

# Radio & Records

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Ross Brittain, Brian Wilson

### INGRAM RETURNS TO AFTERNOONS

## Ross & Wilson To Join WABC

Former Z93/Atlanta team Ross & Wilson (Ross Brittain and Brian Wilson) have signed a long term agreement with WABC/New York, and will begin doing morning drive for the station March 9. Dan Ingram, currently WABC's morning personality, will resume his long-held afternoon shift on the same date.

WABC Operations Director Jay Clark told R&R, "All of us are very excited to have a morning team with the versatility of Ross & Wilson. Their spontaneous humor and rapport is ideally suited WABC/See Page 20

## Barbis Heads Geffen Promotion



Johnny Barbis

Johnny Barbis has been named Director of Promotion for Geffen Records. In making the appointment, Geffen President Ed Rosenblatt said, "I am thrilled to get someone of Johnny's stature in the business. I have wanted to work with him for a long time and I'm glad the opportunity has finally presented itself. His energy, enthusiasm, and expertise will be invaluable assets to the Geffen Records effort."

Barbis, who was most recently BARBIS/See Page 20

## New Orleans Gets First U.S. Commercial Shortwave Station

Employing a little-known law passed in 1948, WRNO/New Orleans owner and General Manager Joseph Costello III has received permission to construct and operate the only commercial international shortwave radio station in the United States. With a licensed power of 100 kw and an effective radiated power of three million watts, the "superstation" should theoretically reach Central and Eastern Canada, much of Central America, Western and Central Europe, and Scandinavia.

The United States Information and Educational Exchange Act of 1948 (which created the Voice Of

America) prohibits government-sponsored operations from having a monopoly on shortwave for international broadcasting. Costello used that 1948 statute in successfully petitioning the FCC for the license.

In explaining just what he plans to do with a worldwide shortwave station, Costello told R&R, "The background of the Communications Act says that international stations will be licensed to private individuals and organizations to promote international understanding, good will, and the American way of life. Now, to me there's nothing more American in our culture than rock music and fast foods. WRNO plays contemporary rock music and I plan to literally simulcast a portion of the day. I hope that this new station will serve as a window through which people in the North American continent, Europe, and any other countries that can hear it will be SHORTWAVE/See Page 20



Bill Figenshu

## Figenshu Viacom's VP Of Programming

Bill Figenshu has been promoted at Viacom Radio to VP/Programming. He had been National Program Director of the company's eight-station division.

Viacom Radio President Al Greenfield commented that Figenshu's appointment is "indicative of the importance we place on the progress of programming efforts. He has assembled an outstanding staff at station level, established directions, and has already made great strides toward reaching those goals. The move also expresses confidence in the future excellence of the programming at all Viacom radio stations."

Figenshu told R&R, "I'm very happy; I thought it was a great vote of confidence. In essence, Viacom is reassuring me of its support after I've been in this position a year now. It's part of the rebuilding of the radio division, and I'm glad I could be very much a part of it all." He added, "I am encouraged by the progress we have made in the programming departments at our stations. I look forward to the challenges of 1981 and beyond."



John Lander

## Lander To Manage WCKX

KGB/San Diego Program Director John Lander has been named General Manager of Metroplex's WCKX/Tampa. The move marks Lander's return to Tampa, where he previously programmed WLCY, following over a year at KGB. Metroplex Group VP David Ross told R&R, "I think the trend in the 80's will be for a lot more program directors to move into management, but John has already proven himself to be much more than a PD. John will make a fine manager and he can certainly stand toe-to-toe with anyone when it comes to promotion. As you know, Metroplex is very promotionally-oriented and John's qualifications make him the perfect choice."

Lander commented, "Metroplex is a company that definitely has a commitment to win. When the job offer was made, I didn't even stop to consider it; I knew my answer had to be yes. It's great to know that a company with their reputation can look beyond the sales ranks in selecting management personnel. I am very happy to be returning to my home - Tampa Bay."

Lander officially takes over at LANDER/See Page 20

## Francis Named President/GM Of WWWE

George Francis, until recently VP/GM of WAKY/Louisville (R&R 2-13), has been named President & General Manager of Gannett's WWWE/Cleveland. Gannett Radio division President Joe Dorton told R&R, "Of all the people I looked at and talked to about the job, George had the superior track record with all the right ingredients. He has an excellent knowledge of programming and promotion, and I am delighted that we were able to attract him."

Francis commented, "I think FRANCIS/See Page 20

## Kale Joins Radio Marketing Concepts

Richard Kale, who recently resigned as President of Golden West Radio (R&R 2-6), has joined the management/sales-oriented consultation firm Radio Marketing Concepts as Vice President. RMC, based in Warenton, VA (near Washington, DC), consults a number of radio stations and broadcast groups (including Golden West).

RMC President Norman Goldsmith commented to R&R, "Working with Golden West and Richard Kale was a delight, and we're very happy to have a man of his vision and experience to aid in our expansion plans." Kale said, "Our main thrust is to develop a more professional business approach to our industry. There's

a definite need for this service - there's been such a proliferation of programming consultancies, but KALE/See Page 20

## McCauley Takes Blair Sr. VP Post

Dick McCauley has been named Senior Vice President/Stations for Blair Radio. Most recently, McCauley served as Vice President of the ABC Entertainment Network.

Blair Radio President John Boden, commenting upon McCauley's appointment, told R&R: "We think it's terrific. We're very pleased to get someone of his caliber. Dick's a super guy and will fit in very well with our company."

# THE BEAUTY



## THE BACK PAGE BREAKERS®

**JUICE NEWTON**  
**Angel Of The Morning (Capitol)**  
72% of our reporters on it. Moves: Up 74, Same 34, Down 0.  
Adds 48 including WNBC, WBEN-FM, WROR, PRO-FM,  
KVIL, WOKY, KFRC, 13K, KOPA, K104, KFMK, KIOX, KMJK.  
See Parallels, charts at number 27.

# JUICE NEWTON

*Juice*

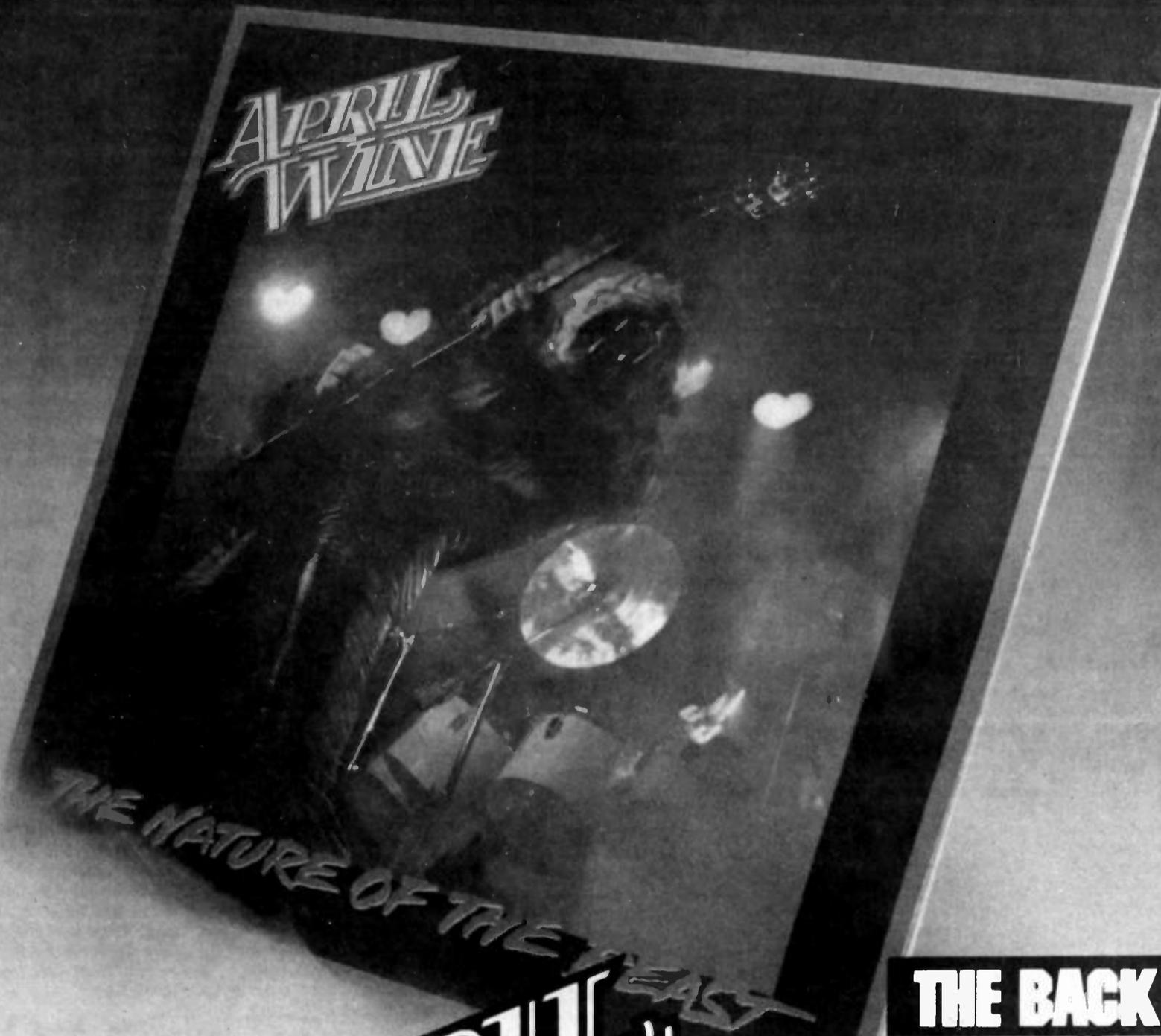
FEATURING THE HIT SINGLE  
"ANGEL OF THE MORNING"

Produced by Richard Landis

**JUST A COUPLE MORE SUCCESS STORIES...**



# & THE BEAST



**APRIL WINE**



**THE NATURE OF THE BEAST**

FEATURING THE HIT SINGLE  
"JUST BETWEEN YOU AND ME"

Produced by Myles Goodwyn & Mike Stone\*/An Aquarius Records Production/\*Mike Stone Enterprises, Ltd./Direction: Terry Flood Management

**THE BACK PAGE  
BREAKERS®**

**APRIL WINE**

**Just Between You & Me (Capitol)**

56% of our reporters on It Moves: Up 88, Same 22, Down 0,  
Adds 11, WCAO, Q107, 94Q, WLS, WAQY, WFME, KJ100,  
KOFM, KERN, KRQ, WFOX. See Parallels, charts at number  
30.

**FROM CAPITOL RECORDS, OF COURSE.**



© 1981 Capitol Records, Inc.

# Washington Report

## FCC LISTS "DO'S AND DON'TS" UNDER DEREGULATION

### Radio Deregulation Takes Effect April 3

The FCC issued its final rules on radio deregulation Tuesday and said they will become effective April 3. Observers now expect a flurry of legal activity as public interest groups take advantage of a 30-day period during which they can ask the FCC or the U.S. Court of Appeals for a stay to block deregulation. In releasing the rules, the Commission clarified its positions on the key deregulation provisions.

#### Non-entertainment Percentages Lifted

The Commission eliminated its percentage requirements for non-entertainment programming, saying, "Other than responsive issue programming, stations need not, as a Commission requirement, present news, agricultural, etc. programming." The lifting also applies to religious and public affairs programming.

The Commission said it does not expect broadcasters to meet every group's needs but it does anticipate continued news and public affairs programming "in amounts to be determined by the discretion of the individual broadcaster guided by the tastes, needs and interests of its listenership."

In determining which issues to cover, the FCC said stations may take into account "the services provided by other radio stations in the community to groups other than its own listenership." However, the Commissioners put small market broadcasters on notice that they will be expected to maintain "more broadly based" programming because their audiences have fewer listening alternatives.

The Commission said it wants to get away from "the numbers game" of percentage requirements: "No station will be forced into a rigid mold, and we will not endeavor to dictate the types of programs that must be used to respond to community issues."

#### Ascertainment Called "Ritual Dance"

The Commission eliminated formal ascertainment procedures, calling them "a ritual dance... never intended to be an end in and of itself." The action applies to renewals, new station, and major change applications.

The report said broadcasters "should maintain contact with their communities on a personal basis," but added, "We see no continuing reason to burden applicants, licensees, or the Commission with detailed inquiries into which or how many community leaders were contacted by whom, etc."

#### Programs/Issues List Defined

Stations will now be required to place in their public file once each

year a programs/issues list outlining in narrative form "five to ten issues to which the station paid particular attention with programming, together with examples of such programming offered." The Commissioners specified that the list need not be "exhaustive" but should contain "examples" along with dates, times and durations.

#### No More Commercial Length Rules

The FCC eliminated its guidelines on maximum commercial content, saying, "We believe that commercial levels are more effectively regulated by audience selection and other marketplace forces." The Commission noted the trend, through competitive pressures, towards airing fewer commercials in dismissing the fears of public interest groups that lifting its cap on commercials would lead to an orgy of excessive commercialism.

#### Program Logs No Longer Required

The Commissioners said they were stunned by a GAO report which said program logs require more than 18 million hours a year. They threw out formal logging requirements but insisted that stations maintain their public files, which they said should contain the new programs/issues list, as well as the traditional political file and the station's license application.

While it will no longer mandate the keeping of logs, the FCC noted that "stations will continue to maintain commercial records if only for billing purposes."

#### Report And Order In Federal Register

Broadcasters wishing to read the lengthy Report and Order on deregulation will find it in the February 24 Federal Register, which is available in many public and school libraries.

#### Senate Opens Radio Deregulation Hearings

More than 20 witnesses representing the radio industry, public interest groups, and the FCC were set to appear before the Senate Communications Subcommittee to give their views on S. 270, the Radio Deregulation Act of 1981.

Sen. Harrison Schmitt's (R-NM) bill would eliminate most requirements on program content and logs, commercial length, and ascertainment. It would also make radio station licenses good for an indefinite period but subject to revocation for cause.

Testimony from the industry is expected to be generally favorable, while public interest and religious groups will object to radio deregulation.

## COMMISSION CHANGES COULD SPELL DEFEAT

### FCC Ponders Settling License By Lottery

In a case that could set a precedent for broadcast licensing, the FCC will decide whether to award an FM frequency in Media, PA by means of a random lottery.

The Commission ordered a lottery plan drawn up last May when it found Greater Media Radio and Alexander Klein so closely matched in their qualifications that it couldn't decide which one should get a vacant FM frequency in Media.

The Commission has never before awarded a license by any procedure other than comparative hearings, which have always yielded a decision based on qualifications. The FCC's legal authority to use a lottery is unclear, although deregulation legislation pending in the U.S. Senate includes a lottery provision.

#### Balance May Have Shifted Against Lottery

Two members of the 4-3 majority which ordered the lottery prepared are now out of the picture; Charles Ferris is abstaining and Tyrone Brown has resigned. Meanwhile, all three Commissioners who voted against a lottery are still active members, including Bob Lee, who has become acting Chairman. The other two, Abbott Washburn and Joe Fogarty, favored awarding the disputed license to Greater Media because it plans to employ a black female stockholder as a fulltime business manager.

## LESS RULES ENFORCEMENT EXPECTED

### Reagan Budget Axe May Close FCC Field Offices

The FCC may be forced to reduce radio station inspection and enforcement activities and close 11 of its smallest field offices due to staff cuts ordered by the White House.

If the Commission decides to make all departments share cutbacks equally, the Field Operations Bureau would lose 39 employees, in addition to 31 staffers already eliminated this year by a partial hiring freeze ordered by President Carter last spring.

Field Operations Chief James McKinney told R&R that if he loses the 39 slots, he'll "look at" closing 11 of 50 field offices. On the target list are offices in Washington, DC; San Juan; Savannah; Beaumont, TX; Pittsburgh; Cincinnati; St. Louis; Little Rock; San Diego; Anchorage; and Honolulu. Each office has four or fewer employees.

"There would certainly be less enforcement and fewer inspections," McKinney said, as well as a curtailment of the FCC practice of conducting license exams in 77 cities nationwide. He predicted that some local broadcasters would miss the field offices because each has a local engineer who can answer technical questions.

The Commission met Wednesday (2-25) to decide whether the 169 employees it has been ordered to eliminate should come from all departments equally.

#### No Processing Delays For The Moment

In the Broadcast Bureau, which handles the processing of radio

station applications, an across-the-board cut would mean the loss of 19 positions. Program Planning and Evaluation Chief Chuck Goldfarb told R&R 18 slots are already vacant from last year's partial hiring freeze.

Goldfarb is more worried that the total hiring freeze now in effect makes it impossible to replace invaluable employees who resign. Calling engineers "the scarcest resource around," Goldfarb asked, "What do you do if all the people who leave are engineers? You can't turn a lawyer, a secretary or an economist into an engineer."

Goldfarb pledged the Bureau will avoid letting staff reductions slow down applications processing. "If it means cutting back elsewhere, that's exactly what we'll do, because our primary concern is in authorization of service."

#### Cutbacks Spur Reorganization

Deputy Broadcast Bureau Chief Frank Washington said staff cuts will give added impetus to a proposal to fold the Complaints and Compliance Division into another division. And he echoed Goldfarb's concern about the long-range effect of the hiring freeze.

"The best people go first," said Washington. "Obviously, trying to get computer processing of applications is absolutely crucial."

## NO APPARENT RUSH ON RADIO ISSUES

### Wirth Subcommittee Sets 1981 Agenda

Radio deregulation does not appear as a high priority on a legislative agenda announced at a press conference Tuesday (2-24) by Chairman Tim Wirth (D-CO) and seven other members of the House Telecommunications Subcommittee.

No specific deregulation bill has been earmarked for action, and the subcommittee has planned only a general hearing on the overall issue of deregulation and competition in each part of the communications field in early March.

Chairman Wirth told the press conference that "deregulation is not an end in itself" but is only a means towards achieving increased competition, which he identified as one of his prime concerns.

In other highlights of the press conference:

• Rep. Al Swift (D-WA) said he will submit a bill to more specifical-

ly spell out what stations must do to meet the public interest.

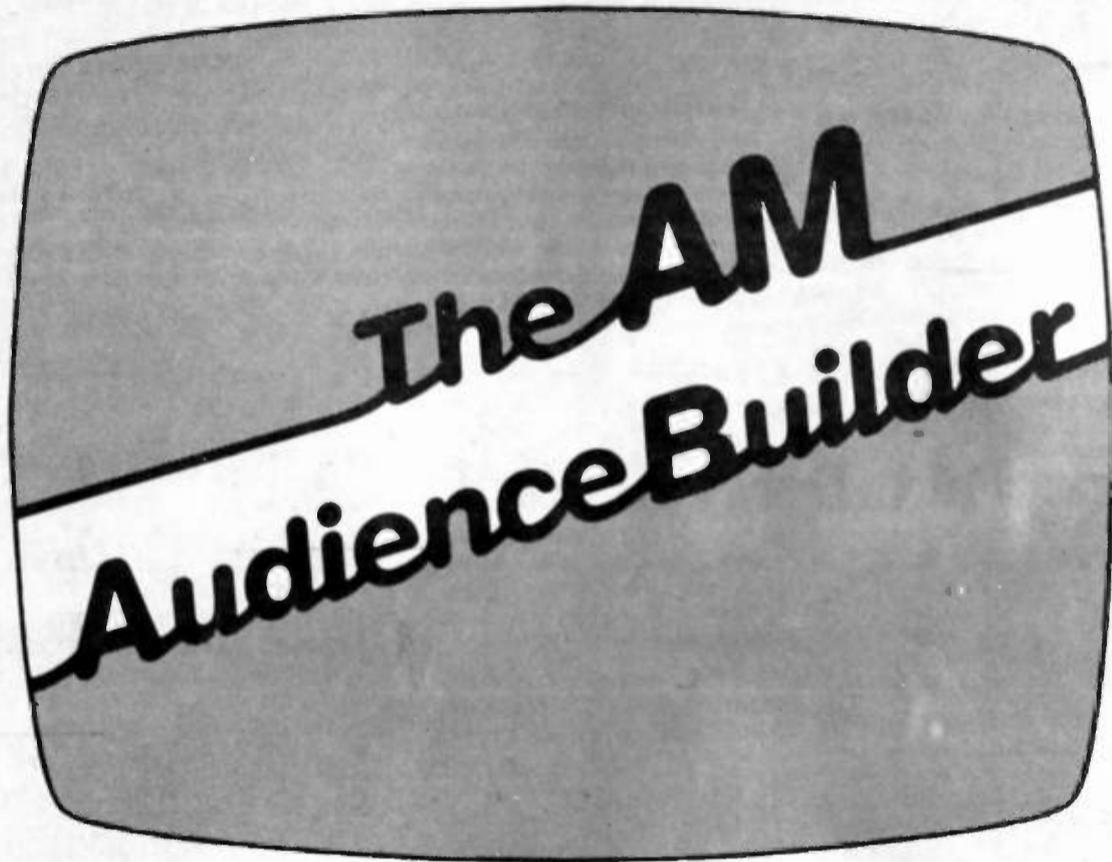
• Rep. Cardiss Collins (D-IL) said she will press such issues as EEO, minority ownership and hiring in broadcasting, and appointment of a minority FCC Commissioner.

• The subcommittee this spring will take up the issue of whether early broadcasts of voting returns and projections are affecting election results.

• Chairman Wirth staunchly defended NPR's advance funding mechanism, which seeks to protect the network from political pressures (see separate story).

**“One of the highest-rated  
TV spots we’ve ever  
tested.”**

*Bill Moyes/President  
The Research Group*



- *For Winning AM Stations In **All** Formats.*
- *A Comparison Approach That Works.*
- *Can Easily Be Customized For Each Dial Position, Format Situation, Logo, and station Theme.*
- *Two 30-Second Versions.*
- *Network-Quality Production At Affordable Prices.*

**Another Quality TV Campaign From R&R**

**Call (213) 553-4330 For A Demo.**

**(AM Stations Only)**

## Funding Cut May Kill NPR Programming By October

National Public Radio says it will have to end all national programming on October 1 unless Congress turns back the Reagan administration's plan to trim NPR's 1982 budget 25%, or \$43 million. Program casualties would include "All Things Considered" and the new "Morning Edition." Reagan budget cutters specified

that they wanted national programming slashed in favor of more local control of public radio programming.

### Politicians In Control Booth

NPR officials are especially alarmed by the White House plan to rescind funds previously voted by Congress under an "advanced funding" mechanism designed to shield NPR from political pressures.

"The end of this protection could put politicians in the control booth," warned NPR President Frank Mankiewicz. "We can live with cuts in our federal spending... What we oppose is the elimination of the invaluable principle of independence on which our credibility must rest."

### Waxman Opposes Cuts

Rep. Henry Waxman (D-CA), who has just resigned the House Telecommunications Subcommittee, said President Reagan's "new beginning" is really the beginning of the end of public broadcasting. He vowed to fight the cuts in Congress.

## Washington Street Talk

### License Fee Revival

Don't be surprised to see the issue of license fees cropping up soon in the Senate. A fee plan may be included in one of several broadcast bills now being readied in the Senate Commerce Committee.

### Fritts Looking Good

With rumors abounding that Eddle Fritts, President of Fritts Broadcasting in Indianola, MS, is a shoo-in for new NAB Joint Board Chairman in the June election, and this eligible for the newly-instated \$50,000 addition for Chairman's expenses, Eddie is quietly looking for an operations person to oversee his stations.

### Moir To Exit

Look for House Commerce Committee counsel Brian Moir to exit the Hill soon.

### Ferris's General Counsel Steps Down

FCC General Counsel Bob Bruce, appointed by former Chairman Charles Ferris, has left to become a partner in the Washington law firm Leva, Hawes, Symington, Martin & Oppenheimer. Bruce was formerly Director of Planning at PBS. Also gone is Assoc. G.C. Randy May, now with communications law firm McKenna, Wilkinson & Kittner in Washington, D.C.

## FCC'S FRANK WASHINGTON SPEAKS:

# Broadcasters: Take Deregulation Freedom "To The Limit"

Frank Washington, 33, has been Deputy Chief of the FCC's Broadcast Bureau since July 1979. Previously he put in a brief stint as Chief of the Policy and Rules Division and spent two years as Legal Assistant to FCC Chairman Charles Ferris. R&R spoke with Washington to discuss the future of radio in a time of rapid regulatory and technological change.

**Q:** What hopes do you have for radio under the deregulation provisions voted last month by the FCC?

**A:** I would hope some broadcasters would capitalize on the flexibility we've given them by perfecting new formats, some different types of programming. You could say one of the latent purposes of the proceeding was to enhance programming diversity; we got out of the business of strait-jacketing the broadcasters with our perception of how they should program to meet the interests and needs of their various communities.

**Q:** Can you be more specific about what you envision as to more diverse formats?

**A:** I would hope that broadcasters would take the freedom that they've gotten to the limit. For instance, if somebody wanted to have a format that involved 24-hour-a-day advertising in some form or another, that could be a real public service. And if there's an interest out there for it, then I think the public is entitled to have it. I'd like to think there are always a few entrepreneurs out there who are in tune enough with their communities and confident enough that what they're doing is right to go out on a limb.

I think those kinds of positive uses of the flexibility broadcasters have been given will provide a clear banner under which Congress can say, "This is something that has some clear benefits."



**"As much as anything else I think the Commission needs to really focus on effective management."**

And it can do a lot towards justifying the eventual legislative clearing away of Commission involvement in radio programming. I think our proceeding has given added impetus to any legislative activity of that nature.

**Q:** Will deregulation have a tangible impact on the FCC's operation by freeing up manpower and resources?

**A:** Sure. We would hope deregulation, along with the short form renewal, if the Commission decides to support it, could have exactly that effect. It would allow us to redirect resources into areas such as applications processing, where we feel we get much, much more benefit for the amount of our invested resources.

**Q:** You brought up the subject of the short form renewal proposal. Haven't broadcaster reactions to that been rather negative?

**A:** That might be one way of describing them. There's a perception that somehow not having all that gobbledygook that we've had in the past reduces the amount of security broadcasters will have on renewal. It's natural that broadcasters would be a little nervous about a change that might somehow appear to expose them more to some sorts of challenges. Certainly, there's been a lot of concern raised about the notion of spot-checking stations. Well, we can do that now, so that's no big change.

I think if something can't be justified and is not in the public interest then we shouldn't do it. The fact that broadcasters might oppose it because they see it as something which removes their security blanket - I'm not sure that's a very good reason for our not going ahead and doing it anyhow.

**Q:** How about 9 kHz reduced spacing. Do you think that's inevitable?

**A:** I wouldn't describe anything as inevitable. However, I would say there are some realities that are facing this country, as well as some of our neighbors, involving the use of spectrum. There's only so much of it to go around. Discussions about reallocation of significant portions of it are probably not going to be possible without some approach such as 9 kHz which allows for the more efficient use of the spectrum. And, of course, the ultimate decision is going to depend upon the decision of the collective input of the countries involved.

We are one country, with one

vote, in a process which includes the votes of a number of countries. So ultimately it's going to be how the greatest number of countries involved in this process see it in their own interests. If they view it as something positive we're probably going to wind up with it, even if we were to decide we're opposed to it and voted against it.

**Q:** Do you have any observations about the effectiveness of broadcasters as proponents of their positions at the Commission?

**A:** In order to make decisions we have to have hard information as much as possible. Rhetoric,

**"If you cry wolf too many times like that, you're going to discredit yourself. So it's important for broadcasters, as well as all the other interest groups before us, to recognize that and act accordingly."**

claims about harm that are never supported by facts, are just not a very effective way of making your case. Obviously, if you cry wolf too many times like that, you're going to discredit yourself. So it's important for broadcasters, as well as all the other interest groups before us, to recognize that and act accordingly.

**Q:** What lessons can be learned from the Commission's upcoming decision on whether to choose a single AM stereo system or to let the marketplace choose from among the five competing systems?

**A:** AM stereo raises a very interesting point that's sort of the flip side of deregulation. The resources available to government are shrinking. The Commission is going to have to be a lot more

efficient in terms of its role in broadcast regulation.

On one hand this means getting out of areas like radio programming because that hasn't served any good purpose. At the same time, there's going to have to be a lessening of traditional involvement in areas where the broadcasting industry has welcomed and, in fact, asked for Commission involvement. AM stereo is a good example of that.

Given that all five systems were minimally acceptable the question has to be asked, "Why should the Commission continue to in-

volve itself because the industry wants the convenience of somebody selecting the system rather than having competition make the decision?" That's the reality decreasing resources are forcing upon us.

**Q:** What do you think is the most vital need at the FCC right now?

**A:** As much as anything else I think the Commission needs to really focus on effective management. With the reduction of resources I've already alluded to, unless the Commission is prepared to undertake not only the streamlining that's going to be necessary, but also more efficient management procedures, such as the use of computers for processing applications, I think we're going to get far behind the eight ball very, very quickly.

## TRADE ASSOCIATION NEWS

### RAB's Alter Goes Cable

Robert Alter, Executive VP of the Radio Advertising Bureau, has resigned to become President of the newly formed Cable Television Advertising Bureau.

### Dooley Resigns FCC To Join NCTA

FCC Chief of Press and News Media Division Ed Dooley, leaves March 3 to join National Cable Television Association as VP for Public Affairs. He's credited with introducing computers to speed outpouring of public announcements and reduce paper output by half a million copies.

### NAB Convention

Radio luncheon speaker at NAB Convention April 14 will be Howard Ruff, syndicated radio commentator and author who specializes in helping consumers cope with hard economic times.

NAB's Grover C. Cobb Award for achievement in government relations will be given posthumously to Bill Carlisle, who died in January after retiring as NAB's VP for Government Affairs.

Broadcasters' Rail Special to Las Vegas leaves Denver on April 11. More information: Contact Washington communications attorney Mike Bader, 202-331-0606.

### NRBA Enters Deregulation Litigation

NRBA has filed in the U.S. Court of Appeals in Washington for leave to intervene in the United Church of Christ's challenge to FCC's radio deregulation.

### NAB Awards Grants

Among 10 research grants given by NAB is one to Robert Gwyn and Loy Singleton of the University of North Carolina on the impact of cable TV on small market radio operations. The University of Tennessee's Jack Haskins will study the bad/good content of radio and TV news.

# SOMETHING IS HAPPENING TO "CHERIE"!

WFIL add	KQ94 on
WIFI on	WJDX add
KFI on	G100 add
KUPD on	BJ105 on
WOLF add	WBBQ 26-21
WHFM on	WGH on
WFLY on	WVIC on
WAQY add	KIOY 35-33
KRBE add	KNBQ on
KHFI add	KTAC add
KBFM 30-26	KCPX 40-37
KWIC 35-33	WFBG add
WTIX add	WVOL on
KEEL add	KKRC add



## "Ch Ch Cherie" THE JOHNNY AVERAGE BAND

Featuring Nikki Wills

Produced by Griff McRee and Mick Hodgkinson



Bearsville Records  
Manufactured and Distributed by Warner Bros. Records

# There Are So Many Ways To Say "I Love You":

96KX 23-19	Y103 36-31	WIGY deb 17
WCAO add	BJ105 on	14WK on
JB105 31-28	92Q on	WCIR on
KEARTH add	WSKZ add	95XIL 31-26
KJR add	WOKI add	WHHY deb 28
KPLZ 22-17	WCSC on	Z102 28-25
WAEB deb 30	WGH 11-7	95SGF add
Q106 18-15	WQRK 29-22	WFOX 21-21
WKBO add 30	WRVQ 24-23	WCGQ 29-23
K104 30-29	WVLK on	WISE on
14Q on	WGRD add	WANS-FM on
WKEE 40-37	KIOA on	WXLK deb 25
V100 on	KWEN deb 28	FM99 deb 35
WPST 33-30	KRAV deb 23	WKXY on
WLCY deb 30	KEYN-FM 29-26	KILE add 40
KSRR 32-23	WISM on	KKXL add
KRBE 26-21	Z104 add	KKLS 29-27
KHFI deb 27	KEZR deb 27	WRKR 35-27
KBFM add	KKXX deb 31	WTRU add 29
KWIC 25-23	KNBQ on	KENI on
WTIX add	KTAC deb 30	KCBN 40-37
KXX106 add	KSPZ add 29	KQDI deb 27
WERC add	KYSN deb 24	KBOZ add
WSGN 25-21	KCPX 27-22	KOOK on
WAAY deb 30	KMJK deb 27	KRLC add
WAXY 26-25	KLUC deb 26	KYYA add
	KTKT 22-19	



## "I Love You" CLIMAX BLUES BAND

Produced by John Ryan for Chicago Kid Productions





## Metromedia's Earnings, Revenues Set Year-End, Fourth Quarter Records

Metromedia Inc. reported that 1980 earnings jumped 31.4 percent to a record \$54.8 million, up from \$41.7 million in 1979. 1980 revenues for the firm rose 9 percent to \$453.9 million, up from \$416.7 million in the year-previous.

Fourth quarter earnings for the firm likewise reached record heights, rising 20 percent to \$19.2 million, up from \$16 million in the analogous period of 1979, while fourth quarter revenues swelled almost 8 percent to \$148.6 million, up from \$137.9 million in the fourth quarter of 1979.

Metromedia Chairman/President **John Kluge** attributed the increase to the performance of the firm's broadcast division, which saw fourth quarter earnings climb six percent upon 23 percent higher revenues. 1980 operating income for the firm's broadcast division leaped 23 percent to \$70.9 million, up from \$57.7 million in 1979, upon revenues of \$226.7 million.

## NYC's Stations Face Fiscal Responsibility

New York City's broadcast holdings, radio stations **WNYC-AM** and **WNYC-FM** and television station **WNYC-TV**, will be forced to pay their own way by mid-1983. Ownership of the facilities, which cost the city \$1.4 million to operate last year, has long been controversial given the Big Apple's financial difficulties — especially in light of the stations' relatively small audiences. In a city of almost seven million people, the AM outlet draws only 6,500 listeners (average age 60) and the FM averages about 15,000 (average age 50).

While federal grants and private contributions make up the remainder of the stations' current funding, the city hopes that private contributors will assume the bulk of the costs in the

future. However, several critics believe that New York should divest itself of its holdings (valued at between \$6-10 million) entirely as a means of generating extra, needed revenues.

### Mini Print Calculator



The "Logos 9" is the world's smallest print/display calculator, according to its manufacturer, the Tarrytown, NY-based **Oilvetti** firm.

## 25 TOP JOCKS

### Drake-Chenault Trumpets "Talent Search" Winners

Drake-Chenault has announced the winners of its recent "Talent Search," which sought to determine the top five air personalities in each of five categories to be featured on a special promotional album (R&R 10-31-80). This "Talent Search" album will be available free to interested stations worldwide from the Drake-Chenault organization. The winners (may we have the envelope please)

are:  
Contemporary Hit Radio: **Willy B**, WBSB/Baltimore; **Jonathon Brandmeier**, WOKY/Milwaukee (now at KZZP/Phoenix); **The Greaseman**, WAPE/Jacksonville; **Randy Miller**, WXXO/Pittsburgh; and **Jonathan Doll**, WIZD/Ft. Pierce, FL.

Pop/Adult: **Adele**, WRJZ/Knoxville; **C.J. and Buzz**, WCSC/Charleston; **Gerry Cipolla**, WKAP/Allentown, PA;

**Kevin McCormick**, WLTE/Oklahoma City; and **Spike O'Dell**, KSTT/Davenport.

Album Oriented Rock: **Barry Grant**, WMAD/Madison; **Linda McInnes**, KLOS/Los Angeles; **Mark Nakada**, WKIO/Champaign, IL; **Dave Scott**, KZOM/Beaumont; and **Howard Stern**, WWWW/Detroit.

Country: **Dennis Conrad**, KLIX/Twin Falls, ID; **Walt Jackson**, WMPN/Memphis; **Don Keith**, WJRB/Nashville; **Ken Shepherd**, KWKH/Shreveport; and **Dan Taylor**, WHN/New York.

Open Category: **Vinnie Brown**, WOL/Washington, DC (Black); **Scott Carpenter**, WBSB/Baltimore (Talk); **Bruce "Boss Groover" Gregory**, WALN/Lehigh Valley, PA (Oldies); **Creigh Yarbrough**, WIKS/Indianapolis (News); and **Bruce Erik Smallwood**, WIKS/Indianapolis (News).

Stations interested in receiving the "Talent Search" album are required to mail their requests upon their station letterhead in care of **Bobby Rich** to Drake-Chenault at 8399 Topanga Canyon Blvd., Canoga Park, CA 91304.



You can program sound effects, music, or even your own voice on this Ohio Scientific computer. All you need is the BASIC knowledge. The unit is priced at \$479 and is capable of storing up to 64,000 bits of information in its on-line memory. Disks are available as well. For further information contact Ohio Scientific at 1333 Chillicothe Road, Aurora, OH 44202.

## RIAA Anti-Piracy Seizures Top \$55 Million In 1980

The Recording Industry Association of America has reported that its Anti-Piracy Intelligence Unit, working in conjunction with the FBI and local law enforcement agencies, confiscated over \$55 million in illegal record counterfeiting and tape duplicating equipment; counterfeit and pirate LP's, eight-tracks, and cassettes; and related materials in 1980. More than 85,000 albums, over 75,000 pirated eight-tracks and cassettes, and over 700,000 illegal labels were seized in the raids.

## Licensed Merchandise On The Rise

Retail sales of licensed merchandise jumped 22 percent to \$9.9 billion in 1980, according to estimates from the Scottsdale, AZ-based **Licensing Letter** publication. Based upon the results of its annual survey, the periodical predicts a 35 percent sales increase to more than \$13 billion in 1981 with royalties for licensors and agents topping \$750 million, up from last year's \$532 million.

Apparel and accessories accounted for 30 percent of 1980's sales, while toys (25 percent) and publishing/stationery/greeting cards (15 percent) were the second and third largest market segments.

## Harte-Hanks Reports '80 Profits Increase

Harte-Hanks Communications announced that 1980 net profits climbed 17 percent to \$22.7 million, up from \$19.4 million in the year-previous, while revenues rose 24 percent to \$303.7 million, up from \$244.7 million in 1979.

Fourth quarter net earnings for the firm increased 14 percent to \$7.4 million, up from \$6.5 million in the equivalent period of 1979. Fourth quarter revenues swelled 20 percent to \$85.3 million.

## Country Music Fans Chews Their Favorites

Observing the close relationship between consumers of chewing tobacco and country music, **Lorillard** (manufacturers of "Beech-Nut" chewing tobacco) has made available via mail-in coupon 10 albums from such country mainstays as **Willie Nelson**, **Tammy Wynette**, and **Roy Clark**. The coupons are obtained by purchasing the "Beech-Nut" brand with the LP's available at point-of-purchase.



**SALES PERFORMANCE SYSTEM**  
(IF YOU'RE IN IT FOR THE MONEY...)

## Ongoing Sales Training System Introduced

The "Sales Performance System" (SPS) is an ongoing (three-year) program developed by **TM Companies** co-founder **Jim Long**, former **TM Productions** GM **Jerry Atchley**, and an advisory board that includes such broadcast notables as **Dick Harris**, **Dick Chapin**, **Pete Schulte**, **Kerby Confer**, **Howard Frederick**, **Ron Blue**, **Arthur Carlson**, and **Ken Greenwood**, Dean of the Radio and Television faculty at the **University of Tulsa**. Five years in the development, SPS is designed to provide a consistent radio sales training program and increase station billings.

SPS is available to all stations regardless of market size and consists of eight sales modules ranging from the recruiting of sales applicants and "how-to" sales strategies, to sales management training and various sales seminar techniques. These modules are composed of charts, videotapes, audio cassettes, and related classroom materials, and are updated continually. For further information, contact **Jim Long** or **Jerry Atchley** at **FirstCom Broadcast Services** at Two Oaks Plaza, Suite 2215, 6730 LBJ Freeway, Dallas, TX 75240, (214) 934-2222.

# WESTWOOD ONE SALUTES

One of over 1500 Great Radio Stations carrying Westwood One programs.

Programs like: The Dr. Demento Show, Off The Record with Mary Turner, Off The Record Specials, Live From Gilley's, The Concert of the Month, The Rock Years: Portrait of an Era, The Great American Radio Show, Daybook, Spaces and Places, Ace and Friends, Star Trak, Special Edition, Shootin' the Breeze, Tellin' It Like It Was.

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AMERICA'S NUMBER ONE PRODUCER OF NATIONALLY SPONSORED RADIO PROGRAMS

# PICK THE KEY ELEMENTS FOR SUCCESSFUL PROGRAMMING **EARTH, WIND AND FIRE**



## **"And Love Goes On"**

THE LOVE IS GOING ON THESE STATIONS:

**WTIX add**  
**WERC add**  
**WOHO add**  
**WFIL 29-26**  
**WCAO 24-22**  
**WROR 24-23**  
**WXKS-FM 30-18**  
**PRO-FM 21-19**  
**JB105 30-27**  
**WGCL 27-26**  
**KIIS-FM deb 29**  
**KFRC 38**  
**KJR deb 28**  
**KPLZ 26-25**  
**KC101 28-25**

**WHYN 18-16**  
**KSET-FM 24-21**  
**KINT 32-29**  
**KEEL deb 33**  
**WJDX 22-20**  
**G100 25-21**  
**BJ105 deb 39**  
**CK101 20-18**  
**WSEZ 28-25**  
**WQRK 30-28**  
**WGRD 28-24**  
**Z104 deb 30**  
**WHOT 24-22**  
**KIOY 28-27**  
**KTAC 29-28**

**KCPX 33-30**  
**KENO 27-22**  
**WTSN 15-10**  
**WCKX on**  
**WAEB on**  
**K104 on**  
**14Q on**  
**WAAY on**  
**WGH on**  
**WGUY on**  
**95XIL on**  
**WXLK on**  
**KENI on**  
**KQDI on**



Produced by Maurice White for Kalimba Productions





## Syndicators

### Wall Street Journal Report

The "Wall Street Journal Report" radio program has been chosen by **Rolls-Royce Motors Inc.** to introduce its new line of "Silver Spirit" and "Silver Spur" model cars. The four-week ad schedule begins April 6, with the "Wall Street Journal Report" as Rolls-Royce's exclusive broadcast medium.

### Drake-Chenault



**Bob Laurence** has been added to the firm's National Programming staff. Most recently National Program Director for **Mariner Communications**. Laurence's previous radio experience includes stints with various stations in the Washington, DC-Baltimore area.

### N.K.R. Productions

The newly-created firm distributed the 1981 Grammy Awards show to 62 radio stations across the country. The program was simulcast in stereo via **Wold Communications**'s satellite facilities.

### Westwood One

**Ann Lambert** has been named administrative assistant, **Cleo Kaplan** has been upped to Production Services Manager, and **Steve Rosenthal** has joined as Director of Artist Relations for the **Westwood One** firm. Lambert most recently held the post of National Programming Coordinator with **Century Broadcasting**.

### Professional Rodeo Network

The "Great American Cowboy" is the debut offering from the newly-formed **Professional Radio Network**. Available for national syndication on a market-exclusive, barter basis, the 2½-minute daily program is hosted by **Bobby Tallman** and contains features, commentary, and interviews with cowboys working the **Professional Rodeo Cowboys Association** circuit. **Wrangler** jeans has already signed on as a network sponsor with 30-second local spots available as well. More than 50 stations have already agreed to carry the program.

### Ragamuffin Productions

"Country U.S.A.," a 24-hour radio special will be available from **Ragamuffin Productions** in March. Hosted by **Lance LeGault**, the program is the first entry into the radio syndication field for the Marina Del Rey, CA-based firm, best known for its co-production of "The Jeffersons" TV series.

The market-exclusive program, produced by **Jerry Vincent**, allows 10 minutes for commercials per hour and consists of all number one country songs.

## Sales

### NRBA Survey Reports 87% Of Stations Trade-Out

Fully 87 percent of the 1800 radio stations recently surveyed by the **National Radio Broadcasters Association (NRBA)** claimed they engage in trade and barter sales arrangements. The NRBA estimates that the dollar volume of trades mushroomed from \$5 million in 1970 to \$150 million in 1980. This 300 percent increase was attributed to the rising cost of doing business, brought on by inflation and high money costs.

Among the survey's findings were that most stations (62 percent) restrict the amount of trade to less than five percent of their gross billings with another 17 percent of the stations keeping trade to 10 percent or less of their billings. While larger stations are the most likely to engage in trades, the vast majority (93 percent) of stations reported they restricted their trade arrangements to one-for-one deals.

The most frequently traded items, according to the survey, were promotion materials, such as cars, gasoline, concert and sports tickets, trips, and merchandise used for prizes. Second in popularity were exchanges for services, including electrical work, printing, and construction. A number of broadcasters also noted they used trades to collect on unpaid bills.

## Nets



**Morrie Trumble** has been appointed Director of Programs for the **NBC Radio Network**, **John McGhan** has been elevated to Director of Programs for the **Source**, and **Joan Voukides** has been named Director of Advertising and Promotion for **NBC Network Radio**. Trumble had most recently been Director of Sports Programming for the net, while McGhan comes to his new post from the **Source** Production Coordinator position, and Voukides most recently served as Manager of Advertising and Promotion for the net.

In a related development, **Dan Forth** has been named Director of Affiliate Relations for the **Source**, **Meredith Woodyard** has been upped to Director of Affiliate Relations for the **NBC Radio Network**, and **Steve White** has been promoted to Director of Affiliate Services for **NBC Network Radio**, as the net reorganizes its affiliate relations activities. Forth most recently served as Regional Manager for the **Source**, Woodyard as Manager of Affiliate Development for the **NBC Radio Network**, and White as Regional Manager for **NBC Radio's** Affiliate Relations Department.



**NETWORK DIRECTORS, AFFILIATES BOARD GATHER** — The **RKO Radio Network** Directors met with the current **RKO Affiliate Board** in Florida recently. Pictured are (bottom row, l-r) **WZUE/Harrisburg's** **Chuck Larsen**, **RKO's** Programming Director **Jo Interrante** and VP/GM **Thomas Burchill**, **WOKY/Milwaukee's** **Bill Jaeger**, and **RKO Creative Services Director** **Pamala Hamilton**; (second row, l-r) **RKO Affiliate Services Managers** **Thom Gatewood** and **Peter Marcus**, and **RKO Affiliate Services Director** **Ken Harris**; (top row, l-r) **Outlet Broadcasting's** **Dick Rakovan**, **WCSC/Charleston's** **C.J. Jones**, **WFYR/Chicago's** **Jim Barker**, and **WRVQ/Richmond's** **Phil Goldman**. Affiliate Board Members missing from photo are: **KHFI/Austin's** **Dick Oppenheimer**, **KPLZ/Seattle's** **Todd Blitts**, and **KFRC/San Francisco's** **Pat Norman**.



**Robert VanDerheyden** has been appointed to the newly-created Director of Program Services post for the **CBS-owned FM stations**. Most recently PD at **WCBS-FM/New York**, **VanDerheyden's** previous radio experience includes serving as Program Manager for **WHN/New York** and **WGBS/Miami**.



The average weekly audience for public radio increased 8.1 percent from spring 1979 to spring 1980, according to **Arbitron** national radio survey figures compiled by the **CPB**. Analysts for the **CPB** attributed this growth to **NPR's** "Morning Edition"

and "All Things Considered" programs, as time periods during which these two shows are generally aired showed higher than average increases, with weekday 6-10am ratings up 13.9 percent and weekdays 3-7pm ratings up 13.5 percent.

## People

### New York

**Dianne De Armond** has been elevated to Vice President of Promotion for **Viacom Radio**. She most recently served as National Promotion Director for the firm.

**Roy Deutschman** has been upped to Sales Manager for **WPLJ** from his previous post as an account exec. Prior to joining **WPLJ**, Deutschman held account exec posts with New York City stations **WPIX-FM** and **WXLO**.

### Secaucus, NJ

**Victoria Callahan** has been promoted to Vice President for **Metro-media Radio**. A 15-year veteran of the company, Callahan began her career as a Sales Assistant with **Metro Radio Sales**, most recently serving as Director of Administration for the New Jersey-based firm.

### Lincoln, NE

**R. David Graupner** has been promoted to General Manager at **KBHL-FM**. He most recently served as PD for the station.

### Washington, DC

**Barbara Terry** has been named Sales Manager at **WOL-AM**, coming from her account exec post at **WMAL/Washington, DC**, where she had acquired nearly 10 years experience in radio sales.

### San Diego

**David Pearlman** has been named General Sales Manager for **KJQY**, coming from his previous post as Sales Manager for **KFWB/Los Angeles**.

### Birmingham, AL

**Berkley Fraser** has been named Vice President/General Manager at **WYDE**. Fraser is a 17-year veteran of the radio industry.

### Los Angeles

**Kyle Ermolan** has been promoted to General Sales Manager at **KWST**. Ermolan had been an account exec with the station for the past five years.

## Reps



BLAIR RADIO

The rep will be presenting a special eight-minute audio-visual show touting its **Blair Wired State Network's** ability to sell its 16 state radio network clients to ad agencies in the Midwest and on the West Coast in the near future. A special 12-page brochure on the subject has also been developed by the rep.



**Deborah Huckeba** has been promoted to Southeast Region Sales Manager for the rep from her previous post as account exec for that region.

**Hal Eisenberg** will succeed Huckeba, coming from a media consultant position with **WQUD/Memphis**.

The rep has also announced the acquisition of **KTFX/Tulsa** as a client.



McGAVREN  
GUILD RADIO

The rep recently announced the opening of its thirteenth sales office. **Fran Sharp**, most recently an account exec for **KEEY-AM-FM**, will head the operation, located at 625 2nd Avenue South, Minneapolis, MN 55402, (612) 333-8717.

Additionally, **WQXR-FM/New York** has announced its affiliation with the rep.

JACK BRUCE · BILL LORDAN  
**Robin Trower**



**B.L.T.**

It's the perfect combination. Robin Trower dishes up the most incredible, sizzling guitar work of his career. Jack Bruce, formerly of Cream, lends a whole new dimension with his explosive bass and vocals. And Bill Lordan adds a dynamic dash of drums to this power trio.

They're "B.L.T."

Tasty. Fresh. Something you can sink your teeth into.



**Chrysalis**  
Records and Tapes  
The album CHR 1324  
Produced by Robin Trower

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**THE  
ROCK  
YEARS**

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**PORTRAIT OF AN ERA**

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**WESTWOOD ONE ANNOUNCES** It's available now, the most exciting radio special ever produced, *The Rock Years: Portrait of an Era*. And the immediate response has been phenomenal. Already, stations like KMET, WNEW-FM, WMET, KZEW and WCOZ-FM have obtained exclusive rights to this programming/sales/promotion package for their markets.

**THE CONCEPT** *The Rock Years* is an exciting 48-hour, year-by-year review of the most significant albums and cultural events of the past 16 years, 1965 to 1980. It's an AOR music special (up to 70% of each hour is music) with a new twist: *The Rock Years* is the most flexible special ever produced. Each year is covered in a self-contained, three-hour block. So the program can either be run as a continuous week-end spectacular, or stripped in any multiple of three-hour blocks.

**THE ARTISTS** *The Rock Years* features the most significant groups from the perspective of the past and today. The artists speak through both their music and their words in exclusive interviews: Mick Jagger, Graham Nash, John Entwistle, Gregg Allman, Grace Slick, Paul Kantner, Jerry Garcia, David Lee Roth, Dave Mason, Carlos Santana, Ted Nugent, Bob Seger, Jack Bruce, Stevie Nicks, David Bowie, Ann Wilson, and all the rest.

**THE MUSIC** The core of *The Rock Years* is music: the most important tracks from the most important albums of each year. *The Rock Years* is informative, but most important, it's entertaining: 48 hours of the greatest music of the past 16 years. And it sounds better than ever, through the use of original studio master tapes supplied by artists and record companies, special half-speed master discs and high-quality import pressings for greater dynamic range and decreased surface noise.

**THE ROCK CULTURE** *The Rock Years* deals with more than music. It's also the story of all the changes we've gone through: changing lifestyles, the drug revolution, the sexual revolution. And it's the story of the great events that shaped a new generation: Monterey Pop, Woodstock, Altamont, The War, Watergate. Each year, *The Rock Years* features an in-depth, produced, mini-study of one important issue; things like: Beatlemania, The Great Festivals, Flower Power, The Struggle For Women's Rights, and Pot Politics/The Battle Over Legalization.

**THE PEOPLE** *The Rock Years* is the product of one of the most impressive collaborations in the history of rock radio. It comes to you from Westwood One, the country's #1 producer of national radio programs and specials like: *Off The Record* with Mary Turner, *The Great American Radio Show* with Jeff Geld, *Spaces & Places* and *Dr. Demento*. The entire project has been created by Bert Kleinman (producer of *The History of Rock and Roll*, *Album Greats/A History of Album Rock* and *Profiles in Rock*) and consultant Jeff Pollack, widely recognized as one of the nation's leading programmers. Executive Producer is Norm Pattiz. *The Rock Years* is hosted by KMET veteran air personality David Perry. Production has been created by Ron Harris whose credits include: *Album Greats*, *Profiles in Rock* and national spot campaigns for such groups as Fleetwood Mac, Devo, Paul Simon and Rod Stewart.

**THE TOTAL PACKAGE** *The Rock Years* is more than a music special. It's designed as a programming/sales/promotion package *by* professionals, *for* professionals. Properly scheduled, *The Rock Years* can be the center of a major station promotion. Along with the show, you'll get a wide range of promotional tools: live promos, recorded promos, ad ideas, contest ideas, merchandising ideas and more. And *The Rock Years*, properly marketed, can produce a major increase in sales and profits, with 10 minutes per hour available for local sponsors.

**THE BOTTOM LINE** *The Rock Years* can be a major event for your station, an important tool to boost audience and sales. So to lock up exclusivity for your market, call Westwood One today at (213) 204-5000.

**WESTWOOD  
ONE**

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## Mammoth Musical Reference Book Available

**Carlton's Complete Reference Book Of Music**, written by veteran music industry executive **Joe Carlton**, is a huge (700-plus pages) 8½"x11" hardcover volume containing a virtual storehouse of information. Basically, the book divides into six sections: the 10,000 best-known American songs from 1780 to 1980, listed alphabetically with complete composer/author credits; a list of America's 1200 best-known pop, country, rock, soul, gospel, blues, jazz, theatre, and film music composers/lyricists along with their

principal works, ages, and nationalities; and a list of over 2000 of the best-known classical composers and their principal works. This latter section includes modern (post-1900) classical composers as well.

The book also contains a list of the **Academy Award** (Oscar) nominees and winners for best song and best score from 1934-80, **American Theatre Award** (Tony) winners in music-related categories from 1949-80, and major **NARAS** (Grammy) award winners from 1958-80.

Of particular interest are the book's illustrated dictionary of popular and classical music, which includes over 4000 definitions with a pronunciation guide, and its concise encyclopedia of the elements of music.

**Carlton's Complete Reference Book Of Music** is available for \$40 from **Carlton Publications Inc.**, a recently-formed firm engaged in the marketing of music trade publications, songbooks, sheet music, and music teaching materials. The firm is located at 10949 Fruitland Drive, Studio City, CA 91604, (213) 769-9172.

### Freiser Named Dir./Mktg. Administration At A&M

**Manny Freiser** has been appointed Director of Marketing Administration for **A&M Records**. Freiser formerly served as Executive Assistant to A&M President **Gil Friesen**.

In his new post, Freiser will have overall responsibility for the administration and coordination of the Sales and Promotion departments, with particular emphasis on field activities.



