheck, a letter of application and some information about your station, such as a sales packet and music chart. Again, keep in mind that we are very interested in getting your station news and photos on a regular basis. R&R accepts materials from all stations. Send to: R&R Country, 1930 Century Park West, Los Angeles, CA 90067.

EAST:	MIDWEST:	WEST:
WGNA-FM/Albany, NY WVAM/Altoona, PA WPOC-FM/Baltimore, MD WBGW-FM/Bangor, ME WSEN/Baldwinsville, NY WCAW/Charleston, WV WOKQ/Dover, NH WIXY/East Longmeadow, MA WWCS-FM/Hagerstown, MD WAJR/Morgantown, WV WHN/New York, NY WIXL-FM/Newton, NJ WKYI/Parkersburg, WV WEEP/Pittsburgh, PA WPOR/Portland, ME WADR/Remsen, NY WNYR/Rochester, NY WMZQ-FM/Washington, DC WWVA/Wheeling, WV WBAX/Wilkes-Barre, PA WYII/Williamsport, MD WNOW/York, PA	WSLR/Akron, OH WNRS/Ann Arbor, MI KBMR/Bismarck, ND WJEZ-FM/Chicago, IL WMAQ/Chicago, IL WSAI/Cincinnati, OH WUBE-FM/Cincinnati, OH WHK/Cleveland, OH WMNI/Columbus, OH WDZQ-FM/Decatur, IL KSO/Des Moines, IA WCXI/Detroit, MI WAXX/Eau Claire, WI WKMF/Flint, MI KWMT/Fort Dodge, IA KBUF/Garden City, KS WCUZ/Grand Rapids, MI WGEE/Green Bay, WI WFMS-FM/Indianapolis, IN WIRE/Indianapolis, IN WDAF/Kansas City, MO WITL-FM/Lansing, MI	WTSO/Madison, WI WDDD-FM/Marion, IL WBGS-FM/Milwaukee, WI WDGY/Minneapolis, MN WMUS-AM-FM/Muskegon, MI KEBC-FM/Oklahoma City, OK KYNN/Omaha, NE WXCL/Peoria, IL KGFX/Pierre, SD WHBF/Rock Island, IL WKKN/Rockford, IL WKCC/Saginaw, MI KICD-FM/Spencer, IA KTTS-AM-FM/Springfield, MO KFEQ/St. Joseph, MO WIL-AM-FM/St. Louis, MO WTHI/Terre Haute, IN KVOO/Tulsa, OK KFDI/Wichita, KS KFH/Wichita, KS
SOUTH: KRRV/Alexandria, LA KIXZ/Amarillo, TX WPLO/Atlanta, GA KVET/Austin, TX KOKE-FM/Austin, TX KLVI/Beaumont, TX WVMI/Biloxi, MS WYDE/Birmingham, AL WTCR/Catlettsburg, KY WSOC-FM/Charlotte, NC WCOS-FM/Columbia, SC WGTO/Cypress Gardens, FL KHEY/El Paso, TX WBAP/Fort Worth, TX WESC-AM-FM/Greenville, SC KIKK-FM/Houston, TX KENR/Houston, TX WBHP/Huntsville, AL WQIK-FM/Jacksonville, FL WJCW/Johnson City, TN KLRA/Little Rock, AR WINNI/Louisville, KY KLLL-AM-FM/Lubbock, TX	WWOD/Lynchburg, VA WDEN/Macon, GA WMC/Memphis, TN WOKK/Meridian, MS WQAM/Miami, FL WUNII/Mobile, AL WKSJ-FM/Mobile, AL KNOE/Monroe, LA WBAM/Montgomery, AL WLWI-FM/Montgomery, AL WSM/Nashville, TN WSIX-FM/Nashville, TN WCMS-FM/Norfolk, VA KYXX/Odessa, TX WHOO/Orlando, FL KKYX/San Antonio, TX KWKH/Shreveport, LA KRMD-AM-FM/Shreveport, LA WSUN/Tampa, FL WQYK-FM/Tampa, FL WIRK-FM/West Palm Beach, FL WKLM/Wilmington, NC WTQR/Winston-Salem, NC	WEST: KRZY/Albuquerque, NM KKAL/Arroyo Grande, CA KUZZ/Bakersfield, CA KBMY/Billings, MT KVOC/Casper, WY KUUY/Cheyenne, WY KSSS/Colorado Springs, CO KLAK/Denver, CO KLZ/Denver, CO KEED/Eugene, OR KMAK/Fresno, CA KRDR/Gresham, OR KVEG/Las Vegas, NV KLAC/Los Angeles, CA KTRB/Modesto, CA KNEW/Oakland, CA KNIX-FM/Phoenix, AZ KYTE/Portland, OR KWJJ/Portland, OR KFTN/Provo, UT KIDN/Pueblo, CO KONE/Reno, NV KRSY/Roswell, NM KRAK/Sacramento, CA KTOM/Salinas, CA KSOP/Salt Lake City, UT KCKC/San Bernardino, CA KSON-AM-FM/San Diego, CA KEEN/San Jose, CA KMPS-AM-FM/Seattle, WA KGA/Spokane, WA KCUB/Tucson, AZ



A Month In The
Country Wherever
You Are

October is Country Music Month



BREAKERS

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

BELAMY BROTHERS

Lovers Live Longer (WB/Curb)
103/24 or 87%. National Summary: Up 27, Same 17, Down 0, Adds 24. R&R Chart: Debut 40.

BARBARA MANDRELL

Best Of Strangers (MCA)
88/17 or 76%. National Summary: Up 20, Same 25, Down 0, Adds 17. R&R Chart: Debut 42.

MICKEY GILLEY

That's All That Matters (Epic)
83/20 or 70%. National Summary: Up 12, Same 29, Down 0, Adds 20. R&R Chart: Debut 48.

Most Added:

JOHNNY LEE
One In A Million (Asylum)
MERLE HAGGARD
Think I'll Just Stay Here... (MCA)

Hottest:

DON WILLIAMS
I Believe In You (MCA)
WILLIE NELSON
On The Road Again (Columbia)
WAYLON JENNINGS
Theme From The Dukes Of Hazzard (RCA)
KENNY ROGERS
Lady (Liberty)
ANNE MURRAY
Could I Have This Dance (Capitol)

MOST ACTIVE

Recent releases 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. A checkmark indicates one of this week's "most added" new songs.

- MAC DAVIS "Texas In My Rear View Mirror" (Casablanca) 70/18**
National Summary: Up 15, Same 19, Down 1. WUBE-FM, WTSO, WHBF, KFH, KOKE-FM, WSIX-FM, WTQR-FM, KLAQ, KLAC, KYTE, KONE, KCUB, KBC-FM 50-32, KFDI-AM 47-38, KHEY 40-32, KRMD-AM-FM d-36, KUZZ 49-42, KUUY 50-39, KRAK 47-42, KEEN 36-29. R&R Chart: Debut 47.
- JOE STAMPLEY "There's Another Woman" (Epic) 65/9**
National Summary: Up 20, Same 26, Down 0. WWCS-FM, KYN, WHBF, WTHI, KFH, KOKE-FM, WCOS-FM, WQYK-FM, KRZY, WIXL-FM 28-20, WMZQ-FM 23-16, WSAI 30-22, WTSO 35-27, WESC-AM-FM 31-25, KENR 39-28, KYXX 32-25, KKYX 47-29, KRMD-AM-FM 37-29, KRAM 40-36.
- CHARLIE RICH "A Man Just Don't Know..." (Elektra) 63/18**
National Summary: Up 10, Same 21, Down 0. WKYG, WNR, WUBE-FM, KBUF, WDG, KYN, WESC-AM-FM, WCMS-FM, KWJ, WMZQ-FM 35-30, KTTS-AM-FM d-18, KIXZ 43-38, KHEY 48-42, WSIX-FM 36-28, KUUY 43-35, KLAC 49-45, KFTN 39-29.
- CONWAY TWITTY "A Bridge That Just Won't Burn" (MCA) 61/27**
National Summary: Up 5, Same 22, Down 0. WVAM, WMNI, WIRE, WKCO-FM, WIL-AM-FM, KVET, KHEY, WESC-AM-FM, KENR, WSM, KYXX, WTQR-FM, KVOC, KWJ, KONE, KRSY, WIXL-FM 44-27, WFMS-FM d-33, KBC-FM d-38, WSIX-FM 47-31, WQYK-FM 32-28, KCKC 27-17.
- R.C. BANNON "Never Be Anyone Else" (Epic) 58/5**
National Summary: Up 27, Same 15, Down 0. WBAX, WSAI, KFH, WCOS-FM, KENR, WKMF d-33, WTSO 44-38, KBC-FM 30-23, KYN 31-23, WHBF 48-40, KFDI-AM 41-34, KIXZ 42-36, WBAM 38-31, WCMS-FM 38-30, KKYX 37-30, KVOC 32-27, KUUY 39-34, KMPS-AM-FM 23-17, KCUB 40-35. R&R Chart: Debut 50.
- JOHNNY LEE "One In A Million" (Asylum) 55/48**
National Summary: Up 1, Same 2, Down 1. WBGW-FM, WIXL-FM, WNYR, WMZQ-FM, WWVA, WSLR, WSAI, WUBE-FM, WMNI, KBC-FM, KTTS-AM-FM, WIL-AM-FM, WYDE, WCOS-FM, KHEY, WESC-AM-FM, WSM, WCMS-FM, WIRK-FM, KUZZ, KVOC, KUUY, KLZ, KEED, KLAC, KNIX-FM, KRAK, KEEN, KMPS-AM-FM.
- GLEN CAMPBELL & TANYA TUCKER "Dream Lover" (MCA) 49/6**
National Summary: Up 14, Same 19, Down 0. WSEN, WITL-FM, WHBF, KNOE, WKLM, KMAK, WFMS-FM d-23, KBC-FM 39-30, WCMS-FM 23-18, KUUY 47-37, KLAQ 34-29, KLZ 32-23, KRDR 37-33, KTOM 27-22, KEEN 39-33.
- BILLY "CRASH" CRADDOCK "A Real Cowboy" (Capitol) 47/22**
National Summary: Up 2, Same 13, Down 0. WGNA-FM, WPOR, WHK, KFGO, KTTS-AM-FM, KIXZ, KLV, WCOS-FM, WKSJ-FM, KKYX, KWKH, WTQR-FM, KVOC, KONE, WIXL-FM 48-38, KSO d-38, KYYX d-35.
- MERLE HAGGARD "Think I'll Just Stay Here..." (MCA) 41/41**
National Summary: Up 0, Same 0, Down 0. WBGW-FM, WIXL-FM, WYII, WNR, WSAI, WUBE-FM, WHK, WCUZ, WGEE.

NATIONAL AIRPLAY/50

Last Week	October 17, 1980
1	1 DON WILLIAMS/I Believe In You (MCA)
3	2 WILLIE NELSON/On The Road Again (Columbia)
2	3 WAYLON JENNINGS/Theme From The Dukes Of Hazzard (RCA)
4	4 GEORGE JONES/I'm Not Ready Yet (Epic)
6	5 MEL TILLIS/Steppin' Out (Elektra)
9	6 ANNE MURRAY/Could I Have This Dance (Capitol)
8	7 TANYA TUCKER/Pecos Promenade (MCA)
10	8 HANK WILLIAMS JR./Old Habits (Elektra)
12	9 LACY J. DALTON/Hard Times (Columbia)
15	10 CRYSTAL GAYLE/If You Ever Change Your Mind (Columbia)
7	11 WILLIE NELSON & RAY PRICE/Faded Love (Columbia)
5	12 RAZZY BAILEY/Loving Up A Storm (RCA)
14	13 JOHN CONLEE/She Can't Say That Anymore (MCA)
16	14 EMMYLOU HARRIS/The Boxer (WB)
18	15 JERRY LEE LEWIS/Over The Rainbow (Elektra)
11	16 T.G. SHEPPARD/Do You Wanna Go To Heaven (WB/Curb)
20	17 CRISTY LANE/Sweet Sexy Eyes (UA)
13	18 TAMMY WYNETTE/Starting Over (Epic)
21	19 JERRY REED/Texas Bound & Flyin' (RCA)
26	20 ALABAMA/Why Lady Why (RCA)
17	21 CHARLY McCLAIN/Women Get Lonely (Epic)
25	22 PATSY CLINE/Always (MCA)
23	23 GEORGE JONES & TAMMY WYNETTE/A Pair Of Old Sneakers (Epic)
39	24 KENNY ROGERS/Lady (Liberty)
32	25 BRENDA LEE/Broken Trust (MCA)
31	26 SYLVIA/Tumbleweed (RCA)
28	27 CON HUNLEY/They Never Lost You (WB)
19	28 MOE BANDY/Yesterday Once More (Columbia)
33	29 JACKY WARD/That's The Way A Cowboy Rocks And Rolls (Mercury)
36	30 CHARLEY PRIDE/You Almost Slipped My Mind (RCA)
42	31 LARRY GATLIN & GATLIN BROS./Take Me To Your Lovin'... (Columbia)
38	32 JOHNNY PAYCHECK/In Memory Of A Memory (Epic)
46	33 RONNIE MILSAP/Smoky Mountain Rain (RCA)
27	34 KENDALLS/Put It Off Until Tomorrow (Ovation)
40	35 RAY STEVENS/Night Games (RCA)
22	36 DOLLY PARTON/Old Flames Can't Hold A Candle To You (RCA)
34	37 RED STEAGALL/Hard Hat Days, Honky Tonk Nights (Elektra)
37	38 JOE SUN/Bombed, Boozed And Busted (Ovation)
44	39 JOHNNY RODRIGUEZ/North Of The Border (Epic)
45	40 BELAMY BROTHERS/Lovers Live Longer (WB/Curb)
47	41 STEPHANIE WINSLOW/Baby I'm A Want You (WB/Curb)
49	42 BARBARA MANDRELL/Best Of Strangers (MCA)
47	43 BOBBY BARE/Food Blues (Columbia)
49	44 FREDDIE HART/Rose's Are Red (Sunbird)
48	45 REX ALLEN JR./Drink It Down, Lady (WB)
47	46 MICKEY GILLEY/That's All That Matters (Epic)
47	47 MAC DAVIS/Texas In My Rear View Mirror (Casablanca)
50	48 BONNIE RAITT/Don't It Make Ya Wanna Dance (Full Moon/Asylum)
49	49 JOE STAMPLEY/There's Another Woman (Epic)
50	50 R.C. BANNON/Never Be Anyone Else (Epic)

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

- KBC-FM, KRRV, KVET, KENR, KYXX, KKYX, KRMD-AM-FM, WQYK-FM, WIRK-FM, KRZY, KEED, KWJ, KYTE, KFTN, KRAK, KCKC, KEEN, KCUB.**
- EDDY RAVEN "Another Texas Song" (Dimension) 41/6**
National Summary: Up 17, Same 13, Down 0. WWVA, WMNI, KENR, WSM, KLAQ, KWJ, WIXL-FM 39-31, WTSO 39-33, KYN 36-31, WESC-AM-FM 40-31, KKYX 41-35, KRMD-AM-FM 40-34, KWKH 39-36, KVOC 38-31, KNIX-FM 40-36, KSON-AM-FM 36-32.
- DON KING "Take This Heart" (Epic) 41/5**
National Summary: Up 12, Same 16, Down 0. WGNA-FM, WNR, KFGO, KBUF, KONE, WSLR 38-30, KFDI-AM 46-37, KHEY 47-41, WSIX-FM 11-9, WCMS-FM 37-31, KKYX 42-36, KUUY 37-32, KNIX-FM 32-27, KRAK 46-41.

Others Getting Significant Action

- MUNDO EARWOOD "I Can't Keep My Mind Off Her" (GMC) 38/9**
National Summary: Up 9, Same 9, Down 0. WGNA-FM, KFGO, WFMS-FM, WITL-FM, WCOS-FM, WHOO, KEED, KSON-AM-FM, KMPS-AM-FM, WCMS-FM 42-39, KKYX d-44, KWKH d-39, KVOC 22-17.
- KENNY SERATT "Until The Bitter End" (MDJ) 36/2**
National Summary: Up 18, Same 11, Down 0. WNR, WHOO, KYN 33-28, WHBF 47-41, KFDI-AM 12-8, WCOS-FM 38-32, WESC-AM-FM 29-22, KKYX 31-24, KWKH 28-22, KVOC 42-39.
- CAPITALS "A Little Ground In Texas" (Ridgeway) 35/9**
National Summary: Up 10, Same 11, Down 0. WBGW-FM, WSLR, WHK, WKMF, KIXZ, KLV, WCOS-FM, WOKK, WKLM, KSO 23-17, WAXX 40-35, KICD-FM 38-28, KFDI-AM 26-17, KKYX 46-37, KRMD-AM-FM 39-31, KVOC 36-30.
- REBA McENTIRE "I Can See Forever In Your Eyes" (Mercury) 34/13**
National Summary: Up 3, Same 15, Down 0. WVAM, KWMT, WITL-FM, KYN, WKKN, WESC-AM-FM, KENR, WKSJ-FM, KYXX, KKYX, KYTE, KRSY, KSON-AM-FM, KFDI-AM 45-40, WSIX-FM 33-22, KVOC 35-25.
- LEON EVERETTE "Giving Up Easy" (RCA) 32/19**
National Summary: Up 3, Same 7, Down 0. WVAM, WWVA, WSLR, KSO, KFGO, WTSO, KIXZ, WYDE, WKSJ-FM, WCMS-FM, WIRK-FM, KVOC, KUUY, KFTN, KRAK, WMZQ-FM 40-32, WSIX-FM 46-32.
- ZELLA LEHR "Love Crazy Love" (RCA) 29/12**
National Summary: Up 1, Same 11, Down 0. WBGW-FM, WWCS-FM, WPOR, KBUF, KYN, KICD-FM, WYDE, WSM, WQYK-FM, KLAQ, KWJ, WADR d-30, KONE d-39.
- LORETTA LYNN "Cheatin' On A Cheater" (MCA) 28/25**
National Summary: Up 0, Same 1, Down 0. WSEN, WBGW-FM, WIXL-FM, WNR, WSAI, KSO, KFEQ, KRRV, KVET, KHEY, KYYX, KKYX, KRMD-AM-FM, KMAK, KTOM, KCKC, KEEN, KMPS-AM-FM.
- JIM CHESNUT "Out Run The Sun" (UA) 28/3**
National Summary: Up 11, Same 10, Down 0. KFGO, WITL-FM, WIRK-FM, WUBE-FM 35-28, KOKE-FM 13-10, KHEY 50-44, KVOC 34-28, KUUY 48-40, KTRB d-34.
- LYNN ANDERSON "Blue Baby Blue" (Columbia) 27/21**
National Summary: Up 0, Same 6, Down 0. WVAM, WOKQ, WWCS-FM, WSLR, WIRE, KFDI-AM, KVET, WYDE, WESC-AM-FM, KNOE, WSIX-FM, KKYX, KEED, KRSY, KRAK, KCKC.
- MARGO SMITH "He Gives Me Diamonds..." (WB) 25/5**
National Summary: Up 4, Same 13, Down 0. WBAX, WNR, WAXX, KBC-FM, WTHI, WSEN 37-33, WBGW-FM 35-31, WADR d-28, KYYX 35-28.
- TERRI GIBBS "Somebody's Knockin'" (MCA) 23/6**
National Summary: Up 3, Same 8, Down 1. WAXX, WKMF, WESC-AM-FM, KLAQ, KEED, KMPS-AM-FM, WNYR 29-24, WCOS-FM d-39, WBAM d-38, WCMS-FM 43-38.