Manny Freiser

### Braun, Coury & Fink Elected To RIAA Board Of Directors

**David Braun**, **Al Coury**, and **Mort Fink** have been voted to posts on the **Recording Industry Association of America** (RIAA) Board of Directors. Braun currently serves as President of **PolyGram Record Operations** (USA), having spent 26 years practicing entertainment law. Coury has been President of **RSO Records** since 1976, following 17 years with **Capitol Records** in the promotion and A&R departments. Fink, currently President of **Warner Home Video**, previously served as Sr. VP and Director at **Sony Corp. of America** and as VP/GM of Sony's Video Products Division.

## Pro:Motions

### Gross Upped To West Coast Merchandising Mgr. At RCA

**Barry Gross** has been promoted to Manager of Merchandising/West Coast for **RCA Records**. Prior to joining RCA as Manager of Product Management in 1980, Gross had been a Product Manager at **Warner Bros. Records** for two years, having previously spent two years with **Lifesong Records** in sales and promotion positions. He began his music industry career as a promotion rep with **ABC Records** in 1968.

### Napoliello Named To Nat'l AOR Promo Post At Pavillion

**Peter Napoliello** has been promoted to the National AOR Promotion position at **Pavillion Records**. He has been with the CBS-distributed label for the past year and a half.

### Menziozi Upped To Nat'l Mktg. Mgr. At Magnavox Consumer Electronics

**Al Menozzi** has been elevated to National Marketing Manager of Audio Products at **Magnavox Consumer Electronics**. A four-year veteran of the firm, Menozzi most recently served as Marketing Manager of Audio Products.

### Brown, Massie Named To PolyGram Country Regional Promo Posts

**John Brown** and **Steve Massie** have been appointed Western Regional Country Promotion Manager and Midwest Regional Country Promotion Manager, respectively, at **PolyGram Records**. Brown most recently served as a radio and merchandising consultant to **Warner/Viva Records** and **Casablanca West**, having previously been Marketing Director at **MCA's** Country Division, Sales Manager for **Hickory Records**, and Promotion Director for **Acuff-Rose Publications**. He will be based in Los Angeles.

Massie, most recently a promotion rep for **RCA Records**, formerly served in promotion positions at **RSO** and **Phonogram/Mercury Records**. He will be based in Chicago.

### Olinick Named Division VP/Business Affairs At RCA

**Martin Olinick** has been promoted to Division Vice President of Business Affairs, West Coast at **RCA Records**. A 10-year veteran of the firm, Olinick most recently served as Director of Business Affairs, West Coast, a position he had held since 1975. Prior to his joining RCA, Olinick was House Counsel and Manager of International Operations for **Roulette Records**.



Martin Olinick

### Littlefield Named Assoc. Dir./Nashville Ops For ASCAP

**Merlin Littlefield** has been appointed Associate Director of Nashville Operations for the **American Society of Composers, Authors and Publishers** (ASCAP). Most recently associated with **Southern Music Publishers**, Littlefield had been employed at ASCAP from 1975 to 1979. He began his music industry career in 1967 with promotion positions at **Capitol** and **Capricorn Records**.

### VCI Sets Promo & Merchandising Dept.

**Video Communications Inc.** (VCI) has announced the creation of a full-service merchandising and promotion department to be headed by VCI Executive Vice President **Robert Blair**. **Barbara Chinsky** will assist Blair in the operation of the department.

### Perlmutter Named Nat'l Sales/Mktg. Dir. For Regency

**Richard Perlmutter** has been appointed National Sales and Marketing Director at **Regency Records**, an MCA-distributed label. He most recently served as Regional Sales Manager for **Time Inc.**

### Riccobono Named Prof. Dir. At Screen Gems Music

**Rick Riccobono** has been named Director of Professional Activities at **Screen Gems/Colgems/EMI Music Inc.** Most recently General Professional Manager for the **Interworld Music Group**, Riccobono also previously served as Professional Manager at **Irving-Almo Music** and **Chappell-Intersong Music** as well as having been Director of Performing Rights for **Broadcast Music Inc. (BMI)**. He will be based at the music publishing firm's Los Angeles offices.

### Fool Circle Mgt. Firm Formed; White Named Mgr. Dir.

**Fool Circle Management** has been established in London with **A&M** recording artists **Nazareth** as its first client. **Jim White**, formerly General Manager of **Mountain Management** as well as **Mountain Records**, has been named Managing Director for the fledgling firm. Fool Circle is located at 35A High Street, Chislehurst, Kent, (01) 468-7084.

### Fox Forms Mgt./Prod. Firms

**Mitchell Fox**, a four-year veteran of **Swan Song Records**, has left the label to form **Annod Productions** and **Mitchell Fox & Co.** The two companies will be involved with the development and production of musical and graphic artists. Mitchell Fox & Co. and Annod Productions will be located at 234 East 77th St., Suite #3A, New York, NY 10021, (212) 472-9888.

### Bee, Alexander Form Multi-Faceted Firm

**Jimmy Bee** and **Morey Alexander** have announced the formation of **Bee/Alexander Productions**, a multi-faceted firm whose activities will include production, promotion, publicity, publishing, management, and concert promotion. Initial act signed to the newly-created company is **Robert Winters & Fall**, currently recording for **Buddah/Arista Records**. Bee's offices are located at 6690 Mission St., Daly City, CA 94104, (415) 994-3157; Alexander can be reached at 1100 Glendon Ave., Los Angeles, CA 90024, (213) 478-9871.

### Diante Named Dir./Creative Services At April-Blackwood

**Denny Diante** has been appointed Director of Creative Services for **April-Blackwood Music Publishing**. Most recently VP/A&R for **RCA/WindSong Records**, Diante previously served as VP/A&R at **United Artists Records** from 1973-77, as well as West Coast Professional Manager for the **Peer-Southern Organization** from 1968-72. Diante has also produced albums by **Maxine Nightingale**, **Paul Anka**, and **Bobby Goldsboro**, among others, and in his new post will be based at the publishing organization's Los Angeles offices.

THIS WEEKEND ON SOUNDTRACK OF THE 60'S

MURRAY THE K presents three hours of 60's HITS from THE EVERLY BROTHERS to THE BEATLES

PLUS

- ★ MICK JAGGER'S Best Aphrodisiac
- ★ SID CAESAR Rends TV
- ★ Great Radio Promotions from the '60s

SOUNDTRACK OF THE 60's is produced each week for radio worldwide by Watermark, makers of AMERICAN TOP 40, AMERICAN COUNTRY COUNTDOWN and THE ROBERT W. MORGAN SPECIAL OF THE WEEK.

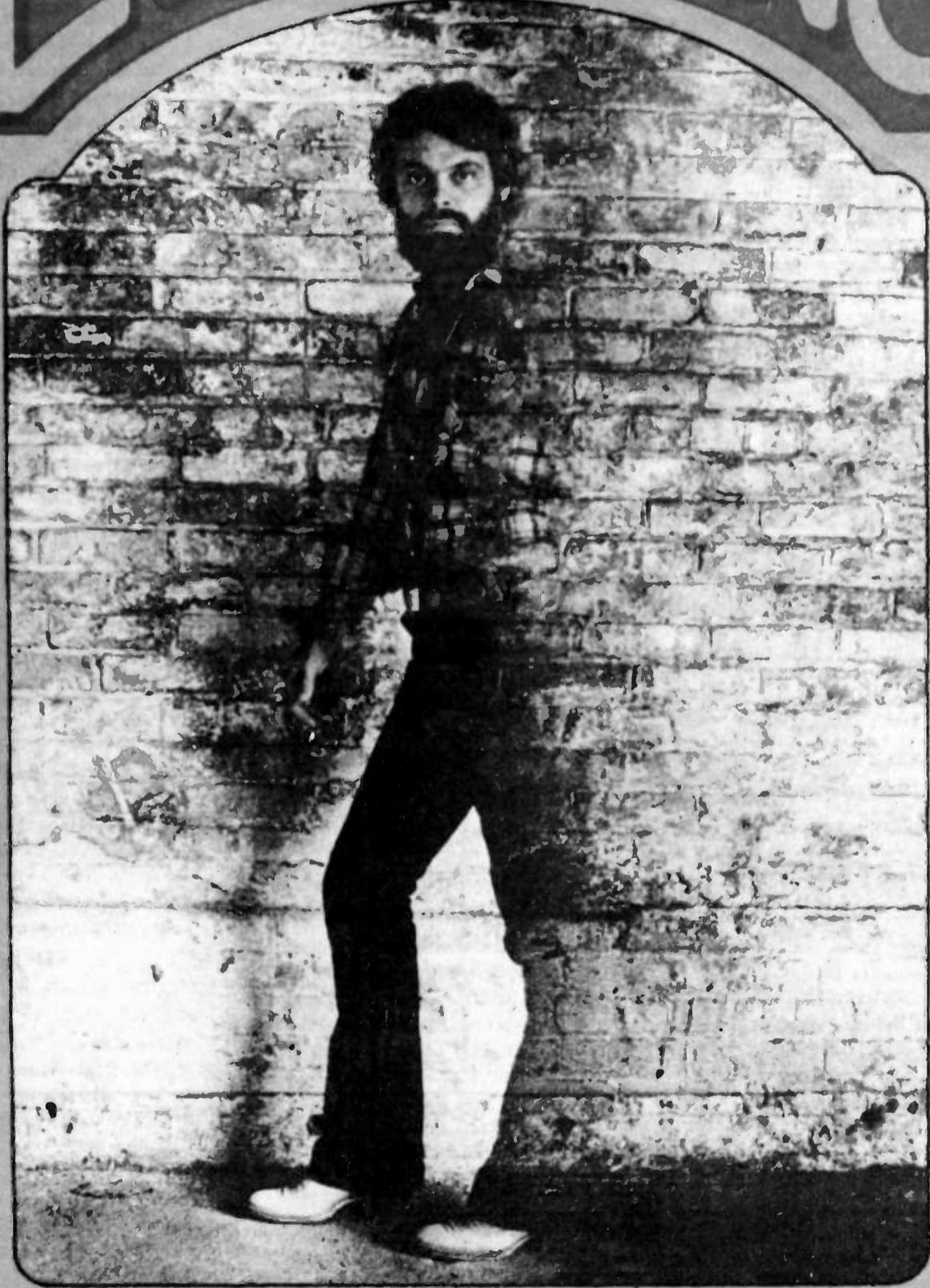


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**"SOMEBODY SEND MY BABY HOME"**

THE DEBUT SINGLE FROM

LENNY  
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FROM THE FORTHCOMING ALBUM

**BREAKTHROUGH**

PRODUCED BY BARRY BECKETT  
A MUSCLE SHOALS SOUND PRODUCTION



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"This could mean topsy-turvy results when the full census data is implemented for the Fall '82 reports."

## Census Update Delayed — Notable Arbitron Implications

Radio broadcasters around the country have recently received an information release from Arbitron regarding the 1980 census data and its use in the Arbitron reports. If you have not closely read this release, please do so. If you have not yet seen it, track it down. Use of the census figures is a key to the estimates produced by Arbitron, and the problems the census is having may have a dramatic effect upon the radio industry.

A number of months ago I wrote about the census hassles and how they might affect broadcasters. I'm sorry to say that according to the Arbitron release — and subsequent discussions with key officials of the firm — *potential* problems are now *real* ones.

### Key Update Not Till '82

The significant adjustment of Arbitron's population estimates — as shown in each market report on page three — usually done the year after the census data is compiled, will be delayed until the fall of 1982. What this means is that formats and stations that would benefit from having the most up-to-date count of demographics and the ethnicity of each market will have to wait an additional year before "reality" is shown in the books. Those formats that do well under the status quo will have one more year before having to cope with increased ethnic penetration in the Arbitron figures.

The root of the problem is that the firm which supplies population estimates to Arbitron, Market Statistics, Inc., needs the complete census data before it can massage the data and send the population estimates to Arbitron. However, owing to numerous court challenges and other hindrances, Arbitron says, "only limited data will be available for MSI to use in their projections," which will first

*"Will stations that have prospered when minorities were underrepresented in the MSI updates suffer under the final census figures."*

show up in your Fall '81 reports. There will be some update impact in the data base for the books this fall and through the rest of '82, until the full update has been implemented for the books beginning with the Fall '82 reports. However, the preliminary data that will be used to adjust the Fall '81 cell-by-cell population totals will not include such key items as occupancy rate of households, race, or age of head of household. According to the Arbitron release, MSI "will adjust their most current updated data to arrive at estimates of occupied households by race."

### Interim Updates

The problem with using MSI's "most current updated data" is that it is largely built upon the 1970 census figures. Every fall Arbitron redoes the cell-by-cell population estimates for each market, using the figures supplied by MSI. MSI takes the 1970 census, adjusts the data by looking at birth rates, death rates, migration patterns within the various markets, and so on, and "updates" the information every fall for submission to Arbitron. The new population estimates are then used as the data base for developing ratings estimates for the next

year, until the subsequent fall books show the revised figures.

An example may help illustrate. In the O/N'80 report for a market, the estimated percentage of the 12+ metro population that MSI believes is made up of men 18-24 may be 6%. With the aging of the population, that O/N'81 figure may fall to 4%, perhaps thus making this demographic target a less desirable one. On the other hand, the estimated percentage of the 12+ population that is black may jump from 12% to 17% in a metro. This could mean a more successful future for stations appealing to the ethnic audience.

### Arbitron Unhappy

Since the best MSI will be able to do is show interim population and ethnic adjustments in the books starting this fall, Arbitron is not happy with the state of affairs. Rip Ridgeway, VP of Sales Development for Arbitron Radio, told R&R that "we are very upset about the delay — until Fall '82 — of the inclusion of sex/age and race data that is final." He did say that Arbitron felt it "didn't know a better way to try" to keep up with the demographic and ethnic shifts in the country than relying on interim, preliminary adjustments that will be evidenced in this fall's books.

### Radio Implications

There are two key ingredients in the delayed census-figure/population data base update. One is that markets in growth areas are suffering, and will probably suffer for some extent until the Fall '82 estimates are published. The other major item is that the weighting used by Arbitron to project your audience estimates will be affected by updated population and ethnic impacts. This could

mean topsy-turvy results when the full census data is implemented for the Fall '82 reports.

According to an Arbitron comparison with census data, preliminary census figures appear to show notable underrepresentation of some Sunbelt markets in MSI's population figures. The updates done by the census annually and then prepared by MSI for submission to Arbitron "understated the U.S. population by about 5,000,000, nearly half of which appears to be located in California, Florida and Texas," according to Arbitron. What this means is that some markets in these states have had their population underestimated, thus possibly affecting their market rank. The impact within each market is difficult to determine, but it's possible that in these markets, weighting and subsequent ratings have been thrown off by this undercount.

### Blacks, Hispanics On The Rise

With regard to the weighting problem, let's take a look at one likely impact of the updated census data. Ed Spar, President of MSI, told me that he estimated that the final figures would show that the L.A. metro had an Hispanic 12+ population equal to about 35% of the total metro. In the fall of '79 the Arbitron report showed approximately

## Week In Review

### Giddens, Maloney Depart Arbitron

Two Arbitron Radio sales/marketing people have recently left the ratings firm. Penny Johnson Giddens, Manager of Client Services — the diary review facility in Laurel — is leaving effective Friday (2-27). Ms. Giddens recently returned from a maternity leave but after one month back on the job has decided to return to the home life.

Jack Maloney, who for six weeks served as manager of the Eastern Division Radio Sales office, has resigned. Maloney has taken a position with Viacom.

### Mediatrend Drops Several Markets

Jim Seiler, President of Media Statistics, Inc. tells R&R that "in order to insure the profitability of our monthly Mediatrend service we have withdrawn from some markets where support was thin." Specifically, Mediatrend has pulled out of Cleveland, Milwaukee, and Fresno.

Seiler also told R&R he'd like to make a distinction between his service and that offered by the Birch Report. Where, according to Seiler, Birch surveys all persons 12+ in a home, Mediatrend samples only one respondent. Seiler's firm wants to spread sample through more households, avoiding the "clustering" effect.

16% Hispanic. In the Fall '80 book that figure was shown as increasing to almost 22%. If that number jumps to approximately 35%, ratings projections based on the new figures could be much different than estimates based on a 16% or 22% penetration level.

As with black populations in many metros, Hispanics are on the increase. Do more radio stations thus try to appeal to this booming segment of the population? What does this trend portend for the music industry? Will stations that have prospered when minorities were underrepresented in the MSI updates suffer under the final census figures, and thus be pleased that only an interim adjustment will be reflected in the Fall '81 books? What about the Arbitron techniques used to sample minorities — and what about the increasing impact of Expanded Sample Frame on the estimates in your area? I'll address these issues in detail in future columns, but you should be aware that this census data controversy has significant impact on you and how you make your living.

### Interim Respite Or Restraint

The good news in all this is that MSI and Arbitron will, in the Fall '81 market reports, reflect *some* of the population and ethnic shifts seen in America since 1970. The not-so-good news is that the full story will be delayed a year, until the Fall '82 books. Given your current perspective you may view that additional year as either a respite — giving you more breathing space — or a restraint to bigger numbers and possible profits. At any rate, be prepared for the new reality, coming as it is in two stages rather than the usual one update adjustment. In the meantime, if you have any questions on this topic feel free to call me, or Rip Ridgeway at Arbitron (212-887-1354).

**Jhan  
Hiber**



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WIFI add	KINT 30-26	KGGI on
KRLY 22	WTIX on	KTKT add
Y100 add 25	WJDX add	FM99 deb 32
KRLA 25-18	BJ105 on	KILE add
KIIS-FM deb 24	WBBQ add	KVOL 29-25
KFRC 37-32	KX104 add	KENI add



## FRANKE AND THE KNOCKOUTS

"Sweetheart"

From the LP "FRANKE AND THE KNOCKOUTS"

BXL1-7755



### Already On:

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WCAO add	KX104 add	Q105 add
WGCL add	WSKZ add	WLCY add
KIIS-FM add	WRJZ add	WISE add
WFBR add	WVLK add	KQIZ-FM add 28
WKEE add	WAKX add	KKLS add
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# Shortwave

Continued from Page 1

able to sample the American way of life."

Since the FCC does prohibit domestic shortwave stations, Costello's station will be able to run commercials only for products that are available on the North American continent (outside the U.S.) and Europe, the station's primary coverage area. Costello clarified, "Delta Airlines just bought a schedule on WRNO advertising their new direct flight from New Orleans to Frankfurt, Germany. Now I can sell them a schedule to advertise the return trip from Frankfurt back to New Orleans."

When the new station is not simulcasting WRNO, automated music programming will be used. In the future Costello also plans to air programs in French and Italian. The transmitter and antenna have been ordered and work is being done now on the actual physical plant in preparation for the arrival of the shortwave hardware. The station should be operational by October or November of this year.

Interestingly, this new international development comes at the same time that Radio Moscow has begun broadcasting 4-5 hours daily at 600 on the AM dial via a Cuban relay transmitter, with listeners in a number of Southern states now able to pick up broadcasts formerly accessible only on shortwave.

## WABC

Continued from Page 1

for the lifestyle of the New York morning audience. It may have taken us a while to put this deal together, but now that it is together, it's going to be just dynamite for them and the station as well."

Ross & Wilson began their career together at WJBO/Baton Rouge in 1977, moving to mornings at Z93. WABC's current afternoon man Bob Cruz will leave the station in order to devote his full attention to voice work on the ABC television network.



George Francis

## Francis

Continued from Page 1

WWWE is the greatest opportunity in the country. Half my career I've spent competing against 50 kw clear channel stations and now I am one!" Francis's appointment is effective immediately.

## Barbis

Continued from Page 1

partners in a Los Angeles-based production company with his brother Dino Barbis, has done national promotion for Chrysalis, London, and ABC Records. Barbis told R&R, "I am the happiest I have been in a long time. It will be a real privilege to work for this label and work alongside all the talented people at Warner Brothers."

Barbis's appointment becomes effective March 2.

## Kale

Continued from Page 1

there hasn't been much available for the sales and management side. We're going to do something about that." Kale added that RMC will soon offer consultation on a new demographic exclusivity basis.

## Lander

Continued from Page 1

WCKX on March 2. Chris Cane has been appointed interim Program Director at KGB; he was Lander's assistant. Moving into Lander's vacated morning shift is former 9pm-1am personality Gary Knight.

KGB GM Jim Price wished Lander the best, saying, "This is an offer that John had to accept and I know he will do a great job. Our job now, however, is to continue the winning direction that John set for us."

# October/November '80 Arbitron Shares

## Northeast Pennsylvania (Wilkes Barre-Scranton)

### WARM Stays On Top, WKRZ-FM Debuts Impressively

WARM (PA) came out on top of the first fall survey in the Northeast Pennsylvania area, but slipped 12.9-10.3. WGBI-FM (PA) continued to grow, up 8.2-9.6, just behind WNAK (PA) 9.2-9.8, but the big story was the jump of WKRZ-FM (PA) (formerly WBRE-FM), which shot from the 2.9 recorded under the previous calls to a 7.7 this book. WEZX (A) enjoyed a good book, 5.8-7.5.

Other Wilkes Barre-Scranton stations with a one share or higher were WARD (R) 1.0-1.3, WAZL (PA) 1.4-1.3, WCDL (R) 2.5-2.7, WEJL (PA) 4.2-4.3, WGBI (C) 3.0-2.8, WICK (PA) 3.0-1.6, WILK (PA) 6.0-3.7, WKRZ (O) 2.2-2.4, WQEQ (PA) 3.7-3.3, WVCD (BM) 4.1-3.8, WVDL (R) 2.2-2.5, and WYZZ (BM) 4.4-3.4.

Stations located outside the metro with a one share or higher included WHLM-FM (PA) moving up to 1.3, WQQQ (BM) .8-1.9, WKKW (C) 2.1-1.4, and WZZO (A) 2.0-1.0.

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

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

## Raab

Continued from Page 3

of strengthening its position as a Cleveland powerhouse. Being with Ron Jones and (Malrite National PD) John Chaffee will be a tremendous learning experience as well. WEEP's GM Peter Casella and his predecessor Mike Siegelman gave me the opportunity to succeed in a David vs. Goliath situation; for that I will always be grateful. I am also gratified that my assistant Barry Mardit, who has had a great influence on our success, will succeed me as PD of WEEP."

Mardit, a two-year veteran at WEEP, told R&R whimsically, "I know when a new PD is appointed at a station, most of the time you hear the typical 'I'm looking forward to the challenge' quote. Well, I want to say something nobody else can say. I'm looking forward to being able to drive the WEEP Jeep in my neighborhood."

## WLUP

Continued from Page 3

"I think Rick's sense of humor and direction is pretty much in line with mine," Still told R&R, adding, "I'm excited (about joining Hefel and the Loop) because our radio philosophies are very similar."

Still had been with WIOT for five years, moving up from PD to Station Manager about a year ago. "It was a real pleasure to be involved with the people who work here at WIOT. It's a great organization," concluded Still. WIOT PD Terry Sullivan and MD Lee Randall, in conjunction with the station's sales manager, absorb Still's duties. Rick Harris could not be reached for comment.

## Teeson

Continued from Page 3

station last week, with no PD replacement named at this time. Teeson explained, "We plan to automate locally much of the programming on KLAQ. The drivetimes will continue live, but for economic reasons we want to get KLAQ back in the black. Part of the problem was that KLAQ was a full-service station playing country music. We are not a WMAQ and don't have a great dial position to do that sort of AM programming; therefore we'll lean toward more music."

Teeson worked in Des Moines and Minneapolis radio before joining KLAQ and KPPL in 1977 as a sales rep. He soon became PD at KPPL and was promoted to GM at the station in 1979.

## Akron

### WAKR In Double Digits Again, WAEZ Up, WMMS Still Strong

WAKR (PA) maintained its leadership stance with another double-digit showing, slipping 14.9-13.7. WAEZ (BM) posted its highest share in recent years, 5.9-7.4. WKDD (A) added two, 3.4-5.3; WNIR (T) (formerly WKNT-FM) rose 2.4-3.4; and WSLR (C) remained stable 5.6-5.7. WHLO (N/T) was up 2.2-2.7.

Outside stations with notable showings above a one share were WCLV (CL) showing up at 1.0, WDBN (BM) 5.2-3.4, WDMT (B) 3.0-3.6, WDOK (BM) 3.6-3.5, WGAR (PA) 4.8-4.0, WGCL (R) 5.7-6.3, WJW (PA) 1.4-1.1, WKSW (BM) debuting at 1.2, WMMS (A) 12.3-12.5, WQAL (BM) 3.0-2.2, WWWE (PA) 2.2-2.3, WWWW (A) 2.8-4.7, and WZZP (R) 4.6-5.2.

## Allentown

### WFMZ, WKKW Climb Into Tie For Lead

Continuing a multi-book trend, WFMZ (BM) jumped 7.7-10.8, tying for first with WKKW (C), which rebounded 9.1-10.8. Former market leader WQQQ (BM) slipped two shares, 12.5-10.5. WLEV (PA) also saw a drop, from 11.7-7.7. WZZO (A) went 8.1-8.5, while WAEB (R) moved 9.8-9.1.

Remaining Allentown stations with a one share or better were WEEK (R) 3.1-4.7, WEST (PA) 4.6-5.4, WKAP (R) 3.0-3.6, and WSAN (A) .6-2.4.

Outside stations with a one share or more included KYW (N) 4.6-3.6, WOR (T/PA) 2.0-1.3, WWSH (BM) 1.6-2.1, and WYSP (A) .9-2.0.

## Bailey

Continued from Page 3

what I've always wanted to do but because of formats couldn't do, and that's play the best of new and old contemporary and country music." Bailey began his morning show on WCII Monday morning (2-23).



Bill Bailey signs his new 3-year pact at WCII. Pictured (seated, l-r): WCII GM Frank Seymour, Bailey, and PD Mark Rogers, and Operations Manager Bobby Hatfield (standing).

## Sandusky

Continued from Page 3

but we weren't looking for zeros either. If we would have shown anything at all in the book there probably would have been at least a reprieve."

Tommy Vasocu, GM of K-15 and KDKB-FM, explained, "Neither station (KZAM or K-15) looked particularly good, and we didn't see support coming from the record industry or see modern radio stations happening around the country. We thought we'd really have an opportunity to rally those modern listeners around the station, and that there was a sizable market for that format. The mistake we made was assuming that market was large enough to support the station. We kept hearing the record companies say there wasn't enough new product being played. We were playing it and thought there would be some heavy dollar support, and there was not."

K-15 PD John ("Johnny D") Dixon and another staffer have exited, with part-timer Bobby Ball coordinating taping and automation and Sandusky Program Manager Frank Cody selecting the music. At KZAM, four full-timers and two part-timers will be offered part-time positions while they investigate other job possibilities. KZAM's Sullivan summed up the experiment proudly: "Seattle has just had a year of what the audience that listened to our station would call the best radio they ever heard. We've made a little niche in Seattle radio history. This station will be remembered."

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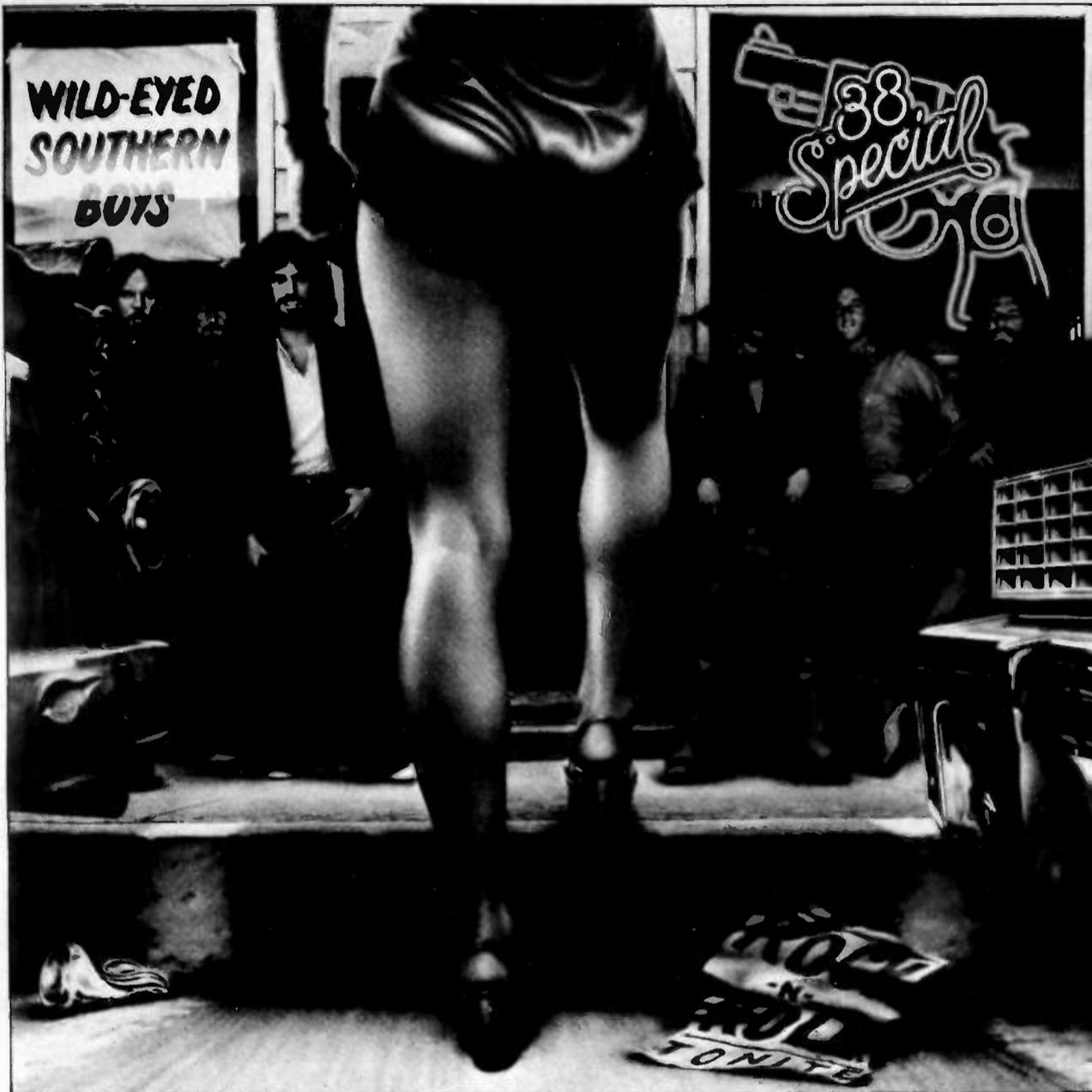


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| WXKS-FM | KWIC    | WOW     | WISE  |
| CKGM    | B97     | KYNO-FM | FM99  |
| KRLY    | KQ94    | KIOY    | WKXY  |
| Z93     | KLAZ    | KIDD    | KSEL  |
| KSLQ    | G100    | KJRB    | KVOL  |
| WGCL    | WAAY    | KTAC    | KENI  |
| KFI     | Y103    | KYSN    | KSly  |
| KIIS-FM | BJ105   | KENO    | KDZA  |
| KSFX    | WBBQ    | KZZP    | KATI  |
| KOPA    | KX104   | KRQ     | KQDI  |
| WFBR    | WAYS    | KHYT    | KBOZ  |
| WICC    | WCSC    | TKTK    | KOOK  |
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# STREET TALK

The annual rumblings that Los Angeles may be getting a **Burkhart/Abrams Superstars** station have surfaced again. However, when you look at FM's in the market with signals strong enough to support the format, the candidates dwindle down to a confusing few.

Less than two weeks after succeeding **Craig Scott** as National PD for **Plough**, **Gary Kines** has been named General Manager for **Plough's WQXM/Tampa**. Apparently the **Plough National PD's** job is a great stepping-stone to management . . . and it appears the job is now open again.

Beginning Monday (3-2), **WWDC-AM/Washington** will drop its Pop/Adult structure for AOR. Exiting the station are PD **Beverly Fox**, morning man **Pat Reilly**, and midday jock **Ron Lewis**. The station will take on the new identity of **DC-101-AM** and simulcast its AOR sister-FM during morning and afternoon drives.

**Nick Anthony** from **WHLO/Akron** has been hired to replace **Bill Coffey** as PD at **WSLR/Akron**. In addition to programming the station, Anthony will do PM drive and **Steve Fullerton**, also from **WHLO**, will do AM drive.

**Steve Kelly**, most recently with **Atlantic Records** in New Orleans, will be the new PD for **KAAY & KLPQ/Little Rock**. Steve will replace **Ray Lincoln**. Steve's radio background includes PD posts at **KEEL/Shreveport** and **WIFI/Philadelphia**.

Rumors around Seattle have **KJR MD Thom Buchanan** exiting the station. Further, **Street Talk** picked up that **Eric Chase**, last at **KFI/Los Angeles**, would be joining the **KJR** lineup.

After almost a decade as PD of Peoria's **WXCL**, **Lee Ranson** has resigned to go into television full time. Lee has been working week-ends on a local Peoria TV outlet. That leaves a choice PD gig open, which will be filled through group PD **Randy Rice** at **WJBO & WFME/Baton Rouge**.

Another programming change in Little Rock, as **KLAZ PD Jeff Freeman** is reportedly out.

**Kevin McCarthy**, PD of **WERC/Birmingham**, has just lost two air personalities, but amazingly enough, he's not upset about it. **Mark Thompson** left for **WSGA/Savannah** and the **Birdman** went to **Gulf-104/Tallahassee**. Kevin wishes them both the best, saying, "Those two are both major air talents for the future and I hope someday we'll all work together again." More PD's should have that kind of attitude when it comes to developing air personalities!

## When You're Hot . . .

They say that radio is red hot, but this may be taking it just a bit too far. **KAAY/Little Rock's** red, white and blue **Funmobile (van)** exploded in flames last week while on a mission for the station. The driver left the vehicle stalled on **I-40**, and when he returned with a mechanic, the engine was in flames, closely followed by a complete vehicle explosion. Thankfully, no one was injured in the flaming mayhem, but the van, valued at more than \$25,000, was a total loss.

## And When You're Not . . .

Carrying loud radios in the city of **Baltimore** is now illegal. That's right . . . the **Baltimore City Council** passed an ordinance last week making it a misdemeanor to play a radio or phonograph loud enough to be heard more than 50 feet away from the source. The possible penalties for this new "audio" crime are fines up to \$25 and a maximum 30-day jail term. Today — radios . . . tomorrow — dancing. Stay alert out there!

**KFJZ-FM/Ft. Worth** has officially changed call letters to **KEGL**. The station's new on air identity is "Eagle 97."

**Jack McKay** has resigned as Assistant PD/MD of **KOPA/Phoenix** and will join **KLUC/Las Vegas** as the new AM drive personality.

**Rip Pelley**, formerly with **Elektra/Asylum**, has become a partner in the **Management West International** firm in Los Angeles. Among its clients are E/A's recording group the **Kings** and **Meadowlark Lemon's "Bucket-eers"** professional basketball team. Rip can be reached at (213) 557-2377.

We have quite an extensive health report in this week's **Street Talk** . . . so, here goes: **KYYX/Seattle** morning man **Terry McDonald** fell over 1500 feet while climbing **Mt. Rainier** and incredibly came away with only a broken arm, some cracked ribs, and a lost tooth! He is now back on the air . . . **KX104/Nashville** PD **Michael St. John** is recuperating at home after surgery for kidney stones. He should be back at the station within three or four weeks . . . And finally in this week's medical roundup, we have **KTAC/Tacoma's** PD **Tom Jeffries**, who came out of a dinner party, completely sober (he says), slipped on the wet lawn in front of his car, and broke his right arm. What we want to know is — if he *was* sober, why did he park his car on a wet lawn? (Just kidding, Tom.)

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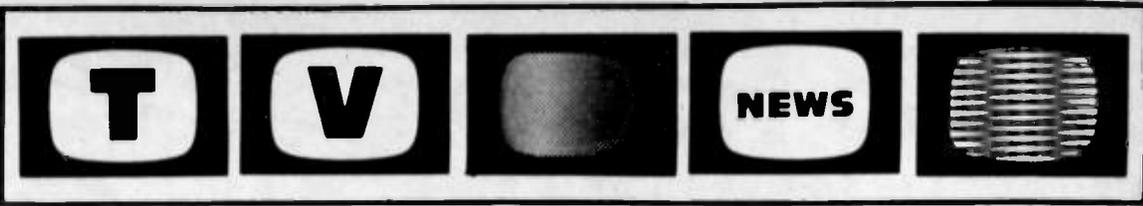
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## "Dallas" Demolishes Competition, CBS Comes Back

ABC's time at the top of the ratings was restricted to a week, as CBS roared back behind a powerful "Dallas" showing to take an easy victory in the Nielsen sweepstakes for the week ending February 22. "Dallas" beat "60 Minutes" by almost 7 ratings points, pacing CBS to a 19.9 average rating and four of the top five placings. ABC was second with 18.3, and NBC was close behind with 17.4. The standings:

- |    |    |                                   |    |    |                             |
|----|----|-----------------------------------|----|----|-----------------------------|
| 1  | 1  | Dallas (CBS)                      | —  | 11 | The Jeffersons (CBS)        |
| 7  | 2  | 60 Minutes (CBS)                  | 17 | 12 | Magnum P.I. (CBS)           |
| 5  | 3  | Little House On The Prairie (NBC) | —  | 13 | Knots Landing (CBS)         |
| 3  | 4  | Dukes Of Hazzard (CBS)            | 8  | 14 | Three's Company (ABC)       |
| 6  | 5  | M*A*S*H (CBS)                     | —  | 15 | Diff'rent Strokes (NBC)     |
| —  | 6  | Angel Dusted (NBC Movie)          | —  | 16 | Alice (CBS)                 |
| 11 | 7  | Love Boat (ABC)                   | 18 | 17 | Laverne & Shirley (ABC)     |
| —  | 8  | The Brady Girls (NBC)             | 19 | 18 | Real People (NBC)           |
| 12 | 9  | Happy Days (ABC)                  | —  | 19 | Archie Bunker's Place (CBS) |
| —  | 10 | Norma Rae (ABC Sunday Movie)      | —  | 20 | One Day At A Time (CBS)     |

"WKRP In Cincinnati" made somewhat of a comeback from recent showings, moving from 49th to 39th last week with a reasonable 18.3 rating.

As you know, your street value quadruples once you've read the GO column, mainly because of all the erudite readers who correspond. Like today . . . C.J. Bronson has furnished us with a KNBR listener-created list of what you should eat during your lunch hour if you had a certain occupation.

- For example:
- An electrician would eat light meals.
- A professional worrier would eat stew.
- Santa Claus would munch on Ho Ho's.
- A newsman would have a scoop of something.
- A vampire would drink a Bloody Mary.
- A judo expert eats chops.
- An angry Russian eats red snapper.
- A highway patrolman eats chips.
- A sadomasochist eats beets.
- And a carpenter doesn't eat lunch . . . he just bites his nails! (all together, now . . . ooooh, C.J.!!)

to the same doctor. The Doc was very thorough; he would always wash his hands before touching your wallet!

Murray Shoring of 4BC in Brisbane, Australia said one of his listeners called and identified Feminique as a famous French movie actress!

(Incidentally, Murray once went to the same doctor that Tom Straw, Billy Mander, C. J. Bronson and I went to. Murray said he thought the doctor was a little strange when he told him to *take up smoking* to help him *stop chewing gum!*).

\* \* \* \* \*

Singer Leif Garrett and his pretty sister Dawn Lyn are doing another movie. They first appeared in the 1973 flick of "Walking Tall," starring Joe Don Baker.

Dawn Lyn was telling me about the new flick and asking about my youngest musician son Chris Owens, and I was so taken by her pretty charm I forgot the name of the film. I wonder if that ever happens to Ms. Rona?

\* \* \* \* \*

**SPEAKING OF AGE:** The Gary Owens Healthy Air Personality Foundation has just uncovered this fact: the greatest cause of heart attacks in men over 50 is women under 20!

C.J. was one of the great talents partaking in the "Games People Play" Deejay Talk Off Two. It's been slated for a pair of two-hour specials on NBC-TV very soon.

She also sent me a nifty KNBR license plate T-shirt. (I plan on sharing it with a girl who has bigger bumpers than me.) \* \* \* \* \*

Billy Mander, the fabled music director of FM102 in Sacramento, dropped into the Gary Owens column last week with KMPC's Tom Straw. Billy was originally from L.A., and years ago he and Tom and I all went



**MIDNIGHT MOTELS** — Capitol's Motels guested on "Midnight Special" last month. Pictured (l-r) are program's Executive Producer Burt Sugarman, Motels' Martha Davis, and the L.A. Times's Robert Hilburn, who debuted his new interview segment with Davis on the show.

### Music On TV

"American Bandstand" takes a look backward over the early 80's, 70's, and 60's, and late 50's February 28, covering countless artists who made their mark on the long-running show. Johnny Rivers and the Association guest . . . The Statler Brothers guest on the "Barbara Mandrell" show along with Roy Rogers and Dale Evans March 7 . . . The Plasmatics are on "Tomorrow" March 3 . . . The Marshall Tucker Band appears on "Fridays" March 13 . . . Eddy Raven is on "Hee Haw" the week of February 28.

### Where There's Life, There's Soap

Soap operas have pervaded American society on almost every level, and the latest angle is shirtwear. ABC Merchandising and Florida-based Strawberry Shirtcake are making available "One Life To Live" T-shirts and, even more dramatically, "General Hospital" scrub shirts and bathrobes (inscribed with such messages as "Stolen From General Hospital"). The items are shirt to please soaper fans everywhere.

5

YEARS AGO TODAY

Radio & Records

- ★ **FCC VOTES DOWN EXPERIMENTAL ELIMINATION OF FAIRNESS DOCTRINE** — Chairman Richard Wiley's plan to drop it in large markets voted down 4-3.
- ★ **JACK FITZGERALD NAMED PD AT WQXI/ATLANTA.**
- ★ **GEORGE KLEIN NAMED PD AT WHBQ/MEMPHIS.**
- ★ **BILL HENNES TAKES PROGRAMMING REINS AT WLCY-AM-FM/TAMPA** — Retains PD position at WNDE/Indianapolis as well.
- ★ **NUMBER ONE FIVE YEARS AGO:** "Theme From SWAT" — Rhythm Heritage (ABC)
- ★ **NUMBER ONE COUNTRY:** "Remember Me" — Willie Nelson (Columbia)
- ★ **NUMBER ONE LP:** "Comes Alive" — Peter Frampton (A&M)

## VIDEOSCOPE:

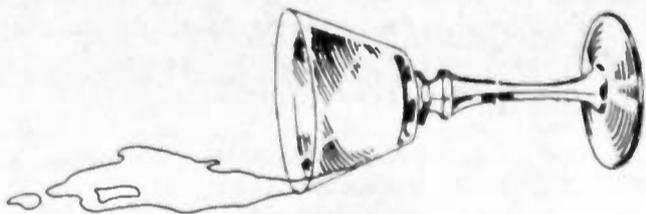
RCA RECORDS, "SELECTAVISION" TEAM TO DEVELOP VIDEODISCS: RCA Records and RCA "SelectaVision" videodiscs have announced plans to jointly develop and produce original musical videodiscs for release on RCA's videodisc system. Artists for the projects will be drawn from the RCA label's roster with specific music videodiscs to be announced . . .

3-D VIDEOCASSETTES: MCA is currently offering videocassettes of classic horror films in 3-D with the first two titles available in the series the ever-popular "Creature From The Black Lagoon" and "It Came From Outer Space." Both films can be purchased in either VHS or Beta formats for \$69.95 each and come complete with four sets of 3-D glasses. Interestingly, rather than making two prints (one blue and one red) and syncing them onto a screen within a fraction of an inch by two projectors, as was the case in the 1950's, MCA simply prints the two colors on the negatives and lets the famous blue and red lenses in the glasses counteract the colors to give the illusion of depth . . .

RIAA SETS GOLD & PLATINUM VIDEO AWARDS: The Recording Industry Association of America (RIAA) has instituted gold and platinum Video Awards, to be given to videocassettes and videodiscs that achieve 25,000 units in net sales (gold) or 50,000 units in net sales (platinum). Videocassettes must have been released after January 1, 1977 and videodiscs after December 1, 1978. Programs are eligible for awards regardless of configuration (i.e., sales of 25,000 Beta videocassettes and 25,000 VHS videocassettes entitles the program to a platinum award) . . .

# Radio Has Joined The Party And These Stations Are Crying For Joy!

## THE ROVERS "Wasn't That A Party"



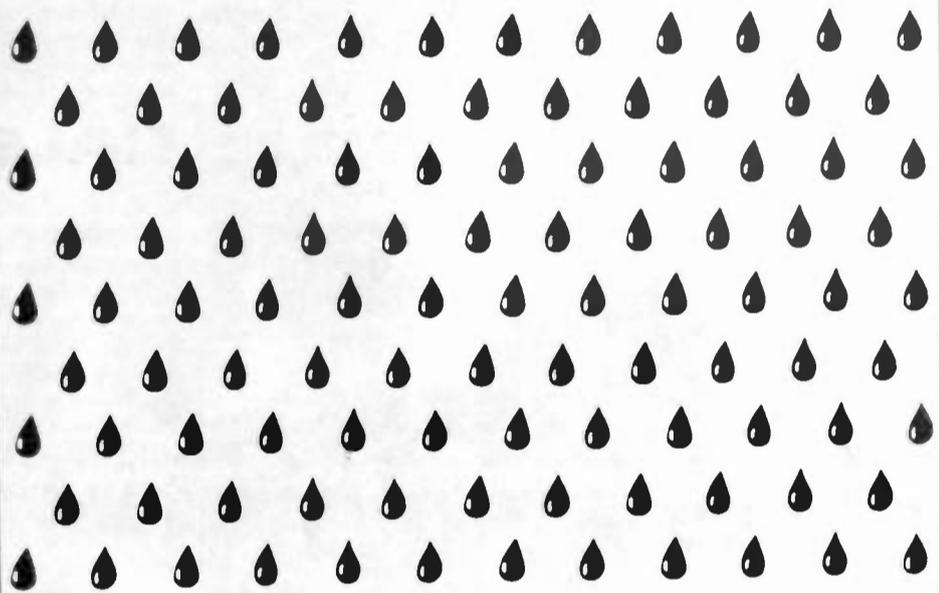
WBEN-FM 21-17  
96KX on  
WRKO add  
CFTR 3  
CKGM 7-5  
CKLW 25-17  
KFI on  
WFBR on  
WOLF 22-19  
WBBF on  
WHFM on  
KI04 I-I  
WKEE deb 40  
WSGN on  
WRJZ on  
WNOX add

WAYS 8-5  
WVIC add  
92X on  
WOHO 30-28  
WLBZ deb 28  
14WK deb 22  
95XIL 23-19  
WISE 19-15  
WXLK add  
KFYR deb 18  
WSPT 29-22  
KENI deb 27  
KATI 35-31  
KBOZ on  
KRLC deb 20

PRODUCED BY JACK RICHARDSON  
FOR J.A.R. PRODUCTIONS  
ON ATTIC RECORDS



## GARLAND JEFFREYS "96 Tears"



KRLA add  
KUPD on  
WOLF on  
WAQY add  
WKEE add  
KRBE add  
KINT deb 39  
KXXI06 on

WOKI on  
KJ100 add  
KIOA add  
KWEN on  
ZI04 add  
KIDD add  
KNBQ on  
KTAC on  
KRQ add 30

WLBZ add  
WIGY add  
WISE add  
FM99 add  
KENI add  
KBOZ on  
KOOK add  
KRLC deb 30

**Be sure to check out the  
Garland Jeffreys interview disc  
contained in this week's issue of R&R.**

PRODUCED BY  
GARLAND JEFFREYS AND BOB CLEARMOUNTAIN  
FOR GHOSTWRITERS, INC.  
EXECUTIVE PRODUCER: DICK WINGATE





**HIGH FLYING** — KS95-FM helped to celebrate "Minnesota Yellow Ribbon Day" at the state's Capitol Building. The brave passengers of the hot air balloon were Minnesota Governor Al Quie and his wife Gretchen.



**GOING BANANAS** — WTK/Baltimore recently hosted a movie premiere party for Clint Eastwood's latest film "Any Which Way You Can." Listeners received tickets, stuffed monkeys (all named Clyde), and free bananas. Pictured (l-r): WTK Promotion Director Chris Roberts, animal store owner Dr. Arthur Watson, and WTK PD Ron Fraiser.



**JOURNEY MAN IN ATLANTA** — Columbia's Journey stopped by Z93/Atlanta to present the station with a platinum LP for the group's new double live album "Captured". Pictured (l-r): CBS's Alan Oremen, Journey's Steve Smith, Z93 MD Dale O'Brien, CBS's Jim McKeon, Z93 Assistant PD Steve Davis, and CBS's John Fagot.

# BRAD MESSER



## One-Person News: Updating The Newspaper

Last week in R&R I suggested the most effective technique for the typical one-person news department to become more competitive is being more *air-active*, by jumping on-mike with bulletins and updates between scheduled newscasts.

The second step toward becoming more useful to listeners is not "lifting" from the newspaper. Now, don't laugh. I know nearly every news department, from small town to metropolis, uses the local newspaper and probably will as long as papers exist. Sure, we use them, but the most effective use is not rewriting, it's updating. If something's in the newspaper, find the next logical development in the story and report that. Never just lift and rephrase a newspaper story. Always use the printed article as a starting place, and go the next step by developing a followup story.

If there was a fatal wreck late last evening, today's story is not that the person is still dead, it's whether there are charges against anyone and when the funeral is. Last evening's school board meeting is history locked in ink on a newspaper page, but radio can move ahead with what's being said or done about last night's board topics today. Yesterday's near-crash at the airport, can be developed into today's radio story about efforts to seek federal funds to better air traffic control equipment.

Always go for today's development on yesterday's newspaper story. Radio's immediacy is an everyday advantage, because when that newspaper prints and distributes copies, it is helpless to follow up until a full day later, while radio can run right along with every story as it develops hour to hour.

Not copying from the print media, but using the newspaper story as a base from which to develop a story, is a positive journalistic tool which is frequently not used in everyday life in radio newrooms. Consistently reporting *developments* in place of mere rewrites is Step Two in moving the *air-active* small news department into more effective and thus more competitive broadcast journalism. The same principle applies to stories from other sources, especially the wire service, but to develop followup stories on everything isn't realistic or possible, because we all have limitations in staff and time. The newspaper is the one key source which must be updated, not merely parroted, to give listeners something worthwhile. Done well and often, radio updating of newspaper stories can turn the tables on newspaper reporters, and make them wish they had the flexibility and immediacy of radio, instead of being stuck in print when the presses roll.

## CALENDAR

### First Electrocution

**MONDAY, MARCH 2:** During experiments that led to the building of the first electric chair, the first American electrocutions were carried out today in 1889, on four calves, several dogs and a horse.

The United States Peace Corps was established 20 years ago yesterday by President John Kennedy. There are approximately 6000 volunteers in the Peace Corps today, down from a peak of 15,000 in the late 60's.

The volcano next door to Mt. St. Helens became a national park on this date in 1899. Mt. Rainier had significant seismic activity as recently as 1977, but the volcano remains dormant.

Theodore Seuss Geisel, author of the Dr. Seuss kids' books, is 77. Author Tom Wolfe is 50. Karen Carpenter is 31. The man whose name became legendary in Texas, Sam Houston, was born today in 1793.

### Mardi Gras In New Orleans

**TUESDAY, MARCH 3:** The very peak of the New Orleans tourist season is today, with Mardi Gras festivities from morning until midnight and far beyond.

The Star Spangled Banner became this nation's official anthem only fifty years ago today. It had been written well over a century earlier, but Americans were reluctant to adopt it for reasons including its difficulty to sing and its anti-British sentiment. Written by Francis Scott Key in 1812, it became the nation's official song today in 1931.

Goldfish swallowing became a national fad, following a demonstration on this date in 1939 by Harvard student Lothrop Withington.

### First Newspaper Photograph

**WEDNESDAY, MARCH 4:** The New York Graphic published the first newspaper photograph 101 years ago today in 1880. The U.S. Constitution went into effect 192 years ago in 1789, nearly thirteen years after the Declaration of Independence.

Ten years ago the highest price ever paid for a stuffed bird went into the books at Sotheby's, London, when the Iceland Natural History Museum paid just over \$23,000 for a 22½-inch Great Auk. The auks had all been exterminated by hunters in the mid-1800's.

Barbara McNair and Paula Prentiss are 42. Yes's Chris Squire is 33.

### Bottom Of The Great Depression

**THURSDAY, MARCH 5:** Forty-eight years ago today half the banks in America were either closed temporarily or plain ol' broke, and people who had savings helplessly saw them vanish. More than 5000 U.S. banks failed under pressure of the Great Depression. On this date in 1933 the President ordered a mandatory four-day bank holiday, in an attempt to subdue the fast-growing financial panic, and halted all exports of silver and gold. Roosevelt's "New Deal" thus began the turnaround . . . the beginning of the end of the Great Depression which bottomed out 48 years ago today.

In 1963 a plane crash eighty miles east of Nashville, TN, killed Hawkshaw Hawkins, Cowboy Copas, and Patsy Cline. Andy Gibb is 23. Eddie Hodges is 34.

### Spring Is Two Weeks Away

**FRIDAY, MARCH 6:** The first barefoot water skiing was done 34 years ago at Lake Eloise, FL, by Dick Pope Jr (1947). The endurance record is now well over 2½ hours, and the backward barefoot water skiing record is 39-minutes, by Australian Paul McManus (Guinness Book).

145 years ago today the Battle of the Alamo ended at San Antonio, TX, with the deaths of Jim Bowie, William Travis, Davy Crockett and about 184 other defenders.

Ed McMahon is 58. Willie Stargell is 40. Rob Reiner is 36. Kiki Dee is 34. Another Friday-the-13th comes up next week.

<b>THIS WEEK</b>	<b>NEXT WEEK</b>
Earth, Wind & Fire (Part 2)	Genesis
Call Pete Howard (213) 399-4949 131 Ocean Park Boulevard Santa Monica, CA 90405	

# Media Marketing

## Sales Research For Black Radio

Late last year **Bill Speed** dealt with the problems faced by black broadcasters attempting to attract national advertising dollars. He recently asked me to give some thought to the issue and try to offer some suggestions to Black radio regarding better marketing approaches. For those of you who want to refresh your memories on the issue, refer to the interviews Bill reported in Black Radio on 11-28-80 and 12-5-80.

### The Problem: Some Misconceptions

Bill and others involved intimately with Black radio seem convinced that Black radio stations attract less than their "fair share" of national advertising dollars. This perception is the basis for the stated problem of attracting more ad dollars. In the absence of a long and tedious analysis of station listenership, it is difficult to verify that assumption. For instance, if roughly 15% of U.S. consumers are black, then roughly 15% of advertising should be directed at blacks. But, that doesn't mean that 15% of radio advertising should be spent with Black-formatted stations. Blacks listen to other formats as well, so it is not at all clear what Black radio's "fair share" really is.

So, let's recast the problem somewhat. Instead of assuming that Black radio is being mistreated by national advertisers, let's take a more proactive view and simply say, "How can Black radio increase its national advertising revenues?"

The problem is one of marketing Black radio more effectively. Believe me, national advertisers are not going to ignore a potential audience if they are convinced of its existence. But, the fact of the matter is, black consumers are reached via other radio formats and by television — everyone is reached by television. It is incumbent upon Black radio to show advertisers how additional advertising dollars spent on Black radio will help the advertiser reach the desired target audience more effectively.