- BURT REYNOLDS "...Cheap & Superficial" (MCA) 22/8**
National Summary: Up 0, Same 9, Down 0. WVAM, WPOR, KVET, KNOE, WBAM, KRDR, KNEW, KRSY, WITL-FM d-32, KBC-FM d-37, KLZ d-35.
- GENE WATSON "No One Will Ever Know" (Capitol) 21/19**
National Summary: Up 0, Same 1, Down 0. WMZQ-FM, WSLR, WSAI, KSO, KBC-FM, KFDI-AM, KVET, WESC-AM-FM, WMC-AM, WLWI-FM, KKYX, WIRK-FM, KRZY, KRDR, KNEW, KYTE, KRAK, KTOM, KMPS-AM-FM.
- CARLENE CARTER "Baby Ride Easy" (WB) 20/9**
National Summary: Up 2, Same 6, Down 0. WSEN, WWCS-FM, WMZQ-FM, WSLR, KTTS-AM-FM, KFEQ, KLV, WBAM, KTRB, WIXL-FM 47-21, WADR 40-34, KNEW d-38.
- TOMMY OVERSTREET "Me And The Boys In The Band" (Elektra) 20/1**
National Summary: Up 7, Same 7, Down 0. WCMS-FM, WSEN 50-44, WADR 39-24, WWVA d-39, KFEQ 38-32, KKYX 50-43, KRMD-AM-FM 38-33, KNIX-FM d-40.
- FRED KNOBLOCK "Let Me Love You" (Scotti Bros.) 17/8**
National Summary: Up 1, Same 4, Down 0. WYII, KBC-FM, KRRV, WCOS-FM, WOKK, WKSJ-FM, KVOC, KRDR, KTRB d-33.
- LOUISE MANDRELL "Love Insurance" (Epic) 17/2**
National Summary: Up 2, Same 10, Down 0. WHBF, KTOM, WWCS-FM d-30, KFEQ 46-43, KRMD-AM-FM d-40, KUZZ 37-27.
- O.B. McCLINTON "Not Exactly Free" (Sunbird) 17/2**
National Summary: Up 2, Same 12, Down 0. WVAM, KIXZ, WESC-AM-FM on, WKSJ-FM on, WSM on, KKYX d-50, KWKH on.
- BOBBY GOLDSBORO "Goodbye Marie" (Curb) 15/9**
National Summary: Up 0, Same 5, Down 0. WGNA-FM, WVAM, KICD-FM, WSM, WCMS-FM, KRMD-AM-FM, KUZZ, KEED, KWJ.
- DONNA FARGO "Seeing Is Believing" (WB) 14/14**
National Summary: Up 0, Same 0, Down 0. WVAM, WBGW-FM, WOKQ, WADR, WYII, WFMS-FM, KBC-FM, KVET, WESC-AM-FM, WLWI-FM, WIRK-FM, KRZY, KTOM, KMPS-AM-FM.
- DANDY & DOOLITTLE BAND "Who Were You Thinkin' Of" (Columbia) 14/6**
National Summary: Up 3, Same 4, Down 0. WBGW-FM, WNYR, KENR, WCMS-FM, KFTN, KEEN, WMZQ-FM d-33, WYDE 40-35, WBAM 37-29, KCKC 17-8.
- GARRY MORRIS "Sweet Red Wine" (WB) 14/3**
National Summary: Up 3, Same 7, Down 0. KVOC, KLAQ, KLZ, WWVA on, WUBE-FM on, KYN 40-36, WSIX-FM 14-11, KRAK 48-44, KMPS-AM-FM on.
- JANIE FRICKE "Down To My Last Broken Heart" (Columbia) 10/10**
National Summary: Up 0, Same 0, Down 0. WIXL-FM, WYII, KFEQ, WMC-AM, WBAM, WLWI-FM, KKYX, WQYK-FM, KCKC, KMPS-AM-FM.

**NOBODY IN HIS RIGHT MIND
COULD SAY "NO" TO
DEAN DILLON!**



The New Single:

**NOBODY IN HIS RIGHT MIND
(WOULD'VE LEFT HER)** PB 12109

Country Pictures



THE BARE FACTS — "Miss Nude America 1977" visits with George Jones during a concert tour in Cincinnati. WUBE's Dave Williams (left) and Epic's Tom Genetti join the group.



BEFORE & AFTER — At the Oklahoma State Fair Media Pie Eating Contest KOMA air personalities Jim Davis, Jonathan Lear, Bob Glover, and Jim McCloud are seen before and after they pigout on pie (and that's no lie!).



BAILEY BUDDIES — Razy Bailey joins WKSJ/Mobile personalities Tom Dixon and Till Jones during a visit to the station prior to an area performance.



BIG APPLE AWARDS — Crystal Gayle is shown receiving her WHN/New York "Listeners' Choice Award" in the categories of Entertainer, Female Vocalist, and Song of the Year ("It's Like We Never Said Goodbye"). She was one of five winners in each category during the fifth annual poll of WHN listeners. WHN's Lee Arnold, Ed Salamon, Brian Moors, and Pam Green made the presentation.

Biff Collie

Inside Nashville



AND THE WINNER IS . . . : WSM Radio, 55 years old this week, became the cradle of commercial country music spawned by the Grand Ole Opry . . . Sam Luvullo, the guiding light and protecting arm of authentic country sounds for 12 years on "Hee Haw" (the showcase of corny jokes has never blurred the authentic sound and mass TV exposure of our music and artists) . . . Jo Walker, Country Music Association's Executive Director for 20 years; her quality control and dedication to their life's work has proven a vital factor in the realization that "Country is the music of the 80's" . . . Red Foley, the first country artist ever to have a #1 crossover hit (both country & pop charts), 1950's "Chattanooga Shoe Shine Boy" . . . Joe L. Frank, the first to take country music packages on the road across the nation (he also, with his son-in-law Pee Wee King, shared in "discovering" many stars) . . . Owen Bradley, the catalyst in the creation of the "Nashville Sound", literally started "Music Row" with the success of his quonset hut recording studio on 16th Ave. South; the music business grew up around it (Columbia Studios was actually built around that original quonset hut) . . . Ralph Peer, a barnstorming record producer whose Peer-International became one of the world's largest music publishing firms; if he had never done anything other than be responsible for the records of the Original Carter Family and Jimmie Rodgers, he should be a member of the Country Music Hall of Fame (he's not). There are many "winners," many influentials, many whose creativity, imagination, and productivity have brought us to the brink of becoming America's most popular entertainment form. However, during convention season 1980, we must not lose sight of how the dreams of these industry giants have changed the course of American music history.

TCB: Bill Anderson may become a regular on that "One Life To Live" ABC-TV soap opera. He had Mary Gordon Murray and Wayne Massey, who play that show's two country music hopefuls, Becky Lee Abbott and Johnny Drummond, as his guests on the Grand Ole Opry last Saturday night . . . Burt Reynolds' surprise appearance with Jerry Reed on the CMA Awards show Monday night (10-13) was a highlight of the show . . . Burt's "Best Little Whorehouse In Texas" co-star Dolly Parton had an impromptu reunion afterwards. Dolly's writing what friends describe as a "steamy" novel called "Wildflowers" . . . The Oak Ridge Boys' "new" back-up band is the Rockland Roadgang, featuring two sons of lead singer Bill Golden, Rusty & Chris . . . Carlene Carter's visit home on the 6th and 7th was the first stop on her current promotional tour for her new album . . . When are the TV specials, etc., gonna start using other #1 hitmakers like T.G. Sheppard? He'll do a two-month tour with Conway Twitty this fall . . . Memphis Probate Judge Joseph Evans scheduled a Nov. 5 hearing to consider the "exorbitant" fee, which Lisa Presley's attorneys want reduced, payable to Col. Tom Parker, who, since the beginning of Elvis' career shared 50-50 in all he earned . . . Johnny Cash, they say, returned to Cincinnati to complete filming a major role in "The Pride Of Jesse Hallam," an hour-long movie we'll see later this season on CBS-TV . . . Tom T. Hall says he wants to write "that" novel he says will give him the "license to become an author." Doubleday

called the first 175 pages of his current work "magical, wonderful" . . . Among those 64 items for sale at the IRS auction Wednesday (10-22) belonging to Jerry Lee Lewis are five motorcycles, seven cars including a 1935 green Ford sedan, two Continentals and a 1954 yellow-and-black Cadillac, 22 guns and rifles, two rings, watches, coins, stereo equipment, and an organ. The sale is to recover a \$274,000 lien against Jerry Lee for four years of back taxes.

Jimmy Bryant, "The Fastest Guitar Alive," is dead. Jimmy died in Moultrie, GA September 22 after a long battle with cancer. His influence and innovations were strongly felt in both country music and jazz circles. As a songwriter he was best-known for "The Only Daddy That'll Walk The Line," recorded by Waylon Jennings, Linda Ronstadt, and others. Capitol Records' historic Speedy West-Jimmy Bryant albums are still part and parcel of many Country DJ shows, with many of the cuts used as themes. He was a former member of the Sons Of The Pioneers and appeared with Roy Rogers in 12 of his movies. He was one of the first to introduce the electric guitar to television and was a fiddler of theme music for the "Beverly Hillbillies." Country DJ Hall of Famer Cliffie Stone's "Hometown Jamboree" was Bryant's showcase in California. Jimmy was 55 years old.



Jerry Reed

THIS 'N' THAT: Tammy Wynette and Debbie Reynolds shared the stage at the Sands, Vegas a few weeks back . . . Margo Smith taped "The John Davidson Show" while in Southern California performing . . . Janis Carnes signed to an exclusive contract with RCA . . . Judging the finalists for the Music City song Festival are Country radio personalities King Edward Smith IV (WSLC), Dale Turner (WSAI), Jerry Adams (KFDD), Chris Adams (KYNN), and Les Acree (WMC) . . . Mercury artist Reba McEntire honored at the 69th Pendleton, OR Roundup. She sang the National Anthem to kick off each day's events . . .

UPDATE: Hank Williams, Jr.'s book "Living Proof" will be made into a movie . . . Lookalikes: Philadelphia Phillies' Tug McGraw and NSAI Hall of Fame songwriter Harlan Howard; award winner Jerry Clower and Nashville Tennessean Sports Editor John Bibb . . . Everything on the official agenda this year



during convention is at Opryland . . . Former Con Brio Records chief Jeff Walker and his beautiful wife and super-singer Terri Hollowell just got word from the doctor to plan on welcoming their first heir in May . . . Doug LaValley hosted a posh party at the plush new Stockyards Restaurant in Nashville Tuesday (10-14) to announce the production start on the new giant radio program called "Nashville Live." Production starts November 22, with a four-star format, interviews, audience participation, and three M.C.'s each week. On-the-air target date is January 1.



Regional Adds & Hots

Summary table with columns: MOST ADDED, EAST, HOTTEST, MIDWEST, SOUTH, WEST, HOTTTEST. Lists artists like Johnny Lee, Don Williams, Merle Haggard, etc.

Table for EAST region with columns: STATION, ARTIST, SONG, DATE. Includes stations like WFLA-TV, WTVT, and artists like Don Williams, Kenny Rogers.

Table for MIDWEST region with columns: STATION, ARTIST, SONG, DATE. Includes stations like WLSR, WISN-TV, and artists like Don Williams, Kenny Rogers.

Table for SOUTH region with columns: STATION, ARTIST, SONG, DATE. Includes stations like WYFF-TV, WISN-TV, and artists like Don Williams, Kenny Rogers.

Table for WEST region with columns: STATION, ARTIST, SONG, DATE. Includes stations like WYFF-TV, WISN-TV, and artists like Don Williams, Kenny Rogers.

Table for WEST region with columns: STATION, ARTIST, SONG, DATE. Includes stations like WYFF-TV, WISN-TV, and artists like Don Williams, Kenny Rogers.

Table for WEST region with columns: STATION, ARTIST, SONG, DATE. Includes stations like WYFF-TV, WISN-TV, and artists like Don Williams, Kenny Rogers.

Hottest Tracks:

- Love A Rainy Night - Eddie Rabbitt (Elektra)
Loving You Was Easier... - Honeysuckle Rose (WB)
Johnny Cash - Rockabilly Blues (Columbia)
Mac Davis - Texas In My Rearview Mirror (Columbia)

Hottest Tracks:

- Loving You Was Easier... - Honeysuckle Rose (WB)
George Jones - I Am What I Am (Epic)
Jerry Lee Lewis - Killer Country (Elektra)
Barbara Mandrell - Love Is Fair (MCA)

Hottest Tracks:

- Loving You Was Easier... - Honeysuckle Rose (WB)
George Jones - I Am What I Am (Epic)
Jerry Lee Lewis - Killer Country (Elektra)
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George Jones - I Am What I Am (Epic)
Jerry Lee Lewis - Killer Country (Elektra)
Barbara Mandrell - Love Is Fair (MCA)

COUNTRY ALBUMS

- Razzy Bailey - Razzy (RCA)
Johnny Cash - Rockabilly Blues (Columbia)
Mac Davis - Texas In My Rearview Mirror (Columbia)
Larry Gatlin - Help Yourself (Columbia)
Crystal Gayle - These Days (Columbia)
Honeysuckle Rose - Soundtrack (WB)
George Jones - I Am What I Am (Epic)
Jerry Lee Lewis - Killer Country (Elektra)
Barbara Mandrell - Love Is Fair (MCA)
Eddie Rabbitt - Horizons (Elektra)
Charlie Rich - Once A Drifter (Elektra)
Johnny Rodriguez - Gypsy (Epic)
Kenny Rogers - Greatest Hits (Liberty)
Smokey & The Bandit 2 - Soundtrack (MCA)

Most Requested:

- Don Williams - I Believe In You (MCA)
Waylon Jennings - Theme From The Dukos... (RCA)
Kenny Rogers - Lady (Liberty)
Willie Nelson - On The Road Again (Columbia)
Anne Murray - Could I Have This Dance (Capitol)



P/A

POP/ADULT®

Mike Kasabo

Pop/Adult Traces Its Evolution

One more convention and one more success story for Radio & Records — this time in conjunction with the National Radio Broadcasters Association. The combination of radio and record people, coupled with a significant amount of exhibitors culminated in the most attended convention of its kind ever.

Specifically, the Pop/Adult sessions were varied and well-attended — starting with our informal sessions on Sunday evening. During that time, a great many P/A programmers came forth, on their own personal time, to meet and greet the others who participated. Of special note on the Sunday get-together was the appearance of R&R's own Gary Owens, who as always entertained the participants with his personalized brand of wit, humor, and reflective insights on radio. So strong was his appearance, that at night's end the congregation gave him an ovation rarely equalled for any other major radio personality. It was Gary's night, but there was also our gathering Tuesday morning, cohosted by myself and Insileo Broadcasting's Director of Operations Bill Rock — a major radio broadcast group that also had in attendance its leader, President Fred E. Walker, a man of considerable vision.

Summarizing The Session

The meeting on Tuesday featured a great deal of direction and instruction from its participants. Rock, who served as cohost, along with my notes provides an outline recap of what went down at the NRBA/R&R Convention.

The initial point and purpose of the meeting was to define, conveyed via a card demonstration presented by Rock, what Pop/Adult radio means now, how it came about, and what its future holds in store. The Pop/Adult evolution, the components that make it up, and how it is comprised of a number of different kinds of variations on a theme were all discussed by the attendees. The first major aspect, in terms of where Pop/Adult came from, centered around its development from what is now known as Contemporary Hit Radio (nee Top 40) in the latter part of the 1960's and old-line MOR. We discussed how the CHR format began to skew upward in its appeal, because the postwar baby boom was getting older. With the older generation literally dying off, Pop/Adult had to go younger.

What Is Pop/Adult?

Next was a discussion about what Pop/Adult com-

prises today, what type of stations are into it. We talked about the CHR stations that have now added non-music elements, the MOR's that have contemporized their music, plus some of the FM's that have come in with a P/A posture — adding music appealing to demos 25-49, adding air traffic, beefing up news, and getting into a more "full-service" profile in their markets. Bob Hughes's WASH/Washington and Dave Martin's WFYR/Chicago were the two most talked about FM's to make this transition (note: Since the convention, Dave Martin has moved on to Chicago AM WCFL). Facts about the top ten stations in each market were also given a close look, as the P/A meeting showed the audience that of the top 100 markets, most top-raters turned out to be Pop/Adult stations. While P/A stations are only about a decade old, the listenership of those stations seems to indicate the highest single concentration of any format!

Special Elements

The next portion dealt with the specific elements that make up Pop/Adult — music, news/talk/sports, promotion, community involvement, research and management. At this time we went from a formal display to a round-table discussion with our respected and well-known participants, Gary Stevens, President of Doubleday Broadcasting; Michael O'Shea, National Program Director of Golden West Broadcasting; Scotty Brink, KHOW Program Director; George Lemich, Program Director KSL; and Bill Rock with some input on community involvement.

As Rock pointed out, "Many stations will stop at promotions as being community involvement." He went on to say that promotions are a big part of it, but there are other extensions, both on and off-air elements that make up a closer relationship to your community. Appearances and general visibility are a must if you want to come across to those in your area. This even means off-air people being involved — being involved in a community "spirit" drive of some kind is one of the most effective things you can do.

It may also be done with public service promos, programs — it could be done with individual personalities shows, or they may even serve on committees, public speaking appearances, etc. News itself may play a part in such an effort; plus you might want to enlist the police and other established agencies.

As an example, he showed a one-hour documentary (compressed and edited to three minutes) dealing with an eight-month scenario in which a local Connecticut weather station was saved from being closed down with the help of WELI.

Mike O'Shea took over with his expertise in the area of research, most specifically its importance as the 1980's grow and develop, not only with music radio but Talk radio as well. He discussed available qualitative and quantitative aspects of research, including research of research. It was a definite highlight for those attending the session.

Appreciating Programmers

Next was Gary Stevens who has had success as a top-flight New York air personality, programmer, and general manager — and now as President of Doubleday Broadcasting. He contributed a number of insightful comments about radio's realities.

One of Stevens's key points was that being a "great" Pop/Adult Program Director was a much more difficult position to attain than in many other formats. Specifically, he stated, "A good Pop/Adult programmer is a very hard individual to find, and once they do find them, managers should pay and treat them well." He pointed out that Pop/Adult radio is more like an "art form" and should be regarded as such — not as a "rubber-stamp" type format that might be the hot thing to do today and will leave us all tomorrow. To a large degree, Stevens's comments were the absolute highlight of the meeting.

Longtime and highly successful CHR personality and PD Scotty Brink, just now moved into the P/A stream at the programming helm of KHOW, related a thoughtful piece on selection and reflection of music.

KSL's George Lemich, handling the non-music elements of Pop/Adult radio, spoke about news, talk, and sports segments and also included (with a large round of applause at the end) a tape that demonstrated just how a successful radio station puts across such elements.

There were many other pertinent comments and observations shared by those in attendance Tuesday, the 7th of October. A list of the "Ten Most Difficult Problems of a Pop/Adult Programmer" will be discussed next week, and, it is hoped, acted and voted upon by the readers of this column. Its purpose? To place in order these ten common situations with you putting a priority on them.



MUST BE A CHICKEN JOKE — Joe Thomas (shirtless) is captured here in a 700 gallon vat of hot chicken soup just after setting a world ("Guinness") record of 52 hours of continuous fowl play. Actually it was a soup-sit-in that raised \$5000 for charity, accomplished by Thomas as he broadcast his program from the mall all weekend.

Update

HELPING THOSE IN NEED: WSYR/Syracuse afternoon personality Larry Martin corralled his listening audience to aid an elderly couple in danger of losing their home because they could not pay back taxes. Martin picked up on the news story and began soliciting funds on the air to help the couple on a fixed income save the home they had built and lived in for some 30 years. Numerous gifts poured in from the station's listeners, totalling more than \$1300 in less than a week; they were deposited in a special account. . . WGAN/Portland's radio news captured three awards from the Maine Association of Broadcasters this past weekend. WGAN was the only Portland radio station to be honored with any awards, taking honors in the Public Service and Public Affairs categories. . . KEX/Portland, on the other cost, held "Smile Day" recently in conjunction with the local zoo and gave away free dental exams and admission to the zoo. The event was designed for senior citizens and children. . . In conjunction with a recent Barry Manilow concert, WQUD/Memphis gave away a "week-end in New England," and it turned out to be the most successful promotion the station has had in recent years. . . KMPC/Los Angeles has launched a new informational program called "Legal Line" with consumer attorney Harvey Levin. The new program features consumer-oriented legal topics to which Levin addresses himself, to dispersing advice and possible solutions in a light and entertaining manner. . . WYNY/New York has also initiated a new feature helping listeners cope with their financial problems. Free consumer credit advice will be offered by the station in cooperation with NBW Bank of Westchester.

Transition

Long time WNEW/New York, Music Director, Maria Greenberg has exited the Gotham powerhouse and is replaced by Tom Tracy, who has been promoted from within the station. . . Brian Scott, who most recently was the Program Director of KHOW/Denver, has been appointed PD of WGBS/Miami. Scott commented to R&R, "It's a great thrill to be here in Miami with a sensational organization and a winning radio station. Our direction will continue to be the same that has made us a significant radio station in this market place." . . Tom Rivers has exited KFQD/Anchorage after nine months as Program Director of the station. According to VP/GM Roy Robinson, "Tom left due to differences with station management — anyone wanting to apply should contact me at (907) 344-9622." . . Mark Sanders leaves WORG/Orangeburg to join WFBC-TV/Greenville, SC as engineer and video consultant. . . Ron Ross leaves KPNW/Eugene, OR to take over the News Director job at KMED/Medford, OR, replacing Steve Woodburn who has left the station. . . Fred Greenspun has been appointed account executive for WNEW/New York, coming from WGBB/Long Island, where he had been in sales for the past five years.