This requires a knowledge of the advertiser's goals (i.e., target audience profile) as well as a firm grasp on your own listenership profile. In her interview in R&R, **Eileen Heigl of Doyle, Dane & Bernbach** underscored this point very well with respect to the American Airlines account. She is attempting to reach businessmen with incomes of \$25,000-plus. If you walk in and say, "Hey, I'm from a Black radio station, and there are some Black businessmen who make \$25,000," you're not going to get anywhere. You need hard facts, not a vague appeal based on global generalities.

In his R&R interview, **Jai Rich of KJLH/Los Angeles** lamented the current media segregation: "Now they say, newspaper, television, outdoor, radio, colored folks." It may be true that some advertisers tend to segregate the Black market in their advertising plans — after all, it is 15% plus of the U.S. population. But Black radio may be part of the problem instead of part of the

solution. I sometimes get the impression that black broadcasters view blacks as a homogenous group — folks with money who love to spend rather than save. However, recent research has shown that the black market is characterized by segments, not by overall homogeneity. Advertisers are aware of this, marketers are aware of this, but I sometimes wonder if Black radio is aware of this.

Talk of black consumers boycotting Levi's because Levi doesn't buy Black radio is a denial of marketplace reality. If black teenagers hear Levi's ads on a CHR station or see Levi's commercials during NBA basketball games, do you really think that they care if Levi advertises on Black radio?

Most consumer boycotts are never effective enough to have an impact, and you can't force advertisers to "pay attention" on the basis of rhetoric, so what is the solution to this marketing problem? Both **Jai Rich** and **Eileen Heigl** hit right on it — the need for research.

### Marketing Black Radio

Black radio has to stop thinking of itself as Black radio, per se, and begin thinking in terms of listener profiles as they relate to advertisers' audience needs. Advertisers are interested in buying the ears of consumers, not black consumers or white consumers (**Eileen Heigl** didn't say white businessmen who earn \$25,000-plus). If you can show an advertiser that your station reaches a disproportionately high percentage of airline flyers, orange juice drinkers, or gum chewers, you'll get the buy. But you must recognize that your station's listeners will offer strengths in some areas of consumption while exhibiting weaknesses in others. You're not going to get every national account.

Parenthetically, I should note that the problems faced by Black radio stations in selling national advertisers are not qualitatively different than those faced by almost any non-dominant radio station in any market. The solution of many stations has been to band together in loose "non-wired" networks or to align with a radio rep firm in order to achieve some market impact.

Black national radio rep firms can help. But such firms will have to have a strong research commitment in order to build an accurate and persuasive profile of the national Black radio listening audience.

What kind of research should be conducted? Obviously, a basic audience profile in terms of demographic and socioeconomic information is essential. But beyond that, Black radio stations should profile their audiences in terms of their purchasing patterns. I once helped conduct an audience survey for a small radio station in Los Angeles. A major component of the questionnaire was a long series of questions regarding audience

purchase behavior. The questions were of this general form:

During the past 12 months, how often did you engage in the behaviors listed below?

	1-4 None	5-8 Times	9-16 Times	17-32 Times	33-51 Times	52 or More
Go to a fast food restaurant?	_____	_____	_____	_____	_____	_____
Take a business trip by airplane?	_____	_____	_____	_____	_____	_____
Take a vacation by airplane?	_____	_____	_____	_____	_____	_____
Rent a car?	_____	_____	_____	_____	_____	_____
Buy a record or tape?	_____	_____	_____	_____	_____	_____
Buy jewelry?	_____	_____	_____	_____	_____	_____
Buy cologne?	_____	_____	_____	_____	_____	_____

In conducting a survey of purchasing behavior, you should include items which would be of particular interest to potential advertisers. For durable goods, the following question is better than the one above:

How soon, if ever, do you anticipate purchasing each of the items below?

	Within Next 6 Mos.	6 Mos.- One Yr.	1-2 Yrs.	More Than 2 Yrs.	Never
Clothes	_____	_____	_____	_____	_____
Washer	_____	_____	_____	_____	_____
Clothes Dryer	_____	_____	_____	_____	_____
Stereo	_____	_____	_____	_____	_____
Automobile	_____	_____	_____	_____	_____
Motorcycle	_____	_____	_____	_____	_____
Hair Dryer	_____	_____	_____	_____	_____
Blender	_____	_____	_____	_____	_____

The station I worked with tabulated the results of questions similar to these, identified their relative strengths, and highlighted them in a nice, slick sales brochure which they issued to their sales force and sent to selected advertisers.

The key to making this approach work is that the survey is credible in the eyes of the advertiser. The sample should be truly representative of your audience (not drawn from call-in request lists!), and the survey should be conducted and tabulated by an independent research agency.

In large markets like Los Angeles or New York, a single station could profitably undertake this approach. It would also make sense to do this nationally, under the auspices of **NABOB** or a Black radio rep firm. A sound, research-based approach to marketing is the key to the success of Black radio in the 1980's. Recognition of the segmented nature of the black market is essential to progress. Continued perpetration of the myth of a single monolithic "BLACK" market will serve neither Black radio nor its audiences.

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.





Joel  
Denver

# CONTEMPORARY HIT RADIO

## QUARTERLY MEASUREMENT GEAR-UP

# CHR Wars Coast To Coast (Part One)

My thanks to John Leader for all of his help and work to prepare me for the position of CHR Editor. This will be an exciting challenge which will allow a great flow of helpful information from R&R to you and from you to us.

Instead of boarding a plane for L.A., I decided the best way to find out what was happening across the country was to drive it coast to coast. Armed with my trusty cassette recorder and camera, I set off to sample CHR along the way. In my next three columns I'll be relating the journey and talking about some of the stations and the people who program them.

### Washington — A Magic Market With Hot Promotions

One of the hottest CHR battles in the country is going on in the nation's capital between WPGC and Q-107 (WRQX). During the market's first quarterly measurement at the start of the year, both stations ended up running very similar contests: WPGC with the "Hot Ticket" and Q-107 with the "Magic Ticket." Both tickets were available at fast food outlets, and both contests relied on listeners hearing serial numbers announced on the air to win. WPGC went a bit further, with instant cash winners determined when a coin was rubbed on covered squares which indicated a "money match."

The prizes were unbelievable. WPGC claims over 10,000 winners and Q-107 offered over \$400,000 in prizes! Listeners could win Datsun 280ZX cars, microwaves, jeeps, video tape equipment, and cash from each station, but Q-107 offered a real heavy prize, two \$75,000 townhouses. It was a contest freaks' paradise!

Both stations are very plugged into the market. When the hostages were released, Q-107 issued Freedom Stickers which showed up quickly on car windows. WPGC just finished staging a very successful outdoor event with its first annual Winter Festival, held on the lawn just behind the White House. Over 15,000 listeners skied for free on over five acres of manmade snow.

Demographically, WPGC shoots for 25-34, while Q-107 looks to capture the 12-24 audience with a secondary target of 25-34. While the stations do have a demo overlap, they each have a unique sound all their own. Neither WPGC or Q-107 misses a trick. In a market as large as Washington, they are proving this is not an obstacle to being visible. I highly recommend getting air-

checks of these two stations for study. This will be a situation worth looking at when the numbers come out.

### Westward Bound Into Virginia

Leaving Washington, I hit some heavy rain in Virginia, and as my radio picked up signals from Roanoke, the rain changed to a heavy snow. Both CHR stations, WROV and K-92 (WXLK), were doing an excellent job with road conditions and weather reports.

Cosmic John, afternoon jock at K-92, was giving away boxes of Valentine candy along with a Phil Seymour LP with the cut "Precious To Me." Because of the snow, I resisted the temptation to pull over to a pay phone to try and win!

### Knoxville Readies For The World's Fair

As I approached Knoxville, the snow got heavier and the world began to resemble a sugar glazed dough-

all over town. WRJZ is doing a fine job of marketing itself for the new target demos.

WNOX is also widening its demo targets from 12-17 to 25-34 under the leadership of PD John E. Douglas. "We key in on the average female with a family in our target." Douglas helped his staff understand their audiences by allowing each to observe the activities taking place during each daypart.

Douglas believes in promotions that are flashy, but warm and entertaining to the target. In the past, WNOX has relied heavily on direct mail promotion in the form of "The Name Game." A form is mailed and returned to WNOX. When listeners hear their names, they call in to win \$99. Simple? Yes! Effective? Yes! "This contest brings in new cumes and appeals to the ego of the listeners hearing their names on the radio," explained Douglas.

The new CHR leader in the market is WOKI. This bright and exciting FM station has a monster signal that blankets the TSA and beyond. PD Gary Adkins is proud that WOKI has increased in six consecutive ARB's, moving from a 12+ share of 8.3 to 11.5 in the O/N '80 book.

WOKI is doing a tie-in with Corvette Expo 81, and will give away a brand new 1981 loaded Corvette, plus seven gas powered mini-Corvettes. Entry coupons are available at a local fast food outlet. Adkins summed up WOKI's approach: "We are very research-oriented and key in on the 12-34 demo which is supported by some outdoor media, but basically we are a very high-profile on-the-street-type station."

While these stations sound very different and are interpreting the needs of the audience in different ways, they are all aware of the need for up-to-date traffic information. Knoxville's expressways are a total mess, with reconstruction changing routes on a daily basis in preparation for the 1982 World's Fair. WRJZ, WNOX and WOKI all indicated to me they have big plans to tie in with this big event. Keep your eye on this market.

### Nabbed Near Nashville

Approaching Nashville, I had a "close encounter of the State Trooper kind." Fortunately the Smokey let me go when I told him I was a close personal friend of KX-104 (WWKX) PD Mike St. John. What a close one! As luck would have it, St. John loaned me his "fuzz-buster" for the rest of the trip.

Speaking of Mike St. John, when I stopped to see him, he was preparing for major surgery. Latest report on him is that all is well and he should be home to recover very shortly. Because of his condition, my visit was cut a bit short, but I did manage to find out what was going on at the station.

DENVER/See Page 30



Gary Adkins,  
PD, WOKI



John E. Douglas,  
PD, WNOX

**99 WNOX**  
MEANS MUSIC AND MORE!

nut. Once in town, WRJZ PD Fred Story came out of his igloo and gave me a tour of the station. Our conversation dealt with the transformation of WRJZ from a teen-based music outlet to a 25-49 full service music and information station.

In WRJZ's favor is a big AM signal, a strong morning team, CP & Walker, who have both been in town for a number of years, plus a traffic plane flying AM & PM drives. Fred explained, "We have increased our news and sports coverage while keeping our music profile high by doing creative in-house music specials." WRJZ is now 50% current and 50% oldies which allows great flexibility for these features.

Everyone on the airstaff is from East Tennessee, which Fred feels is helpful in keeping the station locally-oriented. Promotionally the station is using TV, billboards and "The Z Card," which is good for discounts



Mike St. John,  
PD, KX-104

**WPGC**

**THEY'RE HOME!**

★ ★ ★ **4107** ★ ★ ★

**CHR  
COAST TO COAST  
WARS**

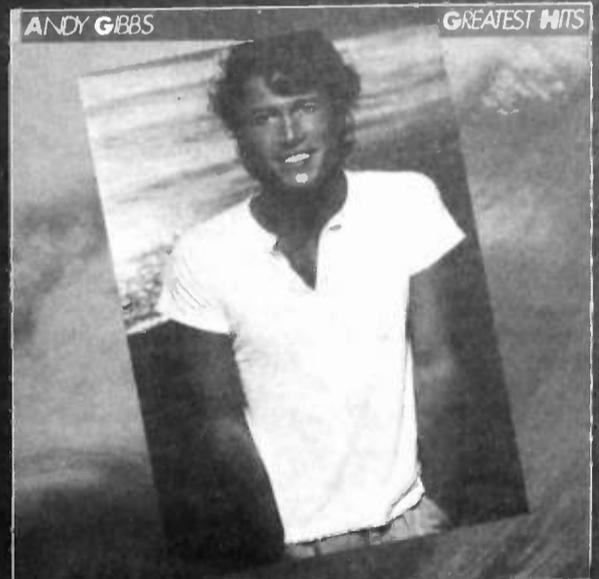
# Andy Gibb

Just Released  
"ME (WITHOUT YOU)"

RS-1056

The New  
Single From  
The Album  
"ANDY GIBB'S  
GREATEST HITS"

Produced by Barry Gibb,  
Karl Richardson and  
Albhy Galuten for  
Karlby Productions and  
Barry Gibb Productions  
by Arrangement with the  
Robert Stigwood Organisation.



RX-1-3091



Records, Inc.



Continued from Page 28

"We are the most visible station in town. KX-104 uses TV, billboards, and is also piped into three local cable TV systems," said St. John. "Our target demo is 12-34 with a lean towards 18-34 females and sensitive males."

KX-104 calls itself "The Amazing FM," and during the last book the station ran "The Secret Song" contest in addition to movie premieres and heavy high school involvement. "Having the owner, Ron Bledsoe, on hand helps me to make quick promotional decisions instead of waiting for corporate approval," he emphasized.

The other major CHR factors in "Music City" are 92-Q (WBYQ) and sister AM station WMAK. Both are programmed by radio veteran Marc Damon, who has spent a good deal of time in the Nashville area prior to his 1 1/2 years as PD of 92-Q/WMAK.

Recently 92-Q's star morning man Steve McCoy was spirited away to mornings at Z-93/Atlanta. How do you fill those shoes? "Steve was the most recognizable talent in town, and I am most fortunate to have hired Alan Dennis as his replacement. He comes to us from WKY/Oklahoma City, and before going there had worked at three other Nashville stations," responded Damon.

"We are doing a build-up on him right now. His show is different from McCoy's since he doesn't do as many wild tracks. Alan is a very funny guy by nature and should have the whole town in stitches in no time."

While 92-Q does not have the signal that KX-104 has, they do cover most of the TSA and are now simulcasting morning and afternoon drives with WMAK, the only CHR outlet on AM in town. Both stations have utilized TV and billboards, and have been quite involved with

charity causes.

92-Q's latest charity effort was pressing up an album which sold locally for \$5, featuring "The Q's Brothers" made up of PD Damon, MD Scooter Davis and all-nighter Ronnie Lake, who is the band leader. According to Damon, the album was a quick sell-out and raised thousands of dollars. The station's target demos are 18-34 females with teens as a secondary goal.

### Memphis: One FM vs One AM

Equipped with my "fuzz-buster," I put the pedal to the metal and literally flew into Memphis to talk with FM-100 (WMC-FM) PD Gary Guthrie. He has been with



Gary Guthrie, PD, FM-100

the station for several years now and seems to have a pretty good handle on what Memphis is all about.

In an effort for growth beyond teen numbers, FM-100 is aimed at the 20-40 year old female, while attracting male listeners with helicopter traffic and heavy involvement with sports news, especially Memphis State games where the station has held a number of halftime activities.

Guthrie, who is recognized as a production whiz, explains, "When we put a promotion on the air, it must capture the listeners' attention, so we are very conscious of 'theater of the mind production' so that the

listener can get a mental picture of what we are doing."

FM-100 features include "The Telephone Poll," which is an hourly chance for listeners to get on the air for 60 seconds and get something off their chests. The station also has color radar monitors in the studio, thanks to sister station WMC-TV.

During a recent book, FM-100 ran a promotion where cash was given away, highlighted by "\$1000 Thursdays" where the 100th caller was taken for the cash. As momentum grew for the high-powered station, over 300,000 calls were placed for one of the \$1000 prizes, and it blew out the phones. Ma Bell was a trifle miffed, and created a separate phone exchange for their contests.

Another CHR factor in Memphis is the legendary WHBQ, piloted by PD Mike Scalzi, who just turned in a nice 12+ increase in the O/N '80 ARB, moving from a 3.8 to 4.8. This is the first 12+ increase for WHBQ since A/M '79.

Scalzi has been at WHBQ for about four months now after being Assistant PD at WXLO/New York, and made his first priority "getting the station back to basics again." Demo target is 25-54 women, and all of the music and promotions are carefully researched for the target.

I guess that's true when I heard AM driver Magic Christian giving away sausage on the air! The phone bits were outrageous but tasteful. Afternoons are anchored by Chuck Browning, who worked years ago at WHBQ, KGB/San Diego, and WFIL/Philadelphia, among others.

Nights on the station feature "Sixties at 6," and the response was successful enough for Mike to integrate some of these songs into other dayparts. Plans for the station include continued heavy use of TV, billboards and buscards.

Next week, in part two of "CHR Wars Coast To Coast," stops in Little Rock, Oklahoma City, Amarillo, and Albuquerque will be highlighted. Part three will feature the L.A. market.

I welcome everyone's input, along with letters, station news and photos. Remember, even if you are not a CHR reporter, these avenues are open to you and your station!

## Cincy Educational Station Faces Obscenity Charges

WAIF/Cincinnati air personality John Zeh and the Stepchild Radio corporation, operators of the nonprofit educational station, have been indicted on obscenity charges by the Hamilton County Prosecutors Office. Zeh and Stepchild face four felony counts each of "disseminating material harmful to juveniles," following WAIF's airing a five-minute segment dealing with sexual lubricants as part of the station's 90-minute "Gaydreams" show on January 3. If convicted of felonies, Zeh and Stepchild could be fined \$10,000 on each count.

When contacted by R&R, Zeh explained that the controversial segment was "carefully edited and disclaimed, consumer-type in nature," rendered in "clinical language, not epithets." According to Zeh, one parent's complaint to the Hamilton County Prosecutor's Office, launched a Grand Jury investigation into the matter.

The defendants are presently awaiting a judge to be named and have entered no pleas, contending that the matter is a violation of First Amendment rights and therefore out of the local court's jurisdiction. The Hamilton County Prosecutor's Office was unavailable for comment.

## KULF's Pruett Is Returned To U.S.

Jim Pruett, half of the KULF/Houston morning team of Stevens & Pruett, has been returned to the U.S. after a close encounter with Mexican authorities. Pruett crash-landed his private plane near Veracruz last week (R&R 2-20) and was taken into custody on unspecified charges. Friday (2-20) morning Pruett was charged with "contraband," fined just over \$4000, and deported to the United States. The general charge of "contraband" was not specifically defined. Pruett resumed his morning duties at KULF on Monday (2-23), and as KULF's PD John Long told R&R, "He's awfully lucky to be back and we're very glad that this situation was resolved so quickly." Although Pruett's presence in Mexican airspace is still unexplained (his flight plan had him headed for West Texas), Mexican authorities opted for a speedy solution to the problem.



WBCY WHEELS OUT THE CASH - The Charlotte station raised \$12,000 in the annual March of Dimes Bike-A-Thon. Pictured (l-r) evening personality Susan Sullivan, WBCY PD Bob Kaghan, The WBCY Chicken and morning man John Boy.



"TLL PAY YOU TUESDAY FOR A HAMBURGER TODAY" - Kansas City recently experienced its first annual Hamburger Eating Contest, sponsored by KJLA and Fred P. Ott's. Eight "eaters" challenged KJLA's morning personality Mark Gelder, and the winner consumed five "Ottburgers" in four minutes and 35 seconds. Pictured (l-r) KJLA's Mark Gelder and Fred P. Ott's Manager Jack Garlach.

## Moore, Azerraf Team To Manage WYSL, WPHD

Harv Moore and Prosper Azerraf have been promoted to Corporate VP positions at Howard Communications, owner of WYSL & WPHD/Buffalo, and will act as a team in managing the day-to-day operations of the stations. Moore, Executive PD of the stations for the last six years, and Azerraf, General Sales Manager during the same period, will have equal authority in all phases of the operation, and will continue to concentrate in their areas of specialization. Both will carry the title of Station Manager and in addition have been elected to Howard's Board of Directors.

## KEZD

Continued from Page 3

knew I had the answer for this station. All day (2-19) we ran spots calling it the final flight of the Pass. We told everyone to listen to KLAQ, and KEZD is going to start running spots telling people to listen to us."

### KEZD Jumps The Bandwagon

KHEY's Phillips told R&R, "We're going to jump aboard the Country FM bandwagon and do what we know best. It looks like it's delivering the magic demos. The format has become a viable middle of the road, a common ground for teenagers and parents." He continued, "The AM will continue to be full service - news, sports, information. I don't feel the FM audience will be as information-oriented, so we plan to stress the music. The AM will have a more widespread overall sound; the FM will lean toward a pop-crossover sound."

Phillips also announced that KHEY-AM PD Ray Potter would become PD at the FM, with longtime staffer Doug Bowe taking the AM reins. Charlie Russell continues as Operations Manager for both stations. Phillips told R&R, "Doug has been with us for 12 years. His responsibility to the station and others has earned him the promotion. Ray has had a great background here, plus his experience in contemporary radio will best suit him for being PD of the FM." Potter commented that KHEY-FM will "take the best of Top 40, AOR, and Country to come up with a unique format."

# Quarter Our Maintenance:

## CHAMPAIGN

### "How 'Bout Us"

KRLY add	WCKX deb 26	WHHY deb 26
KIIS-FM add	KSLQ 18-16	FM99 33-29
14Q add 30	KPLZ deb 30	KVOL 19-17
WAXY add	WFBR 29-27	WRKR 32-29
WOKI add	KSET-FM 30-28	WFIL on
WQRK add	KINT 35-32	KRLA on
WIKS add	WTIX 25-15	KFI on
KNBQ add	WERC deb 25	WOLF on
WCIR add	WSGN deb 19	WKEE on
WFOX add	Y103 34-28	KXX106 on
WANS-FM add	WHBQ deb 28	WVLK on
WTRU add 30	KX104 22-21	KHYT on
KDZA add	92Q 20-15	95SGF on
WCAO 27-24	WGH deb 22	WISE on
WXKS-FM deb 28	KGGI deb 25	KATI on
94Q 27-22	WHEB 27-23	

Produced by Leo Graham for B-Line Productions

## JOURNEY

### "The Party's Over (Hopelessly In Love)"

WBEN-FM add 40	CKLW deb 26	WDRQ 23-16
Q102 add 35	KFRC deb 37	KRBE 16-9
WGCL add 18	WKEE 30-28	KJ100 24-19
K104 add	B97 24-22	WIKS 34-27
KX104 add	WGRD 25-22	KILE 40-34
WVLK add	KWEN deb 30	KRLC deb 26
WVIC add	KEYN-FM 30-28	KSFX on
92X add	KKXX deb 24	KUPD on
KNBQ add	KROY 17-14	WHFM on
KTAC add	FM103 24-20	WFLY on
KENO add	WCGQ deb 30	92Q on
KPUR add		WSKZ on
KCBN add		WZOK on

Produced by Kevin Elson

## LOVERBOY

### "Turn Me Loose"

WFLY add	KWIC 34-31	95XIL 32-29	WHFM on
WGRD add	KQ94 21-20	WHHY 22-19	WAAY on
KLUC add	KXX106 21-19	WCGQ 26-21	Y103 on
CFTR 18-13	WBBQ 21-17	WISE 37-34	WSEZ on
CHUM 6-4	WOKI 17-15	KPUR 8	KJ100 on
CKGM 24-18	WCSC 30	WRKR 17-15	WIKS on
CKLW 29	WVIC 32-30	KCBN 32-27	KENO on
KUPD 11	KWEN 24-20	KDZA 30-25	WIGY on
WOLF deb 40	KIDD 29-26	KQDI deb 30	95SGF on
Q106 deb 29	KJRB deb 27	KOOK 13-9	FM99 on
K104 25-21	KNBQ 28-26	KRLC 2-1	KILE on
WKEE 38-36	KTAC 32	Z93 on	KQIZ-FM on
KRBE 28-23	KYSN 26-23	WGCL on	KFYR on
KINT 21-20	FM103 20-17	13K on	
KHFI 30-29	WCIR 29-25	KIMN on	

FEMALE PHONES!

Produced by Bruce Fairbairn



## BRUCE SPRINGSTEEN

### "Fade Away"

WABC add 32	FM99 22-18	KWIC 17-14	KENO deb 28
WXKS-FM add	KATI 22-18	KEEL 31-30	KZZP 20-16
KRLY add	KBOZ 30-24	WFMF 26-23	KTKT 29-26
WNOX add 28	WNBC 24-21	KLAZ 29-25	13FEA 22-18
WGUY add	WIFI 25-21	KXX106 18-15	WFBG 26-21
WKBW 13-11	96KX 20-18	WSGN 21-15	WCIR 25-19
WBEN-FM 11-10	JB105 25-23	G100 21-18	WHHY 23-20
WFIL 20-16	CFTR 35-34	WAXY deb 27	Z102 17-14
CHUM 20-16	CKGM deb 30	Y103 33-30	95SGF 23-20
WGCL deb 15	Z93 16-13	CK101 30-24	WFOX 15-12
WHFM 16-12	94Q 18-14	WBBQ 24-20	WCGQ 22-18
WFLY 5-5	KSLQ 19-18	WRJZ 30-27	WISE 33-30
WICC 18-15	13K deb 24	WSEZ 30-26	WANS-FM 24-17
WTIX 16-10	KIMN 23-20	WRVQ 17-14	WKXY 16-13
KX104 21-15	WBBF 21-17	WVIC 17-14	KKXL deb 21
WQRK 20-11	WBLI 20-17	WAKX 20-17	KKRC 20-16
WVLK 22-13	Q106 25-20	KEYN-FM deb 29	WSPT 21-17
KWEN 20-15	WKBO 17-14	KZ93 20-17	KDVV 21-16
KROY 10-8	K104 26-23	WNAM 24-21	KCBN 34-28
KSPZ 16-8	14Q deb 27	WIKS 30-26	KDZA deb 27
FM103 19-9	WKEE 29-21	WNAP 24-19	KOOK 27-23
KLUC 16-13	V100 27-21	WNCI deb 20	KVIL on
	KSRR 18-13	92X 22-18	KS95FMD on
	KRBE 23-19	KTAC 18-15	KSFX on
	KINT 27-24	KYSN 24-19	

Produced by Bruce Springsteen,  
Jon Landau, & Steve Van Zandt

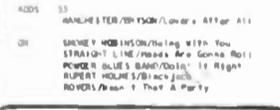
EAST



Washington D.C. FM 95.5 & AM 1580



Pittsburgh WXLX FM Stereo



Boston WXXS-FM



New York WXLQ



Boston WABR 98.4 FM



Buffalo WKBW



Providence 105



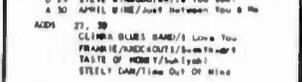
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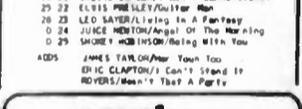
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Baltimore WJZB 680



Boston WPKO 68



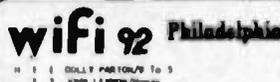
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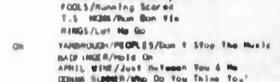
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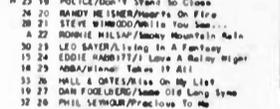
Providence 92 PRO-FM



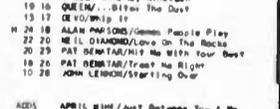
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Buffalo ROCK 102



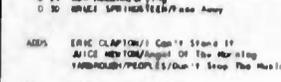
Washington D.C. 4107



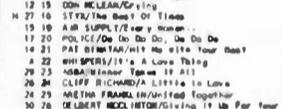
Philadelphia WPHI



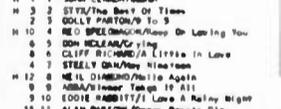
Montreal WDRQ 93.3



New York WABC 77



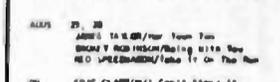
Cleveland WZZM 106.7



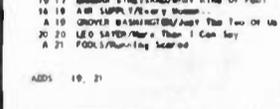
St. Louis KXOK AM 63



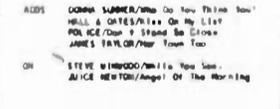
Detroit WDRQ 93.3



Kansas City WNBH 71



St. Louis 98 KSLQ



Milwaukee WZLW 106.7

(H) Indicates one of the five 'hottest' records on each Parallel One playlist.



**EAST**  
**Most Added® Hottest**  
 Juice Newton Jonn Lennon  
 Eric Clapton REO Speedwagon  
 Smokey Robinson Blondie  
 J. Taylor & J.D. Souther

# 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**  
 J. Taylor & J.D. Souther  
 John Lennon  
 Eric Clapton Styx  
 Grover Washington Jr. Blondie

**EAST**

**PARALLEL TWO**

14Q/Worcester, MA  
 Gary Nolan

ERIC CLAPTON  
 JAMES TAYLOR  
 JUICE NEWTON  
 CHAMPAIGN  
 Hottest:  
 JOHN LENNON 1 1  
 STYX 11-5  
 BARBARA STREISAND 16-11  
 DON MCLEAN 15-12  
 BLONDIE 20-13

WBBF/Rochester, NY  
 Dave Mason

HALL & OATES  
 PHIL SEYMOUR  
 JUICE NEWTON  
 GROVER WASHINGTON  
 Hottest:  
 JOHN LENNON 3-1  
 DOLLY PARTON 4-3  
 BARBARA STREISAND 14-7  
 PAT BENATAR 11-9  
 POLICE 16-12

WICC/Bridgeport, CT  
 Bob Mitchell

SMOKEY ROBINSON  
 PHOEBE SNOW  
 Hottest:  
 REO SPEEDWAGON 6 1  
 STYX 4-2  
 BLONDIE 12-8  
 BRUCE SPRINGSTEEN 18-15  
 SHEENA EASTON 23-20

WKBO/Harrisburg, PA  
 Betty Kaye

PHIL SEYMOUR  
 ERIC CLAPTON  
 CLIMAX BLUES BAND  
 Hottest:  
 REO SPEEDWAGON 3 1  
 BLONDIE 5-3  
 HALL & OATES 12-7  
 DON MCLEAN 11-8  
 PAT BENATAR 14-10

WKEE/Huntington, WV  
 Gary Miller

STEELY DAN  
 38 SPECIAL  
 FRANKIE/NOCKOUTS  
 JAMES TAYLOR  
 ANDY GIBB  
 GARLAND JEFFREYS  
 Hottest:  
 REO SPEEDWAGON 2-1  
 JOHN LENNON 4-2  
 NEIL DIAMOND 21-11  
 MOLLY HATCHET 16-13  
 RANDY MEISNER 20-15

WOLF/Syracuse, NY  
 Bob Mitchell

JUICE NEWTON  
 ELVIS PRESLEY  
 DOBBIE BROS  
 YARBROUGH/PEOPLES  
 JOHNNY AVERAGE  
 Hottest:  
 HALL & OATES 4-1  
 STYX 12-6  
 FIREBALL 10-8  
 LEO SAYER 13-9  
 BLONDIE 14-11

WTRY/Albany, NY  
 Bill Cahill

REO SPEEDWAGON  
 38 SPECIAL  
 SPINNERS  
 SMOKEY ROBINSON  
 Hottest:  
 REO SPEEDWAGON 1 1  
 DOLLY PARTON 3 2  
 DELBERT MCCLINTON 11-9  
 ALAN PARSONS 13-10

WAEB/Allentown, PA  
 Jeff Frank

JAMES TAYLOR  
 ERIC CLAPTON  
 JOHN COUGAR  
 PHOEBE SNOW  
 Hottest:  
 REO SPEEDWAGON 1 1  
 BLONDIE 4-3  
 NEIL DIAMOND 5 4  
 SHEENA EASTON 14-7  
 GROVER WASHINGTON 12-9

WHYN/Springfield, MA  
 Andy Carey

DONNA SUMMER  
 NITELYTE  
 Hottest:  
 JOHN LENNON 3 1  
 RONNIE MILSAP 6 4  
 NEIL DIAMOND 10 7  
 HALL & OATES 14-9  
 SHEENA EASTON 24-17

KC101/New Haven, CT  
 Danny Lyons

SMOKEY ROBINSON  
 PHIL SEYMOUR  
 Hottest:  
 DOLLY PARTON 1-1  
 BARBARA STREISAND 14-10  
 SHEENA EASTON 21-15  
 STEVE WINWOOD 20 17  
 GROVER WASHINGTON 25-21

WFBZ/Baltimore, MD  
 Andy Szulinski

FRANKIE/NOCKOUTS  
 RAYDIO  
 JUICE NEWTON  
 LAMI HALL  
 Hottest:  
 DOLLY PARTON 1-1  
 JOHN LENNON 2-2  
 STYX 4-3  
 HALL & OATES 14-8  
 STEVIE WONDER D-15

WBLI/Long Island, NY  
 Bill Terry

ERIC CLAPTON  
 SMOKEY ROBINSON  
 Hottest:  
 JOHN LENNON 2-1  
 DON MCLEAN 5-2  
 STYX 7-5  
 BLONDIE 13-8  
 BARBARA STREISAND 25-18

WTIC-FM/Hartford, CT  
 Rick Donahue

HALL & OATES  
 BARBARA STREISAND  
 Hottest:  
 KOOL & THE GANG 1-1  
 DOLLY PARTON 3 2  
 JOHN LENNON 4-3  
 STYX 9-6  
 CLIFF RICHARD 10-8

Q106/York, PA  
 Steve Gallagher

PHIL SEYMOUR  
 TERRI GIBBS  
 ERIC CLAPTON  
 JAMES TAYLOR  
 Hottest:  
 REO SPEEDWAGON 1 1  
 BLONDIE 4 3  
 NEIL DIAMOND 15-8  
 DON MCLEAN 17 12  
 HALL & OATES 20-13

WHFM/Rochester, NY  
 Marc Cronin

KINGS  
 SMOKEY ROBINSON  
 JUICE NEWTON  
 ALI THOMPSON  
 Hottest:  
 JOHN LENNON 2 1  
 STEVIE WONDER 14-6  
 BRUCE SPRINGSTEEN 16 12  
 BLONDIE 19-14  
 POLICE 21-16

WFLY/Albany, NY  
 Buzz Phillips

LOVERBOY  
 Hottest:  
 REO SPEEDWAGON 2-1  
 STYX 4-3  
 BLONDIE 16-9  
 NEIL DIAMOND 14-10  
 STEVE WINWOOD 19-16

K104/Erie, PA  
 Bill Shannon

JUICE NEWTON  
 LAKESIDE  
 JOURNEY  
 BARRY MANILOW  
 Hottest:  
 REO SPEEDWAGON 2-1  
 JOHN LENNON 4-2  
 NEIL DIAMOND 21-11  
 MOLLY HATCHET 16-13  
 RANDY MEISNER 20-15

V100/Charleston, WV  
 Bob Spence

ERIC CLAPTON  
 JOHN COUGAR  
 GROVER WASHINGTON  
 Hottest:  
 JOHN LENNON 2-1  
 STEVIE WONDER 6-4  
 BLONDIE 15-11  
 ABBA 16-14  
 BARBARA STREISAND 22-15

WAQY/Springfield, MA  
 Jim Rising

PHIL SEYMOUR  
 JOHNNY AVERAGE  
 GARLAND JEFFREYS  
 APRIL WIDE  
 Hottest:  
 JOHN LENNON 4 1  
 DON MCLEAN 6 3  
 NEIL DIAMOND 12-9  
 HALL & OATES 17-13  
 SHEENA EASTON 23-17

13FEA/Manchester, NH  
 Keith Lemire

SMOKEY ROBINSON  
 FOOLES  
 ERIC CLAPTON  
 Hottest:  
 JOHN LENNON 1-1  
 REO SPEEDWAGON 2-2  
 CLIFF RICHARD 6-3  
 NEIL DIAMOND 10-7  
 SHEENA EASTON 20-14

14WK/Wheeling, WV  
 Jack Armstrong

PHIL SEYMOUR (RA)  
 YARBROUGH/PEOPLES  
 POLICE  
 MAC DAVIS  
 PHOEBE SNOW  
 Hottest:  
 JOHN LENNON 4-1  
 STYX 12-7  
 BLONDIE 15-9  
 ROVERS D-22  
 LAKESIDE D-26

WFMF/Baton Rouge, LA  
 Randy Rice

HALL & OATES  
 ERIC CLAPTON  
 APRIL WIDE  
 JUICE NEWTON  
 Hottest:  
 JOHN LENNON 1-1  
 BLONDIE 5-2  
 LAKESIDE 17-10  
 BARBARA STREISAND 21 13  
 SHEENA EASTON 28-22

PARALLEL THREE

WCIR/Beckley, WV  
 Ron Hill

CHAMPAIGN  
 DONNA SUMMER  
 JAMES TAYLOR  
 Hottest:  
 CLIFF RICHARD 4-1  
 JOHN LENNON 9 2  
 RANDY MEISNER 11-6  
 STYX 13-8  
 BARBARA STREISAND 15-9

WFOG/Altoona, PA  
 Tony Booth

TERRI GIBBS  
 JOHNNY AVERAGE  
 FOOLES  
 Hottest:  
 REO SPEEDWAGON 2-1  
 JOHN LENNON 3 2  
 NEIL DIAMOND 17-10  
 SHEENA EASTON 27-16  
 BLONDIE 29-17

WGUY/Bangor, ME  
 John Jackson

BRUCE SPRINGSTEEN  
 DONNA SUMMER  
 JUICE NEWTON  
 GROVER WASHINGTON  
 Hottest:  
 JOHN LENNON 1-1  
 REO SPEEDWAGON 2-2  
 ALAN PARSONS 13-7  
 CLIFF RICHARD 21 13  
 SHEENA EASTON 28-19

WHEB/Portsmouth, NH  
 Rick Bean

EMMYLOU HARRIS  
 JUICE NEWTON  
 JAMES TAYLOR  
 Hottest:  
 JOHN LENNON 2 1  
 STEVIE WONDER 14-6  
 BRUCE SPRINGSTEEN 16 12  
 BLONDIE 19-14  
 POLICE 21-16

WLBZ/Bangor, ME  
 Michael O'Hara

EMMYLOU HARRIS  
 JAMES TAYLOR  
 GARLAND JEFFREYS  
 DORRIE IRIS  
 Hottest:  
 DOLLY PARTON 1-1  
 REO SPEEDWAGON 2-2  
 JOHN LENNON 3 2  
 RONNIE MILSAP 9-7  
 TERRI GIBBS 13-10

WTSN/Dover, NH  
 Jim Sebastian

SMOKEY ROBINSON  
 GROVER WASHINGTON  
 STEVE WINWOOD  
 EMMYLOU HARRIS  
 ERIC CLAPTON  
 Hottest:  
 JOHN LENNON 2-1  
 CLIFF RICHARD 3-2  
 DON MCLEAN 6-3  
 DM&F 15-10  
 SHEENA EASTON 25 16

WIGY/Bath, ME  
 Willie Mitchell

PHOEBE SNOW  
 ERIC CLAPTON  
 FOOLES  
 GARLAND JEFFREYS  
 Hottest:  
 REO SPEEDWAGON 1 1  
 JOHN LENNON 10-3  
 STYX 16-7  
 DOLLY PARTON 17 8  
 DON MCLEAN 18-9

WLAM/Lewiston, ME  
 Chris Layne

ERIC CLAPTON  
 SMOKEY ROBINSON  
 DONNA SUMMER  
 FOOLES  
 Hottest:  
 JAMES TAYLOR  
 ROD STEWART  
 STYX 4-1  
 NEIL DIAMOND 7-3  
 BLONDIE 14-7  
 PAT BENATAR 13-8  
 HALL & OATES 21-11

95XIU/Parkersburg, WV  
 Terry Lee Collins

JUICE NEWTON  
 LAKESIDE  
 SMOKEY ROBINSON  
 BARRY MANILOW  
 Hottest:  
 KOOL & THE GANG 2 1  
 DOLLY PARTON 6-4  
 DON MCLEAN 11-8  
 STYX 12-9  
 PAT BENATAR 22-17

WBBQ/Augusta, GA  
 Bruce Stevens

JAMES TAYLOR  
 RAYDIO  
 T.G. SHEPPARD  
 TERRI GIBBS  
 STYX 2-1  
 JOHN LENNON 4-2  
 BLONDIE 13-7  
 NEIL DIAMOND 14-9  
 YARBROUGH/PEOPLES 22-12

WFMF/Baton Rouge, LA  
 Randy Rice

HALL & OATES  
 ERIC CLAPTON  
 APRIL WIDE  
 JUICE NEWTON  
 Hottest:  
 JOHN LENNON 1-1  
 BLONDIE 5-2  
 LAKESIDE 17-10  
 BARBARA STREISAND 21 13  
 SHEENA EASTON 28-22

**SOUTH**

**PARALLEL TWO**

92Q/Nashville, TN  
 Scooter Davis

JAMES TAYLOR  
 STEELY DAN  
 AC/DC (dp)  
 Hottest:  
 DOLLY PARTON 1 1  
 STYX 5-4  
 JOHN LENNON 11-7  
 REO SPEEDWAGON 15-9  
 CHAMPAIGN 20-15

BJ105/Orlando, FL  
 Tom West

GROVER WASHINGTON  
 HANKS  
 FOOLES  
 RINGS  
 STEVE WINWOOD  
 38 SPECIAL  
 TERRI GIBBS  
 Hottest:  
 DOLLY PARTON 2-1  
 REO SPEEDWAGON 4 2  
 STYX 8 3  
 JOHN LENNON 7 5  
 NEIL DIAMOND 21 13

KEEL/Shreveport, LA  
 Marty Johnson

GROVER WASHINGTON  
 JOHN COUGAR  
 TERRI GIBBS  
 ERIC CLAPTON  
 JOHNNY AVERAGE  
 Hottest:  
 DOLLY PARTON 1 1  
 JOHN LENNON 3-2  
 STYX 12-9  
 BLONDIE 17-12  
 RANDY MEISNER 22-16

KTSA/San Antonio, TX  
 J.J. Rodriguez

TERRI GIBBS  
 RANDY MEISNER  
 PHIL SEYMOUR  
 Hottest:  
 AIR SUPPLY 2-1  
 JOHN LENNON 5 2  
 QUEEN 8-5  
 STYX 9-6  
 DOLLY PARTON 12-7

KXX108/Birmingham, AL  
 Larry O'Day

JAMES TAYLOR  
 FRANKIE/NOCKOUTS  
 ERIC CLAPTON  
 CLIMAX BLUES BAND  
 Hottest:  
 JOHN LENNON 2-1  
 NEIL DIAMOND 10-5  
 HALL & OATES 12-7  
 PHIL SEYMOUR 14-9  
 BARBARA STREISAND 20 14

WAKY/Louisville, KY  
 Mike McVay

JUICE NEWTON  
 ERIC CLAPTON  
 SMOKEY ROBINSON  
 Hottest:  
 REO SPEEDWAGON 3 1  
 STYX 11-7  
 NEIL DIAMOND 16-9  
 BARBARA STREISAND 22-19  
 STEVE WINWOOD 25 22

WAXY/Ft. Lauderdale, FL  
 Rick Shaw

SMOKEY ROBINSON  
 CHAMPAIGN  
 YARBROUGH/PEOPLES  
 Hottest:  
 DOLLY PARTON 3-1  
 LTD 10-5  
 NEIL DIAMOND 18-13  
 SALAMAR 23-17  
 HALL & OATES 30-23

WAYS/Charlotte, NC  
 Lou Simon

SMOKEY ROBINSON  
 JAMES TAYLOR  
 DONNA SUMMER  
 ERIC CLAPTON  
 EMMYLOU HARRIS  
 Hottest:  
 REO SPEEDWAGON 2-1  
 HALL & OATES 17-13  
 TERRI GIBBS 22-19  
 GROVER WASHINGTON 27-22  
 JUICE NEWTON D-24

WBBQ/Augusta, GA  
 Bruce Stevens

JAMES TAYLOR  
 RAYDIO  
 T.G. SHEPPARD  
 TERRI GIBBS  
 STYX 2-1  
 JOHN LENNON 4-2  
 BLONDIE 13-7  
 NEIL DIAMOND 14-9  
 YARBROUGH/PEOPLES 22-12

WFMF/Baton Rouge, LA  
 Randy Rice

HALL & OATES  
 ERIC CLAPTON  
 APRIL WIDE  
 JUICE NEWTON  
 Hottest:  
 JOHN LENNON 1-1  
 BLONDIE 5-2  
 LAKESIDE 17-10  
 BARBARA STREISAND 21 13  
 SHEENA EASTON 28-22

WNOX/Knoxville, TN  
 Scott Majors

ERIC CLAPTON  
 EMMYLOU HARRIS  
 ROVERS  
 BRUCE SPRINGSTEEN  
 Hottest:  
 REO SPEEDWAGON 1-1  
 JOHN LENNON 3-2  
 STYX 6-3  
 DON MCLEAN 11-8  
 BLONDIE 18-13

WGH/Norfolk, VA  
 Bob Canada

FOOLS  
 TASTE OF HONEY  
 JOHN COUGAR (dp)  
 MOLLY HATCHET (dp)  
 Hottest:  
 DOLLY PARTON 1-1  
 DON MCLEAN 4 3  
 SHEENA EASTON 6-4  
 CLIMAX BLUES BAND 11-7  
 BLONDIE 16-14

WHBQ/Memphis, TN  
 Mike Scalzi

GROVER WASHINGTON  
 SMOKEY ROBINSON  
 PHIL SEYMOUR  
 Hottest:  
 JOHN LENNON 1 1  
 STYX 7 4  
 NEIL DIAMOND 8-5  
 DON MCLEAN 13-8  
 HALL & OATES 27-21

WJDX/Jackson, MS  
 Bob Rall

ERIC CLAPTON  
 WHISPERS  
 TERRI GIBBS  
 JOHNNY AVERAGE  
 POINTER SISTERS  
 Hottest:  
 JOHN LENNON 3-1  
 BLONDIE 12-7  
 NEIL DIAMOND 13-8  
 RANDY MEISNER 15-9  
 ABBA 29-19

WKIX/Raleigh, NC  
 Ron McKay

HALL & OATES  
 LEO SAYER  
 STEVE WINWOOD  
 Hottest:  
 DOLLY PARTON 1-1  
 NEIL DIAMOND 8-4  
 JOHN LENNON 11-6  
 DON MCLEAN 16-14  
 TERRI GIBBS 24-20

WRJZ/Knoxville, TN  
 Fred Story

FRANKIE/NOCKOUTS  
 EMMYLOU HARRIS  
 JAMES TAYLOR  
 Hottest:  
 JOHN LENNON 2-1  
 STYX 6-4  
 NEIL DIAMOND 10-7  
 TERRI GIBBS 18-12  
 HALL & OATES 22-14

WSGN/Birmingham, AL  
 Walt Brown

JAMES TAYLOR  
 FRANKIE/NOCKOUTS  
 ERIC CLAPTON  
 CLIMAX BLUES BAND  
 Hottest:  
 JOHN LENNON 2-1  
 NEIL DIAMOND 10-5  
 HALL & OATES 12-7  
 PHIL SEYMOUR 14-9  
 BARBARA STREISAND 20 14

WTIX/New Orleans, LA  
 Gary Franklin

JAMES TAYLOR  
 CLIMAX BLUES BAND  
 JOHNNY AVERAGE  
 SPINNERS  
 DM&F  
 Hottest:  
 JOHN LENNON 2-1  
 NEIL DIAMOND 17-7  
 STEVE WINWOOD 23 14  
 CHAMPAIGN 25-15  
 JUICE NEWTON D-19

Y103/Jacksonville, FL  
 Scott Sherwood

JAMES TAYLOR  
 ANDY GIBB  
 HANKS  
 SHERAS (dp)  
 Hottest:  
 JOHN LENNON 1 1  
 STEVE WINWOOD 10-8  
 GROVER WASHINGTON 16-10  
 PAT BENATAR 15-12  
 LEO SAYER 20-16

WRVQ/Richmond, VA  
 Bill Thomas

HALL & OATES  
 JAMES TAYLOR  
 38 SPECIAL  
 NEIL DIAMOND  
 Hottest:  
 KOOL & THE GANG 1-1  
 STYX 11-4  
 OUTLAMS 10-7  
 STEVE WINWOOD 19-15  
 RANDY MEISNER 20-16

KELPE/El Paso, TX  
 Raymond Mesa

GROVER WASHINGTON  
 POLICE  
 SHEENA EASTON  
 Hottest:  
 JOHN LENNON 2-1  
 BLONDIE 6-4  
 REO SPEEDWAGON 8 7  
 ABBA 13 9  
 ALAN PARSONS 15-10

WNOX/Knoxville, TN  
 Scott Majors

ERIC CLAPTON  
 EMMYLOU HARRIS  
 ROVERS  
 BRUCE SPRINGSTEEN  
 Hottest:  
 REO SPEEDWAGON 1-1  
 JOHN LENNON 3-2  
 STYX 6-3  
 DON MCLEAN 11-8  
 BLONDIE 18-13

WSKZ/Chattanooga, TN  
 Adam Cook

SHEENA EASTON  
 CLIMAX BLUES BAND  
 38 SPECIAL  
 STEELY DAN  
 FRANKIE/NOCKOUTS  
 Hottest:  
 JOHN LENNON 1-1  
 STYX 3-2  
 HALL & OATES 11-7  
 NEIL DIAMOND 13-9  
 TERRI GIBBS 23-11

KINT/El Paso, TX  
 Jim Zippo

STEVE WINWOOD  
 DOBBIE BROS  
 EMMYLOU HARRIS  
 GROVER WASHINGTON  
 TIERRA  
 JOE CHEMAY BAND  
 KTC  
 Hottest:  
 STYX 1-1  
 SHEENA EASTON 18-14  
 POLICE 20-15  
 STYX 25-19  
 SISTER SLEDGE 39-30

WERC/Birmingham, AL  
 Kevin McCarthy

ERIC CLAPTON  
 DM&F  
 EMMYLOU HARRIS  
 CLIMAX BLUES BAND  
 Hottest:  
 DOLLY PARTON 1 1  
 NEIL DIAMOND 7-3  
 HALL & OATES 10-5  
 BARBARA STREISAND 12-6  
 GROVER WASHINGTON 21-10

KX104/Nashville, TN  
 Michael St. John

WHISPERS  
 JOURNEY  
 FRANKIE/NOCKOUTS  
 JAMES TAYLOR  
 JOE ENGLISH  
 JOHN COUGAR  
 Hottest:  
 REO SPEEDWAGON 1-1  
 BLONDIE 2-2  
 STYX 5-4  
 TERRI GIBBS 10-7  
 BRUCE SPRINGSTEEN 21 15

KJ100/Louisville, KY  
 Bobby Hatfield

MANFRED MANN  
 GARLAND JEFFREYS  
 APRIL WIDE  
 Hottest:  
 ALAN PARSONS 1 1  
 EDDIE RABBITT 3-3  
 POLICE 14-7  
 CLIFF RICHARD 17-13  
 JOURNEY 24 19

KHFI/Austin, TX  
 Ed Volkman

ERIC CLAPTON  
 JOHNNY AVERAGE  
 BADFINGER  
 JUICE NEWTON  
 38 SPECIAL  
 Hottest:  
 STYX 1-1  
 REO SPEEDWAGON 2-2  
 HALL & OATES 9-4  
 BLONDIE 10-5  
 DON MCLEAN 12-8

KBFM/McAllen-Brownsville, TX  
 Steve Owens

GROVER WASHINGTON  
 CLIM

MIDWEST Most Added Hottest

Eric Clapton John Lennon
J. Taylor & J.D. Souther Styx
Juice Newton Neil Diamond

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
Eric Clapton Juice Newton John Lennon
Styx Smokey Robinson
Donna Summer REO Speedwagon
J. Taylor & J.D. Souther

MIDWEST

PARALLEL TWO

92X/Columbus, OH Teri Nutter

SHEENA EASTON
ERIC CLAPTON
JOURNEY
Hottest:
REO SPEEDWAGON 1-1
STYX 5-3
BLONDIE 13-8
DON MCLEAN 14-9
ALAN PARSONS 15-11

KIOA/Des Moines, IA A.W. Pantoja

ELVIS PRESLEY
GARLAND JEFFREYS
ERIC CLAPTON
Hottest:
JOHN LENNON 1-1
DANNIE IRIS 10-7
NEIL DIAMOND 12-8
BLONDIE 16-10
DON MCLEAN 17-12

KOFM/Oklahoma City, OK Chuck Morgan

SHEENA EASTON
STEVE WINWOOD
APRIL WINE
Hottest:
REO SPEEDWAGON 2-1
TERRI GIBBS 5-2
KOOL & THE GANG 7-3
STYX 6-5
JOHN LENNON 11-7

KRAV/Tulsa, OK Gary Reynolds

JUICE NEWTON
ERIC CLAPTON
JAMES TAYLOR
Hottest:
TERRI GIBBS 1-1
DON MCLEAN 4-2
NEIL DIAMOND 13-10
SHEENA EASTON 16-11
BARBRA STREISAND 18-14

KZ93/Peoria, IL Keith Edwards

ERIC CLAPTON
Hottest:
JOHN LENNON 1-1
STYX 4-2
ALAN PARSONS 6-5
PAT BENATAR 8-6
HALL & OATES 11-8

WGRD/Grand Rapids, MI Ray Baker

POLICE
CLIMAX BLUES BAND
LOVERBOY
JOURNEY
Hottest:
KOOL & THE GANG 1-1
REO SPEEDWAGON 2-2
DOLLY PARTON 3-3
STYX 4-4
JOHN LENNON 5-5

WHOT/Youngstown, OH Dick Thompson

JUICE NEWTON
ERIC CLAPTON
EMMYLOU HARRIS
Hottest:
DON MCLEAN 5-4
BLONDIE 7-5
NEIL DIAMOND 11-6
TERRI GIBBS 12-23

WNAP/Indianapolis, IN Dennis Jon Bailey

POLICE
FIREFALL
GROVER WASHINGTON
ELVIS PRESLEY
Hottest:
JOHN LENNON 5-1
REO SPEEDWAGON 6-2
STYX 8-4
DON MCLEAN 12-5
NEIL DIAMOND 13-6

WNCL/Columbus, OH Steve Edwards

GROVER WASHINGTON
STEELY DAN
TERRI GIBBS
JAMES TAYLOR
Hottest:
DOLLY PARTON 2-1
NEIL DIAMOND 12-7
RONNIE MILSAP 13-10
HALL & OATES 16-12
OUTLAWS 23-16

WOHO/Toledo, OH Jeff McCarthy

HARRY CHAPIN
EMF
Hottest:
JOHN LENNON 1-1
NEIL DIAMOND 3-2
BARBRA STREISAND 5-3
CLIFF RICHARD 7-5
KOOL & THE GANG 12-8

WOW/Omaha, NE J.C. Corcoran

DONNA SUMMER
DANNIE IRIS (dp)
ERIC CLAPTON (dp)
Hottest:
DOLLY PARTON 1-1
REO SPEEDWAGON 4-2
STYX 6-5
DON MCLEAN 10-8
BARBRA STREISAND 15-10

WVIC/East Lansing, MI Jim St. John

JOURNEY
TASTE OF HONEY
TOUCH
ROVERS
HANKS
Hottest:
REO SPEEDWAGON 1-1
BLONDIE 4-3
LEO SAYER 10-4
RANDY MEISNER 11-5
ABBA 15-8

WISM/Madison, WI Baru Starr

ERIC CLAPTON
Hottest:
REO SPEEDWAGON 1-1
DON MCLEAN 10-3
RANDY MEISNER 15-4
LEO SAYER 16-7
SHEENA EASTON 30-21

KEYN-FM/Wichita, KN Terrie Springs

STEELY DAN
ERIC CLAPTON
JAMES TAYLOR
JUICE NEWTON
JOHN COUGAR
Hottest:
JOHN LENNON 2-1
STYX 6-3
PAT BENATAR 9-4
FIREFALL 8-7
BLONDIE 23-20

KWEN/Tulsa, OK Ronda Curtis

CHRIS CROSS
MANFRED MANN
PHIL SEYMOUR
REO SPEEDWAGON
KANSAS
ALAN PARSONS
Hottest:
REO SPEEDWAGON 1-1
STYX 5-5
APRIL WINE 10-7
HALL & OATES 18-14
BRUCE SPRINGSTEEN 20-15

WYFM/Youngstown, OH Jeff Tobin

ALAN PARSONS
DON MCLEAN
NEIL DIAMOND
Hottest:
KOOL & THE GANG 2-1
DOLLY PARTON 4-3
BLONDIE 9-5
STYX 12-8
PAT BENATAR 10-9

WTWR/Detroit, MI Kurt Kelly

RONNIE MILSAP
DANNIE IRIS
PAT BENATAR
ELVIS PRESLEY
EMMYLOU HARRIS
Hottest:
KOOL & THE GANG 1-1
HALL & OATES 17-7
ABBA 11-9
DON MCLEAN 15-10
SHEENA EASTON 21-18

WAKX/Duluth, MN Bruce McGregor

JOHN COUGAR
DONNA SUMMER
SMOKEY ROBINSON
FRANKIE/KNOCCKOUTS
STEELY DAN
SHERBS
FOOLS
JAMES TAYLOR
Hottest:
REO SPEEDWAGON 1-1
JOHN LENNON 6-2
BARBRA STREISAND 15-10
OUTLAWS 18-12
STEVE WINWOOD 25-19

WNAM/Appleton-Oshkosh, WI Jay Tyler

ERIC CLAPTON
SMOKEY ROBINSON
SPINNERS
RUSH
FRANKIE/KNOCCKOUTS
Hottest:
JOHN LENNON 1-1
DON MCLEAN 7-3
CLIFF RICHARD 10-5
PAT BENATAR 12-9
NEIL DIAMOND 15-11

WRBR/South Bend, IN Joe Lightner

Hottest:
EDDIE RABBITT 4-1
REO SPEEDWAGON 3-3
DOLLY PARTON 6-4
JOHN LENNON 8-6
KOOL & THE GANG 10-7

WZOK/Rockford, IL Dallas Cole

STEVE WINWOOD
Hottest:
STYX 1-1
CLIFF RICHARD 8-4
PAT BENATAR 10-7
NEIL DIAMOND 11-8
DON MCLEAN 15-10

Z104/Madison, WI Little Hudson

GARLAND JEFFREYS
CLIMAX BLUES BAND
PHOEBE SNOW
ERIC CLAPTON
Hottest:
BLONDIE 2-1
STYX 10-8
PAT BENATAR 11-10
POLICE 15-11
HALL & OATES 22-13

WIKS/Indianapolis, IN Mike Tinnes

DONNA SUMMER
CHAMPAIGN
JUICE NEWTON
RUSH
JAMES TAYLOR
Hottest:
KOOL & THE GANG 1-1
STYX 8-4
BLONDIE 12-6
JOHN LENNON 16-9
JOURNEY 34-27

U93/South Bend, IN J.K. Dearing

NEIL DIAMOND
PAT BENATAR
Hottest:
DOLLY PARTON 1-1
STYX 16-6
DON MCLEAN 20-9
JOHN LENNON 15-10
DELBERT MCCLINTON 23-13

WSPST/Stevens Point, WI Pat Martin

JUICE NEWTON
38 SPECIAL
HOTTSTYX
BLONDIE 7-1
STYX 5-2
JOE CHEMAY BAND 10-7
HALL & OATES 11-8
POLICE 15-10

WTRU/Muskegon, MI Mike Stevens

ERIC CLAPTON
CLIMAX BLUES BAND
CHAMPAIGN
Hottest:
JOHN LENNON 1-1
STYX 4-2
NEIL DIAMOND 13-7
BARBRA STREISAND 14-10
RANDY MEISNER 18-12

KDVV/Topeka, KS Rocky Roberts

ERIC CLAPTON
STEELY DAN
JUICE NEWTON
Hottest:
JOHN LENNON 2-1
BLONDIE 11-5
HALL & OATES 13-6
PAT BENATAR 12-9
NEIL DIAMOND 17-10

KELO/Sioux Falls, SD Paul Wascott

BARBRA STREISAND
STEVE WINWOOD
GROVER WASHINGTON
RANDY MEISNER
STEELY DAN
Hottest:
STYX 1-1
REO SPEEDWAGON 2-2
NEIL DIAMOND 10-5
DON MCLEAN 11-7
SHEENA EASTON 19-15

KKRC/Sioux Falls, SD Don Nordine

JUICE NEWTON
JAMES TAYLOR
MOLLY HATCHET (dp)
JOHNNY AVERAGE
Hottest:
JOHN LENNON 1-1
STYX 2-2
BLONDIE 10-5
NEIL DIAMOND 15-12
HALL & OATES 19-14

KKXL/Grand Forks, ND Jeff Parker

POLICE
JAMES TAYLOR
JUICE NEWTON
CLIMAX BLUES BAND
Hottest:
JOHN LENNON 2-1
REO SPEEDWAGON 1-2
STYX 7-4
HALL & OATES 12-10
BLONDIE 15-11

WEAQ/Eau Claire, WI Rick Roberts

JUICE NEWTON
LEO SAYER
STEVE WINWOOD
Hottest:
DAN FOGELBERG 1-1
JOHN LENNON 6-2
ALAN PARSONS 12-7
BRUCE SPRINGSTEEN 16-13
DON MCLEAN 20-15

WRKR/Racine, WI Steve Warren

JUICE NEWTON
JOHN LENNON
STYX
TERRI GIBBS
Hottest:
JOHN LENNON 3-1
DOLLY PARTON 8-4
EDDIE RABBITT 9-6
STYX 11-8
ALAN PARSONS 12-10

WSPST/Stevens Point, WI Pat Martin

JUICE NEWTON
38 SPECIAL
HOTTSTYX
BLONDIE 7-1
STYX 5-2
JOE CHEMAY BAND 10-7
HALL & OATES 11-8
POLICE 15-10

WTRU/Muskegon, MI Mike Stevens

ERIC CLAPTON
CLIMAX BLUES BAND
CHAMPAIGN
Hottest:
JOHN LENNON 1-1
STYX 4-2
NEIL DIAMOND 13-7
BARBRA STREISAND 14-10
RANDY MEISNER 18-12

KELO/Sioux Falls, SD Paul Wascott

BARBRA STREISAND
STEVE WINWOOD
GROVER WASHINGTON
RANDY MEISNER
STEELY DAN
Hottest:
STYX 1-1
REO SPEEDWAGON 2-2
NEIL DIAMOND 10-5
DON MCLEAN 11-7
SHEENA EASTON 19-15

KKRC/Sioux Falls, SD Don Nordine

JUICE NEWTON
JAMES TAYLOR
MOLLY HATCHET (dp)
JOHNNY AVERAGE
Hottest:
JOHN LENNON 1-1
STYX 2-2
BLONDIE 10-5
NEIL DIAMOND 15-12
HALL & OATES 19-14

WEST

PARALLEL TWO

KCPX/Salt Lake City, UT Gary Waldron

GROVER WASHINGTON
FOOLS
BLONDIE
TASTE OF HONEY
JOE CHEMAY BAND
LENNY LE BLANC
EMMYLOU HARRIS
Hottest:
JOHN LENNON 1-1
CLIFF RICHARD 6-3
NEIL DIAMOND 8-4
TERRI GIBBS 18-13
SHEENA EASTON 21-14

KENO/Las Vegas, NV Bill Alexander

SPINNERS
SMOKEY ROBINSON
38 SPECIAL
ERIC CLAPTON
DONNA SUMMER
JOURNEY
Hottest:
STYX 2-1
BARBRA STREISAND 11-5
DON MCLEAN 10-6
NEIL DIAMOND 14-9
HALL & OATES 20-10

KERN/Bakersfield, CA Guy Davis

ERIC CLAPTON
SMOKEY ROBINSON
APRIL WINE
JUICE NEWTON
STEELY DAN
Hottest:
REO SPEEDWAGON 2-1
STYX 4-2
BLONDIE 14-8
POLICE 13-9
HALL & OATES 23-18

KYNO-FM/Fresno, CA Beau Richards

TASTE OF HONEY
FOOLS
Hottest:
STYX 9-1
DON MCLEAN 23-9
JUICE NEWTON D-10
PHIL SEYMOUR 18-11
GROVER WASHINGTON 29-18

KYNO-FM/Fresno, CA Walker/Manson

SMOKEY ROBINSON
SADANE
SHEENA EASTON
ANDY GIBB
SISTER SLEDGE
Hottest:
BLONDIE 1-1
CON FUNK SHUN 5-2
REDDINGS 10-7
DOLLY PARTON 16-8
GAP BAND 21-19

KZZX/Albuquerque, NM Chuck Morgan

HALL & OATES
BLONDIE
Hottest:
EDDIE RABBITT 4-1
BARRY MANILOW 5-2
DOLLY PARTON 6-3
TERRA 8-4
REO SPEEDWAGON 9-6

FM102/Sacramento, CA Lucifer/Manders

POLICE
JUICE NEWTON
YARBROUGH/PEOPLES
Hottest:
REO SPEEDWAGON 1-1
DOLLY PARTON 3-3
JOHN LENNON 8-4
KANO 14-7
NEIL DIAMOND 12-9

KSPZ/Colorado Springs, CO Mike Daniels

JUICE NEWTON
ERIC CLAPTON
CLIMAX BLUES BAND
Hottest:
STYX 3-1
LEO SAYER 6-3
NEIL DIAMOND 10-5
BRUCE SPRINGSTEEN 16-8
SHEENA EASTON 20-11

KRO/Colorado Springs, CO Mark Murray

STEELY DAN
DONNA SUMMER
JAMES TAYLOR
38 SPECIAL
ERIC CLAPTON
JUICE NEWTON
JOHN COUGAR
Hottest:
STYX 3-1
BLONDIE 6-4
CLIFF RICHARD 8-5
LEO SAYER 11-7
HALL & OATES 13-9

KSPZ/Colorado Springs, CO Mark Murray

STEELY DAN
DONNA SUMMER
JAMES TAYLOR
38 SPECIAL
ERIC CLAPTON
JUICE NEWTON
JOHN COUGAR
Hottest:
STYX 3-1
BLONDIE 6-4
CLIFF RICHARD 8-5
LEO SAYER 11-7
HALL & OATES 13-9

KSPZ/Colorado Springs, CO Mark Murray

SMOKEY ROBINSON
ELVIS PRESLEY
WHISPERS
DONNA SUMMER
38 SPECIAL
Hottest:
JOHN LENNON 1-1
LEO SAYER 15-8
BARBRA STREISAND 20-14
HALL & OATES 26-17
SHEENA EASTON 27-18

Y94/Fresno, CA Ray Appleton

POLICE
Hottest:
REO SPEEDWAGON 1-1
DON MCLEAN 10-8
ABBA 13-9
RANDY MEISNER 15-10
BLONDIE 19-11

KLUC/Las Vegas, NV Randy Lunquist

STEELY DAN
ERIC CLAPTON
LOVERBOY
Hottest:
STYX 3-1
ALAN PARSONS 9-6
BRUCE SPRINGSTEEN 16-13
STEVE WINWOOD 17-14
POLICE 21-17

KMJK/Portland, OR John Shomby

JUICE NEWTON
FRANKIE/KNOCCKOUTS
JAMES TAYLOR
ERIC CLAPTON
Hottest:
KOOL & THE GANG 1-1
JOHN LENNON 2-2
REO SPEEDWAGON 5-3
PAT BENATAR 15-10
STYX 14-11

KIOY/Fresno, CA Beau Richards

TASTE OF HONEY
FOOLS
Hottest:
STYX 9-1
DON MCLEAN 23-9
JUICE NEWTON D-10
PHIL SEYMOUR 18-11
GROVER WASHINGTON 29-18

KYNO-FM/Fresno, CA Walker/Manson

SMOKEY ROBINSON
SADANE
SHEENA EASTON
ANDY GIBB
SISTER SLEDGE
Hottest:
BLONDIE 1-1
CON FUNK SHUN 5-2
REDDINGS 10-7
DOLLY PARTON 16-8
GAP BAND 21-19

KZZX/Albuquerque, NM Chuck Morgan

HALL & OATES
BLONDIE
Hottest:
EDDIE RABBITT 4-1
BARRY MANILOW 5-2
DOLLY PARTON 6-3
TERRA 8-4
REO SPEEDWAGON 9-6

FM102/Sacramento, CA Lucifer/Manders

POLICE
JUICE NEWTON
YARBROUGH/PEOPLES
Hottest:
REO SPEEDWAGON 1-1
DOLLY PARTON 3-3
JOHN LENNON 8-4
KANO 14-7
NEIL DIAMOND 12-9

KSPZ/Colorado Springs, CO Mike Daniels

JUICE NEWTON
ERIC CLAPTON
CLIMAX BLUES BAND
Hottest:
STYX 3-1
LEO SAYER 6-3
NEIL DIAMOND 10-5
BRUCE SPRINGSTEEN 16-8
SHEENA EASTON 20-11

KRO/Colorado Springs, CO Mark Murray

STEELY DAN
DONNA SUMMER
JAMES TAYLOR
38 SPECIAL
ERIC CLAPTON
JUICE NEWTON
JOHN COUGAR
Hottest:
STYX 3-1
BLONDIE 6-4
CLIFF RICHARD 8-5
LEO SAYER 11-7
HALL & OATES 13-9

KSPZ/Colorado Springs, CO Mark Murray

SMOKEY ROBINSON
ELVIS PRESLEY
WHISPERS
DONNA SUMMER
38 SPECIAL
Hottest:
JOHN LENNON 1-1
LEO SAYER 15-8
BARBRA STREISAND 20-14
HALL & OATES 26-17
SHEENA EASTON 27-18

KHYT/Tucson, AZ Rich Brother Robbin

TOM BROWN
STEELY DAN
SISTER SLEDGE
KOOL & THE GANG
ERIC CLAPTON
ROBERT WINTERS
Hottest:
BLONDIE 3-1
REO SPEEDWAGON 5-2
STYX 8-4
YARBROUGH/PEOPLES 23-14
RANDY MEISNER 21-16

KIDD/Monterey, CA Ron Rodrigues

SMOKEY ROBINSON
FOOLS
TERRI GIBBS
JUICE NEWTON
WHISPERS
ERIC CLAPTON
GARLAND JEFFREYS
RAYDIO
Hottest:
REO SPEEDWAGON 1-1
STEVIE WONDER 8-5
STYX 10-6
BLONDIE 15-9
DON MCLEAN 17-13

KGGI/Riverside San Bernardino, CA Bob West

GROVER WASHINGTON
TASTE OF HONEY
SHEENA EASTON
Hottest:
LTD 1-1
DOLLY PARTON 7-3
LAKESIDE 12-8
REO SPEEDWAGON 14-9
DON MCLEAN 16-10

KKXX/Bakersfield, CA Chris Squires

SUZI QUATRO
38 SPECIAL
ERIC CLAPTON
JAMES TAYLOR
JUICE NEWTON
Hottest:
REO SPEEDWAGON 1-1
STYX 2-2
HALL & OATES 16-8
POLICE 18-12
STEVE WINWOOD 22-16

KNBQ/Tecoma, WA Bryan/Roberts

JOHN COUGAR
CHAMPAIGN
ERIC CLAPTON
JAMES TAYLOR
JOURNEY
RONNIE MILSAP
Hottest:
REO SPEEDWAGON 1-1
STYX 6-5
BLONDIE 8-6
PAT BENATAR 10-7
STEVE WINWOOD 27-20

K99/Provo, UT Jim Sumpter

PHIL SEYMOUR
JUICE NEWTON
ERIC CLAPTON
TERRI GIBBS
JAMES TAYLOR
Hottest:
REO SPEEDWAGON 2-1
NEIL DIAMOND 6-2
STYX 5-3
RANDY MEISNER 14-10
PAT BENATAR 17-13

FM103/Salt Lake City, UT Lorraine Winnegar

STEELY DAN
ROD STEWART
Hottest:
REO SPEEDWAGON 1-1
POLICE 10-6
STEVE WINWOOD 12-7
LEO SAYER 18-8
BRUCE SPRINGSTEEN 19-9

KBOZ/Bozeman, MT Greg Williams

JAMES TAYLOR
CLIMAX BLUES BAND
SMOKEY ROBINSON
JIMMY BUFFETT
GILBERT D'SULLIVA
CHRIS MONTAN
DONNA SUMMER
Hottest:
JOHN LENNON 1-1
KOOL & THE GANG 5-2
CLIFF RICHARD 12-7
RANDY MEISNER 16-9
BRUCE SPRINGSTEEN 30-24

KATI/Casper, WY Donna Fox

ERIC CLAPTON
FRANKIE/KNOCCKOUTS
JAMES TAYLOR
DONNA SUMMER
Hottest:
JOHN LENNON 1-1
BLONDIE 6-3
DON MCLEAN 8-4
NEIL DIAMOND 17-8
BRUCE SPRINGSTEEN 22-18

THE FOLLOWING STATIONS DID NOT REPORT THIS WEEK:
Q106(WRBO)/Tampa
KBEQ/Kansas City
WPST/Trenton
WLCY/Tampa
FM100(WMC-FM)/Memphis
KSTT/Davenport
WMEE/Ft. Wayne
WGBF/Evansville
WDJX/Dayton
KEZR/San Jose
WJBO/Portland
WFLB/Fayetteville
KWLO/Waterloo
KYVA/Billings

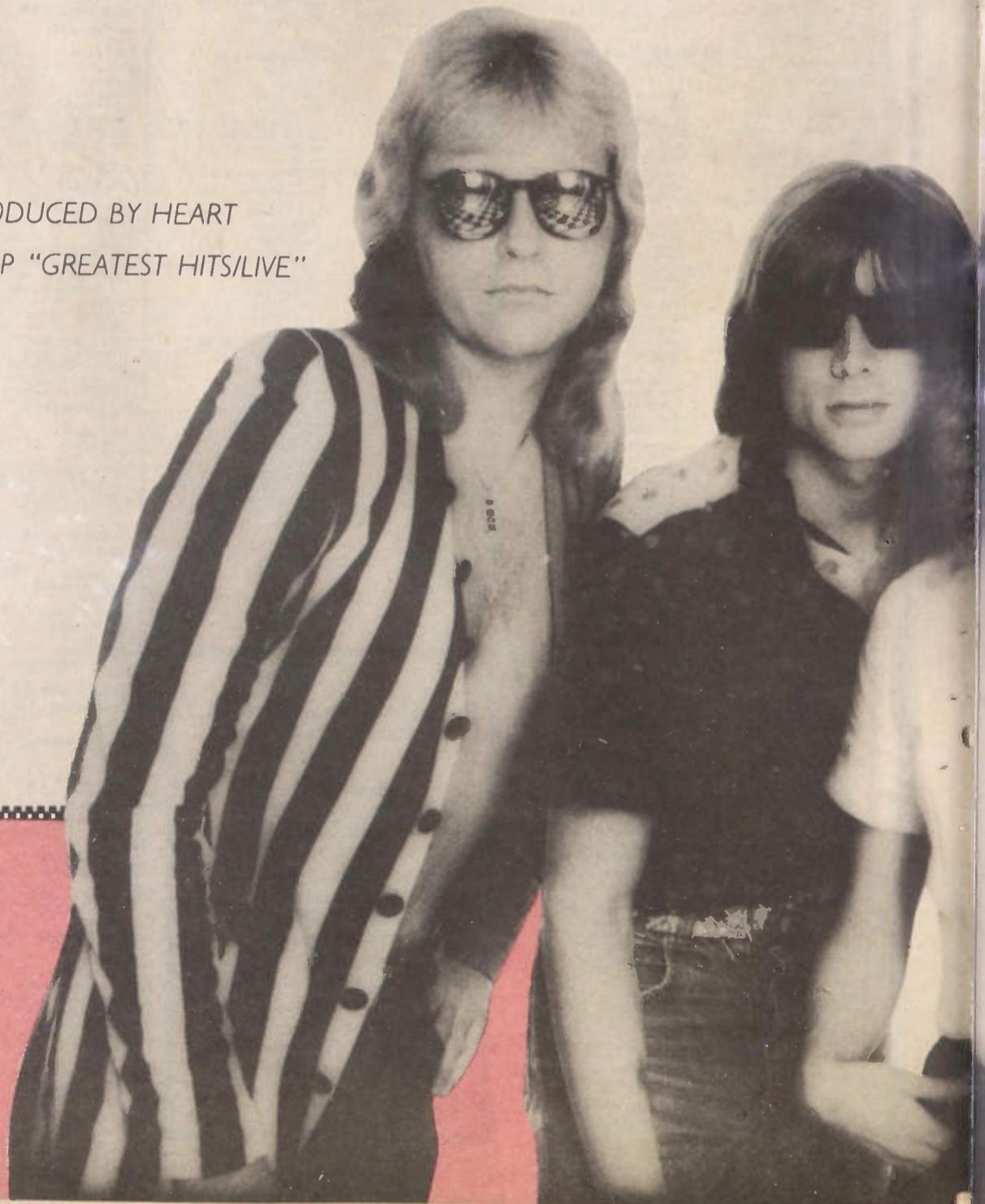
# Heart

IS GOING TO " "

WITH THEIR NEW

"UNCHAINED"

PRODUCED BY HEART  
FROM THE LP "GREATEST HITS/LIVE"





TELL IT LIKE IT IS"

SMASH SINGLE...

"D MELODY"



*Epic*

ON EPIC RECORDS







BRUCE SPRINGSTEEN

Fade Away (Columbia) LP: The River

149/5 70%

Regional Reach: E 814, S 754, W 574, M 594. National Summary: UP 123, SAME 19, DOWN 2, ADDED 5.

Table with 3 columns: P1, P2, P3. Lists radio stations and their regional reach for Bruce Springsteen's 'Fade Away'.

(Styx continued)

Table with 3 columns: P1, P2, P3. Lists radio stations and their regional reach for Styx's 'The Best Of Times'.

JAMES TAYLOR & J.D. SOUTHER

Har Town Too (Columbia) LP: Dad Loves His Work

67/86 31%

Regional Reach: E 268, S 448, W 268, M 228. National Summary: UP 1, SAME 0, DOWN 0, ADDED 66.

Table with 3 columns: P1, P2, P3. Lists radio stations and their regional reach for James Taylor & J.D. Souther's 'Har Town Too'.

(Grover Washington Jr. continued)

Table with 3 columns: P1, P2, P3. Lists radio stations and their regional reach for Grover Washington Jr.'s 'Just The Two Of Us'.

STEVE WINWOOD

While You See A... (Island) LP: Arc Of A Diver

172/17 80%

Regional Reach: E 639, S 754, W 854, M 734. National Summary: UP 137, SAME 18, DOWN 0, ADDED 17.

Table with 3 columns: P1, P2, P3. Lists radio stations and their regional reach for Steve Winwood's 'While You See A...'.

(Stevie Wonder continued)

Table with 3 columns: P1, P2, P3. Lists radio stations and their regional reach for Stevie Wonder's 'I Ain't Gonna Stand For This'.

YARBROUGH & PEOPLES

Don't Stop The Music (Mercury/PolyGram) LP: The Two Of Us

57/8 27%

Regional Reach: E 214, S 364, W 154, M 294. National Summary: UP 40, SAME 7, DOWN 2, ADDED 8.

Table with 3 columns: P1, P2, P3. Lists radio stations and their regional reach for Yarbrough & Peoples' 'Don't Stop The Music'.

DONNA SUMMER

Who Do You Think... (Geffen) LP: The Wanderer

74/26 35%

Regional Reach: E 304, S 404, W 154, M 494. National Summary: UP 20, SAME 29, DOWN 0, ADDED 25.

Table with 3 columns: P1, P2, P3. Lists radio stations and their regional reach for Donna Summer's 'Who Do You Think...'.

BARBRA STREISAND/ BARRY GIBB

What Kind Of Fool (Columbia) LP: Guilty

184/2 86%

Regional Reach: E 914, S 824, W 944, M 764. National Summary: UP 170, SAME 9, DOWN 3, ADDED 2.

Table with 3 columns: P1, P2, P3. Lists radio stations and their regional reach for Barbra Streisand & Barry Gibb's 'What Kind Of Fool'.

GROVER WASHINGTON JR.

Just The Two Of Us (Elektra) LP: Wineflight

171/34 80%

Regional Reach: E 814, S 844, W 724, M 784. National Summary: UP 122, SAME 15, DOWN 0, ADDED 34.

Table with 3 columns: P1, P2, P3. Lists radio stations and their regional reach for Grover Washington Jr.'s 'Just The Two Of Us'.

STEVIE WONDER

I Ain't Gonna Stand... (Tamla) LP: Matter Than July

141/0 66%

Regional Reach: E 814, S 644, W 534, M 514. National Summary: UP 76, SAME 29, DOWN 0, ADDED 0.

Table with 3 columns: P1, P2, P3. Lists radio stations and their regional reach for Stevie Wonder's 'I Ain't Gonna Stand...'.

STYX

The Best Of Times (A&M) LP: Paradise Theater

210/1 98%

Regional Reach: E 1014, S 1034, W 984, M 964. National Summary: UP 164, SAME 41, DOWN 4, ADDED 1.

Table with 3 columns: P1, P2, P3. Lists radio stations and their regional reach for Styx's 'The Best Of Times'.

Others Getting Significant Action - Continued from Back Page

- List of other artists and their regional reach: FLEETWOOD MAC, TOTO, ENEMYLOU HARRIS, GARLAND JEFFREYS, JOE CEMARY BAND, LAKE SIDE, PHOEBE SNOW, BADFINGER, TOUCH, FOOLES, RINGB, TASTE OF HONEY, ROD STEWART, RAY PARKER JR. & RAYDO, GAP BAND, SPYRO GYRA, MELISSA MANCHESTER & PEABO BRYSON, LTD, NICOLETTE LARSON, SHERBS, REO SPEEDWAGON, STYX, SISTER SLEDGE, CHRIS MONTAN.

# THE PICTURE PAGES

## DeVito Debut On Epic



Karla DeVito, known for duetting with Meat Loaf, will release her first LP on Epic shortly. Pictured at the label's New York offices are (l-r, seated) Epic's Dick Wingate, DeVito, E/P/A's Sr. VP/GM Don Dempsey, and producer Bill House; (l-r, standing) E/P/A VP Al Gurewitz, managers Winston Simone and Sam Ellis, and attorney Dennis Katz.

## Emmylou & Eminent Fans



Emmylou Harris was congratulated backstage by top Warner Bros. executives after her recent L.A. Country Club performances. Pictured (l-r) are WB President Mo Ostin, label Country GM Bob Kirsch, Harris, and WB VP Andy Wickham.

## Cotillion Assembly



Cotillion Records recently held a series of marketing/promotional strategy meetings at its New York headquarters, bringing in national, regional, and local staffers. Pictured around the table are (l-r seated) label's Sondra Roberts, Atlantic/Cotillion VP Everett Smith, Atlantic President Doug Morris, Cotillion President Henry Allen, Atlantic Exec. VP/GM Dave Glew, and Cotillion's Veniece Starks; (l-r standing) label's Pat Jones, Crown Prince, Charles Geer, Deek DeBerry, Raymond Mason, Bill Cureton, Greg Lewis, Clarence Bullard, Simo Doe, Walter Moorehead, John Nance, Richard Nash, Mike Price, Buddy Dee, Henry Jefferson, Sandi Carter, Robert Wilson, Marty Mack, and Zeke Zanders.

## Polygram Country Convocation



Polygram Records' Country Promotion Dept. met recently in Nashville to discuss forthcoming plans. Pictured (l-r) are label's John Brown, Frank Leffel, Dave Smith, Steve Massie, VP Jerry Kennedy, and Doyal McCullom.

## MCA's SouthCoast Expansion



MCA Records has entered into a marketing/distribution agreement with Austin-based SouthCoast Records. Artists for the label include Joe Ely, Jerry Jeff Walker, and the Shake Russell/Dana Cooper Band. Pictured checking out Texas's South Coast are (l-r) MCA Records President Bob Siner, SouthCoast Exec. VP Witt Stewart, and SouthCoast President Michael Brovsky.

## Gates Opening For Arista



Arista Records has signed David Gates, with a summer LP release planned. The longtime producer/songwriter and former leader of Bread is pictured (right) with Arista President Clive Davis.

## Bearsville's Parton Parcel



Members of the singing Parton clan gathered to support sister Freida Parton on her debut Bearsville album recently. Pictured at the studio are (l-r) Stella Parton, Freida Parton, Bearsville VP/GM Howard Rosen, and Dolly Parton.

## Journey Captured In New York



Following a promotional tour of 25 AOR radio stations nationwide, Journey was feted in New York with a Columbia listening party. Pictured (l-r) are management firm Nightmare Inc.'s Sandy Einstein, CBS Records Group Deputy Pres. Dick Asher, group's Steve Perry, CBS Records Division Pres. Bruce Lundvall, and Nightmare Inc.'s Pat Morrow.

# THE PICTURE PAGES

## Martell Backers Assemble



The West Coast T.J. Martell Foundation kickoff luncheon, held in preparation for the May 2 dinner honoring CBS Records Group Deputy President Dick Asher as 1981 Humanitarian, was attended by numerous record industry chief executives. Pictured (l-r, seated) are A&M's Jerry Moss, Arista's Clive Davis (1980 honoree), Asher, California Lt. Governor Mike Curb, CBS's Bruce Lundvall (1977 honoree), Tabu's Clarence Avant, and A&M's Gil Friesen (1979 honoree); (l-r, standing) Foundation President Tony Martell, dinner chairman Floyd Glinert, EPJA's Don Dempsey, Alfa's Bob Fead, Chrysalis's Sal Licata, E/A's Mel Posner, Full Moon's Irving Azoff, Mount Sinai's Dr. James Holland, E/A's Joe Smith, Boardwalk's Neil Bogart, LAX's Jerry Goldstein, MCA's Bob Siner, A&M's Herb Alpert, WEA's Henry Droz, and CBS International's Allen Davis.

## Atlantic Starr's For A&M



A&M held a listening party for the new Atlantic Starr LP, "Radiant," recently. Pictured at the session are (l-r) A&M Vice Chairman Herb Alpert, label VP David Kershenbaum, producer James Carmichael, engineer Carl Harris, A&M Sr. VP Harold Childs, Chairman Jerry Moss, and label's Barry Korbin.

## Grover Takes Over At E/A



Elektra/Asylum executives took time out at their weekly marketing meeting to gather in celebration of Grover Washington Jr.'s singles success with "Just The Two Of Us." Pictured (l-r) are label's Dave Cline, Tom Zutaut, and Lou Galliani, VP Vic Faraci (foreground), E/A's Bill Smith and Ormetta Barber, VP's Burt Stein and Oscar Fields, and label's Marc Ratner, Randy Edwards, and Primus Robinson.

## Screen-Gems Soiree



Screen-Gems/Colgems-EMI Music President Lester Sill recently hosted a reception taking place during a week of professional staff meetings in Los Angeles. Pictured (l-r) are Capitol VP Rupert Perry, Screen Gems VP Paul Tannen, Screen Gems' Rick Riccobono, Sill, Capitol Chairman Bhasker Menon, and EMI-ALiberty VP Don Grierson.

## Windy Winners



The Radio Broadcasters of Chicagoland recently staged their annual "Windy Awards" dinner, honoring the outstanding radio commercials of 1980. Pictured presenting the "Best Music Achievement - National/Regional" award are WFYR air personality Stu Collins (left) and WMET's Brock Whaley (right), with Burrell's Anna Morris accepting for Coca-Cola's "Summertime Fun" spot.

## Delbert Meets Deborah



Capitol's Delbert McClinton and Deborah Allen (both seated) were rapt in conversation between shows at Nashville's Exit/In. Looking on are (l-r, standing) BMI's Phil Graham, Don Light Talent's Bobby Cudd, Capitol's Michelle Peacock, Capitol VP Lynn Shults, and BMI VP Frances Preston.

## Paying Respects To King



B.B. King recently played New York's Ritz, and was visited backstage by independent promotion man Juggy Gayles (left) and MCA's Sammy Vargas (right).

## Lawrence Jets Back To RCA



Karen Lawrence, most recently lead singer of 1994 and a former RCA artist with the L.A. Jets, has signed as a solo artist with RCA through producer Jack Douglas's Waterfront Productions. Pictured at the signing are (l-r, seated) RCA VP Jack Craig, Douglas, Lawrence, and Fred Hostetter; (l-r, standing) RCA VP Ed DeJoy, and RCA's David Carpin, Vic Mandelson, and Bill McGathy.



# Jeff Gelb AOR

## The State Of The Art Of AOR Radio

With all fall ARB ratings books now accounted for, the time is right to look at the "big picture" for an overview of AOR radio as it enters 1981.

In general, the format posted more gains than losses in 12+ figures, with 72 stations up, 64 down and two registering the same numbers they'd garnered in the previous ratings period. Remember, too, that many of the stations that showed losses in 12+ figures were deliberately swinging away from teen listening and made gains in sought-after upper demos.

### WXUS On Top

AOR's best 12+ figure this book came from WXUS/Lafayette, IN, a brand-new 3000-watt AOR with Stuart McRae at the programming helm. WXUS's 12+ figure of 19.0 comes close to matching what I believe was AOR's best 12+ figure ever, the 19.7 registered last fall by WIOT/Toledo. Actually, McRae was hoping for even better numbers, because a recent Birch survey had shown the station with an astonishing 29.

McRae is especially proud that WXUS was programmed from within, without the aid of a consultant. "We did it all ourselves," he noted. "We localized heavily, with some TV and a large bumper sticker campaign. Word-of-mouth played a large part in our success as well."

He pointed out that WXUS has not followed the trend of many AOR's toward tight playlists: "There's more time spent listening in a smaller market, so instead of being tight you have to play it looser. We play a lot of new product, for example."

### Superstars Show Gains

WXUS was not the only big winner this time

around; Superstars-consulted stations showed 30 on the rise, 26 down and one holding steady, with seven Superstars AOR's number one in their markets. Lee Abrams praised the stations' programmers for their efforts and added, "An emphasis on old classics helped. Plus our morning shows were strong, and helped develop the numbers for the rest of the day. Personalities were on the rise."

He downplayed the rumor that, in an effort to gain older listeners for the next sweep, the Superstars stations will be softening up their music. "That's simply not the case," he said.

### Soft AOR's Show Mixed Results

For those AOR's that have softened up, it was a mixed book, with some down (KNX-FM/Los Angeles, LOVE 94/Miami), one remaining steady (KXOA-FM/Sacramento), and others up (KINK/Portland and WEEI-FM/Boston). WEEI-FM PD Clark Smidt commented on Boston's heated AOR battle, "Although I wish John Sebastian all the success he deserves, I want to point out that WCOZ and its style of rock and roll is not necessarily album radio's only salvation. In this book, WEEI-FM scored #1 with adults 25-34 and #3 with adults 25-49. Hard rock certainly does work well with teens and 18-24's. But it's an adult AOR that will continue to win with 25-plus."

### Heated Battles

It was an intensely competitive book, with some interesting results. Among them: Consultant Jeff Pollack's battle with Superstars stations in two markets (Dallas and Rochester) that ended in ratings triumphs for the Pollack-consulted stations, while both his Los Angeles client (KLOS) and KMET showed declines in lis-

teners; the impressive debut of Doubleday's Detroit AOR entry, WLLZ; the heated battle between WLUP and WMET/Chicago, which resulted in the narrowest gap yet between the two stations as WLUP slipped and WMET showed gains; WCOZ/Boston's leap ahead of its competition to garner the largest AOR top ten market 12+ share in history, and others.

### Markets To Watch

Anyone who claims AOR is no longer a hot format might want to swallow their words when they look at the combined 12+ figures for the AOR's in these cities: Detroit (17.3), Philadelphia (12.8), Portland (18.1), Rochester (13.0), Sacramento (17.7), Syracuse (15.3), Seattle (13.8), and AOR's biggest city this book, San Diego (an impressive 22.2). There were also many fine single station showings of AOR power, including WLVQ/Columbus's 14.0, WWCK/Flint's 13.8, WLAV/Grand Rapids's 13.3, WZZR/Memphis's 13.4, KMOD-FM/Tulsa's 13.3, KIOT/Wichita's 14.5, and the aforementioned US93/Lafayette's stunning 19.0.

### The Casualties

Yet it was also a book of changes, some drastic, for a handful of AOR's that have either switched formats since the book's results arrived or have announced intentions to do so. Included in the ranks of the gone-(or soon to be)-but-not-forgotten: WWW/Detroit, KILT-FM/Houston, KFMS/Las Vegas, WKQB/Nashville, WORJ/Orlando, KPAS/El Paso, WOKV/Cincinnati, and WRHY/York (KSAN/San Francisco changed to Country during the sweep so its down book can't be interpreted as indicative of either its former or present programming).

## Fall 1980 Arbitron AOR Scoreboard

The following are Monday-Sunday, 12+ metro shares for the Arbitron-rated markets, as compared to their results from the previous ratings period. This data is copyrighted by Arbitron; non-subscribers to Arbitron may not reprint or use this information in any form.

LEGEND: (S) refers to a Superstars client station; \* means no previous data available; (1) means the station was #1 in its marketplace with represented 12+ figure.

Two stations held their precise 12+ figures from the previous ratings period: KXOA-FM/Sacramento (5.5), and WAAF/Worcester (12.5).

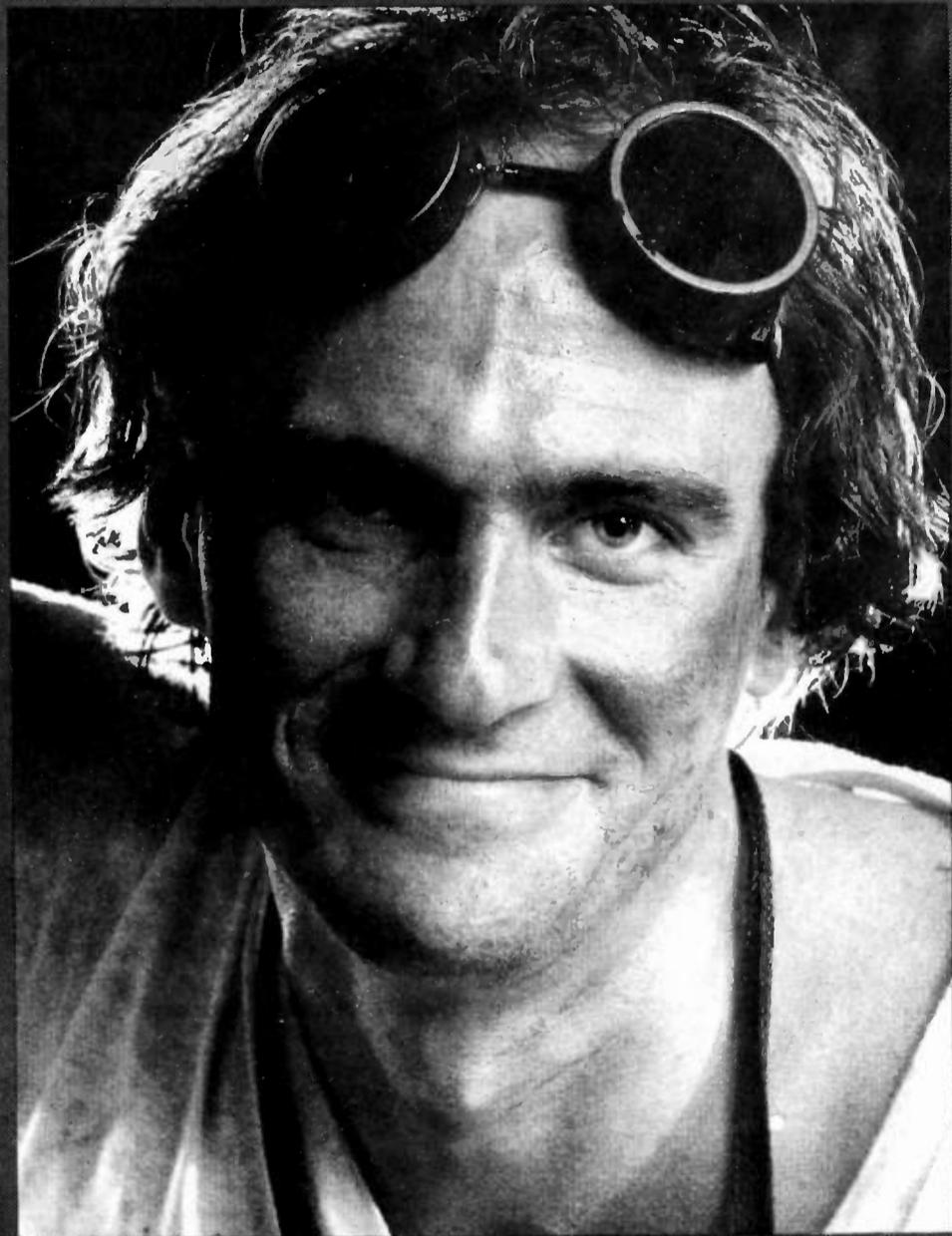
	Up	Down
WPYX/Albany (S)	5.2-6.2	
WQBK/Albany		4.7-2.4
KFMG/Albuquerque	8.3-9.7	
KWXL/Albuquerque (S)	4.7-5.7	
WZZO/Allentown (S)	8.1-8.5	
KEZY-AM/Anaheim		2.3-2.1
KEZY-FM/Anaheim	1.6-1.8	
KRKN/Anchorage	3.0-3.5	
WKLS/Atlanta (S)		8.8-6.6
KLBJ-FM/Austin		7.8-6.8
KMGN/Bakersfield	* -2.2	
WIYY/Baltimore (S)	7.7-9.9	
KZOM/Beaumont		6.7-6.3
WRKK/Birmingham	4.4-6.6	
WBCN/Boston		4.4-4.2
WCOZ/Boston	7.8-9.1	
WEEI-FM/Boston	3.7-4.7	
WRKI/Bridgeport (S)		2.8-1.8
WGRQ/Buffalo (S)		6.7-6.0
WROQ/Charlotte (S)	9.2-10.5	
WLUP/Chicago (S)		4.7-3.8
WMET/Chicago	3.2-3.5	

WXRT/Chicago	1.3-1.7	
WEBN/Cincinnati (S)	9.7-8.6	
WSAI-FM/Cincinnati	5.5-3.4	
WMMS/Cleveland (S)	9.0-8.5	
M105/Cleveland	2.0-3.0	
KILO/Colorado Springs	9.6-11.0	
WZLD/Columbia, SC		7.5-5.6
WLVQ/Columbus (S)		12.5-14.0 (1)
KTXQ/Dallas (S)		4.5-4.0
KZEW/Dallas		4.9-4.7
WTUE/Dayton (S)	9.9-11.4	
KAZY/Denver (S)		5.2-4.2
KBPI/Denver		9.0-8.6
KFML/Denver		1.8-0.9
KGGO/Des Moines (S)		11.1-8.8
WABX/Detroit		3.3-2.7
WLLZ/Detroit		* -7.9
WRIF/Detroit		6.1-5.1
WWW/Detroit (S)		4.2-1.6
KLAQ/El Paso (S)	3.1-4.0	
KPAS/El Paso		3.1-2.3
KZEL/Eugene		11.4-9.9
WWCK/Flint (S)	10.3-13.8 (1)	
KKDJ/Fresno		6.1-3.8
WLAV/Grand Rapids (S)		9.1-13.3 (1)
WTPA/Harrisburg (S)	2.9-7.3	
WCCC-FM/Hartford		4.1-3.6
WHCN/Hartford (S)		4.3-5.1
KDUK/Honolulu (S)		3.3-6.4
KQM/Q/Honolulu		3.1-2.2
KILT-FM/Houston		2.6-3.0
KLOL/Houston		3.7-4.7
WFBQ/Indianapolis (S)	6.7-7.4	
WFYV/Jacksonville (S)	5.9-7.0	
WJAX-FM/Jacksonville		3.1-2.1
WQUT/Johnson City	10.1-10.4	
KSAS/Kansas City		3.7-2.0
KYYS/Kansas City (S)	10.2-10.3	
WIMZ/Knoxville (S)	6.1-7.0	

WXUS/Lafayette, IN *	-19.0 (1)
WILS-FM/Lansing (S)	14.4-9.1
KFMS/Las Vegas	6.3-9.8
WKQQ/Lexington	16.5-12.8
KLOS/Los Angeles	3.4-2.7
KMET/Los Angeles	5.0-3.6
KNX-FM/Los Angeles	3.2-2.8
KWST/Los Angeles	1.1-1.7
WLRS/Louisville (S)	5.7-8.5
WZZX/Louisville	3.5-1.9
WZZR/Memphis (S)	10.2-13.4 (1)
WSHE/Miami (S)	1.8-2.4
WWL/Miami	3.8-3.6
WLPX/Milwaukee (S)	7.2-6.0
WQFM/Milwaukee	3.7-4.3
KDWB-FM/Minneapolis	2.8-5.7
KQRS-FM/Minneapolis (S)	7.3-4.5
WKQB/Nashville (S)	5.8-5.0
WKDF/Nashville	5.2-7.3
WBAB/Nassau-Suffolk	1.8-2.7
WLIR/Nassau-Suffolk	1.9-1.6
WPLR/New Haven	7.8-9.3
WNEW-FM/New York	2.9-2.8
WPLJ/New York	4.2-3.7
WMYK/Norfolk	9.0-8.1
WNOR-FM/Norfolk	6.9-6.8
WZAM/Norfolk	2.1-1.4
KATT-FM/Oklahoma City	5.6-5.3
KXXY/Oklahoma City (S)	9.0-6.2
KEZO/Omaha (S)	11.0-10.8
WDIZ/Orlando (S)	7.1-6.5
WORJ/Orlando	6.4-3.1
KROQ/Pasadena	1.5-1.8
WWCT/Peoria	3.8-4.7
WIOQ/Philadelphia	4.0-3.4
WMMR/Philadelphia	5.1-5.3
WYSP/Philadelphia (S)	3.8-4.1
KDKB/Phoenix (S)	6.4-6.2
WDVE/Pittsburgh (S)	5.4-6.4
WYDD/Pittsburgh	2.2-1.0
KGON/Portland (S)	7.9-10.2 (1)
KINK/Portland	4.4-4.5
KKSN/Portland	1.0-1.6

KQFM/Portland	2.3-1.8
WBRU/Providence	2.4-1.5
WXLP/Quad Cities	6.9-6.0
WQDR/Raleigh (S)	9.3-11.1
WRXL/Richmond (S)	7.8-11.0
WCMF/Rochester	4.9-6.6
WMJQ/Rochester (S)	8.4-6.4
KZAP/Sacramento (S)	14.6-12.2 (1)
KCPX/Salt Lake City	8.5-6.3
KISS/San Antonio	4.2-5.0
KCAL/San Bernardino	3.5-2.0
KGB-FM/San Diego	5.2-7.0
KIFM/San Diego	3.7-4.0
KPRI/San Diego (S)	5.0-5.8
XTRA-FM/San Diego	3.9-5.4
KMEL/San Francisco	2.6-3.2
KLIV/San Jose (S)	2.4-2.0
KOME/San Jose	5.0-5.4
KSJO/San Jose	2.1-2.6
KTMS/Santa Barbara	* -4.6
KTYD/Santa Barbara	* -5.0
KVRE-FM/Santa Rosa	4.0-3.6
WEZX/Scranton (S)	5.8-7.5
KISW/Seattle (S)	5.7-7.3
KZAM-FM/Seattle	4.6-3.6
KZOK-FM/Seattle	3.7-2.9
KREM-FM/Spokane	9.1-10.0
KSHE/St. Louis	7.6-5.1
WWWK-FM/St. Louis	7.8-4.8
WAQX/Syracuse	5.4-5.7
WSYR/Syracuse (S)	8.7-9.6
WQXM/Tampa (S)	6.8-4.6
WIOT/Toledo (S)	15.1-14.9
KTKT-FM/Tucson (S)	5.5-5.1
KWFM/Tucson	9.4-8.5
KMOD-FM/Tulsa	12.1-13.3
WAVA/Washington	4.5-3.5
WHFS/Washington	1.3-1.2
WWDC-FM/Washington (S)	3.0-2.7
KICT/Wichita (S)	8.8-14.5 (1)
WRHY/York	3.7-1.2
WSRD/Youngstown (S)	7.5-5.7

# JAMES TAYLOR



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on columbia records

produced by peter asher and recorded by val garay



# Jeff Belb

## EVOLUTION

Lots of changes this week: WJAX-FM/Jacksonville is switching from AOR to Urban Contemporary. PD Jamie Brooks and staff will stay on... Former WLUP/Chicago air personality Carey Bruce Sinton has joined KIDQ/Boise as PD. Dave Freeman is KIDQ's new MD... Former WYSP/Philadelphia PD Steve Sutton has resettled at KWFM/Tucson as General Sales Manager... WIBA-FM/Madison has dropped its mostly free-form progressive approach and will be consulted by Frank Felix and Noble Broadcasting... KUPD/Phoenix is now being consulted by John Sebastian and is in the process of switching from CHR to AOR... Paul Harris has resigned as PD of WRCN/Long Island, but remains on the air. Former WMAD/Madison PD Barry Grant has joined WRCN as PD... Bill Cerny has stepped down as PD at WDEK/DeKalb... Gabe Baptiste has been upped to PD from MD at WXP/Dayton, as former PD Tom McGuire has exited... WCMF/Rochester Asst. PD Bill Martin has exited to WTMA/Charleston, SC. New to WCMF is David Kane from competing WMJQ for nights... Former WLRS/Louisville MD Drake Hall has been named MD for KTXQ/Dallas... John Logan has been named MD for KLBJ/Austin, replacing Cy Statum, who remains on the air... Jim Arnold has been named MD for KREM-FM/Spokane from KIOK/Tri-Cities. Steve Wilke has moved to Asst. PD for KREM-FM... Michael Knight and Brad Hoffman have been named Co-MD's for KZOK/Seattle, with Knight the music industry liaison and Hoffman in charge of research and operations. Larry Snider has joined KZOK as Asst. PD... Paul "Lobster" Wells has been named Asst. PD for KLIV/Fresno... WSRZ/Tampa's new MD is Mary Farrell... Robin Quiver has joined DC 101/Washington as News Director from WFBR/Baltimore... WLPZ/Milwaukee Promotions Director Bernie Lucas has exited for the same post at WLUP/Chicago... Beverly Rohan has been upped at WMMR/Philadelphia to Public Service Director... Claudia Barr has joined WZXR/Memphis from a Memphis TV news post for morning news and promotions. John Rivers has been upped to Promotions Director for WZXR; he'll continue mornings as well... Trinidad Garcia has exited KGB-FM/San Diego... Sean McDowell has exited mornings at WTUE/Dayton... Tom Robinson has exited his airshift at WORJ/Orlando... New to late-nights at WQFM/Milwaukee is Scott "The Kid" from competing WLPX. New to morning news at WQFM is Steve Stevens from neighboring WOKY.

**COMING NEXT WEEK:** KZOK/Seattle, long an advocate of hard-driving AOR, has underscored AOR's interest in capturing upper demos by restructuring its music library away from heavy metal. Next week, PD Nils Von Veh explains the reasons behind the switch, and details the new sound of KZOK.



**KEEP IT CLEAN** — No, these are not the R&R AOR offices. This is the winner in KSAS/Kansas City's "messy room" contest, held in conjunction with Games magazine. The winner will receive a day's maid service, \$300 to throw a party, and a second day's maid service to reclean up the mess!



**INFLATABLE ADS** — WNEW-FM/New York used new billboard art technology to create an inflatable representation of its call letters and dial position. The logo is styled after New York freeway markers.

## COLOR

**HAPPY VALENTINE'S DAY:** AOR was full of promotional ideas to share with its listeners for Valentine's Day. KLOS/Los Angeles morning man Frazer Smith was photographed in one of his many radio alter egos, "Le Continental," for a personalized Valentine card being sent to listeners who mailed in self-addressed envelopes. M105/Cleveland, in conjunction with Epic's Randy Meisner and the "Hearts on Fire" track, took in-store registrations for a grand-prize 14-karat gold heart with a diamond center. Runners-up received copies of the album. In a related promotion, the station gave away copies of the Loverboy album and roses. Also in conjunction with Columbia's Loverboy, WILS-FM/Lansing awarded winning couples with free dinners, 30 copies of the album (fifteen for the men, fifteen for women), chocolates and roses.

KWST/Los Angeles held an invitation-only Valentine's Day radio concert with Casablanca's 707. KILO/Colorado Springs, in conjunction with Epic's Cheap Trick and the "World's Greatest Lover" track, awarded free dinners and copies of the album to listeners who wrote the most creative responses as to why they felt they deserved the title of world's greatest lover.

Perhaps the most ambitious Valentine's Day promotion was prepared by KMEL/San Francisco, which married a couple of loving listeners on the air, then sent them to Puerto Vallarta for an expenses-paid honeymoon.

**MY MOTHER THE CAR:** WEBN/Cincinnati, in conjunction with Chrysalis and Blondie's "Auto-American" album, asked listeners to send photos of themselves with their cars. The entry in which the person and automobile looked most similar made that person a winner of a \$600 car cassette system and a Blondie cassette catalogue (the winner dressed in colors matching his 1959 Nash Rambler... obviously a ramblin' guy).

Meanwhile, CITI-FM/Winnipeg, taking pity on listeners whose cars have been battered by winter storms and accidents, is awarding a '73 Montego to the listener who submits a photo of the most beat-up automobile.

**HI-INFIDELITY:** WZXR/Memphis, in conjunction with Epic Records and REO Speedwagon's "Hi Infidelity" album, did a random drawing for a complete REO catalogue on cassette plus 103 other CBS cassettes, and a Craig car stereo system. The grand prize, in keeping with the theme of hi-infidelity, was a Kenner "Close and Play" children's record player.

**BEATIN' THE ODDS:** In conjunction with Epic's Molly Hatchet, KLAQ/El Paso sent four listeners across the border to the dog races with betting money to see who could "beat the odds." The winning listener received an expenses-paid trip to Las Vegas.

## UPDATE

**B.Y.O.B. (Bring Your Own Beaks):** Cleveland Mayor George V. Voinovich, succumbing to WMMS-mania, declared February 18 as "Buz-zard Day." The proclamation honors the station's being named "Radio Station of the Year" in Rolling Stone's latest readers' poll... Grace Slick provided live commentary as KMEL/San Francisco played her newest RCA album release... February was a busy month for KMKF/Manhattan, KS: the station held a radio auction, gave away a stacked jukebox, and sponsored a 10,000-meter fun run/road race... Lots of anniversary celebrations this week: KFMF/Chico (8th); WEZX/Scranton, celebrating its first by giving away 107 black cowboy hats in conjunction with Arista and an area Outlaws concert; and KSPN/Aspen, commemorating its 11th with a ski party for listeners... WQFM/Milwaukee card-holders were treated to 93.3-cent-per-gallon gasoline, which station reps pumped for four hours... The second annual KATT World drew 65,000 to the three-day lifestyle fair in Oklahoma City, which featured 150 booths and live music... KIOK/Tri-Cities gave away packages of 13 albums on Friday the 13th, and Heart catalogues for Valentine's Day... KFMX/Lubbock has switched addresses to 5613 Villa Dr., Lubbock, TX 79452... KTYD/Santa Barbara raised \$5700 for an anti-nukes group in a nine-hour radiothon that garnered phone calls from the likes of Jackson Browne, Joe Walsh, Maria Muldaur, Joan Baez, Melissa Manchester and Michael Douglas.