POP/ADULT®

BREAKERS

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

LEO SAYER

More Than I Can Say (WB)

75% of our reporters are on it. Adds include WDAE, WSBA, WCMB, KSFO, WEBC, WSIX, WGAR, WHBC, WTVN, KRMG, KRKO, WTMJ, KOB. Key moves: 10-4 WYMC, 10-5 WMAZ, 29-21 WOWO, 25-21 WORG, 28-24 WDAK, debut 19 WGR, debut 24 KMED, debut 24 KWOS, debut 27 WJBO, debut 28 WNEU, debut 28 WHIZ, debut 28 WIS. Heavy rotation: WCWA, WOAI-FM, WDEF, WABZ. Jumps 32-23 on P/A chart.

CRYSTAL GAYLE

If You Ever Change Your Mind (Columbia)

63% of our reporters are on it. Add WPTF, KAAV, WKIQ, WTMJ, KPPL, WOOD, WJBO, WSLI, KRNT. Key moves: 12-8 KMBZ, 21-16 WHAG, 19-14 KSTP, 18-12 KMED, 17-14 WLTA, 26-21 KLTE, 28-19 WFDF, 32-28 WHBC, 26-22 WREC, 34-23 KLO, 34-27 WORG, debut 22 WNEU, debut 29 WACI, debut 29 WDAK, debut 30 WIS. Jumps 30-24 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.

MELISSA MANCHESTER "If This Is Love" (Arista) 60/6 add WDFI (dp), WTMJ, KRZI, WLVA, WACI, WSLI. Key moves: 21-18 KSTP, 28-16 KMBZ, 26-22 WORG, 27-22 KMED, 30-22 WEIM, 24-20 WFDF, 23-19 WSB, debut 14 KBLF, debut 30 WREC. Heavy rotation: WSBA, WOAI-FM. Increased 31-28 on P/A chart.

IRENE CARA "Out Here On My Own" (RSO) 53/6 add WPRO, KFQD, KSL, KDKA, WLNH, WIS. Key moves: 19-15 WYMC, 28-25 WORG, 27-21 WEIM, 27-23 WHBC, 30-24 WGAR, debut 28 KWOS. Heavy rotation: WTMJ. Increased 33-29 on P/A chart.

CHRISTOPHER CROSS "Never Be The Same" (WB) 53/31. Shares Most Added honors this week - they include WIP, WFYR, WHIO, WJON, KDKA, WGAR, WBZ, WHBC, WTAE, WNAB, WCCO-FM, WBT, KBAI, KUGN, KXIC, WTAZ, WRIC, WTVN, WLVA, KFOR, WIS, KLTE. Key moves: 30-25 WWWE, debut 20 KRMG, debut 25 WPRO, debut 24 WEIM, debut 27 WSM-FM, debut 27 WNEU, debut 26 KSTP, debut 27 KWOS. Debuts at No. 30 on P/A chart.

NEIL SEDAKA "Letting Go" (Elektra) 46/2 add KFQD, WOOD. Key moves: 22-16 KLO, 17-12 WEIM, 26-23 KMED, 23-18 WFDF, 24-21 KMPC, debut 25 KMBZ. Increased 34-33 on P/A chart.

ALI THOMSON "Live Every Minute" (A&M) 41/4 add WFIR, WHIO, WGAR, WOWO. Key moves: 32-23 WLVA, 33-23 WHAG, 33-30 KBAI, debut 27 WIS. Heavy rotation: WCCO-FM. Increased 39-34 on P/A chart.

DON WILLIAMS "I Believe In You" (MCA) 36/11 add WNAB, KMED, WHBC, KMPC, WSBA, WSIX, WFDF, WNDB, KUGN, WORG, WTMJ. Key moves: 1-1 KRMG, 1-1 KMBZ, 6-2 WREC, 39-29 KLO, 25-21 WTAZ, 26-22 WACI, debut 30 WEIM, debut 30 WHIZ. Heavy rotation: KOY. Increased 40-37 on P/A chart.

OLIVIA NEWTON-JOHN w/CLIFF RICHARD "Suddenly" (MCA) 32/31 adds include KOY, WGIR, KMBZ, WCFR, WNAB, WPRO, WGR, KFOR, WLVA, KMPC, KRMG, WRIC, KPPL, KWOS, WDFI, WOOD, WSIX, WCHV, WNEU, KBAI. Debuts at No. 39 on P/A chart.

DIANA ROSS "I'm Coming Out" (Motown) 29/8 add WGIR, WHAS, WBZ, WHIZ, WRIC, KDKA, WWWE, WBT. Key moves: 25-21 WNEU, 21-14 WGAR, 26-23 WFIR, 22-18 WOWO, debut 23 WMAZ. Heavy rotation: WSIX. Debuts at No. 40 on P/A chart.

Others Getting Significant Action

POCO "Midnight Rain" (MCA) 36/6 add WHIZ, KFQD, KSL, WHAG, WSLI, WDFI (dp). Moves: 32-26 WORG, 30-24 WLNH, 28-20 WLVA, 18-13 KBAI, debut 27 WEIM, debut 27 WMAZ. Heavy rotation: KFMB.

FRED KNOBLOCK "Let Me Love You" (Scotti Bros.) 26/6 add WABZ, KLO, WHIZ, WJON, WHBC, WLTA. Moves: 38-28 KMED, debut 16 KBLF, debut 27 WREC.

JANIS IAN "The Other Side Of The Sun" (Columbia) 25/1 add WSB. Moves: 28-24 WFDF. Heavy rotation: KOY.

STACY LATTISAW "Let Me Be Your Angel" (Cotillion) 24/4 add KBAI (dp), KSL, WCCO-FM, WIS. Moves: 28-18 WHIZ, 24-16 WORG, 4-1 WJBO, 25-21 WWWE, debut 23 WPRO.

SAMMY JOHNS "Falling For You" (Atlantic/Real World) 23/1 add WBT. Moves: 22-18 WLTA, 27-24 KAAV.

COMMODORES "Heroes" (Motown) 22/0. Moves 24-19 WLVA, 28-25 WGAR.

LOBO "With A Love Like Ours" (Elektra/Curb) 22/0. Moves: 27-21 KLO, 24-20 WEIM, 29-27 WLNH.

GEORGE BENSON "Love X Love" (WB) 21/9 add WCFR, WIS, WDAK, WFR, KBAI, KRZI, WHIZ, WNDB, KUGN.

JACKSON BROWNE "That Girl Could Sing" (Asylum) 21/3 add WTMJ, WORG, WEIM. Moves: 35-28 WLNH, debut 25 KWOS, debut 29 WMAZ. Heavy rotation: WDFI.

DONNA SUMMER "The Wanderer" (Geffen) 21/1 add WDAE. Moves: 18-14 WLW, 26-20 KRKO, 23-19 WMAZ, 23-19 WGAR, 28-23 WLNH, 19-16 WEIM. Heavy rotation: WSIX, WCMB.

NIELSEN/PEARSON "If You Should Sail" (Capitol) 20/5 add KMED, WCCO-FM, WKHM, WOAI-FM, WSBA. Moves: 25-21 WPRO, debut 20 WBT.

CHRIS MONTAN "Is This The Way Of Love" (20th) 19/5 add KSL, WHAG, WREC, WEIM, WCFR.

KORGIS "Everybody's Got To Learn Sometime" (Asylum) 18/6 add WHIZ, WMAZ, WEBC (dp), WCCO-FM, WSLI, WKHM.

Radio & Records

POP/ADULT AIRPLAY / 40

October 17, 1980

Three Weeks Two Weeks Last Week This Week

Three Weeks	Two Weeks	Last Week	This Week	
6	4	1	1	BARBRA STREISAND/Woman In Love (Columbia)
9	5	3	2	BOZ SCAGGS/Look What You've Done To Me (Columbia)
-	26	12	3	KENNY ROGERS/Lady (Liberty)
15	11	9	4	STEPHANIE MILLS/Never Knew Love Like This Before (20th)
3	3	5	5	DIONNE WARWICK/No Night So Long (Arista)
2	2	4	6	PAUL SIMON/Late In The Evening (WB)
12	10	7	7	OLIVIA NEWTON-JOHN w/ELO/Xanadu (MCA)
7	7	8	8	CARLY SIMON/Jesse (WB)
16	13	11	9	DOOBIE BROTHERS/Real Love (WB)
18	12	10	10	POINTER SISTERS/He's So Shy (Planet)
21	16	13	11	ANNE MURRAY/Could I Have This Dance (Capitol)
1	1	2	12	BILLY JOEL/Don't Ask Me Why (Columbia)
28	22	18	13	WILLIE NELSON/On The Road Again (Columbia)
10	6	6	14	DIANA ROSS/Upside Down (Motown)
24	18	15	15	AL STEWART/Midnight Rocks (Arista)
5	9	14	16	JOHNNY LEE/Lookin' For Love (Full Moon/Asylum)
4	8	16	17	EDDIE RABBITT/Drivin' My Life Away (Elektra)
32	27	21	18	LARSEN FEITEN BAND/Who'll Be The Fool Tonight (WB)
-	36	26	19	HALL & OATES/You've Lost That Lovin' Feeling (RCA)
29	24	20	20	AMY HOLLAND/How Do I Survive (Capitol)
-	40	27	21	ROGER DALTRY/Without Your Love (Polydor)
-	35	28	22	CLIFF RICHARD/Dreaming (EMI America)
-	-	32	22	LEO SAYER/More Than I Can Say (WB)
39	31	30	23	CRYSTAL GAYLE/If You Ever Change Your Mind (Columbia)
19	21	23	25	NATALIE COLE/Someone That I Used To Love (Capitol)
11	15	19	26	GEORGE BENSON/Give Me The Night (WB)
13	14	17	27	AIR SUPPLY/All Out Of Love (Arista)
35	32	31	28	MELISSA MANCHESTER/If This Is Love (Arista)
40	38	33	29	IRENE CARA/Out Here On My Own (RSO)
-	-	-	30	CHRISTOPHER CROSS/Never Be The Same (WB)
31	28	29	31	RAY, GOODMAN & BROWN/My Prayer (Polydor)
8	17	22	32	AMBROSIA/You're The Only Woman (You & I) (WB)
38	37	34	33	NEIL SEDAKA/Letting Go (Elektra)
-	-	39	34	ALI THOMSON/Live Every Minute (A&M)
14	19	25	35	LARRY GRAHAM/One In A Million You (WB)
20	23	24	36	BOB SEGER/You'll Accomp'ny Me (Capitol)
-	-	40	37	DON WILLIAMS/I Believe In You (MCA)
34	33	35	38	MICHAEL JOHNSON/You Can Call Me Blue (EMI America)
-	-	-	39	OLIVIA NEWTON-JOHN w/CLIFF RICHARD/Suddenly (MCA)
-	-	-	40	DIANA ROSS/I'm Coming Out (Motown)

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

WAYNE MASSEY "One Life To Live" (Polydor) 18/4 add WABZ, WNDB, WKHM, KUGN. Moves: 29-26 WEIM.

MICKEY GILLEY "That's All That Matters" (Epic) 17/4 add KUGN, WHIO, WBAL, WKHM. Moves: 26-23 WLTA, 29-25 KAAV, debut 27 KMBZ, debut 29 WREC.

EXILE "Take Me Down" (WB/Curb) 18/1 add WDEF. Moves: 19-14 WLNH.

FIREFALL "Only Time Will Tell" (Atlantic) 17/5 add WABZ, KPPL, KSFO, KFOR, WLVA.

WAYLON JENNINGS "Theme From The Dukes Of Hazzard" (RCA) 16/4 add KRNT, WIP, WSIX, WJON. Moves: 24-21 WHIZ, 35-30 WHAG.

AVERAGE WHITE BAND "For You, For Love" (Atlantic) 15/3 add WMAZ, WREC, WBT. Moves: 33-29 WORG, 31-21 WLVA.

FRANK STALLONE "Case Of You" (Scotti Bros.) 15/1 add WMAZ. Moves: 36-27 KMED.

BOBBY GOLDSBORO "Goodbye Marie" (Curb) 14/7 add WKHM, WNEU, KBAI, WYMC, KLO, WHAG, WRVA.

JIMMY HALL "So Happy That Love Has Found You" (Epic) 13/5 add WFR, WBT, KBAI (dp), WOWO, KAAV. Moves: 30-26 WSM-FM.

KIM CARNES "Cry Like A Baby" (EMI America) 13/3 add WFR, WSM-FM, WIP. Moves: 26-22 WLNH.

MAC DAVIS "Texas In My Rear View Mirror" (Casablanca) 13/2 add WSB, WLTA. Heavy rotation: WRVA.

JIM HURT "I Love Women" (Scotti Bros.) 13/2 add WHAG, WEIM.

BARBRA STREISAND & BARRY GIBB "Guilty" (Columbia) 12/8 add WSBA, WSB, KLTE, WCCO-FM, WFYR, WMAZ, WFDF, WHAS.

EMMYLOU HARRIS "The Boxer" (WB) 12/3 add KSL, KMED, WIS. Moves: 21-13 KMBZ. Heavy rotation: KFQD.

MECO "Love Theme From Shogun" (RSO) 12/1 add WHIZ.

JACKSONS "Lovely One" (Epic) 10/2 add WEBC, WCFR. Moves: 30-23 WNEU, 33-26 WGAR, 28-22 WOWO, debut 22 WPRO.

STEVIE WONDER "Master Blaster (Jammin')" (Tamla) 10/1 add WFR. Moves: 33-27 KRKO.

BURT REYNOLDS "Let's Do Something Cheap And Superficial" (MCA) 8/3 add KSFO, WNAB, WDAE.

DONNA SUMMER "Walk Away" (Casablanca) 8/1 add WPRO.

PAUL SIMON "One-Trick Pony" (WB) 7/7 add WHAG, WHBC, WEIM, WBT, WDAK, WOAI-FM, WGIR.

Most Added:

- CHRISTOPHER CROSS "Never Be The Same" (WB) Added at 31% of our reporting stations.
- OLIVIA NEWTON-JOHN w/CLIFF RICHARD "Suddenly" (MCA) Added at 31% of our reporting stations.
- LEO SAYER "More Than I Can Say" (WB) Added at 15% of our reporting stations.
- DON WILLIAMS "I Believe In You" (MCA) Added at 11% of our reporting stations.
- HALL & OATES "You've Lost That Lovin' Feeling" (RCA)

Hottest:

- BARBRA STREISAND "Woman In Love" (Columbia) Reported hot at 76% of our stations.
- KENNY ROGERS "Lady (Liberty)" Reported hot at 46% of our stations.
- DOOBIE BROTHERS "Real Love" (WB) Reported hot at 40% of our stations.
- STEPHANIE MILLS "Never Knew Love Like This Before" (20th) Reported hot at 37% of our stations.
- BOZ SCAGGS "Look What You've Done To Me" (Columbia) Reported hot at 37% of our stations.
- POINTER SISTERS "He's So Shy" (Planet) Reported hot at 28% of our stations.
- PAUL SIMON "Late In The Evening" (WB) Reported hot at 23% of our stations.

P/A REGIONAL ADDS & HOTS

EAST

WBAL/Baltimore
 Jack Lacy
 D. Boone (Take)
 R. Whittebar
 M. Gilley (Matters)

WBZ/Boston
 Wendy Furiga
 D. Ross (Coming)
 C. Cross (Never)
 A. Murray
 HOTTEST
 P. Simon
 Ate Supply
 D. Ross (Down)
 B. Streisand
 Pointer Sisters
 Double Bros.
 A. Holland
 S. Mills

WNAB/Bridgeport
 Jay Mc Cormick
 Larsen-Felten
 OLU w/C. Richard
 C. Cross (Never)
 D. Williams
 B. Reynolds
 HOTTEST
 B. Streisand
 S. Mills
 Double Bros.

WQV/Buffalo
 Jerry Rao
 C. Richard
 OLU w/C. Richard
 HOTTEST
 P. Simon
 B. Streisand
 Double Bros.
 N. Cole
 A. Stewart
 Hall & Oates
 S. Mills
 K. Rogers

WRZE/Erie
 Ted Abbott
 OLU w/C. Richard
 D. Marwick (Easy)
 C. Cross (Never)
 D. Ross (Coming)
 R. Dadson
 A. Jarreau
 C. Rich
 HOTTEST
 B. Streisand
 Pointer Sisters
 S. Mills
 E. Rogers
 G. Benson
 (Give)

WESB/Hobburg
 Chuck Morgan
 OLU w/C. Richard
 P. Simon (Trick)
 D. Ross (Turn)
 J. Hurt
 J. Bromie
 C. Montan
 HOTTEST
 P. Simon
 (Late)
 B. Scaggs
 B. Streisand
 A. Stewart
 Pointer Sisters
 Larsen-Felten
 S. Mills
 Ray, Goodman
 & Brown
 N. Sedaka
 C. Richard
 A. Holland
 R. Deltrey

WHA/Harrisburg
 Larry Scott
 C. Cross (Never)
 L. Sayer
 J. Gogger
 HOTTEST
 B. Streisand
 Double Bros.
 D. Summer
 (Mandere)
 K. Rogers

WLNH/Laonte
 Bill Bane
 B. Joel (Why)
 K. Rogers
 ARS
 I. Cara
 C. Cross (Never)
 E. Brooks
 HOTTEST
 B. Streisand
 J. Lee (Looking)
 Double Bros.
 A. Stewart
 Larsen-Felten
 Hall & Oates
 Pointer Sisters

WGBR/Manchester
 Karen Anderson
 P. Simon (Trick)
 C. Richard
 OLU w/C. Richard
 D. Ross (Coming)
 R. Deltrey
 HOTTEST
 B. Scaggs
 C. Simon
 B. Streisand
 D. Ross (Down)

WEL/New Haven
 Wah Pink
 None
 HOTTEST
 B. Streisand
 D. Ross (Why)
 D. Ross
 Double Bros.
 P. Simon
 B. Streisand
 B. Scaggs

WPHS/Philadelphia
 Bob Russo
 C. Cross (Never)
 D. Williams
 B. Reynolds
 HOTTEST
 B. Streisand
 S. Mills
 Double Bros.

WBYN/Syracuse
 Larry Martin
 None
 HOTTEST
 S. Mills
 A. Holland
 M. Nelson

WASH/Washington D.C.
 Bob Duckmen
 D. Ross
 Hall & Oates
 HOTTEST
 D. Ross
 B. Streisand
 C. Simon
 K. Rogers
 S. Mills
 Double Bros.

WNEU/Wheeling
 Dave Amos
 OLU w/C. Richard
 A. Holland
 Kansas (dp)

WTAE/Pittsburgh
 Dan Berns
 C. Richard
 C. Cross (Never)
 D. Ross (Coming)
 R. Dadson
 A. Jarreau
 C. Rich
 HOTTEST
 B. Streisand
 Pointer Sisters
 S. Mills
 E. Rogers
 G. Benson
 (Give)

WESB/Hobburg
 Chuck Morgan
 OLU w/C. Richard
 P. Simon (Trick)
 D. Ross (Turn)
 J. Hurt
 J. Bromie
 C. Montan
 HOTTEST
 P. Simon
 (Late)
 B. Scaggs
 B. Streisand
 A. Stewart
 Pointer Sisters
 Larsen-Felten
 S. Mills
 Ray, Goodman
 & Brown
 N. Sedaka
 C. Richard
 A. Holland
 R. Deltrey

WPRO/Providence
 Gary Berkowitz
 D. Summer (Mats)
 I. Cara
 OLU w/C. Richard
 HOTTEST
 Double Bros.
 B. Streisand
 S. Mills
 Pointer Sisters
 D. Marwick (Night)

WYAM/Rochester
 John Rapp
 A. Murray
 None
 HOTTEST
 B. Streisand
 D. Ross (Why)
 D. Ross
 Double Bros.
 P. Simon
 B. Streisand
 B. Scaggs

WCFR/Springfield
 Jeff Taylor
 Jackson
 G. Benson
 I. Sayer (Love)
 C. Cross (Never)
 OLU w/C. Richard
 HOTTEST
 Hall & Oates
 K. Rogers
 L. Sayer

WBYN/Syracuse
 Larry Martin
 None
 HOTTEST
 S. Mills
 A. Holland
 M. Nelson

WASH/Washington D.C.
 Bob Duckmen
 D. Ross
 Hall & Oates
 HOTTEST
 D. Ross
 B. Streisand
 C. Simon
 K. Rogers
 S. Mills
 Double Bros.