## CONCERTS & CONVERSATIONS

**PRESENTATIONS:** WSYR/Syracuse presented Loverboy for \$2.94.

**BROADCASTS:** SVT on KTIM/San Rafael... Blue Angel on WNEW-FM/New York... Wild Horses, Donnie Iris on WMMS/Cleveland.

**GUEST DJ'S:** Pylon on WBCN/Boston.

**CONVERSATIONS:** Good Rats on WQBK/Albany... Ziggurat on WBAB/Long Island... REO Speedwagon on WMET/Chicago... Doc Holliday, Outlaws on WPYX/Albany, WEZX/Scranton... Donnis Iris, Jeanne Dixon on WMMS/Cleveland... Joan Jett on KILO/Colorado Springs... Romantics on KWFM/Tucson... Humble Pie on WYDD/Pittsburgh... George Thorogood on WMMR/Philadelphia... Ronnie Spector, Rainbow on WDHA/North Jersey... Blue Angel, McGuinn & Hillman, Jimmie Mack on WCCC/Hartford... 38 Special on WQFM/Milwaukee... Ramones on WNEW-FM/New York... Red Rider, Roy Buchanan on CHEZ-FM/Ottawa... Outlaws on WZZO/Allentown... Edgar Winter on WQXM/Tampa.



# GET YOUR BUTT ROCKIN'



## *The Fabulous Thunderbirds "Butt Rockin'"*

Nobody plays the blues like The Fabulous Thunderbirds. New York Times music critic Robert Palmer claims "They aren't just the finest white blues band presently working... The Fabulous Thunderbirds are a band that plays the blues but transcends blues-band stereotypes." First, listen to "One's Too Many" written by Nick Lowe and Kim Wilson. Then, listen to the rest of the album and get your "Butt Rockin'."

See The Fabulous Thunderbirds on an All-American  
tour with Eric Clapton.



**Chrysalis**  
Records and Tapes

The album CHR 1319

Produced by Denny Bruce for Takomà Records Productions

February 27, 1981

165 REPORTERS

Album cuts are listed in order of airplay preference.

Main chart table with columns for week numbers (2/28, 2/27, 2/20, 2/13) and album/track information including artist, album title, and track names.

STYX stole the top airplay spot for the week from REO. STYX won the position with a strong combination of hot and total reports. WINWOOD and JOURNEY both moved up. OUTLAWS and WINE inched up as .38 hit top ten. POLICE resurged while LOVERBOY and TOTO climbed. RUSH debuted handsomely with potent adds and early conversions to upper rotations. SHERBS took a major jump up as conversions occurred to medium airplay. SLICK inched up and COSTELLO held rock steady. TODD doubled his mediums and grew in total reports. AC/DC held their own while BUFFETT grew and FIREFALL maintained. SEYMOUR and NAZARETH climbed. XTC debuted with a strong combination of all rotations. RINGS maintained and RAINBOW debuted. NIGHT and MICHAEL STANLEY came close to charting.

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

MOST ADDED

Table listing the most added albums with columns for week numbers and album/track information.

MEDIUM

Table listing medium rotation albums with columns for week numbers and album/track information.

THE HOTTEST

Table listing the hottest albums with columns for week numbers and album/track information.

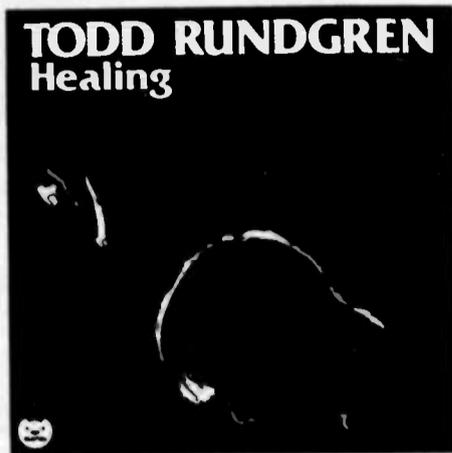
The Added reports of charting artists are displayed over a five-week period. They are listed in order of total reports within the specific rotation for the week. Two numbers follow each album title. The first represents total number of our reporting stations playing the album this week. The second is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

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

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

# TODD RUNDGREN

## "HEALING"



BHS 3522

R&R ALBUM AIRPLAY 30-28  
 FMQB ALBUM REPORT 35-28  
 ALBUM NETWORK 30-25

KEY CUTS:  
 THE SINGLE "TIME HEALS,"  
 "HEALING,"  
 "COMPASSION"

ALREADY ON: WIYY, WBCN, WGRQ, WPLJ, WLUP, WMET, WXRT, WMMS, WCCC, WHCN, WBAB, WLIR, WDVE, WYDD, WYMX, KTXQ, WZZQ, KISS, WYFN, WLVQ, WTUE, KYYS, WLPX, WQFM, WIOT, KGB-FM, KWFM, WQBK, WPYX, WKLS, WNEW, WIOQ, WMMR, KZEW, KLAQ, WQDR, WQXM, KMOD, WWCK, WHNN, KSHE, KEZY, WXEZ, KSPN, KMGH, WZZO, WAAL, WECM, WTPA, WBLM, WGIR, WPLR, WDHA, WPDH, WEZX, KYTX, KLBK, KZOM, WRKK, KNCN, WQUT, WIMZ, KSMB, WKQQ, WHHY, WLSQ, KATT, WKTX, WRXL, WDEK, KQDS, WHKC, KQWB, WXKE, WLAV, KSAS, WILS, WXUS, KEZO, WPFR, KICT, KWXL, KRKN, KBCO, KTCL, KKDJ, KENO, KYLT, KTIM, KTYD, KXFM, KZAM, KREM



ON BEARSVILLE RECORDS  
 MANUFACTURED BY WARNER BROS.

PRODUCED BY: TODD RUNDGREN

# RY COODER "BORDERLINE"



BSK 3489

THE AIRPLAY CUTS:  
 "CRAZY 'BOUT AN AUTOMOBILE"  
 (THE FORTHCOMING SINGLE),  
 "634-5789"

NEW BELIEVERS: WMMR, KOME, WOUR, WLAV, KWFM, KINK.

PRODUCED BY: RY COODER  
 ON WARNER BROS. RECORDS

JOE BONADONNA, WMMR, PHILADELPHIA: "RY COODER DID TWO HOT SHOWS AT THE BIJOU THIS PAST WEEK, AND I REALLY WAS KNOCKED OUT BY THE TOTAL PERFORMANCE. AS A RESULT, WMMR HAS ADDED THE RECORD. WE'RE PLAYING 'CRAZY 'BOUT AN AUTOMOBILE.'"



# U-2 "BOY"



ILPS 9646

CONSENSUS CUTS: "I WILL FOLLOW," "OUT OF CONTROL"

NEW ON: WMMS, WMMR, KROQ, WHCN, WSHE, KOME, WHNN, WXEZ, WBLM, WECM, WKWF, WGVL, WHKC, KFML, KLRB, KKDJ, KYLT, WTKX, KLYX, WDEK

ALREADY ON: WXRT, M105, WCMF, WMJQ, WSYR, WOUR, WAAL, WBCN, WBRU, WCCC, WPLR, WQBK, WNEW, WRNW, WLIR, WBAB, WDHA, WHFS, KFMH, KQDM, KLBK, WTUL, WRAS, WLYX, WHSL, KNAC, KTYD, KZOZ, KSJO, KTIM, KZAM-AM, KZEL

U-2 CAN SEE U-2 IN  
 CONCERT IN THE  
 FOLLOWING CITIES:

- |                      |                 |                    |                     |
|----------------------|-----------------|--------------------|---------------------|
| 3-3 WASHINGTON, D.C. | 3-9 MONTREAL    | 3-16 ANAHEIM       | 3-23 SEATTLE        |
| 3-4 PHILADELPHIA     | 3-10 OTTAWA     | 3-18 SAN JOSE      | 3-24 VANCOUVER      |
| 3-5 ALBANY           | 3-11 TORONTO    | 3-19 SAN FRANCISCO | 3-26 SALT LAKE CITY |
| 3-6 BOSTON           | 3-14 SAN DIEGO  | 3-20 SAN FRANCISCO | 3-28 DENVER         |
| 3-7 NEW YORK         | 3-15 RESEDA, CA | 3-22 PORTLAND, OR  | 3-30 LUBBOCK        |
|                      |                 |                    | 3-31 AUSTIN         |

PRODUCED BY:  
 STEVE LILLYWHITE



ON ISLAND RECORDS.  
 MANUFACTURED BY WARNER BROS.

AND MORE U-2 WILL BE COMING YOUR WAY IN APRIL!

# AOR BREAKERS

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



**RUSH**  
**Moving Pictures**  
 (Mercury/PolyGram)  
 "Limelight" "Tom Sawyer" "Signs"  
 "Red." 82% of our reporters on it.  
 Total album reports: 136. A-111, M-7,  
 H-18. Debuted this week at number 19.

# SINGLES

- 1 ERIC CLAPTON..... "I Can't Stand It" (RSO)
- 2 NIGHT..... "Love On The Airwaves" (Planet)
- 3 MICHAEL STANLEY... "He Can't Love You" (EMI America)
- 4 ROCKPILE..... "Teacher Teacher" (Columbia)
- 5 GARLAND JEFFREYS..... "96 Tears" (Epic)
- 6 JIM CARROLL BAND..... "Day And Night" (Atco)
- 7 EAGLES..... "Seven Bridges Road" (Asylum)
- 8 ANY TROUBLE..... "Second Choice" (Stiff)
- 9 STEVE WONDER... "I Ain't Gonna Stand For It" (Motown)
- 10 YOKO ONO..... "Walking On Thin Ice" (Geffen)
- 11 D. HALL & J. OATES..... "Kiss On My List" (RCA)
- 12 BOOMTOWN RATS..... "Up All Night" (Columbia)
- 13 QUEEN..... "Flash" (Elektra)
- 14 CHEAP TRICK..... "World's Greatest Lover" (Epic)
- 15 EMMYLOU HARRIS..... "Mister Sandman" (WB)

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

# JAZZ ON AOR

- 1 GROVER WASHINGTON JR..... Winelight (Elektra)
- 2 JOE SAMPLE..... Voices In The Rain (MCA)  
Title "Gress" "Hurricane"
- 3 DAN SIEGEL..... The Hot Shot (Inner City)  
Title "Talk" "West"
- 4 DAVE GRUSIN..... Mountain Dance (GRP/Arista)  
"Rag Bag" Title
- 5 SPYRO GYRA..... Carnival (MCA)  
"Cafe"
- 6 NATIVE SON..... Savanna Hot Line (MCA)  
"Animal" Title
- 7 KILIMANJARO..... Killimanjaro (Philo)  
"Flame" "Foot"
- 8 GENE DUNLAP..... Just The Way I Feel (Capitol)  
"Things"
- 9 EARL KLUGH..... Late Night Guitar (Liberty)  
Various Cuts
- 10 LONNIE BROOKS BAND... Turn On The Night (Alligator)  
Various Cuts

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

# REGIONAL AOR ACTIVITY

## EAST

**Q104 Albany**  
 518-482-5555  
 Added: ERIC CLAPTON (RSO), NIGHT (Planet), MICHAEL STANLEY (EMI America), ROCKPILE (Columbia), GARLAND JEFFREYS (Epic), JIM CARROLL BAND (Atco), EAGLES (Asylum), ANY TROUBLE (Stiff), STEVE WONDER (Motown), YOKO ONO (Geffen), D. HALL & J. OATES (RCA), BOOMTOWN RATS (Columbia), QUEEN (Elektra), CHEAP TRICK (Epic), EMMYLOU HARRIS (WB).  
 Station: JIM CARROLL BAND (Atco), EAGLES (Asylum), ANY TROUBLE (Stiff), STEVE WONDER (Motown), YOKO ONO (Geffen), D. HALL & J. OATES (RCA), BOOMTOWN RATS (Columbia), QUEEN (Elektra), CHEAP TRICK (Epic), EMMYLOU HARRIS (WB).  
 Single: None

**WVAA Binghamton**  
 807-772-8850  
 Added: ERIC CLAPTON (RSO), NIGHT (Planet), MICHAEL STANLEY (EMI America), ROCKPILE (Columbia), GARLAND JEFFREYS (Epic), JIM CARROLL BAND (Atco), EAGLES (Asylum), ANY TROUBLE (Stiff), STEVE WONDER (Motown), YOKO ONO (Geffen), D. HALL & J. OATES (RCA), BOOMTOWN RATS (Columbia), QUEEN (Elektra), CHEAP TRICK (Epic), EMMYLOU HARRIS (WB).  
 Station: JIM CARROLL BAND (Atco), EAGLES (Asylum), ANY TROUBLE (Stiff), STEVE WONDER (Motown), YOKO ONO (Geffen), D. HALL & J. OATES (RCA), BOOMTOWN RATS (Columbia), QUEEN (Elektra), CHEAP TRICK (Epic), EMMYLOU HARRIS (WB).  
 Single: None

**MOST ADDED**  
 RUSH Moving... (Mercury/PG) 36/28  
 RAINBOW Diffcult.. (Polydor/PD) 16/16  
 FOOLS Heavy... (EMI America) 12/12  
 GARLAND JEFFREYS Escape Artist (Epic) 7/6  
 EVE MOON Eve Moon (Capitol) 6/6  
 Two numbers follow each album title. The first represents total number of Eastern stations playing the album this week. The second is the number of those stations that added it this week.

**MEDIUM**  
 MANFRED MANN'S EARTH BAND Chance (WB) 26/20  
 GRACE SLICK ...Wrecking Ball (RCA) 22/20  
 SHERBS The Skill (Atco) 21/19  
 CLASH Sandinista (Epic) 29/18  
 UFO The Wild... (Chrysalis) 20/16  
 Two numbers follow each album title. The first represents total number of Eastern stations playing the album this week. The second is the number of those stations who reported it in medium rotation this week.

**THE HOTTEST**  
 STYX Paradise Theater (A&M) 35/33  
 REO SPEEDWAGON HI Infidelity (Epic) 38/32  
 JOHN LENNON & YOKO ONO Double Fantasy (Geffen) 33/29  
 BRUCE SPRINGSTEEN The River (Columbia) 32/29  
 STEVE WINWOOD Arc Of A Diver (Island) 37/27  
 Two numbers follow each album title. The first represents total number of Eastern stations playing the album this week. The second is the number of those stations who reported it in hot rotation this week.

**104.7 WBCN Boston**  
 617-266-1111  
 Added: ERIC CLAPTON (RSO), NIGHT (Planet), MICHAEL STANLEY (EMI America), ROCKPILE (Columbia), GARLAND JEFFREYS (Epic), JIM CARROLL BAND (Atco), EAGLES (Asylum), ANY TROUBLE (Stiff), STEVE WONDER (Motown), YOKO ONO (Geffen), D. HALL & J. OATES (RCA), BOOMTOWN RATS (Columbia), QUEEN (Elektra), CHEAP TRICK (Epic), EMMYLOU HARRIS (WB).  
 Station: JIM CARROLL BAND (Atco), EAGLES (Asylum), ANY TROUBLE (Stiff), STEVE WONDER (Motown), YOKO ONO (Geffen), D. HALL & J. OATES (RCA), BOOMTOWN RATS (Columbia), QUEEN (Elektra), CHEAP TRICK (Epic), EMMYLOU HARRIS (WB).  
 Single: None

**104.7 WBCN Boston**  
 617-266-1111  
 Added: ERIC CLAPTON (RSO), NIGHT (Planet), MICHAEL STANLEY (EMI America), ROCKPILE (Columbia), GARLAND JEFFREYS (Epic), JIM CARROLL BAND (Atco), EAGLES (Asylum), ANY TROUBLE (Stiff), STEVE WONDER (Motown), YOKO ONO (Geffen), D. HALL & J. OATES (RCA), BOOMTOWN RATS (Columbia), QUEEN (Elektra), CHEAP TRICK (Epic), EMMYLOU HARRIS (WB).  
 Station: JIM CARROLL BAND (Atco), EAGLES (Asylum), ANY TROUBLE (Stiff), STEVE WONDER (Motown), YOKO ONO (Geffen), D. HALL & J. OATES (RCA), BOOMTOWN RATS (Columbia), QUEEN (Elektra), CHEAP TRICK (Epic), EMMYLOU HARRIS (WB).  
 Single: None

**Boston 617-282-5900**  
 Added: ERIC CLAPTON (RSO), NIGHT (Planet), MICHAEL STANLEY (EMI America), ROCKPILE (Columbia), GARLAND JEFFREYS (Epic), JIM CARROLL BAND (Atco), EAGLES (Asylum), ANY TROUBLE (Stiff), STEVE WONDER (Motown), YOKO ONO (Geffen), D. HALL & J. OATES (RCA), BOOMTOWN RATS (Columbia), QUEEN (Elektra), CHEAP TRICK (Epic), EMMYLOU HARRIS (WB).  
 Station: JIM CARROLL BAND (Atco), EAGLES (Asylum), ANY TROUBLE (Stiff), STEVE WONDER (Motown), YOKO ONO (Geffen), D. HALL & J. OATES (RCA), BOOMTOWN RATS (Columbia), QUEEN (Elektra), CHEAP TRICK (Epic), EMMYLOU HARRIS (WB).  
 Single: None

**WECM Claremont 603-542-7735**  
 Added: ERIC CLAPTON (RSO), NIGHT (Planet), MICHAEL STANLEY (EMI America), ROCKPILE (Columbia), GARLAND JEFFREYS (Epic), JIM CARROLL BAND (Atco), EAGLES (Asylum), ANY TROUBLE (Stiff), STEVE WONDER (Motown), YOKO ONO (Geffen), D. HALL & J. OATES (RCA), BOOMTOWN RATS (Columbia), QUEEN (Elektra), CHEAP TRICK (Epic), EMMYLOU HARRIS (WB).  
 Station: JIM CARROLL BAND (Atco), EAGLES (Asylum), ANY TROUBLE (Stiff), STEVE WONDER (Motown), YOKO ONO (Geffen), D. HALL & J. OATES (RCA), BOOMTOWN RATS (Columbia), QUEEN (Elektra), CHEAP TRICK (Epic), EMMYLOU HARRIS (WB).  
 Single: None

**WCCC Hartford 203-549-3456**  
 Added: ERIC CLAPTON (RSO), NIGHT (Planet), MICHAEL STANLEY (EMI America), ROCKPILE (Columbia), GARLAND JEFFREYS (Epic), JIM CARROLL BAND (Atco), EAGLES (Asylum), ANY TROUBLE (Stiff), STEVE WONDER (Motown), YOKO ONO (Geffen), D. HALL & J. OATES (RCA), BOOMTOWN RATS (Columbia), QUEEN (Elektra), CHEAP TRICK (Epic), EMMYLOU HARRIS (WB).  
 Station: JIM CARROLL BAND (Atco), EAGLES (Asylum), ANY TROUBLE (Stiff), STEVE WONDER (Motown), YOKO ONO (Geffen), D. HALL & J. OATES (RCA), BOOMTOWN RATS (Columbia), QUEEN (Elektra), CHEAP TRICK (Epic), EMMYLOU HARRIS (WB).  
 Single: None

**WZZO Allentown 215-694-0511**  
 Added: ERIC CLAPTON (RSO), NIGHT (Planet), MICHAEL STANLEY (EMI America), ROCKPILE (Columbia), GARLAND JEFFREYS (Epic), JIM CARROLL BAND (Atco), EAGLES (Asylum), ANY TROUBLE (Stiff), STEVE WONDER (Motown), YOKO ONO (Geffen), D. HALL & J. OATES (RCA), BOOMTOWN RATS (Columbia), QUEEN (Elektra), CHEAP TRICK (Epic), EMMYLOU HARRIS (WB).  
 Station: JIM CARROLL BAND (Atco), EAGLES (Asylum), ANY TROUBLE (Stiff), STEVE WONDER (Motown), YOKO ONO (Geffen), D. HALL & J. OATES (RCA), BOOMTOWN RATS (Columbia), QUEEN (Elektra), CHEAP TRICK (Epic), EMMYLOU HARRIS (WB).  
 Single: None

**Boston 617-267-8090**  
 Added: ERIC CLAPTON (RSO), NIGHT (Planet), MICHAEL STANLEY (EMI America), ROCKPILE (Columbia), GARLAND JEFFREYS (Epic), JIM CARROLL BAND (Atco), EAGLES (Asylum), ANY TROUBLE (Stiff), STEVE WONDER (Motown), YOKO ONO (Geffen), D. HALL & J. OATES (RCA), BOOMTOWN RATS (Columbia), QUEEN (Elektra), CHEAP TRICK (Epic), EMMYLOU HARRIS (WB).  
 Station: JIM CARROLL BAND (Atco), EAGLES (Asylum), ANY TROUBLE (Stiff), STEVE WONDER (Motown), YOKO ONO (Geffen), D. HALL & J. OATES (RCA), BOOMTOWN RATS (Columbia), QUEEN (Elektra), CHEAP TRICK (Epic), EMMYLOU HARRIS (WB).  
 Single: None

**i-95fm Bridgeport 203-579-9995**  
 Added: ERIC CLAPTON (RSO), NIGHT (Planet), MICHAEL STANLEY (EMI America), ROCKPILE (Columbia), GARLAND JEFFREYS (Epic), JIM CARROLL BAND (Atco), EAGLES (Asylum), ANY TROUBLE (Stiff), STEVE WONDER (Motown), YOKO ONO (Geffen), D. HALL & J. OATES (RCA), BOOMTOWN RATS (Columbia), QUEEN (Elektra), CHEAP TRICK (Epic), EMMYLOU HARRIS (WB).  
 Station: JIM CARROLL BAND (Atco), EAGLES (Asylum), ANY TROUBLE (Stiff), STEVE WONDER (Motown), YOKO ONO (Geffen), D. HALL & J. OATES (RCA), BOOMTOWN RATS (Columbia), QUEEN (Elektra), CHEAP TRICK (Epic), EMMYLOU HARRIS (WB).  
 Single: None

**Harrisburg 717-236-1402**  
 Added: ERIC CLAPTON (RSO), NIGHT (Planet), MICHAEL STANLEY (EMI America), ROCKPILE (Columbia), GARLAND JEFFREYS (Epic), JIM CARROLL BAND (Atco), EAGLES (Asylum), ANY TROUBLE (Stiff), STEVE WONDER (Motown), YOKO ONO (Geffen), D. HALL & J. OATES (RCA), BOOMTOWN RATS (Columbia), QUEEN (Elektra), CHEAP TRICK (Epic), EMMYLOU HARRIS (WB).  
 Station: JIM CARROLL BAND (Atco), EAGLES (Asylum), ANY TROUBLE (Stiff), STEVE WONDER (Motown), YOKO ONO (Geffen), D. HALL & J. OATES (RCA), BOOMTOWN RATS (Columbia), QUEEN (Elektra), CHEAP TRICK (Epic), EMMYLOU HARRIS (WB).  
 Single: None

**WBLM Lewisiston-Portland 207-783-2065**  
 Added: ERIC CLAPTON (RSO), NIGHT (Planet), MICHAEL STANLEY (EMI America), ROCKPILE (Columbia), GARLAND JEFFREYS (Epic), JIM CARROLL BAND (Atco), EAGLES (Asylum), ANY TROUBLE (Stiff), STEVE WONDER (Motown), YOKO ONO (Geffen), D. HALL & J. OATES (RCA), BOOMTOWN RATS (Columbia), QUEEN (Elektra), CHEAP TRICK (Epic), EMMYLOU HARRIS (WB).  
 Station: JIM CARROLL BAND (Atco), EAGLES (Asylum), ANY TROUBLE (Stiff), STEVE WONDER (Motown), YOKO ONO (Geffen), D. HALL & J. OATES (RCA), BOOMTOWN RATS (Columbia), QUEEN (Elektra), CHEAP TRICK (Epic), EMMYLOU HARRIS (WB).  
 Single: None

**97Rock Buffalo 716-881-4555**  
 Added: ERIC CLAPTON (RSO), NIGHT (Planet), MICHAEL STANLEY (EMI America), ROCKPILE (Columbia), GARLAND JEFFREYS (Epic), JIM CARROLL BAND (Atco), EAGLES (Asylum), ANY TROUBLE (Stiff), STEVE WONDER (Motown), YOKO ONO (Geffen), D. HALL & J. OATES (RCA), BOOMTOWN RATS (Columbia), QUEEN (Elektra), CHEAP TRICK (Epic), EMMYLOU HARRIS (WB).  
 Station: JIM CARROLL BAND (Atco), EAGLES (Asylum), ANY TROUBLE (Stiff), STEVE WONDER (Motown), YOKO ONO (Geffen), D. HALL & J. OATES (RCA), BOOMTOWN RATS (Columbia), QUEEN (Elektra), CHEAP TRICK (Epic), EMMYLOU HARRIS (WB).  
 Single: None

**WHCN Hartford 203-247-1060**  
 Added: ERIC CLAPTON (RSO), NIGHT (Planet), MICHAEL STANLEY (EMI America), ROCKPILE (Columbia), GARLAND JEFFREYS (Epic), JIM CARROLL BAND (Atco), EAGLES (Asylum), ANY TROUBLE (Stiff), STEVE WONDER (Motown), YOKO ONO (Geffen), D. HALL & J. OATES (RCA), BOOMTOWN RATS (Columbia), QUEEN (Elektra), CHEAP TRICK (Epic), EMMYLOU HARRIS (WB).  
 Station: JIM CARROLL BAND (Atco), EAGLES (Asylum), ANY TROUBLE (Stiff), STEVE WONDER (Motown), YOKO ONO (Geffen), D. HALL & J. OATES (RCA), BOOMTOWN RATS (Columbia), QUEEN (Elektra), CHEAP TRICK (Epic), EMMYLOU HARRIS (WB).  
 Single: None

**Baltimore 301-889-0098**  
 Added: ERIC CLAPTON (RSO), NIGHT (Planet), MICHAEL STANLEY (EMI America), ROCKPILE (Columbia), GARLAND JEFFREYS (Epic), JIM CARROLL BAND (Atco), EAGLES (Asylum), ANY TROUBLE (Stiff), STEVE WONDER (Motown), YOKO ONO (Geffen), D. HALL & J. OATES (RCA), BOOMTOWN RATS (Columbia), QUEEN (Elektra), CHEAP TRICK (Epic), EMMYLOU HARRIS (WB).  
 Station: JIM CARROLL BAND (Atco), EAGLES (Asylum), ANY TROUBLE (Stiff), STEVE WONDER (Motown), YOKO ONO (Geffen), D. HALL & J. OATES (RCA), BOOMTOWN RATS (Columbia), QUEEN (Elektra), CHEAP TRICK (Epic), EMMYLOU HARRIS (WB).  
 Single: None

# GARLAND JEFFREYS

EPIC RECORDS IS PROUD TO ANNOUNCE  
THE NEW GARLAND JEFFREYS ALBUM  
"ESCAPE ARTIST"

CONTAINS  
"96 TEARS" AND "R.O.C.K."

PLUS!  
BONUS LIMITED EDITION  
4-SONG EP  
"ESCAPADES"

36983

SINGLE "96 TEARS"

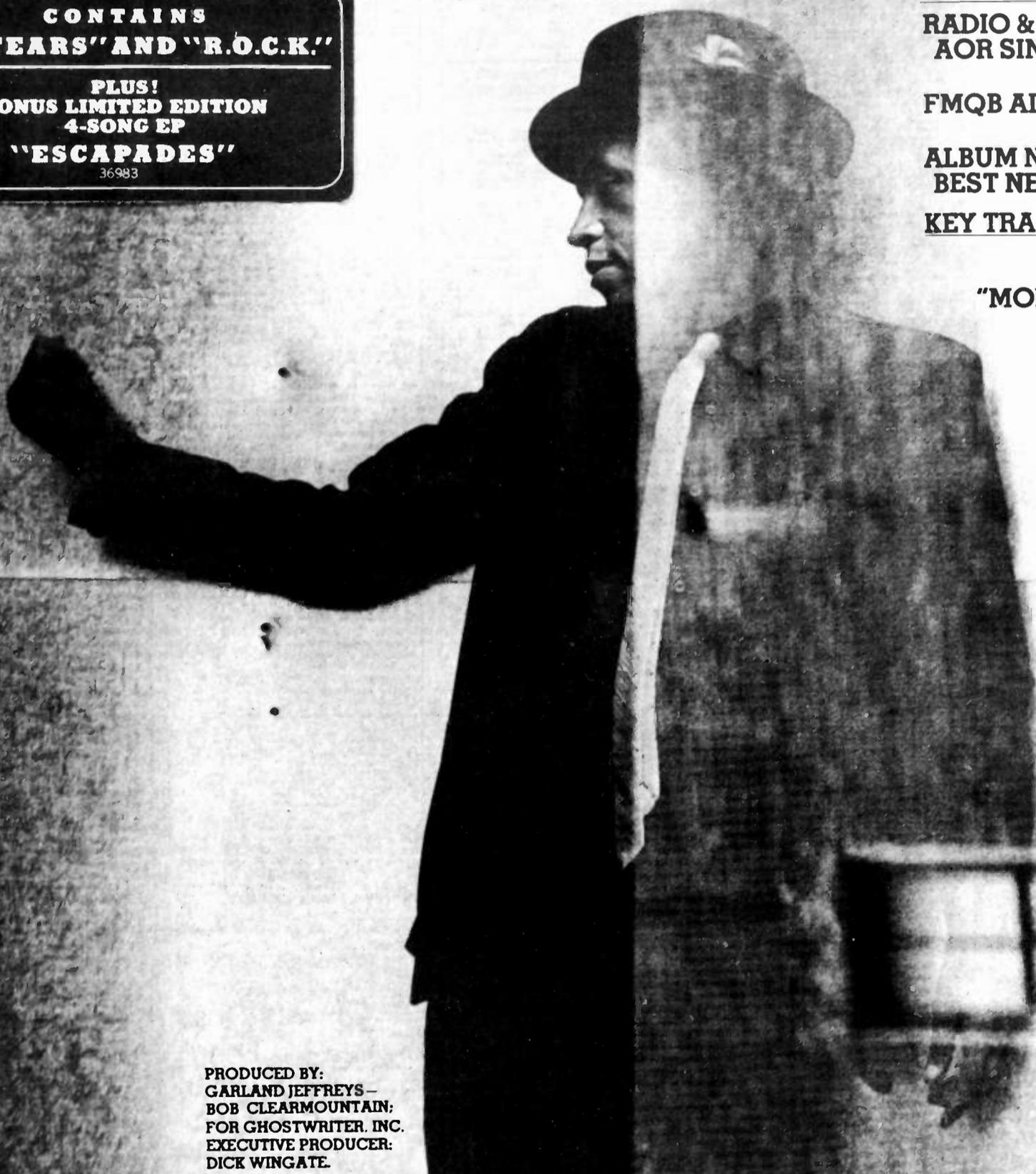
RADIO & RECORDS:  
AOR SINGLES CHARTS  
DEBUTS #5

FMQB ALBUM REPORT:  
HARD CHOICE

ALBUM NETWORK:  
BEST NEW MUSIC PICK

KEY TRACKS:

"96 TEARS"  
"R.O.C.K."  
"MODERN LOVERS"



PRODUCED BY:  
GARLAND JEFFREYS -  
BOB CLEARMOUNTAIN;  
FOR GHOSTWRITER, INC.  
EXECUTIVE PRODUCER:  
DICK WINGATE.

BE SURE TO CHECK OUT THE GARLAND JEFFREYS  
INTERVIEW DISC CONTAINED IN THIS WEEK'S ISSUE OF R&R.

ON  RECORDS



# SOUTH

### Beaumont

713-727-0229

**TEXAS ROCK**

Added:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

### Corpus Christi

512-855-4641

**101**

Added:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

### Dallas-Ft. Worth

214-528-5500

**KTXQ**

Added:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

### Dallas

214-748-9898

**KZEW**

Added:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

### El Paso

915-544-8864

**The Q**

Added:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

### Houston

713-526-4591

**101**

Added:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

### Louisville

502-585-5178

**LRS 102**

Added:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

### Jackson

801-982-1062

**ZZS 102**

Added:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

### Jacksonville

904-642-1055

**ROCK 105**

Added:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

### Jacksonville

904-633-2785

**95**

Added:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

### Johnson City

615-477-3127

**WOUT**

Added:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

### Knoxville

615-525-6000

**Rock 104**

Added:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

### Lafayette

318-232-1311

**K94 KSMB**

Added:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

### Lubbock

806-747-1224

**fm99**

Added:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

### Memphis

901-726-0080

**WZZR rock 105**

Added:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

### Miami

305-561-1580

**wjhe**

Added:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

### Miami

305-872-2500

**Love 4**

Added:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

### Montgomery

205-264-2288

**Y102 THE FM**

Added:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

### Montgomery

205-832-4295

**95 Rock**

Added:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

### Norfolk

804-623-9667

**Norfolk**

Added:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

### Oklahoma City

405-631-8881

**FM100**

Added:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

### Orlando

305-645-1802

**WDIZ**

Added:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

### Pensacola

904-438-7543

**TK 101**

Added:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

### Raleigh

919-832-8311

**WQDR**

Added:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

### Nashville

615-244-9532

**102.3**

Added:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

### Richmond

804-282-9731

**XL 102**

Added:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

### Roanoke

703-387-0234

**WALD**

Added:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

### San Antonio

512-223-6211

**99.5 KISS**

Added:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

### Tampa

813-224-0742

**98 ROCK**

Added:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

### Tampa

813-876-0455

**95 FM**

Added:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

### Tulsa

918-664-2810

**KMOD**

Added:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)

Noted:  
 RUSH (Mercury/PolyGram)  
 "Lullabye" (Single)  
 "Lullabye" (Single)  
 "Lullabye" (Single)



THE CONTINUING ADVENTURES OF THIN LIZZY — Warners' Thin Lizzy did an extensive promotional tour in support of the band's latest album release "Chinatown," including several stopovers in Texas. Pictured (l-r) at KLOL/Houston are group's Phil Lynott, KLOL's Paul Riann, group's Snowy White and Darren Wharton.









**Jim  
Duncan**

# Country

## WMC & KEBC STRESS NEWS AND INFORMATION

### It's What's Between The Music That Counts

AM has historically been the leader in news and personality radio, leaving the "more music" concept to the FM band. However, with format fragmentation and signal spin-offs increasing yearly, this programming philosophy has begun to blur as both AM and FM stations strive to attract an appreciable audience share. WMC-AM/Memphis and KEBC-FM/Oklahoma City are cases in point that a heavy news commitment combined with a Country format are compatible on both bands. WMC's 9.7 to 10.9 increase in the October/November '80 Arbitron places the station fourth in the market 12+, while KEBC is in third place overall with a share jump of 10.9 to 12.2.

Les Acree, longtime WMC PD, and KEBC PD Lynn Waggoner share their winning formulas and reveal some surprisingly similar philosophies below.

Les explains his station's emphasis first. "WMC-AM went Country in 1973, and we have always been among the top stations in the market since then. We provide services that aren't available anywhere else in town . . . we have the only helicopter traffic reports plus our own in-house radar screen in the newsroom. We're not nearly an all-News station, but we pride ourselves on our informational services. Local TV personality Dave Brown does some long-range forecasts for us in morning drive, Memphis State basketball coach Dana Kirk (a hot personality in the market right now) does 90-second personality-oriented sports reports in morning and afternoon drive, and we have our own Farm Director on from 5-6am."

#### Personalities Communicate

"Our jocks are also personality-oriented, starting with former WCOS-FM/Columbia, SC PD Ken Martin, who now does our morning show with his partner 'Love-ly Aunt Eloise Louise.' Our guys communicate, most of them are well-known in the market, they don't mind getting out, and they're very likable people. We try to be a friend and communicate one-on-one and be involved in the community."

Part of that community involvement is WMC's seven-year tradition of participating in the annual St. Jude's Children's Research Hospital benefit. Last year

**"We just try to be as good a station as we can be . . . a radio station to be proud of no matter what the music might be. Our music happens to be Country."**

**Les Acree, PD, WMC-AM/Memphis**

the station helped raised approximately \$30,000 for the cause. This year the station will also be taking part in the first annual national Kidney Foundation Country Music Radiothon.

Les believes in running on-air contests all year 'round and notes, "We always contest inside the rating period, and we always do a different contest. Our contest last book was very simple . . . we awarded a lot of money to a lot of different people rather than having just one, two, or three big winners. It was called 'Best Country Cash,' where the listener keeps up with certain songs that are designated 'cash songs.' The correct caller identifying all three songs wins \$50, \$79 (dial frequency), or \$100, with special \$790 Thursdays."

WMC concentrates the majority of its outside advertising on TV, using specialized spots that promote personalities and contests. Les categorizes the music mix as "mainstream, middle-of-the-road country. We try not to lean too much either way. We treat all songs the same, whether it's on an album or single . . . as long as it's a good song, we play it. I have an excellent MD in Jay Phillips. I've never seen a guy who listens to music any more than he does, not just one time, because



**Les Acree, PD  
WMC-AM/Memphis**



**WMC Cotton Carnival Float.**



**KEBC Fire Engine 94**

that's the way the listener hears it. They don't make their decisions the first time they hear it, so we try to listen as much as they would before forming an opinion when we're thinking about putting something on."

Les continues, "People realize that country music doesn't have a bad image anymore. TV exposure has done a good job of that. I think the 'Urban Cowboy' fad will go away, but I think a lot of those people will stay with country. We just try to be as good a station as we can be . . . a radio station to be proud of no matter what the music might be. Our music happens to be Country."

#### Serious News Commitment Heavily Promoted

KEBC PD Lynn Waggoner has some similar thoughts on what constitutes a successful radio station. "We're heavily promoted and heavily into news, having the largest radio news department in the state of Oklahoma (10 people). It's on 24 hours a day, seven days a week, and we promote that fact. This year for the first time we carried Houston Oilers football. It was kind of an experiment . . . we never carried any sports before that. There are a lot of players on the team who went to school in Oklahoma, and there was a lot of interest, and, of course, (Oilers coach) Bum Phillips is a cowboy and likes country music, so it was a natural for us. However, I don't know what's going to happen in 1981 with Bum gone."

"We keep something going on all the time. We've been doing a bumper sticker contest for a number of years. We also do a lot of smaller promotions, such as ticket giveaways, and we're very involved in community programs such as school career days. Our KEBC slogan is 'Keep Every Body Country,' and we've promoted that all through the years. We do quite a bit of outdoor advertising, including billboards and some TV (usually spent around country specials and awards shows). Our spot is a personality thing that we've used for about two years now. Our jocks are just people next door. I hate to use the word low-key, but in a way we are. We try to gear the station around the best music, the best news, 'your constant Country companion,' and so forth."

Lynn notes some advantages of not being a company-owned station. "Just one local gentleman owns the station, and it's a great place to work. We attract good people because we do have a lot to offer. It's not an organization where all the money goes upstairs; some of it goes back into the station promotions, into the people, because the people really make the station. Without the people you're nothing. We have a very low turnover rate. We look for people who are not here today and gone next week. If a personality has a bad book, I don't really care that much because I think they'll come back the next time. I try to give our personalities the freedom of



**Lynn Waggoner, PD  
KEBC-FM/Oklahoma City**

**"We're going to cater to (the country fad) to a certain extent but yet we don't want to get off the beaten path of what we do, and that's communicate with news and personality jocks."**

**Lynn Waggoner, PD,  
KEBC-FM/Oklahoma City**

being a person. All the jocks that I now have on the air have been either PD's or MD's, so I have a lot of confidence in them . . . they've been there and they know what to do."

KEBC's music is a 50-50 mix of gold and current, contributing to an 85-90 record playlist. Lynn relies on Music Director Al Hamilton's input rather than on sophisticated research methods. "He researches the market every week as far as sales, and we keep our request sheets every day. We do play requests. We'll play crossovers as well as a lot of traditional. It's a mental thing, and I work with the jocks when a new record comes out on how far you can go either way. I have a music blend that I feel this market wants, and I try to instill that on the jock, but I don't have any certain hot clock or patterns that I try to follow. We also feature an album with several cuts from it. There's a lot of good songs on albums that people never hear, and we try to expose them."

#### Long-Range Forecast Looks Bright

Lynn's long-range plans for the station basically include more of the same. "We feel very confident in what we're doing. We've made a lot of strides in the last three years in the marketplace, and not just against our Country competitor. We might fine-tune the music a little bit, but we try to keep the jocks up every day. Of course, we're enjoying a lot of popularity with the country fad right now. We're going to cater to it to a certain extent but yet we don't want to get off the beaten path of what we do, and that's communicate with news and personality jocks. When listeners tune in they know they're going to hear people who are professional on the air plus the best news and weather coverage (which is very important in this area). We just try to be both informative and personable."

Radio provides a variety of services which appeal to many different types of people and offers something for everyone. For WMC and KEBC the emphasis is on news and information, proving, at least for these two stations, that it's what's between the music that counts.

— Carolyn Parks



# BREAKERS

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

**BARBARA MANDRELL**  
Love Is Fair (MCA)

On 72% of reporting stations. National Summary: Up 53, Same 8, Down 0, Debuts 12, Adds 13. R&R Chart: 50-36.

**WAYLON & JESSI**  
Storms Never Last (RCA)

On 69% of reporting stations. National Summary: Up 23, Same 19, Down 0, Debuts 17, Adds 22. R&R Chart: Debut 43.

**MAC DAVIS**  
Hooked On Music (Casablanca/PolyGram)

On 66% of reporting stations. National Summary: Up 15, Same 21, Down 1, Debuts 17, Adds 24. R&R Chart: Debut 44.

**Most Added:**

**CHARLEY PRIDE**  
Roll On Mississippi (RCA)  
**EMMYLOU HARRIS**  
Mister Sandman (WB)

**Hottest:**

**BELLAMY BROTHERS**  
Do You Love As Good As You Look (WB/Curb)  
**WILLIE NELSON**  
Angel Flying Too Close (Columbia)  
**ELVIS PRESLEY**  
Guitar Man (RCA)  
**DAVID FRIZZELL & SHELLY WEST**  
You're The Reason God Made Oklahoma (WB)

# 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. **➔** indicates one of this week's "most added" new songs.

- ROSANNE CASH "Seven Year Ache" (Columbia) 73/18**  
National Summary: Up 15, Same 23, Down 0, Debuts 17, Adds 18 including WMAQ, WSAI, WHK, KRZY, KTRB, KEEN, WOKO, WWVA, WSOC-FM, WBHP, KSO 39-31, WMUS-AM-FM 4-31, KSOP 43-32, WSEN 43-30, WWCS-FM 23-18, WIXL-FM 44-17. R&R Chart: Debut 47.
- GENE WATSON "Any Way You Want Me" (WB) 68/5**  
National Summary: Up 36, Same 14, Down 0, Debuts 14, Adds 5, WVMI, WJEZ-FM, WMUS-AM-FM, WTHI, KFH, WYDE 32-22, WKSJ-FM 34-24, WBAM 32-23, KBMR 42-20, WTSO 43-38, KVOC 37-19, KSOP 34-28, KEEN 35-29, WVAM 46-36, WBGW-FM 19-16. R&R Chart: Debut 48.
- CONWAY TWITTY "Rest Your Love On Me" (MCA) 62/14**  
National Summary: Up 15, Same 15, Down 0, Debuts 18, Adds 14 including WMNI, WDAF, WDDY, WTHI, KFH, KBYM, KVEG, KSON-AM-FM, WVMI, KYXX, WSAI 4-31, KEED 45-39, KCKC 18-8, WIXL-FM 22-15, WSIX-FM 43-29. R&R Chart: Debut 49.
- CHARLEY PRIDE "Roll On Mississippi" (RCA) 60/57**  
National Summary: Up 1, Same 0, Down 0, Debuts 2, Adds 57 including KEED, KTOM, KEEN, KMPS-AM-FM, WKXA, WMZO, FM, WBAP, KIKK-FM, WBAM, WSM, WIRK-FM, WJEZ-FM, WSAI, WFMS-FM, WIL-AM-FM, WSIX-FM 40-20.
- DAVE & SUGAR "It's A Heartache" (RCA) 59/10**  
National Summary: Up 27, Same 11, Down 1, Debuts 10, Adds 10, WSAI, WHK, WCXI, WTHI, KLZ, KYTE, KIDN, KSON-AM-FM, WBHP, WBAM, WTSO 30-21, KSSS 42-36, KFTN 23-15, WCAW 43-32, WIXL-FM 9-8, WOKK 14-12.
- RAY STEVENS "One More Last Chance" (RCA) 56/12**  
National Summary: Up 10, Same 21, Down 1, Debuts 12, Adds 12, WSOC-FM, KENR, WBHP, KYXX, WJEZ-FM, WHK, WGEW, WKCO-FM, KVOC, KLZ, KWJJ, KONE, WSIX-FM 21-13, KEBC-FM 36-30, KKAL 43-37, KUUY 37-31.
- BILLY "CRASH" CRADDOCK "It Was You" (Capitol) 55/9**  
National Summary: Up 15, Same 20, Down 1, Debuts 10, Adds 9, WHK, WCXI, KWMT, WITL-FM, KUUY, KWJJ, WCOS-FM, WKSJ-FM, WKLM, KSO 32-27, KSSS 43-39, KTOM 33-22, WIXL-FM 20-13, WESC-AM-FM 31-24, KENR 36-29.
- CHARLIE RICH "Are We Dreamin' The Same Dream" (Elektra) 54/11**  
National Summary: Up 13, Same 24, Down 1, Debuts 5, Adds 11, WGNA-FM, WIXL-FM, WIRK-FM, WKLM, WMAQ, WHK, WGEW, WKKN, KKAL, KWJJ, KEEN, WSIX-FM 19-11, WQYK-FM 37-31, KEBC-FM 49-38, KVOC 39-21.
- EMMYLOU HARRIS "Mister Sandman" (WB) 46/42**  
National Summary: Up 1, Same 2, Down 0, Debuts 1, Adds 42 including KIKK-FM, WMC-AM, WSM, KKYX, WSAI, KFGO,

# Radio & Records NATIONAL AIRPLAY/50

February 27, 1981

THREE WEEKS	TWO WEEKS	LAST WEEK		
14	4	3	1	WILLIE NELSON/Angel Flying Too Close (Columbia)
18	10	4	2	BELLAMY BROTHERS/Do You Love As Good As You Look (WB/Curb)
21	15	6	3	ELVIS PRESLEY/Guitar Man (RCA)
9	5	5	4	TANYA TUCKER/Can I See You Tonight (MCA)
7	2	1	5	DOTTIE WEST/Are You Happy Baby? (Liberty)
27	21	11	6	SYLVIA/Drifter (RCA)
28	18	10	7	GEORGE JONES/If Drinkin' Don't Kill Me (Epic)
25	20	13	8	RONNIE McDOWELL/Wandering Eyes (Epic)
2	1	2	9	MEL TILLIS/Southern Rains (Elektra)
32	26	16	10	JERRY LEE LEWIS/Thirty Nine And Holding (Elektra)
15	11	7	11	REX ALLEN JR. & MARGO SMITH/Cup Of Tea (WB)
23	19	14	12	CON HUNLEY/What's New With You (WB)
40	35	19	13	HANK WILLIAMS JR./Texas Women (Elektra)
34	27	18	14	JOHN CONLEE/What I Had With You (MCA)
38	33	24	15	JACKY WARD/Somethin' On The Radio (Mercury/PolyGram)
41	37	29	16	JOHNNY LEE/Pickin' Up Strangers (Full Moon/Asylum)
42	36	25	17	DAVID FRIZZELL & SHELLY WEST/You're The Reason God... (WB)
37	32	20	18	JOE STAMPLEY/I'm Gonna Love You Back... (Epic)
16	12	12	19	EDDY ARNOLD/Don't Look Now (RCA)
39	34	28	20	CONWAY TWITTY & LORETTA LYNN/Lovin' What Your Lovin'... (MCA)
8	7	9	21	LACY J. DALTON/Hillbilly Girl With The Blues (Columbia)
49	43	36	22	ALABAMA/Old Flame (RCA)
36	31	27	23	BILLIE JO SPEARS/Your Good Girl's Gonna Go Bad (Liberty)
3	6	8	24	CHARLY McCLAIN/Who's Cheatin' Who (Epic)
50	42	33	25	DON McLEAN/Crying (Millennium)
45	38	32	26	CRISTY LANE/I Have A Dream (Liberty)
—	44	37	27	CRYSTAL GAYLE/Take It Easy (Columbia)
17	16	17	28	EARL THOMAS CONLEY/Silent Treatment (Sunbird)
5	3	15	29	GAIL DAVIES/I'll Be There (WB)
28	28	30	30	FRED KNOBLOCK & SUSAN ANTON/Killin' Time (Scotti Bros.)
1	9	21	31	T.G. SHEPPARD/I Feel Like Loving You Again (WB/Curb)
—	45	40	32	MICKY GILLEY/A Headache Tomorrow... (Epic)
4	13	26	33	DOLLY PARTON/9 To 5 (RCA)
6	8	22	34	JOHN ANDERSON/1959 (WB)
—	—	50	35	BARBARA MANDRELL/Love Is Fair (MCA)
—	—	43	36	DEBBY BOONE/Perfect Fool (WB/Curb)
—	46	42	37	BRENDA LEE/Every Now And Then (MCA)
—	47	41	38	EDDY RAVEN/Peace Of Mind (Dimension)
—	—	44	39	DON WILLIAMS/Falling Again (MCA)
—	—	45	40	LARRY GATLIN/It Don't Get No Better... (Columbia)
—	—	46	41	RANDY BARLOW/Dixie Man (Paid)
—	—	47	42	MERLE HAGGARD/Leonard (MCA)
—	➔	➔	43	WAYLON & JESSI/Storms Never Last (RCA)
—	➔	➔	44	MAC DAVIS/Hooked On Music (Casablanca/PolyGram)
—	—	49	45	VERN GOSDIN/Too Long Gone (Ovation)
10	14	23	46	WILLIE NELSON & RAY PRICE/Don't You Ever Get Tired... (Columbia)
—	➔	➔	47	ROSANNE CASH/Seven Year Ache (Columbia)
—	➔	➔	48	GENE WATSON/Any Way You Want Me (WB)
—	➔	➔	49	CONWAY TWITTY/Rest Your Love On Me (MCA)
12	22	31	50	GLEN CAMPBELL/Any Which Way You Can (WB)

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.

- WFMS-FM, KFDD-AM, KLAC, KEEN, KMPS-AM-FM, WKXA, WNYR, WMZO-FM, KCKC 30-20.
- MARTY ROBBINS "Completely Out Of Love" (Columbia) 46/4**  
National Summary: Up 22, Same 16, Down 0, Debuts 4, Adds 4, WPOR, WCOS-FM, WOKK, WKLM, WYDE 24-17, WKSJ-FM 36-30, WMNI 35-29, KSO 33-28, KFGO 20-16, KEBC-FM 23-18, KFEQ 37-27, KMPS-AM-FM 23-17.
- MUNDO EARWOOD "Blue Collar Blue" (Excelstor) 42/6**  
National Summary: Up 15, Same 19, Down 0, Debuts 2, Adds 6, WMAQ, KTOM, KLVI, WVMI, WCOS-FM, WCMS-FM, KWMT, 30-24, KFDD-AM 38-32, KENR 18-17, KIKK-FM 37-29, WSIX-FM 41-36, KYXX 40-33.