WNEU/Wheeling
 Dave Amos
 OLU w/C. Richard
 A. Holland
 Kansas (dp)

WTAE/Pittsburgh
 Dan Berns
 C. Richard
 C. Cross (Never)
 D. Ross (Coming)
 R. Dadson
 A. Jarreau
 C. Rich
 HOTTEST
 B. Streisand
 Pointer Sisters
 S. Mills
 E. Rogers
 G. Benson
 (Give)

WESB/Hobburg
 Chuck Morgan
 OLU w/C. Richard
 P. Simon (Trick)
 D. Ross (Turn)
 J. Hurt
 J. Bromie
 C. Montan
 HOTTEST
 P. Simon
 (Late)
 B. Scaggs
 B. Streisand
 A. Stewart
 Pointer Sisters
 Larsen-Felten
 S. Mills
 Ray, Goodman
 & Brown
 N. Sedaka
 C. Richard
 A. Holland
 R. Deltrey

WBYA/Appleton
 Jeff Clark
 C. Richard
 R. Deltrey
 Imperials
 HOTTEST
 P. Simon
 Double Bros.
 B. Scaggs
 B. Streisand
 S. Mills
 Pointer Sisters

WQAR/Cleveland
 Chuck Collier
 L. Sayer
 A. Thomson
 (Live)
 C. Cross (Never)
 P. Simon
 C. Simon
 Double Bros.
 B. Streisand
 S. Mills
 Pointer Sisters

WKYC/Bowling Green
 John Swan
 C. Gayle
 L. Sayer
 OLU w/C. Richard
 HOTTEST
 Double Bros.
 B. Streisand

WHBC/Canton
 Rick Jacobs
 D. Ross (Coming)
 A. Holland
 Larsen-Felten
 HOTTEST
 B. Streisand
 D. Marwick (Why)
 C. Cross
 C. Cross (Never)
 F. Knobloch
 P. Simon (Trick)
 D. Williams
 HOTTEST
 P. Simon (Late)
 B. Streisand
 Pointer Sisters
 A. Stewart
 M. Nelson

WYFR/Chicago
 John Wetherbee
 C. Cross (Never)
 B. Streisand
 A. B. Gibb (Guilty)(lp)
 HOTTEST
 D. Ross (Down)
 B. Streisand
 Double Bros.
 C. Simon
 C. Richard
 B. Scaggs
 S. Mills
 K. Rogers

WHIO/Dayton
 Peggy Powell
 C. Cross (Never)
 M. Gillig (Matters)
 A. Thomson (Live)
 HOTTEST
 B. Streisand
 C. Simon
 B. Scaggs
 K. Rogers
 R. Rogers (Night)

WRN/Des Moines
 Scott Huskey
 Pointer Sisters
 C. Gayle
 HOTTEST
 D. Ross (Down)
 C. Simon
 E. Rabbitt
 Waylon

WLV/Cincinnati
 Lee Gillet
 Deodato
 Larsen-Felten
 HOTTEST
 B. Scaggs
 B. Streisand
 OLU w/ELO
 Double Bros.
 S. Mills
 K. Rogers
 D. Summer (Mandere)

WQAR/Cleveland
 Chuck Collier
 L. Sayer
 A. Thomson
 (Live)
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 C. Simon
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 S. Mills
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 C. Cross (Never)
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 D. Summer (Mandere)

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 L. Sayer
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 (Live)
 C. Cross (Never)
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 Double Bros.
 B. Streisand
 S. Mills
 Pointer Sisters

WKYC/Bowling Green
 John Swan
 C. Gayle
 L. Sayer
 OLU w/C. Richard
 HOTTEST
 Double Bros.
 B. Streisand

WHBC/Canton
 Rick Jacobs
 D. Ross (Coming)
 A. Holland
 Larsen-Felten
 HOTTEST
 B. Streisand
 D. Marwick (Why)
 C. Cross
 C. Cross (Never)
 F. Knobloch
 P. Simon (Trick)
 D. Williams
 HOTTEST
 P. Simon (Late)
 B. Streisand
 Pointer Sisters
 A. Stewart
 M. Nelson

WYFR/Chicago
 John Wetherbee
 C. Cross (Never)
 B. Streisand
 A. B. Gibb (Guilty)(lp)
 HOTTEST
 D. Ross (Down)
 B. Streisand
 Double Bros.
 C. Simon
 C. Richard
 B. Scaggs
 S. Mills
 K. Rogers

WHIO/Dayton
 Peggy Powell
 C. Cross (Never)
 M. Gillig (Matters)
 A. Thomson (Live)
 HOTTEST
 B. Streisand
 C. Simon
 B. Scaggs
 K. Rogers
 R. Rogers (Night)

WRN/Des Moines
 Scott Huskey
 Pointer Sisters
 C. Gayle
 HOTTEST
 D. Ross (Down)
 C. Simon
 E. Rabbitt
 Waylon

WLV/Cincinnati
 Lee Gillet
 Deodato
 Larsen-Felten
 HOTTEST
 B. Scaggs
 B. Streisand
 OLU w/ELO
 Double Bros.
 S. Mills
 K. Rogers
 D. Summer (Mandere)

(The following album tracks, alphabetically listed by artist, are getting significant airplay on many of our Pop/Adult stations.)

Album Airplay Tracks

- AIR SUPPLY (Arista) "Old Habits Die Hard"
- BARBRA STREISAND (Columbia) "What Kind Of Fool" "Promises"
- KIM CARNES (EMI America) "Swamp Off My Feet"
- CHRISTOPHER CROSS (WB) "The Light Is On"
- DOOBIE BROTHERS (WB) "One By One" "South Bay Strut"
- BILLY JOEL (Columbia) "C'Etat Pol" "Through The Long Night" "I Don't Want To Be Alone" "You're The One"

- ELTON JOHN (MCA) "Never Gonna Fall In Love Again" "Taka Me Back"
- CAROLE KING (Capitol) "Hey Girl" "Chains"
- ANNE MURRAY (Capitol) "You've Got Me To Hold On To" "Nevertheless, I'm In Love With You"
- OLIVIA NEWTON-JOHN (MCA) "Don't Walk Away" "Suspended In Time"
- EDDIE RABBITT (Elektra) "So Deep In Your Love" "I Need To Fall In Love Again" "What Will I Write"
- BOZ SCAGGS (Columbia) "You Can Have Me Anytime" "Isn't It Time"
- CARLY SIMON (WB) "Stardust" "The Three Of Us In The Dark" "Take Me As I Am"



Black Radio

Bill Speed

A New Spirit For The Format

The NRBA Radio Expo is over, and I feel the Black radio gathering aired a lot of our common concerns and helped us realize we're all in this communications industry together. I want to thank the radio and record people who participated in my format room discussions.

These included WTLC/Indianapolis Asst. GM Amos Brown, WKLR/Toledo Station Manager Vince Fruge, WJLB/Detroit OM Tom Collins, WILD/Boston's Walter "Butterball" Martin, WXKS/Boston's Sunny Joe White, KSOL/San Mateo's Lee Perkins, KJLH/Los Angeles's Jal Rich, KYNO-AM-FM/Fresno's John Lee Walker, Drake-Chenault's Jack Crawford, KDAY/Los Angeles's Ed Kirby, Frank Washington of the FCC, Capitol's Don Mac, Rusty Moody and Varnell Johnson, Boardwalk's Ruben Rodriguez, Warner Bros.'s Cortez Thompson, De-Lite's Fred Fioto, and promotion execs Tom Ray, Juggy Gayles, and Lance Bogart.

Getting What's Deserved

The seminar this year was diverse, to say the least. This year, with the advent of Black radio's gaining general market acceptance, the ideas of the participants were fresh and highly progressive. In the area of programming, many felt that it didn't matter what has worked traditionally, that it's a new day calling for a new consciousness. A number of people expressed their

"Many felt that it didn't matter what has worked traditionally, that it's a new day calling for a new consciousness."

willingness to use any means necessary to gain success — playing crossover music, changing their presentations, eliminating traditional programming blocks to streamline the approach, and so on.

A large concern was the problem of getting adver-



GRAHAM MAKES D.C. SCENE — Warner Bros. recording artist Larry Graham recently visited the studios of WHUR in Washington, DC while on a promotional tour on behalf of his latest LP. Seen on the scene are, from left: Graham, WHUR-FM PD Jesse Fax, and WB promotion's Barry Terry.

tising agencies to recognize Black radio as a useful tool in getting their products into the entire public eye (or ear). It was pointed out that most media buyers have very little concept of what Black radio is really capable of. Black stations need those large accounts, it was stressed, to attain a consistent billing structure. There were instances noted where advertisers were willing to buy Black radio but the agencies felt the buys should go elsewhere. Agencies were attacked for using outmoded research that holds blacks don't buy certain types of products. An active discussion followed about the "Urban

"Many major artists for Black radio have come to be the major artists for other music formats as well."

Contemporary" format, a Contemporary Hit Radio variation closely related to Black radio, that may be taking the same basic music and audience and locking up time buys for products such as coffee and chewing gum, plus the bank commercials, etc.

The Urban Contemporary Dilemma

This led to a discussion about the Urban Contemporary stations and whether they represent a threat to Black radio. Most agreed that these stations posed no

threat by playing many of the same artists that are the staple of the Black radio format, but that they should balance their commitment to their audience in public service. It was hoped that advertisers would not flock to the Urban Contemporary stations and exclude the tradi-

The record executives at the session became involved in a discussion about servicing product to both Black and Urban Contemporary stations, because many Black stations are willing to add records by black artists early, while the Urban Contemporary stations might hang back at first but end up playing the records for a longer time. It was regarded as something of a Catch-22 that many major artists for Black radio have come to be the major artists for other music formats as well.

General Acceptance

This last point was also viewed as a positive one. Many of the participants felt that if other formats are accepting black artists more readily, then it's a step in

the direction of blacks in general being more easily accepted. A number of people applauded the Black-formatted radio stations that have achieved number one status in their markets, along with even more that have cracked their top tens. These stations were praised for the appeal of their music and their personality and mechanical approaches. Most felt that such success stories were reflective of the trend in Black radio to try out new ideas and the general spirit to move forward. Again, thanks to everyone who helped out; we helped spread a stronger feeling of optimism about Black radio.

Black Radio Advisory Council Formed

A recent New York meeting marked the first developmental meeting of the newly-formed Black Radio Advisory Council. Founding members are WWRL/New York PD Bob Law, WABQ/Cleveland GM Lynne Joy Rogers, BMA Director/Programs & Special Projects George Ware, and myself. We came up with several key issues that will become a basis for programs designed to elevate the consciousness and general status of Black radio.

The Council proposes to set up a professional code of ethics for radio personnel, and to hold regional seminars to inform the radio and records community on various topics surrounding management, promotion, merchandising, marketing, and audience awareness. Directories

of Black-formatted radio stations are planned, along with lists of black owners, syndicators, ad agencies, and key industry executives. The Council also hopes to open up new lines of communication between the various sectors of the industry. And it plans a universal advertising

"... It's a needed focal point around which the interests of communicators can be expressed."

kit and related seminars for the purpose of educating ad agencies' key personnel to the real potential and capabilities of Black radio.

Lynne Rogers commented, "I think the organization has been needed for some time, and I feel it will deal with not only programming but minority ownership, employment, affirmative action, advertising, and any extension of the so-called Black radio industry."

George Ware told R&R, "I think it's a needed focal point around which the interests of communicators can be expressed. I think the kinds of programs which are designed to improve the professional level of blacks in the industry are a critical need, and in many ways I see BRAC responding to that crying need."

Bob Law added, "We understand that radio has an impact on the entire black community, and we think there needs to be a group that allows the community and industry to have an impact on radio in an advisory capacity. The Advisory Council will also help the Communications Division of the BMA develop programs and strategies dealing with the contemporary realities of the music/radio business."

With your help, the BRAC can have a highly positive effect. I feel it's an idea whose time has truly come.

People, Places & Things

Jim Lawson exits as PD at WENN/Birmingham. Dave Donnell is Lawson's replacement, coming from crosstown WBUL... Paul Stevens is now Music Coordinator at WYLD/New Orleans, coming from in-house... Chick Corea Productions has relocated to 2635 Griffith Park Blvd. in Los Angeles. The firm's new phone number is (213) 463-2303... Lee Simpson is the new Music Director at KAEZ/Oklahoma City, replacing Steve Scott. Simpson comes from in-house... Frank Jackson is the new Music Director at WNOO/Chattanooga, also coming from in-house... KLJH/Los Angeles air personality Ric Holmes was feted with a "roast" at the Garden in L.A. (10-11)... ON THE AIR: KADX/Denver hosted Bob James and Tim Weisberg on-air this past week... Tamlin Henry has replaced Program Director Jimmy Pipkins at KYAC/Seattle. Henry was formerly with KVI/Seattle.

Pop/Rhythms

HOTTEST

Following are listed in order of their airplay activity.

- STEVIE WONDER**
"Master Blaster (Jammin')" (Tamla)
- JACKSONS**
"Lovely One" (Epic)
- ZAPP**
"More Bounce To The Ounce" (WB)
- EARTH, WIND & FIRE**
"Let Me Talk" (ARC/Columbia)
- PRINCE**
"Uptown" (WB)
- QUEEN**
"Another One Bites The Dust" (Elektra)
- DIANA ROSS**
"I'm Coming Out" (Motown)
- LTD**
"Where Did We Go Wrong" (A&M)
- TOM BROWNE**
"Funkin' For Jamaica (NY)" (GRP/Arista)
- GEORGE BENSON**
"Love X Love" (WB)
- STACY LATTISAW**
"Let Me Be Your Angel" (Cotillion)
- POINTER SISTERS**
"He's So Shy" (Planet)

CLIMBERS

Following are listed in order of their airplay activity.

MICHAEL HENDERSON "Wide Receiver" (Buddah) 50% reporting. Hot rotation at WWIN, WAMO and WXYV in the East. Climbing at WJJS; hot at WANT, KMJQ, WHRK, and WVEE in the South. The West shows it hot at KDKO and KSOL while climbing at KDAY. Hot at WJMO, KMJM and KATZ; climbing at WWWS in the Midwest.

DELLS "I Touched A Dream" (20th) 50% reporting airplay. Medium airplay at WDIA, WHRK and WVEE in the South. Hot at KATZ; climbing at WCIN, WJMO, KMJM and WJLB in the Midwest. The West shows medium airplay at KDKO and KYAC. Hot at WKND; climbing at WWIN, WAMO, WXYV and WDAS in the East.

GRANDMASTER FLASH "Freedom" (Sugar Hill) 50% reporting activity. Hot at WWIN in the East. The South reflects medium airplay at WJJS and WNOO with hot rotation at WLOU, KMJQ, WJMI and WPXI. Hot at WWWS and KATZ; climbing at WTLC, WDAO and WCIN in the Midwest. Climbing at KDKO with hot rotation at KDAY and KSOL in the West.

TEDDY PENDERGRASS "Love TKO" (Philadelphia International) 50% reporting. Hot airplay at KDAY in the West. Added at WDAO and WJMO, climbing at WTLC and KATZ, and hot at WCIN and KMJM in the Midwest. Debuting at WLOU, WDIA, WHRK and WVEE with medium airplay at WNOO in the South. New at WXYV; climbing at WWIN and WDAS in the East.

TEENA MARIE "I Need Your Lovin'" (Gordy) 50% reporting action. The South shows it hot at WPXI with medium airplay at WDIA, WJJS, WHRK and WVEE. Climbing at WJMO and KATZ while hot at WJLB in the Midwest. Climbing at KDAY and KSOL in the West. Heavy airplay at WAMO and WDAS with medium activity at WWIN, WXYV and WKND in the East.

BRICK "Push Push" (Bang) 47% of our reporters are on it. Climbing at KDKO and KSOL in the West. Hot at WWWS while showing medium airplay at WCIN and WJMO in the Midwest. The South shows it climbing at WJJS, WHRK and WVEE while hot at WANT and KMJQ. Hot at WAMO and WKND; climbing at WXYV and WDAS in the East.

STEPHANIE MILLS "Never Knew Love Like This Before" (20th) 47% of our reporters are on it. Climbing at WAMO and WXYV in the East. Hot at WJJS; climbing at KMJQ, WHRK, WVEE, WNOO and WPXI in the South. The West shows it climbing at KDKO and KDAY. Medium airplay at KMJM and KATZ with hot rotation at WCIN and WJLB in the Midwest.

MINNIE RIPERTON "Here We Go" (Capitol) 47% reporting. Hot rotation at WJMO and WJLB; climbing at WCIN, KMJM, WWWS and KATZ in the Midwest. The East shows it climbing at WDAS. Hot at KYAC; climbing at KDKO and KSOL in the West. Hot at WANT and WPXI in the South.

S.O.S. BAND "S.O.S." (Tabu) 47% of our reporters are on it. Added at WDIA, climbing at WLOU, WJJS, KMJQ and WJMI, and hot at WNOO in the South. New at KSOL with medium airplay at KYAC and KDAY in the West. The Midwest reflects medium airplay at WTLC, WCIN, WJMO and WJLB while hot at WDAO.

KOOL & THE GANG "Celebration" (De-Lite) 47% reporting. The South shows an add at WANT, medium airplay at WLOU and WNOO, and hot rotation at WHRK and WVEE. New at WAMO and WKND, climbing at WDAS, and hot at WXYV in the East. Debuting at KDKO and hot at KDAY in the West. Added at WDAO while climbing at WCIN and WJMO in the Midwest.

TYRONE DAVIS "How Sweet It Is" (Columbia) 43% reporting activity. Hot at WDAO and WWWS; climbing at WJMO, WJLB and KATZ in the Midwest. Medium airplay at WJJS, WHRK and WVEE while hot at WDIA in the South. New at WWIN with medium activity at WXYV and WKND in the East. Climbing at KDAY in the West.

COMMODORES "Heroes" (Motown) 43% reporting. Climbing at WXYV and WDAS in the East. Medium airplay at WLOU, WJJS, WHRK, WVEE and WNOO in the South. The Midwest shows it climbing at WCIN, WJMO and WJLB. Hot at KYAC; climbing at KDAY and KSOL in the West.

SPINNERS "Now That You're Mine Again" (Atlantic) 40% reporting action. Climbing at WDIA, WHRK and WVEE in the South. Medium activity at WAMO, WXYV and WKND in the East. Hot at KDAY with medium airplay at KSOL in the West. Hot at WDAO; climbing at WCIN, WJMO and WJLB in the Midwest.

DONNA SUMMER "The Wanderer" (Geffen) 40% of our reporters are on it. Added in the East at WAMO while in medium rotation at WXYV and WDAS. In medium rotation in the

South at KMJQ, WHRK and WVEE. Climbing in the Midwest at WTLC, WJMO and WJLB. In the West it's medium at KDKO, KDAY and KSOL.

LENNY WHITE "Kid Stuff" (Elektra) 40% reporting action. Added in the South at WDIA, WHRK and WVEE with medium rotation at KMJQ and hot at WLOU. Climbing in the Midwest at KATZ and WWWS; hot at WDAO and WTLC. Added at WXYV and climbing at WKND and WAMO in the East.

MTUME "Give It On Up" (Epic) 37% reporting. Climbing in the South at WNOO and WDIA while hot at WHRK, WVEE and WJJS. It's medium in the Midwest at WJLB and KATZ while hot at WJMO. In medium rotation in the East at WDAS and hot at WXYV. Climbing at KSOL in the West.

DOOBIE BROTHERS "Real Love" (WB) 37% of our reporting stations are on it. Added in the West at KDAY. Added in the Midwest at WJLB; medium rotation at KMJM and WCIN. Medium rotation in the South at WJMI, WVEE and WHRK; hot at WPXI. Climbing in the East at WWIN, WXYV and WDAS.

LARRY GRAHAM "When We Get Married" (WB) 37% reporting. New in the Midwest at WTLC and KATZ, climbing at WTLC and WJMO. Medium rotation in the West at KYAC and KDAY. New in the South at WLOU while climbing at WJJS and WNOO. Medium airplay at WWIN and WKND in the East.

SEVENTH WONDER "The Tilt" (Chocolate City) 33% reporting, new in the Midwest at WJLB with medium rotation at WTLC and KATZ and hot at WWWS. Debuting in the South at WVEE and WHRK while hot at WNOO and WLOU. New in the Midwest at WJMO and climbing at WKND.

STYLISTICS "Hurry Up This Way Again" (TSOP) 30% of our reporting stations are on it. Debuting in the South at WVEE and WHRK with medium rotation at WJJS. Added in the East at WXYV; medium rotation at WDAS. Climbing in the Midwest at WDAO and WJMO. New in the West at KSOL while climbing at KDAY.

RAY, GOODMAN & BROWN "My Prayer" (Polydor) 30% of our reporters are on it. Added in the Midwest at WCIN while climbing at KATZ and WTLC. Medium rotation in the West at KYAC and KDKO. New in the East at WWIN while climbing at WAMO. Climbing at WDIA and WJJS in the South.

JONES GIRLS "Dance Turned Into Romance" (Philadelphia International) 30% of our reporters are on it. Added in the East at WAMO while climbing at WWIN and hot at WKND. Climbing in the South at WLOU and WJJS. Medium rotation in the Midwest at KATZ while hot at WWWS. Climbing in the West at KSOL while hot at KDAY.