## Others Getting Significant Action

- BARBARA MANDRELL "Sometime, Somewhere, Somehow" (MCA) 38/1**  
National Summary: Up 24, Same 11, Down 0, Debuts 2, Adds 1, KRRV, WKSJ-FM 26-20, WBAM 47-35, WSM 40-34, WSLR 36-28, WFMS-FM 24-16, WTSO 25-10, WMUS-AM-FM 28-20, KICD-FM 36-26, WTHI 26-19, KRDR 40-24, WIXL-FM 16-10.
- SLIM WHITMAN "I Remember You" (Epic/Cleveland International) 37/5**  
National Summary: Up 11, Same 13, Down 0, Debuts 8, Adds 5, WNRS, WHBF, WKCO-FM, KFTN, KLRA, WHK 29-25, KWMT 39-34, KFDD-AM 42-39, KTOM 42-38, WSIX-FM 18-12, KRMD-AM-FM 27-23.
- BILLY LARKIN "20/20 Hindsight" (Sunbird) 36/5**  
National Summary: Up 16, Same 9, Down 0, Debuts 6, Adds 5, KTRB, KEEN, WKLM, WNRS, WMAQ, KGA 40-38, KHEY 32-27, KKYX 30-25, WCXI 36-30, WAXX 39-35, KVOO 36-31.
- LEON EVERETTE "If I Keep Going Crazy" (RCA) 34/21**  
National Summary: Up 4, Same 6, Down 0, Debuts 3, Adds 21 including WCXI, KEBC-FM, KFEQ, KTRB, KSON-AM-FM, WVAM, WYII, WESC-AM-FM, WQYK-FM, WIRK-FM, KUUY 50-45, WIXL-FM 45-21.
- LORETTA LYNN "Somebody Led Me Away" (MCA) 34/21**  
National Summary: Up 2, Same 7, Down 0, Debuts 4, Adds 21 including WPOR, WWVA, KOKE-FM, KENR, WLWI-FM, WSM, WAXX, KFDD-AM, KSOP, KGA, WIXL-FM 46-24, WSIX-FM 42-38.
- GLEN CAMPBELL "I Don't Want To Know Your Name" (Capitol) 32/3**  
National Summary: Up 14, Same 11, Down 1, Debuts 3, Adds 3, WHK, WXCL, KLRA, KSO 30-23, WIRE 36-30, KLAK d-28, KCKC 7-6, WWVA 24-15, WWOD 34-25, WBAM 34-28, WHOO 9-7.
- JUICE NEWTON "Angel Of The Morning" (Capitol) 31/18**  
National Summary: Up 2, Same 6, Down 0, Debuts 5, Adds 18 including KSO, WIRE, KFEQ, KVOC, KEED, WWCS-FM, WHN, KLVI, WVMI, WKSJ-FM, WIRK-FM, WKXA d-30.
- GENE WATSON "Between This Time And The Next" (MCA) 30/13**  
National Summary: Up 4, Same 11, Down 0, Debuts 3, Adds 13, WYDE, KHEY, KNOE, WHOO, KSO, WAXX, WITL-FM, WKKN, KVOO, KFDD-AM, KTOM, WVAM, WWVA, WIXL-FM 47-33.
- DONNA HAZARD "My Turn" (Excelstor) 30/3**  
National Summary: Up 9, Same 16, Down 1, Debuts 1, Adds 3, WHK, KVOO, KLRA, WXCL 36-33, WHBF 38-34, KEED 39-36, KLVI 37-28, WESC-AM-FM 40-38, KENR 29-23, WQYK-FM 28-21.
- ROVERS "Wan't That A Party" (Epic/Cleveland International) 28/10**  
National Summary: Up 5, Same 6, Down 0, Debuts 8, Adds 10, WHN, WKSJ-FM, WBAM, WCMS-FM, WSLR, WCXI, WXCL, WKKN, WKCO-FM, KSOP, WIRK-FM d-25, WMNI 30-23.
- CONWAY TWITTY "I Am The Dreamer..." (MCA) 27/1**  
National Summary: Up 11, Same 9, Down 0, Debuts 6, Adds 1, WMNI, WMAQ 33-18, WCXI 30-21, WFMS-FM d-32, KEBC-FM 34-29, KUUY 47-42, KSSS 46-40, WNYR d-30, KIKK-FM 39-25, WMC-AM 25-13.
- BILL ANDERSON "Mister Peepers" (MCA) 26/8**  
National Summary: Up 7, Same 8, Down 0, Debuts 3, Adds 8, KWJJ, WGNA-FM, KVLI, KLRA, WITL-FM, WXCL, WKKN, KICD-FM, WVAM 49-39, WIXL-FM 11-7, KWMT 50-40, KEBC-FM 48-36.
- KING EDWARD IV "Dixie Road" (Soundwaves) 24/4**  
National Summary: Up 3, Same 17, Down 0, Debuts 0, Adds 4, WSAI, KSO, KOKE-FM, WCOS-FM, WXCL 48-44, KVOO 37-33, WBAM 39-33. On: WCXI, KMPS-AM-FM, KGA, WQYK-FM.
- GEORGE BURNS "Wife, Won't You Sing A Song With Me" (Mercury/PolyGram) 24/3**  
National Summary: Up 6, Same 11, Down 0, Debuts 4, Adds 3, WVMI, KENR, WHBF, KEED 48-45, WVAM 36-28. On: WYDE, WCXI, WKMF, WDDY, KEEN.
- SHOPPE "Doesn't Anybody Get High..." (NSD) 19/9**  
National Summary: Up 1, Same 8, Down 0, Debuts 1, Adds 9, WWVA, WSOC-FM, WCOS-FM, WESC-AM-FM, WQYK-FM, WKLM, WITL-FM, WXCL, WKKN, KVOO 40-36.
- KEITH STEGALL "Anything That Hurts You..." (Capitol) 19/4**  
National Summary: Up 5, Same 8, Down 1, Debuts 1, Adds 4, KGA, KLRA, WCMS-FM, KICD-FM, KHEY 48-43, WSIX-FM 20-15. On: KEED, KFTN, KOKE-FM, WSM.
- BOBBY GOLDSBORO "Alice Doesn't Love Here Anymore" (CBS) 18/11**  
National Summary: Up 0, Same 4, Down 0, Debuts 1, Adds 11, KFGO, KVOO, KSOP, WVAM, WIXL-FM, WYDE, KHEY, WKSJ-FM, WCMS-FM, KRMD-AM-FM, WIRK-FM.
- THRASHER BROTHERS "Lovers Love" (MCA) 15/3**  
National Summary: Up 4, Same 7, Down 0, Debuts 1, Adds 3, WKMF, KCUB, WHOO, WWCS-FM 28-20, WIXL-FM 33-28, WSIX-FM 32-25. On: KMPS-AM-FM, WYDE, WBAM, WLWI-FM.
- RANDY PARTON "Hold Me Like You Never Had Me" (RCA) 14/9**  
National Summary: Up 0, Same 4, Down 0, Debuts 1, Adds 9, KOKE-FM, WLWI-FM, WSIX-FM, WCMS-FM, KRMD-AM-FM, KVOO, KONE, KGA, WWCS-FM, WMNI d-35.
- REX ALLEN JR. "Just A Country Boy" (WB) 13/13**  
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 13, KENR, WWOD, WLWI-FM, KKYX, KBMR, KFGO, KWMT, KFEQ, KRSY, KTOM, KMPS-AM-FM, WKXA, WYII.
- CAPITALS "Bridge Over Broadway" (Ridgeway) 13/12**  
National Summary: Up 0, Same 1, Down 0, Debuts 0, Adds 12, KRRV, KNOE, WLWI-FM, WSLR, WSAI, WMNI, WAXX, KFEQ, KWJJ, KTOM, WVAM, WCAW.
- REBA McENTIRE "Don't Think Love Ought..." (Mercury/PolyGram) 13/12**  
National Summary: Up 0, Same 0, Down 0, Debuts 1, Adds 12, WYDE, KHEY, WLWI-FM, WSM, KRMD-AM-FM, KEBC-FM, KFDD-AM, KUUY, KEED, KMPS-AM-FM, KGA, WVAM.

# We're proud.

Proud of **Janie Fricke**

and her new single, "**Pride**" 11-60509

From the album:

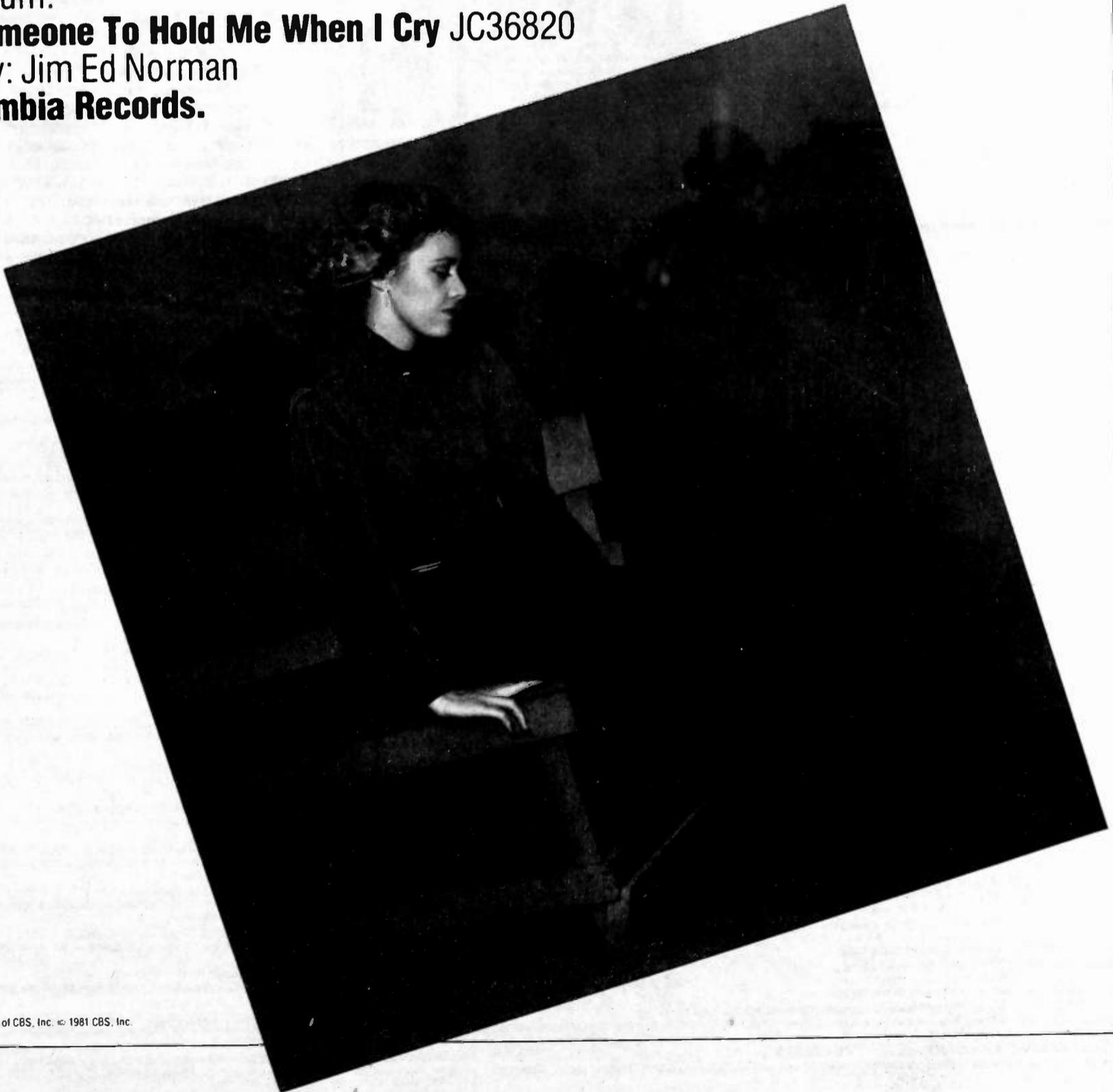
**I'll Need Someone To Hold Me When I Cry** JC36820

Produced by: Jim Ed Norman

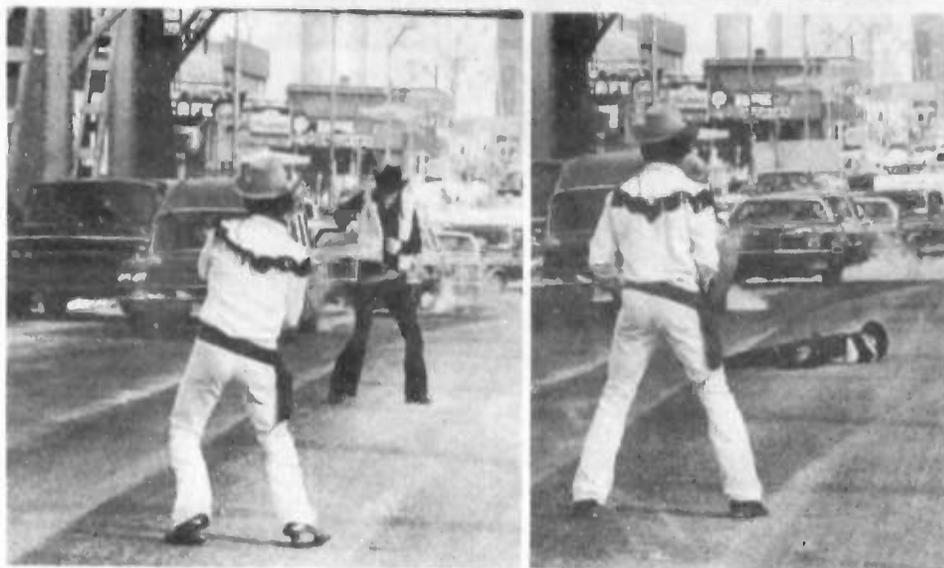
 **On Columbia Records.**

Management:  
Randy Jackson  
5924 Royal Ln., Suite 104B  
Dallas, Tx. 75230  
214-369-4574

Booking Agency:  
Chardon, Inc.  
5924 Royal Ln., Suite 104B  
Dallas, Tx. 75230  
214-369-4574



# Country Pictures



**HIGH NOON NEWS** — To promote changing call letters from KRAD to KRRK, the East Grand Forks, MN radio station staged a shootout symbolic of the change. The new call letters, of course, were represented by the guy in white, and the old, naturally, the cowboy in black. According to KRRK's Jack Lundy, "Needless to say, the old KRAD was a little too slow for the new Double R. After the shootout the Double R cowboy in white was whisked away in a Rolls Royce with a couple of cowgirls. The loser was picked up in a hearse." Despite the cold temperatures, 25 degrees below zero with the wind chill factor, there was an excellent turnout of listeners to see the shootout. Lundy added, "Now we all know who shot 'KR'!"



**BELLAMY BROTHERS BREAK** — Seen here during a recent visit to KHJ/Los Angeles are (standing, l-r) David and Howard, the Bellamy Brothers; KHJ's PD Charlie Cook; WB Records' Gabriela Knubis; (kneeling) KHJ's midday personality Terry Moss and WB's Patty Oates.



**TWITTY TREAT** — WAMZ-FM/Louisville recently did a promotion for the Conway Twitty concert. Lucky winners won dinner, front row seats to the show, and backstage passes to meet Conway. Shown here are Betty Latham, Anna Knight, Conway, and Carol and Mark Conklin.



**MISSOURI MEETING** — MCA recording artist Branda Lee is seen visiting with KFEQ/ST Joseph, MO PD Bob Orf following a recent stop in the area for a concert performance.

## Biff Collie

### Inside Nashville



**GRAB-BAG:** The Oak Ridge Boys have been named 1981's official spokesmen for the Boy Scouts of America, and will do radio & TV spots on scouting . . . Jim Ed Brown negotiating a new syndicated TV show? New

hosts are scheduled to be announced for "Nashville On The Road," the show which Jim Ed & Jerry Clower hosted from its inception until this year's taping end . . . Johnny Cash, Larry Gatlin and the Oaks will host the second Hickory Creek Reunion, the fantasy radio concert . . . "Coal Miner's Daughter," the story of Loretta Lynn's rise to stardom, received seven nominations in the 53rd Academy Awards voting. I've continually predicted it'll win more than one . . . Dolly Parton's "9 To 5" is up for an Academy Award. The song is from the movie of the same name . . . Willie Nelson's new LP "Somewhere Over The Rainbow" was recorded and mastered at Gilley's Club in Pasadena, TX . . . Johnny Cash's next CBS-TV special will feature Anne Murray, Emmylou Harris, and daughter Rosanne Cash. The show is tentatively titled "Johnny Cash And The Country Girls."



**SONGWRITER FINALISTS** — The Nashville Songwriters Association, International has announced "NSAI Songwriter Of The Year" finalists Kyle Fleming, Sonny Throckmorton, Bob Morrison, Bob McDill, Dennis Morgan, and Curly Putnam. All but Putnam are seen here. The winner will be announced Saturday night (2-28).

. . . The Nashville Songwriters Association International's third annual Songwriter Symposium (2/27-28) continues to grow by leaps and bounds. Its panelists this year included Dave Loggins, Gary S. Paxton, Wesley Rose, Bob Morrison, Mickey Newbury, Curly Putnam, Buddy Killen, ad infinitum. Seventeen songwriters received awards, the voting criteria for which was "The Five Songs I Wish I Had Written," voted on by songwriter members . . . Arthur Godfrey will bring his legend to the keynoters' podium for the 12th Country Radio Seminar March 13 and 14 in Nashville, kicking off the show for 500 Country radio professionals in that continuing learning experience. I'm honored to be the host of that annual affair . . . Mel Tillis will host a "Country Galaxy Of Stars," and a two-hour TV tribute-toast will be videotaped here by Jim Owens Productions . . . Jerry Reed's final "Concrete Cowboy" episode was filmed in nearby Murfreesboro. Reed was introduced at a real cowboy luncheon at Cactus Jack's restaurant here as the new voice, face and image of Genesco's Laredo Boots . . . The Tennessee State attorney general says the estate of Elvis Presley does not have exclusive right to the use of the singer's name . . . The National Association of Editorial Cartoonists, hosting its national convention in Nashville this June, asked Tom T. Hall to be guest of honor and sit in on a "special sketching session" . . . Jerry Clower played his very first club date at the Executive Inn in Owensboro, KY after a long personal soul-searching period in his professional life; he had abstained from working nightclub settings where liquor was sold. Clower, a lay preacher, found when he got there they were having a convention gathering of Alcoholics Anonymous (thank you Lord!) . . . Friends of Nashville's Printer's Alley: David "Skull" Schulman, colorful owner of Skull's Rainbow, Room, was beaten and robbed in his place last week.

**WEEKENDER:** Loretta Lynn will be a subject on an upcoming Barbara Walters TV special. She'll tape March 31 . . . Tanya Tucker's new Rhinestone Cowgirl boutique in L.A. this summer will have highpriced girls' Western trappings?

"Reverend Grady," is an NBC-TV pilot just completed by "Hee Haw" Executive Producer John Aylesworth, starring "Hee Haw" 's resident preacher Grady Nutt and Elinor Donahue, who was the daughter in the old Robert Young series "Father Knows Best." It's about a preacher and his congregation, and may become a regular series next fall. (Jerry Clower a semi-regular as "Assistant Pastor?")

**COUNTRY RADIO AIRLINES:** No, Larry Gatlin is not from Gatlinburg, TN, a near-Dolly's hometown resort area in East Tennessee. He's from Odessa, TX . . . Terri Gibbs has been blind since birth; she says, "Don't feel sorry for me. Since I've never been able to see, I don't have any idea what I've been missing!" . . . Country Style magazine said: "Her hair is from the 60's, her clothes are from the 50's, and her shoes are from the 40's . . . Put them all together and what have you got? Dolly! The hottest commodity in American show business today" . . . On the March 7 episode of Jerry Reed's "Concrete Cowboy," look for Sedena Reed, Jerry's goodlooking daughter, who portrays a Salvation Army girl . . . Now Kenny Rogers has his own clothes line, joining Loretta Lynn, Conway Twitty, Mickey Gilley, and Willie Nelson, all represented on today's clothing market . . . Now the title of that TV movie about Elvis Presley and the Linda Thompson years she was with him (she's on "Hee Haw") is changed to "Elvis And The Beauty Queen." Linda, I understand, turned down the chance to play herself in that one because the pain of re-living those years with Elvis would have been too great . . . "Hee Haw" 's Lulu Roman has reportedly lost 75 pounds and is going for more. She called the producer Sam Luvullo and asked if she'd lose her job if she wasn't fat anymore. Sam said they'd write lines for the former fat girl . . . Willie Nelson really building a movie studio at his Pedernales Country Club in Austin? He bought that place a couple years ago to have a place to hold his 4th of July Picnic . . . Johnny Cash & June Carter celebrating their 13th anniversary March 8 . . . Johnny Paycheck, after filming a small part in "Take This Job And Shove It," the movie his hit record inspired, was not pleased with the dimension of his part, so he told the producers to "Take this movie and . . ." (you know what) . . . Charlie Daniels visiting China this spring for that country's first Western concert and rodeo? . . . No, Dolly is not playing in a movie called "Bosom Buddies!"



**CONLEE CONTRACTS AGAIN WITH MCA** — John Conlee is pictured with MCA VP/Promotion Erv Woolsey and WSM/Nashville MD Janet Fort. The occasion was the Conlee re-signing party at the home of MCA/Nashville President Jim Fogelsong.

Summary table with columns: MOST ADDED, EAST, HOTTTEST, MIDWEST, HOTTTEST, SOUTH, HOTTTEST, WEST, HOTTTEST. Lists artists and labels for each region.

Table listing radio stations and their programming for the EAST region, including stations like WORA-FM, WYNY, and WYVA.

Table listing radio stations and their programming for the MIDWEST region, including stations like WLSR, WYVA, and WYVA.

Table listing radio stations and their programming for the SOUTH region, including stations like WYVA, WYVA, and WYVA.

Table listing radio stations and their programming for the WEST region, including stations like WYVA, WYVA, and WYVA.

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Table listing radio stations and their programming for the WEST region, including stations like WYVA, WYVA, and WYVA.

Table listing radio stations and their programming for the WEST region, including stations like WYVA, WYVA, and WYVA.

Hottest Tracks: "Dixie On My Mind" HANK WILLIAMS JR. (Elektra) "Bad Moon Rising" EMMYLOU HARRIS (WB)

TERRI GIBBS - Somebody's Knockin' - (MCA) "Wishing Well" EMMYLOU HARRIS - Evangeline - (WB) "Bad Moon Rising" "How High The Moon" "Oh Atlanta" "I Don't Have To Crawl" "Mister Sandman" "Evangeline" JOHNNY LEE - Lookin' For Love - (Asylum) "Dreams Die Hard" JUICE NEWTON - Juice - (Capitol) "Queen Of Hearts" "Angel Of The Morning" ORION - Rockabilly - (Sun) "Long Tall Sally" DOLLY PARTON - 9 To 5 And Odd Jobs - (RCA) "The House Of The Rising Sun" "Sing For The Common Man" "Deportes" "Dark As A Dungeon" ELVIS PRESLEY - Guitar Man - (RCA) "Just Call Me Lonesome" "After Loving You" "I'm Movin' On" "Lovin' Arms" EDDIE RABBITT - Horizon - (Elektra) "What Will I Write" RAY STEVENS - One More Last Chance - (RCA) "It's Not All Over"

MEL TILLIS - Southern Rain (Elektra) "Pyramid Of Cans" DOTTIE WEST - Wild West - (Liberty) "What Are We Doing In Love" HANK WILLIAMS JR - Rowdy - (Elektra) "Dixie On My Mind" "I Got A Right To Be Wrong" "Are You Sure Hank Done It This Way" "Rambler Man" "Ain't Much More" "Footlights" "You Can't Find Many Kissers"

COUNTRY ALBUMS Cuts in bold type are receiving the heaviest airplay. BELLAMY BROTHERS - Sons Of The Sun - (WB/Curb) "Classic Case Of The Blues" "Honey, We Don't Know No One In Nashville" ROY CLARK - Back To The Country - (MCA) "Love Takes Two" "You Better Be Right By Your Women" "The Lady Is A Woman" "Play Me A Little Traveling Music" CONWAY TWITTY & LORETTA LYNN - Two's A Party - (MCA) "Two's A Party" "Silent Partner" GAIL DAVIES - I'll Be There - (WB) "Object Of My Affection" "It's A Lovely, Lovely World" "Grandma's Song" "Honky Tonk Waltz"

Number of Reporting Stations This Week: 119

Most Requested: BELLAMY BROTHERS "Do You Love As..." (WB/Curb) WILLIE NELSON "Angel Flying Too Close" (Columbia) ELVIS PRESLEY "Guitar Man" (RCA) HANK WILLIAMS JR. "Texas Women" (Elektra)



# P/A

# POP/ADULT®

## Mike Kasabo

### A New Dawning In Dallas

Dallas, Oregon that is. Of course the Texas version has been famous in the radio sense, way before "J.R. Ewing," when Gordon McLendon raised the consciousness of our industry by giving birth to what was known as Top 40. But now in the 80's, there is a new Dallas in the Pacific Northwest, and it's being infiltrated by three seasoned major market Pop/Adult veterans. Mark Blinoff, Roger Carroll, and Eric Norberg (all formerly with Golden West) have joined forces and purchased an AM facility (KWIP) in this small but rapidly growing Oregon community. It is not totally unusual for broadcasters to join the ranks of radio station ownership, but this trio, with Blinoff as spokesman, shared the excitement that so many broadcasters have dreams about and strive for.

**R&R:** You gentlemen bring with you 50 years of experience to this new venture — how did it all come about?

**MB:** It's funny how things can happen. My daughter went to a wedding of an old school friend whose groom's father was trying to sell this radio station. So after much financial negotiation, Roger Carroll and I put everything together. Let me say up front that no matter what you've done in radio, no matter what size market you've worked in, it's the greatest thrill to finally put yourself in a position of ownership. The pride that comes along with it is unbelievable.

**R&R:** What was your investment and other related details?

**MB:** We spent \$200,000 for the station itself. It's a 5-kilowatt daytimer and we've already applied for a frequency switch to one of the clear channel frequencies. The FCC happened to use our little station as an example of the type of facility they would like switching to one of the clear channels they were breaking up, so we are obviously happy and thrilled about the possibility of moving from 1460 to 880 on a full-time basis.

**R&R:** What about new equipment?

**MB:** We've spent well over \$100,000 in rebuilding the physical building, making it twice as big; it has all new equipment throughout. The only thing we kept was the transmitter, which was totally worked over and brought back up to spec, so we're into it for close to a half-million dollars.

**R&R:** Coming down the band to 880 would have to be a tremendous improvement . . .

**MB:** If we were allowed to make that switch, it would increase our coverage by about 50% — again, this

isn't anything approaching a major area like Chicago, but for our purposes this would be a significant victory in penetration.

**R&R:** You're a former programmer; how does it feel to give up getting a paycheck to signing one?

**MB:** The biggest thing, of course, is getting to do what you want to do. As long as you work for someone else, no matter what job it is, you'll always find a great deal of frustration. And not because the other person was wrong, but because it wasn't done your way. You see the truth is that in a programming, or even a management situation, you don't really have the final say, no matter what others might perceive your position to be. It used to really frustrate me, but now that I'm in the position, I've given the reins over to Eric Norberg — he is the manager of this station and he has 100% responsibility for it. Roger and I, as owners, have not told him what to do with format or hiring of people. All we want is to be kept up to date as to what is happening. He's the one who has to live there and he's the one that's going to have to live or die by the results.

**R&R:** Results are important; I hope you've given him the tools to work with?

**MB:** He's got a very large promotion budget, for

### Update

**SPORTS FROM SPACE** — WGBS/Miami is now broadcasting its "Sports From Space" programming via Enterprise Radio. The Sports Network comes from a satellite from a signal at the network's headquarters in Avon, Connecticut. Not only will the station broadcast well-known sports talk hosts, but the facility also will encourage sports fans to call a toll-free number to participate in the talk show . . . Joel Parks, a popular Pacific Northwest TV personality, can now be heard on KOMO/Seattle with his weekly reviews, previews, and personality interviews of show biz types. The program was kicked off with a review of Jack Lemmon's new movie, "Tribute." . . . Elena "Metro" Newton, Public Affairs Director for KPPL/Denver, has been named to the Governor's Committee on Traffic Safety in recognition of her outstanding community service. Ms. Newton's appointment is added to her current list of credits, including her position on the board of directors for Family Tree . . . WKZO/Kalamazoo, MI has been honored by the Broadcast Pioneers, founded by legendary newsman, H.V. Kaltborn, with its annual Mike Award for "distinguished contributions to the art of broadcasting and in recognition of dedicated adherence to quality, integrity, and responsibility in programming and management." A highlight of the event was the presentation by FCC Commissioner James Quello to John Fetzer, Chairman of WKZO . . .

**DEFINITELY AN OLDIE BUT A GOODIE:** Jay Gould, with WOWO/Ft. Wayne since 1938, celebrated his 80th birthday with a public ceremony last week. VP/GM Dan Friel said, "Jay has been an important part of WOWoland since he joined the station — and we're happy with the tremendous turnout to help celebrate this event." Attending the celebration, to which the general public was invited, was Mayor Winfield Moses, who presented a proclamation on behalf of the city . . . On March 17th, WDWZ/Decatur will celebrate 60 years on the air in Central Illinois — it is the oldest station (according to PD Jerry Curtis), behind KDKA/Pittsburgh and WGY/Schenectady, in the nation. Curtis added, "Our files contain hundreds of pictures and articles, documenting the development of the station from an outlet for farm news and local entertainers, to today's computer-controlled operation and Pop/Adult format. We're planning a celebration on the air that day to include conversations with former announcers and performers, old commercials and programs revisited, a listener party, salutes from several radio stations, proclamations from the governor and mayor, and a diamond giveaway." Anyone wanting to participate should call Curtis at (217) 423-9744.

our size station, he has all the latest and best equipment, a new building; and what we're looking for initially is acceptance from the community. The money will come only after that is established.

**R&R:** What's your plan to get those available bucks from the marketplace?

**MB:** We've designed some very interesting and expensive marketing plans that have never been in use in the Salem area right now. We've trained all of our people in the KWIP form of selling, which is unlike any I've seen before . . .

**R&R:** Please explain the difference.

**MB:** Okay. Our account executives are held accountable for the results of the advertising that we take, and we've instructed them not to take advertising that we feel will not work for the client. Not very many sales people walk away from money; they're used to grabbing it no matter what it is. But if they don't meet our criteria, and we have a very elaborate checklist, they do not take the money.

**R&R:** Didn't Dr. Don Rose recently buy a station in the Salem area?

**MB:** Yes, KBZY, and it's going to be interesting to see a couple of L.A. people coming into a market area at the same time that a major San Francisco radio personality moves here in ownership.

**R&R:** Daytimers come with a lot of problems; have you taken measures in that regard?

**MB:** All three of us are very conscious of that, and have worked very hard at putting together a totally new kind of music rotation system which I don't think has ever been used in the country before. I can't get too specific for competitive reasons, but it centers around a juxtapositioning of oldies that will make us the talk of the town. But, beyond the music, overall we're going to have a very professional glossy-sounding station that is loaded with local hometown information.

### Color

#### Million Dollar Donation

The 1980 KDKA/Pittsburgh "Children's Hospital" campaign has raised an eye-opening \$1,491,047!! The donation was presented to Edwin Scheetz, President of the board of trustees of Children's Hospital. Money was generated for the organization through KDKA over a three-week period during which the station broadcasted from the windows of downtown department stores. Reaction from listeners was reported to be the greatest ever.



**JOEL GOLD** — We haven't seen much gold recently, given the dollar value of it, but with a recent slip, it's coming around again. Here we see some of the glitter being presented to KEXX/Portland Program Director Bob Miller (left) by Larry Reymann, Columbia promotion man, with MD and air personality Bob Swanson putting first hands on the gold. It was presented for Billy Joel's "It's Still Rock And Roll To Me."

#### Lovers For Always

Valentine's Day has come and gone for 1981, but in Seattle it will be remembered for a long time. KING presented a three-hour musical special of hit love songs called "The Lovemakers." It featured music, words and thoughts of the hottest recording stars in popular music history. Some of the artists highlighted during the show were Barry Manilow, Diana Ross, Kenny Rogers, Barbra Streisand, and the Bee Gees. The love songs ranged from such recent favorites as Peaches & Herb's "Reunited," to an Elvis classic, "Love Me Tender." The program was not limited to just music, as the artists shared thoughts and ideas that inspired many of the tunes presented.

### Transition

Long time believer in Pop/Adult radio Jim Teeson has been named President and General Manager of P/A KPPL/Denver and Country sister KLAQ — story on Page 3 . . . Chris Kampmeier has been named as WDAE/Tampa's new Program Director from the PD reins of Y106/Orlando . . . Jerry Carter is a new air talent at WRVA/Richmond, coming from the programming position at WANT in that town . . . Gina Koons leaves KFMB/San Diego as Assistant Promotion Director; coming to KFMB as temporary assistant in that area is Namara Starns, who is brand new to radio . . . Rick Jacobs leaves WHBC/Canton as PD, with that position, at least for now, not being filled. Jacobs's MD chores will be handled by Mike Dorn . . . Mike Hagerty has left the Music Director slot of KOLO/Reno to join the station's news department, where he will anchor and field report . . . David Dibic has been named Creative Services Director of KFJZ/Ft. Worth, Dibic, a former Executive Writer/Producer for TM Productions, will oversee campaign development, writing, and production for agencies and individual station clients.

**Add A Little  
Bit Of Heaven  
To Your Next  
Playlist!!**

**DAN HARTMAN**  
**“Heaven In Your Arms”**



**Produced by  
Dan Hartman**



**Distributed by  
CBS Records**

**For a little slice of heaven, call  
Polly collect at (213) 556-4809**



# P/A REGIONAL ADDS & HOTS

## EAST

**WCBM/Baltimore**  
Hal Martin  
C. Washington Jr.  
HOTTEST  
N. Diamond  
J. Lennon  
C. Richard  
Streisand/Gibb  
D. McLean

**WIP/Philadelphia**  
Bob Ruess  
J. Newton  
E. Harris  
Melanie  
D. Canova  
D. Summer  
HOTTEST  
S. Wonder  
D. Fogelberg  
C. Richard  
J. Lennon  
N. Diamond

**WCFR/Springfield**  
Jeff Taylor  
P. Snow  
J. Newton  
E. Harris  
Frankie &  
Knockouts  
G. O'Sullivan  
HOTTEST  
Hall & Oates  
D. Parton  
S. Wonder  
C. Richard  
J. Lennon  
C. Richard

**WARR/Aaron**  
Bill Hart  
G. Washington Jr.  
S. Wonder  
D. McClinton  
Elvis  
L. Sayer  
Styx  
HOTTEST  
D. Parton  
D. Fogelberg  
D. McLean  
M. Diamond  
C. Richard

**WWWE/Cleveland**  
Terry Patrick  
Dezz Band  
J. Newton  
G. Washington Jr.  
S. Easton  
HOTTEST  
J. Lennon  
D. Parton  
D. Fogelberg  
D. McLean  
T. Gibbs

**WOWO/Wayne**  
Sam DeVincent  
P. Seymour  
L. Sayer  
HOTTEST  
J. Lennon  
D. Parton  
D. Fogelberg  
D. McLean  
T. Gibbs

**WHOK/Lancaster**  
Greg Eysman  
Climax Blues  
Band  
L. Hall  
P. Snow  
Elvis  
B. Goldsboro  
HOTTEST  
ATV Supply  
Eagles  
D. McLean

**WTMJ/Milwaukee**  
Sam Armato  
L. Sayer  
J. Newton  
C. Montan  
Association  
HOTTEST  
C. Richard  
D. Parton  
D. Fogelberg  
T. Gibbs

**KMRJ/Pittsburg**  
Linnie Swonger  
P. Simon  
G. O'Sullivan  
HOTTEST  
D. Parton  
Abba  
J. Lennon  
D. Fogelberg  
D. McLean

**WJON/BL Cloud**  
Tom Boett  
S. Winwood  
R. Winkler  
B. Goldsboro  
E. Harris  
HOTTEST  
Kool & Gang  
E. Rabbit  
Blondie  
(Tide)  
D. Parton  
J. Lennon

**WBLZ/Boston**  
Wendy Furgo  
D. McLean  
Hall & Oates  
S. Easton  
Jacksons  
HOTTEST  
D. Parton  
Blondie  
(Tide)  
N. Diamond  
C. Richard  
Abba

**KDKA/Pittsburgh**  
Randy Flick  
L. Sayer  
HOTTEST  
D. Parton  
Blondie  
(Tide)  
N. Diamond  
C. Richard  
Abba

**WHEN/Syracuse**  
Debbie Stoughtenger  
J. Newton  
S. Easton  
HOTTEST  
E. Rabbit  
Blondie  
(Tide)  
R. Milsap  
J. Lennon

**WHBY/Apletion**  
Jeff Clark  
E. Harris  
Hall & Oates  
Doobie Bros.  
HOTTEST  
(Twin)  
Four Seasons  
B. Goldsboro  
D. Fogelberg  
D. McLean  
N. Diamond  
T. Gibbs

**KQGF/Coffeaville**  
McCord  
M. Chapin  
B. Mandrell  
(Sometime)  
Spinners  
J. Buffett  
S. Easton  
HOTTEST  
Lobo  
Four Seasons  
B. Goldsboro  
D. Fogelberg  
D. McLean  
N. Diamond  
T. Gibbs

**WOOD/Grand Rapids**  
Bill Striker  
B. Mandrell  
(Sometime)  
HOTTEST  
C. Richard  
D. Fogelberg  
Abba

**WFOU/Green Bay**  
Bob Hooper  
Streisand/Gibb  
April Wine  
S. Winwood  
HOTTEST  
J. Lennon  
RED  
C. Richard

**KFOR/Incoln**  
Cathy Blythe  
G. Washington Jr.  
J. Newton  
S. Winwood  
A. Hammond  
HOTTEST  
R. Milsap  
C. Richard  
D. McLean  
N. Diamond  
T. Gibbs

**KSTP/Minneapolis**  
Don Michaels  
P. Everly  
Elvis  
S. Easton  
HOTTEST  
J. Lennon  
D. McLean  
C. Richard  
N. Diamond

**WQUA/Quad Cities**  
Jack McKay  
R. Nelson  
G. Washington Jr.  
L. Gatlin  
B. Goldsboro  
HOTTEST  
D. Parton  
D. Fogelberg  
D. McLean  
N. Diamond  
(American)

**WNAB/Bridgeport**  
Jay McCormick  
S. Manlow  
(Life)  
B. Goldsboro  
Leslie, Kelly  
& JFC  
P. Snow  
HOTTEST  
D. Parton  
J. Lennon  
D. McLean  
Streisand/Gibb

**WTAE/Pittsburgh**  
Don Barne  
T. Gibbs  
S. Easton  
M. Davis  
HOTTEST  
C. Richard  
Kool & Gang  
Knoblock/Anton  
N. Diamond  
(America)  
Styx

**WABW/Washington D.C.**  
Bob Duckman  
J. Lennon  
(Wheels)  
HOTTEST  
N. Diamond  
D. Parton  
Streisand/Gibb  
J. Lennon  
(Woman)  
D. McLean

**WKIO/Bowling Green**  
John Swan  
R. Stewart  
T. Gibbs  
(Special)  
HOTTEST  
B. Goldsboro  
G. Washington Jr.  
HOTTEST  
R. Milsap  
Abba  
D. Parton  
Knoblock/Anton  
Styly Dan

**WTVN/Columbus**  
Danny Nugent  
T. Gibbs  
HOTTEST  
S. Wonder  
HOTTEST  
J. Lennon  
R. Milsap  
D. Parton  
RED  
C. Richard

**WKYC/Cleveland**  
Randy Lee  
B. Mandrell  
(Sometime)  
HOTTEST  
B. Goldsboro  
S. Easton  
HOTTEST  
R. Milsap  
D. Fogelberg

**WISN/Milwaukee**  
Dave Denver  
T. Gibbs  
HOTTEST  
J. Lennon  
R. Milsap  
Streisand/Gibb  
S. Easton

**WCCO-AM/Minneapolis**  
Denny Long  
E. Harris  
S. Easton  
HOTTEST  
N. Diamond  
M. Mouskourt  
T. Gibbs

**WBQW/Bismarck**  
Rick Belcher  
G. O'Sullivan  
Manchester/Bryson  
T. Gibbs  
HOTTEST  
Hall & Oates  
S. Easton  
G. Washington Jr.  
HOTTEST  
D. Parton  
J. Lennon  
Styly Dan  
D. McLean  
Blondie  
(Tide)

**KRMB/Tulsa**  
Don Blahop  
M. Davis  
G. O'Sullivan  
G. Burns  
HOTTEST  
E. Harris  
D. McLean  
N. Diamond  
Streisand/Gibb  
Elvis

**WBEN/Buffalo**  
Roger Christian  
J. Newton  
Elvis  
HOTTEST  
J. Lennon  
D. Parton  
N. Diamond

**3-W/S/Pittsburgh**  
Herb Crowe  
Elvis  
P. Everly  
L. Sayer  
HOTTEST  
R. Milsap  
N. Diamond  
Kool & Gang  
D. Parton

**WATR/Waterbury**  
Rick O'Connor  
J. Newton  
C. Montan  
Eng. Dan & JFC  
S. Wonder  
(Lately)  
HOTTEST  
J. Lennon  
D. McLean  
Abba  
C. Richard  
N. Diamond

**WHBC/Canton**  
Rick Jacobs  
None  
HOTTEST  
J. Lennon  
R. Milsap  
Abba  
D. McLean  
N. Diamond

**WHIO/Dayton**  
Peggy Powell  
D. Williams  
E. Harris  
P. Simon  
T. Melsberg  
HOTTEST  
D. Fogelberg  
J. Lennon  
D. McLean  
N. Diamond  
Streisand/Gibb

**WKMH/Jackson**  
Jerry Barnhart  
Styx  
G. Burns  
HOTTEST  
T. Gibbs  
D. Fogelberg  
Hall & Oates  
Fleetwood Mac  
P. Simon

**WKWB/Jefferson City**  
Steve Morse  
D. Canova  
A. Hammond  
Melanie  
S. Goodman  
R. Parker Jr.  
& Raydio  
C. Cross  
HOTTEST  
D. Parton  
J. Lennon  
D. McLean  
Styx  
N. Diamond

**WISN/Milwaukee**  
Dave Denver  
T. Gibbs  
HOTTEST  
J. Lennon  
R. Milsap  
Streisand/Gibb  
S. Easton

**WCCO-AM/Minneapolis**  
Denny Long  
E. Harris  
S. Easton  
HOTTEST  
N. Diamond  
M. Mouskourt  
T. Gibbs

**WBQW/Bismarck**  
Rick Belcher  
G. O'Sullivan  
Manchester/Bryson  
T. Gibbs  
HOTTEST  
Hall & Oates  
S. Easton  
G. Washington Jr.  
HOTTEST  
D. Parton  
J. Lennon  
Styly Dan  
D. McLean  
Blondie  
(Tide)

**WQRB/Buffalo**  
Jerry Rao  
J. Newton  
Elvis  
P. Everly  
M. Davis  
G. Washington Jr.  
HOTTEST  
D. Parton  
Streisand/Gibb  
N. Diamond  
T. Gibbs  
S. Easton

**WGAN/Portland**  
Janet Booth  
C. Richard  
D. McLean  
HOTTEST  
Abba  
B. Manlow  
Streisand/Gibb  
D. Parton  
N. Diamond

**WNEU/Wheeling**  
Amos Fox  
J. Newton  
Rovers  
P. Snow  
S. Robinson  
J. Cougar  
HOTTEST  
J. Lennon  
REG  
Styx  
N. Diamond  
D. McLean

**WFYR/Chicago**  
John Wetherbee  
S. Easton  
E. Harris  
HOTTEST  
D. Parton  
J. Lennon  
D. McLean  
Styx

**WBCD/Duluth**  
Jim Casey  
R. Meisner  
J. Newton  
S. Wonder  
Doobie Bros.  
(Train)  
Loverboy  
Police  
HOTTEST  
J. Lennon  
N. Diamond  
Kool & Gang  
S. Easton  
Hall & Oates

**WFDJ/Ft.**  
Paul Landino  
L. Sayer  
HOTTEST  
G. Washington Jr.  
D. Parton  
D. Fogelberg  
Styly Dan  
R. Milsap  
J. Lennon  
D. McLean

**WJWB/Jackson**  
Walt Grayson  
J. Newton  
B. Goldsboro  
H. Chapin  
HOTTEST  
P. Everly  
G. Washington Jr.  
S. Easton  
HOTTEST  
R. Milsap  
D. Parton  
D. McLean  
T. Gibbs

**WJWB/Baton Rouge**  
Laurie Hardison  
Doobie Bros.  
(Mynken)  
HOTTEST  
P. Everly  
G. Washington Jr.  
S. Easton  
HOTTEST  
R. Milsap  
D. Parton  
D. McLean  
T. Gibbs

**WJWB/Jackson**  
Walt Grayson  
J. Newton  
B. Goldsboro  
H. Chapin  
HOTTEST  
P. Everly  
G. Washington Jr.  
S. Easton  
HOTTEST  
R. Milsap  
D. Parton  
D. McLean  
T. Gibbs

**WJWB/Baton Rouge**  
Laurie Hardison  
Doobie Bros.  
(Mynken)  
HOTTEST  
P. Everly  
G. Washington Jr.  
S. Easton  
HOTTEST  
R. Milsap  
D. Parton  
D. McLean  
T. Gibbs

**WRLE/Erie**  
Ted Abbott  
G. O'Sullivan  
E. Harris  
HOTTEST  
D. Parton  
J. Lennon  
D. McLean  
Blondie  
(Tide)  
R. Milsap

**WQAN/Portland**  
Janet Booth  
C. Richard  
D. McLean  
HOTTEST  
Abba  
B. Manlow  
Streisand/Gibb  
D. Parton  
N. Diamond

**WNEU/Wheeling**  
Amos Fox  
J. Newton  
Rovers  
P. Snow  
S. Robinson  
J. Cougar  
HOTTEST  
J. Lennon  
REG  
Styx  
N. Diamond  
D. McLean

**WLVW/Cincinnati**  
Greg Picciano  
Fleetwood Mac  
J. Newton  
S. Robinson  
J. Buffett  
G. O'Sullivan  
M. McGovern  
S. Easton  
E. Harris  
REG  
HOTTEST  
G. Washington Jr.  
D. Parton  
D. McLean  
N. Diamond  
Streisand/Gibb

**WFDJ/Ft.**  
Paul Landino  
L. Sayer  
HOTTEST  
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D. Fogelberg  
Styly Dan  
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D. McLean

**WJWB/Jackson**  
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**WQRB/Buffalo**  
Jerry Rao  
J. Newton  
Elvis  
P. Everly  
M. Davis  
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HOTTEST  
D. Parton  
Streisand/Gibb  
N. Diamond  
T. Gibbs  
S. Easton

**WQAN/Portland**  
Janet Booth  
C. Richard  
D. McLean  
HOTTEST  
Abba  
B. Manlow  
Streisand/Gibb  
D. Parton  
N. Diamond

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B. Manlow  
Streisand/Gibb  
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N. Diamond

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B. Manlow  
Streisand/Gibb  
D. Parton  
N. Diamond

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J. Cougar  
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REG  
Styx  
N. Diamond  
D. McLean

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J. Buffett  
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M. McGovern  
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D. McLean

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**WQRB/Buffalo**  
Jerry Rao  
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M. Davis  
G. Washington Jr.  
HOTTEST  
D. Parton  
Streisand/Gibb  
N. Diamond  
T. Gibbs  
S. Easton

**WQAN/Portland**  
Janet Booth  
C. Richard  
D. McLean  
HOTTEST  
Abba  
B. Manlow  
Streisand/Gibb  
D. Parton  
N. Diamond

**WNEU/Wheeling**  
Amos Fox  
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S. Robinson  
J. Cougar  
HOTTEST  
J. Lennon  
REG  
Styx  
N. Diamond  
D. McLean

**WLVW/Cincinnati**  
Greg Picciano  
Fleetwood Mac  
J. Newton  
S. Robinson  
J. Buffett  
G. O'Sullivan  
M. McGovern  
S. Easton  
E. Harris  
REG  
HOTTEST  
G. Washington Jr.  
D. Parton  
D. McLean  
N. Diamond  
Streisand/Gibb

**WFDJ/Ft.**  
Paul Landino  
L. Sayer  
HOTTEST  
G. Washington Jr.  
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D. Fogelberg  
Styly Dan  
R. Milsap  
J. Lennon  
D. McLean

**WJWB/Jackson**  
Walt Grayson  
J. Newton  
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H. Chapin  
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P. Everly  
G. Washington Jr.  
S. Easton  
HOTTEST  
R. Milsap  
D. Parton  
D. McLean  
T. Gibbs

**WJWB/Baton Rouge**  
Laurie Hardison  
Doobie Bros.  
(Mynken)  
HOTTEST  
P. Everly  
G. Washington Jr.  
S. Easton  
HOTTEST  
R. Milsap  
D. Parton  
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Streisand/Gibb  
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T. Gibbs  
S. Easton

**WQAN/Portland**  
Janet Booth  
C. Richard  
D. McLean  
HOTTEST  
Abba  
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**WNEU/Wheeling**  
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**WLVW/Cincinnati**  
Greg Picciano  
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D. McLean  
T. Gibbs

## WEST

**KOB/Albuquerque**  
Paul Douglas  
S. Easton



# Black Radio

## Bill Speed

### *Playing Crossover Music: A Positive Approach*

Crossover music is the kind of issue that periodically comes back into focus as a prime concern of Black radio broadcasters. Should you play white records, especially if your audience seems to be expressing a desire to hear them? Will some of them desert you to a CHR "urban contemporary" station that's playing a lot of current black records? And what if that urban contemporary is jumping on the new black hits early?

*"Our radio station plays a lot of crossover music not necessarily to attract white listeners but to keep black listeners from going to pop stations."*

Is that a threat to your traditional listenership?

Basically, the issue is: if music and radio formats are getting closer together, is that a good thing in the long run for Black radio and black music in general? Mike Roberts, PD at WCIN/Cincinnati, thinks it's positive. Following are some forthright comments covering these points and other related aspects.

"I don't think that any type of music that becomes general market becomes more negative. For one thing, black music's becoming more accepted in the general marketplace will do something for the artist financially, and the record company as well. But more so, Black radio has something to gain — if the general market accepts black music, then Black radio will also be accepted."

#### **Crossovers Protecting Audience**

*"Our radio station plays a lot of crossover music not necessarily to attract white listeners but to keep black*

listeners from going to pop stations. I think blacks are accepting pop music as well as whites accepting black music. What I think happens is radio stations now find themselves having to please two sides of the market as opposed to one. I think you'll find the modern CHR stations are also programming black music to attract black listeners and to keep their white listeners from going to the Black stations as well."

What does this mean overall? Roberts says, "This means that radio is once again becoming homogenized. It happened before when disco came around, and I think it's happening again. I don't know that 20 years from now you're going to be able to identify any type of music as black, pop, country, or anything else."

#### **An Enrichment To The Public**

Roberts concludes, "I don't think any kind of expansion in sound on any radio station can be a negative. I think it's going to be an enrichment to the public." He also thinks Black radio will flourish in the new musical climate. "I think people are in for a big surprise in Black radio. It's not going to sit back and die. I think Black radio has nothing but a positive future ahead of it, no matter what type of music it plays."



**THE NAMES BEHIND THE NUMBERS** — WJTT-FM/Chattanooga switched to a Pop/Rhythms format last September and racked up a 9.6 in the station's first book. Pictured are the people who made WJTT take off (standing, l-r) John Riley, Program Director "Smokin' Sam" Ervin, Cheryl, and Thomas Henderson; (seated, l-r) Joanna Robinson, Lee Starnes, Glenda Jackson, and Frank St. James.

### People

Ted Terry, afternoon drive personality, has left his post at KJLH/Los Angeles, as has newperson Claudia Poly . . . Ben Hooks, Exec. Director of NAACP, will be holding a membership drive at E.C. Glass High School in cooperation with WJJS/Lynchburg. This program will be produced and aired on a public affairs show, "Listen Lynchburg" . . . The Rev. Jesse Jackson and the singing duo Peaches & Herb were on hand for a presentation of a special audio collection to the students of Horace Mann, Jr. High in Los Angeles. The collection included Afro-American folk, ragtime, blues, jazz, spoken word, and contemporary selections.

### Places

**SO YOU WANNA BE A STAR?** WAOK/Atlanta is the place where morning personality Rick Roberts has just started to audition the "Rick-ettes." Four ladies will be dubbed "The Prime Time Fine Booty Shakers"; when chosen they will win a \$500 wardrobe, \$500 worth of jewelry of their choice, personalized hair-styling, a personalized warm-up suit (including station logo and name), dinner at the finest restaurants in town, photos, perfume, flowers, and tickets to all concerts and sports events. Now you're wondering how you qualify; well, you have to submit a photo, with bio info and a picture in a bathing suit . . . WKXI/Jackson, is sending all its on-air staff to various high schools in the greater Jackson area for speeches on black history, as a tribute to Black History Month.

### Things

WCIN/Cincinnati is presenting a special radio presentation entitled "Tragedy In Atlanta." The series will consist of interviews with police officers and various others who are working to find the killer of the missing or dead children in that city. Also, the station is distributing "4 Atlanta" buttons to "show the people of Atlanta we in Cincinnati are with them in spirit," according to station PD Mike Roberts . . . KDIA/Oakland will be holding its third annual leadership conference in the city of Oakland. The meeting will focus on "how-to's" for the 80's . . . WAIL/New Orleans is looking for a morning personality; contact station PD Barry Richards at 504-943-9019 . . . KAEZ/Oklahoma City's PD Lee Simpson has changed his music days to Monday thru Fridays from 9-2. Please contact Simpson at 405-424-3376 for further info . . . Remember, February is Black History Month, a time to reflect on our rich culture and those who are and were a part of its making . . . Also, remember you don't have to be a reporter to contribute to this section. Please send all pix, promotions, or just about anything you feel represents your station to Bill Speed, 1930 Century Park West, Los Angeles, CA 90067.



**KNOK-FM, COKE PROMOTE BLACK HISTORY MONTH** — KNOK-FM/Ft. Worth and Coca-Cola USA collaborated on their second annual "Black History Month" promotion. The station aired a "Living Black History Month" contest during February with listeners asked to identify famous living black personalities in return for prizes which included a color TV. Seen gathered around one of the contest's promotional items are, from left: Coca-Cola's Rod Hicks, KNOK VP/GM Bill Chatman, Coca-Cola's "Speedy" Williams, and station PD Dewayne Dancer.

# Pop/Rhythms

## HOTTEST

Following are listed in order of their airplay activity.

### YARBROUGH & PEOPLES

"Don't Stop The Music" (Mercury/PolyGram)

### GAP BAND

"Burn Rubber On Me" (Mercury/PolyGram)

### TOM BROWNE

"Thighs High" (GRP/Arista)

### ROBERT WINTERS & FALL

"Magic Man" (Buddah)

### A TASTE OF HONEY

"Sukiyaki" (Capitol)

### STEVIE WONDER

"I Ain't Gonna Stand For It" (Tamla)

### SLAVE

"Watching You" (Cotillion)

### WHISPERS

"It's A Love Thing" (Solar)

### SMOKEY ROBINSON

"Being With You" (Tamla)

### SISTER SLEDGE

"All American Girls" (Cotillion)

### EARTH, WIND & FIRE

"And Love Goes On" (ARC/Columbia)

## CLIMBERS

Following are listed in order of their airplay activity.

**T-CONNECTION** "Everything Is Cool" (Capitol) 57% reporting. Climbing at WDAS, WKND and WXYV in the East. Hot at WLOU while showing medium airplay at WAOK, WJJS, WDIA, WHRK and WVEE in the South. New at WBMX and WJMO; climbing at WTLC, WDAO, KAEZ, WWWS and WKWM in the Midwest. The West shows medium airplay at KDAY.

**GROVER WASHINGTON JR.** "Just The Two Of Us" (Elektra) 57% reporting airplay. The South shows medium airplay at WLOU, WAOK, WJJS and WDIA. Hot rotation at KDIA and KDAY with medium airplay at KYAC in the West. Heavy airplay at WTLC, WBMX and WCIN; climbing at WDAO and WKWM in the Midwest. Climbing at WDAS, WWIN, WWRL and WKND in the East.

**LAKESIDE** "Fantastic Voyage" (Solar) 50% of our reporters are on it. Hot rotation at KMJM, WBMX, KAEZ and WWWS in the Midwest. Climbing at WWIN and WAMO while hot at WDAS, WKND and WXYV in the East. The South shows it hot at WENN, WHRK and WPDQ with medium airplay at WJJS. Hot at KYAC in the West.

**T.S. MONK** "Bon Bon Vie" (Mirage) 50% reporting activity. Hot at KDAY in the West. Climbing at KAEZ, WJMO and WWWS while hot at WDAO, WJLB and WBMX in the Midwest. The South shows medium airplay at WAOK and WJJS with hot rotation at WLOU, WHRK and WVEE. Hot at WKND and WXYV; climbing at WDAS in the East.

**SUGARHILL GANG** "8th Wonder" (Sugarhill) 50% reporting action. Hot at WJJS, WANT and WENN; climbing at WKXI, WPDQ, WHRK and WVEE in the South. Climbing at WXYV while hot at WWIN and WAMO in the East. The Midwest shows it hot at WTLC, WCIN and WKWM with medium airplay at WJMO and WWWS.

**ARETHA FRANKLIN** "What A Fool Believes" (Arista) 50% of our reporters are on it. Added at KDAY in the West. The Midwest shows medium airplay at WJLB, WBMX, WJMO, WCIN, KAEZ and WWWS. New at WJJS, WHRK and WVEE; climbing at WDIA in the South. Debuting at WAMO and WXYV; climbing at WWRL and WKND in the East.

**JONES GIRLS** "I Just Love The Man" (Philadelphia International) 47% of our reporters are on it. Hot rotation at WANT, WAOK, WJJS and WENN in the South. Climbing at WDAS and WWIN; hot at WAMO in the East. Showing medium airplay at KLIP with hot rotation at KYAC and KDIA in the West. Hot at WCIN and KAEZ; climbing at KMJM and WBMX in the Midwest.

**TIERRA** "Together" (Boardwalk) 47% reporting. Heavy airplay at WKXI, WANT and WENN; medium airplay at WPDQ in the South. The East shows it hot at WDAS and WKND; climbing at WWIN. Climbing at KMJM, WBMX and WKWM; hot at WJLB and WJMO in the Midwest. Hot at KDIA and climbing at KYAC in the West.

**JERRY KNIGHT** "Perfect Fit" (A&M) 47% reporting action. New at WBMX and WJMO; climbing at WJLB, WWWS and WKWM, and hot at WDAO in the Midwest. Hot at WAOK; climbing at WLOU, WJJS and WDIA in the South. The West shows it hot at KDAY. Climbing at WWIN, WWRL and WAMO in the East.

**LENNY WHITE** "Fancy Dancer" (Elektra) 43% of our reporters are on it. Climbing at WDAS, WWIN and WXYV in the East. Showing medium airplay at WKXI, WJJS, WHRK and WVEE in the South. Debuting at KAEZ; climbing at WBMX, WJMO and WCIN, and hot at WJLB in the Midwest. Climbing at KYAC in the West.

**DRAMATICS** "You're The Best Thing In My Life" (MCA) 43% reporting activity. Hot at KDIA in the West. The South shows medium airplay at WLOU, WAOK, WJJS and WENN. Hot at WJLB and WJMO; climbing at WBMX, WCIN and WKWM in the Midwest. Showing medium airplay at WWRL, WAMO and WKND in the East.

**FANTASY** "You're Too Late" (Pavillion) 43% reporting. Climbing at WKND and WXYV in the East. The South shows an add at WPDQ, WJJS and WDIA with medium airplay at WAOK, WHRK and WVEE. New at WTLC, WJLB and WJMO; climbing at WBMX, and hot at WDAO in the Midwest.

**KLEER** "Get Tough" (Atlantic) 43% of our reporters are on it. Added at WCIN; climbing at WDAO and WWWS, and hot at WTLC in the Midwest. New at WXYV and WKND; climbing at WAMO in the East. Debuting at WJJS, WHRK and WVEE while showing medium airplay at WKXI, WLOU and WDIA in the South.

**ISLEY BROTHERS** "Who Said?" (T-Neck) 40% reporting action. Hot rotation at WKXI, WVEE and WHRK; climbing at WJJS and WENN in the South. Hot at WXYV; climbing at WDAS and WKND in the East. Showing medium airplay at WWWS, WKWM and WJLB with hot rotation at WCIN in the Midwest.

**JACKSONS** "Heartbreak Hotel" (Epic) 40% reporting airplay. Hot rotation at KYAC, KLIP and KDIA in the West. Climbing at WENN while hot at WPDQ, WHRK and WVEE in the South. The Midwest shows it hot at KMJM and KAEZ. Climbing at WWIN; hot at WAMO and WXYV in the East.

**ZAPP** "Be Alright" (WB) 40% reporting. Climbing at KLIP in the West. Hot at KAEZ while showing medium activity at WJLB, WJMO and WKWM in the Midwest. The South shows it hot at WDIA while climbing at WENN, WHRK and WVEE. Hot at WWRL; climbing at WAMO and WXYV in the East.

**MELISSA MANCHESTER & PEABO BRYSON** "Lovers After All" (Arista) 40% of our reporters are on it. Added at WXYV and climbing at WWRL in the East. The South shows an add at WHRK and WVEE, medium airplay at WDIA and WJJS, and hot rotation at WAOK. Hot at WTLC and WDAO; climbing at WJLB and KAEZ in the Midwest. Hot at KLIP in the West.

**UNLIMITED TOUCH** "I Hear Music In The Streets" (Prelude) 37% reporting. Climbing at WJLB and WJMO in the Midwest. Hot at WWIN and WKND; climbing at WXYV in the East. Hot rotation at WANT, WLOU, WAOK; showing medium airplay at WJJS, WHRK and WVEE in the South.

**ZINGARA** "Love's Calling" (Wheel) 37% reporting airplay. Showing medium activity at WJJS, WHRK and WVEE while hot at WLOU in the South. Climbing at WDAS, WWIN, WAMO and WXYV in the East. Medium airplay at KYAC in the West. New at WJMO; hot at WJLB in the Midwest.

**QUINCY JONES** "Al No Corrida" (A&M) 37% reporting action. New at WJJS; climbing at WAOK, WDIA, WHRK and WVEE in the South. Medium airplay at WXYV in the East. Added at WJLB, WJMO, WCIN and KAEZ; climbing at WTLC in the Midwest.

**MARVIN GAYE** "Praise" (Tamla) 37% reporting activity. Debuting at WKWM; climbing at WTLC, WJMO and WCIN in the Midwest. The East shows it hot at WWRL with medium airplay at WWIN and WXYV. New at WAOK and WJJS; climbing at WHRK and WVEE in the South.

**BLACKBYRDS** "What We Have Is Right" (Fantasy) 37% reporting. Showing medium airplay at WWIN, WKND and WXYV in the East. Climbing at WTLC, WCIN and WKWM in the Midwest. Climbing at WKXI, WJJS, WENN, WHRK and WVEE in the South.

**CHAMPAIGN** "How 'Bout Us" (Columbia) 37% reporting activity. Added at WAMO; climbing at WWRL and WKND in the East. Hot at WDIA while climbing at WAOK in the South. Showing medium activity at KLIP and KDAY in the West. New at KMJM, WBMX and WKWM; climbing at WTLC in the Midwest.

**JERMAINE JACKSON** "You Like Me Don't You" (Motown) 33% reporting activity. Hot at KDIA in the West. Added at WWRL; climbing at WAMO in the East. The South shows an add at WENN; medium airplay at WKXI, WLOU and WDIA. New at WKWM; climbing at WTLC, and hot at WBMX in the Midwest.

**KOOL & THE GANG** "Take It To The Top" (De-Lite/PolyGram) 33% of our reporters are on it. Added at WTLC and WWWS while climbing at WBMX and WJMO in the Midwest. New at WANT and WLOU; climbing at WKXI and WDIA in the South. Debuting at WKND and hot at WWRL in the East.

**DENIECE WILLIAMS** "What Two Can Do" (ARC/Columbia) 33% reporting airplay. Added at WPDQ, WLOU and WAOK in the South. New at KDIA in the West. Debuting at WWWS, WKWM, WTLC, WBMX and KAEZ; climbing at WJMO in the Midwest.

## NEW & ACTIVE

**ATLANTIC STARR** "When Love Calls" (A&M) 27% of our reporters are on it. Climbing at WTLC and WWWS, added at KAEZ, and hot at WBMX in the Midwest. New at WDIA and climbing at WAOK in the South. The East shows an add at WWRL and medium airplay at WWIN.

**RAY PARKER JR. & RAYDIO** "A Woman Needs Love" (Arista) 37% reporting activity. The South shows adds at WAOK, WHRK and WVEE. New at WWIN, WWRL and WXYV in the East. Added at WJMO and WCIN in the Midwest.

**TWO TONS** "Never Like This" (Honey/Fantasy) 23% reporting airplay. Climbing at KDAY in the West. Medium airplay at KAEZ in the Midwest. New at WJJS and hot at WAOK in the South. Added at WKND while climbing at WWRL and WAMO in the East.

**REDDINGS** "I Want It" (BID) 23% reporting. Added at WXYV in the East. New at WPDQ, WJJS, WHRK, WVEE and WENN; climbing at WLOU in the South.

## JAZZ RADIO

### HOTTEST

Following are listed in order of their airplay activity.

JOE SAMPLE	Voices In The Rain (MCA)
WEATHER REPORT	Night Passage (ARC/Columbia)
DEXTER GORDON	Gotham City (Columbia)
GROVER WASHINGTON JR.	Winelight (Elektra)
KILIMANJARO	Kilimanjaro (Philo)
BOB JAMES	All Around The Town (Tappan Zee/CBS)
BILL EVANS	You Must Believe In Spring (WB)
GENE DUNLAP	It's Just The Way I Feel (Capitol)
DAN SIEGEL	The Hot Shot (Inner City)
NATIVE SON	Savanna Hot-Line (MCA)
STANLEY TURRENTINE	Use The Stairs (Milestone)
HERBIE HANCOCK	Mr. Hands (Columbia)
RODNEY FRANKLIN	Rodney Franklin (Columbia)

## NEW & ACTIVE

No records qualified for New & Active this week.

EAST: WHUR/Washington, D.C.; Jesse Fox; WEBB/Baltimore, MD; Cheuncey Lewis; WYBC/New Haven, CT; Jonathan Breslau; SOUTH: WCLX/Atlanta, GA; Requeya Ward; WTJZ/Newport News, VA; Rol Ewell; MIDWEST: WBSY/Columbus, OH; Terry Wilson; WJZZ/Detroit, MI; Dorlan Paster; WEST: KJLH/Los Angeles, CA; Lawrence Tarter.

**Pop / Rhythms**  
**Hottest**  
**February 27, 1981**

EAST	SOUTH	MIDWEST	WEST
Whispers Slave Stevie Wonder	Yarbrough & Peoples Stevie Wonder Tom Browne	Yarbrough & Peoples Whispers Gap Band	Jacksons

# Regionalized Adds & Hots

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

## EAST

**WKND**  
Hartford, CT  
Eddie Jordan

**ADDED**  
Cameo  
Earth, Wind & Fire  
Two Tons  
Smokey Robinson  
Kleer  
Delegation  
Kool & The Gang "Top"

**HOTTEST**  
Yarbrough & Peoples  
Slave  
Whispers  
Gap Band  
Tierra  
T.S. Monk  
Unlimited Touch  
Lakeside  
Kool & The Gang "Celebration"

**WXVY**  
Baltimore, MD  
Larry Wilson

**ADDED**  
Manchester/Bryson  
Reddings  
Kleer  
Aretha Franklin "Fool"  
Rufus  
Raydio  
Ohio Players

**HOTTEST**  
Slave  
Stevie Wonder  
Jacksons  
Yarbrough & Peoples  
Whispers  
Smokey Robinson  
T.S. Monk  
A Taste Of Honey  
Earth, Wind & Fire  
Sister Sledge

**WAMO**  
Pittsburgh, PA  
Ken Allen

**ADDED**  
Aretha Franklin "Fool"  
Fatback Band  
Sharon Redd  
Champaign

**HOTTEST**  
Gap Band  
Sugarhill Gang  
Jacksons  
Slave  
Whispers  
Yarbrough & Peoples  
Skyy  
Jones Girls  
Stevie Wonder  
Switch

**WWRL**  
New York, NY  
Bob Law/Linda Haynes

**ADDED**  
Atlantic Starr  
Jemaine Jackson  
MFSS  
Peaches & Herb  
Pointer Sisters "Where"  
Raydio  
Ray, Goodman & Brown  
"Shoestrings"

**HOTTEST**  
A Taste Of Honey  
Stevie Wonder  
Kool & The Gang "Top"  
Whispers  
Marvin Gaye  
Earth, Wind & Fire  
Spyro Gyra  
Tim Weisberg  
Zapp  
Minnie Riperton

**WDAS**  
Philadelphia, PA  
Joe Tamburro

**ADDED**  
None

**HOTTEST**  
Yarbrough & Peoples  
Lakeside  
Stevie Wonder  
Frankie Smith  
Con Funk Shun  
Whispers  
Slave  
Gap Band  
Tierra  
Skyy

**WWIN**  
Baltimore, MD  
Curtis Anderson

**ADDED**  
Bernard Wright  
Tom Browne "Let's"  
Raydio  
Dee Dee Sharp  
Gamble  
Linx  
Funky 4 Plus 1  
Common Sense  
Bohannon  
Originals

**HOTTEST**  
Slave  
Conversation  
Leon Huff  
Tom Browne  
Whispers  
Edwin Birdsong  
Stevie Wonder  
Sugarhill Gang  
Gap Band  
Unlimited Touch

## MIDWEST

**WKWM**  
Grand Rapids, MI  
Frank Grant

**ADDED**  
Marvin Gaye  
Chi-Lites  
Sadane  
Deniece Williams  
Champaign  
One Way  
Jermaine Jackson "You Like"  
Linx

**HOTTEST**  
Yarbrough & Peoples  
Bar-Kays  
Whispers  
Gap Band  
Sugarhill Gang  
Tom Browne  
Symba  
Skyy  
Stevie Wonder  
Shalamar "Full"

**WWWS**  
Birmingham, MI  
Kenneth Crockett

**ADDED**  
Deniece Williams  
Starpoint  
Kool & The Gang "Top"  
Manhattans

**HOTTEST**  
Gap Band  
Tom Browne  
Gap Band "Humpin'"  
Shalamar "Full"  
Lakeside  
Slave  
Whispers  
Stevie Wonder  
Yarbrough & Peoples  
Shalamar "Lover"

**KAEZ**  
Oklahoma City, OK  
Lee Simpson

**ADDED**  
Lenny White  
Pointer Sisters "Where"  
Rose Royce  
Coffee  
Quincy Jones  
Spinners  
Atlantic Starr  
Dynasty  
Deniece Williams  
Sho Nuff

**HOTTEST**  
Gap Band  
Yarbrough & Peoples  
Lakeside  
Con Funk Shun  
Jacksons  
Whispers  
Slave  
Lenny Williams  
Jones Girls  
Zapp

**WKXI**  
Jackson, MS  
Tommy Marshall

**ADDED**  
Clara Bette  
Wind Chimes  
Shalamar "Pop"

**HOTTEST**  
La Toya Jackson  
Tierra  
Norman Connors  
Stevie Wonder  
Isley Brothers  
Patrice Rushen "Look"  
Switch  
Maze  
Robert Winters & Fall  
Kano

**WANT**  
Richmond, VA  
Ben Miles

**ADDED**  
Kool & The Gang  
Carrie Lucas/Whispers  
"Memory"  
George Benson  
Stevie Wonder "Did I"

**HOTTEST**  
Gap Band  
Sugarhill Gang  
Yarbrough & Peoples  
Patrice Rushen "Look"  
Bar-Kays  
Tierra  
Dynasty  
Jones Girls  
Unlimited Touch

**WCIN**  
Cincinnati, OH  
Michael Roberts

**ADDED**  
Raydio  
Patrice Rushen  
Kleer  
Quincy Jones

**HOTTEST**  
Slave  
Sugarhill Gang  
Isley Brothers  
Jones Girls  
Stevie Wonder  
Yarbrough & Peoples  
Gap Band  
Grover Washington Jr.  
Whispers  
Steely Dan  
Tom Browne

**WJMO**  
Cleveland, OH  
Bernie Moody

**ADDED**  
Raydio  
T-Connection  
Fantasy  
Dazz Band  
Zingers  
Jerry Knight  
Quincy Jones

**HOTTEST**  
Gap Band  
Tierra  
Yarbrough & Peoples  
Whispers  
Stevie Wonder  
Con Funk Shun  
Slave  
Dramatics  
Silver Platinum  
Shalamar

**WBMX**  
Chicago, IL  
Spanky Lane

**ADDED**  
Deniece Williams  
Champaign  
Heatwave  
Jerry Knight  
T-Connection

**HOTTEST**  
Slave  
Yarbrough & Peoples  
Lakeside  
Kano  
Gap Band  
Atlantic Starr  
T.S. Monk  
Tom Browne  
Grover Washington Jr.  
Jermaine Jackson "You Like"

**WJLB**  
Detroit, MI  
J. Michael McKey

**ADDED**  
Fantasy  
Chuck Cissel  
Mel Carter  
Patrice Rushen "Never"  
Quincy Jones  
Gap Band "Yearning"  
Eddie Parker

**HOTTEST**  
Yarbrough & Peoples  
Skyy  
Dramatics  
Tierra  
Lenny White  
T.S. Monk  
Slave  
Whispers  
Zingers  
Robert Winters & Fall

**WDAO**  
Dayton, OH  
Turk Logan

**ADDED**  
Patrice Rushen "Never"  
Pointer Sisters "Where"

**HOTTEST**  
Tom Browne  
Yarbrough & Peoples  
Norman Connors  
Carrie Lucas "Career"  
Linda Clifford  
T.S. Monk  
Sister Sledge  
Robert Winters & Fall  
Manchester/Bryson  
A Taste Of Honey

**WTLC**  
Indianapolis, IN  
Jay Johnson

**ADDED**  
Heatwave  
Starpoint  
Kool & The Gang "Top"  
Deniece Williams  
Fantasy  
Sadane

**HOTTEST**  
Grandmaster Flash  
Mammatape  
Kleer  
Grover Washington Jr.  
Smokey Robinson  
Sugarhill Gang  
Whispers  
Slave  
Manchester/Bryson  
Funkadelic

**KMJM**  
St. Louis, MO  
CMI Winston

**ADDED**  
Champaign

**HOTTEST**  
Kool & The Gang "Celebration"  
Rod Stewart  
Strasand/Gibb  
Blonde  
Jacksons  
Gap Band  
Ray, Goodman & Brown  
Air Supply  
Lakeside  
Kenny Rogers

## WEST

**KDIA**  
Oakland, CA  
Keith Adams

**ADDED**  
Kleer (LP)  
Marvin Gaye (LP)  
Sister Sledge (LP)  
Manhattans  
McCrarys  
Deniece Williams

**HOTTEST**  
Jones Girls  
Robert Winters & Fall  
Tierra  
Grover Washington Jr.  
Dramatics  
Wilton Falder  
Aretha Franklin "United"  
Jacksons  
Jermaine Jackson "You Like"  
Stevie Wonder

**KDAY**  
Los Angeles, CA  
J.J. Johnson

**ADDED**  
Aretha Franklin "Fool"  
Enchantment  
Ohio Players  
Robert Winters & Fall  
Berry White  
Cameron  
Revelation

**HOTTEST**  
T.S. Monk  
Yarbrough & Peoples  
Slave  
Tom Browne  
A Taste Of Honey  
Grover Washington Jr.  
Jerry Knight  
Sister Sledge  
Earth, Wind & Fire  
Smokey Robinson

**KYAC**  
Seattle, WA  
Tamlin Henry

**ADDED**  
Inside Out  
Revelation  
Seawind

**HOTTEST**  
Lakeside  
Jermaine Jackson "Little"  
Kool & The Gang "Celebration"  
Shalamar "Full"  
Pointer Sisters "Dreaming"  
Jacksons  
Manhattans  
Jones Girls  
Slave  
Moments

**KLIP**  
Fresno, CA  
Debbie Lee

**ADDED**  
Tim Weisberg

**HOTTEST**  
Sister Sledge  
Manchester/Bryson  
Earth, Wind & Fire  
Shalamar "Full"  
B.B. King  
Con Funk Shun  
Jacksons  
Lou Rawls (LP)  
Dee Dee Sharp  
Gamble  
Patrice Rushen "Never"

## SOUTH

**WHRK**  
Memphis, TN  
Ron Otten

**ADDED**  
Manchester/Bryson  
Reddings  
Kleer  
Aretha Franklin "Fool"  
Rufus  
Raydio  
Ohio Players

**HOTTEST**  
Slave  
Stevie Wonder  
Jacksons  
Yarbrough & Peoples  
Whispers  
Smokey Robinson  
T.S. Monk  
A Taste Of Honey  
Earth, Wind & Fire  
Sister Sledge

**WENN**  
Birmingham, AL  
Dave Donnell

**ADDED**  
Jermaine Jackson "You Like"  
Dells  
Reddings  
A Taste Of Honey  
Gene Dunlap "Rock"

**HOTTEST**  
Gap Band  
Yarbrough & Peoples  
Jones Girls  
Sugarhill Gang  
Lakeside  
Robert Winters & Fall  
Tierra  
Slave  
Stevie Wonder  
B.T. Express

**WDIA**  
Memphis, TN  
Mark Christian

**ADDED**  
Atlantic Starr  
Cameo  
Debra Laws  
Fantasy

**HOTTEST**  
Gap Band  
Yarbrough & Peoples  
Smokey Robinson  
Tom Browne  
Slave  
Bobby Bland  
Whispers  
Zapp  
Champaign  
Sister Sledge

**WVEE**  
Atlanta, GA  
Scotty Andrews

**ADDED**  
Manchester/Bryson  
Reddings  
Kleer  
Aretha Franklin "Fool"  
Rufus  
Raydio  
Ohio Players

**HOTTEST**  
Slave  
Stevie Wonder  
Jacksons  
Yarbrough & Peoples  
Whispers  
Smokey Robinson  
T.S. Monk  
A Taste Of Honey  
Earth, Wind & Fire  
Sister Sledge

**WJJS**  
Lynchburg, VA  
Robert Goins

**ADDED**  
Aretha Franklin "Fool"  
Fantasy  
Two Tons  
Quincy Jones  
Sharon Redd  
Kleer  
Reddings  
Booty  
Marvin Gaye  
Smokey Robinson  
Sadane

**HOTTEST**  
Gap Band  
Con Funk Shun  
Stevie Wonder  
Jones Girls  
Yarbrough & Peoples  
George Benson  
Whispers  
Sugarhill Gang  
Shalamar  
Tom Browne

**WAOK**  
Atlanta, GA  
Carl Connors

**ADDED**  
Smokey Robinson  
Marvin Gaye  
Raydio  
Deniece Williams  
Peabo Bryson "Time"

**HOTTEST**  
Yarbrough & Peoples  
Unlimited Touch  
Jones Girls  
Tom Browne  
Prince  
Jerry Knight  
Manchester/Bryson  
Two Tons  
A Taste Of Honey  
Earth, Wind & Fire

**WLOU**  
Louisville, KY  
Bill Price

**ADDED**  
One Way  
Kool & The Gang "Top"  
Frankie Smith  
Nittaflyte  
Deniece Williams

**HOTTEST**  
Tom Browne  
Sister Sledge  
T-Connection  
T.S. Monk  
Unlimited Touch  
Jr. Funk  
Fatback Band  
Zingers  
Stevie Wonder  
Norman Connors

**WPDQ**  
Jacksonville, FL  
Net Jackson

**ADDED**  
Deniece Williams  
Rufus  
Bobby "Blue" Bland  
Reddings  
Lou Rawls  
Fantasy

**HOTTEST**  
Jacksons  
Tom Browne  
Prince  
Rod Stewart  
Stevie Wonder  
Lakeside  
Bar-Kays  
Wilton Falder  
Leo Sayer  
Teens Marie

# Opportunities

## Openings

### EAST

Move up with Northeast Communicational Future openings at our New England stations for PD's, personalities, newspeople, and engineering. Tapes and resumes to Mark Osborne, VP/Oper. & Prog., Northeast Communications, 63 Chestnut St., Springfield, MA 01103. EOE M/F (2-27)

WNNJ/WIXL-FM has full-time news opening for person with good news gathering, writing and production skills. Rush tape and resume to News Director, WNNJ/WIXL-FM, Box 40, Newton, NJ 07860. (2-27)

Drive time newscaster needed immediately for adult news and information station in scenic Finger Lakes region of New York. A real digger with degree and strong delivery. Rush tapes and resumes to Tim Akers, OM, WKRT/WNOZ, 292 Tompkins St., Courtland, NY 13045. EOE M/F (2-27)

Mellow Contemporary night shift open. Tape and resume to WSSH, 470 Statler Office Bldg., Boston, MA 02116. (2-27)

Wanted: Air performers for future openings. Tapes, resumes, and salary requirements to Delgado Communications, Box 19263, Baltimore, MD 21203. No calls please. EOE (2-27)

Mature, Pop/Adult personality needed for mornings or afternoons at WSPK/Poughkeepsie, NY. Production skills a must. Hard dedicated worker needed. Experienced only need apply. Tapes and resumes to Jim Simonetti, WSPK, Box 1703, Poughkeepsie, NY 12601. EOE M/F (2-20)

AOR WIBZ/Parkersburg, WV is looking for a midday jock/Promotions Director. Experience is helpful but talented beginners also urged to apply. Tapes and resumes to Larry Schuster, WIBZ, 703 Market St., Parkersburg, WV 26101. EOE M/F (2-20)

Northern New England's #1 Contemporary FM station has opening. Tapes and resumes to Captain Kirk Sherwood, WGUY/Y101, 7 Main St., Bangor, ME 04401. EOE M/F (2-20)

Possible future openings for bright, uptempo personality at 50,000 watt stereo rocker, WHFM/Rochester. Send tapes and resumes to Jim Snowden, 344 East Ave., Rochester, NY 14604. No calls please. EOE M/F (2-20)

WBCN/Boston has immediate part-time opening for experienced newscaster/producer/reporter. Tapes and resumes to Dinah Vaprin, ND, WBCN, 1265 Boylston St., Boston, MA 02215. EOE M/F (2-20)

We're Vermont's fastest-growing station. Future jock and news position, full- and part-time. Tapes and resumes to Greg Price, WCVR, Box 445, Randolph, VT 05060. EOE M/F (2-20)

PD Wanted: Good opportunity to prove your talents. Experienced preferred, but if you can prove to me you can do it. OK. Pop/Adult AM and Soft Rock FM in beautiful upstate New York. Growing broadcast group. Call me first! Larry Rosamilco, GM, WDOS/WSRK, Ontario, NY (807) 432-1500. (2-20)

Wanted immediately: Rock personality for innovative major market station. Excellent opportunity for smaller market pros ready to move up. No beginners. Send tapes and resumes to Bryan MacIntyre, GM, WYDD-FM, Box 7050, Pittsburgh, PA 15212. No calls please. EOE M/F (2-20)

### SOUTH

Looking for morning person familiar with Urban Contemporary music. Big money for New Orleans. Also looking for morning newscaster. Send tapes and resumes to Barry Richards, WAIL-FM, 1639 Gentilly Boulevard, New Orleans, LA 70119. EOE M/F (2-27)

KKQV-FM/Wichita Falls, TX is looking for a great nighttime personality. Strong production a must. Right money for the right person. Salary from \$800 to \$1000 per month. Send tapes and resumes to Mike Edwards, OM, KKQV-FM, Box 4327, Wichita Falls, TX 76308. EOE M/F (2-27)

WQIK-FM, America's most exciting Country station needs America's most exciting 7-midnight jock. Tapes and resumes to Bill Wise, PD, WQIK-FM, 815 S. Main Street, IBM Building, Jacksonville, FL 32207. EOE M/F (2-27)

BJ105/Orlando now enjoys Florida's highest 12+ Arbitron share in a major market. We're seeking airchecks for future openings for jocks, conversational news and production folks who can pull a weekend shift. If you're a "team player" submit salary requirements, tapes and resumes to Bill Gardner, PD, BJ105, Box 7475, Orlando, FL 32864. EOE (2-27)

We are still looking for the solution for our nighttime problems. Are you the answer? If you are more than just a time and temperature jock, if you're a nighttime communicator looking for a future, I may have the slot for you. Tapes and resumes to Chris Showalter, KBST, Box 1632, Big Spring, TX 79720, or call (915) 267-6391 before 1pm. EOE M/F (2-27)

## Openings

Need someone bright and alive for nighttime opening in East Texas college town. Someone wanting to join a growing company in a growing city. Send tapes and resumes to Mark McLain, Box 192, Kilgore, TX 75662. EOE M/F (2-27)

Everybody seems to be looking for a good morning person, and everyone knows you can't have a good morning show without also having a good newscaster. Burkhardt/Abrams/Michaels/Douglas and Associates, Inc., is looking for highly talented, qualified morning talent in both the news and personality area. Our client stations need the best. Please send tapes and resumes to "Morning Teams," c/o Burkhardt/Abrams/Michaels/Douglas and Associates, Inc., 6500 River Chase Circle, East Atlanta, GA 30328. (2-27)

WQID-FM, strong consistent number one CHR station in market ranked 125 by ARB, is looking for strong air talent with creative production abilities. This Gulf Coast market is growing, I'm looking for someone who'd like to grow with it. Send tapes and resumes to Mickey Coulter, WQID-FM, Bloix, MS 39531. (2-27)

Wanted: Talent for future and part time openings at one of the nation's premiere radio stations. We are one of the last bastions of mature personality Pop/Adult radio. Tapes and resumes to Scott Fisher, PD, WFTL, Box 5333, Ft. Lauderdale, FL 33310. (2-27)

Soul Rock WJMI, number one in Jackson, MS, has a full time opening for an announcer who is skilled in production. Female preferred. Send tapes and resumes to Carl Haymes, WJMI, Box 3320, Jackson, MS 39207. (2-27)

West Palm Beach, FL Adult Contemporary FM station looking for on-air talent. Creative copywriting skills and "hot instincts" for promotion. Please send tapes and resumes to Bill Pearl, GM, WNGS-FM, Box 669, West Palm Beach, FL 33402. EOE M/F (2-27)

Q101, East Mississippi and West Alabama's 100,000 watt CHR leader, looking for an afternoon drive personality who can also double as Production Director. Send tapes and resumes to Larry O'Neal, Q101, Box 5314, Mendon, MS 39301. EOE M/F (2-27)

WBEU/Beaufort, SC looking for conversational midday personality for our modern Country format. Dedication, enthusiasm and creative production a must. Minimum 1 to 2 years experience. Tapes and resumes to Mark Robertson, 3040 Boundary St., Beaufort, SC, 29902. EOE M/F (2-27)

If you can rock with the best, KLOL is accepting tapes and resumes. So send us your act. Good bucks, good people and sports teams. Second only to Philly and Oakland. Send to Chris Miller, KLOL, Box 1520, Houston, TX 77001. No calls please. EOE M/F (2-27)

Midday jock for Adult Contemporary FM in Lexington, KY market. All new staff, all new equipment. Tapes and resumes to Ron Richardson, PD, WFMI, 58 1/2 S. Main St., Winchester, KY 40391. EOE (2-20)

Drive time communicator needed now at growth oriented Pop/Adult station. Opening due to internal promotion. Better than average money for right person. Tapes and resumes to Gary King, OM, WJBO, Box 496, Baton Rouge, LA 70821. EOE M/F (2-20)

WFIR-WPVR/Roanoke, VA is taking applications for future openings in the News Department. Good delivery, strong reporting skills, experience needed. Women and minorities encouraged to apply. Tapes and resumes to Peter Vieth, News Director, Box 150, Roanoke, VA 24002. EOE (2-20)

Burkhardt/Abrams/Michaels/Douglas searching for contemporary Country talent for client's stations. Send tapes and resumes to Burkhardt/Abrams/Michaels/Douglas, 6500 River Chase Circle, East Atlanta, GA 30328. EOE M/F (2-20)

QV-103, North Texas's leading 100,000 watt CHR, is in need of a top notch News Director. Are you the one we're looking for? Send tapes and resumes today to Mike Edwards, Operations Manager, KKQV-FM, Box 4327, Wichita Falls, TX 76308. EOE M/F (2-20)

WTMA-96.5X/Charleston, SC is looking for newscaster with strong voice and conversational style. Females encouraged. Tapes and resumes to Brad Harris, Box 31089, Charleston, SC 29407. (2-20)

98 Super Q/Ft. Myers, FL is looking for an air personality. Send tapes and resumes to WLEQ, Box 742G, Ft. Myers, FL 33908. (2-20)

WRFS-AM-FM/Alexander City, AL has opening for experienced PD for Contemporary format. Contact Bill Whitley at WRFS-AM-FM, Box 72, Alexander City, AL 35010, or call (205) 234-2566. EOE (2-20)

Need tapes and resumes for possible future openings at AOR station. Send to Bo Jagger, Box 12030, Lubbock, TX 79452. No calls please. EOE (2-20)

Morning man needed immediately. Good bucks for the right person. Tapes and resumes to Gary Foxe, KORQ, Box 2201, Abilene, TX 79604. EOE M/F (2-20)

We're the number one station in a 50,000 market. Advancement has created two immediate openings: News Director and air personality. If you can help keep us on top, send tapes and resumes to Tommy Oliver, Box WDXI, Jackson, TN 38301, or call (901) 424-1310. EOE M/F (2-20)

Best crew on the Treasure Coast lacks one extraordinary member: a Copy/Production Head with weekend air shift. Send tapes and resumes to Bob Cannon, PD, WAVW, Route 1, Box 106, Fort Pierce, FL 33460. (2-20)

## Openings

Air talent needed at KNUZ/Houston and KAYD/Beaumont, TX. Send tapes and resumes to Bob Shannon, Box 870, Beaumont, TX 77704. EOE M/F (2-20)

WLVA, leading News and Information station in Central Virginia, looking for an experienced broadcast journalist to do general assignment reporting and some anchoring. Minorities and women encouraged to apply. Send tapes and resumes to Al Augustine, News Director, WLVA Radio, Box 2179, Lynchburg, VA 24501. EOE (2-20)

### MIDWEST

Full-time local news pro wanted. #1 station in Minnesota's #3 market looking to fill two positions on two-person news staff. Send tapes, resumes and writing samples plus salary requirements to Jim Berard, ND, KWEB/KRCH, 29 Seventh St., N.E., Rochester, MN 55901. Women and minorities encouraged to apply. No phone calls please. EOE (2-27)

Anchor/reporter for morning drive at WLIP/Kenosha, WI. Top-rated station with four-person news team. Located between Milwaukee and Chicago. Need strong commitment to local news. Seeking college grad with one to two years experience. \$12,000 with good fringe. Tapes and resumes to Dex Card, GM, WLIP, Box 659, Kenosha, WI 53141. EOE (2-27)

Oklahoma City's top rocker expanding news department and seeking aggressive reporter who also has ability to anchor. No rip and readers please. Send tapes and resumes to Ron Williams, ND, KOFM, Box 14806, Oklahoma City, OK 73113. EOE M/F (2-27)

Newscaster for small market. AM/FM radio. Heavy on local news, morning shift plus meetings. Needed immediately. One to two years experience preferred. Tapes and resumes to Dave Stevens, WLOI, 902 1/2 Lincolnway, LaPorte, IN 46350, or call (219) 362-8144. EOE M/F (2-27)

Kansas Country 13 KFH, Wichita's leading Country station, has a rare opening for on-air talent. Tapes and resumes to Jason Drake, OM, 13KFH, 104 S. Emporia, Wichita, KS 67201. EOE M/F (2-27)

Air talent/Production Director. Join a winning team housed in a brand new facility. Bismarck is not at the end of the earth, but it is close to Canada. Contact Darrell Anderson, KODY, Box 94, Bismarck, ND 58502, or call (701) 258-9400. EOE M/F (2-27)

WMKE, Milwaukee's only Country station, is now accepting tapes and resumes for full and part-time openings. Send to Tony Russell, WMKE, 5407 W. McKinley Ave., Milwaukee, WI 53208. EOE M/F (2-27)

WRKR/Milwaukee/Racine needs a News Director. Contact Steve Warren at (414) 552-8787. EOE M/F (2-27)

Radio newscaster with experience needed immediately. Must gather, write and deliver AM news. Contact O.J. Jackson, WAKE, Box 149, Valparaiso, IN 46383, or call (219) 482-8111. EOE M/F (2-27)

Program Director/afternoon drive for WLIP/Kenosha, WI. Exceptional station needs exceptional communicator and production pro. \$13,500, good fringe. Located in great area between Milwaukee and Chicago. One hour unedited aircheck to Dex Card, GM, WLIP, Box 659, Kenosha, WI 53141. EOE (2-27)

Experienced News Director needed for Illinois's #2 market. Good bucks, excellent future. Tapes and resumes to Program Director, WYBR, E-114 Cheryvale Mall, Rockford, IL 61112. EOE M/F (2-27)

What's happened to all the decent jocks? I'm still looking for a great morning man to knock South Bend on its ear. Call Kris Robbins, PD, 15WNUU/U93, South Bend, IN (219) 233-7111. Only pros need apply. EOE M/F (2-27)

Contemporary FM looking for experienced air person for live-assisted morning drive show plus production and promotion. Job could work into PD position. Prior experience with automation helpful. Rush tape and resume plus programming philosophy to Ed Ripley, KRCH, 29 Seventh St., N.E., Rochester, MN 55901. No phone calls please. EOE (2-27)

97X/Quad Cities (Iowa, Illinois) is looking for an all-time morning personality for the only AOR in town. Production a must. Send tape and resume to Gabe Baptiste, PD, 97X (WXLP), Box 3788, Davenport, IA 52808. EOE M/F (2-27)

Needed: Audience communicators, not detonators, and a top-flight production person. We'd like to hear from you. Send tape and resume to Eric Edwards, PD, WNAP-FM, Fairbanks Broadcasting, 2835 N. Illinois, Indianapolis, IN 46208. No calls please. EOE (2-27)

Midwest AOR looking for one-on-one communicator to do morning news. Must be conversational and able to work on a team. Tapes and resumes to WFBQ, c/o Joe Krause, 6161 Fall Creek Road, Indianapolis, IN 46220. EOE M/F (2-27)

79 Billboard station of the year congratulates Jim Roberts on his career move to Viacom's WRVR in Memphis. It will take one heck of an Operations Manager to replace him after six years with this Pop/Adult FM. Just moved into our new \$1.1 million facility and have the welcome mat out for the right manager. Send resume and your station's best tape, in confidence, to George Scantland, President, WDIF, Marion, OH 43302. (2-27)

## Openings

HELPI We need help very fast. KSCB/Liberal, KS looking for an afternoon or evening personality. Females encouraged to apply. Call Steve at (316) 624-3891 or send tape and resume to Steve Armstrong, Box K, Liberal, KS 67901. EOE M/F (2-20)

Immediate openings for AM drive and night air personality at winning Contemporary station in top Sunbelt market. Rush tapes and resumes to John Jenkins, PD, KOFM, Box 14806, Oklahoma City, OK 73113. EOE M/F (2-20)

Looking for part-time air talent with at least one year experience for work in Madison, WI. Weekends only. Tapes and resumes to WZEE, Box 8030, Madison, WI 53708. EOE M/F (2-20)

Chicago Pop/Adult WCLR now accepting tapes and resumes for future full-time and part-time air personalities. Experienced pros only. Please send material to Jack Kelly, WCLR, 875 N. Michigan Ave., Chicago, IL 60611. EOE M/F (2-20)

Seeking applicants for future opening. KSMH 99+ Stereo, Muscatine, IA, seeking AOR personality. Progressive AOR format, good facilities and company. Tapes and resumes to Steve Bridges, OM, KSMH, Box 116, Muscatine, IA. EOE M/F (2-20)

Midday opening for mature, friendly adult personality at Quad Cities adult leader WQUA. Tapes and resumes to Jack McKay, PD, 1801 8th Ave., Moline, IL 61265. EOE M/F (2-20)

Immediate opening for ingenious unique personality in the mornings. One of the best markets in the country with one of the highest AOR's in the country. Definitely willing to encourage personality development. Great bucks for the right person. Tapes and resumes to WLVO, 42 E. Gay St., Columbus, OH 43215, or call Steve Runner at (614) 224-1271. EOE M/F (2-20)

WONE now accepting tapes and resumes for possible future full-time positions with production duties. Send to Dean Taylor, PD, WONE, 11 S. Wilkinson St., Dayton, OH 45402. No calls please. EOE (2-20)

If you are an experienced newscaster with proven leadership ability, WMEE-FM/WQHK-AM has a position open for you. You will supervise and inspire five creative and capable newscasters presently on staff. You will work with two news vehicles and a state-of-the-art electronic news gathering facility in Indiana's second largest city - Ft. Wayne. Salary is open. Contact Robert Elliott, VP/GM at (219) 447-5511, or write 2915 Maples Rd., Ft. Wayne, IN 46816. EOE M/F (2-20)

WJVA/South Bend, IN looking for PM drive personality with experience and good production skills. Rush tapes and resumes to Karen Gleason, WJVA, 1129 N. Hickory, South Bend, IN 46615. Females encouraged to apply. EOE M/F (2-20)

AOR announcer who cares about future needed for medium market state-of-the-art station. Decent production skills. We offer top money plus benefits. Tape and resume to General Manager, KQDS, Box 6187, Duluth, MN 55806. (2-20)

Our team is losing its afternoon air personality to a Top 10 market. This group station is #1 overall 12+. I'm looking for a creative and aggressive AOR personality who can maintain a 32.7 share in adults 18-34. If you're on the way up, I'd like to talk to you about joining our family. Tapes and resumes to Mike Heile, VP Operations, K104, 505 S. Locust, Champaign, IL 61820, (217) 352-1040. EOE M/F (2-20)

We need a strong communicator for the top-rated AM drive show in Wisconsin. If you can communicate, use a bit of humor, like working with five-person supporting cast, and like money, this could be for you. Tapes and resumes to Duke Wright, WGEE, 115 S. Jefferson St., Green Bay, WI 54301, (414) 435-3771. EOE M/F (2-20)

Experienced adult communicators who want to settle in a competitive six-station market in the upper Midwest. Tapes and resumes to Paul McDonald, KKOA, Box 10, Minot, ND 58701. EOE (2-20)

### WEST

Full-time opening for female announcer. Tapes and resumes to Cal Shields, KACE, 1710 E. 111th Street, Los Angeles, CA 90059. (2-27)

#### 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.

# Opportunities

## Openings

### WEST

**KHOW Radio** is looking for full-time Production Director/part-time air talent, who can take charge of an about-to-be-built "dream" production facility. Qualified persons send tape, production samples and resumes to Scotty Brink, OM, KHOW, 110 16th Street, Denver, CO 80202. No calls please or walk-ins. EOE M/F (2-27)

Looking for full-time AOR experienced air personality with strong production capabilities. Tapes and resumes to Joe Collins, KBOS, Box 1101, Tulare, CA 93275, or call (209) 686-3408. EOE M/F (2-27)

**KMLO** looking for 1st class license holder with voice to match for full-time employment for live-audio and production. Also part-time available in climatic wonderland - North San Diego County. Tapes and resumes to Mick Ryan, PD, KMLO, Box 1000, Vista, CA 92083. EOE (2-27)

Personality Newsmen for morning madness team in Southern Oregon's beautiful Rouge Valley. Competitive 11 station market and we're havin' fun. If you're a digger and a pro check out Southern Oregon's/Northern CA's Hottest Rocker. Tapes and resumes to Phil Miller, GM, KBOY, Box 4310, Medford, OR 97501. EOE M/F. No calls please. (2-27)

Engineer/Announcer, 1st class. Must know FM operation and studio maintenance. Full-time, salaried D.O.E. Tapes and resumes to Steve Taylor, Box 1388, Bishop, CA 93514 or call (714) 873-6881. (2-27)

Immediate openings for Country jocks, KWJJ-KJIB/Portland. Tapes and resumes to Jeff Davis, PD, 931 S.W. King, Portland, OR 97205. No calls please. EOE M/F (2-27)

**KGAK/Gallup, NM** has openings for sales persons and Program Director. Country format. Resumes to Bill Nechero, KGAK, 401 East Coal Ave., Gallup, NM 87301, or call (505) 863-4444. (2-27)

**KMGN-FM** hot rock for Bakersfield looking for mid-night to Bam Lady. Tapes and resumes to Dave Lawrence, PD, KMGN-FM, Box 2700, Bakersfield, CA 93303. No calls please. (2-27)

Afternoon Drive/Production pro for Southern Oregon's Hottest quality rocker. Work with major market pros who have found a great place to live. No beginners please. Tapes and resumes to Phil Miller, GM, KBOY, Box 4310, Medford, OR 97501. No calls please. (2-27)

Comm-reps needed for all parts of the U.S. to sell proven image-jingle package for Country format radio stations. All replies confidential (for moonlighters). Join the winner! Call Maximage (213) 650-6675 and ask for Kenny Green. (2-27)

**K93-FM** still looking for multi-track production wizards. If you are hot in a studio, we've got the studios for you. Send demo tape, sample scripts, resume to Donovan Blue, K93-FM, Box 309, Healdsburg, CA 95448, or call (707) 433-4895. No beginners please. EOE, M/F (2-27)

**KJR/Seattle** has opening for weekender. Must have 1st class license. Tapes and resumes to Sky Walker, Box 3726, Seattle, WA 98124. EOE (2-20)

## Openings

Major West Coast Contemporary FM is expanding and seeks applicants for immediate and future on-air and news positions. Send tapes and resumes to Radio and Records, 1930 Century Park West, Box 224, Los Angeles, CA 90067. (2-20)

Major western AOR looking for evening air talent. Minorities, females, encouraged to reply. All replies completely confidential. Tapes and resumes to Frank Cody, KBPI, 4480 Morrison Road, Denver, CO 80219. EOE (2-20)

**KRNS/Burns, OR**, a small market station, has immediate opening for General Manager. Must be able to do sales. Contact John Frost (503) 673-7868 or (503) 673-6300, Box 271, Burns, OR 97720. EOE M/F (2-20)

**QUAD 99**, Northern Colorado's number one Pop/Adult station, 100,000 watts, still looking for top notch air personality and creative production person. Beginners don't waste time and tape. Beautiful Colorado surroundings. Tapes and resumes to John Brown, Box 117, Winsor, CO 80550. No calls please. EOE M/F (2-20)

**KTMS-AM Drake-Chenault Pop/Adult format** seeking full and part-time applicants for immediate openings. Minimum one year experience. Tapes and resumes to Marc Bradley, P.O. Drawer NN, Santa Barbara, CA 93102. No calls please. Minorities encouraged to apply. EOE M/F (2-20)

Full-time night announcer needed for **KTMS-FM, AOR format**. Minimum one year experience. Tapes and resumes to Bob Senn, Drawer NN, Santa Barbara, CA 93102. No calls please. Minorities encouraged. EOE M/F (2-20)

Video-Film Director with English Rock show reel. Seeks person with inside knowledge of L.A. record companies to make introductions and rock promotional. Call Tony (213) 874-1447. (2-20)

Immediate opening for Account Executive with production experience to work with creative talk and music shows. Call Peter Reynolds, (213) 591-0081. (2-20) 0081. (2-20)

## Positions Sought

Jumped ship! Zeta 7 switched to Pop/Adult. AOR morning man, Production/Promotion Director all rock-rolled into one. **THOM ROBINSON**, (304) 525-8036. Packed and ready to relocate. (2-27)

A professional. Stable with superb background and recommendations. I'll consider operations, PD, or production position. Particularly in the Southwest. Call **WALLY** (214) 226-0272. (2-27)

Welcome, you have just entered the "Brent Zone." Little do you know but **JOHN BRENT** is one of the most creative, personable, friendly and dependable jocks you could have work for you! Not to mention great pipes, years of experience in Western America and formerly at KYNO/Fresno as afternoon personality. Seeking Top 40 gig in major market. Call (209) 431-9492 after 1pm. (2-27)

3 1/2 years experience. Looking for a good organization in markets of 200,000 plus. Experienced in Pop/Adult and Country. Willing to work overtime and stable. **TOM ROBINSON**, (304) 525-8036. (2-27)

Talk show host looking for large, medium, or major market. Western states preferred. Call (213) 276-8889. (2-27)

News Director with good pipes, administrative abilities, and a knack for good radio news stories, wants to work with a medium market team in search of big numbers. 4 1/2 year veteran. Inquiry will net resume and demo tape. Write **MIKE** at 52 Islandview Dr., Parkersburg, WV 26101. (2-27)

11 year pro with major market experience. Air personality, on camera, programming both live and automation. Familiar with TM formats. Excellent knowledge of music. Audio, video tape and resume available upon request. **JACK BLAIR**, (702) 362-2986. (2-27)

Major market pro including NYC, Chicago, San Francisco. 14 years experience in programming, music and research. If you are looking for someone with 100% dedication and total knowledge of the industry, hire a music mother. Call (415) 775-7186. (2-27)

Small market CHR, Pop/Adult air talent looking to polish act in small/medium market. Midwest, West or Southwest. Call **MARTY**, (618) 651-4248. (2-27)

Announcer position wanted in small to medium market. One year experience with good production skills. Call **DON** (218) 633-2266. (2-27)

**Pete Flannery** of ABC news in NY said it would be a good idea for me to move to D.C. to find a news job. Well I'm here and getting tired of jostling townists for windows to report traffic from the Washington Monument. I'm 24, energetic, with commercial radio experience and am ready to do some real work in news. Call **PAUL WAGNER** (703) 524-7929. (2-27)

**AL BROCK**, 12 year radio veteran, currently Assist. PD/PM drive WLOF/Orlando, available March 2nd (also of Q105, WLCY, KXX106, KIMN). Looking for medium market PD or MD gig or major market jock. Will relocate. Call (305) 275-9048 or (305) 293-2431. (2-27)

## Positions Sought

News/Sports Director seeks medium market Award winning sportscaster. **JOE SHIMKO**, Box 148, Lyons, KS 67564, (316) 267-3620. (2-27)

**DJ, music and programming experience, 6 years.** CHR, Pop/Adult, AOR. Prefer 25,000+ market with MD or PD position in northeast states, or Colorado. Will consider all. **FRANK CAVALIERE**, 813 N. 8th St., Sterling, CO 80751. (303) 522-9075. (2-27)

Former ABC owned and major market PD. Prefer Pop/Adult. Conservative adult or older facility seeking a professional to compliment present staff. **PAUL MITCHELL**, (215) 324-4125. (2-27)

Country DJ, 12 years experience; Production, news, formerly PD/MD. Looking for full time position in the South. Call (702) 972-0774. (2-27)

Dedicated professional announcer with warm delivery and major market experience, as well as solid production background. Looking for stable CHR or Country operation to grow with. Call (918) 486-0533. (2-27)

**STEVE JAMES**, 8 years experience in CHR, Country and AOR, available now. Don't let me miss the opportunity of a lifetime working for your station. Call (304) 723-0705. (2-27)

Paid my dues and tired of singing the blues. AOR personality jock with 5 years small market experience looking to move up. I've done it all, news, sales, production and Music Director experience. Good pipes with 2nd phone. If you've got an AOR position open, let's talk. Call **BRIAN** (217) 243-5797. (2-27)

I'm a rookie looking for my second job. Formerly at top rated Country station in southern Illinois. Hard working and available immediately. **WES DAVIS**, (314) 822-2248. (2-27)

5 years experience. Personality, production, programming. Oldies, CHR, Pop/Adult. Looking for on-air/production, or programming position. Will put in hours for pro operation. **JEFF FALEWICZ**, (617) 479-5888. (2-27)

Progressive Country wizard and all formats. Fun personality and voices. Call **KEN THORLEY**, (918) 662-1985, anytime... (2-27)

Pro communicator at the LOOP, KZOK, and KLOL. No jive - just real! Need pro company to support me, wife and kids. **KEN NOBLE**, (213) 645-9705. (2-27)

**DAVE MACK**, WJBQ/Portland, ME looking for full time position. All areas considered, prefer Northeast. 10+ years experience. Call (617) 922-0798. (2-27)

3 years of wide variety experience in radio including, DJ, production, and news. Seeking a position in the South or Southwest. Prefer AOR. **FRANK WAGNER**, (512) 392-2397, or write, Delmar Apts., E-8, San Marcos, TX 78666. (2-27)

Practice makes perfect and I'm looking for perfection as a medium-secondary market PD, MD or jock. Call anytime (818) 373-7388. (2-27)

Want a woman? Experienced female with 6 years in CHR, Jazz, Disco, and programming with 1st class license. Contact **CHRIS** (312) 869-1764. (2-27)

Air personality wants to move back West, either at CHR or Pop/Adult station. Presently working in the Midwest. Call **LES**, (915) 949-1103. (2-27)

**KIQQ/Los Angeles Sports Director** just played out his option. Desires small/medium market play-by-play gig, with established Sports-oriented station. First ticket. My love for the game shows in my play. Available now & ready to relocate. **MATT**, (213) 469-1831 (before 1pm), or (213) 679-8558 (after 1pm - leave message). (2-27)

I'm in L.A., I'm good, and I'm ready to work. (714) 631-5635, ask for the DJ of the house. (2-27)

**Terzan and Jane Combo**, looking for top 100 market. Terzan, Chief Engineer, 17 years engineering and broadcasting related experience. Jane, great set of pipes for production or dynamic lady-of-the-evening shift and award-winning copywriting. Great package deal for some lucky station. Tape and resumes on request. Call after 6pm, (813) 369-8701. (2-27)

Summer swing. College student with much professional experience in small and medium markets seeks summer vacation fill-in work between 5/15-Labor Day. Experienced in CHR and Pop/Adult. Looking for larger markets. Super references. For tape and resume write **AL BISHOP**, 737 Comstock Ave., Syracuse, NY 13210. (2-27)

Versatile baritone voice looking for work in the great Northeast. Have 4 years radio experience with a heavy production background. For tape and resume call, (717) 455-2355, or write, **PAUL MINDA**, Dippel Menor, Box 212, Hazleton, PA, 18201. (2-27)

Seeking a self-starter to develop a better news commitment for your operation? I'm a 4 1/2 year veteran of radio news... and sound like it. I've swiped all the listeners in this market. Let's talk about it. Write **MIKE**, 52 Islandview Dr., Parkersburg, WV 26101. Available after notice. (2-27)

**Taft PD** ready for new opportunity. PD, OM or GM. Strong, full-service adult background, including #1 sports programming and production. South or Midwest. Write or call **VANCE DILLARD**, 8404 Windwood Ct., Tampa, FL 33614. Work, (813) 878-0455, or home (813) 885-5776. (2-27)

Excommunicated major market pro going through radio withdrawal. Please give me an afternoon or morning fix. Currently withering in Virginia Beach, VA. **NEAL** at (804) 480-2956, anytime. (2-27)

## Positions Sought

**JOHNATHAN KEYES** formerly with WQAM and 96X/Miami and most recently PD of K102/Ft. Lauderdale, looking for a programming position in a small or medium size market. Call (305) 472-8801. (2-27)

**JACK MONROE**, 9 year pro most recently with KLUF/Dallas, still searching for air talent and/or MD position in medium or major market. Preferably in Dallas/Ft. Worth area, but will consider any offer. Available immediately. Call (817) 460-5013. (2-27)

Sold professional with major market experience and style to match. Just got back from a tour with the Tibetan Yak Wrestling team. I'm available now. Call **MARK** anytime. (606) 342-6669. (2-27)

**MARK MONTE**, medium market radio, well done. 8 1/2 years experience in modern Country, Pop/Adult, CHR and Disco. Fresh, vibrant approach. Willing to relocate for right salary and company. (309) 792-1992. (2-27)

Looking for medium market PD or large market MD? Look no further. I'm experienced in programming music, operations and automation. Can also pull air shift. Prefer Midwest or East Coast. Pop/Adult or CHR stations looking for commitment and 200% effort can call **HOWARD**, (513) 829-5422. After 3pm weekdays. (2-27)

The east bay hustler's rarin' to go again! Ex-KDON/Salinas all night personality is seeking on-air work in programming or news. Prefer medium or major market. Currently public address voice of De Anza High School in Richmond, CA with occasional sports stints for KSRO/Santa Rosa. As De Anza announcer, served as voice of the RBAL Basketball Jamboree. Also possess 1st ticket and office skills. If you're looking for this kind of talent to improve your air sound, contact **FRANK BUTERA**, (415) 223-1534. (2-27)

Experienced in news anchoring, News Director, writing and gathering, talk show and sports, college degree. Currently employed, seeking new opportunity in multi-person news department. Call (216) 234-3444. (2-27)

Superstars performer, MD and air personality. Hot in Miami, #1 18-49 in Phoenix and Columbus, OH, good times just beginning. **FRANK BAUM**, (317) 893-4549. (2-27)

Consultant, consultant, consultant. If you need a consultant, I'm your man. 10 years jock and programming experience in CHR, R&B and Country. The Spring book is coming quick! Write **J.R.**, Box 712, Clayton, CA 94517 or phone in evenings, (415) 827-0716. (2-27)

The snail dodge massage parlor won't rub you the wrong way. 11 years experience, first phone, looking for AOR or CHR air position or MD. For free demonstration tape and resume, call (818) 544-8821. (2-27)

4 1/2 year pro looking for medium market. Pop/Adult, Country or CHR. Call **TOM SCANLING**, (412) 486-8744. (2-27)

Seeking air-shift in San Diego or Orange County. Will consider other locations. Looking for fresh ideas? AOR or Country, phone **KEN MCKAY**, (714) 588-0342. (2-27)

CHR jock wants to make transition into AOR. Currently doing album show on Sundays. 1st phone. Call before 12noon EST, (717) 697-3819. (2-27)

Plain, simple and different, experienced. Call anytime (215) 461-1072. (2-27)

17 years in small and medium markets with a good solid background in Modern Country programming, music and airwork. Southwest or West Coast only please. **DARREL WILSON**, (602) 778-2497. (2-27)

Seeking new challenge as PD or Operations Manager. Will also consider airwork or Assist. PD position if coupled with programming responsibility. Experienced in Talk, News, Pop/Adult and Big Band. Ready to relocate. Call **LEO** at (302) 654-1146. (2-27)

**MIKE HOTALING**, 2 years experience in medium market at WTRY and 92-FLY-FM in Albany, seeks a medium market CHR jock position. Good pipes and excellent references. Call anytime, (518) 783-6438. (2-27)

Experienced PD in top 5 market. Proven ability to program AOR/CHR or strong 18-34's. Over 12 yrs. professional experience, including top ratings as a DJ and award winning production. Doubled ratings in 1 yr as PD at last station. Looking for new challenge in the Midwest. Call **DAN**, let's talk about successful radio in your market. (415) 892-8756. (2-20)

Major market drive time personality available. Formerly **KENR, KULF, KRBE** Salary 30K plus. Serious inquiries only. Contact **JW DANTZ**, (713) 771-8863. (2-20)

Available for broadcast syndication production, or on air position. Currently co-producer of 2nd most successful syndication radio show in history. Also presently on-air announcer in L.A. Credits include production of national radio spot, operations management, MD and producer of over a dozen syndicated radio specials and programs. References available. Call **JOHN** (213) 997-0650. (2-20)

Radio newsmen with 3 yrs. experience looking for reporter spot with strong local News station. Presently in PA, but will relocate for good news operation. Call **GREG** (717) 264-1936. (2-20)

Young announcer with 1 yr. experience prefers AOR format in Maryland/Pennsylvania area. Call **RICK** (717) 264-1936 for aircheck and resume. (2-20)

## Radio & Records

### SUBSCRIPTION SERVICE

ONE YEAR — \$140

Please enclose payment with order

Overseas subscribers add \$100 per year  
International U.S. funds please

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Please attach the mailing label from the envelope when writing about service or change of address. Allow 3 weeks for change of address to take effect. Thank you.