DONNA SUMMER "Walk Away" (Casablanca) 30% of our reporters are on it. In the South it's climbing at WPXI and hot at WVEE and WHRK. Climbing in the Midwest at KATZ and WJLB while hot at WDAO. In the East it's in medium rotation at WKND and WWIN while hot at WXYV.

NARADA MICHAEL WALDEN "The Real Thang" (Atlantic) 30% on it. In medium rotation in the Midwest at WTLC, WDAO, WJMO and WWWS. In the South it's climbing at WJMI, WNOO, KMJQ and WLOU. Medium rotation at WDAS in the East.

NEW & ACTIVE

CAMERON "Funkdown" (Salsoul) 27% of our reporters are on it. Added in the South at WAOK with medium rotation at WJMI, WNOO and WLOU. In the Midwest it's new at WJMO and WDAO while climbing at WCIN and WTLC.

BOB MARLEY "Could You Be Loved" (Island) 23% of our reporters are on it. Medium rotation in the East at WWIN and WKND. In the South it's climbing at WDIA. In the Midwest it shows medium rotation at WDAO and WJLB. In the West it's in medium rotation at KDAY and KDKO.

CHIC "Real People" (Atlantic) 23% of our reporters are on it. New in the East at WWIN. In the South it's added at WAOK and WLOU. Debuting in the Midwest at WJMO and WDAO with medium rotation at WWWS and WTLC.

CAMEO "Keep It Hot" (Chocolate City) 23% of our reporters are on it. Added in the West at KDAY and KDKO. In the Midwest it's added at WTLC. WJMO and KATZ. New in the South at WANT; medium at WNOO.

JAZZ RADIO

HOTTEST

Following are listed in order of their airplay activity.

- DEVADIP CARLOS SANTANA** The Swing Of Delight (Columbia)
Various Cuts
- TOM BROWNE** Love Approach (GRP/Arista)
Various Cuts
- BOB JAMES** H (Tappan Zee/Columbia)
Various Cuts
- DAVE VALENTIN** Land Of The Third Eye (GRP/Arista)
Various Cuts
- RAMSEY LEWIS** Routes (Columbia)
Various Cuts
- JOE FARRELL** Sonic Text (Contemporary)
Various Cuts
- RON CARTER** NY Slick (Milestone)
Various Cuts
- WILTON FELDER** Inherit The Wind (MCA)
Various Cuts
- BETTY CARTER** The Audience With... (Bet-Car)
Various Cuts
- JUDY ROBERTS BAND** The Other World (Inner City)
Various Cuts
- GEORGE BENSON** Give Me The Night (WB)
Various Cuts

NEW & ACTIVE

- HUBERT LAWS** Family (Columbia)
Various Cuts
- ERIC GALE** Touch Of Silk (Columbia)
Various Cuts
- JEAN LUC-PONTY** Civilized Evil (Atlantic)
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, Rol Ewell. MIDWEST: WBBY/Columbus, OH, Terry Wilson; WJZZ/Detroit, MI, Dorian Pastor. WEST: KADJ/Denver, CO, Chuck Edwards; KRE/Berkeley, CA, Hal Jackson; KKGO/Los Angeles, CA, Sel Levine; KJLH/Los Angeles, CA, Lawrence Tantar.

Pop/Rhythms
Hottest
October 17, 1980

EAST	SOUTH	MIDWEST	WEST
Queen Zapp Stacy Lattisaw	Tom Browne Zapp	Diana Ross "Coming" Zapp Stevie Wonder	Stevie Wonder Diana Ross "Coming"

Regionalized Adds & Hots

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

EAST

WWIN
Baltimore, MD
Curtis Anderson

ADDED
Tyrone Davis
Google & Tom Coppola
Glory
Ecstasy
Patrice Rushen
Sequence
Ray, Goodman & Brown
Billy Preston & Syreeta
Linda Clifford
Chic

HOTTEST
Grandmaster Flash
Zapp
Young & Company
Tom Browne
Kano
Queen
Stevie Wonder
Michael Henderson
Earth, Wind & Fire
Jacksons

WAMO
Pittsburgh, PA
Ken Allen

ADDED
Jones Girls
Donna Summer
"Wanderer"
Kool & The Gang

HOTTEST
Zapp
Tom Browne
Queen
Stacy Lattisaw
Brick
LTD
Michael Henderson
Teena Marie
Johnny Guitar Watson
Rick James

WXVY
Baltimore, MD
Larry Wilson

ADDED
Lenny White
Seventh Wonder
Hubert Laws
George Benson "Love"
Teddy Pendergrass
Stylistics
Seawind

HOTTEST
Prince
Tom Browne
Mtume
Queen
Michael Henderson
Diana Ross "Down"
Stacy Lattisaw
Stevie Wonder
Jacksons
Earth, Wind & Fire

WKND
Hartford, CT
Eddie Jordan

ADDED
Kool & The Gang
Jeff & Aleta
Dee Dee Bridgewater
Captain Sky
Diana Ross "It's"
Fat Larry's Band

HOTTEST
Zapp
Slick
Queen
Larry Graham "One"
Diana Ross "Coming"
Stacy Lattisaw
Jones Girls
Brick
Dells
Pointer Sisters

MIDWEST

WJLB
Detroit, MI
J. Michael McKay

ADDED
Natalie Cole
Norman Connors
Seventh Wonder
Jimmy "Bo" Horne
Doobie Brothers
Seawind
Viola Wills
John Brothers
Dave Valentin
Kano
Jackie Moore
Anecosta

HOTTEST
Queen
Zapp
Google & Tom Coppola
Minnie Riperton
Tom Browne
Teena Marie
LTD
Stephanie Mills
Pointer Sisters
Stevie Wonder

WDAS
Philadelphia, PA
Joe Tamburro

ADDED
Aretha Franklin (LP)

HOTTEST
Zapp
Stevie Wonder
Queen
Stacy Lattisaw
LTD
Jacksons
Slick
Diana Ross "Out"
Teena Marie
Earth, Wind & Fire

WJMI
Jackson, MS
Carl Haynes

ADDED
Reddings
Dee Dee Bridgewater
Chaka Khan "Get"

HOTTEST
Prince
Tom Browne
Mtume
Queen
Vernon Burch
Dea Edwards
Queen
Stevie Wonder
Jacksons
Sho Nuff
Shadow "Mystery/Hot"

KATZ
St. Louis, MO
Earl Parnell

ADDED
Rene & Angela
Sequence
Cameo
Barry White
Larry Graham "When"
Al Jarreau

HOTTEST
Zapp
Stevie Wonder
Earth, Wind & Fire
Michael Henderson
Grandmaster Flash
Dynasty
Jacksons
Tom Browne
Diana Ross "Out"
Dells

WCIN
Cincinnati, OH
Michael Roberts

ADDED
Ray, Goodman & Brown
Heatwave
Natalie Cole

HOTTEST
Prince
Diana Ross "Out"
Earth, Wind & Fire
Queen
Teddy Pendergrass
Stephanie Mills
Johnny Guitar Watson
Stevie Wonder
Stacy Lattisaw
Tom Browne

WWWS
Saginaw, MI
Kermit Crockett

ADDED
Kenny Rogers
Taste Of Honey "Talking"
Platinum Hook

HOTTEST
Queen
Brick
Zapp
Grandmaster Flash
Jones Girls
Tyrone Davis
Seventh Wonder
Diana Ross "Out"
Jacksons
Johnnie Taylor

WJMO
Cleveland, OH
Bernie Moody

ADDED
Chic
Teddy Pendergrass "TKO"
Reddings
Ashford & Simpson
Cameo
Cameron
Norman Connors

HOTTEST
Zapp
Tom Browne
Michael Henderson
LTD
Diana Ross "Out"
Minnie Riperton
Pointer Sisters
One Way
Mtume
Stevie Wonder

WDAO
Dayton, OH
Turk Logan

ADDED
Teddy Pendergrass "TKO"
George Benson "Love"
Johnnie Taylor
Chic
Larry Graham "When"
Kool & The Gang
Cameron
Curtis Mayfield
Rene & Angela

HOTTEST
Tom Browne
Zapp
Queen
Spinners
Diana Ross "Out"
Tyrone Davis
Carl Carlton
S.O.S. Band
Jacksons
Stevie Wonder

WTLC
Indianapolis, IN
Jay Johnson

ADDED
Jimmy "Bo" Horne
Cameo
Five Special
Dramatics
Patrice Rushen
Sweet Band

HOTTEST
Zapp
Diana Ross "Out"
Jacksons
Earth, Wind & Fire
Stevie Wonder
Stacy Lattisaw
Rene & Angela
Lenny White
LTD
Junie

WVON
Chicago, IL
Lee Armstrong

ADDED
Kurtis Blow "Years"

HOTTEST
Maze
Tom Browne
Dynasty
Dells
LTD
Teddy Pendergrass "TKO"
O'Jays
George Benson
Chaka Khan "Papillon"
Stacy Lattisaw

KMJM
St. Louis, MO
Cliff Winston

ADDED
None

HOTTEST
Teddy Pendergrass "TKO"
Zapp
Jacksons
Stevie Wonder
Diana Ross "Coming"
LTD
Stacy Lattisaw
Queen
Michael Henderson
Chris Cross

KSOL
San Mateo, CA
J.J. Jeffries

ADDED
Prince
S.O.S. Band
Jeff & Aleta
Stylistics

HOTTEST
Zapp
Michael Henderson
LTD
Tom Browne
Stevie Wonder
Diana Ross "Out"
Grandmaster Flash
Stacy Lattisaw
Queen
Earth, Wind & Fire

SOUTH

WNOO
Chattanooga, TN
Dwight Harrison

ADDED
Earth, Wind & Fire
Patrice Rushen
Triple S Connection
Diana Ross "It's"
Locksmith
Tony Troutman
Lou Rawls
Gayle Adams
Pleasure
Chi-Lites
Smokey Robinson

HOTTEST
Tom Browne
Zapp
Kano
Jacksons
Stacy Lattisaw
S.O.S. Band
Prince
Queen
Seventh Wonder
Al Jarreau

WLOU
Louisville, KY
Bill Price

ADDED
Teddy Pendergrass
Chic
Larry Graham "When"
Fatback Band
Vernon Burch
Evelyn Champagne King
Shadow

HOTTEST
Johnny Guitar Watson
Seventh Wonder
Jacksons
Earth, Wind & Fire
Grandmaster Flash
Diana Ross "Out"
Kwick
One Way
Melba Moore
Lenny White

WJJS
Lynchburg, VA
Robert Goins

ADDED
Seawind
Smokey Robinson
Platinum Hook
O.C. Smith
Raydio
Lipps, Inc.
LTD

HOTTEST
Tom Browne
Stacy Lattisaw
Zapp
Stephanie Mills
Dynasty
Pointer Sisters
Earth, Wind & Fire
Diane Ross "Out"
Queen
Mtume

WPXI
Charleston, SC
Tony Jamison

ADDED
Prince
Lipps, Inc.
Chris Cross
George Benson "Love"
Jimmy Hall

HOTTEST
Queen
Tom Browne
Doobie Brothers
O'Jays
Grandmaster Flash
Diana Ross "Upside"
Pointer Sisters
Barbra Streisand
Minnie Riperton
Teena Marie

WHRK
Memphis, TN
Ron Olsen

ADDED
Lenny White
Seventh Wonder
Hubert Laws
George Benson "Love"
Teddy Pendergrass
Stylistics
Seawind

HOTTEST
Prince
Tom Browne
Mtume
Queen
Michael Henderson
Diana Ross "Down"
Stacy Lattisaw
Stevie Wonder
Jacksons
Earth, Wind & Fire

WJMI
Jackson, MS
Carl Haynes

ADDED
Reddings
Dee Dee Bridgewater
Chaka Khan "Get"

HOTTEST
Grandmaster Flash
LTD
Zapp
Vernon Burch
Dea Edwards
Queen
Stevie Wonder
Jacksons
Sho Nuff
Shadow "Mystery/Hot"

KMJQ
Houston, TX
Robert V

ADDED
Lipps, Inc.

HOTTEST
Kano
Tom Browne
Zapp
Queen
Brick
Stacy Lattisaw
Michael Henderson
Grandmaster Flash
One Way
Stevie Wonder

WANT
Richmond, VA
Ben Miles

ADDED
Cameo
Evelyn Champagne King
Kool & The Gang

HOTTEST
Zapp
McFadden & Whitehead
Stevie Wonder
Brick
LTD
Minnie Riperton
Earth, Wind & Fire
Kano
Michael Henderson

WJMI
Jackson, MS
Carl Haynes

ADDED
Reddings
Dee Dee Bridgewater
Chaka Khan "Get"

HOTTEST
Two Tons O' Fun
Carrie Lucas
Diana Ross "Out"
Tyrone Davis
Stevie Wonder
Earth, Wind & Fire
Jacksons
Pointer Sisters
Zapp
George Benson "Love"

WVVE
Atlanta, GA
Scotty Andrews

ADDED
Lenny White
Seventh Wonder
Hubert Laws
George Benson "Love"
Teddy Pendergrass
Stylistics
Seawind

HOTTEST
Prince
Tom Browne
Mtume
Queen
Michael Henderson
Diana Ross "Down"
Stacy Lattisaw
Stevie Wonder
Jacksons
Earth, Wind & Fire

WVVE
Atlanta, GA
Scotty Andrews

ADDED
Lenny White
Seventh Wonder
Hubert Laws
George Benson "Love"
Teddy Pendergrass
Stylistics
Seawind

HOTTEST
Prince
Tom Browne
Mtume
Queen
Michael Henderson
Diana Ross "Down"
Stacy Lattisaw
Stevie Wonder
Jacksons
Earth, Wind & Fire

WVVE
Atlanta, GA
Scotty Andrews

ADDED
Lenny White
Seventh Wonder
Hubert Laws
George Benson "Love"
Teddy Pendergrass
Stylistics
Seawind

HOTTEST
Prince
Tom Browne
Mtume
Queen
Michael Henderson
Diana Ross "Down"
Stacy Lattisaw
Stevie Wonder
Jacksons
Earth, Wind & Fire

WVVE
Atlanta, GA
Scotty Andrews

ADDED
Lenny White
Seventh Wonder
Hubert Laws
George Benson "Love"
Teddy Pendergrass
Stylistics
Seawind

HOTTEST
Prince
Tom Browne
Mtume
Queen
Michael Henderson
Diana Ross "Down"
Stacy Lattisaw
Stevie Wonder
Jacksons
Earth, Wind & Fire

WEST

KYAC
Seattle, WA
Tarin Henry

ADDED
George Benson "Love"
Larry Graham "When"
Rodney Franklin
Diana Ross "It's"
Jacksons

HOTTEST
Stevie Wonder
Tom Browne
Queen
Earth, Wind & Fire
Commodores
Minnie Riperton
Stepping Stones
Diana Ross "Out"
Blue Light
O'Jays

KDKO
Denver, CO
John Anderson

ADDED
Kool & The Gang
Chaka Khan
Cameo
Lou Rawls
Gladys Knight "Bourgie"

HOTTEST
Tom Browne
Diana Ross "Down"
Teddy Pendergrass "Can't"
O'Jays
Larry Graham "One"
Queen
Jacksons
Dynasty
Diana Ross "Out"
Michael Henderson

KDAY
Los Angeles, CA
J.J. Johnson

ADDED
Cameo
Donna Summer "Wanderer"
Doobie Brothers

HOTTEST
Stevie Wonder
Jacksons
Zapp
Grandmaster Flash
Diana Ross "Out"
LTD
Earth, Wind & Fire
Spinners
Kurtis Blow "Through"
Pointer Sisters

KDIA
Oakland, CA
Keith Adams

ADDED
Tavares
Patrice Rushen
Rene & Angela

HOTTEST
Jacksons "Wondering"
George Benson "Love"
Aretha Franklin "Fool"
Stevie Wonder
Jones Girls
Ashford & Simpson "I Ain't"
Diana Ross "Now"
Teena Marie "Love Like"
LTD
Teddy Pendergrass "TKO"
Natalie Cole "Paradise"
Minnie Riperton "I'm"

Expo Session Faces The Issues

Beautiful
Music

For all of you who were unable to attend last week's NRBA American Radio Expo, it was, to say the least, the most exciting, informative, and successful event for broadcasters in some time. We in Beautiful Music had the opportunity to meet and discuss many changes and ideas for the future success of this format.

Among our special guests invited to head up these discussions were **Marlin Taylor**, President, **Bonneville Broadcast Consultants**; **Tom Moran**, VP/**Churchill Productions**; **Jay Taylor**, President/**Master Broadcast Services**; **Tom Churchill**, President/**Churchill Productions**; **Jim Schulke**, President/**SRP**; **Bill Wertz**, Exec. VP/**KalaMusic**; and **Paul Roger**, Director of Beautiful Music for **TM Programming**. I was also pleased to see such broadcasters as **Bill Clark**, VP/GM **KABL/San Francisco**; **Jack Adamson**, VP/GM **KBIG/Los Angeles**; **Ted Dorf**, GM **WGAY/Washington**; **Phyllis Moore**, GM **WEZI/Memphis**; **Bill Patrick**, PD **WROW-AM-FM/Albany**; **Fred Seiden**, VP/**Programming** and **Rob Edwards**, PD **KBIG/Los Angeles**; and many others.

Some of the topics we discussed were adding more vocal material to the music, promotion during a 13-week survey, adding more commercials, and changing demographics.

"Beautiful Music is changing. Stations and programmers who don't change their Beautiful Music sound will find themselves lost in the shuffle as time goes by."

**Marlin Taylor, President
Bonneville Broadcast Consultants**

When asked is Beautiful Music changing, Marlin Taylor had an immediate response. "Yes, Beautiful Music is changing. Stations and programmers who don't change their Beautiful Music sound will find themselves lost in the shuffle as time goes by. There will be greater competition, causing more fragmentation."

Many steps to improve and update the format were brought up. The question of adding more vocal performances and using more original artists was of great concern. Master Broadcast's Jay Taylor commented, "If you want to continue to attract younger demos, those in their 30's, you must add more vocals and as much original material as fits." Some programmers feel using more material by current artists such as **Neil Diamond**, **Olivia Newton-John**, **Johnny Mathis**, and **Barbra Streisand**, for example — providing it's on a softer level — will add youthful appeal. Syndicators will continue to record music so their stations can draw this younger demo, but more adult contemporary music is necessary today. Jack Adamson, VP/GM of **KBIG/Los Angeles**, has not received any negatives on the addition of vocals to his station. He said, "Our audience is younger, 25-54. We have not lost the top demos by doing this. If it's done very slowly the audience will not be aware of this slight change — but it must flow." Jim Schulke stated, "We face some real stiff competition in the future. The technical aspect is a major part of any facility. We are consistently changing the music and updating all the time, but I have no plans to change the structure of our Beautiful Music format."

More Information

Increasing the amount of information, news, ID's, and services during drive times has also been



BEAUTIFUL GATHERING — Broadcasters and syndicators from all parts of the country gathered to explore the future of Beautiful Music. Among those pictured are **WROW-AM-FM/Albany PD Bill Patrick**, **Churchill President Tom Churchill**, **R&R Beautiful Music Editor Pam Bellamy**, **Master Broadcast Services President Jay Taylor**, **Bonneville President Marlin Taylor**, **Logos Unlimited's Art Vuolo**, **Bonneville's Dave Verdery**, **KABL/San Francisco VP/GM Bill Clark**, **Bonneville's Loring Fisher**, **WEZI/Memphis GM Phyllis Moore**, **KalaMusic Exec. VP Bill Wertz**, and **Bonneville's Jeff Matineu**.

occurring over the past few years. Providing more warmth with live announcers is also on the rise. Listeners want to be informed, and this can be accomplished without reducing the music severely.

Longer Surveys

As **Arbitron** enters more markets with a 13-week rating period, where should the promotional dollars go? **Joyce Bose**, Promotion Director for **KBIG**, explained, "When we found out we were going to have an extended rating period our whole media approach was changed. It's expensive to be visible in a market like L.A. all year round. We

"If you want to continue to attract younger demos, those in their 30's, you must add more vocals and as much original material as fits."

**Jay Taylor, President
Master Broadcast Services**

signed a 52-week contract with the transit company, so we are visible all year. I think television is the most effective way to promote radio, but nobody can afford to be on TV for 52 weeks. Transit and outdoor advertising give you the visibility you need. If you use TV, go after news programs, movies, and even sports. Again, this depends on the demos you want."

Explaining the initial effects of Extended Measurement and Expanded Sample Frame on BM stations, **Jeff Matineu** of Bonneville commented, "The Extended Measurement tends to operate most heavily on the 25-34's. Arbitron comes in and they have had a tendency in the first book to oversample that demographic. You'll see a surge in the contemporary stations and a loss in Beautiful Music. Usually, it will correct itself after one book. There is really not much you can do about this first book with ESF. Arbitron is trying to sample the unlisted telephone user and in doing so they are more heavily weighted. These people tend to fall into the younger demos and particularly the 25-34 males. They tend

to be in transit. Some advice to those who will be going through their first ESF book — do not panic."

More Commercials

How many spots are too many? Matineu stated, "Most stations run six to eight units per hour now. If that moves up a unit or two at a time, one station will do it first and probably make it; that will allow others to follow. I don't think you'll suddenly see Beautiful Music stations running 18 minutes of commercials an hour. But over a period of time this will expand."

Coping With Arbitron

Bill Clark of **KABL/San Francisco** is also on the **Arbitron Advisory Council** and was asked what is the single most common criticism of Arbitron. Clark replied, "I think that of stations that go to Laurel and look at the diaries and find conflicts with slogans being used and not credited because it is in the comment section but not the diary section." Amplifying Clark's feelings was **Tom Moran**: "The most controversial area is the comment section. You see something like, 'Yeah, I listen to WEZI in the office, Monday-Friday from 8am-5pm,' and the station gets no credit for this because of where it was written. That's a major problem. I feel Arbitron

"Some advice to those who will be going through their first ESF book — do not panic."

**Jeff Matineu,
Bonneville Broadcast Consultants**

should rephrase the instructions for this section of the diary, or use a callback procedure so credit can be given."

We are all watching the changes occurring in all formats, and particularly Beautiful Music. **Tom Churchill** summed it up when he said, "With special attention to the music, execution of the format, and proper promotion, Beautiful Music will continue to be a dominant factor."

— **Pam Bellamy**

OPPORTUNITIES

Openings

EAST

WAAL/Binghamton is looking for an upbeat, energetic morning jock or jock/news team for immediate opening at dominant AOR. Send tapes and resumes to Operations Manager Keith Nelson, WAAL, Box 997, Binghamton, NY 13902. No calls please. EOE M/F (10-17)

WPRO/Providence still has not found its nighttime nut yet! Can you give listeners a reason to come back to AM radio at night? We're a special kind of station that needs a special kind of night person. Is it YOU? Tapes and resumes to Gary Berkowitz, OM, WPRO-AM-FM, 1502 Wampanoag Trail, East Providence, RI 02915. EOE (10-17)

Our **News Director** has just joined **WTDP** in Washington, DC. Good luck, Frank! **WPRO/Providence** now needs a News Director to lead the ocean state's top-rated news department. Tapes and resumes to Gary Berkowitz, OM, WPRO-AM-FM, 1502 Wampanoag Trail, East Providence, RI 02915. EOE (10-17)

Full-time nighttime person needed. No beginners. Tapes and resumes to Pat McDonald, Box 900, Brunswick, ME 04011. EOE M/F (10-17)

WCMS-FM, 50,000 watt, number one Country outlet in Norfolk, VA, will have opening soon. Personality required, some production. Send tapes and resumes to Russ Cassidy, WCMS, 900 Commonwealth, Virginia Beach, VA 23464. Affirmative action. EOE (10-17)

Radio's #1 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. (10-17)

WNNJ, North Jersey, is looking for people to handle weekend air shifts on this Pop/Adult station. Rush tapes and resumes to Steve King, PD, WNNJ, Box 40, Newton, NJ 07860. EOE M/F (10-10)

18 WNEU/Wheeling, WV now looking for mature, stable, and personable afternoon drive broadcaster. Send tapes and resumes to Dave Amos, WNEU Radio, Box 6462, Wheeling, WV 26003. EOE M/F (10-10)

Pop/Adult WSUL/Monticello, NY accepting tapes and resumes for immediate news openings. Nice area to live in, good organization to work for. Send tapes and resumes to Pat Gillen, WSUL, 250 Broadway, Monticello, NY 12701. EOE M/F (10-10)

News Director wanted, 30,000-watt regional AM-FM station, covering Massachusetts, New Hampshire, and Maine with a serious news commitment. Salary is open. Rush tapes and resumes to Duncan Dewar, WHEB Radio, Box 120, Portsmouth, NH 03801. EOE (10-10)

WKTJ/Farmington, ME, centrally located in a four seasons recreation area with branch of Univ. of Maine, is accepting applications for both full and part-time air personalities for a AM-FM CHR. Send resumes and tapes to Charlie James, PD, WKTJ, Box 590, Farmington, ME 04938. EOE M/F (10-10)

WCAW, Clear Channel 680 with 50,000 watts daytime power, is now accepting tapes and resumes. We're a Modern Country music station that is #1 in adults 25-54. Looking for an experienced on-air personality with good production skills. Send to Rick Johnson, WCAW, Box 4318, Charleston, WV 25304. EOE M/F (10-10)

Mature adult air personality for central Pennsylvania powerhouse, **WSBA, serving York-Lancaster-Harrisburg**. High-profile personality with ability to promote. Experienced pros. Call Rod Burnham, PD, at (717) 764-1155. EOE (10-10)

WSAN-AM, under new ownership, needs Program Director for Modern Country format. Heavy community involvement, news-oriented person. Must be energetic and motivator with track record. Outstanding production skills, good on-air performance. Good benefits, dollars, and chance to advance. 5000-watt AM station promotional budget and outside advertising. Resumes, ARB's, tape of production and air work to WSAN, Box 568, Allentown, PA 18105. EOE (10-10)

Openings

Personality jock, night shift, WROV/Roanoke Contemporary Hit Radio. Ability to handle heavy phones and enjoy it a plus. Immediate. Send tape and resume to Burt Levine, WROV, Cleveland Ave. at 15th St., Roanoke, VA 24015. EOE M/F (10-10)

Newsperson for 46th market in country. Also future jock openings. Harrisburg-York-Lebanon-Lancaster dynamic new Country station. Should be able to pull emergency airshift. Tapes and resumes to Chris Gable, WRKZ, Box 142, Hershey, PA 17033, or call (717) 367-7700. EOE M/F (10-10)

Operations Director. Priority of expanding operation postponed filling this position. Now we're back on track for solid pro with successful adult program background to join historic market leader. Organizer. Back-up air work a possibility. Some sales experience helpful. Tape, resume, salary requirements to Hugh Barr, GM, WSYR, 1030 James St., Syracuse, NY 13203. No phone calls please. EOE (10-10)

WBQW(13Q)/Scranton, PA looking for 7pm-12mid personality who can rock their socks off! Needed immediately. Send tapes and resumes to Bob Michaels, PD, 13Q, 1520 N. Keyser Ave., Scranton, PA 18504. EOE M/F (10-10)

Program Director for WLAM/Lewiston, ME. The state's second largest market is in need of a person who is strong on leadership, management and promotional skills. WLAM offers a secure position at this top-rated Contemporary outlet. State-of-the-art facilities. Salary commensurate with experience. Send tape, resume, and programming philosophy to Ron Fritzell, GM, WLAM, Box 929, Lewiston, ME 04240. EOE (10-10)

News Director with proven track record in making Contemporary News relevant, exciting, and important. Send resume and tape to Burt Levine, WROV, Cleveland Ave. at 15th St., Roanoke, VA 24015. EOE M/F (10-10)

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, Corning, 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)

SOUTH

WKY/Louisville needs evening air talent. Personality! Tapes and resumes to Mike McVay, 558 River City Mall, Louisville, KY 40202. No calls please. EOE (10-17)

WFLB/Fayetteville, NC seeks News Director with broad experience in gathering, writing, reporting and administration. Send tapes, resumes and salary requirements to Jeff Thompson, GM, WFLB, Box 530, Fayetteville, NC 28302. EOE (10-17)

WTAR/Norfolk is seeking a PD to lead Virginia's most respected radio station. Pop/Adult format with heavy news, sports and community involvement. Applicants should have major/medium market programming experience with winning records. Send application with air check, references and salary requirements to Dick Fraim, GM, WTAR, 720 Boush Street, Norfolk, VA 23510. EOE M/F (10-17)

Rare opening at Montgomery's top-rated FM AOR rocker for midday air personality/production ace. Send tapes and resumes to Neil Hamson, WHYY-FM, Box 2744, Montgomery, AL 36105. EOE M/F (10-17)

Openings

WKOA/K100-FM looking for multi-talented production supervisor. A perfect position if you're tired of the air and want a chance to be creative with one of the mid-South's fastest growing stations. Also accepting applications for morning drive announcer for AM. Must be able to communicate with an adult audience. Good working conditions and benefits. Tapes and resumes to Ed Owen, WKOA/K100, Box 951, Hopkinsville, KY 42240, or call (502) 886-1204 between 9am and noon. EOE M/F (10-17)

WKTM/Charleston, SC looking for an experienced news person immediately. Contact Mr. John Trenton at (803) 554-7154. EOE M/F (10-17)

Applications now being accepted for **Pop/Adult Class C FM** in South Carolina resort coastal area. Positions available include Operations Manager, air personalities, news/sports announcers. Target air date: November 15, 1980. Qualified applicants must have minimum two years commercial experience and be available by November 1. All information first package to Robert E. Powell, GM, WBEU, 3040 Boundary Street, Beaufort, SC 29902. EOE (10-17)

We're looking for professionals who desire to work in a growing chain organization. Stable, hard-working individuals who can excel in contemporary jocking, music directing or news. Several openings but they will be filled by October 30. Tapes and resumes to Ron Walton, The McClure Group, Box 1537, Columbus, GA 31994. No calls. EOE M/F (10-17)

KHFI/Austin looking for pro who wants to work! Mass appeal contemporary radio in the best city in Texas. Tapes and resumes to Chuck Dunaway, KHFI, 1219 W. 6th Street, Austin, TX 78703. EOE M/F (10-17)

News Director for Georgia's second largest market. Dynamic powerhouse AM-FM operation will give you the tools to maintain our news dominance and credibility. Self-starter with strong leadership capabilities. Tapes, resumes and photos to Bernie Barker, VP/GM, WDAK/WEIZ, Box 1640, Columbus, GA 31994. No calls please. EOE (10-17)

WVVO-FM/Berryville-Winchester, VA is looking for experienced Contemporary Hit Radio entertainers. One-year minimum experience, all dayparts. New station. Tapes and resumes to Steve Chambers, 8 S. Church Street, Berryville, VA 22611, or call (703) 955-3300 after 12:30pm. (10-17)

One of the newest stations in the Savannah market, **WGEC-FM stereo**, is looking for bright and professional air personality to fill 6pm-12mid slot. Must love Country music and have minimum of 2 years on-air experience. Strong production and Music Director experience helpful. Females encouraged. Live in the country with no snow, work with new equipment, and have Atlantic Ocean nearby. Send tapes and resumes to Dave Kay, PD, WGEC, Box C, Springfield, GA 31329. No calls please. EOE M/F (10-10)

Sales Wonder Women and dollars to match if you can sell our small single station in Florida market plus 50,000 in immediate selling area. Station already a money winner plus number one rating. Please send resume and if you can announce, send tape also. Will definitely reply ASAP. Send to WAPR, Box 1390, Avon Park, FL 33825. EOE M/F (10-10)

Looking for morning Urban Contemporary communicator. Big bucks for New Orleans. Tapes and resumes to Barry Richards, WAIL-FM, 1639 Gentilly Boulevard, New Orleans, LA 70119, or call (504) 943-9019. EOE M/F (10-10)

Jackson's Contemporary Country outlet is looking for fulltime announcer, production pro. Tapes and resumes to Steve Jeffries, WCCL, 1855 Lakland Drive, Building O, Jackson, MS 39218. No calls. EOE M/F (10-10)

Wanted for FM Pop/Adult station: nighttime personality. Good production skills. Good location in Central South Carolina. Experience required. Tapes, resumes and production samples to Stu Wright, Box 1386, Oramburg, SC 29115, or call (803) 536-1580. EOE M/F (10-10)

Looking for **weekend personalities** for Urban Contemporary format in New Orleans. Must live in New Orleans or Baton Rouge. Send tapes and resumes to Barry Richards, WAIL-FM, 1639 Gentilly Boulevard, New Orleans, LA 70119, or call (504) 943-9019. EOE M/F (10-10)

Y96/Tampa, FL, super signal, the station that covers 26 counties in Florida, has an all-night opening. Send current tapes and resumes to Pat Barry, PD, 504 Reo Street, Tampa, FL 33609. EOE M/F (10-10)

V100 in Charleston, West Virginia needs talented air personality and a morning news person. Tapes and resumes to Box 4318, Charleston, WV 25304. (10-10)

Experienced Pop/Adult-MOR announcer needed for Florida coastal AM. Good working conditions, beautiful area, good money for the right person. Two years minimum experience required. Rush tapes, resumes and salary history to Randy Millar, WIRA, Box 3192, Ft. Pierce, FL 33450. EOE M/F (10-10)

Immediate opening! KYKS, Stereo 105, seeking quality personality for daytime shift. Qualifications must include warmth, smooth upbeat delivery, and experience to back it up. Join a winning team in beautiful east Texas. Tapes to Steve Reed, KYKS, Box 2209, Lufkin, TX 75901, or call (713) 639-4455. Good opportunity for the right person. EOE M/F (10-10)

Expanding all-News radio network operation. Looking for aggressive reporter to fill slot now open. Minimum of 3 years radio news experience required. Salary negotiable. Send tapes and resumes to News Director, 200 S. President, Suite 618, Jackson, MS 39201. EOE (10-10)

Needed: AM drive jock, for KNIN/Wichita Falls, TX. Contact Dick DeButts, Box 787, Wichita Falls, TX 76307, or call (817) 855-6924. EOE M/F (10-10)

KVOL/Lafayette, LA has an opening for a news person. Tapes and resumes to Kim Canard, KVOL, Box 3030, Lafayette, LA 70502. EOE M/F (10-10)

WGH has immediate opening for nighttime personality. Must have communications flair! Audience involvement a must as well as outstanding production talent. Send tapes, pictures and resumes to Bob Canada, WGH, Box 9347, Hampton, VA 23670. EOE M/F (10-10)

Is there anyone out there with good pipes, can handle the board shift, cut production, knows radio and wants to join a Contemporary Hit Radio station with an ARB of 48% share? Much above average bucks for right talent. Tapes and resumes to Chris Showalter, KBST, Box 1832, Big Spring, TX 79720, or call (915) 267-6391. EOE (10-10)

Trade show for satellite on Florida's space coast. We need a morning man now. Personality with good voice, good production and dedication a must. If you're a pro, send me your tapes and resumes. Dan Deaton, PD, WKKO, Box 3188, Cocoa Beach, FL 32922, or call (305) 636-2411 between 2-5pm EST only. EOE M/F (10-10)

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)

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)

PLEASE NOTE:

You may place your ad in the Opportunities section by mail or phone. All Openings, Positions Sought and Changes are free of charge. Simply call us at (213) 553-4330 with your information, or mail it to Radio & Records, 1930 Century Park West, L.A., CA 90067. Please be sure to let us know when you have found a position or filled your opening.

CHANGES

Record

JILL KAUFMAN has been appointed Public Relations Director for Nonesuch Records. **JOHN ALLISON** named Dallas Field Sales Manager for WEA Corp.

Radio

KEN MANNING joins **WNDB/Daytona Beach, FL** as 6-9pm personality, from **WELE-FM/Daytona Beach-Orlando, FL**.
GREG MacARTHUR from **WQIO/Canton, OH** to middays at **KQKQ/Omaha, NE**.
BRUCE ALLEN appointed PD at **KBLF/Red Bluff, CA**.
GIL PEREZ joins **KWRM/Corona, CA** for weekends and news.
DAVE WINSTON joins **WMPX/Midland, MI** for afternoon drive slot.
BOB MEYER promoted to News Director at **KBIM-AM-FM/Roswell, NM**.
WANDA LEVINE joins **WPRW/Manassas, VA** as afternoon News Anchor from **WSVA/Harrisonburg, VA**.
SCOTT LAWRENCE, formerly with **WVSI-WCEZ/Jupiter, FL**, joins **WPRW/Manassas, VA** as midday personality.
THE RABBETT joins **WOMN/New Haven, CT** as morning show personality.

STEVE ALESIANI named MD at **KLSR/Memphis, TN**.
RICK DAVIS appointed Assistant News Director and PD at **KXLR-AM/Little Rock, AR**.
MARIE UNDERWOOD named Local Sales Manager for **KXLR-AM/Little Rock, AR**.
DAVE GORMAN appointed General Manager at **KXLR-AM/Little Rock, AR**.
CURT JOHNSON joins **KNIX/Tempe, AZ** sales department as an Account Executive.

Industry

JOEL WEBBER joins the Blackhill Music Group Limited as their full time radio promotion man.
FRANK BENNETT, formerly 10pm-2am at **KWST/Los Angeles, CA** has joined Watermark Inc. as a Production Director.
JOHN CONK has been named Production Director for **Wolf & Rissmiller Concerts, Inc.**
BLAINE CONVERSE has been promoted to Assistant to Ken Kragen at **Kragen & Company**.
ALLAN McDOUGALL has been appointed Creative Director at the Famous Music Corp.

OPPORTUNITIES

Openings

MIDWEST

Needed ASAP: PD and two adult communicators for the long-time #1 Pop/Adult, KNOX, in this market of 80,000. Also need one Contemporary Hit Radio nighttime entertainer for Y-95 FM. Reasonable bucks and full medical coverage. Tapes and resumes to Don Bowers, Box 1638, Grand Forks, ND 58201, or call (701) 772-7197. EOE (10-17)

WAZY/Lafayette, IN's best Pop/Adult station now accepting tapes for future openings. Only good communicators with sports knowledge need apply. Send tapes and resumes to WAZY-AM, Box 1410, Lafayette, IN 47902. (10-17)

KTYN/Minot, ND has openings for air talent and a News Director. Personality-oriented station. Pop/Adult format, good bucks. Call (701) 852-0301. (10-17)

I'm still looking for you. Since June I've been looking for the right personality to fill an afternoon slot and take Music Director responsibilities. Since you haven't sent me your tape and resume yet, do it now! Requirements are a dynamic voice, an adult personality and top-notch production skills. Send to Tom Fricke, PD, KDBQ, Box 75, Aberdeen, SD 57401. EOE (10-17)

WKBN/Youngstown, OH needs a pro communicator for midday talk/music show. Talk show experience preferable. No "recipe exchangers" please. Contact Pete Gabriel at (216) 782-1144. EOE M/F (10-17)

News Director wanted. Salary based on experience and ability. Must be able to direct local and regional news gathering and do on-air reporting. Contact Drew Bentley, KWWL, Waterloo, IA, at (319) 291-1214. (10-17)

Chief Engineer wanted. Must be able to operate 5000-watt AM directional antenna system and 100,000-watt FM plus maintenance duties. Salary open. Contact Drew Bentley, KWWL, Waterloo, IA, at (319) 291-1214. (10-17)

Talented Air Personality . . . Rare opening at one of North America's greatest stations. Pay, benefits, and working conditions are outstanding. I don't care where you are now. If you sound good enough, that's all that matters. Tape and resume to Pat Holiday, PD, CKLW Radio, Box 282, Southfield, MI 48037. No phone calls please. (10-17)

Creative production genius who can also do Pop/Adult air shift needed yesterday in one of Iowa's most competitive markets. Good dollars and benefits with advancement opportunities. Tape, production samples and resume to Roger Davis, KXIC, Box 2388, Iowa City, IA 52240, or call (319) 354-9500. EOE (10-17)

KMMJ/Grand Island, NE has immediate opening for air talent. Tapes and resumes to Dan Arrosmith, Box 1847, Grand Island, NE 68801. EOE M/F (10-17)

We're the best kept secret in broadcasting. We can offer you a stable position in a pleasant surrounding with good pay and a five-day week. We're looking for a full-time production director who has experience with state-of-the-art, multi-track equipment, can do character voices, and work with talent. Send replies to Hal Widsten, 6004 N. Bent Oak Lane, Peoria, IL 61615. EOE M/F (10-17)

PD wanted. KKXL-AM Radio, in Grand Forks, ND has opening for a PD. Looking for applicants with ability, and good on-air sound. Pop/Adult format, #1 in seven station market. A good challenge with a growing group. Tapes and resumes to Dwayne Cariveau, KKXL, Box 997, Grand Forks, ND 58201. EOE (10-17)

WTAO/Murphyboro, IL sales. Midwest AOR college recreation market. Established account list, immediate position, experience preferred. Call Maria Bernardi, Sales Manager, at (618) 687-1779. (10-17)

Need airchecks for possible opening at 100,000-watt AOR station in great area to work. Should have good production skills. Station has a lot to offer. Send tapes and resumes to Mark Coulter, WABL-FM, Box 1519, Appleton, WI 54913. (10-17)