City \_\_\_\_\_ State \_\_\_\_\_ Zip code \_\_\_\_\_

Mr./Mrs./Ms. \_\_\_\_\_ (please print)

Company \_\_\_\_\_

Address \_\_\_\_\_

MAIL TO: RADIO & RECORDS  
1930 Century Park West, L.A., CA 90067

# Opportunities

## Positions Sought

**J. LONDON WILLIAMS** general assignment reporter/writer and commercial announcer. 12 yrs. experience. Also voice-over work for Hanna-Barbera. Willing to relocate for right position. Call (213) 931-4630. (2-20)

**New Wave** is not AOR! It requires high energy approach. I'm doing it now as a programmer/DJ at a small suburban NY station. Would like to bring it to your market. Call for tape or further info. **TOM LEYKIS** (212) 580-1557. (2-20)

**8 yrs. in the business.** 6 in Country music. Recently moved home to L.A. area from major market in South. Looking for a station to lay my hat down for a long time. PD and MD experience. Call (213) 880-4786. Ask for MARK. (2-20)

**AL WOODY**, formerly mornings **Rock 106 (WKQB-FM)**/Nashville superstars station looking. 7 yrs. medium market experience. Call (615) 226-0897. (2-20)

**Current on-air MD** looking for growth. Previous experience includes **KIIS-FM Music Dept.**, **KGFJ**, **KUTE 102** commercial writer and presently working in medium market. Call MARK (702) 731-3253. (2-20)

**Rick Shannon** former **KROY/Sacramento MD** and **MD** afternoons at **K104/Fresno** searching for employment. Good experience with research plus quick and to the point style on-air. Call (209) 221-6512. (2-20)

**Veteran rocker** seeking on-air gig. Into music, research, creativity. Broadcasting degree. Ready for action yesterday. Call **ROGER** (615) 235-6889. (2-20)

**BOB MOHR**, **WEAM/Washington, D.C.**, **WLPL/Baltimore**, **WEOO/Waynesboro**, **CHR** medium energy tape with spliced spot (301) 790-1222. (2-20)

Time and temp, short, fuzzy and fat is what I'm not. One yr. pro. Been doing mornings with great results. Good voice. Will work anywhere. Was doing **Pop/Adult**, now doing **Country** at same station. Ready for move up. Call **KARL** (602) 364-9497. (2-20)

**Rock 'n' Roll** outlaw looking for AOR station with same attitude. Call **MIKE** (213) 437-7673. (2-20)

## Positions Sought

**RICK STEVENS**, 3 yrs in the business seeking full-time on-air position in **CHR**, or **AOR**. Production my specialty, including multi-track and copywriting. Call now! (801) 377-6061. (2-20)

**Cookin' Top 40 personality!** Creative, dependable and hard-working. Afternoon or nights. Prefer Midwest or Sunbelt. But will relocate anywhere immediately! **JON CONLON**, (312) 381-2916, 264 Sharon Dr., Barrington, IL 60010. (2-20)

**BOB LEWE**, formerly **WLYT/Cleveland** and **WOKV/Cincinnati**, looking for on-air position. Experience in all time slots, MD and production. Call anytime, (513) 896-4872. (2-20)

Are you looking for a mellow, adult voice for your **Pop/Adult** or **CHR** station? I've had more than 4 yrs. in the business, and my resume will prove it! Call **MIKE** (702) 737-3943, before 5pm Pacific time for tape and resume. (2-20)

I'm a 5 yr. AOR pro. Natural, smooth delivery. Will relocate. Call after 5:30pm EST. **BOB HENSLEY** (606) 252-7883. (2-20)

**L.J. BELUCA** has exited the 50kw powerhouse in **Pittsburgh-WYDD**. Like to stay with **CHR** or **Country**. Experience as Assistant PD, MD and PSA Director. Good with promotions and live remotes. Management minded always. Please call (412) 793-5113. Good references, relocation is no problem and will consider a morning team. (2-20)

Major market PD and MD would like to hook up with a major consultancy firm to work as your "leg man." to solve problems, meet with your clients and report back to you. Resume available upon request. Solid background. Let's talk. (714) 464-8236 (2-20)

PD with 75% adult increase last book looking for similar position. Currently doing part-time work in Chicago. **KURT SCAFFER** (815) 874-7084 or (312) 472-6550. Willing to relocate. (2-20)

Operations Director with 5 yrs. plus experience looking for medium to large market to settle in. Call **RICH TERRY** (912) 244-4489 afternoons EST. (2-20)

## Changes

### RADIO

**Larry Gordon** joins the sales staff at **KPLZ/Seattle, WA**.

**David Bordo** has joined the sales staff at **KPLZ/Seattle, WA** as an Account Supervisor.

**Phil Little**, Production Engineer, has been appointed Production Supervisor at **KRLA/Pasadena, CA**.

**Susan M. Ryan** is the new 10pm-2am air personality at **KRNA/Iowa City, IA**.

**David M. Kelch** has joined the sales staff at **KRNA/Iowa City, IA**.

**Dirk Keller** has joined the sales staff at **KRNA/Iowa City, IA**.

**Debra A. Hobbs** appointed salesperson at **KRNA/Iowa City, IA**.

**Terry Shea** moves from all nights to 7pm-midnight at **KFXM/San Bernardino, CA**.

**Allen McCabe** appointed Account Executive at **WDBN/Medina, OH**.

**Carole Coval Sawchuck** named Director of News and Public Affairs at **WDBN/Medina, OH**.

**Frank Mitchell** named Operations Manager of Music 105/Berryville, VA, formerly with **WCBC/Cumberland, MD**.

### RECORDS

**Roger Smith** appointed **Elektra/Asylum** local Promotion Representative for the Phoenix market.

**Mike Smith** named Special Project Coordinator for **WEA, Los Angeles**.

**Ed Richardson** appointed Sales Representative for the Integrity account, **WEA, Los Angeles**.

**Linda Allison** named Inventory Clerk at **WEA, Los Angeles**.

## Changes

### INDUSTRY

**KBUF/Garden City, KB** needs record service from all labels. Send to **Rich Abrams**, Box 798, Garden City, KS 67846 (2-20)

**50,000 watt Pop/Adult**, **KPMW/Eugene, OR** needs Country service from all labels for all night trucker country show (**Joc Radio**). Send to **Lee Gordon**, **KPMW**, Box 1120, Eugene, OR 97440 or call (503) 485-1120. (2-20)

**Metro outlet** with dual format in dire need of good servicing. Looking for AOR and Rhythms. Please send material to **Mike Jacobs** c/o the Music Factory, 3220 Hamilton Blvd., Allentown, PA 18103. (215) 395-3576. Combined staff will provide excellent feedback. (2-20)

**50,000 watt KRMQ-FM/Provo**, the only Jazz station serving Salt Lake City and Utah needs record service old and new from all labels. Contact **Ja Anthony**, Box K, Provo, UT 84601. (801) 373-2174. (2-20)

**Peter Starr**, former **ABC Records** National Publicist Director, has been named **Publicist/Promotion Coordinator** for the "Merv Griffin Show."

**Frank Mandell** promoted to Director of copyright for **Chappell and Intersong Music**.

### Miscellaneous

**WVVO/Berryville, VA** is in need of record service from all labels large or small. Any assistance is greatly appreciated. Send to **WVVO**, 8 South Church St., Berryville, VA, 22611. (2-27)

**KPLT/Paris, TX** needs immediate record service from all labels for **Pop/Adult** format. Send to **KPLT**, Box 9, Paris, TX 75460, or call **Chuck Clements**, (214) 784-3312. (2-27)

Six major labels now service our 100,000 watt AOR station. Need the rest. **96 Magic, WVVV**, 706 North 7th St., Ft. Pierce, FL 33450. (2-27)

# Marketplace

## R&R MARKETPLACE ADVERTISING

Payable in advance. Orders must be typewritten and accompanied by check. One-inch minimum; additional space up to six inches available in increments of one-inch. Rates for R&R Marketplace (per inch):

	Per Insertion
1 Time	\$30.00
13 Insertions	\$25.00
26 Insertions	\$20.00

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

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

Submit to: **Marketplace**

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

### AIRCHECKS!

**LOS ANGELES** **SAN DIEGO**  
Issue #11 now available featuring **KHTZ/Charlie Tuna**, **KLOS/Frazer Smith**, **KFI/Jack Armstrong**, **KOGO/Shotgun Tom Kelly**, **K105, KGB-FM**. Cassettes \$5

### CALIFORNIA AIRCHECK

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## KRAZY KOMMERCIALS

FUNNY HOROSCOPES, KRAZY KOMMERCIALS, SILLY SOAP OPERAS, RIDICULOUS TV REVIEWS AND MORE — 25 PAGES DELIVERED TO YOUR MOUTH EVERY MONTH. FOR FREEBEE WRITE:

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### :60's AND :30's MUSIC BEDS

Tired of subscriptions? Monthly fees for years old music? 100 different contemporary musical spot beds for one price. No royalties — No clearances, \$75.00 plus \$5.00 shipping. Four LP records. Write or call today —

**VALENTINO, INC**  
151 West 46th Street, NY, NY 10036  
(212) 246-4675

### Radio's Premiere

## COMEDY SERVICE

FREE SAMPLE ISSUE of radio's most popular humor service!

For sample, write on station letterhead to: **O'Liners**

1448-R, West San Bruno Ave., Fresno, CA 93711

or phone (209) 431-1502

## BROADCASTERS ACTION LINE

Job Referral Service \$40 — 12 months  
Free to Employers

Broadcasters Action Line

(812) 889-2907/R-3 Box 84, Lexington, Indiana 47138

65 SHOWS ONLY \$49.95!

"KATIE IN THE KITCHEN" brings your listeners a multitude of home, automotive and general hints — all fully-produced and just 25 seconds in length. HIGHLY INFORMATIVE! SALEABLE!

**RADIO WORD SHOP**  
5019 Middleboro, Grand Blanc, Michigan 48439

!!!!!!!!!!!!LIMITED TIME OFFER!!!!!!!!!!!!  
SOME GREAT DEALS ON TAPE AND REELS!  
5" REELS AND TAPE CHEAP!  
SEND SELF-ADDRESSED STAMPED ENVELOPE TO:  
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**"Phantastic Phunnies"**  
Highly Respected! Hilarious! Original!  
Proven worldwide audience builder!  
'Quick-quip,' Topical Humor!! Introductory month's 500 topical one-liners and 'BONUS'... Just \$2.00!! Phantastic Phunnies, 1343-A Stratford Drive, Kent, Ohio 44240.

## (((SOUND EFFECTS)))

Complete 26 LP Sound Effects Library with over 750 different effects. Quick cued and produced exclusively for broadcasters. \$195 for the entire set plus \$5.00 shipping. Send for catalog to: **VALENTINO, INC.**  
151 West 46th St., NY, NY 10036  
or call (212) 246-4675.

## RADIO WAVES Job Search Aids

For only \$6.00 — We will splice your aircheck and scope it professionally.

— Send tape and Preferred length. —

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Honest, Written Appraisals, only \$3.00!

**RADIO WAVES** Box 54822, Oklahoma City, OK 73154

## HUNDREDS OF DEE JAYS RENEWED AGAIN THIS YEAR!

GUARANTEED FUNNIER! FREE SAMPLES!

## CONTEMPORARY COMEDY

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(214) 381-4779

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Issue C-4 features **KGB/Bobby Ocean** (11-71), **KHJ/Robert W. Morgan** (8-70), **KFWB/B. Mitchell Reed** (10-67), **KROQ/Sign-on** (9-72), **KKDJ/Rich Brother Robbin** (1974), **KGBS/Dave Hill** (9-73) Cassettes \$10

### CALIFORNIA AIRCHECK

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## BUY A BUTTON, CO.

Attention Radio & Record Companies Buttons To Order

Any Amount • FAST • Call (408) 633-5202

**BUY A BUTTON, CO.**  
345 Moss Landing Road  
Moss Landing, California 95039

Check the Country section of R&R (2-13-81)

# Opportunities

## Openings

### WEST

**KHOW Radio** is looking for full-time Production Director/part-time air talent, who can take charge of an about-to-be-built "dream" production facility. Qualified persons send tape, production samples and resumes to Scotty Brink, OM, KHOW, 110 16th Street, Denver, CO 80202. No calls please or walk-ins. EOE M/F (2-27)

Looking for full-time AOR experienced air personality with strong production capabilities. Tapes and resumes to Joe Collins, KBOS, Box 1101, Tulare, CA 93275, or call (209) 688-3408. EOE M/F (2-27)

**KMLO** looking for 1st class license holder with voice to match for full-time employment for live assist and production. Also part-time available in climatic wonderland - North San Diego County. Tapes and resumes to Mick Ryan, PD, KMLO, Box 1000, Vista, CA 92083. EOE (2-27)

Personality Newsmen for morning madness team in Southern Oregon's beautiful Rogue Valley. Competitive 11 station market and we're havin' fun. If you're a digger and a pro check out Southern Oregon's/Northern CA's Hottest Rocker. Tapes and resumes to Phil Miller, GM, KBOY, Box 4310, Medford, OR 97501. EOE M/F. No calls please. (2-27)

Engineer/Announcer, 1st class. Must know FM automation and studio maintenance. Full-time, salaried D.O.E. Tapes and resumes to Steve Taylor, Box 1388, Bishop, CA 93514 or call (714) 873-5861. (2-27)

Immediate openings for Country jocks, KWJJ-KJIB/Portland. Tapes and resumes to Jeff Davis, PD, 931 S.W. King, Portland, OR 97205. No calls please. EOE M/F (2-27)

**KGAK/Gallup, NM** has openings for sales persons and Program Director. Country format. Resumes to Bill Nechero, KGAK, 401 East Coal Ave., Gallup, NM 87301, or call (505) 863-4444. (2-27)

**KMGN-FM** hot rock for Bakersfield looking for mid-night to 6am Lady. Tapes and resumes to Dave Lawrence, PD, KMGN-FM, Box 2700, Bakersfield, CA 93303. No calls please. (2-27)

Afternoon Drive/Production pro for Southern Oregon's Hottest quality rocker. Work with major market pros who have found a great place to live. No beginners please. Tapes and resumes to Phil Miller, GM, KBOY, Box 4310, Medford, OR 97501. No calls please. (2-27)

Comm-reps needed for all parts of the U.S. to sell proven image-jingle package for Country format radio stations. All replies confidential (for moonlighters). Join the winner! Call MaxImage (213) 650-6675 and ask for Kenny Green. (2-27)

**K93-FM** still looking for multi-track production wizards. If you are hot in a studio, we've got the studios for you. Send demo tape, sample scripts, resume to Donovan Blue, K93-FM, Box 309, Healdsburg, CA 95448, or call (707) 433-4895. No beginners please. EOE, M/F (2-27)

**KJR/Seattle** has opening for weekender. Must have 1st class license. Tapes and resumes to Sky Walker, Box 3726, Seattle, WA 98124. EOE (2-20)

## Openings

Major West Coast Contemporary FM is expanding and seeks applicants for immediate and future on-air and news positions. Send tapes and resumes to Radio and Records, 1930 Century Park West, Box 224, Los Angeles, CA 90067. (2-20)

Major western AOR looking for evening air talent. Minorities, females, encouraged to reply. All replies completely confidential. Tapes and resumes to Frank Cody, KBPI, 4460 Morrison Road, Denver, CO 80219. EOE (2-20)

**KRNS/Burns, OR**, a small market station, has immediate opening for General Manager. Must be able to do sales. Contact John Frost (503) 573-7968 or (503) 573-6300, Box 271, Burns, OR 97720. EOE M/F (2-20)

**QUAD 99**, Northern Colorado's number one Pop/Adult station, 100,000 watts, still looking for top notch air personality and creative production person. Beginners don't waste time and tape. Beautiful Colorado surroundings. Tapes and resumes to John Brown, Box 117, Winsor, CO 80550. No calls please. EOE M/F (2-20)

**KTMS-AM Drake-Chenault Pop/Adult format** seeking full and part-time applicants for immediate openings. Minimum one year experience. Tapes and resumes to Marc Bradley, P.O. Drawer NN, Santa Barbara, CA 93102. No calls please. Minorities encouraged to apply. EOE M/F (2-20)

Full-time night announcer needed for **KTMS-FM, AOR format**. Minimum one year experience. Tapes and resumes to Bob Senn, Drawer NN, Santa Barbara, CA 93102. No calls please. Minorities encouraged. EOE M/F (2-20)

Video-Film Director with English Rock show reel. Seeks person with inside knowledge of L.A. record companies to make introductions and rock promotionals. Call Tony (213) 874-1447. (2-20)

Immediate opening for Account Executive with production experience to work with creative talk and music shows. Call Peter Reynolds, (213) 591-0081. (2-20) 0081. (2-20)

## Positions Sought

Jumped ship! Zeta 7 switched to Pop/Adult. AOR morning man, Production/Promotion Director all rock-rolled into one. THOM ROBINSON, (304) 525-8036. Packed and ready to relocate. (2-27)

A professional. Stable with superb background and recommendations. I'll consider operations, PD, or production position. Particularly in the Southwest. Call WALLY (214) 226-0272. (2-27)

Welcome, you have just entered the "Brent Zone." Little do you know but JOHN BRENT is one of the most creative, personable, friendly and dependable jocks you could have work for you! Not to mention great pipes, years of experience in Western America and formerly at KYNO/Fresno as afternoon personality. Seeking Top 40 gig in major market. Call (209) 431-9492 after 1pm. (2-27)

3 1/2 years experience. Looking for a good organization in markets of 200,000 plus. Experienced in Pop/Adult and Country. Willing to work overtime and stable. TOM ROBINSON, (304) 525-8036. (2-27)

Talk show host looking for large, medium, or major market. Western states preferred. Call (213) 276-8889. (2-27)

News Director with good pipes, administrative abilities, and a knack for good radio news stories, wants to work with a medium market team in search of big numbers. 4 1/2 year veteran. Inquiry will net resume and demo tape. Write MIKE at 52 Islandview Dr., Parkersburg, WV 26101. (2-27)

11 year pro with major market experience. Air personality, on camera, programming both live and automation. Familiar with TM formats. Excellent knowledge of music. Audio, video tape and resume available upon request. JACK BLAIR, (702) 362-2986. (2-27)

Major market pro including NYC, Chicago, San Francisco. 14 years experience in programming, music and research. If you are looking for someone with 100% dedication and total knowledge of the industry, hire a music mother. Call (415) 775-7186. (2-27)

Small market CHR, Pop/Adult air talent looking to polish act in small/medium market. Midwest, West or Southwest. Call MARTY, (616) 651-4248. (2-27)

Announcer position wanted in small to medium market. One year experience with good production skills. Call DON (216) 633-2266. (2-27)

Pete Flannery of ABC news in NY said it would be a good idea for me to move to D.C. to find a news job. Well I'm here and getting tired of jostling tourists for windows to report traffic from the Washington Monument. I'm 24, energetic, with commercial radio experience and am ready to do some real work in news. Call PAUL WAGNER (703) 524-7929. (2-27)

AL BROCK, 12 year radio veteran, currently Assist. PD/PM drive WLOF/Orlando, available March 2nd (also of Q105, WLCY, KXX108, KIMN). Looking for medium market PD or MD gig or major market jock. Will relocate. Call (305) 275-9048 or (305) 293-2431. (2-27)

## Positions Sought

News/Sports Director seeks medium market. Award winning sportscaster. JOE SHIMKO, Box 146, Lyons, KS 67554, (316) 267-3620. (2-27)

DJ, music and programming experience. 6 years. CHR, Pop/Adult, AOR. Prefer 25,000+ market with MD or PD position in northeast states, or Colorado. Will consider all. FRANK CAVALIERE, 513 N. 5th St., Sterling, CO 80751. (303) 622-9076. (2-27)

Former ABC owned and major market PD. Prefer Pop/Adult. Conservative adult or oldies facility seeking a professional to complement present staff. PAUL MITCHELL, (215) 324-4125. (2-27)

Country DJ, 12 years experience; Production, news, formerly PD/MD. Looking for full time position in the South. Call (702) 972-0774. (2-27)

Dedicated professional announcer with warm delivery and major market experience, as well as solid production background. Looking for stable CHR or Country operation to grow with. Call (918) 496-0533. (2-27)

STEVE JAMES, 8 years experience in CHR, Country and AOR, available now. Don't let me miss the opportunity of a lifetime working for your station. Call (304) 723-0705. (2-27)

Paid my dues and tired of singing the blues. AOR personality jock with 5 years small market experience looking to move up. I've done it all, news, sales, production and Music Director experience. Good pipes with 2nd phone. If you've got an AOR position open, let's talk. Call BRIAN (217) 243-6797. (2-27)

I'm a rookie looking for my second job. Formerly at top rated Country station in southern Illinois. Hard working and available immediately. WES DAVIS, (314) 822-2248. (2-27)

5 years experience. Personality, production, programming. Oldies, CHR, Pop/Adult. Looking for on-air/production, or programming position. Will put in hours for pro operation. JEFF FALEWICZ, (617) 479-5888. (2-27)

Progressive Country wizard and all formats. Fun personality and voices. Call KEN THORLEY, (916) 662-1985, anytime... (2-27)

Pro-communicator at the LOOP, KZOK, and KLOL. No jive - just reall! Need pro company to support me, wife and kids. KEN NOBLE, (213) 645-9705. (2-27)

DAVE MACK, WJBO/Portland, ME looking for full time position. All areas considered, prefer Northeast. 10+ years experience. Call (617) 922-0798. (2-27)

3 years of wide variety experience in radio including, DJ, production, and news. Seeking a position in the South or Southwest. Prefer AOR. FRANK WAGNER, (512) 392-2397, or write, Delmar Apts., E-6, San Marcos, TX 78666. (2-27)

Practice makes perfect and I'm looking for perfection as a medium-secondary market PD, MD or jock. Call anytime (816) 373-7388. (2-27)

Want a woman? Experienced female with 6 years in CHR, Jazz, Disco, and programming with 1st class license. Contact CHRIS (312) 869-1764. (2-27)

Air personality wants to move back West, either at CHR or Pop/Adult station. Presently working in the Midwest. Call LES, (915) 949-1103. (2-27)

KIQQ/Los Angeles Sports Director just played out his option. Desires small/medium market play-by-play gig, with established Sports-oriented station. First ticket. My love for the game shows in my play. Available now & ready to relocate. MATT, (213) 469-1631 (before 1pm), or (213) 679-8558 (after 1pm - leave message). (2-27)

I'm in L.A., I'm good, and I'm ready to work. (714) 631-5635, ask for the DJ of the house. (2-27)

Tarzan and Jane Combo, looking for top 100 market. Tarzan, Chief Engineer, 17 years engineering and broadcasting related experience. Jane, great set of pipes for production or dynamic lady-of-the-evening shift and award-winning copywriting. Great package deal for some lucky station. Tape and resumes on request. Call after 6pm, (813) 369-8701. (2-27)

Summer swing. Collage student with much professional experience in small and medium markets seeks summer vacation fill-in work between 5/15-Labor Day. Experienced in CHR and Pop/Adult. Looking for larger markets. Super references. For tape and resume write AL BISHOP, 737 Comstock Ave., Syracuse, NY 13210. (2-27)

Versatile baritone voice looking for work in the great Northeast. Have 4 years radio experience with a heavy production background. For tape and resume call, (717) 455-2355, or write, PAUL MINDA, Dippel Manor, Box 212, Hazleton, PA, 18201. (2-27)

Seeking a self-starter to develop a better news commitment for your operation? I'm a 4 1/2 year veteran of radio news... and sound like it. I've swiped all the listeners in this market. Let's talk about it. Write MIKE, 52 Islandview Dr., Parkersburg, WV 26101. Available after notice. (2-27)

Taft PD ready for new opportunity. PD, OM or GM. Strong, full-service adult background, including #1 sports programming and production. South or Midwest. Write or call VANCE GILLARD, 6404 Windwood Ct., Tampa, FL 33614. Work, (813) 876-0455, or home (813) 885-5775. (2-27)

Excommunicated major market pro going through radio withdrawal. Please give me an afternoon or morning fix. Currently withering in Virginia Beach, VA. NEAL at (804) 480-2956, anytime. (2-27)

## Positions Sought

JOHNATHAN KEYES formerly with WQAM and 96X/Miami and most recently PD of K102/Ft. Lauderdale, looking for a programming position in a small or medium size market. Call (305) 472-8801. (2-27)

JACK MONROE, 9 year pro most recently with KULF/Dallas, still searching for air talent and/or MD position in medium or major market. Preferably in Dallas/Ft. Worth area, but will consider any offer. Available immediately. Call (817) 480-5013. (2-27)

Sold professional with major market experience and style to match. Just got back from a tour with the Tibetan Yak Wrestling team. I'm available now. Call MARK anytime. (606) 342-8599. (2-27)

MARK MONTE, medium market radio, well done. 8 1/2 years experience in modern Country, Pop/Adult, CHR and Disco. Fresh, vibrant approach. Willing to relocate for right salary and company. (309) 792-1992. (2-27)

Looking for medium market PD or large market MD? Look no further. I'm experienced in programming music, operations and automation. Can also pull air shift. Prefer Midwest or East Coast. Pop/Adult or CHR stations looking for commitment and 200% effort can call HOWARD, (513) 829-5422. After 3pm weekdays. (2-27)

The east bay hustler's rarin' to go again! Ex-KDON/Selinas all night personality is seeking on-air work in programming or news. Prefer medium or major market. Currently public address voice of De Anza High School in Richmond, CA with occasional sports stints for KSRO/Santa Rosa. As De Anza announcer, served as voice of the RBAL Basketball Jamboree. Also possess 1st ticket and office skills. If you're looking for this kind of talent to improve your air sound, contact FRANK BUTERA, (415) 223-1534. (2-27)

Experienced in news anchoring, News Director, writing and gathering, talk show and sports, college degree. Currently employed, seeking new opportunity in multi-person news department. Call (216) 234-3444. (2-27)

Superstars performer, MD and air personality. Hot in Miami, #1 18-49 in Phoenix and Columbus, OH, good times just beginning. FRANK BAUM, (317) 893-4549. (2-27)

Consultant, consultant, consultant. If you need a consultant, I'm your man. 10 years jock and programming experience in CHR, R&B and Country. The Spring book is coming quick! Write J.R., Box 712, Clayton, CA 94517 or phone in evenings, (415) 827-0718. (2-27)

The snail dodge massage parlor won't rub you the wrong way. 11 years experience, first phone, looking for AOR or CHR air position or MD. For free demonstration tape and resume, call (816) 544-8821. (2-27)

4 1/2 year pro looking for medium market. Pop/Adult, Country or CHR. Call TOM SCANLING, (412) 486-8744. (2-27)

Seeking air-shift in San Diego or Orange County. Will consider other locations. Looking for fresh ideas? AOR or Country, phone KEN McKAY, (714) 588-0342. (2-27)

CHR jock wants to make transition into AOR. Currently doing album show on Sundays. 1st phone. Call before 12noon EST, (717) 697-3819. (2-27)

Plain, simple and different, experienced. Call anytime (215) 461-1072. (2-27)

17 years in small and medium markets with a good solid background in Modern Country programming, music and airwork. Southwest or West Coast only please. DARREL WILSON, (602) 778-2497. (2-27)

Seeking new challenge as PD or Operations Manager. Will also consider airwork or Assist. PD position if coupled with programming responsibility. Experienced in Talk, News, Pop/Adult and Big Band. Ready to relocate. Call LEO at (302) 654-1148. (2-27)

MIKE HOTALING, 2 years experience in medium market at WTRY and 92-FLY-FM in Albany, seeks a medium market CHR jock position. Good pipes and excellent references. Call anytime, (518) 783-6438. (2-27)

Experienced PD in top 5 market. Proven ability to program AOR/CHR or strong 18-34's. Over 12 yrs. professional experience, including top ratings as a DJ and award winning production. Doubled ratings in 1 yr as PD at last station. Looking for new challenge in the Midwest. Call DAN, let's talk about successful radio in your market. (415) 892-8756. (2-20)

Major market drive time personality available. Formerly KENR, KULF, KRBE. Salary: 30K plus. Serious inquiries only. Contact JW DANTZ, (713) 771-8863. (2-20)

Available for broadcast syndication production, or on air position. Currently co-producer of 2nd most successful syndication radio show in history. Also presently on-air announcer in L.A. Credits include production of national radio spot, operations management, MD and producer of over a dozen syndicated radio specials and programs. References available. Call JOHN (213) 997-0650. (2-20)

Radio newsmen with 3 yrs. experience looking for reporter spot with strong local news station. Presently in PA, but will relocate for good news operation. Call GREG (717) 264-1936. (2-20)

Young announcer with 1 yr. experience prefers AOR format in Maryland/Pennsylvania area. Call RICK (717) 264-1936 for aircheck and resume. (2-20)

## Radio & Records

### SUBSCRIPTION SERVICE

ONE YEAR — \$140

Please enclose payment with order

Overseas subscribers add \$100 per year  
International U.S. funds please  
Initial here \_\_\_\_\_

new subscription  
 renewal  
 payment enclosed

TELEPHONE: (213) 553-4330

NAME (please print) \_\_\_\_\_  
COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

**CHANGE OF ADDRESS AND RENEWAL:**  
Please attach the mailing label from the envelope when writing about service or change of address. Allow 3 weeks for change of address to take effect. Thank you.

MAIL TO: RADIO & RECORDS  
1930 Century Park West, L.A., CA 90067

# Opportunities

## Positions Sought

**J. LONDON WILLIAMS** general assignment reporter/writer and commercial announcer. 12 yrs. experience. Also voice-over work for Hanna-Barbera. Willing to relocate for right position. Call (213) 931-4630. (2-20)

**New Wave** is not AOR! It requires high energy approach. I'm doing it now as a programmer/DJ at a small suburban NY station. Would like to bring it to your market. Call for tape or further info. **TOM LEYKIS** (212) 580-1557. (2-20)

8 yrs. in the business. 6 in Country music. Recently moved home to L.A. area from major market in South. Looking for a station to lay my hat down for a long time. PD and MD experience. Call (213) 880-4786. Ask for **MARK**. (2-20)

**AL WOODY**, formerly mornings **Rock 106 (WKQB-FM)**/Nashville superstars station looking. 7 yrs. medium market experience. Call (615) 226-0897. (2-20)

Current on-air MD looking for growth. Previous experience includes **KIIS-FM Music Dept.**, **KGFJ**, **KUTE 102** commercial writer and presently working in medium market. Call **MARK** (702) 731-3253. (2-20)

**Rick Shannon** former **KROY/Sacramento MD** and **MD** afternoons at **K104/Fresno** searching for employment. Good experience with research plus quick and to the point style on-air. Call (209) 221-8512. (2-20)

Veteran rocker seeking on-air gig. Into music, research, creativity. Broadcasting degree. Ready for action yesterday. Call **ROGER** (615) 235-8889. (2-20)

**BOB MOHR**, **WEAM/Washington, D.C.**, **WLPL/Baltimore**, **WEEW/Waynesboro**, **CHR** medium energy tape with spliced spot. (301) 790-1222. (2-20)

Time and temp. short, fuzzy and fat is what I'm not. One yr. pro. Been doing mornings with great results. Good voice. Will work anywhere. Was doing **Pop/Adult**, now doing **Country** at same station. Ready for move up. Call **KARL** (602) 364-9497. (2-20)

**Rock 'n' Roll** outlaw looking for **AOR** station with same attitude. Call **MIKE** (213) 437-7673. (2-20)

## Positions Sought

**RICK STEVENS**, 3 yrs in the business seeking full-time on-air position in **CHR**, or **AOR**. Production my specialty, including multi-track and copywriting. Call now! (801) 377-6061. (2-20)

**Cookin' Top 40 personality!** Creative, dependable and hard-working. Afternoon or nights. Prefer Midwest or Sunbelt. But will relocate anywhere immediately! **JON CONLON**, (312) 381-2916, 264 Sharon Dr., Barrington, IL 60010. (2-20)

**BOB LEWE**, formerly **WLYT/Cleveland** and **WOKV/Cincinnati**, looking for on-air position. Experience in all time slots, MD and production. Call anytime, (513) 896-4872. (2-20)

Are you looking for a mellow, adult voice for your **Pop/Adult** or **CHR** station? I've had more than 4 yrs. in the business, and my resume will prove it! Call **MIKE** (702) 737-3943, before 5pm Pacific time for tape and resume. (2-20)

I'm a 5 yr. **AOR** pro. Natural, smooth delivery. Will relocate. Call after 5:30pm EST. **BOB HENSLEY** (606) 252-7883. (2-20)

**L.J. BELUCA** has exited the 50kw powerhouse in **Pittsburgh-WYDD**. Like to stay with **CHR** or **Country**. Experience as **Assistant PD**, **MD** and **PSA Director**. Good with promotions and live remotes. Management minded always. Please call (412) 793-5113. Good references, relocation is no problem and will consider a morning team. (2-20)

Major market **PD** and **MD** would like to hook up with a major consultancy firm to work as your "leg man," to solve problems, meet with your clients and report back to you. Resume available upon request. Solid background. Let's talk. (714) 464-8236 (2-20)

**PD with 75% adult increase** last book looking for similar position. Currently doing part-time work in **Chicago**. **KURT SCAEFFER** (815) 874-7084 or (312) 472-6550. Willing to relocate. (2-20)

**Operations Director** with 5 yrs. plus experience looking for medium to large market to settle in. Call **RICH TERRY** (912) 244-4489 afternoons EST. (2-20)

## Changes

### RADIO

**Larry Gordon** joins the sales staff at **KPLZ/Seattle, WA**.

**David Bordo** has joined the sales staff at **KPLZ/Seattle, WA** as an Account Supervisor.

**Phil Little**, Production Engineer, has been appointed Production Supervisor at **KRLA/Pasadena, CA**.

**Susan M. Ryan** is the new 10pm-2am air personality at **KRNA/Iowa City, IA**.

**David M. Kelch** has joined the sales staff at **KRNA/Iowa City, IA**.

**Dirk Keller** has joined the sales staff at **KRNA/Iowa City, IA**.

**Debra A. Hobbs** appointed salesperson at **KRNA/Iowa City, IA**.

**Terry Shea** moves from all nights to 7pm-midnight at **KFXM/San Bernardino, CA**.

**Allen McCabe** appointed Account Executive at **WDBN/Medina, OH**.

**Carole Coval Sawchuck** named Director of News and Public Affairs at **WDBN/Medina, OH**.

**Frank Mitchell** named Operations Manager of Music 105/Berryville, VA, formerly with **WCBC/Cumberland, MD**.

### RECORDS

**Roger Smith** appointed **Elektra/Asylum** local Promotion Representative for the Phoenix market.

**Mike Smith** named Special Project Coordinator for **WEA, Los Angeles**.

**Ed Richardson** appointed Sales Representative for the Integrity account, **WEA, Los Angeles**.

**Linda Allison** named Inventory Clerk at **WEA, Los Angeles**.

## Changes

### INDUSTRY

**KBUF/Garden City, KS** needs record service from all labels. Send to **Rich Abrams**, Box 798, Garden City, KS 67846 (2-20)

50,000 watt **Pop/Adult**, **KPMW/Eugene, OR** needs Country service from all labels for all night trucker country show (**Joc Radio**). Send to **Lae Gordon**, **KPMW**, Box 1120, Eugene, OR 97440 or call (503) 485-1120. (2-20)

Metro outlet with dual format in dire need of good servicing. Looking for **AOR** and **Rhythms**. Please send material to **Mike Jacobs** c/o the Music Factory, 3220 Hamilton Blvd., Allentown, PA 18103, (215) 395-3575. Combined staff will provide excellent feedback. (2-20)

50,000 watt **KRMQ-FM/Provo**, the only **Jazz** station serving Salt Lake City and Utah needs record service old and new from all labels. Contact **Ja Anthony**, Box K, Provo, UT 84601. (801) 373-2174. (2-20)

**Peter Starr**, former **ABC Records** National Publicist Director, has been named **Publicist/Promotion Coordinator** for the "Merv Griffin Show."

**Frank Mandell** promoted to Director of copyright for **Chappell** and **Intersong Music**.

### Miscellaneous

**WVVO/Berryville, VA** is in need of record service from all labels large or small. Any assistance is greatly appreciated. Send to **WVVO**, 8 South Church St., Berryville, VA, 22611. (2-27)

**KPLT/Paris, TX** needs immediate record service from all labels for **Pop/Adult** format. Send to **KPLT**, Box 9, Paris, TX 75460, or call **Chuck Clements**, (214) 784-3312. (2-27)

Six major labels now service our 100,000 watt **AOR** station. Need the rest. **96 Magic**, **WOVW**, 706 North 7th St., Ft. Pierce, FL 33450. (2-27)

# Marketplace

## R&R MARKETPLACE ADVERTISING

Payable in advance. Orders must be typewritten and accompanied by check. One-inch minimum; additional space up to six inches available in increments of one-inch. Rates for R&R Marketplace (per inch):

	Per Insertion
1 Time	\$30.00
13 Insertions	\$25.00
26 Insertions	\$20.00

Volume Rates Available

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

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

Submit to: **Marketplace**

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

### AIRCHECKS!

**LOS ANGELES** **SAN DIEGO**  
Issue #11 now available featuring **KHTZ/Charlie Tuna**, **KLOS/Frazer Smith**, **KFI/Jack Armstrong**, **KOGO/Shotgun Tom Kelly**, **K105, KGB-FM**.  
Cassettes \$5.

### CALIFORNIA AIRCHECK

180 BOX 4408 • SAN DIEGO, CALIFORNIA 92101

## KRAZY KOMMERCIALS

FUNNY HOROSCOPES, KRAZY KOMMERCIALS, SILLY SOAP OPERAS, RIDICULOUS TV REVIEWS AND MORE — 25 PAGES DELIVERED TO YOUR MOUTH EVERY MONTH. FOR FREEBEE WRITE:

**HYPE, INK BOX 69581, L.A., CA 90069**

### :60's AND :30's MUSIC BEDS

Tired of subscriptions? Monthly fees for years old music? 100 different contemporary musical spot beds for one price. No royalties — No clearance. \$75.00 plus \$5.00 shipping. Four LP records. Write or call today —

**VALENTINO, INC**  
151 West 46th Street, NY, NY 10036  
(212) 246-4675

## Radio's Premiere COMEDY SERVICE

FREE SAMPLE ISSUE of radio's most popular humor service!  
For sample, write on station letterhead to: **O'Liners**  
1448-R, West San Bruno Ave., Fresno, CA 93711  
or phone (209) 431-1502

## BROADCASTERS ACTION LINE

Job Referral Service \$40 — 12 months  
Free to Employers  
Broadcasters Action Line  
(812) 889-2907/R-3 Box 84, Lexington, Indiana 47138

## 65 SHOWS ONLY \$49.95!

"KATIE IN THE KITCHEN" brings your listeners a multitude of home, automotive and general hints — all fully-produced and just 25 seconds in length. HIGHLY INFORMATIVE! SALEABLE!  
RADIO WORD SHOP  
5019 Middleboro, Grand Blanc, Michigan 48439

!!!!!!!!!!!!LIMITED TIME OFFER!!!!!!!!!!!!  
SOME GREAT DEALS ON TAPE AND REELS!  
5" REELS AND TAPE CHEAP!  
SEND SELF-ADDRESSED STAMPED ENVELOPE TO:  
E & B SERVICES, 2940 BIRCH, DENVER,  
COLORADO 80222.

## "Phantastic Phunnies"

Highly Respected! Hilarious! Original!  
Proven worldwide audience builder!  
'Quick-quip,' Topical Humor!! Introductory month's 500 topical one-liners and 'BONUS'... Just \$2.00!! Phantastic Phunnies, 1343-A Stratford Drive, Kent, Ohio 44240.

## (((SOUND EFFECTS)))

Complete 26 LP Sound Effects Library with over 750 different effects. Quick cued and produced exclusively for broadcasters. \$195 for the entire set plus \$5.00 shipping. Send for catalog to: **VALENTINO, INC.**  
151 West 46th St., NY, NY 10036  
or call (212) 246-4675.

## RADIO WAVES Job Search Aids

For only \$6.00 — We will splice your aircheck and scope it professionally.  
— Send tape and Preferred length. —  
Confidential Aircheck Critiques!  
Honest, Written Appraisals, only \$3.00!  
RADIO WAVES Box 54822, Oklahoma City, OK 73154

## HUNDREDS OF DEE JAYS RENEWED AGAIN THIS YEAR!

GUARANTEED FUNNIER! FREE SAMPLES!  
**CONTEMPORARY COMEDY**  
5804-D Twining, Dallas, TX 75227  
(214) 381-4779

## 1967-74 CLASSIC CALIFORNIA AIRCHECKS

Issue C-4 features **KGB/Bobby Ocean** (11-71), **KHJ/Robert W. Morgan** (8-70), **KFWB/B. Mitchell Reed** (10-67), **KROQ/Sign-on** (9-72), **KKDJ/Rich Brother Robbin** (1974), **KGBS/Dave Hill** (9-73).  
Cassettes \$10

### CALIFORNIA AIRCHECK

P.O. BOX 4408 • SAN DIEGO, CALIFORNIA 92101

## BUY A BUTTON, CO.

Attention Radio & Record Companies  
Buttons To Order  
Any Amount • FAST • Call (408) 633-5202  
BUY A BUTTON, CO.  
345 Moss Landing Road  
Moss Landing, California 95039  
Check the Country section of R&R (2-13-81)

# THE BACK PAGE

## BREAKERS

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

### JUICE NEWTON

#### Angel Of The Morning (Capitol)

72% of our reporters on it. Moves: Up 74, Same 34, Down 0, Adds 48 including WNBC, WBEN-FM, WROR, PRO-FM, KVIL, WOKY, KFRC, 13K, KOPA, K104, KFMK, KKXX, KMJK. See Parallels, charts at number 27.

### ERIC CLAPTON

#### I Can't Stand It (RSO)

63% of our reporters on it. Moves: Up 30, Same 31, Down 0, Adds 75 including WKBW, 96KX, WRKO, Q107, CHUM, CKGM, Z93, 94Q, KFI, KFRC, 13K, KJR, KIMN. See Parallels, charts at number 26.

### TERRI GIBBS

#### Somebody's Knockin' (MCA)

62% of our reporters on it. Moves: Up 95, Same 16, Down 2, Adds 21 including KS95-FM, WZZP, Q102, WZUU, KIMN, Q106, KTSA, WNCI, KIDD, WFOX, WRKR, KDZA. See Parallels, charts at number 29.

### APRIL WINE

#### Just Between You & Me (Capitol)

56% of our reporters on it. Moves: Up 88, Same 22, Down 0, Adds 11, WCAO, Q107, 94Q, WLS, WAQY, WFMF, KJ100, KOFM, KERN, KRQ, WFOX. 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.

### ELVIS PRESLEY "Guitar Man" (RCA) 108/10

Moves: Up 60, Same 34, Down 4, Adds 10, WZUU, WOLF, KWIC, KQ94, WTWR, KIOA, WNAP, KTKT, KENI, KQDI.

### FIREFALL "Staying With It" (Atlantic) 98/3

Moves: Up 62, Same 32, Down 1, Adds 3, KDWB, KXOK, WNAP.

### JOHN COUGAR "Ain't Even Done With The Night" (Riva/PolyGram) 94/15

Moves: Up 56, Same 23, Down 0, Adds 15 including JB105, KJR, KPLZ, WAEB, V100, KEEL, KX104, WGH, WAKX, KEYN-FM, KNBQ, KYSN.

### SMOKEY ROBINSON "Being With You" (Tamla) 88/37

Moves: Up 33, Same 18, Down 0, Adds 37 including F105, WROR, WXKS-FM, WDRQ, KFRC, KPLZ, KOPA, WICC, WHBQ, WNAM, KTKT, WLAM.

### OUTLAWS "(Ghost) Riders In The Sky" (Arista) 85/0

Moves: Up 51, Same 21, Down 13, Adds 0, WIFI 16-14, 96KX 10-7, CHUM 11-9, Z93 30-27, KUPD 3-3, WOKI 20-17, WRVQ 10-7, WKIS 21-15, WGUY 19-14, WHHY 27-22, KDVV 18-11.

### CLIMAX BLUES BAND "I Love You" (WB) 75/19

Moves: Up 39, Same 17, Down 0, Adds 19 including WCAO, KEARTH, KJR, WKBO, KBFM, WSKZ, Z104, 95SGF, KILE, KKXL, KBOZ.

### DONNA SUMMER "Who Do You Think You're Foolin'" (Geffen) 74/25

Moves: Up 20, Same 29, Down 0, Adds 25 including WKBW, KSLQ, WHYN, WAKX, WIKS, WOW, KENO, WGUY, KSEL, KENI, KOOK.

### CON FUNK SHUN "Too Tight" (Mercury/PolyGram) 71/1

Moves: Up 47, Same 21, Down 2, Adds 1, WCKX, WXKS-FM 7-2, JB105 20-16, KRLY 21-18, KEARTH 24-21, KFRC 20-16, B97 20-16, KERN 24-21, WHHY 14-10, KQIZ-FM 28-25.

### JAMES TAYLOR & J.D. SOUTHER "Her Town Too" (Columbia) 67/66

Moves: Up 1, Same 0, Down 0, Adds 66 including WFIL, WRKO, WXKS-FM, WPGC, Z93, 94Q, WDRQ, KDWB, KXOK, KSLQ, WOKY, KPLZ, KOPA.

### DONNIE IRIS "Ahi Leahi" (MCA) 64/4

Moves: Up 24, Same 12, Down 12, Adds 4, WXKS-FM, WTWR, WOW, WLBZ, WPGC 26-23, WLS 28-19, KNUS 12-10, Y103 11-9, KIOA 10-7, WXLK 28-23.

### LOVERBOY "Turn Me Loose" (Columbia) 59/3

Moves: Up 34, Same 22, Down 0, Adds 3, WFLY, WGRD, KLUC, CFTR 18-13, KRBE 28-23, KXX106 21-19, FM103 20-17, WHHY 22-19, KRLC 2-1.

### YARBROUGH & PEOPLES "Don't Stop The Music" (Mercury/PolyGram) 57/8

Moves: Up 40, Same 7, Down 2, Adds 8, WGCL, KSF, CKGM, WOLF, WAXY, FM102, 14WK, KENI, WABC 38-10, Y100 15-12, WDRQ 11-9.

## Radio & Records

# NATIONAL AIRPLAY/30

## February 27, 1981

THREE WEEKS ADO	TWO WEEKS ADO	LAST WEEK	
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THREE WEEKS ADO	TWO WEEKS ADO	LAST WEEK	
1	1	1	1 JOHN LENNON/Woman (Geffen)
8	4	3	2 STYX/The Best Of Times (A&M)
3	3	2	3 REO SPEEDWAGON/Keep On Loving You (Epic)
19	12	8	4 NEIL DIAMOND/Hello Again (Capitol)
15	10	6	5 DON McLEAN/Crying (Millennium)
2	2	4	6 DOLLY PARTON/9 To 5 (RCA)
12	9	5	7 CLIFF RICHARD/A Little In Love (EMI America)
23	17	11	8 BLONDIE/Rapture (Chrysalis)
27	24	17	9 DARYL HALL & JOHN OATES/Kiss On My List (RCA)
29	23	19	10 BARBRA STREISAND/BARRY GIBB/What Kind... (Columbia)
7	7	9	11 KOOL & THE GANG/Celebration (Delite/PolyGram)
14	13	12	12 ALAN PARSONS PROJECT/Games People Play (Arista)
18	16	14	13 PAT BENATAR/Treat Me Right (Chrysalis)
24	21	16	14 RANDY MEISNER/Hearts On Fire (Epic)
6	6	10	15 EDDIE RABBITT/I Love A Rainy Night (Elektra)
28	25	22	16 LEO SAYER/Living In A Fantasy (WB)
17	15	15	17 STEVIE WONDER/I Ain't Gonna Stand For It (Tamla)
4	5	7	18 STEELY DAN/Hey Nineteen (MCA)
22	20	20	19 ABBA/The Winner Takes It All (Atlantic)
20	18	18	20 RONNIE MILSAP/Smoky Mountain Rain (RCA)
-	29	27	21 SHEENA EASTON/Morning Train (Nine To Five) (EMI America)
-	30	26	22 STEVE WINWOOD/While You See A Chance (Island)
30	28	24	23 BRUCE SPRINGSTEEN/Fade Away (Columbia)
-	-	29	24 POLICE/Don't Stand So Close To Me (A&M)
-	-	28	25 GROVER WASHINGTON JR./Just The Two Of Us (Elektra)
-	-	30	26 PHIL SEYMOUR/Precious To Me (Boardwalk)
-	-	→	27 JUICE NEWTON/Angel Of The Morning (Capitol)
-	-	→	28 ERIC CLAPTON/I Can't Stand It (RSO)
-	-	→	29 TERRI GIBBS/Somebody's Knockin' (MCA)
-	-	→	30 APRIL WINE/Just Between You & Me (Capitol)

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

ERIC CLAPTON "I Can't Stand It" (RSO)  
 J. TAYLOR & J.D. SOUTHER "Her..." (Columbia)  
 JUICE NEWTON "Angel Of The Morning" (Capitol)  
 SMOKEY ROBINSON "Being With You" (Tamla)  
 GROVER WASHINGTON JR. "Just The..." (Elektra)

Complete Regionalized Listings on Pages 32 and 33.

### HOTTEST

JOHN LENNON "Woman" (Geffen)  
 STYX "The Best Of Times" (A&M)  
 REO SPEEDWAGON "Keep On Loving You" (Epic)  
 BLONDIE "Rapture" (Chrysalis)  
 NEIL DIAMOND "Hello Again" (Capitol)

Parallel Listings Begin on Page 38.

## Others Getting Significant Action

- CHAMPAIGN "How 'Bout Us" (Columbia) 47/13**  
 Moves: Up 23, Same 11, Down 0, Adds 13, KRLY, KIIS-FM, 14Q, WAXY, WOKI, WQRK, WIKS, KNBQ, WCIR, WFOX, WANS-FM, WTRU, KDZA.
- STEELY DAN "Time Out Of Mind" (MCA) 44/24**  
 Moves: Up 10, Same 10, Down 0, Adds 24 including WCAO, 94Q, KIIS-FM, WKEE, WAAY, 92Q, WSKZ, WAKX, KEYN-FM, WNCI, KERN, FM103.
- EARTH, WIND & FIRE "And Love Goes On" (ARC/Columbia) 44/3**  
 Moves: Up 29, Same 12, Down 0, Adds 3, WTIK, WERC, WOHO, WFIL 29-26, WXKS-FM 30-18, KSET-FM 24-21.
- JOURNEY "The Party's Over (Hopelessly In Love)" (Columbia) 41/13**  
 Moves: Up 17, Same 11, Down 0, Adds 13, WBEN-FM, WGCL, Q102, K104, KX104, WVLK, WVIC, 92X, KNBQ, KTAC, KENO, KPUR, KCBN.
- SUZI QUATRO "Lipstick" (Dreamland) 40/1**  
 Moves: Up 17, Same 22, Down 0, Adds 1, KKXX, KRBE 29-24, WAAY 30-24, WSPT 16-12, KRLC 27-24.
- DOOBIE BROTHERS "Keep This Train A-Rollin'" (WB) 37/3**  
 Moves: Up 20, Same 14, Down 0, Adds 3, KXOK, WOLF, KINT, WBEN-FM 36-33, KFRC 35-33, WRVQ 26-21.
- FRANKE & THE KNOCKOUTS "Sweetheart" (Millennium) 36/18**  
 Moves: Up 6, Same 12, Down 0, Adds 18 including WCAO, WGCL, KIIS-FM, WFBR, WKEE, KXX106, WAAY, WSKZ, WVLK, WAKX, WNAM, KMJK, WISE, KATI.
- SPINNERS "Yesterday Once More/Nothing Remains The Same" (Atlantic) 36/5**  
 Moves: Up 19, Same 12, Down 0, Adds 5, WTRY, WTIK, WNAM, KENO, KPUR, WCAO 26-23, WPGC 19-15, WHEB 25-21.
- .38 SPECIAL "Hold On Loosely" (A&M) 34/18**  
 Moves: Up 6, Same 10, Down 0, Adds 18 including WTRY, WKEE, KHFI, KQ94, BJ105, WSKZ, WOKI, KKXX, KYSN, KENO, KTKT, FM99, KOOK.
- ROVERS "Wasn't That A Party" (Epic/Cleveland International) 31/4**  
 Moves: Up 16, Same 10, Down 1, Adds 4, WRKO, WNOX, WVIC, WXLK, WBEN-FM 21-17, CKLW 25-17, WAYS 8-5.
- MOLLY HATCHET "The Rambler" (Epic) 30/3**  
 Moves: Up 7, Same 20, Down 0, Adds 3, WAAY, WGH, KKRC, WKEE 16-13, KINT 29-25, KJ100 18-16.
- JOHNNY AVERAGE BAND "Ch Ch Cherie" (Bearsville/WB) 28/12**  
 Moves: Up 5, Same 11, Down 0, Adds 12, WFIL, WOLF, WAQY, KRBE, KHFI, WTIK, KEEL, WJDX, G100, KTAC, WFBG, KKRC.
- JIMMY BUFFETT "It's My Job" (MCA) 28/5**  
 Moves: Up 16, Same 7, Down 0, Adds 6, WAAY, WOKI, WSEZ, WANS-FM, KBOZ, 94Q 23-18, KKXX 27-22, Z102 27-24.
- WHISPERS "It's A Love Thing" (Solar/RCA) 26/12**  
 Moves: Up 8, Same 4, Down 2, Adds 12, WABC, WIFI, Y100, KSF, KSET-FM, WJDX, WBBQ, KX104, KIDD, KTKT, KILE, KENI.

Continued on Page 41