KMOR/Scottsbluff, NE, 100,000-watt FM, has immediate opening for announcer/production combination. Call Mike Tracy at (308) 832-5667 or send tapes and resumes to KMOR, Box 532, Scottsbluff, NE 69361. EOE M/F (10-17)

Detroit suburban station looking for a phone/live talk show host or hostess. Must have ability to deal with controversy without losing warmth. Humor a plus. Pros only. Want best talk show in Detroit area. Send tapes and resumes to Doug Hamilton, PD, WAAM, 4230 Packard Rd., Ann Arbor, MI 48104, or call (313) 971-1600. EOE M/F (10-17)

Detroit suburban — looking for bright, creative, and talented morning drive or afternoon drive personality. Format is soft Pop/Adult. No jokesters, no ego-trippers. Send tapes and resumes to Doug Hamilton, WAAM, 4230 Packard Road, Ann Arbor, MI 48104, or call (313) 971-1600. EOE M/F (10-10)

Superstars station in Illinois's second largest city now accepting tapes and resumes for present and future openings. Superstars experience helpful. Send to Attn: Les Cook, Y-95, 1901 Reidfarm Rd., Rockford, IL 61111, or call (815) 877-3075. (10-10)

KVOX/Moorhead, MN has immediate opening for experienced morning personality. If you're personable and like to do production, send us your tape, Pop/Adult format. Tapes and resumes to Larry O'Brien, PD, KVOX-AM-FM, Box 97, Moorhead, MN 56560, or call (218) 233-1522. EOE (10-10)

Openings

WAXC seeks experienced News Director. Looking for solid citizen type individual with a nose for news. Send tape, resume, and salary requirements to John A. Bulmer, WAXC, Box 146, Wapakoneta, OH 45895. EOE (10-10)

Future openings for jocks. Strong production necessary. Tapes and resumes to Bob Beck, Operations Manager, WNAM, Box 707, Neenah, WI 54956. EOE M/F (10-10)

WDAN/Denville looking for morning man for Pop/Country format. If you have experience, a sense of humor, creativity and ability to keep it moving, send tapes and resumes to Bob Appuhn, WDAN, 1501 N. Washington, Denville, IL 61832. Excellent salary and benefits. EOE M/F (10-10)

The David of Midwest radio, sounding as good as the glants, now accepting tapes and resumes for current announcer and future openings. Contemporary lifestyle station building a reputation as a stepping stone to medium markets. Rush material to John Ashton, PD, WTCJ, Box 260, Tell City, IN 47586. EOE M/F (10-10)

WKYG/Modern Country needs one excellent air talent/production person to round out a great staff. Small, aggressive, growing company; very good wages, benefits, living conditions. In the process of building a state-of-the-art production facility from the ground up. Also need other air talent and news applicants for possible future openings. Send tapes and resumes immediately (cassette preferred) to Jack Randall, PD, WKYG/WQAW, Box 368, Parkersburg, WV 26101. (10-10)

WAXC, Pop/Adult live FM, seeks good talent. Send tapes and resumes to John A. Bulmer, WAXC, Box 146, Wapakoneta, OH 45895. EOE (10-10)

News Director, #1 station in Wisconsin, #2 market (Appleton-Oshkosh-Green Bay), has immediate opening for aggressive professional to run our News Department. Twelve-station metro, 23 TSA. You'll be with the leader. Ideal working and living conditions. We are dedicated to developing a reliable news service. Salary C.O.D. Tapes and resumes now to Bob Beck, Operations Manager, WNAM, Box 707, Neenah, WI 54956. EOE M/F (10-10)

Production wizard needed immediately at WIRL/Peoria, 5000-watt full-time contemporary (Mid-America Media Group). Creative writing, good voice, production versatility and organizational skills required. We are a solid and respected organization with a lot to offer the right person. Tapes and resumes to Lee Malcolm, WIRL, Box 3335, Peoria, IL 61614. EOE M/F (10-10)

Number 1 Pop/Adult station in competitive upper Midwest market seeking experienced personality. Tapes and resumes to Paul McDonald, KKO, Box 10, Minot, ND 58701. EOE M/F (10-10)

KBUF/Garden City, KS, Southwest Kansas's premiere Country station, looking for air personalities for future openings all dayparts (member of Robert Ingstad Group). Tapes and resumes to Scott Anderson, Box 798, Garden City, KS 67846. (10-10)

Wanted: Human with early morning tendencies. Morning man for a great small market station. Pay cash, not sunshine. Famous insane asylum nearby. Boss sounds like . . . we need to get the boss off the air. Send tapes and resumes to KQDJ, Box 1170, Jamestown, ND 58401. EOE M/F (10-10)

KCMD/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)

WEST

KPSA(Que Pasa)/Alamogordo, NM is looking for energetic announcer with country music experience and creative production skills. Send tapes and resumes to Mike Donnell, KPSA Radio, Box 720, Alamogordo, NM 88310. EOE M/F (10-17)

KAMP, Imperial Valley's #1 station, has opening for news person. No experience required, but helpful. Good salary and benefits. Contact Gene Raymond at (714) 352-2277 or send tapes and resumes to Gene Raymond, Box 1018, El Centro, CA 92244. EOE M/F (10-17)

Vocal Coach/Speech Therapist — Preferably with broadcasting background. Excellent growth oriented company with professional environment. Send complete bio, resume and salary history in first correspondence to Radio & Records, Box 204, 1930 Century Park West, Los Angeles, CA 90067. EOE M/F

KUUY-KKAZ/Cheyenne, WY needs experienced, creative copywriter. Good salary, paid life, health, and dental insurance, plus profit sharing and bonuses. Send sample commercial, tape and resume to John Ramsey, Box 926, Cheyenne, WY 82001, or call (307) 635-1111. EOE M/F (10-17)

Contemporary Christian music format on the air soon in Calif. Station will be professional, aggressive, promotion-oriented and competitive. We are looking for experienced major market entertainers for on-air and news positions. Tapes and resumes to Bob Anthony, 456 Nova Alibion Way, San Rafael, CA 94903. EOE M/F (10-17)

Openings

KRUX/Phoenix has an opening for an experienced News Director able to communicate on the air and handle public affairs. Top 25 market. Tapes and resumes only (no calls) to Bobby Rivers, KRUX, Box 14707, Phoenix, AZ 85033. EOE M/F (10-17)

AOR & Pop/Adult looking for two top-notch PD's — one for AOR FM and one for Pop/Adult Oldies AM. Tapes and resumes to Bob Melton, 2021 E. Thomas Rd., Phoenix, AZ 85016. EOE (10-17)

Tired of the radio rat race? Come "retire" with us. Stable professional company needs news, production and programming people. If you can do all three you're more valuable to us. We're located near a major media center where you are encouraged to pursue your creative outlets (commercials, acting, etc.) in your spare time. Medium-major market pros only please. Salary, like they say, is commensurate with experience. Please send tape, resume and salary history in your first package to Radio & Records, Box 205, 1930 Century Park West, Los Angeles, CA 90067.

KAMP/El Centro seeking full-time announcer. Experience helpful. Excellent salary and benefits. Send tapes and resumes to Gene Raymond, Box 1018, El Centro, CA 92244. EOE M/F (10-17)

KBLF/Red Bluff, CA needs Production Director with strong air sound. Contact Bruce Allen, Box 1010, Red Bluff, CA 96080, or call (916) 527-3511. EOE M/F (10-17)

Maintenance & production engineer. Preferably with on-air experience in at least a competitive medium market. TV experience is also a plus. This is an exciting new project by an established professional firm. West Coast location. Resume (and tape?) along with salary requirements to Radio & Records, Box 206, 1930 Century Park West, Los Angeles, CA 90067.

Utah's newest KRXP looking for midday air personality with experience in production. Tapes and resumes to Dave Dart, KRXP, Box AY, Prica, UT 84501. EOE M/F (10-10)

Afternoon drive at KBL/Helena, MT needed. Prefer public service experience. Tapes and resumes to Jim Darby, KBL, 2301 Colonial Drive, Helena, MT 59601. No calls please. EOE M/F (10-10)

If you want to work middays on KC92 in Phoenix for America's new breed of Country music station send tapes and resumes to Erik Fox, KC92, 631 N. First Ave., Phoenix, AZ 85003. EOE (10-10)

No, we're not buried under 10 feet of volcanic ash. Southwestern Washington is a great place to live and work. KITI/Centralia-Chehalis has a rare opening for evening air talent with production abilities. Good money for right person. Tapes and resumes to Derek Shannon, Box 1227, Chehalis, WA 98532. No calls please. EOE M/F (10-10)

KQLH (Q-95 FM) has immediate opening for all night announcer. Tapes and resumes to Sam Jackson, KQLH, Box 5640, San Bernardino, CA 92412. EOE (10-10)

Looking for News/production person for Southeast Arizona. Major medical and dental, good fringe benefits. Starts \$300 per week. Tapes and resumes immediately to Palmer Stewart, Box 4009, Bisbee, AZ 85603. EOE M/F (10-10)

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)

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) 370-6668 anytime. (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)

JOCK with 4 years experience. Major market MD, News Director, currently looking for cold piece. Call (301) 922-5137. (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/KLLE, 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)

Goods & Services

New York Radio

New York Radio 6am to 11pm September 11, 1980. Two and a half hours on cassette. Every major New York talent included. \$10.00. Rick Kaplan, 208 West First St., Bloomsburg, Pennsylvania 17815.

Oldies 45's

Jocks, PD's — We have those 45's you've been looking for. All new records, not used. Send \$1.00 for giant catalog. THE GOLD VAULT, Box 202, Oshkosh, WI 49077.

Classic Oldies Airchecks

Full hour scoped cassette, \$5.00. Includes Dick Purtan, WKNR '65, Scott Regan WKNR '65, and Charlie Tune WMEX '66. THE GOLD VAULT, Box 202, Oshkosh, WI 49077.

Broadcaster's Action Line

Job referral service — \$40.00 for 12 months. R3, Box 84, Lexington, IN 47138, (812) 889-2907. Free to employers.

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 laffa, here come the yocks. Complimentary snack "LOLA'S LUNCH," 1390 Arroyo Drive, Ypsilanti, MI 48197

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 Daka 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

Expand Your Oldies Library

TELL AMERICAN JUKEBOX the title and artists. We supply 2-1/2" stereo reels of your request. For more information call (916) 393-8614 or write AMERICAN JUKEBOX, 8791 Trudy Way, Sacramento, CA 95831.

Phantastic Phunnies

Highly-respected . . . proven worldwide audience builder! Hilarious . . . original . . . 'quik-quip' topical humor!! Introductory month's 400 topical one-liners and 'Bonus' . . . just \$2.00!!! PHANTASTIC PHUNNIES, 1343-A Stratford Dr., Kent, OH 44240.

Going Nowhere Fast?

Then you're a likely candidate for our "Bail Out Special." We offer the best in aircheck and resume services, designed exclusively for broadcasters. Audio processing, editing, dubbing, and creative resume packages — WE DO IT ALL! Call or write for free brochure. AIR TALENT PRODUCTIONS, Box 35597, Houston, Texas 77035, (713) 729-4500.

Free Issue! Artist Bio's, Record Tie-Ins, Music Information

Humor, birthdays, music charts, more! "Complete personality service." (Act now — special low rate, \$29.00 full year.) RADIO TIMES, 200 South Glenn, Suite 98, Camarillo, CA 93010.

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

Miscellaneous

My name is Michelle. I'm looking for an aircheck of KPFK for Sunday, October 5, 2-6am. If you recorded this show, please call (213) 399-1000 or (805) 964-5748. (10-17)

Do you know Bill Adams? I'm trying to locate this DJ last known to be working in CA. If you've any information that might help me find him please call collect (316) 665-7147 or write Tracy A. Kirely, 1144B East C. South Hutchinson, KS 67505. (10-10)

WVVO/Berryville needs all types of record service. We serve the Winchester-Northern VA area. Please contact Steve Chambers, MD, 8 South Church St., Berryville, VA 22611 or call (703) 955-3300. (10-10)

OPPORTUNITIES

Positions Sought

Wanted: AOR position, 2 years experience. Full or part-time. Will travel anywhere. Call (614) 393-3418. After 7pm call (614) 397-1000. (10-17)

Promotion Director, over 2 years experience at WLRS as Assistant Promotion Director. Looking for a challenge. Call K.W. MARTIN, 1520 Winter Ave., Louisville, KY 40204 or (502) 589-1222. (10-17)

If your station is a rocker in the West call me at (915) 944-9258. Currently doing afternoon drive. (10-17)

Air personality looking for a home in medium or major market in Pacific Northwest. Will consider anywhere in West. Contemporary Hit Radio or Pop/Adult. (915) 949-1103. (10-17)

9-year pro with 4 years programming experience seeks PD position with Contemporary Hit Radio, Black or Black Progressive station. MIKE PAYNE, (414) 442-4572. (10-17)

Experienced, reliable, hard-working announcer available for immediate employment. Excellent voice and creative production skills. 1st phone and college degree. Prefer Country station in West but will consider all offers. CASEY JONES, Box 3448, Vail, CO or (303) 476-0071. (10-17)

I can do sports, play-by-play and reporting. I can do AOR, jock or PD. I can do Pop/Adult including great production. I've been doing these things for 9 years. So what else do you want? CHARLIE WESTON, (304) 242-8967 or (304) 232-9935. (10-17)

Still looking for PD's to climb aboard the East Bay Hustler's air sound beat. Ex-KUKI night personality and current public address football statistician for De Anza High in Richmond seeking on-air work in major or medium market. Possess 1st ticket, office skills, and great play-by-play voice. Served as on-air football statistician for Santa Rosa Jr. College football games on KSRO/Santa Rosa. If interested, call FRANK BUTERA soon at (415) 223-1534. (10-17)

I like flying. JOHN LYLE (WRVQ, WFLB) wants daytime, bucks, and Dr. Pepper in top 50 market. Talented and marketable. (919) 787-2381. (10-17)

Columbus, OH ad exec seeks advertising/promotion position with a label or independent promotion firm. Let's get in touch! for more information write PAUL NEGULESCU, 5908-A Chatford Dr., Columbus, OH 43227 or (614) 888-9205. (10-17)

Contemporary Hit Radio DJ experienced in small market wants to move up. Good voice and delivery. ALAN, (702) 882-2098. (10-17)

JOE O'CONNELL wants a job. KCBQ workshop graduate is ready to go. 3rd class endorsed, limited experience. Contact me anytime. (714) 448-1553. (10-17)

My mother always told me I should have been a doctor. My station has changed to all-Talk. Grand Rapids midday DJ and MD wants to move up. Friendly, creative pro who can do Contemporary Hit Radio or AOR. JOEL, (616) 363-5269. (10-17)

Michigan Radio. Don't cook your goose and let this talented Michiganander fly away. It's not too late yet to catch me for on-air and/or management position. Any shift, any format. 3 years experience, B.A. Communications. Willing to learn more. Prefer MI, OH, or North IN. Now working instruction/supervision, but want to move up. Keep the young talent home campaign. MARK JONES, (313) 851-6099. (10-17)

Experienced medium market Contemporary Hit Radio or AOR jock with music experience looking for stable gig in medium/small market in the East. Prefer TN, NC or VA. Professional attitude. Married and stable. BILL, daytimes (316) 838-3699. (10-17)

Teens are yours when this talented young beginner with 5 years related experience busts loose for your Southern Contemporary Hit Radio station. High energy delivery, sizzling board and agency quality production separates your regular run-of-the-mouth jock from me. Own mobile DJ unit and light show, a plus for remotes. Call DAN McKAY, (504) 895-6112. (10-17)

California, here I come! Certifiable air personality from the Golden State looking for Country assignment anywhere. Dependable family man, "Dr. Demento" contributor, and agency level advertising conceptual. Please call and leave message. (714) 962-8744. (10-17)

8-year pro with Assistant PD experience in 2 top 10 markets looking for PD/MD position in medium or larger market or major market jock position. Experienced in Black, Contemporary Hit Radio, Pop/Adult and AOR. (312) 763-0960. Ask for T. (10-17)

PD seeks new challenge. 7 years experience including Pop/Adult, Talk, News, Big Band. Will consider PD, OD, Assistant PD or airwork positions. Not a deep voiced superstar. Just a personable communicator who knows the keys to successful programming and is ready to put them to work for you. Decent production, stable, and ready to get off unemployment quickly. I can be had relatively cheap! MARK, (814) 467-4902 (10-17)

Production ace with 13 years on-air seeking stable position with right organization. KIRBY STEVENS, Mobile (205) 666-5544. (10-17)

Looking to move up. 3 years experience in Contemporary Hit Radio, some Country, sales and News/Talk. Markets 200,000 and up call GENE, (417) 781-6546. (10-17)

Positions Sought

MD or PD. Knowledge in Pop/Adult, Contemporary Hit Radio and AOR. Experienced in medium market as MD with WPRO/Providence. Will do air shift. If you want a creative, hard worker, call STANLEY BOMES, (617) 252-4715 or write 403 Fairview Ave., Rehoboth, MA 02769. (10-17)

Major market pro looking for air slot or programming opportunity. Excellent track record, presently employed. JACK, (415) 788-4000. (10-17)

OM/afternoon drive personality seeks similar, challenging position. 7 years experience in announcing, production and operations. Prefer KS-CO market. Will consider attractive offers elsewhere. For tape, resume, and more information, call BILL, (316) 225-4343 mornings, (316) 227-7151 afternoons. (10-17)

Goddard College grad. Innovation, creative, unique personality. Over 4 years on air experience at WGDR-FM/Plainfield, VT. Seeking position with AOR, Progressive Rock and/or Pop/Adult station. But willing to bring my knowledge of music to any station's format. Prefer New England or Northeast. Willing to relocate. Very good references. Resume and tape sent on request. KEN WEINER, call between 9am-2pm weekdays, (203) 264-5485. (10-17)

I want to host a talk show in the Midwest. Willing to relocate for chance to learn and grow at night station. 4 years experience in radio, 2 as producer for talk show, 2 as News Director, anchor and reporter. BA in Mass Communications. I know how to find and interview creative, interesting people. PAT, (405) 225-0246 or (405) 225-3333. (10-17)

Read no further. Here I am! Announcer with 2 1/2 years experience in Contemporary Hit Radio and Pop/Adult. Very easy to work with, looking for something in a stable, medium market on the West Coast, preferably Northwest. All you have to do to get me is call (206) 577-7167. (10-17)

Australian major market DJ with easy-going style wants to work anywhere in U.S. in AOR, Contemporary Hit Radio or Pop/Adult. Will consider Country, too if suitable. Any size market. Write for tape and resume about something different for your station's sound to TONY, 181 Victoria Road, West Pennant Hills N.S.W. 2120, Australia. (10-17)

TED LUX, formerly with Storer and NBC-owned stations, looking for on-air position in a major market. (216) 238-0625. (10-17)

Multi-experienced music person thoroughly versed in music, promotion, programming and used to working with small budgets. Looking for MD, Assistant PD or promotion gig in top 100 market. Former MD and Promotion Director at KBDF, KZEL-FM, and Director of Promotion, Double T Concerts in NW, and assistant road manager for Leo Sayer group. Excellent references, and a "success-oriented/winning" attitude. Pick up the phone and call me now and I'll tell you more. GREG LEE, (503) 253-9580. (10-17)

LETTICE SEAY, formerly with WDDO and B96/Chattanooga, WRIP and WCLK/Atlanta looking for news or air talent job. Prefer FL or TX but will consider ell. (615) 829-0998. (10-17)

This DJ will "talk" to your audience. Experienced, reliable, currently working at Midwest Contemporary FM. Looking for full-time position Northeast Contemporary Hit Radio, Pop/Adult or AOR. Contact MATT MANGAS, (217) 356-3916 after 1pm.

I have been entertaining in clubs for 19 years. I was inspired to take telecommunications courses after having been a frequent guest on KMPC during 1976-79. I'm in my 2nd year of study, have my 3rd class license, and would love to get any type of on-air experience within a 50-mile radius of Los Angeles. GARY, (213) 637-7543 afternoons. (10-17)

Top-notch pro with excellent ratings and references. 12 years experience including major markets. Looking for right opportunity in programming or drive air shift with music responsibility. English and TV background included. MAX HEYWOOD, (216) 466-2692. (10-17)

All purpose, news, sports, sales, announcing, in both radio and TV. Currently in sales and play-by-play Big 10 football. Past UPI State Broadcast Award winner. Degree in radio/TV. Looking for administrative position in either news or programming. (217) 443-4048. (10-17)

Really, I'm funny, interesting to listen to. 10 years of humor. Pop/Adult, Country or Talk show host. Knowledgeable, witty, creative. All this and not working. I need that one call from you. Let's talk. (702) 873-2593 or (702) 361-6928. (10-17)

If your establishment would be a step up from the #1 Pop/Adult in Salt Lake City then call (801) 374-0318. (10-17)

PHIL K. ALLBEN. Good voice, good humor, hire me as a DJ and related duties. June graduate S.A.I.T. Calgary, Alberta. Practicum Courtney, B.C. Now employed part-time. CHRFB/High River, Alberta. U.S. citizen. Prefer Western U.S. Tape and resume. (403) 282-4694 or write 5228 Carney Rd., N.W., Calgary, Alberta T2L 1V2. (10-10)

MARK COOPER, 12 years radio experience. Programming, music, air, promotions experience in Los Angeles (KWST), San Francisco (KMEL), St. Louis (KSHE), Kansas City (KUDL-FM). (404) 429-1815. (10-10)

Former WCRO/Johnstown, PA "Super Jock" ready to go to work for you. Decent production, stable, and ready to get off unemployment quickly. I can be had relatively cheap! MARK, (814) 467-4902 (10-10)

Positions Sought

College graduate with 2 1/2 years small market experience looking to move up. News, sports, play-by-play, air shift, MD experience. Prefer news and sports or play-by-play/air shift combination. (301) 948-0722. (10-10)

Female announcer, with excellent knowledge of music, looking for full time announcer position. 2 1/2 years AOR and Superstars experience. Ready to travel. LEE, (912) 355-6887. (10-10)

Experienced Contemporary Hit Radio and Pop/Adult PD and MD available immediately. TERRY FISHER, (704) 255-0553. (10-10)

Dedicated, hard-working AOR communicator from #1 station in medium market. 5 years experience including MD. Good references. Excellent musical knowledge. Prefer Great Lakes region. (313) 559-4338 late afternoon or evening. (10-10)

8-year morning pro, heavy personality in Contemporary Hit Radio or Pop/Adult looking for full or part-time position in Southern CA. Need work, just moved to Los Angeles. (213) 704-6479, MICKEY. (10-10)

RON BRANDON, 20 years of rock & roll, radio and TV personality, PD, publisher of National Music Report, concert promoter. Examining all alternatives old and new. (404) 973-5751. (10-10)

RICK O'CONNOR, 10-year veteran of Hartford Market, seeks PD position. Willing to do air shift as part of the position. I'm oriented towards Pop/Adult format with extensive knowledge of music. If interested, call after 6:30pm Eastern time. (203) 666-6664 or (203) 632-2192. (10-10)

Attention New England Contemporary Hit Radio stations. I take radio very seriously and I'm only interested in your station if it is programmed and the format is taken seriously. BOB, (401) 943-4003 or write 7 Western Hills Lane, Apt. 4402, Cranston, RI 02910. (10-10)

Production pro and air talent. PAUL A. JOHNSON, (617) 398-3713. (10-10)

17 years involved with broadcasting. Programming, airwork, production, 1st phone/AFTRA. DUSTIN, (714) 822-5820. (10-10)

Seeking Pop/Adult, Contemporary Hit Radio or Modern Country gig anywhere. Enthusiastic aircheck available. Last 2 years AM drive at P/A. I want to cook again. WAYNE BYERS, (315) 363-0820. (10-10)

Experienced versatile personality with communications degree, good voice, programming background, strong music and sports for major or medium market Pop/Adult or Contemporary Hit Radio in FL or Southeast. RON ANTHONY, (305) 271-0689. (10-10)

It all started in Philly! A. SWAN, veteran Philadelphia Contemporary Hit Radio, Solid Gold, personality Pop/Adult talent is interested in speaking with you about programming your facility. If you agree that radio should (or can) be fun and rewarding, write today. 2031 South St., Suite 203, Philadelphia, PA 19148. (10-10)

The Fall book is here, so is a major talent. TOM SUL-LIVAN, one of the Midwest's premiere AOR jocks is looking again. Attention all of you medium markets... I am a production specialist with some 4-track experience. Bucks are no problem, neither is location. If you need some help, call (216) 497-9912 afternoons. Excellent reference. (10-10)

Help - I need somebody! The top of the line is available now. Over 10 years on the air. Want Contemporary Hit Radio-Pop/Adult format. Will consider all locations. (714) 847-6387 or write for tape and resume to: The Jock, 17782B Pesseo Circle, Huntington Beach, CA 92647. (10-10)

Need a MD, Promotion or Public Affairs Director? AOR preferred. Sports background, college GM/PD. I need a break! Pacific Northwest or CA. MICHAEL HART, (714) 233-8833 leave message. (10-10)

PD/talent looking for programming position. Good production, team player, mature attitude. Currently talent at WKQX/Chicago. 70% increase adults 18-49 last book. Call for tape, numbers and resume. KURT SCHAEFFER, (312) 472-6550. (10-10)

Good all-night personality, 15 years experience, 1st ticket Country or Contemporary formats. Prefer FL or Southwest. BILL SMITHSON, (305) 448-1260. (10-10)

Do you know how to spot real potential? Anybody could get experience in a business. Relatively few have lots of talent, love to work, learn quickly, work with a team and really communicate. I've spent 9 months at radio school polishing up for the chance to work at your station and possess the above - at your service. RON, (213) 463-3708 or write Box 269, West Hollywood, CA 90046 for tape and resume. Thank you. Will relocate. (10-10)

RICK SHAW, KPAM-AM-FM/Oregon seeking full time air talent position in medium or major market. Available now. (503) 232-1736. (10-10)

15+ years experience in programming, operations, on air and station management. Prefer Contemporary Hit Radio, Pop/Adult or Country in Southeast location but all offers given serious consideration. Tape and resume on request. TOM NELSON, 1021 Louisville Rd., Frankfort, KY 40601. (502) 876-4529. (10-10)

LORNE DEACON, seeking morning show, Comedy, consistency and communication. Currently in major market, formerly 3 years with WMJC/Detroit, also with KUMU/Honolulu and others. Pop/Adult and AOR, all markets considered. (415) 856-6650 or (313) 872-7282 before noon. (10-10)

Positions Sought

6 years experience PD, announcer, MD and production director. Prefer West or Northwest. JIM PRINCE, (406) 442-4490. (10-10)

Looking for 1st break on commercial radio. Preferably Contemporary Hit Radio. Aggressive, hard worker, willing to learn. STEVE after 4pm EST. (617) 631-8040. (10-10)

CA, AZ and NV stations please continue on: 4 years in major, radio and small markets. Powerful production, good radio bedside manner, 1st class, and can read news. Age: 22, married. Plan to stay awhile. Air shift Contemporary Hit Radio or Pop/Adult slot or perhaps that first shot at programming. Tape, resume and references upon request. Small end medium markets. PAT HOBBS, (602) 754-2763. (10-10)

EILEEN EVANS, former air talent for KWOD(106-FM)/Sacramento, now available for air work in CA. Strong production, former MD and wide knowledge of music research. (415) 594-9455. (10-10)

Small budgets turn here: Programming consultant, specializing in major to medium market suburban, Contemporary stations with very small budgets. Latest success 250-watt, AM daytime... from "No Show" to #1 AM (18-34 males, M-F, Met) in just 8 weeks! For full details, send confidential letter of inquiry to 3353B Sherwood Dr., Largo, FL 33541. (10-10)

South California C&W, first ticket, 5 years top 30 market, #1 PM drive ARB. Call GARY, (714) 886-7534 or 877-2135. (10-10)

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)

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THE BACK PAGE

BREAKERS

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

JIMMY HALL

I'm Happy That Love Has Found You (Epic)
69% of our reporters on it. Moves: Up 78, Same 29, Down 0, Adds 47 including WKBW, WBEN-FM, WFIL, WIFI, WCAO, JB105, WCKX, KSLQ, WGCL, KIMN, WFBL, B97, FM100, WNCI, KKXX, KGW. See Parallels, charts at number 29.

DIANA ROSS

I'm Coming Out (Motown)
61% of our reporters on it. Moves: Up 97, Same 19, Down 6, Adds 15, WBEN-FM, WOLF, WBBF, G100, FM100, 92Q, KSTT, KEYN-FM, WZOK, Z104, WIKS, KTAC, KASH, WFOX, KILE. 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.

STACY LATTISAW "Let Me Be Your Angel" (Cotillion) 126/13
Moves: Up 89, Same 15, Down 9, Adds 13, 94Q, KIIS-FM, KFRC, KPLZ, KOPA, WAXY, WKIX, WAKY, WTWR, WGBF, WTSN, KATI, KOOK.

BILLY JOEL "Sometimes A Fantasy" (Columbia) 121/25
Moves: Up 62, Same 34, Down 0, Adds 25 including WBEN-FM, F105, WCKX, KDWB, KSLQ, WFBL, WBBF, KXX106, G100, FM100, WRJZ, WSEZ, WVIC, KEYN-FM, WNAM, K96.

KANSAS "Hold On" (Kirshner) 111/10
Moves: Up 66, Same 35, Down 0, Adds 10, WKBW, F105, PRO-FM, Q107, KPLZ, KIOA, WISM, WNCI, KILE, KKRC.

ROGER DALTREY "Without Your Love" (Polydor) 105/22
Moves: Up 51, Same 32, Down 0, Adds 22 including WKBW, WROR, PRO-FM, JB105, KS95-FM, WZUU, Q106, WAQY, WAXY, WRJZ, WKIX, WAKX, WRBR, WOHO, KASH.

CARS "Touch And Go" (Elektra) 98/0
Moves: Up 58, Same 30, Down 8, Adds 0, WIFI d-29, CFTR 12-6, Q105 23-20, Q102 30-26, KIIS-FM 27-23, KUPD 10-9, KRBE 25-20, WRVQ 11-6, WIKS 15-12, KIOY 19-13, WRVQ 11-6.

IRENE CARA "Out Here On My Own" (RSO) 95/9
Moves: Up 58, Same 16, Down 12, Adds 9, WROR, WRKO, WGCL, KIIS-FM, 96X, 14WK, WXLK, WSPT.

STEVIE WONDER "Master Blaster (Jammin')" (Tamla) 95/8
Moves: Up 75, Same 11, Down 1, Adds 8, KSLQ, WGCL, KRLA, KERP, WGH, WQRK, FM102, KBOZ, KRLY 16-9, Y100 15-11, KFRC 20-15.

RANDY MEISNER "Deep Inside My Heart" (Epic) 86/51
Moves: Up 14, Same 21, Down 0, Adds 51 including WRKO, 94Q, Q105, KFI, KIMN, KOPA, WICC, WAQY, WSGN, KX104, WRVQ, WGBF, KEZR, KSPZ, KCPX.

CHARLIE DANIELS BAND "The Legend Of Wooley Swamp" (Epic) 86/1
Moves: Up 37, Same 17, Down 31, Adds 1, KNUS, WBEN-FM 31-14, Z93 20-15, WOKY 17-15, KOFM 13-10, KLUC 3-2.

AC/DC "You Shook Me All Night Long" (Atlantic) 85/14
Moves: Up 47, Same 23, Down 1, Adds 14, WGCL, Q102, WOLF, KHFI, KEEL, KLAZ, KWEN, WZOK, WIKS, WNAP, KTAC, WXLK, KQWB-FM, KDZA.

KORGIS "Everybody's Got To Learn Sometime" (Asylum) 84/40
Moves: Up 22, Same 22, Down 0, Adds 40 including WKBW, WFIL, WIFI, WCAO, WDRQ, KUPD, WPST, K104, KRBE, KINT, CK101, WSEZ, WRVQ, KRAV, KERN, KIOY, KIDD, KTKT.

ALI THOMSON "Live Every Minute" (A&M) 82/7
Moves: Up 50, Same 24, Down 1, Adds 7, WGCL, KNUS, KGW, WFBG, KQIZ-FM, WEAQ, KSLY, KXOK 25-17, WHFM 30-23, KLAZ 20-15, WRVQ 12-9.

BRUCE SPRINGSTEEN "Hungry Heart" (Columbia) 81/78
Moves: Up 1, Same 2, Down 0, Adds 78 including WABC, WIFI, 96KX, F105, WXKS, Q107, WPGC, CFTR, WDRQ, CKLW, KSLQ, KBEQ, Q102, WOKY, KEARTH, KIIS-FM, KSFY, 13K, KIMN.

JOHN COUGAR "This Time" (Riva) 71/20
Moves: Up 29, Same 22, Down 0, Adds 20, WIFI, KHFI, KEEL, WJDX, WSGN, WAAY, CK101, WOKI, WAYS, WSEZ, WRVQ, WVLK, KIOA, WCIR, WHHY, 95SGF, WFOX, KQUZ-FM, KQWB-FM, KSLY.

KIM CARNES "Cry Like A Baby" (EMI America) 65/10
Moves: Up 32, Same 23, Down 0, Adds 10, 94Q, WZZP, WHYN, KEEL, G100, WTMA, KIOY, KENO, 14WK, KDZA.

NIELSON/PEARSON "If You Should Sail" (Capitol) 58/15
Moves: Up 24, Same 19, Down 0, Adds 15, WIFI, WDRQ, WPST, WKEE, KEYN-FM, WISM, WNAM, WGBF, KHYT, WISE, WEAQ, KCBN, KYVA, KFXD.

VAPORS "Turning Japanese" (UA) 54/14
Moves: Up 23, Same 16, Down 1, Adds 14, WDRQ, KSFY, 13K, WHFM, Q106, KHFI, KXX106, WIKS, KERN, KMJK, WCIR, WKXY, KQWB-FM.

Radio & Records

NATIONAL AIRPLAY/30

October 17, 1980

THREE WEEKS AGO	TWO WEEKS AGO	LAST WEEK		
6	2	2	1	BARBRA STREISAND/Woman In Love (Columbia)
3	1	1	2	DOOBIE BROTHERS/Real Love (WB)
2	3	3	3	QUEEN/Another One Bites The Dust (Elektra)
7	6	4	4	POINTER SISTERS/He's So Shy (Planet)
29	19	11	5	KENNY ROGERS/Lady (Liberty)
16	11	9	6	DONNA SUMMER/The Wanderer (Geffen)
22	17	14	7	CLIFF RICHARD/Dreaming (EMI America)
11	9	8	8	CARLY SIMON/Jesse (WB)
5	7	7	9	OLIVIA NEWTON-JOHN w/ELO/Xanadu (MCA)
21	14	13	10	STEPHANIE MILLS/Never Knew Love Like This Before (20th)
4	4	5	11	DIANA ROSS/Upside Down (Motown)
8	8	10	12	BOZ SCAGGS/Look What You've Done To Me (Columbia)
30	28	20	13	DARYL HALL & JOHN OATES/You've Lost That... (RCA)
1	5	6	14	PAUL SIMON/Late In The Evening (WB)
9	10	12	15	KENNY LOGGINS/I'm Alright (Columbia)
23	21	19	16	SUPERTRAMP/Dreamer (A&M)
28	23	18	17	WILLIE NELSON/On The Road Again (Columbia)
19	16	15	18	AL STEWART/Midnight Rocks (Arista)
27	22	21	19	DEVO/Whip It (WB)
-	26	24	20	JACKSONS/Lovely One (Epic)
-	29	25	21	LEO SAYER/More Than I Can Say (WB)
18	18	16	22	LARSEN-FEITEN BAND/Who'll Be The Fool Tonight (WB)
-	30	29	23	JACKSON BROWNE/That Girl Could Sing (Asylum)
-	27	26	24	ROLLING STONES/She's So Cold (Rolling Stones)
26	25	22	25	AMY HOLLAND/How Do I Survive (Capitol)
-	-	28	26	CHRISTOPHER CROSS/Never Be The Same (WB)
10	12	23	27	ROBBIE DUPREE/Hot Rod Hearts (Elektra)
-	-	30	28	PAT BENATAR/Hit Me With Your Best Shot (Chrysalis)
-	-	→	29	JIMMY HALL/I'm Happy That Love Has Found You (Epic)
-	-	→	30	DIANA ROSS/I'm Coming Out (Motown)

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

BRUCE SPRINGSTEEN "Hungry Heart" (Columbia)
RANDY MEISNER "Deep Inside My Heart" (Epic)
CHRISTOPHER CROSS "Never Be The Same" (WB)
JIMMY HALL "I'm Happy That Love Has..." (Epic)
KORGIS "Everybody's Got To Learn..." (Asylum)

Complete Regionalized Listings on Page 24 and 25.

HOTTEST

BARBRA STREISAND "Woman In Love" (Columbia)
KENNY ROGERS "Lady" (Liberty)
DOOBIE BROTHERS "Real Love" (WB)
QUEEN "Another One Bites The Dust" (Elektra)
DONNA SUMMER "The Wanderer" (Geffen)

Parallel Listings Begin on Page 30.

OLIVIA NEWTON-JOHN w/CLIFF RICHARD "Suddenly" (MCA) 50/30
Moves: Up 7, Same 13, Down 0, Adds 30 including WROR, JB105, Q105, KPLZ, WTIC-FM, WKEE, KNUS, KSRR, KXX106, WAAY, WAPE, 92Q, WVLK, KWEN, KYSN, KMJK.

ANNE MURRAY "Could I Have This Dance" (Capitol) 50/0
Moves: Up 39, Same 10, Down 1, Adds 0, WCAO 20-15, WROR 25-22, KS95-FM 20-19, WHB 18-16, WZUU 23-17, KPLZ 29-23, KNUS 20-17, WKIX 24-19, WGH 16-11.

Others Getting Significant Action

PAUL SIMON "One-Trick Pony" (WB) 47/28
Moves: Up 8, Same 11, Down 0, Adds 28 including WBEN-FM, WCAO, WFBR, WPST, KSRR, KLAZ, KXX106, WAAY, CK101, 92Q, WAYS, WCSC, WAKY, KEYN-FM, KYSN, KZZP.

BARBRA STREISAND w/BARRY GIBB "Guilty" (Columbia) 41/18
Moves: Up 14, Same 9, Down 0, Adds 18, WOKY, KSRR, KINT, WNOE, WERC, CK101, WBBQ, WOKI, WTMA, KJRB, KLUC, KRQ, WJBQ, WLAM, WTSN, WHHY, WFOX, WISE.

WAYLON JENNINGS "Dukes Of Hazzard" (RCA) 40/17
Moves: Up 15, Same 7, Down 1, Adds 17, Z93, 13K, WTRY, WAQY, KHFI, WTIK, KXX106, WLAC, KOFM, KENO, KRUX, WLBZ, WSGA, WCGQ, WISE, WFLB, KWVL.

DON WILLIAMS "I Believe In You" (MCA) 34/14
Moves: Up 16, Same 4, Down 0, Adds 14, WOKY, KFI, 13K, KIMN, KTSA, WTIK, WBBQ, WLAC, WOKI, WKIX, WGH, WLBZ, 14WK, KSLY.

POCO "Midnight Rain" (MCA) 34/3
Moves: Up 14, Same 17, Down 0, Adds 3, Y103, WLAM, 13FEA, K104 35-29, KQIZ-FM 21-11, KFVR 15-11, KKLX 17-7.

GEORGE BENSON "Love X Love" (WB) 31/8
Moves: Up 12, Same 11, Down 0, Adds 8, WCAO, WXKS, WKEE, KBFM, WLCY, WBBQ, WVIC, WCIR, Q105 d-27, KJRB 25-21.

AIR SUPPLY "Every Woman In The World" (Arista) 30/30
Moves: Up 0, Same 0, Down 0, Adds 30 including WCAO, WPGC, Z93, Q105, WBBF, KRBE, WSGN, 96X, Y103, WBBQ, WAYS, WAKX, KRAV, KHYT, 14WK, FM99, KKLS, KOOK.

EDDIE MONEY w/VALERIE CARTER "Let's Be Lovers Again" (Columbia) 28/10
Moves: Up 5, Same 13, Down 0, Adds 10, WGCL, WKEE, KHFI, KEEL, WVLK, KIOY, KRUX, WJBQ, 13FEA, WANS-FM, WJDX 28-24, BJ105 28-34.

POLICE "De Do Do Do, De Da Da Da" (A&M) 25/18
Moves: Up 1, Same 6, Down 0, Adds 18, WDRQ, KEARTH, KFI, KFRC, KJR, WAPE, BJ105, WAYS, WCSC, WAKX, KWEN, KIOY, KJRB, KTKT, WISE, KQWB-FM, KATI, KRLC.

DANDY & DOOLITTLE BAND "Who Were You Thinking Of When We Were Making Love Last Night" (Columbia) 24/6
Moves: Up 8, Same 10, Down 0, Adds 6, KLAZ, KYSN, KCPX, KRUX, 13FEA, WFBG, KEARTH 28-25, KFRC d-29.

DONNA SUMMER "Walk Away" (Casablanca) 19/1
Moves: Up 8, Same 7, Down 3, Adds 1, KIIS-FM, WXLO d-28, KNUS d-16, KSTT 14-12, WHYY 13-9.

Continued on Page 32